



CITY OF PORTLAND

TOURISM IMPROVEMENT DISTRICT

TRAVEL

PORTLAND



JEFF MILLER
President & CEO

WHO IS TRAVEL PORTLAND?

Travel Portland generates travel demand to drive economic impact for Portland. We promote the city in bold, innovative and collaborative ways, harnessing Portland's personality and values and connecting visitors to authentic experiences — which can have transformative effects on our guests and community.

STRUCTURING OUR PRIORITIES



ECONOMIC IMPACTS ON TOURISM

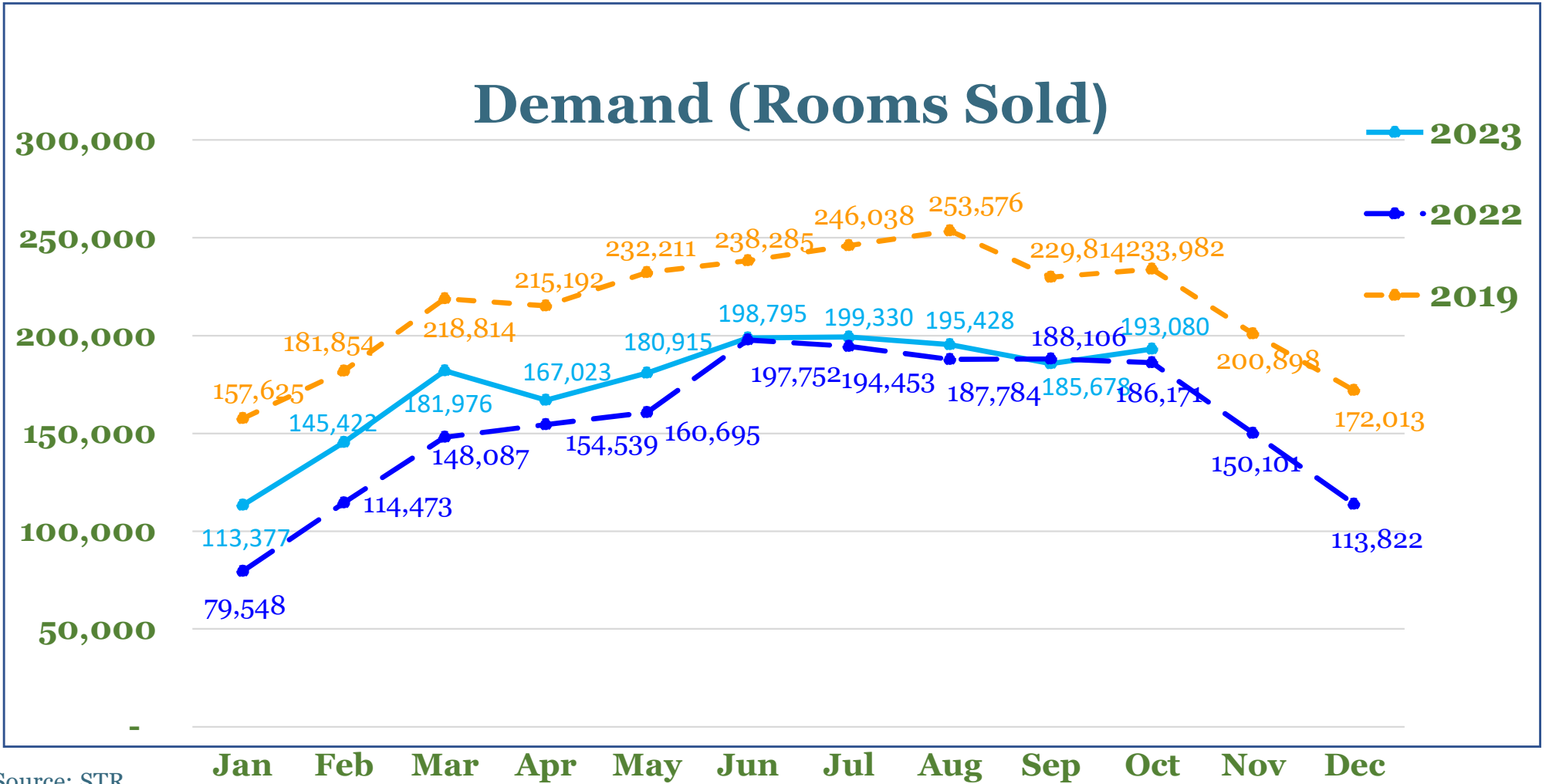


PORTLAND HOTEL COMP SET COMPARISION DOWNTOWN (October 2023)

	Current Month - October 2023 vs October 2022						Year to Date - October 2023 vs October 2022					
	Occ %		ADR		Room Rev	Room Sold	Occ %		ADR		Room Rev	Room Sold
	2023	2022	2023	2022	Percent Change from October 2022		2023	2022	2023	2022	Percent Change from YTD 2022	
Downtown / CBD												
Denver Downtown	75.6	76.1	234.57	224.29	5.6	1.0	71.2	68.3	216.64	204.99	12.2	6.2
Seattle CBD, WA	76.3	75.3	226.92	223.09	3.8	2.0	70.6	67.3	231.37	218.76	14.8	8.6
Salt Lake Downtown+	70.2	69.5	167.53	162.50	4.2	1.0	69.4	67.0	169.87	164.42	7.0	3.6
San Diego CBD, CA	75.4	76.9	256.82	255.88	-0.6	-0.9	76.5	73.6	257.66	248.14	8.5	4.5
Phoenix Central, AZ	71.1	69.4	232.91	219.38	7.4	1.2	68.8	65.7	222.66	203.71	14.2	4.4
Nashville CBD, TN	84.0	84.3	330.49	327.50	2.8	1.9	77.4	75.4	298.86	286.32	13.9	9.1
Austin CBD, TX	76.4	78.7	356.31	349.85	2.1	0.3	69.6	70.1	262.43	253.24	5.6	1.9
San Antonio CBD, TX	64.1	66.9	177.74	192.22	-9.3	-1.9	63.0	63.6	174.44	175.05	3.2	3.6
Minneapolis CBD, MN	64.5	55.4	193.53	181.46	28.4	20.4	54.0	48.7	173.20	169.00	21.2	18.3
San Francisco Market St, CA	65.1	65.9	252.29	242.66	3.3	-0.6	62.5	60.5	254.61	234.57	19.8	10.3
Anaheim - Disneyland, CA	82.5	85.5	268.92	246.01	7.2	-2.0	76.9	75.1	242.71	228.96	8.8	2.6
Long Beach, CA	75.1	75.3	183.20	174.80	7.2	2.3	74.2	74.2	182.50	168.57	9.7	1.3
Vancouver, BC Downtown	80.6	79.5	229.35	193.45	20.2	1.3	80.5	72.4	246.29	224.25	22.6	11.6
Portland Central City+	61.9	59.7	165.63	168.14	2.3	3.8	57.7	52.8	164.61	164.83	9.2	9.4

