



Quarter 2 Report 2025-26
Oct. - Dec. 2025

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Industry Report: Transient Lodging Tax

EXECUTIVE SUMMARY

Travel Medford reports the second-most Transient Lodging Tax (TLT) ever collected for Quarter 2 (Oct-Dec), reaching the \$400k threshold in the quarter for the second straight year. The total TLT amount from December was a record for that respective month (\$123k). Additionally, the TLT revenue from intermediaries was a record high for Q2 by 20%. Through the midway point in the fiscal year, the \$963k of Travel Medford's share of TLT revenue is on a record pace by 1% over the first six months of 2025.

TRANSIENT LODGING TAX: Actual vs. Prediction (2025-26)

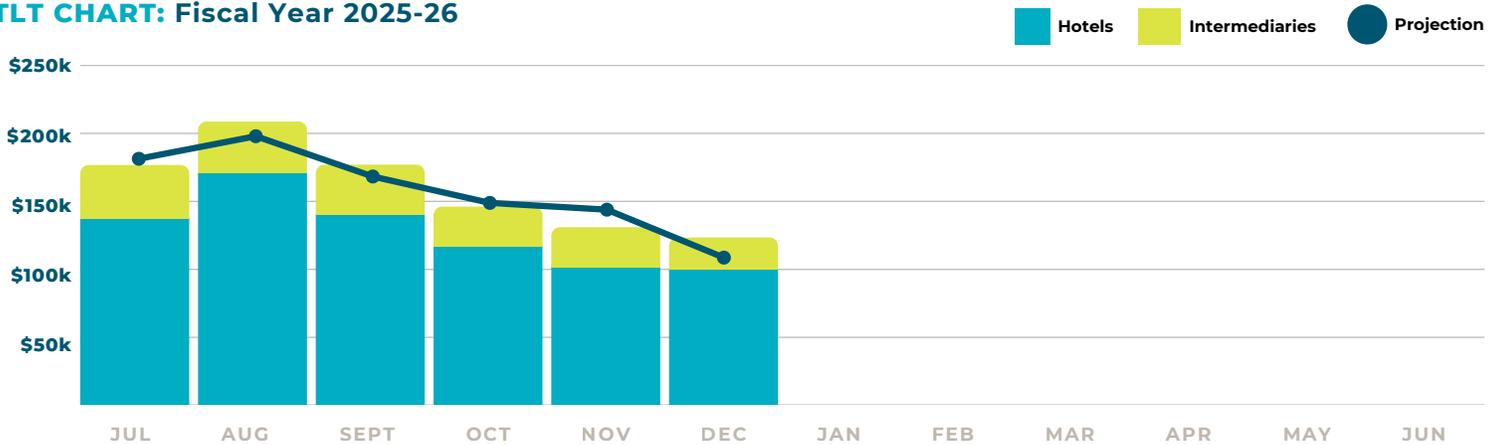
		Hotels	Intermediaries	Total TLT	Projection	Difference
Q1	JUL	\$ 137,168	\$ 39,608	\$ 176,776	\$ 182,334	(\$ 5,558)
	AUG	\$ 171,037	\$ 37,664	\$ 208,701	\$ 199,081	\$ 9,620
	SEP	\$ 140,226	\$ 36,774	\$ 177,000	\$ 169,159	\$ 7,841
Q2	OCT	\$ 117,002	\$ 29,152	\$ 146,154	\$ 149,577	(\$ 3,424)
	NOV	\$ 101,505	\$ 29,467	\$ 130,972	\$ 144,549	(\$ 13,577)
	DEC	\$ 100,006	\$ 23,489	\$ 123,495	\$ 108,944	\$ 14,551
Q3	JAN					
	FEB					
	MAR					
Q4	APR					
	MAY					
	JUN					
TOTAL		\$ 776,943	\$ 196,155	\$ 963,098	\$ 953,645	\$ 9,453

+0.9%
TLT COLLECTED YTD
OVER LAST YEAR

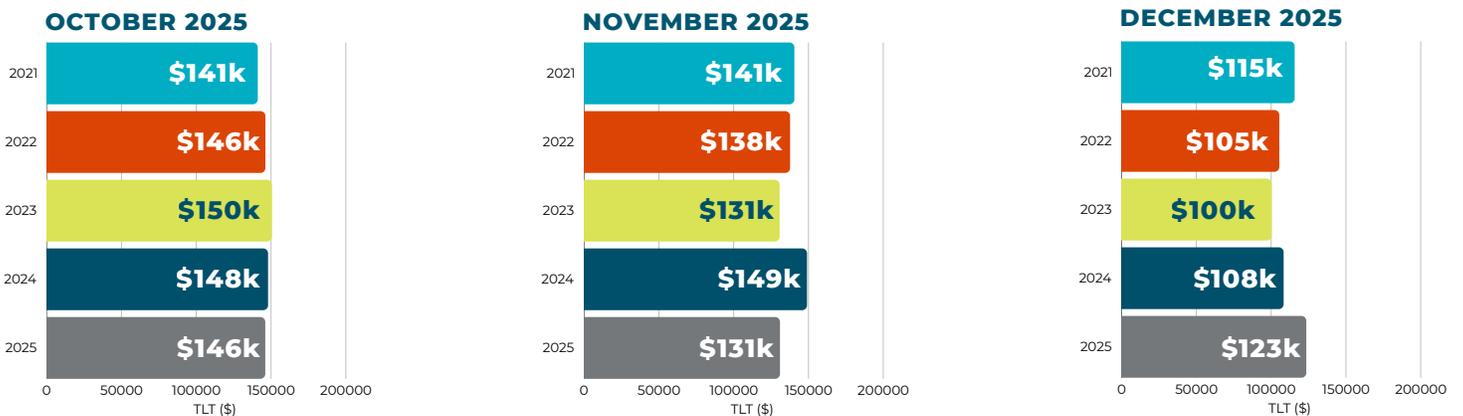
+20%
Q2 INTERMEDIARY
TLT COMPARED
TO Q2 FY 24-25

