

TRAVEL OREGON VISITOR GUIDE

The Travel Oregon Visitor Guide is Oregon's key travel decision-making magazine with over 300,000 copies distributed annually. Lodging properties get special rates on expanded lodging listings (basic listings are free). Businesses can purchase space in a full-page Mt. Hood Territory ad.

For Businesses

Purchase one of six business spaces on our full-page Mt. Hood Territory ad. You provide a photo, business info and your priority messaging; our team does the layout, copywriting and design for an itinerary-style ad.

Cost to you: \$450/business, \$350/nonprofit (compare at \$2,785)

To participate: Sign up using our online form

Deadline: January 6, 2023. First come, first served with six (6) spaces available.

For Lodging Properties

Pay to upgrade your lodging listing to an Expanded Lodging Listing. Highlight your property with a photo and 40-word description. Mt. Hood Territory's co-op program will pay 50% of the upgrade cost.

Cost to you: \$432.50 (compare at \$865)

To participate: Contact Betsy at betsyh@mediamerica.net and let her know you would like an Expanded Lodging Listing through Mt. Hood Territory's co-op program.

Deadline: November 22, 2024.

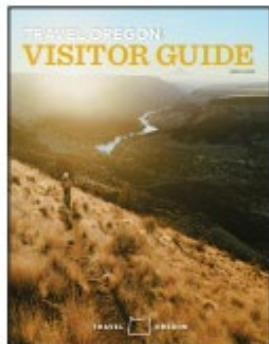
Questions? Contact Ithaca Janzen at
ithaca@mthoodterritory.com or 971-235-1730 (call/text)
mthoodterritory.com/co-op-ad-program



REACH: TRAVEL OREGON VISITOR GUIDE

THE OFFICIAL TRAVEL OREGON VISITOR GUIDE

THE AWARD-WINNING DEFINITIVE OREGON VACATION PLANNING TOOL



Travelers are looking for ideas and inspiration when thinking about a vacation. Travel Oregon's Official Visitor Guide provides consumers with details on outdoor recreation, food and drink, culture and heritage, family experiences, regional travel suggestions and local picks. Make sure your marketing message is seen by travelers while they are making these decisions. Your ad will be aligned with relevant content and photography leading readers to take action to plan their trip.

DISTRIBUTION

300,000 copies printed annually for year-round distribution and inquiry fulfillment supporting Travel Oregon's slightly less than \$10 million biannual integrated marketing campaign.

65% OREGON

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Director Park and all official Travel Oregon State Welcome Centers
- Oregon Rest Area Visitor Kiosks: Brookings, Manzanita, Gettings Creek, Oak Grove, Santiam, French Prairie Southbound & Northbound, Multnomah Falls, Government Camp, Boardman
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Select attractions throughout Oregon

17% ELSEWHERE

WASHINGTON

- Vancouver, WA visitor locations
- Seattle Airport Information Center
- Seattle City Center Visitor Center
- Washington State Ferries - Full System
- Seattle Cruise Terminal - Pier 66/30
- Boeing Tour Center

CALIFORNIA

- California state Welcome Centers: Collier, San Francisco, Pismo Beach
- San Francisco Union Square

BRITISH COLUMBIA

- Vancouver International Airport
- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system - all routes

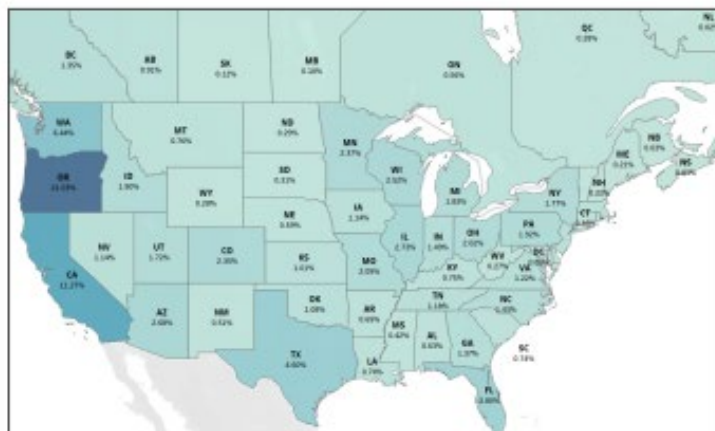
CORPORATE

Distribution at various corporate locations in Phoenix, Seattle, San Jose/Santa Clara, Los Angeles, San Diego and Orange County

18% DIRECT REQUEST

Sent to visitors throughout the U.S. and Canada via TravelOregon.com or the 800 customer service number.

(See map below for the number requested by each state or province.)



ONLINE VIEWING

- Digital edition available for viewing at TravelOregon.com optimized for iPads, android tablets and smart phones.
 - 13,000+ users
 - More than 500,000 pageviews
 - 32 average pages per session
 - 88% new sessions
 - 6:14 average minutes per session

2024 BONUS DISTRIBUTION

The digital edition will be sent to all subscribers of Oregon Business and Oregon Home magazines inspiring Oregonians with ideas to explore their own backyard!

PAST ADS: TRAVEL OREGON VISITOR GUIDE

A RIVER OF ADVENTURE, A MOUNTAIN OF FUN

Discover outdoor wonders, friendly farm animals, delicious drinks and vibrant communities less than an hour from Portland. Here are a few don't-miss spots, from the slopes of Mt. Hood to Willamette Valley farms.



MT. HOOD SKIBOWL WINTER & SUMMER RESORT



America's Largest Night Ski Area and home to the world's only Cosmic Tubing®. When the snow melts, Skibowl transforms into a summer adventure park featuring a half-mile dual alpine slide, bungee jumping, go carts and more.
skibowl.com 503-272-3206

BORING BREWING COMPANY



Located in Sandy, Oregon on the way to Mt. Hood, Boring Brewing is a family-friendly nano brewery focusing on small batch handcrafted beer.

boringbrewing.com
503-427-8619

VISIT ESTACADA



Home to year-round outdoor recreation. The "Gateway to the Clackamas River" offers wilderness, culture and community. Discover historic murals, small shops, unique farms and parks.
visitestacada.com
503-630-3483

HANSON VINEYARDS



Small, award-winning winery set on a fourth generation family farm using sustainable, low-input viticultural practices to create delicious estate wines.

hansonwine.com
971-338-9760

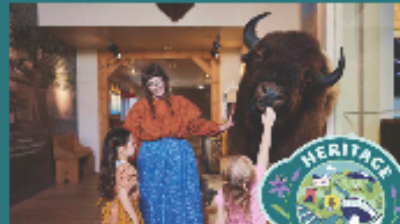
ALPACAS AT MARQUAM HILL RANCH



Enter the world of alpacas. Get up close and experience these quiet, curious and entertaining animals. Reserve a tour or visit the farm store for alpaca products.

mhralpacas.com
971-212-2210

MT. HOOD TERRITORY HERITAGE TRAIL



Find historic sites and museums throughout Mt. Hood Territory and learn the unique stories behind them with this interactive map.

omht.us/heritage-trail

Find more inspiration at mthoodterritory.com