

PORTLAND
go somewhere
DIFFERENT

**TRAVEL PORTLAND:
STATE OF THE INDUSTRY
FEB. 25, 2020**

WELCOME

Jeff Miller
President & CEO



PORTLAND

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WHAT WE'LL COVER TODAY



PORTLAND ART MUSEUM



**TED WHEELER
MAYOR OF PORTLAND**



KEYNOTE SPEAKER

A national expert's
perspective on the
Portland market



KEYNOTE SPEAKER

Roger Dow

President & CEO

U.S. Travel Association



PORTLAND'S VISITOR INDUSTRY

The latest facts & figures



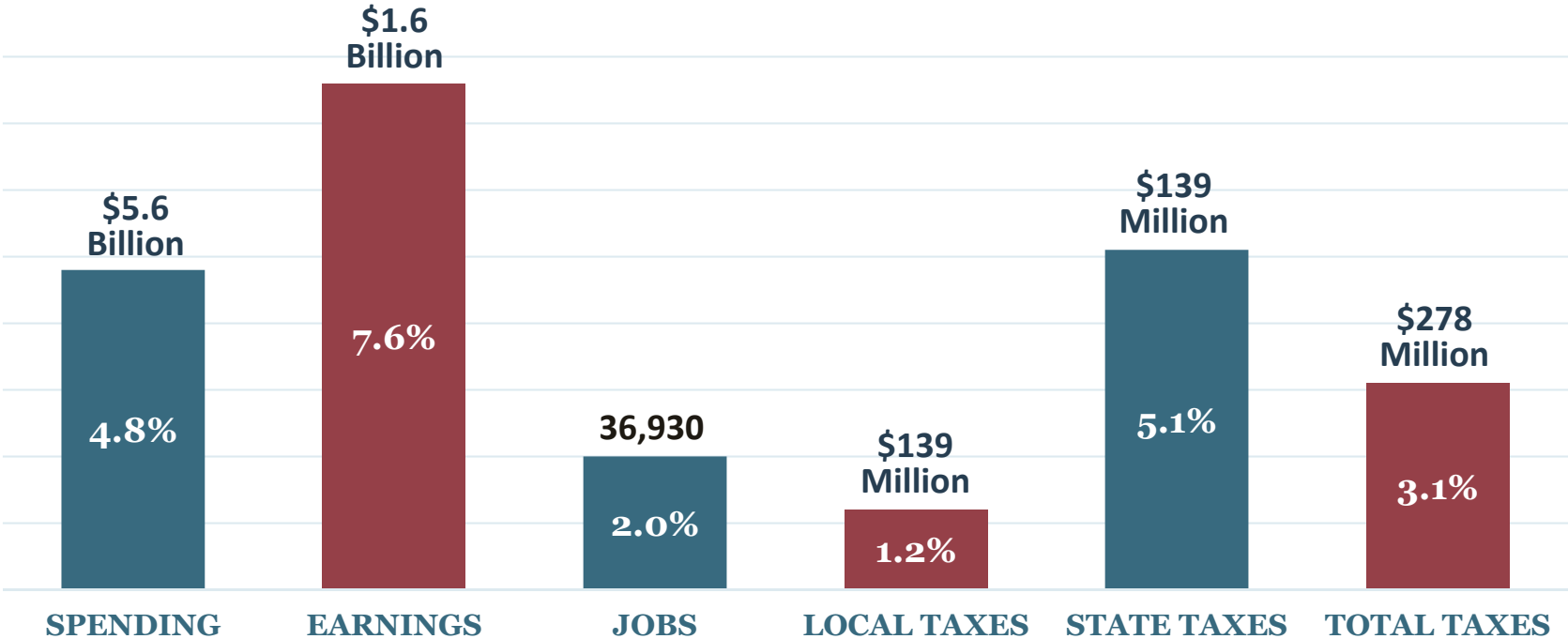
PORTLAND VISITOR INDUSTRY: FACTS & FIGURES

Steve Halasz

Travel Portland
Director of Research



PORTLAND REGION: 2019 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

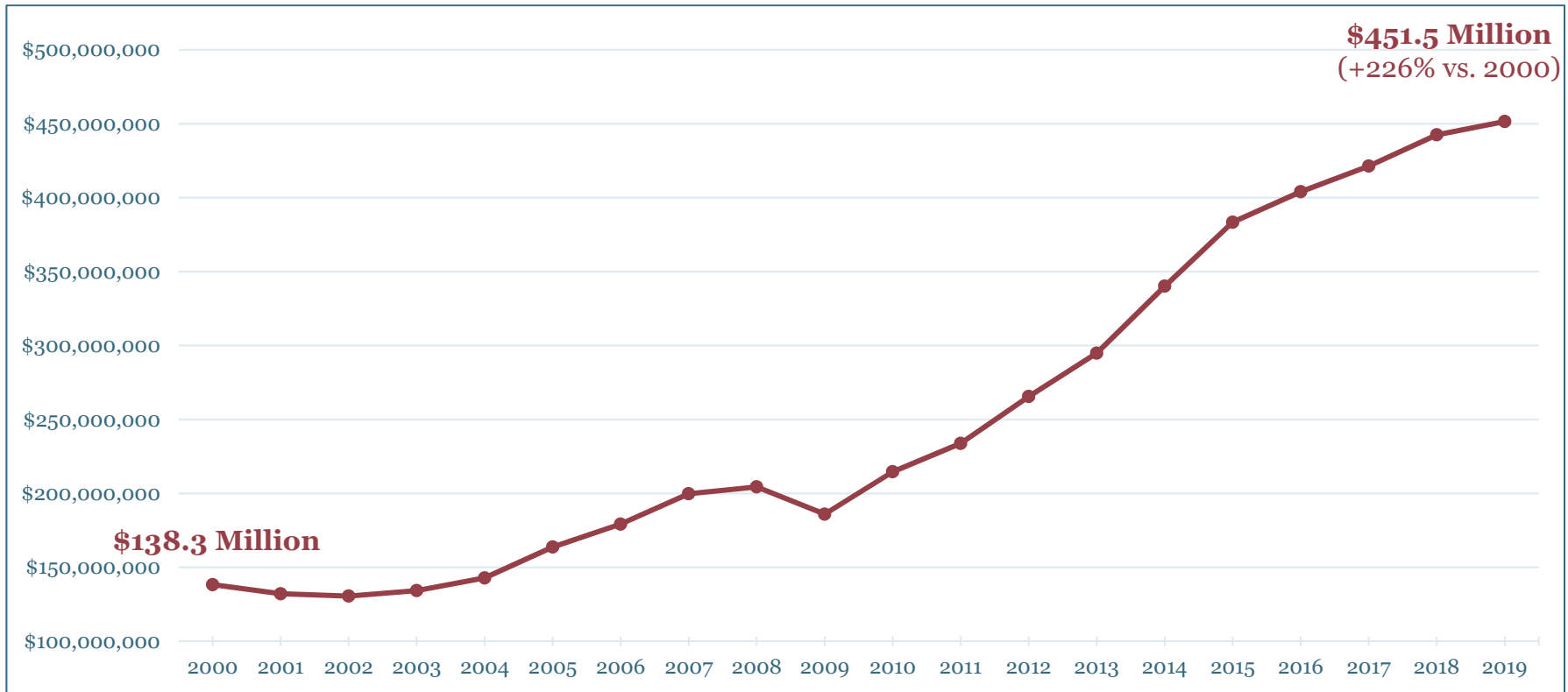
YEAR	SPENDING	EARNINGS	EMPLOYMENT	TAX RECEIPTS (\$MILLIONS)		
				Local	State	Total
2019	\$5.6 Billion	\$1.6 Billion	36,930	\$138.9	\$138.9	\$277.8
2010	\$3.7 Billion	\$808 Million	26,700	\$67.2	\$72.3	\$139.5
2019 vs. 2010	+52%	+94%	+38%	+107%	+92%	+99%

