

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Thursday, Sept. 27, 2018 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall



**EXPLORE  
WILSONVILLE!**

A POCKET (OF FUN)

### VOTING MEMBERS

**Jeff Brown, Chair**

**Darren Harmon,  
Vice Chair**  
General Manager,  
Family Fun Center

**Al Levit**  
Former Commissioner,  
City of Wilsonville  
Planning Commission

**Dave Pearson**  
Executive Director,  
World of Speed  
Motorsports Museum

**Brandon Roben**  
CEO, Oaks Park

**David Stead**  
General Manager,  
Langdon Farms Golf  
Club

### ADVISORY / EX-OFFICIO MEMBERS

**City of Wilsonville**  
City Councilor Charlotte  
Lehan, Council Liaison  
Michael McCarty, Parks &  
Recreation Director  
Brian Stevenson, Parks &  
Recreation Program  
Manager (designee)

**Clackamas County  
Tourism & Cultural  
Affairs (TCA)**  
Danielle Cowan, Director  
Jim Austin, Community  
Relations Lead  
(designee)  
Samara Phelps,  
Development Lead  
(designee)

**Washington County  
Visitors Association  
(WCVA)**  
Carolyn McCormick,  
President/CEO  
Syke Neal-Finnegan,  
VP/Marketing &  
Communications  
(designee)

**Wilsonville Area  
Chamber of Commerce**  
Kevin Ferrasci O'Malley,  
CEO

### STAFF

Mark Ottenad,  
Public/Government  
Affairs Director

### OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC  
Lynette Brailard  
and Trev Naranche,  
Principals

- 1. Welcome 10:00**
  - a. Committee members and guests introductions
  - b. Summer updates
    - Committee members business updates
    - Park & Recreation Master Plan; Signage and Wayfinding project
- 2. Committee Business and Updates 10:15**
  - c. Election of Committee Chair and Vice Chair  
*Required by committee charter at first meeting of new fiscal year*
  - d. Approve Prior Meeting Minutes of May 31, 2018 \* p. 3
  - e. Committee Positions:
    - Position #5 - Darren Harmon, reappointed to new term exp. 6/30/2021
    - Position #6 - David Stead, reappointed to new term exp. 6/30/2021
    - Position #7 - Vacant, term expiring 6/30/2021
  - f. Upcoming meetings — scheduling issues:
    - *Hold or not schedule October committee meeting?:* 4-way tie for:  
Tue 10/9 1-3pm; Thr 10/11 1-3pm; Tue 10/16 10am-12pm or 1-3pm
    - Town Center Plan Economic Summit Panel, Thu, Oct. 11, 4-5:30pm \*
    - Clackamas County Water Tourism Findings, Fri 10/12, 10am-12pm \*
    - Arts, Heritage and Culture Strategy Community Meeting,  
Mon, Oct. 29, 6-9pm, Wilsonville Public Library \*
- 3. Vertigo Marketing Report 10:40**
  - g. Pocket Trips marketing collateral final-draft review \* ■ p. 5
  - h. Print and online promotions
  - i. ExploreWilsonville.com tourism website re-design preview ■
  - j. Visitor Profile Study: *Decisions needed for winter survey*
    - In-person intercepts and online referrals
  - k. STR lodging trends report: August 2018 YTD \* p. 31
    - Downward trend of occupancy and room rate over past year
    - Develop comprehensive benchmarking lodging report with metrics that includes all lodging tax activity
- 4. Adjourn 12:00**

\* materials in packet or online    ■ materials at meeting

## Wilsonville Tourism Promotion Committee

### Upcoming Events of Note

#### **Wilsonville Town Center Economic Summit**

**Thur, Oct 11, 4-5:30 pm**

Wilsonville Regal Cinemas

29300 SW Town Center Loop W

The Town Center project team will present the Development Feasibility Analysis results, provide an update on the Plan, and talk about future development options in Town Center and potential economic implementation strategies. This event will also feature a panel discussion between development experts who will offer their insight and experience in the development of mixed-use commercial centers and "modern main streets" throughout the region. Light refreshments will be provided. This event is jointly hosted by the City of Wilsonville and the Wilsonville Chamber of Commerce.

Moderator: Alex Dupey, MIG Inc.

Featured Panelists:

- Fred Bruning, CenterCal Properties
- Lloyd Purdy, Greater Portland Inc.
- Brian Vanneman, Leland Consulting
- Others to be confirmed

#### **Clackamas County Water Tourism Findings**

**Fri, Oct 12, 10 am-12 pm**

Wilsonville City Hall

Join Clackamas County Tourism for a presentation and discussion of the development of water assets in our local communities. Environmental Economist Michael Crane will share the methodology, key findings and recommendations from his in-depth analysis of the County's water assets. There will be plenty of time for Q and A and time to discuss current and future water asset development plans for our communities and local businesses. Food and refreshments will be provided

The presentation will be available at two separate times and locations. RSVP through the links below:

- [Sandy 10/11/18 6:00-8:00pm](#)
- [Wilsonville 10/12/18 10:00-12:00pm](#)

Please help us share this invite with key partners and stakeholders to facilitate current and future projects. For more details contact Samara Phelps 503-742-5910 or email [samara@mthoodterritory.com](mailto:samara@mthoodterritory.com).

For the complete study and link to community specific summaries head to

<https://www.mthoodterritory.com/water-tourism-strategic-plan>

#### **French Prairie Bridge Design-Options Open House**

**Thu, Oct. 18, 5-7 pm**

Wilsonville City Hall

29799 SW Town Center Loop E.

#### **Community Meeting for Wilsonville Arts, Heritage and Culture**

**Mon, Oct 29, 6-9 pm**

Wilsonville Public Library

#### **Online arts & culture survey open to Oct 7** [ci.Wilsonville.or.us/Arts&CultureSurvey](http://ci.Wilsonville.or.us/Arts&CultureSurvey)

Working in conjunction with the Clackamas County Arts Alliance, the City is undertaking a community enhancement program project to craft a 'Public Investment Strategy for Arts, Heritage & Culture' for Wilsonville.

As part of this effort, the Arts Alliance is undertaking through October 7 a public survey online to gauge community members' thoughts and desires on arts and culture at [ci.Wilsonville.or.us/Arts&CultureSurvey](http://ci.Wilsonville.or.us/Arts&CultureSurvey).

The City is also hosting in conjunction with the Arts Alliance a Community Meeting for Wilsonville Arts, Heritage and Culture on Monday, October 26, 6-9 pm, at the Wilsonville Public Library; refreshments are to be served.

