

**LAWRENCE**  
- PUBLIC RELATIONS -

# EARNED MEDIA COVERAGE REPORT

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Q4 + Fiscal Year-End Report

**TRAVEL**



**OREGON**

# Consumer, Industry and 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. Priority strategies for consumer, industry and 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.
- Improve perception of the value of tourism and increase advocacy among industry workforce, residents and policymakers.
- Provide resources and assistance to tourism-related businesses, organizations and communities that are experiencing, or have experienced, crises (e.g., wildfires, drought, global pandemic).
- 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 report highlights earned media coverage placed in Q4 (April-June) and our year-end results using the Strategic Plan and 10-Year Strategic Vision as a roadmap for quality, on-message and positive placements in target markets and publications.

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**CONSUMER**

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# Consumer Earned Media Coverage Recap – Q4 2024



**STORIES 45**

**IMPRESSIONS 475,955,639**

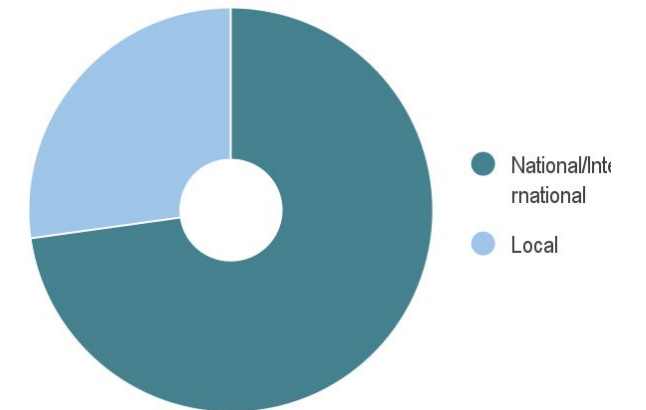
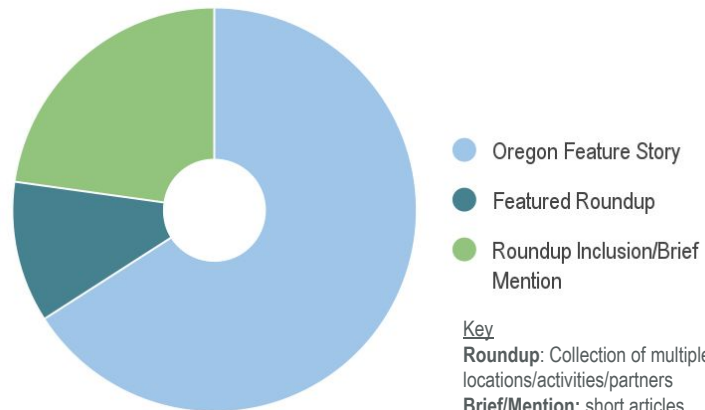
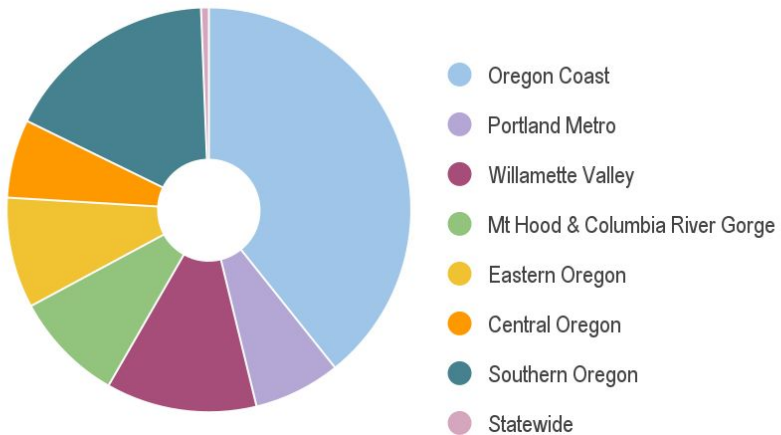
**DEIA STORIES 2**

| TOWNS  |   |  |   |   |  |   |  |
|--|---|--|---|---|--|---|--|
| <ul style="list-style-type: none"> <li>Ashland</li> <li>Astoria</li> <li>Baker City</li> <li>Bend</li> <li>Brookings</li> <li>Canby</li> </ul> | <ul style="list-style-type: none"> <li>Cannon Beach</li> <li>Carlton</li> <li>Columbia River Gorge</li> <li>Coos Bay</li> <li>Crater Lake</li> <li>Depoe Bay</li> </ul> | <ul style="list-style-type: none"> <li>Dundee</li> <li>Eugene</li> <li>Florence</li> <li>Forest Grove</li> <li>Garibaldi</li> <li>Grants Pass</li> </ul> | <ul style="list-style-type: none"> <li>Hood River</li> <li>Klamath Falls</li> <li>Lincoln City</li> <li>McMinnville</li> <li>Medford</li> <li>Mt. Hood</li> </ul> | <ul style="list-style-type: none"> <li>Newberg</li> <li>Pacific City</li> <li>Portland</li> <li>Rockaway</li> <li>Salem</li> <li>Seaside</li> </ul> | <ul style="list-style-type: none"> <li>Sisters</li> <li>Tillamook</li> <li>Umpqua</li> <li>Wallowa</li> <li>Warm Springs</li> <li>Warrenton</li> </ul> | <ul style="list-style-type: none"> <li>Winchester Bay</li> <li>Yachats</li> </ul> |  |

