

## **Oregon Overseas Partners NewsBrief** **March 4, 2005 Issue #6**

### **Hello Overseas Marketing Partners,**

2005 has begun with a lot of exciting changes for us. Please read on to learn more including many immediate action items for you and your business.

As most of you know, we moved our offices over the holidays and we now have a great space close to I-5 and with free parking! (come visit us!) With the move came all new phone numbers as well as the official adoption of our new business name – Travel Oregon.

We are also excited to name our new director of international and domestic marketing – Teresa O’Neill! Many of you know Teresa from her role at the Portland Oregon Visitors Association, where she has worked for the last 3.5 years. Teresa’s extensive knowledge of Oregon’s product, constituents and clients allowed her to hit the ground running when she officially began February 14<sup>th</sup>. Please help us to welcome Teresa to the Travel Oregon team.

As we say hello to Teresa, we also have to say goodbye to Joanne, our travel trade marketing manager. Joanne is following her passion for travel and will return to Europe to live. Her last day will be March 31<sup>st</sup>. This position is currently posted.

Thankfully for us all, Chris Chester, assistant to international and domestic marketing, remains and continues to be the one to keep us all together.

As always, please feel free to share this NewsBrief or any of the content with interested partners and e-mail new addresses to Chris Chester at [chris@traveloregon.com](mailto:chris@traveloregon.com).

### **ALL INTERNATIONAL**

#### *International Strategic Plan*

Travel Oregon has recently unveiled an extensive international strategic plan. This plan details our core markets as well as emerging markets and serves as a guide for our marketing efforts. The topline, annual plan pulled from the overall plan will soon be posted on the backside of [www.traveloregon.com](http://www.traveloregon.com) under international.

#### *DVD Sales Tool-Video Brochure*

This project is completed and we now have a 12-minute DVD, which gives an excellent overview of Oregon’s 7 regions. This DVD is a sales tool for the travel trade (domestic and international) to educate them on Oregon’s diverse product. The DVD will be distributed to tour operators through Travel Oregon at trade shows, as follow up, and by request. Due to the expense of DVD reproduction, Travel Oregon is carefully tracking distribution. If you have a tour operator that would like to receive this DVD, please send their name and address to Chris at [chris@traveloregon.com](mailto:chris@traveloregon.com).

### Image Shoot

Year-round product development and the promotion thereof are badly needed in the international markets. Travel Oregon recently hired a photographer to capture Oregon in winter. Despite a poor snow year, this project is nearly complete and we look forward to utilizing these images to promote Oregon's winter for next season.

### International Program Master Activity Lists (3)

Please remember that we are keeping up three master lists, as things and activities change and are added all the time. This might contain excellent information for your sales efforts with international tour operators. The 3 lists are: Special Promotions, Research Trips, Trade/Sales Activities. These are available for anyone to request, simply email Teresa at [teresa@traveloregon.com](mailto:teresa@traveloregon.com).

### North American Journeys, [www.TheTourOperator.com](http://www.TheTourOperator.com) landing page

Some of you might be familiar with this program. POVA as well as OTC have participated in the North American Journeys itinerary program for the last 6 or so years. For 2005, as Portland is the host for Active America Travel Summit (read below in "Japan"), OTC will invest in this website to create a "landing page," targeting tour operators, as well as receptive operators. The same company owns TheTourOperator.com and Active America Travel Summit, and therefore TheTourOperator.com receives a lot of attention at Active America. This is a prime time for Oregon to shine! The site is heavily marketed to over 5,000 international, domestic and receptive operators and the portal is used heavily as travel planners want and need one planning resource.

### NEW Travel Oregon trade show booth

It's definitely time for a new trade show booth for our large international trade shows, primarily PowWow. We have been using the 10x10 "booths screens" for 7 years. Following our new International Strategic Plan, we purchased rights to 6 "icon" images to represent Oregon to the international market. These images are now being placed on these screens, incorporating the new Travel Oregon look. This new booth will be completed for PowWow.

### Sales Activities:

Future

### TIA's International PowWow, May 3-7, 2005 in New York

This is the major international trade show held in the US and a "must-do." As in past years, OTC will have 3 booths, the max one entity can purchase with a max of 3 people registered in one booth. OTC manages the spots on a first-come-first-serve basis, and all spots are currently filled. POVA also added a second booth this year and their spots are also filled.

