



travel  
PORTLAND

**City of Portland**  
**July 30, 2014**



# TOURISM IMPACTS - DEAN RUNYAN

**\*PORTLAND METRO TRAVEL TRENDS**

**2011-2013p**

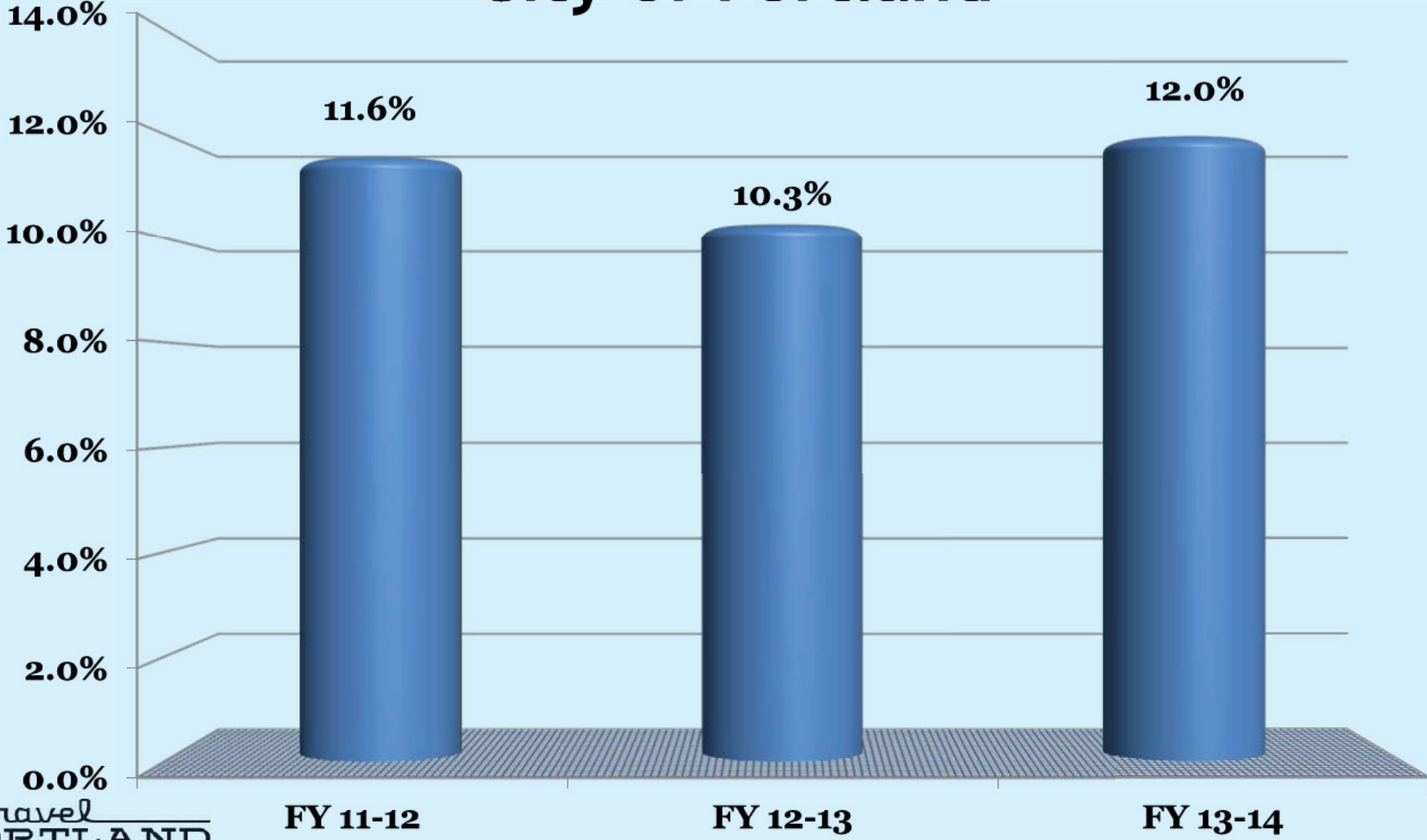
	<b>Spending (\$Million)</b>	<b>Earnings (\$Million)</b>	<b>Employment (Thousand)</b>	<b>Tax receipts (\$Million)</b>		
				<b>Local</b>	<b>State</b>	<b>Total</b>
<b>2011</b>	<b>3,855</b>	<b>876</b>	<b>29.2</b>	<b>62.5</b>	<b>84.5</b>	<b>147.0</b>
<b>2012</b>	<b>4,074</b>	<b>886</b>	<b>29.4</b>	<b>85.0</b>	<b>92.2</b>	<b>177.2</b>
<b>2013p</b>	<b>4,261</b>	<b>912</b>	<b>30.1</b>	<b>92.4</b>	<b>95.3</b>	<b>187.7</b>

