

**Oregon Overseas Partners NewsBrief**  
**January 2004, Issue #1**

**Hello Overseas Marketing Partners,**

Hope you all had great summer and fall seasons. We are getting ready for our winter season and it's looking promising with snow in the mountains already and ski resorts opening up every day!!! Developing year-round product is a priority to allow us to place product for domestic and overseas tour operators.

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.l.chester@state.or.us](mailto:chris.l.chester@state.or.us) (the middle initial is the letter L, not the number One).

You might remember that I asked you in the last NewsBrief if you could share overseas visitor numbers with me, completely confidential. I would also be very interested to hear from you if you have seen an increase in European visitors at your businesses and visitor centers. If you keep counts and you are able to compare international visitation from year to year, it would be great if you could share that as well. Of particular interest are Europeans (Germany, Austria, Switzerland, the Netherlands, Scandinavian Countries) as well as Mexico and Japan. As I have said before, German and Dutch tour operators (and therefore also their receptive operators) have seen increases in Oregon.

**ALL INTERNATIONAL**

Also following: ASIA-Japan, EUROPE: Germany and German speaking countries, Feeder markets, MEXICO)

**International Media Clipping Report**

I encourage you to ask for a copy of the actual clippings. This is how you find out if you were mentioned, after hosting media in the last year. Please e-mail Chris Chester for a copy - [chris.l.chester@state.or.us](mailto:chris.l.chester@state.or.us). You can also e-mail me to find out if certain writers have already been published or not.

<u>Year</u>	<u>Total circulation</u>	<u>Total \$ value</u>
2001	18,116,011	\$939,547
2002	13,478,680	\$1,534,984
2003:1 <sup>st</sup> qu.	6,849,310	\$434,816
2003:*2 <sup>nd</sup> qu.	10,149,958	\$742,527

\*preliminary data; compiled as of 11/24/03

**Overseas Visitors in Oregon Survey**

As every year, these surveys are out in 13 locations around the state from May – October. Thank you so much to the Oregon State Welcome Centers plus Visitor Centers in Newport, Eugene, Roseburg,

Bend and Baker City. For the past 3 years these locations have been assisting me with getting information from our visitors. These surveys are informal, of course, but again, give me a “feel” for the situation of Overseas Visitors in the state. Here are the results:

### ***2003 SURVEY RESULTS***

#### ***UK***

<b>YEAR</b>	<b>Total surveys/parties*</b>	<b>People</b>	<b>Total Nights</b>	<b>Average Party Size</b>	<b>Average Nights</b>
2000	145	402			7.87
2001	162	448			6.80
2002*	128	350	864	2.73	6.75
2003*	168	472	2904	2.81	6.15

#### ***GERMANY***

<b>YEAR</b>	<b>Total surveys/parties*</b>	<b>People</b>	<b>Total Nights</b>	<b>Average Party Size</b>	<b>Average Nights</b>
2000	273	814			8.58
2001	285	701			6.02
2002*	181	464	1149	2.56	6.35
2003*	235	620	5352	2.64	8.63

#### ***Austria/Switzerland***

<b>YEAR</b>	<b>Total surveys/parties*</b>	<b>People</b>	<b>Total Nights</b>	<b>Average Party Size</b>	<b>Average Nights</b>
2000	90	260			6.50
2001	57	202			9.30
2002*	61	171	449	2.80	7.36
2003*	61	145	861	2.38	5.94

#### ***Netherlands***

<b>YEAR</b>	<b>Total surveys/parties*</b>	<b>People</b>	<b>Total Nights</b>	<b>Average Party Size</b>	<b>Average Nights</b>
2000	74	184			6.16
2001	77	188			6.35
2002*	53	146	340	2.75	6.42
2003*	77	162	1061	2.16	6.55

#### ***Japan***

<b>YEAR</b>	<b>Total surveys/parties*</b>	<b>People</b>	<b>Total Nights</b>	<b>Average Party Size</b>	<b>Average Nights</b>
2003*	21	47	206	2.23	4.38

#### ***Mexico***

<b>YEAR</b>	<b>Total surveys/parties*</b>	<b>People</b>	<b>Total Nights</b>	<b>Average Party Size</b>	<b>Average Nights</b>
2003*	5	14	81	2.80	5.79

**\*PLEASE NOTE:** Two Portland based welcome centers did not participate in the surveys. These are the

very busy centers and it is safe to expect that large numbers of international visitors frequented these centers in 2002. In 2003, one Portland based welcome center did not participate. For comparison, 2003 is short one month of data. Completed data for part of September and October has not been received to date.

