

TRAVEL
Medford

ANALYTICS

QUARTER 3 2023



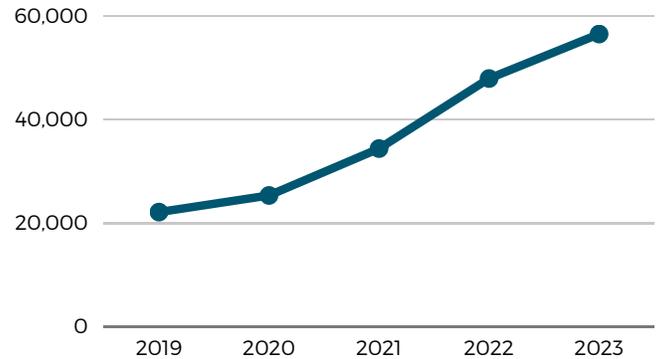
WEBSITE REPORT

JANUARY - MARCH 2023



17% INCREASE WEBSITE USERS YOY

2023: 56,507
2022: 47,908
2021: 34,373



17% INCREASE WEBSITE SESSIONS YOY

2023: 69,000
2022: 59,000
2021: 45,000

3% DECREASE WEBSITE PAGEVIEWS YOY

2023: 167,921
2022: 173,910
2021: 118,387

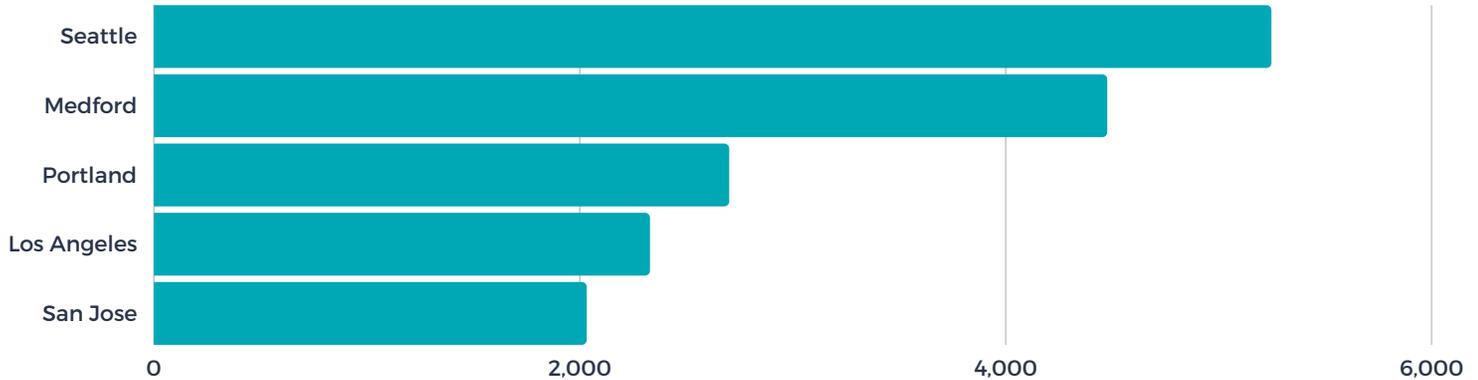
WEBSITE REPORT

JANUARY-MARCH 2023

WEBSITE DEMOGRAPHICS

Website demographics are the demographics of users who have initiated at least one session on the Travel Medford website. They are captured in the area that they initiate the interaction.

