

TOURISM COUNCILORS

Eric Strahl, Chair
Craterian Theater

Bonny Panchal, Vice Chair
Ramada by Wyndham

Adam Benson
Tap & Vine at 559

Gloria Thomas
Lady Geneva Bed & Breakfast

JoJo Howard
Compass Hotel Margaritaville

Lindsey Rice
Rogue Valley Zipline Adventures

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
Common Block Brewing Company

Ryan Torres
Merete Hotel Management

Sarah Strickler
Grown Rogue/Downtown Medford
Association Liaison

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 Corp

Kevin Stine
Medford City Council Liaison

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

Katelyn Hanson
Sports Marketing & Event Coordinator



Travel Medford Tourism Council

March 26, 2025 | 3:30 p.m.
Holly Theatre

AGENDA

- I. 3:00 – Tour of Holly Theatre (OPTIONAL)
- II. 3:30 – Meeting Call to Order & Chair Message – *Eric*
- III. 3:35 – Approval of Feb. 26, 2025 minutes – *Eric* page 2
- IV. 3:40 – Financial Report – *T.J.* page 4
- V. 3:45 – Travel Medford Report – *T.J.*
 - HB 2977 - State TLT increase for species
 - HB 3556 - 70/30 split to include public safety services & community infrastructure
- VI. 4:10 – Marketing Update – *Carole*
- VII. 4:20 – Sports Tourism Update – *Darren*
- VIII. 4:35 – Event Promotion Update – *Katelyn* page 11
- IX. 4:40 – Visitor Services Update – *Angela* page 10
- X. 4:45 – TMTC Roundtable Updates & Other Business

NEXT MEETING: April 30, 2025 at Tap & Vine

Important Travel Medford standing meeting dates & events:

Governor's Conf. on Tourism	April 14-16	Portland Conv. Center
Chamber Forum on Tourism	May 12	RVCC
SOSC Golf Tournament	May 16	Stone Ridge Golf Club
SO Classic & Culinary Feast	June 7	Centennial Golf Course
Savor Southern Oregon	June 13-14	Bigham Knoll Campus
Know Your Role Night (Rogues)	June 25	Harry & David Field

****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 Feb. 26, 2025

Present: Eric Strahl, Adam Benson, Gloria Thomas, Mike Doil, Lindsey Rice, Rachel Koning, Ryan Torres, Cooper Whitman, Kevin Stine

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

Absent: Bonny Panchal, JoJo Howard, Sarah Strickler, Vince Domenzain, Wendy Baker

Minutes: Minutes from the Jan. 29, 2025 meeting were reviewed. A motion to accept the minutes was made by Gloria. Ryan seconded. Motion carried.

Financial Report (T.J.)

- The January balance sheet and profit & loss statement were reviewed
- January TLT was \$91.8K, about \$300 shy of projection, fourth-best January for TLT
- Intermediaries portion was \$18.8K, only \$15 shy of matching record 2023 year
- TLT is +7% YTD (\$69K) above projections and +4.7% YOY
- Total income is up 17%, comments on specific line items including visitor guide ad sales (451.3), additional grants on line item 456, event promotion (812.6) expenses, brochures & printing (814) and 812.9 digital advertising catching up.
- A motion to accept the financial report as presented was made by Lindsey. Gloria seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism Trends were referenced in the meeting packet
- Comments on personnel changes - introduced Serena in her first week
- Brief comments on conference center.
- Comments on Ride for a Cause approaching Travel Medford to use Heart of the Rogue Festival for their event. Concerns from TMTC about trademark and use of name. TJ will provide the business plan for the event and usage of the brand when it's received for next steps.
- Travel Medford is the sponsor for the Chamber Forum luncheon on May 12. An RSVP email will be sent out in the next month.

Marketing Update (Carole)

- Expedia campaign results in the packet were referenced
- Entered into a four-month contract with PR firm called Field Day PR. Comments on background in DMO space and scope of work including helping with FAM trip for Savor Southern Oregon and to fulfill grant obligations.

- Savor Southern Oregon website is almost live, vendor applications and ticket sales go live in March. Datafy geo-tracking campaign will begin in April to promote the event.
- Winter shoot for the Harbor/Travel Oregon Competitive Grant Visual Asset Project went well, waiting for creative assets. Spring shoot is all that's left.

