

A person with a backpack is sitting on a grassy hillside, looking out over a large lake and snow-capped mountains at sunset. The sky is a mix of orange, pink, and blue. The person is wearing a red jacket and a green backpack. The lake is calm, reflecting the colors of the sky. The mountains in the background are rugged and have patches of snow. The foreground is a mix of dry grass and snow. A large, weathered tree trunk is visible on the left side of the frame.

ANNUAL REPORT 2017-2018



**Lindsey Rice**  
Chair, Tourism Council



**Eli Matthews**  
Senior Vice President,  
Travel Medford

**Dear Partners,**

Travel and tourism spending in Oregon reached a new record of \$11.8 billion, an increase of 4.7%, in 2017. Furthermore, Travel Medford's 2017-2018 fiscal year closed with record-breaking numbers for visitation and visitor spending in our region. Tourism expenditures in our area were reported at \$582 million, rising by 6.4%. These traveler expenditures had a significant impact on our local economy. They supported more than 5,630 jobs, a growth of 3.5%. Medford continues to have good momentum as our hospitality industry experienced another exceptional year. For hotels and lodging, hotel revenue rose and the industry STR Report showed a 67.6% occupancy rate in Medford's 2,658 hotel rooms. The average daily rate was \$91.47, which is a 3.9% increase.

We are also thrilled to report that Travel Medford's portion of the TLT has surpassed the million dollar mark for the first time; a 10.1% increase year over year! In this report you will see many of our highlights from the year. Foremost, we have renewed our five-year agreement with the City of Medford to continue our services representing Medford as a Destination Marketing Organization (DMO). Additionally, we budgeted and hired for a new position at Travel Medford: a Communications and Events Coordinator. For the first time we will have a staff member who will help allocate Community Partnership dollars as well as organize event(s) held in Medford.

The travel and tourism industry will continue to be a top contributor to our local economy. Our team looks forward to the work ahead with a great sense of optimism and are truly eager to continue collaborating with our partners to maximize tourism spending in the future. As we move into 2019, we are excited to build on our past successes knowing that everyone will benefit from a vibrant tourism industry.

Working together with our partners, Medford is poised to see continued tourism growth.

