



TRAVEL
Medford

SECOND QUARTER 2022 | OCT, NOV & DEC

PR & MEDIA COVERAGE REPORT

Q2 OCTOBER, NOVEMBER & DECEMBER 2022

TOP ORGANIC & EARNED PRESS



ROGUE CREAMERY SERVED AT THE WHITE HOUSE - **YAHOO**, DECEMBER 2022



THE DIFFERENCE OF ORGANIC, BIODYNAMIC + NATURAL WINES - **THRILLIST**, NOVEMBER 2022

TRAVELING INFLUENCER

**ADVENTURING
EYES**

THE ULTIMATE MEDFORD WEEKEND ITINERARY - **ADVENTURING EYES**, OCTOBER 2022



20 TOPS THINGS TO DO IN MEDFORD - **TRAVEL2NEXT**. NOVEMBER 2022

**Sonoma
Index-Tribune**

MEANDERING ANGLER, THE BEST STEELHEAD OF MY LIFE - **SONOMA PRESS**, NOVEMBER 2022



Forbes

THE RISE OF TEMPRANILLO IN THE ROGUE VALLEY - **CLUB O ENOLOGIQUE**, OCTOBER 2022

TOTAL MEDIA COVERAGE SUMMARY

TOTAL MENTIONS
1,052

IMPRESSIONS
4.8 BILLION

TOTAL ADVERTISING VALUE
\$119 MILLION

SEM REPORT

OCTOBER, NOVEMBER & DECEMBER TO DATE

WHAT IS SEM?

