

JAN 2023 - MAR 2023

Q3 REPORT

↑ TRAVEL

↑ Medford™

TLT REVENUE Q3

JAN

\$68.3 K

\$63.4 K

\$106.8 K

\$101.0 K

FEB

\$56.9 K

\$63.1 K

\$89.8 K

\$90.4 K

MAR

\$59.1 K

\$107.2 K

\$100.4 K

\$96.6 K

2020

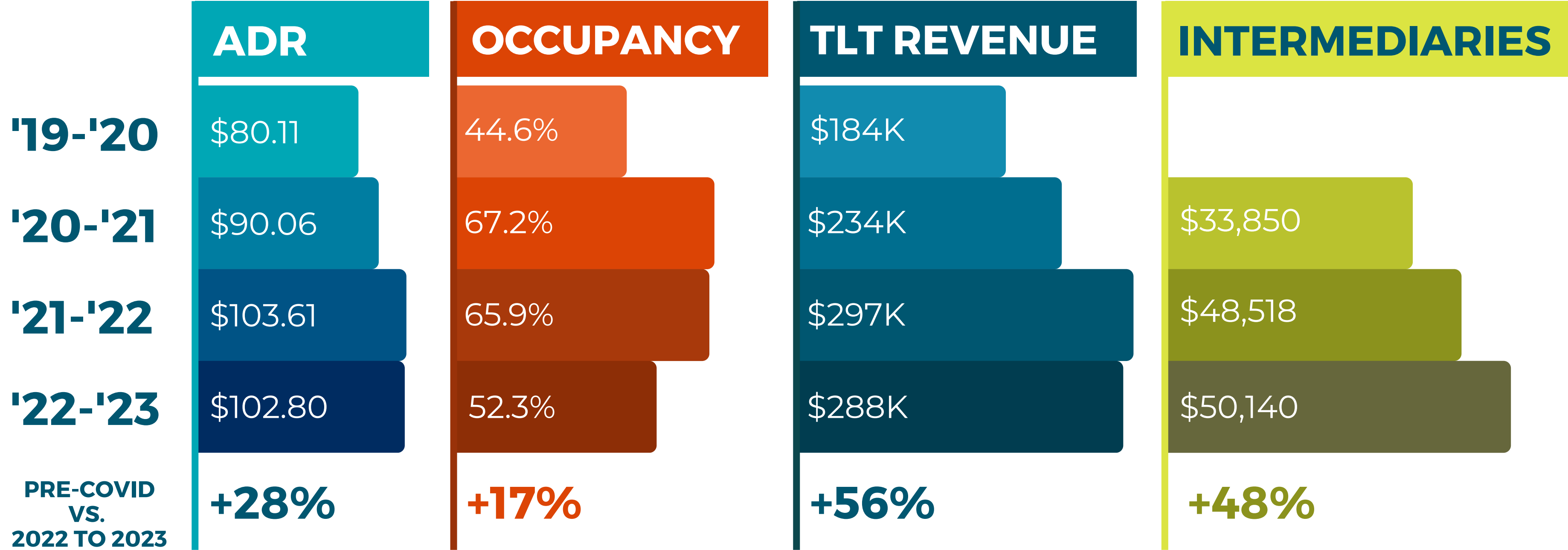
2021

2022

2023

TOURISM IMPACT

Q3 '22-'23



EVENT PROMOTION

**2022-2023
COMMUNITY
PARTNERSHIPS**
\$87,575
(THROUGH 5/11/23)

Q3 GRANTS AWARDED

- ACO OREGON MAJOR
- ALBA SISTER CITY ASSOCIATION
- ROGUE VALLEY HOCKEY ASSOCIATION
- SOUTHERN OREGON MOTORSPORTS
- BREWS, BLUEGRASS & BBQ
- ROGUE VALLEY GROWER'S & CRAFTER'S MARKET
- SO PICKLEBALL SUMMER CLASSIC
- PEAR BLOSSOM FESTIVAL: RUN, CORNHOLE TOURNAMENT, GOLF TOURNAMENT
- ROGUE MUSIC FESTIVAL

NATIONAL TRAVEL & TOURISM WEEK (MAY 7-13)



TRAVEL MEDFORD CALENDAR

**572 EVENTS
LISTED IN Q3
(+8% YOY)**



MARKETING HIGHLIGHTS

EXPEDIA CAMPAIGN (FEB. 15 - APR. 24)

AD SPEND
\$9.6K



2,283

ROOM
NIGHTS
BOOKED

286K

GROSS
BOOKING

\$29.9

RETURN ON
ADVERTISING
SPEND

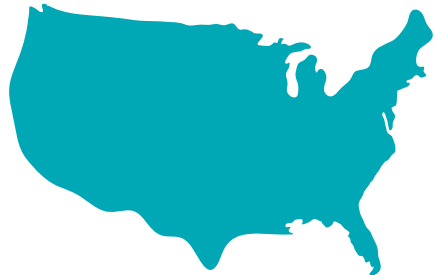


OREGON WINE MONTH CAMPAIGN (APRIL - MAY)



5,515

LEADS



47

STATES

Excluding Maine, West Virginia, Rhode Island



**California, Oregon,
Washington, Arizona, &
Nevada**

TOP 5 STATES



YOUR
SPORTGROUND™
WHERE THE WEST COAST PLAYS.



KNOW YOUR ROLE™

THANK YOU

↑ TRAVEL
↑ Medford™