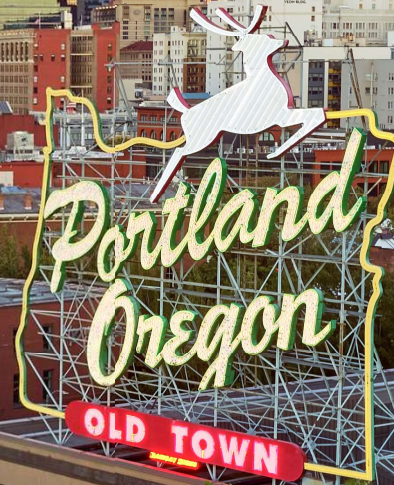


# ECONOMIC DEVELOPMENT, SMALL BUSINESS AND TRADE COMMITTEE

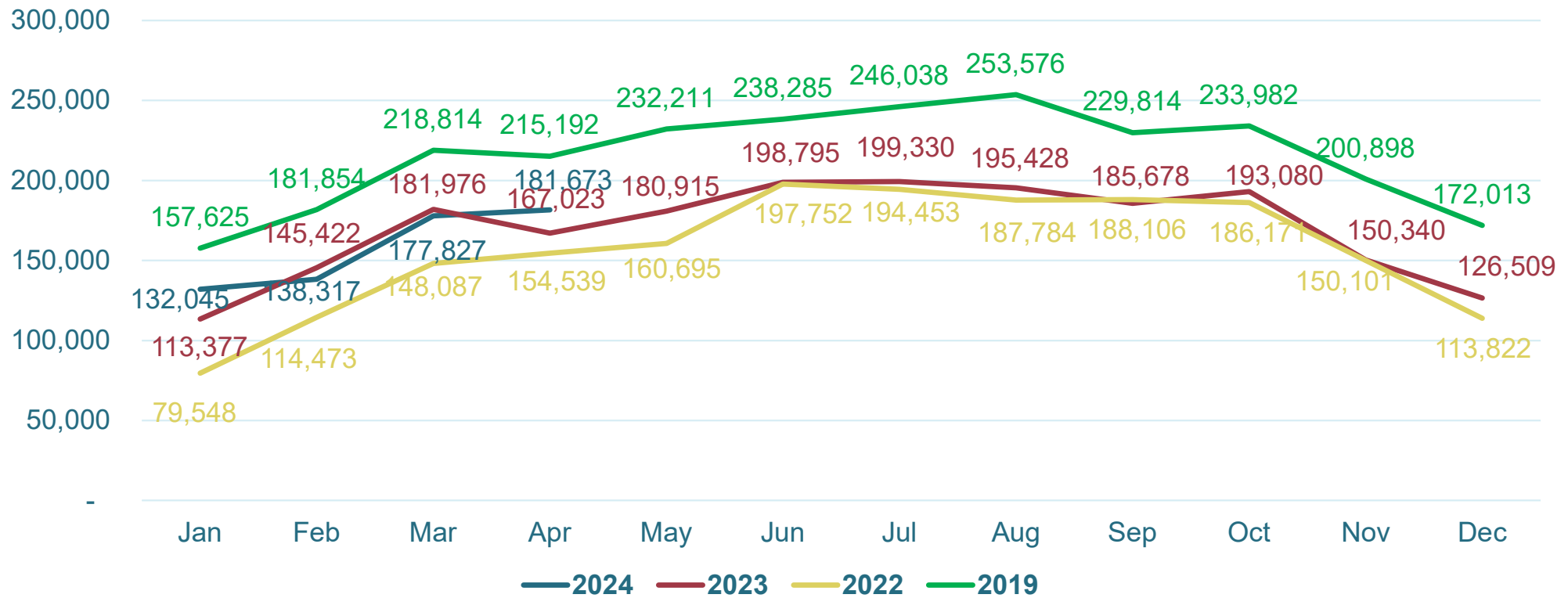
