

STRATEGIC PLAN PROGRESS REPORT

JUNE 2025

ABOUT TRAVEL OREGON

The Oregon Tourism Commission, dba Travel Oregon, is a semi-independent state agency whose mission is to inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon. A welcoming destination where tourism benefits the environment, celebrates cultural diversity and drives economic prosperity in every corner of the state, is the Oregon we envision. We aim to optimize Oregon's economy with a destination stewardship approach at the forefront of the decisions that guide our work.

This Strategic Plan Progress Report (SPPR) is a high-level summary of key initiatives and programs embedded within Travel Oregon's 2023–25 Strategic Plan. The plan was adopted by the Oregon Tourism Commission following review by the Governor, Oregon Legislative Assembly, Oregon travel industry trade associations, applicable state agencies, Oregon's tourism industry and the public. This SPPR is provided to the Oregon Tourism Commission and shared with Oregon's tourism industry and other interested parties to report on program advancement, key learnings, agency and industry performance metrics and general updates on the 2023–25 Strategic Plan since the Commission's last meeting.



MESSAGE FROM CEO



Dear Commissioners,

As the final Strategic Plan Progress Report of the 2023–2025 biennium, the tasks of closing one fiscal year and the biennium overlap with the adoption of the 2025–2027 Strategic Plan and Budget. I join with the Travel Oregon staff in sharing my gratitude for your time and considerations to align the Strategic Plan and Budget with the 10-Year Strategic Vision and Travel Oregon’s mission and vision.

Our partners in Eastern Oregon, and Wallowa County specifically, eagerly await our arrival in Enterprise for the June 9 and 10 Oregon Tourism Commission Briefing and Meeting.

I look forward to seeing you soon,

Todd Davidson, CEO

OREGON TOURISM COMMISSION



Chair
Lucinda DiNovo



Vice Chair
Greg Willitts



David
Gremmels



Travis
Hill



Harish
Patel



David
Penilton



Jenifer
Roe



Scott
Youngblood

OREGON TOURISM COMMISSION BRIEFING

June 9, 2025
Fishtrap, Inc.
107 W. Main Street, Enterprise, OR 97828

The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel:
<https://www.youtube.com/user/oregontourism/>.

Accessibility and Accommodation Requests

For questions about accessibility or accommodations for persons with disabilities, or to request a translator, interpreter, or other communication aids, please contact Matthew Finn at
matthew@traveloregon.com.

2:30 p.m.	Welcome and Introductions	Chair DiNovo
2:40 p.m.	RCTP Guidelines Revisions	Harry Dalgaard
3:05 p.m.	Brand Advertising Update	Katy Clair
3:50 p.m.	Oregon Media Marketplace Recap + Results	Julia Amato
4:30 p.m.	Adjourn	Chair DiNovo

If you have any questions or comments related to the meeting proceedings or presentations, please email us at
industry@traveloregon.com and indicate "June 2025 –Tourism Commission Meeting" in the subject line.

OREGON TOURISM COMMISSION MEETING

June 10, 2025
Fishtrap, Inc.
107 W. Main Street, Enterprise, OR 97828

The meeting will be in-person and live-streamed on Travel Oregon's Industry YouTube Channel:
<https://www.youtube.com/user/oregontourism/>.

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matthew@traveloregon.com.

9:00 a.m.	Welcome and Introductions	Chair DiNovo
9:10 a.m.	Chair Remarks	Chair DiNovo
9:15 a.m.	Local Welcome	Alana Carollo, Jennifer Piper
9:35 a.m.	Partners and Public Statements <i>*This is an opportunity for written or in-person general statements or updates to Commission</i>	Chair DiNovo
9:45 a.m.	Commission Business Review of Commission Packets Review of Travel Oregon Financial Update	Chair DiNovo
9:55 a.m.	Commission Action Approval of Minutes Nominating Committee Report Consideration of CEO retention and succession planning Final Review & Adoption of Travel Oregon 2025-2027 Strategic Plan and Budget	Chair DiNovo
10:25 a.m.	Break	
10:35 a.m.	Tourism Industry Partner Survey Results & RCTP Plans	Harry Dalgaard, Javier Parada Torres
11:15 a.m.	Willamette Valley Visitors Association RDMO Update	Harry Dalgaard, Tori Middelstadt
11:40 a.m.	Legislative Session and Public Affairs Update	Kate Baumgartner
12:05 p.m.	Other Business	Chair DiNovo
12:15 p.m.	Adjourn	Chair DiNovo

If you have any questions or comments related to the meeting proceedings or presentations, please email us at
industry@traveloregon.com and indicate "June 2025 –Tourism Commission Meeting" in the subject line.



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VISION

Oregon is a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures.

MISSION

We inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon.

VALUES

INTEGRITY

Our words match our actions. We measure the impact of our work, celebrate successes, adapt and change course when necessary, and continually improve together.

EQUITY

We lead through a lens of racial equity and commit to making systemic changes, so Oregon is a more equitable place to live and visit.

COMMUNITY

We honor the people, cultures and places of Oregon. We nurture our relationships with colleagues, the tourism industry and local communities as we collaborate to make better Oregon experiences.

STEWARDSHIP

We lead through a lens of destination stewardship to build resiliency for a regenerative future.





ABOUT – DEPARTMENTAL TEAMS

Brand Stewardship — The Brand Stewardship department is all about our presence in the markets and building brand awareness. Merging our marketing and sales teams is a strategic opportunity to enhance our impact on a global scale.

Core Functions include:

- Advertising
- Branding
- Integrated Marketing
- Promotions
- Sales

Destination Stewardship — The functions of Destination Development, Grants and Regional Cooperative Tourism Program (RCTP) were combined into a single department called Destination Stewardship. These functions all have programs that are responsible for people, products and places that enrich visitor and resident experiences.

- Core Functions include:
- Destination Stewardship
 - Stewardship Investments
 - Regional Based Services

Insights & Impact — Insights & Impact serves the entire agency and keeps us aligned as one enterprise, both in our work and how the impact of our work is communicated. This team will manage our agency strategy and planning processes, keep us on track for implementing our 10-Year Strategic Vision and strategically align research and strategy with engagement and communications so we can share our impact and tell quantitative and qualitative stories more effectively.

