

LAWRENCE
- PUBLIC RELATIONS -

EARNED MEDIA COVERAGE REPORT

Q2 2023-24

TRAVEL



OREGON

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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.
- Improve perception of the value of tourism and increase advocacy among industry workforce, residents and policymakers.

This section of the recap includes consumer media coverage earned in Q2 (Jan-March) 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 – Q2 23-24



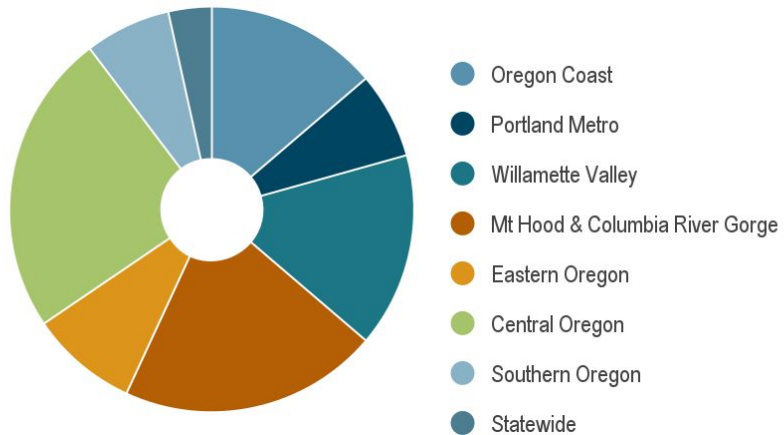
STORIES 42

IMPRESSIONS 339,464,186

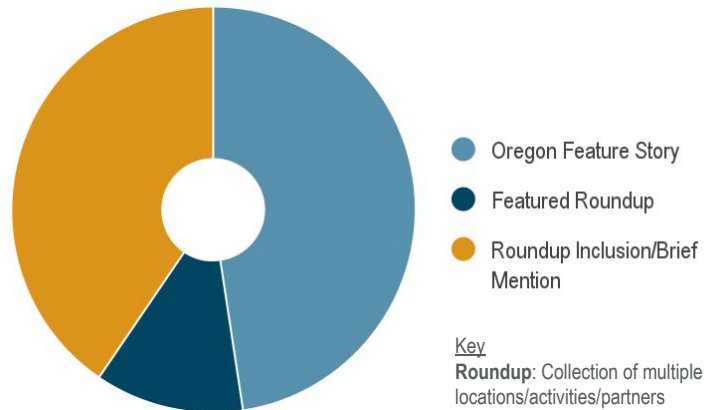
TOWNS

- 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
- Sisters
- Yachats
- Brookings
- Cottage Grove
- Florence
- Klamath
- Medford
- Portland

REGIONS

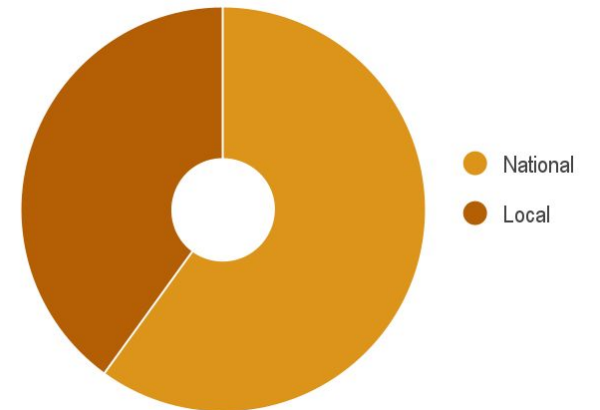


STORY TYPE



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 – Q2 23-24



MEN'S JOURNAL

9 Dreamy Snowshoeing Destinations

Best places to go snowshoeing this winter
Bella Innes • Nov 7, 2023 6:30 PM EST

In This Article

1. Rocky Mountain National Park, Colorado
2. Lake Tahoe, California/Nevada
3. Acadia National Park, Maine
4. Banff National Park, Canada
5. Adirondack Park, New York
6. Yellowstone National Park, Wyoming
7. Mount St. Helens National Park, Washington
8. Gatineau Park, Quebec, Canada
9. Mount Hood, Oregon

Winter's arrival doesn't mean you have to stay indoors. In fact, it's the perfect time to embrace the great outdoors and embark on snowshoeing adventures. Snowshoeing is an accessible and enjoyable winter activity suitable for individuals of all ages and fitness levels. If you're searching for the perfect snowshoeing destination, you're in the right place. In this article, we'll guide you to some of the most captivating snowshoeing locations across the United States and Canada.



