

WHAT'S NEW *in* OREGON



Oregon's world-class accommodations, restaurants, attractions and natural areas are open for business again, welcoming visitors with dazzling new gathering spaces and cultural initiatives. Many programs are designed to be especially welcoming to BIPOC visitors and to promote access to the outdoors for all. Here's a peek at a few new and exciting ways to experience Oregon this season.

ALL ARE WELCOME

A new film produced by Shimano, *All Bodies on Bikes*, embraces body inclusivity and positivity in Oregon's cycling community. Oregon bikepacker Kailey Kornhauser, an advocate for people of all sizes to feel welcome in the cycling community, takes a bikepacking trip with a friend from Corvallis to the Oregon Coast along what's known as the **C2C route**.

Many Oregon tour operators have built accessibility into their guided-trip offerings. In Southern Oregon, **Orange Torpedo Trips** owns a raft designed specifically for wheelchair users and runs trips for visitors who have a variety of physical capabilities. Similarly, **Kayak Tillamook** offers a **Tidal Forest tour** from an ADA-accessible launch point in downtown Tillamook.

Socially conscious visitors will be happy to learn that one of Oregon's beloved wine regions is taking noticeable steps toward more equity and inclusion. The **Willamette Valley Wineries Association** is building and sharing a diversity tool kit, is hosting workshops, and has created a pledge wherein participating wineries agree to take a series of actionable steps toward equity and inclusivity.

Oregon is also continuing its work to encourage diversity in the outdoors. **Willamette Riverkeeper** is partnering with other local organizations to offer a series of paddles for traditionally underserved communities with an emphasis on BIPOC community members. To break down barriers getting on the Willamette, the organization provides access to expertise and equipment — canoes, paddles and personal flotation devices — as instructors teach paddle skills and guide a trip down the river.

RECENT OPENINGS AND REOPENINGS

Central Oregon gained some exciting new hotels that welcome visitors to unwind for an extended stay. The **Element Bend** has pet-friendly rooms, in-room kitchens and healthy breakfast options — plus a spacious courtyard with fire pit and bocce ball court. For more of a rustic feel, the new **Campfire Hotel** is a hip, comfortable respite for adventure seekers. Each room includes storage for outdoor gear and a mounted musical instrument to enjoy by the fire pit, seasonal heated pool or hot tub. Guests of **Sunriver Resort** can now swim year-round at newly built **The Cove Aquatic Center**, which features two zero entry pools, private cabanas, an indoor waterslide and a gently flowing eddy.

Visitors to the Oregon Coast can once again enjoy the savory German potatoes of Lincoln City staple **Otis Cafe**. After a fire destroyed the restaurant in 2019, the iconic eatery reopened this May in an expanded space — meaning more black-molasses bread for everyone.

The Portland region has deepened its claim as a foodie destination with the unveiling of two new collaborative



Kayaking on the Willamette River

eateries that highlight local fare. The **Collective Market** in Hillsboro, which opened in July, showcases hyper-local, scratch-made items like fresh pastas. Taking the food-cart pod concept to the next level, **Collective Oregon Eateries**, or CORE, opened in June in outer Southeast Portland. The dining spot hosts more than a dozen eateries in its mix of outdoor space and indoor food hall.

Explore the newly expanded **5th Street Public Market** in downtown Eugene, which now includes five wine-tasting rooms, one-of-a-kind boutiques and restaurants that continue to wow anyone who stops in for a bite. Stay the night nearby at the new art-centric **Gordon Hotel**, home to Carlita's Rooftop bar (scheduled to open summer 2021), the perfect spot for taking in the cityscape, sunset or night sky, all with a cocktail in hand.

CULTURE & HERITAGE

Visitors are thrilled for the long-anticipated return of the world-class **Oregon Shakespeare Festival**, held in Ashland. Performances debuted in July at the outdoor Allen Elizabethan Theatre with *Fannie: The Music and Life of Fannie Lou Hamer*, a music-filled call to action that honors the famed civil rights activist (show runs through Oct. 9, 2021). Following that show, OSF will put on its first-ever holiday season special, *It's Christmas, Carol*, which runs from Nov. 23 to Jan. 2, 2022. Throughout the summer in nearby Jacksonville, the **Britt Music & Arts Festival** is bringing notable headliners to the stage, including Pat Benatar and Gladys Knight.

There's a new way to explore the Mt. Hood & Columbia River Gorge region like you've never seen it before. The recently debuted **Infinity Loop** takes road-trippers on a self-guided figure-eight-shaped tour of historical sites, cultural wonders and the area's top-notch food scene.

Pendleton, Eastern Oregon's Old West town, is hosting fun events every Saturday during the summer leading up to the **Pendleton Round-Up**. Each weekend from June 5 to Sept. 4, 2021, **Get Wild in Pendleton** includes live music, tours of the Round-Up grounds, horseback and wagon rides, and special experience of the historic **Pendleton Underground Tours**.

OUT IN NATURE

Mt. Hood Meadows opened for summer 2021 with more than 8 miles of new hiking trails. Popular hiking trails Umbrella Falls, Sahalie Falls, Elk Meadows and Timberline Trail are all now accessible from the Meadows permit area. The improvements also created a brand-new path through Jack's Woods, a popular ski run in Heather Canyon that includes a magnificent mountain overlook.

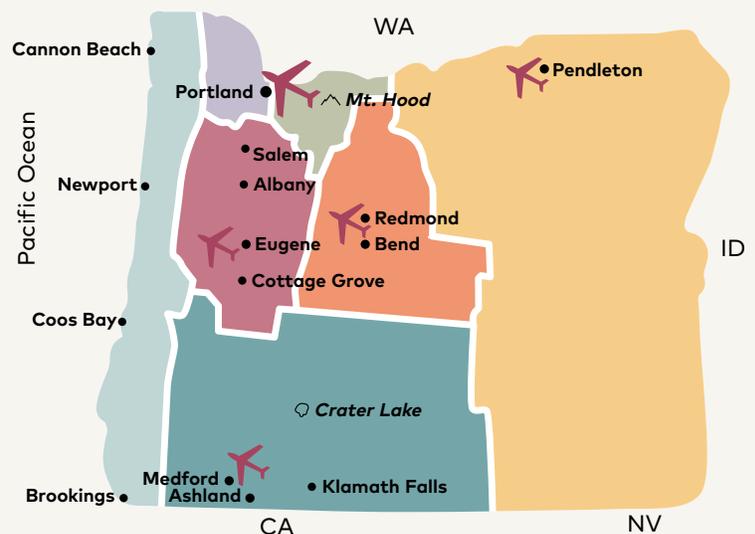
Oregon gained a spot on the stargazing map in May when the **Prineville Reservoir State Park** in Central Oregon became the **first International Dark Sky Park in the state**. The designation recognizes the park's exceptionally dark night sky and its effort to minimize light pollution through responsible lighting and public education.

TRAVEL  OREGON

For more information please contact:

International: Greg Eckhart, grege@traveloregon.com
Gabi Duarte, gabi@traveloregon.com

Domestic: Allison Keeney, allison@traveloregon.com



Pendleton Round-Up



Oregon Shakespeare Festival



Prineville Reservoir State Park

