



Q2 REPORT

OCT. 2025 - DEC. 2025

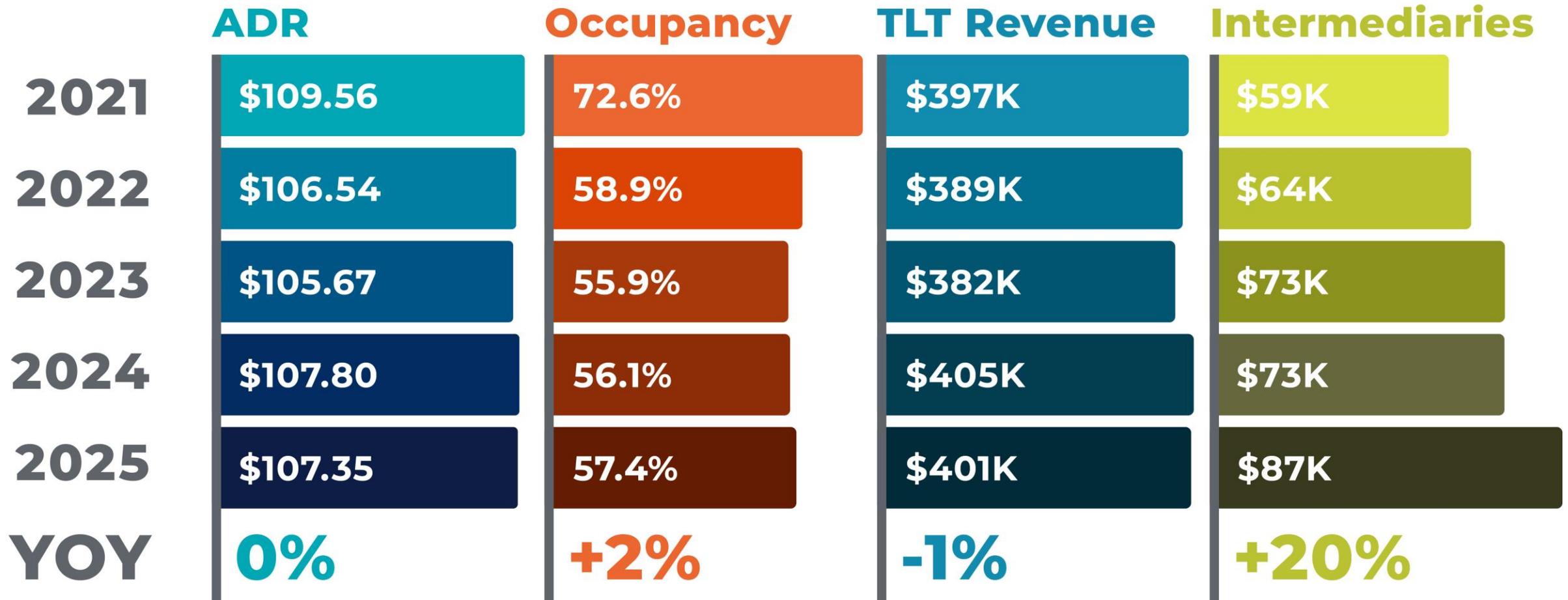


TRAVEL
*Medford*TM

TLT Revenue Q2



Tourism Trends Q2: October to December



Source: STR (76% of Medford hotel rooms reporting) & AirDNA



TRAVEL
and *Words*
NORTHWEST TRAVEL & LIFESTYLE WRITERS CONFERENCE

September 2025



Spots
803



Impressions
6.4M



Expedia CAMPAIGN

Run Dates: Aug. 1 - Dec. 31



Ad Spend
\$66K



Gross Bookings
\$1.1M



Return on Spend
\$17:1



Room Nights
9,663



DOWNTOWN MEDFORD MAP

Savor, Shop, & Explore Downtown Medford

Travel Medford
Visitor Information Center
101 E 8th St, Medford, OR 97501
541-779-6847

Parking
2-Hour Free Parking
Offers Free, Pay Hourly or Daily

Pay Hourly, Daily, or Weekly
Offers Free, Pay Hourly or Daily

EXPLORE

82. Alba Park
83. Andela Nightclub
84. Art Du Jour Gallery
85. Cinemark Tinseltown Medford 15
86. Claw Planet
87. Collaborative Theater
88. Craterian Theater at The Collier for the Performing Arts
89. Crunch Time!
90. Get Air Trampoline Park
91. H2O Bar & Nightclub
92. Hawthorne Park
93. Holy Theatre
94. Jackson County Library
95. Medford Cowork Collective
96. Pear Blossom Park
97. Pear Blossom Playground
98. Rack 'Em Billiards
99. Rocky Tonk Saloon
100. Rogue Gallery & Art Center
101. Southern Oregon Historical Society
102. The Children's Museum of Southern Oregon
103. Vogel Plaza