Core Functions include:

- Industry Advocacy & Engagement
- Internal & External Communications
- Research / Insights / Analytics
- Portfolio Management
- Strategy & Performance Management

Administration — The Administration department will continue to support all areas of the organization through operations, finance, accounting, compliance and our people, culture and equity work. Visitor Services has been added to this department as it was identified that this function could be best supported by close alignment with facilities, operations and administrative functions.

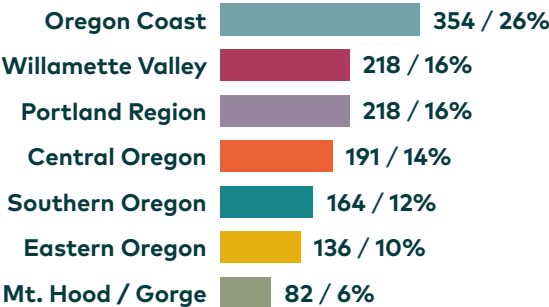
Core Functions include:

- Contracts & Procurement
- Facilities
- Technology
- Visitor Services
- Budgeting, Accounting & Fiscal Compliance
- Human Resources Support

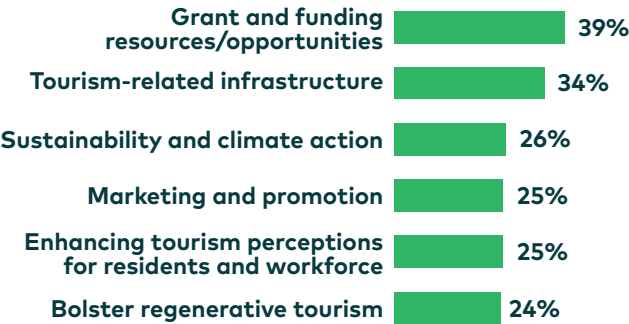
STRATEGIC PRIORITIES

At the end of March, we published the 2024 Tourism Industry Partner Survey results on Travel Oregon's industry website. Data from more than 1,300 industry partners informed the 2025-2027 Strategic Plan by helping determine funding and programmatic decisions in marketing, grants, tourism-related infrastructure, visitor management and more. We found that grants and tourism infrastructure remain the top two long-range strategic planning priorities for the tourism industry, followed closely by environmental sustainability areas such as climate action and regenerative tourism.

Industry Partner Survey Responses by Region



Areas of emphasis for tourism planning over the next 2 to 5 years in Oregon:



Please use this link to view the 10 Year Strategic Vision KPI Dashboard, last updated April 14, 2025, which covers 18 KPIs under Travel Oregon's four objectives: [10-Year Strategic Vision KPI Dashboard](#).

OPERATIONS / INTERNAL UPDATES

Staffing

Since the April 2025 Strategic Plan Progress Report (SPPR), we have welcomed the following new employees:

- Susanne Falencykowski, Grants Specialist
- Elena Vizzini, International Communications Manager

Additionally, we are pleased to announce that our current Director of Operations, Eddie Van Buren, MPA, has been promoted to VP of Administration, following a comprehensive, open and competitive recruiting process. Eddie brings more than two decades of experience in public administration, strategic management and public policy alongside a deep commitment to driving operational excellence and delivering results. As VP, Eddie will play a pivotal role in optimizing our internal processes, improving efficiency and empowering the administrative team as they deliver exemplary service and value to the agency and our partners.

New job openings can be viewed on our [Career Opportunities](#) webpage.

FINANCIALS

Revenue

Transient Lodging Tax (TLT) revenue this fiscal year to date is \$37.7M, 88.7% of revised budgeted \$42.5M. TLT revenue is down -0.2% from the previous fiscal year, down -0.1% from FY2023 and up 87.4% from FY2021.

Comparison of TLT to prior periods :

TLT	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
FYTD Actual (\$M)	37.7	37.8	37.8	31.4	20.7	36.5	37.1
FYTD - % of annual budget	85.4%	93.5%	99.3%	88.2%	103.4%	93.2%	96.4%
Annual TLT, Budget (\$M)	44.1	40.4	38.0	35.6	20.0	39.1	38.5
Annual TLT, Actual (\$M)		41.4	40.8	35.8	23.5	39.7	40.6
FYTD TLT (*adjusted for rate)	FY2025	FY2024	FY2023	FY2022	FY2021*	FY2020*	FY2019*
Actual TLT (\$M)	37.7	37.8	37.8	31.4	20.1	30.4	31.0
% change	–	-0.2%	-0.1%	20.1%	87.4%	24.2%	21.8%

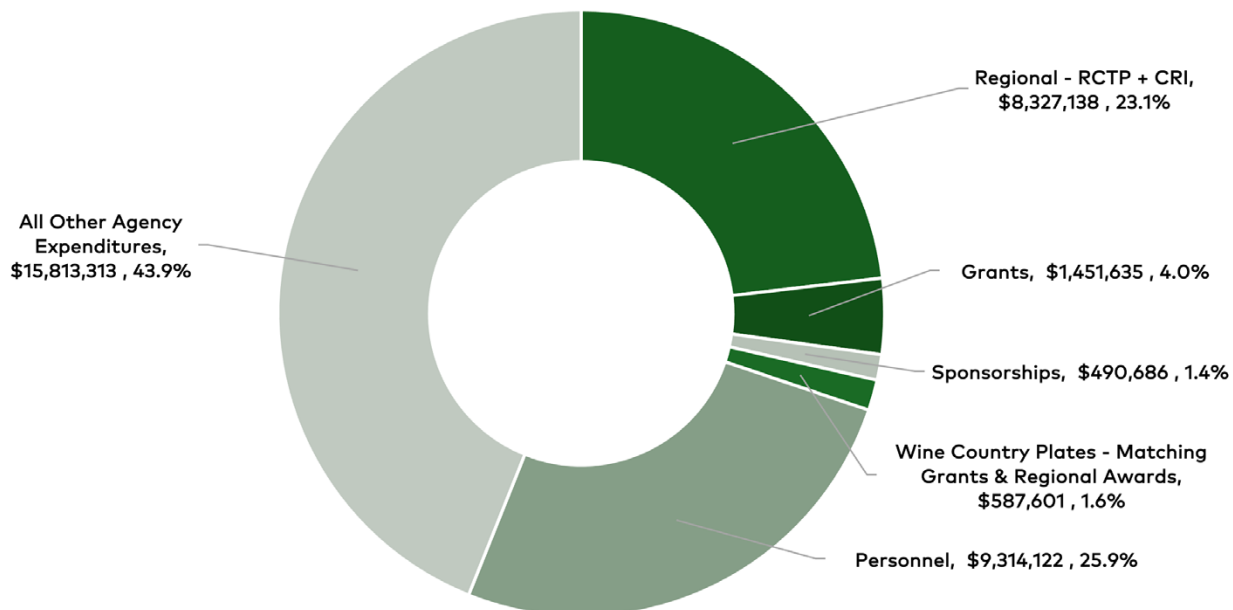
*Adjusted for change in TLT rate from 1.8% to 1.5%

