

TRAVEL
Medford

QUARTER 1 2023-24
(JUL - SEP)



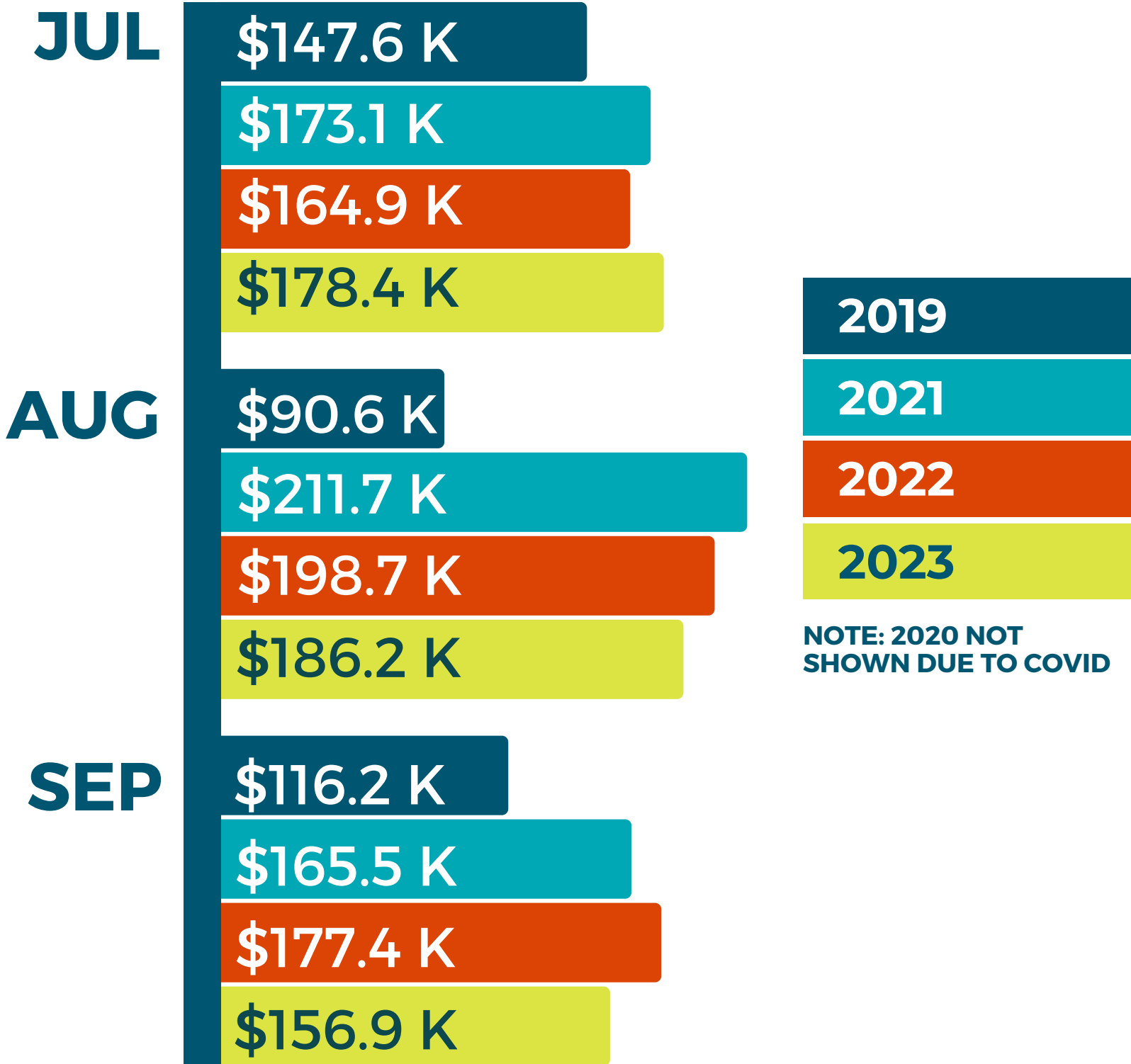
TABLE OF CONTENTS

Q1 REPORT | JULY - SEPTEMBER 2023

TRANSIENT LODGING TAX.....	3
TOURISM TRENDS.....	4
2023-26 STRATEGIC GOALS.....	5
MEDFORD MARKET VISITATION.....	6
TOURISM PROMOTION	
• Print Advertising.....	7
• Digital Advertising.....	8-9
• SEM & Newsletter.....	10
• Press Relations.....	11
EVENT PROMOTION	
• Community Partnership Fund.....	12

