

STRATEGIC PLAN PROGRESS REPORT

JUNE 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,

There's something very special about spring in Oregon. Hundreds of camas bloom at the edges of the woods near my home, soon followed by a prolific display (both visually and aromatically) of lilacs. And let's be honest: no other place showcases as many shades of green as Oregon does each spring. The beauty and bounty of Oregon is on full display in every field, forest and farmer's market. We are truly privileged to promote this magical place we call home.

And I am truly privileged to have led the talented team at Travel Oregon for the past 30 years this June. It has been the honor of my professional life to work alongside the brilliant minds and generous hearts of the people who have comprised the Oregon Tourism Commission and staff at Travel Oregon. I celebrate you all for your tireless efforts to support the tourism industry, strengthen state and local economies, respect Oregon's natural environments, improve quality of life for Oregonians—and create a welcoming destination for all.

As you move toward the future, I hope each commissioner carries the wisdom, hopes and dreams of previous commissions—and that this

knowledge catapults you and the staff team to do bigger, better and more beneficial work on behalf of the Oregonians we serve. And I hope you'll stay grounded in the "invisible" things ... the things that don't appear on a spreadsheet, or a Power Point deck or a program recap. Things like the pride a small town feels when visitors discover it, a family business that survives another generation or the moment someone stands on the Oregon coast ... or in the quiet of our forests ... on the rim of Crater Lake ... or the depths of the Owyhee Canyon and realizes how truly special Oregon is.

These may be intangible and immeasurable things, but they are the very heart of what we do.

When people ask me about my career, I always tell them the same thing: I love what I do, where I get to do it and who I get to do it with. And that, my friends, is a rare trifecta. So, with gratitude in my heart, I thank you for 30 years of doing what I love, with people I respect and admire, in the most remarkable place on the planet.

Warmly,

Todd Davidson, CEO

OREGON TOURISM COMMISSION



Chair
Greg Willitts



Vice Chair
Harish Patel



David Gremmels



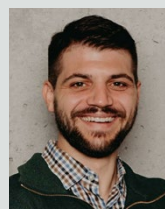
Lucinda DiNovo



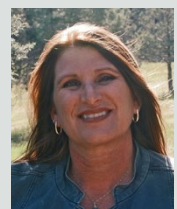
Travis Hill



Heather Miller



Nick Pearson



Jenifer Roe

OREGON TOURISM COMMISSION BRIEFING

June 8, 2026
Columbia Gorge Discovery Center & Museum
5000 Discovery Drive
The Dalles, OR 97058

Materials related to the Oregon Tourism Commission Briefing 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](#).

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.

Time	Agenda	Lead Individuals
2:00 p.m.	Welcome and Introductions	Chair Willitts
2:05 p.m.	Legislative Session and Public Affairs Update	Kate Baumgartner
2:35 p.m.	Willamette Valley Visitors Association RDMO Update	Harry Dalgaard, Tori Middelstadt
3:00 p.m.	Competitive Grant – Invitation to Application Scenarios	Kevney Dugan, Michelle Woodard, Deb Vaughn
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 “June 2026 –Tourism Commission Meeting” in the subject line.

OREGON TOURISM COMMISSION MEETING

June 9, 2026
Columbia Gorge Discovery Center & Museum
5000 Discovery Drive
The Dalles, OR 97058

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

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Time	Agenda	Lead Individuals
9:00 a.m.	Welcome and Introductions	Chair Willitts
9:05 a.m.	Chair Remarks	Chair Willitts
9:10 a.m.	Local Welcome	Ithaca Janzen, Lynn Cox
9:40 a.m.	Partners and Public Statements *This is an opportunity for written or in-person general statements or updates to Commission.	Chair Willitts
9:50 a.m.	Commission Business • Review of Commission Packets • Review of Travel Oregon Financial Update • Governance Recommendations	Chair Willitts
10:10 a.m.	Commission Action • Approval of Minutes • Nominating Committee Report • Willamette Valley Visitors Association RDMO Update • Competitive Grant Application to Invitation Decision • Executive Search Update	Chair Willitts Commissioners Gremmels & Roe Harry Dalgaard, Tori Middelstadt Michelle Woodard, Deb Vaughn
10:40 a.m.	Break	
10:55 a.m.	State of OR Campaign Update	Kelda Schmidt, Wade McCarthy
11:35 a.m.	Other Business	Chair Willitts
12:00 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 "June 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

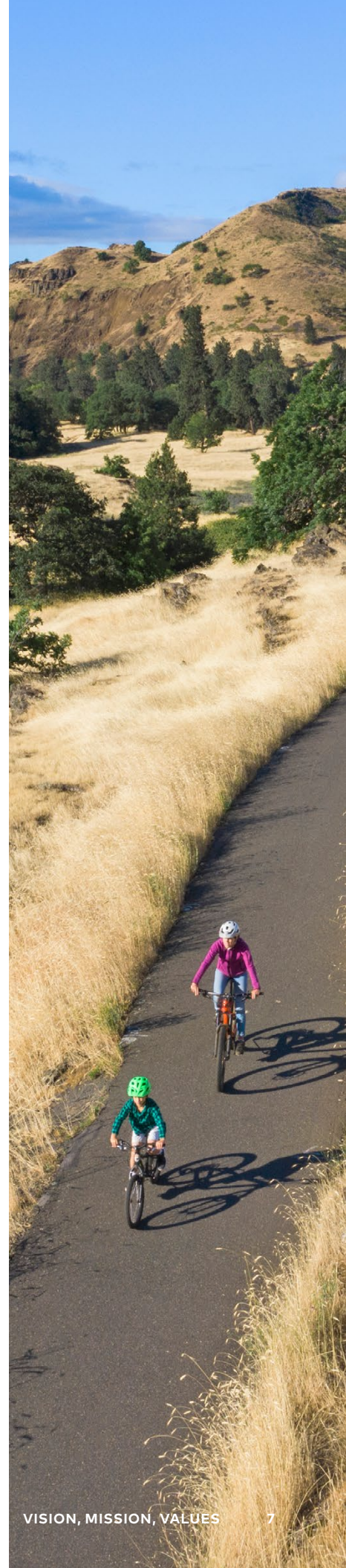
We lead through a lens of racial equity and commit to making systemic changes, so Oregon is a more equitable place to live and visit.

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 seven KPIs aligned under the objectives of: Oregon is Striving to be a Place of Equity and Oregon Respects its Natural Environments.

Oregon’s Tourism Economy is Flourishing

Under the tourism economy objective, we are tracking three KPIs: annual direct visitor spending; tax revenue (comprising local, state, and federal) from tourism; and tourism employment in Oregon.

With the recent release of the [2025 Economic Impact Study](#), we have updated numbers for these KPIs and can compare them to 2024 as well as against the 2032 goal to see measure progress.

In 2025, annual direct visitor spending in Oregon was \$14.6 billion, an increase of 1.3% from the previous year and 4.6% from 2022. We are \$2.4 billion (16.2%) away from the \$17 billion spending goal to be achieved by 2032.

In 2025, tax revenue (comprising local, state and federal) from tourism in Oregon was \$1.65 billion, an increase of 3.3% from the previous year and 11.8% from 2022 baseline year. We are now \$350 million (21.2%) away from the \$2 billion tax revenue goal to be achieved by 2032.

In 2025, tourism employment in Oregon supported 122.9 thousand jobs, an increase of 1.4% from the previous year and 5.5% from 2022 baseline year. We are 10,000 jobs (8.2%) away from the 133,000 jobs goal to be achieved by 2032.

KPI	2025	2024–2025 % Change	2022 (Baseline)–2025 % Change	Goal (2032)
Visitor Spending	\$14.6 Billion	1.3%	4.6%	\$17.2 Billion
Tourism Employment	122.9K Jobs	1.4%	5.5%	133K jobs
Tax Revenue	\$1.65 Billion	3.3%	11.8%	\$2.0 Billion

Oregon Delivers Remarkable Experiences

Under the tourism experience objective, we are tracking eight KPIs: visitors’ likelihood to recommend; visitor satisfaction; visitors’ likelihood to return; residents’ perceptions of the value of tourism in cultural, economic, environmental, and social contexts; and overall residents’ support for tourism development.

With the recent release of the [2025 Visitor Profile Study](#), we have updated three of these eight KPIs: visitors' likelihood to recommend; visitor satisfaction; and visitors' likelihood to return.

In 2025, visitors' likelihood to recommend increased by 9 points, rising from a good or solid destination performance of a 44 likelihood to recommend score in the 2022 Visitor Profile study to excellent or strong advocacy with a 53 likelihood to recommend score in the latest study. This surpasses our 2032 goal of a 50 likelihood to recommend score. For more information on how this score is calculated see page 81 of [the report](#).

In 2025, visitor satisfaction increased by 3%, rising from 94.7% of visitors being very satisfied or satisfied with their overall trip in the 2022 Visitor Profile study to 97.7% in the latest study. This surpasses our 2032 goal of 95% visitor satisfaction. Part of this increase came from a significant improvement in satisfaction for visitors with disabilities, who represent 12.2% of our visitors according to the study, increasing from 90.7% in 2022 to 97.9% in 2025.

