

**Oregon Overseas Partners NewsBrief**  
**July 2003, Issue #4**

**Hello Overseas Marketing Partners,**

Hope this NewsBrief finds you well. It's been a fabulous summer so far and hopefully we are seeing lots more great weather and lots of visitors from everywhere visiting your businesses and organizations!

As always, please feel free to share this NewsBrief or any of the content with interested partners, and e-mail new addresses to my new (I am so very happy!) 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). Please help me welcome Chris to the Oregon Tourism Commission staff and the international and domestic trade program. I can't wait for all of you to meet her. Chris will now be managing the distribution and the e-mail list of the NewsBrief. Please remember that this is not a monthly newsletter. I try to offer it every 6-10 weeks depending on activity level.

Also, just a quick update on the Lufthansa and Mexicana non-stop flights into PDX, our access to the world. I have heard that both flight are doing well. The LH flight is almost completely sold out this summer and the inbound business is much stronger than was originally expected.

**ALL INTERNATIONAL**

(Now below: ASIA-Japan, EUROPE: Germany and German speaking countries, Feeder markets, MEXICO)

*FUTURE*

**International Media Clipping Report**

Please know that I do collect all international media clipping and do enter the data in a media clipping report to track our intensive pr efforts. I am only updated to the second quarter of 2002, so one year behind. I am planning on working on it this summer – depending on activity level. I will include the availability of these clipping reports in future NewsBrief, so you may request a copy. I ask for your understanding for the delay.

**Overseas Visitors in Oregon Survey**

I am happy to inform you that once again these surveys are 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.

**Western States Tourism Policy Council/US Dept. of Commerce Grant-Educational Program**

OTC is a member of the Western State Tourism Policy Council (WSTPC) and this organization has received a grant for the members to educate small and medium sized businesses (smaller than ~500 employees) in rural communities (less than 100,000 population) on the international markets (Japan, Germany, UK). If you were able to attend the Governor's Conference on Tourism in

Lincoln City in April 2003, you might have seen Krista Rahe's international seminar – brought to you in part from this grant, as well as OTTTF. Please know that an official international seminar, which has been approved by WSTPC, will be offered by me to any rural community. The seminar will also be part of the OTTTF Educational Series. Additionally, after constituents go thru these seminars, =certification process, they might be eligible for grant monies to market to the international markets. The many details are being worked out by the us and the 12 Western States members. Stay tuned!

*PAST*

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

The Oregon delegation has returned from this year's PowWow. As always, Oregon held three booths, the maximum allowed. Thanks so much to OTC's co-op partners: 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 also held a booth; co-operating with the Portland Hilton and Lincoln City/Newport. Once again, Wildhorse Casino Resort and Tamastlikt had a booth and Mr. Izzy Oren/Ponderosa Ranch also purchased his own space. All 6 Oregon booths were set up in one row. Also once again, Jeff/POVA and I prepared press kits in 3 languages: English, German, and Japanese, and hopefully we can add Spanish next year for the media market place.

*Opportunity:* 2003 Participation cost was: \$1,925/person for TIA members, \$2,325/person for non-TIA members plus travel costs. This cost will go up by \$50 next year to \$1,975 and \$2,375. Contact [billie.r.moser@state.or.us](mailto:billie.r.moser@state.or.us) to be placed on the waiting list for future PowWows. Also leads are now available by contacting [chris.l.chester@state.or.us](mailto:chris.l.chester@state.or.us), she can e-mail them out.

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**ASIA**

*FUTURE*

**Oregon Japan Language Brochure 2004/05**

I know I have reported on this in the past. Since OTC has not received a budget yet, as the legislature is still in session, Jeff and I are unable to send out the RFP for the next Japan Language Guide. Please stay tuned!

Concepts and possible design and layout changes have been approved. As you might remember, a much larger emphasis was put on the Japanese consumer and getting the 2002/03 brochure into their hands.

*Opportunity:* Please know that advertising will be available once again.

**Oregon-Bar & Grill in Tokyo plans "Gourmet Tour" to Oregon in Fall '03**

Japanese food importer/exporter Maruha Corporation, owner/operators of the new "Oregon Bar and Grill" restaurant in Tokyo is offering their patrons a chance to experience the flavors of the Pacific Northwest right here in Oregon. The restaurant is currently promoting an "Oregon Gourmet Tour" tentatively scheduled for October offered by local tour operator. 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) will attend 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. This is Oregon's annual opportunity to pitch story ideas, distribute press kits and photographs, and plan advance press trips to our destination. Last year's participation resulted in media research trip and coverage for Oregon by Kyodo News Service as well as Transworld Snowboarding Magazine. Fostering our ongoing relationships with the Globetrotter Guidebook, Golf Digest Magazine, and many others is of tremendous importance, especially in the Japanese market.

*Opportunity:* SeeAmerica Media Marketplace in Tokyo for media: 35 brochures, plus 1 page press release for \$50. As always, invoices will be sent after the event.

*Press release:* Send 10 on-page press releases on your original letter head to Jeff Hammerly, POVA, 1000 SW Broadway #2300, Portland OR 97205 by **August 20, 2003**.

*Brochures:* **by August 20, 2003** send 35 brochures to:

Mark each shipment clearly on the outside with name of show and location, "**SeeAmerica Media Marketplace-Tokyo, Japan**" and send to:

Co-Operations

Attn: Vicki Dixon

16698 SW 72nd Avenue, Portland, OR 97224

tel: 971.250.0035, e-mail: vdixon@co-operations.com

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

With the merger of the The Japan Association of Travel Agents (JATA) World Congress and World Travel Fair (WTF) this year, this event has become the sole travel industry exhibition in Japan and the largest in Asia. 30,000 travel trade professionals and 60,000 consumers are expected to attend this year's mixed trade/public show over the course of 3 days. Jeff/POVA will travel to Japan, and Tomoko Hori/JRO-Tokyo will represent the state meeting with travel professionals and consumers on our behalf.

