

## 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. In response to industry needs, Todd worked with industry representatives and state legislators in 2016 to establish a dedicated funding source for the seven regional destination management organizations as well as a competitive grant program. Todd believes that reinvesting in local communities, whether through marketing programs, regional investments or grants is a critical driver of Oregon's \$14 billion tourism economy. In 2023, he led efforts to focus the agency on destination stewardship in the creation of a Strategic 10-Year Vision to guide decisions, programming, and actions through the lenses of prosperity, racial equity, and regenerative tourism.

Todd serves as Chair on the Board of Directors for the Corporation for Travel Promotion (Brand USA) by appointment from Secretary of Commerce Gina Raimondo; is a past chair of the U.S. Travel Association and a continuing board member; is on the National Council of State Tourism Directors (NCSTD); and the Western States Tourism Policy Council (WSTPC). He has served on the National Advisory Committee on Travel and Tourism Infrastructure (NACTTI) and is a past Chair of the U.S. Travel and Tourism Advisory Board (USTTAB), a position he was appointed to in January 2012 after being initially appointed to the board in 2010. Todd was honored by the NCSTD as the State Tourism Director of the Year in 2006 and inducted into U.S. Travel's Hall of Leaders in 2018.