**\*Portland Metro includes Multnomah, Clackamas and Washington counties**

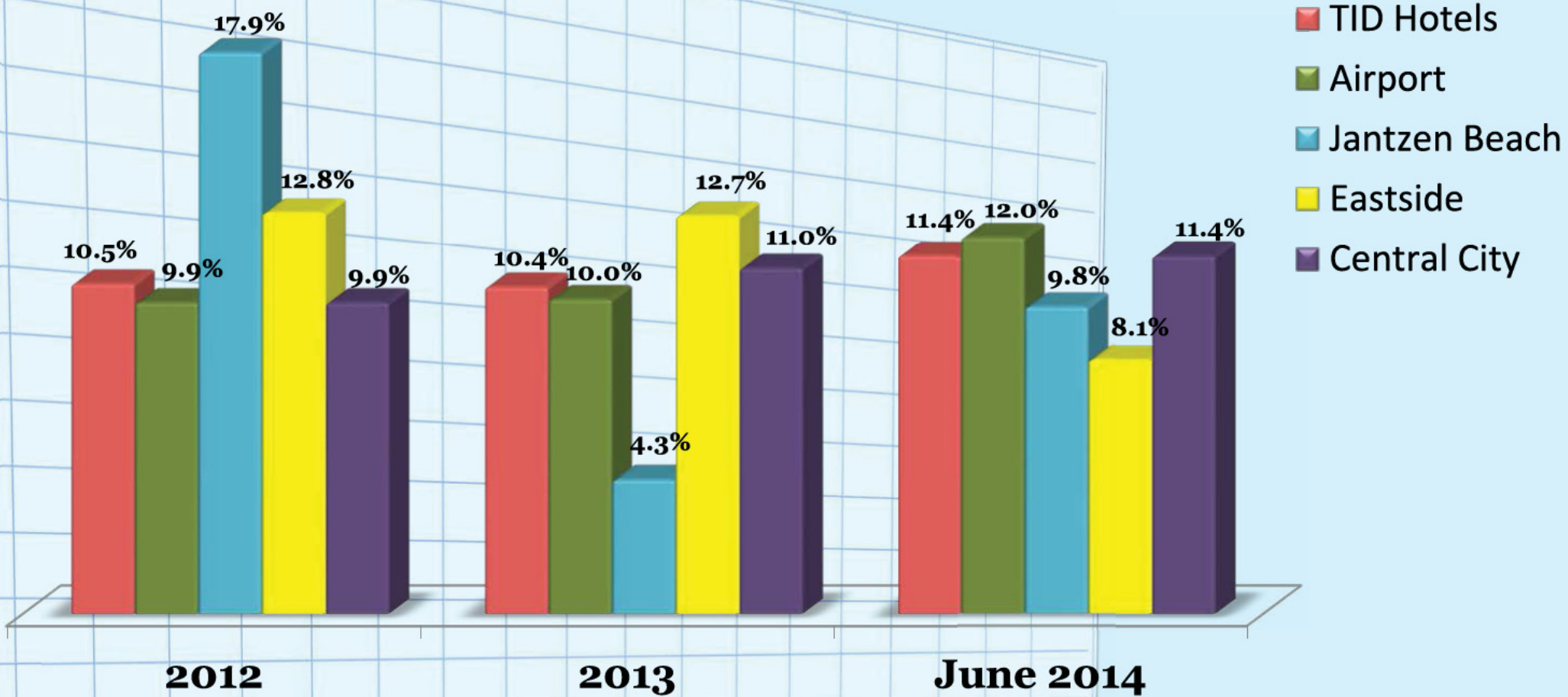


# LODGING TAX: DOUBLE-DIGIT GROWTH

## City of Portland



# Hotel Revenue Growth %



**Media/  
Public Relations  
FY 2013-14**

**Culinary**

**City of Makers**

**Craft – beverage,  
design, culture**

**Outdoor  
Recreation**

**Affordable/Value**

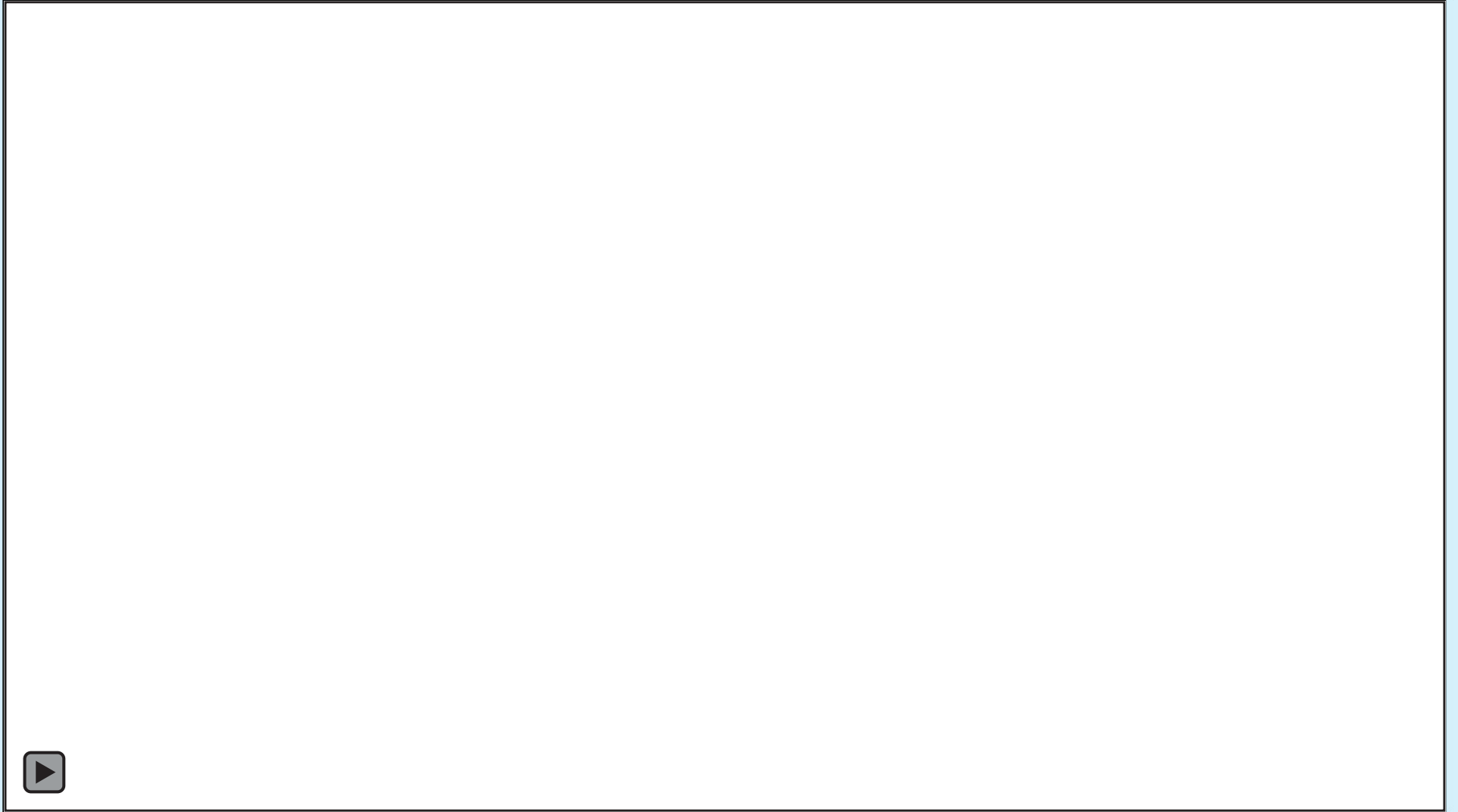
**Preferred  
Meeting  
Destination**

**International  
Destination**

**Regional  
Destination for  
West Coast**

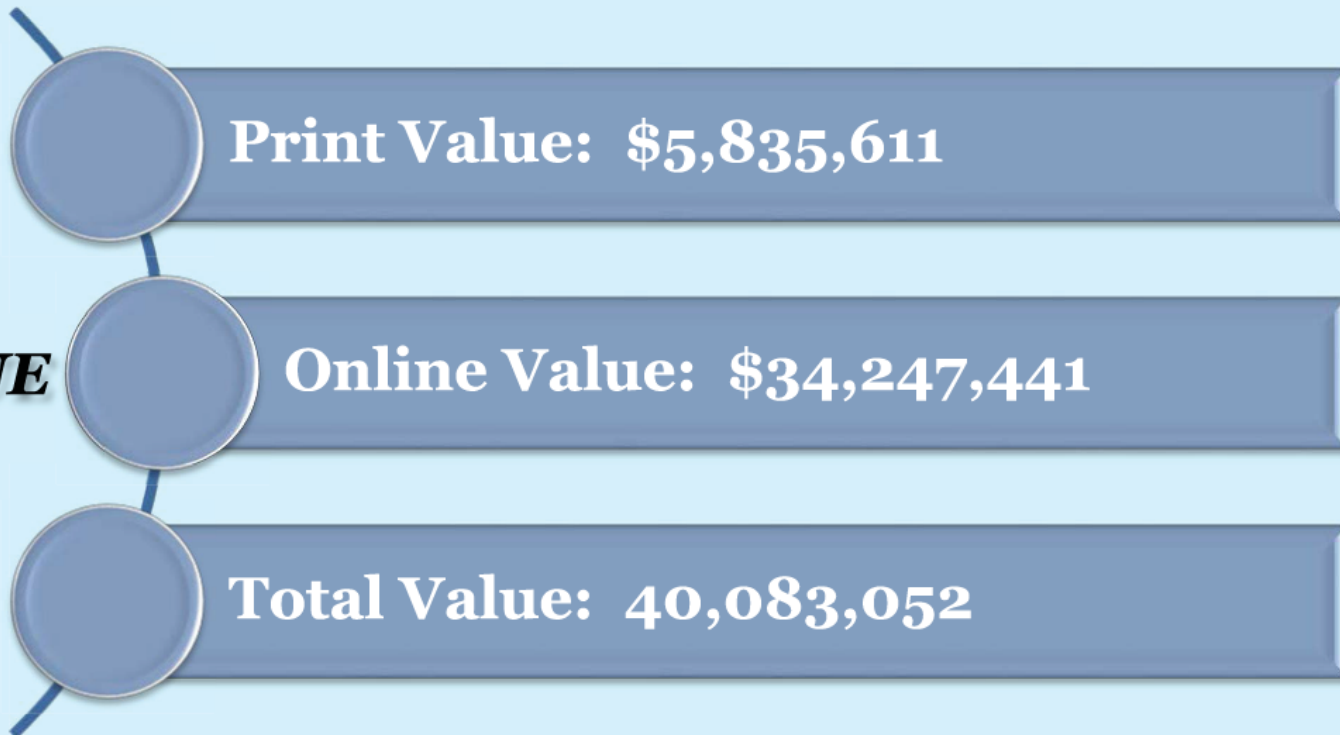
# **KEY THEMES**

# The Portland Express



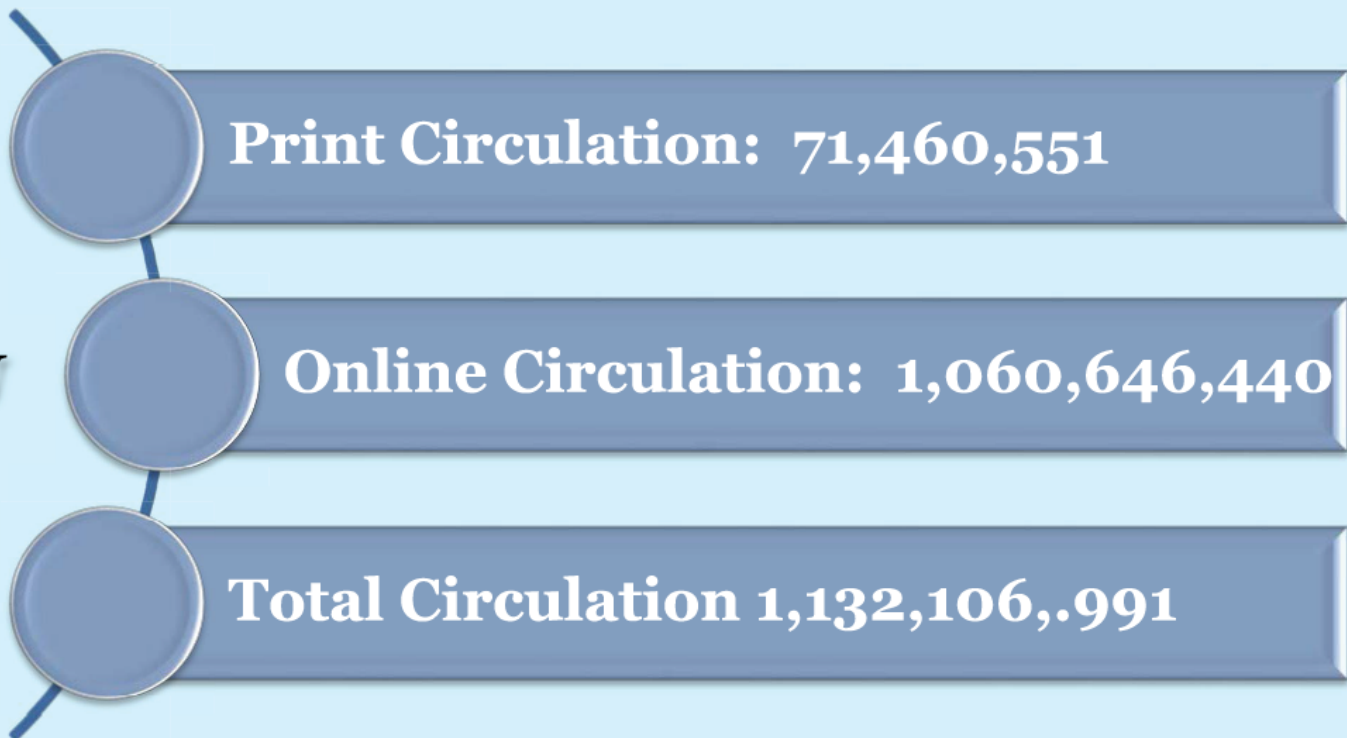


**VALUE**



*Placements:  
998*

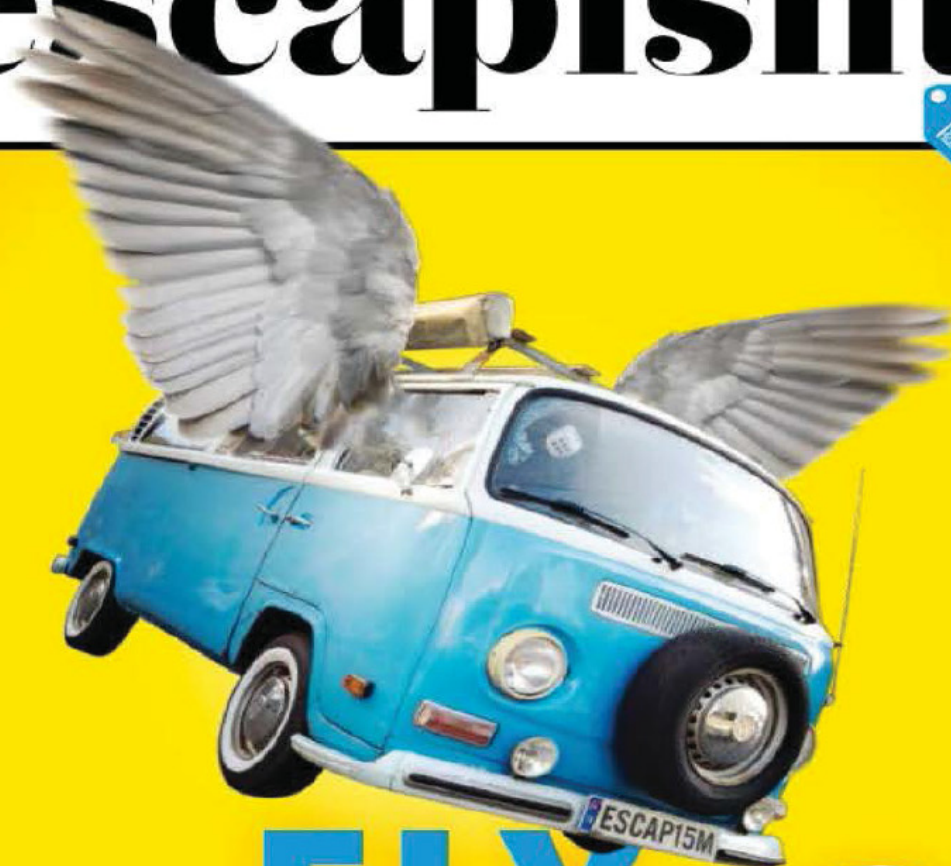
**CIRCULATION**





IGLOO BUILDING IN LAPLAND + STYLISH MILAN + HIPSTER FOOD IN PORTLAND

# escapism



ISSUE 3  
2014  
FLY  
DRIVE  
SPECIAL

# FLY DRIVE

HIT  
THE  
ROAD

THE ULTIMATE ROAD TRIPS



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\$6.99 US  
022  
74820-08274

