



MISSION STATEMENT

The mission of the Travel Portland is to strengthen the region's economy by marketing the metropolitan Portland region as a preferred destination for meetings, conventions, and leisure travel.

A BRIEF HISTORY OF TRAVEL PORTLAND

In July 1979, several businesses in the Portland area pooled their talents and resources in a cooperative effort to attract conventions and tourism to the city. The result of their vision was the Greater Portland Convention and Visitors Association (GPCVA), an independent, not-for-profit corporation dedicated to enhancing Portland's economy by promoting the city as an ideal meeting and leisure destination.

With the addition of members representing diverse groups such as attractions, lodging properties, restaurants and other businesses across the state, GPCVA became the Portland Oregon Visitors Association (POVA) in 1989. In 2008, POVA changed its name to Travel Portland, unifying the components of its brand and reflecting the diversity of the organization's 1,000 partners.

Travel Portland's budget is derived from partner support and services, and contracts with the City of Portland and Metro. The mission of Travel Portland is to bring convention delegates and visitors and their dollars to the Portland area. To accomplish this, Travel Portland courts a highly qualified list of national, state and regional meeting planners; motor-coach tour operators; travel agents; and independent consumers. Greater Portland visitors spent more than \$3.8 billion in 2008, generating 30,500 jobs and \$151 million in state and local tax receipts.

Travel Portland, the city's official destination marketing organization, offers a flexible, cafeteria-style Partner Services Program that allows businesses to select and pay only for the services and programs they wish to use.

2009 PORTLAND VISITOR INDUSTRY

SUMMARY:

| | |
|------------------------|----------------|
| Total Visitor Spending | \$ 3.5 billion |
| Tax Receipts Generated | \$141 million |
| Employment Generated | 28,300 people |
| Employment Earnings | \$806 million |

INFORMATION CENTER TRAFFIC: 650,000 people

WEBSITE TRAFFIC: 490,000 monthly page views

2009 MEETINGS & CONVENTIONS: 343

| | |
|-----------------------------------|---------------|
| Room Nights | 376,724 |
| Attendees | 262,992 |
| Total Economic Impact (estimated) | \$136,598,518 |

MEETINGS & CONVENTIONS 2010 & BEYOND: 263

| | |
|-----------------------------------|---------------|
| Room Nights | 414,986 |
| Attendees | 250,166 |
| Total Economic Impact (estimated) | \$224,477,228 |

2008 VISITOR SPENDING BY BUSINESS:

| | |
|------------------------------------|---------------|
| Accommodations | \$552 million |
| Eating/Drinking/Grocery | \$693 million |
| Arts/Entertainment/Recreation | \$185 million |
| Retail | \$380 million |
| Ground Transportation | \$861 million |
| Air Transportation (visitors only) | \$353 million |