

Oregon Overseas Partners NewsBrief

August 25, 2004, Issue #4

Hello Overseas Marketing Partners ,

We hope you are having a busy summer season. I have been hearing a lot of positive comments from all over!

We have been working to keep the individual media research tours going and are doing lots of planning for the numerous marketing activities in the fall and winter and 2005. The German winter catalogs for 2004/05 have “closed” and the European tour operators we work with are working on summer 2005 catalogs. You should have your tariffs done with the receptive operators and should be getting requests for images for the catalogs, just as we are receiving requests daily for that and more.

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@traveloregon.com .

ALL INTERNATIONAL

DVD Sales Tool-Video Brochure

I reported, that this DVD would be a sales tool for travel agents, tour operators and airline staff. It is now in production by Southern Oregon Public Television, and the Scenic Byway ‘series” on Oregon will also be utilized in this DVD. It will be 10-15 minute long and will cover the state. The DVD will be premiered at the sales training during the Japan Sales Mission in September. A press release – targeting the Japanese travel trade press – will announce this new free tool and should get us travel trade press coverage.

Image Shoot

An image shoot was completed in May to fulfill the special promotions photo needs of “motorhome vacationing” in the state. This was very successful and a second image shoot is planned for Christmas and January to capture images fulfilling our next urgent need – winter in Oregon. As you all know from the strategic plan, year-round product development and the promotion thereof are badly needed in the international markets.

International Program Master Activity Lists (3)

Please remember that we are keeping up three master lists, as things and activities change and are added all the time. This might contain excellent information for your sales efforts with international tour operators. The 3 lists are: Special Promotions, Research Trips, Trade/Sales Activities. These are available for anyone to request.

Western States Tourism Policy Council (WSTPC) international workshops:

The educational part of this program has come to a close. A total of 9 workshops were held from October 03 – May 04, and almost 300 of you from around the state have gone through the program. The next step has also been implemented; the grant applications went out in mid-June offering three international trade shows/activities the applicants could apply for. These are: Oregon Tourism Japan Sales Mission in September, World Travel Market in London in

November and Go West Summit in February 2005, held in Phoenix. Six grants totaling almost \$6,000 were awarded from the WSTPC grant from the US Department of Commerce. Three grants were given for the Japan Mission and three for Go West Summit.

Opportunity: grant cycle is closed for 2004.

Oregon Press Room for International Journalists

Joanne has been working on this project: OTC's current Press Room is being evaluated to include aspects relevant to international journalists. An adaptation of OTTTF's "What's New" has been added to the pressroom along with an archive section. International journalists will be contacted quarterly and linked to this site to encourage additional Oregon stories and for the most up-to-date details on Oregon. The first quarterly contact will correspond to the posting of Oregon's Scenic Byways brochure PDF.

Opportunity: make sure you get your news into OTTTF's "What's New". Submission forms are posted at www.otc.traveloregon.com/otttf.cfm yet you should also receive it through your local DMO, if not, be sure to ask them for it.

Technical Tour Directory

The Technical Tour Directory has been translated into Japanese. The English version PDF is complete and will be posted on the redesigned OregonPackagedTravel.com site, completion by September 1. The new Japanese edition of this statewide directory will be printed in time for the September 2004 Japan Mission.

Opportunity: closed.

Go West Summit, January 25-28, 2005 Phoenix, AZ

Oregon is now registered as a full sponsor! I reported on this show earlier in the year after I returned from Go West Summit in January 2004. A state has to be a full sponsor, in order for Oregon suppliers to participate. I found this marketplace, which offers one-on-one appointments with international and domestic travel buyers, extremely positive.

Opportunity: If you are interested in participating, please contact billie@traveloregon.com for a registration brochure. "Early bird special" rates are available for a bit longer.

NEW Travel Oregon trade show booth

It is time to produce a new trade show booth for our large trade shows, primarily PowWow. We have been using the large 10x10 "booths screens" for 7 years. The new "Travel Oregon" icon and "Oregon. We Love Dreamers." will be incorporated in the new design. We will have the new booth screens ready for PowWow for sure.

