



STRATEGIC PLAN PROGRESS REPORT

MARCH 2026

TRAVEL

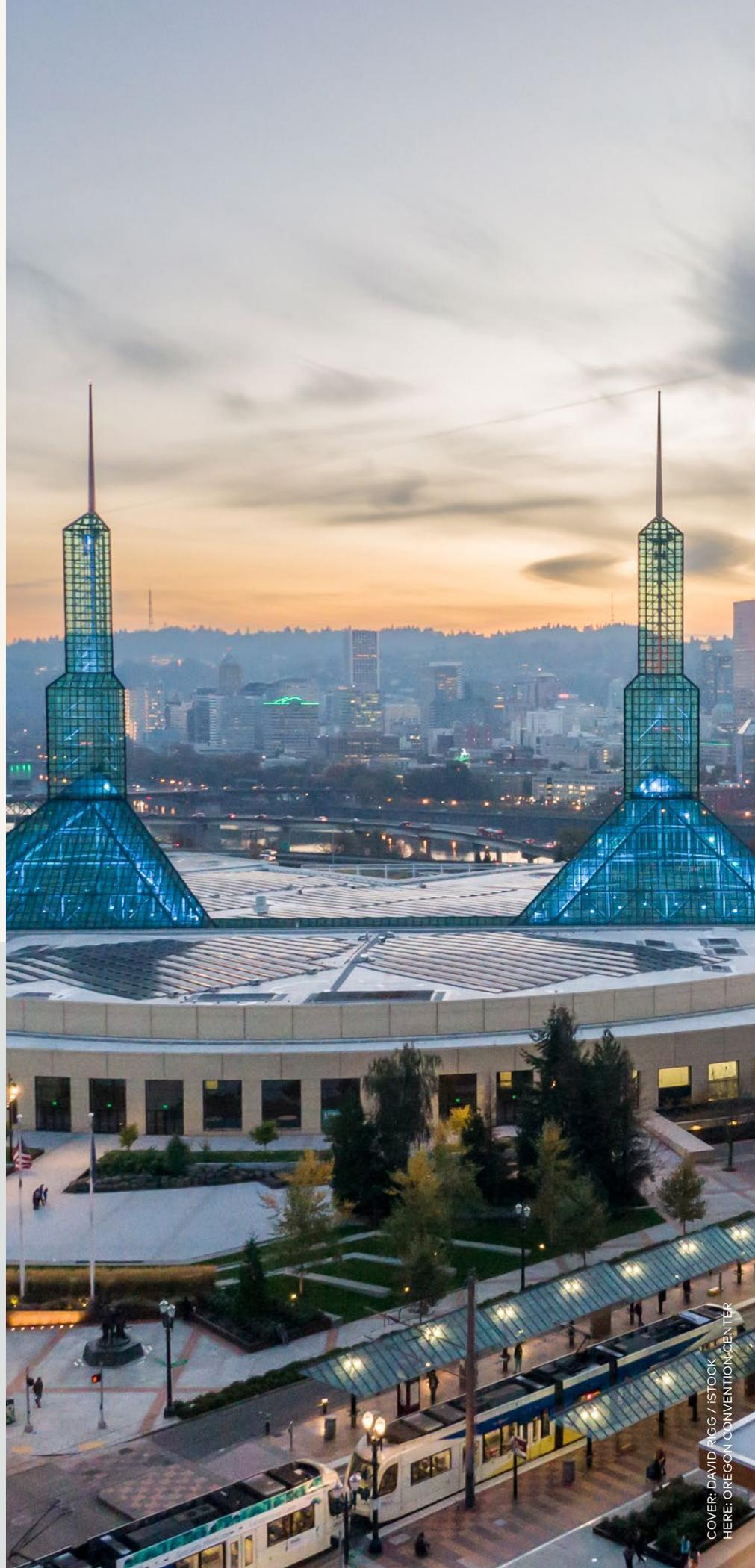


OREGON

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,

As we approach our Governor's Conference on Tourism, March 9-11 in Portland, I eagerly anticipate bringing Oregon's travel and tourism industry together once again to celebrate the world-class people and organizations with the Travel and Tourism Industry Achievement Awards, hear from inspiring keynotes, dive deep into educational breakout sessions, and be reminded of the collaborative ethos that drives us to uplift Oregon communities. Of special note in this Strategic Plan Progress Report is the content prepared around Oregon's economy – always a focus of the organization and industry. From brand

campaigns to accessibility initiatives, this SPPR highlights the breadth and depth of our programs. Some of those programmatic highlights will come alive via presentations at the March 9 Oregon Tourism Commission Meeting and in the Governor's Conference, where the theme to "Elevate Voices" of underserved and under-resourced communities will resonate throughout.

I look forward to seeing you in Portland,

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

March 9, 2026
Oregon Convention Center
Portland Ballroom 256-257
777 NE Martin Luther King, Jr. Blvd
Portland, OR 97232

Materials related to the Oregon Tourism Commission Meeting can be found on the [event page](#) as they become available.

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.

12:30 p.m.	Welcome and Introductions	Chair Willitts
12:35 p.m.	Chair Remarks	Chair Willitts
12:40 p.m.	Local Welcome	Travel Portland, Dave Parulo, Lizzie Keenan
1:00 p.m.	Partners and Public Statements *This is an opportunity for written or in-person general statements or updates to Commission	
1:10 p.m.	Commission Business Review of Commission Packets Review of Travel Oregon Financial Update Announce Nominating Committee Executive Search Update Competitive Grants Update	Chair Willitts Michelle Woodard, Deb Vaughn
2:10 p.m.	Commission Action Approval of Minutes Personnel Policies Approval	Chair Willitts
2:20 p.m.	Break	
2:30 p.m.	Governor's Conference on Tourism Preview	Lisa Itel, Jaime Eder
2:50 p.m.	Wheel the World Update	Katy Clair, Julia Amato
3:10 p.m.	State of OR Campaign Update	Katy Clair
3:30 p.m.	Industry Assistance and Engagement Update	Scott Bricker, Alexa Carey, Faviana Schectman, Hilary Sager
3:55 p.m.	Other Business	Chair Willitts
4:00 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 "March 2026 –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

To further demonstrate the tie between our work and the [10-Year Strategic Vision](#), we have now included the relevant strategies for each programmatic update. Look for the primary and additional strategies listed under each update, and to see a list of all 19 strategies please view the [25-27 Biennial Strategy Overview](#).

We will continue to look for opportunities to improve the SPPR report to ensure we are accurately and comprehensively reporting progress towards our 10-Year Strategic Vision.

Key Performance Indicator (KPI) Update

As a reminder, Travel Oregon measures progress towards our 10-Year Strategic Vision through the tracking of 18 KPIs which align with the four objectives. The KPIs update at different rates, with some dependent on the publication of cyclical research studies, and others are updated on an ongoing basis. The SRA team has provided updates below for four KPIs aligned under the objectives of: Oregon is Striving to be a Place of Equity and Oregon Respects its Natural Environments.

Oregon is Striving to be a Place of Equity: Travel Oregon's Support for Underserved and Under-Resourced Communities

Travel Oregon's financial distributions and the total staff engagement hours contributed toward projects focused on Equity initiatives are as follows:

FY25 Equity KPIs: Funding: **\$4.1 Million**, Engagement: **2,774 Hours**

Oregon Respects its Natural Environments: Travel Oregon's Support for Sustainable and Regenerative Tourism

Travel Oregon's financial distributions and the total staff engagement hours contributed toward projects focused on environmental sustainability are as follows:

FY25 Environmental KPIs: Funding: **\$1.2 Million**, Engagement: **1,525 Hours**

Note: Comprehensive data is available via the [10-Year Strategic Vision KPI Dashboard](#). Please note that FY26 funding and engagement figures will be updated this fall.

Data Methodology & Disclosures

Funding and engagement hours for environmental sustainability and underserved communities are not mutually exclusive, as projects frequently address both areas. Furthermore, the funding figures are subject to fluctuation based on the specific distribution of grant funds throughout the fiscal cycle.

Our reporting is built on a foundation of cross-functional transparency. By aggregating funding data from various internal partners and performing detailed data cleaning, we can provide a granular view of investments by region and community.

Engagement metrics reflect the dedicated labor hours contributed by Travel Oregon staff toward the realization of our 10-Year Strategic Vision. This data was systematically aggregated from our ClickUp project management ecosystem, utilizing precise filtering to capture hours specifically logged under Equity and Environmental Sustainability strategies to ensure a reflection of intentional, mission-aligned effort.

