



# Q4 REPORT

APRIL 2025 - JUNE 2025



TRAVEL  
*Medford*™

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TOURISM PROMOTION

- Advertising Report.....5-7

EVENT PROMOTION

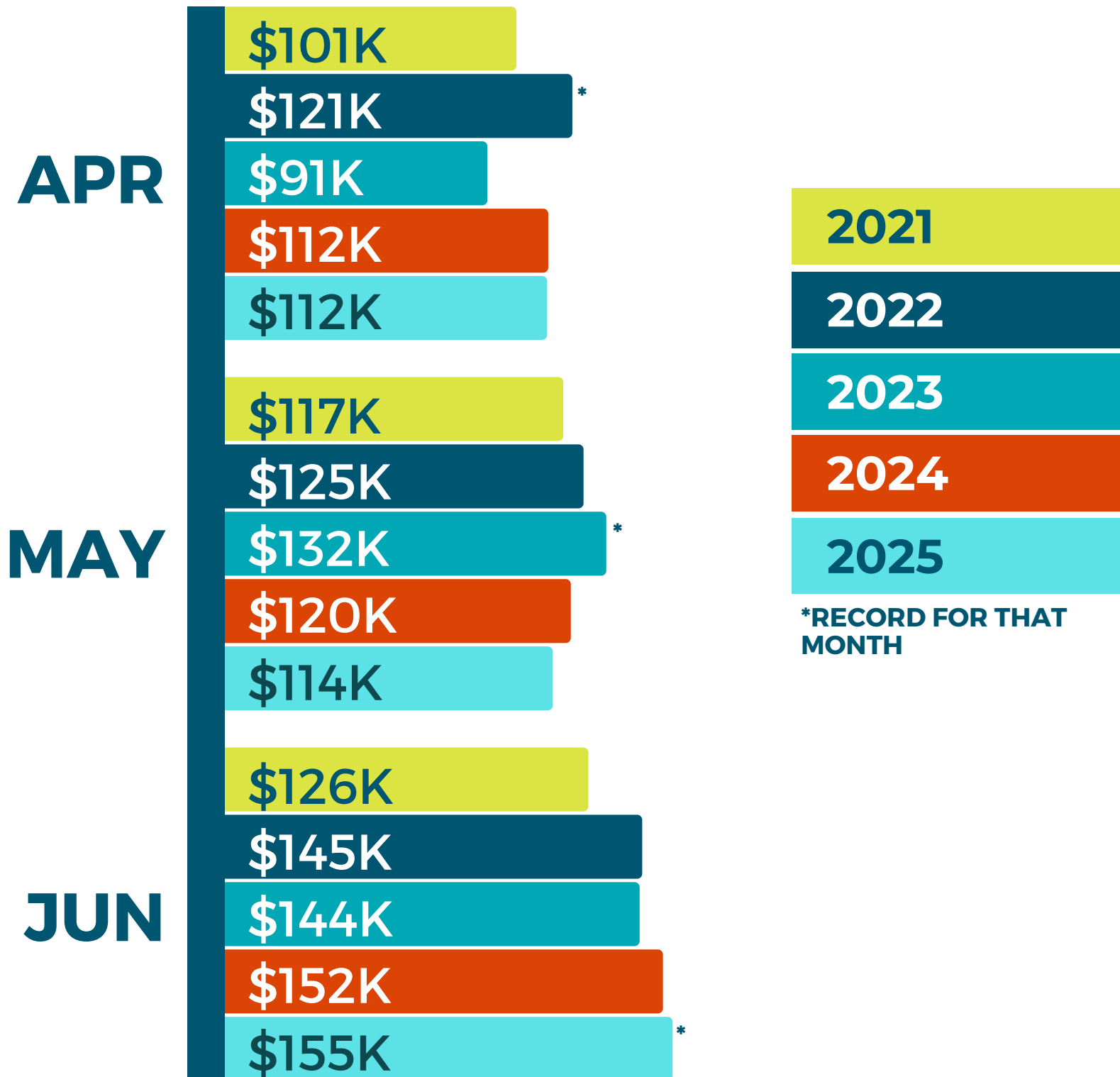
- Community Partnership Grant Fund.....8-9

