

The mission of Travel Portland is to generate travel demand that drives economic impact for Portland by acting as a promoter and steward of this evolving city and its progressive values, which will have the power to transform travelers.

Travel Portland works proactively with travel trade, media and airlines to reach Canadian consumers.

## STAFF



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## CURRENT STATE OF MARKET

- **AIR SERVICE:** Air Canada offers nonstop seasonal service from Toronto, nonstop flights from Calgary year-round and four daily nonstop flights from Vancouver. Alaska Airlines also offers four daily nonstop flights from Vancouver.
- **TRAIN SERVICE:** Amtrak provides viable service from Vancouver.
- **OTHER TRANSPORTATION OPTIONS:** Canada encompasses both a fly market (East Canada) and a drive market (West Canada), referred to as East and West Canada, respectively. Tactics vary between the two markets.
- **MATURE/NEW:** Mature market and the largest.
- **NOTES:** Visitation is highly dependent on the exchange rate. The stronger U.S. dollar the past few years has deterred Canadian spending in the U.S. This has leveled out and shifted towards growth. In addition to the transient leisure market, there is motorcoach traffic from West Canada (greater Vancouver and Calgary). Canada in general is a heavy travel agent market and Portland product is sold based on wholesale offerings. A large group/motorcoach market from the Chinese-Canadian market out of Richmond is highly price-sensitive. Approximately 80% come from China and Taiwan through British Columbia to the Portland region.
- **TRAVEL PACKAGES/ITINERARIES:** 23 operators produce 34 tour itineraries that include Portland. Travel Portland focuses on top 12 tour wholesalers to main the excellent business, as well as approximately 20 Chinese Canadian accounts.

- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com received 148,879 visits, about the same as the prior year.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 2,955 walk-in visitors, down from 3,235 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 469,900, up from 423,400 the year prior. This represent a -3.5 decrease from 2012 to 2017. For context, Portland's five comparable cities (Austin, Denver, Minneapolis, Salt Lake City, Seattle) in aggregate decreased by 16%.
- **FORECAST:** Tourism Economics forecasts 511,000 visitors by 2020.

## OPPORTUNITY

Maintain current business strategy working with travel trade, media and OTAs.

## KEY MESSAGES

- Even with the current exchange rate, Portland is still an excellent value year-round.
- Tax-free shopping opportunities abound.
- Stellar beer and wine complement the city's culinary scene.
- Portland has a creative lifestyle.
- Portland is close to nature, with easy access for overnights in the Mount Hood area, wine country, the Columbia River Gorge and Oregon Coast.
- The city attracts niche market tours.

## ACTIONS

- Implement short term, time-specific, OTA campaigns targeting off-season and/or nonstop air service messaging on behalf of the Portland Region.
- Attend Adventure Show in Vancouver, BC.
- Implement Receptive Operator Invitational (ROI) in December 2018.
- Implement Oregon Road Rally on behalf of Portland Region with Travel Oregon in spring 2019.
- Attend IPW.