

DRIVING ECONOMIC GROWTH ACROSS OREGON

PORTLAND REGION



TOURISM SUPPORTS OREGON'S ECONOMY

In 2003, Oregon faced one of its highest unemployment rates in history. As part of a statewide initiative to create new job opportunities for Oregonians, the Oregon Tourism Investment proposal was signed into law. This bill made tourism and hospitality a pillar of Oregon's economy by establishing a 1% state lodging tax, which dedicated the revenue into tourism development and marketing for all of Oregon. In 2016, the legislature increased the state lodging tax to 1.8% through June 2020, when it decreases to 1.5%. In addition, state statute dedicated 30% of the state lodging tax to regional tourism organizations and grant programs across Oregon. This industry investment has delivered results with an increase in visitors which has equated to increased resources for regional programs that support jobs, culture, infrastructure and public services.

THE INVESTMENT IS PAYING OFF

Through Travel Oregon's Regional Cooperative Tourism Program, the Portland Region is scheduled to receive \$6.1 million over the 2019-2021 biennium. The funding is programmed to achieve multiple goals, including the following:

- Support current and high-potential non-stop international air service by promoting regional destination product.
- Generate consumer awareness of the region via media relations.
- Drive room nights via convention and sports market segments and/or leverage Travel Oregon programs.
- Support significant regional development projects and activities that have a direct impact on visitor experience.

PORTLAND REGION:

	IN 2010	IN 2018	CHANGE
Direct Employment			
	26,700 jobs	36,100 jobs	+3.8%
Employee Earnings			
	\$808 million	\$1.5 billion	+7.8%
Visitor Spending			
	\$2.6 billion	\$4 billion	+5.4%
Taxes (State/Local)			
	\$140 million	\$265 million	+8.4%

STATEWIDE:

	IN 2003	IN 2018	CHANGE
Direct Employment			
	84,500 jobs	115,400	+37%
Employee Earnings			
	\$1.7 billion	\$3.6 billion	+112%
Visitor Spending			
	\$6.5 billion	\$12.3 billion	+89%
Taxes (State/Local)			
	\$246 million	\$560 million	+128%

More than 120 cities and counties across Oregon collect a local transient lodging tax to expend on local programming. A study conducted by ECONorthwest in 2018 found that cities and counties that levied a local transient lodging tax spent the revenue on the following programs that directly benefit Oregonians in those communities:

Program Category	Expenditures	Share
General Services	\$84,194,912	39%
Tourism Facilities	\$58,312,100	29%
Tourism Promotion & Marketing	\$48,965,052	18%
Arts, Culture & Entertainment	\$20,855,625	6%
Events	\$9,184,891	1%
Economic Development	\$4,071,652	5%
Chambers of Commerce	\$4,035,060	2%
Other	\$2,062,897	1%
Administration & Overhead	\$1,170,350	0%
Total	\$232,852,539	100%

These dollars, especially those expended in the tourism facilities and promotion and marketing programs, can be leveraged against the regional destination management organization and state tourism investments.



"Orox Leather is a small family business that makes and sells quality, hand-crafted leather goods. Our products include wallets, purses, belts, bags and other accessories made with all U.S.-sourced materials. We estimate that 60% - 70% of our customers are from visitors from out of state. The support of these customers has helped us grow our retail store and adjoining workshop in Old Town where visitors can see the products handcrafted and assembled in real time. We enjoy providing this experience and producing treasured heirlooms that combine the Portland lifestyle with our own heritage, sharing our story with the world."

MARTIN MARTINEZ

General Manager/Co-Owner, Orox Leather Co.



"Travel brings different cultures, different people and different ideas together, and exposes us to things we couldn't imagine. Travel makes our airport work. It's a combination of people traveling for business, people visiting friends and family, and tourists who are coming to Oregon or going around the world to see places."

DAVID ZIELKE

Director of Air Service Development, Port of Portland



"McMenamins is a family-owned group of pubs, breweries, music venues, historic hotels and theaters that is proud to be part of the foundation of the region's craft beverage culture. We welcome our guests whether they're from across the globe or around the corner, honoring local communities and celebrating the people and neighborhoods we love and offering our guests a chance to explore and discover something unexpected around every corner. Tourism powers the economy of many of the communities where we operate, but the real impact are the connections made when family and friends enjoy a meal together, new acquaintances share a passion for art or music and the stories of ordinary and inspiring people are told to new audiences. That's the unquantified influence of travel and tourism and, it's the reason why we love what we do."

