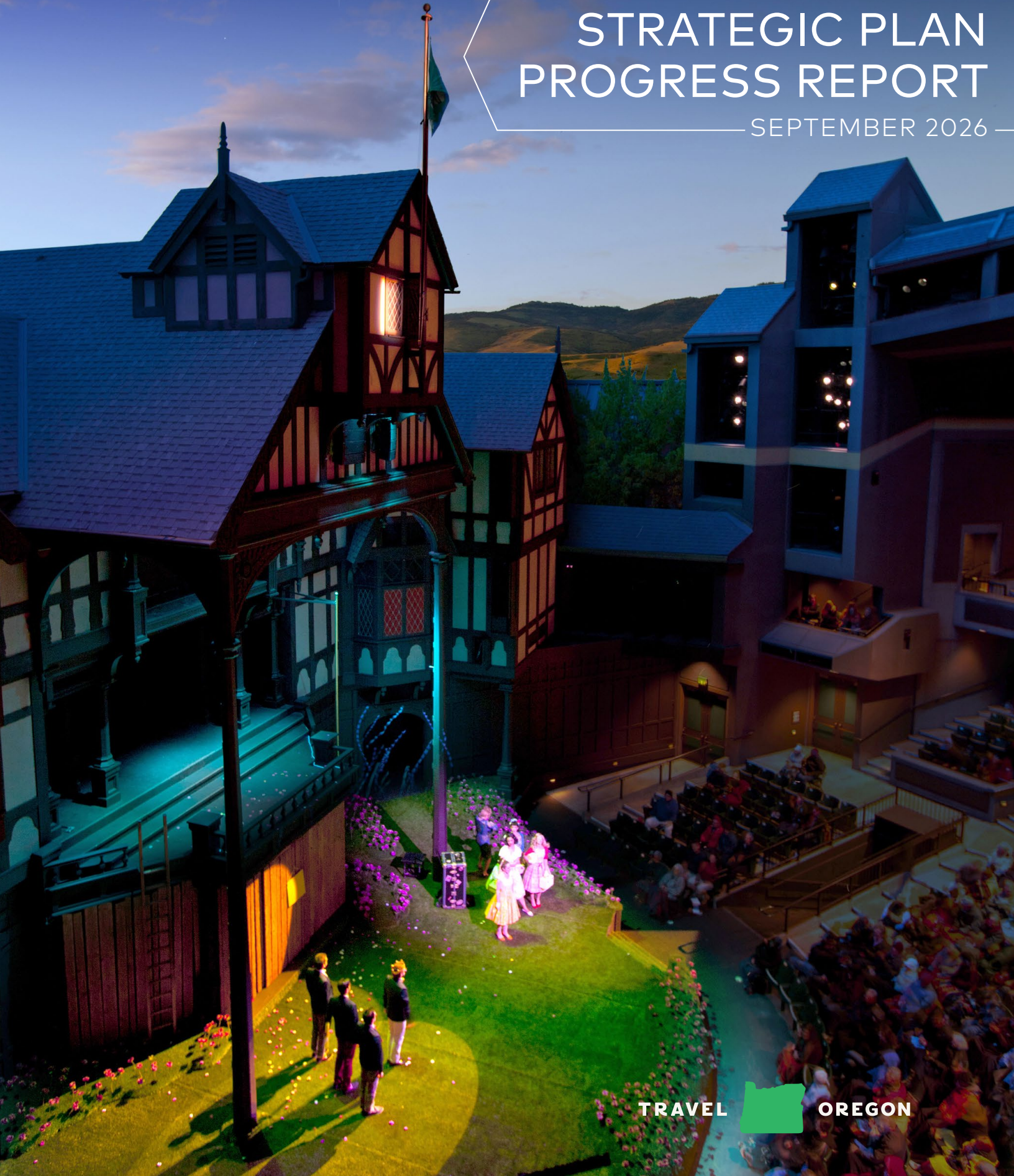


STRATEGIC PLAN PROGRESS REPORT

— SEPTEMBER 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 EXECUTIVE DIRECTOR



Dear Commissioners,

I look forward to joining you in Ashland, September 21–23, for my first Oregon Tourism Commission meeting as Travel Oregon's Executive Director. Pending action from the Oregon Senate, two new Commissioners may be joining us, if their schedules allow.

This Commission meeting agenda is focused on discussing the competitive grant program, culminating in award decisions on the 23rd.

In September, Travel Oregon also begins our 2027–2029 biennial strategic planning and budget process, consistent with previous strategic planning timelines. During the September Commission meeting, members of the Travel Oregon team will provide insights into how they are building the strategic plan and budget and a timeline for the plan, which must be approved by the Commission by June 30, 2027. As in years past, Travel Oregon will solicit industry input through the Tourism Industry Partner Survey, which will be incorporated into the strategic plan and associated budget. In December, Commissioners will receive a more robust plan update, and we will see a biennial revenue forecast in late winter that will also inform our strategic plan and budget decision making.

Finally, I'd be remiss if I didn't mention this year's wildfire season. While many parts of the state have experienced increased summer visitation, we are also conscious of the air quality and fire impacts that have forced communities to roll-up their proverbial welcome mat, including canceling guest stays and actively telling people not to visit their community. We are grateful to the thousands of staff and firefighters, many of whom have come long distances within the U.S. and across the globe.

Our teams have collaborated with statewide partners, including Oregon Emergency Management, Oregon State Fire Marshal, Oregon Department of Forestry and Oregon State Parks, to lead visitors to timely and accurate information to best plan their travels. Positively influencing visitor behavior means keeping them informed and prepared – a task we are working diligently on every day. We will stay connected with these agencies when we move from the "informed and prepared" phase to a recovery phase for those communities most affected by this year's wildfires.

I look forward to seeing you in Ashland,

A handwritten signature in black ink that reads "Kate".

Kate Sinner, Executive Director

OREGON TOURISM COMMISSION



Chair
Greg Willitts



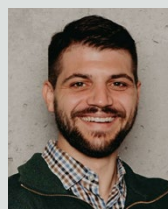
Vice Chair
Travis Hill



**Lucinda
DiNovo**



**Heather
Miller**



**Nick
Pearson**



**Jenifer
Roe**

OREGON TOURISM COMMISSION BRIEFING

September 23, 2026
Carpenter Hall
44 S. Pioneer St.
Ashland, OR 97520

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.	Competitive Grant Review	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 "September 2026 –Tourism Commission Meeting" in the subject line.

OREGON TOURISM COMMISSION MEETING

September 23, 2026
Carpenter Hall
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Time	Agenda	Lead Individuals
9:00 a.m.	Welcome and Introductions • Introduce Executive Director Kate Sinner	Chair Willitts
9:05 a.m.	Executive Director's Report	Kate Sinner
9:10 a.m.	Chair Remarks	Chair Willitts
9:15 a.m.	Local Welcome	Bob Hackett, Katharine Cato
9:35 a.m.	Partners and Public Statements *This is an opportunity for written or in-person general statements or updates to Commission.	Chair Willitts
9:40 a.m.	Commission Business • Review of Commission Packets • Review of Travel Oregon Financial Update	Chair Willitts
9:50 a.m.	Commission Action • Approval of Minutes • Competitive Grant Award Decision	Chair Willitts
10:20 a.m.	Break	
10:35 a.m.	Welcome Center Update	Allison George
11:05 a.m.	Biennial Plan and Budget Update	Bryan Mullaney, Hannah Hicks
11:30 a.m.	Recreation Ready Program Update	Nastassja Olson
11:55 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 "September 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

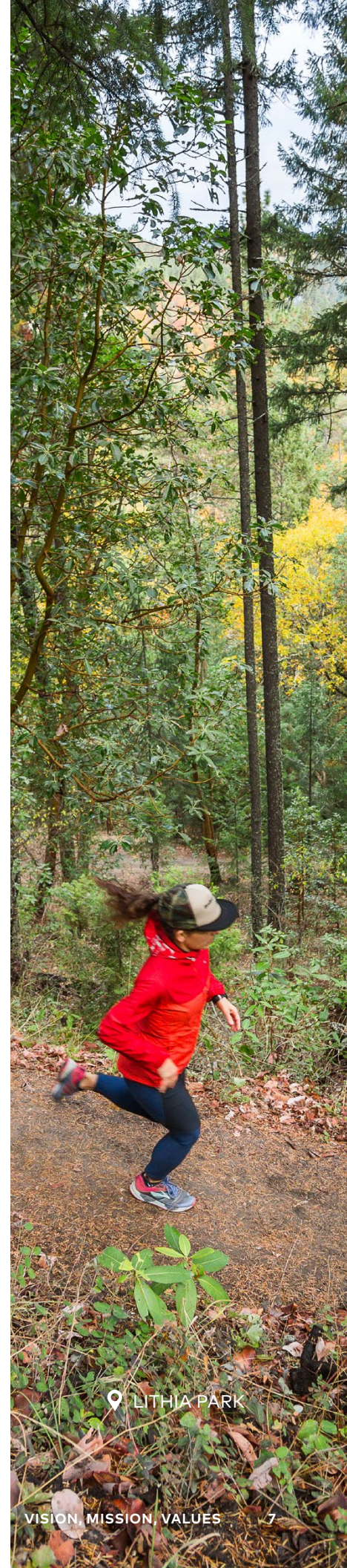
We lead through a lens of racial equity and commit to making systemic changes, so Oregon is a more equitable place to live and visit.

