



COOS BAY - NORTH BEND - CHARLESTON VCB

MARKETING BUDGET PROPOSAL

PREPARED BY

 ECHO CREATIVE



PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Moving the Needle: With Precision & Power



Now that the OAC brand is fully mature, established and identifiable, we are focusing on building interest, a following and ideally visitors in every area we promote.

We have spent the past few years moving from year-long advertiser contracts to a more fluid, nimble approach—one that has proven both freeing and successful. Instead of committing to a full year of advertising up front, we now evaluate opportunities in real time. Several positives came out of this and we plan to continue managing the budget this way. A couple valuable examples that benefitted from this approach were the road closure during storm watching, and the advent of the Denver flights in the Spring. Unforeseen but we could pivot to address them.

Our budget is basically static for the coming year. We are moving forward with the same approach but more intention on extended stays and positioning OAC as a Bucket List Destination due to all we have to offer in our corner of the Coast. We will continue building cross-promotion awareness, all in an attempt to distinguish OAC as a complete destination for anyone interested in visiting regardless of interests and needs.

2025 - 2026 Goals



- Promote Extended Vacations:
Make a Week of It
- Promote Uniqueness of Region:
Your Bucket List Destination
- Develop New Web Site
- Continue to Build-Out Our Cultural Experience
- Cross-Promote Adventures with Providers
- Increase Small Group Visits
- Maximize Awareness Through Interdisciplinary Outreach
- Create Multiple Consumer Touch Points Over the Course of Each Campaign



PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Decision Making Criteria

- Diversity & Accessibility
- Concern for Environment
- Cross-Promotion Packages for Adventures
- Sensitivity and Message Modification to Address Target Markets
- Dynamic Integration of Marketing, Branding, Social, PR, Media Assets, Community Outreach and Participation
- Balance Event and Adventure Promotion to Complement One Another
- Build and Execute Marketing and PR Through an Overall Schedule for All Aspects Using One Master Calendar
- Expand New Digital Asset Management Tool for Media Cataloging, Indexing and Searchability
- Obtain Grants, Sponsorships When Appropriate

Objectives, Execution & Benefits

Weaving a Comprehensive Visitor Experience

- Longer Stays
- Repeat Visits
- Comprehensive Infrastructure
- Whatever You Need, We Have It

Creating a Vacation Vision

- Painting a Picture
- Benefit from Our Outfitters, Retailers and Services

Value of an Integrated Approach

- Improved Visibility
- Agile Decision-Making
- Enhanced Collaboration
- Streamlined Processes



PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Major Annual Events & Campaigns



SUMMER PROMOTIONS

Make A Week, July Jubilee, Ride the Dirt Wave, Cool at the Coast, Fresh Air to Share, Circle the Bay Relay, Blackberry Arts Festival



FALL PROMOTIONS

Mill-Luck Salmon Celebration, Bay Area Fun Festival/Cruz the Coos & Prefontaine Run, Run Whiskey Run, Fall 15%, SFO to OTH



WINTER PROMOTIONS

Holiday Happenings ft. Holiday Lights, Storm Watching, Winter Mountain Biking, Charleston Crab Feed



SPRING PROMOTIONS

Clambake Music Festival, Roseburg to Coos Bay Relay, Spring Break & Getaway, DEN to OTH, BBQ, Blues & Brews





PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Major Annual Events & Campaigns

JUL 2025	AUG 2025	SEP 2025	OCT 2025	NOV 2025	DEC 2025
	Make A Week				
	Circle the Bay Relay				
July Jubilee	Cool at the Coast				
	Blackberry Arts Festival				
Ride the Dirt Wave	Mill-Luck Salmon Celebration		Run Whiskey Run		
	Bay Area Fun Festival			Fall 15% Lodging Special	Wint Mtn Biking
	DEN to OTH Daily Flight	SFO to OTH Flight		Holiday Happenings ft. Holiday Lights	
Clamming	Clamming	Fishing	Fishing	Shopping	Shopping
Fishing	Birding	Forest Bathing	Running	Crabbing	Crabbing
Beaches	Beaches	State Parks	Culture	State Parks	Mtn Biking

JAN 2026	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUN 2026
	Storm Watching				
	Whiskey Run Winter Mtn Biking				
	Crab Feed				
	Clambake Music Festival				
		Roseburg/Coos Bay Relay		DEN to OTH Daily Flight	
		Spring Break	Spring Getaway	BBQ, Blues, Brews	Make A Week
Mtn Biking	Culture	Culture	Running	Running	Tide Pooling
Gaming	Gaming	Gaming	Birding	ATV/Dunes	ATV/Dunes
Crabbing	Crabbing	Scenic Drive/Lighthouse	Hiking	Hiking	Hiking



