



Medford

HEART OF THE ROGUE



2019-2020

ANNUAL REPORT

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DEAR PARTNERS,

2020 has been a challenging year, but our organization celebrated many positive milestones amid the chaos. One of them is Travel Medford's 2019-2020 annual report, which we are pleased to share with you.

Travel Medford played an active role in two noteworthy projects during 2019-2020; first was the completion of the Rogue Valley Welcome Center at the Rogue Valley International-Medford Airport. The Welcome Center sits directly outside the passenger departure gate next to the baggage claim. It boasts four digital screens which promote local tourism assets and provide collateral to visitors. A digital touch screen allows quick and easy access to information on area lodging, eating and entertainment.

One of our most significant moments was when voters passed Measure 15-188, which gives partial funding for the new Medford Sports and Events Complex. When complete, it will provide a substantial economic boost to Jackson County by creating more opportunities to host sporting events and meetings.

The complex, scheduled to open in 2023, will feature 90,000 square-foot of multipurpose event space and a 42,000 square-foot aquatics facility containing competitive and recreational pools, and two water slides.

Unfortunately, the end of Travel Medford's fiscal year was devastated by the effects of the coronavirus. Travel Medford laid off two full-time employees and cut its budget by 45%. Most of our tourism partners were also negatively impacted by the pandemic.

After watching our community unite and regroup after the impacts of the pandemic and wildfires, we are more committed than ever to our mission and responsibility to market our city's region and brand. We appreciate your partnership and trust in this endeavor.

Thank you for everything you do to support our wonderful community.

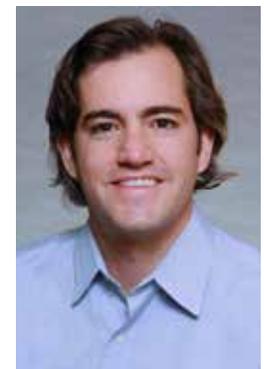
Sincerely,

Bruce Hoebet
Chair, Tourism Council

Eli Matthews
Senior Vice President,
Travel Medford



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Chair, Tourism Council



Eli Matthews
Senior Vice President,
Travel Medford

TRAVEL MEDFORD STAFF



ELI MATTHEWS, IOM

Senior Vice
President



ANGELA WOOD

Director Of Sales &
Sports Development



OANH NGUYEN

Communications &
Events Coordinator

CONTRACTED STAFF



ANDREA BERRYMAN CHILDRETH

Marketing Director



ASHLEY CATES

Creative & Brand Director

TRAVEL MEDFORD TOURISM COUNCIL

Wendy Baker

Hilton Garden Inn & Homewood Suites by
Hilton

Gina Bianco

Rogue Valley Vintners

John Christensen – SOSC Liaison

Oregon USA Softball

Jason Foster

Rogue Valley International – Medford Airport

Bruce Hoebet – Council Chair

Rogue Regency Inn & Suites

Shannon Johnson

Courtyard by Marriot Medford Airport

Jeff Kapple – Chamber Board Liaison

PacificSource Health Plans

Rachel Koning

Common Block Brewing Company

Kelli LaVerda

Hampton Inn & Suites

Jesse Martin

Southern Oregon Express

**Alex Poythress – City of Medford Council
Liaison**

Reveil Agency

Lindsey Rice

Rogue Valley ZipLine Adventure

Marissa Ruf

Mereté Hotel Management

Eric Strahl

Craterian Performances Company

Don Anway

Neuman Hotel Group



- The Milken Institute ranked Medford the 7th best-performing small city in the nation
- Medford hosts 2019 Oregon Mayor’s Conference
- Opened the New Rogue Valley Welcome Center at the Rogue Valley International- Medford Airport complete with Explorer Board touch screen; simultaneously launched on-site local culinary and beverage campaign
- Travel Medford, Travel Medford Tourism Council and SOSC championed the Medford Sports and Events Complex that was passed by Medford voters
- US Cellular Community Park hit an economic record in 2019 generating over \$12.2 million in estimated economic impact- the highest in total in park history
- First ever Medford Magazine Visitor Guide completed; printed & distributed statewide and as requested nationally
- Hosted multiple travel writers in person, as well as online travel writer regional immersion webinar with 25+ national and international writers present; 20+ articles produced
- Partnered with Medford Parks and Recreation Department on another successful USA Softball Western Nationals
- Hosted 6th Annual SOSC Top 10 Sports Stories and Awards Banquet
- Partnered with City of Medford to dedicate plaque to Dave McGillivray
- Implemented KOBIS/SOSC “Know Your Role” Scholarship - awarded two at \$2,500 each
- Provided new Know Your Role banners for schools and clubs
- Partnered with regional DMOs in SIP Magazine 2 page spread
- Partnered with Rogue Valley Vintners by serving on the board of directors, marketing committee and executive director selection committee
- Partnered with Rogue Valley Vintners in the TSO travel guide
- Expanded website by 30% in content
- Conceptualized, branded and formed structural committees for new downtown Medford Festival - Heart of the Rogue Festival
- Re-routed Boston qualifying marathon, Rogue Marathon, to end in Downtown Medford at the Heart of the Rogue Festival



