

**CITY OF PORTLAND**  
**JUNE 1, 2022**

**TRAVEL**  
**PORTLAND**



# DEAN RUNYAN

	2012	2019	2020	2021	PERCENT CHANGE 2020-21	PERCENT CHANGE 2012-21
<b>SPEND</b>	\$2,609 Bn	\$5,625 Bn	\$2,180 Bn	\$3,765 Bn	+72.7%	+4.2%
<b>EARNINGS</b>	\$644 MM	\$1,566 Bn	\$1,143 Bn	\$1,214 Bn	+6.2%	+7.3%
<b>JOBS (Incremental)</b> *Thousands	24.9	36.9	26.4	27.1	+2.9%	+0.9%
<b>LOCAL TAXES</b> *Millions	\$49	\$139	\$61	\$88	+44.1%	+6.8%
<b>STATE TAXES</b> *Millions	\$55	\$139	\$86	\$105	+21.6%	+7.4%
<b>TOTAL TAXES</b> *Millions	\$104	\$278	\$147	\$193	+30.9%	+7.1%



Angela Nelson

Vice President of  
Equity, Diversity, & 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



# CLIENT EVENTS





# FOCUS ON DIVERSITY



# MULTICULTURAL SALES STRATEGY

DIVERSE MEETINGS ON THE BOOKS	DATES
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
United National Indian Tribal Youth Convention	June 2024
RECENT EVENTS - FY2021/22	
National Conference on Race and Ethnicity in American Higher Education	May 2022



# MULTICULTURAL SALES STRATEGY

TENTATIVE DIVERSE MEETINGS	MEETING DATES	TOTAL ROOM NIGHTS
National Association of Latino Elected and Appointed Officials	June 2023 or June 2024	1,836
National Coalition of Black Meeting Professionals	Nov/Dec 2022	750
Church of God in Christ Women's International Convention	May 2025 or May 2026	9,000
NAACP Annual Convention	July 2025	7,300
National Congress of American Indians	August 2024	3,080
National LGBT Chamber of Commerce	August 2023	2,900
Omega Psi Phi Fraternity, Inc.	June 2025	1,705

# NATIONAL COUNCIL ON RACE AND ETHNICITY

May 26 – June 5, 2022  
5,000 attendees





# MY PEOPLE'S MARKET

June 3-5, 2022

## My People's Market: A Celebration of Business, Arts, and Culture — June 3–5



My People's Market (MPM) kicks off the summer in Portland's central eastside. Attend Friday–Sunday, June 3, 4 and 5, on the Workshop Blocks for a market experience that only the MPM crew can deliver.

Immerse yourself in the vibrancy Portland has to offer at My People's Market. Connect with BIPOC entrepreneurs, makers, artists, culinary wizards and beverage crafters. Experience the sounds of local Portland artists and performers, curated by YGB Portland.

- Enjoy shopping 100 different vendors each day.
- Explore culinary offerings from across the nation and across the globe.
- Delight in interactive performances, musicians, and artists on two MPM stages.

# OMEGA PSI PHI FRATERNITY, INC. SITE VISIT





## QUESTIONS #2 & #3

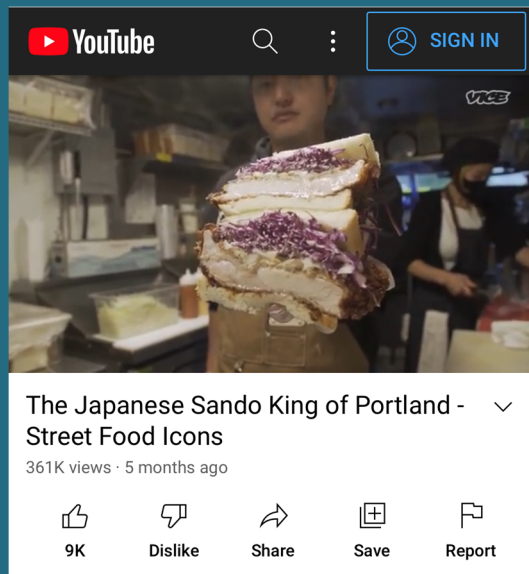


How are businesses of color being supported in helping to bring back tourism to the city?

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



# MEDIA OUTREACH: RESULTS



Munchies by Vice

## Celebrating Black History Month? These 5 Cities Are Going All Out

Honoring all things African-American, with performances, river cruises, exhibitions and more, in Richmond, Va., Portland, Ore., Philadelphia, Cleveland and San Antonio.

The New York Times

## People Of Color Outdoors Founder Pamela Slaughter Shares Her Guide To Hiking In Portland

Dane Rivera Twitter Contributing Writer November 18, 2021



Unsplash/Uproxx

Uproxx

# ALWAYS-ON CONTENT STRATEGY





# WINTER ADVERTISING CAMPAIGN



Nacheaux



Paadee



Abbey Creek:  
The Crick PDX

# CONTENT PARTNERSHIP

## Across the Nation, a Native American Coffee Movement Is Brewing



Loretta Guzman shows off the array of coffees she sells at Bison Coffeehouse. COURTESY OF BISON COFFEEHOUSE

## Bison Coffeehouse

**GASTRO OSCURA**


### Ota Tofu

Portland, Oregon

The oldest tofu shop in the United States is a firm favorite with locals.

139 625

BEEN HERE? WANT TO VISIT? ADD TO LIST?



CAMILLE KAPLAN/USED WITH PERMISSION

**AO Edited GASTRO OSCURA**


### Portland Mercado

Portland, Oregon

This indoor-outdoor Portland market is an ode to the lesser-known corners of Latin America's varied foodscape.

7 33

BEEN HERE? WANT TO VISIT? ADD TO LIST?



Corn wrapped chicken. DAVID BURN / CC BY-SA 2.0



# STRATEGIC PARTNERSHIPS & INVESTMENTS



Old Town  
Chinatown  
Business Assn.



Celebrating  
Entrepreneurs  
of Color



Food Carts:  
Outreach &  
Sponsorship

# VISITOR FACING STRATEGY

## I. Objectives

- Implement short-, mid-, long-term plans to serve visitors where visitors are and pre-arrival.
- Generating demand for Portland needs a robust on-the-ground experience, and extend stays.



# THIS SUMMER, THE SHORT-TERM

- Partner with Clean & Safe/PBA for Downtown Sidewalk Ambassadors.
- Printed map with QR code in May; extensive distribution in Portland, Portland Region and state-wide.
- Continue to invest in “Near Me” visitor recommendation app and helpful chatbot, Rosie.
- Direct Message responses to visitors via social media channels.
- Hire dedicated Visitor Support Representative.
- Create partnerships for front-line training.
- Prepare mid- and long-term planning for comprehensive visitor-facing strategy, including brick-and-mortar visitor center.