**REGIONS**

**STORY TYPE**

**REACH**



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



# Consumer Earned Media Coverage – Year-End Results 23-24

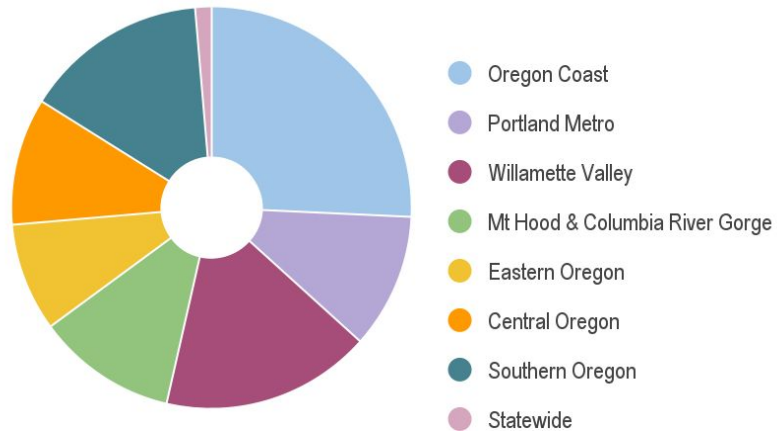


YTD STORIES 208

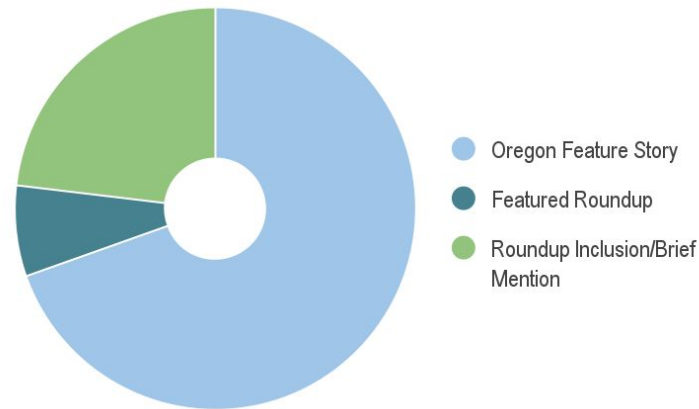
YTD IMPRESSIONS 3,961,654,985

DEIA STORIES 27

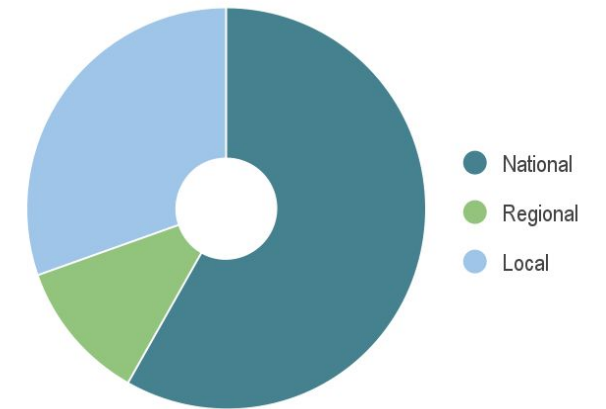
## REGIONS



## STORY TYPE



## REACH



# Top 10 Consumer Coverage Highlights – Q4 2024



## Skip the parks! 10 best national monuments for spectacular views

Avoid the crowds and learn about federally preserved land  
By Jean Chen Smith  
APRIL 9, 2024  
— Our editors and readers independently select what you see on *zillow*. When you buy through a link on our site, we may earn an affiliate commission.

### John Day Fossil Beds National Monument - Kimberly, Oregon



Breathtaking scenery at every turn at John Day Fossil Beds National Monument — Photo courtesy of Travel Oregon

At the **John Day Fossil Beds National Monument**, fossils from over 50 million years ago show the evolutionary process of climate change, animals, and plant life. The park covers over 14,000 acres in three geographically diverse units: Sheep Rock Unit, Painted Hills Unit, and Clarno Unit. The great thing about John Day is that you don't have to do a ton of hiking to reap the rewards of splendid rock formations and captivating landscapes.



## 15 Elopement Destinations We Love

By Erin Gilroy  
From sandy beaches and mountains to lakes and towering forests, here's where to say "I do."



**Portland, Oregon**  
You don't need to escape to a sandy beach or the mountains for a picture-perfect elopement. In fact, urban locales, like **Portland, Oregon**, wow with stunning backdrops, like the Leach Botanical Garden and Cathedral Park, which is located underneath the dramatic columns of the St. Johns Bridge. "Stunning city parks and a massive forest within city limits make it so easy to elope in nature," said Katy Weaver, a **Portland-based wedding photographer**. In town, the "City of Roses" shines with a vibrant culinary scene, a serious craft beer game and an inclusivity that makes Portland welcoming for all couples.



## Reserve a Spot at These Stunning U.S. State Park Campgrounds Before It's Too Late

These state park campsites rival the beauty of U.S. national parks.



**Harris Beach State Park, Oregon**  
• **Book a campsite:** Harris Beach State Park  
You can't go wrong with Oregon's almost 300 state parks. Cruising on the OR, you might start to feel one beckon to you every few minutes, but consider pulling over at **Harris Beach State Park** in Brookings for a night or two. Here you'll find white-sand beaches, a rustic sea stack by the southern coast that they dubs Fairy andromatic waves characteristic of the West Coast. In the winter and spring, you can even spot whales as the gray whales migrate. Head three miles north, and you can hike part of the **Oregon Coast Trail** at the coastline. Hugging **Samuel H. Boardman State Scenic Corridor**.



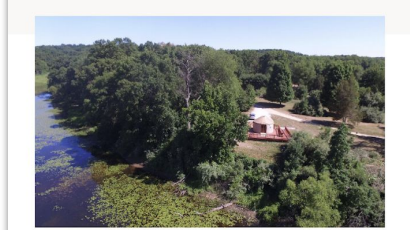
## 5 road trips through Oregon's amazing landscapes



Which road trip is for you? Oregon's diverse landscapes offer a wealth of options. From the coast to the mountains, there's something for everyone. Discover the best routes for scenic drives, wine country, and more. **Oregon wine country**



## 7 Yurt Camping Spots in Oregon



Yurts, the circular tent-like structures used by nomadic cultures for centuries, were once quickly abandoned. Now, they're being used in various parks or thick fabric for protection from the elements. These days, they're a much more permanent part of the landscape. Oregon's Yurt Campsites are a unique experience across the U.S., especially in Oregon. Campsites with yurts along Oregon's lakeshores, in vineyards and forests, near **State Parks** and in many of its 255 state parks. Many **Yurt Campsites** are often equipped with heating, electricity and beds, and you can take the edge off by enjoying a well-earned rest. The Oregon Parks and Recreation Department maintains two types of yurt camps and offers. An especially popular feature, the yurt camps are more simple, they don't have electric hookups, electric or propane barbecue grills, refrigerators, or microwaves.