USER BY CITY LOCATION



CALIFORNIA USERSHIP

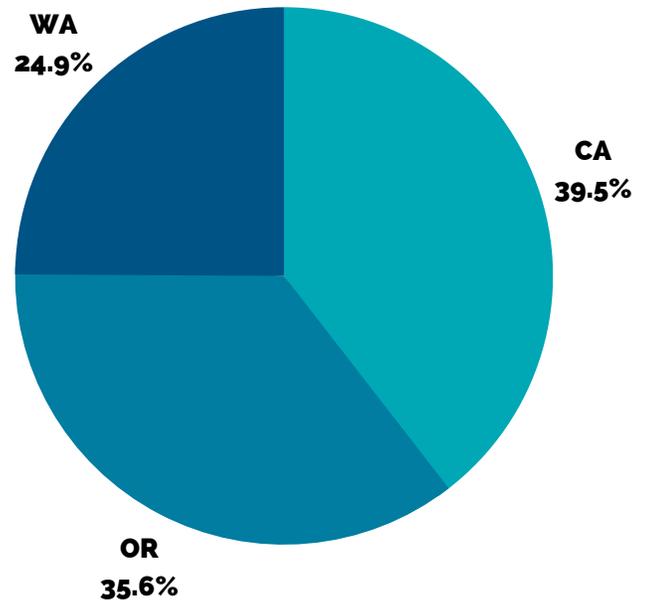
Usership from California has increased by 45% YOY with the primary audience coming from Los Angeles, San Jose and Sacramento.

OREGON USERSHIP

Usership from Oregon has decreased by 32% YOY with the primary audience coming from Medford, Portland and Grants Pass.

WASHINGTON USERSHIP

Usership from Washington has increased by 134% YOY with the primary audience coming from Seattle.



35+

over 60 percent of users are over the age of 35

#01

Referral is coming from Facebook

65%

of users are tapping into Travel Medford via their mobile device

WEBSITE REPORT

JANUARY-MARCH 2023



TOP 5 PAGES VIEWED

MOST VIEWED PAGES

1. Crater Lake
2. Wine Month Getaway
3. Things to Do
4. Event Page
5. Regional Attractions

TOP 4 BLOGS VIEWED

MOST VIEWED BLOGS

1



THE ROGUE VALLEY SPRING BUCKET LIST

Spring is a beautiful season to explore this charming city nestled in the heart of... [Read More](#)

Dining, Fishing, Guides & Tours, Jetboats, Lakes & Rivers, National Park, Outdoor Activities, Outdoor Adventure, Sports, Things to Do, Trails, Wine, Winery

2



8 CRATER LAKE RIM SPOTS THAT WILL WOW YOU

The bluest, deepest, and purest lake in America lies in Medford's backyard. Oregon's only national park... [Read More](#)

Attractions, Favorite Trails, Lakes & Rivers, National Park, Outdoor Activities, Outdoor Adventure, Things to Do, Trails

3



3 TASTING ROOMS TO VISIT THIS SPRING

There is a lot to taste and see when it comes to wine in the Rogue... [Read More](#)

Family, Jacksonville, Tasting Room, Things to Do, Wine, Wine Bar, Wine Tours, Winery

4



TOP 4 SPOTS TO GO HIKING THIS SPRING

With spring right around the corner, it's the perfect time to hit the trails! The... [Read More](#)

Family, Outdoor Adventure, Sports, Things to Do, Trails

SEM REPORT

JANUARY - MARCH 2023

WHAT IS SEM?

SEARCH ENGINE MARKETING

Search engine marketing is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

SEM SPENDS

CLICKS

44.6K

IMPRESSIONS

4M

COST PER CLICK

\$0.21

TOTAL SPEND

\$9.5K



Crater Lake National Park

Fly directly into Medford (MFR) and be at Crater Lake within an hour

Impressions	Clicks ▾
1,888,924	24,297



Travel Medford

The Official Guide to Medford and Southern Oregon From Travel

Impressions	Clicks ▾
492,447	10,667



LOCAL EVENTS

Medford Top Attractions

The Top Fun Things to Do & See in Medford & Southern Oregon

Impressions	Clicks ▾
13,484	149

Oregon's National Park | Crater Lake | Medford, Oregon Lodging

www.travelmedford.org/Crater_Lake

Medford is the heart of the Rogue Where anchored by Crater Lake to the North. Check off the Rogue Valley Bucket List to maximize your Southern Oregon vacation

Wine Country Map · Crater Lake Guide · Map of Medford + Rogue · Rogue Valley Bu...

