

EARNED MEDIA COVERAGE REPORT

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.

LAWRENCE
- PUBLIC RELATIONS -

CONSUMER

LAWRENCE
PUBLIC RELATIONS

Consumer Earned Media Coverage Recap – Q4 2025



STORIES 94

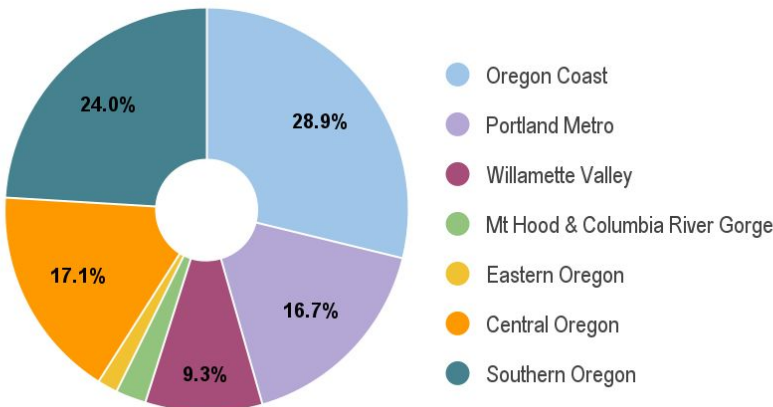
IMPRESSIONS 1,327,601,871

DEIA STORIES 11

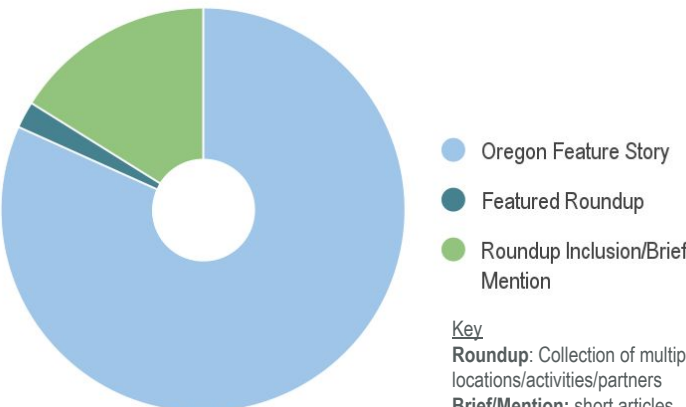
TOWNS

- Amity
- Ashland
- Astoria
- Baker City
- Bend
- Brookings
- Canby
- Cannon Beach
- Carlton
- Coos Bay
- Corvallis
- Crater Lake
- Dayton
- Depoe Bay
- Dundee
- Eugene
- Florence
- Forest Grove
- Grants Pass
- Hood River
- Jacksonville
- La Grande
- Lake Oswego
- Lincoln City
- Manzanita
- McMinnville
- Monmouth
- Newberg
- Newport
- Oregon City
- Pacific City
- Portland
- Rockaway
- Salem
- Seaside
- Sherwood
- Silverton
- Sisters
- Sunriver
- Tigard
- Troutdale
- Turner
- Wallowa
- Warrenton
- Winchester Bay
- Yachats
- Yamhill