## 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 Q3 YTD FY22*	
	TLT 1%	
Central City	\$891,131	56%
Airport	\$499,241	31%
Eastside	\$41,514	3%
Jantzen Beach	\$162,256	10%
Subtotal (62%)	\$1,594,143	100%
Online Travel Agency	\$385,678	39%
Short Term Rental	\$579,705	59%
Other	\$14,810	2%
Subtotal (38%)	\$980,193	100%
Grand Total (100%)	\$2,574,335	

*\*Data provided by the City of Portland Revenue Division*

## 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	OCTOBER 2021 MEETING	CURRENT
Female	78%	74%	78%	76%
Male	22%	26%	22%	24%

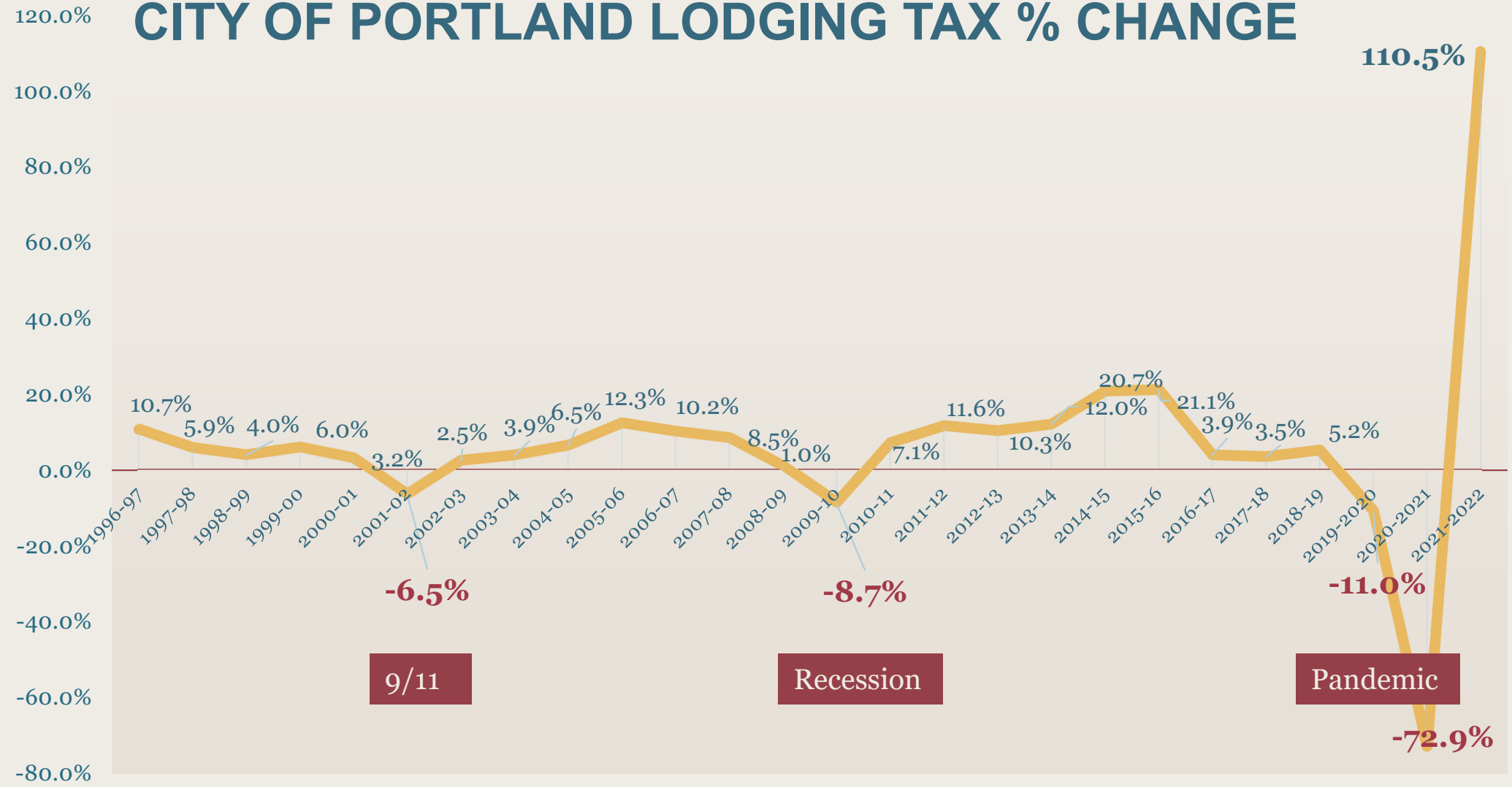
	PRIOR TO COVID	POST COVID LAYOFFS	OCTOBER 2021 MEETING	CURRENT
Multicultural	19%	21%	24%	29%
Caucasian	81%	79%	76%	71%