In 2025, visitors' likelihood of traveling to and within Oregon in the future decreased by 1.5%, declining from 88.4% of visitors responding with their likelihood to return in the next 12 months in the 2022 Visitor Profile study to 87.1% in the latest study. While we are currently trailing our 2032 goal of 90%, we have six years to implement strategies that will bridge this 2.9% gap.

KPI	2025	2022 (Baseline)– 2025 % Change	Goal (2032)
Visitor's Likelihood to Recommend	53 Points	+9 Points	50 Points (Goal exceeded)
Visitor Satisfaction	97.7%	3.0%	95% (Goal exceeded)
Visitor's Likelihood to Return	87.1%	-1.5%	90%

Oregon Respects its Natural Environments

Under Oregon's Natural Environment objective, we are tracking five KPIs: our funding and engagement investment in supporting the development and promotion of sustainable and regenerative tourism; steps taken by visitors and industry partners to reduce their greenhouse gas emissions and adopt sustainable and regenerative tourism practices; and Travel Oregon's greenhouse gas emissions.

With the recent release of the [2025 Visitor Profile Study](#), we have updated the following KPI: steps taken by visitors to reduce their GHG emissions and adopt sustainable and regenerative tourism practices.

In 2025, over eight in ten (86%) of visitors to Oregon engaged in at least one form of sustainable behavior, representing an 8% increase from the 79.7% reported in the 2022 Visitor Profile study. While there is still progress to be made, this significant growth provides a solid foundation for reaching our 90% target by 2032.

KPI	2025	2022 (Baseline)– 2025 % Change	Goal (2032)
Steps Take by Visitors	86%	8%	90%

AGENCY OPERATIONS & INTERNAL UPDATES

FINANCIAL REPORTS (see appendix)

Revenue

Transient Lodging Tax (TLT) revenue this fiscal year to date is \$39.6, 92.6% of budgeted \$42.80M. TLT revenue is up with 5.1% change from the previous fiscal year, up 5.0% from FY2023 and up 97.3% from FY2021.

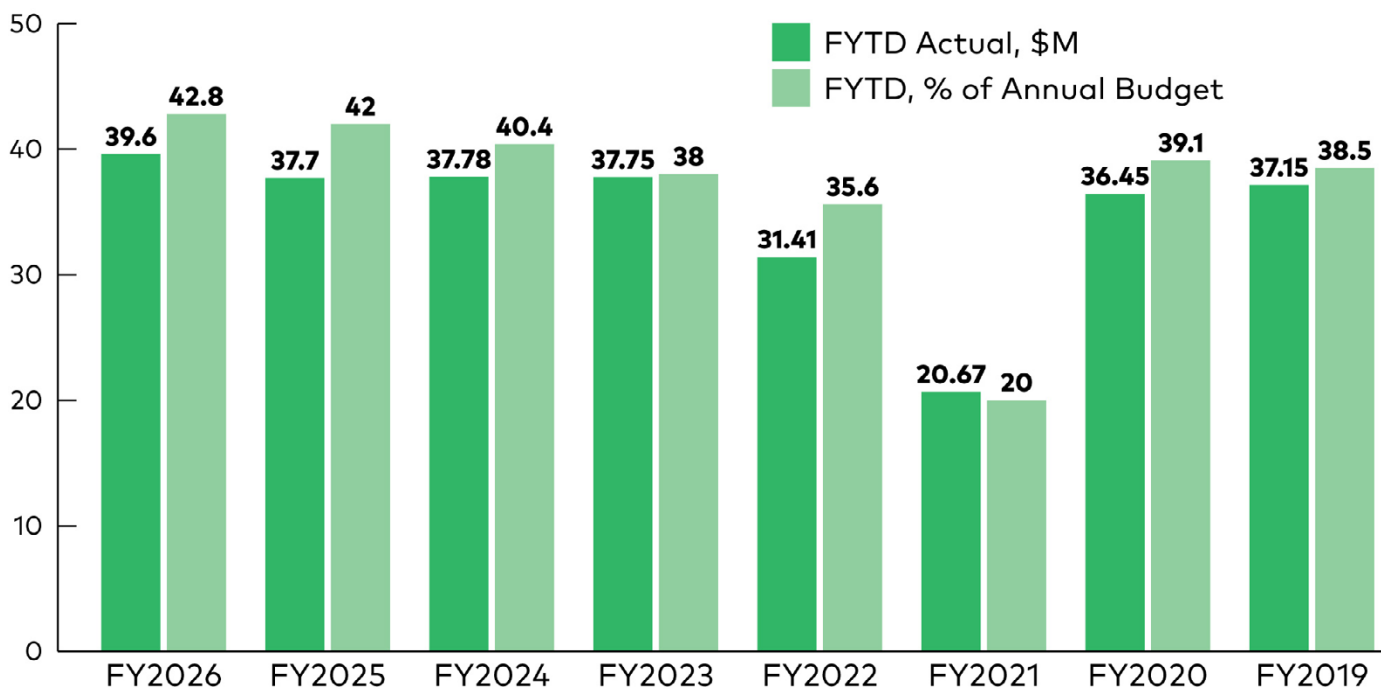
Comparison of TLT to prior periods:

TLT	FY2026	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
FYTD Actual (\$M)	39.6	37.72	37.78	37.75	31.41	20.67	36.45	37.15
FYTD - % of annual budget	92.6%	89.8%	93.5%	99.3%	88.2%	103.4%	93.2%	96.4%
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)	39.6	37.7	37.8	37.8	31.4	20.1	30.4	31.0
% change	0.0%	5.10%	4.93%	5.00%	26.20%	96.82%	30.50%	28.05%

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

TLT Budget to Actual

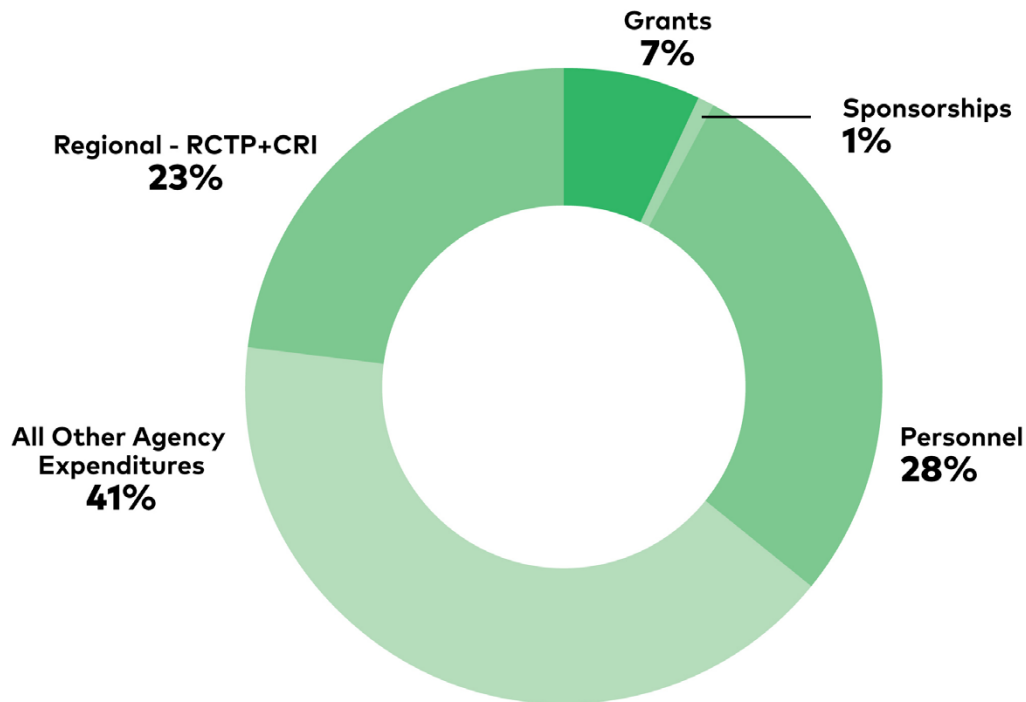


Wine Country License Plates

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 March 31, 2026, expenditures and disbursements total \$26.19M. Regional Cooperative Tourism Program (RCTP) funds are collected in the calendar year and distributed in the following fiscal year.



Staffing

No positions have been filled since the March 2026 Strategic Plan Progress Report, but new job openings can be found on our [Career Opportunities](#) webpage.



OREGON'S TOURISM ECONOMY IS FLOURISHING

Economic Impact of Travel 2025 Report

Despite global challenges, tensions and economic uncertainties, tourism remains a critical economic driver in Oregon, contributing \$14.6 billion in travel spending annually to the state economy. Increased visitor spending in food service and arts, entertainment and recreation led to higher levels of employee earnings. Out-of-state visitor spend saw a slight decline, but this was offset by strong growth for in-state visitor spend.