The City of Medford imposes an 11% Transient Lodging Tax (TLT) on overnight stays in hotels, motels and intermediaries (RV Parks, short term rentals and campgrounds) within the city limits. The figures shown in the table are Travel Medford's 25% share of the net TLT.

TLT CHART: Fiscal Year 2025-26



TLT BY MONTH: Quarter 2



NOTE: Lodging includes hotels & intermediaries (AirBnb, VRBO)

Industry Report: Tourism Trends

INDUSTRY METRIC TABLE

Q2 2025-26	Medford		Jackson County		Oregon	
	Quarter	% Chg YOY	Quarter	% Chg YOY	Quarter	% Chg YOY
Occupancy Rate	57.4%	2%	53.0%	-1%	51.3%	-2%
Average Daily Rate	\$107.35	0%	\$116.56	2%	\$142.98	0%
RevPar	\$71.43	4%	\$61.80	1%	\$73.39	-1%

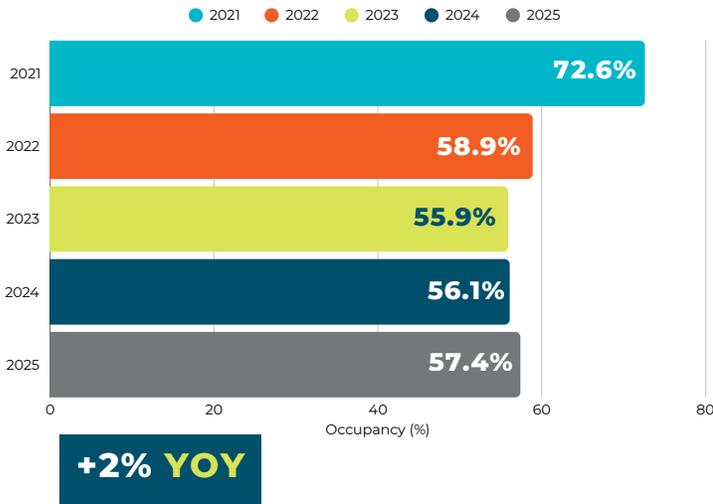
YEAR-TO-DATE JULY 2025 To DEC 2025	Medford		Jackson County		Oregon	
	Quarter	% Chg YOY	Quarter	% Chg YOY	Quarter	% Chg YOY
Occupancy Rate	66.0%	1%	65.4%	2%	61.7%	-2%
ADR	\$122.50	3%	\$134.58	3%	\$175.00	3%
RevPar	\$80.83	4%	\$88.06	5%	\$107.98	1%
Room Demand	357,451	3%	693,035	3%	10.4 M	-1%
Room Supply	541,730	2%	1.06 M	1%	16.9 M	1%
Room Revenue	\$43.8 M	6%	\$29.5 M	6%	\$1.82 B	2%

Occupancy Rate: Percentage of Rooms booked (Room Demand / Room Supply)
 Average Daily Rate: Avg. of booked nights (ADR = Revenue / Room Demand)
 RevPar = Revenue Available Per Room (ADR x Occupancy Rate)
 Room Demand: Booked Room Nights during reporting period
 Room Supply: Number of Room Nights available during reporting period

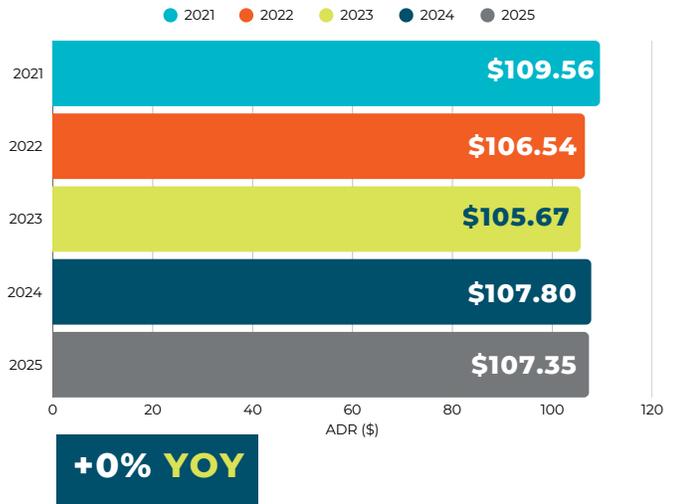
Sources: STR & AirDNA Hotels & Intermediaries

QUARTERLY TOURISM TRENDS: Quarter 2 (Oct-Dec)

