

August 17, 2026



2025-2026 Taste Newberg Annual Report

Leigh Jensen - Executive Director
Katie McFall - Deputy Director



Tourism as an Economic Driver

Oregon Travel Impacts

Summary, 2025



1.3% Increase in Travel Spending

Travel spending in Oregon increased 1.3% from \$14.4 billion in 2024 to \$14.6 billion in 2025.



1,700 Jobs Gained

Direct travel-generated employment grew from 121,220 in 2024 to 122,920 in 2025. Approximately 1,700 additional jobs were generated, representing a 1.4% increase compared to the previous year.



5.0% Growth in Travel Earnings

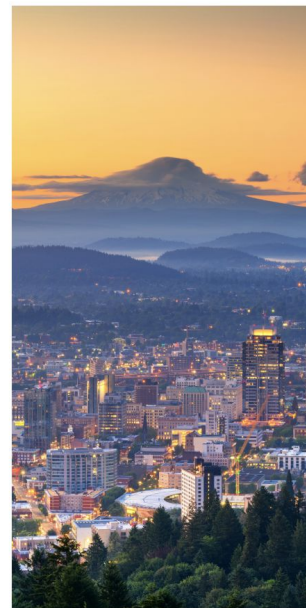
Direct travel-generated earnings grew from \$4.7 billion in 2024 to \$5.0 billion in 2025, an increase of approximately \$234 million or 5.0%.



2.6% Increase in State & Local Tax Revenue

Overall, tax revenue (state and local) generated by travel spending grew from \$722 million in 2024 to \$741 million in 2025, a 2.6% increase. Local tax revenue increased 2.1%, while state tax revenue increased 3.0%.

Note: These estimates for Oregon are subject to revision when more complete or additional data becomes available.



Mission Statement:

Stimulate a Year-Round Visitor Economy in Newberg

Vision Statement:

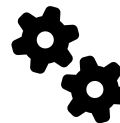
Newberg will be widely acknowledged as one of the most extraordinary and distinctive destinations in Oregon and the best-in-class tourism resource in Yamhill County.



Grow Lodging Tax Revenue



Implement Effective Marketing Programs



Provide Industry Support



Represent Newberg with Industry Organizations



Maximize Collaborative Partnerships

24-26 Strategic Plan Accomplishments

Last Year Goals

- Marketing & PR efforts
- Destination Development initiatives
- Community Engagement

2025/26 Annual Campaign Report



DVA ADVERTISING & PUBLIC RELATIONS

TASTE
NEWBERG

OREGON



Goals / Key Results

GOAL: Enhance the visibility and awareness of Newberg as a premier wine destination, while driving economic value to businesses and lodging partners through paid advertising.

Visibility & Awareness

Total Impressions: 8.9 Million

Interest & Intent

Total Users Generated: 165,782

Economic Impact

Total Impact: \$8,831,838
\$6,871,716 in destination impact
\$1,960,122 in lodging impact

ROAS: \$198 to \$1
\$155 to \$1 in destination impact
\$44 to \$1 in lodging impact



Digital Marketing Campaigns

Meta:

Impressions: 3,094,216
Clicks: 89,644
CPM: \$12.17
CTR: 2.90%
CPC: \$0.42

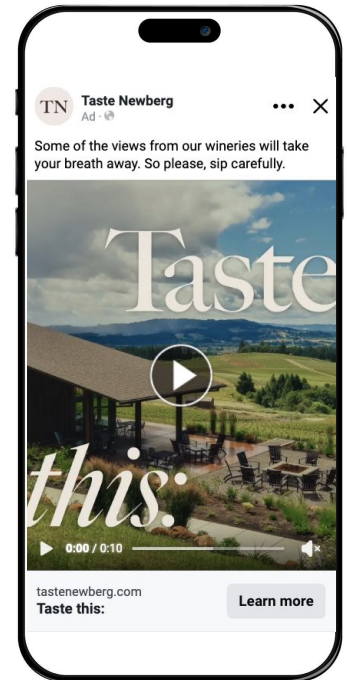
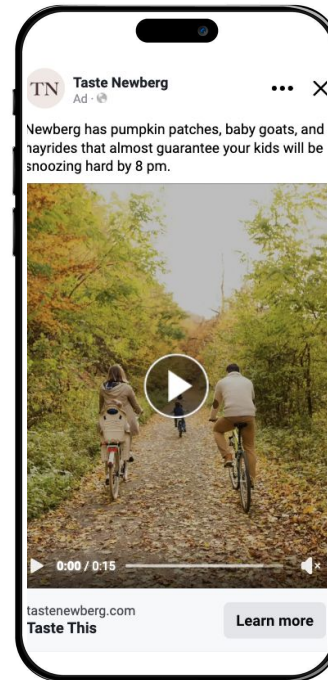
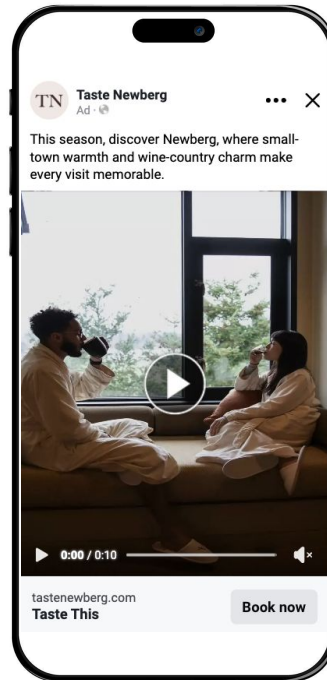
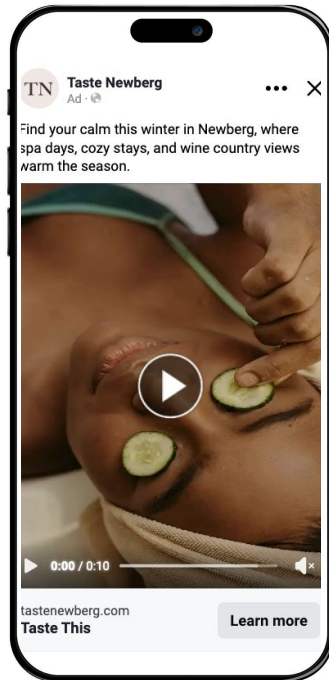
2024/25
CPM: \$5.90
Clicks: 43,024
CTR: 1.51%
CPC: \$0.39

Google:

Paid Search
Impressions: 260,470
Clicks: 23,233
CTR: 8.92%
CPC: \$0.89

Youtube
Impressions: 1,318,057
Clicks: 32,706
CTR: 2.48%
CPC: \$0.10

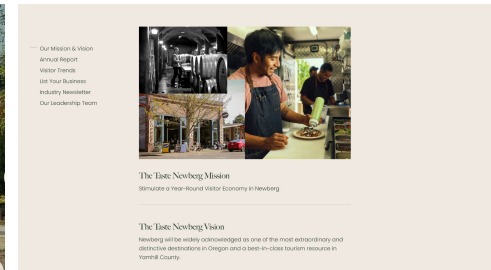
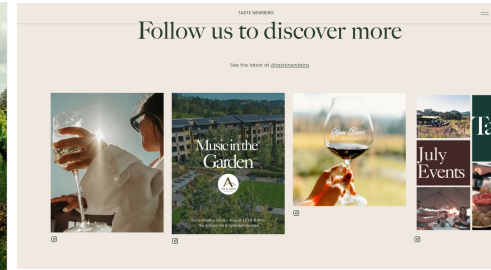
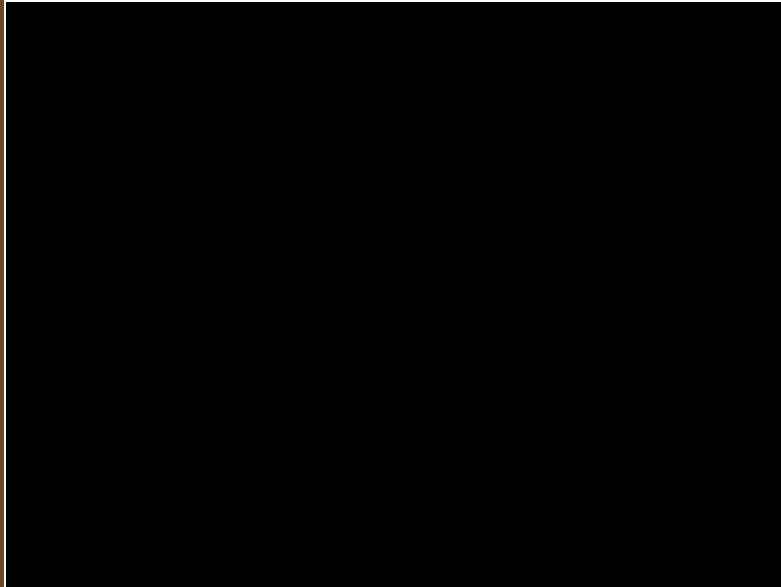
Marketing Creative