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.



📍 LITHIA PARK



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](#).

Biennial Planning and Budget Update

Every other year, guided by the Travel Oregon 10-Year Strategic Vision, we dive into strategic planning utilizing extensive input from Oregon’s travel and tourism industry, our regional partners, staff and leading-edge research. The output is a biennial strategic plan and budget to guide our work with key initiatives and measurements, aligning staff, programs and investments around clear strategies.

Travel Oregon launched the [2026 Tourism Industry Partner Survey](#) in mid-September to gather input directly from the industry. We encourage anyone who interacts with the tourism industry – business owners, staff, destination management and marketing organizations, public land managers, policymakers, organizational partners, tribal representatives, and others – to complete the [2026 Tourism Industry Partner Survey](#) and share with your networks. The survey will be open from roughly September 9 – October 1.

Using these results, Travel Oregon will then present our preliminary strategic direction at the December 2026 Commission meeting, with full adoption of the 2027-29 plan in June 2027. To learn more about Travel Oregon’s strategic planning processes [see here](#).

Key Performance Indicator (KPI) Update

As a reminder, Travel Oregon measures progress towards our 10-Year Strategic Vision through the tracking of 18 KPIs that 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.

In the June SPPR, the Strategy, Research & Analytics (SRA) team provided updates for three of the eight KPIs aligned under the objective of: Oregon Delivers Remarkable Experiences. With the recent release of the [2026 Oregon Resident Sentiment Study](#), we have updated the remaining five KPIs: residents’ perceptions of the value of tourism in cultural, economic, environmental, and social contexts; and overall residents’ support for tourism development. Travel Oregon conducts this study every 2 years and in addition to informing our KPIs, this study serves as Travel Oregon’s primary touchpoint with Oregon residents, helping us understand what the value about tourism as well as current and potential pain points related to the tourism industry.

As a result of our 2026 study, we see that Oregon residents at the statewide level continue to perceive that the positive impacts of tourism outweigh the negative impacts in their communities. In the 2026 study, all four resident perception KPIs—cultural, economic, environmental and social impacts—continued to meet or exceed the 2032 goal of 3.1 or greater for positive perceptions, with positive perceptions outweighing negative perceptions.

KPI	Positive Impact Rating (2026)	Negative Impact Rating (2026)
Residents’ Perceptions: Cultural	3.7	3.2
Residents’ Perceptions: Economic	3.7	3.1
Residents’ Perceptions: Environmental	3.5	3.4
Residents’ Perceptions: Social	3.5	3.4

In the 2026 study, overall resident support for tourism development increased from 0.9 to 1.2 rating points, a 33.3% increase that surpassed the 2032 goal of 1.0 rating point.

KPI	2026	2024 (Baseline) to 2026 Change	Goal (2032)
Support for Tourism Development	1.2	33.3%	1

More information on this study will be shared with the Commissioners at a future meeting.

AGENCY OPERATIONS & INTERNAL UPDATES

Implementation of Finance & Accounting Software

Travel Oregon replaced its accounting software (QuickBooks for general accounting and Bill.com for accounts payable) with a single, more robust system called Sage Intacct, which went live on July 1, 2026, at the start of FY27. Consolidating these functions into one platform, paired with an updated chart of accounts, strengthens financial oversight by making it easier to track spending accurately, produce timely reports and prepare for audits. It also reduces manual data entry, allowing the finance team to work more efficiently as the agency grows. The team is currently working in both systems at once while historical FY26 data and reports finish transferring to Sage Intacct.

FINANCIAL REPORTS (see appendix)

Revenue

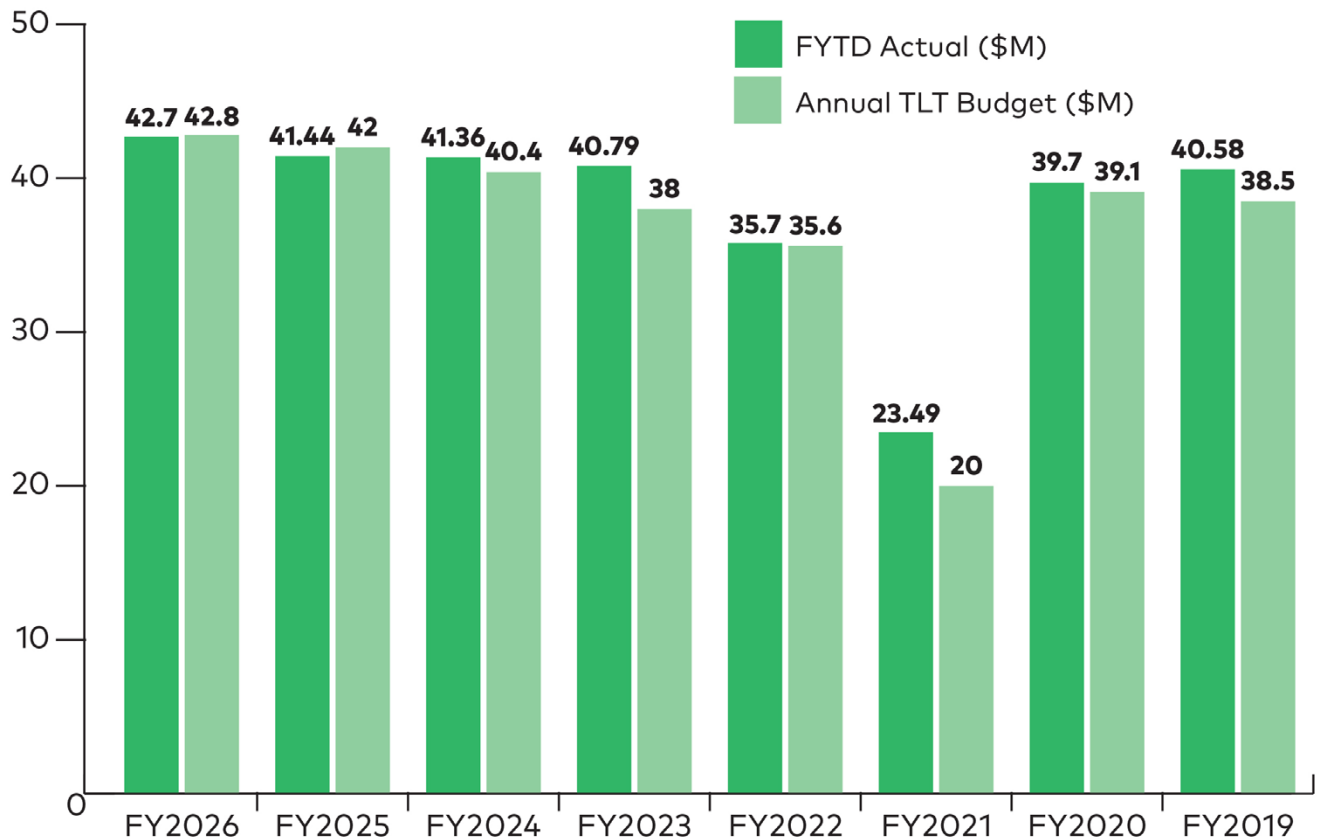
Transient Lodging Tax (TLT) revenue for FY26 is \$42.7M, 99.8% of budgeted \$42.8M. TLT revenue is up 3.1% from the previous fiscal year, up 4.7% from FY2023 and up 81.9% from FY2021. Comparison of TLT to prior periods:

TLT	FY2026	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
FYTD Actual (\$M)	42.7	41.44	41.36	40.79	35.79	23.49	39.71	40.58
FYTD - % of annual budget	99.8%	98.7%	102.4%	107.3%	100.5%	117.4%	101.6%	105.3%
Annual TLT, Budget (\$M)	42.8	42.0	40.4	38.0	35.6	20.0	39.1	38.5
Annual TLT, Actual (\$M)	42.7	41.4	41.4	40.8	35.8	23.5	39.7	40.6