TOURISM IMPACT

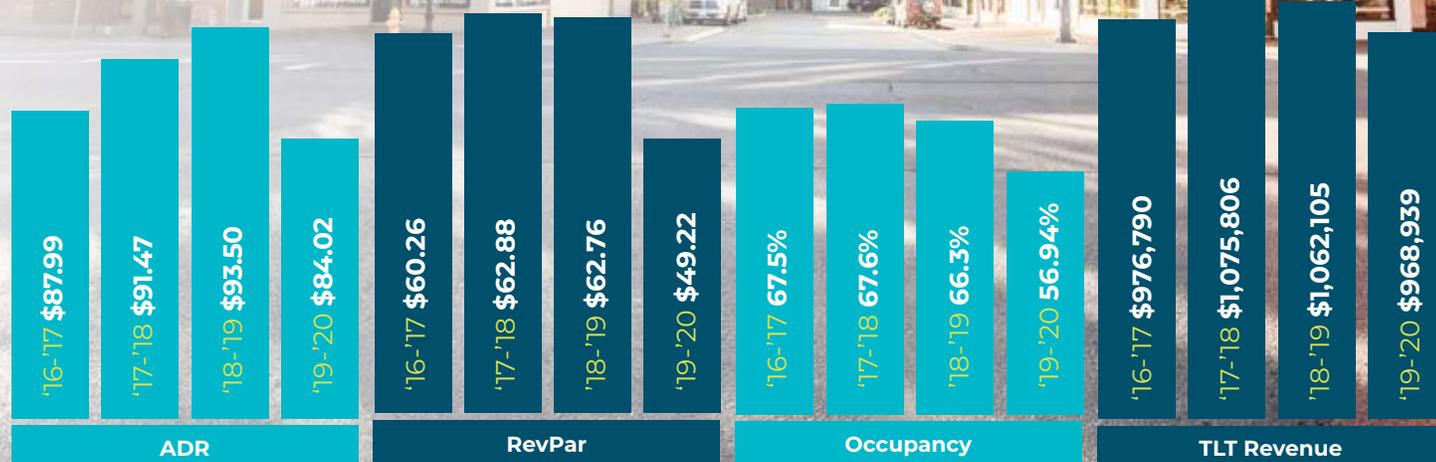
Source: STR Destination Report

ADR: Average Daily Rate, the average cost of a hotel room in Medford.

RevPAR: Revenue Per Available Room. The average amount of revenue generated from all available hotel rooms in Medford.

TLT Revenue: Travel Medford revenue based on 25% of the 9% Medford Transient Lodging Tax.

Occupancy: The percentage of hotel rooms that are occupied in Medford.



DIRECT ECONOMIC IMPACT



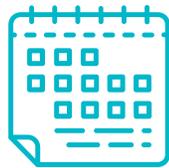
Jackson County Tourism Employment: **5,790**

Source: Oregon Travel Impacts: 1991-2019, Dean Runyan Associates.

TARGETED PERSONAS



Highest travel times are April – September



Trip planning length
Less than one month



Trip planning resources
Online reviews, destination websites, friends and family, travel guide



Size of party
3.1 (spouse/partner, children, friends)



90% of visitors drive a car
35% OR, 32% CA, 6% WA



Top activities in Southern Oregon National/state park, landmark/historic site, hiking, fine dining



Average age – 48.1



Special interests Historic places, cultural activities, culinary experiences, brewery and wine tasting

