INTERNATIONAL TOURISM ORIENTATION LUNCH & LEARN MARCH 6, 2019



## Welcome INTERNATIONAL TOURISM presents Orientation International Tourism incl. Buying Chain and Partner Grant Program

International Domestic Travel Trade A Department of 7 Plus 2





## INTERNATIONAL TOURISM ORIENTATION

Learn about international markets. Where is Travel Portland active? What does Travel Portland invest in and why? What are key messages. (See Market Factsheets.)

Learn what you need to provide in order to work with the international markets. (See slide of "Buying Chain" rack to net net rates.)

★"Meet" your international tourism experts Heather Anderson, Jeff Hammerly, Karen Viehoever.

\*What is the international tourism grant program? Apply for a grant to finance 2/3 of the cost to attend a sales activity (trade show, sales mission, etc.) with the Travel Portland int'l tourism team. *(See International Sales Activity Participation Calendars.)* Participate in Travel Portland's quarterly report system for Travel Portland to track the success of the sales effort and the International Partner Grant Program. *(See quarterly report form.)* 

Int'l leisure visitors: individuals and tour groups Overview of Markets FY 18/19;

In-country representation offices. Non-stop air service.

Primary markets – we are pro-active:

Domestic trade (motorcoach: series & individual, FIT) Oceania: Australia and New Zealand Mexico (until 1/8/19: Mexico City; Guadalajara) Netherlands (Amsterdam) \*United Kingdom (London) Japan (Tokyo) China

Secondary markets – re- or less active role and/or research mode: Canada, West (Vancouver, Calgary) and East (Toronto)

France

Germany, German speaking countries (Frankfurt)

Nordic Countries (Sweden, Norway, Denmark, Finland, Iceland-Reykjavik)

F-HQBA

\*S. Korea

Heather Anderson Int'l Tourism Manager Laura Guimond Int'l PR

- Oceania
- Mexico
- Canada
- New/emerging markets

#### **Accomplishments**:

1. Oceania: Hired and on-boarding of representation company, Barking Owl, in Sydney.

- 2. On project team with Marketing Dept. for Bondi Hipsters.
- 3. Hosted IITA in February 2018
- 4. Beer festival in Wellington, NZ Aug. 2016; sales mission.
- 5. Multiple tour operator coop buys.

6. Canada: Sales missions to Toronto, Vancouver. In 2016 new and expanded air service Air Canada.

- 7. Portland Region (RCTP) expedia Media Solutions campaigns.
- 8. 30-sec video in seat-back video system.

9. In Oceania, partnering with Oregon's Mt. Hood Territory for Winter/Shop program for 4 years; winter booth, collateral for a series of 5 consumer shows and Mountain Travel Symposium(MTS.)





Search

HEADING TO PORTLAND - by the Bondi Hipsters

YouTube



#### **Jeff Hammerly** Senior Int'l Tourism & Communications Manager Asia: China, Japan, S. Korea

#### Accomplishments

- 1. Implement Odnarotoop PhasesI-IV consumer campaigns with Marketing Dept; Odnaro-Dude is a hit!
- 2. Japan: Bid and hired in-country representation.
- 3. Developed, published new Korean visitor guide.
- 4. Continue with targeted Chinese content strategy: WeChat cheerleader site.
- 5. Hosting "Best Ever" Active America China Summit, April '17 with numerous innovations.
- 6. Won and hosted JP delegation event at IPW, June '17.
- 7. Continuing with tremendous media coverage in Japan.
- 8. Continuing with media efforts in China and increasing media efforts in S. Korea.





**Karen Viehoever** Senior Int'l Tourism Manager **Laura Guimond** Int'l PR

Europe: United Kingdom, Netherlands, France, Germany





#### Accomplishments

 Consumer activation You Can-London with Marketing Dept; project lead for coop with Delta, Port of Portland, Travel Oregon.
 Hired and onboarding of in-country representation in the UK, Black Diamond.
 Implement TP's largest consumer awareness project in Netherlands:

Wie Is De Mol? w/Travel Portland TID and Portland Region (RCTP) funds.

