

TRAVEL
Medford

MARKETING REPORT
QUARTER 4 2022
APRIL, MAY + JUNE

X: 13.61 in
Y: 9.99 in

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100 W. 10TH ST., SUITE 100, MEDFORD, OR 97504

WEBSITE ANALYTICS QUARTER 4 2022 APRIL, MAY + JUNE

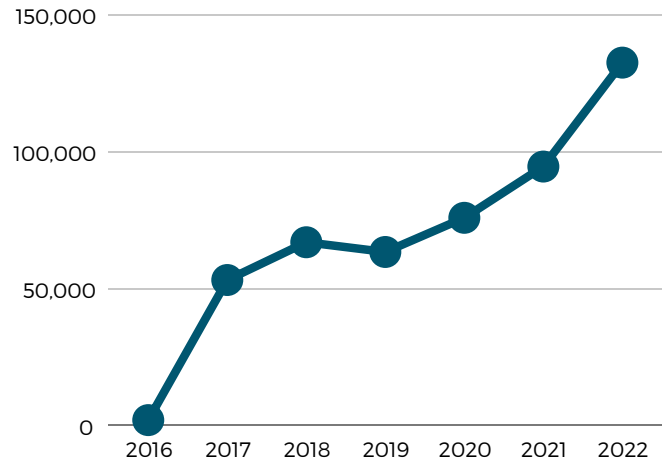


40% INCREASE WEBSITE USERS YOY

2022: 132,798

2021: 94,643

2020: 26,551



48% INCREASE WEBSITE SESSIONS YOY

2022: 173,726

2021: 117,026

2020: 32,556

61% INCREASE WEBSITE PAGEVIEWS YOY

2022: 556,610

2021: 345,814

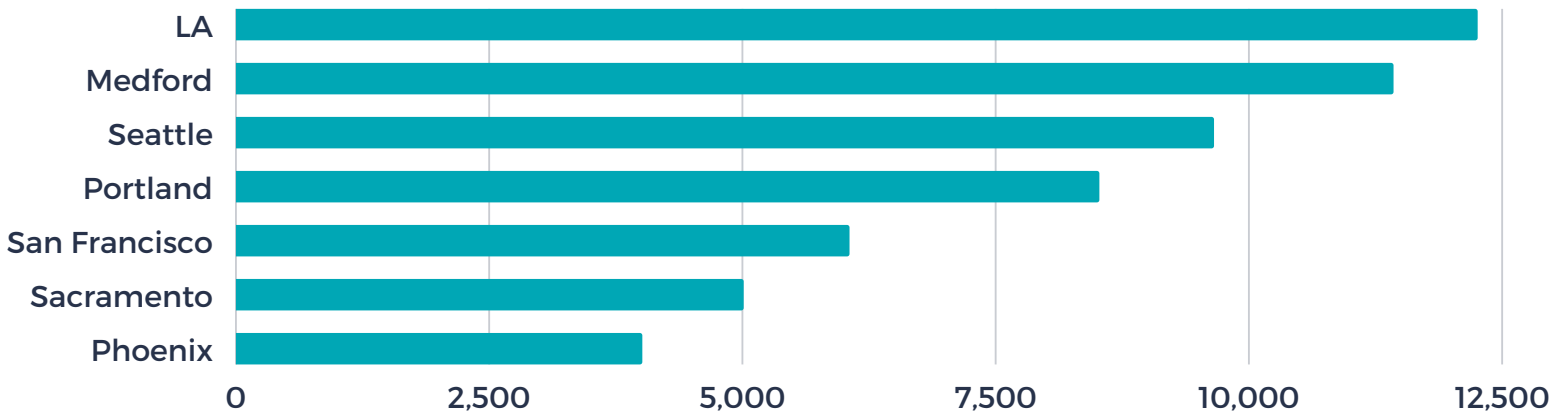
2020: 91,383

WEBSITE ANALYTICS QUARTER 4 2022 APRIL, MAY + JUNE

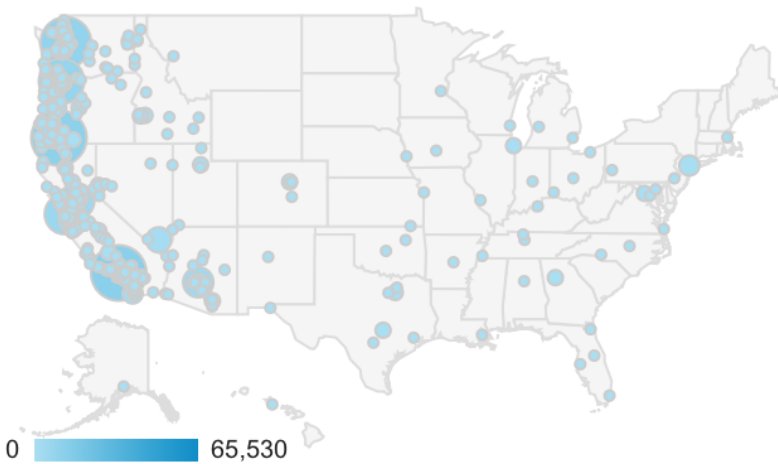
WEBSITE DEMOGRAPHICS

Website Demographics are the demographics of users who have initiated at least one session on the www.travelmedford.org website. They are captured in the area that they initiate the interaction.

