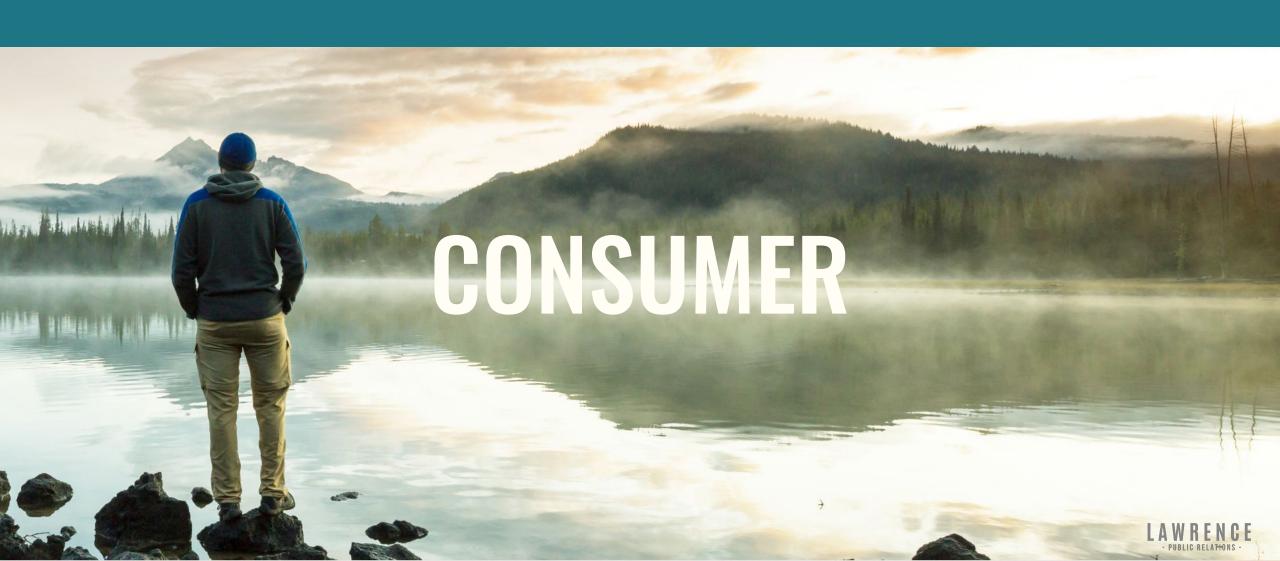


EARNED MEDIA COVERAGE REPORT

Q3 2024



LAWRENCE - PUBLIC RELATIONS -



Consumer Communications Overview



Travel Oregon has outlined a <u>2023-2025 Strategic Plan</u> in support of the <u>10-Year Strategic Vision</u>.

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 – Q3 2024



STORIES 71

IMPRESSIONS 1,971,940,998

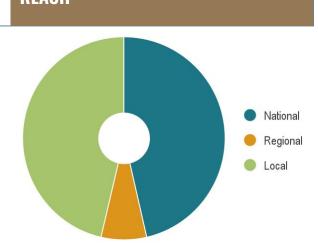
Willamette Valley

Eastern Oregon

Central Oregon
Southern Oregon

Mt Hood & Columbia River Gorge

Ashland Cannon Beach Dundee Hillsboro McMinnville Prineville **TOWNS** Astoria Carlton Eugene Hood River Medford Roseburg Baker City Columbia River Gorge Florence Independence Mt. Hood Salem Mosier Bend Coos Bay Government Joseph Seaside Sisters Klamath Falls Brookings Crater Lake Camp Newberg Canby Gresham Lincoln City Portland Terwilliger Depoe Bay **STORY TYPE** REGIONS REACH Oregon Coast Portland Metro