Wine Country License Plates

Fiscal year-to-date receipts of Wine Country License Plate proceeds total \$271,919.56, 64.7% of budgeted \$420,000.

Expenditures

Fiscal year-to-date expenditures and disbursements total \$35M:



Financial reports — see appendix

OREGON'S TOURISM ECONOMY IS FLOURISHING

Travel Oregon 101 Video

Travel Oregon unveiled the new [Travel Oregon 101 video](#) on April 15 at the Governor's Conference on Tourism. Created by the industry relations team to advance agency education, training and workforce development efforts, this exciting new resource is intended to help those newer to the industry (or those who want to understand it better) learn who Travel Oregon is, what we do and what resources or services we may be able to provide. Travel Oregon 101 is first in what we hope will be a broad series of educational content. The video will live on the homepage of the industry site and is meant to be shared broadly with partners, used in industry engagements and presentations and whenever or wherever it's helpful to communicate how our work supports residents, visitors and businesses throughout the state.



National Travel & Tourism Week

During National Travel & Tourism (NTTW) week, the communications team pitched the 2024 Economic Impact of Travel report by highlighting the impact of Oregon's \$14.3 billion tourism industry and leading with our statewide investments in accessibility and inclusion. As of the publication of the SPPR, CEO Todd Davidson has given three media interviews to promote the report—for [KXL](#), Portland Business Journal (to be published) and the Lincoln County Examiner (to be published). Members of the executive team spoke at screenings of an Oregon Coast Visitors Association film on accessibility funded by a Travel Oregon grant in both Coos Bay and Lincoln City. Regional partners collaborated with staff on industry appreciation activations in both the Mt. Hood and Columbia Gorge and Central Oregon regions, sharing treats and cards with messaging the highlighted the value of tourism in their communities. Travel Oregon staff worked to bring a similar message and thank you to frontline staff at our eight Oregon Welcome Centers across the state during NTTW as well.

Tourism Economics International Forecast Data

We receive an update twice each year on the International State Traveler dataset (IST) that shows international visitation to, and spending in, Oregon and the rest of the US. The latest update shows preliminary data for 2024, as well as forecasted data through 2035. Some high-level stand outs for Oregon are the following:

- Spending growth for 2024 (\$729 million) was 12% over 2023 but is expected to drop 7% for 2025 (\$678 million), with full recovery above 2024 levels expected in 2027 (\$781 million).
- Spending from Canadian visitors dropped 2% in 2024 (\$211 million), and a 19% drop is expected for 2025 (\$171 million). Full recovery above 2024 (\$215 million) is expected in 2028 for Canadian spend.

See the full report from [Tourism Economics here](#).

2025 Governor's Conference on Tourism

The 40th annual Governor's Conference on Tourism was held at the Oregon Convention Center in Portland, April 14–16, where we welcomed more than 600 attendees, which set a record for attendance.

At this year's conference, we took measured steps toward increasing sustainability and accessibility. Sustainability efforts included taking TriMet MAX to the Night Out at Providence Park, eliminating single use plastics and using reusable service ware at all meals. We're pleased to report that these efforts resulted in a 69% waste diversion rate (slightly higher than the Oregon Convention Center's event average of 65%). Roughly 681 water bottles were refilled at stations, and 160 reusable cups were filled at water bubblers. These numbers set a good baseline for next year's conference with the goal of increasing overall metrics.

We were also thrilled that due to our partnership with Hampton Lumber and Friends of Trees, a total of 221 trees will be planted because of the conference through the 125 donated seedlings and 96 seedlings as the result of attendees scoring 96 goals against Travel Oregon CEO Todd Davidson, Jason Brandt, President & CEO of Oregon Restaurant & Lodging Association and Megan Conway, President & CEO of Travel Portland.

An additional conference highlight was the 2024 Travel & Tourism Industry Achievement Awards. See the [press release](#) and [award winner videos](#) as well as [images from the Night Out](#).



Owned Content

The content team produced, published and distributed 30 consumer stories in March and April 2025. These stories are guided by the three lenses of our 10-Year Strategic Vision—equity, prosperity and regenerative tourism—and are designed to evoke an emotional response while igniting the desire to travel to, and within, Oregon. Highlights for the quarter included:

- Support of our "Travel Oregon with Travel Oregon" campaign including English and Spanish content supporting [Cascades Locks](#), [Estacada](#), and [Oregon Adaptive Sports](#).
- Seasonal content such as [How to Become a Hiker](#), [Gravel Riding at Painted Hills](#) and [Oregon's World Class Murals](#).
- Accessible and inclusive travel content celebrating [Tribal fishing](#) and content supporting our Spanish audience.

Spring 2025 Travel Oregon with Travel Oregon Launch

On March 12, we launched our Spring pulse of [Travel Oregon with Travel Oregon](#). This campaign effort features two new films highlighting [adaptive mountain biking in Central Oregon](#) and [brews and beaches on the Oregon Coast](#).

