



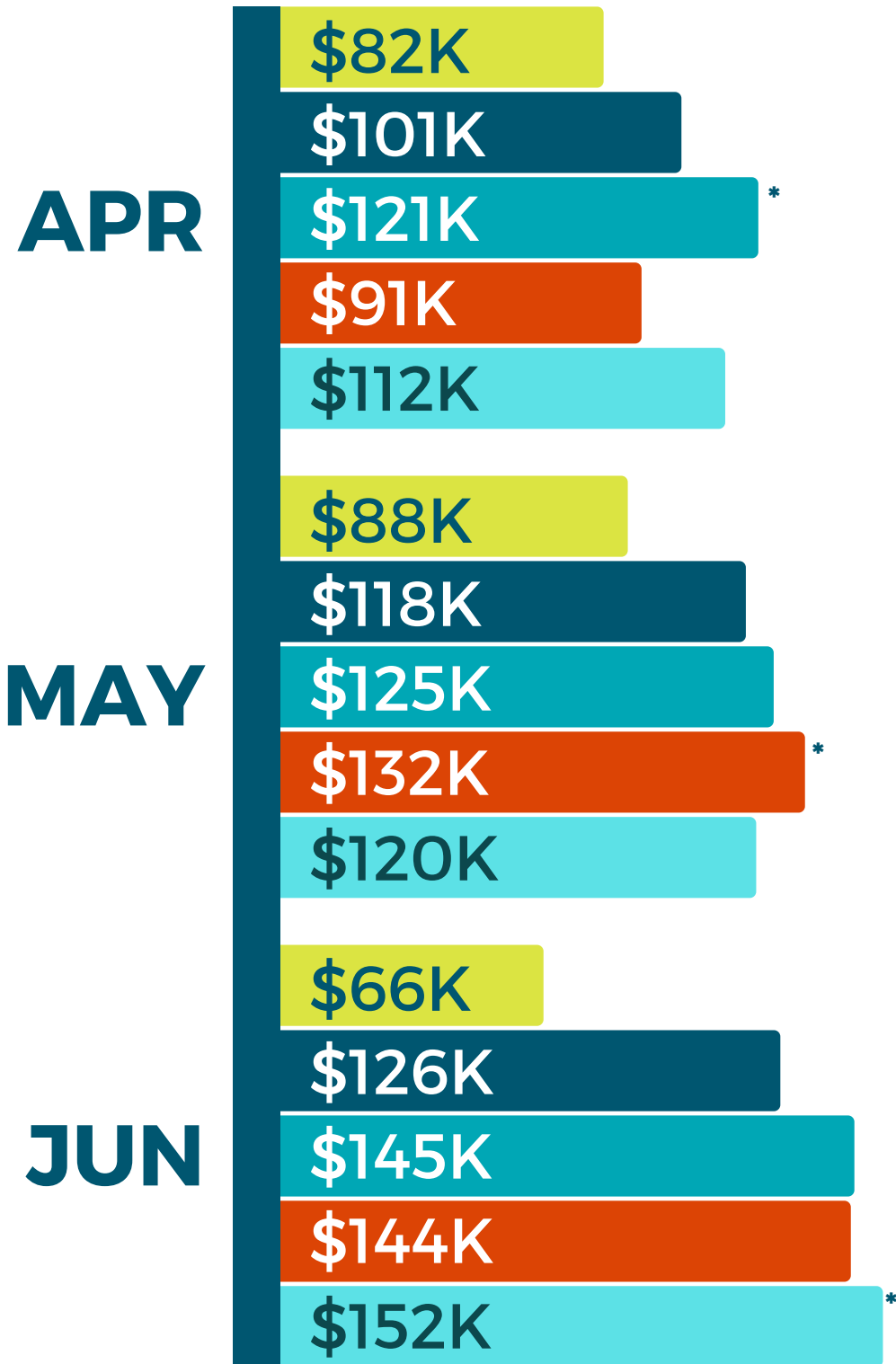
Q4 REPORT
APR 2024 - JUN 2024



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 Fund.....	9-10



2019

2021

2022

2023

2024

NOTE: 2020 NOT SHOWN DUE TO COVID

*RECORD FOR THAT MONTH



ADR

2019

\$97.09

2021

\$110.54

2022

\$119.62

2023

\$116.89

2024

\$120.99

PRE-COVID
VS.
2024

+25%

OCCUPANCY

69.9%

86.1%

76.5%

66.8%

68.3%

-2%

NOTE:
Q4 ROOM DEMAND