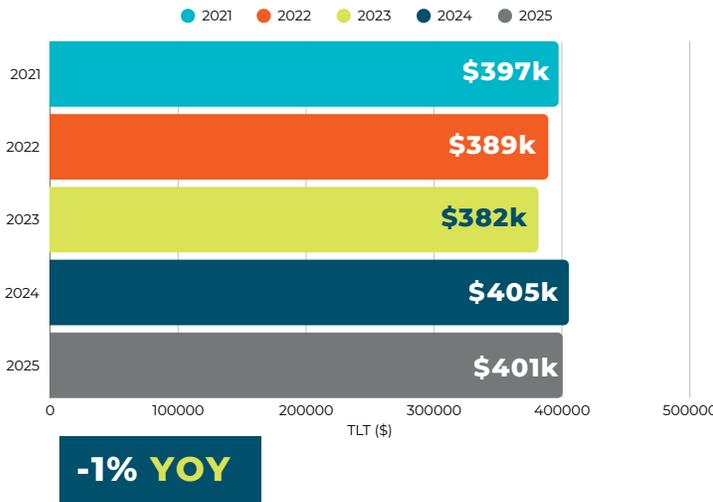
Occupancy Rate (%)



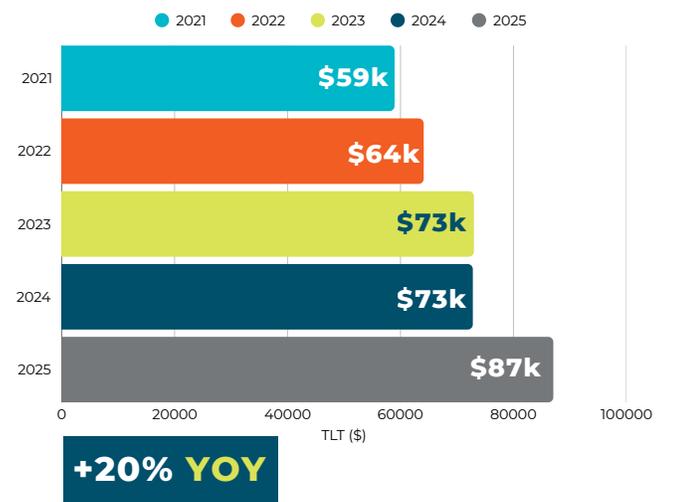
Average Daily Rate (ADR)



TLT - Total Revenue



TLT - Intermediaries



NOTE: TLT is Travel Medford's share (25% of net TLT receipts)

Medford Market Visitation: Q2 Oct-Dec 2025



TOURISM PROMOTION SUMMARY

Travel Medford subscribes to Datafy, LLC, a location tracking software that provides information about visitor behavior to use for strategic planning and marketing purposes. To register as a data point in the platform, a person must originate from more than 50 miles away from Medford and visit at least one point of interest as pre-determined by Travel Medford staff.



