



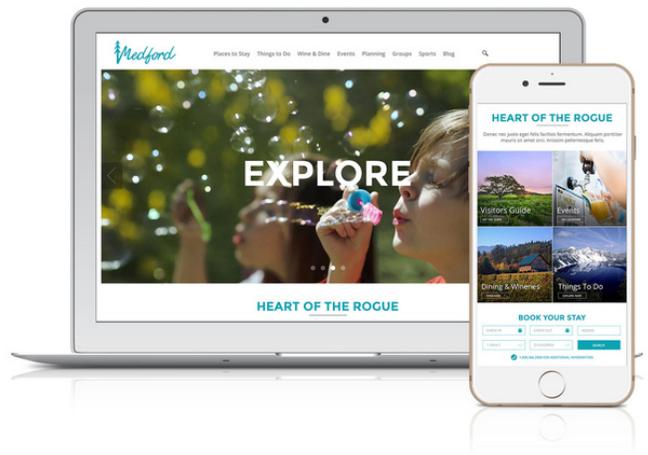
TRAVEL  
Medford

JANUARY-MARCH 2022 | QUARTER 3

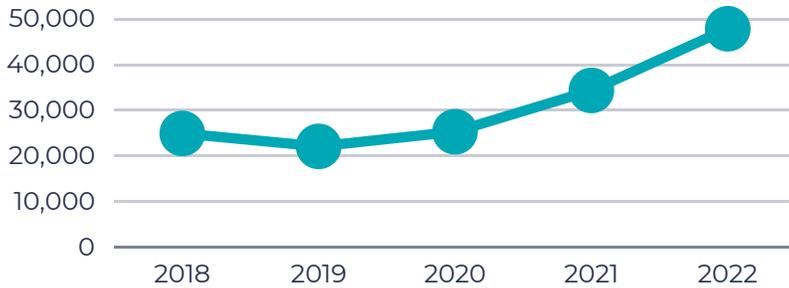


# WEBSITE ANALYTICS

JANUARY - MARCH, 2022



## WEBSITE USERS



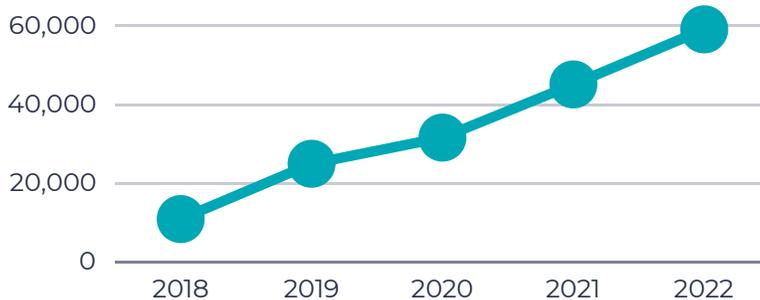
## 39% INCREASE

2022: 47,908

2021: 34,373

2020: 25,314

## WEBSITE SESSIONS



## 31% INCREASE

2022: 59,031

2021: 45,069

2020: 31,630

## WEBSITE PAGEVIEWS



## 46% INCREASE

2022: 173,910

2021: 118,387

2020: 95,171

# WEBSITE DEMOGRAPHICS

JANUARY - MARCH, 2022



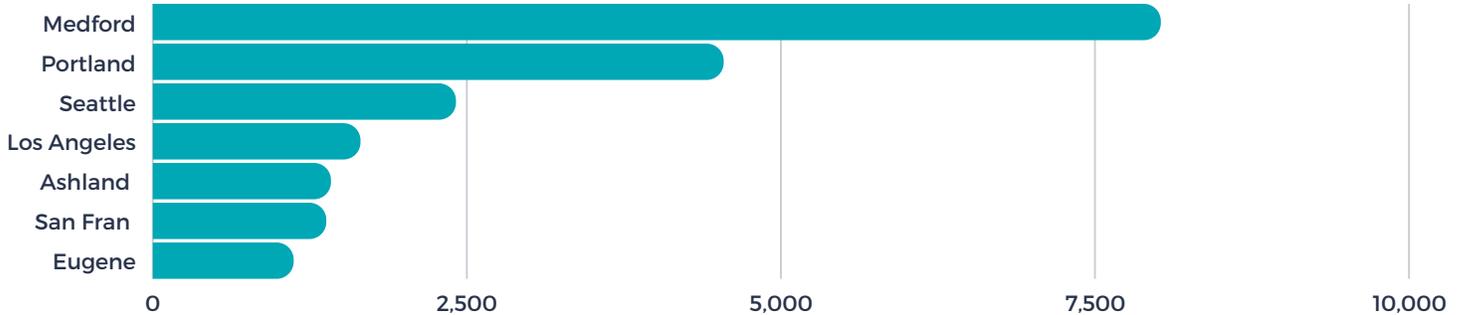
AGE: 25 to 55

57% Female

43% Male

INTERESTS: Food & Dining, Outdoor Enthusiast, Do-it-yourselfers, Art & Theatre, Travel Buffs, Value Shoppers, Book Lovers and Avid Investors

## USER BY CITY LOCATION



## OREGON USERSHIP 21,698

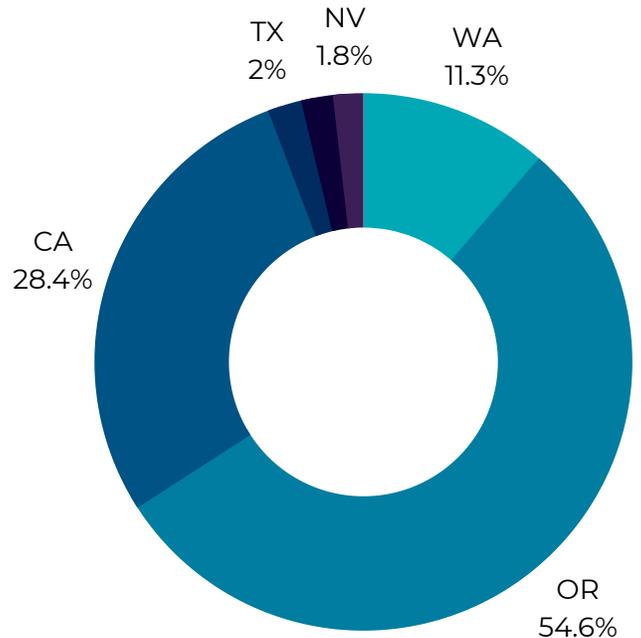
User ship from Oregon has increased by 46% YOY with the primary audience coming from the interstate 5 corridor.

## CALIFORNIA USERSHIP 11,281

User ship from California has increased by 24% YOY with the primary audience coming from San Francisco, LA & Sacramento.

## WASHINGTON USERSHIP 4,415

User ship from Washington has increased by 10% YOY with the primary audience coming from Seattle, Vancouver & Bellevue.



65%

of users are 35 years or older and 57% are female

#01

Referral is Facebook, #2 is medfordoregon.gov

70%

of users are coming through google organic and google ads

# WEBSITE CONTENT

JANUARY - MARCH, 2022

## TOP 5 PAGES BY PAGEVIEWS

1. Articles
2. Things To Do
3. Event Calendar
4. Outdoor Adventure
5. Bucket List

## TOP 6 ARTICLES BY PAGEVIEWS

1. 15 Fast Facts About Medford
2. Pear Blossom Festival
3. Waterfalls within an Hour of Medford
4. Mountain Biking in the Rogue: Your Complete Guide
5. Top 3 Thrills in Southern Oregon
6. Take Your Wellness Experiences Rogue



