

STRATEGIC PLAN PROGRESS REPORT

DECEMBER 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 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,

Entering into the season of gratitude, I am called to share my appreciation for the myriad ways the travel and tourism industry shows up to support each other. From Governor Kotek's recent Trade Mission to South Korea and Japan and the TravelAbility Summit highlighting our state as an accessible destination to welcoming over 30 state tourism directors to Portland for the US Travel Association's Leadership Summit, our industry and staff are

constantly working to uplift Oregon communities. The autumn season often has a heavy event calendar, so this report features the places and projects in which we worked to collaborate with regional partners and media to tell the remarkable stories of Oregon.

With gratitude.

Todd Davidson, CEO

OREGON TOURISM COMMISSION



Chair
Greg Willitts



Vice Chair
Harish Patel



David Gremmels



Lucinda DiNovo



Travis Hill



Heather Miller



Nick Pearson



Jenifer Roe

OREGON TOURISM COMMISSION MEETING

December 3, 2025
Courtyard by Marriott Corvallis
400 SW 1st Street
Corvallis, Oregon, USA, 97333

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.

9:00 a.m.	Welcome and Introductions	Chair Willitts
9:10 a.m.	Chair Remarks	Chair Willitts
9:15 a.m.	Local Welcome	Tori Middelstadt, Christina Rehlau
9:35 a.m.	Partners and Public Statements	Chair Willitts
	<i>*This is an opportunity for written or in-person general statements or updates to Commission</i>	
9:45 a.m.	Commission Business	Chair Willitts
	Review of Commission Packets	
	Review of Travel Oregon Financial Update	
	CEO Search Update	
10:00 a.m.	Commission Action	Chair Willitts
	Approval of Minutes	
	CEO Search Firm Update	
10:20 a.m.	Break	
10:30 a.m.	2024 International Market and Forecast Update	Greg Eckhart, Michael Sturdevant, Aran Ryan
11:10 a.m.	Break	
11:15 a.m.	Competitive Grants Update	Michelle Woodard, Deb Vaughn
11:55 a.m.	Always On Marketing	Wade McCarthy, Kelda Schmidt, Amy Garay, Katy Clair
12:40 p.m.	Other Business	Chair Willitts
12:45 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 "December 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 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

2023-2025 Strategic Plan Lookback Report

At the September Commission meeting in Yachats, we presented a snapshot of the progress made towards our 10-Year Strategic Vision during the 2023-25 biennium. We also delivered an accompanying report you can read [here](#).

Using feedback from our Tourism Industry Partner Survey (TIPS) and in alignment with agency goals and staff capacity, Travel Oregon decided to focus on seven of the 19 strategies identified in the 10-Year Strategic Vision during this biennium. This adjustment allowed for deeper focus and stronger cross-functional execution. Below we've highlighted a selection of wins from these strategies, with more information outlined in the report:

- Advance the Perception of Tourism Value: New Workforce Sentiment report, TLT 20th Anniversary video
- Elevate Voices of Underserved Communities: 18 Pride sponsorships across the state and deeper relationship building with the Tribes
- Attract and Retain Tourism Workforce: Creation of a Travel Oregon 101 video and engagement with all 9 Tourism Workforce Boards
- Assist Communities in Crisis: Statewide, regional + subregional Crisis Communications Plans completed.
- Destination Management & Niche Product Investment: Central Oregon Destination Management Studio launched.
- Integrate DEI Agencywide: All hiring teams trained in Bias Reduction.
- Support Development of Experiences for Underserved: Wheel the World (WTW) and completion of the first phases of Recreation Ready.

The full report also includes an update on progress towards our 10-Year Strategic Vision Key Performance Indicators (KPIs). We remain confident that we can move our KPIs closer to their goals over the next two years, while maintaining KPIs already meeting goals.

Integrate DEI Agencywide

This strategy was originally slated as an action plan for the 2025-2027 biennium. After reviewing the slated milestones in Q1 of the fiscal year, the CEO and the People and Culture Director determined that the action planning had already successfully migrated to the People and Culture Director's body of core delivery work. Since this work does not require cross-functional input and funding, it has been transitioned to core delivery and remains a high priority of the organization.

OPERATIONS / INTERNAL UPDATES

Staffing

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

- **Valeria Portilla Smyth**, Human Resources Generalist
- **Kevin Willis**, Contracting and Procurement Coordinator

