

EARNED MEDIA COVERAGE REPORT

Q3 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 Q3 (January-March) 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 – Q3 FY 25-26

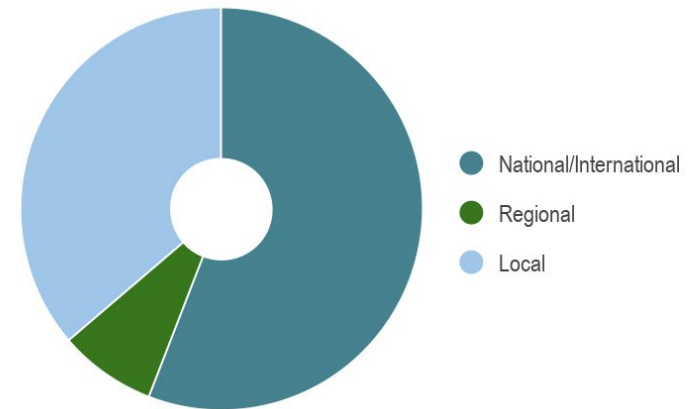
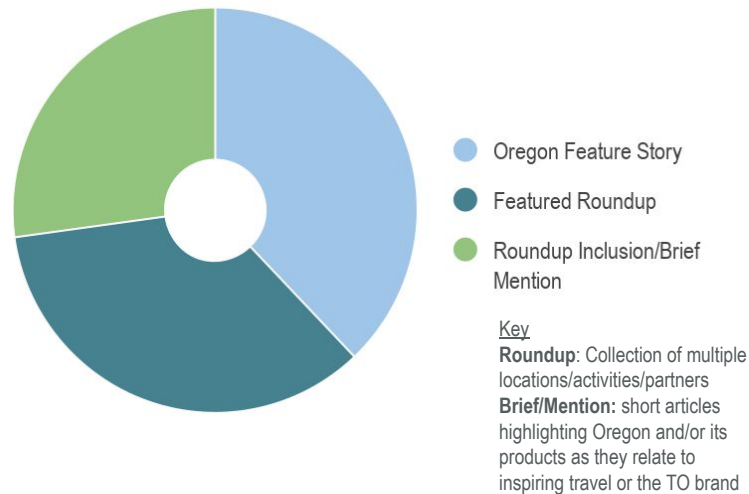
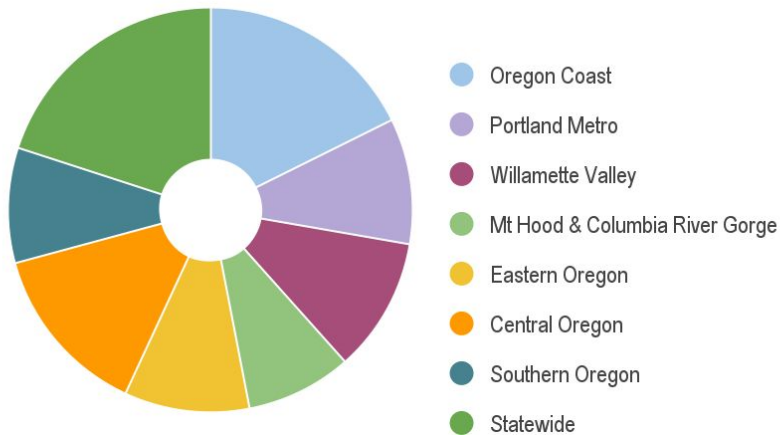


STORIES 103

IMPRESSIONS 3,259,026,613

DEIA STORIES 50

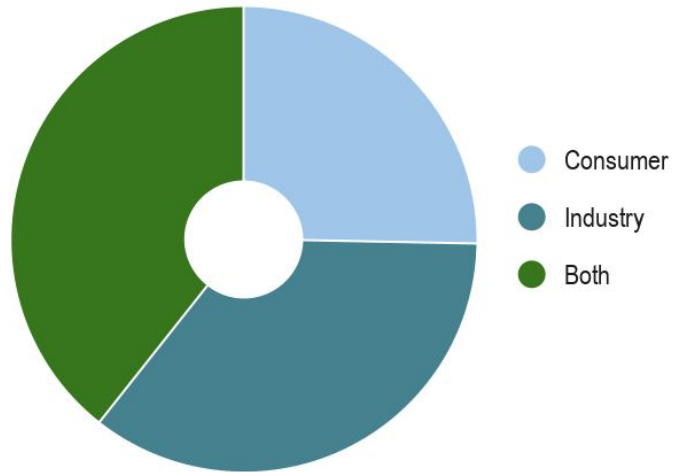
TOWNS	REGIONS	STORY TYPE	REACH
<ul style="list-style-type: none"> Albany Ashland Astoria Baker City Beaverton Bend Cannon Beach Coos Bay Corvallis Depoe Bay Echo Estacada Eugene Florence Hermiston Hood River Klamath Falls Lincoln City McMinnville Medford Newberg Newport Ontario Oregon City Pendleton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



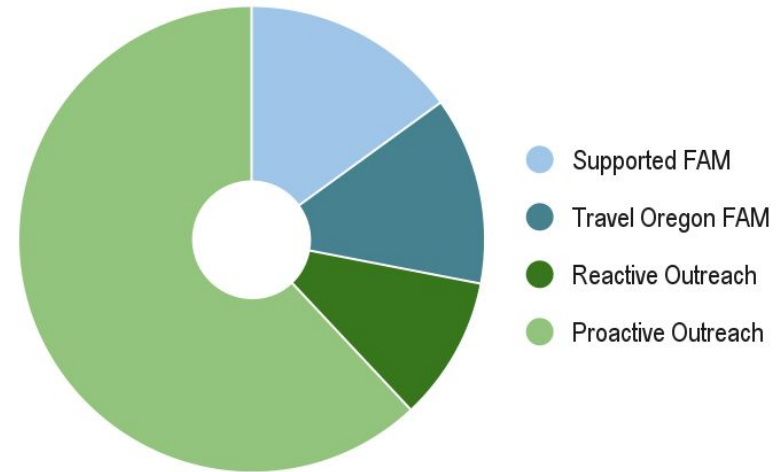
Consumer Media Coverage Recap – Q3 FY 25-26



AUDIENCE



INITIATIVE



Top 10 Domestic Consumer Highlights – Q3 FY 25-26



TRAVEL ✈️ NOIRE

CHECK OUT THESE DOG-FRIENDLY OREGON BEACH HOTELS

Oregon beach hotels that are dog-friendly by the water's edge, could lead here's a guide to the best ones that permit your paws.

