

Public Relations & Trade Shows

All staff attended the Oregon Governor's Conference on Tourism in Eugene. Angela attended a pre-conference meeting with the Oregon State Sports Coalition. This group continues to work toward a collaborative effort promoting sports statewide; however, there has not been much progress with the new website due to the change in leadership at Oregon Sports Authority. There was discussion about hosting an "Oregon Experience Run" at the National Association of Sports Commissions symposium in May.

Group Tour

Work continues on itineraries to use at upcoming conferences, such as National Tour Association and Pow Wow. The Oregon Tour and Travel Association board meeting was held during the Governor's Conference. Painter is on the current board and represents Southern Oregon. We are updating several itineraries that are out of date or not applicable anymore. These itineraries are used at group tour shows such as those mentioned above, including Go West.

Painter accompanied a tour planner and showed her the sights. The tour planner is bringing a group of cattle ranchers from Iowa to our area in June. This group will stay four nights in Medford. Scheduled activities include a dinner trip on Hellgate Jet Boat Excursions, an outdoor performance at the Shakespeare Festival and a winemaker dinner at DANCIN Vineyards.

Visitor Information Center (VIC)

[March] The VIC was quiet at the beginning of the month and picked up during the last week of March due to people visiting for spring break. The collectible Travel Oregon Crater Lake poster is a hot item, and the Ashland Chamber ran out of the Lithia Park poster.

[April] In April, spring break travelers arrived at the VIC looking for the Travel Oregon Crater Lake poster. Travel Oregon posted about collecting all 10 posters, which brought in visitors seeking the Crater Lake poster to add to their collection. Tammi brought back 12 sets of posters from Governors Conference for any visitor who would like the complete set. Also, April 7th-13th was National Volunteer Appreciation week. Travel Medford is grateful for our many volunteers who serve at the VIC and the airport.

Airport

[March] Spring break travel kept the airport busy! The airport continues to work on the tarmac and connecting bridge.

[April] The airport continues to set record passenger numbers. The volunteers see a few visitors who ask for information. The hope is that with the new location of the information desk, volunteers will be able to talk to more incoming visitors rather than those who are leaving.