

# EARNED MEDIA COVERAGE REPORT

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Q1 FY 24-25

# 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 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 Q1(July-September) using the Strategic Plan and 10-Year Strategic Vision as a roadmap for quality, on-message and positive placements in target markets and publications.



TRAVEL



OREGON

# CONSUMER



# Consumer Media Coverage Recap – 2024 Q1



**STORIES 48**

**IMPRESSIONS 5,482,421,184**

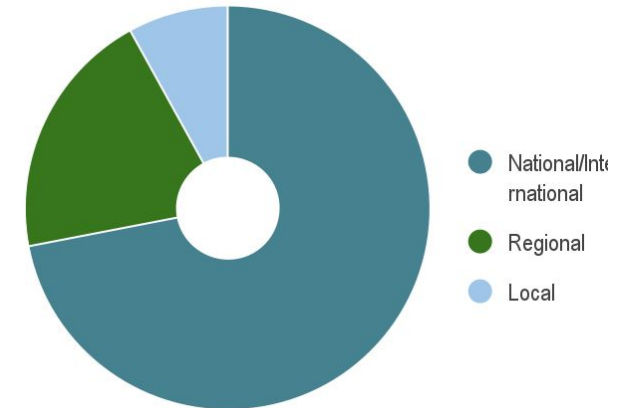
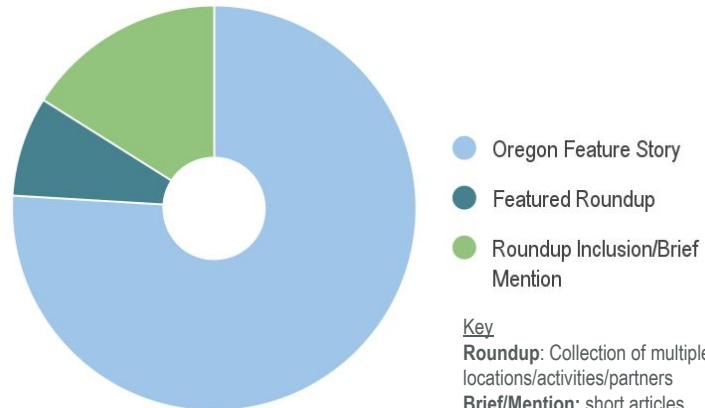
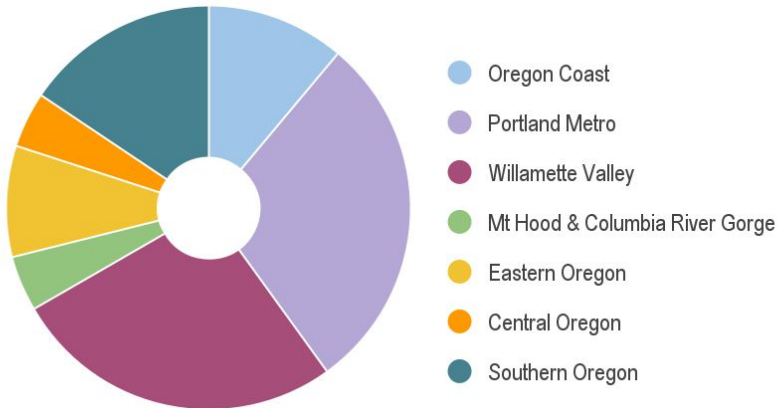
**DEIA STORIES 9**

TOWNS
<ul style="list-style-type: none"> <li>• Adel</li> <li>• Amity</li> <li>• Ashland</li> <li>• Beaverton</li> <li>• Bend</li> <li>• Boring</li> <li>• Brooking</li> <li>• Brownsville</li> <li>• Canby</li> <li>• Cannon Beach</li> <li>• Carlton</li> <li>• Coos Bay</li> <li>• Corvallis</li> <li>• Crater Lake</li> <li>• Dayton</li> <li>• Dundee</li> <li>• Eugene</li> <li>• Forest Grove</li> <li>• Grants Pass</li> <li>• Hood River</li> <li>• Joseph</li> <li>• Lincoln City</li> <li>• McMinnville</li> <li>• Mt. Hood</li> <li>• Newberg</li> <li>• Pacific City</li> <li>• Plush</li> <li>• Portland</li> <li>• Rockaway</li> <li>• Salem</li> <li>• Seaside</li> <li>• Sherwood</li> <li>• Umpqua</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

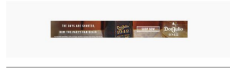
# Top 10 Consumer Coverage Highlights – Q1 2024



## VINEPAIR



As Consumer Demands Change, Wineries Are Offering More From the Tasting Room Experience



There's a growing appetite for the more intimate and experiential wine tasting room experience. Wineries are responding by offering more than just wine, but also food, live music, and other amenities to create a more memorable experience for their guests.

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## AFAR

### America's Best Small Towns for Wine Lovers

These 11 towns will surprise you with their vineyards, tasting rooms, restaurants, and boutique inns—and have you shipping bottles home by the case.