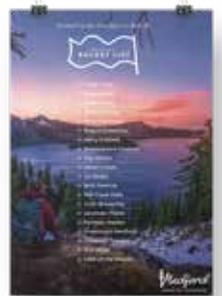
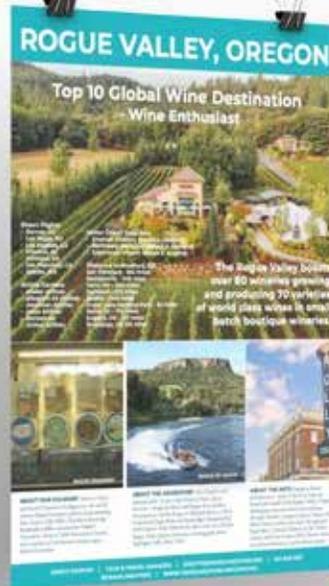
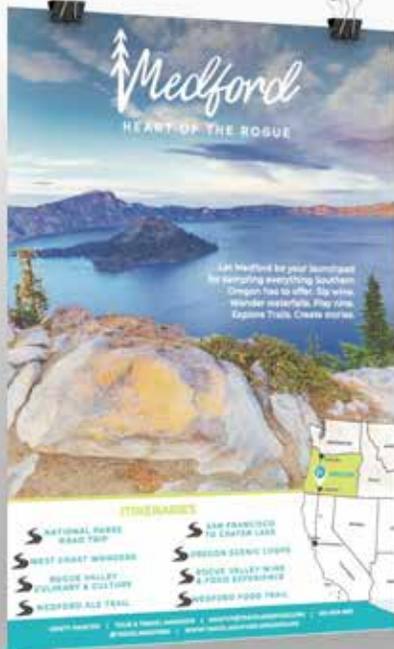


