



↑ TRAVEL
↑ Medford™



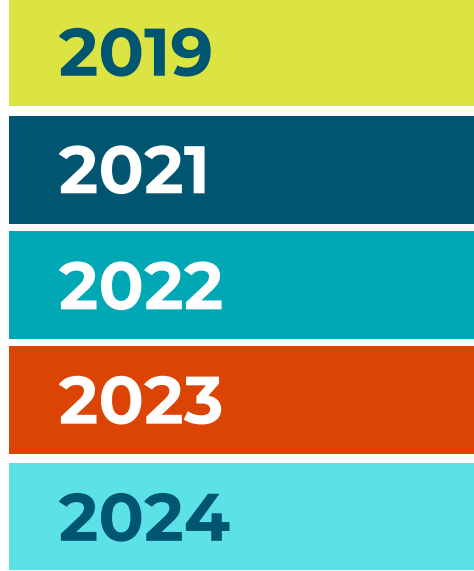
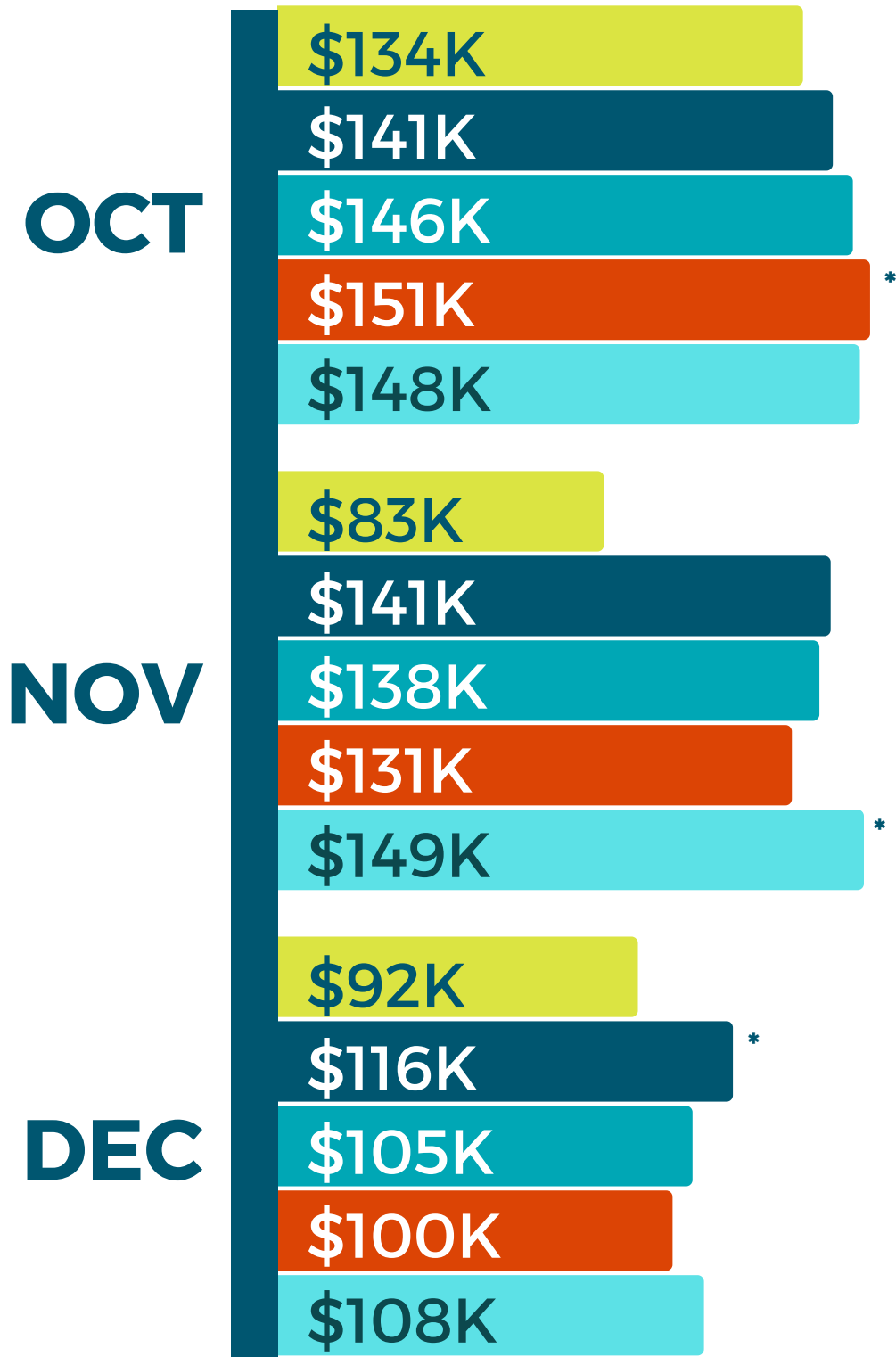
Q2 REPORT