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

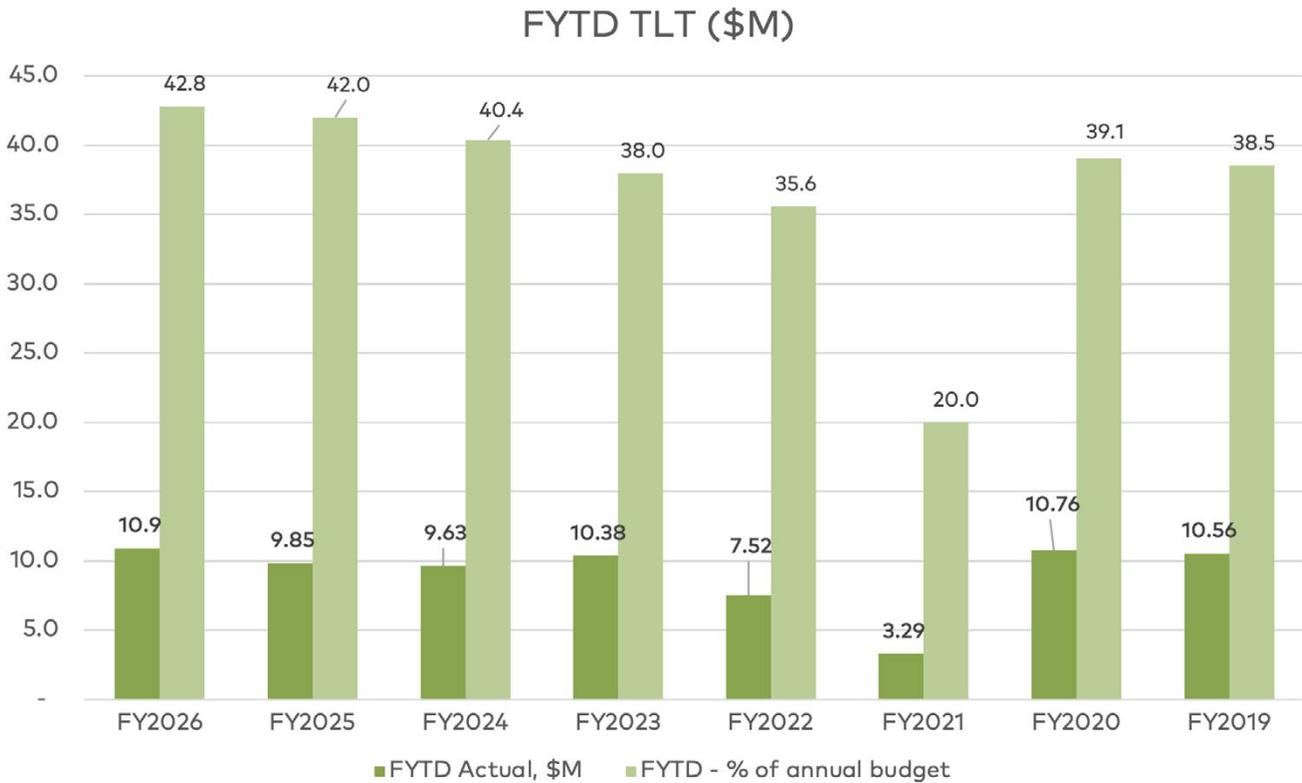
Revenue

Transient Lodging Tax (TLT) revenue this fiscal year to date is \$10.9M, 25% of budgeted \$42.85M. TLT revenue is steady with 0.0% change from the previous fiscal year, up 5.1% from FY2023 and up 231.3% from FY2021.

Comparison of TLT to prior periods:

TLT	FY2026	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
FYTD Actual (\$M)	10.91	9.85	9.63	10.38	7.52	3.29	10.76	10.56
FYTD - % of annual budget	25.5%	23%	24%	27%	21%	16%	28%	27%
Annual TLT, Budget (\$M)	42.80	42.00	40.40	38.00	35.60	20.00	39.10	38.55
Annual TLT, Actual (\$M)	10.91	41.44	41.36	40.79	35.79	23.49	39.71	40.58
TLT (*adjusted for rate)	FY2026	FY2025	FY2024	FY2023	FY2022	FY2021*	FY2020*	FY2019*
Actual TLT (\$M)	10.91	9.85	9.63	10.38	7.52	2.76	8.96	8.80
% change	0.0%	10.8%	13.3%	5.1%	45.1%	295.5%	21.7%	24%

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

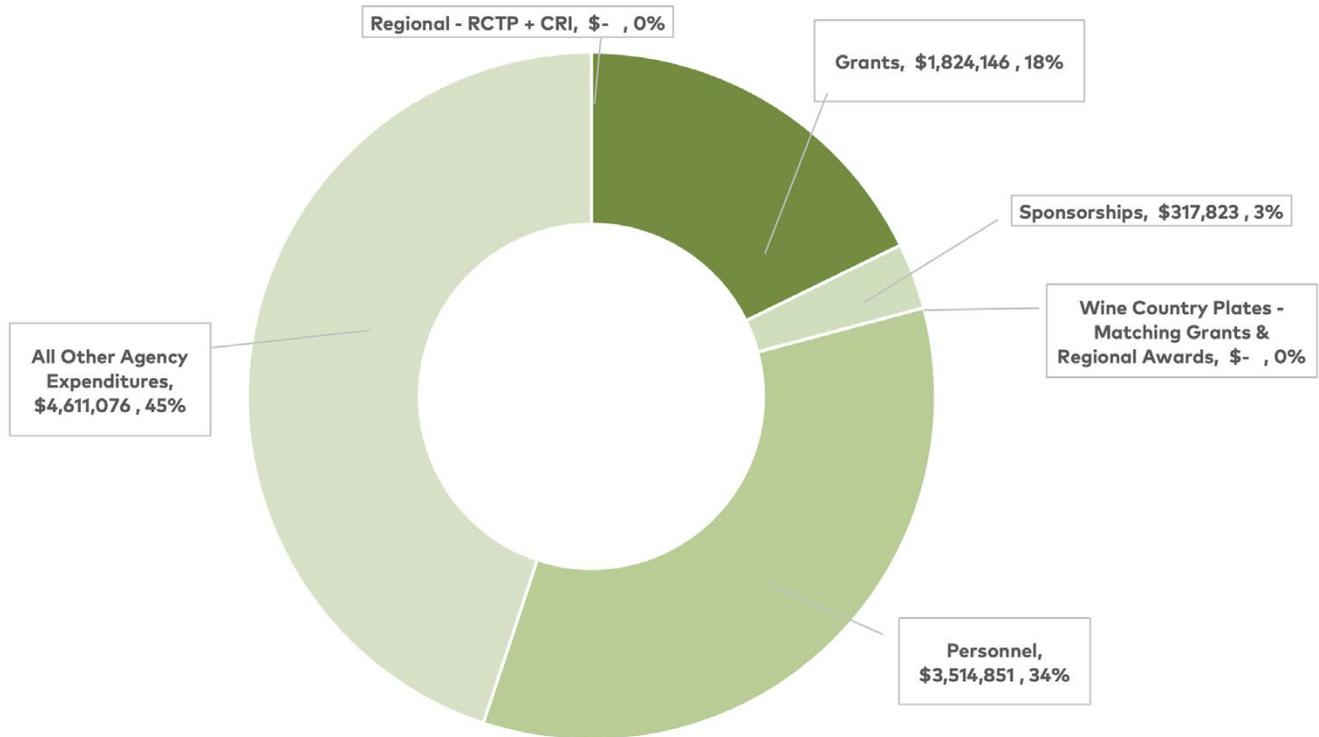


Wine Country License Plates

Fiscal year-to-date receipts of Wine Country License Plates proceeds total **\$175,440.55** which is **41.8%** of budgeted **\$420,000**.

Expenditures

Fiscal FY2026 as of October 30, 2025, expenditures and disbursements total \$10.26M. Regional Cooperative Tourism Program (RCTP) funds are collected in the calendar year and distributed in the following fiscal year.



OREGON'S TOURISM ECONOMY IS FLOURISHING

State of OR production Update

Brand Stewardship is currently in production for Travel Oregon's Spring 2026 advertising campaign. This year's campaign features a variety of unique locations, activities and experiences from across the state, showing the full range of what Oregon offers for both visitors and residents. From the coast to the high desert, and from outdoor adventure to culinary delights, each scene highlights the spirit and diversity of Oregon's landscapes and communities.

The majority of on-location production wrapped at the end of October. The production team will now (mid-November) move into post-production editing and media planning while aiming to capture one additional shoot day featuring snowsports. The campaign will launch in Spring 2026 and include a :60 second anthem spot and three :15 second cutdowns, sharing Oregon's stories across multiple channels and audiences.