85% have some college or more

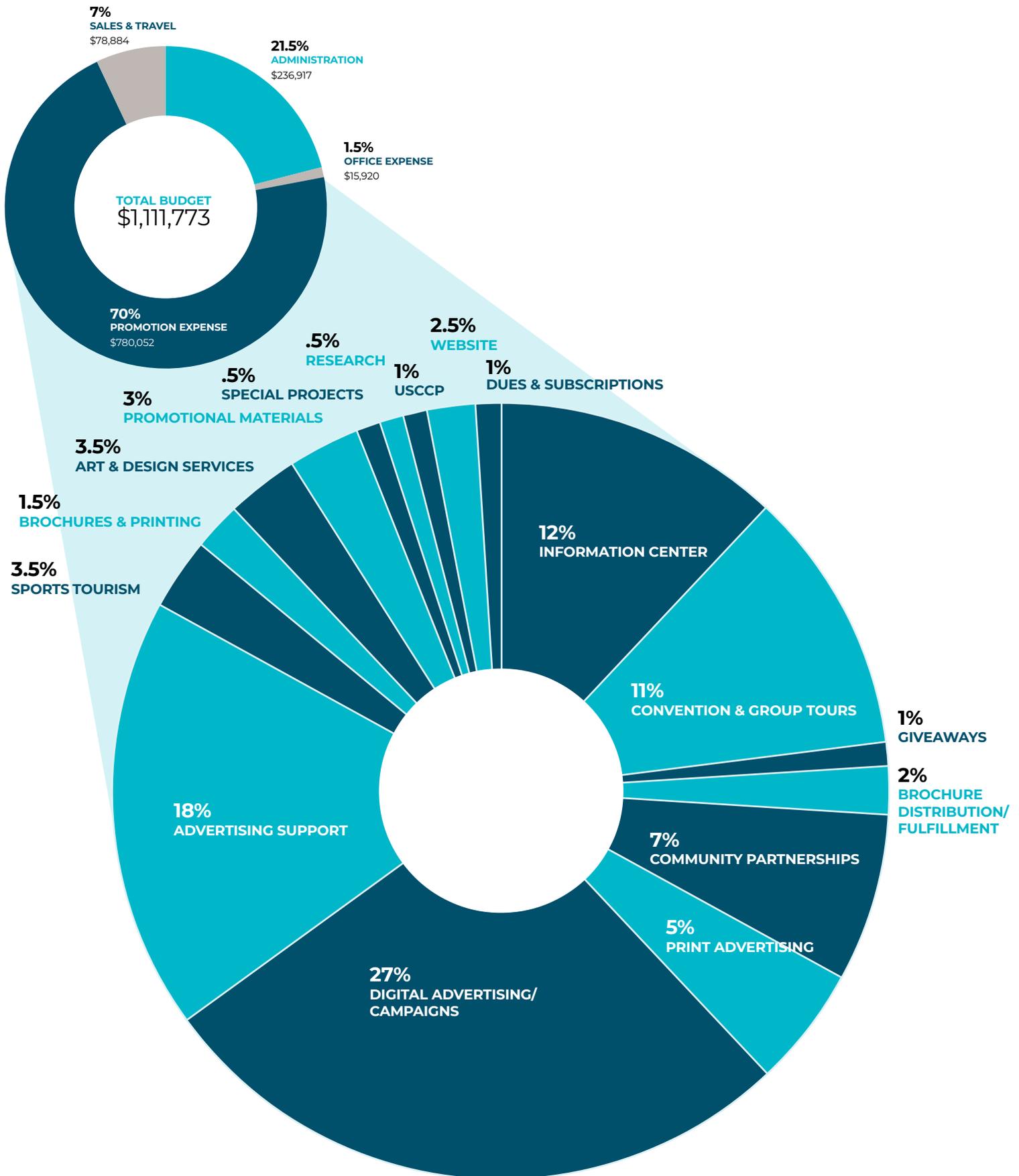


Household Income - \$70,540

Source: Longwoods International.

