



MEDIA ALERT

For Immediate Release

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Oregon Tourism Commission Announces Travel Oregon Executive Director

Kate Sinner selected to lead Travel Oregon, bringing more than 20 years of experience working across the public-private sector to promote innovation, foster relationships, and advance economic opportunities throughout the state

(Portland, Oregon) – On June 3, 2026, the Oregon Tourism Commission, in a unanimous vote, announced that Kate Sinner will serve as the next Executive Director of Travel Oregon. Travel Oregon is the state’s destination management organization, promoting tourism, supporting local economies, and managing the state’s travel assets.

Kate succeeds Todd Davidson, who retired last June after nearly 30 years as the agency’s executive leader and served as Interim Director during the recruitment and hiring process.

“This job calls for someone who understands the state’s economic landscape, appreciates Oregon’s unique assets and cultures, and can effectively work at the intersection of government and private industry to create opportunities and growth that build vibrant communities,” said Greg Willitts, Chair of the Oregon Tourism Commission. “Kate strikes the right balance between government executive leadership and private-sector acumen. She is passionate about Oregon, and her energy is infectious. Kate is the leader we need for Travel Oregon.”

Kate has dedicated her career to economic development through policy, research, and community engagement. She served in a Governor’s office representing Hood River, Wasco and Sherman Counties; at Oregon State University, developed and led a successful strategy to secure more federal research and education funds for Oregon, with an emphasis on rural and coastal communities; and at Business Oregon, overseeing the State’s Innovation and Entrepreneurship (E&I) Strategy, Oregon Innovation Council (Oregon, Inc.), and the Oregon Growth Board (OGB). Most recently, she has served as the Innovation & Business and Resources Director at Business Oregon. In this role, she has managed a statewide staff and a budget of more than \$200 million to drive innovation and foster collaboration, delivering jobs and economic growth for small businesses and communities across Oregon.

“The travel and tourism industry has grown over the last 20 years to become one of Oregon’s strongest economic pillars,” Governor Tina Kotek said. “I am excited for the opportunities ahead under Kate’s leadership to broaden our approach to destination management so that we maximize the economic potential of travel and business development in every corner of our state, while staying true to Oregon’s values. Kate’s breadth of knowledge and steadfast leadership will serve Travel Oregon well.”

The Commission also authorized a salary of up to \$249,000/annually, which aligns with the salaries of other state agency economic development directors. Healthcare, vacation, and retirement are also consistent with state agency guidelines and benefits packages. Kate will be based in the Portland office headquarters and begin on July 6, 2026.

“I am honored and humbled to be selected for this important position for Oregon,” said Kate Sinner upon receiving the offer from the Commission. “My entire career has been dedicated to Oregon, and I can’t think of a better way to contribute to its economic success than serving in this role with the many partners across the state. I am excited to get started.”

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. Travel Oregon aims to improve Oregonians’ quality of life by strengthening the economic impacts of the state’s \$14.6 billion tourism industry, which employs more than 122,900 Oregonians.