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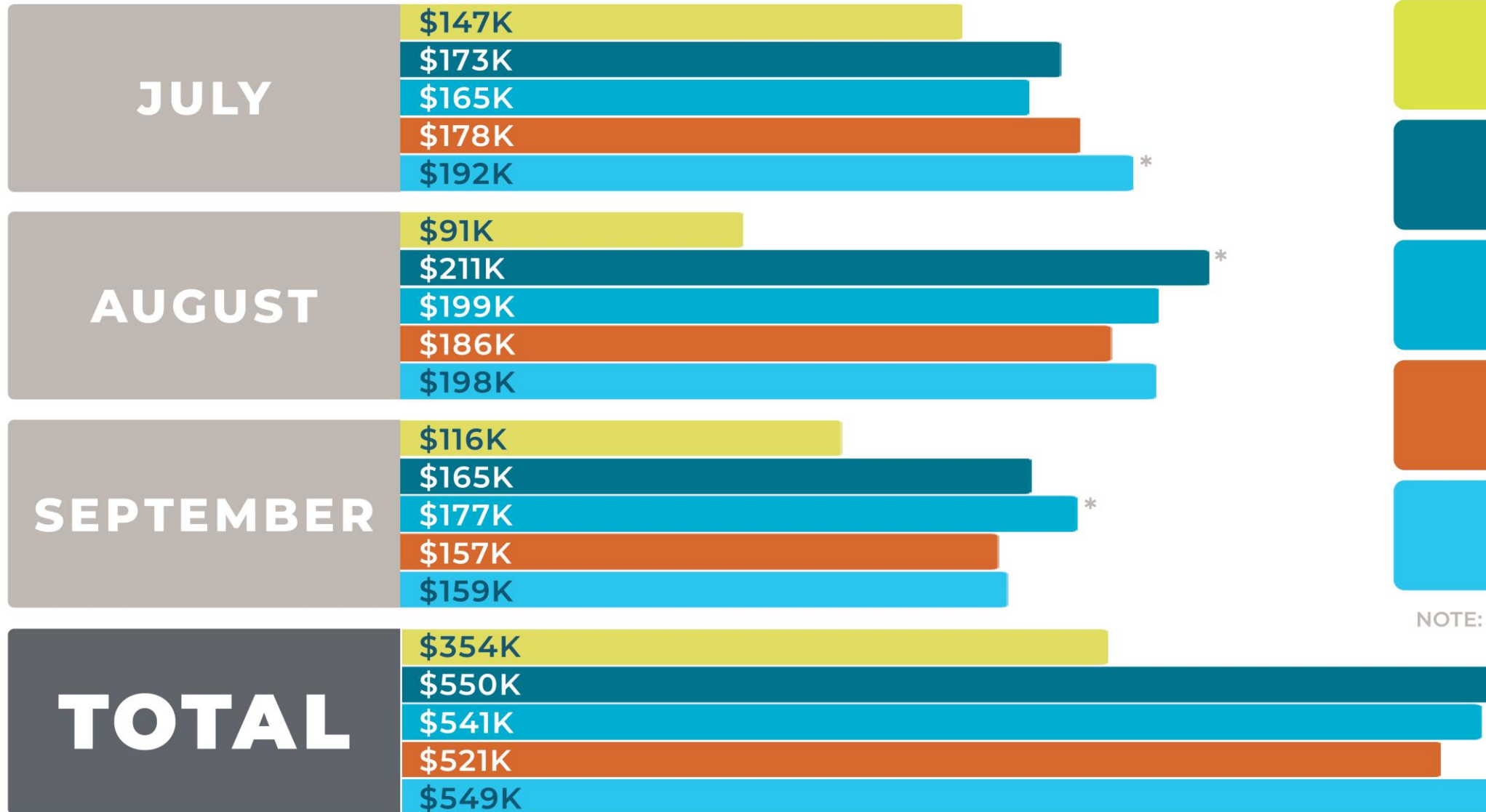