AGENCY OPERATIONS & INTERNAL UPDATES

FINANCIAL REPORTS (see appendix)

Revenue

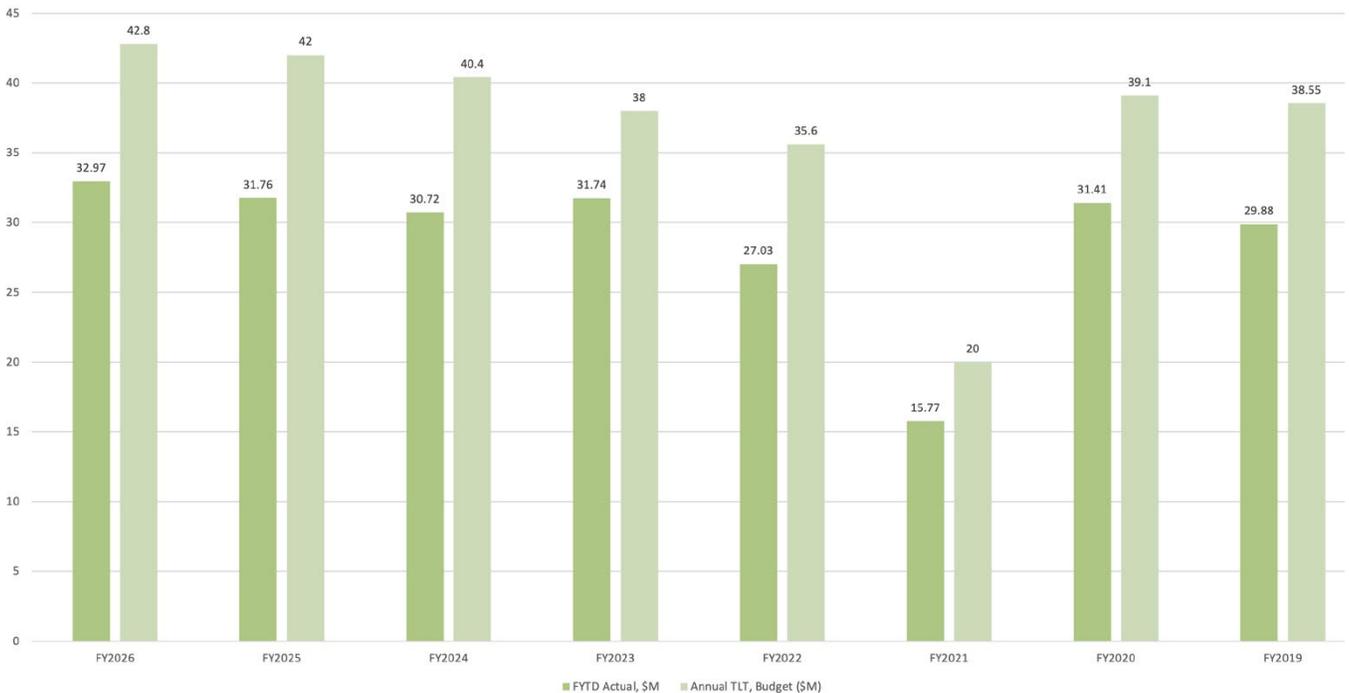
Transient Lodging Tax (TLT) revenue this fiscal year to date is \$32.97M, 77% of budgeted \$42.80M. TLT revenue is steady with 0.0% change from the previous fiscal year, up 3.9% from FY2023 and up 116.4% from FY2021.

Comparison of TLT to prior periods:

TLT	FY2026	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
FYTD Actual (\$M)	33.0	31.8	30.7	31.7	27.0	15.8	31.4	29.9
FYTD - % of annual budget	77.0%	75.6%	76.0%	83.5%	75.9%	78.9%	80.3%	77.5%
Annual TLT, Budget (\$M)	42.8	42.0	40.4	38.0	35.6	20.0	39.1	38.5
Annual TLT, Actual (\$M)	33.0	41.4	41.4	40.8	35.8	23.5	39.7	40.6
TLT (*adjusted for rate)	FY2026	FY2025	FY2024	FY2023	FY2022	FY2021*	FY2020*	FY2019*
Actual TLT (\$M)	33.0	31.8	30.7	31.7	27.0	15.2	26.2	24.9
% change	0.0%	3.8%	7.3%	3.9%	22.0%	116.4%	25.9%	32.4%

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

TLT Budget to Actual

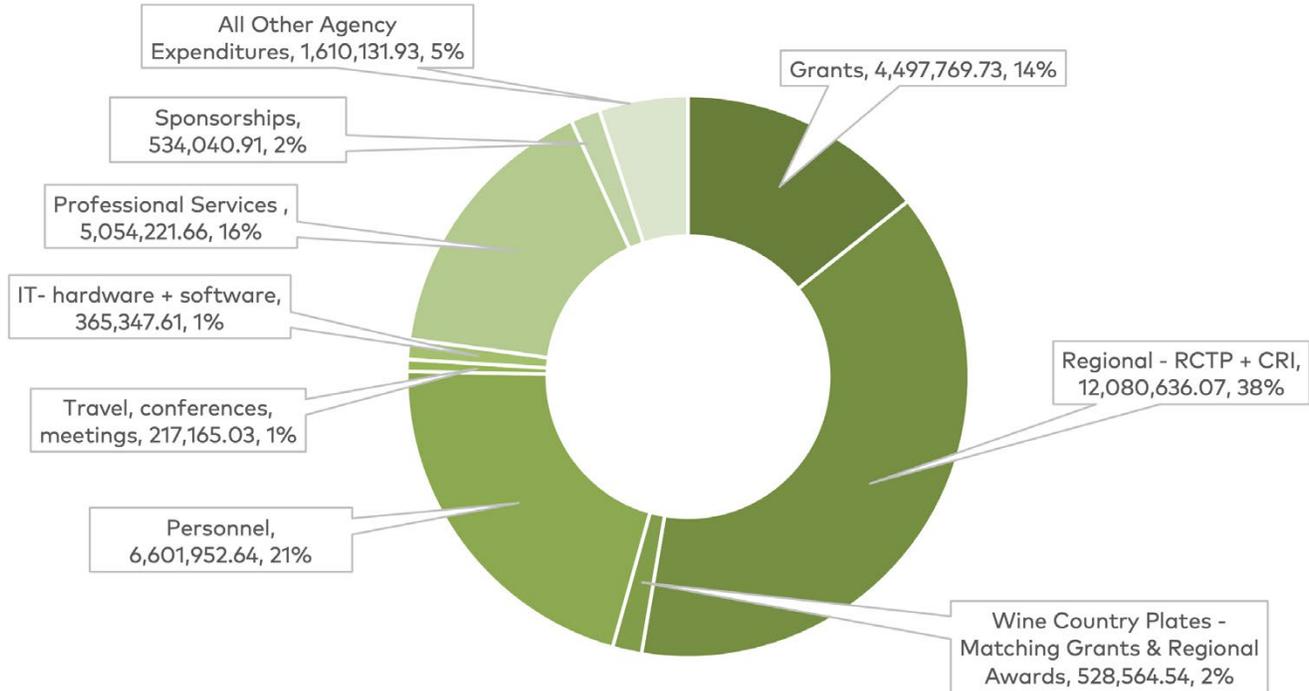


Wine Country License Plates

Fiscal year-to-date receipts of Wine Country License Plates proceeds total **\$260,056.55** which is **61.92%** of budgeted **\$420,000**.

Expenditures

Fiscal FY2026 as of December 31, 2025, expenditures and disbursements total \$16.06M. Regional Cooperative Tourism Program (RCTP) funds are collected in the calendar year and distributed in the following fiscal year.



Staffing

Since the December 2025 Strategic Plan Progress Report (SPPR), the following position has been filled:

- **Asako Hedges** as Industry Marketing Manager. Asako was previously the Brand Services Coordinator.

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



OREGON'S TOURISM ECONOMY IS FLOURISHING

Spring Brand Campaign Launch

Travel Oregon has launched the new campaign platform, The State of OR, leaning into the idea that Oregon is a place defined by contrasts that coexist in harmony, offering travelers a deeper and richer experience.

The campaign will run from February 8 through April 12, 2026, with the goal of driving large-scale brand awareness while moving audiences into trip planning and booking.

The objective is to inspire more people to explore more of Oregon with a platform that builds an emotional connection between travelers and the state.

Campaign creative includes a 60-second film anthem plus three, 15-second cutdowns that celebrate Oregon's people, places and spirit. The work features Oregonians Ian Williams (founder/owner, Deadstock Coffee), Randy and Rebecca Kiyokawa (founder/owner and daughter, Kiyokawa Orchards), and Jack Strong (head chef, Jory Restaurant), and is set against iconic locations including Deadstock Coffee, Kiyokawa Orchards, Jory Restaurant, Powell's Bookstore, Warm Springs Museum, Smith Rock State Park, Cannon Beach, Crater Lake and the Painted Hills.



Anthem - 60 second

Audience

We are focusing on the Immersive Guest and BIPOC Immersive Guest audiences, which include adults 25 to 64 who seek a wide range of vacation activities, beer and wine enthusiasts who travel domestically, and individuals who have a sustainable mindset.