CONSUMER MARKETING TACTICS

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Target Market Segments

MARKETS									
	Internet (Google & YouTube)	Social	Digital (ROS, Paid Stories, etc)	Print	Press Releases	Outdoor/Billboards	Broadcast	Certified Folder	Trade Shows
Seattle/Tacoma	✓	✓	✓	✓	✓				
Portland/Vancouver	✓	✓	✓	✓	✓	✓	✓	✓	
Salem/Corvallis	✓	✓			✓	✓			
Eugene	✓	✓	✓	✓	✓	✓	✓		✓
Bend	✓	✓	✓		✓		✓		
Medford/Ashland	✓	✓	✓		✓	✓	✓		✓
Klamath Falls/Roseburg	✓	✓			✓	✓			✓
Redding/Northern CA	✗	✓			✓				
Denver	✓	✓	✓		✓				
San Francisco	✗	✗	✗		✗				
Oregon	✓	✓	✓	✓	✓	✓		✓	
NW & Regional	✓	✓	✓	✓	✓			✓	



BUDGET BREAKDOWN BY TACTIC

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

A) Travel Trade	0.1% or \$1,000
🔗 Event Materials for Conferences, Creative & Development	
B) Asset Development	7.4% or \$60,000
🔗 Photography, Video, Voice Talent, Models, Etc	
C) Web Management/SEO	11.1% or \$90,000
🔗 SEO Campaign, SEO & Web Update Coordination, Web Traffic Reporting/Tracking and Analysis, Software & Tech Support, Website Updates/Expansion/Redesign; Website Accessibility Compliance (TO Grant \$42,500, in addition to budget)	
D) Administration Project Mgmt & Oversight	6.6% or \$53,500
Budgeting, Strategy & Admin, Meetings, Training & Travel, Project & Support Materials	
E) Public Relations/Special Marketing Outreach.....	4.3% or \$35,000
🔗 Promote Special and Unique Aspects of OAC	
F) Trade Shows	0.6% or \$5,000
🔗 Booth & Signage Updates	
G) Special Projects	1.8% or \$15,000
🔗 Discretionary Funds for Special Opportunities	
H) Printing	4.2% or \$33,800
🔗 Relocation Guide, Walking Map, Visitor Guide, Mailer Inserts, etc.	
I) Big Data	1.5% or \$12,700
🔗 Resource Subscription Reporting & ROI - Dean Runyan & Costar	
J) Spending Reserve.....	3.1% or \$25,000
🔗 Financial Cushion for Potential Soft Income	
K) Consumer Marketing Tactics	59.3% or \$482,000
🔗 Social (Blog, Newsletter, Facebook & Boosts, MailChimp)	\$47,000
🔗 Certified Folder/Distribution	\$13,000
🔗 Billboards/Bus Signs	\$60,000
🔗 Print and/or Digital (Publications, Websites, E-Newsletters, Sponsored Content)	\$200,000
🔗 Broadcast/Streaming.....	\$56,000
🔗 Guides	\$25,000
🔗 Search Engine Marketing (Google/YouTube).....	\$81,000
TOTAL 2025/26 Marketing Budget	100% or \$813,000



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Cool at the Coast & Summer Event Campaigns

Google Ads | Run of Site

BEAT THE VALLEY HEAT & ENJOY OUR PRISTINE, UNCROWDED BEACHES THIS SUMMER

Cool at the Coast

COOS BAY, NORTH BEND & CHARLESTON, OR

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston

Cool at the Coast

Cool at the Coast

Cool at the Coast

Cool at the Coast

PLAN YOUR GETAWAY!

Cool at the Coast

Cool at the Coast

Cool at the Coast

Google Ads | Run of Site

Google Ads | Run of Site | Sponsored Social

OREGON ADVENTURE COAST
Coos Bay - North Bend - Charleston

Performance Memorial Run

Rotary Cruz the Coos

BAY AREA FUN FEST
JOIN US - SEPTEMBER 21-22

OREGON ADVENTURE COAST
Coos Bay - North Bend - Charleston

BAY AREA FUN FEST
JOIN US - SEPTEMBER 21-22

OREGON ADVENTURE COAST
Coos Bay - North Bend - Charleston

PREFONTAINE RUN
JOIN US - SEPTEMBER 21ST

OREGON ADVENTURE COAST
Coos Bay - North Bend - Charleston

CRUZ THE COOS
JOIN US - SEPTEMBER 21

OREGON ADVENTURE COAST
Coos Bay - North Bend - Charleston

Join Us! Bay Area Fun Festival

September 21-22 | Coos Bay - North Bend - Charleston | [LEARN MORE](#)

SEPT 21-22
BAY AREA
FUN FEST

Oregon's Adventure Coast:
Coos Bay, North Bend,
Charleston

Join US the weekend of Sept 21-22, 2024 for the last BIG PARTY of the summer in the Bay Area. Fun-filled activities in Adventure Coast: Coos Bay, North Bend, Charleston. The weekend will be packed with the entire family will love it - it's the best end-of-summer celebration on the Oregon Coast!