SEARCH ENGINE MARKETING

CLICKS

46K

COST PER CLICK

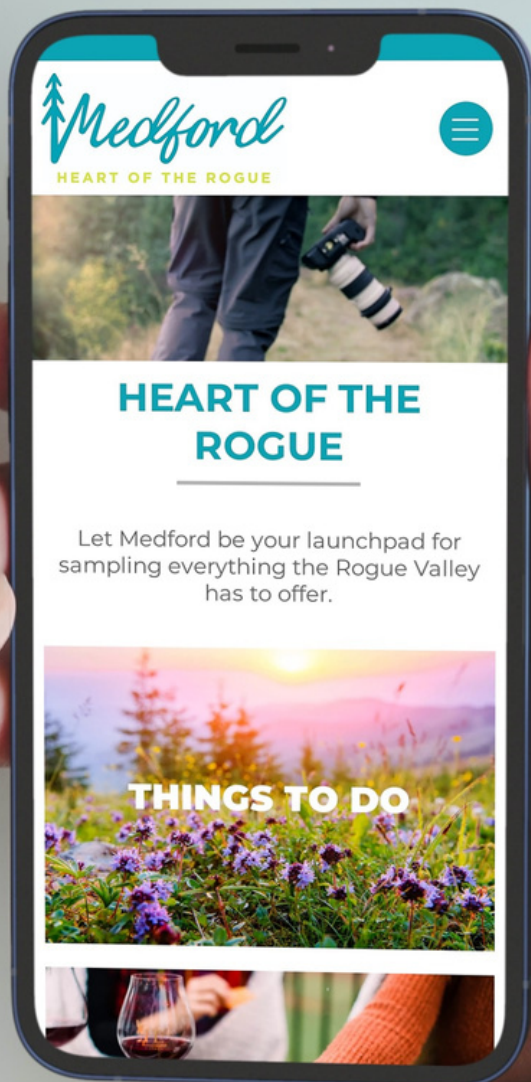
\$0.21

IMPRESSIONS

5.55M

TOTAL SPEND

\$9.8K



Crater Lake National Park

Crater Lake National Park, Oregon
Travel Medford, OR



Medford Top Attractions



The Top Fun Things to Do & See
in Medford & Southern Oregon



SOCIAL MEDIA REPORT

OCTOBER, NOVEMBER & DECEMBER TO DATE

RESULTS

37K

COST PER RESULT

\$.09

IMPRESSIONS

905K

CLICKS

5.2K

24% INCREASE FOLLOWERS

2022: 34,210

2021: 27,611

31% INCREASE ENGAGEMENTS

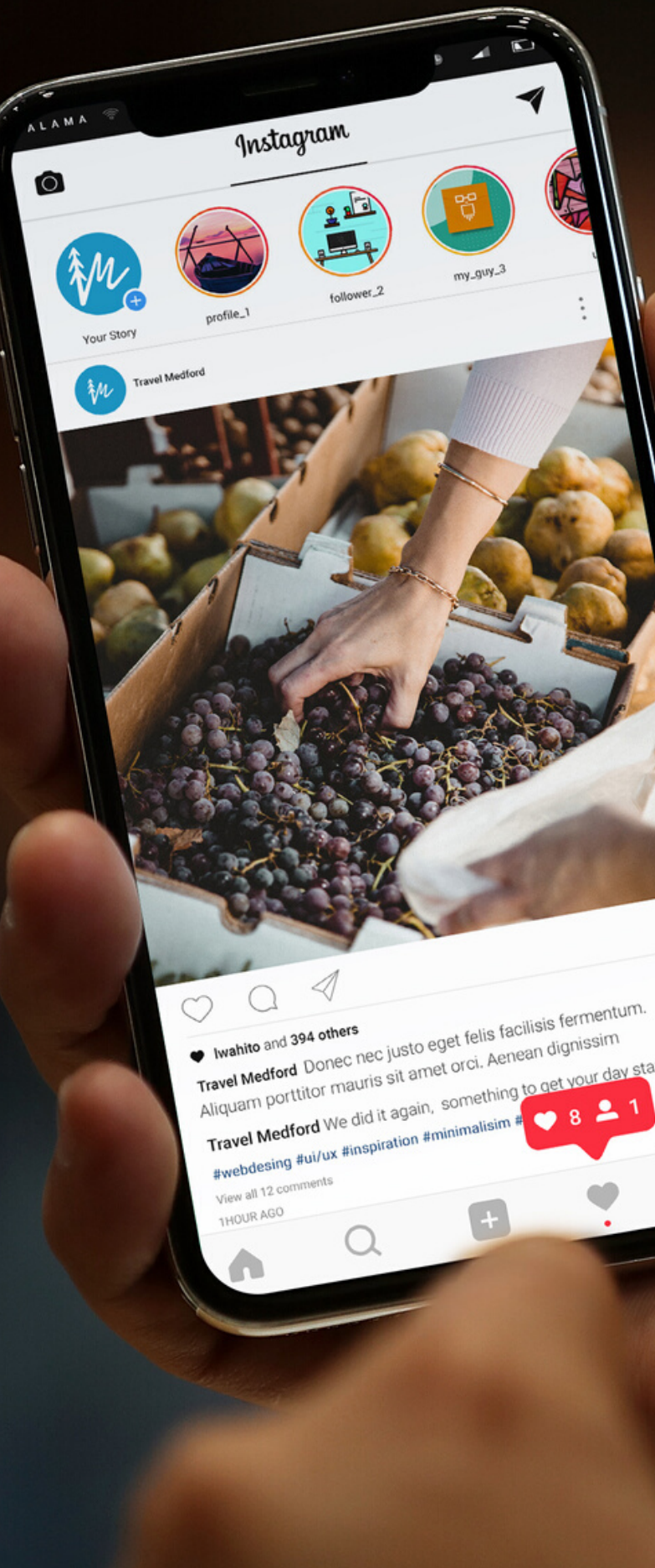
2022: 36,640

2021: 27,899

64% INCREASE MESSAGES

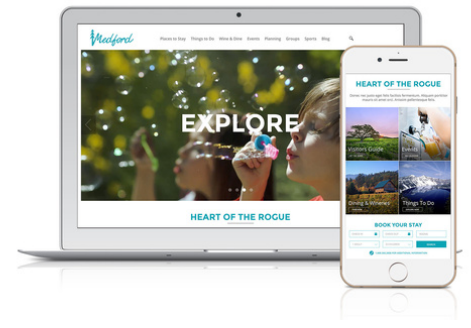
2022: 828

2021: 504



WEBSITE ANALYTICS

OCTOBER, NOVEMBER & DECEMBER TO DATE



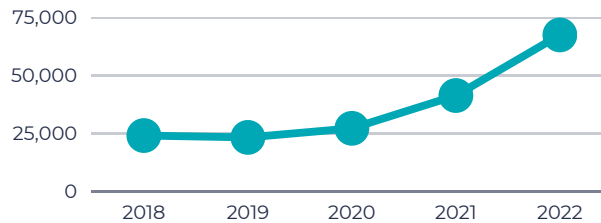
WEB TRAFFIC

2022: 67,736

2021: 41,505

2020: 27,363

63% INCREASE YEAR OVER YEAR



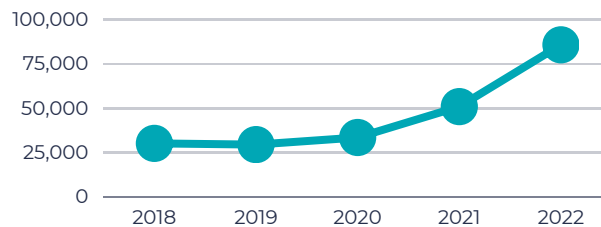
WEB SESSIONS

2022: 85,817

2021: 50,952

2020: 33,527

68% INCREASE YEAR OVER YEAR



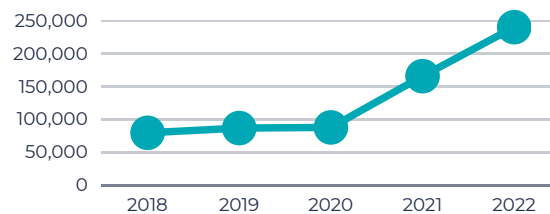
WEB PAGEVIEWS

2022: 240,296

2021: 165,995

2020: 88,319

45% INCREASE YEAR OVER YEAR

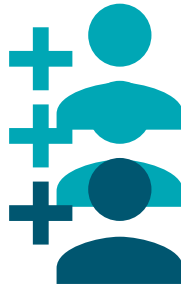


ARTICLES CREATED

1. Rogue Valley Harvest Festivals
- 2.5 Best Things to Do at Crater Lake this Fall
3. The Rogue Valley Fall Bucket List
4. The Growth of Hockey in Southern Oregon
- 5.5 Fantastic Fall Foliage Peeping Spots to Explore
6. Discover World-Class Dark Skies at Crater Lake
7. Rogue Valley Native American Culture
8. A Traveler's Guide to the Rogue-Umpqua Scenic Byway
9. Sportsmanship: the Best Gift You Can Give this Winter Season

