

# JAPAN

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 to message select consumers and influencers.

## STAFF



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Travel Portland has added in-country representation in Japan and has hired AVIAREPS in Tokyo in May 2018.

## CURRENT STATE OF MARKET

- **AIR SERVICE:** Portland has been accessible via nonstop air service year-round on Delta Air Lines from Tokyo for more than 20 years.
- **MATURE MARKET:** Japan is one of Portland's five top mature international markets and the top overseas market.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com and .jp received 82,282 visits, up from 63,685 the year prior.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 1,386 walk-in visitors, with more than half being first time visitors to the U.S. This is up from 1,269 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 40,300, up from 38,000 the year prior. This represents a 35.1% 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 43,100 visitors by 2020.

## OPPORTUNITY

Travel Portland's priority is to stay top-of-mind to maintain growth of demand. In FY19, Travel Portland will continue to maximize the three prior years' phases of the



Odnarotoop consumer campaign. In addition, Travel Portland will assist travel trade with itinerary and product development complementing Odnarotoop.

## KEY MESSAGES

- Portland has a distinct lifestyle and creative culture.
- The city is home to vibrant culinary and maker scenes.
- Portland is passionate about sustainability and being green.
- It's an educational travel mecca — an educational destination for young students as well as continuing education destination for "creatives."
- Portland offers easy access to Mount Hood, wine country, the Columbia River Gorge and Oregon Coast.

## FUTURE TOURISM DEVELOPMENT OPPORTUNITIES

- Portland Dining Month in March.

## ACTIONS

- Implement Odnarotoop consumer campaign.
- Host well-qualified research/familiarization/influencer tours as opportunities arise.
- Support educational travel development when applicable.
- Maximize the enhanced TravelPortland.jp site.
- Develop list of technical tours.
- 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.
- Continue to support travel trade, including Japan-based OTAs, for product development.