Sports Update (Darren)

- American Cornhole Organization Medford Major had a record number of participants. Hosted pros and ACO staff on FAM trip to help promote for Worlds 2027.
- Sports Experience Guide is in the works to create a collateral piece to recruit events. Website updates coincide to simplify the user experience.
- Signed contract for Travel Medford to partner with Southern Oregon Sports Commission for the strategic planning process for SOSC. Will be in destination in April to tour facilities, interview stakeholders, market analysis, funding mechanisms, etc.
- Go Rogue volleyball tournament has 16 teams registered, RFPs were sent to hotels.
- Submitted a bid to host the 2026 and 2027 American Legion Regional Championships
- Fourth annual SOSC Golf Tournament is May 16 at Stone Ridge, eight teams have signed up already, the goal is 27 this year.

Event Promotion (Katelyn)

- Community Partnership Grant Fund tracker sheet in the packet was referenced
- Comments on available funds for future events, grant guidelines are being revamped to launch for next fiscal year. Hoping to show the new guidelines in April.

Visitor Services (Angela)

- Registration is still open for the Frontline Hospitality Customer Service Training class March 14 at the Hilton Garden Inn. Encouraging comments to get sign-ups.

TMTC Updates

- City of Medford updates (Kevin)
 - City Manager Rob Field is building his team with Assistant City Manager, Economic Development Director and Planning Director hired. They will help move projects forward on things like a conference center, baseball team.
 - Comments on the Eugene Emeralds exploring Medford as an option to relocate to. A stadium needs to be built. Emeralds have presented to SOSC and Medford Parks & Rec Commission, will likely speak to the city council.
- Gloria
 - Holly Theatre is reopening in March, tickets went on sale for their Gala and other shows

TLT Trends for FY 2024-25

Transient Lodging Tax: Actual vs. Prediction 2024 - 2025

	Actual	Prediction	Difference	Collected from Intermediaries
JUL	\$ 191,922.99	\$ 181,748.75	\$ 10,174.24	\$ 36,542.80
AUG	\$ 197,955.25	\$ 185,505.83	\$ 12,449.42	\$ 36,268.60
SEP	\$ 159,312.50	\$ 160,849.23	\$ (1,536.73)	\$ 31,131.00
OCT	\$ 148,022.45	\$ 143,800.01	\$ 4,222.44	\$ 27,557.17
NOV	\$ 149,039.50	\$ 115,332.13	\$ 33,707.37	\$ 23,995.04
DEC	\$ 108,335.49	\$ 97,808.23	\$ 10,527.26	\$ 21,253.76
JAN	\$ 91,882.60	\$ 92,184.30	\$ (301.70)	\$ 18,835.31
FEB	\$ 99,284.13	\$ 89,946.87	\$ 9,337.26	\$ 16,854.31
MAR			\$ -	
APR			\$ -	
MAY			\$ -	
JUN			\$ -	
TOTAL	\$1,145,754.91	\$1,067,175.35	\$ 78,579.56	\$ 212,437.99

Year-Over-Year Comparison 2024 - 2025

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2023-24	TLT 2024-25 Projection	TLT 2024-25	24-25 Actual vs. Projection	Lodging Occ.% 2023-24	Lodging Occ.% 2024-25	Lodging ADR 2023 - 2024	Lodging ADR 2024 - 2025
JUN	JUL	AUG	\$ 178,363	\$ 181,749	\$ 191,923	\$ 10,174	76.5%	78.0%	\$ 130.87	\$ 133.91
JUL	AUG	SEP	\$ 186,228	\$ 185,506	\$ 197,955	\$ 12,449	74.0%	80.3%	\$ 136.21	\$ 138.01
AUG	SEP	OCT	\$ 156,880	\$ 160,849	\$ 159,313	\$ (1,537)	71.0%	72.1%	\$ 126.85	\$ 128.54
SEP	OCT	NOV	\$ 150,616	\$ 143,800	\$ 148,022	\$ 4,222	71.9%	69.8%	\$ 121.41	\$ 120.10
OCT	NOV	DEC	\$ 130,725	\$ 115,332	\$ 149,040	\$ 33,707	62.4%	65.5%	\$ 113.13	\$ 115.48
NOV	DEC	JAN	\$ 100,368	\$ 97,808	\$ 108,335	\$ 10,527	55.4%	55.5%	\$ 103.00	\$ 105.64
DEC	JAN	FEB	\$ 96,237	\$ 92,184	\$ 91,883	\$ (302)	49.9%	47.3%	\$ 98.05	\$ 99.63
JAN	FEB	MAR	\$ 94,036	\$ 89,947	\$ 99,284	\$ 9,337	46.7%	51.0%	\$ 97.12	\$ 103.82
FEB	MAR	APR	\$ 96,826				51.5%		\$ 98.94	
MAR	APR	MAY	\$ 112,295				57.1%		\$ 103.11	
APR	MAY	JUN	\$ 120,112				59.3%		\$ 106.57	
MAY	JUN	JUL	\$ 152,093				67.1%		\$ 118.60	
YTD			\$ 1,093,453	\$ 1,067,175	\$ 1,145,755	\$ 78,580	61.6%	63.1%	\$ 116.01	\$ 118.24

