

# Quarterly Report

Sept. '23 – Jan. '24

Ashland City Council  
March 4<sup>th</sup>, 2024





## Travel Ashland Role

Role and Impact

## Where we are now

Projects and Programs

Events and Ashland Mystery Fest Recap

New Resident Sentiment Survey Findings

## Program Analytics

Earned media coverage

Website and Social Analytics

Paid Media Performance – Search and Display

## Strategic Campaigns

Current Campaigns and looking ahead

## Industry Statistics

Visitation and Lodging industry

## Travel Ashland's role and impact

- Travel Ashland **leverages** lodging tax grant dollars to promote our destination and **diversify our visitor**, by providing the **furthest, effective market outreach and destination management** that businesses and partners depend upon.
- **We inspire visitors year-round to experience Ashland** through our strategic marketing plan. We work with the tourism industry, media and partners on promotions and projects. We utilize **research and technology** to best guide our planning and decisions.
- For the past 41 years, your investment has supported Travel Ashland to **generate lodging tax dollars** with our industry partners and operators to fuel Ashland's economy.
- **Visitors pay their share** with 10% City lodging tax + 1.5% State lodging tax totaling 11% along with the F&B 5% meals tax.
- These dollars and the impact of visitation support our year-round **workforce**, enhance our **quality of life, fund essential services** and sustain **amenities** that residents value.
- Of the lodging tax generated: **70%** goes to the City's general fund; **30%** are restricted tourism dollars, by state law. Travel Ashland has received approximately half of the restricted tourism dollars.





# Projects and Programs

## Events:

- We support and promote the growth of Ashland and Rogue Valley events through our partnerships and marketing channels from the **OSF 2024 season** that is soon upon us to **Lithia Artisans Market, Ashland Folk Collective**, the rebranded **Rogue World Music Festival** and **Oregon Wine Month** coming this May for example.
- Looking back, 2023 events were well attended including the new **Ashland Mystery Fest** you will hear about next.
- **The Festival of Light kick-off welcomed over 10,000** people, with the parade and included a pop-up event with the **American Brass Quintet** sanctioned by **Chamber Music Concerts**.
- We brought back the **Junior Chef Competition, direct industry workforce development** with job offers made that weekend, mentoring by industry chefs and judging by restaurant owners of high school chefs competing. We look forward to growing this event in 2024.
- We are pleased to see the partnership continue with **Rogue Valley Symphony's holiday and February performances with plans for 2024**.
- We are proud of **Mt. Ashland** for making the most of the winter season after a late start but garnering strong skier visits and programs as the seasons unfolds with good snowfall.





# Projects and Programs

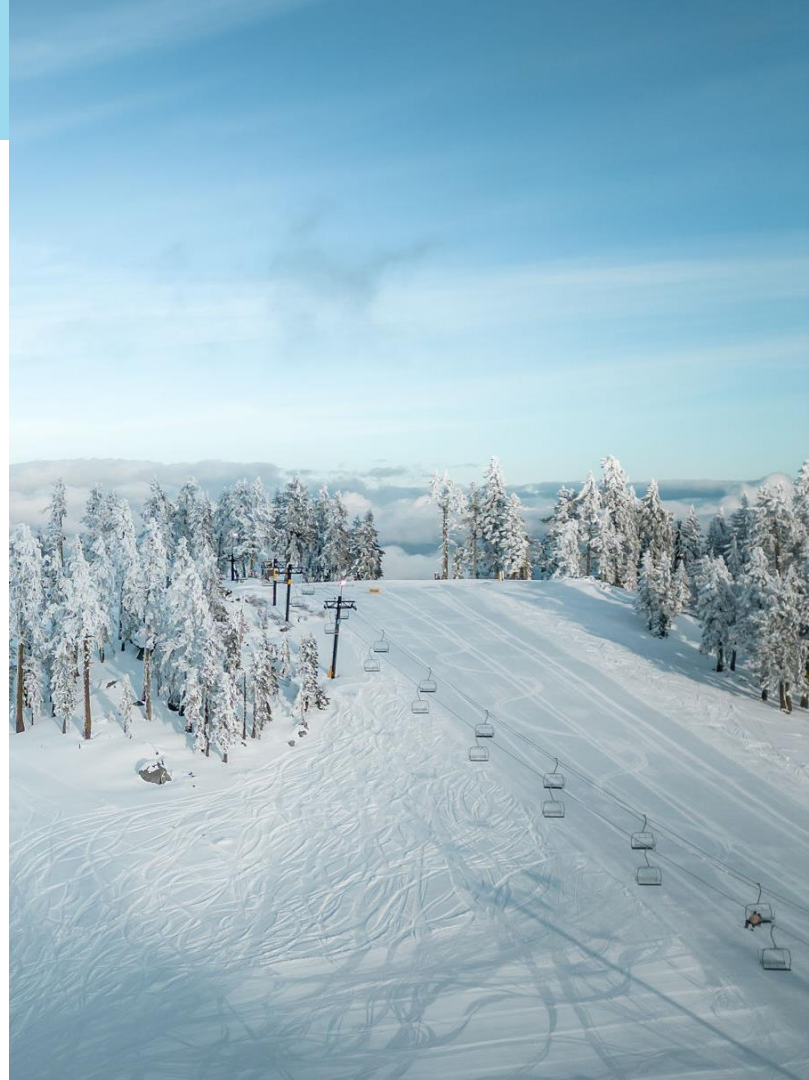


- Ashland saw **strong visitation** late fall with the strongest visitation coming from **Sacramento, Eugene and Portland**. While we continue to welcome a new visitor, Ashland welcomes many **repeat visitors throughout the year**.
- Around the country, leisure travel felt softer compared to 2022 for various reasons however our **F&B collections were the highest ever at \$814,794 Oct – Dec**, and the latest **TOT** data shows **\$1,060,937** collected for July – Sept **stronger than the past 3 years**.
- We submitted our **City Grant Report** in January in accordance with our contract. We are in production of our **publications**, website reformatting and expanding our **industry outreach**.
- **Asset development continues** with the completion of film shoots for each season and the deliverables of imagery and footage. Our YouTube channel has garnered strong analytics.
- Travel Ashland plays a role in **legislative advocacy** around the state in the tourism sphere and partners with Oregon Destination Association, ORLA and Travel Oregon. We will be attending US Travel Association's **Destination Capitol Hill** this month to meet with the congressional delegation in D.C.

