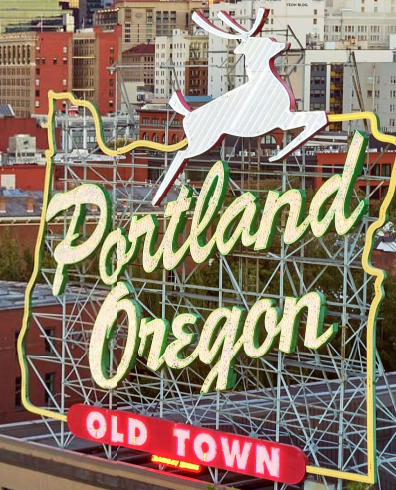


# CITY OF PORTLAND ANNUAL PRESENTATION

OCTOBER 16, 2024

TRAVEL  
**PORTLAND**



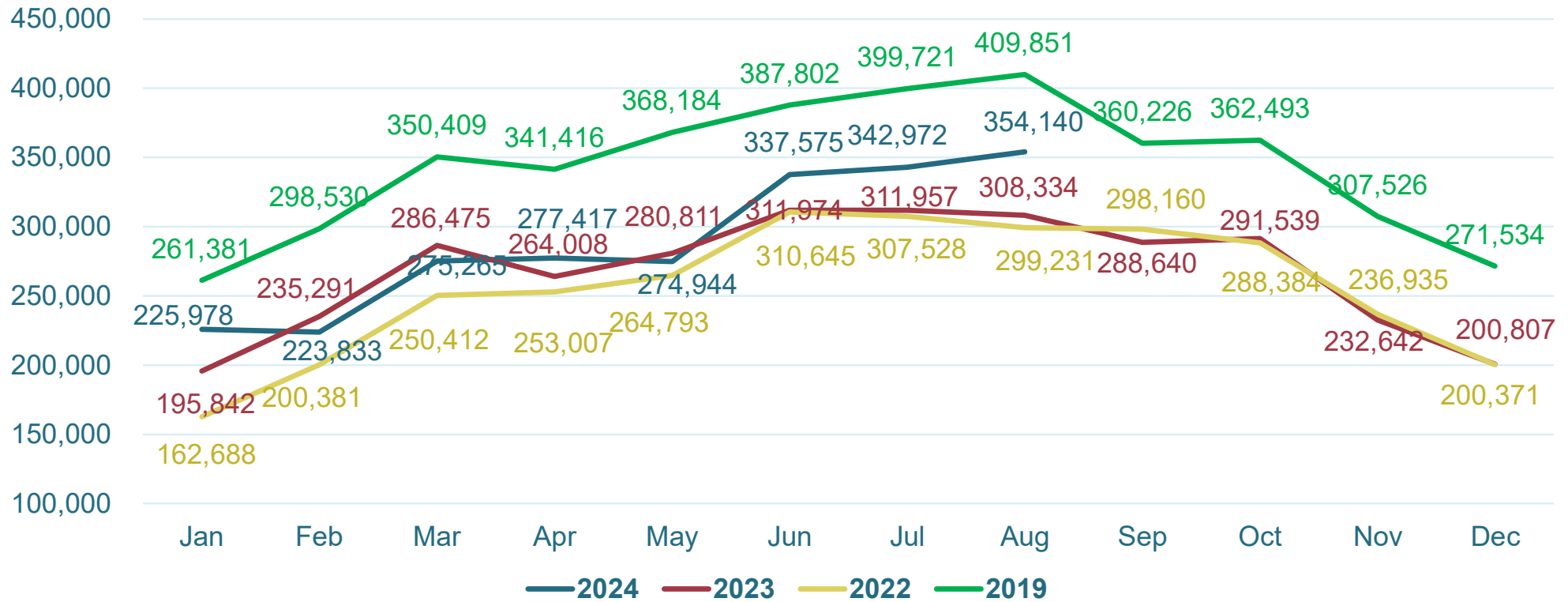
# ECONOMIC IMPACTS ON TOURISM



# PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

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

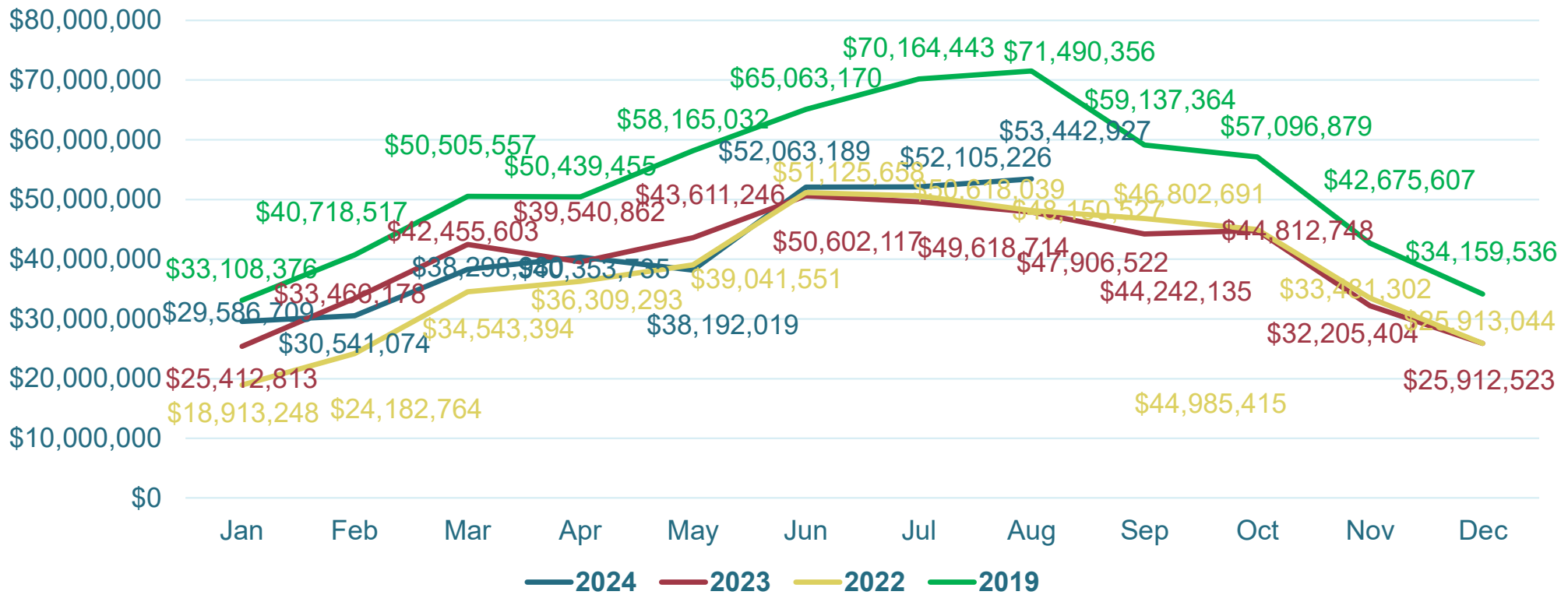
## Demand (Rooms sold)



# PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

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

## Revenue



# LODGING TAX COLLECTIONS (TLT/TID)

Region	FY24(\$)	FY24 (% of TTL)	Change FY23 to FY24 (\$)	Change FY23 to FY24 (%)
Central City	\$11,613,106	52%	(139,011)	-1.2%
Airport	\$4,149,357	19%	686,621	19.8%
Eastside	\$168,345	1%	(11,898)	-6.6%
Jantzen Beach	\$1,231,524	5%	(166,047)	-11.9%
Subtotal	\$17,162,331	77%	369,665	2.2%
Online Travel Agency	\$2,133,660	10%	813,047	61.6%
Short Term Rental	\$3,027,161	14%	(192,144)	-6.0%
Other	\$94,984	0%	(22,711)	-19.3%
Subtotal	\$5,255,805	23%	\$598,192	12.8%
Grand Total	\$22,418,136	100%	\$967,857	4.5%

