




CITY OF
PORTLAND, OREGON

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PRESENTATION TO COUNCIL

June 18th, 2015

To: Mayor Charlie Hales
Commissioner Amanda Fritz
Commissioner Nick Fish
Commissioner Steve Novick
Auditor Mary Hull-Caballero

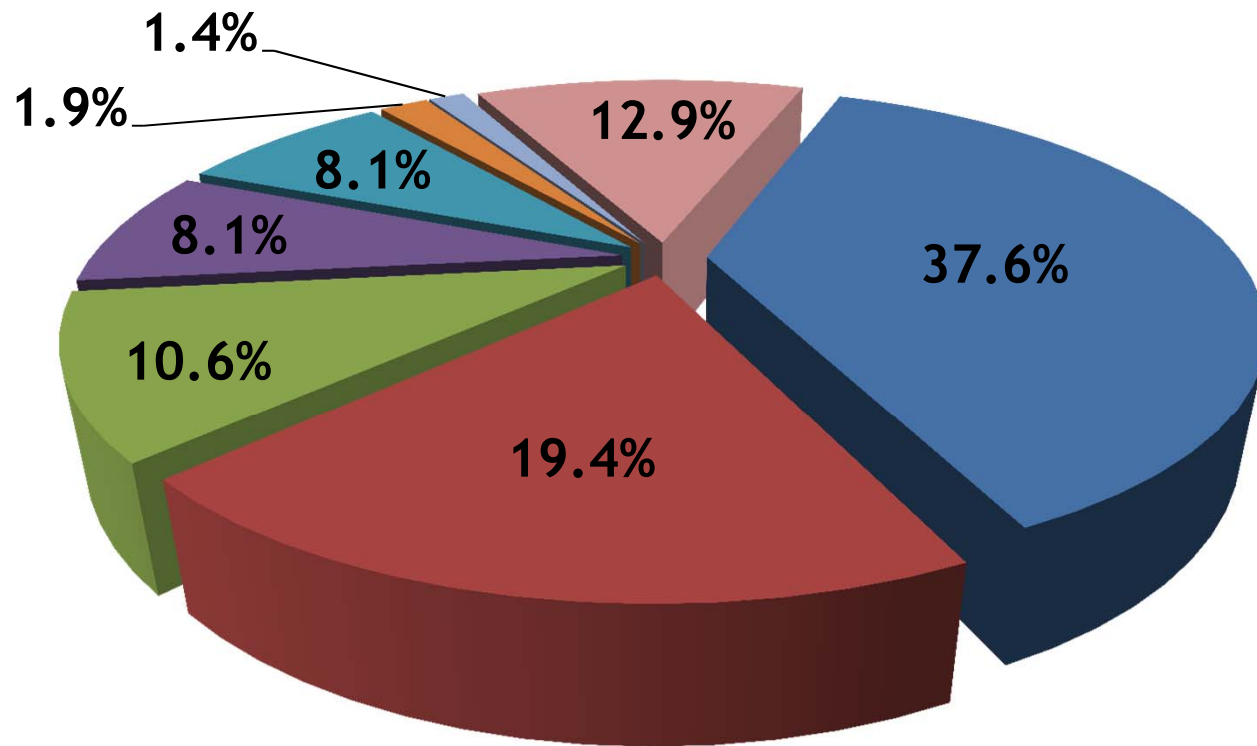
From: Commissioner Dan Saltzman 

Subject: Annual presentation by Travel Portland

As Portland City Council's representative on the Travel Portland Board of Directors I'm happy to sponsor Travel Portland's annual presentation to Council. This will take place June 24th 2015 at 9:30 am.