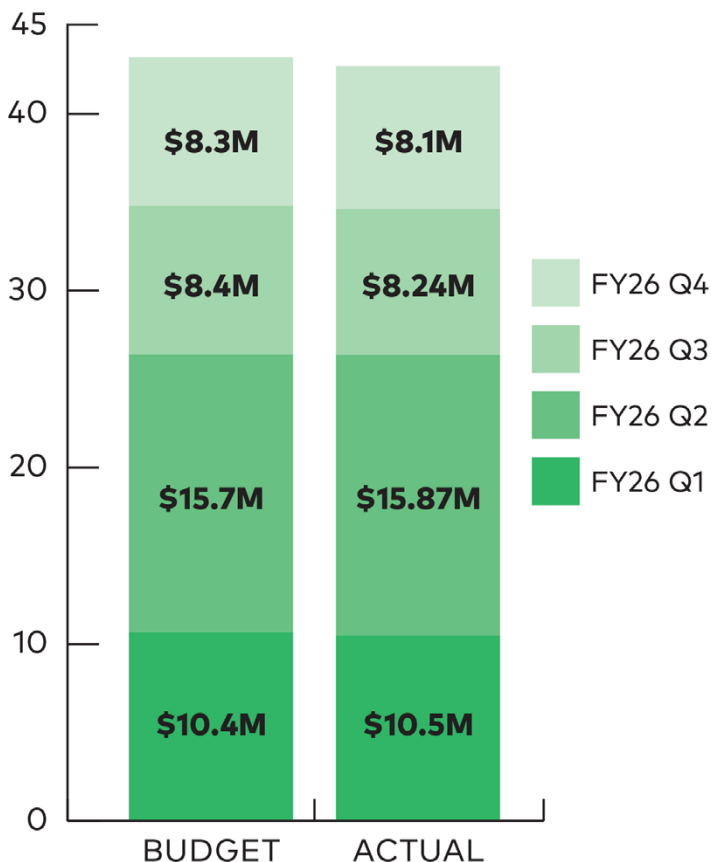
TLT (*adjusted for rate)	FY2026	FY2025	FY2024	FY2023	FY2022	FY2021*	FY2020*	FY2019*
Actual TLT (\$M)	42.7	41.4	41.4	40.8	35.8	23.0	33.1	33.8
% change	0.0%	3.08%	3.27%	4.72%	19.36%	86.10%	29.06%	26.31%

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

TLT Budget to Actual



TLT Budget to Actual Quarterly



Travel Oregon's Total Resources are comprised of multiple revenue sources, not solely the Transient Lodging Tax (TLT). While TLT remains the agency's primary and largest source of dedicated revenue, Total Resources also include Interest Income, Conference Revenue, the Welcome Center Brochure Program, and Grants when awarded. In addition, Total Resources incorporate the Beginning Fund Balance carried forward from the prior fiscal year, which itself is comprised in part of Future Program and Reserve Funds set aside in previous years. The figures presented in this section therefore reflect the full scope of resources available to the agency, rather than TLT revenue alone.

Wine Country License Plates

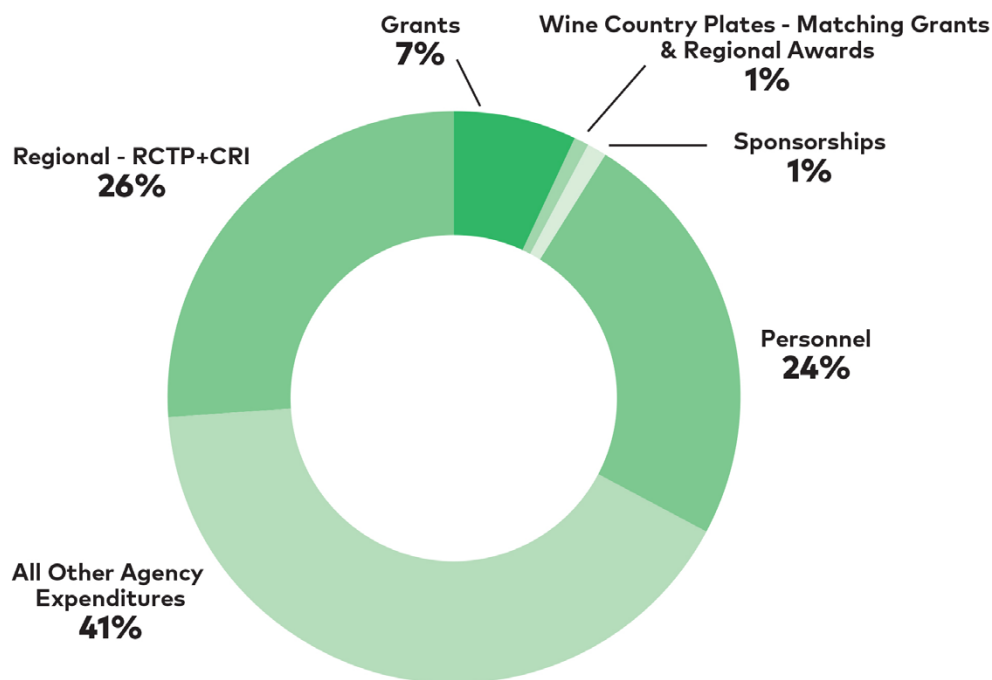
Fiscal year-to-date receipts of Wine Country License Plates proceeds totaling \$464,926.57, which is 110.7% of budgeted \$420,000. Wine Country Plate program expenses totaled \$756,247.38, including \$475,860.37 in regional distributions.

It is important to note that while incoming deposits for the fiscal year totaled \$464,926.57, total program revenue available for distribution includes carryover amounts from prior fiscal years. Regions intentionally hold a portion of these funds rather than spending them as received, allowing them to accumulate sufficient balances to support larger planning initiatives and capital projects that exceed what a single year's deposits could fund. As a result, current-year expenses and distributions will not necessarily align one-to-one with current-year deposits in a given fiscal year.

Expenditures

Fiscal FY2026 expenditures and disbursements through June 30, 2026, totaled \$55,882,800.67 (which includes \$11M in Future Program & Reserve Funds), or 81.3% of the \$68,717,604.69 budget. This included \$7,861,760.00 in Regional Cooperative Tourism Program (RCTP) regional distributions and \$2,646,577.03 in competitive grant disbursements.

Regional Cooperative Tourism Program (RCTP) funds are collected in the calendar year and distributed in the following fiscal year.



Staffing

Kate Sinner joined Travel Oregon as Executive Director on July 6, bringing experience from Business Oregon, Oregon State University, and the offices of Governors Kitzhaber and Brown.

Lorna Davis was promoted to Director of Sales in June 2026, after serving as interim Director of Sales since December 2025.

Interviews are being conducted for the Global Sales Manager position (previously held by Lorna). Learn more and apply on our [Career Opportunities](#) webpage.

OREGON'S TOURISM ECONOMY IS FLOURISHING

Owned Content Highlights

The content team produced, published, and distributed 71 consumer pieces in April, May and June.

Highlights for the quarter include:

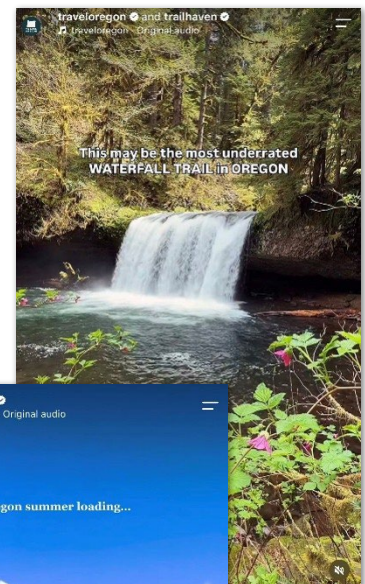
- Feature stories included [Pacific City Dory Boats](#), [Lakeside Lodges](#), [How to Raft the Upper Klamath](#) and [High Desert Raptors](#).
- Popular seasonal content included [21 places to Eat Like a Local in Eastern Oregon](#), [Hidden Gorge Waterfalls](#), [Less-Crowded Beaches](#), and [10 Iconic Oregon Foods](#).
- 26 short-form video content to support our Always On paid program included [Cherry Picking in the Gorge](#), [Dog-Friendly Spots](#), [LGBTQ-owned Restaurants](#).
- Content to support communities in crisis including [How to Help Wildfire Impacted Communities](#) and [5 Ways to Enjoy Lake Billy Chinook This Summer](#).

As social algorithms continue to evolve and platforms start to look the same, we continue to experiment and adapt what we do on social media to ensure that each piece of content is optimized accordingly. Insights from this quarter include:

- Content about Oregon's hidden gems or unexpected experiences earned the most saves. Examples here include [Butte Creek Falls](#) and the [Hopscavatory](#).
- As short-form video with quick cuts and voiceover proliferates across platforms, there's some evidence that single-image posts, carousels featuring striking images (or video) might "stop the scroll" and drive deeper engagement. Examples include this [Hells Canyon image](#), this [TikTok video wildflower carousel](#), and this [idyllic "slow loading" Reel](#).
- Content that specifically calls out both an activity and a place drives more clicks than broader or seasonal content. Examples are [Central Oregon wellness resorts](#); [Cascade Locks mountain biking](#); [Tualatin Valley sparkling wine](#). Broader seasonal posts earned fewer clicks across the board.