SUNNYSIDE, OREGON

In 2023, the community of Sunnyside, with a population of 2,000, was named One of the Best Places to Live in America by Realty International. It was the first time Oregon was named Best Place to Live in America. Sunnyside is a small town in the heart of the Willamette Valley, known for its scenic views, excellent schools, and vibrant community. The town is home to the Sunnyside Nature Center & Observatory, which offers a variety of programs and activities for visitors of all ages. The town is also home to the Sunnyside Community Center, which offers a variety of programs and activities for residents and visitors alike.

NATIONAL GEOGRAPHIC



Portland MONTHLY

Outdoor Perennials

It's time to start thinking about your outdoor space. Perennials are a great choice for your garden, as they come back every year. They are also a great choice for your outdoor space, as they are low-maintenance and long-lasting. There are many different types of perennials to choose from, so you can find the perfect one for your garden. Some popular options include hydrangeas, hostas, and daylilies. Perennials are a great choice for your outdoor space, as they are low-maintenance and long-lasting. They are also a great choice for your garden, as they come back every year. There are many different types of perennials to choose from, so you can find the perfect one for your garden.

THRILLIST

Government Camp, Oregon

An alpine timber village sitting about 4,000 feet over nearby Portland, Government Camp punches well above the weight of its size or its residents. A town's throw from Mt. Hood's best and most rippling resorts—Madras, Timberline, Skidaw, and Summit—the village is a ski town in disguise. Grab a fresh ice Axe IPA at Mt. Hood Brewing, some prime ribs at Charlie's Mountain View, or a legendary hamburger, plus before retiring to your digs, hit them a cozy 8-frame cabin or a chalet at Collins Lake Resort. Even better, Gray's and the unmatched splendor of the Mt. Hood National Forest just west of Bend.

TimeOut

The best winter carnivals in the USA

Winter carnivals celebrate everything associated with ice and snow. So go ahead and get frosty at these events.

Written by Michelle Matthews | Lauren Mack, Tuesday December 19, 2023

Each winter season offers more than a change in temperature; it welcomes in the winter carnival season. These outdoor—and often multi-day—festivals pop on winter competitions and contests and bring celebratory foods, drinks and good times.

Many winter carnivals in the U.S. have evolved annual traditions that were originally founded to provide a warm communal space in snowy conditions. They're based in college and mountain towns, cities and regions, yet they all create an inviting atmosphere.

1859 Oregon's Magazine

New Ways to Holiday

Don't want to cook this holiday season? Create new traditions instead with these Oregon experiences.

One of my favorite holiday memories is the year I visited and got married and spent our first Christmas together. I was during the holidays, and we were surrounded with love and happiness. It was a time when I was in my best. Ben begged down with someone else that someone had done and I was happy. I was so happy to see you in my home, which has been and will be for the rest of my life.

Forbes

Willamette Valley's '50 Best' Restaurant Okta Launches 'Cloud And Forest' Winter Tasting Menu

Elizabeth Brunoff | Contributor @ Elizabeth Brunoff and restaurant and food

Nov 1, 2023, 10:30am PST

“We are very lucky to have Matthew Lightner back in Oregon.” That’s the refrain I said to myself come after exquisite course 04ks, Chef Lightner’s fine dining restaurant in McMinnville, Ore, in the heart of Willamette Valley wine country.

Nobelskolen Lightner first moved to Oregon to attend culinary school in Portland. Then, after a viable stint abroad at two of the world’s most revered avant-garde kitchens—René Redzepi’s Noma in Copenhagen, and Magasin in Spain’s Basque country—the young chef returned to Portland as Executive Chef at Castagna.

