

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 USA and Canada based tour operators.

Staff



Ashley Kingman, Tourism Manager,
Domestic Travel Trade & Projects
ashley@travelportland.com

Current State of Market

- **NEW/MATURE:** The domestic tour operator market is mature and healthy.
- **TRAVEL PACKAGES/ITINERARIES:** More than 30 tour operators offer over 60 itineraries that include Portland.
- **NOTES:** Tour operators continue to adjust to Portland's rise as a desired destination. Tour operators prefer to stay in Portland's core; room blocks and competitive rates are available in the entire city and region. Group tour operators, including USTOA and other large series operators, work 18 months out (room blocks for 2021 are finalized in the spring of 2020.)

Opportunity

Ongoing service and new product development are musts for the continued health of the domestic tour market. To ensure success, the Travel Portland team will focus on key messages (see below).

Key Messages

- An abundance of gardens and variety, which are of interest year-round.
- Creative city with interesting and walk-able neighborhoods.



- Wonderful maker scene.
- Portland has excellent tax-free shopping.
- Year-round festivals and Portland Rose Festival being the most important.
- Easy access to Mount Hood, wine country, the Columbia River Gorge and Oregon Coast.

Future Tourism Development Opportunities

- New group-friendly attractions and group dining.
- Tour operator promotion geared towards niche audiences (e.g., bank and student travel, etc.).

Actions

- Pro-actively communicate changes for motorcoaches on the historic Columbia River Highway.
- Host well-qualified research/fam/influencer tours as opportunities arise.
- Continue to co-sponsor NTA and ABA marketplaces and attend one-on-one business appointments.