Destinations: Swimming in Crater Lake, Hiking Crater Lake, Lodging Crater Lake

[Driving the Rim](#)

[Hotels near Crater Lake](#)

[Swimming in Crater Lake](#)

[Hiking Crater Lake](#)

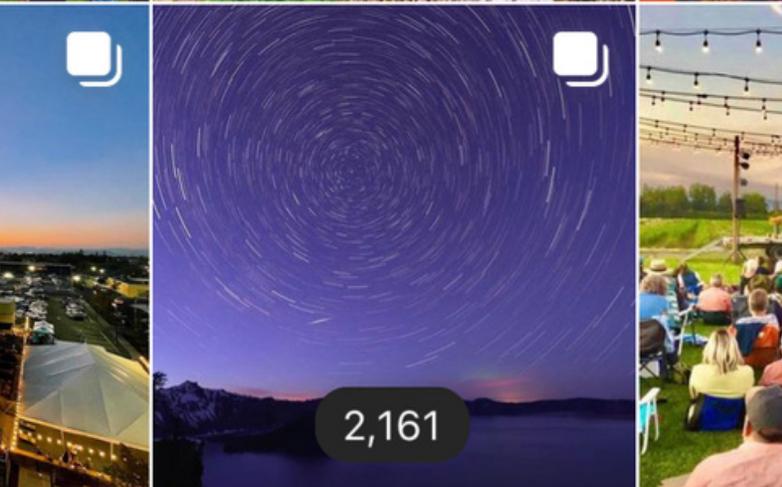
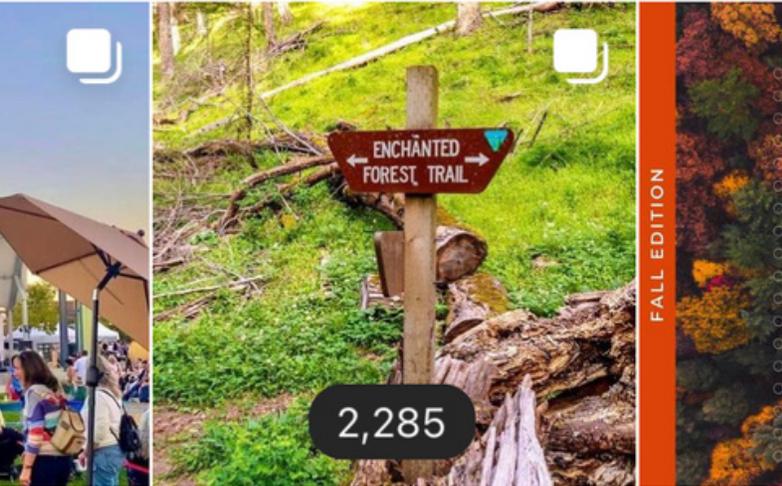
TOP CONTENT