## GATEWAY INFORMATION

Gateway	2002 Top Gateways	2003 Top Gateways*
San Francisco	107	478
Seattle	97	364
Vancouver BC	47	171
PDX	35	243
LAX	26	267
Denver	11	47

\*new/and approved counting method, starting with 2003

### **Western States Tourism Policy Council (WSTPC) international workshops:**

The WSTPC has received a grant from the US Dept of Commerce, which will enable suppliers to off-set costs to participate in international tourism marketing activities in the future. In order to qualify for consideration of these monies, interested partners have to attend the WSTPC workshop. Please contact me via [billie.r.moser@state.or.us](mailto:billie.r.moser@state.or.us) if you are interested in hosting a workshop in your area. These grant monies are available for Small-and Midsize Enterprises (SMEs), companies under 1000 employees and in rural areas, under 100,000 population. As you can see, that qualifies pretty much the whole state.

Scheduled workshops:

10/28/03 Joseph-Wallowa Lake

12/4/03 Bend

2/25/04 Columbia River Gorge

Your area could be on this schedule!

*FUTURE*

### **North American Journeys Operator Summit, Los Angeles, CA January 28-29, 2004**

For the first time ever, a trade show/summit targeting receptive operators and domestic tour operators on the West Coast will take place. Since American Days in Germany was cancelled, Teresa O'Neill/POVA will be able to represent Oregon and Portland at this trade show. Getting in front of these operators is of tremendous importance to produce product for the international market. As mentioned many times before, the international tour operators buy from receptives. Are you in the major receptives' tariffs?

*Opportunity:* If you want to know more about this trade show, please e-mail me at [billie.r.moser@state.or.us](mailto:billie.r.moser@state.or.us), I am happy to put you in touch with the organizers.

### **Go West! Summit, Reno NV February 2-5, 2004**

Also, since American Days in Germany was cancelled, I will be able to travel to Reno to be at Go West! the first time ever. Go West! is a regional trade show with one-on-one appointments with international and domestic trade and international media, specifically interested in the product the West

offers. The organizers are allowing Oregon to take part, even though Oregon is not one of the state sponsors (due to our lack of financial resources in the past, we could never buy in). I have been allowed to be there this year without being a state sponsor, and am working to become a full member (meaning state sponsor). After Oregon becomes a full member (hopefully in 2005), Oregon suppliers – you - will be allowed to participate in this show as well.

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

Remember that this is the number one international trade show for any of us selling internationally: As every year, Oregon will have a presence at PowWow. Oregon will hold three booths, the maximum allowed. The following partners have signed up: CVALCO, Central Oregon, Southern Oregon, POVA/Japan, Lincoln City/Newport, Shilo Inns. POVA will also hold a booth; co-operating with the Portland Hilton. Once again, Wildhorse Casino Resort and Tamastlikt will have a booth and Mr. Izzy Oren/Ponderosa Ranch will also purchase his own space. We will work again to have all 6 Oregon booths set up in one row. 2004 Participation will be: \$1,975/person for TIA members, \$2,375/person for non-TIA members plus travel costs.

*Opportunity:* Both the OTC and POVA booths have been filled for 2004. Please e-mail me to be placed on the waiting list for 2005.

**North American Journeys, [www.visitnaj.com](http://www.visitnaj.com)**

Since the last NewsBrief, I have received a few questions about North American Journeys as this company was at NTA in Charlotte. Annually, I have reported on this in the NewsBrief. Please know that OTC has participated since the very beginning, 7 years ago. This is part of our sales strategy to receptive operators. North American Journeys does an excellent job, marketing visitnaj.com to receptives, international and domestic tour operators and whole sellers. The 2003 fly-drive itinerary featured was financially co-oped with Portland, Lincoln City and Lane County. The 2004 fly-drive itinerary will go live April 2004 til March 2005 (it is timed for premiering at PowWow every year). Please let know if you are interested in financially co-oping with OTC in the future.

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**ASIA**

*FUTURE*

**2004 JAPAN "replacement mission" - Receptive Operator "Super-Research Tour"**

OTC, POVA, and our Oregon partners are planning a joint research and educational tour/marketplace to promote our state to Japanese receptive tour operators and media, tentatively scheduled for June 1-6, 2004. The purpose of this event is to continue, and expand, the on-going education directed to the Japanese travel market about our destination and products, and to introduce Oregon suppliers to the major Japanese receptive operator companies actively pursued by OTC/POVA. The timing is perfect for our state tourism partners to interact with Japanese decision-makers and to introduce them to the properties, attractions, and services available in Oregon... on our own turf. The concept is to combine a "Superfam" tour with an interactive marketplace where buyers and sellers have opportunities to conduct business. Tentatively, three 2-night tours are planned outside of Portland.

