

**CITY OF PORTLAND
OCTOBER 27, 2021**

**TRAVEL
PORTLAND**



Angela Nelson

Vice President of
Diversity, Equity, & Inclusion



QUESTION #1

What has the outreach strategy been to diverse convention interests, and what have been the results of that outreach?



MULTICULTURAL SALES STRATEGY

- Two Dedicated Sales Positions and Robust Program of Work
- Leverage influence of local diverse community organizations and diverse community leaders.
- Connecting diverse communities with convention opportunities



MULTICULTURAL SALES STRATEGY

DIVERSE MEETINGS ON THE BOOKS	DATES
National Conference on Race and Ethnicity in American Higher Education	May 2022
National Indian Child Welfare Association	June 2022
National Indian Head Start Directors Association	June 2022
Union of North American Vietnamese Student Associations	July 2022
National Association for Bilingual Education	Feb. 2023
National Association of Hispanic Nurses	July 2023
Association of Higher Education and Disability	July 2023
Society for Advancement of Chicanos/Hispanics and Native Americans in Science	Oct. 2024
RECENT BOOKINGS - FY2021/22	
United National Indian Tribal Youth Convention	June 2024

QUESTIONS #2 & #3



How are businesses of color being supported in helping to bring back tourism to the city?

What businesses are being supported and highlighted through marketing with this additional resource?

Questions 2&3

PROACTIVE MEDIA RELATIONS . . .

TRAVEL
PORTLAND
MEDIA

Media Room / Media Resources

Story Ideas


Get inspiration for your next feature



Media Room / Media Resources / Story Ideas

Fremont Street is home to incredible new Black-owned restaurants

The Beaumont neighborhood offers a wonderful shopping district along Northeast Fremont Street.



Share

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Domestic Media Relations Manager
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One of Portland's older neighborhoods, the mostly residential Beaumont, offers a shopping district along Northeast Fremont Street where one can indulge in mini doughnuts, stroopwafels, yoga and excellent small-maker shopping. The walkable neighborhood is a favorite area for snacking, imbibing, and hunkering down for a long and leisurely meal with friends. Both in anchor restaurants of Fremont Street and with new ones that just opened in the past year, Fremont Street is home to incredible Black-owned dining destinations.

Located in the heart of Northeast Portland's evolving Beaumont neighborhood, **Amaliti's Restaurant** is an "Old Portland" staple. The family business has since been passed down to its third generation over the course of 60 years. Kiauna Floyd purchased the business in 2006 from her stepfather. Floyd was

... RESULTING IN STRONG MEDIA COVERAGE

1	BE PART OF PORTLAND'S RECOVERY
UNITED STATES	PORTLAND IS A CITY EXPERIENCING MASSIVE UPHEAVAL. OUR TRAVEL EDITOR EXPLAINS WHY THAT MAKES NOW THE PERFECT TIME TO VISIT. BY STEVE BRAMUCCI
	  



Eem
Lang Baan
Hat Yai
Paadee

Lazy Susan
Assembly Brewing
The Crick PDX
Nacheaux

TRAVEL+
LEISURE

Delicious Food, Designer Hotels, and More Are Waiting for You in Portland, Oregon

You can't go wrong in Portland.

BY **KATIE CHANG** | SEPTEMBER 13, 2021

Oma's Hideaway
Grace Café
Magna Kusina
Abbey Creek The Crick PDX
Chicha

Assembly Brewing
Kinboshi
Berlu
Little Otsu
Lolo Pass

ESSENCE

**9 Black-Owned Coffee Brands To Add To Your Pantry On
National Coffee Day**



Deadstock Coffee

CONTENT PARTNERSHIPS



AKADIPDX
Bake on the Run
Kann Winter Village
Mathilde's Kitchen
Yaad Style Jamaican Cuisine



Kabba's Kitchen
Tokyo Sando
Kee's #Loaded Kitchen
MATTA
Kim Jong Grillin

Demarco's Sandwiches
Tierra del Sol Cuisine
Erica's Soul Food
Birrieria La Plaza
Mando's

Created in Partnership with



PORTLAND

Meet five of the city's creators who are making important work.

