

TOURISM COUNCILORS

Bonny Panchal, Chair*
Ramada by Wyndham

Sarah Strickler, Vice Chair*
Grown Rogue/Downtown Medford
Association Liaison

Eric Strahl, Past Chair*
Craterian Theater

Adam Benson
Tap & Vine at 559

Gloria Thomas
Lady Geneva Bed & Breakfast

Lindsey Rice
Rogue Valley Zipline Adventures

Lucinda DiNovo
Compass Hotel by Margaritaville

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
Common Block Brewing Company

Ryan Torres
Merete Hotel Management

Vince Domenzain
Stone Ridge Golf Club/Southern Oregon
Sports Commission Liaison

Wendy Baker
Hilton Garden Inn & Homewood Suites

Cooper Whitman
The Chamber of Medford & Jackson
County Liaison / Pacific Power

Kevin Stine
Medford City Council Liaison

*TMMC Executive Committee

TRAVEL MEDFORD STAFF

T.J. Holmes
Senior Vice President

Angela Wood
Director of Sales & Visitor Services

Carole Skeeters-Stevens
Chief Marketing Officer

Celeste Moreno
Creative Director

Darren Van Lehn
Director of Sports Development

Haley Sullivan
Marketing Specialist

Katelyn Hanson
Sports Marketing & Event Coordinator



Travel Medford Tourism Council
Jan. 21, 2026 | 3:30 p.m.
Southern Oregon Historical Society

AGENDA

- I. 3:10 – Optional Tour & Questions w/ SOHS
- II. 3:30 – Meeting Call to Order & Chair Message – *Bonny*
- III. 3:40 – Approval of Nov.19, 2025 minutes – *Bonny* page 2
- IV. 3:45 – Financial Report (Nov. & Dec.) – *T.J.* page 5
- V. 3:50 – Travel Medford Report – *T.J.*
- VI. 4:00 – Tourism Promotion Update – *Carole*
 - Website RFP Review
 - We Are Rogue Valley Video Preview
- VII. 4:15 – Visitor Services Update – *Angela* page 14
- VIII. 4:20 – Event Promotion Update – *Katelyn* page 15
- IX. 4:25 – Sports Tourism Update – *Darren*
- X. 4:35 – TMMC Roundtable Updates & Other Business

NEXT MEETING: Feb. 25, 2026 at Edenvale Winery

Upcoming important Travel Medford standing meeting dates & events:

ACO Kickoff Party	Jan. 29	Rogue X
Travel So. Oregon Travel Jam	Feb. 23	Rogue Valley CC
Gov. Conference on Tourism	March 9-11	Portland
SOSC Golf Tournament	May 1	Stone Ridge Golf Club
Chamber Forum on Tourism	May 8	Rogue Valley CC
Savor Southern Oregon	June 12-13	Bigham Knoll

See Page 12 for more industry events

Travel Medford Mission

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

Travel Medford Tourism Council Purpose

Offer travel & hospitality expertise, support, counsel and direction to Travel Medford.

Meeting Minutes

For the Meeting on Nov. 19, 2025

Present: Adam Benson, Bonny Panchal, Eric Strahl, Mike Doil, Ryan Torres, Sarah Strickler, Vince Domenzain, Cooper Whitman

Staff: Angela Wood, Carole Skeeters-Stevens, Celeste Moreno, Darren Van Lehn, Haley Sullivan, Katelyn Hanson, T.J. Holmes

Absent: Gloria Thomas, Lindsey Rice, Rachel Koning, Wendy Baker, Kevin Stine

Guest: Michelle King (City of Medford)

Minutes: Minutes from the Oct. 29, 2025 meeting were reviewed. A motion to accept the minutes was made by Sarah. Vince seconded. Motion carried.

Financial Report (T.J.)

- The October balance sheet and profit & loss statement in the packet were reviewed.
- October TLT was \$146K. Intermediaries portion was \$29K, a record for October (+6% YOY)
- TLT is +1% YTD (+\$8K) above projections and 1.6% YOY. We're on record pace through 4 months.
- Total income is +3% to projections Comments on specific budget line items including miscellaneous revenue (456), event promotion (812.6), conference registration (650.1).
- Motion to accept the financial report as presented was made by Sarah. Eric seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism trends in the packet were referenced regarding occupancy, average daily rate, etc.
- Final Annual Report and Quarter 1 report were presented to TMTC and will be submitted to the city
- Carryover allocations from FY 24-25 were approved by Chamber Board. Budget in December will be the amended budget going forward.
- Travel Southern Oregon had a regional stakeholder meeting that had 53 attendees
- Updates on the Creekside Quarter ballot measure (15-238) passing for TLT to be used to fund a conference center. Comments on city manager's resignation and Eugene Emeralds. T.J. expects to get an update from city officials soon.

