

JULY 2023 - SEPT. 2023

Q1 REPORT

↑ TRAVEL

↑ Medford™

TLT REVENUE Q1

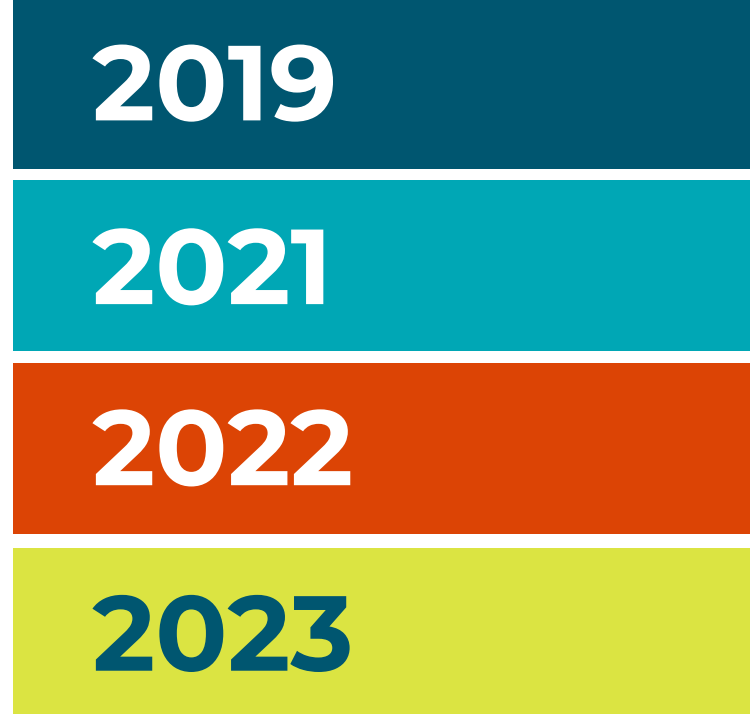
JULY



AUG.



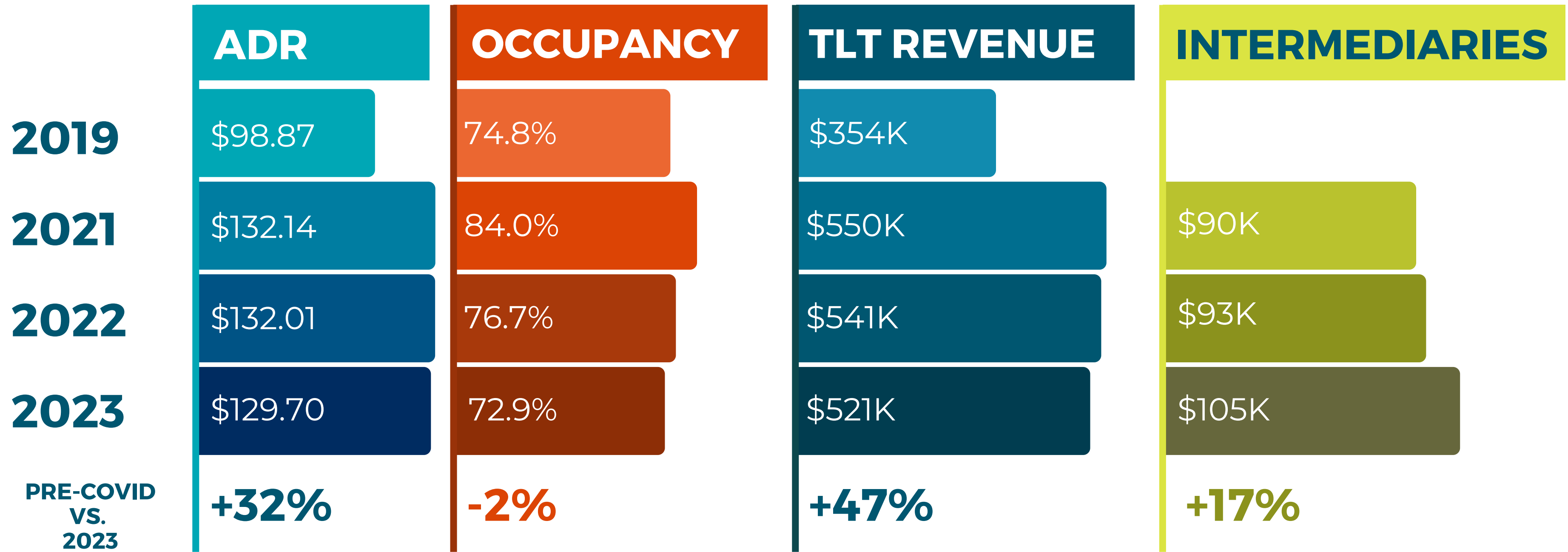
SEPT.



