

Oregon Overseas Partners NewsBrief
March 1, 2004, Issue #2

Hello Overseas Marketing Partners,

I am hopeful that you are all doing well – the snow is fabulous everywhere this year in Oregon and hopefully it's also going well everywhere else.

The announcement of Northwest Airlines (NWA) is another incredible boost to Oregon's economy, including tourism. Please see below what we are doing right now for the very short term, as well some drafted long term plans. We are in a situation, where we have to make things happen for this summer season and – at the very same time – plan for the long term, specifically the 2005 catalogs.

We have started on implementing programs in Germany. Specifically, we are working on numerous special promotions to boost these year's overseas visitor numbers for the spring and fall months and emphasizing the excellent exchange rate. Furthermore, work is under way to make sure Oregon is represented well in 2005 tour catalogs. Developing year-round product, and expanding our current spring and fall seasons, are priorities.

I would like to announce that Joanne Holland-Bak (CVALCO) will start at OTC on March 2 in her capacity of Travel Trade Marketing Manager. Joanne will be taking responsibilities for certain markets and will be coordinating activities for Europe. Please help me welcome her to the OTC team.

Joanne's e-mail is Joanne.hollandbak@state.or.us

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 (the middle initial is the letter L, not the number One).

ALL INTERNATIONAL

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

International language material available?

Expanding our overseas markets means producing more foreign language material. If you already have foreign language material available, please send a copy of it to OTC, attention: Billie-Foreign Language Material.

I will be making all German material available on our German website, www.traveloregon.de. In the future, I will also be localizing traveloregon.com/jp, the Japanese site and will look to include all Japanese material any of you offer. I will also be producing foreign language material/website material in the near future and am hoping to develop Spanish, Italian and French material and press kits/press material by June 2005. If you want to produce foreign language material, please refer to the business site of www.traveloregon.com/otc.cfm and go to "International Program" "How to produce material

for the international market”, which was developed to assist you.

International Media Impressions/Clipping Report

Second quarter of 2003 has been compiled, please see total numbers below. I encourage you to ask for your own copy of the actual clippings to track your impact. Please feel free to ask for one. Please e-mail Chris Chester for a copy - chris.l.chester@state.or.us.

<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 st qu.	6,849,310	\$434,816
2003:2 nd qu.	10,811,793	\$777,035

Western States Tourism Policy Council (WSTPC) international workshops:

As reported in past NewsBriefs, 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 if you are interested in hosting a workshop in your area. These grant monies are available for Small-and Midsize Enterprises (SMEs). I will be making the money available for this fall and the spring of 2005 sales and marketing activities. Read below upcoming activities for which you can use the funds (Japan mission in fall of 04, Go West in 05, etc). The selection process will take place this summer. Scheduled workshops:

- 10/28/03 Joseph-Wallowa Lake
- 12/4/03 Bend
- 2/25/04 Columbia River Gorge
- 2/27/04 Florence
- 3/26/04 Newport
- 4/19/04 Portland, Governor’s Conference on Tourism
- 5/17/04 Ashland
- 5/12/04 Portland

FUTURE

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

All planning is under way for the most important show of the year. Once again, the Confederated Tribes of the Umatilla, Ponderosa Ranch and POVA will each have one booth. OTC has three booths, the most allowed. POVA will be cooping with Portland Hilton and the Mark Spencer Hotel. In the Oregon booth, the following partners are registered: CVALCO, COVA, SOVA, Lincoln City/Newport, Shilo Inns, POVA/Japan, POVA/Mexico and JRO/Tokyo. This year, we will have press kits in 4 languages (English, German, Japanese, Spanish). Planning (VIA one of my “fact sheets”) is under way to make this a successful PowWow. If one of the PowWow delegates (or any of you who are interested in PowWow) have not received the fact sheet, please contact me or Chris Chester.