# Consumer Earned Media Coverage Highlights - April 2024



| DATE      | PUBLICATION   | HEADLINE  | CIRCULATION | *STORY SCORE |
|-----------|---|---|-------------|--------------|
| 4/1/2024  | <a href="#">Chicago Tribune Travel + Life - Print</a> | <a href="#">Hunting Season</a>  | 6,528,188   | 5            |
| 4/3/2024  | <a href="#">usatoday.com</a>                          | <a href="#">Eat Lunch with Llamas: 10 Outdoor Culinary Adventures for Every Foodie</a>        | 71,467,006  | 8            |
| 4/8/2024  | <a href="#">hgtv.com</a>                              | <a href="#">15 Elopement Destinations We Love</a>   | 5,690,272   | 8            |
| 4/9/2024  | <a href="#">afar.com</a>                              | <a href="#">5 Beautiful Multi-Day Hiking Adventures in the United States—No Tent Required</a> | 1,437,120   | 7            |
| 4/9/2024  | <a href="#">usatoday.com</a>                          | <a href="#">Skip The Parks! 10 Best National Monuments for Spectacular Views</a>              | 71,467,006  | 8            |
| 4/17/2024 | <a href="#">lonelyplanet.com</a>                      | <a href="#">Portland and Beyond: 8 of the Best Places to Visit in Oregon</a>                  | 4,957,700   | 10           |
| 4/18/2024 | <a href="#">pdxmonthly.com</a>                        | <a href="#">Hidden Gems Among Oregon's State Parks</a>  | 227,517     | 8            |
| 4/20/2024 | <a href="#">timeout.com</a>                           | <a href="#">The 10 Best State Parks in the U.S.</a>   | 18,891,051  | 7            |
| 4/22/2024 | <a href="#">oregonlive.com</a>                        | <a href="#">Meteor Showers are Back to Dazzle Oregon Skywatchers</a>                          | 5,138,920   | 10           |
| 4/28/2024 | <a href="#">lonelyplanet.com</a>                      | <a href="#">5 Road Trips Through Oregon's Amazing Landscapes</a>                              | 4,957,700   | 10           |

# Consumer Earned Media Coverage Highlights - May 2024



| DATE      | PUBLICATION   | HEADLINE   | CIRCULATION | *STORY SCORE |
|-----------|---|--|-------------|--------------|
| 5/3/2024  | <a href="https://www.hgtv.com">hgtv.com</a>                 | <a href="#">Best Dog-Friendly Beaches</a>  | 5,690,272   | 7            |
| 5/8/2024  | <a href="https://www.afar.com">afar.com</a>                 | <a href="#">An Outdoor Lover's Road Trip on the Oregon Coast</a>                       | 1,437,120   | 10           |
| 5/15/2024 | <a href="https://www.oregonlive.com">oregonlive.com</a>     | <a href="#">Oregon Coast Spot Named One of the 10 Best State Parks in the U.S.</a>     | 5,138,920   | 9            |
| 5/16/2024 | <a href="https://www.latimes.com">latimes.com</a>           | <a href="#">The 101 Best West Coast Experiences</a>                                    | 33,695,806  | 8            |
| 5/16/2024 | <a href="https://www.aarp.com">aarp.com</a>                 | <a href="#">7 Yurt Camping Spots in Oregon</a>   | 22,837,929  | 10           |
| 5/16/2024 | <a href="https://www.seattletimes.com">seattletimes.com</a> | <a href="#">PNW Coast Park Named One of the 10 Best State Parks</a>                    | 6,165,873   | 9            |
| 5/17/2024 | <a href="#">TODAY - 9 a.m.</a>                              | <a href="#">Solo Travel Destinations - Portland</a>                                    | 30,350,883  | 8            |
| 5/17/2024 | <a href="https://www.nbc.com/today">nbc.com/today</a>       | <a href="#">Best Solo Travel Destinations to Visit in 2024: Portland, Dallas, More</a> | 30,350,883  | 8            |
| 5/21/2024 | <a href="https://www.oregonlive.com">oregonlive.com</a>     | <a href="#">Portland Named a Top Solo Travel Destination on the 'Today' Show</a>       | 5,138,920   | 10           |
| 5/27/2024 | <a href="https://www.thetravel.com">thetravel.com</a>       | <a href="#">Forget The 7 Wonders Of The World. Check Out 7 Wonders Of Oregon</a>       | 2,090,506   | 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 Earned Media Coverage Highlights - June 2024



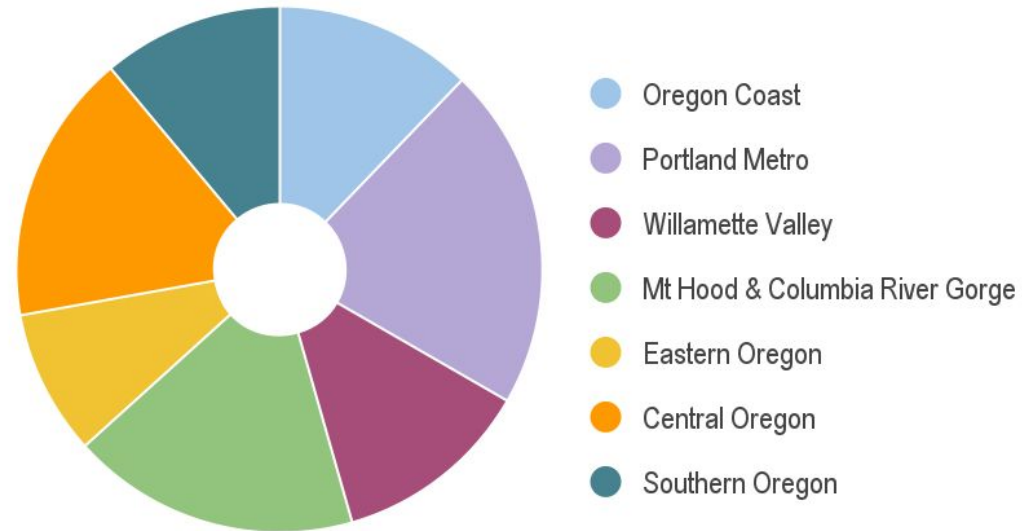
| DATE      | PUBLICATION   | HEADLINE   | CIRCULATION | STORY SCORE |
|-----------|---|--|-------------|-------------|
| 6/6/2024  | <a href="https://www.usatoday.com">usatoday.com</a>                     | <a href="#">10 Father's Day Ideas, From the Best Golf Courses to Beer Spots and More</a> | 80,347,851  | 6           |
| 6/13/2024 | KGW   | <a href="#">Foraging for Seaweed at The Coast</a>  | 1,528,642   | 9           |
| 6/14/2024 | <a href="https://www.matadornetwork.com">matadornetwork.com</a>         | <a href="#">24 Adventures for Your 2024 Summer Calendar</a>                              | 1,019,706   | 7           |
| 6/20/2024 | <a href="https://www.centraloregondaily.com">centraloregondaily.com</a> | <a href="#">This is the Go-To Place for Breakfast in Ashland, Oregon</a>                 | 279,896     | 8           |
| 6/21/2024 | <a href="https://www.gaycities.com">gaycities.com</a>                   | <a href="#">The Comprehensive LGBTQ+ Guide to Bend, Oregon</a>                           | 242,890     | 8           |
| 6/23/2024 | <a href="#">VIA - July/August - Print</a>                               | <a href="#">See the Stars in the Darkest Skies of the World</a>                          | 8,000,000   | 8           |