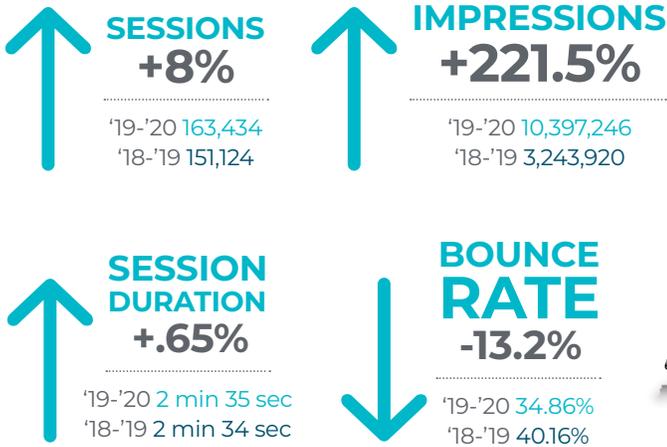


TRAVEL MEDFORD BUDGET 2019-2020

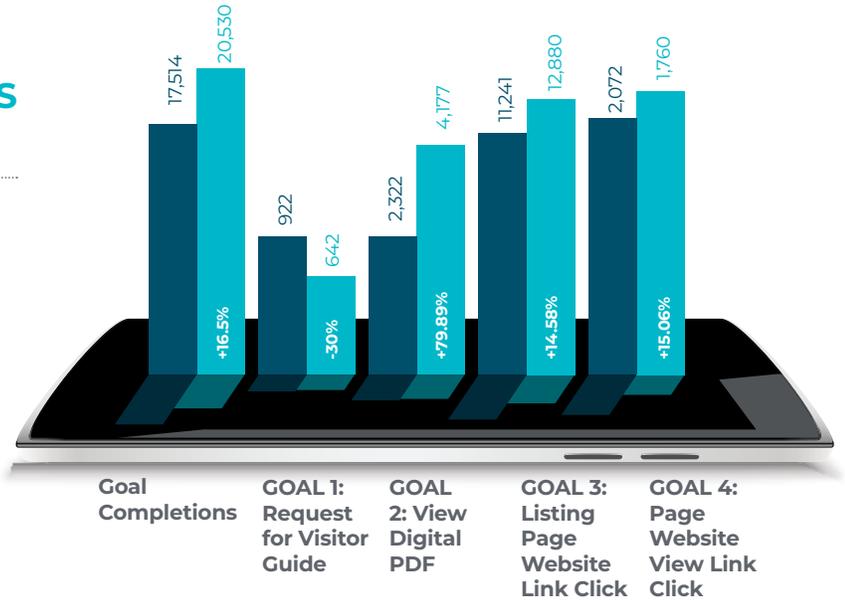


2018-2019 | 2019-2020

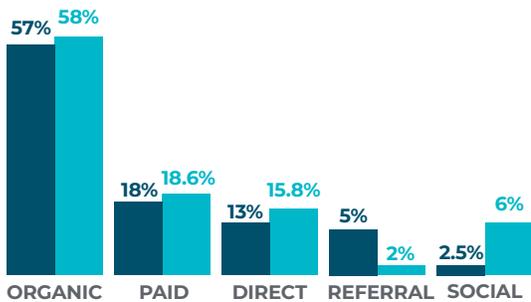
WEBSITE VITALS



GOAL COMPLETIONS



SEARCH TRAFFIC



DEVICE USAGE



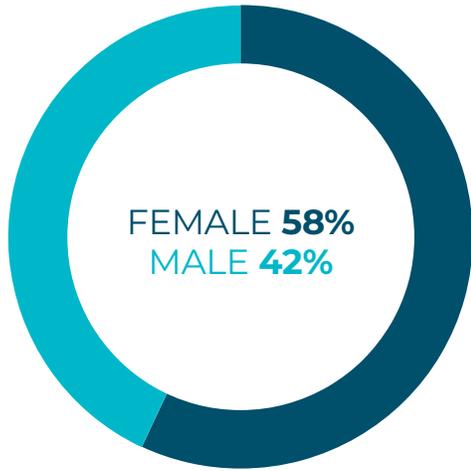
GOOGLE ADWORDS



YOUTUBE AD SPEND



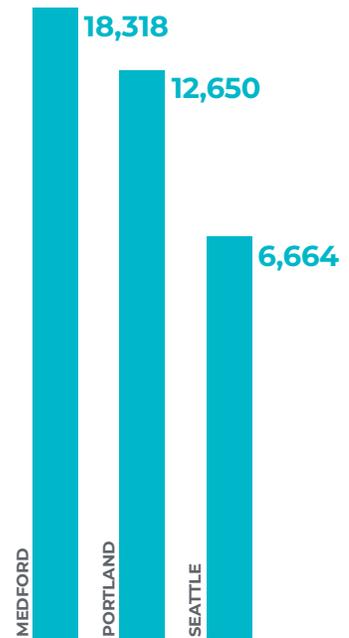
GENDER



LOCATION



TOP 3 CITIES



AGE

- 18-24 - 7%
- 25-34 - 23%
- 35-44 - 19%
- 45-54 - 17%
- 55-64 - 18%
- 65+ - 16%

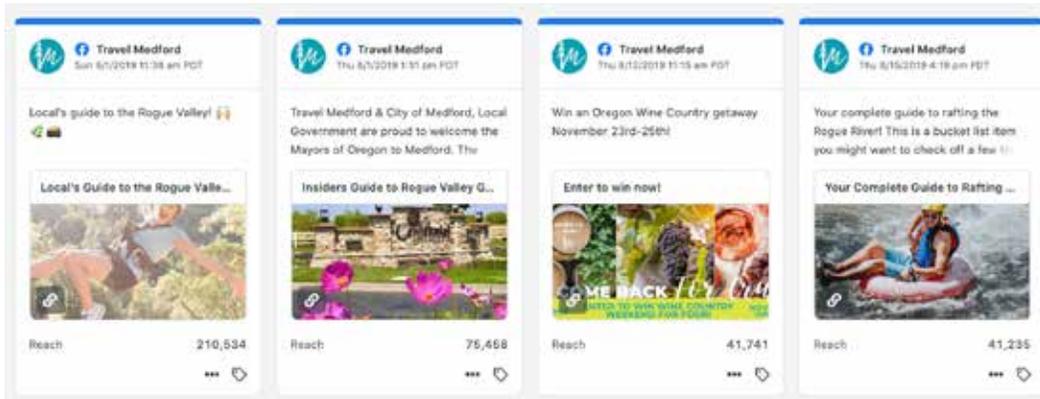
TOP 5 WEBSITE PAGES



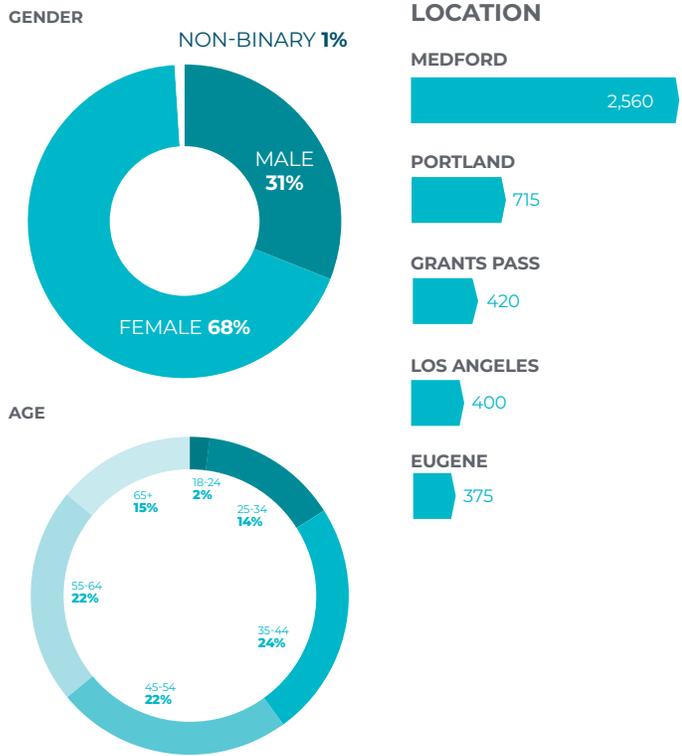
FACEBOOK VITALS



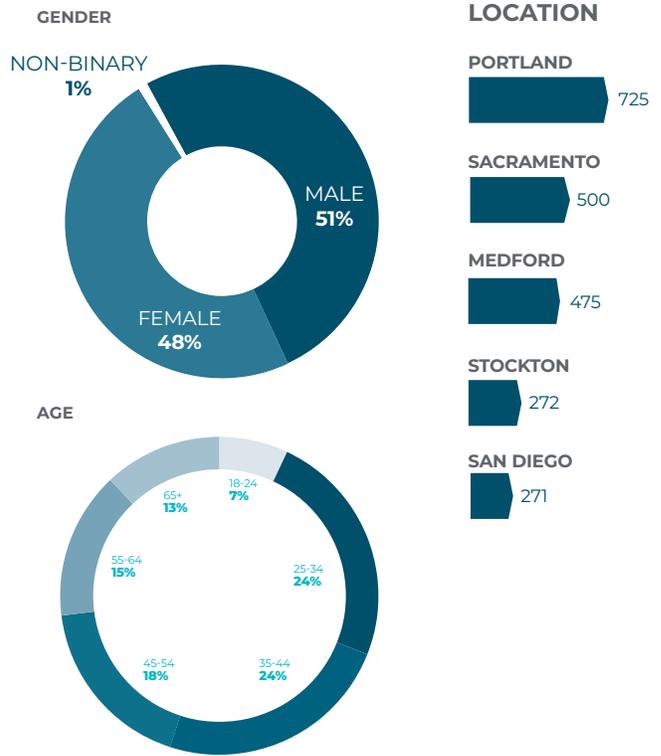
TOP PERFORMING FACEBOOK POSTS



DEMOGRAPHICS BY FOLLOWERS



DEMOGRAPHICS BY DAILY AVERAGE REACH



INSTAGRAM VITALS

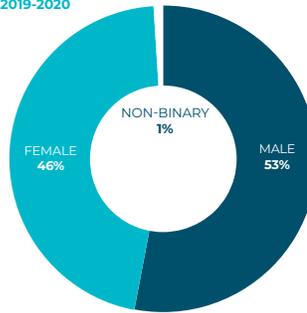


TOP PERFORMING INSTAGRAM POSTS BY IMPRESSIONS

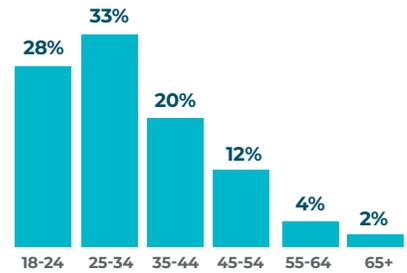


INSTAGRAM DEMOGRAPHICS

GENDER 2019-2020



AGE 2019-2020

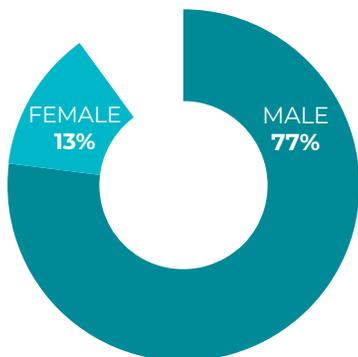


PINTEREST VITALS

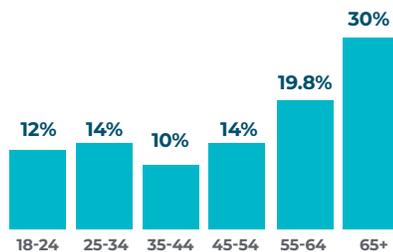


DEMOGRAPHICS

GENDER



AGE



TOP AUDIENCE LOCATIONS