Highlights include:

- The Cruz the Coos featuring nearly 500 vintage automobiles
- The Prefontaine Memorial Run
- Live entertainment

Coos Bay - North Bend - Charleston

SEPT 21-22
BAY AREA
FUN FEST

Coos Bay - North Bend - Charleston

SEPT 21-22
BAY AREA
FUN FEST

Coos Bay - North Bend - Charleston

oregonadventurecoast.com

The Fun Starts on Sept 21th

Family Fun for All!

[Read More](#)

BAY AREA FUN FEST
JOIN US - SEPTEMBER 21-22

Coos Bay - North Bend - Charleston

SEPT 21-22
BAY AREA
FUN FEST

Join us for the LAST BIG Summer Party!

Prefontaine Memorial Run

Rotary Cruz the Coos

[LEARN MORE](#)

BAY AREA FUN FESTIVAL
SEPTEMBER 21-22

THE LAST BIG SUMMER PARTY!

OREGON ADVENTURE COAST
Coos Bay - North Bend - Charleston

OREGON ADVENTURE COAST
Coos Bay - North Bend - Charleston

Cruz the Coos and
Prefontaine Memorial Run

COOS BAY - NORTH BEND - CHARLESTON

Google Ads | Run of Site | Sponsored Newsletters



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Fall Lodging Special & Event Promotion

[Google Ads](#) | [Run of Site](#) | [Home Page Takeover](#) | [Sponsored Social](#) | [Sponsored Newsletters](#) | [Print](#)

The collage consists of 15 separate promotional images arranged in a grid-like pattern. Each image features a different outdoor activity or scenic view from the Oregon coast. Overlaid on each image is a red banner with white text that reads "15% OFF FALL LODGING SPECIAL". A large, friendly crab character is also present in several of the images, particularly on the right side of the grid.

Sponsored Social

[oregonsadventurecoast.com](#)

Join Us September 14-15th

Mill-Luck Salmon Celebration

Read More

A collage of four photographs. The top-left shows several sausages hanging over a bright orange fire. The top-right shows a man with a beard and a green headband, focused on working with leather on a workbench. The bottom-left is a wide shot of a lake with several small wooden boats and a large wooden building in the background under a clear blue sky. The bottom-right shows a person from behind, wearing a large, ornate traditional headdress and holding a tray filled with various items, possibly food or offerings.

Google Ads | Run of Site | Sponsored Social | Custom Newsletters

A vertical poster for the Oregon's Adventure Coast Whiskey Run. The top half features a person's legs in motion on a trail, with the text 'JOIN US OCTOBER 12th COOS BAY, OR' at the top. The middle section has a purple background with the words 'RUN Whiskey RUN!' in large, stylized letters. The bottom section has a yellow background with the text 'JOIN US OCTOBER 12th 1.5 / 5 / 10 MILE' and 'COOS BAY, OR: Run this World-Class Single-Track Mountain Biking Trail this Fall. Rolling, Smooth, and Oh So Laundry! LEARN MORE'.

OutdoorsNW
ADVENTURE TRAVEL RECREATION

A MESSAGE FROM OUR PARTNER

ADVENTURES TRIP IDEAS CYCLING HIKING

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston



OCTOBER 12TH 1.5 / 5 / 10 MILE



Join Us Oct 12th to Run the Famous Whiskey Run Mountain Biking Trails!

Open the mountain bike and lace up your running shoes because it's time to **RUN WHISKEY RUN**.

The South Coast Running Club invites us all trail runners to embark on an unforgettable one-of-a-kind adventure through our new famous, single-track, top-rated, mountain biking trail system - condensed off specifically for runners. Saturday October 12th, 2024.

The run will start and end at the majestic Whiskey Run Trailhead - Trailhead registration. Our trails are built for mountain bikers, but runners can use them as well, whether you are newbies or racing, smooth, and oh so windy! All runners and skill levels are welcome - choose from the 1.5, 5, or 10-mile course. Read more about the event [here](#).

Book your lodging early to make sure you are rested and ready! Whiskey Run is located between Coos Bay and Bandon on Oregon's Adventure Coast. Our coastal community offers unique opportunities for beach comings, fishing, crabbing, kayaking, hiking, and exploring. Come stay a few days, or a week. Bring your toes and explore the 30+ miles of premier single track at Whiskey Run while you're here. Come see what attracts so many runners to Oregon's Adventure Coast.