OCT 2024 - DEC 2024

WWW.TRAVELMEDFORD.ORG



TRANSIENT LODGING TAX.....	2
TOURISM TRENDS.....	3
2023-26 STRATEGIC GOALS.....	4
MEDFORD MARKET VISITATION.....	5
TOURISM PROMOTION	
• Advertising Report.....	6-8
EVENT PROMOTION	
• Community Partnership Grant Fund.....	9
DESTINATION DEVELOPMENT	
• Sports Tourism.....	10
VISITOR SERVICES	
• Visitor Engagement.....	11



NOTE: 2020 NOT SHOWN DUE TO COVID

*RECORD FOR THAT MONTH



ADR

2019

\$91.57

2021

\$109.56

2022

\$106.54

2023

\$105.67

2024

\$107.61

PRE-COVID
VS.
2024

+17%

OCCUPANCY

60.2%

72.6%

58.9%

55.9%

56.1%

-7%

NOTE:
Q2 ROOM SUPPLY +2%
FROM 2019

TLT REVENUE

2019

\$308K

2021

\$397K

2022

\$389K

2023

\$382K

2024

\$405K

RECORD
Q2

PRE-COVID
VS.
2024

+32%

INTERMEDIARIES

\$59K

\$64K

\$73K

\$73K

+24%

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%
--	------

3. Develop a Content & Editorial Calendar	33%
---	-----

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%
--	-----

2. Open Visitor Information Center at Rogue X	100%
---	------

3. Expand Visitor Engagement Programs	50%
---------------------------------------	-----

4. Update Wayfinding Signage	40%
------------------------------	-----

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

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%
--	----

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%
--------------------------------	-----

2. Expand Brand Wear program	13%
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3. Incorporate Advertising Media Kit	16%
--------------------------------------	-----

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
443,371 Trips

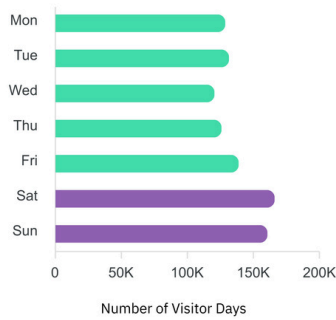


VISITOR DAYS
1,052,286 Days

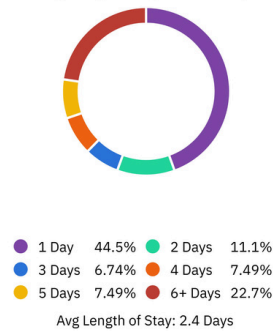


AVG LENGTH OF STAY
2.4 Days

Visitors by Day



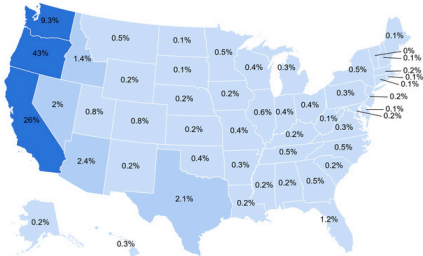
Visitor Days by Length of Stay



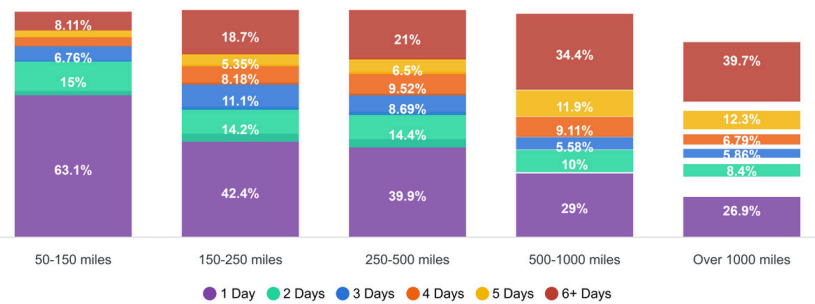
Top Markets

DMA	Share of Visitor Days
Medford-Klamath Falls	15.2%
Portland- OR	14.9%
Eugene	11.3%
Seattle-Tacoma	5.69%
Sacramnto-Stkton-Modesto	5.05%
Los Angeles	4.33%
San Francisco-Oak-San Jose	3.45%
Chico-Redding	3.17%
Eureka	2.88%
Phoenix -Prescott	1.91%
Bend- OR	1.45%
Fresno-Visalia	1.36%

