



WHAT'S NEW *in* OREGON

Fall 2025

In Oregon autumn brings crisp air and brilliant foliage. The annual grape harvest and birding adventures inspire road trips. Along the way, a number of recently renovated hotels — from a seaside literary retreat to lakeside cabins near epic sand dunes — provide cozy places to stay. Seeking world-class art and a symphony celebration? We've got that, too.

LITERARY LODGING AND NEW INDIE BOOKSTORES

Fall's cooler weather makes curling up with a great book on a restful Oregon vacation even more appealing. Perched seaside in Newport, **Hotel Sylvia** has lured book lovers to the Coast for over 40 years. The beloved hotel recently relaunched following a major renovation, reviving all the spaces and enhancing literary details. All 22 guest rooms are named either for authors — think Maya Angelou, Jane Austen, Alice Walker — or for popular genres from drama to mystery. You'll find countless reading nooks from a cozy lobby library to an on-site cafe with ocean views.

Travelers to the Willamette Valley can now wander the stacks at two new bookstores in Eugene. **Daffodil Books & Gifts**, a romantasy-book store, has moody vibes with vintage lamps, a chandelier draped with book pages and a mocktail bar. **Hodgepodge Books & Taproom** offers craft beer and local cider on tap along with creative book events. In the coastal town of Florence, **The Brass Bell** dazzles with botanical wallpaper, a statement chandelier and an abundance of indie books.

ADVENTURE HOTELS, LAKESIDE CABINS AND A MUSICAL B&B

In Hood River, there's a new hotel prime for unwinding after mountain biking and waterfall hikes. Located in the heart of downtown, **Lightwell Hotel & Spa** has 69 stylish guest rooms, a subterranean spa and four restaurants, including a rooftop bar with sensational river views.

On the Coast, **The Florentine Waterfront Hotel** in Florence is prime for water adventures. The recently renovated lakeside cabins include full kitchens, fire pits, private

decks and kayak rentals. Soak up beautiful Siltcoos Lake and hike the nearby **Oregon Dunes National Recreation Area**.

Music lovers will delight in the lyrical **Parkside Acoustic Bed & Breakfast** in the artsy town of Ashland. The 1910 Gablefront home evokes old-school charm and sits across from **Lithia Park**. Feel like playing a tune? The inn's **lending library** is stocked with a variety of guitars and ukuleles, a banjo, a mountain dulcimer, a violin, an autoharp and even a harmonium.

OREGON LEADS THE WAY IN ACCESSIBLE TRAVEL

Oregon is the first state to be **Accessibility Verified** by **Wheel the World**, the leading travel platform built with accessibility at its core. Travelers can use the dynamic platform to explore attractions, restaurants and lodgings all over the state, including hot spots like Portland, Eugene, Lincoln City, Ashland, Bend, Pendleton and Hood River.



Hotel Sylvia

CREATIVE WINE TASTINGS AND BEND'S WINE SCENE

Tastings at **LucidWild Estate** in Dundee are truly immersive — here you can sip pinot noir in a speakeasy with a jellyfish tank or in a sleek underground cave. Opt for a vineyard tour, which includes a VIP meeting with the resident Valais Blacknose sheep and a stately llama. There's even an on-site apiary for estate honey.

In downtown Newberg, **Et Fille Wines** launched a series of new Wine 101 workshops, a 45-minute guided experience that walks you through the winemaking process and a signature tasting tool. Joining **Willamette Valley Vineyards** and **Stoller Wine Group** in Bend, **Amaterra** expanded from Portland and opened a second tasting room in the high-desert town.

EPIC BIRDING FROM THE COAST TO THE HIGH DESERT

Delight in fall foliage on a guided birding walk during the annual migration. **Bird Alliance of Oregon** recently launched the Bird Song Walks series on popular Portland trails around **Mt. Tabor Park** and **Pittock Mansion**. Plan ahead for the conservation organization's annual **Wild Arts Festival**, featuring 62 artists and 25 Northwest authors.

