

Oregon Overseas Partners NewsBrief **May 18, 2004, Issue #3**

Hello Overseas Marketing Partners ,

How is it going for everyone? We sure hope that you can answer: “fab fab fab”!!!

Trade shows, research tours, the impending NWA inaugural plus preparations for fall 2004 are all “in the hopper”, as I like to say.

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

ALL INTERNATIONAL

Do you have international language material?

Opportunity: We would like to remind you to please send Joanne@traveloregon.com any of your international language material, preferable in pdf format. We would like to link all material to OTC’s German, Japanese and Spanish web sites/homepages. If you are a DMO, please check with your federal partners (Crater Lake, Multnomah Falls, Dunes), because it is very possible that they are currently using foreign language material. You then can also “take inventory” of the material in your area and incorporate it in your sales and/or media packets.

DVD Sales Tool (Video Brochure)

Please be aware that Billie is working to produce a DVD as a sales tool for travel agents, tour operators and airline staff. Our video “A week or so in Oregon” is outdated (over 10 years old), and our needs have changed dramatically.

This 10-14 minute DVD will be covering the whole state and will NOT target the consumer. The DVD will most likely show a combination of film and still shots. It will not be narrated (music in background), therefore it can easily be used in all countries.

The DVD will be premiered at the sales training during the Japan Sales Mission in September. This should also get us travel trade press attention/coverage.

Image Shoot

To fulfill the special promotions photo needs, a specific image shoot list has been developed. The list includes high priority needs and also requests for the above DVD sales tool. A photographer is out and about the state right now, so we can deliver the needed shots in early June to the German tour operator for the planned fall special promotion.

International Program Master Activity Lists (3)

We are keeping up on the upkeep of these master lists, as things and activities change and are added almost every day. The 3 lists are: Special Promotions, Research Trips, Trade/Sales Activities. These are available for anyone to request.

Western States Tourism Policy Council (WSTPC) international workshops:

The educational part of this program is coming to a close. The last WSTPC-MDCP (Marketing Development Coop Program) workshop was held on May 17 in Ashland, organized by SOVA. A total of 9 workshops have been held, and almost 300 people have gone through the program. The next step will be implemented in mid July. The application to apply for grant monies to offset costs to participate in international tourism marketing activities in 2004 and spring of 2005 will be sent to all 300 partners by mid-July. Billie hopes to have it all completed in early August. Grant monies will be made available for the Oregon Tourism Japan Sales Mission in September and Go West Summit in January 2005.

Oregon Press Room for International Journalists

Please note that we are using an adaptation of OTTTF's "What's New" (done by the Trade Media committee, Jane Morrison is the chair) on OTC's traveloregon.com Press Room. We are also planning to contact international journalists quarterly and link them to this site to encourage additional Oregon stories and for the most up-to-date details on Oregon. Also, for quite some time now, we have added the OTTTF's What's New in all international press kits.

Opportunity: the What's New submission form is posted at www.otc.traveloregon.com/otttf.cfm yet you should also receive it through your local DMO, if not, be sure to ask them for it.

Technical Tour Directory

Forms to update listings in the Technical Tour Directory will be distributed this month by Joanne. The new edition of this statewide directory will be printed and translated in time for the September 2004 Japan Mission.

Opportunity: the listing forms will be distributed through listserve by mid-June.

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

You might have heard me talking about Go West! Go West Summit is the premier travel tradeshow for the American West. Our business-oriented tradeshow focuses on year-round travel product from the states of Arizona, California, Colorado, Idaho, Kansas, Montana, New Mexico, Nevada, Oklahoma, Oregon, Utah, Washington, and Wyoming. Tour operators meet with suppliers in one-on-one, pre-arranged business appointments to discover new products, create packages and itineraries and negotiate contracts.

Opportunity: Registration opens on July 19, 2004 via the official Go West Summit website, www.gowestsummit.com. Each supplier attendee registration includes: one set of appointments (15-30 appointments), two breakfasts, two lunches, three dinners and evening entertainment, tour operator profile book, and more. Early Bird Rates, registration and payment received by August 31, 2004: Cost: \$1,045/person, a second person from the same company (same appointment schedule) is \$750. Standard rates (after early bird specials): \$1,145 and \$800 for the second person. Please contact billie@traveloregon.com for a Go West brochure.

