

CITY OF PORTLAND

JUNE 7, 2023

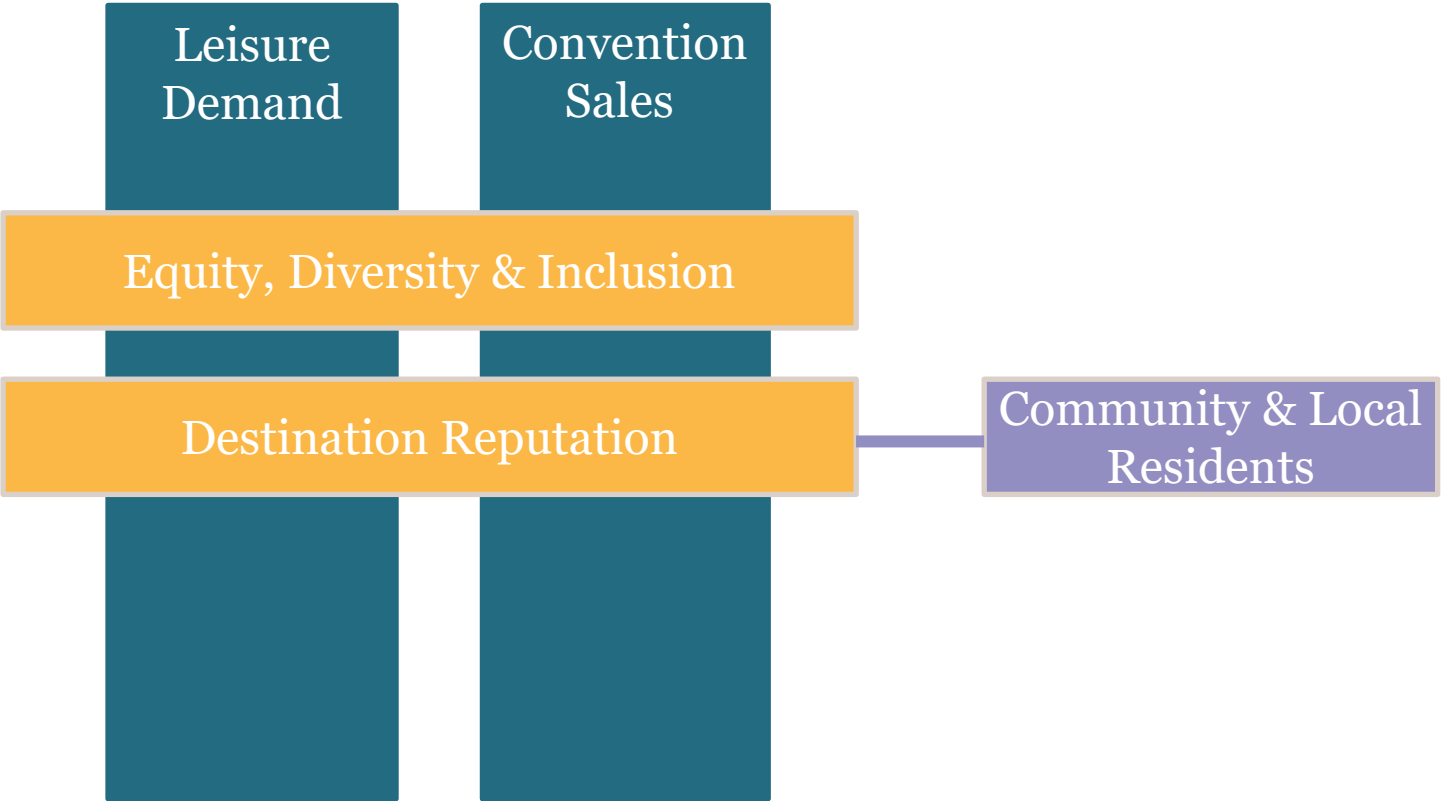




JEFF MILLER

President & CEO

OUR PRIORITY STRUCTURE
THE **WAY** WE EXECUTE AND **WHAT** WE EXECUTE



ECONOMIC IMPACTS ON TOURISM



DEAN RUNYAN

	2019	2020	2021	2022	Percent Change 2021-22	Percent Change 2019-22
Spend	\$5,625 MM	\$2,180 MM	\$3,792 MM	\$5,156 MM	+36.0%	-8.3%
Earnings	\$1,566 MM	\$1,143 MM	\$1,217 MM	\$1,524 MM	+25.2%	-2.7%
Jobs (Incremental) *Thousands	36.9	26.4	27.2	32.4	+19.2%	-12.3%
Local Taxes *Millions	\$139	\$61	\$88	\$118	+34.1%	-15.1%
State Taxes *Millions	\$139	\$86	\$105	\$130	+23.8%	-6.7%
Total Taxes *Millions	\$278	\$147	\$193	\$248	+28.5%	-10.9%

PORTLAND HOTEL COMP SET COMPARISON

Year to Date - December 2022 vs December 2021				
Occ %		ADR		
2022	2021	2022	2021	

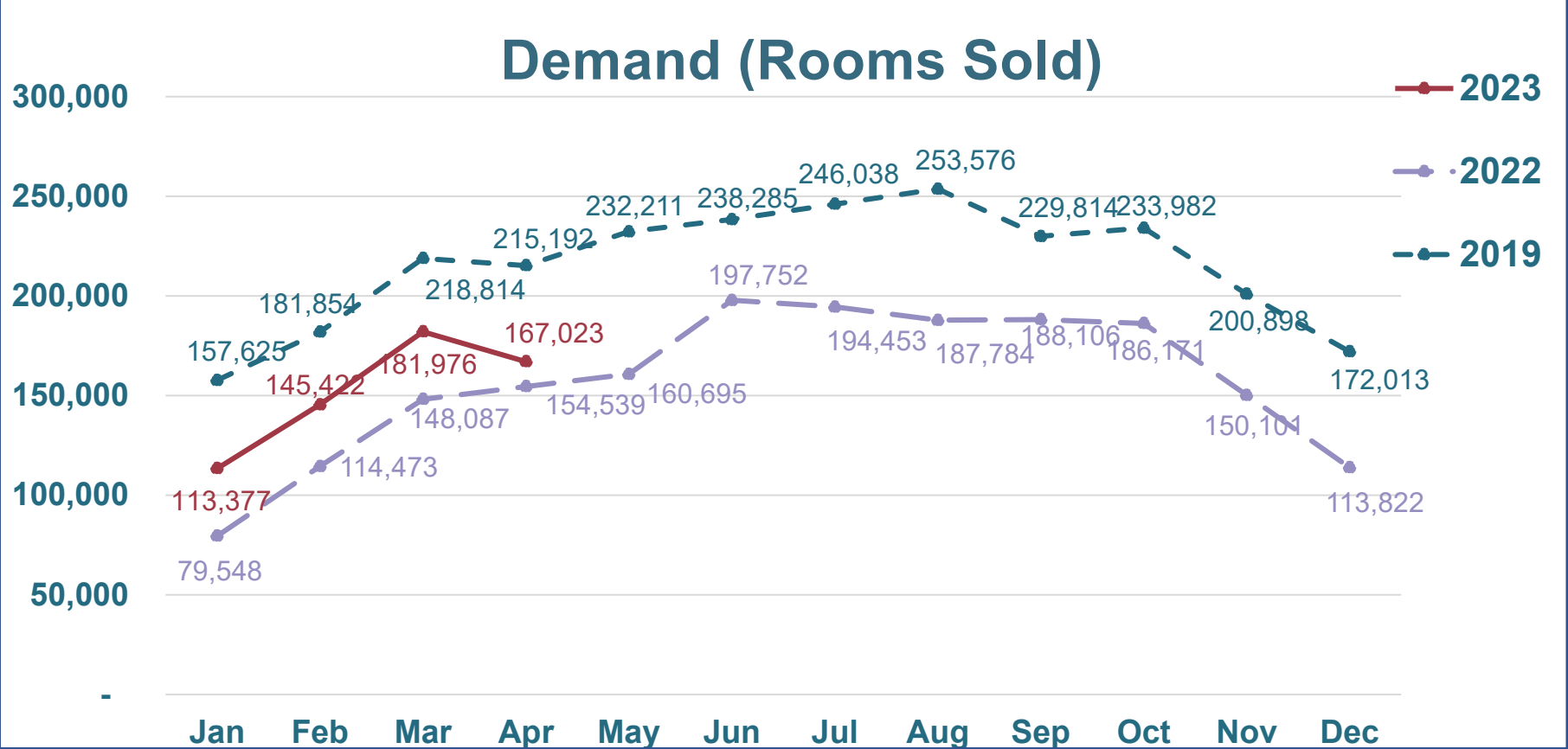
Year to Date - April 2023 vs April 2022				
Occ %		ADR		
2023	2022	2023	2022	