There's something wild and wonderful about visiting the Oregon coast. Stretching over 360 miles from Astoria in the north to Seaside in the south, it offers endless beaches, scenic cliffs, coastal towns and fresh seafood that's as delicious as the views. The coast is a classic "throw" 100 miles to the beach, and it's a convenient accessibility for you and your dog. Oregon beach hotels that are dog-friendly let you enjoy your dog and your dog's chance to romp with wild dunes and ocean views.

Each hotel has its charm, from the sea breeze of Heppner to the art gallery of Cannon Beach. The good news is you don't have to drive your dog's beach holiday to enjoy all Oregon beaches that are dog-friendly are more common than you think, and there are even some beachfront pet spas. Some offer dog-friendly and special treats. Before packing your dog's beach bag, call ahead. Every hotel has its own beach rules and regulations, so make sure you're aware of any dog-friendly or pet-friendly policies. Having someone you're tagged or pick up the dog's care, treatment, not to "dog" down.

IS THE OREGON COAST ROAD TRIP DOG-FRIENDLY?

Tasting Table.

The 7 Best Oregon Wines To Add To Your Tasting List

by Lucia Capriotti | Nov. 14, 2023 10:00 PM EST

The history of winemaking in Oregon dates back over 100 years, but it wasn't until the 1970s that things really started to take off. The state—particularly the Willamette Valley region—became known for producing pinot noir, and more vineyards were planted to expand the local wine industry. While California produces the bulk share of American wine, Oregon is still considered a leader in the domestic industry, making fourth nationally for wine production by volume, and consumers are increasingly intrigued by the state's offerings. If you're unfamiliar with Oregonian wine, we simply looking for something new to try, this reading has you covered.

To help paint a picture of the wine scene in this part of the Pacific Northwest, we spoke to some Oregon wine industry experts, Brian Galis, Senior Vice President of Wine at Total Wine & More, an inimitable ambassador to the region, and he was very eager to share his hands-on recommendations. We also spoke to Ben Drouhin, Wine Director & Sommelier at B&B Wine Bar in McMinnville, who has conducted extensive research on Oregon wines. The two highlighted a selection of food bottles that they find particularly exciting right now, covering a range of styles, including both traditional winemakers and more experimental producers. So, the next time you're at the wine shop looking for a new bottle to try, consider picking up an Oregon wine, and follow the advice of these wine professionals to make sure you bring home something exceptional.

Domaine Drouhin Oregon Pinot Noir Dundee Hills

A FAR

Where to Go in 2026: The Pacific Northwest's 80-Mile Playground Just Got Even Better

On this episode of Where to Go, Ashlyn Greene and Zac Ballington travel the Columbia River Gorge to uncover new trails, glamping, wineries, and hot springs—and share how to experience the Gorge respectfully and sustainably.

It's a shiny new year so this month on Unpacked, we're diving into Mark's Where to Go list. And this year's list is a little different. Because in 2026, we want to know the best on-ventured destinations and expand invitation to other parts of the world. Our editors carefully selected 24 emerging regions and method books that will inspire your next great adventure.

Like the Columbia River Gorge, Pacific Northwest's scenic waterfall, trails, from towering cliffs, the landscape shifts from sandstone to sand and granite in under two hours, and a historic highway is being transformed into a car-free trail.

In this episode, host Ashlyn Greene talks with Zac Ballington, a Portland-based travel writer who has spent years exploring the 80-mile stretch of cliffs, rivers, and vineyards. Zac shares what's new in the Gorge—from a glamping resort with rotating tents and views of Mount Hood to a newly reopened hot springs spa with thousand-year-old hot springs, plus a James Beard-recognized wine farm and a historic highway being transformed into a car-free trail.

Transcript

Ashlyn Greene: Ashlyn Greene and this is Unpacked, the podcast that unpacks the world's most interesting destinations and deeper series behind travel. Happy New Year, everyone, and welcome back!

This month we're stepping up our exploration of Alan Arnold's "Where to Go" list, and this year's list, if you've been listening to A Far Different Voice in 2025, we want to know the best on-ventured destinations and help expand invitation to other parts of the world. We released our fall list of 24 emerging regions and method books in December, as well as Unpacked episodes featuring the writers who traveled to and shared our favorite new places.

lonely planet

Beyond Bend

With mountains, lakes, extinct volcanoes and pine forests, Bend is the ideal base for day trips for adventures further afield.

Places

- Survivor Nature Center & Observatory p284
- Cascade Lakes Scenic Drive p287
- Newberry National Volcanic Monument p288
- Sisters p289
- Camp Sherman p299
- Wizard Falls Fish Hatchery p301
- Settle Lake p291
- Smith Rock State Park p291
- Fort Rock State Natural Area p292

Central Oregon Dark Skies

With over 300 days of clear skies per year, minimal pollution and higher elevations, Central Oregon is popular for stargazing. In 2025, Sisters was awarded International Dark Sky Place status, joining Central Oregon's Prineville Reserve State Park and Sunriver in celebrating this recognition. A good pair of binoculars and a stargazing app like SkySafari makes a fine combo for a DIY night sky encounter around Sisters, otherwise sign up for guided after-dark experiences in the region. In Bend, visit the Hogsaw Brewery at Worthy Brewing, worthygetaways.org; domaine.85; W6d-S6d and observe the beautiful view from Bend, 30min.

