

OCT 2022 - DEC 2022

Q2 REPORT

↑ TRAVEL

↑ Medford

TLT REVENUE



Q2 '22-'23

OCT

\$133.5 K

\$114.6 K

\$141.1 K

\$146.2 K

NOV

\$82.9 K

\$129.1 K

\$140.6 K

\$137.7 K

DEC

\$91.5 K

\$118.9 K

\$115.7 K

\$105.4 K

2019-2020

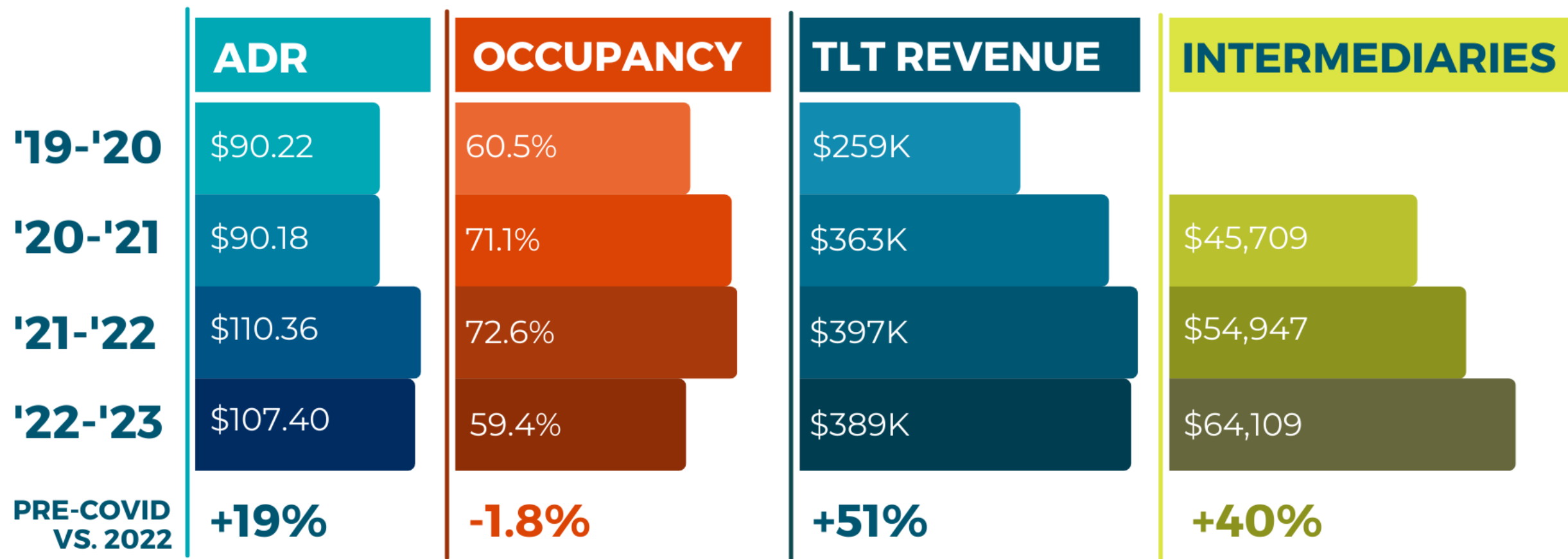
2020-2021

2021-2022

2022-2023

TOURISM IMPACT

Q2 '22-'23



EVENT PROMOTION

2022-2023 COMMUNITY PARTNERSHIPS

Q2 EVENTS SUPPORTED

- SOHS - CHRISTMAS LIGHTS AT HANLEY FARM
- TEE IT UP FOR TIMBERS GOLF TOURNAMENT
- USA SOFTBALL FALL CLASSIC
- HEART OF THE ROGUE FESTIVAL



TRAVEL MEDFORD CALENDAR

988 EVENTS LISTED IN Q2

WEBSITE REPORT

USERS

+68% INCREASE

2022: 67,636
2021: 41,505
2020: 27,363

PAGEVIEWS

+45% INCREASE

2022: 240,296
2021: 165,995
2020: 88,319

SOCIAL REPORT

FOLLOWERS

+24% INCREASE

2022: 34,210
2021: 27,611
2020: 24,740

SOCIAL COMMS

+64% INCREASE

2022: 828
2021: 504
2020: 301

MARKETING HIGHLIGHTS

EXPEDIA CAMPAIGN

AD SPEND
\$15K



2,223

**ROOM
NIGHTS
BOOKED**

279K

**GROSS
BOOKING**

\$18.60

**RETURN ON
ADVERTISING
SPEND**



IMPACT REPORT

HOLIDAY GIVEAWAY CAMPAIGN



\$3,000

**INJECTED INTO
LOCAL BUISNESSES**



30

**BUSINESSES SUPPORTED
AND PROMOTED**



3,717

**LEADS FROM THE
CAMPAIGN**

MEDIA RELATIONS

"WINE STAR AWARDS"



ROGUE VALLEY

"TOP 5 WINE REGION OF THE YEAR"

TROON VINEYARD

"TOP 5 AMERICAN WINERY OF THE YEAR"

SPORTS UPDATE



AMERICAN CORNHOLE "OREGON MAJOR"

IMPACT REPORT

FEB. 2-3, 2023

THE ARMORY

REGISTERED PLAYERS

114

STATES REPRESENTED

13

UNIQUE ZIP CODES

50

EST. ROOM NIGHTS

150+

AVG. # OF NIGHTS

3.1

EMAILS COLLECTED

89

ACO SURVEY RESULTS:



52% OF PEOPLE
TRAVELED
400+ MILES



50% SPENT
\$150-\$300 ON
FOOD &
BEVERAGE



97% SAID
THEY WOULD
COME BACK
NEXT YEAR

STATES REPRESENTED: AL, CA, GA, ID, IL, IN, KY, MI, MO, NV, OR, TN, VA

LOOKING AHEAD



PEAR BLOSSOM FESTIVAL IN APRIL



SOSC GOLF TOURNAMENT IN MAY

THANK YOU

↑ TRAVEL
↑ Medford