



Office of Mayor Ted Wheeler
City of Portland

DATE: March 27, 2019

TO: Commissioner Chloe Eudaly
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Jo Ann Hardesty
Auditor Mary Hull- Caballero

FROM: Mayor Ted Wheeler

SUBJECT: Annual Report by Travel Portland

Colleagues,

Please accept this report on tourism and development activities by Travel Portland who leads the City's efforts to promote Portland as a travel destination. Funding for these efforts from the City and Portland Development Commission will help Portland maintain our economic vitality while providing opportunities to our community.

CITY OF PORTLAND
APRIL 3, 2019



travel
PORTLAND



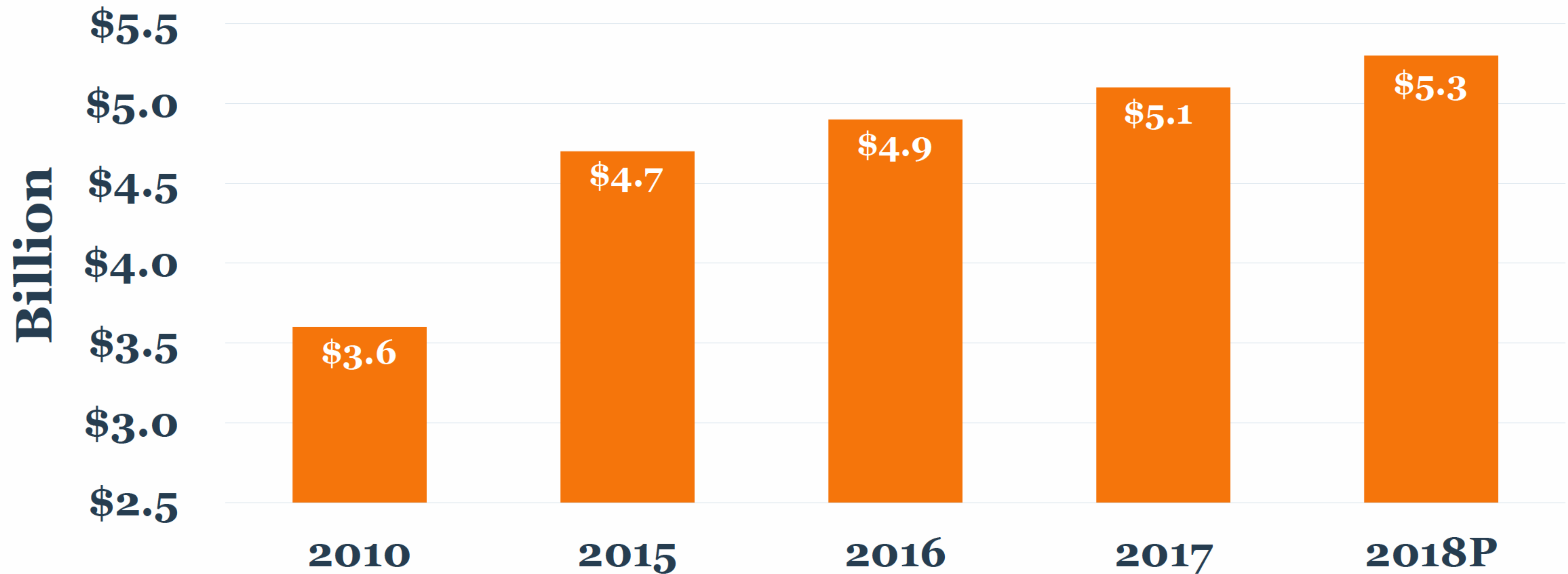
OVERNIGHT VISITORS: 2018P

8.7 million
overnight
person trips



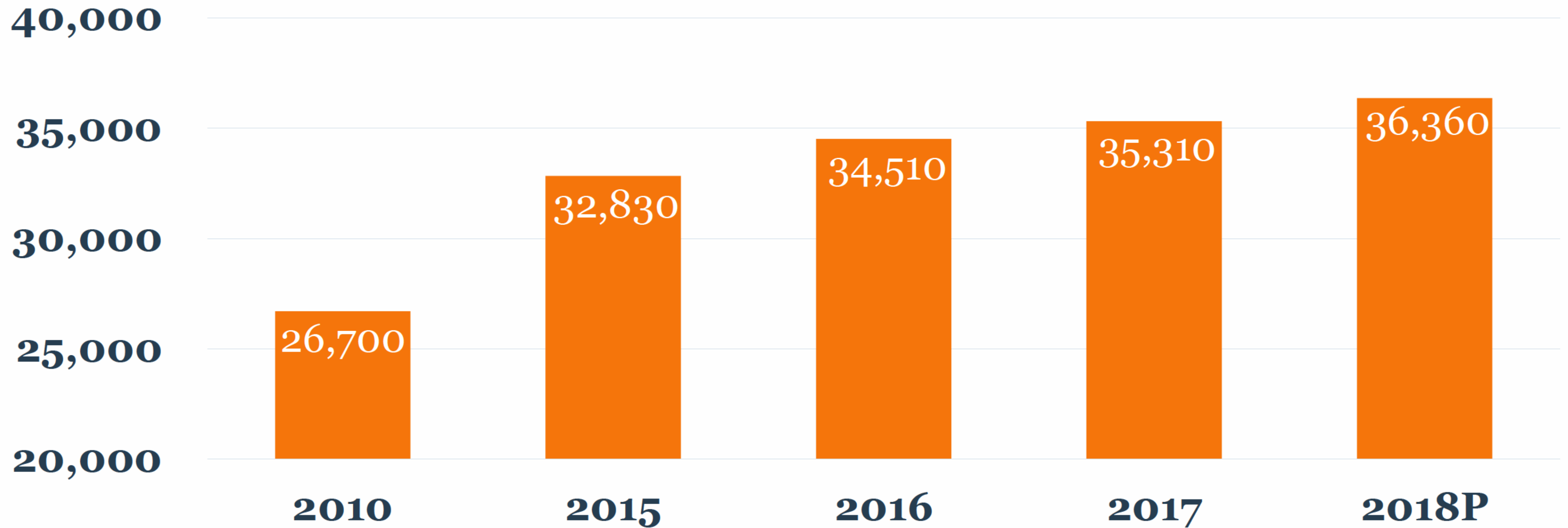
Source: Dean Runyan Associates.