Current as of May 9, 2022

# DESTINATION DATA

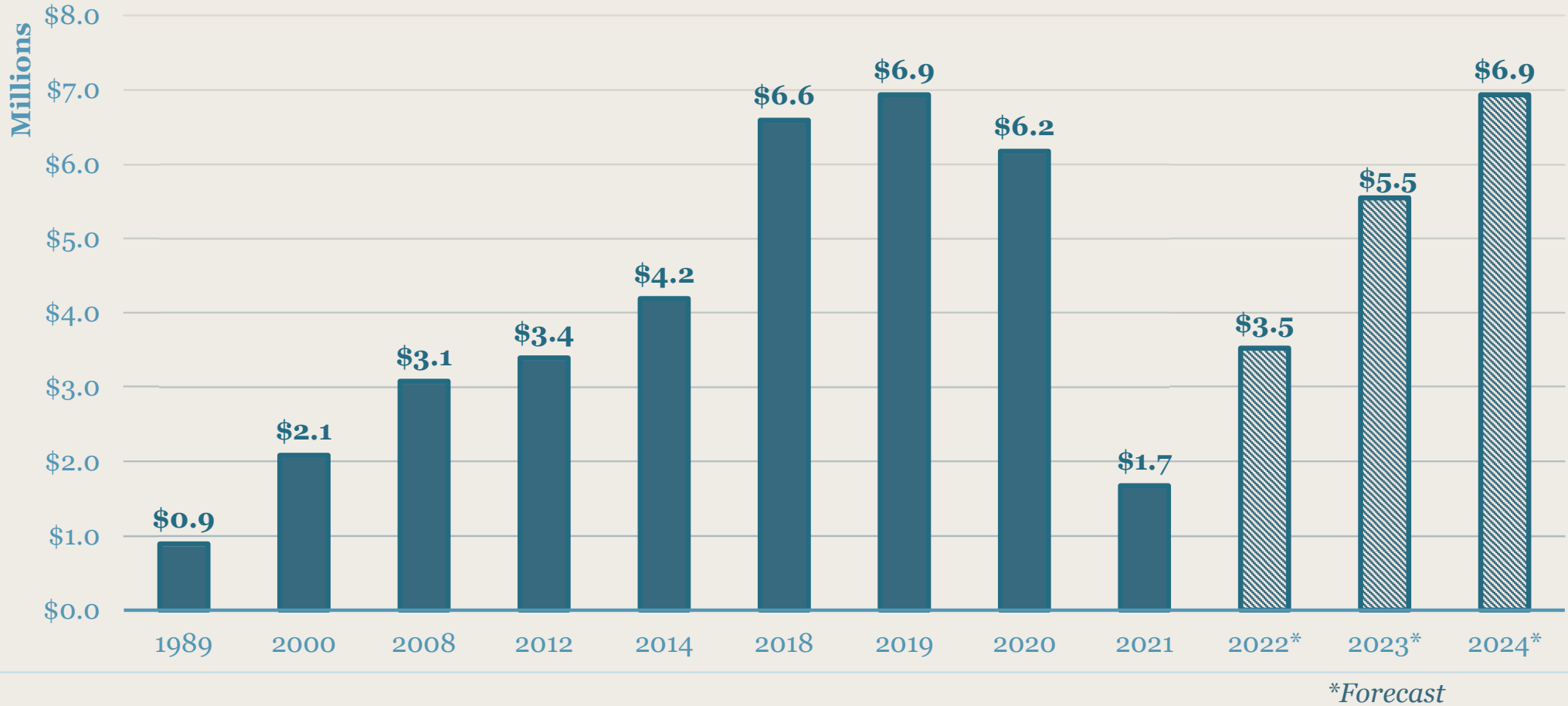


# CITY OF PORTLAND LODGING TAX % CHANGE



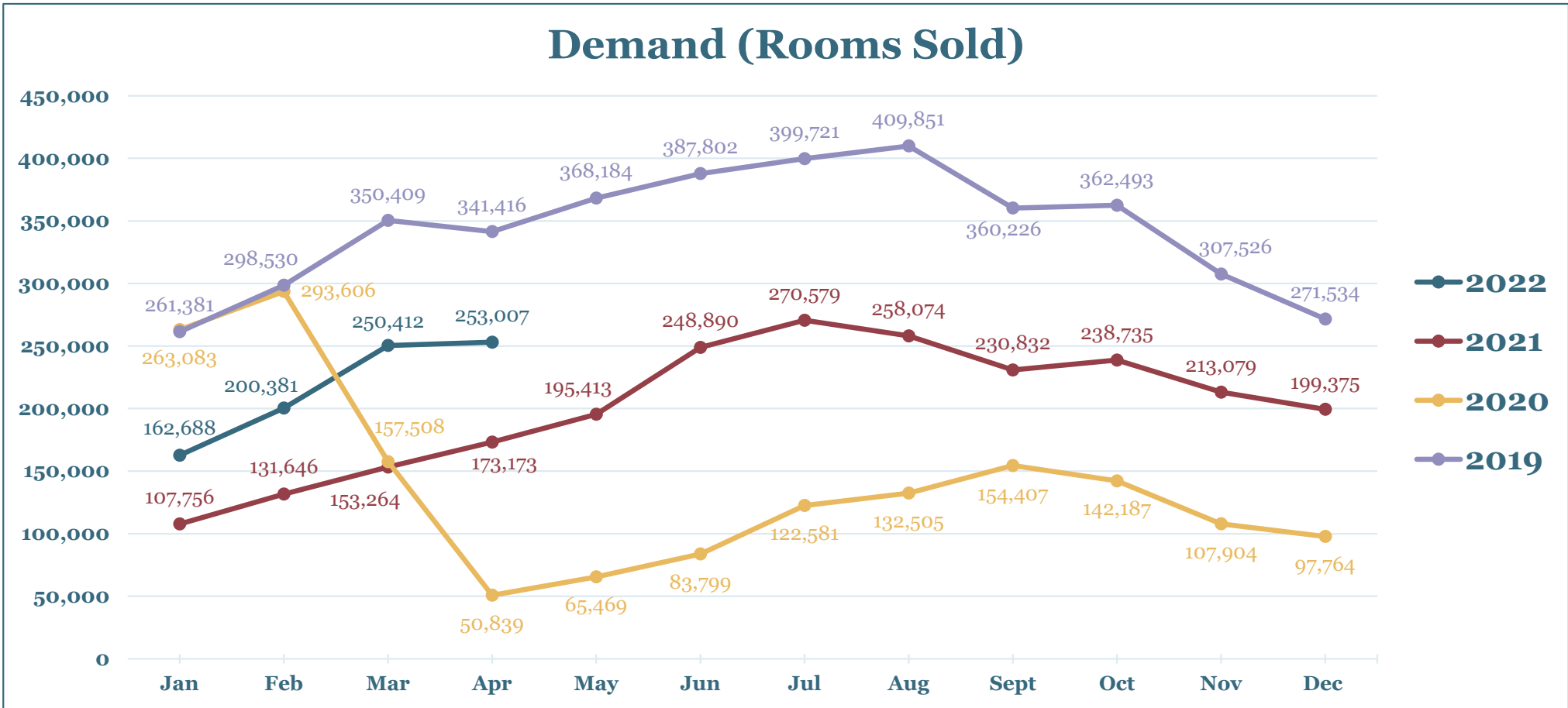


# TRAVEL PORTLAND 1% LODGING TAX



# PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

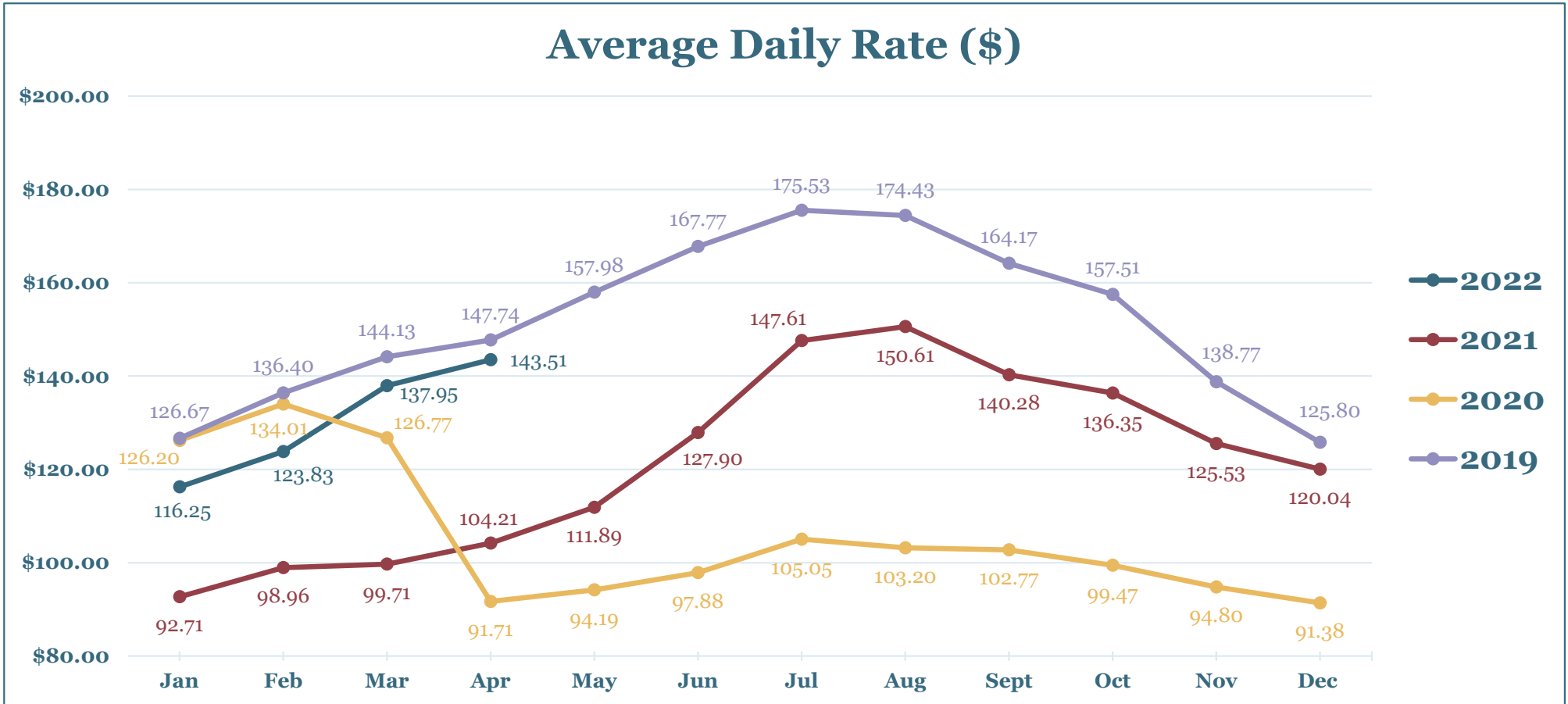
(CITY OF PORTLAND+ INCLUDES CENTRAL CITY, AIRPORT, JANTZEN BEACH, AND EASTSIDE)



