

A close-up photograph of an orange airport luggage cart. The cart is the central focus, with its bright orange frame and grey metal components visible. The letters 'PDX' are printed in white on the orange frame. In the background, a blurred airport tarmac and another similar cart are visible. The overall lighting is soft and natural, suggesting an outdoor setting.

**CITY OF PORTLAND:
ANNUAL REPORT**

DECEMBER 9, 2020

PDX

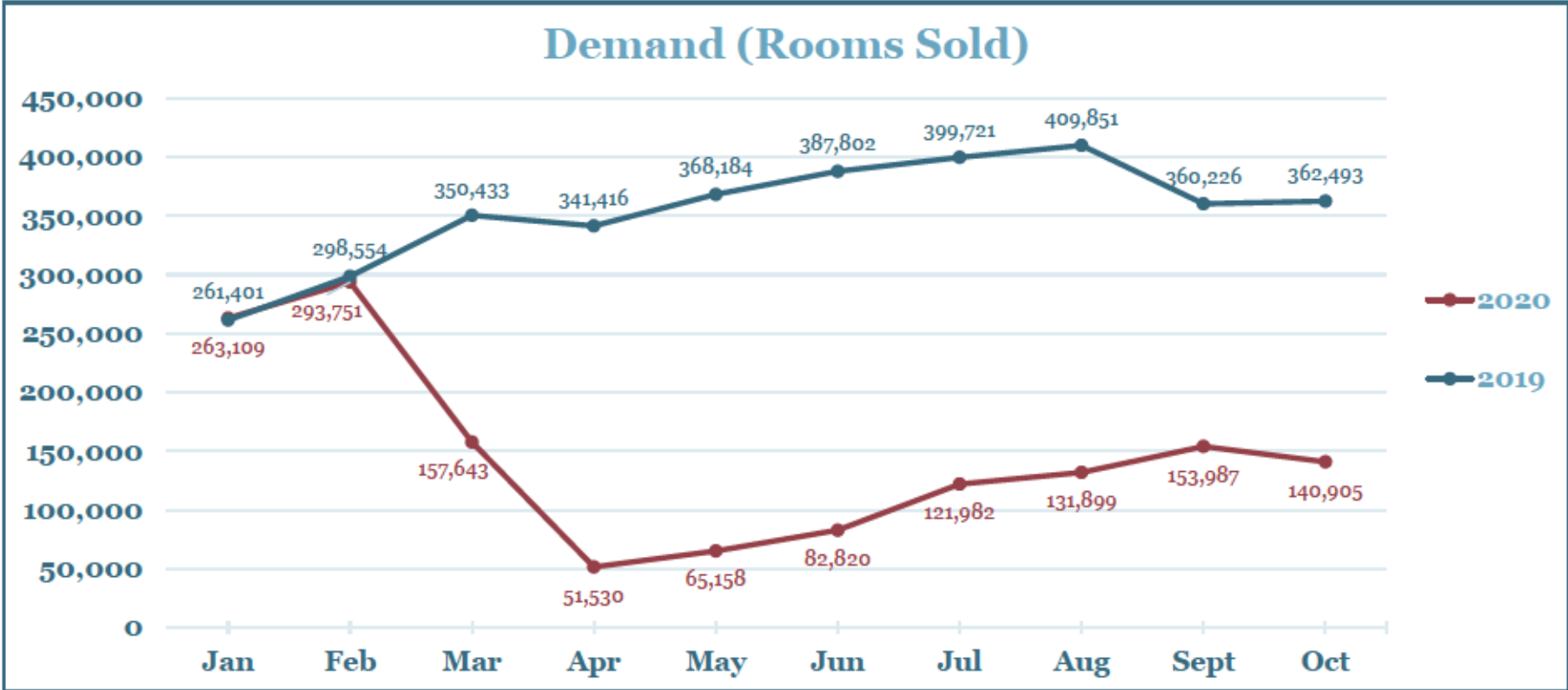
**TRAVEL
PORTLAND**

DEAN RUNYAN

	2011	2019	PERCENT CHANGE
SPEND	\$3,899 Bn	\$5,633 Bn	+44%
EARNINGS	\$882 MM	\$1,570 Bn	+78%
JOBS (Incremental)	28,560	36,930	+29%
LOCAL TAXES	\$76,214	\$138,905	+82%
STATE TAXES	\$83,523	\$138,863	+66%
TOTAL TAXES	\$159,737	\$277,768	+74%