4. Numerous consumer and trade activities/projects to promote new seasonal non-stop air services from London Heathrow.





## Why are international visitors coming? Additionally, let's ask why do we want them to come?



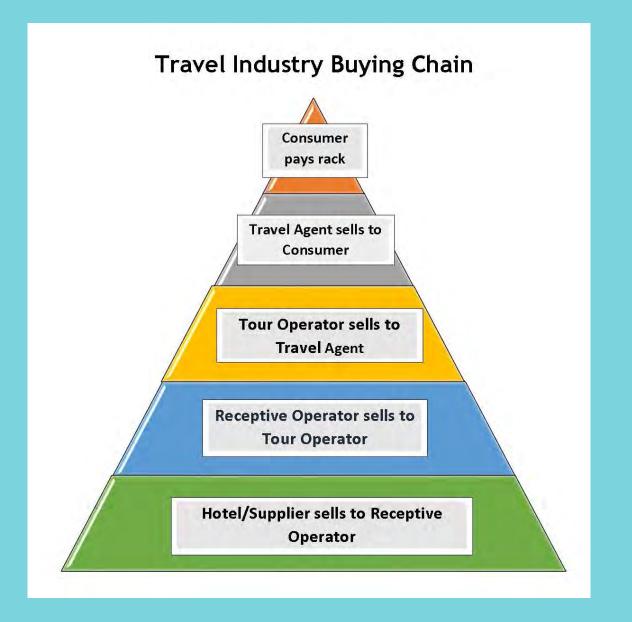
## **CONTINUED FOCUS**

Pro-active outreach to you; communication about int'l markets, changes, benefits, etc.; hosting int'l and domestic industry summits in Portland for easy access to buyers.

**Create and drive demand from consumer.** 

✤The "Buying Chain" in international markets and focus on each level of the Buying Chain in each market.

Investing in tools, including Native language videos, localized URLs (including Portland Region's microsite) & foreign language web content and visitor guides, new video focusing on gateway for in-flights, and more.



## THE BUYING CHAIN

The **vacation-buying consumer** in our target markets, who buy from

**Travel agents**, owned by tour operators or not, who buy from

International tour operator, located in our target markets, who buy from

**Receptive operators**, located in the U.S., who buy from

**Portland/U.S. travel supplier** 



## **Published Itineraries**



## OREGON KULINARISCH ERLEBEN

14 Tage ab/bis Portland

1, Tag: Po

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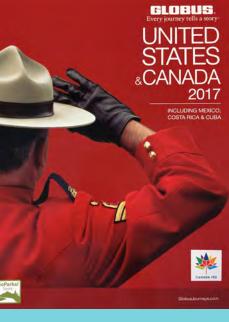
2. Tag: Portian

10. Tag: Bend









## Tactics and Programs Hosting Clients for Fam/Research Tours





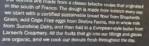


# Hosting influencers, including airlines, tour operators, media

An Amazing

-





We proudly serve Coava Coffee and Stumptown Roast as well as Steve Smith teas.



## Sell and showcase more than Portland Portland Region and the Regional Cooperative Tourism Program (RCTP)







# Tactics and Programs training agents in-country and online

Discovery Program (by Brand USA) is an online portal training program for travel agents to become USA specialist of Portland earning a Portland badge.



# Tactics and Programs training agents in-country and online

Sell the itinerary product at a tour operator sponsored (travel) agent events, in-house trainings, travel agent-owned consumer shows

