



TRAVEL OREGON

OREGON MEDIA MARKETPLACE
2025 RECAP

6-9-25

Naim Hasan Photography

WHAT IS THE OREGON MEDIA MARKETPLACE?

- Biannual Event
- Designed for Media
- Showcase Oregon + Inspire Future Stories
- Build Relationships Across the Industry



Oregon Media Marketplace
at THE REDD • MARCH 18, 2025

OREGON MEDIA MARKETPLACE REIMAGINED

- Moved from local writers to include national and international media
- Ensured participation from all seven RDMOs
- Included industry partners
- Press Trips
- Wellness Theme



WHO ATTENDED?

Media

Hosted Domestic Media (10)

Hosted International Media (12)

Local Media (30)

Influencers (9)

Partners

All seven RDMOs

DMOs

Guides/Experience Providers

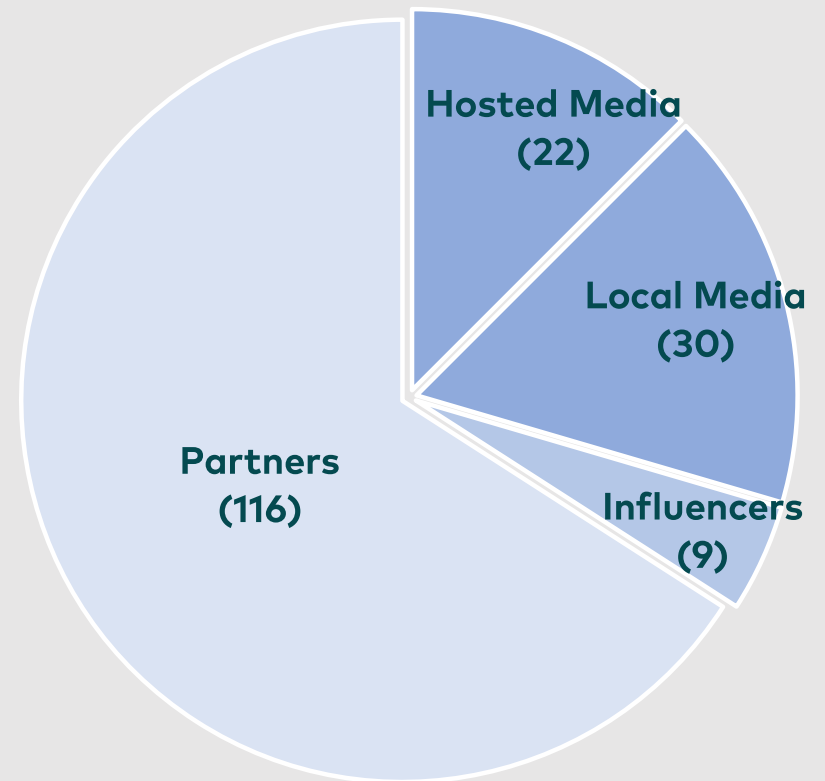
Sport Oregon

Oregon Wine Board and winemakers

Oregon Tribes

PR Agency Partners

PARTICIPATION



MARKETPLACE-STYLE EVENT

The Redd in Portland, March 18 from 3-8 p.m.

Objective: Conversational, Welcoming Space

- Seven Tourism Regions + Local Partners
- Sport Oregon "Sports Lounge"
- Oregon Wine Board "Wine Lounge"
- Oregon's Indian Country
- Oregon Film Trail
- Special Guests: Alpacas, Portland Pickles, Royal Rosarians



PANEL DISCUSSIONS & DEMONSTRATIONS

Objective: Give media a chance to dive deeper into Oregon strengths + highlight subject matter experts

- **Many Ways to Wellness** – *Oregon State Parks, Oregon Arts Commission & Oregon Cultural Trust*
- **Rooted in Oregon** – *Troon Vineyard, Shifting Tides, James Beard Public Market, Culinary Breeding Network*
- **Native Foods Cooking Demo** – *Chef Jack Strong, Allison Inn*



MEDIA FEEDBACK

"I have attended many events like OMM. However, this was in a league of its own. I loved meeting all the incredible people and learning their stories. And the generosity of everyone! The day really fed into my overall article on Oregon." – Belfast Telegraph (Ireland)

"I enjoyed the ample face time with operators and producers. The fairly free-flowing format, allowing you to roam and chat, was much more enjoyable and productive than the 'speed date' format of some other media marketplaces. I soaked up more information this way. The panels added plenty of value too, just the right balance." – Explore (Australia)

