



# VISIT CENTRAL OREGON FEBRUARY 2024 PR RECAP March 19, 2024



DVA ADVERTISING & PUBLIC RELATIONS



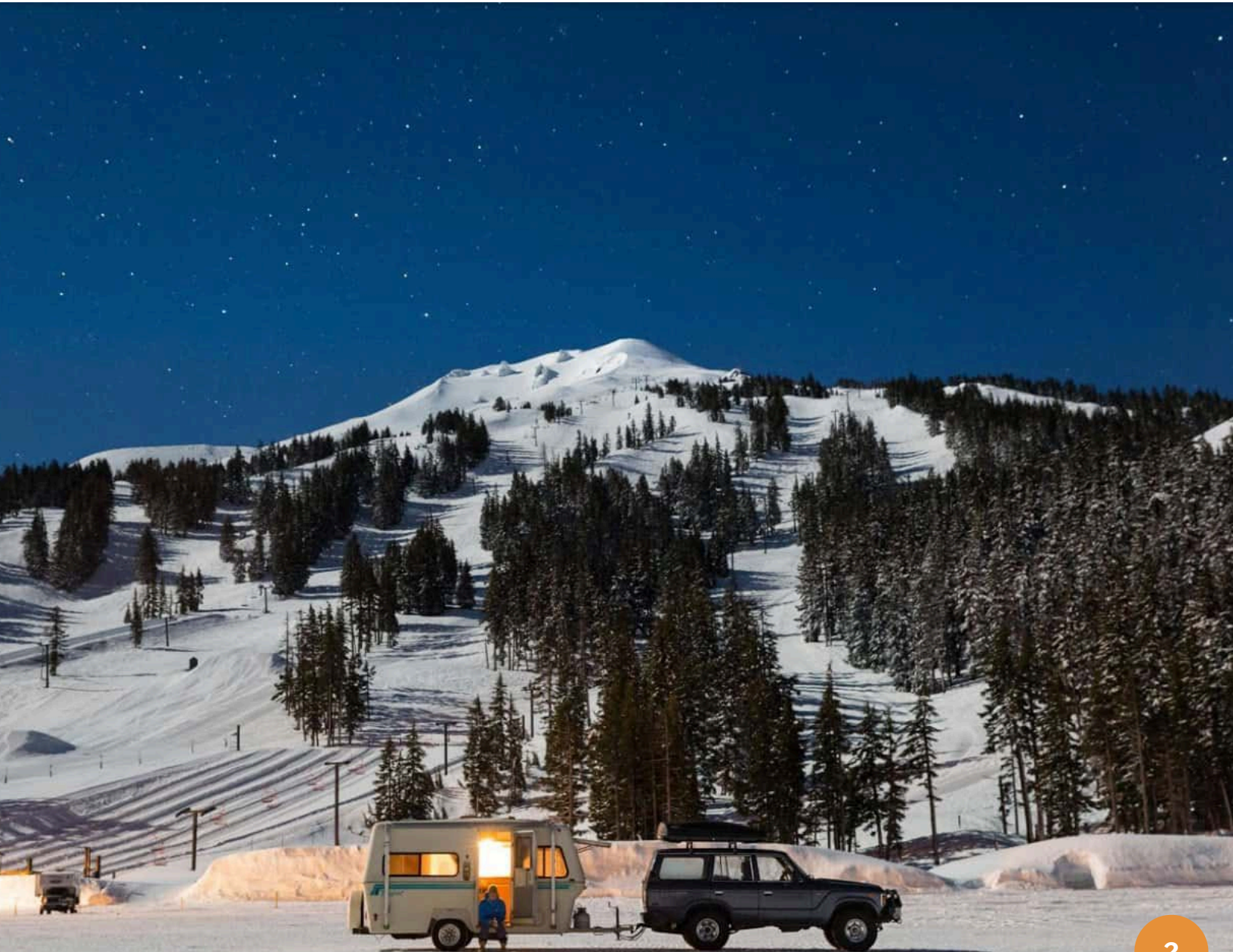
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# MEDIA OUTREACH



# MEDIA OUTREACH & ACTIVITIES

Following is an overview of some notable media outreach during the month, with next steps, action items, and deliverables noted where appropriate.