Programmatic Creative



Award Winning Website - Phase 2



Our PR Wins - Traditional Media



TEXAS 10 YEARS
LIFESTYLE MAGAZINE

LIFESTYLE TRAVELS LIVING TEXAS GIFT GUIDES ENTERTAINMENT

A Texas Summer Worth *Escaping To*.
ENJOY UP TO 20% OFF YOUR STAY



Newberg: The Oregon Escape That Nails Several of 2025's Top Travel Trends

by Marika Flatt on July 3, 2025 in Travels

TRAVEL+LEISURE TRIP IDEAS DESTINATIONS WORLD'S BEST AWARDS TIPS • PLANNING HOTELS • RESORTS Q SUBSCRIBE

This Might Be the Most Underrated Wine Region on the West Coast—and No, It's Not in California

For a tasting room with Pacific Northwest views, there's no better option than the Willamette Valley.

By Zoe Belliveau Published on May 19, 2025

LEAVE A COMMENT

In This Article

- Best Hotels & Resorts
- Best Things to Do
- Best Restaurants
- Best Time to Visit
- How to Get There
- Cities & Towns to Visit
- How to Get Around



The lush vineyards of the Willamette Valley.
Credit: Terry Eggers/Getty Images



Oregon is leading the way in inclusive, accessible travel for all.

PLAN YOUR TRIP

OUT & ABOUT



Visitors explore Wayward Winds Lavender Farm in Newberg, Oregon. Lavender blooms in the midsummer months. PHOTOS BY BEN DAVIDSON



The Allison Inn in Newberg, Oregon, is a great base of operations for exploring the Willamette Valley.

Drinking deep of Oregon

The laid-back Willamette Valley offers exquisite wines amid scenic beauty and plenty to do

By Ben Davidson
CORRESPONDENT

Less than an hour's drive south of Portland, Oregon, the Willamette Valley feels very much like Northern California's Napa and Sonoma wine regions of years past: quiet, rural, friendly, laid back and bursting with jaw-dropping beauty.

Stretching over 150 miles long and 60 miles wide, this agricultural powerhouse covers 5,372 square miles and is the heart of Oregon's wine country. It produces outstanding pinot noir, chardonnay, pinot gris, riesling and other revered varietals that draw wine lovers from around the Pacific Northwest and the world.

And it's not just vineyards that abound here. There are you-pick lavender and fruit farms, habitat orchards and honey producers tucked here and there in the rolling hills that rise above the mighty Willamette River, which flows 200 miles from mountain tributaries south of Eugene north to its confluence with the Columbia River near Portland.

Exploring the Willamette's terrain: Like more growing regions, the Willamette Valley's particular climate and soil are what make its wines special. Located between the Cascade Mountains and the Coast Range, the valley benefits from cool marine breezes that extend the growing season. The fertile, volcanic, red clay "Jory" soil is responsible for some of the region's most celebrated pinot noirs. With more than 700 wineries, the valley is divided into multiple



A visitor enjoys some wine and the view at Chehalem Winery in Sherwood, Oregon, one of many top wineries in the Willamette Valley.

Our PR Wins - Influencers



urbanblisslife and 3 others ...

urbanblisslife • Edited • 5w
What? Regardless of the weather, it IS all sunshine and rainbows in the Willamette Valley when those beautiful Chehalem Mountain AVA wines are pouring!

