

MAY PR REPORTING

VISIT CENTRAL OREGON



What's On Deck

MEDIA MONITORING: MAY

**PRESS CONVERSATIONS &
OPPORTUNITIES**

PRESS TRIPS

WHAT'S NEXT



May Media Monitoring Overview



Performance Overview

MONTHLY PERFORMANCE

Media Monitoring

61

Madden Secured Coverage

5

Total UVM

793,515,903

Press Trips

1

OVERALL PERFORMANCE

Media Monitoring

969

Madden Secured Coverage

33

Total UVM

12,569,466,095

Press Trips

11

Highlights – May Madden Secured Coverage

In May, Madden garnered **5** media clips resulting in a total readership of **72,673,930**.

- **Mycentraloregon.com, [Jefferson County Event Complex Awarded \\$48,000](#)**
 - ◆ UVM: 5,813
- **Parade Magazine, [America's Favorite Small Towns: Bend, OR](#)**
 - ◆ UVM: 25,281,718
- **New York Post, [‘Nervous system reset’ vacations promise calm with ‘nerve toning,’ massages, and neurofeedback therapy](#)**
 - ◆ UVM: 33,508,354
- **AARP, [Top 10 Dude Ranches to Visit for Your Summer Vacation](#)**
 - ◆ UVM: 13,260,789
- **WTSP Tampa Bay 10, [Travel Tips: Astrotourism](#)**
 - ◆ UVM: 617,256

NEW YORK POST

WELLNESS EXCLUSIVE

‘Nervous system reset’ vacations promise calm with ‘vagal nerve toning,’ massages and neurofeedback therapy



Highlights – May Organic Coverage

In May, Central Oregon garnered **60** media clips resulting in a total readership of **768,234,185**.

TOP ORGANIC ARTICLES:

- **National Geographic Traveler**, [5 stargazing destinations where you can see the sky with ‘both’ eyes](#)
- **Travel + Leisure**, [These Tiny Cabins Are Oregon’s First Dark Sky-approved Stay—Giving You Easy Access to 2.5 Million Acres of Night Skies](#)
- **EatingWell**, [This Sunny Oregon Town Is the Perfect Base Camp for Outdoor Adventures](#)
- **Yahoo Travel**, [Oregon’s 10 best campgrounds, ranked by camper reviews](#)
- **Northwest Travel & Life Magazine**, [Now in the Northwest: Events and Festivals to Catch in the PNW](#)

TRAVEL+ LEISURE

These Tiny Cabins Are Oregon’s First Dark Sky-approved Stay—Giving You Easy Access to 2.5 Million Acres of Night Skies

In Antelope, Oregon, [the night sky is so clear](#) that locals say you “can see the Milky Way from Main Street.”

Traveling stargazers looking to experience that unspoiled beauty for themselves now have a home base: [Antelope Basecamp](#), the state’s first [Dark Sky-approved lodging](#). Located in [Central Oregon](#), the tiny cabin resort serves as a gateway to the [Oregon Outback](#)—a 2.5 million-acre expanse designated in 2024 as the world’s largest International Dark Sky Sanctuary.

“Knowing Antelope is on paths like the Oregon Outback Trail and that many international cyclists pass through, we recognized an asset few places have: our dark skies,” [Antelope Basecamp’s website says](#). “That’s when we decided to pursue the Dark Sky Community designation (we’re proud to be Oregon’s first), to build our cabins to Dark Sky standards, and to emphasize what makes this place rare—clear night skies, wide open desert, and a rural setting that invites connection.”

May Press Conversations + Opportunities

MEDIA OUTREACH

- **Local:** Madden pitched VCO's wildfire mitigation efforts to local media including:
 - ◆ *KOHD (ABC) Good Morning Central Oregon*
 - ◆ *Cascade Business News*
 - ◆ *Central Oregon Daily*
- **Trade:** Madden pitched the VCO's wildfire mitigation efforts to target trade outlets including:
 - ◆ *Northstar Meetings*
 - ◆ *Travel Weekly*
 - ◆ *Skift*
- **National:** Madden pitched interviews with Scott around VCO's wildfire mitigation efforts to target national publications including:
 - ◆ *Outside Magazine*
 - ◆ *New York Times*
 - ◆ *Washington Post*
- **National:** Madden pitched fall skillcations and fall press trips to target national media including:
 - ◆ *Matador Network, Suzie Dundas*
 - ◆ *AFAR, Travel + Leisure, Lonely Planet, Kristen Pope*
 - ◆ *Reader's Digest, Sunny Fitzgerald*



May Press Conversations + Opportunities

LEADS

- **Every Mom**, Jamie Smith / Epic Trips With Kids
- **Harper's Bazaar**, Rhea Mulani / Global Places to Visit in Shoulder Season
- **WFLA Tampa**, Terry Ward / Astrotourism Destinations
- **Reader's Digest**, Cassandra Brooklyn / Astro Summer Events
- **TBD**, Jill Robbins / Wellness Resorts
- **FamilyVacationist**, Megan DuBois / Summer Vacations
- **AARP**, Terry Ward / Dude Ranches
- **Travel + Leisure**, Terry Ward / Natural Lazy Rivers to Float Along



May Newsletter

In May, we sent out a quarterly newsletter highlighting the Central Oregon region in relation to current travel trends including, skillcations, astrotourism and experiential travel.

- Open Rate: 50.9%
- Total Opens: 87

Notable Opens:

- **Melinda Fulmer**, *WSJ, National Geographic Traveler, BBC*
- **Ashlea Halpern**, *Conde Nast Traveler, TIME, AFAR*
- **Nikki Vargas**, *Fodor's*
- **Stephanie Vermillion**, *Outside Magazine, Travel + Leisure*
- **Sarah Kuta**, *Smithsonian Magazine, Condé Nast Traveler, Travel Pulse*



Photo Credit: Cody Rheault

[Central Oregon](#) is a sprawling playground with endless opportunities to explore and dive into new experiences. Whether it's mastering a new skill, finding serenity under the star-scattered night skies, or seeking out deeply immersive guided adventures, the region offers a transformative way to travel. Venture off the beaten path to discover rugged outdoor excursions in [La Pine](#), [Madras](#), and [Prineville](#), or pivot toward a restorative retreat in the scenic surroundings of [Sunriver](#), [Sisters](#), and [Redmond](#). No matter which direction you head, Central Oregon's hidden gems are waiting to be found.

May Press Trip

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

- ◆ Press trip dates: May 4-8
- ◆ Focus on the Central Oregon region, road trips, and unique/under-the-radar places
- ◆ Feedback: *Thank you again for the opportunity to visit Central Oregon, I really enjoyed my trip, and had a great experience!*



Upcoming Press Trips

Upcoming Press Trips

- **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

- **Crai Bower**, Confirmed story with *Bend Magazine* and *Golfer Magazine*
 - ◆ Confirmed dates: June 24-27
 - ◆ Interested in golf experiences





What's Next

→ **Pitching Priorities**

- ◆ Wildfire pitching follow up
- ◆ Dark skies
- ◆ Small town road trips
- ◆ Fall shoulder season

→ **Press Trips**

- ◆ Spring/summer press trip coordination
- ◆ Fall invites

→ **FY27 PR Plan**

- ◆ Approved and will begin working towards in the coming months.

→ **Continued media monitoring**

View a clippings report [HERE](#).