+3% FROM 22-23

TLT REVENUE

2019

\$236K

2021

\$345K

2022

\$390K

2023

\$368K

2024

\$385K

PRE-COVID
VS.
2024

+63%

INTERMEDIARIES

\$54.9K

\$67.2K

\$72.2K

\$76.8K

+40%

NOTE:
COLLECTION STARTED
OCT 2020

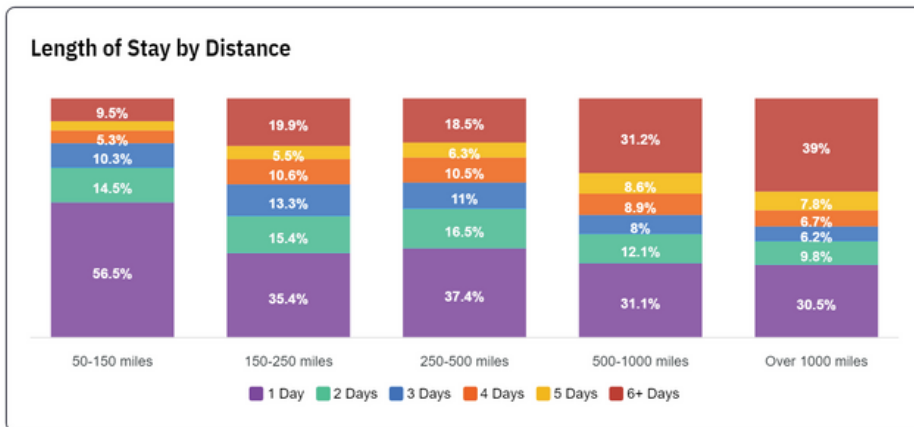
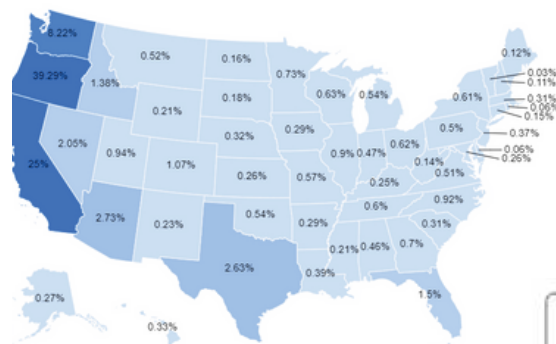
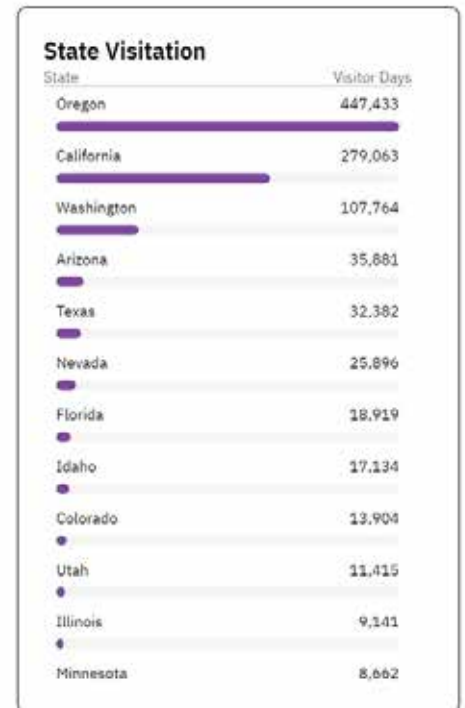
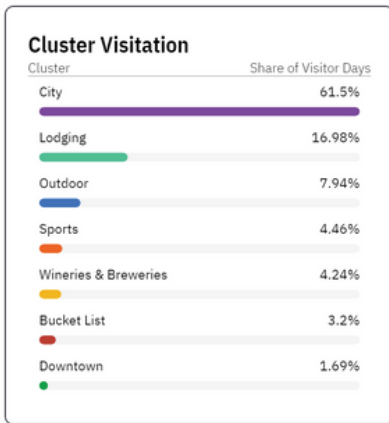
2023-26 Strategic Goals Q4



