

Visit Central Oregon



August 2026 PR Reporting



The Rundown

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Media Monitoring

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**Press Conversations
and Opportunities**

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What's Next



August Media Monitoring Overview



Performance Overview

MONTHLY PERFORMANCE

Media Monitoring	Madden Secured Coverage	Total UVM	Press Trips
114	1	1,060,348,983	1

FISCAL YEAR PERFORMANCE

Media Monitoring	Madden Secured Coverage	Total UVM	Press Trips
346	8	4,444,534,149	2

Highlights - August KHM-Secured

- *Stuck at the Airport*, [5 Things We Love About the SCP Redmond Hotel](#)
- Hello, Rose City! KGW [Watch Clip Here](#)
 - UVM: 925,600

STUCK AT THE AIRPORT



5 Things We Love About: SCP Redmond Hotel

The *Stuck at TheAirport* adventure team recently tested out [SeaPort Airlines](#) and flew from Portland to Redmond, Oregon to spend three days exploring Central Oregon.

We hiked, we visited the [High Desert Museum](#), the [Petersen Rock Garden](#) in Redmond and a variety of other area attractions.

And at the end of each day, we returned to our basecamp at the 48-room [SCP Redmond Hotel](#), a lovingly revived historic hotel that opened in 2019 in the heart of downtown Redmond as part of [SCP Hotels](#) family.

We would have loved to meet the beer-drinking pet monkey that lived in the original hotel's basement during the 1930s. But there are plenty of reasons to choose SCP Redmond Hotel for a modern-day stay.

5 Things We Love About the SCP Redmond Hotel

Highlights - August Organic Coverage

Forbes

- **Travel Magazine**, [13 Oregon Italian Restaurants Where Weekend Tables Disappear Quickly](#)
 - UVM: 111,396
- **Travel + Leisure**, [I Travel With My Best Friends at 50+ Years Old—Here's What It Did for My Health](#)
 - UVM: 9798816
- **TravelPulse**, [US Cities Where Wellness is Thriving Right Now](#)
 - UVM: 14,6135
- **AOL**, [America's 13 State Parks That Are Best-Kept-Secrets From Tourists](#)
 - UVM: 29,688,913
- **MSN**, [11 waterfront restaurants in Oregon with views worth the drive alone](#)
 - UVM: 88,713,315
- **Forbes**, [This Is Oregon's Ultimate Early Summer Road Trip](#)
 - UVM: 53,405,753

This Is Oregon's Ultimate Early Summer Road Trip

Skip the coastal crawl. This 22-day loop out of Portland hits the Gorge, Bend's high desert, Ashland's vineyards, and the wild north coast. By the Oregon



The first time I took a road trip through Oregon was well before I could choose the route, or even to steer the vehicle. I was ten. My mother loaded me into the family's '77 Honda Civic and we drove U.S. Highway 101 all the way to the Canadian Border. What I remember about the Beaver State was mostly about penny candy and tent camping.

Forty years later, half of them in an Oregon I now call home, I've criss-crossed the state a hundred times, and while the coast remains a magical place, it's at the end of a road trip I'd send travelers on. The state is enormous, its bounty of lesser-explored places vast enough to spend a lifetime working one's way from one corner to the next. While most visitors stick to the north-south spine of highway on the west side of the Coast Range, a loop is the pro route, beginning and ending in Portland.

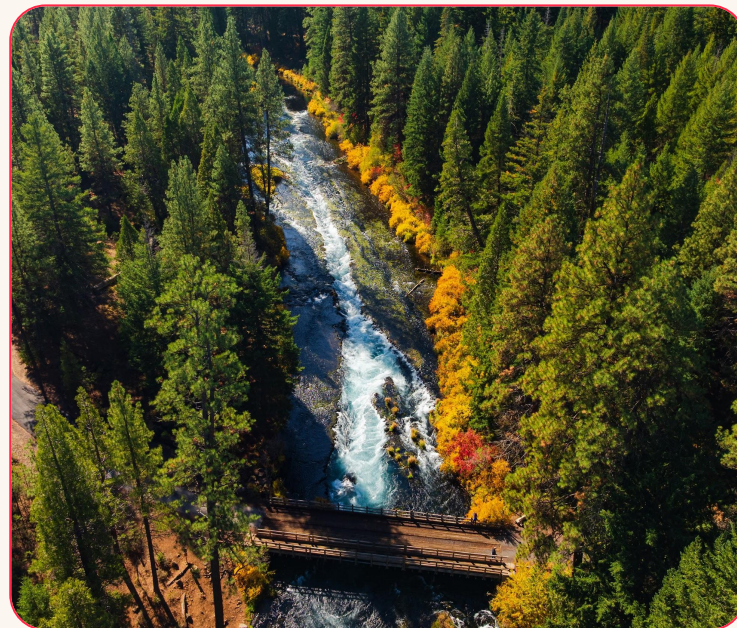
Press Conversations & Opportunities

MEDIA OUTREACH

- Pitched “Central Oregon’s best-kept secret? October.” to key regional and national writers
 - ***Travel + Leisure***, Evie Carrick
 - ***Matador Network***, John Sizemore
 - ***Lonely Planet***, Acacia Gabriel
- Continued to pitch fall and spring press trips to target media
 - ***Conde Nast Traveler***, Rebecca Misner
 - ***Travel + Leisure***, Pat Doherty
 - ***Freelance***, Jill Robbins
 - ***Freelance***, Jill Robinson
 - ***Freelance***, Renee Brincks
- Followed up with local media regarding travel to wildfire affected areas and offered Scott as a spokesperson
 - Coordinated interview with KPTV for Sept. 11