USER BY CITY LOCATION

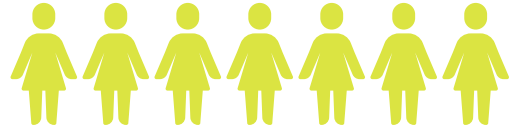


Apr 1, 2022 - Jun 30, 2022



GENDER

FEMALE 70%



MALE 30%



35+

over 80 percent of users are over the age of 35

#01

Referral is coming from Facebook

77%

of users are tapping into Travel Medford via their mobile device

WEBSITE CONTENT QUARTER 4 2022 APRIL, MAY + JUNE



TOP 5 PAGES VIEWED

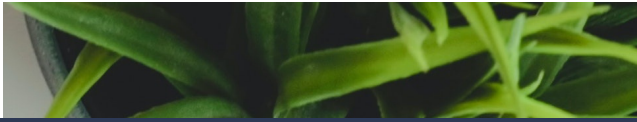
MOST VIEWED PAGES

1. Crater Lake
2. Event Calendar
3. Top Attractions
4. Bucket List
5. Outdoor Adventure

TOP 5 BLOGS VIEWED

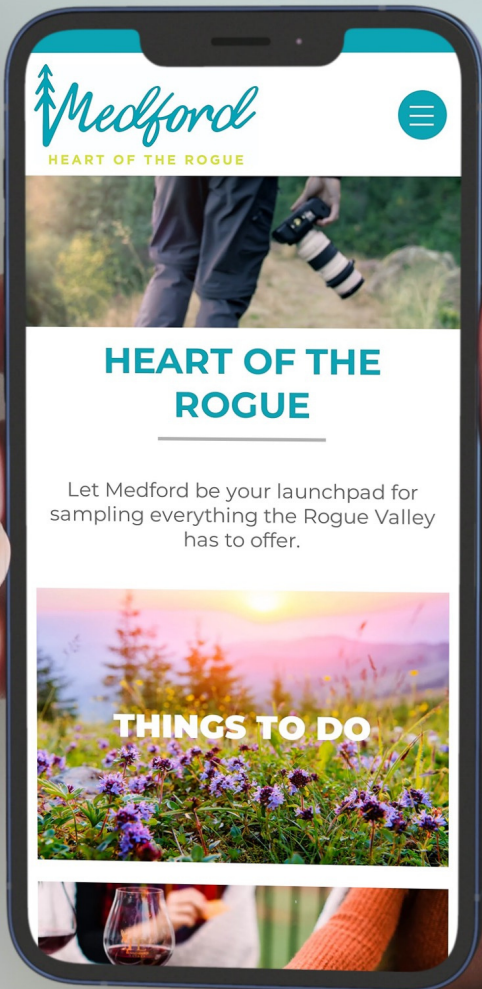
MOST VIEWED PAGES

1. Crater Lake Beyond The Lake
2. Pear Blossom Festival
3. Top 3 Thrills in S. OR
4. Wine Country Guide
5. Downtown Tours + Attractions



SEM REPORT

APRIL, MAY + JUNE 2022



SEM SPENDS

WHAT IS SEM?

