

↑ TRAVEL  
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# Q2 REPORT

OCT 2024 - DEC 2024





## TOURISM PROMOTION



## EVENT PROMOTION



## VISITOR INFORMATION



## SPORTS TOURISM

### Transient Lodging Tax

• “Heads in beds” income



VISITORS



LODGING



REVENUE

### Community Impact

LODGING



TRANSPORTATION



RECREATION



EVENTS



RETAIL

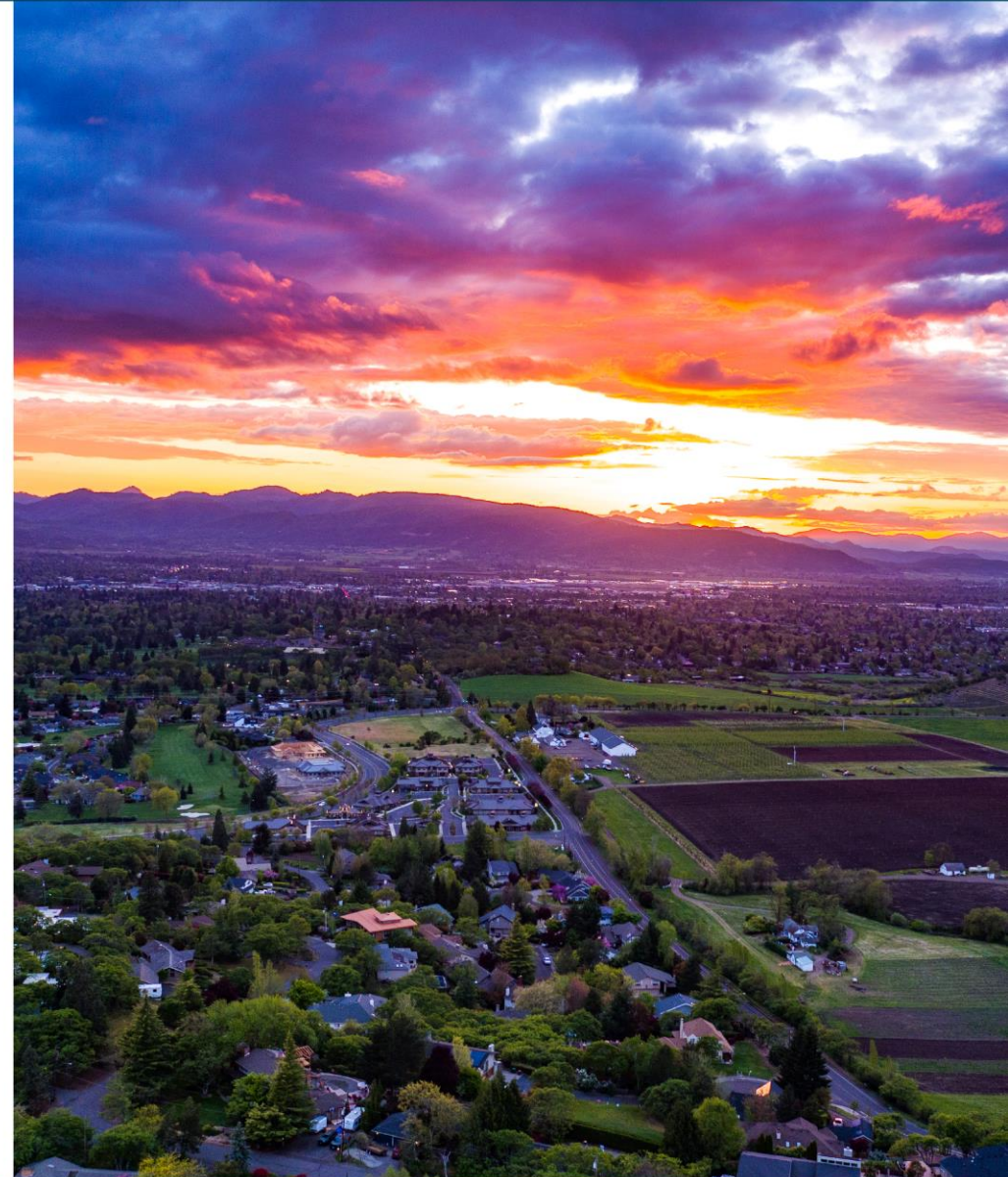


FOOD SERVICES



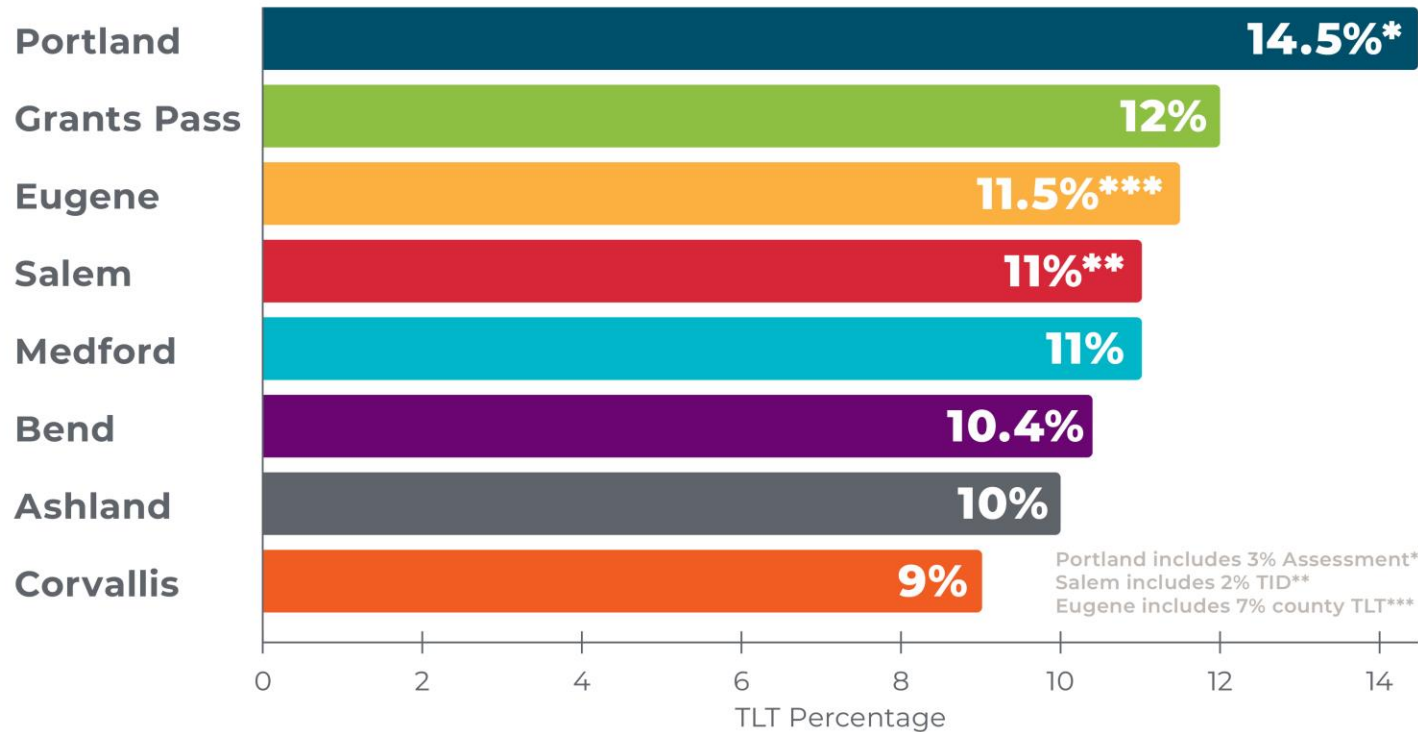


- ✓ Promote Medford as Visitor Destination  
(Tourism Promotion)
- ✓ Operate 1 Visitor Information Center  
(Visitor Services)
- ✓ Minimum 5% of TLT to Promote Events / 1%  
on Downtown Events (Event Promotion)
- ✓ Budget \$10K to support events at each  
LAD & Rogue X (Event Promotion)
- ✓ Conduct market research for best use of  
TLT funds (Tourism Promotion)
- ✓ Provide documents to city staff by various  
deadlines (Organizational Sustainability)