- PORTLAND
- LOS ANGELES
- SAN FRANCISCO
- SACRAMENTO
- NEW YORK

MEDFORD
PARKS, RECREATION AND FACILITIES

2019 USCCP ECONOMIC IMPACT
\$12.2 MILLION
HIGHEST IN PARK HISTORY

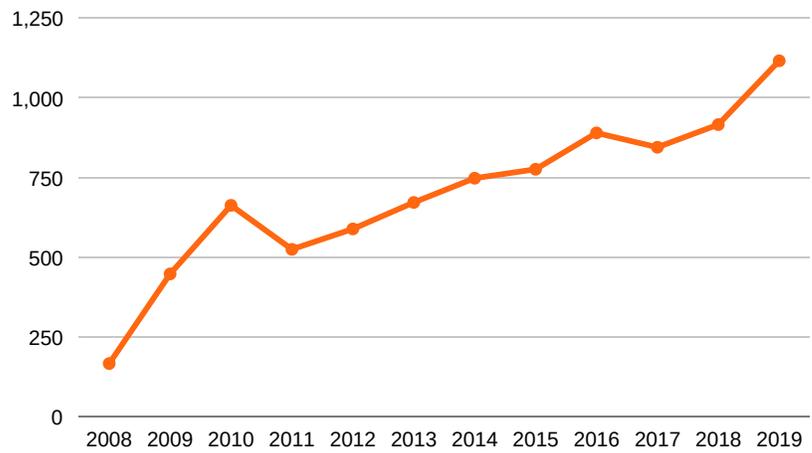
161,500
PARTICIPANTS IN 2019

\$5.4 MILLION
SPENT BY VISITING TEAMS & PARTICIPANTS

US CELLULAR PARK VISITING TEAMS

STATS BREAKDOWN

YEAR	TOTAL TEAMS	VISITING	VISITING %
2008	388	167	43%
2009	903	448	49.6%
2010	1,331	633	47.6%
2011	1,172	525	44.8%
2012	1,170	589	50.3%
2013	1,325	672	50.7%
2014	1,415	748	52.3%
2015	1,586	776	48.9%
2016	1,837	890	48.4%
2017	1,754	845	48.2%
2018	1,783	916	51.4%
2019	1,769	1,116	63.1%



2019 TOP 10 SPORTS STORIES & AWARDS BANQUET

- **KEYNOTE SPEAKER:** Dave McGillivray
- **SPORTS ADVOCATE:** Greg Jones
- **DAN BULKLEY SPIRIT OF COMPETITION AWARD:** Stephen Eisenhauer
- **YOUTH OFFICIAL OF THE YEAR:** Dave Tostenson
- **TOP MALE ATHLETE OF 2019:** EJ Holland (Nominees: Zach Beltz, Seth Brown, EJ Holland, Dante Olson, & Gabe Vidlak)
- **TOP FEMALE ATHLETE OF 2019:** Gabby Sandoval (Nominees: Clara Honsinger, Taylor Ristvedt, Kyleigh Lopez, Gabby Sandoval, & Jaida Ross)
