



February 17, 2026

Response and correction to January 29th “1.25% FOR WILDLIFE: COMMON MISCONCEPTIONS” flyer

The Portland Metro Chamber and Travel Portland submit this letter to strongly encourage you to oppose the proposed increase in the statewide transient lodging tax before irreversible damage is done to the tourism and lodging industries in Portland and Oregon. The city of Portland is home to approximately 26% of hotel rooms in the state and the single largest contributor to Transient Lodging Taxes.

Our contention is that the entire foundation for advancing this legislation is built on a series of misunderstandings, falsehoods and exaggerations about the status and health of Portland’s tourism economy. Further, it is highly concerning that proponents of increasing the state’s tourism tax would broadly distribute a poorly researched, factually incorrect and misleading document via the Oregon Conservation Network titled “1.25% for Wildlife: Common Misconceptions” to shore up waning support for the measure. The document itself is a broad misconception.

Not only does the “Misconception” flyer appear to rely on AI-generated content heavily in regard to false claims about the state of tourism and hospitality in Portland, it is in direct contradiction to the public record as reflected in established media and government reports. Typical in AI-generated content, the flyer cites industry-supplier websites advertising examples of paid services as valid and accurate information and data when it is really only a sample demonstration of what is for sale.

To be crystal clear, the Oregon Conservation Network (OCN) memo contains no objective research or verifiable third-party data. This advertorial copy is a shocking and disturbing misrepresentation of the true state of the industry in Portland.

Additionally, the flyer provides citations at length in small writing in an attempt to establish credibility operating under the assumption legislators will not verify the claims. The use of these citations is as misleading and nonfactual as the incorrect statements they are intended to support in the document.

The inaccuracies in the flyer are so alarming that we have taken the rare step of issuing a full correction of the facts. In fact, the memo, which was circulated by the Oregon Conservation Network and was endorsed by over 40 organizations, takes such extreme liberties with the facts that its authors must have been counting on legislators not following or reading most of the links, which often stated the exact opposite of what the authors claimed. We question if the Oregon Conservation Network even bothered to check their own sources before distributing this deceptive document. In one case, the memo linked to an AI invented story out of India.

We are aware of the length of this response, which should directly indicate the volume of misinformation in the January 29th memo.

In summary, the following is true and documented about Portland's tourism industry:

- Portland's tourism industry is among the last in the nation in post pandemic recovery. Tourism spending is still down by over \$100m annually from 2019.
- Portland's average room night occupancy is still 14% points below 2019 levels.
- Portland's overall economy has been in a recession since 2023 and is down 39,000 jobs since the onset of the pandemic.
- An increase in the TLT will damage Portland tourism industry and the region's overall economic recovery and should be rejected.

For Accurate Measurement of the Tourism & Hospitality Industry in Portland see: Portland City Council Work Session Financial Condition & Budget Update 1/22/26

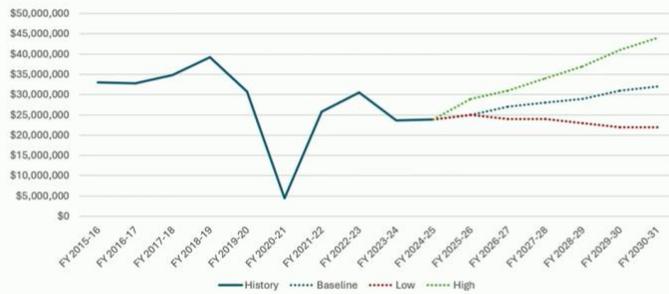
<https://www.youtube.com/live/KRu5FMgBWrY?si=4YXIVbvNkqluhqBM&t=2227>

Presentation by City Economist, Peter Hulseman at 00:37:10. Summary points:

- City revenues generated by TLT show lodging levels are still well below 2019 levels and continue to underperform.
- TLT revenues generated in the city reached \$40M in FY18-19 and have remained stuck at \$25M since FY23-24.
- The city economist's baseline forecast projects TLT revenue growth reaching only as high as \$30M by FY2030-31.
- The "high" (best case scenario) forecast projects TLT revenue growth reaching the FY18-19 high of \$40M in FY2029-30



Transient Lodging Taxes



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1/22/2026
Financial Condition and Budget Update

Analysis of Individual “Misconception” Statements

Misconception 1: A 1.25% increase in the state TLT will deter tourists and decrease tourism volume

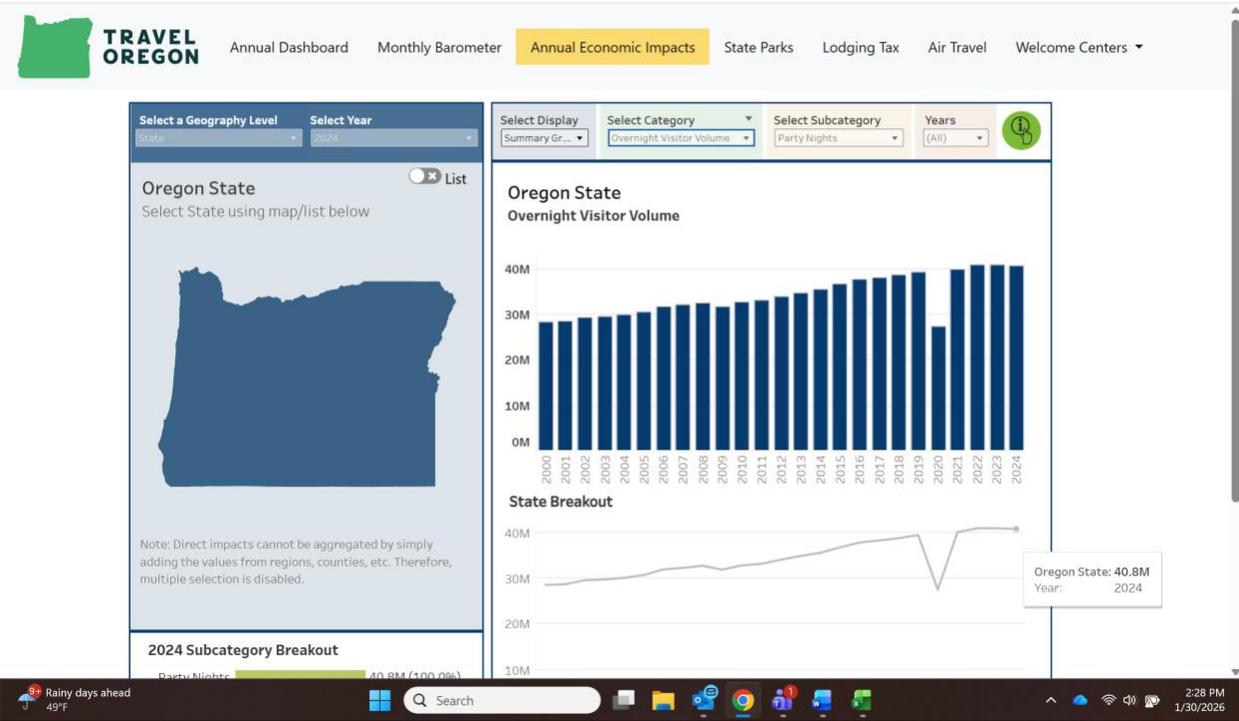
- **Claim:** Oregon visitor volume vs. past state TLT changes. Oregon’s visitor-volume data “did not respond” to prior state TLT changes (1% → 1.8% → 1.5%).[i]

