

↑ TRAVEL
↑ Medford™

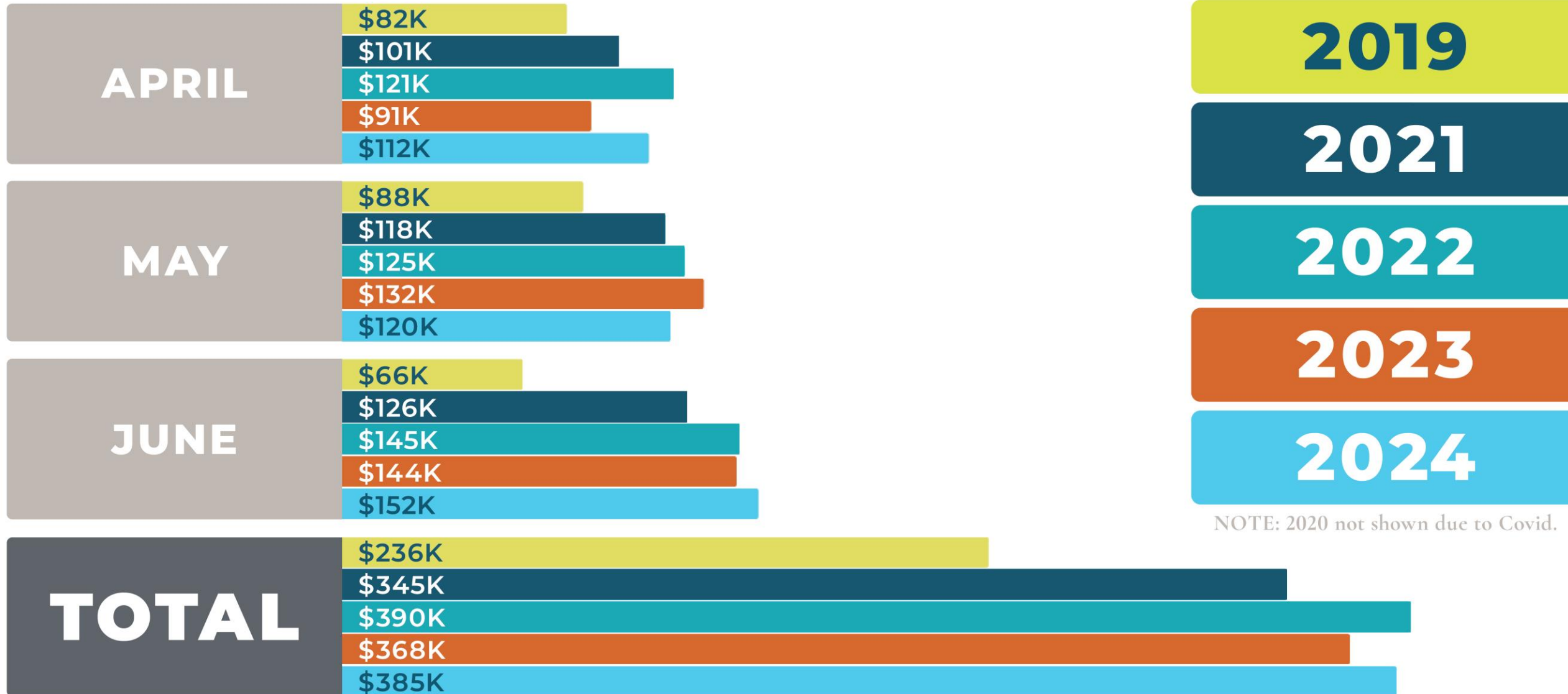


Q4 REPORT

APRIL 2024-JUNE 2024

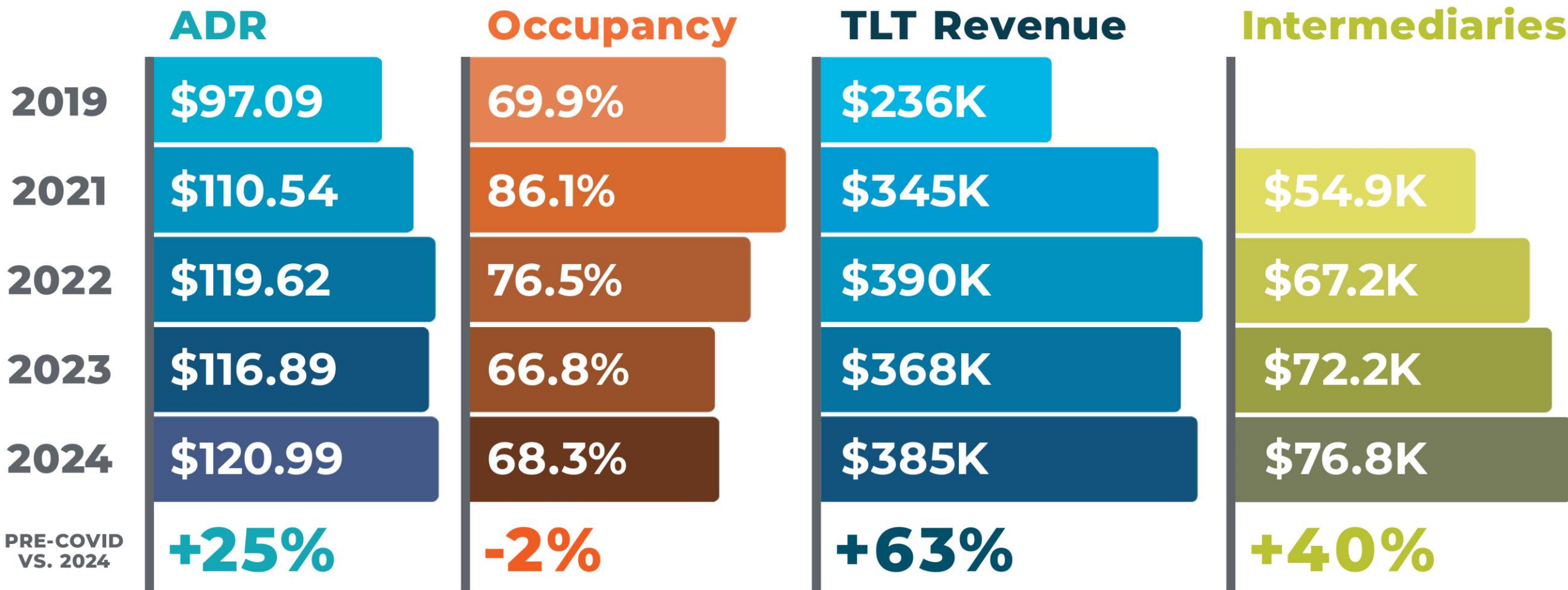


TLT Revenue Q4



NOTE: 2020 not shown due to Covid.

Tourism Trends Q4 2024: April to June



Note: Q4 Room Demand is +3% from 2022-23



Expedia CAMPAIGN Results from Run Dates: August 1-May 31

\$75K
AD SPEND

12,823
ROOM NIGHTS

\$1.52M
GROSS BOOKINGS

\$20:1
ROAS

OREGON WINE MONTH HIGHLIGHTS Began April 1st.

ROGUE VALLEY WINE COUNTRY GIVEAWAY

50
STATES
ENTERED

5,300
LEADS
GENERATED