This campaign will have robust content promotion on Travel Oregon social media channels as well, with the team creating a special lineup that features mountain biking, kayaking, and culinary delights in the Mt. Hood and Columbia River Gorge region.

The topline details are:

SPRING FLIGHT: March 12, 2025 - May 25, 2025, \$997K budget

Initial Results: March 12 – May 4 (Full recap to be provided in the next report)

- Over 33M video completes delivered
- Over 342K site sessions delivered

KEY TARGET:

- IMMERSIVE GUEST: Age 25-64, Sustainably Focused, Seeks Travel Activities, or Beer or Wine Consumers
- BIPOC/LGBTQ IMMERSIVE GUEST (10%): Age 25-64, BIPOC, Sustainably Focused, Seeks Travel Activities, or Beer or Wine Consumers
- SPANISH IMMERSIVE GUEST (10%): Age 25-64, Spanish Language, Sustainably Focused, Seeks Travel Activities, or Beer or Wine Consumers

MARKETS:

Markets are grouped into 3 buckets: "Most Familiar" (Green); "Familiar" (Blue); "Less Familiar" (Orange)

- Green (15%): Bend, Eugene, Portland, Seattle, Spokane, Medford-Klamath Falls, Yakima, Boise, Chico-Redding, Eureka, and Vancouver B.C.
- Blue (38%): San Francisco, Sacramento, Phoenix, Reno, Denver, San Jose, Twin Falls, Billings, and Las Vegas
- Orange (47%): Honolulu, San Diego, Fresno, Monterey-Salinas, and Los Angeles

TACTICS:

- Over-the-top (OTT), Connected TV (CTV) (Ex. Hulu/Disney, Nexxen)
- Online Video (OLV) (Ex. YouTube, Zefr)
- Live TV
- Display



OREGON DELIVERS REMARKABLE EXPERIENCES

Global Sales – Contractor FAMs

- The Global Sales Team recently hosted a familiarization (FAM) tour across Oregon for our international contractors. In-market representatives from Australia, France, Germany, Netherlands and South Korea joined the Travel Oregon team as they made stops in Portland, Burns, Klamath Falls, Sisters and Kah-Nee-Ta Hot Springs Resort. This tour was an opportunity to provide firsthand insight and experience for places in Oregon that may be new or less familiar to the group and to further develop relationships with key partners throughout the state. Following the tour, the contractors attended the Oregon Governor's Conference on Tourism, where they gathered with RDMOs and industry partners to share valuable market updates during a dedicated workshop session.
- For the third year, Travel Oregon has partnered with the Vancouver Canucks to promote Oregon as a destination. This year, the activation included image assets being displayed at Roger's Arena. The Travel Oregon logo rotated on digital read out displays and the jumbotron aired a current campaign ad. Lastly, an Oregon road trip was given away as an in-stadium game ([Guess the Sound of Oregon](#)).
- Latin America Brand USA FAM – Brand USA brought in 50+ travel trade from Latin America in a MegaFAM and Oregon was chosen as a destination to be highlighted. In partnership with Washington State Tourism and Travel Portland, 14 top travel agents and Brand USA staff from Mexico, Columbia and Brazil experienced the Columbia River Gorge, Mt. Hood, the Portland Region and Portland International Airport.
- Brand USA Canada East Sells Mission brought USA destinations to Toronto and Montreal to meet with 29 tour operators and 50+ agents. The mission allowed for an opportunity to promote Oregon as a welcoming destination for Canadian travelers, establish brand awareness and strengthen USA-Canadian relationships.



Recreation Ready Community Gatherings

To support the goals of the Recreation Ready program—ensuring that funded outdoor recreation projects are inclusive and accessible—it was essential to engage the local community early in the process. The residents who make up these destinations play a critical role, and their voices need to be heard from the beginning. Too often, development projects reach the design phase before public input is considered. In remedy, Travel Oregon and the program consultant team, in collaboration with local project steering committees, hosted free community gatherings during the initial feasibility assessment phase for each Recreation Ready awardee project:

- Gateway to the Stars Community Gathering, Cave Junction, OR – April 8
- Deathball Mountain Bike Trail System, Blue River, OR – April 9
- La Grande Bike Park, La Grande, OR – April 21
- Riverfront Reimagined, Newberg, OR – April 23 (held two gatherings)



The public was invited to attend the community gatherings, both in person and virtually, to learn about the projects, engage in a public question and answer discussion and to provide feedback both verbally and via an online survey, as well to enjoy local food and beverage provided by Travel Oregon. The community engagement survey was provided both in hardcopy form and online, and was available in Spanish and English, for community members to express their opinions and share their feedback on the projects.

195 community members took the survey across the four Recreation Ready projects, and there was overwhelming support for each of them with 91% indicating they were very and somewhat supportive of the projects. When asked to describe why they chose their answer, specific quotes included:

- "Wine is incredibly important to the visitor economy in our region, but we need more than just wine... more activities, things to do, shops, etc., will help deliver a better economic impact because guests will stay longer and spend more. Activities like what's being proposed fill a need in our community, which is why I'm so excited about it."
- "The project aligns with community priorities and values. It has concrete activities with direct impacts. There are many opportunities for community partnerships. Increased tourism to the Illinois Valley is good for the economy."
- "Excellent opportunity for diversification of recreational activities available in the area and associated economic and social benefits."

Moreover, 93% of respondents indicated they strongly agree and agree that if the projects becomes a reality, it will provide better access to recreation opportunities to the local community, and when asked to describe any concerns they had there were mostly positive answers, with some concerned for the environmental impacts, housing costs and traffic congestion associated with increased visitation. Several specific quotes included:

- "Always a concern to bring additional visitors to a rural community and its impacts on local residents. That being said, it would need to be monitored and proper oversight/maintenance."
- "We already have a lot of visitors in the summer, and this project would spread them out and take pressure off McKenzie River trail and King Castle. Local businesses rely on tourism here, and low elevation trails would give a longer season to spread the visitors out."
- "Yes, it is a concern. I am concerned that my adult children will be less able to afford a house or rent in the community due to Air B&Bs."
- "This is somewhat of a concern. But I do believe the benefit is great for the community."