If you would like to be placed on the OTC booth waiting list for next year, please email Chris at [chris@traveloregon.com](mailto:chris@traveloregon.com)

*Opportunity:* If you would like to send brochures to this show the cost is \$50 for 35 brochures. Please mark your brochures clearly "Pow Wow, May 2005" and send them along with a check made out to Travel Oregon to 670 Hawthorne Ave. SE, Suite 240, Salem, OR 97301. Attn: Chris Chester.

*Update:* The Fact Sheet for Pow Wow delegates will be sent at the end of March.

### Sales Activities:

Past

North American Journeys Summit, Los Angeles January 12-13, 2005

NAJ Tour Operator Summit: Best of the West. This new annual (January 2004 was the first annual) marketplace and conference brings together West Coast tour operators with destinations and suppliers. This new NAJ event is modeled after the highly successful RSA Summit in New York and ITSA Conference in Florida. Oregon considers participation in this marketplace part of the receptive operator strategy to “market-to-sell” and developing “product on the shelf”. This show was attended by Jeff Hammerly, POVA. He reported that yet again this was a positive show for Oregon. Leads from this show will be available the week of February 21. Please email [chris@traveloregon.com](mailto:chris@traveloregon.com).

Receptive Services Association of America Summit, January 18-20, 2005

The RSAA Summit was held in New York City. It continues to be a very important event on the travel industry calendar. Representatives from both national Destination Management Organizations and private companies take part in both the education seminars and one-on-one appointments with Receptive Operators. Teresa O'Neill, POVA, represented both Portland and the State at this year's Summit. Conference highlights included: Ed Barlow, keynote speaker, "Aligning Receptive Services with a Continuum of Change", Breakout sessions on: Internet Future for Receptive, Next Wave of Sales and Marketing Tools, Great Idea Exchange-Destinations, Creating the Next Generation of Travel Products and Receptive 102. One-on-One Appointments were held with key Receptive Operators, including ATI and Allied T-Pro. Leads for this show will be distributed the week of February 28, 2005, please contact [chris@traveloregon.com](mailto:chris@traveloregon.com), to request a copy.

Go West Summit, January 25-28, 2005 Phoenix, AZ

Travel Oregon was an official State Sponsor for the 16th Annual Go West Summit in Phoenix, Arizona. The Summit offered many opportunities to meet with key International and Domestic Tour Operators who target product development in the American West. The Summit is limited in size to the Western States, which provides an excellent supplier to buyer ratio. Over four days, attendees have the opportunity to develop long-term business relationships during both business appointments and social functions and to further their knowledge on current tourism trends. If you are interested in attending the Go West Summit in the future please visit their website, [www.GoWestSummit.com](http://www.GoWestSummit.com). Teresa O'Neill attended this show for Travel Oregon. Appointments were held with tour operators. Leads for this show will be available the week of March 7. Please email [chris@traveloregon.com](mailto:chris@traveloregon.com).

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**Asia**

**Japan**

Together with Jeff Hammerly/POVA and Tomoko Hori/Japan Representative Office (JRO) in Tokyo numerous activities are always in the works.

Tourism Media Relations Representative in Japan

The process to hire a PR contractor in Japan has been put on hold for numerous reasons. Please stay tuned for future developments.

Sales Activities:

## *Future*

### *Active America Travel Summit, Portland OR April 3-9, 2005*

You might be familiar with this trade show, as Jeff/POVA has been reporting for the last few years on it. This important event will be taking place in Portland, as you have heard. I encourage all of you interested in the Japanese market to stay abreast of this trade show. This is a once-in-a-lifetime opportunity for Portland and Oregon! Jeff/POVA is the lead on the event and planning is underway. You should consider getting involved and budget to attend this marketplace.

*Background:* Northwest Airlines is the airline sponsor for Active America, hosting approx. 40-50 Japanese tour operators (and 70-80 suppliers from around the US) annually. It is a prime opportunity to strengthen Oregon's product in Japan as a NWA gateway. This event needs to be thought of as research trip and can increase Portland and Oregon's profile as a destination for the Japanese considerably! Please contact [jeff@pova.com](mailto:jeff@pova.com) if you have any questions about this event.

