

NETHERLANDS

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 works with travel trade, OTAs and media.

STAFF



Karen Viehoever
karen@travelportland.com
503.275.9279

Travel Portland has in-country representation by Buro Six, based outside of Amsterdam.

CURRENT STATE OF MARKET

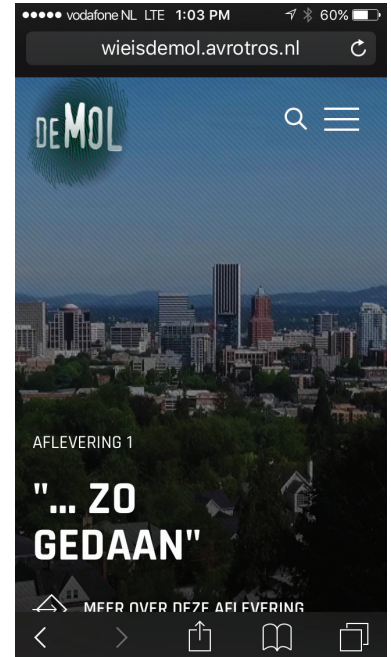
- **AIR SERVICE:** Delta Air Lines/KLM offers year-round nonstop service from Amsterdam. In addition, nearly year-round nonstop service by Icelandair from Reykjavik and seasonal, 4x/week service Condor Airlines from Frankfurt are available. All three airlines offer excellent connectivity through respective hubs to the entire European continent.
- **MATURE MARKET:** Mature market.
- **TRAVEL PACKAGES/ITINERARIES:** Dutch and Belgium tour operators offer itineraries that include Portland. These are included in the total of 311 by 90 tour operators in all of Europe. Travelers use OTAs.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com and .nl received 30,617 from Dutch and Belgium visitors, down from 86,034 the prior year caused by the tremendous success of “Wie Is De Mol?” reality TV show.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 902 walk-in visitors from the Netherlands and Belgium, significantly up from 604 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 4,600, up from 4,300 the year prior. This represent a 31.4% increase from 2012 to 2017.
- **FORECAST:** Tourism Economics forecasts 5,000 visitors by 2020.

OPPORTUNITY

Continue to maximize work with tour operators for “Wie Is De Mol?” consumer-direct activities.

KEY MESSAGES

- The city, region and state were featured as the “Wie Is De Mol?” location in 2017.
- The city has a renowned culinary and maker scene.
- Portland is served with nonstop flights year-round from the Netherlands and its public transportation system makes getting around easy.
- Portland is a vibrant city with tax-free shopping.
- Portland is close to nature, with sustainable, green values and easy access for overnights in the 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

- Plan and implement high-value trade and consumer shows, sales missions/calls, client events and consumer event(s).
- Maximize gained media coverage as a sales tool.
- Host well-qualified research/familiarization/influencer tours as opportunities arise.
- 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.