

**LAWRENCE**  
- PUBLIC RELATIONS -

# EARNED MEDIA COVERAGE REPORT

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Q1 2023

**TRAVEL**



**OREGON**

**LAWRENCE**  
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**CONSUMER**

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# Consumer Communications Overview



Travel Oregon has outlined a [2023-2025 Strategic Plan](#) in support of the [10-Year Strategic Vision](#).

Travel Oregon's 10-Year Strategic Vision objectives include the following, ensure:

- Oregon's tourism economy is flourishing.
- Oregon is striving to be a place of equity.
- Oregon delivers remarkable experiences.
- Oregon respects its natural environments.

Travel Oregon has prioritized 12 strategies to focus on for the 2023-2025 biennium. Out of these, consumer communications will plan to focus efforts around four strategies, while providing consumer communications support for the remaining strategies. Priority strategies for consumer communications to focus on 2023-2025 include:

- Tell authentic, honest stories accurately reflecting the historic and present intersecting identities and cultures of Oregon's communities.
- Align and support communications across the tourism industry to improve visitor behaviors and experiences with timely information, responsible recreation practices and respect for all communities.
- Increase demand by leveraging Oregon's brand through engagement of broader audiences inclusive of Oregon's diverse cultures, people and places.
- Foster deep relationships with and elevate the voices of historically and currently underserved and under-resourced communities, including BIPOC, Oregon's nine federally recognized tribes and LGBTQIA+ communities.

This section of the recap includes consumer media coverage earned in Q1 using the Strategic Plan and 10-Year Strategic Vision as a roadmap for quality, on-message and positive placements in target markets and publications.

# Consumer Media Coverage Recap – 2023 Q1



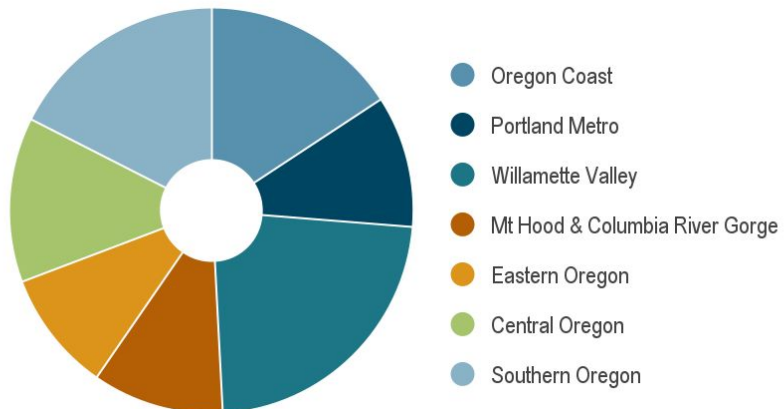
**STORIES 60**

**IMPRESSIONS 1,226,912,283**

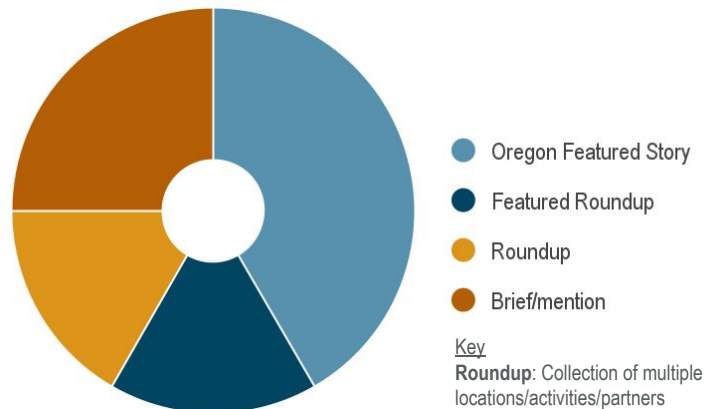
## TOWNS

- Ashland
- Cannon Beach
- Crater Lake
- Garibaldi
- La Grande
- Mt. Hood
- Prineville
- Terwilliger
- Astoria
- Carlton
- Depoe Bay
- Grant's Pass
- Lincoln City
- Newberg
- Roseburg
- Turner
- Baker City
- Columbia River Gorge
- Dundee
- Hood River
- Madras
- Oakridge
- Salem
- Wallowa Lake
- Bend
- Coos Bay
- Eugene
- Joseph
- McMinnville
- Phoenix
- Seaside
- Yachats
- Brookings
- Cottage Grove
- Florence
- Klamath
- Medford
- Portland
- Sisters

## REGIONS

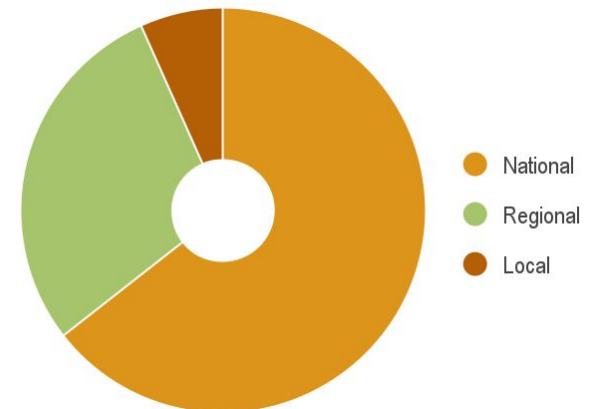


## STORY TYPE



Key  
**Roundup:** Collection of multiple locations/activities/partners  
**Brief/Mention:** short articles highlighting Oregon and/or its products as they relate to inspiring travel or the TO brand

## REACH



# Top 10 Consumer Coverage Highlights – 2023 Q1



Story by Sophie Dickinson • 4m

**Travel** No escaping the lure of California. Its image is burned to us via Hollywood and Silicon Valley, we think of Hollywood glamour, the arid expanses of Joshua Tree, and the majesty of long, wave-lashed beaches. There is, however, something much more interesting happening just one state north – something currently being explored in all of them: a renewed interest in the history of the Golden State. It's not just the Golden State neighbour a run for its money.

