

Oregon Overseas Partners NewsBrief - April 2003

#3/April 2003

Hello Everyone,

I have been wanting to get a 3rd NewsBrief of this year out to all of you since many things have been happening. Really, every day another planned project changes and it has been interesting keeping up with all of it. I appreciate your patience and continued interest.

There is no doubt that the war in Iraq has influenced the overseas markets. I do feel that the situation has improved since April 9th and two more special LH non-stop service promotions with tour operators in Germany will “hit” travel agents the end of April and early May.

I would also like to use this NewsBrief to urge all of you to use the LH non-stop service for your own travel. Maybe your friends and family are traveling to Europe, or the companies they work for? Urge them to use this service; it is up to all of us to make sure this service succeeds.

It is also very exciting to have Mexicana Airlines bring non-stop service to PDX. The opportunities for the Mexican market are strong as well. As you know, Oregon has never been able to market to Mexico/Latin America, and plans are under way to educate us very quickly. Please read on in this NewsBrief!

As always, please feel free to share this NewsBrief or any of the content with interested partners, and e-mail new addresses to my wonderful assistant Lori Ross at lori.ross@state.or.us. She is managing the distribution of the NewsBrief for me now. Please remember that this is not a monthly newsletter. I try to offer it every 6-8 weeks, depending on activity level.

All International - Asia & Europe

Technical Tours, Foreign Language Programs and Incentive Tours

Technical Tours Directory:

This directory has been completed and 200 hard copies are available for distribution at trade show. The directory is also posted on the www.OregonPackagedTravel.com

Foreign Language Programs Directory:

This directory has been completed and no hard copies are available. The directory is posted on the www.OregonPackagedTravel.com

Incentive Tour Directory:

This directory has been completed and hard copies are available for distribution at trade show. The directory is posted on the www.OregonPackagedTravel.com

Reminder

Resource folder available

This folder has been created for you and hopes to answer frequently asked questions.

I am adding to this all the time, and will keep you posted on the new additions through this NewsBrief.

You will find this information posted on the business side of www.traveloregon.com in the Oregon Tour and Travel Task Force (OTTTTF) section. A reminder of what information is there:

1. How to shine at a research trip (formerly called fam) function
2. DO's and DON'Ts when hosting clients
3. Glossary of terms
4. Tourism acronyms
5. 2002-03 Marketing and Sales Calendar of OTTTTF and international program
6. International Program Partnership Opportunities
7. Research trip qualification documents (how OTTTTF qualifies the requests)
8. 2002 Travel Trade Media Editorial Calendar
9. OTTTTF 5 year Strategic Plan 2002-2007
10. *New:* Tips for an Effective News Release
11. *New:* Submission form for "What's New" quarterly column on

www.OregonPackagedTravel.com

Lufthansa specific activities: Partnership Opportunities (which will be updated often)

12. What can you do to capture more German business/new German business?
13. *New:* How to create a foreign language brochure

FUTURE

TIA's International PowWow, St. Louis Mo – May 18-21, 2003

As reported, all plans are for this most important international show held in the US, are moving along just fine. With the new non-stop service, the importance of PowWow for the Oregon delegation has increased and preparations are almost completed.

Oregon has signed up for the three booths, which is the maximum one organization can buy. OTC co-op partners are: CVALCO, Central Oregon, Southern Oregon, POVA/Japan, Lincoln City VCA, Shilo Inns, Chinook Winds Casino/Lincoln City, Rock Springs Guest Ranch/Bend and the Mark Spencer Hotel/Portland. POVA has also registered for a booth; cooping with and the Portland Hilton will be joining us. There is one open spot. Once again, Wildhorse Casino Resort and Tamastlikt will also have a booth and Mr. Izzy Oren/Ponderosa Ranch has also purchased his own space. All 6 Oregon booths are set up in one row. Participation cost for the OTC and POVA booths are: \$1,925/person for TIA members and \$2,325/person for non-TIA members plus travel costs.

Opportunity: POVA's last opening is gone. The OTC booth is full, participants have confirmed for 2003. 2003 Participation cost: \$1,925/person for TIA members, \$2,325/person for non-TIA members plus travel costs. Contact billie.r.moser@state.or.us to be placed on the waiting list for future PowWows.

ASIA

FUTURE

Oregon Japan Language Brochure 2004/05

Plans are in discussion for the next Japan Brochure. Concepts and possible design and layout changes will be approved by end of February. At that point a Request For Proposal will be going out. Please stay tuned! As you might remember, a much larger emphasis was put on the Japanese consumer and getting the 2002/03 brochure into their hands. The print run was 100,000 and as of December 2002, almost 49,000 were distributed through “direct-to-consumer” promotions, shows, our Japan office and their wonderful staff and travel trade activities.
Opportunity: Please know that advertising will be available once again.

Japan

Northwest Airlines Japan

During a recent trip to Tokyo, Jeff Hammerly/POVA and Tomoko Hori/State of Oregon Tokyo Office tourism manager visited Jun Mokudai, President of Northwest Airlines Japan. NW Airlines offers air lift into the PNW through Seattle.

