

WHAT'S NEW *in* OREGON

Winter 2024-25

Photo: Courtesy of Mt. Bachelor

Winter in Oregon brings a quiet beauty from misty seaside towns to snowy mountain slopes and forests draped in frost. Even wine country embraces this stretch of calm, offering barrel tours and cozy fireside tastings for cellar season. For wellness seekers, there's a new urban luxury hotel and spa along with wilderness retreats on the Coast to explore, and a wood-fired sauna and river plunge in the high desert for après-ski.

ASTORIA'S CULINARY RENAISSANCE AND GOONIES TURNS 40

Astoria, a fishing town packed with Scandinavian heritage and Victorian-era homes, has long been a draw for its lively brewpubs and local seafood. Most recently, a flurry of new restaurants with global flavors have the port town experiencing a culinary renaissance. Add in two new exhibits at the **Columbia River Maritime Museum** that chronicle the maritime culture of the Indigenous people of the Pacific Northwest Coast, and there's never been a better time to visit.

Spielberg fans will want to save the date for Astoria's annual celebration of all things Goonies. The town is the main setting for the nostalgic film, and 2025 is the **40th anniversary**. The planning of a celebration event is underway for the weekend of June 5-8, coordinated by the **Clatsop County Historical Society** and the **Oregon Film Museum**.

PUBLIC MARKET FOR FOOD LOVERS AND URBAN WELLNESS RETREAT

One of Portland's most beloved culinary legends will have a daily, year-round market dedicated to his legacy and celebrating Oregon's food and culture. In the works for decades, the **James Beard Public Market** announced a projected first-phase opening for 2025 in the heart of downtown. The new development will encompass 40 small businesses including a fish market, a butcher, a cheese shop, restaurants, a teaching kitchen and a culinary bookstore.

Cascada, Portland's newest sustainably designed boutique hotel and spa has a vibe. Located in the vibrant **Alberta Arts District**, the focus here is on relaxation and rejuvenation. In addition to a range of suites that evoke quiet luxury and a restaurant with a Portuguese-Japanese fusion menu, there's an

extensive health and wellness center. The city's largest hydro-thermal spa and a stunning biophilic-inspired solarium with a year-round heated pool are the biggest draw, but you'll also find a hot-yoga studio and fitness rooms. The spa opened in December 2024 and the hotel will open in the beginning of 2025.

SAUNA ADVENTURES AND COASTAL GLASS CABINS

Saving international trips for summer? Pack your skis (or snowboard) and flock to Central Oregon's mountains as an alternative to Japan this winter. In addition to sublime slopes and Nordic trails around **Mt. Bachelor**, one of the largest ski resorts in the country, there's an emerging après-sauna culture. **Gather Sauna House**, a mobile spa with a wood-fired sauna, even offers a brisk river plunge. In Bend check out a smattering of new izakayas and ramen hot spots from **Yokocho Izakaya** to **Miyagi Ramen**.

Soak up the beauty of the sea at **Two Capes Lookout**, a new Oregon Coast retreat opening in early 2025. Set near Pacific



Cedar and Sea exhibit at the Columbia River Maritime Museum

City, the 58-acre property features ancient Sitka spruce trees and cliffside ocean views. A perfect spot to unplug, the wilderness retreat includes a collection of sleek mirror cabins with heated floors and airy geodesic domes. Nearby adventures range from hiking old-growth trails to kayaking, fishing, surfing and stargazing.

Take advantage of wine country's **Cellar Season** with intimate barrel-room tours and fireside tastings. It's an excuse to book a stay at the art-filled **Allison Inn & Spa**. The Willamette Valley's premier luxury resort wraps up a major refresh in February 2025 with enhanced decor and a reimagined menu at **JORY Restaurant and Bar**, headed up by award winning chef **Jack Strong**, who hails from the Confederated Tribes of Siletz Indians on the Oregon Coast.

HONORING BLACK OREGONIANS AND TRAVELABILITY INITIATIVES

Oregon Black Pioneers — Oregon's only historical society dedicated to preserving and presenting the experiences of African Americans statewide through exhibits, talks and lectures — recently led a multiyear effort to rename **two geographic places** to honor Black Oregonians. In addition to Jack Creek in Tillamook County, the renamed Triple Nickles Creek in Douglas County honors the 555th Parachute Infantry Battalion, a segregated all-Black Army unit created during WWII.

Organizations around the state continue to transform travel with innovative travelability initiatives. **EnChroma Glasses**, a brand of color-corrective lenses designed to address red-green color blindness, were recently added to the **Portland Art Museum** and **Explore Lincoln City**. You can also find blind-adapted scenic viewers at **Bonneville Lock & Dam** and the **City of Sandy**, the gateway to the beautiful Mt. Hood region.

In regenerative travel, the **Oregon Coast Visitors Association (OCVA)** announced a **partnership** with **Kind Traveler's** Every Stay Gives Back program. Through this collaboration, a portion of each guest stay with participating lodging partners along the Oregon Coast will support a local nonprofit to benefit their community.

Two Capes Lookout



Gather Sauna House



James Beard Public Market rendering



NEW BASKETBALL FRANCHISE AND PDX FLIGHTS

The **Women's National Basketball Association** excited fans around the Rose City with the announcement that Portland will welcome the league's 15th franchise. The Portland team, set to begin play in the 2026 season, will be owned and operated by **RAJ Sports** (it also owns the **Portland Thorns FC** of the **National Women's Soccer League**). Hoping for a follow-up home run in the Rose City, the **Portland Diamond Project** continues its efforts to bring Major League Baseball to downtown.

Travelers love the extraordinary **renovations** at **Portland International Airport**, and the "Gouda" news keeps coming: **KLM Royal Dutch Airlines** expanded its U.S. network with new nonstop service between Portland (PDX) and Amsterdam (AMS), starting with three weekly flights and increasing to five for the spring/summer season.



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