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

*ADR: Average Daily Rate

Balance Sheet

Fiscal YTD Through February 2025

6:04 PM
03/10/25
Accrual Basis

Travel Medford
Balance Sheet
As of February 28, 2025

	<u>Feb 28, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	277,954.20
107 - US Bank - Money Market	253,238.78
Total Checking/Savings	531,192.98
Accounts Receivable	
122 - Accounts Receivable	99,284.13
Total Accounts Receivable	99,284.13
Total Current Assets	630,477.11
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-33,234.03
Total Fixed Assets	101,069.23
TOTAL ASSETS	<u>731,546.34</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	-1,779.64
Total Credit Cards	-1,779.64
Other Current Liabilities	
145 - Vacation Payable	9,556.04
Total Other Current Liabilities	9,556.04
Total Current Liabilities	7,776.40
Total Liabilities	7,776.40
Equity	
302 - Retained Earnings	486,672.48
Net Income	237,097.46
Total Equity	723,769.94
TOTAL LIABILITIES & EQUITY	<u>731,546.34</u>

Fiscal YTD Through February 2025

Travel Medford
Profit & Loss Budget Performance
July 2024 through February 2025

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Travel Medford
Profit & Loss Budget Performance
July 2024 through February 2025

Travel Medford Tourism Council Packet March 26, 2025 - Page 7

Travel Medford
Profit & Loss Budget Performance
July 2024 through February 2025

[illegible]

Tourism Data Metrics

January 2025

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	51.0%	9%	45.6%	10%	44.3%	2%
Average Daily Rate	\$103.82	7%	\$109.36	6%	\$138.44	3%
Rev. Per Available Room	\$52.96	16%	\$49.88	17%	\$61.40	5%

YEAR-TO-DATE

July '24 - Jan. '25

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	63.1%	2%	60.1%	2%	59.8%	2%
Average Daily Rate	\$118.24	2%	\$132.08	1%	\$170.12	2%
Rev. Per Available Room	\$74.62	4%	\$79.42	3%	\$101.65	4%
Room Demand	388,815	3%	659,734	4%	11.7 M	3%
Room Supply	616,124	1%	1.1M	2%	19.6 M	1%
Room Revenue	\$46.0 M	5%	\$87.1 M	5%	\$1.99 B	5%

Sources: STR & AirDNA

Visitor Services Tracking

Fiscal YTD Through February 2025

Rogue Valley Airport Visitor Kiosk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	178	42	456	429	2,676	1,198	4,801	240	23,071
AUG	190	34	429	379	2,661	1,481	4,984	229	21,249
SEP	172	19	421	314	2,468	1,029	4,251	189	16,802
OCT	121	21	428	302	2,292	703	3,746	202	16,022
NOV	166	24	299	276	2,125	1,106	3,830	209	18,612
DEC	153	17	276	362	1,843	1,139	3,637	196	17,851
JAN	175	18	288	298	1,653	795	3,052	208	16,544
FEB	136	25	286	254	1,579	761	2,905	176	11,874
MAR									
APR									
MAY									
JUN									
TOTAL	1,291	200	2,883	2,614	17,297	8,212	31,206	1,649	142,025
TOTAL YTD 23-24	1,209	301	2,608	2,839	13,117	3,965	22,830	1,843	169,741
% Chg	7%	-34%	11%	-8%	32%	107%	37%	-11%	-16%

