

## Marketing & Promotions

Travel Medford is thrilled to announce the completion of its first-ever magazine visitor guide. Finalized in late September, the guides will be distributed to all Oregon welcome centers and select California and Washington welcome centers, the Portland International Airport, the Rogue Valley International-Medford Airport, local hotels and businesses, as well as to people soliciting a guide through Travel Medford's website.

Social media analytics for Travel Medford continue to increase year-over-year, while the website's sessions are holding steady. Goal completions have increased 20% over the same time last year, which includes digital visitor guide downloads, visitor guide requests, and redirection to partner sites.

September and October advertising included sponsored content with Travel Oregon, Sunset, Via, Bend Magazine, 1859 eNews, a digital campaign with Expedia and print with Bend Magazine, Northwest Travel and Sunset. KOIN TV in Portland featured a sponsored segment with Travel Medford and the Applegate Valley named "An Eye on Northwest Wines." TV, social and website ads were included with the TV campaign, totaling nearly three million impressions. Strong campaigns were also delivered through social media channels and Google AdWords.

Travel Medford hosted a Comeback contest during September and October, with a giveaway for a wine weekend for four to the Rogue Valley at the end of November. The campaign garnered nearly 2,000 leads for follow up by email and visitor guide strategies. Travel Medford's staff continue to focus on its objectives and measurables outlined in its strategic marketing plan, as well as strengthen partnerships to maximize marketing investments.

Top trending pages during September and October on Travel Medford's website included Things to Do, Events, Regional Attractions, Outdoors (Table Rocks, Crater Lake), and Wine Trails. We've had great engagement with new blog posts that have been threaded through social media, including Shop and Dine in Downtown Medford and The Ultimate Guide to Crater Lake.

For more information about Travel Medford and upcoming events, visit [TravelMedford.org](http://TravelMedford.org).