TRANSIENT LODGING TAX

JULY - SEPTEMBER 2023



NOTE: 2020 NOT SHOWN DUE TO COVID

TOURISM TRENDS

JULY - SEPTEMBER 2023

ADR

2019

\$98.87

2021

\$132.14

2022

\$132.01

2023

\$129.70

PRE-COVID
VS.
2023

+32%

OCCUPANCY

74.8%

84.0%

76.7%

72.9%

-2%

NOTE:
DEMAND UP 4% TO 2019
SUPPLY UP 6% TO 2019

TLT REVENUE

2019

\$354K

2021

\$550K

2022

\$541K

2023

\$521K

PRE-COVID
VS.
2023

+47%

INTERMEDIARIES

\$

\$89,777

\$93,299

\$105,337

+17%

NOTE:
COLLECTION STARTED
OCT 2020

2023-26 Strategic Goals

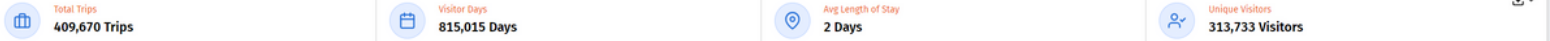
INTERNALLY FOCUSED		EXTERNALLY FOCUSED			
<p>ORGANIZATIONAL SUSTAINABILITY</p> <p>Develop a stable organization by diversifying long-term and sustainable revenue sources, utilizing tools and resources to educate stakeholders and the community about the role of a robust Destination Management Organization.</p>	<p>DESTINATION DEVELOPMENT</p> <p>Improve destination appeal and serve as a convener for improved partner collaboration to further advance strategic tourism-related programs, products and venues.</p>	<p>EVENT PROMOTION</p> <p>Enhance the overall visitor experience through promotion, giveaways and event support to expand existing events and/or to attract new events that would provide activities for both day and overnight travelers.</p>	<p>VISITOR SERVICES</p> <p>Create genuine, exciting and unexpected experiences by connecting with travelers through friendly and engaging programs at high touchpoint locations.</p>	<p>TOURISM PROMOTION</p> <p>Promote Medford as a premier destination through various advertising and marketing channels aimed at increasing demand for overnight leisure tourists and visitors.</p>	
STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS	STRATEGIC GOALS	STATUS
1. Finalize Strategic Planning	67%	1. Elevate Sports Tourism through Your Sportground brand	50%	1. Secure & Promote New & Existing Events	0%
2. Expand Brand Wear program	0%	2. Leverage Partnership with SOSOC to Increase Sports/Recreation Opportunities	0%	2. Have a Presence at More Community Events	0%
3. Incorporate Advertising Media Kit	16%	3. Further Develop Know Your Role™ Program	29%	3. Expand Heart of the Rogue Festival SM	0%
4. Capitalize on Available Grants	100%	4. Unite Regional Collaboration Efforts & Partnerships	33%	4. Create Giveaway & Inventory Management Structure	0%
5. Create Onboarding Documents for Internal & Community Education	80%	5. Advance DEI & Accessibility Opportunities to Foster a Welcoming Destination	0%		
6. Develop & Execute Industry Communication Plan	0%				
7. Develop Universal Reporting Dashboard	25%				
1. Update Visitor Guide & Brochure Content	20%	1. Increase Traffic to Visitor Information Centers	20%	1. Increase Traffic to Visitor Information Centers	20%
2. Implement Public Relations Strategy	100%	2. Open Visitor Information Center at Rogue X	25%	2. Open Visitor Information Center at Rogue X	25%
3. Develop a Content & Editorial Calendar	16%	3. Expand Visitor Engagement Programs	13%	3. Expand Visitor Engagement Programs	13%
4. Increase awareness of the Heart of the Rogue™ brand	0%	4. Update Wayfinding Signage	40%	4. Update Wayfinding Signage	40%
5. Conduct Market Research & Advertising Effectiveness to Determine Best Use of TLT Funds	50%				

