

PORTLAND REGION WELCOME

MARCH 9, 2026

TRAVEL

PORTLAND

PORTLAND
REGION



AGENDA

Welcome – Michael Cavanaugh, Director of
Destination & Industry Affairs

Travel Portland – Megan Conway, President
& CEO

Explore Tualatin Valley – Dave Parulo,
President & CEO

Clackamas County Office of Tourism – Lizzie
Keenan, Executive Director



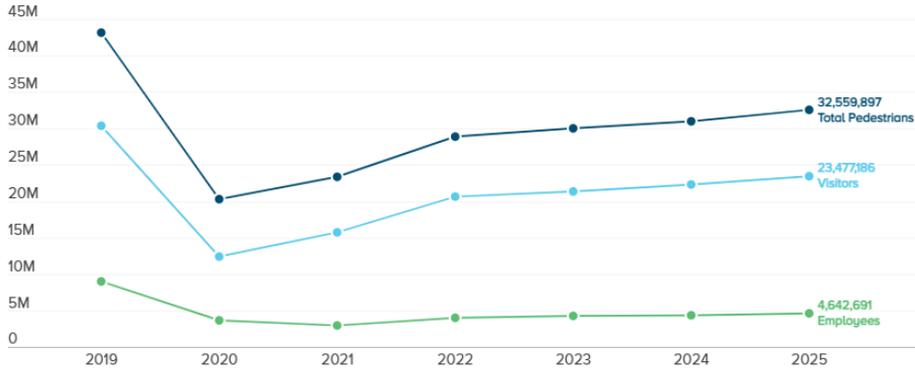
TRAVEL PORTLAND



STEWARDSHIP INVESTMENTS

FIGURE 1: 2025 PEDESTRIAN COUNTS

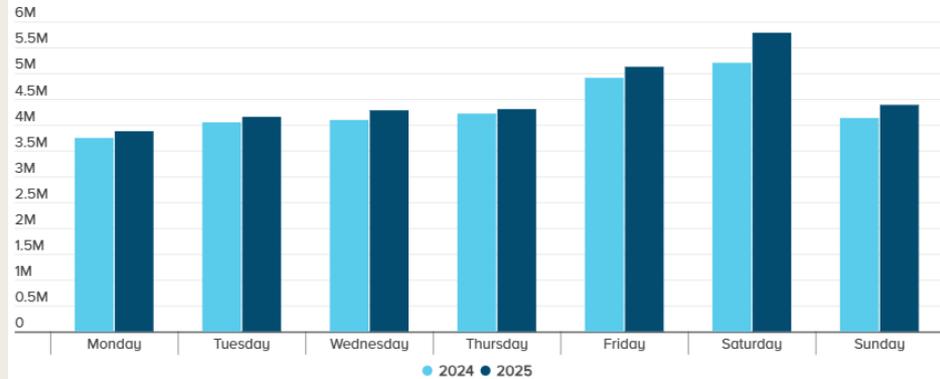
Total pedestrians* within 273-block enhanced service district, January-December.



* Pedestrians includes visitors, employees and residents.
These are not unique visitors, but cumulative totals.

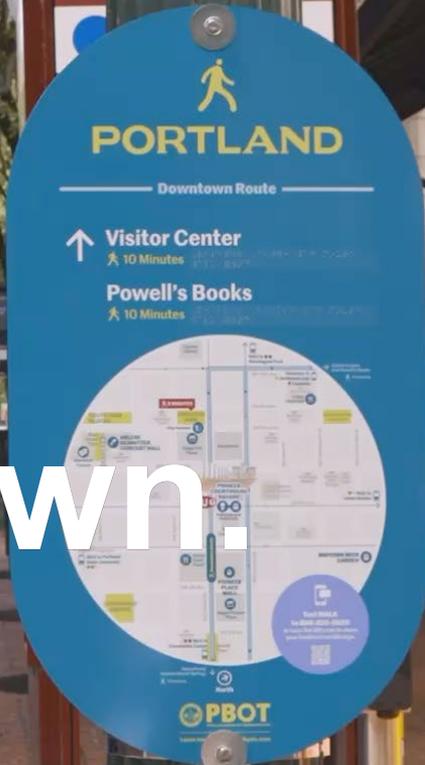
FIGURE 3: PEDESTRIANS BY DAY OF WEEK

Total pedestrians* within 273-block enhanced service district, Monday-Sunday, 2024 vs. 2025.



* Pedestrians includes visitors, employees and residents.
These are not unique visitors, but cumulative totals.

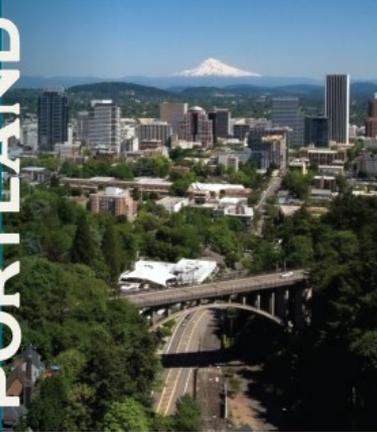
People felt
welcome downtown.



A blue circular sign mounted on a metal post. At the top is a yellow walking figure icon. Below it, the word "PORTLAND" is written in yellow. Underneath, "Downtown Route" is written in white between two horizontal lines. Two destinations are listed: "Visitor Center" with a yellow arrow icon and "10 Minutes" below it, and "Powell's Books" with a yellow arrow icon and "10 Minutes" below it. A circular map of downtown Portland is in the center, showing streets and landmarks. At the bottom right of the map is a small blue circle with a QR code and the text "Scan QR Code to Download the App". At the very bottom of the sign is the "PBOT" logo.