Target Markets

Our target markets are organized into three tiers: Green, Blue, and Orange. The campaign will maintain exposure in all markets, with heavier frequency in Blue and Orange and continued presence in Green to support interest and in-state pride.

- **Green:** Bend, Eugene, Portland, Seattle, Spokane, Medford, Klamath Falls, Yakima, Boise, Chico, Redding, Eureka, British Columbia



Landscapes - 15 second



Slow or Fast - 15 second

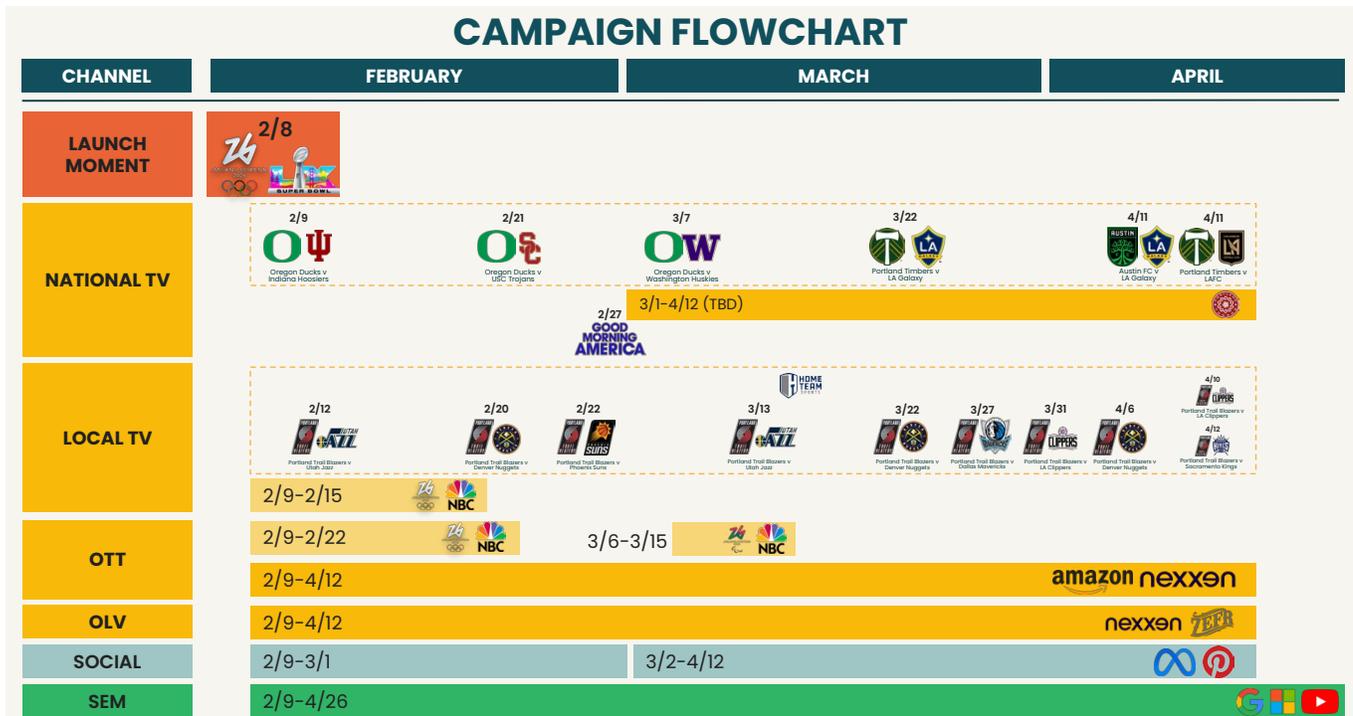


Fresh or Fresher - 15 second

- **Blue:** San Francisco, San Jose, Sacramento, Stockton, Modesto, Phoenix, Reno, Denver, Twin Falls, Billings, Fresno, Salt Lake City, Las Vegas
- **Orange:** Honolulu, San Diego, Monterey, Salinas, Los Angeles, Dallas, Detroit

Media Tactics

We're executing a concentrated \$2.4M spring flight (February 8–April 12) that launches the 60-second anthem in a high-impact post-Super Bowl/Olympics moment, then sustains reach with the 15-second cutdowns via streaming (OTT/CTV), local and national TV, online video, paid social, and search engine marketing (SEM) to reach travelers during the key planning window. All films will have English and Spanish language versions.



Campaign Measurement

In addition to our standard performance metrics like Cost per Completed Video and Cost per Non-Bounce Session, we are piloting Tourism Economics' Media Impact Calculator to measure the economic impact of The State of OR campaign. The Media Impact Calculator uses privacy-safe, observed behavior data to estimate how advertising exposure influences actual incremental trips to Oregon and visitor spending. This approach will help us better understand, not just how our streaming video ads perform, but how they contribute to Oregon's tourism economy. This test will complement the Tourism Economics Website Impact Calculator we've already contracted to measure website traffic performance and provides a repeatable, affordable, and actionable measurement framework to track future brand advertising ROI.

Industry Resources

We shared campaign details and assets with industry partners via a dedicated page and press announcement on the industry website, a dedicated eNews send and a post on LinkedIn—all linking back to the State of OR campaign toolkit. The [toolkit is available here](#) and contains a comprehensive set of resources to support partner promotion and implementation, including a ready-to-use media plan that outlines recommended tactics, timing, and placements, as well as a full suite of campaign assets including all films and still photography.

Primary Strategy: Create Targeted Promotions Focused on Visitor Passions/Trends

Always On Advertising Campaign

Always On campaigns have performed strongly this fiscal year, driving more than 1.8 million visits to TravelOregon.com through January 25, 2026. These visits reached a wide range of content, spanning 80 different pages, supported by a large variety of messages and visuals used across social media and online content placements.

These campaigns have helped promote key priorities throughout the year, including Visitor Guide orders, events, winter travel on the coast, ski conditions, holiday shopping for Oregon-made products, things to do in Portland and safe winter travel tips. Campaigns are offered in both English and Spanish and, where platforms allow, are designed to reach BIPOC and LGBTQ+ audiences.

Overall website traffic through the end of December was down 8.6% compared to the first half of the last fiscal year, which is better than expected. We had anticipated a 14% decline, largely due to changes in how people search online, including the rise of AI-powered search results that reduce website clicks. Encouragingly, this trend appears to be stabilizing, with organic search traffic down less than 5% in January 2026 compared to January 2025. Combined with traffic from Always On campaigns and ongoing improvements to how we use our media dollars, overall site traffic remains strong.

Looking ahead, Always On campaigns are planned with increasing monthly investment as we move into the spring and summer travel season. This expanded presence will also support and extend the impact of the upcoming brand campaign launching February 8, ensuring continued visibility before, during, and after the Brand campaign is in market.

Since our last update in December, we have also expanded into online travel platforms. Campaigns on Expedia launched in mid-November to inspire travel to Oregon, with a specific emphasis on Portland. In January, we refreshed [Oregon's page on Tripadvisor](#) to improve how the state is presented to potential travelers. Later this month, we will publish a branded travel article on Tripadvisor highlighting accessible Portland-area attractions certified by Wheel the World. These efforts are supported by advertising that directs users to updated content, with clear paths for travelers to click through to TravelOregon.com for more information.

In February, we will add a new trip itinerary page on Expedia, further strengthening Oregon's presence and storytelling on that platform.

Primary Strategy: Create Targeted Promotions Focused on Visitor Passions/Trends

Owned Content Highlights

The content team produced, published, and distributed 41 consumer stories in November, December, and January. 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:

- Feature stories such as: [Winter Getaway to Silver Falls](#), [Winter Treasure Hunts on the Coast](#) and [Sober Travel](#).
- Seasonal content such as [Oregon's Wonderful Winter Events](#), [Celebrate the Holidays in Salem](#), and [How to Play in Eastern Oregon's Sno-Parks](#).
- From a social perspective, seasonal, planning-forward content continues to drive engagement and clicks. In both November and December, posts that clearly helped people plan something such as the [Holiday Train / Oregon Coast Scenic Railroad](#) and [December's Winter Events Roundups](#), [Eastern Oregon Sno-Parks](#), [Cannon Beach in Winter](#) and [James Beard food lists](#).

This suggests that audiences prefer content with a clear, actionable takeaway: what to do, where to do it, and when.

- We partnered with the Oregon Arts & Heritage Commission to celebrate the 50th anniversary of Oregon’s landmark Percent for Art in Public Places law, which has helped bring nearly 3,000 art installations to public spaces across the state since 1975. In partnership with the Commission, [we published a story](#) and created a video to inspire visitors to explore Oregon’s public art.

The video highlights the power of art in Oregon’s public spaces and will use lauded artist Henk Pander’s murals at Oregon State University as an entry point while showcasing the broader initiative of Oregon’s Percent for Public Art program.