Marketing Update (Carole)

- Carole shared "The Muralist" video in the "We Are Rogue Valley" docuseries that will be used in promoting the region through storytelling
- Expedia direct booking campaign results in the packet were referenced highlighting a \$15:1 ROAS
- The 2026 Visitor Guide design is underway, ad sales are progressing. Plan for a Jan-Feb launch

Visitor Services (Angela)

- Passports are going strong, the Harvest Hop had great engagement
- Angela is making sure wineries have collateral and the wine map and info for the digital wine guide
- Taste of the Rogue is happening 4 times a month during increased traffic for the holidays

Event Promotion (Katelyn)

- Community Partnership Grant Fund tracker sheet in the packet was referenced. Second application window closes Nov. 21. There are a good amount of applications so far and Katelyn is pleased with the efficiency of the new process. The Executive Committee is meeting in December and will forward recommendations for grant award to TMTC for approval.
- NOTE: The Executive Committee reviewed applications and Katelyn forwarded recommended allocations to the full Tourism Council on December 10. This included awarded 13 events with a total support of \$22,500, which would meet all of Travel Medford's contractual requirements for event support for Fiscal Year 2025-26. Sarah motioned to approve the Community Partnership Grant Cycle 2 Award Recommendations via email on Dec. 10. Eric seconded. Vote was conducted via email with Bonny, Eric, Sarah, Vince, Lindsey, Ryan, Adam, Wendy and Gloria all voting yes. Mike and Rachel did not submit a response. Motion carried.

Sports Update (Darren)

- Highlights from events: Cascade Collegiate Conference (CCC) Soccer Tournament was back for year 2 of 4 and brought in over 500 people; overall everyone was satisfied with the experience. Oregon Youth Soccer Association (OYSA) held the Founder's Cup for soccer and final round is next weekend.
- Upcoming events include American Cornhole Organization Medford Major (January), Know Your Role Night at the Rogue Valley Royals is January 9
- Darren was invited to speak on a panel for the Oregon Outdoor Alliance with Travel Ashland, Visit Grants Pass and Travel Southern Oregon to talk about how to promote outdoor adventure in the region

TMTC Appointment (T.J.)

- T.J. presented the memo from the Executive Committee recommending Lucinda DiNovo of the Compass Hotel by Margaritaville to the Tourism Council. Eric and T.J. met with Lucinda to discuss expectations and answer questions regarding the Tourism Council and the role TMTC plays.
- Lucinda had previously attended TMTC meetings to show interest. She would be filling the spot previously held by Compass with JoJo Howard and the open position could still remain for a wine representative.
- Ryan moves to recommend the Chamber Board of Directors to appoint Lucinda to serve on TMTC. Sarah seconds. Motion carried.

TMTC Roundtable (Various)

- Sarah: 21 restaurants participated in Restaurant Week, which is already in the planning stages for Year 2. Mention of Storefront activation grants with DMA. Winter lights are going up downtown. Economic Improvement District is going in front of city council, public hearing expected in February.
- Eric: Gingerbread Jubilee is this weekend; over 60 houses were submitted from people of all ages.
- Michelle: City is working with DMA on wrapping downtown utility boxes with artwork and activating alleys in downtown.
- Bonny: Work is being done to renovate an independent hotel in downtown, rebranding to Red Lion.

TLT Trends for FY 2025-26

Transient Lodging Tax: Actual vs. Projection

2025 - 2026

	Hotels	Intermediaries	Total TLT	Projection	Difference
JUL	\$ 137,168	\$ 39,608	\$ 176,776	\$ 182,334	\$ (5,558)
AUG	\$ 171,037	\$ 37,664	\$ 208,701	\$ 199,081	\$ 9,620
SEP	\$ 140,226	\$ 36,774	\$ 177,000	\$ 169,159	\$ 7,841
OCT	\$ 117,002	\$ 29,152	\$ 146,154	\$ 149,577	\$ (3,424)
NOV	\$ 101,505	\$ 29,467	\$ 130,972	\$ 144,549	\$ (13,577)
DEC	\$ 100,006	\$ 23,489	\$ 123,495	\$ 108,944	\$ 14,551
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	\$ 766,943	\$ 196,155	\$ 963,098	\$ 953,645	\$ 9,453

NOTE: Shown is Travel Medford's share, which is 25% of the net TLT proceeds

Year-Over-Year Comparison

2025 - 2026

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2024-25	TLT 2025-26 Projection	TLT 2025-26	25-26 Actual vs. Projection	Lodging Occ. % 2024-25	Lodging Occ. % 2025-26	Lodging ADR 2024-25	Lodging ADR 2025-26
JUN	JUL	AUG	\$ 191,923	\$ 182,334	\$ 176,776	\$ (5,558)	78.0%	79.4%	\$ 134.25	\$ 133.63
JUL	AUG	SEP	\$ 197,955	\$ 199,081	\$ 208,701	\$ 9,620	80.3%	80.9%	\$ 137.77	\$ 139.78
AUG	SEP	OCT	\$ 159,313	\$ 169,159	\$ 177,000	\$ 7,841	72.2%	75.6%	\$ 128.52	\$ 134.90
SEP	OCT	NOV	\$ 148,022	\$ 149,577	\$ 146,154	\$ (3,424)	69.8%	70.7%	\$ 119.90	\$ 126.37
OCT	NOV	DEC	\$ 149,040	\$ 144,549	\$ 130,972	\$ (13,577)	66.1%	65.5%	\$ 114.61	\$ 117.63
NOV	DEC	JAN	\$ 108,335	\$ 108,944	\$ 123,495	\$ 14,551	55.7%	56.7%	\$ 101.95	\$ 104.91
DEC	JAN	FEB	\$ 91,883				47.3%		\$ 99.63	
JAN	FEB	MAR	\$ 99,284				51.0%		\$ 103.82	
FEB	MAR	APR	\$ 109,532				57.2%		\$ 107.19	
MAR	APR	MAY	\$ 111,877				58.6%		\$ 106.89	
APR	MAY	JUN	\$ 113,850				61.7%		\$ 107.16	
MAY	JUN	JUL	\$ 155,444				68.6%		\$ 121.48	
		YTD	\$ 954,588	\$ 953,644	\$ 963,098	\$ 9,454	70.3%	71.5%	\$ 124.98	\$ 127.61