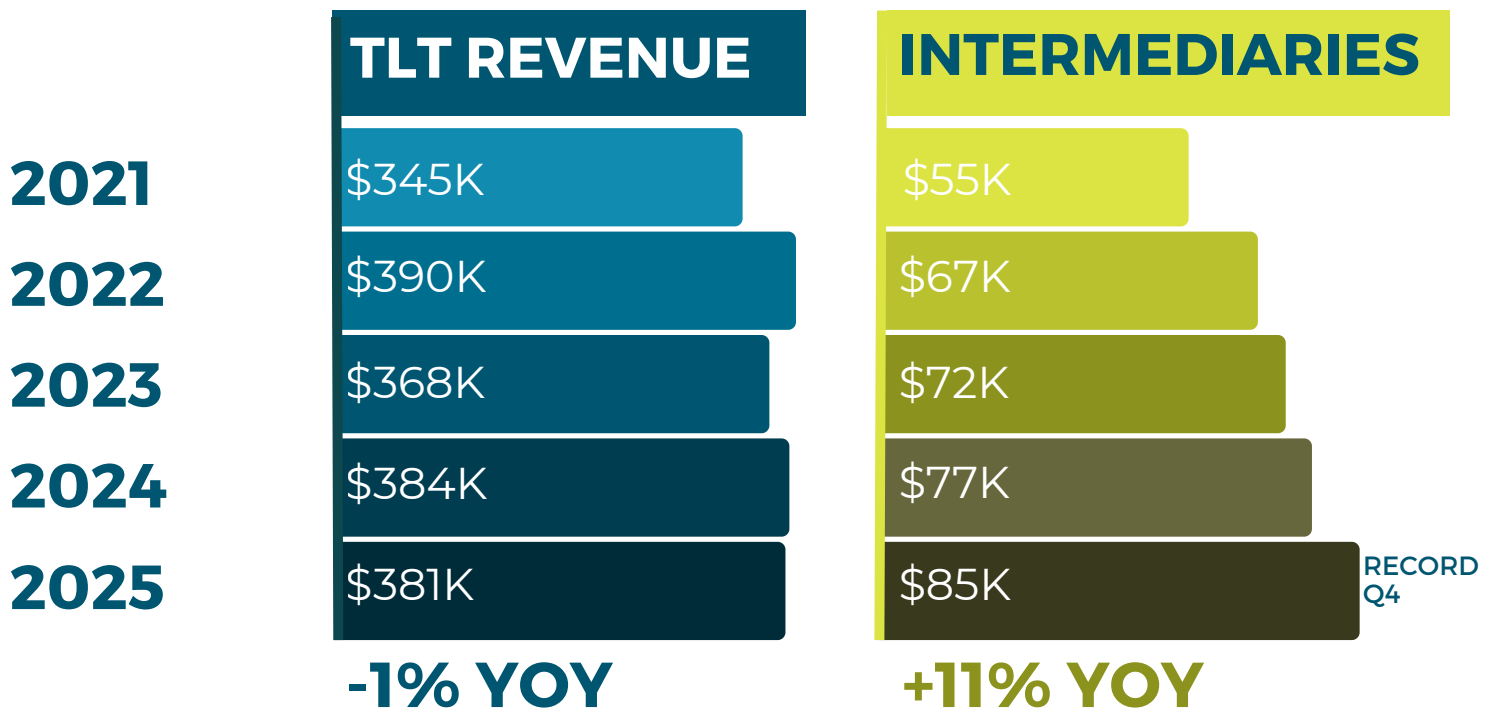
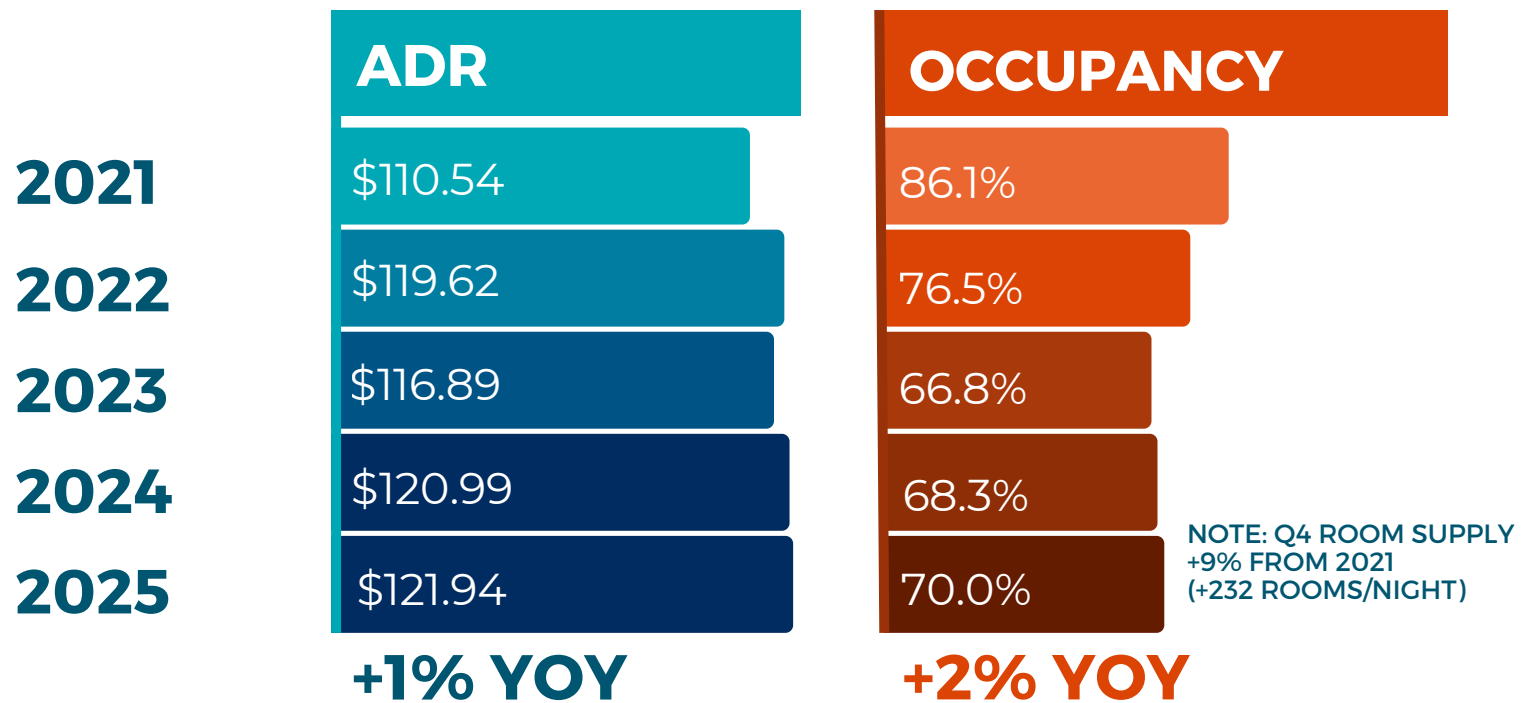
DESTINATION DEVELOPMENT