### *NWA Online Game Promotion*

Travel Oregon is assisting Northwest Airlines and their contracted interactive agency to develop a promotional game featuring Oregon. This online game features video clips of Oregon and its major attractions. A quiz is based on the video clips and grand prizes are given. The interactive agency is currently in Oregon to film the video segments. Travel Oregon will provide t-shirts for daily prizes and assist NWA is obtaining other requested grand prizes.

### *Japan Golf Fair February 25-27, 2005*

The Japan Golf Fair is the biggest golf fair in Japan and Asia. It is the only trade show in Japan devoted exclusively to golf and each year it draws thousands of golf industry executives and golf enthusiasts. The 2005 Golf Fair includes a "Golf USA" pavilion featuring American golf equipment/services and US golfing destinations. Thanks to Tomoko and the Japan Representative Office, an Oregon booth will be included. The Oregon Golf Marketing Task Force generously assisted Travel Oregon's efforts in developing text for the "Golf USA" special guidebook and providing golf images. The Task Force also requested that their members send brochures to the event. Thank you to all who participated.

### *Japan Snow Festival, February 5-11, 2005*

Jeff Hammerly attended this event in Sapporo. Portland/Oregon had a booth at this festival including an Oregon product display. Business appointments and a tourism seminar were also included in the festivities. Please contact [jeff@pova.com](mailto:jeff@pova.com) if you would like to hear more about this event.

## Research Tours:

### *Future*

### *Media: TABI Salad-TV in Oregon Spring 2005*

Jeff, Tomoko, our WA State counterparts and Travel Oregon have met with TABI Salad while at WTF in Tokyo and it looks very promising that this large TV show will be coming to WA and OR, sponsored by NWA. TABI means "travel" and the show is aired nationwide, comparable to our ABC. This is a huge media opportunity and work has started already. Tomoko, Jeff and Travel Oregon have submitted specific "story ideas" for their consideration with specific

strategic goals in mind. A local Japanese speaking project manager will be hired by OTC to assist with this large PR project. *Stay tuned for more information.*

### **Feeder/beyond markets in Asia**

The NWA non-stop service to Tokyo continues on to many “beyond” markets. NWA is one of only two American airlines, which does have an extensive beyond market network. NWA refers to all markets outside of Japan as “NWA Asia”.

### **China**

*Past*

#### Go West Hong Kong Delegation, February 1-5, 2005

The Hong Kong delegation that attended Go West Summit requested a research trip in Oregon afterwards. This trip for tour operators and one journalist consisted of one overnight in Portland. Thank you to the Portland Spirit and the Shilo Inn airport for hosting this delegation. Mr. Andrew Leung, the journalist, stayed on for three nights and further explored Oregon’s Mt. Hood Territories and Washington County. Thank you to all who hosted Mr. Leung.

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### **Europe**

### **Germany**

#### Sales Activities

*Future*

#### VIP Card – Attractions and Activities for spring/summer/fall 2005

As reported in the last NewsBrief, OTC is working with one of the bigger German tour operators, Meier’s Weltreisen, to develop a VIP card for Meier’s customers/our visitors. The card would be a simple discount offer from attractions and activities (10% should be the minimum), and the activity will be mentioned on the card. Meier’s will then provide this card to the customers who book the PNW/OR fly-drive products from the Meier’s catalog. As these are FITs, so individual travelers, the German visitors could easily find the attractions/activities without having to work through receptive tour operators.

*Opportunity:* If your attraction/activity is interested in participating, or if you are a DMO and you think one of your attractions/activities would want to participate, please e-mail [teresa@traveloregon.com](mailto:teresa@traveloregon.com) with subject line: VIP card program. Deadline: March 15, 2005.

#### ITB - International Tourism Boerse, Berlin March 11-15, 2005

ITB is the largest trade show in the world, and therefore the largest tourism trade show in the world. ITB is a “main stay” of our marketing program. Oregon’s booth at ITB this year will be even more attractive since booth organizers now offer photo backdrops. This year’s participants include CVALCO, Hood River, POVA, Portland Spirit and the Portland Art Museum.