NOTE: 2020 NOT SHOWN DUE TO COVID

TOURISM TRENDS

Q1 '23-'24: JULY - SEPT.



NOTE:
DEMAND UP 4% TO 2019
SUPPLY UP 6% TO 2019

NOTE:
COLLECTION STARTED OCT 2020

TOURISM PROMOTION

PRESS RELATIONS

67

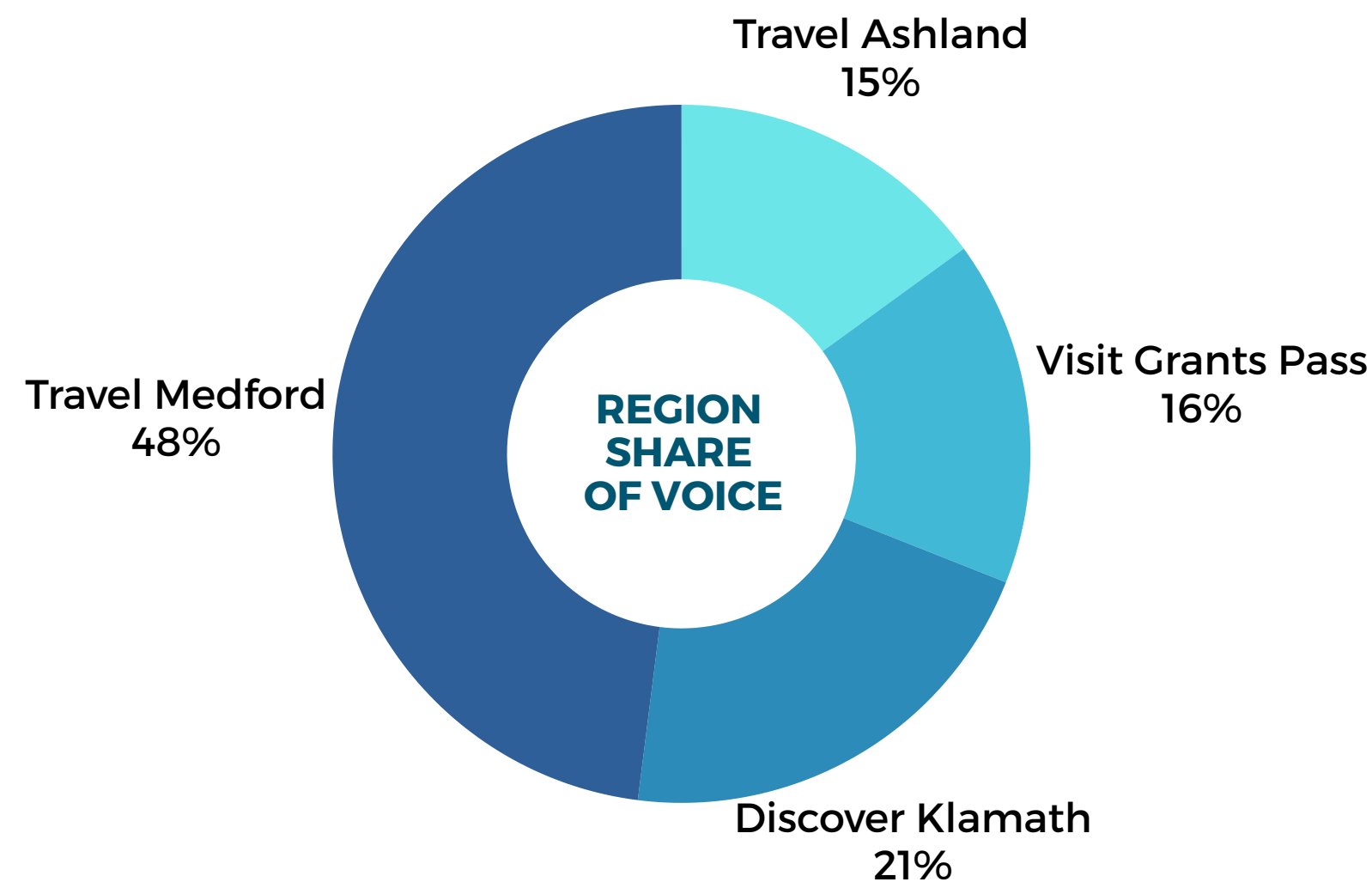
EARNED MEDIA ARTICLES

15M+

MEDIA IMPRESSIONS

140M+

AD VALUE EQUIVALENCY



EXPEDIA CAMPAIGN



\$16K

SPEND

\$419K

GROSS BOOKINGS

3,332

ROOM NIGHTS

\$26:\$1

RETURN ON SPEND





EVENT PROMOTION

15

EVENTS

\$43.6K

FUNDED

\$14.2K

IN-KIND

\$57,830

TOTAL EVENT SUPPORT

KEY EVENTS



STRATEGIC GOALS



TOURISM PROMOTION



VISITOR SERVICES



