

STRATEGIC PLAN PROGRESS REPORT

SEPTEMBER 2024

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 and 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 2023–25 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 2023–25 Strategic Plan since the Commission's last meeting.



MESSAGE FROM CEO



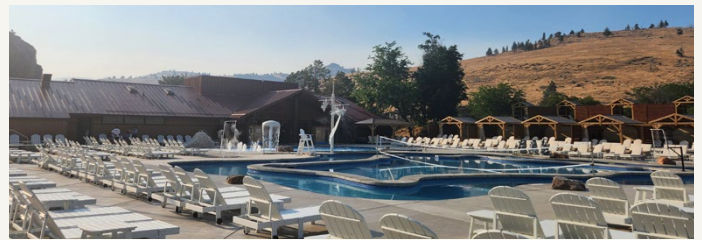
Dear Commissioners,

As we step into September, we are reminded of Oregon's bounty and natural beauty: wine grapes are harvested, the leaves begin to change, and apples and pears abound. But it's also a time for us as Travel Oregon staff to reflect on the last fiscal year and begin to assess our work for the next biennium.

With the 10-Year Strategic Vision as our guide, staff will dive into deeper conversations to identify continuing as well as new strategic focuses. Thank you for working alongside us to ensure our work aligns with the vision the Commission has put in place:

- Oregon's tourism economy is flourishing
- Oregon is striving to be a place of equity
- Oregon delivers remarkable experiences
- Oregon respects its natural environment

Gathering in Madras this month grants us the opportunity to return to a beloved place in Oregon: Kah-Nee-Ta Hot Springs Resort. I hope you're just as excited as I am to experience the revamped resort on the banks of the Warm Springs River and the ancestral lands of the Confederated Tribes of the Warm Springs. It shall be a joyous return!



Warm regards,

Todd Davidson, CEO

OREGON TOURISM COMMISSION



Chair
Lucinda DiNovo



Vice Chair
Greg Willitts



David Gremmels



Travis Hill



Harish Patel



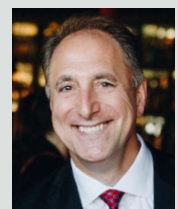
David Penilton



Jenifer Roe



Erin Stephenson



Scott Youngblood

OREGON TOURISM COMMISSION BRIEFING

Sept. 24, 2024
Inn at Cross Keys Station
66 NW Cedar Street
Madras, OR 97741

We intend to live stream this meeting using hotspots but interruptions are possible. We encourage you to submit [comments](#) in writing in advance of the meeting should you choose to. The meeting will be recorded, and that recording will be posted on our [YouTube channel](#).

12:00 p.m.	Welcome and Introductions	Chair DiNovo
12:10 p.m.	Target Audience Update	Michael Sturdevant
12:30 p.m.	Marketing Campaign Update	Katy Clair, Wade McCarthy
12:55 p.m.	Mt. Hood and Columbia River Gorge RCTP and Oregon Wine Country License Plate Tourism Promotion Program RFP committee designation recommendation	Harry Dalgaard
1:05 p.m.	Strategic Vision KPIs	Bryan Mullaney
2:00 p.m.	Adjourn	Chair DiNovo

OREGON TOURISM COMMISSION EXECUTIVE SESSION

Sept. 24, 2024
Inn at Cross Keys Station
66 NW Cedar Street
Madras, OR 97741

In accordance with ORS 192.660(2)(i) – The Commission will meet to review and evaluate the employment-related performance of the chief executive officer of any public body, a public officer, employee or staff member who does not request an open hearing.

****This will be a closed Executive Session.**

2:00 p.m.	Annual CEO Review	Chair DiNovo
5:00 p.m.	Adjourn	Chair DiNovo

If you have any questions or comments related to the meeting proceedings or presentations, please email us at industry@traveloregon.com and indicate "September 2024 –Tourism Commission Meeting" in the subject line.

OREGON TOURISM COMMISSION MEETING

September 25, 2024

Inn at Cross Keys Station

66 NW Cedar Street

Madras, OR 97741

We intend to live stream this meeting using hotspots but interruptions are possible. We encourage you to submit [comments](#) in writing in advance of the meeting should you choose to. The meeting will be recorded, and that recording will be posted on our [YouTube channel](#).

9:00 a.m.	Welcome and Introductions	Chair DiNovo
9:10 a.m.	Chair Remarks	Chair DiNovo
9:15 a.m.	Local Welcome	Scott Larson, Debbie Taylor
9:30 a.m.	Stakeholders, Partners and Public Statements <i>*This is an opportunity for written or in-person general statements or updates to Commission</i>	Chair DiNovo
9:40 a.m.	Commission Business Review of Commission Packets	Chair DiNovo
9:50 a.m.	Commission Action Approval of Minutes Elections for Nominating Committee CEO Evaluation RFP Decision on RCTP and OWCLPTPP Mt. Hood & Columbia River Gorge Region	Chair DiNovo
10:10 a.m.	Sales Show Strategy & Royal Hampton Court Flower Show	Greg Eckhart, Lorna Davis
10:30 a.m.	BREAK	
10:40 a.m.	Why Guides Program Update & Survey Results	Scott Bricker, Kate Baumgartner
11:00 a.m.	Central Oregon Destination Management Studio	Alexa Carey, Kristine McConnell, Peyton Black, Sasha Bosco
11:15 a.m.	Crisis Communications Plan Update and Regional Support	Julia Amato, Angie Galimanis
11:35 a.m.	Other Business	Chair DiNovo
12:00 p.m.	Adjourn	Chair DiNovo