DIRECT SPENDING



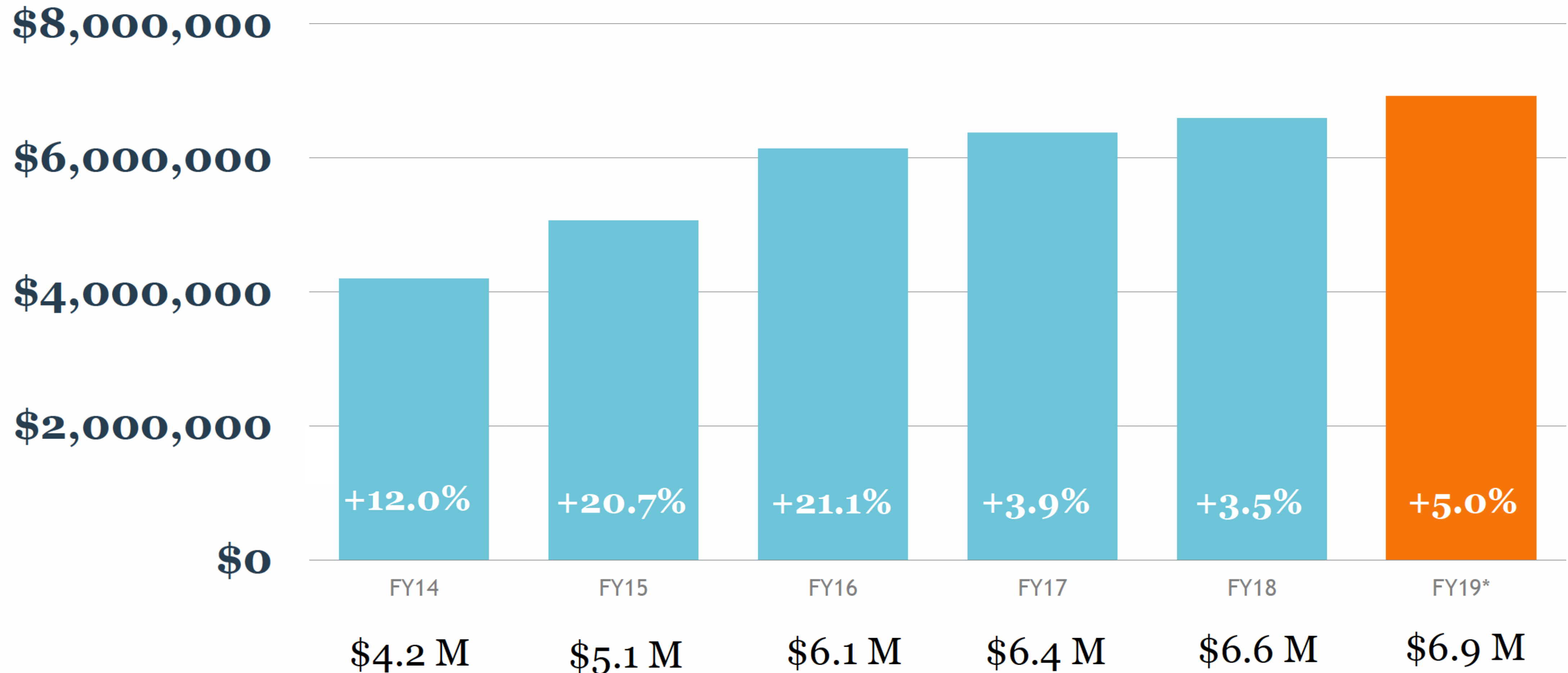
Source: Dean Runyan Associates. Percentage calculations subject to rounding error.

DIRECT TRAVEL-RELATED EMPLOYMENT



Source: Dean Runyan Associates. Percentage calculations subject to rounding error.

TRANSIENT LODGING TAX HISTORY



HYATT BOOKING IMPACT

Convention Rooms for future years booked by Travel Portland

	Convention Rooms Booked	Economic Impact* (estimate only)
FY2018	132,293	\$105,770,226
FY2019	195,163	\$160,282,626
FY2020 (2 Quarters)	107,516	\$82,800,558

SHORT-TERM RENTALS / AIRBNB IN PORTLAND



Source: AirDNA

Martin Martinez
General Manager / Co-Owner
Orox Leather Co.



