

Public Relations & Trade Shows

Angela conducted a site tour for a car club that is looking to hold their 2022 annual convention in Medford. The group would be in the area for nearly a week, touring sites such as Crater Lake and the Oregon Caves.

Travel Medford provided delegate welcome bags for the SOU Creativity Conference, the Medford Parks & Recreation Department's Summer Concert Series, Maslow Project's Customs for Kids Car Show, the Rogue Valley BMX Gold Cup and the Northwest Seasonal Workers Association summer luau.

Group Tour

Kristy Painter will attend the National Tour Association (NTA) meeting December 8th-12th in Fort Worth, Texas, representing Travel Medford. NTA features 20-30 one-on-one appointments with domestic tour operators looking for new tour ideas. At this show, Travel Medford works with Travel Oregon and other regions in the state to sell Oregon first by sponsoring an invitation-only dinner and other activities. Prior to the show, e-postcards are sent to operators enticing them to make an appointment for the show to find out more. The existing Travel Medford itineraries will have the new brand and look, as well as a "What's New" sheet to keep them updated. The first of a series of conference calls were held in August. These calls ensure all participants are on the same page.

The first meeting of the Culinary & Agritourism Steering Committee was held in July. The studio will be held on Wednesday, October 23rd and 24th at the Phoenix Civic Center in Phoenix, Oregon. This studio is an excellent opportunity for our rural agricultural communities to connect with a diverse group of individuals interested in elevating the region through agriculture and food. The steering committee is comprised of key players in Southern Oregon. Participants on the steering committee will help shape the studio into something that serves collective and individual interests in promoting regional culinary tourism. The outcome of this studio is to create cohesiveness between existing businesses that does not currently exist, and produce a Food Trail map for visitors.

Painter has also been working with Travel Southern Oregon to bring a participant from the Resource Assistance Rural Environments (RARE) program, based at the University of Oregon. The process involves bringing an individual from the program to assist with the Culinary Agritourism Studio and the creation of the Food Trail map. The RARE person will be placed in Southern Oregon for a year to fulfill the requirements of the program. Many times, they remain in the area for more than one year. Interviews for the position were conducted in July. All of the applicants were well suited for the position. It

was a tough decision to rank them in order of preference. We were delighted to learn that a top selection also chose us! Josias Escobedo is looking forward to the challenge of this project and we are excited to work with him. He joined us for a Culinary & Agritourism Steering Committee meeting on Tuesday, September 10th in Medford.

Visitor Information Center (VIC)

Our visitors kept the volunteers busy! We welcomed people from 33 of the 50 states, and 16 international visitors during August. From those who signed our guest book, we had the most visitors from: San Diego, CA; Sacramento, CA; San Francisco, CA; Reno, NV; Seattle, WA and Portland. Additionally, Harry & David hosted Peachpalooza for three weekends in August.

Airport

The airport continues to see record number passengers. Also, phase 1 of the new airport information desk is done and phase 2 — work on the signage — has begun. We are looking at the installation of the new signage and information desk to be completed by mid-to-end of October.