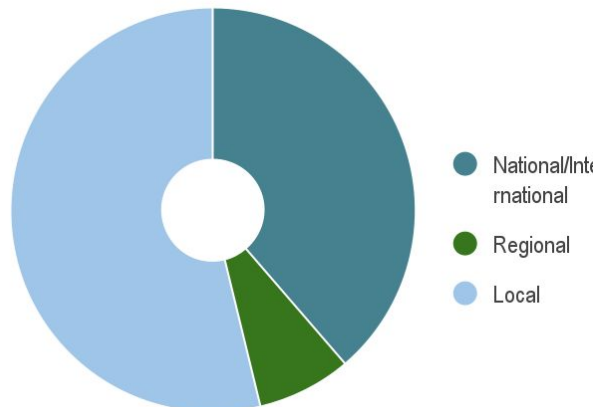
REGIONS



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 24-25

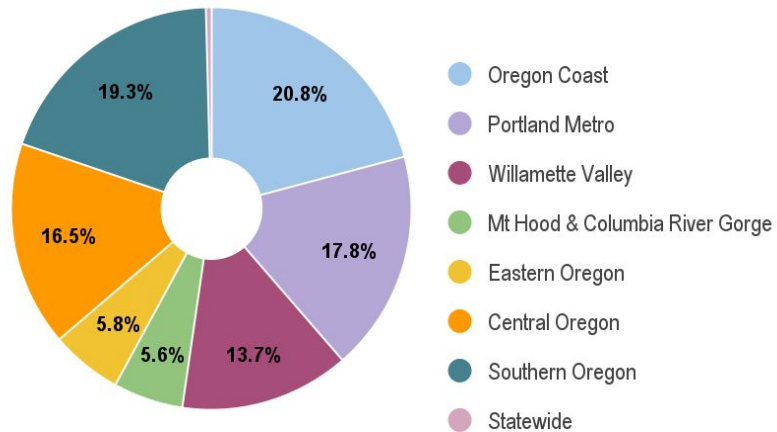


YTD STORIES 237

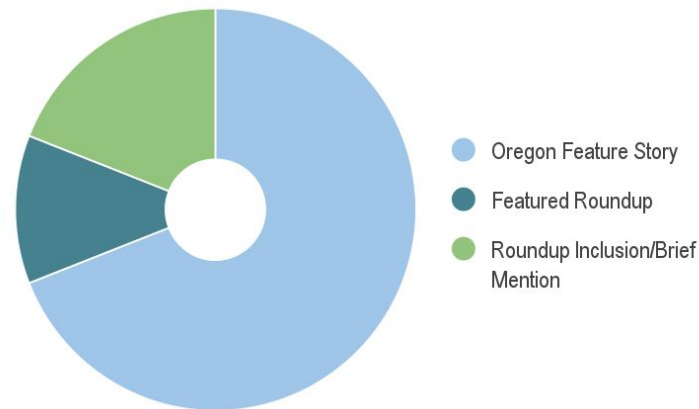
YTD IMPRESSIONS 8,401,918,018

DEIA STORIES 39

REGIONS



STORY TYPE



REACH



Consumer Earned Media Coverage Highlights - April 2025



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
4/9/2025	outsideonline.com	The 7 Best Stargazing Road Trips in North America	3,100,000	8
4/10/2025	worldatlas.com	These 6 Oregon Towns Have The Most Unique Festivals	5,400,000	8
4/14/2025	timeoutmexico.mx	From Coast to Desert: A Journey Through The Faces, Flavors, and Landscapes of Oregon	1,666,000	10
4/14/2025	travelandleisure.com	20 Best Places to Travel in July	9,980,000	8
4/15/2025	escquirelat.com	Destinos Originales en Semana Santa Que Tienes Que Visitar, al Menos, una Vez en la Vida	30,800	8
4/17/2025	shebuystravel.com	CASCADA: Portland's Underground Wellness Wonder	17,300	8
4/21/2025	milenio.com	Tres Destinos Sustentables Para Reconectar Con la Tierra	14,000,000	7
4/23/2025	wfmz.com	Why Central Oregon Should Be Your Summer Stargazing Destination	1,490,000	8
4/29/2025	aarp.org	How to Honor AAPI Heritage Month 2025	38,000,000	7
4/29/2025	travelandleisure.com	This 7-mile Hike in Oregon Takes You to 10 Waterfalls	10,000,000	9

Consumer Earned Media Coverage Highlights - May 2025



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
5/1/2025	USA TODAY Go Escape 2025 - Print	Let's Eat: Explore Western U.S. History and Culture Through its Iconic Dishes	65,865,848	7
5/1/2025	1859 Magazine - Print	Trip Planner: Camp Sherman and Sisters	68,200	9
5/1/2025	Time Out Mexico - May Print	From Coast to Desert: A Journey Through The Faces, Flavors, and Landscapes of Oregon	1,666,000	9
5/6/2025	msn.com	Adventuring in Oregon's Coastal Forests & Wild, Scenic Rivers	123,000,000	10
5/6/2025	shebuystravel.com	Adventuring in Oregon's Coastal Forests & Wild, Scenic Rivers	17,300	8
5/14/2025	usatoday.com	Book a Stay at These 10 Charming Vintage Trailer Hotels Across the US	84,600,000	6
5/14/2025	usatoday.com	Donut Destinations: 10 Best Shops for Sweet Treats	84,600,000	6
5/28/2025	oregonlive.com	'The Goonies' 40th Anniversary Events Expected to Draw Thousands to Astoria	5,138,920	10
5/28/2025	pdxmonthly.com	What to Do in Oregon in June	251,000	7
5/31/2025	forbes.com	Unmissable Food And Wine Stops In The Willamette Valley	63,200,000	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 - June 2025



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE
6/3/2025	10best.usatoday.com	An Impressive Blend: 8 Latino-Owned Wineries Living the American Dream	84,600,000	7
6/8/2025	yahoo.com/lifestyle	Skip the Crowds: These U.S. Road Trips Deliver Big Scenery Without the Traffic	19,400,000	7
6/8/2025	guessingheadlights.com	Skip the Crowds: These U.S. Road Trips Deliver Big Scenery Without the Traffic	3,200	6
6/19/2025	10best.usatoday.com	7 Spectacular Tiny House Rentals that Are Big on Character	84,600,000	7
6/26/2025	dwell.com	This Coastal Oregon Town Hosts an Epic Annual Sandcastle Contest. This Year? Rain—Lots of It	3,800,000	10
6/26/2025	yahoo.com	This Coastal Oregon Town Hosts an Epic Annual Sandcastle Contest. This Year? Rain—Lots of It	375,200,000	10

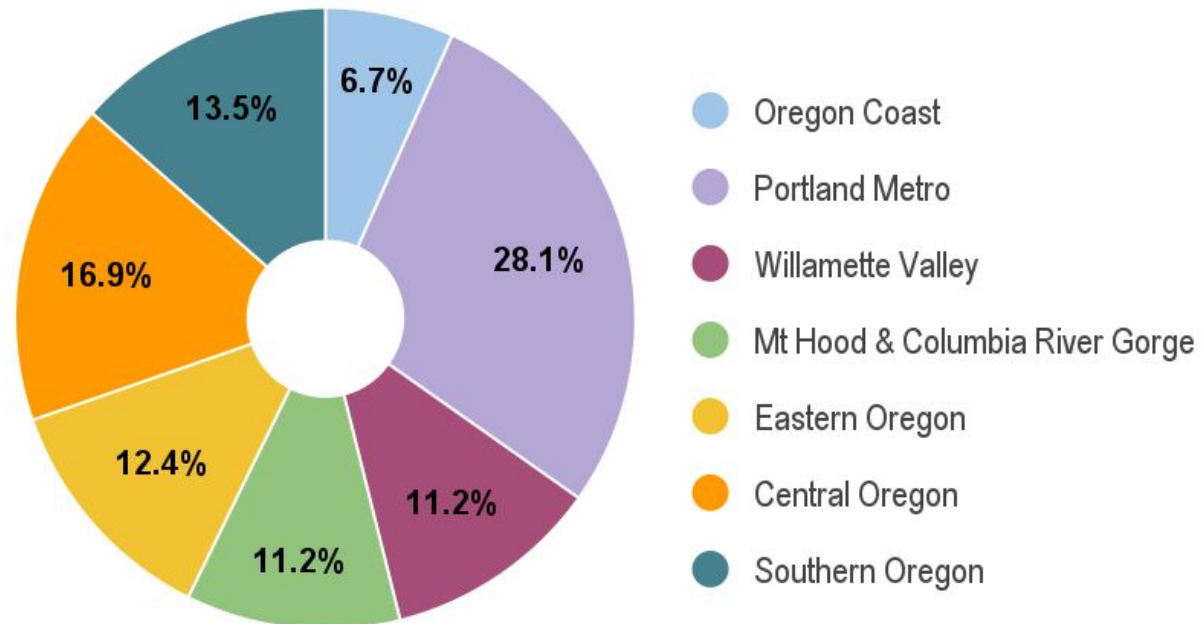
Consumer Press Trips Recap - Year-End 24-25