Portland
IS HAPPENING
Now





**Program
of
Work**

- Marketing
- Convention Sales
- Tourism
- Communications & PR
- Convention Services/Visitor Services/Partner Services
- Capital/Depreciation
- Events
- Operations (Includes Community Relations, IT and Reserves)

Global Tourism

48 Familiarization Tours

23 Trade Shows

25 Port of Portland/Delta Meetings

19 Consumer Promotions

19 Countries

7 Foreign Language Travel Portland websites

6 Foreign Language Visitor guides

Visit Orlando



Partnership

838

Partner Businesses

157

MWESB

690

Multnomah, Washington, Clackamas

146

Outside Region

25

B2B Networking Events

12

Educational Brown Bag Lunches

Visitors Information Center

600,000

Visitor interactions per year

12,000

Volunteer hours

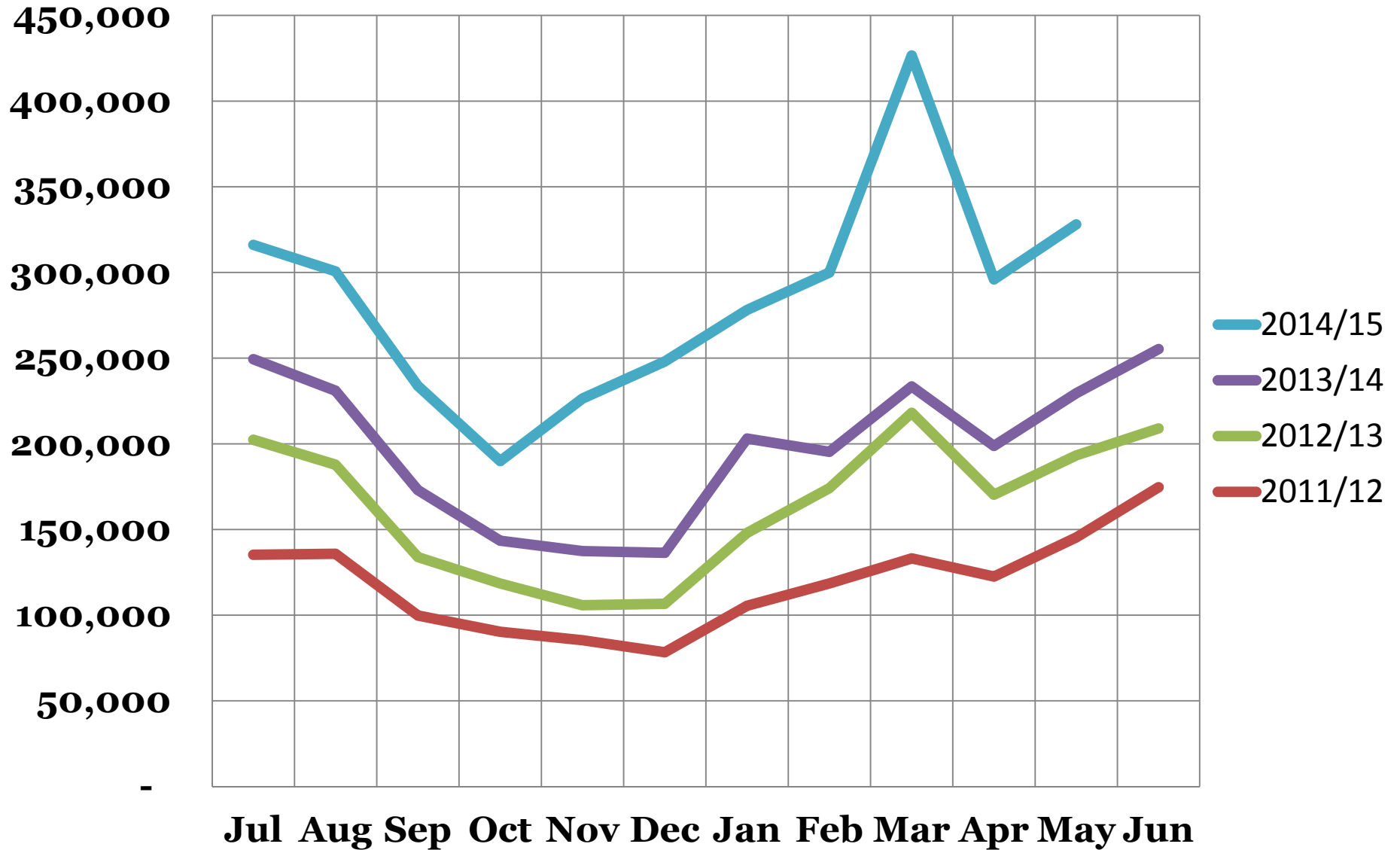
72

Volunteers

Marketing

165,000	Travel Portland Magazines
125,000	Event calendar page views per month
30,000	Social Media Engagements
25,000	Visits to meetings.travelportland.com monthly
8	Trade Show booths

Monthly Visits to TravelPortland.com





Seattle (Nov. 14-15) Vancouver, B.C. (Nov. 17) PDX (through March)

Winter Campaign November - March

	Projected	Actual
Rooms Sold	+0.4%	4.5%
	2015	2014
Intent to travel*	37%	28%
Ad Accountability**	\$70.1M	\$64.7M

***MMGY Global – very likely to travel within 24 months**

****Longwoods – incremental spend due to campaign**

Communications/Public Relations

***Media Placements Print/Online (535)**

- **Journalist meetings (150+)**
- **Domestic (407)**
- **International (128)**

Media Tours (16)

- **Domestic (12)**
- **International (4)**

PR Contracts (2)

- **NYC (Laura Davidson)**
- **West Coast (Lane PR)**

Ad Values

- **\$37.8M (2014)**
- **\$29.0M (2013)**

***through FY 3rd quarter**

Diversity and Strategic Relationships

Community Action Committee

- **Development**
- **Public Safety**
