

Oregon Overseas Partners NewsBrief
September 2003, Issue #5

Hello Overseas Marketing Partners,

Hope this NewsBrief finds you well. A promising fall season is knocking on our door – and these wonderful days of summer weather will make the wine a whole lot better!! I also look forward to a fabulous winter season. We are working to develop more year-round product for the international markets.

As always, please feel free to share this NewsBrief or any of the content with interested partners, and e-mail new addresses to my assistant, Chris Chester at chris.l.chester@state.or.us (the middle initial is the letter L, not the number One). Many of you – by now – will have had met Chris via e-mail a least and I thank you for welcoming her to our team. Chris is managing the distribution and keeps this e-mail list updated. Please remember that this is not a monthly or regularly scheduled newsletter.

I would also be very interested to hear from you if you have seen an increase in European visitors at your businesses and visitor centers. If you keep counts and you are able to compare international visitation from year to year, it would be great if you could share that with me. Of particular interest are Europeans (Germany, Austria, Switzerland, the Netherlands, Scandinavian Countries) as well as Mexico and Japan. I will not share your numbers in any way with any one, it would just allow me to get a “feel”. German and Dutch tour operators and some receptive operators are reporting increases for sure, some very substantial.

ALL INTERNATIONAL

(Below: ASIA-Japan, EUROPE: Germany and German speaking countries, Feeder markets, and Mexico)

FUTURE

International Media Clipping Report

I have now completed 2003 and am 80% done with the first quarter of 2003. Please find the numbers below. If you would like to receive a copy of the actual clippings, please send an e-mail request to chris.l.chester@state.or.us. She will get it to you when the process is completed. This is an enormous process and it does take me quite a bit of time to complete. Thank you for your understanding.

<u>Year</u>	<u>Total circulation</u>	<u>Total \$ value</u>
2001	18,116,011	\$939,547
2002	13,478,680	\$1,534,984
1 st qu 2003	*3,326,580	*\$434,810

*preliminary data; compiled as of 9/22/03

Overseas Visitors in Oregon Survey

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

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

FUTURE

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

Oregon will have a presence at PowWow. Oregon will hold three booths, the maximum allowed. The following partners have signed up: CVALCO, Central Oregon, Southern Oregon, POVA/Japan, Lincoln City/Newport, Shilo Inns. POVA will also hold a booth, co-operating with the Portland Hilton. Once again, Wildhorse Casino Resort and Tamastslitk will have a booth and Mr. Izzy Oren/Ponderosa Ranch will also purchase his own space. We will work again to have all 6 Oregon booths set up in one row.

Opportunity: 2004 Participation will be: \$1,975/person for TIA members, \$2,375/person for non-TIA members plus travel costs.

Currently OTC has two spots open for 2004 and POVA has one spot open – please contact billie.r.moser@state.or.us and/or teresa@pova.com.

NorthAmericanJourneys.com

OTC bought into this program again this year. An “All Oregon” fly-drive itinerary was submitted for this website. I consider this part of our sales strategy to receptive operators, as it is marketed to receptives, as well as tour operators and wholesalers internationally as well as domestically.

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ASIA

FUTURE

APEC Conference

Catalog Exhibit at “Oregon USA” Pavilion, APEC Investment Mart, Bangkok, Thailand Oct 16-21.

You are invited to exhibit your product/service catalogs, samples, etc., at the Asia Pacific Economic Cooperation (APEC) Investment Mart. The event will coincide with a meeting of APEC leaders, including President Bush. Oregon will be the only US representative. Our “Oregon USA” pavilion will get exceptional attention. The Oregon Economic and Community Development’s International Division invites you to exhibit at our “Oregon USA” pavilion. Estimated visitors: 300,000 persons. For more information, please check this web site:

www.bangkokapecmart2003.com

What to do? Send a check of \$150 payable to Oregon Economic and Community Development Dept. Send brochures to our pre-arranged freight forwarding company, OIA. You will be responsible for shipping costs from PDX to Bangkok, but we will be responsible for custom clearance, storage, and distribution of your brochures at our “Oregon USA” pavilion, as well as follow up with potential customers. Shipment needs to arrive at OIA by Monday Sept 29 at the latest.

For further information, please contact:

Sunun Setboonsarng, International Trade Manager at 503-229-6057 or e-mail sunun.s.setboonsarng@state.or.us.

