

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 and media to reach French consumers.

Staff

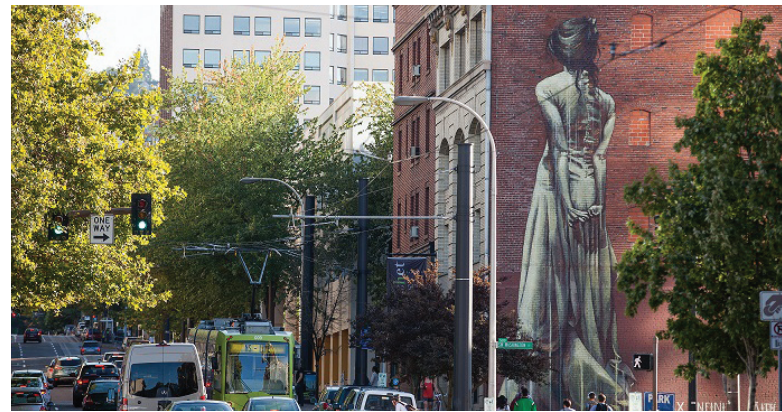


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Current State of Market

- **AIR SERVICE:** Portland is conveniently reached via one-stop, year-round service from Amsterdam on Delta Air Lines/KLM, nearly year-round service from Reykjavik on Icelandair, and seasonal service from Frankfurt on Condor Airlines.
- **MATURE MARKET**
- **TRAVEL PACKAGES/ITINERARIES:** French tour operators offer many itineraries that include Portland. These are included in the more than 300 by almost 100 tour operators in all of Europe.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com received 7,349 visits.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 953 walk-in visitors, significantly up from the year prior of 843.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018 was 7,300, the same as the year prior. This represent a 14.26% increase from 2013 to 2018. For context, the U.S. as a whole grew 17.9% in the same time period.
- **FORECAST:** Tourism Economics forecasts 7,900 visitors by 2021.



Opportunity

Maintain client relationships and product.

Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- Portland is a culinary capital in the U.S.
- It's a sustainable, green and vibrant city; it's walkable, easy to get around and has great transportation options.
- The city has a significant maker scene and is tax-free.
- Portland is close to nature, with easy access for overnights to Mount Hood area, wine country, the Columbia River Gorge and Oregon Coast for fly-drive vacations.

Future Tourism Development Opportunities

- Year-round visitation.
- Portland Dining Month in March.

Actions

- Implement and launch Portland and region Michelin Green Guide in November 2019.
- Maximize gained media coverage as a sales tool.
- Attend sales missions, client events and consumer events.
- Attend IPW.
- Implement best ever Go West Summit in Portland in March 2020.