*Opportunity:* We will soon be extending an invitation to those who are interested in Japanese market to develop and/or further cultivate their contacts with the Japanese travel industry through participation in this event; either by complimentary hosting the group and/or participation in the marketplace/tradeshaw. We look forward to enthusiastic participation by fabulous partners around the state in this "Superfam."

### **Oregon Japan Language Brochure 2004/05**

The proposals have been received for the 2004/2005 Japan Language Brochure. Jeff Hammerly and myself will choose a contractor first week in December and move forward. The 2004-2005 edition will come in an exciting new format: a 5 3/8" x 8" "Digest" size publication with a 6-page roll out cover for introductions and the Oregon map.

*Opportunity:* This new format allows for some interesting advertising possibilities for your business. Those interested in further investigating ad placement may e-mail [jeff@pova.com](mailto:jeff@pova.com), and he will pass on your contact information to the successful contractor.

### **Japan School Excursion Trip Seminars, Tokyo, January 2004**

Jeff Hammerly will head to Japan in late January to run seminars for educational travel sales managers, students, parents and teachers about "Shugaku Ryoko" school excursions to Oregon. He will discuss with Japan Travel Bureau sales managers how to sell Oregon as a destination for educational travel, and with students at Shukutoku Yono High School and Ikubunkan High School about what they can expect from their already booked, upcoming 2004 trips.

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

Jeff Hammerly will represent the state at the 13<sup>th</sup> annual Active America Travel Summit, sponsored by Northwest Airlines, and held this year at the Delta Chelsea Hotel in May. 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.

*Opportunity:* Information on participation in the summit is available at [www.activeamerica.jp](http://www.activeamerica.jp). This year, for the first time, we are also offering a lower cost alternative to full participation. Hammerly will be giving a ten-minute PowerPoint presentation in Japanese to tour operators and Northwest officials on the wonderful travel opportunities that await Japanese visitors to Oregon. This year, he is offering you an opportunity to buy into this presentation by providing electronic images and suggested text to include in his dynamic Oregon presentation. Cost: \$250, which includes 1-1/2 minutes of focused presentation time, integration of your graphics and images into the presentation, and translation of your desired text into oral Japanese. Please contact Hammerly at [jeff@pova.com](mailto:jeff@pova.com) to indicate your interest and find out more. Participation is limited to four partners. Participation agreement is due February 1, and materials (images, script, and payment) are due no later than March 1, 2004.

### **traveloregon.com Japanese Language Website**

The Japanese version of Oregon Tourism Commission's website ([www.traveloregon.com/jp](http://www.traveloregon.com/jp)) is under consideration for updating. Discussions are being held regarding direction to take the site to keep it relevant and compatible with the English version, due to be revamped soon.

*Media*

*Future*

**Japan America Television from CA, December 6-12, 2003**

A crew from Japanese language broadcaster *Japan America Television*, Los Angeles/San Diego (KSCI Channel 18) will be visiting Oregon December 6-12 to film three 1/2-hour documentary pieces, to be aired Jan 3, 10, and 17, 2004 to 5.7 million households in the Los Angeles and San Diego areas. The programs will focus on the lives of Japanese expatriates and executives living and working in Oregon, and will include tourism elements. Portions of arrangements for location production are being supported by OTC, POVA, The Residence Inn by Marriott Riverplace, and Phoenix Inn-North Salem. Core viewership for the program is about 200,000, comprised primarily of Japanese expatriate business people and their families, students, Japanese Americans, and other Japanese language speakers.

*Past*

**Oregon Bar and Grill, Tokyo**

The Oregon-Bar & Grill in Tokyo successfully completed it's "Gourmet Tour" to Oregon in October. '03 Japanese food importer/exporter Maruha Corporation, owner/operators of the new "Oregon Bar and Grill" restaurant in Tokyo offered their patrons a chance to experience the flavors and sights of the Pacific Northwest right here in Oregon. This planned tour is the type of result envisioned when we asked for our partners' support of photo and video imagery for use in the Oregon Bar and Grill restaurant. Thank you all!

**TIA's SeeAmerica Media Marketplace, Sept 30, 2003 -- Tokyo, Japan**

Jeffrey Hammerly of POVA and Tomoko Hori of the Oregon State Japan Representative Office (JRO) attended this special trade event for the international travel press which focuses on "one-on-one" meetings with Japanese media in an informal table-top trade show format. Hammerly and Hori pitched story ideas and itineraries from the greater Portland area, Southern Oregon, Lane County and Clackamas County. Thank you to those who responded to our recruitment for partner participation through the Overseas Partners NewsBrief last July.

