

Visit Central Oregon

September 2026 PR
Reporting



The Rundown

03-05

Media Monitoring

06

**Press Conversations
and Opportunities**

07-08

Press Trips

09

What's Next



September Media Monitoring Overview



Performance Overview

MONTHLY PERFORMANCE

Media Monitoring
88

Madden Secured Coverage
1

Total UVM
488,896,998

Press Trips
0

FISCAL YEAR PERFORMANCE

Media Monitoring
382

Madden Secured Coverage
9

Total UVM
4,499,025,728

Press Trips
2

Highlights - September KHM-Secured

- *The Points Guy*, [This Tiny Airline Lets You Skip TSA and Fly Between Small Airports for Less](#)
 - UVM: 4,442,728
- *KGW*, [Live How to Support Wildfire Affected Communities During Labor Day Weekend](#)
 - UVM: 1,988,763
- *KPTV FOX 12*, [Fall Travel: How to Support Wildfire Affected Communities](#)
 - UVM: 1,255,634

THE POINTS GUY 

This tiny airline lets you skip TSA and fly between small airports for less



Flights between Boeing Field and the general aviation provider next to Portland International Airport (PDX) began in May 2025. (A previous incarnation of SeaPort served that route between 2008 and 2016). And this summer, SeaPort offered seasonal service to the general aviation terminal in Redmond, Oregon, near Redmond Municipal Airport (RDM).

Highlights - September Organic Coverage

- **Yahoo Creators**, [The Ultimate Early-Summer Road Trip Through Oregon](#)
 - UVM: 2,421,138
- **Powder Magazine**, [Mt. Bachelor Gets Early Season Snow and “Hero Dirt” for Labor Day Weekend](#)
 - UVM: 259,230
- **Outside Magazine**, [The Best Trail Towns in the U.S.](#)
 - UVM: 3,456,187
- **Golf Daily**, [Sunriver Resort, Bad Birdie Tee Up The Ultimate Fall Golf Getaway in Bend, Oregon](#)
 - UVM: 198
- **Travel + Leisure**, [9 Places Where Golfers Should Actually Live, According to the Pros](#)
 - UVM: 9,798,816

TRAVEL+ LEISURE

9 Places Where Golfers Should Actually Live, According to the Pros

04
of 09 | Bend, Oregon



A sign welcoming visitors to Bend, Oregon.
Credit: Courtney Childers / Travel + Leisure

"Bend is one of the best places in the country for golfers to live because of the incredible access to both private and public golf. With nearly 30 courses throughout [Central Oregon](#) and multiple courses ranked among the nation's Top 100, you can play a different, world-class golf experience almost every day," says Jerrel Grow, director of golf at [Juniper Preserve](#). "Pronghorn Club at Juniper Preserve has both a Jack Nicklaus resort course and a Tom Fazio private course, right in your backyard, which makes living at Juniper Preserve truly special."

Press Conversations & Opportunities

MEDIA OUTREACH

- Pitched “Dark Skies and New Blackout Retreats” to key regional and national writers
 - ***Travel + Leisure***, Jamie Spain
 - ***BBC Traveler*, *AARP*, *Outside***, Bill Fink
 - ***Ori Magazine***, Kade Krichko
 - ***Only in Your State***, Ashley Fallon
 - ***OVR Mag***, Beth Brennan
 - ***Lonely Planet***, Deepa Lakshmin
- Continued to pitch winter 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
 - ***Outside***, Maggie Slepian



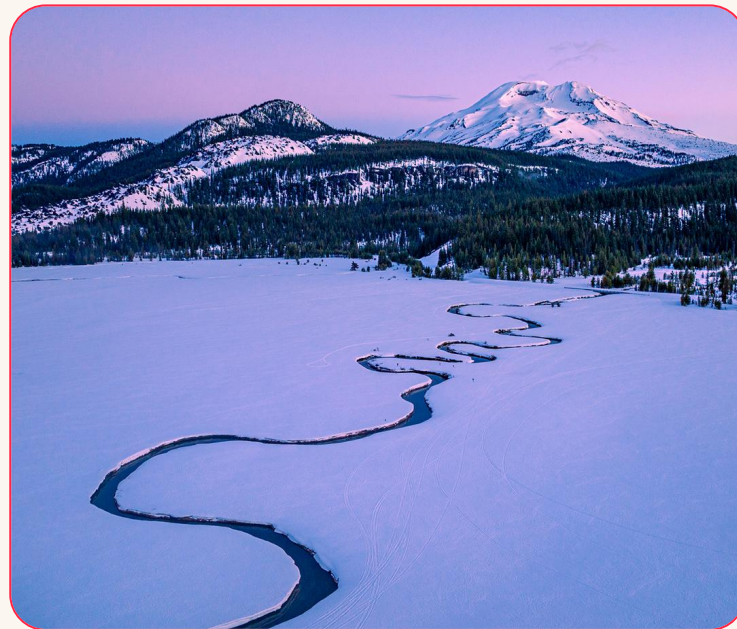
Press Conversations & Opportunities

MEDIA OUTREACH

- Followed up with local media regarding travel to wildfire affected areas and offered Scott as a spokesperson