Most sincerely,

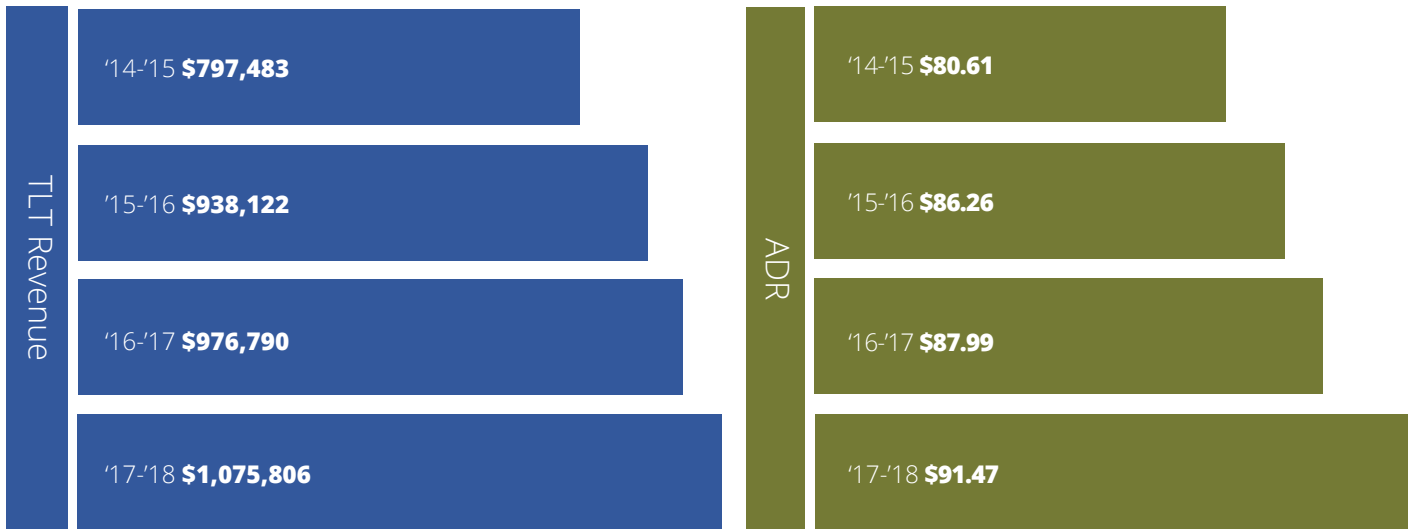
**Lindsey Rice**  
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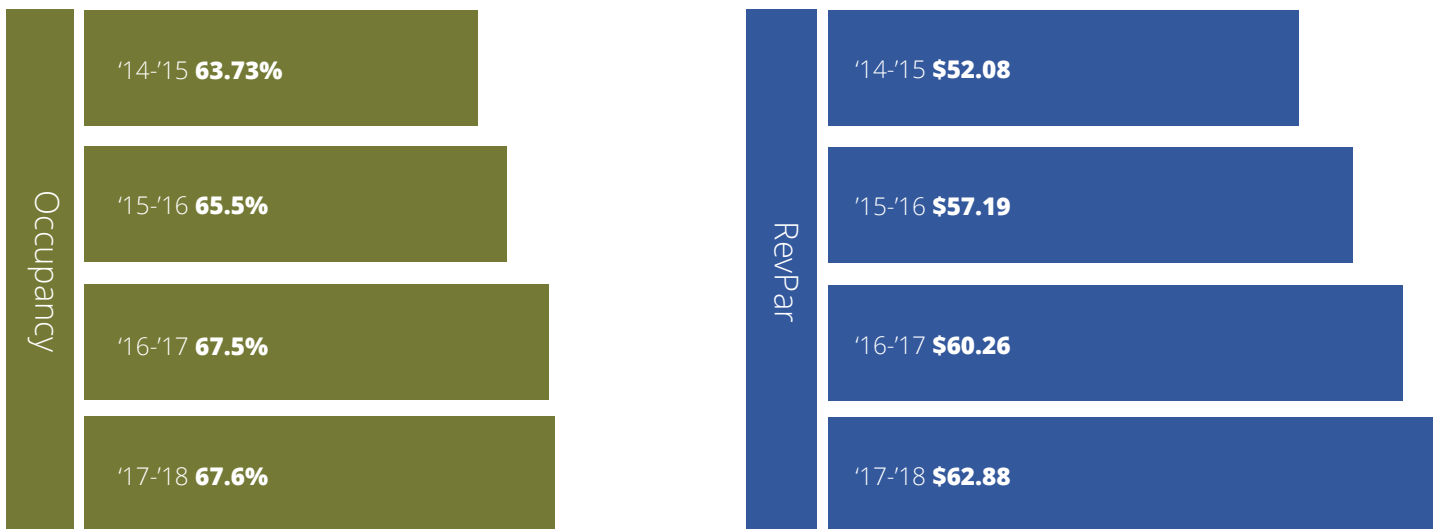
# TOURISM GROWTH

Source: STR Destination Report, 2017.



**TLT Revenue:** Travel Medford revenue based on 25% of the 9% Medford Transient Lodging Tax.

**ADR:** Average Daily Rate, the average cost of a hotel room in Medford.



**Occupancy:** The percentage of hotel rooms that are occupied in Medford.

**RevPAR:** Revenue Per Available Room. The average amount of revenue generated from all available hotel rooms in Medford.

# DIRECT ECONOMIC IMPACT



**Jackson County Tourism Employment: 5,630 (3.5% increase)**

Source: Oregon Travel Impacts: 1991-2017, Dean Runyan Associates.