Oregon Japan Language Brochure 2004/05

We are now going out to bid for a 2004/2005 Japan Language Brochure. Concepts, design and layout changes have been approved.

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

Oregon Bar and Grill, Tokyo

Oregon-Bar & Grill in Tokyo plans "Gourmet Tour" to Oregon in October '03 Japanese food importer/exporter Maruha Corporation, owner/operators of the new "Oregon Bar and Grill" restaurant in Tokyo 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: Deadline for placement of brochures and press releases has passed. Invoice for those participating will be sent after the event. THANK YOU PARTICIPANTS.

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

With the merger of 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: Deadline for brochure shipment and distribution to JATA World Travel Fair has passed. Invoice for those participating will be sent after the event. THANK YOU PARTICIPANTS.

traveloregon.com Japanese Language Website

The Japanese version of Oregon Tourism Commission's website (www.traveloregon.com/jp) is currently in the process of being updated, as is POVA's www.travelportland.com Japanese language website.

2004 JAPAN "replacement mission" - Receptive Operator "SuperFam"

OTC, POVA, and our Oregon partners are planning a joint research and educational tour/marketplace to promote our state to Japanese receptive tour operators in June 2004. The purpose of this event is to continue and expand the education for the Japanese market about our destination and buy-able product. In addition, this program will allow us to introduce you – the product - to the buyers of the major Japanese receptive operator companies. As you might have heard, the U.S. and Japan have recently entered into a bilateral agreement to increase visitors between the two countries, and the West Coast is identified as their prime mainland destination. The timing is perfect for interested Oregon suppliers to interact with Japanese decision-makers for future business opportunities ... on our own turf. The concept is to combine a "Superfam" tour of the state, culminating in an interactive marketplace where buyers and sellers have opportunities to conduct business.

Opportunity: After his return from Japan for the World Travel Fair/SeeAmerica Media Marketplace, Jeff Hammerly will be extending an invitation to those who are interested in the Japanese market to develop and/or further cultivate their contacts with the Japanese travel industry through participation in this event. We look forward to enthusiastic participation by partners around the state in this "Superfam."

Media

Future

As with last year, we are working toward an excellent response from the media to our participation in this year's SeeAmerica Media Marketplace. We will keep you posted on upcoming Japanese and other Asia media opportunities.

Past

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

Jeff Hammerly with POVA took care of Ms. Akiko Abe, Ms. Mayumi Ito, and Mr. Norio Konno who visited Oregon during the above dates for a media research trip. The resulting article will appear in DIME Magazine soon. It 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.

Many thanks to our partners: Falcon's Crest Inn-Government Camp; Hilton Portland & Executive Tower; Surfsand Resort-Cannon Beach, Hotel Vintage Plaza-Portland, Embassy Suites Hotel Washington Square, Northwest Equine Outfitters, Washington County Convention & Visitors Bureau; Northwest Equine Outfitters, Cascade Soaring, Oregon's Mt. Hood Territory, Restaurant Castagna, Wildwood Restaurant, and Rice Museum of Rocks & Minerals.

GIO Globetrotter Guidebook, Japan - August 4-9, 2003

During the first week of August, Oregon played host the senior editor of Japan's largest-selling guidebook series, GIO GLOBETROTTER, who researched 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 spent several days in the Portland area, updating

and looking for new possibilities. She also visited Mt. Hood, Lincoln City, Newport, and Eugene. *Many thanks to our partners:* 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, Club Holocene, and The Inn at Spanish Head.

Opportunity: We look forward to another visit by Globetrotter editors, possibly in January of 2004. Please contact Jeff Hammerly with suggestions for attractions/listing updates at jeff@pova.com. Globetrotter editors determine their own places to visit during their stays in Oregon, and, naturally, the guidebook has sole discretion as to what is included. Jeff will be happy to pass on to Globetrotter your willingness to host a visit by her to your business, a chance to be included in GIO.

EUROPE

Germany

Trade

Future

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

This is a rescheduled official LH research tour. I had reported in the NewsBrief #4/0703 that the Duesseldorf region had combined with Cologne and Berlin, but that has changed since then. Now Duesseldorf is bringing a group at the end of September. The itinerary is all set.