SAMPLE ADVERTISING & MARKETING

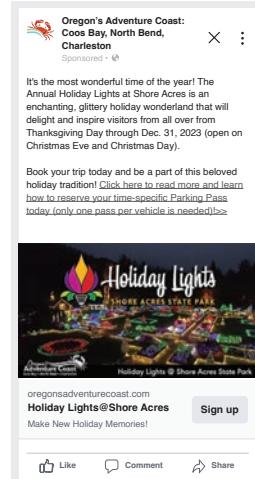
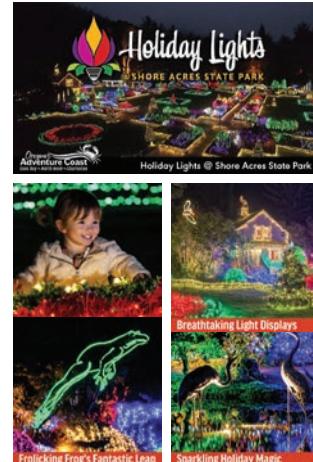
Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Holiday Lights & Holiday Happenings Campaigns

Google Ads | Run of Site | Media Marketing | Home Page Tkover



Sponsored Social Media



Magazine Print



Custom Newsletters



Holiday Happenings this Season on Oregon's South Coast!

Embrace the holiday magic and turn this season into an adventure! Oregon's Adventure Coast - Coos Bay, North Bend, Charleston, is brimming with festive activities now through January 1st.

Explore unique holiday highlights, like Charleston's one-of-a-kind Holiday Crab Pot Tree, the dazzling lights at Coos Bay's Historic Railway Museum, and the [only ice skating rink](#) on the Oregon Coast in North Bend.

Don't miss the enchanting [Holiday Lights at Shore Acres State Park](#), perched on the cliffs of the Pacific Ocean. Stroll through charming downtown shops, enjoy screenings of holiday classics at the historic [Egyptian Theater](#), or catch the [Christmas Opry](#) at [The Liberty Theatre](#).

is, visit the [Holiday Happenings](#) page season unforgettable!

Getaway

Follow Us

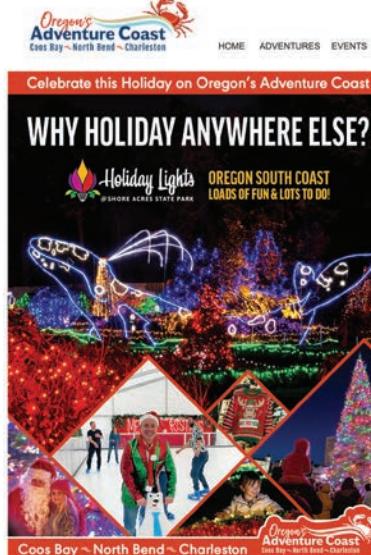


Contact Us

50 Central Ave
Coos Bay, OR 97420

(541) 269-0215 | Email Us Today

Custom Newsletters



Holiday Happenings this Season on Oregon's South Coast!

Get into the holiday spirit and make an adventure out of it. Coos Bay, North Bend and Charleston, on the Southern Oregon Coast, offer up a host of activities this season; now through December 31st!

Celebrate with three separate community tree lightnings, show off your best (or worst!) look at the Ugly Sweater Contest paired with a screening of *National Lampoon's Christmas Vacation*, and enjoy the only [ice skating rink](#) on the Oregon Coast.

Be sure to visit the breathtaking [Holiday Lights at Shore Acres State Park](#), perched on the cliffs of the Pacific Ocean. For a holiday treat, catch a showing of [holiday classics](#), at the historic [Egyptian Theater](#) or catch the [Liberty Theatre](#). There's truly something for everyone! Visit the [Tree Lightnings](#) page on our website for more information.

Outdoor Advertising



Prepared July 2025

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SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Crab Feed / Clambake Music Festival Campaigns

Google Ads | Run of Site | Sponsored Social

The grid displays the following components:

- Banners:** Multiple horizontal banners for "ANNUAL CHARLESTON CRAB FEED" featuring crabs, event details ("FEBRUARY 8th"), and calls to action ("JOIN US", "CLICK TO GET YOUR TICKETS EARLY!").
- Mobile Animated HTML5:** A vertical stack of mobile-optimized versions of the banners.
- Sponsored Social Post:** A Facebook-style post from "Oregon's Adventure Coast" with a large crab image, event details, and a "Join us Saturday, February 8th" call to action.
- Social Media Preview:** A preview of the social media post with a like, comment, and share button.

Google Ads | Run of Site | Sponsored Social | Sponsored Newsletters

The grid displays the following components:

- Banners:** Multiple horizontal banners for "SOUTH COAST CLAMBAKE MUSIC FESTIVAL" featuring a saxophone player, event details ("MARCH 13-16"), and calls to action ("ENTER TO WIN", "JOIN US").
- Mobile Animated HTML5:** A vertical stack of mobile-optimized versions of the banners.
- Sponsored Social Post:** A Facebook-style post from "Oregon's Adventure Coast" with a saxophone player image, event details, and a "March 13-16, 2025" call to action.
- Social Media Preview:** A preview of the social media post with a like, comment, and share button.