LEADS

- ***AFAR***, Bailey Berg
 - Best Places to See the Perseid Meteor Shower



August Press Trips

Harriet Baskas

- **Dates:** August 7–10
- **Trip Focus:** Features SCP Redmond Hotel for Stuck at the Airport, highlighting the hotel's rooms, amenities, Terra Kitchen, rooftop and Provisions Market.
- She also gives a nod to her time exploring Central Oregon, including the High Desert Museum and Petersen Rock Garden.
- **Secured Coverage:**
 - [Stuck at the Airport, 5 Things We Love About the SCP Redmond Hotel](#)

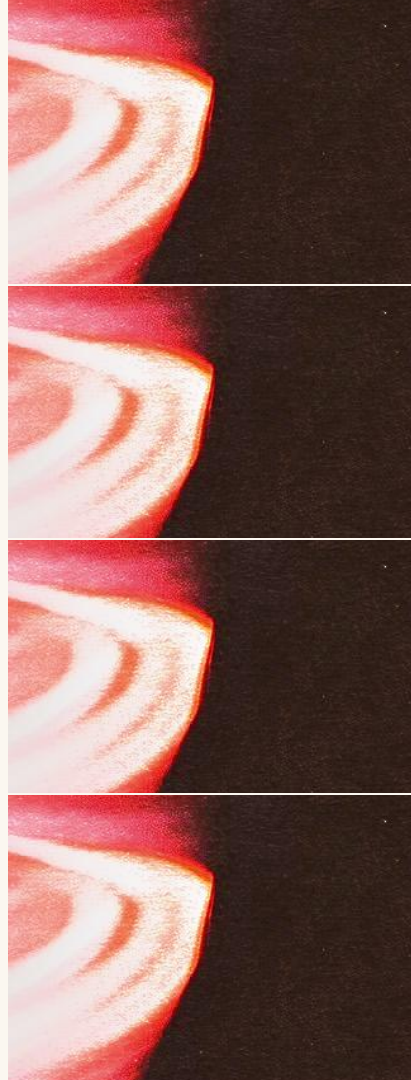
Feedback:

"The hotel was the perfect place to stay and I was able to visit both the High Desert Museum and the Petersen Rock Garden. Beyond the lovely restaurant at the hotel, I didn't do too much dining around, but did make it over to Schoolhouse Produce and one of the Mexican restaurants across the street where the entrees turned out to be gigantic!"



Upcoming + Potential Press Trips

- **Nicole Findlay**, *Business Insider*, *7x7*, and *Travel + Leisure*
 - Confirmed dates: September 24–27
 - Interested in small towns and outdoor adventure
 - Finalizing itinerary and booking reservations
- **Terry Ward**, *AFAR*, *Travel + Leisure*, *Condé Nast Traveler*, *Fodor's Travel*
 - Confirmed dates: October 9–13
 - Interested in family-friendly travel and outdoor adventure
 - Drafting itinerary
- **Jill Robbins**, *Travel + Leisure*, *The Saturday Evening Post*
 - Considering prioritizing a visit in 2027



What's Next?

Pitching Priorities

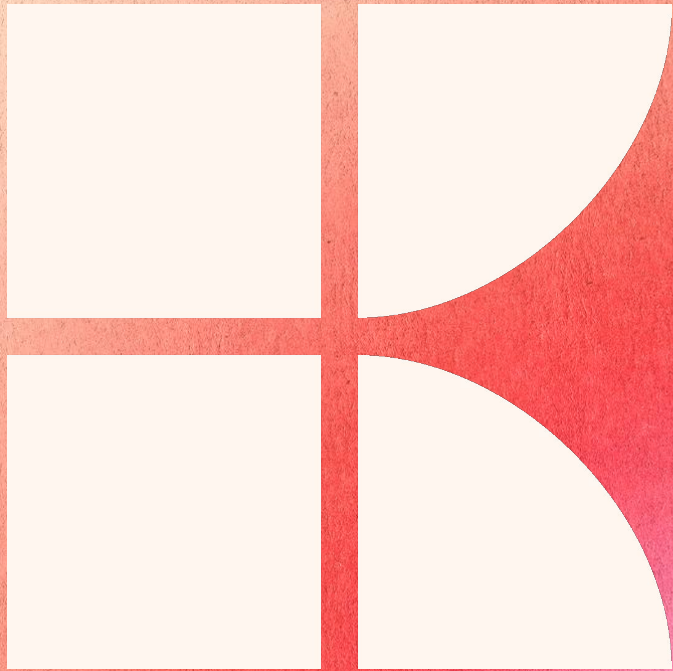
- Unexpected fall destinations
- RVing + Antelope
- Small towns + multigenerational travel

Press Trips

- Fall individual press trip planning
- Spring FAM outreach
- Winter individual invites

Continued media monitoring

View a clippings report [HERE](#).



Thanks!