



FOR IMMEDIATE RELEASE

The Wild Rogue River Stands Out as the West's Most Reliable Summer River Adventure

WILD ROGUE OUTFITTER ASSOCIATION

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As other Western rivers face uncertain conditions, Southern Oregon's Wild & Scenic Rogue River continues delivering dependable rafting, fishing, and off-grid travel experiences throughout the summer season

June 2, 2026 GRANTS PASS, Ore. — As drought conditions, low snowpack, and changing river flows continue to impact recreation destinations across the Western United States, Southern Oregon's Wild & Scenic Rogue River remains the region's most dependable and sought-after summer river destinations.

The Wild Rogue Outfitters Association (WROA) has launched its Summer/Fall 2026 regional media campaign highlighting the Rogue River as the Pacific Northwest's premier multi-day adventure experiences and one of the few Western river trips that continues to offer reliable summer rafting conditions throughout peak travel season.

Representing professional rafting, fishing, and wilderness adventure outfitters operating along the Rogue River corridor, WROA is promoting the unique combination of whitewater rafting, world-class fishing, hiking, camping, wildlife viewing, and off-grid exploration that has made the Rogue a bucket-list destination for generations of travelers.

"Travelers are increasingly looking for experiences that help them disconnect from technology and reconnect with nature, family, and adventure," said Will Volpert, President of Wild Rogue Outfitters Association. "At the same time, people want confidence when planning a summer vacation. The Rogue River continues to offer both — an authentic wilderness experience and dependable conditions throughout the summer season."

Protected under the Wild & Scenic Rivers Act since 1968, the Rogue River is nationally recognized for its scenic canyons, diverse wildlife, legendary fishing, and remote wilderness access. Unlike many Western rafting destinations that can experience shortened seasons or reduced flows by mid-summer, the Rogue River continues providing high-quality guided experiences throughout the summer and into early fall.



The reliability of the Rogue has become increasingly important as travelers seek certainty when booking outdoor vacations months in advance. Outfitters throughout the Rogue corridor report growing interest from travelers searching for dependable rafting and fishing destinations that can deliver consistent experiences during peak travel months.

WROA focuses on several key mentionables:

- Reliable summer rafting conditions
- Family-friendly river vacations
- Sustainable recreation and stewardship
- Bucket-list Pacific Northwest experiences
- Guided fishing, rafting, hiking, and camping adventures

The Wild Rogue Outfitters Association represents experienced outfitters committed to providing safe, professional, and environmentally responsible adventures while having fun and supporting the long-term stewardship of one of America's most iconic rivers.

With strong booking demand already underway for July through September departures, outfitters encourage travelers to reserve trips early as availability becomes increasingly limited during peak season.

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About the Wild Rogue Outfitters Association

The Wild Rogue Outfitters Association (WROA) represents rafting, fishing, kayaking, and hiking outfitters operating on the Wild & Scenic Rogue River. Dedicated to responsible recreation, river stewardship, and sustainable tourism, WROA works to elevate awareness of the Rogue River as one of the Pacific Northwest's premier outdoor adventure destinations. Through guided multi-day rafting, fishing, and wilderness experiences, WROA outfitters connect travelers with the unmatched beauty, recreation, and natural heritage of Southern Oregon's Wild Rogue corridor.

