

OREGON TOURISM COMMISSION BRIEFING

June 9, 2025

Fishtrap, Inc.
107 W. Main Street
Enterprise, OR 97828

Tourism Commissioners present included: Chair Lucinda DiNovo, Vice Chair Greg Willitts and Commissioners Travis Hill, Harish Patel, David Penilton, Jenifer Roe, Scott Youngblood. Commissioner Gremmels joined virtually.

Welcome and Introductions

Chair DiNovo opens the meeting at 2:30 p.m. and welcomes everyone to the June 9, 2025, Oregon Tourism Commission briefing.

Chair DiNovo thanks everyone for being in Enterprise, noting that today's meeting materials, including the agenda and supplemental material can be found on the Travel Oregon Industry website.

Chair DiNovo states that in holding a meeting, all Public Meeting notice requirements required by state law were met.

Chair DiNovo thanks our local hosts of Alana Carollo, Eastern Oregon Visitors Association, Jennifer Piper, Wallowa County Chamber of Commerce, and Adele of 6 Ranch, for the beautiful dinner the night prior.

The Oregon Tourism Commissioners and Todd Davidson, CEO of Travel Oregon, introduce themselves.

Todd introduces and greets Claire Albright and Mason Kennedy, two members of the Travel Oregon staff serving as Resource Assistance for Rural Environments (RARE) members on the Destination Stewardship department.

Chair DiNovo thanks the staff at the Nez Perce Wallowa Homeland for welcoming the Commission to their Visitor Center, grounds and longhouse.

Todd states that the briefing provides us with some extended time to hear from and engage with staff regarding topics that have been a focus area for Travel Oregon and Oregon's tourism industry.

Todd welcomes the first presenter Harry Dalgaard, Director of Regional Based Services.



Regional Cooperative Tourism Program Guidelines Revisions

Harry walks the Commission through a PowerPoint presentation regarding an update to the RCTP Guidelines (Exhibit A):

- Regional Cooperative Tourism Program Guidelines
- Collaborative Regional Investments (CRI) was not allocated in the 2025-27 biennium
- RCTP Guidelines will be reviewed with RDMO partners at a September meeting

Todd thanks Harry for the approach to include RDMP partners in the review.

Commissioner Patel asks how the RCTP gauges return on investment. Harry answers that biennial reports are required to report on projects and investments. The CRI investments will have their own report and Harry offers to return to the Commission to report on those investments.

Todd asks for the date biennial reports are due. Harry answers in September.

Commissioner Youngblood asks about the milestones between now and September with the RDMOs. Harry answers that RCTP plans for the upcoming biennium were received the week of June 2. Javier Parada Torres and Harry will present on Tuesday, June 10 on how the Tourism Industry Partner Survey influenced RCTP plans.

Chair DiNovo thanks Harry and the RCTP team.

Todd welcomes the next presenter, Katy Clair, Director of Brand Services.

Brand Advertising Update

Katy walks the Commission through a PowerPoint presentation regarding an update Brand Advertising work and campaigns (Exhibit B).

- Regrounding in the Brand work and campaign
- Our brand is our foundation
- Brand overview
- Paid advertising gives our brand exposure
- Paid advertising direction
- All paid efforts drive to Travel Oregon owned or influenced channels
- How we market overview
- Where Have We Been
- Travel Oregon with Travel Oregon campaign
- 10-Year Strategic Vision – marketing objectives
- To achieve a vision, we created a campaign as ambitious as we are
- Travel Oregon with Travel Oregon 2024-2025 seasonal approach
- Results
 - Campaign results



- Awareness – social media
 - Visitors guide
 - Always-on (Evergreen)
 - E-newsletter subscribers
 - Awareness – OTAs
- What's Next
 - 1-2 pulses to now always-on
- Brand Architecture
- TOwTO as creative platform
- Complication
- What are we facing
 - Partners increasing specificity
 - Economic
 - Creative development
 - Web traffic and consumer habits
- How we will market – direction
 - Budget
 - Strategic Vision KPIs
 - Timing
 - Goals
- How we will market – overview FY26
- How we will market – Always on FPO (For placement only)

Todd thanks Katy for her presentation.

Chair DiNovo shares her appreciation for the presentation and the impressiveness of the results and numbers. She continues to ask about the sidekicks from past campaigns and their original strategy. Katy answers that the repeatable construct was appealing to allow for an umbrella of campaigns. The sidekicks allowed our partners to be as efficient as possible.

Commissioner Penilton asks if the budget allocations are sufficient to remain relevant in the market. He continues by asking how the Advertising RFP awardee works with a DEI lens and with DEI-focused partners. Katy answers that she can follow up with more answers about the DEI lens and DEI partners. She agrees that the always on approach will continue to be shared and modified as needed.

