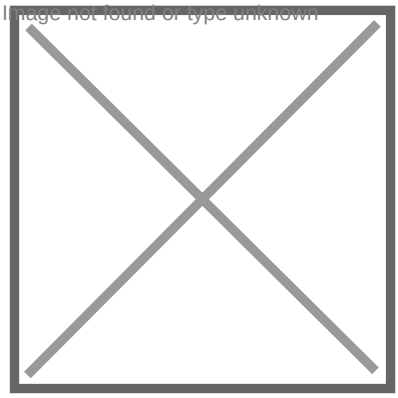
TODD DAVIDSON



Todd was appointed Executive Director of the Oregon Tourism Commission (dba Travel Oregon) in June 1996 and was named Chief Executive Officer in September 2004.

Under Todd's leadership, the tourism industry in Oregon has flourished into a $12.3 billion industry that employs more than 115,000 Oregonians. In 2003 he helped lead an effort to establish dedicated and stable funding for the Commission. This funding has been crucial in Travel Oregon's ability to grow the state's tourism industry through strengthening its base of international markets; leadership in sustainable tourism initiatives; and award-winning publications, niche-oriented websites and advertising campaigns.

Travel Oregon has garnered 22 Mercury Awards during Todd's tenure, including two top awards for Best Overall State Marketing Program in 2010 and 2013. Recent Mercury Awards include: Best State Broadcast Campaign (2016), Best Branding and Integrated Marketing Campaign (2015), Best State International Marketing (2015, 2011 and 2009), Best Co-Op Marketing Plan (2014), Best Travel Website (2013), Best Interactive Marketing Program (2011), Best State Travel Guide (2011), Best State Tourism Print Advertising (2009), Special Projects – Eclipse (2018) and International Marketing – Road Rally (2018). Todd was also honored by the NCSTD as the State Tourism Director of the Year in 2006 and inducted into U.S. Travel Hall of Leaders in 2018.

Todd is a past Chair of the U.S. Travel and Tourism Advisory Board (USTTAB), a position he was appointed to in January 2012 after being initially appointed to the Board in 2010. Todd continues to serve on the USTTAB, having been appointed to a fourth term by the U.S. Secretary of Commerce. Todd is a past chair of the U.S. Travel Association board and a continuing board member; serves on the National Council of State Tourism Directors (NCSTD); the Western States Tourism Policy Council (WSTPC); and has served on the National Advisory Committee on Travel and Tourism Infrastructure (NACTTI).