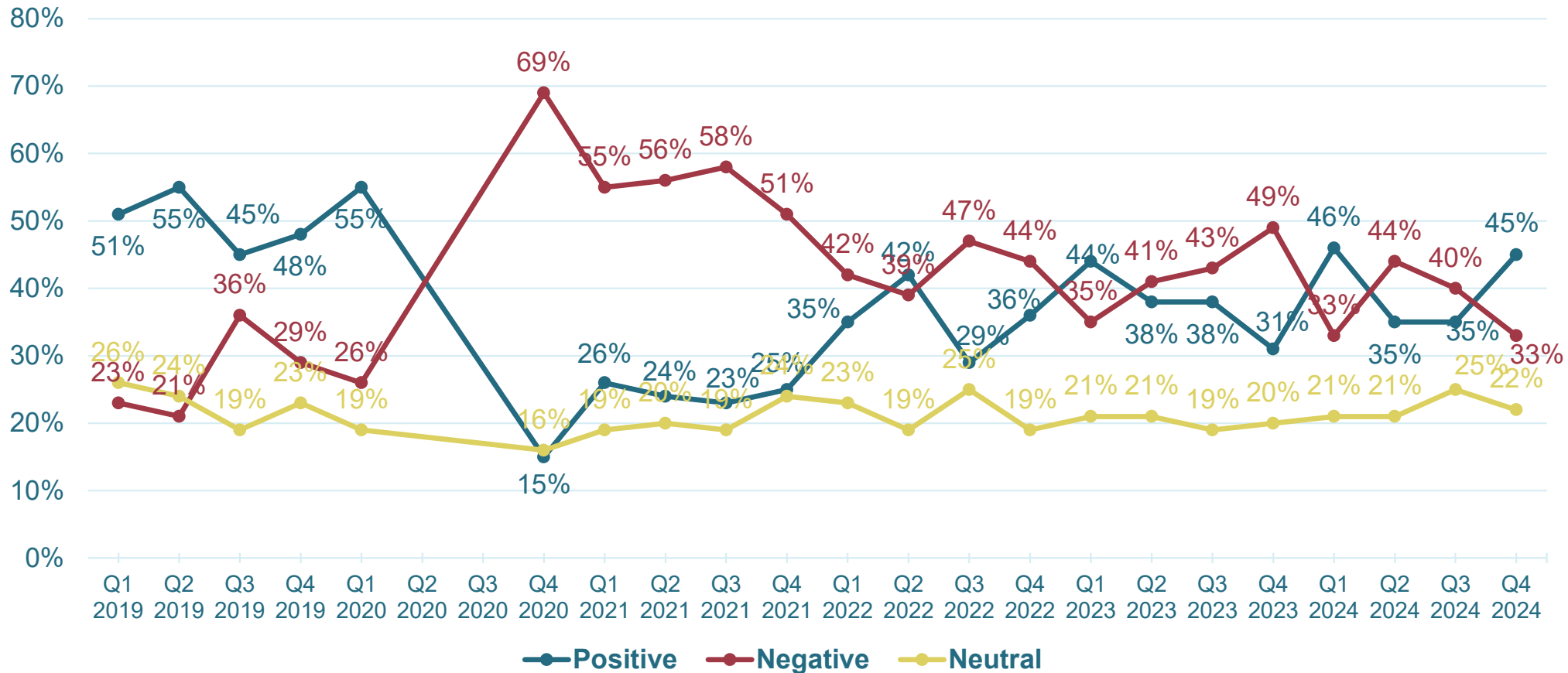
*Data provided by the City of Portland Revenue Division.*

