

TRAVEL
PORTLAND

3RD QUARTER 2025-26 REPORT

Highlights:

Executive Summary – Page 3

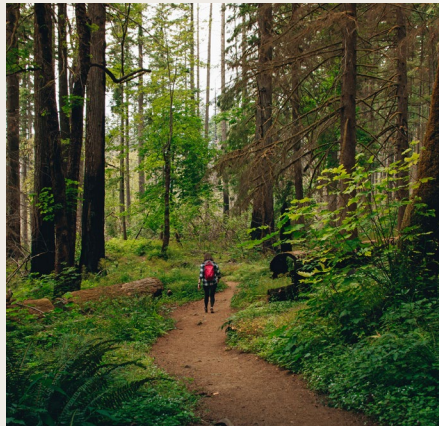


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| | |
|--------------------|-------------------------|
| Megan Conway | President and CEO |
| James Jessie..... | Chief Operating Officer |
| Greg Newland | Chief Marketing Officer |
| Yang Yang..... | Chief Financial Officer |



EXECUTIVE SUMMARY

ACCOMPLISHMENTS

- For the 3rd Quarter, OCC realized more than \$1.4 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 11.4 to 1.
- Two new and two repeat OCC conventions were booked for future years worth more than \$520,711 in OCC revenue and community economic impact more than \$2.3 million. Total Travel Portland bookings, including single hotel will result in more than \$11.9 million of economic impact.
- Portland was included in 68 media placements for a total of 1,361,868,326 impressions in outlets proactively targeted by Travel Portland because they are influential and inspirational to travel.
- Marketing finalized and released Travel Portland's 2026 visitor guide and published updates to the cultural community pages on TravelPortland.com.
- Travel Portland was instrumental in bringing back Portland Dining Month in March 2026. Featuring two price points across more than 128 restaurants, the 48 restaurants that have submitted data to-date, reported that the promotion resulted in a collective \$1.16 million in menu sales, with many restaurants experiencing double-digit sales growth over last March.

TRENDS, SUCCESSES, OBSTACLES

- Total YTD TLT/TID collections in FY26 are \$16.7 million, which is -2% year-over-year, reflecting soft hotel business performance.
- 1 group was lost in the third quarter due to safety and perception concerns which would have totaled 2,045 room nights with an estimated community economic impact of approximately \$1.5 million.
- Portland hosted its largest 2026 convention in February at the Oregon Convention Center. The Snowflake Sales Kick-Off consumed more than 14,000 hotel room nights with an estimated community economic impact more than \$8.5 million.
- The Travel Portland Sales Department booked 70 conventions and meetings during the 3rd quarter of FY26. These events produced over 26,000 room nights in future hotel business worth more than \$12 million in community economic impact.

MERC CONTRACT TARGETS

| TARGET # | TARGET DESCRIPTION | YEAR TO DATE ACTUAL | ANNUAL TARGET |
|----------|-----------------------------|---------------------|---------------|
| 1 | OCC revenue target | \$11,377,911 | \$20 Million |
| 2 | ROI on future OCC business | 3.2 | 3.5 |
| 3 | Lead conversion | 14.2% | 16% |
| 4 | Services performance survey | 4.0 | 3.9 |
| 5 | Public relations/media | 20 | 28 |
| 6 | Community economic impact | 24.1 | 14.0 |

CITY CONTRACT GOALS

| OBJECTIVE # | GOAL DESCRIPTION | YEAR TO DATE ACTUAL | ANNUAL GOAL |
|-------------|---|---------------------|-------------|
| 1 | Convention Sales and Marketing Economic Impact ROI | 16.0 | 23.0 |
| 5 | International visitors against comp set* | 34.0% | Within 20% |
| 7 | Total Targeted Media Placements | 263 | 275 |
| 7 | Total Media Engagements for Minority-Owned Businesses | 1,643 | 900 |
| 8 | Services Performance Survey | 25 | 6/Year |

*Travel Portland is now reporting the actual difference in percentage points in international arrivals to its competitive set on 5-year rolling basis. Previously Travel Portland had reported its percentage of change in arrivals in the Executive Summary.



EXECUTIVE SUMMARY

| HOTEL DEMAND | | | |
|-------------------------------------|---------------|-----------|-------------|
| COMPETITIVE SET COMPARISON | | | |
| Smith Travel | | | |
| Research Central Business Districts | | | |
| | Occupancy (%) | ADR (\$) | RevPar (\$) |
| Portland Central City + | 57% | \$ 149.82 | \$ 84.88 |
| Denver | 69% | \$ 215.87 | \$ 149.18 |
| Seattle | 65% | \$ 182.23 | \$ 118.09 |
| Salt Lake City | 75% | \$ 189.30 | \$ 141.30 |
| Nashville | 83% | \$ 292.58 | \$ 241.43 |
| Austin | 74% | \$ 305.92 | \$ 226.42 |
| Minneapolis | 46% | \$ 164.88 | \$ 76.29 |
| San Francisco | 70% | \$ 309.42 | \$ 217.99 |

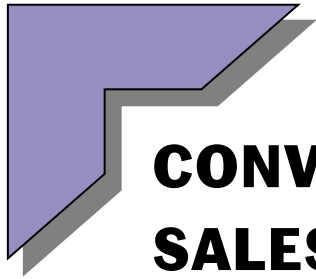
**Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year*

| | Smith Travel Research - Region* | | | | | | | |
|--------------------|---------------------------------|--------|-----------|--------|-----------|--------|-----------|--------|
| | Occupancy | | ADR | | RevPar | | Demand | |
| | This Year | Change | This Year | Change | This Year | Change | This Year | Change |
| Downtown | 50.3% | -5.6% | \$ 143.75 | 1.1% | \$ 72.32 | -4.5% | 475,239 | -4.3% |
| Airport | 58.0% | 0.9% | \$ 124.90 | -1.8% | \$ 72.40 | -0.9% | 181,599 | -1.2% |
| Eastside | 60.5% | 1.6% | \$ 88.85 | -9.5% | \$ 53.79 | -8.1% | 26,752 | 1.6% |
| Jantzen Beach | 51.3% | -4.2% | \$ 103.33 | 0.0% | \$ 53.04 | -4.2% | 67,037 | -4.2% |
| City of Portland + | 52.4% | -4.2% | \$ 128.88 | -0.8% | \$ 67.60 | -4.9% | 737,189 | -3.8% |

