

#### RECENT MEDIA CLIPS

**Alaska Beyond** | [Small-Town Charms](#) (page 136)

*Result from pitching local freelance writer and resulting media trip.*

**Y Travel Blog (Oceania)** | [13 Adventures on Your Oregon Road Trip Not to Miss](#)

*Result from International Media Marketplace Sydney and ongoing relationship with Australian bloggers.*

**Lonely Planet** | [Where to Find Sasquatch in the Pacific Northwest](#)

*Result from Lawrence PR pitch to one of their existing media contacts.*

**The Daily Beast** | [This Mountain West Road Trip is One of America's Most Underrated](#)

*Result from Lawrence PR pitch to one of their existing media contacts.*

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

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#### THANKS FOR EVERYTHING, CASEY KNOPIK!

It is with mixed emotions that everyone on staff says goodbye to tourism specialist Casey Knopik. Casey spent over four years at Clackamas County Tourism, beginning on the development team, where he earned a DMO Rising Star Award from U.S. Travel Association, and transitioning over to marketing a couple of years ago. He has helped or contributed to numerous award winning campaigns and promotions.

Casey accepted a communications professional position at Pacific Northwest National Laboratory (PNNL) in Richland, WA, where he will be closer to his wife's and his family. His first day at PNNL was Monday, December 16. We are excited for his new adventure, but so sad to no longer have him and his talents in the office with us.



For any communications questions or needs, you may continue reaching out to PR and communications lead Annie Bailey Austin at [annie@mthoodterritory.com](mailto:annie@mthoodterritory.com).

## THE CONTENT TEAM IS ROCKING ORGANIC ENGAGEMENT ON FACEBOOK LIKE IT'S 2017!

Over the past few months, the Content Team has seen a resurgence in Facebook reach and engagement, with organic numbers from both that are more reminiscent of what was seen in 2017 prior to the "death of organic." Mt. Hood Territory continues see the highest engagement of any other Oregon DMO. Mt. Hood Territory is able to reach much higher engagement with other with fewer posts, saving staff time and maximizing efficiencies.







Pages to Watch

Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Engagement ⓘ

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
<div>1</div> <div>  <div>Visit Tualatin Valley</div> </div>	<div>488K</div> <div></div>	<div>0%</div>	<div>20</div>	<div>24K</div> <div></div>
<div>2</div> <div>  <div>Travel Oregon</div> </div>	<div>467.9K</div> <div></div>	<div>▲4.3%</div>	<div>7</div>	<div>18.4K</div> <div></div>
<div>3</div> <div>  <div>Visit Bend Oregon</div> </div>	<div>186.6K</div> <div></div>	<div>0%</div>	<div>9</div>	<div>14.9K</div> <div></div>
<div>YOU</div> <div>4</div> <div>  <div>Oregon's Mt Hood Territ...</div> </div>	<div>172.6K</div> <div></div>	<div>▲0.1%</div>	<div>7</div>	<div>53.4K</div> <div></div>
<div>Keep up with the Pages you watch.</div> <div>Get More Likes</div>				
<div>5</div> <div>  <div>Travel Portland</div> </div>	<div>165.5K</div> <div></div>	<div>▲5.6%</div>	<div>5</div>	<div>3K</div> <div></div>
<div>6</div> <div>  <div>Eugene, Cascades &amp; Co...</div> </div>	<div>73.2K</div> <div></div>	<div>0%</div>	<div>6</div>	<div>7.5K</div> <div></div>

See More Pages

## WINTER EDITION OF CLACKAMAS COUNTY CULTURAL GUIDE HIGHLIGHTS INDOOR FAMILY ACTIVITIES

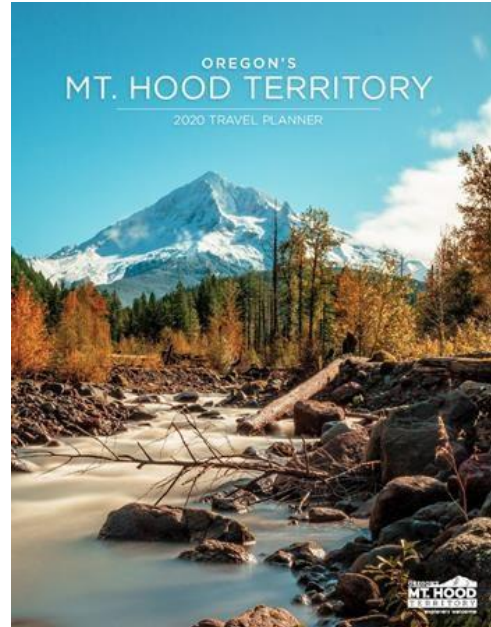
As part of our partnership with Pamplin Media publishing a quarterly cultural guide for the county, Mt. Hood Territory is provided space for one article and one ad. This winter's article that the Content Team created highlights wintertime family activities to enjoy throughout Mt. Hood Territory, no snow required. Look for it throughout the county or [read it here](#).

## MT. HOOD TERRITORY'S 2020 TRAVEL PLANNER IS HOT OFF THE PRESSES

A big congrats to the Content Team and larger Marketing Team for producing another beautiful travel planner on time and under budget. [Check it out for all new content this year.](#)

Just a few of the TDC's priority messages highlighting sustainability efforts and promoting the work of the development team include:

- Multi-day mountain biking.
- Trails Guide (lesser traveled trails).
- Midweek skiing and boarding.
- Additional heritage/culture content (a new Local Faves section).
- Stronger lodging focus with a two-page spread introduction, giving the section as much weight as others.
- More shoulder season representation and photography, especially fall.



## REGION UPDATES

### Travel Oregon Brings Winter Campaign to the North American Bigfoot Center

As part of Travel Oregon's winter campaign highlighting a book they had published about Yeti and Squatch, they took it on a book tour around Oregon, pairing local book stores with celebrities to read the story. One stop that wasn't a bookstore, but was just too perfect, was the North American Bigfoot Center (NABC). On December 8, Travel Oregon NABC hosted an event, and Cliff Barackman, Bigfoot field researcher and co-host of Animal Planet's "Finding Bigfoot," read the new book. Mt. Hood Territory and Hood-Gorge staff attended and saw the event's success firsthand. Over 100 people came to hear Cliff read the story.

### Mt. Hood and Columbia River Gorge Region December Blog Post

The PR team wrote a blog post for hood-gorge.com. With snow in the forecast we covered the [top 10 family-friendly winter activities](#). The activities include Cosmic Tubing, lodging and guided tours.

### Mt. Hood Territory Partners Featured in Travel Portland Visitor Guide

As a partner courtesy, Travel Portland allows input and edits from Mt. Hood Territory staff before publishing their annual visitor guide. Some sites and attractions we were able to call out in their visitor guide include [Mary S. Young Park](#), [Camassia Natural Area](#), [Mt. Talbert Nature Park](#) (all from the Mt. Hood Territory Trails Guide), [Mt. Hood Skibowl](#) and [Cosmic Tubing](#), [Willamette Falls Electric Boat Company](#), [Fat Cupcake](#), [Kyra's Bake Shop](#), [Campbell Lane Winery](#), [Tumwater Vineyard](#), [Pete's Mountain Vineyard & Winery](#), [Lakeshore Inn](#) and [Best Western Plus Rivershore Hotel](#). Mt. Hood Territory works with Travel Portland to switch story ideas and partners out each year. Portland Region partners not covered this year have been covered recently or will be covered soon.