

WELCOME TO wvva-land

Oregon Tourism Commission
Regional Update

December 3, 2025



Willamette
Valley

Welcome
to Corvallis

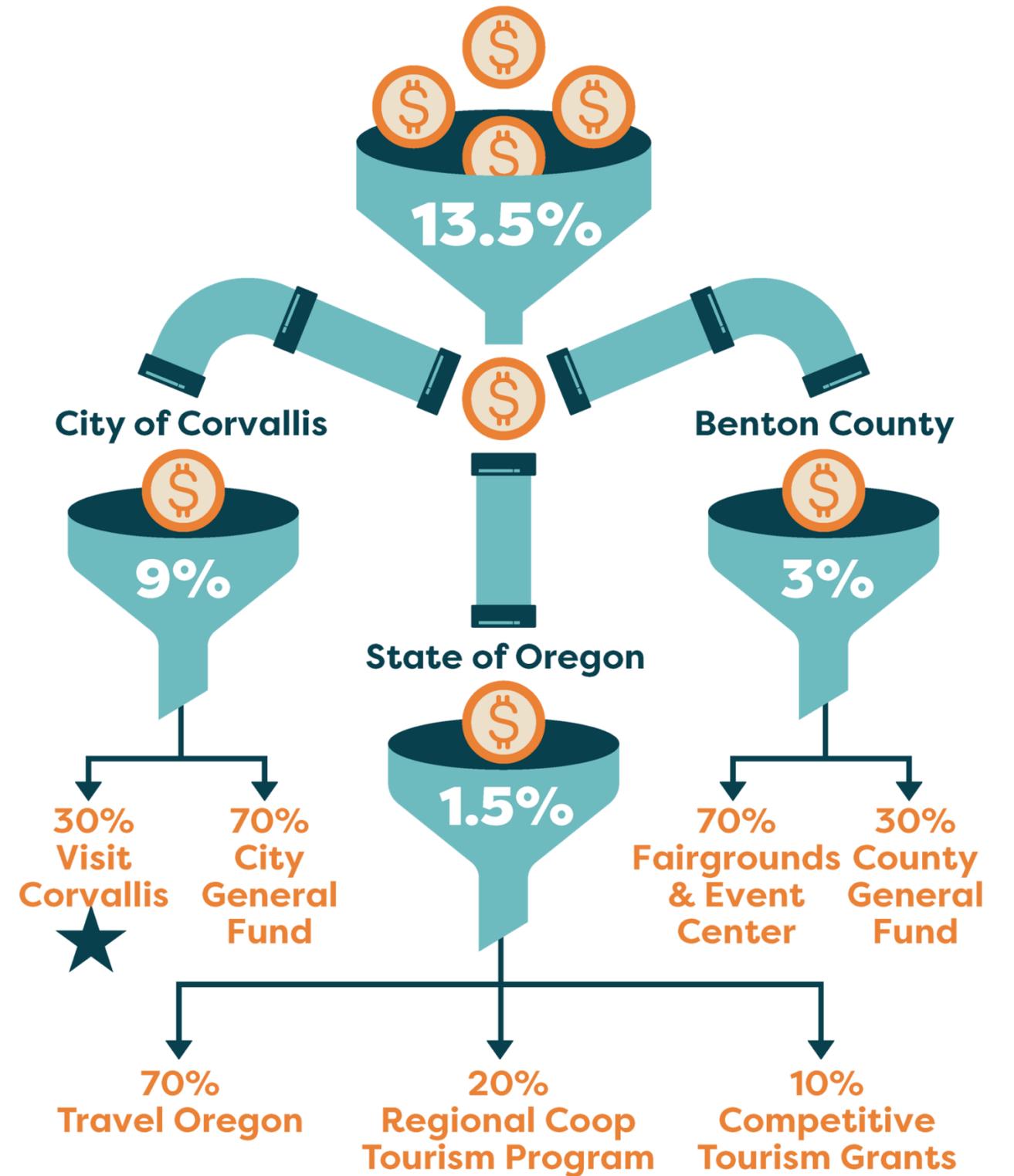




A Destination in Transition

How We're Funded

- All destinations are different
- Lodging taxes serve many partners



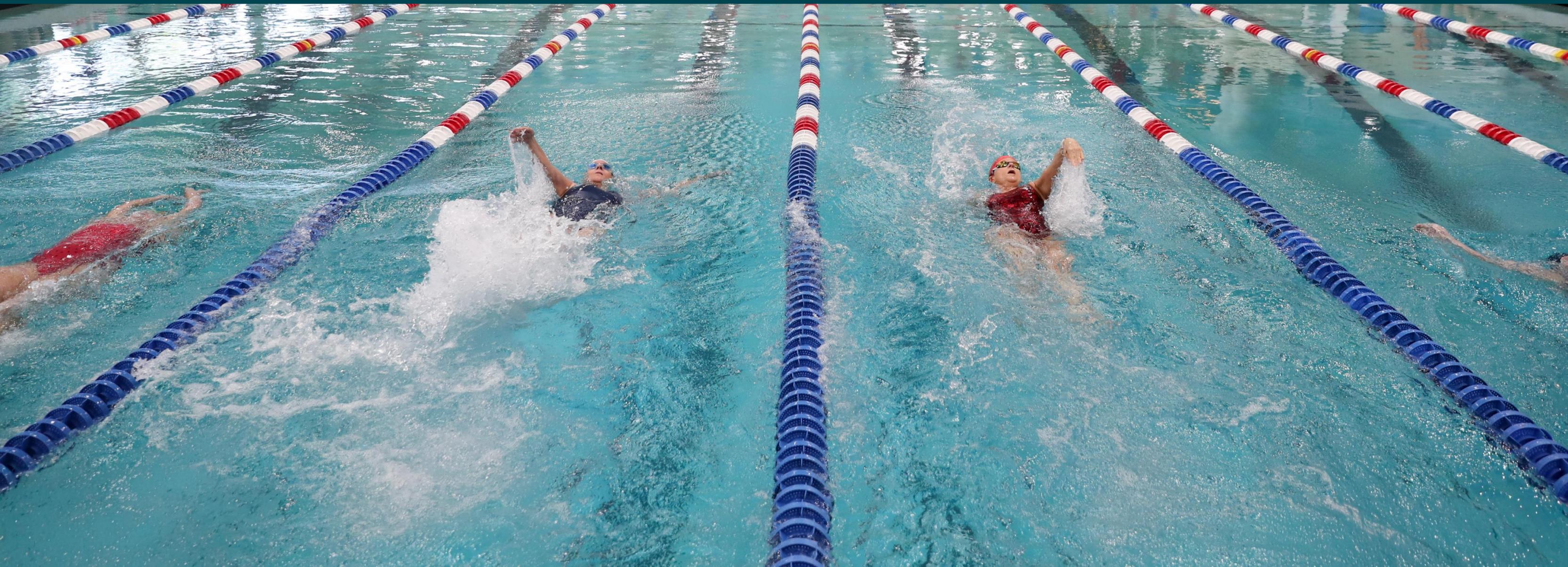


Pac-12 Realignment Impacts

- Demand softening
- Local businesses are feeling it
- Uneven statewide effects

Osborn Aquatic Center

- Key sports facility
- Community partners rallied
- Funding gap remains





Moving Forward



Destination Experience Plan

- Our next chapter
- Selecting a partner
- WVVA \$20,000 contribution

What's New in Corvallis



Gordon Hotel

- Opening in 2027



Corvallis-To-The-Sea Trail (C2C)

- Valley-to-Coast link
- Oregon Signature Trail



New Mountain Bike Park

- New recreation asset
- Regional appeal



Wheel the World Partnership

- Accessibility-first
- Inclusive experiences



Why Partnership Matters

- Stronger together





MEET THE team



Tori Middelstadt

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2025 Ornament hunt

Launch date: Nov. 21, 2025

End Date: Dec. 20, 2025

Where: Willamette National Forest

Ornaments for Purchase:

- Visit Corvallis
- Albany Visitors Association
- Travel Salem
- 20Leagues.com



accessible

TRAVEL

wheel  the world

ACCESSIBILITY
VERIFIED

Corvallis

Albany

Newberg

Eugene

McMinnville

Salem





WHEEL THE WORLD campaign co-op

Campaign: Oct 15 - Nov 5

Cost: \$4,000

- Total Impressions: **504,770**
- Total Reach: **313,530** unique individuals reached