VIP Card – Attractions and Activities for spring/summer/fall 2005

One of our big German tour operators, Meier's Weltreisen, has approached me to see if Oregon/PNW would be interested in developing a VIP card for Meier's customers, so our visitors. The card would be a simple discount offer from attractions and activities (10% should be the minimum), and the activity will be mentioned on the card. Meier's will then provide this card to the customers who book the PNW/OR fly-drive products from the Meier's catalog. As these are FITs, so individual travelers, the German visitors could easily find the attractions/activities without having to work thru receptive tour operators. If you, the attraction/activity, is interested in participating, or if you are a DMO and you think one of your attractions/activities would want to participate, please contact billie@traveloregon.com. I will need let our German office and Meier's know in November.

If we can develop this VIP card, OTC will fund to implement special promotions for the 2005 selling season of this product.

Asia

Japan

Together with Jeff Hammerly/POVA and Tomoko Hori/Japan Representative Office (JRO) in Tokyo numerous activities are always “in the hopper”. The daily activity level is extremely high right now with inquiries from Japan for assistance.

Tourism Media Relations Representative in Japan

Pro-active, targeted media relations were pinpointed as a main objective to succeed in Japan as a new NWA gateway. Much “behind-the-scenes” work was completed to get us to the Request For Proposal (RFP) for OTC to hire representation. The RFP asks for all media/public relations services, plus two additional requests of tour extracts (2/year) and consumer fulfillment. The RFP was sent out July 28 and bids are due September 2. It is my hope that Tomoko, Jeff and I could visit some finalists while in Tokyo during the Japan Mission in September. If you are interested in the RFP, please contact billie@traveloregon.com.

This contract will supplement our excellent relations with the state JRO office in Tokyo. Tomoko Hori will continue to be our travel trade liaison.

“Slow Life Planner”

Parts of OTTTF’s Recipe Book and The Culinary Vacation Planner make up this planner. It was translated into Japanese in time for the Governor’s trade mission to Japan in June for the inaugural flight. The cover matches the new Japan Language Guide as well as other lure pieces for the Japan market. This piece will also be one of our primary sales tools for the September Japan Tourism Mission.

Past

2 NWA – Japan Research Tours, June 18-23, 2004 and June 21-26, 2004

Thanks to the many partners around the state, these tours were successfully completed. There were about 75-80 partners around the state who contributed to make these happen with a relatively short turn-around time.

Thanks to RAZ Transportation, MTR Transportation, POVA, Mt. Hood Territory, Timberline Lodge, Resort at the Mountain-Welches, End of the Oregon Trail, Woodburn Company Stores, Rex Hill Winery, CVB Washington County, Tillamook Economic Development and Cheese Factory, Wayfarer Restaurant-Cannon Beach, Ft. Clatsop, Hotel Elliott, Baked Alaska Restaurant – all Astoria, Cowlitz County Tourism and Mt. St. Helens, The Heathman Hotel, The Portland Hilton Hotel, the Portland Spirit, Manzana Restaurant, Willamette Jetboats, Chinese and Japanese Gardens– all Portland, the Port of Portland, Sokol Blosser Winery, Lincoln City VA, Chinook Winds Casino, Tanger Outlets-both Lincoln City, Newport Chamber, Marine Discovery Tours, Shilo Inn and Suites, Rogue Ale Brewhouse – all Newport, CVALCO, Sea Lion Caves, Sand Land Adventures, Paisano’s Restaurant-all Florence, UofO Athletic Dept, Hilton Hotel, Lone Pine Farms-all Eugene, Mt. Hood Railroad-Hood River, Shilo Inn and Suites, Columbia Gorge Discovery Center and Museum –both The Dalles, and many more.