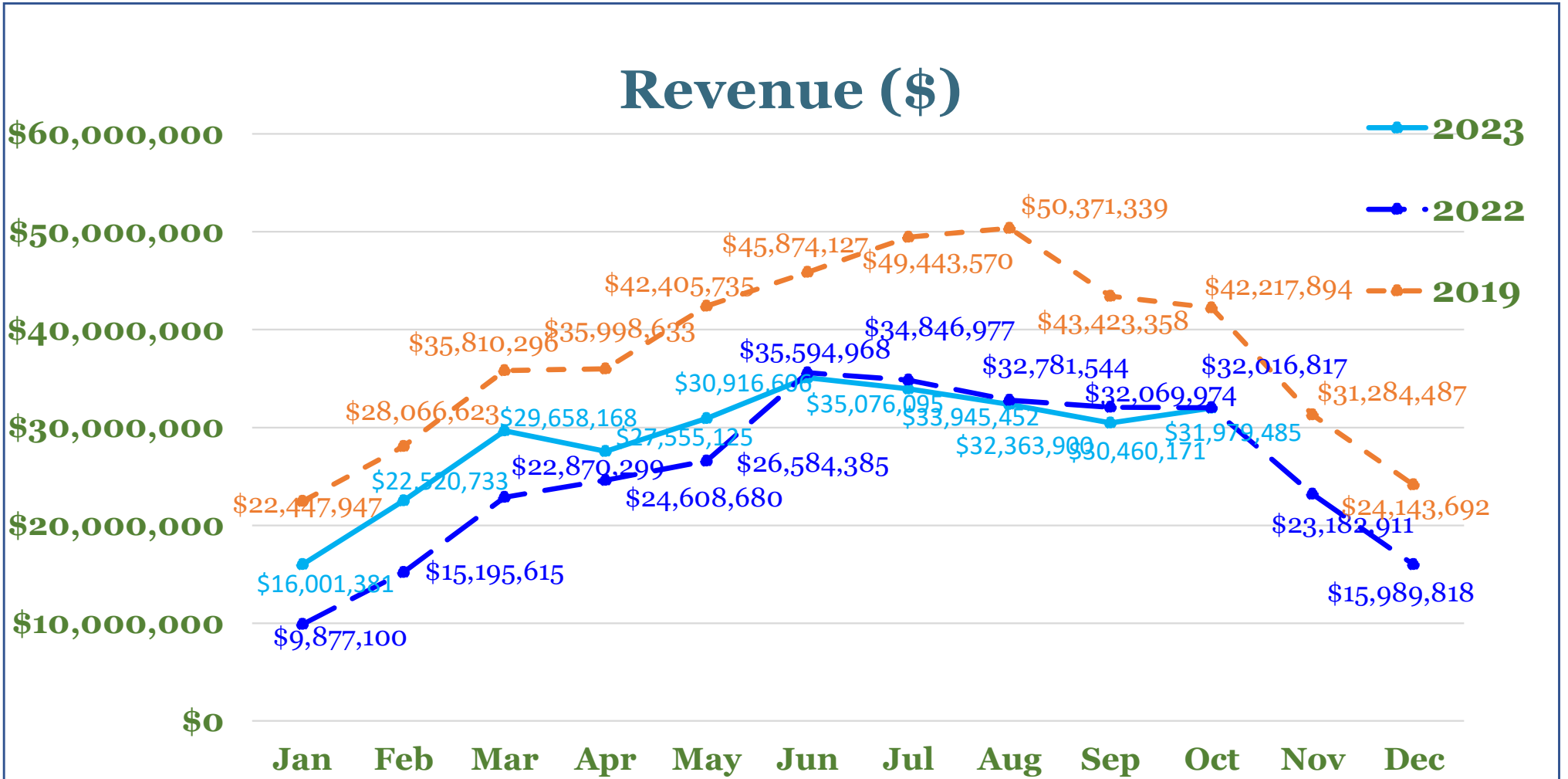
*This represents compound growth on top of a significantly stronger 2022 in these destinations

PORTLAND HOTEL PERFORMANCE: CENTRAL CITY



Source: STR

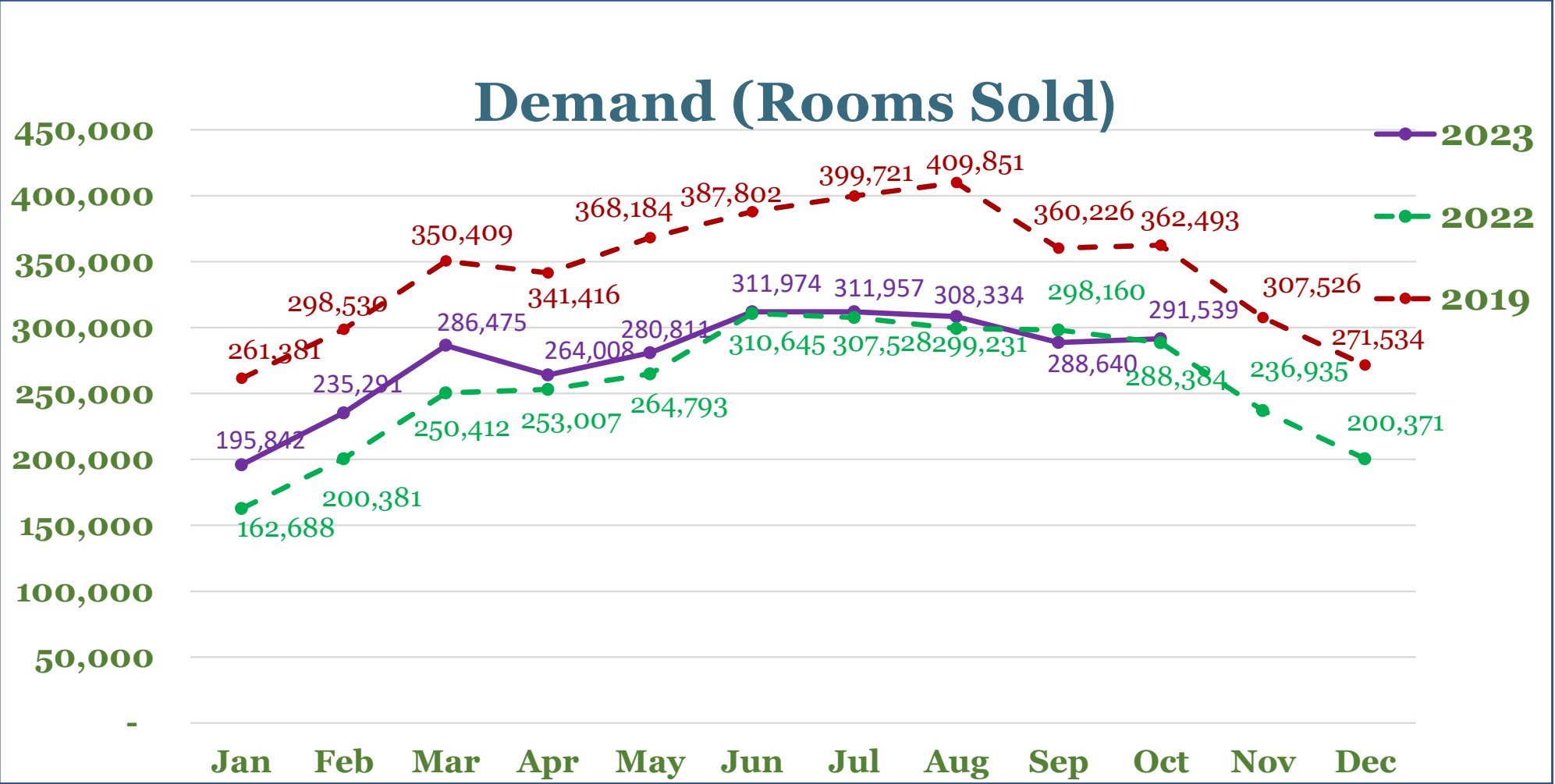
PORTLAND HOTEL PERFORMANCE:CENTRAL CITY



Source: STR

PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

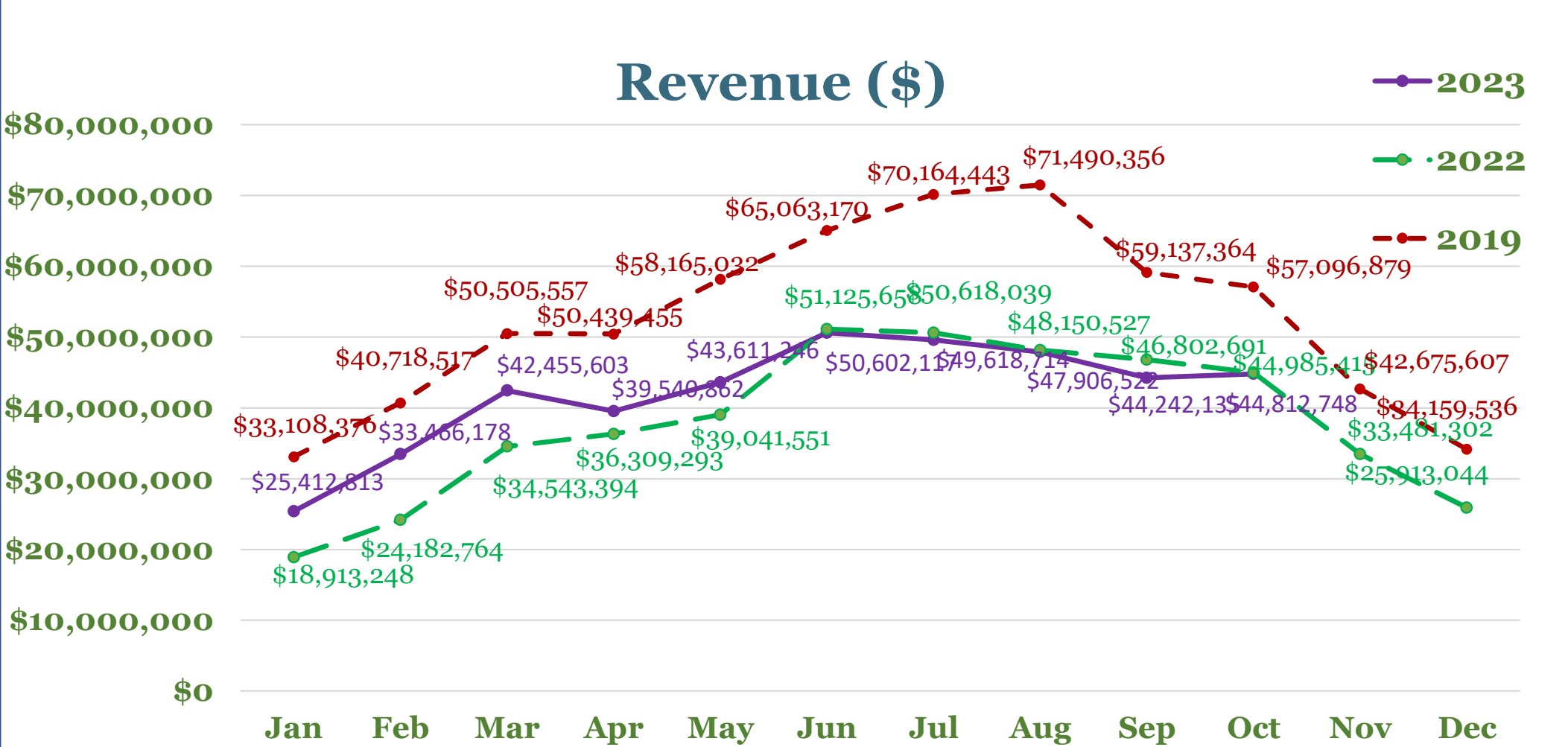
(CITY OF PORTLAND+ INCLUDES CENTRAL CITY, AIRPORT, JANTZEN BEACH, AND EASTSIDE)



