

TRAVEL  
**PORTLAND**

# 4TH QUARTER 2024-25 REPORT

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Highlights:

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Megan Conway .....	President & CEO
James Jessie.....	Chief Operating Officer
Greg Newland .....	Chief Marketing Officer
Yang Yang .....	Chief Financial Officer

**Travel Portland**  
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# EXECUTIVE SUMMARY

## ACCOMPLISHMENTS

- In this fiscal year, OCC realized more than \$16.5 million in revenue from Travel Portland booked business. Community impact ROI from all future bookings was 44.4 to 1.
- Fifty-eight new and nine repeat OCC conventions were booked for future years during FY25 worth more than \$30.5 million in OCC revenue and community economic impact more than \$162.2 million. Total Travel Portland bookings, including single hotel will result in more than \$237.1 million of economic impact.
- Across domestic media outlets this fiscal year, Portland was included in 21,093 placements with a total impression of more than 442.8 billion that could potentially influence Portland as a business and leisure travel destination.
- Travel Portland's Convention Sales Team closed out FY 24-25 with its best-ever booking total: 331,919 room nights, finishing at 107% of goal (310,000). This year's result reflects a 4.54% increase over FY 23-24.
- National Education Association convened the largest convention in Portland history over dates of June 25 – July 7, 2025. The event consumed over 32,000 hotel room nights and represented an estimated \$18 million in direct spending.
- The PR team secured 368 pieces of positive media coverage across the publications we identify as being most valuable in reaching consumers with influential messaging about Portland being a desirable destination.

## TRENDS, SUCCESSES, OBSTACLES

- Total combined TLT/TID collection in FY25 YTD is \$21.7M, representing -3% year-over-year change. The decline is largely due to slow recovery in Portland's tourism industry.
- 1 group was lost in the fourth quarter due to safety and perception concerns which would have totaled 2,405 room nights with an estimated community economic impact of approximately \$1.6 million.
- To spur summer travel demand for the city, Travel Portland launched a marketing campaign — Love, Portland — that targets leisure travelers in priority West Coast feeder markets via streaming video, sponsored content, and a surprise-and-delight PR activation (Golden Bookmark).
- Travel Portland's always-on partnerships with online travel agencies (OTAs) generated 201,877 incremental room nights in Portland in FY 24-25, providing much-needed help to the lodging community.
- Travel Portland worked in partnership with ORLA and DMOs throughout the state to advocate for key funding from the state during the legislative session, while also testifying in opposition to bills focusing on increases and modifications in the statewide lodging tax structure.

## MERC CONTRACT TARGETS

TARGET #	TARGET DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL TARGET
1	OCC revenue target	\$16,591,874	\$17 Million
2	ROI on future OCC business	5.7	3.1
3	Lead conversion	14%	17%
4	Services performance survey	3.9	3.8
5	Public relations/media*	29	25
6	Community economic impact	44.4	10.7

## CITY CONTRACT GOALS

OBJECTIVE #	GOAL DESCRIPTION	YEAR TO DATE ACTUAL	ANNUAL GOAL
1	Convention Sales and Marketing Economic Impact ROI	27.1	21.0
3	Report the Health of the Market Using Third Party Resources	<i>See pages 4 &amp; 5</i>	
5	International visitors against comp set**	10.0%	Within 20%
7	Total Media Placements	368	250
7	Total Media Engagements for Minority-Owned Businesses	2,381	825
8	Services Performance Survey	31	6/Year

\*QTR 3 pitches were correctly reported when displayed line by line, but when when summarized on this page were miscalculated. The correction has been adjusted for QTR 4 YTD above.

\*\*As of Qtr 3, 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 +	57.5%	\$ 147.71	\$ 84.89
Denver	65.5%	\$ 206.91	\$ 135.58
Seattle	68.5%	\$ 209.60	\$ 143.58
Salt Lake City	71.9%	\$ 178.40	\$ 128.33
Nashville	77.0%	\$ 280.04	\$ 215.73
Austin	68.7%	\$ 249.53	\$ 171.54
Minneapolis	51.6%	\$ 168.33	\$ 86.87
San Francisco	61.4%	\$ 269.88	\$ 165.65

*\*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	57.5%	3.2%	\$ 147.71	-4.0%	\$ 84.89	-0.9%	1,077,412	3.2%
Airport	63.3%	0.9%	\$ 128.86	-4.2%	\$ 81.63	-3.3%	367,925	-1.5%
Eastside	60.8%	-1.3%	\$ 101.73	-3.5%	\$ 61.82	-4.7%	54,005	-1.3%
Jantzen Beach	58.4%	1.3%	\$ 107.79	-9.7%	\$ 62.92	-8.4%	153,300	1.3%
City of Portland +	59.2%	2.3%	\$ 134.65	-5.0%	\$ 79.76	-2.8%	1,630,491	1.7%

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

REGION	LODGING TAX COLLECTIONS*			
	QUARTER 4			
	TLT/TID			
	FY25 (\$)	FY25 (% of TLT)	CHANGE FY24 to FY25 (\$)	CHANGE FY24 to FY25 (%)
Central City	\$11,546,670	53%	(\$66,436)	-1%
Airport	\$3,272,584	15%	(\$876,772)	-21%
Eastside	\$214,532	1%	\$46,188	27%
Jantzen Beach	\$1,070,037	5%	(\$161,487)	-13%
Subtotal	\$16,103,824	74%	(\$1,058,507)	-6%
Online Travel Agency	\$2,650,476	12%	\$516,816	24%
Short Term Rental	\$2,850,524	13%	(\$176,637)	-6%
Other	\$76,807	0%	(\$18,177)	-19%
Subtotal	\$5,577,807	26%	\$322,002	6%
Grand Total	\$21,681,631	100%	(\$736,506)	-3%