Primary Strategy: Tell Authentic Stories about Oregon Cultures

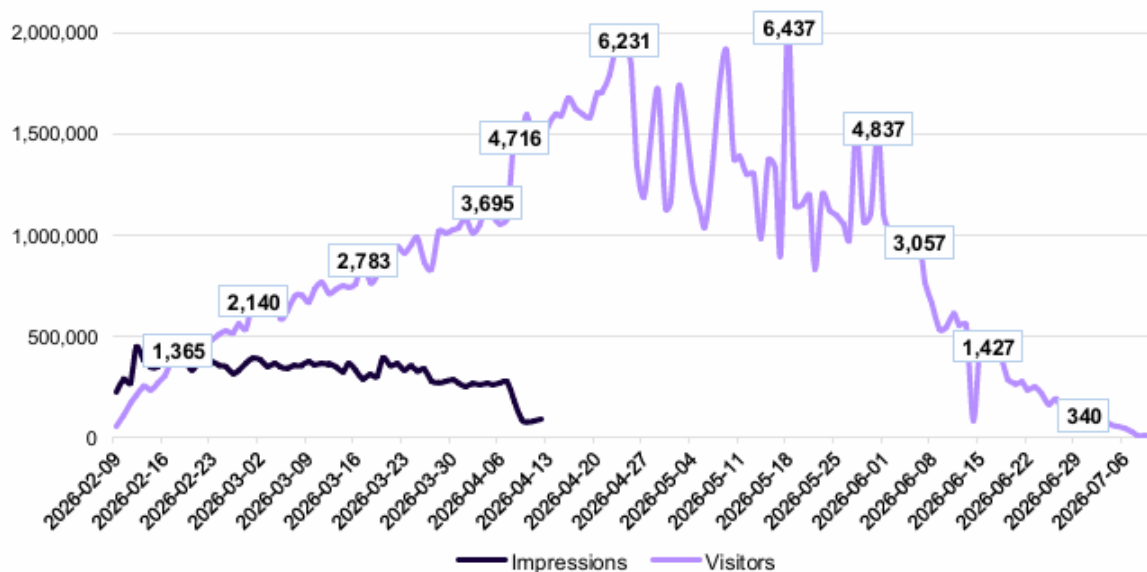
Additional Strategy: Increase Demand by Engaging Diverse Audiences



The State of OR

The State of OR paid media campaign that ran from February 8 – April 12 was highly successful across creative and media results. Our attribution partner Azira linked more than 139,000 unique visitors to people who were reached by the State of OR campaign on streaming platforms during the measurement window, Feb 9 through July 21. The average length of stay observed was 3 days. We expect to receive additional data to build a model of the economic impact from the State of OR in the coming months, but initial estimates look strong.

Visitor Trends



Note: Measured impressions and observed visits in the graph above are shown on separate scales. Measured impressions scale with the y-axis. Observed-visit values are labeled at selected points along the purple line.

In addition to delivering strong campaign results, the State of OR campaign received significant industry recognition for its creative excellence. At the [2026 Cascadia Creative Awards](#), Travel Oregon's creative agency, Wieden + Kennedy, earned Gold awards for Television Campaign (Big Budget) and Television Single :60 or less (Big Budget) for the State of OR campaign. The awards recognize outstanding creative work from across the Pacific Northwest, with entries from Oregon, Washington, Idaho, Alaska, Alberta and British Columbia.

Additionally, Travel Oregon's State of OR campaign was shortlisted for a [2026 AICP Award in the Storytelling](#) category, placing it among some of the advertising industry's most celebrated creative work. Presented by the Association of Independent Commercial Producers (AICP), the awards recognize excellence in commercial filmmaking and storytelling. The campaign was shortlisted alongside work from major brands including Apple, Google, Netflix, and Uber. While it did not ultimately win, being named a finalist is significant industry recognition and a testament to the creativity and collaboration behind the campaign.

Currently, the team is working to leverage these successes and learnings for Year 2 of the campaign. Planning is well underway with an anticipated launch in early 2027. As a reminder, Travel Oregon is reintroducing the :60 anthem film and creating three new :15 films, each built around a core theme: outdoor recreation, culinary/wine, and arts/culture/heritage.

On Tuesday, July 21, we completed our one remaining shoot day of the summer at [Antica Terra](#), a location selected in partnership with the Oregon Wine Board. Because the outdoor recreation film already draws from footage captured last fall, this shoot day focused on rounding out the culinary/wine and arts/culture/heritage stories. We captured new culinary and wine footage, plus maker scenes for the arts/culture/heritage :15 featuring Mary Harris of [The Harris Sisters Collaborative](#). That maker content was made possible with support from the Tribal Tourism Working Group led by Industry Relations and their established relationships with Oregon's Indigenous communities.

Post-production will run through the fall, so we can source new footage from this year's Pendleton Round-Up.

Broadly applicable, does not map to one singular strategy

Always On Advertising Campaign

The June 2026 SPPR noted an anticipated 14% decline in overall website sessions because of the continued decline in traffic from Organic Search, as AI Overviews reduce the number of people clicking through to websites. Despite these headwinds, we ended FY26 with overall website sessions increased 23%, largely because of traffic generated by our Always On campaigns and strong advertising campaign in the Spring.

Always On campaigns also help drive e-newsletter sign-ups and Visitor Guide orders. We exceeded our e-newsletter sign-up goal, ending the year with 2.07% growth compared to a target of 1.5%. Visitor Guide orders declined slightly, finishing the year 3.6% below the previous year, with 56,561 total Visitor Guide orders.

We successfully relaunched the Always On campaigns this fiscal year, with campaigns launching on July 1. As a result, July 2026 had the highest count of website sessions on record for any July. This year, our focus is optimizing results from similar advertising budgets as FY26. One approach is to adjust spending based on seasonal demand for trip-planning information, including demand for Visitor Guides. By aligning spending with peak travel planning periods, we can reduce the cost of generating website visits and Visitor Guide orders.

We also see an opportunity to improve results by using data from Tourism Economics' Website Impact Calculator. This data helps us understand which website content is more closely connected to observed visits to Oregon, based on where visitors came from and when they traveled. As more data becomes available, we will be able to better match our content and advertising with the people most likely to visit Oregon.

Broadly applicable, does not map to one singular strategy

📍 OREGON WELCOME CENTER, ASHLAND



Celebrating Oregon Wine

This January – June, Travel Oregon partnered with the Oregon Wine Board around key media and marketing opportunities, including the Houston Rodeo and Oregon Wine Month, which has traditionally been a key milestone to elevate Oregon's wine story and this year was no different.

Wine-focused content was integrated across Travel Oregon's marketing ecosystem during this period, appearing in Always On Native and Social campaigns and OTA placements (Expedia) to reach travelers at key planning moments. Travel Oregon spent \$150,000 on native and social ads through Always On campaigns and drove a total of 44M+ total wine ad impressions and nearly 135,000 clicks to wine content on TravelOregon.com.

The partnership extended to editorial storytelling on TravelOregon.com and through content collaborations like Here Is Oregon, positioning the state's wine regions as a core travel motivator. This multi-channel approach also included Travel Oregon's owned channels, ensuring consistent visibility for wine tourism throughout the traveler journey.



Primary Strategy: Create Targeted Promotions on Visitor Passions/Trends

Travel Oregon Printed Visitor Guide Research Project

Travel Oregon recently completed a comprehensive in-house research study to better understand the value and effectiveness of the printed Travel Oregon Visitor Guide. Led jointly by the Strategy, Research & Analytics and Brand Stewardship teams, the project was designed to identify who uses the Guide, how travelers use it throughout the trip-planning process, which types of content are most valuable, how the Guide influences travel decisions and visitor behavior, and opportunities to strengthen future editions. Findings will help inform development of the 2027-28 Visitor Guide and provide Oregon's tourism industry with current information into the role and value of printed visitor guides.

The research consisted of two complementary studies. The first surveyed Travel Oregon Visitor Guide requesters to examine guide usage, content preferences, trip characteristics, visitor spending and reported influence on travel decisions. The second was a national study conducted through Travel Oregon's MMGY research partnership that compared Oregon visitors who used printed visitor guides with those who did not, providing an estimate of the incremental visitor spending associated with the Guide. Together, the studies demonstrate that the printed Visitor Guide continues to serve as both an inspirational and practical trip-planning resource, helping travelers discover Oregon destinations and experiences, plan itineraries and make decisions while traveling.