Jeff and Tomoko sold the excellent golfing opportunities, and Mr. Mokudai was interested in bringing an informal research tour of several colleagues to Bandon Dunes and Portland possibly later this year. The draft routing: flying in to North Bend (from Seattle?), driving back along the Oregon Coast to Portland with golf along the way. The opportunity from there is to check out the possibility of an Oregon trip for the Japan PGA Travel Club, which organizes and advertises golfing tours to new golfing destinations for Japan’s top 2000 plus golfers. Such advertised tours usually attract 30-50 golfers per trip from across Japan.

The Oregon team second discussion centered around the possibility of Portland hosting the 2005 (or 2004?) “Active America Travel Summit” (see below), as NW Airlines is the air sponsor of this important annual event. The invitation was well received, stay tuned – more to come.

Jeff/POVA and Tomoko/JRO presented a University of Oregon blanket-provided courtesy of the CVALCO - to Mr. Mokudai, an alumnus of the U of O. Mr. Mokudai was very pleased, and expressed his thanks to Lane County and the State of Oregon for the gift.

Opportunity: 1) Golfing research trip: Complimentary (or industry rates) for overnights, meals, green fees etc. for the Northwest Airlines site visit, party of four, in anticipation of landing the inclusion of Oregon Golf Tour with the Japan PGA Travel Club. Please contact jeff@pova.com

Active America Travel Summit 2005

Active American is an annual travel summit in which participating destinations and suppliers (hotels, attractions, etc) market to the Japanese tour operators and media coming (via NW Airlines) to the host city in the US. The format includes presentations to the entire group, one-on-one meetings with

Japanese tour operators. Hosting this event would be an extremely valuable promotional opportunity for Portland and Oregon to be showcased to these 30+ Japanese decision makers. The hosting of the event is part of a larger strategy, including sales and marketing opportunities to the Japanese US based receptive operators and the targeted Japanese media.

Opportunity: Jeff/POVA will be coordinating the bid for the hosting the conference. Stay tuned and call Jeff with questions about Active America.

Media

Future

June 12-19, 2003 -- Dime Magazine, Japan

- Oregon Media Research Trip -

Jeff/POVA and Tomoko/JRO called on Norio Konno, freelance writer, and Takeharu Kusuda, section chief editor, of Dime Magazine. Dime is a general interest magazine specializing in new and best-selling products, new shops, new fashionable areas, new services and trend-setting people and place reaching opinion leaders in politics and culture; demographic is 30 year-olds with higher income; 300,000-circulation, glossy, and is published twice monthly. Dime has a 4 page travel section highlighting "the next big thing" worldwide. The magazine wishes to highlight horseback riding, Mt. Hood early summer skiing & snowboarding; winery tours; and more tbd.

Opportunity: Please contact Jeff Hammerly at jeff@pova.com to host the party of 3 plus Oregon tour manager (possibly Jeff) around Portland, North Coast, Mt. Hood. Overnight (4 single rooms), accommodations, attractions, meals will be needed.

Major Japanese Network planning coverage of the US Women's Open at Pumpkin Ridge in July 2003

Also during the recent trip to Japan, Jeff/POVA and Tomoko/JRO met with TV Asahi producer Hitoshi Matsumoto and director of sports programming Takashi Yokoi. The Asahi network, one of the country's largest, has exclusive rights in Japan to live coverage of the US Women's Open Golf Tournament. TV Asahi will be sending a crew of 5 to the Portland/Washington County, a smaller number than usual, due to the difficult economic situation in Japan. The network will pick up live feeds from NBC and broadcast the event with commentary added real time from a Tokyo studio focusing on the Japanese golfers. Unfortunately, this plan provides less opportunity than hoped for tourism-related material for broadcast. The Oregon team offered assistance to Mr. Matsumoto and Mr. Yokoi. Jeff will continue to work this opportunity for Oregon.

Opportunity: Unknown at this time.

Past

Oregon-theme Restaurant Opens in Tokyo with reception at the "Oregon Bar & Grill"

As reported in past NewsBriefs, Japanese food importer/exporter Maruha Corporation opened an Oregon restaurant in Tokyo. This steak and seafood restaurant offers fantastic views of the city and Tokyo Bay. It is a "high-end" eatery with dining room, lounge, and bar, located on the top floor of a new 42-story office tower in the very heart of Tokyo. *Many thanks to:* the many Oregon Overseas Partners NewsBrief subscribers and other partners. With that help, the JRO in Tokyo has collated a dynamic 10-minute dissolving slide presentation on Oregon tourism shown in the reception area of the restaurant on state-of-the-art playback equipment.

Active America Travel Summit, April 2003

Jeff Hammerly/POVA represented us all at this year's summit in Napa Valley. He introduced a new PowerPoint presentation to 35 Japanese travel wholesalers and tour operators. The

presentation focused on “Slow Food” and what Japanese call “Slow Life” and the tourism opportunities in this state for it. Thanks to Tomoko at our JRO for the expert advice on these newest trends in Japan. As a result, buyer-requested appointments were filled immediately. *Opportunities:* Please contact Jeff directly for leads/contacts and for developing these tours. There is tremendous opportunity for Oregon’s offerings.