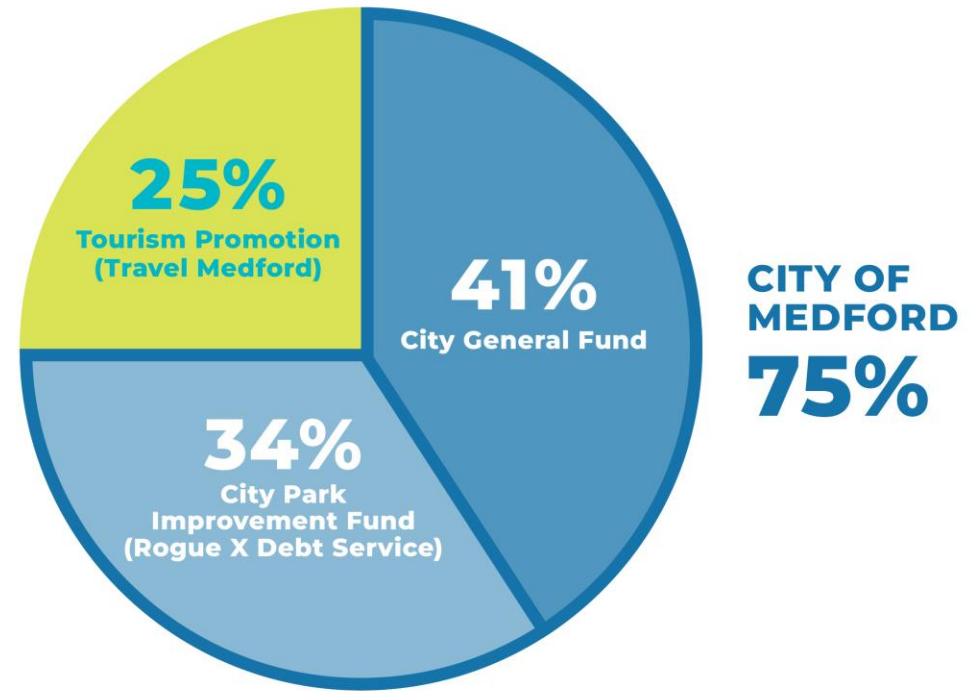




## Percentage Comparison by City



## Medford TLT Allocation

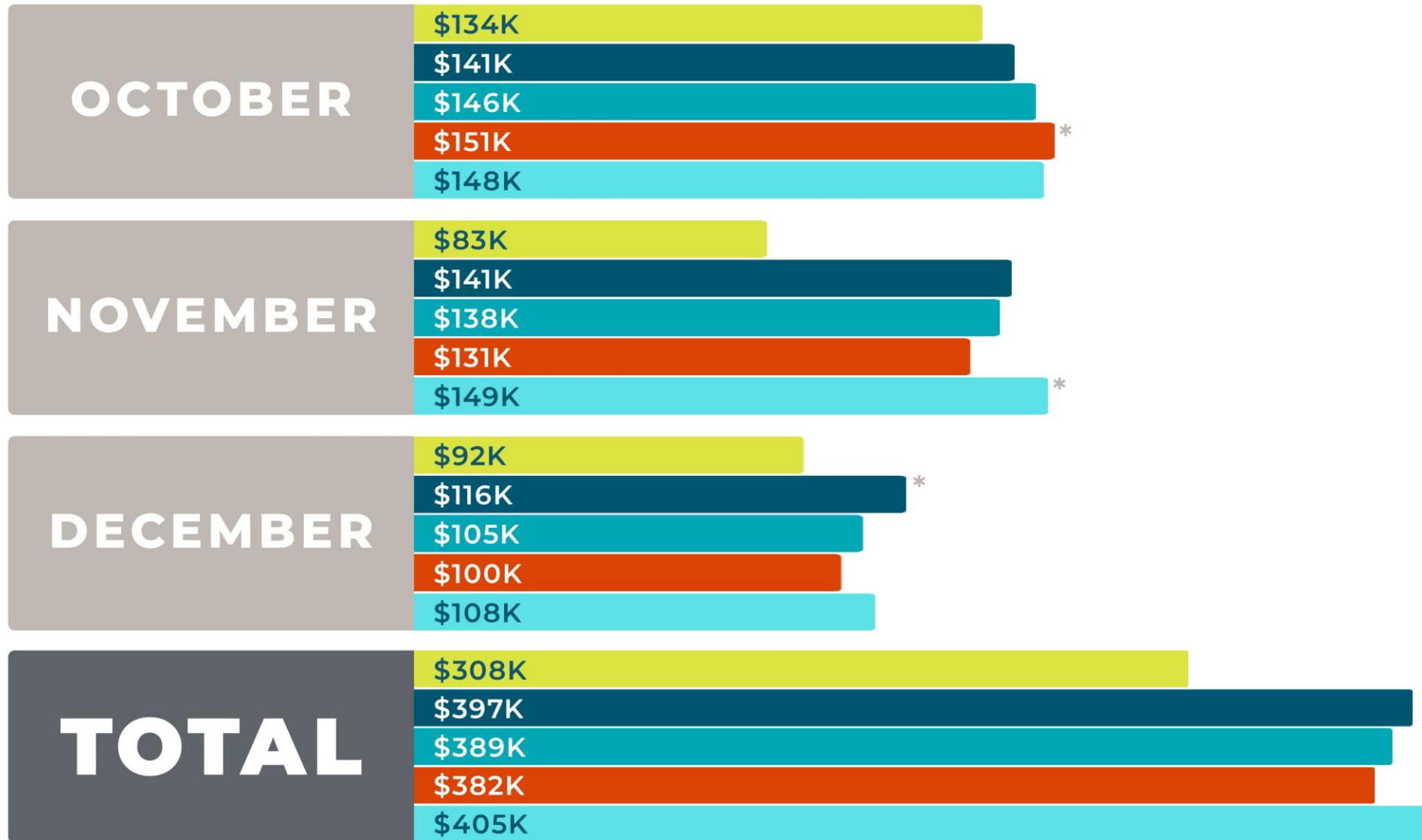


# MEDFORD

**#2 in TLT%**  
Southern Oregon cities

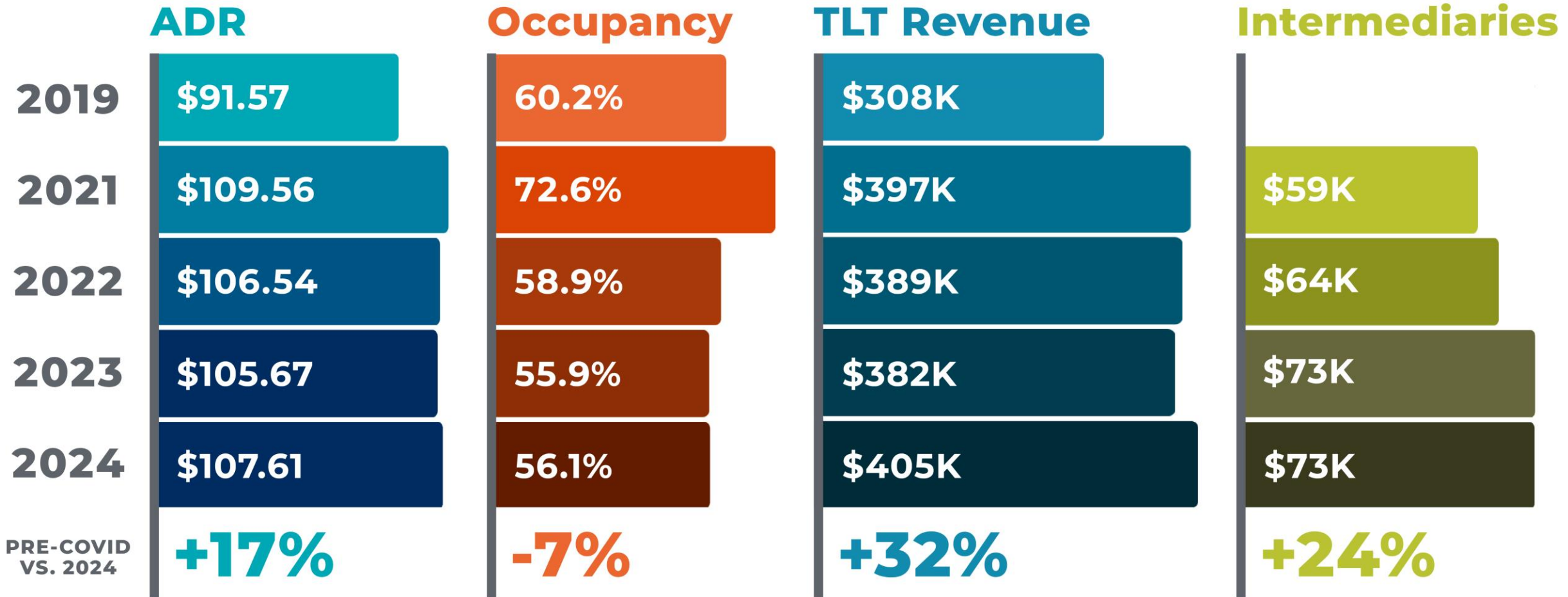
**\$6.6M**  
TLT (FY 23-24)

# TLT Revenue Q2



NOTE: 2020 not shown due to Covid  
\*Record for the month

# Tourism Trends Q2 2024: October to December



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

NOTE: COLLECTION STARTED IN OCTOBER 2020 (Q2)

## DELIVERABLES

- Spend 5% of TLT Promoting Events
  - 1% on Downtown Events

## RESULTS

FY 23-24 = 9.6% Actual   
FY 24-25 = 6.4% Budgeted

**18**  
**EVENTS FUNDED**

**\$50,310**  
**FUNDS AWARDED (YTD)**

## APPROVED IN Q2



# SPORTS TOURISM



**\$424K**  
**Economic Impact**



**\$112K**  
**Economic Impact**

## EVENT BIDDING

- Go Rogue Boys Volleyball Tournament (2025)
- American Legion State Championships (2026)
- American Legion Regional Championships (26 & 27)
- American Cornhole Organization (3 majors & World Championships 2027)
- CCC Soccer Championships (2025-27)

## GROWTH OPPORTUNITIES

- Sports ETA Symposium (April 2025)
- Collaboration w/ Pandemic Response Center (Expo)



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Thank you!