**Smith Travel Report is on a calendar basis, not Travel Portland's Fiscal Year*

| HOTEL DEMAND | | | | |
|----------------------|--------------------------|-----------------|--------------------------|-------------------------|
| REGION | LODGING TAX COLLECTIONS* | | | |
| | QUARTER 3 | | | |
| TLT/TID | | | | |
| | FY26 (\$) | FY26 (% of TLT) | CHANGE FY25 to FY26 (\$) | CHANGE FY25 to FY26 (%) |
| Central City | \$9,370,589 | 56% | \$63,149 | 1% |
| Airport | \$2,263,182 | 14% | (\$302,409) | -12% |
| Eastside | \$159,138 | 1% | (\$15,086) | -9% |
| Jantzen Beach | \$689,351 | 4% | (\$167,238) | -20% |
| Subtotal | \$12,482,260 | 75% | (\$421,584) | -3% |
| Online Travel Agency | \$2,207,506 | 13% | \$185,794 | 9% |
| Short Term Rental | \$1,916,651 | 11% | (\$115,338) | -6% |
| Other | \$68,066 | 0% | \$4,331 | 7% |
| Subtotal | \$4,192,224 | 25% | \$74,787 | 2% |
| Grand Total | \$16,674,484 | 100% | (\$346,797) | -2% |

**Data provided by the City of Portland Revenue Division.*



CONVENTION SALES

| OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS | | | |
|---|----------------------|----------------------|---------------------------------|
| | OCC Revenue | Annuals | Total Potential Future Business |
| FY 25/26 | \$ 20,640,042 | \$ - | \$ 20,640,042 |
| FY 26/27 | \$ 16,186,494 | \$ 973,588 | \$ 17,160,082 |
| FY 27/28 | \$ 8,644,495 | \$ 2,698,461 | \$ 11,342,956 |
| FY 28/29 | \$ 9,368,542 | \$ 3,601,310 | \$ 12,969,852 |
| FY 29/30 | \$ 6,995,833 | \$ 3,098,718 | \$ 10,094,551 |
| FY 30/31 | \$ 393,477 | \$ 3,601,310 | \$ 3,994,787 |
| FY 31/32 | \$ 748,031 | \$ 3,098,718 | \$ 3,846,749 |
| FY 32/33 | \$ - | \$ 3,601,310 | \$ 3,601,310 |
| FY 33/34 | \$ 727,661 | \$ 3,098,718 | \$ 3,826,379 |
| FY 34/35 | \$ 1,369,209 | \$ 3,601,310 | \$ 4,970,519 |
| TOTAL | \$ 65,073,784 | \$ 27,373,443 | \$ 92,447,227 |

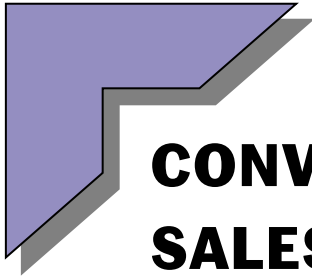
**FY25/26 OCC Revenue includes the following meetings that occurred during quarter 4 of FY 24/25 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: National Education Association.*

| OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE | | | |
|---|---------------|----------------|--------------|
| Total Travel Portland Contract: | QTR | YTD | Target |
| New OCC Bookings | 2 | 32 | |
| Repeat OCC Bookings | 2 | 9 | |
| Total OCC Bookings | 4 | 41 | |
| Room Nights from OCC Bookings | 4,447 | 93,147 | |
| Future OCC Revenue Booked during FY 2025/26 | \$520,711 | \$14,020,408 | |
| ROI OCC Bookings | \$ 0.5 | \$ 3.2 | 3.5 to 1 |
| Community Economic Impact from OCC Bookings | \$2,314,745 | \$66,515,865 | |
| Total Room Nights Booked | 26,520 | 174,007 | |
| Total Community Economic Impact from Bookings | \$ 11,965,328 | \$ 104,275,485 | |
| ROI on Total Community Economic Impact | \$ 11.4 | \$ 24.1 | 14.0 to 1 |
| OCC Revenue Realized During FY 2025/26* | \$ 1,484,855 | \$ 11,377,911 | \$20 Million |

**FY 25/26 OCC Revenue includes the following meetings that occurred during quarter 4 of FY 24/25 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: National Education Association.*

**OCC Revenue Realized includes the following meeting that occurred during quarter 2 of FY 25/26 at OCC, but the group had not settled in OCC's accounting software (USI) at the time of reporting. They are included in quarter 3 OCC revenue realized: Society of Environmental Toxicology and Chemistry, Varsity Spirit.*

**OCC Revenue Realized does not include the following meetings that occurred during quarter 3 of FY 25/26 at OCC, but had not settled in OCC's accounting software (USI) at the time of reporting: Snowflake, Varsity Spirit - PacWest Grand Nationals, Achieving the Dream, Inc, Break The Floor Productions, Star Dance Alliance/DanceOne, Travel Oregon, American Farm Bureau Federation, The Materials Show, Thrombosis & Hemostasis Societies of North America, American Mosquito Control Association, Forest Business Network. They will be included in quarter 4 OCC revenue realized.*



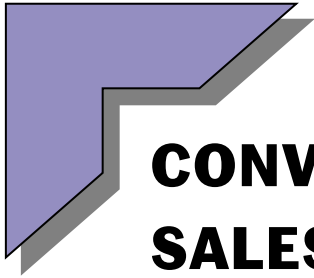
CONVENTION SALES

| OCC LEAD CONVERSION | |
|--------------------------------|---------------------|
| | As of April 1, 2026 |
| Lead Conversion Percentage | 14.2% |
| Benchmark / Annual Target -16% | |

| OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS | | | | | |
|--|------------|------------|------------|------------|-----------------------|
| AS OF APRIL 1, 2026 | | | | | |
| | FY 2025-26 | FY 2026-27 | FY 2027-28 | FY 2028-29 | FY 2029-30 and beyond |
| Current | 50 | 36 | 18 | 16 | 15 |
| 4 Year Average | Current | 1 yr. out | 2 yrs. out | 3 yrs. out | Beyond 3 yrs. |
| (FY 22/23-25/26) | 53 | 36 | 17 | 11 | 11 |

| OREGON CONVENTION CENTER REVENUE | | |
|---------------------------------------|----------------|---------------|
| THREE YEAR AVERAGE | | |
| | Total Contract | |
| | Quarter | YTD |
| OCC Revenue Generated (3 yr. average) | \$ 3,308,889 | \$ 12,405,262 |
| Travel Portland Contract Costs | \$ 1,051,504 | \$ 4,318,789 |
| ROI (Revenue / Costs) | 3.1 | 2.9 |

| 3RD QUARTER - OREGON CONVENTION CENTER LOST BUSINESS | | | | | |
|--|--------|-------------------|-----------|------------------|--------------------------------|
| Account | Groups | Total Room Nights | Attendees | Lost OCC Revenue | Lost Community Economic Impact |
| Total | 37 | 155,892 | 75,574 | \$ 16,213,262 | \$ 89,892,845 |



CONVENTION SALES

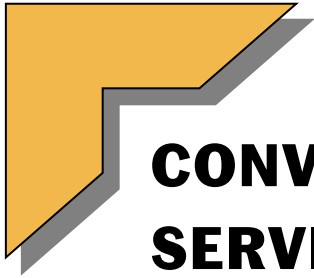
| DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE | | |
|---|-------------|--------|
| Total Travel Portland Contract | 3rd Quarter | YTD |
| New Diverse/Minority Group Bookings | 1 | 14 |
| Total Diverse/Minority Group Bookings | 1 | 14 |
| Room Nights from Diverse/Minority Group Bookings | 700 | 18,591 |
| | | |
| Diverse/Minority Group Leads | 10 | 29 |
| Diverse/Minority Group Lost Leads | 9 | 19 |

