

↑ TRAVEL
↑ Medford™



Q3 REPORT
JAN 2024 - MAR 2024



WWW.TRAVELMEDFORD.ORG



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JAN

\$74K

\$63K

\$107K

\$101K

\$96K

Projected: \$88K

\$70K

\$63K

\$90K

\$90K

\$94K

Projected: \$84K

\$52K

\$107K

\$100K

\$97K

\$97K

Projected: \$114K

2019

2021

2022

2023

2024

NOTE: 2020 NOT SHOWN DUE TO COVID

MAR



ADR

2019

\$83.04

2021

\$90.06

2022

\$103.61

2023

\$102.80

2024

\$100.45

PRE-COVID
VS.
2024

+21%

OCCUPANCY

53.5%

44.6%

65.9%

52.3%

51.9%

-3%

NOTE:
ROOM DEMAND +1.5%
SUPPLY +2%
YTD FROM 22-23

TLT REVENUE

2019

\$196.9K

2021

\$233.7K

2022

\$296.9K

2023

\$287.9K

2024

\$287.1K

PRE-COVID
VS.
2024

+46%

INTERMEDIARIES

\$33.9K

\$48.5K

\$50.1K

\$52.5K

+55%

NOTE:
COLLECTION STARTED
OCT 2020

2023-26 Strategic Goals Q3



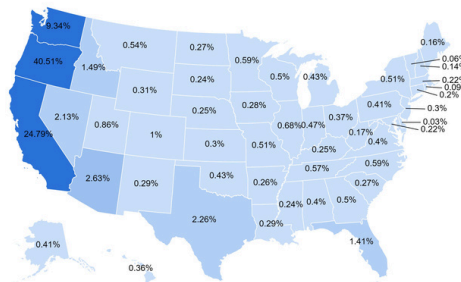
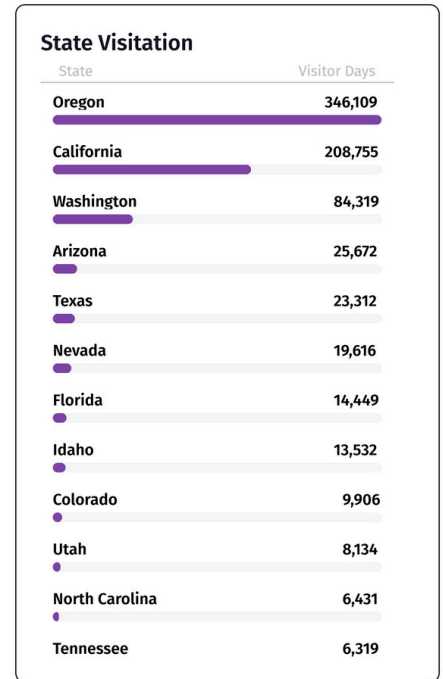
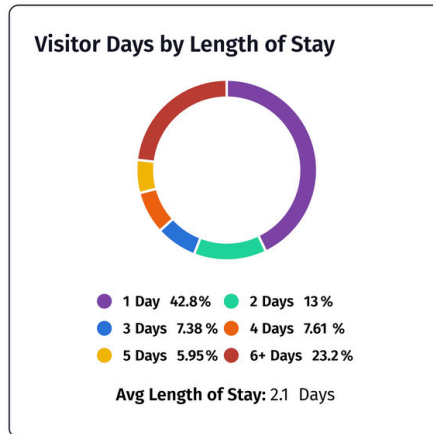
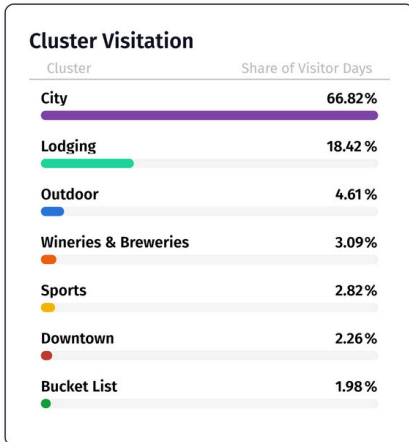
EXTERNALLY FOCUSED