EUROPE

Germany/German Speaking Countries of Austria, Switzerland *FUTURE*

Status of known research trips as of 4/18/03:

I have tried to communicate this information while I was on the road to the different channels (POVA, Jeannine Bresheares, my office, etc)... if you have not heard, I do apologize.

<u>Was scheduled for</u>	<u>Name of Research Tour Party</u>	<u>Rescheduled</u>
April 4 – April 8, 2003	LH Germany Munich Sales Support “Agents, Operators”	June/July ‘03
May 8 – May 11, 2003	LH Germany Duesseldorf Sales Support “Agents, operators, incentive”	Sept/Oct ‘03
May 15 – May 19, 2003	LH Berlin Sales Support “Top travel agent managers”	CXL’d
May 22 – May 25, 2003	LH Germany Nuernberg/Franken Sales Support “Agents, Travelcenters”	July 11-14,’03
May 22 – May 26, 2003	LH Germany Cologne Sales Support “Top Clients”	Sept/Oct ‘03
2-4 days betw. May 3-11, ’03	Suntrek tour op, 15 travel agents	2004
June 11- June 14, 2003	LH Germany Hamburg Sales Support “Top Clients”	unknown 4/23
<u>No changes with dates</u>	<u>Name of Research Tour Party</u>	
Thu May 29 – Sun June 1, 2003	German Travel Industry Advisory Group, (Travel Agency Owners, Presidents) – major VIP	
Tue June 3 – Thu June 5, 2003	RMI LH Italy research tour, agents, operators, media	

Dates not confirmed as of 4/18/03:

8-10 days betw. June 20 & July 12, '03

Nicole Amolsch+1, German press, FORUM
Magazin

3-5 days betw. June/July '03

LH Germany Stuttgart Sales Support

4-7 days in October '03

Incentive clients, Germany

Please note about research trips in general and LH ones:

As you can see, these numerous research trips are all pretty short in duration and focus on Portland, of course, as the new gateway. It is not possible to bring these groups any further from the gateway as we are proposing to do - for many reasons: requests by the clients, long times in motor coaches do not make a research trip successful for anyone, weather, and simple time allowed. Of course, all of these research trips need to be a success in order to work for all of us in the state and the region. **Everyone involved in the research trips will be taking on the responsibility of representing the entire state – we are allowed to have these opportunities to create future business for all of us and keep the “buzz” going about PDX, Portland and Oregon as the 16th US gateway.** LH staff needs to be “sold” on selling our destination and these research tours allow us to show off maybe only a part of what we have, but do give us the opportunity to share the Oregon spirit of “Oregon. Things Look Different Here.” with everyone to take back to Germany and the world of Lufthansa.

Also, as you know as a NewsBrief reader and participant in the activities, these are not the only promotions we are working on. I urge all of you to participate any way you can (eg: the LH expert Magazine trip give-away, pep rates, LH Austria travel agent promo, etc).

Pep Rates wanted!

I would like to ask for this the very last time. Please note that this is a great opportunity for all of you, and it does not take any money out of your budget!

As reported in the last two NewsBriefs – pep (promotional) rates are needed! Please note, that I have less than 10 offers so far. I encourage you to respond – this is an excellent way of getting the word out about your product.

From Jan #1/2003 NewsBrief:

During our appointment with LH corporate marketing office, it was mentioned that LH’s “eXperte Magazin” would be able to promote pep rates, offered to LH staff and LH travel agents. Pep rates are “travel agent rates” and are an excellent way to promote your hotel/lodging facility. The more LH travel agents and staff have experienced our destination and your product the more people are promoting your product and our destination. Also, as you might have heard, Lufthansa staff is one of the primary target audiences in our strategic plan. This audience pays less for tickets, is able to sell/promote for us, are “influencers” and goodwill and strong emotional bonds are most important in this competitive environment.

Opportunity: Please e-mail lori.ross@state.or.us your detailed proposal including a description of your facility, attractions in close proximity, web address, pep rates, eventual seasonal rates and black out rates. Please specify how rooms should be booked with your property (via fax on letterhead, or e-mail), will you request business card upon check in, etc. Portland metro lodging facilities are of primary interest to LH, but all other regions are encouraged to submit as well.

Please note that I am only the facilitator, not the actual client and proposals should not be made out to me.

Deadline: April 25, 2003

Thu May 29 – Sun June 1, 2003 **German Travel Industry Advisory Board**
(Travel Agency Owners, Presidents)

As of April 18, this research tour is on, no date changes. This high-profile group of approx. 25-30 people is organized by LH staff. This group is major VIP! LH has asked for assistance from POVA for itinerary planning, venue site tours and I will also be with the group for the entire stay to make absolute certain that they will have the absolute best experience. The group will attend much of the Rose Festival festivities and tour the Gorge and more. LH is making the decisions and Teresa O'Neill/POVA will continue to assist LH and be the lead.

Tue June 3 – Thu June 5, 2003 **RMI LH Italy research tour, agents, operators,**
media

POVA has committed to a research tour with RMI as Lufthansa Italy is bringing a group of 15 tour operators, media, large travel agencies' representatives to the RMI region and LH Italy is showcasing its new US gateway city, Portland. The group will be spending nights in Portland and Pendleton before moving on to Idaho. Teresa/POVA is the lead for all arrangements.