**JATA World Tourism Congress and JATA World Travel Fair, Oct. 2-5, 2003 -  
Yokohama, Japan**

The JATA World Travel Fair 2003 attracted more than 91,000 visitors over the course of three days. Hammerly and Hori manned the Oregon booth within the popular SeeAmerica village, meeting with travel professionals, greeting consumers and distributing promotional materials. THANK YOU PARTICIPANTS.

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**EUROPE**

**Germany**

***Trade***

Mr. Carsten Goreth, PM International at German Hotel Reservation System HRS had contacted us regarding hotels in Portland, Oregon. He told us that they have realized an increasing number of hotel requests for Portland. Since they do not have many hotels in Portland in their online reservation system they are very interested in adding more. Mr. Goreth had obviously corresponded with Teresa O'Neill after Pow Wow 2003.

Could you please see if there are hotels in Portland and Oregon that would be interested in working with them.

Please have the hotels contact Mr. Goreth directly. His address is as follows:

Carsten Goreth  
>Product Manager International  
>  
>Tel: 011-49 221-2077-552  
>Fax: 011-49 221-2077-654  
>  
>HOTEL RESERVATION SERVICE (HRS)  
>Robert Ragge GmbH  
>Drususgasse 7-11,  
>D-50667 Koeln/Germany  
>[www.hrs.de/www.hrs.com](http://www.hrs.de/www.hrs.com)  
>wap.hrs.de/wap.hrs.com, i-mode

HRS has currently 110,000 hotels in their database (Europe, USA and Asia). The only "costs" the hotels will have is the commission at booking.

Attached is a letter that briefly describes what HRS is looking for and what it offers to the participating hotels.

Please let me know if you need further information or if you have questions.

Take care,  
Susanne

*Future Research Trips*

**Meier's Weltreisen travel agent research tour April 2004**

As reported, OTC has committed to a travel agent research tour for Meier's Weltreisen, one of the top

5 tour operators in Germany. The itinerary has been set since the last NewsBrief, following Meier's catalog featured fly-drive as best as possible: Portland-Newport-Roseburg-via Crater Lake - Bend-Portland. We have worked with Meier's for many years, and want to introduce the Oregon product in the Meier's catalogs directly to their travel agents. FYI: Meier's buys primarily from the following receptives: New World and ATI among others.

*Opportunity:* If you know that you are one of the Meier's hotels featured, I am asking you to please host this group of up to 15 travel agents. We will need 6 or 7 double rooms and 2-4 single rooms, plus meals and attractions along the way.

#### *Past Research Trips*

#### **LH Germany, Duesseldorf Sales Support September 25-28, 2003**

This official LH group research tour went great – thanks to all of you. Two of the 5 tour operators on this research tour have informed me that they will be producing/including Oregon product for the 2004 season! Both buy from many receptives, as they do not have exclusive contracts with any one receptive tour company.

*POVA and I would like to send many thanks to:* RAZ Transportation, Red Lion Inn/Astoria, Baked Alaska, Wet Dog Café, Fort Clatsop, Fort Stevens State Park, Montinore Vineyards, The Westin Portland, Port of Portland, Chinese Classical Gardens, Manzana Rotisserie and Grill, Willamette Jet Boats, Red Star Tavern, 5<sup>th</sup> Avenue Suites, The Benson Hotel and many more.

#### **LH Germany, Cologne, Berlin Sales Support October 9-13, 2003**

This research trip also went well. On above dates, the Cologne and Berlin regions brought one group of 9 persons (plus 2 from Oregon), corporate and incentive clients. Many thanks to Jeannine Breshears (JB) who organized this tour for Oregon Tourism and Joanne Holland-Bak/CVALCO who was the Oregon tour manager.

*POVA and I would like to thank:* RAZ Transportation, Newport Chamber, Elizabeth Street Inn, Shilo Inn, Marine Discovery Tours, Oregon Coast Aquarium, Brewers on the Bay-all Newport, CVALCO, Sea Lion Caves, Sand Dunes Frontier – both Florence, Hilton Hotel/Eugene, Steelhead Brewing Co/Eugene, Villa Evenings/Pfeiffer Vineyards in Junction City, Mission Mill/Salem, Mt. Angel Brewing Company, Woodburn Company Stores, POVA, Portland Hilton Hotel & Executive Towers, Port of Portland, Classical Chinese Garden, Manzana Rotisserie and grill, Willamette Jet Boats, Wildwood Restaurant, Multnomah Falls Lodge and many more.

#### **October 7-13, 2003 Incentive House Research Tour, Germany**

Teresa O'Neill/POVA is the lead for the Incentive Market and was the lead for this research tour, initiated by Uniquely Northwest of Seattle/Portland; Teresa O'Neill/POVA, Heidi Benaman and Uniquely NW's developed this research tour. POVA, Port of Portland and OTC contributed financially to this project.