# Projects and Programs

- We are collaborating with outfitters and manufacturer **Sawyer Paddles and Oars** to showcase **white water rafting, fishing and** participated in a co-op hat project with Flow Factory to align Travel Ashland's brand effectively.
- **Groups and Conferences** - Travel Ashland partnered with NHG to host the **Oregon Restaurant and Lodging Association Conference** in October 2023 as one example. Bookings are pacing strong along with group business and the return of OSF offerings.
- We engage with the proposal process for conferences. We service many groups and conferences through information, guidance, planning and providing collateral to inform their attendees.
- **Research** – we appreciate the increased investment in our grant and work. In the quarterly update you will see the most recent data from **Datafy, STR and AirDNA** telling us the latest trends in visitation and lodging.
- We participated as a DMO in a **Resident Sentiment Survey with OSU and the Sustainable Tourism Lab** that works with over 40+ destinations around the world. The study garnered 299 results from Ashland residents and is a testament to the positive impact of the work we do with our partners.

Photo Courtesy of Travel Ashland



Ashland  
Mystery Fest  
2023 Recap  
—



# Ashland Mystery Fest October 20<sup>th</sup> – 22<sup>nd</sup>, 2023



A **NEW event** produced by Travel Ashland and Ashland Chamber was a success in its first year.

- **Ellie Alexander**, who has sold over half a million books and wrote the Bakeshop Series, set in Ashland and were joined by 9 **cozy mystery** author friends.
- Over 1000 people attended the weekend with **author panels, pop ups and a mystery around town for guests to solve.**
- Businesses partnered to offer lodging, mystery **dinners, a pub crawl, haunted walks** and **packages.**
- **Thank you** to our **sponsors** Paddington Station, Friends of the Public Library, Bloomsbury Books, Barbara Allen, RVML and RV Times.
- Plans for 2024 include an expanded weekend schedule, over 14 authors and new events.

[www.ashlandmysteryfest.com](http://www.ashlandmysteryfest.com)





ASHLAND, OR

**OCTOBER 20-23**

Get all the clues at [Ashlandmysteryfest.com](https://www.ashlandmysteryfest.com)

- An entire Brand was starting to take shape in May 2023 with a landing page launched in June
- Campaigns ran July- October ramping up starting in August through the event
- Media included
  - Organic social media
  - Paid social
  - Search
  - Display ads
  - Social managers and partners posting on their own sites and pages
  - Local and state media
- Engagement times for the Mystery Fest Pages were some of the best on the site
- We look forward to bringing things to the next level in 2024 with so much initial brand work done there will a longer runway and more opportunity

# Posts

## 1.1 Overview Video

*Chamber to repost*



**MP4 for Video in Canva and also [available here](#).**  
Post Copy for TA should encourage people to go to LP for full festival Details.

## 1.2 Lodging Specials

A graphic titled "Festival Lodging Specials" with a dark blue header. Below the header, a list of lodging options is presented in two columns. The bottom of the graphic features a stylized blue mountain range with a magnifying glass icon over the text "Ashland MYSTERY Festival".

Abigail's Bed and Breakfast Inn (Code WHODUNIT!)	Lithia Springs Resort
Ashland Springs Hotel	Palm Motel (code mystery2023)
Ashland Hills Hotel & Suites	Plaza Inn & Suites (code MMW)
Bayberry Inn and Oregon Wellness Retreat	Stay Ashland
Country Willows Inn & Estate (code mystery2023)	Swank House (code mystery)
	Winchester Inn (code mystery23)

**Alt Design available at Canva Link and on google drive too.** Post Copy for TA should encourage people to go to Events + Packages Page. IF you go with alt post, please include more info about who has packages in post copy.



# Posts

**2.1** [Schedule Overview Carousel](#)  
*Chamber to repost*

**2.2** Schedule Story “New Post”



**Chamber Post** Invite  
businesses + Locals  
to get involved



# Ashland Resident Sentiment Survey

Photo courtesy of Travel Ashland



# Community Sentiment of Tourism

Ashland – Preliminary Results  
N = 299

January 2024



Oregon State  
University





## Lab & Project Mission

**OSU** Sustainable  
Tourism Lab

To protect destinations for  
future generations of visitors and residents.

Community

Economic

Environment



# Overview of Project

## Project Goals

- Establish community sentiment baseline
- Discover variables that contribute to sentiment
- Develop benchmarking data warehouse
- Support destination engagement
- Create survey panels