# FOOD & WINE

JULY 2014

## July 2014

travel  
**PORTLAND**

TRAVEL  
SCOUT



Stoller's super-sustainable new winery is powered by 236 solar panels on the roof.

## 22 Reasons to Visit Portland Now

HERE'S THE LATEST INTEL FROM OREGON'S CULINARY CAPITAL AND ITS WORLD-FAMOUS WINE COUNTRY, THE WILLAMETTE VALLEY, JUST AN HOUR FROM THE CITY.



### Oregon's Best

**AMAZING TASTING ROOMS**  
Incredible places to try Pinot Noir and Chardonnay.

**BEST NEW RESTAURANTS**  
Creative ramen, Catalan classics, a killer brunch and more.

**TOP BAKERIES AND BARS**  
The city's must-try pies, cakes, cocktails and drinking snacks.

**ONE DELICIOUS RECIPE**  
A simple market salad previewing the quirky *Portlandia* Cookbook.

### Great New Wine Experiences

*The Willamette Valley is big—it's 150 miles long and 60 miles wide—yet its tasting rooms have an intimate, artisanal feel. And, of course, phenomenal Pinot Noir. By Megan Krigbaum*

#### Antica Terra

Maggie Harrison's morning tastings include Ibérico ham and five wines she makes—Antica Terra Pinots and Lillian reds. In the afternoon, she pours her own wines, plus others she finds inspiring, to drink with charcuterie, cheese and local chocolate. 979 SW Alder St., Dundee; [anticaterra.com](http://anticaterra.com).

#### Stoller Family Estate

From its solar-powered, sunlit tasting room, visitors can take in 180-degree views of the vines while trying Melissa Burr's elegant, affordable Dundee Hills Pinot Noirs and Chardonnays—proof of how well Burgundian varieties do in Oregon. 16161 NE McDougall Rd., Dayton; [stollerfamilyestate.com](http://stollerfamilyestate.com). ➤

**Tip**

Partnering with Portland design shop Cance, Antica Terra now sells tabletop items in its tasting room, like gorgeous decanters from Nate Cotterman.



FRANCE'S LOIRE VALLEY | ITALY'S BEST-KEPT SECRET | LONDON'S LATEST HOT SPOT

# TRAVEL+LEISURE

T+L DECODER

Our Definitive Guide to


# Portland

With forward-thinking chefs, green urban spaces, and a laid-back sensibility, Portland, Oregon, is the perfect weekend getaway. Kathryn O'Shea-Evans checks out the scene. Photographed by Dina Avila

- 
- STAY
- SEE+DO
- SHOP
- EAT
- LOCAL TAKE



A mural of Mount Hood at Banner, an Oregon-based boot company in downtown Portland.

UNITED 

A STAR ALLIANCE MEMBER 

# Hemispheres

THREE  
PERFECT  
DAYS  
PORTLAND



THE HEMI Q&A:  
JANE GOODALL  
ON A LIFE SPENT  
CHAMPIONING  
MOTHER NATURE

LET'S RIDE  
THE TOUR DE  
FRANCE PEDALS  
OFF IN ENGLAND

THE LAST LAUGH  
MONTY PYTHON  
REUNITES FOR A FINAL  
SHOW IN LONDON

*travel*  
**PORTLAND**

**THE BRIDGES OF  
MULTNOMAH COUNTY**  
A few of the 11 bridges that  
cross the Willamette River  
in downtown Portland.

## THREE PERFECT DAYS: PORTLAND

America's hipster capital is home to world-class dining, dozens of microbreweries, a quirky arts scene and some of the most beautiful parks and natural landscapes in the country. Other than that, it's pretty nice here.

BY JUSTIN GOLDMAN

**77**

**DAY ONE**

Spinning records at the Ace Hotel, perusing rare titles at Powell's City of Books, quaffing beers at Breakside Brewery.

**78**

**DAY TWO**

Looking up at the Portlandia statue, tasting Thai food at Pok Pok, sipping bourbon at the Multnomah Whiskey Library.

**81**

**DAY THREE**

Brunching at Beast, driving through the massive Columbia River Gorge, roasting out at the Doug Fir Lounge.

YOUR PARTNER IN PLANNING

M&C

MEETINGS AND CONVENTIONS

NORSTAR

JUNE 2014

MCMAG.COM

DMO  
MARKETING  
ALLIANCES **p.6**

YES! PLANNERS ARE  
GERMOPHOBES **p.29**

SMALL MEETINGS  
MADE SIMPLE **p.49**

OFF-SITE, OFFBEAT  
VENUES **p.57**

"Going through  
the bid process has  
made us a stronger  
convention  
destination"

Chris Stevens,  
Executive Director  
San Diego CVA

# THE CONTENDERS


Why two second-tier cities think  
they have what it takes to host the  
Republican National Convention **p.31**



Portland **p.61**

San Diego **p.47**

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PORTLAND



# FUTURE CITYWIDE CONVENTIONS BOOKED CURRENTLY July 2014 - March 2022

**102 Conventions**

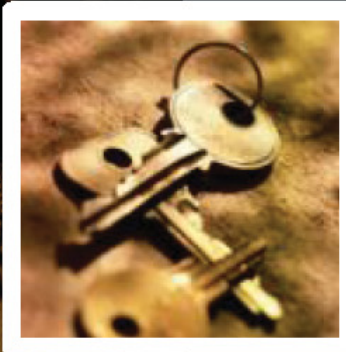
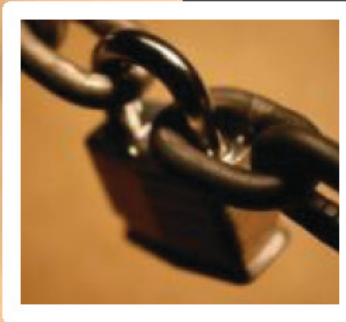
**Citywide  
economic  
impact  
\$198.9  
million**

**OCC  
Revenue  
\$30.9  
million**

**Hotel  
room  
nights  
334,910**



# CONVENTION HOTEL GROUP MARKETING

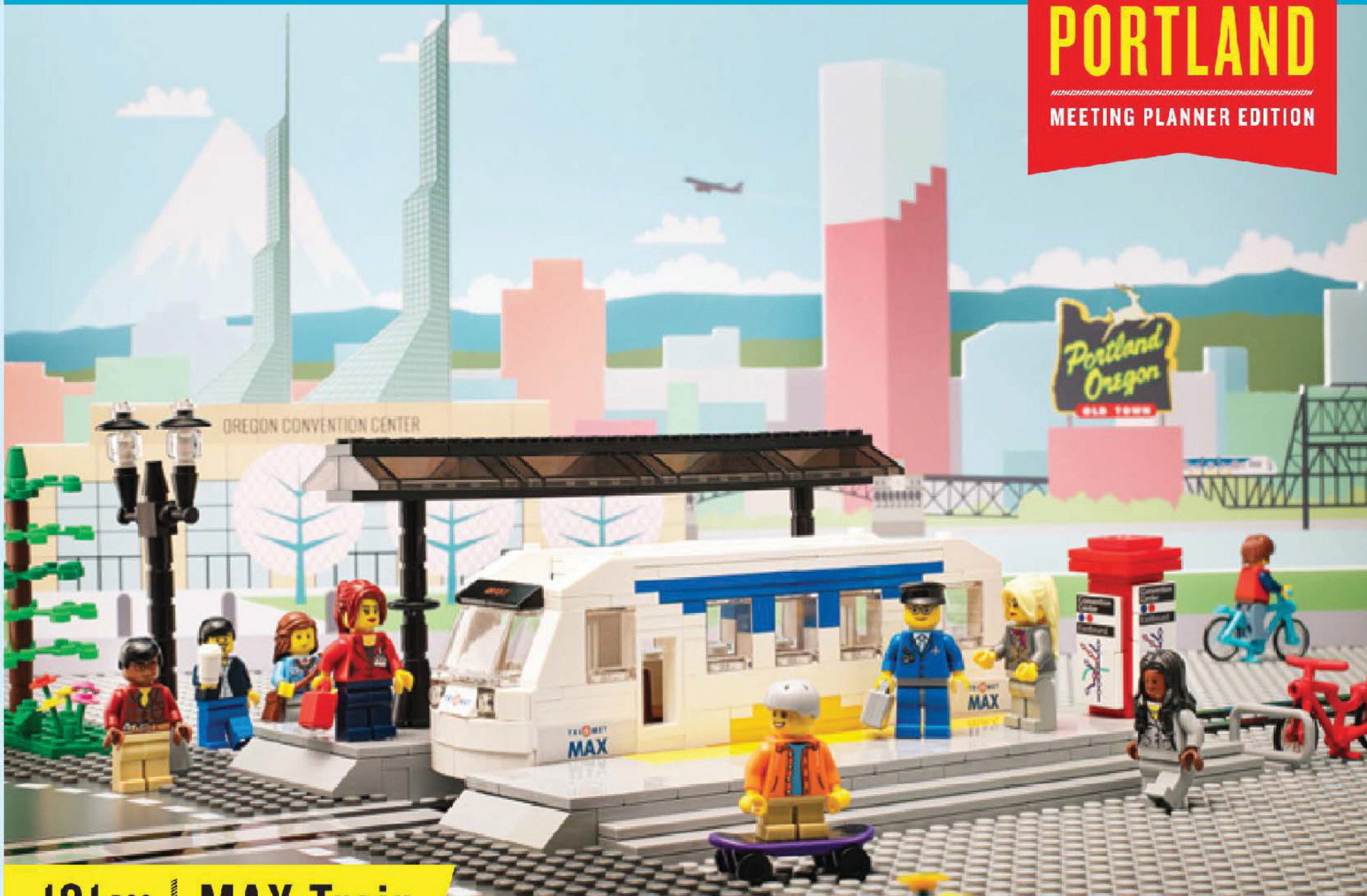


- **Reconnect with past lost business**
- **Most recent first**
- **Each Sales Managers Top 10 list**
  - **Grace Hopper Women in Computing**
  - **National Association of Corrosion Engineers**
  - **IEEE Photovoltaic Specialists**