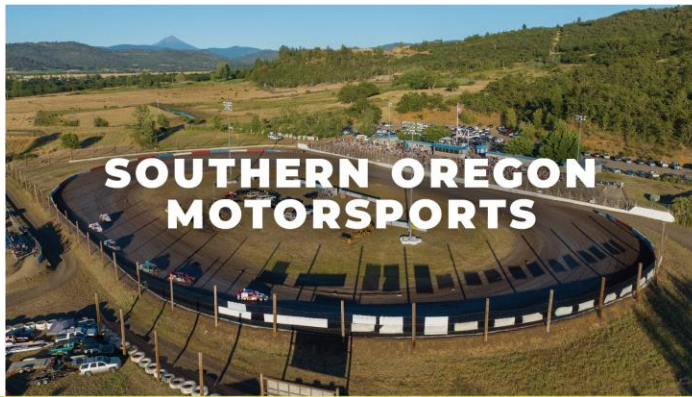
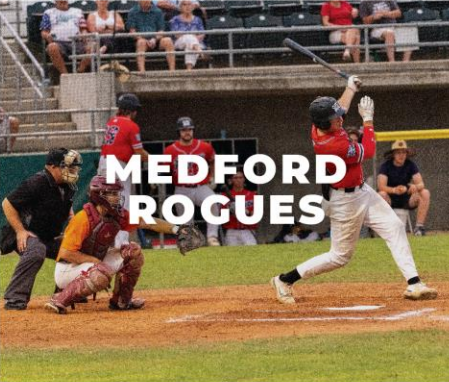
88%
OUTSIDE
JACKSON COUNTY

100K
SOCIAL MEDIA
IMPRESSIONS

5K
SOCIAL MEDIA
CLICKS



	Q4	TOTAL
EVENTS FUNDED	15	38
FUNDS DISTRIBUTED	\$33,975	\$151,308
TOTAL SUPPORT	\$47,439	\$173,568





TASTE OF THE ROGUE

5

WINERIES

25

FLIGHTS

323

ENCOUNTERS

WINERIES LIST



PARTNERSHIPS



SPORTS TOURISM UPDATES



**NEW DIRECTOR
OF SPORTS DEVELOPMENT**
DARREN VAN LEHN



**KNOW YOUR ROLE™ NIGHT
AT MEDFORD ROGUES**



↑ TRAVEL
↑ Medford™



Thank you!