NATIONAL GEOGRAPHIC

Everything you should know about Crater Lake National Park

Oregon's only national park has the country's deepest lake, a massive bowl of sulphur-colored water that's deep enough to cover the Statue of Liberty, the Washington Monument, and the Eiffel Tower.

This crown jewel of the Cascades draws roughly half a million visitors a year. Most come during the summer, when they can hike nearly 100 miles (62 miles) and drive while the 38-mile (61-mile) trail that circles the park's vibrant-colored lake restoration Crater Lake.

Foreplay and scenic overlooks dot the rugged rim of the lake's caldera, a pristine oasis whose tranquil views belie a violent origin story. Around 7,700 years ago, the 12,000-foot-tall Mount Mazama volcano had a cataclysmic eruption. The top of the mountain collapsed, leaving a lake in a bowl-shaped basin. Rain and snowmelt eventually filled the rocky cavity with pure, crystal-clear water, creating a square-mile (64-square km) crater that radiates ultraviolet blue light.

WINE ENTHUSIAST

The Willamette Valley's Culinary Scene Is Now as World-Class as Its Pinot

Assembling the domestic scene in Astoria, Ore., you get the sense that something exciting is happening here. The local food scene is growing, and it's not just about wine. The Willamette Valley's culinary scene is now as world-class as its pinot. The region's food scene is growing, and it's not just about wine. The local food scene is growing, and it's not just about wine. The region's food scene is growing, and it's not just about wine.

AARP

Visit These Cities to Celebrate America at 250

This year, the United States celebrates its 250th anniversary. While the word "barnstormer" may be familiar to you, it's not just about flying. It's about celebrating a historic moment in American history. The word "barnstormer" may be familiar to you, it's not just about flying. It's about celebrating a historic moment in American history.

1859

SERENE MEDITATION RETREATS IN OREGON

NATURE AND MINDFULNESS CONVERGE IN OREGON'S MOST SERENE MEDITATION ESCAPES

Experience a unique blend of nature and mindfulness in Oregon's most serene meditation escapes. The retreats are held in beautiful settings, providing a perfect environment for meditation and relaxation.

NORTHWEST TRAVEL & LIFE

5 Small Towns to Explore Before Summer Crowds Hit

Discover five small towns in Oregon that offer a peaceful escape from the summer crowds. Each town has its own unique charm and history, making them perfect destinations for a quiet getaway.

CIVIL EATS

In Oregon, a Local Seafood Movement Connects Consumers to the Coast

The Winter Waters event series invites Oregonians to understand, appreciate, and support the region's ocean industry. The event is held in various locations across the state, providing a platform for local seafood producers to connect with consumers.

Top 10 Domestic Industry Highlights – Q3 FY 25-26



TRAVEL+ LEISURE

THE 2026 GLOBAL VISION AWARDS

Here are the 24 winners of the Travel + Leisure Global Vision Awards, which recognize the people and organizations making the world a better place.

By Travel + Leisure Editors | Published on March 11, 2026

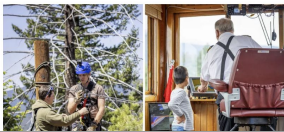


Think it's all bad news out there? It certainly can feel that way sometimes. But there's hope. Just take, for example, the passionate people and can-do organizations working to make the world a better place—and inviting travelers to join along for the journey.

This year's class of Global Vision Award winners is made up of big names you'll recognize and people who aren't famous yet. It includes nonprofits making a difference one traveler at a time and companies with serious scale. And for the first time ever, this list also includes a Super Bowl halftime performer.

What unites all these luminaries is a mission to lessen the negative impacts of travel while boosting the many benefits that seeing the world can bring to both individuals and the communities they visit.

As always, our list was compiled with the help of many travel industry sources, including a panel of experts, an voted before. After much debate, the editors of Travel + Leisure determined the final list seen here and in the April issue of T+L. Here's hoping their work inspires more of us to explore responsibly. —*Edited by Paul Brady*



Lincoln Chronicle

Mountains or beach for spring break? Tourist-based businesses say it all depends on snow and beach weather

March 21, 2026



The number of visitors — with their dogs and kids — to the beach during Oregon's spring break next week can depend on the weather on the coast and the amount of snow in the mountains. (Shayla Escudé/Localize Creative)

By DANA TIMS/Lincoln Chronicle

Travel industry veterans have a rule of thumb when it comes to predicting how much of an economic bounce spring break may provide for coastal businesses relying on tourism, and it's this — if the Cascade snowpack is low, families who otherwise would head for the mountains will instead stow their boards and skis and trek to the beach.

"When there's snow on the mountain, we're definitely less busy," Michelle Korgan, owner of Ona Restaurant & Lounge in Yachats, told the

Islands

TRAVEL GUIDES | BUDGET FRIENDLY

The Most Budget Friendly Retirement Towns Along The Pacific Coast, According To Research

By Patrice Galanter | Jan. 20, 2025 @ 9:20 AM EST



Many factors go into deciding where to spend your retirement years, but two of the most important are your budget and the entertainment a town offers. When you think of retirement on the Pacific Coast, most people envision the warmth, sunshine, and beaches of Southern California. While Southern California offers all that and more, it's not the only area along the West Coast perfect for spending your golden years.

Scattered up and down the west coast are smaller towns that offer world-class sights, unspoiled options to get closer to nature, and towns that aren't drawn your next step in the process. We conducted extensive research to create this list, focusing on communities that showcase memorable attractions like Redwood National Park, charming downtowns filled with shops and restaurants, and plenty of fun or budget-friendly activities year-round.