- PUBLIC RELATIONS -

Tillamook

Wallowa

Yachats

Oregon Feature Story

Roundup Inclusion/Brief

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

Featured Roundup

Mention

Warm SpringsWilsonville

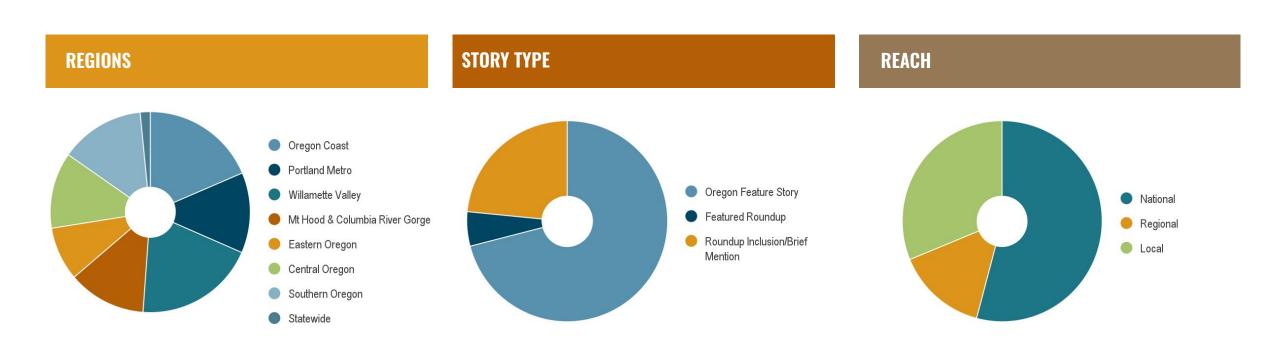
TRAVEL OREGON Q3 2024 REPORT

Consumer Media Coverage Recap — Fiscal YTD (July 2023-Present)



YTD STORIES 163

YTD IMPRESSIONS 3,485,699,346





Top 10 Consumer Coverage Highlights – Q3 2024



Forbes







BRIDES



OREGONLIVE



The New York Times







Chicago Tribune



TIMES COLONIST











Consumer Media Coverage Highlights - January 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE	DEIA
1/2/2024	<u>bloomberg.com</u>	Best Places to Travel in 2024	31,171,875	8	
1/5/2024	<u>forbes.com</u>	50 Best Places to Travel With Credit Card Rewards In 2024	73,844,154	7	
1/5/2024	Go Escape USA Today - Print	On Location	65,865,848	8	
1/20/2024	calgaryherald.com	In Summer, Find Sweet Surprises While Cruisin' the (Oregon) Coast	1,030,561	9	
1/20/2024	seattletimes.com	9 Cozy Pacific Northwest Staycations to Help You Enjoy Winter	6,123,843	9	
1/25/2024	pdxmonthly.com	12 Oregon Adventures to Get You Outdoors Every Month of the Year	304,910	8	
1/25/2024	centraloregondaily.com	Destination Oregon: Okta Restaurant Gets Food Fresh From its Own Farm	152,069	8	
1/28/2024	spokesman.com	Wineries, Hiking and Biking Trails Make for a Nice Weekend Getaway in Tualatin Valley	1,210,505	7	
1/30/2024	oregonlive.com	7 Oregon Valentine's Day Destinations for Romantic Escapes	5,138,920	9	
1/30/2024	pdxmonthly.com	What to Do in Oregon in February	304,910	9	