MEDFORD MARKET VISITATION

JULY - SEPTEMBER 2023

SOURCE: DATAFY

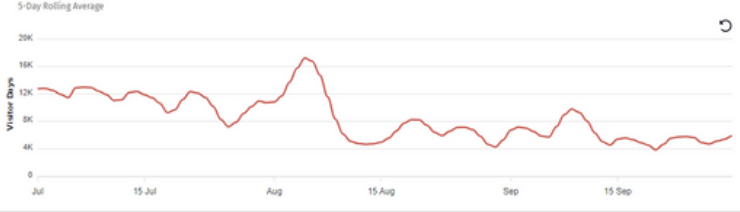
Overview



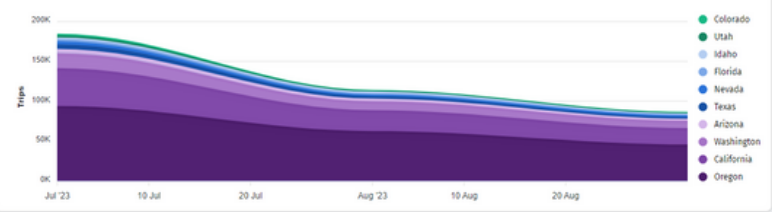
Trends Overview



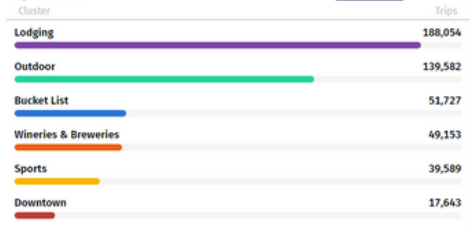
Daily Visitors Trend



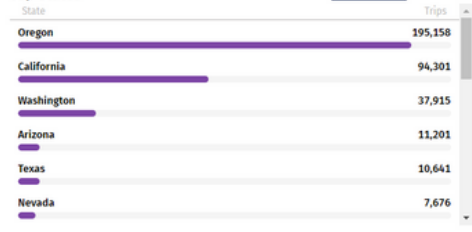
State Trends



Top Clusters

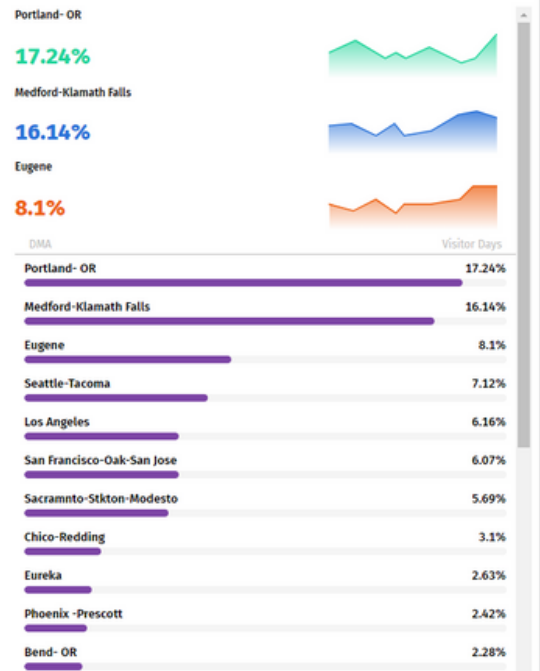


Top States

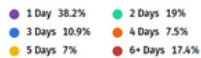


Market Analysis

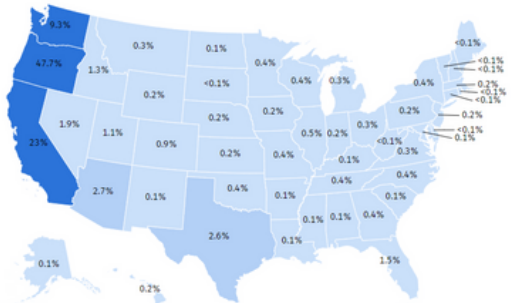
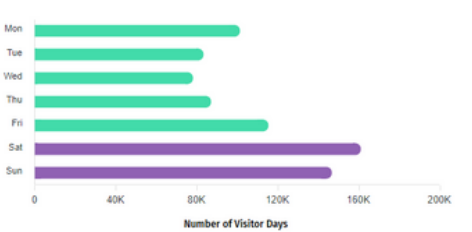
Top Markets