Yet despite combining genetic food-focused cities, spots reminiscent of Britain's best loved estates, and some of the world's most spectacular and extreme natural beauty, the Beaver State remains largely forgotten by UK tourists. In a recent 'Megapoll' pitting US states against one another, it didn't even make it past the first round. California one-upped. So why is it that we are so dismissive of a state that seems to offer all our favourite things to perfect? The more I read about Oregon, the more certain I was that I needed to see it for myself.

So off I went. Almost immediately, I was struck by the abundance of natural beauty like this flying so wildly below the boardwalk. Standing on the crest of **Mount Hood** – the sixth-highest in the world – I was genuinely lost for words. It's not just the view, it's the air, the sound, the feel, the smell, the taste, the texture, the light, the atmosphere and the



DESTINATIONS Family travel activities [Add Topic](#)

## 5 family farm stays where you can reconnect with nature (and each other)

Jean Chen Smith FamilyVacations.com  
Published 5:08 a.m. ET July 4, 2023 | Updated 1:07 p.m. ET July 11, 2023

**'Get out there': How one mom is encouraging Black families to see the world.**

My Aggie always has the watermelon she wants to share but she can't see the world. Together, they're showing other Black families how to get out from the Summer Heatwaves. [LISA TIGHE](#)

Farm stays are among the fastest-growing family vacation ideas for parents and kids looking to connect with nature in a sustainable and renewable way. Also called agritourism or farm vacations, farm stays involve staying on a working farm and interacting with farmers and their animals. On a farm stay, your family might participate in light chores such as feeding goats or tending horses as well as



Adventure Seekers, We Found Your Next Greatest Vacation

Three experiences will take your pack to the next great place

### Central Oregon Astro Tourism

Amateur astronomers and everyday stargazers gather to marvel at central Oregon's dark skies, where the remote high desert from Sunriver to Sisters, and from Prineville to Madras, makes for some of the most spectacular viewing in the Pacific Northwest.

### Hike and Bike Hood River

Active travel is the essence of a visit to Hood River in the Columbia River Gorge, where the idyllic valley allows for a range of activities from agritourism experiences (including wineries, cideries, and craft breweries), e-bike tours, epic trail runs and hikes, and the unique opportunity to pedal a two-person railbike along old train tracks through the woods.

### Heart of the Rogue Festival



Watching out for you

MLB **KANSAS CITY** VS. **OAKLAND**

## Tour the Oregon coast, seaweed farms with Shifting Tides

Shifting Tides is offering tours of the Oregon coast and seaweed farms through Sept. <https://www.shiftingtides.com/>



OREGON

## 24 Hours in Ashland

BY TRACY KALER | PUBLISHED AUGUST 4, 2023

An arty town encircled by mountains and vineyards, Ashland is an enchanting cultural hub in Oregon's Rogue Valley, with exceptional food, a budding wine region, and nearby natural wonders.

Added to itinerary in the [HillCountry](#) and [GrandCanyon](#) itineraries. (Photo by Tracy Kaler for TravelMag)



MONASTIC

## 8 Magical Places in Oregon To See the Fall Colors with

Shreya Suresh Kumar  
August 23, 2023 • 4 min read

As the summer heat fades away and the crisp air of autumn sets in, Oregon bursts into a riot of colors. From the Columbia River Gorge to the Cascade Mountains, the Beaver State is home to some of the most stunning fall foliage in the country. Whether you're a nature lover, a photographer, or just someone who loves to admire the beauty of nature, these 8 fall places in Oregon with all its fall hues are sure to leave you spellbound. Plan this for your next family vacation!



## Road trip inspiration: nearly 400 miles of adventure in Northeast OR

By Julia Dain  
Special to The Seattle Times

We were driving through the allls and when I hit Oregon's far northwest corner when there they were a range of mountains seemingly erupted from the valley floor.

There were the steady and magnificent Willowa Mountains, nestled next to Mt. Hood, North America's deepest gorge at nearly 8,000 feet, and the driving line between Idaho and Oregon.



## Visit Oregon's breathtaking northern coast

Travel Editor Elizabeth Hansen takes a road trip to remember through the coastal Pacific Northwest



## The Larger-Than-Life Phenomenon of Oregon's Pendleton Round-Up

As they say at this time-honored rodeo, let 'er buck.

By Tom Ichniowski  
Published on 8/23/23 at 11:10 AM PDT

THE NAME KEN KESEY BRINGS UP QUITE A FEW THINGS THAT, shall we say, push people's boundaries: LSD and other psychedelics (occasionally involving the CIA), the Merry Pranksters traveling the country in a fire-rot school bus (as chronicled in Tom Wolfe's Electric Blue Acid Train), and the madness of mid-century institutionalization in the Oregon author's most famous release, *One Flew Over the Cuckoo's Nest*. But for his final novel, *Last Go Round*, Kesey delved into somewhat of a more mainstream subject, tracking down a particular story that had been following him for decades.