- Sports Tourism.....10

VISITOR SERVICES

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**61%** MEDFORD HOTELS REPORTING

**76%** MEDFORD ROOMS REPORTING

**320** AVG Q4 INTERMEDIARY PROPERTIES REPORTING



**TOTAL TRIPS**  
415,112 Trips



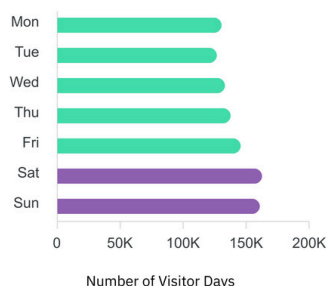
**VISITOR DAYS**  
1,158,870 Days



**AVG LENGTH OF STAY**  
2.8 Days

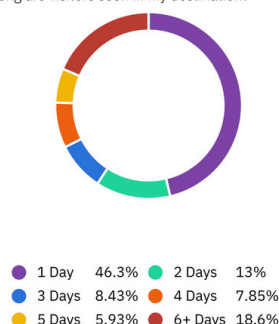
## Visitors by Day

What days am I seeing more visitors to my destination?



## Visitor Days by Length of Stay

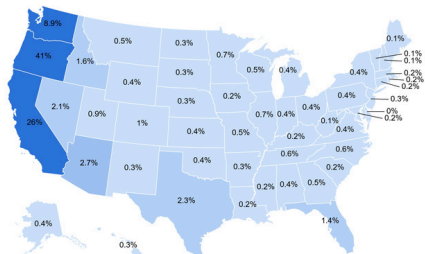
How long are visitors seen in my destination?