Key Findings

- The printed Visitor Guide generates measurable economic value. Using data obtained through MMGY's Portrait of American Traveler sponsor questions, we were able to estimate that Oregon visitors who use the Travel Oregon Visitor Guide spend approximately \$127.49 more per trip. Every guide distributed correlates to \$76.50 in additional spending.
- Travel Oregon Visitor Guide users spend more while visiting Oregon. MMGY found that travelers who used one of Travel Oregon's printed visitor guides spent 27.8% more than Oregon visitors who did not use one.
- Longer stays contribute to the spending difference. In the MMGY study, printed visitor guide users stayed a median 2.92 nights in Oregon compared with 2.51 nights among non-guide users.
- The Visitor Guide reaches travelers who actively use it. More than 92% of surveyed Travel Oregon Visitor Guide requesters read or reviewed the Guide, demonstrating strong engagement with the publication. (*Visitor Guide User Survey*)
- The Guide influences what visitors do and where they travel within Oregon. Among surveyed travelers, 66% said the Guide helped them decide what to do in Oregon; 57% said it helped them select a destination within Oregon; and 69% used it as a resource while traveling. The influence was particularly strong among out-of-state visitors, 78% of whom said the Guide helped them decide what to do. (*Visitor Guide User Survey*)

Broadly applicable, does not map to one singular strategy

Updates to Communications partners, platforms and pages

RFP for Domestic Consumer Public Relations

Following a comprehensive RFP process, the communications team awarded the domestic consumer PR contract to [TURNER Public Relations](#). With headquarters in New York, Denver and hubs nationwide, TURNER was selected for its strategic creativity, insights-driven approach and extensive reach. As part of [The Shipyard](#), the agency leverages nearly 30 years of storytelling expertise, acting as an earned-first PR and social media powerhouse that combines boutique agility with full-service capabilities. Their expertise in destination marketing is highlighted by their work with major tourism clients like Tourism Australia, Travel Wisconsin and Visit Houston, in addition to an established local footprint representing iconic Oregon brands like Leatherman, Hydro Flask, and Riverhouse Lodge in Bend. TURNER will be supporting our domestic earned media efforts by assisting our communications team in editorial planning, media pitching and strategic in-market media activations.

Public Relations Platform

The communications team invested in [Muck Rack](#), a comprehensive public relations and media management software platform. This investment will significantly enhance the team's ability to strategically target and pitch media, monitor Oregon tourism coverage, and better coordinate earned media efforts with partners statewide. Through a Menu of Investment Opportunity, nine industry partners signed on to utilize the new platform including Travel Southern Oregon, Willamette Valley Visitors Association, Visit Central Oregon, Oregon Coast Visitors Association, Experience Mt. Hood and the Gorge, Eastern Oregon Visitors Association, Visit Grants Pass, Explore Tualatin Valley and Jacksonville Chamber of Commerce.

Media Center Refresh

In mid-May, the communications team launched a refresh of the [Media Center](#) (formerly the Newsroom) to improve its interface and optimize navigation. To better serve our core audiences, the site now categorizes resources for media and industry partners. Users can access resources and tools, including Story Ideas & Inspiration, Video and Image Library, Earned Media Coverage, Research, Industry Q&As, and interactive request forms. Moving forward, the team will implement quarterly updates to ensure it remains relevant and user-friendly.

Broadly applicable, does not map to one singular strategy

Earned Media Reports

Year-End Results 2025-26

The communications team published the year-end media report which provides an overview of earned media placements in the domestic and international consumer space as well as earned media focused on the industry. Year-end results garnered 904 domestic consumer and industry stories, including 477 stories with a Diversity, Equity, Inclusion or Accessibility (DEIA) focus for a total of more than 14.3 billion impressions. Internationally, we secured 884 stories with a total of more than 4.5 billion impressions. [Click here](#) to view all of the coverage reports from fiscal year 25–26.

Experience Indigenous Oregon Guide

In celebration of Travel Oregon's updated Indigenous Experience Guide, the communications team earned significant earned media coverage, including an [AM Extra segment](#) on KOIN News; an [interview segment featured on Roger's Road Trip](#) which was syndicated to stations across the nation; an article in [Warm Springs News](#); an interview on [KPTV at Chachalu Museum & Cultural Center](#) in Grand Ronde with a circulation of over 2 million views and over 106 press release pick-ups in outlets across the country with a circulation of well over 500 million.

Primary Strategy: Tell Authentic Stories About Oregon Cultures

Additional Strategy: Elevate Voices of Underserved Communities

Consumer Press Trips

Domestic

From June 8–13, the Travel Oregon communications team hosted six national journalists on the "[State of OR](#)" press trip. The itinerary was inspired by the campaign and showcased a contrasting range of experiences, including a new luxury lodging property in the high desert, outdoor adventures like ziplining, rafting, and jetboating on the Rogue River, a signature wine event, and a performance at the Oregon Shakespeare Festival. Two pieces of coverage have been published so far with more expected in the coming months.



International

From May to August 2026, Travel Oregon hosted press trips for five journalists representing publications from France, UK, Ireland and Australia. Hosted media will publish articles within the next 12-month period. Press trips spanned all seven Oregon regions and covered a variety of story themes aligned with Travel Oregon's key narrative pillars.

Carnet d'Ailleurs (France)

- Story focus: Ranching/cowboy culture, Native American heritage, ghost towns and remote, scenic landscapes
- Regions: Central, Eastern

Yvette Cook (United Kingdom), Freelancer, BBC Sky at Night, OutThere, The Independent

- Stories: 1) Oregon's dark sky experiences, 2) Women changing the game in Oregon's Willamette Valley, 3) Hip and trendy Portland
- Regions: Willamette Valley, Central Oregon, Portland Region



Australian Geographic Adventure (Australia)

- Story: Epic outdoor adventure by raft, bike and hike (feat. Oregon Timber Trail and Klamath River)
- Regions: Southern, Central, Mt. Hood/Gorge

Vert de Vin (France / International)

- Stories: 1) Method Oregon and Oregon's sparkling wine revolution 2) French influence on Oregon wine
- Region: Willamette Valley

Irish Daily Mail (Ireland)

- Story: 48-hour road trip along the Oregon Coast
- Region: Coast

Primary Strategy: Increase Demand by Engaging Diverse Audiences

Additional Strategies: Tell Authentic Stories about Oregon Cultures, Elevate Voices of Underserved Communities

Royal Horticultural Society Floral Show-Badminton, England

At the height of summer, Badminton Estate in the beautiful South Gloucestershire countryside of England played host to the world's largest annual horticultural show filled with inspiring displays, cutting-edge gardens and innovative landscape concepts. The Royal Horticultural Society has over 600,000 members and the show welcomes 150,000 visitors each year.

This year, Travel Oregon once again hired an award-winning garden designer and landscape architect to design and build a garden capturing the elements of Oregon's Willamette Valley featuring flowing water, fruit trees, lavender, herbs and wildflowers that are essential elements in pollinator habitat.

The show had a media day with over 200 journalists in attendance and was featured on BBC 2 Gardeners World which has an average of 2.5 million viewers. The Oregon Garden was featured by hosts Rachel and Adam for a 1.5-minute segment of the broadcast. Oregon hosted several journalists for a luncheon as well as travel trade partners in the garden during the show.



Primary Strategy: Increase Demand by Engaging Diverse Audiences

Sell Your Way Familiarization Tour, Canada

Travel Oregon participated in Air Canada's *Sell Your Way* program which features Canadian-based travel advisors being awarded points for selling Air Canada flights to partner destinations and completing Brand USA destination trainings from January 1-March 31, 2026. As part of the program, Travel Oregon hosted three of the top 12 qualifying advisors on a five-night familiarization tour showcasing the Columbia River Gorge, North Coast, Tualatin Valley and Portland.

The 2026 program delivered strong results, with 225 registered advisors, a 74.4% increase over 2025. Advisors completed 332 Brand USA destination training badges, and Air Canada flight sales to participating destinations totaled \$410,816.92, representing a 32.2% increase from the previous year.

Primary Strategy: Increase Demand by Engaging Diverse Audiences

Brand USA South Korea and Japan Sales Mission

Representatives from Global Sales recently attended the Brand USA Asia Mission meeting with members of the Japanese and Korean travel trade. The mission included 58 one-on-one appointments with pre-vetted online travel agencies (OTAs), tour operators, and wholesalers, along with presentations to more than 200 travel advisors, strengthening relationships and expanding awareness of Oregon as a premier destination. During the mission, Brand USA also recognized 13 outstanding individuals with its Global Ambassador Award. Among the honorees was Katsu Wanibe, who has been leading tours to Oregon for more than 30 years. Demonstrating his enduring commitment, he attended the awards dinner on the same day he returned from his latest Oregon tour.

Primary Strategy: Increase Demand by Engaging Diverse Audiences

OREGON DELIVERS REMARKABLE EXPERIENCES

Destination Boot Camp 2026

Travel Oregon hosted Destination Boot Camp May 13–15 in Eugene, bringing together more than 100 attendees from all seven regions. Participants included destination leaders, chamber directors, tribal partners, state agency colleagues, food systems and outdoor recreation leaders. The peer-to-peer learning model drove engagement across the state, and initial feedback has been overwhelmingly positive.

Sessions centered on destination stewardship interventions, DMO organization models, complex collaboration and deep dives into strategic positioning for Culinary, Outdoor Recreation, and Arts, Culture, and Heritage pillars. The expanded 1:1 appointments included customized technical assistance from Travel Oregon staff, statewide partners, and Ask an Expert consultants that gave each destination tailored guidance on their specific challenges.

This year, Destination Services created a scholarship process for members of underserved and/or under-resourced communities to attend Boot Camp. While registration was free for all participants, this process awarded 15 participants with lodging accommodations. This work was part of our 2025–27 action plan for the strategy: *Support Development of Experiences for Underserved*.