Japan Oregon Supplier Trade Show, Portland June 22, 2004

We did successfully host this supplier trade show, organized as a prime selling opportunity to a group of 20 Japanese buyers NWA brought in for the above mentioned 2 research tours. Jeff Hammerly/POVA also presented a training seminar on Portland and Oregon in Japanese. A total of 14 partners from around the state participated for a fee of \$100.

NWA Ski Oregon Seminar in Tokyo on August 17, 2004

A “must do” seminar was organized by NWA-Japan. OTC asked Oregon Snowsports Industry Association (OSIA) to step in to fulfill this urgent need to sell Oregon in Japan this winter. The current president of OSIA, Sally McAleer from CVALCO traveled to Tokyo, sponsored by NWA and OTC. OSIA developed a “selling guide” and PowerPoint. *Many thanks* to OSIA.

Future

Media: RAISIN Magazine, September 10-15, 2004

Two visitors will be coming to “monitor”/research Portland as a Slow Life destination. Jeff/POVA is the lead on this research tour and all arrangements have been taken care of. *Many thanks* to the Mark Spencer Hotel-Portland.

TIA’s See America, Osaka September 17, 2004

As part of the Oregon Japan Mission, Jeff will depart for Japan earlier and represent us all in Osaka at a trade show and media market place.

TIA’s See America, Tokyo September 21-22, 2004

As part of the Oregon Japan Mission, Oregon will take part in this educational trade seminar, media marketplace and networking reception.

Opportunity: deadline to sign up for Japan Mission has passed.

Oregon Tourism Sales Mission, September 22-28, 2004

The Oregon Tourism Sales Mission is timed to take advantage of TIA’s SeeAmerica Week in Japan and the inclusion in 2005 tour operator catalogs.

The mission includes participation in JATA/WTF, a trade and consumer show held on 9/24, 25, 26. A “mini” Oregon trade show will be held on Monday 9/27, where each Oregon delegate will meet with Japan tour operators/travel agents one-on-one. Jeff will present a Powerpoint, which will include all delegates. Six Oregon delegates are joining us for the mission. *Many thanks:* Portland Spirit, MTR Western Transportation, CVALCO, Newport, Dai-Ichi International Travel-Portland, and the Marriott Hotels of Portland GSA will join the “mini” trade show, for a total of 6 suppliers plus POVA and OTC. The goal is 80 travel trade clients for the “mini” trade show.

Opportunity: deadline to sign up for Japan Mission has passed.

Media: Dr. Murakami, September 22-28, 2004

Dr. Murakami is a respected scientist in Japan, the “closest to a Nobel”, with close relations to OHSU. Dr. Murakami is also one of Oregon’s Japan Goodwill Ambassadors, appointed by the Governor. NWA is sponsoring business class tickets for Dr. Murakami and his wife to Portland. “World Traveler”, NWA’s in-flight magazine, will be covering their visit to Portland appealing to the “silver hair market”. OTC is sponsoring the weeklong stay with a Japanese speaking guide/driver for the day trips to the Coast and the Gorge.

Media: WorldTraveler, October 2004

NWA's in-flight magazine-Japan version (bi-monthly, 200,000 circulation), will be sending a writer and photographer to Portland and Oregon sometime in October for a 16-page story (!) in the April/May 2005 edition. We suggested the first week of October and a 7 day/6 night itinerary. As of 8/25 we have not heard any more details. The story will include above-mentioned Dr. Murakami's visit, but will target the younger generation as well. The suggested itinerary focuses on year-round product. POVA and OTC will start making itinerary arrangements shortly.

Opportunity: We will be requesting 3 complimentary rooms (2 media from Japan plus 1 Japanese guide, hired by OTC as per request) per night in Portland for 2 nights, Central Coast, Central Oregon, and Mt. Hood/Gorge. These locations are not confirmed. This is a huge article and a great opportunity to be covered in Japan.

October/November 2004 – in-house training seminar in Tokyo

Per NWA's plan to promote the "schimoki" (off season), NWA is requesting 6 seminars to be held inside of large travel agencies in Tokyo. Negotiations are continuing on availability of Jeff or myself, as one of us would be available to travel to Tokyo in November.