Gold Beach, Oregon



The Oregonian

TRAVEL

Oregon among the top 5 'shooting star hotspots' in America

Published: Jan. 15, 2025, 10:31 AM



Oregon has been named as one of the best states to live in, thanks to dark skies and lots of public lands. (Dana Cooper/The Oregonian)



By Anna Hays | The Oregonian/OregonLive

We already know that Oregon has some of the darkest skies in the country, so perhaps it's no surprise that our state was one of the best places to live in 2025.

A new study commissioned by Condé Nast's *Travel + Leisure* ranked Oregon as the top state for "shooting star hotspots" in the United States. In the latest assessment outside the U.S., Oregon, then by far the most, we've seen announcements of new Dark Sky Parks, Dark Sky Communities and the Oregon Dark Sky Observatory. The study — all in our own backyard — is enough to warrant a guide to Oregon's dark sky country.

According to the study — which weighed sky quality, accessibility to dark

NORTHWEST TRAVEL & LIFE



52 Starry Night Skies Await in the Oregon Outback

By Matt Wadtracov

TRAVELING WITH a disability often means an added weight: the outdoors. Will a hotel doorway be wide enough? Will a restaurant be wheelchair accessible? Will a campground's layout gently exclude participation? These questions can turn a simple trip into a complex one. If you're planning an Oregon getaway, you'll want to know that Oregon offers a layer of growth that many states without disabilities do not have to contend with. For families, multigenerational groups and travelers seeking temporary respite, or an extended stay, the ability to enjoy the outdoors is a special request, but one that's thoughtful and possible.

Oregon has long been a leader in access to the outdoors in countless ways, from dark and inclusive trails to accessible trails. Now, through a partnership with *Travel + Leisure*, Oregon has become the first state in the United States to earn the Accessibility Center of Excellence. What this means is that Oregon is now a leader in providing accessible outdoor experiences, from hiking to fishing to hunting. The recognition was awarded to Oregon for its commitment to providing accessible outdoor experiences to all.

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As always, our list was compiled with the help of many travel industry sources, including a panel of experts, an voted before. After much debate, the editors of Travel + Leisure determined the final list seen here and in the April issue of T+L. Here's hoping their work inspires more of us to explore responsibly. —*Edited by Paul Brady*



Mind + Body A Treasure for All Oregon becomes the first state to earn accessibility designation

Written by Lisa Chen Smith

Oregon's designation feels especially resonant to a state known for its public lands and family-friendly recreation. From the Oregon Coast to the mountains, public recreation areas are a treasure for all. Oregon's commitment to accessibility is a testament to the state's dedication to ensuring that everyone can enjoy the outdoors. Oregon's commitment to accessibility is a testament to the state's dedication to ensuring that everyone can enjoy the outdoors.

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EAST OREGONIAN

Traveling exhibit focuses on Black history in Oregon

Published 11:00 am Tuesday, March 31, 2026

By Tammy Malgouie | East Oregonian



Oregon Black Pioneers representatives, Executive Director Zachary Stokes and Board President Lenise Miller, second and third from left, accept the Oregon Equity Award on March 9, 2026, during the Oregon Governor's Conference on Tourism in Portland. The Black Pioneers, a traveling exhibit created by the nonprofit organization, is available for viewing April 2-May 31, 2026, at the Mosier Twin Tunnels near Hood River. (Oregon Black Pioneers/Contributed Photo)

View display through May at Mosier Twin Tunnels

OREGON ARTSWATCH

It's a new beginning at Oregon City's End of the Oregon Trail center

Big improvements are planned on the 30-year-old campus, including addition of historic wagons from the Curtis family.



NBC 5

New bike paths to link greenway with local wineries

Published: March 19, 2026 @ 2:23 PM | Updated @ 2:24 PM



NBC 5 NEWS NEW BIKE PATHS TO LINK GREENWAY WITH LOCAL WINERIES

Published: March 19, 2026 @ 2:23 PM | Updated @ 2:24 PM

TALENT, Ore. — The communities of Talent and Phoenix have been selected for a state design to identify a network of linking routes connecting the Bear Creek Greenway to local vineyards, farms, and cultural sites. The Talent Business Alliance announced that its Wine Country Biking Route project is one of eight statewide initiatives chosen for Phase 1 of the Oregon's 2025-2026 Recreation Connectivity Program. The grant provides nine months of technical assistance and planning support, which could eventually lead to a \$100,000 in implementation funding.



Domestic Earned Media Coverage Highlights - January 2026



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
1/1/2026	<u>Lonely Planet - Washington, Oregon & the Pacific Northwest</u>	<u>Beyond Bend</u>	5,900,000	7
1/1/2026	<u>oregonlive.com</u>	<u>Northwest Travel Guide 2026: The Quietest Getaways and Biggest Adventures for the Year Ahead</u>	5,004,721	9
1/1/2026	<u>fodors.com</u>	<u>Our 10 Favorite Travel Experiences of 2025</u>	4,000,000	7
1/8/2026	<u>afar.com</u>	<u>Where to Go in 2026: The Pacific Northwest's 80-Mile Playground Just Got Even Better</u>	2,500,000	9
1/12/2026	<u>islands.com</u>	<u>The Oregon Outback's 5 Best Spots For Dark Sky Stargazing</u>	2,798,326	8
1/21/2026	<u>1859oregonmagazine.com</u>	<u>Serene Meditation Retreats in Oregon</u>	60,000	7
1/22/2026	<u>hereisoregon.com</u>	<u>Oregon Among The Top 5 'Shooting Star Hotspots' in America</u>	85,700	7
1/24/2026	<u>tastingtable.com</u>	<u>The 7 Best Oregon Wines To Add To Your Tasting List</u>	7,521,554	8
1/26/2026	<u>orartswatch.org</u>	<u>It's a New Beginning at Oregon City's End of The Oregon Trail Center</u>	28,046	8
1/27/2026	<u>cascadebusnews.com</u>	<u>Tourism Dollars at Work</u>	10,000	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 - February 2026