Industry earnings (the amount of money earned by employees and proprietors of the tourism industry) grew to \$5 billion, a 5.0% increase from the prior year. Industry employment grew by 1,700 travel-generated jobs, bringing the total travel-generated employment to 122,920 jobs for the year, representing a growth rate of 1.4% compared to the previous year. Tax revenue from travel activity in Oregon increased by 3.2% overall in 2025, amounting to \$51 million more than in 2025. Local tax revenue grew by 2.1% (\$7 million) while state taxes increased 3.0% (\$13 million).

This study informs 3 of our 18 Key Performance Indicators, referenced in detail in the Strategic Updates section above.

[Access the full report here.](#)

Broadly Applicable – Does Not Map to One Singular Strategy

Governor's Conference

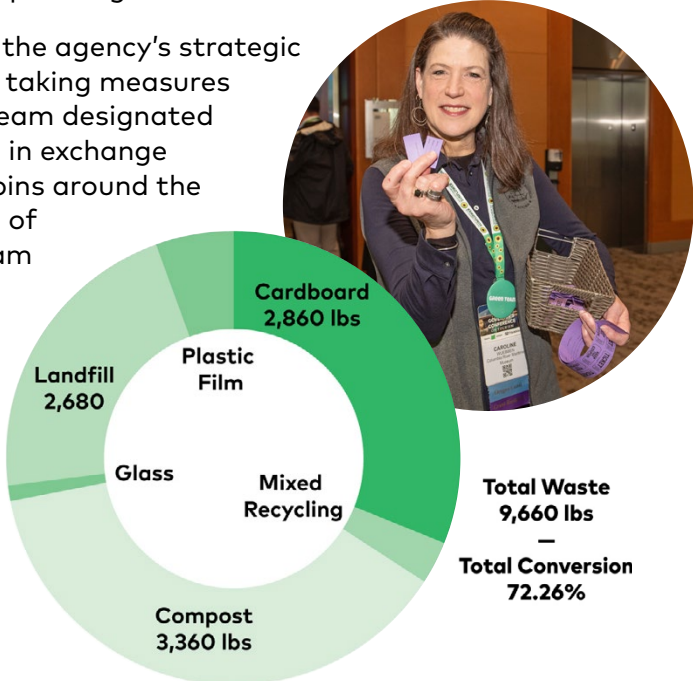
On March 9-11, Travel Oregon welcomed the state's tourism industry to Portland for the 41st annual Governor's Conference on Tourism. We hit record attendance this year, with 630 attendees.

In alignment with the agency's KPI of increasing visitor spending, the Industry Relations team bolstered pre-conference programming and created incentive packages to encourage attendees to come to Portland early. As a result, 175 rooms were booked on off-peak nights.

Our post-conference survey was largely positive, with the average response rating the overall experience 4.5 out of 5; attendees also provided helpful feedback on programming that continues to help us improve and refine our approach as we begin planning for 2027.

In 2025, the Industry Relations team leaned into one of the agency's strategic objectives, Oregon respects its natural environment, by taking measures to improve sustainability. In 2026, the agency's Green Team designated three attendees who received a discounted registration in exchange for volunteering during peak passing periods at waste bins around the Portland Ballroom to ensure items were being disposed of properly to minimize trash to the landfill. The Green Team also collected promotional items from exhibitors after the conference to be donated. At the 2026 conference, 631 bottles were filled at water-fill stations and 10.5 pounds of playing cards were donated to Schoolhouse Supplies, a local nonprofit supporting schools. We achieved a 72% waste diversion rate, which was an increase of 69% over last year and higher than the Oregon Convention Center's average of 65%.

Broadly Applicable – Does Not Map to One Singular Strategy

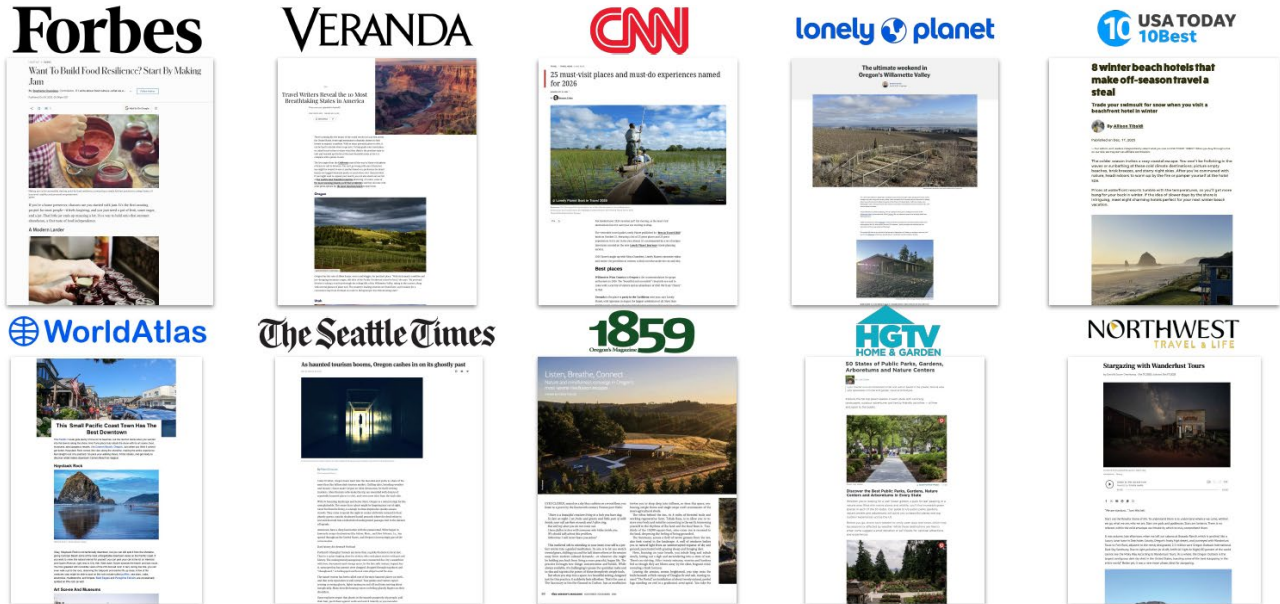


Q2 2025-26 Earned Media Report

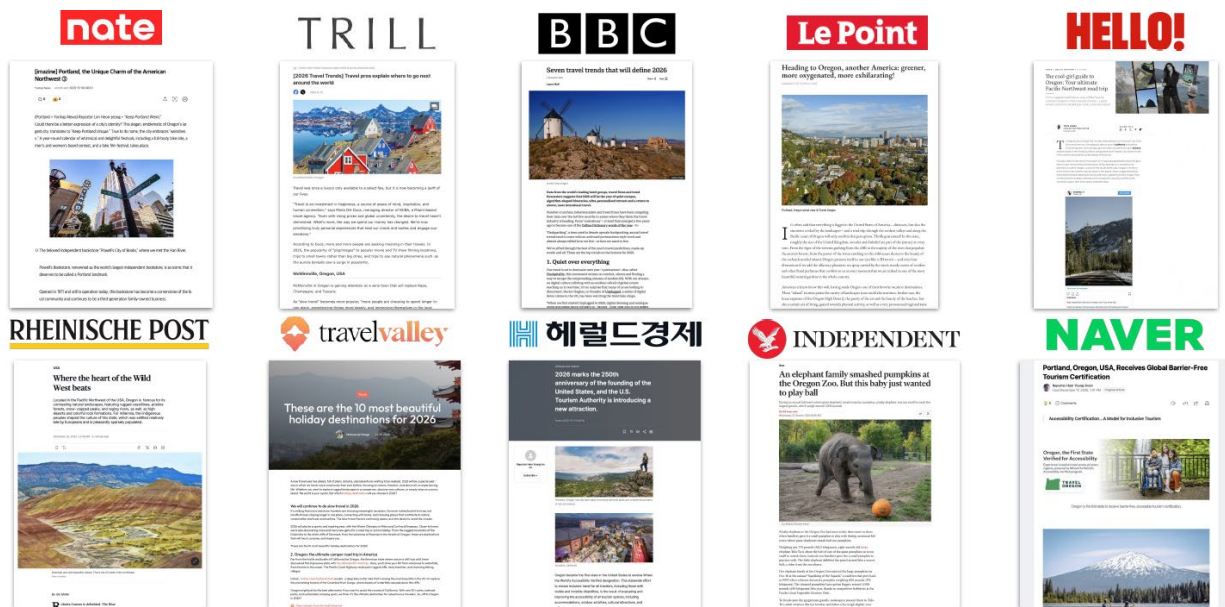
The communications team released the agency's [Q2 Earned Media Report](#) which provides an overview and recap of earned media placements in the domestic and international consumer space as well as earned media focused on the industry. In Q2, we placed 251 domestic consumer and industry stories, including 67 stories with a Diversity, Equity, Inclusion or Accessibility (DEIA) focus for a total of more than 4.5 billion impressions. Internationally, we secured 338 international stories with a total of more than 1.5 billion impressions.