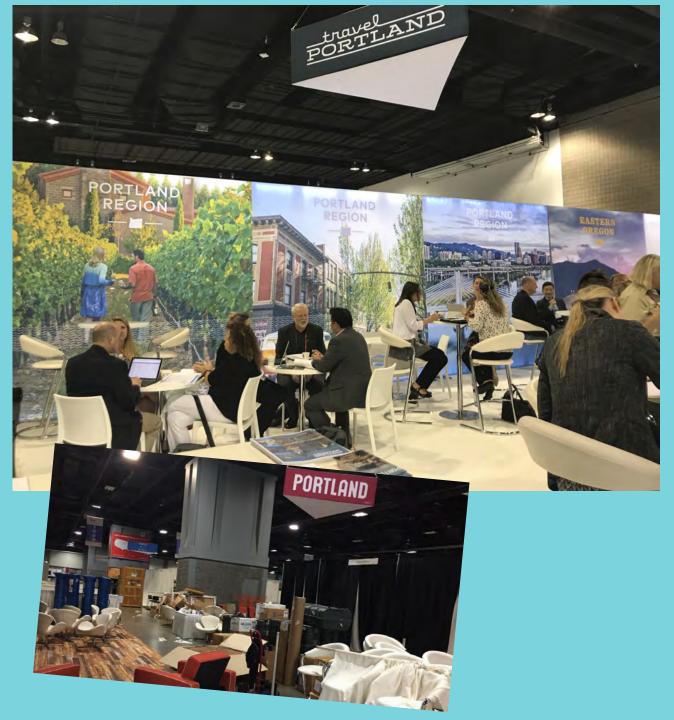




## **Tactics and Programs**

International trade shows, in-country & USA based





## **Tactics and Programs**

International and domestic trade shows, in-country & USA based

Hosting in Portland:

NTA Contact-Aug. 2013, Active America China Summit-Apr. 2017, TAP-Dec. 2017, IITA-Feb. 2018 and Go West Summit in March 2020 at the OCC



## Sales Activities: Trade Shows & Marketplaces







## ITB - International Tourism Boerse in Berlin, largest tourism show in the world



## Tactics and Programs In-country Events, Receptions & Dinners





PORTLAND



## Tactics and Programs Events, Sponsorships at IPW



Visit USA Committee Japan, IPW 2017



#### Visit USA Committee Canada, IPW 2016



Sponsorship of Travel Oregon event at IPW 2018



## **Tactics and Programs** Consumer-direct media coverage





5 SW Washing 1~+ 11:00~18:00

Crafty Wonderland







Etats-Unis. Tolérante, alternative et écolo, la ville la plus importante de l'Oregon offre une immersion décalée dans l'Amérique trumpienne.

Portland du vice. Au lieu de devenir un de même), qui proclame que le rêve des PAR CHRISTOPHE NIGEON Las Vegas version forestière, la ville s'est années 1990 est toujours bien vivant à portiand'à schappebelle. Une legende transce affirme que le celèbre matieux Bugo y Siegel vint prospectre la pius grande ville de l'Oregonne 10 gavec l'ide grande ville de l'Oregonne 10 gavec l'ide grande ville de l'Oregonne 10 gavec l'ide semblait aisément corruptible et la popu-lation avait fait preuve durant la prohibi-libertaire où les barbes poussent druetoù-en toute sérénité. tion d'un certain goût pour la débauche. l'encre des tatouages coule à flots, un uni- Les weirdos, farfelus et a Cétait compter sans une pluie obstinée, qui vers parallèle ou Al Gore aurait gagné les berlus, ne sont pas que le produit de l'imane cessa de tomber per dant les onzejours élections de 2000 et ou Trump neserait que gination des scénaristess une simple de sa visite. For ure, le trumd repartit bien le nom d'une tour à New York vitesous le solell de Californie. Sunclimat Aregarder avant tout sejour, l'ullarante District permet de croiser tour à tour un humide a consustante le merite de sauver mini serie « Portlandia » (8 sa sons tout skater sur un longboard h

t 2410 130 8



promenade sur les trotteirs du Burnside

usi une botte

Dought



Un des 750 « tood carts » de la ville, petites échoppes où est servie une cuisine du monde b



entourée de l'orêts, Portland est réputée pour co

élégant barbu à chemise de bûcheror toué jusqu'aux oreilles. Les devantui des boutiques fleurent bon l'anticonf misme et la contre-culture boboisant éventaires de disques vinyles, magasin de fripes d'occasion, cours de tango a gentin ou de danse du ventre, salles d. cloud yoga et de méditation transcendan tale, microbrasseries où on déguste sa bière artisanale dans un pot à confiture, salons de thé proposant kombucha et jus de fenouil. Même des produits aussi basiques que les beignets se devaient d'adop ter la Portland attitude: chez Voodoo veritable institution.

