

TRAVEL



OREGON

**House Economic Development, Small
Business, and Trade Committee
2.25.2026**

TRAVEL OREGON – WHO WE ARE

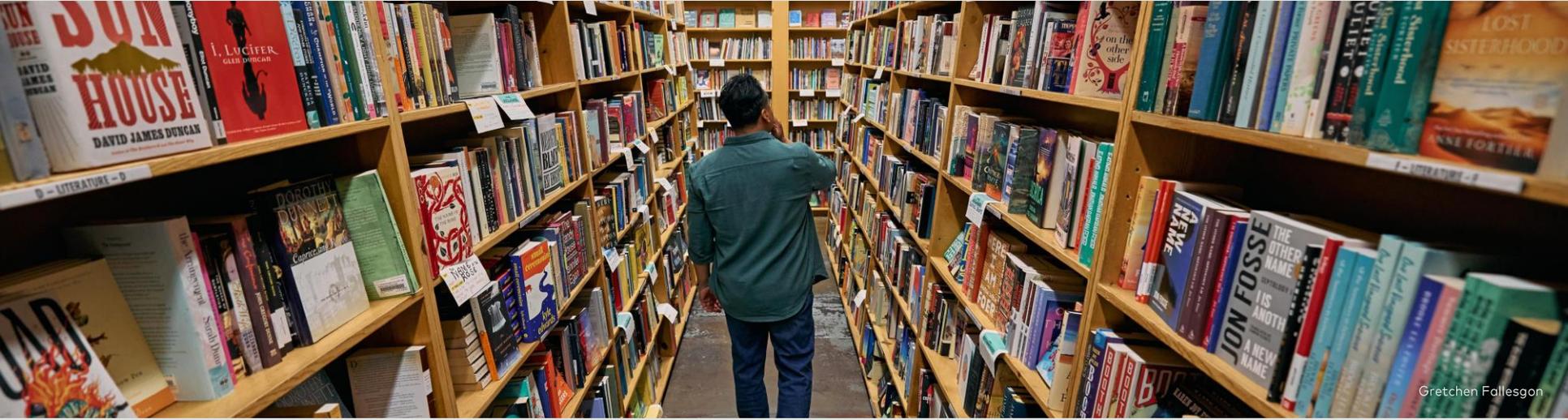
- Oregon's official destination management organization, supporting economic development through tourism
- Responsible for promoting the state to domestic and international visitors, leading thoughtful, value aligned growth of state's tourism sector
- Major bodies of work include advertising campaigns, international market development, research, destination stewardship, grant making, the state welcome centers, communications, and strategic partnerships



OUR ORIGINS

- In the 2003 recession, the Governor, legislature, and tourism industry leaders across the state recognized that tourism was an untapped market and that strategic and sustained investment was needed to establish Oregon as a travel destination.
- Travel Oregon came into existence as a semi-independent state agency through House Bill 2267, which also established a dedicated funding source through a statewide transient lodging tax.
- In 2003, Oregon was ranked 47/50 for investment in state tourism, as of 2023 we are in line with national average





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OUR IMPACT

- 121,000 Oregon jobs exclusively supported by direct travel spending in 2024
35,000 additional positions compared to our founding in 2003
- 30% of Travel Oregon funding directed to local communities through grants and regional tourism program
- Oregon outperforms Western states in average year over year growth in visitor spending since our 2003 founding.
- Prospective travelers to Oregon were twice as likely to visit if they consumed advertising material promoting Oregon tourism

CURRENT INITIATIVES

- "[State of OR](#)" ad campaign launched this month in 26 media markets
- Strategic engagement for key summer opportunities like World Cup and America250
- Finalizing major research initiatives like visitor profile and economic impact report
- Preparing to open next grant cycle in April with focus on extending the visitor season. Anticipate \$5million available
- Strategic support of downtown Portland's recovery
- Statewide accessibility designation
- Technical assistance awards for rural communities building recreation assets
- Unified trade strategy development with state agency partners





LEADERSHIP TRANSITION

- Executive search is underway given retirement announcement of current director. First time in more than 20 years
- In line with ORS 284, hiring is responsibility of the Oregon Tourism Commission subject to approval of the Governor
- Public process facilitated through Oregon Tourism Commission Meetings
- Committed to transparency and community/industry engagement in process



CURRENT PROGRESS

- Advisory work with DOJ and OGEC to understand requirements of process and set strong accountable foundation for the work
- Contracted subject expert support for critical deliverables like compensation analysis and executive recruitment
- Establishment of Search Subcommittee with 5 Commissioners
- Robust due diligence and engagement process including surveys and focus groups
- Commission approval of hiring standards, hiring plan, title, compensation range, and formal job posting