There's a fairy-tale like charm to quaint and walkable Carleton-by-the-Sea. Photo by @lindawebster/istock.com

California may claim the most wineries (and largest production) in the country, but it's hardly the United States' only destination for oenophiles. States such as Oregon, Texas, Virginia, and New York are chipping away at the Golden State's mantle, working hard to win wine lovers to their grape growing terroir. Even Idaho and Arizona are elbowing their way in on the wine connoisseur's map, offering finely crafted pours in tasting rooms far removed from the bustle of the established wine regions. With these flourishing viticultural areas often come small wine towns begging to be explored, with a glass in your hand. Here are 11 of the very best of them.

## TRAVEL+LEISURE

### 14 Fall Road Trips for Stunning Scenery Around the U.S.

Looking for the perfect fall drive to see the changing leaves? These road trips offer colorful foliage and incredible views.

By Steve Topper | Updated on August 9, 2024



Photo: Sean Gaudin/istockphoto.com

Take full advantage of autumn's cooler temperatures and beautiful foliage by planning a fall road trip through the most scenic regions of the United States. Naturally, the perfect state to visit in the fall depends on your road trip goals: cruise the Northeast to see the colorful changing leaves on a journey through mountain landscapes, or head south to the Gulf Coast, where you'll find foliage with a side of warmer weather and ocean views. Browse these 14 routes through the most picturesque states across America and you're bound to find a perfect road trip with stunning fall foliage.

#### TOP 5 CAN'T MISS

- Take the Russell Bransford Scenic Byway to fully experience the beauty of Georgia's Blue Ridge Mountains.
- Buildish some of the best foliage in America as you drive through the Green Mountains in Vermont.
- Head to New York's Finger Lakes Region via Pennsylvania for beautiful fall colors and some excellent wine.
- Circle the Kancamagus Highway in New Hampshire not only for beautiful mountain views, but for picture-perfect covered bridges.
- Ride along the Blue Ridge Parkway in Virginia and North Carolina to pass old farmsteads, mountain meadows, and scenic overlooks.

## HGTV

### 50 States of Public Parks, Gardens, Arboreta and Nature Centers

By Lynn Coaster

Explore the 50 top green spaces in each state with stunning landscapes, outdoor adventures and family-friendly activities – all free and open to the public.



Photo: Vlad Nedea

#### Discover the Best Public Parks, Gardens, Nature Centers and Arboreta in Every State

Whether you're looking for a lush flower garden, a park for leaf-peeping or a natural area filled with native plants and wildlife, you'll find incredible green spaces in each of the 50 states. Our guide to US public parks, gardens, nature centers and arboreta will point you to beautiful places and top outdoor experiences across the US.

## FOOD & WINE

### This Artsy Oregon Town Pairs Global Food With Mountain Views

Come for the theater, stay for the food scene.

By Shanna McQuinn | Published on September 8, 2024



Restaurants like the Downtown Plaza in Ashland, Oregon. Photo: COURTESY OF TRAVEL OREGON

A small artsy town of about 21,000 residents in southern Oregon, Ashland is famous for its Shakespeare Festival, which is in season from March through October. Near the California border off Interstate 5, the town marked by a strong New Age and global vibe now offers a vibrant, eclectic dining scene, featuring James Beard Award finalist credentials, global eateries, and a rich cultural scene. The theater festival, which draws theater goers from many West Coast cities and is celebrating 90 years in 2025, and the location, midway between San Francisco and Portland, Oregon, have influenced the thriving food scene.

"We have such a cosmopolitan group of people coming to see plays – about 350,000 each year – who expect and want something else while here, and the town responded in kind," says Drew Gilbre, owner of Jilly and Chanahaus and restaurants and The Winebeater Inn, named the best table in the country in August by 10Best. "As a local boy born in 1984, I've seen such a restaurant boom in the past 40 years, from the handful here when my parents opened our inn in 1984."

Here's where to eat and drink on a visit.



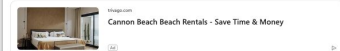
### HGTV names town in Oregon among the most charming small towns in the US

Story by Michelle Bourgeois • 3m • 1 min read



L: HGTV names town in Oregon among the most charming small towns in the US. Photo by HGTV Portland

PORTLAND, Ore. (MSN) – From cities with quaint shops to "fascinating histories," HGTV released a list of the top 50 charming small towns in the United States, with one southern Oregon hidden gem making the cut. "There's something special about small towns," HGTV said about the list. "Whether it's the simplicity, the character or the people, they are a quintessential part of America life."



Located in Southern Oregon's wine country, the historic Jacksonville, Ore. scored a spot on the list, as first reported by The Oregonian/OregonLive.

## SEATTLEITE

### Weekend Wanderings: Willamette Valley and Tualatin Valley

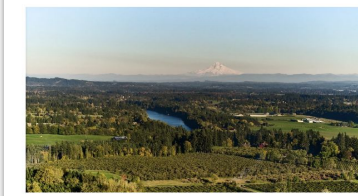


Photo Courtesy of the Bureau of Oregon Wine & Grape Promotion

Nestled in the lush, rolling hills of Oregon, the Willamette Valley is ideal for wine enthusiasts with its diverse landscapes and outstanding vineyards. At the heart of Oregon wine country, this enchanting region offers a diverse array of tasting experiences, from intimate boutique wineries to grand estates. Renowned for its world-class Pinot Noir, this fertile valley boasts more than 200 wineries, each offering a unique blend of flavors and aromas. Whether you're a seasoned connoisseur or a curious novice, a journey through the Willamette Valley promises to be a delightful exploration of exquisite wine, delicious cuisine, and the warm hospitality that defines this vibrant wine community.