NEW DATES: July 11 – July 14, 2003 **LH Germany Nuernberg/Franken Sales Support**
“Agents, Travelcenters”

The LH region Nuernberg/Franken is bringing 15 persons (incl 1 LH staff) on the above dates. The LH sales support manager has arranged for most of this tour herself. The participants are currently listed as Agents, Travelcenters. No name or company list is available. Please note the routing, which has been picked and organized by LH Nuernberg staff. Overnights are confirmed at The Westin Portland, Inn at 7th Mountain – Bend, The Westin – Portland. The manager has rented SUVs and they will be driving themselves. The LH manager in charge of this group is working directly with the Westin Hotel in Portland and the Inn at 7th Mountain and activities in Central Oregon. POVA and OTC are assisting with attractions: airport pick up, motorcoach city tour, walking tour of downtown Portland, microbrewery, etc.

STILL UNKNOWN AS OF 4/18/03: 3-5 days in June/July '03 LH Germany Stuttgart Sales
Support

I do not have any details on when, or who or when. Please stay tuned.

POSTPONED TO JUNE/JULY 2003: new dates unknown as of 4/18/03, LH Germany
Munich Sales Support “Agents, Operators”

As mentioned, this research tour has been postponed. I have heard that the LH Munich region is planning to bring this group in June or July of 2003, and I am hoping to hear about the exact dates by the end of April, early May.

Background: LH Munich wants to bring 12 persons (incl 1 LH staff). The participants are currently listed as Agents (tour operators). No name or company list is available. The route will be: overnights in CAPS: PORTLAND, PORTLAND, LINCOLN CITY, HOOD RIVER.

Attractions along the way include of course all the Portland highlights, whale watching, beach walk and glass float find, historic homes, windsurf demo, train/sternwheeler. As you might know,

I had asked Jeannine Breshears (owmc@ccwebster.net) to assist with the coordination of this tour and will do so again, when a new dates becomes available.

POSTPONED TO FALL 2003: old dates were 5/8 – 5/11, 2003 LH Germany Duesseldorf Sales Support “Agents, operators, incentive”

The LH region Duesseldorf will hopefully be bringing 10 persons (incl 1 LH staff) sometime in the fall 2003. The participants are currently listed as Agents (tour operators, incentive). No name or company list is available. Please note the suggested route, overnights in CAPS: PORTLAND, NEWPORT, PORTLAND. Attractions along the way include of course all the Portland highlights, 1 winery, sea life cruise, OR Coast Aquarium behind the scenes, lighthouse, outlets.

POST PONED TO FALL 2003: old dates were 5/22 – 5/23, 2003 LH Germany Cologne Sales Support “Top Clients”

The LH region Cologne is bringing 7 persons (incl 1 LH staff) on the above dates. The participants are currently listed as Top Clients. No name or company list is available. We had worked to tie this research tour to the product available in the TUI Germany/Switzerland 2003 summer catalogue. The route was going to be, and hopefully will be again: Overnights in CAPS: EUGENE, MCMINNVILLE, PORTLAND, PORTLAND. Attractions along the way include the features in the TUI fly-drive: Portland highlights, 1 winery, sea life cruise, Sea Lion Caves, lighthouse, etc.

POSTONEMENT: UNKNOWN FOR WHEN, old dates: June 11- June 14, 2003 LH Germany Hamburg Sales Support “Top Clients”

The LH region Cologne is bringing 12 persons (incl 1 LH staff) on the above dates. The participants are currently listed as Top Clients. No name or company list is available. We are working to gear this group to corporate/business interests, as they have approved the itinerary and asked for specific tie-ins to the business climate/opportunities in Portland. Overnights in CAPS: PORTLAND, TIMBERLINE/Mt. Hood, PORTLAND. Attractions along the way include Portland highlights, culinary demonstrations, summer skiing and golfing. I am working with POVA, Mt. Hood Territory (Clackamas TDC) and partners.

4-7 days in October '03 Incentive clients, Germany

As reported in past NewsBriefs, OTC is working on this research tour for sometime in October, as part of our overall Incentive Tour strategy. We do want to tie this tour to product featured in the Oregon Incentive Tour Directory. I expect o know more after returning from the IMEX Incentive Show in Frankfurt 4/8-10/03. Stay tuned!

Past

IMEX – Incentive Show in Frankfurt German April 8-10, 2003

I have returned from IMEX where I/Portland and Oregon exhibited in the Visit USA Committee booth. I am happy to report that I feel this market is very much worth our attention and investment. Also, there are receptive operators/incentive tour inbound operators already very active in this market and this is of great importance. Oregon’s incentive tour directory was received very well, so were the German PNW and Portland German guides. Many thanks for sending individual brochures with me to the show: Newport Area Chamber, Grants Pass CVA, CVALCO, Marriott Residence Inn-Portland, Vista Balloon, Crooked River Dinner Train-

Redmond.

Leads will be available to everyone one month after the partners who invested have received them, approx. May 25, 2003.

RMI (Rocky Mountain International) Round Up, Rapid City, SD April 5-8, 2003

As reported, POVA is now a member of the RMI gateway city program. As part of this excellent regional marketing organization, POVA is privileged to participate in two annual "Round Ups". Teresa O'Neill runs this program. For detailed info on RMI, pls see down below.