Since the age of 14, Kesey had been captivated by something that happened at one of the first Pendleton Round-Ups, a major rodeo that's been drawing thousands of spectators and competitors to rural Oregon every year for more than a century. He heard about it from his father, Fred Kesey, on a hunting trip to the Ochoco. After a long day that included a novel delay due to Round-Up-related traffic, the younger Kesey and his brother gathered around the campfire for a story.

...after the judges deemed Spain the winner, the crowd protested by loudly cheering for the losing Fletcher

As Fred told it, the 1911 Pendleton saddle-bronc championship came down to George Fletcher, a Kansas-born Black man raised by his mother on the Umatilla Reservation, Jackson Sanderson, a member of the Nez Perce Tribe and a nephew of legendary leader Chief Joseph, and John Spain, a white rider from a small town near Eugene. Controversy erupted when, after the judges deemed Spain the winner, the crowd protested by loudly cheering for the losing Fletcher and dubbing him the people's champion. To appease the masses, then-Umatilla County Sheriff Tillman Taylor took Fletcher's hat, tore it into pieces, and said it off by his, providing Fletcher the funds to purchase a saddle just as good as Spain's.

The sheer diversity among the story's players grabbed Kesey right off. Here were three counterparts: one Black, one white, and one Native American—all sharing equal ground way back to 1811. The resulting book, *Last Go Round*, was published in 1994 and portrayed Spain, Fletcher, and Sanderson engaging a fictionalized re-enactment. (It also featured, for some reason, Wessley Jones like Buffalo Bill and tribal preacher Parnon, Montana, who weren't actually there.)



## Fall Fun in La Grande, Oregon

By Lori Ricketts

When You Go

- Head to the historic downtown area of La Grande.
- The Mountain Works.
- La Grande Wildlife Area.
- Reading Room.
- Library Theatre Cafe.
- Side A Brewing.
- The League at Mt. Lake Springs.

The petite city of La Grande sits on the edge of the Grande Ronde Valley, where warty creatures on the Oregon Trail took a quick rest before facing the Blue Mountains.

La Grande will have some of the best fall foliage and get-back-on-the-road weather. But the evening fall of Northwest Oregon means more than just the leaves. Especially in Eugene, that's when Oregon's best students head back to school, adding more to the historic Eastern Oregon Fall Festival goes on from Oct. 19-21 and fall colors put on the best show.

Take the locals to admire the horse show at the nearby Oregon State Fairgrounds. There are 100 miles of trails, and mountain biking options abound in the Umatilla County area.

In town, The Mountain Works has you with a rental. Drop into the downtown storefront and ask for their top trail bike. Why you can't get a local beer from one of the local breweries.

For a softer adventure, grab your binoculars and head to the banks of the Grande to add Washburn Wildlife Area. The marshy mudflats create plenty of headshots by Oregon Trail travelers trying their wagers toward the Willamette Valley. So in addition to enjoy a much-needed nature walk and birdwatching.

La Grande's proximity to the coast makes it an ideal base for outdoor enthusiasts. But if you're not into the outdoors, there's still plenty to do. Roughly 13,000 people — a number that's only grown in the last few years — are in the area, creating the best things fresh.

There's even a top Eastern Oregon!

# Consumer Media Coverage - July 2023



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE	DEIA
7/1/2023	<a href="https://thetravel.com">thetravel.com</a>	<a href="#">10 Places That Genuinely Feel Like Magic In Oregon</a>	2,491,563	10	
7/3/2023	<a href="https://sfgate.com">sfgate.com</a>	<a href="#">5 Dreamy Destinations for Solo Travelers</a>	15,005,755	8	
7/4/2023	<a href="https://nytimes.com">nytimes.com</a>	<a href="#">Maggie Harrison's War on Wine</a>	135,252,237	10	
7/4/2023	<a href="https://usatoday.com">usatoday.com</a>	<a href="#">5 Family Farm Stays Where You Can Reconnect with Nature (and Each Other)</a>	59,409,827	6	
7/5/2023	<a href="https://wineenthusiast.com">wineenthusiast.com</a>	<a href="#">Willamette Valley AVA Turns 40: The Spots Moving the Wine Region Forward</a>	187,660	10	
7/7/2023	<a href="https://afar.com">afar.com</a>	<a href="#">Yes, You Can Rent an EV for Your Next Trip—Here's How</a>	1,437,516	8	
7/11/2023	<a href="https://travelandleisure.com">travelandleisure.com</a>	<a href="#">Travel + Leisure Readers' 15 Favorite Resorts in the West of 2023</a>	12,635,751	7	X
7/22/2023	<a href="https://insider.com">insider.com</a>	<a href="#">The Best Vacation Destination to Visit in Every State for a Greener Local Getaway</a>	51,999,328	8	
7/27/2023	<a href="https://pdxmonthly.com">pdxmonthly.com</a>	<a href="#">Okta is Now Oregon Wine Country's Greatest Restaurant. Ever</a>	279,000	9	
7/29/2023	<a href="https://forbes.com">forbes.com</a>	<a href="#">Where To Book In The U.S. For October's Rare 'Ring Of Fire' Solar Eclipse</a>	72,897,424	9	

\*Every piece of influenced coverage is reviewed by the PR team for target attributes, which are assigned a numeric value of one to ten. One being a low score and 10 being the highest