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

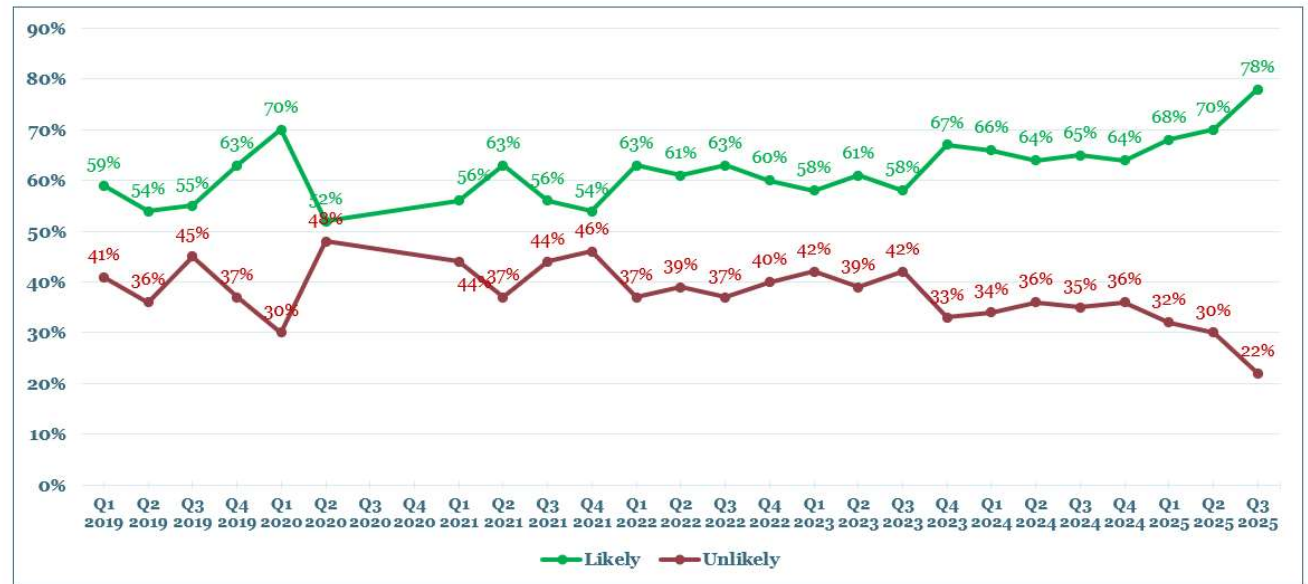
# EXECUTIVE SUMMARY

## AD ACCOUNTABILITY: INCREMENTAL VISITOR SPENDING GENERATED BY ADVERTISING

Advertising accountability: Results for spring/summer campaign available in Quarter 2 of FY26.

## INTENT TO TRAVEL


### Likelihood of visiting Portland (among US adults)



## INTENT TO TRAVEL

### Likelihood of visiting Portland (among those who live in the West)





# CONVENTION SALES

OREGON CONVENTION CENTER BOOKING REVENUE FROM TRAVEL PORTLAND BOOKINGS			
	OCC Revenue	Annuals	Total Potential Future Business
FY 24/25	\$ 16,591,874	\$ -	\$ 16,591,874
FY 25/26	\$ 18,696,411	\$ 973,588	\$ 19,669,999
FY 26/27	\$ 11,343,837	\$ 2,607,030	\$ 13,950,867
FY 27/28	\$ 4,575,687	\$ 2,104,438	\$ 6,680,125
FY 28/29	\$ 7,259,764	\$ 3,007,287	\$ 10,267,051
FY 29/30	\$ 6,018,397	\$ 2,504,695	\$ 8,523,092
FY 30/31	\$ 393,477	\$ 3,007,287	\$ 3,400,764
FY 31/32	\$ -	\$ 2,504,695	\$ 2,504,695
FY 32/33	\$ -	\$ 3,007,287	\$ 3,007,287
FY 33/34	\$ 727,661	\$ 2,504,695	\$ 3,232,356
FY 34/35	\$ 1,369,209	\$ 3,007,287	\$ 4,376,496
<b>TOTAL</b>	<b>\$ 66,976,317</b>	<b>\$ 25,228,289</b>	<b>\$ 92,204,606</b>
<p><i>*FY 24/25 OCC Revenue includes the following meetings that occurred during quarter 4 of FY 23/24 at OCC, but had not settled in OCC's accounting software (USD) at the time of reporting: American Society for Engineering Education and United National Indian Tribal Youth.</i></p> <p><i>*FY 24/25 OCC Revenue does not include the following meeting that occurred during quarter 4 at OCC, but had not settled in OCC's accounting software (USD) at the time of reporting: National Education Association. It will be included in FY25/26 estimate.</i></p>			

OREGON CONVENTION CENTER PROJECTED FUTURE REVENUE			
Total Travel Portland Contract:	QTR	YTD	Target
New OCC Bookings	23	58	
Repeat OCC Bookings	3	9	
Total OCC Bookings	26	67	
Room Nights from OCC Bookings	91,048	185,050	
Future OCC Revenue Booked during FY 2024/25	\$ 15,210,611	\$ 30,539,511	
ROI OCC Bookings	\$ 15.7	\$ 5.7	3.1 to 1
Community Economic Impact from OCC Bookings	\$ 69,818,715	\$ 162,206,549	
Total Room Nights Booked	120,424	331,919	
Total Community Economic Impact from Bookings	\$ 87,811,947	\$ 237,136,537	
ROI on Total Community Economic Impact	\$ 90.6	\$ 44.4	10.7 to 1
OCC Revenue Realized During FY 2024/25*	\$ 6,145,039	\$ 16,591,874	\$17 Million
<p><i>*OCC YTD Revenue Realized includes the following meetings that occurred during quarter 3 of FY 23/24 at OCC, but had not settled in OCC's accounting software (USD) at the time of reporting: Harbor Wholesale Foods, Food Northwest, Mary Kay, Inc., Forest Business Network, American Association for Anatomy, and Future Business Leaders of America - Phi Beta Lambda.</i></p> <p><i>*OCC Revenue Realized does not include the following meetings that occurred during quarter 4 at OCC, but had not settled in OCC's accounting software (USD) at the time of reporting: National Education Association. It will be reported next quarter.</i></p>			




# CONVENTION SALES

OCC LEAD CONVERSION	
	As of July 1, 2025
Lead Conversion Percentage	14%
Benchmark / Annual Target -17%	

OREGON CONVENTION CENTER FUTURE GROUP BOOKINGS					
AS OF JULY 1, 2025					
	FY 2024-25	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29 and beyond
Current	52	42	22	10	21
4 Year Average	Current	1 yr. out	2 yrs. out	3 yrs. out	Beyond 3 yrs.
24/25)	50	41	23	12	13

OREGON CONVENTION CENTER REVENUE		
THREE YEAR AVERAGE		
	Total Contract	
	Quarter	YTD
OCC Revenue Generated (3 yr. average)	\$ 7,408,379	\$ 18,817,683
Travel Portland Contract Costs	\$ 968,820	\$ 5,336,005
ROI (Revenue / Costs)	7.6	3.5

4TH QUARTER - OREGON CONVENTION CENTER LOST BUSINESS					
	Groups	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact
Total	39	210,708	101,011	\$ 23,750,547	\$ 127,013,860