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

Dean Runyan Associates

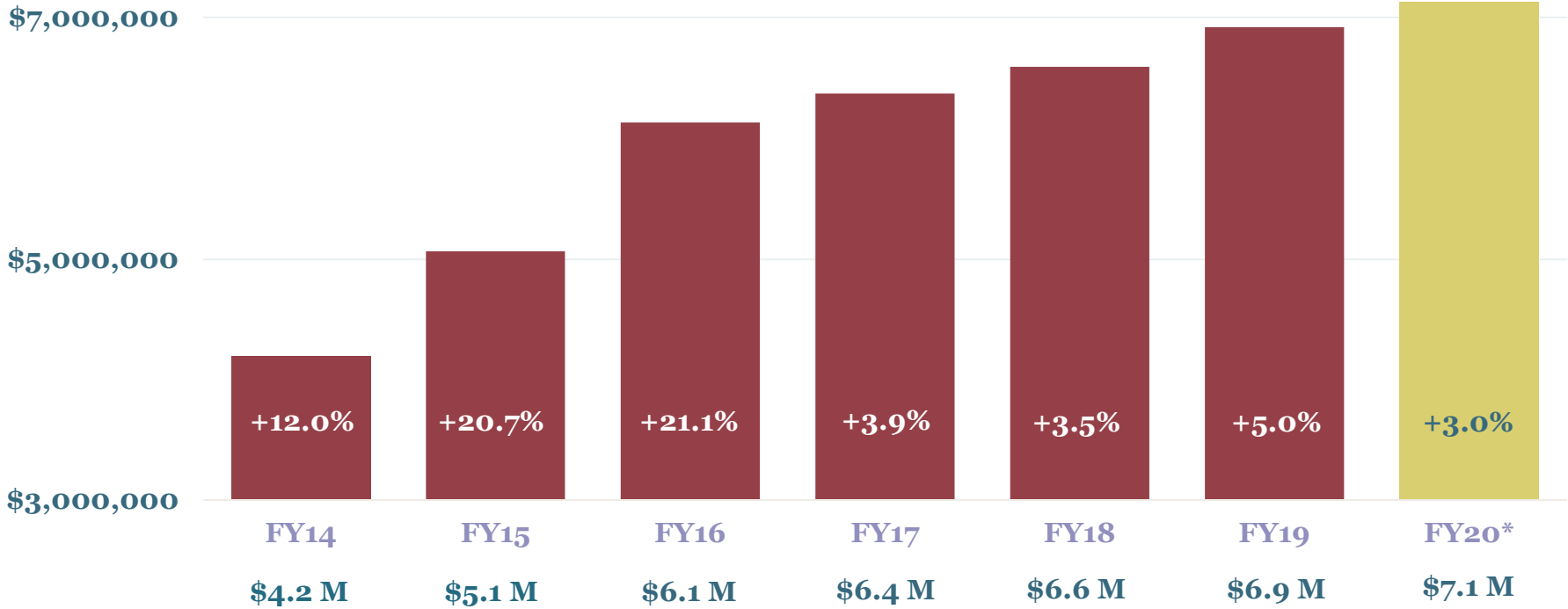
CENTRAL CITY HOTELS: REVENUE (2000-2019)

**Includes Downtown and Lloyd District*



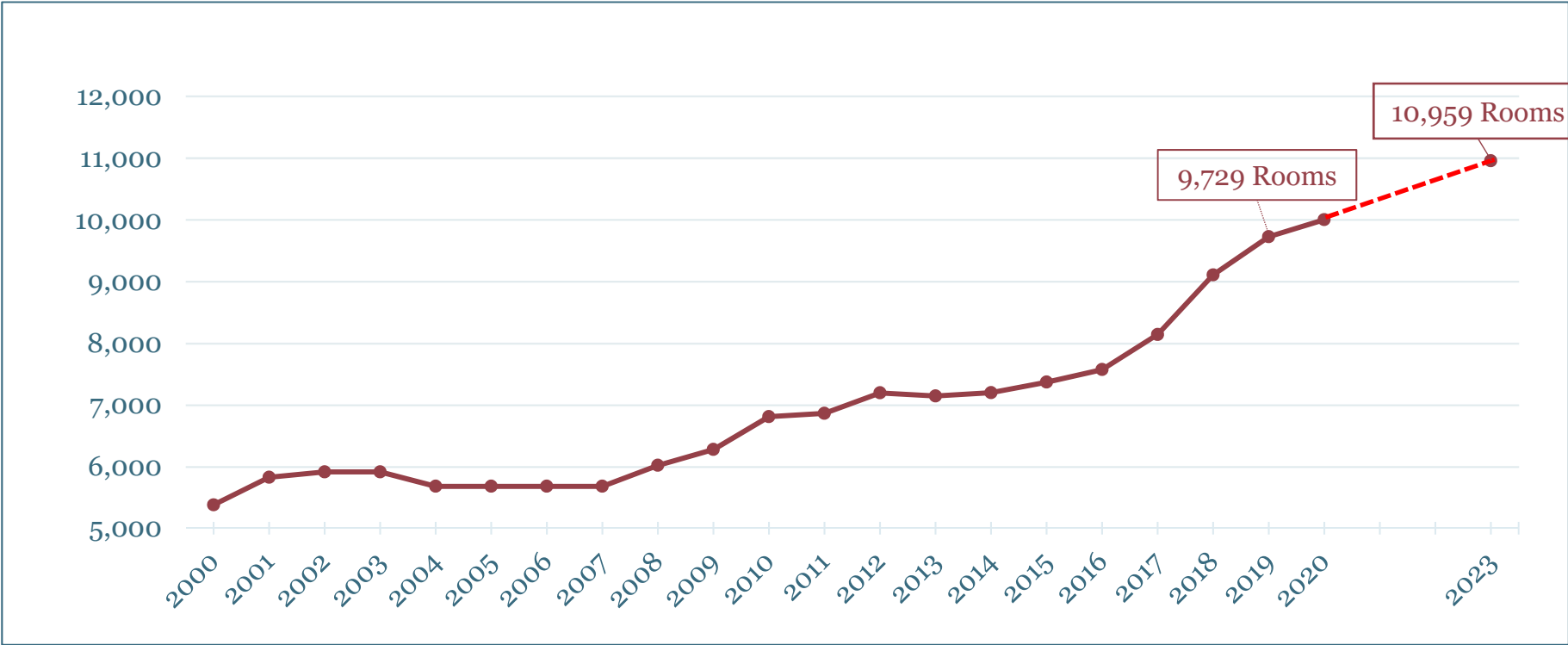
STR. Source: STR (Smith Travel Research)

TRANSIENT LODGING TAX HISTORY



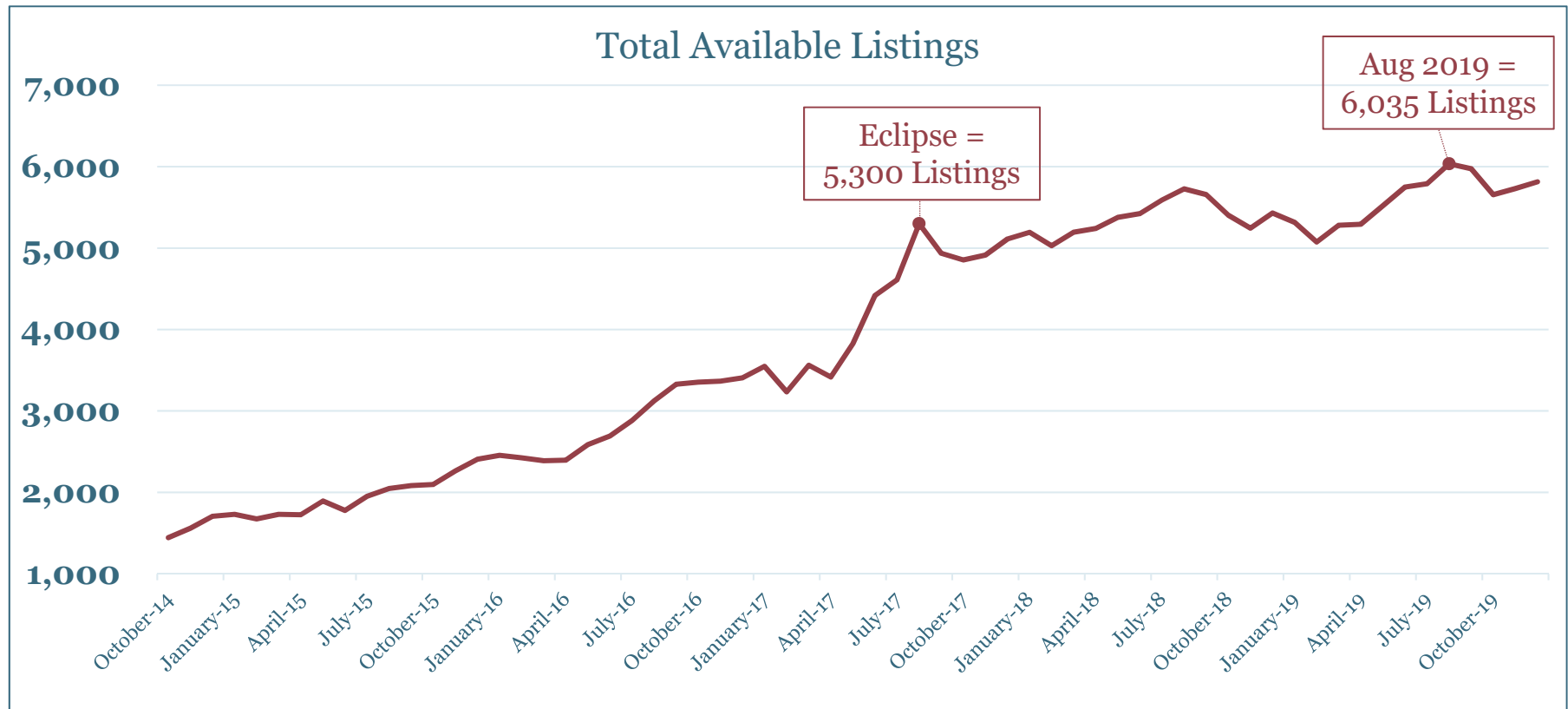
CENTRAL CITY SUPPLY: HOTEL ROOMS (2000-2023)

