



Yakima Valley Tourism

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FOR IMMEDIATE RELEASE

**Yakima Valley Nominated for Best Emerging Destination
in JRN America Awards 2026**

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The Yakima Valley has been nominated for “Best Emerging Destination” in the [JRN America Awards 2026](#), recognizing the region’s growing profile as an exciting and compelling place for travelers to discover.

The award celebrates U.S. destinations demonstrating creativity, ambition and momentum through distinctive attractions, strong storytelling, improved visitor experiences and growing recognition.

“We’re honored to see the Yakima Valley recognized among destinations that are giving travelers new reasons to explore,” said Jenn Harrison, President & CEO of Yakima Valley Tourism. “There is a real sense of discovery here, whether visitors are meeting the people growing our food, making our wine and beer, creating art or caring for the landscapes that make this region so special.”

The Yakima Valley offers a distinctive mix of wine country, craft beer and hops, farms and orchards, culinary experiences, arts and culture and year-round outdoor recreation.

The nomination adds to the Valley’s growing national and international recognition, including being named the No. 1 Best Wine Region in the U.S. by USA TODAY 10Best in 2024 and Yakima being ranked the No. 3 Best Beer City in 2026.

For more information and travel inspiration, visit www.visityakima.com.

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