Correction: A rising visitor trend doesn’t, by itself, prove “no deterrence” (it can mask a slower growth rate than would have occurred without the tax). Peer-reviewed evidence suggests lodging taxes *can* reduce demand and can also shift part of the burden onto hotels: a Georgia per-night hotel tax reduced rooms rented and lowered the net-of-tax price received by hotels (i.e., not fully “exported” to visitors). *Source: Taxing the Travelers: A Note on Hotel Tax Incidence Clay Collins, West Virginia University, E. Frank Stephenson, Berry College, 2017.*

Flyer footnote [i]: Annual Economic Dashboard,” Travel Oregon, <https://www.travelstats.com/impacts/oregon>.

Dean Runyan Associates’ Oregon Travel Barometer is a reliable source of objective industry data for Oregon at state, regional and county levels. However, the author’s interpretation of the data lacks context. Oregon visitor volume experienced steady, incremental growth from 2009 through 2019 due to a variety of factors including increases in international and domestic air service, construction of new hotel inventory, high visibility international and national media placements and award-winning marketing campaigns. There is no way

retroactively to evaluate the influence on travelers of a single factor, such as the statewide TLT rate, over that dynamic period of industry expansion across the state.



- **Claim: Montana (2020) and Vermont (2024) increased state lodging taxes and still saw increases in tourism volume. Those states raised lodging taxes and still experienced continued growth in tourism volume. [ii]**

Correction: The premise of this claim in the flyer is false. The VermontBiz and NBC Montana articles cited as sources contradict or flat out do not support this claim. Specifically, the 3% statewide increase in lodging tax in Vermont is a surcharge on short-term rentals only, not hotels. The NBC Montana article contradicts the flyer’s claim. It reports that lodging tax revenues increased though “Data from the University of Montana shows visitation held steady at about 12 million visitors per year.”

The time periods of 2020 and 2024 are heavily confounded by macro conditions such as pandemic collapse + rebound, inflation, travel trend shifts. Cross-state “it went up anyway” comparisons don’t isolate tax effects. Research finds impacts vary by market and competitors; some destinations see occupancy declines when taxes rise (e.g., evidence of occupancy decreases in certain destinations in a multi-destination lodging-tax study). *Source: Tourism Economics (Simon Hudson, Fang Meng, Kevin Kam Fung SO, Scott Smith, Jing Li, (all from the University of South Carolina), Rui Qi (University of Memphis) 2021.*

Flyer footnote [ii]:

Bowen West, Montana 2024 lodging tax shows continued growth, NBC Montana (April 27, 2025), <https://nbcmontana.com/news/local/montana-2024-lodging-tax-shows-continued-growth>

Vermont's summer tourism had hits and misses; making nice with Canada, Vermont Biz (Oct. 19, 2025), <https://vermontbiz.com/news/2025/october/19/vermonts-summer-tourism-had-hits-and-misses-making-nice-canada>;

“By most accounts, the summer tourism season in Vermont . . . was decent. There were some concerning shortcomings and some solid wins.

“To be honest, it was a mixed bag,” said Heather Pelham, commissioner of the Vermont Department of Tourism and Marketing . . . A closer inspection of rooms and meals revenue from summer 2025 reveals a mixed bag: May's rooms and meals taxes earmarked for the General Fund (\$10.16 million) missed projections by over 10%, while June's (\$12.25 million) exceeded projections by about 2%, and July's (\$14.81 million) were nearly on target. August tax rooms and meals tax revenues continued to tend down, with revenues -4.5% below targets. August is the second month of the FY2026 fiscal year.”

See States Ranked by Total Ad Valorem Tax Rates on Lodging Accommodations 2023. 2024 HVS Lodging Tax Report - USA, HVS, <https://www.hvs.com/article/10015-2024-hvs-lodging-tax-report-usa>.

The data presented in the cited table does not relate to visitor volume in U.S. states or changes to lodging tax rates. It is a ranking of 49 states according to the total state level tax burden as a combination of sales and lodging taxes. However, a paragraph in another section of the report offers perspective on the interplay of low state lodging tax rates and high local lodging tax rates. Oregon is mentioned as an example of this:

States with high lodging tax rates typically have more restrictions on imposing local lodging taxes. To illustrate, Connecticut has the highest statewide lodging tax rate at 15% but forbids all local authorities from imposing additional lodging taxes. On the other hand, Oregon imposes a low state lodging rate but does not restrict local taxes.

- **Claim:** Neighboring states with 2–5x higher taxes show comparable/stronger growth and no outdoor-economy harm. A 2025 study is cited to argue higher lodging-tax states grew but didn't harm outdoor-economy performance.

Correction: “Lodging spending” can increase due to room-rate inflation even if real activity (nights/visitors) is flat or down. For example, Travel Portland/Dean Runyan explicitly reports that inflation-adjusted direct travel spending in the Portland region, while up year-over-year in 2024, remained 15% below 2019—showing why nominal “spending growth” alone can be misleading. Source: The Economic Impact of Travel, Dean Runyan Associates 2024.

