

A scenic landscape of a river flowing through a canyon. The river is in the foreground, reflecting the sky. The canyon walls are steep and rocky. In the background, there are mountains and a clear sky with some clouds. The overall scene is peaceful and natural.

**TRAVEL**



**OREGON**

We will be starting shortly.

**STATE OF THE OREGON  
TOURISM INDUSTRY  
WEBINAR**

**4.29.20**

# RUN OF SHOW + QUESTIONS

## MODERATOR

**Teresa O'Neill, Vice President of  
Global Strategic Partnerships,  
Travel Oregon**



## QUESTIONS?

- **Submit your questions using the Q&A button at the bottom of the Zoom platform**
- **Questions will be answered at the end as time allows**

## RECORDING

- **To be emailed following the webinar**

# PANELISTS



**TODD DAVIDSON, CEO, Travel Oregon**

- State and national tourism economic outlook
- Financial overview of the agency
- Recovery, strategies and opportunities



**JASON BRANDT, President & CEO, Oregon Restaurant & Lodging Association (ORLA)**

- Impact and relief efforts



**ALANA HUGHSON, Managing Director, Oregon Destination Association (ODA)**

- Ongoing communication



**SARA MORRISSEY, Public Affairs Manager, Travel Oregon**

- Resource sharing

# TODD DAVIDSON

TRAVEL



OREGON

- **State of the Industry amidst the global pandemic**
- **Budget forecasts**
- **Strategy for recovery efforts**



# STATE OF OREGON

## DIRECT TRAVEL IMPACTS

	IN 2003	IN 2019	CHANGE
<i>Direct Employment</i>	84,500 jobs	117,500 jobs	+39%
<i>Employee Earnings</i>	\$1.7 billion	\$3.8 billion	+124%
<i>Visitor Spending</i>	\$6.5 billion	\$12.8 billion	+97%
<i>Taxes (State/Local)</i>	\$246 million	\$592 million	+141%

# TOTAL TRAVEL INDUSTRY IMPACT

Projected downturns of the U.S. travel industry in 2020 as a result of the coronavirus:



↓ **\$1.2 TRILLION**

**Total Economic Loss**

(Loss of \$519 billion in direct travel spending)



**8 MILLION**

**Total Employment Loss**

(Loss of 6.9 million direct travel jobs)



**\$80 BILLION**

in federal, state and local taxes

Travel industry losses alone will be great enough to push the U.S. economy into a

**RECESSION**

**8.4%**  
**UNEMPLOYMENT RATE**  
will result from travel-related  
job losses alone

Job losses will spike in April and May, shedding  
**89% of ALL TRAVEL  
EMPLOYMENT** before May

