

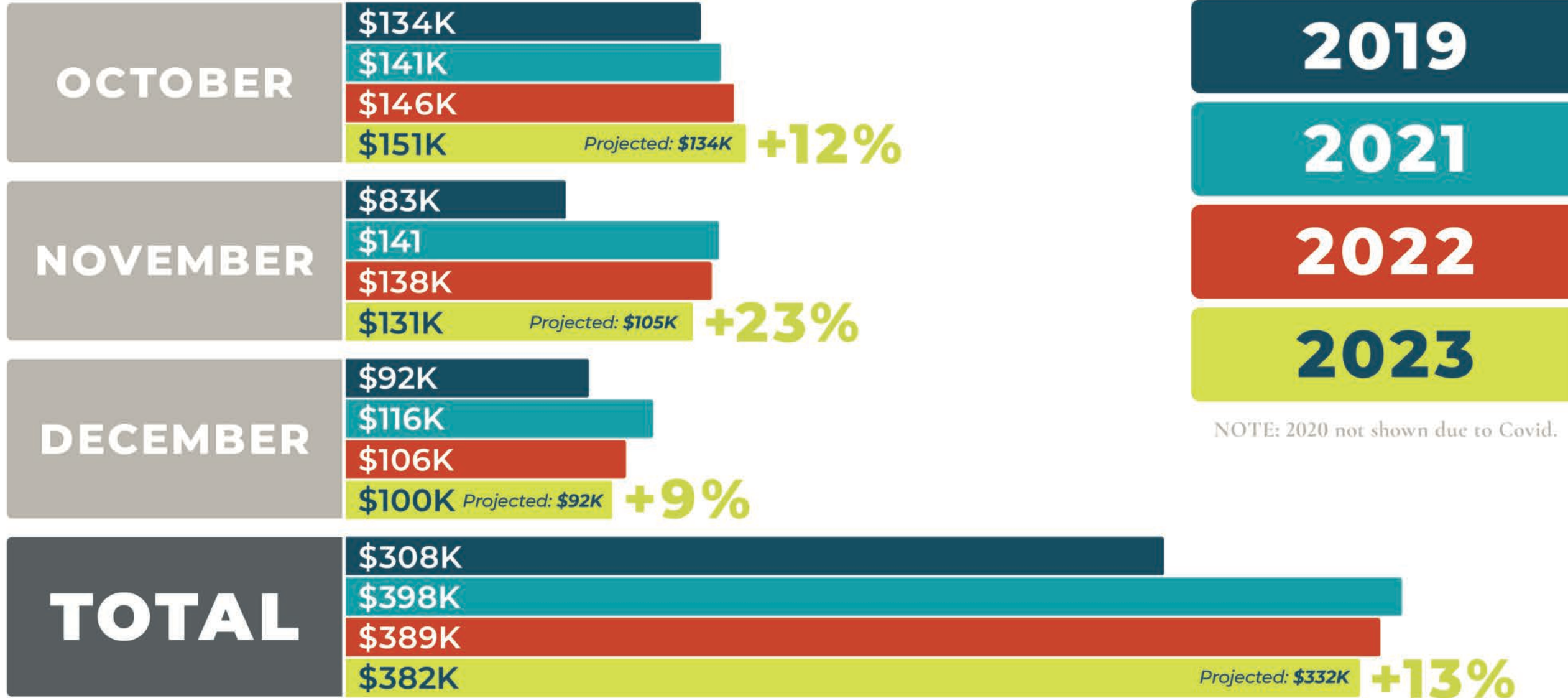
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Q2 REPORT