Opportunity: If you would like to be placed on the waiting list for future openings, please contact billie.r.moser@state.or.us . Participation fee currently is \$1,975 for TIA members, and \$2,375 for non-TIA members (that's how TIA charges)

PAST

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

As reported, this marketplace targeting receptive operators and domestic tour operators on the West Coast took place in LA, for the very first time. Due to my travel schedule, I asked Teresa O'Neill/POVA to represent Oregon there. Teresa met with nine operators on our behalf in one-on-one appointments and many more during the 2 day event. She also reports a lot of optimism for the NW, and the LH Portland flight was mentioned by a top receptive operator as a positive example to all. In general, the comments and 2004 business for the Northwest are all very positive, due the positive exchange rates, the pent up demand to travel to the US and our corner of the world being "undiscovered".

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

I traveled to Reno to be at Go West! Summit the first time ever. Go West! is a regional marketplace with one-on-one appointments with international and domestic tour operators, as well as receptive operators, specifically interested in the product the West offers. The organizers (and the official Go West! state sponsors) allowed Oregon to take part, even though Oregon is not one of the state sponsors. I have requested full membership (state sponsorship is required) for 2005, and I am happy to report, that I am 99% sure, that Oregon will be allowed as a sponsor. I see this is an immense opportunity for Oregon and Oregon suppliers, who can participate in these one-on-one sales opportunity, if Oregon becomes full state sponsor.

I met with 25 tour operators in 15 minute long appointments, and spoke to an additional 10 about Oregon. The tour operator delegation included many Japanese receptive operators as well; I'd say 1/3 European tour operators and receptive operators, 1/3 Japanese, 1/3 domestic.

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ASIA

The exciting announcement in early January that PDX, and therefore all of us, is gaining non-stop daily service to Tokyo on Northwest Airlines, has focused our Japan program.

FUTURE

"Golf Digest" Golf Show in Tokyo, February 26-28, 2004

This last minute opportunity was led by Jennifer Woods of the Portland office of the US Commercial Service/US Dept of Commerce. Golf resorts/courses participating in the West Coast booth at this show, are included in golf packages being sold by Golf Digest at the trade show. This met our "market to sell" goal in every way, and so OTC underwrote financially.

Many thanks to: Eagle Crest, Wildhorse Resort and Casino, The Resort at the Mountain

Japanese Brochure Golf insert

Because of the above direct sales activity and Oregon participation in the Golf show, I decided to use this “market to sell” opportunity and produced a Japanese golf insert for our Japan brochure to compliment the distribution of the Oregon Golf Guide and our Japanese material. The 3 golf resorts, which paid to participate in the Golf Digest Golf Show are featured on one side of the insert along with a large announcement about the NWA flight. The other side of the insert features general Oregon golf information. The insert is produced in the size of the new 2004-05 Japanese Oregon Tourism Guide, and follows the concept of the other 3 niche market themed inserts (Outdoor, Study in Oregon, Fishing in Oregon) done in the last three years.

CXL: 2004 JAPAN "replacement mission" - "Super-Research Tour", T: 6/1-6/04

I had reported on this activity in the past, and would like to let you know, that we have decided to not implement this program. The reason is the announcement of the NW flight, starting June 10, 2004. Many activities will happen in June, including – most likely - a Governor’s Trade Mission to Asia. Also, the targeted receptive operators now have an “incentive” to produce product, as NWA will “push” on the Japan side and then this will be relayed to the receptive operators to produce the product. Nevertheless, I encourage all of you to “work” the Japanese receptive operators on the West Coast. Also, see leads from the North American Journeys Summit in LA, and Go West in Reno.
Opportunity: Please be aware that Japanese receptive operator sales efforts are of tremendous importance and that this sales effort needs to be a priority for all of us. Therefore, please stay up-to date on any opportunities which might come up last minute.

Japanese Oregon Travel Guide 2004/05

We are working hard with the Japanese editorial staff of our contractor, Skies America of Beaverton, to produce this new guide by March. As reported, many changes to the guide are planned, including size (5 3/8” x 8” “Digest” size), a 6-page roll out cover, themed itineraries matching current travel trends in Japan, “Brand Oregon” products, etc. A cover shot has been picked (Columbia River Gorge, Mt. Hood in wildflowers), which will also be made into a poster once again. The cover represents a “shoulder” season for Oregon and projects “Discover and Experience” – a Japanese travel trend.

traveloregon.com Japanese Language Website

Having known that the Japanese version of Oregon Tourism Commission's website (www.traveloregon.com/jp) has been needing updating for some time, the announcement by Northwest Airlines accelerated this project. It is now being updated with a limited budget, following a priority list created by Tomoko Hori, Oregon Tourism Manager in the JRO office in Tokyo. This will get Oregon through the next few months with our Japan marketing efforts for NWA.

