



For Immediate Release

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Travel Oregon Named Leader in Sustainable Tourism

Agency receives top-level award from HSMAI and National Geographic Traveler

PORTLAND, Ore. – Feb. 25, 2014 – The Oregon Tourism Commission, dba [Travel Oregon](#), has been named a Platinum-level “Leader in Sustainable Tourism” by the Hospitality Sales and Marketing Association International (HSMAI) and National Geographic Traveler. The award recognizes demonstrable leadership and innovation in preserving and communicating an authentic sense of place through a wisely managed tourism campaign.

The awards committee judged the nominees based on how their efforts preserve the environmental, cultural and historical integrity of a destination and how the program demonstrated leadership and innovation and accomplished its goals. The Platinum award is the top-level award.

Travel Oregon received the honor for its work implementing Oregon’s [Rural Tourism Studio](#), a robust training program designed to assist rural communities in sustainable tourism development. The program helps businesses and organizations develop new tourism products in niche markets specific to their communities, such as cycling tourism, agritourism, outdoor recreation and cultural heritage. Upon completion of the eight-day training program, the regional tourism steering committee may apply for a \$10,000 matching grant from Travel Oregon to assist with project implementation.

“We are honored to receive this recognition for our work on behalf of the great state of Oregon,” said Todd Davidson, CEO of Travel Oregon. “Oregonians are passionate about their state, and we know that the best way to boost the long-term economic impact of the state’s tourism industry is to work to preserve Oregon’s natural, cultural and historical treasures for future generations.”

The honorees were recognized on Monday, Feb. 24, 2014, at the 57th Annual HSMAI Adrian Awards at the Marriott Marquis Hotel in New York. Winners will also be featured in the

May issue of National Geographic Traveler.

About the HSMIA Adrian Awards

Presented by the Hospitality Sales & Marketing Association International – an international organization of sales and marketing professionals representing all segments of hospitality, travel and tourism – the Adrian Awards honor outstanding achievements in advertising, public relations and digital marketing in the travel industry. <http://www.adrianawards.com>

About Travel Oregon

The Oregon Tourism Commission, dba Travel Oregon, works to enhance visitors' experience by providing information, resources and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon. The commission aims to improve Oregonians' quality of life by strengthening economic impacts of the state's \$9.2 billion tourism industry that employs more than 91,000 Oregonians. www.TravelOregon.com

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