Mimi's Fresh Tees
Poison Waters
The Thesis
Green Muse
GreenHAUS Gallery



PHOTO BY JESS VANTERPOOL

Mimi's Fresh Tees

Like many small businesses, when the pandemic hit, Mimi's Fresh Tees owner Kamelah Adams began to wonder if she

These Portland Restaurants Are Cooking Up Food with a Side of Activism

Created in Partnership with



PORTLAND



Assembly Brewing & Pizza
Everybody Eats PDX
Matta

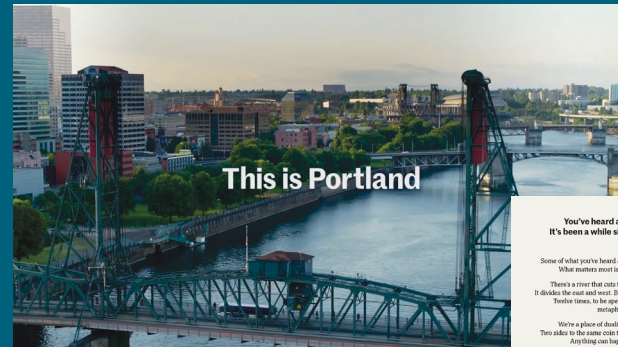
NEW PARTNERSHIPS WITH CREATIVES OF COLOR



Content

Black Bald Films
better.marketing
Early PR/Red Jasper Society
Kathleen Holt

Producers



Advertising INDUSTRY

You've heard a lot about us lately.
It's been a while since you heard from us.

Some of what you've heard about Portland is true. Some is not.
What matters most is that we're true to ourselves.

There's a river that cuts through the middle of our town.
It divides the east and west. But it's bridged — over and over again.
Twelve times, to be specific. And that's kind of a great
metaphor for the city.

We're a place of divisions that are never polarities.
Two sides to the same coin that keeps landing right on its edge.
Anything can happen. We like a fun way.

This is the kind of place where new ideas are welcome — whether
they're creative, cutting-edge or curious at first glance.
You can speak up here. You can be yourself here.

We have some of the loudest voices on the West Coast.
And yes, passion pushes the volume all the way up.
We've always been like this.

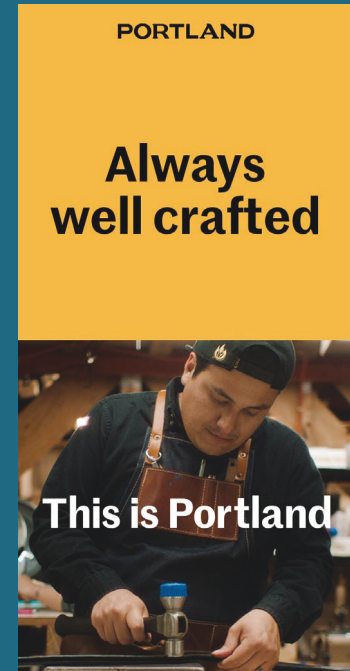
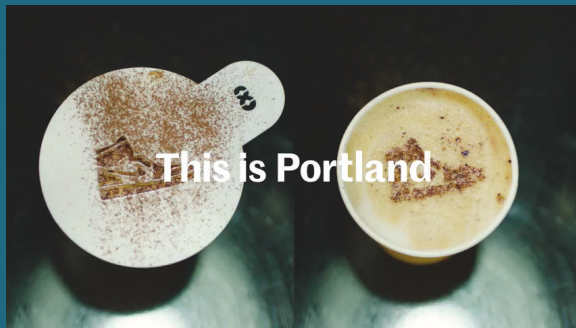
We wouldn't have it any other way.

We have faith in the future. We're building it every day
the only way we know how, by being Portland.

Come see for yourself!

Love,
PORTLAND

CAMPAIGN ASSETS



SOCIAL MEDIA



Local influencers



@travelportland

CONNECTING BUSINESSES WITH THE TOURISM ECONOMY



Google optimization



Food Cart Outreach

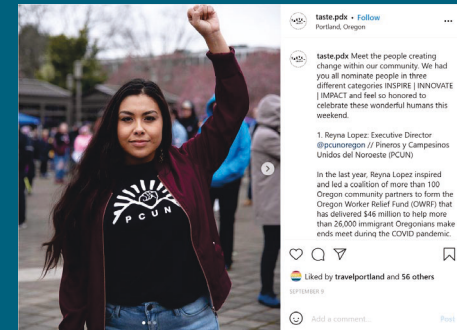
STRATEGIC PARTNERSHIPS & INVESTMENTS



Intentional
Purchasing



My People's Market



Taste for Equity

QUESTION #4

Who is benefiting from the new 1%?
Is it mostly benefiting Central City hotels, or can we show smaller, less centrally located hotels are benefiting?



