

2020 - 2021

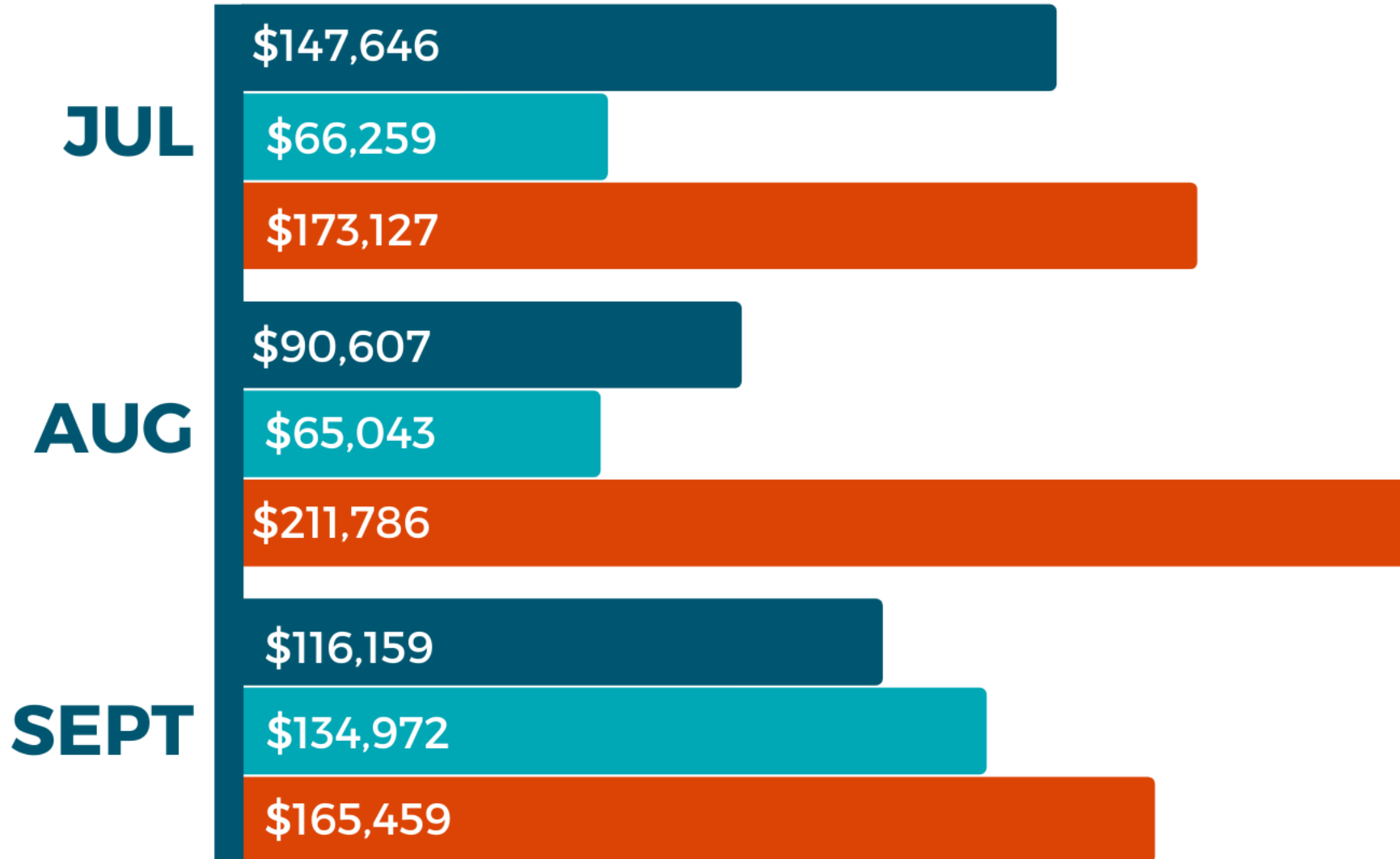
# ANNUAL REPORT

↑ TRAVEL

↑ Medford



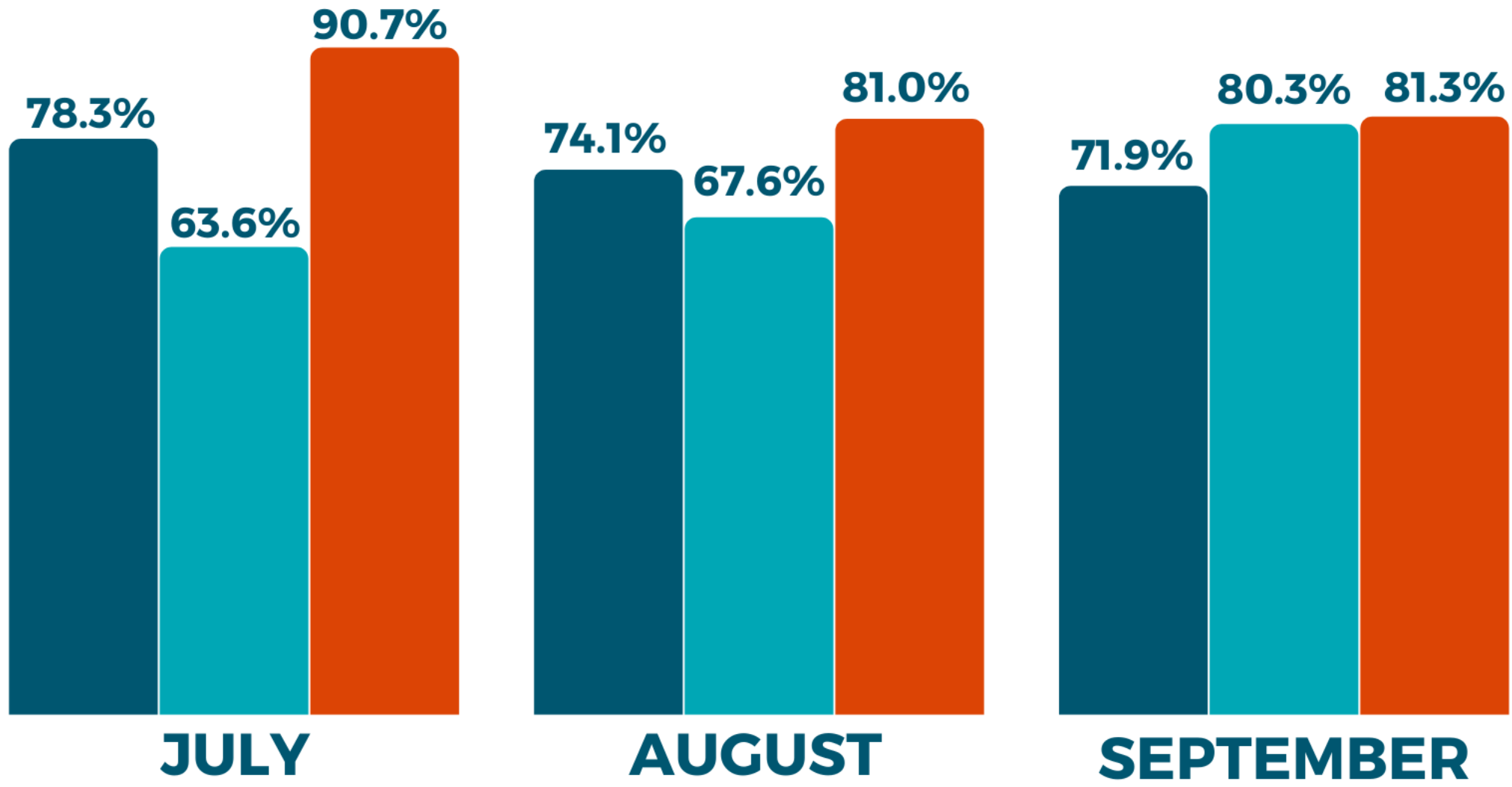