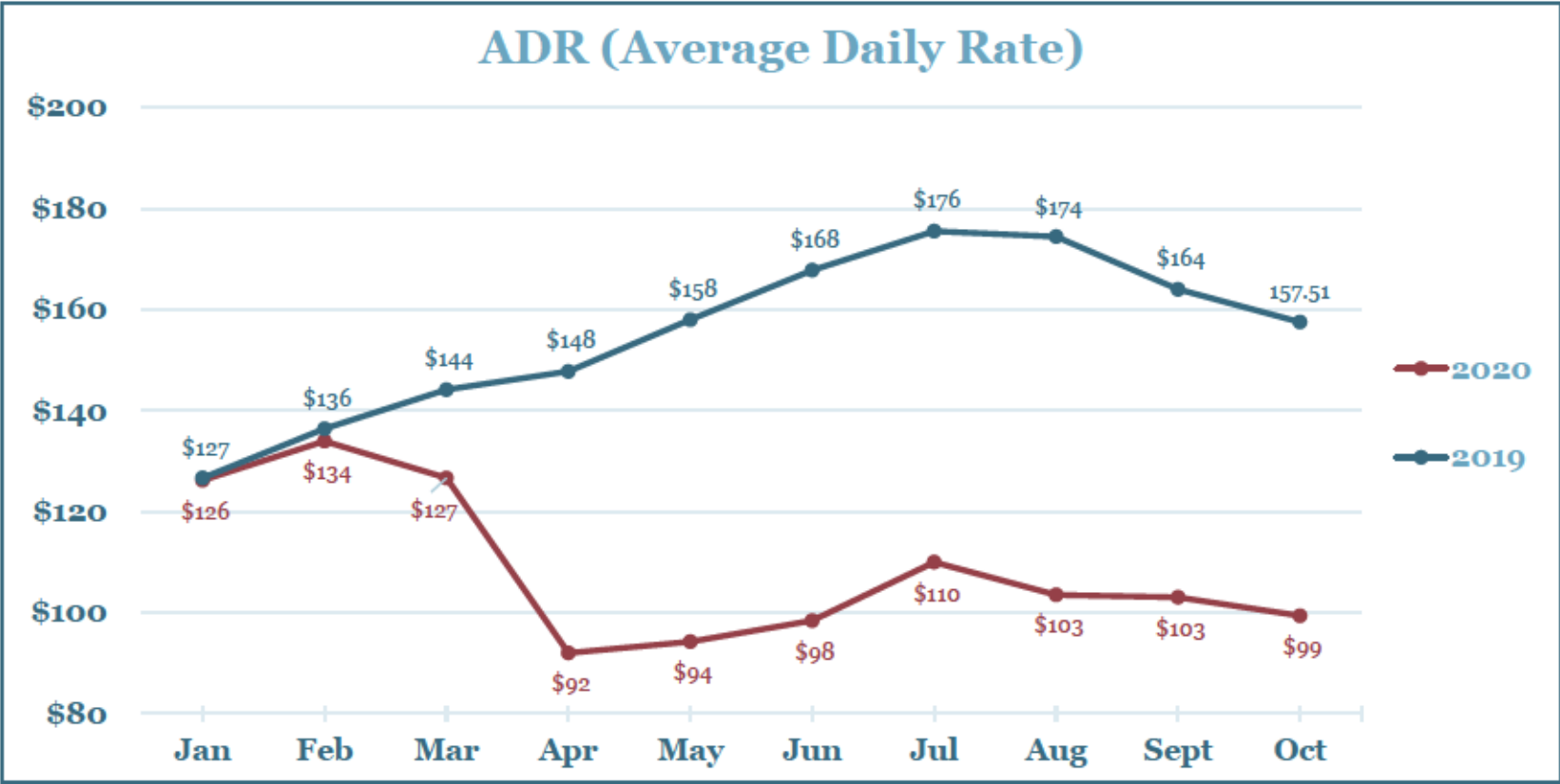
PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

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



Source: STR

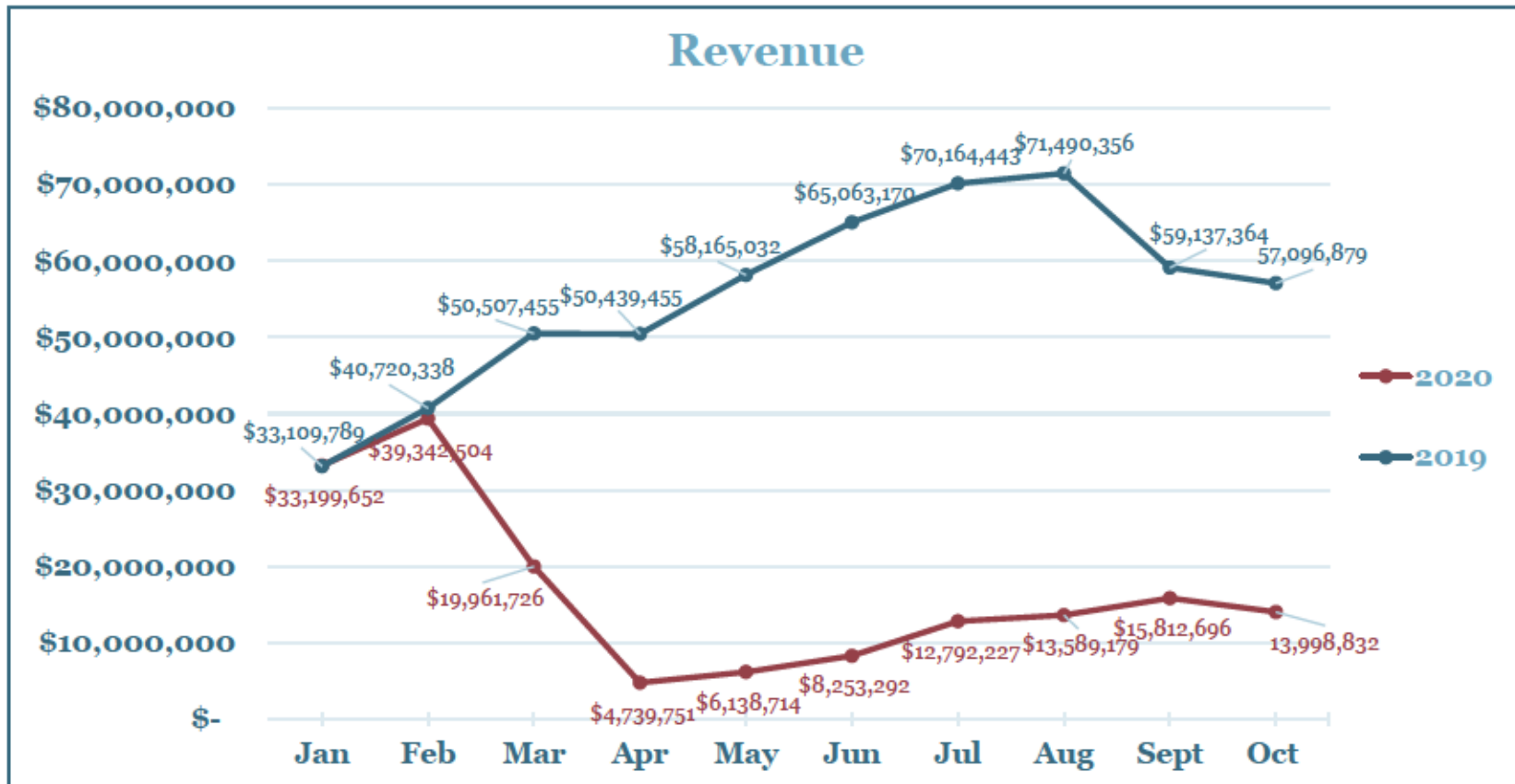
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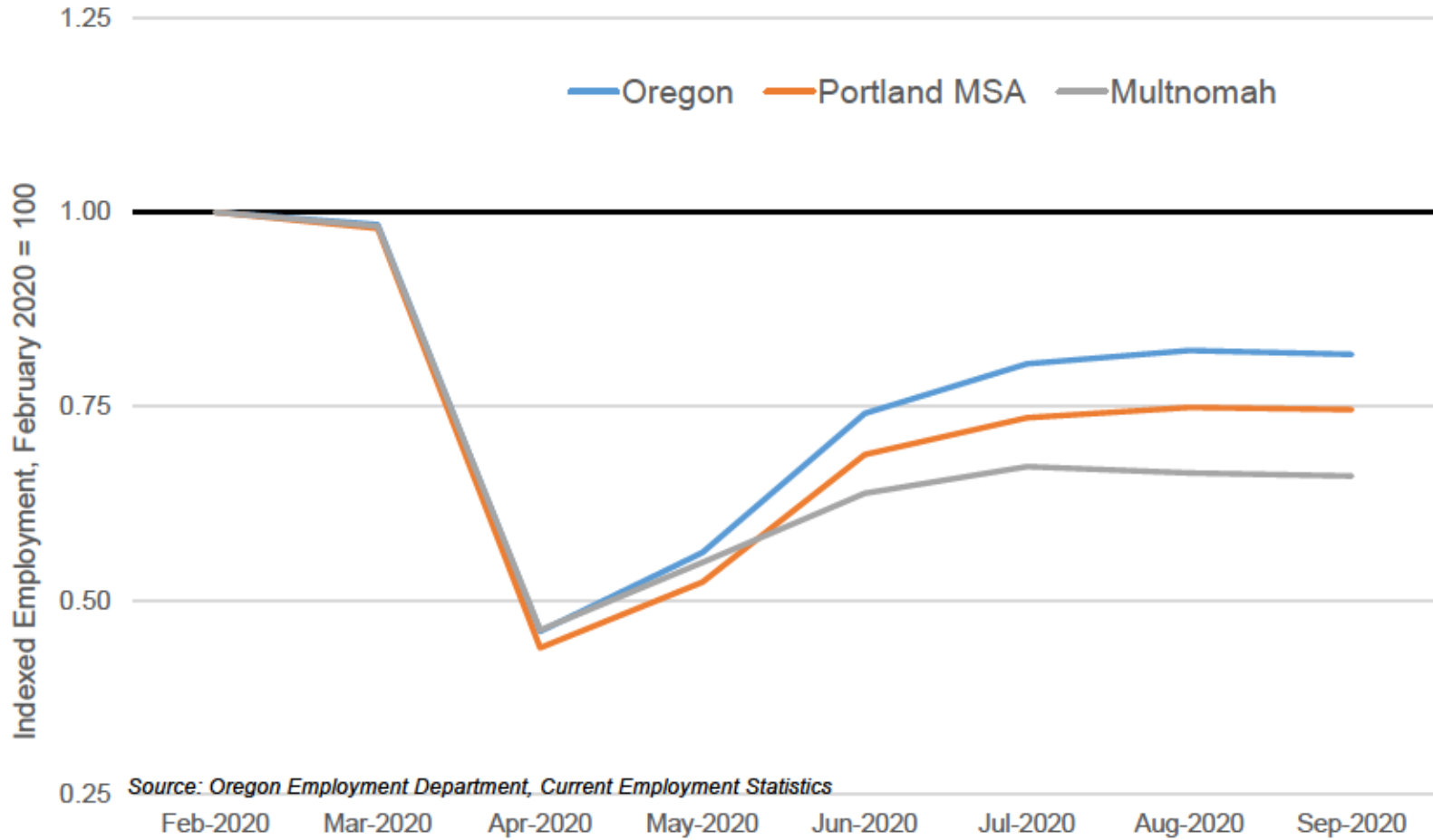
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Source: STR

