

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 progressive values, which have the power to transform travelers.

Travel Portland works proactively to message to select consumers, media and travel trade/OTAs.

Staff



Jeff Hammerly
Senior International
Tourism & PR Manager, Asia
jeff@travelporland.com

Yoko Furukawa
Tourism Manager, Asia
yoko@travelporland.com

Current State of Market

- **AIR SERVICE:** Portland is accessible one-stop via Seattle and other gateways.
- **MATURE MARKET:** South Korea is a mature market for the U.S. While Travel Portland has invested inconsistently, the market is ready for more attention.
- **WEB ANALYTICS:** In FY18/19, TravelPortland.com received 3,666 visits.
- **VISITOR WALK-INS:** in FY18/19, the Visitor Center received 334 walk-ins, significantly up from 217 the year prior.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018 was 12,200, up from 12,100 in 2017. This represents a 16% increase from 2013-2018. For context, Portland's five comparable cities (Austin, Denver, Minneapolis, Salt Lake City, Seattle) in aggregate had an increase of 58%.
- **FORECAST:** Tourism Economics forecasts 14,300 visitors by 2021.



Opportunity

Korean travelers have been growing steadily to the U.S. and Portland's 5 comparable cities. This fiscal year, Travel Portland will invest in online tactics as trials. These tactics will produce data to be analyzed to gain knowledge to develop a strategy for next fiscal year.

KEY MESSAGES

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- Portland has a distinct lifestyle and creative culture.
- The city has a vibrant culinary and maker scene.
- Portland is passionate about sustainability and being green.
- Portland and the Portland Region boasts natural beauty and easy access to Mt. Hood, wine country, the Columbia River Gorge and Oregon Coast for fly-drive vacations.

ACTIONS

- Continue to distribute Korean language mini-guide to consumers and promote Korean Portland-only guidebook.
- Participate in Brand USA South Korea sales and media mission in July 2019.
- Implement trial Trip Advisor campaign.
- Invest in Brand USA's first South Korea multi-channel program to drive demand.
- Participate in Governor Brown's trade mission to S. Korea.
- Implement best ever Go West Summit in Portland in March 2020.