Past

TIA's International PowWow Los Angeles, CA – April 24-28, 2004

A total of 16 Oregon delegates traveled to LA. There is no doubt that this was the best PowWow ever, in the 11 years that I have attended. Every client who sat down is producing product for Oregon.

The mood of the buyers was excellent and the combination of the pent-up demand and the excellent exchange rate is bringing lots of international visitors to the US as a whole. Oregon is well positioned with all of the new non-stop flights and the new investment. Some of our tour operators are reporting 50-80% increases for Oregon over last year, and Oregon had a good

2003! The REWE Group in Germany (DER, Meier's, ADAC) reports their brand new escorted bus tour is doing extremely well. The special promotions and other marketing are paying off! *Many thanks:* to a fabulous Oregon delegation: Teresa, Jeff and Barbara/all POVA; Liz Fox/Hilton; Yuko Uedo/Mark Spencer Hotel; Scott Hartcorn/Shilo Inns; Natalie Inouye/Lane County; Anne Jenkins/Southern Oregon; Pam Duncan/Central Oregon; TC Caldwell/Newport and Lincoln City; Tomoko Hori/JRO-Tokyo; Michelle, Bobbie/Confederated Tribes of the Umatilla; Izzy Oren/Ponderosa. Each delegate worked hard in the true Oregon team spirit and was prepared to do business.

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Asia

Japan

The inaugural Northwest Airlines (NWA) flight is approaching quickly (June 11) and together with Jeff Hammerly/POVA and Tomoko Hori/JRO-Tokyo, OTC is working on numerous projects.

Future/ongoing

US Japanese Tour Operators marketing

Receptive/inbound/ground operators are of primary importance to succeed in the marketplace. A color lure piece was produced targeting these operators at PowWow. The lure piece sells Oregon as the new non-stop NWA gateway, a Slow Life destination and lists all resources available to them, highlighting all of our Japanese language material. The lure piece matches the look of our new Japanese Language Guide.

“Slow Life Planner”

The need for a planner/directory has come up repeatedly, as it is our primary message in the Japanese market. Jeff took OTTTF's Recipe Book and Erik Wolf's Culinary Planner and extracted the information fit for the market. It is being translated right now and will be presented in a “digest” size (like the brand new Japan Language Guide) note book with “loose” three-hole punched pages. This allows us to add, update, delete easily. The cover will again match the new Japan Language Guide as well as the above mentioned lure piece. This piece will also be one of our primary sales tools for the September Japan Tourism Mission.

Special Promotions

Just like in Europe, we are implementing special promotions in Japan. So far, we are implementing 2 different promotions with 2 tour operators featuring Columbia Sportswear tote bags as an early booking incentive, and Oregon Sokol Blosser Pinot Noir upon arrival in Portland hotel. OTC will also participate in a third promotion for an Oregon Department of Ag's Tokyo hotel Oregon food promotion. OTC will give away one NWA Vacation package for two. As this is a consumer promotion, I wanted to feature a buy-able consumer product.

Active America Travel Summit, Toronto, May 17-21, 2004

Jeff Hammerly will represent Portland and the state at the 13th annual Active America Travel Summit, sponsored by Northwest Airlines. Active America is the only event in North America that focuses exclusively on inbound tourism from Japan. Roughly 40-45 tour operators and Japanese receptive operators attend annually for workshops, presentations, and one-on-one appointments with North American properties, attractions and DMOs.

As Northwest Airlines is the airline sponsor for Active America, the draft strategic plan calls for aggressively pursuing hosting Active America in 2005. It is very likely (95% for sure) that we will be hosting Active America in Portland in 2005!!

NWA golf tournament sponsorship in Japan, May 24, 2004

NWA is sponsoring a golf tournament outside of Tokyo, and will be giving away 2 business class tickets to Portland. NWA-Tokyo is requesting a 3-night stay in Portland in one hotel in a double-double room.

Opportunity: Send jeff@pova.com an e-mail at your earliest convenience, if you want to be the hotel sponsor. Then mail the gift certificate to Jeff Hammerly, POVA, 1000 SW Broadway #2300, Portland OR 97205. Please include any black-out dates on the gift certificate. Deadline to respond to Jeff is June 14.