Primary Strategy: Tell Authentic Stories About Oregon Cultures

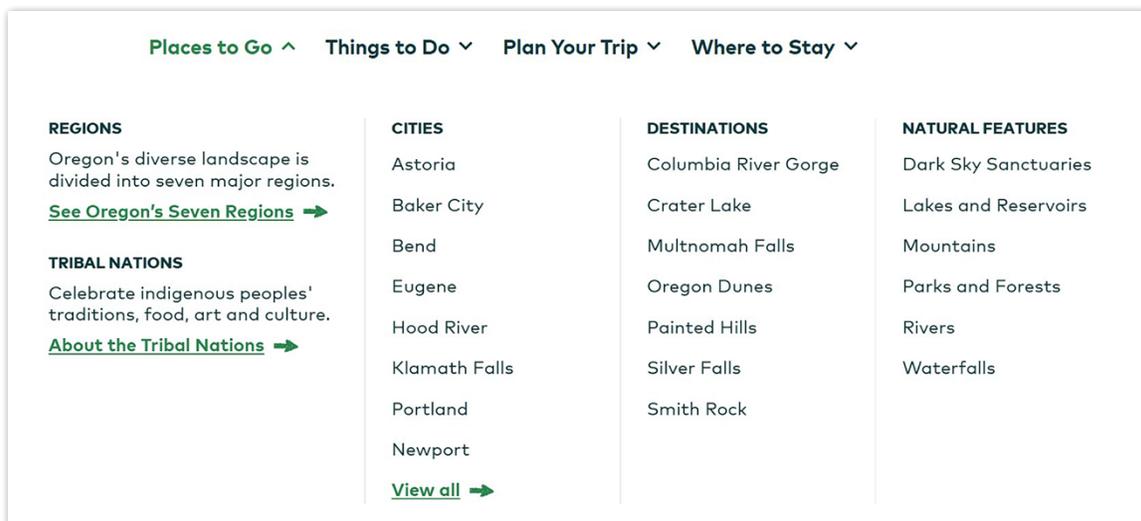
Additional Strategy: Create Targeted Promotions Focused on Visitor Passions/Trends

TravelOregon.com Homepage Redesign

This new and improved design was created to drive deeper engagement and is based on user analytics and search to serve our users’ evolving needs. We are evolving the site to be as relevant as possible, especially as travelers use AI overviews to skip clicking on websites for deeper content.

Enhancements include:

- A “Mega” navigation menu with drop-down options so users can access deeper content quickly, easily understand content under each navigation section and passively learn what Oregon has to offer by reading the categories.



- Key Oregon experiences that help users easily identify what is unique and special about Oregon
- Highlighted off-season and shoulder travel opportunities
- Continued focus on mobile-first design
- Improved conversion on call to actions (i.e. guide orders, email newsletters)

Primary Strategy: Tell Authentic Stories About Oregon Cultures

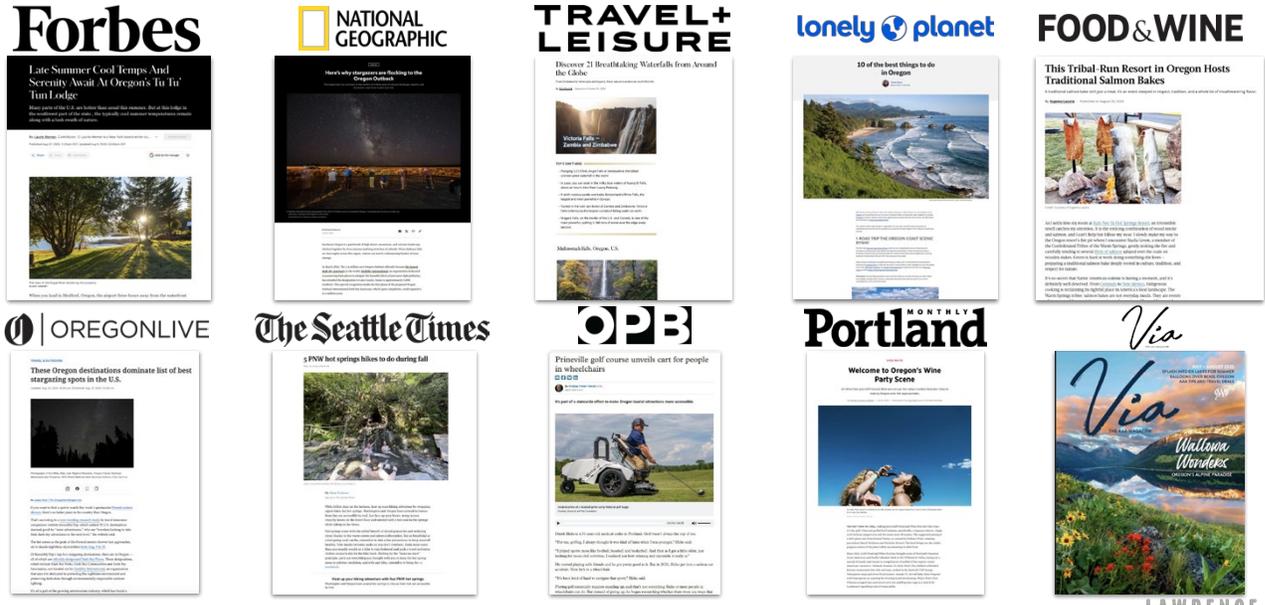
Additional Strategy: Create Targeted Promotions Focused on Visitor Passions/Trends

Q1 2025–26 Earned Media Report

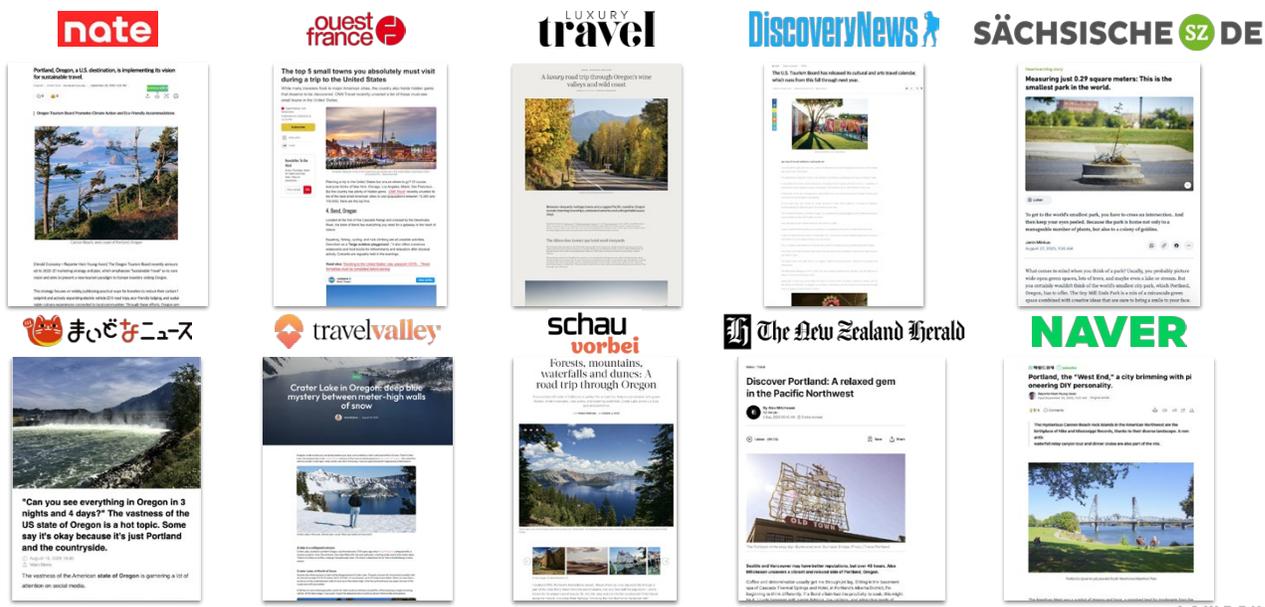
The communications team released the agency's [Q1 Earned Media Report](#) which provides an overview and recap of earned media placements in the domestic and international consumer space as well as earned media focused on the industry. In Q1, we placed 97 domestic consumer and industry stories, including 41 stories with a Diversity, Equity, Inclusion or Accessibility (DEIA) focus for a total circulation of more than 1.6 billion. Internationally, we secured 187 placements for a total circulation of more than 803.2 million.

Coverage highlights include:

Top 10 Domestic Coverage Highlights – Q1 2025



Top 10 International Coverage Highlights – Q1 2025



Primary Strategy: Create Targeted Promotions Focused on Visitor Passions/Trends
Secondary Strategy: Increase Demand by Engaging Diverse Audiences

America Bus Association

Travel Oregon attended American Bus Association's Marketplace, leading an Oregon delegation of six industry partners representing the motorcoach and attraction sectors with two regional partners. Travel Oregon conducted 30 pre-scheduled appointments, primarily with tour operators who own and operate their own coaches, while also maintaining meetings with all key industry partners.

