



↑ TRAVEL
↑ Medford™

Q2 REPORT

OCT. 2023-DEC. 2023



WWW.TRAVELMEDFORD.ORG



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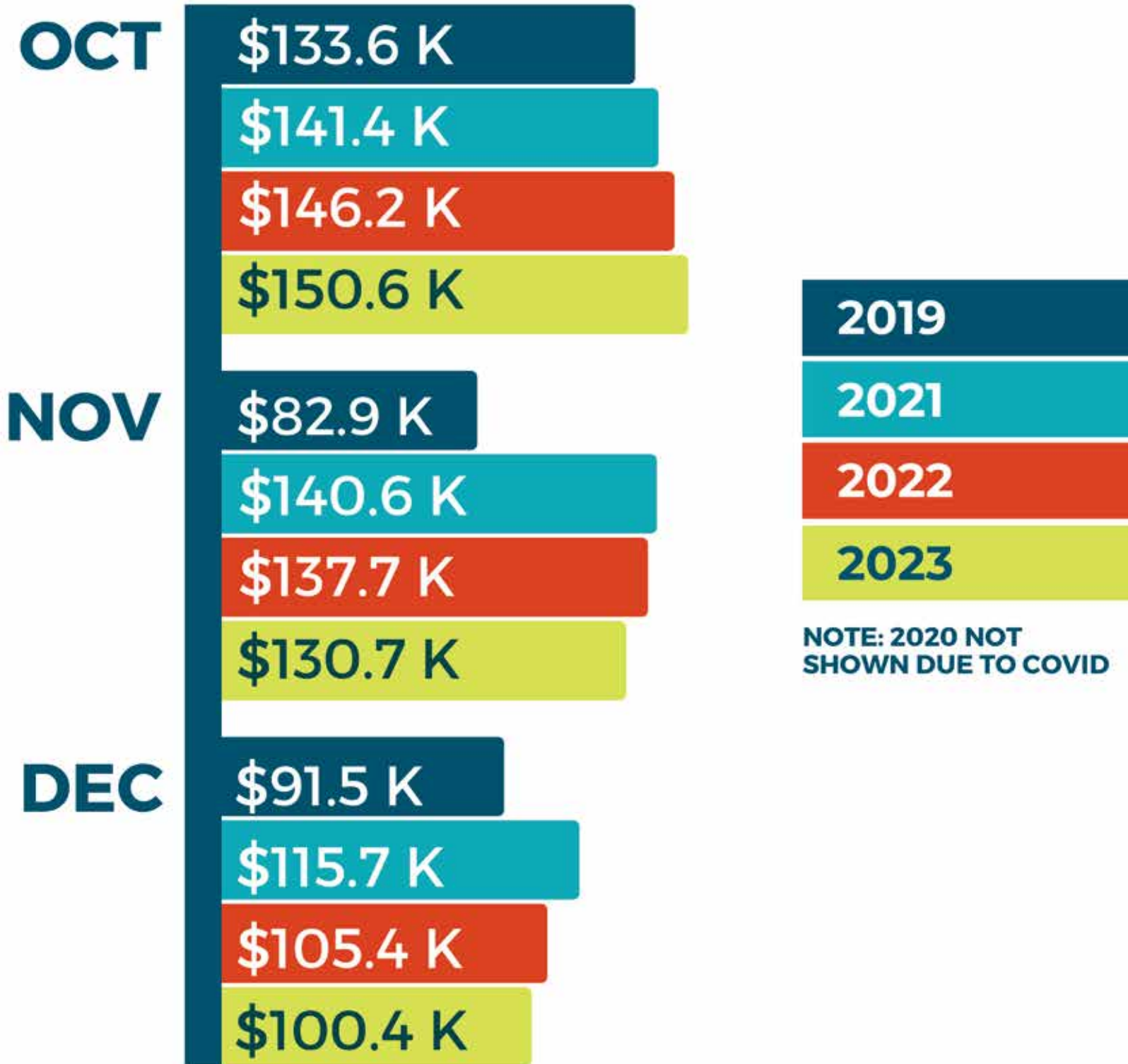
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TOURISM PROMOTION