TOTAL MEDIA 52

DEIA MEDIA 10

## Press Trips Per Region





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# INDUSTRY



# Industry Earned Media Coverage Recap – Q4 2024



**STORIES 34**

**IMPRESSIONS 1,020,718,612**

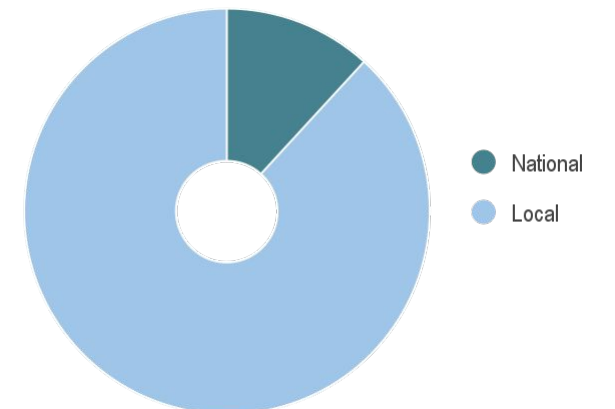
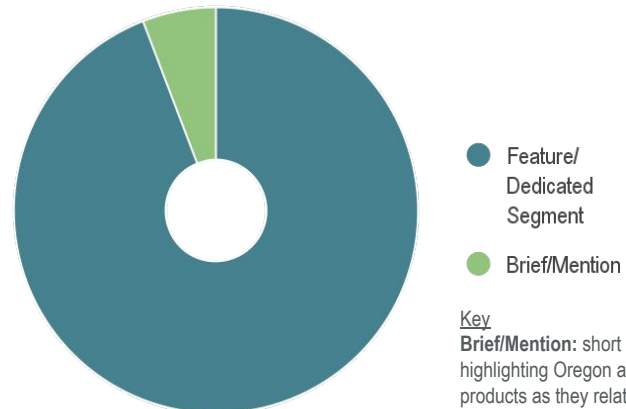
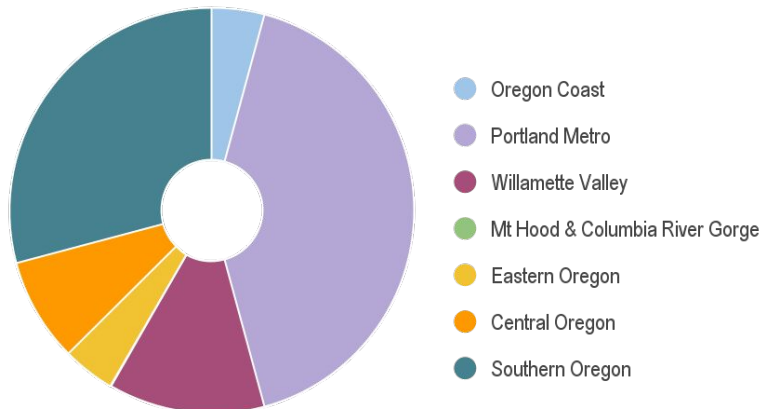
## TOWNS

- Adel
- Bend
- Crater Lake
- Eugene
- Hart Mountain
- Lake Albert
- Lake Harney
- Lakeview
- Newberg
- Plush
- Portland
- Prineville
- Seaside
- Summer Lake
- Sunriver

## REGIONS

## STORY TYPE

## REACH



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

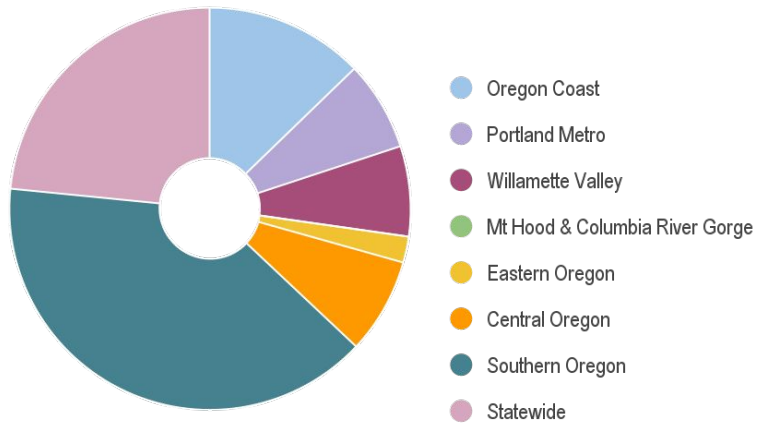
# Industry Earned Media Coverage – Year-End Results 23-24



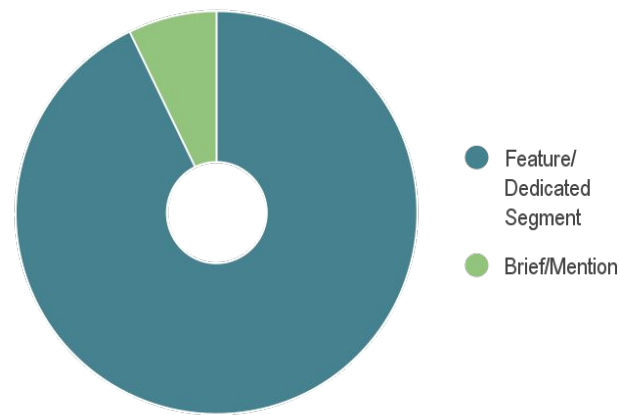
YTD STORIES 195

YTD IMPRESSIONS 2,944,157,276

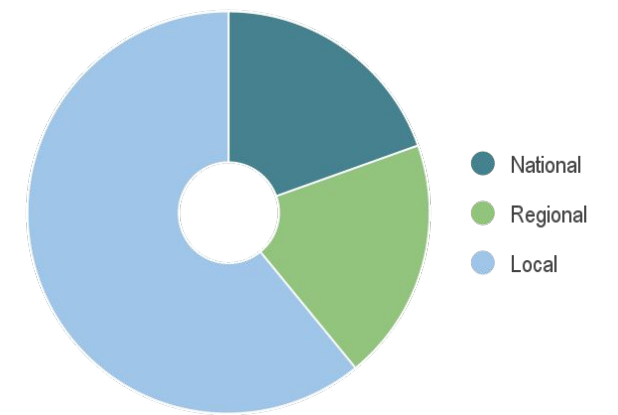
## REGIONS



## STORY TYPE



## REACH




# Top 10 Industry Coverage Highlights – Q4 2024



### The world's largest 'dark sky sanctuary' is now in Oregon

**DHU**  
By [Katie Hays](#)

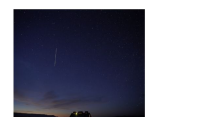


A section of southwestern Oregon is now home to the largest 'dark sky sanctuary' in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### How to explore Oregon's massive new Dark Sky Sanctuary

