

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 air lines to reach select German-speaking consumers.

Staff



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Current State of Market

- **AIR SERVICE:** Portland is reached nonstop from Frankfurt on Condor Airlines seasonally, 4x/week. In addition, numerous one-stop options are available: year-round daily service from Amsterdam on Delta Air Lines/KLM, nearly year-round service from Reykjavik on Icelandair, and seasonal service via Toronto on Air Canada.
- **MATURE MARKET**
- **TRAVEL PACKAGES/ITINERARIES:** German 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. Out of all of Travel Portland's markets, Germans buy the most via the travel trade with almost 50% because of the security of consumer protection laws.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com and .de received 20,248 visits, up from 16,580 visits the year prior.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 2,111 (from three German-speaking countries) walk-in visitors, up from 1,937 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, German visitation to the Portland Region in 2018 was 18,900, up from 18,700 the year prior. This represent a 18% 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 8%.

- **FORECAST:** Tourism Economics forecasts 20,800 German visitors by 2021.

Opportunity

Portland is very well represented in the number of published itineraries, and no increase is to be expected. The focus is to maintain product offerings and air service and increase the average stay in Portland and the region.

Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- Large and small parks and green spaces are everywhere in Portland. In addition, Mount Hood, the wine country, Oregon Coast are easily accessible for more overnights and inclusion in fly/drive itineraries.
- The city has vibrant culinary, specialty beverage and maker scenes.
- Portland is passionate about sustainability and being green.
- There is no sales-tax in Portland and ample distinctive boutique shopping.

Future Tourism Development Opportunities

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

Actions

- Maximize gained media coverage as a tourism sales tool.
- Host well-qualified research/familiarization tours as opportunities arise.
- Attend sales missions/calls, client and consumer events.
- Participate in/support select tour operator promotions.
- Attend IPW.
- Implement year 1 (of 3) Portland Region program with German tour operator.
- Implement best ever Go West Summit in Portland in March 2020.