*Arriving Flights = when VIC was staffed

Other Visitor Services & Programs

	Visitors		Taste of the Rogue		Passports (Wine/Bucket List)		Total	TOTAL INTERACTIONS	
	Downtown	Rogue X	Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	100	1,935	9	80	41	6	2,162	JUL	6,963
AUG	85	1,661	9	79	16	4	1,845	AUG	6,829
SEP	58	850	10	114	32	8	1,062	SEP	5,313
OCT	60	838	11	111	10	11	1,030	OCT	4,776
NOV	51	1,066	12	105	8	7	1,237	NOV	5,067
DEC	26	872	5	30	1	1	930	DEC	4,567
JAN	43	1,205	11	72	10	9	1,339	JAN	4,391
FEB	44	1,143	8	77	4	1	1,269	FEB	4,174
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	467	9,570	75	668	122	47	10,874	TOTAL	42,080
TOTAL YTD 23-24	457	6,544	54	581	243	98	7,923	TOTAL YTD 23-24	30,753
% Chg	2%	N/A	39%	15%	-50%	-52%	37%	% Chg	37%

*Note: Started tracking at Rogue X in January 2024

Community Partnership/Event Promotion Tracker

Fiscal YTD Through February 2025

Travel Medford - Event Promotion Tracking

FY 2024-25

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2024 EVENTS							
1	Folk Collective Summer Series (in Medford)	Summer	\$2,000	\$2,000		\$2,000	General
2	Southern Oregon Golf Championships	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
3	Sasquatch Open Pro Am	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
4	American Cornhole Organization (ACO) World Championships	July 2027	\$5,000	\$5,000		\$5,000	Sports & Outdoors
5	Medford Rogue Rotary Pickleball Fest	September	\$1,000	\$1,000	\$200	\$1,200	Sports & Outdoors
6	Red Hawk Ridge Freestyle Jam	October	\$1,000	\$1,000		\$1,000	Sports & Outdoors
7	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$5,500	\$2,675	\$8,175	Sports & Outdoors
2025 Events							
8	Medford Rogues	Summer	\$900	\$900		\$900	Sports & Outdoors
9	Savor Southern Oregon	June	Event Host	\$8,986		\$8,986	Wine & Beer
10	King of the Ice Hockey Tournament	January	\$1,500	\$1,500		\$1,500	Sports & Outdoors
11	RISE Volleyball Rogue Valley Classic	March	\$5,000	\$2,500		\$2,500	Sports & Outdoors
12	Go Rogue Boys Volleyball Tournament	April	\$5,000	\$2,500		\$2,500	Sports & Outdoors
13	Kids Unlimited Southern Oregon Open	May	\$5,000	\$2,500		\$2,500	Sports & Outdoors
14	Southern Oregon Classic & Culinary Feast	June	\$8,900	\$3,200	\$1,800	\$5,000	General
15	Medford Summer Classic Pickleball Tournament	June	\$1,300	\$1,300		\$1,300	Sports & Outdoors
16	Rogue Reining Horse Association Ranch and Reining Show Series	June	\$5,000	\$1,000	\$0	\$1,000	Sports & Outdoors
17	Southern Oregon Speedway 2025 Season	Summer	\$5,000	\$5,000		\$5,000	Sports & Outdoors
18	Rogue Valley Farm Tour	July 2025	\$500	\$500		\$500	General
TOTAL			\$19,500	\$46,386	\$4,675	\$51,061	

Rogue X Events (812.62)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	ACO Medford Major - Winter	Feb 2025	\$3,500	\$3,500		\$3,500	Sports & Outdoors
3	48th Annual Medford Rod & Custom Show	Apr 2025	\$10,000	\$3,000		\$3,000	General
TOTAL			\$17,000	\$10,000	\$0	\$10,000	