LODGING TAX COLLECTIONS

REGION	LODGING TAX COLLECTIONS Q1 FY22*	
	TLT/TID	
Central City	\$1,175,832	53%
Airport	\$797,905	36%
Eastside	\$51,400	2%
Jantzen Beach	\$196,128	9%
Subtotal (67%)	\$2,221,266	100%
Online Travel Agency	\$370,173	34%
Short Term Rental	\$691,637	64%
Other	\$20,808	2%
Subtotal (33%)	\$1,082,618	100%
Grand Total (100%)	\$3,303,884	

*Data provided by the City of Portland Revenue Division

LIMITED-SERVICE/OWNERSHIP GROUP BOARD REPRESENTATION

NEW DEDICATED BOARD POSITION

Ash Patel
Canterbury Group, Inc.



OPEN BOARD POSITION

Katen Patel
K10 Hotels, LLC



QUESTION #5

With staff layoffs, has this 1% allowed staff to be rehired, and what is the demographic breakdown of the new hires?



STAFF DEMOGRAPHICS

	PRIOR TO COVID	POST COVID LAYOFFS	CURRENT
Female	78%	74%	78%
Male	22%	26%	22%

	PRIOR TO COVID	POST COVID LAYOFFS	CURRENT
Multicultural	19%	21%	24%
Caucasian	81%	79%	76%

Current as of October 27, 2021

BOARD OF DIRECTORS DEMOGRAPHICS

	BOARD OF DIRECTORS 31 members*		LODGING 14 members		NON-LODGING 14 members	
	Number	Percentage	Number	Percentage	Number	Percentage
FEMALE	11	35%	3	21%	6	43%
MALE	20	65%	11	79%	8	57%
MULTICULTURAL	13	42%	6	43%	6	43%

Lodging & Non-Lodging does not include three elected positions

QUESTION #6

What federal support has Travel Portland received?



PPP Loan and EDA Grant with Metro

- Travel Portland secured a \$1,395,000 Paycheck Protection Plan (PPP) loan. The PPP loan has been forgiven by the Small Business Administration.
- Metro Regional Government and Travel Portland were awarded an \$800,000 grant from the EDA Public Works and Economic Adjustment Assistance Program (including CARES Act funding). The funds will be used to support projects that boost the vital tourism sector within the three-county region of Oregon that Metro serves. Working in partnership, Travel Portland and Metro will recover lost meeting and convention business due to the COVID-19 pandemic.

MISCELLANEOUS



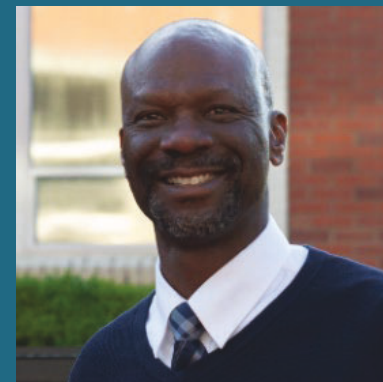
CITYWIDE CONVENTION BUSINESS

Account Name	Arrival Date	Original Contracted Rooms	Current Contracted Rooms	Block Reduction
Hydrovision International	6/12/2021	4,194	*CANCELLED*	
International City/County Management Association	9/29/2021	8,905	7,612	15% Drop
Geological Society of America	10/6/2021	7,975	5,777	28% Drop
Public Library Association	3/16/2022	14,568	6,475	66% Drop
National Intramural - Recreational Sports Association	3/26/2022	5,230	4,304	18% Drop
Society for Information Display	5/13/2027	6,760	*CANCELLED*	

STRATEGIC INVESTMENT – SPORTS TOURISM

Partnership with Sport Oregon To:

- Enhance sales, marketing, and promotion efforts
- Hire additional dedicated sales position
- Recruit amateur and professional sporting events
- Participate in national tradeshow and sports tourism events



Successes to Date:

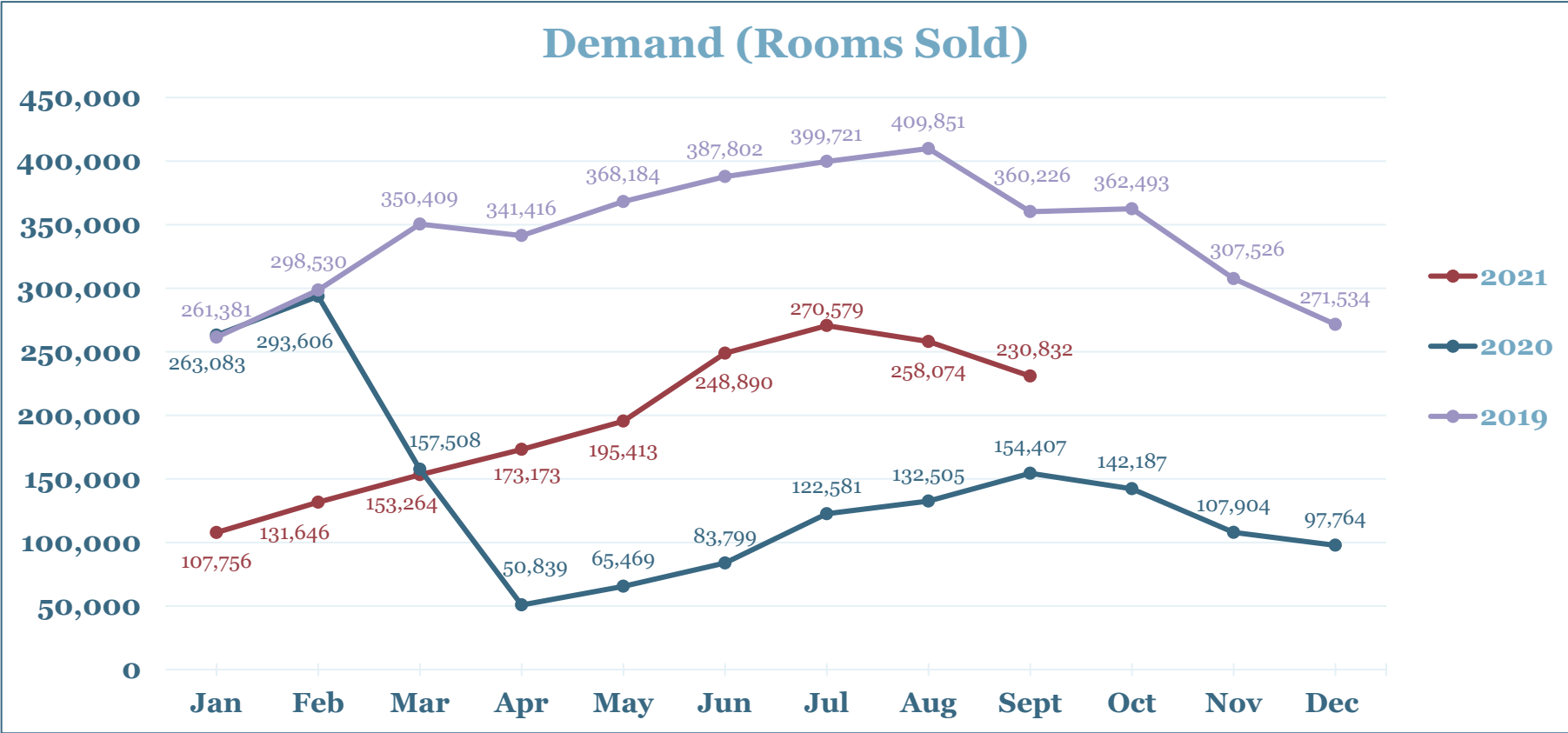
- Return of Portland Indy Car Race – September 2021
- Sports ETA Industry Tradeshow – April 2024
- PK 85 Invitational - November 2022
- NASCAR Xfinity Series Race – June 2022