HIGHLIGHTS

- **Wellness theme and it's openness to interpretation**
- **Regional and partner engagements were rich in story ideas and inspiration**
- **Meaningful one-on-one conversations in a casual environment**



PARTNER FEEDBACK

"It really helped us in making connections with new potential partners and having in-person conversations with existing contacts. We were able to share new and exciting story ideas from our region with writers who were interested and engaged. Overall, the experience was very positive for our team and helped us advance our regional comms goals. We'd definitely enjoy participating in a similar event in the future." – Oregon Coast Visitors Association

"I loved how interactive and immersive the booths felt. Rather than walking up to a table, the booths really invited you in!" – Sport Oregon

HIGHLIGHTS

- Lounge-style booths invited conversation
- Platform to showcase regional partners and unique feel of each region
- Cross-pollination between media and Oregon industry partners.



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PRESS TRIPS

Group Press Trips

- **Coastal Forests & Wild, Scenic Rivers**
Coast and Southern
- **Oregon's Wild and Rugged Hinterlands**
Gorge, Eastern, Central
- **Mountainous Spring in the Snow Cascades**
Mt. Hood, Central
- **On the Trail: From Valleys and Cascades to Crater Lake**
Tualatin Valley, Willamette Valley, Southern

Single Market Press Trips

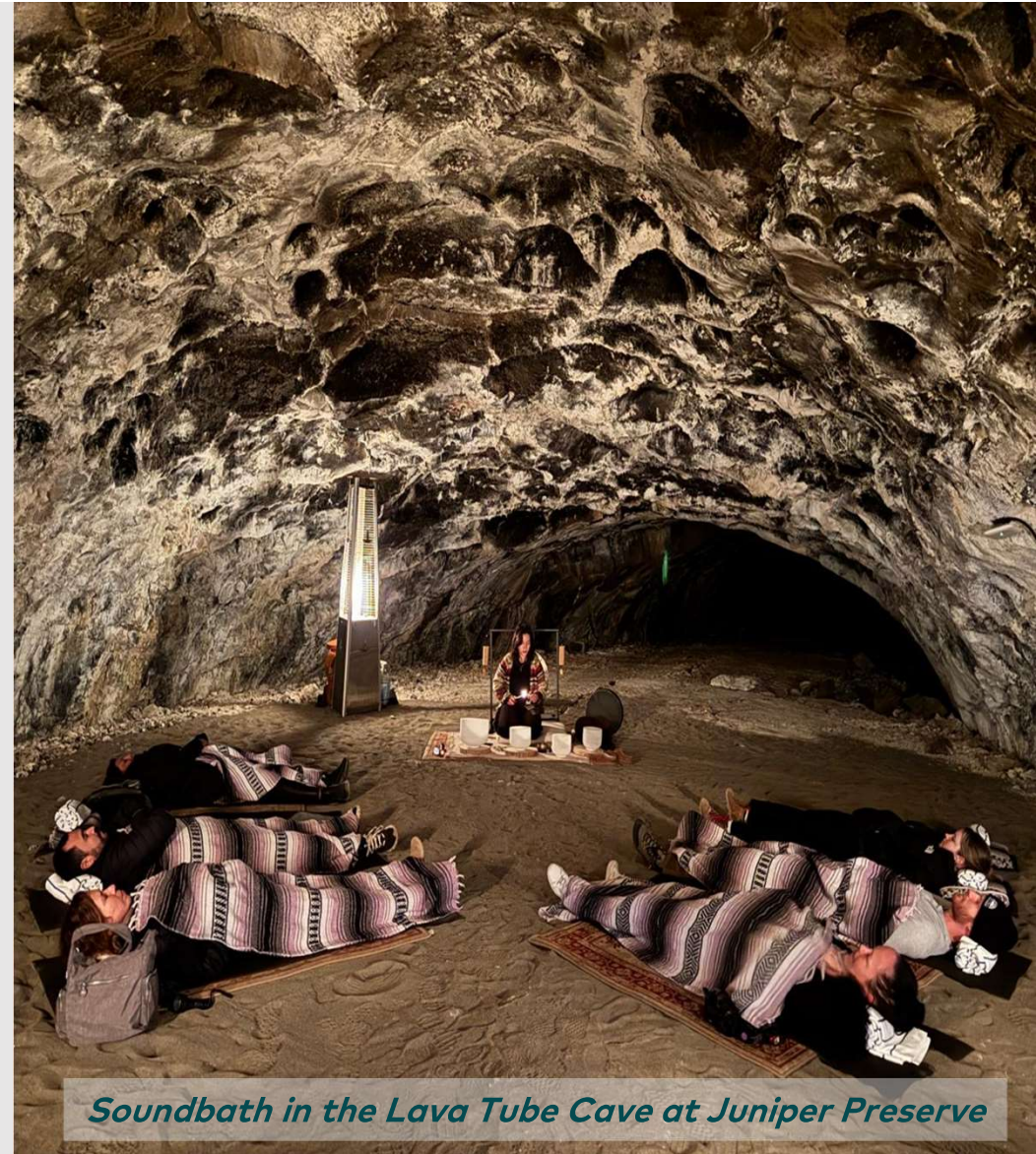
- **UK/Ireland (pre-OMM)**
Portland, Coast, Willamette Valley, Gorge
- **France (post-OMM)**
Portland, Coast, Willamette Valley, Gorge