Downtown Events (812.63)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Craterian Theater	March 2025	\$5,000	\$4,500		\$4,500	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	\$2,885	Downtown
3	End of the Finish Line (Rogue Marathon & Ride for a Cause)	Oct 2024	\$1,675	\$1,675		\$1,675	Downtown
4	Pear Blossom Run	April 2025	\$2,500	\$2,500		\$2,500	Downtown
5	Rogue Week	May 2025	\$12,000	\$3,000		\$3,000	Downtown
6	Art In Bloom	May 2025	\$6,000	\$3,000		\$3,000	Downtown
7	Rogue Comic Con	May 2025	\$8,000	\$3,000		\$3,000	Downtown
TOTAL			\$36,675	\$20,360	\$200	\$20,560	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	USA Softball College Exposure Tournament	Oct 2024	\$5,000	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$5,000	\$5,000	\$0	\$5,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	4	\$21,400	\$8,700	\$1,800	\$10,500
Downtown	7	\$36,675	\$20,360	\$200	\$20,560
Sports & Outdoors	17	\$58,200	\$43,700	\$2,875	\$46,575
Wine & Beer	1	\$0	\$8,986		\$8,986
TOTAL	29	\$116,275	\$81,746	\$4,875	\$86,621

Expedia Direct Booking “Always On Campaign”

Run Dates: Aug. 1 - Feb. 28

Display Performance Summary - Travel Medford

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Revenue	ROAS
2,453K	3,956	0.16%	\$80K	11,224	0	\$1,300K	16.2

POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS	ADR - Lodging	LOS - Lodging	Room Nights
Expedia US	843K	509	0.06%	\$16,670	\$209K	12.6	\$126	1.6	1,667
ExpediaPlus US	1,076K	2,572	0.24%	\$46,248	\$477K	10.3	\$121	1.6	3,947
Hotels.com US	533K	875	0.16%	\$17,363	\$613K	35.3	\$109	1.8	5,610
Grand Total	2,453K	3,956	0.16%	\$80,282	\$1,300K	16.2	\$116	1.7	11,224

Impressions

Clicks

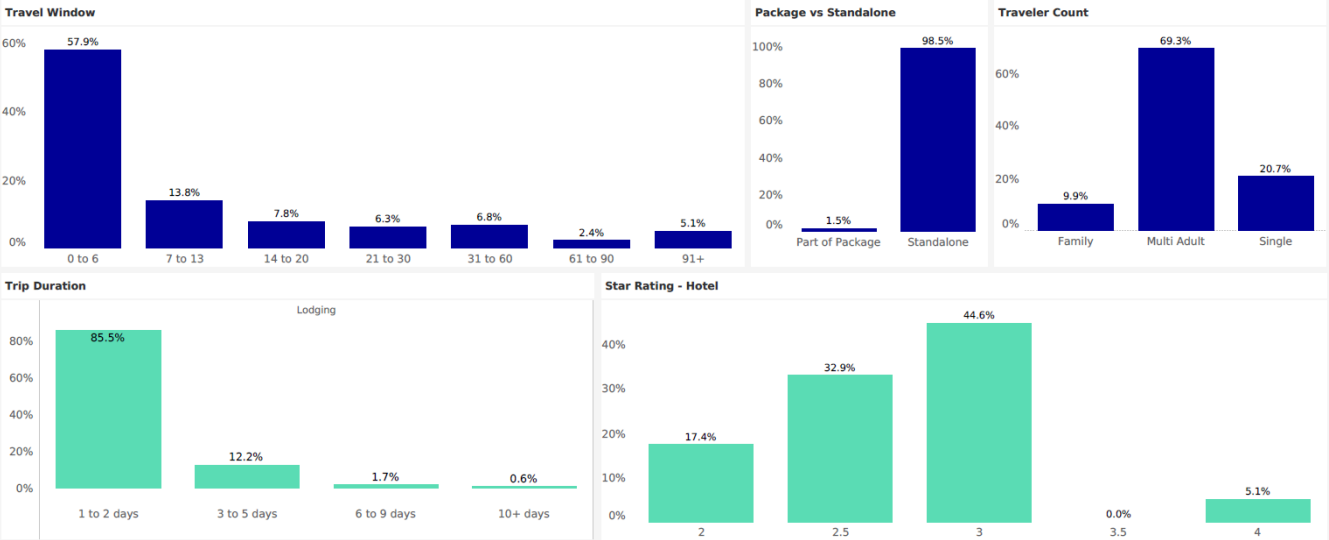
ROAS

Reporting Period: 8/1/2024 - 2/28/2025

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Conversion Insights - Travel Medford



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