*Opportunity:* If you would like more information about attending ITB in 2006, please contact Teresa at [teresa@traveloregon.com](mailto:teresa@traveloregon.com).

#### Research Tours:

*Future*

Travel Trade: DER Tour, June 9-13, 2005

The itinerary route showcasing DER Tour product in their 2005 catalog is now finalized. DER is the largest German tour operator selling the USA. A group of 10-15 travel agents (double occupancy rooms) will be traveling in Oregon for 5 days in June '05. This sales activity is part of the overall DER Tour marketing/sales plan for the Oregon product (as was the DER Tour media research tour we hosted in May '04 and two additional special promotions).

Media: Mr. Siemens – May 1-11, 2005

Our German contractor, Wiechmann Tourism Service, recently shared with us that the chief editor of the German Wine and Gourmet magazine held his private vacation on the Oregon Coast in August. Apparently he loved Oregon so much, he now intends to return in May to research a story for his other publication, Reisen und Geniessen. This magazine focuses on travel and leisure and covers very selective topics in its 4 issues/year. Mr. Siemens would like to research Oregon's "lesser known" wine regions, specifically requesting the southern Willamette Valley and the Rogue Valley. Lufthansa will likely host Mr. Siemens travel and Travel Oregon will develop his itinerary.

*Opportunity:* If you would like to host Mr. Siemens, please email Teresa at [teresa@traveloregon.com](mailto:teresa@traveloregon.com) and specify your offer. Please mark the subject line: Mr. Siemens visit.

Research Trips

*Past*

Media: Mr. Smuda October 20-25, 2004

Mr. Karl-Heinz Smuda, a German radio journalist for DeutschlandRadio, the German National Public Radio Broadcast System, visited Oregon in October. DeutschlandRadio focuses on politics, news and culture with an audience of 7 million weekly. Mr. Smuda's radio program on Oregon aired in late January. We are still awaiting a copy of his program and will distribute that to all that hosted Mr. Smuda when available.

Media: Dr. Volker Mehnert, December 2004

Oregon happily hosted Dr. Mehnert in December since we have been asking him to write about Oregon in winter for quite some time. Dr. Mehnert was on assignment for Frankfurter Allgemeine Zeitung (FAZ – the "New York Times" of Germany), circulation 503,000. Although our lack of snow impacted Dr. Mehnert's itinerary, all of you who hosted him easily adjusted to the elements – THANK YOU! Dr. Mehnert's first article on Oregon appeared in FAZ in the January 27<sup>th</sup> travel section. Mr. Mehnert has since published three additional stories on Oregon. Once we receive these articles, we will distribute it to all who hosted Dr. Mehnert.

**Feeder Markets (also referred to as "beyond markets")**

It is noted in the Travel Oregon strategic plan to develop Lufthansa's feeder markets for the Frankfurt-Portland flight. Our identified core and emerging markets in Europe are Austria, France, Italy, The Benelux countries, The United Kingdom, Switzerland, and Scandinavia.

**Italy**

### Tourism Representative Office in Italy

As stated in Travel Oregon's strategic plan, Italy is a core feeder market for LH and has excellent potential for our state. Travel Oregon went through the process to hire representation. The Request for Proposals were sent out in June, bids were received and 3 finalists' presentations/interviews took place on September 30 in Portland.

Travel Oregon and 6-member interview panel are happy to announce the hiring of G&A Martinengo in Milan as our contractor. The contract officially began January 1<sup>st</sup> and as you'll see below, Martinengo is quickly bringing attention to Oregon.

### Sales Activities:

#### *Future*

#### Italy RMI Research Trip

The Portland Oregon Visitors Association will host a group of 45 Hotelplan travel agents on April 22 in Portland. Hotelplan is one of Italy's top tour operators. The group will fly into Portland on Lufthansa airlines, overnight one night at the Red Lion Convention Center hotel and depart the next day, via motorcoach, for a research tour of the Rocky Mountain Region. Portland is an official gateway city for Rocky Mountain International (RMI), the international marketing office for Montana, Idaho, South Dakota and Wyoming. The benefit of hosting RMI inbound groups is two fold; Portland is promoted as a gateway to the American West and Oregon receives additional exposure in key international markets. Portland hotels and attractions interested in hosting future RMI groups should contact POVA.