If you have any questions or comments related to the meeting proceedings or presentations, please email us at industry@traveloregon.com and indicate "September 2024 –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 stakeholders and 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

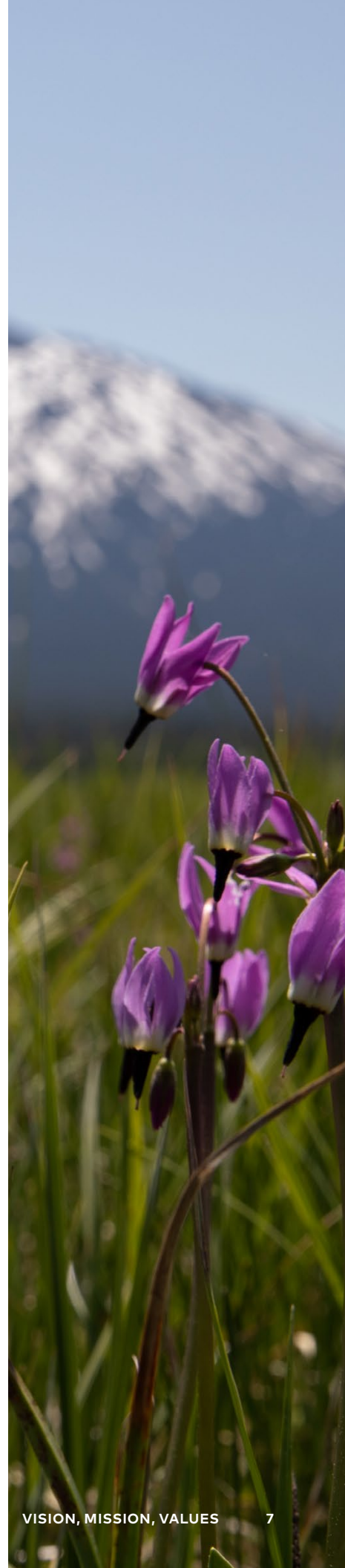
We lead through a lens of racial equity and commit to making systemic changes, so Oregon is a more equitable place to live and visit.

COMMUNITY

We honor the 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 — The Brand Stewardship department is all about our presence in the markets and building brand awareness. Merging our marketing and sales teams is a strategic opportunity to enhance our impact on a global scale.

Core Functions include:

- Advertising
- Branding
- Integrated Marketing
- Promotions
- Sales

Destination Stewardship — The functions of Destination Development, Grants and Regional Cooperative Tourism Program (RCTP) were combined into a single department called Destination Stewardship. These functions all have programs that are responsible for people, products and places that enrich visitor and resident experiences.

- Core Functions include:
- Destination Stewardship
 - Stewardship Investments
 - 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 will continue to support all areas of the organization through operations, finance, accounting, compliance and our people, culture and equity work. 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
- Human Resources Support

STRATEGIC PRIORITIES

Strategic Priorities

Over the last quarter, Travel Oregon greenlighted our 7th and 8th prioritized strategy Attract and Retain Tourism Workforce and Support the Development of Experiences for the Underserved. The team for Attract and Retain Tourism Workforce has reviewed the existing action plan milestones and optimized them for a FY24-25 focus. The team for Support the Development of Experiences for Underserved is currently in the planning phase of creating a streamlined action plan for the remainder of the fiscal year.

Here are the active prioritized strategies for the remainder of the fiscal year/biennium:

1. Advance the perception of tourism value
2. Integrate DEI agencywide
3. Assist communities in crisis
4. Elevate the voices of underserved communities
5. Attract and retain tourism workforce
6. Expand destination management engagement
7. Reduce high visitation pressures via niche product investment
8. Support the development of experiences for the underserved

Lastly, a team has been assembled to begin planning for the upcoming 2025-27 biennial plan. Part of that process will be selecting the prioritized strategies for the next biennium using staff input, industry partner survey data and Commission input. We will be reviewing preliminary results of the Industry Partner survey in the December 3 Commission briefing.



OPERATIONS / INTERNAL UPDATES

Staffing

We continue to implement our phased recruiting and onboarding plan to fulfill the agency's new organizational design. Since our last report, we have enjoyed welcoming new team members in the following roles:

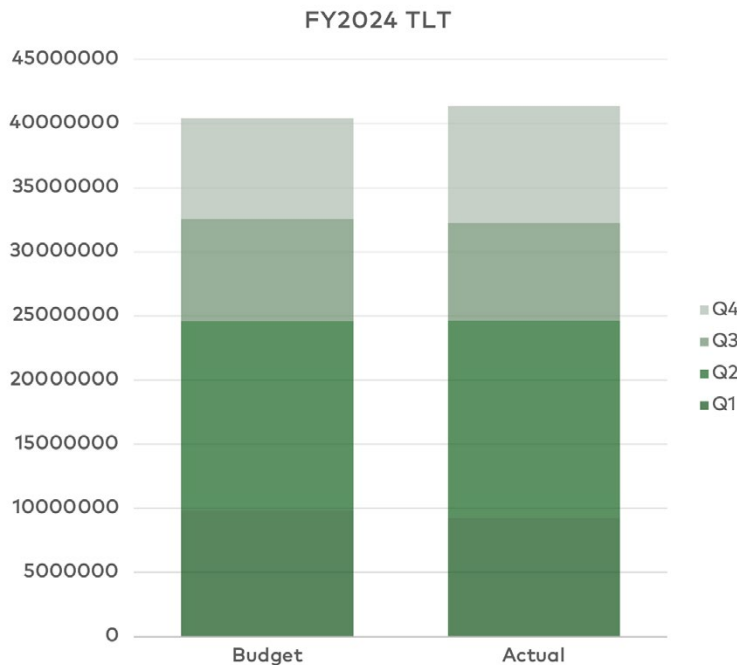
- Louna Agoro, Financial Analyst
- Lauren Thompson, Industry Relations Coordinator
- Kyle Donovan, Technology Manager (Interim)
- Gretchen Daguanno, Accounting Manager
- Carie Behe, Destination Marketing Manager
- Jessie Kirk, Products & Platforms Manager
- Dawn Smallman, Stewardship Investments Manager
- Deb Vaughn, Grants Manager
- Bruce Ross, Administration Coordinator
- Asako Hedges, Brand Service Coordinator