SEARCH ENGINE MARKETING

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising

CLICKS

129K

COST PER CLICK

\$0.42

IMPRESSIONS

20M

TOTAL SPEND

54K

TOP CONTENT

- CRATER LAKE
- OUTDOOR REC
- WINE COUNTRY



HEART OF THE ROGUE

SOCIAL REPORT

APRIL, MAY + JUNE 2022



SOCIAL SPENDS

RESULTS

73K

COST PER ENG

\$0.27

IMPRESSIONS

2.9M

TOTAL SPEND

20.6K

TOTAL SOCIAL IMPRESSIONS

2022: 6.3M

2021: 5.1M

2020: 3.5M

TOTAL SOCIAL ENGAGEMENTS

2022: 100K

2021: 123K

2020: 54K

TOTAL SOCIAL CLICKS

2022: 57K

2021: 37K

2020: 4.6K



TRAVEL MEDFORD COMMUNITY PARTNERSHIP FUND 2021- 2022 APPLICATION TRACKER

	Date of Event	Amount Requested	Amount Awarded	Status	Notes
1	SOHS 75th Anniv. Fundraiser	Aug/Sept 21	\$2,500	Paid	
2	USA Softball Fall Classic	Oct. 21	\$0		Taken out of 826 budget line item
3	Scantuary One Scavenger Hunt	Sept. 21	\$1,000	Paid	Ongoing expenses
4	Heart of the Rogue Festival 2022	Oct. 21	\$10,896	Paid	
5	Randall Theater Co.	2021/22	\$5,000	Paid	
6	Southern Oregon Classic	July 1, 2022	\$5,000	Paid	
7	SOHS Winter Wonderland @ Hanley Farm	Dec. 17-27	\$0		Event never took place
8	Downtown Medford Association	2021-22	\$15,000	Paid	Various Events
9	Medford Sports Hall of Fame	Sept. 22	\$1,000	Paid	
10	Rogue Valley Farm Tour	July 17, 2022	\$1,000	Paid	
11	Rogue Jet Adventures Concert on the Rocks	Summer 22	\$2,500	Paid	
12	Medford Portrait Slam	March 2, 2022	\$750	Paid	
13	SO Pickleball Assn. Summer Classic	June 2-5	\$1,000	Paid	
14	Pear Blossom Festival	April 15/16	\$3,000	Paid	Sponsoring Cornhole Tourney & Scavenger Hunt
15	RVCC Rhythm on the Range	June 11, 2022	\$1,000	Paid	
16	SO Motor Sports	Summer 22	\$5,000	Paid	
17	Hunter Football League	March - May	\$500		Did not meet criteria
18	Brews, Bluegrass & BBQ	June 4, 2022	\$2,500	Paid	100 Sunglasses in addition
19	Pear Blossom Run	April 9, 2022	\$1,000	Paid	1000 sunglasses in addition
20	Craterian Theater	2022-23	\$5,000	Paid	
21	West Coast Disabled Golf Championships	May 15-18, 2023	\$5,000	Paid	
22	Ashland Divo & NICA	Oct. 21	\$400	Paid	Approved in 2020-21, Paid in 2021-22
23	Gingerbread Jubilee	Nov. 21	\$1,000	Paid	Approved in 2020-21, Paid in 2021-22
24	SO Golf Championships 2021	Sept. 21	\$3,000	Paid	Approved in 2020-21, Paid in 2021-22
25	SO Golf Championships 2022	Aug. 29- Sept.5	\$3,500	Paid	Golf Cart Sponsor
26	SOSC Cornhole Tournament	Sept. 2022	\$5,000	Paid	
27	Hunter Sports Organization - Summer Tourna.	August 13-14	\$1,500	Paid	
28	Rogue Valley Royals	2022 Season	\$3,000	Paid	
TOTAL			\$ 83,196		