The City Council seeks to develop a strategic plan for public investment in Wilsonville arts and culture, to determine an appropriate level of community support for artistic and cultural activities and create tactics for developing resources to advance community support. Working with the Arts Alliance and Taylor Consulting, the project scope includes conducting stakeholder interviews, leading community meetings and deploying a needs-assessment poll to determine whether, and to what degree, Wilsonville residents have interest in and value arts and culture amenities. The Arts Alliance is working to plan a community meeting in October to discuss interview and survey results and draft a strategic action plan.

While observers have noted that members of Wilsonville's arts, heritage and culture community are passionately dedicated to the various elements of their activities, continued concern exists about volunteer fatigue, leadership gaps, audience development and funding support.

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Thursday, May 31, 2018 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall

### 1. Call to Order; Welcome & Introductions

**a. Voting members attending:** Jeff Brown, Chair; Darren Harmon, Vice Chair; Dave Pearson and Brandon Roben.

**Ex-officio members, staff, consultants and guests attending:** Erica Behler; Lynnette Brailard; Mike McCarty; Trev Naranche; Kevin Ferrasci O'Malley; Samara Phelps; Mark Ottenad; Wayne Richards; Brian Stevenson; and Veronica Stewart, Century Hotel.

### 2. Committee Business and Updates

**b. Approve Meeting Minutes of Prior Meetings:** Committee members reviewed the draft meeting minutes of April 12, 2018. Darren Harmon moved and Dave Pearson seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

**c, d. Terms expiring 6/30/2018:** Mark Ottenad indicated that current members had reapplied to serve a three-year term: Darren Harmon, Position # 5, and David Stead, Position # 6. Position #7 is vacant and under recruitment.

**e. 2018 City tourism grant award** of \$4000 to Wilsonville Kiwanis to produce Aug. 25 Kiwanis Kids Fun Run is now cancelled, and funds to be returned to City reported Brian Stevenson.

**f. Next meeting:** Members discussed not meeting during the busy summer tourism months and to reconvene in late September. Mark Ottenad said that he would send out a Doodle Poll closer to September to determine an optimum meeting date.

Members indicated that they would appreciate receiving quarterly updates from the Vertigo Marketing team regarding SEO metrics and other promotional and program status information.

### 3. Annual Update of Tourism Promotion Business Plan

**g. Review and approve Revised Draft of the FY18/19:** Committee members reviewed the final revised draft of the “1/5-Year Action/Implementation Plan” that acts as the tourism promotion program business plan for the next fiscal year, 2018-19. Mark Ottenad noted that the plan was scheduled for Council adoption on July 16.

Darren Harmon moved and Brandon Roben seconded a motion to recommend the “1/5-Year Action/Implementation Plan” as presented for adoption by the City Council. Motion approving plan passed unanimously.

### 4. Vertigo Marketing Report

**h. Visitor Profile Study:** Lynnette Brailard reported that the survey instrument/questionnaire has been developed, with the online version of the survey now available. She noted that survey locations for in-person intercept surveys are being secured by contacting property owners/managers for permission; she presented a sample letter of request for permission. She reported that RRC Assoc. are to start intercepts at the June 2-3 Festival of the Arts.

Samara Phelps asked about Question 1 in relation to Q5: “Wilsonville area” versus “Wilsonville and other cities.” Lynnette replied that Q5 was attempting to drill down on a specific city that might be named.

**i. Marketing Updates:** Trev Naranche showed print ads submitted to AAA *Via* magazine, Oregon’s Mt Hood Territory (OMHT) and Travel Portland guide. He noted that the first STR report on lodging activity would be available at the end of August.

Lynnette Brailard reported that professional models and photographers are being lined-up for a June 11 photo-shot session. Exact locations are being determined and include all primary Wilsonville tourism attractions.

**j. Review Draft 1 of the Explore Wilsonville Pocket Guide:** Trev Naranche reviewed first drafts of the Explore Wilsonville Pocket Guide “pocket trip” cards, both print and online versions; online version of cards are to link to a corresponding webpage for that particular pocket trip that provides more information. Brian Stevenson suggested using a symbol other than the plus sign (+) to separate items listed in the pocket trips.

Members discussed what events to advertise; agreement to promote those events that City helps to fund or support.

Samara Phelps asked about how to inform on spatial relationships of various attractions that are called-out on the themed pocket trips. Trev Naranche responded that the current map is simple to show Wilsonville is relation to the various attractions. He also said that Vertigo Marketing would work to make work better in an online format with links to information and a map.

Jeff Brown suggested have mileage distance listed from Wilsonville to the various attractions listed in the pocket trips or the website – rather than listing the travel time. Samara Phelps seconded the concept, noting that OMHT was moving away from time measurements in promotional materials.

**k. Review ExploreWilsonville.com redesign mock-ups:** Lynnette Braillard presented draft page designs for updating ExploreWilsonville.com tourism website. Samara Phelps said that she found the clean look and consistent branding very positive and professional looking. If the website is to directly assist visitors with securing overnight lodging accommodations, she noted that OMHT buys into the Expedia online product for their hotel reservations function.

Brian Stevenson asked about social media presence plans. Lynnette Braillard said that she had a list of event to use as a promotional lead, and that she can manage social media promotion remotely from Bend office. Brian Stevenson noted that Erica Behler could also assist in social media promotion via the City’s Facebook pages.

A question was raised on How to do specials or promotions for visitors online. Lynnette Braillard reported that she plans for a special section of the website to feature promotional rates and other specials or deals.

Darren Harmon said that he really liked the OMHT social media promotional work and pages.

An issue was noted that ExploreWilsonville.com should list a policy for what kind of attractions and events qualify for posting to the website.

When asked regarding the ability of the redesigned website to work on mobile devices, Lynnette Braillard reported that it was fully mobile-compliant from the outset. She noted that she would send during the summer a website link for committee members to preview the final product prior to going live.

She noted that after the website goes live, the remainder of the digital/online marketing plan kicks in, including Google ads for ‘word search’ buys by Vertigo Marketing. x

**l. Benchmark tourism metrics to establish baseline for future:** Lynnette Braillard and Trev Naranche said that they would work with City staff to finalize a quarterly report format to benchmark website traffic, SEO highlights, lodging occupancy and rates and social media likes/followers.

When asked about how to handle traveler reviews or testimonials, Lynnette Braillard said that ExploreWilsonville.com would link to Trip Advisor and Facebook for comments.