Source: STR

PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

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



Source: STR

STR REPORT - CITY OF PORTLAND+

Revenue		2023
This Year		421,250,291
Last Year		394,374,427
Percent Change		7%

Revenue	2023									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	25,412,996	33,003,958	42,480,462	39,540,862	43,611,688	50,617,811	49,620,166	47,961,302	44,242,135	44,758,911
Last Year	18,911,197	24,814,813	34,556,605	36,768,520	39,069,459	51,053,789	50,545,219	48,088,126	46,614,771	43,951,929
Percent Change	34%	33%	23%	8%	12%	-1%	-2%	0%	-5%	2%

+19%

-1%

FY24 BUDGET CUT

	Budget	Slow Recovery	No Recovery	Decline
<i>% YoY (TID TLT combined)</i>	+17%	+4%	0%	-4%
<i>% of the FY19</i>	90%	80%	77%	74%
<i>Bottomline with no expense cut</i>	-	-\$2.8M	-\$3.6M	-\$4.4M
<i>Proposed program cut</i>	-	-\$1.3M	-\$2.1M	-\$2.9M
<i>Dip into Reserve</i>	-	-\$1.5M	-\$1.5M	-\$1.5M



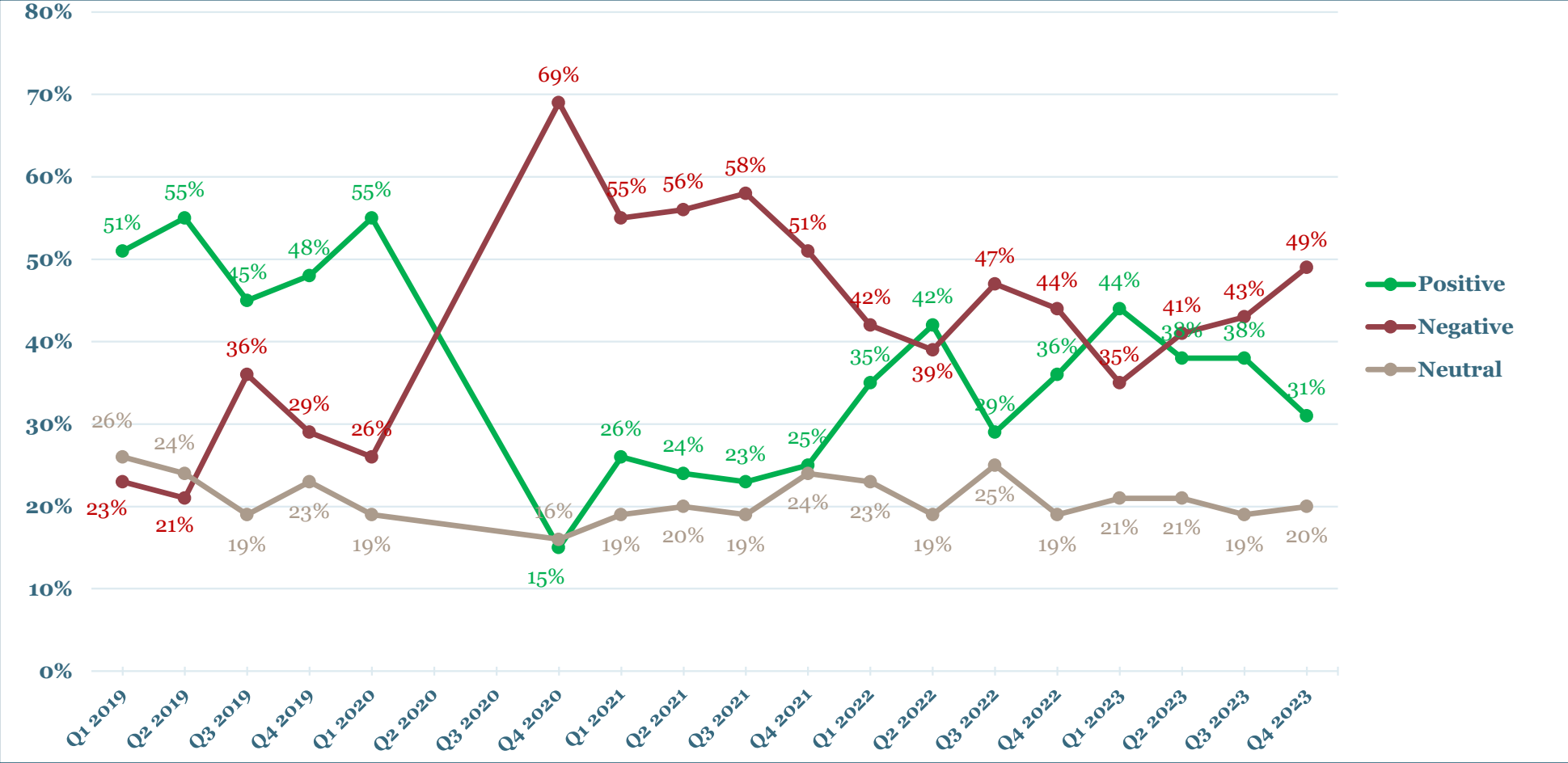
MEGAN CONWAY
Chief Strategy Officer

CONSUMER SENTIMENT



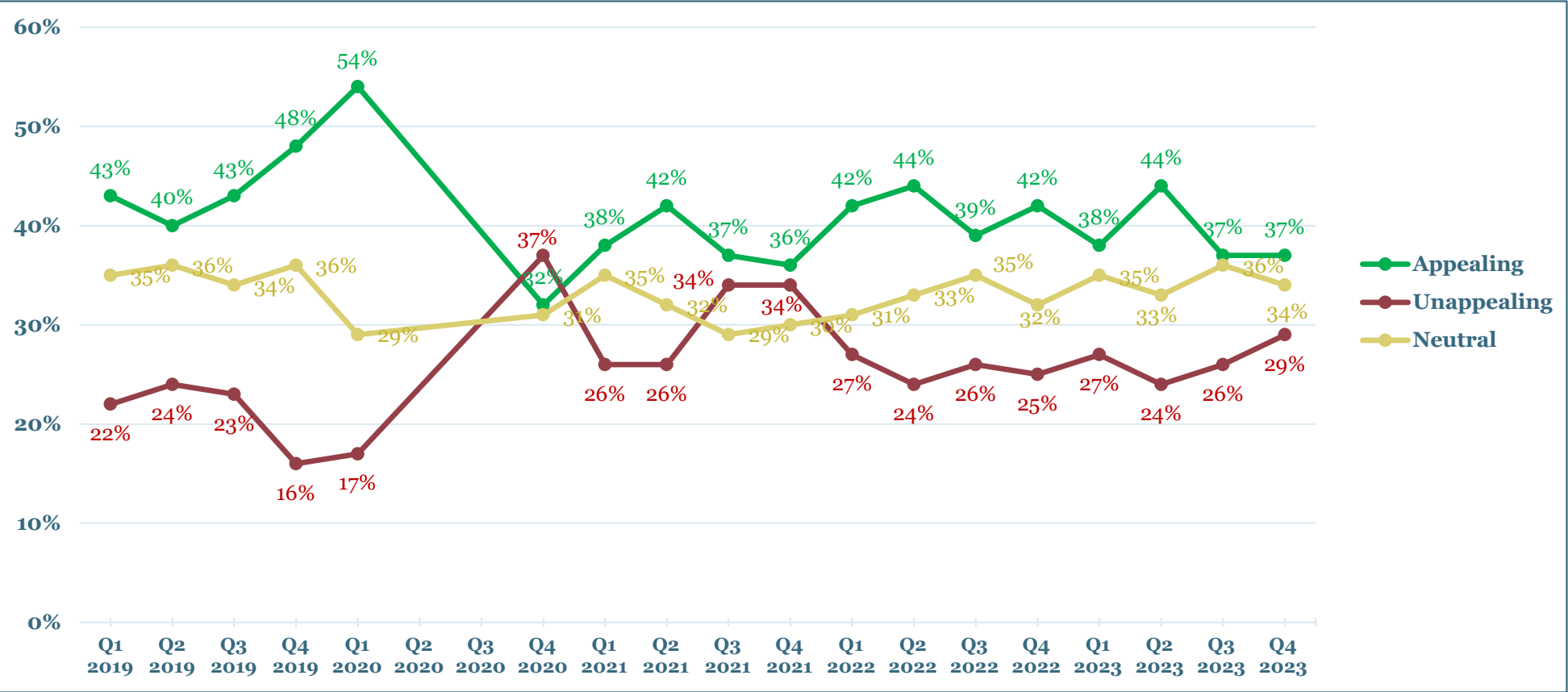
PORTLAND CONSUMER RESEARCH

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



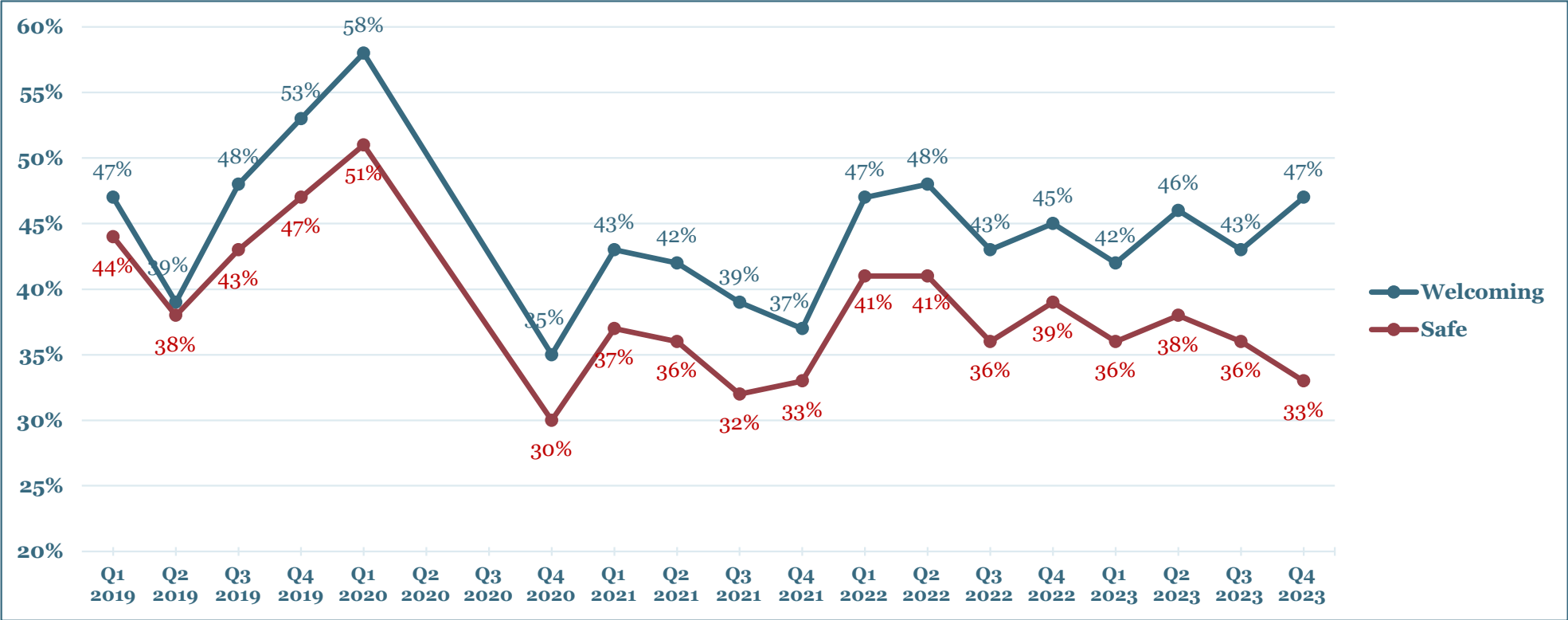
PORTLAND CONSUMER RESEARCH

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



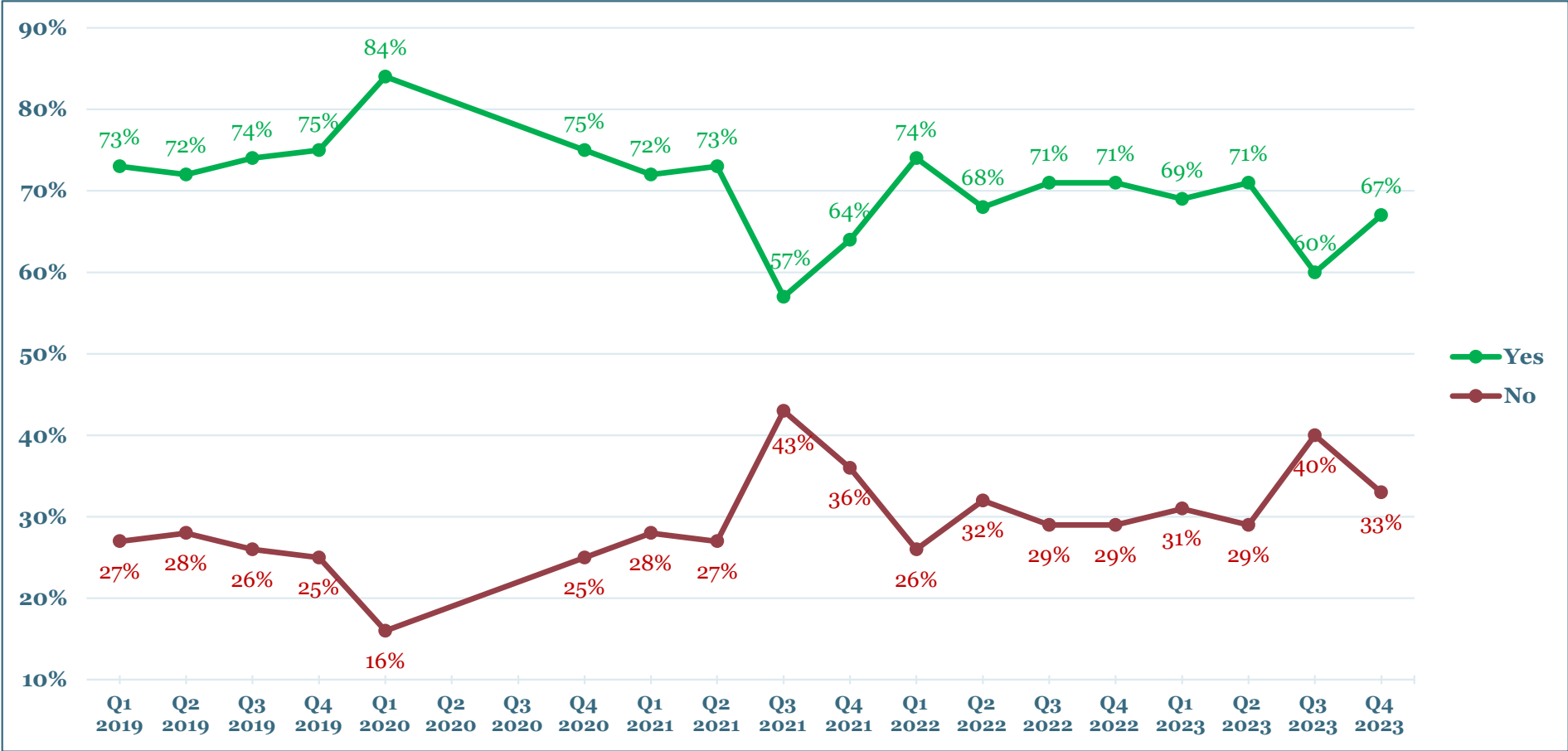
PORTLAND CONSUMER RESEARCH

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



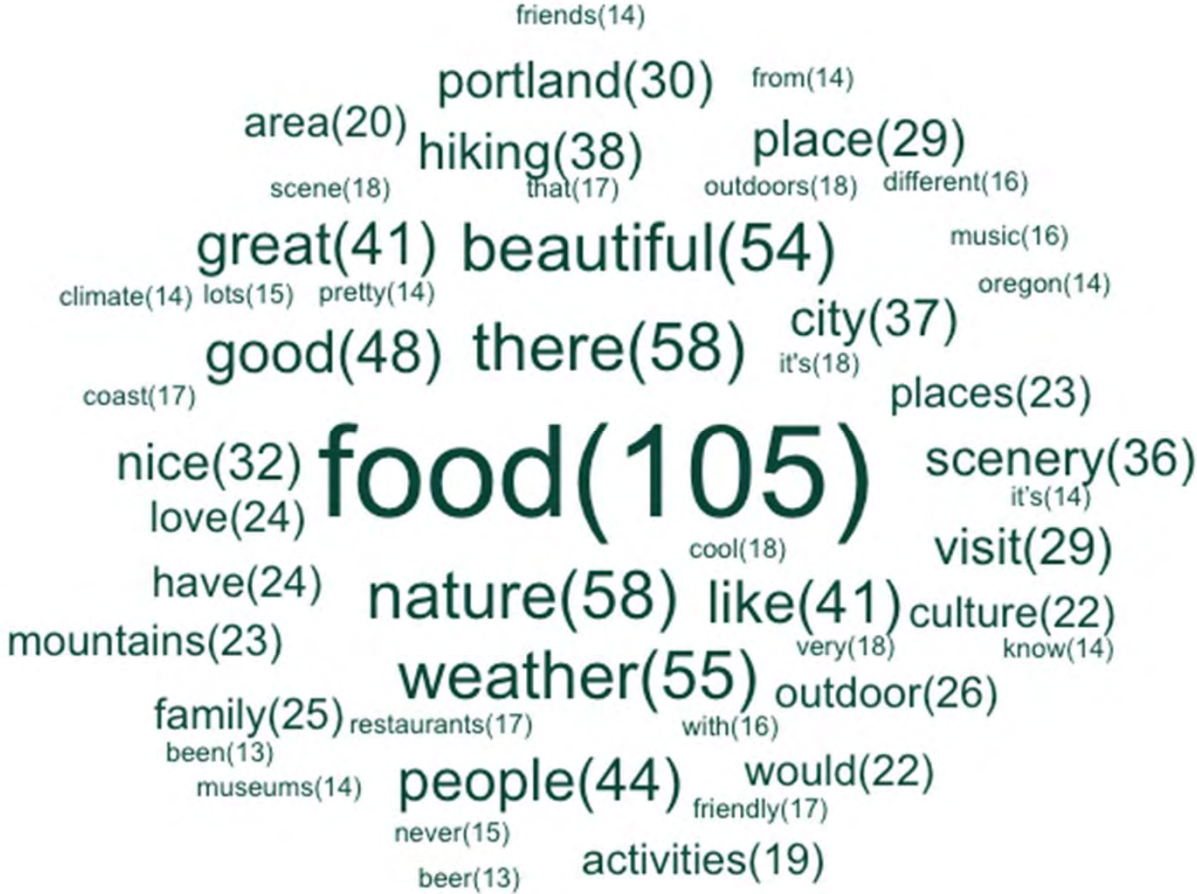
PORTLAND CONSUMER RESEARCH

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



PORTLAND CONSUMER RESEARCH

Q: What do you feel is appealing about Portland as a vacation destination?



PUBLIC RELATIONS

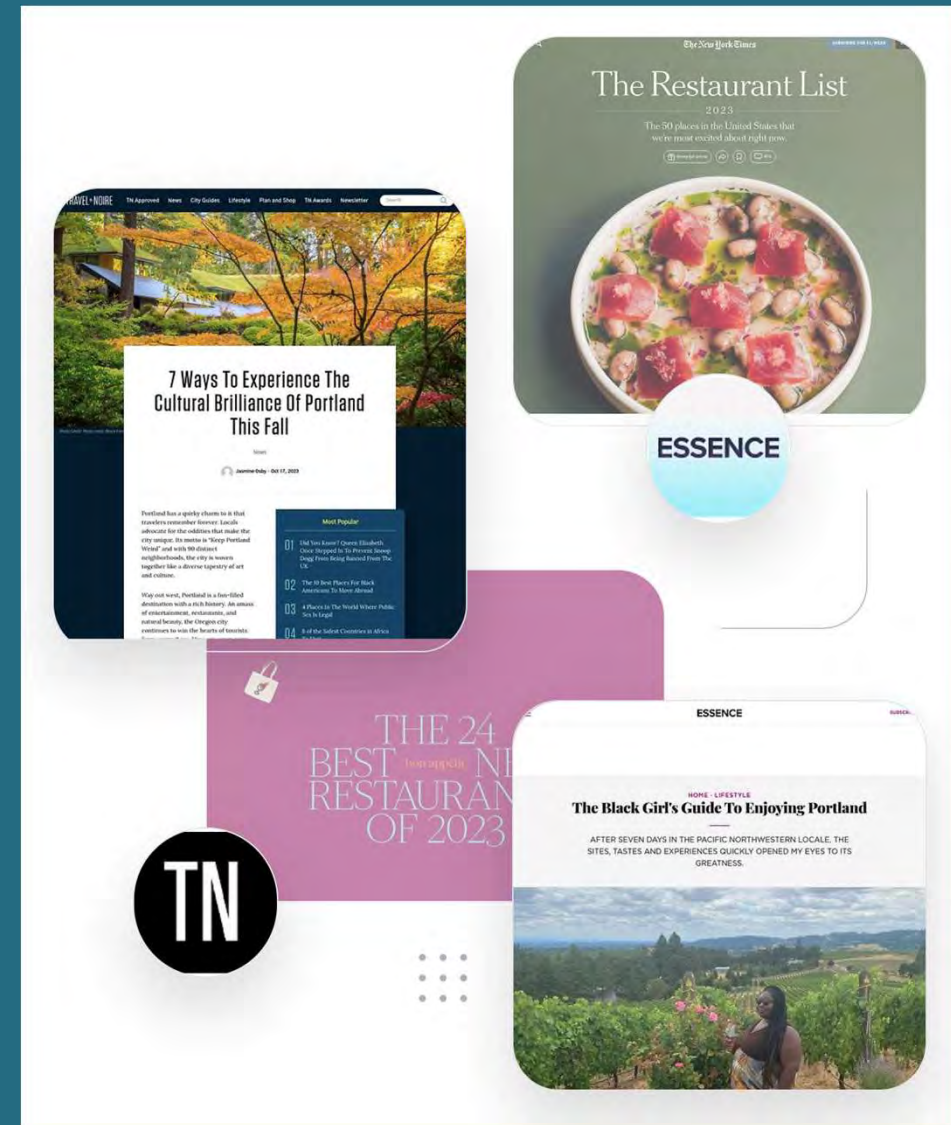


PUBLIC RELATIONS

Media interest in Portland regarding travel remains strong

2022-23

- Travel Portland hosted 115 travel journalists and content creators
- More than 320 positive media placements and 5.2 billion impressions
- More than 1,000 EDI engagements with media





THE 24 BEST bon appétit NEW RESTAURANTS OF 2023



A whole head of cauliflower isn't typically the sort of dish I lie awake thinking about. So imagine my surprise when I sliced into the one served at Portland, Oregon's dazzling new Haitian restaurant, Kann. Rubbed with jerk spices, cooked over a crackling wood fire, and lazing in a cooling pool of sour coconut cream, it was one of the most exhilarating things I tasted all year. Little moments of joy and wonder like this one overwhelmed us as we ate our way across the country in search of the Best New Restaurants of 2023.

The New York Times

The Restaurant List

2023

The 50 places in the United States that we're most excited about right now.