*Opportunity:* JATA World Travel Fair brochure shipment and distribution to consumers: 100 brochures for \$100. Deadlines for JATA World Travel Fair: **August 20, 2002**. Mark shipment clearly on the outside with name of show and location, e.g.: "World Travel Fair-Japan" and send to:

Co-Operations

Attn: Vicki Dixon

16698 SW 72nd Avenue, Portland, OR 97224

tel: 971.250.0035, e-mail: vdixon@co-operations.com

### ***MEDIA***

#### ***Future***

### **DIME Magazine, Japan - July 30-Aug 4, 2003**

Jeff Hammerly with POVA is taking care of Ms. Akiko Abe, Ms. Mayumi Ito, and Mr. Norio Konno who will be visiting Oregon during the above dates for research. 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, published twice monthly. DIME has a 4 page travel section highlighting "the next big thing" worldwide. In

Oregon, the magazine will highlight horseback riding, Mt. Hood summer skiing & snowboarding; coast get-aways; wineries; shopping; restaurants; and nightlife.

*Many thanks so far to:* Falcon's Crest Inn-Government Camp; Hilton Portland & Executive Tower; Surfsand Resort-Cannon Beach, Hotel Vintage Plaza-Portland, Washington County Convention & Visitors Bureau; Northwest Equine Outfitters, Cascade Soaring, and many more.

**GIO Globetrotter Guidebook Returns for Update August 4-9, 2003**

During the first week of August Oregon will again host the senior editor of Japan's largest-selling guidebook series, GIO GLOBETROTTER, here to research the annual update of the Oregon/Washington edition of the series.

As reported in past years, Portland and Oregon were only able to capture a few pages of the West Coast edition. Through hard work of many partners, we have been able to now be part of a stand-alone PNW edition – one of their best-sellers; it is a great success for them and for us. Ms. Izumi will spend several days in the Portland area, updating and looking for new possibilities. She will also visit Mt. Hood, Lincoln City, Newport, and Eugene.

*Many thanks so far to:* Hotel Lucia-Portland; Falcon's Crest Inn-Government Camp, Residence Inn by Marriott Riverplace-Portland; Elizabeth Street Inn-Newport; Newport Chamber; CVALCO, Valley River Inn-Eugene; Pacific Coast Restaurants, Enterprise Rent-a-Car, and many more.

*Opportunity:* Please contact Jeff Hammerly with suggestions for attractions/listing updates at [jeff@pova.com](mailto:jeff@pova.com). Aside from accommodations and hosted meals, Ms. Izumi will determine her own places to visit during her stay. She also, naturally, has sole discretion as to what is included in the guide. Jeff will be happy to pass on to Ms. Izumi your willingness to host a visit by her to your business, a chance to be included in GIO.

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**EUROPE**

**Germany**

*Trade*

*Future*

**Mr. Frank Sehr, LH Munich General Manager August 18-31, 2003**

Mr. and Mrs. Sehr are visiting Oregon and having offered him itinerary assistance when Teresa/POVA and I visited his office during our Blitz Germany in December '02, we were happy to hear that he wanted to personally see Oregon and why the flight has been so successful so far. Creating goodwill in the highest level of LH management is of the utmost importance for our successful future.

*Many thanks to:* POVA, 5<sup>th</sup> Avenue Suites Hotel-Portland, Ocean Lodges-Cannon Beach, Newport Chamber, Inn at Otter Crest-Otter Rock, CVALCO, Valley River Inn-Eugene, Weasku Inn-Grants Pass, Inn of the Seventh Mountain-Bend, Dreamer's Lodge-John Day, Wildhorse Casino Resort-Pendleton, Hood River Chamber, Columbia Gorge Hotel-Hood River.

**LH Germany, Munich and Stuttgart Sales Support August 21 – 24, 2003**

As you remember, almost all of the official LH research trips were postponed. Now, the Munich and the Stuttgart regions will be coming together as one group on above dates with a total of 14 persons. I have asked Jeannine Breshears (JB), [owmc@ccwebster.net](mailto:owmc@ccwebster.net) to organize and accompany

this research tour in my place. This research tour will overnight in Newport (Shilo Inn) and two nights in Portland (Residence Inn by Marriott RiverPlace) and will also visit the Gorge the day they are flying out.

*Opportunity:* Please let me know if you are interested in hosting meals for 16 (14 clients plus JB as the Oregon tour manager and driver) in Newport, Portland, and Gorge areas.

### **LH Germany, Hamburg and Frankfurt Sales Support, August 29 – September 2, 2003**

The Hamburg and Frankfurt regions have also combined into one group. Companies' Travel Departments and Incentive Tour Operators - total of 15 (incl. LH staff) – will be coming on the above dates. The LH staff has approved the following itinerary and asked for specific tie-ins to the business climate/opportunities in Portland. . I have asked Jeannine Breshears (JB), [owmc@ccwebster.net](mailto:owmc@ccwebster.net) to organize and accompany this research tour in my place, as well as Erik Wolf w/Mt. Hood Territory. Overnights in CAPS: LINCOLN CITY (Shilo Inn), PORTLAND, PORTLAND (Heathman), and TIMBERLINE/Mt. Hood.

*Many thanks so far to:* JB is working with Lincoln City VA, Shilo Inns-Lincoln City, Chinook Winds-Lincoln City, POVA, Heathman Hotel, Mt. Hood Territory (Clackamas TDC), Timberline Lodge, Resort at the Mountain, Falcon Crest Inn, and many more.