**Golf Courses:** Submit four Central Oregon golf courses for consideration by judges in the USA Today 10Best Readers Choice Awards.



**Gwyn & Ami Manser:** Planning & coordination of a March 7-10 visit from LGBTQ+ influencers Gwyn & Ami.



**Anthony & Marlie:** Coordination of a Feb. 4-7 visit from BIPOC influencers Anthony & Marlie of Traveling While Black.



**Winter Pridefest:** Recommendations, assistance, and coordination of elements of a Travel Oregon-led Winter PrideFest LGBTQ+ FAM.



Content development & FAM planning, including:

- AdventurUS Women May camp – influencer collab coordination
- Texas & Arizona virtual media event planning & execution
- Dallas FAM – invitation list, itinerary, planning
- Winter FAM
- Arts & Culture FAM – invitation list, itinerary, planning
- Stargazing FAM



# KEY DELIVERABLES



# WINTER RECREATION FAM – FEB. 6-9



**Jenny Nunn**, freelance writer & editor based in San Francisco



**Laura Kiniry**, freelance travel writer based in San Francisco



**Ben Davidson**, freelance writer & photographer based in Marin County



**February 6 - 9, 2024 - Winter Media FAM**

Attending Media:

[Jennie Nunn - jennie.nunn@gmail.com](mailto:jennie.nunn@gmail.com)

[Laura Kiniry - laura.kiniry@gmail.com](mailto:laura.kiniry@gmail.com) - 415-516-6191

[Ben Davidson - bendavidsonphoto@gmail.com](mailto:bendavidsonphoto@gmail.com) - 415-250-9941

\*\*\*Dietary Restrictions: Jennie Nunn & Ben Davidson are both pescatarian/vegetarian \*\*\*

**Primary Contacts:**

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**Visit Central Oregon**

Katie Johnson

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**Sunriver Resort**

Lindsay Borkowski

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**Shuttle Oregon**

Brian Meadows

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e: [ride@shuttleoregon.com](mailto:ride@shuttleoregon.com)

**Social:**

[Visit Central Oregon - @visitcentraloregon](https://www.instagram.com/visitcentraloregon)

[Sunriver Resort - @sunriverresort](https://www.instagram.com/sunriverresort)

[High Desert Museum - @highdesertmuseum](https://www.instagram.com/highdesertmuseum)

[Wanderlust Tours - @wanderlusttours](https://www.instagram.com/wanderlusttours)

[Shuttle Oregon - @shuttle\\_oregon](https://www.instagram.com/shuttle_oregon)

[Dear Irene - @dearirenebend](https://www.instagram.com/dearirenebend)

[Mt. Bachelor - @mtbachelor](https://www.instagram.com/mtbachelor)

[Oregon Trail of Dreams](https://www.instagram.com/oregontrailofdreams)

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[Visit Central](https://www.visitcentraloregon.com)

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# AZ & TX VIRTUAL MEDIA EVENT – FEB. 21, 2024

## CENTRAL OREGON MEDIA EVENT

February 21, 2024

1-3 p.m. PST  
2-4 p.m. MST  
3-5 p.m. CST

HIGH DESERT  
MUSEUM  
BEND, OREGON

SUNRIVER  
RESORT

CENTRAL  
OREGON

Mt.  
Bachelor

GRANT TANDY

NAME	OUTLET/ROLE	MARKET	INTERESTS/FOCUS
<a href="#">Aitchais Olivia Ebrotie</a>	Influencer	Dallas	Travel; New destinations/flights
<a href="#">Owais Durrani</a>	Texas based culture/sports/food brand <a href="#">@texastasty</a> and <a href="#">associated blog</a> .	Dallas	Food/culture/recreation
<a href="#">Teia Collier</a>	Dallas Influencer/Freelance	Dallas	Family Travel
<a href="#">Erin Kennedy</a>	My Thirty Spot	Phoenix	Female travel
<a href="#">Becca Hensley</a>	Freelance	Austin	Arts and Entertainment, Fashion, Food and Dining, Travel
<a href="#">Allison Waken</a>	Freelance/Content Creator	Phoenix	Golf, family travel, culinary
<a href="#">Jennifer Simonson</a>	Freelance/Family Travel	Austin	All things Texas and Mexico, wine regions, Americana, Latin American luxury, surfing - all the good stuff

# TRAVELING WHILE BLACK – FEB. 4-7

## INFLUENCER VISIT

twbseattle

Following

Message

+ ...