Teresa traveled to Rapid City and met with 20 tour operators and additionally with RMI representatives from RMI's target markets: Germany Speaking Countries, France, BeNeLux, Italy and the United Kingdom. Teresa reports very much excitement about the LH non stop flight and Portland as a gateway city and itineraries – Portland East into the RMI states – or the other way around – are the prime strategy. Please know that RMI allows only POVA and Portland Hotels to participate in the Round Ups, Real America advertising, etc. *Leads/contacts:* Nevertheless, Teresa is happy to share her leads with all of you through the state system. Please e-mail lori.ross@state.or.us for RMI April 03 leads/contacts.

LH Austria travel agent promotion – early April 2003

As reported in past NewsBriefs, I had been contacted by LH Austria and committed to assisting with a travel agent trip give-away promotion. This activity happened very quickly due to the crisis in Iraq and LH Austria's very specific requests. The originally-offered 8 nights around the state (including some Washington State) was not accepted and three gift certificates for two-night stays in the Portland area were requested. Each two night stay was posted on one of three LH Austria websites and links to each hotel were established including a photo. In order for an Austrian travel agent to win one of the six tickets and one of the three two night stays plus MAX tickets, a short quiz about Portland and Oregon has to be answered. *Many thanks to:* Monarch Hotel, BW Greenwood Inn, Holiday Inn Express-Downtown, POVA for the MAX tickets. *Opportunity:* Please send me a quick e-mail if you are interested in participating in these types of LH promotions in the future.

ITB (International Tourism Boerse) - Berlin/March 7-11, 2003

The largest delegation ever from Oregon traveled to participate in the ITB Berlin. As you know, ITB is the primary vehicle for selling to the German travel trade market. The delegation spoke to approx. 100 people and generated over 80 leads/contacts.

Many thanks for participating: POVA, CVALCO – as every year. Six additional partners joined: Hood River County, Kimpton Hotels in Portland, Oregon Guides and Packers Association, Wallowa County, Heathman Hotel/Portland, and Azumano International/Portland. Also as every year, Ponderosa Ranch/Seneca and Wildhorse Casino Resort/Pendleton will be at ITB with their own booths.

Also, because of our Frankfurt office's excellent relationships, I was able to attend a media breakfast/market place with AKB – a private representation company (WA's media relations company).

Additionally, numerous partners sent brochures and/or press releases for us to distribute. *Many thanks to:* Newport, Portland Hilton, Portland Marriott Downtown, Millar Outfitters, Shilo Inns
Leads: The primary participants received these mid-March, these 80 leads are now available by

request to the partners who sent brochures/press releases. Please contact lori.ross@state.or.us. All 80 leads will be available for everyone after May 25. Contact Lori Ross.

RSA (Receptive Service Association) in New York, February 2003

POVA has held a membership in RSA for many years and has actively participated in the annual convention and trade show. This is the “wholesale” level for the overseas tour operators, primarily Europe, and as you know, most receptives are located in New York and might also have offices in Los Angeles or San Francisco. It is of tremendous importance that you work the receptive operators to get included in international tour operator catalogues. Oregon has been following a pro-active strategy for marketing to European receptive operators in place for over 3 years. This show is the largest piece of it. Teresa reports much interest and excitement from the 15 RSA receptive operator members she met with in one-on-one appointments for our destination with the new LH non-stop service.

Leads: Teresa/POVA is happy to share leads with all of us through the state system. We are handling these leads the same way other ones are handled. One month after leads are finalized, they will be shared with everyone. The first month is reserved for sponsor who invested directly in one activity, in this case, Clackamas TDC, now called Mt. Hood Territory. Please contact lori.ross@state.or.us

Reception at Museum of World Cultures – Frankfurt/Germany February 4, 2004

An update to this activity: As reported, POVA and OTC hosted a reception and presentation about Portland and Oregon at Museum of World Cultures back in February. The museum is hosting a special exhibit on Native American Cultures and the Confederated Tribes of Warm Springs are a part of that. Lufthansa is sponsoring this exhibit and we were asked to co-host a reception with Lufthansa. Lufthansa invited important corporate and incentive clients to the reception and Lufthansa staff attended as well. Wiechmann Tourism Service, our German representation office, represented us at the reception. *Many thanks* to our Oregon wine sponsors: Domain Drouhin and Amity; also *thank you* to Portland Art Museum and Heathman Hotel for sponsoring and promoting the Native American Exhibit in Portland. The Heathman Hotel also sponsored two nights which was won by an important Incentive House Manager together with the two LH tickets to Portland.

Contact names: the list of attendees to the reception is now available. Please contact lori.ross@state.or.us

Media

Future

Mr. Stefan Hoffmann, HR 3, radio journalist from Germany April 26-May 5, 2003

HR 3 (Hessischer Rundfunk) is the radio network around Frankfurt. HR 3 has a fabulous travel program and Mr. Hoffmann is sponsored by LH. He is researching for this travel program in which a travel quiz is included – it’s fabulous. Some of you might remember, we participated with a trip give-away to be featured in this travel show back in 1999. Mr. Hoffmann will be traveling, per the exact requests of his chief editor (who was really bummed that he could not come himself as he knows and loves Oregon): Portland – Portland - Lincoln City – Eugene – Sisters – John Day – Pendleton – Hood River – Government Camp/Welches – depart. This came about rather quickly and the requests expected all of our created hats, from bottle bill and volcano

safety to Eau de Vie and city slickers, to storm watching and windsurfing and so much more....thanks so much everyone!