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

This is also a re-scheduled research trip. On above dates, the Duesseldorf, Cologne, and Berlin regions will be coming together as one group with a total of 14 persons. Right now, Jeannine Breshears (JB) is also working on this tour. Joanne Holland-Bak/CVALCO has agreed to be the Oregon tour manager. The approved itinerary is, overnights in CAPS: NEWPORT, EUGENE, PORTLAND, and will try to also visit the Gorge the day they are flying out.

*Many thanks so far to:* Marine Discovery Tours-Newport, Newport Chamber, CVALCO, Hilton Hotel-Eugene, POVA, Portland Hilton Hotel & Executive Towers.

*Opportunity:* If you are interested in hosting, please contact [billie.r.moser@state.or.us](mailto:billie.r.moser@state.or.us). Rooms, meals for 16 (14 clients plus Oregon tour manager and driver) in above mentioned areas.

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

This tour is also coming together for sometime the first two weeks in October. This research tour is initiated by Uniquely Northwest of Seattle and Portland and the Oregon Partners are very interested in developing the Incentive market and support these efforts. Teresa O'Neill/POVA will be Uniquely NW's liaison for this research tour plus future incentive tour marketing. If you are interested in the incentive market, please send Teresa a quick e-mail letting her know that. [teresa@pova.com](mailto:teresa@pova.com).

### **Misc. tour operator fall/winter promotions**

**McFlight – Germany:** We have successfully negotiated a travel agent flyer promotion with McFlight, promoting the LH flight, in October/November. McFlight buys ground product from FTI (tour operator in Munich). We are able to do this because of the Port grant monies.

**Thomas Cook/Neckermann - Germany:** Also, we have successfully negotiated a travel agent flyer promotion with Thomas Cook. The flyer promoting the LH flight for the fall and early winter months will be distributed in travel agencies in Germany, Austria, and Switzerland. Again, the Port grant monies make this possible.

**Westwind Touristik:** We are happy to support part of the costs for a Infox mailing to travel agencies in Germany. It will be done in August/September promoting 4 different tours in Oregon for fall and winter made possible by the Port of Portland grant we manage.

**Aeroplan – Germany:** A travel agent flyer promotion of the new LH flight, plus a brand new fly drive product was negotiated with Aeroplan, tour operator in Cologne. Also, this is targeting the fall/winter/spring season and is made possible by the Port of Portland grant monies we are managing.

**Meier’s Weltreisen – Germany:** I have secured participation in Meier’s Weltreisen’s “Travel Talk Breakfasts with Travel Agents”. This particular promotion will focus on our 2003/04 winter product and costs are shared with WA state.

**America Journal Overprint (a bi-m German publication)**

As I have mentioned in past NewsBriefs, I have been trying to get an overprint of certain sections of currently running articles in the America Journal “overprinted” to create an additional Oregon fulfillment piece in German. This overprint (10,000 copies) will focus on Oregon, and Lewis & Clark, written by Drs. Brinke and Kraenzle. This overprint will also include a Southern Oregon article and an overview of Oregon as a destination. L&C is the “hook”, because we know that this subject speaks to a higher educated and higher income level audience in Germany. These 10,000 copies will be an additional fulfillment piece in our German speaking markets for the next 2 years. We will continue to fulfill as well with the PNW German guide which OTC and WA Tourism have developed together.

At the same time, I am still working to secure a “fly-drive tour product” from Meier’s Weltreisen, with the name “Lewis&Clark”, to be promoted in this same overprint. The availability of the fly-drive would allow us to bring the product to market. I have not been able to finalize this as of July 22 – and currently this opportunity does not look promising due to situations out of our control, but I have not given up yet and am still pushing hard.

This “America Journal Overprint” will be premiered at the American Days in 3 locations in Germany – see “Oregon Europe Tourism Mission” below, as we expect an excellent turn out by the media and therefore excellent coverage for this new German piece.

*Opportunity:* America Journal is selling advertising currently for the regular, #6, November/December 2003 issue, which will be part of the overprint. The editorial has been secured and there will not be an assigned journalist coming – as you know and can see in this NewsBrief, America Journal has covered Oregon well for many years. For advertising in issue #6 November/December 2003, which will run in the Overprint, contact: Detlef Fox at [detleffox@comcast.net](mailto:detleffox@comcast.net)

### **Oregon Europe Tourism Mission, January/February 2004-Germany, France, Italy**

It's time to go on a tourism mission, everyone! Our window of opportunity for the 2004 summer season and winter season beyond is only open until May/June 2004, so we have to move now!

I am proposing our first Europe Tourism Sales Mission to take us to Germany and two of the three most important feeder markets (also referred to as "beyond markets"), Italy and France.

The mission will consist of participation in 3 "**American Day**" events in **Hamburg, Frankfurt, and Munich**. These three German metro areas are the travel media and travel trade centers. I am working to recruit other sectors of Oregon industry to give Oregon the chance to make this the "**American Oregon Days**". I am working to secure the overall sponsorship package so Oregon's name would be prominently featured on all in-country American Days promotional efforts. The American Day events are attended by media, tour operators as well as consumers (subscribers of the America Journal), and frequent US travelers in general, a total of approx. 1,000 ppl/event. This might not seem like a high number, as this is Quality over Quantity.

In **Paris**, I am working so that the Oregon delegation will be making sales calls and sales presentations in one-on-one appointments. .

In **Milan, Italy**, it is possible to participate in BIT, the largest travel trade show in Italy.