LEADS

- ***New York Times***, Nora Walsh, Julia Amato
 - Where to Go 2027: Central Oregon's 250-Mile Dark-Sky Loop is a Perfect Fit for Stargazers



September Press Trips

Nicole Findlay

- **Dates:** September 24-27
- **Trip Focus:** Accompanied by her young son, Nicole traveled to the region to explore story ideas focused on small towns and multi-generational travel. Nicole's itinerary included stays at Black Butte Ranch and Sunriver Resort, as well as experiences such as horseback riding at Black Butte Stables, a volcano hike with Wanderlust Tours, an In-Depth Nighttime Experience at the Sunriver Nature Center & Observatory and a visit to the High Desert Museum.



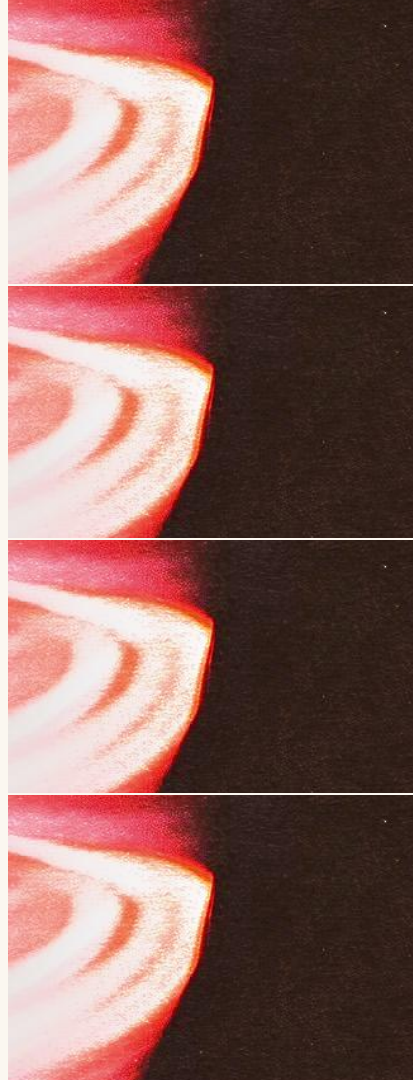
Feedback:

"My son and I had a wonderful time in Central Oregon. Both accommodations were fantastic, we would definitely stay again. The horseback ride was super unique and informative, and the experience was relaxing and exciting at the same time. I think this was my son's favorite thing we did all weekend. It was also at the top of my list. – Thank you!"



Upcoming + Potential Press Trips

- **Terry Ward**, *AFAR, Travel + Leisure, Condé Nast Traveler, Fodor's Travel*
 - Confirmed dates: October 9-13
 - Interested in family-friendly travel and outdoor adventure
 - Itinerary final
- **Jill Robbins**, *Travel + Leisure, The Saturday Evening Post*
 - Considering prioritizing a visit in 2027
- **Sierra Vandervort**, *Travel + Leisure*
 - Interested in a Feb. visit to explore unique wellness offerings and dark sky retreats for road trips
- **Brekke Fletcher**, *Lonely Planet*
 - Interested in attending spring FAM



What's Next?

OMS Follow Ups

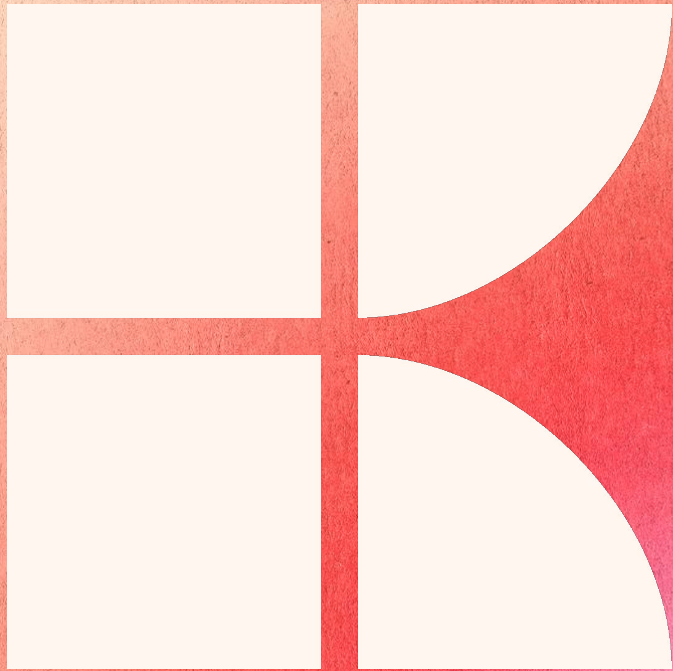
Pitching Priorities

- Small towns + multigenerational travel
- RVing + Antelope
- Dark skies
- Winter wellness

Press Trips

- Spring FAM outreach
- Winter individual invites

Continued media monitoring
View a clippings report [HERE](#).



Thanks!