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Travel Medford Develops New Brand Campaign & Takes The Lead in Sports Tourism

(Medford, Ore.) May XX, 2022 — Sports tourism and tournaments play an integral part in marketing Medford and the Rogue Valley to visitors. As this segment of the tourism industry continues to grow, Travel Medford launched a new marketing campaign to accelerate growth in this area. The new brand radiates energy, visually creates a sense of place, and showcases Medford as *“YOUR SPORTGROUND™ WHERE THE WEST COAST PLAYS.”*

Recent industry reports indicate that direct spending for sports tourism was \$39 billion in 2021, with an economic impact of \$92 billion. Travel Medford’s new campaign will help the Rogue Valley capitalize on this trend, creating a positive economic impact for the region.

“With the rise in youth sports, families are combining sports tournaments with vacations — aptly named, “tournacations”. And those families want to maximize their time in between games by visiting local attractions, restaurants and shops,” said T.J. Holmes, Senior Vice President of Travel Medford.

Through their brand strategy work, Travel Medford determined that Medford is centrally located as the sports mecca of the West Coast. This information influenced the final version of the brand, its message and overall narrative.

With numerous opportunities for indoor and outdoor sports, Medford provides athletes and their families with truly unique experiences, and welcomes visitors to experience all the area has to offer. This includes everything from youth soccer tournaments to world-class events.

Travel Medford’s new marketing campaign emphasizes the city as a SportGround — the central location from which visitors can access all forms of play throughout the year. This includes, but is not limited to, world-class facilities and whitewater runs, numerous trail systems, outdoor courts and more.

“The brand emphasizes how all of these pieces come together to make Medford one of the biggest playgrounds on the West Coast,” said Holmes.

An important part of the campaign focuses on how Medford celebrates sports by rekindling the love of the game. When visitors are seeking more — whether it’s more adventures, more athletic facilities or more sunny days, Medford is the SportGround where they will find it.

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ABOUT TRAVEL MEDFORD

Medford is the heart of the Rogue Valley and the 8th largest city in Oregon. Travel Medford is the city's Destination Marketing Organization (DMO) and markets the region to visits from out of the area. Travel Medford helps the community grow by bringing in events, tournaments and visitors to the city. Learn more online [here](#).