

Duff on Hospitality Law

## Travel Portland Draws a Crowd

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What do the [Oregon Zoo](#), the [Portland Timbers](#), NBC Universal's television series [Grimm](#), [Timberline Lodge](#), the [Oregon Brewers Festival](#), the [Safeway Waterfront Blues Festival](#), the [Intertwine](#), the [Portland Highland Games](#) and the [Oregon Dental Association](#) all have in common? They were all [recognized](#) at the *33rd Annual Tourism & Hospitality Industry Awards Celebration* breakfast, hosted by [Travel Portland](#). Hosted during the celebration of Travel & Tourism Week presented by the U.S. Travel Association May 8-15, 2012, Travel Portland had a lot to celebrate.

Unfortunately, Travel Oregon's President Todd Davidson was unable to deliver the keynote address as he was busy in D.C. unveiling the United States' [strategy](#) to attract a projected 100 million international visitors to the United States annually in the next decade. The strategy is the result of input from local government and business leaders, including the U.S. Travel and Tourism Advisory Board (TTAB), which is chaired by Oregon Tourism Commission (dba Travel Oregon) CEO Todd Davidson. Travel Portland did get to share "[Brand USA](#)," the U.S.'s branding campaign to promote tourism at last week's breakfast. Those interested in the campaign can find additional information about the campaign at [Visit The USA](#). Take note - Brand USA CEO Jim Evans provided testimony on "Where the Jobs Are: Travel & Tourism" before the U.S. House of Representatives Energy and Commerce Committee, Subcommittee on Commerce, Manufacturing and Trade on May 16, 2012. Jim's prepared comments to the House Committee can be found [here](#).

**Tags:** Oregon Tourism Commission, Travel Portland, U.S. Travel Association