



# TRAVEL Medford

2022 QUARTER 1 | JULY, AUGUST & SEPTEMBER



# ADVERTISING & MARKETING SUMMARY

JULY-SEPTEMBER 2022

## TOP ORGANIC & EARNED PRESS



BEST WINE REGION IN THE WORLD NOMINATION-- **WINE ENTHUSIAST MAGAZINE**



OUR GUIDE TO THE HEART OF THE ROGUE VALLEY, MEDFORD OREGON -- **SUNSET MAGAZINE**



SOUTHERN OREGON CRAFT BREW SCENE-- **MARIN MAGAZINE**

A SPELLBINDING WEEKEND IN SOUTHERN OREGON-- **SEATTLE TIMES**



KNOW YOUR ROLE GOES NATIONAL-- **YAHOO**



ECO FRIENDLY WINERIES--**WASHINGTON POST**



HOUSE OF DRAGON WINE ROGUE VALLEY SOURCED-- **PEOPLE MAGAZINE**



THE HOTTEST NEW HOTEL OPENINGS AROUND THE WORLD --**FORBES**



WHITEWATER RAFTING ON THE ROGUE-- **1859 MAGAZINE**

FALL FOR OREGON-- **MERCURY NEWS**



GIRLFRIENDS GETAWAY- FIVE SENSATIONAL DAYS IN SOUTHERN OREGON-- **SOCAL LIFE MAGAZINE**

## TOTAL MEDIA COVERAGE SUMMARY

TOTAL MENTIONS 526 TOTAL IMPRESSIONS 3.2 BILLION TOTAL ADVERTISING VALUE 80.7MILLION

## DIGITAL AD PLACEMENTS MAGAZINE AD PLACEMENTS

Southern Oregon Magazine Website  
Bend Magazine  
Travel Oregon  
Sunset E Newsletter  
Facebook  
Instagram  
Native Display Ads

Southern Oregon Magazine  
Canada Manor House  
Bend Magazine  
VIA AAA  
Sunset Magazine  
Food & Travel Magazine  
NW TRAVEL & LIFE