# CONVENTION SALES

DIVERSE GROUPS/MINORITY PROJECTED FUTURE REVENUE		
Total Travel Portland Contract	4th Quarter	YTD
New Diverse/Minority Group Bookings	2	13
Total Diverse/Minority Group Bookings	2	13
Room Nights from Diverse/Minority Group Bookings	635	22,351
Diverse/Minority Group Leads	8	27
Diverse/Minority Group Lost Leads	6	18

For the fourth quarter of FY 2024/25, minority bookings created an estimated economic impact to the greater metro Portland community of approximately \$200,000. Booked groups included the following:

National Indian Child Welfare Association	\$ 15,025
Indigenous Journalists Association	\$ 193,492

4TH QUARTER - OREGON CONVENTION CENTER CANCELLATIONS							
Account Name	Groups	Reason	Total Room Nights	Attendees	Lost OCC Revenue	Lost Community Economic Impact	Arrival Date
Total OCC Cancellations	0	N/A	0	0	\$ -	\$ -	N/A



# CONVENTION SERVICES

ACTIVITY DESCRIPTION	4TH QUARTER	YTD
OCC groups occurring during the quarter	14	51
Pre-convention attendance building - Site tours	15	56

TRAVEL PORTLAND POST CONVENTION SURVEY							
Overall impression of the following:							
Answer Options	Excellent = 4	Good = 3	Average = 2	Poor = 1	N/A	Rating Average	Response Count
Travel Portland sales staff	8	1	0	0	1	3.9	9
Travel Portland convention services staff	10	0	0	0	0	4.0	10
Travel Portland collateral/promotional materials	10	0	0	0	0	4.0	10
Quality and user-friendliness of the Travel Portland website	9	0	0	0	1	4.0	9
Average rating for the quarter						4.0	
Average rating YTD						3.9	
Target						3.8	
In planning your event from start to finish, how would you describe your relationship with your Sales Manager and/or Services Manager?							
<p>From start to finish, working with the Travel Portland team was an exceptional experience. Alenna Fouts is a true star. I've worked with many Convention Services Managers, and none have offered the level of unwavering support that she did. She was present before, during, and even after our event. Her enthusiasm for both Portland and the meetings industry is infectious. She's welcoming, personable, and an absolute joy to work with. Shawna Wellman was also a constant presence and partner throughout the journey. She supported us during site visits, the initial contracting process, COVID-related rescheduling, and the event itself. She attended our pre-con and sincerely meant it when she said I could reach out if I needed anything. I ended up needing to, and she was there without hesitation. I also want to recognize Desiree Everett, who stepped in multiple times during planning to offer her expertise, help smooth ruffled feathers of a senior executive on my team, and ensure that AOCS and the Portland hoteliers found a mutually beneficial path forward amid our attendance challenges. Desiree always knew exactly what to say or do to keep small concerns from turning into bigger issues. She is a consummate professional, and Travel Portland is lucky to have her on the team.</p> <p>The entire Travel Portland team delivers a level of service that truly sets the standard in our industry.</p> <p>Awesome. Alenna was always there to help, providing suggestions and solutions when needed. When she couldn't be onsite, Beth stepped in and it was as seamless as possible. I enjoyed working with the entire team.</p> <p>Wonderful! Crista Kocher was outstanding and even participated in our pre-conference webinar with us. The micro-site was also a fabulous addition to our marketing materials.</p> <p>Fantastic :) Beth was a great addition to our planning team for this event.</p> <p>As I mentioned previously, this conference's success was largely impacted for the better by Crista's attention and assistance to every single request, big or small, that was made. This entire process was made immensely easier due to her dedication to the success of our event.</p> <p>Beth was wonderful to work with from the very beginning and all the way through to the end.</p> <p>The team at Travel Portland were friendly, available and proactive, which was truly appreciated in our event planning cycle.</p> <p>Very hands on, always had an answer for my questions and an idea for my brainstorming sessions.</p> <p>We had a great relationship, the conference went so well, and everything was easy and smooth.</p>							
<b>Completed Group Survey:</b>							
American Oil Chemists' Society				Oregon Governor's Conference on Tourism (x2)			
American Physical Society				Oregon Dental Association			
Association of Public Health Laboratories (x2)				American Association for Anatomy			
Hematology/Oncology Pharmacy Association (x2)							

# COMMUNICATION & PR

TOTAL MEDIA NARRATIVE	Q4	YTD
Placements	4,545	21,093
Impressions	128,811,043,877	442,814,351,533

Traditional media mentions captured across print and online that may influence consumer perception of Portland as a business and leisure travel destination.

MERC-RELATED MEDIA PLACEMENTS	Q4	YTD
Placements	2	27
Impressions	9,067	651,722

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 MEDIA NARRATIVE	Q4	YTD	Target Goal
Placements	107	368	250
Impressions	1,464,969,313	7,760,443,894	

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

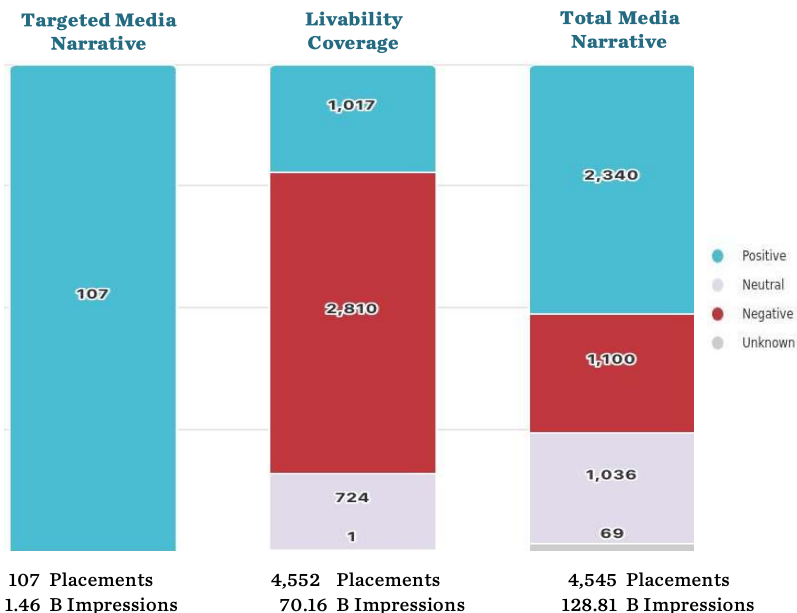
TARGETED INTERNATIONAL MEDIA*	Q4	YTD
Placements	0	0
Impressions	0	0

International print and online media outlets strategically targeted by Travel Portland's public relations efforts in international markets, including, but not limited to: United Kingdom, The Netherlands, Oceania and Canada.