AUDIENCE DEMOGRAPHICS

OCTOBER, NOVEMBER & DECEMBER TO DATE



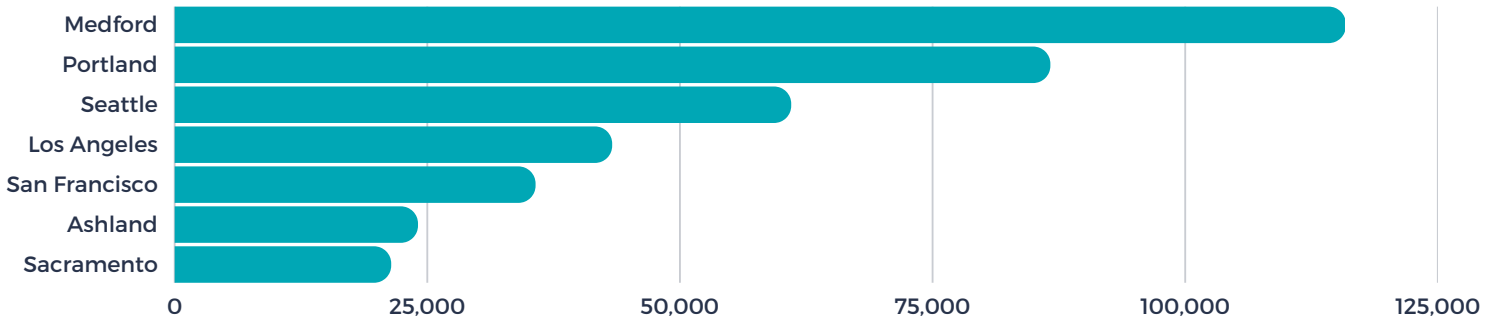
AGE: 35-44

55% Female

44% Male

INTERESTS: Food & Dining, Value Shoppers, Lifestyles & Hobbies, Avid News Readers, Book & Movie Lovers, Do-it-yourselfers, Outdoor Enthusiasts, Pet & Movie Lovers, Travel Buffs

USER BY CITY LOCATION



OREGON USERSHIP 23,061

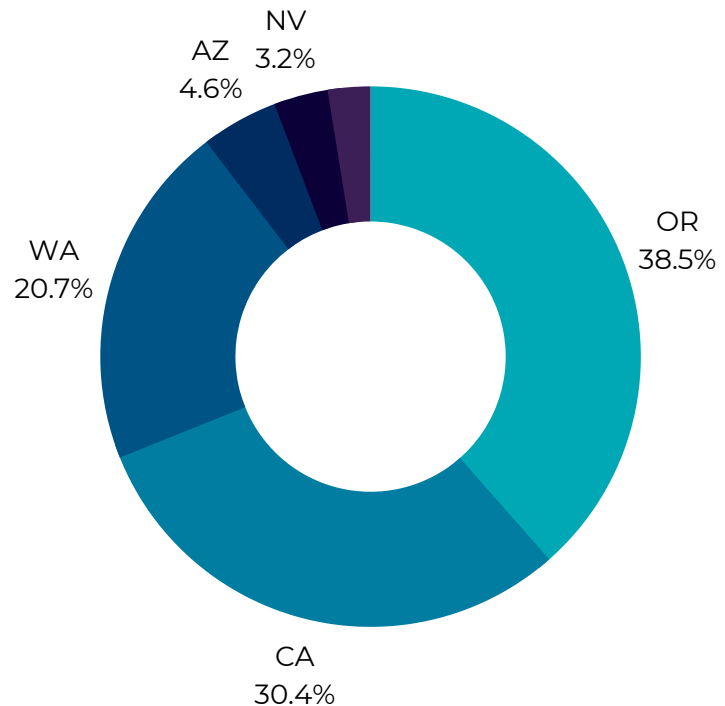
Usership from Oregon has increased by 24% YOY with the primary audience coming from the Interstate 5 corridor.

CALIFORNIA USERSHIP 18,211

Usership from California has increased by 51% YOY with the primary audience coming from LA, San Jose & San Francisco.

WASHINGTON USERSHIP 12,399

Usership from Washington has increased by 212% YOY with the primary audience coming from Seattle, Vancouver & Bellingham.



70%

of users are 35 years or older and 55% are female

#01

Referral is Facebook, #2 is the City of Medford

68%

of users are coming through Google Organic and Google Ads