Oregon Tourism event during Governor's Trade Mission, Tokyo June 14, 2004

As reported, Governor Kulongoski will be traveling to Tokyo with a trade mission to inaugurate the NWA flight. Billie is the lead for this event. Jeff Hammerly will be presenting a 20-30 minute training during the event. We expect to host 90 Japanese clients in Tokyo plus 35 Oregon participants.

Japan Oregon Supplier Trade Show, Portland June 22, 2004

You will also read about this below as well. This supplier trade show is organized as a prime selling opportunity to a group of 20 Japanese buyers plus 2 NWA representatives NWA is bringing in 2 research tours. We are organizing this trade show to all Oregon suppliers, including hotels, destination marketing organizations, restaurants, attractions, sight seeing/services. If you want to get a "piece of the pie", this is the way to get in front of 20 buyers without traveling out-of-state to see inbound/receptive operators or to Japan. To get the biggest benefit possible for the Japanese buyers, Jeff Hammerly/POVA will also be presenting a training seminar on Portland and Oregon in Japanese. We will have 3 Japanese-speaking persons available during the supplier trade show for language-assistance for Oregon sellers.

***Opportunity:* Please see the attached registration form, or contact chris@traveloregon.com to receive the fact sheet/registration form. This opportunity is limited to the first 25 partners signing up at a cost of \$100. Deadline is June 8th. I urge you to sign up at your earliest convenience, as I expect the supplier show to sell out quickly.**

TIA's See America, Tokyo September 21-22, 2004

Oregon will once again take part in these trade and media activities. We are also offering Sales Mission delegates to participate (see below).

Opportunity: For an additional (see below) \$300 participation fee/person, Oregon delegates, who wish to arrive earlier than the official mission starts, are invited to participate in TIA's See America destination seminar, trade show, reception held on 9/21 and 22.

Oregon Tourism Sales Mission, September 22-28, 2004

We will be traveling to Japan on an Oregon Tourism Sales Mission. This is timed to take advantage of TIA's SeeAmerica Week in Japan and the inclusion in 2005 tour operator catalogs. The tourism mission will include participation in Japan Association of Travel Agents trade show (JATA), which is part of SeeAmerica Week, a trade and consumer show held on 9/24, 25, 26. We will be organizing a mini Oregon tradeshow for 9/27, where each Oregon delegate will meet with Japan tour operators/travel agents.

Opportunity: The participation cost will be \$750 for all these events. For an additional \$250 participation fee/person (see above), Oregon delegates, who wish to arrive earlier than the official mission starts, are invited to participate in TIA's See America destination seminar, trade show, reception held on 9/21 and 22. Please e-mail billie@traveloregon.com to receive the detailed Oregon Tourism Japan Sales Mission fact sheet.

Research Tours

As of May 10, 2004, the inaugural media research tour has been postponed (negotiations between Billie and NWA are ongoing).

In addition we are receiving requests for more research tours from NWA Asia Sales (the outside of Japan gateways in Asia), including S. Korea, China, etc. All requests for June were declined in a positive matter and Billie is working to continue to handle requests in a timely and realistic matter.

Trade: Mr. Parmes Bhatt – Active America, Japan May 21-24, 2004

Mr. Parmes Bhatt is coming to Portland and per the request of NWA is "checking" us out for our bid to host the 2005 Active America. OTC is hosting Mr. Bhatt.

Many thanks to: POVA and Marriott Waterfront for discounted rate.

Trade: NWA tour operator/travel agent research tour Group #1 June 18-23, 2004

We will be hosting a total of 10 travel trade clients plus 1 NWA representative. The overnights for Group #1 will be (pending approval from NWA): Astoria/North Coast, Forest Grove/wine country, Mt. Hood Territory area, Portland, Portland. This itinerary will include aspects of eco-tourism, history, farm and winery visits, scenic nature, tax-free outlet shopping and of course, the big city of Portland.

Opportunity: Please contact billie@traveloregon.com to host any of aspect of this research tour.

Trade: NWA tour operator/travel agent research tour Group #2 June 21-26, 2004

In the second group we will also be hosting 10 travel trade clients plus 1 NWA representative. The overnights for Group #2 will be (again pending approval from NWA): Portland, Portland, Newport, Eugene/valley, Hood River. This itinerary also will include the same aspects, in different locations (to "stretch" Oregon's offerings as much as possible) of eco-tourism, history, farm and winery visits, scenic nature, tax-free outlet shopping and of course, the big city of Portland. *Opportunity:* Please contact billie@traveloregon.com to host any of aspect of this research tour.

