



For Immediate Release

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**Willamette Valley Visitors Association Appoints Tori Middelstadt as
New Executive Director**

**Formerly the Region's Development and Industry Relations Manager, Tori Brings
Expansive Regional and Industry Expertise**

Salem, Ore. (September 9, 2024) – The Willamette Valley Visitors Association (WVVA) is excited to announce the appointment of Tori Middelstadt as its new executive director. Middelstadt, a seasoned leader in the tourism industry with over 19 years of experience, brings a wealth of knowledge and a passion for promoting Oregon's diverse attractions.

Middelstadt is no stranger to WVVA, having previously served as the Development and Industry Relations Manager, where she played a pivotal role in expanding and enhancing the visitor experience in the Willamette Valley. After gaining valuable executive experience at Visit Grants Pass, where she successfully revitalized the destination management organization (DMO) and strengthened community engagement, Middelstadt is eager to return to WVVA in a leadership role.

"I'm beyond excited to return to WVVA, an organization that has always felt like home," says Middelstadt. "My passion for tourism and community began in my childhood growing up in Alaska, where the people and the land were deeply connected. Moving to Oregon felt like a natural extension of that love for community, and I'm eager to give back to the state that has embraced me."

In her new role, Middelstadt will direct the organization, overseeing WVVA's strategic initiatives, destination marketing, and development efforts aimed at promoting the Willamette Valley as a premier travel destination. Known for her strong communication skills and ability to foster consensus, she aims to guide her team toward innovative solutions and continued growth for the region.

"We are thrilled to see Tori step into the role of Executive Director," says Stephen Hoshaw, WVVA Board President and interim director at WVVA. "Her deep understanding of the Willamette Valley and her proven ability to foster collaboration and drive results make her an

excellent leader for our organization. Tori's dedication to both the community and the region's tourism industry has been evident throughout her time with WVVA, and we're excited to see where her leadership takes us next."

Middelstadt's passion for Oregon tourism extends beyond her professional role. A lover of the outdoors, she spends her free time exploring Oregon's natural landscapes with her family, camping, and learning about the state's agricultural heritage.

For images, see [here](#).

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About the Willamette Valley Visitors Association

The Willamette Valley, defined as the area between the crest of the Cascade Mountains and the crest of the Coast Range, from Newberg south to Cottage Grove, is the largest river valley in the Pacific Northwest. Willamette Valley Visitors Association (WVVA) is a private, nonprofit organization that supports travel and tourism in the Willamette Valley, Oregon's Wine Country. Comprising six destination marketing organizations, WVVA works to maintain the Willamette Valley as Oregon's premier travel destination, while also highlighting the culture, heritage and natural resources of the region. For more information, visit <https://willamettevalley.org/>.