

# EARNED MEDIA COVERAGE REPORT

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Q2 FY 25-26

# Consumer, Industry and International Communications Overview



Travel Oregon has outlined a [2025-2027 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 these Core Strategies to focus on for the 2025-2027 biennium. Priority strategies for consumer, industry and international communications to focus on 2025-2027 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



# Domestic Media Coverage Recap – Q2 FY 25-26



**STORIES 251**

**IMPRESSIONS 4,529,422,878**

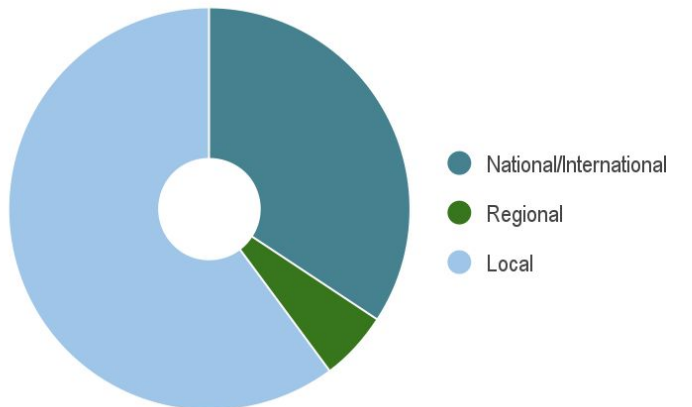
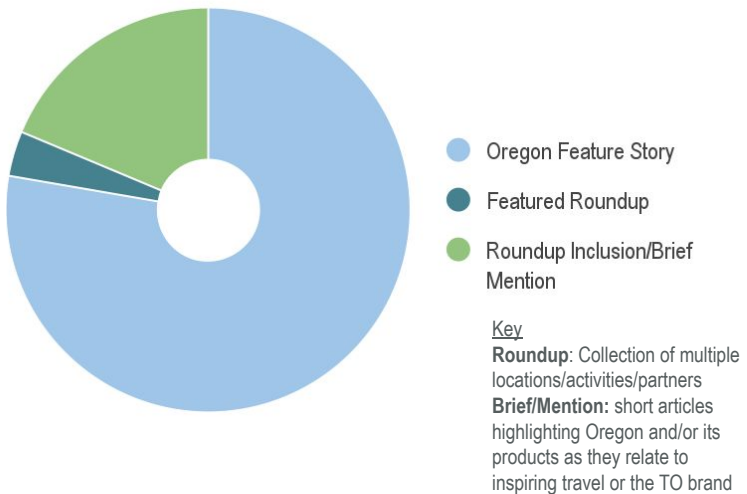
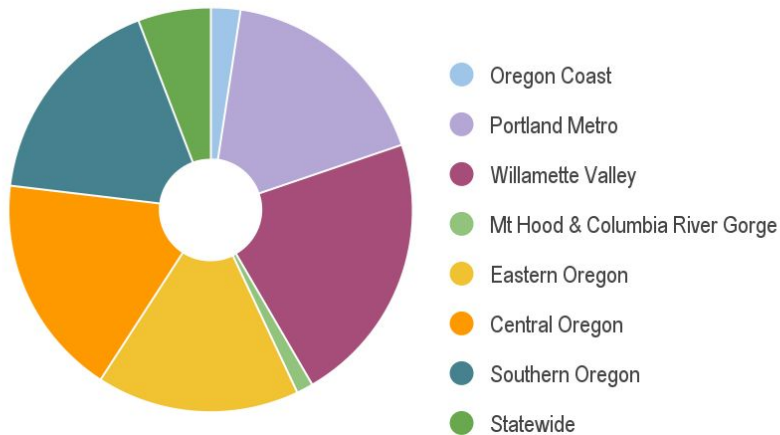
**DEIA STORIES 67**

TOWNS
<ul style="list-style-type: none"> <li>Albany</li> <li>Ashland</li> <li>Astoria</li> <li>Baker City</li> <li>Beaverton</li> <li>Bend</li> <li>Cannon Beach</li> <li>Coos Bay</li> <li>Corvallis</li> <li>Depoe Bay</li> <li>Echo</li> <li>Estacada</li> <li>Eugene</li> <li>Florence</li> <li>Hermiston</li> <li>Hood River</li> <li>Klamath Falls</li> <li>Lincoln City</li> <li>McMinnville</li> <li>Medford</li> <li>Newberg</li> <li>Newport</li> <li>Ontario</li> <li>Oregon City</li> <li>Pendleton</li> <li>Portland</li> <li>Roseburg</li> <li>Salem</li> <li>Sandy</li> <li>Seaside</li> <li>Tillamook</li> <li>Waldport</li> <li>Yachats</li> </ul>