Photo: Grand Prix of Portland

PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

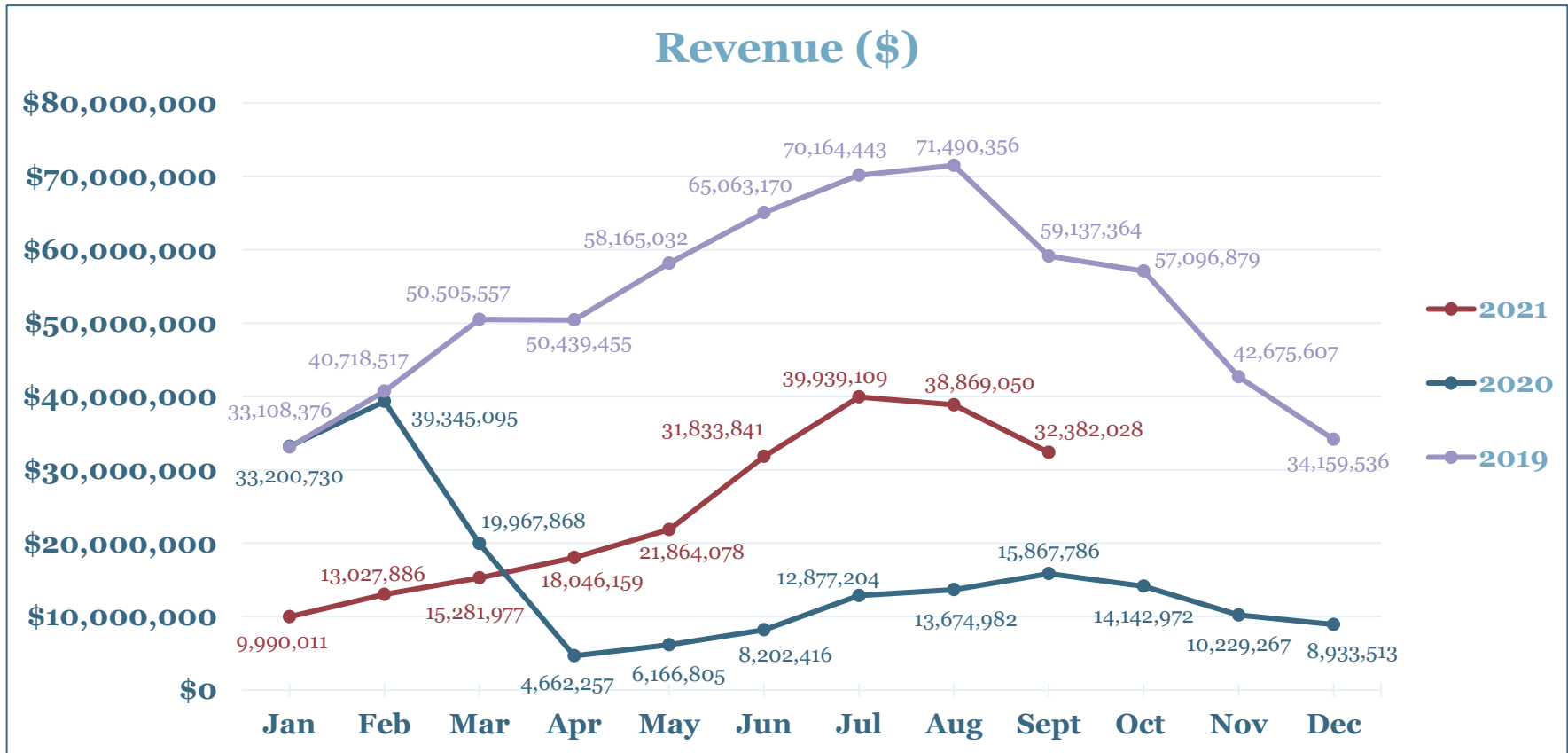
(CITY OF PORTLAND+ INCLUDES CENTRAL CITY, AIRPORT, JANTZEN BEACH, AND EASTSIDE)



Source: STR

PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

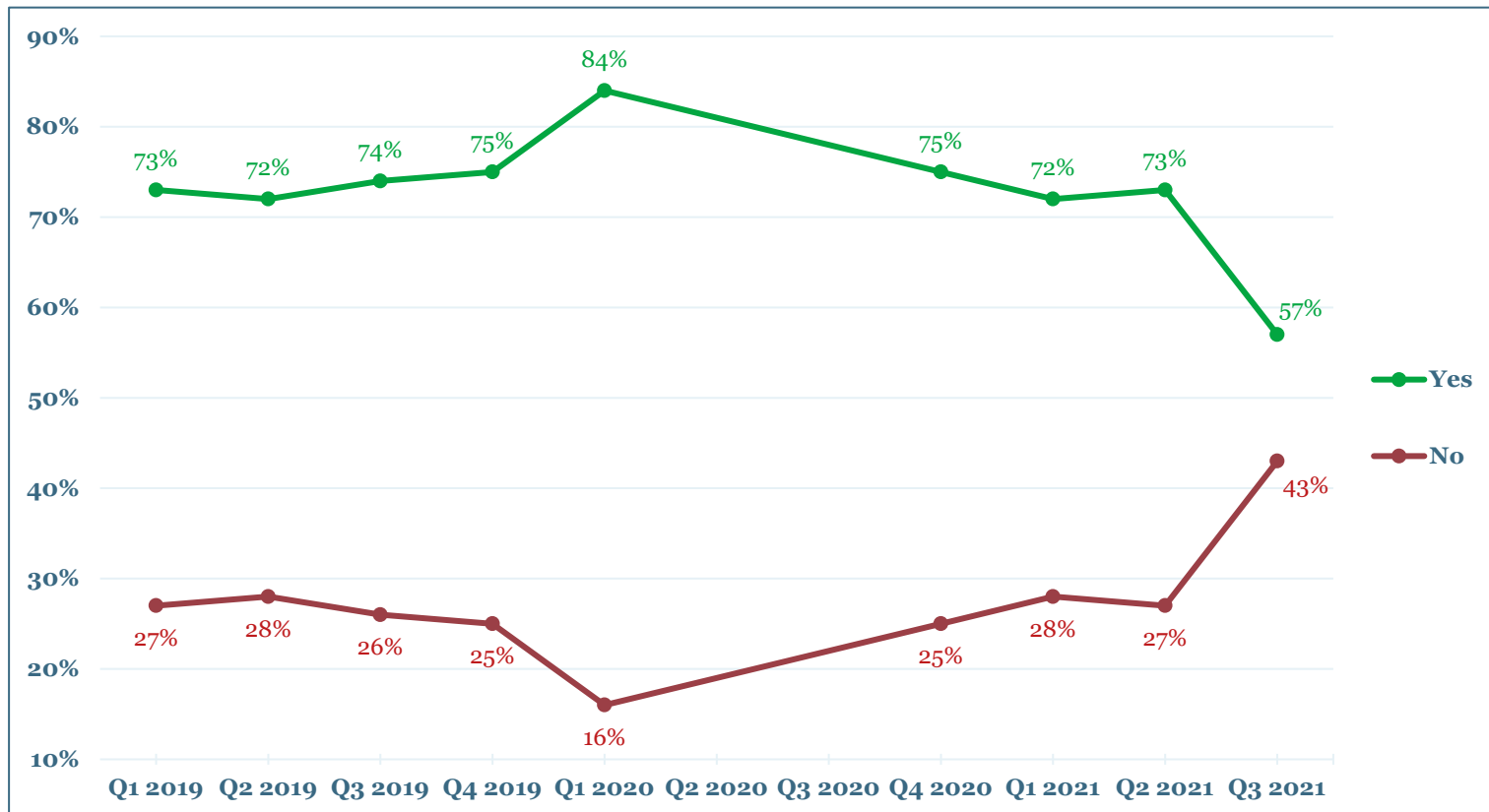
(CITY OF PORTLAND+ INCLUDES CENTRAL CITY, AIRPORT, JANTZEN BEACH, AND EASTSIDE)