Share of Trips by State



Length of Stay by Distance



Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Visitor Days
Portland- OR	2.6 Days	14.9%
Phoenix -Prescott	2.6 Days	1.91%
Las Vegas	2.5 Days	0.85%
Los Angeles	2.5 Days	4.33%
Yakima-Pasco-RchLnd-Knnwck	2.5 Days	1.1%
Spokane	2.4 Days	0.96%
Seattle-Tacoma	2.4 Days	5.69%
Eugene	2.3 Days	11.3%
Reno	2.3 Days	1.08%
Sacramnto-Stkton-Modesto	2.3 Days	5.05%



NORTHWEST
TRAVEL & LIFE

101[®]
THINGS TO DO[®]

1859
Oregon's Magazine

southern
oregon
magazine

Medford
HEART OF THE ROGUE™

YOUR CRATER LAKE ADVENTURE STARTS HERE

The bluest, deepest, and purest lake in America lies in Medford's backyard. Oregon's only national park—Crater Lake is an awe-inspiring landmark and a must-see destination. This iconic natural wonder is just a 90-minute drive from city center, making it an easy and unforgettable day trip. You will never forget your first glimpse of Crater Lake.

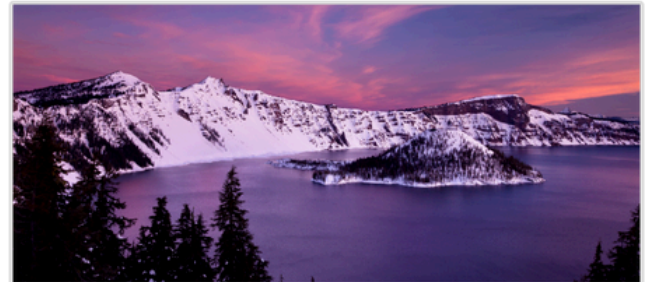
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WINTER WONDER AWAITS IN
Medford, Oregon



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Plan your trip today



WINTER WONDER AWAITS IN
Medford, Oregon

It's the most magical time of the year! Make Medford your gateway to winter adventures in the Rogue Valley. From cozy fireside wine tasting and charming holiday celebrations to snowshoeing at the breathtaking Crater Lake, there's no shortage of wonder waiting for you in Medford.



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THE ROGUE VALLEY'S SIGNATURE WINE EVENT

SAVOR
Southern Oregon

Discover the region's best wines, participate in interactive educational courses, and enjoy a vibrant celebration of winemaking in the Rogue Valley.

JUNE 13 & 14, 2025
BIGHAM KNOLL CAMPUS

SAVORSOUTHERNOREGON.COM



Advertising Report *Tourism Promotion*



CAMPAIGNS RUNNING

- Monthly TM Newsletters
- PDX Monthly Fall Campaign
- Travel Oregon E-Newsletter Banner
- NW Travel & Life E-News Leaderboard
- Google (SEM)
- Meta (Facebook/Instagram)
- Expedia "Always On" campaign

PORTLAND MONTHLY FALL CAMPAIGN RUN DATES: OCT. 5-DEC. 31



GEOFENCING: WILLAMETTE VALLEY WINE COUNTRY

AUDIENCE:

- **LIFESTYLE>FOODIES**
- **INTEREST>FOOD & DINING>WINE ENTHUSIASTS**

IMPRESSIONS: 157K CLICKS: 191

TRAVEL OREGON OUTDOOR E-NEWSLETTER



70,000
EMAILS SENT

NORTHWEST TRAVEL & LIFE E-NEWSLETTER



13,500
EMAILS SENT

TM NEWSLETTERS

OCTOBER: Ghost Towns, Golfing Oasis, Best Brunch Spots, Fall Running in the Rogue
EMAILS SENT: 25,312 OPEN RATE: 29.2% CLICK RATE: 2.1%