Many thanks to the many creative people and partners: POVA, Portland Marriott Downtown on the Waterfront, Lincoln City VCB, Inn at Spanish Head, Chinook Winds, Tradewinds Charters/Depoe Bay, CVALCO, Sand Dunes Frontier, Quality Inn/Eugene, Karen Runkel, COVA, Wanderlust Tours, Long Hollow Ranch, Grant County Chamber/Anette Christoffersen and Stacy Green, Dreamer's Lodge/John Day, John Day National Monument, Kam Wa Chung, Pendleton Chamber, Wildhorse Casino Resort, Tamastlikt, Round Up Hall of Fame, Columbia River Discovery Center/The Dalles, Hood River Chamber, Fruit Loop, BW Hood River Inn, Mt. Hood Territory, Timberline Lodge, and many more.

TUI Germany Media Research tour with ATI, Sat May 3 – Thu May 8, 2003

This media research tour opportunity for Portland and Oregon has come up very quickly. TUI Germany is the largest tour operator in Europe and offers numerous tours including Oregon. TUI is interested in promoting the fly-drive tour for FITs and has asked their receptive operator American Tours International (ATI) of Los Angeles to organize this press tour. ATI contacted POVA and OTC for assistance. This tour of 12 (9 German journalists, 1 ATI tour manager, 1 TUI PR manager and 1 driver) will be in Oregon on above dates. The routing will be: Portland, Lincoln City, Eugene, Bend, Klamath Falls. The attractions featured along the way will be: city tour of Portland, Chinese Classical Garden, and more in Portland, one winery, Lincoln City outlet mall and beach, whale watching tour or Aquarium, dune buggies, waterfalls, horse back riding, Crater Lake, and more. *Many thanks from POVA and myself for the very quick response to our call outs:* POVA, Kimpton Group in Portland, Chinese Classical Garden, Lincoln City VA, Shilo Inn in Lincoln City, Chinook Winds Casino, Tradewinds Charters in Depoe Bay, CVALCO, Sand Land Adventures, Valley River Inn, Long Hollow Ranch, Xanterra, Crater Lake National Park, Klamath Tourism and Chamber, Shilo Inn in Klamath Falls, Flavell House.

DDrs. Brinke & Kraenzle, print media from Germany, Tue May 6 – Wed May 14, 2003

DDrs. Brinke and Kraenzle will be in Oregon on above dates as reported. This couple from Germany is writing the series on Lewis & Clark for the America Journal (bi-monthly, 44,000 circulation). There are actually also discussions taking place about a "Special America Journal - Lewis & Clark", which would include all the coverage produced right now and a possible tie-in with an actual "fly-drive", offered by a large German tour operator. Margit and Peter will also be doing research in the Portland area for additional articles in America Journal. They are also looking to return to Oregon in the fall to research for "Western Horsemanship" Magazine.

The overnights have been arranged: Wildhorse Casino Resort/Pendleton, The Dalles, Astor Haus/Astoria – 2 nights, Kittiwake B&B/Yachats – 2 nights, McMenamain's Grand Lodge/Forest Grove, The Governor Hotel/Portland – thank you all.

Mr. Tilman Schuppius plus 1, German print media, May 13 – 29, 2003

Mr. Schuppius, free lance photographer, is coming to Oregon with freelance writer Mr. Olaf Preuss. They will be researching for numerous stories, which they have pitched to publications in Germany and have received high interest for. These include: Stern (w-1,400,000 circ), brand eins – economy pub (10/y - 120,000), the Swiss pub Das Magazin (w-280,000) and numerous women magazines. They are also working with Nike and if they gain access, a major "running story",

including the Pre Classic in Eugene will be written. Deborah Wakefield/POVA has gained access to Vera Katz – Portland’s mayor (thanks so much) and Caprial for the women magazines. They have great interest in Oregon’s All American Roads and will research the Columbia River Historic Highway and Hells Canyon. They do not want a “usual press trip”, but will be traveling very indepently and overnight accommodations will need to be made on a daily basis (with a few exceptions, including Portland and Eugene) allowing them maximum access to all of Oregon, and light for the photographer. *Opportunity:* I will be needing two complimentary rooms per night (smoking) in Portland, Hood River or The Dalles, Union, Joseph and along the Hells Canyon All American Road, Eugene. They want to be very flexible and have requested to not have a complete daily routing plan set up for them. I will be calling for rooms around the state on a daily basis during their visit. OTC is assisting with reimbursements for flights and ground transportation.

