

RECENT MEDIA CLIPS

Mt. Hood Territory works with media in target markets around the globe to promote Clackamas County. This includes hosting them on familiarization (FAM) tours, providing key information such as new product offerings or photos and keeping our partners at Travel Oregon up-to-date on everything our partners are doing. Here are a few recent articles from our international markets.

Travel Today/ Tabs on Travel (Australia) | Night Ski USA

Weixin (China) | [Tired of popular attractions? Explore the secrets of Oregon together](#)

Allo Ciné (France) | [10 famous hotels seen in movies](#)

America Journal Online (Germany) | [175 years Oregon Trail](#)

Visit our [In the News](#) page for more curated media clips.

TABS ON
**TRAVEL
TODAY**

Wed 04 Jul 18 p9



Night Ski USA

Mt Hood Ski Bowl features the largest night ski area in the USA, advises Travel Oregon's local rep Canuckiwi, with 34 fully lit runs. Located an hour east of Portland, Mt Hood Ski Bowl also offers a Snow Tube and Adventure Park for families during the day, as well as cosmic tubing at night for those who'd rather not ski. See skibowl.com

MID-WEEK TRAVEL NEWSWIRE PRESS RELEASE

In order to boost the exposure and success of Mt. Hood Territory's winter mid-week ski and lodging deals, the PR team created a [press release distributed through Newswire](#). The release was published on January 18, 2019 and has so far been exactly published 175 times with a daily potential audience of 82.5M readers.

DESKSIDE TOUR RECAPS

Sacramento | January 7-11

PR met with Sacramento-area media through one-on-one appointments the week of January 7, a first for any destination PR team in Oregon. These new relationships will provide Mt. Hood Territory a stronger presence in the Sacramento market (a primary market for us), as well as media contacts who can help publish in the Bay Area, a geographic region flooded with Oregon destination PR activity, making it difficult to maneuver. Outlets the media contribute to include Sacramento Magazine, Sacramento Bee, Backpacker, Napa Valley Register, VIA, Sunset, San Francisco Chronicle, Travel + Leisure, National Geographic, Sacramento Business Journal, Wine Enthusiast, The New York Times, Washington Post, and Outword. Media were generally most interested in new cycling and mountain biking opportunities, water recreation, food/farms (since Sacramento is known as [America's Farm-to-Fork Capital](#)), family activities, Native American history and fishing. Media are already pitching editors and planning research in Mt. Hood Territory. Updates coming soon via media trip announcements and press clipping links.

Phoenix | February 25-March 1

PR also met with Phoenix and Valley-based media the week of February 25, the second deskside tour in this investment market. Most Phoenix media were most interested in writing destination

pieces from the angle of where Phoenicians can travel via a quick, direct flight to escape Phoenix's heat. Phoenix-centric outlets that have already voiced interest in a destination piece about Mt. Hood Territory as a result of this trip are [The Arizona Republic](#) (Phoenix's largest newspaper), [Phoenix Magazine](#) (has an Escapes section) and [Phoenix Home and Garden Magazine](#) (has one travel issue each year).

PHOENIX PR-ABLE ACTIVATION

With the TDC's approval, BPN has moved forward with fully vetting costs for a Phoenix pop-up event with a vending machine and other activities. BPN and the marketing team are also moving forward with brainstorming vending machine item ideas.

INTERNATIONAL MEDIA MARKETPLACE HIGHLIGHTS

Both Annie and Casey attended International Media Marketplace NYC on January 24, 2019. The day was broken into four one-on-one sessions with a total of 24 possible appointments per attendee in addition to several networking breaks and lunch offering additional meeting opportunities. With two attendees, Mt. Hood Territory met with roughly 50 media, from editors of national outlets and freelancers to regular contributors to west coast publications and bloggers/videographers. Confirmed assignments have already come out of this event, including a [Lonely Planet](#) guidebook highlighting wine and unique activities around the Portland area and Willamette Valley. Updates coming soon via media trip announcements and press clipping links.



Annie, Sylke (Tualatin Valley) and Casey at International Media Marketplace NYC, Jan. 2019

AUSTRALIANS LEARN MT. HOOD INSIDER TIPS FROM POPULAR OCEANIA SKI BLOG

PR has been working with Oceania ski media Rachael Oakes-Ash to provide Insider Guide content for [SnowsBest.com](#), a ski and snowboard news, views and global snow travel website from Australia's leading ski journalist @misssnowitall. SnowsBest.com published our first insider piece in late December, [Insider Guide to Mt. Hood Oregon with Erika Vikander](#). PR secured the piece and liaised between Snowsbest.com and Erika, but all responses are Erika's for authenticity. Rachael has expressed interest in publishing additional Mt. Hood guides, which will provide ongoing opportunities to underscore Winter Shop messaging in the Oceania market.

RECENT MEDIA ASSISTANCE

- A photography editor from [VIA Magazine](#) reached out requesting assistance finding Molalla Farm Loop photos. They plan on including the farm loop in their May/June issue. PR provided photos crediting mthoodterritory.com. VIA Magazine encourages travel and road tripping and reaches several of Mt. Hood Territory's primary markets.

- Rob Bhatt, who had been editor at AAA Journey Magazine (Washington State’s AAA publication) reached out to notify Mt. Hood Territory that he is now freelancing and would like to be in touch about story ideas he could pitch to regional outlets. It’s also worth noting that he will still regularly contribute to Journey.
- Laura Reilly reached out through our general inquiries email address. She is the new managing editor for [Matador Network](#) (943,042 unique monthly visitors). She recently moved from NYC to San Francisco for the position and is interested in meeting West Coast PRs. Matador is a target outlet for PR, and PR has been in touch with Laura in order to work out a media trip and resulting destination piece.

REGION UPDATES

Mt. Hood and Columbia River Gorge

Mt. Hood Territory recently hosted two media familiarization (FAM) tours in partnership with the Hood-Gorge Region and Travel Oregon.

- The first supported a journalist and photographer on assignment for [V de Volaris Magazine](#) (Volaris inflight magazine!) with a confirmed 5-7-page story and images. Circulation is 44,000 and readership is 440,000+. The story is scheduled to run in fall 2019 and highlight winter travel and activities in Oregon.
- The second aided freelance journalist [Gijs Hardeman](#) from The Netherlands. He was in Oregon generating several articles focusing on skiing and surfing.

The PR team also regularly contributes to the Hood-Gorge blog. The most recent post promoted [winter on the mountain and car free travel](#). The next one will promote mid-week visitation.

Willamette Valley Visitors Association

Mt. Hood Territory worked with the Willamette Valley Visitors Association to expand their [Cellar Season content](#), especially important since the Mt. Hood Territory website receives regular referrals from the Oregon Wine Country website, so building on that momentum is a “low hanging fruit” strategy for the PR team.

Portland Region

Members from several of the Portland Region’s PR teams attended [International Media Marketplace in NYC](#) with the aid of Portland Region joint funds. While they were there representing their individual DMOs, there will be much collaboration resulting from the meetings, with PRs meeting to discuss a strategy for hosting some media as a region.