# CONSUMER SENTIMENT



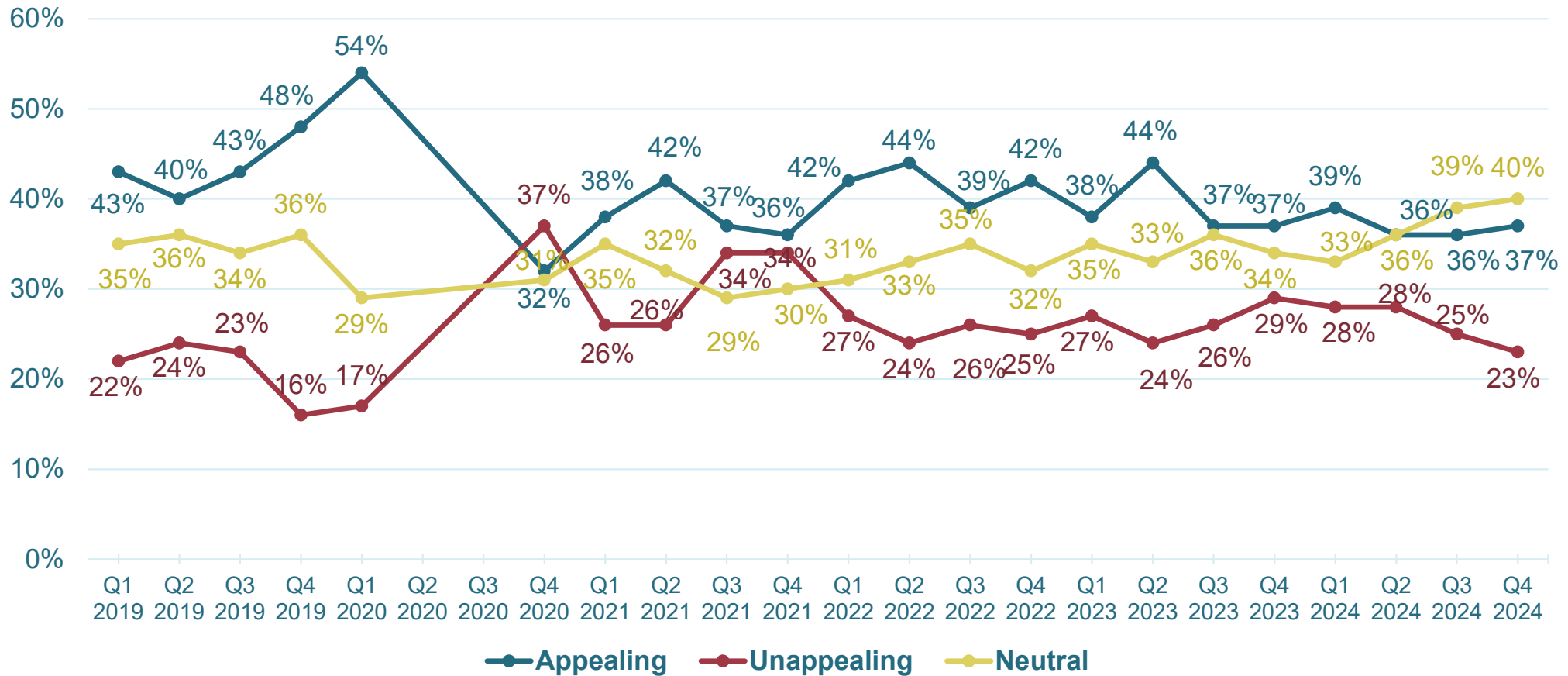
# PORTLAND CONSUMER RESEARCH

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



# PORTLAND CONSUMER RESEARCH

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

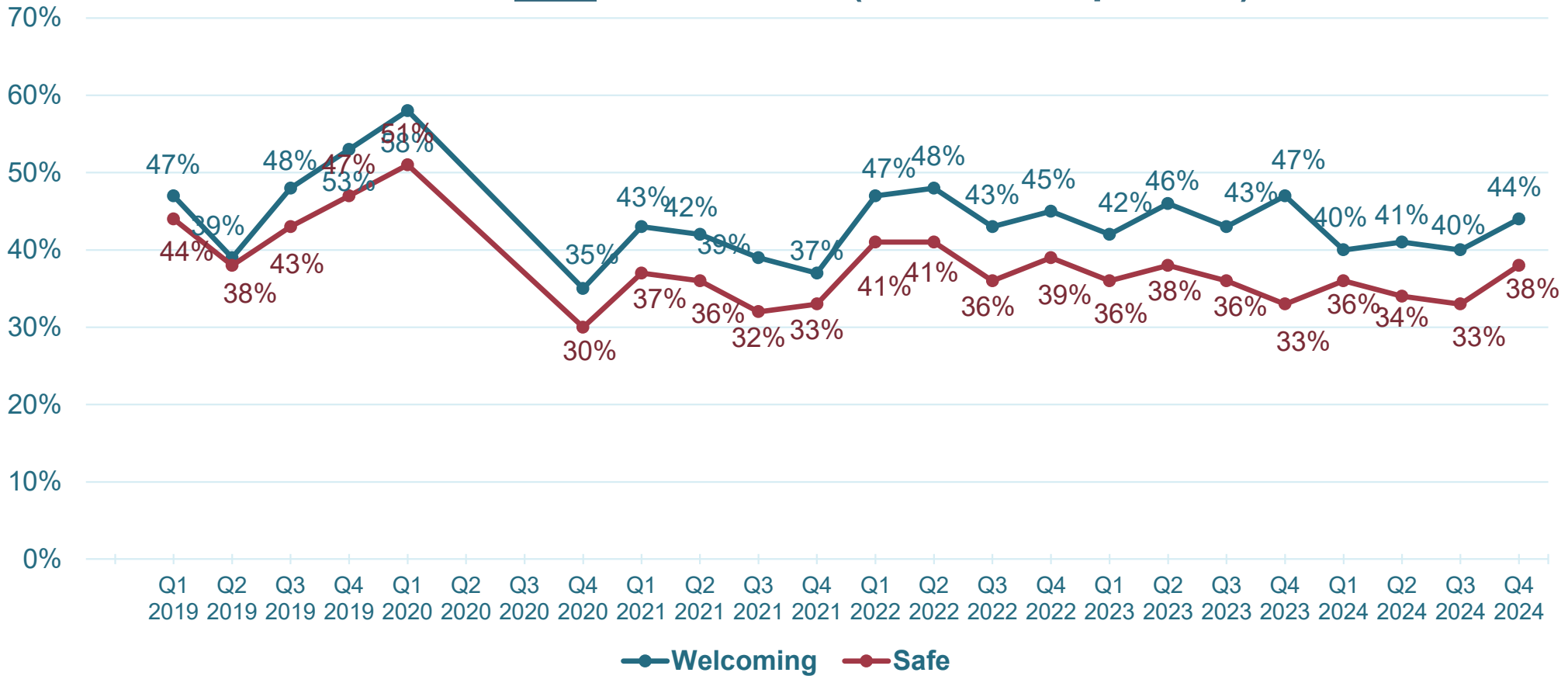




# PORTLAND CONSUMER RESEARCH

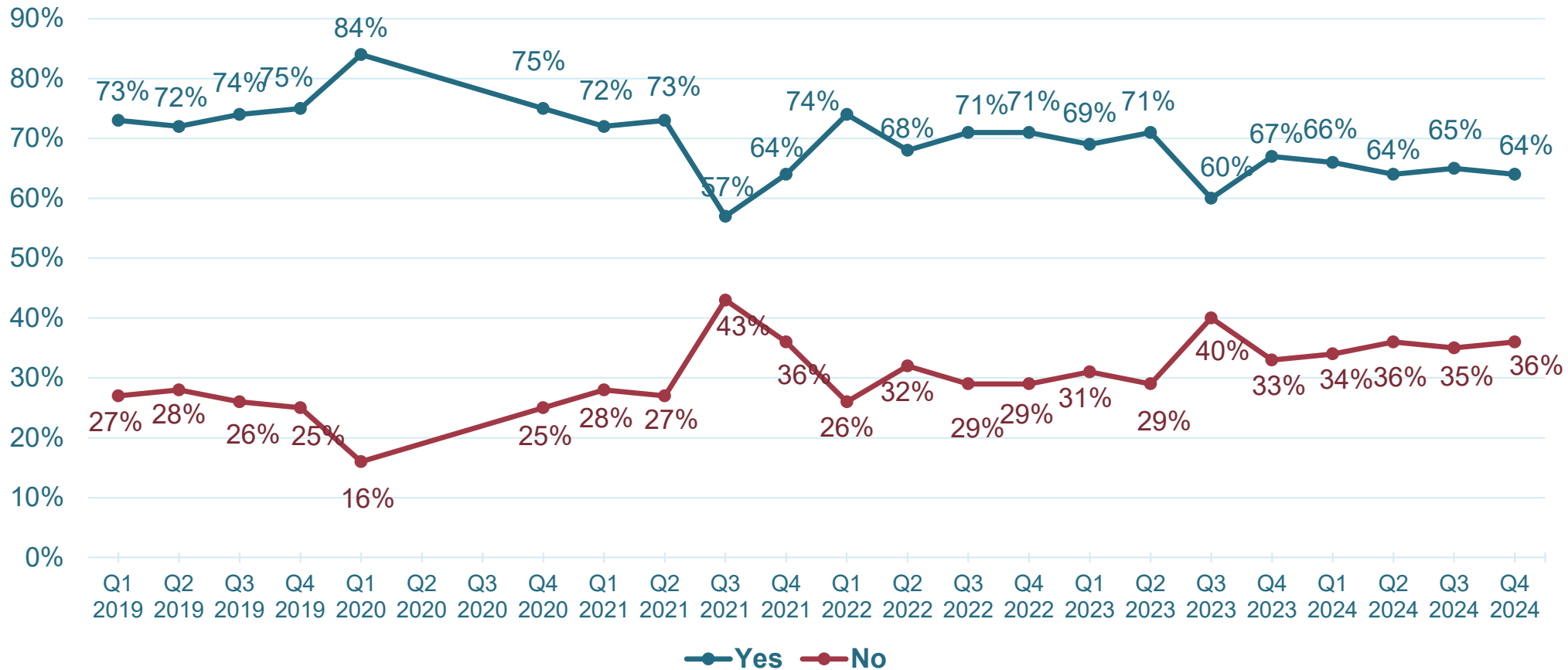
Q: Portland is a welcoming destination. (AGREE - Top 2 Box)

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?



# PUBLIC RELATIONS



# 2023-24 HIGHLIGHTS

- **Targeted Media:** 330 media placement; 8 billion+ impressions
- **EDI:** 1,376 engagements featuring minority-owned business or story