# WORLD OF PORTLAND

MEETING PLANNER EDITION



191 PCS **MAX Train**

COME ENJOY EVERY PIECE OF PORTLAND *travel* PORTLAND

Ages 7-99

# WORLD OF PORTLAND

MEETING PLANNER EDITION



148 PCS  Food Cart

COME ENJOY EVERY PIECE OF PORTLAND 

Ages 7-99



# Come to Portland and come hungry.

Everyone who comes to Portland eats like royalty. Splurge on an award-winning chef. Or spend a couple bucks on what's been hailed as the world's best street food. Your delegates will find great food everywhere. Local access to year-round fresh ingredients and a lifestyle that's attracted the culinary elite from around the world keeps our food scene amazing.

**PORTLAND**  
**FOOD SCENE**  
 LET'S GO EATING

**WORLD FAMOUS**  
 Order a legendary  
 Voodoo Doughnut

**WORLD'S BEST**  
 Food carts named  
 best on the planet

**WORLD-CLASS**  
 James Beard  
 Award-winning chefs

**DEAL APPEAL**  
 No food tax, no beverage tax,  
 no sales tax



WELCOME TO THE  
**WORLD OF**  
**PORTLAND**  
 Collect the entire  
 Meeting Planner series!

**2014 SGMP NATIONAL EDUCATION CONFERENCE**

**MAY 6-8, 2014**

**CLICK HERE TO REGISTER**



## **Society of Government Meeting Professionals**

**Attendees**  
**Government Meeting Planners, Hotel, CVB,**  
**and**  
**Convention Center Sales professionals**

**Attendance**  
**565 people**

# CONNECTIONS

THE MAGAZINE  
OF THE SOCIETY  
OF GOVERNMENT  
MEETING  
PROFESSIONALS



## A special welcome from Mayor Hales

2014  
SGMP  
NEC

### EDUCATION, RESOURCE NETWORKING EXCEEDED MEMBERS' EXPECTATIONS

#### FEATURE

## 2014 SGMP National Education CONFERENCE & EXPO



**S** GMP's 32nd annual National Education Conference exceeded our members' expectations as our survey showed 90 percent of attendees as describing their 2014 NEC experience as excellent or good.

Government meeting professionals from 40 states (plus Washington, D.C.) made this education, resources and networking event a huge success for SGMP, our profession and our industry. All 36 of SGMP's chapters were represented in Portland!

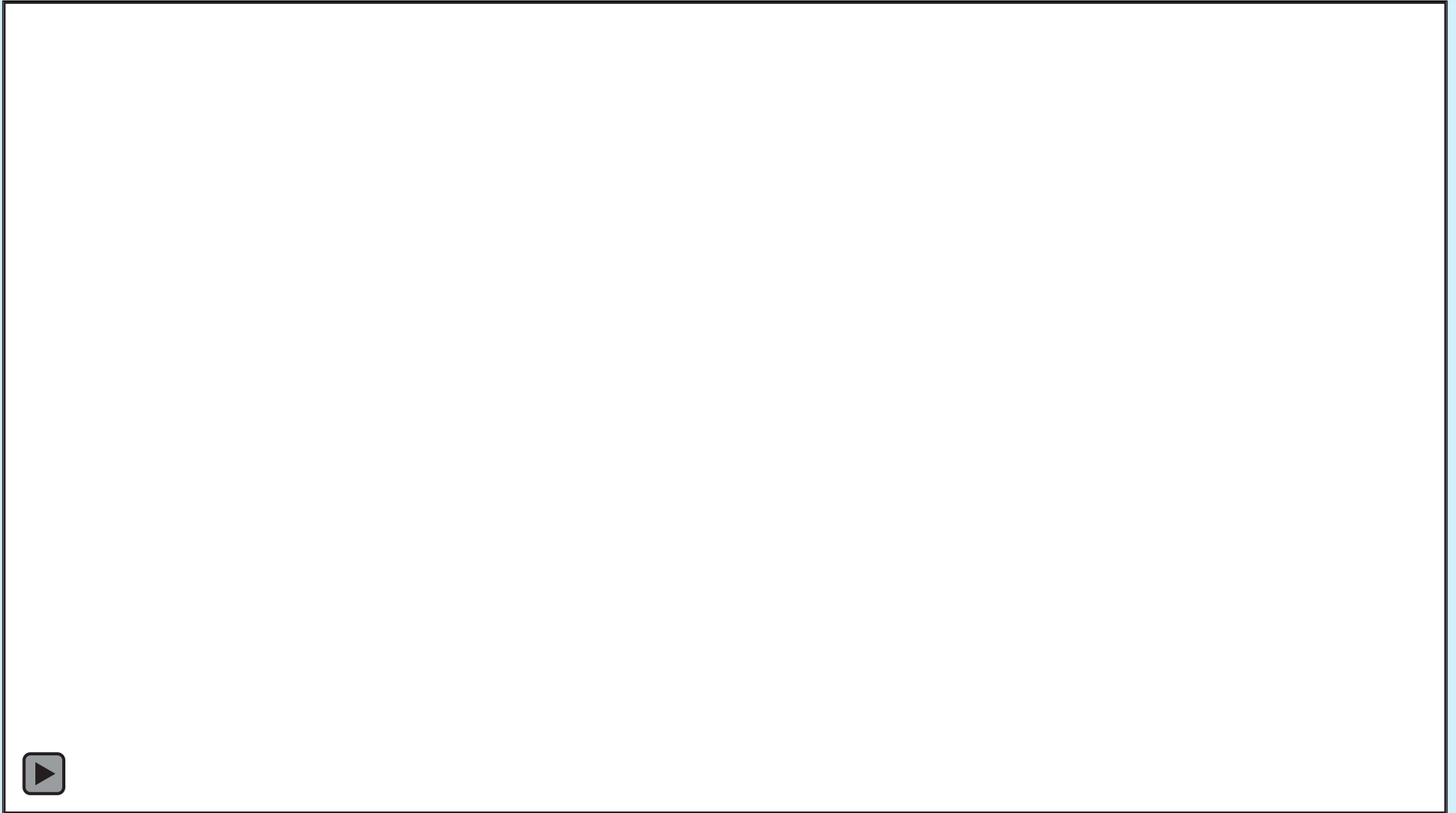
A fantastic welcome reception sponsored by our 2014 NEC host, Travel Portland, kicked off the conference with a special welcome from Charlie Hales, the mayor of Portland.

Our exceptional and exceptionally well-received opening keynote speaker – Michael Dominguez – provided a thoughtful and inspiring State of the Industry message. Closing keynote speaker – knowledgeable Dr. Jim Hearn – provided insights into the current hospitality industry job market.

Our NEC registrants took in their own choices from among 27 different education sessions to earn eight hours of education contact hours. More than 68 percent of attendee surveys have told us that what impressed them most about the 2014 NEC was the education.



# SGMP



A banner for the Collaborate Marketplace 2014 event. The left side features a red, textured background with the word "collaborate" in white lowercase letters and "MARKETPLACE" in large, bold, white uppercase letters. Below this, the text "Portland • June 12-14, 2014" is written in white. The right side of the banner shows a grayscale landscape with a large, snow-capped mountain peak and a body of water in the foreground.

collaborate  
**MARKETPLACE**

Portland • June 12-14, 2014

## Collaborate Marketplace 2014

### Attendees

Corporate Meeting Planners, Hotel, CVB,  
and  
Convention Center Sales professionals

### Attendance

1,150 people



**Enhance partner relationships within the local communities and nationally to build alliances with multicultural organizations.**



