

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.

## STAFF



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Travel Portland has an in-country representation contract with Hung & Kit, which has offices in **Shanghai, Hong Kong** and **Beijing**.

## CURRENT STATE OF MARKET

- **AIR SERVICE:** Portland is accessible with one-stop air service via Tokyo on Delta Air Lines. Nonstop service into Seattle is also advantageous for Portland.
- **MATURE/NEW:** China is a mature market. However, it is ever-changing and demands highest level of flexibility.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com received 5,655 visits from China and Hong Kong.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 430 walk-in visitors, down from 515 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 37,400, up from 36,600 the year prior. This represent a 40.6% increase from 2012 to 2017. For context, Portland's five comparable cities (Austin, Denver, Minneapolis, Salt Lake City, Seattle) in aggregate increased by 93%. Travel Portland's strategy is to grow quality of visitors – not number of visitors.
- **FORECAST:** Tourism Economics forecasts 49,400 visitors by 2020, not-withstanding ongoing trade conflicts.

## OPPORTUNITY

Travel Portland will continue to work on building awareness in the Chinese market, focusing on key messages (see right) with a content strategy.



## KEY MESSAGES

- Portland is the City of Roses.
- Portland boasts natural beauty and easy access to Mount Hood, wine country, the Columbia River Gorge and Oregon Coast for fly-drive vacations.
- The city has great wine, culinary and maker scenes.
- Portland has tax-free shopping.
- Opportunities for educational travel are available.

## FUTURE TOURISM DEVELOPMENT OPPORTUNITIES

- Continue to work with Suzhou, Portland's sister city.
- Work with counterparts in San Francisco and Seattle for combination itineraries.
- Work with retailers to accept (and display signage for) Union Pay credit cards.

## ACTIONS

- Attend Active America China Summit in Anchorage.
- Continue content strategy with WeChat platform to increase in-language content.
- Host well-qualified research/familiarization/influencer tours as opportunities rise.
- Support educational travel.
- Implement media strategy.
- Attend IPW.
- Receptive operator sales calls in greater Los Angeles area.
- Implement Oregon Road Rally on behalf of Portland Region with Travel Oregon in spring 2019.