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

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

This is also a re-scheduled research trip. On the above dates, the Cologne and Berlin regions will be coming together as one group with a total of 9 persons (plus 2 from Oregon). Once again, I have asked Jeannine Breshears (JB) to organize this tour for Oregon Tourism. Joanne Holland-Bak/CVALCO will be the Oregon tour manager.

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

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

This tour has also come together. Teresa O'Neill is the lead for the Incentive Market. This research tour is initiated by Uniquely Northwest of Seattle and Portland; Teresa O'Neill/POVA, Heidi Benaman and Uniquely NW's are developing this research tour in partnership. If you are interested in the incentive market, please send Teresa a quick e-mail letting her know that.

teresa@pova.com.

Meier's Weltreisen travel agent research tour April 2004

OTC has committed to a travel agent research tour to Meier's Weltreisen, one of the top 5 tour operators in Germany. We have worked with Meier's for many years, and want to introduce the Oregon product in the Meier's catalogs directly to their top travel agents. We will try to tie this research tour to an additional promotion we are planning for in the upcoming months to maximize Oregon's exposure with Meier's Weltreisen. Please stay tuned. I'll be working with Meier and will contact you if you are featured in their catalog. FYI: Meier's Weltreisen buys product from receptive operators only.

Past

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

Mr. and Mrs. Sehr visited Oregon on above dates. Now Mr. Sehr knows what we have to offer as a destination! You convinced him, no doubt!! Thank you so much. We met our goal for sure, as we have created lots of excitement and goodwill for Oregon and the newest North American gateway in the LH system – PDX. We will need this in the years to come.

POVA and I want to thank: 5th Avenue Suites Hotel-Portland, Port of 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, and many more.

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

And the "official" LH research trips are on a run now! And we are doing great! Everything went well for this group of 8 tour operators plus 1 LH manager. I have heard back from most of them, and they have asked me to extend their thanks to all of you. They enjoyed our state very much and Teresa and I feel very positive about our future with these leisure tour operators.

POVA and OTC want to thank: Starline Transportation, Newport Chamber, Shilo Inn, Hallmark Resort, Marine Discovery tours – all Newport, Evergreen Aviation Museum/McMinnville, Domaine Serene Vineyards, POVA, Marriott Residence Inn-River Place/Portland, Portland Business Alliance, The Heathman Hotel, Port of Portland, Columbia Crossroads Tours, Classical Chinese Garden, Manzana Rotisserie and Grill, Willamette Jet Boat, Wildwood Restaurant, McMenamins Edgefield, and many more.

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

The Hamburg and Frankfurt regions also had combined into one group. 9 persons, representing primarily corporate travel departments and corporate clients plus 2 LH managers visited Portland and Oregon. Again, a very successful research tour, and the LH managers on this tour were very pleased with our efforts.

POVA and OTC want to thank: RAZ Transportation, Lincoln City VCB, Shilo Inn Oceanfront Resort, Chinook Winds – both Lincoln City, Van Duzer Vineyards, Mission Mill Museum/Salem, Woodburn Company Stores, POVA, The Heathman Hotel, Portland Business Alliance, Port of Portland, Classical Chinese Garden, Portland Steak & Chop House, Willamette Jet Boat, Wildwood Restaurant, Portland Development Commission, Sternwheeler Columbia Gorge/Cascade Locks, Mt. Hood Territory, Timberline Lodge, Resort at the Mountain, Falcon Crest Inn, and many more.

Future

Misc. tour operator fall/winter promotions

As reported in NewsBrief #4-0703, following are the fall/winter promotions I am implementing. For a “master misc. promo” list, e-mail billie.r.moser@state.or.us :

McFlight – Germany: 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); financed by Port grant monies.

Thomas Cook/Neckermann - Germany: 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: I was happy to support part of the costs for a Infox mailing to travel agencies in Germany, which went out in early September promoting 4 different tours in Oregon for fall and winter made possible by the Port of Portland. I have heard already that the response to the Oregon brochure has been tremendous so far.

Aeroplan – Germany: This travel agent flyer promotion has been finalized and “is going out the door”. Once again, the new LH flight and tour product is being promoted through this tour operator in Cologne. This is targeting the fall/winter season primarily and is made possible by the Port of Portland grant monies we are managing.

Meier’s Weltreisen – Germany: Susanne Schmitt with our German representation office, Wiechmann Tourism Service participated in Meier’s Weltreisen’s “Travel Talk Breakfasts with Travel Agents”. This particular promotion focused on our 2003/04 winter product and costs are shared with WA state. 129 travel agents participated in the cities of Berlin, Kiel, Goettingen, Dresden.