For the third quarter of FY 2025/26, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$340,000. Booked groups included the following:

| | |
|-------------------------------------|------------|
| Association of Hawaiian Civic Clubs | \$ 340,849 |
|-------------------------------------|------------|

3RD QUARTER - OREGON CONVENTION CENTER CANCELLATIONS

| Account Name | Groups | Reason | Total Room Nights | Attendees | Lost OCC Revenue | Lost Community Economic Impact | Arrival Date |
|--|----------|--------------------------------------|-------------------|--------------|-------------------|--------------------------------|--------------|
| International Association of Forensic Nurses | 1 | Conference Cancelled - Not Happening | 2,174 | 1,200 | \$ 345,176 | \$ 1,582,043 | 4/16/2026 |
| Total OCC Cancellations | 1 | N/A | 2,174 | 1,200 | \$ 345,176 | \$ 1,582,043 | N/A |



CONVENTION SERVICES

| ACTIVITY DESCRIPTION | 3RD QUARTER | YTD |
|---|-------------|-----|
| OCC groups occurring during the quarter | 18 | 40 |
| Pre-convention attendance building - Site tours | 8 | 27 |

TRAVEL PORTLAND POST CONVENTION SURVEY

| Overall impression of the following: | | | | | | | |
|--|------------------|-------------|-------------|-------------|-----|-------------------|-------------------|
| Answer Options | Excellent = 4 | Good = 3 | Fair = 2 | Poor = 1 | N/A | Rating Average | Response Count |
| Travel Portland sales staff | 8 | 0 | 0 | 0 | 0 | 4.0 | 8 |
| Travel Portland convention services staff | 7 | 1 | 0 | 0 | 0 | 3.9 | 8 |
| Travel Portland collateral/promotional materials | 7 | 1 | 0 | 0 | 0 | 3.9 | 8 |
| Quality and user-friendliness of the Travel Portland website | 8 | 0 | 0 | 0 | 0 | 4.0 | 8 |
| Average rating for the quarter | | | | | | 3.9 | |
| Average rating YTD | | | | | | 4.0 | |
| Target | | | | | | 3.9 | |

In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?

There are not enough positive words/comments to say about the entire Travel Portland staff. The entire team went above and beyond for staff and members. We look to the Travel Portland team as partners and friends, not as business colleagues. A great way to cement this friendship, we started our event out with a wonderful celebration with the team (something that they didn't have to do, but did so with joy and excitement). Crista even stopped over during our conference with cupcakes as a special "have a good day."

Amazing.

We worked with Crista Kocher. From the very start, she was friendly, informative and really easy to work with.

Alenna is amazing! Having Travel Portland as a resource was super critical to the success of our event. Specifically in the early planning phases with planning site visits, venue recommendations, and hotel contracting.

Beth was amazing. Always with a smile and helpful suggestions.

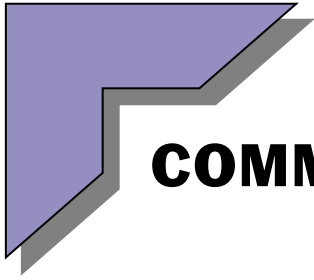
Great.

Everyone on the team was amazing. Alenna is wonderful and our entire board appreciated the service and support for our attendees.

I absolutely adore Crista. She is a gem and I wish I had 1000 others just like her. She is communicative, kind, smart and well-connected. She helps us dream big with ideas and is a go-to when we need something from the city.

Completed Group Survey:

| | |
|---------------------------------|---|
| American Farm Bureau Federation | Society for Integrative and Comparative Biology |
| Varsity Spirit | Major League Table Tennis |
| Achieving the Dream, Inc | American Mosquito Control Association |
| Snowflake | Forest Business Network |



COMMUNICATION & PR

| TARGETED MEDIA NARRATIVE | Q3 | YTD | Target Goal |
|--------------------------|---------------|---------------|-------------|
| Placements | 68 | 263 | 275 |
| Impressions | 1,361,868,326 | 5,059,040,009 | |

Print and online media outlets strategically targeted by Travel Portland's public relations efforts because they are most influential to potential visitors.

| MERC-RELATED MEDIA PLACEMENTS | Q3 | YTD |
|-------------------------------|---------|---------|
| Placements | 3 | 8 |
| Impressions | 101,853 | 224,145 |

Earned media placements generated by Travel Portland public relations efforts that mention the Oregon Convention Center or cover industry topics related to Portland as a meeting destination.

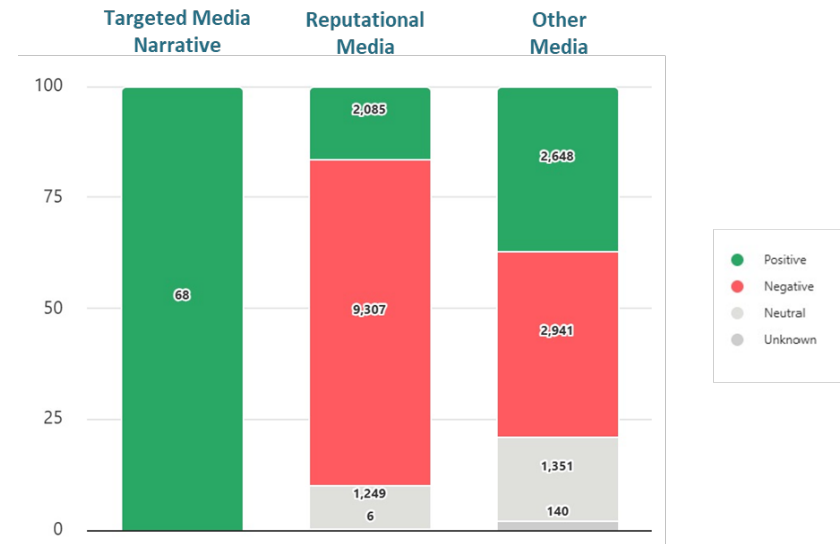
| TARGETED INTERNATIONAL MEDIA* | Q3 | YTD |
|-------------------------------|------------|-------------|
| Placements | 31 | 73 |
| Impressions | 67,391,812 | 167,922,126 |

International print and online media outlets strategically targeted by Travel Portland's public relations efforts
**Measurement on hold until in-market contractors are retained*

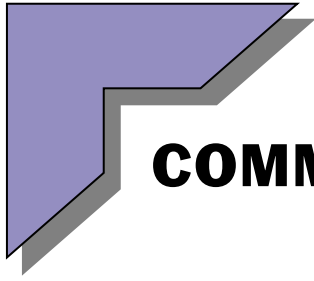
| MEDIA ENGAGEMENTS FOR MINORITY-OWNED | Q3 | YTD | Target Goal |
|--------------------------------------|-----|-------|-------------|
| Engagements | 391 | 1,643 | 900 |

A media engagement is defined as an interaction with media regarding a single topic or issue.

