

MEXICO

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 messaging to Mexico-based OTAs, travel trade and media to raise awareness with select consumers.

STAFF



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CURRENT STATE OF MARKET

- **AIR SERVICE:** Portland will enjoy daily year-round nonstop air service from Mexico City on AeroMexico in partnership with Delta Air Lines until January 2019. Additionally, Volaris has grown its nonstop air service to PDX from Guadalajara since 2014 and now offers 2-5 flights per week almost year-round.
- **MATURE/NEW:** New market for Portland. Considered a mature market for U.S.
- **TRAVEL PACKAGES/ITINERARIES:** Tour packages are in development. Travelers are top users of OTAs.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com received 22,904 visits, up significantly from 8,137 the year prior.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 300 walk-in visitors, up from 228 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 13,000, up from 12,600 the year prior. This represents a 100.8% 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 31%.
- **FORECAST:** Tourism Economics forecasts 14,000 visitors by 2020.



OPPORTUNITY

Mexico City, Guadalajara and Monterey offer opportunities. Forecasts for the U.S. are stable despite geopolitical challenges. OTAs and tour operators are excited to offer Portland, Portland Region and Oregon as a new destination to the well-traveled.

KEY MESSAGES

- Portland is a year-round destination boasting outdoor recreational opportunities and natural beauty, with the excitement of a European-style city.
- Portland and Oregon have no sales tax.
- The city has a vibrant culinary scene.
- Portland has yet to be discovered, whereas Mexican visitors have visited the other large cities on the West Coast.

ACTIONS

- Implement short-term and long-term strategic plans for the high-income consumers in the geographic areas of Mexico City, Guadalajara and Monterey.
- Maximize the Spanish content on travelportland.com and Portland Region's microsite.
- Implement three Portland Region and Travel Portland OTA campaigns.
- Attend LaCita to meet Latin American tour buyers.
- Attend Brand USA Mexico Sales Mission.
- Implement high-value familiarization/research tours.
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