

↑ TRAVEL
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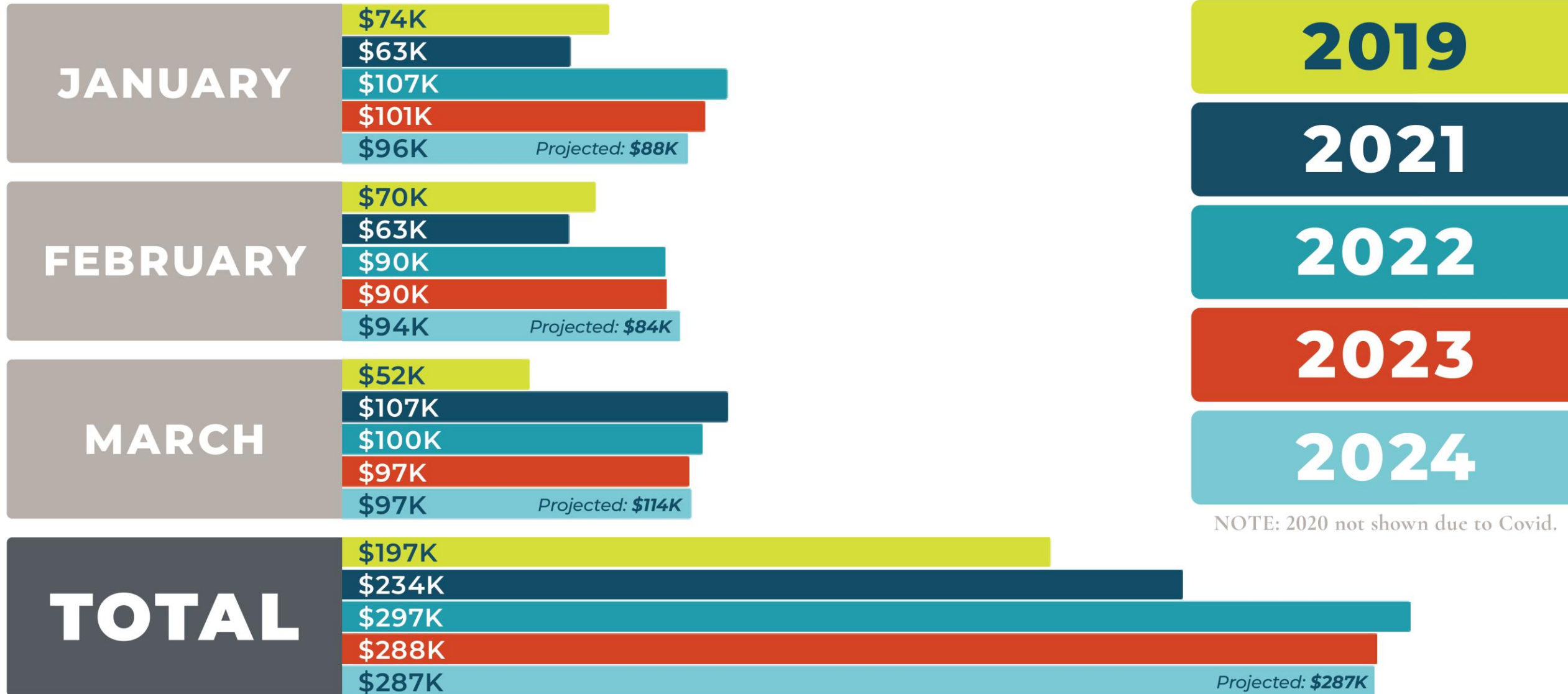