Coverage highlights include:

Top 10 Domestic Coverage Highlights – Q1 2025



Top 10 International Coverage Highlights – Q1 2025



Broadly Applicable – Does Not Map to One Singular Strategy

Community Investment Success Stories Earned Media Initiative

During and after the 2026 legislative session, the communications team pitched and placed earned media featuring community investment success stories in local outlets across Oregon. Targeting counties with the greatest opportunity to improve resident sentiment, the team placed 12 high-value print, digital and broadcast articles in local and statewide outlets, including the [Wallowa County Chieftain](#), [KPTV](#), [Singletracks](#), [Cascade Business News](#) and [Oregon Coast Breaking News](#).



Primary Strategy: Advance Perception of Tourism Value

Press Trips

Domestic Consumer Press Trips

Between late February and early May, Travel Oregon supported three strategic press trips in collaboration with our regional partners. These partnerships were selected based on their direct alignment with our core Positioning Statements, specifically highlighting Oregon's World-Class Culinary scene and our Commitment to Accessibility and Inclusivity.

• Oregon Truffle Festival

- **Story focus:** The rise of Oregon truffles as a signature ingredient in world-class gastronomy, and the emergence of dog-led truffle hunting as a unique, immersive experience for the modern culinary tourist.
- **Regions:** Willamette Valley
- **Media attendees:** [Andrea Damewood](#), [Donna Sozio](#) and [Elizabeth Brownfield](#)
- **Media coverage:** Coverage from this trip will be published ahead of next year's truffle season

• Eola-Amity Hills 20th Anniversary/Equinox

- **Story focus:** 20th anniversary of Eola-Amity Hills AVA, Equinox 2026, the new frontier of Oregon Chardonnay and mapping two decades of terroir through Pinot Noir.
- **Region:** Willamette Valley
- **Media attendee:** [Julia Coney](#), wine writer, speaker, influencer and founder of Black Wine Professionals
- **Media coverage:** The primary coverage from this was highlighted on social media: [@broussardcommunications](#), [@eolamityhillsava](#) + [@juliaconey](#)

- **AAPF Food & Wine Fest**

- **Story focus:** Shining a light on the diverse culinary and cultural presence of AAPF communities in Oregon.
- **Region:** Portland Region, Willamette Valley
- **Media attendees:** [Esther Tseng](#), [Aleenah Ansari](#) and [Katherine Chew Hamilton](#).
Influencers: [@foodbellypdx](#), [@nomnom_nori](#),
- **Media coverage:** Four media posted on their social media with a 109k total combined audience and future editorial/digital coverage is anticipated.

International Consumer Press Trips

From February to May, Travel Oregon hosted press trips and provided visiting media support for six media outlets and journalists from five of Oregon's target international markets. All hosted media have secured articles/placements, with resulting coverage to be published over the next 12-month period. Press trips spanned six Oregon regions and covered a variety of story themes aligned with Travel Oregon's key narrative pillars.

- [Travel without Limits](#) (Australia), accessible travel magazine
 - **Story focus:** Accessible outdoor and nature-based experiences in Oregon's diverse and contrasting landscapes.
 - **Regions:** Portland, Central, Willamette Valley & Coast
- [Svenja Conrad](#) (Germany) freelancer on assignment for four German newspapers
 - **Story focus:** Oregon's literary heritage and indie book culture
 - **Regions:** Willamette Valley, Coast, Portland
- [Vicarious](#) (Canada), luxury automotive and touring magazine
 - **Story focus:** Oregon road trip from scenic coastal drives to dark skies
 - **Regions:** Coast, Central, Southern
- [Meridian Media](#) (Netherlands)
 - **Story focus:** Historical profile on Timberline Lodge and outdoor adventures in the Columbia Gorge
 - **Region:** Hood/Gorge
- [Frankfurter Allgemeine Sonntagszeitung](#) (Germany), top national newspaper
 - **Story focus:** family/multi-generational travel, unique/quirky lodging, outdoor experiences, Portland's food and sports scene.
 - **Regions:** Southern, Coast, Willamette Valley, Portland
- [Jinwoon Jeong](#) & [Travel Holic](#) (Korea), celebrity influencer and travel media platform
 - **Social media collaboration** promoting Oregon's inspirational landscapes and Portland's creative urban vibe.
 - **Regions:** Portland, Coast, Willamette Valley, Hood/Gorge

Broadly Applicable – Does Not Map to One Singular Strategy

The State of OR Advertising Campaign

The State of OR concluded paid media for the 10-week campaign on April 12. Through compelling storytelling it drove awareness, built emotional connection and increased engagement. Here are a few key results.

- 64M+ Video Completes and counting (linear TV broadcast numbers to be added when the quarter ends), an increase of 37% over last spring's campaign
- Over 122K website sessions. Though traffic was not the main goal of the campaign, it was supported by the Always On expansion detailed below, reversing our year-over-year traffic decline. Total website sessions hit record highs, and sustained February through April. While we were only down 3% year-over-year at the end of January, much less than the forecasted 14% decline, we were up 13% by the end of April.
- Highest view count of any Travel Oregon video on YouTube
- People who viewed the State of OR video were retargeted to continue engagement through Always On campaigns.
- Extremely positive reviews with organic shares on social platforms like Reddit
- National amplification with context like the Good Morning America placement, ads running against Timbers, Thorns and Trail Blazer games, etc.

The final report will be shared with the Travel Oregon team in early June and included in the next Strategic Plan Progress Report. Additional insights on how the campaign influenced travel behavior will be available in the late summer to early fall, based on analysis from Tourism Economics and [Azira](#), a top location data provider. This timing allows us to measure travel activity for at least 90 days after people were exposed to the State of OR campaign.

Due to the campaign's success, there will be more State of OR to come. We are well into planning year two, which will launch early in 2027. For this next phase of the campaign, we will reintroduce our :60 second anthem film and create three new :15 second films that connect to three core themes: outdoor recreation, culinary and wine and arts and culture. Production will rely on sourcing existing footage as well as an additional on-location shoot day this summer.

Broadly Applicable – Does Not Map to One Singular Strategy

Always On Advertising Campaign

Since the March 2026 Strategic Plan Progress Report, we have expanded the reach and types of content included in Always On campaigns. This expansion was timed to support the State of OR campaign, so people who saw those ads would continue to receive helpful travel information about Oregon during and after the campaign. It also aligns with peak trip-planning season, when interest in travel is high and advertising costs are more efficient.

In March, we reported that these campaigns had driven more than 1.8 million visits to TravelOregon.com through January 25. As of April 26, that total has grown to more than 3.8 million visits since July 1.

At the start of the fiscal year, we set a conservative goal for website visits, expecting a 14% decline due to changes in how people search for information online and zero-click searches. However, by aligning our Always On efforts with the State of OR campaign, we ended April up 13% year-over-year with two months remaining. These campaigns also support other goals, including Visitor Guide orders and e-newsletter sign-ups. As of the end of April, we are ahead of pace on Visitor Guide orders. In late April, we launched a new [sweepstakes](#) tied to the State of Oregon campaign, themed as a contrast of Quiet or Loud, which will run through August. This effort is expected to help us meet our e-newsletter sign-up goals this year and build momentum for next year.

Staying flexible and responsive to positive news, we also launched a smaller campaign after Oregon received a Global Vision Award from Travel + Leisure for its leadership in accessible travel. This campaign, co-branded with Wheel the World and the Global Vision Award seal, is running on Travel + Leisure platforms through the end of June. It complements our broader, ongoing efforts to promote accessible travel across multiple channels.

We also continued improving Oregon's presence on major travel booking websites. This includes updates to Oregon's pages on [Tripadvisor](#) and [Expedia](#) to keep content fresh and seasonal. We added new articles highlighting [accessible travel in Portland](#) and a [Portland road trip](#) experience, as well as a [four-day wine tasting itinerary](#) in the Willamette Valley.

Finally, we are beginning to see early data from a new Website Impact Calculator developed by Tourism Economics. As more data becomes available, this tool will help us better understand which marketing efforts and website content are most likely to lead to actual trips to Oregon. We will use these insights, along with lessons learned this year, to further improve campaign performance in the next fiscal year.

Broadly Applicable – Does Not Map to One Singular Strategy

New Tool to Measure Travel Oregon's Marketing Effectiveness

Travel Oregon is piloting a new approach to better understand the impact of our brand advertising with Tourism Economics' Media Impact Calculator (MIC). This pilot focuses on our Spring 2026 "The State of OR" campaign to analyze a portion of our video media to measure how our marketing drives visitation, spending and overall economic impact. The MIC complements our existing Website Impact Calculator (WIC), giving us a more complete view of performance across both site engagement and broader media exposure.

This evolution reflects a shift away from traditional survey-based ad studies, which rely on consumer recall and can take up to a year to deliver results. Instead, the MIC and WIC use real behavioral data, including anonymized exposure and mobility insights, to understand what people actually do after seeing our advertising. By using control groups and observed visitation patterns, this approach helps isolate the true impact of our marketing in a more precise and actionable way.

Also, this model delivers results in a shorter timeframe (about 150 days) allowing us to apply learnings more quickly to optimize future campaigns.

Furthermore, we'll be using the WIC to help track and optimize the Always On campaign and website content on an ongoing basis.

Together, the MIC and WIC represent an important step forward in strengthening how we measure, learn and maximize the impact of our marketing efforts.