The community gathering survey results are being used to assess the feasibility of the four projects, along with other key steps associated with Phase 1 of the Recreation Ready Program. Program participants that successfully complete Phase 1 with a viable project determined from the feasibility report are eligible and invited to participate in Phase 2. Applicants are required to submit a detailed project scope of work including a budget and timeline to Travel Oregon in Q1 FY26 to receive the Phase 2 investment award to advance the projects forward.

Summer 2025 Keep Oregon Green Investment

The Brand Team is once again investing in Keep Oregon Green's wildfire prevention messaging with local news station KATU for Summer 2025. This funding will support the Oregon Wildfires program sponsorship, expanded broadcast presence and substantial statewide digital outreach.

As wildfire forecasts indicate a potentially active season, KATU is partnering with sister stations across the West to present a special on wildfire safety and preparedness. This program will feature local stories, expert insights relevant to our region, and a broader perspective on fire risks nationwide. The special premieres this Memorial Day, with repeat airings planned for early June and the Fourth of July.

This program will also include broadcast television extensions and statewide Connected TV (streaming TV). The broadcast television :15 and :30 second PSA airings will run across KATU and KVAL stations. The statewide Connected TV programming shares wildfire prevention messages with residents across Oregon, with a strategic focus on areas with greater wildfire risk. Messaging will be customized in both English and Spanish languages. The total investment for this program is \$49,500 and the campaign concludes in September 2025.

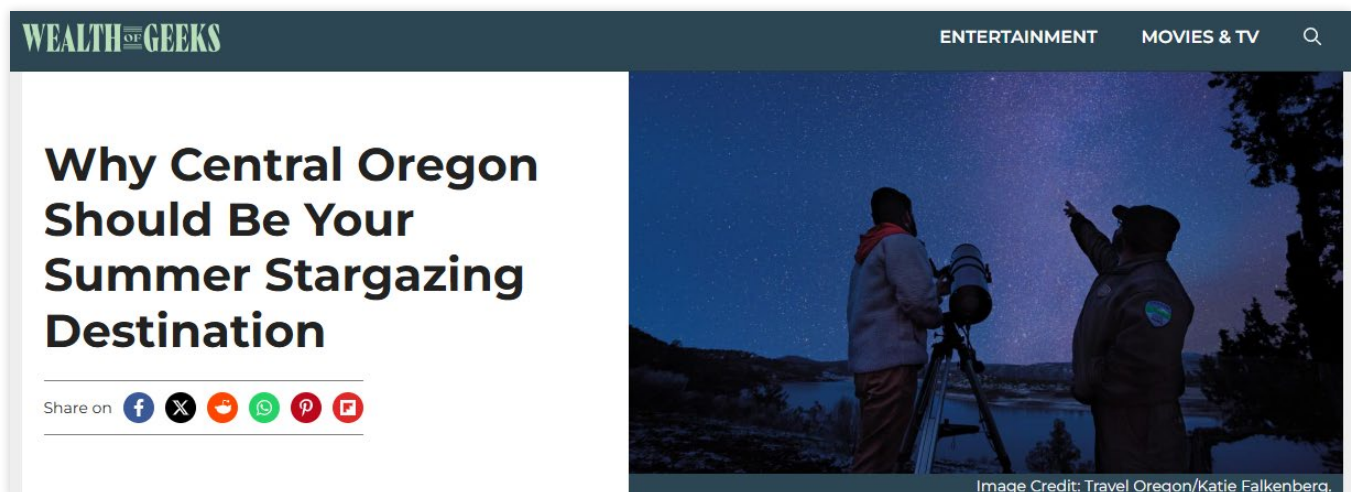
Accessible Oregon in the News

In April, the communications team did several on-air broadcast interviews to promote accessible spring travel in Oregon and to announce the Wheel the World partnership and effort to make Oregon the first state to be Destination Verified. Spots on [KPTV](#), [KGW](#), [KOIN](#) and others were syndicated and picked up by Yahoo and other outlets as well as played on air multiple times over the course of a week. Several Oregon accessibility outfitters and partners (Oregon Adaptive Sports, Adventures without Limits, David's Chair, Lincoln City) were also included in an outdoor accessibility [round-up in Ruralite](#).

Oregon Media Marketplace Roundup

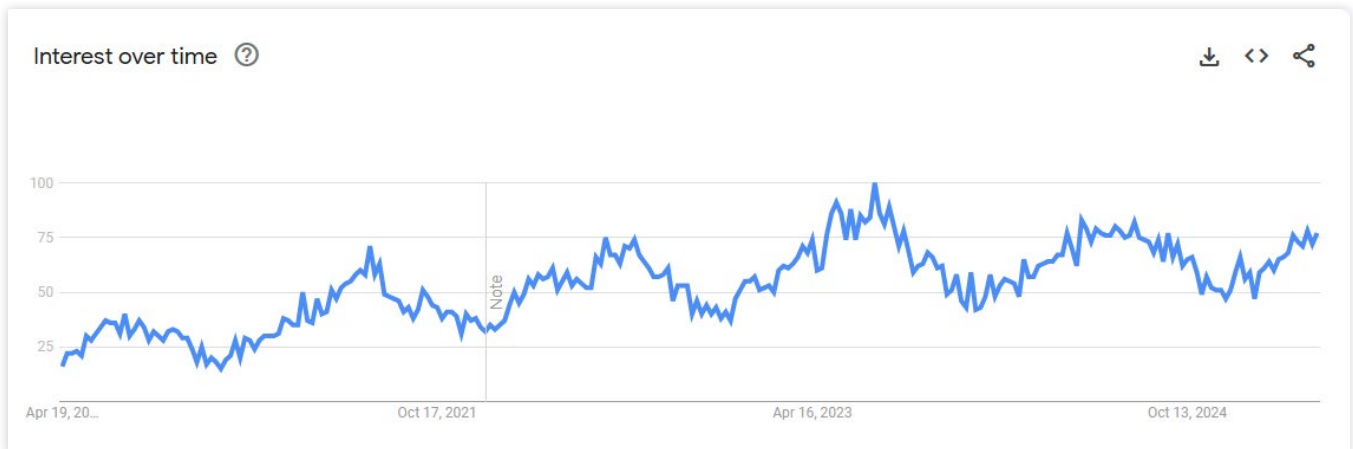
In March, Oregon Media Marketplace (OMM) brought together regional tourism partners with local, national and international media for an immersive exploration of Oregon's wellness offerings. From forest bathing and meditation to Indigenous cuisine and distinctive outdoor experiences, the event successfully inspired media with fresh story angles.