We anticipate filling the open roles and the roles currently filled by limited-duration team members and contractors. As recruitment continues, new job openings can be found on our [Career Opportunities](#) webpage



Revenue: FY2024

The Transient Lodging Tax (TLT) received for FY2024 was \$41.4M, 102.4% of the revised approved budget of \$40.4M. This exceeded the revised revenue forecast of \$40.5M by \$960,954. The excess, or unanticipated, revenue is allocated according to statute: 20% (\$192K) to the Regional Cooperative Tourism Program (RCTP), 10% (\$96K) to Competitive Grants, and 70% (\$672K) for agency programs. A plan for the use of the remaining \$672K will be brought forward later this fiscal year for Commission review and approval.



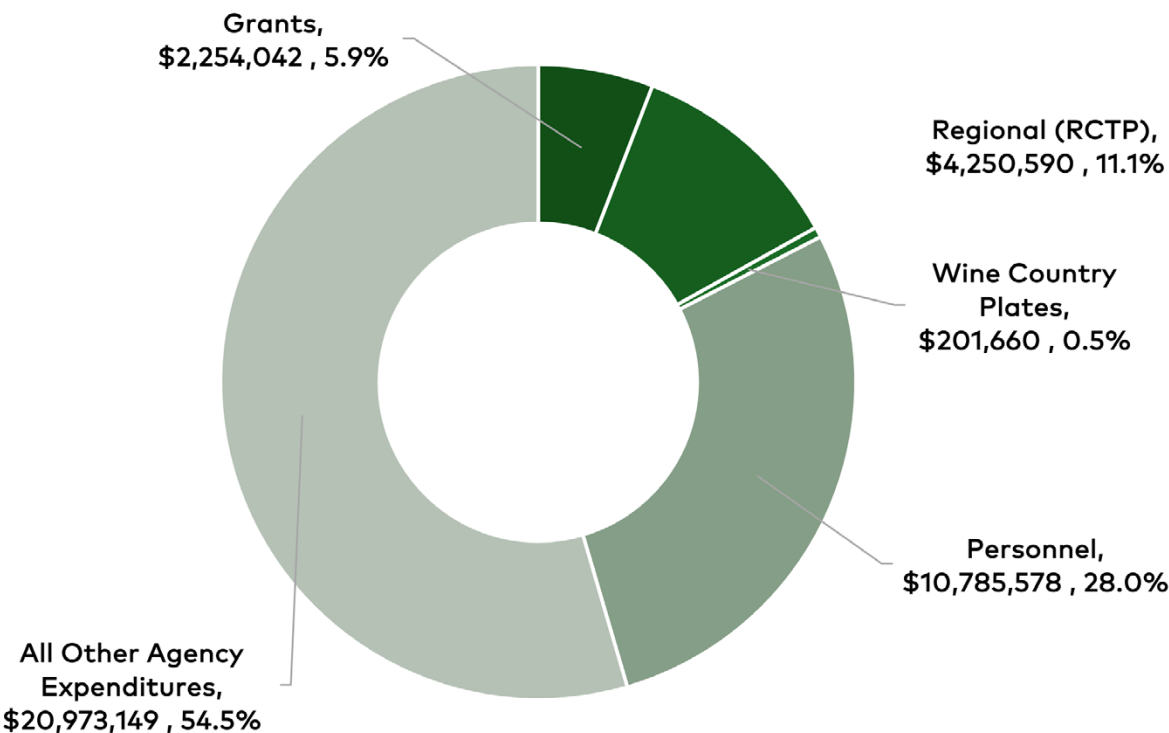
Compared to FY2023, FY2024 TLT increased 1.4%; comparison to other years is shown in the table below

FY TLT (\$M)	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
Actual	41.4	40.8	35.8	23.5	39.7	40.6
Budget	40.4	38.0	35.6	20.0	39.1	38.5
% FYTD budget	102.4%	103.7%	100.5%	117.4%	101.6%	105.3%
FYTD TLT (*adjusted for rate)	FY2024	FY2023	FY2022	FY2021*	FY2020*	FY2019*
Actual TLT, \$M	41.4	40.8	35.8	22.9	33.1	33.8
% change	–	1.4%	15.6%	80.3%	25.0%	22.3%

*Adjusted for rate change, 1.8% to 1.5% effective 7/1/2020

Expenditures and Distributions: FY2024

FY2024 expenditures and distributions totaled \$38.5M



Revenue: FY2025

Transient Lodging Tax (TLT) revenue this fiscal year to date is \$8.1M, up 4.9% from the previous fiscal year, and 3.6% from FY2023.

