



↑ TRAVEL
↑ Medford™



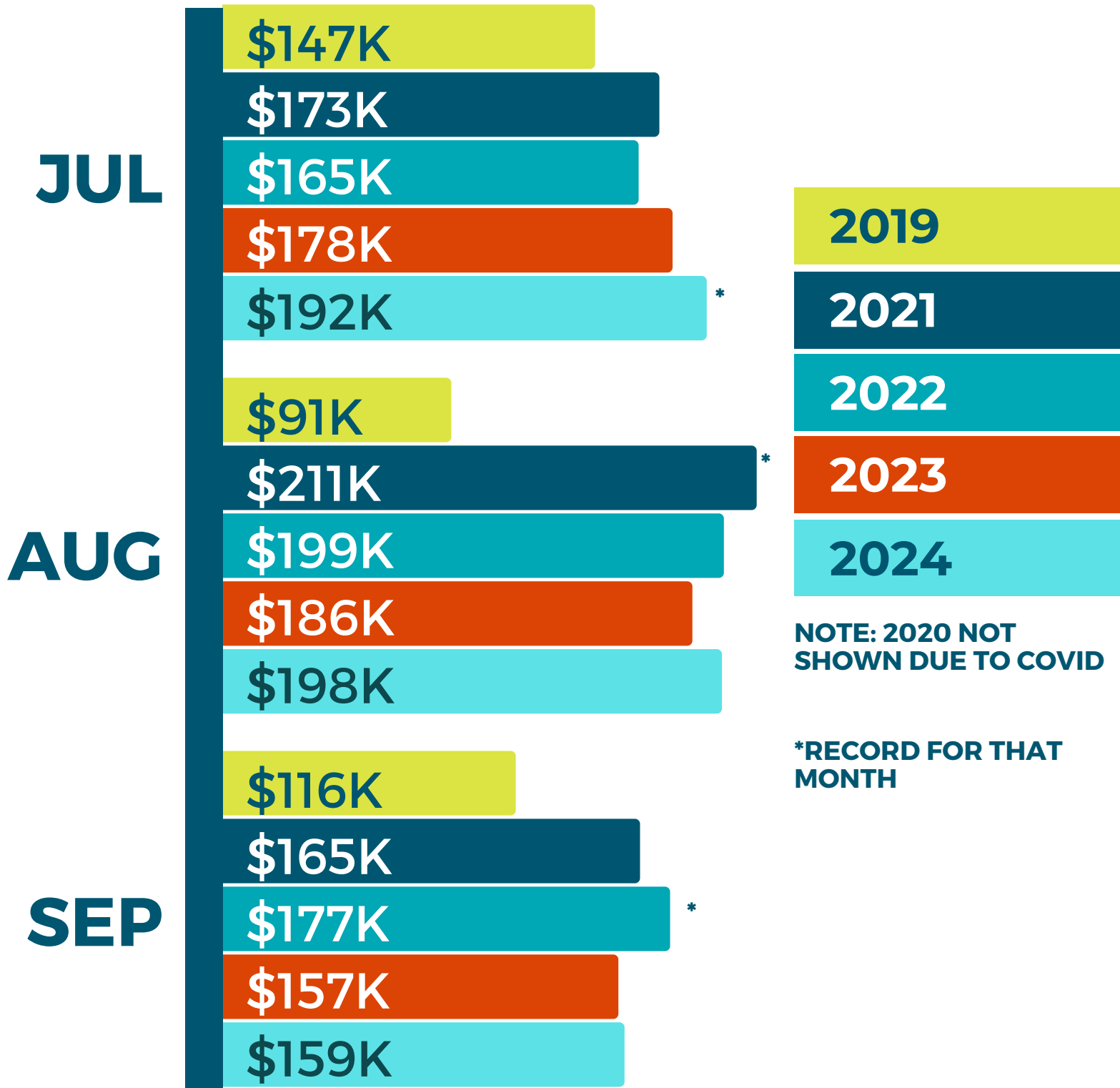
QI REPORT

JUL 2024 - SEP 2024

WWW.TRAVELMEDFORD.ORG



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ADR

2019

\$100.47

2021

\$131.57

2022

\$131.05

2023

\$128.30

2024

\$129.04

PRE-COVID
VS.
2024

+28%

OCCUPANCY

74.4%

70.6%

84.0%

72.3%

74.1%

-0.4%

NOTE:
Q1 ROOM DEMAND &
SUPPLY +2% FROM 2019

TLT REVENUE

2019

\$354K

2021

\$550K

2022

\$541K

2023

\$521K

2024

\$549K

PRE-COVID
VS.
2024

+55%

INTERMEDIARIES

\$90K

\$93K

\$105K

\$104K

+16%

NOTE:
COLLECTION STARTED
OCT 2020 (Q2)