Commissioner Patel asks how the shift would happen in advertising efforts. Katy answers that they would look at the balance of the brand advertising campaign and the always on campaign. If needed, the paid media budget would be reassessed.

Commissioner Patel states that many lodging partners strive to avoid OTAs as partnership is not equal. Katy answers that efficient spending with OTAs is the goal but

would need to follow up with Wade McCarthy, Paid Media Manager, to get more answers.

Commissioner Hill asks to expand upon the use of AI and the age demographic of youth traveling more. Katy answers that we're keeping on top of how AI effects search and adjusting content appropriately. AI is affecting traffic to the website as AI overviews are fulfilling customer needs. Katy, Michael Sturdevant, and Mo Sherifdeen attend monthly webinars and trainings with Miles Partnerships to learn more about AI use. Secondly, youth is considered to be under 34 years of age.

Commissioner Youngblood asks about the importance of the Portland Region in the 2025-2027 biennium. Katy answers that Portland will continue to be important in terms of paid advertising as both occupancy and average daily rate (ADR) are key statistics to Portland's recovery. The Brand Services team consistently meets with the Travel Portland team to align advertising efforts. She continues to lean on the expertise of the Global Sales team to analyze opportunities especially with Canadian travelers. A few colleagues will be at the IPW tradeshow where attracting Canadian travelers is top of mind.

Commissioner Roe asks to clarify the shift in \$130 return on ad spend with OTAs to now \$101. Katy answers that this reduction is expected. While the return was lower, it was with half of the spend compared to last year.

Commissioner Roe asks how Travel Oregon advertises on OTAs. Katy answers that easy to book Oregon experiences are the focus including page designs beyond lodging bookings to influence the whole trip experience. Users of OTAs often don't know where they intend to travel, so it becomes an influenceable experience. Page design on TripAdvisor is inspirational content.

Commissioner Roe asks how connections with the RDMOs happen when these marketing shifts happen. Katy answers that Carrie Behe and Wade McCarthy are both one year into their roles and their intend to share educational content with RDMOs and DMOs so the learnings continue.

Todd thanks Katy for the presentation.

Todd welcomes the next presenter, Julia Amato, Communications Director.

Oregon Media Marketplace Recap & Results

Julia joins virtually to walk the Commission through a PowerPoint presentation regarding the recap and results of the Oregon Media Marketplace (Exhibit C):

- Julia thanks the team effort from Lawrence PR and the Communications team to put on the Oregon Media Marketplace
- What is the Oregon Media Marketplace?



- Oregon Media Marketplace Reimagined
- Who attended?
 - Media
 - Domestic media
 - International media
 - Local media
 - Influencers
 - Partners
 - 7 RDMOs
 - DMOs
 - Guides/Experiences
 - Sport Oregon
 - Oregon Wine Board and winemakers
 - Oregon Tribes
 - PR Agency Partners
- Marketplace-Style Event
- Panel Discussions and Demonstrations
- Media Feedback
- Partner Feedback
- Press Trips
- Media Feedback
- Coverage So Far
- Top U.S. Stories
- Top International Stories
- What's in the works
- Learnings

Todd thanks Julia for the presentation.

Commissioner Penilton shares his appreciation for the presentation and asks if any media inquired about the wine spa in the Portland area. Julia answers that the owner of the wine spa joined the Oregon Media Marketplace but no media were sent there.

Commissioner Gremmels asks if there has been any discussion about making this an annual event. Julia answers that discussion has not happened but the capacity and costs for the event may be prohibitive. Some media receive inspiration for immediate stories but also think about future publications where their story may fit. Collaborations with RDMOs on press trips continue to get writers in region when events are happening.

Todd shares more about the structure of the communication and media collaboration.

Vice Chair Willitts appreciates the regional collaborations and efforts to work with AI to keep information about Oregon real and authentic.

Commissioner Penilton asks if any media will be visiting Oregon after IPW. Julia shares that the next group press trip in the state will be around the TravelAbility Conference in October in Sunriver. RDMO collaborations will include work to identify future group trips. Petra Hackworth, VP of Insights and Impact, shares that there are three UK journalists in Oregon at the moment.

Chair DiNovo asks what the total number of stories will be. Julia answers that at least 15 more are in the works currently and possibly over 100 in the course of two years.

Commissioner Youngblood shares his appreciation for the relaxed and calm nature of the Communications team in executing a wonderful event.

Todd thanks Julia for the presentation.

Chair DiNovo asks if there is any additional business.

Chair DiNovo thanks everyone for their time today.

Chair DiNovo states the Oregon Tourism Commission Meeting will be Tuesday, June 10, held at Fishtrap in Enterprise starting at 9:00am.