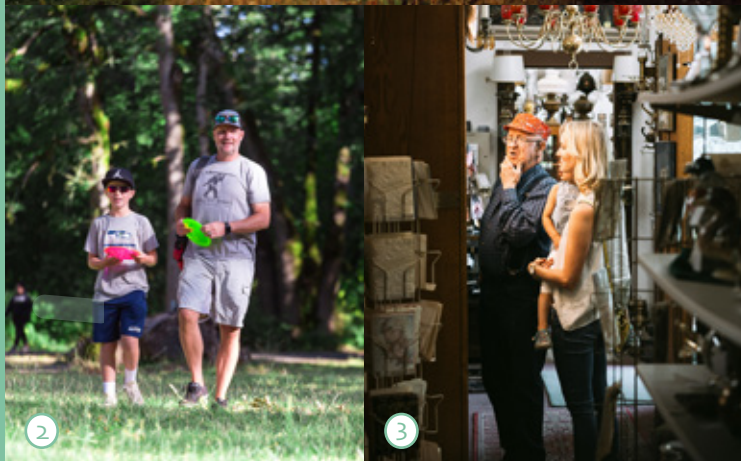
Jeff Brown requested that quarterly reports include any comments received on the website.

When asked by Lynnette Braillard, all committee members indicated that they cover provide items or services of value as promotional gifts during the website re-launch and to entice visitors to respond to the visitor profile study survey questionnaire.

## 5. Adjourn

The meeting ended at 12:00 pm

Respectfully submitted by Mark Ottenad on June 20, 2018.



## GET HERE

Finding us is easier than you think. Head south from Portland for 18 miles. Or head north from Salem for 29 miles.

We're a quaint suburban community located in the middle of Willamette Valley wine country, farm country, Willamette river country and close enough to Portland—Oregon's biggest city—for serious city fixes and fun.



## EXPLORE WILSONVILLE.COM

A POCKET (OF FUN)



### WILSONVILLE VISITOR CENTER

29600 SW Park Place, Wilsonville OR 97070

+1 503.783.7529

HELLO@EXPLOREWILSONVILLE.COM



© 2018 Explore Wilsonville. All Rights Reserved.



## EXPLORE WILSONVILLE.COM

A POCKET (OF FUN)



## WILSONVILLE, OR.

Outside of Portland, Oregon is a place for both city dwellers and nature-lovers. 18 miles from Portland's city center, you'll encounter over 200-acres of parks and green spaces—splash in a river, hike a trail, or golf on a green. Bike through Willamette wine and farm country tasting and sipping along the way. Hunt for bargains at the Woodburn Premium Outlets or stroll through some of Oregon's best stores at Bridgeport Village. Summer inspires family time with putt-putt golf, a ride on a zipline, picnics in a park, outdoor movies and music, and hot days spent running through a sprayground. Fall and winter days are best spent exploring a beer trail, a museum built for speed, or battling it out in an interactive 3D movie experience. **Explore Wilsonville's Pocket of Fun! #ExploreWilsonville**

## POCKET TRIPS

- 1 Eat & Drink
- 2 Family Time
- 3 Shopper's Delight
- 4 Farmlandia Fun
- 5 History & Heritage
- 6 Inside Fun
- 7 Outside Fun
- 8 Art & Music
- 9 A Lil' Bit of Country
- 10 Finer Things
- 11 Unique Meeting Spots
- 12 Build-Your-Own Pocket Trip

Find More Pocket Trips or Plan Your Own!

PLAN YOUR FUN >  
[EXPLOREWILSONVILLE.COM/POCKETTRIPS](http://EXPLOREWILSONVILLE.COM/POCKETTRIPS)

## STAY HERE

Stay close to the city center of Portland and save. Free parking and pay less for lodging in Wilsonville. Every day.

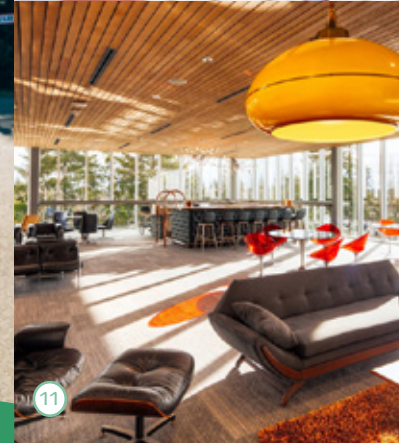
Explore our lodging options: hotels, motels, vacation rentals, bed and breakfasts, plus nearby RV parks and camping.

[WILSONVILLE LODGING >](#)  
[EXPLOREWILSONVILLE.COM/STAY](#)

## MEET HERE

Meetings are just more fun in Wilsonville. Convenient to everywhere, Willsonville has a handful of anything-but-ordinary meeting venues perfect for planning, doing, gathering, and learning.

[PLAN A MEETING >](#)  
[EXPLOREWILSONVILLE.COM/MEET](#)



## **EAT & DRINK**

BEER CHEERS— Tap Trail Stop @ Vanguard Brewing + Wilsonville Brewfest + McMenamins Old Church Pub + Portland Holiday Ale Fest

WINE CHEERS— 300+ wineries + Field & Vine Wine Dinner + Grape Stomping Festival + Wine Tours on Bike, Horseback, Hot Air Balloon, Helicopter or Shuttle

FOODIE HAVEN— 50+ Restaurants in Wilsonville + Portland Dining Month + Portland Feast



# POCKET TRIPS

Taste, swig or sip your way through Wilsonville. Gather around a table with people you love. Experience dozens of gutsy craft breweries. Explore over 300 wineries. And savor every moment.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)



## **FAMILY TIME**

**SPEED & SPACE**– World of Speed Motorsports Museum + Evergreen Aviation & Space Museum

**WET & WILD**– Bumper Boats @ Family Fun Center + Wings & Waves Water Park + Wilsonville Spraygrounds

**ROAM**– 200 acres of Wilsonville Parks + Children's Museum + Portland Zoo + Washington Park

**AMUSED**– Family Fun Center + Oaks Park + Wilsonville Lanes + Mt. Hood Ski Bowl in winter or summer

A man and a woman are standing in a lush, green forest. The man, on the right, is wearing a grey t-shirt with a graphic, a dark cap with sunglasses perched on top, and a backpack. The woman, on the left, is wearing a dark cap, sunglasses, and a green long-sleeved shirt. They are both smiling at the camera. The background is filled with tall trees and dense foliage, creating a sense of being deep in nature.

