



290 Highway 101, Florence, OR 97439 | FlorenceChamber.com | 541-997-3128

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president/CEO

Contact: Bettina Hannigan,

FLORENCE RECEIVING TONS OF POSITIVE COVERAGE FROM TRAVEL MEDIA

America is reawakening to the fun of “Oregon’s Coastal Playground”

Florence — the highly acclaimed destination where coastal beauty meets small-town charm—is again on the national radar for outdoor adventure, romantic getaways, family vacations, arts and culture, and ways to connect with nature. In their June 23 online article by Caitlin Morton, Conde’ Nast Traveler ranked their “13 Best Beach Towns on the West Coast.”

Listed among such stellar destinations as Carmel-by-the-Sea, Sausalito, and Catalina Island in California, travelers find Florence, Oregon’s Coastal Playground.

The article states “The Oregon Dunes stretch for nearly 50 miles on the state’s central coastline, making the site one of the largest expanses of oceanfront sand dunes in the world. (Need even more bragging rights? The huge, windswept piles of sand inspired Frank Herbert to write *Dune* in 1965.) To best explore the natural wonder, set up camp in the cute town of Florence, Oregon, on the northern end of the dunes. Not only does the riverfront community offer easy access to the Oregon Dunes and Heceta Head Lighthouse, but its Old Town has plenty of seafood restaurants and jaw-dropping views to keep you busy between sandy excursions.”

“We love getting national accolades for our community and we’re thankful to Conde’ Nast for this prestigious recognition,” said Bettina Hannigan, president/CEO of the Florence Area Chamber of Commerce. “Granted, it had to be a short article, so we want travelers to know that beyond the highlights they presented, we also have nearly 20 miles of uncrowded beaches, beautiful state parks, about 20 lakes within a few miles, nearby waterfalls, and endless trails among the ancient forests that surround Florence.

“The iconic Sea Lion Caves should not be missed,” she added. “Florence is known as the Sandboarding Capital of the World. Our Historic Old Town district, which they mentioned, is also home to a beautiful marina and boardwalk, two riverfront parks, and outstanding shops, galleries, and a fascinating history museum. And don’t forget the outstanding kayaking, kiteboarding, golf, horseback riding, public art, and friendly people.”

Condé Nast Traveler is widely regarded as one of the most credible and respected voices in the travel industry, earning global trust through its commitment to the integrity of in-depth reporting.

With a reputation built on decades of expert insights, reader surveys, and first-hand experiences, the publication offers meticulously researched recommendations and rankings that go beyond trends to highlight truly exceptional destinations, accommodations, and travel experiences. Their coverage is among the most trusted of benchmarks in global travel, influencing millions of discerning travelers.

“For Florence to be included here is a great testament to our people, our local businesses, and the natural beauty of our community and its natural attractions,” added Hannigan. “Over the last few years, Florence has been recognized as Oregon’s Coastal Playground and named to many top vacation destination lists. With national recognition and glowing reviews, it’s no wonder that so many people fall in love with this remarkable destination.”

Here's what the experts are saying:

- TripAdvisor: One of the Top 25 U.S. Family Weekend Getaways
- USA Today:
 - #1 Best Small Town in the Northwest
 - #2 in America for Adventure
- Expedia.com:
 - #1 Most Beautiful Town in the U.S.
 - #5 Best Place to “Pop the Question”
- Reader’s Digest: Featured in their article “The Best Summer Vacation Ever!”
- MSN.com: #6 Most Scenic River Town in the Northwest
- TheTravel.com:
 - #2 Best Small Town in Oregon
 - #6 Most Beautiful Town in America
 - #3 Most Underrated U.S. Beach Town
- Flights.com: One of the “8 Coolest Cities You Must Experience Yourself”
- FastCompany.com: #2 Most Beautiful Town in America
- Yardbarker.com: One of the 14 Most Beautiful West Coast Beach Towns
- WorldAtlas.com:
 - Best Oregon Towns for a Weekend Trip
 - Most Relaxing Oregon Towns
 - Best Main Streets in the Pacific Northwest
 - Most Storybook-Like Towns in Oregon
 - Coziest Small Towns in Oregon
- Stacker.com: One of the Best Beach Towns in Oregon
- WeDreamOfTravel.com: Top Oregon Coast Photography Spot
- The Oregonian/OregonLive.com: Readers’ Favorite Coastal Getaway

“We couldn’t agree more,” said Hannigan. “Whether a person is seeking tranquility, adventure, or a mix of both, Florence, Oregon, is the place to be. Visitors embrace the cool, clean air, relish our open beaches, explore scenic trails, and indulge in delicious and diverse dining options.”