*NOTE: Lodging includes hotels & intermediaries (AirBnb, VRBO)

*ADR: Average Daily Rate

Balance Sheet

Fiscal 2025-26 Through Nov. 2025

10:53 AM
12/05/25
Accrual Basis

Travel Medford
Balance Sheet
As of November 30, 2025

Nov 30, 25

ASSETS

Current Assets	
Checking/Savings	
106 - US Bank	243,853.49
107 - US Bank - Money Market	259,873.36
Total Checking/Savings	503,726.85
Accounts Receivable	
122 - Accounts Receivable	108,943.79
Total Accounts Receivable	108,943.79
Total Current Assets	612,670.64
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-42,300.75
Total Fixed Assets	92,002.51
TOTAL ASSETS	704,673.15

LIABILITIES & EQUITY

Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	18,826.44
Total Other Current Liabilities	18,826.44
Total Current Liabilities	18,826.44
Total Liabilities	18,826.44
Equity	
302 - Retained Earnings	527,807.92
Net Income	158,038.79
Total Equity	685,846.71
TOTAL LIABILITIES & EQUITY	704,673.15

Profit & Loss

Fiscal 2025-26 YTD Through Nov. 2025

10:53 AM
12/05/25
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through November 2025

			YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
430 - Interest Income		2,969	4,000	9,600	
440 - Occupancy Tax Income		817,575	844,701	1,635,139	
451 - Ad Income					
451.1 - Airport Ad Inc		4,349	4,315	9,850	
451.2 - Rogue X Ad Inc		1,309	1,580	3,630	
451.3 - Visitor Guide Ad Sales		10,750	0	40,000	
Total 451 - Ad Income		16,408	5,895	53,480	
452 - Brand Merchandise		1,402	1,250	3,000	
454 - Event Revenue		1,000	0	51,000	
456 - Misc Revenue		12,448	0	4,750	
Total Income		851,802	855,846	1,756,969	
Expense					
540 - Administration					
540.1 - Rent and Operations		19,011	19,011	45,625	
540.2 - Shared Salaries		36,136	36,136	86,725	
540.3 - Salaries		47,833	47,833	114,800	
540.4 - Benefits		10,995	11,451	28,071	
Total 540 - Administration		113,974	114,430	275,221	
Office Expense					
602 - Telephone		1,750	1,800	4,320	
604 - Postage		403	1,000	2,400	
606 - Supplies		1,841	1,000	2,400	
608 - Legal & Accounting		4,024	7,455	10,000	
Total Office Expense		8,017	11,255	19,120	
Promotion Expense					
812 - Advertising					
812.1 - Advertising Support		35,652	54,332	110,976	
812.2 - Salaries		106,606	106,681	256,033	
812.3 - Benefits		19,719	21,721	56,269	
812.4 - Giveaways		101	2,083	5,000	
812.5 - BrochDist/Fullfillment		18,535	14,800	24,320	
812.61 - Event Promotion					
812.6 - Community Partnerships		30,375	57,875	100,000	
812.62 - Rogue X		10,000	10,000	10,000	
812.63 - Downtown Events		13,800	20,000	20,000	
826 - Lithia & Driveway Fields		10,500	10,000	10,000	
Total 812.61 - Event Promotion		64,675	97,875	140,000	

10:53 AM
12/05/25
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through November 2025