*POVA, Port of Portland and I would like to thank:* Uniquely NW and their transportation provider, COVA, Sunriver Resort, Rock Springs Guest Ranch, Cog Wild, Wanderlust Tours – all Bend, CVALCO, Valley River Inn-Eugene, Newport Chamber, Marine Discovery Tours-Newport, Inn at Spanish Head-Lincoln City, Salishan Resort, Evergreen Aviation Museum, Montinore Vineyard, 5<sup>th</sup> Avenue Suites, Willamette Jet Boats – both Portland, Skamania Lodge.

#### *Future*

#### **The Oregon German Magazine (= America Journal Overprint)**

I am pleased to inform you that we will have a brand new All-Oregon German travel fulfillment piece in January. I have kept you informed of this project in the past few months. All puzzle pieces were put together and even the Meier's "Lewis&Clark" fly-drive itinerary was produced and included, meeting our goal to bring the tour operator product directly to the consumer for purchase.

#### **American Days has been cancelled!/German Sales Trip, January 2004**

I am very disappointed to report that the American Days event (3 cities in Germany) has been cancelled due to not satisfactory supplier registrations.

In its place, I will travel to Germany for one-on-one sales calls with tour operators and will still be hosting a media event in Hamburg, a media centers in Germany. At this media event, I will be "premiering" the Oregon German Magazine. Another major emphasis for the trip will be given to the new motor home rental stations (\* see below for more info) in Portland for tour operator itineraries and I hope to negotiate some special promotions for us.

#### **ITB (International Tourism Boerse), Berlin, March 12-16, 2004**

As every year, I would like to inform all of you that OTC (and WA as PNW) will have a presence with a workstation. I encourage all of you to consider buying your own workstation/ booth. POVA, CVALCO, Wildhorse Resort and Casino and Hood River County will be in the USA Pavilion.

*Opportunities:* The official deadline has passed, but let me know if you want in!

#### **\*) International Motorhome Rental Stations coming to Portland**

For years, we have been trying to secure a rental station of one of the major motor home rental companies, which market aggressively overseas: El Monte and Cruise America are two of those. Now, both will enter the Portland market with rental stations. What does that mean? Now, overseas visitors can pick up or drop off a motor home in Portland and tour the region, which is very very popular for the Europeans. This is great news for Oregon's RV parks, state parks and hotels in the PDX vicinity. Tour operators book motor home renting visitors into hotels for a minimum of one night upon arrival, as well as upon departure. Teresa and myself will work with the tour operators on motor home itineraries and arrival and departure packages. And as I stated above, I am working to secure some special promotions with tour operators for this brand new product. Having these motor home stations means, that Oregon can now capture a brand new market we never had! Before now, visitors could only pick up and drop off in Seattle/Vancouver, San Francisco, Los Angeles on the West Coast. Therefore, we also "lost" all arriving and departing visitors for PDX who wanted this type of vacation.

*Opportunity:* Hotels located in the airport vicinity, as well as downtown hotels, looking to capture this business, are encouraged to consider offering shuttle service (like your airport shuttle service) to the

motor home rental stations. All major tour operators offer motor home tours and they are very excited about this for us (many of them encouraged both companies to open stations in Portland). The El Monte's station is open and ready for business at Gresham Ford. Cruise America will be located within a 30-minute drive of the airport and will be open in May '04. Please contact [billie.r.moser@state.or.us](mailto:billie.r.moser@state.or.us) and/or [teresa@pova.com](mailto:teresa@pova.com)

#### **Misc. tour operator fall/winter and spring/summer '04 promotions**

As reported in past NewsBriefs, here is another update on misc. promotions with tour operators. For a complete list of misc. promotions, please e-mail [billie.r.moser@state.or.us](mailto:billie.r.moser@state.or.us).

**Meier's Weltreisen – Germany:** Susanne Schmitt/Wiechmann Tourism Service, our German representation office, will work the Meier's Roadshow (traveling around Germany and presenting to travel agents each day in workshops, 3 workshops per day) the last week in November on our behalf. This Roadshow will feature Oregon's summer 2004 product and will also be tied into the travel agent research tour in April 2004.

**McFlight – Germany:** Negotiated a travel agent flyer promotion with McFlight, promoting the LH flight, in October/November. McFlight is now looking to produce the promo flyer for early December. McFlight buys ground product from FTI (tour operator in Munich); financed by Port grant monies.

**Thomas Cook/Neckermann - Germany:** This flyer promotion will not be implemented until Spring '04. As you know, the plan had been to do a fall promotional flyer for September. Due to the major re-organizations at Thomas Cook/Germany, this project did not realize from the German side. Thomas Cook does not offer any winter product in their catalog, and therefore a flyer will not make sense at this point in time.