[Share full article](#) [Share](#) [Bookmark](#) [522](#)

Lilia Comedor Portland



Cafe Olli Portland



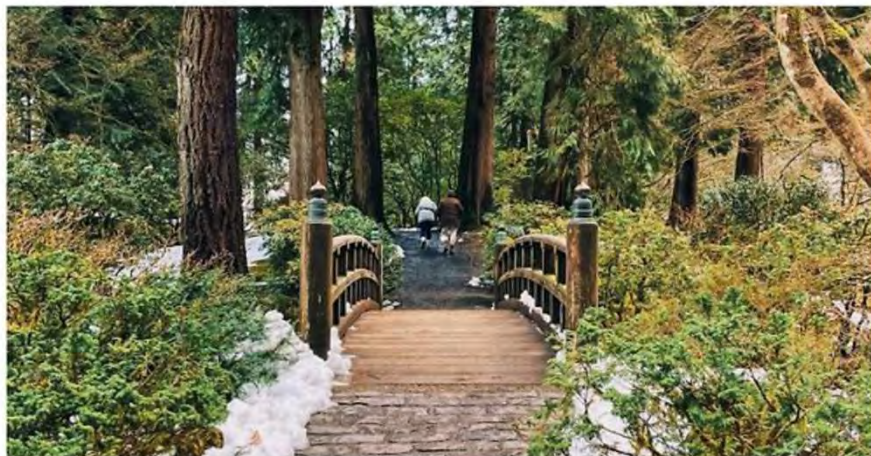


TRAVEL INSPIRATION > WHERE TO TRAVEL NEXT > WHERE TO GO IN FALL

By Mark Ellwood
• August 29, 2023

Not Sure Where to Travel This November? Go to One of These 10 Places.

If you're looking for ideas on where to travel this November, consider going to one of these 10 incredible places around the world.



Enjoy the colder weather in places like Portland, a city known for its parks, bridges, and books. Photo by

TRIP IDEAS

This Tour to Oregon's Tallest Waterfall Was Voted One of the Best Travel Experiences in the U.S.

There's an 80-mile canyon east of Portland, and this top-rated tour is the best way to see it.

By [Rachel Chang](#) | Published on May 21, 2023



PHOTO: DAVID GN PHOTOGRAPHY/GETTY IMAGES

From the International Rose Test Garden and the Garden to the Willamette River and views of Mou is a sanctuary of natural wonders peppered into a off-beat enough to be proudly "weird." But just ab downtown into the Columbia River Gorge, a whole rivers pirouette over cliff sides in some of the mo the world, each with a personality of its own.

Los Angeles Times

TRAVEL & EXPERIENCES

12 kid-friendly things to do around Portland, like meet robots and zip-line from trees

HOME · LIFESTYLE

The Black Girl's Guide To Enjoying Portland

AFTER SEVEN DAYS IN THE PACIFIC NORTHWESTERN LOCALE, THE SITES, TASTES AND EXPERIENCES QUICKLY OPENED MY EYES TO ITS GREATNESS.



TRAVEL+NOIRE TN Approved News City Guides Lifestyle Plan and Shop TN Awards Newsletter Search

7 Ways to Experience The Cultural Brilliance Of Portland This Fall

News

Jasmine Osby · Oct 17, 2023

Portland has a quirky charm to it that travelers remember forever. Locals advocate for the oddities that make the

Most Popular

TRAVEL+NOIRE TN Approved News City Guides Lifestyle Plan and Shop TN Awards Newsletter Search

How to Spend 24 Hours in Black-owned Portland

Black Owned Business, Destination Diaries

Rafael Peña · Aug 15, 2023



STRATEGIC COMMUNICATIONS

- New endeavor seeks to align messaging, open communications to improve national coverage of Portland's challenges and address decline in reputation
- Current national front page media coverage often excludes Portland stakeholders or omits how the city is responding to challenges
- Other cities have enacted similar plans in response to similar circumstances

TRAVEL PORTLAND PARTNERSHIP STATISTICS



PARTNER STATISTICS

Our current partner totals:

- Total # partners: 1570 (+152 from last year)
- Total # BIPOC-owned: 209 (+54 from last year)
- Total # women-owned: 266 (+58 from last year)



VISITOR CENTER



PORTLAND VISITOR CENTER



- Serving visitors 7 days a week
- KultureCity Sensory Inclusive™ Certified Venue
- Activations for West End Wednesdays & Pacific NW Experience
- Pop-up visitor information at Portland Marathon, Bookfest, Holiday Press Event

PORTLAND VISITOR CENTER

- Up to 200+ visitors a week/40% International
- Japanese student tour groups
- Now offering on-demand translation services



STRATEGIC GRANTS & SPONSORSHIPS



EVENT SPONSORSHIPS TO DRIVE LEISURE DEMAND



July – December 2023:

- Black Friday Indigenous Marketplace
- Portland Book Festival
- Crafty Wonderland
- Portland Retro Gaming Expo

Average: 12.9% of attendees visiting from out-of-town

INFRASTRUCTURE GRANTS TO DRIVE LEISURE DEMAND



2023 Grant Recipients:

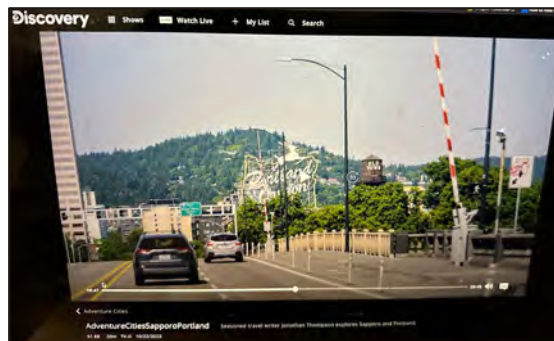
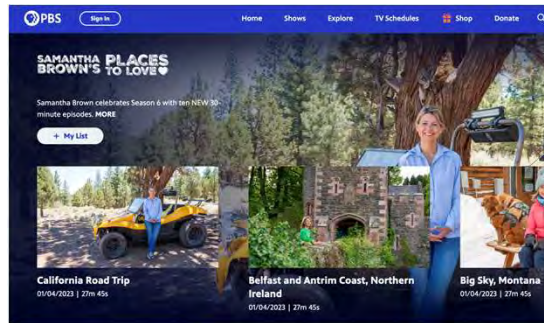
- Milagro Theatre
- Kickstand Comedy
- Lan Su Chinese Garden
- Portland Street Art Alliance
- PAM CUT Tomorrow Theater

2024 Grants open in January

PORTLAND EVENTS & FILM OFFICE PARTNERSHIP



PORTLAND EVENTS & FILM OFFICE PARTNERSHIP



	Q1	Q2	Q3	Q4	Total
Engagements	225	74	173	350	822
Room Nights	426	1104	3990	1120	6640
Lodging Spend	\$ 64,887	\$ 167,889	\$ 606,569	\$ 170,370	\$ 1,009,715
Permits	210	52	86	129	477

PORTLAND EVENTS & FILM OFFICE PARTNERSHIP



Scale Up Grants (capacity-building for mid-size events) FY23 \$100,000

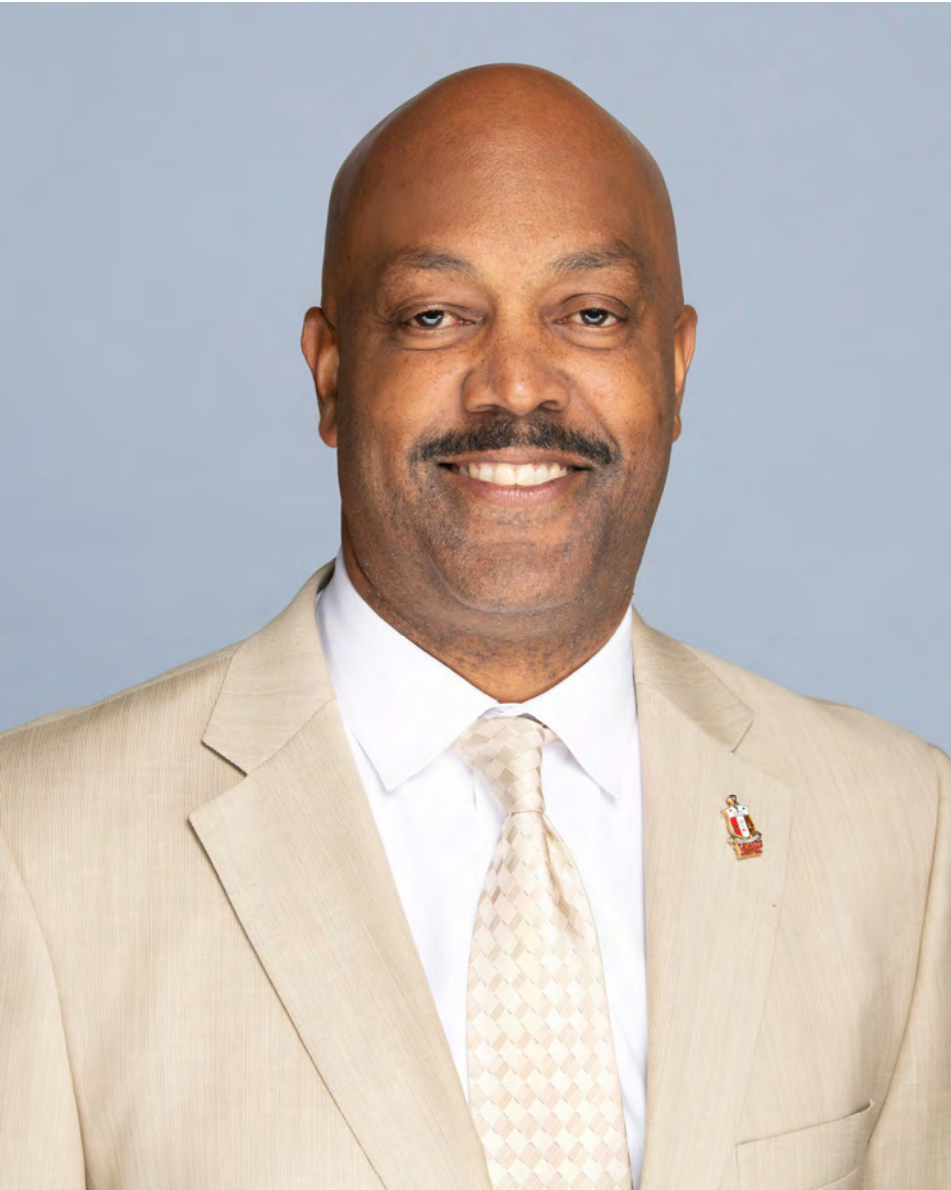
- 18 applications for events in Jan. – June 2024 with 750 – 5,000 attendees
- Up to 4 grants of up to \$25,000 may be awarded in first round
- Technical assistance in Marketing/PR

