

THE STATE OF THE INDUSTRY

FEBRUARY 27, 2019

travel
PORTLAND

WELCOME

Jeff Miller

**Travel Portland
President & CEO**



PORTLAND ART MUSEUM



WHAT WE'LL COVER TODAY

PORTLAND'S VISITOR INDUSTRY

The latest facts & figures



KEYNOTE SPEAKER

**A national expert's
perspective on the Portland
market**



PANEL DISCUSSION: THE VIEW FROM HERE

Conversations with local
economic-development
leaders



THE PORTLAND OF THE FUTURE

What Travel Portland is doing to shape the future state of the visitor industry



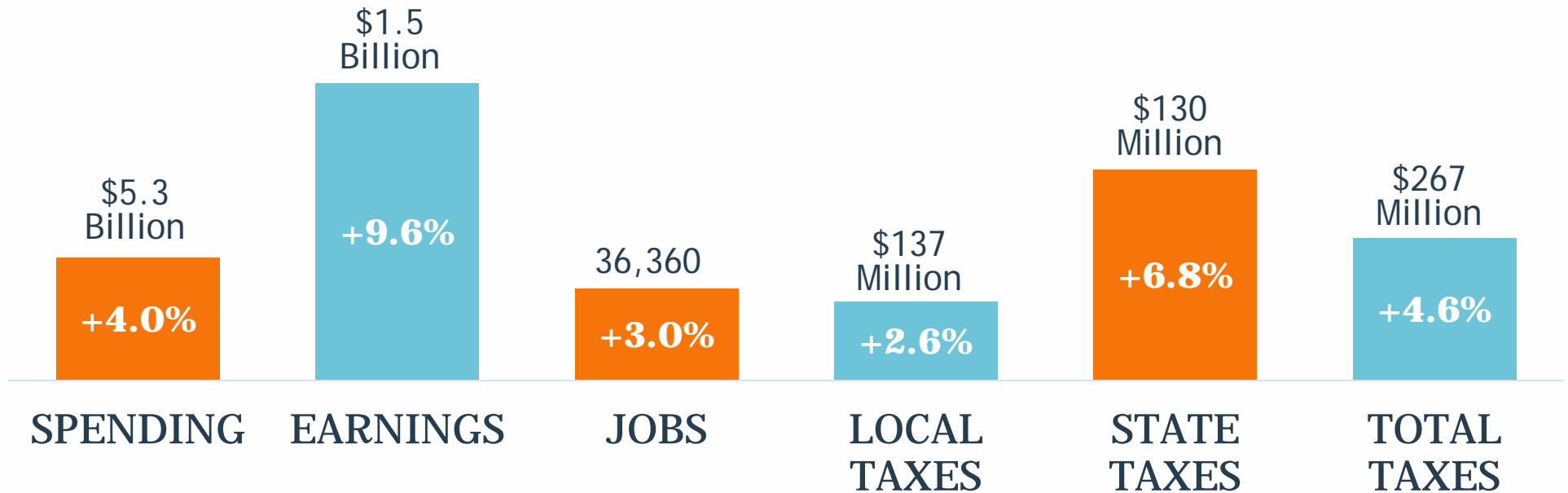
PORTLAND VISITOR INDUSTRY: FACTS & FIGURES