TOTAL MEDIA 44

DEIA MEDIA 10

Press Trips Per Region



LAWRENCE
- PUBLIC RELATIONS -

INDUSTRY

LAWRENCE
- PUBLIC RELATIONS -

Industry Earned Media Coverage Recap – Q4 2025



STORIES 53

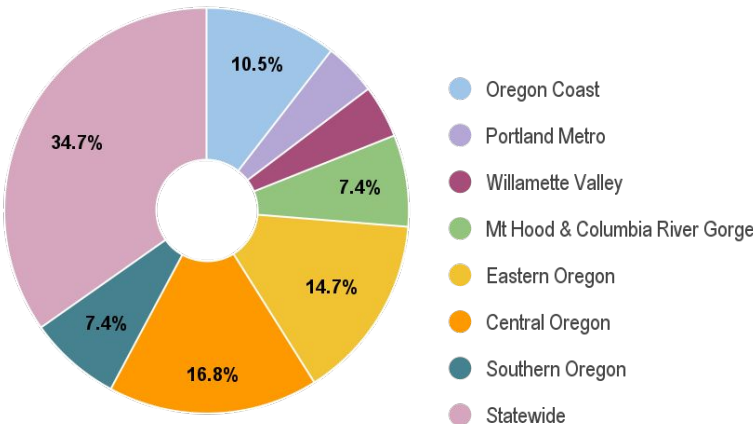
IMPRESSIONS 936,066,884

DEIA STORIES 26

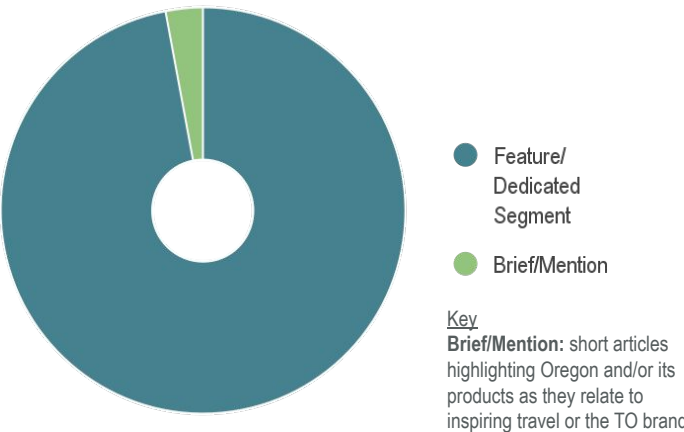
TOWNS

- Adel
- Antelope
- Ashland
- Bend
- Coos Bay
- Crater Lake
- Eugene
- Hart Mountain
- Lake Albert
- Lake Harney
- Lakeview
- Lincoln City
- Newberg
- Plush
- Portland
- Prineville
- Seaside
- Sisters
- Summer Lake
- Sunriver