# Consumer Media Coverage - August 2023



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE	DEIA
8/6/2023	<a href="http://travelmag.com">travelmag.com</a>	<a href="#">24 Hours in Ashland, Oregon</a>	117,328	8	
8/14/2023	<a href="http://ranchandcoast.com">ranchandcoast.com</a>	<a href="#">Visit Oregon's Breathtaking Northern Coast</a>	37,000	7	
8/19/2023	<a href="http://seattletimes.com">seattletimes.com</a>	<a href="#">Road Trip Inspiration: Nearly 400 Miles of Adventure in Northeast Oregon</a>	5,541,384	10	X
8/21/2023	<a href="http://travelawaits.com">travelawaits.com</a>	<a href="#">The 15 Best Beaches In The State Of Oregon</a>	2,382,382	10	
8/22/2023	<a href="http://koin.com">koin.com</a>	<a href="#">Tour the Oregon Coast, Seaweed Farms with Shifting Tides</a>	1,386,366	9	
8/23/2023	<a href="http://momtastic.com">momtastic.com</a>	<a href="#">8 Magical Places in Oregon To See the Fall Colors with Your Fam</a>	184,797	8	X
8/24/2023	<a href="http://centraloregondaily.com">centraloregondaily.com</a>	<a href="#">Destination Oregon: Clear Lake Resort</a>	183,168	8	
8/25/2023	<a href="http://fortune.com">fortune.com</a>	<a href="#">A Weekend Guide to Oregon's Willamette Valley</a>	19,078,526	10	
8/28/2023	NW Travel & Life - Print	<a href="#">Fall Fun in La Grande, Oregon</a>	30,000	8	
8/29/2023	AAA Via Magazine - Print	<a href="#">Road Trip Enrichment</a>	8,000,000	9	

# Consumer Media Coverage - September 2023



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE	DEIA
9/1/2023	<a href="https://www.yahoo.com">yahoo.com</a>	<a href="#">7 Fun and Exciting Adventure Activities in Oregon for Families</a>	5,541,384	10	
9/1/2023	<a href="https://www.momtastic.com">momtastic.com</a>	<a href="#">7 Fun and Exciting Adventure Activities in Oregon for Families</a>	184,797	8	
9/1/2023	<a href="https://www.loveexploring.com">loveexploring.com</a>	<a href="#">The Best New Attraction in Every US State</a>	94,080	6	X
9/5/2023	<a href="https://www.americanwhiskeymag.com">americanwhiskeymag.com</a>	<a href="#">Multnomah Whiskey Library</a>	133,500	9	X
9/5/2023	<a href="https://www.sunset.com">sunset.com</a>	<a href="#">Adventure Seekers, We Found Your Next Greatest Vacation</a>	1,400,000	8	
9/6/2023	<a href="https://www.stuckattheairport.com">stuckattheairport.com</a>	<a href="#">RDM: 5 Things We Love About Oregon's Municipal Airport</a>	N/A	8	
9/8/2023	<a href="https://www.thrillist.com">thrillist.com</a>	<a href="#">The Larger-Than-Life Phenomenon of Oregon's Pendleton Round-Up</a>	5,617,554	10	X
9/15/2023	<a href="https://www.uproxx.com">uproxx.com</a>	<a href="#">Celebrating Fine Dining at Oregon's Hottest Restaurant</a>	3,641,011	9	
9/21/2023	<a href="https://www.travel.usnews.com">travel.usnews.com</a>	<a href="#">Best Ski Trips in the U.S.</a>	34,846,385	8	
9/25/2023	<a href="https://www.foodandwine.com">foodandwine.com</a>	<a href="#">Can the Willamette Valley Combine the Best of Napa and Burgundy to Become the Ultimate Wine Country Destination?</a>	14,083,880	10	



LAWRENCE  
- PUBLIC RELATIONS -

# INDUSTRY

# Industry Communications Overview



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- Oregon delivers remarkable experiences.
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Travel Oregon has prioritized 12 strategies to focus on for the 2023-2025 biennium. Out of these, industry communications will plan to focus planning around three strategies, while providing communications support for the remaining strategies. Priority strategies for industry communications to focus on 2023-2025 include:

- Improve perception of the value of tourism and increase advocacy among industry workforce, residents and policymakers.
- Align and support communications across the tourism industry to improve visitor behaviors and experiences with timely information, responsible recreation practices and respect for all communities.
- Provide resources and assistance to tourism-related businesses, organizations and communities that are experiencing, or have experienced, crises (e.g., wildfires, drought, global pandemic).

This section of the recap includes industry media coverage earned in Q1 using the Strategic Plan and 10-Year Strategic Vision as a roadmap for quality, on-message and positive placements in target markets and publications.