378,378 Total Trips

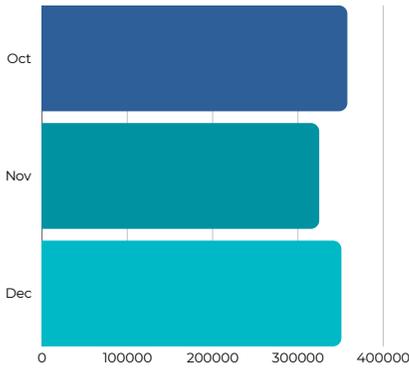


1,017,837 Visitor Days

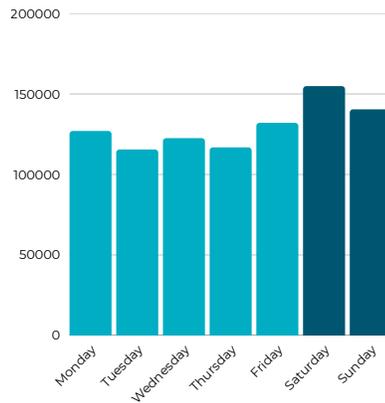


2.7 Avg. Length of Stay

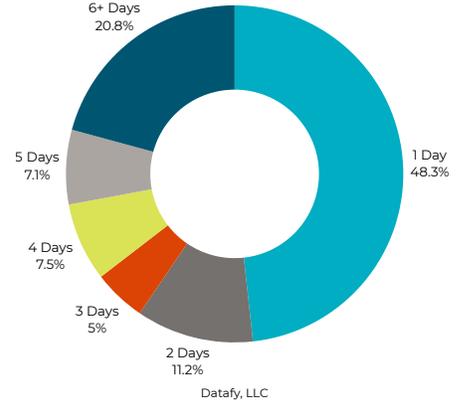
Visitors Per Month



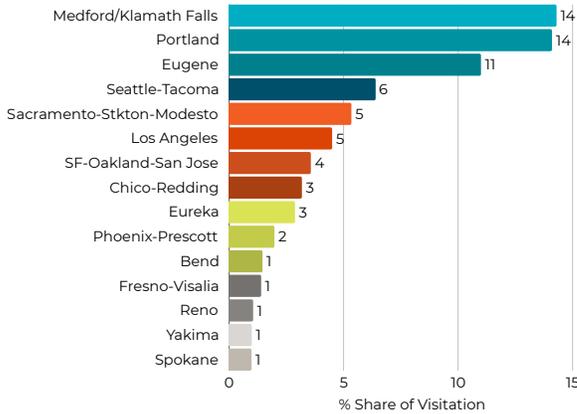
Visitors by Day



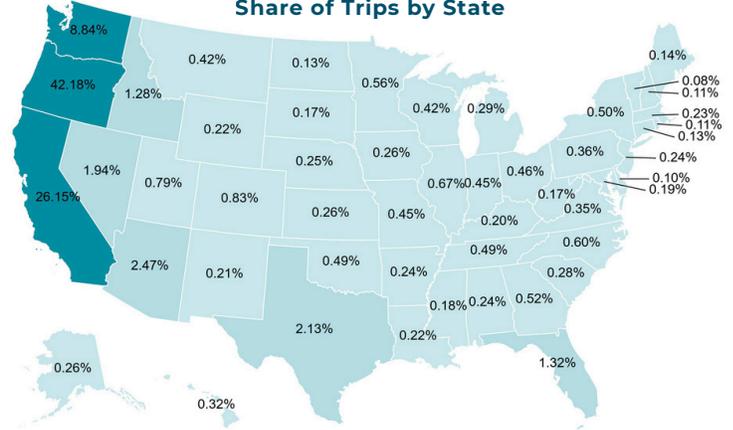
Visitor Days by Length of Stay



Designated Market Area (DMA) Visitation

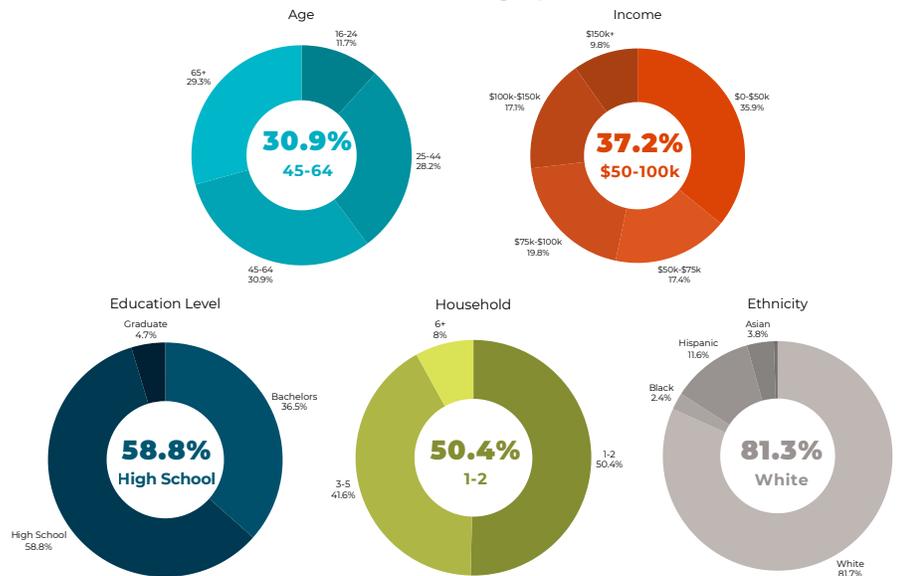


Share of Trips by State



DMA	Avg. Length of Stay	Share of Visitor Days
Phoenix-Prescott	3.1 Days	2.0%
Las Vegas	3.0 Days	0.9%
Yakima-Pasco-Kennewick	3.0 Days	1.0%
Spokane	2.9 Days	1.0%
Los Angeles	2.9 Days	4.5%
Reno	2.8 Days	1.1%
Seattle-Tacoma	2.8 Days	5.9%
Portland	2.8 Days	14.0%
SF-Oakland-San Jose	2.8 Days	3.8%
Sacramento-Stkton-Modesto	2.7 Days	5.3%
Bend	2.6 Days	1.5%
Fresno-Visalia	2.6 Days	1.4%
Eugene	2.5 Days	10.5%
Chico-Redding	2.3 Days	3.2%
Eureka	2.2 Days	2.9%

Visitor Demographics



Tourism Promotion



TOURISM PROMOTION SUMMARY

Marketing and communications efforts continued to perform strongly across social media, website engagement, advertising, and press relations. Strong engagement was maintained across social platforms and the website, supported by consistent content, targeted campaigns, and paid partnerships with influencers and UGC contributors.

Advertising initiatives delivered solid results, optimizing spend while expanding reach and supporting lead-generation goals. A key highlight was the KOIN Oregon's Harvest campaign in the Portland market, which featured Medford's Rogue Valley and generated more than 6.3 million impressions across television, digital, and branded content placements.

Press relations activity remained strategic, with Q2 serving as a quieter planning period as we prepare for peak travel months.

WEBSITE & SOCIAL MEDIA

ACTIVE USERS: 47K
NEW USERS: 33K

TOP PAGES

- FUN THINGS TO DO & SEE: 26K**
- TOP EVENTS AND FESTIVALS: 14K**
- OFFICIAL GUIDE TO MEDFORD: 8K**
- HARVEST HOP: 3K**



Followers: 19.4K
Increase: +494
Reach: 55.6K



Followers: 37.8K
Increase: +331
Reach: 875K

Top content by views

Top content by views

VISITOR GUIDE DISTRIBUTION

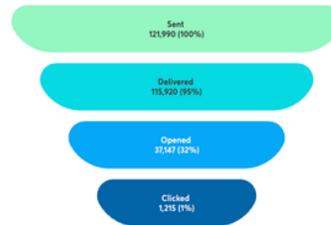
1,170
DIRECT VISITOR
GUIDE REQUESTS

- TOP STATES**
- OREGON
 - CALIFORNIA
 - WASHINGTON
 - TEXAS



CONSUMER NEWSLETTER

226 NEW SIGNUPS
OPEN RATE: 32%
CTR: 3.3%



ADVERTISING



WILLAMETTE WEEK

Expedia REPORT SNAPSHOT

Direct Booking Campaign (Aug-Dec)