Fodor's

Classic American Summer Towns That Are Also Perfect Winter Escapes

By Nicole Miller | Contributor @ Nicole Miller

Check these 6 classic summer towns across the U.S. and plus your winter escape.

Consistent to the classic American summer towns across the U.S. and plus your winter escape. Consistent to the classic American summer towns across the U.S. and plus your winter escape. Consistent to the classic American summer towns across the U.S. and plus your winter escape.

GOOD HOUSEKEEPING

Cannon Beach, OR

Tourists aren't the only ones itching to get close to Cannon Beach's famed Haystack Rock. "We were surprised by all the tidepools with all sorts of sea life surrounding it," said a Good Housekeeping team member who visited last summer with her daughters. "Several sea stars had attached themselves to the rock, and kids were mesmerized." The town itself is also magnificent: Explore the beaches and blocks of cute locally-owned businesses and be sure to stop for a Tillamook ice cream cone. Our team member stayed at Seaside Inn, a recently renovated hotel right on Cannon Beach. "The service and food were some of the best I've ever had," she said. While tents and growls kabb are welcome, the inn doesn't allow alcohol under age 21.

Consumer Media Coverage Highlights - October 2023



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE	DEIA
10/1/2023	wanderlusttravel.com	Travel Notes	1,200,000	7	
10/3/2023	cntraveler.com	Top 40 Ski Resorts in the U.S.: Reader's Choice Awards	4,486,574	6	
10/6/2023	koin.com	Oregon's 2023 Fall Foliage Outlook	391,000	8	X
10/6/2023	Instagram: Food & Wine / @foodandwine	Okta-Farm-to-Table	4,000,000	10	
10/13/2023	snowbrains.com	What's New at Oregon Ski Areas 2023/24	855,779	9	
10/13/2023	uproxx.com	Oregon's Okta A Sterling Reminder of How Fine Dining is Better in Real Life Than in the Movies	8,224,021	10	
10/19/2023	thrillist.com	Ghost Towns are Being Resurrected as Tourist Destinations	5,617,554	10	
10/26/2023	fatherly.com	A (Nearly) Year-Round Ski Lodge Like no Other	1,469,257	9	
10/30/2023	AAA Via Magazine - Print	Dark Skies	8,000,000	7	
10/30/2023	themanual.com	Are you a Top Shredder? These Incredible U.S. Ski Resorts are for you	1,469,257	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 Highlights - November 2023



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE	DEIA
11/1/2023	crosscountryskier.com	2024 Gear Guide	1,396	9	
11/1/2023	AAA Via Magazine - Print	Elevated Experiences	8,000,000	8	
11/6/2023	Youtube: Live Kelly and Mark / @LiveKellyandMark	Great Getaways Week: Outdoor Destinations off the Beaten Path With Samantha Brown	482,000	7	
11/7/2023	mensjournal.com	9 Dreamy Snowshoeing Destinations	4,903,334	6	
11/9/2023	thrillist.com	These Laid-Back Ski Towns Have All the Powder and Half the Crowds	8,142,768	8	
11/9/2023	1859 Magazine	New Ways to Holiday	40,000	8	
11/20/2023	goodhousekeeping.com	13 Best Beach Vacations for Families, Hand-Picked by Travel Experts	44,103,262	8	X
11/20/2023	Portland Monthly-Prin	Tag Along Gift Guide	345,259	9	
11/27/2023	fordors.com	12 Classic American Summer Towns That Are Also Perfect Winter Escapes	1,794,292	8	
11/29/2023	centraloregondaily.com	The Great Outdoors: Restoration on Warm Springs Riverbank 8 Years After Fire	131,279	9	

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Consumer Media Coverage Highlights - December 2023