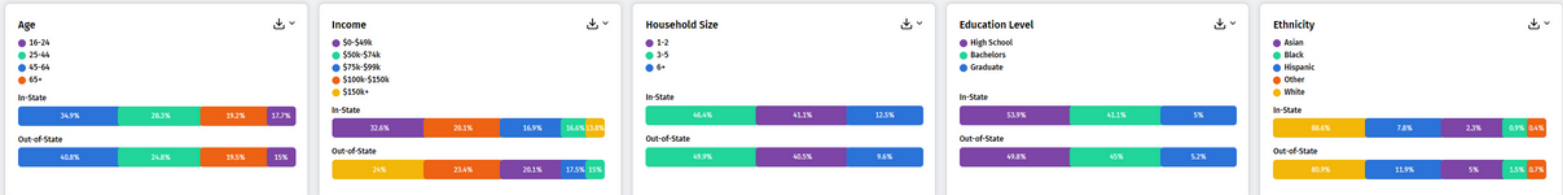
Visitor Days by Length of Stay



Weekday vs. Weekend



In-State/Out-of-State Year POIs All



PRINT ADVERTISING REPORT

JULY - SEPTEMBER 2023

NORTHWEST
TRAVEL & LIFE

southern
oregon
magazine

1859
Oregon's Magazine

The Oregonian

THE SOUL OF CENTRAL OREGON
BEND
Magazine



Medford
HEART OF THE ROGUE™

EXPLORE THE BOUNTY OF THE HEART OF THE ROGUE™

From outdoor rafting adventures to being named one of the top 5 global wine regions in the world by Wine Enthusiast, Medford has you covered.

Maximize your adventure when you Travel Medford.

@travelmedford
www.travelmedford.org

Medford
HEART OF THE ROGUE™

FOUR SEASONS INFINITE ADVENTURES

Let summer's melodies inspire you, fall's wine delight you, winter's adventures thrill you, and spring's vibrant blooms invigorate you. Medford is your launchpad for sampling everything the Rogue Valley has to offer.

travelmedford.org | @travelmedford

STAND ON THE EDGE OF WONDER

Medford
HEART OF THE ROGUE™

DISCOVER YOUR OWN ADVENTURE, ONE RIM VIEWPOINT AT A TIME.

Embark on an awe-inspiring journey as you visit eight of the best rim spots of Crater Lake. Each viewpoint promises a captivating experience of Oregon's only national park's sublime beauty and natural wonder. Start planning your adventure to the Crater Lake National Park today and navigate your way to the edge of wonder.

travelmedford.org | @travelmedford

EXPLORE THE BOUNTY OF THE HEART OF THE ROGUE™

Let Medford be your launchpad for sampling everything the Rogue Valley has to offer.

From the Rogue Creamery being honored with the title of "World's Best Cheese," captivating farms, and being named one of the top 5 global wine regions in the world by Wine Enthusiast, Medford has you covered.

Medford
HEART OF THE ROGUE™

@TRAVELMEDFORD | WWW.TRAVELMEDFORD.ORG

DIGITAL ADVERTISING REPORT

JULY - SEPTEMBER 2023

CAMPAIGNS RUNNING

- KOIN TV “Eye on Rogue Valley Wine” campaign (see below)
- Expedia Direct Booking Campaign (results on next page)
- Portland Monthly E-blast
- The Oregonian - Fall & Winter Adventure List
- KOBI - TV (Heart of the Rogue Festival)
- Rogue Valley Times (Heart of the Rogue Festival)

KOIN-TV CAMPAIGN



TV

1.99M

294

IMPRESSIONS

SPOTS



DIGITAL

746K

675

IMPRESSIONS

CLICKS



SOCIAL

125K

7.3K

IMPRESSIONS

ENGAGEMENTS

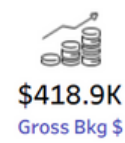
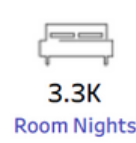
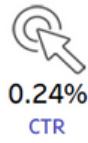
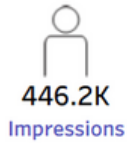
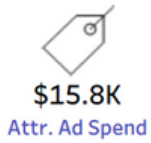
DIGITAL ADVERTISING REPORT