Since OMM, 58 stories have been published as a direct result of the event, reaching a total circulation of over 167 million. Outlets like [World Atlas](#), [Northwest Travel & Life](#) and [She Buys Travel](#) featured pieces highlighting their Oregon experiences. Two stories were syndicated to over 50 regional and national publications—one promoting [Central Oregon as a premier summer stargazing destination](#), the other spotlighting [adventures in the state's coastal forests and wild, scenic rivers](#). Additional stories are in progress for AAA Explorer, Outside Magazine and Lonely Planet.



Oregon's Leadership Role in Accessible Travel

Over the past five years, interest in accessibility in travel has steadily grown across the United States. What began as a quieter topic in 2020—with weekly search interest levels hovering in the 20s and 30s, on a scale of 1 to 100—has now become a central concern in travel planning, regularly reaching peaks in the 70s, 80s, and even hitting the maximum Google Trends score of 100 by mid-2023.



This rise in awareness is more than just a number—it's a reflection of a cultural shift toward inclusive travel. Few states have embraced this shift as passionately as Oregon.

This year, Travel Oregon is investing in a partnership with Wheel the World, an online booking platform for travelers with disabilities that evaluates destinations for accessibility. The agency is funding Wheel the World assessments in 21 communities across the state in an effort to make Oregon the first state to be Destination Verified, which would help visitors with disabilities travel to and within Oregon with confidence. This focus on inclusion will benefit the 15 percent of travelers with disabilities while also allowing residents with mobility challenges or non-visible disabilities to experience Oregon's incredible outdoor recreation and arts & culture offerings with family and friends in ways that were not available to them before. These are visitors who are known to stay longer and visit again if a destination meets their needs as well as those of their family and friends.

Phase 1: Wheel the World x Travel Oregon Assessments

Assessments are well underway across all corners of the state. To date, 191 out of 315 businesses have completed their assessments and have their listings published on Wheel the World's platform. This represents over 60% completion, marking a significant milestone in the assessment process. Wheel the World estimates that all of the assessments and accompanying landing pages will be finalized by June 6, 2025.

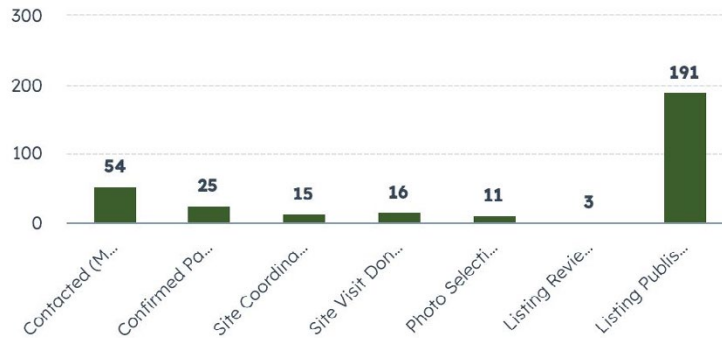


Mapping Progress

Scope of Maps

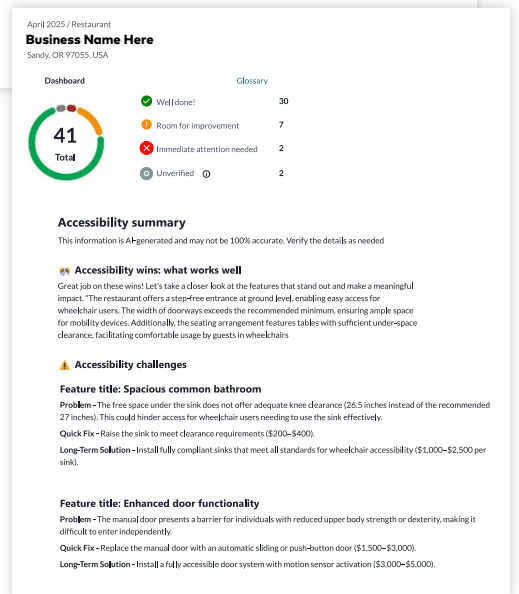
On-field progress May

- ✓ Total amount of listings: 315
- ✓ Listings Published: 191
- ✓ Content creation: 30
- ✓ Contacted: 54
- ✓ Coordinated site visits: 40
- ✓ 3 Mappers in Oregon
- ✓ 5/20 Landing Pages ready
- ✓ 22 Partners Portal



In addition, 5 of 21 communities have fully executed their assessments and now feature a DMO-specific landing page on Wheel the World's site. Below are examples of destination landing pages and business listings currently live. A year-to-date progress graphic and a snapshot of an accessibility report, are also provided to each business as a deliverable of the program.

- [Klamath](#) — Hotel: [Running Y Resort](#)
- [Corvallis](#) — Attraction: [Corvallis Museum](#)
- [Albany](#) — Attraction: [Albany Carousel & Museum](#)
- [Newberg](#) — Hotel: [The Allison Inn & Spa](#)
- [Eugene](#) — Restaurant: [Marche & Le Bar](#)



Phase 2: Wheel the World x Travel Oregon Marketing Campaign Development continues to make progress

We are in the pre-production phase of our campaign asset creation and have gathered input from across our regional partners to help develop photo and video shoot itineraries for each region. Our production schedule is tentatively set to begin on May 23, starting in the Mt. Hood and Columbia River Gorge region, and then on to Portland, Central Oregon, Southern Oregon, the Oregon Coast, Willamette Valley and finishing up in Eastern Oregon between June 12-14. Talent selections for our video shoot include [Shane Burcaw](#), [Jaden Allen](#), [Houston Vandergriff](#), [Erik Weihenmayer](#), and [Zahna Simon](#) traveling to Oregon with their companions.

