



**City of Portland**  
**April 24, 2013**

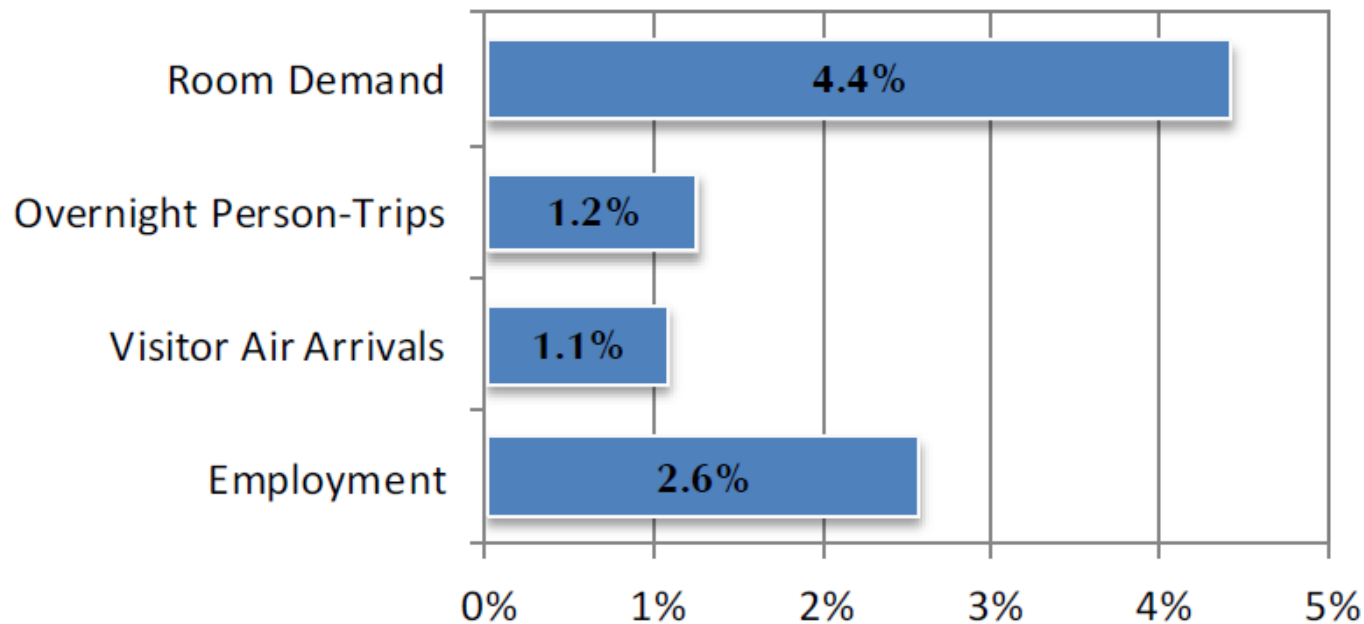


# THE BUSINESS OF TOURISM



# SELECT INDICATORS OF PORTLAND METRO TRAVEL 2012p

**Selected Indicators of Portland Metro Travel,  
2011-12p Percent Change**





# TOURISM IMPACTS - DEAN RUNYAN

**\*PORTLAND METRO TRAVEL TRENDS  
2010-2012p**

	Spending (\$Million)	Earnings (\$Million)	Employment (Thousand)	Tax receipts (\$Million)		
				Local	State	Total
<b>2010</b>	<b>3,683</b>	<b>824</b>	<b>28.5</b>	<b>57.9</b>	<b>74.7</b>	<b>132.6</b>
<b>2011</b>	<b>3,855</b>	<b>876</b>	<b>29.2</b>	<b>62.5</b>	<b>84.5</b>	<b>147.0</b>
<b>2012p</b>	<b>4,016</b>	<b>916</b>	<b>30.1</b>	<b>70.2</b>	<b>90.9</b>	<b>161.1</b>