EXTERNALLY FOCUSED

INTERNALLY FOCUSED

TOURISM PROMOTION			VISITOR SERVICES			EVENT PROMOTION			DESTINATION DEVELOPMENT			ORGANIZATIONAL SUSTAINABILITY		
<p>Promote Medford as a premier destination through various advertising and marketing channels aimed at increasing demand for overnight leisure tourists and visitors.</p>			<p>Create genuine, exciting and unexpected experiences by connecting with travelers through friendly and engaging programs at high touchpoint locations.</p>			<p>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.</p>			<p>Improve destination appeal and serve as a convener for improved partner collaboration to further advance strategic tourism-related programs, products and venues.</p>			<p>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.</p>		
STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS	
1. Update Visitor Guide & Brochure Content	20%	1. Increase Traffic to Visitor Information Centers	40%	1. Secure & Promote New & Existing Events	100%	1. Elevate Sports Tourism through Your Sportground brand	50%	1. Finalize Strategic Planning	83%					
2. Implement Public Relations Strategy	100%	2. Open Visitor Information Center at Rogue X	100%	2. Have a Presence at More Community Events	25%	2. Leverage Partnership with SOSOC to Increase Sports/Recreation Opportunities	0%	2. Expand Brand Wear program	0%					
3. Develop a Content & Editorial Calendar	33%	3. Expand Visitor Engagement Programs	50%	3. Expand Heart of the Rogue Festival SM	20%	3. Further Develop & Syndicate Know Your Role TM Program	29%	3. Incorporate Advertising Media Kit	16%					
4. Increase awareness of the Heart of the Rogue TM brand	20%	4. Update Wayfinding Signage	40%	4. Create Giveaway & Inventory Management Structure	0%	4. Unite Regional Collaboration Efforts & Partnerships	33%	4. Capitalize on Available Grants	100%					
5. Conduct Market Research & Advertising Effectiveness to Determine Best Use of TLT Funds	75%					5. Advance DEI & Accessibility Opportunities to Foster a Welcoming Destination	60%	5. Create Onboarding Documents for Internal & Community Education	80%					
						4		6. Develop & Execute Industry Communication Plan	0%					
								7. Develop Universal Reporting Dashboard	50%					



Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Trips
Seattle-Tacoma	2.7 Days	4.85%
Phoenix-Flagstaff	2.2 Days	1.91%
Yakima-Pasco-Richland-Kennewick	2.2 Days	1.13%
Reno	2.1 Days	1.11%
Portland-OR	2.1 Days	12.42%
Salt Lake City	2.1 Days	0.91%
Bend-OR	2 Days	1.36%
Fresno-Victoria	2 Days	1.31%
Los Angeles	2 Days	4.63%
San Diego	2 Days	0.91%



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HEART OF THE ROGUE™

Explore the Heart of the Rogue™

Enter to Win a WINE COUNTRY GETAWAY to the Rogue Valley

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101 THINGS TO DO®



USA TODAY

Via
THE AAA MAGAZINE

1859
Oregon's Magazine

1889
Washington's Magazine

southern oregon magazine

EXPLORE CRATER LAKE— OREGON'S ONLY NATIONAL PARK

When visiting Crater Lake, let Medford be your launchpad.

Discover our world-class wine region, unparalleled outdoor adventures, and premier live performances, all within 90 minutes of Oregon's only national park.

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Named a Top Global Wine Destination by Forbes and Wine Enthusiast

MEDFORD, OREGON

Delight in Exceptional World-Class Wine

Rogue Valley Wine Country is one of the most diverse wine regions in the world. Sip your way through the area's 85+ wineries and tasting rooms, while taking in the beauty of Southern Oregon.