Steve Halasz

**Travel Portland
Director of Research**



PORTLAND REGION: 2018 PRELIMINARY VISITOR IMPACTS



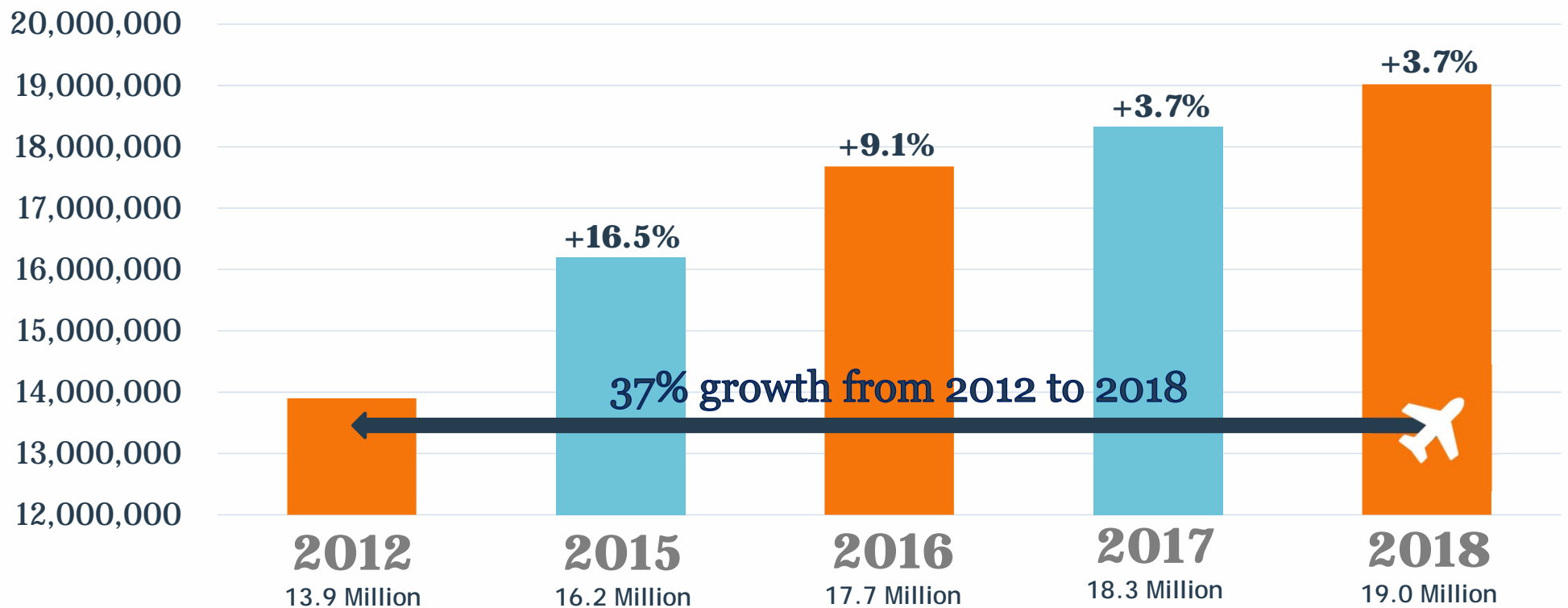
**Cities of Portland and Gresham, plus Washington, Columbia and metropolitan Clackamas Counties.
Study area aligns with Travel Oregon's definition of the Portland region.*

TOURISM IMPACTS: THEN AND NOW

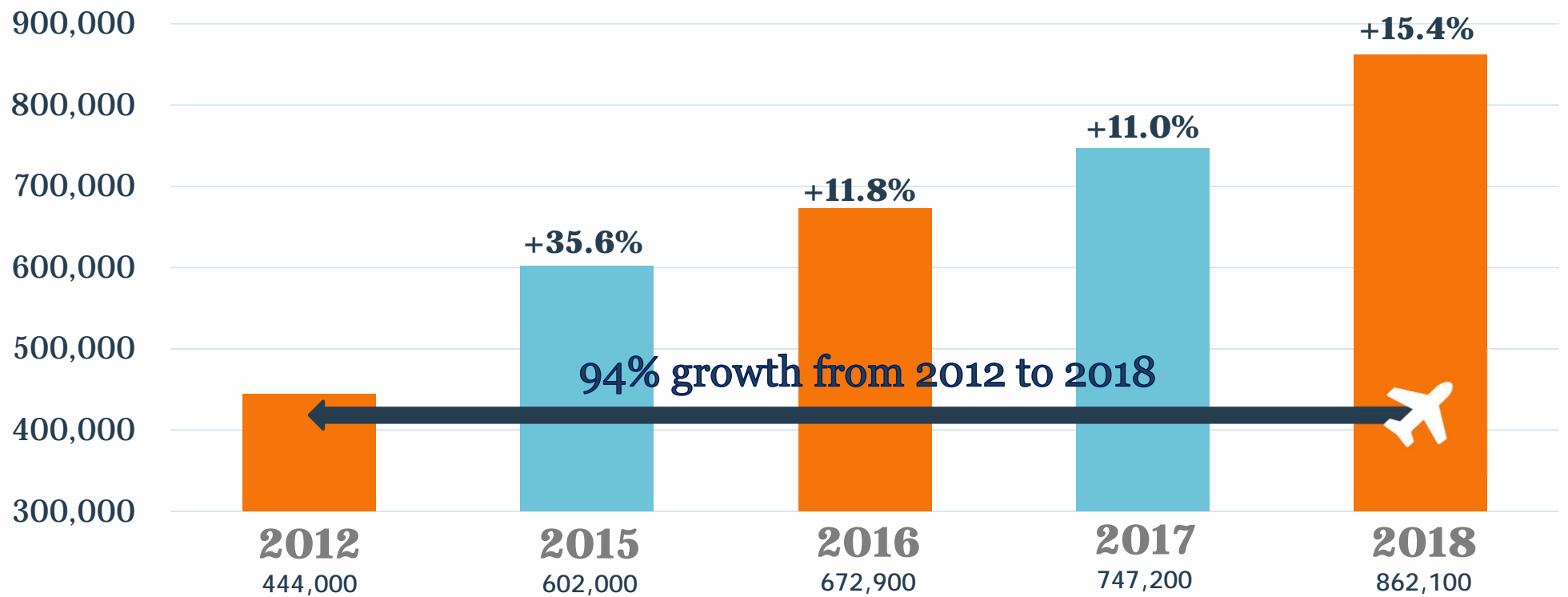
YEAR	SPENDING	EARNINGS	EMPLOYMENT	TAX RECEIPTS (\$MILLION)		
				Local	State	Total
2018	\$5.3 Billion	\$1.5 Billion	36,360	\$137.2	\$130.2	\$267.4
2010	\$3.6 Billion	\$808 Million	26,700	\$67.2	\$72.3	\$139.5
2018 vs. 2010	+47.2%	+83.7%	+36.2%	+104.2%	+80.1%	+91.7%