Trade: Ski Research Tours January – March 2005

It is of tremendous importance to build winter product in all of our international markets. As we learned when OSIA flew to Tokyo, it is challenging to market Oregon's ski product internationally. The main reason is the lack of "on mountain lodging" comparable to other resorts in the West. Hosting Japanese ski tour operators during our winter months, so they can experience our product first hand, has to be a priority in order for Oregon to have product in Japan in the 05/06 winter season. Please stay tuned for future opportunities.

Travel Trade: Active America Travel Summit, Portland OR April 2005

You might be familiar with this trade show, as Jeff/POVA has been reporting for the last few years on it. I am happy to let you know that this important event will be taking place in Portland. As Northwest Airlines is the airline sponsor for Active America, hosting approx. 40-50 Japanese tour operators (and 70-80 suppliers from around the US) is a prime opportunity to strengthen our product in Japan as a NWA gateway. This event needs to be thought of as 'super fam' and can increase Portland and Oregon's profile as a destination for the Japanese considerably! To shine in every aspect is the goal to take full advantage of this truly "once in a lifetime" opportunity for Oregon in the Japanese market! Please stay tuned for details in the future!

Media: TABI Salad-TV in Oregon Spring 2005

This large TV show will be coming to WA and OR, sponsored by NWA. TABI means "travel" and the show is aired nationwide, comparable to our ABC. This is a huge media opportunity and work has started already. Tomoko, Jeff and I have submitted specific "story ideas" for their consideration with specific strategic goals in mind. Stay tuned for more information.

Feeder/beyond markets in Asia

The NWA non-stop service to Tokyo continues on to many other beyond markets. NWA is one of only two American airlines, which does have an extensive beyond market network. NWA refers to all markets outside of Japan as "NWA Asia".

China

Past

NWA China June 22-27, 2004

This group researched Portland and Oregon in June as well. Due to the heavy activity load, the Port of Portland hired a local receptive/ground operator to take care of all arrangements. OTC facilitated the process. *Many thanks* to the Port of Portland, Columbia Crossroads, Crowne Plaza Hotel-Lake Oswego, Timberline Lodge, Falcon Crest Inn-Government Camp, Chinese Garden, Portland Art Museum, Portland Spirit, Hilton Hotel-all Portland, and many more.

Korea

Future

NWA Busan (PUS) Korea, September 5-9, 2004

OTC has committed to host one of the nine NWA Asia research tour requests, as part of the strategic plan. The group of 11 (two NWA representatives plus nine tour operators/travel agents/travel buyers) will be traveling with a Korean-speaking tour manager OTC hired. *Many thanks* for complimentary and discounted services and product: RAZ Transportation, POVA, The Westin-Portland, Resort at the Mountain-Welches, Timberline, BW Columbia River Inn-Cascade Locks, Columbia Outlets-Troutdale, Pumpkin Ridge, Hotel Elliott, Maritime Museum - both Astoria, Portland Hilton, and others.

All other Asian countries

Future

NWA Asian Research Tours, October 2004-March 2005

NWA Asia has requested a total of nine Research Tours. The Port of Portland will be hiring local receptive/ground operators to handle eight of these tours. Teresa/POVA will be the facilitator. The first of a series of nine NWA Busan Korean research tours arrives September 5, 2004.

Europe

Germany

SPECIAL PROMOTIONS

As you know, numerous special promotions at a time are being handled. I am happy to report that a large promotion with a German tour operator to increase motorhome vacations in Oregon in the off-season, targeting primarily October and November, has been implemented with Oregon State Parks. In addition, Oregon will have four true winter products available to buy in German catalogs. One is a true ski product, one is a city hotel stay, one is a fly-drive and snow activities, and one offers two different fly-drives. All four operators had to be financially supported to allow Oregon in the winter catalogs, and promotions are planned with all four operators for the sale of the products. It has been a big challenge for all involved to get this winter product on the shelf in Germany.