Consumer Media Coverage Highlights - February 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE	DEIA
2/12/2024	aaa.com	Cultured Cities: Explore Oregon and Idaho Through the Arts	10,158,973	8	
2/13/2024	yahoo.com	Watch: Truffle Dog Hunting	423,927,409	6	
2/14/2024	yahoo.com	The 8 Best Babymoon Destinations Across the World. According to a Travel Advisor	423,927,409	7	
2/14/2024	AARP Magazine	Pedaling the Rails	17,572,540	7	
2/14/2024	kgw.com	Oregon Turns 165 Years Old 7 Fun Facts You May Not Know About the Beaver State	1,770,224	7	
2/15/2024	aaa.com	Destination Cooking: Exploring the Pacific Northwest Through a Culinary Lens	10,158,973	8	
2/16/2024	pdxmonthly.com	Visit These 10 Oregon Oddities and Roadside Attractions	231,289	9	
2/28/2024	<u>brides.com</u>	The 50 Best Honeymoon Destinations in the World	7,365,872	8	
2/29/2024	goodhousekeeping.com	18 Romantic Weekend Getaways for Couples to Enjoy Together Time	36,525,939	8	
2/29/2024	forbes.com	Save The Dates For These Spectacular 2024 Oregon Flower Festivals	81,472,794	10	

*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 - March 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE	DEIA
3/4/2024	yahoo.com	Experience Crater Lake National Park Like Never Before with a Snowshoeing Tour	423,927,409	10	
3/7/2024	kgw.com	Students Try Snowshoeing For the First Time at Mount Hood	1,770,224	9	
3/10/2024	<u>yardbarker.com</u>	11 Most Scenic Pacific Northwest Road Trips	6,188,893	9	
3/13/2024	nytimes.com	5 Getaways That Reinvent Eco-Tourism	136,659,740	7	
3/15/2024	oregonlive.com	Where to Find Cherry Blossoms Around Oregon This Spring	5,184,119	10	
3/16/2024	timescolonist.com	Oregon: A Perfect Road Trip on 'The People's Coast'	778,625	9	
3/19/2024	<u>forbes.com</u>	Road Tripping From Portland To The Oregon Coast? This Is The Ideal Stop	81,472,794	10	
3/27/2024	chicagotribune.com	Hidden Glass Easter Eggs Add to the Beauty of Oregon's Wallowa County, a Muse for Artists and Outdoor Enthusiasts	6,528,188	9	
3/28/2024	kgw.com	Visiting Crater Lake National Park in the Wintertime? Pull Out Your Snowshoes	1,770,224	10	
3/31/2024	<u>cbsnews.com</u>	On the Hunt for Thundereggs	44,417,564	9	



LAWRENCE - PUBLIC RELATIONS -



Industry Communications Overview



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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, 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 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 – Q3 2024



STORIES 85

IMPRESSIONS 1,270,571,378

TOWNS

Adel Bend

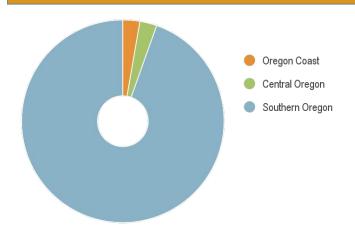
Hart

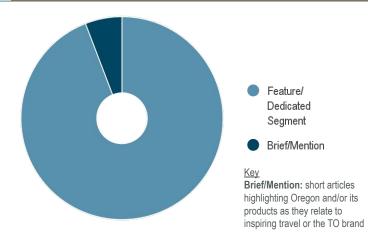
- Mountain
- Klamath Falls
- Lake Albert
- Lakeview
- Plush
- Prineville
- Summer Lake
- Sunriver