**Westwind Touristik:** I was happy to support part of the costs for a Infox mailing to travel agencies in Germany, which went out in early September promoting 4 different tours in Oregon for fall and winter made possible by the Port of Portland.

**Aeroplan – Germany:** This travel agent flyer promotion went out in late October. Once again, the new LH flight and tour product is being promoted through this tour operator in Cologne. This is targeting the fall/winter season primarily and is made possible by the Port of Portland grant monies we are managing. Aeroplan has reported a good booking response already.

**Meier's Weltreisen – Germany:** Susanne Schmitt with our German representation office, Wiechmann Tourism Service participated in Meier's Weltreisen's "Travel Talk Breakfasts with Travel Agents" in August. This particular promotion focused on our 2003/04 winter product and costs were shared with WA state. 129 travel agents participated in the cities of Berlin, Kiel, Goettingen, Dresden, *Duesseldorf, Frankfurt, Stuttgart, Munich and Berlin- total of 517 travel agents in audience. Total of 25 power point presentations in 5 days,*

*Media*

### *Future*

For the media event in Hamburg, do you need video recorder, a projector for slides or a beamer?

Mrs. Munk-Pedersen suggested to bring some small give-aways along or - which would even be better - to give away a trip to Oregon. Just a suggestion.

### **DER tour operator press research tour spring (May) 2004**

As reported, OTC has committed to this press research tour to DER Tours, also a top 5 tour operator in Germany. I have committed to hosting up to 11 persons (11 singles), plus 2 meals/2 attractions/activities per day for 5 nights total. I was happy to commit to DER, as this promotes Oregon's product in the DER tour catalog and cements our relationship further. DER buys their product from receptive operator New World Travel. Stay tuned on itinerary, which will mirror (as much as possible) DER featured product. Please stay tuned for more details.

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

Having to take advantage of the tight timelines in international marketing, Oregon needs to plan on proactive in-country sales and marketing activities in the primary European feeder markets before May 2004. The window of opportunity then closes for the 2005 tour operator (catalog) season.

### *Trade*

#### *Future Research Trip*

### **LH Europe tour operators research tour February 3-7, 2004**

The dates have now been set for the Europe LH sales office tour operator group research trip.

This 4 nights research tour will include 1 night Portland - 2 nights Bend/Central Oregon - 1 night Bend. I am very happy to report that 12 leisure tour operators from 6 countries (3-UK, 1-Croatia, 4-France, 1-Sweden, 1-Austria, 2-Switzerland) will be coming. This fits very well with the overall strategy of developing product with receptive operators, developing winter/year-round product, and fits into the time line for us to be able to secure product in 2005 tour catalogs. Thanks so far to POVA and COVA.

*Opportunity:* POVA and COVA have been working on this research tour. Please e-mail me to get involved.

### **Aireka Reisorganisatie bv (tour operator), The Netherlands, travel agent research tour May 2004**

All of you who participated in PowWow in St. Louis know about Aireka. A specific presentation to travel agents about West Coast product will happen on December 2 in Amsterdam, and this travel agent research tour will focus on selling the West Coast product Aireka will produce. This research tour was originally scheduled for November 2003, but the tour operator needed to postpone to spring '04. Each state, CA, OR, WA will host 3 nights, as the tour will start in San Francisco and end in

Seattle. I have been working with the General Manager to find out if he will buy product directly from Oregon (and WA and CA) suppliers, or if he will be buying from a receptive operator, and if so, which one. This information will then direct the research tour. I will be asking for the following for this group: 6 or 7 double rooms and 2-4 single rooms, plus meals and attractions along the way. Stay tuned!

#### *Past Research Trips*

#### **Rocky Mountain Holiday Tours (RMHT) plus clients October 7-11, 2003, France**

Gary Schluter/President and Brian Gomi/Product Manager, with RMHT (receptive operators from CO) were in Oregon. RMHT is one of the two "official RMI receptive operators" and traveled with one client, Boomerang Voyages from France. I have received lengthy thank you e-mails from both RMHT and Boomerang, and Olivier has committed already to including Oregon in his product line! That's how it's supposed to happen! Are you in RMHT's tariff to take advantage of this business coming to Oregon?

*Many thanks to:* Shilo Inn-Newport, Newport Chamber, Inn of the Seventh Mountain-Bend, COVA, BW Greenwood Inn-Beaverton, and The Heathman Hotel-Portland, POVA.

#### **Lufthansa/United Airlines travel agent/operator research trip October 9-11, 2003 Netherlands**

Ms. Heike Birlenbach, General Manager LH Amsterdam and her counterpart at United Airlines were very very happy with the Oregon research tour we organized. Many thanks to Barbara Steinfeld/POVA who was the Oregon tour manager for this group of 8.