## REGIONS

## STORY TYPE

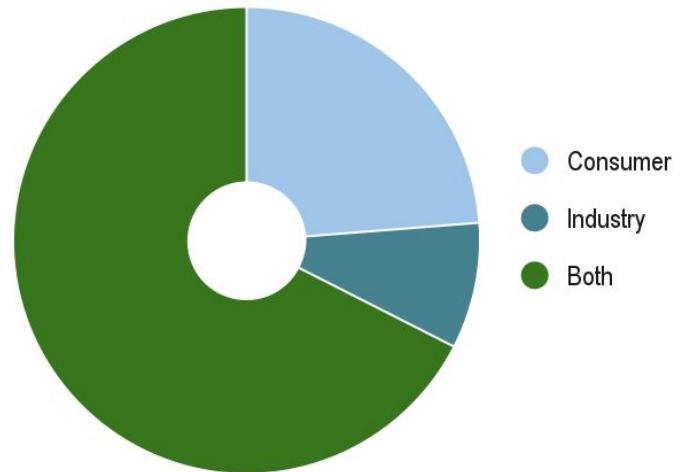
## REACH



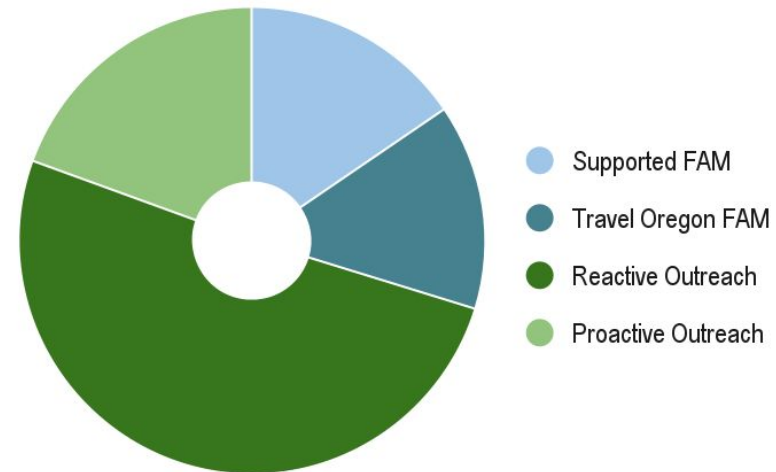
# Consumer Media Coverage Recap – Q2 FY 25-26



## AUDIENCE



## INITIATIVE



# Top 10 Domestic Consumer Highlights – Q2 FY 25-26



# Forbes

# VERANDA

# CNN

# lonely planet

# 10 USA TODAY 10Best

**Want To Build Food Resilience? Start By Making Jam**

Published Oct 18, 2025, 10:06 AM EDT

It's not a home preservation class you started with jam. It's the first cooking project for most people—it feels forgiving, and you just need a jar of fruit, some sugar, and a jar. That little jar ends up meaning a lot. It's a way to hold onto that summer abundance, a first taste of food independence.

**A Modern Larder**

**Travel Writers Reveal the 10 Most Breathhtaking States in America**

There's nothing like the beauty of the natural world you see on the screen. The colors, the light, the textures, the scale, the sense of vastness, the feeling of being in a place that's so different from where you live. It's a reminder of the beauty of our planet and the importance of preserving it for future generations. It's a reminder that there's still so much to be discovered and appreciated in our own country.

**Oregon**

**25 must-visit places and must-do experiences named for 2026**

Not looking your 2025 vacation yet? Get moving, as the most-loved destinations for the next year are starting to slip.

The worldwide travel guide Lonely Planet published its "Best in Travel 2026" list to kick off its marketing for its 2026 guides and to give reporters a year in the new year. It's compiled by a panel of expert travel writers from the new Lonely Planet guides.

**Best places**

Michigan's Whitefish in Oregon is recommended for pipe smokers in 2026. The "best and worst" category is a new one with a variety of states and an abundance of US. We'll see "Best in Travel" lists.

**Utah**

**The ultimate weekend in Oregon's Willamette Valley**

**8 winter beach hotels that make off-season travel a steal**

Trade your swimsuit for snow when you visit a beachfront hotel in winter

By Allison Tibaldi

Published on Dec. 17, 2025

Our editors and readers independently selected what you see on USA TODAY 10BEST. When you buy through a link on our site, we may earn a commission.

