



EARNED MEDIA COVERAGE REPORT

Q4 & Year-End Report 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 Q4 (April-June) 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

DOMESTIC COVERAGE

Domestic Media Coverage Recap – Q4 FY 25-26



STORIES 219

IMPRESSIONS 4,057,088,647

DEIA STORIES 138

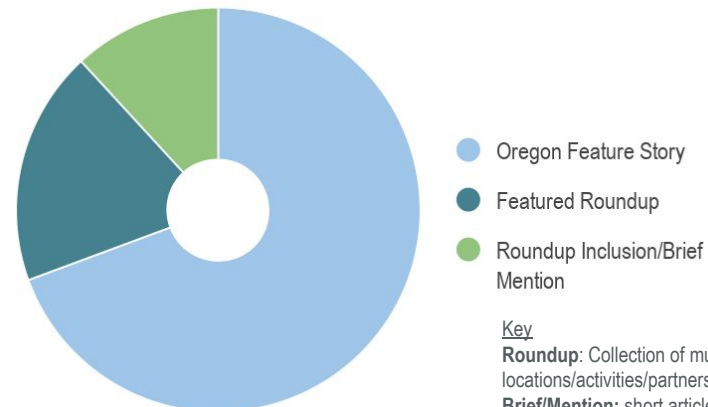
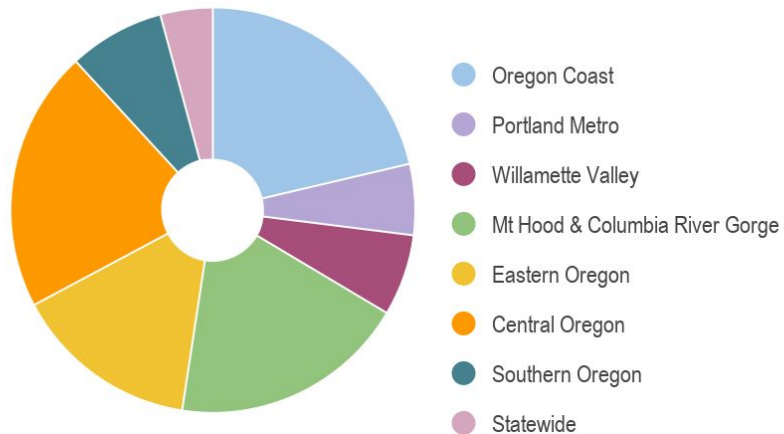
TOWNS

- Albany
- Ashland
- Astoria
- Baker City
- Bend
- Cannon Beach
- Coos Bay
- Corvallis
- Depoe Bay
- Estacada
- Eugene
- Florence
- Hood River
- Klamath Falls
- Lincoln City
- McMinnville
- Medford
- Newberg
- Newport
- Oregon City
- Pendleton
- Portland
- Salem
- Sandy
- Seaside
- Tillamook
- Yachats

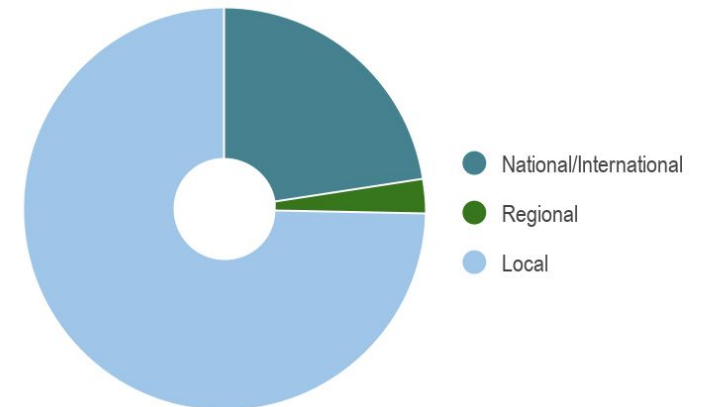
REGIONS

STORY TYPE

REACH



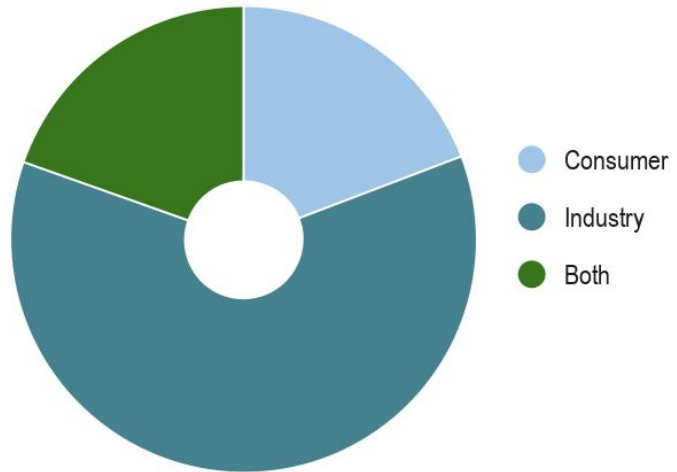
Key
Roundup: Collection of multiple locations/activities/partners
Brief/Mention: short articles highlighting Oregon and/or its products as they relate to inspiring travel or the TO brand



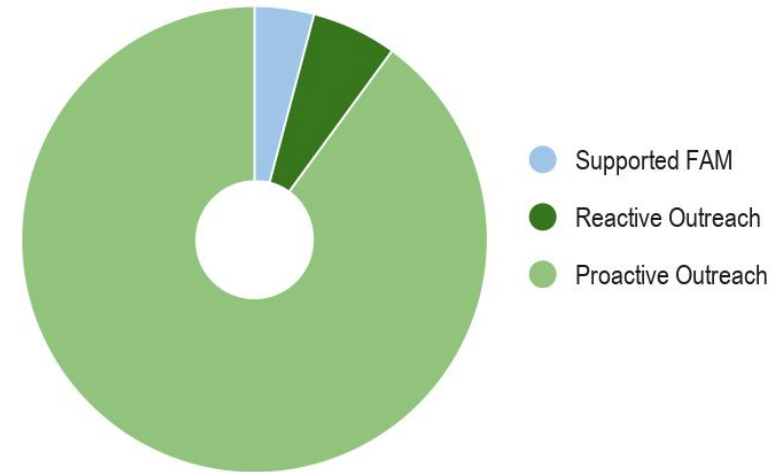
Domestic Media Coverage Recap – Q4 FY 25-26