Because there are no bad days in Oregon wine country! 🍷

Here's a fun way to spend a day in Newberg, Oregon, just a short drive from Portland.

Start the day with the Chehalem Mountains Estates Tasting Trail, which is a gentle, easy 2-ish mile hike that takes you through two vineyards.

The trail starts at [@Adelsheim](#). Go now and you'll be treated to gorgeous pops of spring color in Jack's Garden and be greeted by the cutest little ducks!



winnieluwanders and tastenewberg ...

winnieluwanders 36w
Spend an afternoon with us in Newberg, Oregon. Where small town charm meets the heart of Oregon wine country. 🍷 (AD)

We had lunch at Lemon & Olive, a slow stroll through local shops and galleries, and wine tastings at Et Fille Wines and Stoller Wine Bar. The perfect town to explore with friends on your trip to Oregon wine country. 🍷

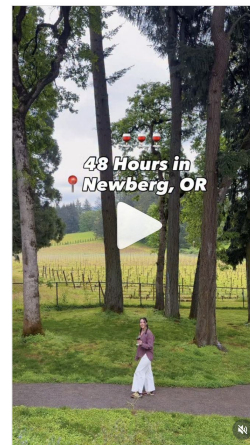
Food - [@lemonandolivefoods](#) + [@stollervinebar_newberg](#)

Wine - [@etfillewines](#) + [@stollervine](#)

Coffee - [@chaptersbooksandcoffee](#) + [@coffeecatcoffeeshouse_](#)

Shop - [@goodcompanycheese](#) + Little 1 [avender Shon](#) + [@shonvelour](#) +

140 35



kimberlynn.pdx and tastenewberg ...

kimberlynn.pdx 5w
I explored the [@chehalemmountains](#) with [@tastenewberg](#) and officially fell in love with this area. Between the vineyard views, cozy coffee stops, and endless wine tasting... I fully understand the hype now.

Places from my weekend:

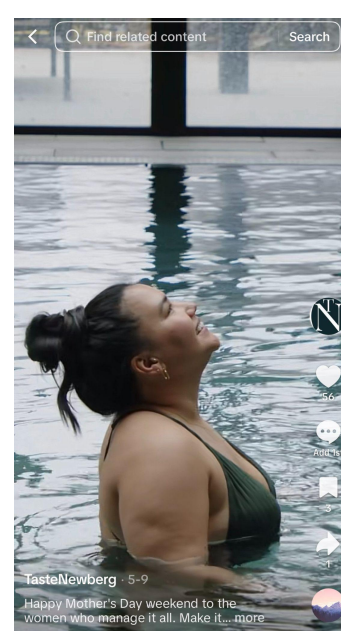
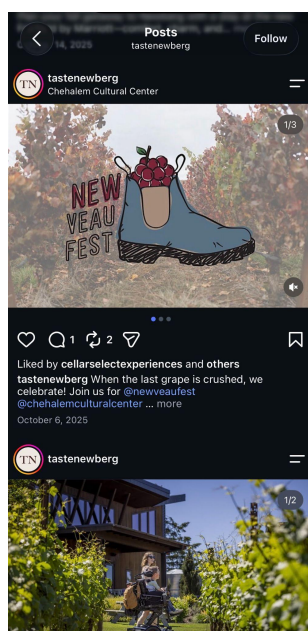
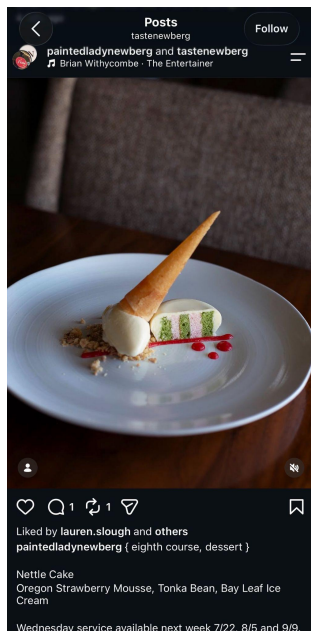
- ♥ [Bacus Vineyards](#) ([@bacusvineyards](#))
- ♥ [Lachini Vineyards](#) ([@lachini_vineyards](#))
- ♥ [Rain Dance Vineyards](#) ([@raindancevineyards](#))
- ♥ [Ridgecrest Wine](#) ([@ridgecrest_wines](#))
- ♥ [lyricscafenewberg](#)
- ♥ [@coffeecatcoffeeshouse_](#)
- ♥ [@visittoclementine](#)

And even better, Magic in the Mountains event is coming up in the Chehalem Mountains AVA. It's a signature tasting experience featuring 35+ local wineries.