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, Jeff and I are aggressively pursuing hosting Active America in 2005.

T: Governor's Trade Mission to Asia, June 2004

Governor Kulongoski will be traveling to Tokyo with a trade mission to inaugurate the NWA flight. Tentative planning has started and OTC will be participating in the trade mission. Tourism activities in Tokyo may include a training seminar, luncheon hosted by the Governor. We will be inviting travel trade and media to the events.

Japan Tourism Sales Mission, September/October 2004

Please know, that a Japan Mission will take place in fall of 2004. It is likely that the mission will be tied into the SeeAmerica trade shows held in Tokyo and Osaka the end of September. This important activity has to be timed for inclusion in 2005 tour operator catalogs. Please stay tuned for updates.

Opportunity: Depending on the planned events within the mission, I encourage you to participate. Participation costs are estimated at \$750-\$1,500/person (remember that funds will be made available through the Western States Tourism Policy Council grant).

Research Trips – Trade and Media

We are expecting to host numerous research tours with NWA in the upcoming months. JRO and Jeff Hammerly are having conversations with NWA Japan to organize a strategic approach to all research tours (trade and media). Please contact billie.r.moser@state.or.us if you are interested in the Japanese market and want to be included in future research tours.

NWA Travel Trade Group Research Tour (#1) from Tokyo second half of June 2004

Seminar/tradeshaw

OTC and POVA will be hosting two travel trade research tours (one from Tokyo and one from Nagoya) the end of June. Dates are not yet set. We have committed to NWA.

Opportunity: Jeff Hammerly and I are planning to offer a “tradeshaw” on a day when the two scheduled research tours are both in Portland. We are hoping that the two groups will overlap. This trade show selling opportunity will be made available to you at “cost-only”. Please stay tuned.

NWA Travel Trade Group Research Tour (#2) from Nagoya second half of June 2004

Seminar/trade show

OTC and POVA will be hosting two travel trade research tours (one from Tokyo and one from Nagoya) the end of June. Dates are not yet set. We have committed to NWA.

Opportunity: Jeff Hammerly and I are planning to offer a “tradeshaw” on a day when the two scheduled research tours are both in Portland. We are hoping that the two groups will overlap. This trade show selling opportunity will be made available to you at “cost-only”. Please stay tuned.

PAST

Japan Sales Trip January – February 2004

Jeff Hammerly traveled to Japan and accomplished numerous appointments with tour operators and Northwest Airlines. He also gave a presentation to NWA sales staff about Portland and Oregon and presented for “Shugaku Ryoko” (see below) programs to Portland and much more in this 2-week trip.

Japan School Excursion Trip Seminars, Tokyo, January 2004

Jeff Hammerly traveled 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 also met with Japan Travel Bureau (JTB) sales managers how to sell Oregon as a destination for educational travel, and with students at Shukutoku Yono High School and Ikubunkan High School.

Media

Future

Ski Journal arriving March 3, 2004

Jeff Hammerly/POVA has been coordinating the (almost) annual visit from Ski Journal. Three journalists plus a JTB (Japan Travel Bureau) marketing manager are visiting Oregon. The 8 pages article will appear in the June, July or August issue. Mt. Bachelor and Mt. Hood will be covered. Because of the NWA announcement, they will also include coverage on Portland and one of Oregon’s Scenic Byways.

NWA Inaugural Press Group Research Tour 6/11-15/2004

A group of 10 journalists plus 1 NWA representative will be coming to Portland and Oregon on the NWA inaugural flight. An itinerary, showcasing Oregon as a “Slow Tourism” destination, has been submitted to NWA’s PR agency in Tokyo for approval. The overnights will most likely be in: Portland, Portland, Lincoln City, Eugene.