The activities in Paris and Milan are targeting "Oregon product development", as brand new markets for us, whereas Germany is much more of a mature market for us and promotion of current and new (year-round particularly) product needs to happen.

Dates and Costs:

You may consider participating in all three or only one part of this Europe Mission, the costs are very approximate at this point, as I am not sure of all possibilities and costs.

American Days: Munich: January 30, 2004 – February 1, 2004

Frankfurt: February 4 – 5, 2004

Hamburg: February 6 – 8, 2004

Participation Costs for 3 events: ~\$2,000/person, \$1,000 for extra person from same organization

Paris: travel day February 9, sales calls February 10 – 11, 2004

Participation Cost: sales calls (and possible small luncheon event) ~\$200-300/person.

Milan/BIT trade show: travel day February 12, show set up day 2/13, BIT: February 14-17, 2004

Participation Cost: depending on trade show details, ~\$1,500-\$1,800/person

**Please note:** Participation costs are off-setting overall costs as I am still receiving estimates for different items needed including in-country project managers to make sure that the Oregon delegation will be successful in our efforts. All individual travel costs are in addition.

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

It will also be time very soon to look at participating in ITB. As you remember, the largest ever Oregon delegation traveled to Berlin March 2003. As you know, ITB is the primary vehicle for selling to the German travel trade market (and some of our feeder markets) and with the LH non-stop air service ITB's importance to us has increased. In March 2003, the delegation spoke to over 120 people and generated over 80 contacts/leads.

I would like to inform all of you that OTC (and WA as PNW) will have a presence with a "workstation" once again this year. I encourage all of you to consider buying your own workstation or booth. I am certain, the organizer of the USA Pavilion at ITB, B-For, will be

happy to work with you to locate us all together. I will not be organizing an “overall” booth, as I have over the past years. No doubt OTC will be the overall “lead” once again during the show, just without the booth organization duties.

*Costs:* In 2003, the cost of one workstation was approx. \$1,550 plus another \$100-\$150 in miscellaneous mandatory costs. Since the exchange rate has been good for Europeans to visit us, it is not in our favor purchasing goods and services so these costs might increase some. Please feel free to contact me with questions. [Billie.r.moser@state.or.us](mailto:Billie.r.moser@state.or.us) . As always, individual travel costs are to be budgeted additionally.

*Past*

### **LH Germany Nuernberg/Franken Sales Support, July 11 – July 14, 2003**

The LH region Nuernberg/Franken brought 14 persons (incl 1 LH staff), travel agent management and LH management on the above dates. Most of the tour was arranged by LH Nuernberg office  
*Many thanks for support:* RAZ, The Westin Portland, POVA, Inn at 7<sup>th</sup> Mountain – Bend, COVA, Wanderlust Tours.

### **Birthe Leuschner, CANUSA – Germany, May 22 – June 8, 2003**

The product manager for fly drive product, Ms. Birthe Leuschner, came to OR and WA on a part personal vacation/part checking out the product she features in her catalogue. She had never been to the PNW and we had been inviting her for the past 3 years. Thanks to RMHT for finally bringing her to us.

*Many thanks to:* The Westin Hotel-Portland, POVA, Prospect Hotel-Crater Lake, Red Lion Hotel-Coos Bay, Salishan Resort-Gleneden Beach, Shilo Inn-Seaside, many partners in WA, and BW Greenwood Inn-Beaverton.

### **Franziska Ahlmann, TUI Germany, May 22-25, 2003**

FIT product manager for the US for the largest tour operator in Germany decided to visit us as well between PowWow in St. Louis and the Rendevous Canada trade show in Vancouver, BC.  
*Many thanks:* Portland Hilton Hotel, Ocean Lodges-Cannon Beach, and POVA.

### **Misc. tour operator spring/summer promotions**

Thanks to the grant OTC received from the Port of Portland, I have implemented the following with the approval of the Oregon Partners:

**CANUSA direct mail to 10,000 consumers:** This direct mail piece “Der Heisse Tip” (= The Hot Tip) turned out beautifully with Klamath Lake being the cover shot. The flyer advertises the new LH air service and a brand new 8-day fly drive in Oregon (Portland, Portland, Lincoln City, Florence, Klamath Falls, Madras, The Dalles, and Portland). This went out in late March and even though timing was not the best, as the war started right after that, CANUSA reports a + 70% inquiry rate on all Oregon tour product CANUSA offers.

**Meier’s Weltreisen direct mail piece to 12,000 travel agents:** This 4 page color flyer was sent beginning of May and even though it is too early to tell bookings from it, it turned out very nice. The flyer promotes the current OR/AW fly-drive program in the Meier’s catalogue and 6 Oregon hotels (primarily Portland, + Eugene and Coos Bay).

**DER posters to 10,500 travel agencies:** Posters promoting Portland and the new service hit German travel agencies in mid May. The posters are seen by consumers walking by on the street and therefore, this should also be considered a consumer promotion.

### **More misc. promotions**

**“connect” Magazine – May 2003:** “connect” is a magazine with a circulation of 160,000 and is read by executives and business men and women in Germany. Lufthansa received an award from “connect” and with this award LH was doing a promotion and gave away two business class tickets to Portland. LH asked for a 2 nights land package to go with it.

*Thanks to:* 4 Point Sheraton-Portland, Portland Art Museum, RAZ/Grayline of Portland for “Portland City Tour and “Lost Souls” tour tickets - and the two-day turn around!

**LH Austria travel agent promotion – early April 2003:** LH Austria contacted me for assistance for a Portland promotion. This activity happened very quickly due to the crisis in Iraq and LH Austria’s very specific requests. The originally trip, offering 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 gained 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 had to be answered.