Broadly Applicable – Does Not Map to One Singular Strategy

Go West

At Go West, the annual tourism tradeshow that connects international and US-based tour operators with travel suppliers from the American West and Canada, Oregon had a strong presence with all seven regions represented by a delegation of 22 industry partners. The team held 43 appointments with buyers from all key markets, making the most of the opportunity to connect and build relationships. Oregon also hosted a buyer-only reception that drew around 200 attendees, featuring a taste of the state with local beer and wine.



Primary Strategy: Increase Demand by Engaging Diverse Audiences

Brand USA Mega FAM-Helloworld Australia

Travel Oregon also hosted the Brand USA Mega FAM with Helloworld Australia, spotlighting key access points like Rogue Valley International Medford Airport and the ease of regional airlift. The group included 16 agents, along with one Brand USA and one United Airlines rep, and experienced four regions across the state including Southern Oregon, Central Oregon, the Gorge, and Portland.

Primary Strategy: Increase Demand by Engaging Diverse Audiences



IPW Prep

After several months of preparation, the Global Sales Team will lead a 10-person Oregon delegation at IPW in Fort Lauderdale. IPW is the U.S. Travel Association's premier international inbound travel trade show that connects U.S. destinations with global buyers and media. In partnership with Travel Portland, our two delegations will conduct over 350 trade appointments and support a robust media track led by international communications. Our international contractors will also participate. The meetings and delegation follow-up will result in the development of new trade-ready products and opportunities.

Primary Strategy: Increase Demand by Engaging Diverse Audiences

Brand USA Mega FAM-UK/Ireland

Travel Oregon recently welcomed Brand USA's 2026 U.K. & Ireland Destination Immersion FAM (formerly MegaFam), hosted in partnership with Aer Lingus, American Airlines and British Airways from April 23–27. The group included 10 UK sales agents and product managers, along with two Brand USA hosts, and they packed a lot into a short trip, exploring four different regions across Oregon. After an action-packed few days, the group headed to Washington State for the grand finale, joining a larger multi-market, multi-state Brand USA closing event.

Primary Strategy: Increase Demand by Engaging Diverse Audiences

NTA Contact

At National Travel Association Contact, Oregon connected with more than 50 buyers through one-on-one appointments, building strong relationships across key markets. The team secured confirmation of two new tours coming to Oregon and, in partnership with Travel Portland, hosted three operators who are developing new Oregon product.

Primary Strategy: Increase Demand by Engaging Diverse Audiences



TravelOregon.com

As reported in the previous SPPR, we recently refreshed TravelOregon.com's homepage along with introducing a "mega-menu" to the site to boost engagement and get visitors to deeper content.

We're now seeing early signals that the experience is working as intended, helping visitors engage more deeply and find relevant content more efficiently.

While overall sessions were down for the homepage year-over-year for this period, engagement metrics moved meaningfully in the opposite direction: engagement rate increased significantly (up 45%), engagement time on site is up (14%), and visitors are viewing more pages per session (8%).

In parallel, homepage behavior has shifted in a positive way, with users clicking more and scrolling further, particularly on mobile, where the previous experience struggled to draw users deeper into the site. Taken together, these signals point to a more intuitive and compelling entry point for trip planning.

The new navigation is also showing promise, particularly on desktop, where usage of the mega menu has increased (11.7% → 13.9% of visits) and is effectively guiding users toward high-value planning content such as order a visitor guide, events, and finding a place to stay.

This suggests we are reducing friction and helping travelers move more quickly from inspiration to action.

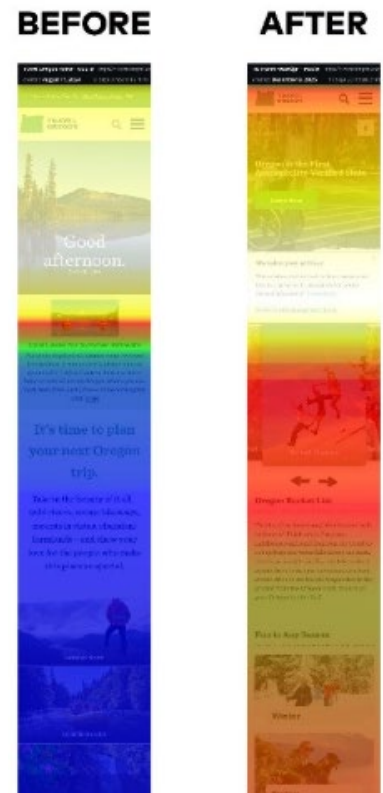
Broadly Applicable – Does Not Map to One Singular Strategy

Owned Content Highlights

The content team produced, published, and distributed 61 consumer stories in January, February and March. 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.

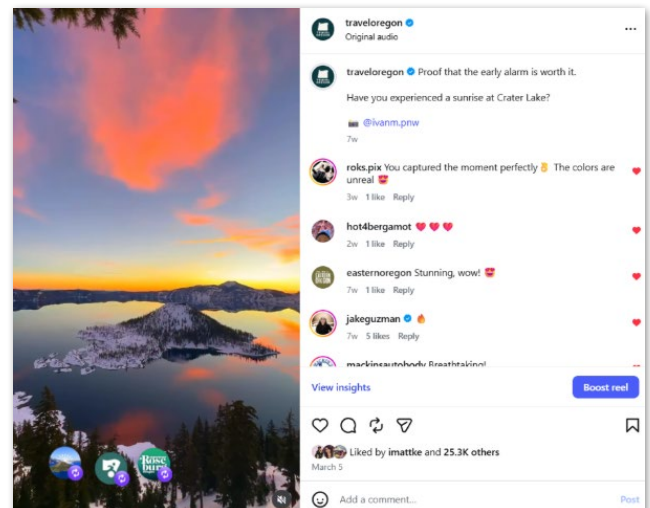
Highlights for the quarter include:

- Feature stories such as [7-Day Road Trip to Cowboy Dinner Tree](#), [Tree Lover's Guide to Oregon](#) and [Bird-Watching in the Malheur National Wildlife Refuge](#).
- Seasonal content such as [7 Top Things To Do in Oregon this Winter](#), [Rainy-Day Activities on the Oregon Coast](#) and [How to Spring Like an Oregonian](#).
- 25 short-form video content to support our Always On paid program included [Heceta Head](#), [Cellar Season](#) and [winter fire lookouts](#).
- To support consumer interest in key national events, we created hubs for the [World Cup](#) and [America 250](#).



This heatmap shows how far visitors scroll down a webpage, revealing where they stop and lose interest.

Warmer colors = more engagement
Colder colors = lower engagement



From a social perspective, Q1 performance showed that content performance is becoming more predictable; iconic Oregon destinations (e.g. Crater Lake sunrise) drove discovery (reach), while story-driven posts ([Amanda's Trail](#)) and itinerary or seasonal posts ([spring cherry blossoms](#)) drive intent (saves, shares) and connection.

Across platforms, culturally relevant and seasonal hooks consistently outperform, especially when paired with clear utility. Overall, the program is effectively shifting from broad inspiration toward higher-intent trip planning, supported by an efficient and well-aligned paid media strategy through the Always On program.

Primary Strategy: Tell Authentic Stories about Oregon Cultures

Additional Strategy: Increase Demand by Engaging Diverse Audiences

OREGON DELIVERS REMARKABLE EXPERIENCES

Oregon Visitor Profile Study

The 2025 Oregon Visitor Profile study was completed in collaboration with Future Partners and provides insights on visitor perceptions, motivations, trip details, satisfaction, trip planning and demographics. For this study, we surveyed out-of-state visitors, in-state visitors and Canadian visitors. By collecting data from different visitor types, we can understand how experiences differ among different types of travelers.

To understand our visitors, we look at key demographics:

- 45 years old (average)
- 53.7% married
- \$110,321 average household income
- 33.5% BIPOC
- 46.1% have children in household
- 12.2% identify as having a disability

To make the data as approachable as possible, we developed an interactive dashboard that allows filtering the results in a variety of manners, such as by destination (region, city, county), or by visitor characteristics (origin, demographics, and more). As a reminder, this study informs 4 of our 18 KPIs, which are detailed in the Strategic Updates section above.

[The full Visitor Profile report and interactive dashboard are available here.](#)

Broadly Applicable – Does Not Map to One Singular Strategy

2026 Spring RDMO Gathering in Portland

Travel Oregon's Regional Based Services team meets regularly with the seven Regional Destination Management Organizations (RDMOs) to discuss Strategic Plans and projects happening in their region that are funded by the [RCTP program](#). This month, Travel Oregon staff gathered with RDMOs at the Portland Art Museum. We are proud that we were able to support local Portland businesses during this gathering. We were also joined by Travel Portland's CEO and President, Megan Conway, to welcome attendees to Portland and Destination International's Social Inclusion Manager, Ava Wells, to discuss Equity in Place: From Intention to Impact.

