

JUNE PR REPORTING

VISIT CENTRAL OREGON



What's On Deck

MEDIA MONITORING: JUNE

**PRESS CONVERSATIONS &
OPPORTUNITIES**

PRESS TRIPS

WHAT'S NEXT



June Media Monitoring Overview



Performance Overview

MONTHLY PERFORMANCE

Media Monitoring	Madden Secured Coverage	Total UVM	Press Trips
79	7	561,748,187	1

OVERALL PERFORMANCE

Media Monitoring	Madden Secured Coverage	Total UVM	Press Trips
1,048	40	13,131,214,282	12

Highlights – June Madden Secured Coverage

In June, Madden garnered **7** media clips resulting in a total readership of **11,943,933**.

- **Central Oregon Daily**, [Don't cancel your trip yet: This map shows where the smoke actually is in Central Oregon](#)
 - ◆ UVM: 377,385
- **TravelPulse**, [America 250: Experiences Like No Other](#)
 - ◆ UVM: 188,083
- **Smart Meetings (Print)**, [Central Oregon: Meetings Meet The Outdoors](#)
 - ◆ UVM: 15,133
- **Smart Meetings (Online)**, [Notes from the Road: Central Oregon](#)
 - ◆ UVM: 15,133
- **WFLA Tampa Bay**, [Take a break from the beach and take a plunge this summer](#)
 - ◆ UVM: 1,432,996
- **The Bulletin**, [Smoke signals](#)
 - ◆ UVM: 116,387
- **Travel + Leisure**, [15 Natural Lazy Rivers Across the U.S. to Float Down This Summer—No Water Park Required](#)
 - ◆ UVM: 9,798,816

TRAVEL+ LEISURE

15 Natural Lazy Rivers Across the U.S. to Float Down This Summer—No Water Park Required

13 of 15 Deschutes River, Bend, Oregon



Two kayaks docked on the side of the Deschutes River.
Credit: Buddy Mays/Getty Images

Come summer, locals living in Bend, Oregon, love the warm-weather tradition of floating along the Deschutes River right through the gorgeous and outdoorsy Central Oregon town. The most popular route flows between [Riverbend Park and McKay Park](#), and floaters can ride the [River Shuttle](#) on repeat all day (which many do) between the put-in and take-out spots. Plan to rent tubes at [Tumalo Creek](#). Stay along the Deschutes River right in town at the quaint [Riverhouse Lodge](#), where you can warm up from the brisk waters in the barrel sauna.

Highlights – June Organic Coverage

In June, Central Oregon garnered **79** media clips resulting in a total readership of **561,748,187**.

TOP ORGANIC ARTICLES:

- **Travel + Leisure**, [I've Been Visiting This Small Oregon Town for 20+ Years—and It Has Epic Stargazing and One of the Best Hotels in the Western U.S.](#)
- **Portland Monthly**, [A Summer Visitor's Guide to Oregon's Three Sisters](#)
- **Travel + Leisure**, [I Live in the PNW and This Is the U.S.'s Best Outdoor City—With Waterfalls, Craft Breweries, and a Volcano You Can Ski](#)
- **LINKS Magazine**, [Great Summer Golf Destinations in the Pacific Northwest](#)
- **Travel + Leisure**, [These Are the Best Hikes in the U.S., From Coast to Coast](#)

TRAVEL+ LEISURE

These Are the Best Hikes in the U.S., From Coast to Coast

Canyon to Rim Loop, Smith Rock State Park, Oregon



Credit: Jordan Siemens/Getty Images

Hikes at [Smith Rock State Park](#) vary in length and difficulty, but they all offer beautiful views of the Central Oregon landscape. Many visitors come to Smith Rock for climbing, and the park offers miles of hiking and biking trails. You may spot golden eagles, prairie falcons, river otters, and beavers throughout the day. Take the gentle [Canyon Trail](#) past the Rope-de-Dope climbing area and up to the rim for spectacular canyon views.

June Press Conversations + Opportunities

MEDIA OUTREACH

- Madden continued to pitch VCO wildfire mitigation efforts to local, trade and national media.
- Madden continued outreach for fall press trip invites.

LEADS

- **Fodor's Travel**, Scott Laird
 - ◆ Bright Ideas Changing Travel
- **Fodor's Travel**, Jamie Smith
 - ◆ Road Trips for Families
- **Travel Bulletin**, Kate Loweth
 - ◆ Best resorts in the US for multi-generational trips
- **Fodor's Travel**, Crai Bower
 - ◆ White Water Rafting in Maupin



June Press Trip

- **Crai Bower**, *National Geographic, Travel + Leisure, Thrillist, and more.*
- ◆ Press trip dates: June 24-27
 - ◆ Focus on golf courses in the Central Oregon region with confirmed coverage in *Bend Magazine* and *Golfer Magazine*.
 - **Lodging:** Juniper Preserve + Sunriver Resort
 - **Courses:** Juniper Golf Course, Juniper Preserve, Aspen Lakes, Meadows and Crosswater at Sunriver Resort
 - ◆ Feedback: *“Thank you for arranging an excellent trip to Bend. The courses were excellent and the story is taking great shape.”*



Upcoming Press Trips

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- **Karthika Gupta**, *BBC, Business Insider, Forbes* + more
 - ◆ Confirmed dates: July 7-10
 - ◆ Multi-generational focus, traveling with her son
 - ◆ Confirmed coverage in *Field Mag*
- **Nicole Findlay**, *Business Insider, 7x7, and Travel + Leisure*
 - ◆ Confirmed dates: September TBD
 - ◆ Interested in small towns and outdoor adventure
- **Terry Ward**, *AFAR, Travel + Leisure, Condé Nast Traveler, Fodor's Travel* + more
 - ◆ Confirmed dates: October 9-13
 - ◆ Interested in family-friendly travel and outdoor adventure





What's Next

→ Pitching Priorities

- ◆ Fall shoulder season
- ◆ Summer “sight doing”
- ◆ Dark Sky experiences

→ Press Trips

- ◆ Fall trip invites and spring 2027 FAM ideation/invites

→ Continued media monitoring

View a clippings report [HERE](#).