

Oregon Overseas Partners NewsBrief

October 10, 2004, Issue #5

Hello Overseas Marketing Partners ,

Well, I am sure you have all heard that I will be moving on to another position. Wow, it all seems kind of not real! My last official day at OTC will be November 7, the day I am returning from Showcase USA – the annual trade show in the Italian marketplace. My real last day will be Tuesday October 19, as I also have been planning a vacation.

It has been a tremendous 8 years, and I personally want to thank you for that. We have come such a long way together, and I hope that you all feel proud of our accomplishments, I sure do! I also want to thank you for the trust you always put in me to represent you; I have always considered it a true honor and felt the responsibility to do a good job for all of us in this wonderful state. I urge you to stay active and involved and to continue to support the growing of the international markets!

So, this is the last NewsBrief you will be receiving from me and here I go:

Lots is going on and moving forward for another successful year. The “summer 05 catalogs” for Europe are mostly done, and lots of activities are going on in Japan. As all Japanese tour operators produce two annual catalogs, a bit more flexibility is provided in that marketplace. The same in Mexico – a ski/winter promotion is still in the works for this upcoming winter.

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

North American Journeys, www.TheTourOperator.com landing page

Some of you might be familiar with this program. POVA as well as OTC have participated in the North American Journeys itinerary program for the last 6 or so years. OTC has co-op'd this out in all but the last year (due to labor shortages to manage the program), so you might remember it from the NewsBrief's opportunities. For 2005, as Portland is the host for Active America Travel Summit (read below in “Japan”), OTC will be investing in this website to create a “landing page”, targeting tour operators, as well as receptive operators. TheTourOperator.com and Active America Travel Summit are owned by the same company, and therefore TheTourOperator.com receives a lot a presence at Active America. This is a prime time for Oregon to shine! The site is heavily marketed to over 5,000 international, domestic and receptive operators and the portal is used heavily as travel planners want and need one planning resource.

Opportunity: As this is an extensive, but not expensive, program, please contact Liz Porter at North American Journeys directly for details at liz@northamericanjourneys.com. The short version is that there will be 4-6 trade profiles available on the OTC landing page. This is a good opportunity for regions in the state (your itinerary will be featured), as well as hotels and attractions, which should be ready with offering VAPs (Value Added Programs). An itinerary,

profile and inclusion in the OTC co-op runs \$1,450 for 12 months (regular price \$1,900/year). You will also be receiving leads from the program.

DVD Sales Tool-Video Brochure

As reported, the DVD will be available real soon. We were able to bring an “almost final” version on our Japan Mission in September. We are in our last few proofs, and I hope that you will all like this new tool to market Oregon.

Image Shoot

The second shoot is planned for December (Christmas lights) and January to capture images fulfilling the 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. The shoot list is completed and this project will move forward.

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.

North American Journeys Summit, Los Angeles January 12-13, 2005

NAJ Tour Operator Summit: Best of the West. This new annual (January 2004 was the first annual) marketplace and conference bringing together West Coast tour operators with destinations and suppliers. This new NAJ event is modeled after the highly successful RSA Summit in New York and ITSA Conference in Florida. Oregon considers participation in this marketplace part of the receptive operator strategy to “market-to-sell” and developing “product on the shelf”. It will be held at the Sheraton Gateway Hotel at LAX. *Opportunity:* For more information, go to www.najsummit.com

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

As reported, Oregon is registered as a full sponsor! I have reported on this show in past NewsBriefs. 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 go to www.gowestsummit.com for information and registration. The cost for this one-on-one appointment marketplace is \$1,145/person (the early bird rate is no longer available).

NEW Travel Oregon trade show booth

This project is also moving forward. The brief has been submitted and In-House Graphics in Salem, who will be the designer. It's definitely time to produce a new trade show booth for our large trade shows, primarily PowWow. We have been using the large 10x10 “booth 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, possibly even for Go West.

TIA's International PowWow, May 3-7, 2005 in New York

Yes, really – registration time for PowWow is now! This is the major international trade show held in the US and a “must-do”. As in past years, OTC will have 3 booths, the max one entity can purchase with a max of 3 people registered in one booth. OTC manages the spots on a first-come-first-serve bases. Please note the change in the day pattern – this year International Pow Wow will be held Tuesday through Saturday.