A significant outcome from the Marketplace was the renewed interest in Oregon from operators returning for the first time since the pandemic. Many discussions focused on rebuilding itineraries, with Travel Oregon providing hands-on assistance connecting operators to hotels in Portland and along the Oregon Coast. Most tours discussed are in early planning stages for the 2027 season. Messaging centered on statewide itineraries that connect Portland, the Coast and Crater Lake National Park. Accessibility and travel options for active seniors were key points of interest.

Post-show efforts are underway, with follow-up communications in progress for each operator. Next steps include developing custom itineraries, facilitating introductions to regional partners and supporting operators as they turn concepts into sellable travel products.

Primary Strategy: Increase Demand by Engaging Diverse Audiences.

Visit USA – UK initiatives

Two Holiday World Shows (consumer-focused) took place in Belfast and Dublin, alongside two Destinations Holiday & Travel Shows (consumer-focused) in Manchester and London.

The Travel Shows, held in January, are leading consumer events in the travel market, attracting over 80,000 attendees across both shows. Travel Oregon had a booth within the Visit USA UK platform at the Destinations shows, alongside partner tour operators including North America Travel Service, Travelbag, Purely America Travel and America as You Like It. This allowed attendees to gain inspiration from the featured destinations while actively planning and booking trips for the year ahead and beyond.

The Holiday World Shows in Ireland were well-attended consumer events that provided visitors with the opportunity to interact directly with destination and travel professionals, helping them navigate both domestic and international travel planning. Travel Oregon partnered with Best 4 Travel, one of Dublin's leading tour operators, to promote global travel and offer several Oregon fly-drive itineraries that can be tailor-made for visitors.

Oregon continues to stand out as a premier destination, particularly for experienced travelers who have already visited popular U.S. locations and are now seeking something more adventurous, distinctive and great value, while offering safety and ease of travel. Access to Oregon from the UK and Ireland was also a popular topic, providing an opportunity to promote nonstop routes and airline services flying directly into Portland.

The communications team also partnered with the United States Embassy in London for their [#Freedom250](#) Exploring America social media campaign to promote America's 250th anniversary. The first of five posts for Oregon was featured on the [Embassy's Instagram account](#) (@usa_in_uk) which included inspirational travel tips.

Primary Strategy: Increase Demand by Engaging Diverse Audiences.

Community Investment Success Stories

Ahead of the February legislative session, the communications team pitched and secured earned media coverage showcasing the value that tourism offers local communities. Using recent examples of completed grants, the team secured earned media placements in local publications across the state with the goal of reaching residents and decision-makers where the work touches down. Highlights include articles in [Cascade Business News](#), the [Wallowa County Chieftain](#), [Oregon Coast Breaking News](#) and [Travel and Tour World](#) with additional stories in development with OPB, Baker City Herald, Lincoln County leader and more. Pitching community investment stories will continue throughout the year, with additional opportunity to share stories of sponsorships, Regional Cooperative Tourism Program (RCTP) programs and projects and other destination stewardship investments.

Primary Strategy: Advance Perception of Tourism Value

Additional Strategy: Increase Demand by Engaging Diverse Audiences

International Media Marketplace (IMM)

The Communications team attended TravMedia's International Media Marketplace (IMM) in New York City on Thursday, January 22. IMM is a leading global networking event that connects the travel industry with editors, journalists, broadcasters and content creators. The team met with 25 media representatives from outlets including AFAR, Lonely Planet, Thrillist, Condé Nast Traveler, USA Today and others.

The team integrated State of OR campaign messaging and language into all 1:1 meetings and pitch sessions with travel writers and other media—to great response. Key topics of media interest included unique culinary experiences, Indigenous experiences, outdoor recreation and dark skies, multigenerational travel, sustainability and accessible travel.

The main goal of attending IMM is to establish new media relationships and inspire editorial coverage of Oregon, including future visits through press trips. The team anticipates garnering coverage from these new relationships and inviting several of the new media contacts to the final group press trip in June.

Primary Strategy: Increase Demand by Engaging Diverse Audiences

Additional Strategy: Tell Authentic Stories about Oregon Cultures

CRI Program – Final Reports and Program Closeout

In FY2024-25, through the Regional Cooperative Tourism Program, Travel Oregon established a system to work in tandem with, and to allocate financial resources to projects, programs and investments intended to advance the state's 10-Year Strategic Vision. These projects were collectively referred to as Collaborative Regional Investments (CRI).

CRI projects were intended to enhance the way Travel Oregon and RDMOs work together by combining financial resources and professional capacity for these organizations to execute programs that advance the Strategic Vision. RDMOs were encouraged to work with Travel Oregon teams and collaboratively with other RDMOs to develop multi-region projects.

RCTP Guidelines mandated RDMOs allocate 10% of their annual TLT allocation to CRI projects, programs and investments. Travel Oregon matched CRI projects 1:1 for this cycle following typical RCTP disbursements.

22 projects were funded across the state through a collaborative investment of **\$1,303,534**.

RDMOs submitted their end of year reports for the FY2024-25 cycle in October 2025. Those reports have been reviewed by the Regional Based Services and Investments teams culminating in the close-out of the program. A snapshot of funded projects can be viewed [here](#).

Notable highlights from CRI include:

- **Oregon Coast** launched the **North Coast Shuttle** pilot in the summer of 2025. The shuttle is an effort to increase access for communities without affordable transportation options, reduce emissions and congestion on highways 101 and 26. The service opened the coast to first time visitors, non-drivers, older adults, and racially diverse communities.
- **Central Oregon** hosted a **Dark Sky Learning Lab** bringing together 49 guides, outfitters and small businesses from across the state to build the skills and knowledge needed to deliver Oregon's first wave of dark sky tourism experiences. This multi-regional project, also supported by **Eastern and Southern Oregon** RDMOs, seeded new developments for product and capacity for inclusive, conservation-minded celestial tourism that will continue to grow Oregon's reputation as an International Dark Sky destination.
- **Portland Region** leveraged funds for **International Sales Support and Market Development** specifically investing in existing non-stop flights with co-op marketing programs in the critical markets of Germany, the UK, and the Netherlands.
- **Mt. Hood & Columbia River Gorge** invested in a number of **accessibility initiatives**. This included the Hidden Disability Sunflower program, which supports visitors with non-visible disabilities and frontline staff training throughout the region. Additionally, as a part of a new pilot, over 600 feet of Mobi-Mats were installed at Kiyokawa Family Orchard, creating wheelchair accessible pathways. This pilot has since become a model for other agritourism businesses in the region as they welcome visitors with mobility disabilities.
- Tourism capacity support through the **RARE AmeriCorps** program including:
 - **Eastern Oregon** - Region-wide culinary/agritourism assessment and production of a local food and beverage inventory with over 260 listings of products.
 - **Southern Oregon** - Destination Strategic Plan for the City of Talent conducted through community stakeholder meetings for each "sector" of the plan (biking, wine, arts) elevating the role of the visitor economy in this small community.
 - **Willamette Valley** – Capacity helped set the stage for development work continuing throughout the region and aided in the development manager staff transition.

Budget was not allocated in the 2025-2026 budget; CRI is currently inactive for future cycles.

Broadly Applicable – Does Not Map to One Singular Strategy



OREGON DELIVERS REMARKABLE EXPERIENCES

Why Guides Programming Update

Each year between the months of November and May, Destination Services rolls out a suite of programming for tour operators, guides and outfitters participating in Travel Oregon's Why Guides program. With a goal of engagement, programming targets both guide and business development goals and is responsive to the needs surfaced by the guiding community in an annual program survey. This year's survey indicated 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. So far this year, the following programming has been developed in response to these needs:

- 16 scholarships provided for guides to attend the 2025 Oregon Outdoor Recreation Summit (\$528 value each)
- 13 scholarships provided for guides to participate in a 4-part Tribal Learning Series delivered by Allyship in Action and Supah Consulting (\$590 value each)
- 25 guides participated in a 'Story Storm' opportunity to pitch their business offerings to Travel Oregon communications and marketing teams
- 20 scholarships provided for guides to attend the 2026 Oregon Governors Conference on Tourism (\$850 value each)
- 24 businesses selected to participate in a 12-week Business Accelerator pilot program (\$3,000 value each)
- Culinary and craft beverage tour operators invited to a business engagement event to foster connectivity between businesses and with DMOs and industry associations
- Still to come: Sponsored First Aid & CPR trainings in Portland and Eugene

Primary Strategy: Bolster Regenerative Tourism

Additional Strategy: Support Development of Experiences for Underserved

Portland Recovery and Revitalization Update

Travel Oregon continues to support the recovery of Portland post-COVID. In 2024, while every other region had recovered to pre-COVID levels of visitor spend, the Portland region was still only 97% recovered. Hotel revenue for the year was only 89%, largely due to lower-than-average daily room rates. We also knew from our partners that Portland was still struggling with recovering pre-pandemic foot traffic levels to the downtown core.