\*International media results on hold for FY 24-25

\* INTERNATIONAL REPORTING ON HIATUS

## 4TH QUARTER MEDIA SENTIMENTS



MUCK RACK

MEDIA ENGAGEMENTS FOR MINORITY-OWNED	Q4	YTD	Target Goal
Engagements	798	2,381	825

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

# COMMUNICATION & PR

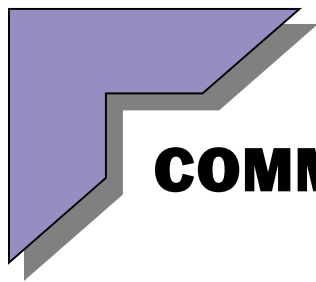
## 4TH QUARTER KEY MESSAGES PLACEMENTS & IMPRESSIONS

### TOTAL MEDIA NARRATIVE

Key Messages Summary				Export ▾
Key Message	Articles	Unique Outlets	Average UVM 📊	
🟠 Q4TotalMFY2425 <small>Base term</small>	4,545	1,271	26,465,086	
🟡 Shopping	898	489	19,478,011	
🟢 Outdoors	370	196	41,723,052	
🟠 Culinary	345	246	34,666,575	
🟢 Family-Friendly	273	174	26,019,557	
🟢 Neighborhoods	212	176	25,227,788	
🔴 Diversity	182	152	22,399,769	
🟡 Arts & Culture	56	44	13,113,562	
🟢 Hotels & Lodging	34	22	2,501,522	
🟢 Activities & Attractions	29	25	43,311,030	
🟡 Festivals & Events	21	14	27,989,853	

### NEGATIVE LIVABILITY ISSUES

Key Messages Summary				Export ▾
Key Message	Articles	Unique Outlets	Average UVM 📊	
🟠 Q4LivabilityFY2425 <small>Base term</small>	4,552	1,291	14,721,816	
🔴 Crime	1,634	681	15,435,121	
🟢 Protest	1,282	669	12,873,002	
🟢 Safety	1,157	554	13,383,000	
🟢 travel	412	213	25,167,084	
🟢 Homelessness	325	184	13,991,530	
🟢 Fentanyl	287	133	15,143,328	
🟢 Camping	154	96	26,055,165	
🟢 garbage	37	34	33,877,063	
🟢 Drug use	36	26	44,941,303	
🟢 graffiti	34	28	27,596,907	



## COMMUNICATION & PR

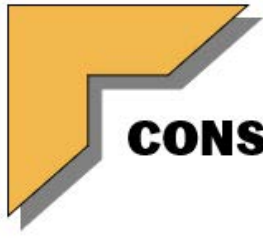
ARTICLES			MERC		
Publication Date	Outlet	Headline	Medium	Total Circulation	Placements
April 2025	Life Blend Hub Blog	Portland Stole This Venezuela Native's Heart—Now He's One of Its Biggest Champions for Events	Online	N/A	1
April 2025	Meeting's Today	Portland's Natural Spaces Are Fertile Ground for Meetings and Events	Online	9,067	1
Total				9,067	2

*\*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
May 2025	Northstar Meetings Group	5 Days in Portland	Online	30,479
Total				30,479

### PITCHES DELIVERED

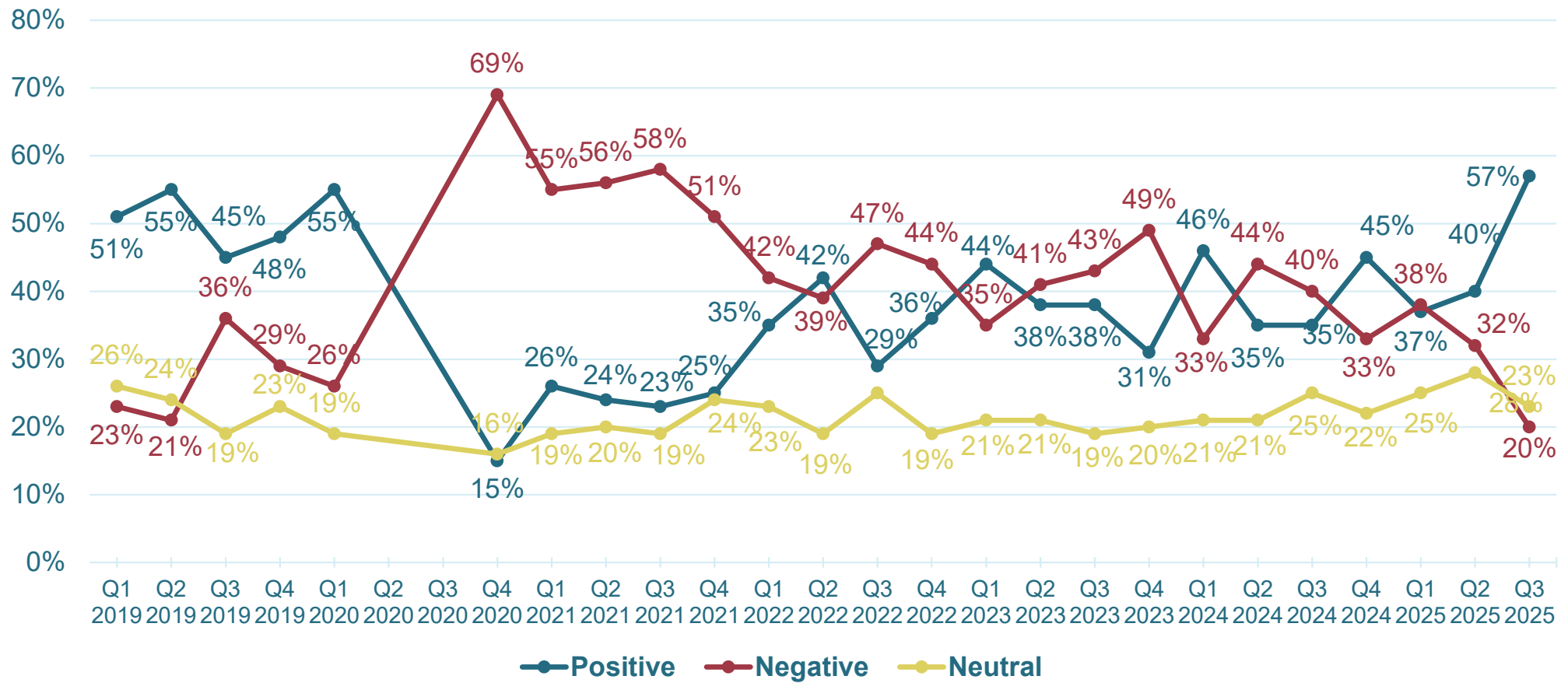
1	Pitched NYC-based MERC writers in-person desksides with Travel Portland team
2	Met with Sarah Braley of Meetings & Conventions for deskside conversation
3	Amplified Literary Arts HQ in Golden Bookmark to Portland activation, supporting Portland's identity as a "literary city"
4	Pitched Global Traveler USA contributor Lina Zeldovich sustainable meetings and Indigenous Marketplace experiences
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:

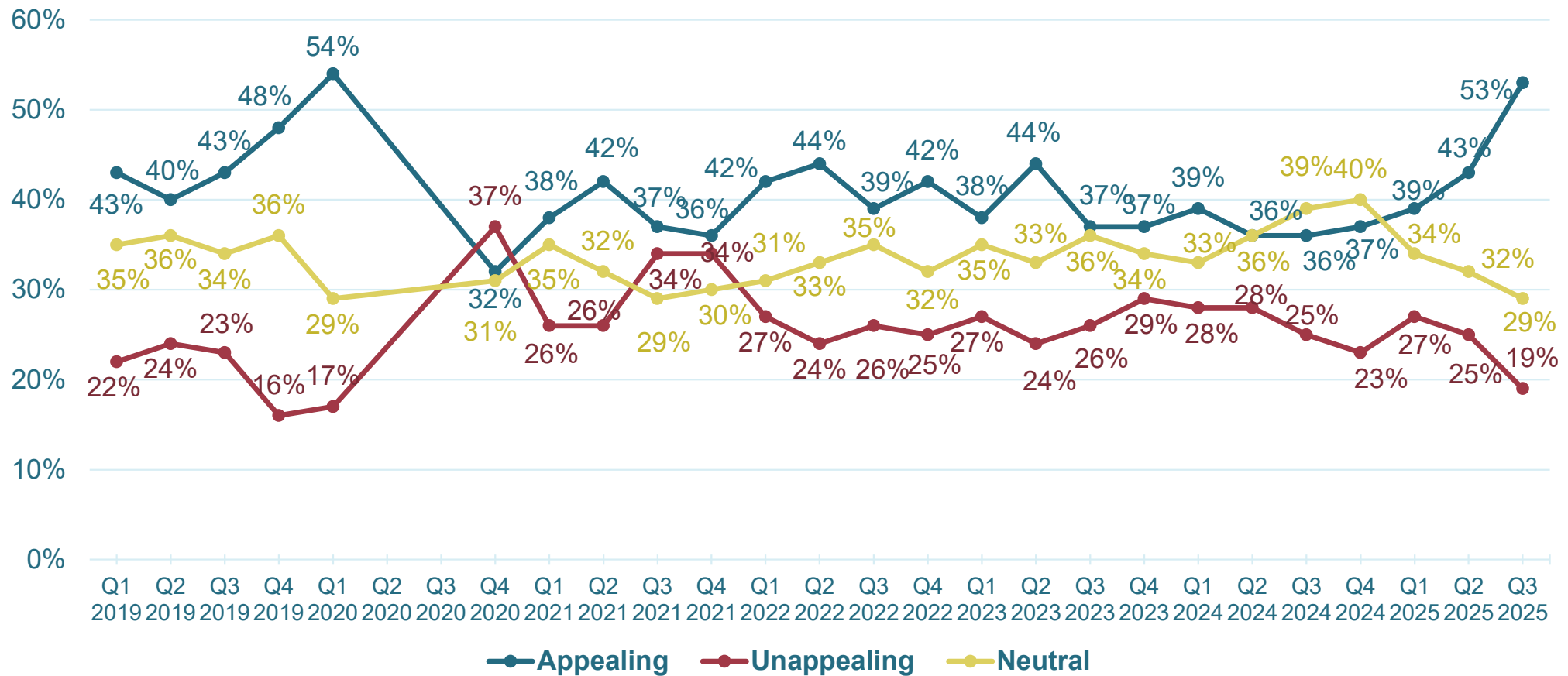


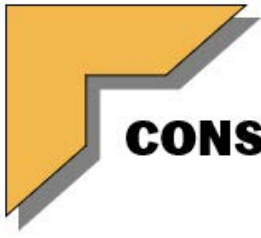


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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