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
2/4/2026	1859oregonmagazine.com	<u>8 Oregon Winter Getaways That Feel Magical</u>	68,200	7
2/4/2026	bakercityherald.com	<u>Fundraiser Continues for New Rental Shop at Anthony Lakes</u>	22,505	6
2/8/2026	travelnoire.com	<u>Oregon Beach Hotels That Are Dog Friendly For Your Next Road Trip</u>	1,064,365	8
2/12/2026	nationalgeographic.com	<u>Everything you should know about Crater Lake National Park</u>	6,562,041	9
2/17/2026	kptv.com	<u>How Travel Oregon Grants Invest in Local Communities & Promote Tourism</u>	2,069,410	8
2/18/2026	pridejourneys.com	<u>Winter PrideFest Returns to Central Oregon March 7-8</u>	10,000	6
2/25/2026	civileats.com	<u>In Oregon, a Local Seafood Movement Connects Consumers to the Coast</u>	45,462	9
2/27/2026	theweek.com	<u>Accessibility is at the Forefront at These US Destinations</u>	1,359,072	8
2/27/2026	Goodmorningamerica.com	<u>Oregon in 90 Seconds</u>	5,483,154	9
2/27/2026	abcnews.com	<u>50 States in 50 Weeks' Visits Oregon</u>	31,669,681	9

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Domestic Earned Media Coverage Highlights - March 2026



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE
3/1/2026	1859 Magazine - March/April Print	A Treasure For All	682,000	7
3/11/2026	wineenthusiast.com	The Willamette Valley's Culinary Scene Is Now as World-Class as Its Pinot	4,000,000	8
3/11/2026	nwtravelmag.com	5 Small Towns to Explore Before Summer Crowds Hit	184,000	6
3/13/2026	aarp.com	Visit These Cities to Celebrate America at 250	22,837,929	7
3/16/2026	koin.com	How Travel Oregon's Competitive Grants Help Fuel the James Beard Public Market	1,913,313	8
3/17/2026	travelandleisure.com	The 2026 Global Vision Awards	12,932,448	8
3/19/2026	lincolnchronicle.org	Mountains or Beach for Spring Break? Tourist-Based Businesses Say it All Depends on Snow and Beach Weather	55,655	6
3/21/2026	rv-times.com	Do You Speak Whale? What to Look for During 'Whale Watch Week'	96,219	7
3/25/2026	womenshealthmag.com	The 2026 Women's Health Travel Awards	12,251,400	6
3/31/2026	easternoregonian.com	Traveling Exhibit Focuses on Black History in Oregon	61,995	8

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Domestic Social Media Coverage Recap – Q3 FY 25-26



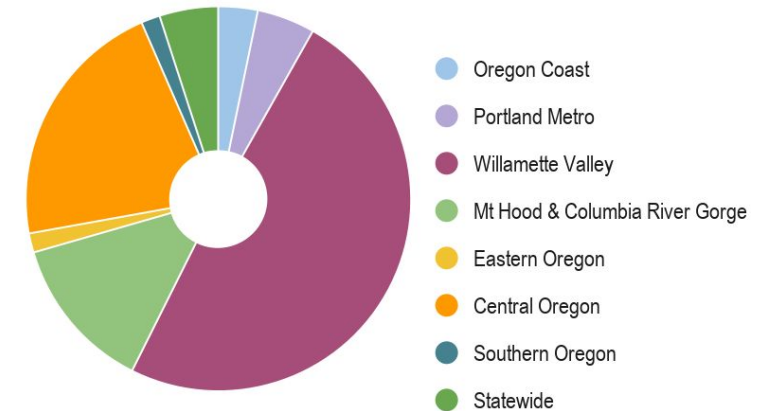
STORIES 59

IMPRESSIONS 6,085,061

DEIA STORIES 25

REGIONS

DATE	SOCIAL HANDLE	MEDIA TYPE	CIRCULATION
1/4/2026	@drmatthewhorkey	YouTube Video	49,300
1/20/2026	@islandsmagazine	X Post	15,700
2/10/2026	@joelwbarish	Facebook Reel	148,000
2/20/2026	@confidenceuncorked	Instagram Stories	133,000
2/21/2026	@darapkapoor	Instagram Stories	1,007
2/24/2026	@thebrookeblend	Instagram Stories	117,000
2/26/2026	@carolineoncocktails	Instagram Carousel	25,400



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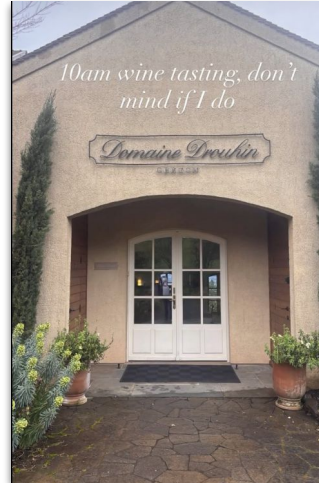
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Social Media Coverage Highlights – Q3 FY 25-26

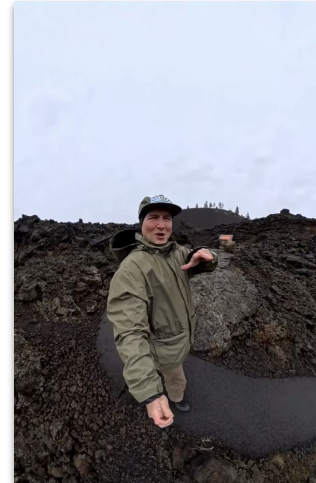


Burgundy style. Oregon roots. @domainedrouhinoregon has been making elegant Chardonnay & Pinot Noir for 30+ years in the Dundee Hills, forged from their family's tradition of winemaking in France. 🍷

