

STRATEGIC PLAN PROGRESS REPORT

SEPTEMBER 2025

TRAVEL



OREGON

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 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 2025–27 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 2025–27 Strategic Plan since the Commission's last meeting.



MESSAGE FROM CEO



Dear Commissioners,

The summer season offers a new energy when outdoor adventures and culinary bounties are on full display, from refreshing lake, river and ocean activities to fresh berries and vibrant farmers markets. It also marks the start of a new biennium and fiscal year that incorporates many behind-the-scenes tasks related to contracts and financial reporting.

Following the approval of the 2025–27 Strategic Plan and Budget, our departments and staff have renewed priorities and opportunities to champion programs that inspire travel, deliver remarkable experiences and uplift Oregon communities.

I look forward to seeing you all in Yachats soon, September 11 and 12.

Todd Davidson, CEO

OREGON TOURISM COMMISSION



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Greg Willitts



Vice Chair
Harish Patel



David
Gremmels



Lucinda
DiNovo



Travis
Hill



David
Penilton



Jenifer
Roe



Scott
Youngblood

OREGON TOURISM COMMISSION BRIEFING

September 11, 2025
Yachats Commons Multipurpose Room
441 Hwy 101 N,
Yachats, OR 97498

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 Willitts
2:40 p.m.	Wheel the World Update	Kevin Wright, Kate Sappell
3:25 p.m.	Destination Ready 2.0 Technical Assistance and Investments	Staj Olson
3:55 p.m.	Building Inclusive Pathways: Engagement with Tribal Nations and LGBTQIA+ Communities	Lisa Itel
4:30 p.m.	Adjourn	Chair Willitts

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

OREGON TOURISM COMMISSION MEETING

September 12, 2025
Yachats Commons Multipurpose Room
441 Hwy 101 N,
Yachats, OR 97498

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<https://www.youtube.com/user/oregontourism/>.

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9:00 a.m.	Welcome and Introductions	Chair Willitts
9:10 a.m.	Chair Remarks	Chair Willitts
9:15 a.m.	Local Welcome	Marcus Hinz, Bobbi Price
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 Willitts
9:45 a.m.	Commission Business Review of Commission Packets Review of Travel Oregon Financial Update CEO Search Update	Chair Willitts
9:55 a.m.	Commission Action Approval of Minutes	Chair Willitts
10:05 a.m.	Break	
10:15 a.m.	Competitive Grants Update	Michelle Woodard, Deb Vaughn
11:00 a.m.	2023-25 Biennial Plan Lookback Report	Petra Hackworth, Hannah Hicks
11:45 a.m.	Other Business	Chair Willitts
12:00 p.m.	Adjourn	Chair Willitts

If you have any questions or comments related to the meeting proceedings or presentations, please email us at
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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 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 diversity of 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 — Brand Stewardship builds awareness for Oregon globally, inspiring travel that uplifts Oregon communities. As stewards of the Oregon brand, we optimize economic opportunity, advance equity, and respect the ecosystems, cultures and places that make Oregon...Oregon.

Core Functions include:

- Branding & Advertising
- Digital Platforms & Content
- Sales

Destination Stewardship — This department houses programs that are responsible for people, products and places that enrich visitor and resident experiences.

Core Functions include:

- Destination Services
- Stewardship Investments
- Regional Cooperative Tourism Program (RCTP) and other 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 supports all areas of the organization through operations, finance, accounting, compliance, and IT. 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

STRATEGIC UPDATES

Strategic Action Plans

Program leads for the 2025–27 action plans met with our Strategy Manager in early June and mapped out the first year of their plans in ClickUp, our project management platform. These plans were presented at the August Quarterly Business Review (QBR), and the Strategy Manager will continue to meet monthly with the leads to stay up to date on plan progress.

OPERATIONS / INTERNAL UPDATES

Staffing

Since the June 2025 Strategic Plan Progress Report (SPPR), we have welcomed the following staff:

- **Mason Kennedy** and **Claire Albright** — former Resource Assistance for Rural Environments (RARE) interns, now on Travel Oregon staff in limited-duration positions in Destination Stewardship, currently filling in for staff on leave.
- **Junho Chang**, Finance & Accounting Director

As recruitment continues, new job openings can be found on our [Career Opportunities](#) webpage.