Primary Strategy: Expand Destination Management Engagement

Additional Strategies: Support Development of Experiences for Underserved Communities, Attract and Retain Tourism Workforce



Crisis Communications Wildfire Work Update

As leaders of Travel Oregon's Crisis Communication Task Force, the communications team continues to participate in twice weekly interagency meetings and status updates led by our partners at Oregon Department of Emergency Management (OEM). Travel Oregon signed onto a joint press release in July advising wildfire prevention and safety in what has been a historic wildfire season. The team also distributed interagency-aligned messaging and resources, including sharing a survey to assess the need for tourism recovery assistance in wildfire-impacted counties across the state. The team is also reporting back to regional partners and sharing best practices and messaging via the Crisis Communications Task Force Basecamp channel.

Primary Strategy: Assist Communities in Crisis

Additional Strategies: Sustain Natural Resources

Portland Tourism Recovery Update

Travel Oregon continues to align with the [Governor's Portland Central City Task Force](#) in support of the recovery and revitalization of Central Portland. The goals of this program are to increase visitor spending, overnight stays and foot traffic in Central Portland. Travel Oregon partners with six different place-based organizations throughout Central Portland via our 52-Week Strategy Program. Recent 52-Week Strategy sponsored events include [8 Seconds Rodeo](#), [Darcelle XV Plaza Grand Opening + Summer Concert Series](#), [Lloyd Live at the Docks Summer Series](#), and [PDX Live Concert Series](#). Additionally, we work closely with Portland partners like Travel Portland and Prosper Portland to identify and support multi-day signature events along Portland's waterfront. Some recent signature event sponsorships include, [Cinco de Mayo Fiesta](#), [The One Motorcycle Show](#) and [Waterfront Blues Festival](#).

Downtown visitor foot traffic has increased from pre-pandemic lows, according to a study published by Downtown Portland Clean and Safe, and has grown steadily since 2021, with multiple Saturdays in 2025 exceeding 2019 levels. Visitor spend data is mixed, with increases occurring through 2024. However, according to the [2025 Economic Impact report](#), spend has yet to recover to 2019 levels.

Primary Strategy: Assist Communities in Crisis

Additional Strategy: Increase Demand by Engaging Diverse Audiences

Food Systems & Culinary Sponsorship Program

On April 27, 2026, Travel Oregon began accepting requests for sponsorship of events that celebrate culinary tourism in Oregon and strengthen the local food systems that fuel it. Eligible events include consumer-facing events or activations that celebrate and elevate local food, beverage, seafood or agricultural commodities; industry/business to business events or activations that connect local producers to chefs and buyers from tourism businesses; and industry events that provide training or education for agritourism operators. Requests for funding are evaluated on a rolling basis until programmed funds of \$145,000 are fully expended, with priority given to applicants who demonstrate how the event:

- delivers a remarkable experience
- is respectful of the natural environment
- could result in an increase in foot traffic, overnight lodging stays, and/or attendee travel of 50+ miles
- supports tourism in Portland, Oregon
- elevates voices of underserved communities

As of August 21, \$113,499 has been awarded to 30 events taking place across six regions and 13 months with consumer events capturing the essence of Oregon's seasonality and specialty culinary offerings, as well as industry events driving business connections and education across and within sectors.

Primary Strategy: Reduce High Visitation Pressures via Niche Product Investment

Additional Strategy: Tell Authentic Stories about Oregon Cultures

Method Oregon Support

Three departments from Travel Oregon supported [Method Oregon](#), a key industry wine event and initiative, by providing a Culinary Sponsorship in addition to financial support from the communications and brand stewardship teams. This strategic investment supported the attendance of more than 45 journalists and influencers, including a journalist with the French/English wine publication Vert de Vin and Ray Isle, Wine Editor for *Food & Wine*.

Primary Strategy: Reduce High Visitation Pressures via Niche Product Investment

Additional Strategy: Tell Authentic Stories about Oregon Cultures

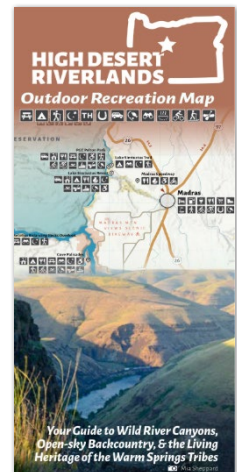
Outdoor Recreation Maps

The 12th Oregon Outdoor Recreation Map highlights Oregon's High Desert Riverlands and became available at state welcome centers, hotels and attractions this summer. The map features trails, river access, bikepacking routes, camping and day-use areas of Central Oregon's Wasco and Jefferson Counties. Perfect for travelers who want rugged wilderness escapes or relaxed river days, this map suggest off-the-beaten-path experiences, safety tips and route ideas to help you make the most of Central Oregon's Riverlands.

State Welcome Center staff report that these maps have become critical resources for visitors, given the strong interest in Oregon's recreational assets. Visitor demand for materials like these has grown as other agencies eliminate printed outdoor recreation publications.

Primary Strategy: Reduce High Visitation Pressures via Niche Product Investment

Additional Strategy: Improve Visitor Behavior



Tear-Off Maps for Visitors: Small Format, Big Impact

Travel Oregon's tear-off map series continues to expand as a practical, highly-used tool for visitors discovering curated experiences. These 11"x17", double-sided maps, available in tear-off pad format and digitally online, were created in direct response to frontline staff requesting tangible resources for visitors and offer a compact alternative to a full guide. A new addition is in progress, alongside an established title that continues to perform well:

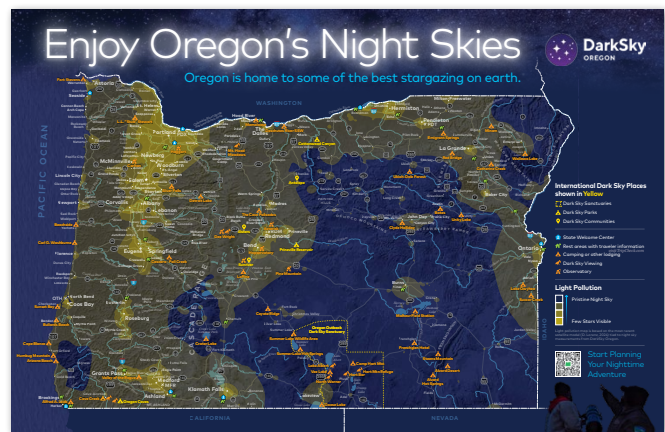
Experience Indigenous Oregon

The 7th and latest edition of the tear-off map series, Experience Indigenous Oregon, was developed in close partnership with the Tribal Tourism group, ensuring the map reflects Tribal communities' own perspectives, priorities and needs in addition to visitor interest. The 20,000-copy initial print run will be distributed through Welcome Centers, with a digital version on TravelOregon.com. The goal is to elevate awareness of the experiences tribal communities offer and guide visitors to experience them respectfully.



Dark Sky

The Dark Sky Map continues to be distributed at Welcome Centers and other visitor-facing locations near dark sky areas, with a digital version available for partner websites. Since its release, more than 11,000 copies have been distributed. Dark sky tourism involves concepts such as light pollution, viewing conditions and seasonal visibility. Those concepts can be hard to explain in a brief conversation, but the map conveys them visually in an easy-to-decipher format.



Welcome Center staff report strong visitor interest: "These maps pique curiosity. Very few visitors have heard of dark sky tourism before, and even residents are amazed by the international recognition the state has received."

Primary Strategy: Reduce High Visitation Pressures via Niche Product Investment

Additional Strategies: Elevate Voices of Underserved Communities, Improve Visitor Behavior

Brookings Welcome Center Welcomes Student Interns

The Travel Oregon Brookings Welcome Center hired two student interns for the season through Southwestern Oregon Community College's Curry Campus. The interns are participating through a Cooperative Work Experience (CWE) program that allows students to earn academic credit while gaining hands-on, real-world experience in their field of study. This partnership reflects Travel Oregon's ongoing commitment to utilizing partnerships to advance educational and career opportunities that develop, attract and retain Oregon's tourism workforce.

Primary Strategy: Attract and Retain Tourism Workforce

Why Guides 2025–2026 Programming

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. Programming targets both guide and business development goals and is responsive to the needs surfaced by the guiding community in an annual program survey. The 2025 survey indicated that Oregon 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. Over the course of the fiscal year, over 70 businesses participated in the following programming in response to these needs:

- 16 scholarships provided for guides to attend the 2026 Oregon Outdoor Recreation Summit (\$528 value per scholarship)
- 13 scholarships provided for guides to participate in a 4-part Tribal Learning Series delivered by Allyship in Action and Supah Consulting (\$590 value per scholarship)
- 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 Governor's Conference on Tourism (\$850 value per scholarship)
- 24 businesses selected to participate in a 12-week Business Accelerator pilot program (\$1086 value per business)

- 26 guides attended sponsored First Aid & CPR trainings in Portland (\$60 value per attendee)
- 18 business attended a business engagement event for culinary and craft beverage tour operators to foster connectivity between businesses and with DMOs and industry associations

Primary Strategy: Bolster Regenerative Tourism

Additional Strategies: Support Development of Experiences for Underserved Communities, Attract and Retain Tourism Workforce

OREGON IS STRIVING TO BE A PLACE OF EQUITY

Ask an Expert: Digital Accessibility Webinars

In December 2025, the Regional Based Services team launched the [Ask an Expert: Digital Accessibility Consultation](#) program with contractor and Experience Design & Accessibility Specialist, Jen Macias De La Parra, 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. We have hosted three quarterly webinar series to date (with one upcoming) to help prepare the industry for WCAG compliance and beyond. All webinar recordings and materials can be found on the industry site [Accessible Websites for Tourism - Travel Oregon](#).