*Many thanks to:* Monarch Hotel-Clackamas, BW Greenwood Inn-Beaverton, Holiday Inn Express-Downtown Portland, and POVA for the MAX tickets.

*Media*

*Future*

### **HR 1 (Hessischer Rundfunk) radio network promotion**

HR 1 (number one, not letter I) will be doing a radio show on Oregon and has received 2 complimentary LH tickets for the winner of a prize give-away. This is similar to the promotion we have done with HR 3(Stefan Hoffmann). Mr. Andreas Rippl’s show will air on August 31, 2003 and lasts from 10am – 3pm and the Oregon topic will be mentioned every single hour. This radio network airs in a large area around Frankfurt and beyond and has over half a million listeners a day. Information about Oregon will be published on their home page [www.hr1.de](http://www.hr1.de) and will feature the new non-stop flight and the sponsors of the overnights and attractions, etc. I will need your assistance in receiving gift certificates for 5 nights total, minimum 2 in the Portland Metro area. Our German representative office is planning to ask Alamo Rental Car for a sponsored car, if I can receive gift certificates from outside of Portland.

*Opportunity:* Please e-mail me if you are willing to sponsor one night accommodations via gift certificate; 1 room for 2 people, the certificate has to be valid until June 30, 2004, include black out dates in the certificate. I would also like to accept attraction tickets and meals, if possible. Deadline: Please e-mail me as soon as possible, I need to receive actual certificates by mail by **August 1. Please mark envelope with HR 1 promo-Germany.**

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

Update: As of July 22, I have not been able to confirm the date of this research trip. Mr. Kecht

has been very busy working on the (unsuccessful) Salzburg, Austria Olympic Games 2010 bid (their loss – our win, even though as an Austrian, I am bit bummed... ☺) and also just became a father – Congrats - so he has not been able to work on this project. Nevertheless, he is still hoping to come. Background: As reported in the past, 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 magazine “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 has committed to assisting with ground transportation.

*Past*

**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 was sponsored by LH. Stefan had a fabulous time – it was his first time in the US and he taped enough “for 10 shows”, he told me. The show aired on Sunday July 6 – prime time from 9:00am to 1:00pm. I have not received the tape as of 7/22 but I am sure I will. If you would like a copy of the taped show, please e-mail me (it will be in German). All sponsors were listed on [www.hr3.de](http://www.hr3.de). As you know the travel program included a travel quiz and travel give-away, which LH provided tickets for you provided gift certificates for the winner. I have heard from the winner and am awaiting dates. Then I will be putting the trip together.

*Many thanks to the many creative people, partners and sponsors of gift certificates:* POVA, Portland Marriott Downtown on the Waterfront, Lincoln City VCB, Inn at Spanish Head, Chinook Winds-both Lincoln City, Tradewinds Charters-Depoe Bay, CVALCO, Sand Dunes Frontier-Florence, Quality Inn-Eugene, Karen Runkel, COVA, Wanderlust Tours-Bend, Long Hollow Ranch-Sisters, Grant County Chamber-Anette Christoffersen and Stacy Green, Dreamer’s Lodge-John Day, John Day National Monument, Kam Wa Chung-John Day, Pendleton Chamber, Wildhorse Casino Resort, Tamastlikt, Round Up Hall of Fame-both Pendleton, Columbia River Discovery Center-The Dalles, Hood River Chamber, Fruit Loop-Hood River, BW Hood River Inn, Mt. Hood Territory, Timberline Lodge, Red Star Tavern-Portland, Rheinlander and Gustav’s-Portland, Hotel Lucia-Portland, Falcon Crest Inn-Government Camp, Snaffle Bit Dinner House-John Day, Dewitt Museum-Prairie City, Grant County Museum-Canyon City, High Desert Museum-Bend, and many more.

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

As most of you remember, this media research tour opportunity for Portland and Oregon had to be put together very quickly. TUI Germany is the largest tour operator in Europe and offers numerous tours which include Oregon. TUI promoted the PNW fly-drive tour for FITs in this promotional activity and had 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) was successful.

*Many thanks from POVA and myself for the very quick response to our call outs:* POVA,

Kimpton Group-5<sup>th</sup> Avenue Suites and Vintage Plaza Hotels-Portland, Chinese Classical Garden-Portland, Lincoln City VA, Shilo Inn, Chinook Winds Casino-both -Lincoln City, Tradewinds Charters-Depoe Bay, CVALCO, Sand Land Adventures-Florence, Valley River Inn-Eugene, Long Hollow Ranch-Sisters, Xanterra-Crater Lake, Crater Lake National Park, Klamath Chamber and Tourism, Shilo Inn-Klamath Falls, Flavell House-Klamath Falls, and many more.

**Drs. Brinke & Kraenzle, print media from Germany, May 6 – May 14, 2003**

Drs. Brinke and Kraenzle were in Oregon on above dates. This German couple is writing the series on Lewis & Clark for the America Journal (bi-monthly, 44,000 circulation) – also refer to **America Journal Overprint** above. Margit and Peter also researched the Portland area for additional articles in America Journal (including overprint). They are also looking to return to Oregon in the fall to research for “Western Horsemanship” Magazine.

*Many thanks to:* Wildhorse Casino Resort-Pendleton, Tamastlikt-Pendleton, Cousin’s Inn and Restaurant-The Dalles (formerly the Columbia Gorge Quality Inn), Columbia Gorge Discovery Center and Wasco County Historical Society-The Dalles, Astor Haus-Astoria, Oregon Coast Aquarium, Rogue Ale Brewery – both in Newport, Kittiwake B&B-Yachats, McMenamini’s Grand Lodge-Forest Grove, POVA, The Governor Hotel-Portland, and Oregon’s exporting wineries, and many more.