# Industry Media Coverage Recap – 2023 Q1



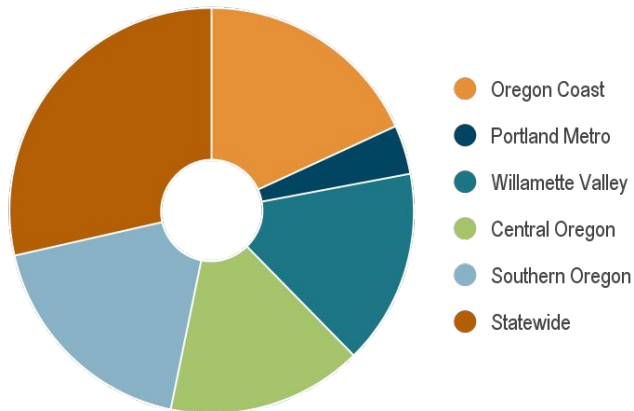
**STORIES 32**

**IMPRESSIONS 163,674,993**

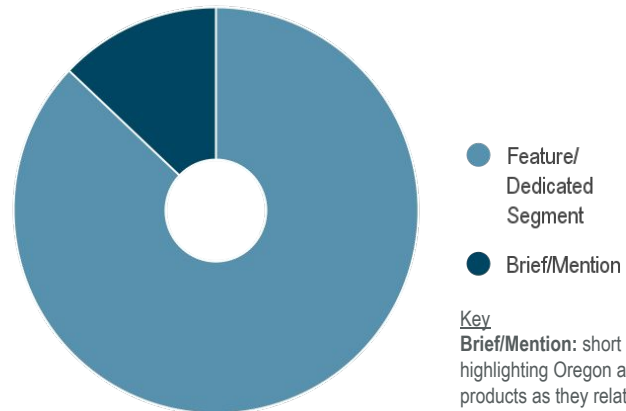
## TOWNS

- Albany
- Bandon
- Corvallis
- Cottage Grove
- Coos Bay
- Crater Lake
- Depoe Bay
- Dundee
- Eugene
- Florence
- Klamath
- Lake Grove
- Lake Oswego
- Lincoln City
- Medford
- Newport
- Reedsport
- Tillamook
- Yachats

## REGIONS

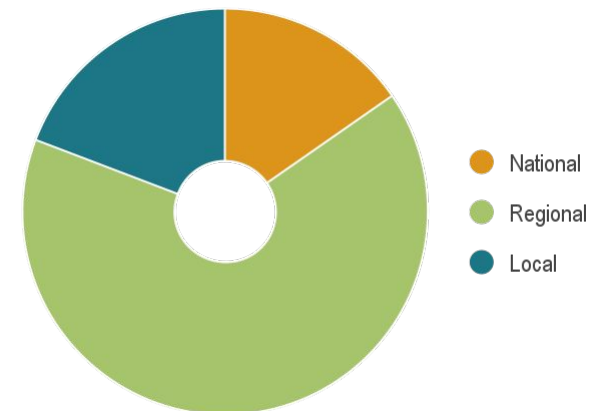


## STORY TYPE



Key  
**Brief/Mention:** short articles highlighting Oregon and/or its products as they relate to inspiring travel or the TO brand

## REACH



# Top 10 Industry Coverage Highlights – 2023 Q1



July 14, 2023  
**Driving Oregon Wine**  
Vehicle plates draw attention and dollars to state's wine

By Patty Mamula

Oregon Wine Country license plates draw attention to Oregon Wine Country. Beyond serving as traveling billboards, they raise funds to promote our state's wine industry.

Since the Oregon Legislature passed a bill in 2011 to support state wine and culinary tourism projects through license plate sales, more than \$3 million has been raised and distributed for tourism. These specialty license plates are considered the first to recognize wine production by any state in the United States. (Washington began offering its own wine plate in 2022).

Revenue from the sales is equally divided between two funds. The first is a matching grant program available to tourism promotion agencies for the improvement of the visitor economy in Oregon. Projects must promote wine and/or culinary tourism.


The second is the Tourism Promotion Distribution which... "distributes the moneys in proportion to the amount of acreage in each region (right in all used for wine grape production)."

The program, administered by Travel Oregon, distributed the initial grants in 2015. Michelle Woodard, Travel Oregon Grants Manager, said, "It took time to get everything up and running. We first considered the Oregon Wine Board when developing the process. For the program to be impactful, we needed time for the dollars to accumulate... to ensure there




**Plan ahead tips for the annular solar eclipse on October 14, 2023**

By Travel Oregon  
September 16, 2023 at 10:29 pm PST



By Jamie Lanier published September 25, 2023

From eye safety to backcountry travel, here's how to stay out of harm's way during the upcoming 'ring of fire' solar eclipse.



From eye safety to backcountry travel, here's how to stay out of harm's way during the upcoming 'ring of fire' solar eclipse. (Image credit: Brian Farrell via Getty Images)

A solar eclipse will be visible across North, Central and South America on Oct. 14, and it promises to be a landmark event.


Everyone in the U.S. will see a partial solar eclipse, with those farther west seeing a much larger chunk taken out of the sun.

Only from a path 125 miles (200 kilometers) wide running from Oregon through Texas — via California, Idaho, Nevada, Arizona, Utah, Colorado and New Mexico — will observers get to see a "ring of fire" — a "total solar eclipse" — but here's what you



**Travel Oregon encourages visitors to experience state with an Oregonian**

By JANAY WRIGHT The Bulletin Sep 1, 2023




More than 100 hiking trails in a part of West Oregon's campaign to connect visitors with Oregonians to provide them more immersive travel experiences. Courtesy: Travel Oregon

Listen to this article now  
Download to listen offline  
00:00 02:14

More Information  
Learn more at [traveloregon.com](https://traveloregon.com)

A mix of recent TV commercials involves talking hiking boots named Boots, a rose by the name of Rose and an eco-conscious beaver known as Sustainable. According to Travel Oregon, "Boots is a tourist, Rose is



**Travel Oregon Encourages Planning Ahead to See Annular Solar Eclipse on October 14**

By CNN ON AUGUST 31, 2023 6 HEADLINES

(Wildhorse Lake Milky Way | Photo by Joey Hamilton/Travel Oregon)

The Oregon Tourism Commission, aka Travel Oregon, is reminding travelers that several regions in the state will provide excellent viewing opportunities for a spectacular celestial event this fall: the upcoming annular solar eclipse on Saturday, October 14, 2023. The moon, at its furthest point from Earth, will appear smaller as it passes in front of the sun, creating a brilliant "ring of fire" effect. Visitors are encouraged to book their accommodations and other arrangements early — as hotels and campsite reservations are anticipated to sell out quickly — and to anticipate traffic impacts in the path of annularity.

