

# CITY OF PORTLAND CONTRACT RENEWAL

190407

MAY 19, 2021

TRAVEL  
**PORTLAND**



# PORTLAND REGION / TREND – DIRECT TRAVEL IMPACTS

|                             | 2003  | 2019  | 2020  | AVERAGE ANNUAL<br>% CHANGE 2019-20 |
|-----------------------------|-------|-------|-------|------------------------------------|
| Spending<br>(\$Millions)    | 2,609 | 5,625 | 2,388 | -57.5%                             |
| Earnings<br>(\$Millions)    | 644   | 1,566 | 1,190 | -24.0%                             |
| Employment<br>(ooo's)       | 24.9  | 36.9  | 26.4  | -28.4%                             |
| Tax Revenue<br>(\$Millions) | 104   | 278   | 156   | -43.7%                             |

Source: Dean Runyan Associates

# TRAVEL PORTLAND QUARTERLY REPORT

## TRAVEL PORTLAND 3RD QUARTER 2020-21 REPORT

Highlights:  
Executive Summary – Page 3



## CONVENTION SALES

### OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS

|          | OCC Revenue   | Annuals       | Total Potential<br>Future Business |
|----------|---------------|---------------|------------------------------------|
| FY 20/21 | \$ 250,915    | \$ -          | \$ 250,915                         |
| FY 21/22 | \$ 16,611,583 | \$ 491,090    | \$ 17,102,673                      |
| FY 22/23 | \$ 23,288,219 | \$ 1,314,878  | \$ 24,603,097                      |
| FY 23/24 | \$ 10,965,209 | \$ 1,881,573  | \$ 12,846,782                      |
| FY 24/25 | \$ 7,657,651  | \$ 2,083,647  | \$ 9,741,298                       |
| FY 25/26 | \$ 2,429,714  | \$ 1,881,573  | \$ 4,311,287                       |
| FY 26/27 | \$ 4,141,767  | \$ 2,083,647  | \$ 6,225,414                       |
| FY 27/28 | \$ -          | \$ 1,881,573  | \$ 1,881,573                       |
| FY 28/29 | \$ 534,267    | \$ 2,083,647  | \$ 2,617,914                       |
| FY 29/30 | \$ 843,896    | \$ 1,881,573  | \$ 2,725,469                       |
| TOTAL    | \$ 66,723,221 | \$ 15,583,201 | \$ 82,306,422                      |

### OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE

| Total Travel Portland Contract:               | QTR          | YTD           | Target                   |
|---|--------------|---------------|--------------------------|
| New OCC Bookings                              | 1            | 5             |                          |
| Repeat OCC Bookings                           | 0            | 2             |                          |
| Total OCC Bookings                            | 1            | 7             |                          |
| Room Nights from OCC Bookings                 | 4,637        | 22,815        |                          |
| Future OCC Revenue Booked during FY 2020/21   | \$664,358    | \$4,339,515   |                          |
| ROI OCC Bookings                              | \$ 1.7       | \$ 4.1        | Benchmark / 5.8 to 1     |
| Community Economic Impact from OCC Bookings   | \$3,255,640  | \$ 18,258,417 |                          |
| Total Room Nights Booked                      | 5,239        | 45,381        |                          |
| Total Community Economic Impact from Bookings | \$ 3,522,733 | \$ 28,056,787 |                          |
| ROI on Total Community Economic Impact        | \$ 9.0       | \$ 26.7       | Benchmark / 44.0 to 1    |
| OCC Revenue Realized During FY 2020/21        | \$ -         | \$ -          | Benchmark / \$18 Million |

# CONTRACT MEASURES

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## BENCHMARK YEAR – FY2021-23, FY 2022-23





# OBJECTIVE #1

## MAINTAIN A HIGH LEVEL OF EFFECTIVENESS

- Establish ROI benchmark for convention sales and marketing programs



## OBJECTIVE #2

### PROMOTE MINORITY TOURISM AND DIVERSE GROUP CONVENTIONS

- A. Grow minority partners actively participating
- B. Educational and Training activities
- C. Report on efforts to attract conventions of diverse organizations
  - New Bookings
  - Total Bookings



# VICE PRESIDENT OF DIVERSITY, EQUITY & INCLUSION

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## SearchWide Global



**Travel Portland**

*Promoter and steward of this evolving city and its progressive values.*

[travelportland](#) [Website](#)

Travel Portland has retained SearchWide Global to conduct an executive search to find their next Vice President of Diversity, Equity & Inclusion. Portland is the largest and most populous city in the state of Oregon. The population is forecast to surge 40% by 2035.