Snowshoeing at Silvies Valley Ranch

PRESS TRIPS

- 22 Participants
- Co-developed with RDMOs, covering at least two regions per trip
- 3-4 nights per trip
- Utilized Medford and Redmond airports
- Wellness was the overall theme with sub themes:
 - Farm trails and sustainable wineries
 - Animal encounters
 - Dark sky experiences
 - Geological wonders
 - Hot springs and thermal baths
 - Mid-spring snow recreation beyond skiing
 - Hands-on craft experiences
 - Oregon's tribes and connection signature festivals/events
 - Mix of resort and small boutique lodging



Soundbath in the Lava Tube Cave at Juniper Preserve

MEDIA FEEDBACK

I was extremely satisfied with everything. We were taken care of in such a warm and professional way, and everything went incredibly smoothly throughout the trip. What I especially appreciated was that our guide and the Travel Oregon host had deep knowledge about each location we visited — they always had an answer to every question. Truly impressive and really well done!"
– Free Men's World (Germany)

This was one of the best hosted media experiences I've had to date."- Sip and Northwest Travel & Life (U.S.A.)

HIGHLIGHTS

- **Local guides added value to the experience**
- **Diverse mix of landscapes and experiences and accommodations, appeal to various audiences**
- **Time spent outdoors and wellness activities were highly valued.**

