

TRAVEL
Medford

QUARTER 4 2023
(APR - JUN)



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TRANSIENT LODGING TAX

APRIL-JUNE 2023

APR

\$81.6 K

\$101.2 K

\$120.6 K

\$91.2 K

MAY

\$87.7 K

\$117.5 K

\$124.5 K

\$132.4 K

JUN

\$66.4 K

\$126.2 K

\$144.9 K

\$143.9 K

2019

2021

2022

2023

NOTE: 2020 NOT SHOWN DUE TO COVID

TOURISM TRENDS

APRIL-JUNE 2023

ADR

'18-'19

\$95.73

'20-'21

\$110.79

'21-'22

\$120.52

'22-'23

\$118.08

PRE-COVID
VS.
2022-23

+23%

OCCUPANCY

69.9%

86.1%

76.7%

67.3%

-4%

NOTE:
SUPPLY UP 7% TO 18-19
SUPPLY UP 11% TO 21-22

TLT REVENUE

'18-'19

\$236K

'20-'21

\$345K

'21-'22

\$390K

'22-'23

\$368K

PRE-COVID
VS.
2022-23

+56%

INTERMEDIARIES

\$54,928

\$67,236

\$72,180

+31%

2023-26 Strategic Goals



EXTERNALLY FOCUSED

INTERNALLY FOCUSED

TOURISM PROMOTION		VISITOR SERVICES		EVENT PROMOTION		DESTINATION DEVELOPMENT		ORGANIZATIONAL SUSTAINABILITY	
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	0%	1. Secure & Promote New & Existing Events	0%	1. Elevate Sports Tourism through Your Sportground brand	50%	1. Finalize Strategic Planning	50%
2. Implement Public Relations Strategy	75%	2. Open Visitor Information Center at Rogue X	25%	2. Have a Presence at More Community Events	0%	2. Leverage Partnership with SOSOC to Increase Sports/Recreation Opportunities	0%	2. Expand Brand Wear program	0%
3. Develop a Content & Editorial Calendar	0%	3. Expand Visitor Engagement Programs	0%	3. Expand Heart of the Rogue Festival SM	0%	3. Further Develop & Syndicate Know Your Role™ Program	14%	3. Incorporate Advertising Media Kit	0%
4. Increase awareness of the Heart of the Rogue™ brand	0%	4. Update Wayfinding Signage	20%	4. Create Giveaway & Inventory Management Structure	0%	4. Unite Regional Collaboration Efforts & Partnerships	0%	4. Capitalize on Available Grants	40%
5. Conduct Market Research & Advertising Effectiveness to Determine Best Use of TLT Funds	25%					5. Advance DEI & Accessibility Opportunities to Foster a Welcoming Destination	0%	5. Create Onboarding Documents for Internal & Community Education	0%
								6. Develop & Execute Industry Communication Plan	0%
								7. Develop Universal Reporting Dashboard	25%

MEDFORD MARKET VISITATION

Q4 2023 | SOURCE: DATAFY

Total Trips
1,669,896 Trips

Visitor Days
3,268,285 Days

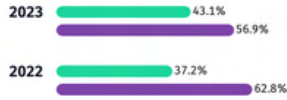
Avg Length of Stay
2 Days

Unique Visitors
923,541 Visitors

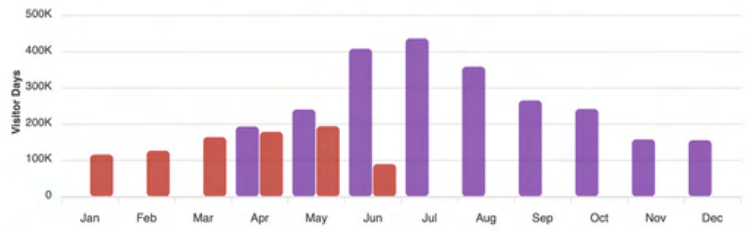
Trips

Visitor Days

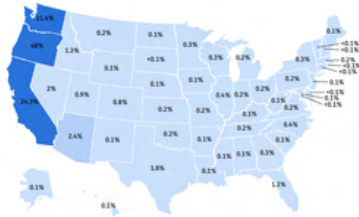
● In-State ● Out-of-State



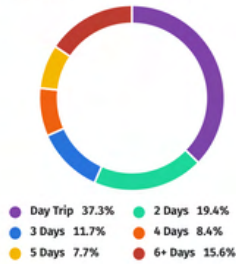
Monthly Volume by Visitor Days



Share of Trips by State



Visitor Days by Length of Stay



Weekday vs. Weekend



Trends Overview

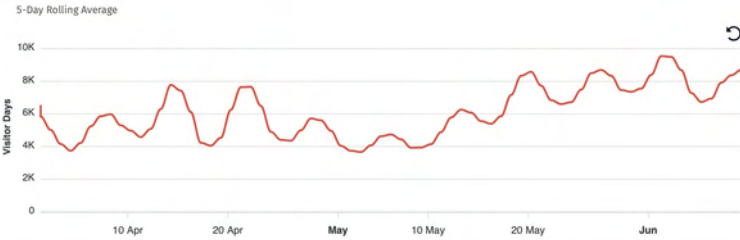
Visitor Days
490,242 Days

Top In-State DMA
Medford-Klamath Falls

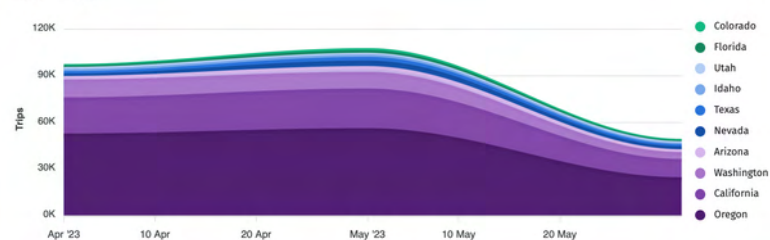
Top Out-of-State DMA
Sacramento-Stkton-Modesto