3RD QUARTER MEDIA SENTIMENTS



68 Placements 12,649 Placements 7,080 Placements
 1.36 B Impressions 200.7 B Impressions 202 B Impressions



COMMUNICATION & PR

| ARTICLES | | | MERC | | |
|------------------|----------------|---|--------|-------------------|------------|
| Publication Date | Outlet | Headline | Medium | Total Circulation | Placements |
| February 2026 | Meetings Today | New Meetings Happenings in Seattle, Spokane, Portland and Boise | Online | 19,545 | 1 |
| February 2026 | Meetings Today | New Meetings Happenings in Seattle, Spokane, Portland and Boise | Print | 64,659 | 1 |
| February 2026 | Smart Meetings | Notes from the Road: Portland | Online | 17,649 | 1 |
| Total | | | | 101,853 | 3 |

**Entries that appear to be duplicate articles represent different media placements, i.e. print, online and broadcast.*

| TRAVEL PORTLAND SPONSORED ARTICLES | | | MERC | |
|------------------------------------|--------------------------|--|---------|-------------------|
| Publication Date | Outlet | Headline | Medium | Total Circulation |
| January 2026 | Black Meetings & Tourism | BLACK PORTLAND EXPERIENCE - How to spend a day filled with Black culture in Portland | Digital | 2,906 |
| February 2026 | Smart Meetings | How Events Go Further in Tax-Free Portland | Digital | 17,649 |
| Total | | | | 20,555 |

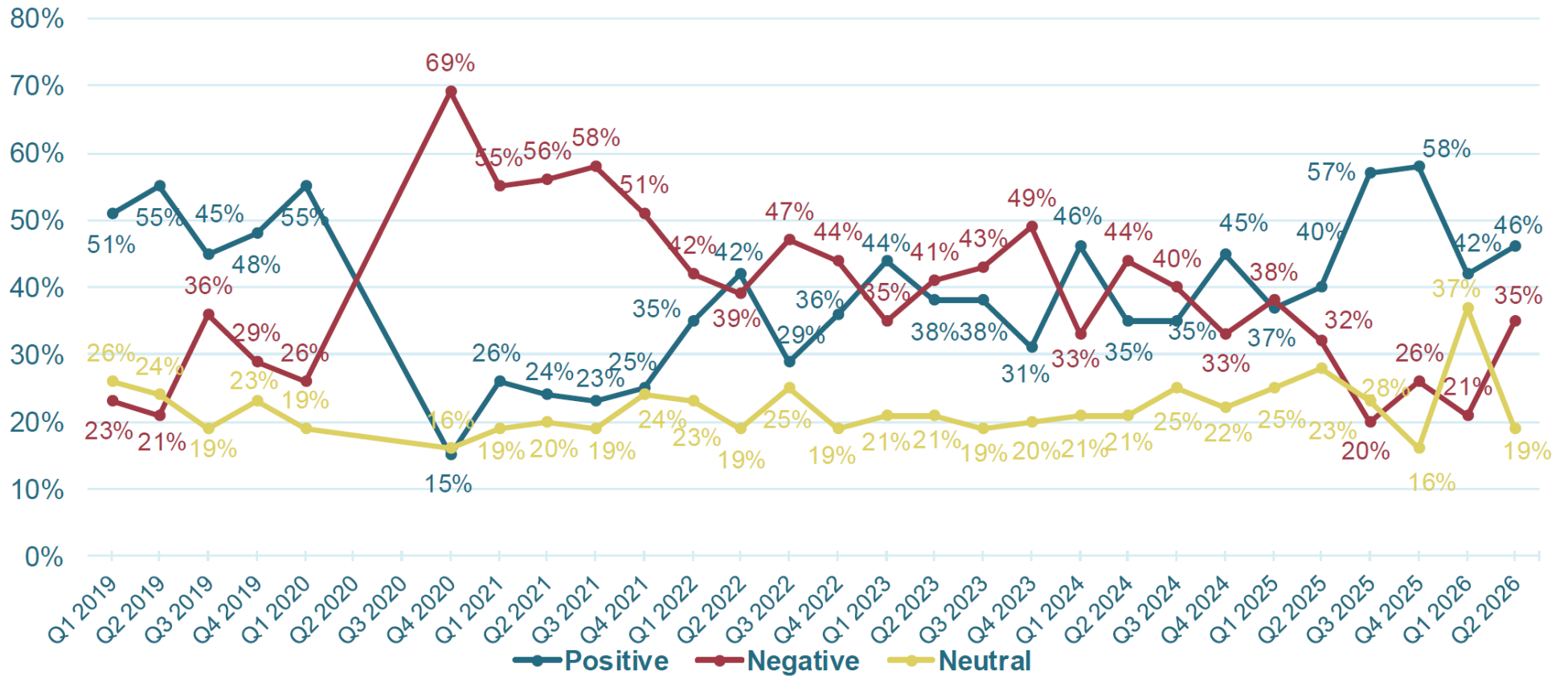
| PITCHES DELIVERED | |
|--|--|
| 1 | Pitched Meetings Today Portland's outdoor experiences |
| 2 | Pitched Made to Order Sale Promo |
| 3 | Pitched Portland as a destination for purpose-driven events |
| 4 | Pitched Smart Meetings Contributor Gretchen Kelly Portland cost savings benefits |
| 5 | Coordinated "Soft Adventure" feature interview with Andrew Moore, Meetings Today |
| 6 | Responded to NW Meetings and Events corporate events inquiry |
| Target Goal: Deliver 6-7 meetings-related pitches to industry media on a quarterly basis. Twenty-five total over the fiscal year. | |



CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: Would you consider the general tone of media coverage you saw or heard about Portland to be:

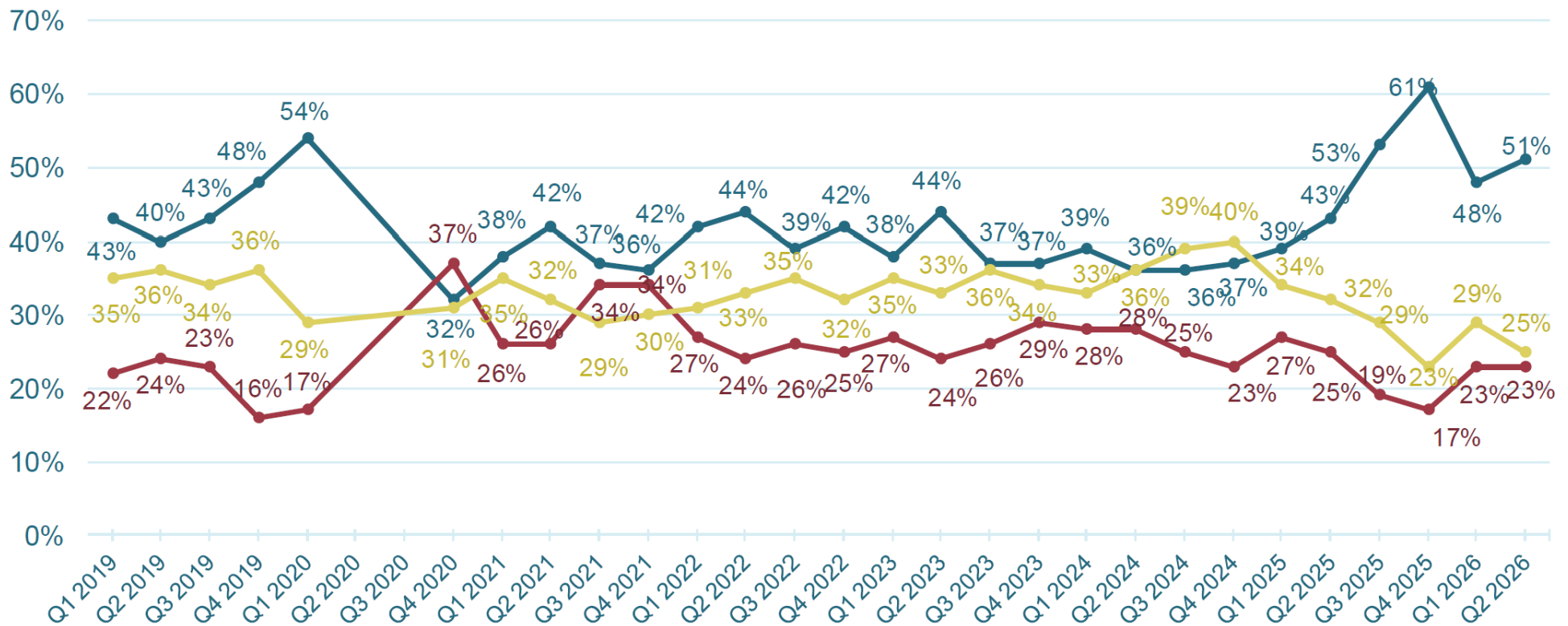




CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: How appealing is Portland as a potential vacation destination to you?



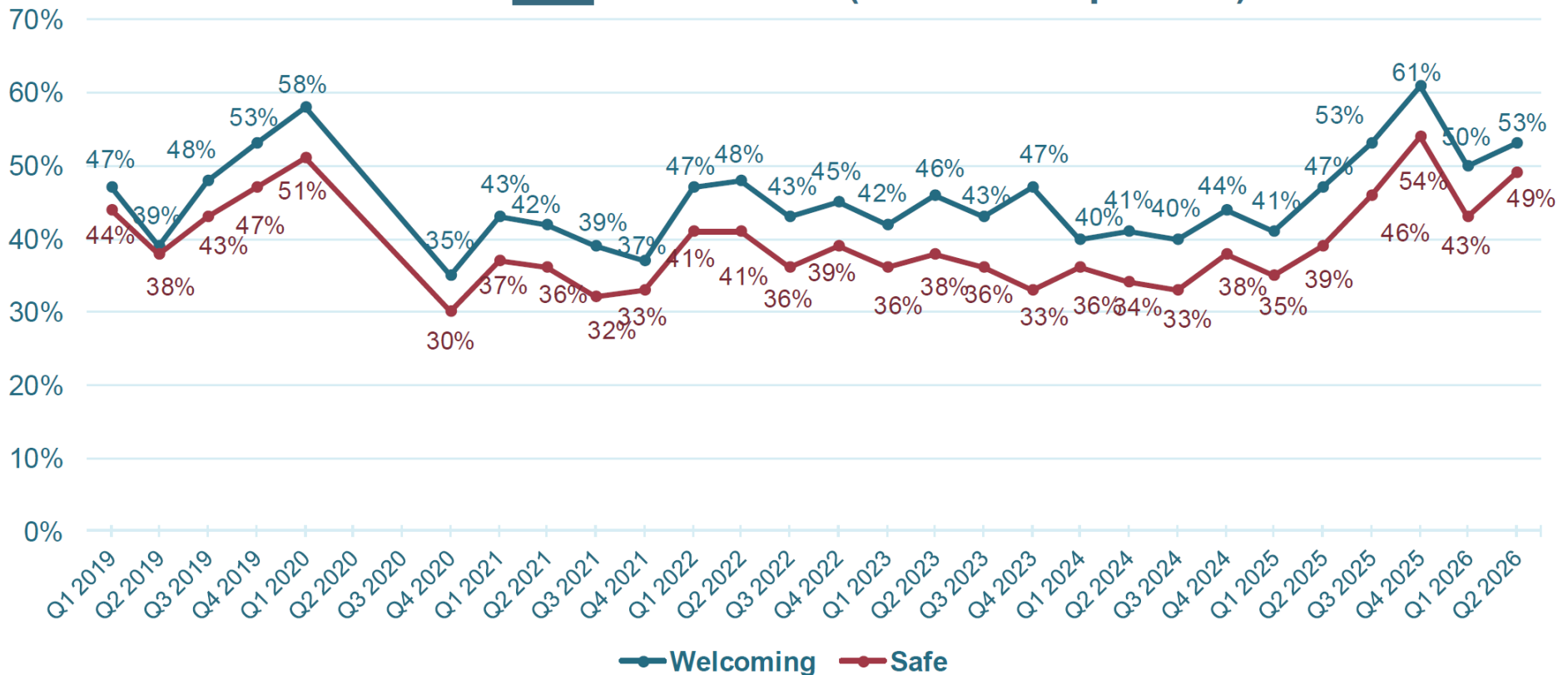


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: Portland is a welcoming destination. (AGREE - Top 2 Box)

Q: Portland is a safe destination. (AGREE - Top 2 Box)