OUR WORK

MY PEOPLE'S MARKET

MPM Market Report

\$34,137

total sales generated

\$525

avg. vendor sales

3,000

est. attendance;
80 vendors

93%

of vendors made
new business
connections

93%

of vendors
are likely to
participate in
next market

\$44,995

spent on
contracting with
minority-owned
businesses

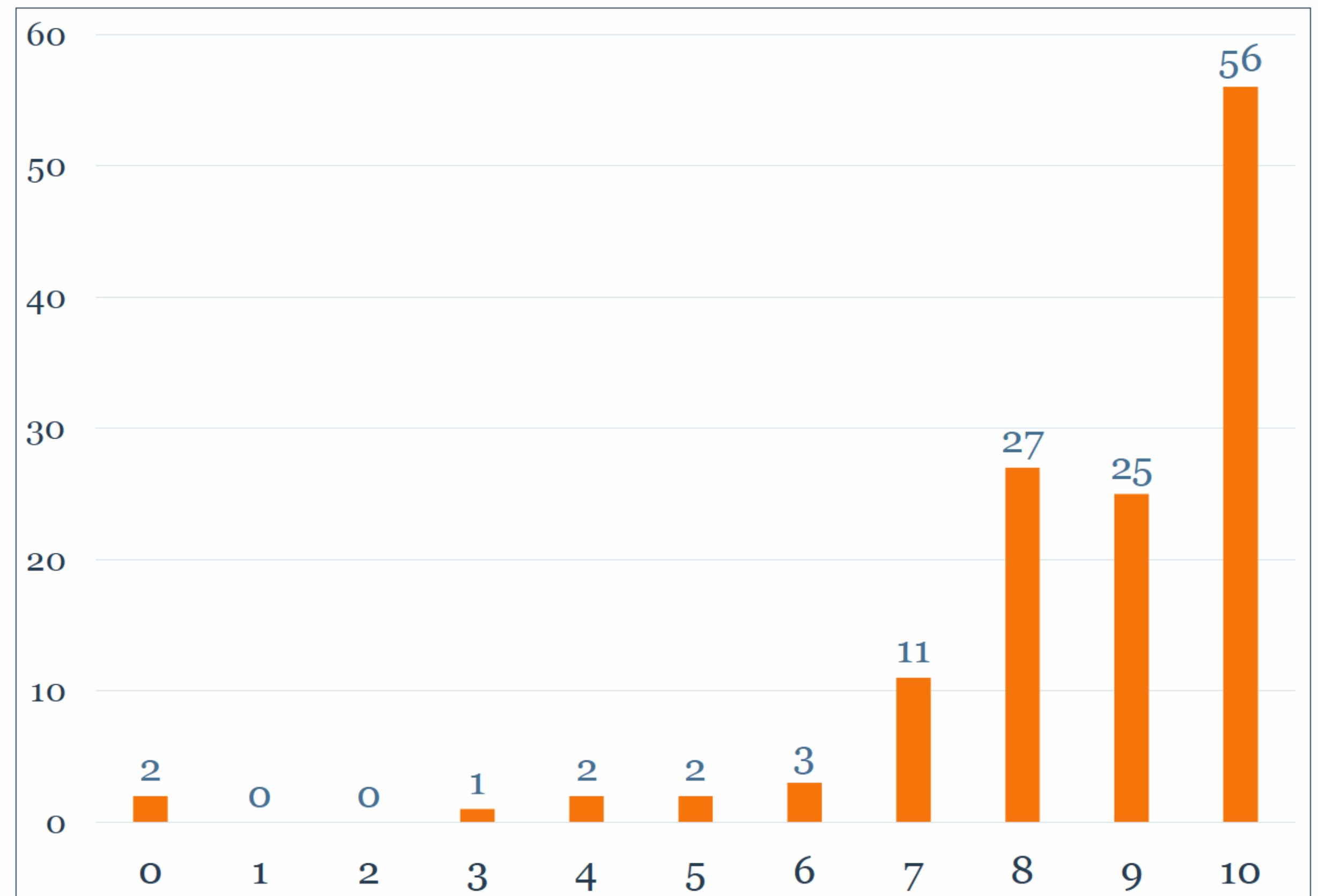


RESEARCH: CONSUMER INSIGHTS

Please select how strongly you agree or disagree with the following statement:

I would recommend Portland as a travel destination to my friends and family. (n=129)

(0=Strongly Disagree, 10=Strongly Agree)



CONSUMER ADVERTISING



CONTENT PARTNERSHIPS



GO ON A PORTLAND ADVENTURE

Chefs from near and far come to experience the best of Portland, while local chefs show them the ropes.



Discover Portland's Delicious Monsters with Chefs Erick Harcey and Gregory Gourdet

In Portland, no square inch is wasted. Chefs pair up to create meals greater than the sum of their parts. Chocolatiers rub elbows with coffee-roasters. Soft-serve servers tap into the best of the Oregon flavor universe, and hidden farms pop up in neighborhoods. In the midst of this creative renaissance is a city where anything becomes possible. Dive in with part two of our new series with Travel Portland, and watch the city dazzle both newcomers—like Chef Erick Harcey of Minnesota's Upton 43—and tried-and-true locals like Departure's Chef Gregory Gourdet. Sponsored



The Portland Local's Guide for Non-Locals



Itanyi Bell, an Emmy-nominated filmmaker and multimedia artist, leads a new fellowship for black Portland filmmakers at Open Signal, a community broadcast organization, as a way to increase opportunities for African Americans in the industry.

Filmmaker creates jobs incubator for blacks, females

BY DANNY PETERSON
THE PORTLAND OBSERVER
With more and more films by black writers, directors, and stars hitting movie theaters each year—like this year's box office smash *Black Panther*—it's no wonder why community media organization Open Signal is betting the future of media is black with their new incubator for local African American filmmakers, called 'Open Signal Labs.'

Betting on Diversity

held its orientation at the beginning of this month, convenes six film makers from Portland's black community at the organization's public access center in northeast Portland in part to help bolster female and minority representation in professional media careers. Only 5 percent of the top 1,223 directors in the country between 2007 and 2017 were black, and only four of them were black women, according to a 2018 University of Southern California study.

inated African American filmmaker who grew up a mile and a half north of the original 35-year-old Portland Community Media building at 2766 N.E. Martin Luther King Jr. Blvd, which was re-launched at its same location as Open Signal in 2017. Bell, 39, had been floating the idea of having a black filmmaker fellowship to Harn, and others in the film industry, for the past two years before it was finally brought to fruition. "In the years leading up to my first conversation with Justen, I'd been doing a lot of independent work and freelance work for places in New York City and in Philadelphia. And in my spare time I would visit a lot of festivals and I would talk about creating something just like this, for black creative people around the world, really," Bell said. Using his connections in the film industry, Bell will be bringing in successful black media professionals from across the country

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AD ACCOUNTABILITY: SPRING 2018