EVENT PROMOTION



DESTINATION DEVELOPMENT



ORGANIZATIONAL SUSTAINABILITY

32 ACTION ITEMS COMPLETED

127 TOTAL ACTION ITEMS POSSIBLE

25% COMPLETE

2023

2024

2025

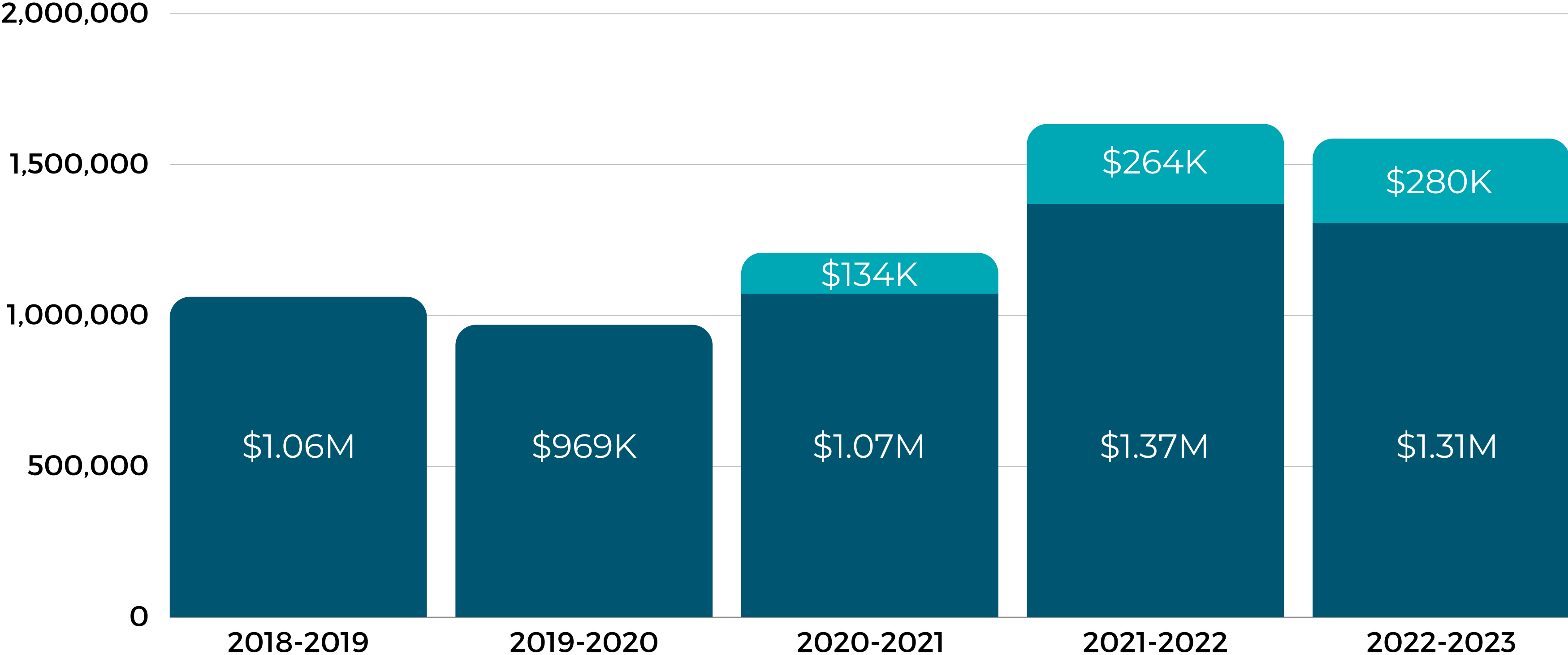
2026

A woman with long blonde hair, wearing a tan hat and an orange floral dress, is seen from behind, walking through a lush green vineyard. In the background, there is a wooden barn, a white wind turbine, and rolling hills under a clear sky. The text '2022-2023 ANNUAL REPORT' is overlaid in large white letters across the center of the image.

2022-2023 ANNUAL REPORT

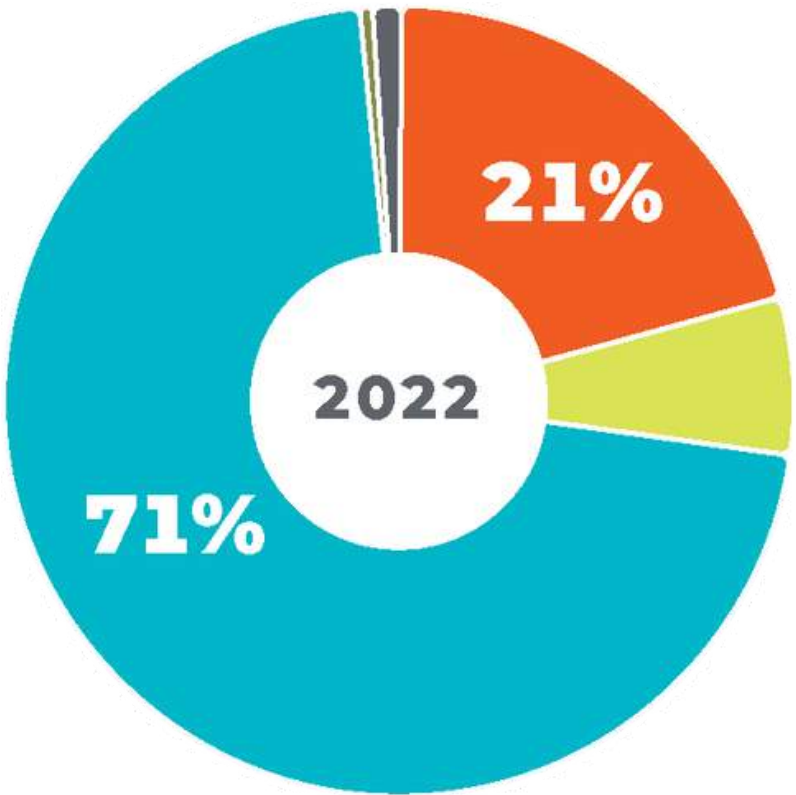
MEDFORD TRANSIENT LOGGING TAX (TLT)

Hotels Intermediaries



TRAVEL MEDFORD IMPACT

MEDFORD TLT OF JACKSON COUNTY
71% (+5%)



\$728M
TRAVEL SPENDING (+16%)

\$31.9M
TAX REVENUE (+16%)

5,700
JOBS SUPPORTED (15%)

\$1,095
AVERAGE MEDFORD VISITOR SPEND

SOURCE: DEAN RUNYAN ASSOCIATES & TRAVEL OREGON IMPACT REPORT; ZARTICO



TOURISM PROMOTION

ORGANIC MEDIA

214 ARTICLES

600.5M IMPRESSIONS

\$15M AD VALUE EQUIVALENT

92% POSITIVE SENTIMENT

EARNED MEDIA

14 ARTICLES

3.2M IMPRESSIONS

\$29,686 AD VALUE EQUIVALENT

97% POSITIVE SENTIMENT

ACCOLADES



Top 5 Global Wine Destination.