# '21-'22 Q1 - TLT REVENUE



# '21-'22 Q1 - OCCUPANCY



2019- 2020  
2021- 2022  
2021- 2022



# Q1 ACCOMPLISHMENTS

## TOURNAMENTS

**JULY 26-AUG 1**

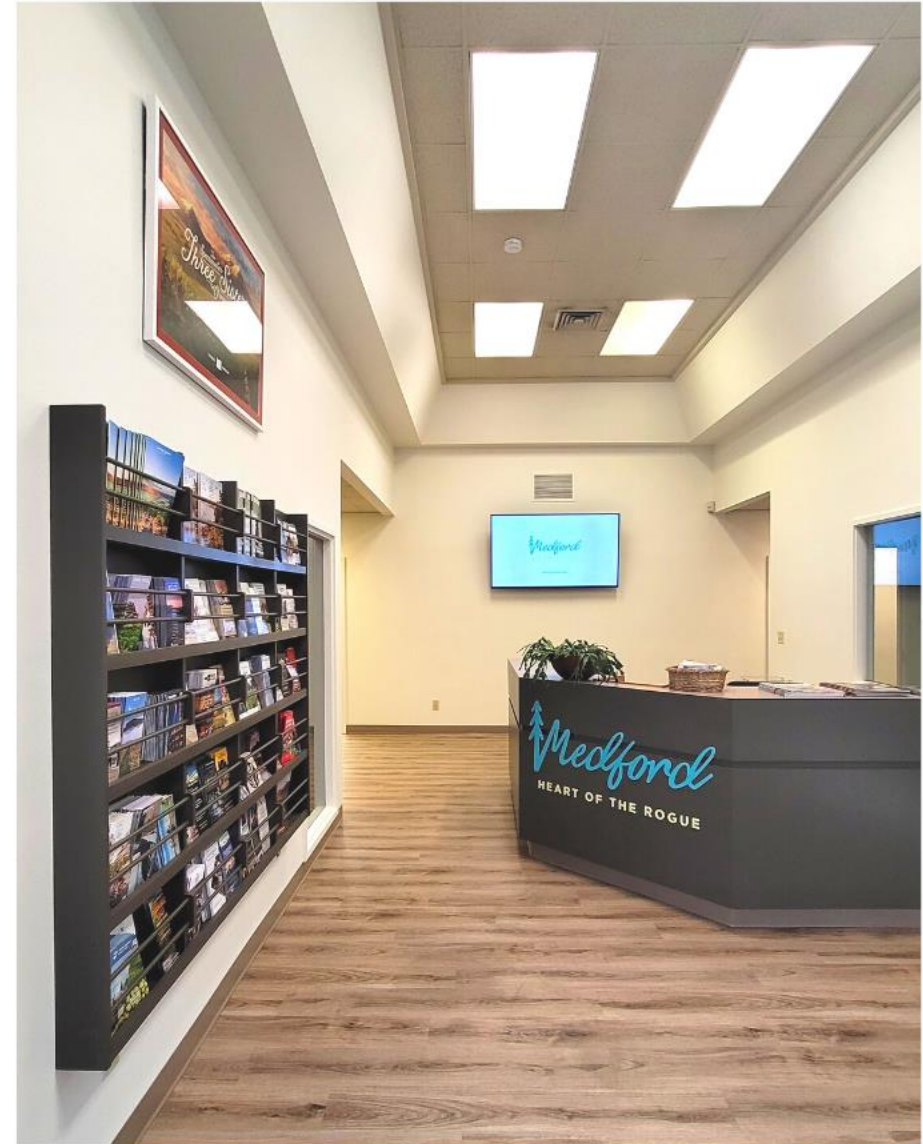
USA SOFTBALL WESTERN NATIONALS 16B/18A/18B