Destination Services has worked closely with both Travel Portland and Prosper Portland to identify ways of activating Central Portland. Most recently, Destination Services sponsored a series of holiday events in Pioneer Courthouse Square. Those sponsorships include the City's Tree Lighting Ceremony, held on the day after Thanksgiving, which attracted its largest crowd ever with more than 27,000 people, as well as the Great Figgy Pudding Caroling Competition with more than 6,900 attendees and 15 caroling groups filling 10 blocks of downtown. The Square attracted its largest holiday event crowds since the pandemic, with a 56% increase in total visitors over the last three years.

Destination Services also sponsored the 2026 Winter Lights Festival from February 6-14. This event is a staple for winter activation and visitation in Central Portland. In 2025, the festival saw all-count attendance of 253,000 across 128 sites citywide, showcasing 229 public art installations and 83 performances created by 586 Oregon-based and visiting artists. Nearly one in five attendees traveled from outside the Portland metro region, and 9.3% stayed overnight. Our team plans to continue sponsoring Central Portland events and activations to support the recovery of the region.

Primary Strategy: Assist Communities in Crisis

Impact of Destination Ready – Panther Creek Trail Network

Travel Oregon's Destination Ready program aimed to support the development, enhancement and stewardship of key visitor experiences focusing on destination recovery in 2020-2024. Through the program, Travel Oregon partnered with awarded communities to conduct data-informed destination assessments, identifying short-and-medium-term priority projects to strengthen key visitor lures. Communities that completed the program became eligible for project implementation support, technical assistance and direct investments.

One of the priority projects, Panther Creek Trail Network, aimed to develop a 25-mile bike-optimized trail system to boost accessible outdoor recreation, tourism and economic impact in Yamhill County, diversifying the visitor offerings and creating a valuable recreational asset for both residents and visitors. From 2023 to 2024, the Panther Creek project received Travel Oregon technical assistance and financial investments of over \$75,000 to aid in the initiation of the project concept, including funding a feasibility study, a concept plan, beginning works of an environmental assessment, and trail design and flagging.

While the project remained a priority of local organizations, partners, and the tourism industry, the Bureau of Land Management deprioritized it due to conflicting priorities. However, Oregon's U.S. Senator Jeff Merkley, as chair of a key Senate Appropriations subcommittee, wrote the project into the [Fiscal Year 2026 federal appropriations packages](#) that were signed into law in January 2026. In total, 54 Oregon community-initiated projects, combined totaling \$102,692,000, were secured, and specifically "\$3.096 million to the Bureau of Land Management (BLM), in partnership with Cycle Yamhill County, for the construction of the Panther Creek Trail Network. The funding will be used to construct nearly 25 miles of world-class mountain bike trails on BLM-managed forestland in Yamhill County, creating recreational opportunities for community members and providing a boost to the regional economy."

Primary Strategy: Support Development of Experiences for Underserved

Additional Strategy: Assist Communities in Crisis

OREGON IS STRIVING TO BE A PLACE OF EQUITY

Press Trip Roundup: International, Accessible & Supported

International

In December, Travel Oregon hosted an editor for the Dutch edition of National Geographic Traveler for a press trip which will result in a 10-12 page article about family road-trip travel in Oregon. The article will publish in the September 2026 issue with a print circulation 32,500 / \$4,500 ad-value equivalency (AVE). Regions featured in the coverage will include the Portland Region, Mt. Hood / Gorge, Central Oregon, South & Central Willamette Valley and Central & North Coast.

Accessible

In March, Travel Oregon will host two leading accessible travel media for press trips in conjunction with the Oregon Governor's Conference on Tourism; [Sophie Morgan](#), a UK-based disability advocate, writer and broadcaster; and [Julie Jones](#), co-founder and editor of the Australian publication Travel without Limits. Both have been to Oregon previously in 2025. Sophie produced an article on Central Oregon for [Conde Nast Traveler](#), and Julie attended the TravelAbility Summit and media FAM in October. Their return to Oregon signals continued interest in sharing Oregon's growth in accessible travel with global audiences. Sophie's follow-up trip will focus on the impact of the Wheel the World Accessibility Verified designation and other accessible travel initiatives on business, communities and visitors, with the intent to secure coverage in prominent UK or US publications. Julie's article for Travel without Limits will focus on accessible outdoor and nature-based experiences in Oregon's diverse landscapes.

Supported

From November through February, the Communications team supported five partner-led press trips that each aligned with at least one of our key editorial priorities: Nature that Nurtures, World-Class Culinary, Arts & Culture, Low-Key Luxury and Accessibility/Inclusivity.

- National freelancer [Mona Gable](#) attended the [Native American Heritage Month events](#) in November at The Allison Inn & Spa to gather information about Indigenous history throughout the state for a future story. This opportunity was brought to us by Taste Newberg.
- National freelancer [Amber Gibson](#) attended a Café Rowan [dinner series](#) event in December to write a story highlighting the dinner series. This opportunity was brought to us by Broussard Communications.
- In February, local freelancer [Elena Valeriote](#) attended Winter Waters events in Newport to report on the local seafood movement and the role of women in the industry. She plans to write a story in [Civil Eats](#). This opportunity was brought to us by the Winter Waters team.
- Co-founder of DeafNation, [Joel Barish](#), visited Bend and Mt. Hood in early February and participated in guided winter activities. He will be writing a story in [DeafNation](#) about his trip. This opportunity was brought to us by Experience Mt. Hood and the Gorge.
- [Oregon Chardonnay Celebration](#) (Feb. 19-22): This press trip will bring together the Northern Willamette Valley communities of Newberg, Dayton, Dundee, McMinnville and Carlton to showcase the people, places, and stories shaping Oregon's Chardonnay scene. Over the course of three days/nights, 12 media guests will experience each community's distinct character. This cross-regional collaboration is designed to strengthen Oregon's positioning as a premier destination for Chardonnay enthusiasts, while celebrating the collaborative spirit, world-class food, and community connections that define the Northern Willamette Valley. This opportunity was brought to us by Taste Newberg in collaboration with Field Day PR.

Primary Strategy: Increase Demand by Engaging Diverse Audiences

Additional Strategy: Tell Authentic Stories about Oregon Cultures

New Web Content Accessibility Guidelines

U.S. Department of Justice finalized a rule recently that mandates all state and local government websites and third-party services to meet Web Content Accessibility Guidelines (WCAG) 2.1, Level AA by April 24, 2026. In preparation for this deadline, the Integrated Team is working with Kyle Donovan, our IT Manager, and the Communications team on the following:

1. Auditing and ensuring technical compliance to the new standard for both [TravelOregon.com](#) and [Industry.TravelOregon.com](#). Note that the effort required is minimal as both sites have undergone extensive ongoing accessibility updates since 2020 to better meet the needs of accessible visitors.
2. Internal staff training to ensure industry facing presentations and documents meet the new standard.

Digital Accessibility Essentials Webinar: Preparing for the ADA Title II Compliance Deadline

Due to this new rule and its impact on tourism industry partners, the Regional Based Services team collaborated with Integrated Marketing, Communications and IT to host a webinar aimed at preparing and educating the industry around the DOJ's compliance timelines for digital content.

Jen Macias, Ask an Expert Digital Accessibility Consultant, led this practical webinar that broke down the new Department of Justice rules, compliance timelines and what they mean for digital content.

The webinar took place on February 10, 9:30 - 10:45 a.m. and included resources and tools to assist partners as they attempt to meet these upcoming deadlines for accessibility compliance. There were 90 registrants and 53 attendees of the webinar representing a wide mix of professionals from the tourism industry.

Participants gained a clear understanding of Web Content Accessibility Guidelines (WCAG) standards and left with a practical roadmap and resources to support ongoing accessibility compliance. More information can be found [here](#).

To complement the Ask an Expert program (referenced below), Regional Based Services will offer a quarterly webinar series for the industry focused on enhancing access to tools and resources specific to digital accessibility needs.

Primary Strategy: Support Development of Experiences for Underserved

Secondary Strategy: Elevate Voices of Underserved Communities

Ask an Expert – Digital Accessibility

The Regional Based Services team launched a new Ask an Expert focused on [Digital Accessibility support](#) for the tourism industry.

We have partnered with Jen Macias, an Experience Design & Accessibility Specialist, to consult with tourism partners directly for free – to discuss their specific destination's digital touchpoints and come away with a list of strategies, resources, relevant examples and potential partnerships to explore.

Since launching in December 2025, we have engaged with and provided technical assistance to 9 partners ranging from RDMOs, DMOs and chambers, non-profit organizations to government entities including Willamette Valley Visitors Association, Experience Mt. Hood and the Gorge, Tillamook Coast Visitors Association, Florence Chamber, Oregon Adaptive Sports, Columbia River Maritime Museum, Oregon Farmers Market Association, Lane County Parks and Port of Portland.

