

RECENT PARTNER SITE CONTENT

Mt. Hood Territory works with our state and regional partners to make sure that Clackamas County is featured in content on their sites. 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 Oregon Wine Country, Mt. Hood & Columbia River Gorge and Travel Oregon.

Oregon Wine Country | [The historic roots of the Wooden Shoe Tulip Fest](#)

Oregon Wine Country | [Rim Trail to Huckleberry Trail Loop Hike](#)

Mt. Hood & Columbia River Gorge | [Have the Mountain to Yourself and Travel Mid-week to Mt. Hood](#)

Mt. Hood & Columbia River Gorge | [Winter Adventures in Oregon's Mt. Hood Territory](#)

Travel Oregon | [Lift Your Holiday Spirits](#) (Trail Distilling in Oregon City)

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

SPRING NEWSWIRE PRESS RELEASE HIGHLIGHTING THE VALLEY

PR has included mountain and urban messaging in the last two Newswire press releases, so the team wanted to focus on the valley in the recent release. In order to boost Mt. Hood Territory's spring/shoulder season messaging while providing more PR assistance to valley-area partners, the PR team created a [press release distributed through Newswire](#) highlighting farms expecting baby animals this spring. The release was published on March 26, 2019 and has so far been exactly published 151 times with a daily potential audience of 58.5M readers. For those clicking from the article to mthoodterritory.com, the average visitor read six pages of content.

Seven Farms Where Visitors Can See Baby Animals This Spring and Beyond

NEWS PROVIDED BY
Oregon's Mt. Hood Territory →
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WILSONVILLE, Ore., March 27, 2019 /PRNewswire/ -- Spring is in the air throughout Oregon's Mt. Hood Territory. This is most evident in the Willamette Valley portion, as farms are all welcoming new members into their families. Here are a few of the best places to see baby animals this spring.

Fir Point Farms

This country store is famous for their amazing breads, homemade cinnamon rolls and pastries made in their on-farm bakery ... oh, and their tree-climbing pygmy goats. Stop by now as new baby goats arrived mid-March and the farm will also welcome baby mini pigs soon. When guests are done visiting the animals, they can stop by the store for a slice of fresh-baked pie.

TMK Creamery



NYC DESKSIDE TOUR RECAP | March 18-22

PR met with New York based editors, freelance writers and regular contributors through one-on-one appointments the week of March 18, Mt. Hood Territory's first full scale NYC deskside tour. Outlets the

media contribute to include HuffPost, AFAR, Travel + Leisure, Conde Nast Traveler, Zagat, Gay City News, Thrillist, Jetsetter Magazine, National Geographic Traveler and MSN.

Deskside Highlights:

- PR has scheduled a media trip in late June of this year for Forbes contributor [Adrienne Jordan](#) who will write several pieces for Forbes/forbes.com through a niece/aunt family trip angle.
- [Fodor's](#) Oregon editor Alexis Kelly is new and eager to learn about the state. She is gearing up to write a Fodor's book about Portland and the areas around it gaining in popularity. Alexis agreed that all areas within Mt. Hood Territory work well for the book.

TRENDKITE PR ATTRIBUTION HIGHLIGHT

Through TrendKite analytics, PR has been able to determine that for the first time, the [Tri-City Herald](#) newspaper based in Washington is one of the top three outlets driving traffic to our site for people searching Oregon topics. This is a direct result of PR's successful pitching efforts with writer Eric Degerman who has published wine content in Great Northwest Wines, Tri-City Herald and regional outlets.

Publications	# of Visitors
1. Fox News 2 Mentions	105
2. Tillamook Headlight-Herald 2 Mentions	48
3. Tri-City Herald Online 1 Mentions	35

RECENT MT. HOOD TERRITORY MEDIA TRIPS

- Erin Kirkland, March 11-15 | Freelancer researching the Barlow Road and activities to do around it for an Oregon story in [Outdoor Families Magazine](#). Erin estimates that the story will be published in mid-May.
- Charlene Peters + Rosemary Olson, March 29-April 1 | Charlene and Rosemary visited Mt. Hood Territory to research content for a piece in Charlene's Taste of Travel column, which is syndicated in over 500 outlets. Rosemary is also publisher of [North Bay Bohemian](#) and [Pacific Sun](#), two Northern California newspapers.

OTHER RECENT MEDIA ASSISTANCE

- Rob Bhatt, who had been editor at [AAA Journey Magazine](#) (Washington State's AAA publication) followed up with his initial outreach from last month to confirm he has a story assignment in Journey and wants to feature Oregon City with our help. PR has begun the process of helping with story ideas and "What's New" topics. Note: Rob has visited Oregon City before and enjoyed a paddle tour with eNRG Kayaking.
- PR met [Lonely Planet](#) contributor MaSovaida Morgan at International Media Marketplace NYC this year. MaSovaida is writing a book focused on Portland and the Willamette Valley. PR has worked with her to ensure that our northeastern portion of the valley is well represented.
- PR pitched Timberline Mountain Bike Park, along with the greater Mt. Hood mountain biking story to the outdoor editor of Salem's [Statesman Journal](#). He agreed that he would definitely work on a story around this timely content.

REGION UPDATES

Mt. Hood and Columbia River Gorge

Mt. Hood Territory recently hosted Benjamin Yong on a media familiarization (FAM) tour in partnership with the Hood-Gorge Region and Travel Oregon. Benjamin has a confirmed assignment with [Darpan](#)

[Magazine](#), which is a South Asian lifestyle magazine in Canada. The magazine has a print circulation of 220,000 copies per year, as well as a website.

Willamette Valley Visitors Association

Mt. Hood Territory wrote two feature articles for the WVVA website, which were more in depth features and fit the new lifestyle magazine format. One covers the [history of the tulip fest](#) (highlighted above) and the other features the opening of the [new exhibit at World of Speed](#).

Using TrendKite, PR can see that these articles are the reason why WVVA's website sends so much referral traffic to mthoodterritory.com. For example, the recent Wooden Shoe article alone is responsible for 48 backlink visits.

Portland Region

Portland Region PR members met to collaborate on media that could be hosted as a region after attending International Media Marketplace in NYC. Several good potential journalists rose to the forefront, and the teams divided up follow-up contact responsibilities. One media person Mt. Hood Territory met with and secured for a September trip to the region is [Robert Annis](#), an outdoor travel writer who especially loves road cycling and mountain biking. He writes for Outside, Bike, National Geographic Traveler, Bicycling, Men's Journal, AFAR, Lonely Planet, Fodor's, Time Out, Gear Junkie, Rails to Trails Magazine, REI Co-op Journal and others.