

EARNED MEDIA COVERAGE REPORT

Q2 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:

- 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 Q2 (October - December) 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 Q2



STORIES 64

IMPRESSIONS 1,128,233,718

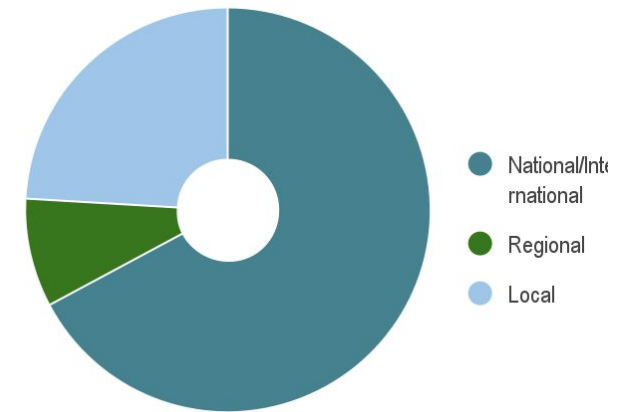
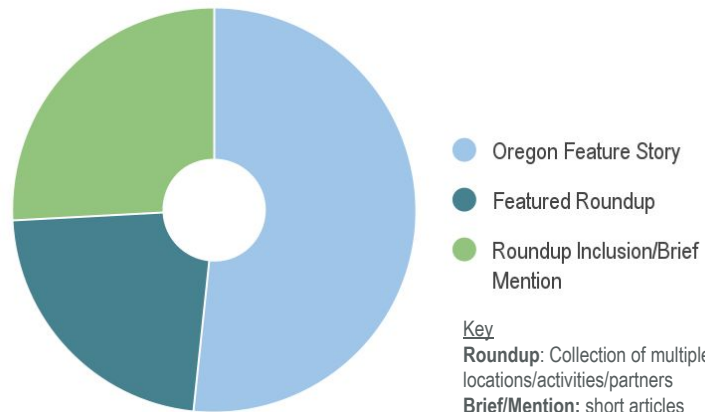
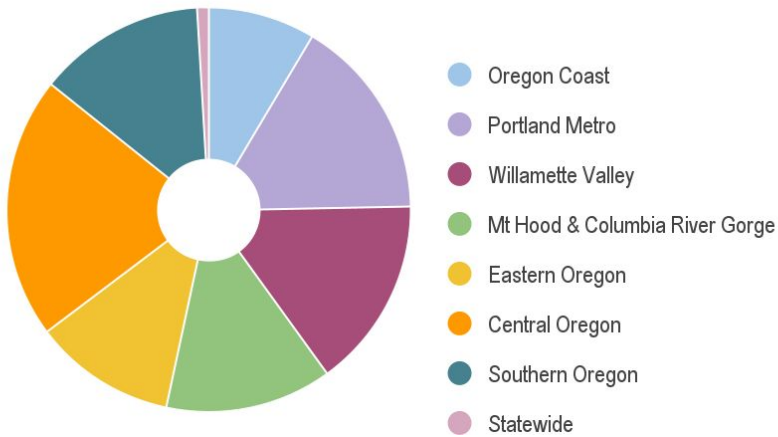
DEIA STORIES 9

TOWNS									
• Albany	• Beaverton	• Cove	• Eugene	• Grants Pass	• La Grande	• Mitchell	• Oregon City	• Smith Rock	
• Alvord	• Bend	• Coos Bay	• Florence	• Hillsboro	• Lakeview	• Mt. Bachelor	• Pendleton	• Springfield	
• Amity	• Boring	• Crater Lake	• Garibaldi	• Hood River	• Lincoln City	• Mt. Hood	• Portland	• Sunriver	
• Aurora	• Brookings	• Dayton	• Gold Beach	• Idanha	• Madras	• Mt. Jefferson	• Prineville	• Terrebonne	
• Ashland	• Cannon Beach	• Depoe Bay	• Gold Hill	• John Day	• McMinnville	• Newberg	• Rogue River	• Warm Springs	
• Baker City	• Carlton	• Dundee	• Government Camp	• Joseph	• Medford	• Newport	• Siletz	• White City	
• Bandon	• Cascade Summit	• Elkton	• Grand Ronde	• Klamath Falls	• Milton-Freewater	• North Powder	• Sisters	• Wallowa	

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 – Q2 2024



Forbes

Here's Where To See Fall Foliage Across The United States

Michele Herrmann Contributor @ Michele Herrmann reports on hotels, attractions and food/drink.