**OREGONLIVE**  
By [Katie Hays](#)

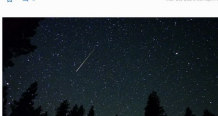


Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### Oregon Now Boasts 'The World's Largest International Dark Sky Sanctuary, With Plans To Expand

**Forbes**  
By [Jeff Kuntz](#)




Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### Oregon Is Now Home to the World's Largest Dark Sky Sanctuary

**Smithsonian Magazine**  
By [Katie Hays](#)




Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### The U.S. now has the world's largest dark sky sanctuary

**TimeOut**  
By [Katie Hays](#)




Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### The U.S. Is Now Home to the World's Largest Dark Sky Sanctuary

**msn**  
By [Katie Hays](#)




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### Stargazer's paradise: Oregon Outback named world's largest dark sky sanctuary

**yahoo!news**  
By [Katie Hays](#)




Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### Stargazer's paradise: Oregon area named world's largest dark sky sanctuary

**The Guardian**  
By [Katie Hays](#)




Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### The U.S. Is Now Home to the World's Largest Dark Sky Sanctuary

**thrillist**  
By [Katie Hays](#)




Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



### The World's Largest Dark Sky Sanctuary Is Right Here in the United States

**AFAR**  
By [Katie Hays](#)



Oregon is now home to the largest Dark Sky Sanctuary in the world. The expansive 2.5 million-acre Oatfield County area is now protected from light pollution. The Oregon Outback International Dark Sky Sanctuary covers 2.5 million acres in the southeastern part of the state. The sanctuary is expected to encompass more than 14.4 million acres. Long story short, the designation is the result of impassioned officials and individuals who took steps to curb artificial light pollution and preserve the starry skies.



# Industry Earned Media Coverage Highlights - April 2024



| DATE      | PUBLICATION   | HEADLINE   | TO MESSAGE | STORY SCORE |
|-----------|---|--|------------|-------------|
| 4/2/2024  | <a href="https://www.usatoday.com">usatoday.com</a>                 | <a href="#">These 10 Dreamy Dark Sky Parks and Places Will Leave You Starry-Eyed</a>           | 2          | 10          |
| 4/2/2024  | <a href="https://www.oregonlive.com">oregonlive.com</a>             | <a href="#">It's Dark Sky Week. This Year, Oregon Has More Reasons (and ways) to Celebrate</a> | 2          | 10          |
| 4/2/2024  | <a href="https://www.statesmanjournal.com">statesmanjournal.com</a> | <a href="#">Crack in the Ground: Hike Into One of Oregon's Most Unique Geologic Wonders</a>    | 1          | 9           |
| 4/2/2024  | <a href="https://www.hereisoregon.com">hereisoregon.com</a>         | <a href="#">It's Dark Sky Week. This Year, Oregon Has More Reasons (and ways) to Celebrate</a> | 2          | 10          |
| 4/2/2024  | <a href="#">Instagram: The Oregonian / @theoregonian</a>            | <a href="#">Here's How to Celebrate Dark Sky Week in Oregon</a>                                | 1          | 6           |
| 4/4/2024  | <a href="https://www.kdrv.com">kdrv.com</a>                         | <a href="#">Lake County Celebrates Dark Sky Week</a>   | 2          | 9           |
| 4/26/2024 | <a href="https://www.pdxmonthly.com">pdxmonthly.com</a>             | <a href="#">Southeastern Oregon Is Now Home to the World's Largest 'Dark Sky Sanctuary</a>     | 2          | 10          |

# Industry Earned Media Coverage Highlights - May 2024



| DATE      | PUBLICATION  | HEADLINE   | TO MESSAGE | STORY SCORE |
|-----------|--|--|------------|-------------|
| 5/20/2024 | <a href="#">KPTV - 6 a.m., 8 a.m., 9 a.m., 12 p.m., 4 p.m., 5 p.m.</a> | <a href="#">Tourism Industry Recovers to Pre-Pandemic Industry</a>   | 2          | 10          |
| 5/20/2024 | <a href="#">KATU</a>   | <a href="#">Oregon Tourism Back to Pre-Pandemic Levels</a>   | 2          | 10          |
| 5/20/2024 | <a href="#">KGW</a>  | <a href="#">Oregon Tourism Rebounds to Pre-Pandemic Levels</a>   | 2          | 10          |
| 5/20/2024 | <a href="#">KVAL</a>   | <a href="#">Oregon Tourism is Returning</a>  | 2          | 9           |
| 5/20/2024 | <a href="#">hereisoregon.com</a>                                       | <a href="#">Travel Oregon Celebrates National Travel &amp; Tourism Week by Announcing More Than \$14 Billion in Visitor Spending in 2023</a> | 2          | 9           |
| 5/20/2024 | <a href="#">kptv.com</a>   | <a href="#">Oregon Tourism Industry Recovers to Pre-Pandemic Levels</a>  | 2          | 8           |
| 5/22/2024 | <a href="#">koin.com</a>   | <a href="#">Oregon Saw Record-High \$14 Billion in Travel Spending in 2023, Report Shows</a>   | 2          | 8           |
| 5/22/2024 | <a href="#">yahoo.com</a>  | <a href="#">Oregon Saw Record-High \$14 Billion in Travel Spending in 2023, Report Shows</a>   | 2          | 8           |
| 5/24/2024 | <a href="#">bizjournals.com</a>  | <a href="#">Oregon Tourism Comeback: 'There is No Portland Without the Culinary Scene'</a>   | 2          | 10          |
| 5/28/2024 | <a href="#">bizjournals.com</a>  | <a href="#">The Oregon Tourism Economy: Inside the Comeback of a Signature Industry</a>  | 2          | 9           |

\*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 Earned Media Coverage Highlights - June 2024



| DATE     | PUBLICATION                                   | HEADLINE   | TO MESSAGE | STORY SCORE |
|----------|---|--|------------|-------------|
| 6/9/2024 | <a href="https://www.koin.com">koin.com</a>   | <a href="#">Travel Oregon CEO Todd Davidson on Oregon's Tourism Comeback</a> | 2          | 9           |
| 6/9/2024 | <a href="https://www.yahoo.com">yahoo.com</a> | <a href="#">Travel Oregon CEO Todd Davidson on Oregon's Tourism Comeback</a> | 2          | 9           |