\* Keep Portland wend > (Gardons Portland bizarre) est la devise locale, généreusement appliquée par les Receptor solara manta e comparate de la Portiand attitude, un mélange d'antixonformisme et de bien-vivit « weindos », ces originaux adeptes de la Portiand attitude, un mélange d'antixonformisme et de bien-vivit

Le Point 2410 | 6 novembre 2018 |

## Tactics and Programs Consumer-direct media coverage

#### (3 questions à...)

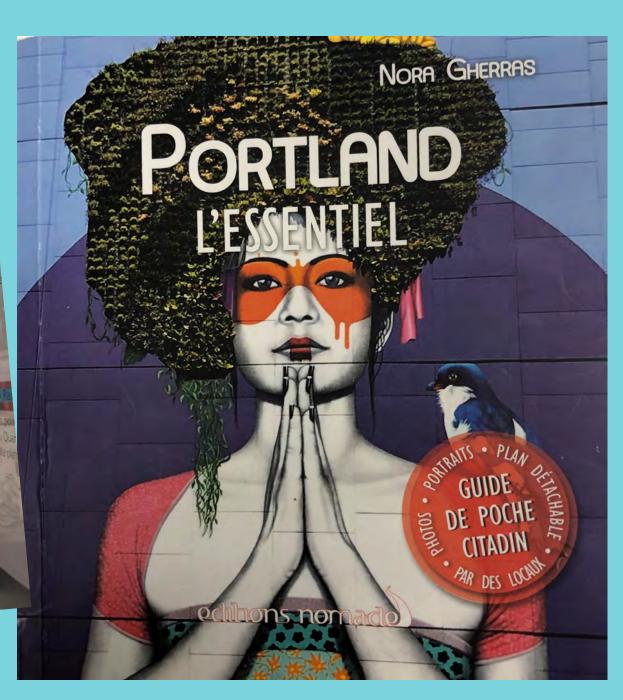
#### MARTIN MARTINEZ, CO-FONDATEUR ET DIRECTEUR D'OROX LEATHER CO.

Votre famille est d'origine mexicaine, pourquoi choisir Portland? Dans le cadre d'un échange universitaire, je suis venu finir mes études à Portland State, J'ai adoré l'énergie de la ville, qui permet aux jeunes entrepreneurs de s'exprimer. Lors de ma soutenance en business marketing, j'ai présenté un projet commercial basé sur le travail du cuir, mon héritage familial, que je développerai à Portland. Le concept a reçu les félicitations du jury : Orox était né.

En quoi Orox s'inspire de la ville? D'abord le nom lie notre ville d'origine, Oaxaca, à notre État d'adoption, l'Oregon. Ensuite, Portland stimule notre créativité,

Portland stimule houe deatwise nous mélangeons la dynamique locale à son esprit : ici, on est attaché au savoir-faire artisanal et de qualité. Il existe donc un style Portland?

Absolument! Nous faisons tout pour que notre maroquinere lui ressemble : naturelle, stylée, urbaine et décontractée!



Tactics and Programs, consumer-direct projects, activations via travel trade and/or airlines to inspire and drive demand:

Consumer-direct promotions, activations & shows: Flight Centre shows in Sidney and Auckland, Adventure Show in Vancouver, BC; Canada USA show in Utrecht, Netherlands; JATA in Tokyo, Pride events in Tokyo and Frankfurt, Odnarotoop 4
phases in Japan, Wie is de Mol! in Netherlands, Bondi Hipsters in Australia, You Can 'run' "City Race" in London, You Can pop-up store in London, 11 (Travel Portland and Portland Region) int'l expedia campaigns so far, #Portland Region bike (previously a car), special promotions with tour operators; & more

**Events**: Melbourne does Portland day in Australia, Beervana Festival in Wellington, NZ; pop-up restaurant with Gregory Gourdet in Paris, and in Tokyo to unveil the True Portland Guide, with Pink Martini in Paris

#### Web content and localized URLs:

NEW in 17/18 regional (RCTP) Brand USA microsite: 14 markets, 8 languages travelportland.jp, .de, .fr, .nl, com.br