# VISITOR PROFILE

## VISITOR DEMOGRAPHICS

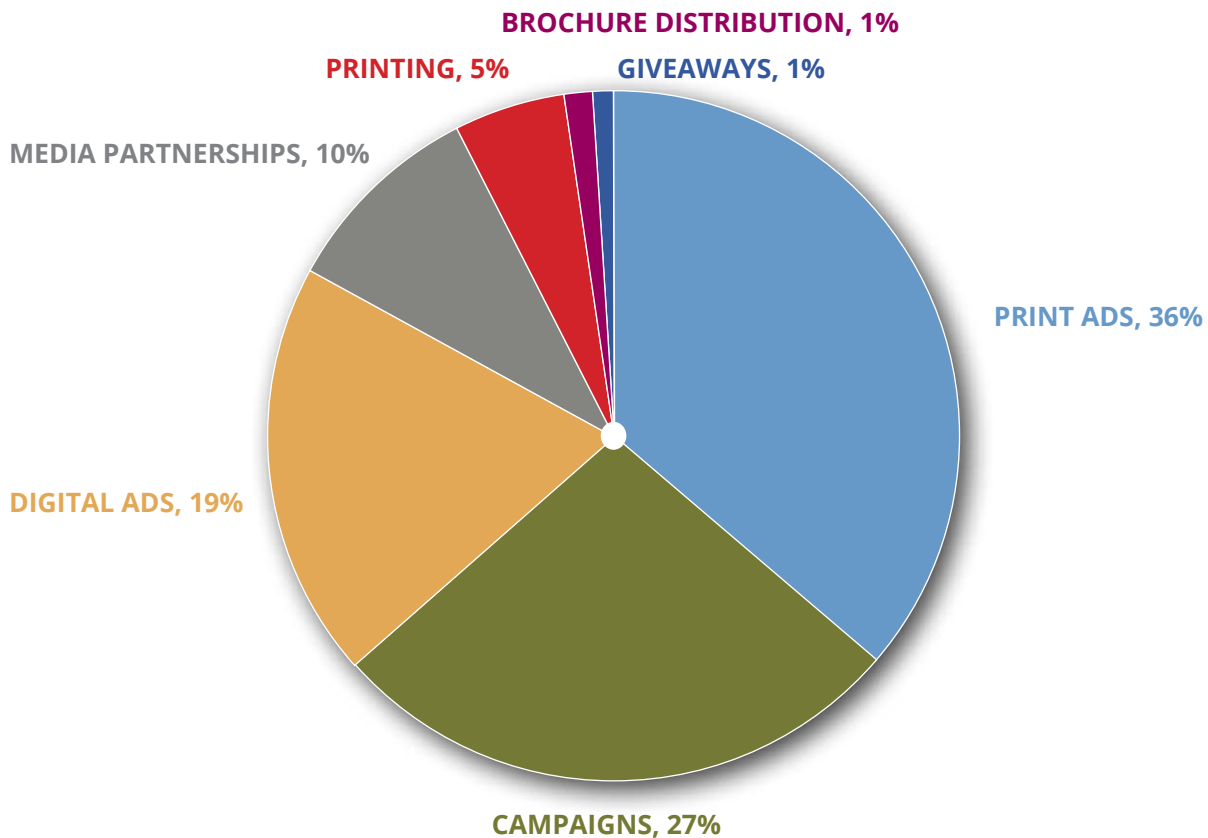
Age of Travelers	35 - 65+ (81%)
Education	74% - College/Some College
HH Income	\$50,000 - \$100,000
Married/Partner	67%
Traveling Cohorts	Couples & Families
Traveling From	OR, N. CA, S. WA

## WHAT DO THEY DO WHILE HERE?

Outdoor Activities	32%
Sight Seeing/Attractions	17%
Wine Tasting	12%
Food & Drink	12%

Source: Southern Oregon Overnight Travel Study: 2015, Longwoods International.

# MARKETING BUDGET



# TRADITIONAL TV

<b>TRADITIONAL TV</b> July, September, October 2017	<b>IMPRESSIONS</b>
Bay Area, Sacramento Metro	1,448,750
Portland Metro	1,135,450
<b>EXPENSE</b>	<b>\$51,684</b>
<b>COST PER IMPRESSION</b>	<b>\$.02</b>