- CRATER LAKE
- VISITOR GUIDE
- EVENTS



SOCIAL REPORT

JANUARY - MARCH 2023



SOCIAL PAID

LINK CLICKS

20K

COST PER CLICK

\$0.35

IMPRESSIONS

1.5M

TOTAL SPEND

\$7K

Link Clicks ⓘ

19,940 ↑ 100%



See more

Page Likes ⓘ

145 ↑ 100%



See more

Reach ⓘ

769.9K ↑ 2.2K%



See more

Impressions ⓘ

1.5M ↑ 4.3K%



See more

Post Engagement ⓘ

25,787 ↑ 100%

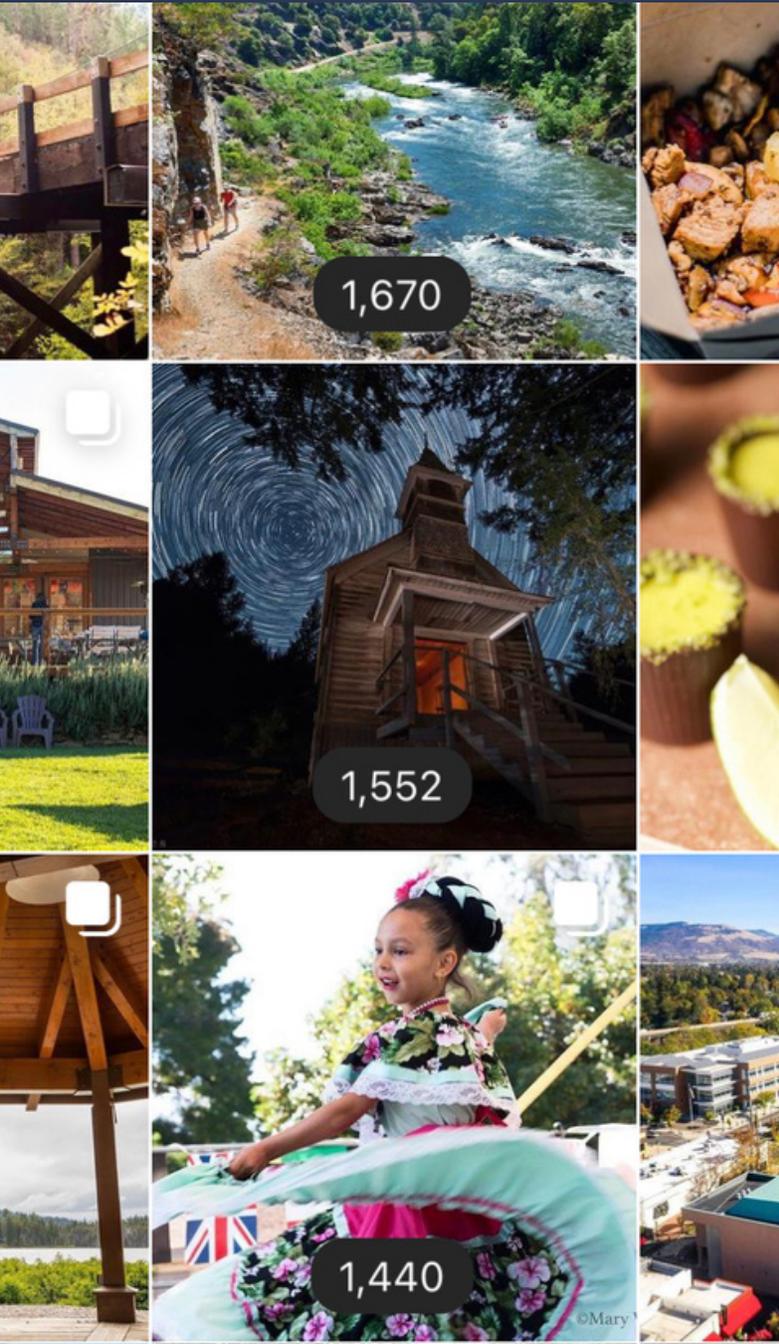


See more



SOCIAL REPORT

JANUARY - MARCH 2023



SOCIAL ORGANIC

TOTAL FOLLOWERS 34,579 Facebook | 12,568 Instagram

Summary

Page	Reactions/Likes	Likes and...	Comments	Shares	Link clicks	New followers	Unfollowers
Travel Medford Tourist Information...	7593	6684	436	473	9598	211	40

Reach

Compare your reach from this period to the previous one. [See more about your content performance one.](#)

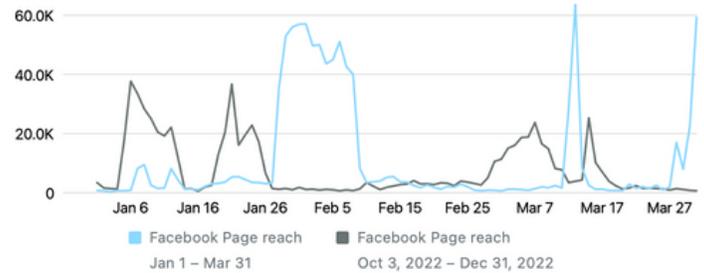
Facebook Page reach ¹

555,545 ↑ 58%

Paid reach ¹

605,125 ↑ 63.3%

Daily Cumulative



Improve engagement for your content

These insights are based on your most recent posts and stories.