AUDIENCE



INITIATIVE



Domestic Earned Media Coverage – Year-End Results 25-26

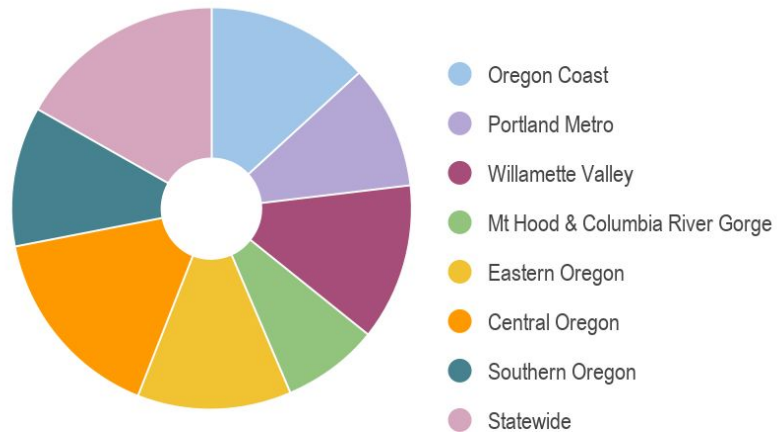


YTD STORIES 905

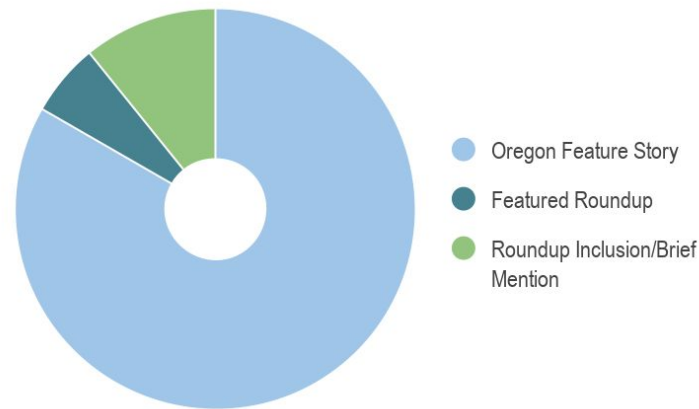
YTD IMPRESSIONS 14,310,419,045

DEIA STORIES 477

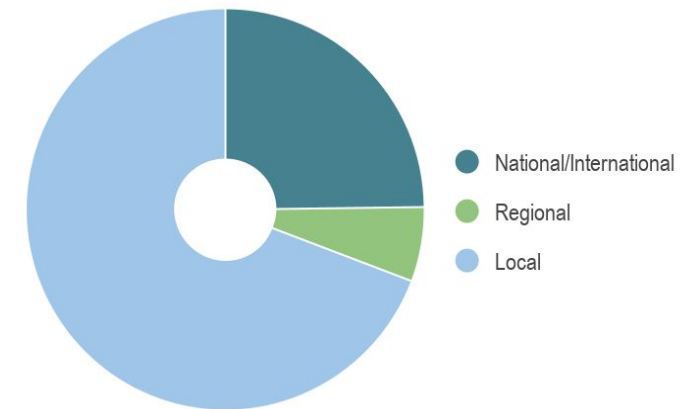
REGIONS



STORY TYPE



REACH



Domestic Consumer Media Coverage – Year-End Results 25-26

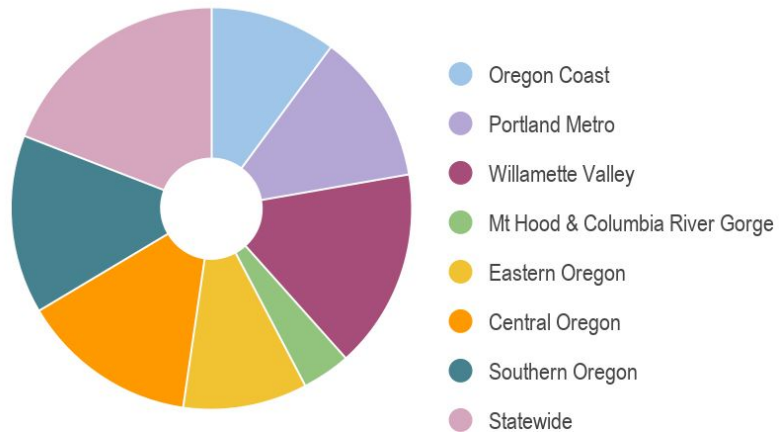


YTD STORIES 704

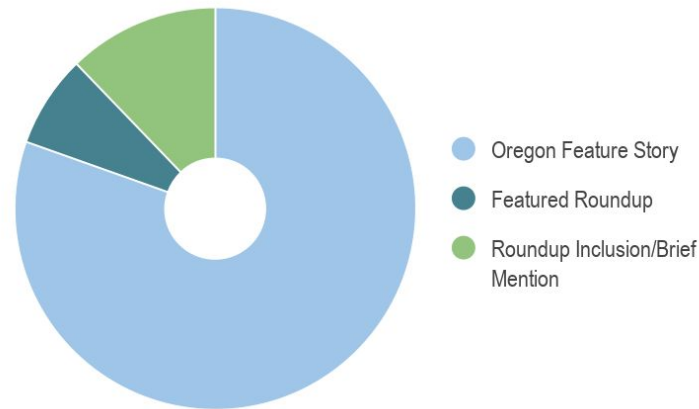
YTD IMPRESSIONS 13,132,825,457

DEIA STORIES 341

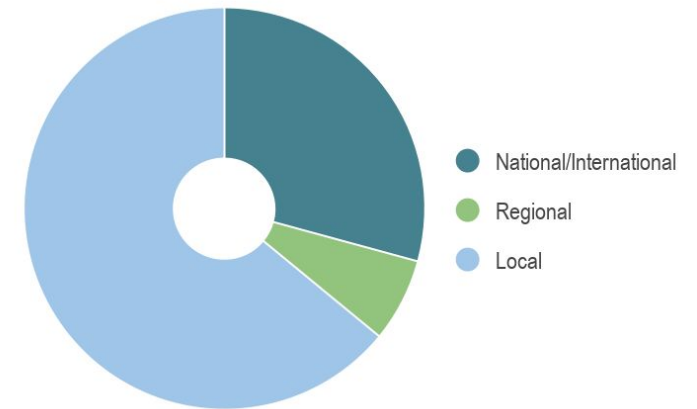
REGIONS



STORY TYPE



REACH



Domestic Industry Media Coverage – Year-End Results 25-26

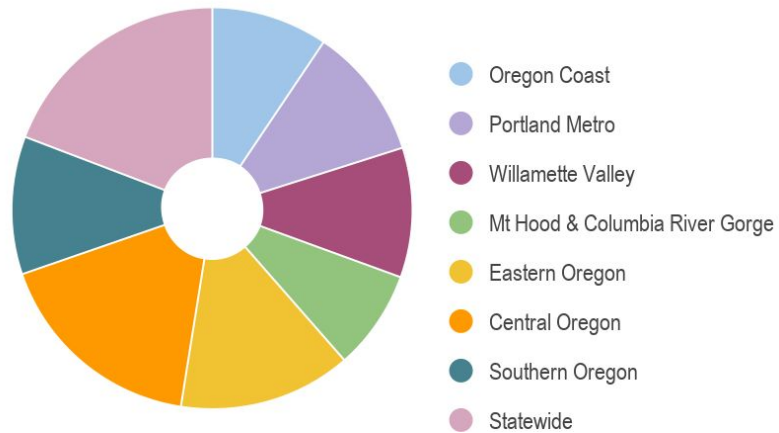


YTD STORIES 681

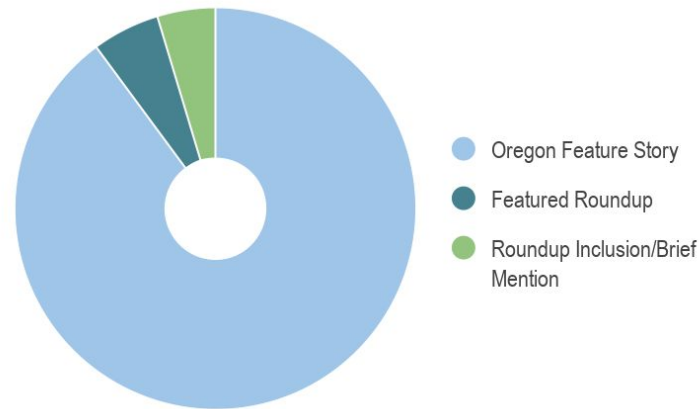
YTD IMPRESSIONS 7,468,642,276

DEIA STORIES 464

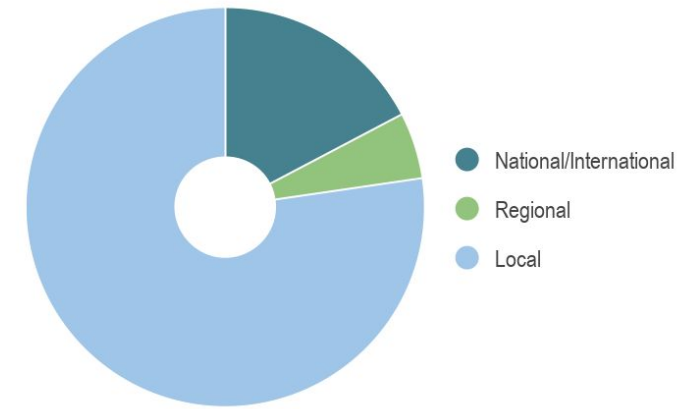
REGIONS

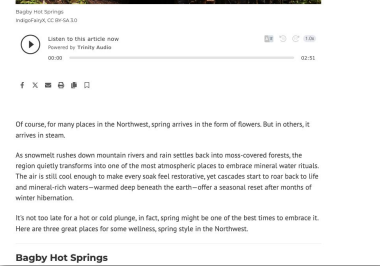
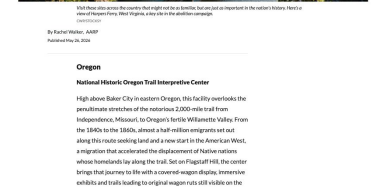
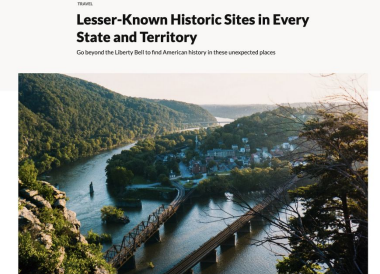


STORY TYPE

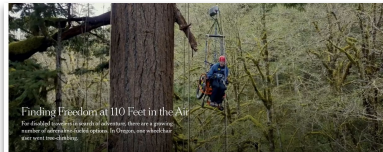


REACH





Top 10 Domestic Industry Highlights – Q4 FY 25-26



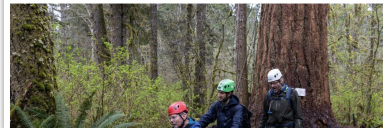
Finding Freedom at 110 Feet in the Air
The guided rappelling tour at Silver Falls State Park is a popular activity for visitors looking for an adrenaline rush.

By Sarah A. Day
Silver Falls State Park is a beautiful area with many trails and scenic views. The rappelling tour is a unique experience that allows visitors to see the forest from a different perspective.

Geoff Hobb pulled up to the passenger seat of his big blue van, past the thick Western red cedars and the towering Douglas fir. As a forest ecologist, he's spent a lot of time in the woods, but he's never been rappelling before. He's a bit nervous, but he's also excited.

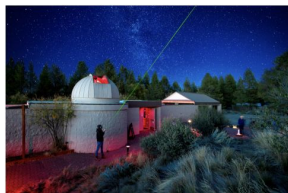