FINANCIAL REPORTS

Revenue

Transient Lodging Tax (TLT) revenue for fiscal year 2025 to date is \$41.4M, 98.7% of revised budgeted \$42M. TLT revenue is up 0.2% from the previous fiscal year, up 1.6% from FY2023 and up 80.5% from FY2021.

Comparison of TLT to prior periods :

TLT	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
FYTD Actual (\$M)	41.44	41.36	40.79	35.79	23.49	39.71	40.58
FYTD - % of annual budget	98.7%	102.4%	107.3%	100.5%	117.4%	101.6%	105.3%
Annual TLT, Budget (\$M)	42.00	40.40	38.00	35.60	20.00	39.10	38.55
Annual TLT, Actual (\$M)	41.44	41.36	40.79	35.79	23.49	39.71	40.58
TLT (*adjusted for rate)	FY2025	FY2024	FY2023	FY2022	FY2021*	FY2020*	FY2019*
Actual TLT (\$M)	41.44	41.36	40.79	35.79	22.95	33.10	33.82
% change	–	0.2%	1.6%	15.8%	80.5%	25.2%	22.5%

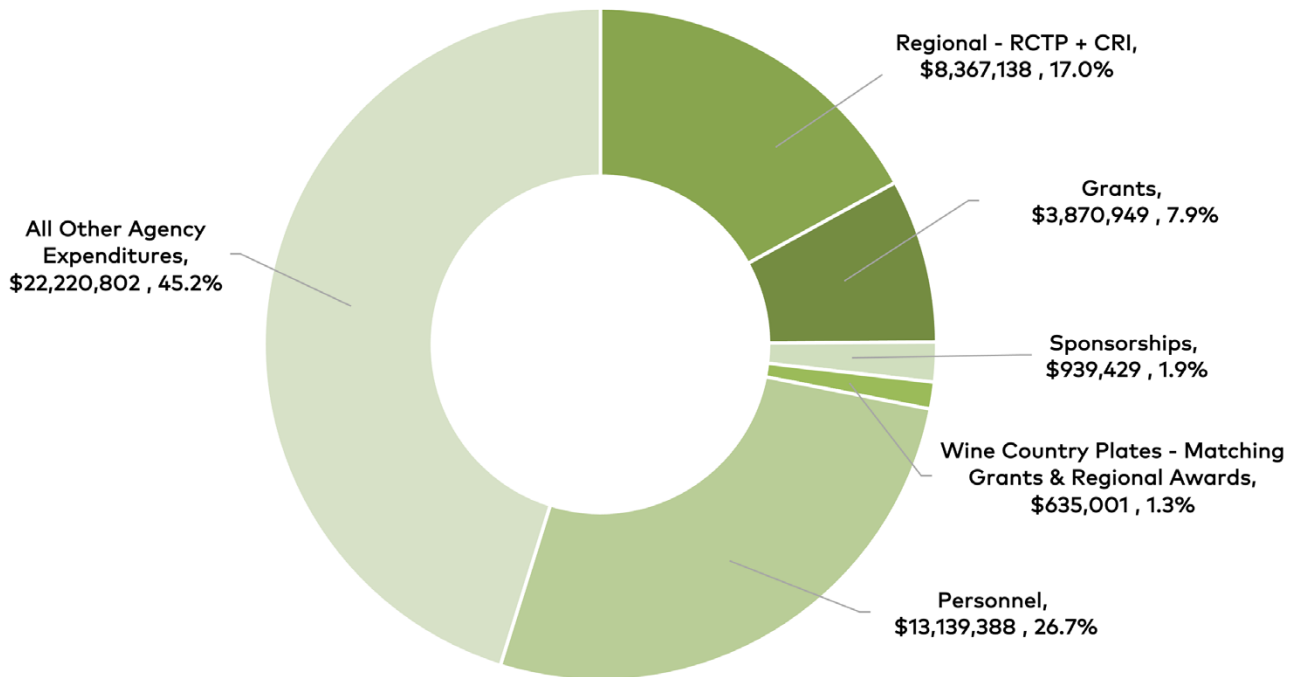
*Adjusted for change in TLT rate from 1.8% to 1.5%

Wine Country License Plates

Fiscal year-to-date receipts of Wine Country License Plates proceeds total **\$432,832.29** which is **103.06%** of budgeted **\$420,000**.

Expenditures

Fiscal FY2025 as of 06/30/2025 end-of-year expenditures and disbursements total \$49M. This includes \$8.3M of Regional Cooperative Tourism Program (RCTP), Collaborative Regional Investments (CRI) and grants funds collected in prior years but expended in FY2025.