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EVENT PROMOTION

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ADR

2019

\$90.22

2021

\$110.36

2022

\$107.40

2023

\$106.65

PRE-COVID
VS.
2023

+18%

OCCUPANCY

60.5%

72.7%

59.3%

56.1%

-7%

NOTE:
Q2 DEMAND UP 1.5% YOY
Q2 SUPPLY UP 2% YOY

TLT REVENUE

2019

\$308K

2021

\$398K

2022

\$389K

2023

\$382K

PRE-COVID
VS.
2023

+24%

INTERMEDIARIES

\$45K

\$59K

\$64K

\$73K

+60%

NOTE:
COLLECTION STARTED
OCT 2020

2023-26 Strategic Goals Q2



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
1. Update Visitor Guide & Brochure Content	20%	1. Increase Traffic to Visitor Information Centers	40%	1. Secure & Promote New & Existing Events	67%	1. Elevate Sports Tourism through Your Sportground brand	50%	1. Finalize Strategic Planning	67%
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	16%	3. Expand Visitor Engagement Programs	38%	3. Expand Heart of the Rogue Festival SM	20%	3. Further Develop & Syndicate Know Your Role SM Program	29%	3. Incorporate Advertising Media Kit	16%
4. Increase awareness of the Heart of the Rogue SM brand	0%	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	50%					5. Advance DEI & Accessibility Opportunities to Foster a Welcoming Destination	0%	5. Create Onboarding Documents for Internal & Community Education	80%
					4			6. Develop & Execute Industry Communication Plan	0%
								7. Develop Universal Reporting Dashboard	25%

Trips 591,129 Trips
Duration 1,023,230 Days
Avg Length of Stay 1.7 Days
Unique Visitors 265,156 Visitors

Trends Overview

Visitors 1,023,230 Days
Top Visited Area Medford-Klamath Falls
Top Visited State Seattle-Tacoma
Trips 591,129 Trips



Cluster Visitation

Cluster	Visitors
City	561,761
Lodging	116,547
Outdoor	34,479
Wineries & Breweries	27,364
Basket List	23,638
Sports	16,000
Downtown	13,346

State Visitation

State	Visitors
Oregon	277,746
California	162,489
Washington	60,969
Arizona	16,701
Texas	12,351
Nevada	12,081
Idaho	6,361

Market Analysis

Top Markets

Market	Percentage
Medford-Klamath Falls	15.4%
Portland-OR	14.95%
Eugene	11.21%
Seattle-Tacoma	5.86%
Sacramento-Salt Lake City	5.37%
Los Angeles	4.69%
San Francisco-Oakland-San Jose	3.66%
Chico-Redding	3.43%
Eureka	3.01%
Phoenix-Prescott	2.06%
Bend-OR	1.46%
Fresno-Visalia	1.44%
Yakima-Pasco-Richland-Kennewick	1.19%
Reno	1.12%
Spokane	1.05%
Las Vegas	0.92%
San Diego	0.81%
Boise	0.8%



Age

Age Group	In-State	Out of State
18-24	~10%	~10%
25-34	~15%	~15%
35-44	~20%	~20%
45-54	~25%	~25%
55+	~30%	~30%

Income

Income Group	In-State	Out of State
\$0-\$49k	~10%	~10%
\$50-\$74k	~15%	~15%
\$75-\$99k	~20%	~20%
\$100-\$124k	~25%	~25%
\$125k+	~30%	~30%

Household Size

Household Size	In-State	Out of State
1	~10%	~10%
2	~20%	~20%
3	~30%	~30%
4	~20%	~20%
5+	~10%	~10%

Education Level

Education Level	In-State	Out of State
High School	~10%	~10%
Bachelor's	~20%	~20%
Master's	~10%	~10%

Ethnicity

Ethnicity	In-State	Out of State
White	~70%	~70%
Black	~10%	~10%
Hispanic	~10%	~10%
Other	~10%	~10%



southern oregon magazine



8. Medford, Oregon

Visit TravelMedford.com

Medford's hidden treasures offer lasting experiences in the Rogue Valley. As the gateway to Crater Lake - Oregon's only national park - Medford is home to world-renowned wineries and award-winning events. Fall foliage hikes among the Table Rocks and Roxy Ann Peak offer different vantage points of the valley. Delight in double-gold wine and dine amongst golden autumn vineyards to see why Wine Enthusiast Magazine named the region as a Top 5 Global Wine Destination. Experience the essence of the Rogue Valley at the Heart of the Rogue™ Festival (Oct. 13 - 14), which earned Sunset Magazine's 2023 Award for Best Adventures & Exploration.