**Printed visitor collateral: Korean**, English, French, German, Simplified Chinese, Japanese, Portuguese.



## **Tactics and Programs** To sell directly to the consumer









#### 株式会社ジェイエスティ > コバタクと行く、ボートランドッアー

ZIP FM人気ナビゲーター・「コバタク」こと、

小林拓一郎と行く、ポートランドの旅



概要 | ツアー情報 | スケジュール | 初日のランチ | 体験談 | コバタク | 説明会 | お問合わせ

Welcome to "Love it, Portland" Tour

#### 話題のクリエイティブシティポートランドへ!

#### ローハスの考え方が根付いた、環境と健康に優しい街 全米で「最も住んでみたい街」 ~ 毎年上位ランキングの魅力的な街

ボートランドは、健康と環境問題に開心の高い人々が美える頃としても知られて おり、LOHAS(実語で)「Weatwas of health and sustainability」)の考え方が現付 した街です。極めて治安が良く、事かなしでも生活しやすい町文(い)自転事事 用譲器。 初めてアメリカを訪問する人は、ボートランドによりこれまでのアメリカ に対するイメージがガラリと変わってしまうくらい、他の都市とは一味違った街な のです。最近、日本国内でも様々なメディアを通じ、ボートランドが紹介されるよう になりました。人口約80万人の中都市ですが、美しい、滝 渓谷、万年雪の山々な ど、手付かずの大自然に囲まれたポートランドには、個性的なカフェ。ショッズ、レ ストランなどが多く、また、ワイン、ビール、オーガニックフードなど、ボートランド産 の名産品も数多く、今回のッテー中、皆様に課レんでいただけると思います。



#### ツアー概要

#### ボートランドを愛するコバタクがご案内!

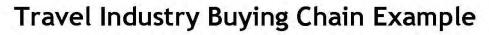
オレゴンオレゴン留学経験があり、この街をこよなく愛するZPミュージック・ナビグーター、コバタ 分が魅力あるれるグリエイティクシティ、ボートランドなど案内はます。調香後、ボートランドでも一 番ディーブでアッパ、空てこ「なエリアをご案内。ボートランドの主要観光スポットにも立ち寄り、街 の魅力を発すことなくご覧頂ける内容です。また、今回のツアーでは、2日日には全負でオレゴ ンコーストを1泊2日の日程で観光に出かけます。美しくも荒々しいオレゴン海岸はコパタクの大 のお知えたが、ワインの大好きな5のために、コバタクと一緒に行くワイナリーツアーもござい ます。深外旅行が初めての方でも思う存分、楽しんでいただけます。

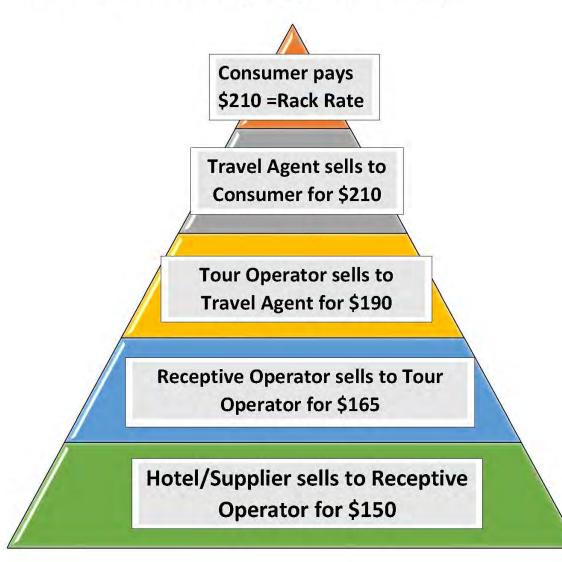
#### 小林拓一郎さんプロフィール

1899年より、アメリカ・オレゴン州立大学エスニックスタディーズ(民族学部)な学中、キャンリ(スラジオ・ ステーションでDJを始める。2002年9月、同大学卒業。2004年、第11回ZIP-FMミュージック・ナビゲー ター・ゴラストでヴランプリを受賞。2005年1月からZIP-FMミュージック・ナビゲーターとなる。2006年1 月よりJBL(Clapan Basketball League)「アイジン・ケーホース」の専属ホームコートアナウンサーを務め ふその他、各種イベントMO、CMサーレションなど担当。