Action: The 6 partners currently holding the 6 spots are: CVALCO, POVA-Japan, Newport/Lincoln City, COVA, SOVA, Shilo Inns. Please e-mail Joanne@traveloregon.com with RE line: “PowWow 05 participation confirmation” and let her know if you will/will not be participating. The deadline will be **November 1**. The participation fee will be the same as last year \$1,925 for TIA members, \$2,325 for non-TIA members (TIA charges this way.)

Opportunity: POVA will be adding a second booth this year, and therefore 3 additional spots are available. The partners in the POVA booth are the Portland Hilton Hotel and the Mark Spencer. Please contact Teresa@pova.com to hold your current spot and also to be included in the additional booth before **November 1**.

Please contact Joanne@traveloregon.com to be placed on the OTC booths waiting list.

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Asia

Japan

Together with Jeff Hammerly/POVA and Tomoko Hori/Japan Representative Office (JRO) in Tokyo numerous activities are always “in the hopper”.

Tourism Media Relations Representative in Japan

I am sorry to report that the process to hire a PR contractor in Japan has been put on hold for numerous reasons. Please stay tuned for future developments.

Sales Activities:

Future

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. This important event will be taking place in Portland, as you have heard. I encourage all of you interested in the Japanese market to stay abreast of this trade show. This is a once-in-a-lifetime opportunity for Portland and Oregon! Jeff/POVA is the lead on the event and planning is underway. You should consider getting involved and budget to attend this marketplace.

Background: Northwest Airlines is the airline sponsor for Active America, hosting approx. 40-50 Japanese tour operators (and 70-80 suppliers from around the US) annually. It is a prime opportunity to strengthen Oregon's 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 opportunity. Stay tuned for details in the future!

Opportunity: Active America Travel Summit Supplier Registration for April 4-6 (or 4/4-7/05 depending on fly-drive participation) will be \$1,195 before 2/28/05, and \$1,395 after 2/28/05. In addition, POVA is looking for co-sponsors for the hosted dinner (OMSI, co-hosted by POVA); a hosted lunch (April 5 or 6, co-sponsored by Active America), another hosted lunch (April 7, co-sponsored by POVA, location yet to be determined), and a hosted dinner (April 7,

co-hosted by POVA/OREGON tentatively listed for Nike Headquarters). Please contact jeff@pova.com or open the second document titled: Details: Active America Travel Summit 4/05

Past

TIA's See America, Osaka September 17, 2004

As part of the Oregon Japan Mission, Jeff departed for Japan earlier and represent us in Osaka at a trade show and media market place. The marketplace was not too busy, but it was well worth to be present as the new NWA gateway in the US.

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

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

Jeff/POVA presented a 30 minute seminar for the Oregon Japan Mission delegates to almost 80 tour operators. Many thanks to Jeff and the other Japan Mission delegates: Katie/CVALCO, Margaret/MTR Western, TC/Newport and Dai Ichi International Travel.

Oregon Tourism Sales Mission, September 22-28, 2004

The Oregon Tourism Sales Mission took part in TIA's SeeAmerica Week in Japan (see above). We also participated in World Travel Fair (WTF), a trade and consumer show held on 9/24, 25, 26. Oregon's booth was located kitty corner from NWA's, and the Oregon group stayed busy for the 3 days. New tours and news coverage is in the works for the future. On Monday 9/27, a "mini" Oregon trade show was held together with NWA. The Oregon Japan Mission delegates were introduced in the 30 minute presentation by Jeff and each had a table after the presentations to meet with Japanese tour operators/travel agents one-on-one. 59 clients joined the Oregon/NWA seminar. A great turn out, and according to Tomoko Hori from our JRO office in Tokyo, the best we've ever had.

Many thanks: Portland Spirit, MTR Western Transportation, CVALCO, Newport, Dai-Ichi International Travel-Portland, and Portland Marriott Downtown Hotel.

Research Tours:

Future

Trade: NWA Nagoya October 17-20, 2004

Five travel buyers plus one NWA Nagoya representative will be coming to Oregon on 10/17.

Many thanks for co-sponsoring with OTC: POVA, the Westin Hotel, Pumpkin Ridge, Montinore, Evergreen Aviation Museum, Newport Chamber, Oregon Coast Aquarium, Rogue Ale, Yaquina Head Natural Area, Chinook Winds Casino, Lincoln City VA, Crowne Plaza Hotel and other.

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 and easily accessible public transportation to the ski areas. 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.