The Vice President of Diversity, Equity & Inclusion (DEI) serves as the primary subject matter expert and leader of Travel Portland's community relations program with an emphasis on promoting the destination management interests of the organization, including its DEI initiatives with local government and community decision-makers. This position requires a minimum of 10 years of progressive experience in developing solutions and implementing strategies with a focus on community relations, diversity, equity and inclusion initiatives in an organization with diverse constituencies.

If interested in learning more about this great opportunity, please use the link below to apply or send your resume to the SearchWide Global Executive listed below.

[Position Overview](#)

[Apply Now](#)

# OBJECTIVE #3

## REPORT THE HEALTH OF THE MARKET USING THIRD PARTY RESOURCES

### A. Hotel Demand

- Smith Travel
- **City of Portland Revenue Bureau (New)**

### B. Intent to Travel for National and Regional Markets

### C. Ad Accountability





# OBJECTIVE #4

## MEASURE PERFORMANCE OF SALES ACTIVITY

- A. Monitor and Track Lost opportunities
- B. Monitor and Track Cancellations



## OBJECTIVE #5

### MEASURE AND BENCHMARK INTERNATIONAL VISITORS

- A. Reestablish measures once international service returns (Oxford Economics)
- B. Once benchmarks and competitive destinations are determined update measures





## OBJECTIVES #6

MEASURE INDUSTRY AWARENESS OF AND  
PARTICIPATION IN TRAVEL PORTLAND PROGRAMS

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## OBJECTIVES #7

TRACK AND MEASURE POSITIVE  
MEDIA PLACEMENT AND CONSUMER SENTIMENT

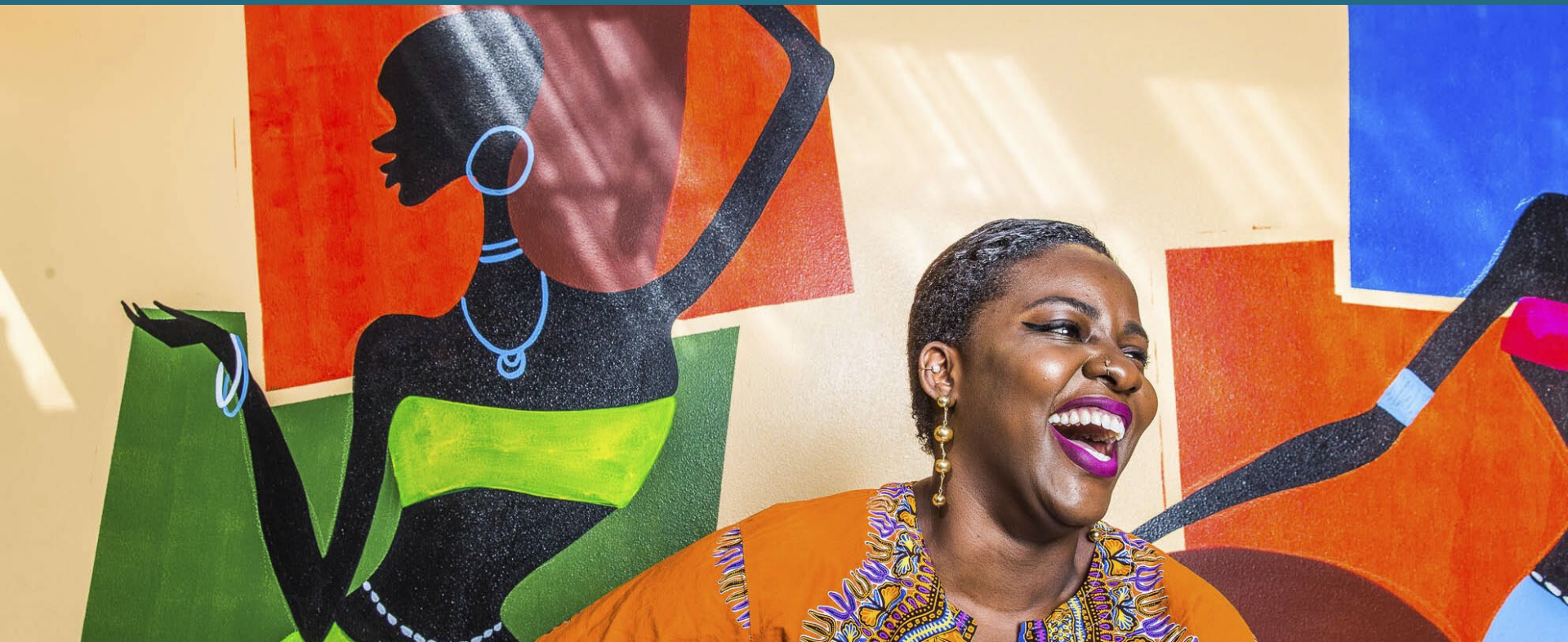
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## OBJECTIVES #8