**Includes Downtown and Lloyd District*



STR. Source: STR (Smith Travel Research)

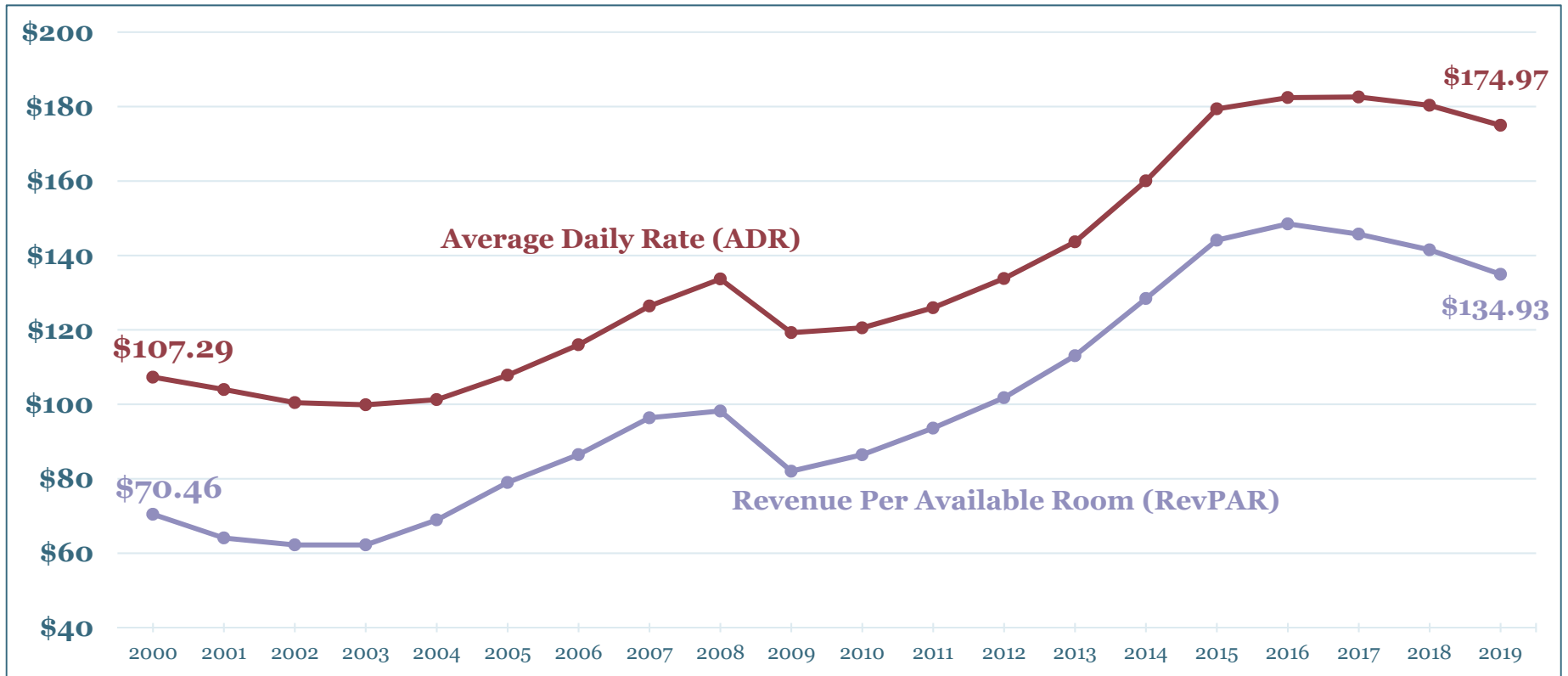
SHORT-TERM RENTALS IN GREATER PORTLAND



Source: AirDNA

CENTRAL CITY HOTELS: ADR & REVPAR (2000-2019)

**Includes Downtown and Lloyd District*



STR Source: STR (Smith Travel Research)

CENTRAL CITY HOTELS

**Includes Downtown and Lloyd District*

	2016	2017	2018	2019	2019 vs. 2016
OCCUPANCY	81.4%	79.8%	78.5%	77.1%	-5.3%
ADR	\$182.42	\$182.58	\$180.33	\$174.97	-4.1%
RevPAR	\$148.48	\$145.73	\$141.52	\$134.93	-9.1%

 Source: STR (Smith Travel Research)

