

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 works with travel trade, OTAs and media.

## Staff



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## Current State of Market

- **AIR SERVICE:** Delta Air Lines/KLM offers year-round nonstop service from Amsterdam. In addition, nearly year-round nonstop service by Icelandair from Reykjavik and seasonal, 4x/week service Condor Airlines from Frankfurt are available. All three airlines offer excellent connectivity through respective hubs to the entire European continent.
- **MATURE MARKET**
- **TRAVEL PACKAGES/ITINERARIES:** Dutch and Belgium 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. Travelers use OTAs.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com and .nl received 9,060 from Dutch and Belgium visitors, significantly down from 30,617 the prior year due to the tremendous success of “Wie Is De Mol?” reality TV show in 2017.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 1,201 walk-in visitors from the Netherlands and Belgium. Second year in a row that this count is significantly up from 902 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018

was 6,200, significantly up from 4,600 the year prior. To provide some context, Portland’s market share against the 5 city comp set (Austin, Denver, Minneapolis, Salt Lake City, Seattle) has grown from 7.9% in 2009 to 9.3% in 2017, the previous year, to 11.4% in 2018.

- **FORECAST:** Tourism Economics forecasts 6,900 Dutch visitors by 2021.

## Opportunity

Continue to maximize work with tour operators for “Wie Is De Mol?” consumer-direct activities.

## Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- The city, region and state were featured as the “Wie Is De Mol?” location in 2017.
- The city has a renowned culinary and maker scene.
- Portland is served with nonstop flights year-round from the Netherlands and its public transportation system makes getting around easy.
- Portland is a vibrant city with tax-free shopping.
- Portland is close to nature, with sustainable, green values and easy access for overnights in the 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

- Plan and implement high-value trade and consumer shows, sales missions/calls, client events and consumer event(s).
- Maximize gained media coverage as a sales tool.
- Host well-qualified research/familiarization/influencer tours as opportunities arise.
- Attend IPW.
- Implement best ever Go West Summit in Portland in March 2020.