- **Hosted media:** 108 media visits to Portland
- **\*NEW Social Media Initiatives:**  
500+ social media content creators at TravelCon  
Hosted 10 targeted content creators
- **Bon Appetit Restaurant Issue Unveiling**



# PORTLAND REPUTATION & STRATEGIC COMMUNICATIONS

- **Created infrastructure:** core comms team, stakeholders, priority media
- **Securing and expanding funding:** Travel Portland and Multnomah County
- **Coverage:** 70+ national and local media placements
- **Strategy:** focus on upcoming election; accomplishments in houselessness, decreasing crime and cleanliness; economic recovery



# STRATEGIC GRANTS & SPONSORSHIPS



# FY24 TRAVEL PORTLAND FUNDING OPPORTUNITIES

## Destination Reputation + Driving Leisure Demand

### Visitor Experience Enhancement Grants

Development and enhancement of tourism assets and infrastructure that contribute to leisure demand and increase overnight stays

Applications open in winter

Up to \$25,000

### Large Event Sponsorships

Support for multi-day events with 5,000+ attendees and >10% coming from out-of-town

Applications open year-round, reviewed quarterly

Up to \$15,000

### Scale Up Event Grants *(Administered by Prosper Portland)*

Funds and technical assistance for events positioned to grow and attract overnight visitors