COMPENSATION

- Understand current moment as opportunity for reset
- Commissioned detailed compensation analysis from local firm
- Analysis equally weighed state director salaries and sales and marketing executives
- Role has been posted with a hiring range of \$235,000-\$255,000
- Figure aligned with other state agency directors focused on economic development

The Person: Qualifications

- A bachelor's degree in a relevant, related field OR any combination of education/coursework/training and work experience necessary to meet position requirements.
- Five (5) years of experience in roles with senior-level leadership in business, tourism, complex program management, economic development, or related field. With demonstrated management experience leading and developing a program, strategic plan, and budget with experience directly managing staff.
- Experience aligning and optimizing the business strategy and people and culture efforts.
- Experience in balancing public-sector accountability with private-sector opportunity for growth - all centered on benefiting Oregon's communities.
- Understanding of tourism principles, sustainability, and other destination stewardship approaches that address the intersection and balancing of economic, social, and environmental impacts.

The Person: Leadership Experience

Organizational and Team Management - Demonstrated executive level of complex programs, strategic plans, and budgets. Proven success engaging and developing a large, hybrid workforce. Demonstrated ability to advance equity and inclusion in the workplace and programs. Experience driving major change initiatives through an organization is strongly preferred.

Stakeholder Engagement - Demonstrated ability to engage and collaborate with a wide range of stakeholders, including staff, Commissioners, industry partners, government partners, community members, and the media. Demonstrated success working with and presenting to governing boards and public sector leaders. Track record of cultivating partnerships that improve community and regional outcomes. An inspiring communicator and ambassador of an organization's vision and impact.

Strategic Vision - Experience setting priorities across an organization and aligning business strategy with people and culture efforts, particularly at the intersection of government and private industry. Ability to set mission, key values, and key initiatives and make decisions in the best interest of long-term organizational and industry prosperity.

Industry Experience - Deep understanding of tourism, economic development, or a related field, and the balance between tourism, economic, social, and environmental impacts.

Key Responsibilities

Strategy, Governance & Policy

- Lead development, implementation, and evaluation of the Commission-approved strategic plan; ensure alignment of agency policy, people, and resources to deliver measurable outcomes.
- Serve as the primary liaison to the Oregon Tourism Commission and State of Oregon; provide timely analysis, reports, and recommendations to inform Commission and state policy decision makers.
- Administer the agency consistent with Governor and Commission direction and authority provided in ORS 284, cultivating Oregon's tourism industry as an integral part of the state's economic development strategy.

Financial Stewardship & Operations

- Direct biennial budget forecasting, development, approval, and administration (approx. \$90M biennial; \$42.8M in 2025), ensuring rigorous compliance, transparency, and accountability.
- Oversee effective agency operations, including internal controls, procurement, and contracting, with a focus on efficiency and public trust.

Organizational Leadership & Culture

- Build and lead a cohesive executive team; set clear expectations and foster an inclusive, collaborative, accountable culture across a statewide hybrid workforce.
- Ensure cross-departmental integration, decision quality, and proactive, transparent communication with internal and external audiences.
- Champion Travel Oregon's stewardship lenses, community agreements, equity and inclusion, and applicable affirmative action obligations in all programs and practices.
- Recruit, develop, coach, and evaluate executive leaders; ensure continuous talent development and engagement at all levels.

External Relations & Partnerships

- Represent Travel Oregon with the Legislature, industry, Tribal Nations, DMOs, local governments, community organizations, and professional associations; expand partnerships that advance the strategic plan and destination stewardship statewide with an equitable balance between regions, cities, and rural communities.
- Serve as an effective public speaker and spokesperson; communicate priorities, outcomes, and challenges clearly to build trust and alignment.

Performance, Learning & Accountability

- Establish enterprise KPIs, program metrics, and learning systems; monitor performance and report results to the Commission and stakeholders.
- Promote innovation, data-informed decision-making, and continuous improvement to strengthen statewide outcomes.



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WORK TO COME

- Applications being reviewed, job posting is scheduled to stay open until March 30th
- Additional engagement conversations continuing with partners
- Public comment period open until March 4th ahead of next quarterly commission meeting for feedback on the state and needs of the industry
- Upcoming commission meetings will include recommendations on succession planning and governance considerations
- Interviews anticipated this spring
- Expectation for incoming leader to prioritize outreach and engagement



THANK YOU
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