The authors of the testimony are not formally affiliated with the Montana State University program they cite in their research.

Flyer footnote [iii]: Ben Williamson & Mark Haggerty, Evidence to support Oregon’s HB 2977, Resources and Communities Research and Consulting (April 2025), <https://olis.oregonlegislature.gov/liz/2025R1/Downloads/PublicTestimonyDocument/204423>

The authors cited are not affiliated with the Resources and Communities Research Group (RCRG) except for one author, Mark Haggerty, who shares the last name of the professor who leads this geography research group at Montana State University, Julia Hobson Haggerty, <https://www.resources4communities.org/about>.

Mark Haggerty is a Senior Fellow for Energy and Environment at American Progress (<https://www.americanprogress.org/people/haggerty-mark/>) and Ben Williamson is a Project Manager at Montana State University’s Mountain and Plains Thriving Communities Collaborative (<https://www.montana.edu/thrivingcommunities/about/index.html>).

Misconception 2: A 1.25% increase in the state TLT will hurt businesses

- **Claim:** “This is NOT a tax on businesses; it’s paid by consumers (predominantly out-of-state visitors).” The document frames the tax as paid by consumers and mainly exported to tourists.

Correction: Although the party which pays the tax is the guest, studies show the tax burden is often shared with the business because it results in lower net prices charged and can reduce occupancy resulting in lowered room rates as well.

Source: Taxing the Travelers: A Note on Hotel Tax Incidence Clay Collins, West Virginia University, E. Frank Stephenson, Berry College, 2017

Flyer footnote [v]: State Transient Lodging Tax Program, Oregon Dep’t of Revenue (2023), <https://olis.oregonlegislature.gov/liz/2023R1/Downloads/CommitteeMeetingDocument/275175>.

The document cited is an overview of the state transient lodging tax program by the Oregon Department of Revenue. It does not provide any evidence or data pertaining to the number of overnight occupants or the ratio of overnight occupants from outside versus inside the state of Oregon.

- **Claim:** “Businesses already levy the tax at 1.5%—no new mechanism/process needed.” Since businesses already collect 1.5%, increasing the rate is portrayed as operationally trivial.

Correction: This claim is false and reveals a complete lack of understanding of how taxes are administered and the burdens they put on private businesses. Even with an existing tax pipeline, rate changes still require updates across reservation/POS systems, channel managers, OTAs/booking agents, accounting workflows, and customer-facing price displays. The City of Portland’s lodging program illustrates how lodging taxes often involve multiple layers, intermediaries, and remittance rules (e.g.,

separate requirements for booking agents/OTCs and special handling for “100% TID remitters”). Source: [Portland.gov/revenue/transient-lodgings-tax](https://www.portland.gov/revenue/transient-lodgings-tax)

- **Claim: “Businesses keep 5% of collected tax; a 1.25% increase increases the fee lodgers can collect.”** The 5% retention is presented as a benefit that rises with the tax increase.

Correction: This is false and again reveals a complete lack of understanding of how the taxes are administered. It is also deeply troubling that the Oregon Conservation Network would suggest that businesses are pocketing the cost of administering the tax as profit. The 5% is designed in policy as a reimbursement for the administrative cost for collecting and remitting the tax not “extra margin.” Oregon’s local-tax guidance defines the “collection reimbursement charge” as reimbursement for costs incurred to collect/report taxes. More importantly, if demand or net room price declines even slightly, the financial downside can outweigh the small administrative allowance—consistent with evidence that hotel taxes can reduce rooms rented. *Source: Taxing the Travelers: A Note on Hotel Tax Incidence Clay Collins, West Virginia University, E. Frank Stephenson, Berry College, 2017*

Flyer footnote [vi]: Travel and Tourism, [Portland.gov](https://www.portland.gov), <https://www.portland.gov/venues/tourism>; Transient Lodgings Filing and Payment Information, [Portland.gov, https:// www.portland.gov/revenue/transient-lodgings-tax?forgot=1](https://www.portland.gov/revenue/transient-lodgings-tax?forgot=1)

Misconception 3: Portland already has a high TLT, and raising the TLT will make Portland non-competitive for conventions and tourism at large

- **Claim: “Portland’s 16% TLT is mostly local (14.5%); state is only 1.5%; legislature can regulate only state portion.”** The document argues the state share is small and local share is outside state control.

Correction: Raising the all-in total to 17.25% would launch Portland past Los Angeles, Sacramento and San Francisco making Oregon the 2nd highest lodging tax rate on the West Coast. Visitors experience the **combined total**, so even “just the state portion” still raises the collective tax burden in already high-tax markets. The current total of 16% per night in Portland is in keeping with peer set cities Portland competes with for convention business such as Salt Lake City (16.32%), Los Angeles (16.20%), Denver (15.75%), and San Diego (15.95%). Only Seattle would be higher at 18%. [Source: 2025 US Travel Association Civitas Tax Study: Lodging Levies & Rates, July 2025].

- **Claim: “Portland raised local TLT by 1% in 2023 and removed future sunset reviews; impacts didn’t appear concerning.”** The 2023 increase is framed as a real-world example suggesting little/no negative impact.

Correction: The change in 2023 was negotiated in partnership with the industry and was designed to help boost Portland’s lagging tourism recovery. Hoteliers endorsed this increase and oppose the proposed statewide increase. This change required formal public action (an ordinance amending the Tourism Improvement District code and removing the sunset-review requirement, and a City Council public hearing), which indicates the issue did require deliberation and wasn’t automatically “non-concerning.” *Source:https://www.portland.gov/council/documents/ordinance/passed/191559*

Separately, Portland’s ongoing recovery context matters: local reporting citing Travel Portland indicates central-city hotels still sold substantially fewer rooms in 2024 than in 2019, suggesting sensitivity to demand conditions remains. Source: <https://www.pdxmonthly.com/news-and-city-life/2025/06/portland-tourism-after-covid> Summer, 2025

Flyer footnotes [viii a-f]

Footnote [viii] appears to be out of place and should be associated with Misconception #3, Bullet 3, not Bullet 2. All of the sources and content cited below appear intended to support Bullet 3.