# POCKET TRIPS

Play. Slide. Lace up. Get wet.  
Get wild. Roam secret trails  
near a towering giant. Marvel  
at the magic of speed and space  
or visit a polar bear. Laugh  
more than you ever thought  
possible and love every minute  
of your epic day together.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## **SHOPPERS DELIGHT**

GOOD BUYS– Woodburn Premium Outlets + Bridgeport Village + Washington Square Mall + Downtown Portland

VINTAGE LOVERS– Aurora Antique Stores + Hawthorne Blvd.+ Mid-century lounge at World of Speed + downtown Oregon City & downtown McMinnville antique shops

MADE HERE– Art @ the Wilsonville Festival of the Arts + Wilsonville Farmers Market + Portland Saturday Market + Portland Farmers Markets + Makers Tours (The Makery, Spooltown, Grovemade)

A photograph of an antique shop interior. In the foreground, a man wearing a red hat and glasses is looking towards a woman with blonde hair. They appear to be examining items in the shop. The background is filled with various antique items, including a large chandelier, lamps, and decorative objects. The lighting is warm and focused on the people.

# POCKET TRIPS

Enjoy tax-free shopping as you stroll down quirky Main Streets or pop into a designer store . Discover charming boutiques, antique shops and outdoor markets. Convenient to everywhere, Wilsonville is near Oregon's best shopping.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## **FARMLANDIA FUN**

FARM TOURS– Farmlandia Loop +  
Farmside Wine Dinners + Wilsonville  
Farmers Market + French Prairie  
Farm Feast+ Our Table Co-op +  
Middleground Farms & Cooking  
Classes + Red Barn Hemp Tours

FLOWER POWER– Wooden Shoe  
Tulip Festival + Lavender Days at  
Barn Owl Nursery +Dahlia Festival +  
Portland Rose Garden + Portland  
Japanese Gardens + Chinese Garden

OPS & HAZELNUTS– Hazelnut Fest  
+ Hubbard Hop Festival + Mt. Hood  
Territory Tap Trail + Portland Fresh  
Hops Fest at Oaks Park



# POCKET TRIPS

Revel in garden-fresh abundance and tranquil countryside. We've got some pretty remarkable dirt around these parts. From co-ops and farmer's markets to lush flowers and tasty tours, experience what "grown in Oregon" truly means.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## **HISTORY & HERITAGE**

HISTORY HUNTER– McMenamins' Old Church + Canby Ferry + Korean War Memorial + Pioneer Cemeteries + Tualatin Heritage Center + End of Oregon Trail + Museum of Oregon Territory

FRENCH PRAIRIE– Aurora Colony Museum + Champoeg State Heritage Area + French Prairie Gardens + Historic Butteville Store + Newell Pioneer Village + Lady Hill Winery



# POCKET TRIPS

Wander with wonder through Oregon's rich history, where every step tells a story. From treasure-filled museums to pioneer cemeteries to historic barns and churches, the spirit of Oregon is alive and kicking.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)



## **INSIDE FUN**

**CATCH AIR & SPEED**– World of Speed Motorsports Museum + G6 Airpark + Sky High Sports + Wings & Waves Indoor Waterpark + Family Fun Center

**ICE, ROLL & BOWL**– Oaks Park Roller Rink + Roller Derby at Oaks Park + Ice Skating at Sherwood Ice Arena, Portland's Lloyd Center & Beaverton's Winterhawks Skating Center + Wilsonville Lanes

**CATCH A GAME**– Portland Timbers, Trailblazers, Pickles, Winterhawks, Thorns & Volcanoes

A photograph of a museum exhibit featuring a large Budweiser beer display. A person is seen from the back, looking at the display. The display includes a large Budweiser logo and a Budweiser beer bottle. The background shows other museum exhibits, including a car and a plane. The text "POCKET TRIPS" is overlaid on the image in a white, outlined font.

# POCKET TRIPS

Bring your adventure inside.  
Make your dream of flying  
through air or racing a car  
a reality. Join a game of  
broomball or carve up the  
same ice as the Winterhawks.  
At the end of the day, grab  
a beer and settle into a  
barstool to cheer on Oregon's  
favorite teams.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## **OUTSIDE FUN**

**WILDLIFE VIEWING**– Coffee Lake Wetlands + Graham Oaks Nature Park + Rosse Posse's Elk Ranch & Petting Zoo + Tualatin Nat. Wildlife refuge + Jackson Bottom Wetlands

**GOLF**– 6 golf courses within 6 miles (Langdon Farms Golf Club + Charbonneau Golf Club) + Disc Golf at Champoeg State Park + Putt-Putt golf at Family Fun Center + Topgolf

**RIVER FUN**– Wilsonville's Memorial Park + Boones Ferry Marina + Kayak & Canoe Rentals @ Brown's Ferry Park + Kayaks, Canoes & Paddleboards @ Chehalem Paddle Launch in Dundee



# POCKET TRIPS

Adventure is calling.  
Explore the bold beauty,  
stunning views and  
recreational fun in  
Wilsonville and nearby  
A little wild. A lot of green.  
And anything but ordinary.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## **ART & MUSIC**

ART HUNTER– Wilsonville Festival of the Arts + Wilsonville's Outdoor Art Sculptures + Murase Plaza + Wilsonville Library's Art Collection + Photography Tours during the Wooden Shoe Tulip Festival

MUSIC MAVEN– McMenamins Old Church & Pub Amphitheater + Wilsonville Rotary Concerts in the Park + Music at the Montague in Villebois + Live Music at the Historic Butteville Store + Wilsonville's Fun in the Park + Concerts at Portland's Moda Center + Portland Jazz Festival + Soul'd Out Music Fest + Quiet Music Festival + Pickathon



# POCKET TRIPS

Enjoy local art that drops jaws and a happening music scene sure to inspire your earholes. Take a self-guided art tour or stake out the perfect spot to listen to live music. You may even discover a new favorite artist.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## LIL' BIT OF COUNTRY

DUSTY TRAILS– Wilsonville Equestrian Ctr. Private Horseback Riding on 10-acres + Bring Your Own Horse to these area trails: Silver Falls State Park, Milo McIver State Park, Tryon Creek State Park, Willamette Mission State Park

HORSING AROUND– Tour Wine Country on Horseback with Equestrian Wine Tours + Compete or catch an USEF horse show at Hunter Creek Farm + Dinner in the Field at Hunter Creek Farm