———— **More Than 9x** the Impact of 9/11 ————

# Weekly STR Report 2020 vs 2019

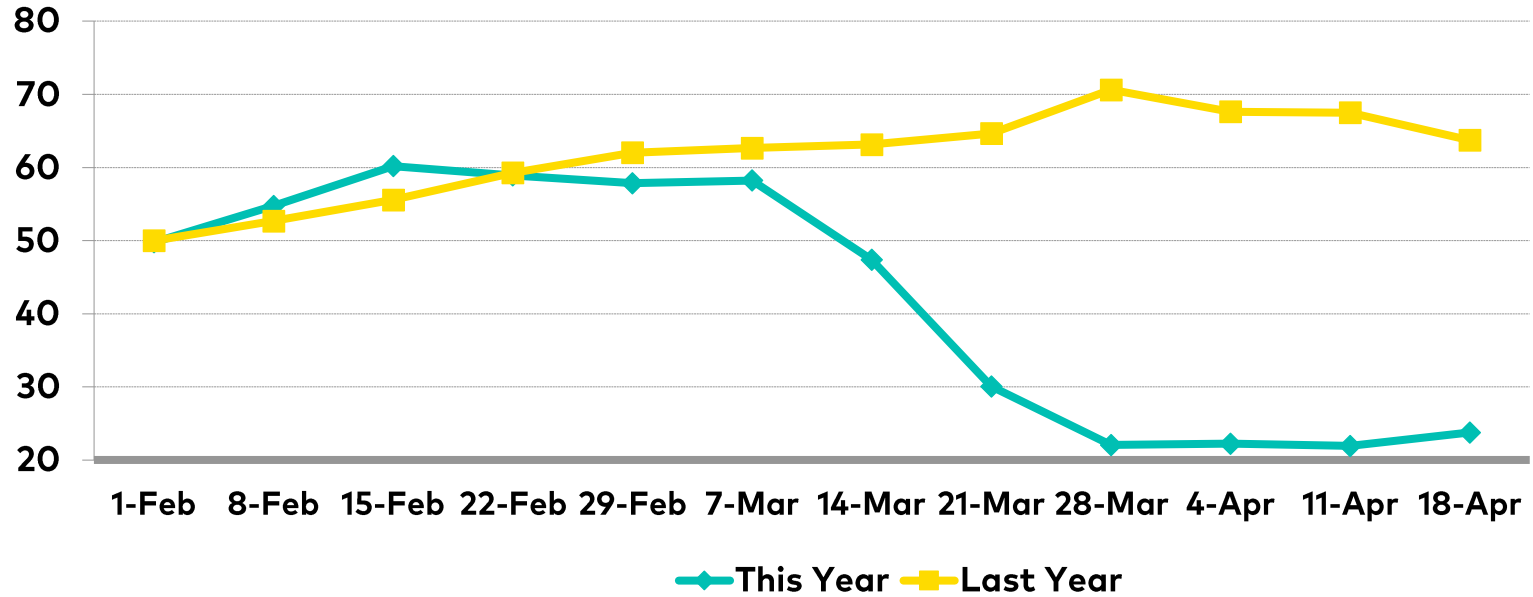
(April 12 to April 18)

Region  
All

	ADR			RevPAR			Occupancy		
Oregon	\$77.29	\$114.59	-32.5%	\$18.37	\$73.20	-74.9%	23.7%	63.7%	-62.8%
Central	\$82.56	\$108.80	-24.1%	\$15.96	\$71.37	-77.6%	19.3%	65.3%	-70.5%
Coast	\$75.38	\$104.78	-28.1%	\$15.25	\$57.30	-73.4%	20.2%	54.2%	-62.3%
Eastern	\$70.96	\$78.99	-10.2%	\$22.92	\$43.47	-47.3%	32.2%	54.8%	-41.3%
Hood/Gorge	\$78.02	\$96.56	-19.2%	\$22.76	\$58.75	-61.3%	29.1%	60.7%	-52.0%
Portland	\$84.66	\$131.58	-35.7%	\$16.85	\$95.77	-82.4%	19.9%	72.2%	-72.2%
Southern	\$68.05	\$88.11	-22.8%	\$19.98	\$50.05	-60.1%	29.3%	56.6%	-48.3%
Willamette Valley	\$74.07	\$101.81	-27.2%	\$21.68	\$64.35	-66.3%	29.2%	63.0%	-53.5%

