karsh hagan
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# Visit Central Oregon

# October 2026 PR Reporting



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# The Rundown


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| 03-05 | Media Monitoring |
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# October Media Monitoring Overview

VISIT CENTRAL OREGON

## Performance Overview

### MONTHLY PERFORMANCE

| Media Monitoring | Madden Secured Coverage | Total UVM | Press Trips |
|---|---|---|---|
| 78 | 4 | 1,219,421,250 | 1 |

### FISCAL YEAR PERFORMANCE

| Media Monitoring | Madden Secured Coverage | Total UVM | Press Trips |
|---|---|---|---|
| 460 | 13 | 5,718,446,978 | 4 |

# Highlights - October KHM-Secured

- ***Forbes***, A Snowier Winter Is Coming. Why U.S. Ski Resorts May Still Need Their Snow Guns
  - UVM: 43,352,057
- ***Cascade Business News***, Central Oregon Shines in 2026 Conde Nast Traveler Readers' Choice Awards
  - UVM: 6,252
- ***Florida News Line***, Travel with Debi Lander: Central Oregon is Worth the Wait
  - UVM: 1,681
- ***The Girlfriend from AARP***, 5 Winter Wonderlands Perfect For Non-Skiers
  - UVM: 139,915

Forbes

A Snowier Winter Is Coming. Why U.S. Ski Resorts May Still Need Their Snow Guns



For travelers, a snowier forecast sounds simple: more powder and potentially better skiing. For resorts, it is more complicated.

The Old Farmer's Almanac publishes a long-range winter forecast every year. Its 2026–2027 outlook predicts above-normal snowfall across several major U.S. ski regions, including the Intermountain West, Pacific Northwest, Appalachians, parts of the Northeast and Alaska.

Will natural snow reduce the need for snowmaking? I interviewed ski resorts, mountain hotels and operators in regions looking forward to a snowier-than-normal winter to learn what they expect this season.

# Highlights - October Organic Coverage

- ***Travel + Leisure***, These Under-the-radar Small Towns Are Some of America's Best-kept Secrets—With Wild Landscapes and Fascinating History
  - UVM: 13,897,660
- ***KTVZ***, Mt. Bachelor See's Overnight Snowfall
  - UVM: 296,236
- ***MSN,*** Four West Coast Museums that Turn a Storm Day into the Best Day of Your Trip
  - UVM: 66,154,582
- ***AOL***, Inches of Snow Bring Winter Stoke to Mt. Bachelor, Oregon
  - UVM: 19,477,756
- ***POWDER Magazine,*** Mt. Bachelor Welcomes Winter to Central Oregon
  - UVM: 594,353
- ***POWDER Magazine***, Ski Resorts Across the PNW and Western Canada Score Solid Start to Winter With More Snow on the Way
  - UVM: 594,353



TRAVEL+ LEISURE

These Under-the-radar Small Towns Are Some of America's Best-kept Secrets—With Wild Landscapes and Fascinating History

Travel today is as much about finding what hasn't been discovered as it is about seeing what everyone else already has. In an era of geotags and influencers, there's something deeply satisfying about stumbling upon a place that still feels like a secret.

Small towns have long offered that kind of magic. Beyond the crowds and bucket lists, they reward curious travelers with a sense of place that's difficult to manufacture. RVshare, an RV rental platform, published a list of under-the-radar small towns where that feeling comes to life, and history and character go hand in hand. Each town on RVshare's list had fewer than

# Press Conversations & Opportunities

## MEDIA OUTREACH

- Pitched stories highlighting dark sky tourism offerings and what's new in Central Oregon
  - ***Outside***, Erica Zazo
  - ***Backcountry Magazine***, Greta Close
  - ***The Drake,*** Elliott Adler
  - ***Matador Network***, Jennifer Weintraub
  - ***Elevation Outdoors,*** Aaron Bible
  - ***Adventure Travel Blog,*** *Anna Cook*

- Continued to pitch winter and spring press trips to target media
  - ***Conde Nast Traveler,*** Rebecca Misner
  - ***Travel + Leisure***, Pat Doherty
  - ***Freelance,*** Jill Robbins
  - ***Freelance***, Renee Brincks
  - ***Outside***, Maggie Slepian
  - ***Travel + Leisure***, Evie Carrick



# Press Conversations & Opportunities

## MEDIA OUTREACH

- Conducted local outreach to key media markets (Bend, Eugene, Portland) highlighting *Conde Nast Traveler* Readers' Choice Award Winners

## LEADS

- ***USA Today***, Beth O'Leary Luberecki
  - Family Friendly Luxury Resorts
- ***TravelPulse***, Lacey Pfalz
  - Thanksgiving: Food, Family, Adventure



# October Press Trip

**Terry Ward-** *AFAR, Travel + Leisure, Condé Nast Traveler, Fodor's Travel*

- **Dates**: October 9-13
- **Trip Focus**: Terry's trip focused on showcasing Central Oregon as a fall getaway, highlighting the region's outdoor recreation, local dining, seasonal experiences and family-friendly attractions. With visits to Sunriver, Sisters and Bend, the itinerary offered a well-rounded look at the destination beyond its winter offerings, while also providing insight into what's ahead for the upcoming ski season.