Indexed Employment in Accommodation and Food Services Current Employment Statistics, Not Seasonally Adjusted





James Jessie
Chief Sales Officer

CANCELLED GROUP ROOM NIGHTS

By Facility Type	
OCC	99,990
Single Hotel	61,614
Memorial Coliseum	2,018
Moda Center	1,683
Moda Center & Memorial Coliseum	840
Grand Total	166,145

By Arrival Date	
March 2020	18,622
April 2020	19,832
May 2020	22,315
June 2020	10,545
July 2020	21,197
August 2020	10,033
September 2020	15,923
October 2020	20,782
November 2020	5,868
December 2020	435
2021	18,488
2022	2,105

* As of November 4, 2020

MEETINGS & CONVENTIONS RECOVERY STRATEGY

Task Force Members

- Hilton Portland Downtown
- Hyatt Regency Portland
- Multnomah County Health Department
- Oregon Convention Center
- ORLA
- Port of Portland
- Provenance Hotels
- Red Lion Jantzen Beach Hotel
- Tri-Met

Focus Areas

- Oregon Convention Center Re-Opening Plan
- Socially Distanced Meeting Space for Venues and Hotels
- Public Health & Safety Standards for Hotels
- Air Service – Flights In/Out of PDX
- Guest Journey

MEETINGS & CONVENTIONS RECOVERY STRATEGY

Public Health & Safety Certifications:

Global Biorisk Advisory Council (GBAC) Star Accreditation

- Gold Standard in 3rd Party Validation
- Demonstrates we have the work practices and protocols to prepare, respond and recover from outbreaks and pandemics

Existing Certifications

- Hyatt Regency Portland, PDX Airport, Oregon Convention Center
- EDA Grant - Possible Citywide GBAC Certification

FOCUS GROUPS: MEETINGS PLANNERS AND ASSOCIATION EXECUTIVES

Insights:

- Delegate safety is paramount. Portland is perceived as unsafe, particularly in the near term.
- Portland's story is a powerful one. Let's own it, and tell it.
- The long view: In general, current events won't necessarily prevent planners from considering Portland for events taking place in 2024 and beyond.

LOOKING AHEAD: CONVENTION SALES



FUTURE YEARS

Year	Citywide Groups	Total Rooms	Total Attendees	Estimated City Economic Impact
2021	29	84,339	83,670	\$63,608,313
2022	29	115,789	72,480	\$86,884,701
2023	32	126,068	84,000	\$94,525,076
2024	14	67,750	34,500	\$44,704,026
2025	6	27,040	10,900	\$16,410,655
5 YR Total	110	420,986	285,550	\$306,132,771

WHEN WE MEET AGAIN SALES PROMOTION

Remember Meetings?

