



↑ TRAVEL  
↑ Medford™



# WHO WE ARE

## DEPARTMENT WITHIN



## 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.

## OREGON TOURISM FUNNEL





# WHAT WE DO





# TOURISM IMPACT

## OREGON IMPACT

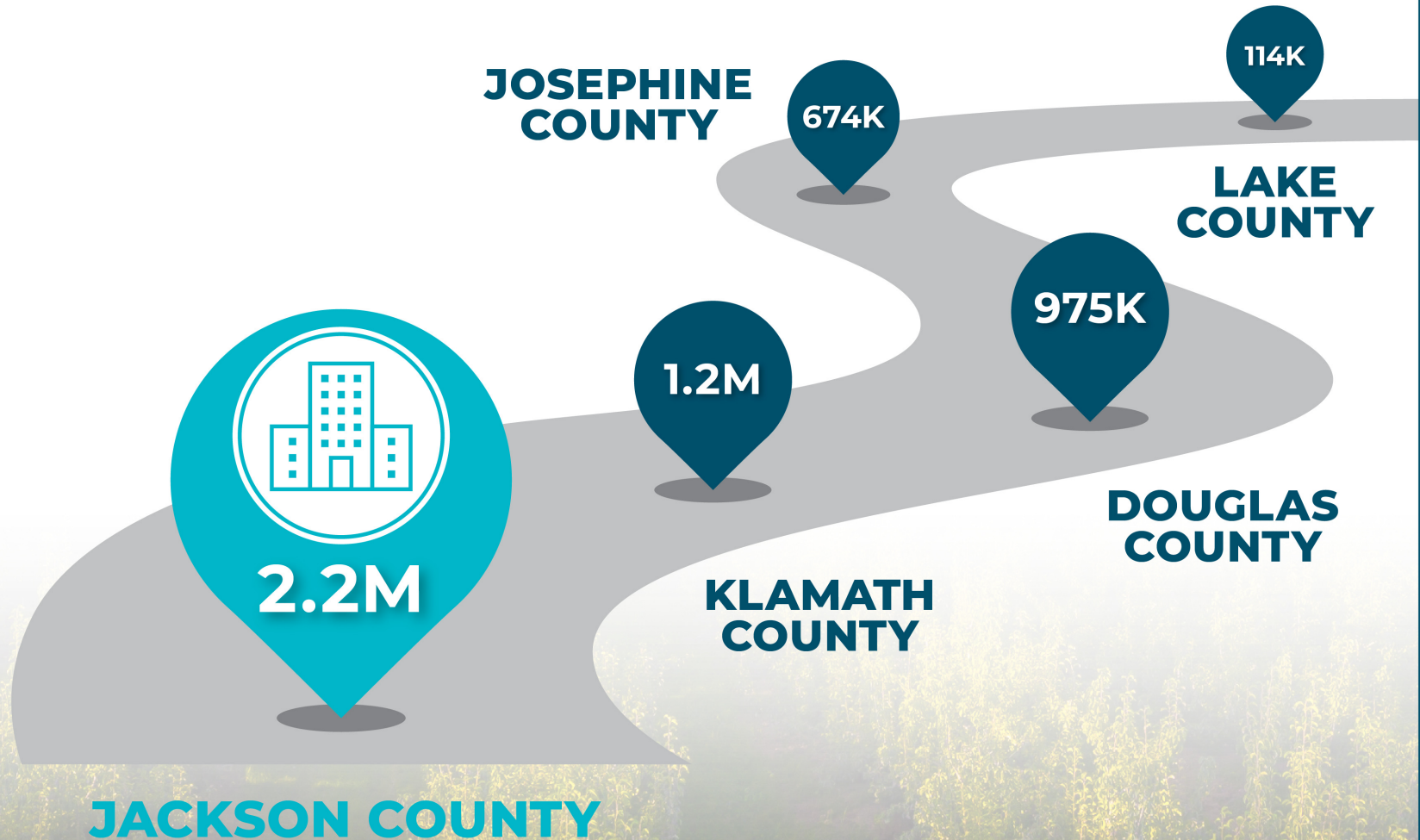


**66%** MEDFORD'S SHARE OF JACKSON COUNTY TLT

**4,900** TOURISM JOBS IN JACKSON COUNTY

## SOUTHERN OREGON OVERNIGHT VISITORS

BY COUNTY | SOURCE: DEAN RUNYAN 2021





# TRAVEL & TOURISM MARKETING TRENDS

Source: Datafy