Financial reports — see appendix



OREGON'S TOURISM ECONOMY IS FLOURISHING

Always On Advertising Campaign

We've refreshed our year-round (Always On) advertising approach this biennium to better connect with people who are considering a trip to Oregon. We're using platforms such as Google Search, social media, online travel agencies (OTAs) and native campaigns in ways that match how travelers use them.

Instead of repeating the same message everywhere, we tailor our approach to each platform's strength. For example, search ads reach people who are actively planning a trip, while social media helps spark interest and inspiration earlier in the journey through conversations. Native campaigns, which use ads designed to blend in with the surrounding content, are great for driving broad awareness and site traffic while reaching more distant geographies. Campaigns on online travel agencies help us reach travelers further down the funnel.

Throughout the year, we update our messaging and visuals to reflect the season and focus on specific goals, such as highlighting summer outdoor recreation or fall scenic drives. This helps keep Oregon top-of-mind year-round and allows us to adapt to changing traveler interests.

Beyond seasonal content, these Always On campaigns spotlight new offerings such as the North Coast Express shuttle; emphasize key themes such as Culinary and Responsible Recreation; provide added support when and where the state may need it; and share timely updates such as our partnership with Wheel the World to promote accessible travel.

This flexible, always-present strategy works alongside our larger spring brand campaign. While the spring campaign builds broad inspiration, the Always On efforts help turn that interest into action, encouraging people to plan trips and explore all Oregon has to offer.

We launched this Always On Campaign in July of 2025 with a paid media budget of \$2.5M across partners for the fiscal year.



Owned Content

The content team produced, published and distributed 37 consumer stories in May, June and July of 2025. These stories are guided by the three lenses embedded in our 10-Year Strategic Vision—equity, prosperity and regenerative tourism—and are designed to build traveler trust and ignite the desire to travel to, and within, Oregon. Highlights for the quarter include:

- Seasonal content such as [Top Lakes to Visit Around Hood/Gorge](#), [Instagram-Worthy Spots Away from Crowds](#) and [Scenic Drives through Coast Range](#).
- Accessible and inclusive travel content including [Accessible Adventures in Central Oregon](#), [Sandwiches From Around the World in Portland](#) and [Celebrate Pride Year-Round in Oregon](#).
- Feature stories including [Oregon's Biodynamic Wineries](#), [Packrafting on Oregon's Minam River](#) and [Cycling All of Oregon's Scenic Bikeways](#).

Oregon Wine Month

This year, we continued our annual partnership with the Oregon Wine Board (OWB) to increase the visibility of Oregon Wine Month with the following goals:

1. Drive traffic to relevant content on both Travel Oregon and OWB's sites.
2. Share deeper stories of Oregon wine and drive engagement with consumers.
3. Drive sweepstakes entrants to the OWB's wine country getaway sweeps, including paid social and out-of-home (OOH) advertising at Portland International Airport.

The campaign generated nearly 14,000 clicks (a 71% increase compared to 2024) and had a 21% drop in cost per click (CPC) compared to 2024's campaign.



Earned Media

Since the start of the year, Travel Oregon secured 405 domestic and international media stories, garnering more than 5 billion impressions from readers across the globe, with an ad equivalent of \$127 Million*. A few key coverage highlights include: a feature on [Shifting Tides' seafood foraging experience in The Independent](#); inclusion in [Newsweek's "Best Waterfront Hotels"](#), a [Crater Lake feature in USA Today](#); several stories about Sisters becoming a Dark Sky Community, including [placement on Yahoo](#); and inclusion of an Oregon treehouse Dallas, OR, [AirBnb in Elle Magazine](#). You can see the [full media report in our Newsroom](#).

*These numbers don't include international coverage from Q4, as those reports take longer to produce.

Portland Recovery Investments

Travel Oregon continues to support the Portland region's post-COVID recovery. While other regions have recovered past 2019 levels of annual visitor spend, Portland is 97% recovered.* One of the ways Travel Oregon supports Portland is through sponsorships of events and activations that aim to increase hotel room nights, visitor spending, and foot traffic. We continue to work with key Enhanced Service Districts and community partners to support the recovery of central Portland through district-specific activations while also investing in signature events that bring tens of thousands of visitors to the central city. Some recent highlights of this effort include Rose Festival, Waterfront Blues Festival, Singin' in the Square, Lloyd Live at the Docks, 8 Seconds Rodeo and PDX Live among others. This work is done in partnership with Travel Portland, Prosper Portland, and other institutional partnerships such as the Portland Metro Chamber.