They're like Zoom calls...but in person.
With real, live people.
(Weird, right?)



Meetings—like all the cool stuff at a Portland vintage store—will be coming back in style soon, along with craft breweries, food carts, hand-made goods, art, music, donuts, bikes, hikes, and all the things that make Portland a great place to meet.



Want to have a real meeting in Portland?
How about a sweet deal?

Book 25+ rooms on peak night for your event during eligible dates in 2020, 2021 or 2022 and you'll earn up to **\$15,000 in room rebates** to re-imagine your event when it is safe to meet again!



2020	2021	2022
\$20	\$15	\$10

Rebate per actualized room night

WINS: SHORT-TERM



1,600+ room nights

WINS: LONG-TERM

American Society of Health System Pharmacists

June 2025

5,800+ room nights

Society for Information Display

May 2027

6,760 room nights



DIVISION I BASKETBALL

Women's Regional - 2024
2,743 room nights

Men's 1st/2nd Round - 2026
5,200 room nights



ANNUAL DIVERSITY EVENT



“WHAT’S GOING ON?” CLIENT EVENT





Cupid Alexander
City of Portland



Karis Stoudamire-Phillips
MERC Commissioner



Bertony Faustin
Abbey Creek Vineyard



Mike Phillips
Saxophonist



Chaunci King
Royalty Spirits, Rex
Whiskey, Miru Vodka

Main Stage





Megan Conway
Chief Strategy Officer

REIMAGINED ROLE IN A NEW LANDSCAPE



LOCAL MARKET SUPPORT – CULINARY & BEYOND

Since March

- #pdxtogether
- #reopeningpdx

Economic Win

- Top Chef Portland = 7,000 room nights

Fall 2020

- Prosper Portland + Portland Business Alliance
- Food Cart Finder



FOOD CART FINDER

Find the Perfect Cart

Start typing e.g. 'Senegalese', 'breakf.

Popular Filters

Japanese, Thai, Tacos, Curry, Falafel, Noodles, Bahn Mi, Latin American, Mediterranean, Sandwiches, Rice Bowls, Gyros, Dumplings

Dietary Filters

- Vegetarian options
- Strictly Vegetarian
- Vegan options
- Strictly Vegan
- Gluten-free options
- Strictly Gluten-free
- Halal
- Kosher

203 carts found



Burgers

x

Popular Filters

Japanese, Thai, Tacos, Curry, Falafel, Noodles, Bahn Mi, Latin American, Mediterranean, Sandwiches, Rice Bowls, Gyros, Dumplings

Dietary Filters

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- Halal
- Kosher

11 carts found



Union Burger



Credit: Jacqueline Gormley

American

Known for: Burgers
Vegetarian Options

GOOGLE REVIEWS:

4.7 ★★★★★

NE Northeast
Portland

FULL DETAILS >>



RESEARCH UPDATE



CHARTING A PATH: A DATA-DRIVEN APPROACH

Research

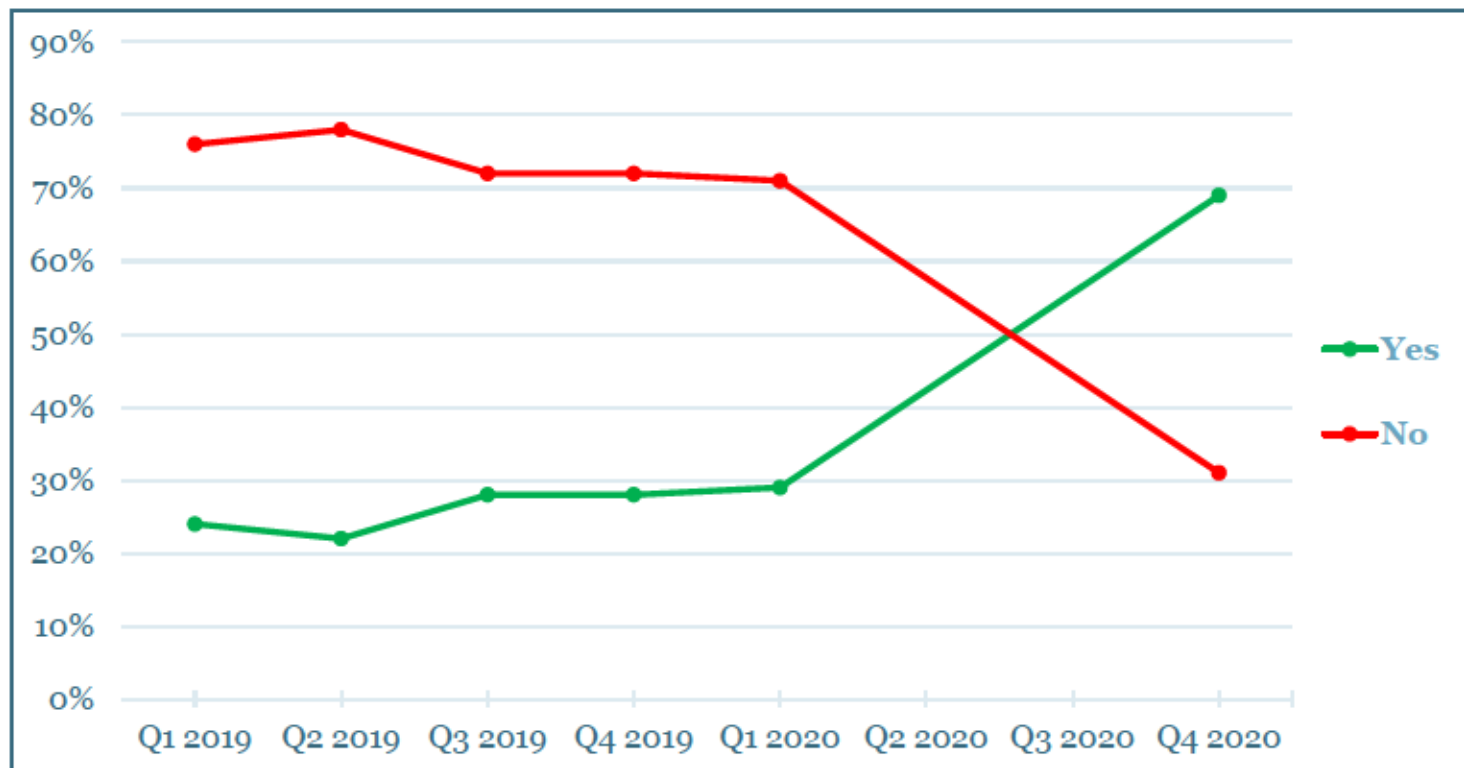
- Gating Events
- Reopening \neq Recovery
- Omnibus Survey