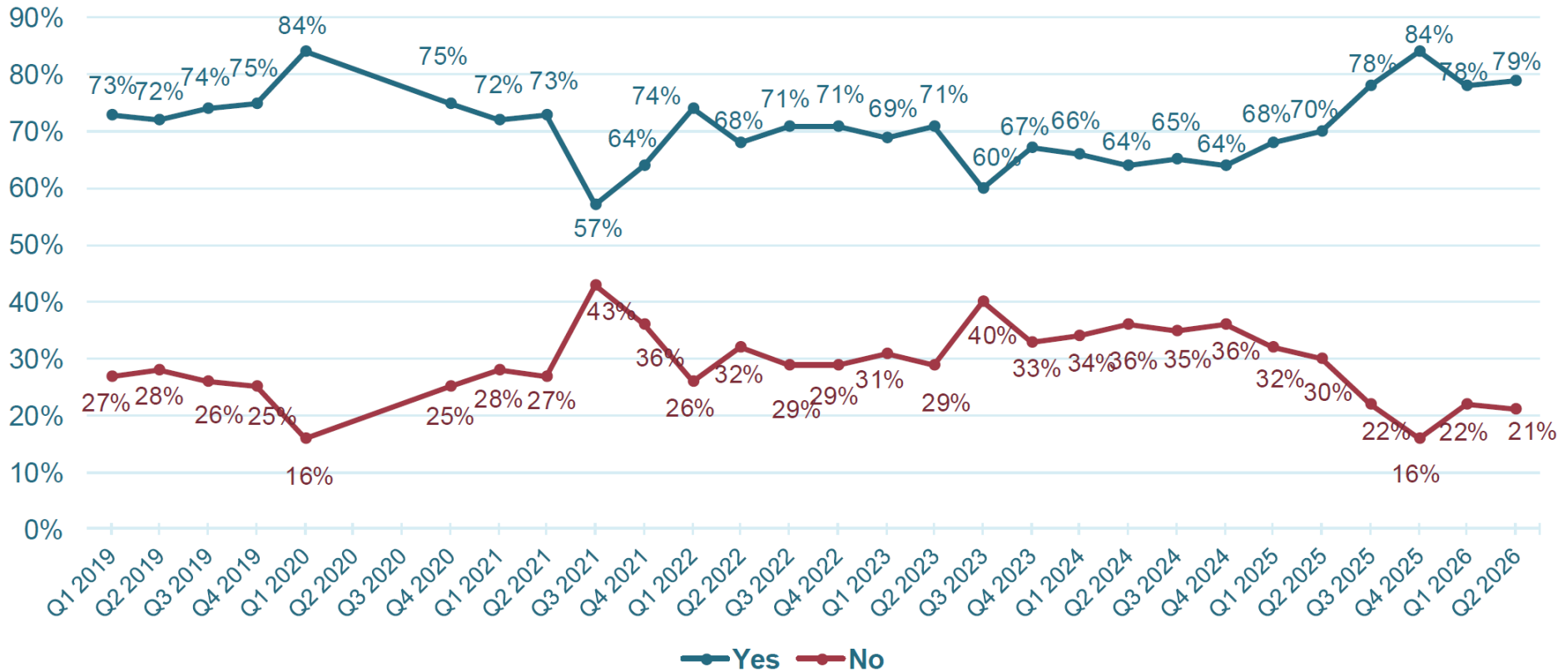


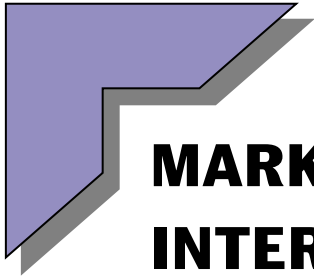


CONSUMER SENTIMENT

PORTLAND CONSUMER RESEARCH

Q: If you have visited Portland before, are you likely to visit again?





MARKETING & INTERNATIONAL TOURISM

| MARKETING | | |
|---------------------------------|-------------|-----------|
| TravelPortland.com | 3rd Quarter | YTD |
| Visits | 924,010 | 2,976,595 |
| International Visits | 75,566 | 204,415 |
| Referrals | 155,976 | 521,250 |
| Business and Event Detail Views | 610,924 | 1,901,341 |
| TravelPortland.com/meetings | | |
| Venue Finder Page Views* | 2,365 | 4,841 |

Source: Google Analytics

| INTERNATIONAL TOURISM | | | |
|--|-------------|-------------|---------------------|
| International Visits/Arrivals* | 2nd Quarter | 4th Quarter | Goal |
| Portland** | 292.0% | N/A | |
| Competitive Set*** | 258.0% | N/A | |
| International Visitors Comparison to Comp Set** & **** | 34.0% | N/A | within 20% Comp Set |

*Source: Tourism Economics - An Oxford Economics Company reports twice during the calendar year.

**Be within 20% of our competitive sets' performance for overall visits/arrivals (5 year rolling basis).

***Competitive set = Denver, Salt Lake City, Minneapolis

****This number represents the difference in actual percentage points on International Arrivals from between Portland and its competitive set on a five year rolling basis.

****This will be a re-building goal for 5 years.



DIVERSITY EMPLOYMENT STATISTICS 2025-26

TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES

| | March 31, 2026 | | Third Quarter | | |
|---|----------------------|-----------------|-------------------|-----------------|----------------|
| Job Category | Category Number | Total | Actual Percentage | Goal Percentage | Objective |
| | Number of Females | Number of Staff | | | |
| Executive/Senior Level | 5 | 11 | 45% | 40-60% | Monitor |
| First/Mid Level Manager | 7 | 9 | 78% | 40-60% | Monitor |
| Professionals | 15 | 21 | 71% | 40-60% | Monitor |
| Sales Workers | 7 | 9 | 78% | 40-60% | Monitor |
| Admin Support Workers | 11 | 15 | 73% | 40-60% | Monitor |
| Total | 45 | 65 | 69% | 40-60% | Monitor |
| | Number of Minorities | Number of Staff | | | |
| Executive/Senior Level | 3 | 11 | 27% | 15-33% | Monitor |
| First/Mid Level Manager | 2 | 9 | 22% | 15-33% | Monitor |
| Professionals | 6 | 21 | 29% | 15-33% | Monitor |
| Sales Workers | 5 | 9 | 56% | 15-33% | Monitor |
| Admin Support Workers | 8 | 15 | 53% | 15-33% | Monitor |
| Total | 24 | 65 | 37% | 15-33% | Monitor |
| This report is based on current full and part-time staff. | | | | | |



FIRST OPPORTUNITY TARGET AREA (FOTA) 3RD QUARTER 2025-26

| HIRING | | | |
|---|-------------------------|----------------------------|-------------------------|
| Job Posting Locations | Oregon Destination Assn | El Hispanic News | Hispanic Chamber |
| | WorkplaceDiversity.com | Urban League | Monster.com |
| | VeteransConnect.com | Mosaic Metier | PDX Pipeline |
| | HispanicDiversity.com | Partners in Diversity | AllDiversity.com |
| | DisabilityConnect.com | Indeed | LinkedIn |
| | OutandEqual.com | Destinations International | Travel Portland website |
| | LGBTConnect.com | H-Careers | PDX Women in Tech |
| | Black Travel Alliance | Mac's List | |
| Current Employees residing in MERC FOTA | | 14 | |

| PURCHASING (YTD) | |
|--|------------|
| Travel Portland expenditure with MERC FOTA area businesses | \$ 750,432 |

| PARTNERSHIP | | | |
|----------------|-------------|--|-------------|
| Total Partners | Within FOTA | Diverse Partners/Minority (Self-Identified) | Women-Owned |
| 1920 | 381 | 349 | 411 |

| MWESB PURCHASING PARTICIPATION FY 2025-26 (YTD) | | | |
|---|------------------|--------------------|--|
| | MWESB Expended | Total Expended | Percentage of Total Spend on MWESB Expended |
| COBID or Other State Certified | \$285,981 | \$3,669,477 | 8% |
| Self-Reported | \$459,674 | \$3,669,477 | 13% |
| Total | \$745,655 | \$3,669,477 | 20% |

For the last 37 years Travel Portland has implemented a voluntary MBE/DBE/WBE purchasing program that strives to ensure a high level of participation with certified minority-owned, disadvantaged or women-owned businesses when securing services and supplies that are purchased using lodging tax dollars.