2023-26 Strategic Goals Q4



EXTERNALLY FOCUSED

TOURISM PROMOTION

Promote Medford as a premier destination through various advertising and marketing channels aimed at increasing demand for overnight leisure tourists and visitors.

VISITOR SERVICES

Create genuine, exciting and unexpected experiences by connecting with travelers through friendly and engaging programs at high touchpoint locations.

EVENT PROMOTION

Enhance the overall visitor experience through promotion, giveaways and event support to expand existing events and/or to attract new events that would provide activities for both day and overnight travelers.

DESTINATION DEVELOPMENT

Improve destination appeal and serve as a convener for improved partner collaboration to further advance strategic tourism-related programs, products and venues.

ORGANIZATIONAL SUSTAINABILITY

Develop a stable organization by diversifying long-term and sustainable revenue sources, utilizing tools and resources to educate stakeholders and the community about the role of a robust Destination Management Organization.

INTERNALLY FOCUSED

STRATEGIC GOALS	STATUS
-----------------	--------

1. Update Visitor Guide & Brochure Content	20%
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2. Implement Public Relations Strategy	100%
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3. Develop a Content & Editorial Calendar	33%
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4. Increase awareness of the Heart of the Rogue™ brand	20%
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5. Conduct Market Research & Advertising Effectiveness to Determine Best Use of TLT Funds	75%
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STRATEGIC GOALS	STATUS
-----------------	--------

1. Increase Traffic to Visitor Information Centers	40%
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2. Open Visitor Information Center at Rogue X	100%
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3. Expand Visitor Engagement Programs	50%
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4. Update Wayfinding Signage	40%
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STRATEGIC GOALS	STATUS
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1. Secure & Promote New & Existing Events	100%
---	-------------

2. Have a Presence at More Community Events	25%
---	------------

3. Expand Heart of the Rogue Festival SM	20%
---	------------

4. Create Giveaway & Inventory Management Structure	20%
---	------------

STRATEGIC GOALS	STATUS
-----------------	--------

1. Elevate Sports Tourism through Your Sportground brand	50%
--	------------

2. Leverage Partnership with SOSOC to Increase Sports/Recreation Opportunities	0%
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3. Further Develop & Syndicate Know Your Role™ Program	29%
--	------------

4. Unite Regional Collaboration Efforts & Partnerships	33%
--	------------

5. Advance DEI & Accessibility Opportunities to Foster a Welcoming Destination	83%
--	------------

STRATEGIC GOALS	STATUS
-----------------	--------

1. Finalize Strategic Planning	83%
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2. Expand Brand Wear program	13%
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3. Incorporate Advertising Media Kit	16%
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4. Capitalize on Available Grants	100%
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5. Create Onboarding Documents for Internal & Community Education	80%
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6. Develop & Execute Industry Communication Plan	0%
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7. Develop Universal Reporting Dashboard	75%
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TOTAL TRIPS
772,280 Trips