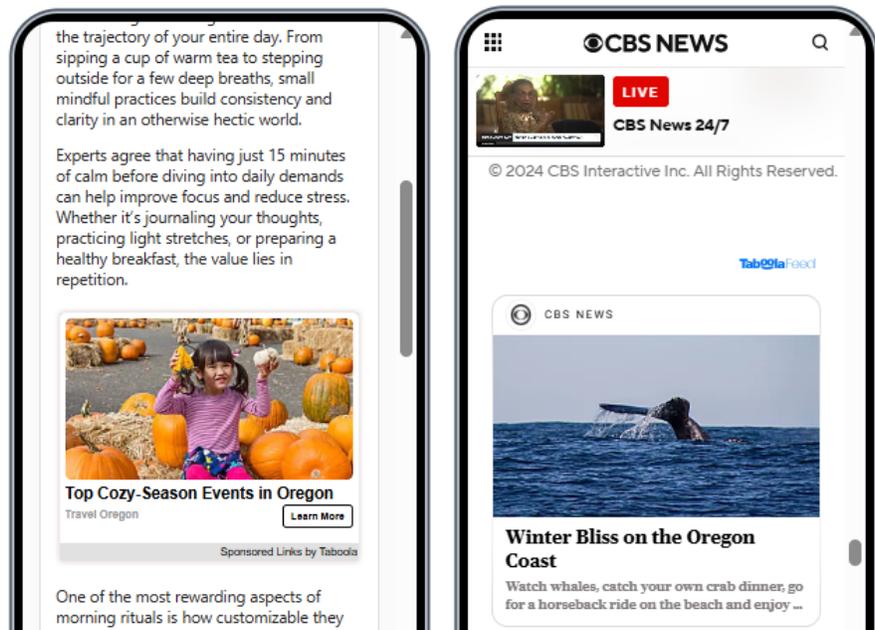
Evolution of Always On Marketing

In September's SPPR, we introduced the Always On paid-media framework, a year-round approach keeping Oregon visible across social media, native placements, online travel agencies and search engines. These campaigns are strategically aligned with Brand campaign audiences and geotargets, ensuring Oregon maintains a continuous presence before, during and after the Brand campaign.

Always On campaigns were initially aimed at driving visits to TravelOregon.com and inspiring travel to the state. Currently, just over 50% of site visits come from our Always On campaigns. In the first quarter of this fiscal year, these campaigns delivered over 800K site sessions. It has since evolved to highlight regions with economic need and support agency priorities, moving beyond simple traffic generation. For example, nearby audiences now see ads promoting our [Events page](#) and retargeting campaigns engage past website visitors with relevant content year-round.

Content is tailored by location: nearby audiences engage more with itineraries and hidden gems, while distant audiences respond to Oregon's iconic landscapes. With seasonal content across the state, we're exploring creative ways to showcase experiences with the rich content already on the website—from winter in Portland to [coastal off-season escapes](#) and winter wine cellar visits.

These initiatives are ongoing and directly inform Brand campaigns. Running Always On campaigns alongside the Brand campaign creates a dynamic "one-two punch," moving audiences through the marketing funnel more effectively. Insights from testing content, targeting and seasonal messaging refine all campaigns, improving reach, engagement, and ultimately, travel to Oregon.



Nimble Content (Short-Form Video)

As part of our Always On approach, we've also ramped up production of short-form video (SFV) content this quarter with the launch of a new Nimble Content Creation program. The idea here is to be flexible and move fast, tapping into local creators to produce original short-form video content that aligns with seasonal moments and our editorial calendar. The content is then supported and amplified by paid social media as part of Always On via Meta.

This is a collaborative effort between Integrated Marketing, Brand Services and our partner, Sparkloft.

Some highlights from this effort this quarter include: [Latino-owned dining](#), [Guide to Pumpkin Patches](#) and [Must-Do Halloween Activities](#).



NTA (National Tour Association) Tour Operator Owners Network Meeting in Portland – October 17-19, 2025

Travel Oregon and our partners at Travel Portland recently hosted the NTA Owners Network meeting. This business-to-business (B2B) engagement provided an exclusive forum to engage directly with principals, owners and key decision-makers of North American tour operator companies focused on domestic and international travel. This forum offered high-level education, peer-to-peer insights and intimate networking for product development in Oregon and best-practice sharing among this critical industry vertical.

Air Canada Japan Travel Trade Familiarization Tour (FAM) – October 21-26, 2025

Travel Oregon and our partners from Travel Portland and Air Canada Japan hosted a product development and FAM for a group of tour operator buyers representing influential Japanese travel companies: JTB, NTA- Nippon Travel, KNT Travel and Nissin Travel Services. This trip provided a chance to showcase Oregon and directly influence how the Japanese travel trade will package and sell Oregon to end consumers. This opportunity will also further foster Oregon's relationship with all of these partners while strengthening the state's cooperative relationship with Air Canada and potentially securing preferred access, marketing support and itinerary development for Japan-Canada/U.S. routes and travel products.

Brand USA Travel Week

At Brand USA Travel Week in the UK & Europe 2025 in London October 20-24, Travel Oregon participated as an exhibitor under Brand USA's national platform to deepen relationships with European travel trade partners and media by positioning Oregon as a compelling inbound destination. Our primary objectives were to secure new tour-operator partnerships; generate qualified trade and media leads; work with existing partners to ensure continued success with current and future planned collaborations; and amplify Oregon's visibility in key source markets (UK, Germany, France, and Benelux). By securing over forty B2B appointments and engagements and 33 appointments with travel writers and publications, we will measure success via lead generation, follow up meetings, content placements and activations.

While final attribution metrics are being realized, early key results include the placement of new itineraries available through trade partners; continued collaboration results with partnership airlines; priority earned media opportunities; and the reinforcement of Oregon's share in the "America the Beautiful" campaign launch of Brand USA and as part of the global travel conversation.

Our airline partners also shared valuable passenger information which was encouraging news showing growth in international passenger loads YOY from 2024 which will result in sustained airlift to Oregon.

In addition, Travel Oregon engaged in valuable leadership, networking and educational programs. Follow-up will continue, resulting in training and promotional opportunities, FAM and press tours, webinars and one-on-one meetings.

Owned Content

The content team produced, published and distributed 60 consumer stories in August, September and October 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:

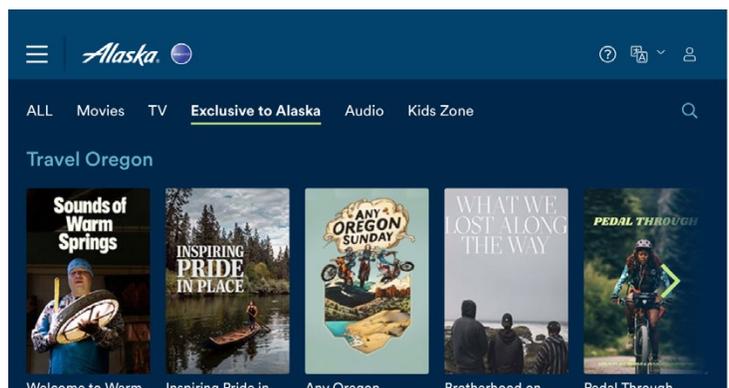
- Seasonal content such as: [6 Must-See Waterfalls Along the Rogue and Umpqua Rivers](#), [Oregon's Top Breakfast Spots](#), [Fall Adventure in Hood River](#).
- Feature stories such as: [Guide to Fall Camping in Oregon](#), [Guided Stargazing Adventures in the Willamette Valley](#) and the [Ultimate Guide to Oregon's Spectacular Beaches](#).
- In honor of Indigenous People's Day (Oct. 13), we were proud to [release a film](#) about how to visit tribal lands. The film was a collaboration with the Burns Paiute Tribe and features Tribal elder and archaeologist Diane Teeman. Diane shares how visitors can experience these sacred landscapes with respect and understanding. The video shares the story of the Tribe's program to return artifacts to the land and why the principle of "look but leave alone" is more than a saying—it's a way to honor the land's spirit, its history and the people who continue to care for it.