The colder season invites a cozy coastal escape. You won't be frolicking in the waves or sunbathing at these cold climate destinations; picture empty beaches, brisk breezes, and starry night skies. After you've commuted with nature, head indoors to warm up by the fire or pamper yourself at the hotel spa.

Prices at waterfront resorts tumble with the temperatures, so you'll get more bang for your buck in winter. If the idea of slower days by the shore is intriguing, meet eight charming hotels perfect for your next winter beach vacation.

# WorldAtlas

# The Seattle Times

# 1859 Oregon's Magazine

# HGTV HOME & GARDEN

# NORTHWEST TRAVEL & LIFE

**This Small Pacific Coast Town Has The Best Downtown**

**Haystack Rock**

**Art Scene And Museums**

**As haunted tourism booms, Oregon cashes in on its ghostly past**

Over the years, Oregon has had its share of ghostly tales and legends. From the ghostly tales of the Willamette Valley to the ghostly tales of the Oregon Coast, there's a rich history of ghostly tales and legends. These stories have become a part of Oregon's identity and have inspired a new wave of ghostly tourism.

**Listen, Breathe, Connect**

Nature and mindfulness converge in Oregon's most serene meditation escapes

**EYES CLOSED** would be a dry throat on a warm day, but the space isn't for the faint of heart. It's a place where you can find a sense of peace and tranquility. The space is designed to be a place where you can find a sense of peace and tranquility.

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

**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 your family, or a place to enjoy nature, there's a public park, garden, arboretum, or nature center in every state. Our guide to 50 public parks, gardens, arboreta, and nature centers will help you find the best one for you.

**Stargazing with Wanderlust Tours**

Stargazing with Wanderlust Tours is a unique experience that allows you to see the night sky in a way that you can't see from your own backyard. The tours are led by professional astronomers and provide you with a wealth of information about the night sky.



# Domestic Earned Media Coverage Highlights - October 2025



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
10/2/2025	<a href="https://www.npr.org">npr.org</a>	<u>Southern Oregon University Researchers Lead Statewide Training Effort to Boost Accessible Tourism</u>	33,160,063	9
10/8/2025	<a href="https://www.seattletimes.com">seattletimes.com</a>	<u>As Haunted Tourism Booms, Oregon Cashes in on its Ghostly Past</u>	4,779,370	8
10/11/2025	<a href="https://www.oregonlive.com">oregonlive.com</a>	<u>How Oregon Became First State to Earn 'Accessibility Verified' Travel Designation</u>	4,453,713	10
10/17/2025	<a href="https://www.nwtravelmag.com">nwtravelmag.com</a>	<u>Stargazing With Wanderlust Tours</u>	120,500	8
10/18/2025	<a href="https://www.forbes.com">forbes.com</a>	<u>Want To Build Food Resilience? Start By Making Jam</u>	52,884,070	7
10/20/2025	<a href="https://www.lonelyplanet.com">lonelyplanet.com</a>	<u>The Ultimate Weekend in Oregon's Willamette Valley</u>	5,900,000	9
10/21/2025	<a href="https://www.cnn.com">cnn.com</a>	<u>25 Must-Visit Places and Must-Do Experiences Named for 2026</u>	90,541,703	6
10/21/2025	<a href="https://www.disabilityscoop.com">disabilityscoop.com</a>	<u>How One State Became The First To Earn 'Accessibility Verified' Travel Designation</u>	185,023	8
10/25/2025	<a href="https://www.opb.org">opb.org</a>	<u>Oregon Earns 'Accessibility Verified' Status From Disability Nonprofit</u>	1,076,634	10
10/27/2025	<a href="https://www.islands.com">islands.com</a>	<u>Oregon's First Dark Sky Community Pairs Trails And River Rafting With Starlit Campsites In An Abandoned Ghost Town</u>	2,594,254	8

\*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

\*Pieces of coverage from a Travel Oregon supported visit are highlighted in yellow and coverage from Travel Oregon hosted press trips are in pink.