My People's Market

\$50,000 in FY23

\$50,000 in FY24

\$50,000 in FY25

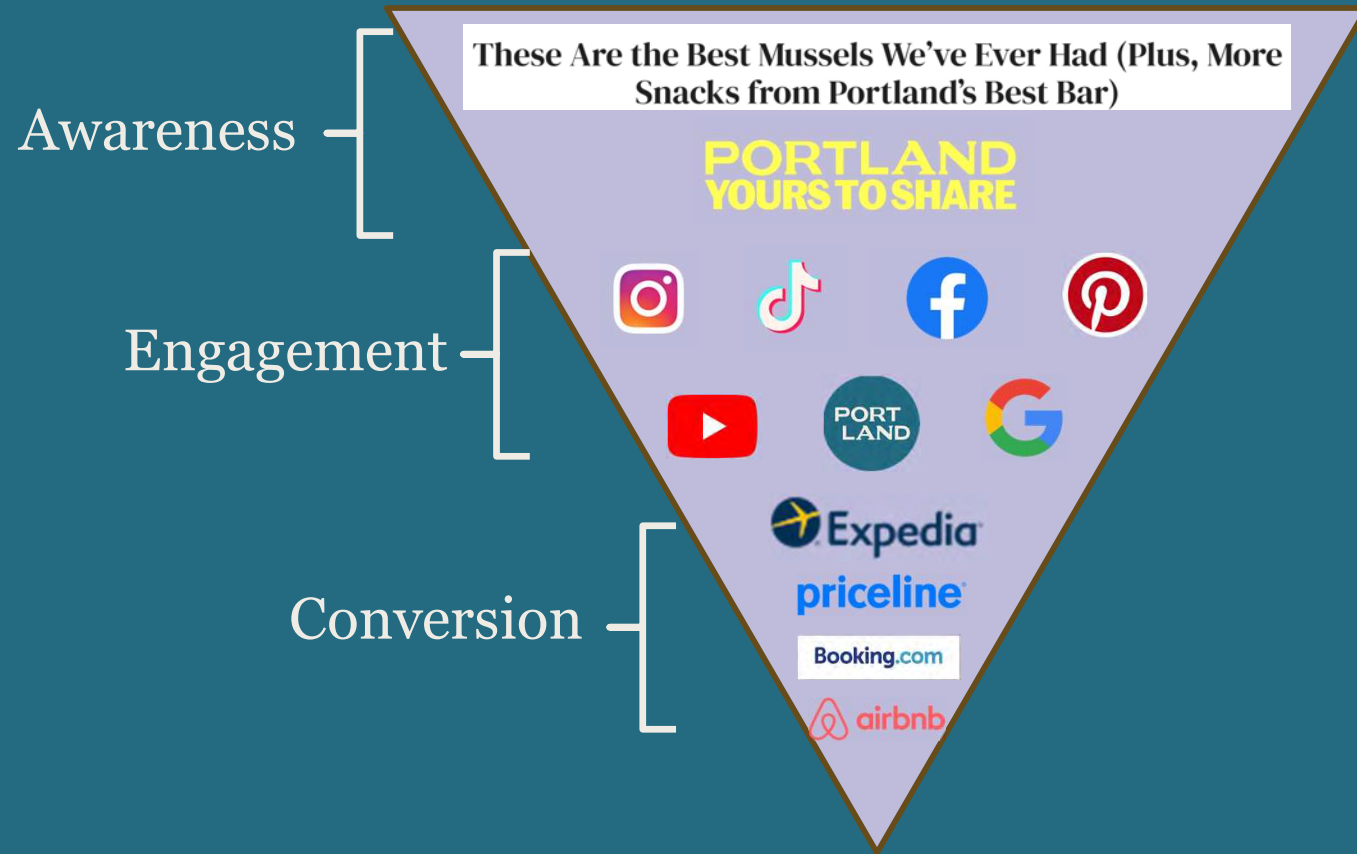


JAMES JESSIE
Chief Sales Officer

GENERATING LEISURE DEMAND



OUR APPROACH



ALWAYS-ON + LEISURE CAMPAIGN

Month											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

PR, social, content, Adwords, OTAs

ROI per dollar of
media spend: \$62*

**PORTLAND
YOURSTOSHARE**

*Phocuswright, 2023



Every neighborhood has a story.
Every corner has a tale.
Every street holds a legacy.

It's time to share the Portland
we all know and love.

DESIGN DIRECTIONS



YOURS TO SHARE: CONTENT PILLARS

Food & beverage

Culture

Outdoors

Shopping



BIG & BOLD



2021: THE LETTER

Los Angeles Times

The New York Times

San Francisco Chronicle

The Seattle Times

You've heard a lot about us lately.
It's been a while since you heard from us.

Some of what you've heard about Portland is true. Some is not.
What matters most is that we're true to ourselves.

Some of what you've heard about Portland is true. Some is not.
What matters most is that we're true to ourselves.

There's a river that cuts through the middle of our town.
It divides the east and west. But it's bridged — over and over again.
Twelve times, to be specific. And that's kind of a great
metaphor for this city.

We're a place of dualities that are never polarized.
Two sides to the same coin that keeps landing right on its edge.
Anything can happen. We like it this way.

This is the kind of place where new ideas are welcome — whether
they're creative, cutting-edge or curious at first glance.
You can speak up here. You can be yourself here.

We have some of the loudest voices on the West Coast.
And yes, passion pushes the volume all the way up.
We've always been like this.
We wouldn't have it any other way.

We have faith in the future. We're building it every day
the only way we know how, by being Portland.



Come see for yourself.