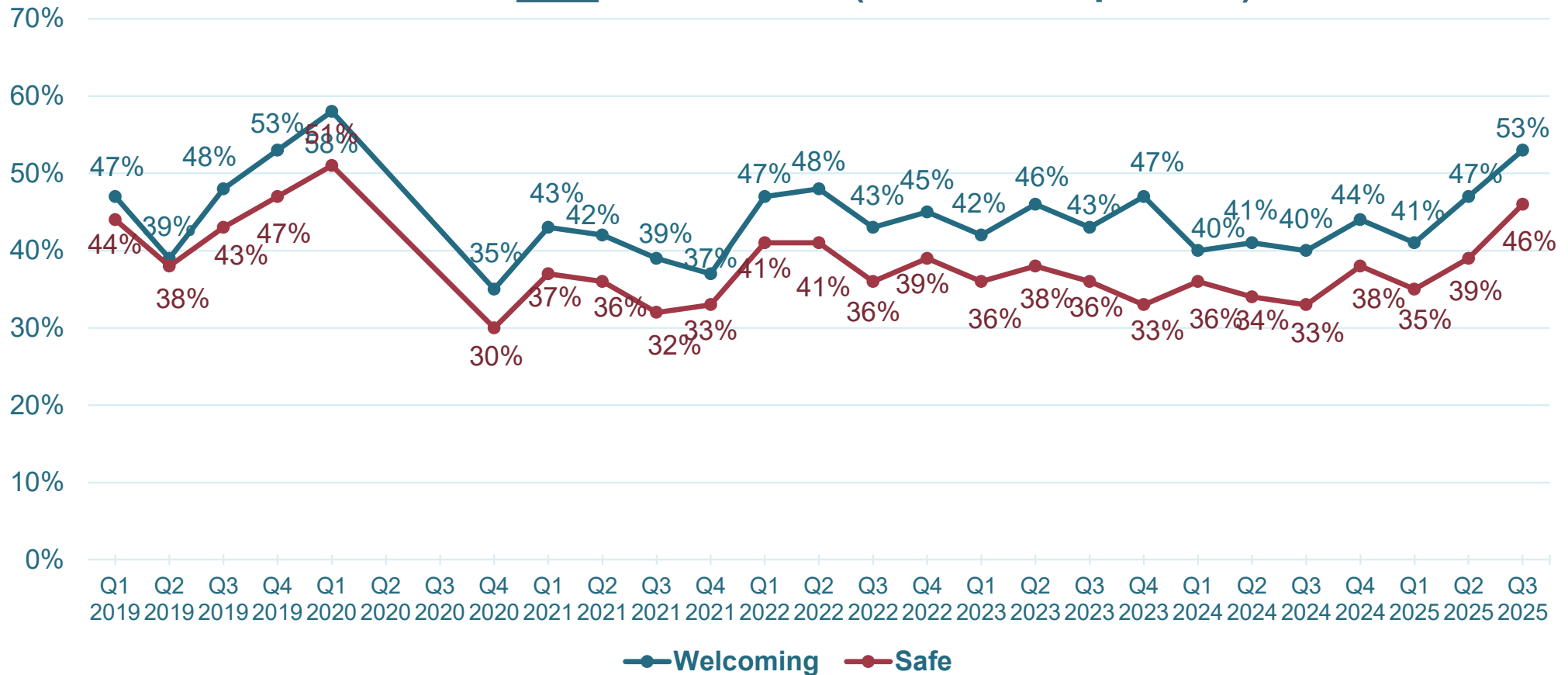


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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

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

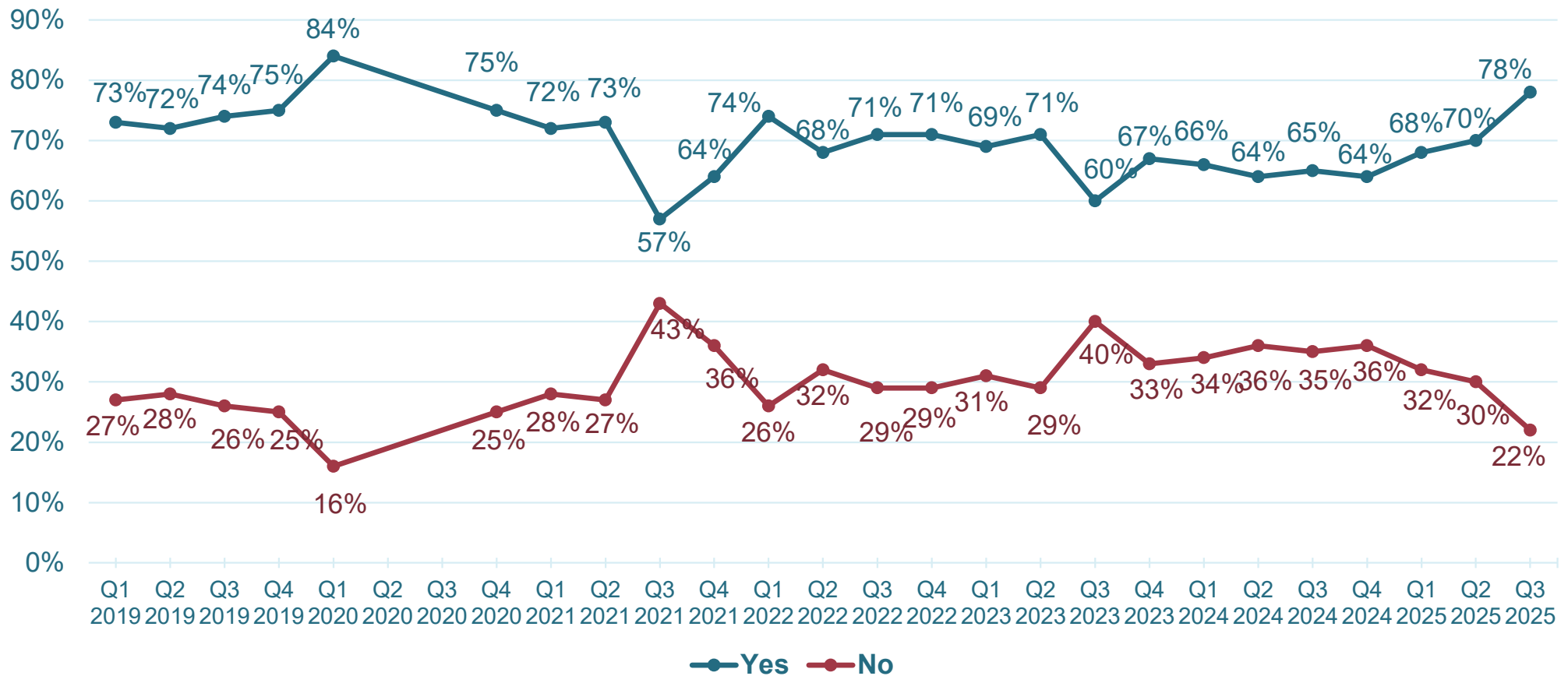


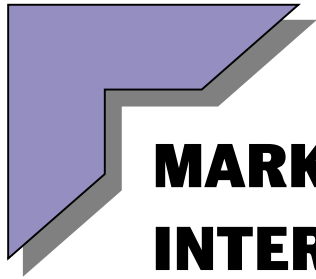


## CONSUMER SENTIMENT

# PORTLAND CONSUMER RESEARCH

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





# MARKETING & INTERNATIONAL TOURISM

MARKETING		
TravelPortland.com	4th Quarter	YTD
Visits	1,249,639	5,013,157
International Visits	64,481	273,797
Referrals	194,108	726,608
Business and Event Detail Views	642,183	2,379,998
TravelPortland.com/meetings		
Venue Finder Page Views	3,746	10,966

Source: Google Analytics

INTERNATIONAL TOURISM			
International Visits/Arrivals*	2nd Quarter	4th Quarter	Goal
Portland**	-15.0%	-13.0%	
Competitive Set***	-13.0%	-3.0%	
International Visitors Comparison to Comp Set****	2.0%	10%	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 2024-25

### TRAVEL PORTLAND GOALS AND OBJECTIVES BY JOB CATEGORIES

	June 30, 2025		Fourth Quarter		
Job Category	Category Number	Total	Actual Percentage	Goal Percentage	Objective
	Number of Females	Number of Staff			
Executive/Senior Level	5	12	42%	40-60%	Monitor
First/Mid Level Manager	8	11	73%	40-60%	Monitor
Professionals	16	22	73%	40-60%	Monitor
Sales Workers	8	10	80%	40-60%	Monitor
Admin Support Workers	14	19	74%	40-60%	Monitor
Total	51	74	69%	40-60%	Monitor
	Number of Minorities	Number of Staff			
Executive/Senior Level	4	12	33%	15-33%	Monitor
First/Mid Level Manager	2	11	18%	15-33%	Monitor
Professionals	7	22	32%	15-33%	Monitor
Sales Workers	5	10	50%	15-33%	Monitor
Admin Support Workers	11	19	58%	15-33%	Monitor
Total	29	74	39%	15-33%	Monitor
This report is based on current full and part-time staff.					