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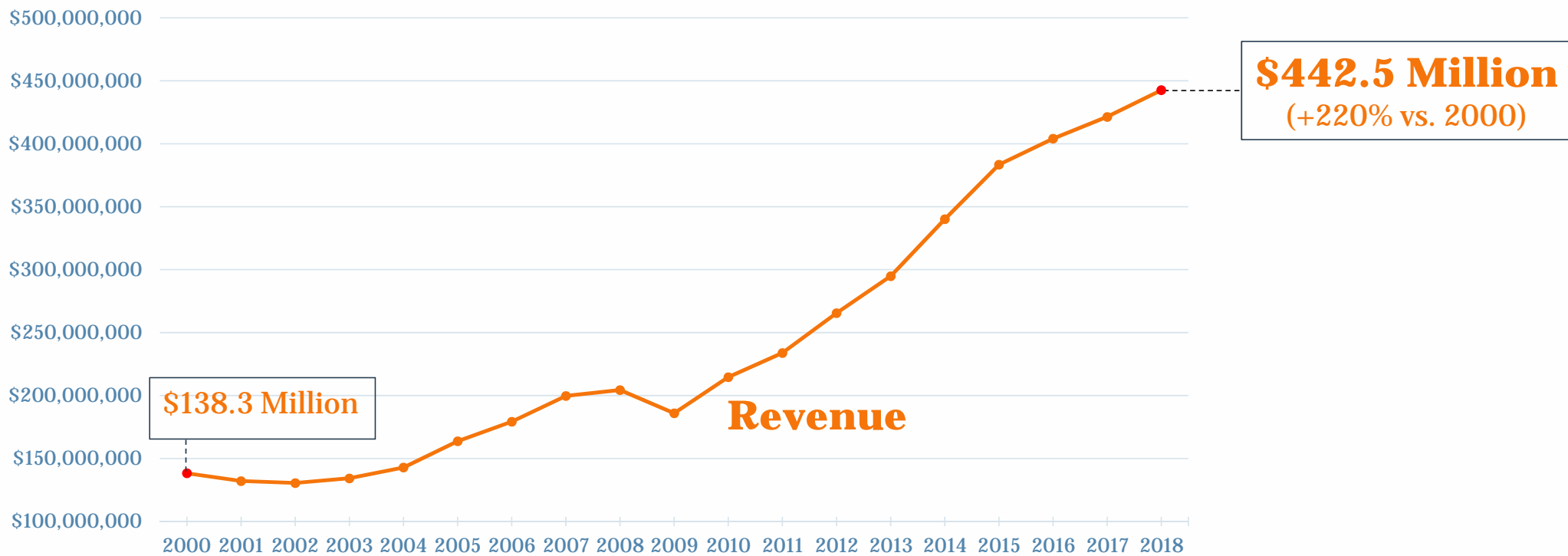
PORTLAND INTERNATIONAL AIRPORT: DOMESTIC PASSENGERS



