

Greater Portland: FY 14-15 RCMP Plan

DRAFT: MAY 7, 2014

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 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 E: Leverage Travel Oregon programs

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

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#1. Tourism Sales</p> <ul style="list-style-type: none">Invest in Travel Portland's Tourism Sales effort, which pays particular attention to those markets served by non-stop flights to PDX. Note: In previous years, RCMP dollars fully funded the domestic/Canada/Oceania sales position. This year, RCMP will be spread across <u>all</u> markets and managers.	<p>Outcome:</p> <ul style="list-style-type: none">Generate 20,000 room nights and an economic impact of \$8.25 million.Fam/hosting goals TBD
<p>#2. Hosting costs</p> <ul style="list-style-type: none">Cover the costs – lodging, meals, transportation, etc. -- associated with hosting travel trade clients.	

Objective B: Generate awareness via media relations

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#3. Lead Generation</p> <ul style="list-style-type: none">• Contract with New York-based P.R. firm to qualify and generate media coverage in East Coast and national media.• Contract with local P.R. firm to qualify and generate media coverage in regional/Pacific NW media.	<p>Outcome:</p> <ul style="list-style-type: none">• Combined circulation of placements: 100 million
<p>#4. Media Relations Manager</p> <ul style="list-style-type: none">• 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.	
<p>#5. Media Hosting & Outreach</p> <ul style="list-style-type: none">• Host media research tours and conduct outbound media blitzes that showcase the region to targeted media from outside the state.• Generate b-roll for the region.	

Objective C: Increase understanding of consumer behaviors and travel trends

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#6. Research co-op: PhoCusWright</p> <ul style="list-style-type: none">• Purchase PhoCusWright travel research through Travel Oregon's group subscription program• Leverage PhoCusWright's extensive library (500+) of national and international research studies/reports that provide current trends in consumer behavior related to travel.	<p>Outcome: 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>
<p>#7. VisaVue</p> <ul style="list-style-type: none">• Subscribe to VisaVue research, which provides estimates of international visitor volume and spending, by country.	

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

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#8. Travel Oregon fulfillment</p> <ul style="list-style-type: none">• 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>Outcome: Fulfill consumers' requests (up to 14,286). $14,286 \times \\$0.70 = \\$10,000$</p>

Objective E: Leverage Travel Oregon programs

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#9. Oregon Bounty</p> <ul style="list-style-type: none">• Using Travel Oregon’s “7 Wonders” co-op program as a model, Greater Portland will explore ways that it can amplify Travel Oregon’s baseline media buy for Oregon Bounty, ensuring a greater share of voice for Greater Portland-related creative.• As part of this investment, Greater Portland will work closely with Travel Oregon to ensure that the region’s visitor experiences (and not just its products and purveyors) are reflected in Feast Portland and highlighted in the appropriate Oregon Bounty channels.	<p>Outcome:</p> <ul style="list-style-type: none">• Travel Oregon measurements apply

Objective E, cont'd

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#10. Bicycle Tourism Studio: next steps</p> <ul style="list-style-type: none">• Greater Portland will help fund the identity work required to fulfill two of the “Immediate Actions” – promoting three bicycle tourism routes and accompanying itineraries; and sharing the East Multnomah County bicycling experience with target markets -- outlined in the Regional Bicycle Tourism Strategy developed by Travel Oregon in partnership with the East Multnomah County Bicycle Tourism Initiative. The results of this work will be shared with partners throughout Greater Portland and Hood/Gorge regions.	<p>Outcome:</p> <ul style="list-style-type: none">• Travel Oregon measurements apply

Objective E, cont'd

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#11. Contingency funds</p> <ul style="list-style-type: none">• Greater Portland will set aside contingency funds so that it can weigh additional, unanticipated opportunities.	<p>Outcome:</p> <ul style="list-style-type: none">• Travel Oregon measurements apply

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
 - Travel Portland: Megan Conway, Brian McCartin, Jeff Miller, Billie Moser, Greg Newland
 - Washington County Visitors Association: Carolyn McCormick, Jason McGill, Sylke Neal-Finnegan
- Intra-region communications process:
 - The March 6 edition of Travel Portland’s “Industry Update” e-newsletter invited stakeholders to submit questions about the plan; a future edition will share the final, approved plan.
 - Travel Portland representative also met with Alison Hart, CEO of the Gresham Area Chamber of Commerce