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE	DEIA
12/1/2023	forbes.com	Willamette Valley's "50 Best" Restaurant Ökta Launches "Cloud And Forest" Winter Tasting Menu	69,090,272	10	
12/2/2024	valisemag.com	The Complete Oregon Coast Road Trip Guide (with 3 itineraries!)	356,000	8	
12/3/2023	valisemag.com	The Perfect 5-Day Pacific Coast Highway Itinerary for 2024	356,000	8	
12/7/2023	kgw.com	Warm Springs Tribes organize Deschutes River restoration event	1,461,352	10	
12/7/2023	Youtube: KGW News / @KGWNews8	Warm Springs Indian Reservation Being Restored After Wildfires	193,000	10	
12/19/2023	timeout.com	The Best Winter Carnivals in the USA	21,183,224	8	
12/19/2023	girlcamper.com	Camp in a Ski Resort Parking Lot	3,872	8	
12/29/2023	nationalgeographic.com	Whale watching on New Year's? These are the most unique celebrations across the Americas	8,757,257	8	
12/29/2023	stylemg.com	Happy Oregon Trails: Mt. Hood and the Columbia River Gorge	59,240	9	
12/31/2023	valisemag.com	2023 in Review: My Top 5 Travel Experiences (& Some Bad Ones, Too!)	356,000	7	

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INDUSTRY

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Industry Communications Overview



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- 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 Q2 (Jan-March) 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 – Q2 23-24



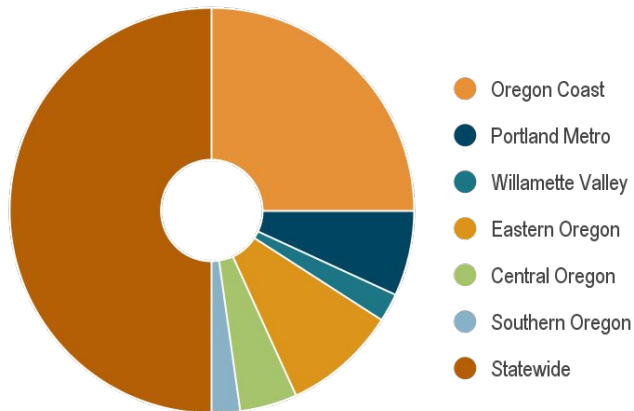
STORIES 45

IMPRESSIONS 491,015,789

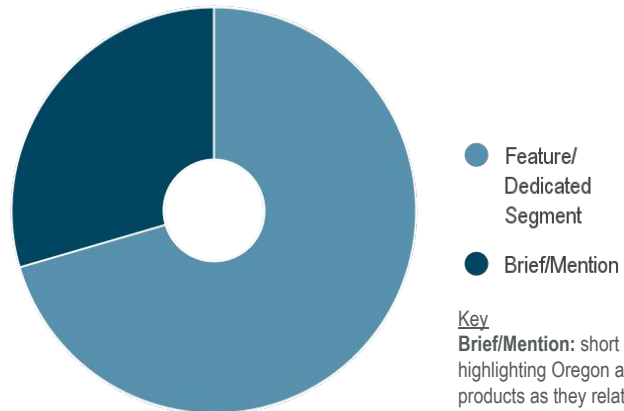
TOWNS

- 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

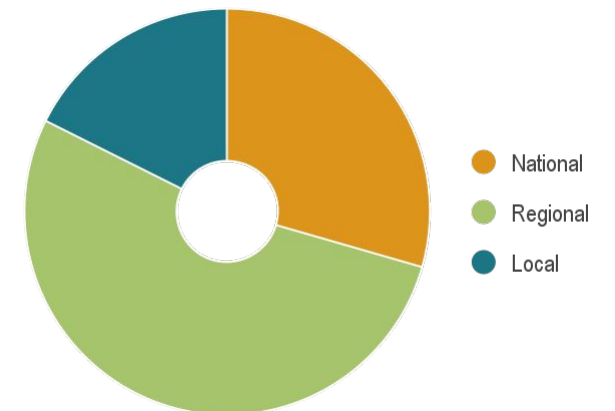


STORY TYPE



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 – Q2 23-24



statesman journal

Eclipse watch 2023: Where to go in Eugene, Oregon Coast for best solar eclipse views

Mikaela Cox
Eugene Register-Guard
Published 10/11/2023

Watch eclipse 2023 & enjoy by step guide by photographing a solar eclipse
Watch 10:56
View other ecliping photographs of the solar eclipse.