Love,

PORTLAND

SUPPORTING LIMITED-SERVICE HOTELS

Asian American Hotel Owners Association

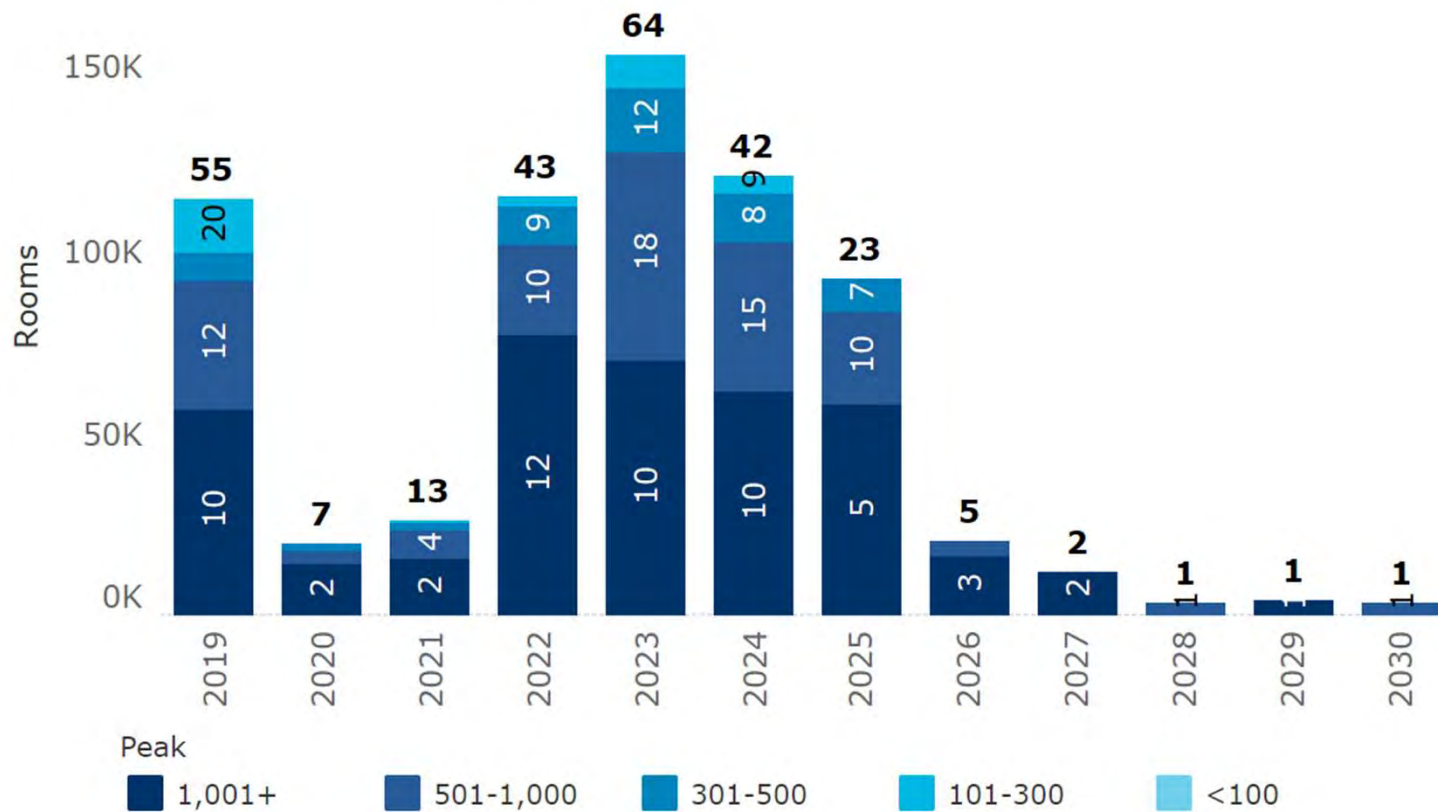
Platform	Room Nights: July - October	Return on Ad Spend
	7,589	20.2
	1,927	10.0

CONVENTION UPDATE



CONVENTION MARKET HEADWINDS

Booked Room Nights
Events and requested room nights



PORTLAND CITYWIDE BOOKINGS

Booked Room Nights by Year & Month

Total requested room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	2.1K	7.8K	18.0K	10.3K	13.9K	5.8K	17.9K	2.0K	13.8K	7.0K	6.1K	10.6K	115.4K
2020	3.8K	11.2K	5.7K										20.7K
2021						30		2.9K	11.3K	10.4K	1.7K	1.4K	27.7K
2022	641	3.8K	27.4K	9.8K	19.4K	14.8K	10.9K	5.3K	5.7K	16.0K	1.5K	512	115.9K
2023	3.3K	7.1K	25.2K	15.0K	28.5K	14.3K	12.1K	7.4K	7.7K	13.9K	8.0K	11.8K	154.4K
2024	9.0K	13.6K	13.8K	15.6K	11.3K	19.3K	20.8K	466	1.8K	13.4K	2.2K		121.2K
2025		2.5K	8.2K	8.4K	4.8K	36.8K	5.2K	2.1K	7.6K	7.7K	9.9K		93.1K
2026	2.7K	6.4K	2.9K		3.5K					6.4K			22.0K
2027				7.3K							5.8K		13.1K
2028								4.7K					4.7K
2029									5.9K				5.9K
2030							4.6K						4.6K

PORTLAND CITYWIDE TENTATIVE BUSINESS

Open Opportunities (Rooms) by Year & Month

Click to filter table and bar chart by month & year of event

Market Segment: All

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2023										628	5,387	11	6,026
2024	2,373	6,820	7,402	6,802	7,836	12,109	7,969	5,642	11,710	4,060	3,755	1,425	77,903
2025	7,473	4,818	12,092	12,465	9,558	14,632	16,765	2,060	10,066	15,691	7,869	2,777	116,266
2026	850	7,653	20,129	10,994	3,557	6,930	7,410	6,597	10,106	3,711	6,328	1,315	85,580
2027	2,350	7,917	9,377	6,787		9,811	4,522	2,225		9,000	603		52,592
2028	0	3,817	1,950	3,186	8,286	0	9,803	5,380		2,190	603	0	35,215

IT PAYS TO PLAN ON PORTLAND PROMOTION

- Promotion ran
Dec. 2022 - May 2023
- 62,428 Definite Room
Nights



It Pays to Plan on
PORTLAND

Earn up to \$20,000 in room rebates
by booking an event with 25+ rooms in 2023, 2024 or 2025.

Travel Portland Incentive

- ✓ **\$20 rebate per actualized room night**, paid directly to the Group.
- ✓ **Hosted site visit in Portland** for two customers (includes airfare, airport transportation, city tour). Bidding hotel(s) to offer complimentary accommodations based on availability.



CONVENTION CENTER BUSINESS PROMOTION



**Citywide
Advantage**

YOUR VISION, OUR VENUE

**Craft your vision
in Portland!**

Secure exclusive incentives for citywide business booked at the Oregon Convention Center from 2025 to 2030, elevating your event to new heights.

Incentives at the Oregon Convention Center

Incentives at participating hotels

RECENT WINS!!

American Counseling Association

- March 2027
- 1350 Peak, 5,374 Total

Defense Health Agency

- April 2024
- 1,734 Peak, 6,468 Total

Association of Zoos & Aquariums

- September 2026
- 1,200 peak, 5,800 total

American Animal Hospital Association

- 667 Peak, 2,724 total
- September 2026

NEW: ALIGNMENT WITH CONSUMER MARKETING

Shifting our media target

From



Towards



CONVENTION MARKETING

Adjusting our message

For planners



Portland's city center includes 1,000 hotel rooms within the measure 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. Portland offers something for everyone.

PLAN ON
PORTLAND
TravelPortland.com/Meetings



#1 foodie city in America
Walletoptim, Oct. 2022

0%

sales tax
on food & beverage,
venues & vendors

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

PLAN ON
PORTLAND
TravelPortland.com/Meetings

For decision-makers



PORTLAND YOURS TO SHARE



PORTLAND YOURS TO SHARE

DIVERSE MEETINGS



DIVERSE MEETINGS - COMING SOON!

Business	Date	Attendees
Center for Asian Pacific American Women	August 2023	35
Affiliated Tribes of Northwest Indians	January 2024	400
Kappa Alpha Psi Fraternity, Inc	March 2024	400
National Tribal Youth Association	July 2024	2,000

SOCIETY FOR THE ADVANCEMENT OF CHICANOS AND NATIVE AMERICANS IN SCIENCE

October 22-30, 2023

Occupancy (%)		Su	Mo	Tu	We	Th	Fr	Sa	Su
		22	23	24	25	26	27	28	29
This Year		38.2	43.1	54.9	91.5	87.6	86.2	74.7	30.0
Last Year		63.0	70.2	77.7	68.1	63.4	59.3	55.7	27.5
Percent Change		-39.4	-38.7	-29.3	34.3	38.1	45.3	34.2	8.9



Occupancy (%)																	Current Week							
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	Mo	Tu					
	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
This Year	51.0	54.4	62.5	67.3	62.6	72.2	73.3	46.4	59.0	63.2	68.2	64.3	58.9	63.4	38.2	43.1	54.9	91.5	87.6	86.2	74.7	30.0	33.0	40.0
Last Year	48.1	49.9	61.9	72.8	75.5	82.1	79.2	41.4	47.0	57.4	61.6	58.4	64.0	75.6	63.0	70.2	77.7	68.1	63.4	59.3	55.7	27.5	31.1	52.7
Percent Change	6.2	8.8	1.0	-7.5	-17.0	-12.0	-7.5	12.1	25.5	10.2	10.7	10.1	-7.9	-16.1	-39.4	-38.7	-29.3	34.3	38.1	45.3	34.2	8.9	6.1	-24.1

SPORT OREGON UPDATE

Travel Portland Partnership

NCAA Bid Portal

Sports ETA

SPORT[®] OREGON



THANK YOU

TRAVEL
PORTLAND