			YTD Actual	YTD Budget	Annual Budget
	812.7 - Sust. Mkt. Traditional	35,840	26,200	65,000	
	812.9 - DigitalSocialMedCampaig	73,318	99,800	285,000	
	Total 812 - Advertising	354,444	423,491	942,598	
	813 - Sports Tourism				
	813.1 - SOSC	3,353	2,083	5,000	
	813.2 - Sports Tourism	13,063	10,225	25,410	
	813.3 - Salary	43,437	43,437	104,250	
	813.4 - Benefits	10,413	10,473	25,725	
	Total 813 - Sports Tourism	70,266	66,219	160,385	
	814 - Brochures & Printing	2,942	5,833	54,000	
	816 - Art, Design Services	7,155	21,250	30,000	
	818 - Conv. Sales/Group Tours				
	818.1 - Conv. Sales/Group Tours	29,278	23,750	40,500	
	818.2 - Salaries	23,761	23,761	57,025	
	818.3 - Benefits	7,381	7,325	18,168	
	Total 818 - Conv. Sales/Group Tours	60,420	54,835	115,694	
	819 - Promo Materials/Brand				
	819.1 - Promotional Partnership	500	833	2,000	
	819.2 - Brand Merchandise	1,824	1,698	3,000	
	Total 819 - Promo Materials/Brand	2,324	2,531	5,000	
	820 - Spec. Proj/Programs	8,073	11,380	29,791	
	822 - Research	20,930	20,930	26,104	
	824 - Website	5,717	21,385	26,225	
	840 - Visitor Services				
	840.1 - Visitor Services	5,370	4,913	16,029	
	840.4 - Airport				
	840.41 - Airport Ad Expense	2,174	2,158	4,925	
	840.42 - Airport Support	6,971	6,825	16,379	
	Total 840.4 - Airport	9,145	8,982	21,304	
	Total 840 - Visitor Services	14,515	13,895	37,333	
	Total Promotion Expense	546,787	641,750	1,427,128	
	Sales & Travel				
	650 - Trade/Travel Shows/Confer				
	650.1 - Conferences	5,513	3,065	9,065	
	650.3 - Tradeshows	2,926	0	2,995	
	650.5 - Stakeholder Partnerships	430	417	1,000	
	Total 650 - Trade/Travel Shows/Confer	8,869	3,482	13,060	
	654 - Dues and Subscriptions	4,743	4,665	13,675	

10:53 AM
12/05/25
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through November 2025

			YTD Actual	YTD Budget	Annual Budget
		656 - Sales Travel, Meetings			
		656.1 - Conferences	247	2,200	16,000
		656.3 - Tradeshows	689	0	4,300
		656.7 - Local Sales/Meeting	5,903	6,900	16,000
		Total 656 - Sales Travel, Meetings	6,838	9,100	36,300
		Total Sales & Travel	20,451	17,247	63,035
		Total Expense	689,230	784,681	1,784,504
		Net Ordinary Income	162,572	71,165	-27,535
		Other Income/Expense			
		Other Expense			
		900 - Depreciation	4,533	5,667	13,600
		Total Other Expense	4,533	5,667	13,600
		Net Other Income	-4,533	-5,667	-13,600
		Net Income	158,039	65,498	-41,135

Balance Sheet

Fiscal 2025-26 Through Dec. 2025

3:51 PM
01/09/26
Accrual Basis

Travel Medford
Balance Sheet
As of December 31, 2025

	<u>Dec 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	224,042.47
107 - US Bank - Money Market	<u>260,514.90</u>
Total Checking/Savings	484,557.37
Accounts Receivable	
122 - Accounts Receivable	<u>123,495.03</u>
Total Accounts Receivable	<u>123,495.03</u>
Total Current Assets	608,052.40
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	<u>-44,567.43</u>
Total Fixed Assets	89,735.83
TOTAL ASSETS	<u>697,788.23</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	<u>18,826.44</u>
Total Other Current Liabilities	<u>18,826.44</u>
Total Current Liabilities	<u>18,826.44</u>
Total Liabilities	18,826.44
Equity	
302 - Retained Earnings	527,807.92
Net Income	<u>151,153.87</u>
Total Equity	<u>678,961.79</u>
TOTAL LIABILITIES & EQUITY	<u>697,788.23</u>

Profit & Loss

Fiscal 2025-26 YTD Through Dec. 2025

3:54 PM
01/09/26
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through December 2025

			YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
430 - Interest Income		3,611	4,800	9,600	
440 - Occupancy Tax Income		963,098	953,645	1,635,139	
451 - Ad Income					
451.1 - Airport Ad Inc		5,279	5,040	9,850	
451.2 - Rogue X Ad Inc		1,627	1,855	3,630	
451.3 - Visitor Guide Ad Sales		23,300	40,000	40,000	
Total 451 - Ad Income		30,206	46,895	53,480	
452 - Brand Merchandise		1,834	1,500	3,000	
454 - Event Revenue		1,000	0	51,000	
456 - Misc Revenue		12,448	0	4,750	
Total Income		1,012,196	1,006,840	1,756,969	
Expense					
540 - Administration					
540.1 - Rent and Operations		22,813	22,813	45,625	
540.2 - Shared Salaries		43,363	43,363	86,725	
540.3 - Salaries		57,400	57,400	114,800	
540.4 - Benefits		13,246	13,741	28,071	
Total 540 - Administration		136,822	137,316	275,221	
Office Expense					
602 - Telephone		2,110	2,160	4,320	
604 - Postage		921	1,200	2,400	
606 - Supplies		1,918	1,200	2,400	
608 - Legal & Accounting		8,519	7,818	10,000	
Total Office Expense		13,468	12,378	19,120	
Promotion Expense					
812 - Advertising					
812.1 - Advertising Support		43,148	62,050	110,976	
812.2 - Salaries		127,942	128,017	256,033	
812.3 - Benefits		25,085	26,488	56,269	
812.4 - Giveaways		101	2,500	5,000	
812.5 - BrochDist/Fullfillment		19,655	16,160	24,320	
812.61 - Event Promotion					
812.6 - Community Partnerships		66,360	99,190	100,000	
812.62 - Rogue X		10,000	10,000	10,000	
812.63 - Downtown Events		16,300	20,000	20,000	
826 - Lithia & Driveway Fields		10,500	10,000	10,000	
Total 812.61 - Event Promotion		103,160	139,190	140,000	