Total Trips
284,430 Trips

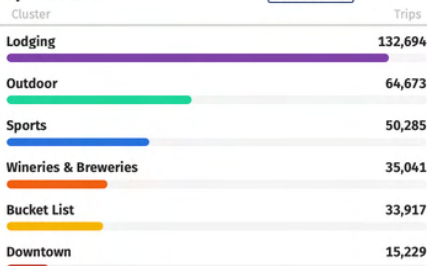
Daily Visitors Trend



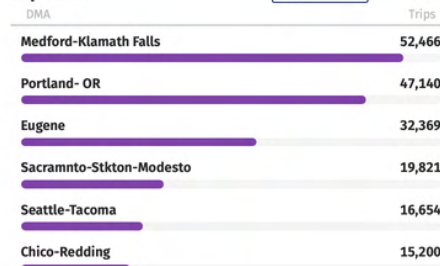
State Trends



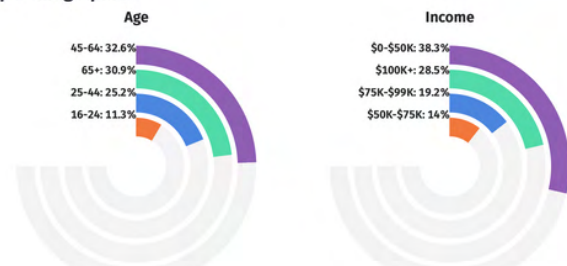
Top Clusters



Top DMAs



Top Demographics



PRINT ADVERTISING REPORT

APRIL-JUNE 2023



THIS COULD BE YOU



Crater Lake National Park, Oregon

Leave it all behind for a long weekend in Southern Oregon visiting the Nation's deepest lake and Oregon's only National Park—Crater Lake.

Fill your cup back up with the eclectic offerings of the Rogue Valley's natural wonderland and world-class wine region.

Come see why Wine Enthusiast Magazine named the Rogue Valley Top 5 Global Wine Destination.

Medford is the heart of the Rogue Valley and your launchpad to discovering all that Southern Oregon has to offer.



WWW.TRAVELMEDFORD.ORG | [@TRAVELMEDFORD](https://twitter.com/TRAVELMEDFORD)

Head over to our website to learn more!



EXPLORE THE BOUNTY OF THE HEART OF THE ROGUE™

From outdoor rafting adventures to being named one of the top 5 global wine regions in the world by Wine Enthusiast, Medford has you covered.

Maximize your adventure when you Travel Medford.

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



MEDFORD IS YOUR GATEWAY AND LAUNCHPAD TO CRATER LAKE NATIONAL PARK



Head over to our website to learn more!

[@TRAVELMEDFORD](https://twitter.com/TRAVELMEDFORD)
TRAVELMEDFORD.ORG



DIGITAL ADVERTISING REPORT

APRIL-JUNE 2023

- Sojern Direct Booking Campaign (*results below*)
- Expedia Direct Booking Campaign (*results on next page*)
- FOX Live Streaming Your Sportground Commercials
- Portland Monthly Retargeting Campaign
- 425 Media Digital Awareness Campaign
- Travel Oregon Sponsored Article and Retargeting Campaign
- Bend Magazine Digital Oregon Wine Month Campaign
- Datafy Oregon Wine Month Campaign

SOJERN SNAPSHOT

ECONOMIC IMPACT REPORT



Campaign: **Travel Medford Spring 2023 Campaign**
 Flight Dates: **Apr 01, 2023 to Jun 30, 2023**
 Reporting Dates: **Apr 01, 2023 to Jun 30, 2023**

Post-Impression Travel Summary

How many travel events did the campaign drive to Medford, OR?



	Total Events	Total Travelers
Flight Search	2,884	1,344
Flight Booking	243	313



	Total Events	Total Travelers	Hotel Night Stays
Lodging Search	693	641	1,675
Lodging Booking	175	201	292

Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days
Flight Search	2,884	1,344	47.36	3.59
Flight Booking	243	313	33.86	4.58
Lodging Search	693	641	29.62	2.46
Lodging Booking	175	201	23.71	1.63
Car Search	253	121	40.81	6.26
Car Booking	53	49	21.36	7.57
Rail/Bus Search	1	1	1.00	
Vacation Search	1	4	24.00	9.00
Grand Total	4,303	2,674	27.72	3.59

	Total Events	Total Travelers	Hotel Night Stays
Total Bookings	471	543	292

Economic Impact

Confirmed Total Travelers x Avg. Spend Per Traveler = Total Est. Traveler Spend

464,808.00 USD

ROAS (Return On Ad Spend)

