

## Message from Eli

The new Rogue Valley Welcome Center at the airport is complete and will be installed this coming week. To celebrate, Travel Medford is hosting an industry open house — and you are invited!

We want our industry partners to attend, as this is an exciting step to further elevate our region. Currently, the airport is up over 8.3% year over year and expecting more than 1.1 million passengers this year.

The ribbon cutting ceremony and grand opening will take place at the **Medford Airport from 4:30-6:00 p.m. on Thursday, November 21<sup>st</sup> (the ribbon cutting will be promptly at 4:30 p.m.)**. There will be a short program, refreshments and wine tastings. We have a lot to celebrate, and we hope to see you there.

The new Rogue Valley Welcome Center will be placed between the baggage carousel and revolving doors — perfectly situated for our volunteers to reach even more people. This past year, between the Visitor Information Center on Center Drive and the Medford Airport, we engaged with over 32,600 travelers. And with the new information desk location, we are expecting to far exceed that number.

We believe the new information desk will become a regional asset that visitors will enjoy upon their arrival, and locals will be proud to have at their airport. That is why we invested in its creation. The potential of the new information desk to showcase Medford and Southern Oregon to our visitors is limitless.

We are always filled with thankfulness this time of year, and 2019 is no different. Travel Medford has had an exciting year, which we are happy includes the implementation of the Rogue Valley Welcome Center. I look forward to seeing everyone at the grand opening celebration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eli Matthews', with a long horizontal flourish extending to the right.

Eli Matthews

Senior Vice President | Travel Medford

(541) 608-8516