**Incremental spending
by travelers**
\$156.6 million

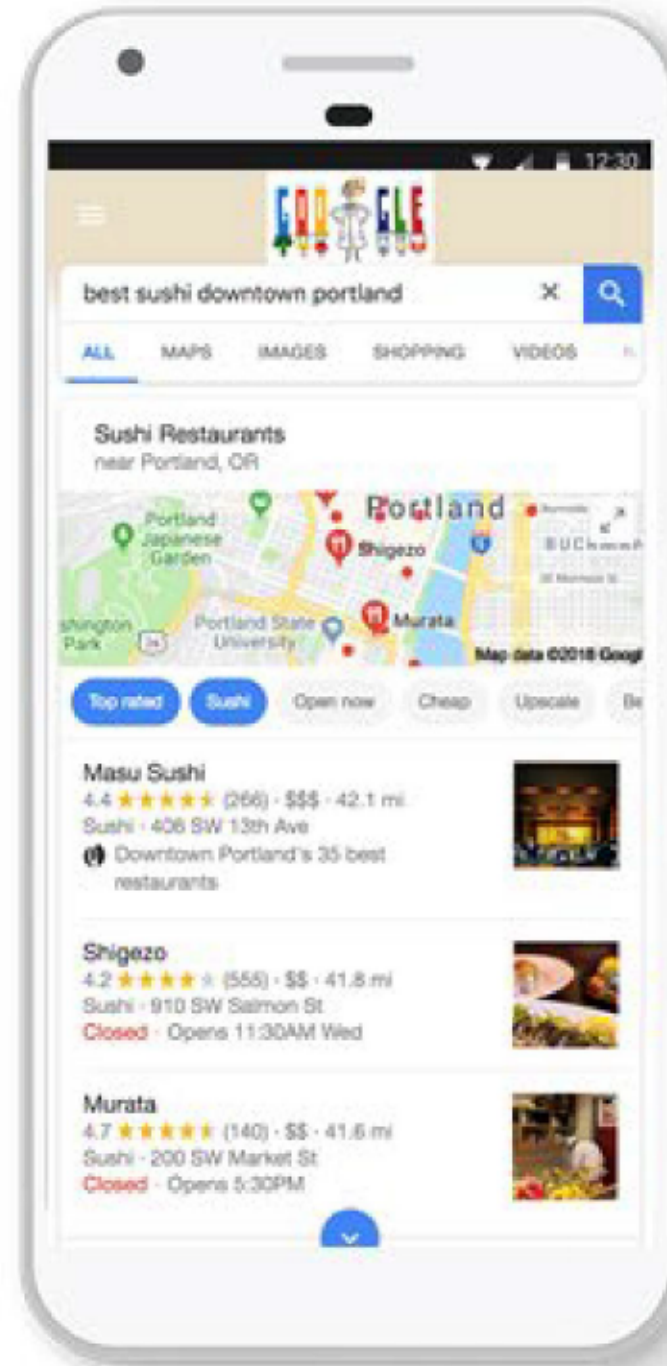


Source: Phocuswright

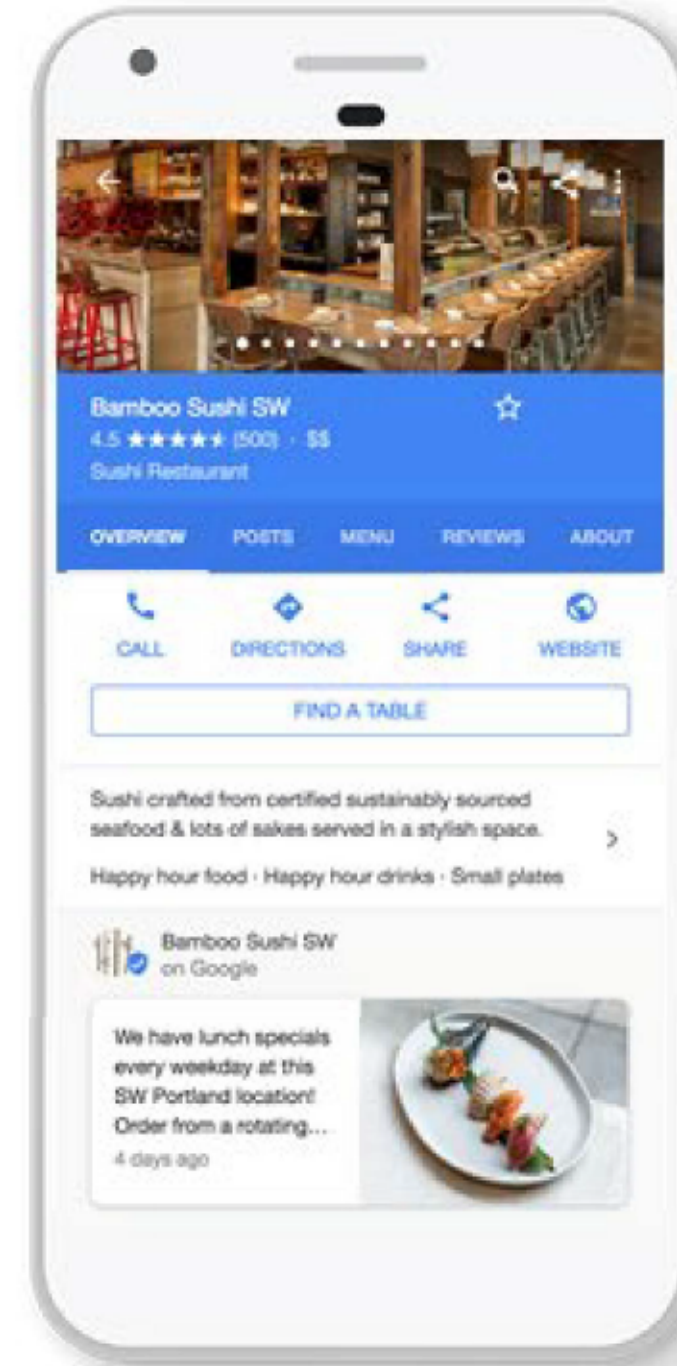
INNOVATION

INSIGHT: HOW TODAY'S VISITOR EXPERIENCES PORTLAND