**\*Portland Metro includes Multnomah, Clackamas and Washington counties**



# HOW DID WE DO?







# FUTURE CITYWIDE CONVENTIONS BOOKED CURRENTLY 2013 - 2021



**Hotel  
room  
nights  
287,719**

**Citywide  
economic  
impact  
\$155.2  
million**

**OCC  
Revenue  
\$26.7  
million**

A photograph of a group of people, mostly women, gathered in a kitchen or dining area. They are standing around a counter, some looking at items on display. The room has a tiled floor, white cabinetry, and several copper pots hanging on the wall. The image is slightly faded to allow text to be overlaid.

# Portland Client Event

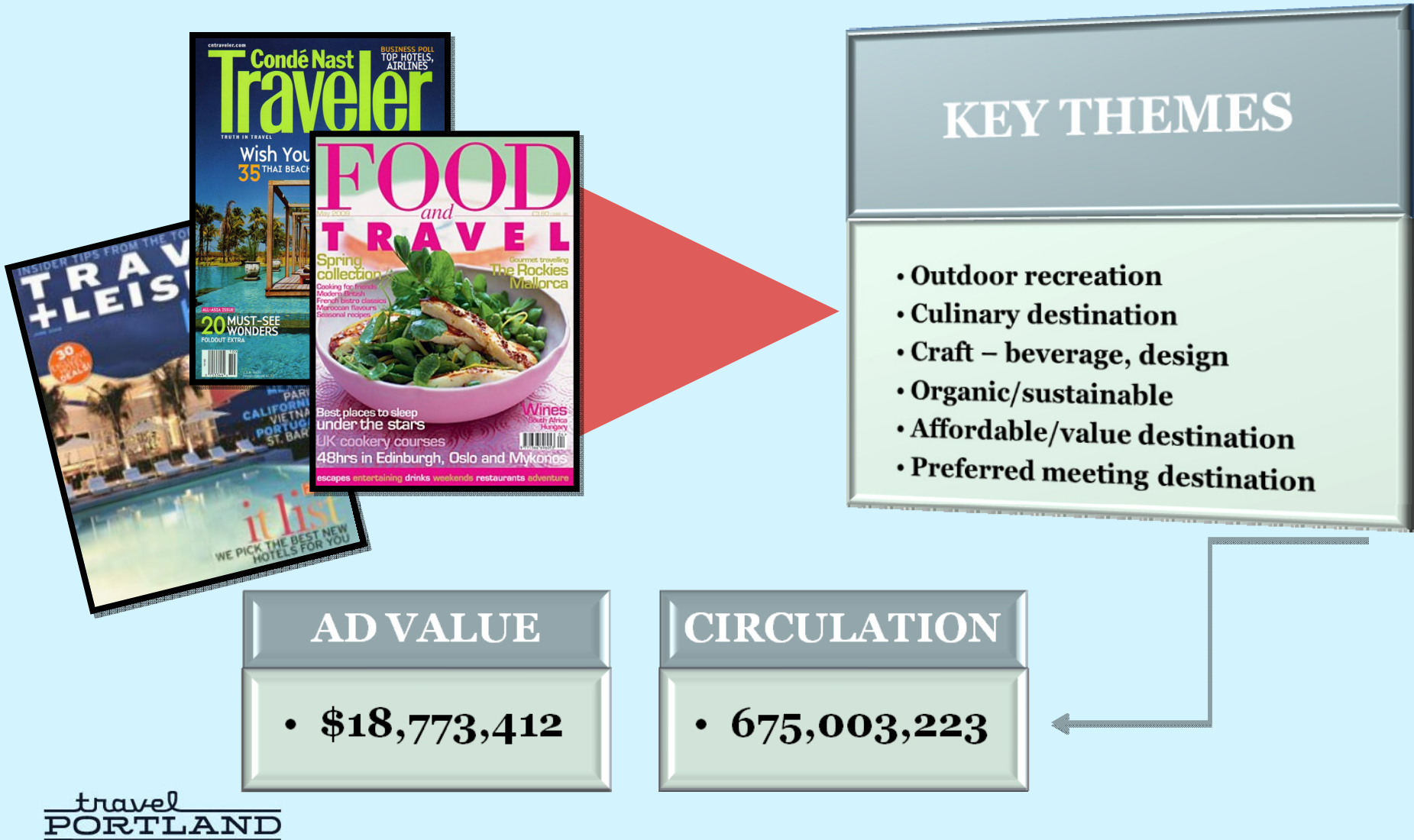
May 22, 2012