3:54 PM
01/09/26
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through December 2025

		YTD Actual	YTD Budget	Annual Budget
	812.7 - Sust. Mkt. Traditional	43,060	26,200	65,000
	812.9 - Digital Social Media Campaign	90,062	117,100	285,000
	Total 812 - Advertising	452,212	517,704	942,598
	813 - Sports Tourism			
	813.1 - SOSC	3,720	2,500	5,000
	813.2 - Sports Tourism	14,164	11,530	25,410
	813.3 - Salary	52,125	52,125	104,250
	813.4 - Benefits	12,527	12,568	25,725
	Total 813 - Sports Tourism	82,536	78,723	160,385
	814 - Brochures & Printing	4,721	47,000	54,000
	816 - Art, Design Services	13,260	22,500	30,000
	818 - Conv. Sales/Group Tours			
	818.1 - Conv. Sales/Group Tours	29,696	25,500	40,500
	818.2 - Salaries	28,513	28,513	57,025
	818.3 - Benefits	8,899	8,789	18,168
	Total 818 - Conv. Sales/Group Tours	67,107	62,802	115,694
	819 - Promo Materials/Brand			
	819.1 - Promotional Partnership	500	1,000	2,000
	819.2 - Brand Merchandise	1,996	1,884	3,000
	Total 819 - Promo Materials/Brand	2,496	2,884	5,000
	820 - Spec. Proj/Programs	12,723	11,697	29,791
	822 - Research	20,930	20,930	26,104
	824 - Website	6,287	5,870	26,225
	840 - Visitor Services			
	840.1 - Visitor Services	5,556	5,715	16,029
	840.4 - Airport			
	840.41 - Airport Ad Expense	2,639	2,520	4,925
	840.42 - Airport Support	8,217	8,189	16,379
	Total 840.4 - Airport	10,857	10,709	21,304
	Total 840 - Visitor Services	16,413	16,424	37,333
	Total Promotion Expense	678,686	786,534	1,427,128
	Sales & Travel			
	650 - Trade/Travel Shows/Confer			
	650.1 - Conferences	8,992	4,865	9,065
	650.3 - Tradeshows	2,926	1,795	2,995
	650.5 - Stakeholder Partnerships	505	500	1,000
	Total 650 - Trade/Travel Shows/Confer	12,423	7,160	13,060
	654 - Dues and Subscriptions	4,906	8,912	13,675

3:54 PM
01/09/26
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through December 2025

			YTD Actual	YTD Budget	Annual Budget
		656 - Sales Travel, Meetings			
		656.1 - Conferences	247	2,200	16,000
		656.3 - Tradeshows	689	0	4,300
		656.7 - Local Sales/Meeting	7,001	8,200	16,000
		Total 656 - Sales Travel, Meetings	7,937	10,400	36,300
		Total Sales & Travel	25,266	26,472	63,035
		Total Expense	854,242	962,700	1,784,504
	Net Ordinary Income		157,954	44,140	-27,535
	Other Income/Expense				
	Other Expense				
	900 - Depreciation		6,800	6,800	13,600
	Total Other Expense		6,800	6,800	13,600
	Net Other Income		-6,800	-6,800	-13,600
Net Income			151,154	37,340	-41,135

Tourism Data Metrics

November 2025 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	56.7%	2%	52.0%	0%	49.8%	-2%
Average Daily Rate	\$104.91	3%	\$111.39	2%	\$140.71	1%
Rev. Per Available Room	\$59.53	5%	\$57.87	2%	\$70.09	-2%

YEAR-TO-DATE July '25 - Nov. '25 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	70.0%	2%	69.2%	2%	65.3%	-2%
Average Daily Rate	\$126.27	4%	\$138.08	3%	\$180.50	3%
Rev. Per Available Room	\$88.33	5%	\$95.61	5%	\$117.89	1%
Room Demand	312,150	3%	620,822	3%	9.2 M	-1%
Room Supply	446,239	1%	896,590	1%	14.1 M	1%
Room Revenue	\$39.4 M	6%	\$85.7 M	6%	\$1.66 B	2%

Sources: STR & AirDNA. STR Data accounts for 23 of 39 hotel properties in Medford, accounting for 75% of the hotel rooms in Medford.