711 posts

13.1K followers

793 following



### MEDIA ITINERARY

[Traveling While Black](#) - Anthony & Marlie Love  
[travelingwhileblackseattle@gmail.com](mailto:travelingwhileblackseattle@gmail.com) - 636-751-5680  
Sunday, Feb. 4 - Wednesday, Feb. 7

#### Contacts:

##### DVA Advertising & PR:

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Mt. Bachelor:

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#### Social:

[Visit Central Oregon](#) - [@visitcentraloregon](#)  
[Willamette Valley Vineyards](#) - [@Willamettebend](#)  
[The Oxford Hotel](#) - [@Oxfordhotelbend](#)  
[Cafe Sintra](#) - [@sintrainbend](#)  
[High Desert Museum](#) - [@highdesertmuseum](#)  
[Jia Asian Kitchen](#) - [@jiastreetkitchen](#)  
[Old Mill District](#) - [@oldmilledistrict](#)  
[Lady Bird](#) - [@ladybird\\_bend](#)  
[Great Harvest Bakery](#) - [@greatharvestbend](#)  
[Mt. Bachelor](#) - [@mtbachelor](#)  
[Drake Restaurant](#) - [@drakedowntownbend](#)

#### SUNDAY, FEBRUARY 4

**Rental Car:** [Enterprise Rental Car](#) - Confirmation Number: 1357151816  
You will have to provide a credit card at check in but retain receipt for reimbursement. (You should have received an email confirmation)

**Lunch:** [2:30 p.m. - Willamette Valley Vineyards](#)  
**Address:** 916 NW Wall St., Bend  
**Phone:** 541-306-6000  
Willamette Valley Vineyards has brought the Oregon winery experience to Central Oregon with its new downtown Bend tasting room, which opened in December. The Bend Tasting Room & Restaurant offers world-class, sustainably made wines

**Activity:** [10 a.m. - High Desert Museum](#)  
**Address:** [59800 US-97, Bend](#)

**TUESDAY, FEBRUARY 5**  
**Breakfast:** [Great Harvest Bakery \(at your leisure\)](#)  
**Address:** [835 NW Bond St](#)



# COVERAGE & MENTIONS



# MONTH / QUARTER / YTD METRICS

The following is a summary of editorial value of coverage for the month, quarter, and YTD, as reported through the Muck Rack media monitoring service.

## FEBRUARY 2023

Mentions	Reach/UVPM	Value
41	519.4m	\$334,900

## Q3 2023-24

Mentions	Reach/UVPM	Value
102	835M	\$664,400

## FY 2023-24 YTD

Mentions	Reach/UVPM	Value
736	3.32b	\$2,145,935





Read the whole story [HERE](#)

NORTHWEST

TRAVEL & LIFE

FEATURED

# Arts & Culture Thrive in Central Oregon

by Emily Molina   Feb 9, 2024 Updated Feb 9, 2024   4 min to read



Visit Bend

Long touted as having some of the best outdoor recreation in the Northwest, there’s a lot more to Bend, Oregon, than meets the eye. If you have yet to experience the arts and culture scene there—you don’t know quite what you are missing.

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# A DIFFERENT SIDE OF SASQUATCH


Travel Oregon

Date: Feb. 13, 2024



Read the whole story [HERE](#)





Things To Do » Attractions » Museums » Artwork,  
Animal Encounters and a Different Side of Sasquatch

## ARTWORK, ANIMAL ENCOUNTERS AND A DIFFERENT SIDE OF SASQUATCH

Visit the High Desert Museum in Bend for a fresh  
look at Bigfoot.

Lucas Alberg, Author

February 13, 2024



# OREGON SKI AREA OPENS 22' HALFPIPE

Powder & Yahoo.com

Date: Feb. 21, 2024



Read the whole story [HERE](#)

≡

POWDER

NEWSRESORTSPHOTOGRAPHY

Q

TRENDING NEWS

## Oregon Ski Area Opens 22 Foot Halfpipe

"Get ready to drop in."