CHICAGO



# MEDIA/PUBLIC RELATIONS

## FY 2011-12





MEXICAN FLAVORS MADE FRESH: BEST TACOS, SALSAS, GUACAMOLE

# FOOD & WINE

MAY 2013

## FOOD + TRAVEL SPECIAL

*where to eat, drink  
+ shop in 10 great  
american cities*

durham, nc; p. 60  
**FIVE POINTS INTERSECTION**

portland, or; p. 58

**SE DIVISION STREET**

philadelphia, p. 54

**EAST PASSYUNK AVENUE**

**PEARL STREET**

boulder, co; p. 58

# GO LIST

**8th  
ANNUAL**

*10 Best Foodie Streets in America*

**May 2013**



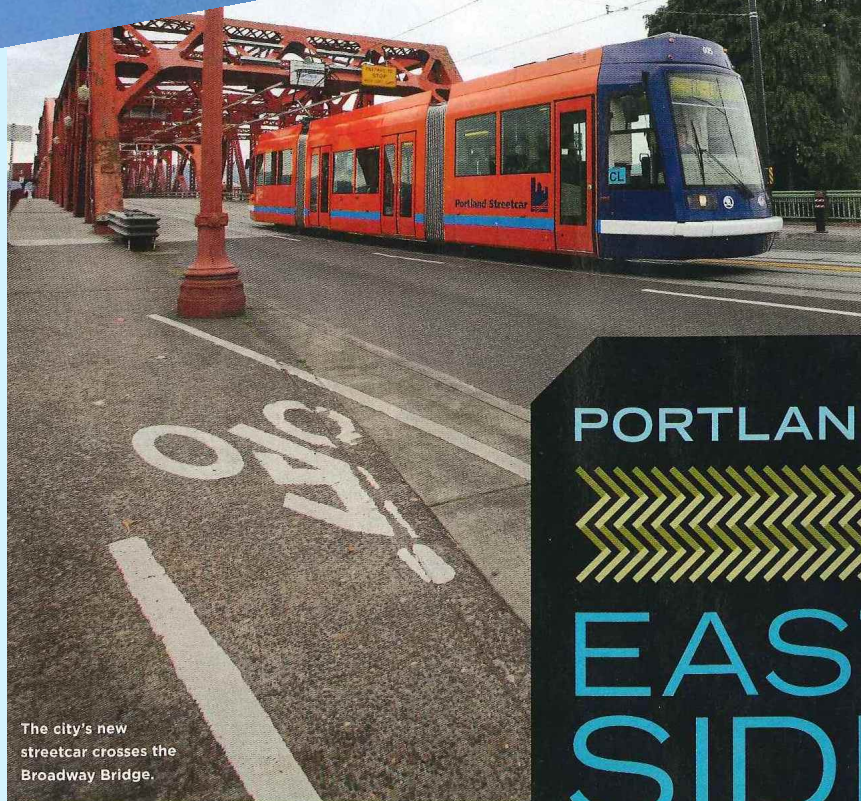


# via

  
OREGON  
MARCH+APRIL 2013

## March-April 2013

travel  
PORTLAND



The city's new  
streetcar crosses the  
Broadway Bridge.