Excitement is growing for the much-awaited solar eclipse Saturday, Oct. 14, particularly in Eugene and other communities in the path of totality. The Oregon Coast will be the first spot in the U.S. to get a view of the eclipse.

This year's eclipse is similar, meaning it will look different from the eclipse that the country saw in 2017.

Instead of the moon completely covering the sun, the moon is further from the Earth and only covers about 90% of the sun, according to University of Oregon astronomy professor Scott Fisher. Around the moon, a "ring of fire" will be seen.

Total and annular eclipses are rare, with annular eclipses being slightly more common. On average, there is one total and one annular solar eclipse every year on Earth. However, solar eclipse paths are statistically more likely to occur over the ocean, so being in the path of totality or annularity is rare.



Oregon business owners hope eclipse helps boost post-pandemic tourism recovery

OPB News
Published 10/11/2023

Custodian and post-panic brewer? Klawnsen gave a new twist to a glass to improve its color and taste.

Klawnsen has a complex. She's brewing, brewing, it's not about the craft beer, but the people. Klawnsen, 52, is a small and unassuming brewer, but it's also a great example of a local business owner in Oregon's rural areas.

She makes a pale ale, a popular style known as "Newport Coast" and "on-site" microbrewery. Klawnsen has a passion for the craft. She's planning something to make to call it "Blackout".

"We haven't actually made it yet," he said. "I'd like if it's something that's hard to make something like a Guinness Schwenker."



Portland, Ore., Nov. 17, 2023 (PRNewswire) -- The Oregon Tourism Commission, dba Travel Oregon, is pleased to announce that \$3.6 million has been awarded to 56 recipients through the agency's 2023 Competitive Grants Program. This impactful grant cycle reflects the agency's ongoing commitment to equity and to enhancing local economies, creating jobs and strengthening communities across the state by investing in the creation and promotion of remarkable visitor experiences.

Oregon Tourism Commission Grants Program

Travel Oregon's 2023 Competitive Grants Program centers funding through an equity lens around accessibility and inclusivity for underserved and under-resourced communities including people with disabilities, BIPOC, Oregon's nine federally recognized tribes and LGBTQIA+. Grant funds are intended to support projects that align with Travel Oregon's vision of a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures—and must either enhance and/or expand tourism infrastructure to be more accessible and inclusive or promote accessible or inclusive tourism experiences or facilities.

More than \$20 million has been awarded over previous years to support hundreds of projects throughout the state, championing miles of new or improved mountain biking and hiking trails, promoting heritage and cultural tourism experiences in communities across Oregon, supporting local guides and outfitters, marketing food and wine trails, making Oregon tourism offerings such as beaches, museums, theaters and outdoor recreation more accessible and inclusive for all—and so much more.



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GRAND News

Travel Oregon Awards \$3.6 Million in Grants to Fund Accessible & Inclusive Tourism Projects Across the State - Cascade Business News

Summary by Grand News

\$3.6 million has been awarded to 56 recipients through the agency's 2023 Competitive Grants Program. Grant funds are intended to support projects that align with Travel Oregon's vision of a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures. Grant awardees represent meaningful work from all seven of Oregon's tourism regions.

This story is only covered by news sources that have yet to be evaluated by the independent media monitoring agency we use to assess the quality and reliability of news stories on our platform. Learn more.

Articles All Left Center Right

Cascade Business News

Travel Oregon Awards \$3.6 Million in Grants to Fund Accessible & Inclusive Tourism Projects Across the State - Cascade Business News

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Travel Oregon



Local organizations receive grants to boost tourism and enhance economy

TRAVEL OREGON

Local organizations receive grants to boost tourism and enhance economy

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South Coast gears up for 'Ring of Fire' eclipse

KATU 2 abc

Along with a glimpse of the 'Ring of Fire' eclipse, October 14, but first along the South Coast of Oregon will be the first in the country to see the annular solar eclipse.

With you have an epic 500,000+ people for viewing, and here there are the entire group of about 100,000 people. It's not just a crowd, it's a community. It's a chance to see the eclipse, and it's a chance to see the eclipse.

