

travel
PORTLAND

TIPS ON HOW TO PROVIDE THE BEST CUSTOMER SERVICE FOR INTERNATIONAL VISITORS

General:

International visitors have choices and are a highly valued market segment around the world. If they are here in Portland and Oregon, they could be anywhere in the world. We are not a mass destination, we are not glitzy, we are not inexpensive, nor do we want to be. It is an experience of a life time.

International visitors who visit Portland/Oregon/PNW are sophisticated travelers with high **expectations** for excellent service. They may be **very** specific about what they want to see and do.

Language barrier:

Speak slowly and clearly and stay away from using “ain’t” and colloquialisms.

Non-verbal communication as important as verbal; there are big differences between Asian, European and Middle-East cultures. Do not get LOUDER.

Do not point with your finger.

Down = downstairs.

Signage:

When writing/making signs, keep language barrier in mind; use int’l signage standards.

Measurements:

Most of the world is on metrics; the U.S. is not.

Time:

Instead of am/pm, in 24 hours: 5:00 p.m. = 17:00 hours.

travel
PORTLAND



Cont. General:

History:

We are proud of our history, so are they. Young and old histories. 200 years ago Lewis & Clark, 150 years of Oregon Trail; thousands of years of Japanese , Chinese and European history.

Public transportation:

Portland is lucky to have this great option. Int'l visitors are accustomed to mass transit. Note directional/end stations of Gresham/Hillsboro, etc.

Safety:

International visitors are not (or much less accustomed) to street scene and may feel more vulnerable to real and perceived crime.

Gratuities:

It's confusing. In many countries, tips are mostly included or are "rounded-up".

Wifi:

This is expected by most visitors now. All travel with smart phones and tablets. International data packages are getting less and less costly, and visitors will continue to look for free Wifi zones.

Presenting business cards:

Use two hands.



Cont. General:

Refrain from using humor, as it's easily mis-interpreted by other cultures or simply not understood.

Written language/numbers: Always write down the information. Including numbers, see differences below.

US	Canada	Aus/NZ	Europe	Asia
1	1 1	1 or 1	1 1	1
7 7	7 7	7 7	7 7 or 7	7 7
1,000.00	1,000.00	1,000.00	1.000,00	1,000.00
1K	1K	1K	K for thousand is not understood	

NOTE:
letter "o" for 0-zero is **not** understood.
E.g.: 503-679-2000, speak as: 5 zero 3-679-2 zero zero zero

Canada

Western Canada, Eastern Canada, and there is a big Chinese Canadian community in Richmond, BC as well.

Language barrier:

No language barrier

Measurements:

Metrics

Transportation/how they travel:

Western Canadians will drive, car and RV; lots of motorcoach business.

There are numerous daily non-stop flights from Vancouver to PDX, seasonal and year-round from Calgary, seasonal from Toronto.

Key activities:

Soft adventure, tax free shopping (outlet, boutique)



Oceania

Australia, New Zealand

Language barrier:

No language barrier, however there is some different vocabulary.

Measurements:

Metrics

Transportation/how they travel:

Fly/drives, car and some RV; and motorcoach business. Non-stop air service to Honolulu, San Francisco, Los Angeles and Vancouver; and more

Key activities/messages:

Soft adventure, nature, coffee culture, craft beer, makers, tax free shopping (unique/boutique shopping, Oregon brands Columbia Sportswear)

Note:

Opposite seasons



Europe

UK, France, Germany and Austria and
Switzerland; Netherlands, Nordic Countries
(Denmark, Finland, Iceland, Norway, Sweden)



Language barrier:

Minimal language barrier when speaking slow. It is a misconception that the French do not speak English. They do and like America very much.

Measurements:

All of Europe is on metrics, the UK has officially switched. However, Brits use miles for distances and feet/inches for height.

Transportation/how they travel:

Year-round and seasonal (May/June-October) non-stop air service from Europe to PDX, plus numerous options via Seattle, Vancouver, San Francisco, Los Angeles. Mostly drive, car and RV; and some motorcoach business.

Key activities/messages:

Nature, experiential, soft adventure, tax free shopping (unique/boutique shopping, Oregon brands like Columbia Sportswear)

Asia:

China, Japan, Taiwan, Korea

NOTE: There are **huge** differences in the culture of these four Asian countries. There are big political issues between all four countries, and especially Taiwan and the mainland China. The written language is also different.

Most important:

Watch for personal space

Language barrier:

Big language barriers.

Measurements:

Metric

Transportation:

Fly/drives, vans, or 2-4 cars with 2-4 people each traveling together; and some motorcoach business.

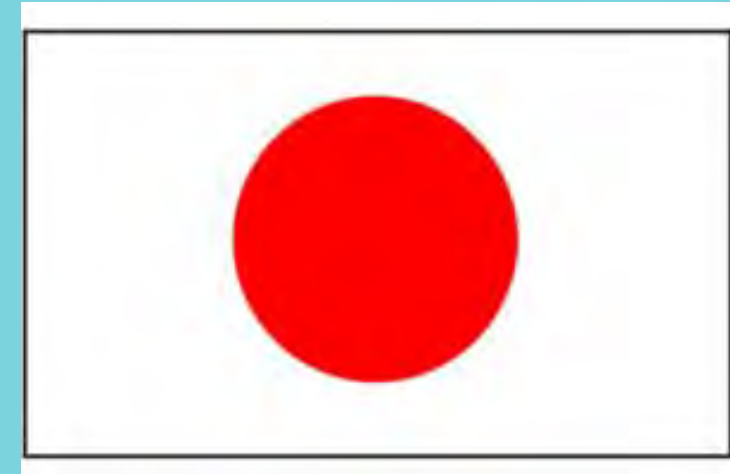
Note that quite a few Chinese are coming from Canada on Canadian motorcoaches.