Q1 REPORT

JUL 2024 - SEP 2024



TLT Revenue Q1



2019

2021

2022

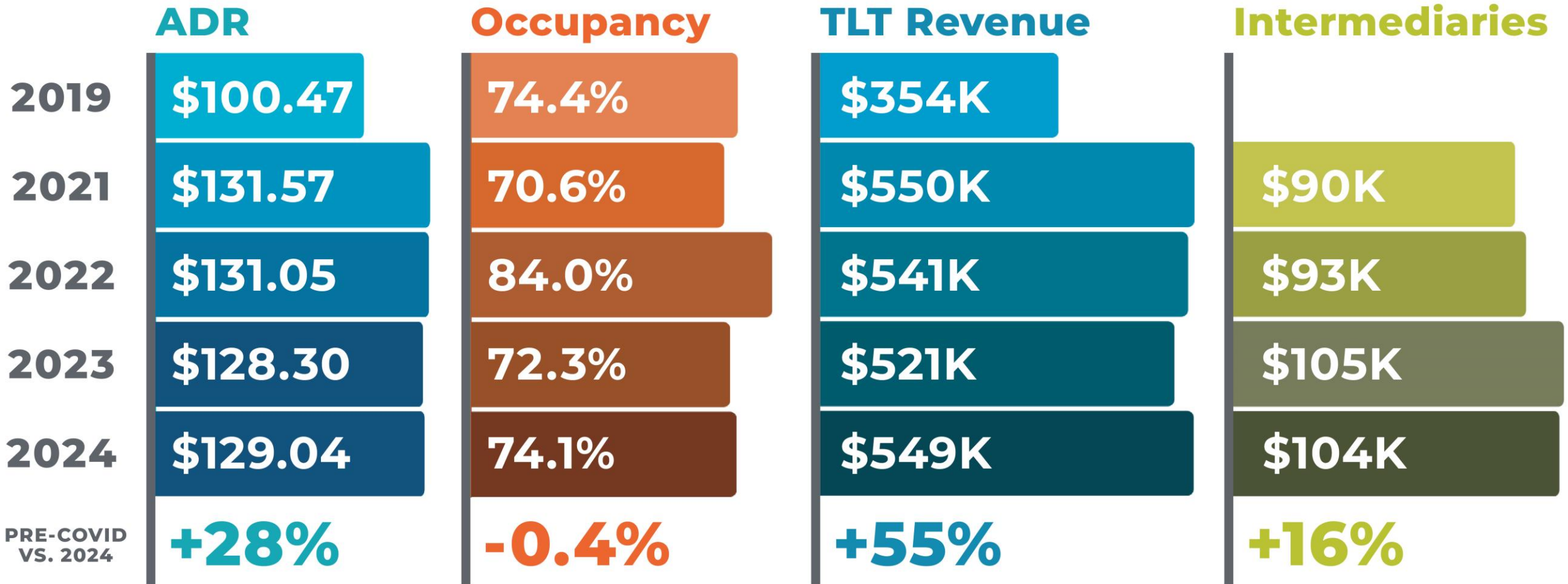
2023

2024

NOTE: 2020 not shown due to Covid.

*Record for the month.

Tourism Trends Q1 2024: July to September



NOTE: Q1 ROOM DEMAND AND SUPPLY IS +2% FROM 2019

NOTE: COLLECTION STARTED IN OCTOBER 2020 (Q2)



Expedia CAMPAIGN Results from Run Dates: August 1-Sept. 30

\$24K
AD SPEND

\$448K
REVENUE

\$18:1
ROAS

3,648
ROOM NIGHTS

Travel with Words Conference Sept. 2025

PRESS RELATIONS

TRAVEL
and *Words*
NORTHWEST TRAVEL & LIFESTYLE WRITERS CONFERENCE

MEN'S JOURNAL
52 Weekend Trip Ideas
to Make You Fall in Love
With Fall



14
EVENTS FUNDED

\$33,020
FUNDS AWARDED





Visitor Services



4,446
ROGUE X VISITORS



1 IN 4
AIRPORT INTERACTIONS

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Thank you!