The June 25 Authoring Accessible Documents webinar covered:

- Structuring your documents so accessibility is built in, not added later
- Microsoft Word formatting that creates the foundation PDFs inherit
- Exporting accessible PDFs and what to check before publishing
- How to decide when alt text is needed and how to write it well
- Participants registered: 47
- Participants attended: 32

The August 6 Making Your Accessibility Work Visible: A Guide to Accessibility Statements webinar covered:

- An accessibility statement is public facing language that communicates an organization's commitment to accessibility (both physical and digital). It sets clear expectations for visitors, demonstrates transparency about known barriers, and provides a path forward when someone encounters an issue.
- Participants registered: 26
- Participants attended: 18

The September 3 Before You Hit Publish: Accessibility for Marketing and Design Teams webinar covered:

- Why accessibility decisions made at the design and campaign development stage matter as much as technical fixes
- Common issues in marketing and social content, and practical ways to address them
- Common issues in visual design, and what to check before publishing

- The difference between visual design and user experience, and what to ask when hiring or contracting someone to improve your site's usability
- Why accessibility overlays and widgets don't solve problems that start at the design stage
- We will provide participant data in the next SPFR

Industry partners, business owners and Travel Oregon staff have attended these webinars as they navigate the digital accessibility landscape and movement towards the WCAG 2.1 compliance deadline in 2027. The recordings, presentations and other resources are available on the [Travel Oregon industry website](#).

Primary Strategy: Support Development of Experiences for Underserved Communities

Accessible Adventures with Jeremy Diguier and Thomas Maillard

This summer, French firefighter and endurance athlete Jeremy Diguier, alongside his lifelong friend Thomas Maillard brought an inspiring story of resilience and inclusion to Oregon. Through their initiative, [Iron'Pinpon](#), the duo competes in endurance events, including IRONMAN races, proving that sport has the power to transcend physical and cognitive barriers. Following their participation in the IRONMAN 70.3 in Salem, Jeremy, Thomas, and a delegation of 19 family members, friends and supporters embarked on an accessible road trip across Oregon, showcasing the state's breathtaking landscapes and its leadership in inclusive tourism. Throughout the journey, they created compelling photo and video content while sharing their experiences with more than 30,000 engaged followers across social media, supported by extensive French media coverage, Travel Oregon France's trade and press outreach, and tour operator Evasion Forever Voyages. Together, this collaboration inspired future travelers by demonstrating that Oregon is a destination where adventure is accessible to everyone.

Primary Strategy: Increase Demand by Engaging Diverse Audiences
Additional Strategy: Elevate Voices of Underserved Communities



1859 Magazine Indigenous Guide Insert

In July, Travel Oregon collaborated with Statehood Media to repurpose content from the recently updated 'Experience Indigenous Oregon' travel guide for a booklet insert in the August/September issue of '1859 Magazine'. This collaboration leverages the magazine's reach in hotels and newsstands to deliver curated content introducing travelers to each of the nine federally recognized Tribes of Oregon. The 12-page insert includes an overview of Native tourism experiences available in Oregon as well as information on respectful visitation and a QR code to order the full guide. Each Tribe has a one-page breakout of their history and visitor experiences they offer, and the insert features a map for trip planning. While compact, the insert is packed with useful content about the nine federally recognized Tribes of Oregon.

Primary Strategy: Elevate Voices of Underserved Communities
Additional Strategy: Increase Demand by Engaging Diverse Audiences

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. Continuing our work with State Sustainability Officer Zechariah Heck and Department of Administrative Services (DAS) colleague Steve Markham, the Climate Action Team is currently administering an agency-wide employee travel survey and collecting data on purchased goods. The survey results and purchasing data will feed a carbon emissions measuring tool that will enable us to create an internal-facing carbon emissions footprint for calendar year 2025. We intend to have the footprint completed by September 30, 2026, and then will work with DAS and the Oregon Sustainability Board to explore tactics for managing agency greenhouse gas emissions.

Primary Strategy: Implement a Tourism Climate Action Plan

REQUIRED TO OPERATE

Web Content Accessibility Guidelines Update

As stated in previous reports, the U.S. Department of Justice issued a rule last year that compels state and local governments' web content to meet Web Content Accessibility Guidelines at (WCAG) Version 2.1, Level AA. The initial deadline of April 2026 was extended to April 2027 and Team Integrated has been collaborating with internal stakeholders and our development partners to review the consumer and industry websites by both manual and automated methods and worked to remediate any issues. We have also hosted our first accessibility office hours and are working toward a Nov. 1 deadline for all PDFs on the site to be accessible.

Oregon Wine Country License Plates Tourism Promotion Distribution Program

Travel Oregon administers this funding program in support of wine and culinary tourism promotion led by designated Regional Tourism Agencies. Funding for the program originates from a portion of sales of the Oregon Wine Country license plates. Funding amounts are calculated based on the amount of acreage each designated region uses for wine grape production. Proposals outlining the use of funds are due by mid-September with funds to be released in October. See the eight designated wine regions and corresponding [Regional Tourism Agencies here](#).

Travel Oregon's Stewardship Investments team will provide a detailed update on this program at the December Commission meeting.

Competitive Grant Program Project Highlights

The 65 Competitive Grant projects awarded funding in June of 2025 must have their projects completed by November of this year. One project that has been completed was a \$145,000 award to Kah-Nee-Ta to fund the placement of a distinctive Teepee to welcome guests to the reimagined Kah-Nee-Tah Hot Springs Resort, a cultural collaboration with the Confederated Tribes of Warm Springs and the Resorts of the Cascades. Travel Oregon team members were in attendance at this celebrated grand opening.



The Oregon Coast Visitors Association provided an exciting update surrounding its 2023 Competitive Grant award of \$100,000 to produce compelling video content highlighting the often-overlooked intersection of sustainable tourism and accessibility. Since this project's completion, the "Accessible, Inclusive Travel on the Oregon Coast" video was named the Grand Prize Winner of the 2025

TravelAbility Film Festival and is currently featured as Episode 1 in United Airlines' TravelAbility Film Festival collection. It will air for the next six months as part of United Airlines inflight entertainment system. The film shares powerful personal stories from Oregonians and accessibility advocates whose lives have been transformed by increased access to the coast.



RCTP FY 26-27 Plans Submitted & RCTP FY 25-26 Quarter 3 Financials

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 FY2025-2027. We track RCTP funds through two dashboard systems (internal and external).

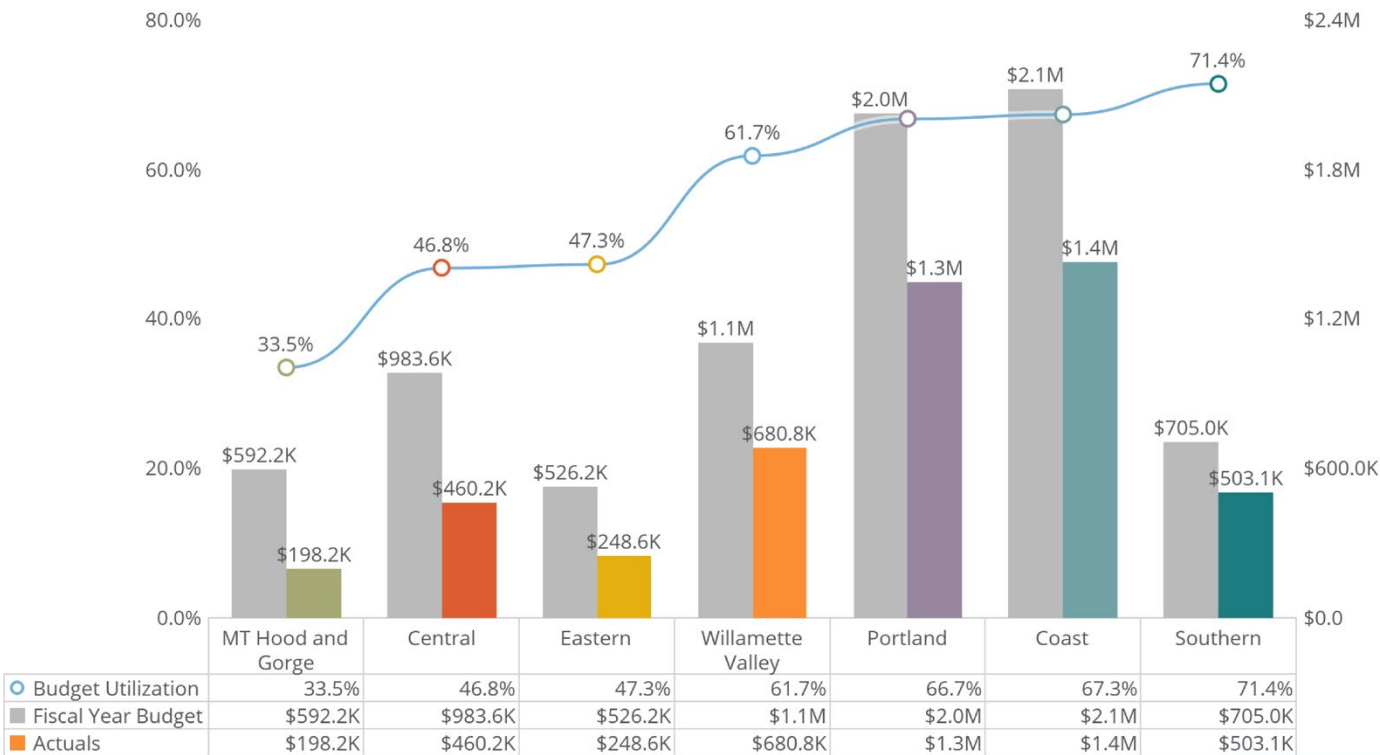
RDMOs are currently in FY2025-2027; they are working to close out Q4 budgets for FY2025-2026 by the end of Fall. Their plans for FY2026-2027 were submitted and approved on June 30, 2026 and are now newly available on the [RCTP dashboard](#).