Today, he's here to follow the guide from the old-growth forest. Mr. Hobb had a few questions: How high can I go? How often do you switch out the ropes? Will they hold in the rain?

Lee Pechter, the owner of a new climbing outfitter at Silver Falls State Park in Oregon, patiently answered each one. Nerves were common for first-time climbers.



5 stargazing destinations where you can see the sky with 'both' eyes

The concept of "two-eyed seeing" is alive and well at these astrotourism hot spots, where travelers have the opportunity to experience the night sky through both high-powered telescopes and Indigenous storytelling.



The Oregon Observatory at Siuslaw National Forest is home to the largest publicly available collection of telescopes in the United States.

By Bill Fisk
Published April 28, 2025

Are those twinkling lights in the night sky a set of four supermassive burning gas spheres? Or are they the glowing symbols comprising the Navajo Sky Road's celestial rabbit tracks that denote the start of hunting season?

Astrotourists traveling to view stars can experience different perspectives of the same universe—via astrophysicists sharing science-based explanations via high-powered telescopes, or by local guides sharing local legends.

The concept of "two-eyed seeing" gained popularity with the teaching of Canadian



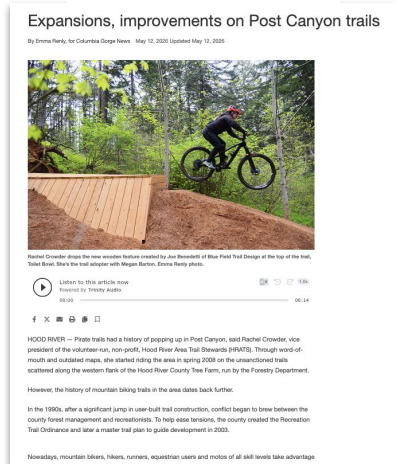
Making Adventure Accessible

In Oregon, where cycling trails are designed to accommodate adaptive bikes and new equipment offers new challenges to people who are wheelchair users, accessibility is the key to the sport. New efforts have been made to make the sport more accessible to people with disabilities. The Oregon Department of Transportation is working on making the state's trails more accessible to people with disabilities. The Oregon Department of Transportation is working on making the state's trails more accessible to people with disabilities.