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	40%	1. Secure & Promote New & Existing Events	67%	1. Elevate Sports Tourism through Your Sportground brand	50%	1. Finalize Strategic Planning	67%
2. Implement Public Relations Strategy	100%	2. Open Visitor Information Center at Rogue X	100%	2. Have a Presence at More Community Events	25%	2. Leverage Partnership with SOSOC to Increase Sports/Recreation Opportunities	0%	2. Expand Brand Wear program	0%
3. Develop a Content & Editorial Calendar	16%	3. Expand Visitor Engagement Programs	38%	3. Expand Heart of the Rogue Festival SM	20%	3. Further Develop & Syndicate Know Your Role™ Program	29%	3. Incorporate Advertising Media Kit	16%
4. Increase awareness of the Heart of the Rogue™ brand	20%	4. Update Wayfinding Signage	40%	4. Create Giveaway & Inventory Management Structure	0%	4. Unite Regional Collaboration Efforts & Partnerships	33%	4. Capitalize on Available Grants	100%
5. Conduct Market Research & Advertising Effectiveness to Determine Best Use of TLT Funds	75%					5. Advance DEI & Accessibility Opportunities to Foster a Welcoming Destination	33%	5. Create Onboarding Documents for Internal & Community Education	80%
						4		6. Develop & Execute Industry Communication Plan	0%
								7. Develop Universal Reporting Dashboard	25%

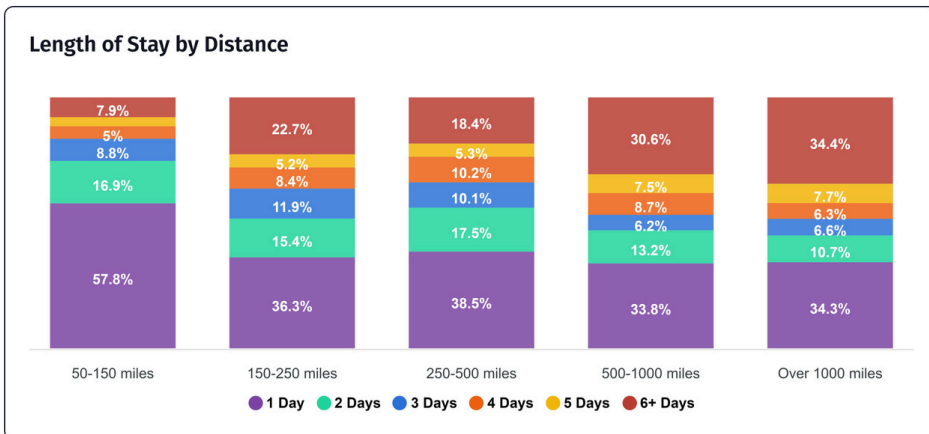


<p>Total Trips 382,247 Trips</p>	<p>Visitor Days 818,786 Days</p>
<p>Avg Length of Stay 2.1 Days</p>	<p>Unique Visitors 127,439 Visitors</p>



Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Trips
Spokane	2.4 Days	0.82%
Phoenix -Prescott	2.4 Days	1.85%
Yakima-Pasco-RchInd-Knnwck	2.4 Days	1%
Salt Lake City	2.3 Days	0.81%
Reno	2.2 Days	1.15%
Bend-OR	2.2 Days	1.22%
Portland-OR	2.2 Days	13.07%
Los Angeles	2.2 Days	4.2%
Eugene	2.1 Days	10.09%
Seattle-Tacoma	2.1 Days	5.67%





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EXPLORE CRATER LAKE—
OREGON'S ONLY NATIONAL PARK

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bon appétit **Portland** MONTHLY

Hemispheres southern **oregon** magazine

Via The Oregonian
THE AAA MAGAZINE

Medford
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YOUR SPRING ADVENTURE
BEGINS HERE

Let Medford be your launchpad for sampling everything
the Rogue Valley has to offer.

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— WIN AN —

**OREGON
WINE COUNTRY
VACATION**

Medford
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Your personalized wine
& culinary adventure awaits.

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CAMPAIGNS RUNNING

- KOIN TV “Eye on Rogue Valley Wine” campaign (see below)
- Expedia Direct Booking Campaign (results on next page)
- Portland Monthly E-blast & Run of Site
- The Oregonian - Performance Display Ads
- Google & Social Media



EYE ON ROGUE VALLEY WINE CAMPAIGN RESULT IMPRESSIONS

3.2M
IMPRESSIONS

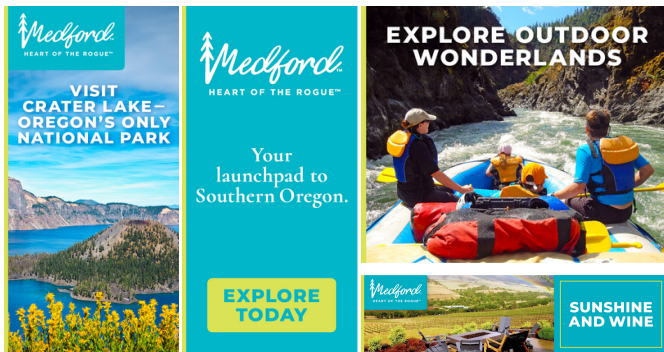
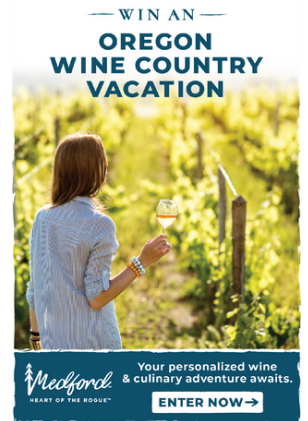
291
TV SPOTS

