

Developed by Billie Rathbun-Moser/Oregon Tourism Commission
Billie.r.moser@state.or.us , telephone: 503.986.0011

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Co-operative marketing/partnership opportunities – specifically Germany (inbound leisure market)

In response to the announcement of the Lufthansa non-stop service, starting March 31, 2003

December 2002	OTC/POVA sales/media Blitz	in-kind nice gifts for sales/media appointments are needed
March 7-11, 2003	ITB Berlin, Germany* Trade and media show	\$1,600 if 4 partners go approx. \$2,500 travel on your own
March 31-April 03	Inaugural flight incoming media	in-kind product needed in Greater Portland area
May 16-21, 2003	International PowWow Trade and media show	currently sold out, if you are interested, please contact OTC before 12/1/02, participation cost \$1,925/TIA member, \$2,325 for non-TIA members
May-June 03	Large media research trip Hoping to organize in a “Superfam” format	in-kind product needed all around state, sponsorships for large events, regional organizers needed
End of May 03	Trade Mission to Germany including Tourism	estimate \$1,500-2,000 partic. fee approx. \$2,500 travel costs

*OTC has negotiated with the organizers of the Visit USA Pavilion at ITB Berlin for booth space next to the PNW (OR/WA) booth. The deadline for registration for ITB Berlin has already passed. I have negotiated an extension until 11/18. A minimum of 4 partners are needed to pay for this space. OTC has done so to allow for more participation instead of buying your own booth and organizing your own overseas sales event.

Advertising: OR (and WA) are not producing a new German guide in 2003/04. The America Journal, a bi-monthly consumer magazine focusing on the US only, would be worth your considerations. OTC has worked with America Journal for over 8 years for editorial

coverage as well as ads. Contact: Detlef Fox at 212.896.3881, fax: 212.629.3988, e-mail: 73222.2051@compuserve.com

When advertising in the German market, please make sure you have an excellent fulfillment piece to fulfill your inquiries. You cannot mail your fulfillment piece by regular mail, it has to be Airmail – therefore your mailing budget needs to reflect those extra costs. Weigh your fulfillment piece, price it by post office before considering advertising.

On-line fulfillment: German on-line Consumer Fulfillment Opportunity for Everyone is easily available: The www.usa.de website offers a special kind of brochure fulfillment program. It is in cooperation with INFOX, one of the biggest mailing houses in Germany. The via online requested brochures are sent directly to the consumer by INFOX and the postage is also paid by the consumer. Every month you will receive a statistical report with the number of requested brochures, plus a list of consumer who want more information. Therefore those addresses are available for your mailings, advertising, etc. The cost to you is \$200 per year to have your brochure's cover listed on this website. This is an easy and extremely cost effective way to reach and enter the German speaking market. Check this out your self, go to www.usa.de and click on the link "Infomaterial". Or contact Patrizia at info@usa.de

German language piece: OTC would like to encourage you to develop German language material. Possible short-term solutions are:

1. Developing one page "fact sheets" or inserts for your standard rack brochures.
2. Reproducing any full-color print coverage you might have received (ask for permission.)
3. Re-producing your full-color German ad (ask for permission.)

Our German visitors tend to speak English well, and it is not necessary to have German material to be successful in the market.

Education: Do you want to know how to do get a share of this market? Since December 1999, OTC and OTTTF have offered workshops for DMOs around the state and at the annual Governor's Conference. If you have you not participated in the "Ask Me About Packaged Travel" or the "I am Receptive to Receptive Operators" workshops, and you do want to, please ask your Destination

Marketing Organiataion (DMO) to contact
billie.r.moser@state.or.us . OTTTF is working to fulfill these
needs.

Thank you for your interest and please note that this list will grow with time. The
announcement was just made last week 10/23/02 and many details are being worked on.