# SEM REPORT

JULY-SEPTEMBER 2022

## WHAT IS SEM?

SEARCH ENGINE MARKETING

CLICKS

45K

COST PER CLICK

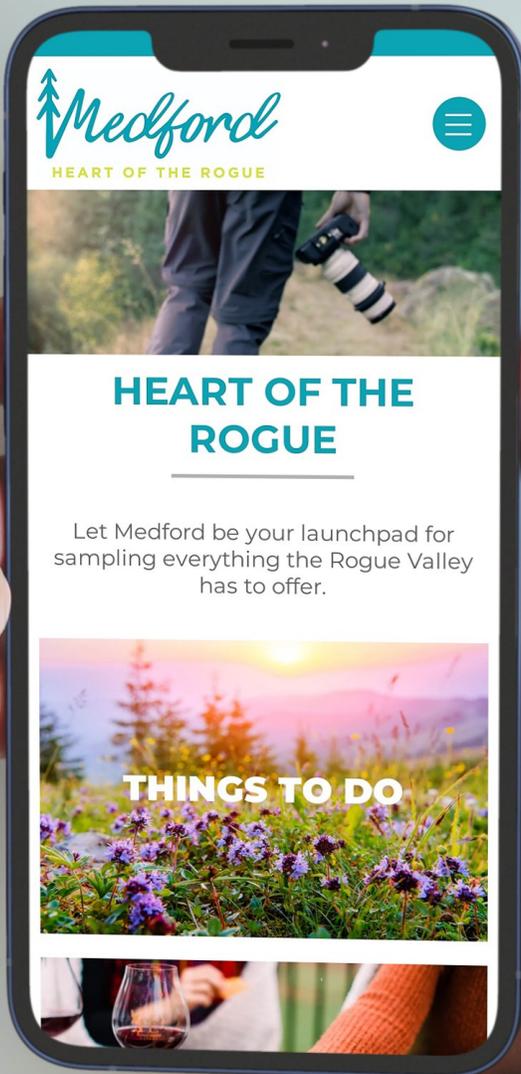
\$0.22

IMPRESSIONS

6.39M

TOTAL SPEND

10K



### Crater Lake National Park

Crater Lake National Park, Oregon

Travel Medford, OR

Impressions	Clicks
4,827,058	30,922
↑ 3,834,134	↑ 24,317



### Oregon's Best Kept Secret

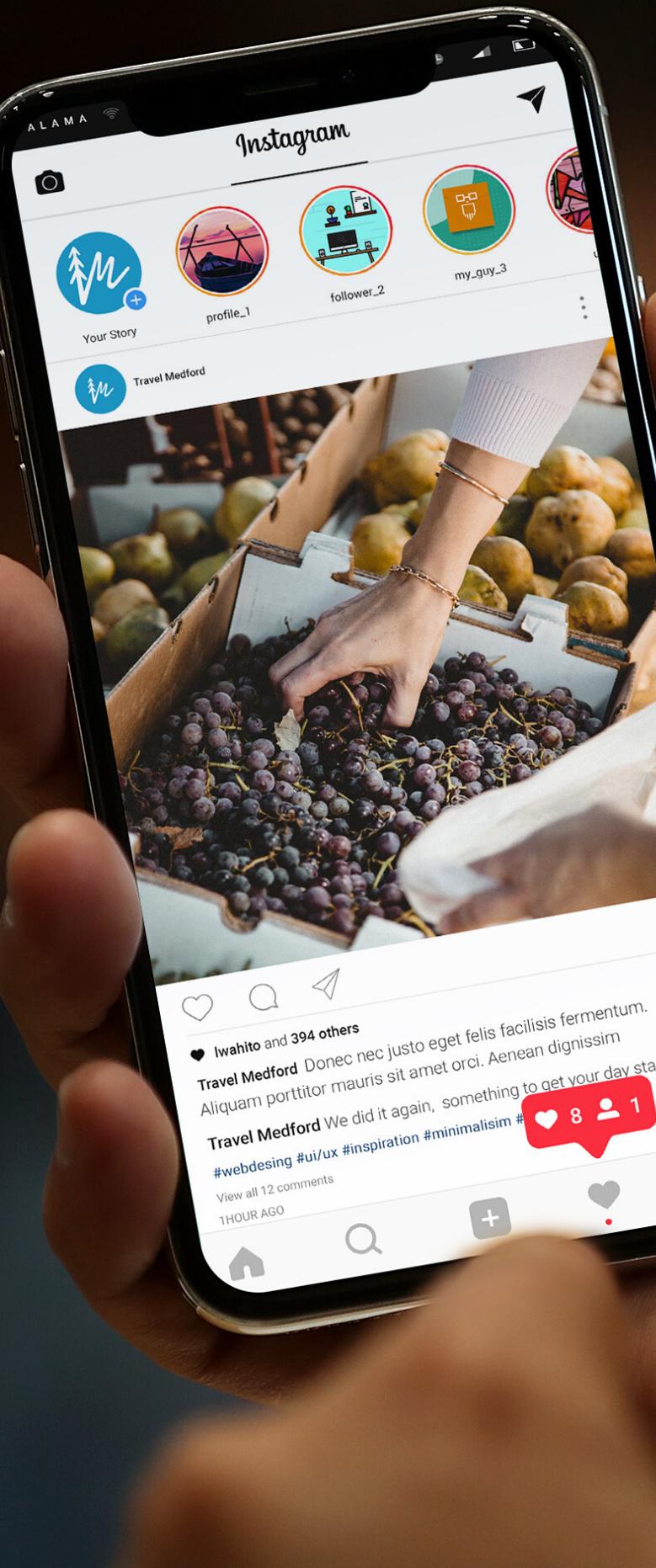


The Official Guide to Medford and Southern Oregon From Travel

Impressions	Clicks
1,561,838	14,027
↑ 1,561,838	↑ 14,027

# SOCIAL MEDIA REPORT

JULY - SEPTEMBER, 2022



## RESULTS

46,725

## COST PER RESULT

\$.09

## IMPRESSIONS

675K

## TOTAL SPEND

\$4.5K

## 20% INCREASE FOLLOWERS

2022: 46,171

2021: 38,372

## 22% INCREASE ENGAGEMENTS

2022: 38,372

2021: 31,387

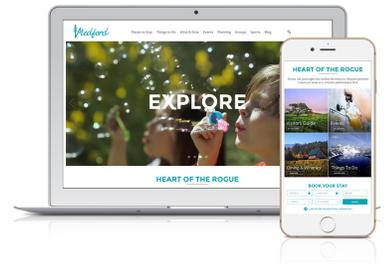
## 196% INCREASE CLICKS

2022: 9,207

2021: 3,112

# WEBSITE ANALYTICS

JULY-SEPTEMBER 2022



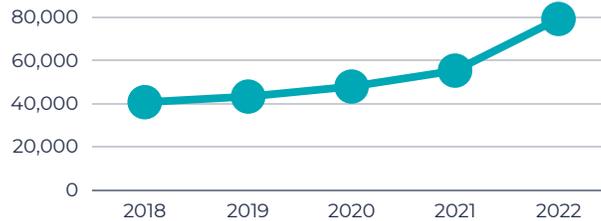
## WEB TRAFFIC

44% INCREASE YEAR OVER YEAR

2022: 79,217

2021: 55,175

2020: 47,772



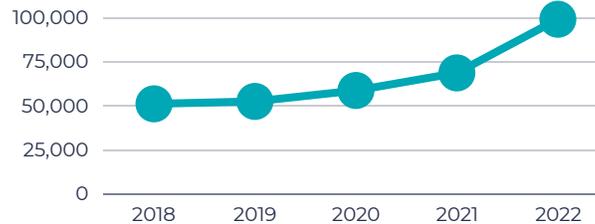
## WEB SESSIONS

45% INCREASE YEAR OVER YEAR

2022: 99,275

2021: 68,841

2020: 58,868



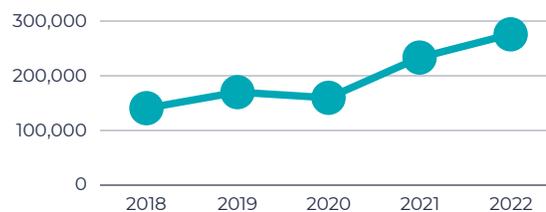
## WEB PAGEVIEWS

18% INCREASE YEAR OVER YEAR

2022: 275,443