# Domestic Earned Media Coverage Highlights - November 2025



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
11/1/2025	<a href="#">Northwest Travel &amp; Life - November/December Print</a>	<a href="#">7 Historic Lodges With Unique Stories to Tell</a>	120,500	5
11/3/2025	<a href="#">newmobility.com</a>	<a href="#">Oregon Is the First "Accessibility Verified" State Travel Destination</a>	60,000	9
11/10/2025	<a href="#">afar.com</a>	<a href="#">The One Food You Should Travel for in Each State</a>	2,500,000	6
11/12/2025	<a href="#">outsideonline.com</a>	<a href="#">The World's Largest Dark Sky Sanctuary Is Closer than You Think</a>	2,947,945	8
11/13/2025	<a href="#">instictmagazine.com</a>	<a href="#">Ashland Pride, Wine, and the Magic of Southern Oregon</a>	128,000	7
11/14/2025	<a href="#">travelandleisure.com</a>	<a href="#">This Is the First U.S. State to be 'Accessibility Verified'—Here's What That Means</a>	14,559,630	10
11/19/2025	<a href="#">travelnoire.com</a>	<a href="#">Oregon Becomes First US State To Be 'Accessibility Verified'</a>	1,064,365	9
11/24/2025	<a href="#">veranda.com</a>	<a href="#">Travel Writers Reveal the 10 Most Breathtaking States in America</a>	1,600,000	5
11/24/2025	<a href="#">hgtv.com</a>	<a href="#">30 of the Prettiest Places Decorated for Christmas Across America</a>	3,561,289	7
11/29/2025	<a href="#">worldatlas.com</a>	<a href="#">This Small Pacific Coast Town Has The Best Downtown</a>	7,844,897	8

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# Domestic Earned Media Coverage Highlights - December 2025



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE
12/3/2025	<u>Group Tour - December Print</u>	<u>Geothermal Wonders</u>	24,000	5
12/4/2025	<u>afar.com</u>	<u>Where to Go in 2026: Places That Are on the Rise and Off the Beaten Path</u>	2,500,000	7
12/4/2025	<u>centraloregondaily.com</u>	<u>Inside the Historic Hood River Hotel Where Old-School Charm Meets Modern Adventure</u>	280,586	6
12/7/2025	<u>islands.com</u>	<u>This Breathtaking Pacific Northwest State Is America's First To Be 'Accessibility Verified'</u>	2,455,719	10
12/8/2025	<u>yahoo.com</u>	<u>The Best Places to Visit in Oregon in Winter. From Cannon Beach to Crater Lake</u>	379,430,737	9
12/12/2025	<u>explore.com</u>	<u>Why Oregon Is A Must-Visit Destination For Travelers With Accessibility Needs</u>	595,137	9
12/12/2025	<u>afar.com</u>	<u>Oregon Is the First Accessibility Verified State. What Does That Mean?</u>	2,500,000	10
12/17/2025	<u>usatoday.com</u>	<u>10 of The Best Things to Do in Oregon</u>	5,900,000	8
12/26/2025	<u>americanweekender.substack.com</u>	<u>Top Trips of 2025 from 20 Food and Travel Writers</u>	3,718	9
12/31/2025	<u>opb.org</u>	<u>10 OPB News Stories That Were Bright Spots in 2025</u>	1,453,276	7

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# Social Media Coverage Recap – Q2 FY 25-26



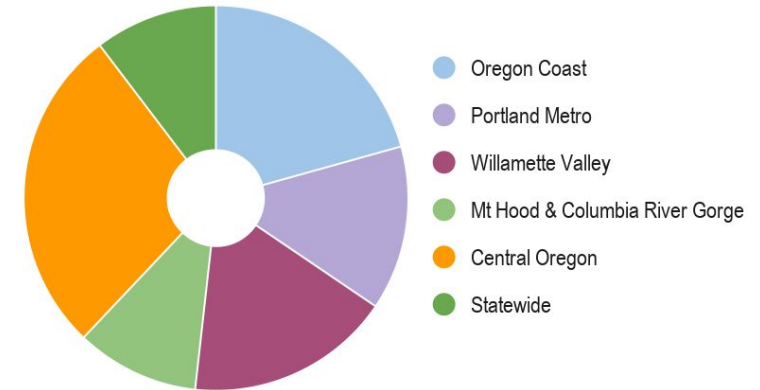
**STORIES 26**

**IMPRESSIONS 6,952,868**

**DEIA STORIES 25**

**REGIONS**

DATE	SOCIAL HANDLE	MEDIA TYPE	CIRCULATION
10/13/2025	@phoenyxtravels	Instagram Reel	414
11/5/2025	@newmobilitymag	Instagram Static Post	16,000
12/15/2025	@afarmedia	Instagram Static Post	363,000
12/28/2025	@drmatthewhorkey	YouTube Video	49,300
12/28/2025	@travelandleisure	Instagram Reel	6,500,000



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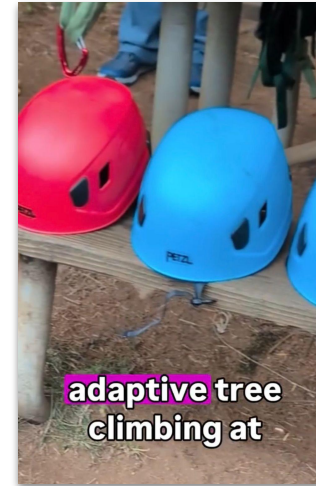
# Top Social Media Coverage Highlights – Q2 FY 25-26