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**INTERNATIONAL**

**LAWRENCE**  
- PUBLIC RELATIONS -



# International Earned Media Coverage Recap – Q4 2024



**STORIES 225**

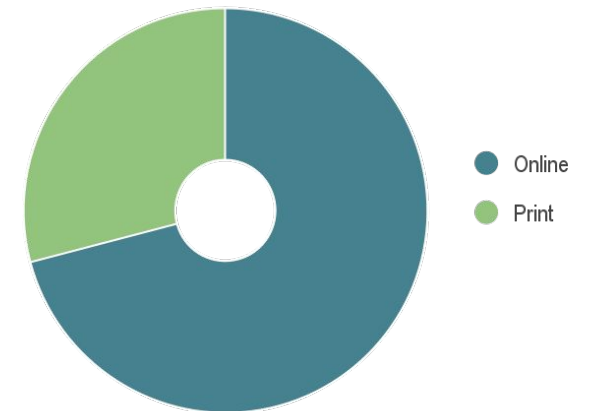
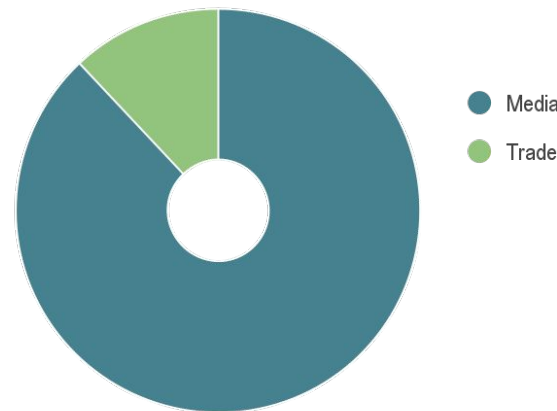
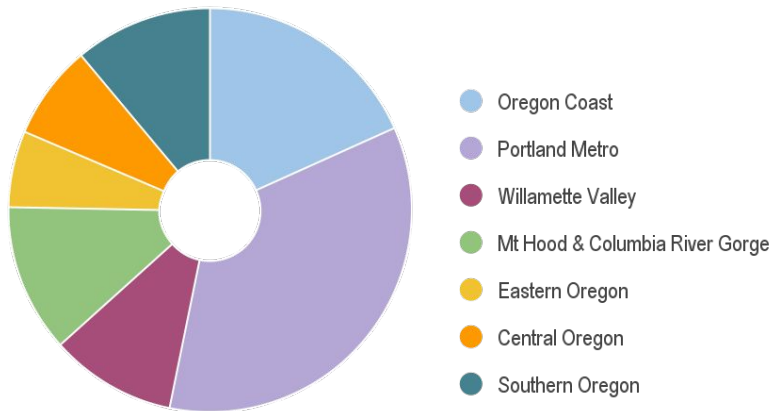
**IMPRESSIONS 1,415,954,192**

| MARKETS  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Austria</li><li>• United Kingdom</li><li>• Japan</li><li>• Germany</li></ul> | <ul style="list-style-type: none"><li>• Canada</li><li>• South Korea</li><li>• Australia</li><li>• New Zealand</li><li>• Switzerland</li></ul> |

**REGIONS**

**MEDIA VS. TRADE**

**ONLINE VS. PRINT**





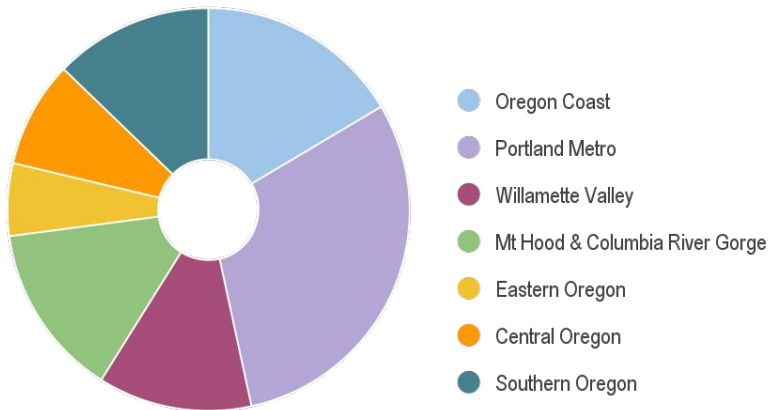
# International Earned Media Coverage – Year-End Results 23-24



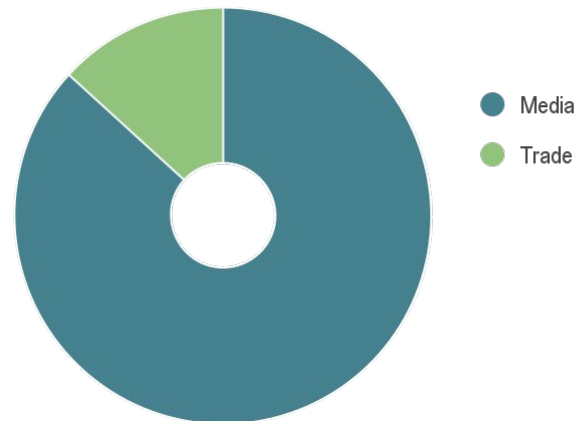
YTD STORIES 811

YTD IMPRESSIONS 4,303,553,226

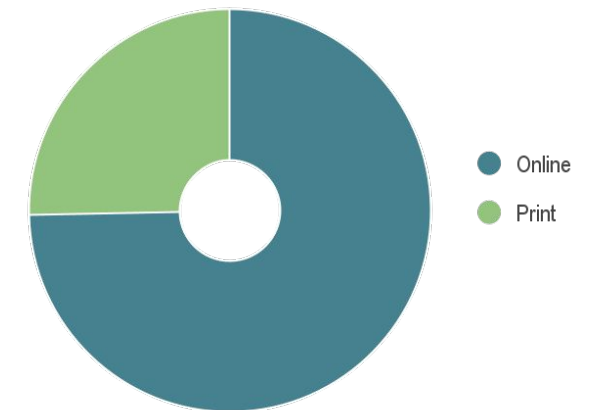
## REGIONS



## MEDIA VS. TRADE



## ONLINE VS. PRINT



# Top 10 International Coverage Highlights – Q4 2024



**THE TRAVEL**

**Forget The 7 Wonders Of The World, Check Out 7 Wonders Of Oregon**

**Crater Lake National Park**  
America's deepest lake, miles of trails, and unmatched views

## GEO

**Visiting American parks beyond the great classics**

L'année dernière, 297,4 millions de visiteurs ont été enregistrés dans les 423 sites concernés, soit 60 millions de plus qu'en 2020.