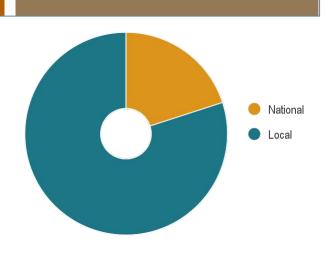
REGIONS

STORY TYPE









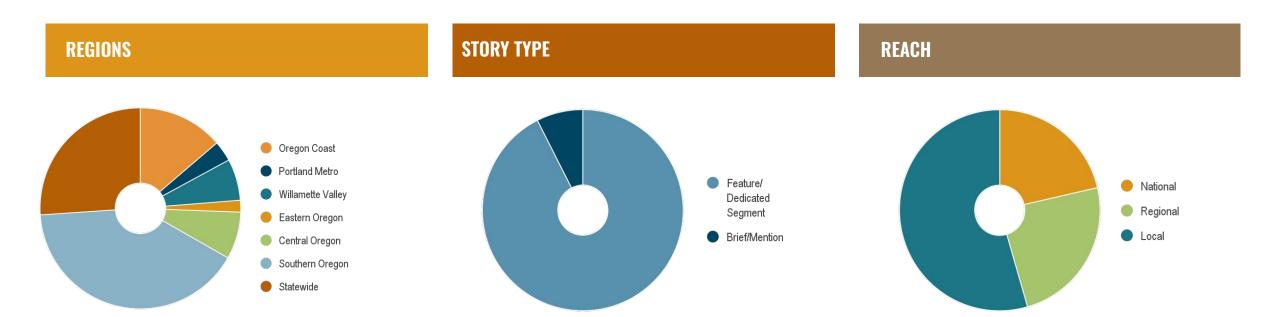


Industry Media Coverage Recap – Fiscal YTD (July 2023-Present)



YTD STORIES 162

YTD IMPRESSIONS 1,923,438,664





Top 10 Industry Coverage Highlights – Q3 2024

























Industry Media Coverage Highlights - January 2024



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
1/10/2024	northbaybusinessjournal.com	Wheel the World Launches Program to Accelerate. Promote Accessibility	0	3
1/11/2024	<u>rv-times.com</u>	Outdoors Notebook: Adaptive Skiing, Special Needs Ice Skating and More	1	5
1/11/2024	dailyastorian.com	<u>Visitors Association Urges Residents to Complete Tourism Survey</u>	1	5
1/15/2024	woodburnindependent.com	Take the Travel Oregon Survey on Tourism	1	6
1/16/2024	bendsource.com	Take Travel Oregon Survey For Chance To Win Amazon Gift Cards	1	5
1/18/2024	newportnewstimes.com	Oregon Resident Sentiment Survey: Responses Needed from the Oregon Coast	2	6
1/24/2023	wlox.com	Answering Travel Oregon Survey Could Win You \$1,000	2	9
1/25/2024	Youtube: KPTV Fox 12 Oregon / @fox12oregon	Answering Travel Oregon Survey Could Win You \$1,000	2	9
1/27/2024	nrtoday.com	Survey Open for Travel Experiences in Oregon	0	4
1/29/2024	kcfmradio.com	Cleanup Continues; Crash Investigation; Winter Musical Festival; Travel Oregon Survey	0	3



Industry Media Coverage Highlights - March 2024



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
3/11/2024	KPTV - 12 p.m.	Southern Oregon Has Been Designated the World's Largest Dark Sky Sanctuary	2	10
3/11/2024	oregonlive.com	Oregon Outback is Now the Largest Dark Sky Sanctuary in the World	2	9
3/12/2024	msn.com	The U.S. Is Now Home to the World's Largest Dark Sky Sanctuary	2	9
3/12/2024	<u>yahoo.com</u>	'A Starry Refuge': Oregon Outback Named World's Largest Dark Sky Sanctuary	2	9
3/12/2024	thrillist.com	The U.S. Is Now Home to the World's Largest Dark Sky Sanctuary	2	10
3/15/2024	theguardian.com	Stargazer's Paradise: Oregon Area Named World's Largest Dark Sky Sanctuary	2	8
3/15/2024	<u>yahoo.com</u>	'A Starry Refuge': Oregon Outback Named World's Largest Dark Sky Sanctuary	2	10
3/19/2024	timeout.com	The U.S. Now Has the World's Largest Dark Sky Sanctuary	2	8
3/21/2024	smithsonianmag.com	Oregon Is Now Home to the World's Largest Dark Sky Sanctuary	2	9
3/26/2024	<u>forbes.com</u>	Oregon Now Boasts The World's Largest International Dark Sky Sanctuary, With Plans To Expand	2	9