- **Transportation**

Diversity

- **Multicultural Advisory Council**
- **Coordination of internal efforts across departments**
- **Liaison to chambers and community groups**

Industry Education

- **Coordination of Educational Foundation Grants**
- **Coordinate hospitality industry participation in career events**

Convention Sales

34 Trade Shows

90 Site Visits

**3 Familiarization Tours
(125 attendees)**

**2 Customer Advisory Board Meetings
(22 members)**

2 Multi City Sales Missions

**2 Satellite Offices
(Washington D.C. and Chicago)**



Convention Services

111,046	Promotional pieces distributed
32,440	Room nights booked for select conventions
1,989	Business leads sent to partners
376	Groups who utilized our service department
30	Site tours of clients
23	Pre-promotional trips

City Wide Conventions

Actual

	Groups	Room Nights	Economic Impact
2013/14	41	90,103	\$63.8M
2014/15	62	121,475	\$82.3M
2015/16	39	125,176	\$70.4M

Single Hotel Actual

	Groups	Room Nights	Economic Impact
2013/14	298	112,419	\$50.6M
2014/15	314	136,832	\$59.9M
2015/16	119	85,778	\$35.4M

Visitors Development Fund (VDF) Board

Elected Officials

2 City of Portland

2 Multnomah County

2 Metro

5 Hoteliers

2 Rental Car
Representatives

2 Travel Portland

Visitors Development Fund (VDF) 2015 Funding

\$ 645,000	Increases at CPI
\$ 875,000*	No increases
\$1,520,000	Total

***From refinance of Oregon Convention Center Bonds**

Visitors Development Fund (VDF) Grants

		Amount	EEI	ROI
2013	#45	\$2,147,405	\$73.7M	34.3:1
2014	#32	\$1,781,437	\$67.9M	38.1:1

VDF Checkbook

	FY 2016	FY 2017	FY 2018	FY 2019
VDF1 + VDF2	\$1,968,552	\$1,546,058	\$1,559,479	\$1,573,169
Commitments	(\$1,877,658)	(\$1,257,993)	(\$746,195)	(\$1,027,976)
Net Available	\$90,894	\$288,065	\$813,284	\$545,193

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**Oregon
Convention
Center Groups**