RODEO ROUNDUP– St. Paul Rodeo + Mollala Rodeo + Canby Rodeo



# POCKET TRIPS

Escape from the bustle of a busy world in the stables and on the trails. Grab the reins. Get dusty and explore paths less traveled. Learn how to tip your hat. Cheer on tenacious cowboys and cowgirls while sitting back and taking in the charm of country life.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)



## **FINER THINGS**

THE LUXE LIFE— The Archive at World of Speed Motorsports Museum Along with Special Luxury Car Collections & Exhibits + The Allison Spa + Bubbles Fest + Wine Tasting at Over 300 Vineyards + Helicopter Wine Tasting Tours by Tour DeVine Heli + Horseback Willamette Valley Wine Country Tours by Equestrian Wine Tours + Champagne Toasts from a Hot Air Balloon with Portland Rose Balloons + The Painted Lady Restaurant (only Forbes four star & AAA four star rated restaurant in Oregon) + Lady Hill Winery Summer Series Dinners + Field & Vine Farm & Winery Dinners

A person in a blue shirt is pouring wine from a bottle into a glass. The background is a bright, sunny outdoor setting. A green semi-transparent rectangle is overlaid on the image, containing the text.

# POCKET TRIPS

Float, ogle, and sip your way through the Wilsonville countryside and beyond.

Oooh and aaah over wildly romantic sunsets from your perch high in the sky. Indulge in the best pinot noirs in the world. Add a touch of luxury to your day.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## UNIQUE MEETINGS

MORE TRADITIONAL– Holiday Inn  
Portland South Conference Center +  
World of Speed Conference Room +  
Wilsonville Community Center +  
Charbonneau Country Club +  
Antonia Ballroom in Canby

NOT SO TRADITIONAL– World of  
Speed's Mid-Century Atomic  
Lounge + Family Fun Center +  
McMenamins Old Church & Pub +  
The Red Shed at Langdon Farms Golf  
Club + Historic Stein-Boozier Barn +  
Newell Pioneer Village + Lady Hill  
Winery & Historic Farm + The  
Kitchen at Middleground Farms +  
Wooden Shoe Gardens



# POCKET TRIPS

Location is everything.  
Make your next meeting  
delightfully different at one  
of the many unique venues in  
Wilsonville. With both  
un-traditional and traditional  
space for both dreaming and  
doing, inspiring your crowd  
has never been so un-boring.

[EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

## **BUILD-YOUR-OWN**

Create the perfect Pocket Trip itinerary from dozens of unforgettable experiences. Take it off the beaten track. Make it weird and wild. Or simple and serene.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



**WILSONVILLE  
OREGON**

**POCKET  
TRIPS**





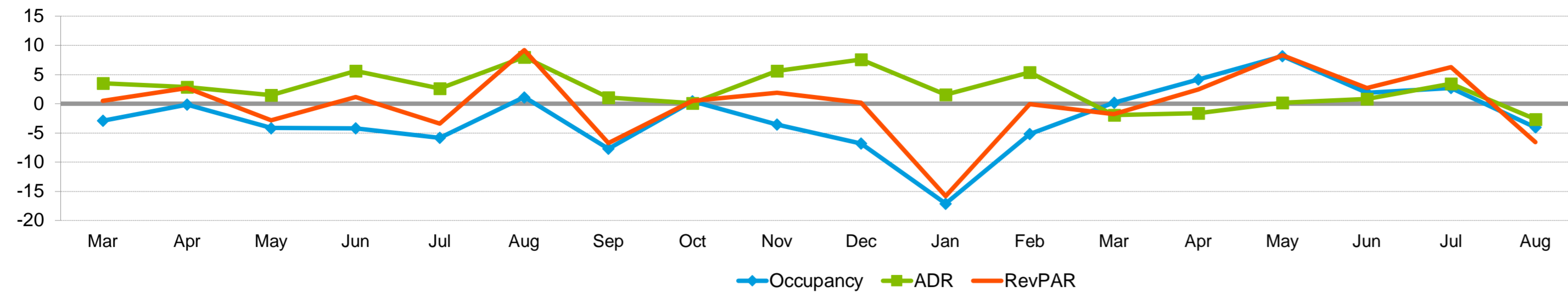


Tab 4 - Trend Troutdale, OR+

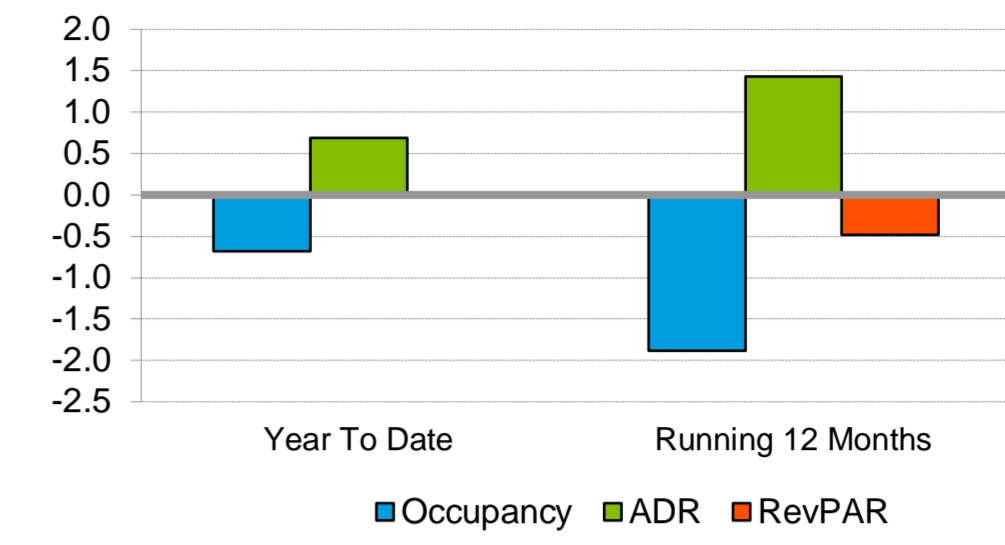
Currency: USD - US Dollar

Vertigo Marketing Oregon  
For the Month of August 2018

Monthly Percent Change



Overall Percent Change



| Occupancy (%)  | 2017 |      |      |      |      |      |      |      |      |      |       | 2018 |      |      |      |      |      |      |
|----------------|------|------|------|------|------|------|------|------|------|------|-------|------|------|------|------|------|------|------|
|                | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan   | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  |
| This Year      | 73.2 | 73.7 | 77.0 | 87.8 | 87.8 | 90.0 | 75.3 | 74.0 | 63.2 | 62.1 | 51.5  | 63.1 | 73.3 | 76.8 | 83.3 | 89.4 | 90.2 | 86.3 |
| Last Year      | 75.3 | 73.8 | 80.4 | 91.7 | 93.2 | 89.0 | 81.6 | 73.7 | 65.6 | 66.6 | 62.1  | 66.6 | 73.2 | 73.7 | 77.0 | 87.8 | 87.8 | 90.0 |
| Percent Change | -2.9 | -0.1 | -4.2 | -4.2 | -5.8 | 1.1  | -7.7 | 0.4  | -3.6 | -6.9 | -17.1 | -5.2 | 0.2  | 4.1  | 8.2  | 1.8  | 2.7  | -4.1 |

