

Portland, OR
2015 Tourism Advertising
Evaluation Study DRAFT

May 2015

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Research Objectives



- ⦿ The purpose of this research was to provide *an evaluation of Portland's late fall 2014/winter 2015 tourism advertising campaign in terms of:*
 - ⦿ *Awareness of the advertising*
 - ⦿ *The bottom line return on Portland's investment in the campaign in terms of :*
 - ⦿ *Incremental travel to Portland*
 - ⦿ *Incremental traveler spending in Portland*
 - ⦿ *Incremental state and local taxes.*

Research Method



- The study was conducted among a representative sample of adult travelers residing in Portland's advertising markets*.
 - *'Travelers' mean respondents had taken a day and/or overnight pleasure trip anywhere in the past 3 years and intend to take another in the next 2 years.*
- The survey was conducted via a major North American online consumer panel which is demographically balanced to represent the national population.
 - *1,494 individuals responded to the research.*

- *Survey sample markets were Seattle WA, Yakima WA, Pasco WA, Kennewick WA, Richland WA, Bend OR, Eugene OR and Vancouver, Canada
- Sample allocation was proportional to population

Research Method (Cont'd)



- ◉ Questionnaire content included:
 - ◉ ***Travel to Portland***
 - ◉ *Respondents reported the number of day and overnight trips they took to Portland during the advertising campaign.*
 - ◉ ***Advertising Awareness***
 - ◉ *Actual creative from the fall 2014/winter 2015 campaign was exposed and respondents reported recall of each.*
 - ◉ *We use this forced exposure approach to ensure that we are measuring the city-sponsored advertising only – not that of other Portland or Oregon entities, attractions and accommodation facilities.*

Research Method (Cont'd)



- **ROI calculation:**

- *The **Longwoods R.O.EYE™** method quantifies the relationship between awareness of campaign elements and trip taking.*
- *A baseline measure is generated to estimate the level of visitation that would have occurred in the absence of advertising activity.*
- *Using the principles and techniques of experimental design, we control for the effects of internal and external factors that could otherwise influence the result, such as economic conditions, catastrophic weather events, prior visitation, etc.*

The Campaign

- ⦿ The Portland fall 2014/winter 2015 campaign consisted of three phases:
 - ⦿ Phase One ran during November and December 2014
 - ⦿ Messaging focused on Portland's holiday tax-free shopping
 - ⦿ Creative ran in all Washington markets and Vancouver
 - ⦿ Media included TV, OOH, Online, Print
 - ⦿ Phase Two ran during January and February 2015
 - ⦿ Messaging focused on Portland's craft breweries and beers
 - ⦿ Creative ran in all markets: Seattle, Yakima and Tri-Cities WA, Vancouver, Eugene OR and Bend OR
 - ⦿ Media included TV, OOH, Online, Print
 - ⦿ Phase Three ran during February and March 2015
 - ⦿ Messaging focused on Portland Dining Month
 - ⦿ Creative ran in all markets: Seattle, Yakima and Tri-Cities WA, Vancouver, Eugene OR and Bend OR
 - ⦿ Media included TV, OOH, Online, Print

Main Findings

Advertising Impacts



- ◉ The campaign generated 553,681 incremental trips that would not otherwise have taken place, which brought \$70.1 million in incremental visitor spending and \$3.5 million in state and local taxes.
- ◉ 347,334 incremental trips were overnight trips and 206,347 were day trips.
- ◉ It cost \$3.98 in advertising to generate each incremental trip.
- ◉ Every \$1 invested in the Portland ad campaign in the evaluated markets generated \$30 in visitor spending and \$1.51 in tax revenue for the benefit of Portland residents.

2015 Short-Term Incremental Trips, Spending and Taxes Due to Advertising



	U.S.	Vancouver	Total
Ad Investment	\$1,428,724	\$875,745	\$2,304,469
Incremental Trips	436,023	117,658	553,681
Incremental Visitor Spending	\$50.4M	\$19.7M	\$70.1M
Incremental Taxes	\$2.5M	\$1.0M	\$3.5M

- Ad Investment excludes Production/Other Costs
- Visitor spending based on Avg. Per-Person Expenditures = \$167.44 for overnight visitors; \$58.03 for day visitors
- Effective Direct Tax rates 3.1% *Local* and 1.9% *State*

Incremental Trips Due to Advertising



Incremental Overnight Trips	347,334
Incremental Day Trips	206,347
Total Incremental Trips	553,681

Campaign Efficiency



	U.S.	Vancouver	Total
Ad Investment	\$1,428,724	\$875,745	\$2,304,469
Incremental Trips	436,023	117,658	553,681
<u>Efficiency:</u>			
Ad \$'s per Trip	\$3.28	\$4.45	\$3.98
Trip per Ad \$.31	.22	.25

The Bottom Line in 2015



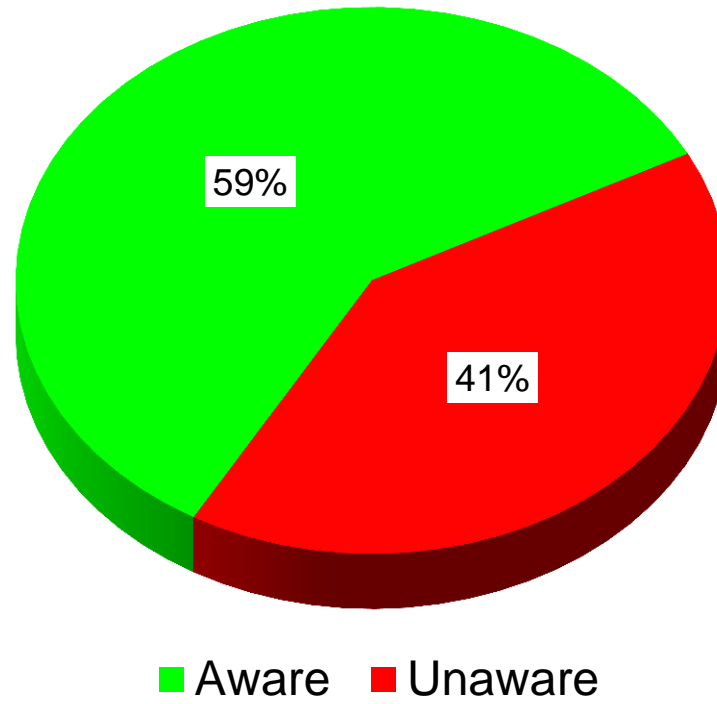
	U.S.	Vancouver	Total
Spending ROI	\$35	\$22	\$30
Tax ROI	\$1.75	\$1.11	\$1.51

Portland Media Diagnostics

Awareness of 2015 Advertising



Base: Regional Market



Awareness by Media



Base: Regional Market

