

## **TRAVEL OREGON - Extraordinary is Ordinary**

In the Travel Oregon summer 2022 campaign the focus was on the Elements of Oregon: rocks, water, and soil, and how each element plays into the way we experience everything Oregon has to offer.

Task was to write copy and captions for 4 info carousels:

- Peaks of Oregon
- Oregon Coast
- How to Explore Malheur National Forest
- Central Cascades + permitting

Goal: Educate and inspire in-state and out-of-state travelers.

- Messaging:
  - Title Slide
  - What are the key sites here?
  - When to visit
  - Come prepared/Take Care out There message



# Hiking Guide for OREGON'S TOP PEAKS

Credit: Dylan VanWeelden

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traveloregon Grab your hiking shoes and get an early start to tackle some of Oregon's most popular peaks. Swipe through to get inspired and learn how you can prepare.

28w

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Oregon has plenty of mountains that hikers in fit condition can tackle with a good pair of boots, solid navigational skills and some determination.

Keep reading to find out where to go and how to explore Oregon's peaks safely.



With unforgettable views of the Three Sisters Wilderness and the Cascades, the Climber's Trail at **SOUTH SISTER** is an icon in Central Oregon. Be sure to stay on designated trails and respect wildlife.

**Location:** Three Sisters Wilderness, near Bend  
**Elevation:** 10,358 feet  
**Length:** 11.6 miles  
**Best time to visit:** June through October  
 \* Permit Required

Credit: Brooke Weeber

**DID YOU KNOW** that Oregon has its own Swiss Alps-like Matterhorn, where you can see local mountain goats and the beautiful Ice Lake?

**Location:** Eagle Cap Wilderness, near Joseph  
**Elevation:** 9,826 feet  
**Length:** 19 miles round-trip  
**Best time to visit:** May through September  
 \* Permit Required

Credit: Christian Heeb

Many of Oregon's high-alpine trails are deep in the backcountry where cell service is limited.

**HERE ARE SOME TIPS** on how to be prepared:

- Bring a map, do research and obtain the proper permits well in advance. Park in designated parking spots only.
- Get an early start and visit midweek when possible. Know your limits and check conditions before you go.
- Be sure to bring your Ten Essentials including plenty of food and water, sunscreen, a rain jacket, sturdy footwear, trekking poles, paper trail map and first-aid supplies.

Credit: Brooke Weeber



Oregon's Top  
**COASTAL OVERLOOKS**

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traveloregon Take in the views of Oregon's spectacular coastline at one of many historic lighthouses. Swipe to learn more about where to see wildlife, find perfect picnic locations, and how to visit responsibly.

26w

+

lanecountyparks The most beautiful views!!!! We love the Oregon coast.

26w Reply

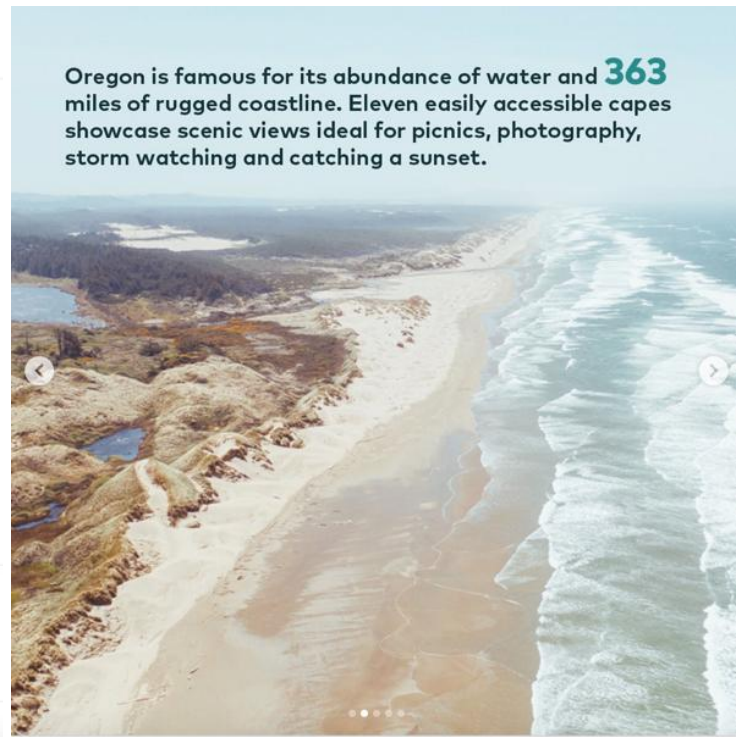
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saolaopou 🤔

2,508 likes

JULY 8, 2022

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Oregon is famous for its abundance of water and **363** miles of rugged coastline. Eleven easily accessible capes showcase scenic views ideal for picnics, photography, storm watching and catching a sunset.

Some of Oregon's capes are great places to spot or explore nearby lighthouses.

