

Visit Central Oregon



July 2026 PR Reporting

The Rundown

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KHM Secured

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Monitoring**

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and Opportunities**

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What's Next



July Media Monitoring Overview



Performance Overview

MONTHLY PERFORMANCE

Media Monitoring
189

Madden Secured Coverage
7

Total UVM
3,020,953,367

Press Trips
1

FISCAL YEAR PERFORMANCE

Media Monitoring
189

Madden Secured Coverage
7

Total UVM
3,020,953,367

Press Trips
1

Highlights - July KHM-Secured



- **The Travel Bulletin**, [5 U.S. Resorts That Keep Grandpas and Teens Happy at the Same Time](#)
 - UVM: 3,608
- **Oregon Business**, [Central Oregon Shines in Travel + Leisure's 2026 World's Best Awards](#)
 - UVM: 14,185
- **Cascade Business News**, [Central Oregon Shines in Travel + Leisure's 2026 World's Best Awards](#)
 - UVM: 7124
- **Yahoo Creators**, [This U.S. state has one of the highest visitor satisfaction rates in the country. Is it yours?](#)
 - UVM: 2,421,138
- **KOIN-TV**, [Travel + Leisure names 4 Oregon resorts among the best in the west](#)
 - UVM: 953,221
- **Cascade Business News**, [New Smoke Map Aims to Inform Central Oregon Visitors](#)
 - UVM: 7,124
- **Backpacker Magazine**, [Ditch Oregon's Crowds at These 5 High Desert State Parks](#)
 - UVM: 1,027,167

Ditch Oregon's Crowds at These 5 High Desert State Parks



Central Oregon's 5,000-square-mile high desert region is packed with enough diverse landscapes that it could be its own national park. I wasn't expecting to find towering rock spires, deep canyon reservoirs, and prehistoric volcanic formations when I visited, but the geography continued to surprise me. The area has 10 state parks clustered around the towns of Redmond, Sisters, Madras, and Sunriver. Each one offers something unique with vastly different landscapes to explore.

Highlights - July Organic Coverage

- **Yahoo Travel**, [America's Most Iconic Fly Fishing Spots Offer Riverside Cabins, Tarpon Battles, And Bear Sightings](#)
 - UVM: 471,324
- **Travel + Leisure**, [These Are the 10 Best Resorts in the U.S. West—and No. 1 Has Skiing, Boating, Golf, and Mountain Biking All in One Place](#)
 - UVM: 9,798,816
- **Road Trips for Families**, [A PNW Getaway Haven: Family Vacation in Sunriver, Oregon](#)
 - UVM: 5,220
- **HospitalityNet**, [The Foley Collection Debuts with the Addition of New Brasada Ranch Acquisition](#)
 - UVM: 99,170
- **1859 Oregon's Magazine**, [Oregon's Iconic Literary Destinations](#)
 - UVM: 1,390
- **MyNorthwest.com**, [Small Cities, Big Charm: Unique Northwest Meeting Venues](#)
 - UVM: 1,307,877

TRAVEL+ LEISURE

These Are the 10 Best Resorts in the U.S. West—and No. 1 Has Skiing, Boating, Golf, and Mountain Biking All in One Place

4. Sunriver Resort, Sunriver, Oregon



An aerial view of Sunriver Resort.
Credit: Sunriver Resort

The [Pacific Northwest](#) provides the perfect backdrop for a vacation immersed in nature. And at the family-friendly [Sunriver Resort](#) in Oregon, guests can explore the wilderness, head to the river, hit the snow-covered slopes, or adventure on horseback—there are activities for all seasons. Stargazers will love seeing the wonders of the night sky at the Oregon Observatory. If lounging by the pool is more your speed, make your way to the year-round aquatic center, complete with indoor and outdoor pools. There's also a spa with signature treatments, soaks, saunas, and sound baths. A variety of accommodations are available, including two lodges with guest rooms and suites, as well as vacation homes, condos, and cabins.