Past

Trade: Argus Reisen research trip June 24-July 3, 2004

This German tour operator focuses on ranch vacations. Manja Hattwig had a successful research trip and wanted to thank everyone for the exceptional hospitality and planning she experienced here in Oregon. *Many thanks to:* Wildhorse Resort & Tamastlikt, Bar M Ranch – all near Pendleton, Long Hollow Ranch/Sisters, Rock Springs Guest Ranch/Bend, Westin Portland, Coos Bay Red Lion Inn, Crater Lake, and Klamath Falls Shilo Inn.

Media: Ole Helmhausen, freelance, research trip June 20 - July 10, 2004

Mr. Helmhausen, a German journalist currently living in Montreal, has published several travel guidebooks and is also writing for German dailies, the second largest German news magazine, and the online edition of the largest German news magazine. He concentrated specifically on the Oregon Coast and arranged his own stay in a fire watch tower. He loved Oregon and says that he has a lot of story ideas that he is anxious to place. *Thank you to:* Astor Haus Bed & Breakfast/Astoria; Astoria/Warrenton Chamber of Commerce; Shilo Inn – Lincoln City Oceanfront Resort; Lincoln City VCB; Red Lion Hotel Coos Bay; BW Inn at Face Rock/Bandon; Marine Discovery Tours, Elizabeth Street Inn/ both Newport; Newport Chamber; Custer House B&B/Seaside; Seaside Chamber; POVA; The Governor Hotel; Ecoroofs Everywhere/ both Portland.

Travel trade: Katja Wagner, DER Tours-Germany, July 14-17, 2004

Katja Wagner is the product manager for FIT hotel business for the largest German tour operator selling the USA. Her big boss, Mr. Per Illian, asked Katja to travel to Oregon to understand our region better, since “Wiechmann (our German rep company) and Oregon have been such excellent partners to DER” (really, that’s what Mr. Illian said!). Katja loved Oregon and the PNW and has promised to add more of our product (she has included a city stay in the winter catalog already, which is so tremendously important for us). *Many thanks* to Teresa/POVA who took care of everything for Katja and even traveled with her, The Westin Portland, Elizabeth Street Inn-Newport, BW Oceanview Resort-Seaside.

Future

Media: Axel Scheibe August 31-September 14, 2004

Mr. Scheibe and his assistant will be arriving in Portland and will be renting an El Monte motorhome for a trip including Oregon’s wine country, Central Oregon, Eastern Oregon and Astoria. Mr. Scheibe will be overnighing in many Oregon State Parks along the route. We are excited that we are able to host this team for specific “motorhome/RV-ing” coverage in Germany. *Many thanks to* POVA, Mt. Hood Territory, Shilo Inns-Airport and Vancouver WA for arrival and departure rooms, McMenamans Grand Lodge-Forest Grove, Oregon State Parks, COVA, EOVA, Baker City Oregon Trail Center, Wildhorse Casino Resort & Tamastlikt, Columbia Gorge Discovery Center and Museum-The Dalles, Ft. Clatsop, our friends in Idaho and many others.

Media: Lufthansa Media research trip September 6-11, 2004

OTC will be hosting Sandra Kraft with Lufthansa Frankfurt’s press office plus five journalists (total circulation 1,794,000). I will be traveling with the group to showcase a different region of Oregon to these journalists (compared to the LH media group in April 2003). *Many thanks to* POVA, The Westin-Portland, Hood River Chamber, COVA, Eagle Crest Resort-Redmond, Ashland Chamber, Ashland Springs Hotel, Ashland Plaza Inn & Suites, Bandon Dunes, NA Charters, and many others who are charging discounted rates (including Horizon Airlines for tickets to fly North Bend back to Portland).

