



Travel Oregon Awards \$5 Million in Competitive Grant Funds

Two Projects Awarded Aimed at Increasing Overnight Visitation Statewide

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Portland, Ore. (September 28, 2026) – The Oregon Tourism Commission, dba Travel Oregon, awarded a total of \$5,000,000 to two impactful projects through the agency’s 2026 Competitive Grants Program. This significant investment represents the agency’s commitment to fostering remarkable visitor experiences and stimulating Oregon’s economy by increasing demand for overnight visitation to and within the state.

“We are grateful for the strong interest and thoughtful proposals submitted through this competitive grant process,” said Chair of the Oregon Tourism Commission Greg Willitts. “With many compelling opportunities to consider, the Commission selected investments that we believe will have a meaningful impact on statewide tourism: \$4.5 million to the Port of Portland for their efforts to restore nonstop air service from Asia and \$500,000 to the Corvallis School District to bring events across Oregon and the Western U.S. to the Osborn Aquatic Center. We look forward to seeing these projects advance and monitoring the positive impact they will have throughout our state.”

[Travel Oregon’s Competitive Grants Program](#) awards eligible applicants for projects that contribute to the development and improvement of communities throughout Oregon by means of the enhancement, expansion and promotion of the visitor industry. Eligible applicants include local governments, port districts, federally recognized tribes and non-profit entities registered with the Oregon Secretary of State’s Office.

This year's funded projects will make statewide impacts as they work to extend the visitor season while increasing visitor spending and opportunities for year-round employment. Guidelines for the next Competitive Grant cycle will be published in November 2026 with awards made in June 2027. Grants up to \$100,000 may be requested during this funding cycle.

About the 2026 Awarded Projects:

The Port of Portland has been awarded \$4.5 million to help restore year-round, nonstop air service between Portland International Airport and Asia. Launch of a nonstop flight from Asia to Oregon would create a long-term platform for sustainable growth in international visitation and visitor spending, while also supporting economic opportunity and year-round employment opportunities across Oregon. These funds will provide a short-term financial incentive to reduce start up risk for an airline as they work to establish a new route and build demand. This award, which will be part of a larger airline recruitment package, will help ensure Oregon retains a competitive tourism advantage as Asia is expected to represent the highest international visitor spend for the region by 2029.

"As Oregon's gateway to the world, we're committed to resuming non-stop, year-round service between PDX and Asia to increase economic opportunity for every corner of our state," said Curtis Robinhold, Executive Director of the Port of Portland. "Establishing this connection is about bringing new visitors, expanding market access and cementing Oregon's position as a world-class destination to explore and do business. We're grateful for Travel Oregon's investment in our vision and look forward to introducing more travelers to Oregon's unmatched hospitality."

Corvallis School District has been awarded \$500,000 to fund completion of improvements to upgrade and reopen the Osborn Aquatic Center, which houses Oregon's only indoor 50-meter competition pool. Awarded funds will unlock the facility's full potential as a driver of visitor spending and economic activity, particularly during off-peak tourism months, November to April. The Aquatic Center is projected to host approximately 12 competitive aquatic events in 2028, generating approximately 2,000 hotel room nights, and will enable Oregon to host both short- and long-course competitions with seating for more than 1,000 spectators.

"We are very appreciative of the support from Travel Oregon. This funding will have long-lasting statewide economic impact," said Ryan Noss, Superintendent, Corvallis School District. "It will allow our community to welcome competitive swimmers and their families from across the West Coast, providing critical local business support. As we look forward

to the 2028 Olympic Games in Los Angeles, the renovated pool will continue to provide support for athletes at all levels of competition."

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 stakeholders 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 nearly 123,000 Oregonians.