# Multicultural Plan Goals

**Alignment of organizational values with business goals.**



**Attract multiple multicultural citywide conventions.**



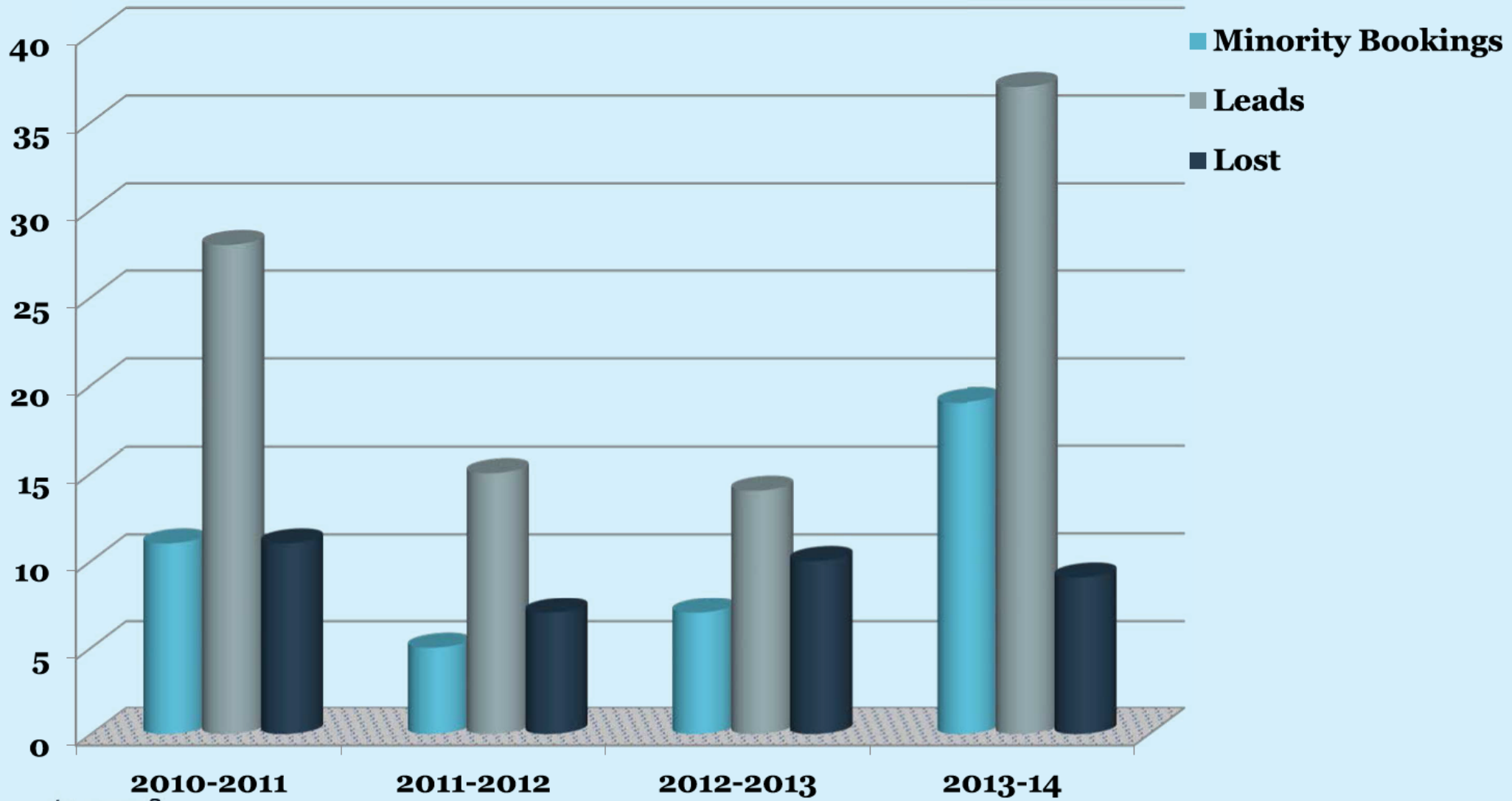
**Coordinate training to advance cultural competence for staff and partners.**







# MULTICULTURAL ACTIVITY SNAPSHOT





# CONVENTION SALES TRADESHOWS

- **Congressional Black Caucus**
- **Nat'l Coalition of Black Meeting Planners**
- **Collinson Publishing Diversity Summit**
- **Network of Latino Meeting Planners**
- **3-City Multicultural Event**
- **International Association of Hispanic Meeting Professionals**
- **Just Because**



## LOCAL PROGRAMS

- **Diversity Brown Bag Lunch for Partners**
- **China Ready Seminar (Tourism Sales)**
- **Chamber Alliance Networking Event (Minority and Business Chambers)**
- **Say Hey (Partner's in Diversity)**
- **NAYA Friends and Family**

# Content and Marketing Projects

travel PORTLAND

VISITORS TRAVEL PROFESSIONALS MEDIA MEETING PLANNERS BUSINESS PARTNERS

SELECT LANGUAGE

Things to Do Plan Hotels & Deals

What are you looking for today?

MY TRIP 48°F 39°F

Plan a trip to Portland / Multicultural Portland

SHARE THIS

## Multicultural Portland

### AFRICAN AMERICAN PORTLAND

With a diverse range of organizations and businesses, Portland's African American community provides visitors with resources and a friendly welcome.

READ MORE »

### CHINESE AMERICAN PORTLAND

From 1880 to 1910 Portland's Chinatown was second in size only to San Francisco's. Today, the growing Chinese population is spread throughout the city, as are a variety of Chinese-owned businesses, Chinese schools and activities.

READ MORE »

### HISPANIC AMERICAN PORTLAND

Oregon's growing Hispanic population is concentrated in the Portland region and offers rich resources for visitors.

READ MORE »

### JAPANESE AMERICAN PORTLAND

Japanese American culture is woven into Portland, from the serene Portland Japanese Garden to Waterfront Park's Japanese American Historical Plaza.

READ MORE »

**Su Pùblico**  
Culturally Relevant Marketing

# Fall Mega Mixer 2014

Join us for one of Oregon's largest gathering of 20 chambers and business associations all under one roof. Don't miss this great business networking opportunity to build new connections and partnerships.

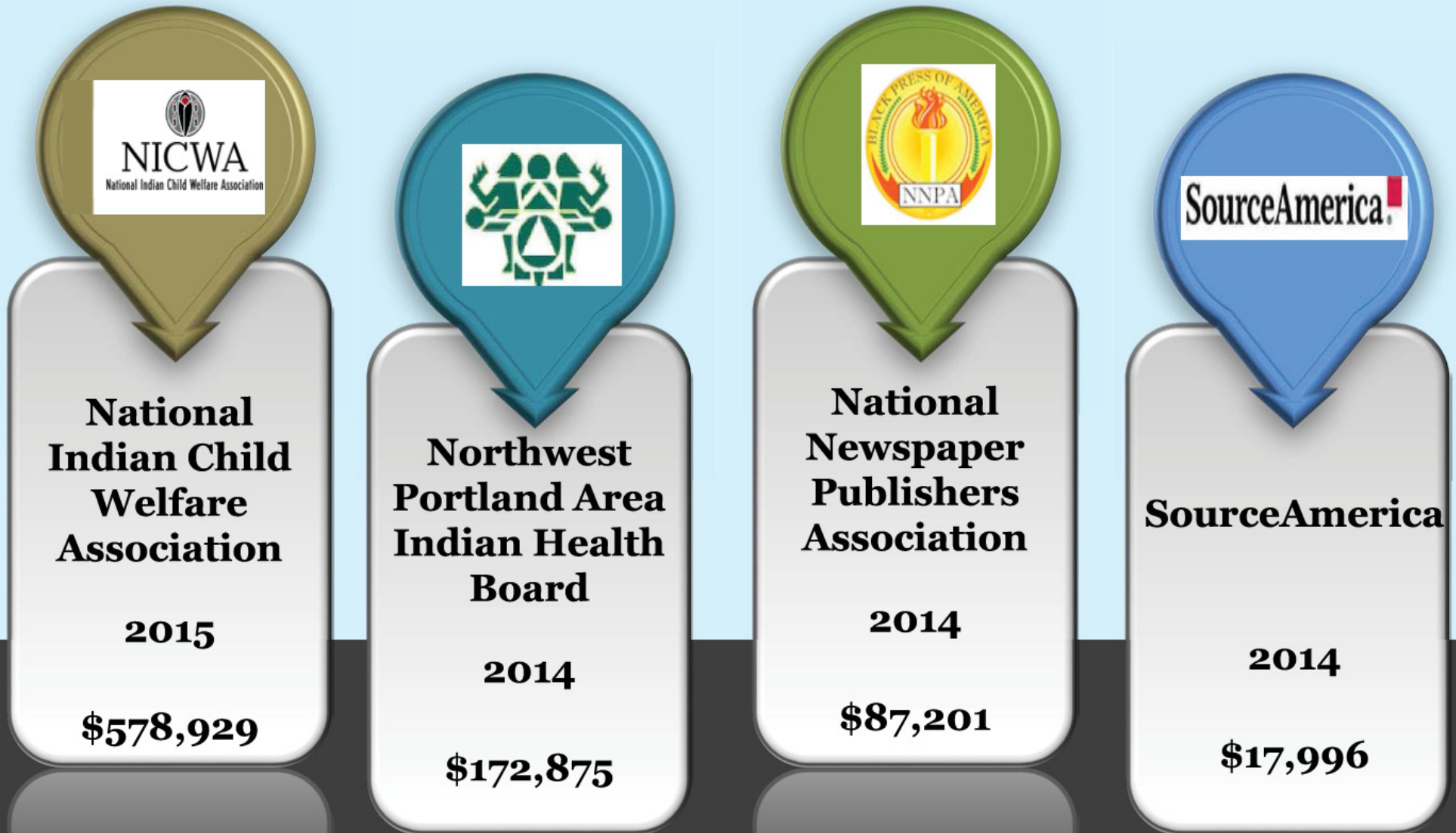


Thursday, September 25th  
4:00 pm ~ 8:00 pm  
Crowne Plaza Hotel Ballroom  
1441 NE 2nd Avenue, Portland, OR 97232

This event is co-hosted by



# MINORITY BOOKINGS





# International

# Tourism Promotion



1

## Asia

China                      Japan  
South Korea              Taiwan

2

## Oceania

Australia  
New Zealand

3

## Europe

France                      Netherlands  
Germany                  Scandinavia  
United Kingdom





# LEISURE TRAVEL

## GREATER PORTLAND REGION

### 2013-14

	Total Number	Domestic	Canada	Oceania	Asia	Europe
Client contacts	8,580	419	5,737	363	495	1,566
Fam tours	69	6	4	3	25	31
Fam – Number of companies represented	126	30	4	7	48	37
Itineraries representing the region	480	86	17	40	155	182



# Elle Japon

## PORTLAND



幸せな暮らしがあるポートランドへ



# Portland Guidebook



ストアリストはこちら

## Experience Portland in Tokyo with Mr. Gregory Gourdet 10の動詞でポートランドの精神を体験しよう!

ポートランドを代表するレストランの一つである、「Departure」のシェフGregory Gourde氏が来日。  
青山ファーマーズマーケットで彼が漁家さんから直接選んだ野菜を用い料理します。