Media: Drs. Brinke and Kraenzle research trip, September 15-23, 2004

The Drs., as we all refer to these two excellent journalists, are traveling on assignment for America Journal (40,000 circulation) and Western Horsemanship Magazine (30,000 circulation). They will be covering The Pendleton Round-Up as well as much of Portland’s and the Gorge’s Culinary Scenes. *Many thanks to* POVA, Sheraton Portland Airport Hotel, Hood River

Chamber, Full Sail, Wildhorse Casino Resort, The Heathman Hotel, Culinary Tourism Task Force, Newport Chamber, Rogue Ale, and many others.

Travel Trade: DER Tours, June 9-13, 2005

Itinerary route planning has started with DER, the largest German tour operator selling the USA. A group of 10-15 travel agents (double occupancy rooms) will be traveling in rental cars in Oregon for 4 days in June '05. This sales activity is part of the overall DER marketing/sales plan for the Oregon product (as was the DER Tour media research tour we hosted in May '04 and two additional special promotions).

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

Per OTC's strategic plan, Tour Extracts (a summery/inventory of Oregon product in tour operator catalogs) from the following countries/markets have been ordered: UK, The Netherlands and France. I receive Tour Extracts from our German representative for Germany, Austria and Switzerland annually, and have also included the development of tour extracts in the Italian RFP. Please contact billie@traveloregon.com to see the extracts to further your sales efforts in these markets.

Past

Media: **United Kingdom:** Jan Etherington, Daily Telegraph – June 5-8, 2004

Ms. Etherington visited Oregon on assignment for The Daily Telegraph's Sunday Travel Section (circulation 1,100,000). Her focus was “Oregon's Undiscovered Coast.” Ms. Etherington loved Oregon and especially the warm hospitality she encountered along the way. Her article will be published in the autumn of 2004. This article will also emphasize North American Highways', a tour operator in the U.K. fly-drive itinerary. *Many thanks to:* The Stephanie Inn/Cannon Beach; The Channel House/Depoe Bay; Tu Tu' Tun Lodge/Gold Beach.

Media: **Netherlands:** Bas Rotgans, June 17-20, 2004

Mr. Rotgans visited Oregon covering the Dutch team's participation in the Salomon snow board event on Mt. Hood. He visited Hood River and researched (and loved!) this outdoor enthusiasts' mecca. He also enjoyed Portland's “relaxed atmosphere.” OTC will also soon receive some updated snowboarding images to add to our inventory from Mr. Rotgans' visit. *Thank you to:* Sheraton Portland Airport Hotel; POVA; Pheasant Valley Orchards B&B/Hood River Chamber, Embassy Suites Hotel Portland Airport and Washington State's media rep company in The Netherlands.

Future

Media: **United Kingdom:** Pilot Productions scouting August and filming September 2004

Joanne has worked **extensively** with this production company for their itinerary and stories. As of August 1st, this project was turned over to an Oregon based production coordinator/scout as OTC could not handle the tremendous time commitment to this project as well as to provide this company with the film expertise needed. Thank you so much for the complimentary product and patience to all of our many Oregon partners involved.

Trade: **Belgium:** Jetair/TUI travel agent research trip September 24-October 1, 2004

Joanne originally met with Jetair during the France/Belgium sales mission this spring. An Oregon/Washington itinerary has been developed which follows the itinerary to be sold in their 2005 catalog together with the receptive operator Rocky Mountain Holiday Tours from CO. 14 travel agents, 1 Jetair representative, 1 airline representative, and 1 journalist will visit Oregon for 4 days with Joanne as their tour manager. *Many thanks to* Ft. Clatsop, Shilo Inns – Seaside, Tillamook Cheese Factory, Lincoln City VA, Tanger Outlets-Lincoln City, Newport Chamber, Marine Discovery Tours, Rogue Ale, Shilo Inn and Suites, Oregon Coast Aquarium-all Newport, Spirit Mountain Casino-Grand Ronde, Sokol Blosser, POVA, Portland Holiday Inn Downtown, RAZ, , McCormick and Schmicks –Portland, Hood River Chamber, Sternwheeler Columbia Gorge and others.