WINE MONTH GIVEAWAY CAMPAIGN RESULTS

4,700
LEADS GENERATED

1,300
ZIP CODES

50
STATES



THE OREGONIAN CAMPAIGN PERFORMANCE DISPLAY ADS

3.4M
IMPRESSIONS

1,600
CLICKS



Expedia REPORT SNAPSHOT



expedia group
media solutions

Performance Summary For Travel Medford



\$64.9K

Attr. Ad Spend



1.9M

Impressions



3.8K

Clicks



0.20%

CTR



10.4K

Room Nights



\$1.2M

Gross Bkg \$



18.9

ROAS

POS Summary

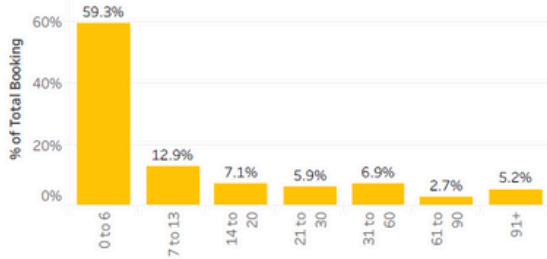
Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS
Expedia US	\$11,822	591,094	610	0.10%	\$304K	25.7
ExpediaPlus US	\$32,574	660,986	2,223	0.34%	\$357K	11.0
Hotels.com US	\$20,495	653,024	975	0.15%	\$565K	27.6
Grand Total	\$64,890	1,905,104	3,808	0.20%	\$1,226K	18.9

expedia group
media solutions

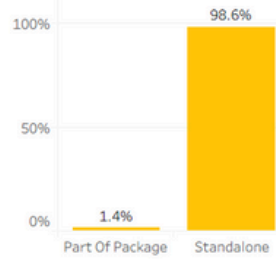
Conversion Insights For Travel Medford



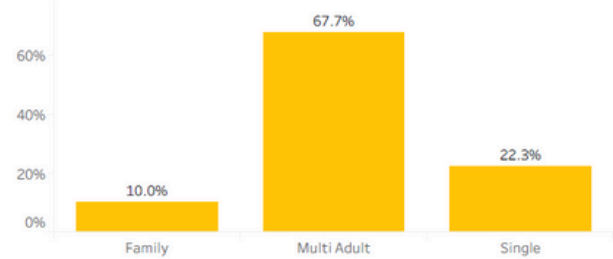
Travel Window (Days)



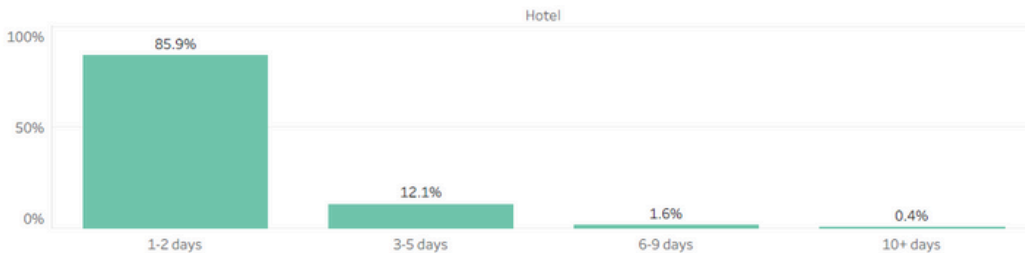
Package or Standalone



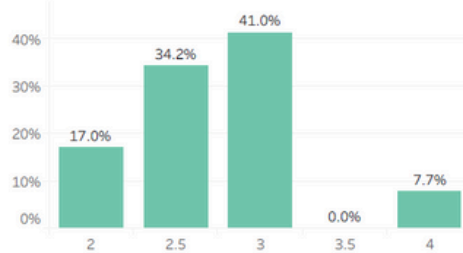
Person Count



Trip Duration (Days)