The supplier websites referenced in Footnote viii and addressed individually below are not in the national convention and meeting planner segment of the market. They do not serve the prospective clients of organizations like Travel Portland who research and select various U.S. destinations as host cities for their large-scale, multi-day conferences. These websites are intended for a different audience. Even so, the content of these websites still directly contradicts or doesn’t relate to the claims made in the flyer.

“[viii] (a) See e.g., Marvin McTaw, Event Venue Selection: 8 Factors to Consider & How to Choose, Sched (Sept. 11, 2024), <https://sched.com/blog/venue-selection/>;

- Sched.com is an AI event management software platform for organizations and corporations that stage one-off events for their members, students, employees, etc.
- The page cited contains content written for potential customers of Sched.com in the K-8 education space.
- Despite the statement made in the flyer as Bullet 3 under the heading “Misconception #3”, “Cost” is included in the list on Sched.com, “8 factors to Consider & How to Choose”.

“[viii] (b) Key Factors to Consider When Choosing a Corporate Event Venue, Parlor Banquet, <https://www.parlorbanquet.com/key-factors-to-consider-when-choosing-corporate-event-venue>;

- Parlor Banquet is a corporate event venue: <https://www.parlorbanquet.com/About-Us>

“Welcome to Parlor Banquet, one of the largest and most sophisticated banquet halls in the state [New Jersey]. With a capacity to host up to 1600 guests under one roof, our newly renovated venue features multiple halls for various events, ample parking, and customizable décor. Experience

excellence in catering, affordability, and flexibility for your memorable celebrations.”

- Despite the statement made in the flyer as Bullet 3 under the heading “Misconception #3”, “Cost & Budget” is #4 on the list of 10 “Key Factors to Consider When Choosing a Corporate Event Venue.”

“[viii] (c) Event Site Selection and Site Inspection, Executive Events, <https://www.executiveevents.com/resource/site-selection-and-site-inspection>;

- Executive Events is an event planning company . The lengthy article on this webpage advises prospective clients on how to research and assess venues for hosting events.
- Despite the statement made in the flyer as Bullet 3 under the heading “Misconception #3”, advice to consider “cost”, “budget” and “pricing” appears throughout the article.

“[viii] (d) 2025 AALL Annual Meeting & Conference, Travel Portland, <https://www.travelportland.com/aall-be-bold-2025/>;

- This citation is a landing page on Travel Portland’s website for attendees of a single conference that took place at the Oregon Convention Center in July 2025. It bears no relationship to the claims made under the headings “Misconception 3” or “Misconception 4”.

“[viii] (e) 2026 SOPHE Annual Conference, Travel Portland, <https://www.travelportland.com/sophe-2026/>;

- This citation is a landing page on Travel Portland’s website for attendees of a single conference that will take place at the Hilton Portland Downtown in April 2026. It bears no relationship to the claims made under the headings “Misconception 3” or “Misconception 4”.

“[viii] (f) Achieving the Dream 2026, Travel Portland, <https://www.travelportland.com/dream-2026/>.

- This citation is a landing page on Travel Portland’s website for attendees of a single conference that will take place at the Hilton Portland Downtown in April 2026. It bears no relationship to the claims made under the headings “Misconception 3” or “Misconception 4”.

- **Claim: “Event planners seldom feature room rates; attendees/vendors book lodging”** The document argues room rates usually aren’t a primary planner criterion when selecting a destination.

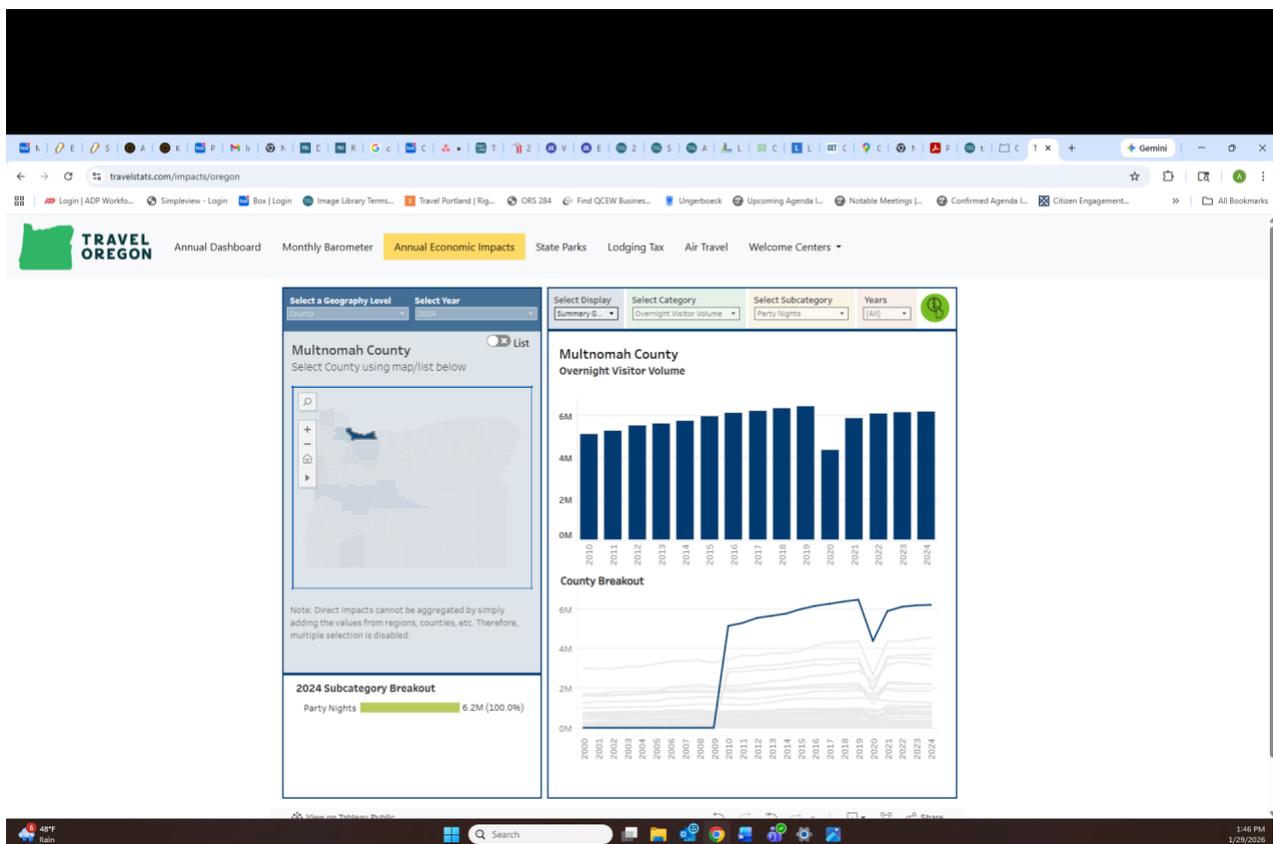
Correction: Research and industry surveys commonly place cost/affordability (including hotel rates and total destination cost) among key site-selection factors. An academic