Source: STR

# PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

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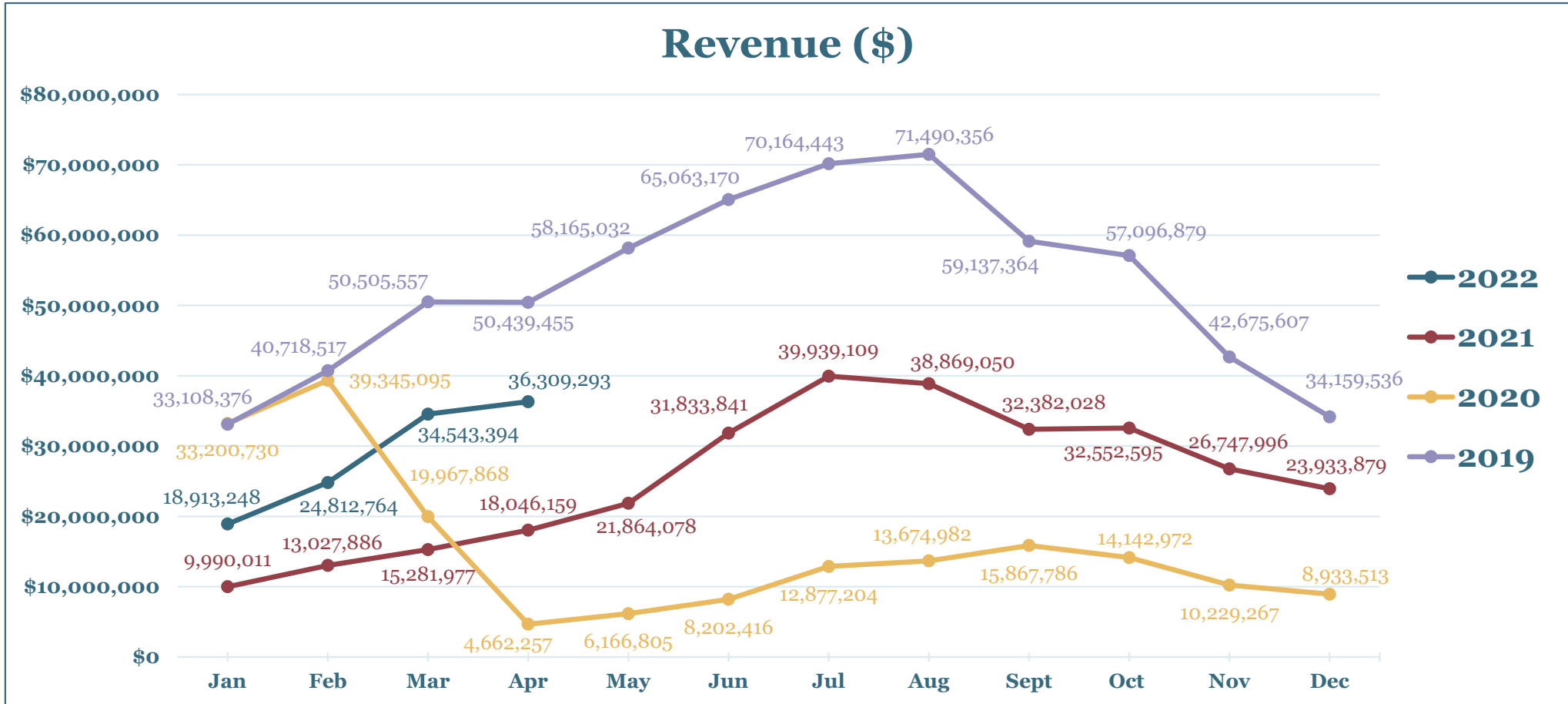


Source: STR



# PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

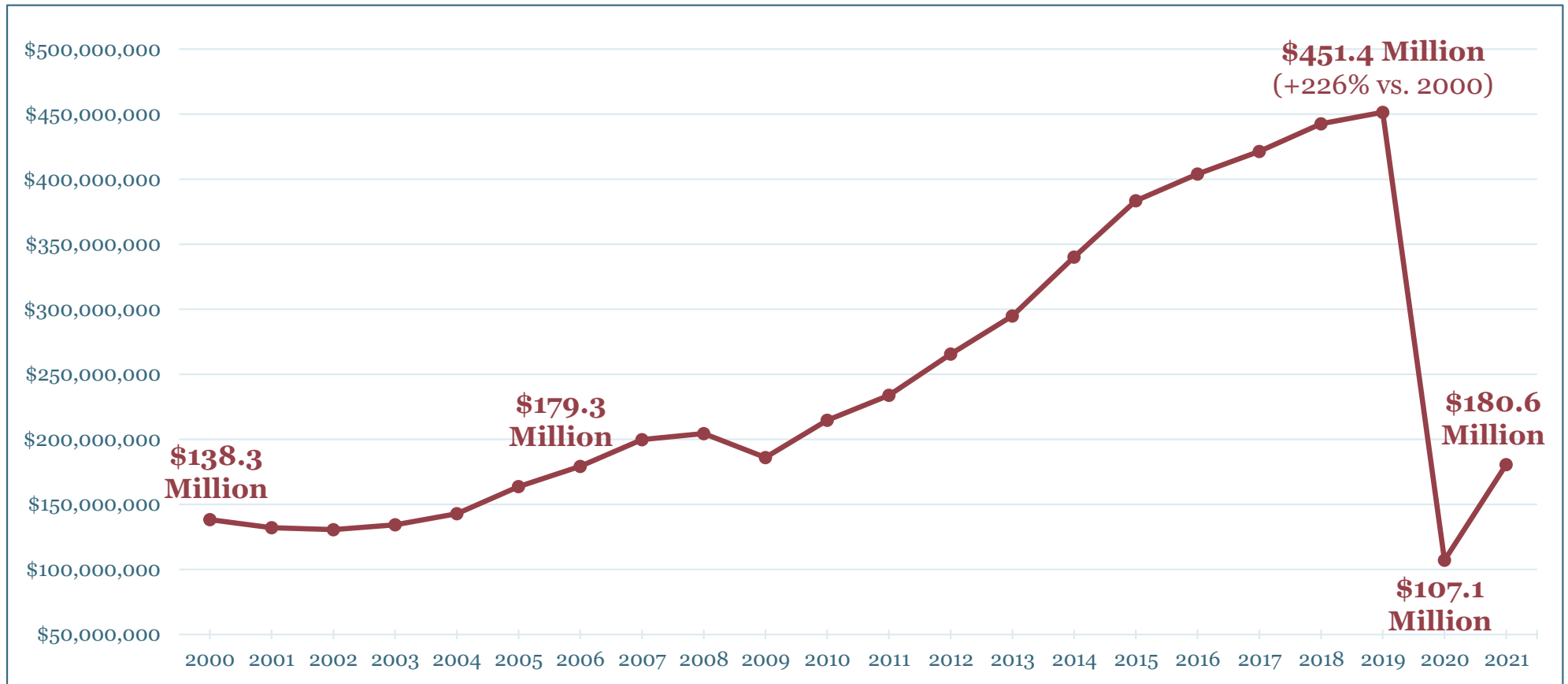
(CITY OF PORTLAND+ INCLUDES CENTRAL CITY, AIRPORT, JANTZEN BEACH, AND EASTSIDE)