@travelandleisure



@newmobilitymagazine



@phoenyxtravels



@afarmedia



@drmatthewhorkey

TRAVEL



OREGON

# INTERNATIONAL



# International Earned Media Coverage Recap – Q2 FY 25-26



**STORIES 338**

**IMPRESSIONS 1,574,423,395**

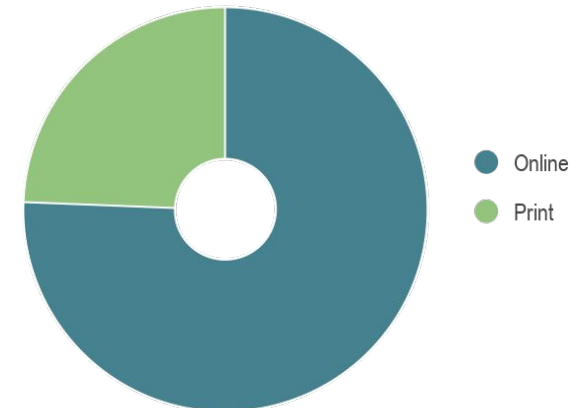
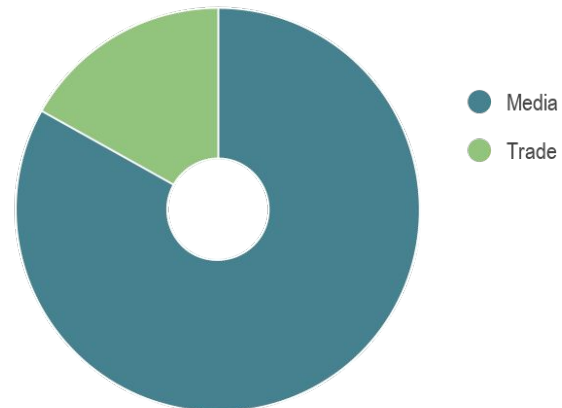
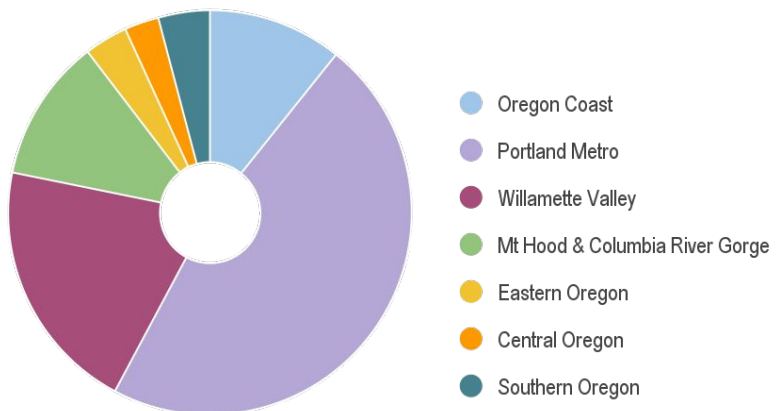
## MARKETS

- Australia
- Canada
- France
- Germany
- Ireland
- Japan
- Netherlands
- New Zealand
- South Korea
- United Kingdom

## REGIONS

## MEDIA VS. TRADE

## ONLINE VS. PRINT




# Top 10 International Coverage Highlights – Q2 FY 25-26



## nate

**[i]magine Portland, the Unique Charm of the American Northwest**

Could there be a better expression of a city's identity? This Oregon emblematic of Oregon's largest city, translates to "Keep Portland Weird." True to its name, the city embraces "weirdness." A year-round calendar of whimsical and delightful festivals, including a full-body bike ride, a men's and women's board contest, and a fake film festival, takes place.




◆ The beloved independent bookstore "Powell's City of Books," where we met the Han River.

Powell's Bookstore, renowned as the world's largest independent bookstore, is so iconic that it deserves to be called a Portland landmark.

Opened in 1971 and still in operation today, this bookstore has become a cornerstone of the local community and continues to be a third-generation family-owned business.

## TRILL

**[2026 Travel Trends] Travel pros explain where to go next around the world**



Travel was once a luxury only available to a select few, but it is now becoming a part of our lives.

"Travel is an investment in happiness, a source of peace of mind, inspiration, and human connection," says Maria Del Duca, managing director of NUMA, a Miami-based travel agency. "Even with rising prices and global uncertainty, the desire to travel hasn't diminished. What's more, the way we spend our money has changed. We're now prioritizing truly personal experiences that are healing our minds and bodies and engage our emotions."