429 28 May 19

[Log in](#) to like or comment.

Our Top Instagram/TikTok Posts





Destination Development

Recreation Ready: Reimagine Willamette

- \$100,000 in award for 2 projects in our community
 - Project 1: Roger's Landing non-motorized river access
 - Project 2: CPRD 219 Site, not a developed site, site overview for river development

Dark Sky Experience

- Piloted the program in Fall 2024

NW Jet Boat has hosting more media hosted by Travel Oregon



Destination Development

Yamhill County Recreation Map Reprint

- Part of the Yamhill County Tourism Group priorities
- First round of maps moved very quickly in Travel Oregon Welcome Centers
- Currently reprinting the map
- Distributed again through Certified Folder through June 2027



Partnerships: Oregon Chardonnay Celebration

Partnered with tourism entities in Yamhill County: City of Carlton, Dayton, Dundee, McMinnville

- Partnered with tourism entities in Yamhill County
 - City of Carlton, Dayton, Dundee, McMinnville
- Hosted 12 media from around the Country to attend the event and explore destination during the shoulder season



Partnerships: Magic in the Mountains

Magic in the Mountains

- Worked to support the Chehalem Mountain AVA with annual 'Magic in the Mountains' Event
- Hosted Portland based influencers before the event to help drive ticket sales
 - Featured 'Day in Newberg' story

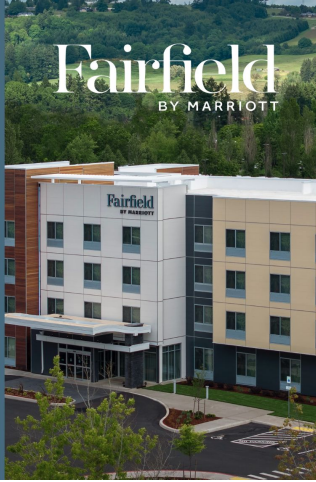
Stay in Comfort
during Your
Wine Country
Getaway



Explore Downtown
Newberg — scan here
to start your adventure.

TASTE
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Community Engagement

Current Collaborations

- Combined survey with NDC, CVCC
- First ever Tourism Award presented at Chamber Gala
- Assisting with community design projects for NDC
- Truffle Season
- Stable Table Meetings

WHO IS TASTE NEWBERG?

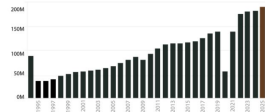
Taste Newberg is the official destination marketing organization for Newberg, Oregon. Our mission is to promote our community as the ultimate gateway to Oregon Wine Country, ensuring visitors enjoy an unforgettable experience while staying in our beautiful region.

In partnership with the Newberg Downtown Association, we share tourism funds to support and strengthen our downtown businesses, and the Chehalis Valley Chamber operates the local visitor center, helping us welcome and serve guests from near and far.

ECONOMIC IMPACT OF TOURISM

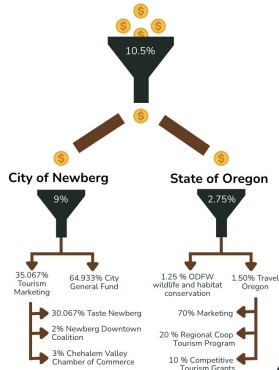
Yamhill County, Oregon (2025)

- \$190.9 million in direct spending
- 2,020 jobs generated by travel spending
- \$9.3 million in tax receipts
- 1,972,360 overnight visitors



HOW WE'RE FUNDED

When someone books a hotel room, campsite, or short-term rental in Newberg for less than 30 days, they pay 10.5% lodging tax. A portion of that tax goes to Taste Newberg to help us promote the city and invest in projects that make it a great place to visit and live.



