

Portland, OR

2015 Tourism Advertising Evaluation Study – Total ROI

December 2015
Prepared for Travel Portland

Total Bottom Line Advertising Impacts

Advertising Impacts



- ◉ The campaign generated 668,950 incremental trips that would not otherwise have taken place, which brought \$84.3 million in incremental visitor spending and \$4.2 million in state and local taxes.
- ◉ 415,312 incremental trips were overnight trips and 253,638 were day trips.
- ◉ Every \$1 invested in the Portland ad campaign in the evaluated markets generated \$37 in visitor spending and \$2 in tax revenue for the benefit of Portland residents.

2015 Total Incremental Trips, Spending and Taxes Due to Advertising



	Total
Ad Investment	\$2.3M
Incremental Trips	668,950
Incremental Visitor Spending	\$84.3M
Incremental Taxes	\$4.2M

- 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*

Total Incremental Trips Due to Advertising



Incremental Overnight Trips	415,312
Incremental Day Trips	253,638
Total Incremental Trips	668,950

The Bottom Line in 2015



	Total
Spending ROI	\$37
Tax ROI	\$2

Every \$1 invested in the Portland ad campaign generated \$37 in visitor spending and \$2 in state and local tax revenue