# SEM REPORT

JANUARY - MARCH, 2022

## WHAT IS SEM?

SEARCH ENGINE MARKETING

CLICKS

**73.4K**

COST PER CLICK

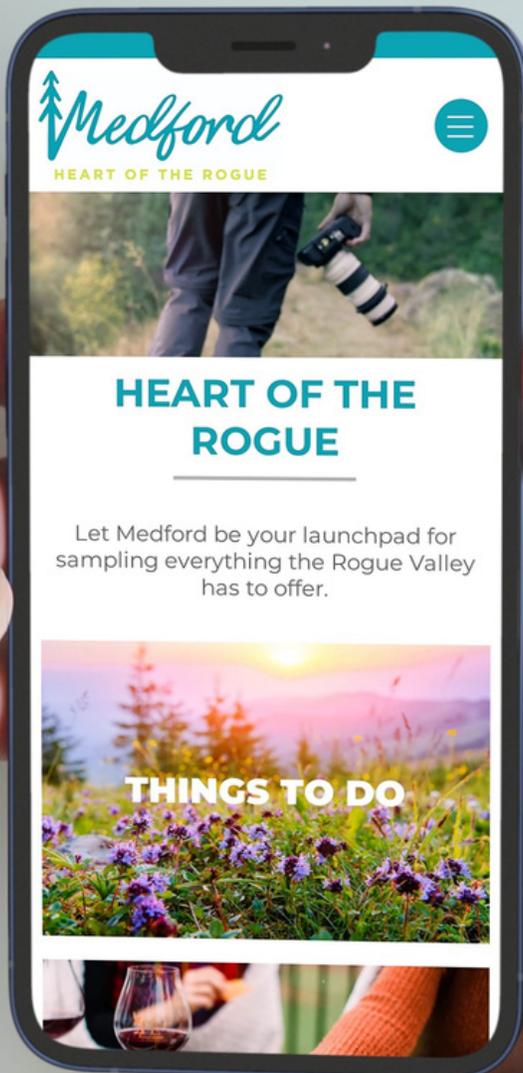
**\$0.47**

IMPRESSIONS

**4.93M**

TOTAL SPEND

**\$34K**



## TOP CONTENT

- WINTER IN THE ROGUE
- CRATER LAKE
- WORLD-CLASS HIKING (TEXT)