2021-2022



TOTAL TRIPS

1,468,768



VISITOR DAYS

2,997,340



AVG. LENGTH OF STAY

2



UNIQUE VISITORS

714,061

## TRIPS 2023



## 2022



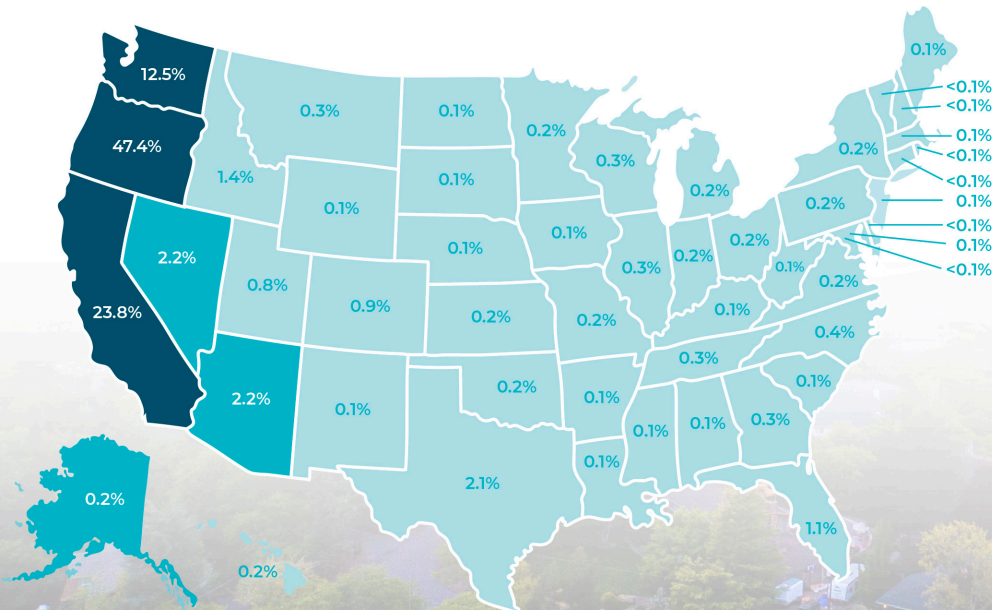
## VISITOR DAYS 2023



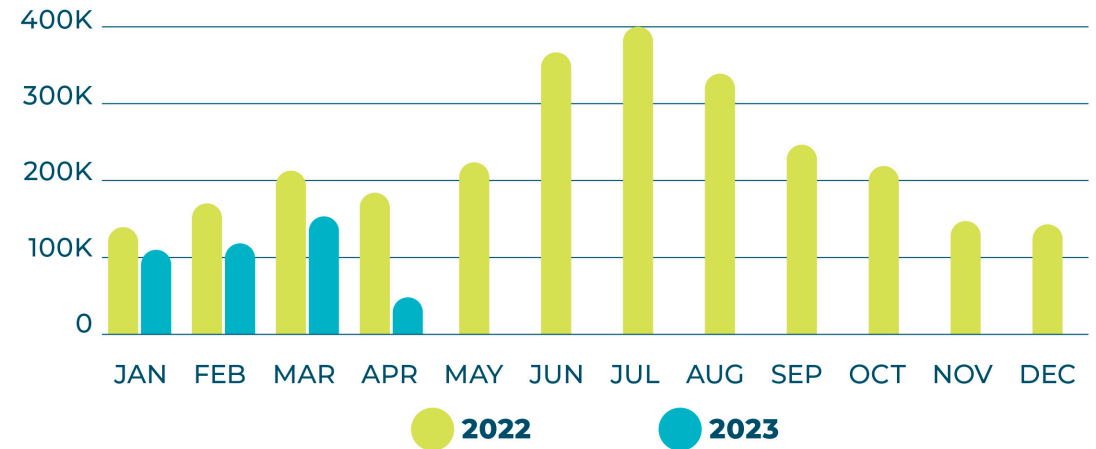
## 2022



● In-State  
● Out-of-State



## MONTHLY VOLUME BY VISITORS DAYS



## VISITOR DAYS BY LENGTH OF STAY

● Day Trip 36.3%  
● 2 Days 19.4%  
● 3 Days 11.7%  
● 4 Days 8.1%  
● 5 Days 8.1%  
● 6+ Days 16.5%



