

FRANCE

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 and media to reach French consumers.

STAFF



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CURRENT STATE OF MARKET

- **AIR SERVICE:** Portland is conveniently reached via one-stop, year-round service from Amsterdam on Delta Air Lines/KLM, nearly year-round service from Reykjavik on Icelandair, and seasonal service from Frankfurt on Condor Airlines.
- **MATURE MARKET:** France is a mature market.
- **TRAVEL PACKAGES/ITINERARIES:** French tour operators offer itineraries that include Portland. These are included in the total of 311 by 90 tour operators in all of Europe.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com received 20,983 visits, significantly up from 9,278 the year prior.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 843 walk-in visitors, the same as the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 7,300, the same as the year prior. This represents a 30.6% increase from 2012 to 2017. For context, Portland's five comparable cities (Austin, Denver, Minneapolis, Salt Lake City, Seattle) in aggregate increased by 18%.
- **FORECAST:** Tourism Economics forecasts 7,800 visitors by 2020.



OPPORTUNITY

Maintain tour operator relationships and product.

KEY MESSAGES

- Portland is a culinary capital in the U.S.
- It's a sustainable, green and vibrant city; it's walkable, easy to get around and has great transportation options.
- The city has tax-free shopping.
- Portland is close to nature, with easy access for overnights to Mount Hood area, wine country, the Columbia River Gorge and Oregon Coast for fly-drive vacations.

FUTURE OPPORTUNITIES/TOURISM DEVELOPMENT

- Year-round visitation.
- Portland Dining Month in March.

ACTIONS

- Maximize gained media coverage as a sales tool.
- Attend sales missions, client events and consumer events.
- Attend IPW.
- Implement Receptive Operator Invitational (ROI) in December 2018.
- Implement Oregon Road Rally on behalf of Portland Region with Travel Oregon in spring 2019.