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Travel Oregon awards \$3.6 million in grants to fund accessible and inclusive tourism projects across the state

HERE

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\$1.1M For Oregon Coast: Funding to support Accessibility and Inclusion Initiatives

yahoo! news

\$1.1M For Oregon Coast: Funding to support Accessibility and Inclusion Initiatives

\$1.1M For Oregon Coast: Funding to support Accessibility and Inclusion Initiatives



\$1.1M For Oregon Coast: Funding to support Accessibility and Inclusion Initiatives

WORLDLINK

\$1.1M For Oregon Coast: Funding to support Accessibility and Inclusion Initiatives

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Industry Media Coverage Highlights - October 2023



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
10/5/2023	statesmanjournal.com	Eclipse Watch 2023: Where to go in Eugene, Oregon Coast for Best Solar Eclipse Views	1	7
10/5/2023	pdxmonthly.com	An Annular Eclipse Graces Oregon Skies on October 14	0	6
10/10/2023	opb.com	Oregon Business Owners Hope Eclipse helps Boost Post-Pandemic Tourism Recovery	2	8
10/11/2023	klcc.org	Oregon Business Owners Hope Eclipse Helps Boost Post-Pandemic Tourism Recovery	2	8
10/12/2023	kval.com	South Coast Gears up for 'Ring of Fire' Eclipse	2	8
10/12/2023	kpic.com	South Coast Gears up for 'Ring of Fire' Eclipse	2	8
10/12/2023	katu.com	South Coast Gears up for 'Ring of Fire' Eclipse	2	8
10/12/2023	kdrv.com	Study: Oregon Arts & Culture Industry Generated \$829M in 2022	0	6
10/13/2023	KPTV - 6 a.m., 7 a.m.	Ring of Fire Eclipse Tomorrow	2	9

*Travel Oregon message is scored as: 0) no TO key message, 1) includes TO key message, 2) includes TO interview/quote

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11/16/2023	oeda.biz	Oregon Tourism Industry Newsletter	2	6
11/17/2023	centraloregondaily.com	Travel Oregon Awards \$3.6 Million in Grants to Fund Accessible and Inclusive Tourism Projects Across the State	2	6
11/17/2023	finance.yahoo.com	Travel Oregon Awards \$3.6 Million in Grants to Fund Accessible and Inclusive Tourism Projects Across the State	2	8
11/17/2023	breakingtravelnews.com	Travel Oregon Shines Spotlight on Guided Experiences with Launch of 'Travel Oregon with Travel Oregon' Campaign	1	8
11/20/2023	travelawaits.com	Travel News Roundup: 30% More RV Travelers, United Flies to Tulum & Oregon Grants \$3.6M to Improve Tourism	1	6
11/21/2023	cascadebusinessnews.com	Travel Oregon Awards \$3.6 Million in Grants to Fund Accessible & Inclusive Tourism Projects Across the State	2	6
11/30/2023	elkhornmedia.com	Local Organizations Receive Grants to Boost Tourism and Enhance Economies	2	7
11/30/2023	newsbreak.com	Coos Bay Boardwalk Enhancements: Grant to Improve Accessibility and Honor Local Tribal History	1	8
11/30/2023	lagrandeobserver.com	Trail Project Awarded a \$60,000 Grant from Travel Oregon	0	6

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12/1/2023	bizjournals.com	<u>Oregon Tourism Sites Get \$3.6M for Accessibility and Inclusion Projects</u>	2	8
12/5/2023	hereisoregon.com	<u>Travel Oregon Awards \$3.6 Million in Grants to Fund Accessible and Inclusive Tourism Projects Across the State</u>	2	8
12/5/2023	columbiacountyspotlight.com	<u>St. Helens Riverwalk Project Accessibility Gets Boost From \$100,000 Grant</u>	1	7
12/10/2023	argusobserver.com	<u>Four Rivers Cultural Center Nets \$20K to Improve Hikaru Mizu Japanese Garden</u>	1	6
12/13/2023	yahoo.com	<u>\$1.1M For Oregon Coast: Funding to support Accessibility and Inclusion Initiatives</u>	1	6
12/13/2023	tillamookheadlightherald.com	<u>\$1.1M For Oregon Coast: Funding to Support Accessibility and Inclusion Initiatives</u>	1	5
12/13/2024	theworldlink.com	<u>\$1.1M For Oregon Coast: Funding to Support Accessibility and Inclusion Initiatives</u>	2	6
12/13/2023	cannonbeachgazette.com	<u>\$1.1M For Oregon Coast: Funding to Support Accessibility and Inclusion Initiatives</u>	1	5
12/18/2023	thenewsquad.com	<u>\$1.1M For Oregon Coast: Funding to Support Accessibility and Inclusion Initiatives</u>	1	5
12/22/2023	bendbulletin.com	<u>Grants Fund Five Central Oregon Accessible Tourism Projects</u>	2	7