*2024 Economic Impact of Travel Report, Dean Runyan Associates



OREGON DELIVERS REMARKABLE EXPERIENCES

IPW

Travel Oregon recently attended IPW in Chicago, one of the largest travel trade events in the country, with a delegation of 14 tourism partners from across the state. Over the course of the week, we held more than 200 appointments with international buyers and media. A few of our international contractors joined us at the event as well, helping to strengthen relationships and create new opportunities. Positive feedback and high-quality appointments throughout the week reflected growing interest in Oregon as a must-visit destination for international visitors.



Royal Horticulture Society (RHS) Hampton Court Flower Show

At the height of summer, Hampton Court Palace in Richmond, England, hosts the world's largest annual horticultural show—an event renowned for its inspiring displays, cutting-edge garden designs, and innovative concepts. This year, Travel Oregon commissioned British landscape designer Sadie May Stowell to create a garden inspired by Oregon's natural beauty. The display featured native plants and trees, a classic VW campervan and a reimagined "Oregon campsite," offering visitors an immersive experience into the Pacific Northwest.

Over the course of the seven-day show, attendees were invited to explore and photograph the garden, which captured the spirit of Oregon while emphasizing themes of regenerative travel and environmental sustainability.

The event included a dedicated media day and additionally a trade afternoon, where more than a dozen of our UK-based travel industry partners joined us in the garden. These partners, including America as You Like It—a leading UK tour operator, helped promote Oregon itineraries, with brochures featuring a new Oregon-only travel package distributed throughout the week.



In addition to content created by the Travel Oregon team, we also developed a [unique brochure](#) specifically for the show. This included information about the plants featured in the garden (a show requirement), with several beautifully sketched and painted by local botanical watercolor artist, Nora Sherwood. When folded, the well-received brochure resembled a seed packet.

Additionally, Travel Oregon participated in two Visit USA events in conjunction with the RHS show: the Visit USA Media Awards and Summer Affair, both of which provided opportunities to network with journalists and trade partners. As the headline sponsor, Travel Oregon presented the Oregon Award to journalist Lauren Jarvis for her article, "[A Seaweed Foraging Adventure Along the Oregon Coastline](#)" in The Independent. This coverage resulted from her participation in a press trip the previous year. As part of the awards program, Travel Oregon presented the video [Exploration of the Oregon Coast with Shifting Tides](#) (produced in partnership with the Oregon Coast Visitors Association), to showcase themes of the article. This presentation generated excitement among media attendees, fostering meaningful conversations, relationship-building and story pitching that secured two confirmed UK media press trips for this fall.

Brand USA Asia Mission Korea & Japan

Travel Oregon recently participated in the Brand USA business-to-business (B2B) sales mission to Asia. These meetings provided the opportunity to further develop our relationships with Asia teams at Delta Air Lines, United Airlines, Air Canada, Hawaiian, Korean Air and Starlux as well as the opportunity to connect with more than 60 tour operators, travel trade and wholesale buyers. Companies such as Mode Tour and Lotte Travel in South Korea were interested in culinary tourism opportunities throughout the year. Visiting Oregon wineries during the winter was of particular interest. Key results from this mission include new products with the following companies based in Seoul:

- [Yellow Balloon Tour](#): Itinerary includes Portland Downtown, Cannon Beach, Tillamook, Newport, Eugene, Crater Lake, Bend, Mount Hood, Hood River Lavender Farms and Multnomah Falls
- [Very Good Tour](#): Itinerary includes Seattle, Cannon Beach, Tillamook Cheese, Portland Downtown, Beaverton & Nike retail stores and Multnomah Falls

Portland city stays/hub and spoke trips along with niche programs like golf trips and scenic byways touring for Korean Foreign Independent Travelers (FIT) were key opportunities for further international inbound sales development. Meetings during the Japan portion of the mission were focused on soft adventure/outdoor experiences for small group tours from companies such as Club Tourism and Outdoor Center, while JTB and HIS, long time partners in the Japanese travel market, are continuing focus on 4–5 night city stays prominently featuring Portland.

