

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 messaging to select consumers, and works with travel trade, OTAs and media.

## Staff



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Travel Portland has in-country representation by Black Diamond based in London.

## Current State of Market

- **AIR SERVICE:** In June 2020, British Airways will fly year-round, non-stop from Heathrow London to PDX. Since May 2017, Delta Air Lines/Virgin Atlantic has offered seasonal service from Heathrow. In addition, PDX is accessible one-stop from numerous airports in the U.K. with year-round daily service on Delta/KLM via Amsterdam, nearly year-round service on Icelandair via Reykjavik, seasonal service on Condor from Frankfurt and Air Canada from Toronto.
- **MATURE MARKET**
- **TRAVEL PACKAGES/ITINERARIES:** British 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 received 20,304, down from 28,157 the year prior.
- **VISITOR WALK-INS:** In FY 2018/19, the Visitor Center received 1,462 walk-in visitors from the UK and Ireland, up from 1,442 the prior year.
- **VISITOR STATISTICS:** According to Tourism Economics, visitation to the Portland Region in 2018 was 25,800, up from 25,100 the year prior. This represent a 25% 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 33%.

- **FORECAST:** Tourism Economics forecasts 28,700 visitors by 2021.

## Opportunity

- The year-round air service by British Airways offers significant additional opportunity as the UK visitors' home carrier will drive demand.
- Continue with consumer-direct strategy to raise Portland's profile.
- Continue to work with travel trade to start/end fly-drive itineraries with PDX and add more product.

## Key Messages

- Healthy, active lifestyle in preparation for Oregon21 track and field world championships.
- Portland has a renowned culinary and maker scene.
- It's easy to get around on public transportation in Portland and is served with non-stop air service year-round.
- It 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 with strategic messaging to be developed.
- Portland Dining Month in March.

## Actions

- Repeat the April 2019 consumer activation during adidas City Run in London, April 2020.
- Offer online travel agent training via Brand USA's Discover program.
- Maximize gained media coverage as a sales tool.
- Host well-qualified research/familiarization tours as opportunities arise.
- Attend high-value trade shows, sales calls and events.
- Participate in/support select tour operator promotions.
- Attend IPW.
- Implement best ever Go West Summit in March 2020.