

Travel Medford Tourism Council

The Travel Medford Tourism Council discussed many important topics at their March and April meetings. The March meeting centered around the information desk rebuild at the airport. A timeline was presented that includes a tentative completion date of early July 2019. The rebuild will be broken into two phases: the construction phase, and then signage and lighting. Smoke and fire in the valley was also discussed. Travel Medford staff continue to participate at any conferences and rallies on this topic. The Travel Medford staff are preparing for the 2019-2020 budget process, as well as finalizing details for the rebrand that officially launched on May 1, 2019. The Oregon Mayor's Conference will be held in Medford in August 2019. All effort is being made to create a memorable experience for the attendees. The conversation regarding smoke and fire, the rebrand and the airport information desk rebuild continued at the April meeting. Travel Medford staff attended the Oregon Governor's Conference on Tourism in Eugene. Travel Medford was a workshop sponsor and showed videos of our area. Budget line items are starting to catch up due to the increase in spending for rebranded items. An update was given on the progress of the Ashland Welcome Center, which is scheduled to open before Memorial Day weekend.

Hotelier Meeting

The Travel Medford Hotelier meeting was held at Medford's newest hotel, the Holiday Inn Express. Jess Martin, owner of SoOregon Express, presented the different tours he's offering, which include Urban Foraging, Fast & Furious Wine Tour, Scenic Waterfalls, Pilates in the Pines and Wine Tasting. Brad Niva with Travel Southern Oregon (TSO) gave an update on the Siskiyou Welcome Center slated to open this summer. TSO is contracting with Travel Oregon to operate the welcome center and are recruiting employees. Courtney Toll with Neuman Hotel Group announced they are working on a "Fermentation Festival" at Inn at the Commons coming in January 2020.