

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 with travel trade, OTAs and media in the five Nordic Countries of **Denmark, Finland, Iceland, Norway and Sweden.**

STAFF



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CURRENT STATE OF MARKET

- **AIR SERVICE:** Portland is reached nonstop from Reykjavik on Icelandair almost year-round, providing excellent one-stop service from the other four Nordic countries. Numerous additional one-stop services are available. Delta Air Lines/ KLM offers year-round daily nonstop service from Amsterdam and Condor Airlines offers seasonal nonstop service from Frankfurt.
- **MATURE MARKET:** Mature market.
- **TRAVEL PACKAGES/ITINERARIES:** Tour operators in the Nordic Countries 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 received 10,084 visits, up from 8,256 the prior year from the five Nordic Countries.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 348 walk-in visitors from Denmark, Finland, Norway and Sweden, down from 389 in the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation from Denmark, Norway and Sweden (data for Finland and Iceland is not available) to the Portland Regions in 2017 was 8,800, down from 9,400 the year prior. This represents an 18.9% increase from 2012 to 2017.
- **FORECAST:** Tourism Economics forecasts 10,100 visitors from above three of the Nordic Countries by 2020.

OPPORTUNITY

Maintain travel trade and media strategy.

KEY MESSAGES

- Portland has a renowned culinary and maker scene.
- It is a sustainable, green and vibrant city; it's walkable, easy to get around and has great public transportation.
- The city has excellent tax-free shopping.
- Portland is close to nature, with easy access for overnights in the Mount Hood area, wine country and Columbia River Gorge. Excellent fly-drive vacation.

FUTURE TOURISM DEVELOPMENT OPPORTUNITIES

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

ACTIONS

- 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.