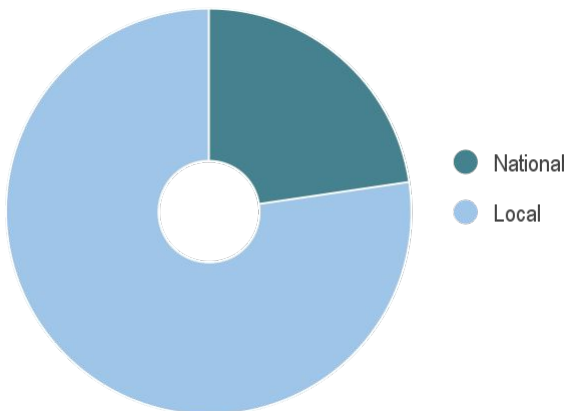
REGIONS



STORY TYPE



REACH



Industry Earned Media Coverage – Year-End Results 24-25

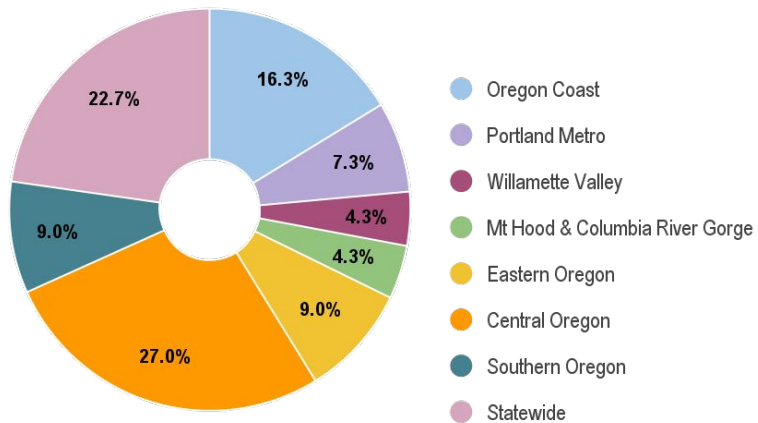


YTD STORIES 143

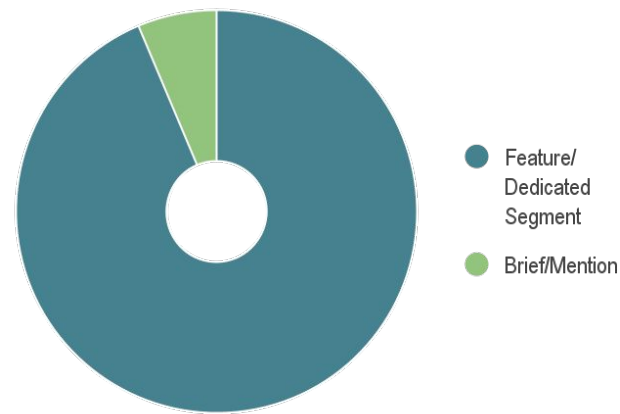
YTD IMPRESSIONS 8,538,350,104

DEIA STORIES 28

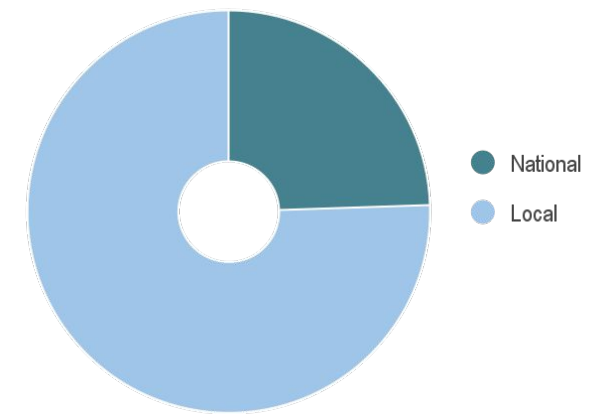
REGIONS



STORY TYPE



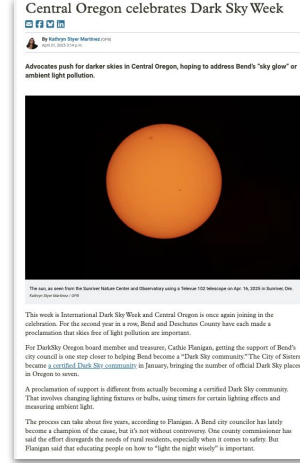
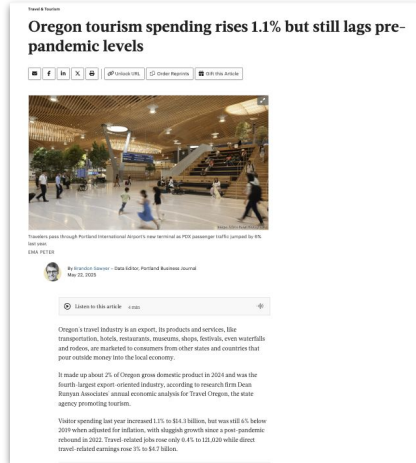
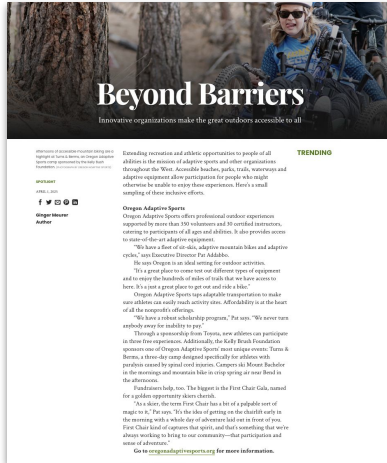
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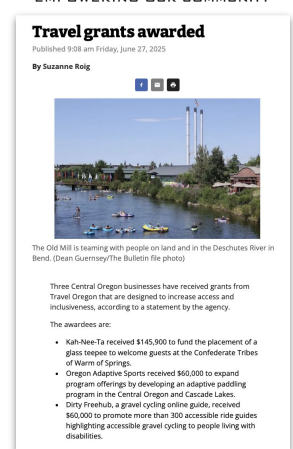
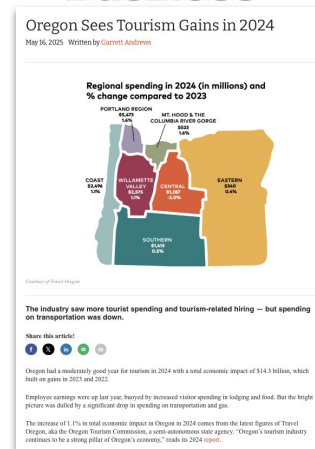
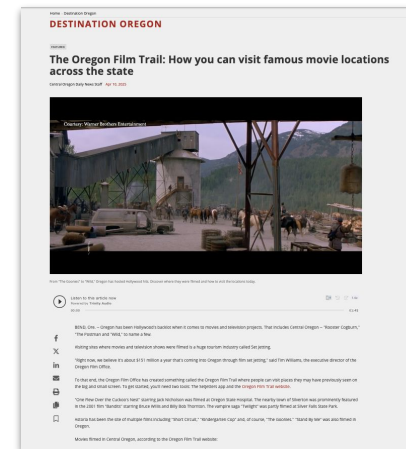
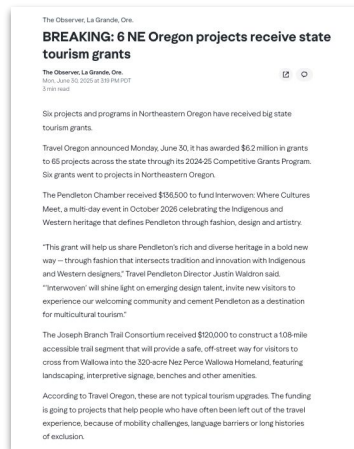
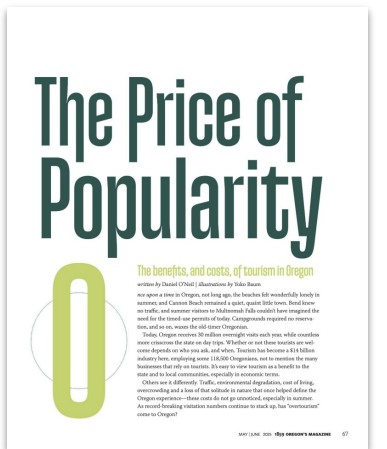
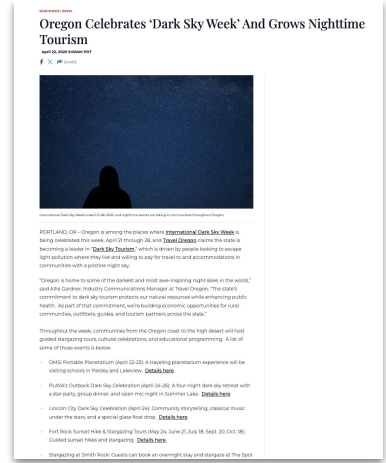
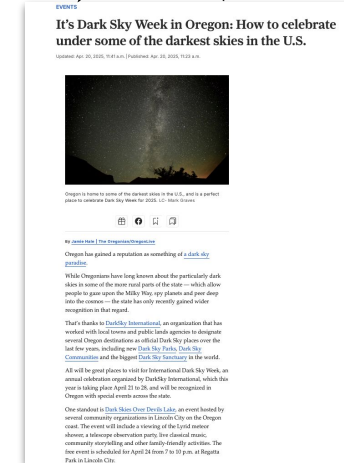
Top 10 Industry Coverage Highlights – Q4 2025