Total Est. Traveler Spend / Media Spend = ROAS

30.99 : 1 USD

DIGITAL ADVERTISING REPORT

APRIL-JUNE 2023

EXPEDIA REPORT SNAPSHOT

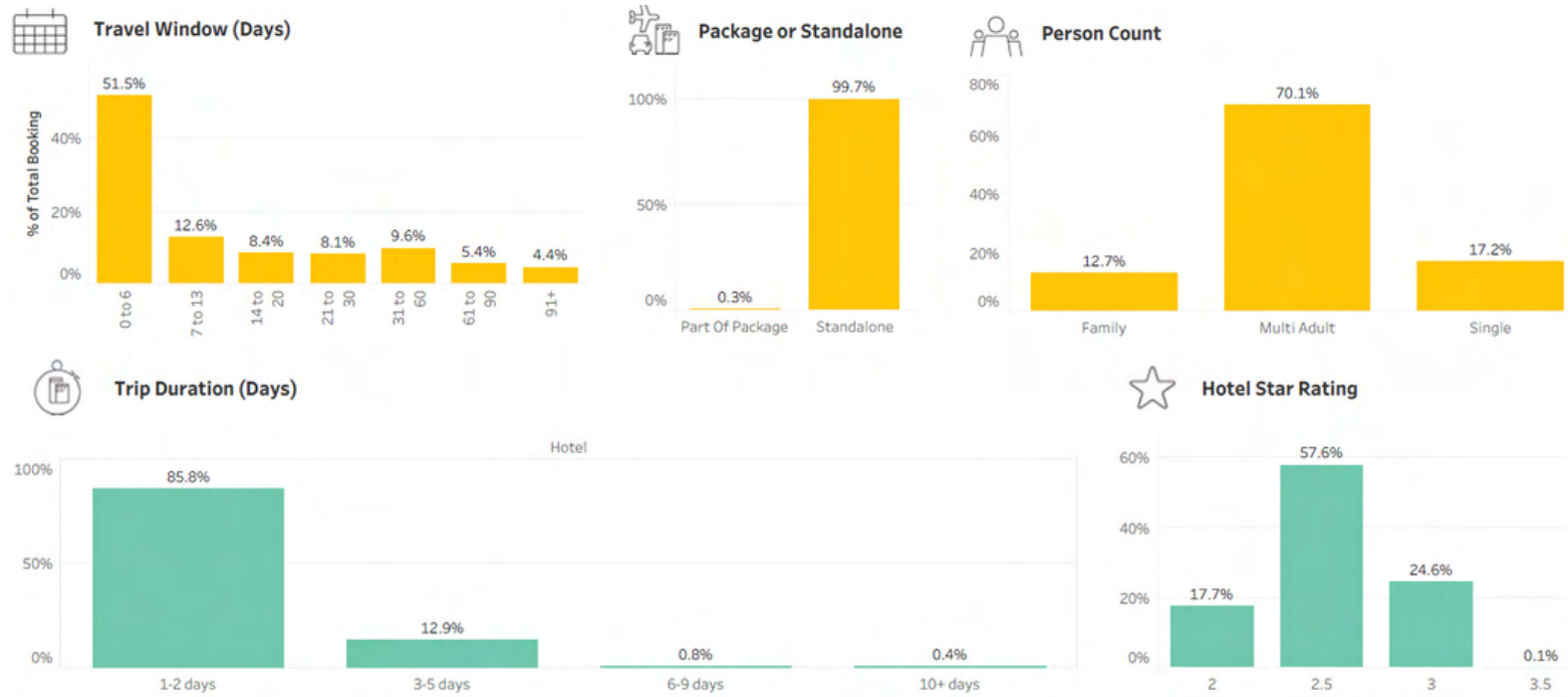


Performance Summary For Travel Medford



POS Summary

POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	Room Nights	ADR	ROAS	Avg LOS
Expedia US	\$13,789	833,693	1,308	0.16%	\$393K	2,891	136	28.5	2
Hotels.com US	\$6,362	245,120	355	0.14%	\$332K	2,515	132	52.2	2
Travelocity US	\$2,345	52,000	287	0.55%	\$16K	134	118	6.7	2
Grand Total	\$22,496	1,130,813	1,950	0.17%	\$741K	5,540	134	32.9	2

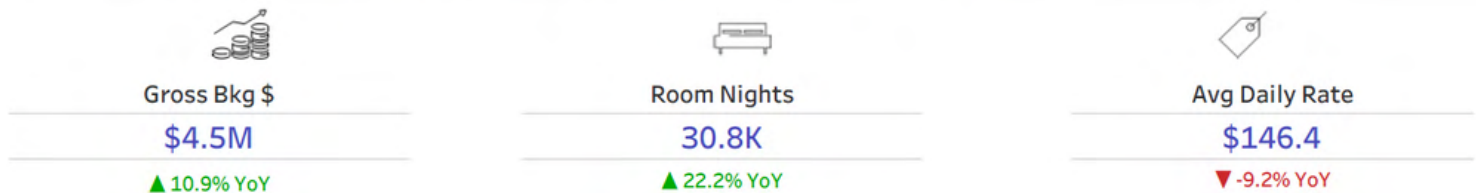


>> * Includes Bookings Resulting from On-site DFP

Report Period: February 15, 2023 to June 30, 2023



Overall Booking YoY Summary For Travel Medford



GOOGLE AD REPORT (SEM)

APRIL-JUNE 2023


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.