America Journal Overprint (a bi-m German publication)

You have heard about this for the last few months, and I am happy to report that this opportunity will be “put to bed” shortly. I have been able to secure all the needed puzzle pieces to have an overprint of certain sections of currently running articles in the America Journal “overprinted”, creating an additional Oregon fulfillment piece in German. This overprint (15,000 copies) will focus on Oregon, including Lewis & Clark, written by Drs. Brinke and Kraenzle, whom many of you know very well from their numerous media visits to Oregon. The Overprint will also include a Southern Oregon article and an overview of Oregon as a destination. These 15,000 copies will be an additional fulfillment piece in our German speaking markets for the next 2 years. We will continue to fulfill with the PNW German guide (OR/WA guide).

At the same time, it looks very promising that I am able to secure a “fly-drive tour product” from Meier’s Weltreisen (named “Lewis&Clark”), which would be promoted in this same overprint. As reported, the creation of this fly-drive has been “up and down”, but thanks to Susanne Schmitt in our representation office in Germany, it is looking promising again. The fly-drive will then also be in the 2004 Meier’s tour catalog. We will continue to push hard to make this happen, while I am also working to secure the required monies to pay for the fly-drive.

This “America Journal Overprint” will be premiered at the American Days in 3 locations in Germany – see below for more information - as we expect an excellent turnout 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

REVISED: Oregon Europe Tourism Sales Trips: January/February 2004-Germany, (plus March 2004-France, November 2003-Italy)

As you remember, I reported in the last NewsBrief on a proposed Europe Sales Mission. **Please note:** In the July of 2003 proposed Europe Sales Mission in January/February 2004 to Germany, France and Italy **will not be taking place in its proposed entirety**. The long time out of the office and associated expenses for potential industry partner participants was unattainable. Still, the set goals have not changed, just the calendar:

3 cities in Germany - “American Days” events, January 22 – February 1, 2004

Please note new dates since NewsBrief #4/0703! – One week earlier and starting in Hamburg!

OTC will be participating in all 3 American Days to promote Oregon as a tourism destination to further the “Brand Oregon” initiative. The 3 German metro areas of Munich, Frankfurt and Hamburg are the German travel media and travel trade centers.

To maximize these efforts, OTC is also planning to premier a brand new all-Oregon German fulfillment piece (“America Journal Overprint”) at the 3 events. This will be a major focus in the press promotion prior to the events. If you would like more information on this piece, see above “America Journal Overprint”.

Target audience:

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, hotel management VIPs (great for the wine industry), VIPs from the Foreign Commercial Service lists, etc. A total of approx. 1,000 ppl/event is expected. This might not seem like a high number, as this is Quality over Quantity. For OTC, these 3 events target Germany as a “mature market”, and promotion of current and new (year-round particularly) product is our goal. We will be able to speak one-on-one to high-yield, frequent US travelers, TV media and tour operators.

Costs:

OTC will be able to have 6 persons total as partners of the sponsorship package. Participation cost for OTC partners: \$2,000/person, \$1,000 for extra person from same organization

Includes: Event participation, overall management of event participation, press kits-one press release translation included, set up of sales calls/appointments, organization of travel logistics and negotiations of discounted rates, shipment of needed material.

Opportunity: Please contact billie.r.moser@state.or.us for a full fact sheet, with more details.

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. ITB is the primary vehicle for selling to the German travel trade market and media plus some of our feeder markets. With the LH non-stop air service, it is even more important to be at ITB. 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 in Europe, so these costs might increase some. Please feel free to contact me with questions. Billie.r.moser@state.or.us. As always, individual travel costs are to be budgeted additionally. **Please let me know if you are considering going to ITB, so I have an idea about what hotel room block I need to secure!**

Media

Future

DER tour operator press research tour spring 2004

DER Tours, also a top 5 tour operator in Germany has requested Oregon to be the destination for a DER Tours press trip in spring 2004. We are happy to commit to DER, as this promotes Oregon’s product in the DER tour catalog and cements our relationship further. Please stay tuned.