Oct 5, 2024, 11:37am EDT

Updated Oct 10, 2024, 04:46pm EDT

Fall foliage can be experienced across much of the United States in various ways and at different locations. While New England maintains an autumn stronghold, other parts of the country offer equally amazing fall foliage splendor.

Additionally, this seasonal phenomenon encompasses parts of the Midwest, the Northern Pacific, the Southeast and the Southwest. Their color schemes might differ in amounts and schedules but they still shine brightly.

Here's a list of some top fall foliage sites, by state. Check with

yahoo!life

Planning a national parks road trip? Check out these multi-park itineraries

These national park road trips cover some seriously beautiful ground.

Jacqueline Kehoe
Thu, October 17, 2024 at 9:27 AM PDT - 8 min read



What's better than a national park road trip? A national parks road trip—plural.

THE TIMES

The secret to a dream holiday? It's written on your passport

When Eugene Smith moved to the States he wasn't sure where to explore first. But one city in Oregon had his name on it — literally



Eugene Smith with a Eugene police car in a 'fit of self-indignance'

Eugene Smith Sunday October 20, 2024, 12:07am BST, The Sunday Times

USA TODAY

USA TODAY
NATIVE AMERICAN
SPECIAL EDITION: CELEBRATING NATIVE AMERICAN HERITAGE MONTH

100 years of citizenship

PROGRESS WORTH CELEBRATING, BUT THE JOURNEY CONTINUES




DISPATCHES FROM ACROSS U.S. • A NEW LOOK AT NATIONAL PARKS • INDIGENOUS ENTREPRENEURS

The Oregonian

With First Foods Dinner, Oregon chef tells story of Native cuisine

Updated: Nov. 01, 2024, 7:04 p.m. | Published: Nov. 01, 2024, 6:00 a.m.




Chef Jack Strong stands at the grill at The Joy restaurant in Newberg. Courtesy of The Allison Inn & Spa

AARP

The Weather Channel

5 Quiet Winter Destinations to Soothe the Soul

Slow down, take a breath, and allow yourself to find the calm in nature's embrace



By Eric Gifford, AARP
Published December 19, 2024

AARP SENIOR TRAVEL PACKAGES

BEST ALL-INCLUSIVE RESORT DEALS

TRAVEL + LEISURE RELEASES BEST PLACES TO VISIT IN 2025




8:39 Jamaica Today 52° Cloudy 20% Chance of Rain

The Seattle Times

How to choose the best Cascade ski hill for you

Dec. 9, 2024 at 6:00 am | Updated Dec. 9, 2024 at 6:00 am

By Gregory Scruggs
Seattle Times staff reporter



Carving turns in dry, light powder while the bone-dry desert of the Columbia River basin spreads out below is one of the climatic quirks that makes Mission Ridge worth a trip to the east side of the Cascades. (Tony Hickok / Mission Ridge)

Some of the earliest opening days in years had Pacific Northwestern skiers and snowboarders rejoicing even before they had downed their turkey dinner. Snow lovers gave plenty of thanks for a La Niña winter off to an extremely good start, which will hopefully bode well for a long season ahead.

TRAVEL + LEISURE

11 Affordable Ski Destinations in the U.S. to Visit This Year

Want to ski without breaking the bank? Here are 11 of the most affordable ski destinations around the U.S.

By Stacey Leasca | Published on December 9, 2024



Facebook, X, Pinterest, Email icons

Tasting Table.