OREGONIAN MEDIA GROUP



FOUR SEASONS INFINITE ADVENTURES

Let summer's melodies inspire you, fall's wine delight you, winter's adventures thrill you, and spring's vibrant blooms invigorate you. Medford is your launchpad for sampling everything the Rogue Valley has to offer.

travelmedford.org | [@travelmedford](https://twitter.com/travelmedford)

BECOME A VOLUNTEER

OCT. 13 + 14

SIGN UP TODAY

ROGUE VALLEY BUCKETLIST

Unlock new adventures today!

[DOWNLOAD TODAY](#)

ROGUE VALLEY WINE PASSPORT

Unlock exclusive wine country offers!

[DOWNLOAD TODAY](#)



CAMPAIGNS RUNNING

- KOIN TV "Eye on Rogue Valley Wine" campaign (see below)
- Expedia Direct Booking Campaign (results on next page)
- Portland Monthly E-blast
- The Oregonian - Fall & Winter Adventure List
- KOBI - TV (Heart of the Rogue Festival)
- Rogue Valley Times (Heart of the Rogue Festival)



KOIN-TV CAMPAIGN CAMPAIGN RESULT IMPRESSIONS

2M	746K	125K
TV	DIGITAL	SOCIAL



HOLIDAY GIVEAWAY CAMPAIGN CAMPAIGN RESULTS

933	1,855
LEADS GENERATED	ENTRIES



OREGONIAN 2023 ADVENTURE LIST ARTICLE, DISPLAY ADS & CO BRANDED SOCIAL POST

1.3M	3,775
IMPRESSIONS	CLICKS



Expedia REPORT SNAPSHOT



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Performance Summary For Travel Medford

\$46.9K
Attr. Ad Spend

1.4M
Impressions

2.8K
Clicks

0.20%
CTR

8.0K
Room Nights

\$937.4K
Gross Bkg \$

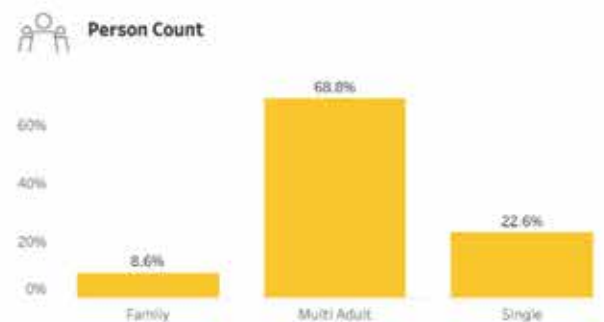
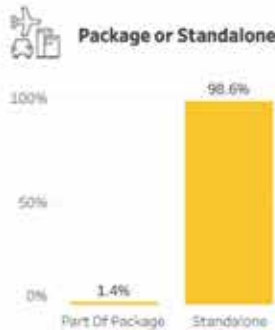
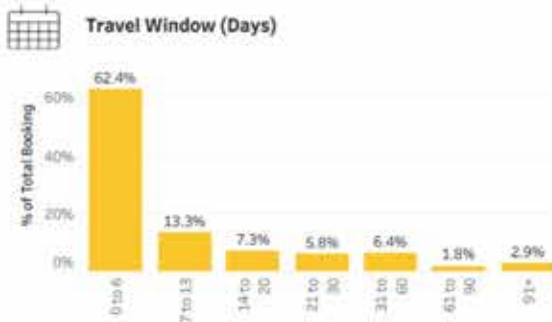
20.0
ROAS

POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	Room Nights	ADR	ROAS	Avg LOS
Expedia US	\$9,271	463,529	521	0.11%	\$240K	1,965	122	25.9	1
ExpediaPlus US	\$23,721	484,406	1,582	0.33%	\$272K	2,502	109	11.5	2
Hotels.com US	\$13,950	439,154	722	0.16%	\$425K	3,493	122	30.5	2
Grand Total	\$46,942	1,387,089	2,825	0.20%	\$937K	7,960	118	20.0	2

expedia group
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Conversion Insights For Travel Medford