The eclipse will commence its visibility in Oregon shortly after 8am with annularity beginning at 9:14am. This astronomical event will be visible across Oregon's skies but the best viewing will be in the path of annularity which includes parts of the Oregon Coast and Willamette Valley, a concentrated area within Central Oregon, and much of Southern Oregon — drawing visitors and eclipse-chasers to these areas for



**Sky Show: Oregon to see Annular Solar Eclipse, weather permitting**

The World, Coos Bay, Ore.  
September 10, 2023 · 5 min read

Sep. 10—Several regions in Oregon will provide excellent viewing opportunities for a spectacular celestial event this fall: the upcoming annular solar eclipse Saturday, Oct. 14.

The moon, at its furthest point from Earth, will appear smaller as it passes in front of the sun, creating a brilliant "ring of fire" effect. Visitors are encouraged to book their accommodations and other arrangements early — as hotels and campsite reservations are anticipated to sell out quickly — and to anticipate traffic impacts in the path of annularity.

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If skies are clear on the Oregon Coast, viewers with an unobstructed view of the sunrise between Langlois and Gleneden Beach will see the eclipse first before it traces a southeastward trajectory through Albany, Eugene, Springfield, Crater Lake National Park, Roseburg, Medford and Lakeview

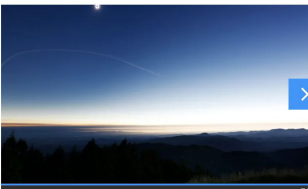


**HAPPENING NOW**  
**TRAVEL OREGON WITH TRAVEL OREGON**  
REG NIBLER - FOX 12 NOW TODD DAVIDSON - CEO



**2023 annular solar eclipse guide: What to know and how to see it (safely) in Oregon**

Olivia Stevens  
Salem Statesman Journal  
Published 10:24 a.m. PT Sept. 28, 2023 | Updated 1:07 p.m. PT Sept. 28, 2023



24 Photos VIEW FULL GALLERY

Photos of the total solar eclipse from around Oregon


Many Oregonians likely remember the 2017 total solar eclipse and all the hype leading up to it. In less than a month, an annular solar eclipse, known as the "ring of fire" will be taking a similar path across the state, though astronomers point out




10 Best Places To See The 'Ring of Fire' Solar Eclipse In Oregon

Janice Carter Senior Contributor  
I inspire people to go stargazing and experience solar eclipses

Listen to article 10 minutes



A man wears protective solar eclipse glasses to look at the sun as a colorful cast of moon shadows on... GETTY



**David's Chair, the Electric All-Terrain Mobility Chair, Now Available in Pacific City, Netarts and Manzanita**

Posted on July 11, 2023 by Cara-Moo, Assistant Editor

By Nan Devlin on David's Chair

Access to the beach for people with mobility issues just got a lot easier in Pacific City and Netarts thanks to the recent installation of an all-terrain mobility chair that can be checked out for use in the area. David's Chair is a wheelchair that can be used on

# Industry Media Coverage - July 2023



DATE	PUBLICATION	HEADLINE	*TO MESSAGE	**STORY SCORE
7/11/2023	<a href="http://tillamookcountypioneer.com">tillamookcountypioneer.com</a>	<a href="#">David's Chair, the Electric All-Terrain Mobility Chair, Now Available in Pacific City, Netarts and Manzanita</a>	1	7
7/14/2023	<a href="http://beachconnection.net">beachconnection.net</a>	<a href="#">More All-Terrain Wheelchairs for N. Oregon Coast, Now at Netarts, Pacific City</a>	1	7
7/14/2023	<a href="http://oregonwinepress.com">oregonwinepress.com</a>	<a href="#">Driving Oregon Wine</a>	1	8

\*Travel Oregon message is scored as: 0) no TO key message, 1) includes TO key message, 2) includes TO interview/quote  
 \*\*Every piece of influenced coverage is reviewed by the PR team for target attributes, which are assigned a numeric value of one to ten. One being a low score and 10 being the highest

# Industry Media Coverage - August 2023



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
8/3/2023	<a href="https://www.ground.news">ground.news</a>	<a href="#"><u>Travel Oregon Shines Spotlight on Guided Experiences with Launch of 'Travel Oregon with Travel Oregon' Campaign</u></a>	0	7
8/3/2023	<a href="https://www.newstral.com">newstral.com</a>	<a href="#"><u>Travel Oregon Shines Spotlight on Guided Experiences with Launch of 'Travel Oregon with Travel Oregon' Campaign</u></a>	0	7
8/5/2023	Argus Observer - Print	<a href="#"><u>Travel Oregon Shines Spotlight on Guided Experiences with Launch of 'Travel Oregon with Travel Oregon' Campaign</u></a>	1	8
8/11/2023	<a href="https://www.breakingtravelnews.com">breakingtravelnews.com</a>	<a href="#"><u>Travel Oregon Shines Spotlight on Guided Experiences with Launch of 'Travel Oregon with Travel Oregon' Campaign</u></a>	1	8
8/11/2023	<a href="https://www.travmedia.com">travmedia.com</a>	<a href="#"><u>Travel Oregon Shines Spotlight on Guided Experiences with Launch of 'Travel Oregon with Travel Oregon' Campaign</u></a>	1	8
8/15/2023	<a href="https://www.columbiagorgenews.com">columbiagorgenews.com</a>	<a href="#"><u>Travel Oregon Shines Spotlight on Guided Experiences with Launch of 'Travel Oregon with Travel Oregon' Campaign</u></a>	1	8
8/16/2023	Columbia Gorge News - Print	<a href="#"><u>Travel Oregon Launches 'Travel Oregon with Travel Oregon' campaign</u></a>	1	8
8/18/2023	<a href="https://www.newportnewstimes.com">newportnewstimes.com</a>	<a href="#"><u>Travel Oregon Launches 'Travel Oregon with Travel Oregon' campaign</u></a>	1	8
8/31/2023	<a href="https://www.centraloregondaily.com">centraloregondaily.com</a>	<a href="#"><u>Make Your Travel Plans Now for Oregon's Annular Solar Eclipse in October</u></a>	2	9
8/31/2023	<a href="https://www.cascadebusnews.com">cascadebusnews.com</a>	<a href="#"><u>Travel Oregon Encourages Planning Ahead to See Annular Solar Eclipse on October 14</u></a>	1	8