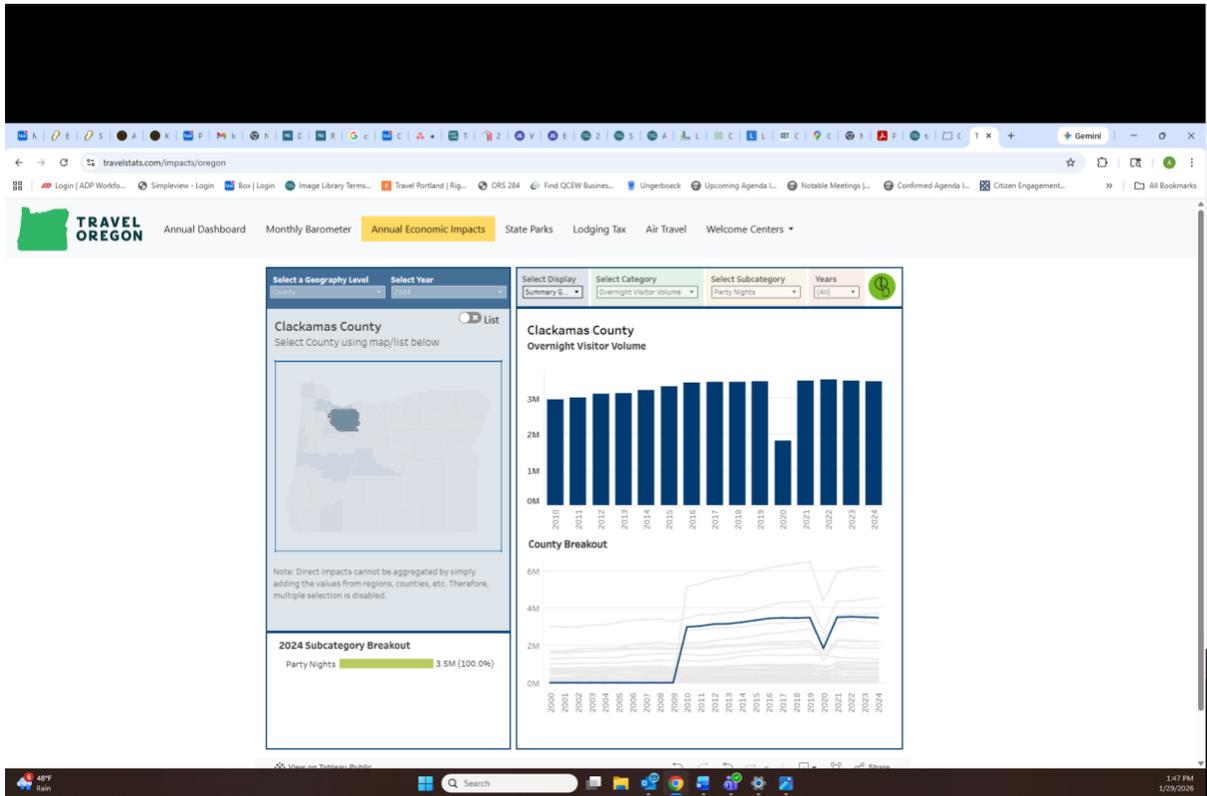
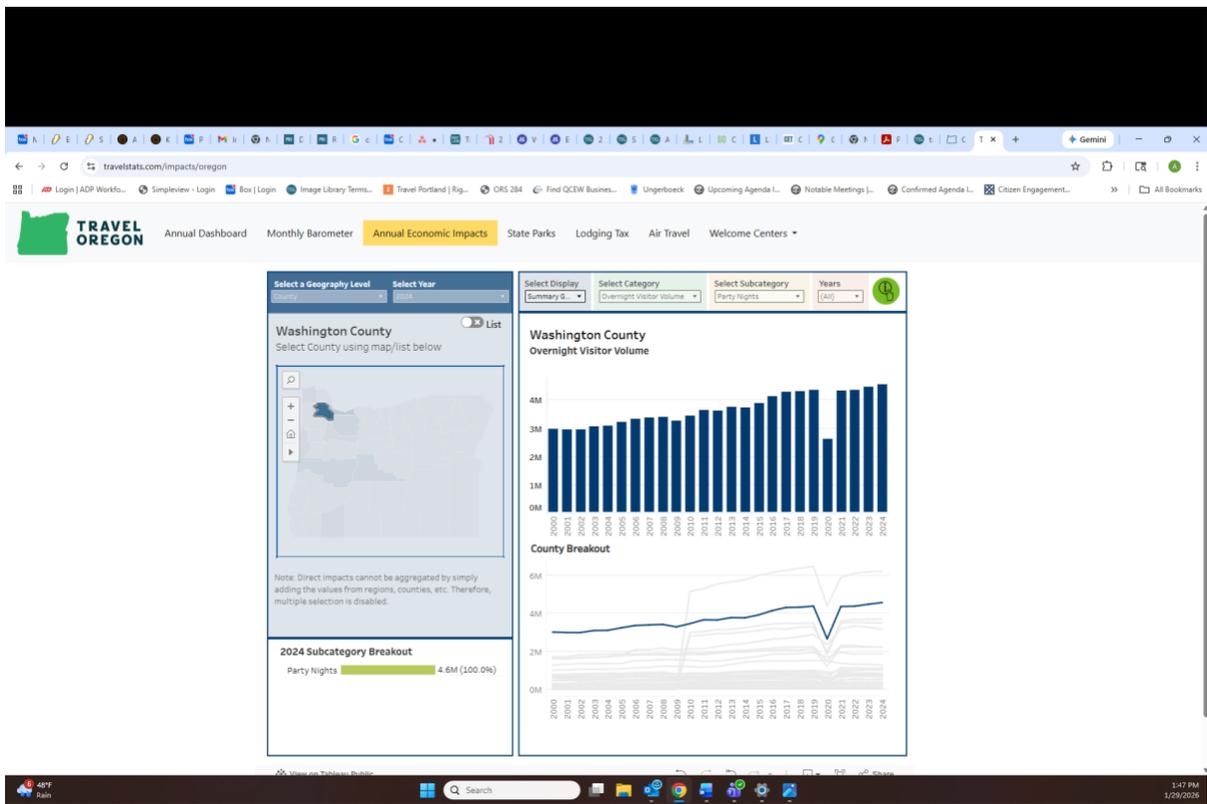
review of planner/site-selection criteria includes hotel rates/total costs among important factors reported by convention bureau directors. Industry reporting likewise finds affordability and “moderate lodging costs” rate highly in planner priorities. Source:[https://www.researchgate.net/publication/254359658 A Review of Meeting Planner Site Selection Criteria Research](https://www.researchgate.net/publication/254359658_A_Review_of_Meeting_Planner_Site_Selection_Criteria_Research)

