

JUL 2022 - SEPT 2022

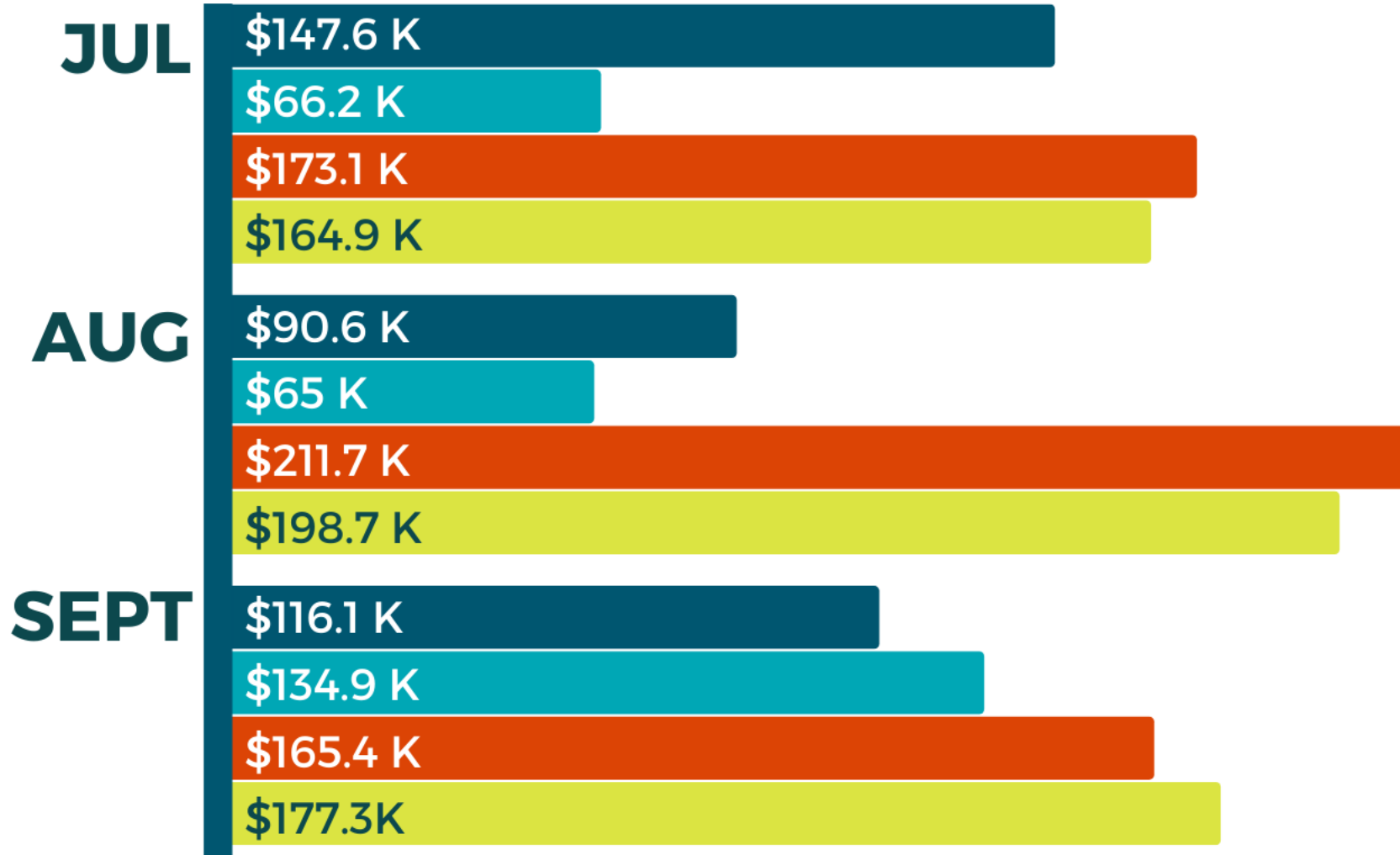
# Q1 REPORT

↑ TRAVEL  
↑ Medford

# TLT REVENUE

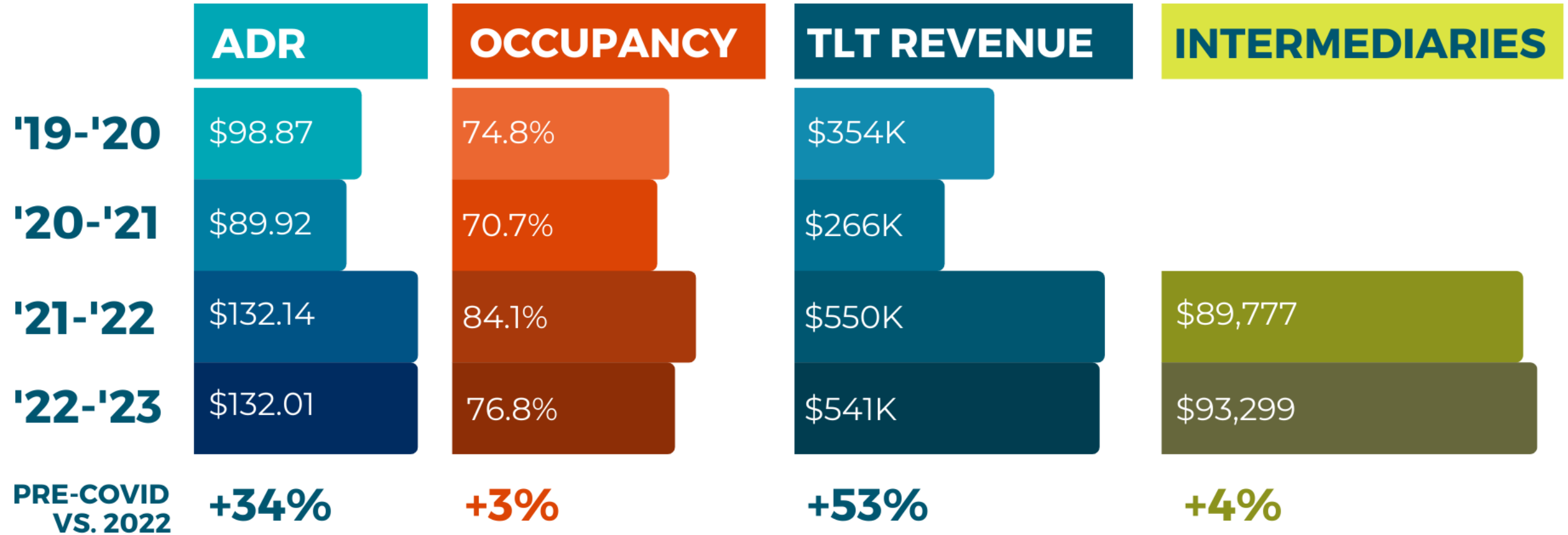


Q1 '22-'23



# TOURISM IMPACT

Q1 '22-'23





THE SOUTHERN OREGON  
**CORNHOLE**  
**CLASSIC**

# HEART OF THE ROGUE FESTIVAL





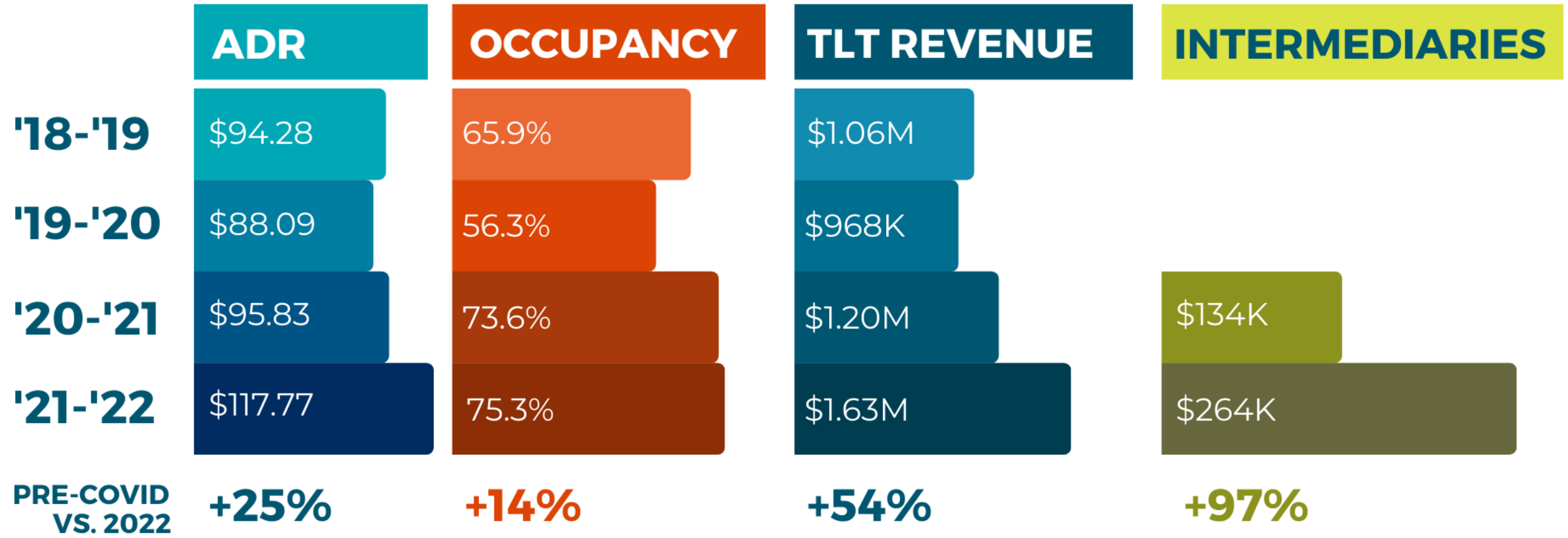
↑ TRAVEL

↑  
↑  
↑  
*Medford*

2021-2022 ANNUAL REPORT

# TOURISM IMPACT

2021-2022



# TOURISM PROMOTION



PRINT PUBLICATIONS  
**33.2 MILLION**  
CIRCULATION

CONNECT TV  
**3.2 MILLION**  
IMPRESSIONS



DIGITAL & STREAM  
**10.8 MILLION**  
IMPRESSIONS

SEM DIGITAL ADS  
**38.7 MILLION**  
IMPRESSIONS