JULY - SEPTEMBER 2023

EXPEDIA REPORT SNAPSHOT



Performance Summary For Travel Medford

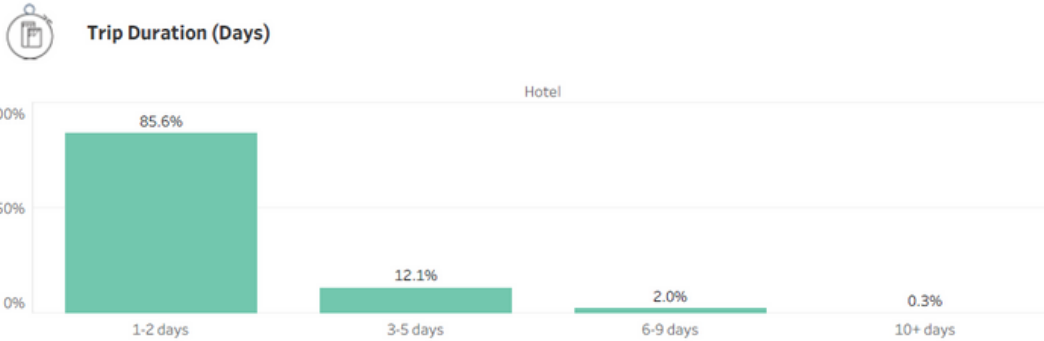
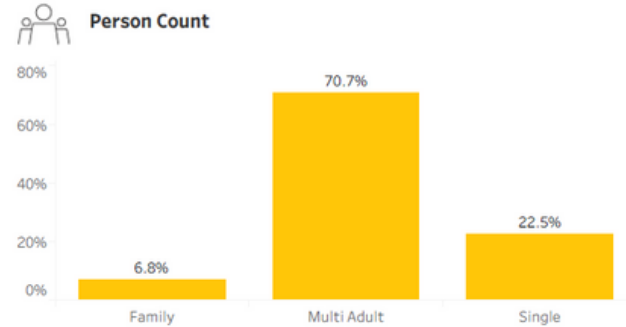
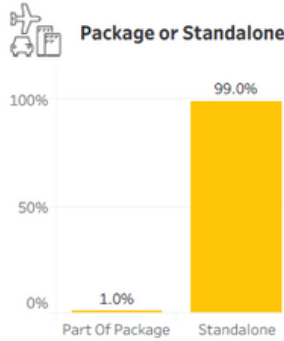
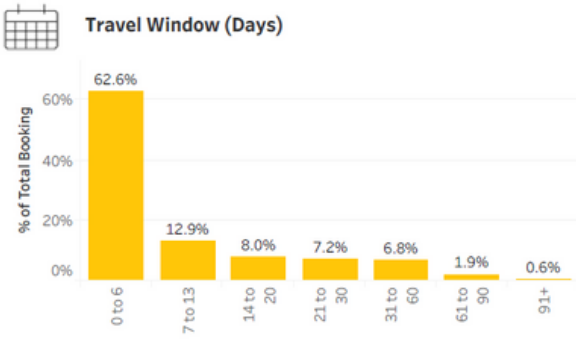


POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	Room Nights	ADR	ROAS	Avg LOS
Expedia US	\$2,378	118,895	136	0.11%	\$101K	783	129	42.6	1
ExpediaPlus US	\$7,591	152,847	535	0.35%	\$100K	814	122	13.1	2
Hotels.com US	\$5,842	174,507	390	0.22%	\$218K	1,735	126	37.3	2
Grand Total	\$15,811	446,249	1,061	0.24%	\$419K	3,332	126	26.5	2



Conversion Insights For Travel Medford



>> * Includes Bookings Resulting from On-site DFP

Report Period: August 1, 2023 to September 30, 2023

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SEM & NEWSLETTER

JULY - SEPTEMBER 2023

What is SEM?

Search engine marketing (SEM) is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising, usually Google.