Visitor Services Tracking

Fiscal YTD Through Dec. 2025

Rogue Valley Airport Visitor Kiosk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Airport Inquiries	Explore Board	Hootboard Interactions	Total Interactions
JUL	155	17	626	349	2,387	1,549	4,928
AUG	106	22	372	267	2,521	1,488	4,670
SEP	126	16	479	312	2,346	881	4,034
OCT	128	21	326	265	2,225	1,741	4,578
NOV	124	30	209	196	1,988	1,368	3,791
DEC	124	21	207	231	1,177	220	1,856
JAN							
FEB							
MAR							
APR							
MAY							
JUN							
TOTAL	763	127	2,219	1,620	12,644	7,247	23,857
TOTAL YTD 24-25	980	157	2,309	2,062	14,065	6,656	25,249
% Chg	-22%	-19%	-4%	-21%	-10%	9%	-6%

Arriving Flights	Passenger Capacity
274	22,550
201	18,374
263	23,212
265	21,095
210	15,301
237	17,558
1,450	118,090
1,265	113,607
15%	4%

*Arriving Flights = when VIC was staffed

Other Visitor Services & Programs

	Visitors		Taste of the Rogue		Passports		Total
	Downtown	Rogue X	Flights	Encounters	Sign Ups	Check-ins	
JUL	155	1,242	14	234	16	35	1,682
AUG	106	1,042	14	112	15	17	1,292
SEP	85	733	13	107	52	8	985
OCT	82	879	20	172	325	48	1,506
NOV	38	1,057	33	238	30	38	1,401
DEC	36	778	33	196	18	22	1,050
JAN							
FEB							
MAR							
APR							
MAY							
JUN							
TOTAL	502	5,731	127	1,059	456	168	7,916
TOTAL YTD 24-25	380	7,222	56	519	108	37	8,322
% Chg	32%	-21%	127%	104%	322%	354%	-5%

TOTAL INTERACTIONS	
JUL	6,610
AUG	5,962
SEP	5,019
OCT	6,084
NOV	5,192
DEC	2,906
JAN	0
FEB	0
MAR	0
APR	0
MAY	0
JUN	0
TOTAL	31,773
TOTAL YTD 24-25	33,571
% Chg	-5%

Event Promotion Tracker
Community Partnership Grant Fund
Fiscal YTD Through Dec. 2025

Event Promotion Tracking

FY 2025-26

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
2025 Events						
1	Folk Collective Summer Series (in Medford)	Summer	\$1,500		\$1,500	Arts & Culture
2	Craterian Theater	Aug-June	\$3,500		\$3,500	Arts & Culture
3	Sasquatch Open Pro Am	Aug	\$1,000		\$1,000	Sports & Recreation
4	Britt Music & Arts Festival	July-Sept	\$2,500		\$2,500	Arts & Culture
5	Challenger Invitational Volleyball	Aug	\$2,000		\$2,000	Sports & Recreation
6	Southern Oregon Golf Championships	Aug	\$1,000		\$1,000	Sports & Recreation
7	Cascade Girl OR Honey & Mead Festival	Sept	\$500		\$500	Food, Wine & Agritourism
8	Medford Rogue Rotary Pickleball Fest	Sept	\$1,000		\$1,000	Sports & Recreation
9	Dia de Los Muertos	Nov	\$1,500		\$1,500	Arts & Culture
2026 Events						
10	Challenge of Champions Tour Finale	Jan	\$1,000		\$1,000	Sports & Recreation
11	Travel Southern Oregon Travel Jam	Feb	\$3,500		\$3,500	Food, Wine & Agritourism
12	Mavis Staples at the Holly Theatre	Mar	\$1,000	\$1,000	\$2,000	Arts & Culture
13	CEVA Rogue Valley Classic	Mar	\$2,500		\$2,500	Sports & Recreation
14	Southern Oregon Speedway	Apr-Sept	\$5,000		\$5,000	Sports & Recreation
15	Pear Blossom Run	April	\$2,500		\$2,500	Sports & Recreation
16	Going Rogue Boys Volleyball	April	\$2,500		\$2,500	Sports & Recreation
17	Southern Oregon Open	May	\$3,500		\$3,500	Sports & Recreation
18	Rogue Memorial Challenge	May	\$5,000		\$5,000	Sports & Recreation
19	Concert at the Rocks	May-Aug	\$2,000		\$2,000	Arts & Culture
20	Southern Oregon Classic & Culinary Feast	June	\$3,200	\$1,800	\$5,000	Sports & Recreation
21	Medford Summer Classic Pickleball	June	\$1,000		\$1,000	Sports & Recreation
22	Brews, Bluegrass, & BBQ	June	\$1,000		\$1,000	Food, Wine & Agritourism
23	Savor Southern Oregon	June	\$26,620		\$26,620	Food, Wine & Agritourism
24	Rogue Valley Rising Lacrosse	June	\$2,500		\$2,500	Sports & Recreation
25	Rogue Valley Farm Tour	July	\$500		\$500	Food, Wine & Agritourism
26	ACO World Championships 2027	July 2027	\$25,000		\$25,000	Sports & Recreation
27	Medford Rogues	Summer	\$1,000		\$1,000	Sports & Recreation
TOTAL			\$103,820	\$2,800	\$106,620	

Rogue X Events (812.62)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2025	\$3,500		\$3,500	Sports & Recreation
2	ACO Medford Major - Winter	Jan 2026	\$3,500		\$3,500	Sports & Recreation
3	49th Annual Medford Rod & Custom Show	Apr 2026	\$3,000		\$3,000	Sports & Recreation
TOTAL			\$10,000	\$0	\$10,000	