- **WINEENTHUSIAST**



A mecca of Oregonian wine-making.

- **Sunset**



Rogue Valley is wine with everything country.

- **Portland** MONTHLY



10 Most interesting cities to Visit in Oregon.

-  **THE TRAVEL**



25 Best Lake Vacations in the U.S. (Crater Lake).

- **TRAVEL+LEISURE**



Medford is the perfect basecamp for epic adventures.

- **Adventuring Eyes**





EVENT PROMOTION

\$117,285



GENERAL
\$46,000
8 EVENTS



BEER & WINE
\$6,860
2 EVENTS



DOWNTOWN
\$46,425
3 EVENTS



SPORTS & OUTDOORS
\$18,000
9 EVENTS



LITHIA & DRIVEWAY FIELDS
\$10,000
2 EVENTS

TOTAL EVENT PROMOTION
\$127,285
SPENT

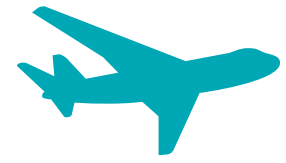
24
EVENTS



VISITOR SERVICES



RENEWED AIRPORT CONTRACT



3,207 FLIGHTS GREETED



1:6 INTERACTION PER POTENTIAL PASSENGER

**VISITOR
ENGAGEMENT
PROGRAMS**





DESTINATION DEVELOPMENT



CURRENT LICENSEES SINCE JULY 1, 2022





ORGANIZATIONAL SUSTAINABILITY

BRAND WEAR PROGRAM

650

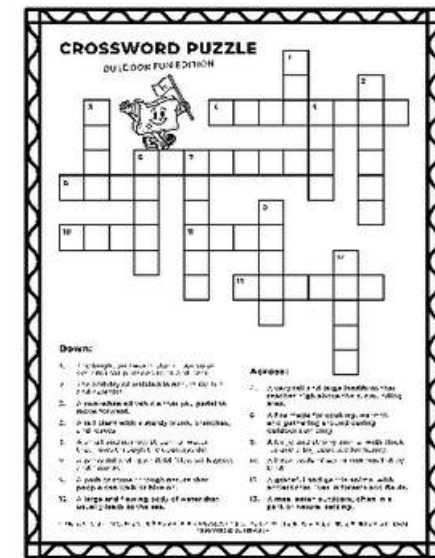
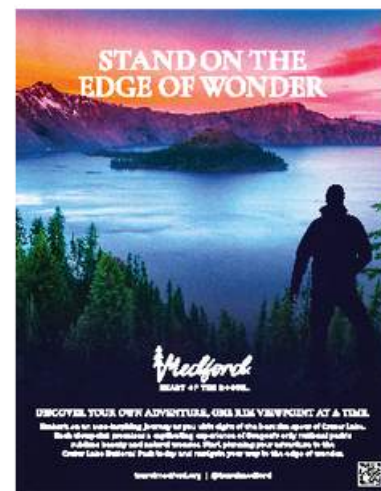
ITEMS SOLD

11

PRODUCTS SOLD



GRANT FUNDING TRAVEL OREGON CAPACITY GRANT



AWARDS

2023 SUNSET TRAVEL AWARD
Heart of the Rogue Festival Top
Exploration & Adventure



OVATION! AWARD
Best Small Festival of the
Year Oregon Festival &
Events Association



HERMES CREATIVE AWARD

- Platinum | 2021-22 Annual Report (Printed Publication)
- Platinum | Travel Medford Visitor Guide (Printed Publication)
- Gold | Know Your Role Game Plan (Printed Handbook)
- Gold | Know Your Role "The Letter" (Awareness Campaign Video)
- Honorable Mention | Travel Medford website (Informational Website)
- Honorable Mention | Rogue Valley Map (Illustrated Design)



THANK YOU!

Q&A

↑ TRAVEL

↑ Medford™