GROWING TOGETHER

In 2023, the Oregon Department of Transportation (ODOT) launched a new program called Growing Together. This program is designed to help people with disabilities and older adults to grow their own food. The program is designed to help people with disabilities and older adults to grow their own food. The program is designed to help people with disabilities and older adults to grow their own food.



Expansions, improvements on Post Canyon trails

By Emma Reilly for Columbia Gorge News
May 12, 2025 Updated May 12, 2025



Rachel Crowder shows the new wooden bridge installed by the Forest Service and the Post Trail Design at the top of the trail. The bridge is a new addition to the trail and is designed to be more accessible to people with disabilities.

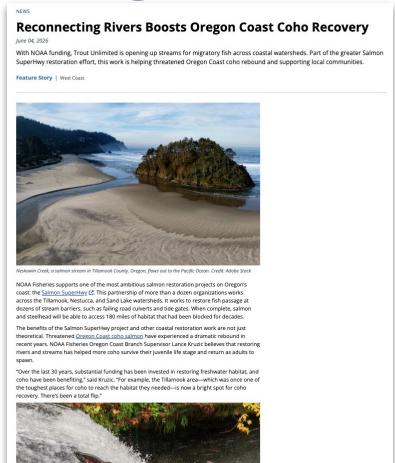
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HOOD RIVER — Post trails had a history of preparing us in Post Canyon, said Rachel Crowder, vice president of the volunteer group, Hood River Area Trail Stewards (HATS). Through word-of-mouth and published maps, she started riding the area in spring 2008 on the unseasoned trails scattered along the western bank of the Hood River County Tree Farm, run by the Forestry Department.

However, the history of mountain biking trails in the area dates back further.

In the 1990s, after a significant jump in user-built trail construction, conflict began to brew between the county forest management and recreationalists. To help ease tensions, the county created the Recreation Trail Ordinance and later a master trail plan to guide development in 2003.

Nowadays, mountain bikers, hikers, runners, equestrian users and motorists of all skill levels take advantage



Reconnecting Rivers Boosts Oregon Coast Coho Recovery

WB NOAA funding. Trout Unlimited is spending up streams for migratory fish across coastal watersheds. Part of the greater Salmon Superfund restoration effort, this work is helping threatened Oregon Coast coho rebound and supporting local communities.

Feature Story | West Coast

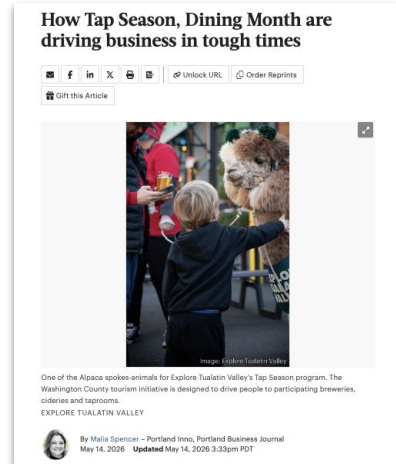


Reconnecting Rivers, a coalition of conservation groups, is working to restore the Oregon Coast Coho population. The coalition is working to restore the Oregon Coast Coho population. The coalition is working to restore the Oregon Coast Coho population.

NOAA Fisheries supports one of the most ambitious salmon restoration projects on Oregon's coast: the [Salmon Superfund](#) (SS). This partnership of more than a dozen organizations works across the Tillamook, Necanicum, and Grand Lake watersheds. Thanks to more than \$100 million in federal and state funds, the project is restoring the Oregon Coast Coho population. The project is restoring the Oregon Coast Coho population.

The benefits of the Salmon Superfund project and other coastal restoration work are not just theoretical. Threatened Oregon Coast Coho salmon have experienced a dramatic rebound in recent years. NOAA Fisheries Oregon Coast Branch Supervisor Laura Knutsen believes that restoring rivers and streams has helped many coho survive their journey to the sea and return as adults to spawn.

"Over the last 30 years, substantial funding has been invested in restoring freshwater habitat, and that has been beneficial," said Knutsen. "For example, the Tillamook project—which was one of the largest projects for coho to reach the habitat they needed—is now a large space for coho recovery. That's been a real goal."



How Tap Season, Dining Month are driving business in tough times

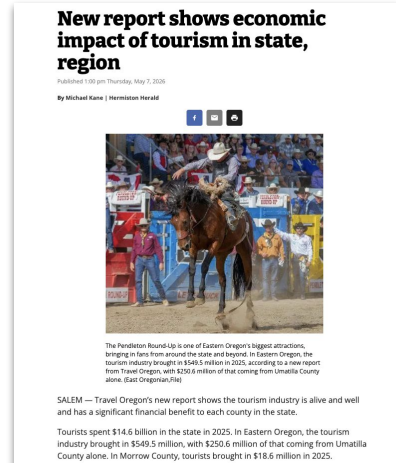
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One of the Alpaca spokes-animals for Explore Tualatin Valley's Tap Season program, The Washington County tourism initiative is designed to drive people to participating breweries, colleges and sponsors.

EXPLORE TUALATIN VALLEY

By Maria Spencer — Portland Inno, Portland Business Journal
May 14, 2025 Updated May 14, 2025 3:33pm PDT



New report shows economic impact of tourism in state, region

Published on Tuesday, May 13, 2025

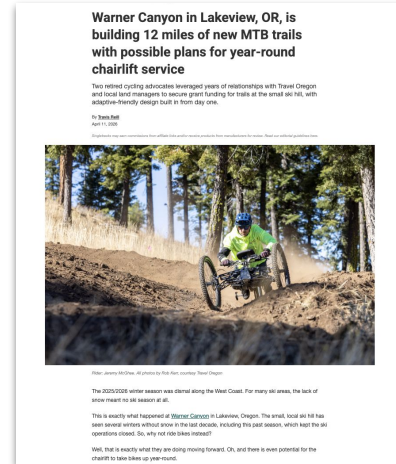
By Michael Kane | Herndon Herald



The Herndon Round-Up is one of Eastern Oregon's biggest attractions, bringing in tens of thousands of visitors to the state and region. In Eastern Oregon, the tourism industry brought in \$549.5 million in 2025, according to a new report from Travel Oregon, with \$250.6 million of that coming from Umatilla County alone. (East Oregonian file)

SALM — Travel Oregon's new report shows the tourism industry is alive and well and has a significant financial benefit to each county in the state.