Media: **France:** TV 3-France, October 1-3, 2004

Teresa/POVA and Rocky Mountain International's (RMI) French representative (as you know, Portland is a RMI Gateway City and Teresa runs this important gateway program), has secured TV coverage for Portland and Oregon. This nationwide TV program has over 5 million viewers. POVA is assisting in Portland, and OTC has put the production company in touch with State Parks for a shoot at Ecola State Park.

Tourism Representative Office in **Italy**

As Italy is a primary feeder market for LH and has excellent potential for our state, OTC is looking to hire representation. The Request for Proposal (RFP), asking for travel trade development, consumer fulfillment and consumer promotions, media relations, was sent out in June, and bids have been received. Finalists' presentations/interviews have been scheduled for September 30 in Portland. If you are interested in seeing the RFP, please contact billie@traveloregon.com.

Showcase USA – **Italy**, November 3-6, 2004

OTC participated in last year's Showcase. This show is organized by the Visit USA Committee-Italy, and 2003 was an excellent show for us. OTC is registered for this year's Showcase and I hope to have it be an even better event, as we will have an Oregon Representative under contract in Italy by then. I expect to meet with more than 25 tour operators and media one-on-one and also talk to over 100 travel agents. Also, this year, Shilo Inns will be participating in Showcase, as Scott Hartcorn won a free registration at PowWow – lucky guy!

Opportunity: Since OTC has signed up at the regular cost, a second person can attend for only \$1,200, which includes shuttle from airport, 3 nights lodging, meals, "mini Pow-Wow" with pre-scheduled appointments, trade show table. A great value. Please contact billie@traveloregon.com for registration material.

World Travel Market – London, UK November 10-13, 2004

OTC has not been present at this major UK travel show since 2000, due to budget restrains. In 2000 a total of 57 contacts were made. The UK is the largest inbound market to the US. World Travel Market (WTM) is essential to building product in the UK. Due to the heavy fall trade show season, Teresa/POVA will take the lead for this show. WTM is still quite expensive and we are partnering with WA. Teresa will hire the RMI UK representative to set up appointments for Oregon. OTC will cover costs.

Opportunity: If you would like to participate in person in the OR/WA booth, the participation fee will be \$750. The cost for sending 100 of your brochures to WTM will be \$100. Please follow the following instructions:

Material shipping deadline: October 8, 2004 4:00pm

Please follow these instructions:

Please clearly mark the outside label:

World Travel Market – London November 2004

Co Operations

Attn.: Heidi Humble 16698 SW 72nd Ave Portland OR 97224

Direct: 503.620.7967 x:350 heidih@co-operations.com

MEXICO

Portland/Oregon Travel Show in Guadalajara – August 26-28, 2004

Last year, approximately 100 tour operators, travel agents and media attended this breakfast presentation on Oregon followed by a trade show format. This successful show will be repeated in August of 2004. Barbara Steinfeld/POVA is organizing this mission of approximately 10 Oregon delegates. Many thanks. OTC is able to contribute financially.

Portland/Oregon Spanish language guide

Mexicana Airlines’ in-flight magazine, Vuelo, has produced a 20-page travel guide on Portland and Oregon. OTC purchased 4 pages in this guide for statewide advertorial. 3,500 of these guides were printed for use as Portland and Oregon fulfillment. Text from the guide in a PDF format will soon be posted on a Spanish section on traveloregon.com.

Advertising in Guadalajara

An Oregon ad is under development to be placed in major newspapers in Guadalajara this autumn. Barbara/POVA and Janie Hansen/Port are heading up this advertising plan. If you would like to help draw more attention to Oregon by placing your companion ad, please contact Barbara at Barbara@pova.com.

Partnership Opportunities

A detailed list of partnership opportunities has been created for the Mexico market. If you would like to examine this document and see how you can capitalize on the state’s marketing efforts in Mexico, please request it from Chris Chester at OTC at chris@traveloregon.com.