MEASURE CUSTOMER SATISFACTION





# RECOVERY








# DEMAND-DRIVER: EXPEDIA PARTNERSHIP

 [More travel](#)  English [List your property](#) [Support](#) [Trips](#) [Gregory](#)


## Search Portland


 **Stays**

 Things to do

1 room, 2 travelers 

Going to  
**Portland, Oregon**

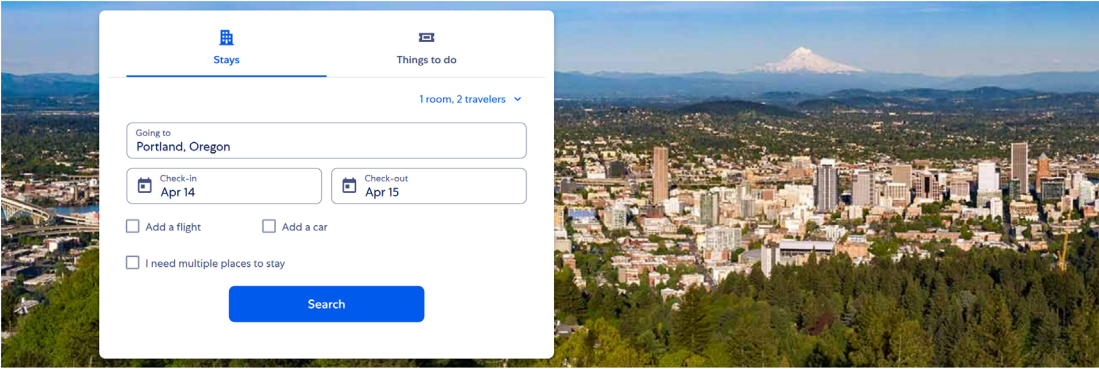
 Check-in  
**Apr 14**


 Check-out  
**Apr 15**


☐ Add a flight ☐ Add a car

☐ I need multiple places to stay

**Search**



 We recommend booking a stay with no cancellation fees in case plans change.

 Please check government advisories before booking and traveling.

Sponsored content by Travel Portland

## PORTLAND

### Welcome back to normal? Not quite. Portland has never really been normal.

Portland is a city that's always been rooted in a creative and welcoming spirit. A place that's striving to evolve forward and be a more vibrant, progressive and inclusive place than ever before.

Are you looking to go somewhere different? To a city that's perfectly imperfect? To a place where the possible is still possible? Portland may not be for everyone, but it's definitely for you.

Welcome to the new not normal. Welcome to Portland.


# PRICELINE PARTNERSHIP

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Take a tour of Portland



# AIRBNB PARTNERSHIP




## Foster-Powell

In Southeast Portland you'll find the Foster-Powell neighborhood, known for its triangular shape that connects communities from all backgrounds. Stop by the Portland Mercado, a must-visit destination, to sample flavors from all across Latin America. And just down the street are the Carts on Foster, offering 17 carts of food and a beer garden. In Foster-Powell, there is something for everyone, no matter what you're craving.

[Explore Foster-Powell](#)  

## Food Cart Finder

Too much of a good thing? That's one reaction to Portland's acclaimed food carts, which are as numerous (at least a few hundred) as they are eclectic. But rather than being overwhelmed by the options, embrace the delicious dilemma – and make the most of your visit – with our handy Food Cart Finder.

