

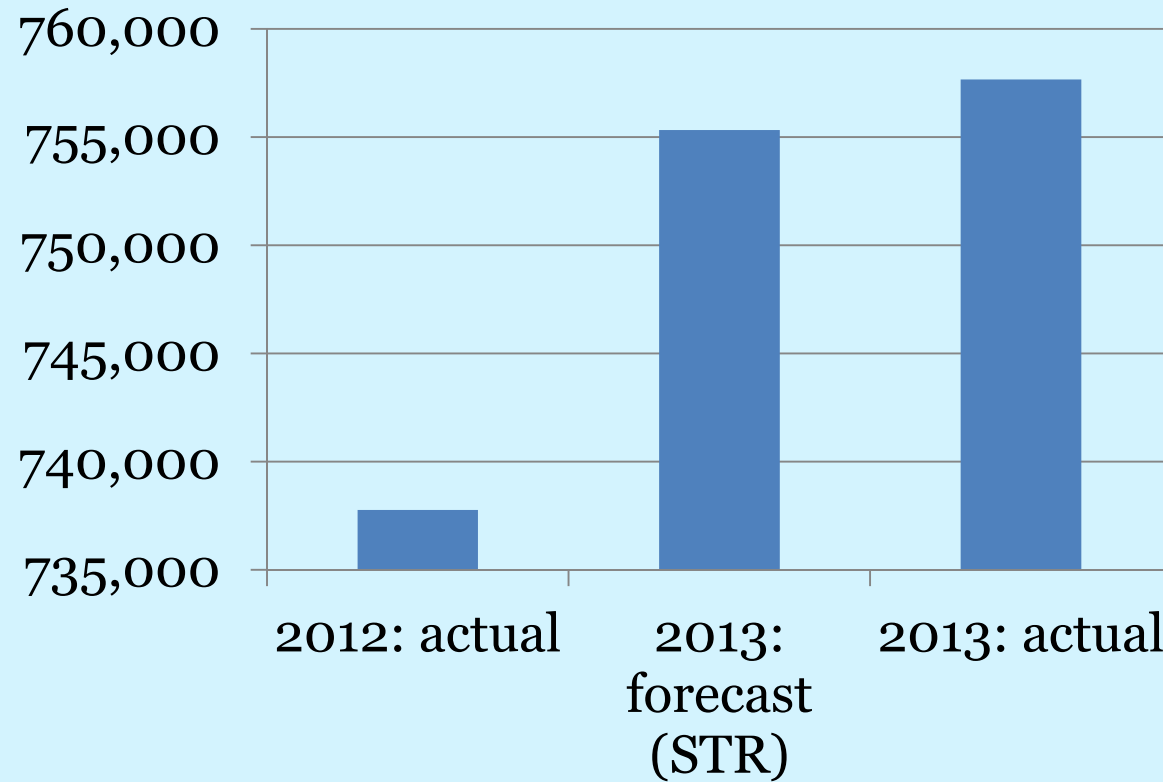


Winter Results:
Tourism Improvement District (TID) Hotels

May 15, 2013

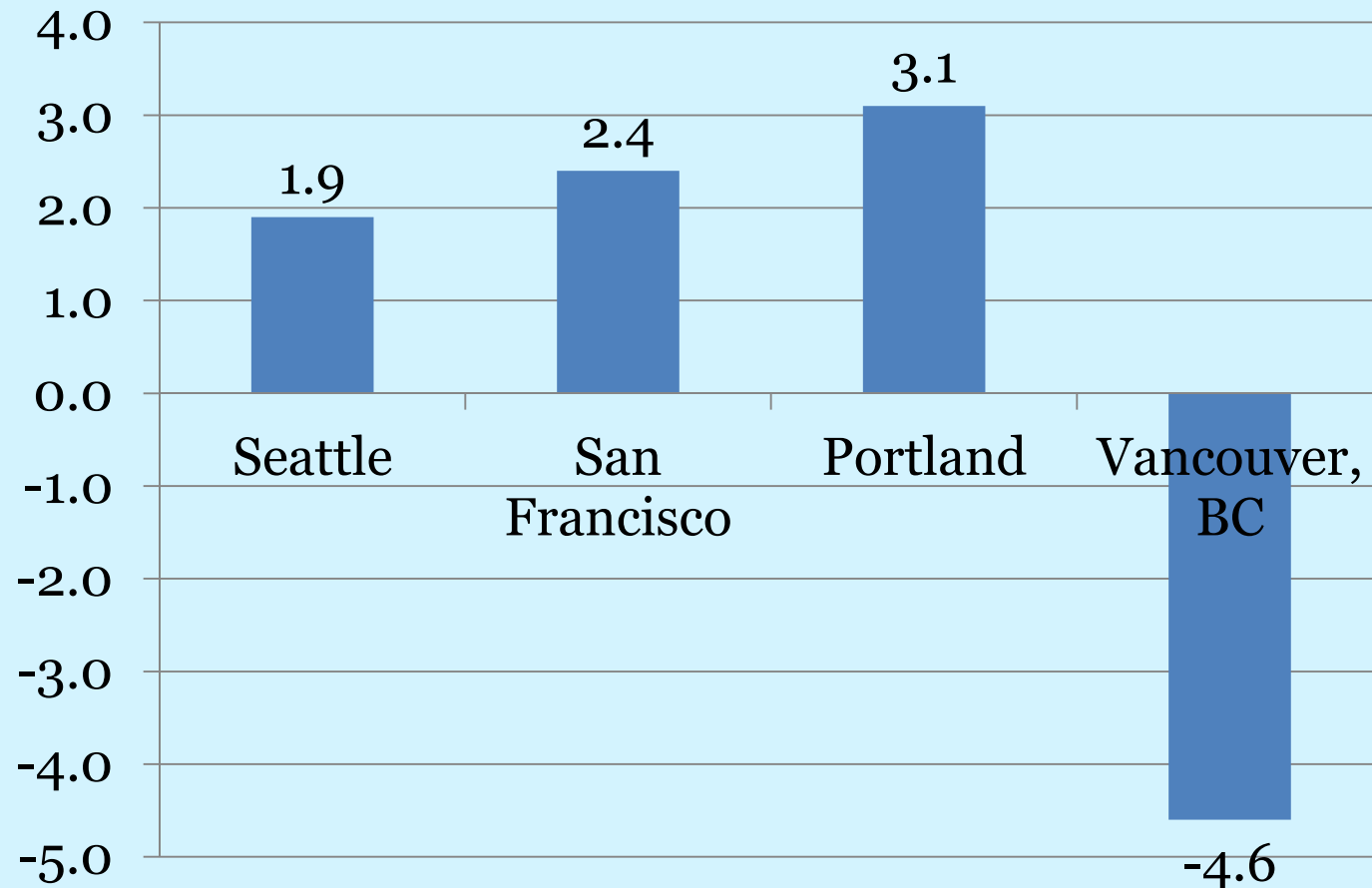
***YTD hotel results:
January - March***