According to Duca, more and more people are seeking meaning in their travels. In 2025, the popularity of "digital nomads" to popular movies and TV show filming locations, trips to small towns rather than big cities, and trips to see natural phenomena such as the aurora borealis saw a surge in popularity.


**McMinnville, Oregon, USA**

McMinnville in Oregon is gaining attention as a wine town that will replace Napa, Champagne, and Tuscany.

As "slow travel" becomes more popular, "more people are choosing to spend longer in one place, experiencing things more deeply, and immersing themselves in the local culture."

## BBC

**Seven travel trends that will define 2026**



Data from the world's leading hotel groups, travel firms and travel forecasters suggests that 2026 will be the year of quiet escapes, algorithm-shaped itineraries, ultra-personalized retreats and a return to slower, more intentional travel.

Nature escapes, behavioral science and travel firms have been competing their feet over the last few months to answer where they think the travel industry is heading. From "bio-intention" – a trend that originated a few years ago to better suit the health industry needs of the elite – to "tailorizing," a term used to denote upscale backpacking, annual travel trends tend to come with an awkward persistence as we live and almost always reflect how we live or how we want to live.

We've often thought about the best of the year's travel predictions, make-up words and all. These are the top trends on the horizon for 2026.

**1. Quiet over everything**

One trend is set to dominate next year: "quietation." Also called **bio-intention**, this movement centers on conscious, slow and finding a way to escape the compounding stress of modern life. With our always-on digital culture colliding with an endless stream of global events, it's not surprising that many of us are looking to disconnect. In our digital world of digital nomads, a more of digital detox cables in the UK, has been watching the trend take flight.

"When we first started to engage in with digital detox and analog living was pretty much unheard of," he says. "Now, it's a part of our lives."

## Le Point

**Heading to Oregon, another America: greener, more oxygenated, more exhilarating!**




It is often said that everything is bigger in the United States of America – distances, but also the emotions evoked by the landscapes – and a road trip through the verdant valleys and along the Pacific coast of Oregon will only confirm this perception. That's guaranteed! In this state, through the state of the United Kingdom, woods and fields are part of the journey in every corner. From the edge of the forest pushing from the cliffs to the majesty of the trees that populate the ancient forests, from the power of the waves crashing on the wild ocean shores to the beauty of the ethereal coastal inland, Oregon presents us with a 3D movie – and not four dimensions if we add the obligatory phrases so spray carried by the wind, woody scents of conifers and other floral perfumes that conform to us on every moment that we are indeed in one of the most beautiful natural gardens in the whole country.

American citizens know this well, having made Oregon one of their favorite vacation destinations. These "calm" settings grant the energy of landscapes (one could also mention, further east, the lunar aspects of the Oregon High Desert), the purity of the air and the beauty of the beaches, but also a certain air of being good towards physical activity, as well as a very pronounced regional pride.

## HELLO!

**The cool-girl guide to Oregon: Your ultimate Pacific Northwest road trip**



It is often said that everything is bigger in the United States of America – distances, but also the emotions evoked by the landscapes – and a road trip through the verdant valleys and along the Pacific coast of Oregon will only confirm this perception. That's guaranteed! In this state, through the state of the United Kingdom, woods and fields are part of the journey in every corner. From the edge of the forest pushing from the cliffs to the majesty of the trees that populate the ancient forests, from the power of the waves crashing on the wild ocean shores to the beauty of the ethereal coastal inland, Oregon presents us with a 3D movie – and not four dimensions if we add the obligatory phrases so spray carried by the wind, woody scents of conifers and other floral perfumes that conform to us on every moment that we are indeed in one of the most beautiful natural gardens in the whole country.


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## RHEINISCHE POST

**USA**

**Where the heart of the Wild West beats**

Located in the Pacific Northwest of the USA, Oregon is famous for its contrasting natural landscapes, featuring rugged coastlines, pristine forests, snow-capped peaks, and raging rivers, as well as high deserts and colorful rock formations. For millennia, the indigenous peoples shaped the culture of this state, which was settled relatively late by Europeans and to presently sparsely populated.

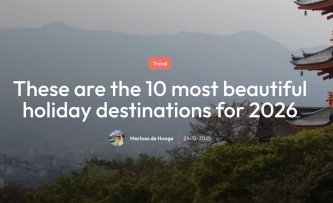


By Ute Meiler

Alberta Gemmer is delighted. The Blue

## travelvalley

**These are the 10 most beautiful holiday destinations for 2026**



A new travel year has started. Full of plans, dreams, and adventures waiting to be realized. 2026 will be a special year, one in which we travel more consciously, that we explore nature, freedom, and above all, an experience of life. Whether you want to explore rugged landscapes in a company, discover new cities, or simply relax in a sunny island, the world is your oyster. But which holiday destination will you choose in 2026?