For OTC, Rene Walasavage will be coordinating both research tour itineraries plus the supplier trade show.

Media: RAISIN Magazine, July 2004

Two journalists will be coming to research Portland as a Slow Life destination. Jeff is the lead on this research tour.

Opportunity: Please contact jeff@pova.com to host RAISIN. A "studio/kitchen room" for 2 clients/2 beds is required. Many thanks.

Past

NWA training seminar April 13, 2004 in Tokyo

Upon NWA request Jeff Hammerly traveled to Japan to teach a training seminar on Portland and Oregon.

Media: Ski Journal, May 2004

Ski Journal came back again in May, this time to Mt. Bachelor. Ski Journal covers Oregon annually and sells a winter tour via this article, including Mt. Bachelor and Sunriver.

Many thanks to: Tomoko Hori/JRO, Jeff/POVA and Pam Duncan/COVA and Carly at Mt. Bachelor.

Asia – beyond markets

Research Tours

NWA Asia China, June 2004

The NWA China office will bring a group of NWA clients to Portland and Oregon in June.

Opportunity: **NWA China/Port of Portland is looking to work with a receptive operator to make all arrangements for this group.** There is a budget available. If you are a receptive operator, please contact billie@traveloregon.com immediately. If you are a hotel, or any other tourism partners, please let me know if you are interested in offering complimentary and/or discounted rates to this group.

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Europe

Germany

RESEARCH TRIPS

Future

Media: DERTour Press research trip May 23-28, 2004

Thanks to you, our statewide partners, this itinerary is set. DERTour is a top tour operator in Germany and will be bringing German media on this research tour of Oregon. DERTour and OTC are promoting Oregon and Portland as an exciting and new destination featured in the DERTour tour catalog. OTC will host 10 journalists and 1 DERTour representative. The itinerary will include: Portland, Washington County, McMinnville, Newport, Florence, Eugene, Canby, Oregon City, Multnomah Falls, Portland.

Many thanks to the following suppliers: Meridian Transportation Resources, The Hotel Lucia, The Heathman Restaurant, Portland Art Museum, Japanese Gardens, POVA, Montinore Estate Vineyards, CVBWC, Hotel Oregon, Marine Discovery Tours, Newport Chamber, Shilo Inn-Newport, Oregon Coast Aquarium, Heceta Head Lighthouse B&B, Sea Lion Caves, Sand Dunes Frontier, Valley River Inn, 5th Street Public Market, Oregon's Mt. Hood Territory, End of the Oregon Trail Interpretive Center, Rivershore Hotel, Museum of the Oregon Territory, Multnomah Falls Lodge.

Trade: Argus Reisen research trip June 24-July 3, 2004

This German tour operator concentrates on ranch vacations. At ITB they requested to reschedule the Washington/Oregon/California research trip, they had to cancel last year, due to the Iraq crisis. Ms. Manja Hattwig, product manager for Argus Reisen, will visit the properties below. *Many thanks to:* Wildhorse Resort & Tamastlikt/Pendleton, Bar M Ranch/Adams, Long Hollow Ranch/Sisters, Rock Springs Guest Ranch/Bend, Westin Portland, Coos Bay Red Lion Inn, Crater Lake, and Klamath Falls Shilo Inn.

Media: Ole Helmhausen, freelance, research trip June 20 - July 10, 2004

Mr. Helmhausen is a German journalist currently living in Montreal. He has published several travel guide books and is also writing for German dailies, the second largest German news magazine, and the online edition of the largest German news magazine. He is specifically interested in the Oregon Coast and has arranged his own stay in a fire watch tower. Joanne is currently working on his itinerary, which includes many stops along the coast as well as Portland.

Opportunity: 1 room needed: June 30 in Coos Bay; July 3 & 4 in Bandon; July 5 & 6 in Newport. Please email Joanne@traveloregon.com.

Media: Axel Scheibe 8/31-9/14/2004

Mr. Scheibe and his assistant will be arriving in Portland and will be picking up an El Monte motorhome for a trip of Eastern Oregon and Idaho. We are excited that we are able to host this team for specific "motorhome" coverage.

Opportunity: 2 rooms are needed in PDX vicinity for 8/31 and 2 rooms needed in greater Portland area on 9/13. Please email Joanne@traveloregon.com.