Ian Greenwood • Feb 21, 2024

Mt. Bachelor, Oregon's 22-foot halfpipe is open and ready for action, according to a post shared by the resort on Instagram earlier today.

mtbachelor and woodwardbachelor

144K followers

View profile

13

# A HIGH DESERT OASIS

Forbes.com  
Date: Feb. 27, 2024



Read the whole story [HERE](#)

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FORBES > LIFESTYLE > TRAVEL

# This High Desert Oasis Offers Adults-Only Bungalows And Panoramic Views Of The Cascades


Elizabeth Brownfield Contributor @  
*I explore cultures and cuisines near and far.*

Follow

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Feb 27, 2024, 11:00pm EST



Brasada Ranch outside of Bend, Oregon COURTESY OF BRASADA RANCH



# NOTABLE FEBRUARY CLIPPINGS

Following is a list of some of the notable editorial stories and coverage for the current month, including date, outlet, headline, and URL link.

DATE	OUTLET	HEADLINE	
2/1/24	Bend Magazine Online	7 Romantic Getaways in Bend and Central Oregon - Bend Magazine	<a href="#">LINK</a>
2/4/24	Multiple Outlets	There's plenty to explore while skiing or snowshoeing to Paulina Falls	<a href="#">LINK</a>
2/5/24	Pommie Travels	10 Best Ski Resorts in North America	<a href="#">LINK</a>
2/6/24	1859 - Oregon's Magazine	Oregon's Top 8 Places to Stargaze	<a href="#">LINK</a>
2/7/24	InPickleball	Pickleball Paradise: Top Destinations for Pickleball Enthusiasts	<a href="#">LINK</a>
2/8/24	SFGate	A Central Oregon outdoor lover's dilemma: Nordic ski or mountain bike?	<a href="#">LINK</a>
2/8/24	dailypassport	These Are America's Strangest Natural Wonders — Daily Passport	<a href="#">LINK</a>
2/9/24	The Ashland Chronicle	15 Incredible Caves in Oregon (From Popular to Hidden Treasures)	<a href="#">LINK</a>
2/9/24	Northwest Travel & Life	Arts & Culture Thrive in Central Oregon	<a href="#">LINK</a>
2/13/24	Travel Oregon	Artwork, Animal Encounters and a Different Side of Sasquatch	<a href="#">LINK</a>
2/15/24	Active Rain	Why Should Bend Oregon be your Next Home?	<a href="#">LINK</a>
2/18/24	Go Mad Nomad	6 Reasons to Visit Bend in Central Oregon	<a href="#">LINK</a>
2/18/24	NewsBreak	The Best of Bend: Outdoor Adventures, Craft Brews, and More	<a href="#">LINK</a>
2/20/24	Lovable Vibes	Best Breweries In Oregon To Visit	<a href="#">LINK</a>
2/21/24	Yahoo Lifestyle	Oregon Ski Area Opens 22 Foot Halfpipe	<a href="#">LINK</a>
2/23/24	Eclips	Visit Shaniko and Kent, the Oregon ghost towns north of Bend	<a href="#">LINK</a>
2/24/24	WORLD ATLAS	7 Top-Ranked Towns in The Pacific Northwest for Retirees	<a href="#">LINK</a>
2/26/24	Oregon Kid	It's Never Too Late To Start Planning Your Spring Break Getaway In Oregon	<a href="#">LINK</a>
2/27/24	SnowBrains	Mt. Bachelor, OR, Report: Soft Snow and Incredible Trees	<a href="#">LINK</a>
2/28/24	Travel, The	10 Scenic Small Towns Right Next To Major State Parks	<a href="#">LINK</a>
2/28/24	Forbes Online	This High Desert Oasis Offers Panoramic Views Of The Cascades	<a href="#">LINK</a>
2/29/24	Travel, The	10 Alternatives To Natural Wonder Tourist Traps	<a href="#">LINK</a>
2/29/24	Vacationer	Campfire Hotel Set to Host Fun Events to Celebrate Winter PrideFest	<a href="#">LINK</a>

# THANK

# YOU



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