

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 with travel trade, media and airlines to reach Canadian consumers.

Staff



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Current State of Market

- **AIR SERVICE:** NEW in May 2019, WestJet started daily seasonal service from Calgary to Portland, and its first season was very successful. Air Canada offers nonstop seasonal service from Toronto, nonstop flights from Calgary year-round and four daily nonstop flights from Vancouver. Alaska Airlines also offers four daily nonstop flights from Vancouver.
- **TRAIN SERVICE:** Amtrak provides viable service from Vancouver.
- **OTHER TRANSPORTATION OPTIONS:** Canada encompasses both a fly market (East Canada) and a drive market (West Canada), referred to as East and West Canada, respectively. Tactics vary between the two markets.
- **MATURE MARKET:** The largest international market.
- **NOTES:** Visitation is highly dependent on the exchange rate. The stronger U.S. dollar the past few years has deterred Canadian spending in the U.S. This has leveled out and shifted towards growth. In addition to the transient leisure market, there is motorcoach traffic from West Canada (greater Vancouver and Calgary). A large group/motorcoach market from the Chinese-Canadian market out of Richmond is highly price-sensitive. Approximately 80% come from China and Taiwan through British Columbia to the Portland region.

- **TRAVEL PACKAGES/ITINERARIES:** More than 20 tour operators produce more than 30 tour itineraries that include Portland. Travel Portland focuses on top 12 tour wholesalers to maintain and grow business, as well as approximately 20 Chinese Canadian accounts.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com received 101,399 visits, down from 148,879 visits the prior year.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 2,931 walk-in visitors, about the same as the prior year of 2,955.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Regions in 2018 was 475,700, up from 469,900 the year prior. This represent a -9% decrease from 2013 to 2018. For context, Portland's five comparable cities (Austin, Denver, Minneapolis, Salt Lake City, Seattle) in aggregate had a decrease of -19%.
- **FORECAST:** Tourism Economics forecasts 520,800 visitors by 2021.

Opportunity

Maintain current business strategy working with travel trade, media and OTAs.

Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- With current exchange rate, Portland is always an excellent value.
- Tax-free shopping opportunities abound.
- Stellar beer and wine complement the city's culinary scene.
- Portland has a creative lifestyle.
- Portland is close to nature, with easy access for overnights in the Mount Hood area, wine country, the Columbia River Gorge and Oregon Coast.
- The city attracts niche market tours.

Actions

- Implement short term, time-specific, OTA campaigns targeting off-season and/or nonstop air service messaging on behalf of the Portland Region.
- Attend Adventure Show in Vancouver, BC.
- Attend IPW.
- Implement best ever Go West Summit in Portland in March 2020.