14 Restaurants Across The US To Try For Native American Heritage Month

By Alicia Erickson | Nov. 1, 2024 9:45 am EST



Since the 1990 establishment of November as Native American Heritage Month in the U.S., recognition of Indigenous culture is growing. Amid this renaissance, Indigenous communities are reconnecting to culinary traditions and ingredients that originated in North America. Some are well-recognized foods like corn, berries, squashes, and wild rice, while others

Consumer Earned Media Coverage Highlights - October 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
10/1/2024	fws.gov	Six Amazing Places for Fall Birding	734,000	8
10/2/2024	eater.com	The Best Ways to Use Hazelnuts in Home Cooking	8,630,000	10
10/5/2024	forbes.com	Here's Where To See Fall Foliage Across The United States	99,600,000	8
10/17/2024	yahoo.com	Planning a National Parks Road Trip? Check out These Multi-Park Itineraries	432,976,146	7
10/19/2024	nzherald.co.nz	The Best Tiny Stays in the US	219,000	9
10/20/2024	The Times - Print	What's in a Name?	368,929	9
10/21/2024	statesmanjournal.com	Harvest Dinners and Fall Celebrations: How to Celebrate in the Willamette Valley	429,000	9
10/21/2024	wineenthusiast.com	9 of the World's Most Influential Indigenous-Owned Wineries	281,000	7
10/24/2024	USA Today - Special Edition - Print	Celebrating Native American Heritage Month	85,700,000	7
10/30/2024	pdxmonthly.com	Destination Saunas in Oregon and Beyond	308,000	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 - November 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
11/1/2024	oregonlive.com	With First Foods Dinner, Oregon Chef Tells Story of Native Cuisine	4,990,000	10
11/1/2024	tastingtable.com	14 Restaurants Across The US To Try For Native American Heritage Month	8,050,000	7
11/1/2024	seattlemag.com	Celebrating Native American Heritage Month	68,300	8
11/7/2024	10best.usatoday.com	Where to See the Northern Lights in the Lower 48: Our 10 Favorite Spots	85,700,000	9
11/8/2024	pdx.eater.com	Best Dishes the Eater Portland Team Ate This Week	377,000	9
11/8/2024	kgw.com	World's Largest 'Dark Sky Sanctuary' is in Oregon's Backyard.	1,886,000	9
11/9/2024	The Seattle Times - Print	Oregon's High Desert is a Shoulder Season Paradise for Outdoors Lovers	5,190,000	9
11/12/2024	pdxmonthly.com	5 Favorite Cross-Country Ski Spots in the Pacific Northwest	308,000	8
11/22/2024	pdxmonthly.com	Where to Ski in Oregon and Washington	308,000	8
11/25/2024	pdx.eater.com	Indigenous Pop-Up Javelina Is Gearing Up For a Winter Residency and a Full-Blown Restaurant	377,000	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 - December 2024



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE
12/1/2024	powder.com	The 8 Oldest Ski Resorts in the U.S.	666,000	7
12/1/2024	Cosmopolitan Mexico - Print	Explorar el Mundo en 2025	1,400,000	6
12/2/2024	pdxmonthly.com	8 Ways to Embrace Winter in Oregon	308,000	8
12/9/2024	seattletimes.com	How to Choose the Best Cascade Ski Hill for You	5,190,000	8
12/9/2024	travelandleisure.com	11 Affordable Ski Destinations in the U.S. to Visit This Year	10,800,000	7
12/10/2024	Weather Channel	The Best Destinations to Visit in 2025	234,000,000	7
12/15/2024	informador.mx	Los Tres Rostros de Oregon	121,000	7
12/19/2024	aarp.org	5 Quiet Winter Destinations to Soothe the Soul	38,000,000	6
12/20/2024	pdxmonthly.com	Oraibi by Javelina Explores the World of Indigenous Cuisine	308,000	9
12/28/2024	escquirelat.com	10 Destinos Imperdibles Para 2025	308,000	7