- **SOSC/KOBI KNOW YOUR ROLE SCHOLARSHIP RECIPIENT:** Sophie Ferreira (Cascade Christian HS)

90,000 SQUARE FOOT
MEDFORD SPORTS
& EVENTS CENTER



SPORTS
AQUATICS
CONVENTION
ENTERTAINMENT



ENDLESS
OPPORTUNITY

IS COMING TO MEDFORD!



6,500 sq ft
RECREATIONAL POOL

8,150 sq ft
COMPETITIVE POOL

90,460 sq ft
INDOOR MULTI-USE
EVENT COMPLEX

8 FULL-SIZE
BASKETBALL COURTS

16 MULTI-USE
COURTS

364 EXHIBIT
STALLS

25,680 sq ft
SHARED SUPPORT SPACE

1,200-1,800
CAPACITY

On May 19, 2020, Medford voters approved two transient lodging tax measures that will serve as a funding mechanism for the Medford Sports & Events Complex. Significantly increasing the Rogue Valley's capacity for large sporting and swimming events, conferences and a multitude of activities, the new Sports & Events Complex will be positioned as a primary economic tourism driver when complete.

In the years leading up to the vote, a feasibility study determined that while Medford was not ready for a full-scale convention center, it was woefully deficient in public pool facilities, large indoor event and conference space, and lacked a minimum of 19 full-size basketball courts.