Source: STR

# CENTRAL CITY HOTELS: REVENUE (2000-2021)

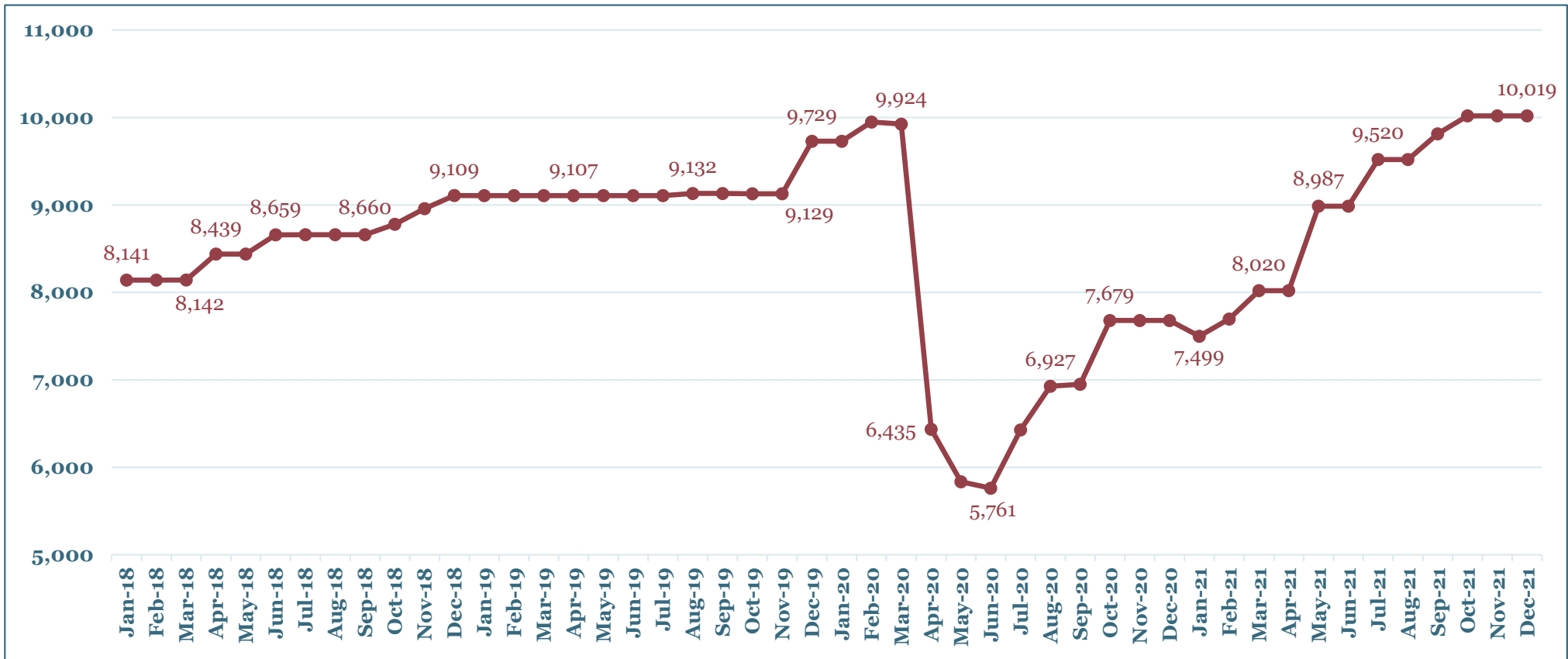
*\*Includes Downtown and Lloyd District*



STR. Source: STR (Smith Travel Research)

# CENTRAL CITY SUPPLY: HOTEL ROOMS (2018-2021)

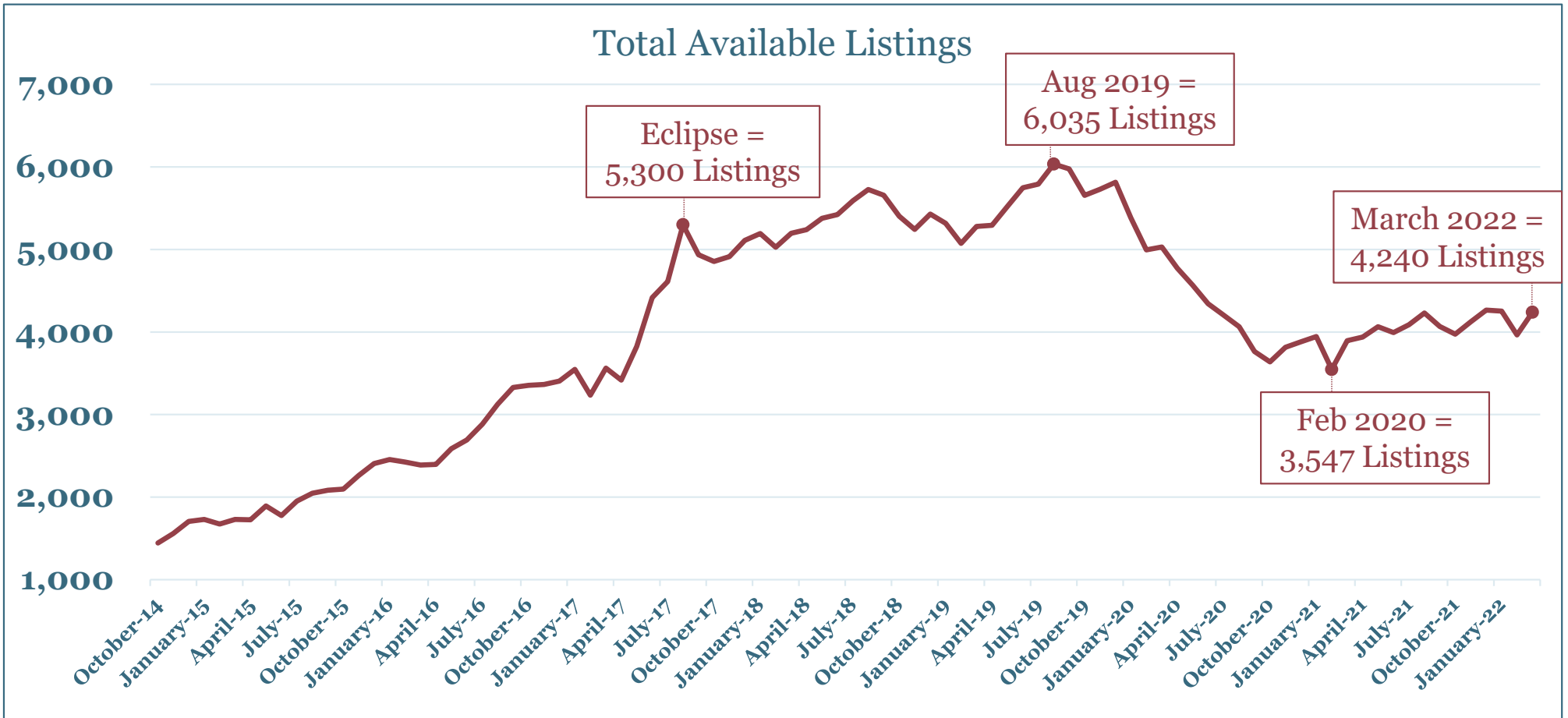
*\*Includes Downtown and Lloyd District*