*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

TRAVEL



OREGON

INDUSTRY

Industry Earned Media Coverage Recap – Q2 2024



STORIES 25

IMPRESSIONS 1,172,598,360

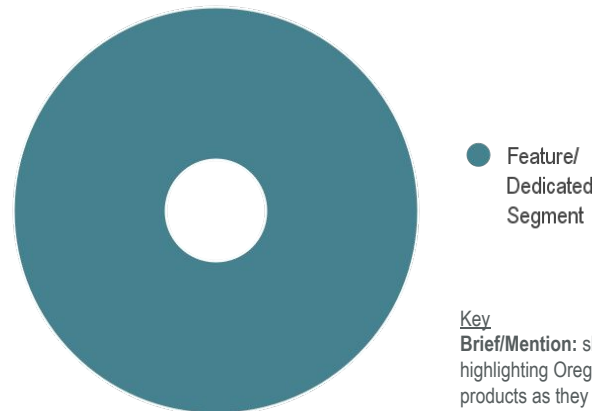
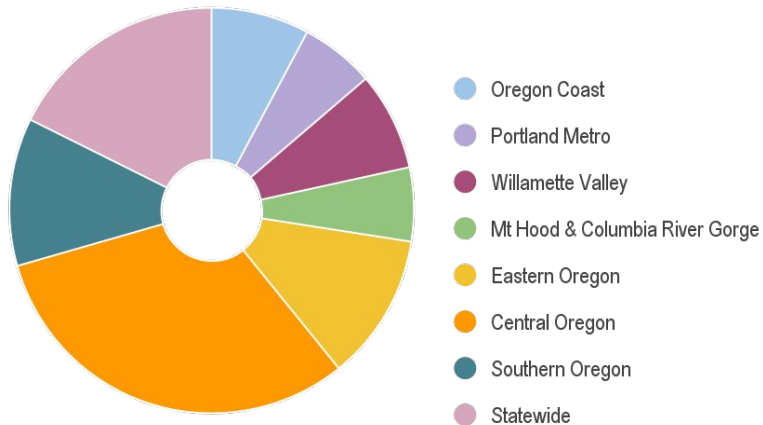
TOWNS

- Antelope
- Astoria
- Athena
- Baker City
- Brownsville
- Burns
- Cannon Beach
- Columbia Gorge
- Cottonwood Canyon State Park
- Eugene
- Klamath Falls
- La Grande
- Lakeview
- North Powder
- Oregon Caves National Monument & Preserve
- Oregon City
- Oregon Outback
- Portland
- Prineville
- Richland
- Salem
- Silverton
- Sunriver International Development of Distinction
- St. Helens
- Wallowa Lake State Park

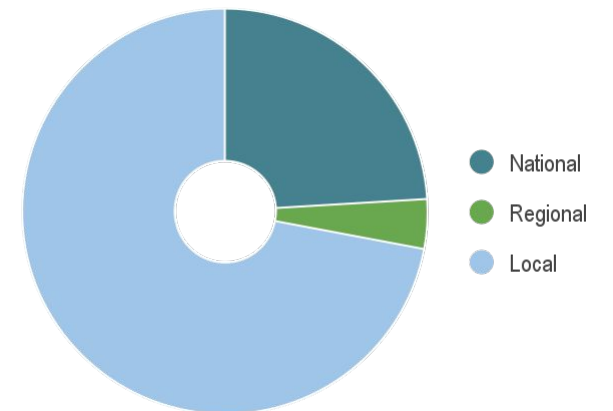
REGIONS

STORY TYPE

REACH



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



Top 10 Industry Coverage Highlights – Q2 2024



The Oregonian

LIVING

This tiny town is Oregon's first 'Dark Sky Community'

Updated: Dec 08, 2024, 12:45 p.m. | Published: Dec 06, 2024, 7:43 a.m.

© 2024 Michael McKeag

The tiny town of Antelope – population 37 – has become the first city in Oregon to receive a "Dark Sky Community" certification from DarkSky International. Michael McKeag

By Samantha Swindler | The Oregonian/OregonLive



Environment FOLLOW 5 Followers

Historic town of Antelope certified as Oregon's first International Dark Sky Community

2024 Michael McKeag

Antelope, Oregon prides itself as a pioneering Dark Sky Community 'where you can see the Milky Way from Main Street.'