Past

HR 1 (Hessischer Rundfunk) radio network promotion

This radio show on HR 1 (number one, not letter I) has been aired. As you remember, Oregon participated with a trip give-away, since 2 complimentary LH tickets were received for the winner. Mr. Andreas Rippl’s show was aired on August 31, 2003 and lasted from 10am – 3pm. I will be receiving a CD rom shortly of the show.

Many thanks to: Portland Marriott Downtown (2 nights, plus breakfast), Shilo Inn Suites/The Dalles, Long Hollow Ranch/Sisters (1 night plus meal plus one hour trail ride for two), Fairfield Inn by Marriott at the Portland Airport.

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

Trade

Future

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 Oregon in May, that she wanted to show us off to her clients. 7 clients plus 1 LH and 1 UA managers will be coming to The Gorge and Portland on above dates. The itinerary has been finalized and Barbara Steinfeld/POVA will be the Oregon tour manager.

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

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 operators from CO) will be in Oregon on above dates. RMHT is also one of the two “official RMI receptive operators”. They have invited one of their best clients, Boomerang Voyages from France to join them on a research tour of the NW, prior to an event in the RMI region. The itinerary has been completed.

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

LH Europe tour operators research tour January/February 2004

The Europe LH office in London had requested a trade research trip for early October, the same time we already have 5 research tours in the state. I offered them a research tour, fully sponsored, between January and May 2004, in the hopes of developing some winter product. LH Europe has accepted a 4 nights research tour proposal for January (2 nights Portland, 2 nights Bend). I am very happy to have up to 14 leisure tour operators from all over Europe (outside of Germany) coming. This now fits very well with the overall strategy of developing product with receptive operators, developing winter/year-round product, and fits into the time line for us to be able to secure product in 2005 tour catalogs. Please stay tuned.

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

Taking advantage of the “open window of opportunity for 2005”, Oregon needs to plan on proactive in-country sales and marketing activities in the primary European markets before May 2004. The window of opportunity then closes for the 2005 season. Limited product development might still be influenced in fall of 2003 for 2004.

OTC will participate in Italy’s Visit USA Committee’s show. From past experiences in other countries, this show offers a very targeted audience, and offers the advantage of not having to “compete” with destinations from around the world. The “Italy - Showcase USA” provides for one-on-one appointments with tour operators, travel agents and media, as well as an open trade

show for unscheduled appointments.

Opportunity: OTC is purchasing primary/first delegate package, additional delegates are \$1,100/person, plus travel costs. I can register additional delegates until October 8, 2003.

2-Day Sales Trip to Paris – March 7-10, 2004 (prior to ITB 04)

The activities in Paris will target “Oregon tourism product development” goals. OTC has not pro-actively marketed in France and more Oregon product needs to be placed into tour operator catalogs. Also, we will be looking to secure one-on-one appointments with travel trade publications primarily, consumer media secondarily. Dates: March 7, 2004- depart Oregon for Paris, March 8, 2004- arrive Paris, March 9 & 10 - sales calls, March 11, 2004-transfer Paris to Berlin, arrive Berlin, set up ITB (3/12-16/04-ITB Berlin).

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

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

Media

Future

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

This research tour is also almost finalized. As reported, OTC is 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 overnights in Oregon will be in Pendleton and Portland. I will be traveling with the media group.

Many thanks to: Wildhorse Resort and Casino, Raphael’s Restaurant, Tamastlikt Cultural Institute, Round Up Hall of Fame – all Pendleton, POVA, The Westin, Portland Art Museum, BridgePort Brewing Co., Chinese Classical Garden, Vigne Wine Bar and many more.

Mr. Ernesto Massimetti, press from Italy 10/7-17/2003

Mr. Massimetti writes for the daily newspaper Italia Oggi (69,364 circ) and the trade publication Quotidiano (10,000 circ). He is looking to visit Oregon on the above dates. He is specifically interested in: Portland, Timberline Lodge, Oregon Shakespeare Festival, the whole coast, ecological movement in Oregon, Oregon’s universities, Raymond Carver, and certain movies filmed in Oregon.

Opportunity: complimentary overnights (1 single room/non-smoking) will be needed and assistance with arrangements for his interests. Mr. Massimetti’s itinerary is: overnights Tue 10/7 - Mt. Hood, Wed 10/8 - Eugene, Thu 10/9 and Fri 10/10 – Ashland (need OSF performance), Sat 10/11 - Bandon, Sun 10/12 and Mon 10/13 - Lincoln City, Tue 10/14 - Astoria, Wed 10/15 and Thu 10/16 - Portland, Fri 10/17 – departure.