開催日時: 2014年2月15日(土) 18:00~21:00

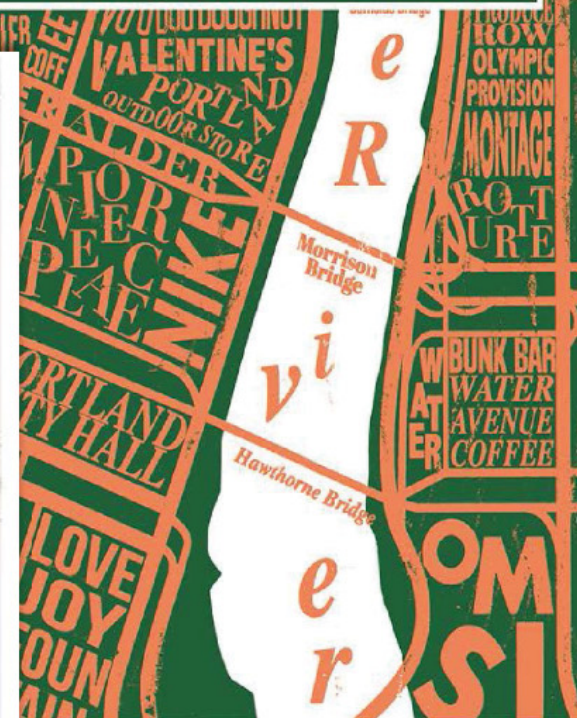
開催場所: 1KI-BA 東京都渋谷区神宮前3丁目21-17

参加費: 3,000円(フード代込) 定員: 先着100名様

参加ご希望の方はお申込フォームより入力をお願いいたします。

お申込はこちら

メディア向け取材受付



**FLIGHT CENTRE<sup>®</sup>**

*Unbeatable*

**DISCOVER OREGON**

**New Zealand**

**PORTLAND**  
Jupiter Hotel

from **\$1749**

**PORTLAND**  
Benson Hotel

from **\$1949**

INCLUDES Return airfares & 4 nights accommodation  
ADD ON Bites by Bike - Portland