2021: 232,743

2020: 158,939



## ARTICLES CREATED

1. Your Guide to Fishing the Rogue River
2. How the World's Top Oars are Made in Medford
3. Your Complete Guide to the Inaugural HOTR Festival
4. Your Sportground TM
5. Paragliding in the Rogue
6. Hungry Hustle Food Tour
7. Crater Lake National Park Spots That Will Wow You
8. Know Your Role's Impact on Sports Tourism

# AUDIENCE DEMOGRAPHICS

JULY-SEPTEMBER 2022



AGE: 35 - 44

53% Female

47% Male

INTERESTS: Food & Dining, Outdoor Enthusiast, Value Shoppers, Do-it-yourselfers, Book Lovers, Avid News Readers & Investors, Pet & Movie Lovers, Travel Buffs

## USER BY CITY LOCATION



## OREGON USERSHIP 25,423

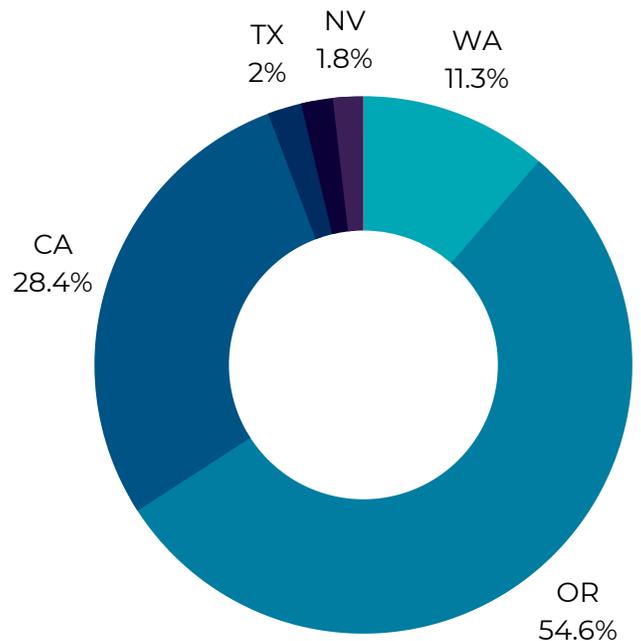
Usership from Oregon has increased by 3% YOY with the primary audience coming from the interstate 5 corridor.

## CALIFORNIA USERSHIP 25,206

Usership from California has increased by 50% YOY with the primary audience coming from LA, San Jose & San Francisco.

## WASHINGTON USERSHIP 12,882

Usership from Washington has increased by 185% YOY with the primary audience coming from Seattle, Vancouver & Bellingham.



# 75%

of users are 35 years or older and 53% are female

# #01

Referral is Google, #2 is Facebook

# 54%

of users are coming through Google Organic and Google Ads