Comparison to prior periods:

FYTD TLT (\$M)	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019
Actual	8.1	7.7	7.8	5.0	2.0	7.6	6.6
Budget	40.4	38.0	40.8	35.6	20.0	39.1	38.5
% FYTD budget	19.9%	20.2%	19.1%	14.0%	10.1%	19.4%	17.2%
FYTD TLT (*adjusted for rate)	FY2025	FY2024	FY2023	FY2022	FY2021*	FY2020*	FY2019*
Actual, \$M	8.1	7.7	7.8	5.0	1.7	6.3	5.5
% change	–	4.9%	3.6%	61.7%	378.6%	27.5%	46.1%

*Adjusted for rate change, 1.8% to 1.5% effective 7/1/2020

Financial reports — see appendix

Travel Oregon with Travel Oregon – Spring 2024

To continue to build brand awareness and equity with the 'Travel Oregon with Travel Oregon' platform, we ran our spring campaign pulse from March 25 to June 30 with the following parameters:

- **Timing:** March 25 – June 30
- **Budget:** \$2,303,645
- **Target:** Immersive Guest
- **Markets:** **Primary:** Oregon, Seattle, Spokane, Los Angeles, San Francisco, San Diego, Boise
Opportunity: Chicago, Vancouver, B.C., Dallas, Houston, Phoenix
- **Tactics:** Online video; Audio; Digital Video; Online Travel Agency; Social Media; Search; Display

Key results:

- Over 1,100,000 sessions to TravelOregon.com
 - In Web traffic generated from the campaign contributed to record-breaking website sessions during all three months of the campaign. Year-over-year website traffic was up 24%, representing an additional 449,092 sessions.
- Awareness and consideration were up year over year (YOY) with new user traffic up 27.3% and engaged sessions up 23.6%
- Use of InstantForms on the Meta platform produced over 12,000 leads via visitor guides and e-newsletters signups
- Online Travel Agency partners had strong results:
 - Expedia delivered a Return on Advertising Spend (ROAS) of \$243.70:1 delivering over 156,000 room nights
 - Priceline delivered a ROAS of \$75:1 delivering over 32,000 room nights

Key learnings:

- We tried using a QR code on our 15 second ad on Hulu and saw increased site sessions of 7.9x over ad placements without a QR code. Moving forward we are prioritizing these placements.
- We continue to find the need for specific creative across tactical channels (i.e. for Native ad placements like Taboola we have had success with people focused creative vs scenic beauty; for TikTok six second assets are the strongest) and our team will continue to work with agency partners to customize deliverables to each platform.

Travel Oregon with Travel Oregon - Fall 2024

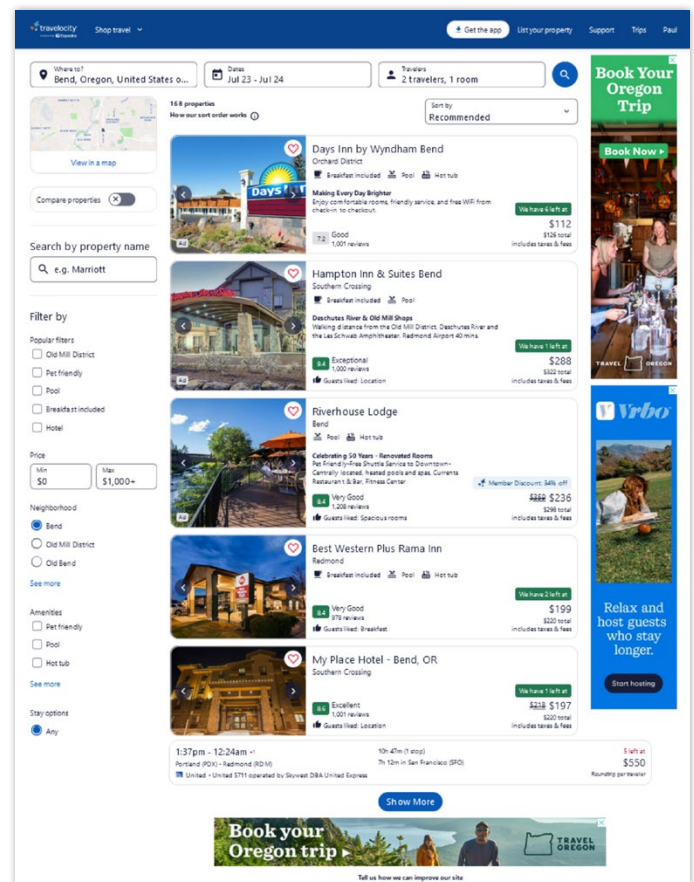
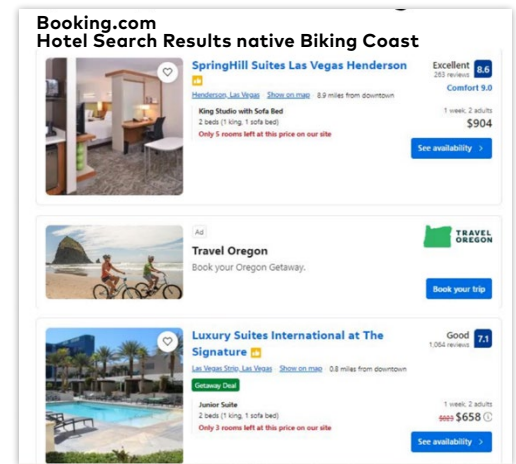
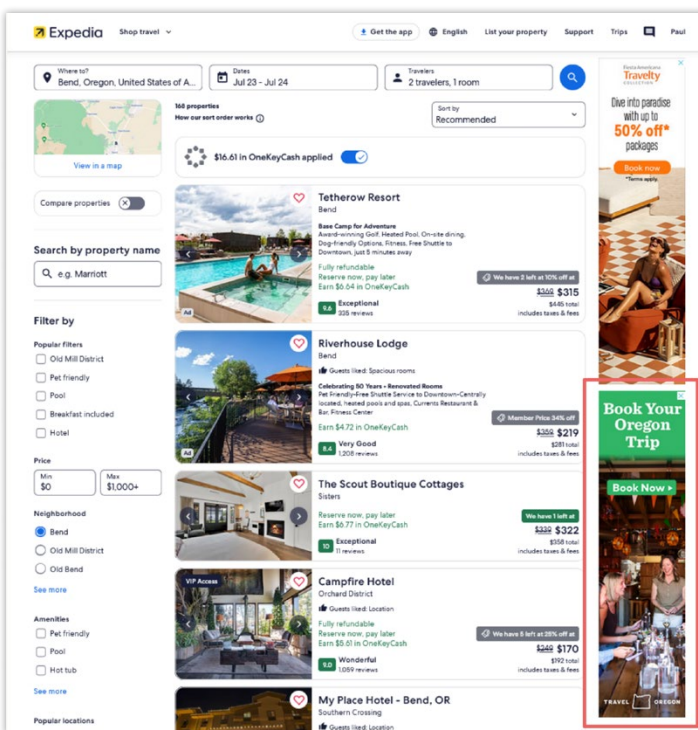
From September 12 to November 30, we will launch our next iteration of our 'Travel Oregon with Travel Oregon' campaign focused on reframing the narrative around Portland and driving overnight leisure visitation throughout the fall. Our media goals are to: drive awareness among all key markets; tell our story when Portland is top of mind (i.e. during a University of Oregon football game or targeting brand safe news outlets); and reignite Oregon's love for Portland. While our hero creative will initially focus on Portland, our content will have statewide representation within our creative produced by agency partners throughout the fiscal year.