## FIRST OPPORTUNITY TARGET AREA (FOTA) 4TH QUARTER 2024-25

### HIRING

Job Posting Locations	The Skanner	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
Current Employees residing in MERC FOTA		Mac's List	Oregon Destination Assn
		14	

### PURCHASING (YTD)

Travel Portland expenditure with MERC FOTA area businesses	\$	3,423,813
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### PARTNERSHIP

Total Partners	Within FOTA	Diverse Partners/Minority (Self-Identified)	Women-Owned
1819	364	315	379

### MWESB PURCHASING PARTICIPATION FY 2024-25 (YTD)

	MWESB Expended	Total Expended	Percentage of Total Spend on MWESB Expended
COBID or Other State Certified	\$506,561	\$6,360,131	8%
Self-Reported	\$1,309,998	\$6,360,131	21%
<b>Total</b>	<b>\$1,816,559</b>	<b>\$6,360,131</b>	<b>29%</b>

For the last 36 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 06-30-25	TID/TLT QTR Ending 06-30-25	Subtotal QTR Ending 06-30-25	Sum MERC YTD 06-30-25	Sum TID/TLT YTD 06-30-25	Sum of YTD 06-30-25	Percent
<b>Expenses</b>								
<u><b>MERC Supported - Professional Services</b></u>								
<b>Professional Services</b>								
<u><b>Convention Sales</b></u>								
<u><b>Direct Sales:</b></u>								
Subtotal - Convention Sales Professional Services	1,859,725	379,075	267,154	646,229	1,859,724	507,023	2,366,746	127.26%
<u><b>Program Support</b></u>								
Subtotal - Program Support	278,959	69,740	0	69,740	278,959	0	278,959	100.00%
<u><b>Research</b></u>								
Subtotal - Reserach Professional Services	88,725	0	39,585	39,585	88,725	65,179	153,904	173.46%
<u><b>Convention Services</b></u>								
Subtotal - Convention Services Professional Services	268,025	76,800	28,549	105,349	268,025	113,932	381,957	142.51%
<u><b>Other Contractual Professional Services</b></u>								
Subtotal - Other Contractual Professional Services	333,825	50,470	61,703	112,173	325,465	189,114	514,580	154.15%
<i>Total - MERC Supported - Professional Services</i>	<i>2,829,259</i>	<i>576,084</i>	<i>396,992</i>	<i>973,076</i>	<i>2,820,898</i>	<i>875,248</i>	<i>3,696,146</i>	<i>130.64%</i>
<u><b>Other Non-Contractual Professional Services</b></u>								
<i>Total - Other Non-Contractual Professional Services</i>	<i>0</i>	<i>0</i>	<i>55,863</i>	<i>55,863</i>	<i>0</i>	<i>216,761</i>	<i>216,761</i>	<i>0.00%</i>
<u><b>Convention Sales - MERC Supported Program of Work</b></u>								
<u><b>Sales Calls, Trips and Missions</b></u>								
Subtotal - Sales Calls, Trips and Missions	220,000	72,432	0	72,432	220,000	0	220,000	100.00%
<u><b>Multicultural Sales Efforts</b></u>								
Subtotal - Multicultural Sales Efforts	120,000	51,016	517	51,533	120,000	991	120,991	100.83%
<u><b>Trade Shows and Industry Events</b></u>								
Subtotal - Industry Trade Shows and Events	865,500	174,932	29,560	204,492	865,500	73,112	938,612	108.45%
<u><b>Familiarization Tours &amp; Site Visits</b></u>								
Subtotal - Familiarization Tours	440,000	33,341	44,795	78,136	307,463	44,795	352,258	80.06%
<u><b>Other Programs</b></u>								
Subtotal - Other Programs	244,000	46,293	20,140	66,433	244,000	27,419	271,419	111.24%
<i>Total Convention Sales MERC Supported Program of Work</i>	<i>1,889,500</i>	<i>378,014</i>	<i>95,011</i>	<i>473,026</i>	<i>1,756,963</i>	<i>146,317</i>	<i>1,903,280</i>	<i>100.73%</i>
<b>Other Departments - MERC Supported POW</b>								
<u><b>Convention Services - Other Programs</b></u>								
Subtotal - Con Svcs - Other Programs	125,000	10,191	105,181	115,372	124,903	202,964	327,867	262.29%
<u><b>Research - Other Programs</b></u>								
Subtotal - Research - Other Programs	100,000	0	62,027	62,027	100,000	295,292	395,292	395.29%
<u><b>DEI - Other Programs</b></u>								
Subtotal - DEI - Other Programs	125,000	1,790	50,694	52,484	125,000	50,694	175,695	140.56%
<u><b>Communications/PR</b></u>								
Subtotal - Comm/PR - Other Programs	125,000	2,741	39,579	42,320	125,000	63,495	188,495	150.80%
<u><b>Marketing</b></u>								
Subtotal - Marketing - Other Programs	283,241	0	182,109	182,109	283,241	1,169,889	1,453,130	513.04%
<i>Total Other Depts MERC Supported Program of Work</i>	<i>758,241</i>	<i>14,722</i>	<i>439,591</i>	<i>454,313</i>	<i>758,144</i>	<i>1,782,335</i>	<i>2,540,479</i>	<i>335.05%</i>
<b>Grand Total</b>	<b>5,477,000</b>	<b>968,820</b>	<b>987,457</b>	<b>1,956,277</b>	<b>5,336,005</b>	<b>3,020,660</b>	<b>8,356,666</b>	<b>152.58%</b>

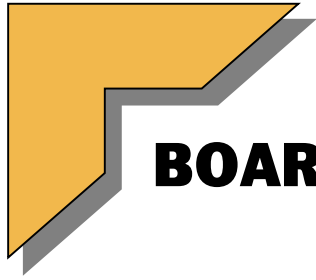
*Note: Unspent MERC contract dollars will be invested in agreed upon programs in FY 26*

