

MARCH 2023

Earned Media Highlights



**TRAVEL+
LEISURE**

The Best Waterfall in Every U.S State

A roundup highlighting the best waterfall in every state. Toketee Falls is featured.

3.1.23 Circulation: 12,704,609

NORTHWEST
TRAVEL & LIFE

Spring Break Close to Home

A feature about family-friendly getaways nearby, wherever that may be.

3.1.23 Circulation: 300,000

 **OREGONLIVE**
The Oregonian

Oregon Adaptive Sports Helps Skiers with Disabilities Hit the Slopes

A feature story highlighting Oregon Adaptive Sports.

3.8.23 Circulation: 5,138,920

**TRAVEL+
LEISURE**

This Small Town Is Called the 'Covered Bridge Capital of the West' – and It Has Beautiful Vineyards and Waterfalls

A feature about Cottage Grove, highlighting food, activities and accommodations.

3.9.23 Circulation: 12,704,609



Oregon Coast Hotels Step Up Efforts to Make Pets and Their People Feel Right at Home

A feature article highlighting the trend of pet-friendly travel and the best hotels on the Oregon Coast.

3.13.23 Circulation: 51,308

TIME

Willamette Valley Oregon, The Next Napa

A short feature of how Oregon's Wine Country put itself on the map.

3.16.23 Circulation: 18,734,081

That Oregon Life

Oregon Hot Springs: Nature's Soothing Remedies for Mind, Body, and Soul

A recap of Oregon's best hot springs and what you can experience at each one.

3.18.23 Circulation: 97,200

1859
Oregon's Magazine

Keep on Truckin

A guide to food trucks across the state.

3.23.23 Circulation: 40,000

Forbes

See Oregon in Bloom at These Spectacular Spring & Summer Flower Festivals

A featured roundup of numerous events and festivals to experience flowers in Oregon.

3.28.23 Circulation: 72,063,054

GEARJUNKIE

Guide to Camping in Ski Area Parking Lots

A feature story highlighting a van camping ski trip to Hoodoo Mountain Resort.

3.29.23 Circulation: 2,055,024

Sunset

How Oregon Is Leading the Way in Sustainable Travel

A feature story highlighting the Willamette Valley's sustainable and regenerative travel activities and destinations.

3.30.23 Circulation: 504,972

MEN'S JOURNAL

Best Small 'Mom 'n Pop' Ski Resorts to Avoid the Crowds

A featured roundup of smaller ski resorts to avoid the crowds.

3.31.23 Circulation: 2,773,045