LH Europe Media Group Trip, Belgium office end of May 2003

The Lufthansa German Airlines PR office for the Europe, based in Belgium, is responsible for all PR activities outside of Germany. Two 7-9 member groups will be coming to Oregon for 4-night trips. The itineraries have not been set, as my contact is speaking to the targeted journalists in France, Italy, Austria, Switzerland, UK, etc – the most important feeder markets. The following routing has gained some approval, overnights in CAPS: N. COAST/SEASIDE, wine country, PORTLAND, PORTLAND, mountains, GORGE.

Opportunity: I will be requesting complimentary goods and services in all locations. OTC has committed to ground transportation. Please stay tuned.

LH Europe Media Group Trip, Belgium office end of June 2003

See above.

Ms. Nicole Amolsch +1, FORUM Magazin from Germany, 8-10 days betw. 6/20 & 7/12, '03

As reported, Ms. Amolsch is on assignment for FORUM, a 400,000 circulation quarterly magazine, readers are highly educated and have high income. Forum is a kind of “corporate” publication for companies including HP. She has requested assistance from us for a 8 day itinerary of the state for an article on Portland as the LH gateway and the state. I had suggested 2 routes to her, and she has chosen the following: Portland-Coast-Eugene-Crater Lake-Seneca-Portland. I am now waiting for her exact dates and will then start implementing this itinerary.

Opportunity: I will need one double-double or two single rooms/night. OTC is paying for ground transportation.

Mr. Egmont Strigl, print media from Germany, June 26 – July 3, plus July 8, 2003

You might remember that Mr. Strigl visited Eastern Oregon in June of 2000 – he wrote three stories from that visit. Mr. Strigl is on assignment for the outdoor feature for the America Journal (44,000 circulation). He will be writing on a particular section of our S. Oregon, from Brooking to Gold Beach, then use a ruler to make a straight line to Klamath Falls. He will also write a feature on Portland’s Forest Park, as the largest urban park in the US and the new LH gateway. I am waiting to make sure that the air tickets were secured for the above dates.

Opportunity: 1 complimentary room/night and outdoor experiences with guides will be needed in Gold Beach, Brookings with hiking experiences, Grants Pass, Rogue River rafting and overnight on the river, 2 nights in Klamath Falls and canoe trail on Klamath Lake, Portland overnights. He

will also be researching the Ponderosa Ranch. OTC is assisting with air and ground transportation.

Mr. Stefan Kecht & Guenter Standl, “Female Executive Magazin-Austria”, September 2003

Continental Airlines will be flying Mr. Kecht and Mr. Standl to Oregon. He has requested interviews with female executives for a 5 page article in the Austrian magazin “Die Unternehmerin” (circulation 100,000) in Portland and Oregon. These important women will “set” the route through Oregon. I have introduced him to about 20 women all over Oregon, including ITB participants’ areas and companies. He has already chosen two: General Manager, Jeri Riggs of the Vintage Plaza Hotel (a female GM was a MUST, as many of the readers are Hotel Directors in Austria) and Bobbie Conner, female Native Indian Museum Director. Please stay tuned for more to come on that.

Opportunity: I will be asking for two complimentary smoking rooms/night. OTC is assisting with ground transportation.

Past

Official LH group travel press research tour from Germany, April 7 – April 12, 2003

The German Lufthansa media relations office brought top travel journalist on a press research tour. Many many thanks to Joanne Holland-Bak from CVALCO for her incredible wonderful work, she acted as the main state lead for this activity from beginning to end. The group had an absolute fabulous time and we expect excellent coverage.

Many thanks to: Port of Portland, POVA, Columbia Crossroads, Portland Hilton, Portland Art Museum, Columbia Gorge Hotel, Julee’s Gorge Tours, McMenamins Edgefield, Yamhill Valley VA, VCB of Washington County, Evergreen Aviation Museum, Bistro Maison/McMinnville, Lincoln City VCB, Inn at Spanish Head, Chinook Winds, Newport Chamber, Yaquina Head, Oregon Coast Aquarium, Brewers on the Bay, Marine Discovery Tours, CVALCO, Sea Lion Caves, Sand Land Adventures, Driftwood Shores, King Estate Winery, The Campbell House, Excelsior Restaurant, The Oregon Garden, Lufthansa German Airlines and many more.

Mr. Ulf Meyer, Welt am Sonntag from Germany, 4/12-4/19, 2003

Mr. Ulf Meyer who participated in the above LH media group tour was able to extend his stay and traveled east from Portland. His invitation on the above media group tour and the following “extension” came about really fast. He writes for “Die Welt am Sonntag”, w-420,000. Many thanks again to Joanne Holland-Bak/CVALCO who took care of Ulf’s arrangements in the state.

Many thanks to: Pendleton Chamber, Wildhorse Casino Resort, Tamastslitk, Underground Tours, LaGrande/Union County CVB, Baker City Chamber, National Historic Oregon Trail Center, Geiser Grand Hotel, Hells Canyon Adventures, BW Sunridge Inn, our partners in Spokane, Hood River Chamber, Lakecliff B&B, and many more.

Mexico

As you have heard Mexicana Airlines will start non stop service on May 1st. This is our first ever non-stop service to Mexico and will start with three times a week (Thu, Fri, Sat) to Guadalajara and on to Mexico City or Morelia.

