

APR 2022 - JUN 2022

Q4 REPORT

↑ TRAVEL

↑ Medford

TLT REVENUE



Q4 '21-'22

APR



MAY



JUN



2018 - 2019

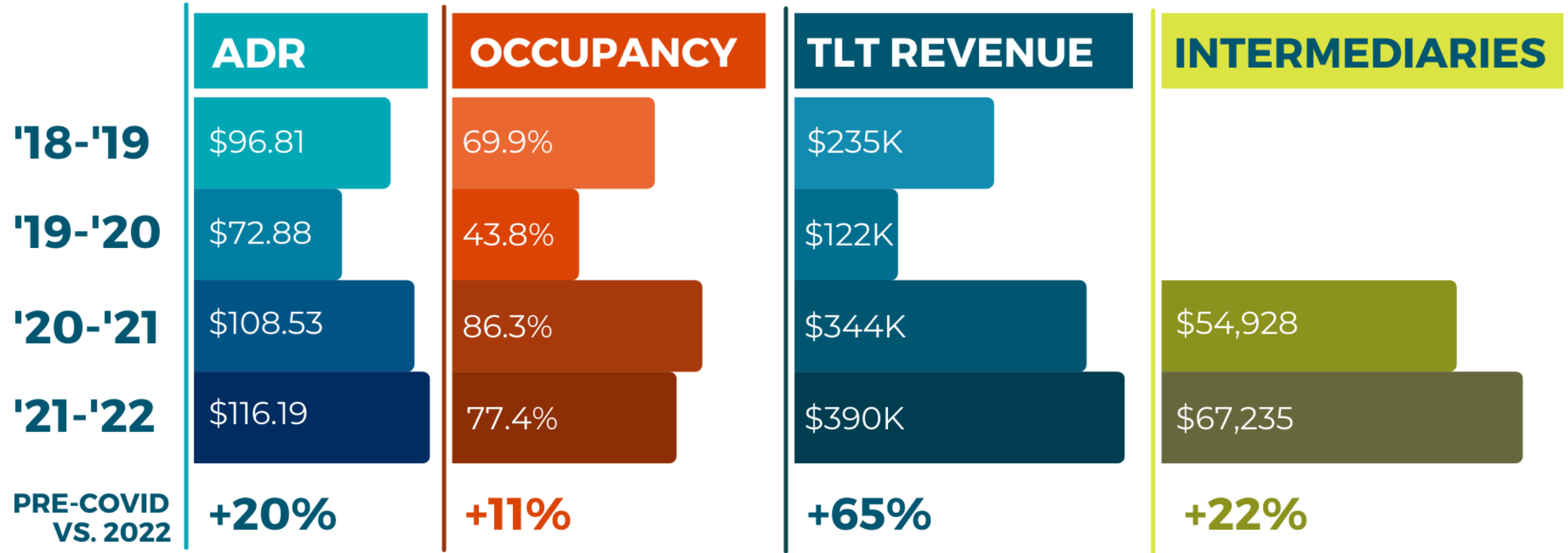
2019 - 2020

2020 - 2021

2021 - 2022

TOURISM IMPACT

Q4 '21-'22



EVENT SUPPORT

2021-2022
COMMUNITY
PARTNERSHIPS

27 EVENTS

\$83,196



Q4 TRAVEL MEDFORD CALENDAR

**885 EVENTS
LISTED**

WEBSITE REPORT

USERS

+40% INCREASE

2022: 132,798
2021: 94,643
2020: 26,551

PAGEVIEWS

+61% INCREASE

2022: 556,610
2021: 345,814
2020: 91,383

SOCIAL REPORT

IMPRESSIONS

+24% INCREASE

2022: 6.3 MILLION
2021: 5.1 MILLION
2020: 3.5 MILLION

CLICKS

+54% INCREASE

2022: 57,320
2021: 37,218
2020: 4,670

MILESTONES



SHOP MEDFORD
HEART OF THE ROGUE



T-SHIRTS | HATS | ACCESSORIES | DRINKWARE
| STICKERS | OUTERWEAR

T-SHIRTS



Get Out and Explore Unisex T-Shirt

\$24.99

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SPORTS UPDATE



**NATIONAL
SYNDICATION**



**MEDFORD MAJOR
FEB 2-4, 2023**



**TOURNAMENTS AT
LITHIA & DRIVEWAY**

LOOKING AHEAD



**SPRINGHILL SUITES HOTEL
OPENING OCTOBER 2023**



AUGUST 24

**KNOW YOUR ROLE
STAKEHOLDER
LUNCHEON**

OCTOBER 14-15



**HEART OF
THE
ROGUE
FESTIVAL**

THANK YOU

↑ TRAVEL
↑ Medford