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INTERNATIONAL

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- 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.

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International Media Coverage Recap – Q2 23-24



STORIES 29

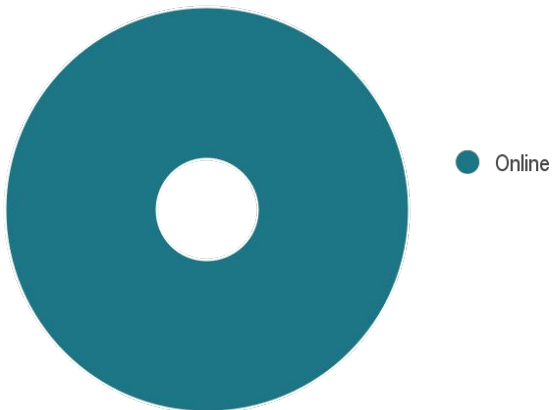
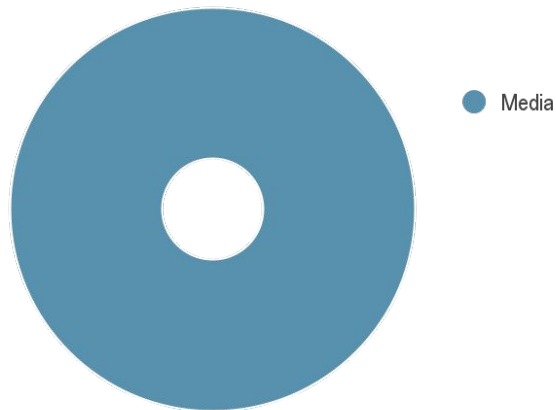
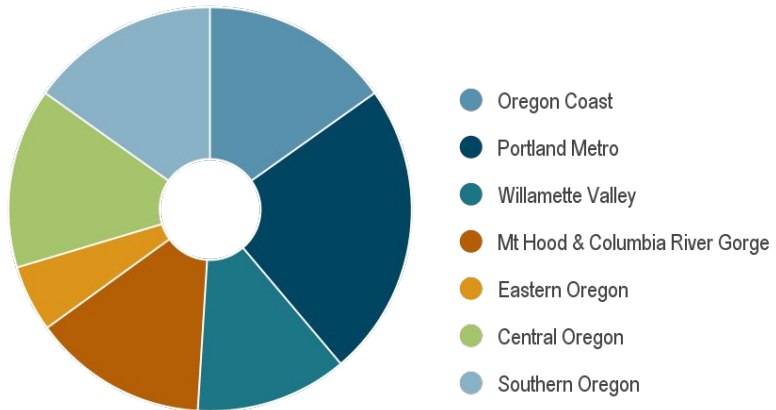
IMPRESSIONS 316,675,257

MARKETS	
<ul style="list-style-type: none">• United Kingdom & Ireland• Netherlands• Japan• France	<ul style="list-style-type: none">• Canada• South Korea• Australia• New Zealand