# Sustainable Tourism

Community Carrying Capacity Model



Economic

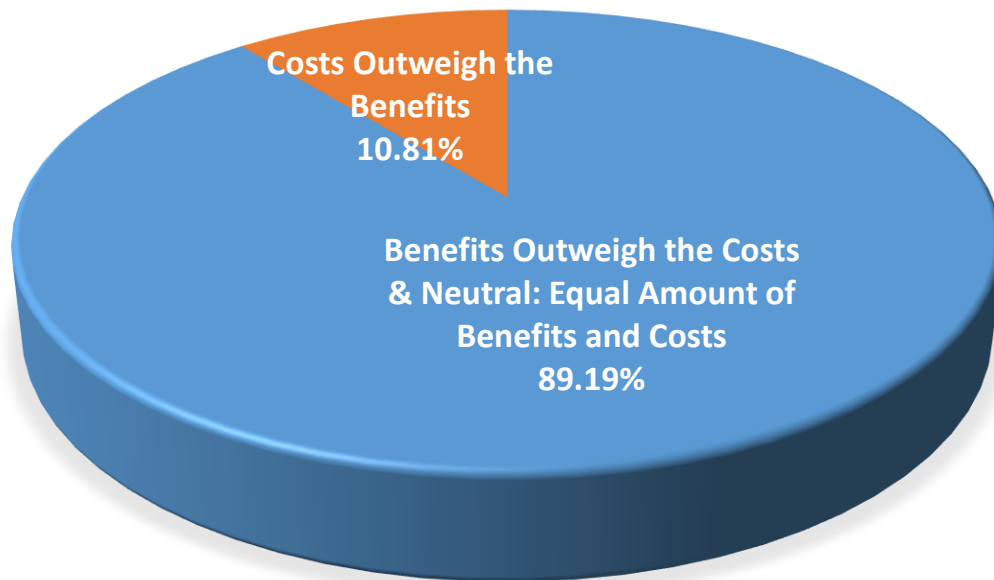
Environment

Community





## Do Benefits Outweigh Costs of Tourism?



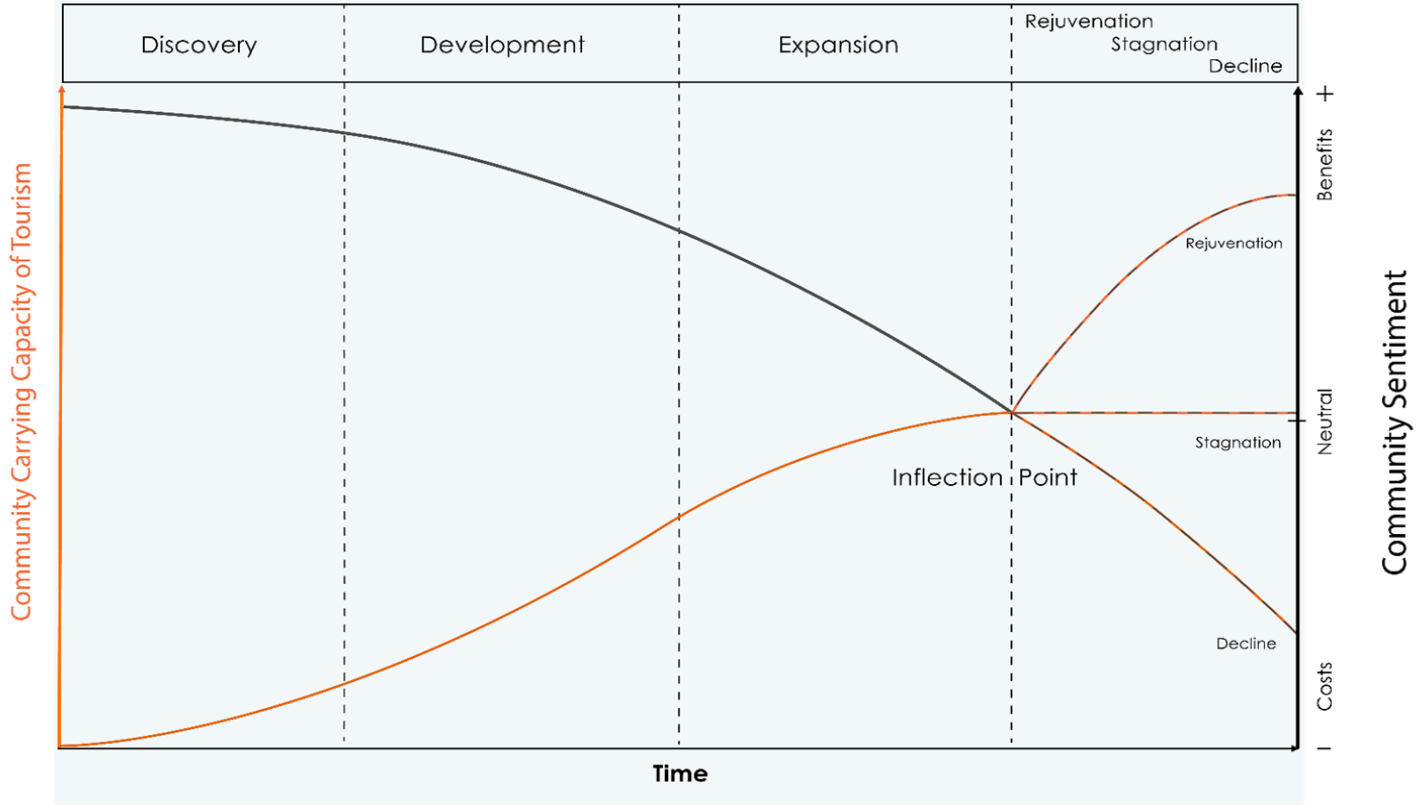
In general, do you feel the benefits of tourism outweigh the costs or the costs of tourism outweigh the benefits in your town?

# Destination Lifecycle

Community Sentiment Impact

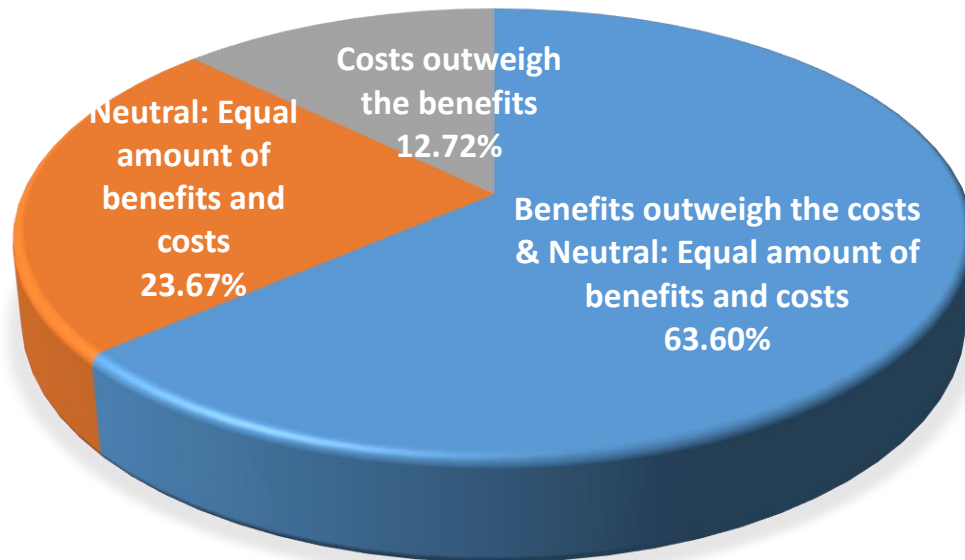


Oregon State University





## Overall Impact on Quality of Life



How would you rate the **overall impact tourism** has on the following:  
My Quality of Life?



## What are the biggest costs of tourism?

In a few words, what is the biggest cost of tourism to your town?





## What are the biggest benefits of tourism?

community  
diversity  
events economic  
money  
business  
jobs taxes  
amenities  
awareness

In a few words,  
what is the biggest  
benefit of tourism  
to your town?



# Program Analytics



Photo courtesy of Travel Ashland

# Earned Media Coverage Winter 2023 – 2024

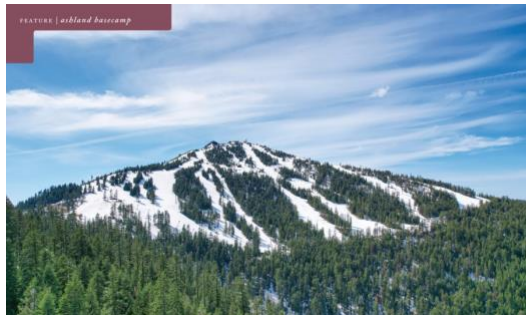
- Coverage for Ashland and the region is regaining interest with many travel writers touring our region.
- Travel Ashland participates by collaborating, hosting, planning and coordinating with partners such as Neuman Hotel Group, Travel Southern Oregon, Rogue Valley Vintners and Travel Oregon.



