

Marketing & Promotions

Travel Medford's web and social media analytics continue to be strong and have increased year-over-year during July and August, both in impressions and engagements on the site and posts. July and August advertising included sponsored content with Travel Oregon, Bend Magazine, 1859 eNews, a digital campaign with Expedia and print with Bend magazine. In addition, strong campaigns were delivered through social media channels and Google AdWords.

Travel Medford hosted two contest weekend giveaways. One was featured in 1859 and included partner contributions of two OWE tickets, a Rogue Jet Boat tour, and lodging with Inn at the Commons. A separate contest for a fall weekend in the Rogue Valley was promoted through Bend Magazine digital channels and eNewsletter. The two contests garnered nearly 2,500 leads that will receive a digital Travel Medford eNewsletter and link to the visitor guide.

Moving into fall, Travel Medford will focus its efforts on maximizing print with sponsored content and organic editorial in publications. Scheduled for the fall, we have advertising which will support articles in Sunset, Bend Magazine, 1859, Northwest Travel and Travel Oregon. A substantial Expedia campaign is also slated for fall, as well as social media advertising, Google AdWords, and featured air time and paid spots on Portland's KOIN TV during "An Eye on Northwest Wine."

Travel Medford's staff continues to focus on their objectives and measurables outlined in the strategic marketing plan, as well as strengthen partnerships to maximize marketing investments.

Top trending pages this past summer 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 The Ultimate Guide to Crater Lake, Rogue Valley Golf Courses, and Beloved Rogue Valley Musicians.

The new magazine-sized visitor guide will be printed within the next few weeks. It will be distributed throughout welcome centers in Oregon, California and Washington, as well as mailed to top tier visitors.

For more information about Travel Medford and upcoming events, visit TravelMedford.org.