Ruralite



The Oregonian



Industry Earned Media Coverage Highlights - April 2025



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
4/1/2025	ruralite.com	Beyond Barriers: Innovative Organizations Make the Great Outdoors Accessible to All	1	7
4/1/2025	KPTV	https://drive.google.com/file/d/1WZ8SdvkbA0tvzfvL5v0ePo-n1-lrW9sW/view?usp=sharing	2	9
4/8/2025	koin.com	Oregon's Tourism Group Working to Make Travel Accessible for All	2	9
4/8/2025	yahoo.com/lifestyle	Oregon's Tourism Group Working to Make Travel Accessible for All	2	9
4/9/2025	kgw.com	Making Oregon Accessible for Visitors of All Abilities	2	9
4/10/2025	centraloregondaily.com	The Oregon Film Trail: How You Can Visit Famous Movie Locations Across the State	2	9
4/20/2025	oregonlive.com	It's Dark Sky Week in Oregon: How to celebrate under some of the darkest skies in the U.S.	1	7
4/21/2025	centraloregondaily.com	Dark Sky Week is Here and Sisters is an Official Dark Sky Community	1	7
4/21/2025	opb.com	Central Oregon Celebrates Dark Sky Week	0	7
4/22/2025	kxl.com	Oregon Celebrates 'Dark Sky Week' And Grows Nighttime Tourism	1	8

*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 - May 2025



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
5/1/2025	1859 Magazine - Print	<u>The Price of Popularity: The Benefits and Costs of Tourism in Oregon</u>	2	6
5/5/2025	<u>article.wn.com</u>	<u>Travel Oregon Marks National Travel & Tourism Week by Showcasing Community Investments and \$14.3 Billion in Visitor Spending</u>	2	7
5/6/2025	<u>KXL</u>	<u>Oregon is Working to Become The First State to Be Designated Destination Verified</u>	2	7
5/6/2025	<u>KXL</u>	<u>National Travel and Tourism Week</u>	2	7
5/6/2025	<u>cascadebusnews.com</u>	<u>Travel Oregon Marks National Travel & Tourism Week by Showcasing Community Investments & \$14.3 Billion in Visitor Spending</u>	2	7
5/16/2025	<u>oregonbusiness.com</u>	<u>Oregon Sees Tourism Gains in 2024</u>	0	4
5/22/2025	<u>bizjournals.com</u>	<u>Oregon Tourism Spending Rises 1.1% but Still Lags Pre-Pandemic Levels</u>	2	8
5/29/2025	<u>lincolnchronicle.org</u>	<u>Coast Tourism Officials Say Loss of Canadian Visitors Because of Trump's Rhetoric Will Hurt this Summer</u>	2	7
5/31/2025	<u>klcc.org</u>	<u>Coast Tourism Officials Say Loss of Canadian Visitors Because of Trump's Rhetoric Will Hurt this Summer</u>	2	7

Industry Earned Media Coverage Highlights - June 2025



DATE	PUBLICATION	HEADLINE	TO MESSAGE	STORY SCORE
6/17/2025	KOIN	Travel Oregon Offers Millions of Dollars to Improve Access, Inclusion across State	2	9
6/27/2025	bendbulletin.com	Travel Grants Awarded	0	6
6/30/2025	lagrandeobserver.com	BREAKING: 6 NE Oregon Projects Receive State Tourism Grants	2	8
6/30/2025	eastoregonian.com	BREAKING: 6 NE Oregon Projects Receive State Tourism Grants	2	8
6/30/2025	wallowa.com	BREAKING: 6 NE Oregon Projects Receive State Tourism Grants	2	8
6/30/2025	yahoo.com	BREAKING: 6 NE Oregon Projects Receive State Tourism Grants	2	8
6/30/2025	finnoexpert.com	BREAKING: 6 NE Oregon Projects Receive State Tourism Grants	2	8

LAWRENCE
- PUBLIC RELATIONS -

INTERNATIONAL

International Earned Media Coverage Recap – Q4 2025



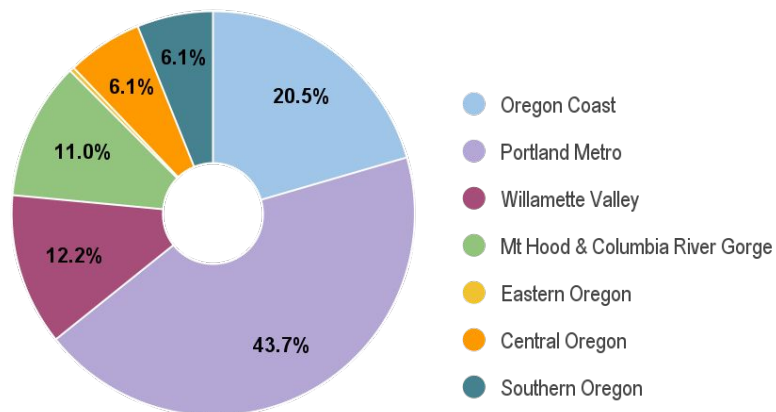
STORIES 226

IMPRESSIONS 1,036,095,995

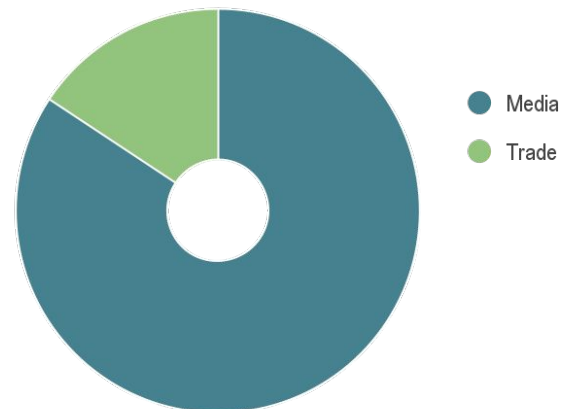
MARKETS

- France
- United Kingdom
- Germany
- Ireland
- Canada
- South Korea
- Netherlands
- Japan