Source: STR

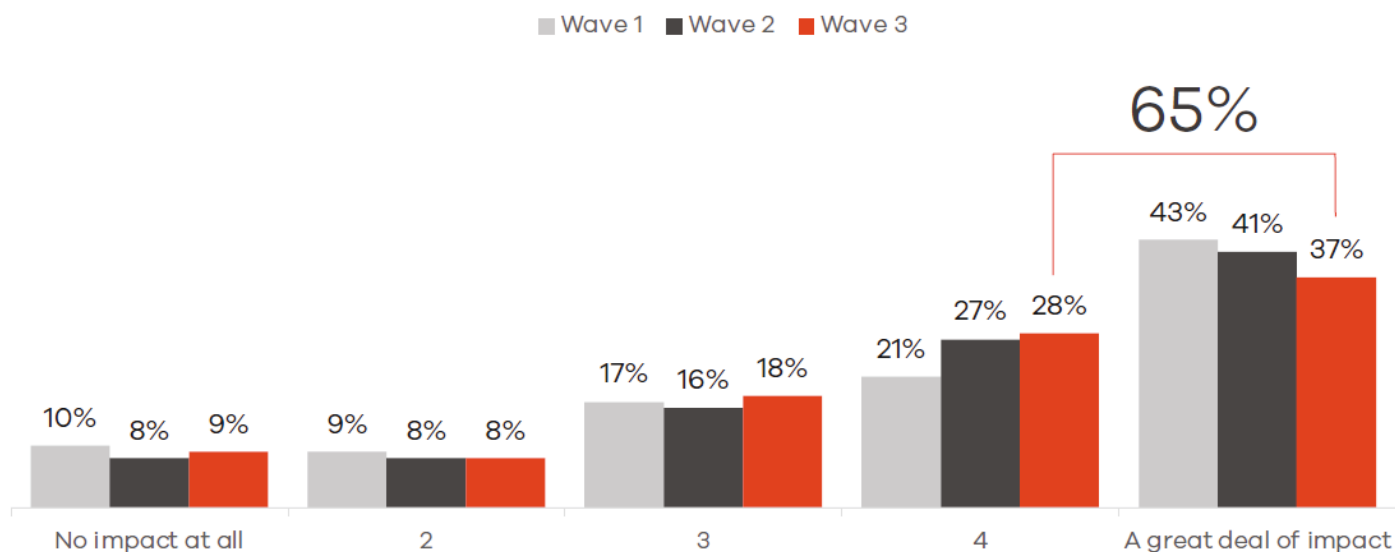
PORTLAND CONSUMER RESEARCH

Q: If you have visited Portland, are you likely to visit again?



Two-thirds of attendees indicate their likelihood to attend a meeting in Portland in the next 24 months is impacted by the visibility of racial and social protests.

