

APRIL PR REPORTING

VISIT CENTRAL OREGON



What's On Deck

MEDIA MONITORING: April

**PRESS CONVERSATIONS &
OPPORTUNITIES**

PRESS TRIPS

WHAT'S NEXT



April Media Monitoring Overview



Performance Overview

MONTHLY PERFORMANCE

Media Monitoring

92

Madden Secured Coverage

4

Total UVM

1,343,091,284

Press Trips

4

OVERALL PERFORMANCE

Media Monitoring

909

Madden Secured Coverage

28

Total UVM

11,806,759,020

Press Trips

10

Highlights – April Madden Secured Coverage

In April, Madden garnered **4** media clips resulting in a total readership of **798,962**.

- **Matador Network**, [This Forested Resort Makes for a Peaceful and Luxurious Basecamp in Bend, Oregon](#)
 - ◆ UVM: 423,442
- **KTVZ-TV**, [12 regional tourism projects awarded grants by Visit Central Oregon, totaling \\$300k](#)
 - ◆ UVM: 359,553
- **Central Oregonian**, [Prineville conservation project one of 12 to receive Visit Central Oregon grant](#)
 - ◆ UVM: 6,403
- **Cascade Business News**, [Visit Central Oregon Awards \\$300,000 to 12 Regional Tourism Projects Through the Central Oregon Future Fund](#)
 - ◆ UVM: 9,564



This Forested Resort Makes for a Peaceful and Luxurious Basecamp in Bend, Oregon

An expansive but quiet and peaceful property, Tetherow Resort sits just on the edge of Bend, Oregon, in a spot that feels directly connected to the forest. At 700 acres, it's a large property, but its forested layout feels more like an intimate escape than a sprawling megaplex. Hotel accommodations are the most approachable way to stay at Tetherow, though homier short-term rental-styled properties also available onsite.

With rooms from around \$150 per night, Tetherow sits just seven minutes from The Old Mill District and 20 minutes from Mt. Bachelor, in a great location for exploring Bend's urban offerings and nature-focused pursuits. The property directly borders the Deschutes National Forest—meaning seamless access to many miles of trails. In addition to Tetherow's 50 rooms of eco-friendly boutique hotel accommodations, the dog-friendly property itself also features a heated pool, multiple restaurants, a fitness facility, and an award-winning 18-hole golf course that became Oregon's first Audubon-certified links. Here's what it's like to stay there.

Highlights – April Organic Coverage

In April, Central Oregon garnered **92** media clips resulting in a total readership of **1,343,091,284**.

TOP ORGANIC ARTICLES:

- **National Geographic Traveler**, [5 stargazing destinations where you can see the sky with 'both' eyes](#)
- **New York Post**, [Wild side: Countryside escapes that kids will love](#)
- **Aol**, [Between Bend And Eugene Is Oregon's Serene Alpine Lake For Fishing, Paddling, And Cascade Views](#)
- **Golf Pass**, [10 best summer golf trips in America](#)
- **Snow Sports News**, [Mt. Bachelor Acquires LOGE Bend Hotel, Rebranding It as The Trailhead Lodge](#)



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



Bend's high desert climate and dark sky designation make the area a prime destination for astrotourism. Visit the [Oregon Observatory](#) at Sunriver Resort, which is home to the biggest publicly available collection of telescopes in the United States, with special events featuring expert astronomers to guide the scope's use and explain the night sky. Events with 100 or more guests regularly fill up, so make reservations in advance.

For the artistic view of the night skies, Bend's [Starshine Theater Group](#) takes kids and adults for stargazing and story time night walks. Groups sit in camp chairs with blankets to hear the guides' stories, red-light flashlights replacing the traditional campfire.

April Press Conversations + Opportunities

MEDIA OUTREACH

- **Local:** Distributed “Visit Central Oregon Awards \$300,000 to Twelve Regional Tourism Projects Through The Central Oregon Future Fund” press release to local media including:
 - ◆ *Bend Magazine*
 - ◆ *Cascade Business News*
 - ◆ *Central Oregon Daily*
- **Regional:** Conducted outreach to additional Vegas travel writers to introduce new Breeze flight and Central Oregon:
 - ◆ *Travel + Leisure, New York Times, Alex Schechter*
 - ◆ *Forbes, The Hollywood Reporter, Billboard, Melinda Sheckells*
- **National:** Shared a dark skies pitch “High Desert, High Contrast: Your Guide to Central Oregon’s Five International Dark Sky Zones” with target media including:
 - ◆ *AAA, National Geographic, Amy White*
 - ◆ *SPACE, Conde Nast Traveler, Stefanie Waldek*
 - ◆ *AFAR, Bailey Berg*