RAISIN magazine/Japan July 2-7, 2004

We have committed to hosting 2 journalists from above magazine. This is a quarterly well established (over 50 years) travel magazine with a circulation of 100,000. NWA is bringing them to Portland and Oregon.

Opportunity: They are asking for hotel accommodations with kitchen in Portland, one room for two people. Please let me or Jeff know if you would like to host the journalists.

We will also be asking for attractions and other activity support. Please stay tuned.

Past

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) visited Oregon December 6-12 to film three 1/2-hour documentary pieces to 5.7 million households in the Los Angeles and San Diego areas. The programs focused on the Japanese expatriates and executives living and working in Oregon, and included tourism elements.

Many thanks to: POVA, The Residence Inn by Marriott Riverplace, Salem CVA, and Phoenix Inn-North Salem.

EUROPE

Germany

Trade

Future Research Trips

Meier's Weltreisen travel agent research tour May 3-8, 2004

When I met with Meier's during my January sales trip, this research tour was discussed in detail. The dates have now been set with LH flights, staying for 5 nights. OTC will be hosting this a travel agent research tour for Meier's Weltreisen , one of the top 5 tour operators in Germany.

The itinerary will following Meier's featured product as best as possible: Portland-Lincoln City-Roseburg-via Crater Lake - Bend-Portland. I will be asking the suppliers which are featured in Meier's to host this group of up to 15 travel agents, 6 or 7 double rooms and 2-4 single rooms, plus meals and attractions along the way. Joanne Holland-Bak will be coordinating the itinerary. Please contact her at

Joanne.hollandbak@state.or.us

Many thanks so far to: LH, POVA, CVALCO, Shilo Inns

Future

International Motorhome Rental Stations coming to Portland

I reported on this exciting development for Oregon in the last NewsBrief and if you would like information, please contact me directly. I do want to give you an update now on what has been done. These new stations in Portland were a major focus in my sales calls in Germany. I am working on some specific sales promotions with a German tour operator, to produce 2 one-page flyers (one timed for spring, one timed for October) for a direct mail piece. The flyer will feature the LH flight and motorhome rental. I have submitted a suggested itinerary, showcasing the unique locations of our state parks, private RV parks and federal parks. I feel that this is what Oregon can compete on in the very competitive market.

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

OTC (and WA as PNW) will be in Berlin once again – a must do show! POVA, CVALCO, Wildhorse Resort and Casino and Hood River County will be in the USA Pavilion. OR and WA will be hosting a media reception in the booth and WA has also arranged for an espresso machine. How cool!

Special Promotions

As you will see in the below short update (for full trip report, see "leads" below) from my Germany Sales Trip in January, quite a few special promotions are being implemented right now and I am working on a bunch more to secure for us for the future. The Port of Portland is also funding some special promotions, targeting inbound business and has asked OTC and our representative office, Wiechmann Tourism Service, to implement. A total of 4 are on the drawing board and are in different stages of implementation.

CBR consumer show – Munich 2/14-18, 2004

This consumer travel show is one of the most important in Germany. 160,000 visitors attended and since people in Munich “match” Oregon’s visitor profile, Munich is an excellent venue to market to for us.

OTC had its own Oregon booth, for the first time ever. All German printed material, including the new Oregon Travel Magazine was distributed. In addition, WTS secured a spot on the “Outdoor Stage” – a part of the trade show - and presented a power point. Also, a shelf in the pressroom PLUS an electronic press “shelf” were purchased for the German Oregon press kit. In addition to all of that, WTS printed 50,000 Oregon post cards to be distributed at CBR (and also at ITB Berlin). The post card includes a quiz about Oregon and a 5 night trip can be won, the below sponsors are mentioned with websites on the postcard. The drawing for this will be scheduled the end of March and will (hopefully) be part of an additional press event.