Travel Oregon Films on Alaska Airlines

Starting October 1, Travel Oregon's award-winning short documentaries will appear on select Alaska Airlines flights. Through a new content partnership, our films will be featured as part of the "Exclusive to Alaska" in-flight entertainment series on domestic routes (excluding Hawaii) as well as flights to Mexico and Puerto Rico.

Films will be rotated every four months and will launch with [Any Oregon Sunday](#), [Welcome to Warm Springs](#), [Inspiring Pride in Place](#), [What We Lost Along the Way](#) and [Pedal Through](#).



OREGON DELIVERS REMARKABLE EXPERIENCES

What's New in Oregon

The Communications team published the agency's fall 2025 [What's New in Oregon](#), a report featuring new tourism offerings and experiences across the state including a call-out to the new accessible travel itineraries being promoted by Wheel the World (WTW) across the state; literary lodging and indie bookstores; adventure hotels, lakeside cabins and a musical B&B; creative wine tastings, epic birding experiences, Indigenous art installations and the revamped Portland Art Museum. This quarterly publication is informed by the industry, shared on the industry website and via the newsletter and is used in earned media pitches to inspire journalists and travel writers.



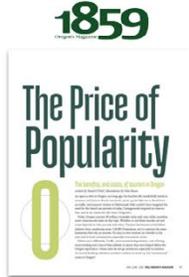
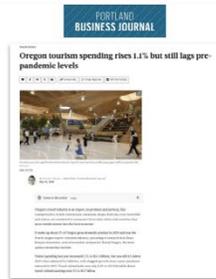
In Oregon autumn brings crisp air and brilliant foliage. The annual grape harvest and birding adventures inspire road trips. Along the way, a number of recently renovated hotels — from a seaside literary retreat to lakeside cabins near epic sand dunes — provide cozy places to stay. Seeking world-class art and a symphony celebration? We've got that, too.

The team also released the agency's [Q4 Earned Media Report](#) which provides an overview and recap of earned media placements in the domestic and international consumer space as well as earned media focused on the industry. In Q4, we placed 94 domestic consumer stories, including 11 stories with a Diversity, Equity, Inclusion or Accessibility (DEIA) focus for a total circulation of more than 1.3 billion. We hosted 44 media on press trips in every region of the state. Internationally, we secured 226 placements for a total circulation of more than 1 billion. And the team secured 53 industry stories in Q4, including 26 with a DEIA focus, for a total circulation of more than 900 million.

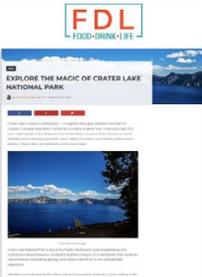
Coverage highlights include:

Top 10 Consumer Coverage Highlights – Q4 2025

Top 10 Industry Coverage Highlights – Q4 2025



Top 10 International Coverage Highlights – Q4 2025



JRNY America Awards

Travel Oregon was proud to receive a Silver Award in the Best New Tourism Initiative category at the [JRNY America Awards](#) in London for our statewide industry work in Dark Sky Tourism. The second annual awards ceremony was held on October 23, 2025, in conjunction with Brand USA Travel Week. Judged by a panel of the U.K.'s most respected travel journalists, the awards celebrate the very best in American tourism, recognizing creativity, passion and innovation across the industry. Surpassing six other finalists in the category, we're honored to see Oregon's commitment to sustainable, awe-inspiring travel experiences recognized on an international stage. Oregon destinations were also finalists in three other categories, including the State Conservation Award, Best Conservation Initiative, and Best Food City (Portland).



Recreation Ready Program

Recreation Ready provides training, technical assistance and funding to support Oregon outdoor recreation experiences. Projects must align with Travel Oregon's mission and demonstrate the potential to:

- Attract overnight visitors
- Improve accessibility for people with disabilities
- Enhance community well-being
- Grow local economic opportunities
- Steward the natural environment

The following projects awarded into the Recreation Ready program in 2024 have successfully completed Phase 1 and have been awarded \$100,000 each for Phase 2 to further advance projects toward implementation. The Phase 2 project plan and budget must align with the recommended action plan and budget found in the project feasibility reports below. The Phase 2 plan and awarded funds must be complete and funds spent by December 31, 2026.

- Gateway to the Stars – [Gateway to the Stars Feasibility Report & Action Plan](#)
- Deathball Mountain Bike Trail System – [Deathball Mountain Bike Trail System Feasibility Report & Action Plan](#)
- La Grande Bike Park – [La Grande Bike Park Feasibility Report & Action Plan](#)
- Riverfront Reimagined – [Riverfront Reimagined Feasibility Report & Action Plan](#)

Why Guides Program Kicks Off 5th Year

Look Back

This fiscal year marks the fifth year Travel Oregon has supported Oregon's tour operators, guides and outfitters through the Why Guides program. To date, 100 businesses have engaged in the various program offerings—and the value of the free or subsidized trainings, scholarships and other offerings they participated in estimated at an average of \$2,700 per business. The majority of these businesses (66.5%) are small operations with 1-5 employees, so this investment by Travel

Oregon has significant impact. In the annual feedback survey administered in May 2025, 87% of guides indicated they were very or extremely likely to recommend the program to another guide company, with one guide calling the opportunities they participated in "transformational to [their] business" and another calling the program "a fantastic resource, particularly for a start-up business."

Look Forward

The annual survey also collected input from guides on the types of topics and support they would benefit the most from future programming. Guides were most interested in support with growing their business; building marketing skills and growing reach; opportunities to partner with and learn from Tribes; and collaboration models for working with other guides and outfitters. Guides also reported challenges related to the economic impacts of tariffs and increased insurance costs, decreased demand from international travelers, and reported early signs of a recession-like downturn.

The registry process for businesses to join the Why Guides program re-opened in September, with 20 new businesses added. This year's additions trended toward the culinary realm, with six offering culinary experiences, seven providing guided fishing trips, and another six offering tours with a wine or beer focus. With these additions, there are now 186 businesses enrolled in the Why Guides program registry. Programming for the current fiscal year is being developed and will be offered to guides on a rolling basis from November through May.

