

## Todd Davidson Bio

Todd was appointed Executive Director of the Oregon Tourism Commission (dba Travel Oregon) in June 1996 and was named Chief Executive Officer in September 2004.

In 2003, Todd helped lead an effort to establish dedicated and stable funding for Travel Oregon through a statewide transient lodging tax. This funding has been crucial in Travel Oregon's ability to grow the state's tourism economy through innovative destination management, growing international markets and award-winning advertising campaigns. Today, tourism, and the small businesses, corporations and organizations that make up the tourism economy are a primary driver of Oregon's total economy. In response to industry needs and emerging opportunities, Todd worked with industry representatives and state legislators in 2016 to establish a dedicated funding source for the seven regional destination management organizations and a competitive grant program. Todd believes that reinvesting in local communities, whether through marketing programs, technical assistance and training, regional investments, or grants is critical to supporting and growing Oregon's tourism economy for generations to come.

Todd currently serves on the Board of Directors for the Corporation for Travel Promotion (Brand USA), appointed by Secretary of Commerce Gina Raimondo, and is their immediate past Chair. He is also a member of the National Council of State Tourism Directors (NCSTD) and the Western States Tourism Policy Council (WSTPC).

He is a past Chair of both U.S. Travel Association and the U.S. Travel and Tourism Advisory Board (USTTAB), a role he assumed in January 2012 after first being appointed to the board in 2010. He also served on the National Advisory Committee on Travel and Tourism Infrastructure (NACTTI). In recognition of his contributions, Todd was named State Tourism Director of the Year by the NCSTD in 2006 and was inducted into U.S. Travel's Hall of Leaders in 2018.