REGIONS

MEDIA VS. TRADE

ONLINE VS. PRINT



International Media Coverage Highlights - October 2023



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
10/2/2024	loveexploring.com	<u>The Best U.S. Destinations For October Travel</u>	UK/Ireland	71,643
10/3/2023	news.nicovideo.jp	<u>Various Special Events Will Be Held Across the United States to Mark World Mental Health Day on October 10th</u>	Japan	12,000,000
10/4/2023	news.com.au	<u>Best Foodie Cities in America: NYC is Not in the Top 10</u>	Australia	15,959,762
10/5/2023	smh.com.au	<u>Yes, You Can Do a Roadtrip Using an Electric Car. Here's How</u>	Australia	7,498,466
10/5/2023	francetvinfo.fr	<u>United States: Cannon Beach, A Big Beach on the Big Screen</u>	France	7,852,214
10/10/2023	news.com.au	<u>Gourd Times For Animals at Oregon Zoo!</u>	Australia	15,959,762
10/15/2023	afpbb.com	<u>Annual Solar Eclipse Observed in the Americas</u>	Japan	10,000,000
10/15/2023	wellnessspots.com	<u>These Wellness Dreams Can Come True in the United States</u>	Netherlands	N/A
10/20/2023	news.yahoo.co	<u>Kelly Reichardt's "First Cow" to be Released on December 22nd Depicts Friendship Connected by Donuts</u>	Japan	22,472,227
10/29/2023	diamond.jp	<u>A Must-Try in Seattle and Portland, the Sacred Place of Starbucks! What Do You Recommend for Coffee, Local Beer, and B-Class Gourmet Food?</u>	Japan	22,760,000

International Media Coverage Highlights - November 2023



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
11/7/2023	mainichi.jp	<u>Japanese Gardens in the United States Plan to Train Gardeners</u>	Japan	32,000,000
11/8/2023	natalie.mu	<u>Scenes Cut From Kelly Reichardt's "First Cow", Which Depicts the Western Frontier, Arrive</u>	Japan	20,000,000
11/10/2023	smh.com	<u>25 Incredible Experiences You Can Only Have on a Ship</u>	Australia	2,413,000
11/11/2023	metro.co.uk	<u>Digital Nomad Lifestyle Calling? The Cities People Want to Move to the Most Revealed</u>	UK/Ireland	12,695,513
11/13/2024	loveexploring.com	<u>The Most Beautiful and Remote Piece of Wilderness in Every US State</u>	UK/Ireland	71,643
11/17/2024	luxuryescapes.com	<u>Your Ultimate Vegan Guide to Culinary Capitals</u>	Australia	2,000,000
11/21/2023	mainichi.jp	<u>A Japanese Garden Where Seeds of Peace are Planted. Founded in Portland, USA in 1963, a Gardener Training Program. Harmony With Nature. Alleviating Post-War Hatred</u>	Japan	32,000,000
11/23/2023	gukjenews.com	<u>Top 5 Wine Travel Destinations Recommended By the U.S. Tourism Authority</u>	South Korea	2,000,000
11/24/2023	loveexploring.com	<u>The World's Most Beautiful Natural Wonders</u>	UK/Ireland	71,643
11/27/2023	reishonger.nl	<u>John Day Fossil Beds</u>	Netherlands	32,039

International Media Coverage Highlights - December 2023



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
12/1/2023	news.yahoo	<u>"Max" is still alive and well in the United States. Next-generation vehicles also have three diagonal stripes similar to the old "Dancer"</u>	Japan	22,472,227
12/1/2023	Snowrepublic.com	<u>Winter Sports in the United States? Read Our Tips Here!</u>	Netherlands	N/A
12/3/2024	nzherald.co	<u>USA airfares are falling: Top things to see and do in the US</u>	New Zealand	1,100,000
12/10/2023	travel2next.com	<u>20 Things To Do in Hood River</u>	Australia	25,0000
12/13/2023	qantas.com	<u>18 Surprisingly Affordable Cities to Add to Your Bucket List</u>	Australia	2,662,778
12/14/2024	independent.co.uk	<u>9 of the Best Road Trips in the USA</u>	UK/Ireland	50,862,340
12/23/2023	kenbiya.com	<u>What is Portland, Oregon, a Place That Tokyo Renovation Companies Come to See?</u>	Japan	N/A
12/29/2023	huffingtonpost.fr	<u>Portland Airport Offers 'Therapeutic Llamas' to Relax Passengers This Christmas</u>	France	16,920,000
12/29/2023	air-journal.fr	<u>Unusual: "Therapeutic Llamas" Deployed at Portland Airport</u>	France	1,550,000

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