



## CENTRAL OREGON

ADVENTURE CALLS

### REFINED MEETS RUGGED

#### FOR RELEASE AT WILL

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### REFINED MEETS RUGGED IN CENTRAL OREGON, WHERE UPSCALE AMENITIES AND OUTDOOR RECREATION OFTEN GO HAND IN HAND

(BEND, Ore.) — Scaling one of the peaks of the Three Sisters or bombing down miles of singletrack can be awfully dirty business, even if it's all in a day's play in Central Oregon. But in this region, one need not sacrifice luxury and comfort for exploration and adventure.

Blessed with an abundance of upscale resorts, a creative culinary scene, and a lively culture with arts, entertainment, and nightlife, Central Oregon pairs the rugged outdoors with refined sophistication like few other destinations.

From many of the region's most in demand hotels and resorts, it can be just a 30 minute drive to a chairlift at Mt. Bachelor or Hoodoo, a few minutes to the Phil's or Maston mountain bike trails, or a quick ride to a drop-in point to take on the whitewater of the Deschutes River. Then, as the sun sets and it's time to relax and get ready for the next day's adventure, retreat back to town to be pampered, wined, and dined.

#### REFINED - WHERE TO STAY

Central Oregon's appeal isn't just that it is an outdoor playground. It's that the playground is so close. The region's many destination resorts and upscale lodging properties are the very definition of the meeting of rugged and refined.

Ranging from affordable to luxurious, [Black Butte Ranch](#) near Sisters, [Brasada Ranch](#) near Powell Butte, [Eagle Crest Resort](#) near Redmond, [Sunriver Resort](#), and [Pronghorn Resort](#), [Tetherow Resort](#), and [Seventh Mountain Resort](#) near Bend all offer easy access to Central Oregon's many outdoor adventures. All are amenity-rich, too, offering a combination of golf, horseback riding, and spas in addition to some of the region's best restaurants.

Of course, options such as [The Oxford Hotel](#) and [McMenamin's Old St. Francis](#) in downtown Bend, [The Riverhouse](#) on Bend's north side, [FivePine Lodge](#) in Sisters put an adventurer a bit closer to the region's nightlife, while the [Metolius River Resort](#) in Camp Sherman, [Loge Bend](#), and the [Imperial River Co.](#) in Maupin put guests on the literal doorstep of outdoor adventure.

## **RUGGED - WHERE TO PLAY**

Much of Central Oregon's best known outdoor attractions reside in the [Deschutes National Forest](#), which draws some 8 million visitors each year to its trails, lakes, rivers, and peaks. But much more can be found elsewhere in Central Oregon.

Whether in the mood to [hike](#), [bike](#), or [paddle](#), the following are a few of the hottest spots in the region for each:

- **Mountain bikers:** [Phil's Trail Network](#) is the best known of the area's many [mountain biking trails](#). Paulina Peak near La Pine and Sunriver, Smith Rock north of Redmond, the Deschutes River Rail connecting Sunriver and Bend, The Radlands in Redmond, Horse Butte in Bend, Shevlin Park near Bend, the Wanoga Complex near Mt. Bachelor, Maston near Eagle Crest, and Peterson Ridge near Sisters are all easily accessed. Some are so close that the trailheads are reachable with just a short ride.
- **Road biking:** Home to six of the state's 11 [most beautiful bike routes](#), Central Oregon is a hub of cycling. What makes it unique is how accessible many of the region's best rides are, and how easy it is to begin or end a ride right from the resort. The Cascade Lakes Highway — a gorgeous, 66-mile stretch of Oregon Route 372 that begins on Century Drive in Bend — is a uniquely Central Oregon experience. But five other Scenic Bikeways — Crooked River Canyon near Prineville, Twin Bridges that begins at Bend's Drake Park, Sisters to Smith Rock, McKenzie Pass, Metolius River Loops near Sisters, and Madras Mountain View — all are easily accessible from town.
- **Hiking:** Whether looking for a quick in-town adventure along the Deschutes River or a more demanding all-day or multi-day hike through the Cascades, a hiking trail is never too far away in Central Oregon. In fact, one never has to leave Bend to hike Pilot Butte State Park, Shevlin Park, or the Deschutes River Trail. A bit more adventurous hikes can be found between Bend and Sunriver, at Benham Falls and the Lava Cast Forest. Volcanic hikes near La Pine include the Newberry Obsidian Trail and Paulina Creek, and the trail that leads to Tumalo Falls, a shimmering 97-foot waterfall, is about 15 miles west downtown Bend. Dozens of hiking trails can be accessed from the Cascade Lakes Highway, including more than 150 miles of the Pacific Crest Trail as it meanders through the region. Explore the High Desert landscape of Smith Rock State Park north of Redmond, or immerse yourself in the beauty around Sisters, Black Butte Ranch and Camp Sherman on the Black Butte Metolius River, or Dee Wright Memorial trails.
- **Kayak and SUP:** [Outside Magazine](#) named Central Oregon as the top destination in the world for a SUP vacation for a reason. From the chilly, turquoise waters of Devils Lake to the warm waters and stunning scenery of Sparks Lake to the sandy beaches and open water of Elk Lake, the Cascade Lakes are like sirens calling to kayakers and SUPers. And whether on a kayak, SUP, or a river tube, the calm waters of the