Press Conversations & Opportunities

MEDIA OUTREACH

- Pitched “Central Oregon’s best-kept secret? October.” to key regional and national writers
 - **AFAR**, Maggie Fuller
 - **Outside Magazine**, Kathleen Rellihan
 - **Lonely Planet**, Melissa Yeager
- Continued to pitch fall press trips to target media
 - **Conde Nast Traveler**, Rebecca Misner
 - **Freelance**, Jill Robinson
 - **Freelance**, Renee Brincks
- Pushed another round of follow-ups to national and trade media regarding wildfire activity and offered Scott as a spokesperson

LEADS

- **Forbes**, Jill Schildhouse
 - Summer Ski Resorts
- **AFAR**, Ashlea Halpern
 - Charming Small Towns Across the U.S.
- **Travel + Leisure**, Abby Price
 - Road Trips for Long Weekends



July Press Trips

Karthika Gupta

- Dates: July 7–10
- Trip Focus: Multi-generational fly-fishing at Warm Springs
- Confirmed pending coverage in *Field Mag*
- Secured Coverage:
 - ***Backpacker Magazine***, [Ditch Oregon's Crowds at These 5 High Desert State Parks](#)
 - UVM: 1,027,167

Feedback:

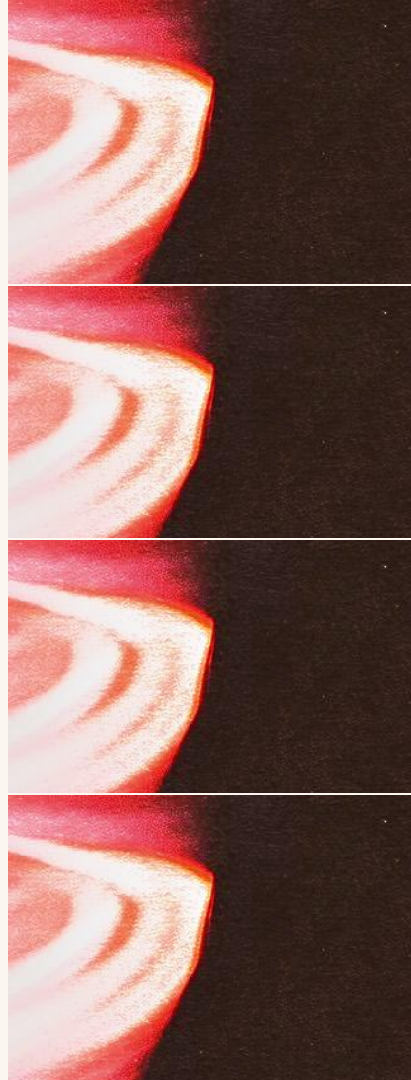
"Such an amazing trip. It was beyond what either of us expected. Matt was incredible and so patient with both of us. We are a lovely time on the water with him."



Photos taken by Karthika during her press visit

Upcoming + Potential Press Trips

- **Harriet Baskas**, *Northwest Travel + Life*, *The Points Guy*, stuckattheairport.com
 - Confirmed dates: August 7-10
 - On assignment for NW Travel + Life, The Points Guy, stuckattheairport.com
- **Nicole Findlay**, *Business Insider*, *7x7*, and *Travel + Leisure*
 - Confirmed dates: September 24-27
 - 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

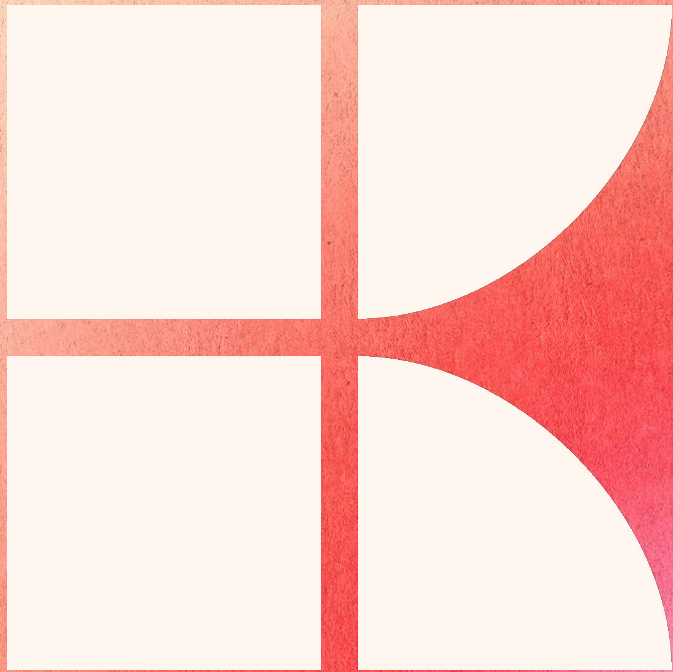
- Unexpected fall destinations
- RVing + Antelope
- Small towns + multigenerational travel

Press Trips

- Fall individual press trip planning
- Winter invites

Continued media monitoring

View a clippings report [HERE](#).



Thanks!