PORTLAND INTERNATIONAL AIRPORT: INTERNATIONAL PASSENGERS



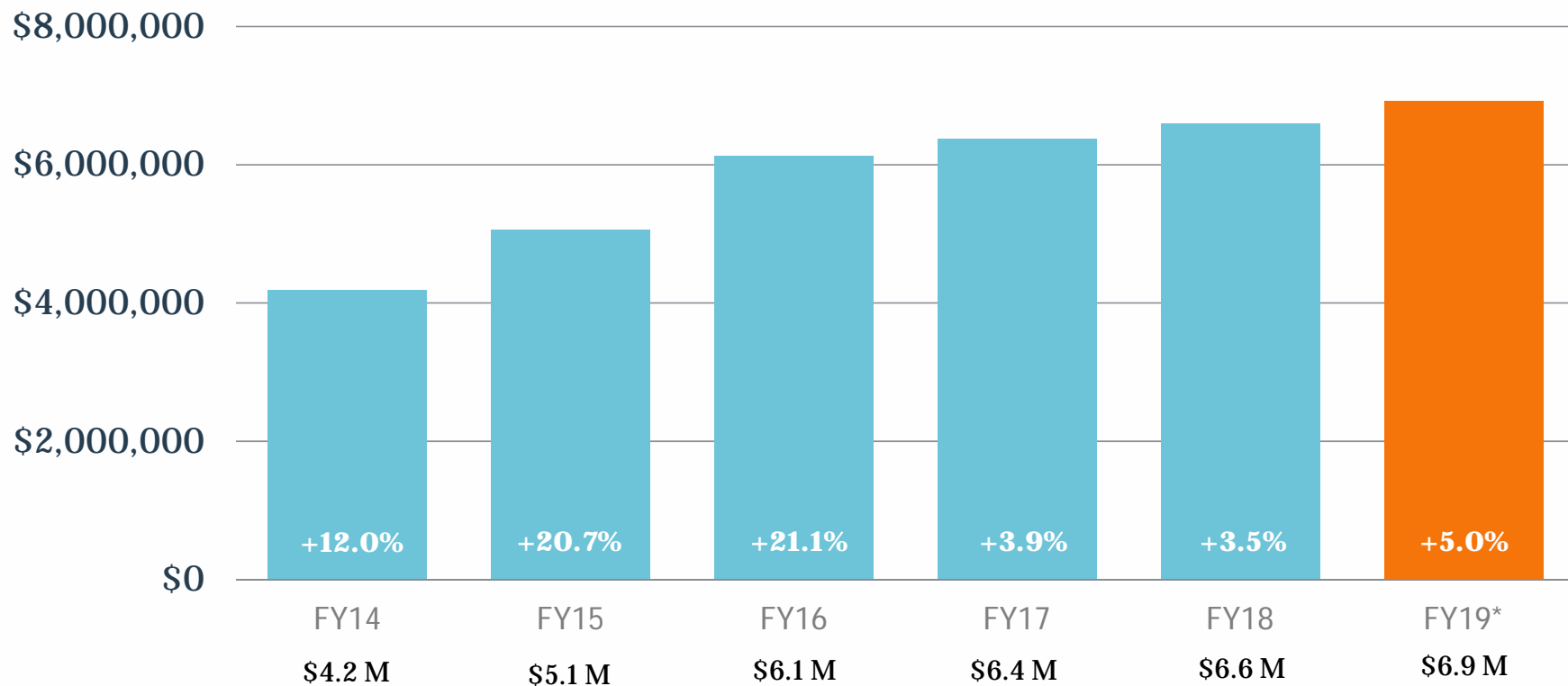
CENTRAL CITY HOTELS: REVENUE, 2000-2018



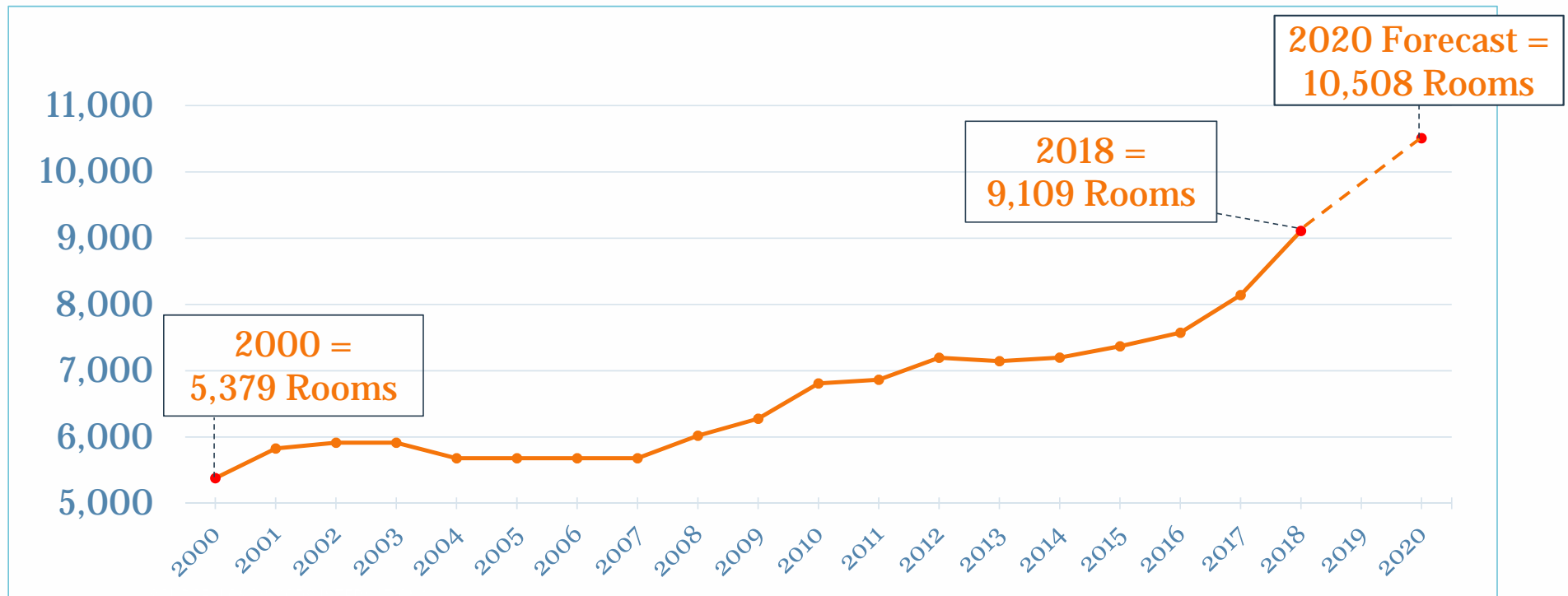
Source: STR (Smith Travel Research)