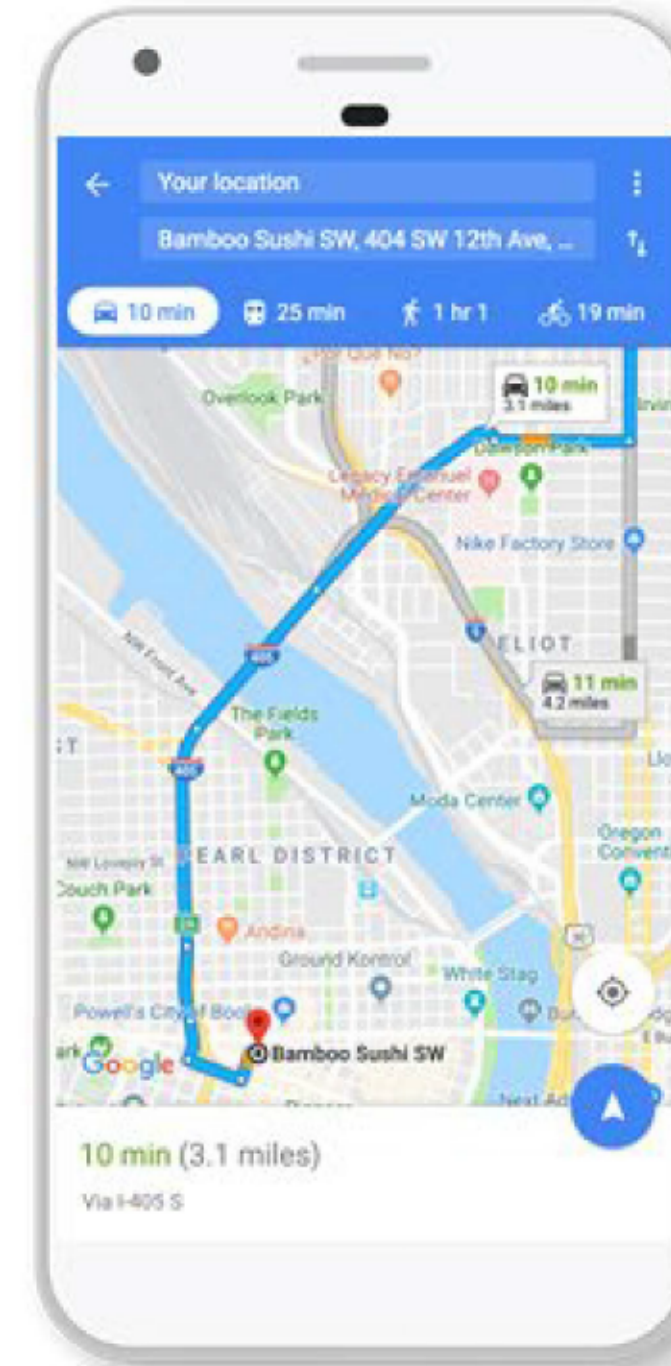
Search/Discovery



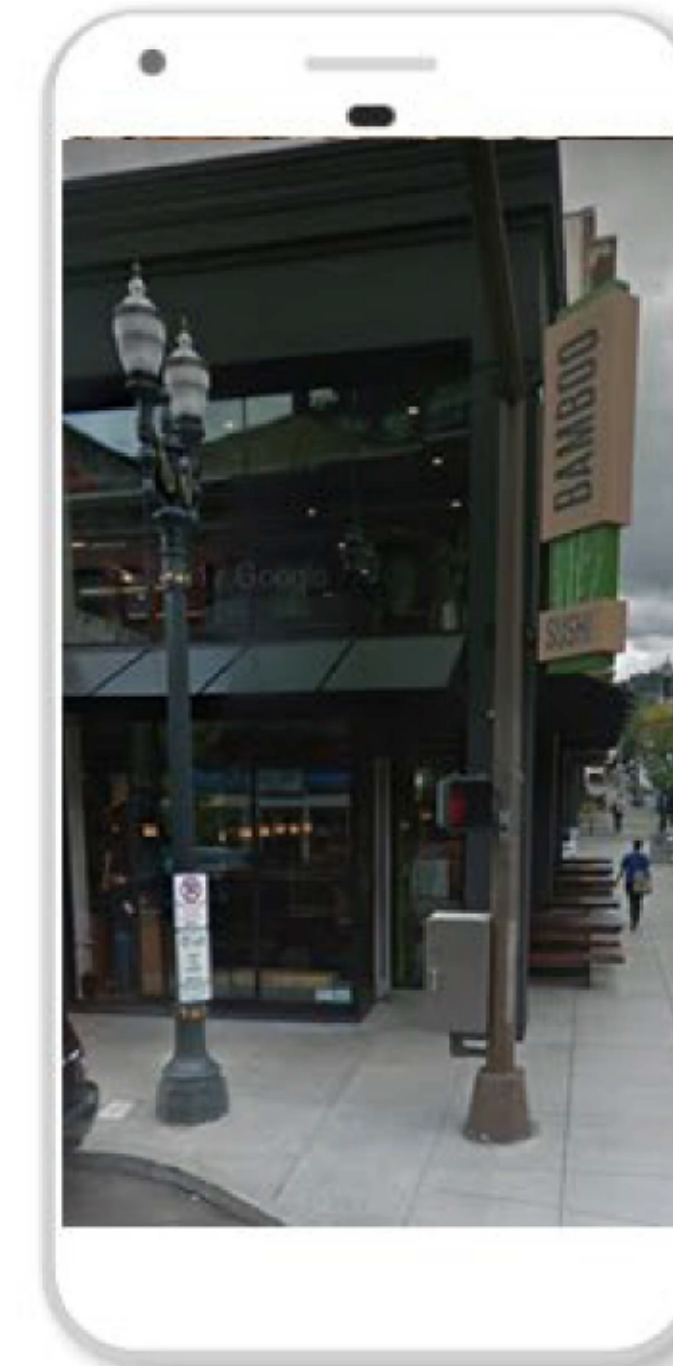
Decision Action



Direction Request



Customer Visit



PILOT PROJECT