During this gathering, we discussed new ways of working together and looked to the future. We discussed ways in which we can collaborate to meet the emerging needs of industry partners related to cross-regional partnerships/collaborations for alignment and leveraging RCTP funds

across the state; accessibility sustainability for Oregon and Wheel the World; and the intersection of hospitality and Federal actions in Oregon; protection for hospitality workers and hotels providing lodging for Federal agents; PR readiness for an emergency caused by a surge in Federal actions; and decreased "welcomability" for travelers who may be targeted by Federal agents and actions.

Additionally, we discussed collaborative programming offered by Travel Oregon to RDMOs, gained awareness of RDMO plans for the upcoming fiscal year and learned about their Strategic Investment Funds and/or Regional Grant programs.

With RCTP funds this fiscal year, RDMOs were able to offer over \$700,000 in strategic tourism investments throughout Oregon.

Experience Mt. Hood and the Gorge awarded \$120,000 this cycle, and their Strategic Investment Fund Grants aim to support projects that address tourism-related infrastructure needs, enhance the visitor experience and support regional key priorities.

- Experience Mt. Hood and the Gorge will share more about the awards they are giving out in mid-May.
- To learn more about their funding opportunities, please visit Experience Mt. Hood and the Gorge's [website here](#).

Travel Portland awarded \$201,941 this cycle, and their Strategic Investments are 10% of the RCTP allocation divided equally among 5 DMOs: Clackamas County Office of Tourism, Explore Tualatin Valley, Gresham Area Chamber of Commerce, Travel Portland and Columbia County (DMO partner TBD). Travel Portland invested in the following projects:

- Festival of the Arts: \$40,388 invested in the Gresham area. The Festival of Arts on July 16th – 18th included an outdoor street fair, Music Under the Stars, beer and wine tastings, farmers' market and 150 artists. The festival had 21,000 attendees in 2025 (18% from outside the Portland Region).
- Tualatin Valley Bike Hub Refresh and Repair: \$16,500 invested in Washington County and was completed March 2026. Funds supported cleaning, replacing, and repairing signs, bike racks, and fix-it stations, including solar USB chargers, toolkits and maps. With the Tualatin Valley Bike Hub Refresh and Repair, 11 bike hubs were served, including Scoggins Valley Park, Banks-Vernonia Trail, North Plains, Forest Grove and Hillsboro. Under this project, there was a partnership between Explore Tualatin Valley and C2 Consulting.
- To learn more about their funding opportunities, please visit Travel Portland's [website here](#).

Visit Central Oregon's Future Fund awarded \$300,000 this cycle, and the funded projects focused on sustainability projects that mitigate or improve the impact of tourism, cultural tourism; projects that enhance the region's economy through cultural tourism with a focus on non-peak seasons and bolstering regional rural communities, and access adventure; and projects that enhance or improve accessibility and inclusion for visitors and the community. Visit Central Oregon invested in the following projects:

- TeePee Village: \$22,431 was invested at the Kah-Nee-Ta Hot Springs Resort in Warm Springs. This project will enhance the cultural experience of the Resort by partnering with a local artist for authentic artwork designed and painted on the exterior of its 20 new teepees.
- AdvenChair AdvenTours: \$44,650 was invested with Onward Project + Wanderlust Tours to serve Cross-county in Central Oregon. The Onward Project and Wanderlust Tours will provide AdvenChair AdvenTours, a series of guided trips in natural areas of Central Oregon, designed for people with disabilities.
- To learn more about their funding opportunities, please go to Visit Central Oregon's [website here](#).

Willamette Valley Visitors Association awarded \$85,276 this cycle, and their Strategic Investment Fund projects focused on destination marketing, destination development, meetings, events and sports. Willamette Valley Visitors Association invested in the following projects:

- Cascade Raptor South Hill Accessibility Project: \$15,816 will be invested in Eugene. The Cascade Raptor Center was a Wheel the World verified site, and the project addresses the assessment improvements outlined in the verification process. The funds will be used to add railings along the south hill exhibits, which have some of the steepest grades. Additionally, private donor support will further improve overall accessibility by modifying uneven grounds, decreasing the grade of the trail systems and creating more walkable pathways. The center will close late summer/early fall for project construction.
- National Forest Foundation - Blue Pool Accessible Trail Bridge: \$10,000 will be invested at the McKenzie River National Recreation Trail. The National Forest Foundation (NFF) is currently partnering with the Willamette National Forest to build a new, accessible trail from a newly built parking area to Blue Pool (Tamolitch Falls). The new trail provides a smooth, stable and accessible surface that is 72+ inches wide to accommodate heavy user traffic and a variety of trail mobility devices. The new route is nearly complete; this project will fund modifications to a trail bridge over Kink Creek, making the path truly accessible to the widest possible variety of users.
- To learn more about their funding opportunities, please visit the Willamette Valley Visitors Association's [website here](#).

Eastern Oregon Visitors Association awarded \$40,000 this cycle, and the grant program focused on projects across the region that support tourism in various capacities. Eastern Oregon Visitors Association invested in the following projects:

- Chief Joseph Days Rodeo: \$7,000 was invested in the Joseph area. The funding is to support the rodeo by enhancing the visitor experience.
- Wallowa Mountains Hells Canyon Trails Association: \$3,000 was invested in the Enterprise area. The funding supported the Trail Ambassador Program, which helps visitors find the trail they would like to hike and provides them with all the information/permits to do so.
- To learn more about their funding opportunities, please visit the Eastern Oregon Visitors Association's [website here](#).

Oregon Coast Visitors Association awarded \$212,195 this cycle, and the Strategic Investment Fund supported projects focused on Tribal tourism and public art. Oregon Coast Visitor Association invested in the following projects:

- Roots And Visions - Celebrating Tribal Art: \$20,000 was invested in Coos Bay. The project was in partnership with the Coos Art Museum, which hosted artwork by 34 artists from the Coquille Indian Tribe, the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians, and the Confederated Tribes of Siletz Indians.
- View The Future – Amanda's Trail: \$8,549 was invested in the Yachats area. The project supported the Annual Peace Hike by purchasing a generator and technology, as well as providing interpretation signage.
- To learn more about their funding opportunities, please visit the Oregon Coast Visitor Association's [website here](#).

Travel Southern Oregon awarded \$78,000 this cycle, and the Grant program funded projects focused on key product development and destination stewardship initiatives that will make Southern Oregon a more welcoming and sustainable destination. Travel Southern Oregon invested in the following projects:

- In A Landscape Concerts - Dark Sky Celebration in Summer Lake: \$6,000 will be invested in Fort Rock, Summer Lake Hot Springs and North Umpqua. As part of In A Landscape's 10th Anniversary Season, 3 concerts will take place in Travel Southern Oregon's geographic region. The September 14 Dark Sky Concert at Summer Lake Hot Springs in Paisley includes pre- and post-concert star viewing with a team led by astronomer Bob Grossfeld of Cascade Astronomers.
- Fall Creek Falls Trailhead Restoration: \$15,000 will be invested in the North Umpqua River Highway of Waterfalls. The National Forest Foundation and the Umpqua National Forest have

partnered to reopen, ensure visitor safety, safeguard natural resources, and increase accessibility at the Fall Creek Falls Trailhead, the access point for the popular one-mile Fall Creek Falls National Recreation Trail in Douglas County that was destroyed during the September 2020 Archie Creek Fire. Fall Creek Falls is family-friendly and very popular, attracting nearly 70,000 people annually according to U.S. Forest Service surveys in 2019. Reopening this trailhead with improved accessibility, including accessible toilet facilities and an accessible trail bridge leading to an ADA accessible picnic area across from the parking lot, will help communities recover while ensuring that Oregonians and visitors of all ages and abilities can enjoy this beautiful natural area.

- To learn more about their funding opportunities, please visit Travel Southern Oregon's [website here](#).

If you would like to learn more about the RCTP program, RDMO Strategic Plans, and regional information, please visit our [Regional Cooperative Tourism Program page](#).

Primary Strategy: Expand Destination Management Engagement

Wildfire Prevention Messaging:

This spring and summer we're continuing to support our partner Keep Oregon Green by amplifying wildfire prevention messaging through a statewide campaign investment with local news station, KATU.

The \$49,850 campaign includes a sponsored Wildfire Safety Special to premiere Memorial Day weekend, expanded broadcast spots, and statewide connected television (CTV) running June 1–Sept 6, 2026. Multi-market airings will boost exposure in higher-risk areas, particularly Southern and Central Oregon, extending the reach of critical safety messaging, supporting vulnerable communities, and raising Keep Oregon Green's statewide visibility during peak fire season.

Additionally, the communications team will be incorporating wildfire prevention messaging into a pre-summer travel season pitch package, along with promotion of the Experience Indigenous Oregon guide and other travel guides.

Primary Strategy: Improve Visitor Behaviors

Geotargeting Campaign:

As we head the busy summer travel season, we're also gearing up to launch paid social geotargeting to inspire responsible travel across Oregon.

The messages are targeted at people near popular spots such as Multnomah Falls, Smith Rock and the North Coast. The goal is to redirect them to lesser-known places such as Starvation Creek Falls, Paulina Peak and Upper Klamath Lake to reduce congestion, spark curiosity and share timely "know before you go" tips.