OCC SALES AND MARKETING BUDGET

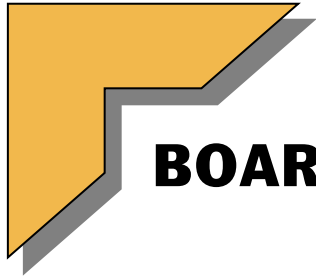
| Annual Budget | MERC QTR Ending 03-31-26 | TID/TLT QTR Ending 03-31-26 | Subtotal QTR Ending 03-31-26 | Sum MERC YTD 06-30-26 | Sum TID/TLT YTD 06-30-26 | Sum of YTD 06-30-26 | Percent | |
|--|--------------------------|-----------------------------|------------------------------|-----------------------|--------------------------|---------------------|------------------|----------------|
| Expenses | | | | | | | | |
| <u>MERC Supported - Professional Services</u> | | | | | | | | |
| Professional Services | | | | | | | | |
| <u>Convention Sales</u> | | | | | | | | |
| <u>Direct Sales:</u> | | | | | | | | |
| Subtotal - Convention Sales Professional Services | 1,912,125 | 397,853 | 115,414 | 513,267 | 1,465,934 | 115,414 | 1,581,348 | 82.70% |
| <u>Program Support</u> | | | | | | | | |
| Subtotal - Program Support | 286,818 | 78,465 | 0 | 78,465 | 271,074 | 0 | 271,074 | 94.51% |
| <u>Research</u> | | | | | | | | |
| Subtotal - Reserach Professional Services | 93,600 | 16,200 | 25,920 | 42,120 | 93,600 | 25,920 | 119,520 | 127.69% |
| <u>Convention Services</u> | | | | | | | | |
| Subtotal - Convention Services Professional Services | 281,800 | 62,489 | 42,203 | 104,692 | 275,359 | 42,203 | 317,562 | 112.69% |
| <u>Other Contractual Professional Services</u> | | | | | | | | |
| Subtotal - Other Contractual Professional Services | 343,550 | 76,327 | 57,181 | 133,508 | 305,661 | 126,278 | 431,939 | 125.73% |
| <i>Total - MERC Supported - Professional Services</i> | <i>2,917,893</i> | <i>631,334</i> | <i>240,718</i> | <i>872,052</i> | <i>2,411,628</i> | <i>309,815</i> | <i>2,721,443</i> | <i>93.27%</i> |
| <u>Other Non-Contractual Professional Services</u> | | | | | | | | |
| <i>Total - Other Non-Contractual Professional Services</i> | <i>0</i> | <i>0</i> | <i>40,400</i> | <i>40,400</i> | <i>0</i> | <i>122,968</i> | <i>122,968</i> | <i>0.00%</i> |
| <u>Convention Sales - MERC Supported Program of Work</u> | | | | | | | | |
| <u>Sales Calls, Trips and Missions</u> | | | | | | | | |
| Subtotal - Sales Calls, Trips and Missions | 220,000 | 149,829 | 0 | 149,829 | 157,439 | 0 | 157,439 | 71.56% |
| <u>Multicultural Sales Efforts</u> | | | | | | | | |
| Subtotal - Multicultural Sales Efforts | 20,000 | 1,385 | 229 | 1,614 | 19,686 | 9,054 | 28,740 | 143.70% |
| <u>Trade Shows and Indusy Events</u> | | | | | | | | |
| Subtotal - Industry Trade Shows and Events | 716,500 | 114,911 | 27,736 | 142,647 | 537,603 | 71,045 | 608,648 | 84.95% |
| <u>Familiarization Tours & Site Visits</u> | | | | | | | | |
| Subtotal - Familiarization Tours | 300,000 | 53,834 | 0 | 53,834 | 139,496 | 0 | 139,496 | 46.50% |
| <u>Other Programs</u> | | | | | | | | |
| Subtotal - Other Programs | 259,000 | 21,726 | 2,131 | 23,857 | 132,827 | 3,555 | 136,382 | 52.66% |
| <i>Total Convention Sales MERC Supported Program of Work</i> | <i>1,515,500</i> | <i>341,686</i> | <i>30,096</i> | <i>371,782</i> | <i>987,050</i> | <i>83,654</i> | <i>1,070,704</i> | <i>70.65%</i> |
| Other Departments - MERC Supported POW | | | | | | | | |
| <u>Convention Services - Other Programs</u> | | | | | | | | |
| Subtotal - Con Svcs - Other Programs | 109,999 | 7,077 | 95,994 | 103,071 | 106,298 | 136,685 | 242,983 | 220.90% |
| <u>Research - Other Programs</u> | | | | | | | | |
| Subtotal - Research - Other Programs | 85,000 | 0 | 112,934 | 112,934 | 85,000 | 125,255 | 210,255 | 247.36% |
| <u>DEI - Other Programs</u> | | | | | | | | |
| Subtotal - DEI - Other Programs | 125,000 | 28,847 | 0 | 28,847 | 95,304 | 0 | 95,304 | 76.24% |
| <u>Communications/PR</u> | | | | | | | | |
| Subtotal - Comm/PR - Other Programs | 125,000 | 42,560 | 15,245 | 57,805 | 125,000 | 15,245 | 140,245 | 112.20% |
| <u>Marketing</u> | | | | | | | | |
| Subtotal - Marketing - Other Programs | 508,510 | 0 | 387,462 | 387,462 | 508,510 | 769,017 | 1,277,527 | 251.23% |
| <i>Total Other Depts MERC Supported Program of Work</i> | <i>953,509</i> | <i>78,484</i> | <i>611,635</i> | <i>690,120</i> | <i>920,111</i> | <i>1,046,202</i> | <i>1,966,313</i> | <i>206.22%</i> |
| <i>Grand Total</i> | <i>5,386,902</i> | <i>1,051,504</i> | <i>922,849</i> | <i>1,974,353</i> | <i>4,318,789</i> | <i>1,562,640</i> | <i>5,881,429</i> | <i>109.18%</i> |