Consumer Marketing

- Seeding Demand
- Timing
- Local; statewide; regional; West Coast; national

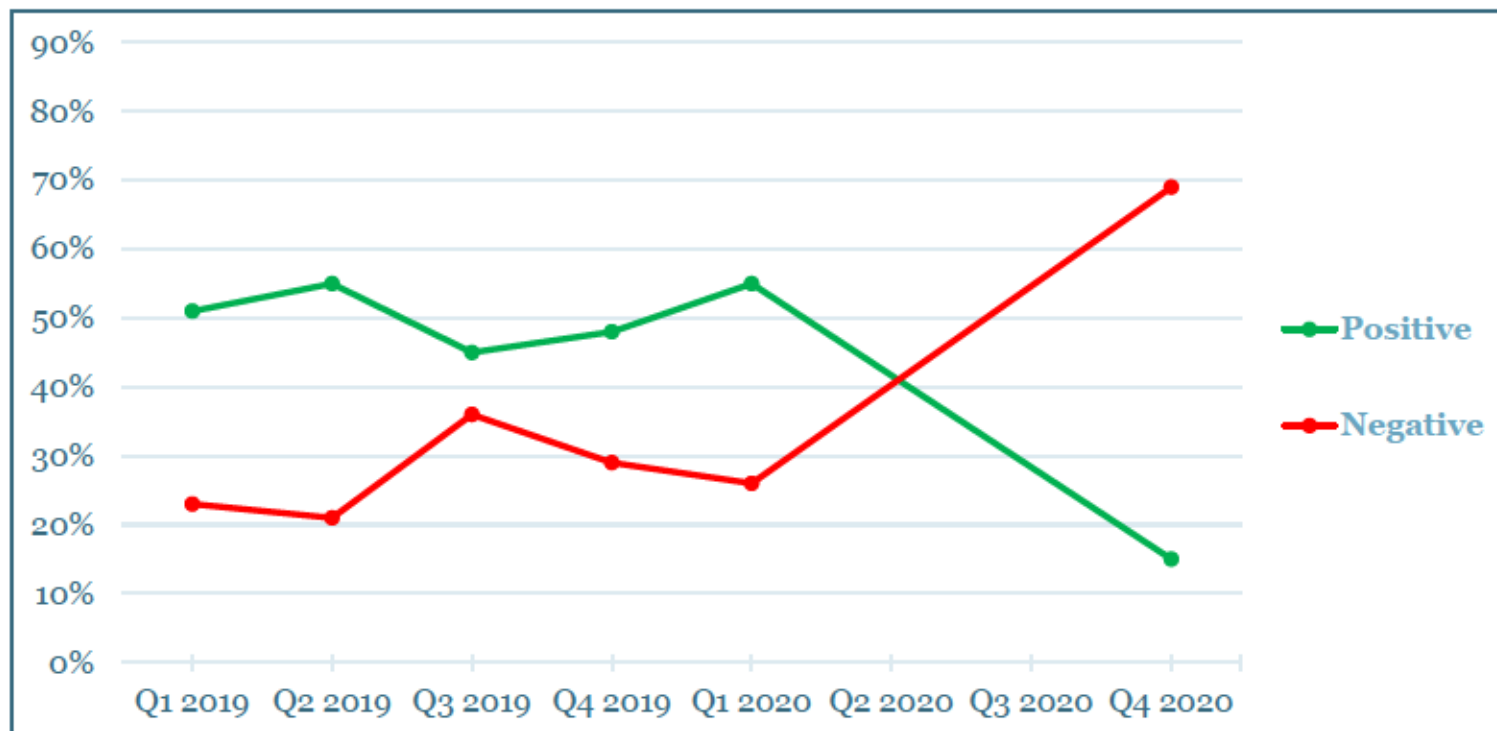
PORTLAND CONSUMER RESEARCH

Q: Have you heard of Portland being mentioned in the news/media in the past 2 months?