13

**Oregon
Convention
Center Room
Nights**

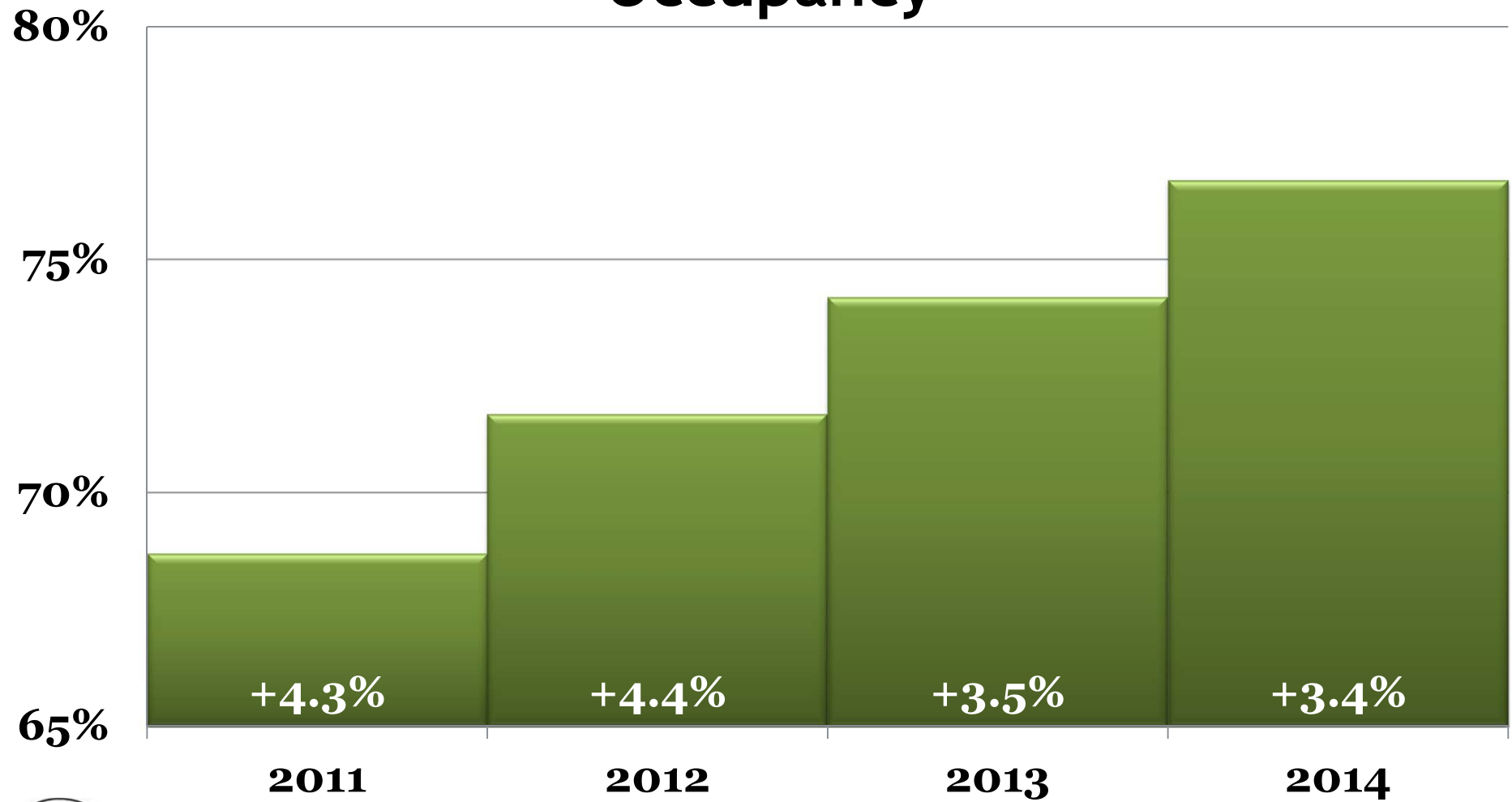
25,519

**Craft Brewer's
Conference
Room Nights**

12,856

