

## Travel Medford Tourism Council

The September and October Tourism Council meetings were full of marketing information presented by Spotlight Marketing, and lengthy discussions on several topics. The main items included the mixed-use facility proposed by the City of Medford Parks & Recreation Department, SOREDI's new Economic Development Strategy and the 5-day grace period lodging properties currently have to pay their transient lodging taxes.

## Hotelier Representatives

[September]

The Travel Medford September Hotelier meeting was held at the Craterian Theater where Publicity & Rental Manager Eric Strahl spoke about the upcoming season. While the Craterian mostly caters to local residents, there are often last minute tickets available that visitors may purchase. In addition, Lydia Salvey with the Medford Chamber shared details about the Chamber's 100<sup>th</sup> Anniversary party celebration and encouraged all to attend. Travel Medford's marketing team rolled out the "Come Back for Crush" campaign. Several hoteliers have sign-up boxes and sunglasses at their properties where guests can enter to win the fall getaway.

[October]

The October Hotelier meeting was held at the Oregon Welcome Center – Ashland. Manager Linda Kilcollins conducted tours of the new center. Visitor numbers have been strong since it opened.