USA Today – 10 Best –  
Winchester Inn honored as  
“Amazing Romantic Getaway  
for Winelovers”  
By hosted travel writer  
Tamara Gane  
[www.10best.usatoday.com](http://www.10best.usatoday.com)



Best Winter Getaways on the West Coast  
By Allie Lebos  
[www.observer.com](http://www.observer.com)



- Travel Ashland hosted Merrills on the Move, an Idaho based travel family February 2024  
[www.merrillsonthemove.com](http://www.merrillsonthemove.com)

Ashland is Basecamp – A Flurry of Fun  
Winter Issue – Southern Oregon Magazine  
Travel Ashland project  
By K.M. Collins  
[www.southernoregonmagazine.com](http://www.southernoregonmagazine.com)

# Website & Social Performance



## October 2023 – December 2023 Actual

	<b>2023</b>	<b>2022</b>	<b>Variance</b>	<b>Variance</b>
Pageviews	52,129	32,890	+19,239	58.49%
Users	22,433	19,790	+2,643	13.36%
Sessions	26,719	22,116	+4,603	20.81%

## January – March 2024 Forecast

	<b>2024</b>	<b>2023</b>	<b>Variance</b>	<b>Variance</b>
Pageviews	31,000	31,000	0	0%
Users	14,000	19,136	-5,136	-26.84%
Sessions	20,162	21,032	-870	-4.14%

# Social Metrics

## Facebook October - December 2023 Actual

	2023	2022	+/-	+/-
Followers	2,711	2,480	+695	9.26%
Reach	85,258	95,172	-9,914	-19%
New followers	27	75	-48	-480%

## Instagram October - December 2023 Actual

	2023	2022	+/-	+/-
Followers	4,473	4,086	+1,736	13.87%
Reach	28,120	22,736	+5,384	27.62%
New Followers	231	Not recorded		

## Facebook January - March Forecast

	2024	2023	+/-	+/-
**Followers	2,709	2,520	+189	13.33%
*Reach	19,500	51,399	-32k	-33%
New Likes	60	10	+50	66.67%

## Instagram January - March Forecast

	2024	2023	+/-	+/-
Followers	4,573	4,219	354	11.91%
Reach	7,000	19,496	-12,496	-54.96%
New Likes	60	Not recorded		

\*Reach forecast is organic not paid

\*\*Followers calculated using last month of the quarter



# Paid Media Performance



Courtesy of Travel Ashland

# Search October - December 2023

94,277

Impressions

4,180

Clicks

4.43%

\*Industry Average 5-7%

CTR

\$1.08

\*Industry average \$1.40

CPC

● Ad group	↓ Impr.	Clicks	CTR
● Branded	22,476	527	2.34%
● Family Fun	21,821	279	1.28%
● Outdoors	13,983	118	0.84%
● Local Shopping	11,361	145	1.28%
● Wine and Culinary	11,310	1,409	12.46%
● Dynamic	10,334	1,539	14.89%
● Arts and Culture	2,992	163	5.45%

## TOP CITIES

City	Impressions	CTR
Portland, Oregon	24,246	2.47%
Seattle, Washington	7,838	3.62%
Phoenix, Arizona	2,196	6.47%
Denver, Colorado	2,577	4.73%
Eugene, Oregon	1,869	6.37%
Sacramento, California	2,154	4.50%
Pasadena, California	3,111	2.83%
San Francisco, San Francisco B...	2,112	3.93%
Salt Lake City, Utah	1,109	7.48%
Redding, California	570	14.56%

\*2022 Search Advertising Benchmarks  
LocalIQ - multiple categories

# Search January 2024

57,233

Impressions

2,386

Clicks

4.17%

Click Rate

\$0.62

\*Industry average \$1.40

CPC

Keyword	↓ Impr.	Clicks	CTR
oregon places to visit	7,018	48	0.68%
fine dining restaurant menu	6,807	1,360	19.98%
Pacific Crest Trail	6,723	256	3.81%
Family friendly vacation	5,241	15	0.29%
pacific crest trail map	4,052	81	2.00%
places to visit in oregon	3,573	68	1.90%
Ashland Oregon	2,376	43	1.81%
best parks	1,480	9	0.61%
kids skiing	1,446	6	0.41%

City (Matched) ▼	Impr. ▼	↓ Clicks ▼	CTR ▼
Portland	16,100	483	3.00%
Dorris	1,695	168	9.91%
Seattle	1,231	48	3.90%
Redding	147	32	21.77%
Eugene	413	30	7.26%
Sacramento	461	29	6.29%
San Diego	774	28	3.62%
Bend	257	27	10.51%

