

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 air lines to reach select German-speaking consumers.

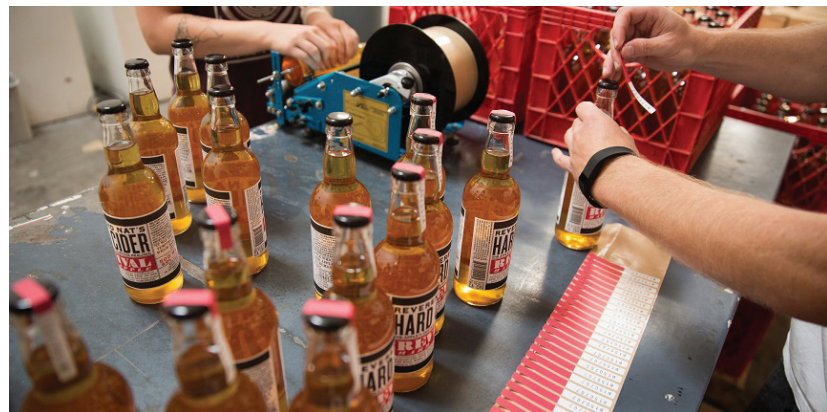
## STAFF



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## CURRENT STATE OF MARKET

- **AIR SERVICE:** Portland is reached nonstop from Frankfurt on Condor Airlines seasonally, 4x/week. In addition, numerous one-stop options are available: year-round daily service from Amsterdam on Delta Air Lines/KLM, nearly year-round service from Reykjavik on Icelandair, and seasonal service via Toronto on Air Canada.
- **MATURE MARKET:** Germany is a mature market.
- **TRAVEL PACKAGES/ITINERARIES:** German tour operators offer itineraries that include Portland. These are included in the total of 311 by 90 tour operators in all of Europe. Out of all of Travel Portland's markets, Germans buy the most via the travel trade with over 40% because of the security of consumer protection laws.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com and .de received 1,937 walk-in visitors (from three German-speaking countries), down from 2,324 the prior year.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 1,937 (from three German-speaking countries) walk-in visitors, down from 2,324 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 18,700, slightly up from 18,500 the year prior. This represents an 11.7% increase from 2012 to 2017. For context, Portland's five comparable cities (Austin, Denver, Minneapolis, Salt Lake City, Seattle) in aggregate had an increase of 13%.
- **FORECAST:** Tourism Economics forecasts 20,000 visitors by 2020.



## OPPORTUNITY

Portland is very well represented in the number of published itineraries, and no increase is to be expected. The focus is to maintain product offerings and air service and increase the average stay in Portland and the region.

## KEY MESSAGES

- Portland is served nonstop by Condor Airlines and well served by KLM and Icelandair.
- Portland is a sustainable, green and vibrant city; it's walkable, easy to get around and has great transportation options.
- The city offers ample tax-free shopping.
- Portland has a renowned culinary and maker scene.
- Portland is close to nature, with easy access for overnights in the Mount Hood area, wine country, the Columbia River Gorge and Oregon Coast for fly-drive vacations.

## FUTURE TOURISM DEVELOPMENT OPPORTUNITIES

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

## ACTIONS

- Maximize gained media coverage as a tourism sales tool.
- Host well-qualified research/familiarization tours as opportunities arise.
- Attend sales missions/calls, client and consumer events.
- Participate in/support select tour operator promotions.
- 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.