NOVEMBER: Thanksgiving Festivities, Holidays in Wine Country, Best Sledding Spots
EMAILS SENT: 25,241 OPEN RATE: 30.8% CLICK RATE: 1.4%

DECEMBER: What to Do Over Winter Break, Indoor Activities, Top Dining Destinations
EMAILS SENT: 25,142 OPEN RATE: 32.4% CLICK RATE: 1.5%



Followers: 18,471
Increase: +549
Reach: 28.5K



Followers: 36,909
Increase: +611
Reach: 350.5K



Expedia REPORT SNAPSHOT



Display Performance Summary - Travel Medford

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Revenue	ROAS
1,751K	2,778	0.16%	\$58K	8,052	0	\$935K	16.2

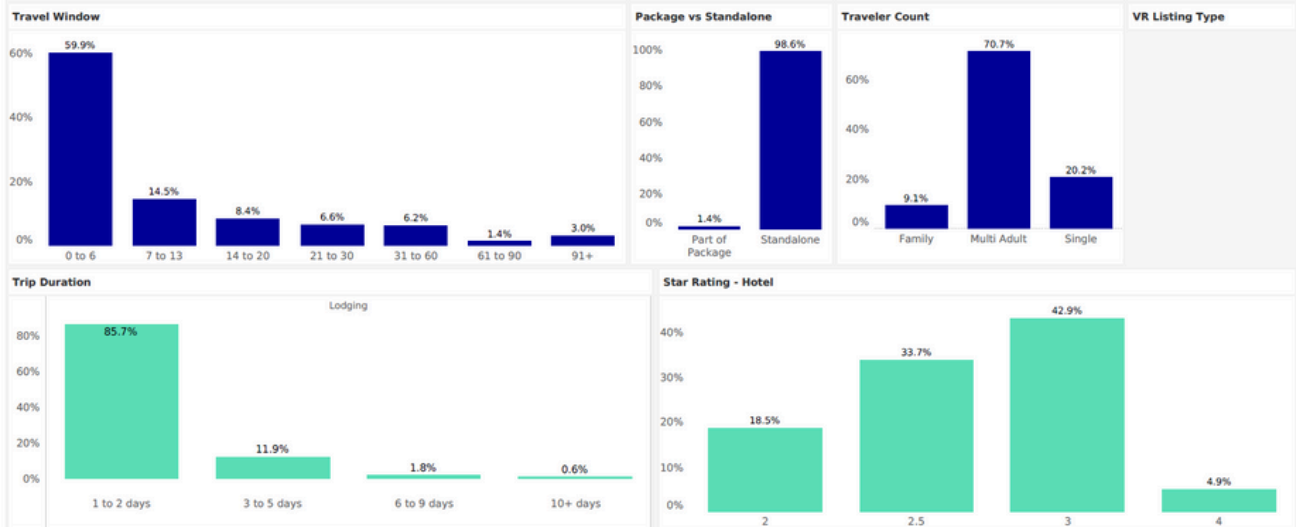
POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS	ADR - Lodging	LOS - Lodging	Room Nights
Expedia US	608K	409	0.07%	\$12,021	\$155K	12.9	\$127	1.5	1,218
ExpediaPlus US	793K	1,774	0.22%	\$34,156	\$355K	10.4	\$122	1.6	2,922
Hotels.com US	349K	595	0.17%	\$11,418	\$425K	37.2	\$109	1.7	3,912
Grand Total	1,751K	2,778	0.16%	\$57,595	\$935K	16.2	\$116	1.7	8,052

Reporting Period: 8/1/2024 - 12/31/2024

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Conversion Insights - Travel Medford



Reporting Period: 8/1/2024 - 12/31/2024

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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	Red Hawk Ridge Freestyle Jam	October	\$1,000	\$1,000		\$1,000	Sports & Outdoors
8	Savor Southern Oregon	June 2025	Event Host	\$3,475		\$3,475	Wine & Beer
9	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$5,500	\$2,675	\$8,175	Sports & Outdoors
10	Rogue Renning	December	\$5,000	\$1,000		\$1,000	Sports & Outdoors
2025 Events							
11	King of the Ice Hockey Tournament	January	\$1,500	\$1,500		\$1,500	Sports & Outdoors
TOTAL			\$20,400	\$21,875	\$2,875	\$26,250	