**Mrs. Tilman Schuppius & Olaf Preuss media, May 13 – 29, 2003**

Mr. Schuppius, free lance photographer, came to Oregon with freelance writer Mr. Olaf Preuss. They researched for numerous stories, which they had pitched to: 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. These two journalists were at times challenging, nevertheless, it looks extremely positive already for the “Dunes Story” to be sold to Stern, as well as one other story for the Financial Times-Germany. Tilman has reported interest in all other story ideas and possible “takers” for these other stories.

*Many thanks to:* Deborah Wakefield/POVA for all her work to coordinate Caprial’s and gaining access to Vera Katz, The Heathman Hotel-Portland, Shilo Inn-The Dalles, LaGrande VCA, Union Hotel-Union, Eagle Cap Chalet-Joseph, Geiser Grand Hotel-Baker City, Bend CVA, Mt. Bachelor Village-Bend, CVALCO, Riverside Motel-Florence, and many more. OTC provided financial support for air and ground transportation.

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

Once again, Egmont Strigl’s research trip went great – he was very pleased with getting his story. Mr. Strigl was on assignment for an outdoor feature for the America Journal (44,000 circulation).

*Many thanks to:* Silvercloud Inn-Portland Airport, Brookings-Harbor Chamber of Commerce, Portside Suites-Brookings, Illinois Valley Community Rescue Team, Oregon Caves Chateau, Grants Pass CVA, Weasku Inn, Orange Torpedo-both Grants Pass, Prospect Hotel-Crater Lake, Box R Ranch/Pinehurst Inn, Lake of the Woods-Klamath Falls, Roe Outfitters-Klamath Falls, Wanderlust Tours-Bend, Inn of the Seventh Mountain-Bend, Ponderosa Ranch-Seneca, Best Western Greenwood Inn-Beaverton, and many more.

*Feeder Markets, also referred to as “Beyond markets”*

*Trade*

*Future*

**Real America Guide Advertising for Rocky Mountain International (RMI)**

For some of you as a reminder, Teresa/POVA has sent out advertising opportunity with the RMI marketing consortium for the *Real American Guide*. Check out: RMI website [www.rmi-realamerica.com](http://www.rmi-realamerica.com). This publication is the primary fulfillment piece for RMI and is published in the following languages: German, English, Italian and French. For more information contact [teresa@pova.com](mailto:teresa@pova.com). Also, for more information on RMI, contact [teresa@pova.com](mailto:teresa@pova.com).

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

**Netherlands**

Ms. Heike Birlenbach, General Manager LH Amsterdam was so impressed when she visited, that she wanted to show us off to her clients. 6 clients plus 1 LH and 1 UA managers will be coming to Portland and The Gorge on above dates. I am currently working with POVA and Hood River Chamber.

*Opportunity:* Please contact me if you would like to host this group, a total of 10 rooms (8 above mentioned, plus 1 Oregon tour manager, 1 driver) night of 10/9-Hood River, night of 10/10-Portland. We will also need complimentary meals and attractions.

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

Gary Schluter/President and Brian Gomi/Product Manager, with RMHT, receptive operator from Colorado. RMHT is also one of the two “official RMI receptive operators”. They have invited two tour operator clients to join them on a research tour of the NW, prior to an event in the RMI region. I am excited that not only Gary and Brian are coming, but that they are bringing their clients, who book the product through Rocky Mountain Holiday Tours (RMHT). Trust me, it does not get much better than that! Brian Gomi has requested his itinerary/overnight stays (current offerings in the RMHT tariff) thru me and I have set up the itin for them.

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

*Past*

**Heike Birlenbach, LH Netherlands, May 24-30, 2003**

The General Manager of LH Netherlands visited Portland and Oregon to see what this new LH destination is all about. Heike just loved it here and has committed to giving us her support from LH Netherlands, a primary feeder market for us. Already are we seeing results from her trip.

*Many thanks to:* an unknown Portland Hotel, Hallmark Resort-Cannon Beach, Shilo Inns-Newport, Cooper Spur Resort- Parkdale, Hood River B&B, and Hood River Chamber

**RMI-LH Italy OR/WA/ID research tour, June 3-5, 2003**

As reported, Portland is a member of the Rocky Mountain International (RMI) marketing coalition, as a Gateway City. RMI brought agents, operators, and media to Portland, Hood River and Pendleton before traveling to Spokane, WA – another Gateway City and Idaho, a RMI state.

Teresa O'Neill/POVA is the lead for RMI and this research trip. Teresa reports that the group was truly impressed with Oregon, delighted with Rose Festival activities, the quick trip to Cannon Beach, and had a fabulous time in Eastern Oregon.

*Many thanks to:* RAZ, Avalon Hotel and Spa-Portland, Port of Portland, Rose Festival, Hilton Hotel-Portland, Hood River Hotel, Wildhorse Resort and Casino and Tamastlikt-Pendleton, our partners in Spokane and Idaho.

*Media*

*Future*

**Group Media Research Tour-Netherlands & Sweden, with WA State, tentatively scheduled for October 6-11, 2003**

I am currently working with WA State and their Dutch representation office, BuroSix on a 7-day media research tour. As I have had 2 separate requests for two separate group media tours from Sweden, WA allowed me to invite 3 Swedish journalists on this media tour. The dates are not finalized as of 7/22. WA and I are hoping to offer the following itinerary: fly to Tri-Cities/WA, Pendleton, Skamenia, Mt. St. Helens-Vancouver/WA, Portland, out.