# TV EVERYWHERE, PREMIUM DIGITAL

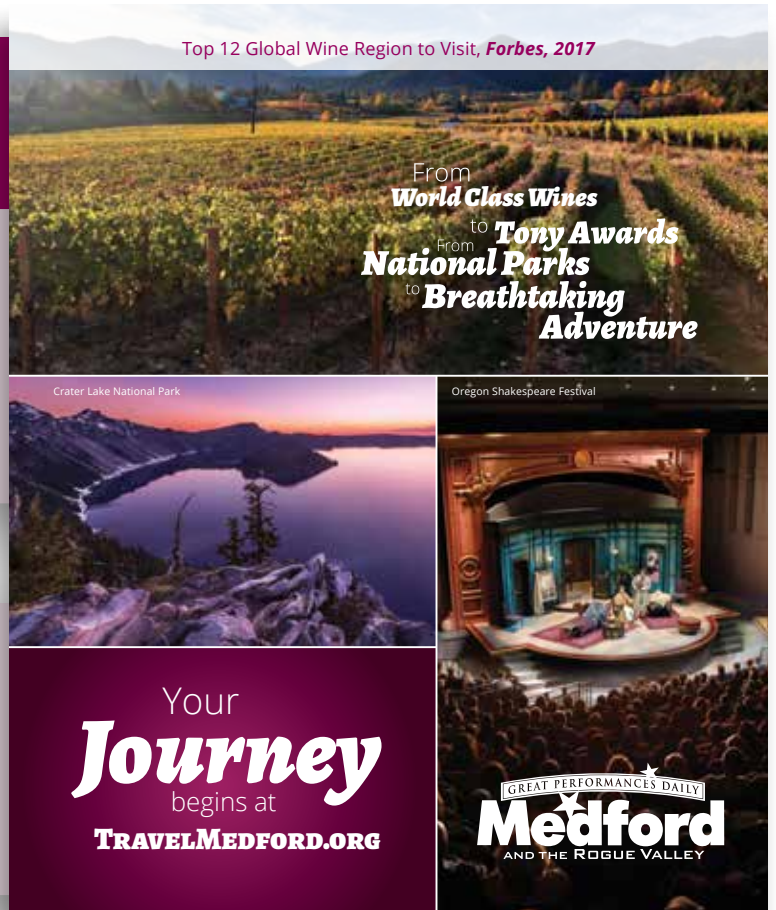
<b>PREMIUM DIGITAL AD PLACEMENT</b> July, August, September, October 2017	<b>IMPRESSIONS DELIVERED</b>	<b>EXPENSE</b>
Bay Area, Sacramento Metro	148,800	\$4,800
Portland Metro	178,125	\$5,700
<b>EXPENSE</b>		<b>\$10,500</b>
<b>COST PER IMPRESSION</b>		<b>\$.032/imp</b>



# PRINT ADVERTISING

PRINT	IMPRESSIONS
Portland Monthly, NW Travel & Life, Seattle Met, Sunset, Via	14,097,820

Annual Expense	\$12,869
Cost Per Impression	\$.009



PUBLICATION LEADS	
Total Leads – Travel Oregon, Sunset, Via, Web requests	19,132
Distribution – Visitors Guides	



# WEBSITE

## VISITOR DEMOGRAPHICS

Female	57.4%
Male	42.60%

## AGE

18-24	9.35%
25-34	23.76%
35-44	19.28%
45-54	16.57%
55-64	17.92%
65+	13.10%

## VISITOR LOCATION

Oregon	29.39%
California	22.39%
Washington (Seattle, Tacoma)	6.87%

## WWW.TRAVELMEDFORD.ORG

Sessions (153% increase)	81,007
Page Views	229,092
Avg. Time Spent On Site	2:14
Pages Visited/Session	2.83
Top Pages	Things To Do Events Hiking-Biking Wine Trails





# DIGITAL & SOCIAL MEDIA ADVERTISING

ACQUISITION	IMPRESSIONS	EXPENSE	COST PER REFERRAL
Google AdWords	399,058	\$20,500	
Display/Native - Travel Oregon, Via, Sunset, Portland Monthly, Seattle Met, NW Travel, Geofence PDX, SF	23,550,000	\$70,120	\$0.003

ACQUISITION	IMPRESSIONS	ENGAGEMENTS	EXPENSE	COST PER REFERRAL
Facebook	1,300,000 (56% Increase)	11,100	\$11,253	\$0.009
Email	1,275,142	72,616 (Views)	\$3,211.62	\$0.0025