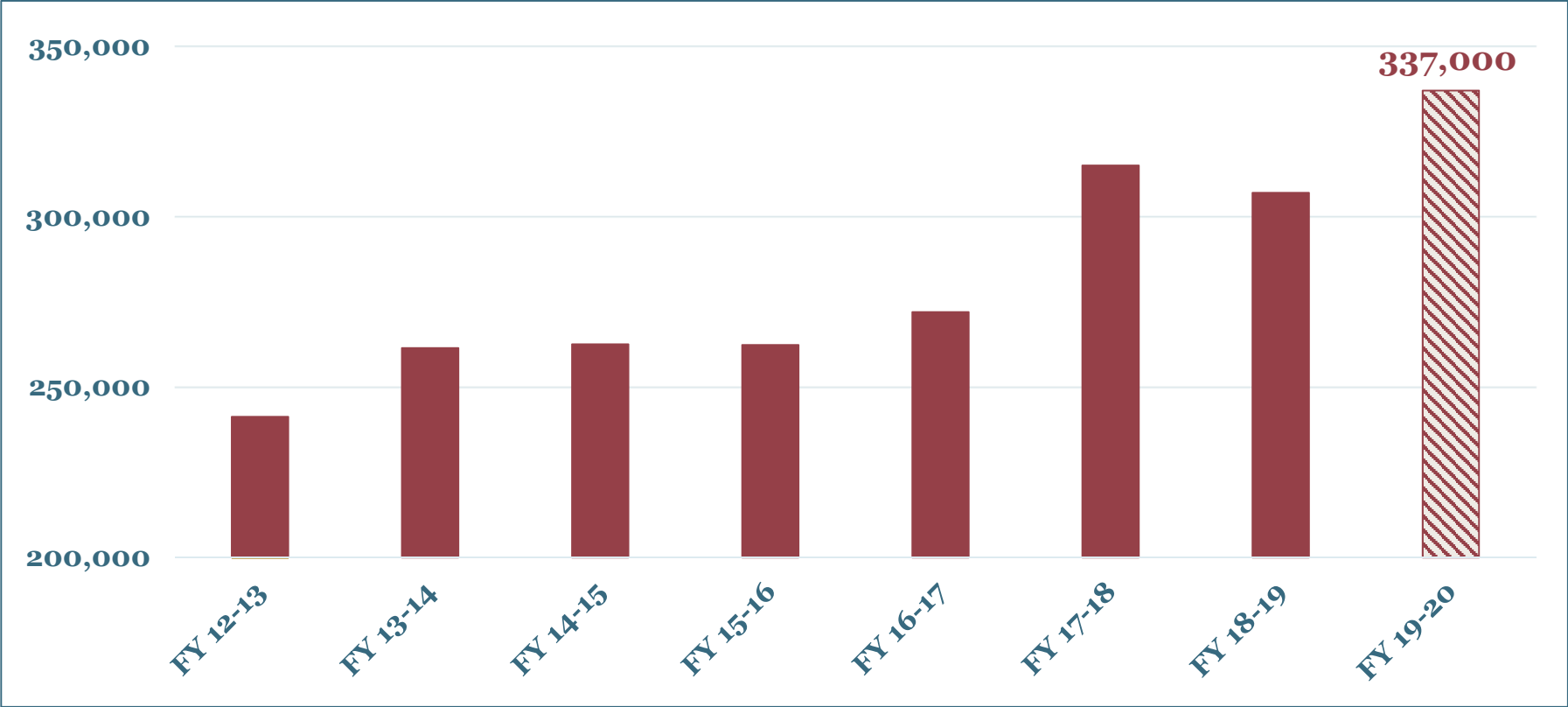
CITY OF PORTLAND HOTELS

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

	2016	2017	2018	2019	2019 vs. 2016
OCCUPANCY	79.0%	78.0%	76.5%	74.8%	-5.3%
ADR	\$151.87	\$155.18	\$155.85	\$153.61	+1.1%
RevPAR	\$120.05	\$121.05	\$119.25	\$114.93	-4.3%

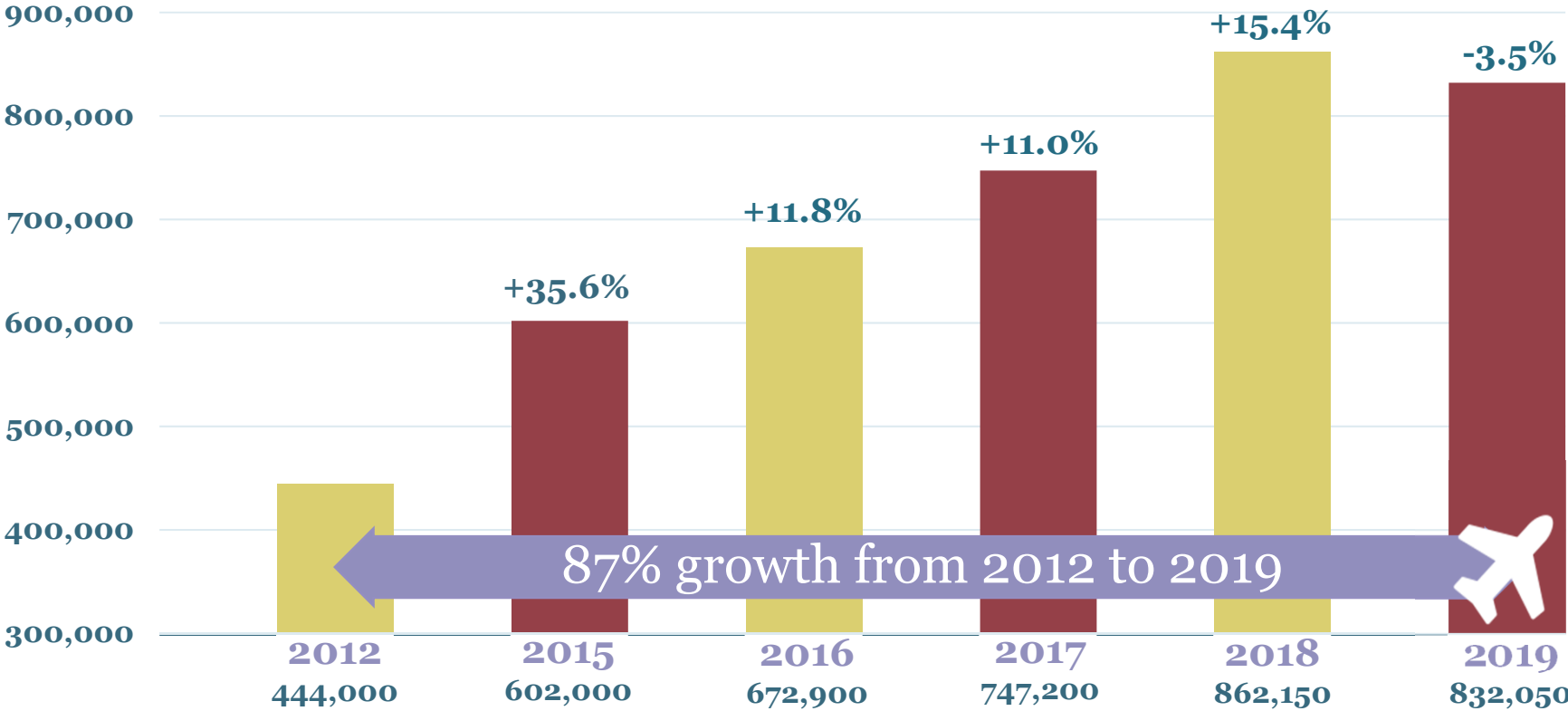
 Source: STR (Smith Travel Research)

