

OCEANIA

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 on messaging select consumers, and works with travel trade, OTAs and media in the countries of **Australia** and **New Zealand**.

STAFF

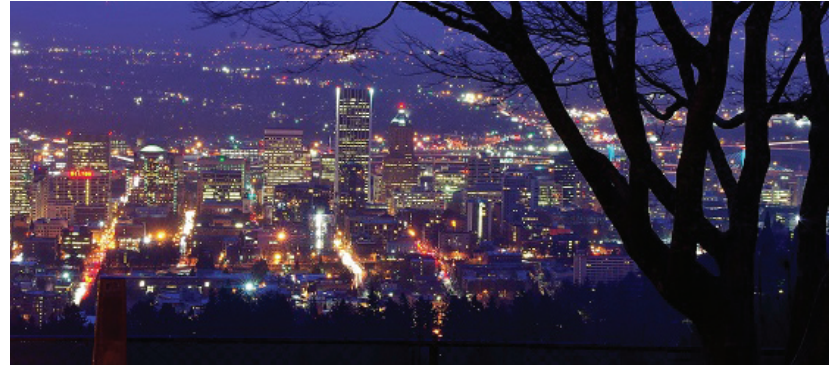


Heather Anderson
heather@travelportland.com
503.275.9756

Travel Portland has in-country representing by Barking Owl, with offices in **Australia** and **Melbourne**.

CURRENT STATE OF MARKET

- **AIR SERVICE:** PDX can be reached with one stop from Sydney, Brisbane and Melbourne in Australia, as well as from Auckland and New Zealand on numerous airlines, including Hawaiian Air, Air Canada, New Zealand Air and United Airlines.
- **MATURE MARKET:** Mature market.
- **TRAVEL PACKAGES/ITINERARIES:** 26 tour itineraries include Portland. While the market is considered a strong travel agent/trade market, OTAs are used regularly.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com received 24,785 visits from Australia and New Zealand, down from 25,575 the year prior. Much of the traffic was driven via Bondi Hipsters campaign on other channels.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 1,247 walk-in visitors (999-Australia, 248-New Zealand), down from 1,341 (1,047-Australia, 294-New Zealand) the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2017 was 16,500 from Australia, significantly up from 14,900 the year prior. This represent a 52.3% 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 36%. Data from New Zealand is not available.
- **FORECAST:** Tourism Economics forecasts 18,000 visitors by 2020.



OPPORTUNITY

Continue to drive consumer-direct activities, maximizing last year's Bondi Hipsters campaign and ongoing winter shopping program to drive business, specifically January-April. In addition, continue with strong tour operator promotions and media activities.

KEY MESSAGES

- The city offers stellar food, wine, beer and maker scenes.
- Portland has a distinct lifestyle and culture.
- Tax-free shopping opportunities abound.
- Portland is a fun, undiscovered destination with soft adventure and easy access for overnights in the Mount Hood area, wine country, the Columbia River Gorge and Oregon Coast. Excellent for fly-drive vacations.
- Shop for winter sports gear in Portland and ski with locals on a volcano (Mount Hood).

ACTIONS

- Maximize Bondi Hipsters in Portland consumer campaign.
- Maximize media coverage as a sales tool.
- Attend Visit USA Roadshow, a high-value travel trade show.
- Continue to implement winter shopping program, led by Oregon's Mt. Hood Territory.
- Host well-qualified research/familiarization 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.