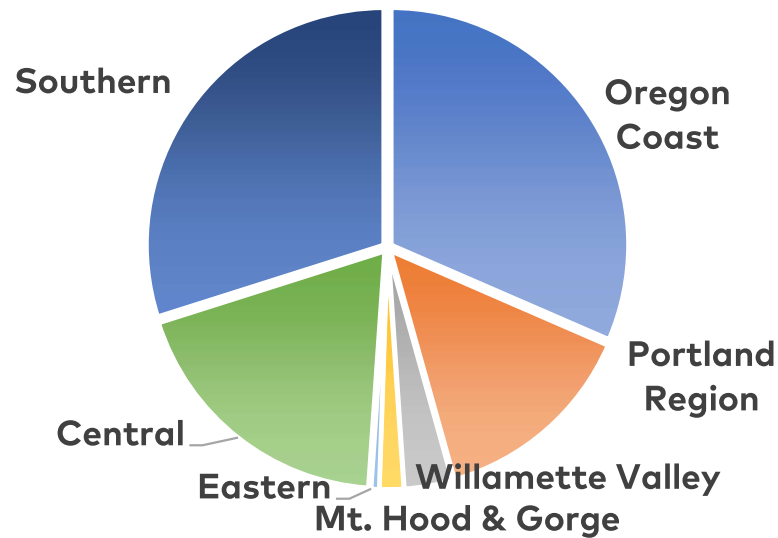


COVERAGE SO FAR

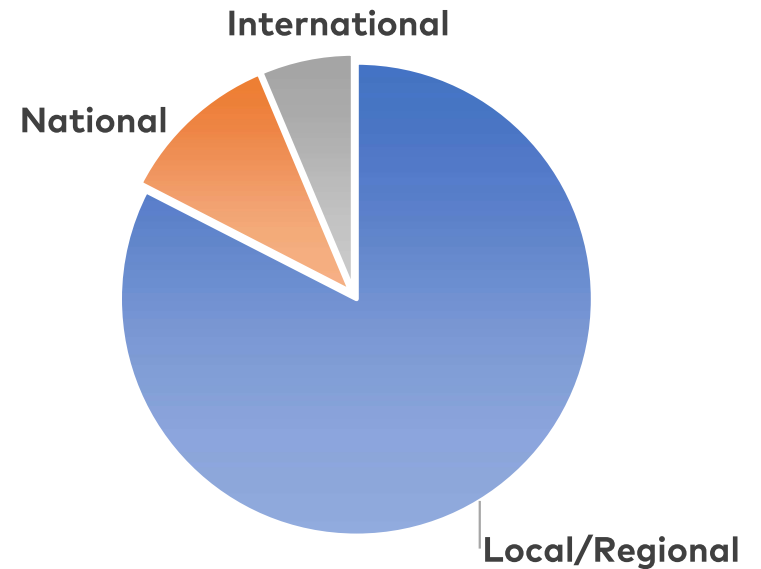
Total Stories: 63

Total Circulation: 171,084,430

REGIONAL COVERAGE



MARKET



COVERAGE SO FAR

Top U.S. Stories:



Adventuring in Oregon's Coastal Forests & Wild, Scenic Rivers

Story by Lisa Chism • 2hr • 8 min read



With forested trails and scenic ocean views, I found this three-day road trip to the Oregon Coast invigorating. This was my first time experiencing the notorious Pacific Coast Scenic Byway, which stretches more than 363 miles along Oregon's west coast.

Our wellness focused girl's trip included some traditional sightseeing and some "off-the-beaten-path" experiences to unwind. Our group of 5 had time for reflection, rejuvenation and gratitude as we explored the central and southern coastlines and sampled local cuisine.

This trip was hosted.



This Quiet Pacific Northwest City Is An Underrated Gem For Nature Lovers

When **Lewis and Clark** reached the **Pacific Ocean** in 1805, they unknowingly planted the seeds for one of the **Pacific Northwest's** most adventure-filled towns: Astoria. This town, home to roughly 10,000 residents, offers a little bit of everything, including one of the country's largest campgrounds, secluded wildlife refuges, and even ziplining and paragliding tours. Its position along the **Columbia River** makes it the perfect location for water activities like scuba diving, kayaking, and fishing as well. As you begin planning your summer adventures this year, make sure to have Astoria on your radar.



Why Central Oregon should be your summer stargazing destination

Central Oregon is home to four Dark Sky-certified locations for stargazing: Sunriver, Antelope, Sisters and Prineville Reservoir State Park.



Credit: Travel Oregon/Katie Falkenberg



Portland

CASCADA: Portland's Underground Wellness Wonder

By Lisa Chism, 2025-04-12

In the heart of Portland's vibrant Alberta Arts District lies Cascada, the city's first underground thermal springs and spa...



[Read full article](#)

6 likes



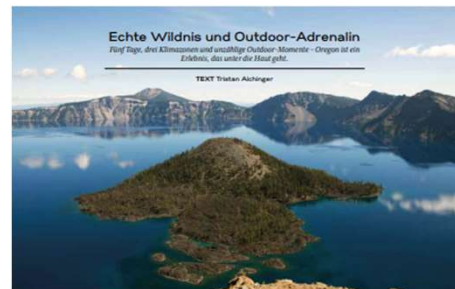
COMMENTS



Be the first to comment here.

Post

Top International Stories:



S'abonner à la newsletter

Recevez tous les mois des bons plans voyage, en France et à l'étranger, des initiatives de tourisme durable et des photos en grand pour rêver.

Email*

Je M'inscris

Vos données ne seront pas transmises à des fins commerciales. Vous pouvez vous désinscrire à tout moment.

WHAT'S IN THE WORKS

U.S. Stories:

- **Edible Portland** - "The Resurgence of Traditional Native American Cuisine Inspired by 3 Gourmet Oregon Chefs" (June 2025 issue)
- **Peak Visor** - Digital travel guide to the mountains and wilderness of Eastern Oregon (Summer/Fall 2025)
- **AAA** – Story about Central Oregon with an inclusion of rafting (Summer 2025)
- **Lonely Planet** – Adding two-page Dark Sky section of the PNW guidebook, heavily focused on Oregon (January 2026)

International Stories:

- **Explore (Australia)** – Two articles on Oregon Coast and Weasku Inn (Fall 2025)
- **Le Point (France)** – Online article about Oregon (Late Summer 2025)
- **Rheinische Post, Bonner Generalanzeiger, Saarbrucker Zeitung, Berliner Deitung, and Luxemburger Wort (Germany, Austria, Luxembourg)** – articles focused on East Gorge, Eastern and Central Oregon

LEARNINGS

- Shorter activation event
- More time in one region
- More time exploring Oregon's small towns and main streets
- Strategic event timing balancing seasonal activities with availability
- More lead time with providing hard costs to regional partners



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Thank you