- **Timing:** September 12 – November 30
- **Target:** Immersive Guest
 - Primary A25-64
 - Secondary BIPOC A25-64
- **Markets:** Oregon, Seattle, Spokane, Yakima, Boise, Chico-Redding, Eureka, Vancouver B.C., San Francisco, Sacramento, Phoenix, Reno, Denver, San Jose, Twin Falls, Billings, Las Vegas, Honolulu, San Diego, Fresno, Monterey-Salinas, and Los Angeles
- **Tactics:** Online video; Audio; Digital Video; Online Travel Agency; Social Media; Search; Display

We will be presenting creative and media information at the September Commission Meeting.

Evergreen Advertising Campaign

To enhance our advertising performance metrics — specifically website traffic and return on ad spend (ROAS) — we've introduced a continuous 'evergreen' campaign strategy to supplement our existing always-on platform, 'Travel Oregon with Travel Oregon' (TOwTO). This approach ensures our crucial partners within native (i.e. Taboola) and online travel agencies (OTAs, like Expedia and Priceline) remain active in the market year-round, rather than limiting their engagement to campaign periods. This evergreen campaign structure gives us a reliable baseline for performance, allowing us to predict results and make ongoing improvements across channels. We avoid disrupting the algorithm that powers the logic within each tactical partner and starting from scratch each time. Previously, with TOwTO's campaign pulses, media buys triggered algorithm resets. Maintaining continuous buys with our key partners eliminates this reset phase.



Our approach is:

- July 1, 2024 – June 30, 2025
- **Budget:** \$1,560,000
- **Target:** Immersive Guest
- **Markets:** Oregon, Seattle, Spokane, Yakima, Boise, Chico-Redding, Eureka, Vancouver B.C., San Francisco, Sacramento, Phoenix, Reno, Denver, San Jose, Twin Falls, Billings, Las Vegas, Honolulu, San Diego, Fresno, Monterey-Salinas, and Los Angeles
- **Channels:** Expedia, Priceline, and Taboola

Results to date:

- Traffic to traveloregon.com 7/1 - 8/14: 469,641 sessions

Brand USA Sales Mission, Canada Connect 2024

By volume, Canada is the #1 international market for Oregon. In May, Brand USA hosted its inaugural Canada Connect Sales Mission covering Toronto, Montreal, and Calgary. The event offered numerous business opportunities, including direct meetings with top tour operators, trade media, travel agents, and travel agent consortiums to promote Oregon. Meeting with Westworld Tours allowed time to finalize an itinerary started at IPW and answer questions about timed permits. The one-on-one meeting with AMA, Alberta Motor Association, created the opportunity to market Oregon August 1 – October 31st to AMA's network of travel agents. Oregon benefited from networking opportunities and had the chance to promote various experiences from across the state to a pre-selected and engaged audience.

Brand USA Asia Sales Mission

Japan

In July, Brand USA conducted its 5th Asia Mission to Tokyo and Seoul. Travel Oregon participated in trade seminars, business meetings and networking events as part of the designated "U.S.-Japan Tourism Year" in 2024. The mission was attended by a near-record 32 groups from the U.S. and over 100 travel professionals and travel media partners in Japan. The event offered numerous business opportunities, including direct meetings with top tour operators, trade media, travel agents and travel agent consortiums to promote Oregon.