Includes Downtown and Lloyd District

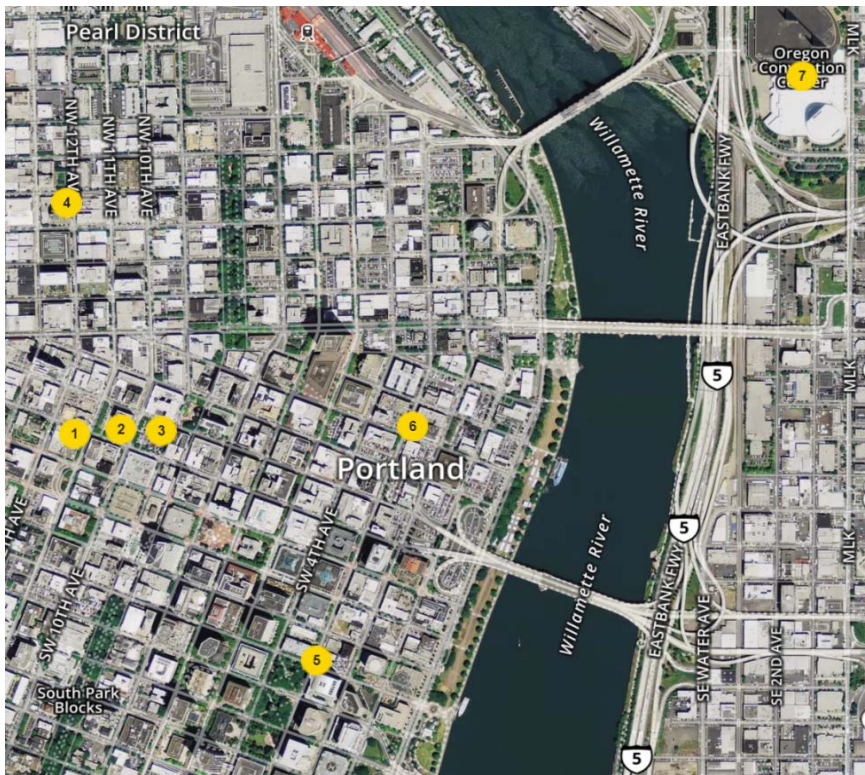
TRANSIENT LODGING TAX HISTORY



CENTRAL CITY HOTEL SUPPLY: HOTEL ROOMS, 2000-2020




PORTLAND'S CENTRAL CITY HOTEL PIPELINE



Upcoming Hotels	# of Rooms
1) Hyatt Centric Portland Downtown (January 2020)	220
2) Moxy Portland Downtown (Summer 2020)	179
3) Block 216 Tower (TBD)	200
4) Hyatt Place Portland Pearl District (Fall 2020)	200
5) The Lotus (Summer 2020)	200
6) Toyoko Inn (TBD)	486
7) Hyatt Regency Oregon Convention Center (February 2020)	600
Total	2,085

