

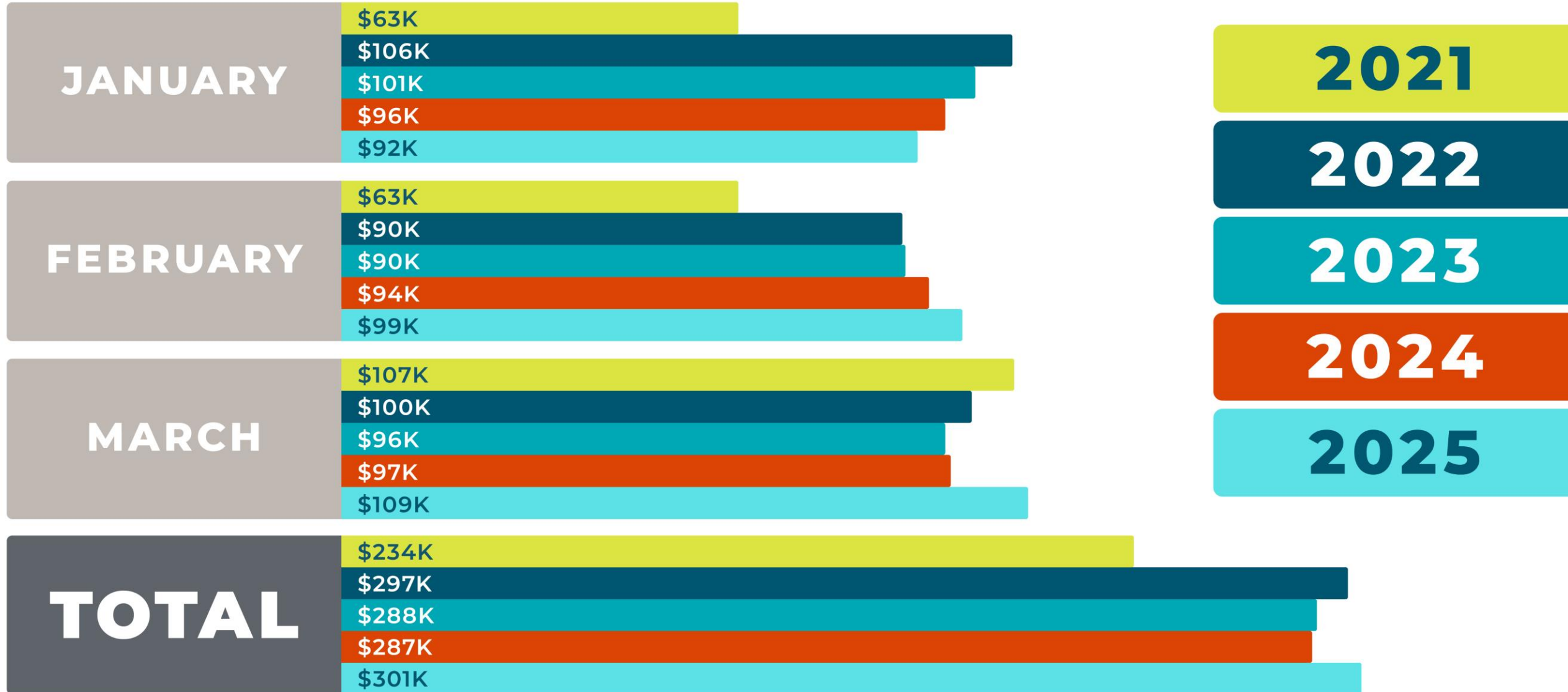


Q3 REPORT

JAN 2025 - MARCH 2025

TRAVEL
Medford™

TLT Revenue Q3



Tourism Trends Q3 2023-24: January to March



ADR

Occupancy

TLT Revenue

Intermediaries

2021

\$89.86

67.2%

\$234K

\$34K

2022

\$103.16

65.8%

\$297K

\$48K

2023

\$101.57

51.6%

\$288K

\$50K

2024

\$100.09

51.8%

\$287K

\$53K

2025

\$106.01

55.5%

\$301K

\$56K

*Pre-COVID (2020)
vs. 2025

+30%

+25%

+66%

+16%

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

NOTE: COLLECTION STARTED IN
OCTOBER 2020 (Q2)

TOURISM PROMOTION







Expedia CAMPAIGN

 Ad Spend
\$89K

 Revenue Generated
\$1.5M

 Return on Spend
\$17:1

 Room Night
12,914

Run Dates: Aug. 1 - Mar 31

The Oregonian PERFORMANCE CAMPAIGN

Impressions 2.4M	Clicks 42K	CTR 1.72% (Benchmark .08%)	Audience Sacramento San Francisco Phoenix
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Run Dates: Feb-March





**DON'T MISS THE ROGUE VALLEY'S
Premier Wine Event!**
June 13 & 14, 2025 | Historic Bigham Knoll

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HIGHLIGHTS

38 Events

\$120K Support

**New Grant
Process launched**



EVENT SUPPORT







Thank you!

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