MAY 30, 2024

TRAVEL  
**PORTLAND**



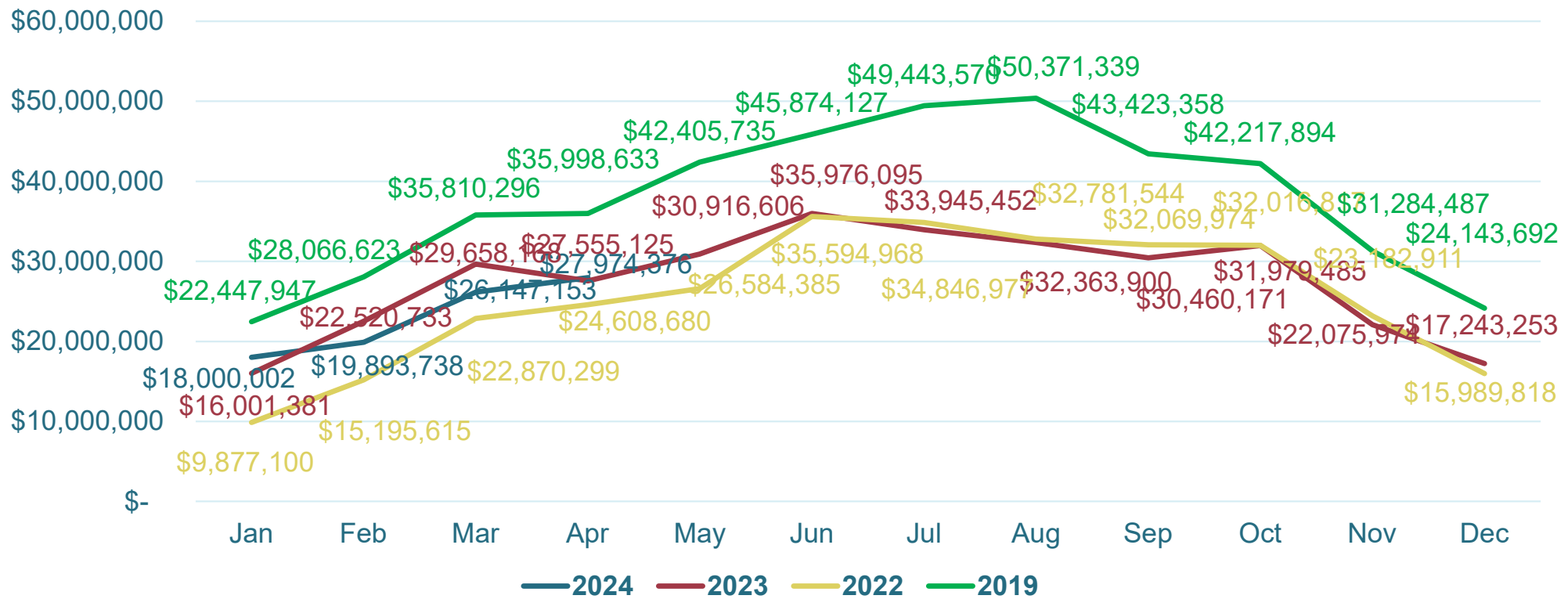
# PORTLAND HOTEL PERFORMANCE: CENTRAL CITY

