

Welcome to Travel Ashland, Ashland's official destination marketing organization.

Travel Ashland's purpose is to promote and deliver a modern mountain community that provides year-round access for travelers to pursue their passions. From accessibility to nature and homegrown hospitality, the spectrum of events and amenities provide something for everyone. We showcase the mild four seasons, natural beauty and quality of life both visitors and locals enjoy. Ashland welcomes over 300,000 visitors annually to a town with a population of over 20,000.

With over 100 restaurants, access to over 250 wineries, world-renowned art galleries, 365 days of theatre and world-class recreation, the Ashland experience is unmatched. Ashland is home to [Mt. Ashland Ski Area](#), at top our 15,000-acre municipal watershed that houses over 40 miles of trails. Down in town at the base of the watershed, [Lithia Park](#), the oldest park in Southern Oregon offers 93 acres of beautiful space including the newly redesigned [Japanese Garden](#). Our historic roots run deep with [Southern Oregon University](#) as well as the [Oregon Shakespeare Festival](#) that began in 1935.

Location: Ashland is located 15 miles north of the California border. We are located 365 miles north of San Francisco and 285 miles south of Portland, Oregon.

Elevation: Ashland's elevation is 1,949 feet above sea level.

Population: 21,774 (2023)

Terrain: Set in the foothills and convergence of the Cascade and Siskiyou Mountain ranges

Climate: Ashland sits at the top of the 'sunbelt' with over 300 days of sunshine, not typical for our neighbors to the north in Oregon who receive much more rain. Ashland has four distinct seasons with fall colors, snowfall typically above 3000' elevation above the valley floor, beautiful blooms in the springs and a warm summer with cooler evenings.

Average High Temperature: Summer 82.3 degrees and Winter 48.9 degrees

Average Rainfall: 19.19" per year and **Average Snowfall:** 8.38" per year on the valley floor

Average mountain snowfall on Mt. Ashland (elev. 7600'): 250". (*2023 = 350" and counting!)

Average Humidity:

Spring 65%; Summer 52%; Fall 70%; Winter 83%

Town Area: 6.5 miles

Housing: Average Home Price: \$517,000 (2023) # of Housing Units: 9050

For Media inquiries, images, stories and resources on Ashland, please contact:
Katharine Cato, Director of Travel Ashland - katharine@ashlandchamber.com
or 541-482-3486 ext. 106

Learn more with [Travel Southern Oregon](#), the official Regional Destination Management Organization or visit their [Industry page](#). Travel Oregon is the Statewide Tourism Entity – Oregon Tourism Commission, [Travel Oregon](#).