#### Italian Journalists – June 2005

Resulting from Travel Oregon's attendance at Showcase USA in November (see below), two of Italy's top journalists have requested to visit Oregon this June on separate research trips. One journalist, Mr. Pacifico, has visited Oregon personally in the past and looks forward to researching a story on wine, the Oregon coast and summer skiing. The other journalist, Mr. Massimetti, focuses on unique lodging and houses in foreign destinations and showed interest in McMenamins properties.

*Opportunity:* If you are interested in hosting one or both of these journalists, please email Teresa at [teresa@traveloregon.com](mailto:teresa@traveloregon.com). Please clearly identify the journalist you are interested in hosting in the subject line.

#### Italian Tour Operators – May/June 2005

Martinengo and Lufthansa Italy are identifying a list of top tour operators from Italy to tour and research Oregon in late May/early June 2005. Lufthansa will host their travel and Travel Oregon will organize their visit. Inclusion in these major operators' catalogs will be critical as Oregon delves into this lucrative market. As we always say, it is important to have "product on the shelf" for consumers to buy, therefore this will be a very important research trip for us.

*Opportunity:* If you are interested in hosting these operators, please email Teresa at [teresa@traveloregon.com](mailto:teresa@traveloregon.com). Please clearly identify Italian Tour Operators in the subject line.

### Sales Activities:

#### *Past*

#### BIT

Nadia Zaninelli reports that BIT 2005 exceeded the expectations of our new Italian representative office, G&A Marinengo. Over 1000 Travel Oregon magazines were sent to

support this show and they returned with only 50 left. Consumers and tour operators asked many questions about Oregon's attractions and destinations. The Oregon Scenic Byways were well received by travel agents who act as tour operators in Italy. Interest was generated for their websites and catalogs. Stay tuned for leads from this show.

#### Showcase USA – Italy, November 3-6, 2004

This show is organized by the Visit USA Committee-Italy. Oregon attended in 2003 and 2004 proved to be another excellent show for us. Billie attended this show for Oregon and worked closely with Martinengo on contract details and meeting some key clients. Billie and Scott Hartcorn/Shilo Inns met with 14 tour operators and media one-on-one and also talked to many travel agents. Leads are available from this show by contacting Chris at [chris@traveloregon.com](mailto:chris@traveloregon.com).

### **The United Kingdom**

#### Sales Activities:

##### *Past*

#### World Travel Market – London, UK November 10-13, 2004

Oregon has not been present at this major UK travel show since 2000, due to budget restraints. The UK is the largest inbound market to the US and attendance at World Travel Market (WTM) is essential to building product in the UK. Joanne attended this show in a co-op booth with Washington State. We hired the RMI UK representative to set up appointments for Oregon. Oregon met with 49 operators and media, many of which were pleased to see Oregon back in this market. Leads from this show are available by contacting Chris at [chris@traveloregon.com](mailto:chris@traveloregon.com).

#### Media: Pilot Productions – Globetrekker program filming August/September 2004

Those of you who were involved in the scouting and filming for this UK production company will recall all of the work and challenges. Thankfully all of that hard work paid off with an excellent program on Oregon and Washington. This Globetrekker program will soon air on PBS in the US and will air on Discovery Travel and Leisure in Europe in 2006. The 30-minute PBS coverage on Oregon is valued at over \$848,000, as an advertising equivalency. A copy of the video will be sent to all who hosted this crew.

### **The Netherlands**

#### Sales Activities:

##### Future

#### Trade/Media Event & Sales Calls , March 16-18, 2005

Following ITB, Joanne will travel to The Netherlands to conduct sales calls with travel trade in partnership with Rocky Mountain Holiday Tours. On March 17<sup>th</sup>, Oregon and Washington will offer a joint event for Dutch travel trade and media. Stay tuned for leads from this event.

#### Media: Dutch photojournalist to visit Summer 2005

A journalist who recently visited Washington State intends to visit Oregon in the summer of 2005 photographing people at work for her magazine articles and upcoming book. Travel Oregon will not be working directly with this journalist since she often is very critical in her portrayals.