[Learn more](#)

Featured  
neighborhoods

Alberta  
Boise/Eliot  
Downtown  
Cully  
Foster-Powell

# TOP CHEF PORTLAND

Bravo




**VULTURE**
[SUBSCRIBE](#)

ADVERTISER CONTENT FROM  
PORTLAND

## Top Chef Kicks Off Its Eighteenth Season in Portland: What You Missed in Episodes 1-3



Photo: Courtesy of Bravo

**H**ands up, utensils down: *Top Chef* is back! For its eighteenth season, filmed entirely during the

**EATER**
ADVERTISER CONTENT FROM

## 16 Restaurants to Try After Watching Top Chef: Portland


Must-visit spots to try in season 18 of *Top Chef*

[VIEW AS MAP](#)

### 3. AKADIPDX

3601 NE Martin Luther King Jr Blvd  
Portland, OR 97212  
(503) 477-7138  
[Visit Website](#)

Bringing the flavors of West Africa to Portland, owner/chef Farou Ouattara specializes in cuisine hailing from Ghana, Côte d'Ivoire, Nigeria, and their neighbors. "Akadi" is the word for tasty in Bambara, a native language of Ouattara's home country of Côte d'Ivoire, and each made-from-scratch dish reflects stories from his childhood. One of the menu's signature offerings is artiecke poisson, a fried or grilled fish served whole with fermented cassava couscous. For a taste of Akadi at home, Ouattara's versatile sauces — a spicy marinade with a cayenne base, plus a milder tomato-based version — are available at Green Zebra and New Seasons Market. The restaurant is temporarily closed, with [plans for an expanded comeback around June 2021](#).



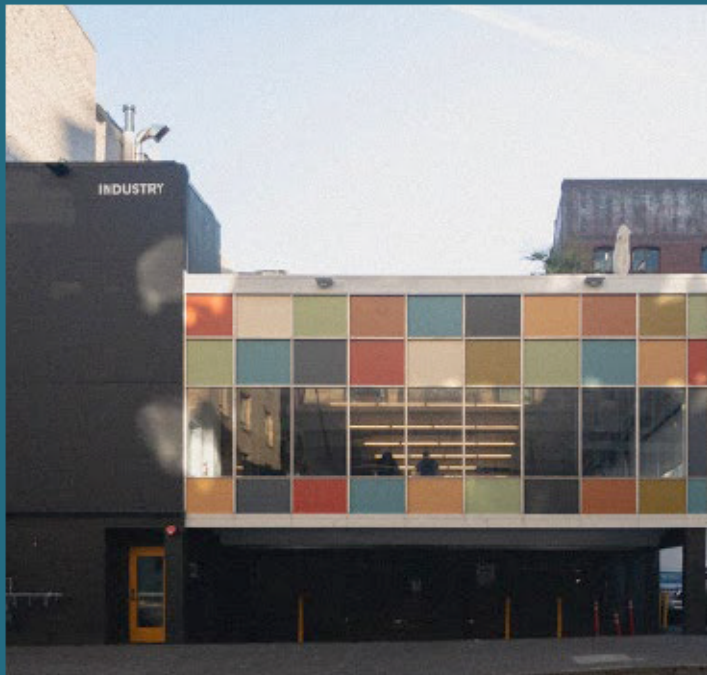


# NEXT UP

**June**

Summer ad  
campaign

**New creative  
partner:**  
INDUSTRY  
minority-owned  
and -led





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Nicolle Clemetson. Portland Monthly

# RFQ FOR CREATIVE SERVICES

- Reflected our commitment to DEI, and our desire to have a diverse team working on our behalf
- New: captured demographic profiles of proposed project teams
- Consultant: Hyatt & Associates
- In FY 21-22, Travel Portland will partner with three runners-up: Black-owned firms that will develop social media content and/or video assets

# CURRENT PUBLIC RELATIONS & COMMUNICATIONS PRIORITIES

- Reactive Media Relations primarily in response to the impact of protests and COVID-19
- Communications – Drafting messaging for Travel Portland teams based on client needs.
- Media Audit with LDPR Agency
- Crisis Communications with Finn Partners
- Enhanced Media Measurement and Evaluation



# UPCOMING PUBLIC RELATIONS & COMMUNICATIONS PRIORITIES

- Proactive Media Outreach and Story Development
- Visiting Media Program as travel journalists begin to travel again
- Enhancing media support for DEI in our media programs
- Support for Reputation Recovery efforts
- Media Measurement and Evaluation
- Potential for in-market media activation depending on pandemic conditions this fall





# PORTLAND FILM OFFICE

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PORTLAND  
FILM OFFICE

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[YOUR NEIGHBORHOOD](#)

[B ROLL GALLERY](#)

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THE PORTLAND FILM OFFICE  
SERVES AS PORTLAND'S GO-TO RESOURCE FOR THE  
FILM, VIDEO, AND MULTIMEDIA INDUSTRY.



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THANK YOU

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PORTLAND