April Press Conversations + Opportunities

LEADS

- **Every Mom**, Jamie Smith / Epic Trips With Kids
- **Associated Press**, Alicia Richards / Skillcations for the Family
- **AARP**, Kristen Pope / Dinosaur Destinations
- **Newsday**, Sheryl Nance-Nash / Shoulder Season Destinations
- **Time Out**, Kaitlyn Rosati / Wellness Destinations
- **Garden & Gun**, Crai Bower / Night Hikes of the South
- **Road Trips for Families**, Laurie Bain Wilson / Multi-Generational Wellness Getaways
- **Travel Pulse**, Noreen Kompanik / Top Museums & America's 250th Birthday
- **National Geographic**, Amy Brecount White / Astrotourism Summer Star Parties
- **Travel Pulse**, Lacey Pfalz / America 250 Experiences
- **AARP**, Terry Ward / Affordable Ranch Vacations
- **Family Vacationist**, Megan duBois / Golf Vacations
- **Backpacker**, Alisha McDarris / Biggest Weekend Outdoor Adventures
- **BBC Travel**, Chrissie McClatchie / Sources Around Noctourism



San Francisco Virtual Desksides

- In April, Madden Media secured **3** virtual desksides with top media in the San Francisco market that were unable to meet in person earlier this year.
- **Virtual San Francisco Desksides**
 - **Jennifer Boden**, *Haute Living San Francisco*, [bestwineries.com](https://www.bestwineries.com)
 - **Rachel Orvino**, *Diablo Magazine*
 - **Kate Loweth**, *Business Insider*, *National Geographic Traveler*, *USA Today*





April Trade FAM

In April, Madden organized all communication, logistics and planning for an in-market trade FAM for three M&C journalists.

Media Attendees:

- **Eming Piansay**, *Smart Meetings*
- **Debi Lander**, *Facilities & Destinations*
- **Amanda Christensen**, *Meetings + Events and Northwest Meetings + Events*



Eming Piansay  · 2nd
Multimedia Editor @ Smart Meetings | 2x Award-Winning ...
2d · 

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Prior to my trip to Maryland, I was in Central Oregon, courtesy of [Meet in Central Oregon](#) .

And I have to say... it kind of caught me off guard.

I'm so used to big cities, big venues, constant movement. Like you're always going from one thing to the next and there's not really a moment to just... pause. Or even realize you haven't paused.

Central Oregon felt like the opposite of that. But not in a way where you're like disconnected from work. It still worked for meetings, which I think is what surprised me.

It just... made space for everything to feel a little less rushed.

It reminded me that you can still have work and business and all the things we need to get done, but you can also create space within that. Actual white space. Time to breathe. Time to look up for a second. Which sounds obvious, but it's really not how most of us operate.

And I didn't realize how much I needed that until I was in it.

There were so many moments where we'd be in the middle of something and I'd just kind of look out and see the mountains or the clouds moving or the light changing. And it pulls you out of your head for a second.

Not in a distracting way. More like... a reset. Like your brain just softens a little.

Like okay, yes, we're here to work. But also... look at where we are.

And I think Central Oregon does a really good job of blending those two things. You can have meaningful conversations, strategy sessions, all of that. But then you step outside and it shifts your perspective almost immediately, which I didn't expect to matter as much as it did.

