

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
May 28, 2025 | 3:30 p.m.
Medford Chamber

AGENDA

- I. 3:30 – Meeting Call to Order & Chair Message – *Eric*
- II. 3:35 – Approval of April 30, 2025 minutes – *Eric* *page 2*
- III. 3:40 – Financial Report – *T.J.* *page 4*
- IV. 3:45 – 2025-26 Projections & Proposed Budget *handout*
- V. 4:15 – Travel Medford Report – *T.J.*
- VI. 4:25 – Tourism Promotion/Marketing Update – *Carole*
- VII. 4:35 – Sports Tourism Update – *Darren*
- VIII. 4:45 – Visitor Services Update – *Angela* *page 10*
- IX. 4:50 – Event Promotion Update – *Katelyn* *page 11*
- X. 4:55 – TMTC Roundtable Updates & Other Business

NEXT MEETING: June 25, 2025 at Roxy Ann Winery

Important Travel Medford standing meeting dates & events:

Sports Tourism Strategic Plan & Community Meeting	June 3	Compass Hotel
Development Discussion (TMTC & Hotelier Invite only)	June 4	Compass Hotel
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
TMTC - Elections	June 25	Roxy Ann Winery

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 April 30, 2025

Present: Eric Strahl, Bonny Panchal, Gloria Thomas, Adam Benson, JoJo Howard, Lindsey Rice, Ryan Torres, Sarah Strickler, Vince Domenzain, Cooper Whitman, Warren Ng (City of Medford representative)

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

Absent: Mike Doil, Rachel Koning, Wendy Baker, Kevin Stine

Tour of Butterfly Club: Adam Benson gave attending TMTC members a tour of Butterfly Club.

Minutes: Minutes from the March 26, 2025 meeting were reviewed. A motion to accept the minutes was made by Vince. Bonny seconded. Motion carried.

Financial Report (T.J.)

- The February balance sheet and profit & loss statement were reviewed
- March TLT was \$109K, projection was \$100K (+9%) - best March on record. March TLT was +13% year-over-year
- Intermediaries portion was \$21K, also a record amount for March (+17% YOY)
- TLT is +7.5% YTD (\$89K) above projections and +5.5% YOY
- Total income is +15% to projections, comments on specific line items including visitor guide ad sales (451.3), event revenue (454), advertising support (812.1), event promotion (812.6), digital advertising (812.9) and video projects (816).
- Comments on attribution to the successful month, events at Rogue X & increase in large group bookings at attractions.
- A motion to accept the financial report as presented was made by Bonny. JoJo seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism Trends were referenced in the meeting packet
- Carole was honored as the Southern Oregon Rising Star award winner at Governor's Conference on Tourism. Staff won Hermes Awards - 3 Platinum (A World Without Refs-KYR, Referee Bootcamp-KYR, 2023-24 Annual Report), 1 Gold (Rogue X Fly Through Video), 2 honorable mentions (Visitor Guide & Welcome to Medford Mural).
- Presented Travel Oregon Competitive Grant Report & videos
- Reminder Travel Medford is presenting at May's Chamber Forum
- Updates on HB 2977, HB 3556 and HB 3962.

- T.J. shared research from lodging trends from one-on-one hotelier meetings, forecasting from AirDNA (short term rentals), Travel Oregon forecast to get feedback for TLT projection model for FY 2025-26. Will bring back in May for acceptance

Marketing Update (Carole)

- Expedia campaign results in the packet were referenced, campaign ends in May. Warren said ROAS is great, if planned trips or last-minute bookings. Bonny said Medford has historically been in the 2-week booking window
- Comments on advertising campaigns with Datafy, performance display with Madden Marketing and on Savor Southern Oregon
- Savor Southern Oregon ticket sales are slow but in line with other events around the state - everyone is booking in the 2-3 week window. Comments on plan to get it advertised more and for partners to also promote
- Comments on Field Day PR duties, prepping for Savor Southern Oregon FAM trip

Sports Update (Darren)

- Sports Experience Guide for recruiting events to rights holders was printed and taken to Sports ETA to recruit event directors and rights holders from 25+ appointments
- Travel Medford partnered with SOSC to contract with Huddle Up Group (HUG) to do an updated sports tourism strategic plan. Hosted HUG for site visit. Over 80 community stakeholders were interviewed and the final report will come in late May or June
- Fourth annual SOSC Golf Tournament is May 16 at Stone Ridge, registration is ongoing
- SOSC's Know Your Role committee was established. New KYR videos were shown

Event Promotion (Katelyn)

- Community Partnership Grant Fund tracker sheet in the packet was referenced
- New grant process for fiscal year 25-26 launched with the first application window open. We have allocated all funds for the current fiscal year for events

Visitor Services (Angela)

- May is Oregon Wine Month. Taste of the Rogue is happening every Thursday at MFR this month.
- Creating a Savor Southern Oregon passport to drive engagement at the event to capture attendee data