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Spring Cabin Fever Campaign

Google Ads | Run of Site | Media Marketing

The grid displays 15 distinct digital marketing pieces:

- Row 1: A banner with "WE HAVE THE CURE! COME STAY" and a "CABIN FEVER SPRING GETAWAY" badge.
- Row 2: A banner with "CABIN FEVER GETAWAY! COME STAY" and a "UNPLUG UNWIND & EXPLORE THE SHORE" badge.
- Row 3: Two "CABIN FEVER GETAWAY" banners with "WE HAVE THE CURE!" and "COMING UP" text.
- Row 4: Two "CABIN FEVER GETAWAY" banners with "WE HAVE THE CURE!" and "COMING UP" text.
- Row 5: Two "CABIN FEVER GETAWAY" banners with "WE HAVE THE CURE!" and "COMING UP" text.
- Row 6: Two "CABIN FEVER GETAWAY" banners with "WE HAVE THE CURE!" and "COMING UP" text.
- Row 7: Two "CABIN FEVER GETAWAY" banners with "WE HAVE THE CURE!" and "COMING UP" text.
- Row 8: A banner with "WE HAVE THE CURE!" and "COME STAY, PLAY & GETAWAY»".
- Row 9: A banner with "WE HAVE THE CURE!" and "COME STAY, PLAY & GETAWAY»".

A vertical arrow on the right side points downwards, labeled "Mobile Animated HTML5".

At the top right of the grid area, there is a small navigation bar with icons for Facebook, Instagram, Pinterest, YouTube, and Twitter.

At the bottom right of the grid area, there is a section titled "Custom Newsletters" with a sample newsletter preview showing a sunset over a beach and the text "We Have the World-Class Cure!"



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Batman Weekend Film Festival Promotion

Google Ads | Social Media Ads



Custom Newsletters

Problem viewing email? View online version.



HOME ADVENTURES EVENTS



A Legendary Weekend of Caped Crusader Cinema Awaits!



The Historic Egyptian Theatre in Coos Bay is the ultimate Batcave for experiencing a legendary lineup of Batman films! This cinematic gem, listed on the National Register of Historic Places, sets the perfect stage for a weekend of caped crusading. Step inside, and you'll feel like Gotham's elite—just be sure to save a seat for Alfred!

EGYPTIAN THEATRE
Celebrating its 100th anniversary this year, the Egyptian Theatre is rolling out the Bat-Signal for a full year of films, festivals, and fun. Don't miss your chance to see the Dark Knight's greatest adventures on the big screen in this truly iconic venue. Grab your trusty sidekick, make a weekend of it, and embrace the magic of the movies—because some nights, you just can't fight crime without popcorn!

PLAN YOUR TRIP TODAY



Batman Film Line Up

Friday, May 16

7:00PM - BATMAN (Starring Michael Keaton)

Saturday, May 17

2:00PM - BATMAN Returns (Starring Michael Keaton)

7:00PM - BATMAN Begins (Starring Christian Bale)

Sunday, May 18

12:00PM - The Dark Knight (Starring Christian Bale)

4:00PM - The Dark Knight Rises (Starring Christian Bale)

Admission: Adults \$5 | Seniors \$4 | Kids \$3

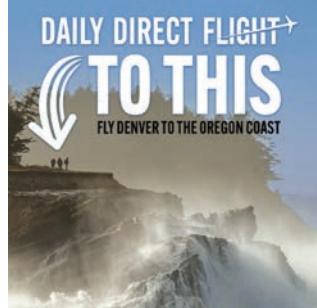
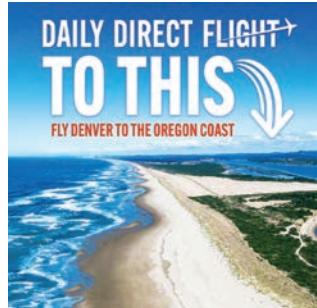


SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

DEN to OTH Campaign

Google Ads | Social Media | Home Page Takeover



The image shows a screenshot of the CBS News Colorado website. The main banner features a scenic view of the Oregon coast with the text "FLY DIRECT to Paradise DENVER ↔ OREGON COAST". Below the banner, the CBS News Colorado logo is visible along with navigation links for "Latest", "Local News", "Live", "Shows", and "CBS NEWS COLORADO Covering Colorado First". A sidebar on the left lists news categories: "CBS News Colorado: Your Reporters, Breaking News, First Alert Weather & Traffic". At the bottom of the page, there is a weather forecast for the Front Range.