Year-round non-stop air service to Tokyo. Mainland Chinese travel to Oregon mostly via Seattle.

Key activities/messages:

China: Nature, historically tax free shopping (expensive brands; item unique to one city/area)
working hard to distribute Portland authentic content

Japan: Portland's creative lifestyle; Made-in-Portland/Oregon; hand made, unique products



Gulf Cooperation Council:

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates

NOTE: There are big differences in the culture of these Middle Eastern countries. There are big political issues. The populations are diverse and include GCC Nationals, Arab Expats, Indian Subcontinent Expats, many other expats.

What is Portland seeing?

University students with family members. Medical tourism.

Most important:

No Body Contact. Halal.

Language barrier:

?

Measurements:

Metric

Transportation:

Will drive. Will hire drivers. Year-round non-stop air service via Seattle from Dubai daily on Emirates.

Key activities/messages:

Luxury Market

Halal

Marketing materials



MARKETING MATERIAL



Cheat sheet

Metrics:

- 10 miles = 16 kilometers (km)
- 1 gallon = 3.4 liters (l)
- 1 pound = 0.453 kilograms or 453 grams (kg, g)
- 100 feet = 30.48 meters (m)

PORTLAND IS 10.5 meters = 34 feet 10 inches

Temperature:

- 30 degrees F = -1 degrees Celsius
- 50 degrees F = 10 degrees Celsius
- 70 degrees F = 21 degrees Celsius
- 90 degrees F = 32 degrees Celsius



Cheat sheet

Thank you:

Dutch: Dank U wel (*dank-you-well*)
French: Merci (*mare-see*)
German: Danke (*dahn-keh*)
Mandarin: xiè xie (*shee-eh shee-eh*)
Japanese: Arigato Gozaimasu (*ah-ree-gah-toe go-za-e-mas*)

Hello:

Dutch: Hallo (*ha-low*)
French: Bon Jour (*bawn-zhoor*)
German: Hallo/Guten Tag (*ha-low/goo-ten tahg*)
Mandarin: Nǐhǎo (*knee-how*)
Japanese: Konnichiwa (*cone-knee-chi-wa*)

Cheers:

Dutch: Proost (*prohst*)
French: Santé (*sahn-tay*)
German: Prost (*prohst*)
Mandarin: Gānbēi (*gan-bay*)
Japanese: Kanpai (*kan-pie*)

Please:

Dutch: Alstublieft (*AHL-stuu-BLEEFt*)
French: S'il vous plait (*sill voo play*)
German: Bitte (*bit-eh*)
Mandarin: Bàituō (*pa yi to*)
Japanese: Do itashimashite (*doe E-tashi-mash-te*)

Good-bye:

Dutch: Tot ziens (casual) (*toat-seens*)
French: Au revoir (*Oh rev-wa*)
German: Auf Wiedersehen (*ouf veder-za-en*)
Mandarin: Zàijiàn (*hahn-u pinyin*)
Japanese: Sayonara (*sah-yo-nah-rah*)

You Are Welcome:

Dutch: Alstublieft (*alsty blift*)
French: De rien (*duh ree-ehn*)
German: Bitte (*bit-eh*)
Mandarin: Bùyòngxiè (*boo-yawng-shay*)
Japanese: Do itashimashite (*doe E-tashi-mash-te*)

Giving Directions:

- Speak slowly and do not get louder.
- Point with the hand, not a finger.
- Europeans are not used to “go West on xxx.” Instead: “go left toward the mountain/river, etc. “go with the car traffic” – if it’s a one way street.
- International visitors are not automatically familiar with blocks. Ask “are you familiar with blocks?”
- Write down street names, instead of spelling street names, e.g.: Couch.
- Use time and (when possible) metrics: To get to Mt. Hood is 100 km; it is a volcano and is Oregon’s highest mountain at 3,400 meters and it will take you 90 minutes driving with no stopping.
- Stay away from “take a left where the old Nike store used to be.”

IAAF
World Championships
OREGON21
August 6 - 15, 2021



History was made when the International Association of Athletics Federations – the world’s governing body for the sport of track and field – awarded the 2021 World Championships to the state of Oregon. Hayward Field in Eugene will be the main venue, with multiple events expected in Portland and other areas of the state.
Oregon21.com

- ❖ First time the event will be held in the United States.
- ❖ First time the event name is referencing a region larger than a city.
- ❖ In 2021, this will be the largest global sporting event in the world.
- ❖ 2,000 participants from 214 countries.
- ❖ Media crews from over 150 countries are expected.

Q & A





ARIGATO GOZAIMASU
DANKE
THANK YOU