**TRAVEL EXPO**

NEW ZEALAND'S LARGEST TRAVEL SHOW

**PORTLAND OREGON**

*travel*  
**PORTLAND**

**Jupiter Hotel**

from **\$2199**

**Hilton Portland & Executive Tower**

from **\$2399**

INCLUDES Return airfares & 4 nights accommodation

INCLUDES Return airfares & 4 nights accommodation



# NTA 2013

*travel*  
**PORTLAND**





# Winter Campaign Update

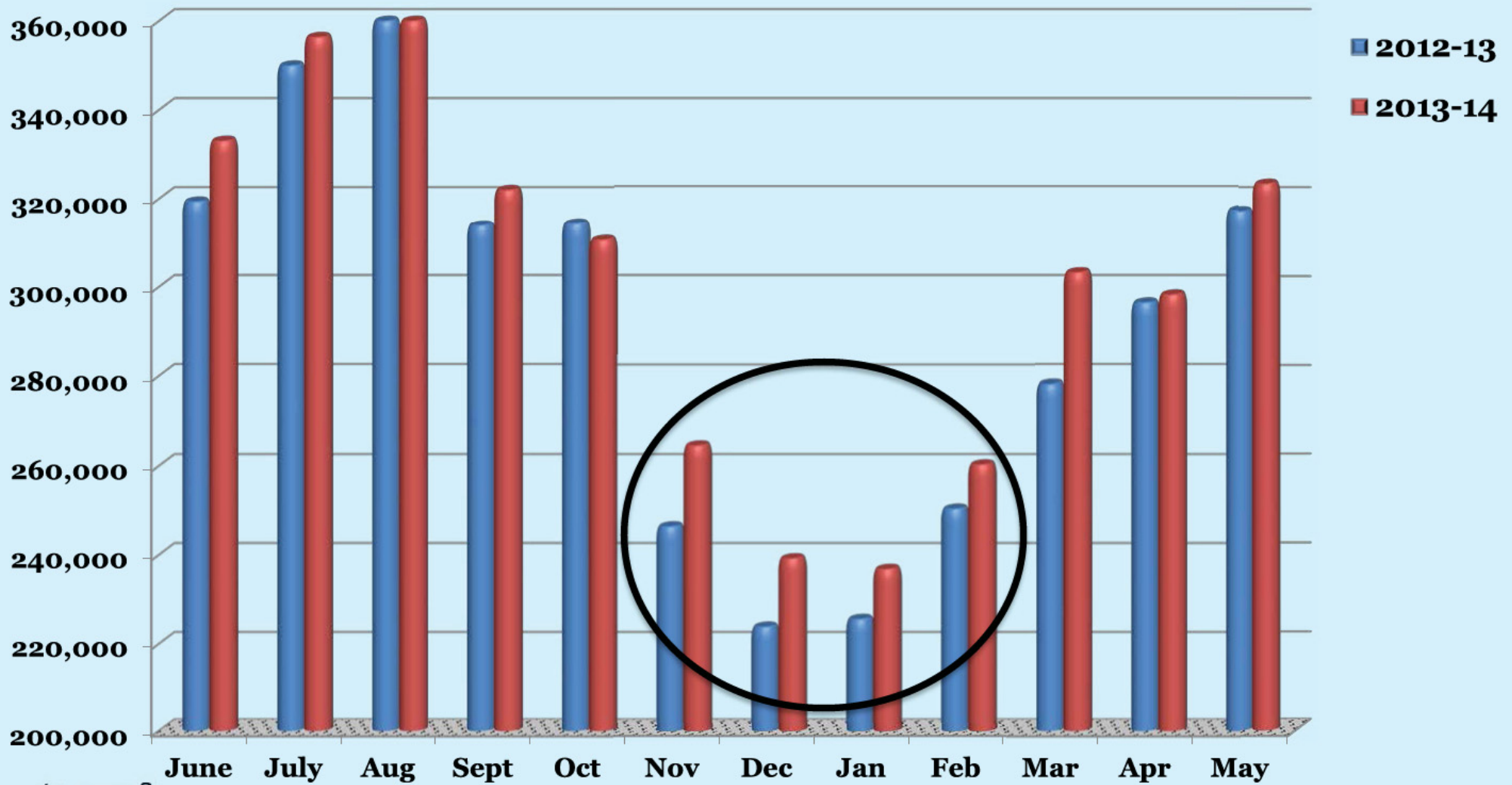
Wieden  
Kennedy<sup>+</sup>



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**PORTLAND**

# Demand at TID hotels

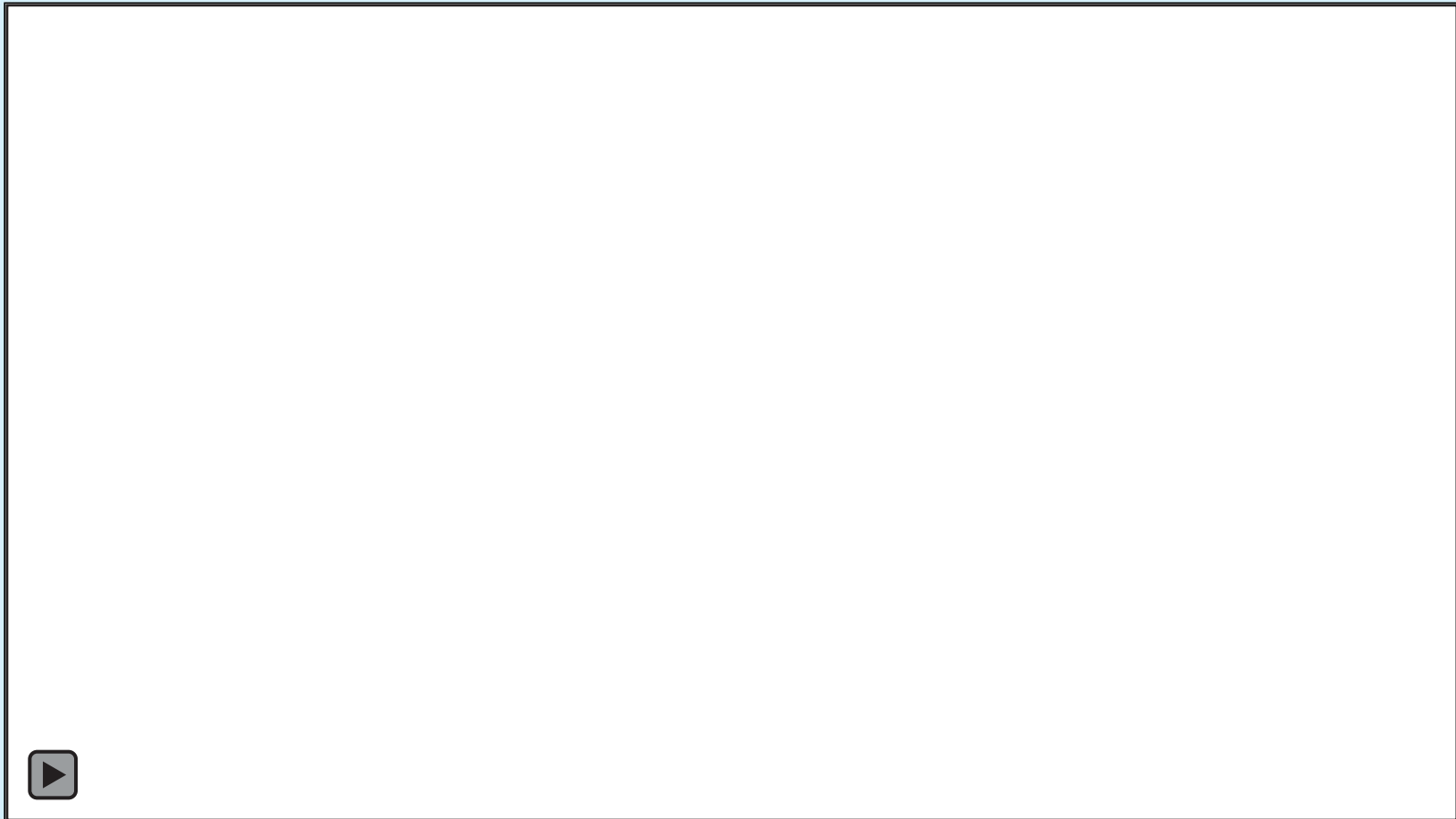
June 2012 – April 2013



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**PORTLAND**



# Anthem (“Welcome to Portland”) November 11<sup>th</sup> - March 30<sup>th</sup>



# Out-of-home



# Out-of-home



1/13/2014 10:39 AM



# Out-of-home





Hotel demand

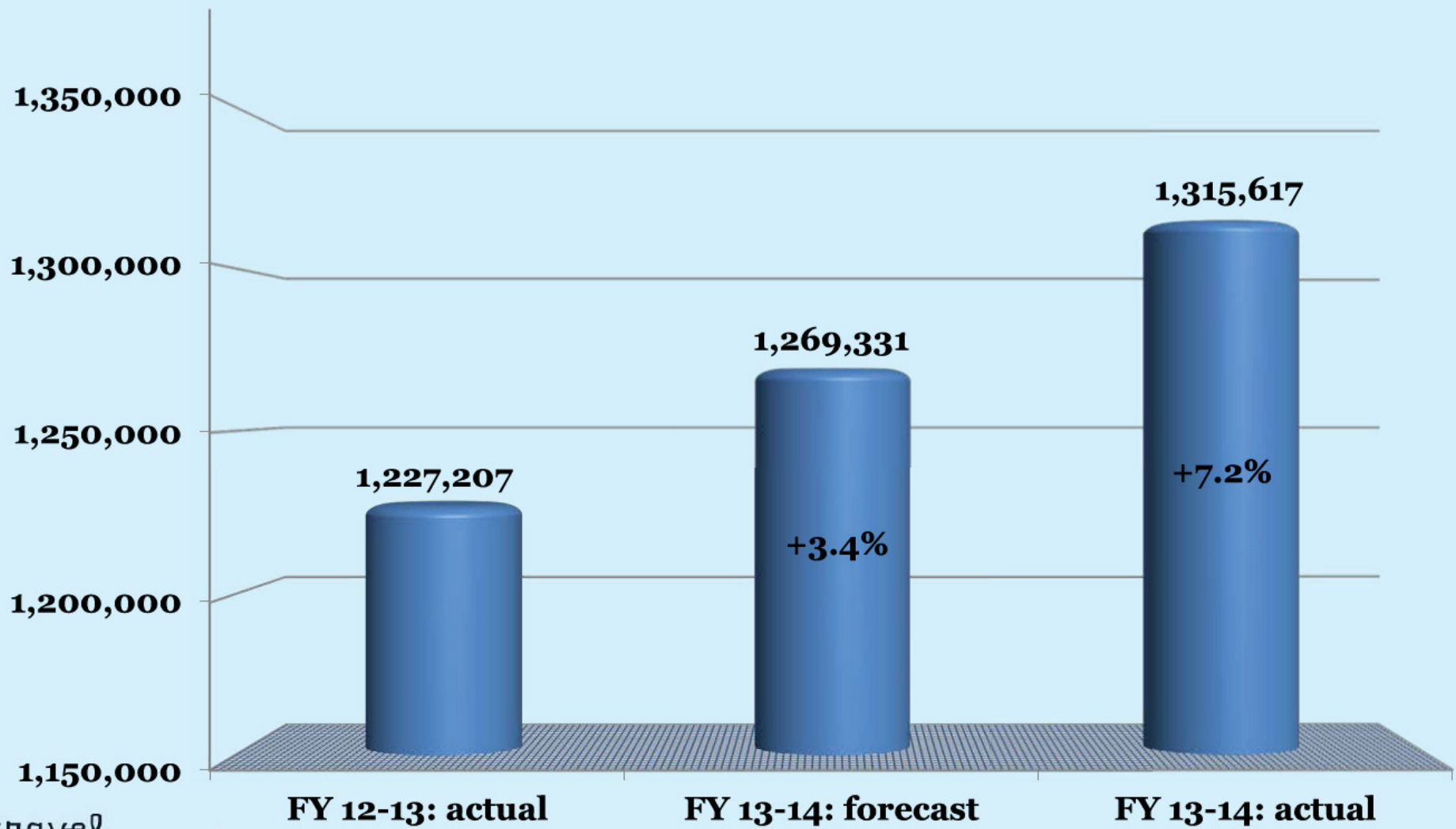


Ad accountability

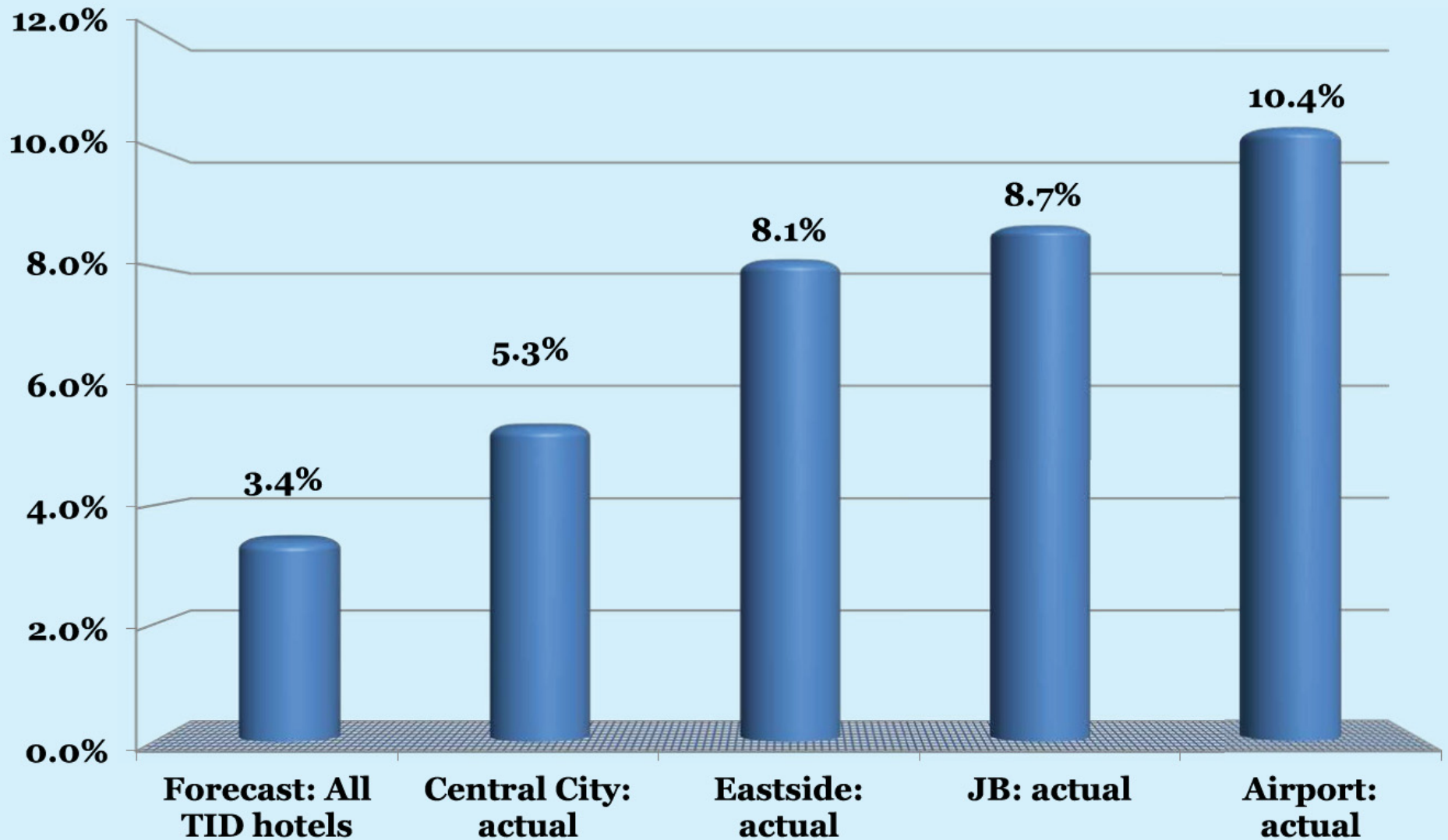


Intent to travel

# DEMAND AT TID HOTELS: NOVEMBER-MARCH

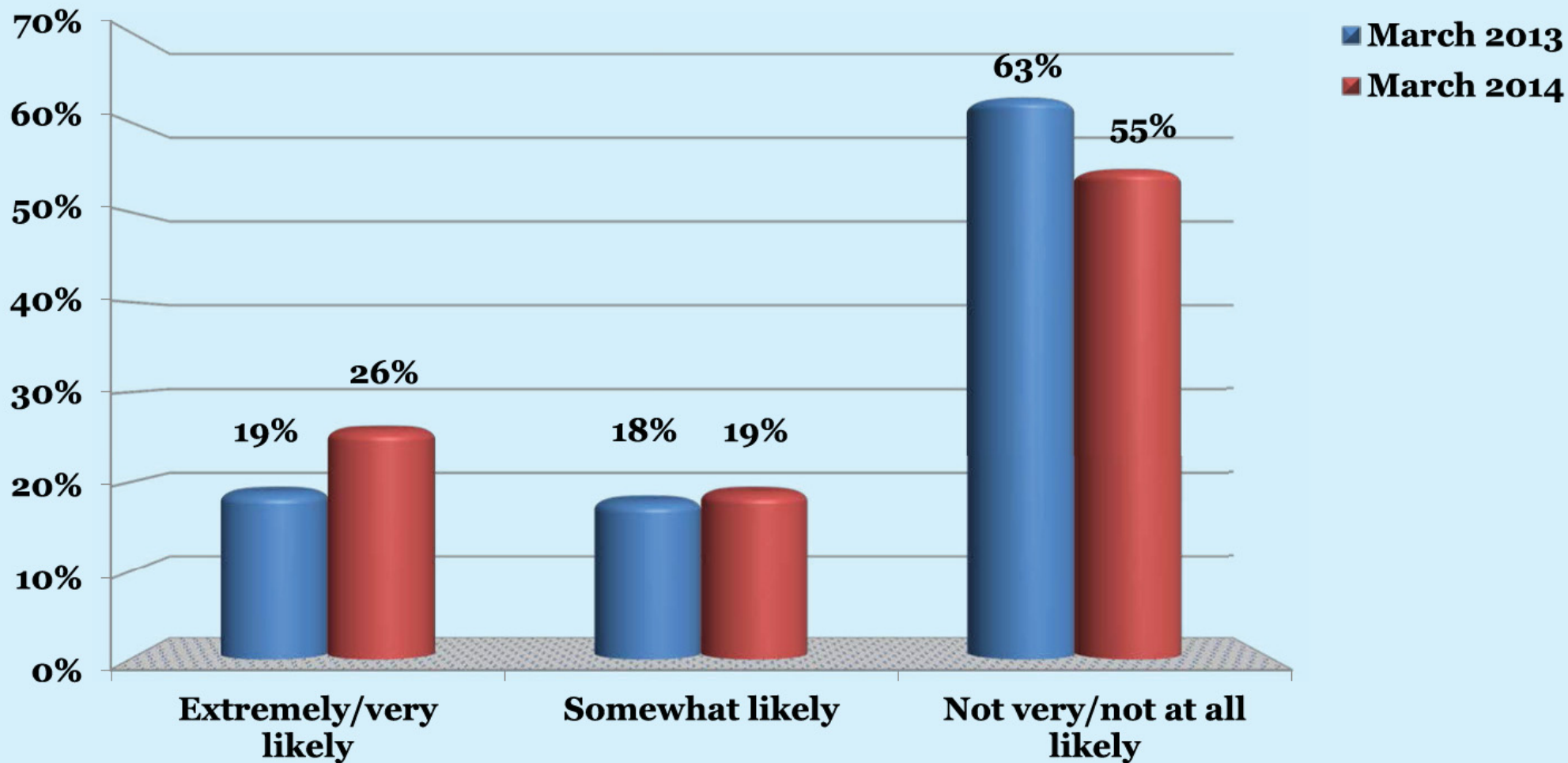


# CITY-WIDE IMPACT





# INTENT TO TRAVEL SEEDING FUTURE DEMAND



*How likely are you to visit Portland, Oregon, for a leisure trip/vacation during the next 24 months?*