DEMAND AT TID HOTELS

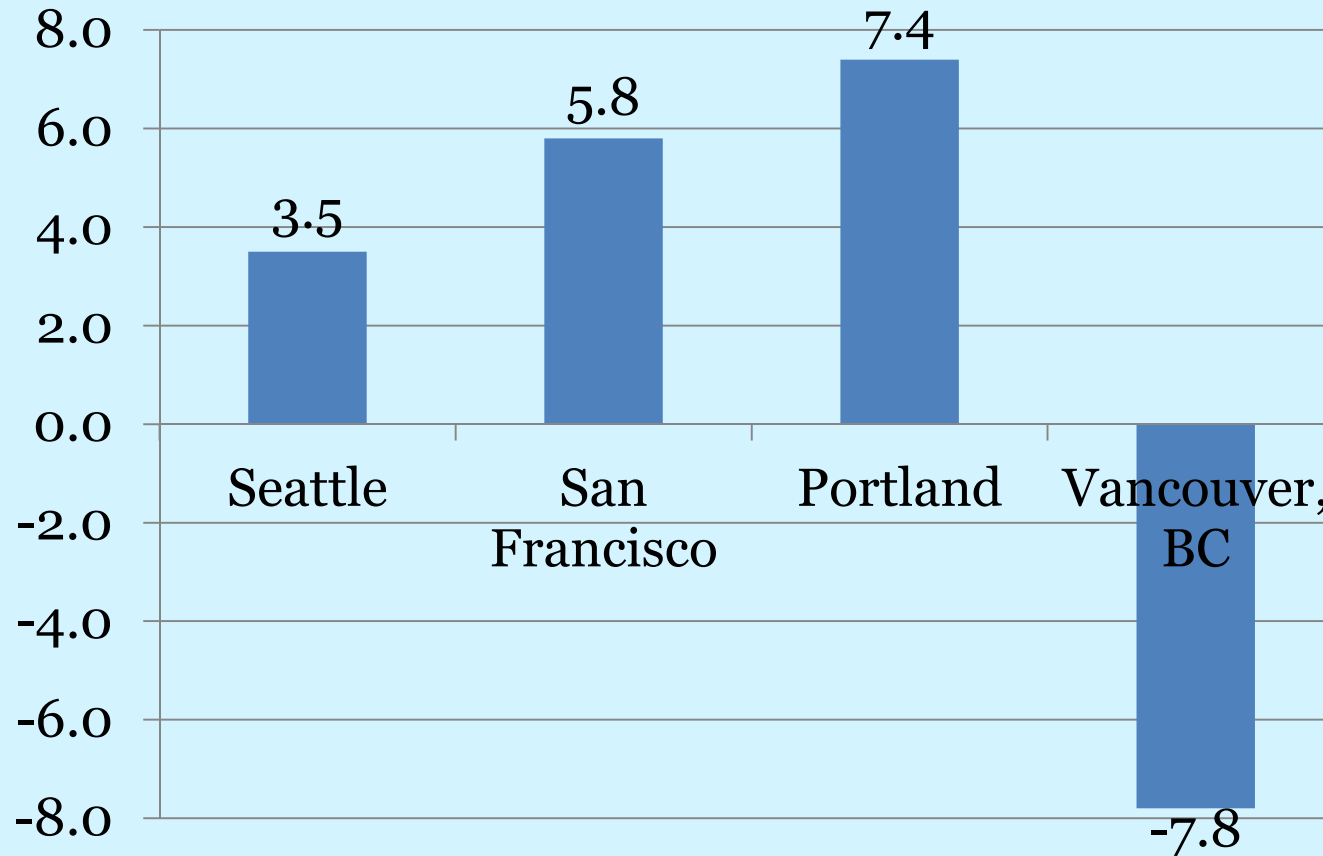


***Results vs. comp set
[market-level data]***

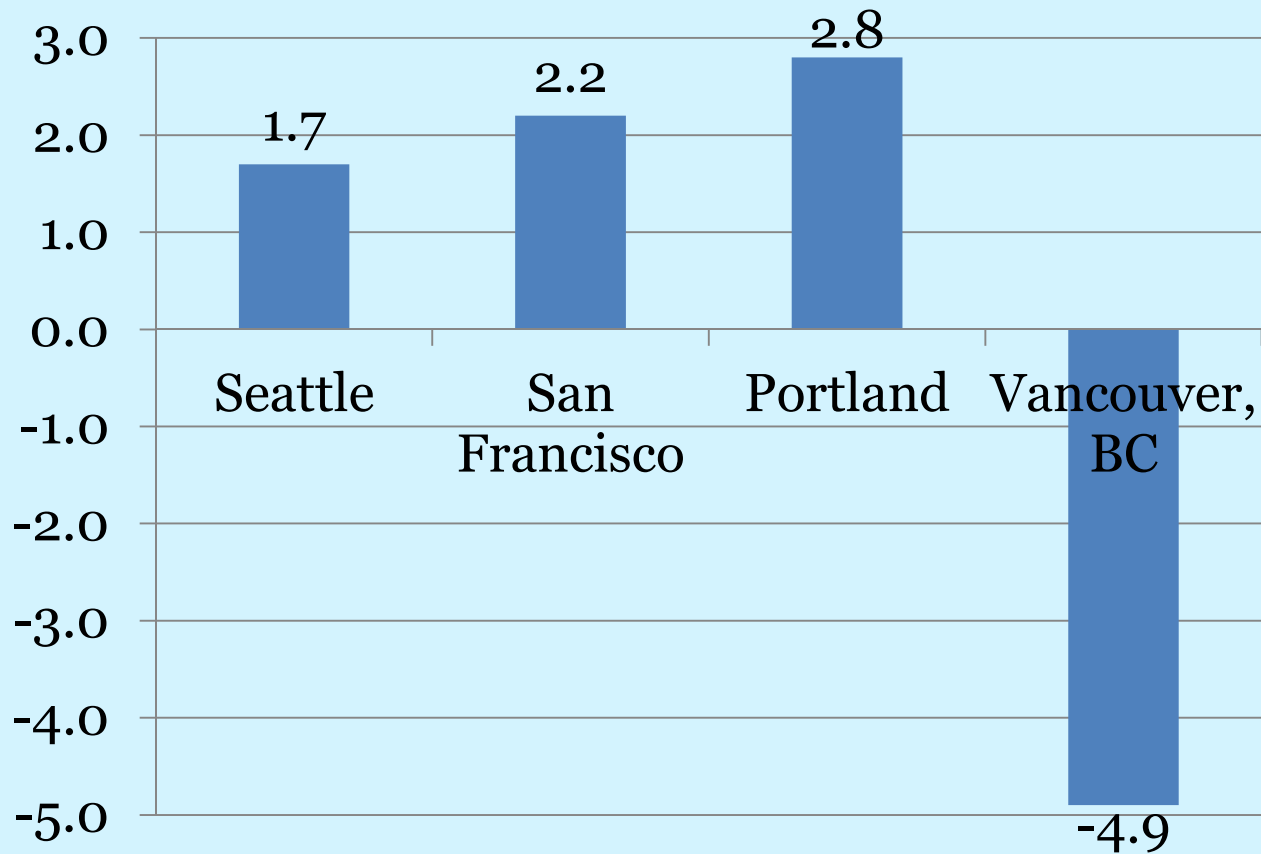
DEMAND: % CHANGE



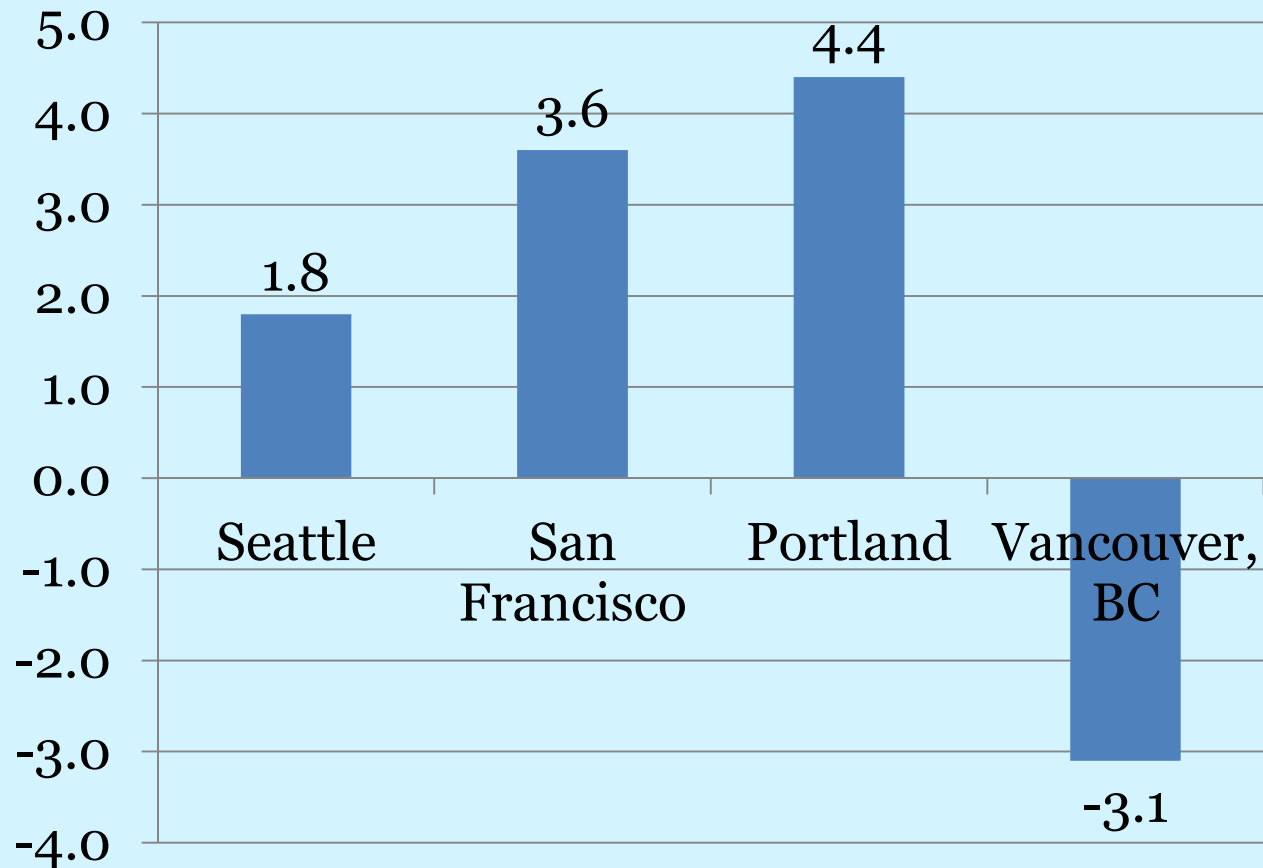
RevPAR: % CHANGE



OCCUPANCY: % CHANGE



ADR: % CHANGE



OTHER MEASUREMENTS



Post-campaign:
ad accountability study

Intent to travel

AD ACCOUNTABILITY



- May: Initial survey in Seattle and Vancouver, BC. *Did you see the ads, did you travel to Portland or do you intend to travel to Portland?*
- October: Follow-up. *Did you come to Portland?*
- The result: For every \$1 we spent on the campaign, we generated \$X in visitor spending.

INTENT TO TRAVEL: *TRAVELHORIZONS*



- National research panel, surveyed quarterly
- First quarter: 2,243 respondents
- Benchmark: 21% “likely” or “somewhat likely” to visit Portland in the next two years

travel
PORTLAND