She already intends to photograph migrant workers near Hood River and Native Americans fishing the Columbia River. In an effort to showcase a variety of Oregonians at work, Travel Oregon will suggest some locations to this journalist. If you have some suggestions of photo opportunities of working Oregonians that you would like us to share, please send your suggestions to Chris at [chris@traveloregon.com](mailto:chris@traveloregon.com) by March 31<sup>st</sup>.

## **Scandinavia**

### Sales Activities:

#### *Past*

#### Denmark – Ferie '05

Lufthansa Denmark and DSB Tours hosted Travel Oregon to attend Ferie '05, Denmark's largest trade and consumer travel show. Joanne attended for Oregon and met with Danish trade, media and consumers in the Lufthansa booth. 45,000 consumers attended this 3-day event. Discussions with operators showed that Oregon is currently featured in 4 tour operator catalogs. Joanne distributed Travel Oregon literature and showed our new DVD in a section of the large Lufthansa booth. There was a lot of Oregon recognition with many noting Oregon's reputation for natural beauty. Not all were aware of the Lufthansa direct service FRA-PDX, so that was included in the education process. Oregon and The Westin Portland, who donated overnights to the package (*thank you Westin!*), were featured prominently as the grand prize both in the Lufthansa booth as well as in the DSB Tours booth. *Update:* Oregon was also featured at the Herning, Denmark version of this vacation show at the end of February. Thank you to Shilo Inns who donated overnights to the Herning show.

## **MEXICO**

Mexicana continues with its 5 time weekly service from Portland to Guadalajara and on to Mexico City. Mexicana reported a strong winter season and also announced that it will increase the frequency of flights from Mexico to Oregon for spring break due to heavy inbound traffic during that time. Mexicana also recently named a new general manager for Portland, Jose Jimenez. This is all great news!

#### Kudos gain Oregon recognition

The April 2004 issue of Vuelo Magazine (Mexicana's inflight magazine) included an excellent article on Portland entitled, "Urban Zen." Some of you may remember Rocio J. Ceron, the journalist who visited Portland in February 2004 to research that article. At Expo Vacaciones in Mexico City (see below), Ms. Ceron was named Travel Writer of the Year for Mexico for her Portland article. Not only did Ms. Ceron receive well-deserved attention for this article in a large public press conference, but Portland and Oregon also shared in the attention. And better yet, Ms. Ceron will return to Oregon soon to research a story on Oregon's wine.

### Sales Activities

#### *Future*

#### April 15 event in Mexico City for Mexicana's frequent flyers

Oregon will be the focus of an evening event in Mexico City especially for 140 of Mexicana's elite (frequent) travelers. Oregon entertainment, food and a presentation will be highlights for

these potential visitors to Oregon. In addition, Travel Oregon and the Port of Portland will travel to Guadalajara for sales calls.

*Opportunity:* Stay tuned for more details and how you might be able to feature your business at this event.

#### October Sister City/Royal Rosarian Mission to Guadalajara

Portland's Royal Rosarian's and the Sister City Association are chartering a Mexicana plane to travel to Guadalajara in early October. This culturally emphasized mission will include a tourism component to encourage visitors from this region to travel to Oregon. If Governor Kulongowski is able to also travel to Mexico at this time, this mission will offer a trade component as well with additional travel to Mexico City to further ties in this city.

*Opportunity:* Stay tuned for more details and how you might be able to feature your business on this mission.

#### Sales Activities

##### *Past*

#### Expo Vacaciones, Mexico City, February 15-16, 2005

Travel Oregon, the Portland of Portland, and Mexicana Airlines recently attended Mexico City's large travel trade fair. One-on-one appointments with media and wholesalers accompanied the trade show booth for travel agents. We found that Oregon is now more recognized to the travel trade and media, but further education on its activities and attractions are necessary. Some excellent media leads came out of this show and you'll hear more about upcoming media research trips soon. If you would like to receive the leads from the one-on-one appointments, please email Chris at [chris@traveloregon.com](mailto:chris@traveloregon.com).