- Total Link Clicks: **1,343**
- Cost per Click: **\$0.03**
- **17,020** people watched the video **100%** of the way through
 - 25-34: 531 completions
 - 35-44: 1,512 completions
 - 45-54: 2,320 completions
 - 55-64: 4,185 completions
 - 65+: 8,288 completions
- Audience:
 - Female 65+, highest video completion rate
 - Men 65+



wine & culinary

- Cellar Season wine tasting
- Truffles and farm-to-table
- Expansion of wine varieties
 - Chardonnay Celebration
 - Rise in sparkling production
- Wine & Culinary FAMs on new and legacy wineries and restaurants
- OWB: Wine Tourism Strategic Plan
- Education and training



STRATEGIC investment fund

2024

Open fund for WV Visitor Industry:

- Funded 10 projects across the Willamette Valley
- Fund Total: \$85,743

Direct Investment:

- Ironman Salem – \$20,000
- Sports Intern from Linfield University – \$20,000

2025

Open fund for WV Visitor Industry:

- Currently contracting with 10 projects
- Fund Total: \$85,276



ALBANY pickleball courts

WVVA Grant: \$25,000

Total Cost: \$49,663

- Installation of paved sidewalks and viewing areas for pickleball courts at Linn-Benton Community College
- Courts are key facilities for Oregon Senior Games
- Future Plans: 15'x 30' shelter and viewing pad
- Strong Partnerships: Albany Pickleball Club, LBCC and the City of Albany





sports

IN THE VALLEY

- Ironman Salem 70.3
- World Athletics U20 Championships

Needs

- New and improved facilities
- Investments in winter sports



Ironman, Salem

thank you
questions?

Willamette
Valley