SEM SPENDS

CLICKS	IMPRESSIONS	COST PER CLICK	TOTAL SPEND
195K	14.6M	\$0.29	\$56.2K



Crater Lake National Park

Fly directly into Medford (MFR) and be at Crater Lake within an hour


Impressions	Clicks ▼
1,888,924	24,297



Travel Medford

The Official Guide to Medford and Southern Oregon From Travel

Impressions	Clicks ▼
492,447	10,667



LOCAL EVENTS

Medford Top Attractions

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

Impressions	Clicks ▼
13,484	149

Oregon's National Park | Crater Lake | Medford, Oregon Lodging

Ad www.travelmedford.org/Crater_Lake

Medford is the heart of the Rogue Where anchored by Crater Lake to the North. Check off the Rogue Valley Bucket List to maximize your Southern Oregon vacation

Wine Country Map · Crater Lake Guide · Map of Medford + Rogue · Rogue Valley Bu...

Destinations: Swimming in Crater Lake, Hiking Crater Lake, Lodging Crater Lake

[Driving the Rim](#)

[Swimming in Crater Lake](#)

[Hotels near Crater Lake](#)

[Hiking Crater Lake](#)

TOP CONTENT

- **CRATER LAKE**
- **VISITOR GUIDE**
- **EVENTS**

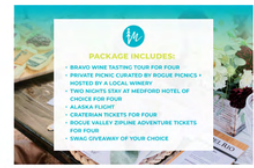
TRAVEL MEDFORD ENEWSLETTER Q4 2023

APRIL NEWSLETTER PERFORMANCE

Sent	Open Rate		Click Rate				
17657	45.6%		5.5%				
	Original	Resend	Total	Original	Resend	Total	
Opens	6166	1526	7692	Clicks	693	204	897
Sent	17657	10684	28341	Did Not Open	10251	8987	19238
Bounces	1240	171	1411	Unsubscribed	44	25	69
Successful Deliveries	16417	10513	26930	Spam Reports	7	6	13
Desktop Open Percentage			93.2%	Mobile Open Percentage			6.8%



ENTER TO WIN A WINE COUNTRY GETAWAY



MAY NEWSLETTER PERFORMANCE

Sent	Open Rate		Click Rate		
16535	38.2%		1.9%		
Opens			5876	Clicks	285
Sent			16535	Did Not Open	9494
Bounces			1165	Unsubscribed	61
Successful Deliveries			15370	Spam Reports	13
Desktop Open Percentage			96.1%	Mobile Open Percentage	3.9%



Indulge your senses and celebrate the art of winemaking during Oregon Wine Month in the breathtaking Rogue Valley. Immerse yourself in the vibrant wine country of Southern Oregon, where rolling vineyards and majestic mountains create a picturesque backdrop for unforgettable experiences. Throughout the month of May, you'll have the opportunity to savor the region's renowned wines, meet passionate winemakers, and discover the unique flavors that emerge from this fertile terroir. Whether you're a seasoned oenophile or a curious novice, Oregon Wine Month in the Heart of the Rogue™ promises an enchanting journey through exquisite vineyards, charming tasting rooms, and an ambiance that captures the true spirit of wine country.



THE ROGUE VALLEY SPRING BUCKET LIST

Whether you're seeking an outdoor adventure, cultural experiences, or just a relaxing getaway, the Rogue Valley has it all.

JUNE NEWSLETTER PERFORMANCE

Sent	Open Rate		Click Rate		
21204	36.9%		2%		
Opens			7310	Clicks	393
Sent			21204	Did Not Open	12513
Bounces			1381	Unsubscribed	93
Successful Deliveries			19823	Spam Reports	11
Desktop Open Percentage			95.2%	Mobile Open Percentage	4.8%



Whether you're seeking adventure, relaxation, or a mixture of both, the Rogue Valley has something for everyone to enjoy this summer. With a plethora of activities and experiences awaiting your discovery, it's time to make the most of this season filled with immersive events, outdoor excursions, and warmer weather. Enjoy a leisurely stroll through Medford's vibrant Downtown Historic District, filled with charming boutiques, art galleries, and cozy cafes and don't miss the chance to embark on a thrilling rafting adventure along the iconic Rogue River. The Heart of the Rogue™ beckons you to embrace the warmth of the summer sun and create cherished memories to last a lifetime.



SOUTHERN OREGON GOLFERS PARADISE GIVEAWAY

Calling all golf enthusiasts! Swing into an unforgettable golfer's paradise in the Heart of the Rogue™. Experience pristine fairways, breathtaking views, and top-notch courses that will challenge and delight you. Don't miss out on this summer's ultimate giveaway!