HEART OF THE ROGUE

# SOCIAL MEDIA REPORT

JANUARY - MARCH, 2022

RESULTS

17K

COST PER CLICK

\$0.37

IMPRESSIONS

1.3M

TOTAL SPEND

\$5.6K

## 9.6% INCREASE FOLLOWERS

2022: 27,715

2021: 25,275

## 12.2% INCREASE ENGAGEMENTS

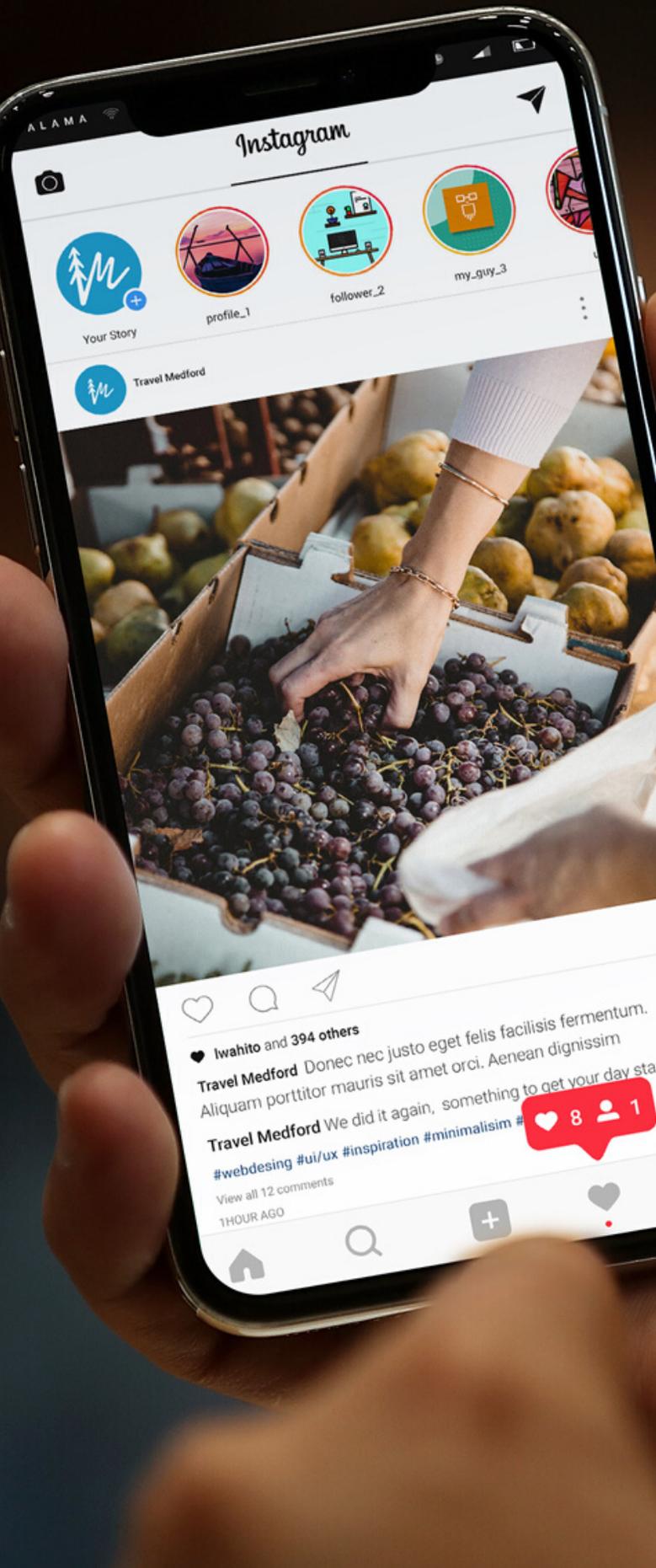
2022: 41,789

2021: 37,255

## 283% INCREASE CLICKS

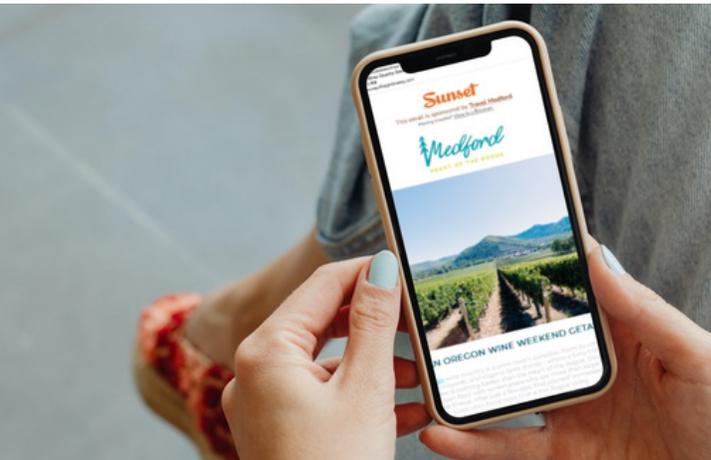
2022: 11,509

2021: 2,998



# MARKETING VEHICLES

JANUARY - MARCH, 2022



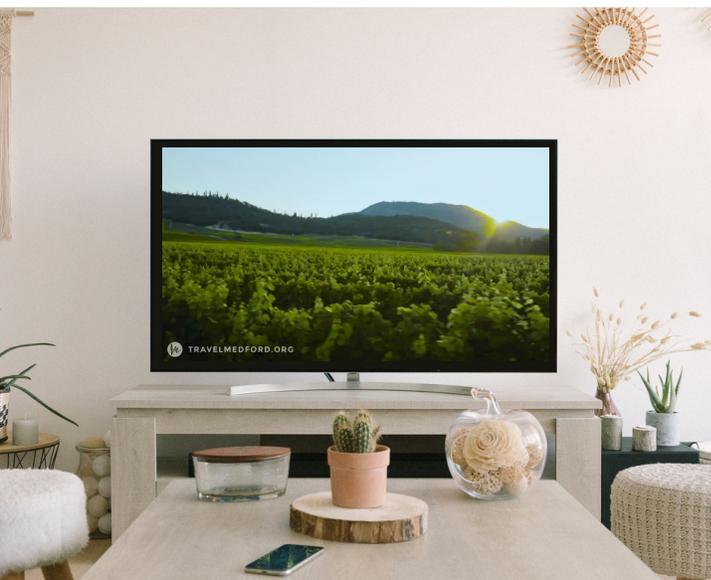
## DIGITAL VEHICLES

- Travel Oregon City Listings
- NW Travel & Life Magazine E News & Social Stories
- SUNset E News & Social Stories
- Travel Southern Oregon Web Banners
- Chamber Business Review
- Google Ads
- Social Ads
- DATAFY Retargeting Campaign



## TRADITIONAL VEHICLES

- Bend Magazine
- Sunset Magazine
- Travel Oregon Guide
- Travel Southern Oregon Guide
- NW Travel & Life Magazine
- AAA VIA Magazine
- Wine Scene Magazine
- 1859 Magazine
- Business View Magazine
- Connected TV Commercials:  
E!, Food Network, HGTV, Travel Channel, TNT,  
Paramount (SF & Sac)
- Travel Medford Visitor Guide
- Writer Hosting: NWTL Top Farm Towns on the  
West: Medford
- Big Blend Radio Show Interview



## MISC

- Tailwinds Airport Partnership
- Community Partnerships
- Sports Brand Development
- Downtown Banners
- Illustrated Map Development
- Welcome to Medford Sign
- TSO Video Campaign