PROJECT COMPLETION DATE

LATE 2023



ARTIST RENDERING OF FACILITY

PROPOSED LOCATION: HOWARD MEMORIAL SPORTS PARK

 **\$48,446.97**

Sports & Outdoors



USA Softball Fall Showcase; Sasquatch Open Pro AM; Southern Oregon Golf Championship; Pear Blossom Festival; Southern Oregon Classic; Pear Blossom Run (Virtual); The Rogue Marathon (Virtual); Heart of the Rogue Festival

\$16,956.44

Beer & Wine



Oregon Wine Experience; Brine, Brew, & Barrel – Fermentation Festival; Pear Blossom Festival; Southern Oregon Classic; Brews, Bluegrass, & BBQ; Heart of the Rogue Festival

\$14,534.09

Performing & Visual Arts



Summer Folk Music Series; Dancing & Dining on the Streets -Virtual ; Medford Rod & Custom Show; Winter Lights Festival; Pear Blossom Festival; Southern Oregon Classic; Brews, Bluegrass, & BBQ; Medford Comic Con; Art in Bloom; Heart of the Rogue Festival

\$14,534.09

General



Dancing & Dining in the Streets – Virtual; **Rogue Valley Farm Tour; Brews, Bluegrass, & BBQ; Heart of the Rogue Festival**

\$2,422.35

**Events in red are those that have been postponed till 2021.*

TRAVEL MEDFORD SUPPORTED 21 LOCAL EVENTS THROUGH THE COMMUNITY PARTNERSHIP PROGRAM

INDUSTRY MEMBERSHIPS





HEART OF THE ROGUE FESTIVAL



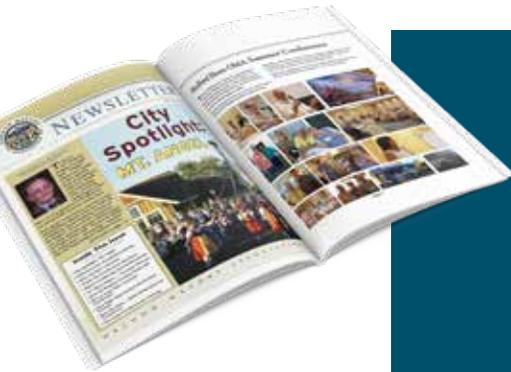
HORIZONTAL



- Developed festival brand identity and aesthetics that compliment Travel Medford's brand and messaging
- Strengthened collaborative effort with community organizations, including Downtown Medford Association and Medford Alba Sister City Association
- Developed and finalized the 2-day Festival concept and structure
- The Rogue Marathon, a Boston-qualifier, was re-routed to end at the Festival in Downtown Medford

TRAVEL WRITERS / EARNED MEDIA

- Foodista
- Planetware
- Travel Oregon
- Bend Magazine
- Trail Blazer Magazine
- USA Today
- NW Travel Magazine
- Wander with Wonder Blog
- Milken Institute
- CNN
- New York Times
- Alaska Magazine
- Wine Enthusiast
- Sip Magazine
- Big Blend Radio
- Life Uncorked
- OPB
- Vino-sphere
- International Food, Wine & Travel Magazine
- Toasting Food and Wine



Oregon Mayors Conference

“Travel Medford did a stellar job showcasing Medford to the Mayor’s of Oregon at the Oregon Mayor’s Association Conference”
- Medford, Oregon Mayor Gary Wheeler

CONFERENCES

- Hosted Oregon Mayors Conference
- LA Adventure Show
- San Diego Marketing Summit
- Co-hosted with Travel Southern Oregon the Rogue Valley Culinary and Agritourism Studio creating the Rogue Valley Food trail
- Oregon Festivals & Events Association Conference
- Oregon Small Farms Conference
- International Food, Travel and Wine Writers Association Writers Conference
- DMA West

AIRPORT INFORMATION CENTER

AIRPORT TOUCHES

15,505

EXPLORER BOARD TOUCHES

1,436

AIRPORT VOLUNTEER HOURS

1,746

TOTAL VISITOR TOUCHES

24,294

TOTAL VOLUNTEER HOURS

3,817

EQUALS SALARY & BENEFITS

\$103,822.40

VISITOR INFORMATION CENTER

VIC TOUCHES

8,789

VIC VOLUNTEER HOURS

2,071



↑ TRAVEL
↑ Medford



TRAVEL MEDFORD

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