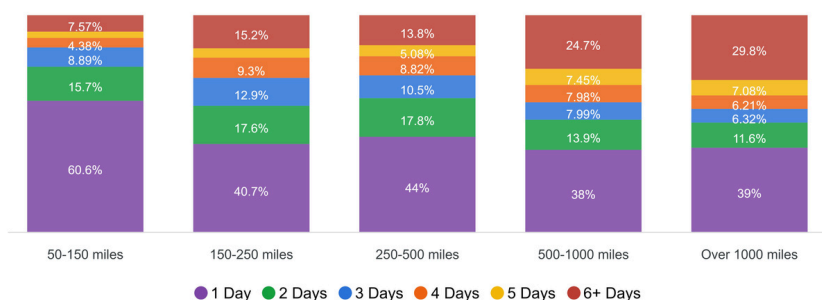
## DMA Visitation

DMA	Visitor Days
Portland- OR	14.5%
Medford-Klamath Falls	14.1%
Eugene	10.8%
Seattle-Tacoma	6.2%
Sacramento-Stokton-Modesto	5.96%
Los Angeles	4.78%
San Francisco-Oak-San Jose	3.99%
Chico-Redding	3.38%
Eureka	2.54%
Phoenix -Prescott	2.22%
Bend- OR	1.44%
Fresno-Visalia	1.31%

## Share of Trips by State



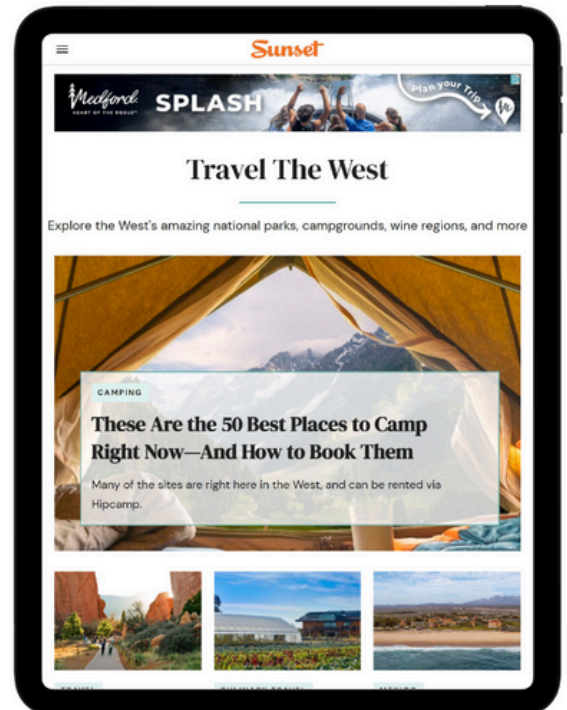
## Length of Stay by Distance



## Length of Stay by Top DMAs

DMA	Avg Length of Stay	Share of Visitor Days
Phoenix -Prescott	3.3 Days	2.22%
Salt Lake City	3.2 Days	1.04%
Spokane	3 Days	0.99%
Seattle-Tacoma	2.9 Days	6.2%
Portland- OR	2.9 Days	14.5%
Los Angeles	2.9 Days	4.78%
Yakima-Pasco-Richland-Kennecott	2.9 Days	1.26%
Reno	2.8 Days	1.16%
Fresno-Visalia	2.8 Days	1.31%
San Francisco-Oak-San Jose	2.8 Days	3.99%

# Advertising Report *Tourism Promotion*





## CAMPAIGNS RUNNING

- Monthly TM Newsletters
- Oregonian Performance Display Ads
- Datafy
- Madden
- PDX Monthly Geotargeting
- Adara
- Tiki
- Google (SEM)
- Meta (Facebook/Instagram)
- Expedia "Always On" campaign

## SAVOR SOUTHERN OREGON

**PARTICIPATING WINERIES: 48**

**VISITATION: 48 ZIP CODES / 12 STATES**

**ATTENDANCE: 708 (EDUCATIONAL+VIP+GRAND TASTING)**

### MEDIA COVERAGE

Hosted & co-hosted 10 Media Members  
12M Impressions  
2 On-air broadcast segments  
6 on-air radio segments  
Press Release picked up by 296 outlets  
134M Total Reach



### ADVERTISING OVERVIEW

Over 100 unique campaigns  
Geotargeted Ad Campaigns  
\$100K Invested in Advertising  
9.8M Impressions



## WEBSITE & SOCIAL MEDIA

**ACTIVE USERS: 159K**

**TOP PAGES**

**SOAR, EXPLORE & UN'WINE: 20K**

**SUMMER ESCAPE: 19K**



Followers: 19.2K  
Increase: +549  
Reach: 22.2K



Followers: 37K  
Increase: +109  
Reach: 888.3K (+550%)