**We will continue to do slow travel in 2026**

If we think that more and more travelers are choosing meaningful vacations, no more rushed bucket list trips, but instead want to spend longer in a location, connecting with locals, and discovering what contributes to nature conservation and local communities. The slow travel trend is continuing again, as is the desire to avoid the crowds.

2026 will also be the year of exploring new, uncharted waters. Oregon's rich and diverse natural and cultural heritage, which offers exciting new and unexplored areas for an ideal trip or active holiday. From the rugged mountains of the Coast Range to the serene Willamette Valley, from the historic towns of the Willamette Valley to the rugged mountains of the Coast Range, there are destinations that will thrill, inspire, and inspire you.

These are the 10 most beautiful holiday destinations for 2026:

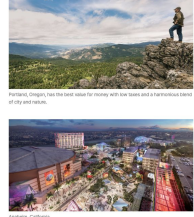
**2. Oregon: the ultimate camper road trip in America**

Big from the beaches and forests of the Cascade Range to the mountains of the Coast Range, Oregon offers a wide range of experiences. The Pacific Coast Highway, with its spectacular views, rocky beaches, and charming fishing villages.

Oregon became the first state in the United States to receive the World's Accessibility Verified designation. This statewide effort to ensure inclusivity for all travelers, including those with visible and invisible disabilities, is the result of equipping and improving the accessibility of all tourism options, including accommodations, outdoor activities, cultural attractions, and scenic viewpoints.

## 헤럴드경제


**2026 marks the 250th anniversary of the founding of the United States, and the U.S. Tourism Authority is introducing a new attraction.**



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## INDEPENDENT

**An elephant family smashed pumpkins at the Oregon Zoo. But this baby just wanted to play ball**



A baby elephant at the Oregon Zoo had more sticks than straw to chew when her family got a small pumpkin to play with during an annual fall event where giant elephants smash fall tree produce.


Whispering just 775 pounds (353 kilograms), eight-month-old Asian elephant Tala is almost the last of the giant elephants as her herd can't smash them. Instead, she has to get her small pumpkin to play with. The little elephant tilted the giant around like a soccer ball, a little from the side view.

Her elephant family at the Oregon Zoo enjoyed the fall pumpkins on Oct. 16 in the event "Smashing the Squash," a tradition that goes back to 1999 when a former director a pumpkin weighing 220 pounds (100 kilograms). The director's elephant had eaten bigger, around 1,000 pounds (453 kilograms) this year, thanks to competitive behavior at the Pacific Coast Squash Smashers Club.

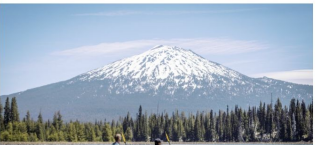
To break open the gargantuan squash, zookeepers provide them with Tala's adult relatives like her brother and father who weigh slightly over

## NAVER

**Portland, Oregon, USA, Receives Global Barrier-Free Tourism Certification**



Oregon is the first state to receive barrier-free, accessible tourism certification.



# International Media Coverage Highlights - October 2025



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
10/1/2025	<u>Camping Caravaning - Print</u>	<u>The Rugged Beauty of Oregon</u>	Canada	40,000	6
10/8/2025	<u>traveltoday.co.nz</u>	<u>Portland's Local Rep</u>	New Zealand	2,300	4
10/11/2025	<u>journaldesseniors.20minutes.fr</u>	<u>Did You Love Route 66? Here Are 5 Other Amazing Road Trips to Take in 2026.</u>	France	7,183,000	4
10/18/2025	<u>Sydney Morning Herald - Print</u>	<u>SAVVY TRAVELLER - See the US? Look Past the Five Favourites</u>	Australia	499,000	7
10/21/2025	<u>mainichi.jp</u>	<u>A Comprehensive Guide to New Tourist Attractions Opening and Events Taking Place Across the United States in 2026, the Year Marking the Nation's 250th Anniversary.</u>	Japan	32,000,000	6
10/22/2025	<u>trvlcounter.de</u>	<u>Oregon Becomes Accessibility Certified</u>	Germany	80,000	7
10/22/2025	<u>independent.co.uk</u>	<u>An Elephant Family Smashed Pumpkins at the Oregon Zoo. But This Baby Just Wanted to Play Ball</u>	United Kingdom	21,000,000	8
10/28/2025	<u>travelbiz.ie</u>	<u>Oregon Becomes First State to Earn 'Accessibility Verified' Status from Wheel the World</u>	Ireland	31,400	10
10/28/2025	<u>mountainreporters.com</u>	<u>Ultimate Tips for Your Winter Trip to Oregon</u>	Netherlands	70,000	8
10/30/2025	<u>nate.com</u>	<u>[imagine] Discovering the Unique Charms of the U.S. Pacific Northwest Portland, Its Uniqueness</u>	South Korea	7,000,000	7