Downtown Events (812.63)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	32nd Great Medford Multicultural Fair	Sept 2025	\$2,500		\$2,500	Downtown
2	Forks & Friends	Oct 2025	\$5,000		\$5,000	Downtown
3	The Rogue Marathon	Oct 2025	\$1,500	\$5,085	\$6,585	Downtown
4	Ride For A Cause	Oct 2025	\$0	\$1,571	\$1,571	Downtown
5	Winter Lights Festival	Dec 2025	\$2,500		\$2,500	Downtown
6	Pear Blossom Festival	Apr 2026	\$1,000		\$1,000	Downtown
7	Art in Bloom	May 2026	\$1,000		\$1,000	Downtown
8	Rogue Comic Con	May 2026	\$2,000		\$2,000	Downtown
TOTAL			\$15,500	\$6,656	\$22,156	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	USA Softball Fall Showcase	Oct 2025	\$5,000		\$5,000	Sports & Recreation
2	Cascade Collegiate Conference Soccer	Nov 2025	\$5,500		\$5,500	Sports & Recreation
TOTAL			\$10,500	\$0	\$10,500	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Funds Awarded	Other Contributions	Total Support
Arts & Culture	6	\$12,000	\$1,000	\$13,000
Downtown	8	\$15,500	\$6,656	\$22,156
Food Wine & Agritourism	5	\$32,120	\$0	\$32,120
Sports & Recreation	21	\$80,200	\$1,800	\$82,000
TOTAL	40	\$139,820	\$9,456	\$149,276

Events on Travel Medford event calendar

- Quarter 1 (July-Sept): 1,031 (+29%)
- Quarter 2 (Oct-Dec): 785 (+22%)
- YTD: 1,816 (+26%)

COMMUNITY PARTNERSHIP GRANT

CYCLE 1 HIGHLIGHTS

26 EVENTS
SUPPORTED

\$68,700 TOTAL
SUPPORT

EVEN SPLIT BETWEEN DRIVERS AND ENHANCERS

1.8k+ OUT OF TOWN
ATTENDEES

1k+ ROOM NIGHTS
GENERATED

92% PLAN TO HOST EVENT AGAIN



"We are incredibly grateful for the grant opportunity—it made this celebration of Día de los Muertos possible and allowed us to create such a meaningful experience for our community. Your support truly helped bring people together, honor cultural traditions, and make a lasting impact in Medford and the Rogue Valley. Thank you again for making this event possible!"

-Ballet Folklorico, Dia de los Muertos

"Our teams and staff all really love this event each year. We receive many compliments about Medford and the experience they had while attending... Thank you for your support!"

-Mr. Softball, USA Softball Fall Exposure

"We are deeply grateful for Travel Medford's partnership, which helps us attract both residents and visitors who contribute to the local economy and enrich the cultural vitality of our area. Looking ahead, we're excited to build on this momentum with expanded programming and even greater collaboration with local businesses and artists."

-Ashland Folk Collective, Summer Concert Series

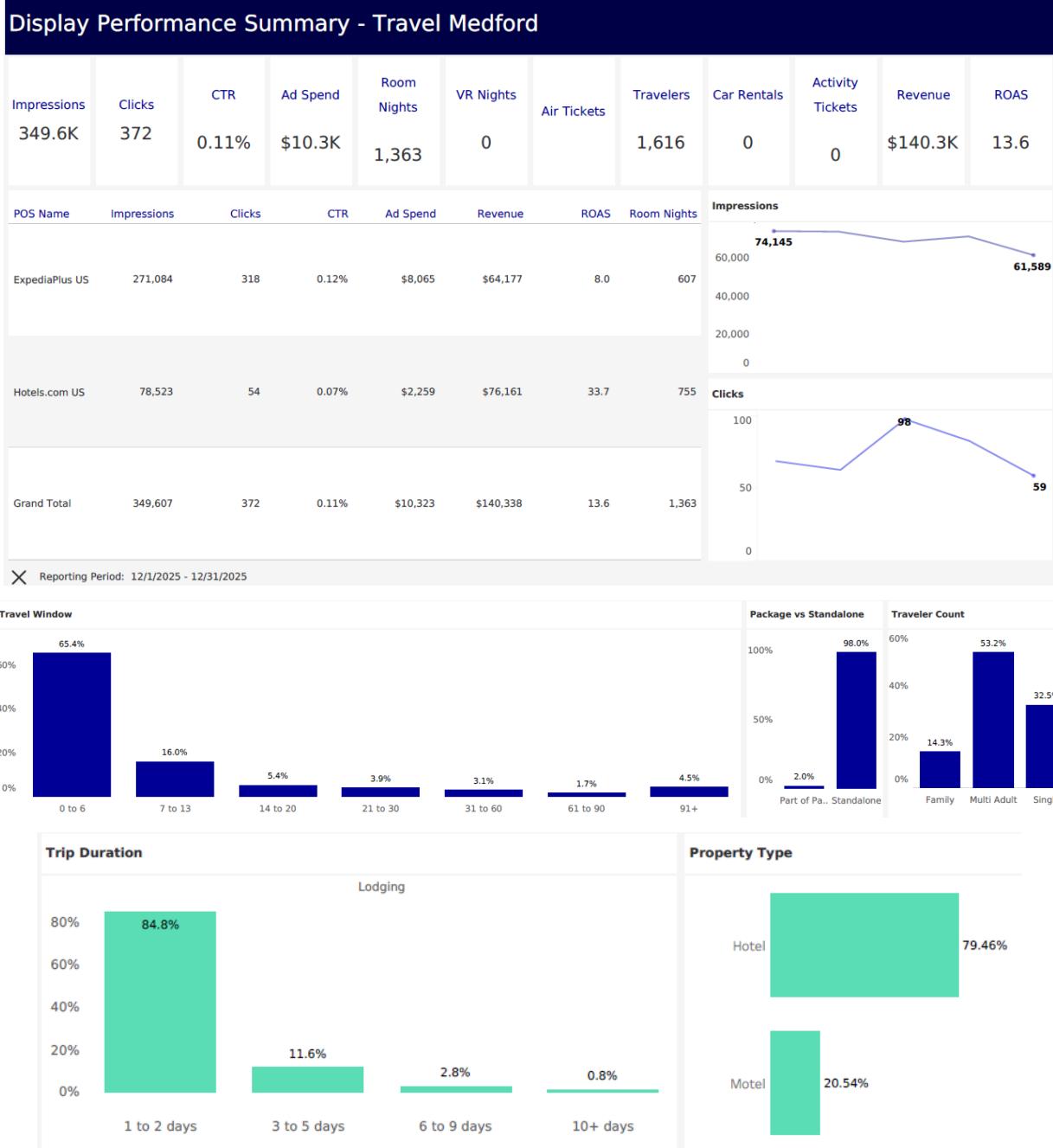
"I very much want to thank Travel Medford for their support of this event. We were able to make it bigger and better, bring more of the community together and get them more engaged. We hope to make it even larger and add more components next year."