Downtown / CBD

Denver Downtown	66.3	53.9	199.38	159.75
Seattle CBD, WA	65.3	44.5	214.12	161.12
Salt Lake Downtown+	65.0	54.5	161.65	130.05
San Diego CBD, CA	71.7	54.5	247.84	196.87
Phoenix Central, AZ	66.2	55.5	204.47	159.79
Nashville CBD, TN	72.5	60.1	247.47	196.94
Austin CBD, TX	68.6	54.5	249.43	183.45
San Antonio CBD, TX	62.6	53.0	177.26	148.53
Minneapolis CBD, MN	47.0	30.1	167.37	128.30
San Francisco Market St, CA	58.5	39.4	233.36	159.47
Anaheim - Disneyland, CA	75.4	51.8	227.95	197.46
Long Beach, CA	74.0	68.3	175.58	142.01
Vancouver, BC Downtown	72.4	40.1	214.60	153.79
Portland Central City+	50.7	38.3	162.50	143.36

	62.6	56.4	188.05	169.39
	55.7	48.7	181.85	163.75
	68.2	62.5	172.85	160.87
	73.8	65.0	242.92	221.05
	75.4	71.8	281.53	245.59
	74.1	68.9	284.49	267.04
	72.7	66.6	277.69	246.60
	66.5	62.3	191.01	180.78
	40.9	34.1	153.62	140.83
	56.3	47.7	287.08	206.35
	73.7	68.0	243.02	217.36
	72.2	69.3	186.98	163.45
	71.0	53.7	177.47	159.54
	50.5	41.3	156.54	146.11

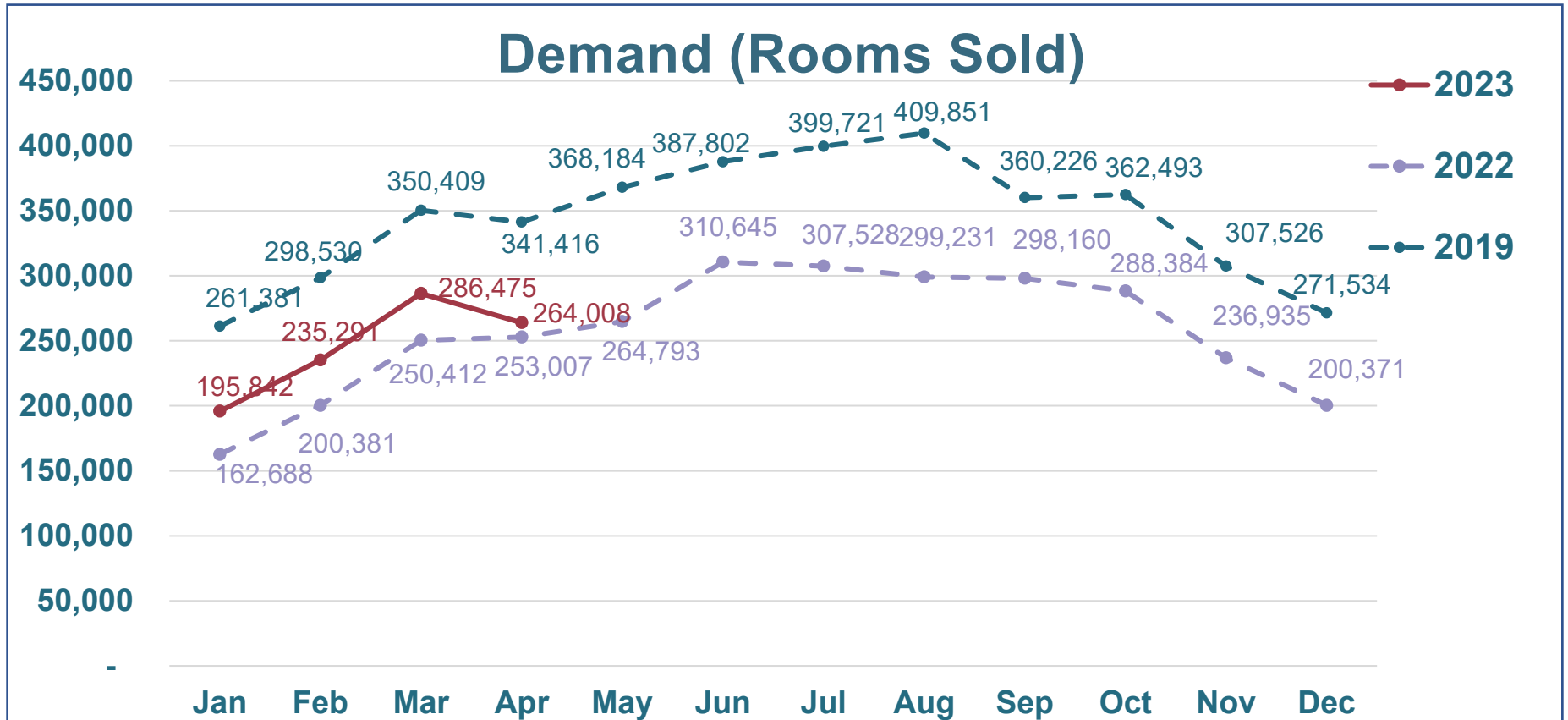
PORTLAND HOTEL PERFORMANCE: CENTRAL CITY