## Demand (Rooms sold)



# PORTLAND HOTEL PERFORMANCE: CENTRAL CITY

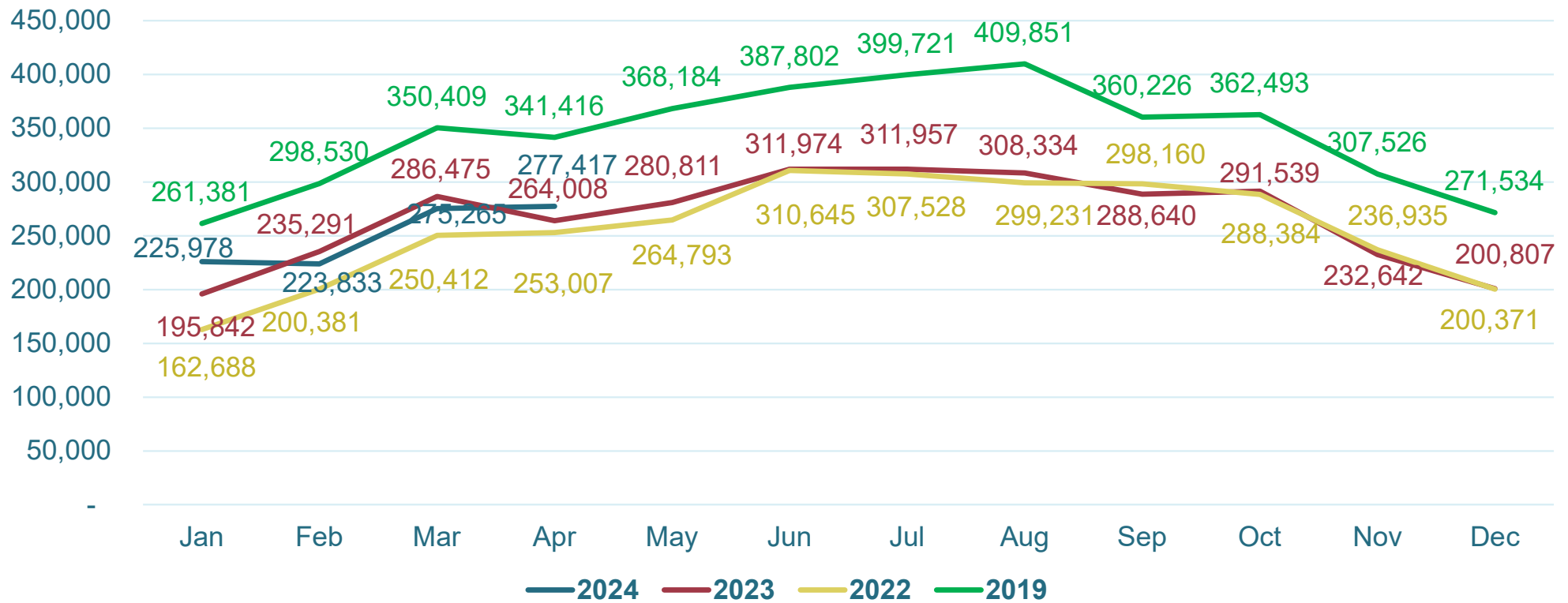
## Revenue



# PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

(CITY OF PORTLAND+ INCLUDES CENTRAL CITY, AIRPORT, JANTZEN BEACH, AND EASTSIDE)