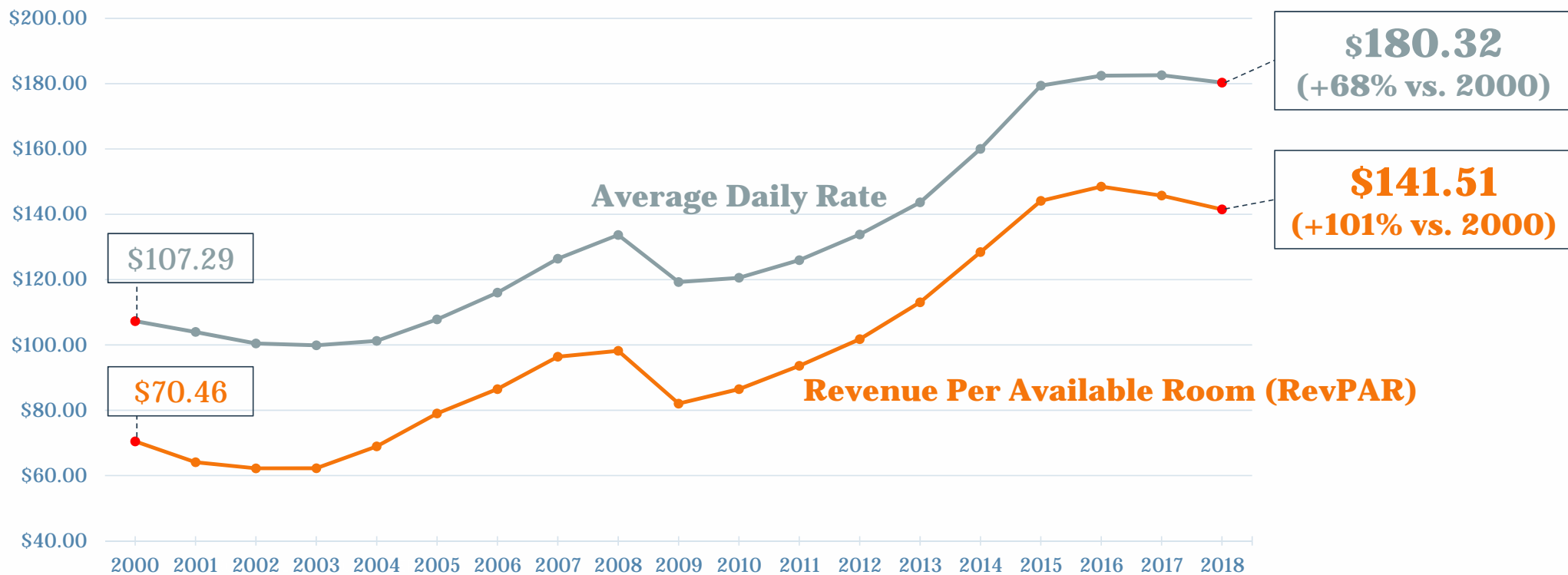
CENTRAL CITY HOTELS

	2015	2016	2017	2018	2018 vs. 2015
OCCUPANCY	80.3%	81.4%	79.8%	78.5%	-2.2%
ADR	\$179.39	\$182.42	\$182.58	\$180.32	+0.5%
RevPAR	\$144.11	\$148.48	\$145.73	\$141.51	-1.8%

 STR. Source: STR (Smith Travel Research)

Includes Downtown and Lloyd District

CENTRAL CITY HOTELS: ADR & RevPAR, 2000-2018




Source: STR (Smith Travel Research)

Includes Downtown and Lloyd District

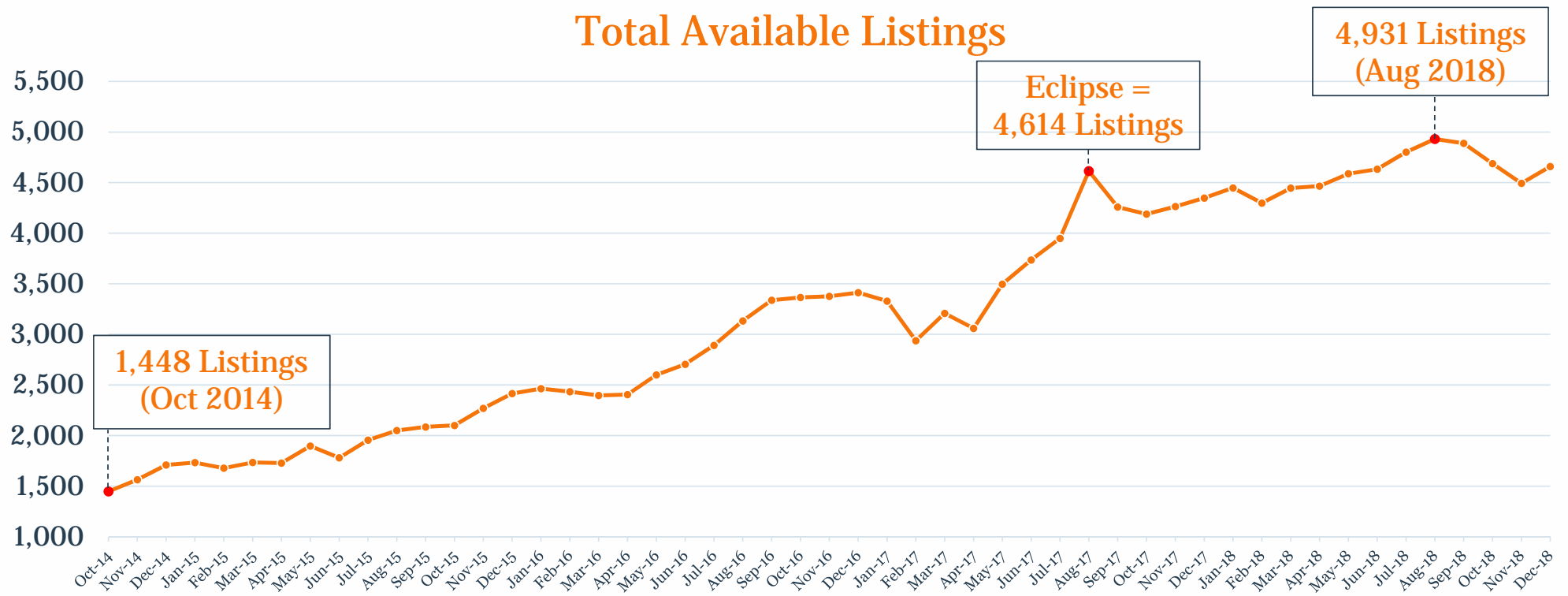
CITY OF PORTLAND HOTELS

	2015	2016	2017	2018	2018 vs. 2015
OCCUPANCY	77.9%	79.0%	78.0%	76.5%	-1.5%
ADR	\$147.32	\$151.87	\$155.18	\$155.83	+5.8%
RevPAR	\$114.81	\$120.05	\$121.05	\$119.24	+4.2%