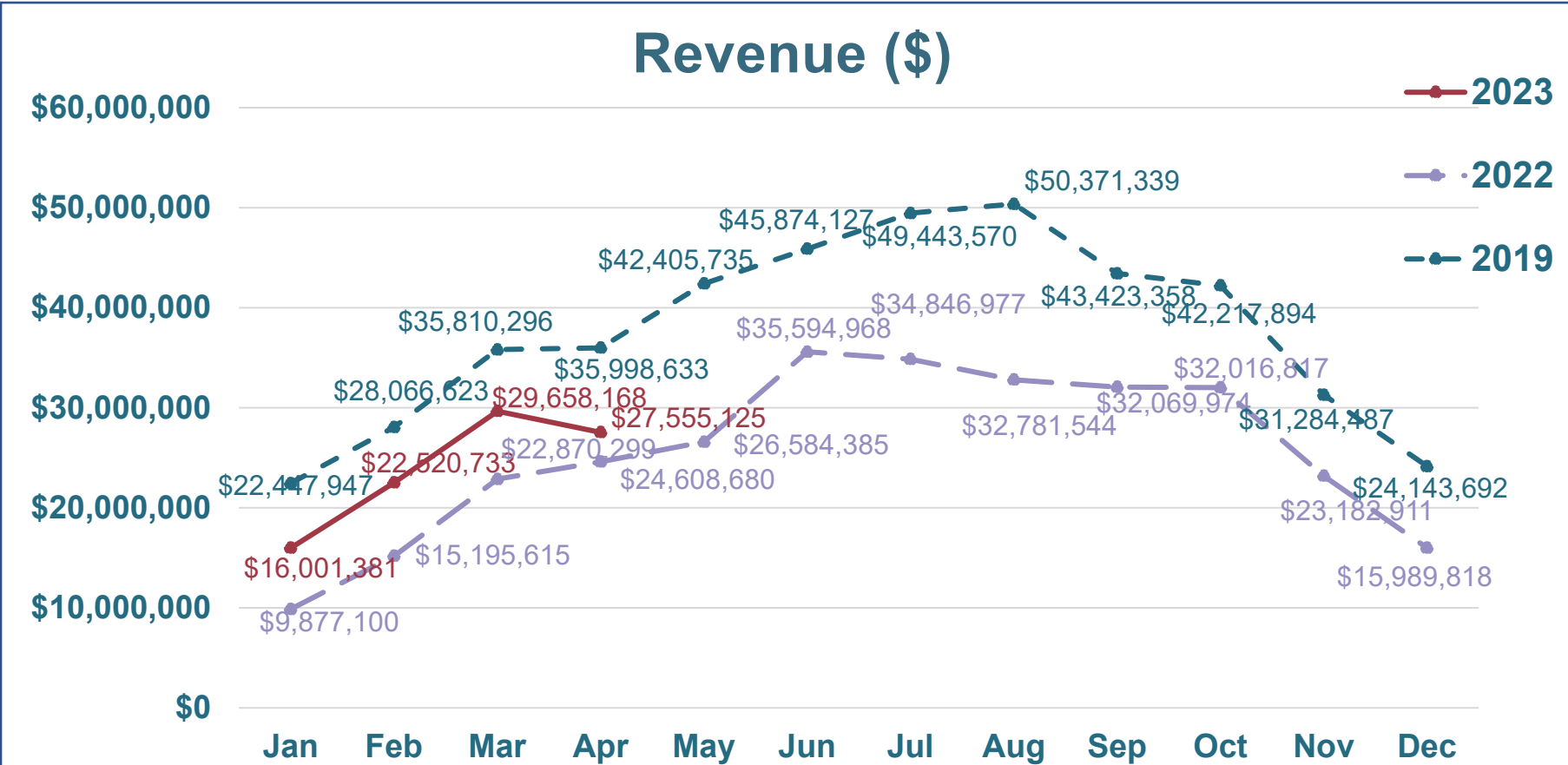
Source: STR

PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

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



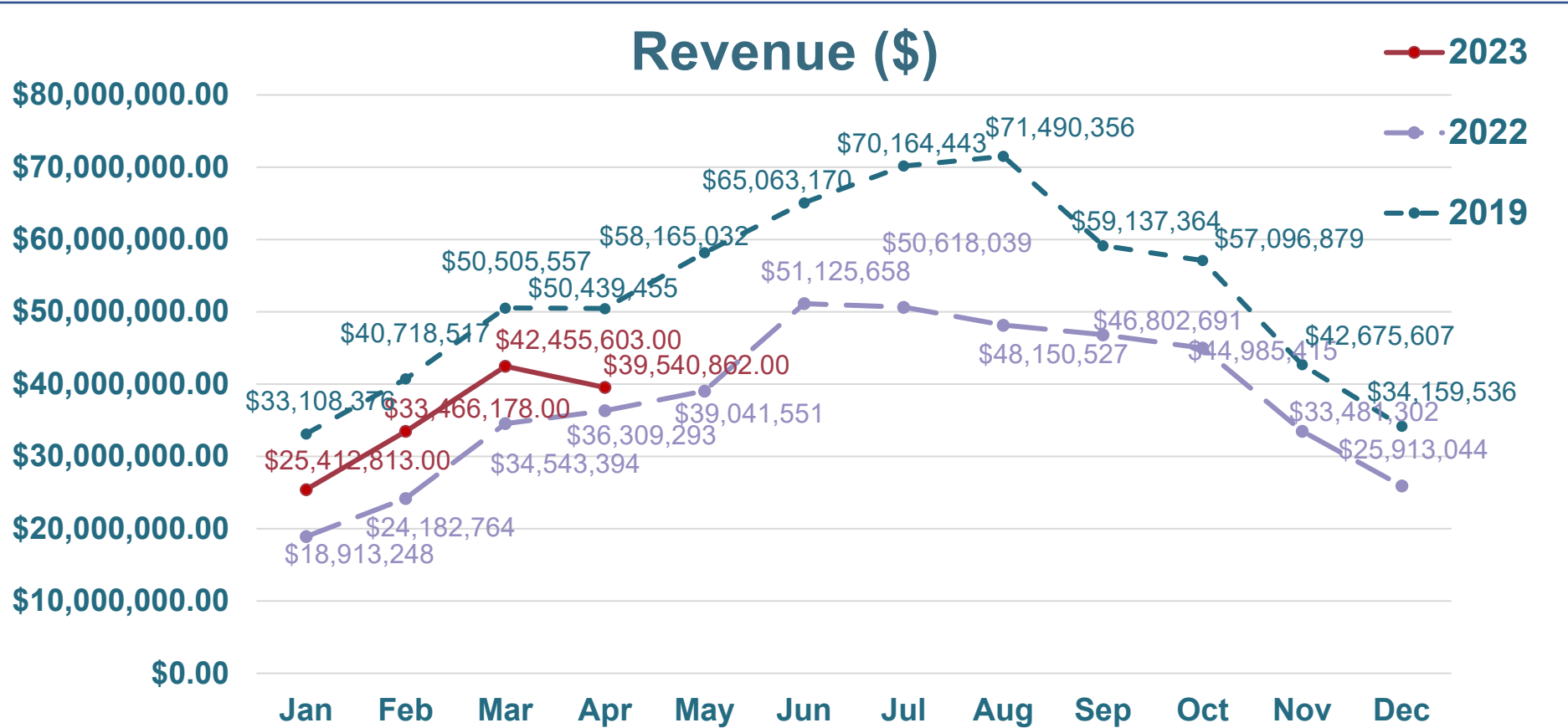
PORTLAND HOTEL PERFORMANCE:CENTRAL CITY



Source: STR

PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

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



Source: STR

INTERNAL EDI EFFORTS

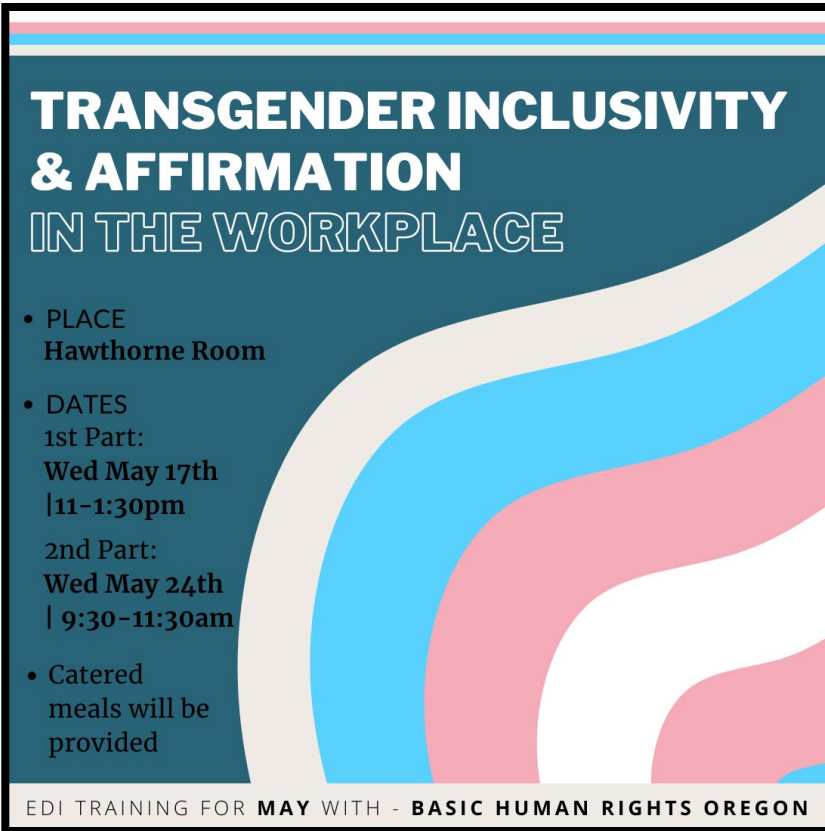


STAFF DEMOGRAPHICS

	Prior to COVID	Post COVID Layoffs	October 2021 Meeting	Current
Female	78%	74%	78%	72%
Male	22%	26%	22%	27%

	Prior to COVID	Post COVID Layoffs	October 2021 Meeting	Current
Multicultural	19%	21%	24%	36%
Caucasian	81%	79%	76%	64%

EDI TRAININGS: MAY + JUNE



**TRANSGENDER INCLUSIVITY
& AFFIRMATION
IN THE WORKPLACE**

- PLACE
Hawthorne Room
- DATES
1st Part:
Wed May 17th
| 11-1:30pm
2nd Part:
Wed May 24th
| 9:30-11:30am
- Catered
meals will be
provided

EDI TRAINING FOR **MAY** WITH - **BASIC HUMAN RIGHTS OREGON**



EDI TRAINING FOR **JUNE** WITH - **OREGON BLACK PIONEERS**

All Staff Activity

**NEINOPO
BLACK
HISTORY
WALKING TOUR**

- DATE Thu June 15th | 9:30-1:30pm
- PLACE TBD in Boise Elliot Neighborhood
- * Special accommodations available for staff
with difficulty walking long distances