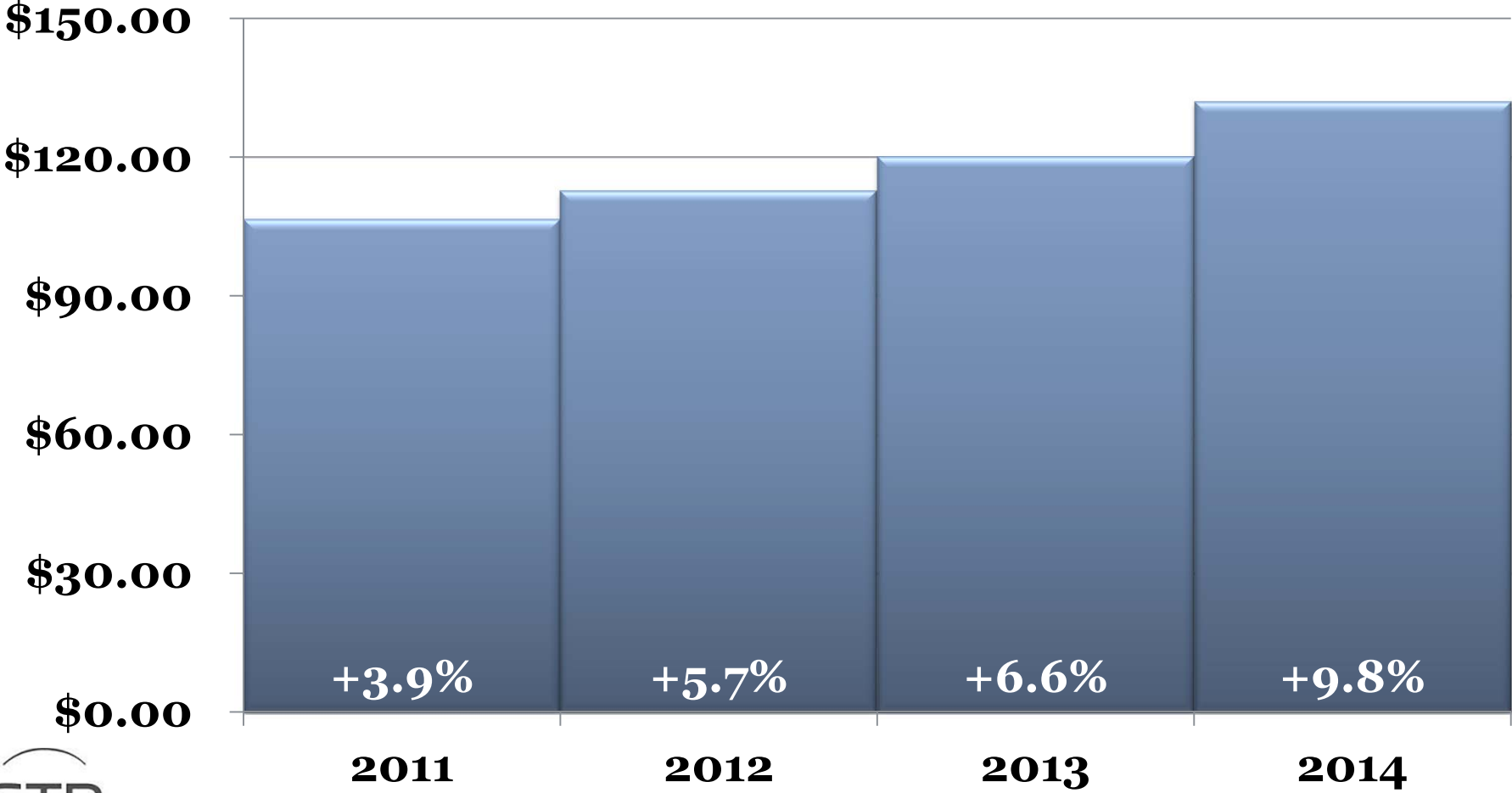
Occupancy	Average Daily Rate	Revenue	Transient Lodging Tax
79.9%	\$143.52	+24.4%	About +24%
+7.2%	+\$21.40		
	+17.5%		