Hotel Star Rating



* Includes Bookings Resulting from On-site DFP

Report Period: August 1, 2023 to March 31, 2024



Travel Medford - Event Promotion Tracking FY 2023-24

Community Partnership Grant Fund (812.6)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2023 EVENTS							
1	Heart of the Rogue Festival 2023	October 2023	Event Host	\$69,242		\$69,242	Downtown
2	Sasquatch Open Pro Am	July 2023	\$1,000	\$1,000	\$500	\$1,500	Sports & Outdoors
3	Southern Oregon Golf Championships	September 2023	\$1,000	\$1,000	\$1,800	\$2,800	Sports & Outdoors
4	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	\$13,000	Wine & Beer
5	Northwest Seasonal Farmworkers	July 2023	Donation	\$0	\$1,400	\$1,400	General
6	Western Intergovernmental Child Support Engagement Council	August 2023	Donation	\$0	\$12	\$12	General
7	14th Annual Mayors United (Access)	August 2023	Donation	\$0			General
8	Thunderstruck Custom Bikes	August 2023	Donation	\$0			General
9	Trail Blazers Rip City Rally Event	Septemer 2023	Donation	\$0			Sports & Outdoors
10	Fall 2023 Medford Citizen Academy	Septemer 2023	Donation	\$0			General
11	The Rogue Marathon	October 2023	\$3,500	\$3,570		\$3,570	Sports & Outdoors
12	Bikes N Brews	October 2023	\$200	\$0	\$200	\$200	Sports & Outdoors
13	Southern Oregon Cornhole Classic	November 2023	\$2,500	\$2,500		\$2,500	Sports & Outdoors
14	Winter Wonderland at Hanley Farm	December 2023	\$4,000	\$1,500		\$1,500	General
2024 EVENTS							
15	Ghost Tree Invitational - Southern Oregon Classic Culinary Feast	June 2024	\$5,000	\$3,200	\$1,800	\$5,000	General
16	King of the Ice Tournament (RV Hockey Assn.)	January 2024	\$1,500	\$1,000	\$559	\$1,559	Sports & Outdoors
17	Rogue Valley Farm Tour	July 2024	\$1,000	\$0	\$347	\$347	General
18	Medford Open Streets	May 2024	\$0	\$0	\$500	\$500	Downtown
19	Southern Oregon Motorsports (Speedway)	March-Sept	\$5,000	\$5,000		\$5,000	Sports & Outdoors
20	Medford Rogues / Know Your Role Night	Summer 2024	\$1,000	\$1,000		\$1,000	Sports & Outdoors
21	Southern Oregon Pickleball Association (SOPA)	May & June 2024	\$275	\$275		\$275	Sports & Outdoors
22	Heart of the Rogue 2024	October 2024	Event Host	\$3,585		\$3,585	Downtown
23	Southern Oregon Sports Commission Golf Tournament	May 2024	\$2,000		\$2,493	\$2,493	Sports & Outdoors
24	Ashland Folk Collective Summer Concert Series (In Medford)	May 2024	\$3,500	\$1,000		\$1,000	General
TOTAL			\$36,475	\$96,372	\$17,618	\$116,483	

Rogue X Events (812.62)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	American Cornhole Organization Oregon Major	February 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	Rogue X Grand Opening Celebration	January 2024	\$4,000	\$4,000		\$4,000	General
3	47th Medford Rod & Custom Show	April 2024	\$2,500	\$2,500		\$2,500	General
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

TIMEFRAME: JULY 2023 - MAY 13, 2024



Downtown Events (812.63)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Winter Lights Festival	December 2023	\$8,000	\$7,000		\$7,000	Downtown
2	Third Friday's - Downtown Medford Association	April & May 2024	\$1,500	\$2,500	\$150	\$2,650	Downtown
3	Rogue World Music	May 2024	\$2,000	\$3,000	\$2,000	\$5,000	Downtown
4	Rogue Comic Con	May 2024	\$5,000	\$4,000		\$4,000	Downtown
5	Pear Blossom Festival	April 2024	\$3,500	\$3,500		\$3,500	Downtown
6	Rogue Valley YMCA - Pear Blossom Run	April 2024	\$2,500	\$2,500		\$2,500	Downtown
7	Grub Quests LLC- Restaurant & Food Truck Crawl	May 4th 2024	\$1,800	\$2,500		\$2,500	Downtown
TOTAL			\$24,300	\$25,000	\$2,150	\$27,150	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	2023 Medford Fall Classic	October 2023	\$5,000	\$5,000		\$5,000	Sports & Outdoors
2	Rogue Memorial Challenge	May 2024	\$5,000	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	11	\$20,000	\$12,200	\$3,559	\$15,759
Downtown	10	\$24,300	\$97,827	\$2,650	\$100,477
Sports & Outdoors	14	\$31,200	\$28,845	\$5,552	\$34,397
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	36	\$80,500	\$141,372	\$22,261	\$163,633

NOTE: DOWNTOWN EVENTS FROM EXTRA \$25,000 FROM MEDFORD CITY COUNCIL COMMUNITY INITIATIVE FUND

EVENT CALENDAR IN Q3
511 EVENTS