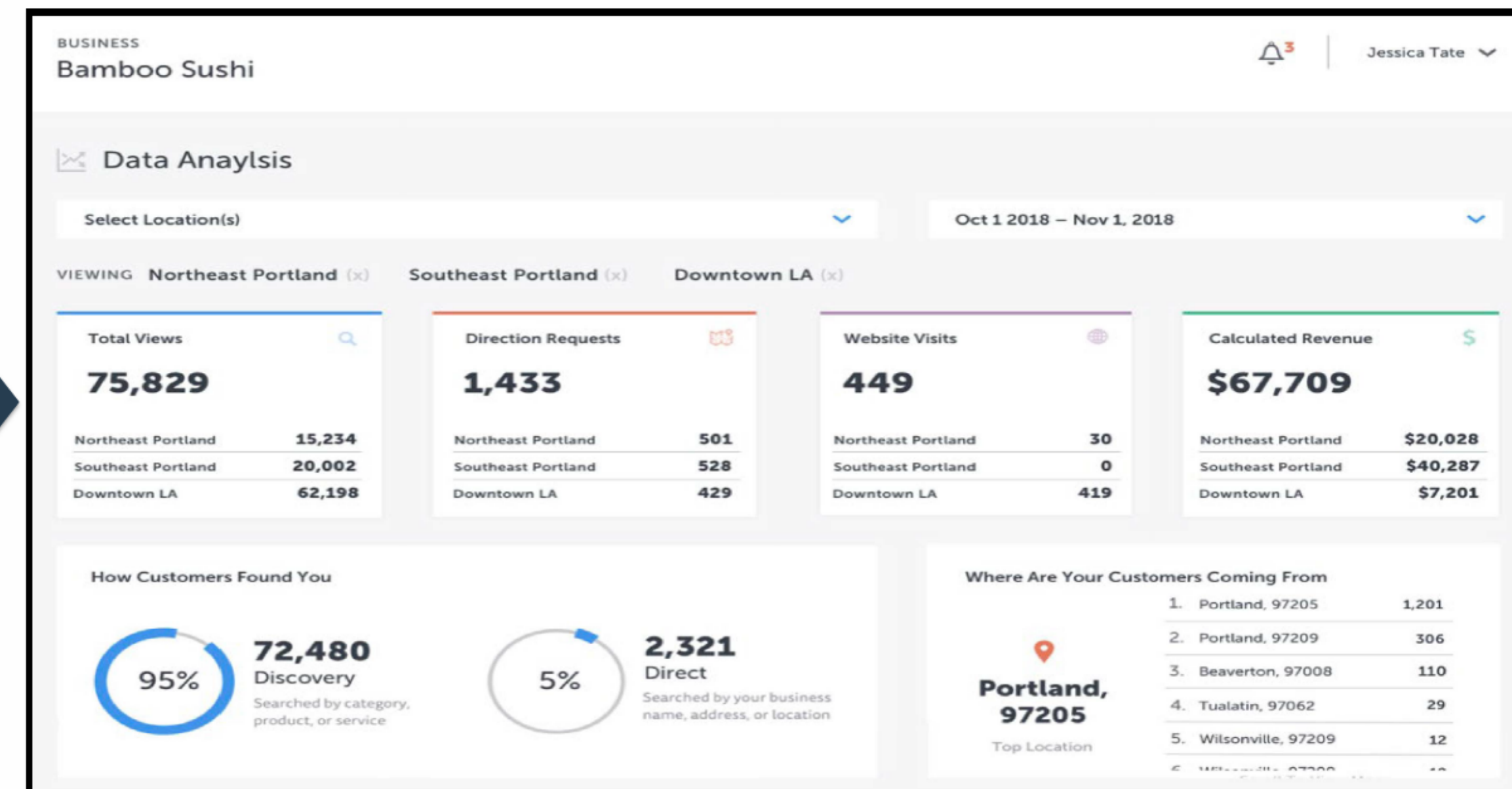
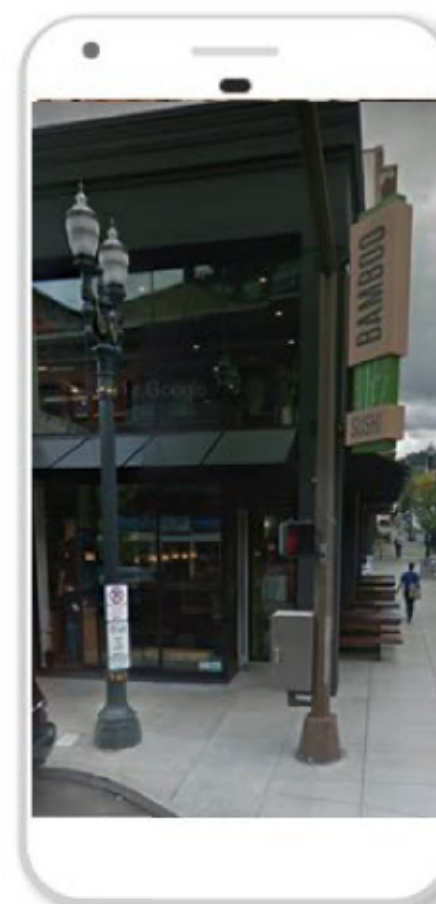
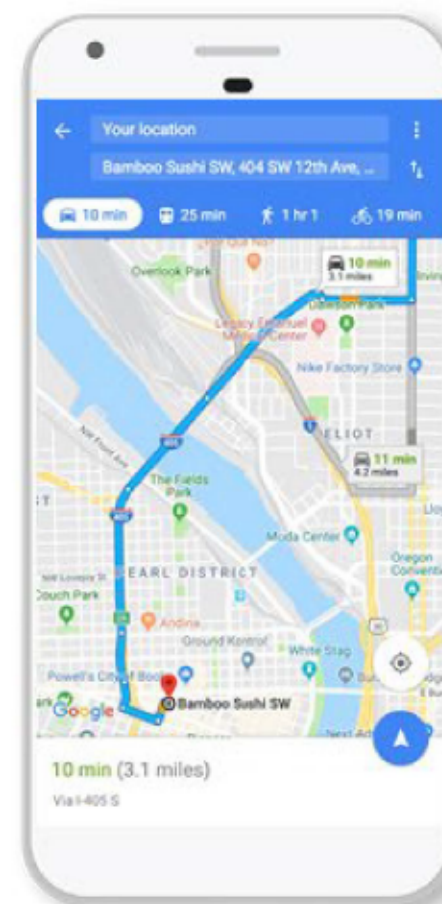
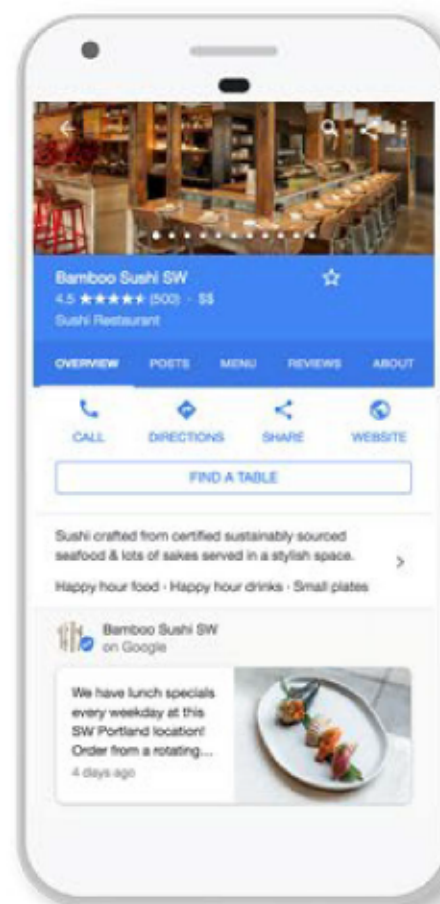
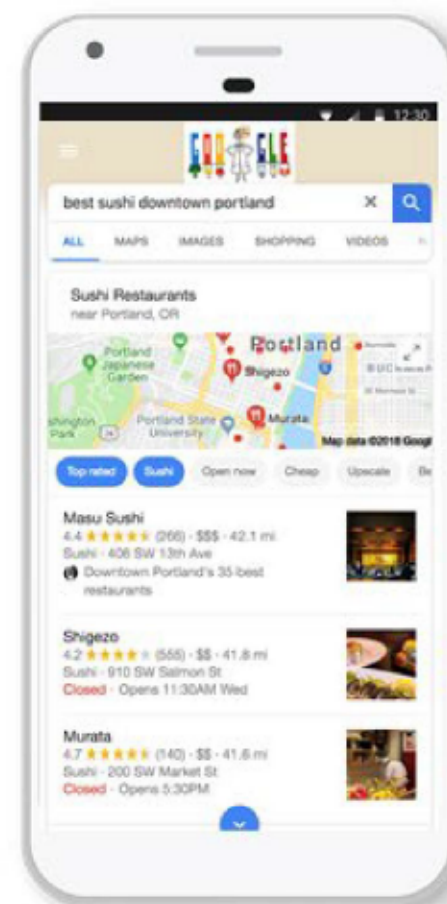
Our approach

