

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. Tourism, and the small businesses that make up the tourism economy such as restaurants, retailers, and lodging, are now collectively a significant driver of Oregon's total economy, with record-breaking growth for the last ten years. In response to industry needs, Todd worked with the industry 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 are critical to supporting and growing Oregon's tourism economy for generations to come.

Todd is a past chair of the U.S. Travel Association and a continuing board member; serves on the Brand USA Board; the National Council of State Tourism Directors; the Western States Tourism Policy Council (WSTPC); 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 Hall of Leaders in 2018.