Media: TABI Salad-TV in Oregon Spring 2005

Jeff, Tomoko, our WA State counterparts and I have met with TABI Salad while at WTF in Tokyo and it looks very promising that 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. A local Japanese speaking project manager will be hired by OTC to assist with this large PR project. Stay tuned for more information.

Past

Media: RAISIN Magazine, September 10-15, 2004

Two visitors came to “monitor”/research Portland as a Slow Life destination. Jeff/POVA took great care of this research tour and all arrangements. *Many thanks* to the Mark Spencer Hotel-Portland.

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 sponsored 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” in a spring 05 edition. OTC sponsored the weeklong stay and a Japanese speaking guide/driver for the day trips to the Coast and the Gorge/Mt. Hood.

Media: WorldTraveler, September 30 – October 6, 2004

NWA’s in-flight magazine-Japan version (bi-monthly, 200,000 circulation), sent a writer and photographer to Portland and Oregon for a 16-page story (!) in the April/May 2005 edition. In addition to the 16 pages, World Traveler will also have a page on above-mentioned Dr. Murakami’s visit in Portland. We worked hard to position “year-round” product as the top priority of this research trip. In addition to that, 4 pages of “Fly-drive with Alamo” will also be included. Alamo is the rental car sponsor. The fly-drive market segment is growing and is a new trend. Oregon is well position for that market, having realized many years ago that our public transportation system outside of Portland, is difficult for visitors to maneuver. OTC hired a Japanese guide/driver to take this important team around the state. *Many thanks to:* POVA, Portland Hilton, Newport Chamber, Elizabeth Street Inn/Newport, Xanterra Parks and Resorts/Crater Lake Lodge, Comfort Suites/Redmond, COVA, The Westin Portland.

Feeder/beyond markets in Asia

The NWA non-stop service to Tokyo continues on to many “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”.

All other Asian countries

NWA Asian Research Tours, October 2004-March 2005

NWA Asia has requested a total of six plus Research Tours. The Port of Portland will be hiring local receptive/ground operators to handle all but one of these tours. Teresa/POVA will be the facilitator. The first of this series was the NWA Busan Korean research tours in September 2004.

Korea

Past

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

OTC hosted one of the above mentioned series of NWA Asia research tours, as part of the OTC strategic plan. The group of 11 (two NWA representatives plus nine tour operators/travel agents/travel buyers) traveled with a Korean-speaking tour manager OTC hired. According to Mr. Kim, the guide for Oregon – who, by the way did a fabulous job on our behalf, the Korean clients said, this was the best research tour they have ever attended! Wow!

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.

Europe

Germany

Sales Activities:

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

As reported in the last NewsBrief, OTC is working with one of the bigger German tour operators, Meier’s Weltreisen, to develop 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.

Opportunity: If your 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 e-mail

Joanne@traveloregon.com with RE line: **VIP card program**. Joanne or the new director will work with the collected offers at a later time. Please no calls, as it truly is difficult to collect the information that way.

I thought that I had to let Meier’s know in November, but I was wrong. We’ll have time til April ‘05 to put this together.

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

ITB - International Tourism Boerse, Berlin March 11-15, 2005

Yes, it’s also time to register for ITB – the largest trade show in the world, and therefore the largest tourism trade show in the world. ITB is a “main stay” of our marketing program. It is OTC’s plan to “beef up” Oregon’s booth at ITB this year to make our presence a bit more attractive. Once again, we’d like to ask you to register yourself with B-For the company which takes care of the USA pavilion. Your booths/workstations will be tied into the overall Oregon “beefed-up” appearance.

Opportunity: Joanne and Teresa/POVA will take the lead on securing space and beefing up the Oregon space. Please register yourself with B-For via web www.seeamericapavilion.com - go to ITB Berlin or by calling 540.373.9935. A workstation runs approx. \$1,700, plus expenses.

Research Tours:

Future

Media: Mr. Smuda October 20-25, 2004

Mr. Karl-Heinz Smuda is a German radio journalist for DeutschlandRadio, the German National Public Radio Broadcast System. DeutschlandRadio focuses on politics, news and culture with an audience of 7 million weekly. He will focus on Oregon as a destination for German visitors with special emphasis on people and country, Powell's bookstore and nature. Mr. Smuda's 28-minute "Weltzeit" (meaning world time) and 8-minute "Podium" radio program including Oregon will air in November 2004. Lufthansa is providing Mr. Smuda's flight to Oregon. The Oregon Tourism Commission is providing for his rental car and securing his itinerary.