@thebrookeblend



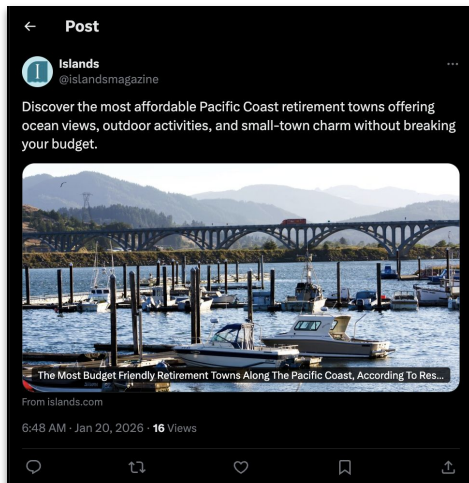
@darapkapoor



@joelwbarish



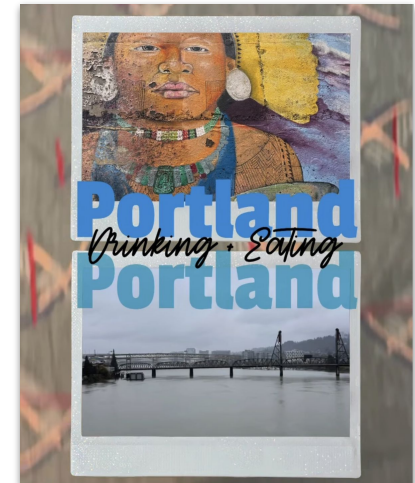
@confidenceuncorked



@islandsmagazine



@drmatthewhorkey



@carolineoncocktails

TRAVEL  OREGON

INTERNATIONAL

International Earned Media Coverage Recap – Q3 FY 25-26



STORIES 196

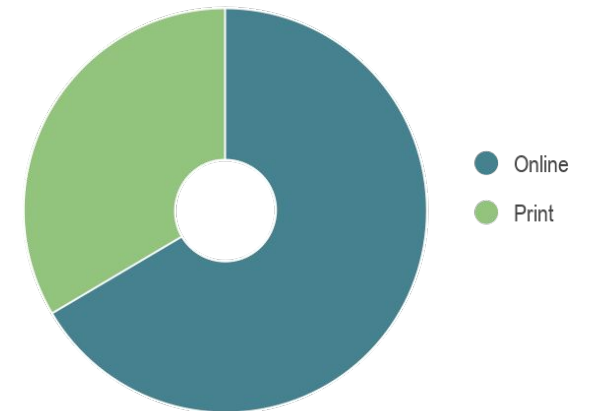
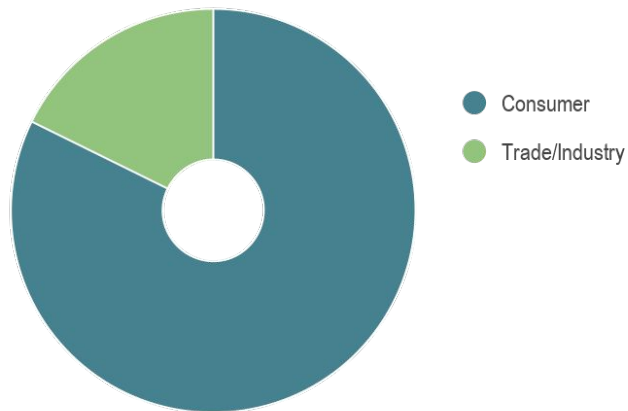
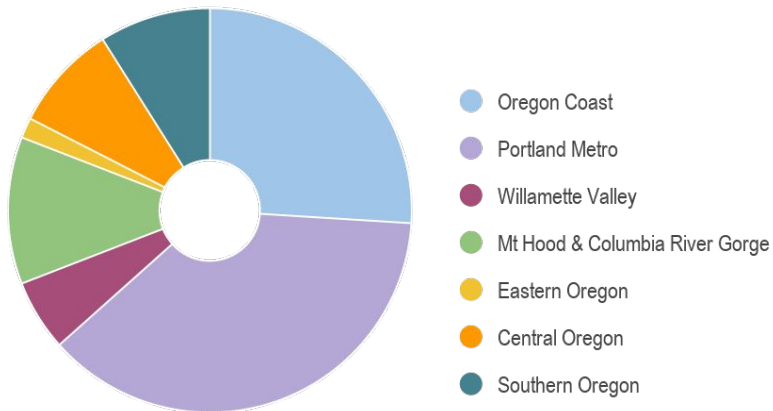
IMPRESSIONS 794,126,321

MARKETS
<ul style="list-style-type: none">• Australia• Austria• Canada• France• Germany• Ireland• Japan• Netherlands• New Zealand• South Korea• United Kingdom

REGIONS

CONSUMER VS. TRADE/INDUSTRY

ONLINE VS. PRINT



Top 10 International Coverage Highlights – Q3 FY 25-26



FUTURA
Le média qui explore le monde

Sewn hides unearthed in 1950 could rewrite the origin of clothing: Science Advances publishes the evidence

Published on February 4 in Science Advances, a new study reveals that 50 artifacts made of animal and plant materials discovered in the Cougar Mountain and Palmyra caves in Oregon 12,000 years ago could rewrite the period of oldest clothing that occurred approximately 12,000 to 13,000 years ago.

Among these objects are three fragments of worked animal hides, depleted and then woven together with cord made of a mixture of plant fibers and animal hair. Dated between 12,000 and 13,000 years old, one of these pieces comes from a North American site.