Below is a snapshot from the internal RCTP Dashboard depicting year to date RDMO expenditures through Q3 of FY2025-2026 (July 1, 2025 – March 31, 2026). Dashboards allow the team to track and input quarterly year to date spend and share RCTP plans with the tourism industry.

Budget vs Actuals Comparison by Region: 25/26 YTD

Line % provides Budget Utilization

The following controls & filters were applied: Fiscal Year contains 25/26.



DASHBOARDS

RCTP Dashboard

For a comprehensive overview of RDMO investments for the current fiscal year, view the [RCTP dashboard](#).

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.

APPENDIX

Oregon Tourism Commission Profit & Loss Budget vs. Actual (Summary) July 2025 through June 2026

9:02 AM
08/25/2026
Accrual Basis

	Jul '25 - Jun 26	Budget	\$ Over Budget	% of Budget
Income				
08000 · Transient Lodging Tax Income	42,713,937.92	42,800,000.00	-86,062.08	99.8%
0905 · Lodging Tax from prior period	672,670.00	672,669.50	0.50	100.0%
1105 · Interest Income	609,267.55	550,000.00	59,267.55	110.78%
1106 · Misc Revenue	24,392.06	0.00	24,392.06	100.0%
1115-55 · Conference Revenue	226,775.00	220,000.00	6,775.00	103.08%
1118 · Welcome Center Brochure Program	75,600.39	60,000.00	15,600.39	126.0%
1120 · Grant Income	0.00	152,000.00	-152,000.00	0.0%
1130-0 · Beginning Balance - Programs	5,557,934.61	5,557,934.61	0.00	100.0%
1130-1 · Beginning Fund Balance - RCTP	7,531,861.00	7,531,861.00	0.00	100.0%
1130-2 · Beginning Fund Balance - Grants	7,305,504.24	7,305,504.24	0.00	100.0%
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	1,657,466.85	1,612,540.28	44,926.57	102.79%
Total Income	66,827,052.62	66,914,152.63	-87,100.01	99.87%
Gross Profit	66,827,052.62	66,914,152.63	-87,100.01	99.87%
Expense				
0.0000 · ADMINISTRATION/OPERATIONS	1,434,460.24	2,954,611.18	-1,520,150.94	48.55%
0.0001 · ADMIN/OPERATIONS PAYROLL	3,892,533.42	4,014,000.00	-121,466.58	96.97%
0.5800 · FUTURE PROGRAM & RESERVE FUNDS	11,072,710.46	11,448,531.88	-375,821.42	96.72%
1.5000 · WINE COUNTRY PLATE PROGRAM	756,247.38	1,612,540.28	-856,292.90	46.9%
11.0000 · RCTP - PROGRAM ADMINISTRATION	645,548.21	852,000.00	-206,451.79	75.77%
11.0001 · RCTP - REGIONAL DISTRIBUTION	7,531,861.00	7,531,861.00	0.00	100.0%
12.0000 · OTHER REGIONAL FUNDING	329,899.00	329,899.00	0.00	100.0%
2.0000 · GLOBAL MARKETING ADVERTISING	9,679,164.25	9,506,463.00	172,701.25	101.82%
2.0001 · GLOBAL MARKETING PAYROLL	3,563,058.98	3,855,500.00	-292,441.02	92.42%
2.5000 · PROMOTIONS & SPONSORSHIPS	142,569.93	185,000.00	-42,430.07	77.07%
3.0000 · GLOBAL SALES MARKETING	1,811,671.89	1,865,000.00	-53,328.11	97.14%
3.6000 · GRANTS - ADMINISTRATION	519,555.13	706,800.00	-187,244.87	73.51%
3.6001 · COMPETITIVE GRANTS - DISBURSED	2,646,577.03	7,007,949.17	-4,361,372.14	37.77%
3.7000 · GRANTS & AWARDS - OTHER	0.00	279,563.00	-279,563.00	0.0%
4.0000 · INSIGHTS & IMPACT	76,586.71	135,430.40	-58,843.69	56.55%
4.001 · INSIGHTS & IMPACT PAYROLL	2,975,671.51	3,004,440.60	-28,769.09	99.04%
4.5000 · INDUSTRY STRATEGY/ DEVELOPMENT	623,911.68	831,500.00	-207,588.32	75.03%
5.0000 · PRODUCT & BUSINESS DEVELOPMENT	12,411.82			
5.4000 · INDUSTRY RELATIONS	941,365.33	1,092,500.00	-151,134.67	86.17%
5.5000 · GOVERNOR'S/RURAL CONFERENCE	801,543.96	800,000.00	1,543.96	100.19%
6.1000 · WELCOME CENTERS	760,735.24	1,453,033.88	-692,298.64	52.36%
6.5000 · DESTINATION DEVELOPMENT	1,036,306.98	943,779.00	92,527.98	109.8%
6.5001 · DESTINATION DEVELOPMENT PAYROLL	1,632,304.08	1,397,738.00	234,566.08	116.78%
6.6000 · DESTINATION STEWARDSHIP	168,869.11	606,899.56	-438,030.45	27.83%
7.0000 · FULFILLMENT PROGRAM	811,775.48	768,000.00	43,775.48	105.7%
8.0000 · PUBLICATIONS	579,089.45	655,000.00	-75,910.55	88.41%
8.5000 · WEBSITE	902,954.92	885,000.00	17,954.92	102.03%
9.0000 · COMMUNICATIONS	533,417.48	595,000.00	-61,582.52	89.65%
Total Expense	55,882,800.67	65,318,039.95	-9,435,239.28	85.56%
Net Income	10,944,251.95	1,596,112.68	9,348,139.27	685.68%

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 June 30, 2026

9:23 AM
08/25/2026
Accrual Basis
Jun 30, 26

ASSETS	
Current Assets	
Checking/Savings	
10000 · Unrestricted Cash	29,867,776.45
10002 · Restricted Cash	
10015 · Wine Country Plates (1773)	1,013,432.14
Total 10002 · Restricted Cash	1,013,432.14
Total Checking/Savings	30,881,208.59
Accounts Receivable	1,281,495.73
Other Current Assets	66,829.80
Total Current Assets	32,229,534.12
Fixed Assets	517,739.42
Other Assets	32,982.43
TOTAL ASSETS	32,780,255.97
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	2,045,369.87
Credit Cards	72,532.24
Other Current Liabilities	
2050 · Payroll Liabilities	12,065.15
2506 · Current Portion Lease Liability	177,403.14
2507 · Accrued Interest	444.94
2600 · Compensated Absences	1,230,330.03
Total Other Current Liabilities	1,420,243.26
Total Current Liabilities	3,538,145.37
Long Term Liabilities	10,198.49
Total Liabilities	3,548,343.86
Equity	
2900 · Retained Earnings	-10,944,251.95
2901 · Net Assets	
2811 · Accrued Reserved Balance*	2,357,551.50
29011 · Invested in capital assets	325,938.34
2903 · Restricted	901,219.47
2904 · Unrestricted	3,495,606.36
2905 · Designated Funds	
2895 · Regional Programs Funding	8,255,317.98
2896 · Grants Funding	11,760,581.56
2897 · Operating Reserve Fund	2,135,696.90
Total 2905 · Designated Funds	22,151,596.44
Total 2901 · Net Assets	29,231,912.11
Net Income	10,944,251.95
Total Equity	29,231,912.11
TOTAL LIABILITIES & EQUITY	32,780,255.97

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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