Income Statement - Year to Date  
As of June 30, 2025

	Year To Date 06/30/2024	Year To Date 06/30/2025	Year Ending 06/30/2024	Year Ending 06/30/2025
	Actual (PYTD)	Actual YTD	Budget YTD	Actual (Prior Year)
				Revised Budget
<b>Revenue</b>				
City/County Lodging Tax (1%)	5,400,785	5,105,956	5,627,408	5,400,785
Tourism Improvement District (TID=2% + 1%)	17,525,506	17,317,898	17,908,639	17,525,506
MERC (OCC Contract)	5,364,500	5,477,000	5,444,448	5,364,500
Partnership Dues	210,742	147,237	194,513	210,742
Fees Earned & Other Income	1,267,416	719,545	658,511	1,267,416
EDA Grant	385,549	0	0	385,549
Regional RCTP (from Travel Oregon)	2,003,027	2,213,514	2,057,208	2,003,027
Cultural Tourism	253,458	240,813	273,756	253,458
Travel Oregon Grant	100,000	572,000	500,004	100,000
<b>Total Revenue</b>	<b>32,510,983</b>	<b>31,793,963</b>	<b>32,664,487</b>	<b>32,510,983</b>
<b>Expenses</b>				
Convention Sales Expenses	6,832,827	6,583,983	6,863,032	6,832,827
Research Expenses	464,335	604,462	693,467	464,335
Marketing Expenses	10,402,815	10,718,856	10,888,232	10,402,815
Convention Services	967,547	1,038,080	1,136,376	967,547
Events	575,801	605,172	619,392	575,801
International Tourism	1,679,432	1,638,827	1,799,652	1,679,432
Communications & PR	1,241,339	1,416,815	961,344	1,241,339
RCTP	1,913,661	2,213,539	2,057,232	1,913,661
Community Engagement	1,370,543	415,071	619,788	1,370,543
Destination Stewardship	0	1,585,087	1,916,880	0
Visitor Services	546,950	748,861	661,092	546,950
Strategy	0	30,921	0	0
Diversity, Equity & Inclusion	587,342	561,715	605,016	587,342
Administration	4,108,894	5,585,341	5,329,771	4,108,894
<b>Total Expenses</b>	<b>30,691,486</b>	<b>33,746,730</b>	<b>34,151,274</b>	<b>30,691,486</b>
<b>Total Net Surplus/(Deficit)</b>	<b>1,819,497</b>	<b>(1,952,767)</b>	<b>(1,486,787)</b>	<b>1,819,497</b>
				<b>(2,489,958)</b>

Balance Sheet  
Statement of Financial Position

	Period Ending	Year To Date		Prior Year To Date	
	05/31/2025	06/30/2025		06/30/2024	
	Prior Period YTD	Current YTD	Change MTM	Prior YTD	Change YOY
<b>Assets</b>					
Cash and Cash Equivalents	4,770,624	4,288,260	(11) %	5,961,045	(28) %
Investments	6,010,039	6,153,902	2 %	5,619,411	10 %
Accounts Receivable	2,773,271	1,625,921	(71) %	1,732,682	(6) %
Prepaid Assets	1,680,544	2,430,651	31 %	2,262,167	7 %
Fixed Assets, net	1,229,393	1,216,224	(1) %	1,560,000	(22) %
Other Assets	3,411,207	2,662,754	(28) %	3,707,510	(28) %
<b>Total Assets</b>	<b>19,875,078</b>	<b>18,377,712</b>	<b>(8) %</b>	<b>20,842,815</b>	<b>(12) %</b>
<b>Liabilities and Net Assets</b>					
Liabilities					
Accounts Payable & Accrued Expenses	4,501,605	5,109,845	12 %	5,413,982	(6) %
Accrued Personnel	3,758,441	3,180,943	(18) %	2,898,103	26 %
Deferred Revenue	190,263	159,221	(19) %	118,978	34 %
Other Fiduciary Liabilities - RCTP/RRSF	328,141	24,229	(1,254) %	555,512	(96) %
<b>Total Liabilities</b>	<b>8,778,450</b>	<b>8,937,916</b>	<b>2 %</b>	<b>8,986,575</b>	<b>(1) %</b>
<b>Net Assets</b>					
Undesignated	(7,474,908)	7,474,908	0 %	(5,655,410)	32 %
Board Designated	(4,381,333)	4,381,333	0 %	(4,381,333)	0 %
YTD Net Change	(759,613)	(1,952,766)	69 %	1,819,497	(233) %
<b>Total Net Assets</b>	<b>(11,096,628)</b>	<b>9,439,796</b>	<b>(18) %</b>	<b>(11,856,240)</b>	<b>(20) %</b>
<b>Total Liabilities and Net Assets</b>	<b>19,875,078</b>	<b>18,377,712</b>	<b>(8) %</b>	<b>20,842,815</b>	<b>(12) %</b>



# BOARD OF DIRECTORS

LAST NAME	FIRST NAME	COMPANY	OFFICERS	COMMITTEE CHAIR
Andrejic	Dragan	The Nines Hotel		
Boss	Dani	Holiday Inn Portland-Columbia Riverfront		
Bramlett	Tiquette	Our Legacy Harvested		
Brim-Edwards	Julia	Multnomah County		
Brown	Jeff	Hotel Eastlund		
Browne	Marie	The Ritz-Carlton Portland		
Burnett	Becky	Host2Host/Hive Hospitality		
Cairo	Michelle	Olympia Provisions		
Daley	Mike	PM Hotel Group		
Davis	Heather	Portland Timbers		
Faustin	Bertony	Abbey Creek Vineyard		
Hasan	Naim	Naim Hasan Photography @ N2H Media Group		Multicultural Tourism Advisory Committee
Hawkins	Rick	Geffen Mesher	Treasurer	Budget and Finance Committee
Huffman	Kurt	ChefStable	Chair-elect	
Lang	Brian	Hyatt Regency Portland at the Oregon Convention Center	Vice Chair	
Liu	Michael	Fubonn Shopping Center		
Lopuszynski	Ziggy	Crowne Plaza Portland - Downtown Convention Center		
Martinez	Martin	Orox Leather Co.		
McAllister	Martin	Portland Marriott Downtown Waterfront	Past Chair	Tourism Improvement District Committee
McLeod	Mike	Hilton Portland Downtown & The Duniway		
Patel	Ash	Canterbury Group, Inc.		
Patel	Katen	K10 Hotels, LLC	Chair	
Simpson	Ashton	Metro		
Stansbury	Todd	Enterprise Mobility		
Tigner	Ryan	iTrip Vacations Northwest		
Weston	Linda	Rapporto		Nominating Committee, Partner Services Committee
Weston	David	Doubletree by Hilton Hotel Portland		Convention Sales Steering Committee
Wilson	Keith	City of Portland		