Median post reactions, comments and shares ¹

25 ↑ 19%

- Enter to win a \$5,000 value Rogue Valley Wine Weekend Package! You and four friends will immerse yourselves in the rolling vineyards of Southern Oregon, tour award-winning wineries with a private driver and eat at the best restaurants in the valley! See details and enter in the link below. Post reach: 99,756 Engagement: 1,918
Thu, Apr 20
- It's National Volunteer Week and we want to give a big shout out to our Airport Information Desk volunteers! We could not do what we do without these dedicated folks. Post reach: 780 Engagement: 27
Wed, Apr 19
- The Holly Theatre will be joining Third Friday Medford this week, April 21st from 5:00 pm to 7:30 pm. This is your chance to witness their renovations and stand on the Holly stage and envision over 1,000 fans there for YOU! While you're downtown, enjoy food, music, local art galleries and much more at this... Post reach: 1,704 Engagement: 94
Tue, Apr 18
- "Rogue Valley Wine Country in southern Oregon was recently named a top global wine destination by Wine Enthusiast and Forbes magazines. It is easy to see why with all the area has to offer. Winemakers and farmers love the microclimates and terroir that allow more than 70 different varietals to thrive in the... Post reach: 3,289 Engagement: 210
Mon, Apr 17
- 2Hawk Vineyard and Winery in Medford, offers an elegantly rustic Tasting Room experience with sumptuous wine pairings and a magical atmosphere. With their magnificent views, ample seating, fire pits, and a bocce court, visitors often enter as welcomed guests and leave as friends! #TravelMedford... Post reach: 1,402 Engagement: 54
Fri, Apr 14
- Live music is back at Dunbar Farms and Winery! Check out their website for a calendar of events. Pro tip- order a glass of wine to pair with their delicious wood fired pizza, all made with organic ingredients sourced from local farms 🍷🍕 #TravelMedford #HeartoftheRogue Post reach: 1,688 Engagement: 79
Tue, Apr 11
- Medford Pear Blossom Festival kicks off TOMORROW and it's the perfect way to experience the amazing culture and community of our city! Sample local food and drinks and participate in fun activities for the whole family to enjoy. Make sure to check out their website for a complete list of events and swing by our... Post reach: 14,548 Engagement: 501
Thu, Apr 6
- Reserve your spot to part of our award-winning Heart of the Rogue Festival! Early bird vendor/exhibitor registration opens today. See you all this October 13 + 14. Post reach: 24,529 Engagement: 1,974
Mon, Apr 3
- Our Spring Bucket List is out! Whether you're seeking an outdoor adventure, cultural experiences, or just a relaxing getaway, the Rogue Valley has it all. #TravelMedford #HeartoftheRogue #Roguevalleybucketlist Read the article here: https://www.travelmedford.org/articles/the-rogue-valley-... Post reach: 56,535 Engagement: 2,160
Thu, Mar 30

LEADS CAMPAIGN UPDATE

OREGON WINE MONTH

26/60 DAY RUN SUBMISSIONS

5,515

FROM 45 STATES

TOP SUBMISSION STATES

- CA TOTAL = 1,976
- WA TOTAL = 1,085
- OR TOTAL = 912
- AZ TOTAL = 414

**PARTICIPATION FROM 45 STATES
(EXCLUDING: MAINE, NORTH DAKOTA,
WEST VIRGINIA, SOUTH CAROLINA,
RHODE ISLAND.)**

OREGON WINE MONTH WINE WEEKEND GETAWAY

A Lead Generation Campaign and sweepstakes to win a wine weekend in 2023 for four people.