- Optimize the Google My Business/Google Maps listings for all Portland businesses that serve tourists, meetings and conventions.
- Provide businesses with interactive dashboard that measures how much business is driven by their Google Maps listing.
- Free to all tourism-facing businesses in 2019.

Our partner



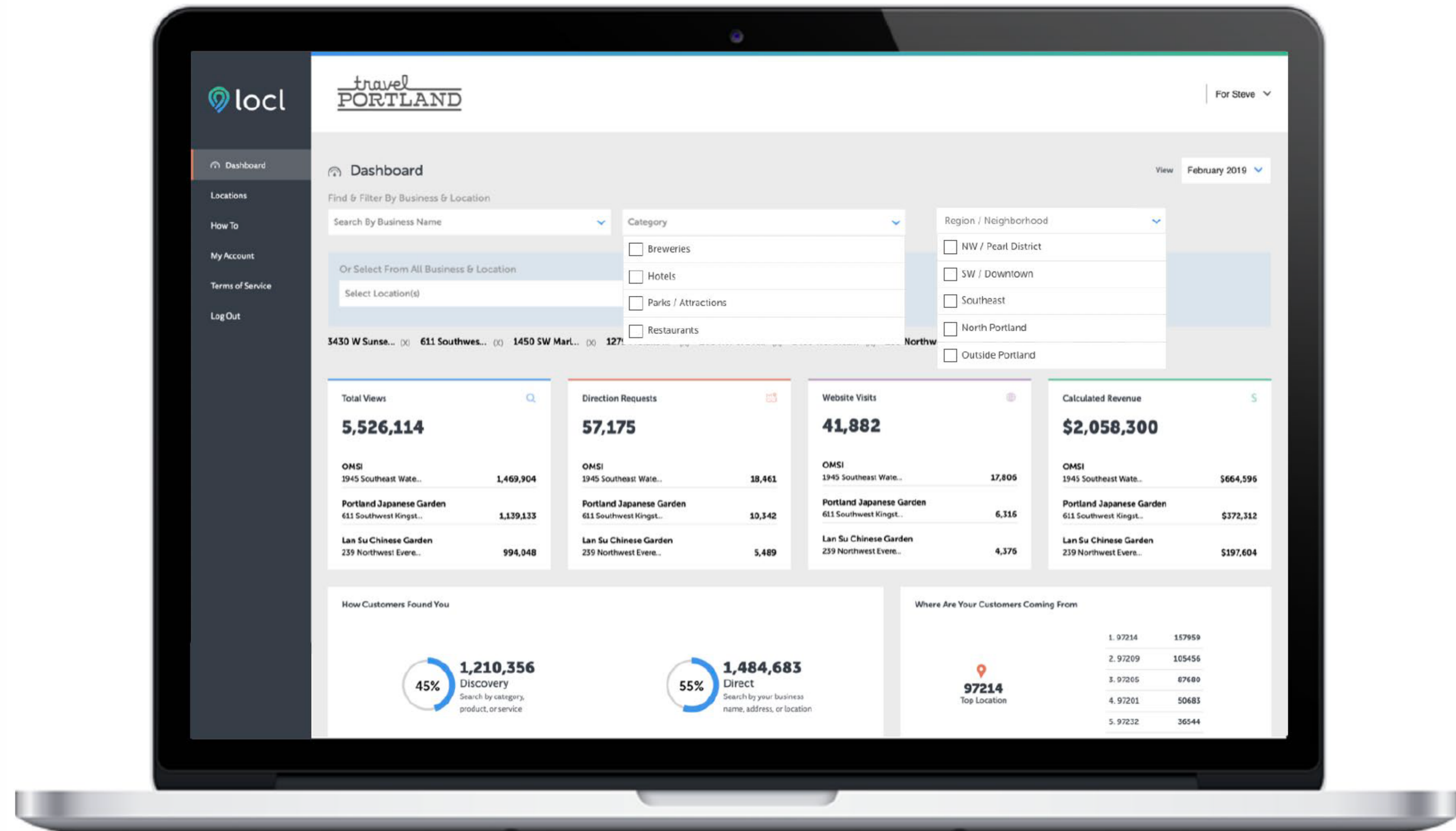
DASHBOARD: BUSINESSES



DASHBOARD: DESTINATION

Aggregate real-time data to gauge performance of Portland's tourism-facing businesses:

- By business type
- By neighborhood
- By event (meetings, events, conventions, festivals, Dining Month, etc.)



