

TAIWAN

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 select consumers, and works with travel trade, OTAs and media.

STAFF



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CURRENT STATE OF MARKET

- **AIR SERVICE:** Portland is accessible with one-stop air service.
- **MATURE/NEW MARKET:** New market.
- **WEB ANALYTICS:** In FY 2017/18, TravelPortland.com received 4,026 visits.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 249 walk-in visitors, down from 293 in the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2017 was 7,700, up from 7,400 the year prior. This represents 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 87%.
- **FORECAST:** Tourism Economics forecasts 9,000 visitors by 2020.

OPPORTUNITY

Increasing awareness and itineraries focused on key messages (see right) will capture growth in Taiwan.



KEY MESSAGES

- Portland boasts natural beauty and easy access to Mount Hood, wine country, the Columbia River Gorge and Oregon Coast for fly-drive vacations.
- The city has a vibrant culinary scene.
- Portland offers great tax-free shopping.
- Its West Coast location is close to Las Vegas, San Francisco, Seattle and Los Angeles.
- Opportunities for educational travel are available.

ACTIONS

- Work with Delta Air Lines Taiwan.
- Attend IPW.