Oregon Arts Commission Collaboration

Travel Oregon partnered with the [Oregon Arts Commission](#) for their “50 for 50” campaign celebrating the 50th anniversary of the 1% for Art program. In celebration of the 50th anniversary of Oregon’s Percent for Art in Public Places Program, the Oregon Arts Commission presents “50 for 50,” an invitation for Oregonians to rediscover the state through the lens of public art. Oregon was among the nation’s first states to establish a percent for art program; the state’s public art collection now includes close to 3,000 artworks.

Cross-functional teams are supporting this partnership in several ways. The Communications team is pitching media stories showcasing Oregon’s public art as a centerpiece of consumer travel. We also published a [Q+A on the Travel Oregon industry website](#) with Public Arts & Artists Programs Coordinator Ryan Burghard to provide the tourism industry an inside look at the 1% for the Arts program and the layered benefits of public art for residents and visitors alike. And the Brand Services team is producing two pieces of consumer website content (one itinerary and one inspirational video) to be supported with paid media.

2026 FIFA World Cup Preparation

Travel Oregon has pulled together a working group to explore opportunities to leverage the 2026 FIFA World Cup. Partners include Travel Portland, Sport Oregon and Portland Thorns & Timbers management. In addition, Travel Oregon is a member of the [Regional Tourism Council of the Pacific NorthWest Economic Region](#) (PNWER). While no matches are happening in Oregon, there will be in neighboring North America regions. Opportunities being explored include:

- Regional “Know Before You Go” Website: PNWER secured a federal grant to build a website and app for visitors to quickly find out about travel conditions and requirements of each host city. For example, a potential visitor from Argentina can enter in their departure and arrival city and immediately get official information about visa requirements and application deadlines.

- Positioning Oregon as a base camp host for team training: Oregon was able to secure a listing in FIFA's online portal as an official training area, which is not usually the case for states/provinces that are not hosting matches. Sport Oregon expects to gauge interest after the December draw, when teams discover where they'll be playing.
- Other potential marketing opportunities with the goal of attracting visitors traveling to/from Seattle and/or San Francisco for matches in those cities.

New Outdoor Recreation Map: Willamette Adventures

Travel Oregon welcomed the 11th addition to its iconic [Outdoor Recreation Map series](#) this quarter. [Willamette Adventures](#) highlights the North Willamette Valley's many convenient opportunities to play. Whether you're looking for a meandering paddle down the Willamette River, gravel roads to cycle between wine tastings or just a place to walk the dog close to the I-5 corridor, this recreation map offers something for everyone.

The map was produced by Travel Oregon and Yamhill County partners along with consultant team Lens for Wanderlust and printed in Oregon.

Visitor Profile

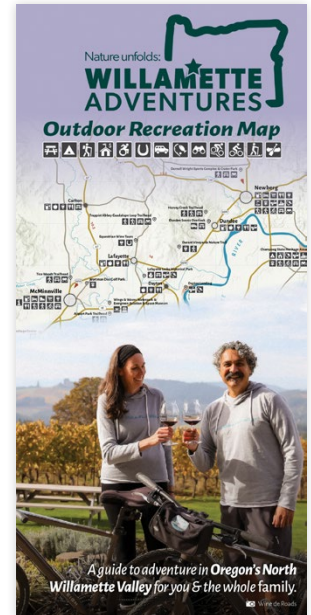
The 2025 Travel Oregon Visitor Profile study is currently being conducted. This study consists of two waves of survey data collection—the first wave was conducted during spring of this year and the second is being fielded as the SPPR is being produced (August 1 – September 30). Visitor profiling allows us to understand what visitors to Oregon experience and offers insight into visitor satisfaction, planning resources and timeline, spending, motivations, demographics and more. This study informs three of Travel Oregon's strategic vision Key Performance Indicators (KPIs):

- Likelihood to Recommend
- Likelihood to Return
- Overall trip satisfaction

For the first time, we are including a sample of 500 Canadian respondents (250 in each wave). This will allow us insights specific to Canadian visitors. According to preliminary results from the first wave, Canadian visitors express similar levels of overall trip satisfaction, but slightly lower levels of likelihood to recommend than the average Oregon visitor.

We are also making an intentional effort to bring in underserved communities' voices. To do this, we are oversampling for visitors who identify as Black and/or Native American, communities we've struggled to get responses from in the past. This allows us to understand how experiences may differ among various identity groups, which is crucial in Travel Oregon's efforts to ensure Oregon is a welcoming destination for all.

