

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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Travel Portland has in-country representing by Black Diamond based in **London**.

CURRENT STATE OF MARKET

- **AIR SERVICE:** In May 2017, Delta Air Lines/Virgin Atlantic started nonstop seasonal 4x/week air service from London Heathrow to PDX. In 2019, service will be daily. In addition, PDX is accessible one-stop from numerous airports in the U.K. with year-round daily service on Delta/KLM via Amsterdam, nearly year-round service on Icelandair via Reykjavik, seasonal service on Condor from Frankfurt and Air Canada from Toronto.
- **MATURE MARKET:** Mature Market.
- **TRAVEL PACKAGES/ITINERARIES:** U.K. 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 received 28,157, down from 31,860 the year prior.
- **VISITOR WALK-INS:** In FY 2017/18, the Visitor Information Center received 1,442 walk-in visitors from the UK and Ireland, down from 1,642 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2017 was 25,100, down from 27,700 the year prior. This represent a 13.1% 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 22%.
- **FORECAST:** Tourism Economics forecasts 27,200 visitors by 2020.



"You Can, in Portland" activation in Shoreditch, London in April 2018.

OPPORTUNITY

Maintain travel trade and media strategy.

KEY MESSAGES

- Portland has a renowned culinary and maker scene.
- It's easy to get around on public transportation in Portland.
- It 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

- Maximize the "You Can, in Portland" consumer activations in Shoreditch, London (pictured above).
- Offer online travel agent training via Brand USA's Discover program.
- Maximize gained media coverage as a sales tool.
- Host well-qualified research/familiarization tours as opportunities arise.
- Attend high-value trade shows, sales calls and events.
- Participate in/support select tour operator promotions.
- 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.