| ADR            | 2017  |       |       |        |        |        |        |       |       |       |       | 2018  |       |       |       |        |        |        |
|----------------|-------|-------|-------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
|                | Mar   | Apr   | May   | Jun    | Jul    | Aug    | Sep    | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun    | Jul    | Aug    |
| This Year      | 85.24 | 88.83 | 88.53 | 110.12 | 119.56 | 123.17 | 106.19 | 93.17 | 88.82 | 88.68 | 80.31 | 85.57 | 83.60 | 87.38 | 88.66 | 111.05 | 123.67 | 119.91 |
| Last Year      | 82.38 | 86.37 | 87.28 | 104.30 | 116.52 | 114.06 | 105.07 | 93.07 | 84.12 | 82.45 | 79.09 | 81.18 | 85.24 | 88.83 | 88.53 | 110.12 | 119.56 | 123.17 |
| Percent Change | 3.5   | 2.8   | 1.4   | 5.6    | 2.6    | 8.0    | 1.1    | 0.1   | 5.6   | 7.5   | 1.5   | 5.4   | -1.9  | -1.6  | 0.1   | 0.8    | 3.4    | -2.6   |

| RevPAR         | 2017  |       |       |       |        |        |       |       |       |       |       | 2018  |       |       |       |       |        |        |
|----------------|-------|-------|-------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
|                | Mar   | Apr   | May   | Jun   | Jul    | Aug    | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul    | Aug    |
| This Year      | 62.35 | 65.50 | 68.19 | 96.68 | 104.95 | 110.80 | 79.96 | 68.94 | 56.16 | 55.04 | 41.32 | 54.03 | 61.26 | 67.10 | 73.85 | 99.30 | 111.49 | 103.46 |
| Last Year      | 62.07 | 63.78 | 70.16 | 95.60 | 108.63 | 101.49 | 85.75 | 68.61 | 55.15 | 54.94 | 49.10 | 54.06 | 62.35 | 65.50 | 68.19 | 96.68 | 104.95 | 110.80 |
| Percent Change | 0.5   | 2.7   | -2.8  | 1.1   | -3.4   | 9.2    | -6.7  | 0.5   | 1.8   | 0.2   | -15.8 | 0.0   | -1.8  | 2.4   | 8.3   | 2.7   | 6.2    | -6.6   |

| Supply         | 2017   |        |        |        |        |        |        |        |        |        |        | 2018   |        |        |        |        |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    |
| This Year      | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 13,748 | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 |
| Last Year      | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 13,748 | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 |
| Percent Change | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |

| Demand         | 2017   |        |        |        |        |        |        |        |       |        |       | 2018  |        |        |        |        |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-------|-------|--------|--------|--------|--------|--------|--------|
|                | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov   | Dec    | Jan   | Feb   | Mar    | Apr    | May    | Jun    | Jul    | Aug    |
| This Year      | 11,135 | 10,862 | 11,723 | 12,933 | 13,361 | 13,692 | 11,092 | 11,263 | 9,314 | 9,447  | 7,832 | 8,681 | 11,153 | 11,311 | 12,679 | 13,172 | 13,722 | 13,133 |
| Last Year      | 11,469 | 10,877 | 12,235 | 13,501 | 14,190 | 13,543 | 12,021 | 11,221 | 9,657 | 10,142 | 9,449 | 9,154 | 11,135 | 10,862 | 11,723 | 12,933 | 13,361 | 13,692 |
| Percent Change | -2.9   | -0.1   | -4.2   | -4.2   | -5.8   | 1.1    | -7.7   | 0.4    | -3.6  | -6.9   | -17.1 | -5.2  | 0.2    | 4.1    | 8.2    | 1.8    | 2.7    | -4.1   |

| Revenue        | 2017    |         |           |           |           |           |           |           |         |         |         | 2018    |         |         |           |           |           |           |
|----------------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|
|                | Mar     | Apr     | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May       | Jun       | Jul       | Aug       |
| This Year      | 949,096 | 964,836 | 1,037,869 | 1,424,158 | 1,597,499 | 1,686,495 | 1,177,840 | 1,049,324 | 827,285 | 837,722 | 628,972 | 742,824 | 932,435 | 988,369 | 1,124,072 | 1,462,747 | 1,696,955 | 1,574,808 |
| Last Year      | 944,767 | 939,435 | 1,067,883 | 1,408,194 | 1,653,398 | 1,544,730 | 1,263,027 | 1,044,371 | 812,378 | 836,255 | 747,311 | 743,152 | 949,096 | 964,836 | 1,037,869 | 1,424,158 | 1,597,499 | 1,686,495 |
| Percent Change | 0.5     | 2.7     | -2.8      | 1.1       | -3.4      | 9.2       | -6.7      | 0.5       | 1.8     | 0.2     | -15.8   | 0.0     | -1.8    | 2.4     | 8.3       | 2.7       | 6.2       | -6.6      |

| Census %             | 2017  |       |       |       |       |       |       |       |       |       |       | 2018  |       |       |       |       |       |       |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                      | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   |
| Census Props         | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     |
| Census Rooms         | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   |
| % Rooms Participants | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

| Occupancy | Year To Date |      |      | Running 12 Months |      |      |
|-----------|--------------|------|------|-------------------|------|------|
|           | 2016         | 2017 | 2018 | 2016              | 2017 | 2018 |
| Occupancy | 79.4         | 77.4 | 76.8 | 76.7              | 75.5 | 74.1 |
| ADR       | 77.5         | 79.4 | 77.4 | 73.0              | 76.7 | 75.5 |
| RevPAR    | 2.6          | -2.6 | -0.7 | 5.2               | -1.6 | -1.9 |