MURALS

104. Clapped Hands
105. Everyone is Welcome
106. Fun Experience
107. Gratitude
108. History of Transportation
109. Mahal
110. Oregon Mural
111. Oregon Species
112. Recuerdo
113. Under the Wings of Brightness and Hope
114. Urban Cork
115. Wings

SAVOR

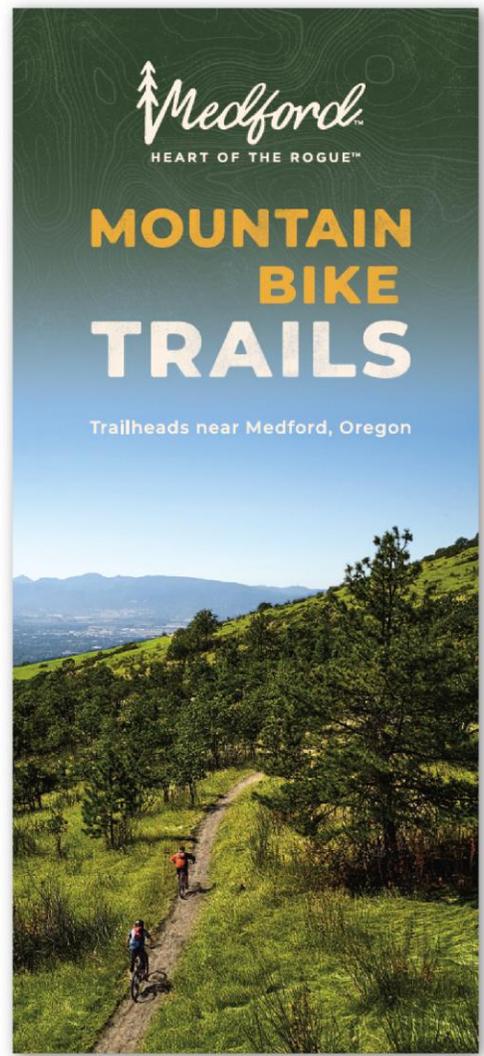
<ol style="list-style-type: none"> 1. 4 Daughters Irish Pub 2. Baja Fresh 3. Bartlett Bites Food Pod 4. Bearworks 5. Burger Spot 6. Buttercloud Bakery & Cafe 7. Butterfly Club 8. CABA Empanadas 9. Champagne Cafe 10. Common Block Brewing Co. 11. Cookie Plug 12. CravingCave 13. Deliah Bakery 14. Elements Tapas 15. El Paraiso Mexican Cuisine 16. Firehouse Subs 17. Floreat Coffee 18. Forage Coffee Company 19. Grape Street Bar & Grill 20. Great Harvest Bread Co. 21. Gypsy Blues Bar 	<ol style="list-style-type: none"> 22. Hen & Flour 23. Jefferson Spirits/Blind Tiger Medicine Room 24. Jolie's Bento 25. Kahlo Exotic Grill 26. Kin Thai 27. Kung Fu Tea 28. Luncheonette 29. Mellelo Coffee Roasters 30. Misoya 31. Namaste 32. Oh's Osaka 33. Old Spaghetti Factory 34. Ollie's Brooklyn Pizza 35. Outsider Coffee 36. Over Easy 37. Parkside Cafe 38. Pomodoro Osteria and Bar 39. Red Robin 40. Ruby's on Genessee 	<ol style="list-style-type: none"> 41. Seoul Stix Korean Corndogs 42. Shishi Chinese American Restaurant & Lounge 43. Solé Brunch & Lounge 44. Solid Ground Coffee + Tea 45. Soo Rah 46. Starbucks 47. Sugar and Spice Coffee & Fruits 48. Tap & Vine at 539 49. The Beatrice 50. The Copper Plank 51. The District Wine Bar 52. The Urban Cork 53. Violets & Cream 54. Voodoo Martini <p>SHOP</p> <ol style="list-style-type: none"> 55. Al's Cycle & Hobby 56. Artistic Piano 57. Astral Games Medford 58. Bio Skin 59. Bumble & Wren 60. Burlington 61. Catrina Munoz Bridal 62. Central Art Supply 63. Daiso 64. Dancing Beads 65. Em'z Blendz Soap Co. 66. Essentials Home Decor 67. House To Home Gallery 68. Kid to Kid 69. Main St. Antique Mall 70. Refashion Consignment Shop 71. Rogue City Comics 72. Rogue Valley Anglers 73. Root Jewelers 74. Ross Dress for Less 75. Scrub Hub 76. Terra Firma Home 77. The RetroWormhole 78. T.J. Maxx 79. Tuxedo Junction 80. Uptown Cheapskate 81. Vivis Fashion
--	---	---