Here are several to check out:

- **CAPE BLANCO LIGHTHOUSE**  
the oldest lighthouse in Oregon, with guided tours available
- **TILLAMOOK ROCK LIGHTHOUSE**  
aka Terrible Tilly (visible at Arch Cape)
- **YAQUINA HEAD LIGHTHOUSE**  
with Interpretive Center, tide pools and hiking trails available
- **HECETA HEAD LIGHTHOUSE**  
with a sheltered beach, hiking trails and guided lighthouse program

Coastal overlooks offer incredible views of local wildlife like seabirds, sea lions, seal pups and migrating gray whales.

The highest viewpoint accessible by car is Cape Perpetua Overlook Day Use Area, where up to **70 MILES** of coastline is visible on a clear day.

Whenever visiting these special coastal areas, be sure to keep your distance from wildlife, stay in designated areas far from the edge and heed all safety signage.

Only park in designated areas and pack out all trash, to **PROTECT LOCAL ECOLOGY** and leave these places beautiful for generations to come.



traveloregon • Follow

traveloregon If you're looking for solitude in the remote reaches of Eastern Oregon, Malheur National Forest offers outdoor recreation for all types of enthusiasts. Check out our tips for seasonal activities and how to prepare for your visit and leave no trace.

25w

luna\_felipeluna It's amazing to notice how you guys are applying the tips of advice I sent you a few months back!... Keep up the great work 🙌

24w Reply

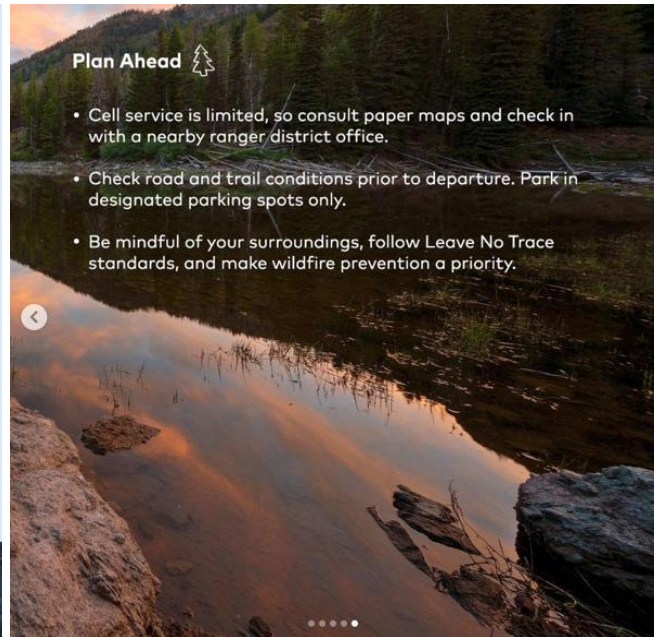
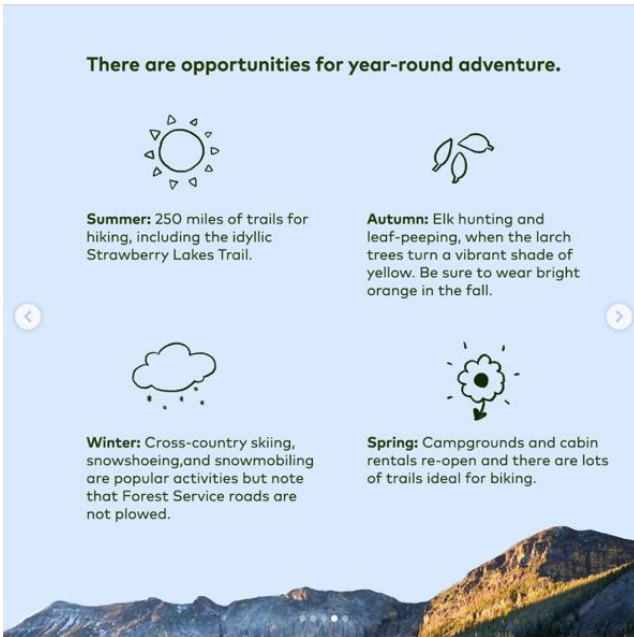
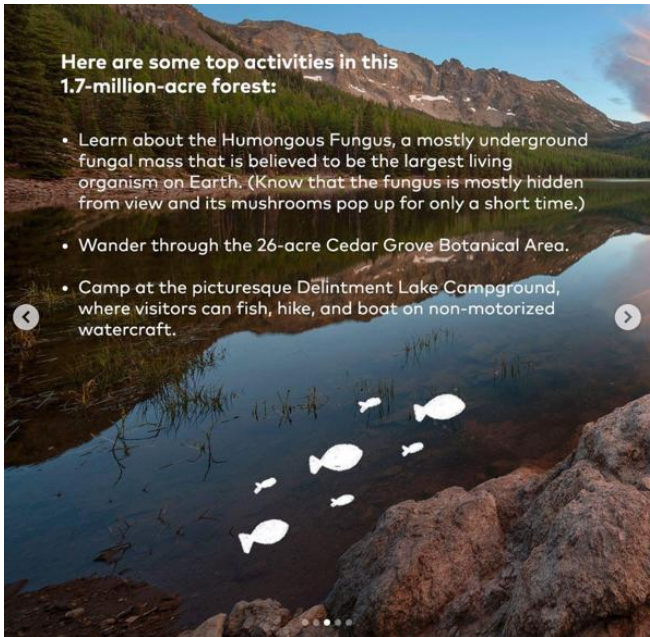
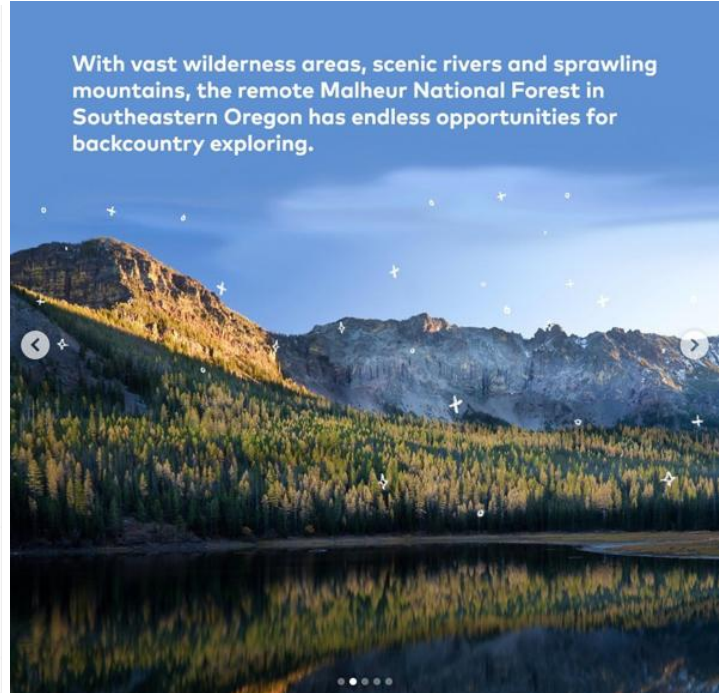
theoceanlodge ❤️👍❤️