# YouTube October - December 2023

283,000

Impressions

69,000

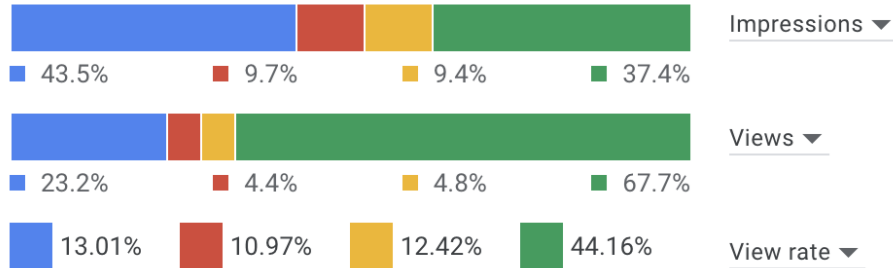
Views

24.40%

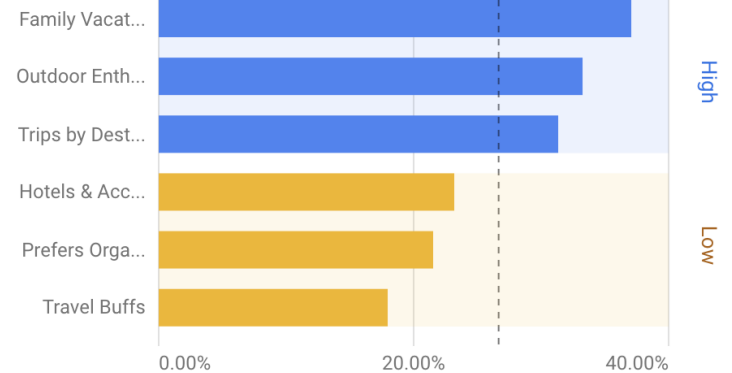
Completion Rate

## Ad performance across devices

Mobile phones Tablets Computers TV screens



Avg. for 22 audiences: 26.67%



# YouTube January 2024

249,475

Impressions

55,353

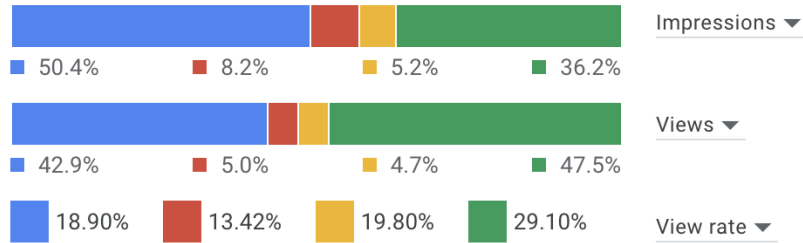
Views

22.25%

Completion Rate

## Ad performance across devices

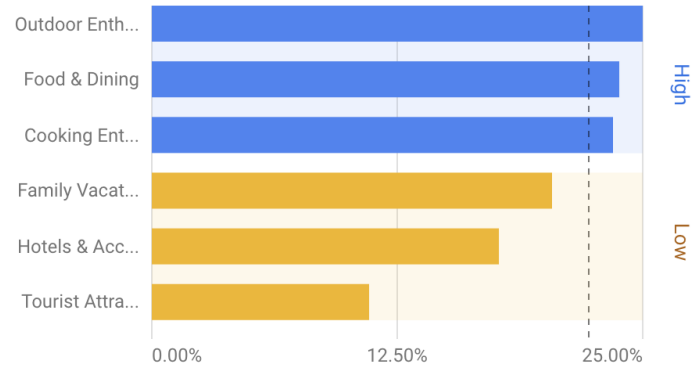
Mobile phones Tablets Computers TV screens



Selected audience segments

View rate

Avg. for 22 audiences: 22.25%







# Display

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Photo by Steve Heinrichs

# Display October – December 2023

933,034

Impressions

1,142

Clicks

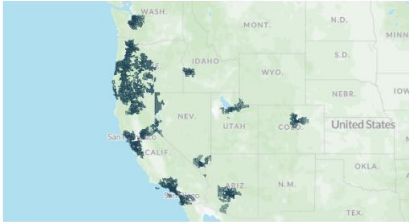
0.12%

CTR

86

View Through

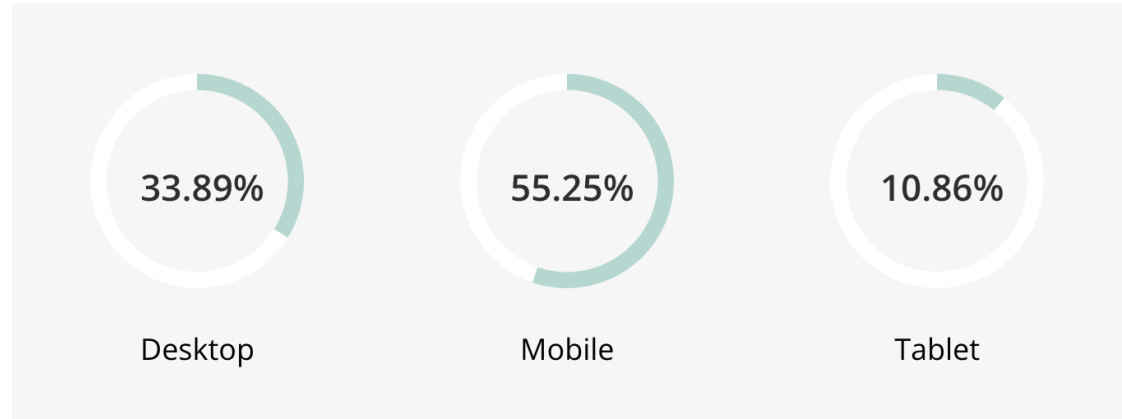
## TARGET GEOGRAPHY



## TOP CITIES

Place	Impressions	CTR
Eugene, Oregon	100,638	0.13%
Portland, Oregon	74,346	0.11%
Medford, Oregon	63,377	0.13%
Los Angeles, California	73,776	0.11%
San Francisco, California	18,204	0.31%
Seattle, Washington	26,003	0.16%
Roseburg, Oregon	23,550	0.15%
Redding, California	33,571	0.10%
Phoenix, Arizona	29,718	0.11%
Klamath Falls, Oregon	16,890	0.18%

## Clicks by Device



# Display - Targeted Network - January 2024

303,912

Impressions

423

Clicks  
22 View throughs

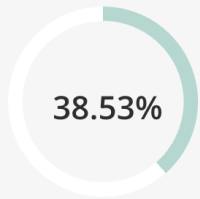
0.14%

CTR

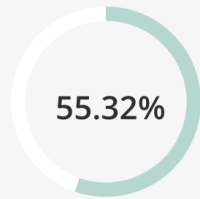
4,425

Engagements

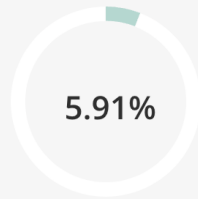
## Devices By Click



Desktop



Mobile



Tablet

Top Cities	Imp	Clicks
Los Angeles	58,792	56
Seattle	23,363	39
San Francisco	22,216	41
Eugene	19,504	30
San Jose	9,186	9
Phoenix	8,677	5

# October Events



# Display- October ads

## Mystery Fest



Add to your agenda during



Ashland  
**MYSTERY**  
Festival



OCT 19-22

Ashland New  
Plays Festival



ANPF  
2023  
October 19-22



OCT 21-22

Ashland Open  
Studio Tour



Ashland Open  
Studio Tour



OCT 22nd

Rogue Valley  
Symphony in Ashland



OCT 22nd

Japanese Garden  
Anniversary



ASHLAND

Dream LIKE A  
**LOCAL**

Plan your trip



# Display- November ads

## November Events



## Festival of light



# Display- October, November

## Shop like a local





Display- October, November

## Fall Flavors

Top Performing ad  
with .20% CTR & 95  
clicks



# Short Drive - 150 mi radius

## December Events



# Display – January Events



**ASHLAND**

Experience  
**January  
Events**



**Jan 5th**

Ashland Gallery Association  
**1st Friday artwalk**



**Jan 12-14**

**Brine, Brew & Barrel  
Fermentation Festival**



Masterworks 4:

**Haydn, Mozart,  
& Beethoven**

feat. Anne-Marie McDermott, piano

**Jan 19-21**



RV Symphony Presents  
**Masterworks 4**



**ASHLAND**

Enjoy  
**Ashland  
this January**

Plan your trip





# Display - Basecamp Crater Lake - January



  
*Just a* 1.5 hr  
drive from the  
calm waters  
of Lithia park

*Along* the majestic  
Rogue River



*To the*  
clearest, deepest lake  
in the United States

  
The perfect  
basecamp for  
a Crater Lake  
adventure

Explore Lodging



# Display – Winter Family Outdoors – January

Travel  
ASHLAND



Winter *in Ashland* infatuates newcomers and pro athletes alike.