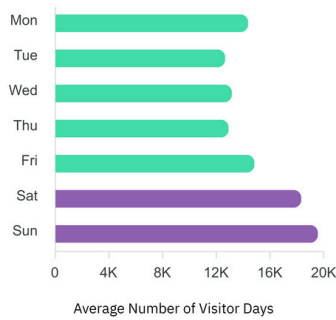


VISITOR DAYS
1,442,881 Days

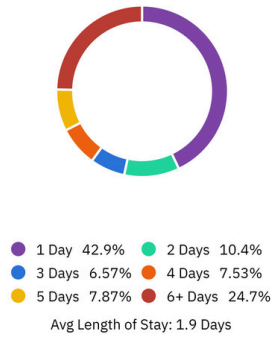


AVG LENGTH OF STAY
1.9 Days

Visitors by Day



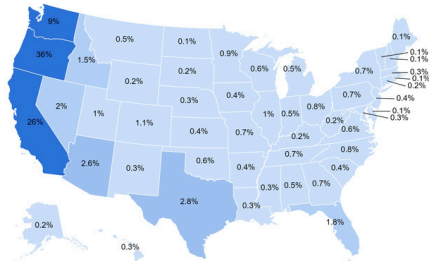
Visitor Days by Length of Stay



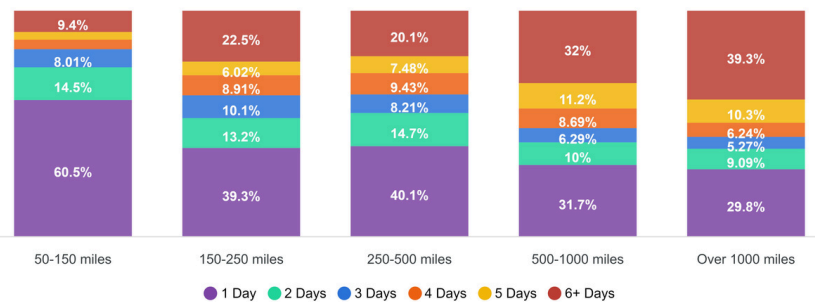
Top Markets

State	Share of Visitor Days
Oregon	37.9%
California	24.9%
Washington	9.86%
Arizona	2.72%
Texas	2.47%
Nevada	2.1%
Florida	1.64%
Idaho	1.61%
Utah	1.09%
Colorado	1.04%
Minnesota	0.81%
Illinois	0.81%

Share of Trips by State



Length of Stay by Distance



Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Trips
Portland- OR	2.2 Days	11.5%
Yakima-Pasco-RchInd-Knnwck	2.2 Days	0.91%
Eugene	2 Days	9.02%
Reno	2 Days	1.01%
Seattle-Tacoma	2 Days	5.69%
Salt Lake City	2 Days	1.01%
San Diego	2 Days	0.95%
Phoenix-Prescott	2 Days	1.82%
Fresno-Visalia	1.9 Days	1.34%
Los Angeles	1.9 Days	4.89%



NORTHWEST
TRAVEL & LIFE

southern
oregon
magazine

Sunset

EMBRACE THE CHILL:
Where Adventure Meets Cozy Comfort

@travelmedford | travelmedford.org







DO SOMETHING GREAT




ULTIMATE FALL ROAD TRIP:
Discover Medford, Oregon



A quick flight or easy road trip lands explorers in the heart of the Rogue Valley. With over 200 days of sunshine annually, this up-and-coming destination offers an ideal fall retreat for golfers, wine aficionados, art lovers, and outdoor enthusiasts. With fewer crowds, clear skies, and comfortable temperatures, Medford welcomes spontaneous road trippers seeking a blend of adventure and small-town charm.

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EXPLORE THE HEART OF THE ROGUE™
Medford, Oregon

A quick flight or easy road trip lands explorers in the heart of the Rogue Valley. With over 200 days of sunshine annually and less crowds it is no wonder this up-and-coming destination is highly regarded among families, wine aficionados, and outdoor enthusiasts. Medford is the perfect impromptu destination for those seeking a blend of adventure and small-town charm.

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**Want more variety
in your varietals?**



EXPERIENCE OREGON'S ROGUE VALLEY WINE COUNTRY
With more than 70 grape varieties planted and over 85 producers to choose from, there's a wine for every taste.



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Plan your trip now 



CAMPAIGNS RUNNING

- Monthly TM Newsletters
- PDX Monthly July Email Blast
- Travel Oregon Email Blasts
 - September Culinary
 - Fall Seasonal
- Google (SEM)
- Meta (Facebook/Instagram)
- Expedia "Always On" campaign



PORTLAND MONTHLY CAMPAIGN RESULTS

50K EMAILS SENT	18% OPEN RATE	3.03% CLICK THROUGH RATE
REDEPLOY		
9K EMAILS SENT	16% OPEN RATE	2% CLICK THROUGH RATE

TM NEWSLETTERS

JULY: Swimming Spots Near Medford, Crater Lake Day Trip, Golf Giveaway

25,314 EMAILS SENT **38%** OPEN RATE

AUGUST: Wineries within 30 Minutes of Medford, Rogue Valley Farms, Wellness

25,308 EMAILS SENT **33.6%** OPEN RATE

SEPTEMBER: Fall Festivals, Rogue Valley Food Trail, Downtown Murals

25,283 EMAILS SENT **36%** OPEN RATE

THINGS TO DO WINE COUNTRY TRAVEL GUIDE PLACES TO STAY



SWIMMING SPOTS WITHIN AN HOUR OF MEDFORD

Beat the heat this summer at these 5 swimming spots near Medford.