While the shoot details are still being finalized a sampling of our schedule includes adaptive experiences at:

- Multnomah Falls
- Kayaking in Central Oregon with Oregon Adaptive Sports
- Crater Lake National Park

- Wine tasting in Willamette Valley
- Mobi-mat beach access and David's chair exploration on the Coast
- Visiting Tamastslikt Cultural Institute in Pendleton
- Touring around iconic places in Portland like Powell's books, Lan Su Chinese Garden, the International Rose Test Garden, Hopscotch and the Portland Art Museum.

Additionally, we plan to film some of our talents' arrival at Portland International Airport to incorporate its incredible update and accessibility features into our campaign storytelling efforts.

Leveraging Always-On Paid Media Campaigns to Promote Travel Oregon Programs: A Case Study on Oregon Food Trails

In previous progress reports, the Brand Services team introduced a new tactic: maintaining a continuous, in-market presence through always-on paid media campaigns. This approach not only keeps the Travel Oregon brand top-of-mind year-round but also provides a flexible channel for promoting specific programs.

Our first test focused on Oregon Food Trails.

Last fall, we set an ambitious goal to drive 270,000 page views to Oregon Food Trails content by the end of the fiscal year — nearly a fourfold increase over the previous year's traffic. In mid-November, we integrated ads for Oregon Food Trails into our ongoing campaigns, placing them alongside ads promoting seasonally relevant content.

We closely monitored traffic to the Oregon Food Trails pages as the campaign progressed toward the page view target. The goal was successfully achieved on April 11. Following this milestone, the Oregon Food Trails ads were paused, allowing the seasonal brand ads to continue driving traffic to TravelOregon.com.

In early May, Brand Services and Destination Stewardship will conduct a debrief to assess the campaign's success, evaluate any potential real-world impacts and identify opportunities for future optimization.

The learnings from this effort will inform how we integrate and prioritize additional program promotions within our always-on paid media work in the upcoming fiscal year, allowing us to be even more strategic and impactful.



REQUIRED TO OPERATE

Regional Cooperative Tourism Program

Regional Destination Management Organizations (RDMOs) are developing their 2025-2027 plans and budgets. Inputs into the RDMO planning process for FY2025-2026 are a new shared budget template, Tourism Industry Partner Surveys (TIPS) and the Menu of Investment Opportunities (MOIO). Plans are due to Travel Oregon for internal review on June 2. RCTP plan approval will conclude by June 27 and approved regional plans will then be eligible for invoicing.

Competitive Grants Update

Final applications are being reviewed for the 2024-2025 Competitive Grants Program with the award announcement set for June 17, 2025. Projects for the 2023-2025 Competitive Grants Program were set to be complete by April 14, 2025. Here are a few highlights from recently completed projects:

In its efforts to be welcoming to all, Four Rivers Cultural Center and Museum in Ontario installed welcome signage to Eastern Oregon's largest Japanese garden. The sign is translated in English, Spanish, Basque, Northern Paiute, Japanese and Ukrainian. Visitors can also learn more about the garden by reading or listening to information presented in English or Spanish.



Funds from Travel Oregon supported Lane Arts Council in consistently activating a new centralized public space in downtown Eugene. Accessible cultural programming co-created in partnership with guest producers and community organizations engaged the broader community with artists from diverse identities and lived experiences. Programming centered marginalized voices, offered opportunities for community gathering and building meaningful connections and created access to high-quality arts and cultural experiences for all.

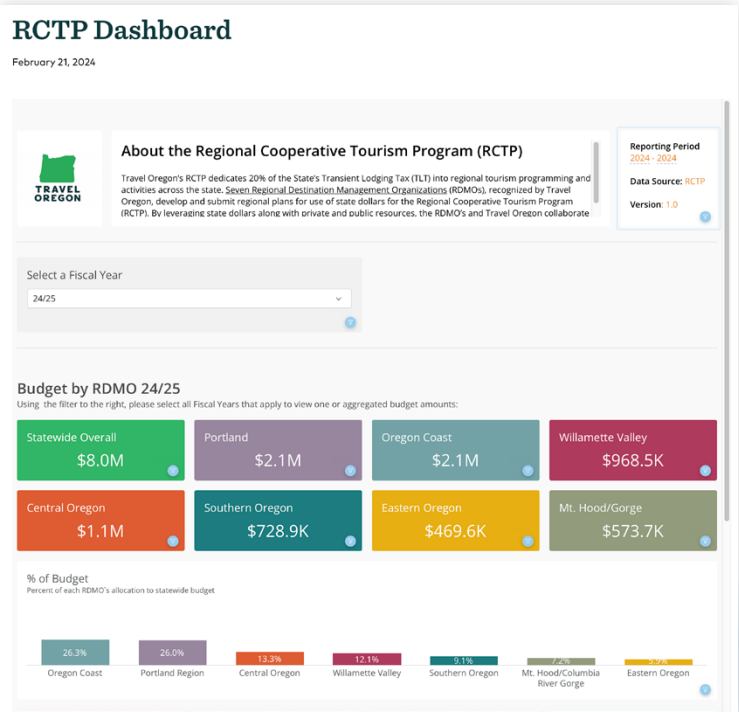


The Oregon Coast Aquarium used grant funds to transform the visitor experience with a new touch pool, creating a more accessible exhibit with additional animals and opportunities for guests to learn about marine life in tide pools, inspiring conservation and stewardship for our oceans. Signage for the exhibit is now translated in Spanish to help reach many in the local community as well as those visiting from further away.



DASHBOARDS

RCTP – For a comprehensive overview of RDMO investments in the 2023–2025 biennium, the Regional Cooperative Tourism Program dashboard can be found [here](#).