*Many thanks to:* Starline Transportation, Hood River County, BW Hood River Inn, Columbia Gorge Hotel, Int'l Carousel Art Museum/Hood River, Columbia Gorge Discovery Center/The Dalles, Columbia River Sternwheeler/Cascade Locks, POVA, Portland Brewery, Portland Hilton and Executive Tower, Columbia Crossroads Tours, Port of Portland, and many more.

#### *Future Activities*

#### **As reported, I am working to implement a 2-Day Sales Trip to Paris – March 7-10, 2004 (prior to ITB 04)**

Please stay tuned on this activity as I am checking out the French market to ensure excellent timing for a sales trip to Paris. It has come to my attention that a travel consumer show is scheduled for the same time and therefore we might not be able to see the contacts we need to see. I am still checking this out. As reported in the last NewsBrief: The activities in Paris will target "Oregon tourism product development" goals. OTC has not pro-actively marketed in France and more Oregon product needs to be placed into tour operator catalogs. Also, we will be looking to secure one-on-one appointments with travel trade publications primarily, consumer media secondarily. Dates: March 7, 2004- depart Oregon for Paris, March 8, 2004- arrive Paris, March 9 & 10 - sales calls, March 11, 2004-transfer Paris to Berlin, arrive Berlin, set up ITB (3/12-16/04-ITB Berlin).

OTC will secure an in-country representative as project manager to arrange for sales calls and sales presentations in one-on-one appointments and for language assistance.

*Opportunity:* The cost estimates are \$200-300/person which will cover the in country representative, please contact Billie for a fact sheet.

*Past Activities*

**Visit USA Show, Italy – November 5-8, 2003**

OTC participated in Italy's Visit USA Showcase. Once again, the Visit USA Committee proved to be an excellent show for us, especially since this was our first pro-active activity in Italy in quite a few years. I feel that Italy has the potential to be one of our top 3 European markets. The tour operators and travel media I met with in one-on-one appointments, knew about Portland and the Oregon Coast, whereas the 50 or so travel agents did not know anything about Oregon, or where we are even located. When mentioning the non-stop LH flight, many of them acknowledged knowing about Portland as a LH destination.

Contact name list/leads will be available by mid-December.

*Many thanks to:* The following partners sponsored gift certificates for the "travel agent night": Shilo Inns (2 nights) at Portland Airport and Beaverton, POVA for VIP attraction passes, Wildhorse Resort and Casino for 1 night, 2 Tamastlikt tickets and golf-all Pendleton, Inn at Spanish Head/Lincoln City for one night.

**Misc. tour operator fall/winter '03 and spring/summer '04 promotions**

**Aireka Reiseorganisatie bv-The Netherlands**

Presentation on December 2, 2003, over 250 travel agents have been invited. OTC hired WA State's Dutch Representative Office to do the presentation, a power point has been put together and sent, as well as give-aways for the agents. The above travel agent research tour is tied into this promotion.

**Jan Doets America Tours, The Netherlands**

Just like last year, OTC has committed to an advertising campaign with this major America tour operator. Last year's results of the "Catering Truck Promotion" yielded a +15% (in a difficult year of SARS and Iraq crisis) in our fly-drive program. Last year, OTC partnered with Izzy Oren, Ponderosa Cattle Ranch, and for the 2004 season, OTC is partnering with WA State. A large image of OR/WA will be placed on the back of 10 Catering Trucks for a 3 month period in early spring 2004. Jan Doets also sells US motor home rental vacations, and I hope to increase our booking in/out of PDX with this new product through this promotion.

*Media*

*Future*

*Past*

**Group Media Research Tour-Netherlands & Sweden, with WA State, October 6-12, 2003**

This media research tour also went off well. OTC worked with WA State and their Dutch representation office, BuroSix, on this 7-day research tour. Two Swedish journalists, sent by LH Sweden, joined this group. I traveled with the group as the tour manager, and know that we'll be receiving excellent coverage in The Netherlands and Sweden.

*Many thanks to:* Wildhorse Resort and Casino, Raphael's Restaurant, Tamastslit Cultural Institute, Round Up Hall of Fame – all Pendleton, POVA, BridgePort Brewing, Portland Classical Chinese Garden, The Westin, Portland Walking Tours, Portland Art Museum – all Portland, our many friends in WA State and many more.

**MEXICO**

Mexicana Airlines' non-stop service to Guadalajara and on to Mexico City or Morelia has allowed us to work this market in a pro-active way. As you know, Barbara Steinfeld/POVA – thank you so much - is taking the lead on everyone's behalf. Barbara speaks Spanish and worked the Mexican market in her former job, and therefore is extremely qualified. Barbara works in close partnership with Janie Hansen/Port of Portland. Many thanks!

