



Q3 REPORT

JAN 2025 - MARCH 2025



TRAVEL
 Medford™

TRAVELMEDFORD.ORG



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TOURISM PROMOTION

- Advertising Report.....5-7

EVENT PROMOTION

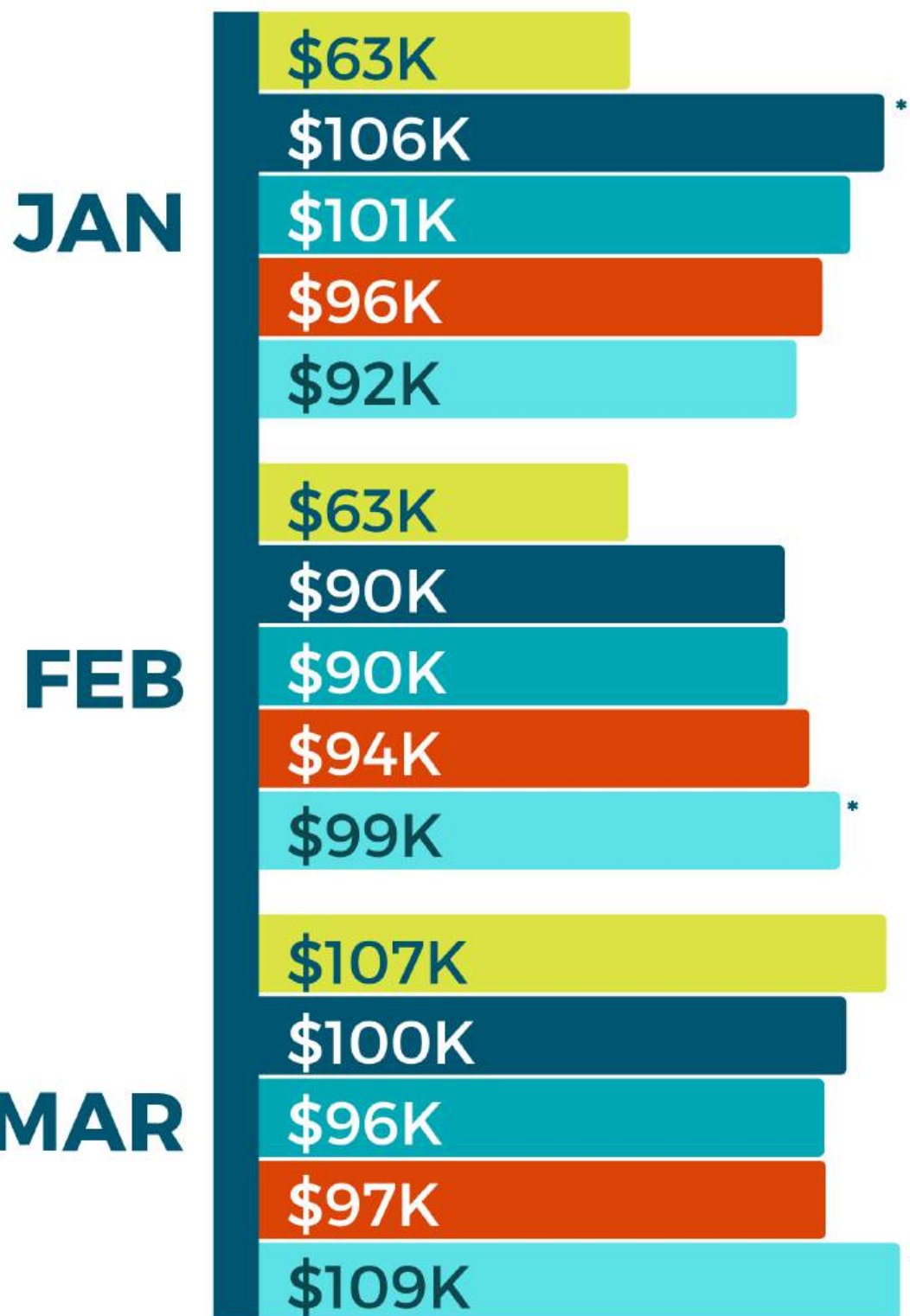
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2021