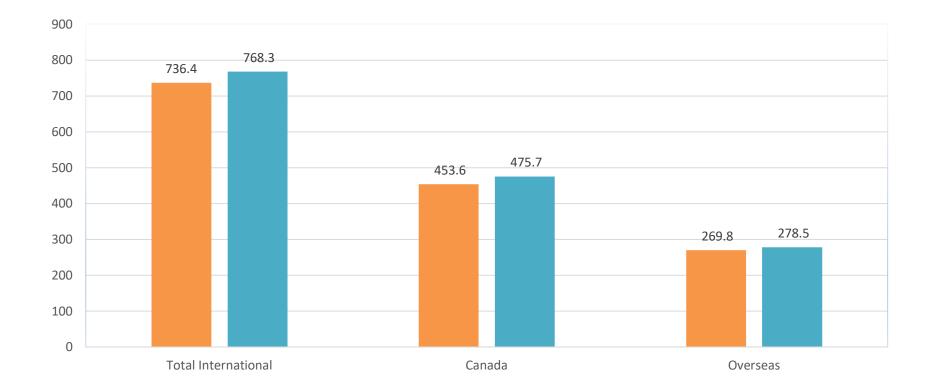




# **TOURISM ECONOMICS**

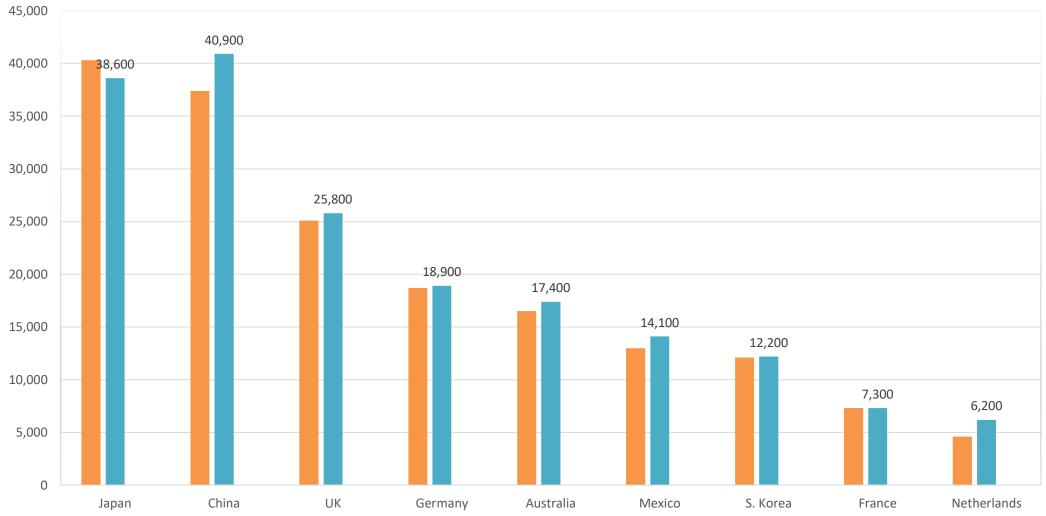
## **Global City Travel**

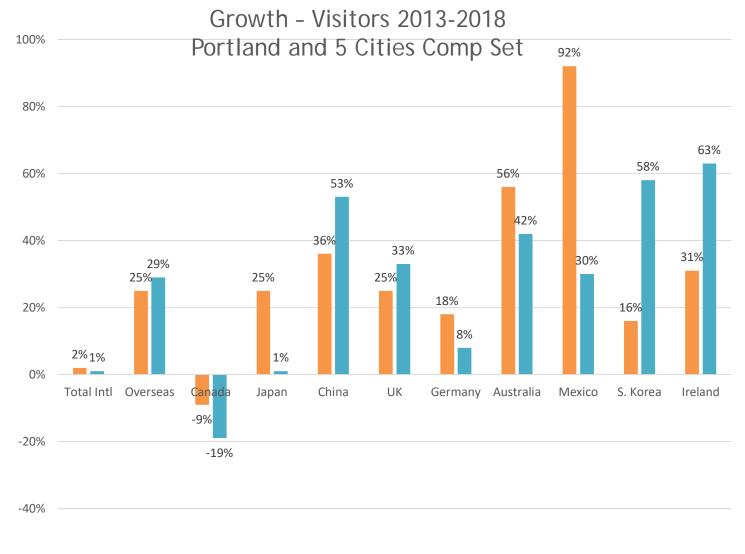
### Overnight Visitors 2017 and 2018 International, Canada, Overseas Portland Region



