

# Greater Portland: FY 13-14 RCMP Plan

DRAFT: APRIL 16, 2013

# Greater Portland: Objectives

- Objective A: Increase international and domestic visitation to the region via the travel trade.
- Objective B: Generate awareness of the region via domestic and international media relations.
- Objective C: Increase understanding of consumer behaviors and travel trends to enhance marketing efforts
- Objective D: Fulfill consumers' requests for information about Greater Portland

# Objective A: Grow international and domestic visitation via the Travel Trade

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<b>#1. International Sales</b> - Invest in Travel Portland's international sales and marketing program, which pays particular attention to those markets served by non-stop flights to PDX	These efforts work in tandem with Travel Oregon to qualify, solicit and generate leads; make sales calls; design itineraries; prepare client proposals; schedule and conduct sales trips and presentations; coordinate and host research trips and site inspections; and plan and participate in targeted trade shows, sales missions and conventions.  <b>Outcome:</b> Generate 1,200 leads; 300 published itineraries; 20,000 room nights; and an economic impact of \$8.25 million.
<b>#2. U.S./Canada/OceaniaSales</b> -Fund a regional sales and marketing position and program at Travel Portland.	

# Objective B: Generate awareness via domestic and international media relations

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<b>#3. Lead Generation</b> <ul style="list-style-type: none"><li>-Contract with New York-based P.R. firm to qualify and generate media coverage in East Coast and national media.</li><li>-Contract with local P.R. firm to qualify and generate media coverage in regional/Pacific NW media.</li></ul>	<b>Outcome:</b> <ul style="list-style-type: none"><li>•Combined circulation of placements: 100 million</li></ul>
<b>#4. Media Relations Manager</b> <ul style="list-style-type: none"><li>-Continue to fund the media relations manager position that proactive pitches the region and fulfills media requests generated by Travel Oregon and the RCMP-funded P.R. firm.</li></ul>	
<b>#5. Media Hosting &amp; Outreach</b> <ul style="list-style-type: none"><li>-Host media research tours and conduct outbound media blitzes that showcase the region to targeted media from outside the state.</li><li>-Field media inquiries at the international trade shows attended by the Travel Portland and Travel Oregon sales teams.</li></ul>	

# Objective C: Increase understanding of consumer behaviors and travel trends

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#6. Research co-op: PhoCusWright</b></p> <ul style="list-style-type: none"><li>-Purchase PhoCusWright travel research through Travel Oregon's group subscription program</li><li>-Leverage PhoCusWright's extensive library (500+) of national and international research studies/reports that provide current trends in consumer behavior related to travel.</li></ul>	<p><b>Outcome:</b> Increase our knowledge of current travel trends to help with our planning strategies. And, provide to our partners as a resource to help inform their marketing efforts.</p>

# Objective D: Fulfill consumers' requests for information about Greater Portland

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#7. Travel Oregon fulfillment</b></p> <p>-Participate in Travel Oregon Regional Pack (TORP) fulfillment program. Fulfill consumers' request for information about Greater Portland with Travel Portland magazine, which includes an "Around the Region" section.</p>	<p><b>Outcome:</b> Fulfill consumers' requests (up to 19,643).</p>

# TRAVEL TRADE: EUROPE



Travel Oregon's German contractor (left) with receptive tour operator (center, from American Tours International), at Ponzi.



Familiarization tour with Scandinavian tour operators at Mount Hood.



# TRAVEL TRADE: U.S./CANADA/OCEANIA



Above: Agency familiarization tour for Canadian Grand Holidays.