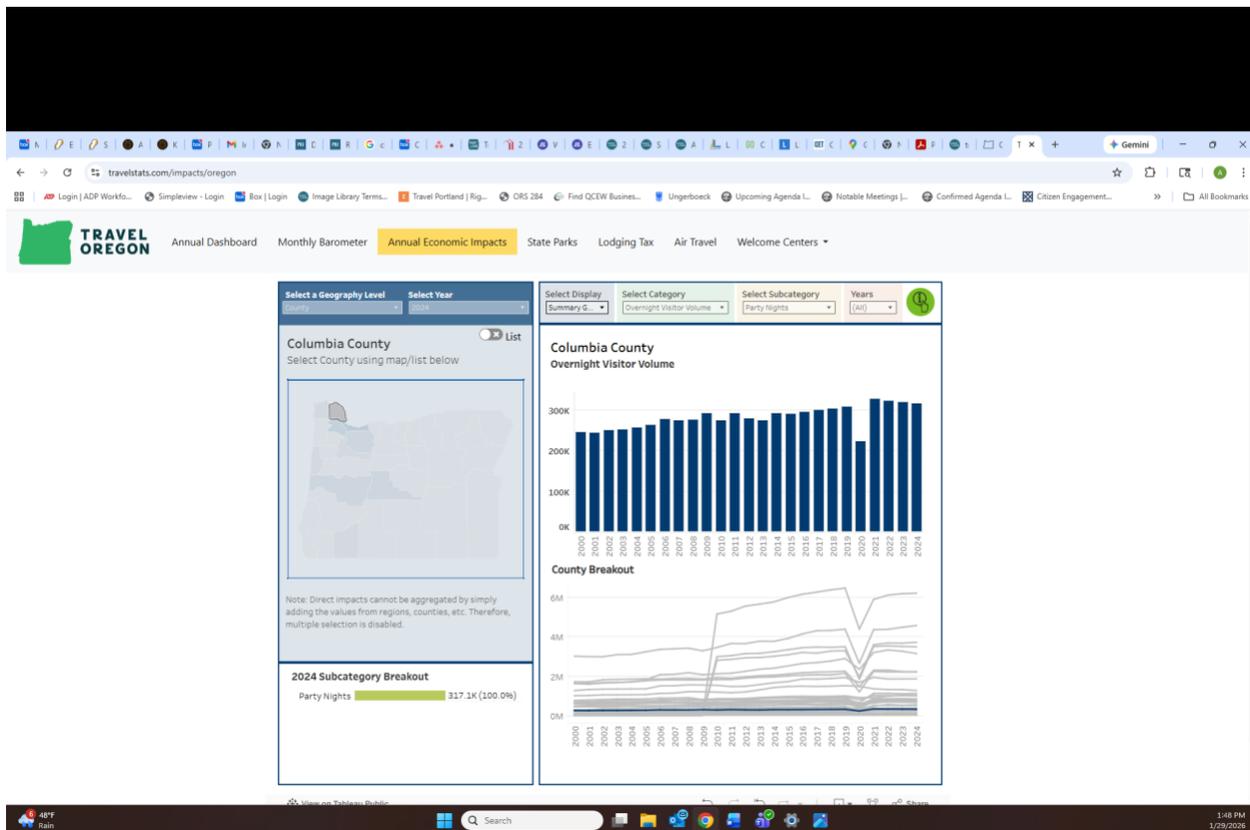
Flyer footnote [ix]: The Economic Impact of Travel, Portland Region, Dean Runyan Associates 7 (March 2025), https://www.travelportland.com/wp-content/uploads/2025/05/PDX_2024p_2025-03-24.pdf.

This citation links to an artifact webpage from Travel Portland’s website that features a report prepared by Dean Runyan Associates reflecting 2024 data for the Portland Region. The Portland Region boundaries observed by Dean Runyan Associates for the purpose of this report include the City of Portland as well as the entirety of Washington and Columbia Counties, the metropolitan portions of Clackamas County and the City of Gresham. Tourism and hospitality metrics in those suburban areas all returned to 2019 levels or exceeded them by 2024 while Multnomah County/City of Portland metrics still have not reached recovery to 2019 levels:

<https://www.travelstats.com/impacts/oregon>







- **Claim:** “A 1.25% increase is only \$2.50 on a \$200 room”. The document emphasizes the small per-night dollar amount.