Primary Strategy: Support Development of Experiences for Underserved

Secondary Strategy: Elevate Voices of Underserved Communities

Canada Trade & Media

In October, Travel Oregon hosted a group of British Columbia-based travel advisors and media/influencers with an accessible travel specialty to the Vancouver Canucks home opener, with the objective to promote Oregon as the first state to be verified by Wheel the World. A representative from Adventure Without Limits was in attendance as a special guest partner.

Travel Oregon's objective to connect with these accessible travel specialists was accomplished through impactful one-on-one conversations, and opportunities for future collaboration were generated. The event resulted in earned media coverage in [Explore Magazine](#) for the Wheel the World announcement (see Communications section) and leads are in development for additional media and travel trade opportunities.

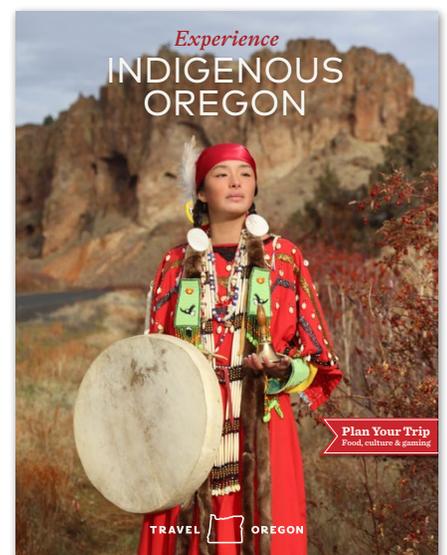


Primary Strategy: Increase Demand by Engaging Diverse Audiences
Additional Strategy: Tell Authentic Stories about Oregon Cultures

Tribal Guide

We're excited to announce that the second edition of our tribal guide will be published in March 2026. This guide continues to be a partnership between Travel Oregon and the Tribal Tourism Working Group, which is comprised of representatives from Oregon's nine federally recognized Tribes. The guide aims to promote Tribal tourism assets and cultural resources. Highlights from this year's guide:

- The guide has been rebranded as *Experience Indigenous Oregon* – this name change reflects the desire of the committee for the guide to have a more modern and globally resonant name.
- The guide continues to include ways to respect the land, history and cultures that Indigenous people have inhabited since time immemorial. It spotlights Tribal museums, casino resorts, outdoor activities and Tribal events open to the public, in addition to detailed profiles of each Tribe.
- The custom cover shoot, by a Warm Springs Tribal photographer, was convened on public land near the Warm Spring Reservation and features Kahmussa Green, a former Miss Warm Springs, a college cross-country and track athlete and an advocate for missing and murdered Indigenous women. She is part of the new generation of Oregon Tribal leaders who are carrying forward their deep knowledge of their homeland and traditions that have endured and evolved for thousands of years.



The creative team was led by MEDIAmerica, with 150,000 copies of the guide published and available for potential visitors through Oregon's visitor centers, our consumer website and our 1-800 line.

Primary Strategy: Increase Demand by Engaging Diverse Audiences
Additional Strategy: Tell Authentic Stories About Oregon Cultures

Accessible Travel Earned Media Efforts

The communications team continues to secure earned media coverage in celebration of Oregon becoming the first state to be Accessibility Verified by Wheel the World. To date, we have earned more than 60 placements with a reach of more than 2 billion. Highlights include [a story in AFAR magazine](#); [coverage in Travel + Leisure](#), [Travel Noire](#) and many more, including great local coverage in OPB and other radio, broadcast and print channels in Oregon.

One key result to highlight for the Canadian market relevant to the Wheel the World statewide verification announcement is from [Explore Magazine](#) (online circ. 127,000 / \$2,153 AVE). This story was secured as a result of the accessible travel media and trade event hosted in Vancouver, BC in October (see Global Sales section). Additional leads generated from the event are in development. This coverage is noteworthy as many major Canadian publications have editorial freezes for earned media stories for U.S. destinations.

Primary Strategy: Increase Demand by Engaging Diverse Audiences
Additional Strategy: Tell Authentic Stories About Oregon Cultures

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.

Budget re-confirmation at the end of 2026 has enabled us to continue moving this body of work forward. Using the Request for Information (RFI) process last fall enabled the team to further refine the scope of work intended, and Travel Oregon's Procurement Department is now planning to administer a public Request for Proposal process in the Spring.

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 Travel Oregon is compliant with Executive Order 20,-04 which directs state agencies in Oregon to reduce their greenhouse gas emissions.

Primary Strategy: Implement a Tourism Climate Action Plan

REQUIRED TO OPERATE

Oregon Wine Country License Plates Matching Grants Program

Travel Oregon administers the Oregon Wine Country License Plates Matching Grants Program as part of [ORS 805.274](#). The program is funded through sales of the Oregon Wine Country License Plate and is currently receiving applications through Feb. 19, 2026. Travel Oregon held an informational session about the program on Jan. 27, 2026 that attracted 25 registrants and 14 attendees. This program opens annually in January with grant awards occurring in the spring for projects that promote wine and culinary tourism. A total of \$350,000 is available for funding in this application cycle with projects to be completed between May 6, 2026, and June 4, 2027. Eligible applicants are Tourism Promotion Agencies located in Oregon. [ORS 320.300](#) defines Tourism Promotion Agency.

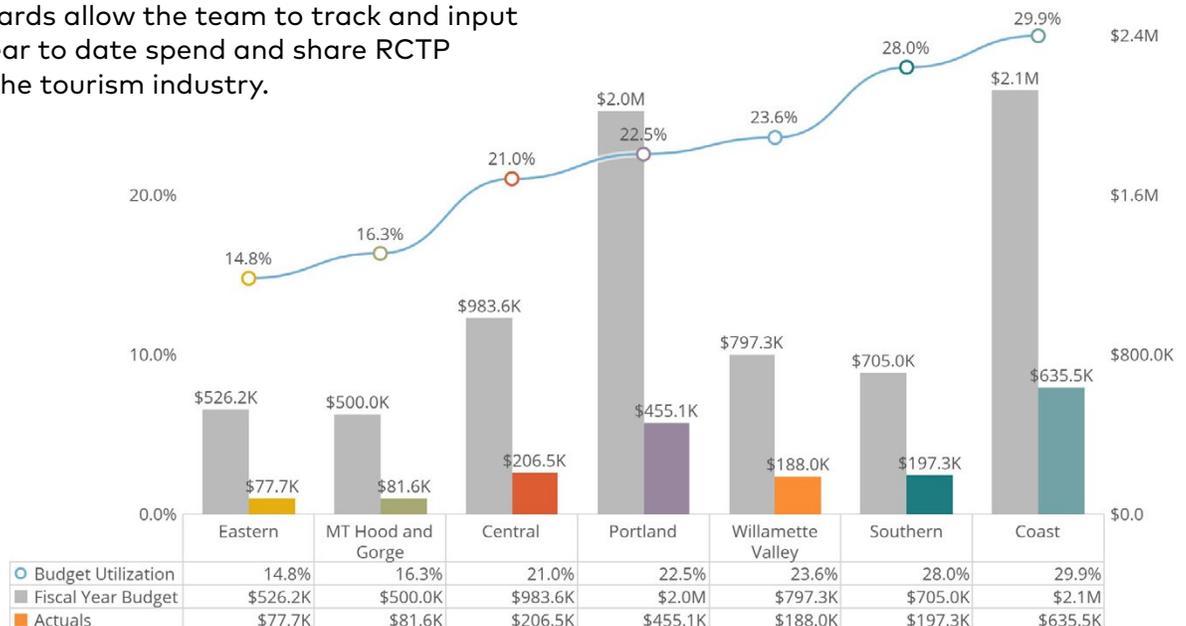
Travel Oregon to Participate in Oregon Cultural Trust's Conversation with Funders

Travel Oregon's Investments team will continue its tradition of participating in the Oregon Cultural Trust's Conversation with Funders series, held annually across the state. The program includes funders from a variety of entities, including Oregon Heritage, Oregon Parks and Recreation, Oregon Arts Commission, Oregon Community Foundation, The Collins Foundation, Roundhouse Foundation, M.J. Murdock Charitable Trust and both local and regional funders specific to the community in which the conversations are taking place. Travel Oregon will attend a virtual conversation on Mar. 26 followed by in-person conversations on Mar. 30 and Mar. 31 in Eugene and Portland, respectively. The conversations create a forum for attendees to learn about available funding opportunities and share project ideas. It also serves as a peer exchange for funders to build a network of connections.

RCTP Quarterly Financials

The Regional Based Services team meets quarterly with the seven Regional Destination Management Organizations (RDMOs) to review RCTP year to date spend and progress on plans FY25-26 plans.

We track budget progress through two RCTP Dashboard systems (internal and external). Below is a snapshot from the internal RCTP Dashboard depicting Q1 RDMO expenditures. The dashboards allow the team to track and input quarterly year to date spend and share RCTP plans with the tourism industry.