By KTVZ News Sources FOLLOW



LOCAL

Oregon town with cult ties becomes state's first Dark Sky Community

This marks Oregon's fifth stargazing destination recognized by DarkSky International

Antelope is Oregon's first certified Dark Sky Community after taking measures to reduce light pollution. (Courtesy Michael McKeag.)

by Michaela Bourgeois
Posted: Dec 9, 2024 / 08:29 PM PST
Updated: Dec 10, 2024 / 08:52 AM PST

SHARE

PORTLAND, Ore. (KOIN) – A small town in north-central Oregon, which has ties to a former cult, is now being recognized for its starry skies.



Oregon town with cult ties becomes state's first Dark Sky Community

Michaela Bourgeois
Mon, December 9, 2024 at 3:29 PM PST · 2 min read

PORTLAND, Ore. (KOIN) – A small town in north-central Oregon, which has ties to a former cult, is now being recognized for its starry skies.

The city of Antelope has been certified as the first International Dark Sky Community in Oregon by DarkSky International, an organization advocating for the preservation of dark skies through outdoor lighting policies.

Announcing the city's certification on December 4, DarkSky said Antelope



Oregon town with cult ties becomes state's first Dark Sky Community

Story by Michaela Bourgeois · 1 mo · 2 min read

Oregon town with cult ties becomes state's first Dark Sky Community

PORTLAND, Ore. (KOIN) – A small town in north-central Oregon, which has ties to a former cult, is now being recognized for its starry skies.



OREGON FILM TRAIL

KGW8



Oregon's second dark sky park was recently certified. See where it is and how to visit.

Ginnie Sandoval
Salem Statesman Journal
Published 03 a.m. PT Dec 17, 2024

RISE OF THE COLD MOON ON DEC. 14-15

Top astronomy events for December 2024: When to see Geminid, Ursid meteor showers

From under a starry night sky to shooting stars streaking across the early winter sky, here are the top astronomy events for December 2024.

A second dark sky park recently became certified in Oregon, three years after the state's first dark sky park was certified, and just months after a 2.5 million acres of



This Oregon Town Was Infamous For Its Cult, But It Just Became The State's First Dark Sky Community

By Chris Sands · Published Dec 18, 2024

A small Oregon town with an estimated population of only 37 people is the first in the state to become a Dark Sky Community, meaning an incorporated place where the quality of the night sky is preserved through lighting ordinances that reduce light pollution, education, and other measures. If this sounds like a commendable achievement, it is.



Movie buffs can now take a journey on a growing Oregon Film Trail

By Antonio Sierra (OPB)
Dec 20, 2024 6 a.m.

A state agency is placing markers across the state to commemorate movies shot here, including one recently filmed in La Grande

Home video mainstay "The Goonies" and the Oscar-winning "One Flew Over the Cuckoo's Nest" — with scenes shot in Astoria and Salem, respectively — are core pieces of Oregon movie trivia.



NEWS 3:28 SEXUAL MISCONDUCT CHARGE AGAINST VANCOUVER TEACHER

Industry Earned Media Coverage Highlights - December 2024



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
12/6/2024	oregonlive.com	<u>This Tiny Town is Oregon's First 'Dark Sky Community'</u>	1	6
12/6/2024	ktvz.com	<u>Historic Town of Antelope Certified as Oregon's First International Dark Sky Community</u>	1	6
12/9/2024	koin.com	<u>Oregon Town with Cult Ties Becomes State's First Dark Sky Community</u>	1	6
12/9/2024	yahoo.com/	<u>Oregon Town with Cult Ties Becomes State's First Dark Sky Community</u>	1	7
12/10/2024	msn.com	<u>Oregon Town with Cult Ties Becomes State's First Dark Sky Community</u>	1	7
12/16/2024	KGW - 11 a.m.	<u>Oregon Film Trail</u>	1	6
12/17/2024	statesmanjournal.com	<u>Oregon's Second Dark Sky Park Was Recently Certified. See Where it is and How to Visit.</u>	1	6
12/18/2024	thetravel.com	<u>This Oregon Town Was Infamous For Its Cult, But It Just Became The State's First Dark Sky Community</u>	1	7
12/29/2024	opb.org	<u>Movie Buffs Can Now Take a Journey on a Growing Oregon Film Trail</u>	1	7
12/30/2024	KPTV - 10 a.m.	<u>Explore "Oregon Film Trail"</u>	2	8