OREGON IS STRIVING TO BE A PLACE OF EQUITY

Supporting the rollout of the Wheel the World (WTW) Campaign

The Integrated team actively participated and supported the rollout of the Wheel the World (WTW) campaign launch. Elements of how the campaign came to life in owned media were:

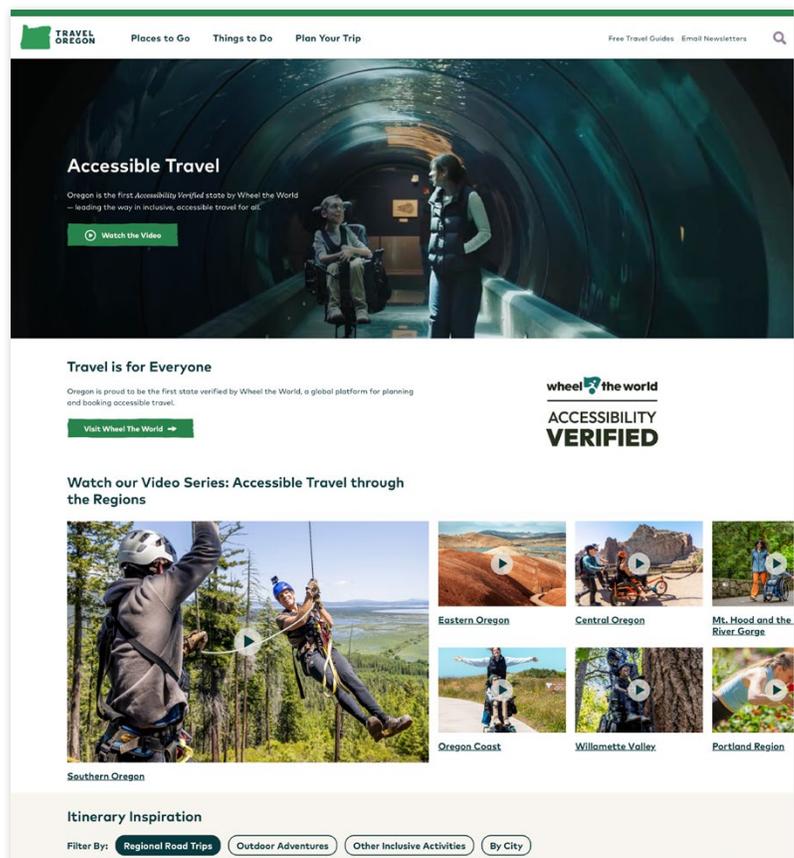
Accessibility Landing Page:

The Accessible Travel [landing page](#) was revamped to highlight and celebrate Oregon's first-in-nation status of being Accessibility Verified.

The landing page showcases the hero creative along with one itinerary for each region that illustrates how a traveler with accessible needs could explore each region.

The page also showcases service providers such as Adaptive BIKETOWN and Oregon Adaptive Sports and allows visitors to filter content by a range of needs such as city, region or outdoor adventure.

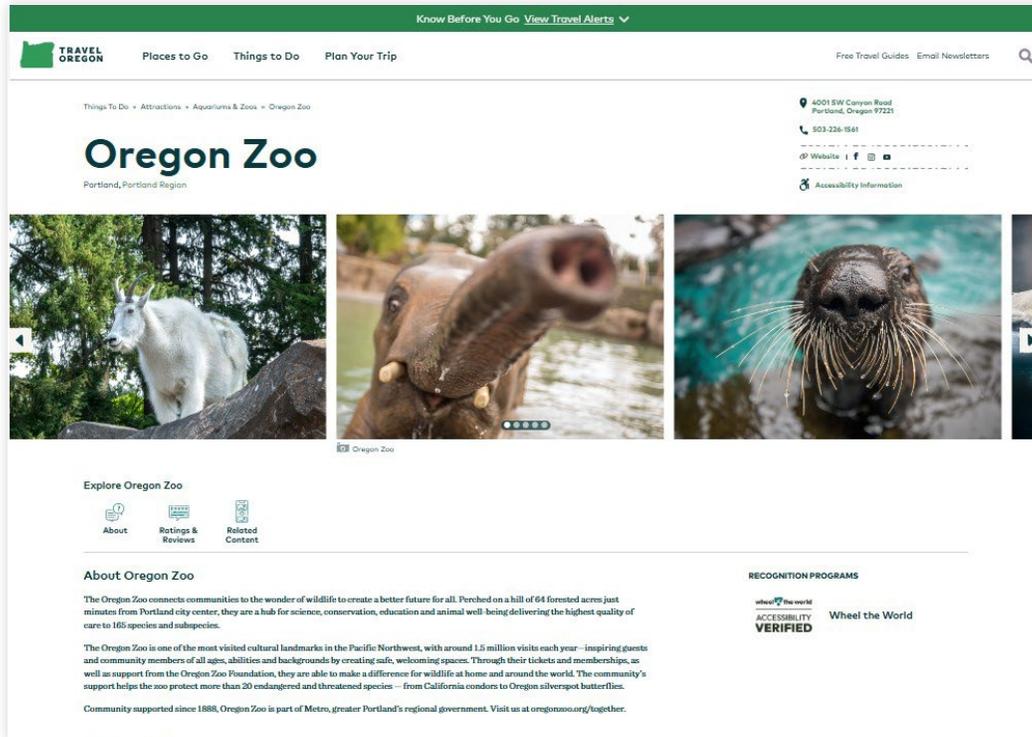
As a result of the dedicated campaign, we've driven increased traffic to the page. From Sept. 22 to Oct. 25, 2025, we've driven 41,886 sessions compared to 505 sessions in the same period the year prior.



Accessibility Listing Pages:

We also updated listings pages for hotels, attractions and other places that went through WTW assessments. A direct link to each property's booking link on WTW was included along with a "badge" touting its accessibility credentials.