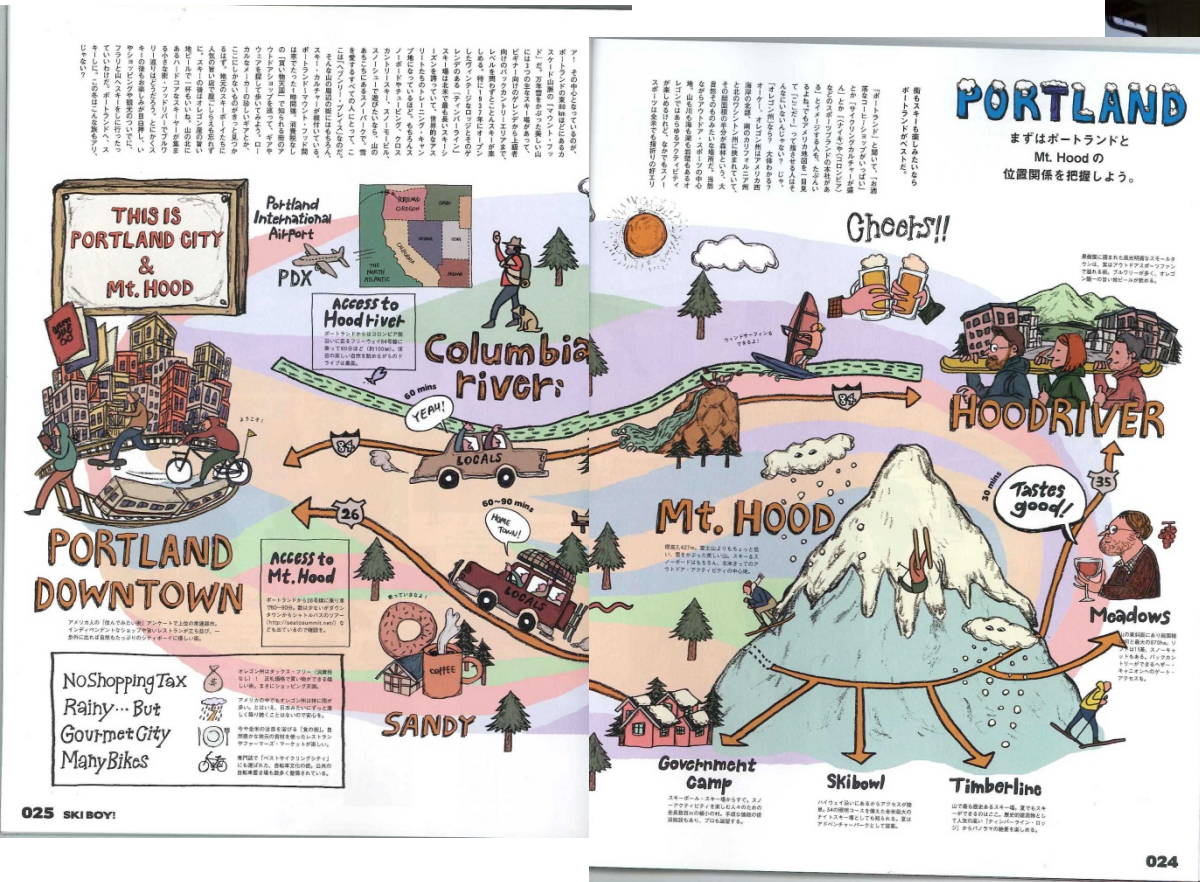
Above: Canadian Grand's top agents tour Bob's Red Mill.



Left: Travel Portland's Heather Anderson (far right) and Travel Oregon's Lisa Itel w/ representatives from Canadian Grand Holidays.