Deschutes River near Bend's Old Mill District or through Sunriver Resort are summer favorites, too. Suttle Lake near Sisters is another popular spot for kayakers and SUPers.

## **SOMETHING TO EAT AND DRINK**

- **Drinking:** Famously home to more than 30 [breweries](#), most with popular pubs and restaurants, it is never hard to find a drink in Central Oregon. This includes some of the country's best known, such as [Deschutes Brewery](#). In addition, a growing number of distilleries and cideries have come to the region. And several wineries based in the wine regions of the Northwest have opened tasting rooms in Bend, joining local wineries such as [Maragas Winery](#) and [Faith, Hope & Charity Vineyards](#).
- **Dining:** Central Oregon is lucky to be home to some of the best chefs in the world, including Chef Joe Kim of [5 Fusion & Sushi Bar](#) in downtown Bend, who is a two-time James Beard Foundation semifinalist. The result is a diverse [culinary scene](#) rooted in farm-to-table sensibilities and an international flair. Great food can be found all over the region, but are particularly concentrated in downtown Bend, Sisters, Redmond and Sunriver.

## **SPAS AND SHOPPING**

Central Oregon might be best known as a mecca for outdoor recreation, but the need to soothe sore muscles has also made it a hotspot for day spas and resort spas. And really, what better way to relax and rejuvenate from the rigors of Central Oregon's outdoor recreation than with a little pampering?

Many of the region's destination resorts are home to full-service spas. Whether in need of a massage, facial, or hand and foot therapy — or perhaps a little bit of everything — Sunriver Resort's [Sage Springs Club and Spa](#), the [Spa at Eagle Crest](#), the [Spa at Black Butte Ranch](#), [Spa Brasada](#), the [Spa at Pronghorn](#) each offer distinct and memorable spa experiences.

Day spas are easy to be found, too. [Jinsei Spa](#) in Bend and [Shibui Spa](#) at FivePine in Sisters offer a worldly experience, while [Anjou Spa and Salon](#) in Bend is all-natural and organic. Central Oregon is also home to [Hop in the Spa](#), the nation's first beer spa, and [Sole Footbar](#) in Bend offers a sanctuary for your feet. In addition, [Spa W](#) and [Face to Face Day Spa](#) in Bend have pampering down to a science.

When not relishing a powder day at Mt Bachelor or decompressing at the spa, Central Oregon's diverse shopping offers an experience all its own. In Bend, the [Old Mill District Bend Factory Stores](#), [Bend River Promenade](#), and [Cascade Village Shopping Center](#) offer a mix of nationally known brands, department stores, and local shops.

Looking for items made in Central Oregon? Shops, galleries, and boutiques, much of which feature locally made products, are plentiful in [downtown Bend](#), [downtown Sisters](#), and [The Village at Sunriver](#).

**ABOUT CENTRAL OREGON:**

Located on the eastern slopes of the Cascade Range, where vast forests give way to the arid high desert, Central Oregon is characterized by year-round adventure, authenticity, inspiration, and environment. From the towering peaks of the Cascades to the pristine waters of the Wild & Scenic Deschutes River, and from the more urban experiences of Bend and Redmond, to the rural charms of Sisters, La Pine, Prineville, Madras, Warm Springs, and Maupin, Central Oregon offers a perfect mix of recreation and sophistication. Barely three hours from Portland, and with daily direct flights from eight major markets, getting to Central Oregon is a breeze. For more information visit [www.visitcentraloregon.com](http://www.visitcentraloregon.com) or call 800-800-8334.

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