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
4	Art In Bloom	May 2025	\$6,000	\$3,000		\$3,000	Downtown
TOTAL			\$14,175	\$11,860	\$200	\$12,060	

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	4	\$14,175	\$11,860	\$200	\$12,060
Sports & Outdoors	12	\$36,900	\$29,900	\$2,875	\$32,775
Wine & Beer	1	\$0	\$3,475	\$0	\$3,475
TOTAL	18	\$53,075	\$47,235	\$3,075	\$50,310

EVENT CALENDAR IN Q2

223 EVENTS

TIMEFRAME: OCT 2024 - DEC 2024



BY THE NUMBERS

10

RFPS
REVIEWED

5

EVENT DIRECTORS
CONTACTED

7

SPORTS EVENTS
ATTENDED

43K

SOSC SOCIAL
REACH

343

SPORTS OUTREACH
(Meetings, Emails, Calls)

Q2 HIGHLIGHTS

- **Event Procurement:**
 - Secured 2025 Boys Volleyball Preseason Tournament (Go Rogue)
 - Secured 2026 American Legion Baseball State Championships
 - Secured 2-year extension for hosting Cascade Collegiate Conference (CCC) Soccer Championship Tournament through 2027
 - Prepared bid for American Legion Baseball Regional Championships for 2026 & 2027
- **Event Support**
 - Hosted the ACO Medford Major for October 2024, resulting in \$112K in estimated economic impact
 - Partnered with Medford Parks & Recreation to host the CCC Soccer Championships, resulting in 591 room nights and \$424K in estimated economic impact
 - Assisted in providing support for Valley South College Exposure Invitational softball tournament, which featured 30 visiting teams for an economic impact of \$424K
 - *All economic impact figures from Medford Parks & Recreation*
 - Supported The Rogue Marathon & Ride For A Cause via TM's Community Partnership Grant Fund & staff capacity in meetings
- **Strategic Plan Incoming**
 - Received approval from commissioners to move forward with an updated strategic plan to advance the organization
- **Know Your Role**
 - Secured affiliate partnership with Pacific Empire League (Medford Rogues' conference) and its 6 teams to institute KYR
 - Developed Year 3 Assets, finalize new videos
- **Future Opportunities**
 - Identified future opportunities with the region's venues as potential hosts for a variety of sporting events such as Tae kwon do, Crickett, Pickleball and Lacrosse
 - Development of "Sportground Series" - series of events established, hosted and operated in partnership between Travel Medford, SOSC and Medford Parks & Recreation.



Rogue Valley Airport Info Desk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	178	42	456	429	2,676	1,198	4,979	240	23,071
AUG	190	34	429	379	2,661	1,481	5,174	229	21,249
SEP	172	19	421	314	2,468	1,029	4,423	189	16,802
OCT	121	21	428	302	2,292	703	3,867	202	16,022
NOV	166	24	299	276	2,125	1,106	3,996	209	18,612
DEC	153	17	276	362	1,843	1,139	3,790	196	17,851
JAN									
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	980	157	2,309	2,062	14,065	6,656	26,229	1,265	113,607
TOTAL YTD 23-24	870	249	2,162	2,301	10,064	3,186	18,832	1,424	129,159
% Chg	13%	-37%	7%	-10%	40%	109%	39%	-11%	-12%

*Arriving Flights = when VIC was staffed

Other Visitor Services & Programs

	Downtown	Rogue X	Taste of the Rogue		Passports (Wine/Bucket List)		Total	TOTAL INTERACTIONS	
	Visitors		Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	100	1,935	9	80	41	6	2,171	JUL	7,150
AUG	85	1,661	9	79	16	4	1,854	AUG	7,028
SEP	58	850	10	114	32	8	1,072	SEP	5,495
OCT	60	838	11	111	10	11	1,041	OCT	4,908
NOV	51	1,066	12	105	8	7	1,249	NOV	5,245
DEC	26	872	5	30	1	1	935	DEC	4,725
JAN								JAN	
FEB								FEB	
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	380	7,222	56	519	108	37	8,322	TOTAL	34,551
TOTAL YTD 23-24	387	0	51	559	206	86	1,238	TOTAL YTD 23-24	20,070
% Chg	-2%	N/A	10%	-7%	-48%	-57%	572%	% Chg	72%

*Note: Started tracking at Rogue X in January 2024