Media: Dr. Volker Mehnert, December 2004

OTC has requested Dr. Mehnert to come and research Oregon for a winter story for the last 19 months. Dr. Mehnert has agreed to come in early December and write a story for Frankfurter Allgemeine Zeitung (FAZ – the "New York Times" of Germany), circulation 503,000. The suggested overnight itinerary – not confirmed – is as follows: Portland, Hood River, Hood River, Bend, Bend, Eugene, Lincoln City, wine country, Portland. Again, this falls into the strategic goal of developing/building AND promoting the winter product in Germany, as the LH flight loads for the winter months is challenging. We pitched the ski product, including dog sledding, charming lodging, snow shoeing, storm watching, glass floats, whale watching, wine country. When we receive the confirmed dates from Volker and Sandra Kraft/LH media relations office Frankfurt, who will be providing his air, Joanne will make requests from the above mentioned areas for complimentary product. OTC will sponsor the rental car. Please stay tuned.

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).

Opportunity: This itinerary will showcase DER product in the 2005 catalog. Therefore, Joanne will contact the suppliers in the DER catalog for complimentary support of this research tour.

Past

Media: Axel Scheibe August 31-September 14, 2004

Mr. Scheibe and his assistant arrived in Portland and picked up an El Monte motorhome for a trip including Oregon's wine country, Central Oregon, Eastern Oregon and Astoria. Mr. Scheibe overnights in many Oregon State Parks along the route. We were happy to have been 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, McMenamins 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 hosted Sandra Kraft with Lufthansa Frankfurt's press office plus four journalists (one canceled just prior to departure). We traveled to showcase different regions of Oregon to these journalists. The trip went really well and the 4 journalists were very impressed with what Oregon has to offer. I know of 1 story already being completed (an "Indianer Geschichte") *Many thanks to* POVA, The Westin-Portland, Hood River Chamber, Museum at Warm Springs, COVA, Eagle Crest Resort-Redmond, Diamond B Chuckwagon, Ashland Chamber, Ashland

Springs Hotel, Ashland Plaza Inn & Suites, Bandon Dunes, and many others charged discounted rates (including NA Charters, BW Inn at Face Rock/Bandon and 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, traveled on assignment for America Journal (40,000 circulation) and Western Horsemanship Magazine (30,000 circulation). They covered 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.

Media: Mr. Ulrich Pfaffenberger research trip, September 24-28, 2004

Mr. Pfaffenberger is the Chief Editor for vmm wirtschaftsverlag and also writes for other publications in Germany, with a focus on business and economy. Mr. Pfaffenberger visited Oregon in June 2002 and loves the state. He specifically requested a brief stop in Oregon from Lufthansa who was flying him to South Dakota for a story. He was able to visit Portland, the Gorge and the northern coast on his own, including some business interviews for upcoming articles with Portland area businesses. *Many thanks to* The Hotel Lucia, The Hilton Portland, POVA, the Port of Portland, Freightliner and NIKE.

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

It is noted in the OTC strategic plan to develop the feeder markets.

Sales Activities:

Future

Tourism Representative Office in Italy

As stated in OTC's strategic plan, Italy is a primary feeder market for LH and has excellent potential for our state. OTC has been going thru the process 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, bids were received and 3 finalists' presentations/interviews took place on September 30 in Portland.

The 6 member panel is happy to announce the hiring of G&A Martinengo in Milan as our contractor. The contract will most likely be active by the first of 2005.

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 Billie will be attending and will work to meet with the future Oregon Representative to work on the contract and to meet some key clients. This will allow this process to continue to move forward. 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: deadline to register has passed and leads will be made available thru this NewsBrief.

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: Deadline to participate (and/or send brochures) has passed. Leads will be made available thru this NewsBrief.

Past

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

Joanne worked extensively with this production company for their itinerary and stories. (In my 8 year experience dealing with TV projects, this was the hardest one ever – many thanks Joanne). An Oregon based production coordinator/scout was hired by OTC to provide this company with the film expertise they needed and get Oregon the coverage we need for our destination! Thank you all so much for the complimentary product and especially your patience in working with this company.