Media: Lufthansa Media research trip September 2004

OTC met again with Sandra Kraft with Lufthansa Frankfurt's press office at ITB. Ms. Kraft would like to invite some more of her top German journalists (initial research trip was in Oregon in May 2003) to research Oregon in September 2004. Dates have yet to be confirmed but will probably include four nights in Southern and Central Oregon and Portland.

Tentative: Media: n-tv, German TV, September 2004

N-tv's travel magazine has a viewership of 600,000 and has a "business-type viewership. N-tv is interested in filming in Oregon for a 30-minute show, which will include profiles of corporations. Financial contribution is expected in addition to the "usual" needs (complimentary rooms, ground transportation, all logistical set up, local production assistance, etc). OTC has not completed negotiations.

Past

Trade: Aeroplan, Mr. Andreas Kuehnel, April 29-May 1, 2004

Mr. Kuehnel visited Portland after PowWow in Los Angeles. Teresa O'Neill/POVA made the arrangements for him and his colleague.

Many thanks to: Teresa/POVA and the Heathman Hotel. They loved it and promised to promote us a whole bunch more!!!!

Trade: Meier's Weltreisen travel agent research trip May 3-8, 2004

Please let me share an e-mail with you from Nicole Dieckmann, Product Manager US for Meier's Weltreisen: *I like to thank very much for the great fam-trip last week!!!! As far as I*

heard the group was warmly welcomed all over, faced overwhelming impressions and was pampered by the whole organisation.

This was a fabulous tour for the agents and Meier's! They loved everything and the Meier's product in the 04 catalog, the upcoming winter ski product for 04/05 and the 05 catalog product was pushed.

Many thanks to: Raz Transportation, Red Lion at the Convention Center, POVA, Rex Hill Winery, Evergreen Aviation Museum, Shilo Inn – Lincoln City, Lincoln City VCB, Tanger Outlet Center, Chinook Winds Casino, Tradewinds Charters, Newport Chamber, Sandland Adventures, CVALCO, Roseburg VCB, Holiday Inn Express-Roseburg, Xanterra Parks & Resorts-Crater Lake, High Desert Museum, Wanderlust Tours, Holiday Inn Express Hotel & Suites – Bend, COVA, Warm Springs Museum, Timberline Lodge, Westin Portland, Portland Walking Tours, Portland Classical Chinese Gardens.

SPECIAL PROMOTIONS

As you know, we work on numerous special promotions at a time. Currently we are focusing on fall 04 promotions. We are looking to implement a rather large one, schedule to hit the German tour operator's consumer mailing list in July to push the motor home vacations in September, October and into November. This promotion is set to expand our season.

Feeder Markets (also referred to as “beyond markets”)

Showcase Italy, Visit USA Committee Italy, November 3-6, 2004

OTC will once again participate in Italy's Visit USA Committee's annual trade and media event. It will be held in the south of Italy. OTC will be paying the primary booth participation costs and therefore Oregon suppliers can attend. (Lucky Scott Hartcorn/Shilo Inns won this participation at the PowWow Marketplace! Congrats Scott!).

Opportunity: The discounted supplier rate is approx. \$1,000, which includes all show activities, meals and housing. Please contact billie@traveloregon.com

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

After an absence of 4 years to this trade show, Oregon will once again take part. OTC will share a booth with WA. As you know, Portland is part of the RMI (Rocky Mountain International) consortium as a gateway city. In WA, Spokane is also a gateway city, and Portland and Spokane have hired the RMI in-country representative to organize appointments for the OR/WA delegation. WTM is the primary show for the UK market, and has been successful for us in the past.

Opportunity: Teresa O'Neill/POVA will be lead to organize WTM for all of us. Please contact teresa@pova.com and cc billie@traveloregon.com if you are interested in participating. Participation cost will be around \$600/person and company and will most likely have to be limited to 2 participants.

RESEARCH TOURS

Future

Media: **Netherlands:** Bas Rotgans, June 17-20, 2004

Mr. Rotgans is covering the Dutch team's participation in the Salomon snow board event at Timberline. He will also be covering some other outdoor activities. This lead is coming from

WA's Dutch representative and we have committed to assisting with arrangements in the Hood River area, and financial support towards rental car and airline ticket.