# TRAVEL TRADE: ASIA



Above: Media coverage in POPEYE magazine



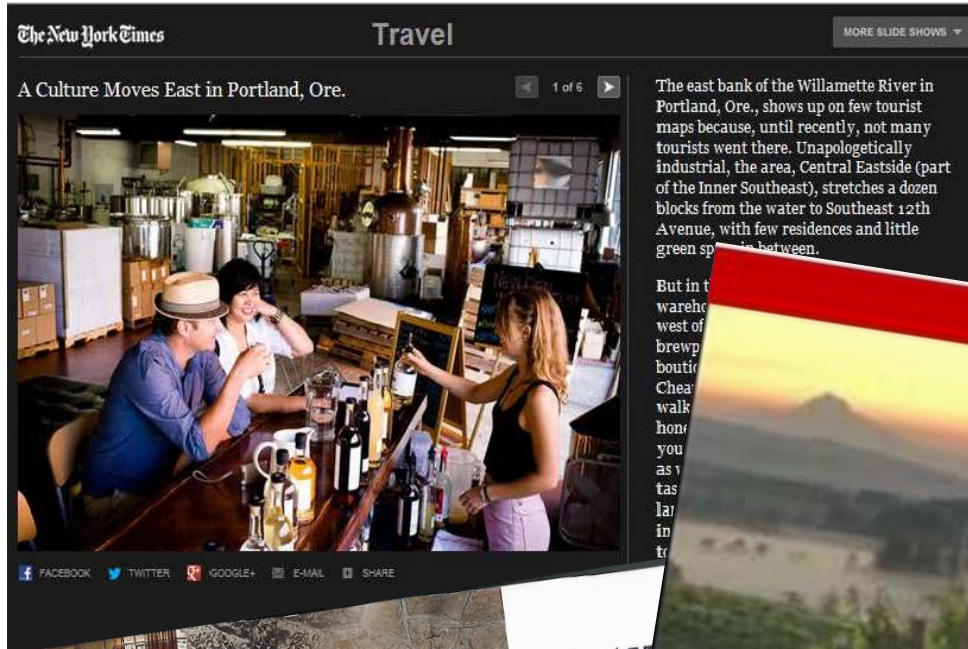
Above: JST Student travel group



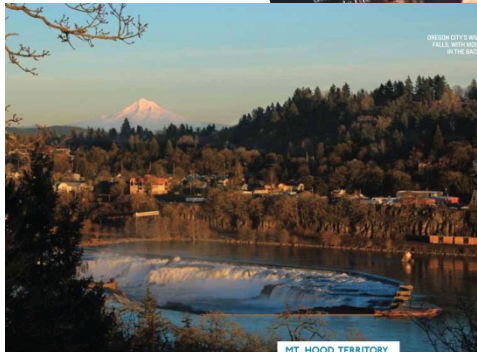
Right: Active America Chinese Operator Summit



# PR



# FULFILLMENT



MT. HOOD TERRITORY

## Heritage Heights

*The former capital of the Oregon Territo, Oregon City is a historical delight.*

BY BRIAN BARKER



For more information on Oregon's Mt. Hood Territory, visit [www.mthoodterritory.com](http://www.mthoodterritory.com).



WASHINGTON COUNTY

## Ripe for the Picking

*Washington County's farms and vineyards offer an endless bounty of great taste.*

BY BETH COLLINS



For more information on Washington County, visit [www.oregonwashingtoncounty.com](http://www.oregonwashingtoncounty.com).

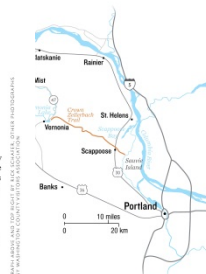


COLUMBIA COUNTY

## Now Showing

*Cozy inns, local legends and Hollywood romance take center stage on a weekend trip to St. Helens.*

BY BRIAN BARKER



For more information on Columbia County, visit [www.travelcolumbiacounty.com](http://www.travelcolumbiacounty.com).

With more than 60 miles of Columbia River shoreline, forested hills, unspoiled backroad roads and quiet bays, Columbia County, just 30 minutes northwest of Portland, has long been renowned among cyclists, hikers, anglers and other nature lovers. But the county's inviting small towns, like St. Helens, also have plenty to offer visitors who like to pair country-fresh air with plenty of creature comforts.

PHOTOGRAPHS COURTESY OF PORTLAND JOURNAL-TRIBUNE; TOP RIGHT BY KIMBERLY K. KATA; BOTTOM RIGHT: COLUMBIA COUNTY VISITOR CENTER

# Appendix

# RCMP Committee & Process

- Geography: Clackamas County (portions of), Columbia County, Multnomah County (portions of), Washington County
- RCMP partners involved in the planning and evaluation process:
  - Clackamas County Tourism: Jeannine Breshears, Danielle Cowan
  - Columbia County: Chris Finks
  - Travel Portland: Megan Conway, Brian McCartin, Jeff Miller, Greg Newland, Barbara Steinfeld
  - Washington County Visitors Association: Carolyn McCormick, Sylke Neal-Finnegan



# RCMP Committee & Process

- Planning process: The RCMP partners met in person on Feb. 8 and finalized the plan via e-mail.
- Intra-region communications process:
  - The Feb. 2 edition of Travel Portland's Industry Update" e-newsletter (approximately 2,300) invited stakeholders to submit questions about the plan; a future edition will share the final, approved plan.
  - Travel Portland representative met twice with Alison Hart (CEO of the Gresham Area Chamber of Commerce): once in February to review the RCMP program and processes; and once in March, with representatives from the Hood/Gorge region, to discuss inter-regional opportunities.