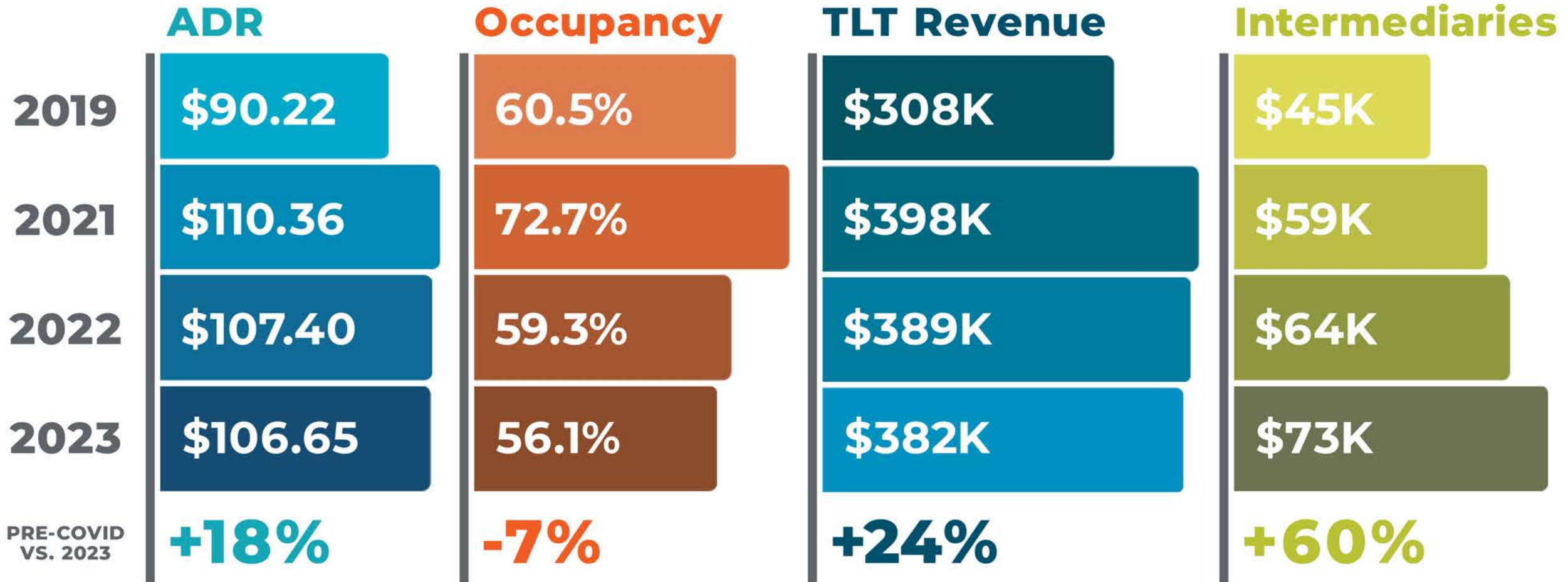
OCT. 2023 - DEC. 2023





NOTE: 2020 not shown due to Covid.

# Tourism Trends Q2 23-24: October-December



Note: Q2 Room Demand is +1.5% from 2022, Supply is +2.1%



## 📌 Expedia CAMPAIGN

**\$46.9K**  
AD SPEND

**7,960**  
ROOM NIGHTS

**\$937K**  
GROSS BOOKINGS

**\$20:1**  
ROAS

## PRESS RELATIONS

**45**  
MEDIA  
PLACEMENTS

**7M+**  
IMPRESSIONS



“If you’re looking for adventure and exploration, perhaps Medford should be your next travel destination.”