EDI TRAINING FOR **JUNE** WITH - **OREGON BLACK PIONEERS**



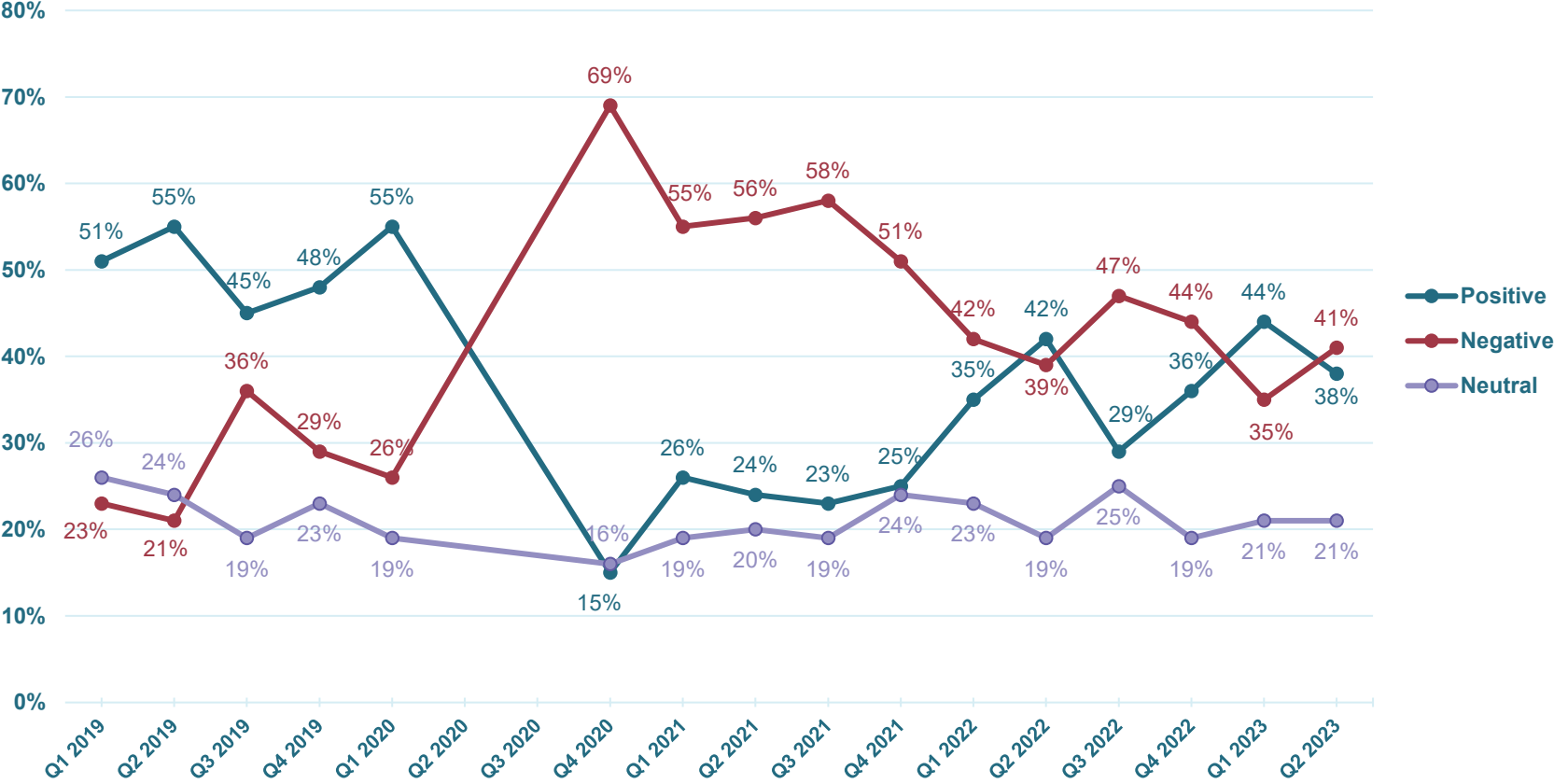
MEGAN CONWAY
Chief Strategy Officer

CONSUMER SENTIMENT



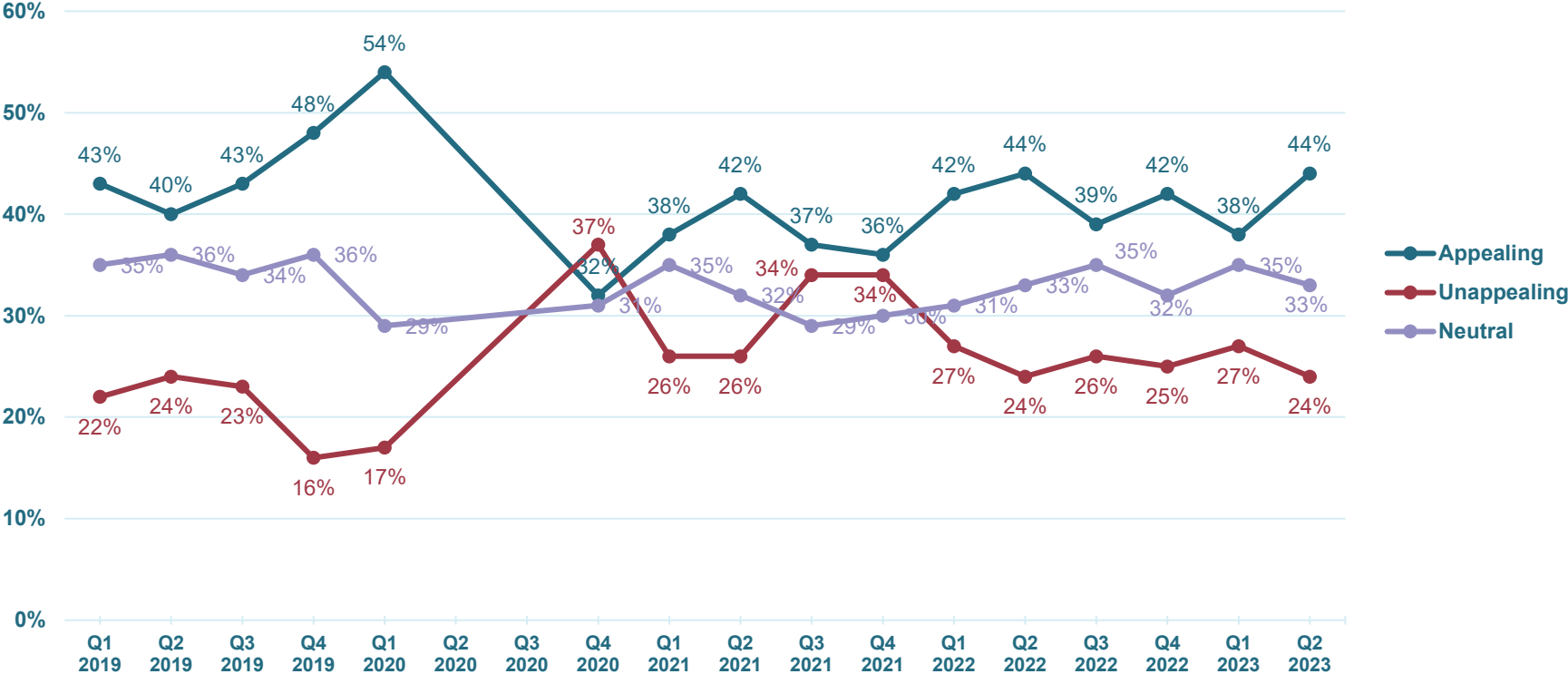
PORTLAND CONSUMER RESEARCH

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