# SPORTS



# SPORTS ECONOMIC IMPACT



Room Nights  
**6,151**



Visitors  
**10,285**



Economic Impact  
**\$5,074,018**



# COMMUNITY PARTNERSHIPS



CRATERIAN THEATER at  
THE COLLIER CENTER  
*for the Performing Arts*



## July

Red White & Boom  
Southern Oregon Classic

## August

Oregon Wine Experience

## September

Battle of the Bones  
Brew Fest  
Rogue Run  
Harry & David Taste

## November

Gingerbread Jubilee

## December

Festival of Trees

## March

Oregon Cheese Festival  
Oregon Chocolate Festival

## April

Pear Blossom Festival  
Comic Con  
Pedals N Pears

## May

Art in Bloom  
Smudge Pot Stroll

## June

Medford Beer Week  
Rhythm on the Range  
Medford Cruise



**Downtown  
Medford  
Association**



# GROUP TOURS

- Postcard /Email sent out to over 100 NTA trade show qualified leads
- Postcard/Email sent to approximately 100 GO West Lead
- Group Tour E-news to over 1200 operators
- Receptive Operator Hotel Training
- Rakuten Travel
- Sunrise Tours
- Sports Leisure
- Galaxy Tours (*multiple stays*)
- Delta Tours (*average 5 stays X 18 room nights each*)
- G2 Travel
- Phoenix Tours
- Day Tripper Tours
- LL Tours (*average of 15 stays X 15 room nights each*)
- CT Tours (*average of 15 stays X 15 room nights*)
- Destination Southwest
- Holiday Vacations
- American World Hub (*twice*)
- Columbia Crossroads (*twice*)
- Joy Holiday
- Globus Tours (*3 times a year X 22 room nights*)
- Southwest Adventure Tours
- Friendly Excursions

# TRAVEL WRITERS & FAM TRIPS

GEO Magazine (SO Artisan Corridor)

Alamo China FAM (Union Creek, Prospect, SO Artisan Corridor)

Portland Feast Pre/Post FAM (Medford/Ashland)

Vert de Vin (Applegate)

Marguerite Cleveland (Gig Harbor & Sip Northwest)  
Rogue Valley Wineries

Society of American Travel Writers

Leigh Wilson – Campfires & Concierges

Beatrice Leproux, whatsapp

Vic & Karen Cordell, Forallevnts.com

Jonathan Berg, The Royal Tour Blog

Shoshana Guild, Travel Dream Seekers

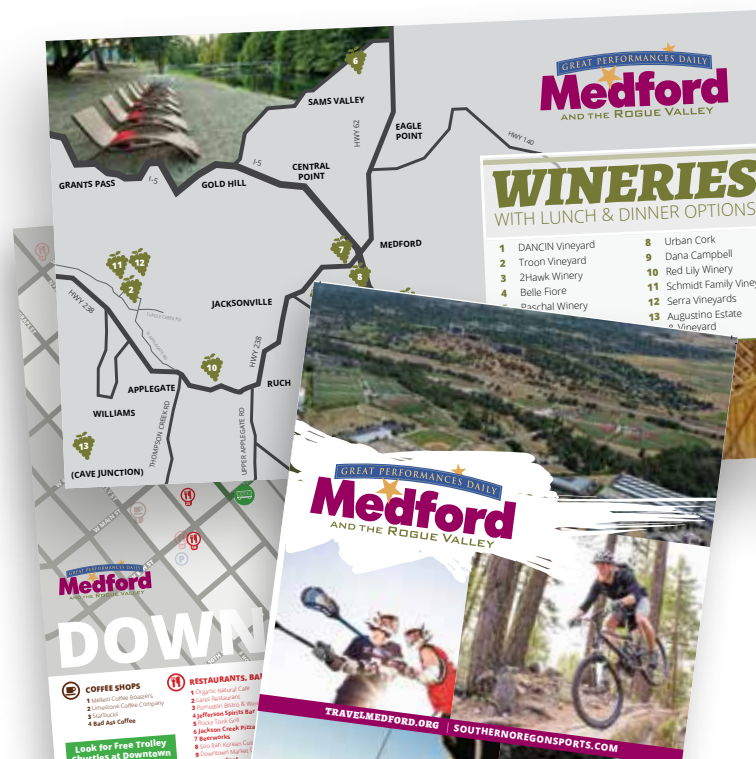
# ITINERARIES

Tour Group Map - SF to Portland/Southern Oregon Loop/ SF to Coast to Medford

Map with Wineries who take motor coaches and offer food  
Culinary, Culture and Theater

Itineraries with Travel Southern Oregon – Sip and Play, Pure Oregon, SF to Crater Lake (overnight Medford)