#### Vuelo journalist, Julian Istilart, January 25-February 1, 2005

Julian Istilart and a photographer recently toured Oregon's coast on assignment for Vuelo Magazine, Mexicana's inflight magazine. Mr. Istilart's focus was Oregon's lighthouses for an article appearing in the April issue. Due to the short notice of this research trip, Columbia Crossroads was hired to develop the itinerary for this journalist and to provide a Spanish speaking guide. In recent discussions with the editor of Vuelo, the article and specifically the images look great and will indeed appear in the April issue. Thank you to Columbia Crossroads and all of our statewide suppliers that hosted Mr. Istilart.

#### Trivia Contest on Mexicana Website

A total of four packages were gathered to serve as grand prizes for Mexicana's web based trivia contest. As consumers visit Mexicana's site in the spring of 2005, they can answer specific questions about Oregon to gain further awareness of our state as well as a chance to win one of the grand prizes. Thank you to all of the suppliers that donated to this contest.

#### Oregon Ski packages for Mexico-based Tour Operators

Oregon suppliers recently reacted to Mexicana's push to promote skiing in Oregon by working with Corporate Travel Services (one of Mexicana's top tour operators) to develop ski packages for this winter season. Although the operator mentioned difficulty in packaging ski product with Portland and surrounding area hotels, he will further pursue these packages for this year and next.

*Update:* Corporate Travel Services brought some of its sales staff to Oregon for a research tour in early March. Barbara Steinfeld with POVA organized their research trip, thank you Barbara!

### Catalogo Sanborns promotion

The Sanborn's Catalog is carried onboard Mexicana's flight and is similar to SKYMALL (U.S. carrier's in-flight catalog). A single-page insert promoting Portland VTP packages was included in this catalog from October-December. The ad design features a montage of Portland images that include a view of downtown Portland from the Willamette, Mt Hood, snowboarders, and whitewater rafting. Portland was promoted as '*Portland, Oregon, Un destino de moda*' (The term *de moda* means *hip, trendy, or popular.*)

### **2003/2004 Leads/contact names available:**

Leads/contact name lists are available in ACCESS or Excel format. Some trade show/marketplace activities are also reported in "trip report" formats.

Domestic:	November 2004	CrossSphere/National Tour Association – Toronto, Canada
	February 2005	Bank Travel Network – Biloxi, Mississippi
International:	November 2004	Showcase USA, Italy
	November 2004	World Travel Market – London, England
	January 2005	North American Journeys Summit – Los Angeles, CA
	January 2005	Receptive Service Association, New York City
	January 2005	Addison Travel Show, Vancouver, Canada
	February 2005	BIT Italy – Milan, Italy
	February 2005	Go West! Summit – Phoenix, Arizona
	March 2005	Sales trip to Amsterdam, The Netherlands
	March 2005	ITB – Berlin, Germany

### **Calendar**

March '05	Travel Trade Research Trip: Corporate Travel Services, Mexico
3/2/05	OTC meeting, Salem
3/9-10/05	RMI Paris event (Teresa)
3/11-15/05	ITB, Berlin
3/16-19/05	One-on-one sales calls and OR/WA event in The Netherlands
3/30-4/2	CrossSphere Spring Exchange, Sacramento
Spring '05	Media Research Trip: TABI Salad TV, Japan
4/3-9/05	Active America, Portland
4/10/05	Oregon Tour & Travel Task Force, Pendleton
4/10-12/05	Governor's Conference on Tourism, Pendleton
4/05	Travel Trade Research Trip: RMI Hotel Plan, Italy
4/15/05	Mexico City event for Mexicana frequent travelers
5/1-11/05	Media Research Trip: Mr. Siemens, Germany
5/3-7/05	Pow Wow, New York City
May/June '05	Travel Trade Research Trip: Tour Operators, Italy
June '05	Media Research Trips: Mr. Pacifico & Mr. Massimetti
6/2-3/05	Oregon Tour & Travel Task Force, Bend
6/9-13/05	Travel Trade Research Trip: DER Tour, Germany
10/05	Sister City/Royal Rosarians cultural mission to Guadalajara
10/05	Oregon Tour & Travel Task Force quarterly meeting, TBD
11/05	CrossSphere annual convention
11/05	World Travel Market, London, England