2022

2023

2024

2025

***RECORD FOR THAT MONTH**



ADR

2021

\$89.86

2022

\$103.16

2023

\$101.57

2024

\$100.09

2025

\$106.01

PRE-COVID (2020)
VS.
2025

+30%

RECORD
Q3

OCCUPANCY

67.2%

65.8%

51.6%

51.8%

55.5%

+25%

NOTE: Q3 ROOM SUPPLY
+12% FROM 2021
(313 ROOMS/NIGHT)

TLT REVENUE

2021

\$234K

2022

\$297K

2023

\$288K

2024

\$287K

2025

\$301K

PRE-COVID (2020)
VS.
2025

+66%

RECORD
Q3

INTERMEDIARIES

\$34K

\$48K

\$50K

\$53K

\$56K

+16%

NOTE: INTERMEDIARY COLLECTION
STARTED OCT 2020 (Q2)

RECORD
Q3



TOTAL TRIPS
308,183 Trips

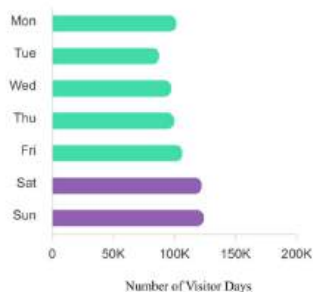


VISITOR DAYS
808,711 Days



AVG LENGTH OF STAY
2.6 Days

Visitors by Day



Visitor Days by Length of Stay



Top Markets

DMA	Share of Visitor Days
Medford-Klamath Falls	13.6
Portland- OR	13.1
Eugene	10.3
Sacramento-Salt Lake City	5.69
Seattle-Tacoma	5.4
Los Angeles	4.52
Chico-Redding	3.22
San Francisco-Oakland-San Jose	2.98
Eureka	2.76
Phoenix -Prescott	2.08
Fresno-Visalia	1.28
Reno	1.22
Bend- OR	1.22
Yakima-Pasco-Richland-Kennewick	0.91
Spokane	0.91
Salt Lake City	0.9
Denver	0.9
Boise	0.89
Las Vegas	0.86

Share of Trips by State



Length of Stay by Distance



Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Visitor Days
Phoenix -Prescott	3 Days	2.08%
Reno	2.8 Days	1.22%
Portland- OR	2.8 Days	13.1%
Los Angeles	2.8 Days	4.52%
Boise	2.7 Days	0.89%
Spokane	2.7 Days	0.91%
Seattle-Tacoma	2.7 Days	5.4%
Fresno-Visalia	2.6 Days	1.28%
Yakima-Pasco-Richland-Kennewick	2.6 Days	0.91%
San Francisco-Oakland-San Jose	2.6 Days	2.98%
Eugene	2.5 Days	10.3%
Sacramento-Salt Lake City	2.5 Days	5.69%
Bend- OR	2.4 Days	1.22%
Chico-Redding	2.3 Days	3.22%
Eureka	2.2 Days	2.76%
Medford-Klamath Falls	2 Days	13.6%



BEND
Magazine

Via
THE AAA MAGAZINE



**TRAVEL
OREGON**



DO SOMETHING GREAT

The Oregonian

MONTHLY
Portland

Medford.
HEART OF THE ROGUE™

**Your
Winter
Getaway
Awaits**

PLAN NOW

Medford.
HEART OF THE ROGUE™

**Your Spring
Escape Starts
*Here***

PLAN NOW

Medford.
HEART OF THE ROGUE™

**Your
Winter
Getaway
*Awaits***

PLAN NOW

SAVOR
Southern Oregon

**THE ROGUE VALLEY'S
SIGNATURE WINE EVENT**
June 13 & 14, 2025 | Medford, Oregon

TICKETS ON SALE NOW

SAVOR
Southern Oregon

**THE ROGUE VALLEY'S
SIGNATURE WINE EVENT**
June 13 & 14, 2025
Medford, Oregon

PURCHASE TICKETS

**Uncork
Your Next *Adventure***

Medford.
HEART OF THE ROGUE™

PLAN NOW

Advertising Report *Tourism Promotion*



CAMPAIGNS RUNNING

- Monthly TM Newsletters
- Oregonian Performance Display Ads
- Google (SEM)
- Meta (Facebook/Instagram)
- Expedia "Always On" campaign