Portland 2017 Portland 2018

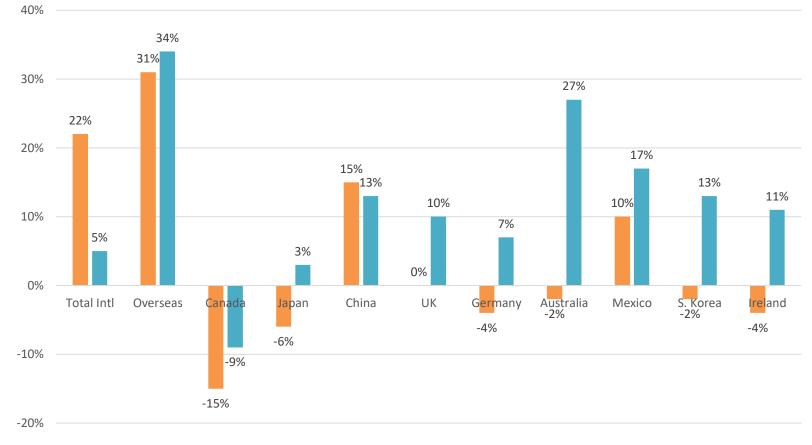
### Overnight Visitors 2017 and 2018 Portland Region





Portland Comp Set: Austin, Denver, Minneapolis, Salt Lake, Seattle

### Growth – Spending 2013-2018 Portland and 5 Comp Set





## INTERNATIONAL TOURISM PARTNER GRANT PROGRAM

Eligibility: hotels, attraction/tour companies in TID zone (Portland) Timeline: applications June/July '19 for FY20

**♦**Learn about international markets.

✤Find out how you can align your business with the markets in which we are active, and the key messages. (See Market Factsheets.)

Choose your market(s) and learn what you need to provide to work with the international markets. (See slide of "Buying Chain" rack to net net rates.)

**♦**Meet with your market expert/international tourism manager.

✤Apply for a grant to finance 2/3 of the cost to attend a sales activity (trade show, sales mission, etc.) with the Travel Portland tourism sales team. (See International Sales Activity Participation Calendar.)

✤Participate in Travel Portland's quarterly report system for Travel Portland to track the success of the sales effort and Grant Program. (See quarterly report form.)

## Grant recipients at work:



## Joanna Perry, The Mark Spencer Hotel, IPW 2018

"... was an amazing opportunity to meet tour operators from around the globe - action packed days filled with business connections.



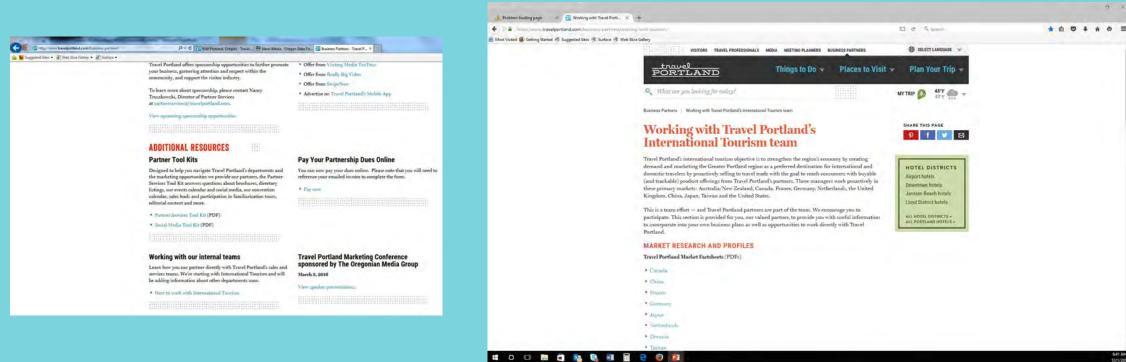
Rie Nakata, Kanemasu at JATA in Tokyo, September 2016: "... my experience at Tourism EXPO was exceptionally valuable. ...the best part is to learn about "back stage"...



Wildwood Adventures at RTO West Summit in Los Angeles, February 2017

## **Resources working with the International Tourism team:**

- 1. Resource page: <u>https://www.travelportland.com/business-partners/working-</u> with-tourism/ Research, market factsheets, and more.
- 2. Have offered China-Ready training in past at highly subsidized cost.
- 3. Grants will open up in April/May 2019 for FY 20, jeff@travelportland.com



## WE LOOK FORWARD TO WORKING MORE WITH YOU



# 5 MINUTE BREAK

\_\_travel PORTLAND