

Local Media Coverage

Travel Portland's \$100,000 ad buy tries to rehab Portland's reputation — to mixed reviews locally

<https://www.oregonlive.com/travel/2021/06/travel-portlands-100000-ad-buy-tries-to-rehab-portlands-reputation-to-mixed-reviews-locally.html>

KATU News 4 and 5 p.m. June 21

<https://katu.com/news/local/lpga-pulls-longest-running-non-major-tournament-from-portland-cites-safety-concerns>

KGW 6 p.m. June 21

<https://www.kgw.com/video/news/local/full-page-ads-in-new-york-times-beckon-visitors-to-portland/283-96e299a4-61c0-4a22-9463-cb68f93d33cd>

KOIN 4, 6 p.m. June 21

<https://www.koin.com/news/portland/we-have-faith-in-the-future-travel-portland-purchases-full-page-nyt-ad/>

Ad Funded by Travel Portland in The New York Times Raises Eyebrows on Social Media Willamette Week

<https://www.wweek.com/news/city/2021/06/21/portland-ad-funded-by-travel-portland-in-the-new-york-times-gets-swift-decimation-on-social-media/>

We Asked Four Ad Executives What to Make of a Controversial Travel Portland Campaign

<https://www.wweek.com/news/city/2021/06/23/we-asked-four-ad-executives-what-to-make-of-a-controversial-travel-portland-campaign/>

Regional Coverage

Portland's tourism plea signals Northwestern drive to revive

<https://www.seattletimes.com/opinion/editorials/portlands-tourism-plea-signals-northwestern-drive-to-revive/>

Editorial: That letter from Travel Portland

https://www.bendbulletin.com/opinion/editorial-that-letter-from-travel-portland/article_9c5abc9e-d37e-11eb-b78d-770b8700d11c.html

National Coverage

Portland seeks to mend image amid police uproar, civil unrest with ad campaign: 'You can be yourself here'

<https://www.foxnews.com/us/portland-new-york-times-ad-tourism-police-uproar-civil-unrest>

Reporter on Portland's new tourism ads: 'There's a reason I only go there for work'
Fox News

<https://www.foxnews.com/media/portland-ad-campaign-crime-police-riots-unrest-julio-rosas>

Portland Runs Ad in NYT Promoting Tourism After Portland Police Riot Squad Quits
<https://www.breitbart.com/politics/2021/06/21/portland-runs-ad-nyt-promoting-tourism-after-portland-police-riot-squad-quits/>

International Coverage

'Anything can happen, we like it that way': Portland tourism bosses are slammed for taking out full-page ad in New York Times admitting the riot-hit city has an 'edge' - but claiming locals still love it

<https://www.dailymail.co.uk/news/article-9710313/Portland-tourism-bosses-page-New-York-Times-ad-admitting-riot-hit-city-edge.html>