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

BBQ, Blues & Brews Event Campaign

Google Ads | Run of Site

Mobile Animated HTML5

Sponsored Social



Oregon's Adventure Coast:
Coos Bay, North Bend,
Charleston
Sponsored •

May 24-25th: Join us for the ultimate summer kick-off at the BBQ, Blues & Brews on the Bay! Savor delicious food, groove to blues, and enjoy refreshing brews on scenic Oregon's Adventure Coast: Coos Bay, North Bend, Charleston!

Hashtags: #millcasino, #bbqbluesbrews, #OregonsAdventureCoast, #TravelCoosBay

oregonsadventurecoast.com **BBQ, Blues & Brews in May 24-25** [Sign up](#)

Finger lickin' fun Memorial Day Weekend

Like Comment Share

Sponsored Newsletters

Problem viewing email? View online version.

[Oregon's Adventure Coast](#) [Coos Bay ~ North Bend ~ Charleston](#) [HOME](#) [ADVENTURES](#) [EVENTS](#)

MAY 24-25
MEMORIAL DAY WEEKEND

BBQ, Blues & Brews

COOS BAY, NORTH BEND & CHARLESTON, OREGON

BBQ, Blues & Brews on the Bay:
Memorial Day Weekend

The Mill Casino • Hotel's Annual **BBQ, Blues & Brews on the Bay** has grown into one of Oregon's Adventure Coast's most exciting events. Spend this Memorial Day Weekend on the Oregon Coast in Coos Bay, North Bend, Charleston, for great food, hand-crafted beers and smoky, soulful blues.

BBQ!
For the 12th Year, The Mill brings you finger-lickin' good barbecue for a Kansas City Barbecue Society Sanctioned Event, bringing the best grill masters and teams together, vying for the title of Grand Champion!

BLUES!
Smokin' hot tunes from some of the best blues musicians throughout both days. After grabbing some BBQ and a Brew, stop in the music tent to hear such greats as the Blue Tide Blues Band and Inner Limits!

BREWS!
Sip, Savor, and Vote! Grab a commemorative logo'd pint cup at any of the three beer stations—just \$10, or \$18 with a 16oz pour of your favorite brew. Domestic beers and a curated selection of wine will also be available for purchase (cash or card accepted). Be sure to sample, compare, and cast your vote for the People's Choice Best Brew before you leave!

KICK-OFF TRIP TODAY!
Win by exploring our website to see all the fun [Learn more](#) [Lodging options](#)



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Longer Stay - Make A Week Campaign

Google Ads | Run of Site

Mobile Animated HTML5

Sponsored Social

Oregon's Adventure Coast:
Coos Bay, North Bend,
Charleston

Sponsored · 10h

This summer, spend less time planning and more time playing! From fishing and kayaking to riding on sand dunes and sunset strolls, Oregon's Adventure Coast: Coos Bay, North Bend, Charleston is your go-to destination for doing it all.

Unpack once, stay the week and make every moment count. Let Oregon's Adventure Coast be your playground for a full week of adventure, relaxation, and discovery. Learn more about what's waiting for you here.

UNPACK ONCE. EXPLORE ALL WEEK.

oregonaadventurecoast.com
Make A Week of It!
Summer. Vacation Here.

[Sign up](#)

[Like](#) [Comment](#) [Share](#)

COOS BAY ~ NORTH BEND ~ CHARLESTON

UNPACK ONCE.
EXPLORE ALL WEEK.

SUMMER. VACATION HERE.

COOS BAY ~ NORTH BEND ~ CHARLESTON

SUMMER. VACATION HERE.

COOS BAY ~ NORTH BEND ~ CHARLESTON

UNPACK ONCE.
EXPLORE ALL WEEK.

SUMMER. VACATION HERE.

COOS BAY ~ NORTH BEND ~ CHARLESTON

UNPACK ONCE.
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SUMMER. VACATION HERE.

COOS BAY ~ NORTH BEND ~ CHARLESTON

UNPACK ONCE.
EXPLORE ALL WEEK.

SUMMER. VACATION HERE.

Sponsored Newsletters

Problem viewing email? View online version.

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston

HOME ADVENTURES EVENTS

SUMMER. VACATION HERE.

COOS BAY, NORTH BEND & CHARLESTON, OREGON

Summer is Better When You Stay a Little Longer!

Why squeeze your vacation into just a couple of days? On **Oregon's Adventure Coast: Coos Bay, North Bend, and Charleston** – the pace is slower, the beaches are quieter, and every extra day brings a new opportunity to explore, unwind, and reconnect. Ditch the crowded northern coast this summer and discover Oregon's South Coast full of adventure, charm and room to breathe.

Start your mornings with a stroll along miles of uncrowded shoreline or sip coffee as the mist rolls off the bay. Spend your afternoons hiking through lush healing coastal forests, biking world-class trails, or discovering tide pools with the kids. And in the evenings, relax with fresh-caught seafood, a pint of local brew, and a cozy place to stay that feels like home.

UNPACK ONCE. EXPLORE ALL WEEK.