STR. Source: STR (Smith Travel Research)



# SHORT-TERM RENTALS IN GREATER PORTLAND



Source: AirDNA

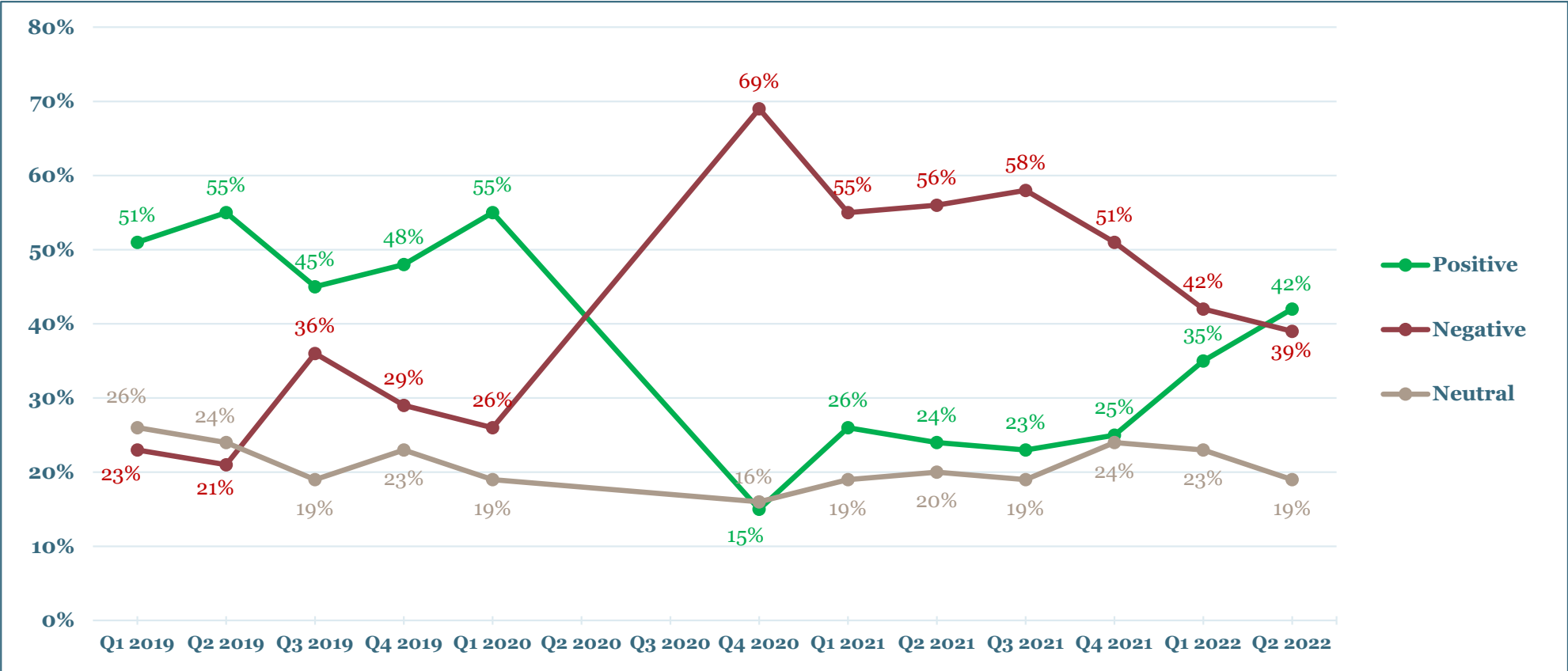
**CONSUMER SENTIMENT**  
**APRIL 20-24, 2022**