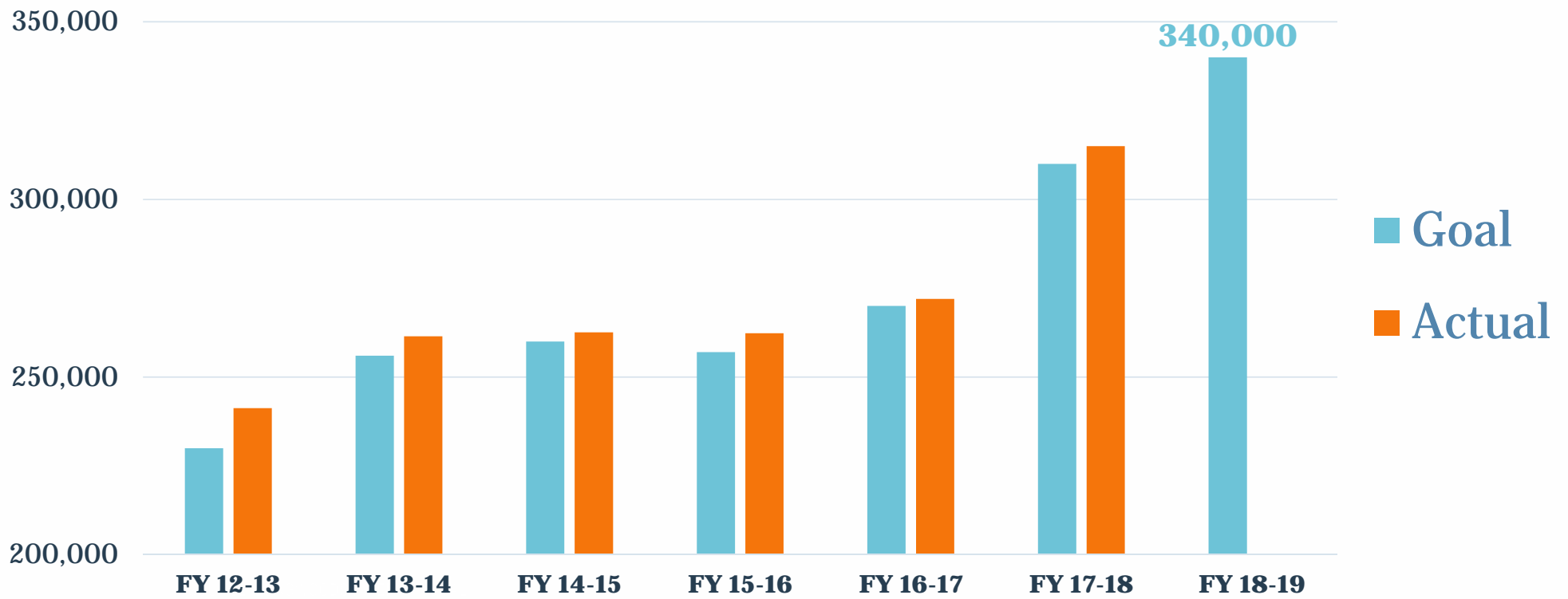
 STR. Source: STR (Smith Travel Research)

Includes Downtown, Lloyd District, Airport, Jantzen Beach, and Eastside

SHORT-TERM RENTALS/AIRBNB IN PORTLAND



CONVENTION ROOM NIGHTS BOOKED



2018 COMPARISONS: PORTLAND VS. TOP 15 U.S. HOTEL MARKETS

Rank	Market	Occ. %	Rank	Market	ADR	Rank	Market	RevPAR
1	New York, NY	87.3%	1	New York, NY	\$ 262.31	1	New York, NY	\$ 228.96
2	Oahu Island, HI	83.9%	2	San Francisco, CA	\$ 241.33	2	Oahu Island, HI	\$ 199.70
3	San Francisco, CA	81.9%	3	Oahu Island, HI	\$ 238.16	3	San Francisco, CA	\$ 197.72
4	Los Angeles, CA	79.6%	4	Miami/Hialeah, FL	\$ 199.35	4	Miami/Hialeah, FL	\$ 152.81
5	San Diego, CA	78.7%	5	Boston, MA	\$ 199.04	5	Boston, MA	\$ 150.72
6	Anaheim/Santa Ana, CA	77.5%	6	Los Angeles, CA	\$ 180.17	6	Los Angeles, CA	\$ 143.49
7	Orlando, FL	77.5%	7	San Diego, CA	\$ 166.30	7	San Diego, CA	\$ 130.93
8	Miami/Hialeah, FL	76.7%	8	Seattle, WA	\$ 165.09	8	Anaheim/Santa Ana, CA	\$ 125.65
9	Portland, OR	76.7%	9	Anaheim/Santa Ana, CA	\$ 162.05	9	Seattle, WA	\$ 123.94
10	Boston, MA	75.7%	10	Washington, DC-MD-VA	\$ 156.42	10	Portland, OR	\$ 119.60
11	Seattle, WA	75.1%	11	Portland, OR	\$ 155.86	11	Washington, DC-MD-VA	\$ 111.51
12	Nashville, TN	73.3%	12	New Orleans, LA	\$ 151.13	12	Nashville, TN	\$ 107.87
13	Denver, CO	73.1%	13	Chicago, IL	\$ 148.89	13	New Orleans, LA	\$ 105.21
14	Tampa/St. Petersburg, FL	71.3%	14	Nashville, TN	\$ 147.19	14	Chicago, IL	\$ 103.17
15	Washington, DC-MD-VA	71.3%	15	Philadelphia, PA-NJ	\$ 132.97	15	Orlando, FL	\$ 98.68
16	Philadelphia, PA-NJ	71.1%	16	Denver, CO	\$ 131.63	16	Denver, CO	\$ 96.26