HEART OF THE ROGUE™

@travemedford | travemedford.org

Scan to Pay for Downtown Parking

paybyphone
Scan for Mobile App



MOUNTAIN BIKE TRAILS BROCHURE



2025 Dia de los Muertos

CYCLE 1	26 Grants Awarded	\$68,700 Total Support
	1K+ Room Nights Generated	1.8K+ Out of Town Attendees
	50% Drivers	50% Enhancers

CYCLE 2	13 Grants Awarded	\$22,500 Total Support
----------------	--------------------------	-------------------------------

KEY UPCOMING EVENTS

- Pear Blossom Festival & Run (April)
- Rogue Memorial Challenge (May)
- Rogue Valley Lacrosse (June)

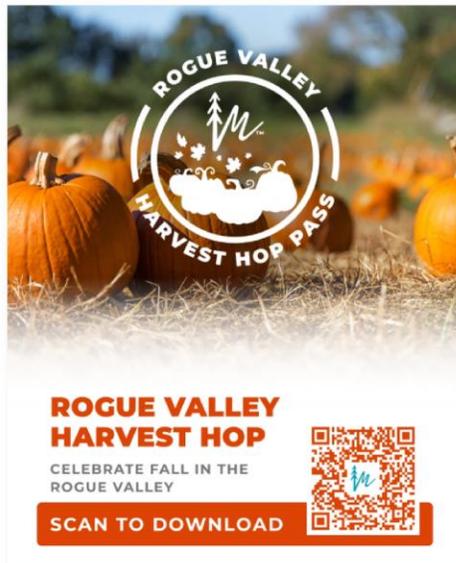
- Art in Bloom (May)
- Southern Oregon Open (May)
- Savor Southern Oregon (June)

TASTE OF THE ROGUE

86 Flights Served
606 Pours



HARVEST HOP PASSPORT



 <p>AMERICAN BEE COMPANY 3045 E. Evans Creek Rogue River, OR</p> <p>LEARN MORE</p>	 <p>BIGHAM FARMS 9445 Pumice Lane Central Point, OR</p> <p>LEARN MORE</p>	 <p>CREEKSIDE COUNTRY GIFTS & PRODUCE 304 Talent Ave. Talent, OR</p> <p>LEARN MORE</p>	 <p>DORMHOUSE FARM 133 N. 5th Street Jacksonville, OR</p> <p>LEARN MORE</p>
---	---	--	---

FORKS & FRIENDS RESTAURANT WEEK



Forks & Friends Restaurant Week Passport

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

FREE

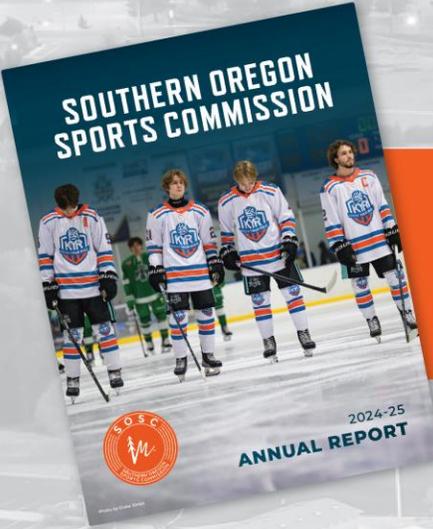
[Sign Up](#) [Learn More](#)

PARTICIPATING BUSINESSES INCLUDE:



KEY EVENT	KPI
USA Softball Fall Exposure	\$400K Econ. Impact
ACO Medford Major	\$112K Econ. Impact
Rogue Marathon	499 Runners (19 States)
CCC Soccer Championships	\$455K Econ. Impact
OYSA Founders Cup	30 Visiting Teams



SOUTHERN OREGON SPORTS COMMISSION 2024-25 ANNUAL REPORT





Thank you!



TRAVEL
Medford™