# Advertising Report Q4 Tourism Promotion



## Expedia REPORT SNAPSHOT



### Display Performance Summary - Travel Medford

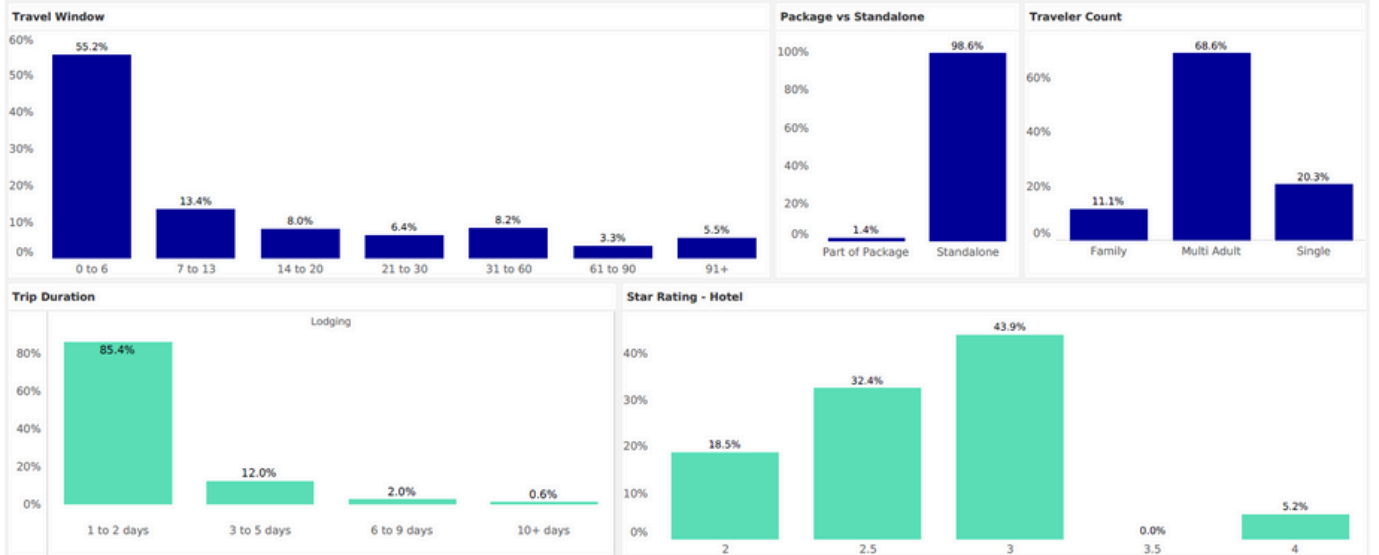
Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
3,312K	5,396	0.16%	\$108K	16,214	0		18,245	0	0	\$1,912K	17.7
POS Name	Impressions	Clicks	CTR	Ad Spend	Total Gross Booking Amount	Total ROAS	Room Nights	Impressions			
Expedia US	1,080K	614	0.06%	\$21,360	\$312K	14.6	2,445	150K 100K 50K 0K 24,552			
ExpediaPlus US	1,518K	3,422	0.23%	\$63,654	\$672K	10.5	5,477	Clicks 200 100 0 35			
Hotels.com US	714K	1,360	0.19%	\$22,899	\$928K	40.5	8,292	ROAS 40.0 20.0 0.0 10.9 51.5			
Grand Total	3,312K	5,396	0.16%	\$107,913	\$1,912K	17.7	16,214	Sep 29, 24 Dec 22, 24 Mar 16, 25 Jun 8, 25			

Reporting Period: 8/1/2024 - 5/31/2025

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### Conversion Insights - Travel Medford