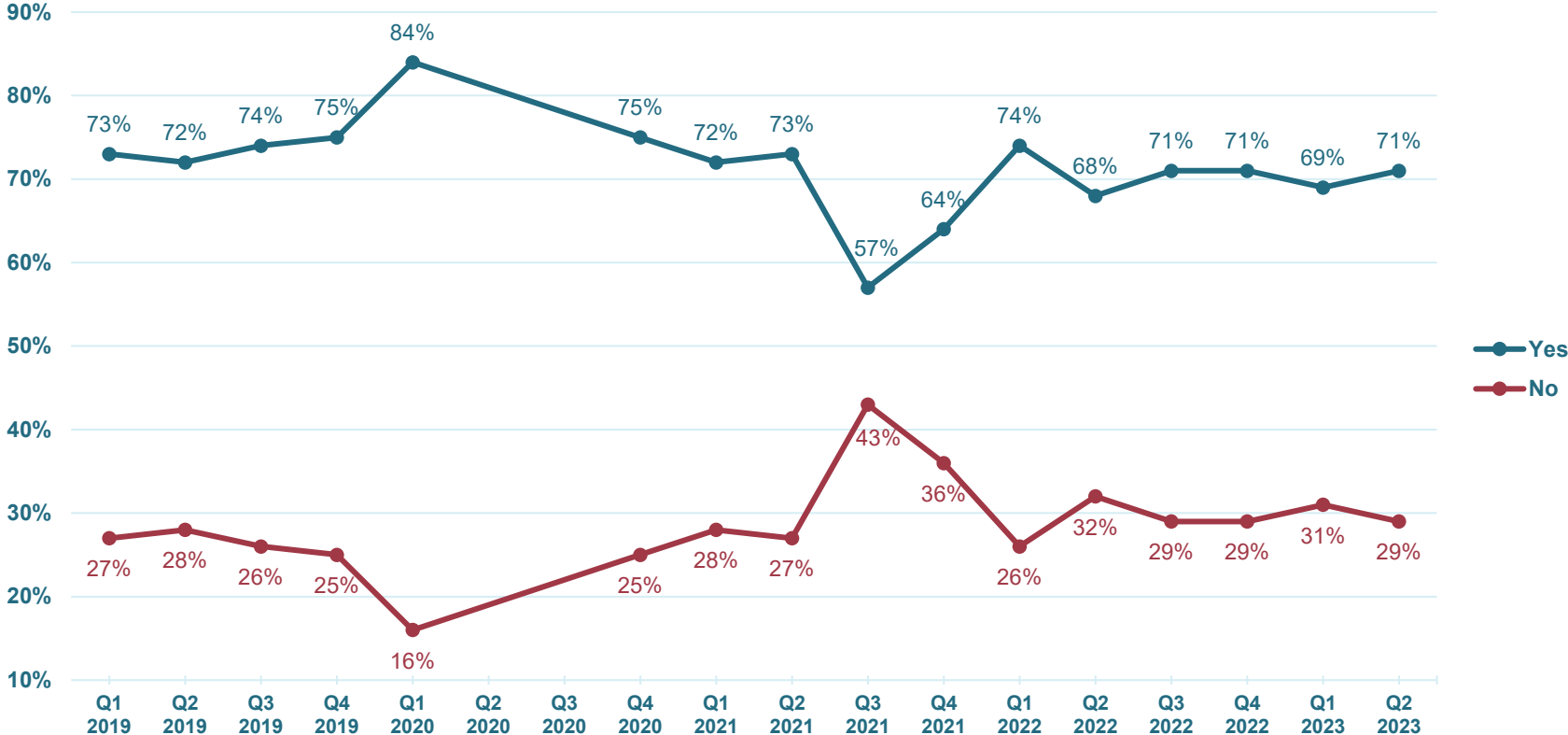
PORTLAND CONSUMER RESEARCH

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



PORTLAND CONSUMER RESEARCH

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

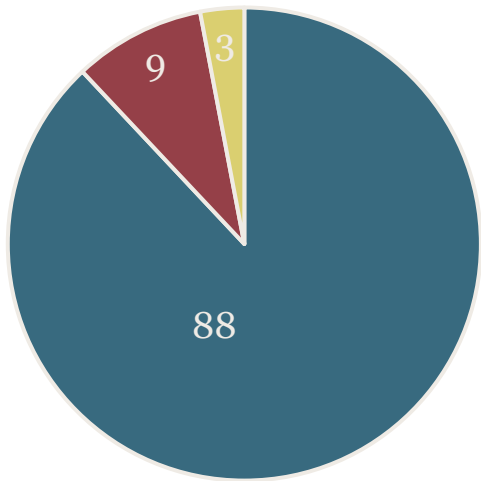


LOCAL SENTIMENT



THEN (2017)