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	\$ 109,531.62	\$ 100,122.37	\$ 9,409.25	\$ 20,795.95
APR	\$ 111,877.16	\$ 116,452.60	\$ (4,575.44)	\$ 25,860.00
MAY			\$ -	
JUN			\$ -	
TOTAL	\$ 1,367,163.69	\$ 1,283,750.32	\$ 83,413.37	\$ 259,093.94

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	\$ 100,122	\$ 109,532	\$ 9,409	51.6%	57.2%	\$ 98.53	\$ 107.19
MAR	APR	MAY	\$ 112,295	\$ 116,453	\$ 111,877	\$ (4,575)	57.3%	58.6%	\$ 102.75	\$ 106.89
APR	MAY	JUN	\$ 120,112				59.3%		\$ 106.57	
MAY	JUN	JUL	\$ 152,093				67.1%		\$ 118.60	
YTD			\$ 1,302,575	\$ 1,283,750	\$ 1,367,164	\$ 83,413	60.1%	62.0%	\$ 113.08	\$ 116.01

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

*ADR: Average Daily Rate

Balance Sheet

Fiscal YTD Through April 2025

10:21 AM
05/09/25
Accrual Basis

Travel Medford
Balance Sheet
As of April 30, 2025

	<u>Apr 30, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	155,395.78
107 - US Bank - Money Market	254,675.46
Total Checking/Savings	410,071.24
Accounts Receivable	
122 - Accounts Receivable	111,877.16
Total Accounts Receivable	111,877.16
Total Current Assets	521,948.40
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-35,500.71
Total Fixed Assets	98,802.55
TOTAL ASSETS	<u>620,750.95</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	-1,800.66
Total Credit Cards	-1,800.66
Other Current Liabilities	
145 - Vacation Payable	9,556.04
Total Other Current Liabilities	9,556.04
Total Current Liabilities	7,755.38
Total Liabilities	7,755.38
Equity	
302 - Retained Earnings	486,672.48
Net Income	126,323.09
Total Equity	612,995.57
TOTAL LIABILITIES & EQUITY	<u>620,750.95</u>

Fiscal YTD Through April 2025

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

Travel Medford Tourism Council Packet May 28, 2025 - Page 7

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

Travel Medford Tourism Council Packet May 28, 2025 - Page 8

Tourism Data Metrics

March 2025

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	58.6%	2%	55.5%	1%	54.8%	-3%
Average Daily Rate	\$106.89	4%	\$113.90	4%	\$144.39	-1%
Rev. Per Available Room	\$62.61	6%	\$63.26	5%	\$79.19	-4%

YEAR-TO-DATE

July '24 - Mar. '25

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	62.0%	3%	58.9%	2%	58.3%	1%
Average Daily Rate	\$116.01	3%	\$128.38	2%	\$164.85	2%
Rev. Per Available Room	\$71.93	6%	\$75.59	4%	\$96.15	3%
Room Demand	485,462	4%	813,191	4%	14.5 M	2%
Room Supply	782,940	1%	1.38 M	2%	24.8M	1%
Room Revenue	\$56.3 M	7%	\$104.4 M	6%	\$2.39 B	4%

Sources: STR & AirDNA

Visitor Services Tracking

Fiscal YTD Through April 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	152	18	361	275	1,603	1,251	3,508	216	16,308
APR	165	12	339	262	1,802	1,121	3,536	226	17,216
MAY									
JUN									
TOTAL	1,608	230	3,583	3,151	20,702	10,584	38,250	2,091	175,549
TOTAL YTD 23-24	1,530	342	3,086	3,314	16,592	4,937	28,271	2,237	206,680
% Chg	5%	-33%	16%	-5%	25%	114%	35%	-7%	-15%

*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	57	1,154	5	60	10	3	1,284	MAR	4,792
APR	67	1,021	12	80	16	4	1,188	APR	4,724
MAY								MAY	
JUN								JUN	
TOTAL	591	11,745	92	808	148	54	13,346	TOTAL	51,596
TOTAL YTD 23-24	547	10,616	70	707	267	142	12,279	TOTAL YTD 23-24	40,550
% Chg	8%	11%	31%	14%	-45%	-62%	9%	% Chg	27%

*Note: Started tracking at Rogue X in January 2024

Community Partnership/Event Promotion Tracker

Fiscal YTD Through April 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	\$25,000		\$25,000	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	\$500	\$500		\$500	General
19	DEVO Downhill Series (mountain biking)	April-May	\$1,312	\$1,312		\$1,312	Sports & Outdoors
20	Grizzly Gravel Hugger (biking)	June	\$20,000	\$1,000		\$1,000	Sports & Outdoors
21	Gujarati Volleyball	May	\$2,500	\$2,000		\$2,000	Sports & Outdoors
22	Spring Fling Mountain Bike Festival	May	\$2,000	\$1,000		\$1,000	Sports & Outdoors
23	Brews, Bluegrass & BBQ	June	\$2,500	\$2,500		\$2,500	General
TOTAL			\$85,912	\$70,212	\$4,675	\$74,887	