**AUG 5-8**

BASEBALL NORTHWEST 2021 CHAMPIONSHIPS

**SEPT 4 – 6**

USA SOFTBALL MEN'S D/E WESTERN CHAMPIONSHIP

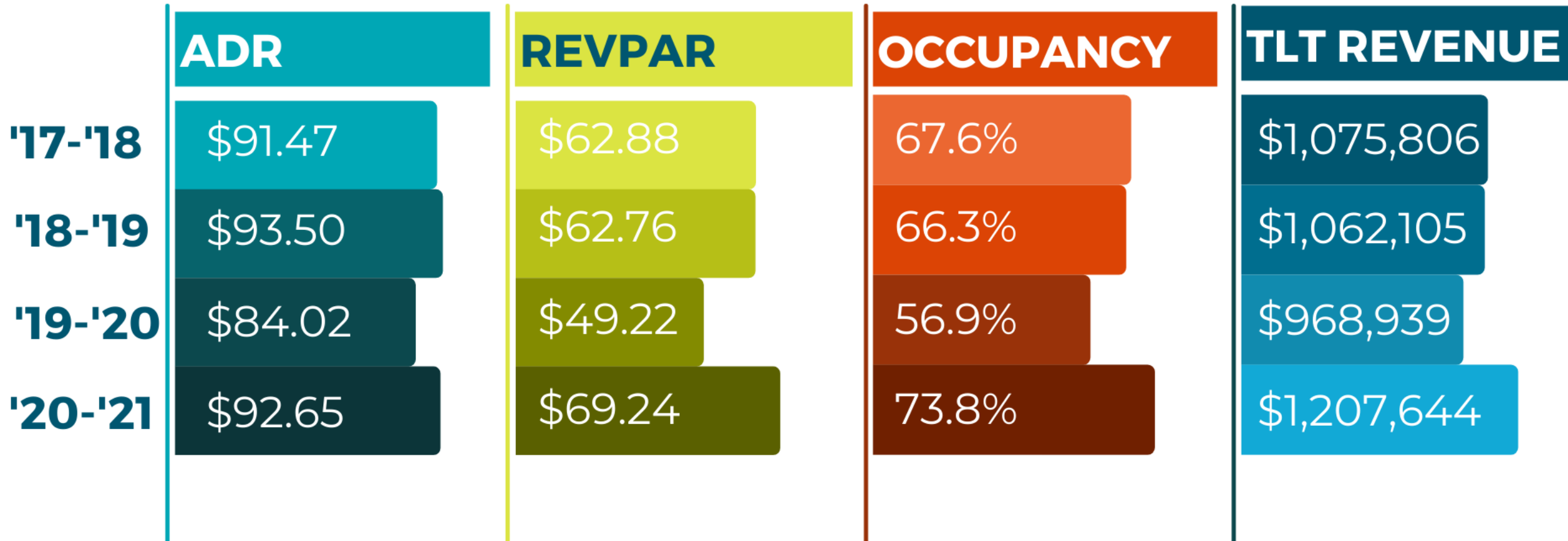


# TOURISM IMPACT

ANNUAL 2020-2021

INTERMEDIARIES

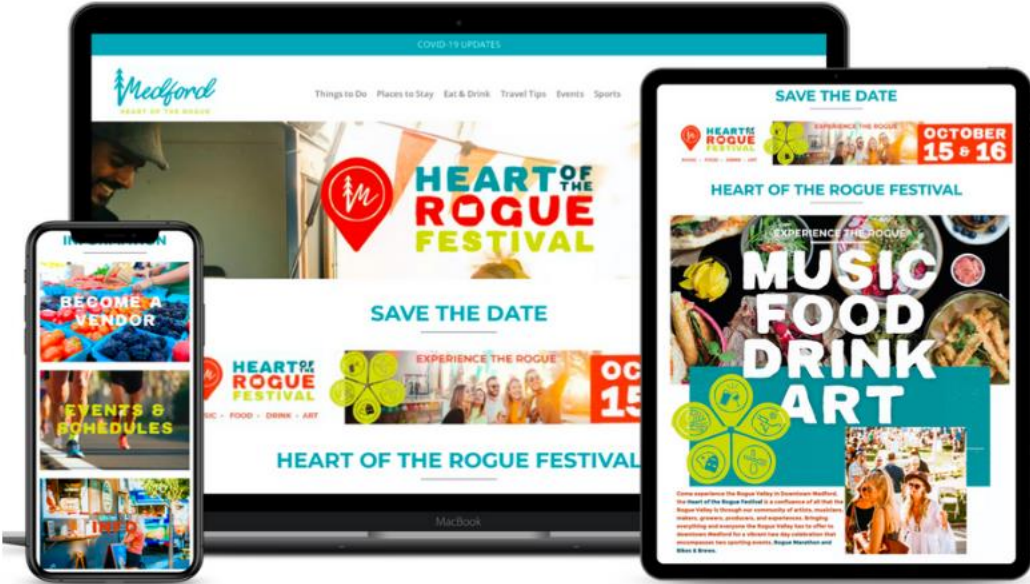
'20-'21: \$134,487.65



# GOAL 1 REINVENT VISITOR SERVICES



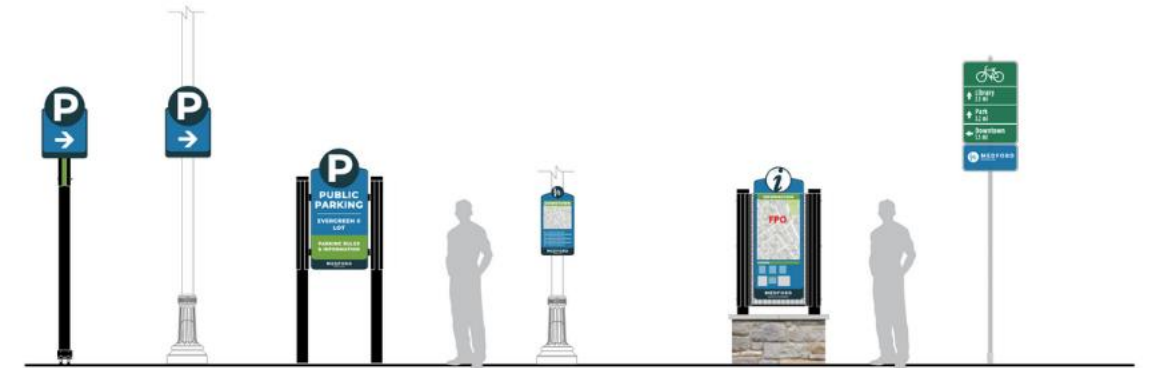
# GOAL 2 STRENGTHEN DOWNTOWN COLLABORATION



## DIGITAL AD PACK



GATE.1 City Gateway Monument  
 VDIR.1 Vehicular Directional Low Speed  
 VDIR.3 Vehicular Directional Low Speed  
 VDIR.6 Vehicular Directional High Speed  
 PARK.1.1 Parking Trailblazer  
 PARK.1.2 Parking Trailblazer



PARK.2.1 Parking Trailblazer  
 PARK.2.2 Parking Trailblazer  
 PARK.3 Parking Lot ID  
 PDIR.1 Pedestrian Directional  
 KIOSK.1 Pedestrian Kiosk  
 BIKE.1 Bicycle Directional

# GOAL 3 FURTHER FUNDING OUTSIDE TLT





# GOAL 4 EXPAND SPORTS TOURISM



# GOAL 5 FOSTER COMMUNITY VISION

---



# USCCP

---



**\$7.1 MILLION**  
ESTIMATED ECONOMIC IMPACT

---

**42 TOURNAMENTS**

---