*Opportunity:* If you are interested to host this group, rooms (approx. 12-14), meals, attractions, please e-mail [billie.r.moser@state.or.us](mailto:billie.r.moser@state.or.us)

**Jacob von Splunter, Netherlands**

Jacob attended the media event/presentation in Amsterdam in March 2003 that WA State had invited me to at no cost. Jacob is now interested in visiting Oregon, specifically for a hiking and mountain biking article. I have committed to hosting him, overnight rooms and rental car and am communicating with him about specific trails and story ideas. No date has been set and LH Netherlands has agreed to sponsor his flight. *Thanks* already Oakridge and CVALCO.

*Opportunity:* Please let me know if you are interested in hosting him in Portland and if you are in a great hiking/mountain biking place.

*Past*

**LH Europe Media Group #1, Belgium office, June 1-5, 2003**

The Lufthansa German Airlines PR office for Europe, based in Brussels Belgium, brought two media groups (see below Group #2): 2 journalists from France (one publication), 2 from Italy, 1 from Belgium, and 1 from Holland (the second person, Ms. Helen Conijn, scheduled to come, but visited on an individual research trip – see below) plus 1 LH staff member. The trip went very well and our clients (none had been in the Western US before), and sometimes could not believe what they saw – four of them extended their stay – see below.

*Many thanks to:* RAZ Transportation for motorcoach, SW Washington, Fort Vancouver, Long Beach WA CVA, The Breakers-Long Beach, Eco Jetboat Tours-Astoria, Astoria Chamber, Sokol Blosser-Newberg, POVA, Residence Inn by Marriott RiverPlace-Portland, Portland Art Museum, Cowlitz County and Mt. St. Helens, Bonneville Hot Springs Resort-Bonneville/WA, WA State Tourism, Sternwheeler Columbia Gorge-Cascade Locks, Port of Portland, and many more.

**Univers des Voyages, June 5-10, 2003 France**

I met the Chief Editor of this publication at the PowWow media market place in St. Louis and pitched him a few story ideas. This is a travel trade publication for tour operators and travel

agents, with a circulation of 15,000 and the top one in France. Before I even returned from St. Louis, I received his e-mail that his publication had been invited on the LH Europe Group #1 media group research tour – see above. He requested that his writer and photographer could extend their stay, since the stories I pitched him were not included on the group research tour, and I happily agreed as France is a major feeder market for us.

*Many thanks to:* Shilo Inn-Lincoln City, Lincoln City VA, Gold Beach Promo Board, Ireland's Rustic Lodges, Shore Cliff Inn, Tu Tu Tun Lodge – all Gold Beach, CVALCO, and Hilton Hotel-Eugene

### **Antonia Miori, June 5-11, 2003 Carnet Magazine, Italy**

Antonia participated in the Group #1 Media Group as well, and loved OR & WA! Just prior to flying out on June 5, she requested to extend her stay and LH was able to do so. She traveled with Kristine and Patrice from Univers des Voyages (see above) and stayed an additional night in Portland. Carnet is a high-end publication and reports on culture, museums, travel, and more with a circulation of 69,700.

*Many thanks to:* Shilo Inn-Lincoln City, Lincoln City VA, Gold Beach Promo Board, Ireland's Rustic Lodges, Shore Cliff Inn, Tu Tu Tun Lodge – all Gold Beach, CVALCO, Hilton Hotel-Eugene, and the Residence Inn by Marriott RiverPlace-Portland, and for the 1-hour turn around.

### **Ludo Mortelmans, June 5-7, 2003 Uit Magazine, Belgium**

Well it seemed like, we did not send anyone home of the Europe Media Group #1! Ludo liked the Rose Festival activities very much and asked to extend his stay as well and his requests was accommodated in less than 3 hours. Uit Magazine is the equivalent of our AAA magazine with a circulation of 240,000.

*Many thanks to:* Residence Inn by Marriott RiverPlace-Portland, POVA.

### **LH Europe Media Group #2, Belgium office June 8-13, 2003:**

Group #2 went extremely well as well. One each journalist from the following countries visited: Austria, Switzerland, Denmark, Sweden, Norway, Spain plus one LH staff member from the Belgium office. One story has already appeared from this research trip.

*Many thanks to:* Columbia Crossroads Tours for motorcoach, SW Washington CVA, Fort Vancouver, Ocean Lodges-Cannon Beach, Sokol Blosser-Newberg, POVA, Inn at Northrup Station-Portland, Portland Art Museum, Cowlitz County and Mt. St. Helens, Columbia Gorge Hotel-Hood River, Mt. Hood Railroad-Hood River, Hood River Chamber, and many more.

### **Helen Conijn, Netherlands, July 7-13, 2003, pub name**

As I mentioned above, Helen was supposed to be with Group #1, but due to unforeseen travel challenges, could not make it. We accommodated Helen on the same itinerary as Group #1, she just drove it on her own in a rental car. She reported that she liked it very much and also had many more questions on other areas of Oregon. OTC sponsored ground transportation.

*Many thanks to:* see Group #1

### ***Mexico***

As you know Mexicana Airlines started non-stop service on May 1<sup>st</sup>, 2003. This is our first ever non-stop service to Mexico and started with three times a week (Thu, Fri, Sat) to Guadalajara and

on to Mexico City or Morelia.

Barbara Steinfeld/POVA – thank you so much - is taking this market onto her wings on everyone's behalf. Barbara speaks Spanish and worked the Mexican market in her former job, and therefore is extremely qualified.

### **ARLAG tradeshow in Guadalajara in May**

POVA and the Port of Portland shared a booth at the ARLAG tradeshow in Guadalajara in May where 800 travel agents picked up a Spanish brochure about Portland and Oregon. Initial contacts were made with a major tour operator, Onvisa, with plans to host their representatives in Portland in September 2003 to get Portland into their program.