***Feedback:***

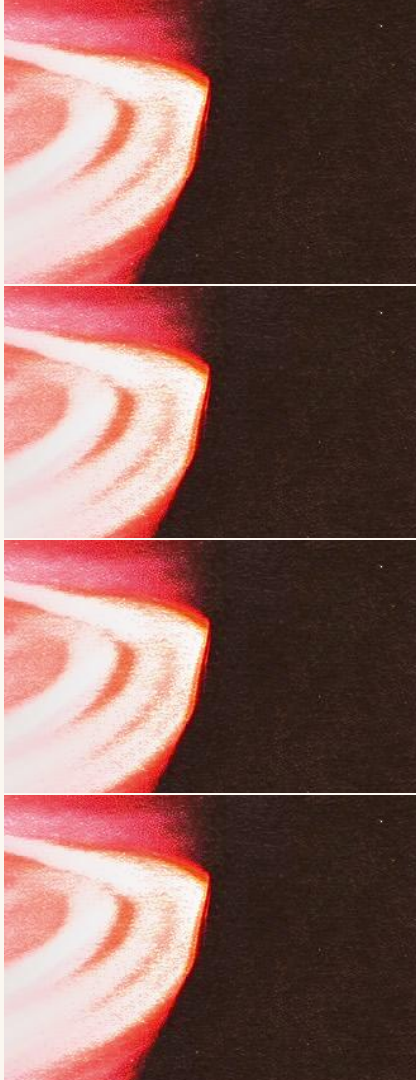
*"All went well with our travels home after a great long weekend in Sunriver! I really enjoyed relaxing at Sunriver and enjoying the house and can easily imagine how cozy that must feel to come back to after a day on Mt. Bachelor's ski slopes! We spent a lot of time in the hot tub, around the firepit and cozy couches and along the creek. Are those houses new? They sure feel it. It was great to meet Presley to hear what's new and the High Desert Museum was a hit for kids and adults alike."*





# Upcoming + Potential Press Trips

- **Sierra Vandervort**, *Travel + Leisure*
  - Interested in a Feb. visit to explore unique wellness offerings and dark sky retreats for road trips
- **Jill Robbins**, *Travel + Leisure, The Saturday Evening Post*
  - Considering prioritizing a visit in 2027
- **Brekke Fletcher**, *Lonely Planet*
  - Interested in attending spring FAM
- **Maggie Slepian**, *Outside*
  - Considering a fall 2027 visit to explore mountain biking trails and dark sky experiences



# What's Next?

**OMS Follow Ups**

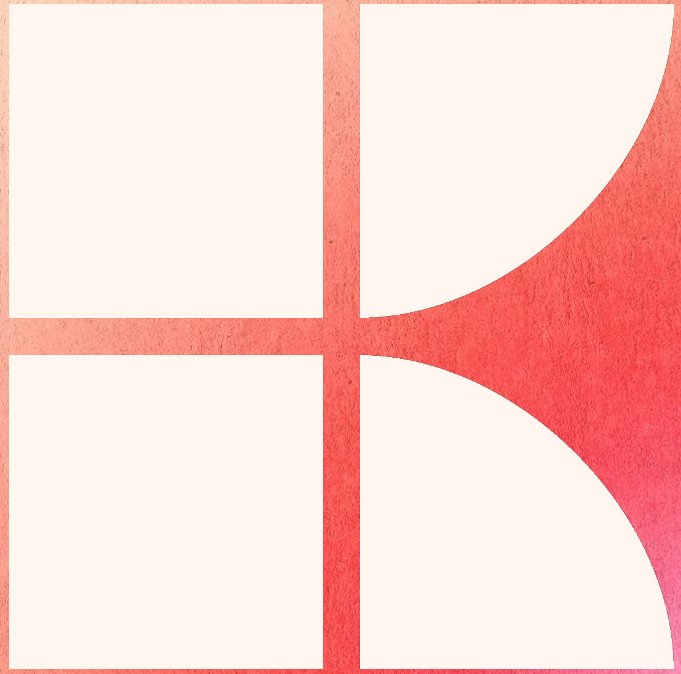
**Pitching Priorities**

- Holiday + winter activities
- Small towns + multigenerational travel
- RVing + Antelope
- Dark skies
- Winter wellness
- Ski resorts + sustainability

**Press Trips**

- Spring FAM outreach
- Winter individual invites

**Continued media monitoring**
**View a clippings report HERE.**



# Thanks!