| ADR    | Year To Date |       |       | Running 12 Months |       |       |
|--------|--------------|-------|-------|-------------------|-------|-------|
|        | 2016         | 2017  | 2018  | 2016              | 2017  | 2018  |
| ADR    | 95.53        | 99.13 | 99.81 | 93.79             | 96.83 | 98.22 |
| RevPAR | 88.73        | 95.53 | 99.13 | 85.84             | 93.79 | 96.83 |
| Supply | 7.7          | 3.8   | 0.7   | 9.3               | 3.2   | 1.4   |

| RevPAR | Year To Date |       |       | Running 12 Months |       |       |
|--------|--------------|-------|-------|-------------------|-------|-------|
|        | 2016         | 2017  | 2018  | 2016              | 2017  | 2018  |
| RevPAR | 75.89        | 76.69 | 76.70 | 71.98             | 73.13 | 72.78 |
| Supply | 68.73        | 75.89 | 76.69 | 62.62             | 71.98 | 73.13 |
| Demand | 10.4         | 1.1   | 0.0   | 14.9              | 1.6   | -0.5  |

| Supply  | Year To Date |         |         | Running 12 Months |         |         |
|---------|--------------|---------|---------|-------------------|---------|---------|
|         | 2016         | 2017    | 2018    | 2016              | 2017    | 2018    |
| Supply  | 119,313      | 119,313 | 119,313 | 179,215           | 179,215 | 179,215 |
| Demand  | 119,313      | 119,313 | 119,313 | 179,215           | 179,215 | 179,215 |
| Revenue | 0.0          | 0.0     | 0.0     | 0.0               | 0.0     | 0.0     |

| Demand  | Year To Date |        |        | Running 12 Months |         |         |
|---------|--------------|--------|--------|-------------------|---------|---------|
|         | 2016         | 2017   | 2018   | 2016              | 2017    | 2018    |
| Demand  | 94,786       | 92,309 | 91,683 | 137,528           | 135,350 | 132,799 |
| Revenue | 92,429       | 94,786 | 92,309 | 130,740           | 137,528 | 135,350 |
| Supply  | 2.6          | -2.6   | -0.7   | 5.2               | -1.6    | -1.9    |

| Revenue | Year To Date |           |           | Running 12 Months |            |            |
|---------|--------------|-----------|-----------|-------------------|------------|------------|
|         | 2016         | 2017      | 2018      | 2016              | 2017       | 2018       |
| Revenue | 9,054,905    | 9,150,416 | 9,151,182 | 12,899,104        | 13,106,447 | 13,043,353 |
| Supply  | 8,200,959    | 9,054,905 | 9,150,416 | 11,222,695        | 12,899,104 | 13,106,447 |
| Demand  | 10.4         | 1.1       | 0.0       | 14.9              | 1.6        | -0.5       |

# Tab 5 - Response Troutdale, OR+

Vertigo Marketing Oregon  
For the Month of August 2018

| STR Code          | Name of Establishment                        | City & State  | Zip Code | Aff Date | Open Date | Rooms | Chg in Rms | 2016  |   |   |   |   |   |   |   |   |   |   |   | 2017 |   |   |   |   |   |   |   |   |   |   |   | 2018 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--|---------------|----------|----------|-----------|-------|------------|---|---|---|---|---|---|---|---|---|---|---|---|------|---|---|---|---|---|---|---|---|---|---|---|------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   |  |               |          |          |           |       |            | J   | F | M | A | M | J | J | A | S | O | N | D | J    | F | M | A | M | J | J | A | S | O | N | D | J    | F | M | A | M | J | J | A | S | O | N | D |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 36658             | Best Western Plus Cascade Inn & Suites       | Troutdale, OR | 97060    | Mar 2011 | Nov 1998  | 60    |            | •   | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 10278             | Closed - Americas Best Value Inn Troutdale   | Troutdale, OR | 97060    | Apr 2010 | Jun 1972  | 0     | Y          |   |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 11187             | Closed Shilo Inn Wood Village                | Troutdale, OR | 97060    | Sep 1998 |           | 0     | Y          |   |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 35695             | Comfort Inn Columbia Gorge Gateway Troutdale | Troutdale, OR | 97060    | Jun 2012 | Sep 1997  | 77    | Y          | •   | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |   |   |   |   |   |   |
| 44295             | Edgefield                                    | Troutdale, OR | 97060    | Jun 1990 | Jun 1990  | 114   |            | ○   | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○    | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○    | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |   |   |   |   |
| 29064             | Holiday Inn Express Portland East Troutdale  | Troutdale, OR | 97060    | Jun 2012 | May 1992  | 73    |            | •   | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |   |   |   |
| 6528              | Motel 6 Portland East Troutdale              | Troutdale, OR | 97060    | Jun 1983 | Jun 1983  | 123   |            | •   | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |   |
| 13184             | Travelodge East Portland Gresham             | Troutdale, OR | 97060    | May 1988 | Jan 1986  | 44    |            | •   | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Total Properties: |  |               |          |          |           | 8     | 491        | ○ - Monthly data received by STR<br>• - Monthly and daily data received by STR<br>Blank - No data received by STR<br>Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".



## How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/resources/glossary](http://www.str.com/resources/glossary)

**Frequently Asked Questions (FAQ):**

For all STR FAQs, please click [here](#) or visit [www.str.com/resources/faq](http://www.str.com/resources/faq)

Please visit our website at [www.str.com](http://www.str.com), or if you need additional assistance please reach out to our Customer Support team.

**North America:**

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

[destininfo@str.com](mailto:destininfo@str.com)

**International:**

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

[industryinfo@str.com](mailto:industryinfo@str.com)

**Asia Pacific:**

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

[apinfo@str.com](mailto:apinfo@str.com)

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).

# Portland Is In the Midst of a Hotel-Building Spree. Can Visitors Keep Up?

Willamette Week, Published August 28, Updated August 30

[By Karina Brown](#) |

<https://www.wweek.com/news/2018/08/28/portland-is-in-the-midst-of-a-hotel-building-spree-can-visitors-keep-up/>

**“It’s great for tourists,” says economist Joe Cortright. “They’ll be discounting like mad.”**



The Hyatt Hotel at the Convention Center. (Justin Katigbak)

Along the streetcar tracks in Portland's Lloyd District, taxpayers are backing a 14-story dream rising next to the [Oregon Convention Center](#).