## WEEKDAY VS. WEEKEND

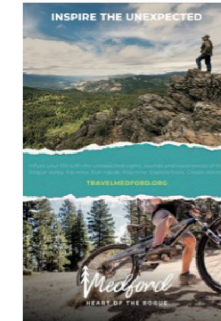


2022-2023



# TOURISM PROMOTION

## ADVERTISING & CAMPAIGNS



## PRINT PUBLICATIONS



## CONNECT TV



## DIGITAL & STREAM



**33,203,352**  
CIRCULATION

**3,288,932**  
IMPRESSIONS

**7,601,149**  
IMPRESSIONS



# TOURISM PROMOTION CONT.

## PRESS & EARNED MEDIA

### TOTAL NATIONAL PRESS IMPACT

26

NATIONAL MEDIA  
ARTICLES

159M

IMPRESSIONS

\$9M+

ADVERTISING VALUE

## NATIONAL PRESS CONSERVATIVE COVERAGE SUMMARY



### WINE COUNTRY SUMMARY

TOTAL ADVERTISING VALUE: \$1.3 MILLION

### CULINARY SUMMARY

TOTAL ADVERTISING VALUE: \$6.1 MILLION

### OUTDOOR REC SUMMARY

TOTAL ADVERTISING VALUE: \$1.5 MILLION

### ARTS & CULTURE SUMMARY

TOTAL ADVERTISING VALUE: \$15.3K



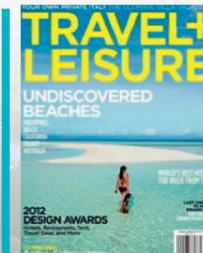
7 of the Best Cheese & Wine Pairings, Rogue Creamery & Rogue Valley.

-WINE ENTHUSIAST  
MAGAZINE



Oregon's Best Kept Secret: The Rogue Valley.

-SUNSET MAGAZINE



Top 12 Small Towns in Oregon You Have to Visit.

-TRAVEL & LEISURE  
MAGAZINE

The  
New York  
Times

In the warmer Southern Oregon region lies an oasis of wine that will take your breath away.

-THE NEW YORK TIMES





**HEART OF THE  
ROGUE  
FESTIVAL** SM

**MISSION**

**CONCEPT**

**OVATION!  
AWARD**







**HEART OF  
THE  
ROGUE  
FESTIVAL** SM



## MISSION

Elevate awareness of Medford and the Rogue Valley to locals and tourists alike.

- Showcasing Downtown Medford and small businesses
- Community partners
- Sports event partners











**HEART OF THE  
ROGUE  
FESTIVAL** SM



## AN IMMERSIVE EXPERIENTIAL WEEKEND

- Dedicated to showcasing our community of artists, musicians, makers, growers, and experience providers
- 100+ Exhibitors, Wine Country Lane, Rogue Marathon, Bikes n Brews, live music, and the KidZone
- 7,000+ people came to Downtown Medford during the festival
- 7 Entertainers & Performers



**SCAN FOR INFO PAGE!**





# 2021-2022 COMMUNITY PARTNERSHIP FUNDS

## SUPPORT & PROMOTE EVENTS

TOTAL BUDGET <b>\$83,455</b>	GENERAL EVENTS	BEER & WINE
	PERFORMING ARTS	SPORTS

**2021-2022**  
**COMMUNITY PARTNERSHIP FUND**  
**25 EVENTS FUNDED**

**\$3,338 AVERAGE AMOUNT FUNDED PER EVENT**

**TOTAL EVENTS PROMOTED**  
**ON EVENT CALENDAR**  
**2,616 | +257% YOY**

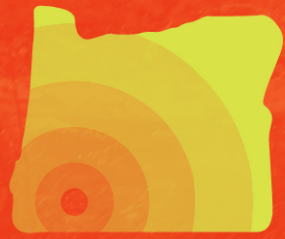
## GUIDELINES

- Eligibility
- Meets the objective and Travel Medford's mission
- Overall future goals and objectives

Scan for guidelines  
and application







# *YOUR SPORTGROUND™*

WHERE THE WEST COAST PLAYS

Medford celebrates sports by rekindling the love of the game, however you define it, because we emphasize the joy in competition.

The abundance of world-class natural and traditional venues in our backyard combined with being centrally located on the West Coast offers visitors access of all forms of play, all-year long.











**PARENT**

**ATHLETE**

**OFFICIAL**

**COACH**

**YOU CAN BE ONLY ONE**



**CHANGE THE CULTURE OF YOUR SPORT**





## CURRENT LICENSEES SINCE JULY 1, 2022



Reaching 2.2 million athletes across the nation.







# 2023 AMERICAN CORNHOLE ORGANIZATION OREGON MAJOR



## KEY TAKEAWAYS

- 114 players
- 13 states
- 50 unique zip codes
- 2024 ACO Oregon Major  
February 1-3





# ROGUE CREDIT UNION COMMUNITY COMPLEX



**COMING DECEMBER 2023**







# THANK YOU!

↑ TRAVEL  
↑ Medford™