Many thanks to: Port of Portland – the primary funding source, LH, POVA, Embassy Suites Downtown Portland – 2 complimentary nights, Shilo Inns of Oregon – 2 nights, Red Lion Eugene – 1 night

Past

The Oregon German Magazine (= America Journal Overprint)

I am happy to report that the brand new German Oregon Magazine has been in distribution in Germany for 2 months or so. This publication was created to also make it available for all other Oregon industry sectors to assist in their German sales efforts (at no charge for the publication). Please let me know if you need a supply for your sales activities, and note that the supply is stored in our German fulfillment house.

German Sales Trip, January 17-23, 2004

Since the three German cities “American Days” event had been cancelled, I decided last minute to travel to Germany in January for one-on-one sales calls. We felt that it was absolutely necessary to meet with our clients before March (ITB). Our fabulous representative office in Frankfurt, Wiechmann Tourism Service (WTS), set up the sales calls as well as a small media event. We presented a power point and premiered the Oregon German Magazine. The group responded very well to our presentation. In the sales calls, a major emphasis was given to the new motor home rental stations, winter product for 2004/05 catalogs and/or expanding our seasons, and the negotiations for special promotions for Oregon spring-summer-fall product with tour operators.

I am happy to report that I met with 11 tour operators in five German cities in four days. I have received confirmation from three operators for three special promotions, all of them are being implemented right now. I also feel quite confident about three additional special promotions. Also, I am in communication with FTI about a special promo and a TV promotion. The PNW delegation at ITB will be meeting with the TV show’s producer which FTI arranged. Due to visa restrictions, the TV crew could not come in March.

Opportunity: Please request trip report for detailed information.

Media

Future

DER tour operator press research tour, May 23-29, 2004

The dates have now been set for this press tour, which committed to in 2003. I met with DER when I visited Germany and discussed this marketing activity further.

As reported, OTC has committed to DER, a top “five” tour operator in Germany, to hosting up to 11 persons (11 single rooms), plus two meals/two attractions/activities per day for 5 nights total. The itinerary will be Portland – Portland - Newport – Eugene – Mt. Hood Territory. I am working to feature DER product as much as possible. Joanne Holland-Bak will be coordinating the itinerary.

Please contact her at Joanne.hollandbak@state.or.us

Many thanks so far to: POVA, Lucia Hotel, Shilo Inns-Newport, CVALCO, Valley River Inn-Eugene, Mt. Hood Territory.

Mr. Scheibe, September 1-14, 2004

Mr. Scheibe will be traveling in Oregon and Idaho in an El Monte motor home. OTC has agreed to financially and logistically support Mr. Scheibe’s research trip, as Oregon is very interested in developing the motor home business in our state with having the 2 new rental stations.

Opportunity: If you are interested in hosting Mr. Scheibe in your RV park, state park, etc., please contact billie.r.moser@state.or.us right away. Even though, no itinerary has been set, I need to know who is interested in this market. Also, Mr. Scheibe will need a hotel room upon arrival in Oregon. For more information on this business, please see below and past NewsBriefs, posted at www.traveloregon.com/otc.cfm “international program”.

Many thanks so far: El Monte Motor Homes

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

Having to take advantage of the tight timelines in international marketing, Oregon is planning pro-active 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 March 1-5, 2004

The dates for his first (and only, it looks like) winter research tour, had to be changed to above new dates. We are very excited to host the tour operators to showcase winter product.

This 4 nights research tour will include one night in Portland - two nights Bend/Central Oregon – and a final night in Portland. I am very happy to report that 12 leisure tour operators from UK, Denmark, Sweden and Croatia are visiting Oregon. They are joined by one LH manager.

Many thanks to: POVA, Paramount Hotel-Portland, Southpark Seafood Grill and Wine Bar, Dragonfish Asian Café, Portland Art Museum, Hood River Chamber of Commerce, International Carousel Art Museum-Hood River, Oregon’s Mt. Hood Territory, Timberline Silcox Hut Retreat, COVA, Shilo Inn-Bend, The High Desert Museum, The Shops at the Old Mill, Red Robin Restaurant, Mt. Bachelor, Wanderlust Tours, Oregon Trail of Dreams, Central Oregon Adventures, Elk Lake Resort, High Desert Gallery, Woodburn Company Stores, Rex Hill Vineyards, McCormick’s Fish

House and Bar, Portland Steak and Chophouse, and Embassy Suites at Washington Square. This unique winter product research tour will feature skiing, cross country skiing, snow shoeing, dogsled rides, and snow mobile rides to a remote lodge for dinner.