It's a 600-room [Hyatt Regency](#), built by private developers wrangled by the regional government Metro at a cost of \$224 million, including \$74 million in public funds.

The hotel is expected to open in about a year. For decades, local officials have said Portland needs such a hotel to attract what they say will be highly lucrative national conventions—gatherings of data scientists and dentists who want to stand in line for ice cream cones at [Salt & Straw](#).

But by the time the Hyatt opens, Portland may have a glut of hotels. The city is experiencing a hotel-building boom—one that observers worry could leave the Rose City with more rooms than visitors.

"It's great for tourists," says economist Joe Cortright. "They'll be discounting like mad."

Data from [STR Inc.](#), which tracks supply and demand in the hotel industry, show Portland added 762 new hotel rooms in the past year to the 8,000 already in the central city.

Seven planned projects, including the Hyatt at the Convention Center, would add another 2,244 rooms. In all, that would mean an increase of nearly 40 percent since July 2017.

"The market's ability to absorb what's still coming is in question," says Kasia Russell, a managing director at HVS, a consulting firm that evaluates hotel markets for investors and lenders. "It will be a shock to the system. I would be lying if I said it's all roses."



*(Justin Katigbak)*

In fact, Portland hotels are already seeing signs of oversupply. Occupancy rates across the Portland market dipped to 69.4 percent in the first half of this year, according to STR. That's a decline of 2.9 percent from 2017. (And that year was already down 1.4 percent from 2016.)

The steep increase in rooms is a testament to the work tourism officials have done to make Portland a destination that entices visitors and hotel investors. But hotels are subject to the same market forces that caused [Oregon cannabis prices to plummet](#) and Portland apartment developers to offer two months' [free rent to prospective tenants](#).

"Portland has had a good growth spurt over the last couple of years," Cortright says. "But from what I've seen, the market is getting saturated."

Why should you care? First, whether Portland succeeds in making itself a perennial visitor destination will determine the ongoing economic health of a city currently enjoying boom times.

Second, some of the public money on the table—Metro's—was borrowed. If conventiongoers fail to materialize, as has been the case in other cities with similar projects, taxpayers are on the hook to repay it.

"The big question is, how much money will they lose on that hotel?" Cortright said. "How much money Metro has to kick in to keep it afloat is probably a very live issue."

Metro officials are unperturbed.

"We're pretty excited about the demand that there has been for this product," says Scott Cruickshank, general manager of visitor venues for Metro. He says the hotel is already exceeding its projected bookings.



(Lisa Eriksson)

Much of the credit for Portland's hotel rush belongs to the visitor association that has spent the past two decades promoting the city: [Travel Portland](#).

But room growth also speaks to the herd mentality of developers, who have simultaneously jumped into the Portland market because it's not as saturated as other cities'—and because it's developed a reputation as a hot spot.

"I get calls about the Portland market on a weekly basis," says Russell. "Portland's always been regarded as a distant cousin to Seattle. It's never been looked at as a primary investor market. That's changed."



Hampton Inn in the Pearl District (Justin Katigbak)

Over the past decade, Portland added 2,724 new rooms to the 6,019 already in the central city.

Just one problem: Hotels rely on corporate travel to fill their rooms, and Portland isn't a big business hub. Hoteliers say Nike is responsible for as many as 50,000 room bookings each year.

That sounds like a lot—except that three hours north in Seattle, travelers associated with Amazon book as many as 500,000 hotel rooms a year. And Seattle also has Starbucks, Microsoft and Boeing adding to demand.

"We don't have a company like Amazon bringing that exponential growth," Russell says of Portland's market. "I don't see us ever growing like that."

Some hoteliers are nervous.

"I expect to see rates fall initially," says Charles Holt, who manages the [Mark Spencer Hotel](#) downtown. "I'm hoping it's not too dramatic, but I think that will be marketwide as hotels get more competitive to maintain business."

Others say they aren't worried.

"Portland is a fabulously growing market," says Alex Dawes, general manager of [Embassy Suites Portland Downtown](#). "All competition is good competition, because it means the city is thriving."

Travel Portland acknowledges room prices are dropping—but a spokesman says that's OK.

"We should be significantly less expensive than any other West Coast destination," says Travel Portland spokesman Marcus Hibdon. "Now we will have the hotels it takes to host larger conventions, and we will have a price point that makes us much more attractive."



*Jupiter Next. (Justin Katigbak)*

Privately, local officials are less sunny. In budget documents, city officials warn a crunch in lodging taxes looms.

"An economic downturn could result in a dramatic reduction of transient lodging taxes to the city," budget officials wrote in April, "as a greater number of hotel rooms fight over fewer customers."

When that downturn comes, the Metro-championed Hyatt, with fewer nearby amenities than westside hotels, will be a prime candidate to lower its rates.

But Metro says the Hyatt hotel will generate even more visitors for Portland. "We were very conservative in our projections," says Metro's Cruickshank. "We had 25 conventions booked that represent 129,000 room nights throughout the city that would not have come if that hotel was not coming next door."

***Clarification:*** This story originally implied that Metro owns the hotel. It is coordinating the project, which is privately owned.





## WILSONVILLE TOWN CENTER PLAN

# Join us at the Town Center Plan Economic Summit Panel

## WHEN?

**THURSDAY, OCTOBER 11TH**  
4:00PM-5:30PM

## WHERE?

### REGAL CINEMAS

STADIUM 9  
29300 SW TOWN CENTER LOOP W.  
WILSONVILLE, OR 97070

*Light refreshments will be provided.*

For more information, contact **Jordan Vance**, City of Wilsonville Economic Development Manager, at [vance@ci.wilsonville.or.us](mailto:vance@ci.wilsonville.or.us) or **503-570-1539**.

## WHY?

The City is seeking to update the community on the Town Center Plan's development feasibility analysis, and how the results can support the Town Center vision. This event will also feature a panel discussion between development experts, who will offer their insight and experience in the development of mixed-use commercial centers and modern main streets throughout the region. At this event you will learn about future development options in Town Center and weigh in on potential economic implementation strategies.

**REGISTER AT:** [HTTP://BIT.LY/TOWNCENTERSUMMIT](http://bit.ly/TownCenterSummit)

### Featured Panelists:

**Fred Bruning**, *CenterCal Properties*  
**Lloyd Purdy**, *Greater Portland Inc.*  
**Brian Vanneman**, *Leland Consulting*  
*Others to be confirmed*

### Moderator:

**Alex Dupey**, *MIG Inc.*