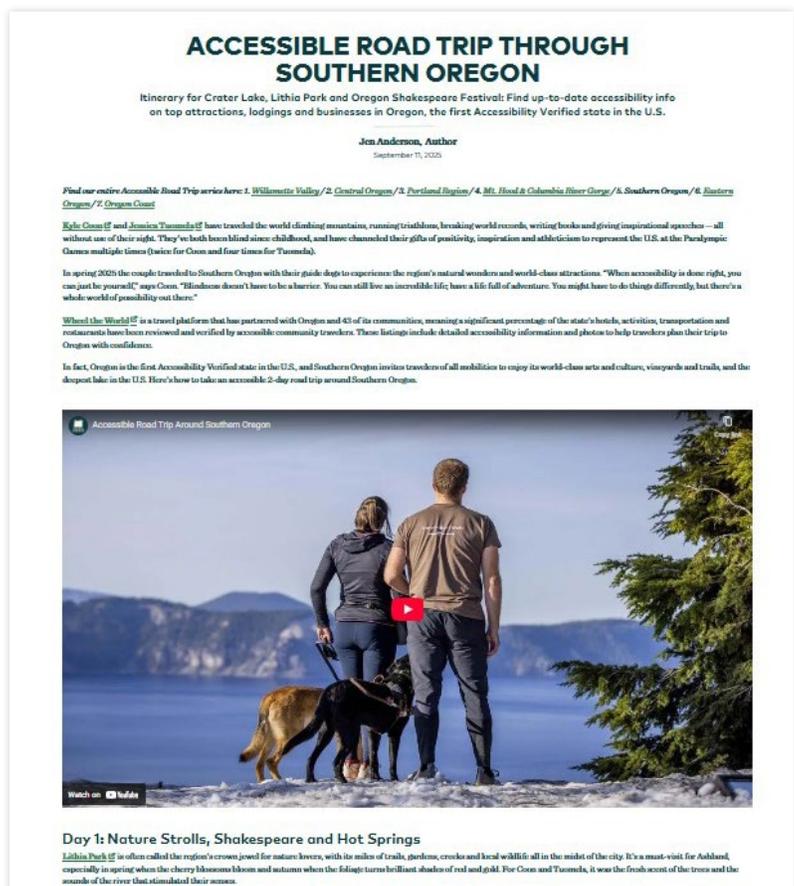
The team managed the listings update to more than 700 assessed places.



Supporting Content:

Beyond showcasing the videos created by WTW, we also created an in-depth series of articles ([Accessible Road Trip](#)) designed to empower travelers of all mobilities to explore confidently and comfortably while showcasing scenic attractions, outdoor adventures and cultural experiences.

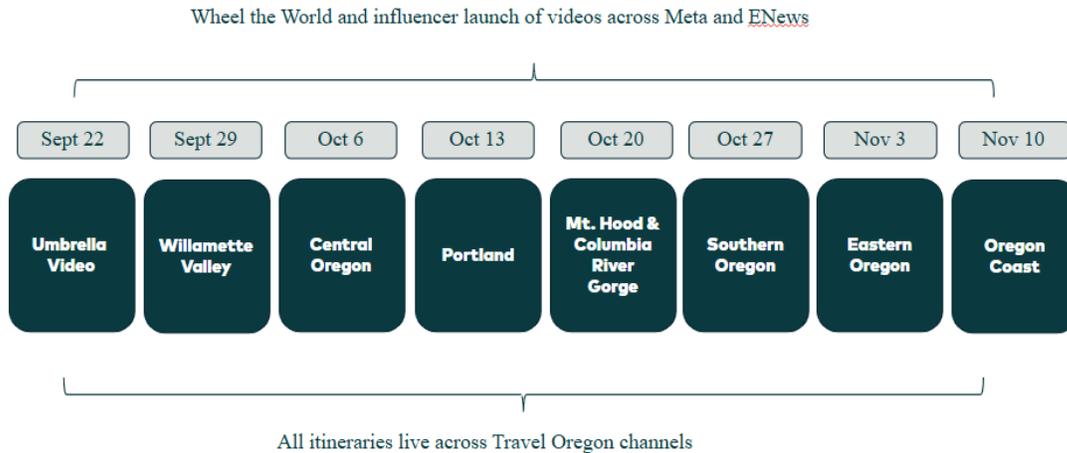
Each article also features detailed accessibility information for transportation, lodging, dining and activities while emphasizing Oregon's status as the first Accessibility Verified state in the U.S.



Social Media Rollout:

The campaign was launched across our channels on September 22. We launched with the overarching 'umbrella' video which will drive general awareness of the new designation and promote the idea that the entire state is accessible.

The campaign is being sustained by a weekly release of the [seven regional videos](#) coordinated across Travel Oregon and WTW's social channels.



Paid Social:

Travel Oregon fielded a paid Social Media campaign to compliment and extend WTW's paid ad strategy.

While WTW paid efforts focused on our most familiar markets to drive deeper awareness and bookings as regional videos roll out, Travel Oregon utilized the 'umbrella' video and still images in paid promotions within Meta and YouTube targeting expanded markets to build awareness and share the great news that "Accessibility happens here." Awareness ads will also be included in our ongoing year-round campaigns, so even more people hear this important news. As we built our media campaign, we've stayed engaged with regional partners and offered coordination to enhance any media buy behind specific assets as well.

The goal of this campaign was to highlight Oregon's first-in-the-nation status by amplifying video views of the content created by WTW to highlight Oregon's assessed destinations.

KPIs - Video Views (primary); Clicks to TravelOregon.com's Accessible Travel landing page and related Trip Ideas (secondary)

Results:

- Over 1.5M video completes of the 'umbrella' video on Meta
- Over 600K engagements with YouTube ads
- Over 200K video YouTube views through paid ads
- Over 40K site sessions starting from the /accessible-travel/ page
- Over 400 click outs from traveloregon.com to wheeltheworld.com

Wheel the World (WTW) Launch: Earned Media

To complement paid media efforts, the communications team pitched earned media for the WTW campaign launch, successfully securing local, regional, national and international coverage in print, digital and broadcast outlets. Highlights included local broadcast interviews on [KOIN](#), [KATU](#), KGW and print/radio interviews with [OPB](#), [The Oregonian](#) and [KPTV](#). Many other outlets picked up the story and shared directly from [Business Wire](#). We also targeted media working in the disability space, resulting in articles such as [this one from New Mobility](#). To date, we've secured 250 placements locally, regionally and nationally with a circulation of over 1.6 billion with additional stories still pending from CNN, AFAR, CBS Radio and more.

TRAVEL & OUTDOORS

How Oregon became first state to earn 'accessibility verified' travel designation

Published: Oct. 11, 2025, 7:00 a.m.



OPB NOV. 3, 2025

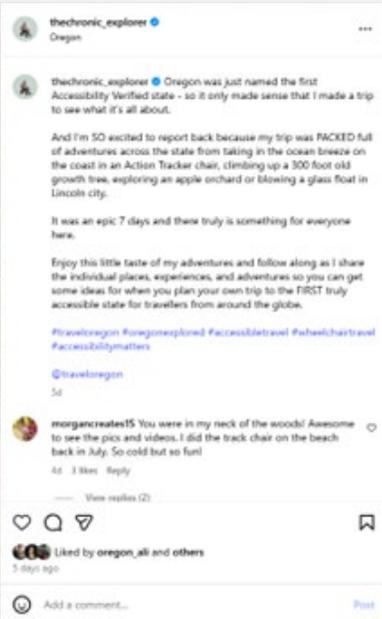
About OPB Public media funding OPB and KMHD events OPB en Español Partnerships Newsletters

Oregon earns 'Accessibility Verified' status from disability nonprofit

By Kristian Foden-Vencil (OPB)
Oct. 25, 2025 6 a.m.

