

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 with travel trade, OTAs and media in the five Nordic Countries of Denmark, Finland, Iceland, Norway and Sweden.

Staff



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Current State of Market

- **AIR SERVICE:** Portland is reached nonstop from Reykjavik on Icelandair almost year-round, providing excellent one-stop service from the other four Nordic countries. Numerous additional one-stop services are available. Delta Air Lines/KLM offers year-round daily nonstop service from Amsterdam and Condor Airlines offers seasonal nonstop service from Frankfurt.
- **MATURE MARKET**
- **TRAVEL PACKAGES/ITINERARIES:** Tour operators in the Nordic countries 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 received 5,959 visits, down from 10,900 the prior year from the five Nordic Countries.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 363 walk-in visitors from Denmark, Finland, Norway and Sweden, slightly up from the year prior of 348.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation from Denmark, Norway and Sweden (data for Finland and Iceland is not available) to the Portland Region in 2018 was 10,900, significantly up from 8,800 the year prior.
- **FORECAST:** Tourism Economics forecasts 13,000 visitors from above three of the Nordic Countries by 2021.

Opportunity

Maintain strategy.

Key Messages

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

Future Tourism Development Opportunities

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

Actions

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