Getting Here is Easy

A quick flight or easy road trip lends explorers in the Heart of the Rogue Valley. Conveniently located off I-5, Medford is an ideal destination for a romantic weekend or fun friends getaway.

See it Small, Taste Clean

Those in search of sunshine will delight in over 200 days of annual sunlight. With fewer crowds, Rogue Valley wineries extend a warm welcome to spontaneous visitors and families. Furry members included. Medford provides a tranquil escape, perfect for unwind-ing and rejuvenating.



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YOUR SUMMER ADVENTURE BEGINS HERE

Let Medford be your launchpad for sampling everything the Rogue Valley has to offer.

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EXPLORE THE HEART OF THE ROGUE

Let Medford be your launchpad for sampling everything the Rogue Valley has to offer.

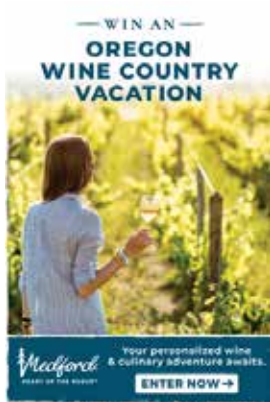
Delight in exceptional, world-class wine | Explore Southern Oregon's outdoor wilderness at Oregon's only National Park, Crater Lake | Discover greatness in premier live performances

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CAMPAIGNS RUNNING

- Travel Oregon Summer Seasonal Email Blast - 126K subscribers
- Expedia Direct Booking Campaign *(results on next page)*
- Portland Monthly Spring Campaign - Rich media display, sponsored content, e-blast, e-news, social media *(see results below)*
- The Oregonian - Performance Display Ads *(see below)*
- Media: Hosted "Accessibility-focused" travel writer FAM trip & 2 Social Influencers
- 101 Things To Do - digital leaderboard
- Southern Oregon Magazine - digital leaderboard