We also recommend exploring the Tualatin Valley, which is just a few miles west of Portland and offers its own unique and exciting experience distinct from the more famous Willamette Valley. While Willamette is renowned for its world-class Pinot Noir and exquisite vineyards, Tualatin offers scenic hiking trails, quaint small towns, and a diverse array of food, breweries, and wineries. Tualatin Valley seamlessly combines natural beauty with cultural attractions, making it the perfect destination for those seeking a quieter, yet equally captivating, Oregonian adventure.

Keep heading for hidden gems of Willamette Valley and Tualatin Valley, including where to stay, where to eat, and, of course, where to taste the best wine.

## FOX NEWS media

### A travel guide to Oregon: 7 winners of the beaver state full of breathtaking scenery

Beautiful gardens, picturesque national parks and more to see on a vacation to Oregon

By Matthew James

Published on Oct 2, 2024 at 10:48 AM



Beaver dams are popular in the Pacific Northwest of Oregon. Photo: iStockphoto.com

Oregon is full of scenic spots, from breathtaking waterfalls to peaceful national parks. The state is packed with national parks and more to see on a vacation to Oregon. Beautiful gardens, picturesque national parks and more to see on a vacation to Oregon.

7 trending with people, there is plenty to Oregon for the avid traveler. The Oregon Coast features the Oregon Dunes National Recreation Area and more.

#### AMAZING SCENIC SPOTS, BEAUTIFUL NATIONAL PARKS TO VISIT AROUND THE STATE

1. Portland Japanese Garden
2. Mt. Hood National Park
3. Oregon Coast National Park
4. Oregon Coast National Park
5. Silver Falls State Park
6. Oregon Museum of Science and Industry (OMSI)
7. Cannon Beach

## thrillist

### Japanese Superfans Flock to This Small City in Oregon Because of 'Stand by Me'

An annual event centered on the '80s cult classic sometimes quadruples the population for the day.

By Matt Beaney

Published on Oct 2, 2024 at 10:48 AM

Justino was seven years old when her brother asked her to watch *Stand by Me* for the first time. The year was 1991, and he'd just taped it off a Japanese programming block that aired a movie every Friday.

In the film, four teenage friends from a small town in Oregon set out on a road trip to discover the body of a deceased acquaintance. Based on a Stephen King novella, the film was nominated for an Academy Award in 1987 for Best Adapted Screenplay. And it's lived on as a cult classic, particularly among young people who relate to the most searching protagonists.

"It felt like lightning can across my body," Justino, who wished to go by her family name for privacy, says about her first viewing. "I don't think it's just an adventure movie. It has many messages, such as love, self-love, conflict, and friendship."

As a child, Justino yearned to make friends like the characters Gordie, Chris, Teddy, and Vern one day. She also began wishing away her childhood—minus from friends and relatives to celebrate the New Year, after 12 years of waiting and saving, Justino finally accumulated enough to visit her dream destination: the rural town of Brownsville, Oregon, where *Stand by Me* was filmed.



Photo: iStockphoto.com

## The New York Times

### 7 Beautiful Places for Fall Foliage That Aren't in New England

An autumn escape in a state with gorgeous views and scenic parks and more!

By Matt Beaney

Published on Oct 2, 2024 at 10:48 AM



Photo: iStockphoto.com

Every fall, visitors working out fall colors bring to her open the Green Mountains of Vermont, the White Mountains of New Hampshire and the Berkshires in Massachusetts.

# Consumer Earned Media Coverage Highlights - July 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
7/1/2024	<a href="https://www.msn.com">msn.com</a>	<a href="#">HGTV Names Town in Oregon Among the Most Charming Small Towns in the US</a>	150,745,675	9
7/1/2024	<a href="#">NW Travel &amp; Life - July/August Print Issue</a>	<a href="#">Oregon Outback Dark Sky Sanctuary</a>	40,000	8
7/1/2024	<a href="#">Sips Magazine - Summer Print Issue</a>	<a href="#">The Companies That Showcase the Best of the Northwest: First Nature Tours</a>	5,390	8
7/12/2024	<a href="https://wanderwithwonder.com">wanderwithwonder.com</a>	<a href="#">Awesome Things To Do in Coos Bay, Oregon</a>	7,290	8
7/12/2024	<a href="https://nwtravelmag.com">nwtravelmag.com</a>	<a href="#">Beauty Abounds in Joseph, Oregon</a>	40,000	7
7/15/2024	<a href="https://vinepair.com">vinepair.com</a>	<a href="#">As Consumer Demands Change, Wineries Are Offering More From the Tasting Room Experience</a>	1,260,000	8
7/18/2024	<a href="https://pdxmonthly.com">pdxmonthly.com</a>	<a href="#">This Nonprofit Makes Nature Expeditions Possible for All</a>	220,000	9
7/26/2024	<a href="https://modernfarmer.com">modernfarmer.com</a>	<a href="#">The Bounty Between the Tides</a>	128,000	8
7/26/2024	<a href="https://afar.com">afar.com</a>	<a href="#">America's Best Small Towns for Wine Lovers</a>	1,380,000	8
7/26/2024	<a href="https://travelsarahfay.com">travelsarahfay.com</a>	<a href="#">Things to do in Bend, Oregon: The Ultimate Guide to all Season Weekend Getaway</a>	17,500	8