Q3 REPORT

JANUARY 2024-MARCH 2024

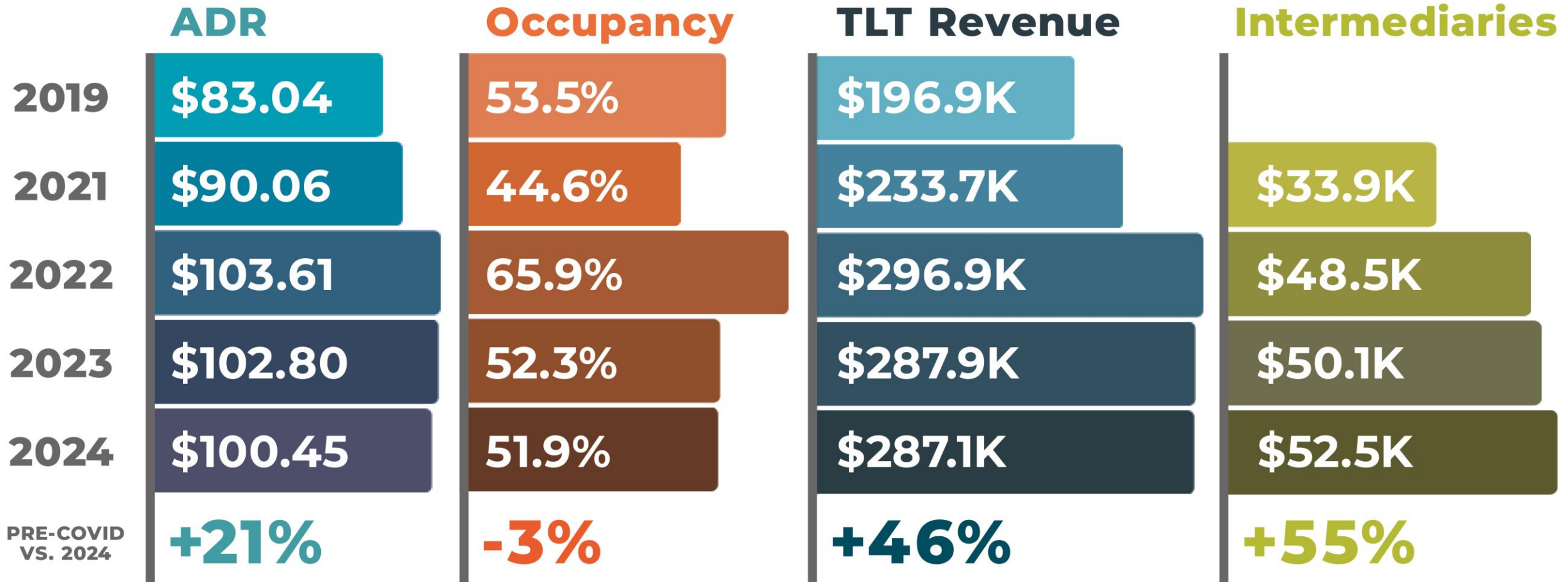


TLT Revenue Q3



NOTE: 2020 not shown due to Covid.

Tourism Trends Q3 2024: January to March



Note: Room Demand is +1.5% YTD over 22-23



Expedia CAMPAIGN Results from August 2023 to March 2024.

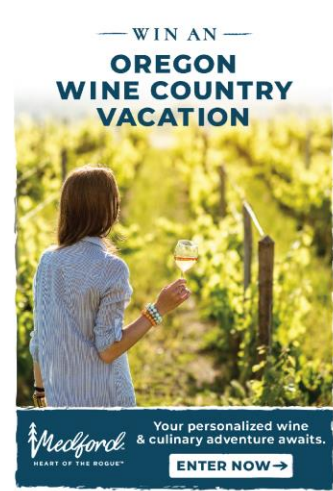
\$65K
AD SPEND

10,400
ROOM NIGHTS

\$1.3M
GROSS BOOKINGS

\$19:1
ROAS

OREGON WINE MONTH GIVEAWAY Began April 1st.



4,700
LEADS GENERATED

1,300
UNIQUE ZIPCODES

50
STATES



EVENT NAME	FUNDS AWARDED
Winter Lights Festival	\$7,000
Third Fridays - Downtown Medford Association	\$2,500
Rogue World Music	\$3,000
Rogue Comic Con	\$4,000
Pear Blossom Festival	\$3,500
Rogue Valley YMCA - Pear Blossom Run	\$2,500
Grub Quests LLC Restaurant & Food Truck Crawl	\$2,500
TOTAL	\$25,000





36
EVENTS

\$163,502
TOTAL SUPPORT

CONTRACT REQUIREMENTS

- ✓ 5% of TLT on events
(13% Actual)
- ✓ 1% of TLT on Downtown events
(8% Actual)
- ✓ \$10k for Lithia & Driveway
Fields events
- ✓ \$10k for Rogue X events



CASCADE COLLEGIATE CONFERENCE CHAMPIONSHIPS



PARTNERS



NOVEMBER 2024 & 2025



300+
**ROOM NIGHTS
PER YEAR**

\$353K
**ESTIMATED ECONOMIC
IMPACT**

AMERICAN CORNHOLE ORGANIZATION MEDFORD MAJOR

163
PLAYERS

14
STATES

260+
ROOM NIGHTS

\$8,577
FOOD & BEVERAGE SALES







JULY 2027
MEDFORD, OREGON

WORLDS

22

WORLD CHAMPIONSHIPS
CORNHOLE



8 DAYS
OF COMPETITION

2,000+
PLAYERS & SPECTATORS

\$3 MILLION
ESTIMATED ECONOMIC IMPACT

↑ TRAVEL
↑ Medford™



Thank you!