PORTLAND'S



EAST  
SIDE  
STORY



# TOURISM IMPROVEMENT DISTRICT



# PASSPORT: “THE EXCUSE”







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### Build Your Trip

- ☒ Hotel only
- ☐ Hotel + Flight
- ☐ Hotel + Car
- ☐ Hotel + Flight + Car

Destination:

Downtown Portland

Check-in date:

1/18/2013

Check-out date:

1/25/2013

Rooms:

1

Adults:

1

Children:

0



## Up to 30% off Portland Hotels

Plus, you'll save even more with tax-free shopping and dining.

This winter, Expedia serves up big savings on Portland hotels. And because there's no sales tax in Oregon, you can stretch your dollars even further—and enjoy Portland's unique mix of national retailers and independent boutiques. Throw in the world's best street food and more than 50 microbreweries, and you have a getaway to remember in Portland, called the "Capital of West Coast urban cool" by *The New York Times*. Book on Expedia to save up to 30% on Portland hotels.

## RESULTS FOR TID HOTELS

December 2012 –  
February 28, 2013

## Room Nights

36,566

## Revenue

\$3,182,571

## ADR

+47.3%

+54.9%

+2.8%



travel  
PORTLAND



# TID HOTELS

## January/February Revenue

<b>2013</b>	<b>\$80.7 million</b>	<b>+6.3%</b>
<b>2012</b>	<b>\$75.9 million</b>	
<b>Revenue Increase</b>	<b>\$4.8 million</b>	



# TID HOTELS

## Tax Collection

### January - February 2013

Revenue		\$80,701,000	6.3% Incremental increase	\$4,813,000
City of Portland	5%	\$4,035,000		\$240,650
Travel Portland	1%	\$807,010		\$48,130
Tax Total	12.5%	\$10,087,000		\$601,625
TID Assessment	2%	\$1,614,000		\$96,260







# ONLINE BANNERS

More than 20  
million  
impressions

0.23% CTR  
(almost 3x travel  
industry average)

The screenshot shows the IFC website interface. At the top left is the IFC logo. Below it is a navigation menu with links for Shows, Movies, Schedule, and IFC FIX. The main banner features a video player for 'KUMAIL TOURS PORTLANDIA' with a title card that reads 'KUMAIL TOURS PORTLANDIA' and a description: 'Comedian Kumail Nanjiani discovers what lies at the very heart of Portlandia: a very tiny house.' Below the video player is a 'Watch Now' button. At the bottom of the banner is a 'TRAVELPORTLAND.COM' link. Below the banner is a 'WHAT'S ON TONIGHT' section with a schedule for 7:00 PM ET, 7:30 PM ET, and 8:00 PM ET, listing shows like 'MALCOLM IN THE MIDDLE' and 'HOSTEL'. Below this is a 'Video' section with three video thumbnails: 'Adepta-Comic: All Kills Hitler', 'Kumail Tours Portlandia - Tiny House', and 'FULL EPISODE: Out There - "A Chris By Any Other Name"'. To the right of the video section is a large blue box with the text 'SO COME VISIT. AND GET FREE STUFF WHEN YOU BOOK!' and a 'TRAVELPORTLAND.COM' link.

IFC

Shows  
Movies  
Schedule  
IFC FIX

KUMAIL TOURS PORTLANDIA

Kumail Tours Portlandia - Ep. 5  
Comedian Kumail Nanjiani discovers what lies at the very heart of Portlandia: a very tiny house.

Watch Now

TRAVELPORTLAND.COM

WHAT'S ON TONIGHT

7:00 PM ET MALCOLM IN THE MIDDLE 7:30 PM ET MALCOLM IN THE MIDDLE 8:00 PM ET HOSTEL

SEE FULL SCHEDULE

Video MORE VIDEOS

Adepta-Comic: All Kills Hitler

Kumail Tours Portlandia - Tiny House

FULL EPISODE: Out There - "A Chris By Any Other Name"

SO COME VISIT.  
AND GET FREE STUFF  
WHEN YOU BOOK!