\$1.16M
Gross Room Revenue

\$17 to \$1
Return on Ad Spend (ROAS)

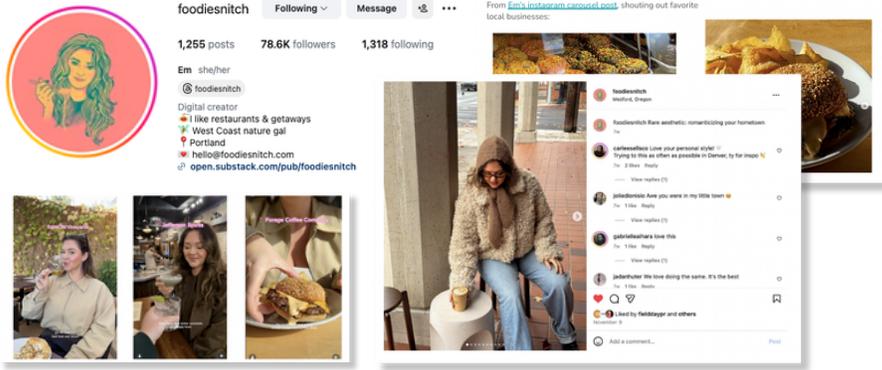
\$66,707 **9,663**
Ad Spend **Room Nights Generated**

Tourism Promotion



PRESS RELATIONS SUMMARY

Travel Medford partnered with Portland's go-to travel and foodie influencer @foodiesnitch and hosted her in Medford. She showed off some of her favorite spots for locals and tourists to check out, highlighting Donut Country, Forge Coffee, Dancin Vineyards, Jefferson Spirits and Floreat Coffee. The video of her TikTok received 16.2k views and 1k likes. Earned media placements were secured in Foodista, Southern Oregon Magazine and The Oregonian.



Foodista

Travel and Words attendee Michael Fagin published "Rogue Valley, Oregon: A Getaway for Wine Lovers, Foodies & Outdoor Explorers" in Foodista, emphasizing the scenic local wine scene.



Travel Medford proudly announces that the Rogue Valley American Viticultural Area has been named the #2 Best Wine Region in the United States by USA Today's 10Best Readers' Choice Awards.

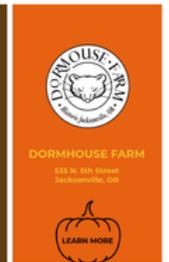
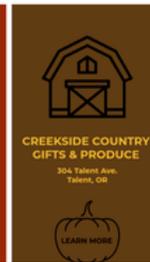
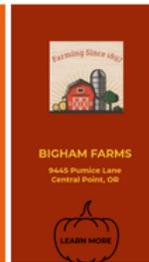
"Earning the #2 spot in such a competitive, nationally recognized contest is a remarkable honor for our region," says TJ Holmes, Senior Vice President for Travel Medford. "Our passionate winemakers, vineyard, and hospitality teams have worked tirelessly to craft unforgettable varieties and experiences for visitors and locals. While we've always known the Rogue Valley is magical, it's incredibly rewarding to see that sentiment echoed by wine lovers across the nation."



ROGUE VALLEY NAMED #2 WINE REGION IN THE NATION
Southern Oregon Magazine
Fall 2025, Print Edition

Rogue Valley Harvest Hop Passport

26 Featured Farms and Farm Stands FREE, mobile-exclusive guide for exploring local family farms, pumpkin patches bursting with color, charming farm stands filled with fresh produce, and winding corn mazes that delight visitors of all ages



Taste of Medford Media Packs sent to

12
NATIONAL MEDIA



Forks & Friends Restaurant Week Passport



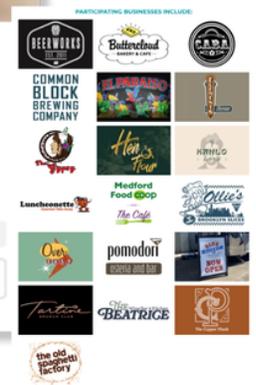
Forks & Friends Restaurant Week Passport

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download

FREE

Sign Up

Learn More

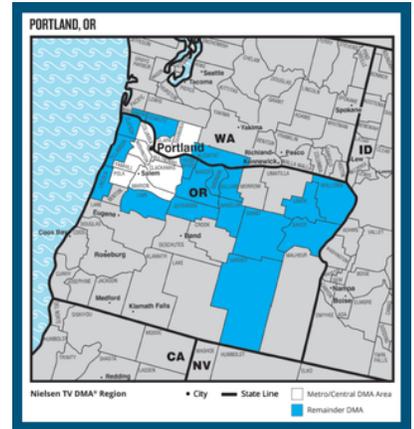


Tourism Promotion

Advertising Spotlight

Oregon's Harvest KOIN.com Promotions - Travel Medford Exclusive

AD UNIT	DATES	IMPRESSIONS	CLICKS
Homepage Takeover	11/5 - 11/6	70,929	64
Homepage Takeover	11/8 - 11/9	39,112	29
E-Newsletter	11/3 - 11/6	27,621	12
Mobile App Open	11/3 - 11/6	9,265	227
Run of Site Banners	11/3 - 11/6	100,047	50
TOTAL		246,974	382