LAWRENCE - PUBLIC RELATIONS -



International Communications Overview



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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 Q2 (Jan-March) 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 – Q3 2024



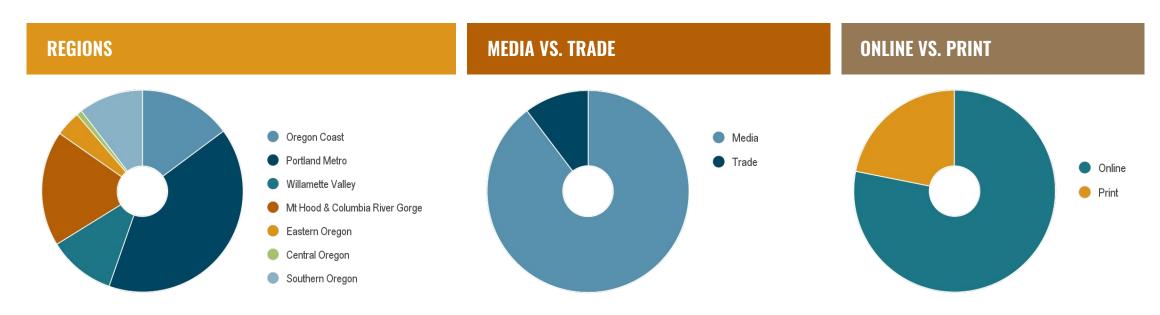
STORIES 238

IMPRESSIONS 954,633,193

MARKETS

- United Kingdom & Ireland
- Japan

- Canada
- South Korea
- Australia
- New Zealand

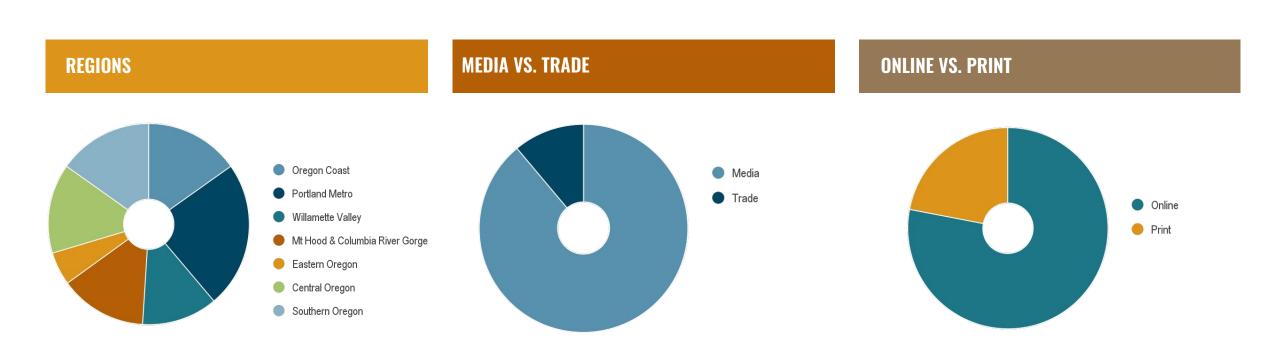


International Media Coverage Recap — Fiscal YTD (July 2023-Present)



YTD STORIES 373

YTD IMPRESSIONS 1,471,644,842





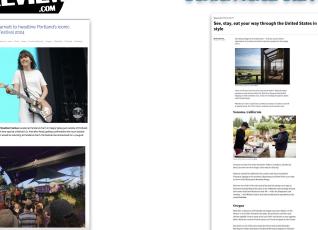
Top 10 International Coverage Highlights – Q3 2024





