### **Mexicana Airline FIT program**

We are working with Mexicana's FIT program for individual travelers, trying to get hotels into the system for this program and into the printed piece, Guia VTP, as well. In July, we hosted the vice president of the company that produces the in-flight magazine (Azul) for Aero Caribe, a subsidiary of Mexicana for business travel. Sr. Victor Blazquez is closely aligned with Mexicana Airline and will become our personal ambassador for Portland as he fell in love with our city of Portland and is looking for many ways to promote it.

### **Expo Mundial in Mexico City in fall 2003**

Fall plans include sharing a booth at "Expo Mundial" in Mexico City in September 2003 and a sister city visit to Guadalajara in October to meet with tour operators and travel agents. POVA's website is translating key pages to Spanish, a press kit is also being translated and will appear in print as well as on the web. The Port is translating key parts of its website to Spanish as well as reprinting the Spanish brochure used for promotion at the tradeshow.

For questions about the Mexican market, please contact:

Barbara Steinfeld, Director of Cultural Tourism, POVA, [barbara@pova.com](mailto:barbara@pova.com)

*Media*

*Past*

### **Mexicana Airlines Research Trip May 1-3, 2003**

Mexicana brought a group of 10 travel agents and media on the inaugural flight to Portland and this was a great start for us to impress on this brand new market. Teresa/POVA was the lead on this research tour. The group loved Portland and Mt. Hood. They specifically enjoyed the city life, the tax-free shopping, and the year-round snow on Mt. Hood and Timberline Lodge.

*Many thanks to:* RAZ Transportation, POVA, The Heathman Hotel-Portland, Hilton Hotel and Executive Tower-Portland, McCormick & Schmick. OTC hosted lunch at Timberline Lodge.

*MISC. UPDATES/NEWS*

### **Pep Rates wanted!**

Remember when I asked for Pep Rates? I wanted to let you know that LH Frankfurt has turned over the Pep Rates I requested from you to their tour operator. This tour operator is now packaging trips to Portland and Oregon for qualified only persons.

## **OTTTF – Team Oregon**

I encourage you to stay updated with OTTTF activities, as the Domestic and International Trade Business is many times one and the same. Domestic tour operators are also receptive operators for the international market. Also, I am using OTTTF's quarterly "What's New" for the many international press kits and allow the international press into [www.OregonPackagedTravel.com](http://www.OregonPackagedTravel.com) as well.

### **2002/2003 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:      November 2002      **National Tour Association – Los Angeles, CA**  
                         January 2003              **Bank Travel Network – Biloxi, MS**  
                         February 2003             **American Bus Association – Indianapolis, IN**

International:    January 2003                **Addison Show – Victoria BC**  
                         February 4, 2003         **Museum of World Cultures, LH reception**  
                         February 2003            **RSA-Receptive Services Association, New York, NY**  
                         March 2003                **ITB – International Tourism Boerse, Berlin Germany**  
                         April 2003                 **RMI Round Up, Rapid City, SD**  
                         May 2003                  **PowWow – St. Louis, MO**

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

5/22-6/8/03      Birthe Leuschner/CANUSA in OR and WA  
6/1-5/03           LH Europe Group #1 in OR  
6/5-7/03           Uit Magazine, Belgium in OR  
6/5-10/03        Univers des Voyages, France in OR  
6/5-11/03        Carnet, Italy in OR  
6/3-5/03         RMI LH Italy research tour, agents, operators, media in OR  
6/5-6/03         OTTTF meeting in Roseburg  
6/8-13/03        LH Europe Group #2 in OR  
6/26-7/8/03     Egmont Strigl, Germany in OR  
June/July '03   LH Germany Munich Sales Support  
7/9-13/03        Helen Conijn, Netherlands in OR and WA  
7/11-14/03      LH Germany Nuernberg/Franken Sales Support in Oregon  
7/30-8/4/03     DIME Magazine-Japan, in OR  
8/4-9/03         GIO Globetrotter Guidebook-Japan, in OR  
8/18-31/03      Mr. Sehr/LH Munich in OR  
8/21-24/03      LH Germany, Munich and Stuttgart in Oregon  
8/29-9/2/03     LH Germany, Hamburg and Frankfurt in Oregon  
9/9-10/03        OTC Commission Mtg in Joseph  
9/30/03          TIA's See America Media Marketplace-Tokyo, by Jeff Hammerly/POVA  
Sept. 2003       Mr. Kecht and Mr. Standl in Oregon  
Sept. 2003       trade shows in Mexico – by Barbara Steinfeld/POVA  
10/2-5/03        JATA World Congress, WTF-Japan, by Jeff Hammerly/POVA  
T: 10/6-11/03   Group press tour with WA from Netherlands and Sweden

10/7-11/03 Rocky Mountain Holiday Tours plus clients in OR  
10/9-11/03 LH/UA Netherlands travel trade research tour in OR  
10/9-13/03 LH Germany, Duesseldorf, Cologne, Berlin in Oregon  
10/10-11/03 OTTTF meeting in Woodburn  
October 03 Incentive Research Tour in Oregon, by Teresa O'Neill  
11/13-16/03 NTA Charlotte, NC  
1/8-9/04 OTTTF meeting Inn at Cooper Spur/Mt. Hood  
1/30-2/8/04 Europe Sales Mission: American Day events in 3 cities in Germany  
2/9-11/04 Europe Sales Mission: Paris  
2/13-17/04 Europe Sales Mission: BIT trade show in Milan  
3/12-16/04 ITB Berlin