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 (Summary) July 2025 through January 2026

02/19/2026
Accrual Basis

	Jul '25 - Jan 26	Budget	\$ Over Budget	% of Budget
Income				
08000 · Transient Lodging Tax Income	26,583,779.76	42,799,999.85	-16,216,220.09	62.11%
0905 · Lodging Tax from prior period	672,670.00	672,669.50	0.50	100.0%
1105 · Interest Income	367,013.65	550,000.00	-182,986.35	66.73%
1106 · Misc Revenue	15,042.96	0.00	15,042.96	100.0%
1115-55 · Conference Revenue	91,145.00	220,000.00	-128,855.00	41.43%
1118 · Welcome Center Brochure Program	42,265.90	60,000.00	-17,734.10	70.44%
1120 · Grant Income	0.00	152,000.00	-152,000.00	0.0%
1130-0 · Beginning Balance - Programs	3,677,209.89	3,917,208.44	-239,998.55	93.87%
1130-1 · Beginning Fund Balance - RCTP	7,861,760.00	7,861,760.00	0.00	100.0%
1130-2 · Beginning Fund Balance - Grants	11,056,368.54	11,047,116.40	9,252.14	100.08%
1130-3 · Beg. Balance from Op. Reserve	240,000.00			
1130-6 · Beg. Balance - Unencumbered	211,643.00	211,643.00	0.00	100.0%
1500 · Wine Country License Plates	1,506,909.55	1,612,540.28	-105,630.73	93.45%
Total Income	52,325,808.25	69,104,937.47	-16,779,129.22	75.72%
Gross Profit	52,325,808.25	69,104,937.47	-16,779,129.22	75.72%
Expense				
0.0000 · ADMINISTRATION/OPERATIONS	843,358.48	2,333,531.53	-1,490,173.05	36.14%
0.0001 · ADMIN/OPERATIONS PAYROLL	2,161,805.24	3,539,204.00	-1,377,398.76	61.08%
0.5800 · FUTURE PROGRAM & RESERVE FUNDS	6,645,944.93	11,448,532.00	-4,802,587.07	58.05%
1.5000 · WINE COUNTRY PLATE PROGRAM	558,314.54	1,612,540.28	-1,054,225.74	34.62%
11.0000 · RCTP - PROGRAM ADMINISTRATION	347,476.21	1,786,112.09	-1,438,635.88	19.45%
11.0001 · RCTP - REGIONAL DISTRIBUTION	7,861,760.00	7,861,760.00	0.00	100.0%
2.0000 · GLOBAL MARKETING ADVERTISING	4,801,064.15	9,695,638.00	-4,894,573.85	49.52%
2.0001 · GLOBAL MARKETING PAYROLL	2,130,609.30	3,990,500.00	-1,859,890.70	53.39%
2.5000 · PROMOTIONS & SPONSORSHIPS	93,419.54	234,500.00	-141,080.46	39.84%
3.0000 · GLOBAL SALES MARKETING	758,878.82	1,740,000.00	-981,121.18	43.61%
3.6000 · GRANTS - ADMINISTRATION	291,081.13	618,923.11	-327,841.98	47.03%
3.6001 · COMPETITIVE GRANTS - DISBURSED	2,179,655.18	10,728,161.36	-8,548,506.18	20.32%
3.7000 · GRANTS & AWARDS - OTHER	0.00	279,563.00	-279,563.00	0.0%
4.0000 · INSIGHTS & IMPACT	31,519.66	125,500.00	-93,980.34	25.12%
4.001 · INSIGHTS & IMPACT PAYROLL	1,720,261.60	3,017,137.00	-1,296,875.40	57.02%
4.5000 · INDUSTRY STRATEGY/ DEVELOPMENT	301,045.20	828,734.00	-527,688.80	36.33%
5.0000 · PRODUCT & BUSINESS DEVELOPMENT	6,851.20			
5.4000 · INDUSTRY RELATIONS	665,709.93	1,092,500.00	-426,790.07	60.94%
5.5000 · GOVERNOR'S/RURAL CONFERENCE	219,577.68	800,000.00	-580,422.32	27.45%
6.1000 · WELCOME CENTERS	431,393.36	1,453,033.88	-1,021,640.52	29.69%
6.5000 · DESTINATION DEVELOPMENT	506,698.74	1,221,000.00	-714,301.26	41.5%
6.5001 · DESTINATION DEVELOPMENT PAYROLL	977,131.29	1,766,113.00	-788,981.71	55.33%
6.6000 · DESTINATION STEWARDSHIP	119,109.78	277,629.22	-158,519.44	42.9%
7.0000 · FULFILLMENT PROGRAM	481,950.38	768,000.00	-286,049.62	62.75%
8.0000 · PUBLICATIONS	189,773.16	405,000.00	-215,226.84	46.86%
8.5000 · WEBSITE	555,565.05	886,325.00	-330,759.95	62.68%
9.0000 · COMMUNICATIONS	318,402.23	595,000.00	-276,597.77	53.51%
Total Expense	35,198,356.78	69,104,937.47	-33,906,580.69	50.94%
Net Income	17,127,451.47	0.00	17,127,451.47	100.0%

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 January 31, 2026

02/19/2026
Accrual Basis
Jan 31, 26

ASSETS		Jan 31, 26
Current Assets		
Checking/Savings		
10000 · Unrestricted Cash		
10010 · Checking Account (8666)	448,530.15	
10020 · Revenue Account (0085)	582,779.96	
10050 · Payroll Account (8722)	28,049.15	
10070 · Insured Cash Sweep Account	30,618,890.00	
Total 10000 · Unrestricted Cash	31,678,249.26	
10002 · Restricted Cash		
10015 · Wine Country Plates (1773)	958,821.53	
Total 10002 · Restricted Cash	958,821.53	
Total Checking/Savings	32,637,070.79	
Accounts Receivable		
10100 · Accounts Receivable	224,599.07	
Total Accounts Receivable	224,599.07	
Other Current Assets		
11000 · Prepaid Expenses	25,000.00	
11210 · Inventory Asset	810.00	
Total Other Current Assets	25,810.00	
Total Current Assets	32,887,479.86	
Fixed Assets		
00810 · Capital Leases		
00811 · Use of Asset- Office Lease	276,880.18	
00812 · Accum Amortization-Office Lease	-107,675.63	
Total 00810 · Capital Leases	169,204.55	
00880 · PDX Welcome Center		
00885 · Accumulated Depreciation PDX WC	-420,825.84	
00880 · PDX Welcome Center - Other	420,825.84	
Total 00880 · PDX Welcome Center	0.00	
00909 · Furniture and equipment		
00910 · Office Furniture	117,641.81	
00915 · Welcome Center-office equipment	36,661.50	
00921 · Office Eqp. - Computer	28,353.00	
00950 · Equipment-accum. depreciation	-182,656.31	
Total 00909 · Furniture and equipment	0.00	
00990 · Intangibles		
00908 · Intangible Assets- Websites/TM	333,000.00	
Total 00990 · Intangibles	333,000.00	
Total Fixed Assets	502,204.55	
Other Assets		
11001 · Security Deposit	32,982.43	
Total Other Assets	32,982.43	
TOTAL ASSETS	33,422,666.84	

LIABILITIES & EQUITY		Jan 31, 26
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable		3,316,341.23
Total Accounts Payable		3,316,341.23
Other Current Liabilities		
2050 · Payroll Liabilities		
2400 · Employee Benefits		
2400-1 · AD&D	222.00	
2400-2 · Life	1,243.53	
2400-3 · LT Disability	2,362.75	
2400-4 · ST Disability	597.84	
2400-5 · FSA	8,399.83	
Total 2400 · Employee Benefits	12,825.95	
2500 · Voluntary Deductions		
2500-4 · PERS IAP Voluntary Contribution	-338.31	
Total 2500 · Voluntary Deductions	-338.31	
2501 · Required Deductions		
2501-1 · PERS IAP (MPPT)	85.24	
Total 2501 · Required Deductions	85.24	
2050 · Payroll Liabilities - Other	700.00	
Total 2050 · Payroll Liabilities	13,272.88	
2506 · Current Portion Lease Liability	172,675.32	
2507 · Accrued Interest	719.48	
2600 · Compensated Absences	1,131,350.41	
Total Other Current Liabilities	1,318,018.09	
Total Current Liabilities	4,634,359.32	
Total Liabilities		
		4,634,359.32
Equity		
2901 · Net Assets		
2811 · Accrued Reserved Balance*		1,449,431.35
29011 · Invested in capital assets		329,529.23
2905 · Designated Funds		
2895 · Regional Programs Funding		5,657,430.76
2896 · Grants Funding		2,392,540.16
2897 · Operating Reserve Fund		1,831,924.55
Total 2905 · Designated Funds	9,881,895.47	
Total 2901 · Net Assets	11,660,856.05	
Net Income	17,127,451.47	
Total Equity	28,788,307.52	
TOTAL LIABILITIES & EQUITY	33,422,666.84	

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



TRAVEL  OREGON

OREGON TOURISM COMMISSION

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