25w 1 like Reply

757 likes

JULY 19, 2022

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# Hiking and Permitting for OREGON'S CENTRAL CASCADES



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traveloregon • We've got you covered when it comes to securing a permit and hiking or backpacking popular trails in Oregon's Central Cascade range.

26w



therainabaina Beautiful shot  
25w 1 like Reply

o\_that\_nolin Recreation.gov is Ticketmaster for hiking. The whole concept and experience is horrible. Also, 100% of the fees you pay go to Booz Allen Hamilton, the company that runs the website. Their entire goal is to expand permitting and fees as widely



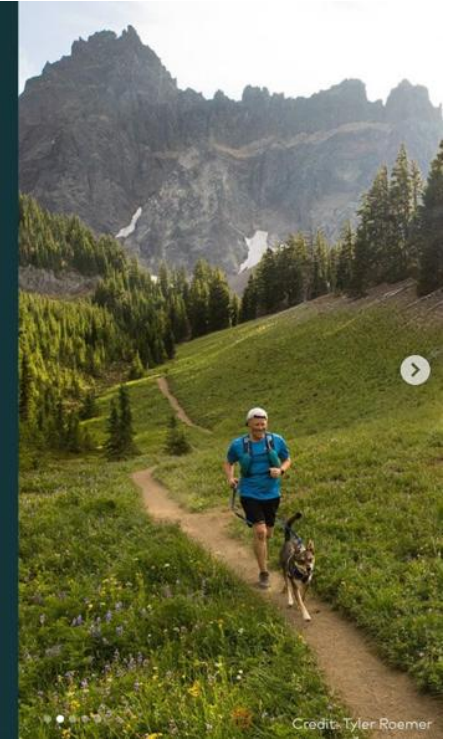
1,211 likes

JULY 11, 2022

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Plan on visiting the trails around Mt. Jefferson, Mt. Washington and Three Sisters this year?

With alpine meadows full of wildflowers, clear streams, and some of Oregon's most distinctive peaks, Oregon's Central Cascades are a top hiking destination.



Credit: Tyler Roemer

Hikers are required to secure a **CENTRAL CASCADES WILDERNESS PERMIT** for some of these popular trails in an effort to secure the protection of these landscapes now and into the future, in accordance with the Wilderness Act of 1964.

- Permits are required June 15 - Oct. 15, 2022 for overnight visits, as well as for day-use visits to 19 of the area's 79 trails.
- Day-use permits are available at [Recreation.gov](https://www.recreation.gov) on a rolling basis, 10 days and then two days before the day of a trip.
- Most trails in the area do not require a Central Cascades Wilderness Permit, so do your research to see what's open and accessible.

## TIPS FOR SUCCESS:

- Be ready to book when the permits are released by creating an account on [Recreation.gov](https://www.recreation.gov).
- If your trip plans change, be sure to cancel your permit so someone else has the opportunity to enjoy your time slot.
- Have a backup trail or two in mind in case you aren't able to get the trail you hope for.



For a successful trip be sure to carry your permit with you, along with your Ten Essentials. Check weather and road conditions before you go and visit early and midweek for fewer crowds.