Opportunity: 1 complimentary room is need for 3 nights, see above dates. Contact Joanne@traveloregon.com

Media: United Kingdom: Jan Etherington, Daily Telegraph – June 5-8, 2004

Ms. Etherington is a freelance writer on assignment for The Daily Telegraph's Sunday Travel Section (circulation 1,100,000). Her focus will be "Oregon's Undiscovered Coast." This article will be published in the autumn of 2004. We were originally contacted by North American Highways, a tour operator in the U.K. They have provided Ms. Etherington with flight and rental car to visit Oregon following their Oregon Coast itinerary. Their fly drive will be included in her article.

Many thanks to: The Stephanie Inn, Cannon Beach; The Channel House, Depoe Bay; Tu Tu' Tun Lodge, Gold Beach.

Tentative: Media: United Kingdom: Pilot Productions filming September 2004

OTC has recently had another contact with a UK production company wishing to shoot in the Pacific Northwest in September 2004. We have been communicating with them for approx. 3 years, working to bring this shoot to Oregon. Joanne will be the lead on implementing this itinerary as well. More to come on this trip.

Trade: Belgium: Jetair/TUI travel agent research trip September or October 2004

Joanne met with Jetair during the Belgium sales mission. At Pow Wow we presented a suggested Oregon itinerary for an agent fam for 16 people – including one journalist and one Jetair representative. The itinerary showcases parts of Jetair's catalog offerings, with overnights in Baker City, Bend and Portland. We are currently awaiting exact dates from Jetair.

Opportunity: Pls contact Joanne@traveloregon.com to host this tour operator agent research tour in above mentioned locations. We will also need attractions and restaurants.

Past

Trade: Netherlands: Aireka Reiseorganisatie travel agent research trip May 9-12, 2004

Joanne developed and accompanied this research trip of Dutch travel agents. The 7 agents, 2 Aireka representatives and 1 US Airways representative traveled by rental cars from California, through Oregon and on to Washington. Aireka will buy the PNW tour catalog product from Rocky Mountain Holiday Tours, an excellent receptive operator based in CO.

Many thanks to: Best Western Olympic Inn/Klamath Falls, Great Basin Visitor Association/Klamath County, Xanterra Parks & Resorts/Crater Lake, CVALCO, Holiday Inn Express/Florence, Sandland Adventures/Florence, Oregon Coast Aquarium/Newport, Lincoln City VCB, Tanger Outlet Center/Lincoln City, Embassy Suites Portland Downtown, POVA and Raz Transportation/Gray Line of Portland.

Media: United Kingdom: Essentially America research trip May 1-8, 2004

Mary Moore Mason, editor-in-chief for Essentially America visited Oregon after many years of pitching her (first meeting in 1997). This is a 4x/year travel publication aimed at frequent leisure travelers with high disposable income and a circulation of 50,000. Ms. Mason and Ms. Gilbert, serving as photographer, visited Oregon after PowWow. Both ladies thoroughly enjoyed their stay in Oregon stating in an email: "My itinerary was thoughtfully and efficiently organised so

that no time was wasted and I returned with enough material for my feature on Oregon, which will be published in the Autumn Issue of Essentially America, plus for other future features.”

Thank you to the following partners: Heathman Hotel/Portland, POVA, Inn at the Gorge B&B/Hood River, Hood River Chamber, Tamastlikt Cultural Institute, Wildhorse Resort & Casino, Pendleton Underground Tours/all Pendleton, Historic Union Hotel, Union County Tourism/Eastern Oregon VA, Sunriver Resort, COVA, Oregon Shakespeare Festival, Winchester Country Inn/both Ashland, Ashland Chamber, Beach Street Bed & B/Bandon, The Campbell House/Eugene, and CVALCO.

MEXICO

As you know, until now Barbara Steinfeld/POVA has been the lead on the Mexico market, since Mexicana Airlines announces the non-stop service last year. OTC is grateful for her and Janie Hansen's/Port of Portland hard work. We are happy that Joanne Holland-Bak will now be able to assist in the market and that she will be leading OTC's marketing and sales efforts. Please feel free to contact Joanne@traveloregon.com and Barbara@pova.com

Portland/Oregon Spanish language guide

Mexicana Airlines' in-flight magazine, Vuelo, has produced a 20-page travel guide on Portland and Oregon for their June issue. OTC purchased 4 pages in this guide for statewide advertorial. 3,500 of these guides will be printed for use as Portland and Oregon fulfillment. Text from the guide will also be received in a PDF format to include a Spanish section on traveloregon.com.

