



Ashland & Southern Oregon

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Why Go?

With a warm, sunny and dry climate that belongs in nearby California, Southern Oregon is the state's 'banana belt' and an exciting place to visit. Rugged and remote landscapes are entwined with a number of designated 'wild and scenic' rivers, which are famous for their challenging white-water rafting, world-class fly-fishing and excellent hiking. There's good birding in the area – especially for bald eagles – and exceptional lakes to visit, including spectacular Crater Lake. Campers will be in heaven.

Gold and timber originally brought pioneers to Southern Oregon cities, and today the migration continues with young families and California retirees seeking affordable housing. Downtowns have been revitalized, and there's plenty of culture in the area – Ashland is home to the renowned Oregon Shakespeare Festival, while nearby Jacksonville hosts the music lovers' Britt Festival. Centrally located between Seattle and San Francisco, Southern Oregon is certainly worth more than a short gas break if you're cruising the I-5.

Best Places to Eat

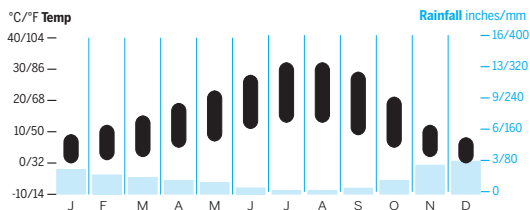
- » New Sammy's Cowboy Bistro (p312)
- » Crater Lake Lodge Dining Room (p323)
- » Summer Jo's (p316)
- » Steamboat Inn (p320)
- » Chateaulin (p312)

Best Places to Stay

- » Crater Lake Lodge (p322)
- » Wolf Creek Inn (p316)
- » Country Willows (p309)
- » Apothecary Inn (p314)
- » Steamboat Inn (p320)

When to Go

Ashland



January Spot bald eagles (and other birds) at the Klamath Basin National Wildlife Refuges

July–September Crater Lake at her best, when you can drive all the way around the rim

June–September Prime summer months for the Oregon Shakespeare Festival and the Britt Festival

Ashland

POP 22,000

This pretty city is the cultural center of Southern Oregon thanks to its internationally renowned Oregon Shakespeare Festival (OSF), which runs for nine months of the year and attracts hundreds of thousands of theatergoers from all over the world. The festival is so popular that it's Ashland's main attraction, packing it out in summer and bringing in steady cash flows for the many fancy hotels, upscale B&Bs and fine restaurants in town.

Even without the OSF, however, Ashland is still a pleasant place where trendy downtown streets buzz with well-heeled shoppers and youthful bohemians. In late fall and early winter, those few months when the festival doesn't run, folks come to ski at nearby Mt Ashland. You can also ice-skate at lovely, 93-acre Lithia Park, which winds along Ashland Creek above the center of town (in summer it offers live concerts, duck ponds and picnic tables). And wine lovers take note – the area has several good wineries worth seeking out, exploring and tasting, of course.

👁 Sights & Activities

Schneider Museum of Art

MUSEUM

(☎541-552-6245; www.sou.edu/sma; 1250 Siskiyou Blvd; suggested donation \$3; ☺10am-4pm Mon & Wed-Sat, 10am-8pm Tue, noon-4pm Sun) Ashland's culture extends beyond the OSF; if you like contemporary art, check out this Southern Oregon University museum. The university also puts on theater performances of its own, along with classical concerts and opera performances.

Jackson Wellsprings

HOT SPRING

(☎541-482-3776; www.jacksonwellsprings.com; 2253 Hwy 99) For a good soak check out this casual, New Age-style place, which boasts a mineral-fed swimming pool, private Jacuzzi tubs, saunas and steam rooms. It's one mile north of town.

ScienceWorks

MUSEUM

(☎541-482-6767; www.scienceworksmuseum.org; 1500 E Main St; adult/child \$7.50/5; ☺10am-5pm Wed-Sat, noon-5pm Sun; 🧑👦) Families with children shouldn't miss this hands-on interactive museum. It has plenty of fun science-oriented exhibits like a bubble room, hall of optical illusions and shadow wall that captures your silhouette.

Also try:

Adventure Center

RAFTING

(☎541-488-2819, 800-444-2819; www.raftingtours.com; 40 N Main St) Offers Rogue River rafting trips.

Kokopelli

RAFTING

(☎541-201-7694, 866-723-8874; www.kokopelliriverguides.com; 2475 Siskiyou Blvd) Rafting trips on the Rogue River.

Lithia Artisans Market

MARKET

If you're in town on a weekend between April and mid-November, catch this crafty market behind the plaza.

Mt Ashland Ski Resort

SKIING

(☎541-482-2897; www.mtashland.com) Powder snow is abundant at this resort 16 miles southwest of town on 7533ft Mt Ashland.

Siskiyou Cyclery

BIKE HIRE

(☎541-482-1997; 1729 Siskiyou Blvd; ☺10am-6pm Mon-Sat, 11am-4pm Sun) Pedal-pushers can rent a bike here to explore the countryside on Bear Creek Greenway.

🛏 Sleeping

In summer don't arrive without reservations – book a month ahead of time if possible. Rooms are cheaper in Medford, 12 miles north of Ashland. There's also camping, RV sites and teepees at Jackson Wellsprings (p309).

TOP CHOICE Country Willows

B&B \$\$

(☎541-488-1590, 800-945-5697; www.countrywillowsinn.com; 1313 Clay St; d \$140-260; ☺🧑👦🍷🍷) Only minutes from downtown is this luxurious B&B in the 'countryside,' complete with a few farm animals. The nine rooms, suites and a cottage sport a mix of antiques and contemporary furniture; some suites are as big as small apartments and have a kitchenette. The breakfast is gourmet, and hiking trails start from the premises.

Columbia Hotel

HOTEL \$\$

(☎541-482-3726, 800-718-2530; www.columbiahotel.com; 262-1/2 E Main St; d \$89-149; ☺🧑👦🍷🍷) The Columbia is an awesomely located 'European-style' hotel – which means most rooms share outside bathrooms. It's the best deal in downtown Ashland, with 24 quaint vintage rooms (no TVs), a nice lobby, and a thick historic feel. The rooms are on the 2nd floor and there's no elevator.