Partnership Totals

ELEMENT	DATES	LENGTH	# OF SPOTS	A18+ IMPRESSIONS
Travel Medford TV Marketing	9/2 - 11/28	:15 :05 & :04	758	5,618,400
Travel Medford KOIN.com Video	9/2 - 11/28	:15	—	144,598
Oregon's Harvest Branded TV Promos	10/28 - 11/8	:15	45	300,900
Oregon's Harvest Branded KOIN.com Promos	9/2 - 9/30	Banners	—	246,974
Oregon's Harvest Viewership	11/6 - 1/1/26	30 min show	—	61,400
TOTAL			803	6,372,272



Event Promotion



EVENT PROMOTION SUMMARY

The second and final cycle of funds for FY 25-26 for the Community Partnership Grant were awarded during the second quarter. We received 15 applications ranging from concerts to bull riding. The Travel Medford Tourism Council decided to support 13 of these events, completing the contractual requirements for event promotion allocations for the funds. We received great feedback after the first cycle about the new process as well as the positive impact of the grant. You can see testimonials and Cycle 1 information on page 10.

785
EVENTS ON
EVENT CALENDAR
+23% YOY

COMMUNITY PARTNERSHIP GRANT FUND *(Budget Line 812.6)*

#	Event Name	Event Month	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2025 EVENTS						
1	Folk Collective Summer Series (Fry Family Farm)	Summer	\$1,500		\$1,500	Arts & Culture
2	Craterian Theater	Aug-June	\$3,500		\$3,500	Arts & Culture
3	Sasquatch Open Pro Am	Aug	\$1,000		\$1,000	Sports & Recreation
4	Britt Music & Arts Festival	July-Sept	\$2,500		\$2,500	Arts & Culture
5	Challenger Invitational Volleyball	Aug	\$2,000		\$2,000	Sports & Recreation
6	Southern Oregon Golf Championships	Aug	\$1,000		\$1,000	Sports & Recreation
7	Cascade Girl Oregon Honey & Mead Festival	Sept	\$500		\$500	Food, Wine & Agritourism
8	Medford Rogue Rotary Pickleball Fest	Sept	\$1,000		\$1,000	Sports & Recreation
9	Dia de Los Muertos	Nov	\$1,500		\$1,500	Arts & Culture
2026 EVENTS						
10	Challenge of Champions Tour Finale	Jan	\$1,000		\$1,000	Sports & Recreation
11	Travel Southern Oregon Travel Jam	Feb	\$3,500		\$1,500	Food, Wine & Agritourism
12	Mavis Staples at the Holly Theatre	Mar	\$1,000	\$1,000	\$2,000	Arts & Culture
13	CEVA Rogue Valley Classic	Mar	\$2,500		\$2,500	Sports & Recreation
14	Southern Oregon Speedway	Apr-Sept	\$5,000		\$5,000	Sports & Recreation
15	Pear Blossom Run	Apr	\$2,500		\$2,500	Sports & Recreation
16	Going Rogue Boys Volleyball	Apr	\$2,500		\$2,500	Sports & Recreation
17	Southern Oregon Open	May	\$3,500		\$3,500	Sports & Recreation
18	Rogue Memorial Challenge	May	\$5,000		\$5,000	Sports & Recreation
19	Concert at the Rocks	May-Aug	\$2,000		\$2,000	Arts & Culture
20	Southern Oregon Classic & Culinary Feast	June	\$3,200	\$1,800	\$5,000	Sports & Recreation
21	Medford Summer Classic Pickleball	June	\$1,000		\$1,000	Sports & Recreation
22	Brews, Bluegrass & BBQ	June	\$1,000		\$1,000	Food, Wine & Agritourism
23	Savor Southern Oregon	June	\$25,000		\$25,000	Food, Wine & Agritourism
24	Rogue Valley Rising Lacrosse	June	\$2,500		\$2,500	Sports & Recreation
25	Rogue Valley Farm Tour	July	\$500		\$500	Food, Wine & Agritourism
26	ACO World Championships 2027	July 2027	\$25,000		\$25,000	Sports & Recreation
27	Medford Rogues Baseball	Summer	\$1,000		\$1,000	Sports & Recreation
TOTAL			\$103,820	\$2,800	\$106,620	

Event Promotion (cont.)



ROGUE X EVENTS *(Budget Line 812.62)*

#	Event Name	Event Month	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2025	\$3,500		\$3,500	Sports & Outdoors
2	ACO Medford Major - Winter	Jan 2026	\$3,500		\$3,500	Sports & Outdoors
3	49 th Annual Medford Rod & Custom Show	April 2026	\$3,000		\$3,000	Sports & Outdoors
TOTAL			\$10,000	\$0	\$10,000	

DOWNTOWN EVENTS *(Budget Line 812.62)*

#	Event Name	Event Month	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	32nd Great Medford Multicultural Fair	Sept 2025	\$2,500		\$2,500	Downtown
2	Forks & Friends (Downtown Restaurant Week)	Oct 2025	\$5,000		\$5,000	Downtown
3	The Rogue Marathon	Oct 2025	\$1,500	\$5,085	\$6,585	Downtown
4	Ride For A Cause	Oct 2025	\$0	\$1,571	\$1,571	Downtown
5	Winter Lights Festival	Dec 2025	\$2,500		\$2,500	Downtown
6	Pear Blossom Festival	April 2026	\$1,000		\$1,000	Downtown
7	Art In Bloom	May 2026	\$1,000		\$1,000	Downtown
8	Rogue Comic Con	May 2026	\$2,500		\$2,500	Downtown
TOTAL			\$15,500	\$6,656	\$22,156	