# Consumer Earned Media Coverage Highlights - August 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
8/1/2024	<a href="#">Upscale Living - Print</a>	<a href="#">A Luxurious Weekend at The Ritz-Carlton Portland, Oregon</a>	11,200	8
8/1/2024	<a href="#">Upscale Living - Print</a>	<a href="#">Kann + Chef Gregory Gourdet: One of Oregon's Top Dining Destinations</a>	11,200	8
8/1/2024	<a href="#">Upscale Living - Print</a>	<a href="#">Langbaan: One of Portland, Oregon's Top Restaurants</a>	11,200	8
8/2/2024	<a href="#">exploremag.com</a>	<a href="#">The Way of the River: Packrafting in Eastern Oregon</a>	106,000	10
8/8/2024	<a href="#">seattleite.com</a>	<a href="#">Weekend Wanderings: Willamette Valley and Tualatin Valley</a>	348,000	8
8/9/2024	<a href="#">travelandleisure.com</a>	<a href="#">14 Fall Road Trips for Stunning Scenery Around the U.S.</a>	14,400,000	8
8/13/2024	<a href="#">hgtv.com</a>	<a href="#">50 States of Public Parks, Gardens, Arboretums and Nature Centers</a>	7,030,000	8
8/22/2024	<a href="#">1859 Magazine - Print</a>	<a href="#">For Oregon's Freshest Eats and Experiences, Check Out These Farm Stands, Markets, Farm Dinners, and Orchards Across the State</a>	68,200	8
8/26/2024	<a href="#">Azure Road - eNewsletter</a>	<a href="#">Celebrating the Wine Community</a>	405	4
8/30/2024	<a href="#">KPTV</a>	<a href="#">Rafting and Kayaking Safety Advice</a>	1,880,000	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 Earned Media Coverage Highlights - September 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE
9/5/2024	<a href="https://www.foodandwine.com">foodandwine.com</a>	<a href="#"><u>This Artsy Oregon Town Pairs Global Food With Mountain Views</u></a>	14,083,880	10
9/6/2024	<a href="https://www.phoenixmag.com">phoenixmag.com</a>	<a href="#"><u>Oregon Food Tour</u></a>	78,700	7
9/9/2024	<a href="https://www.thetravel.com">thetravel.com</a>	<a href="#"><u>8 Best Fall Foliage Hikes in Oregon in 2024</u></a>	2,090,506	9
9/12/2024	<a href="https://www.thrillist.com">thrillist.com</a>	<a href="#"><u>Japanese Superfans Flock to This Small City in Oregon Because of 'Stand by Me'</u></a>	2,140,000	9
9/12/2024	<a href="https://www.onlyinyourstate.com">onlyinyourstate.com</a>	<a href="#"><u>Your Ultimate Guide to Fall Attractions and Activities in Oregon</u></a>	3,670,000	10
9/17/2024	<a href="https://www.nytimes.com">nytimes.com</a>	<a href="#"><u>7 Beautiful Places for Fall Foliage That Aren't in New England</u></a>	158,000,000	9
9/19/2024	<a href="https://www.bonappetit.com">bonappetit.com</a>	<a href="#"><u>Inside Bon Appetit's Celebration of the Best New Restaurants of 2024</u></a>	7,190,000	10
9/23/2024	<a href="#"><u>NW Travel &amp; Life Magazine - Sept/Oct Issue</u></a>	<a href="#"><u>5 Villas in the Vineyard</u></a>	40,000	7
9/23/2024	<a href="https://www.foxnews.com">foxnews.com</a>	<a href="#"><u>A Travel Guide to Oregon: 7 Wonders of the Beaver State Full of Breathtaking Scenery</u></a>	51,800,000	10
9/29/2024	<a href="#"><u>Instagram: Émilie Leclerc / @la_petite_biere</u></a>	<a href="#"><u>Travel Oregon Media Visit - Carousel</u></a>	46,300	8



TRAVEL



OREGON

# INDUSTRY





# Industry Earned Media Coverage Recap – Q1 2024



**STORIES 16**

**IMPRESSIONS 2,426,186**

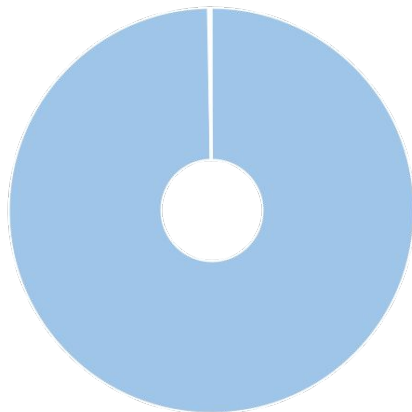
## TOWNS

- Ashland
- Coos Bay
- Corvallis
- Lincoln City
- Portland
- Silver Falls
- State Park
- Willowa