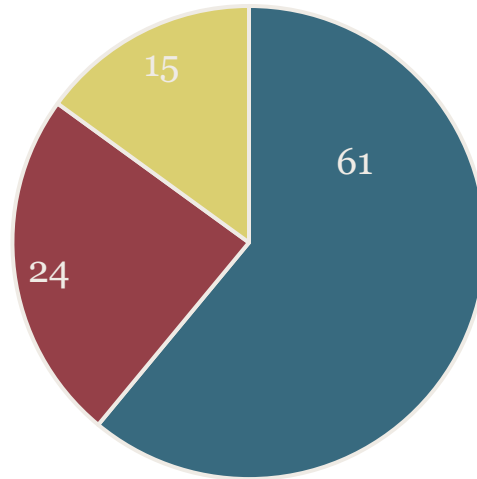
I encourage my out-of-town friends and family to visit Portland



- Agree/strongly agree
- Disagree/strongly disagree
- Don't know

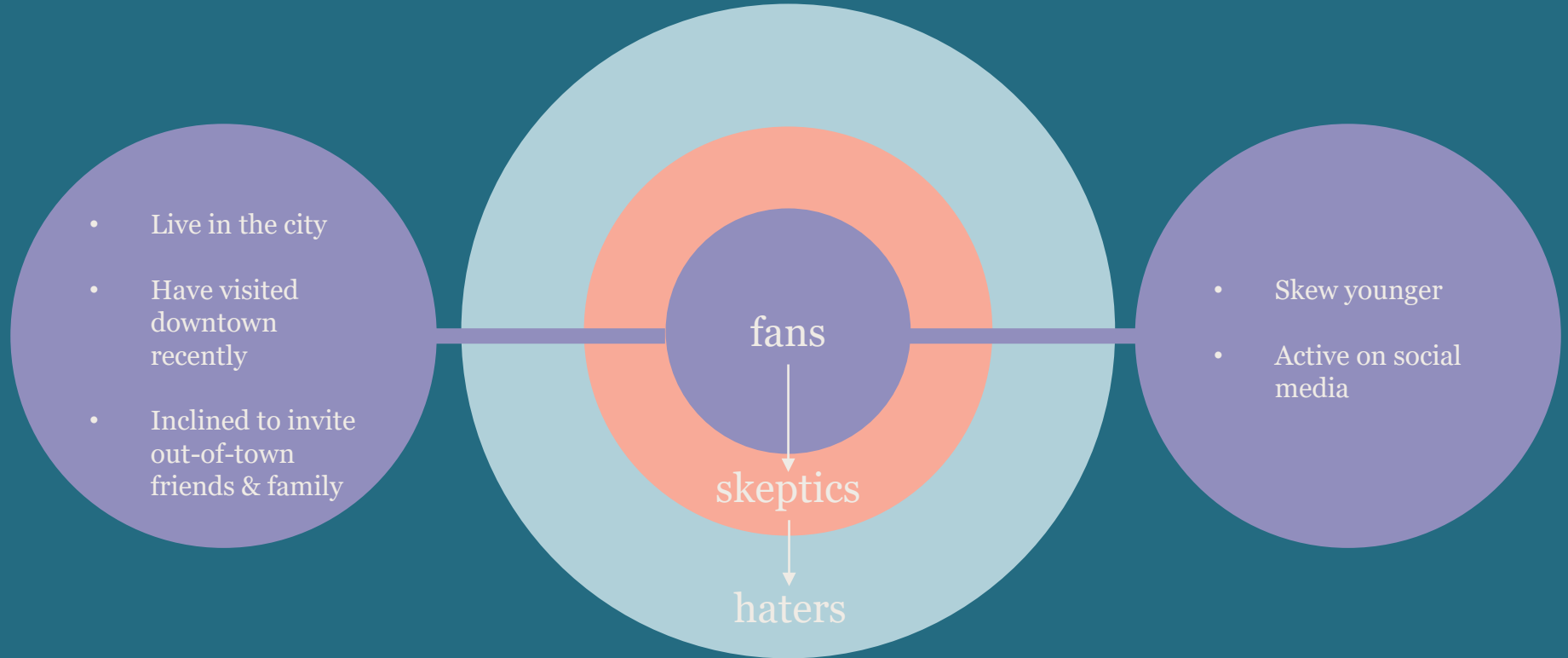
NOW (2023)

I encourage my out-of-town friends and family to visit Portland



■ Agree/strongly agree ■ Disagree/strongly disagree ■ Don't know

OPPORTUNITY: FOCUS ON OUR FANS



VISITOR CENTER





DOWNTOWN PORTLAND

Travel Portland
Visitor Center

STREETCAR

MAX LIGHT RAIL

Screen Door

POWELL'S
CITY OF BOOKS

CRYSTAL
BALLROOM

JAKE'S
FAMOUS
CRAWFISH

SHAKE
SHACK

THE
CART
BLOCKS
PORTLAND



Lardo

BAMBOO

MARK SPENCER
HOTEL



ACE HOTEL

THE BENSON
HOTEL

TOKI

MOXY
HOTELS

THE RITZ-CARLTON
HOTEL

405

SW ALDER

SW WASHINGTON

SW HARVEY MILK

SW OAK

WEST BURNSIDE

NW COUCH

NW DAVIS



SW ANKENY

SW PARK AVE

SW BROADWAY

SW 13TH

SW 12TH

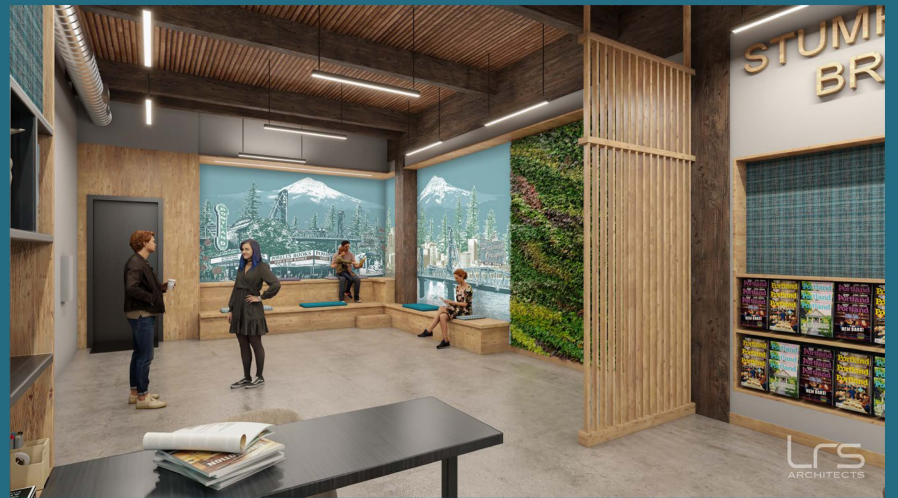
SW 11TH

SW 10TH

SW 9TH

SW 14TH

SW MORRISON



PUBLIC RELATIONS



SECTIONS CITIES Q InsideHook

TRAVEL | FEBRUARY 16, 2023 7:14 AM

A Post-Pandemic Guide to Eating (and Drinking) in Portland

A true dining scene before COVID, the Rose City also saw some of the worst of the past few years, but it has bounced back. And then some.