WEBSITE REPORT

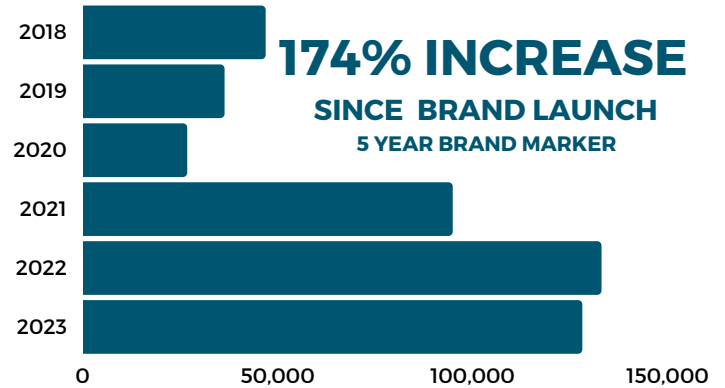
APRIL - JUNE 2023



WEB TRAFFIC

3.7% DECREASE Q4 YOY

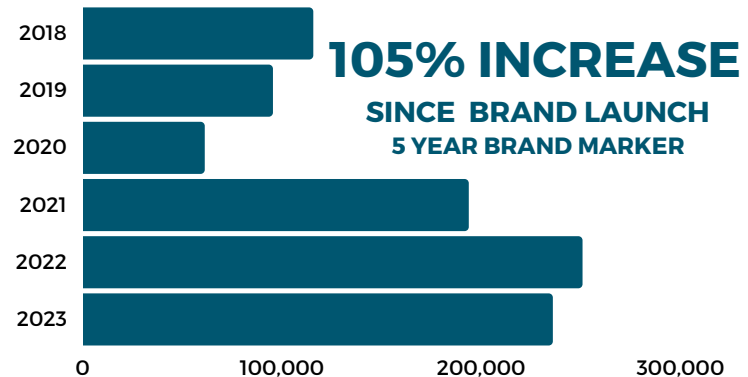
2023: 127,877
2022: 132,798
2021: 94,643
2020: 26,551
2019: 36,130
2018: 46,668



UNIQUE PAGEVIEWS

5.7% DECREASE Q4 YOY

2023: 236,099
2022: 250,350
2021: 193,264
2020: 60,767
2019: 94,984
2018: 115,231



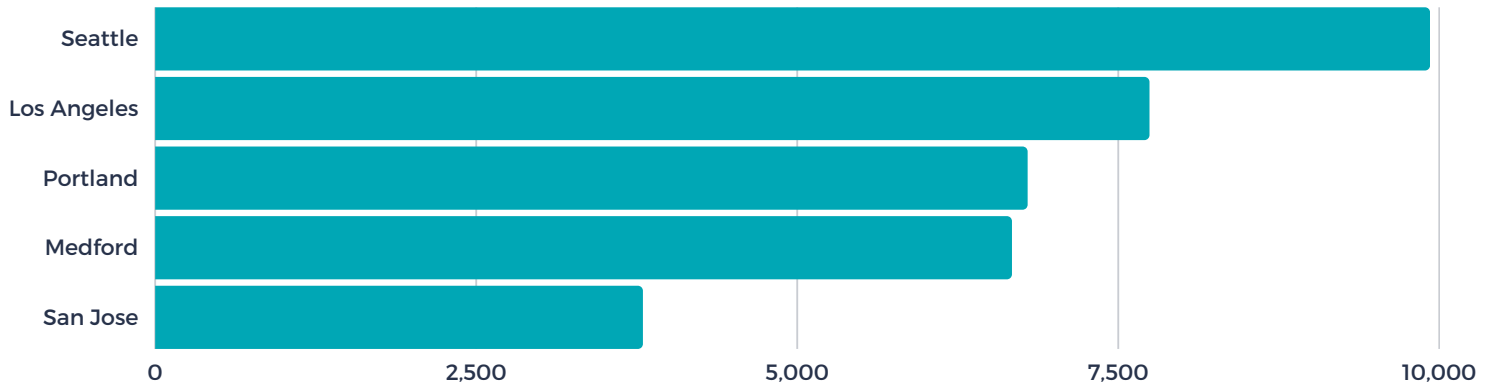
WEBSITE REPORT

APRIL-JUNE 2023

WEBSITE DEMOGRAPHICS

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

USER BY CITY LOCATION



CALIFORNIA USERSHIP

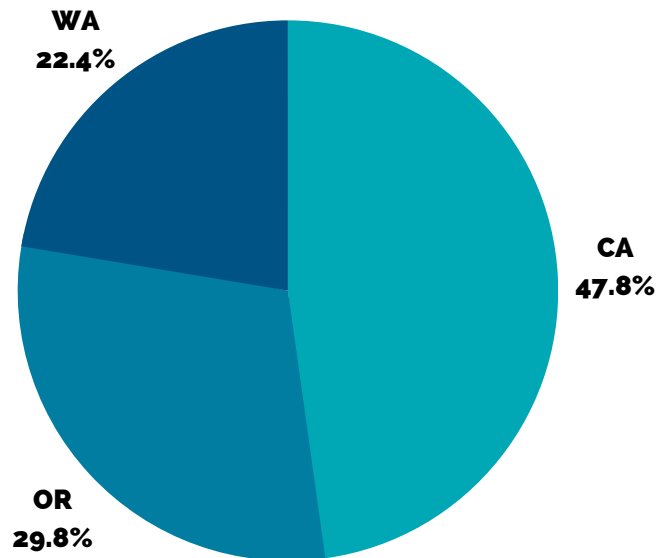
Usership from California has decreased by 5% with the primary audience coming from Los Angeles, San Jose and Sacramento.

OREGON USERSHIP

Usership from Oregon has decreased by 18% YOY with the primary audience coming from Portland.

WASHINGTON USERSHIP

Usership from Washington has increased by 28% YOY with the primary audience coming from Seattle.