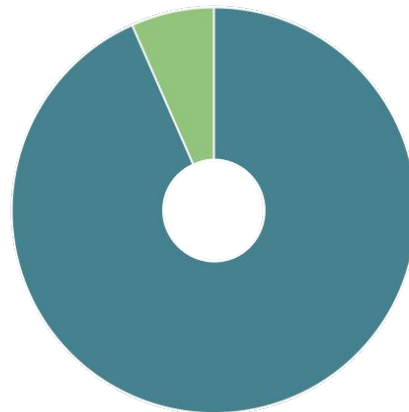
## REGIONS

## STORY TYPE

## REACH

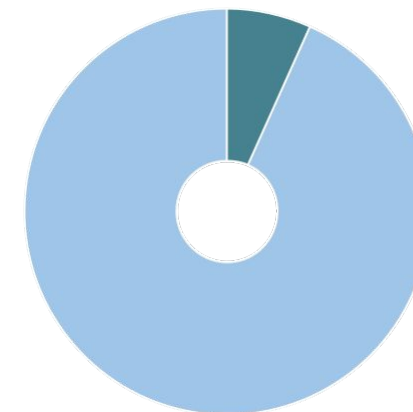


- Oregon Coast
- Portland Metro
- Willamette Valley
- Mt Hood & Columbia River Gorge
- Eastern Oregon
- Central Oregon
- Southern Oregon



- Feature/  
Dedicated  
Segment
- Brief/Mention

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



- National
- Local

# Top 10 Industry Coverage Highlights – Q1 2024



## OREGON COAST BEACH CONNECTION

### Celebrate Disability Pride Month with Oregon's commitment to accessibility



In the United States, approximately 18.6 million people, or about 6.1% of the population aged five and older, report having disabilities that limit their travel. Globally, the World Health Organization estimates that around 16% of the population lives with significant disabilities.

As these individuals take trips relying on accommodations like accessible transportation and infrastructure, sharing Oregon's commitment to accessibility is crucial to ensuring that everyone can experience our state's diverse landscapes and activities.

Check out accessible options around Oregon below.

### S. Oregon Coast's Coos Bay Gets Heritage All-Star Status for Historical Aspects - but More Beneath Surface



(Coos Bay, Oregon) – More opportunities to time travel in one little south Oregon coast town – and more official recognition for it. (Photo Seaside Aquarium: wreck of the Olson that appeared in 2007 and rarely seen since)

The Oregon Heritage Commission has just handed the prestigious title of "Oregon Heritage All-Star Community" to Coos Bay. It's an official designation that signifies the city's outstanding commitment to preserving and celebrating its local heritage, and opens the way for more funds towards that.

Yet there's more to its history quite literally lurking in layers beneath the area.

## Lincoln County Leader

### New mural celebrates Lincoln City's iconic kite festival



The mural features a still image from the archival "Oregon, Only Slightly Exaggerated" campaign created by award-winning creative agency Wieden + Kennedy in 2007. (Photo by Jeremy C. Kaur)

Listen to this article now  
Presented by Trinity Audio

Colorful murals have been a part of the center in Lincoln City for years, helping to give artists a space for creation and boosting the city's beauty.

Explore Lincoln City unveiled a new, playful mural titled, "The Magic Festival," with a ribbon cutting at McKay's Market at 12 p.m. Friday, Sept. 6.

The Lincoln City mural, a collaboration with Travel Oregon that marks the 10th such installation in the Oregon Mural Trail, features a still image from the whimsical "Oregon, Only Slightly Exaggerated" campaign created by award-winning creative agency Wieden + Kennedy in 2007.

The mural also will now become part of the Lincoln City Art Trail. The mural site is a half mile from the Lincoln City Kite Festival grounds at D River State Recreation Site, where the kite festivals take place twice a year, in summer and fall.

## The Bulletin

Serving Central Oregon since 1903

### Guest Column: Embracing sustainable tourism: Sharing and preserving Central Oregon's beauty



Courtney Braun, co-owner of Wanderlust Tours, advocates for community collaboration to address the challenges of sustaining tourism in Central Oregon.

Listen to this article now  
Presented by Trinity Audio

Editor's Note  
Do you have a point you'd like to make or an issue you feel strongly about? Submit a letter to the editor or a guest column.

As I guide a group of local middle-school students through their first paddle tour on Cascade Lakes, their eyes light up. These kids, despite having lived in Central Oregon for years, have never seen the lakes. It's an honor and a joy to watch them connect with the landscape as our bilingual guide explains the geology and ecology to them in Spanish, their first language.

## 16KMTR

EUGENE OREGON

### Coos Bay receives Oregon Heritage All-Star Community designation



COOS BAY, Ore. — Coos Bay has been designated by the Oregon Heritage Commission as an "Oregon Heritage All-Star Community," the Oregon Parks and Recreation Service reports.

The commission created the All-Star program to recognize the strong efforts by communities to broadly preserve and develop heritage resources.

An All-Star designation requires that communities meet at least 15 of 24 criteria related to local heritage. These include heritage tourism efforts, historic preservation programs, photo and document archives, historical societies, historic districts and more.

"Coos Bay has a long and broad history," said Katie Henry coordinator for the Oregon Heritage Commission. "The efforts of the city, tribes, museums, businesses, and community members in preserving and sharing local history contributes to the economy and livability of Coos Bay."

A representative of the Oregon Heritage Commission will formally acknowledge the designation at the Coos Bay City Council work session on July 23, 2024 at 6 p.m.