Where to get the best eats in Portland


Bradilo Vera Diaz; Datsu Films; Zachary Rubenstein; Marielle Dezurick

Forbes

FORBES > LIFESTYLE > TRAVEL

The Best Places To Travel In The U.S. In 2023, According To The Experts

Laura Begley Bloom Senior Contributor @
 Transformative Travel: I look at how travel can change lives.



Exploring Portland, Oregon by bicycle on the Saint Johns Bridge. GETTY

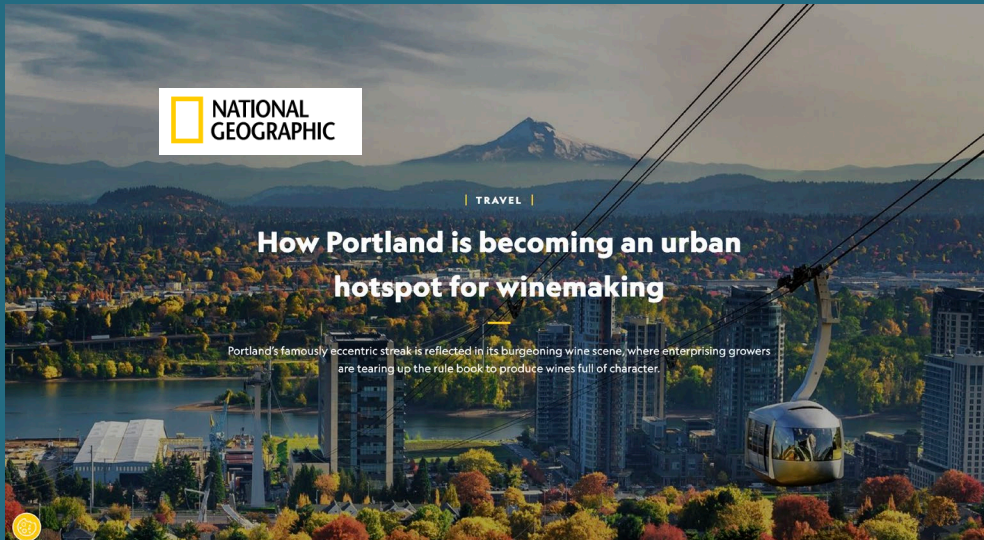
Where to Go: Portland, Oregon

Chosen By: Kay Kingsman, travel writer and blogger at The Awkward Traveller.

Why: "Like a phoenix from the ashes, Portland, Oregon is reemerging in 2023 with unprecedented growth in the food and beverage scene, both in quality and variety," says Kay Kingsman.

“Like a phoenix from the ashes, Portland, Oregon is reemerging in 2023 with unprecedented growth in the food and beverage scene, both in quality and variety...One especially exciting trait of Portland’s new trajectory is how many of the new and rising businesses are owned and operated by BIPOC and LGBTQA+ trailblazers, reinforcing that a visit to Portland can suit every traveler...”

“...this is a makers’ town at heart, with a craft scene that dates to the 1800s. Whether it’s sewing clothes, tempering artisanal chocolate or brewing craft beer, the folks here aren’t afraid to get their hands dirty. It’s a land of forward-thinkers and freewheelers.”



Shopping

Portland, Oregon guide: What to do and where to stay

Jean Chen Smith
Feb. 17, 2023

SFGATE



Plan a trip with our guide to the best things to do in Portland.
Steve Gatzuhok/Getty Images

Reports of Portland's Death Are Greatly Exaggerated

TUNE OUT THE NOISE



Portland is still the best city in the country. It's still crafty, still a collection of charming neighborhoods, beautiful parks, great live music, and world-class eateries.

Winston Ross

Updated Jan. 10, 2023 10:06AM ET / Published Jan. 10, 2023 5:04AM ET

 Listen to article 13 minutes

Last fall, on the worst day to take a helicopter ride above the city of Portland, Oregon, in months, I climbed into a Robinson 44 chopper and soared above my adopted City of Roses. The bird roared nimbly from the roof of the headquarters of Portland's Police Bureau, the understaffed agency that has found itself a focal point of all the grown-up, big-city problems a town known to the nation for much of the last two decades as the quaint "Portlandia" now faces: a soaring homicide rate; an alarming spike in gun violence; homeless camps proliferating from one end of town to the next and hiding fleets of stolen cars and bicycles; meth and heroin addicts openly smoking and

EVENTS & FILM OFFICE PARTNERSHIP



PARTNERSHIP WITH EVENT OFFICE



- Scale Up Grants for mid-size events
- \$100,000 budgeted in FY23 and FY24
- Technical assistance in Marketing & PR
- My People's Market
- \$50,000 budgeted in FY23 and FY24