SEM Spends

CLICKS	IMPRESSIONS	COST PER CLICK	TOTAL SPEND
28K	3.9M	\$0.36	\$10K



Travel Medford
Experience Oregon's best State and National Parks including Crater Lake National Park

Impressions	Clicks ▼
1,547,626	11,809



Crater Lake National Park
Fly directly into Medford (MFR) and be at Crater Lake within an hour

Impressions	Clicks ▼
1,370,775	10,593




Free Visitor Guide
The Official Guide to Medford and Southern Oregon From Travel

Impressions	Clicks ▼
942,786	5,186

NEWSLETTERS

JULY NEWSLETTER PERFORMANCE


Sent	21730	Open Rate	37.5%	Click Rate	1.4%
Opens	7620	Clicks	288	Did Not Open	12683
Sent	21730	Unsubscribed	108	Spam Reports	11
Bounces	1427	Mobile Open Percentage	4.1%		
Successful Deliveries	20303				
Desktop Open Percentage	95.9%				



ESCAPE TO MEDFORD
WHERE ADVENTURE MEETS TRANQUILITY

Take the serenity of Medford, where inspiring mountains and extraordinary destinations await at every turn. Join us for the perfect time to unwind... in the beautiful beauty and diverse offerings of the remarkable destination. As the season gives way to golden glow upon the picturesque Rogue Valley, we invite you to embark on an unforgettable adventure that will leave you with cherished memories to last a lifetime.

TAKE ME TO SUMMER EVENTS!




SHOP MEDFORD ONLINE
CLOTHING & MERCH

WEDNESDAYS ON THE WATER

AUGUST NEWSLETTER PERFORMANCE

Sent	27669	Open Rate	38.5%	Click Rate	1.2%
Opens	9656	Clicks	302	Did Not Open	15400
Sent	27669	Unsubscribed	111	Spam Reports	12
Bounces	2613	Mobile Open Percentage	3.8%		
Successful Deliveries	25056				
Desktop Open Percentage	96.2%				



SAVOR SUMMER IN SOUTHERN OREGON

Whether you are drawn to outdoor adventures like hiking, sailing, and biking or you seek cultural experiences like attending outdoor theater and enjoying local brews, visiting Southern Oregon in August promises an unforgettable and relaxing getaway that caters to every traveler's desire. The Rogue Valley offers an immense blend of dual realities creating a perfect backdrop to explore the region's missing natural beauty. Medford is now landscaped to shape your unforgettable summer stay!

ROGUE VALLEY SUMMER BUCKET LIST

EXHIBITOR REGISTRATION NOW OPEN HEART OF THE ROGUE FESTIVAL OCT 13 + 14

OREGON WINE EXPERIENCE
TASTE THE VERY BEST OF OREGON

PRESS RELATIONS EARNED MEDIA JULY - SEPTEMBER 2023



Many travelers might be surprised to learn Medford, Oregon, features one of the most diverse and exciting wine experiences in the world. Now, visitors can both enjoy the region and further immerse themselves in wine country with the [Rogue Valley Wine Passport](#), a mobile program created by [Travel Medford](#). This program allows wine lovers to easily enjoy and discover the region and its many wineries.

By visiting Medford's more than 20 select wineries, guests can collect points, unlock exclusive prizes and delve into the beautiful landscapes and cultural attractions of Medford. Even better? Select wineries also offer discounts on purchases and tastings within the mobile passport for visitors when they check in.



10 Medford, Oregon Hotels To Stay At This Fall And Embrace The Autumn Spirit

Autumn is right around the corner and what better way to embrace the spirit of fall than with a visit to wonderful Medford, Oregon?



Autumn is always a great time, with the leaves changing colors and the scent of pumpkin in the air. There are many places to visit in Oregon this fall. Beaches like Cannon Beach and Ecola State Park are lovely, even though they are a bit chilly in the fall. Near Medford, OR, visitors can check out the Roxy Ann Peak Trail or ride on the Rogue River with a tour. Medford is surrounded by exciting places to check out, and guests have a prime seat to see all of them.



FOOD & DINING

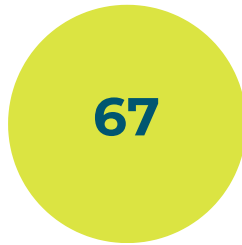
Upcoming festival touts Oregon wines and a full view of solar eclipse

Updated: Oct. 07, 2023, 12:01 p.m. | Published: Oct. 07, 2023, 11:37 a.m.



Oregon is among the top five wine-producing states in the country and includes 24 American Viticulture Areas (AVAs). The most prominent region is Willamette Valley, a 150-mile-long valley that runs north to south across the western part of the state and includes more than 500 wineries.

