



Todd Davidson Bio

Author Michael Checchio wrote, “Never do I fish as attentively as when I’m on the North Umpqua. I feel I owe the river the very best I have to offer, after all, the river has given its best to me.” Throughout his career, Todd’s attentiveness to Oregon’s travel and tourism industry has been fueled by his belief in the power of this industry to boost economies and generate jobs that can’t be outsourced. After all, he would say, Oregon deserves my best; she gives her best to our visitors and to me.

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.

In December 2010, the Secretary of Commerce appointed Davidson to the U.S. Travel and Tourism Advisory Board, and in January 2012 was appointed to serve a two-year term as Chair of the board. Todd also serves on the Board of the U.S. Travel Association, the National Council of State Tourism Directors (NCSTD), and the Western States Tourism Policy Council (WSTPC).

Under Todd’s leadership, the tourism industry in Oregon has flourished into a \$9.2 billion industry that employs more than 91,100 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.

During Todd’s tenure, Travel Oregon has garnered thirteen Mercury Awards including the top award for Best Website and Best Overall State Marketing Program in 2013. Other Mercury Awards received in the last four years include: Best Interactive Marketing Program, Best State Travel Guide, Best State International Marketing (2009 and 2011) and Best State Tourism Print Advertising. Todd was also honored by the NCSTD as the State Tourism Director of the Year in 2006.