Balance Sheet
Statement of Financial Position as of March 31, 2026

| | 07/01/2025 Through 07/01/2025 Through | | Prior Year To Date | | |
|---|---------------------------------------|-------------------|--------------------|-------------------|---------------|
| | 03/31/2026 | 02/28/2026 | Change MTM | 03/31/2025 | Change YOY |
| | Current YTD | Prior Period YTD | | Prior YTD | |
| Assets | | | | | |
| Cash and Cash Equivalents | 7,158,832 | 4,058,778 | 43 % | 5,969,450 | 20 % |
| Investments | 5,543,461 | 5,754,610 | (4) % | 5,821,008 | (5) % |
| Accounts Receivable | 637,928 | 4,554,209 | (614) % | 1,549,459 | (59) % |
| Prepaid Assets | 1,582,126 | 1,679,757 | (6) % | 1,536,262 | 3 % |
| Fixed Assets, net | 1,073,061 | 1,088,126 | (1) % | 1,262,127 | (15) % |
| Other Assets | 2,673,729 | 2,672,695 | 0 % | 3,408,829 | (22) % |
| Total Assets | 18,669,137 | 19,808,175 | (6) % | 19,547,135 | (4) % |
| Liabilities and Net Assets | | | | | |
| Liabilities | | | | | |
| Accounts Payable & Accrued Expenses | 3,632,257 | 3,365,322 | 7 % | 4,244,962 | (14) % |
| Accrued Personnel | 3,194,959 | 3,157,805 | 1 % | 3,466,528 | (8) % |
| Deferred Revenue | 175,295 | 197,677 | (13) % | 6,353 | 2,659 % |
| Other Fiduciary Liabilities - RCTP/RRSF | 426,739 | 572,746 | (34) % | 643,522 | (34) % |
| Total Liabilities | 7,429,250 | 7,293,550 | 2 % | 8,361,365 | (11) % |
| Net Assets | | | | | |
| Undesignated | 5,522,141 | 5,522,141 | 0 % | 7,474,908 | (26) % |
| Board Designated | 4,381,333 | 4,381,333 | 0 % | 4,381,333 | 0 % |
| YTD Net Change | 1,336,413 | 2,611,151 | (95) % | (670,471) | (299) % |
| Total Net Assets | 11,239,887 | 12,514,625 | (11) % | 11,185,770 | 0 % |
| Total Liabilities and Net Assets | 18,669,137 | 19,808,175 | (6) % | 19,547,135 | (4) % |

Income Statement - Year to Date
As of March 31, 2026

| | 07/01/2025 Through 03/31/2026 | | Prior Year To Date 03/31/2025 | Year Ending 06/30/2025 | Year Ending 06/30/2026 |
|--|----------------------------------|-------------------|----------------------------------|---------------------------|---------------------------|
| | Actual YTD | FYE26 Revised | Actual (PYTD) | Actual (Prior Year) | FYE26 Revised |
| Revenue | | | | | |
| City/County Lodging Tax (1%) | 3,966,114 | 4,239,826 | 4,011,199 | 5,105,956 | 5,242,477 |
| Tourism Improvement District (TID=2% + 1%) | 13,529,984 | 13,545,972 | 13,600,926 | 17,317,898 | 16,784,645 |
| MERC (OCC Contract) | 4,040,177 | 4,040,102 | 4,107,750 | 5,477,000 | 5,386,803 |
| Partnership Dues | 218,154 | 181,334 | 94,041 | 147,237 | 200,000 |
| Fees Earned & Other Income | 559,354 | 650,829 | 386,263 | 719,545 | 969,779 |
| Regional RCTP (from Travel Oregon) | 1,616,900 | 1,631,608 | 1,594,221 | 2,213,514 | 2,019,410 |
| Cultural Tourism | 198,166 | 198,922 | 187,720 | 240,813 | 250,000 |
| Travel Oregon Grant | 0 | 112,500 | 497,000 | 572,000 | 150,000 |
| Total Revenue | 24,128,849 | 24,601,093 | 24,479,120 | 31,793,963 | 31,003,114 |
| Expenses | | | | | |
| Convention Sales Expenses | 4,819,008 | 5,128,202 | 5,241,856 | 6,583,983 | 6,402,145 |
| Research Expenses | 396,358 | 378,681 | 486,857 | 604,462 | 494,154 |
| Marketing Expenses | 6,626,017 | 7,374,793 | 7,505,179 | 10,718,856 | 10,229,895 |
| Convention Services | 714,917 | 805,148 | 811,950 | 1,038,080 | 1,055,150 |
| Events | 354,524 | 374,740 | 285,175 | 605,172 | 595,026 |
| International Tourism | 1,372,119 | 1,378,371 | 1,062,939 | 1,638,827 | 1,678,239 |
| Communications & PR | 709,242 | 829,002 | 933,236 | 1,416,815 | 1,086,498 |
| RCTP | 1,626,819 | 1,651,542 | 1,606,503 | 2,213,539 | 2,019,411 |
| Community Engagement | 317,029 | 448,609 | 320,502 | 415,071 | 587,239 |
| Destination Stewardship | 971,920 | 970,366 | 1,253,592 | 1,585,087 | 1,303,622 |
| Visitor Services | 556,085 | 542,722 | 572,135 | 748,861 | 719,130 |
| Strategy | 329,952 | 191,960 | 0 | 30,921 | 254,754 |
| Diversity, Equity & Inclusion | 422,522 | 465,976 | 402,707 | 561,715 | 611,661 |
| Administratrion | 3,575,924 | 3,628,919 | 4,666,960 | 5,585,341 | 4,768,169 |
| Total Expenses | 22,792,436 | 24,169,031 | 25,149,591 | 33,746,730 | 31,805,093 |
| Total Net Surplus/(Deficit) | 1,336,413 | 432,062 | (670,471) | (1,952,767) | (801,979) |



BOARD OF DIRECTORS

| LAST NAME | FIRST NAME | COMPANY | OFFICERS | COMMITTEE CHAIR |
|--------------|-------------|--|-------------|---|
| Andrejic | Dragan | The Nines Hotel | | |
| Boss | Dani | Holiday Inn Portland-Columbia Riverfront | | Convention Sales Steering Committee |
| Bramlett | Tiquette | Henderson Avenue Wines | | |
| Brim-Edwards | Julia | Multnomah County | | |
| Brown | Jeff | Hotel Eastlund | | |
| Browne | Marie | The Ritz-Carlton Portland | | |
| Burnett | Becky | Host2Host/Hive Hospitality | | |
| Cairo | Michelle | Olympia Provisions | | |
| Cheema | Harry | Alaska Airlines | | |
| Christy | Lisa | Portland Japanese Garden | | |
| Cyrus | Daryn | The Hotel Zags | | |
| Daley | Mike | PM Hotel Group | | |
| Davis | Heather | Portland Timbers | Vice Chair | |
| Gonzalez | Juan Carlos | Metro | | |
| Hawkins | Rick | Geffen Mesher | Treasurer | Budget and Finance Committee |
| Huffman | Kurt | ChefStable | Chair | |
| Lang | Brian | Hyatt Regency Portland at the Oregon Convention Center | Chair-elect | |
| Liu | Michael | Fubonn Shopping Center | | |
| Lopuszynski | Ziggy | Crowne Plaza Portland - Downtown Convention Center | | |
| Martinez | Martin | Orox Leather Co. | | |
| McAllister | Martin | Portland Marriott Downtown Waterfront | | |
| McLeod | Mike | Hilton Portland Downtown & The Duniway | | Tourism Improvement District Committee |
| Patel | Ash | Canterbury Group, Inc. | | |
| Patel | Katen | K10 Hotels, LLC | Past Chair | Multicultural Tourism Advisory Committee |
| Stansbury | Todd | Enterprise Mobility | | |
| Tigner | Ryan | iTrip Vacations Northwest | | |
| Weston | Linda | Rapporto | | Nominating Committee, Partner Services Committee |
| Weston | David | Doubletree by Hilton Hotel Portland | | |
| Wilson | Keith | City of Portland | | |