HIGHLIGHTS



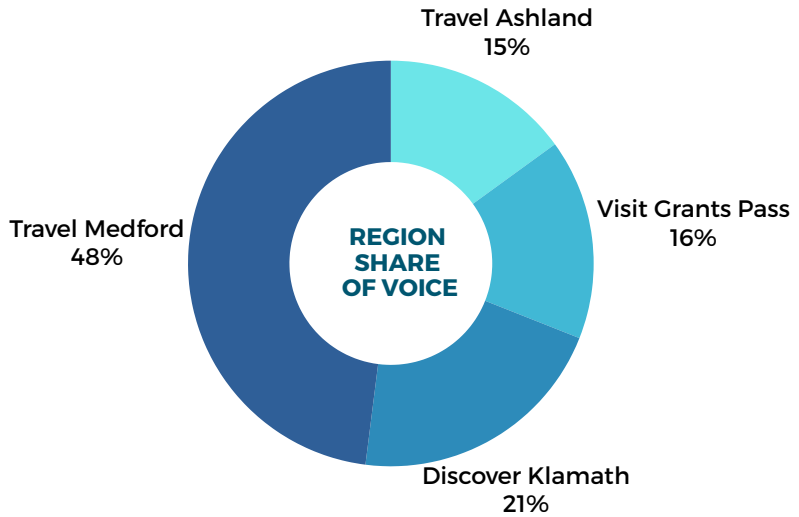
MEDIA PLACEMENTS



MEDIA IMPRESSIONS



AD VALUE EQUIVALENCY



ROGUE VALLEY WINE PASSPORT

OVERVIEW: 5W conducted outreach surrounding Travel Medford's Rogue Valley Wine Passport, targeting wine and travel enthusiasts. 5W secured **3 media placements** totaling over **60,000 media impressions** in outlets such as **Trazee Travel, Rovology and Eve's Wine 101**.



EVENT PROMOTION

JULY - SEPTEMBER 2023

Travel Medford - Event Promotion Tracking

FY 2023-24

Community Partnership Grant Fund (812.6)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Heart of the Rogue Festival 2023	October 2023	\$45,000	\$20,618		\$20,618	Downtown
2	Sasquatch Open Pro Am	July 2023	\$1,000	\$1,000	\$500	\$1,500	Sports & Outdoors
3	Southern Oregon Golf Championships	September 2023	\$1,000	\$1,000	\$1,800	\$2,800	Sports & Outdoors
4	Medford Rogue Rotary Pickleball Fest	September 2023	\$1,000	\$1,000		\$1,000	Sports & Outdoors
5	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	\$13,000	Wine & Beer
6	Craterian Performances	July 2023	\$5,000	\$5,000		\$5,000	General
7	Northwest Seasonal Farmworkers	July 2023	N/A	N/A	\$1,400	\$1,400	General
8	Western Intergovernmental Child Support Engagement Council	August 2023	N/A	N/A	\$12	\$12	General
9	14th Annual Mayors United (Access)	August 2023	N/A	N/A			General
10	Thunderstruck Custome Bikes	August 2023	N/A	N/A			General
11	Trail Blazers Rip City Rally Event	September	N/A	N/A			Sports & Outdoors
12	Fall 2023 Medford Citizen Academy	September	N/A	N/A			General
TOTAL			\$58,000	\$31,118	\$14,212	\$45,330	

Lithia & Driveway Fields Support (826)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	2023 Medford Fall Classic	October 2023	\$5,000	\$5,000		\$5,000	Sports & Outdoors
2							
TOTAL			\$5,000	\$5,000	\$0	\$5,000	

Rogue X Support (812.62)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	American Cornhole Organization Oregon Major	February 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	Rogue X Grand Opening Celebration	January 2024	\$4,000	\$4,000		\$4,000	General
TOTAL			\$7,500	\$7,500	\$0	\$7,500	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	7	\$9,000	\$9,000	\$1,412	\$10,412
Downtown	1	\$45,000	\$20,618		\$20,618
Sports & Outdoors	6	\$8,000	\$11,500	\$2,300	\$13,800
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	15	\$67,000	\$43,618	\$14,212	\$57,830

EVENT CALENDAR IN Q1

327 EVENTS

+90% YOY