35+

over 60 percent of users are over the age of 35

#01

Referral is coming from Facebook

78%

of users are tapping into Travel Medford via their mobile device

WEBSITE REPORT

APRIL-JUNE 2023



TOP 5 PAGES VIEWED

MOST VIEWED PAGES

1. Crater Lake
2. Things to Do
3. Events
4. Regional Attractions
5. Table Rocks

TOP 4 BLOGS VIEWED

MOST VIEWED BLOGS

1



THE ROGUE VALLEY SPRING BUCKET LIST

Spring is a beautiful season to explore this charming city nestled in the heart of... [Read More](#)

Dining, Fishing, Guides & Tours, Jetboats, Lakes & Rivers, National Park, Outdoor Activities, Outdoor Adventure, Sports, Things to Do, Trails, Wine, Winery

2



8 CRATER LAKE RIM SPOTS THAT WILL WOW YOU

The bluest, deepest, and purest lake in America lies in Medford's backyard. Oregon's only national park... [Read More](#)

Attractions, Favorite Trails, Lakes & Rivers, National Park, Outdoor Activities, Outdoor Adventure, Things to Do, Trails

3



TOP 4 SPOTS TO GO HIKING THIS SPRING

With spring right around the corner, it's the perfect time to hit the trails! The... [Read More](#)

Family, Outdoor Adventure, Sports, Things to Do, Trails

4



3 TASTING ROOMS TO VISIT THIS SPRING

There is a lot to taste and see when it comes to wine in the Rogue... [Read More](#)

Family, Jacksonville, Tasting Rooms, Things to Do, Wine, Wine Bar, Wine Tours, Winery



SOCIAL REPORT

APRIL-JUNE 2023

616

2,418

2,338

2,285

BUCKET LIST

- Ride the Rim of Crater Lake
- See the Fall Foliage at Lithia Park
- Visit the Grower's Market
- View the Valley from RoxyAnn Peak
- Watch a Performance at the Craterian Theater
- Get Lost at the Pheasant Fields Farm Corn Maze
- Sip a Fall Latte at Forage Coffee
- Visit a Farm for U-Pick Pumpkins
- Grab a Tasty Bite at Fry Family Farm
- Wine Taste Among Vineyard Colors
- Visit a Legendary Ghost Town
- Catch a Rogue Valley Royals Game
- Find a Fall Fit at the Village at Medford Center
- Hit the Links on a Brisk Fall Morning
- Attend a Fall Festival
- Sip a ... by the Fire

FALL EDITION

2,282

FACEBOOK ORGANIC

FOLLOWERS
34,825

INCREASE
5.4%

POST LINK CLICKS
34,949

INCREASE
23.4% Paid
DECREASE
36.4% Organic

FACEBOOK PAID

RESULTS
22K

COST PER CLICK
\$0.68

IMPRESSIONS
2.5M

TOTAL SPEND
\$15K

Due to Meta's year of intense legal scrutiny over their information sharing and privacy violations, the Meta algorithm has changed significantly. For example, Facebook is no longer allowed to track links off Facebook. Therefore Facebook is not showing posts to followers that include off-site links unless they are paid posts.

Organic reach has been declining in Facebook due to similar algorithm changes, meaning organic is not being shown to your full follower feeds. Average organic posts is shown to less than 20% of followers. Lower reach results in lower engagement. This means that if we want to count engagement as a measurable KPI, then we can only count paid engagement.

Our KPIS for social media going into 2023-2024 will be reevaluated within the new algorithm lanes.

LEADS CAMPAIGN

FINAL UPDATE

OREGON WINE MONTH

60 DAY RUN SUBMISSIONS

8,481

LEADS GENERATED FROM 47 STATES

TOP SUBMISSION STATES

- CA TOTAL = 3,102
- WA TOTAL = 1,727
- OR TOTAL = 1,226
- AZ TOTAL = 705

**PARTICIPATION FROM 47 STATES
(ALL BUT MAINE, WEST VIRGINIA, AND
RHODE ISLAND.)**

OREGON WINE MONTH WINE WEEKEND GETAWAY

A Lead Generation Campaign and sweepstakes to win a wine weekend in 2023 for four people.