...ire, tranquility, or a bit of both, this is the perfect three distinct towns to explore, each



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Adventure Promotion & Partners

Print | QR Tracking

REEL ADVENTURES
Oregon's Adventure Coast offers the ultimate outdoor experience. Coos Bay, North Bend and Charleston, these cities remain the largest population center and the only commercial resort in Oregon's Pacific Coast. Here, our waters are rich with fish, you can choose from more than 30 freshwater lakes and rivers for bass and trout, or bay has Chinook salmon and steelhead.

Book a deep-sea ocean charters for tuna, rockfish, halibut, and salmon. There's fly fishing, crab pots or fly fishing. You won't want to coast anywhere else!

WATCH OUR FISHING VIDEO [The Oregon South Coast](#)

Plan Your Trip Today: [OregonsAdventureCoast.com](#)

FIVE ADVENTURES, ONE AMAZING PLACE
OREGON'S ADVENTURE COAST: YOU'RE NOT GOING TO COAST ANYWHERE ELSE!

Imagine a beautiful, one-of-a-kind Pacific Ocean escape — pristine beaches, rugged sea cliffs, natural wonders as far as the eye can see. Now turn it up a notch and add more adventures. Racing across gargantuan sand dunes. Shredding mountain bike trails. Paddling along at sunset. This escape — and all its adventures — is called Oregon's Adventure Coast — Coos Bay, North Bend and Charleston. Located just a stone's throw from Portland, Oregon, Oregon's Adventure Coast is a singular stretch of coastal paradise with activities and explorations for anyone looking for a new adventure.

BIG DUNES
Race across the Oregon Dunes National Recreation Area in an ATV or dune buggy to experience the world's largest expanse of coastal sand dunes. Ocean views, smiley sunsets, and more.

SHRED THE SINGLERACK
World-class mountain biking through coastal forests located along the Oregon Coast Trail. The 30-mile trail system with surprise glimpses of the Pacific Ocean up and over the ridge.

PADDLE AWAY
If paddling's your thing, Oregon's Adventure Coast is your paddleboard playground. Kayakers and paddleboarders can ply waters safely, from rivers, lakes and sloughs to the apply banks of the Coquille River.

ARE YOU A THRILL SEEKER OR CHILL SEEKER?
Hit the Trails! *Hug a Tree!*

SUN WITH FIRE
Legendary runner Steve Prefontaine grew up on Oregon's Adventure Coast and stoked a love of running that would lead him to fame. Follow in his footsteps at the annual Prefontaine Memorial Run or on classic runs like the 5K and 10K downtown Coos Bay or Emporia Lake.

GET CRABBY AND CLAMMY
Looking for a fun, scenic and tasty activity on the water? Crabbing and clamming are both great ways to dig for clams along the tidal flats or chuck a crab trap from the dock or a boat and prepare to feast on some of the area's signature seafood.

BEACHES | DUNES | FORESTS | FISHING | OregonsAdventureCoast.com

THE IDEAL PLACE FOR FOREST BATHING
EXPERIENCE NATURAL BEAUTY AND A HEALTHY BOOST ON OREGON'S ADVENTURE COAST

What if a slow walk in the woods, breathing in clean air and listening to the birds overhead, or sitting on a chill patch overlooking the ocean, with your feet in the sand, could ease your stress, lower your blood pressure and even strengthen your immune system? It's possible, thanks to forest bathing.

Originated in Japan in the 1980s, forest bathing or shinrin-yoku is the practice of taking in the great outdoors through all of the senses, interacting with the natural surroundings and enjoying the scientifically proven benefits that follow.

Where is the ideal place to partake in this meditative and rejuvenating experience? Oregon's Adventure Coast, a stretch of sublime Pacific Ocean coastline that includes Coos Bay, North Bend and Charleston on the southern Oregon Coast.

THE BENEFITS OF FOREST BATHING
Why forest bathe on Oregon's Adventure Coast?

Beyond the stunning natural scenery, the crashing surf and peaceful coastal setting, there are proven health benefits to forest bathing. Studies show that slow walks in nature reduce cortisol, a hormone linked to high blood pressure and heart disease, and increase endorphins. Spending time in nature also boosts immunology cells that fight viruses and cancer, and increases levels of natural oils that enhance the immune system and ward off depression and anxiety.

So what are you waiting for? Forest bathing on Oregon's Adventure Coast. [OregonsAdventureCoast.com](#)

SCAN THE QR CODE TO EXPLORE OUR ADVENTURES!

Print | QR Tracking

You're Not Going to Want to Coast Anywhere Else!

SUMMER. VACATION HERE.

Stretch out your vacation with an extended stay on our breathtaking coastline, where rugged and windswept cliffs, lush forests, charming towns, and endless outdoor activities invite you to explore, unwind, and reconnect.