Genetic analysis, as revealed by genetic analysis, the genetic material indicates that researchers believe it is "most likely a fragment of clothing of about 12,000 years old. If this hypothesis is confirmed, it would be the only garment from the Americas to date.

online.at tip

February 2, 2026, 1:24 PM | news | brand-uaa | advertorial

Road trip through the Northwest: Oregon and Washington

Crater Lake National Park - Oregon

This route leads to the highlights of Oregon and Washington – from vibrant cities to spectacular national parks and the Pacific coast.

The journey combines urban highlights like Portland, Oregon, and Seattle, Washington, with breathtaking natural landscapes. From the Pacific Ocean to dense rainforests, volcanoes, and lakes, and along coastal roads, the route offers diverse insights into the fauna, flora, and culture of the Pacific Northwest.

Portland, Oregon

BBC

20 PLACES TO TRAVEL IN 2026

The 20 best places to travel in 2026

By BBC Travel | 13th December 2025

From a Polynesian island ringed by blue lagoons to the heart of Chile's wine country, these are BBC journalists' top destinations this year.

Oregon Coast, US
Why go: Fresh ways to explore one of the US's most dramatic coastlines

Stretching nearly 370 miles from the dramatic cliffs of the Columbia River Gorge in the north to the towering redwood forests in the south, the Oregon Coast is a mesmerising mix of drama and beauty. Wave-pounded shorelines splash against dense evergreen forests, lonely lighthouses poke their heads over the moody fog and migrating whales breach offshore from small-town fishing communities. And thanks to a 1967 landmark bill, Oregon is the only state in the nation whose entire coastline is free and public to everyone.

Though less visited than California's coast, the white-sand beaches and brooding headlands along this stretch of US-101 are one of the country's bucket-list road trips. But according to Kaitlyn Brajich from Sustainable Travel International, those without their own wheels and EV owners will find more ways to experience the area in 2026.

"A seasonal shuttle now links Portland with coastal destinations, and a growing EV-charging network makes plug-in road trips more seamless. For those who prefer to pedal, bikes are available in many towns, or you can take on the 370-mile border-to-border [coastal cycling] route," Brajich said.

Brajich adds that freshly caught seafood now stays closer to home thanks to a new effort to keep Oregon's catch local, which supports communities that have long relied on these waters. *Multi-Meat Lard over the sand and from beach seafoods people moon*

DIE RHEINPFALZ

Wild Northwest - Oregon's untamed beauty and the voices of its heirs

Typical landscape in the John Day Fossil Beds National Monument. | Photo: Travel Oregon

For millennia, the indigenous peoples shaped the culture of the US state of Oregon, which was settled relatively late by Europeans. By the Miller Roberts Center is delighted. The Blue Mountains, visible from the Unstilla Reservation in arid eastern Oregon, are covered in snow, which means there will be plenty of water after many years of drought. These mountains symbolize our homeland; they ensure that we have the greenest paradise on earth here in the spring," explains Roberta Corcoran, whom everyone here calls Bobbi. Her tribe settled

nate

From Portland to Crater Lake, A Journey Through Oregon's Great Nature [Ham Young-hoon's Style, Taste, and Relaxation]

Enjoying mountain biking with Mount Hood in the background

NATIONAL GEOGRAPHIC

The New Zealand Herald

2026 travel destinations: 52 places to go this year

New York Times

The Parker Inn in Clatsop County, an Ecuador's Rio Pastaza National Park | Epoch Photography, The New York Times

An enclave, a revolution and a tiger reserve. It's a new year, and the New York Times has a new list of the places to visit.

Revolutionary America
Celebrate the serenity of the Northwest with fireworks and themed balls

livedoor News

What high school students from Toyama saw of Oregon, USA today: Overseas exchange program for prefectural high school students

March 30, 2026 19:26

The prefecture's high school student overseas exchange program took place this month. Reporter Nagaoka, who accompanied the group, is in the studio. This program began in 1983 with a fund of 100 million yen donated to the prefecture by Kitappon Broadcasting to commemorate its 30th anniversary, and this 43rd iteration was the final one. This year's destination was Oregon, USA, with which Toyama Prefecture has a friendship agreement. We will report on the students' 12-day training program today and tomorrow. Today, we'll show you what Oregon is like today, as seen by the high school students. On the 9th of this month, 19 high school students from the overseas exchange program departed for the United States.

Travelbiz.ie
Ireland's travel trade buzz direct to your inbox

The Brand USA U.K. & Ireland Destination Immersion itineraries have landed!

Brand USA U.K. & Ireland is delighted to announce the U.K. & Ireland Destination Immersion itinerary is now available.

In partnership with the Oregon, British Ireland and British Ireland, the U.K. & Ireland Destination Immersion itinerary is now available. This itinerary is designed to showcase the best of the U.K. & Ireland, offering a unique perspective on the region's rich history and culture.

The itinerary includes:

- 1. The Brand USA U.K. & Ireland Destination Immersion itinerary
- 2. The Brand USA U.K. & Ireland Destination Immersion itinerary
- 3. The Brand USA U.K. & Ireland Destination Immersion itinerary
- 4. The Brand USA U.K. & Ireland Destination Immersion itinerary
- 5. The Brand USA U.K. & Ireland Destination Immersion itinerary
- 6. The Brand USA U.K. & Ireland Destination Immersion itinerary

travelvalley

Travel inspiration: these 8 beautiful road trips you'll want to take in 2026

How do you plan your road trips for 2026? Or are you still unsure what you want to do this year? We're here to help you plan your road trips for 2026. These 8 beautiful road trips are perfect for anyone who loves the open road and the great outdoors.

1. The Oregon Coast

2. The Blue Mountains

3. The Willamette Valley

4. The Cascade Range

5. By camper through Oregon

Would you rather go for a long and take a road through Oregon in America. Here you will find incredibly beautiful landscapes, amazing beaches, and endless views. Oregon is perfect for the road trippers who want to go on a road trip.