Past

Benno Wauters, Belgium, August – September 2003

LH Europe media office in Brussels sent Mr. Wauters to us. He writes for “Travel” and Financieel Economische Tijd and had particular interest in Portland and mountain biking. He was very happy with his experience in Oregon, and you might have seen him quoted in the Oregonian as well!

Many thanks to: POVA, Avalon Hotel and Spa, Mt. Hood Territory, Falcon Crest Inn, Resort at the Mountain, Hurricane Racing.

Mexico

Mexicana Airlines started non-stop service on May 1st, 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.

Janie Hansen from the Port of Portland and Barbara Steinfeld, POVA, are sharing a booth at Expo Mundial Turismo in Mexico City September 24 - 25. In addition we have meetings planned with Mexicana Airlines staff and publications related to Mexicana while in Mexico City.

Barbara will be making a presentation to 100 travel agents in Guadalajara with Alaska Airlines October 8. Two prize packages are also being awarded at this breakfast seminar from the Vinatage Plaza and Paramount Hotels complete with Pioneer Place gift certificates.

Following closely on the heels of this trip, Barbara returns to Guadalajara with Portland's Sister City delegation October 13 - 17. We hope to have appointments with Onvisa tour operator representatives at this time as well as Mexicana Airlines Guadalajara representatives while cementing relationships within our sister city.

Please contact Barbara with questions: Barbara Steinfeld, Director of Cultural Tourism, tel: 503.275.9778 , barbara@pova.com

MISC. UPDATES/NEWS

Portland’s 2nd Annual Beaujolais Nouveau Wine Festival, November 21, 2003

Sponsored by the French American Chamber of Commerce , Pacific Northwest and The Heathman Restaurant and Bar

A fundraiser to support the French American Chamber, Pacific Northwest, promote trade relationships between the PNW and Europe, encourage corporate awareness for PNW companies, and increase awareness of Portland and Oregon as destinations. The event will take place on Friday November 21, 2003, from 6:00-9:00pm at the Heathman Hotel.

Opportunity: Sponsor this incredible event by donating hotel/destination packages for the silent auction, especially if you are targeting the Portland corporate/business community. Past Corporate sponsors have included, Microsoft, Lufthansa, United, SAS, AterWynne Sisson Imports, Adidas-Solomon, Normandy Imports, Peterson Co., La Provence, Sur La Table. Contact Teresa O’Neill/POVA at teresa@pova.com

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 as

well.

2002/2003 Leads/contact names available:

Leads/contact name lists are available in ACCESS or Excel format. Please contact Chris Chester for an electronic version. 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

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
8/28-31/03 Benno Wauters , Belgium in Oregon
9/30/03 TIA's See America Media Marketplace-Tokyo, by Jeff Hammerly/POVA
Sept. 2003 trade shows in Mexico – by Barbara Steinfeld/POVA
9/25-28/03 LH Germany, Duesseldorf in Oregon
10/1/03 Media reception in Munich, by Port of Portland & Dept of Agriculture
10/2-5/03 JATA World Congress, WTF-Japan, by Jeff Hammerly/POVA
10/2-3/03 OTTTF meeting in Woodburn
10/6-12/03 Group press tour with WA from Netherlands and Sweden
10/7-11/03 Rocky Mountain Holiday Tours plus clients in OR
10/7-13/03 Incentive Research Tour in Oregon, by Teresa O'Neill
10/9-11/03 LH/UA Netherlands travel trade research tour in Oregon
10/9-13/03 LH Germany, Cologne, Berlin in Oregon
11/5-9/03 Visit USA Showcase Italy
11/14-18/03 NTA Charlotte, NC
1/8-9/04 OTTTF meeting Inn at Cooper Spur/Mt. Hood
Jan/Feb 2004 LH Europe tour operator research tour in Oregon
1/22-2/1/04 American Day events in 3 cities in Germany
1/28-29/04 Receptive Operator Summit in LA, CA
2/3-4/04 Go West Summit, Reno NV with WSTPC group
3/9-10/04 Europe Sales Trip: Paris
3/12-16/04 ITB Berlin
4/18/04 OTTTF meeting in Portland
4/18-20/04 Governor's Conference on Tourism, Portland
4/24-28/04 PowWow 2004, Los Angeles