Travel  
ASHLAND



 *Sno-way!*  
All ages access to winter family fun.

Travel  
ASHLAND



  
Where an *epic* snowpack and mountainous adventures converge.

Travel  
ASHLAND



*Explore* welcoming snowscapes along enchanting scenic winter trails.

Travel  
ASHLAND



**LIVE YOUR DAYDREAMS**

A *Winter Wonderland* awaits in Southern Oregon.

[PLAN TRIP](#)


# Placement Examples

U.S. News: Latest news, 1 x +

War Hotspots | Scathing Santos Report | Ocean Attacking Boats | Psychedelics For PTSD | CBS News Live | Managing Your Money | Newsletters

CBS NEWS NEWS SHOWS LIVE LOCAL


## U.S.



**President Biden signs short-term funding bill to keep government open**

The bill will fund the government at current levels until mid-January.


2H AGO



**Alabama inmate who fatally shot man during 1993 robbery is executed**

Casey McWhorter spent nearly 30 years on Alabama's death row, making him among the longest-serving inmates of the state's 165 death row inmates.


4H AGO



**Dex Carvey, Dana Carvey's son, dies at age 32**

Dex Carvey, the son of comedian Dana Carvey, died of an accidental overdose, his family announced in a statement.


7H AGO



**Blinken says U.S. and China have "consequential relationship"**

Secretary of State Antony Blinken told CBS News that China represents "one of the most consequential relationships" the U.S. has with any nation.

6H AGO



**ASHLAND**

Dream LIKE A LOCAL

Plan your trip

Sign up for Breaking News Alerts

enter your email **Sign Up**

By signing up, you agree to the CBS SportsLocal and acknowledge the data practices in our Privacy Policy

Receive updates, offers & other information from the CBS family of companies & our partners, opt out through the unsubscribe link in any marketing email.

### Latest News

**President Biden signs short-term funding bill to keep the government open**

2H AGO

Celebrity News - Latest Celeb x +


etonline.com/news

Chrome for Testing v120.0.6099.109 is only for automated testing. For regular browsing, use a standard version of Chrome that updates automatically.

Download Chrome


ET NEWS GIFT GUIDES PHOTOS VIDEOS SHOP WATCH ET

## THE LATEST NEWS




**Christina Aguilera's Daughter Summer Rain Makes Rare Appearance in Singer's 43rd Birthday Instagram Post**

The songstress' rang in her b-day in Sin City.




**'The Voice' Finalist Jacquie Roar Talks Upcoming Collabs With Coach Reba McEntire and Tom Nitti (Exclusive)**

The season 24 finalist has plenty of musical plans for the new year!




**'The Voice' Winner Huntley Shares His Appreciation For Coach Niall Horan (Exclusive)**

The rocker and father of two made his coach a back-to-back winner in his second season.




**Jason Oppenheim Lists Kanye West's Mansion for \$53 Million**

The controversial artist is looking to sell his Malibu beachfront home.



**Fifth Harmony's Ally Brooke Gets Engaged to Will Bracey**


The couple has been together for eight years.



**ASHLAND**

Holiday in Ashland this December

Plan your trip




GET THE LATEST NEWS

E-Mail Address

**SIGN UP**

By signing up, you agree to our Terms of Use and Privacy Policy



CBS SPORTS

WATCH YOUR LOCAL GAME LIVE

STREAMING ON **Paramount+**

TRY IT FREE

## Display

273,959

Impressions

343

Clicks

0.13%

CTR

## Social

123,725

Impressions

1,148

Clicks

0.93%

CTR

19,286

Reach



# Mt. Ashland Indy Pass PTA

## Indy Pass PTA

Targets those who visited a Western States indyPass Resort in the 2022/2023 season



## Display

40,000

Impressions

97

Clicks

0.24%

CTR



# Mystery Fest Adset



**ASHLAND OREGON** + **ASHLAND CHAMBER OF COMMERCE**

## Did you attend the Ashland Mystery Fest?

Tell us about your experience!

[Share Feedback](#)



**ASHLAND OREGON** + **ASHLAND CHAMBER OF COMMERCE**

## Did you attend the Ashland Mystery Fest?

Tell us about your experience!

[Share Feedback](#)



## Mystery Fest Survey



**ASHLAND OREGON** + **ASHLAND CHAMBER OF COMMERCE**

### Did you attend the Ashland Mystery Fest?

Tell us about your experience!

[Share Feedback](#)



**ASHLAND OREGON** + **ASHLAND CHAMBER OF COMMERCE**

### Did you attend the Ashland Mystery Fest?

Tell us about your experience!

[Share Feedback](#)



**ASHLAND OREGON** + **ASHLAND CHAMBER OF COMMERCE**

### Did you attend the Ashland Mystery Fest?

Tell us about your experience!

[Share Feedback](#)



[PTA ads](#)

[Social Ad](#)

# Current Campaigns and Projects January - March

## **Display**

- Wanderers Winter Wine and Culinary
- Winter Getaway and Basecamp Crater Lake
- Family Getaway Outdoor Winter
- Spring Wine & Culinary and Events

## **Social**

- Page Promotion, Boosted Posts and Hot Chocolate Trail

## **Video**

- Pushing out our winter and spring videos, year-round videos and new content

## **Projects:**

- Springs campaigns, calendar planning
- Website content and our Industry blogs and outreach
- Visitor Guide and Living & Doing Business Guide production
- Here is Oregon plans
- Email marketing strategy
- Visitor Guide promotion for digital downloads
- Mystery Fest planning (Oct. 17<sup>th</sup> – 20<sup>th</sup>, 2024)

# Industry Statistics

# Industry Statistics – Datafy – Visitation

## Travel Ashland Quarterly Report

**Global Filters** In-State Out-of-State Distance: 50 mi - 2,782 mi Dates: 9/1/23 - 12/31/23 [↻ Compare Dates: 9/1/22 - 12/31/22](#) Clusters: 2 Excluded POIs: All Included

[Geo Data](#) [↻ Compare Dates](#)