Oregon is the first state in the nation to be considered "Accessibility Verified" by Wheel the World, a nonprofit for travelers with disabilities.

We also co-hosted an accessibility focused media FAM trip before the TravelAbility Summit. Travel writers from Travel without Limits (Australia), Parent Magazine (U.S.), Accessible Journeys (North America), along with Canadian accessibility advocate and influencer [Kelcie Anderson Miller](#) participated in a [6-day press trip](#) covering five of Oregon's seven tourism regions. The itinerary spotlighted WTW-verified hotels, restaurants, attractions and experiences and was guided by [Adventures without Limits](#). Articles will be published in the coming weeks with an update of final results included in the next report. The investment to host media for this event and the FAM tour totaled \$20,000.



thechronic_explorer Oregon

thechronic_explorer Oregon was just named the first Accessibility Verified state - so it only made sense that I made a trip to see what it's all about.

And I'm SO excited to report back because my trip was PACKED full of adventures across the state from taking in the ocean breeze on the coast in an Action Tracker chair, climbing up a 300 foot old growth tree, exploring an apple orchard or blowing a glass float in Lincoln city.

It was an epic 7 days and these truly is something for everyone here.

Enjoy this little taste of my adventures and follow along as I share the individual places, experiences, and adventures so you can get some ideas for when you plan your own trip to the FIRST truly accessible state for travelers from around the globe.

#traveloregon #oregonexplored #accessibilitytravel #wheelchairtravel #accessibilitymatters

@traveloregon

54

margancreates15 You were in my neck of the woods! Awesome to see the pics and videos. I did the track chair on the beach back in July. So cold but so fun!

44 1 like Reply

View notes (2)

Liked by oregon_all and others 5 days ago

Add a comment...

Strengthening Partnerships and Building Tribal Tourism Assets

In October, Travel Oregon joined representatives from the Cow Creek Band of Umpqua Tribe of Indians, the Confederated Tribes of Siletz Indians and the Confederated Tribes of the Umatilla Indian Reservation at the American Indian Tourism Conference (AITC). The event provided a valuable opportunity to connect with Tribal tourism leaders from across the country, share Oregon's progress, and learn from best practices in Indigenous tourism development.

Participation in AITC continues to be an important part of our work to build authentic relationships and elevate Tribal voices in Oregon's tourism industry. The conference reinforces our shared commitment to supporting Tribal sovereignty, advancing economic development, and promoting cultural tourism experiences that honor and celebrate Indigenous heritage.

Following AITC, the Tribal Tourism Working Group held its fall in-person meeting in Chiloquin, hosted by the Klamath Tribes. Seven of Oregon's nine federally recognized tribes were represented along with five RDMOs and Travel Oregon staff—a strong level of engagement that underscores the growing collaboration within this space. The group focused on developing new tourism assets, including tribal celebrations, itineraries and trails, and explored ways to leverage data and research to make more informed decisions about marketing, visitor readiness and destination development.



These gatherings, both nationally at AITC and locally through the Tribal Tourism Working Group, are essential to ensuring that Tribal tourism in Oregon continues to grow in ways that are respectful, data-informed, and led by Tribal communities themselves.



Oregon Hosts 2025 TravelAbility Summit

Travel Oregon and Visit Central Oregon hosted the TravelAbility Summit October 13-15, 2025, drawing over 200 accessibility, tourism and hospitality leaders from across the country to Oregon for the first time. The conference, designed to advance accessibility in travel, featured immersive sessions, product demonstrations and inspiring conversations about how the tourism industry can better serve travelers of all abilities.

Travel Oregon proudly supported the event as a host destination partner, highlighting our shared commitment to creating a more welcoming and inclusive tourism landscape. The communications team hosted a pre-conference media tour with both domestic and international media and were busy throughout the conference coordinating media interviews. Staff from Stewardship Investments and Brand Stewardship represented the agency on the main stage providing attendees an opportunity to learn from our overall agency and industry accessibility work, specifically around our Wheel the World and Investments programming.

The event opened with a Taste of Oregon Reception, welcoming attendees with regional flavors and hospitality from all seven regions while setting the tone for a week centered on inclusion and collaboration. Oregon was recognized as a leader throughout the conference as a model for how accessibility can be woven into every aspect of the visitor experience. This would not be possible without the entire agency working towards one common goal, to position Oregon as a destination where every traveler belongs.



OREGON RESPECTS ITS NATURAL ENVIRONMENTS

Implement a Tourism Climate Action Plan

Implement a Tourism Climate Action Plan is one of Travel Oregon's 19 strategies and one of 5 strategies with action plans in the 2025-2027 biennium.

Planning during the last biennium resulted in a Climate Action Steering Committee that is currently reviewing initial responses from contractors to a Request for Information (RFI) focused on creating an agency climate plan and establishing an updated agency Greenhouse Gas (GHG) emissions baseline. Full proposals will be requested in November with the final contractor selected in December and project work beginning in January 2026.

The work completed under this strategy is critical and necessary; it establishes the baseline necessary to effectively record and monitor Travel Oregon's greenhouse gas emissions, achieving a key measure of our 10-Year Strategic Vision KPI. And it ensures that Travel Oregon is compliant with Executive Order 20,-04 which directs state agencies in Oregon to reduce their greenhouse gas emissions.

Outdoor Recreation Summit

The 2025 Outdoor Recreation Summit took place November 6-8, in Pendleton, bringing together Oregon's outdoor and tourism community to learn, build relationships and find solutions to challenges inherent in developing and elevating outdoor recreation opportunities. Travel Oregon managed the first summit in 2019 before Oregon Trails Coalition became the summit lead. Travel Oregon remains a major supporter and partner of the summit, providing a \$15,000 sponsorship, supporting the evening networking dinner and leading a pre-summit workshop for tour operators, guides and outfitters. We also lead tourism-related sessions and participate in educational office hours. This year, Travel Oregon provided 16 scholarships for Why Guides businesses to attend the summit and join us for the pre-summit workshop on November 5 at Tamastslikt Cultural Institute. Travel Oregon staff ran a session focused on recreation-related grants and technical assistance programs, bringing in speakers from the Investments Team, the National Park Service, Oregon Community Foundation and Oregon Parks and Recreation Department.



coffee + plants

REQUIRED TO OPERATE

Oregon Wine Country License Plates Tourism Promotion Distribution Program

Travel Oregon administers the Oregon Wine Country License Plates Tourism Promotion Distribution Program. Funding for the program originates from a portion of the sales of the Oregon Wine Country License Plate. Eight designated regional tourism promotion agencies may submit plans annually to support wine and culinary tourism promotion efforts. Available funding for each of the designated tourism promotion agencies is determined by the amount of acreage each region uses for wine grape production. Five of the eight regions have submitted 2025 plans that were approved and received funding as of October 28:

- Region 1, Mid-Willamette Valley region (administered by Travel Salem): \$199,545.69
- Region 2, South Willamette Valley region (administered by Willamette Valley Visitors Association): \$92,160.00
- Region 3, Southern region (administered by Travel Southern Oregon): \$50,545.78
- Region 5, Greater Portland region (administered by Washington County Visitors Association): \$108,003.89
- Region 8, Coast region (administered by Oregon Coast Visitors Association): \$2,458.57

Travel Oregon's Investments team is working with the remaining three regions to determine if plan revisions or a submission of a new plan in 2026 best meet community needs.