# OREGON: OCCUPANCY

Weekly Occ (%) - Feb 01, 2020 to Apr 18, 2020

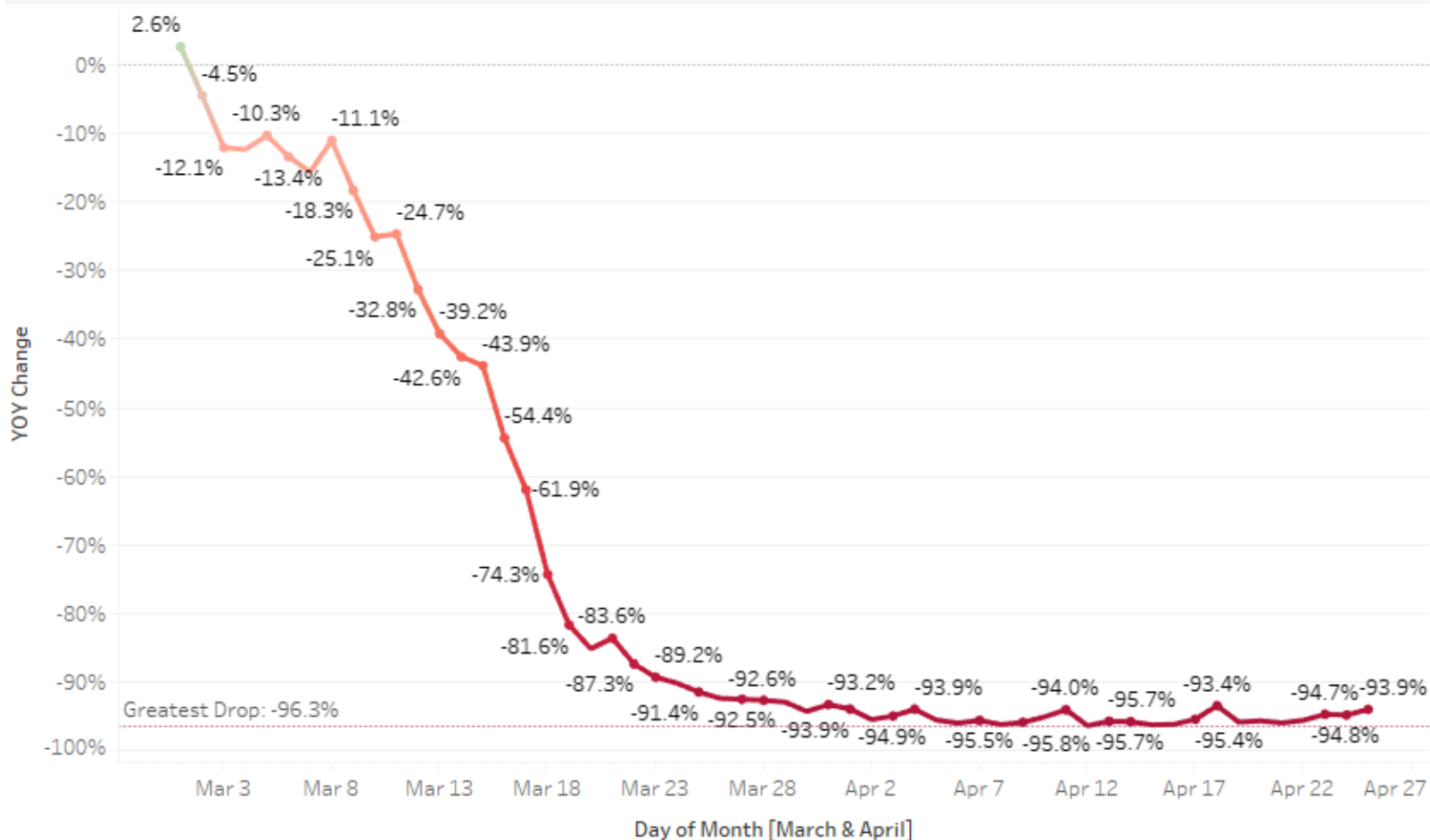




# TSA YOY Change in Throughput - PDX Airport 2020 vs 2019

YOY Change

-96%  3%



# ADARA FORECAST

20 Week Forecast



# What this means for Travel Oregon



# Recovery, strategies and opportunities



# JASON BRANDT



- **Economic impact data – Oregon restaurants and lodging**
- **Statewide relief efforts**
- **Phased reopening for restaurants and lodging**

# ECONOMIC IMPACT DATA | Oregon Restaurants & Lodging



Oregon's restaurant industry has lost 4/5ths of its workforce

- PRESS RELEASE: [bit.ly/lost4-5](https://bit.ly/lost4-5)

70% of hotel employees have been laid off or furloughed, as eight in 10 hotel rooms across the nation remain empty.