To get this right, we met with regional partners to fine-tune messaging that hits the mark for their specific areas. These insights, gathered during one-on-one meetings with regional partners to discuss the 2024 resident sentiment survey within our Improve Visitor Behavior Action Team, allow our "know before you go" tips to reflect local needs — whether that's managing foot traffic at sensitive sites or promoting safer behavior on the trails.

This \$70,000 campaign will run from Memorial Day through Labor Day, with two tracks of ads: 1) know before you go messaging around key landmarks and; 2) targeted messages in metro areas focused on getting visitors to consider alternate locations to popular destinations.

It's a great example of how targeted messaging can protect the places we love while making the visitor experience even better.

Primary Strategy: Improve Visitor Behaviors

Oregon Food Trails Planned Program Transition

The Oregon Food Trails Program came into formal existence in 2018 in response to a groundswell of interest across many Oregon destinations to develop self-guided culinary trails that would introduce visitors to the distinctive food and drink of their region. Travel Oregon created the templated program to help streamline the creation of strong visitor products designed through community-led processes.

At present, there are 11 unique Oregon Food Trails participating in the program, spanning diverse climates and culinary offerings across the state and connecting visitors to over 500 businesses with a shared commitment to locally sourced foods and fare. The trails have acted as a critical marketing asset within the culinary niche for Destination Management Organizations across the state, including Travel Oregon. The program has helped to form and strengthen local networks of farmers and chefs that have resulted in new local sourcing partnerships and unique visitor experiences.

Nearly one decade since its inception, Destination Services conducted an assessment of the Oregon Food Trails program to establish an understanding of the program's overall health and current state of individual trails to inform the future of the program. The assessment was conducted between Fall 2024 and Spring 2025. Based on the results, it was determined that managing and funding the program in its current form was no longer sustainable for Travel Oregon.

Starting next biennium, Travel Oregon will no longer support individual trail development, maintenance, and program marketing through centralized funding and programmatic oversight. Local organizations leading food trails will be empowered to take their trail in the direction that will best serve the destination—whether that be continuing, re-designing or disbanding.

Travel Oregon will continue providing programmatic support for all active food trails through June 30, 2027. In the meantime, Travel Oregon remains committed to supporting culinary tourism through industry collaboration to grow our global positioning as a culinary destination, the Food Systems & Tourism Learning Community, Ask an Expert consultations, statewide promotion and storytelling, and a new sponsorship fund for food systems and culinary tourism events.



Primary Strategy: Reduce High Visitation Pressures via Niche Product Investment

OREGON IS STRIVING TO BE A PLACE OF EQUITY

Travel + Leisure Global Vision Award for Accessibility Verified Designation

Every year, Travel + Leisure presents its Global Vision Awards, recognizing individuals, products, destinations and organizations pioneering sustainable and inclusive travel. The 24 honorees this year are focused on the future of travel, dedicated to ensuring the next generation can continue to explore the world without damaging it along the way. In April, [Travel Oregon was awarded a 2026 Global Vision Award](#) by Travel + Leisure magazine for our work to make Oregon the first state to be Accessibility Verified by Wheel the World. Travel + Leisure learned about the Accessibility Verified designation through the media pitching efforts of the communications team, and [covered the news in Travel + Leisure magazine](#) in November of 2025 when the designation was first announced. The communications team worked with the magazine to provide information, photos and quotes for the awards announcement.

Primary Strategy: Increase Demand by Engaging Diverse Audiences

**TRAVEL+
LEISURE**



From left: Paralympic athlete Kyle Coon prepares to zipline at Crater Lake; a scenic cruise on the Columbia River. Photo: Travel Oregon

TRAVEL OREGON

In Oregon, where cycling trails are designed to accommodate adaptive bikes and tour operators offer tree climbing to people who use wheelchairs, accessibility has long been top of mind. Now those efforts have been recognized by the travel platform Wheel the World, making Oregon the first state to receive Accessibility Verified certification. "We have a moral and economic opportunity to make Oregon welcoming to all," says Kevin Wright, the vice president of brand stewardship for [Travel Oregon](#), which has worked since 2022 to earn recognition for the state. To make its determination, Wheel the World surveyed more than 750 hotels, restaurants, and other tourism businesses—everything from a zipline at Crater Lake that welcomes visitors with impaired vision to coastal towns that have installed Mobi-mats to make beaches wheelchair-friendly. "We've given close to \$9 million in grants to this sort of work," Wright says, with more on the way. "Everyone loves it." — E.G.

Ask an Expert: Digital Accessibility Consultant Data Snapshot

In December 2025, the Regional Based Services team launched the [Ask an Expert: Digital Accessibility Consultation program](#) with contractor Jen Macias De La Parra, an Experience Design & Accessibility Specialist, to support the tourism industry. Through this program, businesses, organizations and DMOs get support through a free 1:1 consultation. Jen provides resources related to best practices for approaching digital accessibility work, assessments, and how to understand and go beyond WCAG (Web Content Accessibility Guidelines) compliance. Below is the data snapshot of the progress of the program since we launched 6 months ago. The data below covers the first 13 consultations; two additional sessions have been scheduled but have not yet taken place.

Key takeaways:

- Non-profits lead in requests for consultation. 62% of organizations were non-profits, which shaped conversations around budget constraints and limited internal capacity — themes several organizations named explicitly.
 - The types of organizations that used these services were: 3 government agencies, 8 non-profits, and 2 other/private organizations.
- Organizations that used these services were from the following regions: 3 Statewide, 4 from the Oregon Coast, 2 from Central Oregon, 2 from the Willamette Valley, 1 from Portland, and 1 from Mt Hood & the Columbia River Gorge.

- Audit and roadmap are the near-universal ask. 12 of 13 organizations (92%) requested an accessibility audit, and 10 of 13 (77%) wanted a remediation strategy. Clients needed both a diagnosis and a clear path forward.
- The demand is urgent. 7 of 13 organizations (54%) needed support within 3–6 months, with several citing specific ADA/LEP compliance deadlines. Only 1 was in long-term planning mode.
- Most organizations were mid-journey. 54% had done some work but needed guidance; 23% hadn't started at all. Only 23% had ongoing efforts requiring specialized support.
- Websites were universal; documents were close behind. Every organization (100%) has a public-facing website in scope. PDFs and Word docs came up for 9 of 13 (69%) — document remediation was a significant workload.

Primary Strategy: Support Development of Experiences for Underserved Communities

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 five strategies with action plans in the 2025-2027 biennium. The Climate action team has started working with State Sustainability Office Zechariah Heck and DAS colleague Steve Markham to undertake a GHG emissions report in-house. We are currently setting the report parameters, and will begin collecting data this summer, with a goal to complete the report by September 30, 2026. We will then work with the Oregon Sustainability Board to create a plan for decreasing Travel Oregon's GHG emissions.

Primary Strategy: Implement a Tourism Climate Action Plan

REQUIRED TO OPERATE

2026 Oregon Wine Country License Plate Matching Grant Awards Announced

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. A total of 30 applications (the most since the program's inception in 2015) were received by the Feb. 19, 2026, deadline. A review committee comprised of members with varied expertise in wine, culinary and tourism recommended awards to [11 projects, totaling \\$316,526](#). After significant deliberation surrounding applications, the review committee decided to award fewer dollars than were available (\$350,000) to both increase the amount of funding available for the program in 2027 (approx. \$245,000) and provide feedback to applicants that would strengthen their requests if returning for future consideration. Travel Oregon's Stewardship Investments team is currently offering feedback sessions for applicants while also conducting feedback conversations with individual review committee members as a step to continue to expand internal learnings as the program continues to evolve.

DASHBOARDS

RCTP Quarterly Financials: Quarter 2

The Regional Based Services team meets quarterly with the seven Regional Destination Management Organizations (RDMOs) to review Regional Cooperative Tourism Program (RCTP) year to date spend and progress on RDMO plans for FY 2026-2027. We track RCTP funds through two dashboard systems (internal and external). Below is a snapshot from the internal RCTP Dashboard depicting year to date RDMO expenditures through Q2 of the fiscal year.