TRAVEL



OREGON

INTERNATIONAL



International Earned Media Coverage Recap – Q2 2024



STORIES 203

IMPRESSIONS 759,609,256

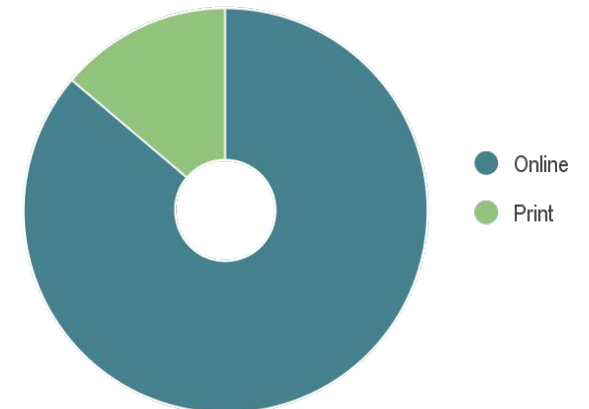
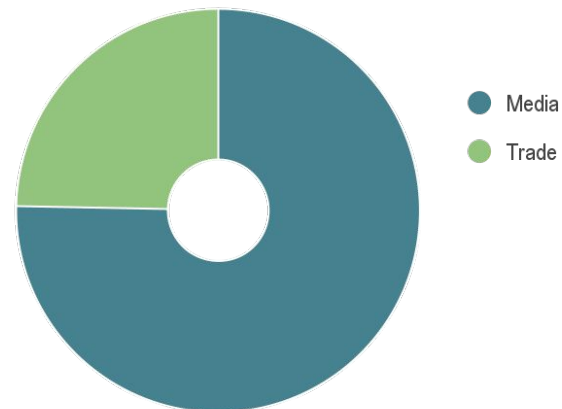
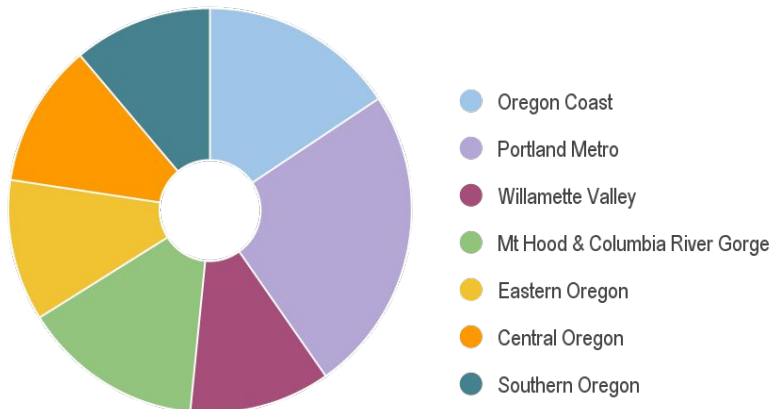
MARKETS

- Australia
- Austria
- Canada
- French
- Germany
- Japan
- New Zealand
- South Korea
- Switzerland
- United Kingdom

REGIONS

MEDIA VS. TRADE

ONLINE VS. PRINT



Top 10 International Coverage Highlights – Q2 2024



BUSINESS INSIDER

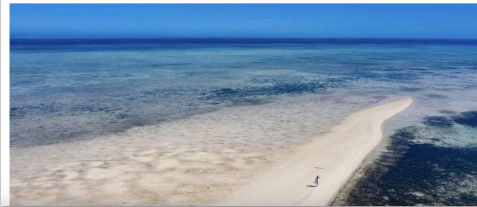
米オレゴンの空港、旅行のストレス緩和のために「ラマ」と「アルパカ」を配置

Joshua Niekirk-Zisser (翻訳: 山口悠希) Nov 7, 2024, 7:00 PM

VANITY FAIR

Lonely Planet dévoile les 30 destinations à visiter avec son classement *Best in Travel 2025*

Le nouveau guide *Best in Travel 2025* est sorti avec son lot de conseils de voyageurs chevronnés sur 30 lieux incontournables à découvrir ou à retrouver.