OREGONIAN PERFORMANCE DISPLAY ADS

AUDIENCE: SACRAMENTO, SAN FRANCISCO & PHOENIX, AZ

RUN DATES: 02/01/2025-03/31/2025

IMPRESSIONS: 2.4M

CLICKS: 42K

CTR: 1.72% (industry benchmark .08%)



TRAVEL OREGON SEASONAL E-NEWSLETTER

**YOUR WINTER
ADVENTURE
STARTS HERE**



70,000
EMAILS SENT

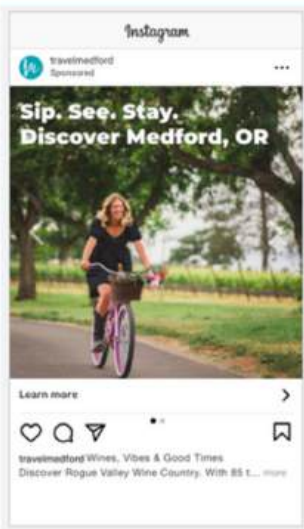
META SPRING ESCAPE CAMPAIGN

IMPRESSIONS: 75K

REACH: 46K

VIEWS: 1,591

CPR: \$0.63



WEBSITE



SPRING ESCAPE IN MEDFORD, OREGON

ACTIVE USERS: 69K

TOP PAGES

WINTER AWAITS: 27K

SPRING ESCAPE: 25K

TM NEWSLETTERS

TOTAL CONTACTS: 27,568

NEW CONTACTS: 294

OPEN RATE: 37%

CTR: 2%



Followers: 18,471
Increase: +549
Reach: 28.5K



Followers: 36,909
Increase: +611
Reach: 350.5K

TRAVELMEDFORD.ORG

Advertising Report Q3 Tourism Promotion



Expedia REPORT SNAPSHOT



Display Performance Summary - Travel Medford

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
2,732K	4,465	0.16%	\$89K	12,914	0		14,425	0	0	\$1,502K	16.8
POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS	Room Nights				
Expedia US	928K	547	0.06%	\$18,350	\$241K	13.1	1,917				
ExpediaPlus US	1,188K	2,873	0.24%	\$50,972	\$531K	10.4	4,396				
Hotels.com US	616K	1,045	0.17%	\$19,980	\$730K	36.5	6,601				
Grand Total	2,732K	4,465	0.16%	\$89,302	\$1,502K	16.8	12,914				

Impressions

Clicks

ROAS

Reporting Period: 8/1/2024 - 3/31/2025

Conversion Insights - Travel Medford



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Event Promotion Community Partnership Grant