TRAVEL  
**PORTLAND**



# PORTLAND CONSUMER RESEARCH

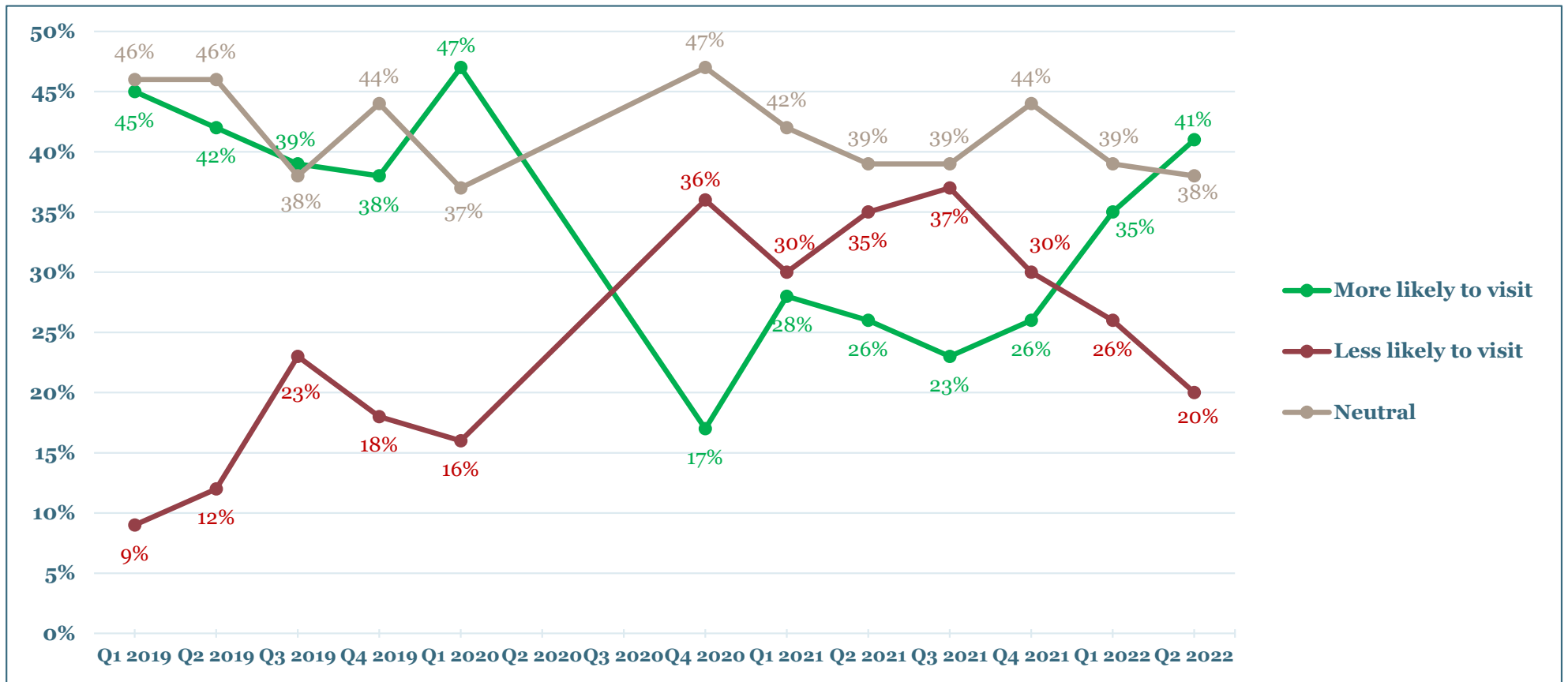
Q: Would you consider the general tone of media coverage you saw or heard about Portland to be:





# PORTLAND CONSUMER RESEARCH

**Q: Would media coverage you have seen/heard about Portland make it more or less likely you would visit?**

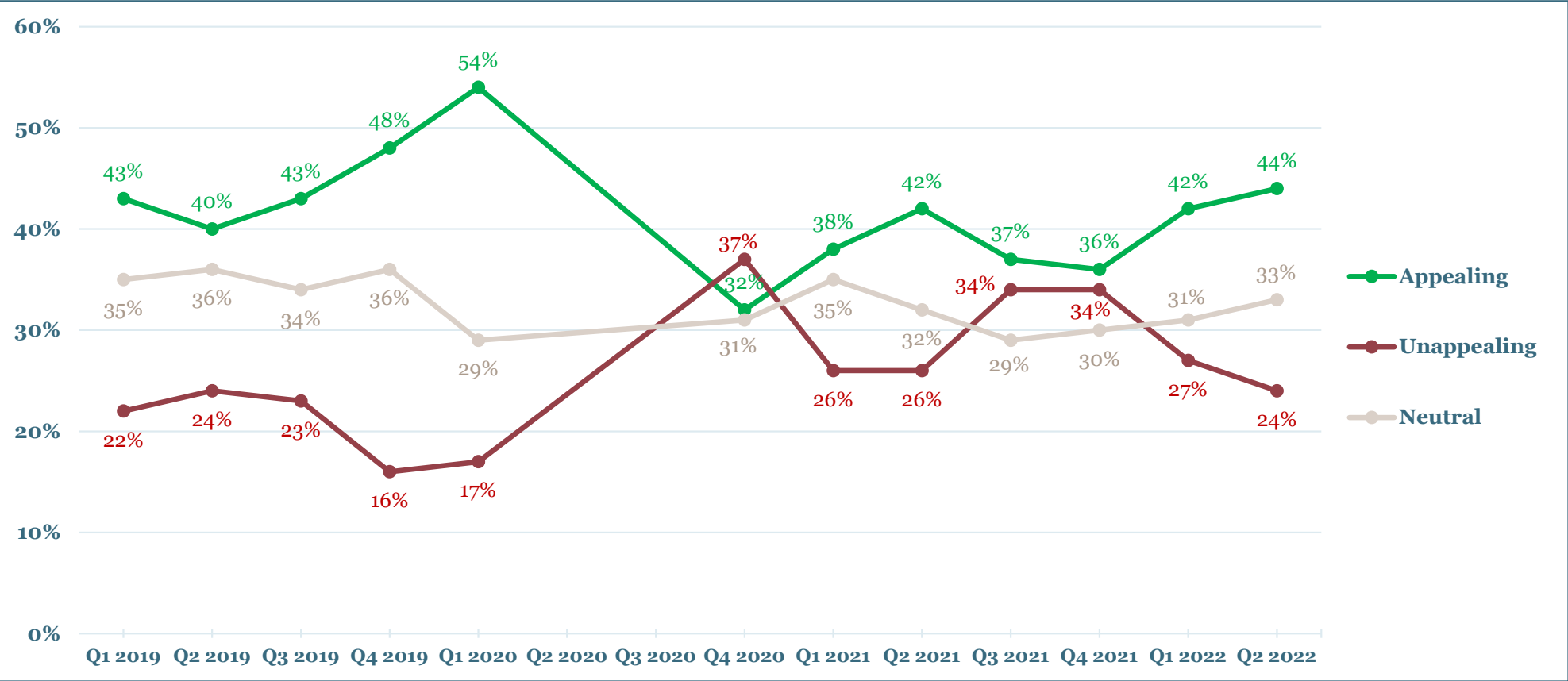


# SOMEBODY FEED PHIL



# PORTLAND CONSUMER RESEARCH

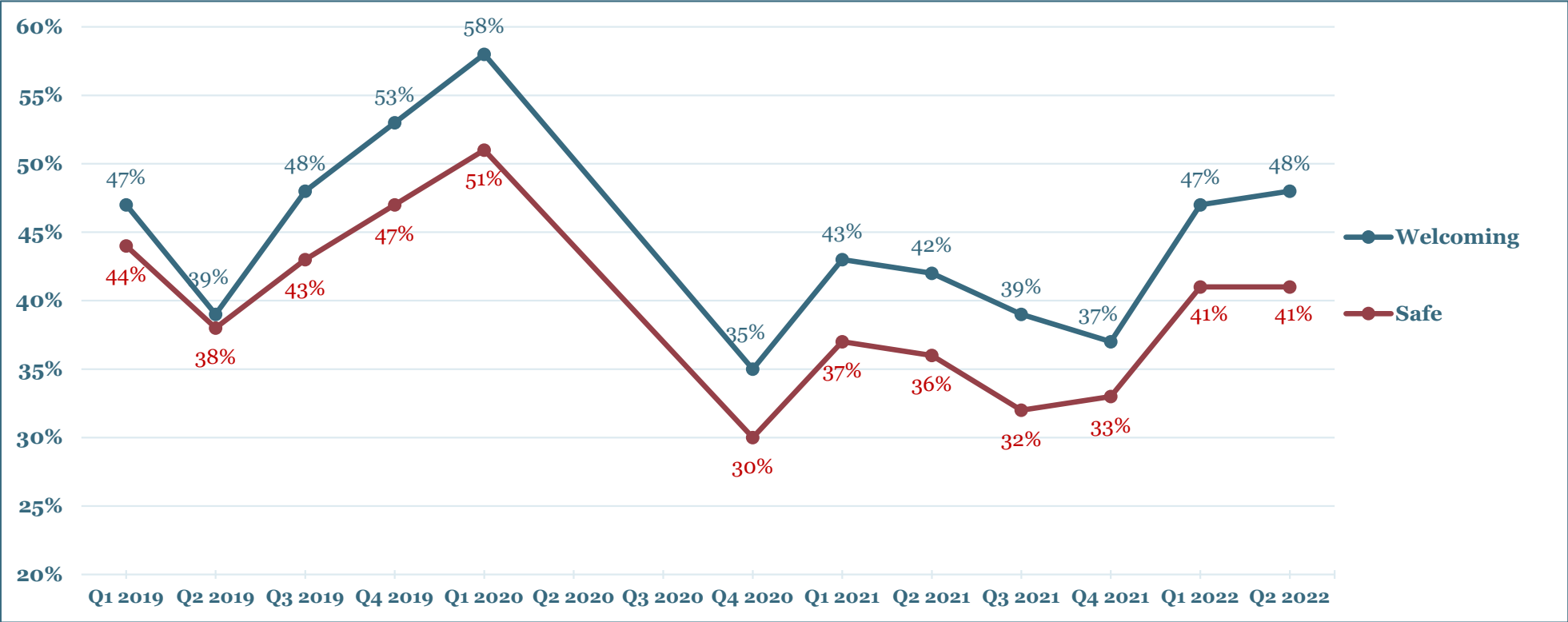
## Q: How appealing is Portland as a potential vacation destination to you?





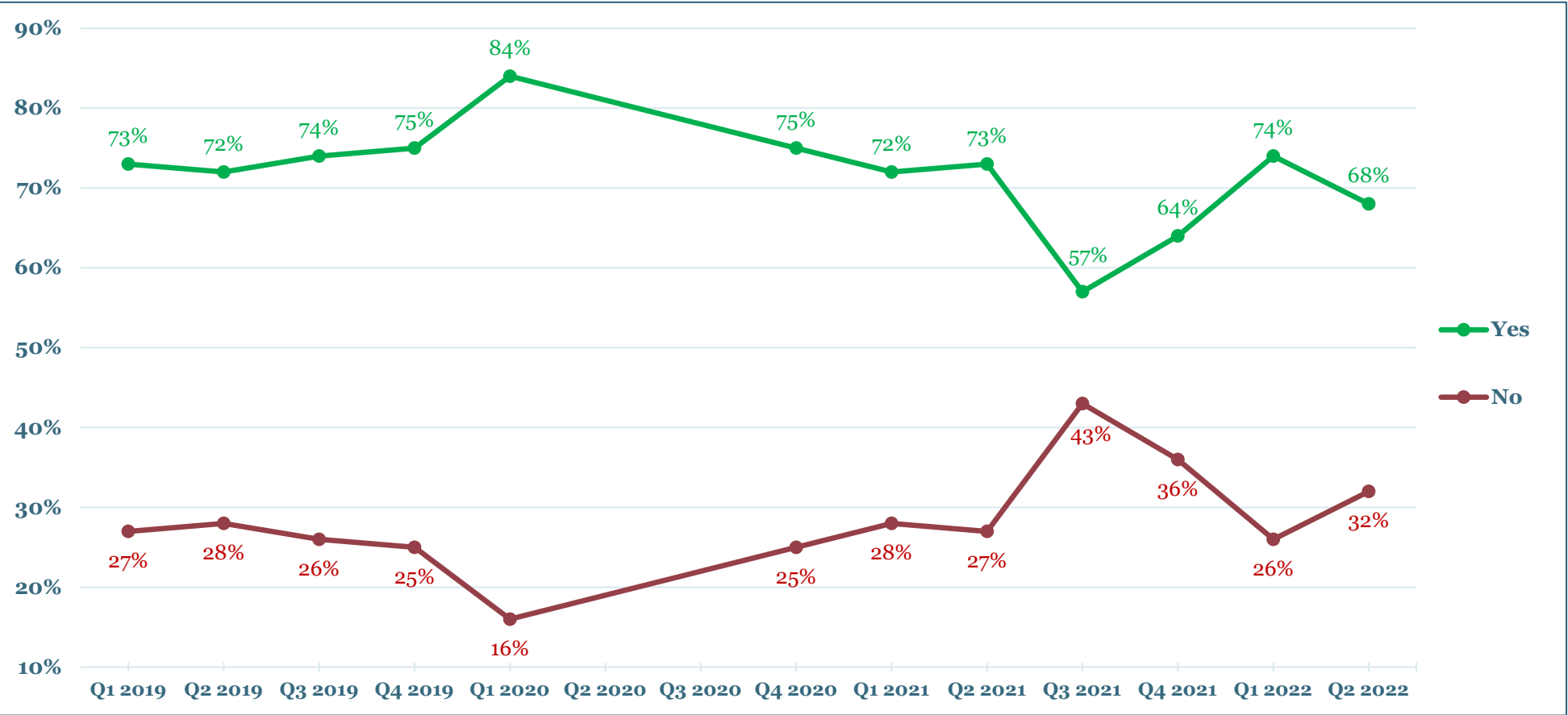
# PORTLAND CONSUMER RESEARCH

Q: Portland is a welcoming destination. (AGREE - Top 2 Box)  
VS.  
Q: Portland is a safe destination. (AGREE - Top 2 Box)



# PORTLAND CONSUMER RESEARCH

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



In support of our commitment to destination reputation recovery, we're dedicating one issue of this newsletter each month to a roundup of good news from Portland — because there's a lot of it to share!

Just like you, we are working hard for the future of Portland. Please share these stories with your personal and professional network to help spread the good news.

POSITIVE PORTLAND STORIES IN THE MEDIA

## 12 Places to See Cherry Blossoms in the United States — *AFAR*



Portland is highlighted for its popular viewing areas at Portland Japanese Garden and Tom McCall Waterfront Park, but the blossoms are blooming in full force all around the city.

[READ THE FULL ARTICLE](#)

### **Portland Guide — *Lonely Planet***

Check out Lonely Planet's guide to our "city of indie-spirited superlatives and humble, off-beat charms."

### **Where to get the absolute best bread in the U.S. — *Mashed***

You'll have to read the article to see which Portland bakery made the list, but we can think of quite a few spots right here in Rose City.

### **The best luxury hotels in Portland, Oregon — *The Manual***

If you're looking to treat yourself to a staycation – or make recommendations for visiting friends and family – this list is a great place to start.

### **Sustainable venues for greener meetings in the Pacific Northwest — *Meetings Today***

The Oregon Convention Center is highlighted for its LEED Platinum designation and recent renovations which focused on sustainability.

### **Botanical gardens every passionate gardener should visit — *Upscale Living***

The Portland Japanese Garden is showcased alongside international destinations, demonstrating that Portland's gardens continue to be some of our best attractions.





THANK YOU

TRAVEL  
PORTLAND