# AD ACCOUNTABILITY

## GAINS IN YEAR 2

Campaign dates	Incremental Visitor Spending Generated by Advertising During Campaign	Incremental Visitor Spending Generated by Advertising Through October
<b>Year 1</b> <b>Jan. – March 2013</b>	<b>\$28M</b>	<b>\$45.2M</b>
<b>Year 2</b> <b>Nov. 2013 – March 2014</b>	<b>\$64.7M</b>	<b>TBD</b>

YOU LOOK BETTER  
IN THE GLOW OF  
TWINKLE LIGHTS THAN  
IN THIS MONITOR

DOWNTOWN  
*Portland to its Core*

[DOWNTOWNPORTLAND.ORG](http://DOWNTOWNPORTLAND.ORG)

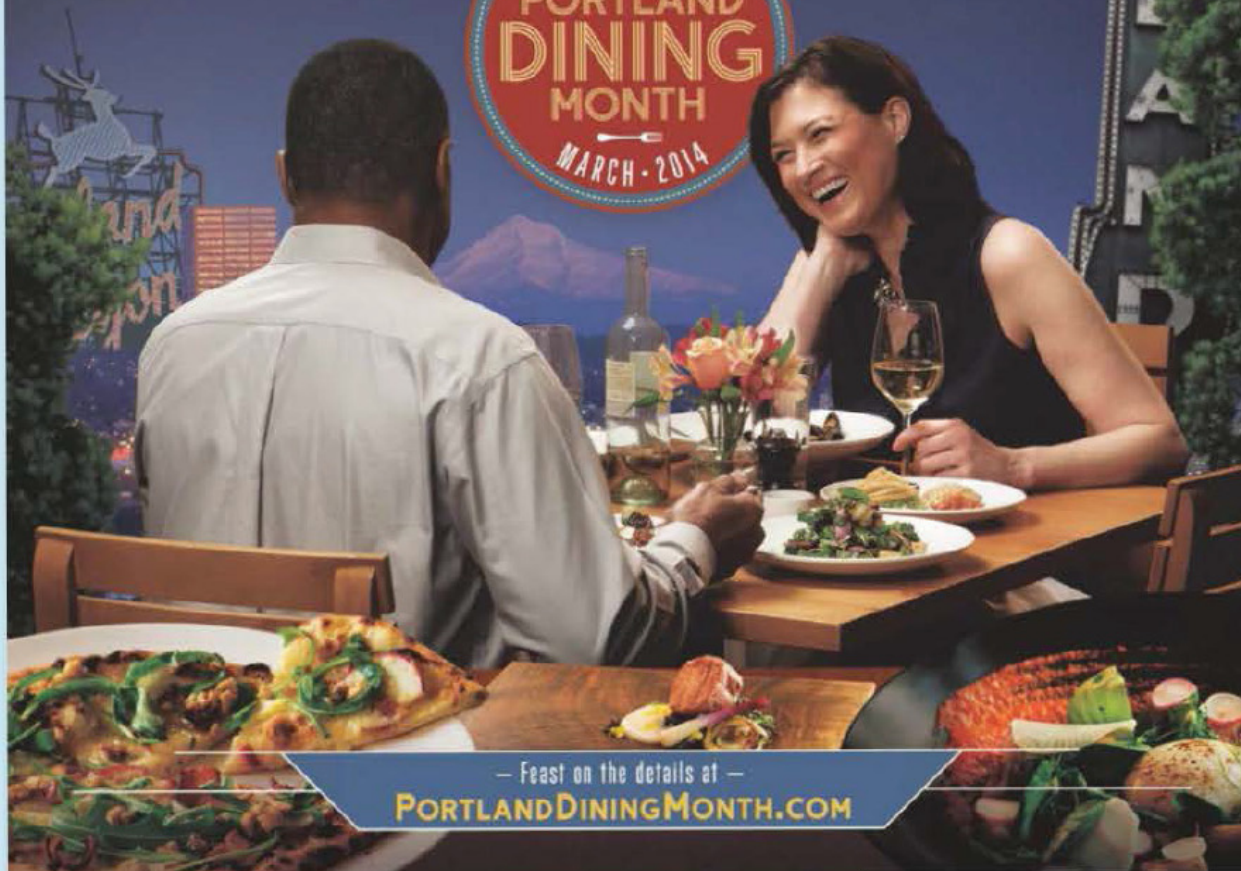




# YOUR KEY TO THE CITY IS A FORK.

— 3 COURSES FOR \$29 —

Hey foodies, March is your month. More than 100 restaurants in downtown and beyond are offering flavorful three course dinners for just \$29. Tastes to excite, savings to savor.



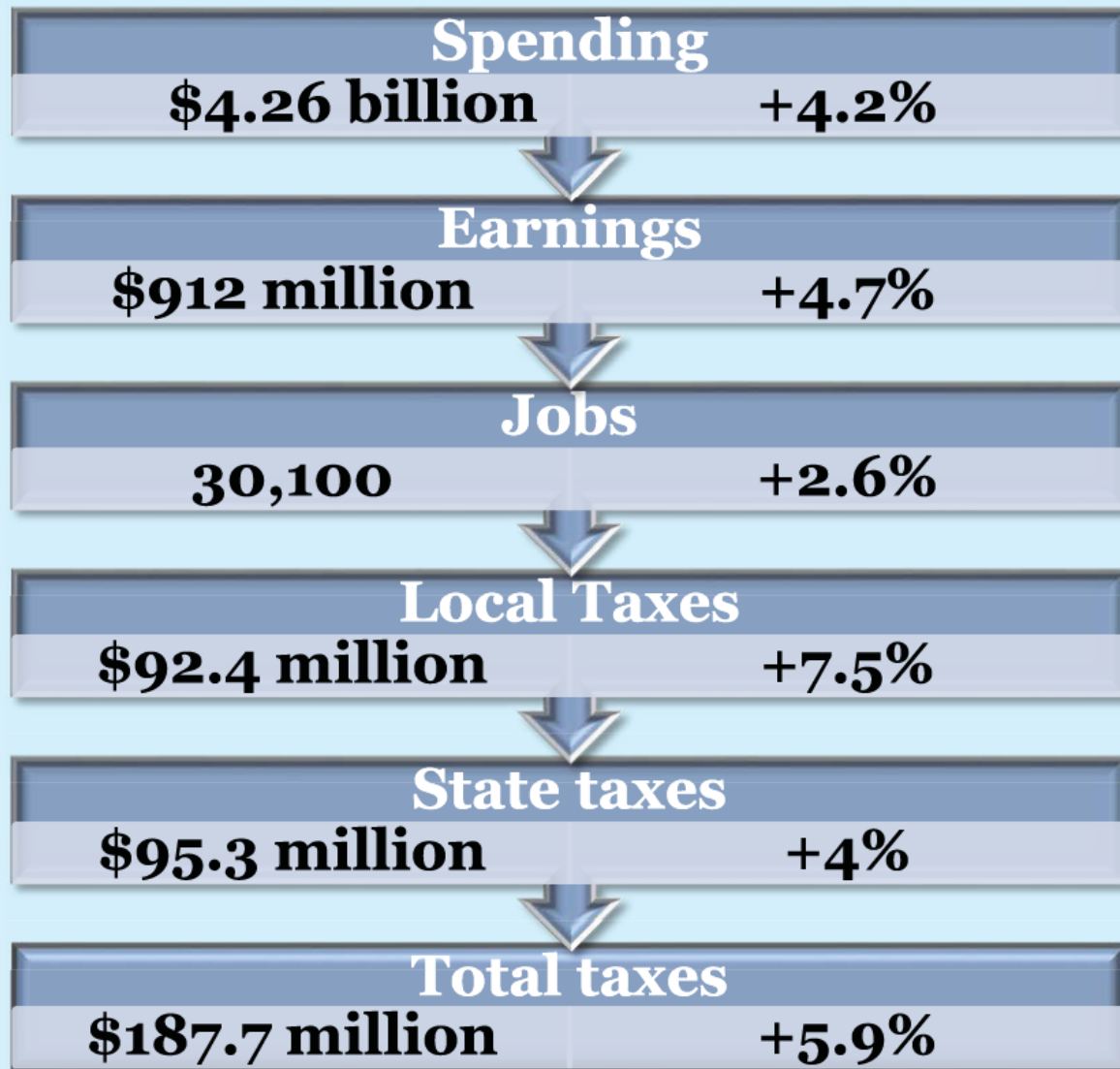
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— Feast on the details at —  
[PORTLANDDININGMONTH.COM](http://PORTLANDDININGMONTH.COM)

# TREAT YOURSELF



# 2013 VISITOR IMPACTS FOR THE GREATER PORTLAND REGION\*





**Thank You**