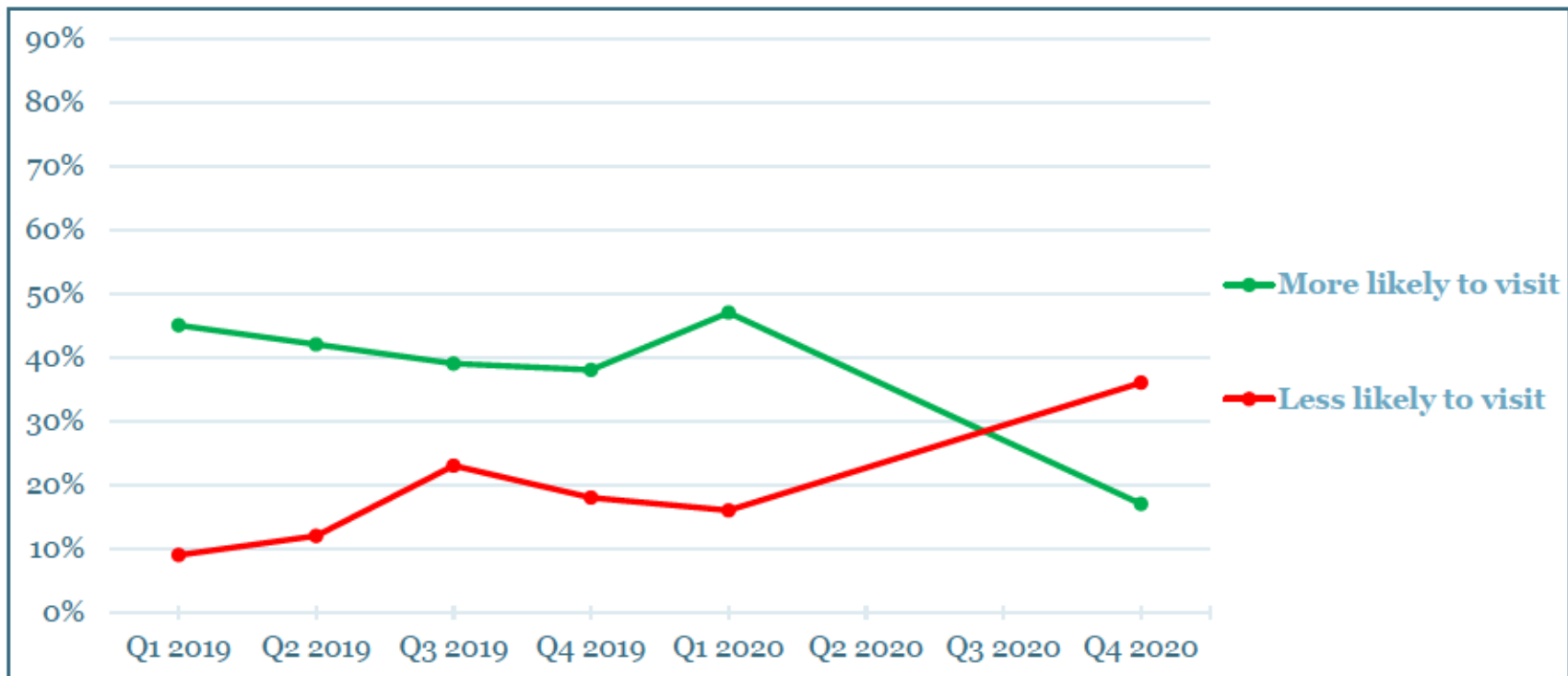
PORTLAND CONSUMER RESEARCH

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



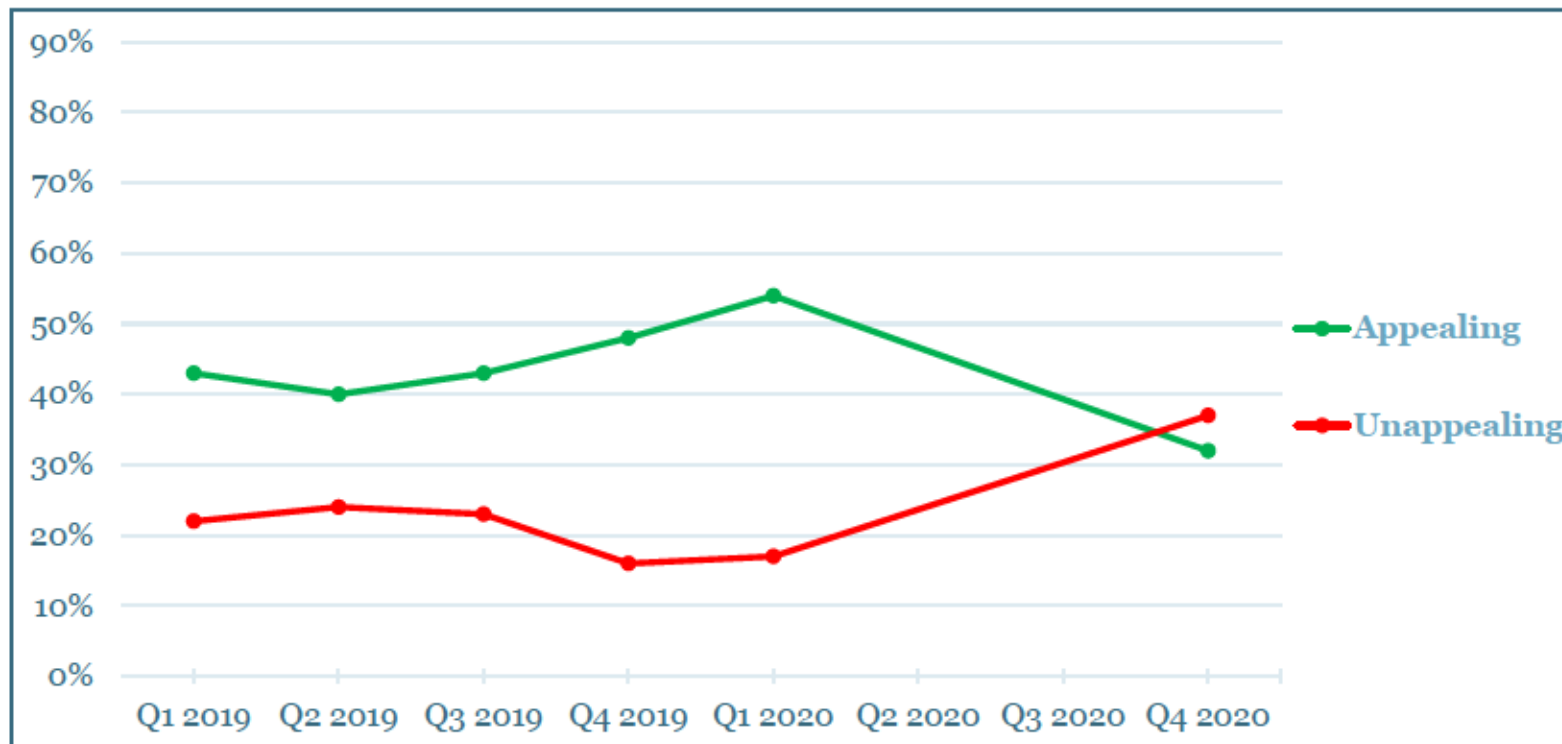
PORTLAND CONSUMER RESEARCH

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



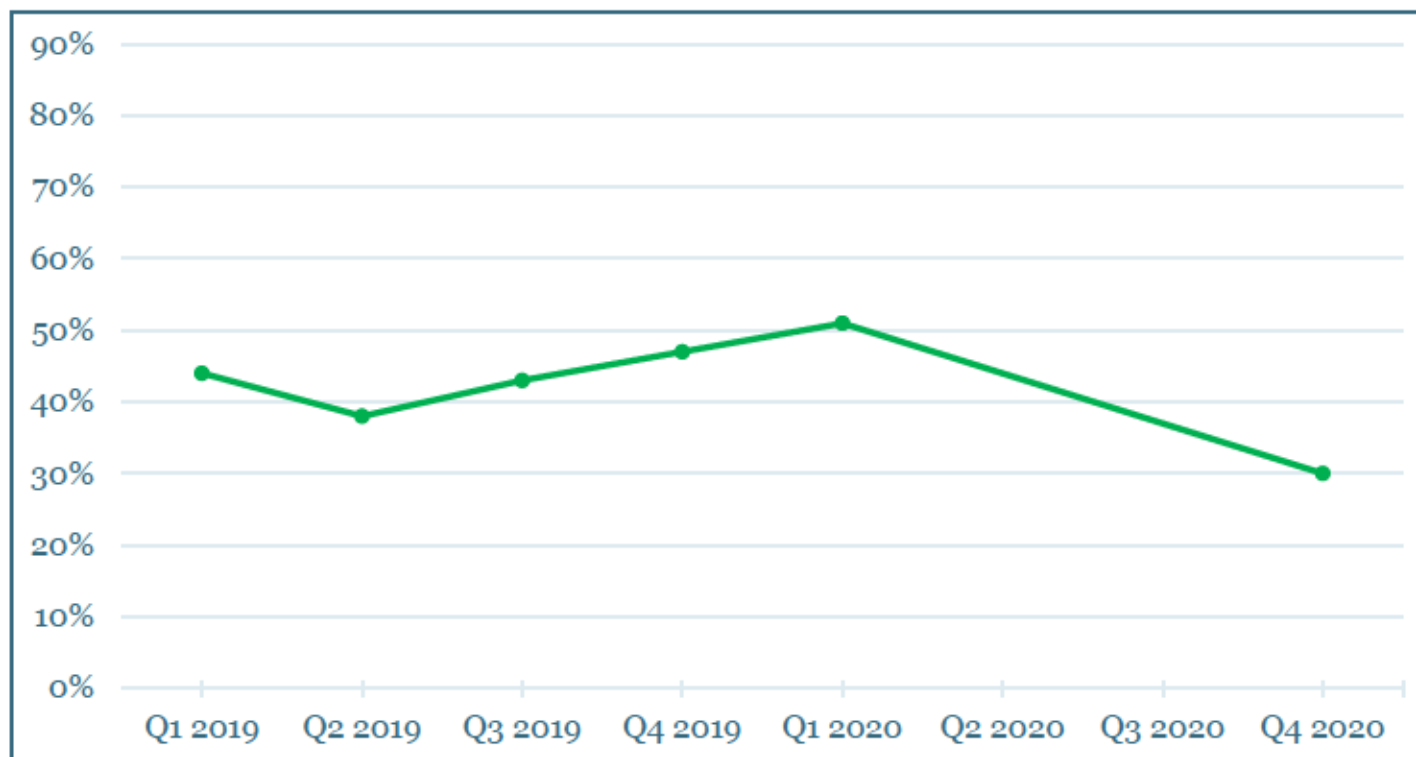
PORTLAND CONSUMER RESEARCH

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



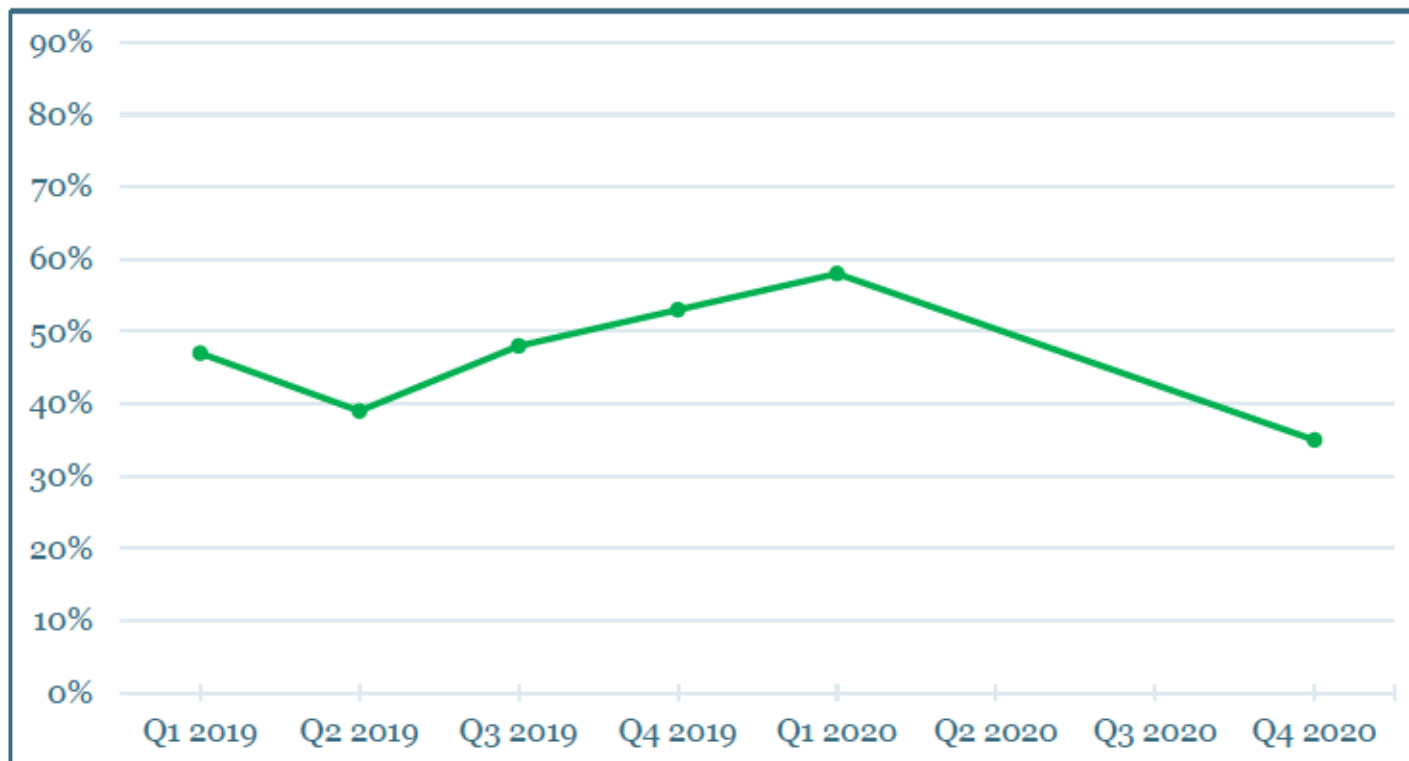
PORTLAND CONSUMER RESEARCH

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



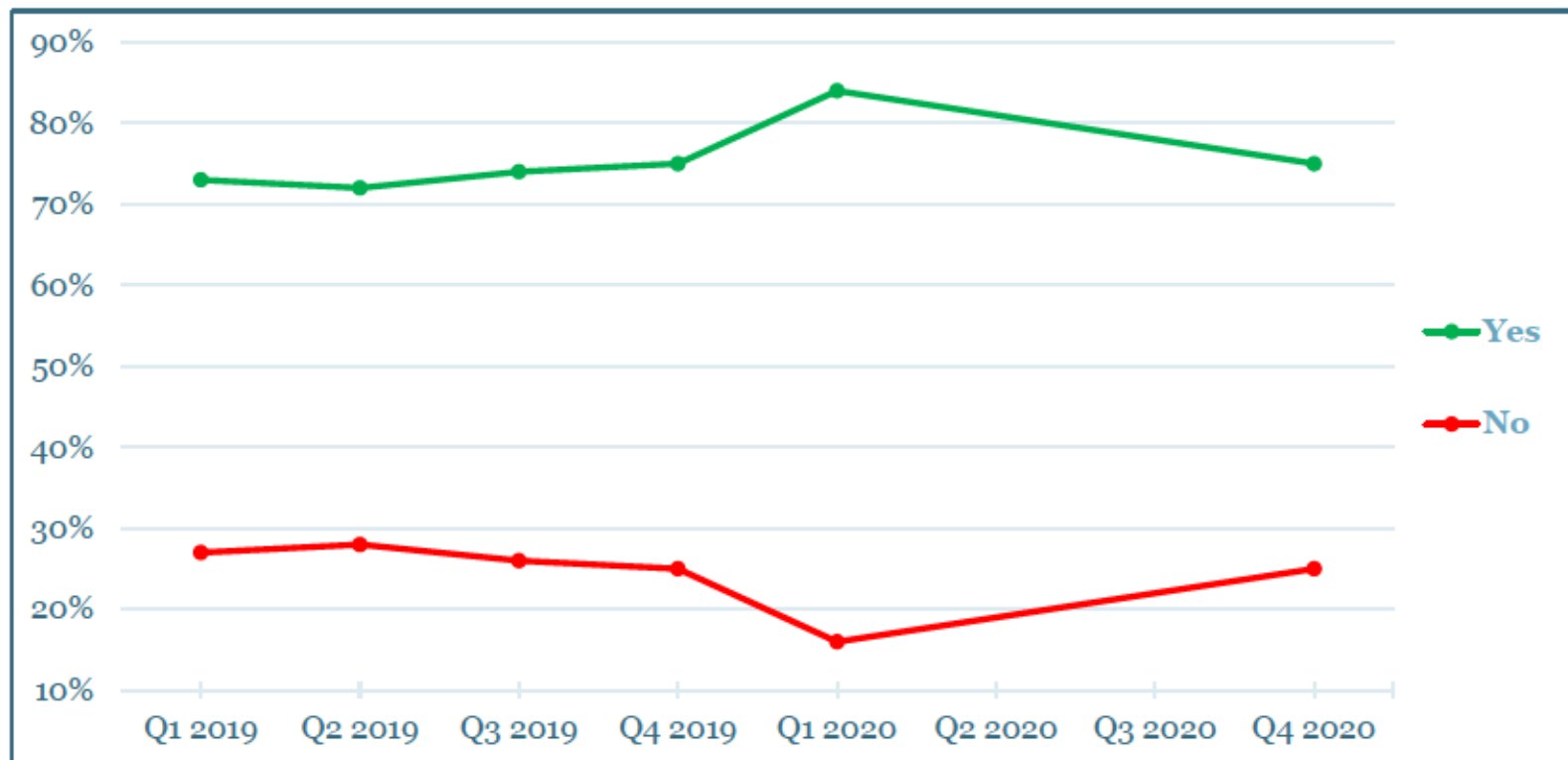
PORTLAND CONSUMER RESEARCH

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



PORTLAND CONSUMER RESEARCH