DiscoveryNews



International Media Coverage Highlights - January 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
1/3/2024	<u>vacationstravel.com</u>	The Top Travel Trends for 2024	Australia	38,728
1/4/2024	<u>canadiangeographic.ca</u>	Chasing Storms and Shipwrecks on the Oregon Coast	Canada	120,593
1/4/2024	thetimes.co/uk	89 of The Best Holiday Destinations for 2024: a Month-by-Month Guide	United Kingdom	14,508,976
1/9/2024	nzherald.com	New Travel and Tourism Trends: The Rise of Open-Water Swimming Tours	New Zealand	6,270,711
1/16/2024	thetravel.com	7 Major Tourist Destinations To See In A Two-Week West Coast Road Trip (& How To Do It)	Canada	2,090,506
1/16/2024	<u>yahoo.com</u>	People Are Sharing The Secondary Cities And Small Towns In The US That Travelers Often Overlook	United Kingdom	427,922,376
1/17/2024	lonelyplanet.com	Best Beaches in the USA? Here's Our Top 12 for 2024	United Kingdom	4,957,700
1/18/2024	loveexploring.com	The Most Beautiful State Park in Every US State	United Kingdom	82,135
1/21/2024	vancouversun.com	Find Sweet Surprises While Cruisin' the (Oregon) Coast	Canada	1,774,762
1/26/2024	thetravel.com	10 Amtrak Trips Where You Won't Need A Car To Get Around	Canada	2,090,506



International Media Coverage Highlights - February 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
2/1/2024	Ski Canada Magazine - Print	April in Oregon	Canada	100,000
2/7/2024	<u>beergirl.net</u>	[I went to] What kind of place is "Portland", Where You Can Travel and Live There? Introducing Recommended Spots and Airlines!	Japan	N/A
2/8/2024	traveldaily.com	Window Seat	Australia	35,000
2/14/2024	golf365.com	Why Bandon Dunes is a Must Visit Golfing Mecca in Oregon	United Kingdom	30,478
2/16/2024	telegraph.com	Five Overlooked Corners of the US to Visit in 2024	United Kingdom	28,665,740
2/17/2024	thecanberratimes.com	New Ways to Go Against the Flow	Australia	1,183,154
2/17/2024	nationalgeographic.com	Off-Grid Adventures: Explore the National Parks of the Pacific Northwest	United Kingdom	8,899,739
2/18/2024	<u>yahoo.com</u>	Luxury Hotels are Actually Heritage Buildings on a Trip to Portland, U.S. Enjoy History	Japan	427,922,376
2/21/2024	ardaudiothek.de	#23 Oregon (1/2) - On the Trail of Lewis & Clark, the Extinct Sea Otters and the Sandboard Surfers	Germany	1,178,344
2/24/2024	thetravel.com	10 Hiking Capitals Of America	Canada	2,090,506



International Media Coverage Highlights - March 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
3/7/2024	thetravel.com	10 Sunny US Beach Destinations For Less Than \$1,000 A Week	Australia	2,090,506
3/12/2024	elle.com/uk	ELLE Adventures To Oregon	United Kingdom	33,876,637
3/13/2024	elle.de	Elle Travel Adventure: Oregon is a Real Insider Tip!	Germany	1,626,245
3/14/2024	luxurylifestylemag.com	All You Need To Know About Living And Investing In The USA	United Kingdom	86,763
3/14/2024	wanderlust.com	The World's Largest Dark Sky Sanctuary is Designated in the Oregon Outback	United Kingdom	279,972
3/15/2024	planetware.com	Driving the Mount Hood Scenic Byway: The Best of the Pacific Northwest	Canada	1,689,806
3/15/2024	tourexpi.com	Lake County in Oregon is the Largest Light Protection Area in the World	Germany	4,125
3/20/2024	theindependent.com	The 10 Best Beaches in the US to Visit Right Now	United Kingdom	1,113,412
3/25/2024	<u>brisbanetimes.com</u>	Ten Great Destinations That Want More Tourists (and Five That Don't)	Australia	923,176
3/30/2024	<u>yahoo.com</u>	What It Was Like To Eat At The First Pancake House (Not IHOP)	Canada	427,922,376



LAWRENCE - PUBLIC RELATIONS -