## Demand (Rooms sold)

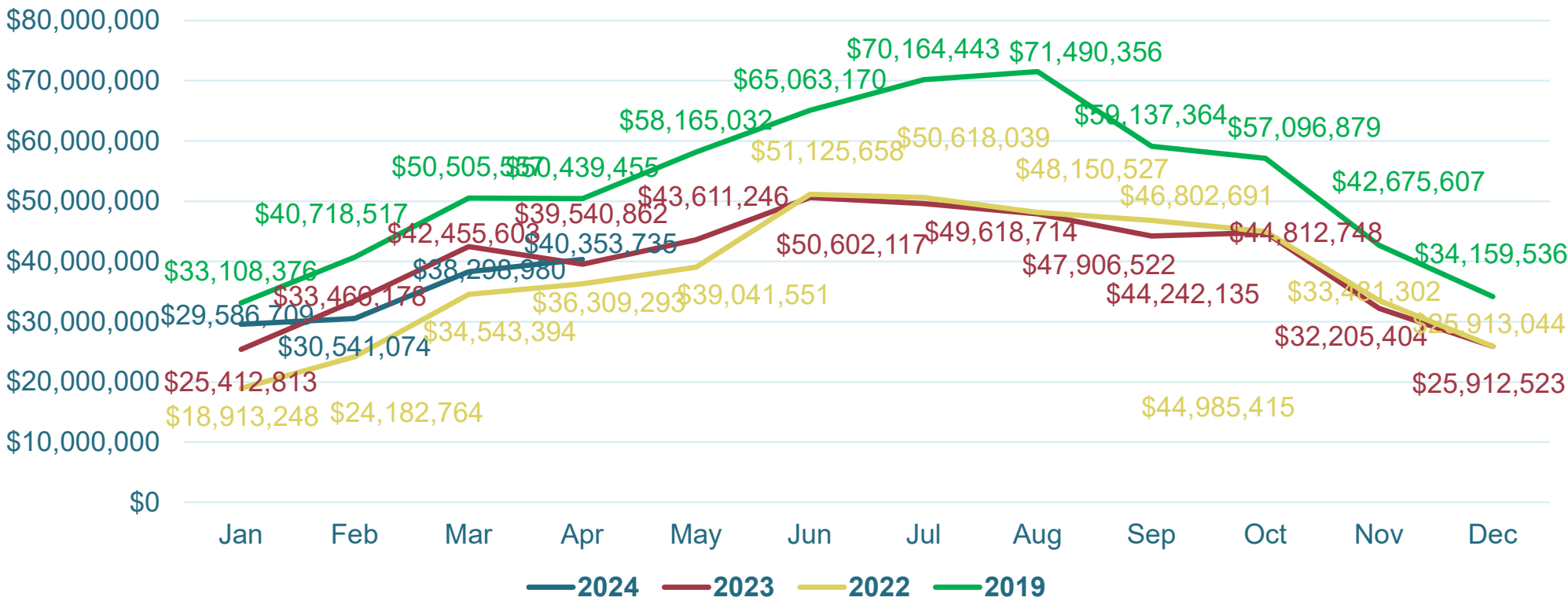




# PORTLAND HOTEL PERFORMANCE: CITY OF PORTLAND+

(CITY OF PORTLAND+ INCLUDES CENTRAL CITY, AIRPORT, JANTZEN BEACH, AND EASTSIDE)

## Revenue





# PORTLAND YOURS TO SHARE



## OUT OF HOME: SEATTLE



**SKIP THE  
SALES TAX,  
NOT THE  
GETAWAY**

**PORTLAND  
YOURS TO SHARE**



# OUT OF HOME: SEATTLE

**IF YOU HAVE  
TIME TO  
READ THIS,  
YOU HAVE  
TIME FOR  
PORTLAND**

**PORTLAND  
YOURS TO SHARE**





# TARGET MARKETS



Seattle  
San Francisco  
Los Angeles  
Eugene/Bend  
Sacramento  
Denver

# PORTLANDERS



*Featuring*

**Albina Music Trust**



# FY24 TRAVEL PORTLAND FUNDING OPPORTUNITIES

## Destination Reputation

### Visitor Experience Enhancement Grants

Development and enhancement of tourism assets and infrastructure that contribute to leisure demand and increase overnight stays

Applications open in winter

Up to \$25,000

### Large Event Sponsorships

Support for multi-day events with 7,500+ attendees and >10% coming from out-of-town

Applications open year-round, reviewed quarterly

Up to \$15,000

### Scale Up Event Grants *(Administered by Prosper Portland)*

Funds and technical assistance for events positioned to grow and attract overnight visitors

Applications open in spring and fall

Up to \$25,000

## Equity, Diversity & Inclusion

### Cultural Enrichment Sponsorships

Support for smaller events with community focus and an emphasis on historically under-represented communities

Applications open year-round, reviewed quarterly

Up to \$2,500



# BUILDING A NEW MEDIA NARRATIVE

- Built Communications Plan
- Developed and Vetted Spokespeople
- Created Rapid Response Plan
- Building Relationships with Key News Media
- Focusing on Op-Ed opportunities, small business success, Portland leadership in livability issues
- Approaching Editorial Boards to address coverage and challenge local media to support the city through fair coverage

## Portland Gear, @Portland Instagram founder: 'Portland is still the place to be'

Email Share Share Tweet Unlock URL Print Order Reprints



Marcus Harvey is the founder of Portland Gear.  
PORTLAND GEAR

## The New York Times

### ***Stubborn Inflation Could Prod Fed to Keep Rates High for Longer***

Hopes for substantial cuts in interest rates are fading as inflation shows more staying power than expected.

As a result, Mr. Harvey is continuing to invest, despite the pinch of high interest rates. The company recently opened a flagship store in downtown Portland and is opening a location in the city's airport.

"It is what it is: For the next five years, rates are going to be high," Mr. Harvey said. "You just can't do anything about it. Business goes on. Life goes on."



THANK YOU

TRAVEL  
PORTLAND