Applications open in spring and fall

Up to \$25,000

## Equity, Diversity & Inclusion

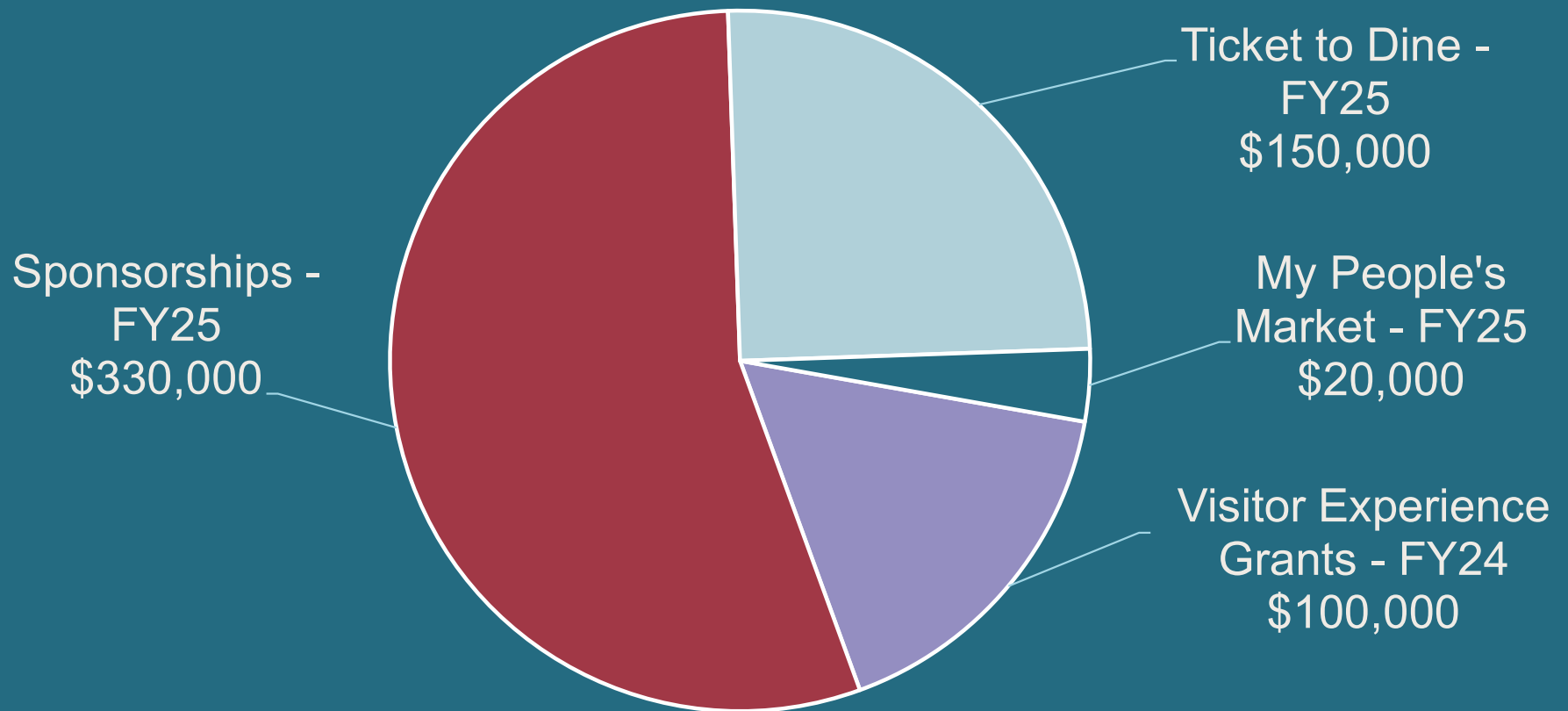
### Cultural Enrichment Sponsorships

Support for smaller events with community focus and an emphasis on historically under-represented communities

Applications open year-round, reviewed quarterly

Up to \$2,500

# APRIL 2024 – JUNE 2025: \$600K GRANT RECEIVED FROM TRAVEL OREGON





# PORTLAND OFFICE OF EVENTS & FILM PARTNERSHIP



# OFFICE OF EVENTS & FILM PARTNERSHIP



PROSPER  
PORTLAND

PORTLAND  
**EVENTS**  
& **FILM**

## **Launch of Scale Up Grants**

- 2023 launch; 2024 expansion to provide two-year recipient funding

## **Amplify & Post-Production**

- 2023 launch; 2024 continuation of success +
- \*New: Film Festival and Screening Grant