- DATA RELEASED APRIL 23: [bit.ly/AHLA042220](https://bit.ly/AHLA042220)



# STATEWIDE RELIEF EFFORTS



## Oregon Hospitality Action:

- [OregonRLA.org/HospitalityAction](https://OregonRLA.org/HospitalityAction)

- Commercial Rent Relief & Flexibility for CMBS
- Oregon Hospitality Recovery & Grant Program
- Corporate Activity Tax (CAT) Delay
- Predictive Scheduling Relief
- SBA No Interest Loans through Business Oregon

## Phased reopening for restaurants and lodging

**Reopening Oregon: A Public Health Framework  
for Restarting Public Life and Business**

by Governor Kate Brown April 20, 2020

[bit.ly/reopening042020](https://bit.ly/reopening042020)

## Public health guidance for restaurants/food service

- Tables spaced more than 6 feet apart
- Limit parties to 10 people or less
- One employee assigned to each party
- Encourage reservations, or advise people to call in advance to confirm seating/serving capacity
- Adequate number of cloth face coverings for all employees
- For bars– consider opening at a later date



# ALANA HUGHSON



- **ODA governance and introduction of FY 20-21 new ODA leadership**
- **COVID-19 impacts to funding**
- **Defending DMMO budgets and economic impacts**
- **Communications system and issues forum for members**



## **COVID-19 READINESS & RESPONSE:**

- **CARES Act Funding DMMOs are presently eligible for:**
  - **SBA Coronavirus Economic Impact Disaster Loans (EIDL)**
  - **SBA immediate grants of \$10,000**
  - **Community Development Block Grants**
  - **Employee retention tax credit and payroll tax deferral**

**ODA is an information resource for DMMOs and will continue to manage time sensitive communications:**

- **[www.OregonDestinationAssociation.com](http://www.OregonDestinationAssociation.com)**
- **Facebook and LinkedIn pages to connect to timely and relevant industry communications**
- **ODA Quarterly eNewsletter**
- **Priority-sensitive electronic callouts**

# SARA MORRISSEY

TRAVEL  OREGON

- [industry.traveloregon.com](https://industry.traveloregon.com)
- **COVID-19 toolkit and resources**
- **Sign up for weekly newsletter**



# COVID-19 TOOLKIT



Communications & Messaging →



Survey Opportunities & Data →



Federal Resources →



State Resources →



Regional & Local Resources →



Travel Information →



Public Health →

# E-NEWSLETTER

## Oregon Tourism INDUSTRY NEWS



### More Than \$240,000 Awarded Through Oregon Wine Country License Plates Matching Grants

The Oregon Wine Country License Plates Matching Grants Program has been awarding grants to local communities since 2015. In light of recent events and understanding how much the culinary community needs support right now, Travel Oregon is pleased to announce that eight projects have been awarded a total of \$243,000 in grant funding through the Oregon Wine Country License Plates Matching Grants Program.

Funded through revenue generated by the sale of Oregon Wine Country specialty license plates, this matching grants program helps advance wine and culinary tourism projects that improve and strengthen local economies and communities by growing and promoting Oregon's tourism industry. Submissions for this grant cycle were received in February and awarded projects will be completed by August 2021.

See the list of awardees in the [press release](#).

Photo by *Papersky Magazine*



#### Upcoming Events

April 23

[Oregon Tour & Travel Alliance  
Virtual Happy Hour](#)

April 23 - June 25

[Webinar Series  
Forbes Travel Guide Hospitality  
Strong Webinar Series](#)

April 27

[Webinar  
All Hands on Deck Hosted by  
Built Oregon](#)

April 29

[Webinar  
Travel Oregon State of the  
Industry Webinar](#)

POSTPONED

[Sunriver, OR  
Oregon Rural Tourism  
Conference](#)

Aug. 31 - Sept. 3

[Portland, OR  
Go West](#)

Sept. 15-17

[Eugene, OR  
AdventureELEVATE](#)

#### Deadlines

[COVID-19 Emergency Sanitation  
and Hygiene Resources Survey](#)  
Closes April 27

[Oregon Arts and Culture  
Recovery Program](#)  
Open through June 2020

#### Resources

[industry.traveloregon.com](#)

[COVID-19 Toolkit](#)

[Impacts of COVID on Travel  
Industry](#)

[Additional COVID Data](#)

[Oregon Travel Barometer](#)

[Contact Us](#)

## QUESTIONS?

Please add using the Q&A button  
at the bottom of your screen.



An aerial photograph of a river winding through a vast, green landscape. The river is dark blue and meanders across the terrain, which is covered in grass and scattered trees and shrubs. The text "Thank you" is overlaid in white, serif font in the upper middle section of the image.

Thank you

[industry.traveloregon.com](http://industry.traveloregon.com)