# Industry Media Coverage - September 2023



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
9/1/2023	<a href="http://bendbulletin.com">bendbulletin.com</a>	<a href="#">Travel Oregon Encourages Visitors to Experience State with an Oregonian</a>	1	9
9/1/2023	Argus Observer - Print	<a href="#">Travel Oregon Encourages Planning Ahead to See Annular Solar Eclipse</a>	1	8
9/7/2023	<a href="http://kcfmradio.com">kcfmradio.com</a>	<a href="#">Our Town - September 2023</a>	0	7
9/10/2023	<a href="http://news.yahoo.com">news.yahoo.com</a>	<a href="#">Sky Show: Oregon to See Annular Solar Eclipse, Weather Permitting</a>	2	9
9/10/2023	<a href="http://forbes.com">forbes.com</a>	<a href="#">10 Best Places To See The 'Ring Of Fire' Solar Eclipse In Oregon</a>	2	6
9/8/2023	Oregonian E-Newsletter	<a href="#">Tribes, Locals Come Together to Build Trails, Find Healing On Oregon Coast</a>	0	4
9/20/2023	KPTV - 12 p.m.	<a href="#">Travel Oregon With Travel Oregon</a>	2	9
9/28/2023	<a href="http://statesmanjournal.com">statesmanjournal.com</a>	<a href="#">2023 Annular Solar Eclipse Guide: What to Know and How to See it (safely) in Oregon</a>	1	8
9/29/2023	<a href="http://beachconnection.net">beachconnection.net</a>	<a href="#">Oregon is Ready for Solar Eclipse: Travel Experts' Tips</a>	1	6
9/30/2023	<a href="http://space.com">space.com</a>	<a href="#">8 Tips to Safely Watch the Annular Solar Eclipse on Oct. 14</a>	1	6

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# International Communications Overview



Travel Oregon has outlined a [2023-2025 Strategic Plan](#) in support of the [10-Year Strategic Vision](#).

Travel Oregon's 10-Year Strategic Vision objectives include the following, ensure:

- Oregon's tourism economy is flourishing.
- Oregon is striving to be a place of equity.
- Oregon delivers remarkable experiences.
- Oregon respects its natural environments.

Travel Oregon has prioritized 12 strategies to focus on for the 2023-2025 biennium. Out of these, international communications will plan to focus efforts around 4 strategies, while providing international communications support for the remaining strategies. Priority strategies for international communications to focus on 2023-2025 include:

- Tell authentic, honest stories accurately reflecting the historic and present intersecting identities and cultures of Oregon's communities.
- Align and support communications across the tourism industry to improve visitor behaviors and experiences with timely information, responsible recreation practices and respect for all communities.
- Increase demand by leveraging Oregon's brand through engagement of broader audiences inclusive of Oregon's diverse cultures, people and places.
- Foster deep relationships with and elevate the voices of historically and currently underserved and under-resourced communities, including BIPOC, Oregon's nine federally recognized tribes and LGBTQIA+ communities.

This section of the recap includes international media coverage earned in Q1 using the Strategic Plan and 10-Year Strategic Vision as a roadmap for quality, on-message and positive placements in target international markets and publications.

# International Media Coverage Recap – 2023 Q1



**STORIES 106**

**IMPRESSIONS 200,336,392**

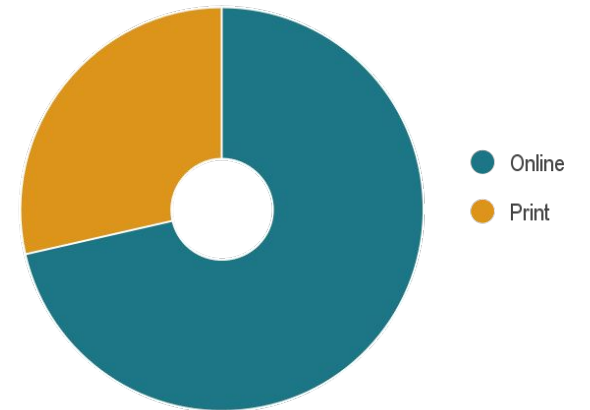
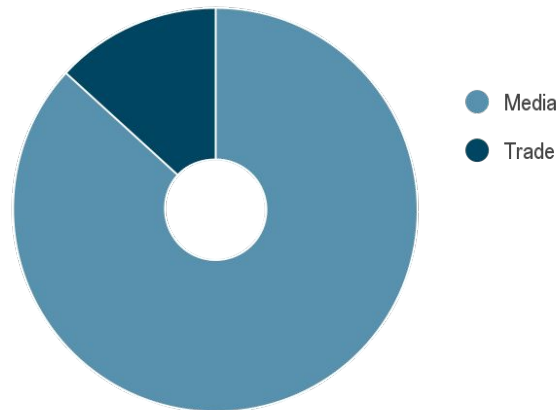
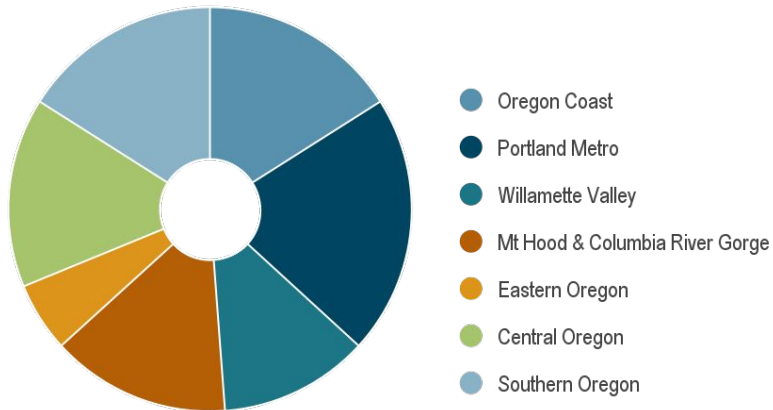
## MARKETS