**59% MORE**  
VISITING TEAMS THAN LOCAL TEAMS

# DIGITAL KPI'S

---

## WEBSITE

### IMPRESSIONS

**+256%** '20-'21 37,061,185  
'19-'20 10,397,246

### GOOGLE AD CPC

COST PER CLICK **\$0.24** 27.3% COST DECREASE

---

## SOCIAL MEDIA

### ENGAGEMENTS

**+85.4%** '20-'21 214,232  
'19-'20 115,582

### IMPRESSIONS

**+18.9%** '20-'21 6,015,234  
'19-'20 5,059,069

# COMMUNITY PARTNERSHIPS

\$60,433



**SPORTS  
+ OUTDOORS**



**BEER  
+ WINE**



**PERFORMING  
+ VISUAL ARTS**



**GENERAL**

# AIRPORT INFORMATION CENTER



TOTAL INTERACTIONS

**10,903**

VOLUNTEER HOURS

**583**

EQUALS SALARY & BENEFITS

**\$14,767.90**

# EARNED MEDIA

*"Named one of  
two wine capitals  
of Oregon"*

- NW TRAVEL & LIFE MAGAZINE (2020)



**Forbes**

**The New York Times**

**VOGUE**

 **USA TODAY™**

**TRAVEL+**  
**LEISURE**

 **WINE**  
**ENTHUSIAST.**

# LOOKING AHEAD

---



**4 HOTELS**  
COMING SOON

---

**ANNUAL  
STRATEGIC PLAN**  
APPROVED BY TMTC

---

**MEDFORD 2040**  
ALIGNING WITH VISION  
TASK FORCE