# TOURISM PROMOTION

## NATIONAL PRESS IMPACT

**26** NATIONAL MEDIA ARTICLES

**159M** IMPRESSIONS

**\$9M** IN ADVERTISING VALUE



## PRESS RELATIONS



Top 12 Small Towns in Oregon You Have To Visit

-TRAVEL & LEISURE MAGAZINE





# TOURISM PROMOTION

## WEBSITE

59 MILLION  
IMPRESSIONS

+40%

INCREASE YOY



## SOCIAL

8.4 MILLION  
IMPRESSIONS

+40%  
INCREASE YOY

47,721  
FOLLOWERS

+26%  
INCREASE YOY



## NEWSLETTERS

22,033  
EMAIL LIST

88,451

TOTAL DELIVERIES



## VISITOR GUIDES

42,322  
DISTRIBUTED

247

BROCHURE LOCATIONS



# VISITOR INFORMATION CENTERS

## VISITOR CENTER #1

AIRPORT VISITOR INFORMATION KIOSK



## VISITOR CENTER #2

DOWNTOWN MEDFORD VISITOR CENTER & RETAIL STORE



## VISITOR CENTER #3

COMING SOON

ROGUE X SPORTS & EVENTS CENTER VISITOR INFORMATION OUTLET



# EVENT PROMOTION

EVENT CALENDAR

2,616

EVENTS POSTED LAST FY  
FOR **FREE** PROMOTION

COMMUNITY PARTNERSHIP FUND

\$83,455

25 EVENTS FUNDED  
IN 2021-22

## HEART OF THE ROGUE FESTIVAL





# HOW MEDFORD IS CAPITALIZING



Partnership with Southern Oregon Sports Commission

- ✓ *Sports Advocacy*
- ✓ *Event Procurement*
- ✓ *Venue Development*



# SPORTGROUND BRAND



**MEDFORD** **2040**  
COMMUNITY VISION

# BRAND WEAR PROGRAM



# REGIONAL COLLABORATION





TRAVEL



Medford

Q&A