In Lincoln City, **Seven Capes Bird Alliance** is celebrating its 20th anniversary with new bird walks and tours. For epic birding grounds, road trip to **Malheur National Wildlife Refuge** in Oregon's high desert. After spotting species on your list, check out **The Palace**, a new community taproom that hosts the local farmers market, live music and food trucks.

INDIGENOUS ART AND PORTLAND ART MUSEUM REVITALIZED

Fall's the perfect time for learning about local culture at one of Oregon's fantastic museums. The **World Forestry Center's** Discovery Museum in Portland features Indigenous art in its exhibit "**Sasquatch: Ancestral Guardians**," highlighting the deep reverence many Native peoples hold for these sacred forest protectors.

Find more Indigenous artwork at **Coos Art Museum** on the Central Coast with "**Roots & Visions: Celebrating Tribal Art**," an exhibit showcasing art from the Coquille Indian Tribe; the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians; and the Confederated Tribes of Siletz Indians.

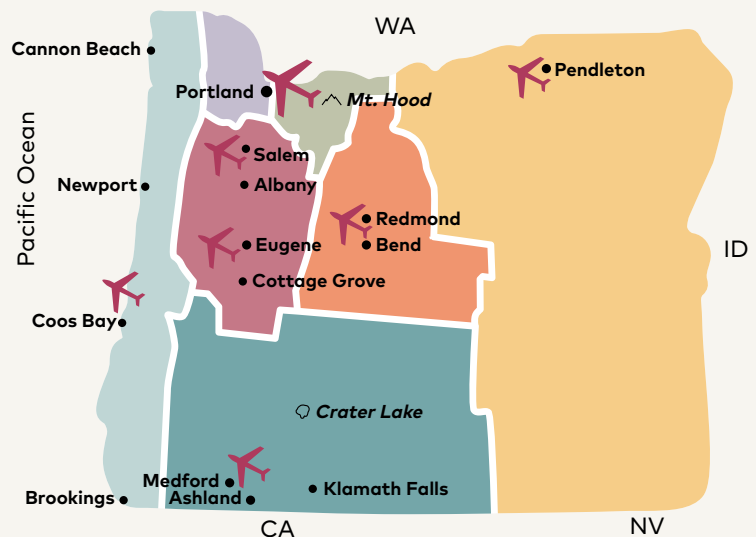
On November 20, the reimagined **Portland Art Museum** opens to the public following a two-year renovation that added nearly 100,000 square feet of new or upgraded gallery space. The expanded galleries highlight the Museum's wide-ranging collection and nearly 300 major new acquisitions. A newly dedicated gallery space focuses on Black art and experiences.

For even more culture, revel in the sounds that define the city at **Sounds Like Portland**, a three-week showcase of Portland's finest musicians hosted by the **Oregon Symphony**. Headliners include the Decemberists, Storm Large, esperanza spalding, Darrell Grant and Caroline Shaw.

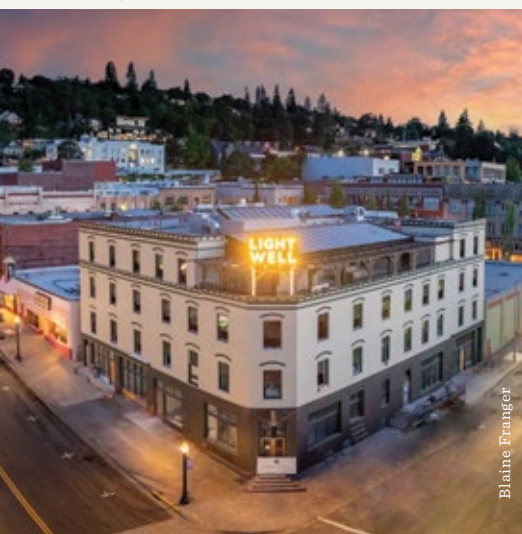
TRAVEL OREGON

MEDIA CONTACT

Elena Vizzini, elenav@traveloregon.com



Lightwell Hotel & Spa



Birding



Hodgepodge Books & Taproom