CONVENTION ROOM NIGHTS BOOKED



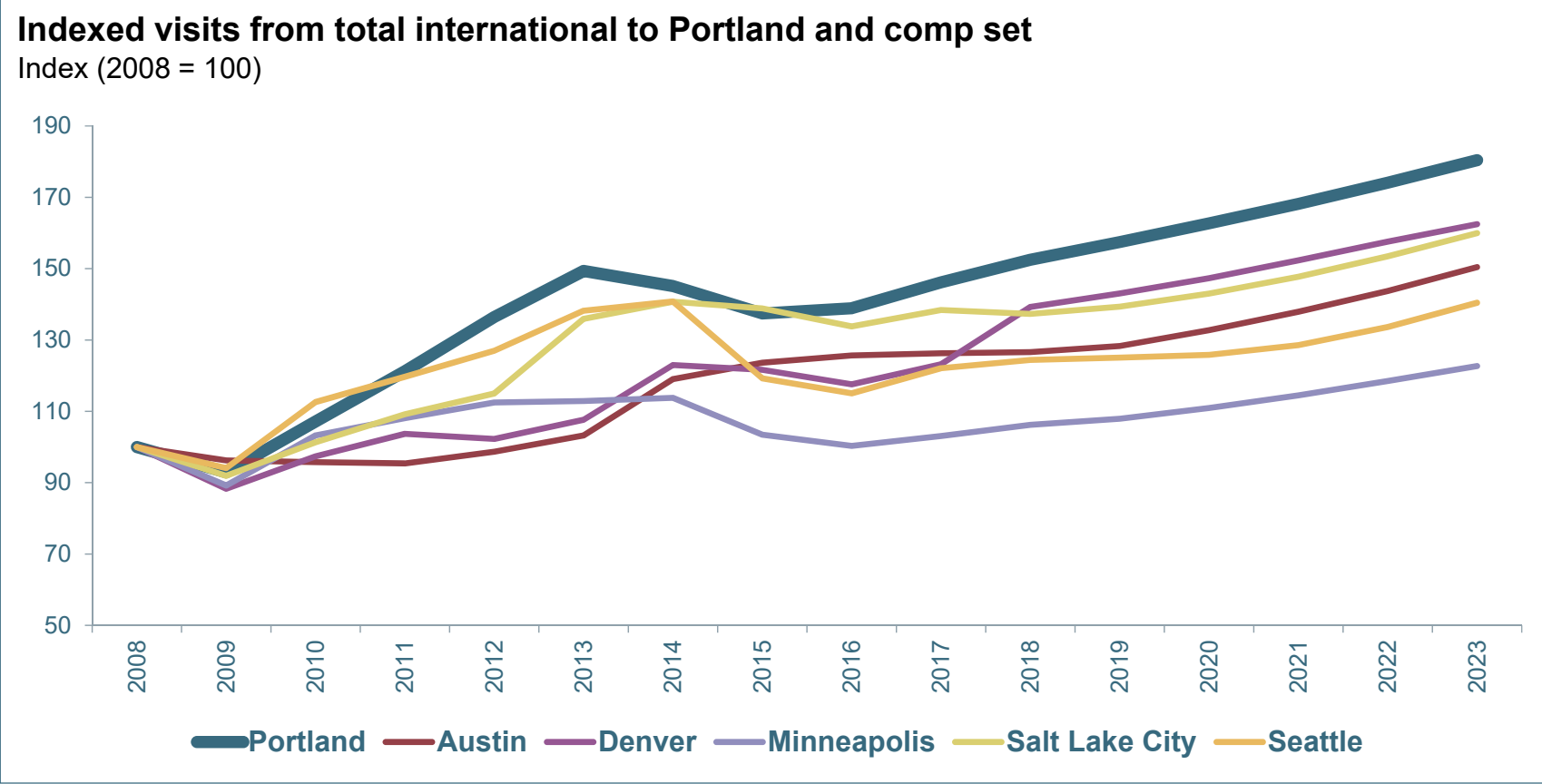
Source: Travel Portland

PDX: INTERNATIONAL PASSENGERS



Source: Port of Portland

PORTLAND VS. COMP SET CITIES

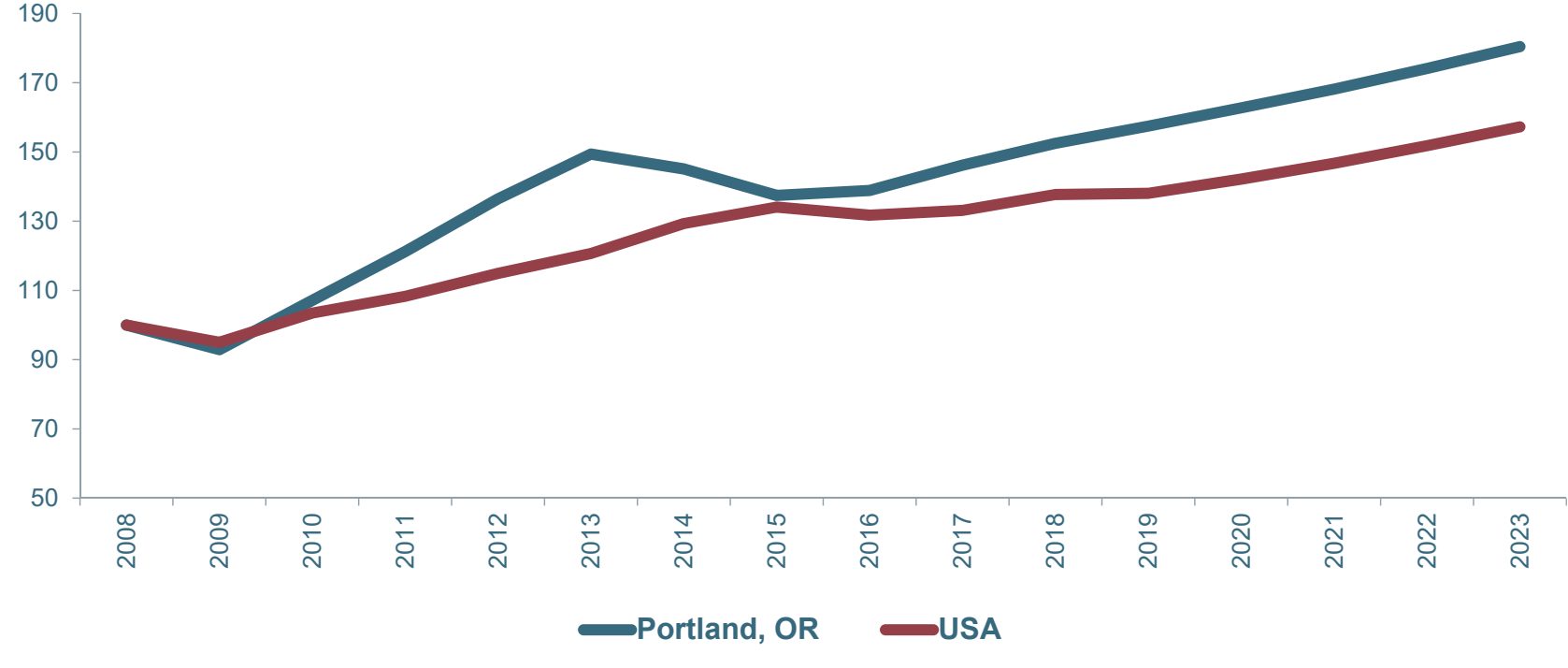


Source: Tourism Economics

PORTLAND VS. THE USA

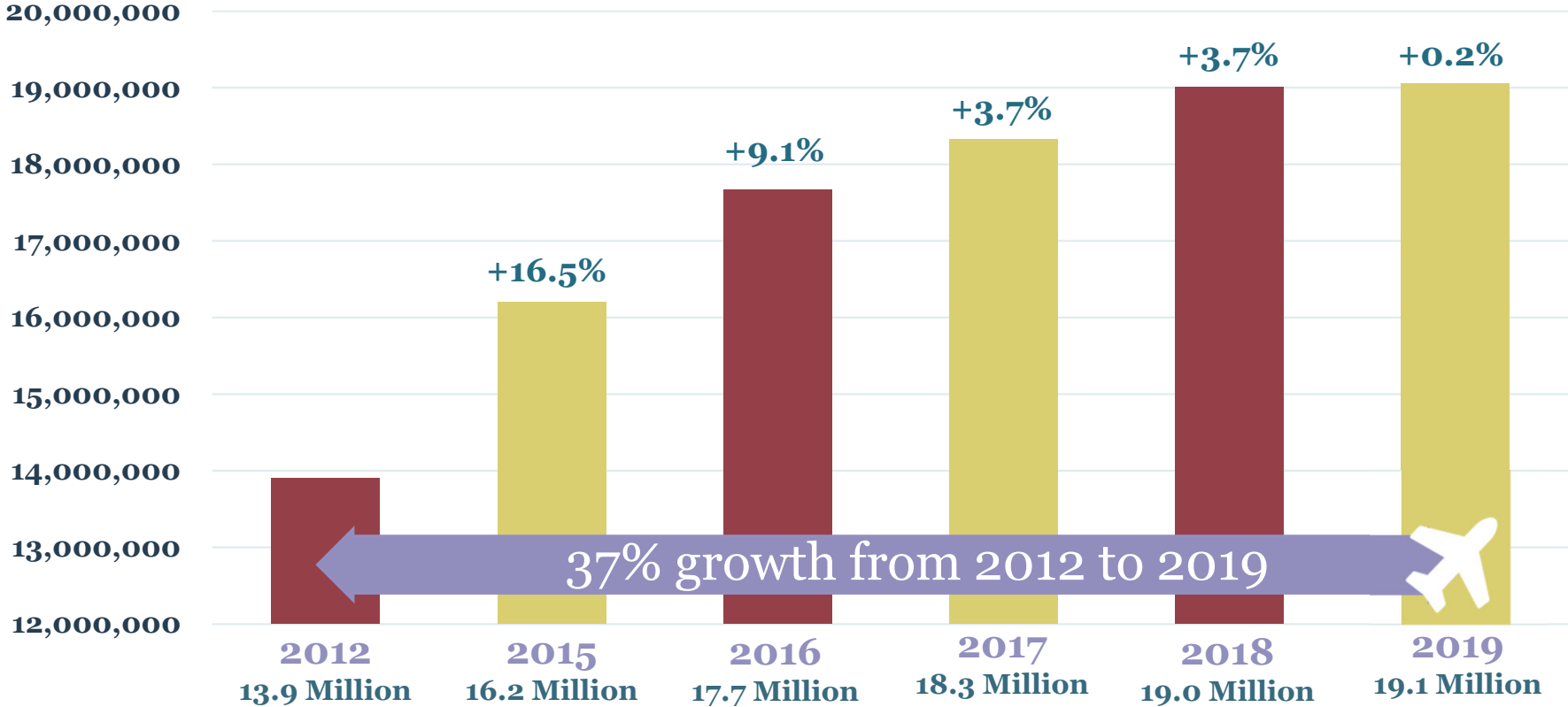
Indexed visits from total international to Portland and the USA

Index (2008 = 100)