### Total Trips

**419,918 Trips**  
↗ 8.7% vs. 9/1/22 - 12/31/22



### Visitor Days

**680,906 Days**  
↘ 21% vs. 9/1/22 - 12/31/22



### Avg Length of Stay

**1.6 Days**  
↘ 0.6 Days vs. 9/1/22 - 12/31/22



### Unique Visitors

**208,784 Visitors**  
↘ 24.1% vs. 9/1/22 - 12/31/22

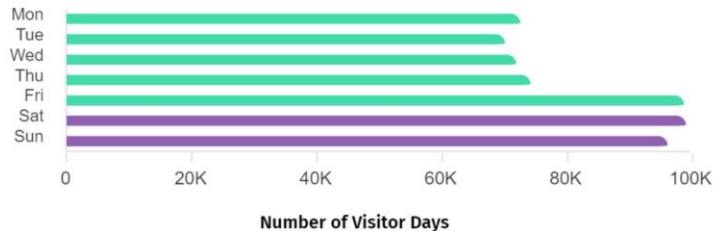
## Visitor Days by Length of Stay [Geo Data](#) [↻ Compare Dates](#)



1 Day	42.2%	↗ 4.7%
2 Days	12.5%	↗ 0.2%
3 Days	8.78%	↘ 0.1%
4 Days	8.16%	↘ 0.7%
5 Days	8.3%	↘ 2.4%
6+ Days	20.1%	↘ 1.7%

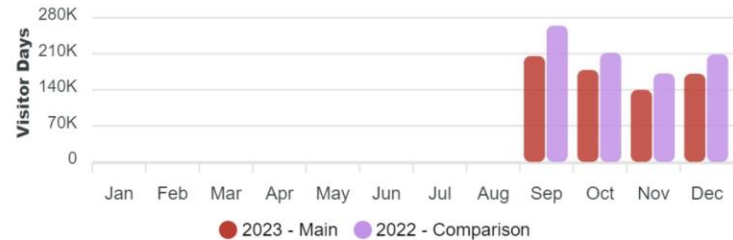
## Visitors by Day [Geo Data](#)

[Geo Data](#)



## Monthly Volume by Visitor Days [Geo Data](#) [↻ Compare Dates](#)

[Geo Data](#) [↻ Compare Dates](#)





# Industry Statistics – Datafy – Demographics

## Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,782 mi

Dates: 9/1/23 - 12/31/23

Compare Dates: 9/1/22 - 12/31/22

Clusters: 2 Excluded

POIs: All Included

### Demographics

Top Age Group



**45-64**  
35.5%

Top Income Level



**\$0-\$49K**  
27.2%

Top Household Group



**1-2**  
47.4%

Top Education Level



**High School**  
55.2%

Top Ethnicity



**White**  
78.2%

## Age Demographics

### Demographics

16-24

25-44

45-64

65+

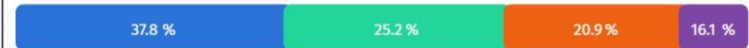
Southern Oregon University



Attractions



Parks



Wine



City



Theatres





# Industry Statistics – Datafy – Repeat vs. 1<sup>st</sup> time

## Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,782 mi

Dates: 9/1/23 - 12/31/23

Compare Dates: 9/1/22 - 12/31/22

Clusters: 2 Excluded

POIs: All Included

## Comparison of Trips

Geo Data



Repeat 71 %  
One Time 29 %

## Trips by Distance

Geo Data



## Repeat Vs One Time Trends

Geo Data



# Industry Statistics – Datafy – Geo Markets

## Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,782 mi

Dates: 9/1/23 - 12/31/23

↔ Compare Dates: 9/1/22 - 12/31/22

Clusters: 2 Excluded

POIs: All Included

## Top Geolocation Markets

for 9/01/23 - 12/31/23 % ↑/↓ 9/01/22 - 12/31/22

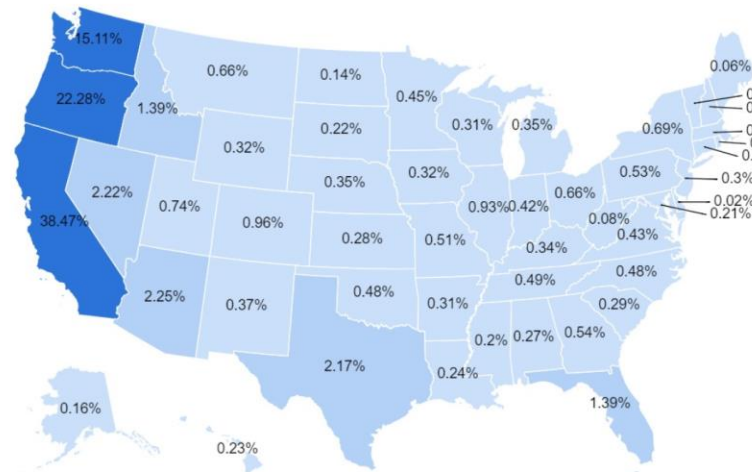
📍 Geo Data

↔ Compare Dates

DMA	% Trip Share	Total Trips	% Change in Trips
Portland- OR	12 %	61,676	↑ 9.9%
Sacramnto-Stkton-Mode	10.7 %	55,334	↑ 2.7%
Seattle-Tacoma	9.5 %	49,057	↑ 5.3%
Eugene	8.8%	45,318	↓ 3.3%
San Francisco-Oak-San J	6.9%	35,643	↑ 11.5 %
Los Angeles	6.4%	33,108	↑ 27.9 %
Chico-Redding	6.1 %	31,561	↓ 0.6%
Medford-Klamath Falls	4.8%	24,716	↓ 11.4 %
Fresno-Visalia	2.2%	11,403	↑ 3.3%
Phoenix -Prescott	1.5 %	7,770	—

## Share of Trips by State

📍 Geo Data



# Industry Statistics – Datafy – Spending

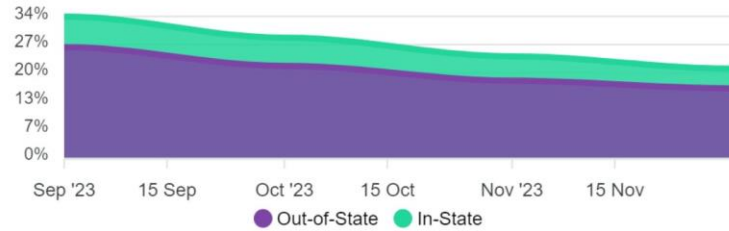
**Global Filters** In-State Out-of-State Distance: 50 mi - 2,782 mi Dates: 9/1/23 - 12/31/23 [↔ Compare Dates: 9/1/22 - 12/31/22](#) Clusters: 2 Excluded POIs: All Included