IFLS

What Is The Deepest Lake In The US?

It's also the ninth deepest lake on Earth.

Senior Journalist Edited by Holly Large



reise reporter

USA-Reise Indian Summer: In diesen US-Städten ist der Herbst am schönsten



Der sogenannte Indian Summer in den USA ist legendär. Aber die goldene Jahreszeit ist nicht nur mitten in der Natur ein Spektakel. Es gibt auch zahlreiche Städte, in denen du den Herbst von seiner besten Seite erleben kannst. Warum sich genau dann eine Reise lohnt.

Conny Derdak 04.10.2024, 23:00 Uhr

LA PRESSE

Côte de l'Oregon Cinq coups de cœur



PHOTO: STÉPHANIE MORIN, LA PRESSE Une réplique du campement de l'expédition de Lewis et Clark, qui s'est déroulée au début du XIX^e siècle.

Publié le 9 nov. 2024

STÉPHANIE MORIN La Presse

TRAVELinc MEMO
Your personal magazine twice a week

Invites on way, big prizes at Visit USA events – be in quick say organisers

Continued from page 1

Marshall adds that, judging from previous years, trade from outside the host centres will come and join the locals.

“We’re expecting attendees from places like Hamilton, Rotorua and South Auckland at the Tauranga event, as well as agents from the wider Canterbury region in Christchurch. Any travel advisors can attend from anywhere as long as they register before the events reach capacity.”

Exhibitors include Travel Oregon, Utah, Memphis Tourism, Visit Anchorage, Carnival, Los Angeles, LAX, Expedia TAAAP, Visit Seattle, The Hawaiian Islands, Fiji Airways, Destination DC, Visit Anaheim, Air New Zealand, United Airlines, Grapevine Texas, Air Tahiti Nui, Hawaiian Airlines, Rocky Mountaineer, Tauck, Delta Air



Flashback to last year's Visit USA roadshow event in Hamilton, where Elaine Patton (centre), Brand USA; caught up with Ashleigh Harrison and Jo Robinson of Helloworld Thames

Lines, Travel Nevada, Travel Oklahoma, American Airlines, I Love New York and Brand USA.

The events will start with a free-flow marketplace format, move onto presentations and finish with a short Kahoot quiz and prizes.

Travie

거기서 잘 지내나요? 자연을 사랑한다면, 포틀랜드

Editor: 김지연 | SNS: 2024.10.17 09:40 | 558 views

서울 사는 김지연 작가가 포틀랜드에 사는 이에게 물었다. 거기서 잘 지내나요?



Interviewees from Portland 김지연

franceinfo:

Aux Etats-Unis, l'Indian Relay, une course de chevaux extrême, concilie traditions et intégration des peuples amérindiens

Publié le 05/12/2024 10:12 Mis à jour le 30/01/2025 14:07

Temps de lecture : 3min - vidéo : 4min



France 2 France Télévisions

THE INDEPENDENT

This US airport is trying to ease nervous flyers with llama therapy

Meet the llamas employed to quell stress and anxiety before flying

Amelia Nash • Thursday 07 November 2024 10:05 EST • Comments



Two llamas in Nice. (AFP via Getty Images)