While in Guadalajara in October with the Portland Sister City delegation, Barbara Steinfeld/POVA, made sales calls to travel agents and tour operators with the local representative from Alaska Airlines. Clients were very interested in a new USA destination, especially for shopping and skiing, but felt they need a research tour to really find out how to sell and package Portland. We hope to work on such a tour in February 2004. Alaska hosted a very well organized breakfast for travel agents in Guadalajara in October in which Portland participated.

In the meantime, Mexicana Airlines brought their top business clients to Portland for a weekend in November. Janie Hansen/Port of Portland and Barbara Steinfeld hosted the tour and the clients were duly impressed by all they saw, purchased (lots of shopping) and ate from Yoshida's wine tasting to Timberline's tour to Julee's Gorge tour of Mirror Lake. The vice president of marketing for Mexicana, Alfonso Castro, and his team were also on this tour. As a result, what we were looking for, we achieved:

- a. Mexicana is now going to feature Portland in its VTP program with an ad and hotel listings. Oregon is featured in Azul Magazine this month and next month with feature articles and many photos.
- b. Portland is being invited to make a breakfast presentation in Mexico City in January with Mexicana to top travel agents.
- c. Talks have begun about follow-up research (fam) tours for travel agents and tour operators. Mexicana is working with Onvisa tour operator to package Oregon this winter (no details yet).
- d. 7000 copies of the Spanish brochure designed by the Port are being distributed in Mexican sports facilities and travel agencies by Mexicana.
- e. Plans are underway for more coverage for Oregon in other Mexicana publications and promotions.
- f. Plans are also being discussed with the Woodburn Company Stores for shopping packages for this

season.

Janie and Barbara will attend Expo Vacaciones in Mexico City in February followed by ARLAG in Guadalajara in May, sponsored by the Port of Portland and OTC.

Please contact Barbara with questions: Barbara Steinfeld, Director of Cultural Tourism, tel: 503.275.9778 , [barbara@pova.com](mailto:barbara@pova.com)

#### *MISC. UPDATES/NEWS*

#### **OTTTF – Team Oregon**

I encourage you to stay updated with OTTTF activities, as the domestic and international trade business overlap. Domestic tour operators are also receptive operators for the international market. Also remember, that I am using OTTTF's quarterly "What's New" for the many international press kits and send the international media to [www.OregonPackagedTravel.com](http://www.OregonPackagedTravel.com) as well.

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

Leads/contact name lists are available in ACCESS format. Please contact Chris Chester for an electronic version. [chris.l.chester@state.or.us](mailto:chris.l.chester@state.or.us) (middle initial is letter L, not number One)

Domestic:	January 2003	<b><u>Bank Travel Network – Biloxi, MS</u></b>
	February 2003	<b><u>American Bus Association – Indianapolis, IN</u></b>
Coming soon	November 2003	<b><u>National Tour Association – Charlotte, SC</u></b>
	International:	
	March 2003	<b><u>ITB – International Tourism Boerse, Berlin Germany</u></b>
	April 2003	<b><u>RMI Round Up, Rapid City, SD</u></b>
	May 2003	<b><u>PowWow – St. Louis, MO</u></b>
Coming soon	November 2003	<b><u>Showcase USA, Italy</u></b>

#### **Calendar - for easier overview**

11/4-9/03	Visit USA Showcase in Italy
11/14-17/03	NTA Charlotte, NC
12/3/03	Participating in POVA workshop
12/4/03	WSTPC workshop in Bend for Central Oregon
1/8-9/04	OTTTF meeting: Inn at Cooper Spur/Mt. Hood
January 04	Travel breakfast w/Mexicana Airlines in Mexico, by Barbara Steinfeld/POVA
January 04	Sales trip to Germany, tour operators plus one media event
1/28-29/04	Receptive Operator Summit in LA, CA by Teresa O'Neill/POVA
2/3-5/03	Go West! in Reno, NV
2/3-7/04	Europe tour operator research tour w/LH Europe
2/7-10/04	Bank Travel Network, Myrtle Beach, SC
3/8-11/04	T: Paris tour operator sales calls
3/12-16/04	ITB Berlin

April 2004 Meier's Weltreisen travel agent research tour  
4/18/04 OTTTF meeting in Portland  
4/18-20/04 Governor's Conference on Tourism, Portland  
4/24-28/04 PowWow 2004, Los Angeles  
May 2004 DER Tours press group research tour  
May 2004 Aireka (Tour Operator) – Dutch Travel Agent Research Tour