Source: Tourism Economics

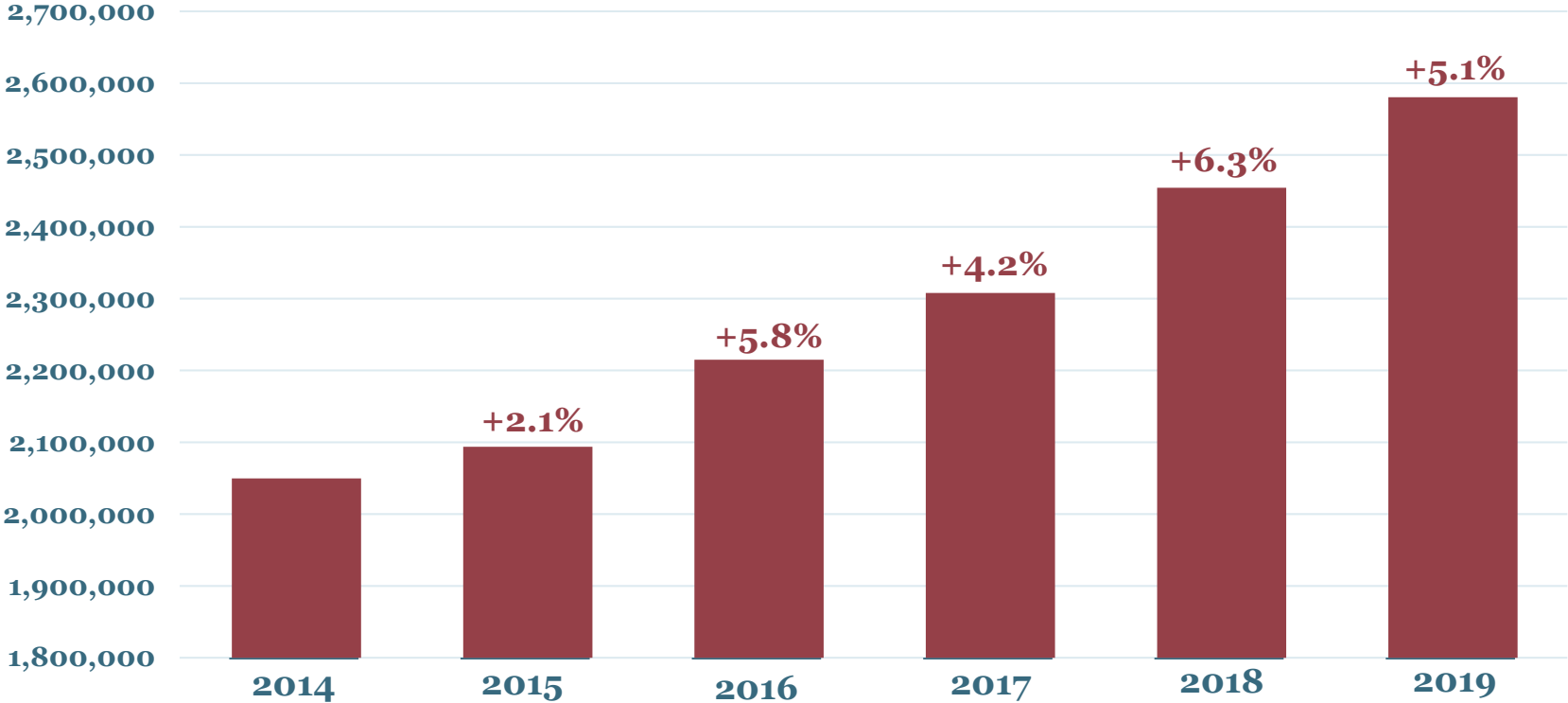
PDX: DOMESTIC PASSENGERS



Source: Port of Portland

CENTRAL CITY DEMAND (ROOMS CONSUMED)

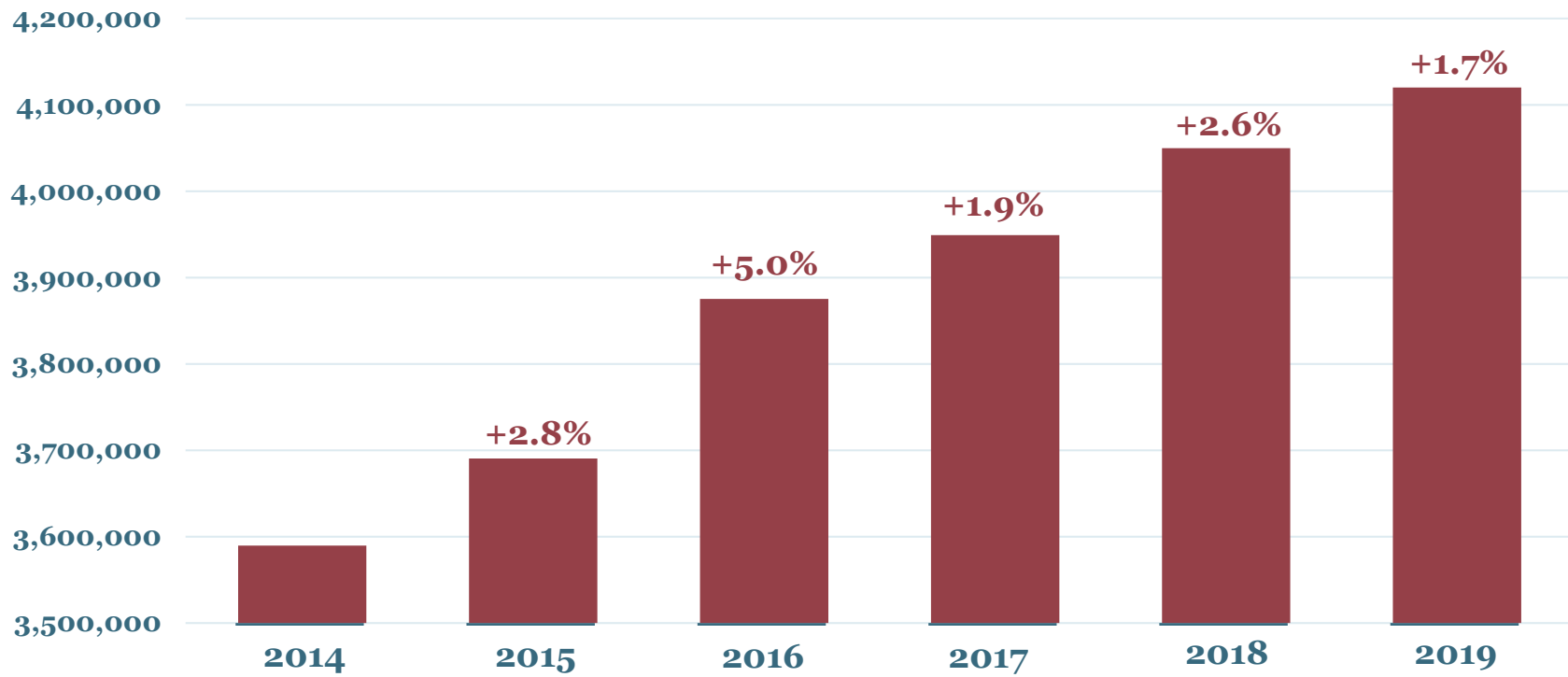
**Includes Downtown and Lloyd District*



STR. Source: STR (Smith Travel Research)

CITY OF PORTLAND DEMAND (ROOMS CONSUMED)

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



STR Source: STR (Smith Travel Research)