Spend Data

- 1** TOP SPEND DMA  
**San Francisco-Oak-San Jose**  
15.36 % of Spend
- 2** 2ND TOP SPEND DMA  
**Portland- OR**  
14.89 % of Spend
- 3** 3RD TOP SPEND DMA  
**Sacramnto-Stkton-Modesto**  
8.33 % of Spend
- 4** 4TH TOP SPEND DMA  
**Los Angeles**  
7.84 % of Spend
- 5** 5TH TOP SPEND DMA  
**Seattle-Tacoma**  
7.73 % of Spend

## Spending by Location

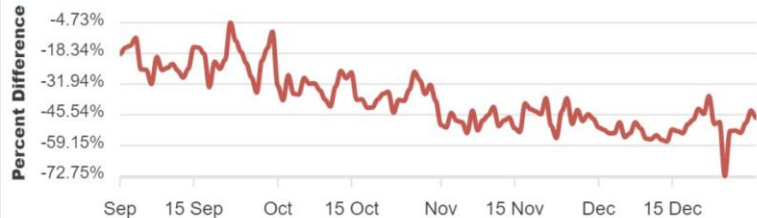
Spend Data



## Spending by Year

Percent Difference relative to 2018 Average

Spend Data



# Industry Statistics – Datafy + STR

## Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,782 mi

Dates: 9/1/23 - 12/31/23

Compare Dates: 9/1/22 - 12/31/22

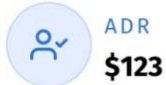
Clusters: 2 Excluded

POIs: All Included

## STR Totals

☆ STR Data

STR Area: Ashland, OR+ Included



↘ 2.4% vs 9/1/2022 - 12/31/2022



↘ 6.7% vs 9/1/2022 - 12/31/2022



↘ 6.7% vs 9/1/2022 - 12/31/2022



↘ 9.1% vs 9/1/2022 - 12/31/2022



↘ 9% vs 9/1/2022 - 12/31/2022

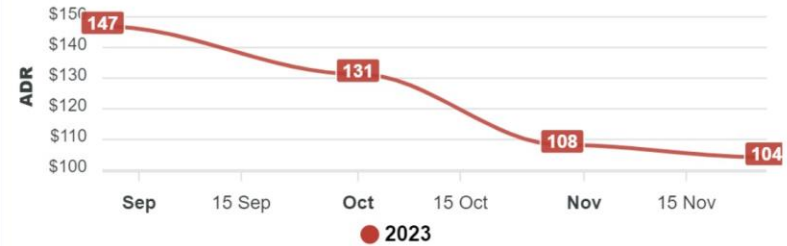


↗ 0.1% vs 9/1/2022 - 12/31/2022

## STR Trends - ADR

☆ STR Data

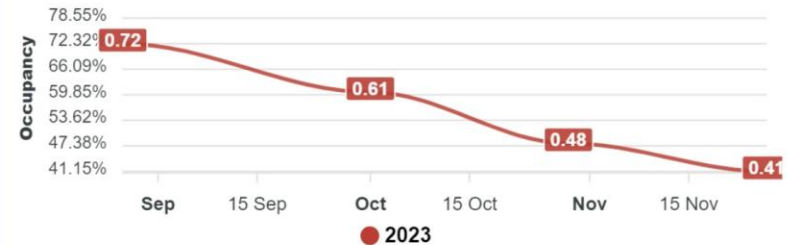
STR Area: Ashland, OR+ Included



## STR Trends - Occupancy

☆ STR Data

STR Area: Ashland, OR+ Included



# Industry Statistics – Datafy + AirDNA

## Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,782 mi

Dates: 9/1/23 - 12/31/23

↔ Compare Dates: 9/1/22 - 12/31/22

Clusters: 2 Excluded

POIs: All Included

### AirDNA Totals

Air DNA Air DNA Area: 2644 - 97520 Included



AVAILABLE LISTINGS

**179**

↘ 29.5% vs 9/1/2022 - 12/31/2022



AVAILABLE ROOM NIGHTS

**7,765**

↘ 36.6% vs 9/1/2022 - 12/31/2022



AVAILABLE ROOM NIGHTS (HOTEL)

**1,858**

↘ 25.6% vs 9/1/2022 - 12/31/2022



BOOKED ROOM NIGHTS

**4,098**

↘ 33.9% vs 9/1/2022 - 12/31/2022



BOOKED ROOM NIGHTS (HOTEL)

**1,069**

↘ 25.9% vs 9/1/2022 - 12/31/2022



OCCUPANCY

**49.8%**

↘ 2.7% vs 9/1/2022 - 12/31/2022



ADR

**\$204**

↘ 23.6% vs 9/1/2022 - 12/31/2022



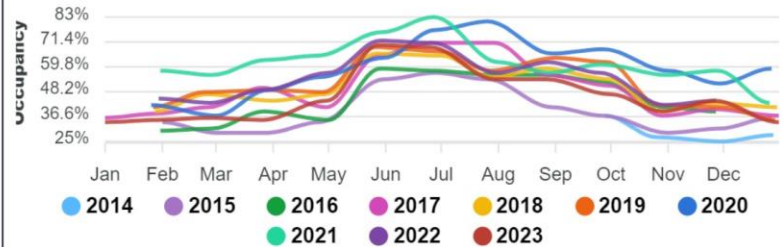
REVPAR

**\$105**

↘ 23.4% vs 9/1/2022 - 12/31/2022

### Air DNA Trends - Occupancy

Air DNA Air DNA Area: 2644 - 97520 Included







## Travel Ashland Advisory Committee

- Pete Wallstrom – Momentum River Expeditions (Past Chair)
- Graham Sheldon – Ashland Creek Inn
- Anne Robison – The Crown Jewel
- Don Anway – Neuman Hotel Group
- Julie Gurwell – Hearsay Restaurant, Lounge and Garden
- Scott Malbourn – Schneider Museum of Art (Current Chair)
- Ana Byers – Rogue World Music
- Sabrina Cotta – City of Ashland
- Javier Dubon – Oregon Shakespeare Festival
- Andrew Gast – Mt. Ashland Ski Area
- Gina DuQuenne – Ashland City Council Liaison





# ASHLAND

*Live your daydreams*

## Thank you!

Questions?

Katharine Cato, Director, Travel Ashland

[katharine@ashlandchamber.com](mailto:katharine@ashlandchamber.com)

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