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# International Media Coverage Highlights - November 2025



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
11/1/2025	<a href="https://www.ulyссе.com">ulyссе.com</a>	<u>Conquering Oregon's Giant Sand Dune: a Unique Adventure Between Sea and Mountains</u>	France	760,000	7
11/4/2025	<a href="https://www.servustv.com">servustv.com</a>	<u>America's West - Through Oregon to Northern California</u>	Germany	N/A	7
11/4/2025	<a href="https://www.hellomagazine.com">hellomagazine.com</a>	<u>The Cool-Girl Guide to Oregon/ Your Ultimate Pacific Northwest Road Trip</u>	United Kingdom	14,000,000	9
11/6/2025	<a href="https://www.explore-mag.com">explore-mag.com</a>	<u>New: Oregon Recognized as the First " Accessibility Verified" State</u>	Canada	127,000	10
11/11/2025	<a href="https://www.biz.heraldcorp.com">biz.heraldcorp.com</a>	<u>U.S. Travel in 2026 Set for a Major Transformation with FIFA World Cup, New Theme Parks, and Luxury Resorts</u>	South Korea	2,000,000	6
11/18/2025	<a href="https://www.cityam.com">cityam.com</a>	<u>'Hey You Guys!' A Goonies 40th Anniversary Pilgrimage to Oregon</u>	United Kingdom	1,370,000	9
11/19/2025	Travel Today - Print	<u>Wellness In Oregon</u>	New Zealand	2,300	5
11/24/2025	<a href="https://www.travel2next.com">travel2next.com</a>	<u>20 Oregon National Parks You Need to See to Believe</u>	Australia	450,000	7
11/26/2025	<a href="https://www.visitusa.ie">visitusa.ie</a>	<u>Oregon Becomes the First State to Earn 'Accessibility Verified' Status Making Travel Planning Easier</u>	Ireland	6,200	8
11/28/2025	<a href="https://www.oricon.co.jp">oricon.co.jp</a>	<u>A Book of Essays by Yoshie Ichige Chronicling the Days Spent Caring for Her Mother Until Her Passing at the Age of 100</u>	Japan	45,256,878	5

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# International Media Coverage Highlights - December 2025



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
12/1/2025	<a href="#">Kia Ora - Air New Zealand</a>	<a href="#">Ask the Expert</a>	New Zealand	135,000	8
12/2/2025	<a href="#">bbc.com</a>	<a href="#">Seven Travel Trends That Will Define 2026</a>	United Kingdom	46,000,000	7
12/3/2025	<a href="#">travel2next.com</a>	<a href="#">20 Oregon State Parks So Wild They Should Come With a Warning</a>	Australia	450,000	7
12/8/2025	<a href="#">petitfute.com</a>	<a href="#">What to Do and See in Oregon? The 13 Most Beautiful Places in 2026</a>	France	3,114,000	8
12/12/2025	<a href="#">trilltrill.jp</a>	<a href="#">[2026 Travel Trends] Where to Go Next: Travel Experts Explain the World's Must-Visit Destinations</a>	Japan	55,000,000	5
12/17/2025	<a href="#">timeout.com</a>	<a href="#">The 20 Best Places to Travel in 2026, According to the BBC</a>	United Kingdom	10,000,800	7
12/17/2025	<a href="#">naver.com</a>	<a href="#">Oregon Earns International Recognition for Accessible Tourism</a>	South Korea	5,000,000	6
12/18/2025	<a href="#">rp-online.de</a>	<a href="#">Where the Heart of the Wild West is Beating</a>	Germany	8,180,000	9
12/24/2025	<a href="#">travelvalley.nl</a>	<a href="#">These Are the 10 Most Beautiful Holiday Destinations for 2026</a>	Netherlands	300,000	6
12/29/2025	<a href="#">www.lepoint.fr</a>	<a href="#">Head to Oregon. Another America: Greener. More Oxygenated. More Exhilarating!</a>	France	16,050,000	9

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TRAVEL



OREGON

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