Tourists spent \$14.6 billion in the state in 2025. In Eastern Oregon, the tourism industry brought in \$549.5 million, with \$250.6 million of that coming from Umatilla County alone. In Morrow County, tourists brought in \$18.6 million in 2025.



Warner Canyon in Lakeview, OR, is building 12 miles of new MTB trails with possible plans for year-round chairlift service

By Tom Hall
April 1, 2025

Developers are working on a plan to build a new chairlift and a new trail system in Warner Canyon. The plan is to build a new chairlift and a new trail system in Warner Canyon. The plan is to build a new chairlift and a new trail system in Warner Canyon.

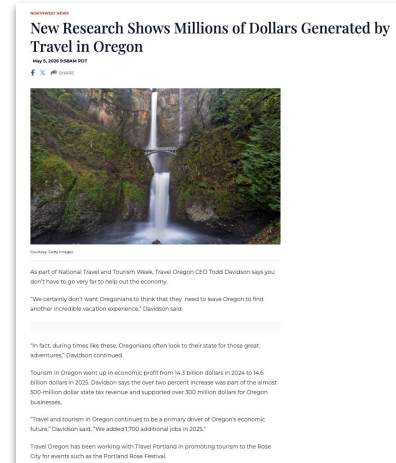


Photo: James McHale. All photos by Bill Hall, courtesy Travel Oregon.

The 2025/2026 winter season was downed along the West Coast. For many ski areas, the lack of snow meant a short season at best.

This is exactly what happened at Warner Canyon in Lakeview, Oregon. The area, local ski lift has seen several winters without snow in the last decade, including this past season, which kept the ski operations closed. So, why not ski down the mountain?

Well, that's exactly what they are doing moving forward. Oh, and there is even potential for the chairlift to take them up the mountain.



New Research Shows Millions of Dollars Generated by Travel in Oregon

May 5, 2025 5:55am PDT

f X v print



Courtesy Oregon Dept.

As part of National Travel and Tourism Week, Travel Oregon CEO Todd Davidson says you don't have to go very far to help out the economy.

"We certainly don't want Oregonians to think that they need to leave Oregon to find another incredible vacation experience," Davidson said.

"In fact, during times like these, Oregonians often look to their state for those great adventures," Davidson continued.

Tourism in Oregon went up an economic profit from \$3 billion dollars in 2024 to \$4.1 billion dollars in 2025. Davidson says the new two percent increase was part of the almost \$500 million dollar state tax revenue and supported over 300 million dollars for Oregon businesses.

"Travel and tourism in Oregon continues to be a primary driver of Oregon's economic future," Davidson said. "We added 1700 additional jobs in 2025."

Travel Oregon has been working with Travel Portland in promoting tourism in the Rose City for events such as the Portland Rose Festival.

Domestic Earned Media Coverage Highlights - April 2026



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
4/1/2026	<u>Travel + Leisure - April Print</u>	<u>Global Vision Awards 2026</u>	12,932,448	7
4/10/2026	<u>foodnetwork.com</u>	<u>The Best Road Trip Food Stops</u>	12,190,128	6
4/11/2026	<u>statesmanjournal.com</u>	<u>Oregon Offers Multiple Places to See Stars During Dark Sky Week</u>	533,460	7
4/11/2026	<u>singletracks.com</u>	<u>Warner Canyon in Lakeview, OR, is Building 12 Miles of New MTB Trails With Possible Plans for Year-Round Chairlift Service</u>	376,618	9
4/15/2026	<u>observer.com</u>	<u>The West Coast Wineries Taking Sustainability Seriously</u>	444,823	7
4/21/2026	<u>usatoday.com</u>	<u>Hit the Road and Discover Some of the West's Most Distinctive Drives</u>	66,003,204	6
4/21/2026	<u>usatoday.com</u>	<u>Soak Season: 3 Spring Mineral Water Rituals in the Northwest</u>	184,000	7
4/26/2026	<u>yahoo.com</u>	<u>Oregon's Most Beautiful Places Include Crater Lake, Cannon Beach, and 6 More You'll Want to See</u>	379,895,392	9
4/28/2026	<u>nationalgeographic.com</u>	<u>5 Stargazing Destinations Where You Can See the Sky With 'Both' Eyes</u>	6,765,552	6
4/28/2026	<u>forbes.com</u>	<u>Southern Oregon Has Food, Wine And Adventure. Why Hasn't Anyone Noticed?</u>	55,151,804	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.

Domestic Earned Media Coverage Highlights - May 2026



DATE	PUBLICATION	HEADLINE	CIRCULATION	*STORY SCORE
5/1/2026	<u>Sea Water Sportsman - May 2026 Print</u>	<u>The Battle of Buoy 10</u>	125,143	7
5/1/2026	<u>Northwest Travel & Life - May/June Print</u>	<u>Castles in the Sand</u>	184,000	7
5/1/2026	<u>1859 Magazine - May/June Print</u>	<u>Trailhead to Thermal</u>	68,200	8
5/4/2026	<u>outsideonline.com</u>	<u>These 7 Upcoming Celestial Events Mean Summer 2026 Is the Best Stargazing Season This Decade</u>	2,947,945	8
5/6/2026	<u>travelandleisure.com</u>	<u>These Tiny Cabins Are Oregon's First Dark Sky-approved Stay—Giving You Easy Access to 2.5 Million Acres of Night Skies</u>	15,200,024	9
5/6/2026	<u>katu.com</u>	<u>Report: Economic Impact of Tourism in Oregon Totaled \$14.6B in 2025</u>	1,256,466	8
5/7/2026	<u>easternoregonian.com</u>	<u>New Report Shows Economic Impact of Tourism in State, Region</u>	53,942	7
5/14/2026	<u>bizjournals.com</u>	<u>How Tap Season, Dining Month Are Driving Business in Tough Times</u>	6,572,831	7
5/18/2026	<u>foodandwine.com</u>	<u>The Essential Ice Cream Flavors for All 50 States</u>	8,897,338	6
5/26/2026	<u>aarp.org</u>	<u>Lesser-Known Historic Sites in Every State and Territory</u>	22,837,929	6

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*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 - June 2026