PORTLAND MONTHLY SPRING CAMPAIGN CAMPAIGN RESULTS

520K
IMPRESSIONS

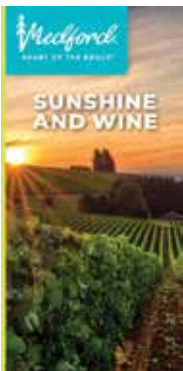
7,247
CLICKS

WINE MONTH GIVEAWAY CAMPAIGN RESULTS

5,300
LEADS
GENERATED

88%
OUTSIDE
JACKSON COUNTY

50
STATES
ENTERED



THE OREGONIAN CAMPAIGN PERFORMANCE DISPLAY ADS

2.6M
IMPRESSIONS

21.6K
CLICKS



Expedia REPORT SNAPSHOT



Performance Summary For Travel Medford

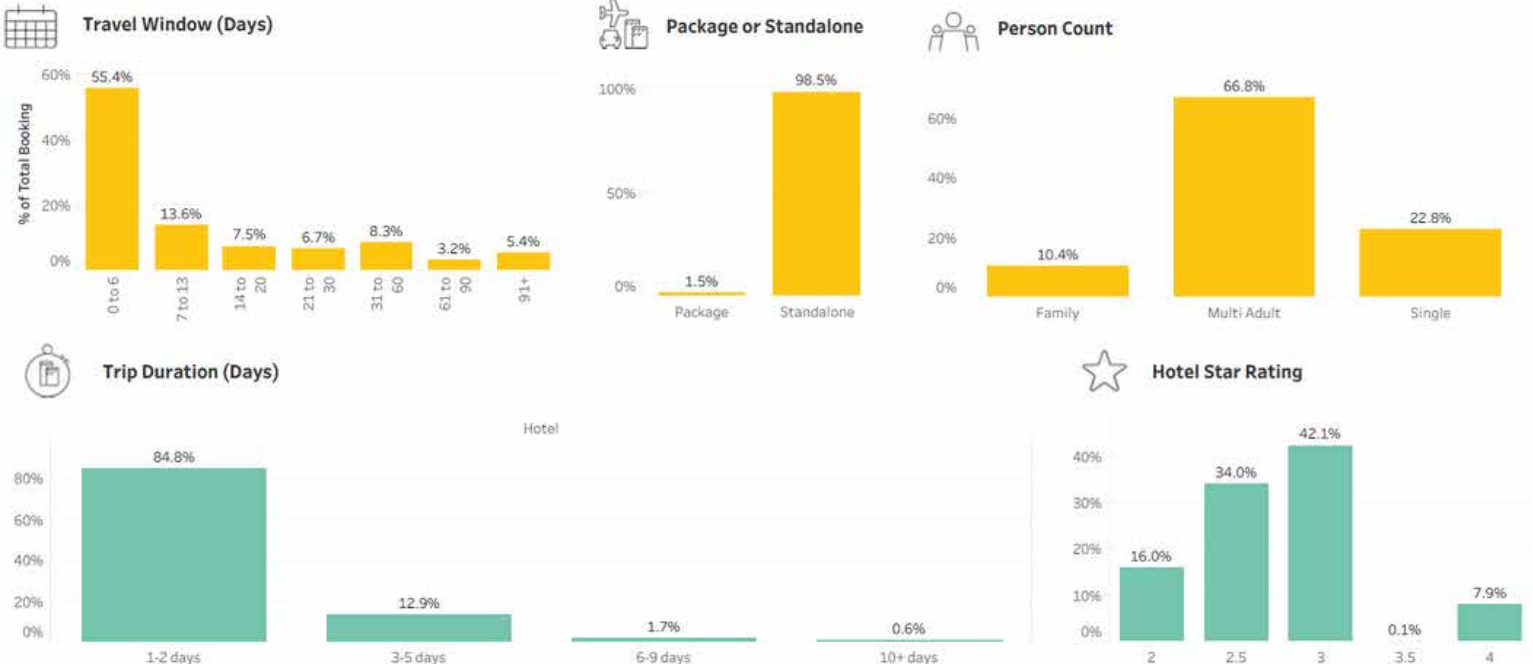


POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS	Avg. Daily Rate	Avg. Length of Stay	Room Nights
Expedia US	\$13,430	671,508	659	0.10%	\$348K	25.9	\$123	2	2,828
ExpediaPlus US	\$37,145	756,892	2,525	0.33%	\$440K	11.8	\$110	2	3,999
Hotels.com US	\$24,354	759,384	1,234	0.16%	\$733K	30.1	\$122	2	5,996
Grand Total	\$74,929	2,187,784	4,418	0.20%	\$1,521K	20.3	\$119	2	12,823