Grantsmithing 101 Workshops

The Stewardship Investments team have conducted several Grantsmithing 101 workshops across the state, including sessions recently as part of the People's Coast Summit in Reedsport. The workshop is designed to strengthen participants' skills, sharpen their strategy and help them approach grants from a funder's perspective.

Approximately 100 attendees have participated thus far, and positive impacts have been felt, including the desire to bring the workshop to more locations. The Director of Coburg Main Street had this to say about the workshop: "You have built something that is both comprehensive and gives people of all skill levels a clear understanding of the grants process in 2-3 hours. I really think it has the power to help a lot of people from every experience level and educational background across Oregon. That's not easy to do. Any possible way that I can be a part of propelling this, I'm happy to do so. Providing more opportunities in valuable skill building to underserved rural communities is really important to the work I'm doing."

Workshops have been held in partnership with Regional Destination Management Organizations (RDMOs) and registration is currently underway for two more scheduled sessions: [Travel Portland](#) (November 12 in downtown Portland) and [Travel Southern Oregon](#) (November 18 in Grants Pass).

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 through October 2025			
	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Income				
Transient Lodging Tax Income	10,910,833.80	42,800,000.00	-31,889,166.20	25.49%
Lodging Tax from prior period	672,670.00	672,670.00	0.00	100.0%
Interest Income	174,467.66	550,000.00	-375,532.34	31.72%
Misc Revenue	9,057.40	0.00	9,057.40	100.0%
Conference Revenue	0.00	220,000.00	-220,000.00	0.0%
Grant Income	0.00	152,000.00	-152,000.00	0.0%
Welcome Center Brochure Program	25,773.60	60,000.00	-34,226.40	42.96%
Wine Country License Plates	1,367,980.83	1,612,540.28	-244,559.45	84.83%
Reserved for IOF	0.00	35,000.00	-35,000.00	0.0%
Total Income	13,160,783.29	46,067,210.28	-32,906,426.99	28.57%
Beginning Fund Balances				
Beginning Balance - Programs	3,917,209.89	3,917,209.89	0.00	100.0%
Beginning Fund Balance - RCTP	7,861,760.00	7,861,760.00	0.00	100.0%
Beginning Fund Balance - Grants	11,056,368.54	11,056,367.57	0.97	100.0%
Beg. Balance - Unencumbered	211,643.00	211,643.00	0.00	100.0%
Total Income	23,046,981.43	23,046,980.46	0.97	100.0%
Total Sources	36,207,764.72	69,114,190.74	-32,906,426.02	52.39%
Expense				
ADMINISTRATION/OPERATIONS	1,235,822.93	5,526,235.53	-4,290,412.60	22.36%
FUTURE PROGRAM & RESERVE FUNDS	2,945,925.11	11,798,532.00	-8,852,606.89	24.97%
WINE COUNTRY PLATE PROGRAM	450,254.67	1,612,540.28	-1,162,285.61	27.92%
RCTP - PROGRAM ADMINISTRATION	162,903.83	1,826,112.09	-1,663,208.26	8.92%
RCTP - REGIONAL DISTRIBUTION	7,861,760.00	7,861,760.00	0.00	100.0%
GLOBAL MARKETING ADVERTISING	3,521,450.37	13,614,305.00	-10,092,854.63	25.87%
PROMOTIONS & SPONSORSHIPS	10,250.00	234,500.00	-224,250.00	4.37%
GLOBAL SALES MARKETING	272,853.64	1,740,000.00	-1,467,146.36	15.68%
GRANTS - ADMINISTRATION	139,327.04	618,923.11	-479,596.07	22.51%
COMPETITIVE GRANTS - DISBURSED	1,769,145.88	10,737,412.63	-8,968,266.75	16.48%
GRANTS & AWARDS - OTHER	0.00	279,563.00	-279,563.00	0.0%
INSIGHTS & IMPACT	866,702.22	3,332,558.00	-2,465,855.78	26.01%
INDUSTRY STRATEGY/ DEVELOPMENT	101,607.23	840,683.00	-739,075.77	12.09%
PRODUCT & BUSINESS DEVELOPMENT	1,274.45			
INDUSTRY RELATIONS	284,766.09	1,092,500.00	-807,733.91	26.07%
GOVERNOR'S/RURAL CONFERENCE	64,025.00	800,000.00	-735,975.00	8.0%
WELCOME CENTERS	319,211.17	1,453,033.88	-1,133,822.71	21.97%
DESTINATION DEVELOPMENT	788,683.93	2,987,113.00	-2,198,429.07	26.4%
DESTINATION STEWARDSHIP	5,826.44	107,594.22	-101,767.78	5.42%
FULFILLMENT PROGRAM	237,207.33	768,000.00	-530,792.67	30.89%
PUBLICATIONS	151,178.49	405,000.00	-253,821.51	37.33%
WEBSITE	298,752.08	886,325.00	-587,572.92	33.71%
COMMUNICATIONS	136,451.37	595,000.00	-458,548.63	22.93%
Total Expense	21,625,379.27	69,117,690.74	-47,492,311.47	31.29%
Net Income	14,582,385.45	69,117,690.74	-54,535,305.29	21.1%

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 October 31, 2025

ASSETS		
Current Assets		
Checking/Savings		
Unrestricted Cash	22,538,953.07	
Restricted Cash - Wine Country Plates	922,968.50	
Total Checking/Savings	23,461,921.57	
Accounts Receivable	107,302.02	
Other Current Assets	810.00	
Total Current Assets	23,570,033.59	
Fixed Assets	502,204.55	
Other Assets	32,982.43	
TOTAL ASSETS	24,105,220.57	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	257,704.42	
Other Current Liabilities	1,304,294.47	
Total Current Liabilities	1,561,998.89	
Total Liabilities	1,561,998.89	
Equity & Fund Balances		
Accrued Reserved Balance*	1,449,431.35	
Invested in capital assets	329,529.23	
Designated Funds		
Regional Programs Funding	3,367,976.07	
Grants Funding	981,975.03	
Operating Reserve Fund	1,831,924.55	
Net Income	14,582,385.45	
Total Equity	22,543,221.68	
TOTAL LIABILITIES & EQUITY	48,210,441.14	

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

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