DATE	PUBLICATION	HEADLINE	CIRCULATION	STORY SCORE
6/1/2026	USA Today - Go Escape 2026 Print	Distinctive Drives	61,930,308	6
6/1/2026	Parade - May 2026 Print	America's Favorite Small Towns: Bend, Oregon	25,281,718	9
6/2/2026	1859oregonmagazine.com	Best Glamping Destinations in Oregon	40,000	7
6/3/2026	lincolnachronicle.org	Yachats kicks off Pride Month With Three Days of Events Beginning Friday	112,515	7
6/4/2026	fisheries.noaa.gov	Reconnecting Rivers Boosts Oregon Coast Coho Recovery	6,387,984	8
6/4/2026	koin.com	Tourism Commission Releases 'Experience Indigenous Oregon' Guide	1,913,313	9
6/7/2026	nytimes.com	Finding Freedom at 110 Feet in the Air	150,494,259	10
6/15/2026	wfaa.com	Rogers' Road Trip West Coast	1,995,821	6
6/17/2026	outsideonline.com	When the Water Is Low, a Packraft Will Go	3,456,187	9
6/20/2026	travelandleisure.com	9 Most Charming Small Towns in the Pacific Northwest	12,262,720	8

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Domestic Social Media Coverage Recap – Q4 FY 25-26



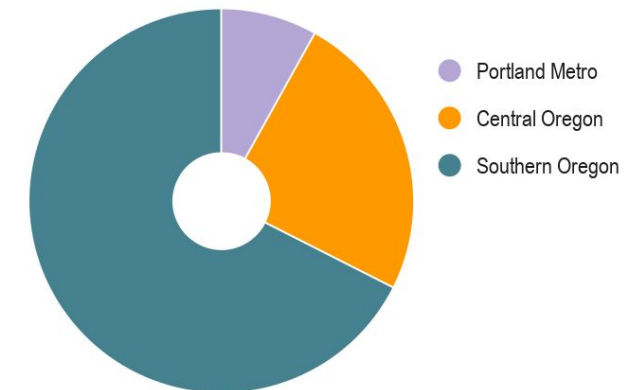
STORIES 36

IMPRESSIONS 741,016,344

DEIA STORIES 7

REGIONS

DATE	SOCIAL HANDLE	MEDIA TYPE	CIRCULATION
5/11/2026	@yahooonews	Facebook Post	740,000,000
6/9/2026	@kristengilltravel	Instagram Stories	1,591
6/11/2026	@frauke_reuth	Instagram Stories	334
6/11/2026	@rebeccadeurlein	Instagram Stories	2,664
6/12/2026	@tamaramcphd	Instagram Reel	963
6/13/2026	@aleenahansari	Instagram Stories	3,246
6/13/2026	@tamaramcphd	Instagram Stories	963



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

Social Media Coverage Highlights – Q4 FY 25-26



@kristengilltravel



@frauere_reuth



@rebeccadeurlein



@aleenahansari



@tamaramcphd



@yahooonews



@tamaramcphd

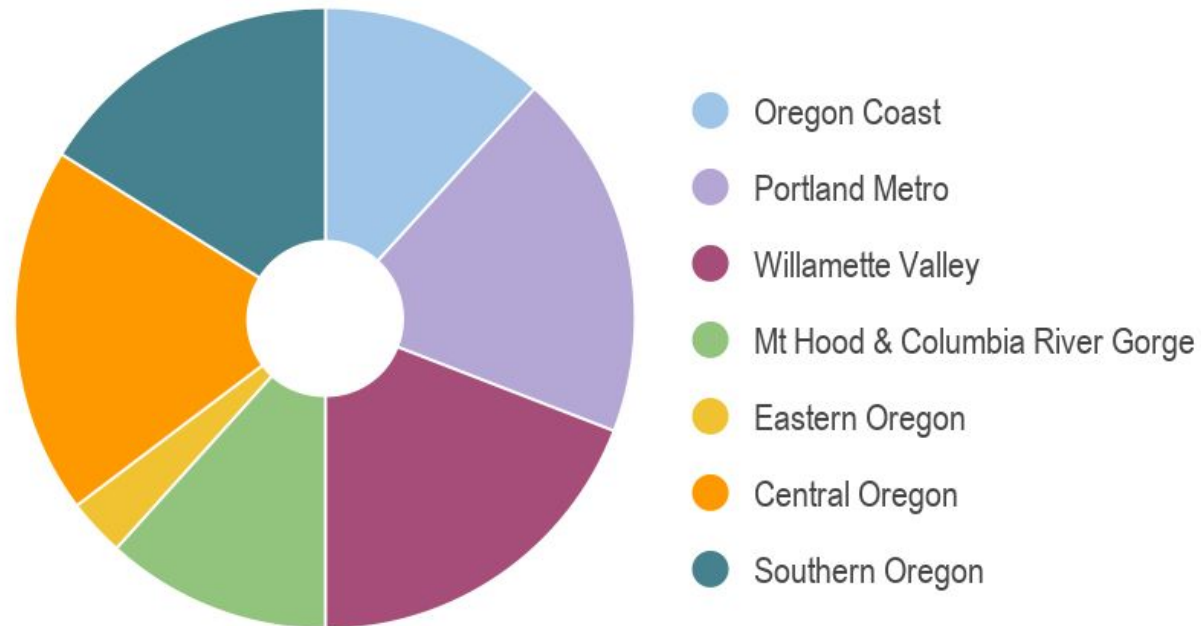
Domestic Consumer Press Trips Overview - Year-End 25-26