In the Japan market, the weak yen has affected overseas travel, but a specific market segment consisting of travelers over 50 years old are returning to travel. The travel agents with loyal customers in this segment, like Club Tourism and Eurasia Travel, are ready to create new tours.

Even though the Japan market lost direct flights between Japan and Portland, there are still opportunities for combination tours with Seattle and Washington, especially for tours geared toward those who enjoy the great outdoors in the U.S.

South Korea

By volume, Korea is the 8th biggest international market for Oregon. In July 2024, Brand USA hosted its 2nd Asia Mission to Seoul post pandemic.

A total of 31 representatives from 24 US destinations attended the South Korea Sales Mission. One-on-one meetings between Korean buyers and Travel Oregon generated interest from this important business-to-business (B2B) market and offered the opportunity to plan new trips to the Pacific Northwest for these tour operators and B2B contacts. Travel Oregon also joined a VIP dinner for key tourism industry members and product briefings with in-depth educational seminars

were conducted. The event offered numerous business opportunities, including direct meetings with airlines, top tour operators, travel agents and travel agent consortiums to promote Oregon.

Oregon benefited from meeting diverse Korean travel agencies and receptive operators such as PRT Tour, which will be opening their Seattle office this year. This announcement provides a crucial link to a seamless, local resource with strong ties in Seoul and beyond.

Owned Content

Publishing Update

The content team produced, published and distributed 64 consumer stories in Q4 of 2023/24 (April-June). These stories are guided by the three lenses of our 10-year strategic vision — equity, prosperity and regenerative tourism — and are designed to evoke an emotional response and ignite a desire to travel to, and within, Oregon. Highlights for the quarter included:

- Seven feature stories to inspire trip planning including: [Baker of Baker City](#), [Guide to Local Seafood](#), [Pedaling, Pints and Portland History](#), [Crater Lake Adventures](#), [Blue Mountain Adventures](#), and [Getaway to Oakridge](#).
- 18 seasonal stories geared to inspire immediate travel including: [Roadhouses of Mt. Hood](#), [Vegan's Guide to Oregon](#), [Road Trip to Bandon](#), [North Umpqua Trail](#), [Road Trip to Union](#), [Wallowa and Lostine](#).
- Content to support BIPOC and other underserved communities such as: [Oregon Welcomes a New Wave of Diverse Wine Enthusiasts](#), [Keeping a Native Language and Culture Alive](#), [How to Celebrate Juneteenth in Oregon](#).

Other highlights:

We partnered with the Oregon Wine Board (OWB) to amplify messaging about Oregon Wine Month to our audience. The \$10,000 partnership included:

1. Paid media support driving awareness and leads to OWB's wine month sweepstakes.
2. Building awareness through partnership with Oregon influencers,
3. We partnered with Communications and
4. Finally, Oregon wine-focused content was elevated across all platforms during the month of May. Content included a mix of engagement and click-focused stories and activation events such as the Tillamook collaboration and AAPI Food + Wine Festival¹.



Our ads received 1.6 million impressions (85% increase over '23) and achieved a total of 9,863 link clicks (23% increase since May 2023) with an overall Cost per Click of \$0.55 (same as 2023). Wine messaging was elevated across Travel Oregon's channels and resulted in an additional Reach of 750,466.

¹ Travel Oregon was a sponsor of the AAPI (Asian American and Pacific Islander) Food + Wine Festival in 2024; this was led by the Industry Relations and the Stewardship Investments teams with partnership from the Communications and Integrated teams.

Working with Oregon creators [@HangryHorsey](#) and [@Judiaann](#), we also created video content to showcase the urban food and wine scene in Portland and the Gorge respectively.

We partnered with the Oregon Film Office to bring the Oregon Film Trail system to life. The first-of-its-kind trail now has 42 signs and countless stops that bring film tourists, or SetJetters, to the locations of their favorite films and television series.

The goal of the partnership was to share trip ideas for film fans to explore Oregon. We developed a 4-day itinerary, navigable with the assistance of the [SetJetters app](#) — developed in partnership with Oregon Film — that will take travelers across a segment of the trail to see highlights.

The route is packed with sites from three beloved movies: "The Goonies" (1985), "Free Willy" (1993), "Twilight" (2008), and more. Visitors can collect badges of their adventures when they visit the locations on the app, making it a fun goal to visit the sites from your favorite films.

The story, together with four short films created by local creator [@smile4travel](#) is published on [TravelOregon.com](#) and across our social channels.



Workforce Sentiment Survey Update

This report presents the findings of a longitudinal study of Oregon residents conducted by Future Partners on behalf of Travel Oregon. Of the 6,800 responses collected in Travel Oregon's Residents' Sentiments towards Tourism survey, 1,800 were collected from residents who currently work for or own a business related to tourism. The primary objective of this research is to understand Oregon tourism workforce's perceptions of tourism and the potential impact on their quality of life. This report will ultimately allow us to set a baseline for the Advance the Perception of Tourism Value action plan, specifically for the workforce component under this action plan.

Key highlights include:

- Perceptions of tourism's positive impacts significantly outweigh the negative impacts, particularly for the economic dimension.