Preliminary results from the first wave are available for internal use and limited external requests. Full results will be published in early 2026 in two forms: a dashboard available in February 2026 and final reports expected to be published in April 2026.



OREGON IS STRIVING TO BE A PLACE OF EQUITY

Wheel the World Assessments and Marketing Campaign Update

Travel Oregon's Destination Stewardship team, in close coordination with Regional Destination management Organizations (RDMOs) and key Destination Management Organizations (DMOs), are leading statewide efforts with Wheel the World (WTW) to advance accessibility and provide accessibility assessments to local businesses. WTW helps destinations collect, evaluate, improve and promote accessibility and trains local partners to provide a better experience for travelers with accessibility needs.

In November 2024, Travel Oregon contracted with WTW to assess 10–15 lodging properties, restaurants and attractions in 21 communities with the goal of becoming the first state to be Accessibility Verified. This designation will increase visibility of accessible options and strengthen Oregon's reputation as a welcoming destination for all travelers.

Because two regions—the Oregon Coast and Central Oregon— have already completed this work required to be Accessibility Verified, we focused on regions that had yet to be assessed. Participating communities include all eight State Welcome Centers, along with the following regions and destinations:

Portland Region: Oregon City, Hillsboro, Beaverton

Willamette Valley: Salem, Eugene, Corvallis, Albany, McMinnville, Newberg

Eastern Oregon: Ontario, Baker City, Pendleton, Boardman, Echo, Hermiston

Southern Oregon: Roseburg, Medford, Ashland, Klamath Falls

Mt. Hood and Gorge: Mt. Hood, The Dalles, Hood River, Troutdale, Cascade Locks, Sandy, Estacada, Boring

Through this coordinated effort, RDMOs and DMOs identified businesses to participate, and WTW conducted the assessments. To date:

- 291 businesses across 21 communities have been assessed.
- Of the 291 assessed businesses, 283 businesses have listings published on WTW's website.
- Every participating business has now completed the assessment and mapping process, receiving a tailored report with recommended improvements for accessibility.
- The state now has over 750 business listings published on WTW's site, with more in progress outside of this program.

This initiative provides value to DMOs, communities and local businesses by:

- Increasing visibility of destinations committed to accessibility for both residents and visitors.
- Delivering assessment reports that highlight opportunities and pathways for accessibility improvements.
- Offering access to WTW's Training Academy, which builds local knowledge of disability inclusion best practices.
- Providing every participant with a business landing page, a DMO/City page and a regional landing page on WTW's platform.
 - Seven regional landing pages are in the process of being developed in collaboration with RDMO partners. View an Oregon Coast example [here](#).

Teams at Travel Oregon are working cross-functionally to deliver on the results of these assessments and the Accessibility Verification through an enhanced accessibility landing page on TravelOregon.com, integrating verified business listings into the OTIS platform, gathering programmatic feedback through a [business survey](#) and supporting the program with public relations efforts and a marketing campaign.

On September 22, Travel Oregon and [Wheel the World](#) will launch the marketing portion of our collaboration, announcing that Oregon is the first state to be Accessibility Verified. The initial push will have a strong public relations focus, driving broad awareness for this first-of-its-kind designation.

During this campaign, Travel Oregon marketing efforts will target West Coast audiences letting them know about the broad range of accessible activities in each region of the state, driving towards itineraries on TravelOregon.com. Wheel the World will simultaneously launch a marketing effort targeting their subscribers, launching one regional video a week driving towards bookable experiences on their site. Simultaneously, Travel Oregon and Wheel the World communications teams will be pitching national, regional and local broadcast, print and digital media outlets, focusing on the designation, what it means and why it matters. The teams will work together to cover both mainstream media and outlets focused on accessibility. The team will be presenting creative and additional details at the September Commission meeting.

wheel  the world

**ACCESSIBILITY
VERIFIED**



Supporting Underserved Communities

Through press trips, event sponsorships, media outreach and owned content, Travel Oregon has moved our strategy to support underserved communities forward. In May, we were a presenting sponsor of the [AAPI Food + Wine Fest](#) and worked to bring four members of the media to that event, including Australian writer Alex Mitcheson, and secured [this story in PDX Monthly](#). Travel Oregon sponsored 20 Pride events across the state and [published a Q+A](#) on the industry website with a board member of Yachats Pride to showcase this sponsorship and the importance of these events in rural communities. The Q+A was promoted in the industry newsletter and on LinkedIn. Additionally, we supported a press trip for [Jenny Block](#) (New York Times 'Tiny Love Stories,' HuffPost, Dallas Voice, Unleashed LGBTQ+, and more); [Liana DeMasi](#) (Reader's Digest, OPTOUT, GO Magazine, AUTOSTRADDLE, ATMOS); and [LJ Granered](#) (Eater, @ljgranered on IG and TikTok) as they attended the [Queer Wine Fest](#) and explored the Willamette Valley.