Aireka Reisorganisatie bv (tour operator), The Netherlands, travel agent research tour May 8-11, 2004

The dates have now been set for this travel agent research tour for this Dutch tour operator. A power point to Aireka's travel agents about West Coast product took place on 12/2/03 in Amsterdam. Each state, CA, OR, WA, will host three nights, as the research runs San Francisco to Seattle. I am still working to find out what exact product Aireka and their receptive operator (Travelco) are offering in Oregon, so I can showcase exactly that product to the travel agents. The overnights/itinerary are still being negotiated, the latest itinerary calls for overnights in Klamath Falls, Coos Bay and Portland. The travel agents will be traveling in rental cars.

I will be asking partners for the following complimentary product: 6 or 7 double rooms and 2-4 single rooms, plus meals and attractions along the way for approx. 15 people. Joanne Holland-Bak will be coordinating this itinerary. Stay tuned!

Future Activities

2-Day Sales Trip to France and Belgium – March 11-13, 2004 (following ITB '04)

I really had given up on being able to schedule a sales trip to France, due to many reasons. At Go West! Summit in Reno, Rocky Mountain Holiday Tours, a receptive operator offering a lot of Oregon product invited Oregon to join him for sales calls after ITB in above two countries. Joanne Holland-Bak will be taking advantage of this incredible opportunity, and by doing this, we still have a chance to be in French and Belgium tour catalogs in 2005.

Past Activities

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

As reported, OTC participated in Italy's Visit USA Showcase. The leads/contacts are now available for all interested partners.

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

Jan Doets America Tours, The Netherlands

As reported, OTC is running a special promotion/advertising campaign with Jan Doets America Tours once again this year. OTC is partnering with WA State. Last year's "Catering Truck Promotion" yielded a +15% (in a difficult year of SARS and Iraq crisis) in our fly-drive program. This campaign is now running on the back of 10 Catering Trucks for a 3-month period. 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

Currently, no media research tours are "on the books" from the feeder markets. But I am pitching two

journalists for visits this year.

MEXICO

Because of OTC international program's acute labor resource situation, Barbara Steinfeld/POVA has been the lead for marketing efforts in the Mexican market. Barbara is doing a great job. I am assisting with funding for two trade shows, two research tours and also am able to fund Barbara's registration/booth space for PowWow. OTC has also sent statewide material to the trade shows and other events organized by Barbara. As you all know, OTC has hired a Travel Trade Marketing Manager, Joanne, and she'll be taking a more active role in this market from now on.

Many thanks to Barbara and here is her report:

"Desayuno Oregon" January 22 -25, 2004, Mexico City

A delegation of 13 participants went to Mexico to make a breakfast presentation to 100 travel agents, trade press and tour operators. Mexicana Airlines offered comp tickets for the group and also provided the invitation list of clients. The Port of Portland is co-hosting the event with POVA. We kicked off with a mini-tradeshow in conjunction with the breakfast at which each representative made a brief presentation. While there we also met with representatives of Mexicana Airlines and Vuelo, the in-flight magazine. Hotel Camino Real offered an excellent discounted rate for the group as well, making the promotion extremely cost-effective for the participants.

Expo Vacaciones, February 15 - 19, 2004, Mexico City

POVA and PDX are sharing a booth at this Visit USA Committee tradeshow to represent Oregon. We have scheduled appointments with tour operators are also signed up for the trade press appointments at the show. The travel trade is invited to come by the booths for information on the day following the scheduled appointments. We are interested in finding out if this show is worthwhile. It has gone through changes over the years and its reputation is not what it used to be.