- Compared to the average resident, the tourism workforce indexed higher for positive impacts across all dimensions.
- Oregon's tourism workforce has notably higher agreement levels around tourism's positive personal impacts compared to overall residents.
- Oregon's tourism workforce express 44% higher support for tourism score than the average Oregon resident.
- Oregon's tourism workforce is significantly more likely to recommend their community as a tourist destination than the average resident, with a likelihood to recommend score of 28, meaning that there are significantly more promoters (52%) than there are detractors (24%). This is compared to the overall resident likelihood to recommend score of -2, where 36% of respondents are promoters and 38% are detractors.

OREGON DELIVERS REMARKABLE EXPERIENCES

Consumer Communications Press Trips

In July, the Consumer Communications team organized a group press trip for five national and international journalists, where they experienced packrafting with Go Wild on the Minam River. The media shared excellent feedback, describing it as a remarkable and truly special experience. The first piece of coverage from the trip has been published by Canada's [Explore Magazine](#): "[The Way of the River: Packrafting in Eastern Oregon](#)."



The team is now working on an October group press trip that will take the media on an immersive journey through Central Oregon, highlighting the region's world-renowned outdoors, dark skies, new lodging and Tribal culture/experiences.

Industry Content Strategy

As part of a comprehensive and aligned industry communications strategy, we launched a [Share Your Story form](#) for industry partners and tourism businesses to easily share tourism products, openings, experiences and stories with the agency. Submissions are reviewed by the communications team and considered for promotion on industry channels, inclusion in industry and consumer earned media pitches, familiarization tours and/or elevated on Travel Oregon consumer channels. In less than two months, we received 30 story ideas for consideration. Going forward, we will share story submissions with RDMO partners on a monthly basis.

The Industry Communications team also launched a new series of monthly Q+As with industry partners with the goal of improving the perception of the value of tourism, improving visitor behavior and supporting Travel Oregon's 10-Year Strategic Vision. Those Q+As will be shared in the industry newsletter, on the Travel Oregon LinkedIn channel and in earned industry media pitches. In June, we featured a Q+A with [Courtney Braun of Wanderlust Tours](#) on the positive impact of guided tours on visitors, residents and the environment. In July, we featured a Q+A with [Heather Christenbury of Coos History Museum](#) on the impact of the Oregon All-Star Heritage Community award on the city of Coos Bay.

OREGON IS STRIVING TO BE A PLACE OF EQUITY

Willamette Valley Accessible Mountain Biking Assessment and Photos

To boost inclusive outdoor recreation tourism experiences in the Willamette Valley Region, Willamette Valley Visitors Association, with funding from a Travel Oregon Competitive Grant, teamed up with Visit Corvallis and Travel Lane County to assess trails in their region. In June, [UNPavement](#) & C2 Recreation performed the adaptive rider (wheelchair user) assessments on six mountain bike trail destinations in the Valley, including Silver Falls State Park, McKenzie River Trail, and more. The assessments will provide detailed consumer adaptive information for riders on UNPavement, partner websites and Trailforks.com. To capture this project, Brand Services retained Dylan VanWeelden, local photographer, who rode and took amazing photos documenting this exciting project. Images are currently available to Travel Oregon partners and media for promotion.



OREGON RESPECTS ITS NATURAL ENVIRONMENTS

Wildfire Communications

The Communications team has been tracking large wildfires that impact visitor destinations (trails, roads, campgrounds, etc.) and/or have a negative impact on air quality. Beginning in June, wildfire updates have been provided twice weekly on Travel [Oregon's Oregon Wildfire Information page](#) on the industry site and [Travel Alerts](#) on [TravelOregon.com](#). Additionally, email updates have been shared with Travel Oregon staff, Welcome Center staff and our public relations firm. RDMO's have received updates through Basecamp as well. The Communications team relies on Inciweb updates to inform wildfire information and will continue to provide updates based on what's shared on [Inciweb](#). As of late August, the communications team has provided updates on more than 50 wildfires across the state.

SUPPORTING OREGON'S TOURISM INDUSTRY PARTNERS

Oregon Wine Country License Plates Matching Grant Update

The Oregon Wine Country License Plates Matching Grant Program is accepting applications from Aug. 22-Sept. 20, 2024. The grant award announcement will be made on Nov. 21, 2024, with all projects needing to be completed by Nov. 28, 2025. \$540,000 is available for awards to Tourism Promotion Agencies for projects promoting wine and/or culinary tourism. Administered by Travel Oregon, this program is funded by a portion of sales of the Oregon Wine Country License Plate. Prior to the application opening, Travel Oregon's Investments team hosted three lunch hour question and answer sessions connecting with close to 30 potential applicants.

DASH BOARDS

RCTP – For a comprehensive overview of RDMO investments in the 2023-2025 biennium, the Regional Cooperative Tourism Program dashboard can be found [here](#).