City of Portland Lodging Growth Occupancy



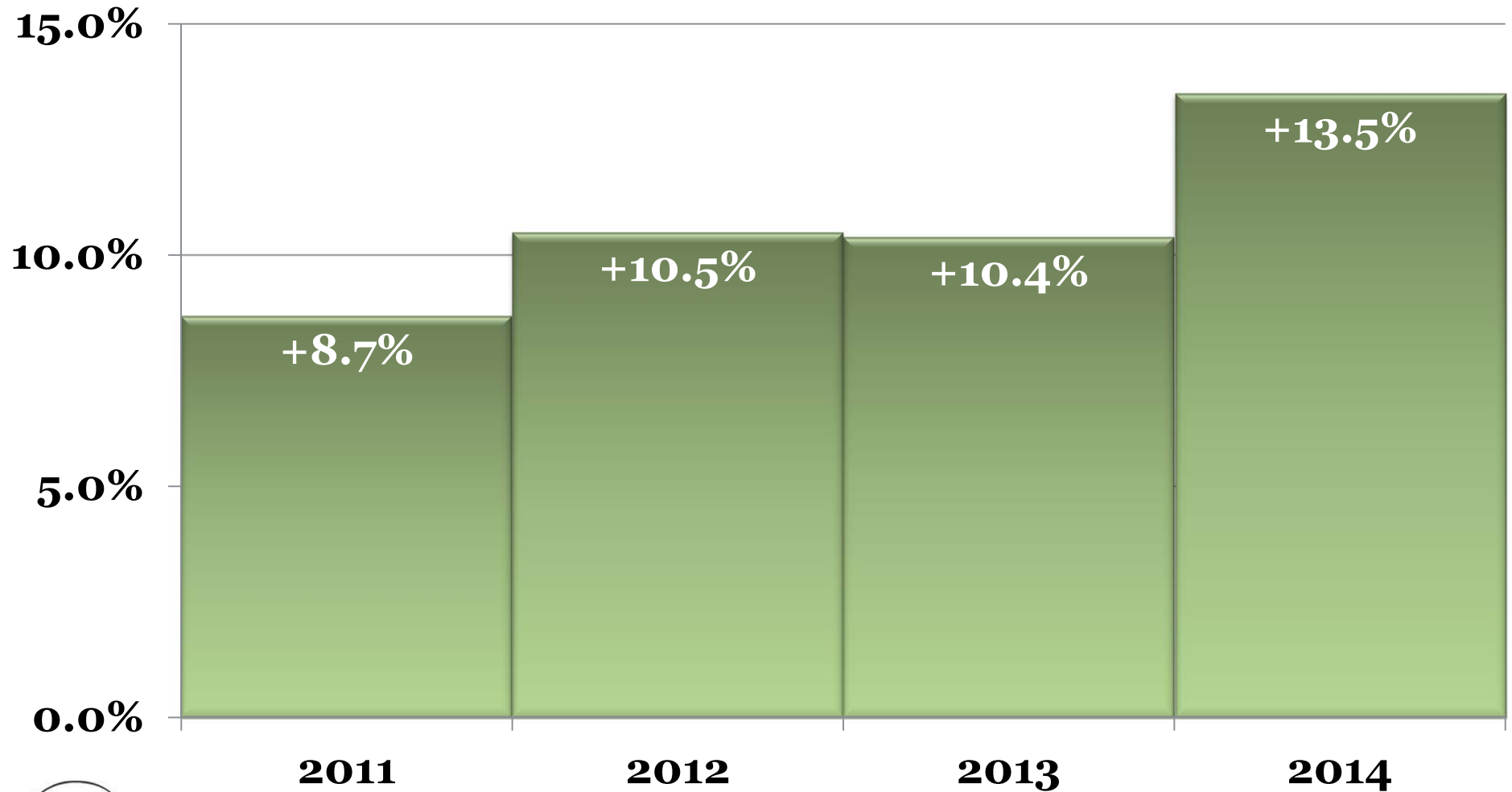
Source: Smith Travel Research

City of Portland Lodging Growth Average Daily Rate (ADR)