TRAVELPORTLAND.COM





You don't need a passport to visit Portland, Ore., but that doesn't mean you shouldn't get one. Those who book their next hotel stay at Travel Portland's website will receive a "passport" for free food items instead of free passage.

Planning a Portland getaway? Eat, drink and make merry with The Portland Passport that will get you some free treats around the city.

**The Seattle Times**



seattletimes.com

**Los Angeles Times**

You now need a passport to visit Portland, but it's not because Portlandia is actually a foreign country. (It's because they have some cool freebies to give you.)

travel  
**PORTLAND**







# WEBSITE



January 1<sup>st</sup> –  
March 15<sup>th</sup>

429,160  
visits

+48.4%





# FY 13-14: POTENTIAL APPROACH

Month	Search	Travel Oregon	Travel Portland
July			
August			
September		Bounty: enhance PDX message?	
October			
November			Holiday shopping
December			
January			Winter
February			
March			
April		Outdoors: enhance PDX message?	
May			
June			



# INTERNATIONAL TOURISM SALES





# ITB BERLIN

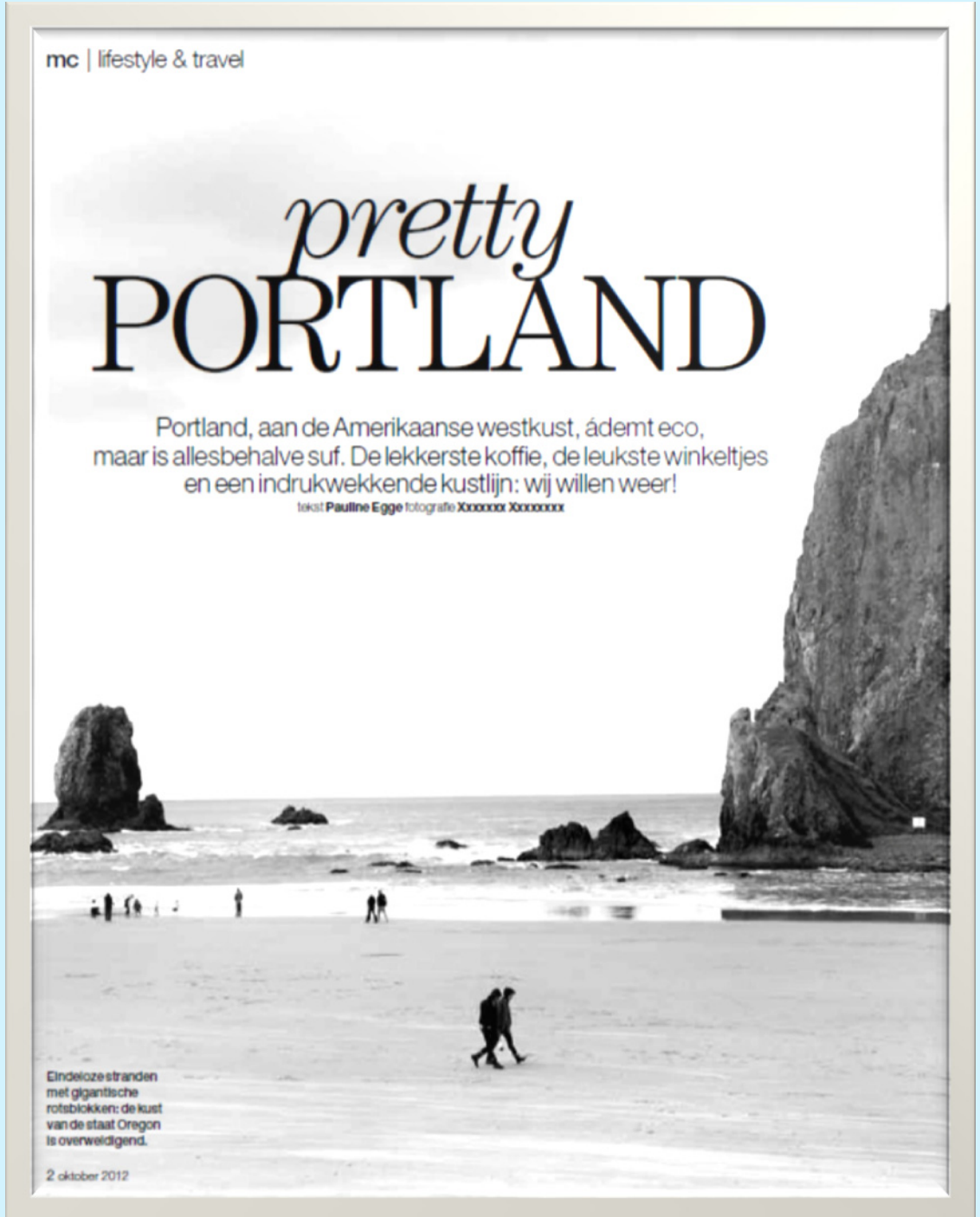
*The World's Largest Trade Show*

MARCH 6-10, 2013



# Marie Claire Magazine Netherlands October 2012

travel  
PORTLAND





**UTRECHT** Too much fun for one day





# DOWNTOWN MARKETING INITIATIVE



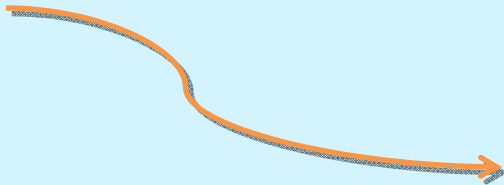


# Annual Marketing Campaign



**Fashion's  
Night Out  
September  
Retail**

**Feast Co-Promotion**

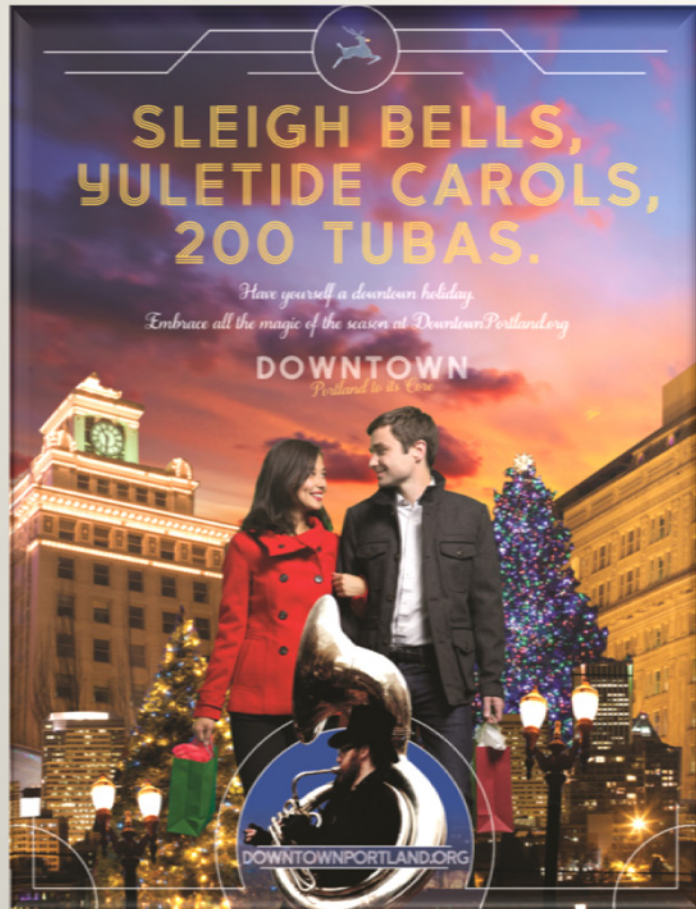


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# HOLIDAY 2012 CAMPAIGN





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# PERFORMING ARTS/ RESTAURANT PROMOTION



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# travel PORTLAND