PORTLAND



TRAVEL PORTLAND'S NEW DESTINATION TRAINING COURSE AVAILABLE AT NO COST TO FRONTLINE HOSPITALITY WORKERS.

Learn about what there is to see and do in Portland, how to navigate the city, get pointers on how to handle difficult conversations with guests, how to welcome guests of all cultures and abilities and more. Rose City Certified is online, mobile friendly and available on demand. Help contribute to a more unified, welcoming and experience-rich Portland for visitors.

**SIGN UP TODAY!
SCAN THE QR CODE
FOR MORE INFORMATION.**



STRATEGIC COMMUNICATIONS

 PROPUBLICA

“Riots Raging”: The Misleading Story Fox News Told About Portland Before Trump Sent Troops

Nov. 12, 2025

What Really Happened in Portland Before Trump Deployed the National Guard

In the two months before Trump’s decision, criminal charges were announced against only three people. On nights when physical conflict did erupt, it often came from police firing on, shoving, pepper-spraying and tackling protesters.

Nov. 5, 2025

POSITIVE NATIONAL ATTENTION



The New York Times
Jan. 5, 2026



**The Best Places to Go in
North America and the
Caribbean in 2026**

Condè Nast Traveler
Dec. 17, 2025

Kann/Eva Kosmas Flores

POSITIVE NATIONAL ATTENTION

13 Most Affordable Places to Travel for Spring Break in the U.S. and Mexico This Year

Travel + Leisure
Jan. 20, 2026

03
of 13 | Portland, Oregon



The iconic Portland, Oregon stag sign.
Credit: Courtney Childers/Travel + Leisure

Average flight + hotel cost: \$496

Spring is when Portland fully leans into its nickname, the City of Roses. As winter rain eases, the city fills with blossoms—cherry trees along [Tom McCall Waterfront Park](#) bloom in late March and early April, followed by tulips (the [Wooden Shoe Tulip Festival](#) in nearby Woodburn is a great detour) and roses (of course, don't miss the [International Rose Test Garden](#)). Mild temperatures also make it an ideal time to explore what's widely considered one of the most [bike-friendly cities](#) in the U.S., with miles of dedicated paths along the river and beyond. Add in [Forest Park](#) hikes and stops at the [Portland Japanese Garden](#), and spring offers a relaxed, colorful way to experience the City of Roses.



POSITIVE NATIONAL ATTENTION

El Mercado
Jan. 28, 2026



12 U.S. Cities With the Best Vintage Shops

Have a passion for second-hand shopping or have your eye on a specific vintage item? You might want to check out these cities.

Mental Floss
Jan. 29, 2026

LOCAL FOOD GUIDES

This Oregon Restaurant Does Southern-Style Biscuits Well Enough To Impress Guy Fieri

Tasting Table
Jan. 25, 2026

BECOME AS YOU ARE





LOOKING AHEAD...



Explore Tualatin Valley

OREGON TOURISM COMMISSION MEETING
MARCH 9, 2026

**EXPLORE
TUALATIN
VALLEY**

EXPLORE **TUALATIN** **VALLEY**

EXPLORE TUALATIN VALLEY

Hillsboro Hops Stadium Grand Opening



EXPLORE TUALATIN VALLEY

Welcomes Professional Women's Softball



Proud Home of Portland Professional Sports Training



EXPLORE TUALATIN VALLEY

Big 10 Men's Golf Championships



MEN'S GOLF CHAMPIONSHIPS

MAY 1-3, 2026 | PUMPKIN RIDGE GOLF CLUB

EXPLORE TUALATIN VALLEY

Wheel the World Verification

**wheel
the
world**



EXPLORE TUALATIN VALLEY

2026 Tap Season Campaign



EXPLORE TUALATIN VALLEY

2026 Spring Sips Campaign



Resident Sentiment Survey

HELP SHAPE THE PATH THE PATH TOURISM RESIDENT SENTIMENT SURVEY



Share your thoughts in our 10-minute Resident Sentiment Survey for a chance to win a Hillsboro Hops ticket pack or one of six \$100 local gift cards!

TAKE THE SURVEY



ETVOR.COM/SURVEY

HELP MAP THE PATH FORWARD TOURISM RESIDENT SENTIMENT SURVEY

Respond today for a chance to win Hillsboro Hops ticket pack or one of six \$100 local gift cards!



HELP SHAPE THE PATH TOURISM RESIDENT SENTIMENT SURVEY

Drop us your thoughts and roll into a chance to win: Hillsboro Hops ticket pack or one of six \$100 local gift cards!





**EXPLORE
TUALATIN
VALLEY**

Thank you!



CLACKAMAS COUNTY OFFICE OF TOURISM

RCTP Strategic Investment FY 24/25

Pickathon/Creative Neighborhoods



RCTP Strategic Investment FY 24/25 Pickathon/Creative Neighborhoods







Launching This Spring...

\$1,000,000 Tourism Business Grant Program

- Collaboration with Clackamas County's Office of Economic Development
- Funded by Clackamas County's Office of Tourism
- Designed to accelerate and support tourism-related businesses across the county

Tourism Small Business & Entrepreneur

Acceleration Grant (\$500,000):

- Supports sustainable growth for small and early-stage tourism businesses by funding projects that help them scale operations, enhance visitor experiences, and improve accessibility.

Tourism Business Technical and Professional

Services Fund (\$500,000):

- Supports the growth and expansion of tourism businesses in Clackamas County by funding technical and professional service projects that align with the business's existing strategic plans.

THANK YOU!

PORTLAND REGION




PORTLAND

Downtown Route



Pioneer Courthouse Square ▲ 10 Minutes

Visitor Center ▲ 20 Minutes

Powell's Books ▲ 20 Minutes



PBOT
PORTLAND BUREAU OF TRANSPORTATION