TOTAL MEDIA 52

DEIA MEDIA 15

Press Trips Per Region



TRAVEL



OREGON

INTERNATIONAL COVERAGE

International Earned Media Coverage Recap – Q4 FY 25-26



STORIES 138

IMPRESSIONS 1,093,384,601

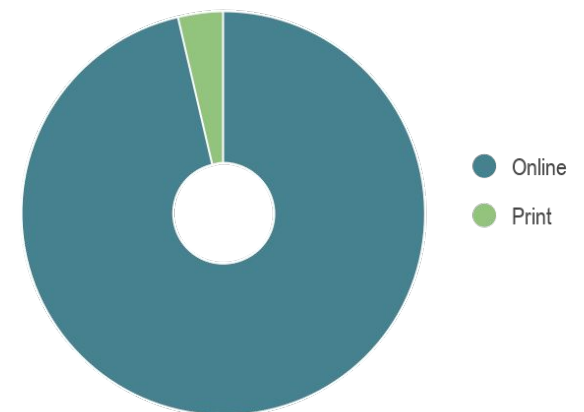
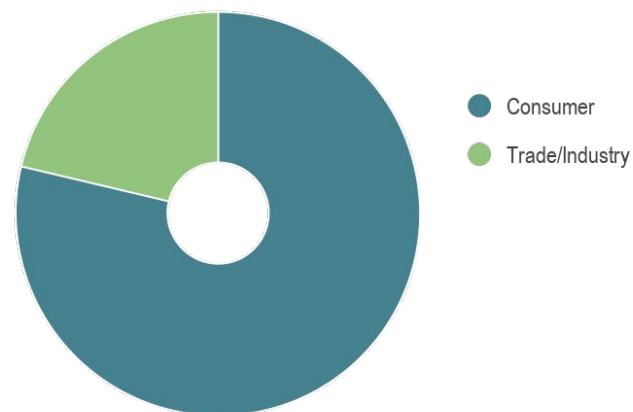
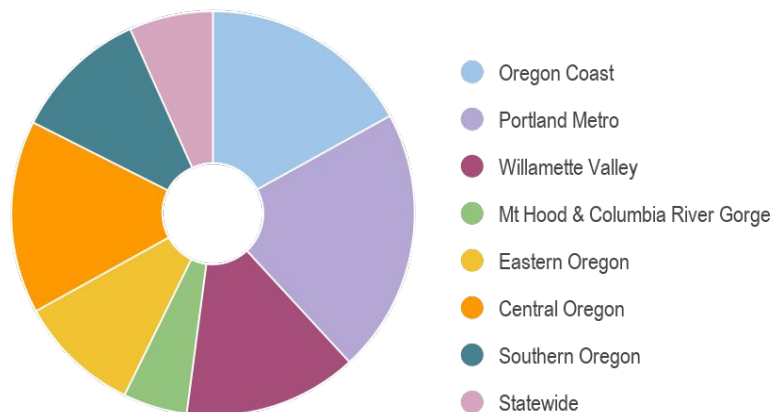
MARKETS

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

REGIONS

CONSUMER VS. TRADE/INDUSTRY

ONLINE VS. PRINT



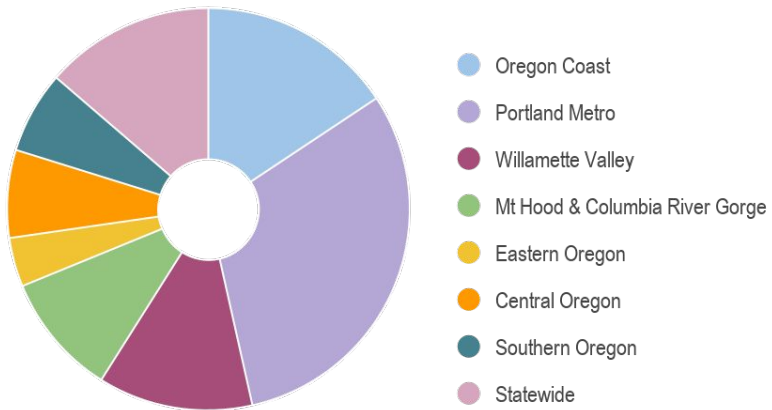
International Earned Media Coverage – Year-End Results 25-26