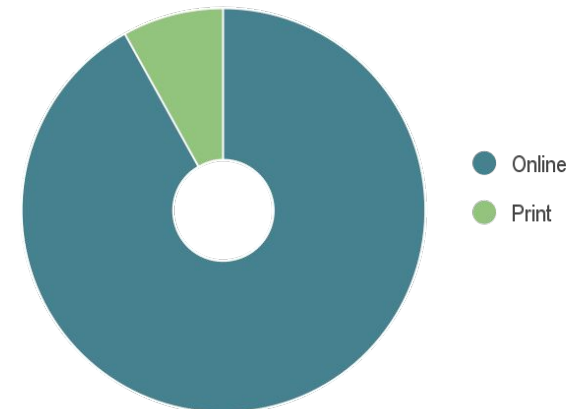
REGIONS



MEDIA VS. TRADE



ONLINE VS. PRINT



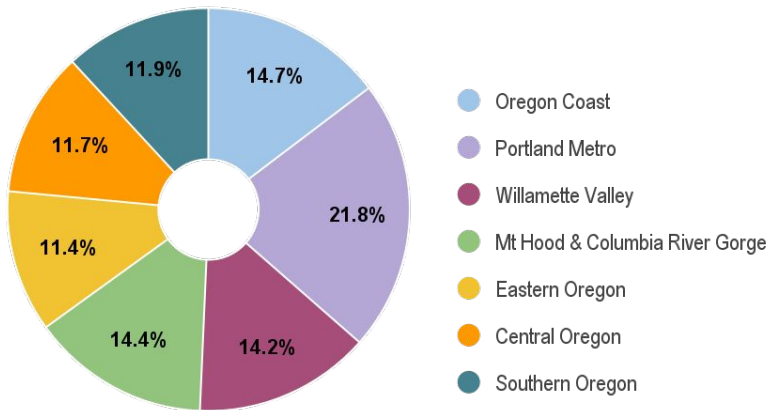
International Earned Media Coverage – Year-End Results 24-25



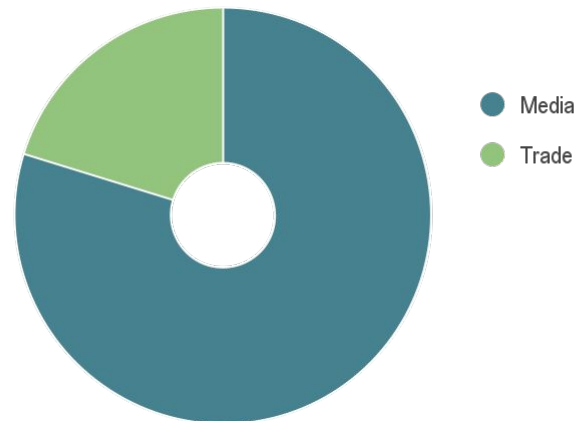
YTD STORIES 781

YTD IMPRESSIONS 3,831,489,330

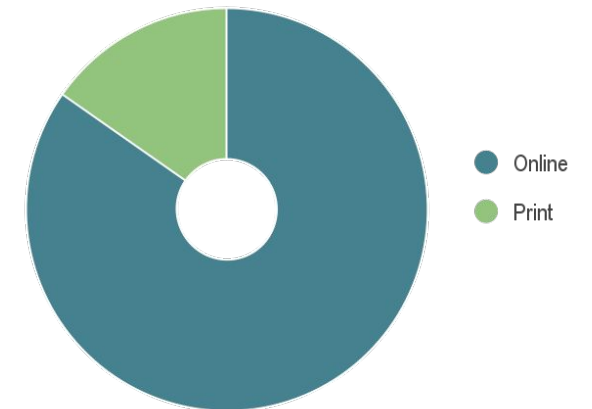
REGIONS



MEDIA VS. TRADE



ONLINE VS. PRINT



Top 10 International Coverage Highlights – Q4 2025



Verkeersbureaus.info

De start van jouw vakantie

Cycle along the street art in Portland

April 13, 2025 | Harrie Kraak | Harrie's Travel Tips, News

Harrie is a fan of Oregon, with its breathtaking nature and creative vibe. This time, she participated in a bike tour of Portland's street art, in the industrial Southeast district.

Super Street Parking Garage

Solid bicycles

In Southeast Portland, Sarah Gilbert and her partner Edwin run the company Around Portland Tours. I've been on tours with them before. I've already taken a bike tour along the waterfront in the Columbia River Gorge and enjoyed a coffee and chocolate tasting with Sarah in Downtown Portland. This time, I'm participating in a Street Art & Bike tour, which focuses on street art. The Southeast Portland neighborhood is the backdrop. Guide Angela leads the tour, along with Edwin himself. We get to choose one of the sturdy bikes that are set up for us; they all look well maintained and solid.

Thor's Well in Oregon: This is a natural phenomenon you'll want to see!