## Almelo's Weekblad



### A tour along the west coast of America: from Seattle to San Diego

April 26, 2024, 4:43 PM

The West Coast America tour is an unforgettable experience that takes travelers from Seattle to San Diego along one of the most diverse coastlines in the world. This route is beautiful for nature lovers and adventurers. In the north, Seattle is the ideal starting point for trips to the surrounding nature reserves, such as Olympic National Park, where you can hike through vast rainforests and along beautiful coastlines.

Continue your journey to Oregon and enjoy the views in the Columbia River Gorge. Activities such as kayaking, windsurfing and fishing are popular here. A visit to Crater Lake National Park, home to the deepest lake in America, is a must, with opportunities for various water sports.

In California, you can enjoy a combination of beaches and mountains. In the north, locations such as Yosemite National Park attract climbers and hikers from all over the world. Surfers can head to the coasts of Malibu and Santa Cruz, while the pristine beaches and hidden coves near San Diego are perfect for snorkeling and kayaking.

Quiet and remote places on the west coast of America

There are plenty of lesser-known locations to explore along your West Coast route, including Sequoia and Kings Canyon National Parks, home to some of the oldest and largest trees in the world. For those looking to avoid the crowds, California's Lost Coast offers secluded beaches and the chance to hike in complete tranquility.

Pink River National Seashore is another hidden gem, where you can observe elephant seals and various bird species along the coast. This region is also fantastic for photography enthusiasts, with historic lighthouses and rugged cliffs.

## AMERIKA Plus

### Meet Cannon Beach, a gem on the Oregon coast



Cannon Beach is a charming coastal town in Oregon, known for its breathtaking scenery and picturesque atmosphere. This picturesque town attracts thousands of visitors each year with its unique blend of natural beauty, artistic flair, and laid-back ambiance.

→ Also read: Astoria, Oregon is the perfect day trip destination



This is Cannon Beach

Cannon Beach is a small town on the northern coast of Oregon, named after a cannon that washed up on the beach in the 1800s.

## 婦人公論.jp

Ichige Yoshie: "I went on a trip to Oregon with my 90-year-old mother who uses a wheelchair. My mother had lost her voice, but in Oregon her expression changed to become lively and she looked like a different person."

Enjoying things is stimulating (Part 2)  
Yoshie Ichige



Enjoying the magnificent nature of Oregon with my mother in her 90s. In the rose garden in Astoria in 2019 (Photo by Ichige)

**KURER** freizeit.live  
Erleben, was dir guttut

**On the trail of mysterious natural phenomena around the world**

Amazingly impressive and fantastic, mysterious natural phenomena from glowing mushrooms to colorful rocks and geysers. An adventure trip in pursuit of the most beautiful natural locations.

**Oregon's dark scary yucca is a hotspot for stargazers**. Because, according to *Fortify* International, light pollution is increasing twice as fast as population growth – around 83 percent of the world's population lives under a light-polluted sky – nature-loving Oregonians have developed sustainable lighting concepts and declared the country's largest dark sky sanctuary in the world. The two-and-a-half-million hectare landscape conservation area in southern Oregon has been named a "Dark Sky Sanctuary."

## TOUREXPI

### Namasté around the world – the top eight spots for yoga worldwide

World Yoga Day on June 21 inspires extraordinary yoga practices.

**Yoga trend from Oregon: happiness on the farm**

It all started with the Goat Happy Hour – evening walks that Laney Morse offered on her goat farm in the US state of Oregon. The idea behind it: animal therapy, so to speak the combination of well-being and freedom in the country and cuddly goats. Thanks to the suggestion of local yoga teacher Heather Davis, the world's first goat yoga event took place here in August 2016 on the farm, 30 minutes from Oregon's largest city, Portland. The idea was well received – and went viral. Today, Original Goat Yoga not only has numerous locations across the country, but is also an important financial mainstay for farms.

## soq.de magazin

**Namasté around the world – the top eight spots for yoga worldwide**

**Yoga trend from Oregon: happiness on the farm**

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## Travel Daily

**New booking hub launches**

**TC's big loyalty leap**

**AWA authentic USA**

**ADGE adds rooms**

**QIA's John Hancock**

**SIA takes top spot**

## travel2next

**21 AMAZING OREGON LANDMARKS**

Oregon is a vast state with plenty of natural and historical landmarks worthy of a postcard. You could squeeze several smaller states inside Oregon and a bucket load of landmarks too. Oregon's natural landmarks include stunning gorges, flowing waterfalls, lofty peaks, caves, canyons and eye-catching rock formations.

**Besides natural landmarks, Oregon has several well-known historic monuments in its vibrant cities and towns. Portland is the state's largest city and many defining sights, from rose gardens to art museums. Eugene, Newport, and Salem are three other cities in Oregon with plenty of landmarks to grab your attention. So, check out these 21 stunning landmarks in Oregon.**