Strategic Plan Development

A detailed marketing plan will be developed after the strategic plan is approved for the Mexican market. Research on trends in the market, tradeshow, etc is currently being done. The plan will be complete by July 1st, including an overview of past market activities as well as a plan for the coming fiscal year.

Future

Mexicana Website – Trivia Contest

Mexicana is completing a Portland/Oregon page on their website. To encourage users to read the text about our region, a trivia contest will offer an all-inclusive package to Oregon. *Opportunity:* Oregon suppliers within close proximity of Portland (since the winner may not have a rental car) can have their company name and logo listed on the website for donating an overnight, meal or attraction admission. Interested businesses should contact Joanne@traveloregon.com by June 1st with their offer.

Mexico tour operator research trip/business appointments - July 8-11, 2004

POVA is organizing a 3-day research trip for major Mexican tour operators in July. On July 11th, a breakfast in Portland will include scheduled business appointments with these operators for Oregon suppliers. These operators mentioned specific interest in ski product and are focused on booking business while they are in Oregon.

For more information, contact Barbara@pova.com.

Portland/Oregon Travel Show in Guadalajara - August 26-28, 2004

Last year, approximately 100 tour operators, travel agents and media attended this breakfast presentation on Oregon followed by a trade show format. This successful show will be repeated

in August of 2004.

Opportunity: Statewide suppliers who are interested in traveling to Mexico for this show should contact Joanne@traveloregon.com . Cost details are still being finalized.

Past

ARLAG, May 4 - 8, 2004, Guadalajara

POVA and PDX shared a double booth again this year contacting 700 people in just 6 hours. Statewide suppliers assisted in the booth and OTC helped with partial payment.

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 2003	National Tour Association – Charlotte, NC
	February 2004	Blitz Arizona, AZ
	February 2004	Bank Travel Network – Myrtle Beach, SC
International:	April 2003	RMI Round Up - Rapid City, SD
	May 2003	PowWow – St. Louis, MO
	November 2003	Showcase USA, Italy
	January 2004	German Sales Trip “trip report”
	January 2004	North American Journeys Summit – Los Angeles, CA
Coming soon	February 2004	Go West! Summit – Reno, NV
	March 2004	France and Belgium Sales Trip “trip report”
Coming soon	February 2004	Receptive Service Association, New York
Coming soon	March 2004	ITB Berlin
Coming soon	April 2004	PowWow, Los Angeles, CA

Calendar

4/18/04	OTTTTF meeting in Portland
4/18-20/04	Governor’s Conference on Tourism, Portland
4/24-28/04	PowWow 2004, Los Angeles
5/1-8/04	Essentially America media research tour, UK
5/3-8/04	Meier’s Weltreisen travel agent research tour
5/4-8/04	ARLAG, Guadalajara by Barbara Steinfeld
5/9-11/04	Trip to Frankfurt, Germany, transition meeting with Lufthansa
5/9-12/04	Aireka (Tour Operator) – Dutch Travel Agent Research Tour, by Joanne HB
5/10/04	WSTPC workshop in Portland for POVA-Japan Seminar
5/17/04	WSTPC workshop in Ashland for SOVA
5/17-18/04	Speaking at Int’l Conference on Culinary Tourism in Victoria, BC by Joanne HB
5/23-28/04	DER Tours press group research tour
June 2004	NWA Asia Sales office, China; research tour
6/14/04	Governor’s Trade Mission to Japan, tourism event
6/18-23/04	NWA Japan tour operator/travel agent research tour Group #1
6/22/04	Japan Oregon supplier trade show and seminar
6/21-26/04	NWA Japan tour operator/travel agent research tour Group #1
July 04	RAISIN Magazine research tour, see above
September 04	T: Pilot Production, UK, TV crew research tour
9/21-22/04	TIA’s See America event in Tokyo
9/22-28/04	Japan Tourism Sales Mission
11/3-6/04	Showcase Italy, Visit USA Committee Italy

11/10-13/04 World Travel Market, London, UK
11/12-16/04 National Tour Association, Toronto Canada
1/25-28/05 Go West Summit, Phoenix, AZ