PORTLAND VS. TOP U.S. HOTEL MARKETS IN 2019

Rank	Market	Occ %	Rank	Market	ADR	Rank	Market	RevPAR
1	New York, NY	86.2	1	New York, NY	\$ 255.16	1	New York, NY	\$ 220.06
2	Oahu Island, HI	84.2	2	San Francisco, CA	\$ 251.24	2	San Francisco, CA	\$ 205.99
3	San Francisco, CA	82.0	3	Oahu Island, HI	\$ 240.76	3	Oahu Island, HI	\$ 202.62
4	Los Angeles, CA	79.7	4	Boston, MA	\$ 199.35	4	Miami/Hialeah, FL	\$ 149.19
5	Anaheim/Santa Ana, CA	78.1	5	Miami/Hialeah, FL	\$ 196.52	5	Boston, MA	\$ 147.41
6	San Diego, CA	76.7	6	Los Angeles, CA	\$ 180.39	6	Los Angeles, CA	\$ 143.74
7	Orlando, FL	76.1	7	San Diego, CA	\$ 166.78	7	Anaheim/Santa Ana, CA	\$ 129.51
8	Miami/Hialeah, FL	75.9	8	Anaheim/Santa Ana, CA	\$ 165.89	8	San Diego, CA	\$ 127.95
9	Portland, OR	74.8	9	Seattle, WA	\$ 160.74	9	Seattle, WA	\$ 118.86
10	Boston, MA	73.9	10	Washington, DC-MD-VA	\$ 159.80	10	Portland, OR	\$ 114.93
11	Denver, CO	73.9	11	Portland, OR	\$ 153.61	11	Washington, DC-MD-VA	\$ 112.81
12	Seattle, WA	73.9	12	Nashville, TN	\$ 150.40	12	Nashville, TN	\$ 110.54
13	Nashville, TN	73.5	13	New Orleans, LA	\$ 149.67	13	New Orleans, LA	\$ 103.91
14	Tampa/St Petersburg, FL	72.3	14	Chicago, IL	\$ 145.93	14	Chicago, IL	\$ 101.63
15	Phoenix, AZ	70.7	15	Philadelphia, PA-NJ	\$ 136.43	15	Denver, CO	\$ 100.27

STR. Source: STR (Smith Travel Research)

- **93%** of ALL online searches take place on Google/Google Maps and **80%** of all local searches result in a customer visit.
- Google accounts for **57.5%** of all reviews worldwide.
 - Google - 57.5%
 - Facebook - 19%
 - TripAdvisor - 8.4%
 - Yelp - 6.6%
 - All others combined - 8.6%
- **64%** of consumers visit Google to check for reviews of a business.
- **95%** of travelers read reviews prior to booking and **72%** won't take action until they read reviews.
- **49%** of consumers consider the number of online reviews as being an essential factor in their purchase decision and **89%** read businesses' responses to reviews.

TRAVEL
PORTLAND



- Today's customer journey begins with Google and ends with Google Maps.
- Google Maps is NOT just a mapping application. It's a search engine, and much, much more.
- New Google Maps features are appearing all the time:
 - Direct Messaging
 - Google Pay
 - Event Calendar
 - Contribute Tab
- More than **770** Portland business locations have already signed up!
- Sign up for free at **www.locl.io/travelportland**

EXCITEMENT IS ON THE HORIZON



OPPORTUNITY: LET'S DIFFERENTIATE OURSELVES



BRIDGES + RIVERS



TALL MOUNTAINS + BUILDINGS



PRODUCT OFFERINGS, TOO!



PRODUCT OFFERINGS, TOO!



OUR NEW BRAND



A DIFFERENT, EVOLVING CITY

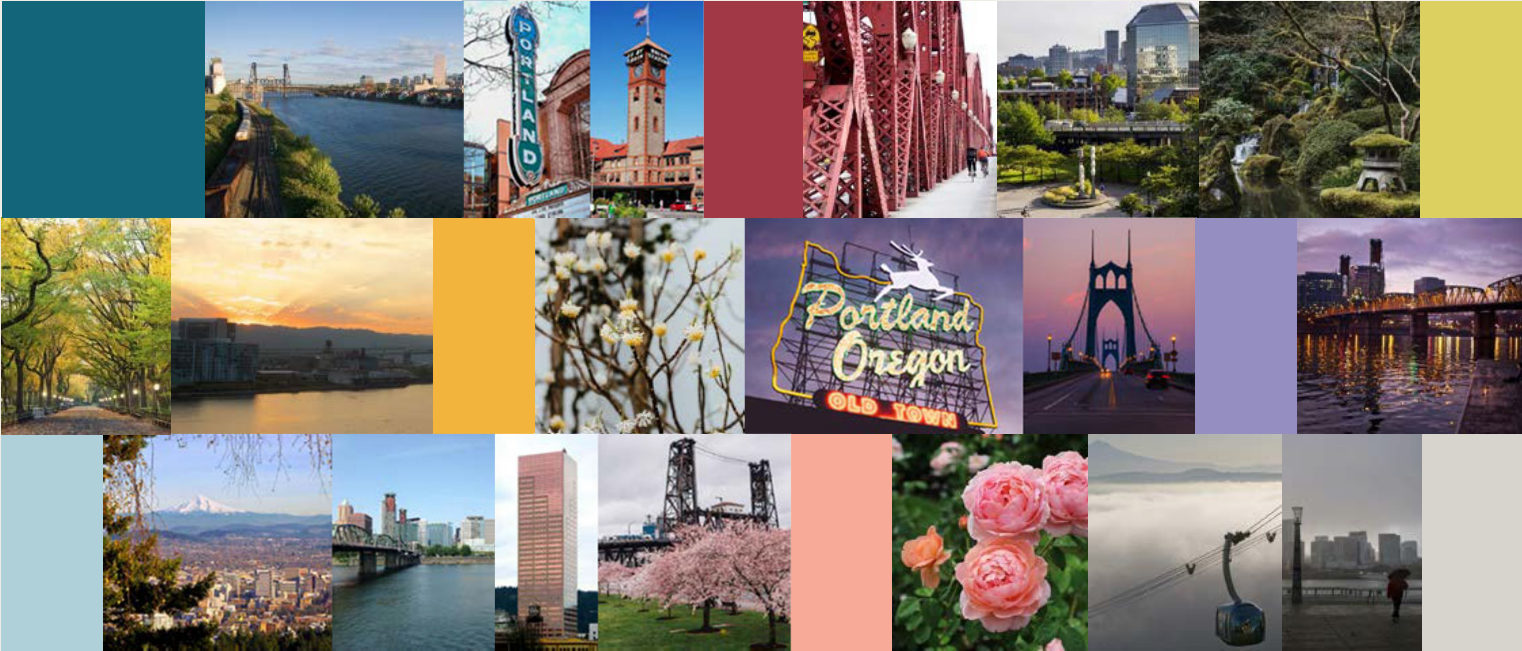
“After years of food and travel magazines screaming about Portland’s cool factor, the city has **settled into its fame** — and **built up a tourism infrastructure** to support it.”

Fortune, Dec. 21, 2019

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PORTLAND

COLOR PALETTE



BRAND PILLARS

Expressive

Portland exudes creativity and glows with an entrepreneurial, artisan, and maker spirit.

Collaborative

Portland was built by people coming together; collaboration is simply in our DNA.

Dynamic

Portland is vibrant and ever-evolving. You get to be who you want to be here.

STONE OF VOICE

We are open and welcoming.
Not judgmental or pretentious.

We are laid-back and confident.
Not sleepy or uncertain.

We are unexpected and unfiltered.
Not brash or over-the-top.

VISITORS GUIDE

PORTLAND



Paradise awaits at hundreds of Portland parks. Find our favorites on pg. 26.

Find Your Path

festivals 22 | family fun 49 | beyond the city 87

LOVE PORTLAND LIKE YOU LIVE HERE

THE HALLMARKS of a great trip to Portland don't come from checking expected destinations off a provincial list. Instead, we suggest that you go where locals go, do what locals do and pick up some Portland values along the way.

When you come to Portland, explore beyond the core of the central city to connect with our diverse neighborhoods and support minority-owned businesses. The **Meridian directory** (meridiandirectory.com) and the **Business My People's Market** (mypeoplesmarket.com) are great starting points.

Access to the outdoors — both in and near the city — is one of the most-loved characteristics of Portland. Practice the principles of **Leave No Trace** (lnt.org) to minimize your impact and preserve the natural environment for others to enjoy.

Even with all that open space, some Portland-area destinations are experiencing overcrowding. When visiting popular spots like the Columbia River Gorge National Scenic Area or Southwest Portland's Washington Park, go at non-peak times and use public transit or tour operators rather than private vehicles.

There's no simple solution to the systemic crisis of homelessness, but there are some easy ways you can help when you're in town. Your \$1 purchase of the weekly **Three Rivers newspaper** (www.threeriversnews.com) provides direct income to the homeless. When you order a **Portland Charity Cocktails** (portlandcharitycocktails.com) cocktail at 20+ participating bars and restaurants, \$1 goes to nonprofits serving people experiencing homelessness. Since 2014, this program has generated more than \$60,000 for three vital organizations.