POVA and OTC will immerse into this market quickly. The Mexican and Latin American market has great potential for us that we need to take advantage of. POVA and OTC have requested numerous appointments with Mexican tour operators at PowWow and will target the Mexican travel media during the media market place, which we have once again paid for to participate in. PowWow also offers “market update sessions” and we will participate in this as well and bring the information back to all of you.

Media

Future

Mexicana Airlines Research Trip May 1-3, 2003

Mexicana will be bringing a group of 10 tour operators and media on the inaugural flight to Portland and this is a great start for us to impress on this brand new market. Teresa/POVA is the lead on this research tour, which had to be organized quickly. Many thanks to the participating partners who are providing the complimentary goods and services to give them a first look at Portland and our destination.

Other

Rocky Mountain International (RMI) Gateway Program

As the relationship with RMI is ongoing, I am including below once again:

RMI is an international destination marketing company representing the states of N. Dakota, Idaho, Wyoming and Montana. As part of their program, it offers a Gateway City Program to airports and cities which serve as international gateways to its region. The current gateway cities are Denver, Minneapolis, Spokane and Salt Lake City. The strategic reserve funds received by the Port of Portland make it possible to be part of this fabulous program. Teresa O’Neill/POVA is the lead on RMI.

RMI is charged with marketing to the leisure inbound visitors to their region and has in-country representation in the following markets: Germany, United Kingdom, France, Benelux (Belgium, Netherlands, Luxembourg) and Italy. All of these markets are important feeder markets for the non stop LH service and have also been good markets for Oregon. Except for Germany, we do not have in-country representation in any of these markets and have only been able to market in Germany and the UK on a minimal level. RMI’s official publication, the *Real America* travel guide and the RMI website www.rmi-realamerica.com are produced for trade and consumers in German, English, Italian and French and are distributed at numerous travel trade and consumer shows. By being part of the gateway program, Portland and Oregon will be included in these publications and represented in these important markets as a gateway to the Rocky Mountain International region. This will have an impact on Portland, Mt. Hood/Gorge and Eastern Oregon regions of Oregon primarily and all other areas secondarily. RMI promotes suggested itineraries heavily through the *Real America* guide and website and PDX will be the starting or ending point of some of these. Also, RMI hosts numerous sales activities, individual research trips for travel trade and travel media and does much more than that, and Portland will now be part of that as well.

2002/2003 Leads/contact names available:

Leads/contact name lists are available in ACCESS format. Please contact Lori Ross for an electronic version. Lori.ross@state.or.us

Domestic:	November 2002	<u>National Tour Association – Los Angeles, CA</u>
	January 2003	<u>Bank Travel Network – Biloxi, MS</u>
	February 2003	<u>American Bus Association – Indianapolis, IN</u>
International:	January 2003	<u>Addison Show – Victoria BC</u>
	February 4, 2003	<u>Museum of World Cultures, LH reception</u>
	February 2003	<u>RSA-Receptive Services Association, New York, NY</u>
	March 2003 Available after May 25, 2003	<u>ITB – International Tourism Boerse, Berlin Germany</u>
	April 2003 Available after May 20, 2003	<u>RMI Round Up, Rapid City, SD</u>
	April 2003 Availability not know as of 4/20/03	<u>IMEX – Frankfurt, Germany</u>

Calendar - for easier overview

3/5/03	Media reception/presentation in The Netherlands, invited by WA State
3/7-11/03	ITB Berlin, Germany
3/22-30/03	NTA Tour Operator Spring Retreat, Victoria BC, by Joanne Holland-Bak/CVALCO
4/4/03	Official inaugural activities, Portland
4/5-7/03	RMI Round Up in Rapid City, SD by Teresa O’Neill/POVA
4/6-10/03	Active America in Napa Valley, Japan market by Jeff Hammerly/POVA
4/6-11/03	IMEX Incentive Show in Frankfurt, Germany
4/7-12/03	Official LH Germany group travel press by Joanne Holland-Bak/CVALCO
4/11-15/03	Japan trip, marathon and Oregon restaurant opening, by Jeff Hammerly
4/13/03	OTTTTF mtg, Lincoln City, nat’l speaker Krista Rahe-FREE int’l seminar
4/13-15/03	Governor’s Tourism Conference, in Lincoln City
5/1/03	Inaugural for Mexicana Airlines by Port
5/1-3/03	Mexicana Airlines Research Tour by POVA
5/3-8/03	TUI Germany w/ATI group press research tour
5/6-5/14/03	DDrs. Brinke, Kraenzle, 2 ppl, German press
5/16-23/03	TIA’s International PowWow in St. Louis MO
5/29-6/1/03	German Top Travel Agency Owners & Presidents
6/3-5/03	RMI LH Italy research tour, agents, operators, media
6/5-6/03	OTTTTF meeting in Roseburg, a FREE Public Relations seminar is in the work

6/	Egmont Strigl
6/	Nicole Amolsch
June/July '03	LH Germany Munich Sales Support
7/11-14/03	LH Germany Nuernberg/Franken Sales Support
Sept. 2003	Mr. Kecht and Mr. Standl in Oregon
fall 2003	LH Germany Duesseldorf Sales Support
fall 2003	LH Germany Cologne Sales Support
unknown	LH Germany Hamburg Sales Support "Top Clients"