DETAILS

Run Dates: April 1, 2023- May 31, 2023
Winner Selected: June 1, 2023
Redemption: 2023

MARKETING PLAN:

- Enews Letter
- Website Banners
- Travel Oregon Newsletter Banner
- Travel Oregon Retarget Digital Campaign Travel Medford SEM
- Travel Medford Social Organic & Paid
- Chamber Business Review
- Sojern & Madden
- Bend Magazine (Digital)

PACKAGE INCLUSIONS

- 2 Rooms for 2 Nights at Medford hotel of choice
- Bravo Wine Tour for four to wineries of choice
- Rogue Picnic for four at winery of choice
- Meal vouchers 4x
- Welcome Bags 4x
- Rogue Valley Zipline Tickets 4x
- Craterian Certificate 4x

Ad preview

Travel Medford
Sponsored · 🌐

Enter to win a \$5,000 value Rogue Valley Wine Weekend Package! You and four friends will immerse yourselves in the rolling vineyards of Southern Oregon, tour award-winning wineries with a private river and eat at the best restaurants in the valley! See details and enter in the link below.

**-ENTER TO WIN NOW-
OREGON WINE WEEKEND
GETAWAY FOR FOUR!**

 **ENTER NOW**

TRAVELMEDFORD.ORG

Oregon Wine Month Getaway

Sign up

With Rogue Valley Wine Country, we celebrate our win...

You and 78 others

5 🗨️ 6 ➦

Like

Share

Most relevant ▾

Sally Kinsey

Looks amazing and lots of fun.

4d

Heather McGraw

EARNED & ORGANIC MEDIA

JANUARY - MARCH 2023

CONDÉ NAST
Traveler

**MONEY
INC**

 **TRAVEL
OREGON**

Sunset

 **THE TRAVEL**

Crater Lake National Park: How to Explore America's Deepest and Bluest Lake

Condé Nast Traveler, March 2023



In the remote forests of southern Oregon, a **dramatic caldera** harbors the deepest lake in the United States. **Cliff-encircled Crater Lake** is what remains of a volcano, once taller than Mount Hood, that erupted here nearly eight thousand years ago. Today, Crater Lake is preserved in **Oregon's only national park** where the body of water is obviously the marquee attraction but far from the only one. Here's how to get the most out of a trip to Crater Lake National Park, where the long trek to get here rewards you with views unlike anywhere else in the American West.

[Read More](#)

THE 20 MOST AFFORDABLE PLACES TO LIVE ON THE WEST COAST

Money Inc, March 2023



There are many factors to consider when choosing a location in which to live and affordability is at the top of many people's lists. **Medford** boasts a small-town feel that many people prefer but also has all the amenities that people need. It is a pretty place to live, as it boasts **waterfalls, parks, and vineyards**.

[Read More](#)

AN ADRENALINE-SEEKER'S GUIDE TO SOUTHERN OREGON

Travel Oregon, March 2023



Looking for a sweet spot to dink, shred, belay, paddle or **sky-out**? (If you're a sports fan you'll know these terms.) If so, then **Medford is your Sportground™**. With a dense concentration of **traditional and non-traditional sports venues**, endless opportunities for outdoor activities, and a **thriving sports community**, the call to adventure resounds in this land of **mountains, lakes and rivers**. What's more, the region is charmed with a warmer climate with fewer crowds than many other metro areas in Oregon.

[Read More](#)

A TRIP TO THE HEART OF THE ROGUE VALLEY

Sunset Magazine, March 2023



Come spring and summer, Oregon becomes a warm-weather wonderland that beckons travelers with promises of cooling **evergreen forests**, high deserts, **rushing rivers**, and rugged coastline blanketed in greens and bursts of flora. It is also home to one of the most diverse and rewarding destinations in the West: Medford, the accessible beating heart of **southern Oregon's Rogue Valley**, where traffic is a memory in the rearview mirror and an international airport makes navigation a breeze.

[Read More](#)

10 MOST INTERESTING CITIES TO VISIT IN OREGON (BESIDES PORTLAND)

The Travel, March 2023



Those looking to make the most of what Oregon has to offer without the big crowds of Portland can find any number of cities to fit their interests and begin planning their perfect Oregon escape. **Medford in Southern Oregon** is often overlooked in favor of more coastal or central hotspots. With less rain than other Oregon cities, this city is situated in Rogue Valley and a perfect jumping point for natural landmarks, including **Upper and Lower Table Rock**. One of the most popular stops in the city is **Roxy Ann Peak** and the surrounding 1,700-acre **Prescott Park**.

[Read More](#)