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	Mar 2025	\$5,000	\$4,500		\$4,500	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	\$2,885	Downtown
3	Rogue Marathon	Oct 2024	\$1,675	\$1,675		\$1,675	Downtown
4	Pear Blossom Run (Rogue Valley YMCA)	April 2025	\$2,500	\$2,500		\$2,500	Downtown
5	Pear Blossom Festival	April 2025	\$3,500	\$2,000		\$2,000	Downtown
6	Rogue Week	May 2025	\$12,000	\$3,000		\$3,000	Downtown
7	Art In Bloom	May 2025	\$6,000	\$3,000		\$3,000	Downtown
8	Rogue Comic Con	May 2025	\$8,000	\$3,000		\$3,000	Downtown
9	Holly Theatre Grand Opening Gala	March 2025	\$1,500	\$1,500		\$1,500	Downtown
10	Ballet Folklorico	June 2025	\$5,000	\$1,500		\$1,500	Downtown
TOTAL			\$46,675	\$25,360	\$200	\$25,560	

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
2	Rogue Memorial Challenge	May 2025	\$5,000	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

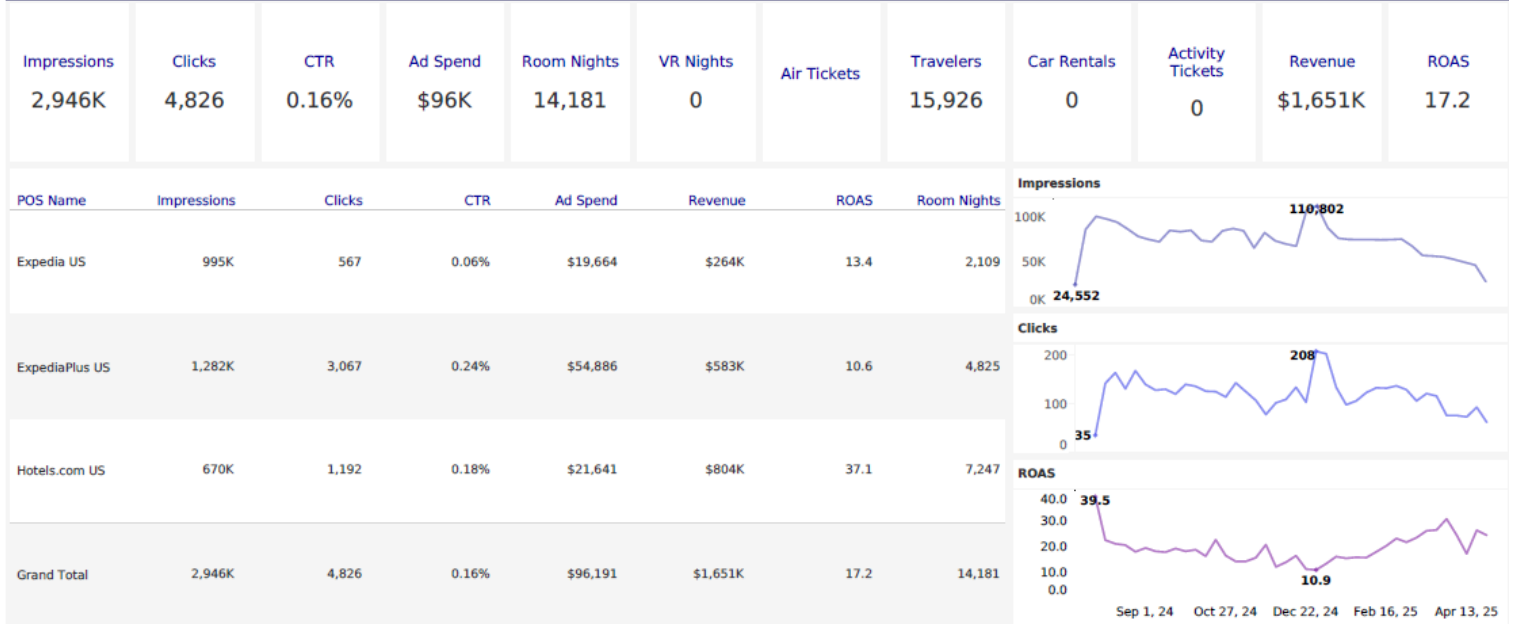
TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	5	\$23,900	\$11,200	\$1,800	\$13,000
Downtown	10	\$46,675	\$25,360	\$200	\$25,560
Sports & Outdoors	22	\$89,012	\$54,012	\$2,875	\$56,887
Wine & Beer	1		\$25,000		\$25,000
TOTAL	38	\$159,587	\$115,572	\$4,875	\$120,447

Expedia Direct Booking “Always On Campaign”

Run Dates: Aug. 1 - Apr. 30

Display Performance Summary - Travel Medford



Conversion Insights - Travel Medford