Connecting with people, respecting nature and spending consciously — these Portland principles could be some of the best souvenirs of your trip.

OREGON'S POPULATION was largely Native American until relatively recently. The Portland metro area built on traditional village sites of the Multnomah, Willamette, Clackamas, Multnomah, Clatsop, and other tribes, and many other tribes, including the Columbia River. The Indian Reservation Land Act of 1950 transferred these lands and offered the land to white settlers, who quickly laid claim to 3.5 million acres (1 mil hectares) of tribal land, including all of what is now Portland. It was a landmark in the history of indigenous peoples that Portland's urban Native community now includes nearly 20,000 people from nearly 100 tribes. As a proud Portlander, seek out Native makers, artists, businesses and cultural events.

Pre-PDX History

What every visitor must know about the land Portland occupies.

CONNECT WITH US

- 01** **Portland Visitor Center**
Need help planning your trip to Portland? Start your trip with a visit to the **Portland Visitor Center** (277 Main St., 503.441.2300, www.portlandvisitors.com), where trained experts will provide maps, insider tips, brochures and recommendations.
- 02** **Social Media**
@portlandinfo
#myportland
- 03** **travelportland.com**
To learn more about Portland's culture, events, neighborhoods and surrounding region, visit travelportland.com, our award-winning website, newly updated in fall 2016. From ports to parks, aka "How to" in the top bar to access a dynamic map showing our most-loved food, drink, shopping and entertainment nearby. You can also see this feature from selected restaurants by searching around your hotel or guest destination.

ILLUSTRATION BY SUBIN YANG; LEFT PHOTO BY PHASE/SPIRIT/123RF.COM/ISTOCK; DELTA PARK POWDOWN; OPPOSITE PHOTOS BY ASHLEY ANDERSON

Vending Magic

Eye-catching machines showcase Portland's thriving maker culture.

BY COURTNEY YAT

Their Vender is on a mission to make vending machines fun. The Portland maker, artist, crafter and collaborator with artists to stock her signature Vender vending machines with assorted, off-the-wall items like vintage Troit Dicks, hard hats and VHS cassettes.

Vander's whimsical business was inspired by a three-year stint in Belgium, South Korea, where she came across vending machines that sold books and other non-edible items. The first Vender's was stocked with mostly utilitarian items, such as tampons, condoms and rolling papers. But Vander, who had once run a pizza business, had a vast collection of plastic animal figurines to part with, and the Vender's best-selling item — the "That's Your Inner Animal" mystery bag — was born.

"I couldn't keep the machines full," says Vander. "So I thought, 'We need to add other mystery items.'"

Today an oracle theme runs through several Vender's products. Customers can purchase edible "midwest cookies," a "personal lucky number generator," and Vander's handmade version of the grade-school "MASS" game. What else might you see? Expect anything from Energizer-C batteries and pregnancy tests to vintage-looking CDs and paperback books. Find a full list of Vender's locations at vendingmagic.com.

trail head

FILM
11/17: Taylor Vander, Ford Your Inner Animal, based in a Vender's

FILM
11/17: Taylor Vander, Ford Your Inner Animal, based in a Vender's

WEBSITE

PORTLAND

- Attractions
- Culture
- Neighborhoods
- Region
- Plan

Events Near Me

Winter Fun in Portland

Portland revs up every winter with special seasonal events and activities like the annual One Moto Show. Buckle up for some of the city's most exciting winter offerings.

[DIVE INTO WINTER](#)

Winter Drinks

Warm yourself from the inside out by sipping on Portland's most beloved winter-friendly beverages.

[FIND YOUR FAVE](#)

Soak Spots

Practice aquatic self-care at these welcoming, all-weather float, soak and sauna spots in Portland.

[SOAK IT UP](#)

This Week in Portland

Check out our editors' top event picks for this week. [MORE EVENTS](#)

Editor's Pick

Feb. 1-29, 2020

Black History Festival NW

Venues Citywide

Black History Festival NW is an all-ages

Editor's Pick

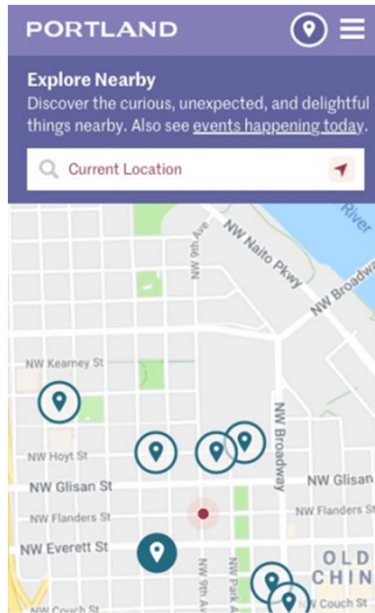
Jan. 25-Feb. 9, 2020

Chinese New Year

NW Lan Su Chinese Garden

\$10 General; \$9 Senior (62+), \$7 Student (6-18 or with College ID). Free for Children under 5.

WEBSITE



Credit: Audubon Society of Portland

Audubon Society of Portland Sanctuary

Nestled against Forest Park, five minutes from downtown Portland, is the Portland Audubon Society's 150-acre, free-to-the-public nature sanctuary.

ADDRESS:
5151 NW Cornell Rd,
Portland, OR 97210
[GOOGLE MAPS](#)

Google Reviews
4.7 ★★★★★

Parks & Gardens
PHONE:
(503) 292-6855

[VISIT THEIR WEBSITE](#)

FIVE TO TRY

Urban nature walks

Mt. Tabor Park

This volcanic cinder cone is a very popular destination featuring expansive views, picnic areas, a dog off-leash area, natural surface and paved paths, a playground, a performance stage and tennis, volleyball and basketball courts.

Laurelhurst Park

Surrounding a scenic lake, Laurelhurst was the first city park named to the National Register of Historic Places. Offers picnic and play areas; restroom; dog off-leash area; horseshoe pit; soccer field; and basketball, tennis and volleyball courts.

Forest Park

Portland's 5,200-acre urban forest, just minutes from the central city, stretches seven miles in length and contains more than 80 miles of trails.

Washington Park

Portland's signature park at over 400 acres features 15 miles of trails and attractions including the Oregon Zoo, Portland Children's Museum, International Rose Test Garden, World Forestry Center, Portland Japanese Garden and Hoyt Arboretum.

The Grotto

This serene clifftop site features 62 acres of lush gardens and dozens of intricately carved shrines. Built as a Catholic sanctuary in 1924, the Grotto welcomes over 300,000 visitors of all faiths each year and hosts an iconic Christmas celebration.

KNOW BEFORE YOU GO

For any budget itinerary in Portland, we recommend getting an all-day [TriMet pass](#) (\$5) good for the city's public light rail, streetcar and bus.

WINTER ADVERTISING CAMPAIGN

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ANIMATED VIDEO SPOTS: 30s/15s/6s





OOH INSTALLATIONS - LAX

There are no strangers
where everyone is strange.



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them.

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Obscura**

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bon appétit



EARNED MEDIA

Los Angeles Times

TRAVEL

A guide to Portland's best ramen restaurants




At Mirakutei, house tonkatsu ramen is filled with grilled roast pork, a soft-boiled egg and king trumpet and shiitake mushrooms. (Francine Orr / Los Angeles Times)

By JAMES CHARISMA FEB. 15, 2020 | 7 AM

PORTLAND, Ore. — Enjoying a bowl of ramen in Portland, Ore., a decade ago meant a trip to the supermarket for dehydrated instant noodles. But within the last few years, the City of Roses has become the City of Ramen as numerous noodle parlors

Los Angeles Times



As many as 60 illuminated boats are predicted to cruise in two fleets along the Columbia and Willamette rivers in the Christmas Ship Parade in Portland, Ore. (Tina Pappas)

As many as 60 illuminated boats are expected to cruise along the Columbia and Willamette rivers in the 60th Christmas Ship Parade. Boat-watchers may see Santa's sleigh, giant snow people, holiday whales and even red-hot sports cars depicted in

Sections Los Angeles Times LOG IN

TRAVEL

Explore Portland's past on a weekend trip to its Chinatown neighborhood



Staff members take pictures of sudden snowfall in the Lan Su Chinese Garden in Portland, Ore. (Liz Moughon/For The Times)



THANK YOU

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