ANNUAL – FY 2025–2026 BUDGET SUMMARY



2025 – 2026 FISCAL YEAR

	BUDGET	ACTUAL	DIFF
 Revenues	\$608,206	\$686,749	\$78,543
City of Newberg (TLT Funds)	\$483,955	\$499,021	\$15,066
 Payroll Expenses	\$190,926	\$188,612	\$2,314
 General Operations	\$14,095	\$17,429	\$(1,420)
 Marketing Program Expenses	\$403,185	\$461,679	\$(58,494)
 Total Expenses	\$608,206	\$667,720	\$(57,600) \$ –



REVENUES

\$686,749

\$78,543
OVER BUDGET



PAYROLL EXPENSES

\$188,612

\$2,314
UNDER BUDGET



GENERAL OPERATIONS

\$17,429

\$1,420
OVER BUDGET



MARKETING PROGRAM EXPENSES

\$461,679

\$58,494
OVER BUDGET



Total Expenses came in \$57,600 under budget for the FY 2025–2026.



Looking Ahead to Our 2026-2028 Plan



Strategic Goals - Marketing & PR

- 2 Year Goals: Define target markets and visitor profile
- 2 Year Goals: Shoulder Season Marketing
- 5 Year Goals: Streamline collection of marketing efforts for tourism initiatives



Destination Development

- 2 Year - Leverage existing assets and experiences to drive tourism in shoulder season
- 5 Year - Create or enhance off-season assets

Buy local efforts for vendors

Taste Newberg is committed to supporting the local economy by purchasing goods and services from Newberg businesses whenever possible. When services are not available locally, Oregon-based vendors are prioritized. National vendors are utilized only when specialized expertise or destination-specific services are required, and comparable Oregon providers are unavailable.

Vendor	Location	Classification	Program/Service	Buy Local Compliance
Sarah Reid	Newberg, OR	Newberg	Marketing Content	✓ Newberg Vendor
DVA Advertising & PR	Bend, OR	Oregon	Marketing & Advertising	✓ Oregon Vendor
Emele Hibdon PR	Portland, OR	Oregon	Public Relations	✓ Oregon Vendor
Field Day PR	Milwaukie, OR	Oregon	Public Relations	✓ Oregon Vendor
RAM Offset Litho	White City, OR	Oregon	Print Marketing Materials	✓ Oregon Vendor
Starrhouse	Portland, OR	Oregon	Social Media	✓ Oregon Vendor
Adventures in Vinoland	McMinnville, OR	Yamhill County	Social Media	✓ Oregon Vendor
Certified Travel Media	Boston, MA	National	Marketing Services	No Oregon vendor available for specialized tourism publication placement
Daggerhart	Asheville, NC	National	Website Development & Support	Specialized vendor retained for website platform and maintenance
Datafy	South Ogden, UT	National	Tourism Data & Analytics	Specialized destination analytics provider
Stitzlein Studio	San Mateo, CA	National	Brand & Creative Services	Existing brand agency with specialized expertise

ANNUAL – FY 2026–2027 BUDGET SUMMARY



	2026 – 2027 FISCAL YEAR BUDGET	2025 – 2026 FISCAL YEAR ACTUAL	YOY DIFF DIFF
Revenues	\$611,915	\$608,246	\$3,669
City of Newberg (TLT Funds)	\$505,229	\$483,995	\$21,234
Staffing	\$220,200	\$191,426	\$28,774
General Operations	\$64,913	\$23,704	\$41,209
Marketing Program	\$326,802	\$393,116	\$(66,314)
Total Expenses	\$611,915	\$608,246	\$3,669



REVENUES
\$611,915
\$3,669
OVER PRIOR YEAR



STAFFING
\$220,200
\$28,774
OVER PRIOR YEAR



GENERAL OPERATIONS
\$64,913
\$41,209
OVER PRIOR YEAR



MARKETING PROGRAM
\$326,802
\$(66,314)
UNDER PRIOR YEAR



TOTAL EXPENSES
\$611,915
\$3,669
OVER PRIOR YEAR



Total Expenses are \$3,669 over prior year (FY 2025–2026).



TASTE NEWBERG

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