**-Forbes**

## HOLIDAY GIVEAWAY CAMPAIGN

**\$3,000**  
GIFT CARDS

**30**  
LOCAL BUSINESS  
SUPPORTED

**1,855**  
ENTRIES

**933**  
NEW EMAIL  
LEADS GENERATED

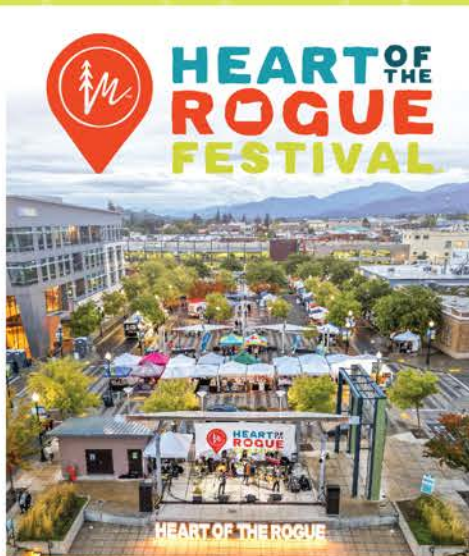


## EVENT PROMOTION

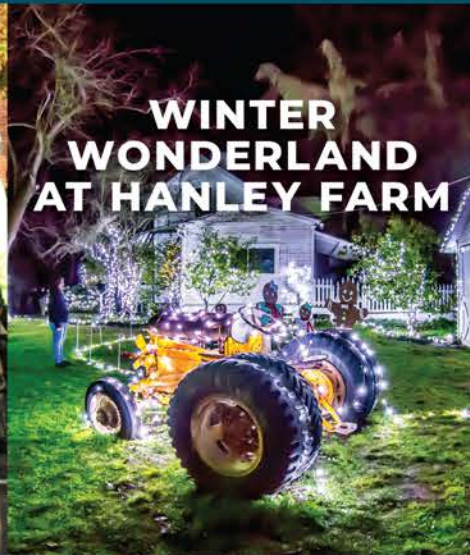
**25**  
**EVENTS**

**\$111,072**  
**FUNDS DISBURSED**

**\$126,166**  
**TOTAL SUPPORT**



## EVENTS SUPPORTED IN Q2





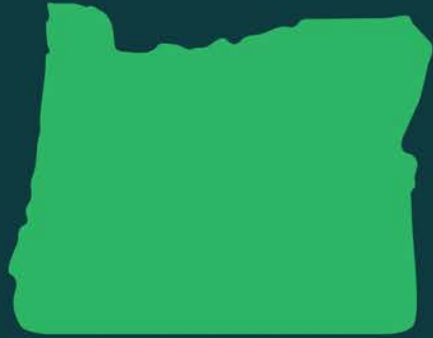


# ROGUE VALLEY BUCKET LIST PASSPORT



## ROGUE X VISITOR CENTER





## TRAVEL OREGON

### COMPETITIVE GRANT

## ACCESSIBILITY & INCLUSIVITY TOURISM PROMOTION PROJECT

- Asset gathering (photos & videos)
- Website is now accessible
- Translating webpages to Spanish
- 2 Travel Writer Trips
- Ad Buy Campaign







## CONFERENCE CENTER FEASIBILITY STUDY

**hunden partners**

**PHASE 1**  
Market & Demand Analysis

▼

**PHASE 2**  
Building Program Recommendations

▼

**PHASE 3**  
Financial Analysis

PROPOSED PROJECT TIMELINE	WEEK #															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Phase 1: Market and Demand Analysis	█							█				█				
Task 1 – Kickoff and Project Orientation	█	█														
Task 2 – Economic, Demographic and Tourism Analysis	█	█	█	█												
Task 3 – Conference and Meetings Market Analysis	█	█	█	█	█	█										
Task 4 – Local Hotel Market Analysis	█		█	█	█	█										
Task 5 – Case Studies	█			█	█	█	█									
<b>Milestone Check-In: Market Demand Implications</b>								X								
Phase 2: Building Program Recommendations	█											█				
Task 6 – Recommended Program	█							█	█	█						
Task 7 – Site Analysis	█								█	█	█					
<b>Milestone Check-In: Refined Program and Site Parameters</b>													X			
Phase 3: Financial Analysis	█															
Task 8 – Project Massing Study and Construction Budget	█											█	█	█		
Task 9 – Demand and Financial Projections	█											█	█	█		
Task 10 – Operating and Management Structures	█											█	█	█		
Task 11 – Economic, Fiscal and Employment Impact Analysis	█												█	█	█	
<b>Milestone Check-In: Draft Report of Findings</b>																X

**FEBRUARY 21, 2024**

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Thank you!