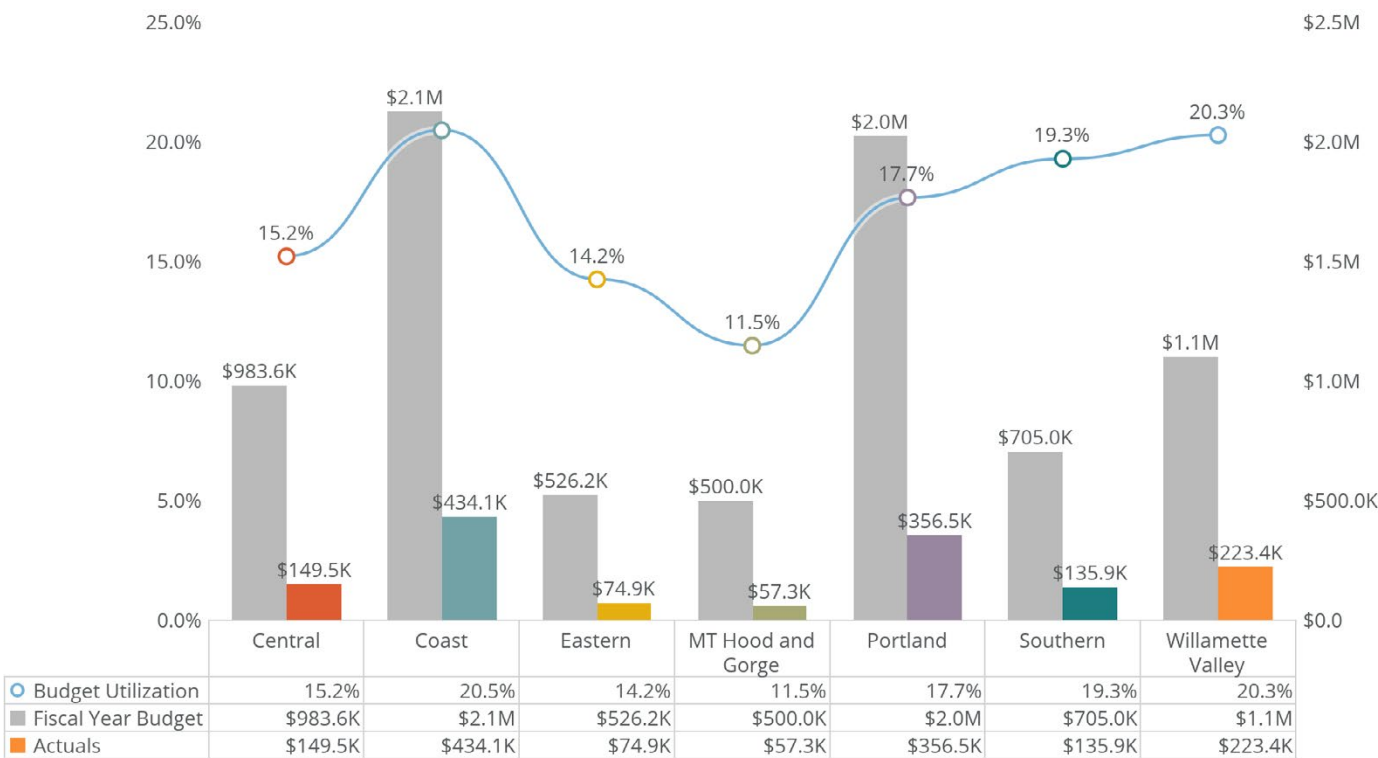
The dashboards allow the team to track and input quarterly year to date spend and share RCTP plans with the tourism industry. For a comprehensive overview of RDMO investments for the current fiscal year, view the [RCTP dashboard](#).

Budget vs Actuals Comparison by Region: 2025 Q2

Line % provides Budget Utilization

Jul 1, 2024 - Oct 1, 2025

The following controls & filters were applied: Year contains 2025; Fiscal Quarter contains Q2.



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 March 2026

3:48 PM
04/16/2026
Accrual Basis

	Jul '25 - Mar 26	Budget	\$ Over Budget	% of Budget
Income				
08000 · Transient Lodging Tax Income	34,609,514.22	42,800,000.00	-8,190,485.78	80.86%
0905 · Lodging Tax from prior period	672,670.00	672,669.50	0.50	100.0%
1105 · Interest Income	466,201.27	550,000.00	-83,798.73	84.76%
1106 · Misc Revenue	19,354.90	0.00	19,354.90	100.0%
1115-55 · Conference Revenue	226,775.00	220,000.00	6,775.00	103.08%
1118 · Welcome Center Brochure Program	57,338.67	60,000.00	-2,661.33	95.56%
1120 · Grant Income	0.00	152,000.00	-152,000.00	0.0%
1130-0 · Beginning Balance - Programs	3,677,209.89	3,677,208.44	1.45	100.0%
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	240,000.00	0.00	100.0%
1130-6 · Beg. Balance - Unencumbered	211,643.00	211,643.00	0.00	100.0%
1500 · Wine Country License Plates	1,540,568.13	1,612,540.28	-71,972.15	95.54%
Total Income	60,639,403.62	69,104,937.62	-8,465,534.00	87.75%
Gross Profit	60,639,403.62	69,104,937.62	-8,465,534.00	87.75%
Expense				
0.0000 · ADMINISTRATION/OPERATIONS	1,110,401.56	2,333,531.68	-1,223,130.12	47.59%
0.0001 · ADMIN/OPERATIONS PAYROLL	2,810,193.61	3,539,204.00	-729,010.39	79.4%
0.5800 · FUTURE PROGRAM & RESERVE FUNDS	8,652,378.54	11,448,532.00	-2,796,153.46	75.58%
1.5000 · WINE COUNTRY PLATE PROGRAM	649,936.38	1,612,540.28	-962,603.90	40.31%
11.0000 · RCTP - PROGRAM ADMINISTRATION	410,251.66	1,786,112.09	-1,375,860.43	22.97%
11.0001 · RCTP - REGIONAL DISTRIBUTION	7,861,760.00	7,861,760.00	0.00	100.0%
2.0000 · GLOBAL MARKETING ADVERTISING	7,740,786.83	9,695,638.00	-1,954,851.17	79.84%
2.0001 · GLOBAL MARKETING PAYROLL	2,742,749.57	3,990,500.00	-1,247,750.43	68.73%
2.5000 · PROMOTIONS & SPONSORSHIPS	93,419.54	234,500.00	-141,080.46	39.84%
3.0000 · GLOBAL SALES MARKETING	1,042,208.18	1,740,000.00	-697,791.82	59.9%
3.6000 · GRANTS - ADMINISTRATION	388,590.21	618,923.11	-230,332.90	62.79%
3.6001 · COMPETITIVE GRANTS - DISBURSED	2,418,250.22	10,728,161.36	-8,309,911.14	22.54%
3.7000 · GRANTS & AWARDS - OTHER	0.00	279,563.00	-279,563.00	0.0%
4.0000 · INSIGHTS & IMPACT	46,970.74	125,500.00	-78,529.26	37.43%
4.001 · INSIGHTS & IMPACT PAYROLL	2,202,345.67	3,017,137.00	-814,791.33	73.0%
4.5000 · INDUSTRY STRATEGY/ DEVELOPMENT	418,305.77	828,734.00	-410,428.23	50.48%
5.0000 · PRODUCT & BUSINESS DEVELOPMENT	7,108.36			
5.4000 · INDUSTRY RELATIONS	705,720.84	1,092,500.00	-386,779.16	64.6%
5.5000 · GOVERNOR'S/RURAL CONFERENCE	515,804.02	800,000.00	-284,195.98	64.48%
6.1000 · WELCOME CENTERS	515,925.70	1,453,033.88	-937,108.18	35.51%
6.5000 · DESTINATION DEVELOPMENT	584,742.16	1,221,000.00	-636,257.84	47.89%
6.5001 · DESTINATION DEVELOPMENT PAYROLL	1,267,970.94	1,766,113.00	-498,142.06	71.79%
6.6000 · DESTINATION STEWARDSHIP	112,502.16	277,629.22	-165,127.06	40.52%
7.0000 · FULFILLMENT PROGRAM	658,774.26	768,000.00	-109,225.74	85.78%
8.0000 · PUBLICATIONS	231,635.91	405,000.00	-173,364.09	57.19%
8.5000 · WEBSITE	694,759.95	886,325.00	-191,565.05	78.39%
9.0000 · COMMUNICATIONS	380,670.67	595,000.00	-214,329.33	63.98%
Total Expense	44,264,163.45	69,104,937.62	-24,840,774.17	64.05%
Net Income	16,375,240.17	0.00	16,375,240.17	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 March 31, 2026

3:55 PM
04/16/2026
Accrual Basis
Mar 31, 26

ASSETS

Current Assets

Checking/Savings

10000 · Unrestricted Cash

10010 · Checking Account (8666) 402,794.31

10020 · Revenue Account (0085) 400,000.00

10050 · Payroll Account (8722) 5,582.45

10070 · Insured Cash Sweep Account 32,073,489.09

Total 10000 · Unrestricted Cash 32,881,865.85

10002 · Restricted Cash

10015 · Wine Country Plates (1773) 917,819.73

Total 10002 · Restricted Cash 917,819.73

Total Checking/Savings 33,799,685.58

Accounts Receivable 151,705.90

Other Current Assets 61,185.01

Total Current Assets 34,012,576.49

Fixed Assets 502,204.55

Other Assets 32,982.43

TOTAL ASSETS 34,547,763.47

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable 3,187,699.77

Other Current Liabilities 1,317,533.87

Total Current Liabilities 4,505,233.64

Total Liabilities 4,505,233.64

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 6,941,548.27

2896 · Grants Funding 3,114,856.26

2897 · Operating Reserve Fund 1,831,924.55

Total 2905 · Designated Funds 11,888,329.08

Total 2901 · Net Assets 13,667,289.66

Net Income 16,375,240.17

Total Equity 30,042,529.83

TOTAL LIABILITIES & EQUITY 34,547,763.47

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.

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