

'96 Grads

This is your chance to write for the ODE! Tell us your best college memory in a letter of 150 words or less. Be sure that:

- Your name is on the letter
- All events reported are verifiable
- The letter is addressed to Nicole Krueger
- We receive the letter by 4 p.m., May 31

Several submissions will be selected for print. All letters will be edited for grammar and style. Potentially libelous letters will not be printed.

Oregon Daily
Emerald

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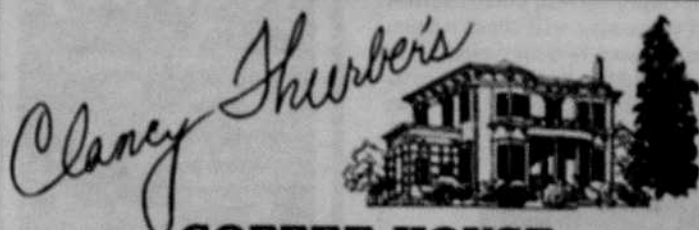
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REGINA BROWN/Emerald

Standing by a maypole, Maggie Logvin, 10, of Eugene, waits for festivities to begin at a celebration for the new Vivian Olum Child-Development Center. The center is scheduled to open in September and will serve children of University employees. In addition, 10 percent of its spaces will be given to children of University students. The center will provide child care for babies, preschoolers and school-age children.

Tourism boosts Oregon's economy

■ **TRAVEL:** Spending by visitors in Oregon is growing faster than the national average

SALEM (AP) — Travelers are adding so much to Oregon's economy, the tourism industry has jumped in line to a spot right behind timber and agriculture, and ahead of high technology.

"Oregon is just a very hot place to visit right now," said Phil Peach, executive director of the Oregon Lodging Association. "And tourism is the hot industry in terms of jobs growth and economic impact."

Spending by travelers in Oregon is growing much faster than the national average, the Travel Industry Association of America said.

Direct spending was about \$4.2 billion last year, up 7.6 percent from 1994, said Dean Runyan Associates, Portland consultants who research the travel industry for the state Tourism Commission.

Tourism spending in Oregon has grown on average 6 percent a year since 1991, compared to 4 percent annual growth nationwide, the consultants said.

With indirect spending, the

total tourism impact in 1994 was an estimated \$8 billion.

This year also is expected to be a great one, commission director Julie Curtis said. "Destinations throughout the country are pretty upbeat, and I don't think Oregon will be any different," she said.

Drawing those tourists and their dollars are Keiko, the killer whale, in Newport's Oregon Coast Aquarium; the Imperial Tombs of China exhibit at the Portland Art Museum; six tribal casinos; and Oregon's natural beauty.

National media attention surrounding Keiko's Jan. 7 arrival boosted Oregon's tourism profile and attendance at the aquarium. The Imperial Tombs exhibit is being advertised from Seattle to San Francisco, and the New York Times and the Los Angeles Times are planning travel pieces about Portland and the exhibit.

Oregon's amenities are being touted via the Internet, a \$125,000 promotion by the Travel Industry Council of Oregon.

Oregon's page on the World Wide Web tells readers that a dollar's worth of advertising is \$20 returned in spending, and includes a speech outline for an on-the-go chamber of commerce

president.

Despite the growing number of tourists, occupancy rates at hotels and motels has been fairly steady this decade, hovering just under 70 percent, according to the hotel and motel association. That's because construction has managed to keep pace with the boom of visitors.

Oregon's occupancy rates are about 10 percent higher than the national average, but prices actually were lower in 1995 than in 1989: \$59.89 versus \$61.11.

Campsites, however, are in shorter supply during peak periods such as Memorial Day weekend. Just a few campsites remained in Oregon's 26 reservation-only campgrounds over the weekend, said Monte Turner, spokesman of the state Parks and Recreation Department.

The growth of tourism also is evident at Portland International Airport. The number of passengers has doubled since 1992 and is growing at 12 percent to 13 percent a year.

"For the next five years the airport will be under constant construction just to keep up with the (passenger) growth," said airport spokesman Darrel Buttice.

"It's a wonderful problem."