Travel Oregon This Fall

## Oregon's Adventure Coast

Coos Bay – North Bend – Charleston

### Coos Bay Earns Oregon Heritage "All-Star" Status



**Tue, Aug 20, 2024 | Categories: Arts & culture, Oregon's adventure coast news & info**

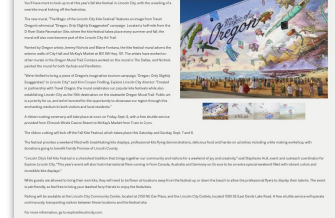
"This designation is a testament to the dedication and hard work of our community in preserving Coos Bay's rich heritage, we are honored to receive this recognition and are committed to continuing our efforts in celebrating and safeguarding our history for future generations." – Coos Bay Mayor, Joe Benetti

**Oregon's Adventure Coast: Coos Bay, North Bend, Charleston** is proud to announce that the city of Coos Bay has earned the prestigious title of **Oregon Heritage All-Star Community**, a distinction awarded by the Oregon Heritage/State Historic Preservation Office. This honor coincides with Coos Bay's 150th anniversary, celebrating its rich indigenous and maritime roots. "Coos Bay has a long and broad history," said Katie Henry, coordinator for the Oregon Heritage Commission in a [press release](#). "The efforts of the city, tribes, museums, businesses, and community members in preserving and sharing local history contributes to the economy and livability of Coos Bay."

## oregon coast TODAY

### It's a party and m-ural invited

Mural dedication kicks off Lincoln City Fall Kite Festival



**Event Schedule**

**Mural Dedication**

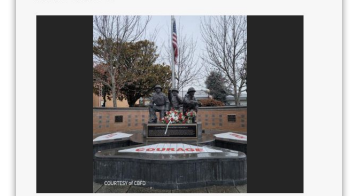
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## The World

### Coos Bay receives Oregon Heritage All-Star Community Designation



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## OREGON ARTSWATCH

ARTS & CULTURE NEWS

### Oregon Mural Trail reaches Lincoln City with new painting commemorating kite festival



A new mural of young U.S. 101 in Lincoln City celebrates the city's kite festival, held twice a year in the summer and fall. Photo courtesy: Eugene Lincoln City.

If you've seen Travel Oregon's "Only Slightly Exaggerated" campaign of 2007, you might agree it's pretty magical. The Oregon with animated images of the state's wonders, you might agree it's pretty magical. The staff at Eugene Lincoln City certainly did, particularly the scenes celebrating the city's famed kite fest. But the original campaign was several years old, the last of the murals it inspired for the Oregon Mural Trail debuted in 2021.

Last year, staff members mentioned to Kim Cooper Flindling, the new executive director, that they thought a still of the kite from the state tourism agency's video would make a great mural on a Lincoln City wall. Flindling agreed. It couldn't be as, right? And so, she did.

## YachatsNews

### Massive new artwork in Lincoln City builds on Oregon Mural Trail that started in Yachats, six other towns



If you've seen Travel Oregon's "Only Slightly Exaggerated" campaign of 2007, you might agree it's pretty magical. The staff at Eugene Lincoln City certainly did, particularly the scenes celebrating the city's famed kite festival. But the original campaign was several years old and the last of the murals it inspired for the Oregon Mural Trail that started in 2021.



# Industry Earned Media Coverage Highlights - July 2024



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
7/4/2024	<a href="https://www.thenewsguard.com">thenewsguard.com</a>	<a href="#">Lincoln City's Tourism Industry Holding Steady</a>	2	8
7/5/2024	<a href="https://www.nbc16.com">nbc16.com</a>	<a href="#">Coos Bay Receives Oregon Heritage All-Star Community Designation</a>	2	7
7/7/2024	<a href="https://www.beachconnection.net">beachconnection.net</a>	<a href="#">S. Oregon Coast's Coos Bay Gets Heritage All-Star Status for Historical Aspects - But More Beneath Surface</a>	2	9
7/9/2024	<a href="https://www.hereisoregon.com">hereisoregon.com</a>	<a href="#">Celebrate Disability Pride Month with Oregon's Commitment to Accessibility</a>	2	9
7/10/2024	<a href="#">Twitter: Accessibility News / @A11yNews</a>	<a href="#">Celebrate Disability Pride Month with Oregon's Commitment to Accessibility</a>	1	4
7/29/2024	<a href="https://www.theworldlink.com">theworldlink.com</a>	<a href="#">Coos Bay Receives Oregon Heritage All-Star Community Designation</a>	2	7

# Industry Earned Media Coverage Highlights - August 2024



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
8/15/2024	<a href="http://beachconnection.net">beachconnection.net</a>	<a href="#">Lincoln City Gets More Accessibility: Curb Ramp Construction Begins on Central Oregon Coast</a>	2	8
8/20/2024	<a href="http://oregonsadventurecoast.com">oregonsadventurecoast.com</a>	<a href="#">Coos Bay Earns Oregon Heritage "All-Star" Status</a>	2	8