LITHIA & DRIVEWAY FIELDS EVENTS *(Budget Line 826)*

#	Event Name	Event Month	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	USA Softball Fall Showcase	Oct 2025	\$5,000		\$10,000	Sports & Outdoors
2	Cascade Collegiate Conference Soccer Championships	Nov 2025	\$5,500		\$10,500	Sports & Outdoors
TOTAL			\$10,500	\$0	\$10,500	

TOTAL EVENT PROMOTION *(Budget Line 812.61)*

Event Classification	# of Events	Funds Awarded	In-Kind Amount	Total Support
Arts & Culture	6	\$12,000	\$1,000	\$13,000
Downtown	8	\$15,500	\$6,656	\$22,156
Food, Wine & Agritourism	5	\$32,120	\$0	\$32,120
Sports & Recreation	21	\$80,200	\$1,800	\$82,000
TOTAL	40	\$139,820	\$9,456	\$149,276

COMMUNITY PARTNERSHIP GRANT CYCLE 1 HIGHLIGHTS

26 EVENTS SUPPORTED

\$68,700 TOTAL SUPPORT

EVEN SPLIT BETWEEN DRIVERS AND ENHANCERS

1.8k+ OUT OF TOWN ATTENDEES

1k+ ROOM NIGHTS GENERATED

92% PLAN TO HOST EVENT AGAIN



"We are incredibly grateful for the grant opportunity—it made this celebration of Día de los Muertos possible and allowed us to create such a meaningful experience for our community. Your support truly helped bring people together, honor cultural traditions, and make a lasting impact in Medford and the Rogue Valley. Thank you again for making this event possible!"

-Ballet Folklórico, Día de los Muertos

"Our teams and staff all really love this event each year. We receive many compliments about Medford and the experience they had while attending... Thank you for your support!"

-Mr. Softball, USA Softball Fall Exposure



"We are deeply grateful for Travel Medford's partnership, which helps us attract both residents and visitors who contribute to the local economy and enrich the cultural vitality of our area. Looking ahead, we're excited to build on this momentum with expanded programming and even greater collaboration with local businesses and artists."

-Ashland Folk Collective, Summer Concert Series

"I very much want to thank Travel Medford for their support of this event. We were able to make it bigger and better, bring more of the community together and get them more engaged. We hope to make it even larger and add more components next year."

-Medford Parks & Rec., Winter Lights Festival



VISITOR SERVICES SUMMARY

Travel Medford launched two new digital passports this fall – Forks & Friends Restaurant Week in conjunction with Downtown Medford Association and The Harvest Hop Pass highlighting local pumpkin patches, farms & farm stands and corn mazes. Engagement was strong. Per the request of several wineries, we added several dates in November and December for Taste of the Rogue at the Medford Airport leading up to the holidays.

ROGUE VALLEY AIRPORT INFORMATION DESK DATA

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	155	17	626	349	2,387	1,549	4,928	274	22,550
AUG	106	22	372	267	2,521	1,488	4,670	201	18,374
SEP	126	16	479	312	2,346	881	4,034	263	23,212
OCT	128	21	326	265	2,225	1,741	4,578	265	21,095
NOV	124	30	209	196	1,988	1,368	3,791	210	15,301
DEC	124	21	207	231	1,177	842	2,478	237	17,558
JAN									
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	763	127	2,219	1,620	12,644	7,869	24,479	1,450	118,090
TOTAL YTD 24-25	980	157	2,309	2,062	14,065	6,656	25,249	1,265	113,607
% Chg	-22%	-19%	-4%	-21%	-10%	18%	-3%	15%	4%

*Arriving Flights = when VIC was staffed

OTHER VISITOR SERVICES & PROGRAMS

	Visitors		Taste of the Rogue		Passports		Total	OVERALL INTERACTIONS	
	Downtown	Rogue X	Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	155	1,242	14	234	16	35	1,682	JUL	6,610
AUG	106	1,042	14	112	15	17	1,292	AUG	5,962
SEP	85	733	13	107	52	8	985	SEP	5,019
OCT	82	879	20	172	325	48	1,506	OCT	6,084
NOV	38	1,057	33	238	30	38	1,401	NOV	5,192
DEC	36	778	33	196	18	22	1,050	DEC	3,528
JAN								JAN	
FEB								FEB	
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	502	5,731	127	1,059	456	168	7,916	TOTAL	32,395
TOTAL YTD 24-25	380	7,222	56	519	108	37	8,322	TOTAL YTD 24-25	33,571
% Chg	32%	-21%	127%	104%	322%	354%	-5%	% Chg	-4%

Destination Development (Sports)



SPORTS TOURISM SUMMARY

The second quarter showcased the popularity and economic impact of sports events across our community. Highlighted by three events that brought significant visitors and room nights to Medford, sports tourism continues to be a driving force for growth in our community. Work continued on directives from the Sports Strategic Plan and preparations begin for a series of events taking place throughout 2026 and into the Summer of 2027.

