



FOR IMMEDIATE RELEASE

Oct. 30, 2023

Contact:

Katie Johnson, Visit Central Oregon, 541-389-8799, katie@visitcentraloregon.com

Zack Hall, DVA Advertising & PR, 541-876-6811, zack@dvaadv.com

CENTRAL OREGON: WHERE WINTER ADVENTURES AWAIT

With its breathtaking natural setting, endless, culinary explorations, and more, Central Oregon is always a gateway to seasonal excitement

(SUNRIVER, Ore.) — Central Oregon’s snow-capped Cascade Peaks and bluebird days have long provided a winter playground for those seeking adventure. Sure, Central Oregon is a magnet for adventure-seekers 365 days a year. But when the seasons begin to turn, hearty travelers from both near and far eagerly anticipate the thrills that winter in Central Oregon brings.

Whether an expert carver or new to the slopes, [Mt. Bachelor](#) – North America’s sixth-largest ski and snowboard resort – will offer seemingly infinite terrain to explore. Recently nominated by the USA Today 10Best Readers Choice Awards for [Best Ski Resort](#) and [Best Place for Snowboarding](#), Mt. Bachelor is set to debut the highly anticipated [Skyliner Express 6-pack chairlift](#) in December, increasing the lift capacity by 50 percent.

The corduroy trails of the Mt. Bachelor Nordic Center and the Deschutes National Forest beckon to cross-country skiers, hikers, snowshoers, and motorheads with miles of trails. For an altogether different perspective, snowshoers and Nordic skiers can adventure under the stars. Tap a local expert, such as [Wanderlust Tours](#), for an exceptional guided experience that shares all the beauty of Central Oregon.

When it’s time for a break from the chill of winter, Bend, Central Oregon’s largest city and cultural heartbeat, is a hub for foodies and beer connoisseurs. Portland’s beloved [Fire On The Mountain](#) will be opening its first Central Oregon location in October, joining a slew of other

notable dining additions, including [Bar Rio](#), [Cascade Lakes' on Reed Market](#), [Dear Irene](#), [Hook & Plow](#), and [Lady Bird](#). Interesting culinary explorations await in every corner of Central Oregon, including Redmond and Sisters. In fact, Guy Fieri recently featured [Feast Food Co.](#) and [Grace and Hammer](#) in Redmond, as well as [High Camp Taphouse](#) in Sisters, on his show Diners, Drive-Ins and Dives.

Central Oregon might be a mecca for outdoor recreation, but it also offers an array of activities that showcase the arts and culture of the region, too. For instance, the award-winning [High Desert Museum](#) is a fascinating place to learn about the history, culture, and wildlife of Central Oregon. In addition to its endless permanent exhibitions, the High Desert Museum will offer exciting temporary exhibitions this fall and winter. Those include: “Wolves: The Photography of Ronan Donovan” (Oct. 21-Feb. 11) – an intimate look into the lives of wild wolves through the lens of the decorated National Geographic photographer – and famed artist Andy Warhol’s Endangered Species Collection (Dec. 9-April 7).

Some of Central Oregon’s most beloved events bring the community together each fall and winter, too. For more than 50 years, Sunriver Resort has hosted the [Sunriver Traditions](#), a holiday celebration that includes the Grand Illumination tree-lighting ceremony, a holiday light show, Santa and Mrs. Claus meet-ups, Gingerbread Junction, and much more. Every February, [Oregon Winterfest](#) celebrates winter highlights with light, ice, and fire expositions, live music, amusement rides, food, libations, arts and crafts. This year will also mark the 7th annual [Winter PrideFest](#), a massive and energetic toast to pride, inclusivity, and love of the outdoors.

Where to stay depends on the adventure that brings you to town. Whether you're coming for a ski trip with friends and family or looking to relax and recharge, there is a place for everyone.

[Tetherow Resort](#) was recently recognized as the No. 1 resort in the Pacific Northwest by the Condé Nast Traveler 2023 Readers' Choice Awards, a list that also includes [Sunriver Resort](#) and [Brasada Ranch](#). From upscale urban stays such as [The Oxford Hotel](#) in Bend to quaint-yet-sophisticated lodging like [The Cottage Inn at Sisters](#) to quiet retreats like [Black Butte Ranch](#) and [FivePine Lodge and Spa](#) in Sisters, Central Oregon has an array of options with memorable settings and abundant activities.

Don’t sleep on Redmond, Central Oregon’s burgeoning hub city. Sunset Magazine picked Redmond as a “[Best City Getaway](#)” in the West in the 2023 Sunset Travel Awards, and downtown’s [SCP Redmond Hotel](#) as among the “[Best Lodging for Nature Lovers](#).” Speaking of the Sunset Travel Awards, [Central Oregon Astro Tourism](#) was also selected among the West’s

[“Best Adventure Trips”](#) for 2023 and offers a great idea on how to experience Central Oregon’s dark skies.

“The timeless natural beauty of Central Oregon combines perfectly with outdoor adventure, culinary exploration, and the region’s art and culture, to create a truly unique winter getaway,” said Julia Theisen, CEO of Visit Central Oregon. “With the wide range of excursions and snow-filled experiences, there is so much to do and so much to explore.”

Central Oregon has never been easier to reach, either. Already offering direct daily flights to every major Western hub, Central Oregon’s [Redmond Municipal Airport \(RDM\)](#) recently added three new flights this upcoming season. Alaska Airlines will bring back daily non-stop air service between Portland and Redmond on Wednesday, Nov. 29. Avelo Airlines has also added non-stop flights to Las Vegas’ Harry Reid International Airport (LAS) and Charles M. Schulz-Sonoma County Airport (STS) in Santa Rosa, Calif.

For more information on Central Oregon Activities, lodging, and experiences visit visitcentraloregon.com.

ABOUT CENTRAL OREGON:

Located on the eastern slopes of the Cascade Range, where vast forests give way to the arid high desert, Central Oregon is characterized by year-round adventure, authenticity, inspiration, and environment. From the towering peaks of the Cascades to the pristine waters of the Wild & Scenic Deschutes River, and the more urban experiences of Bend, Sunriver, and Redmond, to the rural charms of Sisters, La Pine, Prineville, Madras, Warm Springs, and Maupin, Central Oregon offers a perfect mix of recreation and sophistication. Barely three hours from Portland, and with daily direct flights from eight major markets, getting to Central Oregon is a breeze. For more information visit www.visitcentraloregon.com or call 800-800-8334.

#