

RECENT MEDIA CLIPS

JettsetterBlog.com | [The Perfect Winter Getaway: Oregon's Mt. Hood Territory](#)

Pickup from TravMedia Winter Shop media alert.

Great Northwest Wine | [Pete's Mountain Winery](#)

Result from proactive pitch and wine submission.

The Herald | [Six Highlights in Your Travel Week | 3 Jan](#)

Result from TravMedia Winter Shop media alert.

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

MEET MT. HOOD TERRITORY MEDIA COLLATERAL'S NEW, UPDATED LOOK

The PR team has designed a new format for the "New and Notable" material. This is given to media on deskside tours, shared digitally and also hosted on the website. The new format will also allow for the document to be easily updated internally with new content. Additionally, the new design is similar to that of Travel Portland's. This allows for them to easily insert our piece with theirs while promoting the Portland Region.

Explorer Trails



Mt. Hood Territory Wine Trail
Visitors to Oregon's Mt. Hood Territory have a new way to find, explore and enjoy the wineries throughout the region with the Mt. Hood Territory Wine Trail. This is a free mobile passport that offers great discounts at 16 wineries. Pete's Mountain in West Linn is the newest wine area on the trail with **Campbell Lane Winery** and **Tumwater Vineyard** joining **Pete's Mountain Vineyard & Winery**. Participants who redeem an offer at eight locations can pick up a stainless steel wine tumbler at the End of the Oregon Trail Interpretive & Visitor Information Center in Oregon City.



Mt. Hood Territory Tap Trail
In the past few years Oregon's Mt. Hood Territory has gone from having a small handful of locations to more than a dozen breweries, four cideries, a distillery and even a meadery. The newest additions to the trail, **The Hive**, **12 Bridge Ciderworks** and **Happy Valley Ciderworks**, highlight the amping up of cider production in the area. Visit 10 of the 16 locations and you can pick up a Mt. Hood Territory Tap Trail stainless steel pint glass at the End of the Oregon Trail Interpretive & Visitor Information Center in Oregon City.



Mt. Hood Territory Heritage Trail
The free Mt. Hood Territory Heritage Trail app is the best way to explore more than 25 heritage sites in Oregon's Mt. Hood Territory. Learn how Portland got its name, or how the Supreme Court decided the fate of an elevator. Experience life on the Oregon Trail, and learn about the history behind the Pacific Northwest and the pioneers that shaped it into the territory it is today! 2018 marked the 175th anniversary of the Oregon Trail and the Heritage Trail includes an Oregon Trail section that explains the significance of nine stops along the pioneers' journey to Oregon.



Hiking Trails
Mt. Hood Territory is filled with amazing trails for every skill and experience level. Visitors to **Wildwood Recreation Site** have a chance to explore natural stream and wetland ecosystems along accessible interpretive trails and boardwalks and observe native fish in a unique underwater fish-viewing chamber. The **Molalla River Corridor and Recreation Area** features new campsites, multi-use trails, day-use areas and swimming holes, which make this a great area for families, groups and individuals to be surrounded by crystal clear rivers, old-growth trees and less populated trails. For a hike with great views head to **Burnt Lake**. You'll be rewarded with a beautiful mountain lake and, if you're lucky, a stunning view of Mt. Hood.

Community Highlight

Oregon City's Personality Shines
Overlooking thundering Willamette Falls, Oregon City features authentic heritage, a picturesque natural setting and a charming Main Street with boutique shops, restaurants and a growing cluster of craft beer and wine tasting options.
Stroll through Oregon City's downtown and it's easy to see why it was one of three winners of the 2018 Great American Main Street Awards. Over the past few years, several new retailers have moved in, including most recently **The House of Rose** which features handmade leather bags and bespoke suits.
Located along the Willamette River is the newly renovated **Best Western Plus Riverside Hotel**, which is a perfect location to relax between days of exploring. Across the street from the hotel, visitors can rent and be their own captain of a boat from the Willamette Falls Electric Boat Co. In the spirit of its timber history, Oregon City embraces the growing national trend of axe throwing. Head to **Feckin' Brewery & Smokehouse**, home to Oregon's first axe throwing establishment. With two dedicated lanes maybe you'll pick up a new hobby!




Farm Spirits

Mt. Hood Territory farms offer a new twist on the popular "farm to table" culture of the region with their own "farm to glass" take. At **THK Creamery**, home of the single-cow cheese, they now produce Cowcokol made from fresh cow's milk. Their vodka is distilled from whey, a byproduct of their cheese-making process, meaning nothing goes to waste.
Kick back with friends at **Our Table Cooperative** during their Farm Friday happy hour. They offer local beer, wine and kombucha from their taps, hot bites from the kitchen and/or wood-fired pizza oven and farm table seating in the atrium and outside.
Visit the year-round farmers market in Oregon City and you'll find **503distilling**, which sells crafted canned cocktails that are perfect for your Oregon adventures. At **Wooden Shoe Tulip Farm & Vineyard**, you'll find more than just flowers. In addition to hosting the largest tulip festival in the state each spring, you'll find a year-round winery and tasting room now offering Wine Wagon Tours, complete with a vino sippy cup for the ride.



Annie Austin - Global PR Manager
annie@mthoodterritory.com
503-473-6545 (cell)

mthoodterritory.com/news

Facebook Twitter Instagram Pinterest YouTube #OMHT

OREGON TRAIL CAMPAIGN CHOSEN FOR ODMO “BEST IDEA PROJECTS” PRESENTATION

The Oregon Trail 175th anniversary campaign was selected to be presented at the January ODMO meeting for the “Best Idea” projects. One segment of the conference includes a review of five to six DMO or RDMO “Best Idea” projects. These projects are often used to help spark ideas and highlight what is possible within the tourism industry.

OCEANIA’S MEDIA GIANT FAIRFAX PICKS UP WINTER SHOP CONTENT

Fairfax Media writer John Rozentals pulled Mt. Hood Skibowl content from the PR team’s recent TravMedia alert. Rozentals estimates that the piece could reach over 115M monthly readers based on the number of Fairfax Media outlets that picked up his “Six Highlights in Your Travel Week | 3 Jan” piece. John Rozentals writes travel, wine and food for a range of Australian internet and print outlets, including Fairfax Regional Media, which uses his material weekly on its 60-or-so largest newspaper-based websites nationally.

JANUARY MEDIA TRIPS

Freelance writer Eric Degerman on assignment will be visiting Mt. Hood Territory from January 17-21 on assignment with Wine Press NW Magazine. He will be gathering information for a full feature on Mt. Hood Territory wineries.

REGION UPDATES

Mt. Hood/Columbia Gorge

The Region has experienced good interest from the desktour tours last year. Currently there are five FAMS in the pipeline, and a handful of other media who are interested in covering the region.

Willamette Valley

The Willamette Valley Visitors Association has started promoting their “cellar season” for the winter. Cellar season is being described as “...the coziest time of year in Oregon Wine Country. Cool, misty weather brings us indoors to the warmth of intimate tasting rooms where we can enjoy that first taste of the new vintage. Share the moment with talented winemakers who finally catch their breath and embrace the calm of this special season.”

Portland Region

The Portland Region is leading the implementation of a statewide PR team calendar. This allows each region to enter the dates that they will be in different markets and any shows they are attending. This information will allow for better collaboration among DMOs and RDMOs.

Travel Oregon

PR participated in the second meeting of the Travel Oregon lead state PR Action Team. This meeting is for RDMOs to gather and share upcoming trips, media contacts and updates.