Counterpoint: That calculation applies only to a single \$200 nightly room charge, but Oregon’s lodging tax base can include additional mandatory charges (e.g., cleaning fees, booking/processing fees, pet charges), making the taxable amount larger than “room rate only” in many transactions. Source:

<https://www.oregon.gov/DOR/programs/businesses/Pages/lodging.aspx>, 2025

And small per-night changes can scale materially for long stays or large room blocks; empirical work suggests hotel demand can be meaningfully price-sensitive in markets with close substitutes. Source: *Taxing the Travelers: A Note on Hotel Tax Incidence* Clay Collins, West Virginia University, E. Frank Stephenson, Berry College, 2017

Misconception 4: Portland tourism needs more time to rebound from the pandemic

- **Claim:** “2025 Travel Portland's report included the data in the chart. It shows that Portland is near, and in some cases has already surpassed, pre-pandemic tourism numbers.”

Point: The document asserts Portland is near/surpassed pre-pandemic levels based on a Travel Portland report/chart.

Counterpoint: This is again not supported by the data cited. The Travel Portland/Dean Runyan report itself notes that inflation-adjusted direct travel spending, while up in

2024 vs 2023, remained **15% below 2019**. Additionally, Travel Portland-cited reporting indicates the city of Portland sold, 762,870 fewer rooms in 2024 than in 2019, an average of 2,090 fewer rooms sold per day in 2024. Source: *The Economic Impact of Travel*, Dean Runyan Associates 2024

Travel Portland is cited in the text as the source for a chart on Page 2 of the flyer, yet Travel Portland created no such chart and the data this chart presents is fabricated. It is not true that “Direct earnings” and “Tax revenues” declined only moderately in 2020 and rebounded by 2024



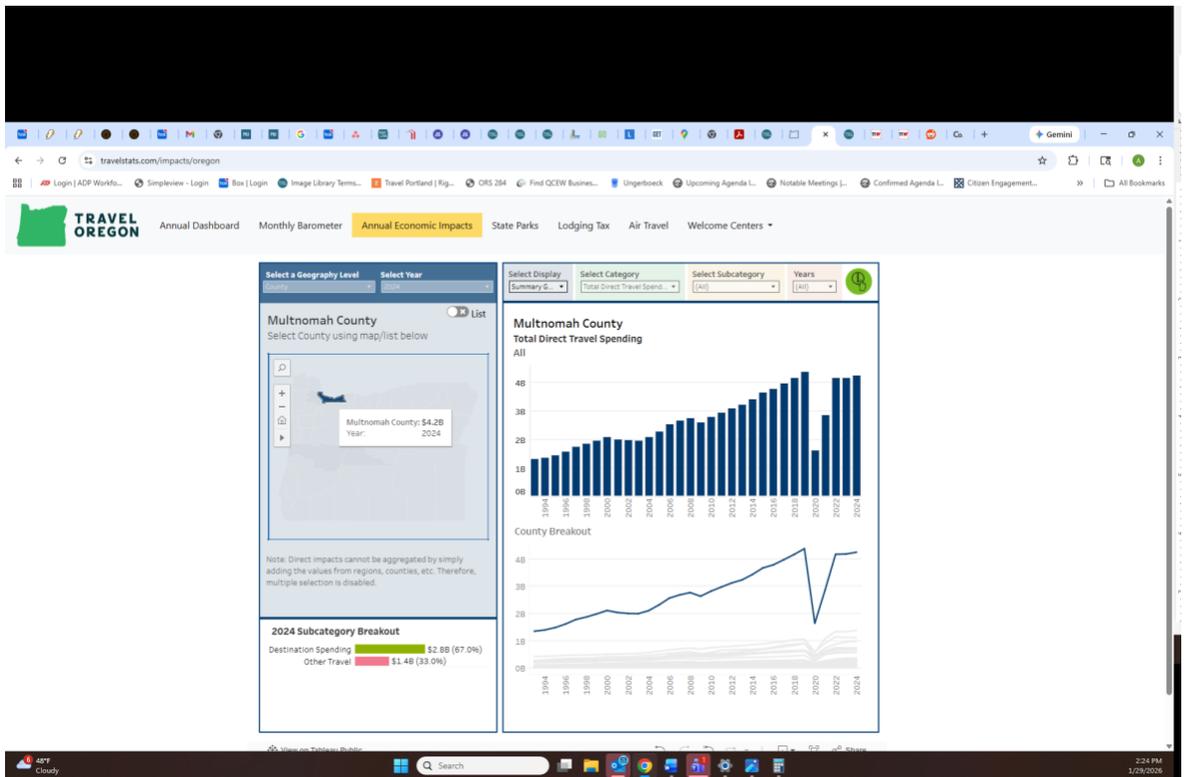
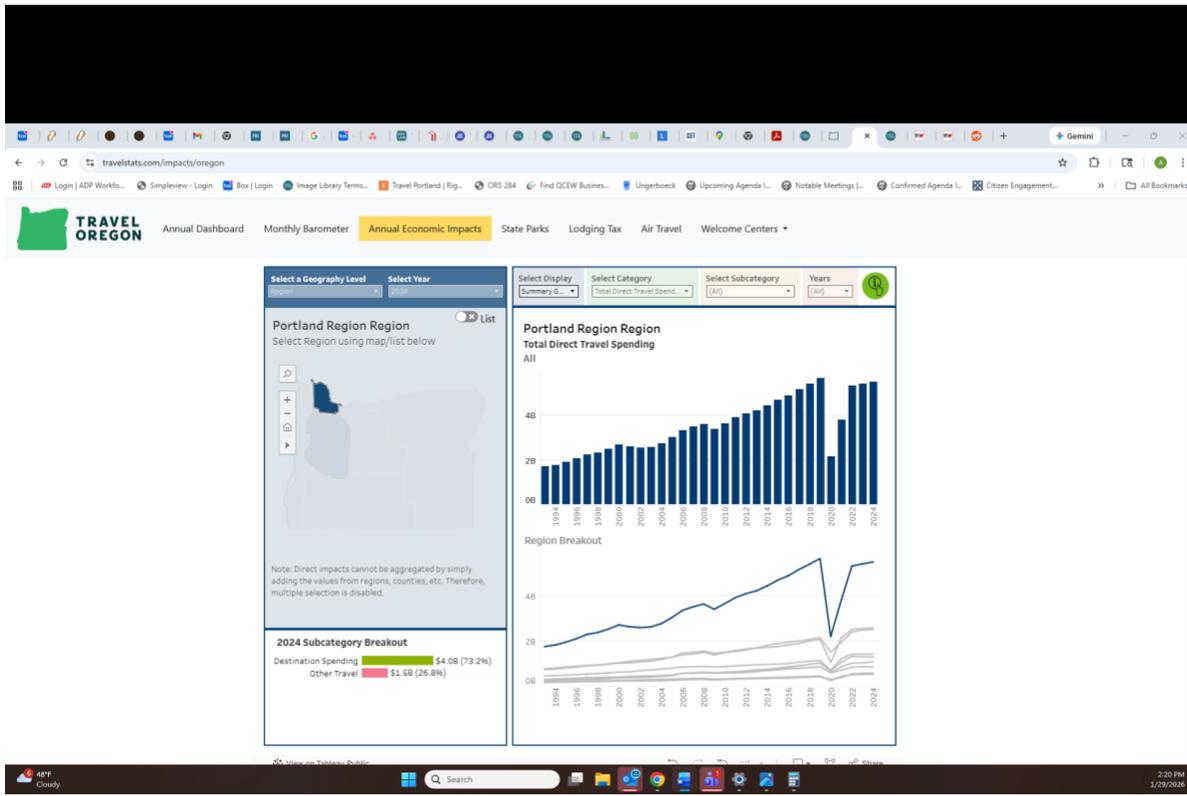
- **Claim:** “Travel and Tour World says Portland’s tourism economy is ‘skyrocketing’” The document uses that characterization as support that tourism is booming.