Brisbane Times

Fifteen unforgettable road trips that will change your life

Les Atteintes OCTOBRE 18, 2024



International Media Coverage Highlights - October 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
10/5/2024	travel2next.com	<u>20 Charming Towns and Cities in Oregon You'll Want to Move To!</u>	Canada	250,000
10/5/2024	reisereporter.de	<u>Indian Summer: Autumn Is at its Most Beautiful in These US Cities</u>	Germany	46,931,366
10/11/2024	travelmemo.co.nz	<u>Invites on Way, Big Prizes at Visit USA Events – Be in Quick Say Organisers</u>	New Zealand	5,600
10/11/2024	travie.com	<u>If You Love Nature, Portland.</u>	South Korea	50,000
10/18/2024	iflscience.com	<u>What Is The Deepest Lake In The US?</u>	United Kingdom	5,272,756
10/24/2024	kankokeizai.com	<u>Japan-U.S. Tourism Exchange Year Symposium Promoting Travel from Japan</u>	Japan	1,200,000
10/27/2024	vanityfair.fr	<u>Lonely Planet unveils the 30 destinations to visit with its Best in Travel 2025 ranking</u>	France	1,587,000
10/27/2024	smh.com.au	<u>Fifteen Unforgettable Road Trips that Will Change your Life</u>	Australia	1,634,000
10/28/2024	brisbanetimes.com.au	<u>Fifteen Unforgettable Road Trips that Will Change your Life</u>	Australia	1,589,000
10/30/2024	travelvoice.jp	<u>Number of Japanese Tourists to the US Recovers to 4th Place in the International Market, Disney Is Doing Well Thanks to the Otani Effect, New Trend of Paying for Experiences</u>	Japan	1,200,000

International Media Coverage Highlights - November 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
11/1/2024	slate.fr	Oregon: State of Dune	France	5,063,000
11/5/2024	businessinsider.de	An Airport in Oregon Wants to Take Away Your Fear of Flying by Sending Llamas into the Terminals	Germany	6,397,603
11/7/2024	businessinsider.jp	Oregon Airport Deploys Llamas and Alpacas to Make Travel Less Stressful	Japan	10,000,000
11/7/2024	the-independent.com	This US Airport is Trying to Ease Nervous Flyers with Llama Therapy	United Kingdom	55,546,908
11/9/2024	lapresse.ca	Five Favorites	Canada	3,830,010
11/13/2024	news.nifty.com	Expedia Group Teams Up with Brand USA to Launch "A Somewhere for Everyone" Campaign in Japan and Canada	Japan	7,219,500
11/13/2024	masculin.com	Oregon, the Hidden Jewel of the United States: 5 Good Reasons to go Visit	France	4,157,000
11/23/2024	safarilounge.jp	Elkeks: Lettered Sweatshirts Made in Oregon That Exude a Sense of Adventure and Nostalgia!	Japan	3,000,000
11/27/2024	luxuryescapes.com	Party in the USA: How to Experience the U.S. Festive Holiday Season	Australia	2,000,000
11/29/2024	uk.news.yahoo.com	Cute Animals Feast on Thanksgiving Treats at Oregon Zoo	United Kingdom	3,462,788

International Media Coverage Highlights - December 2024



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
12/1/2024	lonelyplanet.de	<u>Best in Travel 2025</u>	Germany	358,510
12/3/2024	ouest-france.fr	<u>In 2024, Nordic Lights Were More Visible than Ever, Here Are the Most Fabulous Pictures</u>	France	84,300,000
12/3/2024	karryon.com.au	<u>Crystal Releases Ocean Voyage Itineraries for Second Half of 2026</u>	Australia	45,000
12/5/2024	francetvinfo.fr	<u>In the United States, the Indian Relay, an Extreme Horse race, Combines Traditions and Integration of the Native People</u>	France	92,580,000
12/8/2024	dailymail.co.uk	<u>The Stunning Beauty Spot That's Touted as the New Grand Canyon</u>	United Kingdom	55,445,357
12/13/2024	travelweekly.com.au	<u>Brand USA Announces New Board Members and Leadership</u>	Australia	1,019,000
12/13/2024	traveltalkmag.com.au	<u>Brand USA Announces New Board Members and Leadership</u>	Australia	25,000
12/16/2024	traveltalkmag.com.au	<u>Brand USA Welcomes Elliott Ferguson as Chair</u>	Australia	25,000
12/17/2024	internationaltraveller.com	<u>Step into Opulence at The Nines: Portland's Chic Luxury Retreat</u>	Australia	240,000
12/21/2024	haz.de	<u>Lost Lake in the US: The Lake that Suddenly Disappears</u>	Germany	699,901

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