APPENDIX

Oregon Tourism Commission

Profit & Loss Budget vs. Actual

July 2023 -June 2024

	July 2023 -June 2024	Annual Budget	Over (Under) Budget	% of Budget
Sources:				
Income:				
Lodging Tax	41,360,954	40,400,000	960,954	102.4%
Lodging Tax from Prior Periods	1,952,241	1,952,241	(0)	100.0%
Interest Income	1,092,568	1,080,000	12,568	101.2%
Misc. Revenue	37,224	36,000	1,224	103.4%
Conference/Event Revenue	204,313	193,000	11,313	105.9%
Welcome Center Brochure Program	61,475	59,000	2,475	104.2%
Total Income:	44,708,775	43,720,241	988,534	102.3%
Beginning Fund Balances:				
Beginning Balance - Regional	4,130,610	4,130,610	-	100.0%
Beginning Balance - Grants	9,100,164	9,100,164	-	100.0%
Beginning Balance - IOF	-	-	-	0.0%
Beginning Balance - All other TO programs	8,317,804	8,317,804	-	100.0%
Total Beginning Fund Balances:	21,548,578	21,548,578	-	100.0%
Total Sources:	66,257,353	65,268,819	988,534	101.5%
Uses:				
Future Programming - Statutory				
Regional - future (net of administrative expense)	7,464,191	7,272,000	192,191	102.6%
Grants - future (net of administrative expense)	3,732,095	3,636,000	96,095	102.6%
Total Future Programming - Statutory	11,196,286	10,908,000	288,286	102.6%
Reserves				
Operating Reserve (from Admin/Ops Budget)	195,976	190,100	5,876	103.09%
Immediate Opportunity Fund (from Admin/Ops Budget)	-	-	-	0.0%
Total Reserves	195,976	190,100	5,876	103.1%
Total Future Programming & Reserves	11,392,263	11,098,100	305,915	102.7%
Expenses by Department:				
Brand Stewardship	17,459,080	19,405,599	(1,946,520)	90.0%
Destination Stewardship	2,318,694	2,842,881	(524,187)	81.6%
Destination Stewardship - Regional	119,980	120,000	(20)	100.0%
Destination Stewardship - Statutory RCTP	4,578,761	4,938,610	(359,849)	92.7%
Destination Stewardship - Investments				
- Statutory Grants, awarded	2,330,969	4,735,991	(2,405,023)	49.2%
- Statutory Grants, to be awarded	-	4,075,283	(4,075,283)	0.0%
- Additional Grants, awarded	302,326	482,493	(180,167)	62.7%
- Additional Grants, to be awarded	-	235,396	(235,396)	0.0%
- Additional Grants, Outcomes, to be awarded	-	675,000	(675,000)	0.0%
Insights & Impact	5,034,375	6,923,200	(1,888,825)	72.7%
Administration & Operations	6,119,175	7,131,001	(1,011,826)	85.8%
Total Expenses by Department	38,263,359	51,565,454	(13,302,095)	74.2%
Total Uses:	49,655,621	62,663,554	(12,996,180)	79.2%
Net Income	16,601,732	2,605,265	13,996,467	
Wine Country License Plate Program:				
Sources:				
Wine Country License Plate Sales	467,902	400,000	67,902	117.0%
Beginning Balance for Distribution: Tourism Promotion	432,012	432,012	-	100.0%
Beginning Balance for Distribution: Grants	232,558	232,558	-	100.0%
Total Sources	1,132,472	1,064,570	67,902	
Uses:				
Tourism Promotion	106,470	632,012	(525,542)	16.8%
Grants	95,190	432,558	(337,368)	22.0%
Total Uses	201,660	1,064,570	(862,910)	
Net Income	930,812	-	930,812	
Total Net Income	17,532,543	2,605,265	14,927,278	

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, 2024

ASSETS

Current Assets

Checking/Savings

Cash - programming and reserves	19,201,302
Cash - Grants - Committed, not disbursed	2,571,001
Cash - Committed for Future Grants	3,732,095
Cash - Committed for Future RCTP	9,351,007
Restricted Cash - Interagency Grant Funds	0
Restricted Cash - Wine Country Plates	1,394,699

Total Checking/Savings 36,250,105

Accounts Receivable 1,643,778

Other Current Assets 21,893

Total Current Assets 37,915,776

Fixed Assets 406,931

Other Assets 32,982

TOTAL ASSETS 38,355,689

LIABILITIES, EQUITY & FUND BALANCES

Liabilities

Current Liabilities

Accounts Payable 2,081,517

Other Current Liabilities 640,492

Total Current Liabilities 2,722,010

Long Term Liabilities 0

Total Liabilities 2,722,010

Equity & Fund Balances

Regional Cooperative Tourism Program (RCTP):

Regional (RCTP) - for future distribution 1,806,857

Regional (RCTP) - to distribute FY2025 7,544,150

Total RCTP: 9,351,007

Grants:

Grants, Statutory, for future award FY2024 TLT 3,732,095

Grants, Statutory - for future award from prior FY 4,075,283

Total Unawarded Statutory Grant Funds: 7,807,379

Grants Statutory- undistributed funds 2,390,833

Grants, Other - unawarded 910,396

Grants, Other - undistributed funds 180,167

Invested in capital assets 329,790

Reserved for Immediate Opportunity Fund (IOF) - designated 35,000

Reserved for Immediate Opportunity Fund (IOF) - not designated 1,950,343

Operating Reserve 2,235,422

Unanticipated TLT from FY2024 672,668

Unbudgeted FY2024, for FY2025 2,605,265

Reserved Program Fund Balances 5,770,709

Total Equity and Fund Balances 34,238,980

Restricted, Wine Country Plates ORS 805.274

Wine Country Plates - Future Grants 520,609

Wine Country Plates - Future Regional 344,942

Wine Country Plates - Undistributed Grants 203,606

Wine Country Plates - Undistributed Regional 325,542

Total Restricted for Wine Country Plates 1,394,699

TOTAL LIABILITIES, EQUITY & FUND BALANCES 38,355,689

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