Impact of Racial and Social Protests on Likelihood to Attend a Meeting in Portland in Next 24 Months



Source: A Portrait of Meeting & Convention Travel Wave 3

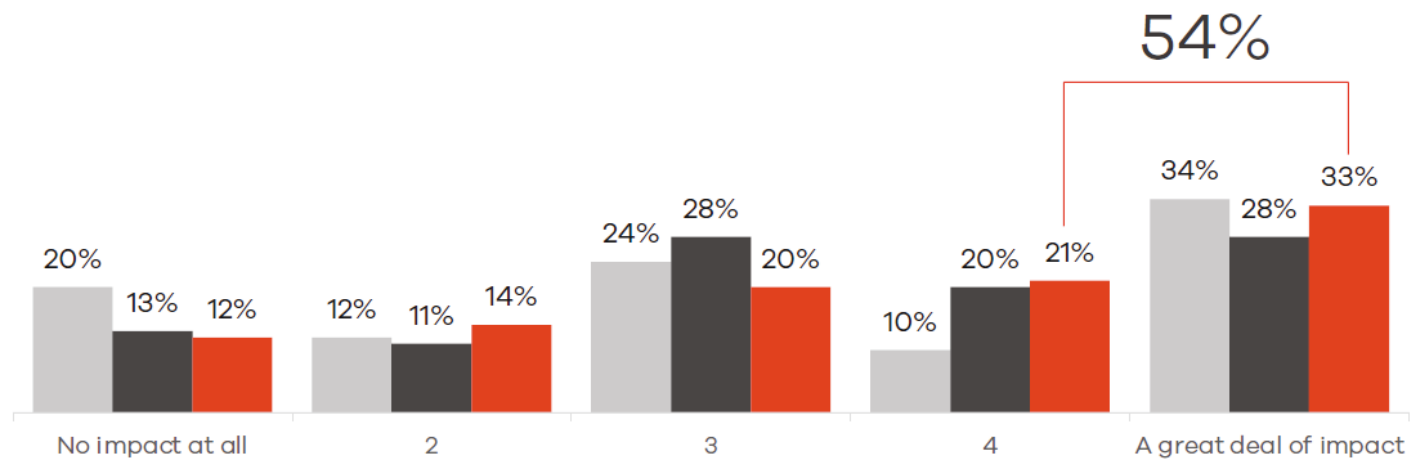
Base: Meeting Attendees (n=1,000)

© MMGY Global 2021

Question/ Given the visibility of racial and social protests in Portland over the past year, please rate the extent to which that impacts your likelihood of attending a meeting in Portland in the next 24 months.

More than half of planners indicate their likelihood to book a meeting in Portland in the next 24 months is impacted by the visibility of racial and social protests.

Impact of Racial and Social Protests on Likelihood to Book a Meeting in Portland in Next 24 Months



Source: A Portrait of Meeting & Convention Travel Wave 3

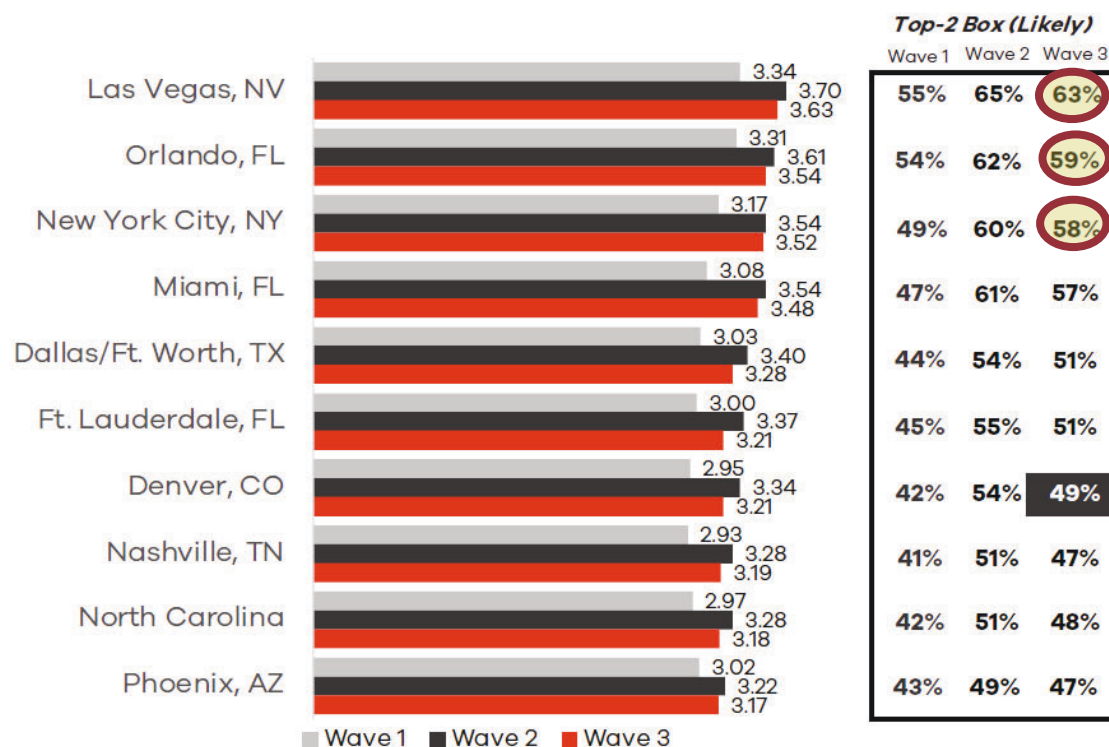
Base: Planning Professionals (n=134)