[MAKE A SPLASH >>](#)

THINGS TO DO WINE COUNTRY TRAVEL GUIDE PLACES TO STAY



FROM TARMAC TO TASTING ROOM IN 30 MINUTES OR LESS

Let Medford be your launchpad to Rogue Valley wine country. With the only major airport in Southern Oregon, you can go from tarmac to tasting room in 30 minutes or less.

[WINERIES WITHIN 30 MINUTES OF MEDFORD >>](#)

THINGS TO DO WINE COUNTRY TRAVEL GUIDE PLACES TO STAY



ROGUE VALLEY HARVEST FESTIVALS

Cool weather brings even cooler events to Medford.

[FALL FUN IN MEDFORD >>](#)



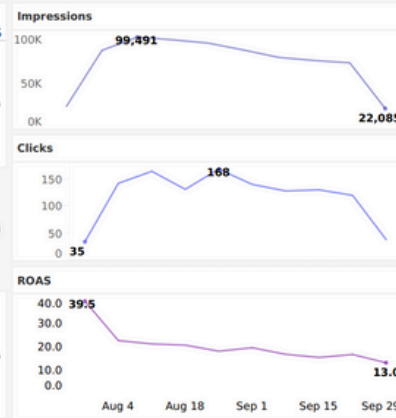
Expedia REPORT SNAPSHOT



Display Performance Summary - Travel Medford

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Revenue	ROAS
730K	1,197	0.16%	\$24K	3,648	0	0	\$448K	18.5

POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS
Expedia US	237K	136	0.06%	\$4,685	\$73K	15.6
ExpediaPlus US	345K	753	0.22%	\$14,883	\$176K	11.9
Hotels.com US	147K	308	0.21%	\$4,653	\$198K	42.6

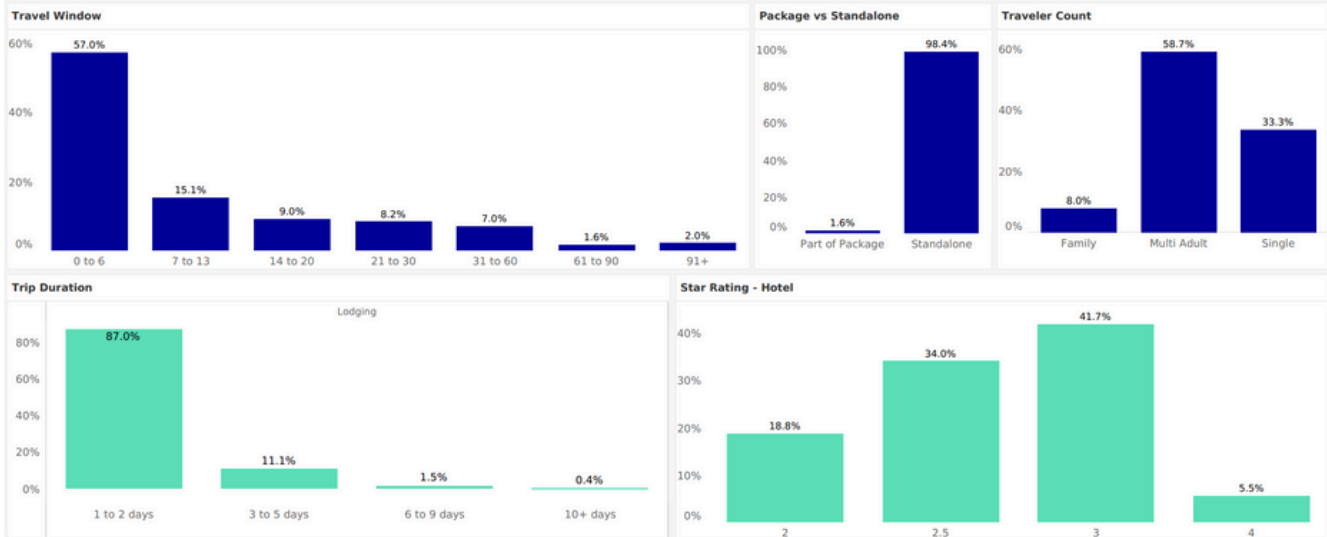


Reporting Period: 8/1/2024 - 9/30/2024

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Conversion Insights - Travel Medford



