

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.

Since the end of the non-stop AeroMexico service from Mexico City, Travel Portland works to maintain gained relationships with Mexico-based OTAs, travel trade and media.

Staff



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Current State of Market

- **AIR SERVICE:** Volaris has grown its nonstop air service to PDX from Guadalajara since 2014 and now offers 2-5 flights per week almost year-round.
- **MATURE/NEW:** New market for Portland. Considered a mature market for U.S.
- **TRAVEL PACKAGES/ITINERARIES:** Tour packages are in development. Travelers are top users of OTAs.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com received 7,239, significantly down from 22,904 the year prior when non-stop AeroMexico service was announced and promoted.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 347 walk-in visitors, up from 300 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018 was 14,100, up from 13,000 the year prior. This represent a 92% 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 30%.
- **FORECAST:** Tourism Economics forecasts 15,500 visitors by 2021.



Opportunity

Maintain client relationships.

Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- Portland is a year-round destination boasting outdoor recreational opportunities and natural beauty, with the excitement of a European-style city.
- Portland and Oregon have no sales tax.
- The city has a vibrant culinary scene.
- Portland has yet to be discovered, whereas Mexican visitors have visited the other large cities on the West Coast.

Actions

- Attend IPW.
- Implement best ever Go West Summit in Portland in March 2020.
- Support chef exchange.