Conversion Insights For Travel Medford



>> * Includes Bookings Resulting from On-site DFP

Report Period: August 1, 2023 to May 31, 2024



Travel Medford - Event Promotion Tracking FY 2023-24

Community Partnership Grant Fund (812.6)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2023 EVENTS							
1	Heart of the Rogue Festival 2023	October 2023	Event Host	\$72,242		\$72,242	Downtown
2	Sasquatch Open Pro Am	July 2023	\$1,000	\$1,000	\$500	\$1,500	Sports & Outdoors
3	Southern Oregon Golf Championships	September 2023	\$1,000	\$1,000	\$1,800	\$2,800	Sports & Outdoors
4	Craterian Theatre	September 2023	\$5,000	\$5,000		\$5,000	Downtown
5	Medford Pickleball Fest	September 2023	\$1,000	\$1,000		\$1,000	Sports & Outdoors
6	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	\$13,000	Wine & Beer
7	Northwest Seasonal Farmworkers	July 2023	Donation	\$0	\$1,400	\$1,400	General
8	Western Intergovernmental Child Support Engagement Council	August 2023	Donation	\$0	\$12	\$12	General
9	14th Annual Mayors United (Access)	August 2023	Donation	\$0			General
10	Thunderstruck Custom Bikes	August 2023	Donation	\$0			General
11	Trail Blazers Rip City Rally Event	September 2023	Donation	\$0			Sports & Outdoors
12	Fall 2023 Medford Citizen Academy	September 2023	Donation	\$0			General
13	The Rogue Marathon	October 2023	\$3,500	\$3,570		\$3,570	Sports & Outdoors
14	Bikes N Brews	October 2023	\$200	\$0	\$200	\$200	Sports & Outdoors
15	Southern Oregon Cornhole Classic	November 2023	\$2,500	\$2,500		\$2,500	Sports & Outdoors
16	Winter Wonderland at Hanley Farm	December 2023	\$4,000	\$1,500		\$1,500	General
2024 EVENTS							
17	Ghost Tree Invitational - Southern Oregon Classic Culinary Feast	June 2024	\$5,000	\$3,200	\$1,800	\$5,000	General
18	King of the Ice Tournament (RV Hockey Assn.)	January 2024	\$1,500	\$1,000	\$559	\$1,559	Sports & Outdoors
19	Rogue Valley Farm Tour	July 2024	\$1,000	\$0	\$347	\$347	General
20	Medford Open Streets	May 2024	\$0	\$0	\$500	\$500	Downtown
21	Southern Oregon Motorsports (Speedway)	March-Sept	\$5,000	\$5,000		\$5,000	Sports & Outdoors
22	Medford Rogues / Know Your Role Night	Summer 2024	\$1,000	\$1,000		\$1,000	Sports & Outdoors
23	Southern Oregon Pickleball Association (SOPA)	May & June 2024	\$275	\$275		\$275	Sports & Outdoors
24	Heart of the Rogue 2024 / End of the Finish Line	October 2024	Event Host	\$4,475		\$4,475	Downtown
25	Southern Oregon Sports Commission Golf Tournament	May 2024	\$2,000	\$46	\$2,493	\$2,539	Sports & Outdoors
26	Ashland Folk Collective Summer Concert Series (In Medford)	May 2024	\$3,500	\$1,000		\$1,000	General
TOTAL			\$42,475	\$106,308	\$17,618	\$126,418	

Rogue X Events (812.62)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	American Cornhole Organization Oregon Major	February 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	Rogue X Grand Opening Celebration	January 2024	\$4,000	\$4,000		\$4,000	General
3	47th Medford Rod & Custom Show	April 2024	\$2,500	\$2,500		\$2,500	General
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

TIMEFRAME: JULY 2023 - JUNE 30, 2024



Downtown Events (812.63)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Winter Lights Festival	December 2023	\$8,000	\$7,000		\$7,000	Downtown
2	Third Friday's - Downtown Medford Association	April & May 2024	\$1,500	\$2,500	\$150	\$2,650	Downtown
3	Rogue World Music	May 2024	\$2,000	\$3,000	\$2,000	\$5,000	Downtown
4	Rogue Comic Con	May 2024	\$5,000	\$4,000		\$4,000	Downtown
5	Pear Blossom Festival	April 2024	\$3,500	\$3,500		\$3,500	Downtown
6	Rogue Valley YMCA - Pear Blossom Run	April 2024	\$2,500	\$2,500		\$2,500	Downtown
7	Grub Quests LLC- Restaurant & Food Truck Crawl	May 4th 2024	\$1,800	\$2,500		\$2,500	Downtown
TOTAL			\$24,300	\$25,000	\$2,150	\$27,150	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	2023 Medford Fall Classic	October 2023	\$5,000	\$5,000		\$5,000	Sports & Outdoors
2	Rogue Memorial Challenge	May 2024	\$5,000	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	11	\$20,000	\$12,200	\$3,559	\$15,759
Downtown	11	\$29,300	\$106,717	\$2,650	\$109,367
Sports & Outdoors	15	\$32,200	\$29,891	\$5,552	\$35,443
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	38	\$86,500	\$151,308	\$22,261	\$173,568

NOTE: DOWNTOWN EVENTS FROM EXTRA \$25,000 FROM MEDFORD CITY COUNCIL COMMUNITY INITIATIVE FUND

EVENT CALENDAR IN Q4
825 EVENTS