Q2 KEY DATES/EVENTS

Oct. 9-11: American Cornhole Organization Medford Major

Nov. 7-12: Cascade Collegiate Conf. Soccer Championships

Nov. 15-16, 22: Oregon Youth Soccer Assoc. Founders Cup

Sports Tourism Promotion:

- Attended the American Cornhole Organization (ACO) Las Vegas Major to promote the ACO World Championships in Medford in 2027
- Multiple segments on the Ace Sports Radio discussing upcoming events and key elements of the growth in sports tourism
- Recorded podcast segments for One West Tourism Alliance and the Cascade Collegiate Conference to promote specific events and the impact of sports tourism
- Attended Oregon Outdoor Alliance DMO & industry panel aiming to better connect and understand the tourism and economic impact of outdoor recreation and sport

Event Support:

- Provided financial support for the The Rogue Marathon, Ride for a Cause, ACO Medford Major, CCC Soccer Championships, and USA Softball Fall Showcase
- Provided event staffing support for ACO Medford Major, CCC Soccer Championships, RV Timbers Silent Saturday, SOU Volleyball, and RCC Volleyball Regional Playoff Tournament

Sports Tourism Strategic Plan:

- Distributed a "one-sheet" to commissioners that showcases the overall findings and directions of the strategic plan
- Established SOSC Annual Report inline with better story telling and communicating value and impact of sports tourism
- Supported promotion of Creekside Quarter development towards conference center construction

Looking Forward:

- Return of the American Cornhole Organization Medford Major (Jan. 2026)
- Attend Oregon Governor's Conference to learn about the state-wide sports tourism efforts
- Establish the American Cornhole Organizations World Championships Committee
- Preparation for Polar Plunge, Going Rogue Boys Volleyball, OYSA President's Cup, and 5th Annual SOSC Golf Tournament along with promotion and support of returning events in the Spring

HIGHLIGHTS

6

RFPs Reviewed

7

Event Directors Contacted

11

Sports Events Attended

16.8K

SOSC Social Reach

47.2K

SOSC Social Views

227

Sports Outreach (Meetings, emails, calls)

50%

Newsletter Open Rate



Left: Participants of the American Cornhole Organization PRO-AM at the Oct. Medford Major



Right: The winners of the Cascade Collegiate Conference Men's Soccer Championships, Warner Pacific.

Organizational Sustainability



ORGANIZATION SUSTAINABILITY SUMMARY

Developing a stable organization enhances the Rogue Valley for residents and visitors alike. The Travel Medford team stays updated with trends and industry standards by attending educational conferences and advertises the destination at tradeshows. The combination of the two events elevates Medford's presence on a local, regional and statewide level and strengthens Medford's position as a leading organization in the travel and tourism industry.

Conferences / Webinars

- Sports Tourism Learning Institute (Sports Events & Tourism Association); Darren, Online
- One West Tourism Alliance, Where We Goin? Podcast; Oct. 2; T.J., Darren
- Oregon Economic Development Association Annual Conference; Oct. 26-27; T.J.; Salishan
- Chamber Leadership Class; Oct. 21, Nov. 18; Haley; Rogue Valley

Community Collaboration, Presentations & Industry Events

- Medford 2040 Vision Implementation Committee; Oct. 2; T.J.
- American Cornhole Organization Medford Major; Oct. 9-11; All Staff
- Power Hour, Downtown Medford Association; Oct. 14; T.J.
- Creekside Quarter TownHall; Oct. 16; T.J., Darren
- Southern Oregon Sports Commission Meeting; Oct. 16; T.J., Darren, Katelyn
- Medford Chamber Forum; Oct. 20; All Staff
- Cascade Collegiate Conference Soccer Championships; Nov. 8-13; Darren, Katelyn
- Travel Southern Oregon Regional Stakeholder Meeting; Nov. 13; T.J., Carole, Darren, Celeste
- Travel Medford Tourism Council; Nov. 19; All Staff
- Medford 2040 Vision Implementation Committee; Dec. 4; T.J.
- Medford Chamber Forum; Dec. 8; All Staff
- Power Hour, Downtown Medford Association; Dec. 9; T.J.



[Click for Link](#)

Q2 HIGHLIGHTS

Advocate for Conference Center as part of Creekside Quarter



Throughout 2025, culminating in Election Day in November, Travel Medford helped convene several key stakeholder meetings between the City of Medford, Medford lodging operators and the tourism industry to discuss the Creekside Quarter and Measure 15-238. Travel Medford also served on Creekside Quarter Political Action Committee and assisted in providing accurate information and educating the public about the role tourism plays in the local economy. The Conference Center is an anchor development project for the Creekside Quarter and was also a City of Medford 2040 Vision Goal that Travel Medford was assigned to be the lead partner, advancing the initiative for the city.

Travel Medford Honored by Industry Awards

The Travel Medford team earned two industry awards during Q2, collecting a pair of accolades for Medford. Travel Medford's 60-second video "Every Journey to Medford Becomes a Story" won a Gold Viddy Award, recognizing outstanding achievement in video and digital production skills in the category of Tourism & Leisure Commercial. Travel Medford also submitted an entry to Travel Weekly's Magellan Awards, earning Medford a Gold Award for the Overall Adventure Destination. While the Viddy Award was for internal work, the Travel Weekly award will be utilized in Travel Medford's marketing and advertising campaigns to attract visitors to Medford.