- United Kingdom & Ireland
- Netherlands
- Japan
- Canada
- Germany, Switzerland

## REGIONS

## MEDIA VS. TRADE

## ONLINE VS. PRINT





# International Media Coverage - July 2023



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
7/5/2023	<a href="https://uk.yahoo.com">uk.yahoo.com</a>	Forget California – for a true taste of the wild West Coast, it's all about Oregon	UK	1,913,122
7/6/2023	<a href="https://msn.com/en-gb">msn.com/en-gb</a>	Is Portland your next dreamy getaway? Check these spots out	UK	6,250,000
7/6/2023	The Daily Telegraph {Travel}	We saw breaching whales and cute sea otters basking on the electric-blue ice'	UK	317,817
7/8/2023	<a href="https://Verkeersbureaus.info">Verkeersbureaus.info</a>	Harmke visited these 3 gems in Western Canada & America	Netherlands	125,000
7/11/2023	BBC Travel	In Pictures: Five of the world's most remarkable treks	UK	18,061,000
7/11/2023	<a href="https://telegraph.co.uk">telegraph.co.uk</a>	Discover 10 of America's best gardens	UK	4,125,437
7/12/2023	Pen Online	Vintage beer aged in whisky casks.	Japan	2,200,000
07/14/2023	<a href="https://independent.co.uk">independent.co.uk</a>	Last Exit to Springfield: How America's coolest city made The Simpsons	UK	1,170,950
7/26/2023	ELLE Digital	10 destinations around the world that will spark your sense of adventure	Japan	6,000,000
7/27/2023	Cosmopolitan Online	10 destinations around the world that will spark your sense of adventure	Japan	5,600,000

# International Media Coverage - August 2023



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
8/1/2023	Tsubasa no Okoku	Various Food Truck Experiences	Japan	2,269,870
8/3/2023	<a href="https://www.inews.co.uk">iNews.co.uk</a>	12 cheap late August holidays nobody else is thinking of, from UK adventures to quiet European beaches	UK	638,000
8/4/2023	Wine Kingdom	Evolution of America North West Wines	Japan	50,000
8/4/2023	West of the City Magazine	The Coast with the Most: Oregon's Scenic Byway	Canada	32,500
8/7/2023	Business Insider	A couple rents out their twelve-metre-high fire tower on Airbnb	Germany	461,712
8/9/2023	<a href="https://www.loveexploring.com">loveexploring.com</a>	Escape the crowds at these off-season US destinations	UK	160,000
08/16/2023	<a href="https://www.msn.com/en-gb">msn.com/en-gb</a>	Is Grants Pass your next dreamy getaway? Check these spots out	UK	6,250,000
8/23/2023	Die neue Reiselust	Oregon - six routes that lead to the nature	Germany	1,000
8/24/2023	Newsweek Japan (web)	TOP 10 Dog-friendly destinations	Japan	9,349,341
08/24/2023	<a href="https://www.running.nl">running.nl</a>	Throwback Thursday: back to the 2022 World Cup in 'Tracktown USA' Eugene	Netherlands	70,000

# International Media Coverage - September 2023



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
09/01/2023	Hamburg Airport Online	The Northwest of the USA - Go with the Flow in Washington and Oregon	Germany	563,900
09/01/2023	Touristbook	Six routes that lead to the nature	Germany	450,000
9/7/2023	The Sunday Telegraph	The unsung superstar of the US west coast	UK	248,288
9/17/2023	Business Insider Japan	Top 10 US destinations for autumn foliage	Japan	10,000,000
09/21/2023	<a href="https://www.cntraveller.com">cntraveller.com</a>	Bright ideas in travel 2023	UK	1,118,310
09/25/2023	New Yorker {Main}	THE NEW YORKER THE TALK OF THE TOWN	UK	900,000
09/26/2023	<a href="https://www.wanderlust.co.uk">wanderlust.co.uk</a>	The hidden trails of Oregon	UK	49,000
09/30/2023	<a href="https://www.loveexploring.com">loveexploring.com</a>	The best food tour in every state	UK	160,000
09/30/2023	The Daily Telegraph {Travel}	How to plan a perfect trip on America's railways	UK	317,817
9/30/2023	<a href="https://www.nikkansports.com">Nikkansports.com</a>	Recommended spots for the annular solar eclipse on October 14th	Japan	32,000,000

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