CASE STUDY: WILDFANG

Wildfang

Result Highlights:

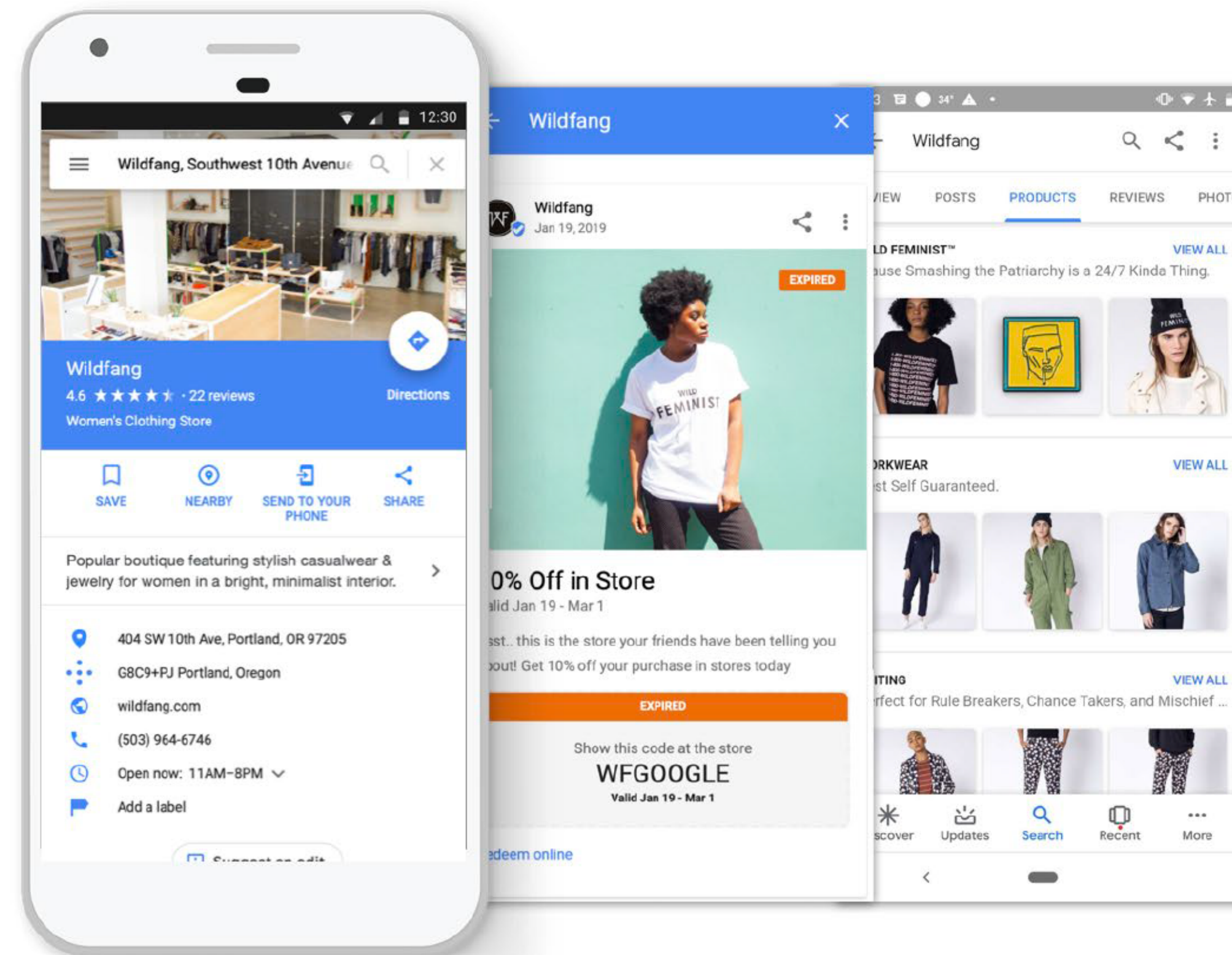
Key Metrics:

79% Increase in Direction Requests
321% Increase in Direct Searches

January, 2019: YoY, by Month
Locations: 4

Services Performed:

Category, Amenity, and Photography
Optimization



Wildfang operates two retail stores in Portland, one store in New York City, and one store in Los Angeles.

TESTIMONIALS

*“**Locl** is probably the single most exciting opportunity in our retail business. The **Locl** team has incredible expertise around driving offline traffic and we are thrilled with initial results.”*

- CEO, Wildfang

*“The insights we're getting on Google user behavior have been nothing short of profound, and we intend to keep working side-by-side with **Locl** and **Travel Portland** to now mine those insights for big improvement in our Google search/maps performance.”*

- COO/CFO, Tender Loving Empire

*“The only thing I have done differently in the past month is sign up with **Locl**. My spa in Southeast has had three times the amount of bookings since.”*

- Owner, Bali Spa

*“I am thrilled to be a part of the **Locl** project! My first one-on-one meeting at the Mark Spencer Hotel was eye-opening. Our hotel's primary listing wasn't even as a 'Hotel,' it was a 'Hotel Management School.' There were very few sub-categories chosen, which meant we were not showing up in searches for 'Portland Hotels,' 'Boutique Hotels,' 'Historic Hotels,' etc.”*

- General Manager, Mark Spencer Hotel



THANK YOU


travel
PORTLAND

Agenda No.

REPORT

Title

Accept Travel Portland 2018 annual report (Report)

INTRODUCED BY Commissioner/Auditor: Mayor Wheeler	CLERK USE: DATE FILED MAR 26 2019
COMMISSIONER APPROVAL Mayor—Finance & Administration - Wheeler Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Hardesty Position 4/Safety - Eudaly	Mary Hull Caballero Auditor of the City of Portland  By: _____ Deputy
BUREAU APPROVAL Bureau: OMF Bureau Head: Tom Rinehart	ACTION TAKEN: APR 03 2019 ACCEPTED
Prepared by: Mustafa Washington Date Prepared: 03/27/2019	
Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/>	
City Auditor Office Approval: required for Code Ordinances	
City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan	
Council Meeting Date: April 3, 2019	

AGENDA	FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
TIME CERTAIN <input checked="" type="checkbox"/> Start time: 9:45am Total amount of time needed: 30min (for presentation, testimony and discussion)		YEAS	NAYS
CONSENT <input type="checkbox"/>	1. Fritz	1. Fritz ✓	
REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)	2. Fish	2. Fish ✓	
	3. Hardesty	3. Hardesty ✓	
	4. Eudaly	4. Eudaly ✓	
	Wheeler	Wheeler ✓	