For tips, deals and inspiration log on to [travelvalley.com](#)

Thor's Well is a natural phenomenon in Oregon. It is a hole in the ground that is filled with water. The water is so deep that it is said to be the home of the god Thor. The well is located in the town of Cannon Beach. It is a popular tourist attraction and is one of the most beautiful places in Oregon. The well is a natural wonder and is a must-see for anyone visiting Cannon Beach. The well is a hole in the ground that is filled with water. The water is so deep that it is said to be the home of the god Thor. The well is located in the town of Cannon Beach. It is a popular tourist attraction and is one of the most beautiful places in Oregon. The well is a natural wonder and is a must-see for anyone visiting Cannon Beach.

What is Thor's Well?

Thor's Well is a natural phenomenon in Oregon. It is a hole in the ground that is filled with water. The water is so deep that it is said to be the home of the god Thor. The well is located in the town of Cannon Beach. It is a popular tourist attraction and is one of the most beautiful places in Oregon. The well is a natural wonder and is a must-see for anyone visiting Cannon Beach.

The many flavours of Oregon

From the mountains to the ocean, Oregon's natural wonders offer a bounty of ingredients for the region's eco-friendly chefs, winemakers and producers

Weekend Travel

For tips, deals and inspiration log on to [belfastjournal.com](#)

The many flavours of Oregon

From the mountains to the ocean, Oregon's natural wonders offer a bounty of ingredients for the region's eco-friendly chefs, winemakers and producers

Oregon: Im Bann des Ozeans

Between the mountains and the ocean, Oregon's natural wonders offer a bounty of ingredients for the region's eco-friendly chefs, winemakers and producers

REISEZEIT

Oregon: Im Bann des Ozeans

Between the mountains and the ocean, Oregon's natural wonders offer a bounty of ingredients for the region's eco-friendly chefs, winemakers and producers

The Goonies Turn 40: Return to the Legendary Astoria House

On June 7, 1985, Richard Donner's film was released in theaters across the Atlantic. Forty years later, the Astoria gang is still a cult classic!

PREMIERE

The Goonies Turn 40: Return to the Legendary Astoria House

On June 7, 1985, Richard Donner's film was released in theaters across the Atlantic. Forty years later, the Astoria gang is still a cult classic!

EXPLORE THE MAGIC OF CRATER LAKE NATIONAL PARK

Crater Lake is a natural wonder, a sapphire blue gem nestled in the heart of Oregon's Cascade Mountains. Formed by a volcanic eruption over 7,500 years ago, this awe-inspiring lake is the deepest in the United States and one of the clearest on Earth. Whether you're chasing panoramic views, hiking rim trails or just soaking in the surreal beauty, Crater Lake is an adventure you'll never forget.

Crater Lake National Park is one of the Pacific Northwest's most breathtaking and mysterious natural treasures. Located in Southern Oregon, it's a destination that combines natural beauty, fascinating geology and outdoor adventure in one unforgettable experience.

Whether you're driving the Rim Drive, hiking to panoramic overlooks or just soaking in the views, this guide will help you make the most of your visit to Crater Lake National Park. It features insider tips, scenic photography and essential information to ensure your trip is as magical as the landscape itself.

The Oregon Tourism Board participates in the Global Outdoor Camping Fair, expanding its reach with Korean consumers.

Reporter Seo Mi - [miyoung.jeong@chosun.com](#)
Article published 2025.04.22 10:08

The Oregon Tourism Board participated in the 'Global Outdoor Camping Fair 2025' (GOCF) held on Jeju Island, Jeju Special Self-Governing Province, from April 20th to 22nd, attracting Oregon as a specialized camping and leisure travel destination.

The Global Outdoor Camping Fair is a large-scale outdoor exhibition held on Jeju Island, Jeju Special Self-Governing Province, Jeju Special Self-Governing Province. This year, over 50 domestic and international brands participated, showcasing the latest camping trends and products. The Oregon Tourism Board used this event to create a natural opportunity to showcase Oregon as a camping destination.

The Oregon Tourism Office set up an "Oregon Zone" within the festival booth, a global outdoor brand, offering visitors a chance to experience festival products photographed in Oregon's natural surroundings. The Oregon-themed space featured scenic outdoor destinations like forests and beaches, allowing visitors to experience Oregon's natural beauty festival.

Additionally, the Oregon Tourism Board collaborated with Delta Air Lines and Indigo to host an on-site event where round-trip tickets to Portland were given away as a prize. Participants experienced festival products in an Oregon-themed space and shared photos of the experience on social media. The event was a huge hit with visitors, sparking interest in Oregon travel.

An official from the Oregon Tourism Board said, "With Korea's outdoor and camping culture rapidly growing, we are delighted to be able to introduce Oregon's great nature and outdoor attractions," and added, "We plan to continue to carry out various

Oregon is making its mark!

On the west coast of the United States, the wild landscapes of Oregon have earned it the nickname 'the great outdoors'. From the towering, rugged mountains to the pristine, crystal-clear lakes, Oregon is a land of endless beauty and adventure. The state's diverse terrain and climate make it a perfect destination for outdoor enthusiasts of all levels. Whether you're looking for a quiet retreat or a thrilling adventure, Oregon has it all. The state's natural beauty is a true treasure, and it's one that should be shared with the world. Oregon is making its mark!

"Keep Portland Weird" is a popular slogan in the city of Portland, Oregon. It's a reminder to stay true to the city's unique character and to embrace its quirky, creative spirit. The slogan is a reflection of the city's history and culture, and it's a reminder to the world that Portland is a special place. The slogan is a reflection of the city's history and culture, and it's a reminder to the world that Portland is a special place.

Portland is a city of many faces. It's a city of diverse people, cultures, and traditions. It's a city that values its history and its future. It's a city that is always evolving and always growing. Portland is a city that is proud of its unique character and its special place in the world. Portland is a city that is making its mark!

Portland, the "City of Roses," is in full bloom this summer... The Portland Rose Festival is held.

June 12, 2025, 1:07 PM

Portland, Oregon, USA, will host the 'Portland Rose Festival' for about a month from May 23 to June 22.

The festival is Portland's signature summer event, known as the "City of Roses," boasting a history spanning over 100 years. It attracts over 500,000 visitors annually.