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



OUR JOB

Fill hotels and short-term rentals, which, in turn, will:

1. help fill Portland's restaurants, shops, attractions and cultural institutions; and
2. generate the lodging tax receipts that will keep us afloat enable us to address the short- and long-term needs of the destination



WHEN & WHERE

Gating events cleared?

Holiday/winter: seed consumer demand



Markets

PDX metro, Eugene, Bend, Seattle

Awareness + inspiration

PR; paid social (\$1k/month)

Awareness + conversions/room nights

Online travel agency (OTA) partnerships: \$150k

COVID safety pledge

Spring: go big



Markets

Expand West Coast



OPPORTUNITIES: TAX-FREE SHOPPING



Tanner Goods

Holidays: retail/downtown recovery:

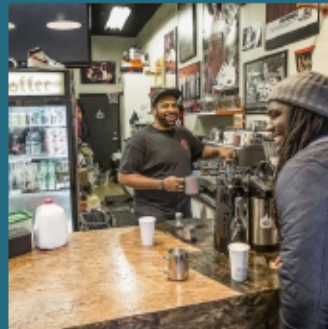
- Prosper Portland Winter Land
- PBA/Downtown Marketing Initiative

Citywide: buy local, buy independent:

- My People's Market
- Built Oregon Marketplace

OPPORTUNITIES: ELEVATING DIVERSE VOICES

Highlight, amplify and partner with minority-owned businesses and creatives of color.



Photos: Ashley Anderson, David Alvarado

DESTINATION MANAGEMENT - DOWNTOWN PORTLAND



Representatives from: Solve, the Portland Business Alliance, Travel Oregon, Travel Portland, Melvin Mark and the Portland Timbers.



THANK YOU

TRAVEL
PORTLAND