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Event Promotion Community Partnership Grant



Travel Medford - Event Promotion Tracking

FY 2024-25

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2024 EVENTS							
1	Ashland Folk Collective Summer Series (in Medford)	Summer	\$2,000	\$2,000		\$2,000	General
2	Southern Oregon Golf Championships	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
3	Sasquatch Open Pro Am	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
4	American Cornhole Organization (ACO) World Championships	July 2027	\$5,000	\$5,000		\$5,000	Sports & Outdoors
5	Medford Rogue Rotary Pickleball Fest	September	\$1,000	\$1,000	\$200	\$1,200	Sports & Outdoors
6	Medford Rogues	Summer	\$900	\$900		\$900	Sports & Outdoors
7	Savor Southern Oregon	June 2025	Event Host	\$260		\$260	Wine & Beer
8	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$1,000		\$1,000	Sports & Outdoors
TOTAL			\$19,400	\$12,160	\$200	\$11,360	

Rogue X Events (812.62)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	ACO Medford Major - Winter	Feb 2025	\$3,500	\$3,500		\$3,500	Sports & Outdoors
TOTAL			\$7,000	\$7,000	\$0	\$7,000	

Downtown Events (812.63)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Craterian Theater	March 2025	\$5,000	\$4,500		\$4,500	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	\$2,885	Downtown
3	End of the Finish Line (Rogue Marathon & Ride for a Cause)	Oct 2024	\$1,675	\$1,675		\$1,675	Downtown
TOTAL			\$8,175	\$8,860	\$200	\$7,385	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	USA Softball College Exposure Tournament	Oct 2024	\$5,000	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$5,000	\$5,000	\$0	\$5,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	1	\$2,000	\$2,000	\$0	\$2,000
Downtown	2	\$8,175	\$8,860	\$200	\$9,060
Sports & Outdoors	10	\$29,400	\$21,900	\$200	\$22,100
Wine & Beer	1	\$0	\$260	\$0	\$260
TOTAL	14	\$39,575	\$33,020	\$400	\$33,420

TIMEFRAME: JULY 2024 - SEPT 30, 2024

EVENT CALENDAR IN Q1

237 EVENTS



BY THE NUMBERS

17

RFPS
REVIEWED

17

EVENT DIRECTORS
CONTACTED

8

SPORTS EVENTS
ATTENDED

11K

SOSC SOCIAL
REACH

285

SPORTS OUTREACH
(Meetings, Emails, Calls)

Q1 HIGHLIGHTS

- **Event Procurement:**
 - Bid on American Legion State Championships 2025
 - Bid on OSAA Boys Volleyball 2025
 - Planned ACO Medford Major event for October 2024
 - Worked on hosting Cascade Collegiate Conference Soccer Championship event for November 2024
- **Sports Facility/Venue Development:**
 - Mountain Biking (Red Hawk Ridge)
 - Indoor Soccer (Oasis)
 - Pickleball (Pickleball Heights)
- **Sourced New Sports Commissioners**
 - Filled both sport and skill set needs on the Southern Oregon Sports Commission
- **Sponsorship Levels Created**
 - Established an annual ask community partnership program for SOSC sponsorships
- **Sport Marketing & Event Promotion Position**
 - Weekly focus on sport marketing in addition to event support and growth of SOSC initiatives
- **Know Your Role**
 - TV commercial spots (74) during Olympics
 - Year 3 assets outlined and planned
- **Traveled to ACO Worlds in Kentucky**
 - Market study for ACO Majors and ACO Worlds in July 2027
- **SOSC Bylaws Drafted**
 - Governing document guiding commissioner roles, timelines, officers, and providing a foundation for SOSC growth