APPENDIX

Oregon Tourism Commission

Profit & Loss Budget vs. Actual

July 2024 - February 2025

	July 2024 - March 2025	Annual Budget	Over (Under) Budget	% of Budget
Sources:				
Income:				
Lodging Tax	32,924,182	44,140,000	(11,215,818)	74.6%
Lodging Tax from Prior Periods	2,605,265	2,605,265	-	100.0%
Interest Income	754,954	700,000	54,954	107.9%
Misc. Revenue	29,496	30,000	(504)	98.3%
Conference/Event Revenue	182,250	240,000	(57,750)	75.9%
Welcome Center Brochure Program	45,615	61,000	(15,385)	74.8%
Federal Grant Funds - CSA	345,048	292,500	52,548	118.0%
Federal Grant Funds - EDA	-	140,000	(140,000)	0.0%
Total Income:	36,886,810	48,208,765	(11,321,955)	76.5%
Beginning Fund Balances:				
Beginning Balance - Regional	7,544,150	7,544,150	-	100.0%
Beginning Balance - Grants	10,798,775	10,798,775	-	100.0%
Beginning Balance - IOF	1,950,343	1,950,343	-	100.0%
Beginning Balance - All other TO programs	6,260,710	6,260,710	-	100.0%
Total Beginning Fund Balances:	26,553,979	26,553,979	-	100.0%
Total Sources:	63,440,789	74,762,744	(11,321,955)	84.9%
Uses:				
Future Programming - Statutory				
Regional - future (net of administrative expense)	5,926,353	7,945,200	(2,018,847)	74.6%
Grants - future (net of administrative expense)	2,963,176	3,972,600	(1,009,424)	74.6%
Total Future Programming - Statutory	8,889,529	11,917,800	(3,028,271)	74.6%
Reserves				
Operating Reserve (from Admin/Ops Budget)	-	79,700	(79,700)	0.0%
Immediate Opportunity Fund (from Admin/Ops Budget)	-	-	-	0.0%
Total Reserves	-	79,700	(79,700)	0.0%
Total Future Programming & Reserves	8,889,529	11,997,500	(3,267,371)	74.1%
Expenses by Department:				
Brand Stewardship	14,345,327	21,103,720	(6,758,393)	68.0%
Destination Stewardship	2,093,639	4,199,576	(2,105,937)	49.9%
Destination Stewardship - Regional	651,268	697,587	(46,319)	93.4%
Destination Stewardship - RCTP + program admin	7,957,131	8,918,519	(961,388)	89.2%
Destination Stewardship - Investments				
- Statutory Grants, awarded + program admin	1,139,276	2,846,422	(1,707,147)	40.0%
- Statutory Grants, to be awarded	-	7,807,379	(7,807,379)	0.0%
- Additional Grants, awarded	500,000	800,000	(300,000)	62.5%
- Additional Grants, to be awarded	-	129,563	(129,563)	0.0%
- Additional Grants, Outcomes	-	150,000	(150,000)	0.0%
Insights & Impact	4,700,942	9,058,705	(4,357,763)	51.9%
Administration & Operations	4,009,312	7,053,773	(3,044,461)	56.8%
Total Expenses by Department	35,396,894	62,765,244	(27,368,350)	56.4%
Total Uses:	44,286,423	74,762,744	(30,635,721)	59.2%
Net Income	19,154,366	-	19,154,366	
Wine Country License Plate Program:				
Sources:				
Wine Country License Plate Sales	314,777	420,000	(105,223)	74.9%
Beginning Balance for Distribution: Tourism Promotion	559,067	559,067	-	100.0%
Beginning Balance for Distribution: Grants	571,199	571,199	-	100.0%
Total Sources	1,445,044	1,550,266	(105,223)	
Uses:				
Tourism Promotion	284,181	769,067	(484,886)	37.0%
Grants	303,420	781,199	(477,779)	38.8%
Total Uses	587,601	1,550,266	(962,665)	
Net Income	857,442	-	857,442	
Total Net Income	20,011,808	-	20,011,808	

Note: This financial information is unaudited and prepared for internal users of the agency. This information is not in the format of full disclosure according to GAAP.

Oregon Tourism Commission Balance Sheet

	As of March 31, 2025
ASSETS	
Current Assets	
Checking/Savings	
Cash - programming and reserves	14,376,868
Cash - Grants - Committed, not disbursed	1,903,767
Cash - Committed for Future Grants	10,490,992
Cash - Committed for Future RCTP	7,733,210
Restricted Cash - Wine Country Plates	1,121,875
Total Checking/Savings	35,626,712
Accounts Receivable	156,445
Other Current Assets	0
Total Current Assets	35,783,157
Fixed Assets	406,931
Other Assets	32,982
TOTAL ASSETS	36,223,070
LIABILITIES, EQUITY & FUND BALANCES	
Liabilities	
Current Liabilities	
Accounts Payable	1,337,167
Other Current Liabilities	640,396
Total Current Liabilities	1,977,563
Long Term Liabilities	0
Total Liabilities	1,977,563
Equity & Fund Balances	
Regional (RCTP) - for future distribution	7,733,210
Grants - for future distribution	2,963,176
Invested in capital assets (net)	329,790
Reserved for Immediate Opportunity Fund (IOF) - designated	35,000
Reserved for Immediate Opportunity Fund (IOF) - not designated	-
Operating Reserve	2,235,422
Unanticipated TLT from FY2024 - unallocated	672,667
Net Income	19,154,366
Total Equity and Fund Balances	33,123,632
Restricted, Wine Country Plates ORS 805.274	
Wine Country Plates - Future Grants	310,404
Wine Country Plates - Future Regional	268,806
Wine Country Plates - Undistributed Grants	267,779
Wine Country Plates - Undistributed Regional	274,886
Total Restricted for Wine Country Plates	1,121,875
TOTAL LIABILITIES, EQUITY & FUND BALANCES	36,223,070

Note: This financial information is unaudited and prepared for internal users of the agency. This information is not in the format of full disclosure according to GAAP.



TRAVEL  OREGON

OREGON TOURISM COMMISSION

319 SW Washington Street, Suite 700
Portland, Oregon 97204
971.717.6205

traveloregon.com
industry.traveloregon.com