>> * Includes Bookings Resulting from On-site DFP

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

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HIGHLIGHTS *Through 2023*

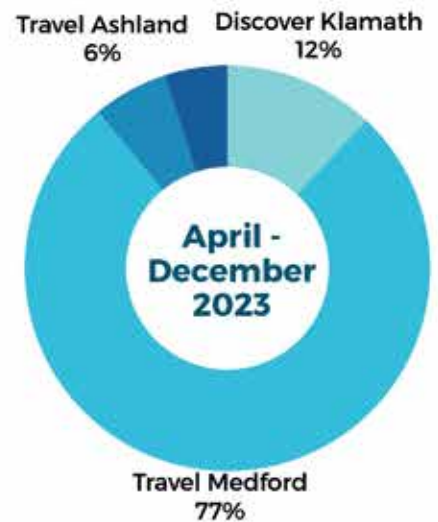
88
MEDIA
PLACEMENTS

85M+
MEDIA
IMPRESSIONS

\$150M+
AD VALUE
EQUIVALENCY



SHARE OF VOICE

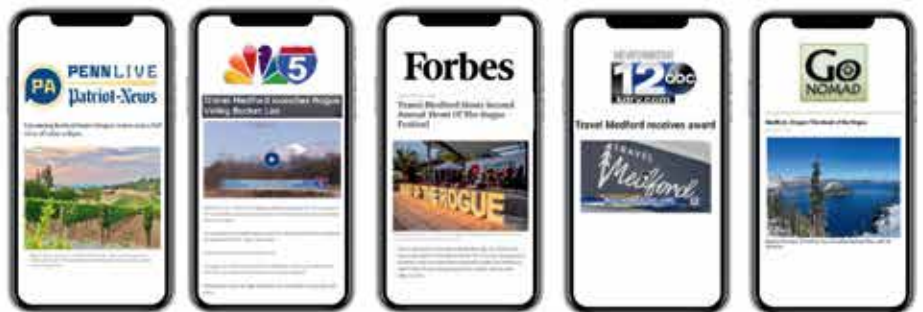


Travel Medford has seen a +27% increase in Share of Voice when compared to regional competitors.

TRAVEL WITH WORDS CONFERENCE

Travel Medford conversed with 25+ journalists at Northwest Travel & Life Magazine's Travel Worth Words Conference in November.

NORTHWEST **MATADOR** **JustLuxe**



Event Promotion Community Partnership Grant



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)
1	Heart of the Rogue Festival 2023	October 2023	Event Host	\$72,502		\$72,502	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	Medford Rogue Rotary Pickleball Fest	September 2023	\$1,000	\$1,000		\$1,000	Sports & Outdoors
5	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	\$13,000	Wine & Beer
6	Craterian Performances	July 2023	\$5,000	\$5,000		\$5,000	General
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 Custome Bikes	August 2023	Donation	\$0			General
11	Trail Blazers Rip City Rally Event	Septemer 2023	Donation	\$0			Sports & Outdoors
12	Fall 2023 Medford Citizen Academy	Septemer 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	\$124	\$1,624	General
17	Winter Lights Festival	December 2023	\$8,000	\$7,000		\$7,000	Downtown
18	Ghost Tree Invitational - SO Classic & Cullnary Feast	June 2024	\$5,000			\$0	Sports & Outdoors
19	King of the Ice Tournament (RV Hockey Assn.)	January 2024	\$1,500	\$1,000	\$559	\$1,559	Sports & Outdoors
20	Rogue World Music	May 2024	\$2,000			\$0	Downtown
21	Rogue Comic Con	May 2024	\$5,000			\$0	Downtown
22	Rogue Valley Farm Tour	July 2024	\$1,000			\$0	General
TOTAL			\$45,700	\$98,572	\$15,094	\$113,666	

Lithia & Driveway Fields Support (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							
TOTAL			\$5,000	\$5,000	\$0	\$5,000	

Rogue X Support (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			\$0	General
TOTAL			\$10,000	\$7,500	\$0	\$7,500	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	10	\$16,500	\$10,500	\$1,535	\$12,035
Downtown	4	\$15,000	\$79,502	\$0	\$79,502
Sports & Outdoors	11	\$24,200	\$18,570	\$3,059	\$21,629
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	26	\$60,700	\$111,072	\$15,094	\$126,166

EVENT CALENDAR IN Q2
207 EVENTS



HEART OF THE ROGUE FESTIVAL

106

EXHIBITORS

25

COMMUNITY PARTNERS

MISSION

To elevate awareness around Medford & the Rogue Valley to locals and tourists alike by showcasing downtown Medford and small business through the passion, talents and experiential opportunities of our artists, musicians, makers and growers of the region.



11.4K
TOTAL VISITORS
4.7K FRIDAY &
6.7K SATURDAY