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Question/ Given the visibility of racial and social protests in Portland over the past year, please rate the extent to which that impacts your likelihood of booking a meeting in Portland in the next 24 months.

Destinations in Which Likely to Attend a Meeting During Next Two Years

Top 10 - Mean (1=not at all likely, 5=extremely likely)



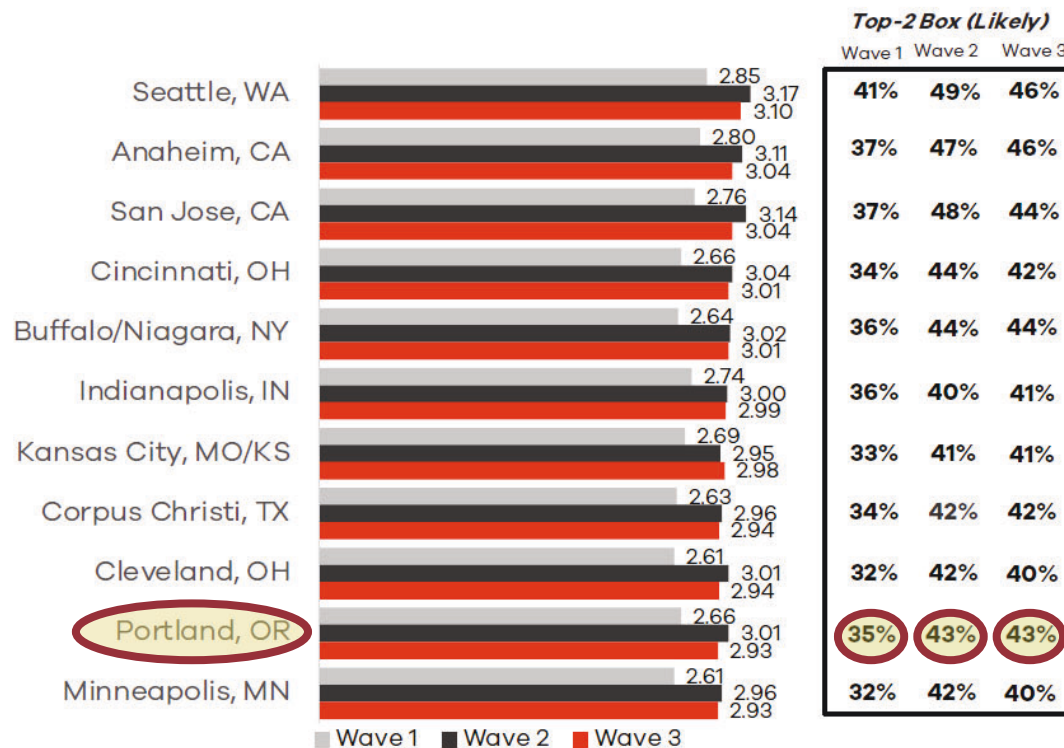
Attendees are most likely to attend meetings in Las Vegas, Orlando, New York City, and Miami.

Source: A Portrait of Meeting & Convention Travel Wave 3
 Base: Meeting Attendees (n=1,000)

Question/ How likely are you to attend a meeting/conference/convention, either for business or leisure purposes, in each of the following destinations in the next 24 months?

Destinations in Which Likely to Attend a Meeting During Next Two Years

11 - 21 - Mean (1=not at all likely, 5=extremely likely)



Source: A Portrait of Meeting & Convention Travel Wave 3

Base: Meeting Attendees (n=1,000)

© MMGY Global 2021

Question/ How likely are you to attend a meeting/conference/convention, either for business or leisure purposes, in each of the following destinations in the next 24 months?



THANK YOU

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