April Trade FAM Feedback

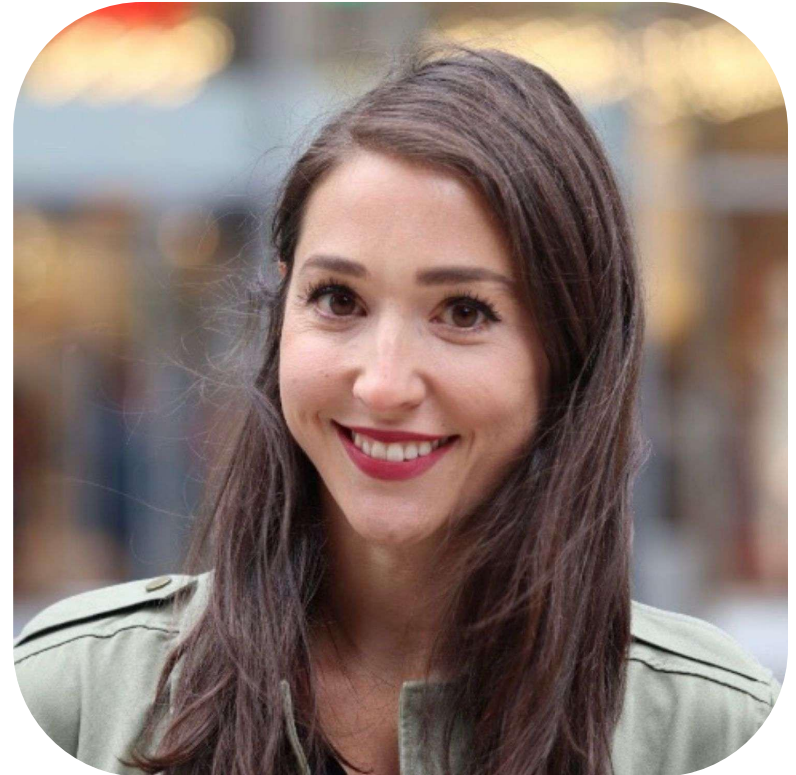
- **Eming Piansay**, *Smart Meetings*
 - ◆ “The trip was great! I really enjoyed it. The venues were stunning, along with the beautiful views. I saw a range of what Central Oregon has to offer, and I really appreciated all the people who met and spoke with us about the area.”
- **Debi Lander**, *Facilities & Destinations*
 - ◆ “Central Oregon was fantastic. Saw fabulous venues, loved my stays in both Sunriver and Five Pine. Food was over the top and JoAnna was always on the spot. All in all, a terrific trip.”
- **Amanda Christensen**, *Meetings + Events and Northwest Meetings + Events*
 - ◆ “The trip was great, thank you again for the opportunity! I think coverage of Wanderlust Tours in the Fall/Winter 2026-27 regional feature could work nicely for that topic, I’ll make a note for when the planning meeting comes up for that issue! We also are in the midst of 2027 print editorial planning, and I have notes on planning to cover Central Oregon then as well.”



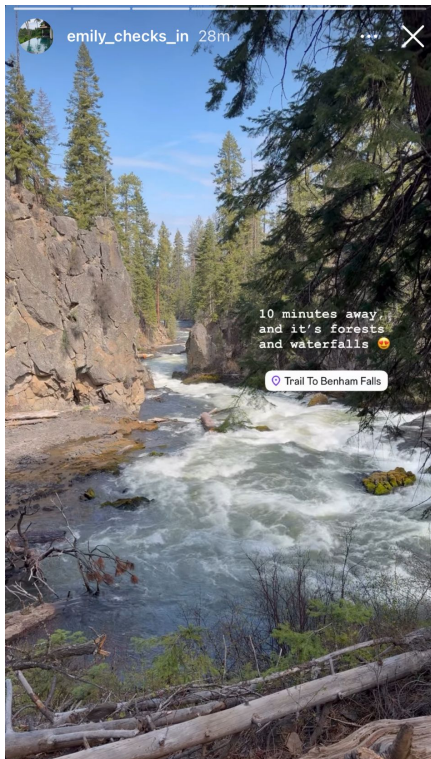
April Press Trip

→ **Emily Hochberg, Travel + Leisure, Food & Wine, Business Insider**

- ◆ Press trip dates: April 8 -11
- ◆ Focus on family-friendly activities with luxury resorts and wellness
- ◆ “The cabin (at Brasada Ranch) was fantastic for a family of our size, and we especially loved the horse ride and meet and greet. Those were true highlights, so thank you for adding it. Feeding cows was also memorable and the food was great here. I'll definitely be looking to pitch some ranch angles.”
- ◆ “Also really enjoyed the volcano tour. I feel like we got to see a lot and the lava cave tour at Juniper Preserve was also out of this world. I'm really interested in doing some pitching around the many wildly different landscapes in one small place.”



Snapshots from Emily's Trip!



Upcoming + Pending Press Trips

Upcoming Press Trips

→ **Daria Bachmann**, *National Geographic, Travel + Leisure, Thrillist, and more.*

- ◆ Confirmed press trip dates: May 4-8
- ◆ Focus on the general Central Oregon region, road trips, and unique/under-the-radar places

→ **Steve Lyons**, *BBC Travel, The Seattle Times, The Globe and Mail, Fodor's*

- ◆ Confirmed press trip dates: June 17-20
- ◆ Most interested in Central Oregon's outdoor offerings and rockhounding

→ **Karthika Gupta**, *BBC, Business Insider, Forbes + more*

- ◆ Confirmed dates: July 7-10
- ◆ Multi-generational focus, traveling with her son

Prospective Press Trips

→ **Crai Bower**

- ◆ Looking at May dates
- ◆ Interested in golf





What's Next

- **Pitching Priorities**
 - ◆ Dark skies
 - ◆ New wellness offerings
 - ◆ Quirky small towns
 - ◆ Skillcations/rockhounding
- **Press Trips**
 - ◆ Spring/summer press trip coordination
 - ◆ Fall invites
- **May e-newsletter**
- **Press room revamp**
- **Local PR plan + wildfire comms strategy execution**
- **Continued media monitoring**

View a clippings report [HERE](#).