

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.

Staff



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Travel Portland has an in-country representation contract with Hung & Kit, which has offices in Shanghai, Hong Kong and Beijing.

Current State of Market

- **AIR SERVICE:** Portland is accessible with one-stop air service via Tokyo on Delta Air Lines. Nonstop service into Seattle is also advantageous for Portland.
- **MATURE/NEW:** China is a mature market. However, it is ever-changing and demands highest level of flexibility.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com received 5,241 visits from China and Hong Kong.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 445 walk-in visitors, slightly up from 430 the prior year; plus 53 from Hong Kong.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018 was 40,900, up from 37,400 the year prior. This represent a 36% increase from 2013 to 2018. For context, Portland's five comparable cities (Austin, Denver, Minneapolis, Salt Lake City, Seattle) in aggregate had an increase of 53%.
- **FORECAST:** Tourism Economics forecasts 51,900 visitors by 2021, not-withstanding continuing trade conflicts.

Opportunity

Travel Portland will continue to work on building awareness in the Chinese market, focusing on key messages (see right) with a content strategy.

Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- Portland is the City of Roses.
- 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 great wine, culinary and maker scenes.
- Portland has tax-free shopping.
- Opportunities for educational travel are available.

Future Tourism Development Opportunities

- Continue to work with Suzhou, Portland's sister city.
- Work with counterparts in Seattle for combination itineraries.
- Work with retailers to accept (and display signage for) Union Pay credit cards.

Actions

- Attend Active America China Summit in San Diego.
- Continue content strategy with WeChat, Weibo, and other platforms increasing in-language content and its distribution.
- Continue content strategy with WeChat platform to increase in-language content.
- Host well-qualified research/familiarization/influencer tours as opportunities rise.
- Support educational travel.
- Implement media strategy.
- Attend IPW.
- Implement best ever Go West Summit in Portland in March 2020.
- Execute a social media audit to capture trends, compare to previous ones, and adjust content strategy to results of audit.