Travel Medford - Event Promotion Tracking

FY 2024-25

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2024 EVENTS							
1	Folk Collective Summer Series (in Medford)	Summer	\$2,000	\$2,000		\$2,000	General
2	Southern Oregon Golf Championships	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
3	Sasquatch Open Pro Am	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
4	American Cornhole Organization (ACO) World Championships	July 2027	\$5,000	\$5,000		\$5,000	Sports & Outdoors
5	Medford Rogue Rotary Pickleball Fest	September	\$1,000	\$1,000	\$200	\$1,200	Sports & Outdoors
6	Red Hawk Ridge Freestyle Jam	October	\$1,000	\$1,000		\$1,000	Sports & Outdoors
7	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$5,500	\$2,675	\$8,175	Sports & Outdoors
2025 Events							
8	Medford Rogues	Summer	\$900	\$900		\$900	Sports & Outdoors
9	Savor Southern Oregon	June	Event Host	\$25,000		\$25,000	Wine & Beer
10	King of the Ice Hockey Tournament	January	\$1,500	\$1,500		\$1,500	Sports & Outdoors
11	RISE Volleyball Rogue Valley Classic	March	\$5,000	\$2,500		\$2,500	Sports & Outdoors
12	Go Rogue Boys Volleyball Tournament	April	\$5,000	\$2,500		\$2,500	Sports & Outdoors
13	Kids Unlimited Southern Oregon Open	May	\$5,000	\$2,500		\$2,500	Sports & Outdoors
14	Southern Oregon Classic & Culinary Feast	June	\$8,900	\$3,200	\$1,800	\$5,000	General
15	Medford Summer Classic Pickleball Tournament	June	\$1,300	\$1,300		\$1,300	Sports & Outdoors
16	Rogue Reining Horse Association Ranch and Reining Show Series	June	\$5,000	\$1,000	\$0	\$1,000	Sports & Outdoors
17	Southern Oregon Speedway 2025 Season	Summer	\$5,000	\$5,000		\$5,000	Sports & Outdoors
18	Rogue Valley Farm Tour	July	\$500	\$500		\$500	General
19	DEVO Downhill Series (mountain biking)	April-May	\$1,312	\$1,312		\$1,312	Sports & Outdoors
20	Grizzly Gravel Hunter (biking)	June	\$20,000	\$1,000		\$1,000	Sports & Outdoors
21	Gujarati Medford Volleyball	May	\$2,500	\$2,000		\$2,000	Sports & Outdoors
22	Spring Fling Mountain Bike Festival	May	\$2,000	\$1,000		\$1,000	Sports & Outdoors
TOTAL			\$83,412	\$67,712	\$4,675	\$72,387	

Rogue X Events (812.62)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	ACO Medford Major - Winter	Feb 2025	\$3,500	\$3,500		\$3,500	Sports & Outdoors
3	48th Annual Medford Rod & Custom Show	Apr 2025	\$10,000	\$3,000		\$3,000	General
TOTAL			\$17,000	\$10,000	\$0	\$10,000	

EVENT CALENDAR IN Q3

478 EVENTS

TIMEFRAME: JAN 2025 - MAR 2025

Event Promotion Community Partnership Grant



Downtown Events (812.63)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Craterian Theater	Mar 2025	\$5,000	\$4,500		\$4,500	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	\$2,885	Downtown
3	Rogue Marathon	Oct 2024	\$1,675	\$1,675		\$1,675	Downtown
4	Pear Blossom Run (Rogue Valley YMCA)	April 2025	\$2,500	\$2,500		\$2,500	Downtown
5	Pear Blossom Festival	April 2025	\$3,500	\$2,000		\$2,000	Downtown
6	Rogue Week	May 2025	\$12,000	\$3,000		\$3,000	Downtown
7	Art In Bloom	May 2025	\$6,000	\$3,000		\$3,000	Downtown
8	Rogue Comic Con	May 2025	\$8,000	\$3,000		\$3,000	Downtown
9	Holly Theatre Grand Opening Gala	March 2025	\$1,500	\$1,500		\$1,500	Downtown
10	Ballet Folklorico	May 2025	\$5,000	\$1,500		\$1,500	Downtown
TOTAL			\$46,675	\$25,360	\$200	\$25,560	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	USA Softball College Exposure Tournament	Oct 2024	\$5,000	\$5,000		\$5,000	Sports & Outdoors
2	Rogue Memorial Challenge	May 2025	\$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	4	\$21,400	\$8,700	\$1,800	\$10,500
Downtown	10	\$46,675	\$25,360	\$200	\$25,560
Sports & Outdoors	22	\$89,012	\$54,012	\$2,875	\$56,887
Wine & Beer	1		\$25,000		\$25,000
TOTAL	37	\$157,087	\$113,072	\$4,875	\$117,947