**21 OREGON LANDMARKS**

**FAMOUS LANDMARKS IN OREGON**

1 - CROWN POINT

# International Media Coverage Highlights - April 2024



| DATE      | PUBLICATION  | HEADLINE   | INTERNATIONAL MARKET | CIRCULATION |
|-----------|--|--|----------------------|-------------|
| 4/6/2024  | <a href="http://nzherald.co.nz">nzherald.co.nz</a>           | <u>Silent Tourism: Travellers Seek Quiet Relief in a Noisy World</u>   | New Zealand          | 595,000     |
| 4/8/2024  | <a href="http://geo.fr">geo.fr</a>                           | <u>Visiting American Parks Beyond the Great Classics</u>   | France               | N/A         |
| 4/12/2024 | <a href="http://reisereporter.de">reisereporter.de</a>       | <u>These Are the 10 Most Beautiful Lakes in the USA</u>  | Germany              | 49,984,375  |
| 4/13/2024 | <a href="http://travel2next.com">travel2next.com</a>         | <u>21 Amazing Oregon Landmarks</u>   | Australia            | 250,000     |
| 4/15/2024 | <a href="http://straight.com">straight.com</a>               | <u>The Cultural Prowess of Eugene, OR</u>  | Canada               | 25,000      |
| 4/24/2024 | <a href="http://dailystar.co">dailystar.co</a>               | <u>Tourists Flock to 'Gate to Hell' That's as Pretty as Niagara Falls Without the Crowds</u>   | United Kingdom       | 125,525     |
| 4/26/2024 | <a href="http://almeloosweekblad.nl">almeloosweekblad.nl</a> | <u>A Tour Along the West Coast of America: From Seattle to San Diego</u>   | The Netherlands      | 108,000     |
| 4/29/2024 | <a href="http://nate.com">nate.com</a>                       | <u>Oregon Tourism Board-Delta Airline, On-site Visit to Travel Agencies to Activate Tourism Exchanges</u>  | South Korea          | 7,000,000   |
| 4/29/2024 | <a href="http://naver.com">naver.com</a>                     | <u>Oregon Tourism Board-Delta Airline, On-site Visit to Travel Agencies to Activate Tourism Exchanges</u>  | South Korea          | 7,000,000   |
| 4/30/2024 | <a href="http://yahoo.co.jp">yahoo.co.jp</a>                 | <u>Ichige Yoshie: "I went on a Trip to Oregon with My 90-Year-Old Mother Who Uses a Wheelchair. My Mother Had Lost Her Voice, but in Oregon her Expression Changed to Become Lively and She Looked Like a Different Person."</u> | Japan                | 22,472,227  |

# International Media Coverage Highlights - May 2024



| DATE      | PUBLICATION   | HEADLINE   | INTERNATIONAL MARKET | CIRCULATION |
|-----------|---|--|----------------------|-------------|
| 5/6/2024  | <a href="https://www.ttnews.com">ttnews.com</a>           | <a href="#">Chris Thompson, CEO of Brand USA, "I am Retiring with Peace of Mind as US Inbound Recovers Completely"... New CEO of Brand USA is Fred Dixon</a>   | South Korea          | 80,000      |
| 5/13/2024 | <a href="https://www.traveltimes.co">traveltimes.co</a>   | <a href="#">IPW 2024   America is Back... Rosy Outlook for the Next 3-4 Years</a>  | South Korea          | 160,000     |
| 5/14/2024 | <a href="https://www.thetravel.com">thetravel.com</a>     | <a href="#">7 Most Underrated, But Scenic Places In The Pacific Northwest</a>  | Canada               | 1,576,771   |
| 5/15/2024 | <a href="https://www.qantas.com">qantas.com</a>           | <a href="#">45 Awe-inspiring Natural Wonders in America</a>  | Australia            | 2,662,778   |
| 5/16/2024 | <a href="https://www.houseofcoco.net">houseofcoco.net</a> | <a href="#">The Rise of Cannabis Tourism: Exploration of Cannabis-Friendly Locations and Experiences</a>   | United Kingdom       | 16,406      |
| 5/18/2024 | <a href="https://www.dailymail.co">dailymail.co</a>       | <a href="#">Gorgeous Oregon Coast Hotel with No TVs or WiFi That Encourages Guests to Read its Enormous Selection of Books and Enjoy Ocean Views is Sold to New Owners Who Hint They'll Modernize it</a> | United Kingdom       | 84,622,877  |
| 5/22/2024 | <a href="https://www.geo.de">geo.de</a>                   | <a href="#">The Ten Most Beautiful Highways in the USA</a>   | Germany              | 269,800     |
| 5/25/2024 | <a href="https://www.freizeit.at">freizeit.at</a>         | <a href="#">On the Trail of Mysterious Natural Phenomena Around the World</a>  | Germany              | 26,910      |
| 5/29/2024 | <a href="https://www.timeout.com">timeout.com</a>         | <a href="#">The World's 20 Best Cities for Food Right Now</a>  | United Kingdom       | 84,622,877  |
| 5/31/2024 | <a href="https://www.amerikaonly.nl">amerikaonly.nl</a>   | <a href="#">Meet Cannon Beach, a Gem on the Oregon Coast</a>   | The Netherlands      | N/A         |

# International Media Coverage Highlights - June 2024



| DATE      | PUBLICATION   | HEADLINE   | INTERNATIONAL MARKET | CIRCULATION |
|-----------|---|--|----------------------|-------------|
| 6/3/2024  | <a href="https://www.bbc.com">bbc.com</a>                         | <a href="#"><u>The Pacific Crest Trail: The US West Coast's 'Greatest Footpath'</u></a>  | United Kingdom       | 18,061,000  |
| 6/10/2024 | <a href="https://www.cnn.co.jp">cnn.co.jp</a>                     | <a href="#"><u>2.2-Metre Long Sunfish Washes Ashore in Oregon</u></a>  | Japan                | 8,555,000   |
| 6/11/2024 | <a href="https://www.dailymail.co.uk">dailymail.co.uk</a>         | <a href="#"><u>Gorgeous Hot Springs Resorts Battle it Out to Be Named America's Best Thermal Hotel - and Current Leader is on the East Coast</u></a>     | United Kingdom       | 82,278,422  |
| 6/12/2024 | <a href="https://www.actualitte.com">actualitte.com</a>           | <a href="#"><u>Ursula K. Le Guin's House Becomes an Author's' Residence</u></a>  | France               | N/A         |
| 6/18/2024 | <a href="https://www.headlinez.nl">headlinez.nl</a>               | <a href="#"><u>'World Naked Bike Ride' in Portland</u></a>   | The Netherlands      | N/A         |
| 6/21/2024 | <a href="https://www.geniessen-reisen.de">geniessen-reisen.de</a> | <a href="#"><u>World Yoga Day: Namasté Around the World</u></a>  | Germany              | 15,748      |
| 6/24/2024 | <a href="https://www.abouttravel.ch">abouttravel.ch</a>           | <a href="#"><u>Fam Trip: Oregon – Natural Paradise in the Northwest of the USA</u></a>   | Switzerland          | 250,000     |
| 6/25/2024 | <a href="https://www.travelnews.ch">travelnews.ch</a>             | <a href="#"><u>Visit the Natural Paradise of Oregon</u></a>  | Switzerland          | 199,932     |
| 6/25/2024 | <a href="https://www.besttravel.jp">besttravel.jp</a>             | <a href="#"><u>10 Recommended Tourist Spots on the American West Coast! Carefully Selected Must-Visit Places From Cities to World Heritage Sites</u></a> | Japan                | N/A         |
| 6/27/2024 | <a href="https://www.insideflyer.de">insideflyer.de</a>           | <a href="#"><u>KLM Starts Flight to Portland in the U.S. State of Oregon</u></a>   | Germany              | 37,881      |



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