## **Marketing, Recruitment & Retention**

- 2024 continuation of success

# INTERNATIONAL UPDATE



# JAPAN ACTIVATIONS 2023-24

**Sapporo Sister City Delegation – 65th Anniversary**

**Published Japanese Language *Portland Mini-Guide***

## **Consumer Activations**

- **“Hood to Fuji” Beer Festival**
- **Sapporo Autumn Fest**
- **Tourism Expo Japan – 100,000 attendees**
- **Bites! Portland**



# GLOBAL PARTNERSHIPS

- Brand USA
- In-country Representatives
  - Australia/NZ, Germany, Japan, South Korea, and the U.K.
- Non-stop Service
  - Alaska Airlines: Vancouver; seasonal to Puerto Vallarta, Los Cabos, Cancun
  - Air Canada: Vancouver; seasonal to Toronto
  - British Airways: London
  - Condor: seasonal to Frankfurt
  - Iceland Air: seasonal to Reykjavik
  - KLM: Amsterdam
  - Volaris: Guadalajara
  - WestJet: Calgary



# MARKETING UPDATE



# DRIVING LEISURE TRAVEL DEMAND



April –Sept.  
Seattle  
Los Angeles  
San Francisco  
Sacramento  
Denver

# OUT OF HOME ADVERTISING



Sacramento (left) and Seattle (above)

Sacramento (left) and Seattle (above)



# CONVENTION MARKETING

Decision-makers  
(C-suite, board)

**PORTLAND** Travel Portland  
7,416 followers  
Promoted

There's a reason we won more James Beard Awards than any other city in 2023. This is your sign to find out why.

## BITE INTO PORTLAND



### PORTLAND YOURS TO SHARE

Hungry For More? Discover Portland's Iconic Food Scene. [Learn more](#)

[www.travelportland.com](http://www.travelportland.com)

Smartmeetings  
experience the extraordinary


# PORTLAND YOURS TO SHARE



# TAX FREEEEEEEE

**Your conference, minus the sales tax.**

When you plan your conference in Portland, Oregon, you'll pay 0% sales tax on everything—saving you thousands of dollars from F&B to AV. And with all those savings, you can offer more, like enhancing your opening reception or planning an off-site excursion for your group. [Get more out of your meeting with no sales tax!](#)



**Citywide Sales Incentive—Limited Time**

Your Vision, Our Venues: Craft your vision in Portland! Secure exclusive convention center and hotel incentives for citywide business booked at the Oregon Convention Center from 2025 to 2030. Act now—this offer expires May 31, 2024.

[Learn more](#)

Meeting  
planners

# CONVENTION SALES WINS FOR THE YEAR





## FY 23-24: OUR SECOND-BEST YEAR EVER

Travel Portland booked **300,715 room nights** in future convention business, just shy of our best-ever year (317,177 room nights, booked in FY 17-18).

# SHORT-TERM BUSINESS PROMOTION & FILLING IN HOLES IN CONVENTION CALENDAR

- 45,000 room nights in future business
- 13,000 short-term room nights
- Will re-launch in September 2024
- Over the last three years, Travel Portland has invested **over \$1.8 million** to assist hotels with business recovery.



TRAVEL  
PORTLAND

## Meet & Save

Book now to maximize your meeting and enjoy exclusive savings on events in 2024 or 2025. Your discounts await – secure them today!

The banner features a purple background on the left with the 'TRAVEL PORTLAND' logo and 'Meet & Save' text. On the right is a photograph of a cityscape at sunset with a 'Portland Oregon' sign and 'OLD TOWN' visible.



Rebate	Details
<b>\$15 Rebate</b>	Room block of 25–124 on peak night
<b>\$10 Rebate</b>	Room block of 125+ on peak night
<b>Additional \$5.00</b>	Any rooms booked in July, August or September 2024

# HOSTING LARGE-SCALE INDUSTRY EVENTS

## **Emerald ACE**

January 2024

125 Event Owners & Rightsholders



## **Sports ETA**

May 2024

100 Tournament & Event Owners



## **ConferenceDirect CDX**

August 2024



# REBOUNDED DELEGATE APPEAL



Sold out



Exceeded last year's registration numbers at competing cities



Record-breaking attendance



Rebooked for future years 2028 & 2034

THANK YOU

TRAVEL

PORTLAND

