

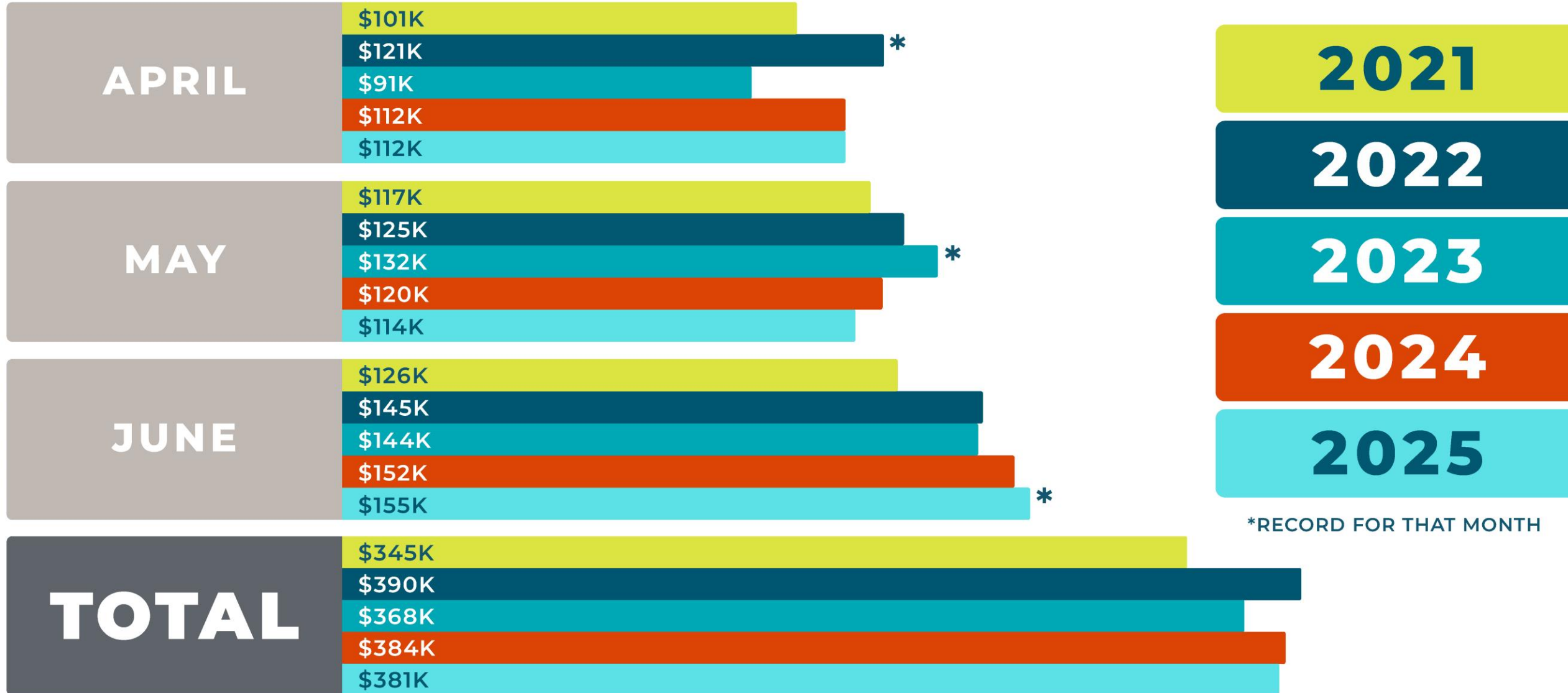


Q4 REPORT

APRIL 2025 - JUNE 2025

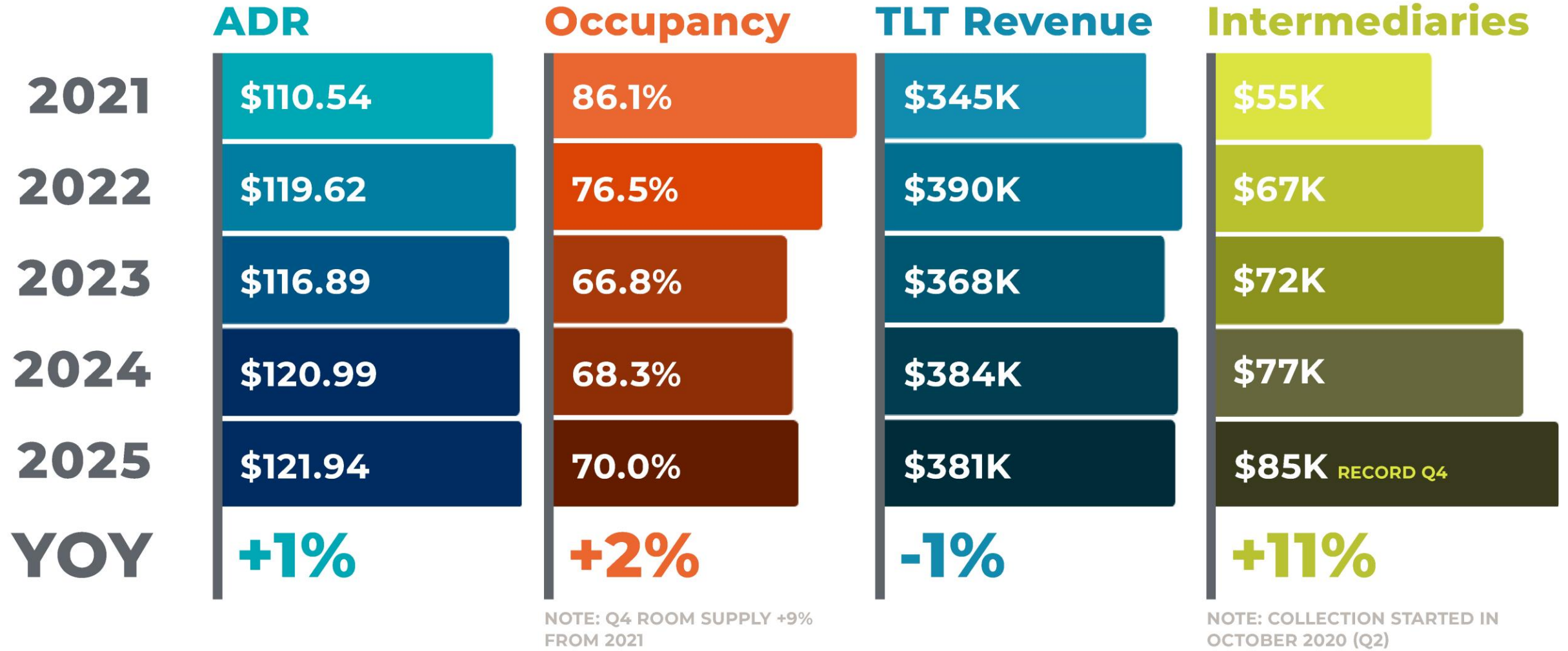
TRAVEL
Medford™

TLT Revenue Q4



*RECORD FOR THAT MONTH

Tourism Trends Q4: April to June



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



Expedia **CAMPAIGN**

Run Dates: Aug. 1 - May 31



Ad Spend
\$108K



Gross Bookings
\$1.9M



Return on Spend
\$18:1



Room Nights
16,124



MADDEN **CAMPAIGN**

Run Dates: April 8 - May 31



Clicks
10,577



Impressions
849,380



CTR
1.25%



Average CPC
\$0.24



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Sponsored · 



Hike, raft, sip, and soar in the Heart of the Rogue. Let Medford be your launchpad for Southern Oregon adventure.



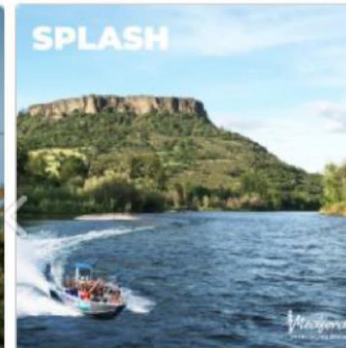
Savor Rogue Valley Wines

[Learn more](#)



Zip Into Adventure

[Learn more](#)



Make a Splash This...

[Learn more](#)



Hike to Breathtaki...

[Learn more](#)



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SAVOR

Southern Oregon

EVENT HIGHLIGHTS

48 Wineries

48 Zip Codes

12 States