# Industry Earned Media Coverage Highlights - September 2024



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
9/3/2024	<a href="https://www.thenewsguard.com">thenewsguard.com</a>	<a href="#">New Mural Celebrates Lincoln City's Iconic Kite Festival</a>	2	7
9/3/2024	KPTV - 1 p.m.	<a href="#">Travel Oregon Mural Trail - Kite Festival</a>	2	10
9/6/2024	<a href="https://www.oregoncoasttoday.com">oregoncoasttoday.com</a>	<a href="#">It's a Party and M-ural Invited: Mural Dedication Kicks off Lincoln City Fall Kite Festival</a>	2	7
9/7/2024	<a href="https://www.beachconnection.net">beachconnection.net</a>	<a href="#">Grand New Mural Fills Part of Sky at Central Oregon Coast's Lincoln City</a>	2	8
9/9/2024	<a href="https://www.bendbulletin.com">bendbulletin.com</a>	<a href="#">Guest Column: Embracing Sustainable Tourism: Sharing and Preserving Central Oregon's Beauty</a>	2	7
9/16/2024	<a href="https://www.orartswatch.org">orartswatch.org</a>	<a href="#">Oregon Mural Trail Reaches Lincoln City with New Painting Commemorating Kite Festival</a>	2	9
9/19/2024	<a href="https://www.yachatsnews.com">yachatsnews.com</a>	<a href="#">Massive New Artwork in Lincoln City Builds on Oregon Mural Trail That Started in Yachats. Six Other Towns</a>	2	9



TRAVEL



OREGON

# INTERNATIONAL





# International Earned Media Coverage Recap – Q1 2024



STORIES 175

IMPRESSIONS 622,622,229

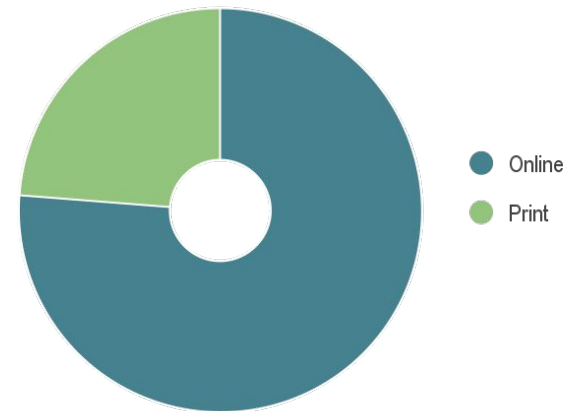
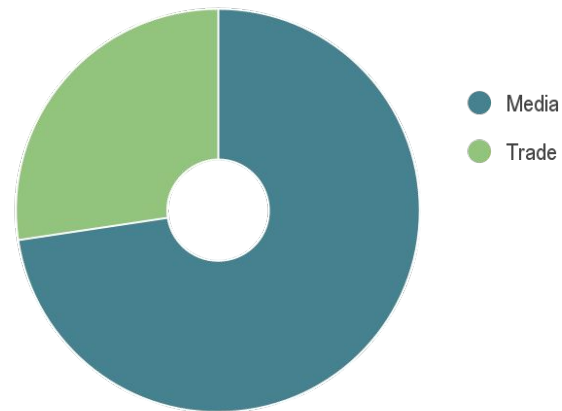
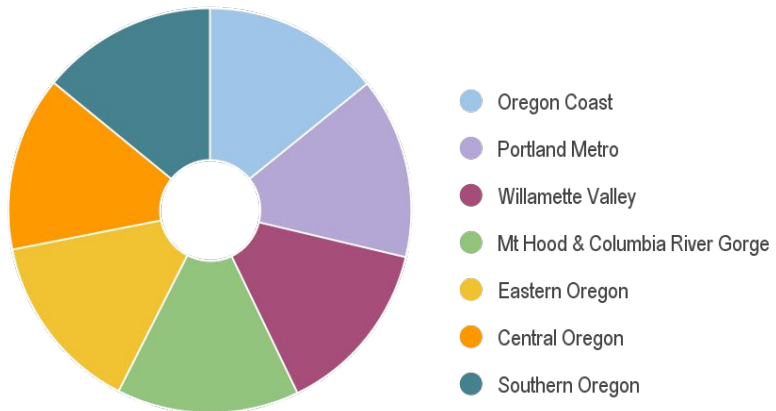
## MARKETS

- Japan
- United Kingdom
- South Korea
- Germany
- Canada
- Netherlands
- Oceania