DETAILS

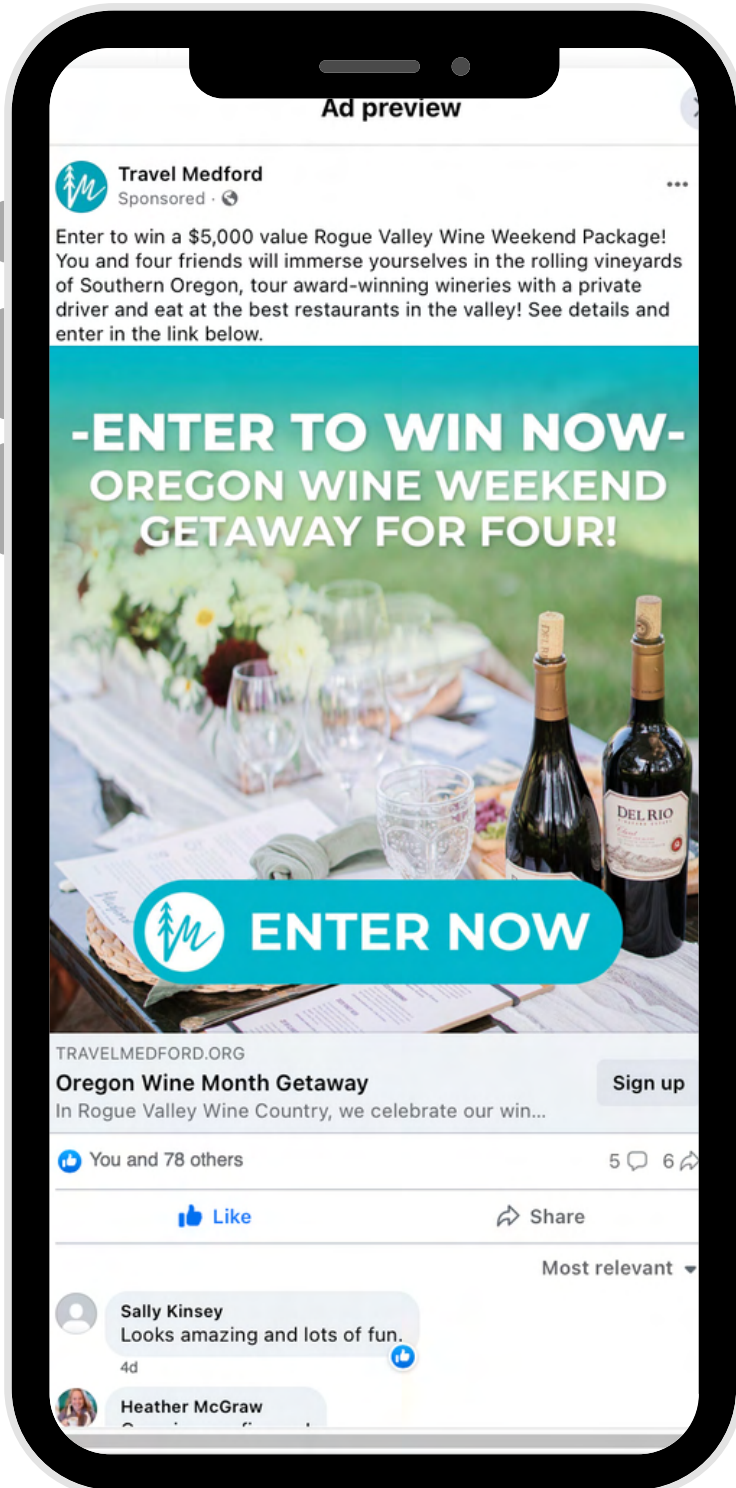
Run Dates: April 1, 2023-May 31, 2023
Winner Selected: June 1, 2023
Redemption: 2023

MARKETING PLAN:

- Enews Letter
- Website Banners
- Travel Oregon Newsletter Banner
- Travel Oregon Retarget Digital Campaign Travel Medford SEM
- Travel Medford Social Organic & Paid
- Chamber Business Review
- Sojern & Madden
- Bend Magazine (Digital)

PACKAGE INCLUSIONS

- 2 Rooms for 2 Nights at Medford hotel of choice
- Bravo Wine Tour for four to wineries of choice
- Rogue Picnic for four at winery of choice
- Meal vouchers 4x
- Welcome Bags 4x
- Rogue Valley Zipline Tickets 4x
- Craterian Certificate 4x



PUBLIC RELATIONS

EARNED & ORGANIC MEDIA

APRIL-JUNE 2023



TRAVEL MEDFORD WINS SIX AWARDS

KDRV, June 2023

Travel Medford has a total of six Hermes Creative Awards, ranking in platinum and gold displayed near the front desk of the office. "We don't start out these projects thinking of awards," Holmes said. "We start out by making sure that we're promoting the community the right way and then all the effort and dedication that goes into it."

[Read More](#)



10 AMERICAN WINE REGIONS THAT DESERVE MORE RECOGNITION

VinePair, May 2023

Rogue Valley is both the southernmost and highest-elevation AVA in Oregon. The region's climate is uniquely impacted both by its proximity to the Pacific Ocean and its placement at the intersection of **three mountain ranges**: the Cascades, the Coast Range, and the Klamath Mountains. Due to the variable climates and soils throughout the region, you can find a wide range of **warm-climate wines** from grapes such as Merlot, Tempranillo, Malbec, and Syrah.

[Read More](#)



THE ROGUE VALLEY IS WINE WITH EVERYTHING COUNTRY

Portland Monthly, May 2023

May is **Oregon Wine Month** and in Southern Oregon's **Rogue Valley**, the celebration signals not only bud break in the vineyards but the start of a summer season filled with outdoor adventure, wine tasting, music and art.

[Read More](#)



TOASTING THE ROGUE VALLEY

Bend Magazine, April 2023

Whether you're a seasoned **wine connoisseur** or simply want to explore a new region while enjoying excellent add-on **activities for the entire family**, here are ten reasons why the **Rogue Valley** should be on your must-visit list.

[Read More](#)



7 UNIQUE EXPERIENCES THE WHOLE FAMILY WILL LOVE IN THIS TOP GLOBAL WINE DESTINATION

Travel Awaits, April 2023

Rogue Valley Wine Country in southern Oregon was recently named a top global wine destination by **Wine Enthusiast** and **Forbes** magazines. It is easy to see why with all the area has to offer. Winemakers and farmers love the microclimates and terroir that allow more than 70 different varietals to thrive in the valley. Discover **four unique wine trails** each with stunning scenery, miles of vineyards, and destination wineries you'll want to spend the whole day at.