Reporting Period: 8/1/2024 - 5/31/2025

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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)
<b>2024 EVENTS</b>							
1	Folk Collective Summer Series (in Medford)	Summer	\$2,000	\$2,000		<b>\$2,000</b>	General
2	Southern Oregon Golf Championships	August	\$1,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
3	Sasquatch Open Pro Am	August	\$1,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
4	American Cornhole Organization (ACO) World Championships	July 2027	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
5	Medford Rogue Rotary Pickleball Fest	September	\$1,000	\$1,000	\$200	<b>\$1,200</b>	Sports & Outdoors
6	Red Hawk Ridge Freestyle Jam	October	\$1,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
7	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$5,500	\$2,675	<b>\$8,175</b>	Sports & Outdoors
<b>2025 Events</b>							
8	Medford Rogues	Summer	\$900	\$2,400		<b>\$2,400</b>	Sports & Outdoors
9	Savor Southern Oregon	June	Event Host	\$67,216		<b>\$67,216</b>	Wine & Beer
10	King of the Ice Hockey Tournament	January	\$1,500	\$1,500		<b>\$1,500</b>	Sports & Outdoors
11	RISE Volleyball Rogue Valley Classic	March	\$5,000	\$2,500		<b>\$2,500</b>	Sports & Outdoors
12	Go Rogue Boys Volleyball Tournament	April	\$5,000	\$2,500		<b>\$2,500</b>	Sports & Outdoors
13	Kids Unlimited Southern Oregon Open	May	\$5,000	\$2,500		<b>\$2,500</b>	Sports & Outdoors
14	Southern Oregon Classic & Culinary Feast	June	\$8,900	\$3,200	\$1,800	<b>\$5,000</b>	General
15	Medford Summer Classic Pickleball Tournament	June	\$1,300	\$1,300		<b>\$1,300</b>	Sports & Outdoors
16	Rogue Reining Horse Association Ranch and Reining Show Series	June	\$5,000	\$1,000	\$0	<b>\$1,000</b>	Sports & Outdoors
17	Southern Oregon Speedway 2025 Season	Summer	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
18	Rogue Valley Farm Tour	July	\$500	\$500		<b>\$500</b>	General
19	DEVO Downhill Series (mountain biking)	April-May	\$1,312	\$1,312		<b>\$1,312</b>	Sports & Outdoors
20	Grizzly Gravel Hugger (biking)	June	\$20,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
21	Gujarati Volleyball	May	\$2,500	\$2,000		<b>\$2,000</b>	Sports & Outdoors
22	Spring Fling Mountain Bike Festival	May	\$2,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
23	Brews, Bluegrass & BBQ	June	\$2,500	\$2,500		<b>\$2,500</b>	General
<b>TOTAL</b>			<b>\$85,912</b>	<b>\$113,928</b>	<b>\$4,675</b>	<b>\$118,603</b>	

### 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		<b>\$3,500</b>	Sports & Outdoors
2	ACO Medford Major - Winter	Feb 2025	\$3,500	\$3,500		<b>\$3,500</b>	Sports & Outdoors
3	48th Annual Medford Rod & Custom Show	Apr 2025	\$10,000	\$3,000		<b>\$3,000</b>	General
<b>TOTAL</b>			<b>\$17,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>	

**EVENT CALENDAR IN Q4**  
**806 EVENTS**

TIMEFRAME: APR 2025 - JUN 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		<b>\$4,500</b>	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	<b>\$2,885</b>	Downtown
3	Rogue Marathon	Oct 2024	\$1,675	\$1,675		<b>\$1,675</b>	Downtown
4	Pear Blossom Run (Rogue Valley YMCA)	April 2025	\$2,500	\$2,500		<b>\$2,500</b>	Downtown
5	Pear Blossom Festival	April 2025	\$3,500	\$2,000		<b>\$2,000</b>	Downtown
6	Rogue Week	May 2025	\$12,000	\$2,700		<b>\$2,700</b>	Downtown
7	Art In Bloom	May 2025	\$6,000	\$3,000		<b>\$3,000</b>	Downtown
8	Rogue Comic Con	May 2025	\$8,000	\$3,000		<b>\$3,000</b>	Downtown
9	Holly Theatre Grand Opening Gala	March 2025	\$1,500	\$1,500		<b>\$1,500</b>	Downtown
10	Ballet Folklorico	June 2025	\$5,000	\$1,500		<b>\$1,500</b>	Downtown
<b>TOTAL</b>			<b>\$46,675</b>	<b>\$25,060</b>	<b>\$200</b>	<b>\$25,260</b>	

## 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		<b>\$5,000</b>	Sports & Outdoors
2	Rogue Memorial Challenge	May 2025	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
<b>TOTAL</b>			<b>\$10,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>	

## TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
<b>General</b>	5	\$23,900	\$11,200	\$1,800	<b>\$13,000</b>
<b>Downtown</b>	10	\$46,675	\$25,060	\$200	<b>\$25,260</b>
<b>Sports &amp; Outdoors</b>	22	\$89,012	\$55,512	\$2,875	<b>\$58,387</b>
<b>Wine &amp; Beer</b>	1		\$67,216		<b>\$67,216</b>
<b>TOTAL</b>	<b>38</b>	<b>\$159,587</b>	<b>\$158,988</b>	<b>\$4,875</b>	<b>\$163,863</b>



## BY THE NUMBERS

10

RFPS  
REVIEWED

9

EVENT DIRECTORS  
CONTACTED

10

SPORTS EVENTS  
ATTENDED

31K

SOSC SOCIAL  
REACH

304

SPORTS OUTREACH  
(Meetings, Emails, Calls)

## Q4 HIGHLIGHTS

### • Sports Tourism Promotion

- Spoke on the economic importance of Sports Tourism as a panel member at the Oregon Business & Industry annual meeting
- Spoke to the Medford Planning Commission in support of a pickleball facility expansion at Wes Howard Memorial Park.

### • Event Support

- Hosted the SOSC Annual Golf Tournament at Stone Ridge
- Provided support for Go Rogue Boys Volleyball, Pear Blossom Run, Southern Oregon Open, Rogue Memorial Challenge, Rogue Valley Rising, and SOPA's Annual Pickleball Tournament.

### • Sports Tourism Strategic Plan

- Held two stakeholder community meetings
- Completed "The Playbook" strategic plan process
- Scheduled SOSC Commissioners deep dive & H.U.G. follow up
- Planned public release of strategic plan document

### • Know Your Role

- Hosted Know Your Role night with the Medford Rogues
- Announced, Processed, and Awarded annual Know Your Role scholarship
- Begin plans for revisions and updates to Know Your Role manual

### • Future Opportunities

- Produced final draft for a Mountain Bike trails map to highlight riding opportunities across the Rogue Valley
- Sports ETA: New connections for technological resources that can better advertise and support sports tourism. Met with 21 rights holders for events that fit into Medford facilities and the Southern Oregon region.
- Rogue Valley Timbers event expansion including the return of OYSA events.



## 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	165	12	339	262	1,802	1,121	3,536	226	17,216
MAY	161	19	538	404	2,033	817	3,811	263	20,520
JUN	152	32	699	390	2,421	1,067	3,811	261	21,658
<b>TOTAL</b>	<b>1,921</b>	<b>281</b>	<b>4,820</b>	<b>3,945</b>	<b>25,156</b>	<b>12,468</b>	<b>45,872</b>	<b>2,615</b>	<b>217,727</b>
<b>TOTAL YTD 23-24</b>	<b>1,878</b>	<b>396</b>	<b>3,982</b>	<b>4,075</b>	<b>21,048</b>	<b>6,775</b>	<b>36,276</b>	<b>2,669</b>	<b>244,371</b>
<b>% Chg</b>	<b>2%</b>	<b>-29%</b>	<b>21%</b>	<b>-3%</b>	<b>20%</b>	<b>84%</b>	<b>26%</b>	<b>-2%</b>	<b>-11%</b>

\*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	67	1,021	12	80	16	4	1,188	APR	4,724
MAY	63	841	35	281	28	21	1,234	MAY	5,045
JUN	85	901	13	107	96	443	1,632	JUN	5,443
<b>TOTAL</b>	<b>739</b>	<b>13,487</b>	<b>140</b>	<b>1,196</b>	<b>272</b>	<b>518</b>	<b>16,212</b>	<b>TOTAL</b>	<b>62,084</b>
<b>TOTAL YTD 23-24</b>	<b>697</b>	<b>13,899</b>	<b>106</b>	<b>1,137</b>	<b>324</b>	<b>200</b>	<b>16,257</b>	<b>TOTAL YTD 23-24</b>	<b>52,533</b>
<b>% Chg</b>	<b>6%</b>	<b>-3%</b>	<b>32%</b>	<b>5%</b>	<b>-16%</b>	<b>159%</b>	<b>0%</b>	<b>% Chg</b>	<b>18%</b>

\*Note: Started tracking at Rogue X in January 2024

### Q4 HIGHLIGHT

A dedicated passport was launched for the inaugural Savor Southern Oregon in June 2025 to encourage attendees to check in at participating wineries at the event. Travel Medford collected email addresses for all 71 passport sign ups to use in future marketing. Bayer Family Estate had the most check-ins with 15 at the event.