

# DOMESTIC TRADE

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 tour operators.

## STAFF



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## CURRENT STATE OF MARKET

- **NEW/MATURE:** The domestic tour operator market is mature and healthy.
- **TRAVEL PACKAGES/ITINERARIES:** 36 U.S.-based tour operators offer 62 itineraries that include Portland.
- **NOTES:** Tour operators are continually adjusting to Portland's rise as a highly desired tourism destination and the corresponding lodging rates. Tour operators prefer to stay in Portland's core; however, room blocks and competitive rates are available in the entire city and region. Group tour operators, including USTOA/ large series operators, work 18 months out (e.g., room blocks for 2021 are finalized in the spring of 2019).

## OPPORTUNITY

Ongoing service and new product development are musts for the continued health of the domestic tour market. To ensure success, the Travel Portland team will focus on key messages (see below).

## KEY MESSAGES

- Portland has excellent tax-free shopping.
- 2017 was the 175th anniversary of the Oregon Trail.
- The Portland Rose Festival is the No. 1 motorcoach business attraction in Portland.
- Easy access to Mount Hood, wine country, the Columbia River Gorge and Oregon Coast.



## FUTURE TOURISM DEVELOPMENT OPPORTUNITIES

- New group-friendly attractions and group dining.
- Tour operator promotion geared towards niche audiences (e.g., bank and student travel, etc.).

## ACTIONS

- Develop contemporary, relevant and engaging suggested itineraries to represent Portland as the evolving city it is. Include Portland Region.
- Host well-qualified research/fam/influencer tours as opportunities arise.
- Attend NTA and ABA to meet one-on-one with tour operators.