Counterpoint: This is false. Visitor spending in the Portland Region in 2024 (\$5.5B) was below 2019 (\$5.6B) levels by \$100M. The statistic of \$5.5B in direct visitor spending in 2024 in Portland is attributed to [Travel Portland’s website](#), which in turn cites Dean Runyan Associates’ Oregon Travel Barometer. The memo fails to include the fact that that this reflects spending in the entire Portland Metro Region, which is clearly spelled out on Travel Portland’s webpage. Visitor spending in the Portland Region was approximately 30% greater than visitor spending in Multnomah County/City of Portland in 2024.

This content is the definition of click-bait journalism and not based on facts, research or interviews. The site is an AI aggregator of travel content designed to attract clicks to serve ads for revenue as stated in the author’s own bio:

<https://www.travelandtourtworld.com/news/article/author/tuhin/>

Tuhin Sarkar is an experienced content writer specializing in travel and tourism, bringing over seven years of expertise to [Travel and Tour World](#). A post-graduate in Journalism and Mass Communication from Jadavpur University, Tuhin combines academic rigor with practical industry knowledge. Currently serving as a Content writer, he leverages AI tools to create compelling travel content that engages audiences and drives tourism interest.



- **Claim: “Travel Portland occupancy doesn’t include vacation rentals; Airbnb was 64% occupied in 2024”** The document argues hotel-only metrics understate lodging strength and points to AirDNA occupancy for short-term rentals.

Counterpoint: Again, this is false. Travel Portland/Dean Runyan’s report explicitly defines and incorporates STVRs (short-term vacation rentals) within its “hotel, motel, STVR” categories for parts of visitor volume/spending analysis, so it’s not universally true that “official” tourism impact work excludes STRs. *Source: The Economic Impact of Travel, Dean Runyan Associates.* Additionally, AirDNA’s occupancy is calculated only on days a listing is available to be booked (excluding blocked-off calendar days), so it is not apples-to-apples with standard hotel occupancy and can look higher even when many nights are simply not offered for sale. <https://help.airdna.co/en/articles/8062178-how-does-airdna-calculate-occupancy-rate>

AirDNA is for-profit data and analytics provider for short term rentals. The citation does not link to an actual AirDNA report, which would require a paid user account to view, rather it directs to a landing page. The information on the landing page is demonstrative of the type of data which would be provided, but is not actual data on the Portland market for an identified period. Further, it is not clear what “Travel Portland data” the author is referring to so there is no substance to this claim. It is another example of a fake citation designed to establish credibility while misleading readers.

Flyer footnote [xii]: There is no citation provided for “xi”. This citation is likely for “xi” and not “xii”. xii AirDNA, Portland. <https://www.airdna.co/vacation-rental-data/app/us/oregon/portland/overview>

- **Claim: “Downtown hotels hit ~70% occupancy in summer 2024; downtown saw 2.4M visitors/month”.** The document cites strong summer occupancy/weekend peaks and high downtown visitor counts

Counterpoint: This is, in fact, a core argument for opposing this proposed tax increase. Travel Portland-cited reporting indicates central-city hotels still sold far fewer rooms in 2024 than in 2019. *Source: <https://www.pdxmonthly.com/news-and-city-life/2025/06/portland-tourism-after-covid> Summer 2025.* Summer peaks can be seasonal and don’t necessarily represent annual conditions and Clean & Safe’s own methodology notes its foot-traffic figures are cumulative totals rather than unique visitors, so “2.4 million visitors” is misrepresented by the authors of the flyer as 2.4 million distinct people. https://downtownportland.org/2024-summer-update-downtown-foot-traffic-report__trashed/

Flyer footnote [xiii]: 2024 summer update: downtown foot traffic report, Downtown Portland Clean & Safe (Sept. 11, 2024), https://downtownportland.org/2024-summer-update-downtown-foot-traffic-report_trashed/.

The statement attributed to the Downtown Portland Clean & Safe Foot Traffic Report is mostly accurate, though this page reports just over 2M visitors/month for the months of June, July and August, 2024:

<https://downtownportland.org/research-reports/downtown-recovery-tracker/>

Further, the author misinterprets the definition of “visitor” here. Downtown Portland Clean & Safe Foot Traffic Reports use geolocation (placer.ai) data to identify “visitors” to the 213-block area that defines the district. Their counts reflect City of Portland and regional residents who visited the downtown district for any length of time. There is no correlation between this data and hotel stays.

Greater Portland's Chamber of Commerce
121 SW Salmon St., Suite 1440, Portland, OR 97204
Portlandmetrochamber.com