Source: Smith Travel Research

City of Portland Lodging Growth Revenue

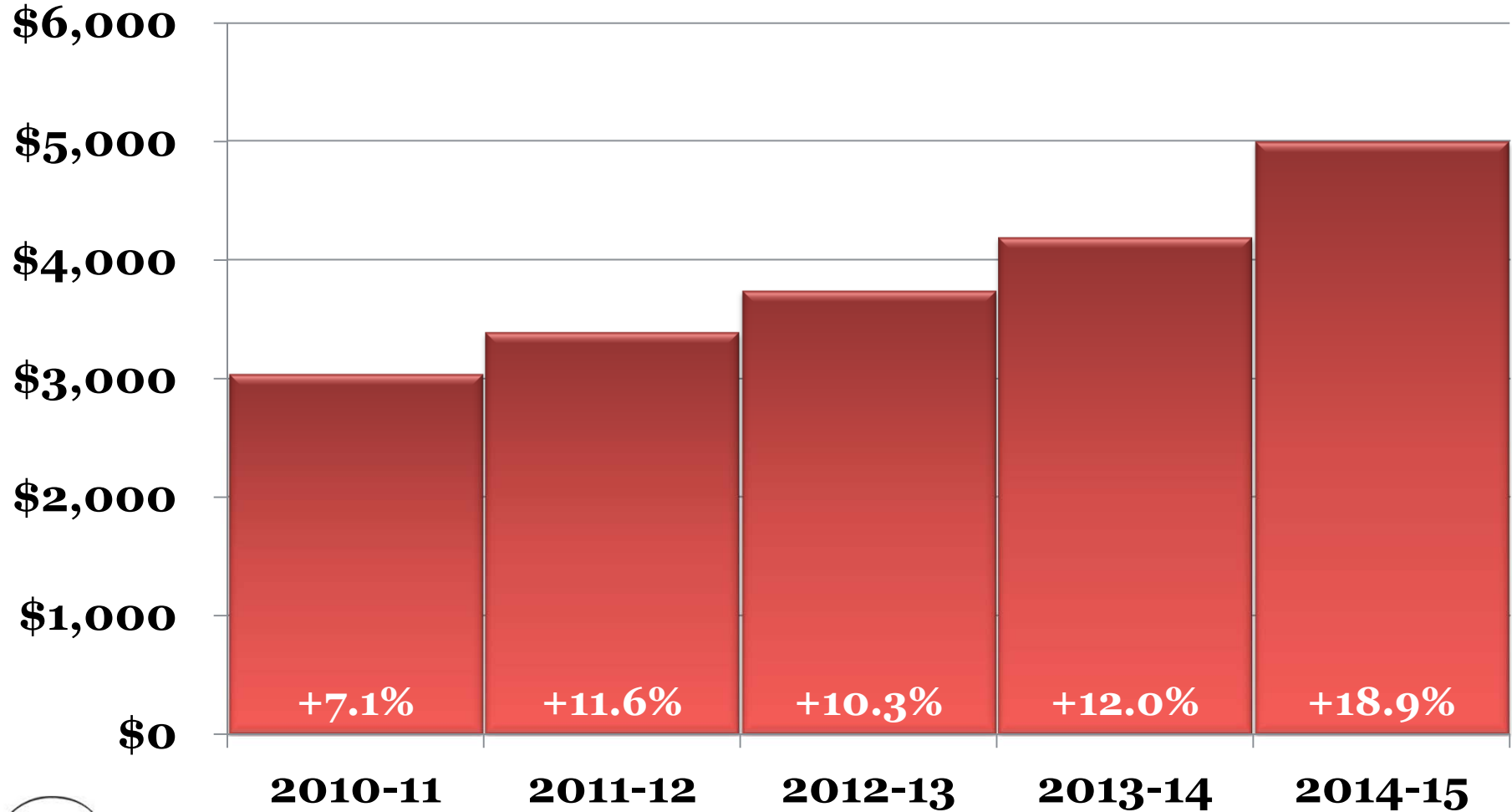


Source: Smith Travel Research

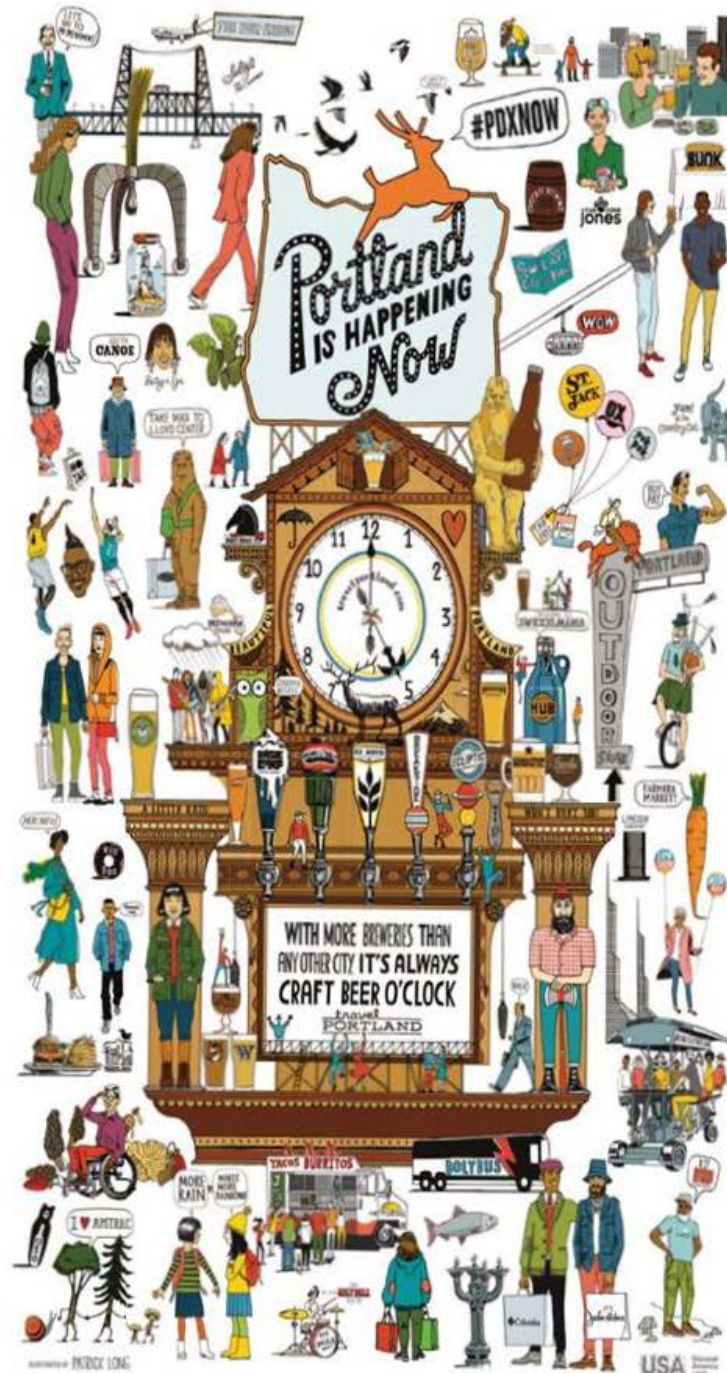
Travel Portland Fiscal Year Lodging Tax

2011-2015

+64%



Source: Smith Travel Research




Travel Portland 2015 presentation
(Presentation introduced by Commissioner Saltzman)

JUN 24 2015

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Filed JUN 19 2015

MARY HULL CABALLERO
Auditor of the City of Portland

By 

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		