Source: STR (Smith Travel Research)

OUR PARTNERSHIP WITH

The logo for 'locl' features a stylized location pin icon in shades of green and blue to the left of the lowercase text 'locl' in a dark grey sans-serif font.

“Guess what? It’s no longer the 'Year of Mobile'. While it seems as if mobile has been the trend for the past 5 years, I think it’s time to acknowledge the fact that mobile is the minimum ante to play these days. If you don’t have your mobile strategy figured out by now, you’re so far behind in terms of consumer expectations that you may be beyond help.” - Fueltravel.com

- One in five American adults are “smart Phone-only” internet users.
- Over a billion people now use Google Maps. 84% of all consumers conduct local, in-market searches.
- Three out of every four people who search for something nearby using their smartphone end up visiting a store within a day, and 28% of those searches result in a purchase.
- ~20% of Travel Portland’s partners do NOT have their business verified on Google.

OUR PARTNERSHIP WITH

The logo for 'locl' features a stylized location pin icon to the left of the lowercase text 'locl'. The pin icon is composed of concentric, overlapping shapes in shades of green and blue, resembling a map location marker. The text 'locl' is in a dark, sans-serif font.

About Locl

- Portland founded, owned, and operated technology company
- Specialize in optimizing Google My Business / Google Maps listings
- Interactive dashboard measures how much business your Google Maps listing drives

Travel Portland's role

- Provide complementary Locl subscription in 2019 for **ALL** businesses that serve tourists, meetings, and conventions
- Events and programming to help educate partner businesses about GmB/Google Maps

The Vision

- Increase the visibility of Travel Portland partner businesses
- Provide visitors and locals with a better experience while in Portland
- Aggregate real-time data to gauge performance of Portland's tourism-facing businesses
 - By business type (restaurant, hotel, retail, attraction, etc.)
 - By neighborhood (Downtown, The Pearl, Hawthorne, Alberta, etc.)
 - By event (meetings, events, conventions, festivals, Dining Month, etc.)

TESTIMONIALS



*“**Locl** is probably the single most exciting opportunity in our retail business. The **Locl** team has incredible expertise around driving offline traffic and we are thrilled with initial results.”*
- **CEO, Wildfang**

*“The insights we're getting on Google user behavior have been nothing short of profound, and we intend to keep working side-by-side with **Locl** and **Travel Portland** to now mine those insights for big improvement in our Google search/maps performance.”*
- **COO/CFO, Tender Loving Empire**

*“The only thing I have done differently in the past month is sign up with **Locl**. My spa in Southeast has had three times the amount of bookings since.”*
- **Owner, Bali Spa**

*“I am thrilled to be a part of the **Locl** project! My first one-on-one meeting at the Mark Spencer Hotel was eye-opening. Our hotel's primary listing wasn't even as a 'Hotel,' it was a 'Hotel Management School.' There were very few sub-categories chosen, which meant we were not showing up in searches for 'Portland Hotels,' 'Boutique Hotels,' 'Historic Hotels,' etc.”*
- **General Manager, Mark Spencer Hotel**

KEYNOTE SPEAKER

Steve Hennis

Hotology



PANEL DISCUSSION

Megan Conway

**Senior Vice President of
Communications and Regional Strategy
Travel Portland**



PANELISTS



Janet LaBar
President & CEO
Greater Portland Inc



Curtis Robinhold
Executive Director
Port of Portland



Andrew Hoan
President & CEO
Portland Business Alliance

DESTINATION MANAGEMENT:
SHAPING THE FUTURE STATE
OF PORTLAND'S VISITOR INDUSTRY

TOURISM MASTER PLAN



Experiential



**Destination
development**



Advocacy

EXPERIENTIAL

Cultural diversity and community engagement

Makers' movement

Neighborhood business districts

Authenticity



DESTINATION DEVELOPMENT/INVESTMENT

Tourism development funds

The food scene

Festivals and signature events



ADVOCACY

The Green Loop

Tourism transportation

Vulnerable communities





Isa Genzken (German, born 1948), "Two Orchids", 2015-2016, cast aluminum, stainless steel, lacquer, private collection



THANK YOU

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PORTLAND