6. The best of Canada

NATIONAL GEOGRAPHIC

Oregon has cleaned up its waterways. Here's how to discover them

In Oregon, it's not just the state's vast network of rivers, these once-polluted and degraded waterways are now healthy and free, offering opportunities for water recreation.

The Columbia River Gorge has been a popular destination for recreation since the 1930s.

By Anna Farris

This article was produced by National Geographic Traveler (UK).

But in the heart of Oregon City, it's a world away from the rest of the Pacific Northwest, which experiences around 30 wet days per year. However, this isn't your regular stream: it's called an "intermittent river," so named because it subsides the minimum equivalent of a waxy waterway.

It's easier to be experiencing another river, the Willamette. But standing on a boat, watching for deep tracks in the surface in a shallow stream, it doesn't seem like anything you've seen. Grass slips and storage containers both on the water, washed over by a bridge trying to cross along the riverbank. Easy to be the center of this former industrial town, but a few miles away, the Willamette falls — the second largest in North America by volume — plunges into the river. If it concentrates, it can hear their thunder.

Urban life is intertwined with water in Oregon. Stretching 37 miles from south of the city of Eugene to northwest Portland, the Willamette is the state's main artery, with 70% of the population residing in its basin. It's part of a network of waterways that act as

International Media Coverage Highlights - January 2026



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
1/1/2026	47news.jp	Hinako Shibuno Shows Resilience on Day 2 to Tie for 39th → Collapses on Final Day to Tie for 61st: The Standard Portland Classic [2025 Replay]	Japan	9,000,000	5
1/3/2026	rheinpfalz.de	The Wild Northwest – Oregon’s Untamed Beauty and the Voices of Its Heirs	Germany	7,782,717	8
1/7/2026	luxuryescapes.com	Icons of the USA: 7 Bucket-List Experiences	Australia	266,920	6
1/8/2026	monocle.com	Undammed Rivers: The Klamath Story	United Kingdom	2,500,000	8
1/8/2026	travelvalley.nl	Travel Inspiration: These Are the 8 Beautiful Road Trips You Want to Take in 2026	Netherlands	300,000	6
1/14/2026	internationaltraveller.com	Portland's Wine Spa Lets You Soak in Baths Infused With Wine	Australia	240,000	8
1/15/2026	nittravelnews.com	Reset Mode On: 14 Wellness Retreats to Start Your Year Right!	Ireland	10,000	6
1/16/2026	nationalgeographic.fr	These Dunes Inspired Frank Herbert's Saga	France	5,854,000	7
1/18/2026	nzherald.co.nz	2026 Travel Destinations: 52 Places to Go This Year	New Zealand	1,100,000	6
1/20/2026	hellomagazine.com	Pacific Panoramas - Hotel Sylvie	United Kingdom	14,000,000	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

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

International Media Coverage Highlights - February 2026



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
2/2/2026	tip-online.at	<u>Brand USA Roadtrip in the Northwest: Oregon and Washington</u>	Austria	N/A	5
2/3/2026	newspicks.com	<u>Oregon Brewery Releases Limited-Edition Beer Containing “Bear Droppings” for the U.S. Super Bowl</u>	Japan	6,890,000	5
2/11/2026	travelwithoutlimits.com.au	<u>Top 10 Wheelchair Accessible Places to Propose</u>	Australia	600,000	6
2/12/2026	futura-sciences.com	<u>Sewn Hides Unearthed in 1950 Could Rewrite the History of Clothing: *Science Advances* Publishes the Evidence</u>	France	31,520,000	5
2/13/2026	fvw.de	<u>Destination Day: Oregon and Portland - Tipps, Trends and a Mega Raffle</u>	Germany	138,934	5
2/15/2026	lostintheusa.fr	<u>Where Can You See a Rodeo During a Trip to the U.S.?</u>	France	135,000	5
2/17/2026	travelbiz.ie	<u>The Brand USA U.K. & Ireland Destination Immersion Itineraries Have Landed!</u>	Ireland	31,400	10
2/18/2026	smh.com.au	<u>Eight of the Strangest Aviation Projects of All Time</u>	Australia	350,230	7
2/27/2026	olivemagazine.com	<u>8 US Cities to Visit That Offer Spectacular Value for Money</u>	United Kingdom	671,000	7
2/28/2026	playboy.com	<u>Powder-Power</u>	Netherlands	72,000	6

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International Media Coverage Highlights - March 2026



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
3/1/2026	nationalgeographic.com	<u>Oregon Has Cleaned Up its Waterways. Here's How to Discover Them</u>	United Kingdom	6,765,552	10
3/2/2026	fwv.de	<u>Destination Training Oregon and The Great American West</u>	Germany	138,934	5
3/4/2026	Draadbreek.nl	<u>The 7 Most Unique 'Bookstore Hostels' in the World: Overnight Stays for Bookworms</u>	Netherlands	1,000	3
3/6/2026	traveltalkmedia.com.au	<u>Score 100.000 AAdvantage® Miles At The World Cup West Coast Showcase</u>	Australia	85,135	6
3/8/2026	ARTE TV	<u>Oregon's Hidden Gems</u>	France	1,700,000	7
3/10/2026	news.nate.com	<u>From Portland to Crater Lake: Exploring Oregon's Great Outdoors</u>	South Korea	7,000,000	6
3/14/2026	independent.co.uk	<u>These Are the Best Alternatives to Driving Route 66</u>	United Kingdom	21,000,000	8
3/19/2026	golf.com	<u>In Gearhart, an Old-School, Lovable Links Course Awaits</u>	Canada	1,200,000	3
3/20/2026	travelmemo.co.nz	<u>Time Out in Oregon</u>	New Zealand	6,600	6
3/30/2026	news.livedoor.com	<u>A Look at Oregon, U.S.A.. Through the Eyes of a High School Student from Toyama: Toyama Prefecture High School Student Overseas Exchange Program</u>	Japan	30,000,000	8

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THANK YOU