## REGIONS

## MEDIA VS. TRADE

## ONLINE VS. PRINT







# International Media Coverage Highlights - July 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
7/1/2024	<a href="http://wanderlustmagazine.com">wanderlustmagazine.com</a>	<a href="#"><u>52 Travel Secrets of the USA</u></a>	United Kingdom	368,070
7/11/2024	<a href="http://hankyung.com">hankyung.com</a>	<a href="#"><u>Ski Resort in Midsummer...Hotter Than Winter</u></a>	South Korea	6,000
7/15/2024	<a href="http://kankokeizai.com">kankokeizai.com</a>	<a href="#"><u>Brand USA Sales Mission to Japan for USA for "US-Japan Tourism Exchange Year 2024" to Hold Seminars and Business Meetings in Tokyo and Osaka</u></a>	Japan	1,200,000
7/19/2024	<a href="http://dailymail.co.uk">dailymail.co.uk</a>	<a href="#"><u>The Gorgeous American Resort Where You Can Go Skiing in July- And it Isn't in Alaska!</u></a>	United Kingdom	76,191,157
7/19/2024	<a href="http://yahoouk.com">yahoouk.com</a>	<a href="#"><u>The Unexpected US State With The Most Vegans Per Capita</u></a>	United Kingdom	1,434,445
7/23/2024	<a href="http://thetimes.uk">thetimes.uk</a>	<a href="#"><u>12 of The Best Cycling Cities</u></a>	United Kingdom	3,024,012
7/27/2024	<a href="http://yahoouk.com">yahoouk.com</a>	<a href="#"><u>The 4 Best Gourmet Sea Salt Varieties From Around the Globe</u></a>	United Kingdom	1,434,445
7/30/2024	<a href="http://dailymail.co.uk">dailymail.co.uk</a>	<a href="#"><u>Photographer Showcases Breathtaking Images of Sweeping Rural Landscapes and Dazzling Night Skies From Across the US</u></a>	United Kingdom	76,191,157
7/31/2024	<a href="http://usa-reise.de">usa-reise.de</a>	<a href="#"><u>Oregon's Fabulous Eight - Eight Natural Wonders That Belong on Every Road Trip in the Beaver State</u></a>	Germany	21,420
7/31/2024	<a href="http://wereldreizigers.nl">wereldreizigers.nl</a>	<a href="#"><u>Route and Tips for a Unique Road Trip Through Washington and Oregon</u></a>	Netherlands	1,000

# International Media Coverage Highlights - August 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
8/7/2024	<a href="https://www.timeout.com">timeout.com</a>	<u><a href="#">These Are the World's Best Beaches, According to The Telegraph</a></u>	United Kingdom	20,827,556
8/10/2024	<a href="https://www.express.co.uk">express.co.uk</a>	<u><a href="#">Great UK Beach With Breathtaking Views Named as One of the Best in the World</a></u>	United Kingdom	24,579,231
8/11/2024	<a href="https://www.manify.nl">manify.nl</a>	<u><a href="#">The U.S. at Its Best</a></u>	Netherlands	400,000
8/14/2024	<a href="https://www.jiji.com">jiji.com</a>	<u><a href="#">Announcement of 5 Recommended Hot Springs for Japanese People and an Overview of Hot Spring Events to be Held This Fall</a></u>	Japan	13,460,515
8/19/2024	<a href="https://www.news.infoseek.co.jp">news.infoseek.co.jp</a>	<u><a href="#">Introducing Hot Springs Recommended for Japanese Tourists and Unique Hot Spring Events Held in the Fall</a></u>	Japan	13,460,515
8/20/2024	<a href="https://www.ehime-np.co.jp">ehime-np.co.jp</a>	<u><a href="#">14 Junior High School Students From Lyo City Travel to Oregon, USA, for Intercultural Exchange Through Homestays and Other Activities</a></u>	Japan	130,000
8/22/2024	<a href="https://www.travelweekly.co.uk">travelweekly.co.uk</a>	<u><a href="#">Visit USA to Host Webinar Series for UK Travel Trade</a></u>	United Kingdom	188,805
8/26/2024	<a href="https://www.crea.bunshun.jp">crea.bunshun.jp</a>	<u><a href="#">Slow Travel in Portland, USA - Cook in a Hotel With a Kitchen and Live Like a Local!</a></u>	Japan	2,238,000
8/30/2024	<a href="https://www.lovehappensmag.com">lovehappensmag.com</a>	<u><a href="#">3 Unique Retreats That You've Never Heard Of</a></u>	United Kingdom	17,697
8/31/2024	<a href="https://www.rp-online.de">rp-online.de</a>	<u><a href="#">Auf Bigfoots Spuren</a></u>	Germany	86,101

# International Media Coverage Highlights - September 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
9/1/2024	<a href="#">Canadian World Traveller - Print</a>	<a href="#">What's New in Oregon</a>	Canada	5,800,000
9/10/2024	<a href="#">news.nicovideo.jp</a>	<a href="#">Oregon Airport Therapy Animals Bring Smiles to Travelers' Faces</a>	Japan	12,000,000
9/10/2024	<a href="#">dailymail.co.uk</a>	<a href="#">From What to Say at Reception to Get a Room with a Balcony to The Most Bizarre Requests and Hidden Perks: The VERY Surprising World of Hotels Revealed</a>	United Kingdom	78,945,814
9/12/2024	<a href="#">travelweekly.co.uk</a>	<a href="#">British Airways to Set New Record for North America Flights</a>	United Kingdom	183,416
9/12/2024	<a href="#">thebusinessstravelmag.com</a>	<a href="#">British Airways Boosts 2025 Schedules</a>	United Kingdom	5,968
9/18/2024	<a href="#">traveltvision.jp</a>	<a href="#">America / Portland International Airport Reborn as PDX NEXT</a>	Japan	55,000
9/20/2024	<a href="#">luxorialifestyle.com</a>	<a href="#">Planning a Luxury Cruise on the West Coast</a>	United Kingdom	10,862
9/25/2024	<a href="#">theindependent.com</a>	<a href="#">The 38 Coolest Neighborhoods in the World Right Now, According to Time Out</a>	United Kingdom	61,908,974
9/28/2024	<a href="#">rp-online.de</a>	<a href="#">On Bigfoot's Trail</a>	Germany	217,921
9/30/2024	<a href="#">herald.wales</a>	<a href="#">Cardiff Airport's Passengers Can Fly to 155 Destinations This Winter</a>	United Kingdom	21,341

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THANK YOU