Co-op promotions with Mexicana for 04/05

Billie attended a meeting organized by Janie/Port of Portland. Four Mexicana sales and marketing managers as well as Barbara/POVA were there as well, and many different ideas were discussed. Two ideas especially came to the top and I hope that we can pursue both aggressively. One is for “Ultimate Destination” – skiing in Oregon, the other “Grape Express” will be to promote year-round leisure visitors with the hook of “wine”.

2003/2004 Leads/contact names available:

Leads/contact name lists are available in ACCESS or Excel format. Some trade show/marketplace activities are also reported in “trip report” formats.

Domestic:	November 2003	National Tour Association – Charlotte, NC
	February 2004	Blitz Arizona, AZ
	February 2004	Bank Travel Network – Myrtle Beach, SC
International:	November 2003	Showcase USA, Italy
	January 2004	German Sales Trip “trip report”

January 2004	North American Journeys Summit – Los Angeles, CA
February 2004	Go West! Summit – Reno, NV
March 2004	Sales trip to France and Belgium
February 2004	Receptive Service Association, New York
March 2004	ITB Berlin
April 2004	PowWow, Los Angeles, CA

Calendar

6/5-8/04	Media: Jan Etherington, UK
6/14/04	Governor's Trade Mission to Japan, tourism event
6/17-20/04	Media: Bas Rotgans, The Netherlands
6/18-23/04	Travel Trade: NWA Japan tour operator/travel agent research tour Group #1
6/20-7/10/04	Media: Ole Helmhausen, Germany
6/22/04	Japan Oregon supplier trade show and seminar
6/21-26/04	Travel Trade: NWA Japan tour operator/travel agent research tour Group #1
6/22-27/04	Travel Trade: NWA China Research Tour
6/24-7/3/04	Trade: Argus Reisen, Germany
7/14-17/04	Trade: Katja Wagner, DER Tours, Germany
8/17/04	OSIA in Tokyo for ski product presentation
8/26-28/04	Portland/Oregon Travel Show in Guadalajara, Mexico
8/31-9/14	Media: Axel Scheibe research tour
9/5-9/04	Travel Trade: NWA PUS, Korea Research Tour
9/6-11/04	Media: LH media group research tour - Germany
9/10-15/04	Media: RAISIN Magazine research tour- Japan
9/15-23/04	Media: Drs. Brinke and Kraenzle – ASTI-Germany
9/21-22/04	Japan Tourism Sales Mission: TIA's See America event in Tokyo
9/22-28/04	Japan Tourism Sales Mission, including JATA/WTF
9/22-28/04	Media: Dr. Murakami, Japan WorldTraveler, Japan version of NWA in-flight
9/24-10/1/04	Travel Trade: Jetair/TUI research tour
September 04	Media: Pilot Production, UK, TV crew filming
October 04	Media: Japan WorldTraveler, Japan version of NWA in-flight, crew of 2,
10/1-3/04	Media: TV 3-France in Oregon
10/14-15/04	OTTTTF meeting Seaside OR
T:10/22/04	Halloween Event in Frankfurt Germany for travel buyers, clients, LH agents, etc
11/3-6/04	Showcase Italy, Visit USA Committee Italy
11/10-13/04	World Travel Market, London, UK
11/12-16/04	National Tour Association, Toronto Canada
January 05	Sales Trip, one-on-one sales calls to Germany
1/12-13/05	OTTTTF meeting in Salem OR
1/25-28/05	Go West Summit, Phoenix AZ
T: January 05	Mexico Governor's Mission
Jan-March 05	Travel Trade: NWA Japan Ski Research Tours, individuals
2/10-12/05	Bank Travel Network, Biloxi MS
February 05	Expo Vacciones, or Breakfast Event, Mexico City, Mexico
3/10-15/05	ITB Berlin
3/16-19/05	One-on-one sales calls in The Netherlands, plus small media event (after ITB)
May 05	ARLAG trade show, seminar in Mexico
5/3-7/05	PowWow New York
6/9-13/05	Travel Trade: DER Tours-Germany