STRATEGIC GRANTS & SPONSORSHIP



EVENT SPONSORSHIPS



Winter Light Festival



Good Food Mercantile



Portland Pride Festival

INFRASTRUCTURE INVESTMENTS



Lan Su Chinese
Garden



Blumenauer Bridge
Mural



O'Bryant Square
public engagement



JAMES JESSIE
Chief Sales Officer

LEISURE MARKETING UPDATE



Awareness
Advertising
Sponsored Content
Public Relations



YouTube

EATER



CONCERT
VOX MEDIA

VICE

Atlas
Obscura



Los Angeles Times

UPROXX

The New York Times

TRAVEL+
LEISURE

FOOD&WINE

THRILLIST

Engagement
Social Media
Digital Content Strategy
SEO/SEM



Conversion
Online Travel Agency
(OTA) partnerships

priceline

Booking.com

Expedia

Vrbo
part of expedia group

airbnb

tripadvisor

KAYAK



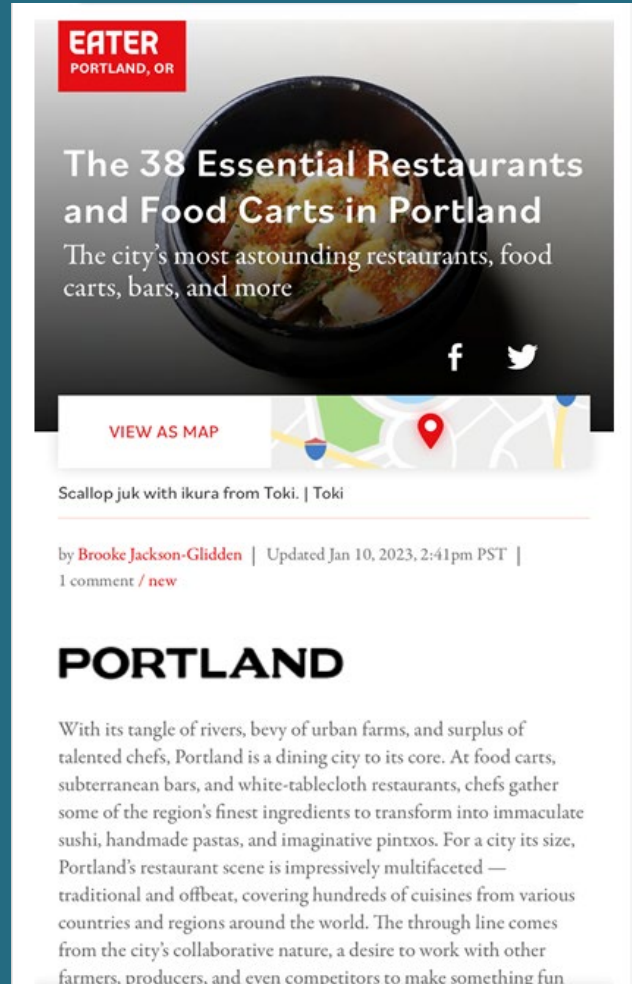
SPONSORED CONTENT

Geo-targeted: LA, SF, SEA

Map sponsorships

Social video series

- Street food: dumplings
- Neighborhood restaurant guides
- Restaurant profiles



The screenshot shows a social media-style post from Eater Portland. At the top left is the Eater Portland logo. The main image is a bowl of scallop juk with ikura. Below the image are social media icons for Facebook and Twitter. A 'VIEW AS MAP' button is visible, along with a small map snippet showing a red location pin. The article title is 'The 38 Essential Restaurants and Food Carts in Portland' with a subtitle 'The city's most astounding restaurants, food carts, bars, and more'. The author is Brooke Jackson-Glidden, updated Jan 10, 2023, 2:41pm PST, with 1 comment and a 'new' tag. The section header 'PORTLAND' is in large bold letters, followed by an introductory paragraph about the city's dining scene.

EATER
PORTLAND, OR

The 38 Essential Restaurants and Food Carts in Portland

The city's most astounding restaurants, food carts, bars, and more

[VIEW AS MAP](#)

Scallop juk with ikura from Toki. | Toki

by [Brooke Jackson-Glidden](#) | Updated Jan 10, 2023, 2:41pm PST | 1 comment / [new](#)

PORTLAND

With its tangle of rivers, bevy of urban farms, and surplus of talented chefs, Portland is a dining city to its core. At food carts, subterranean bars, and white-tablecloth restaurants, chefs gather some of the region's finest ingredients to transform into immaculate sushi, handmade pastas, and imaginative pintxos. For a city its size, Portland's restaurant scene is impressively multifaceted — traditional and offbeat, covering hundreds of cuisines from various countries and regions around the world. The through line comes from the city's collaborative nature, a desire to work with other farmers, producers, and even competitors to make something fun

ALWAYS-ON ADVERTISING: “THIS IS PORTLAND”

:06 SEC. FILMS

36

THE
FOODIE

X12

THE
ADVENTURER

X9

THE
CULTURIST

X6

THE
SHOPPER




X9

:15 SEC. FILMS

X4

SUPPORTING LIMITED-SERVICE HOTELS

Asian American Hotel Owners Association

Campaign	Dates	Results through April
	Nov. – June	8,664 rm nts ROAS: 14.7
	Dec. – June	1,363 rm nts ROAS: 12.9
	Jan. – June	3,217 navigations

“PLAN ON PORTLAND”

1,400 committable hotel rooms are within five minutes of the convention center.

10k+

hotel rooms in
Portland's city center

With a range of big-name brands and unique boutiques to choose from, it's easy to tailor a package that meets your group's needs. Nice, right? That's Portland.

PLAN ON
PORTLAND
TravelPortland.com/Meetings

Big Stats that appeal to the planner mindset:

- Nuts & bolts
- Accessibility
- No sales tax
- Safety
- What to do after the meeting
- Sustainability
- EDI
- New/coming soon

AD EXAMPLES



#1 foodie city*

*WalletHub, Oct. 2022

PLAN ON PORTLAND



478k
sq. ft. of convention center event space

PLAN ON PORTLAND



#1 foodie city in America
WalletFish, Oct. 2022

0% sales tax
on food & beverage,
venues & vendors

Imagine a destination with no sales tax, where the savings you'll see from banquets to AV expenses are automatic. Completely effortless savings. Nice, right? That's Portland.

PLAN ON PORTLAND
TravelPortland.com/Meetings

DIRECT MAIL



CONVENTION UPDATES



HOSTING HIGHLIGHTS

- TESOL International Association March 2023
- Specialty Coffee Association of America April 2023
- Government Finance Officers Association May 2023



SPECIALTY COFFEE ASSOCIATION OF AMERICA

Occupancy (%)	19	20	21	22
This Year	80.3	92.8	93.1	84.8
Last Year	58.0	50.1	55.4	58.8
Percent Change	38.4	85.1	68.2	44.1



															Current Week								
Occupancy (%)	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
This Year	61.5	35.9	51.0	59.2	55.3	50.1	54.5	55.5	33.3	41.0	45.2	48.5	49.9	53.5	55.8	37.8	48.0	67.5	80.3	92.8	93.1	84.8	
Last Year	57.6	48.2	54.4	54.7	52.5	53.7	56.3	52.6	34.0	44.7	53.4	54.5	51.8	58.0	49.9	30.4	38.5	48.6	58.0	50.1	55.4	58.8	
Percent Change	6.8	-25.6	-6.2	8.2	5.2	-6.7	-3.3	5.4	-2.0	-8.2	-15.3	-10.9	-3.6	-7.8	12.0	24.5	24.8	39.1	38.4	85.1	68.2	44.1	
ADR	Apr																						
This Year	167.08	157.63	168.76	168.65	165.38	158.83	155.73	154.26	142.50	153.85	156.35	155.50	152.89	151.38	151.50	146.08	158.76	169.22	180.36	197.76	201.09	191.45	
Last Year	160.42	161.31	167.82	168.64	163.37	162.03	161.45	157.46	149.03	162.59	163.93	163.52	157.49	151.65	151.15	140.41	149.91	159.09	157.98	153.89	156.51	155.60	
Percent Change	4.2	-2.3	0.6	0.0	1.2	-2.0	-3.5	-2.0	-4.4	-5.4	-4.6	-4.9	-2.9	-0.2	0.2	4.0	5.9	6.4	14.2	28.5	28.5	23.0	
Revenue	Apr																						
This Year	1,032,399	568,108	864,407	1,003,108	918,021	800,027	851,833	859,991	477,391	634,009	710,592	758,208	766,720	813,989	849,446	554,820	765,692	1,147,821	1,455,164	1,843,730	1,880,836	1,629,977	
Last Year	925,598	778,988	913,932	924,637	860,164	872,213	911,215	830,465	508,045	728,239	877,832	892,658	817,080	881,986	755,005	427,421	577,746	773,967	918,650	772,988	868,339	916,946	
Percent Change	11.5	-27.1	-5.4	8.5	6.7	-8.3	-6.5	3.6	-6.0	-12.9	-19.1	-15.1	-6.2	-7.7	12.5	29.8	32.5	48.3	58.4	138.5	116.6	77.8	

Source: STR (Central City)

COMING SOON!

Business	Date	Attendees
Association of Higher Education and Disability	July 2023	1,500
Society for the Advancement of Chicanos/Hispanics and Native Americans in Science	October 2023	4,000
National Organization of Minority Architects	October 2023	1,200
National Tribal Youth Association	July 2024	2,000

FY 22/23 Big Wins!!!

2030 Women's Final Four & WBCA Annual Convention

April 2030

Moda Center

Oregon Convention Center

10,700 Room Nights

15,000+ Attendees



FY 22/23 BIG WINS!!!

June 27 – July 7, 2025
Oregon Convention Center
Keller Auditorium
Schnitzer Concert Hall

5,500 Peak Rooms
34,950 Total Rooms



SPORT OREGON





SPORT OREGON UPDATE

- Travel Portland Partnership
- Program of Work
- NCAA Bid Portal





SPORT OREGON UPDATE

- Momentum
- Motor Sports
- Sports ETA

THANK YOU

TRAVEL
PORTLAND

