

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 to message select consumers and influencers.

## Staff



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Travel Portland has added in-country representation in Japan and hired AVIAREPS in Tokyo in May 2018.

## Current State of Market

- **AIR SERVICE:** Portland has been accessible via nonstop air service year-round on Delta Air Lines from Tokyo for more than 20 years. In March 2020, the non-stop year-round Delta air service will move to Haneda airport from Narita airport, saving 1-2 hours travel time each way on the ground.
- **MATURE MARKET:** Japan is a mature and Portland's most important overseas market.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com and .jp received 65,163 visits, down from 82,282 visits the year prior.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 1,364 walk-in visitors, with more than half being first time visitors to the U.S. This is down slightly from 1,386 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018 was 38,600, down from 40,300 the year prior. This represents a 25% 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 1%.
- **FORECAST:** Tourism Economics forecasts 41,100 visitors by 2021.

## Opportunity

Travel Portland's priority is to stay top-of-mind to maintain growth of demand. Travel Portland will continue to maximize the four prior years' phases of the Odnarotoop consumer campaign. In addition, Travel Portland will assist travel trade with itinerary and product development complementing Odnarotoop.

## Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- Portland has a distinct lifestyle and creative culture.
- The city is home to vibrant culinary and maker scenes.
- Portland is passionate about sustainability and being green.
- It's an educational travel mecca — an educational destination for young students as well as continuing education destination for "creatives."
- Portland offers easy access to Mount Hood, wine country, the Columbia River Gorge and Oregon Coast.

## Future Tourism Development Opportunities

- Portland Dining Month in March.

## Actions

- My People's Market collaboration with Tokyo city ward Setagaya in October 2019.
- Attend Tourism Expo Japan (TEJ) in Osaka in October 2019.
- Participate in festivities to celebrate 60th anniversary of Sapporo – Portland sister city with Mayor's delegation.
- Haneda inaugural festivities March 2020.
- Assist with next edition of True Portland guide, launch early 2020.
- Host well-qualified research/familiarization/influencer tours as opportunities arise.
- Support educational travel development when applicable.
- Transfer content of the enhanced TravelPortland.jp site to new brand and platform in October 2019.
- Attend IPW.
- Continue to support travel trade, including Japan-based OTAs, for product development.
- Implement best ever Go West Summit in Portland in March 2020.
- Participate in Governor Brown's trade mission to Japan.