[Read More](#)

EVENT PROMOTION

APRIL-JUNE 2023

**Travel Medford
Community Partnership Grant Fund
FY 2022-23**

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Sasquatch Open Pro Am	July 2023	\$1,500	\$1,000		\$1,000	Sports & Outdoors
2	Rockafeast 2022	August 2023	\$10,000	\$500		\$500	Downtown
3	Oregon Wine Experience	August 2023	\$5,000	\$5,000		\$5,000	Wine & Beer
4	SOHS Christmas at Hanley	December 2023	\$1,500	\$1,500		\$1,500	General
5	Rogue Valley Farm Tour	July 2022	\$2,000	\$1,000		\$1,000	General
6	Southern Oregon Cornhole Classic (Paid for in FY 21-22)	October 2022	\$5,000	\$0		\$0	Sports & Outdoors
7	Tee It Up For Timberes Golf Tournament	October 2023	\$5,000	\$500		\$500	Sports & Outdoors
8	Heart of the Rogue Festival	October 2023	N/A	\$45,925		\$45,925	Downtown
9	Rogue Valley Hockey Association	January 2023	\$1,500	\$1,500		\$1,500	Sports & Outdoors
10	American Cornhole Organization Oregon Major	February 2023	\$5,000	\$5,000		\$5,000	Sports & Outdoors
11	Bikes N Brews (Paid in FY 2021-22)	October 2022	\$1,500	\$0		\$0	Downtown
12	Southern Oregon Motorsports Series	March-Oct. 2023	\$5,000	\$5,000		\$5,000	Sports & Outdoors
13	Brew, Bluegrass & BBQ	June 2023	\$1,500	\$1,500		\$1,500	General
14	Alba Sister City Association	March 2023	\$1,500	\$1,860		\$1,860	Wine & Beer
15	Rogue Valley Growers & Crafter's Market	March-Nov. 2023	\$2,000	\$2,000		\$2,000	General
16	SO Pickleball Association Summer Classic	June 2023	\$2,000	\$1,000		\$1,000	Sports & Outdoors
17	Pear Blossom Festival (Cornhole, Run, Golf)	April 2023	\$3,500	\$3,500		\$3,500	General
18	Rogue Music Festival	June 2023	\$10,000	\$6,500	\$20,000	\$26,500	General
19	Concert On The Rocks - Rogue Jetboats	Summer 2023	\$5,000	\$5,000		\$5,000	General
20	Southern Oregon Sports Commission Golf Tournament	May 2023	\$3,000	\$3,000		\$3,000	Sports & Outdoors
21	Southern Oregon Classic & Culinary Feast	June 2023	\$5,000	\$5,000		\$5,000	General
22	Medford Rogues / Know Your Role Night	June 2023	\$1,000	\$1,000		\$1,000	Sports & Outdoors
TOTAL			\$77,500	\$97,285	\$20,000	\$117,285	

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	8	\$30,500	\$26,000	\$20,000	\$46,000
Downtown	3	\$11,500	\$46,425	0	\$46,425
Sports & Outdoors	9	\$29,000	\$18,000	\$0	\$18,000
Wine & Beer	2	\$6,500	\$6,860	0	\$6,860
TOTAL	22	\$77,500	\$97,285	\$20,000	\$117,285

APPROVED EVENTS IN Q4

- SOUTHERN OREGON CLASSIC & CULINARY FEAST
- CONCERT ON THE ROCKS (ROGUE JETBOATS)
- SOSG GOLF TOURNAMENT
- MEDFORD ROGUES / "KNOW YOUR ROLE" NIGHT

EVENT CALENDAR IN Q4
338 EVENTS
+65% YOY

ROGUE MUSIC FEST SPONSORSHIP

COMMUNITY PARTNERSHIP

Google Ads

Impressions 245,890
Clicks 994

Bend Magazine Digital Ads

Newsletter Sends 29,959
Newsletter Ad Link Clicks: 16
Website Banner Impressions 13,827
Website Banner Link Clicks: 11

Southern Oregon Magazine Banner

Impressions 120,000
Unique Conversions 26

Social Media Ad Campaigns

Impressions 646,936
Link Clicks 3,537
Lead Generation 331

Chamber Business Review

Views 138
Clicks 11

Travel Medford June Enews

Newsletter Sends 21,204
RMF Banner Ad Clicks 37

Travel Medford May Enews

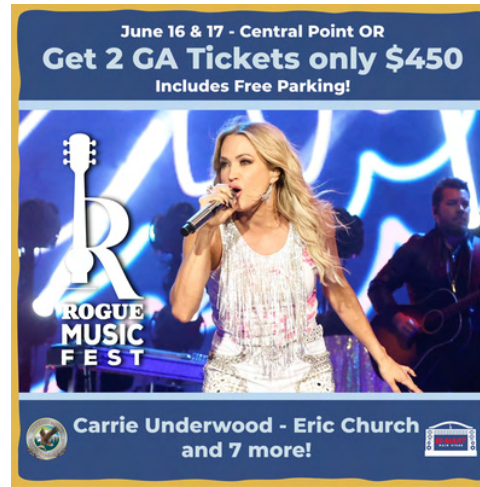
Newsletter Sends 16,535
Banner Ad Clicks 6

Travel Medford Website

Pageviews 5,466

SPONSORSHIP AD SUMMARY

TOTAL IMPRESSIONS: 936,119
TOTAL CLICKS: 4,627



Travel Medford
Published by Ashley Anastasia Lukaris Cates · May 30 at 3:46 PM

CONTEST HAS CLOSED

👉 WIN 2 GA Wristbands to the Rogue Music Fest and see [Eric Church](#) and [Carrie Underwood](#) right here in the Rogue Valley At The Expo, Jackson County Fairgrounds, Oregon this June! 🎉
A \$400 Value plus Swag Bag by Travel Medford-- All you have to do to enter right now is FOLLOW our page and TAG the friend you would take! READY, FOLLOW & TAG!

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Lori Fernandez
Awesome !! Anne Scott let's win !!!!
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