COOS BAY ~ NORTH BEND ~ CHARLESTON, OREGON

UNPACK ONCE. EXPLORE ALL WEEK.

[Oregon'sAdventureCoast.com/vacation](#)

COOS BAY ~ NORTH BEND ~ CHARLESTON ON THE AWESOME SOUTHERN OREGON COAST!

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston

ARE YOU A THRILL SEEKER OR CHILL SEEKER?

Hit the Trails! *Hug a Tree!*

Beaches | Dunes | Forests | Fishing | OregonsAdventureCoast.com

Immerse Yourself in Nature in Coos Bay ~ North Bend ~ Charleston!

earth • wind • inspire

The premier location for forest bathing! Immerse yourself in the natural beauty to enrich your physical and mental well-being. Engage all five senses and connect, slow down and be present. Take advantage of our experienced local guides!

FOREST BATHING

Learn More at [OregonsAdventureCoast.com/forest-bathing](#)

Partner Campaign (TSOC)

BEAT CABIN FEVER THIS WINTER ON OREGON'S ADVENTURE COAST

OREGON'S ADVENTURE COAST
Coos Bay ~ North Bend ~ Charleston

BEAT CABIN FEVER THIS WINTER ON OREGON'S ADVENTURE COAST

February 1, 2025 By Hagan Hine

Partner Story:

WHETHER YOU WANT TO GO CRABBING AND FISHING OR WANT TO EXPLORE DUNES AND WATERWAYS, LOCAL OUTFITTERS MAKE IT EASY TO GET OUT AND PLAY.

It's a great time to get back to your keep you from enjoying the great outdoors. Late winter is a great time to visit the Coos Bay, North Bend and Charleston area — Oregon's Adventure Coast — especially if you want to beat the summer crowds. Here are some tips for getting outside this winter.

For a day adventure, or climb aboard a kayak and paddle out to special spots that are becoming increasingly popular with visitors. If you're looking for a longer adventure, make the logistics, since local outfitters are on hand to sort out the details. All you need to do is show up ready for an adventure.

CATCH YOUR OWN FEAST

Oregon's Adventure Coast has seemingly endless opportunities for seafood lovers to catch their own meal. From crabbing to fishing, there are many options to choose from and many, which are particularly abundant during the winter season. Seasonal catches include oysters, trout and steelhead, both of which are particularly plentiful throughout the winter months.

—throughout the region, there are many opportunities to catch your own meal. Many are naturally abundant, too, and the winter season is a great time to go fishing. If you're looking for a fishing charter through a local outfitter, contact us.



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Travel Oregon Lead Fulfillment Inserts

Cross Promotion Sent with Visitor Guide Fulfillment

South Coast Clambake Music Festival
MARCH 13th - 16th
Get Ready!
Polish up those dancin' shoes and get ready for our exciting musical extravaganza! The Festival features incredible music that ranges from traditional jazz to 50's rock, including swing, doo-wop, blues, and big band! Dancers and music enthusiasts from up and down the West Coast visit each year!

CLAMBAKE
Festival at The Mill Casino Hotel & RV Park
FRIDAY MARCH 14TH @ 7PM
The classic 1967 Elvis Presley film CLAMBAKE hits the Historic Egyptian Theatre in Coos Bay just in time for the South Coast Clambake Music Festival! Take a break from dancing and enjoy this beach party romantic musical romp. Showing Friday, March 14th, at 7:00 PM.
EGYPTIAN THEATRE
229 SOUTH BROADWAY | COOS BAY | WWW.EGYPTIANTHEATRE.EVENTS



FALL is all about fishing
Join US MEMORIAL DAY WEEKEND!
Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
Valid Oct 1st thru Nov 30th, 2024.
15% OFF FALL LODGING SPECIAL
Discover the magic of fall in a destination that promises adventures to invigorate and recharge your soul. Book a 2-night getaway at one of our participating lodging properties and unlock our Fall 15% Lodging Special. Scan the QR below for all the details and plan your trip today!

Embrace the Beauty of Fall with Our Exclusive 15% Lodging Special!
Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
Valid Oct 1st thru Nov 30th, 2024.
15% OFF FALL LODGING SPECIAL
Some restrictions apply and subject to change.

Plan Your Trip Today!

BBQ BLUES & BREWS
Join us Memorial Day Weekend for finger-lickin' good BBQ, hand-crafted beers and smokin' hot tunes!
Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
FINGER-LICKIN' FUN MAY 24-25, 2025
& START PLANNING

WHY HOLIDAY ANYWHERE ELSE?
LOADS OF FUN & LOTS TO DO!
Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
See the Largest Holiday Lights Display on the Oregon coast
Why Coast Anywhere Else?
DONT MISS ALL THE HOLIDAY FUN HAPPENING THIS SEASON!
Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
Holiday Lights @ Shoreside Acres State Park
Information