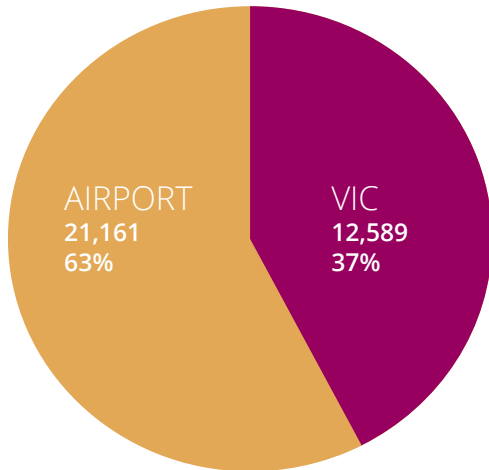
Go West and NTA Profile



# VISITOR INFORMATION CENTER

## Visitor Touches

Total: 33,750



# 5,477

## Total Volunteer Hours

Equals salary + benefits = \$135,227

# INDUSTRY MEMBERSHIPS & TRADE SHOWS



# 2017-2018 HIGHLIGHTS

- ★ Travel Medford receives Travel Oregon Grant for Sports
- ★ Travel Medford renews contract with the City of Medford for an additional 5 years
- ★ Involvement in City's Parks and Recreation Facilities Focus Group
- ★ Airport record traffic and development
- ★ Medford expands the Urban Growth Boundary
- ★ Rogue Valley Vintners Association launches
- ★ Forbes named the Rogue Valley The Top 12 Underrated Wine Regions to Visit in 2017
- ★ Downtown Medford Association is formed
- ★ Oregon Wine Experience raised record-breaking \$1.3 million with 108 participating wineries, 349 wines competed, Rogue Valley takes Best of Show in all categories
- ★ USCCP (celebrates 10 years) hits economic impact of over \$90 million since 2008
- ★ *Three big reasons why southern Oregon is a hot vacation destination right now*, Dallas News, July 2017.
- ★ *The 52 Places Traveler: On the Water, and Off, the Rogue River in Oregon Charms*, The New York Times, May 22, 2018.
- ★ *5 must-see vineyards around Oregon's Rogue Valley*, San Francisco Chronicle, May 23, 2018.

# TRAVEL MEDFORD STAFF



**Eli Matthews**  
Senior Vice President



**Angela Wood**  
Director of Sales & Sports  
Development



**Oanh Nguyen**  
Communications &  
Event Coordinator



**Kristy Painter**  
Administrative Coordinator



**Tammi Mendels**  
Director of Visitor Services

# TRAVEL MEDFORD TOURISM COUNCIL MISSION

Increase hotel occupancy and enhance the visitor experience by promoting Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy.

## MEMBERS

**Lindsey Rice, Chair**  
RV Zipline Adventure

**Bruce Hoevet, Vice-chair**  
Rogue Regency Inn & Suites

**Dave Preszler**  
Bennett-Preszler Wealth Management

**Don Anway**  
Neuman Hotel Group

**Eric Strahl**  
Craterian Performances

**Jeff Kapple**  
Chamber Liaison, Pacific Source

**Jesse Martin**  
Southern Oregon Express

**Kelli LaVerda**  
Hampton Inn

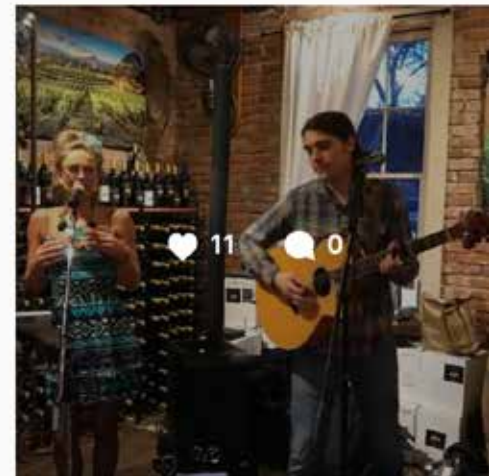
**Kim Wallan**  
Medford City Council Liaison

**Linda Donovan**  
Pallet Wine Co./Urban Cork

**Marissa Ruf**  
Innsight Hotel Management

**Rachel Koning**  
Common Block Brewing Company

**Shannon Johnson**  
Courtyard by Marriott, Medford Airport



GREAT PERFORMANCES DAILY  
**Medford**  
AND THE ROGUE VALLEY

**TRAVELMEDFORD.ORG**

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Medford, OR 97501  
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