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

Joanne originally met with Jetair during the France/Belgium sales mission spring 2004. An Oregon/Washington itinerary was developed following the itinerary to be sold in their 2005 catalog together with the receptive operator Rocky Mountain Holiday Tours from CO. This research tour has already produced the booking of an FIT series with local suppliers. 13 travel agents, 1 Jetair representative, and 1 journalist visited 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), had secured TV coverage for Portland and Oregon. This nationwide TV program has over 5 million viewers. POVA assisted in Portland, and OTC with a shoot at Ecola State Park.

MEXICO

Mexicana announces an additional flight!

This is very exciting! Mexicana has announced an additional new flight beginning December 6. The addition of a Monday flight means Mexicana will now operate with arrivals at 10:45p on Monday, Thursday, Friday, Saturday, Sunday, and departures at 12:30a on Tuesday, Friday, Saturday, Sunday, and Monday.

Mexicana.com.mx Trivia contest

This is a promotion on the Mexicana website with a trivia contest about Oregon which will run January – April 2005. You may remember that this contest was attempted previously, but never happened. Accommodations and attractions can submit prizes to be included on this website with new validity dates of April 1, 2005 – April 1, 2006.

Opportunity: Please send your gift certificate to Joanne Holland-Bak by November 30th, clearly marked “**Mexicana.com.mx Trivia contest.**”

Oregon Wine Promotion

We are currently examining the possibility for a two-week restaurant promotion in Mexico City. The promotion would feature Oregon wine and encourage customers to visit Oregon and its wine country. Tentative dates of February 15-28 have been discussed which would enable us to coordinate with the (also tentative) Oregon Trade Mission to Mexico City led by Governor Kulongowski, February 21 – 24, 2005.

Opportunity: More to come on this.

Oregon Ski packages for Mexico-based Tour Operators

Mexicana is pushing to promote skiing in Oregon by developing ski packages for the upcoming winter season. Mexicana has requested a research trip in early November for their top tour operators in Guadalajara and Mexico City who sell U.S. ski packages.

Opportunity: Details are still developing on this trip. If you are interested in hosting these operators, please contact Joanne Holland-Bak as soon as possible Joanne@traveloregon.com.

Advertising in Mexico

In partnership with Mexicana, advertisements promoting the flight to Oregon are being placed in major newspapers in Mexico City and Guadalajara. Ads are running now until mid November and will run again from mid January to mid March 2005.

Opportunity: If you would like to help draw more attention to Oregon by placing your companion ad, please contact Joanne Holland-Bak.

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.

Catalogo Sanborns promotion

The Sanborn’s Catalog is carried onboard Mexicana’s flight and is similar to SKYMALL (U.S. carrier’s in-flight catalog). A single-page insert promoting Portland VTP packages will be included in this catalog from October-December. The ad design features a montage of Portland images that include a view of downtown Portland from the Willamette, Mt Hood, snowboarders, and whitewater rafting. Portland is promoted as ‘*Portland, Oregon, Un destino de moda*’ (The term *de moda* means *hip, trendy, or popular*.)

Past

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

Approximately 80 tour operators, travel agents and media attended this breakfast powerpoint presentation on Oregon at the Guadalajara Hilton. There were a dozen booths representing Oregon at the tradeshow and Aaron Meyer and Bill Lamb played original music. Many thanks to: POVA, Port of Portland, Mexicana Airlines and the many Oregonian delegates who attended.

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

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
9/30-10/6/04	Media: Japan WorldTraveler, Japan version of NWA in-flight, crew of 2+guide
September 04	Media: Pilot Production, UK, TV crew filming
10/1-3/04	Media: TV 3-France in Oregon
10/14-15/04	OTTTTF meeting Seaside OR
10/17-20/04	Trade: NWA Nagoya research tour - Japan
10/20-25/04	Media: Mr. Smuda, Germany
T: Nov. ‘04	Trade: Ski tour operators research tour from Mexico
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
T:12/04	Media: Dr. Volker Mehnert
1/12-13/05	OTTTTF meeting in Salem OR
1/12-13/05	North American Journeys in Los Angeles
1/25-28/05	Go West Summit, Phoenix AZ
Jan-March 05	Travel Trade: NWA Japan Ski Research Tours, individuals
T: Feb 05	Mexico Governor’s Mission
2/10-12/05	Bank Travel Network, Biloxi MS
3/10-15/05	ITB Berlin
3/16-19/05	One-on-one sales calls in The Netherlands, plus small media event (after ITB)
5/12-14/05	ARLAG trade show, seminar in Mexico
5/3-7/05	PowWow New York
6/9-13/05	Travel Trade: DER Tours-Germany