REQUIRED TO OPERATE

Competitive Grants

The 2024–2025 Competitive Grants were announced on June 17, 2025, supporting 65 projects around the state with a total award of nearly \$6.2 million. [You can view the press release here](#).

As of August 8, 2025, 64 grant agreements have been signed and over half of the projects have billed Travel Oregon for their initial grant disbursement, totaling \$2,400,375.22.

Seven feedback conversations with unawarded applicants have occurred to help further relationships and work towards success in future application cycles. Additional team capacity allowed for creation in ClickUp of a new tracking resource across the 16-month period of the grant award. This resource allows us to more easily identify project scope adjustments or potential delays and opportunities to promote visitor-ready resources and experiences funded by the grant program. This information is now easily accessible to Travel Oregon's Communications and Brand Stewardship teams to promote via their channels.

Grant Award Media Coverage

The communications team pitched and secured media coverage prior to the announcement of the 2024–25 competitive grant awards by highlighting projects completed with funding from the prior cycle. We had broadcast interview on [KOIN](#) with a circulation of 1,210,000. We announced this year's grant recipients via press release, on the industry site, on LinkedIn and in the industry e-Newsletter on June 23 and secured broadcast, print and radio interviews, earning 35 Oregon media placements with a total cumulative circulation of 430,810,492—an ad value equivalent of \$10.7 Million. Highlights include: [KPTV](#), [OPB](#) and the [Bend Bulletin](#).



Wine Country License Plate Distribution Program Update

The Investments and Regional Based Services (RBS) teams have aligned the timelines of the Oregon Wine Country License Plates Tourism Promotion Distribution Program and the Regional Cooperative Tourism Program (RCTP) to provide a more seamless planning experience for the six RDMOs that serve as the designated tourism entity for the program.

The Investments team engaged the Oregon Wine Board (OWB) to help shape the questions used to acquire information from the eight designated wine regional contacts about their proposed use of 2025–27 funding. Dollars can be used in myriad ways to support the wine industry, including regional and brand advertising and marketing, supporting wine-focused events, promoting tasting room visitation and producing “wine-forward” culinary events.

The Investments and RBS teams collaborated on a comprehensive revision of the Oregon Wine Country License Plates Tourism Promotion Distribution [Program](#) page on Travel Oregon’s industry website. The page increases transparency on how to access the funding, promotes the opportunity to use the funding as the required matching dollars for the Oregon Wine Country License Plates Matching Grants, and clarifies the reporting obligations that come with accepting funding awards.

For the first time since the program’s inception in 2015, all eight designated entities have submitted a proposal for usage of funds. Proposals are currently being reviewed by OWB with agreements likely to go out in early September 2025.

DASHBOARDS

- Regional Cooperative Tourism Program (RCTP) – RDMO 2025–2026 fiscal year plans have now been updated. For a comprehensive overview of RDMO investments for the current fiscal, view the [RCTP dashboard here](#).
- KPI dashboard: To monitor our progress against the 10-Year Strategic Vision KPIs, this interactive dashboard offers a comprehensive view of our performance relative to our established goals. [10-Year Strategic Vision KPI Dashboard - Travel Oregon](#)