RENEE RANK IGNACIO

Marketing Director, McMenamins, Inc.





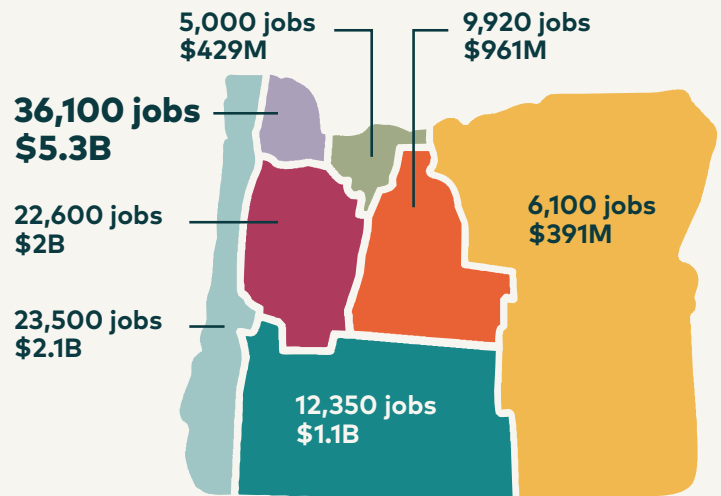
"More than 40,000 people in this region are employed directly in the tourism industry. It's a huge component of our economy. As travelers continue to fall in love with and discover Portland by experiencing the eclectic oddities of our local design and craft-maker scene, our leading-edge food, legendary drink, public parks and urban forests, they're fueling vitality and growth in our region."

MAYOR TED WHEELER
City of Portland

Between July 2018 and April 2019, Travel Portland's Convention Sales team booked more than 347,000 room nights for convention center and single hotel business for a combined economic impact of more than \$266 million.

"The **You Can, in Portland** winter advertising campaign (November 2018 – March 2019) generated more than \$95.1 million in incremental visitor spending, according to an ad accountability study by Phocuswright. Named the nation's best branding and integrated marketing campaign by the U.S. Travel Association, the campaign included media relations; online video partnerships; TV, out-of-home and digital advertising; paid social and search-engine marketing; sponsored content partnerships with Vice and Bustle; strategic partnerships with online travel agencies; and consumer activations. Target markets included Seattle, San Francisco, Bend, Eugene, L.A. and Portland." — **PHOCUSWRIGHT**

EMPLOYMENT & REVENUE ACROSS OREGON





TRAVEL OREGON'S COMPETITIVE GRANTS:

In the past year, the efforts to expand tourism opportunities and enhance visitor experiences has seen an investment of \$145,000 in Travel Oregon Competitive Grant funding across the region. A few of the grant recipients include:

- City of St. Helens to install new signage and improve existing signage, as a result of an existing branding and wayfinding master plan. These signs will entice visitors to pull off of Highway 30 and St. Helens/Columbia Boulevard and into the historic downtown district.
- Portland Parks Foundation to build an artistically inspired 190-foot footbridge over West Burnside providing more than 80,000 users of the popular Wildwood Trail an uninterrupted trail experience between destinations like Pittock Mansion, Washington Park, the International Rose Test Garden, the Oregon Zoo and the Japanese Garden.
- Port of Columbia County for improvements at Bayfront RV & Marina Park including picnic tables, landscaping, wayfinding signage and information kiosks.

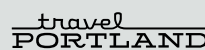
TRAVEL OREGON'S REGIONAL COOPERATIVE TOURISM PROGRAM:

The Portland Region received \$4.8 million over the 17-19 biennium and completed a variety of projects, a few of which are highlighted below:

- Partners decided to invest in a large-scale transformative development project each year. This biennium included investments of \$100,000 in both the Willamette Falls Locks Commission and Salmonberry Trail Project.
- Funds were used to host the Society of American Travel Writers (SATW) in Portland in 2017. More than 150 travel writers came to the region for four days of meetings and conference tours across the seven regions of Oregon, resulting in more than 50 pieces of coverage and 30 million media impressions. Articles were printed in the LA Times, Chicago Tribune, San Francisco Chronicle and USA Today.



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