708 Attendance



An aerial photograph of a vineyard in Southern Oregon. The foreground shows a large, rectangular vineyard plot with a blue roof structure, surrounded by green grass. The middle ground is filled with rows of grapevines, and the background features rolling hills and mountains under a hazy sky.

SAVOR

Southern Oregon



TASTE OF THE ROGUE OREGON WINE MONTH

5 Wineries
35 Flights Served
281 Pours



VISITOR TRACKING DATA

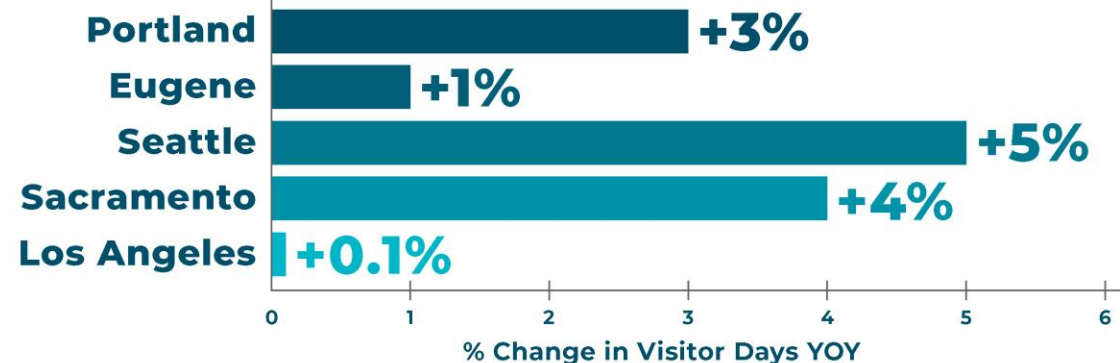
415K

Trips
(+5.2% YOY)

1.16M

Visitor Days
(+3.6% YOY)

TOP 5 MARKETS



Source: Datafy LLC

SPORTS TOURISM
INDEX

420 Total Destinations

#6

West

#22

Under 500K
Population

#44

Overall

DESIGNATIONS

SILVER

Overall

BRONZE

Facilities

GOLD

Organizational
Structure

BRONZE

Events

Destination Strength: N/A

SportsETA
SPORTS EVENTS & TOURISM ASSOCIATION

21

Rights
Holder Appt

37

Industry
Connections

EVENT SUPPORT


GOLF TOURNAMENT









 **KNOW YOUR ROLE® NIGHT**

An evening hosted by Travel Medford and the Southern Oregon Sports Commission





Thank you!

TRAVEL
Medford™