-Medford Parks & Rec., Winter Lights Festival

Expedia Direct Booking “Always On Campaign”

Run Dates: Dec. 1 - Dec. 31

The “always-on” direct booking campaign through Expedia and Hotels.com generated 1,363 room nights spread across 328 Medford lodging properties for a return on advertising spend of \$13.60 for every \$1 during December. Overall, revenue for Medford lodging properties directly from this campaign was \$1.1 million from August through December for a ROAS of \$17 for every \$1 spent..



Fiscal Year 2025-26 Calendar of Industry & Local Events

DATE	EVENT	LOCATION
Sept. 11	Chamber's Excellence In Business Awards	Rogue X
Sept. 13	Oregon Honey & Mead Festival	Eden Vale Winery
Sept. 21-23	Travel And Words Conference	Hilton Garden Inn
Sept. 24	TMTC	The Craterian Theater
Sept. 27	Greater Medford Multicultural Fair	Pear Blossom Park
Oct. 9	ACO Kickoff Party - TMTC welcome!	Rogue X
Oct. 10-11	ACO Medford Major (Fall)	Rogue X
Oct. 10-12	USA Softball College Exposure Fall Classic	Lithia & Driveway Fields
Oct. 11	The Rogue Marathon	Pear Blossom Park
Oct. 11	Ride for a Cause	Pear Blossom Park
Oct. 17-23	Forks & Friends (DMA Event)	Downtown Restaurants
Oct. 29	TMTC - Strategic Planning Session	Rogue X
Nov. 4	Election Day - Medford Ballot Measure 15-238	Medford
Nov. 8-12	CCC Soccer Championships	Lithia & Driveway Fields
Nov. 13	Travel Southern Oregon - RV Stakeholder Meeting	Ashland Springs
Nov. 15-16	OYSA Founders Cup	Lithia & Driveway Fields
Nov. 19	TMTC	Copper Plank
Dec. 6	Medford Winter Lights Festival	Pear Blossom Park
Jan. 9	Know Your Role Night - Rogue Valley Royals (hockey)	RRRink
Jan. 21	TMTC	SO Historical Society
Jan. 29	ACO Kickoff Party - TMTC welcome!	Rogue X
Jan. 30-31	ACO Medford Major (Winter)	Rogue X
Feb. 22-23	Travel Southern Oregon's Travel Jam	Rogue Valley CC
Feb. 25	TMTC	Eden Vale Winery
March 9-11	Travel Oregon's Governor's Conference on Tourism	Portland
March 25	TMTC	Harry & David
April 10-11	Pear Blossom Festival	Downtown
April 18-19	49th Medford Rod & Custom Show	Rogue X
April 29	TMTC	Dunbar Farms
May 1	SOSC Golf Tournament	Stone Ridge Golf Club
May 3-9	National Travel & Tourism Week	Nationwide
May 8-10	Southern Oregon Open (basketball)	Rogue X
May 9	Made in Southern Oregon	Central Point
May 10	Art In Bloom	Downtown Medford
May 11	Chamber Forum - hosted by Travel Medford	Rogue Valley CC
May 16-17	Rogue Comic Con	Pear Blossom Park
May 22-25	Rogue Memorial Challenge Soccer Tournament	LAD & Various
May 27	TMTC - Budget review meeting	Medford Chamber
June 6	Southern Oregon Culinary Feast	Centennial Golf Course
June 12-13	Savor Southern Oregon	Bigham Knoll
June 24	TMTC	TBD