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September 25, 2026

Illinois Valley Wine Trail Expands Tourism Collaboration Following First Advisory Council Meeting

As the Rogue Valley celebrates its recognition as the nation's No. 1 Best Wine Region, Out 'n' About Treehouse Treesort becomes the Illinois Valley Wine Trail's first Founding Presenting Partner.

CAVE JUNCTION, Ore. — The Illinois Valley Wine Trail is expanding its regional tourism efforts following its first Advisory Council meeting, held September 23, and has welcomed Out 'n' About Treehouse Treesort as the organization's first **Founding Presenting Partner**.

The two developments represent an important step in the Wine Trail's broader effort to connect the Illinois Valley's wineries with lodging, recreation, food and drink, shopping, arts and culture, and other businesses that contribute to the visitor experience.

The expansion comes during a landmark year for Southern Oregon wine tourism. The **Rogue Valley was voted No. 1 Best Wine Region in the 2026 USA TODAY 10BEST Readers' Choice Awards**, earning national recognition for its diverse wines, distinctive growing conditions and the combination of wine and outdoor experiences found throughout the region. The Illinois Valley is part of the Rogue Valley wine region, creating an opportunity to connect that growing attention with lodging, recreation, dining and other visitor experiences in the valley.

"Wine may be what first introduces someone to the Illinois Valley, but it's everything else they discover while they're here that can turn an afternoon visit into a weekend," said Mercy Bordeaux, Founder and Executive Director of the Illinois Valley Wine Trail. "Our goal is to help visitors experience more of the valley while creating stronger connections among the businesses and organizations that serve them."

From Wine Trail to Visitor Experience

The Illinois Valley Wine Trail currently connects four local wineries: Augustino Estate & Vineyard, Bridgeview Vineyards & Winery, Deer Creek Vineyards and Foris Vineyards.

Its growing Tourism Partner Program extends that network beyond the wineries by connecting visitors with businesses and experiences throughout the Illinois Valley.

Out 'n' About Treehouse Treesort, located near Cave Junction, offers distinctive treehouse accommodations and outdoor experiences that include ziplining, horseback riding and other opportunities to experience the forests and landscape of Southern Oregon.

As the Wine Trail's first Founding Presenting Partner, Out 'n' About is supporting the development of a broader visitor network designed to encourage travelers to stay longer, explore more of the region and discover businesses throughout the valley.

"Out 'n' About is a wonderful example of why we say, 'Wine is the invitation. The Illinois Valley is the experience,'" Bordeaux said. "Someone may come here for wine and discover a treehouse adventure. Someone staying in a treehouse may discover our wineries, restaurants, shops or another local experience. Tourism becomes much more powerful when we make those connections."

Advisory Council Begins Collaborative Tourism Work

The partnership announcement follows the inaugural meeting of the Illinois Valley Wine Trail Advisory Council on September 23.

The council was created to bring together businesses, community organizations and regional partners representing different parts of the visitor economy and to provide input on tourism initiatives affecting the Illinois Valley.

The first meeting included discussion of the Wine Trail's developing tourism model, regional collaboration, visitor resources and projects intended to help businesses respond to changing travel conditions along the Highway 199 corridor.

Rather than limiting destination development to wine-related businesses, the Wine Trail is working toward a model that recognizes the interconnected nature of the visitor experience.

A traveler may interact with a winery, lodging property, restaurant, outdoor attraction, retailer, arts organization and community event during a single visit.

Creating stronger connections among those experiences can help visitors more easily discover what the Illinois Valley offers.

Building the Network

The Illinois Valley Wine Trail will continue developing its Tourism Partner Program and working with its Advisory Council as additional visitor resources and collaborative projects take shape.

Businesses participating in the Tourism Partner Program can be featured through the Wine Trail's visitor-facing resources, helping travelers discover places to stay, eat, shop and explore alongside the region's wineries.

Out 'n' About Treehouse Treesort is now featured through the Illinois Valley Wine Trail's online tourism partner directory.

Additional Tourism Partner announcements are expected as the network grows.

About the Illinois Valley Wine Trail

The Illinois Valley Wine Trail connects the wineries, businesses and experiences of Southern Oregon's Illinois Valley with the goal of encouraging visitors to explore more of the region and spend more time in the community.

Its participating wineries are Augustino Estate & Vineyard, Bridgeview Vineyards & Winery, Deer Creek Vineyards and Foris Vineyards.

Wine is the invitation. The Illinois Valley is the experience.

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