

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 on messaging select consumers, and works with travel trade, OTAs and media in the countries of **Australia** and **New Zealand**.

Staff



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Media relations are overseen by
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Travel Portland has in-country representation by Barking Owl, with offices in Sidney and Melbourne, Australia.

Current State of Market

- **AIR SERVICE:** PDX can be reached with one stop from Sidney, Brisbane and Melbourne in Australia, as well as from Auckland and New Zealand on numerous airlines, including Hawaiian Air, Air Canada, New Zealand Air, Virgin/Delta Air Lines and United Airlines.
- **MATURE MARKET**
- **TRAVEL PACKAGES/ITINERARIES:** More than 20 tour itineraries include Portland. While the market is considered a strong travel agent/trade market, OTAs are used regularly.
- **WEB ANALYTICS:** In FY 2018/19, TravelPortland.com received 16,985 visits from Australia and New Zealand, down from 24,785 the year prior. Note that much traffic was driven on ours as well as other platforms with the Bondi Hipsters campaign in two previous years.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 1,217 walk-in visitors (994-Australia, 223-New Zealand), down from 1,247 (999-Australia, 248-New Zealand), the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018

was 17,400 from Australia, significantly up from 16,500 the year prior. This represent a 56% 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 42%. Data from New Zealand is not available.

- **FORECAST:** Tourism Economics forecasts 19,200 visitors by 2021 from Australia (New Zealand data not available.)

Opportunity

- Continue to drive demand directly with consumer.
- Continue with off-season program to drive business specifically January-April.
- Continue maintaining strong tour operator and media relationships.

Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- The city offers stellar food, wine, beer and maker scenes.
- Portland has a distinct lifestyle and culture.
- Tax-free shopping opportunities abound.
- Portland is a fun, undiscovered destination with soft adventure and easy access for overnights in the Mount Hood area, wine country, the Columbia River Gorge and Oregon Coast. Excellent for fly-drive vacations.
- Shop for winter sports gear in Portland and ski with locals on a volcano (Mount Hood).

Actions

- Implement new consumer-direct program.
- Maximize media coverage as a sales tool.
- Attend Visit USA Roadshow, high-value travel trade shows, in February 2020 and launch new consumer-direct program.
- Continue to implement winter shopping program, led by Oregon's Mt. Hood Territory.
- Host well-qualified research/familiarization tours as opportunities arise.
- Attend IPW.
- Implement best ever Go West Summit in Portland in March 2020.