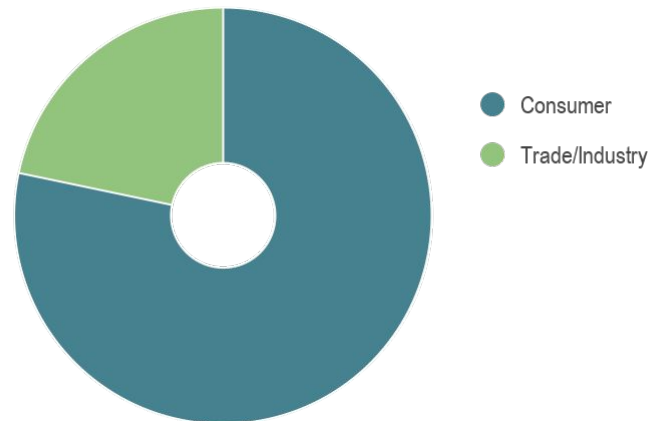
YTD STORIES 884

YTD IMPRESSIONS 4,524,806,175

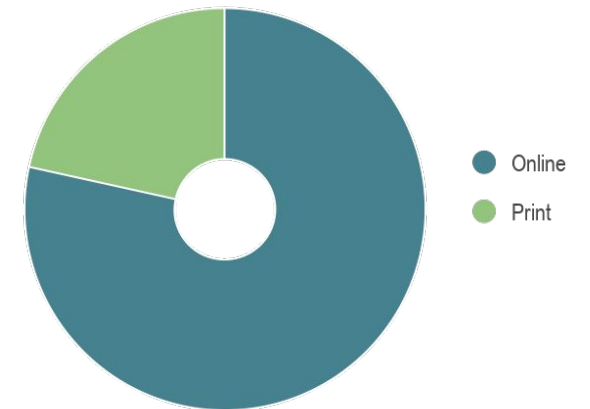
REGIONS



CONSUMER VS. TRADE/INDUSTRY



ONLINE VS. PRINT



Top 10 International Coverage Highlights – Q4 FY 25-26

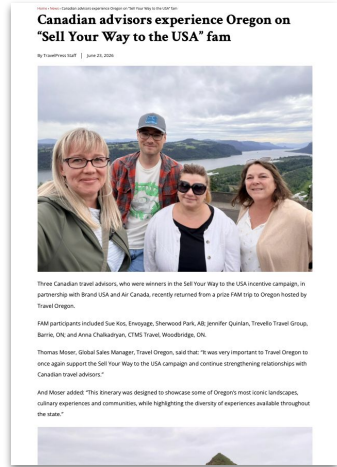
Travel WITHOUT LIMITS



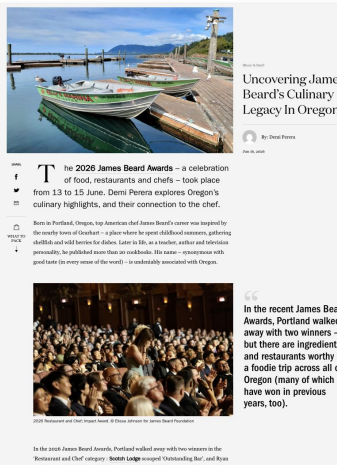
BÜCHER magazin



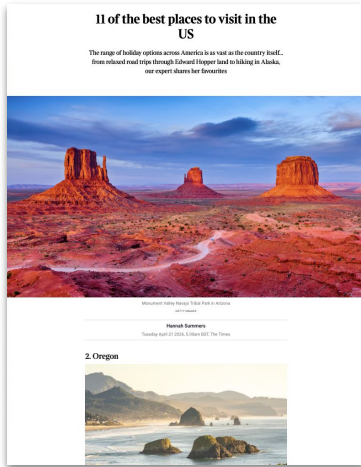
TRAVEL PRESS



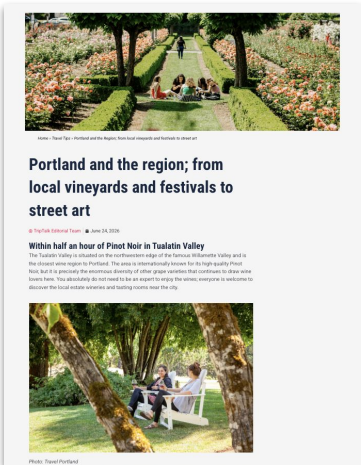
CITIZEN FEMME



THE TIMES



TRIPTALK



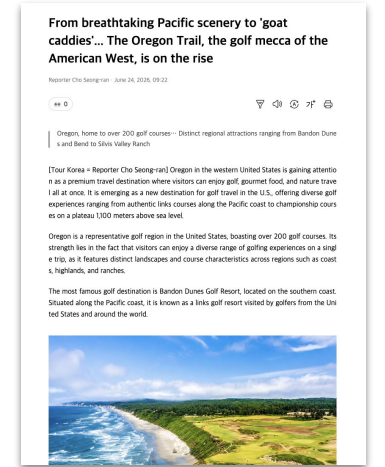
LA STAMPA



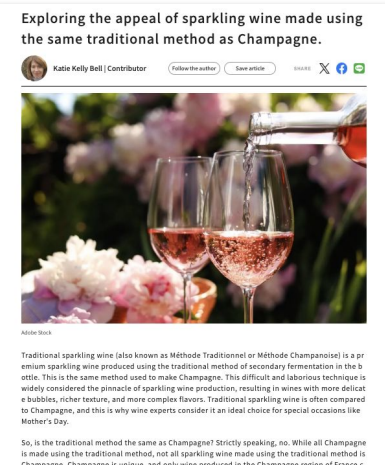
TABS ON TRAVEL TODAY



Daum



Forbes JAPAN



International Media Coverage Highlights - April 2026



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
4/1/2026	travelwithoutlimits.com.au	Wow-Worthy Oregon	Australia	600,000	8
4/2/2026	lastampa.it	Greenery and Books. Fine Food and Coffee. And a Majestic Tour Around the Former volcano. Mount Hood. This is Portland, Oregon.	Italy	1,450,000	N/A
4/8/2026	travelmemo.co.nz	New Terminal at PDX	New Zealand	6,600	5
4/12/2026	nationalgeographic.fr	White Sturgeon Are Thriving Off the Coast of Oregon	France	1,746,000	8
4/16/2026	news1.kr	From NASA Launch Sites to Milky Way Views: Space-Themed Destinations Across the U.S.	South Korea	2,000,000	7
4/19/2026	reisereporter.de	The Smallest Park in the World is Only 0.29 Square Meters	Germany	3,500,000	9
4/21/2026	thetimes.com	11 of the Best Places to Visit in the US	United Kingdom	60,980,000	8
4/22/2026	mg.runtrip.jp	Nike Has Revamped its Outdoor Brand, 'ACG'. What Future Do They Envisage in Portland, USA?	Japan	N/A	4
4/23/2026	travelweekly.com.au	Travel Portland and Arizona Office of Tourism Host Dual-Destination Famil	Australia	1,019,000	6
4/30/2026	americamagazine.nl	Rocket Launches, Stargazing, and Space tTavel: the US as a Destination for Space Fans	Netherlands	25,000	5

*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 - May 2026



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
5/1/2026	heytravel.kr	A Deep Dive Into Portland	South Korea	80,000	5
5/1/2026	telegraph.co.uk	The Best Hotels in Oregon	United Kingdom	17,430,000	6
5/5/2026	forbesjapan.com	Exploring the Appeal of Sparkling Wine Produced Using the ‘Traditional Method’—the Same Process as Champagne	Japan	6,563,654	6
5/10/2026	news.infoseek.co.jp	Weather Forecaster and Beer Brewer: The Flavour of ‘Dual Expertise’—Mr Ohtani from Fukushima Carefully Selects Ingredients and Reads the Weather	Japan	5,500,000	5
5/19/2026	traveltoday.co.nz	Add An Accessible Adventure: Oregon	New Zealand	2,300	9
5/21/2026	geo.fr	Here Are the Most Scenic Train Journeys to Take Across the United States This Summer.	France	4,900,000	6
5/22/2026	travelweekly.com.au	Brand USA launches new ‘Get Facts. Get Going’ initiative	Australia	1,019,000	6
5/22/2026	BÜCHERmagazin	Book Women of Portland	Germany	32,200	8
5/26/2026	autotrader.ca	Road Trip: From the Lush Green Oregon Coast to Its High Dry Desert	Canada	3,620,000	7
5/31/2026	Sydney Morning Herald-Traveller - Print	Everyone Asks	Australia	481,000	7

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International Media Coverage Highlights - June 2026



DATE	PUBLICATION	HEADLINE	INTERNATIONAL MARKET	CIRCULATION	*STORY SCORE
6/4/2026	prtmes.jp	<u>Establishment of 'Ninzia Foodworks Inc' in Portland, Oregon, USA</u>	Japan	4,333,590	5
6/9/2026	ouest-france.fr	<u>"If a Breton Hadn't Crossed Its Path...": A Traditional Quimper Hat Accidentally Rediscovered in Oregon</u>	France	73,450,000	6
6/9/2026	dailymail.com	<u>The World's Best Hotels for 2026 Named in the Tripadvisor Travellers' Choice Awards - and the Winner is Just £35 a Night</u>	Germany	39,200,000	8
6/11/2026	irishexaminerusa.com	<u>Travel Oregon Publishes Updated 'Experience Indigenous Oregon' Guide</u>	Germany	1,530,000	10
6/16/2026	luxuryescapes.com	<u>Your Month-by-Month Guide to the Best Holiday Destinations for Sun-Seekers</u>	Germany	266,920	6
6/23/2026	travelpress.com	<u>Canadian Advisors Experience Oregon on "Sell Your Way to the USA" FAM</u>	Germany	11,058	8
6/24/2026	triptalk.nl	<u>Portland and the Region: From Local Vineyards and Festivals to Street Art</u>	Germany	30,000	7
6/24/2026	v.daum.net	<u>From Pacific Views to "Goat Caddies": Oregon Trail Emerges as a Premier Golf Destination in the American West</u>	Germany	2,000,000	8
6/29/2026	qantas.com	<u>28 Surprisingly Affordable Destinations to Add to Your Bucket List</u>	Germany	78,700	6
6/30/2026	travelmemo.co.nz	<u>Oregon Accessibility</u>	New Zealand	6,600	6

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

TRAVEL  OREGON

THANK YOU