During this year's festival, over 60 colorful programs will take place throughout the city, day and night. The highlight is the "Starlight Parade," colorfully illuminated carnival floats and performance teams parade through the city, creating a dazzling scene. The "Dragon Boat Race," a dynamic water race using traditional Taiwanese boats, will be greeted by the enthusiastic cheers of tourists and locals alike.

Spot migrating gray whales, visit the deepest lake in the US, and drive from the high desert to the Pacific Ocean: Visit Oregon, America's state of natural wonders

Ad Feature by British Airways Holidays & Travel Oregon & Brand USA

By SARAH GORDON
PUBLISHED: 10:04 EDT, 28 March 2025 | UPDATED: 04:24 EDT, 11 June 2025

Unfurling along America's West Coast, at brooding mountains, vineyards, lush forests and ribbons of sand washed by the Pacific, Oregon knows how to do natural beauty.

This is a state where you can ski snowy peaks and stroll golden beaches, there are thundering waterfalls that awe and dramatic river valleys.

And the wild scenery is peppered with sleepy villages and historic towns, while the largest city Portland is where craft beers, wines and farm-to-table produce celebrate the riches of the land.

International Media Coverage Highlights - April 2025



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
4/1/2025	ouest-france.fr	<u>This Lake Empties Every Year Into a Mysterious Hole in the Spring. Then Fills Up Again in Winter.</u>	France	86,990,000
4/1/2025	Instagram: <u>@artmapp_on_tour,</u> <u>@amreiheyne,</u> <u>@antonia_zernikow</u>	<u>Astoria and the Coast - Stories</u>	Germany	8,402
4/3/2025	<u>Bi Premium - Print</u>	<u>Oregon Wine Wines That Pair Well With a Variety of Ingredients and Dishes. Leaving a Lasting Impression</u>	Japan	80,000
4/3/2025	dailymail.co.uk	<u>Stunning lake that's America's deepest will ban visitors from swimming in its waters until 2027</u>	United Kingdom	60,077,938
4/5/2025	fooddrinklife.com	<u>https://fooddrinklife.com/crater-lake/</u>	Canada	848,529
4/13/2025	verkeersbureaus.info	<u>Cycle Along the Street Art in Portland</u>	The Netherlands	125,000
4/19/2025	belfasttelegraph.co.uk	<u>The Many Flavours of Oregon</u>	United Kingdom	20,671
4/22/2025	digitalchosun.dizzo.com	<u>Travel Oregon Expands Engagement with Korean Consumers at the Global Outdoor Camping Fair</u>	South Korea	2,500,000
4/24/2025	traveltimes.co.kr	<u>Oregon Actively Promotes Itself as a Premier Camping and Outdoor Leisure Destination</u>	South Korea	160,000
4/28/2025	ar-mag.fr	<u>Oregon Hits the Big Screen!</u>	France	41,860

International Media Coverage Highlights - May 2025



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
5/1/2025	spotlight-online.de	<u>Oregon: Into the Wild</u>	Germany	42,600
5/7/2025	independent.ie	<u>'Keep Portland Weird' is the City's Unofficial Slogan, and Oregon Sure Likes to Plough its Own Furrow</u>	Ireland	87,673
5/10/2025	nipponese.news	<u>A New Service Will Expand Bus Options From Portland to the Coast This Summer.</u>	Japan	N/A
5/13/2025	bloomberg.co.jp	<u>Return to Short, Cheap Trips: US Consumers Shift From Air to Ground Travel Amid Economic Concerns</u>	Japan	4,400,000
5/14/2025	paxnews.com	<u>Canadian travel advisors explore Oregon on Brand USA's prize FAM</u>	Canada	38,935
5/15/2025	theculturetrip.com	<u>6 Reasons Why You Need To Visit Oregon</u>	United Kingdom	580,609
5/16/2025	theroadtrip.fr	<u>Discover Oregon: From the Pacific Coast to the Forests and Volcanoes of the West</u>	France	14,910
5/23/2025	travelvalley.nl	<u>Thor's Well in Oregon: You Want to See This Natural Phenomenon!</u>	The Netherlands	300,000
5/24/2025	marianne.net	<u>United States: How Portland Plans to Rebuild Itself After Being a Hippie Paradise and an Open-Air Drug-Consumption Room</u>	France	6,527,000
5/29/2025	mountainreporters.nl	<u>Travelogue Oregon Wonderful Road Trip Along the Pacific Ocean</u>	The Netherlands	70,000

International Media Coverage Highlights - June 2025



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION
6/4/2025	nd-aktuell.de	Oregon: Under the Spell of the Ocean	Germany	367,339
6/6/2025	dailymail.co.uk	Spot Migrating Gray Whales, Visit the Deepest Lake in the US, and Drive From the High Desert to the Pacific Ocean/ Visit Oregon, America's State of Natural Wonders	United Kingdom	60,077,938
6/8/2025	premiere.fr	The Goonies Are 40 Years Old: Come-Back to the Mythical Astoria Home	France	1,081,000
6/8/2025	wort.lu	Oregon and the Spell of the Ocean	Luxemburg	192,023
6/11/2025	www.hokkaido-np.co.jp	Why Did She Name Her Sports Bar 'Sports Bra'? The Trend is Spreading in the United States, Sparked by a Friend's Comment While Watching TV.	Japan	N/A
6/12/2025	v.daum.net	A Blooming Summer in the 'City of Roses' – Portland Hosts the Portland Rose Festival	South Korea	7,000,000
6/16/2025	freiepresse.de	Travel Report Oregon: The Spell of the Ocean	Germany	252,078
6/17/2025	mk.co.kr	A City in Full Bloom" – Portland's Rose Festival, a Beloved Tradition for Over 100 Years	South Korea	2,200,000
6/22/2025	lesechos.fr	Wine: Oregon, the Other Burgundy	France	14,450,000
6/28/2025	travelvalley.nl	This is the Most Beautiful Undiscovered Wine Region in the United States	The Netherlands	300,000

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