Series of 3 Research Tours to Portland and Oregon

As a follow-up to the promotion in Mexico, POVA and PDX are working with Mexicana to host three fam tours. The first one, February 26 - 29, is for top travel agents from Mexico City. The second, March 18 - 21, is for a "women in tourism" group from Guadalajara and the third, March 25 - 28, is for tour operators from Mexico City. Itineraries have been finalized and include Hood ,River, Timberline, Woodburn, wine country (Newburg), and Portland.

TIA's Pow Wow - April 25 - 29, 2004, Los Angeles

Barbara Steinfeld will attend PowWow as part of the OTC booth to meet with Mexican tour operators and to handle any other Spanish-speaking appointments.

ARLAG, May 4 - 8, 2004, Guadalajara

POVA and PDX will share a double booth again this year. We are hoping to bring more Oregon representatives with us and so far the Portland Business Alliance has committed to promote Shop Portland and the Marriott Portland will send a representative. This is a very well attended tradeshow

and we saw from 700-1000 visitors last year, which was our first effort in the market. Will are currently designing a new Spanish piece for this year's event that is a handy guide to Oregon and Portland.

2003/2004 Leads/contact names/trip reports 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
Coming soon	February 2004	Bank Travel Network – Myrtle Beach, SC
International:	April 2003	RMI Round Up - Rapid City, SD
	May 2003	PowWow – St. Louis, MO
	September 2003	TIA’s SeeAmerica Japan
	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
Coming soon	February 2004	Receptive Service Association, New York

Calendar - for easier overview

1/13-14/04	OTTTF meeting: Inn at Cooper Spur/Mt. Hood
1/17-23/04	Sales trip to Germany, tour operators plus one media event
1/22-25/04	Desayuno Oregon , Mexico City by Barbara/POVA
1/28-29/04	Receptive Operator Summit in LA, CA by Teresa O’Neill/POVA
February 04	Blitz Arizona, by TC Caldwell, Newport Chamber of Commerce
2/3-5/03	Go West! Summit in Reno, NV
2/7-10/04	Bank Travel Network, Myrtle Beach, SC
2/15-19/04	Expo Vacaciones, Mexico City by Barbara/POVA
2/19/04	OTC Commission Meeting, Cottage Grove
2/25/04	WSTPC workshop at Multnomah Lodge for CRGVA
2/26-29/04	Top travel agents research tour from Mexico City, by Barbara/POVA
2/27/04	WSTPC workshop in Florence
3/1/04	WSTPC workshop in Ashland for SOVA
3/1-5/04	Europe tour operator research tour w/LH Europe
3/12-16/04	ITB Berlin
3/17-20/04	Paris, Brussels tour op sales calls, plus one travel agent training, by Joanne HB
3/18-21/04	“Women in tourism” research tour group from Guadalajara, by Barbara/POVA
3/25-28/04	Tour operators research tour from Mexico City, by Barbara/POVA.
3/26/04	WSTPC workshop in Newport, plus Chamber of Commerce luncheon speech
4/18/04	OTTTF meeting in Portland
4/18-20/04	Governor’s Conference on Tourism, Portland
4/19/04	WSTPC workshop during the Governor’s Conference on Tourism, Portland
4/24-28/04	PowWow 2004, Los Angeles

5/3-8/04 Meier's Weltreisen travel agent research tour
 5/4-8/04 ARLAG trade show, Guadalajara by Barbara/POVA
 5/8-11/04 Aireka (Tour Operator) – Dutch Travel Agent Research Tour
 5/12/04 Japan and WSTPC workshop for POVA
 5/16-17/04 Speaking at International Culinary Conference in Victoria, BC
 5/17/04 WSTPC workshop in Ashland for SOVA
 5/17-21/04 Active America in Toronto, by Jeff Hammerly
 5/23-28/04 DER Tours press group research tour
 6/10/04 Inaugural NWA flight PDX-Tokyo
 6/11-15/04 NWA press research tour in Portland and Oregon
 6/10-?/04 Governor's Trade Mission to Japan/Asia, with one tourism event
 T: end of June Japan supplier tradeshow, to coincide with 2 Travel Trade Research trips from Tokyo and Nagoya

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
 >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

be better - to give away a trip to Oregon. Just a suggestion.