BY THE NUMBERS

47

RFPS
REVIEWED

13

EVENT DIRECTORS
CONTACTED

8

SPORTS EVENTS
ATTENDED

27K

SOSC SOCIAL
REACH

280

SPORTS OUTREACH
(Meetings, Emails, Calls)

Q3 HIGHLIGHTS

• Event Procurement:

- Secured the American Legion Baseball Regional Championships for August of 2026 & 2027

• Event Support

- Hosted the ACO Medford Major for Jan/Feb 2025, resulting in record registration and \$165K in estimated economic impact
- Provided support for King of the Ice youth hockey tournament
- Promoted Oregon State Alpine Championships at Mt. Ashland
- Took the plunge for the Special Olympics at the annual Polar Plunge event at RVCC
- Supported CEVA & Rise club volleyball tournament at Rogue X

• Sports Tourism Strategic Plan

- Established stakeholders for strategic plan interviews and surveys
- Scheduled first stakeholder community meeting

• Know Your Role

- Partnered with Gold Hill Little League and Ashland-Talent-Phoenix Little League
- Hosted Know Your Role Night with the Rogue Valley Royals
- Engaged in talks for potential statewide conference presentation regarding Know Your Role

• Future Opportunities

- Sports Commission hosted a “first look” meeting with Eugene Emeralds about potential relocation to Medford
- Began planning for Mountain Bike trails map to highlight riding opportunities across the valley
- Resource and structure planning “Sportground Series” - series of events established, hosted and operated in partnership between Travel Medford, SOSC and Medford Parks & Recreation



Rogue Valley Airport Visitor Kiosk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	178	42	456	429	2,676	1,198	4,801	240	23,071
AUG	190	34	429	379	2,661	1,481	4,984	229	21,249
SEP	172	19	421	314	2,468	1,029	4,251	189	16,802
OCT	121	21	428	302	2,292	703	3,746	202	16,022
NOV	166	24	299	276	2,125	1,106	3,830	209	18,612
DEC	153	17	276	362	1,843	1,139	3,637	196	17,851
JAN	175	18	288	298	1,653	795	3,052	208	16,544
FEB	136	25	286	254	1,579	761	2,905	176	11,874
MAR	152	18	361	275	1,603	1,251	3,508	216	16,308
APR									
MAY									
JUN									
TOTAL	1,443	218	3,244	2,889	18,900	9,463	34,714	1,865	158,333
TOTAL YTD 23-24	1,376	328	2,805	3,073	14,790	4,522	25,518	2,055	190,139
% Chg	5%	-34%	16%	-6%	28%	109%	36%	-9%	-17%

*Arriving Flights = when VIC was staffed

Other Visitor Services & Programs

	Visitors		Taste of the Rogue		Passports (Wine/Bucket List)		Total	TOTAL INTERACTIONS	
	Downtown	Rogue X	Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	100	1,935	9	80	41	6	2,162	JUL	6,963
AUG	85	1,661	9	79	16	4	1,845	AUG	6,829
SEP	58	850	10	114	32	8	1,062	SEP	5,313
OCT	60	838	11	111	10	11	1,030	OCT	4,776
NOV	51	1,066	12	105	8	7	1,237	NOV	5,067
DEC	26	872	5	30	1	1	930	DEC	4,567
JAN	43	1,205	11	72	10	9	1,339	JAN	4,391
FEB	44	1,143	8	77	4	1	1,269	FEB	4,174
MAR	57	1,154	5	60	10	3	1,284	MAR	4,792
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	524	10,724	80	728	132	50	12,158	TOTAL	46,872
TOTAL YTD 23-24	494	8,846	62	637	255	126	10,358	TOTAL YTD 23-24	35,876
% Chg	6%	N/A	29%	14%	-48%	-60%	17%	% Chg	31%

*Note: Started tracking at Rogue X in January 2024