APPENDIX

Oregon Tourism Commission Profit & Loss Budget vs. Actual

July 2024 - June 2025

	July 2024 - June 2025	Annual Budget	Over (Under) Budget	% of Budget
Sources:				
Income:				
Lodging Tax	41,438,492	42,000,000	(561,508)	98.7%
Lodging Tax from Prior Periods	2,605,265	2,605,265	-	100.0%
Interest Income	959,023	900,000	59,023	106.6%
Misc. Revenue	40,049	30,000	10,049	133.5%
Conference/Event Revenue	222,072	240,000	(17,928)	92.5%
Welcome Center Brochure Program	61,401	61,000	401	100.7%
Federal Grant Funds - CSA	345,048	345,048	-	100.0%
Federal Grant Funds - EDA	-	-	-	0.0%
Total Income:	45,671,351	46,181,313	(509,962)	98.9%
Beginning Fund Balances:				
Beginning Balance - Regional	7,544,150	7,544,150	-	100.0%
Beginning Balance - Grants	10,798,775	10,812,964	(14,189)	99.9%
Beginning Balance - IOF	1,950,343	1,950,343	-	100.0%
Beginning Balance - All other TO programs	6,260,710	6,246,521	14,189	100.2%
Total Beginning Fund Balances:	26,553,979	26,553,979	-	100.0%
Total Sources:	72,225,330	72,735,292	(509,962)	99.3%
Uses:				
Future Programming - Statutory				
Regional - future (net of administrative expense)	7,458,929	7,945,200	(486,271)	93.9%
Grants - future (net of administrative expense)	3,729,464	3,972,600	(243,136)	93.9%
Total Future Programming - Statutory	11,188,393	11,917,800	(729,407)	93.9%
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	11,188,393	11,997,500	(968,507)	93.3%
Expenses by Department:				
Brand Stewardship	19,402,069	20,675,550	(1,273,481)	93.8%
Destination Stewardship	3,664,185	4,919,146	(1,254,961)	74.5%
Destination Stewardship - Regional	691,268	697,587	(6,319)	99.1%
Destination Stewardship - RCTP + program admin	8,203,722	8,918,519	(714,797)	92.0%
Destination Stewardship - Investments	-	-	-	-
- Statutory Grants, awarded + program admin	3,326,897	3,154,365	172,533	105.5%
- Statutory Grants, to be awarded	-	7,219,873	(7,219,873)	0.0%
- Additional Grants, awarded	807,000	929,563	(122,563)	86.8%
- Additional Grants, to be awarded	-	129,563	(129,563)	0.0%
- Additional Grants, Outcomes	-	150,000	(150,000)	0.0%
Insights & Impact	6,589,846	6,640,739	(50,893)	99.2%
Administration & Operations	5,852,720	6,021,356	(168,637)	97.2%
Total Expenses by Department	48,537,706	59,456,260	(10,918,554)	81.6%
Total Uses:	59,726,099	71,453,760	(11,887,061)	83.6%
Net Income	12,499,231	1,281,532	11,217,699	
Wine Country License Plate Program:				
Sources:				
Wine Country License Plate Sales	432,842	420,000	12,842	103.1%
Beginning Balance for Distribution: Tourism Prom	559,067	559,067	-	100.0%
Beginning Balance for Distribution: Grants	571,199	571,199	-	100.0%
Total Sources	1,563,109	1,550,266	12,842	
Uses:				
Tourism Promotion	284,181	769,067	(484,886)	37.0%
Grants	350,820	781,199	(430,379)	44.9%
Total Uses	635,001	1,550,266	(915,265)	
Net Income	928,108	-	928,108	
Total Net Income	13,427,338	1,281,532	12,145,806	

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 June 30, 2025
ASSETS	
Current Assets	
Checking/Savings	
Cash - programming and reserves	12,821,950
Cash - Grants - Committed, not disbursed	83,042
Cash - Committed for Future Grants	10,669,774
Cash - Committed for Future RCTP	9,265,786
Restricted Cash - Wine Country Plates	1,192,540
Total Checking/Savings	34,033,092
Accounts Receivable	1,065,668
Other Current Assets	59,542
Total Current Assets	35,158,303
Fixed Assets	502,205
Other Assets	32,982
TOTAL ASSETS	35,693,490
LIABILITIES, EQUITY & FUND BALANCES	
Liabilities	
Current Liabilities	
Accounts Payable	4,265,388
Other Current Liabilities	1,468,201
Total Current Liabilities	5,733,589
Long Term Liabilities	0
Total Liabilities	5,733,589
Equity & Fund Balances	
Regional (RCTP) - for future distribution	9,265,786
Grants - for future distribution	3,729,464
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	12,499,231
Total Equity and Fund Balances	28,767,361
Restricted, Wine Country Plates ORS 805.274	
Wine Country Plates - Future Grants	369,436
Wine Country Plates - Future Regional	327,838
Wine Country Plates - Undistributed Grants	220,379
Wine Country Plates - Undistributed Regional	274,886
Total Restricted for Wine Country Plates	1,192,540
TOTAL LIABILITIES, EQUITY & FUND BALANCES	35,693,490

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