

A group of approximately 15 people are gathered in a desert landscape, looking towards a massive, layered rock formation. The people are dressed in casual outdoor attire, including jackets, hats, and backpacks. The rock formation is composed of dark, reddish-brown layers and is set against a clear blue sky. The foreground shows dry, scrubby vegetation and a small, young tree on the left.

TRAVEL

OREGON

ROAD RALLY 2019
Results

10.14.19

TRADE CLIENTS

GERMANY/SWITZERLAND

- Explorer Fernreisen Asst. Product Manager
- America Unlimited Product & Sales Manager
- CRD International Product Manager

FRANCE

- Salaun Holidays Sales Manager
- La Route des Voyages US Specialist
- Voyageurs du Monde US Specialist

UNITED KINGDOM

- Summit & Blue Managing Director
- Flight Centre PPC Manager
- Travel2 Groups Team Leader

AUSTRALIA

- Intrepid Travel Destination Manager, NA
- Travel Associates/Flight Centre Content Writer

NEW ZEALAND

- You Travel at Bethlehem Travel Consultant
- House of Travel Long-haul Consultant

CANADA

- Sun Fun Tours Vice President
- Wells Gray Tours General Manager
- Baxter Travel Media Editor

USA

- Open Road Tour & Travel Solutions Owner
- Southwest Adventure Tours Specialist

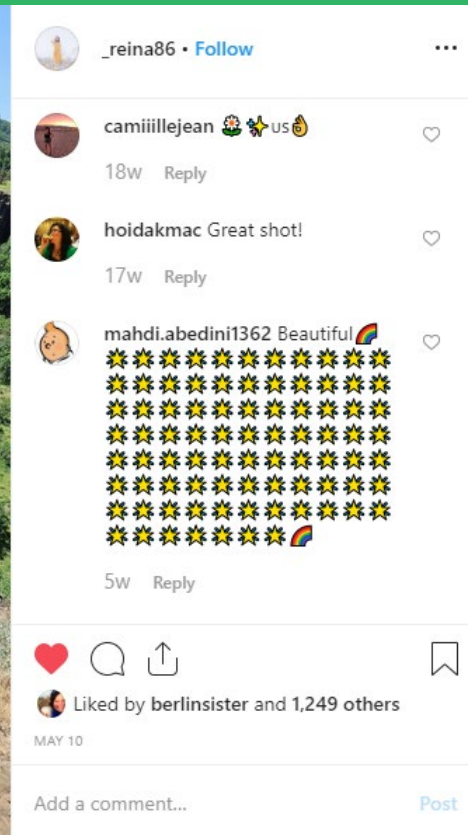
INFLUENCERS

CHINA

- Fengling “Mimo” Zhao
- RuoXue “Patty” Zhou

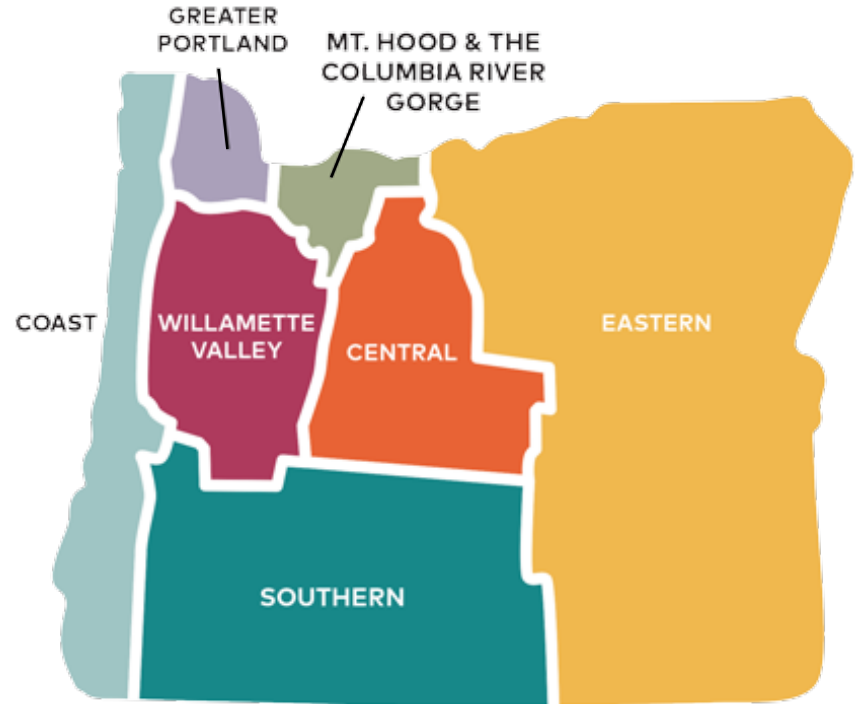
KOREA

- Seung Yi “Reina” Baek
- Eom “Ji” Ji



ROAD RALLY ITINERARY

- *1 Night Portland Region*
 - *Best Western Plus Rivershore*
- *2 Nights Central Oregon*
 - *DoubleTree by Hilton Bend*
- *2 Nights Eastern Oregon*
 - *Geiser Grand Hotel Baker City*
 - *Oxford Suites Pendleton*
- *1 Night Hood/Gorge Region*
 - *Mt. Hood Oregon Resort*





INFLUENCER RESULTS



CHINESE INFLUENCERS MIMO & PATTY

WECHAT & WEIBO

- 18 posts, videos and vlogs
- 2.9 million vlog and video views
- 40,000+ shares, comments & likes

ARTICLES

- 1 article on Ctrip
- 1 article on Mafengwo
- 32K+ reads



TRADE RESULTS



TRAVEL TRADE MEDIA

TABS ON
**TRAVEL
TODAY**
Fri 24 May 19 p5

Industry Diary

MAY

Asia New Roadshow 2019
Auckland North Shore: Mon 27,
Khan Pan Thai, Albany 1730.
Auckland Central: Tue 28, India
Gate, Epsom 1730.

Europamundo
Queenstown: Mon 27, The Shelter
1730 for 1800.
Dunedin: Tue 28, Dog with Two
Tails 1730 for 1800.
Christchurch: Wed 29, The
Pegasus Arms 1730 for 1800.

Viking Client Agent Sessions
Auckland North: Tue 28, The
Pumphouse Theatre, Takapuna,
Viking Ocean Cruises 1030 and
1830, Viking River Cruises 1300.
Napier: Thu 30, The Masonic
Hotel, Viking Ocean Cruises 1030
and 1830, Viking River Cruises
1300.

SPANTO Roadshow
Nelson: Wed 29, The Grand
Mercure Monaco, 1730.

WA Show Me The Way Workshop
Auckland: Wed 29, Stamford Plaza,
1730.

The Scenic Travel Showcase
Hamilton: Thu 30, Claudelands
Event Centre, Scenic & Europe
Roadshow 1000, 1730.

News & Product

Agents Take On The Oregon Road Rally



Craft beer and wine, cheering on the Portland Blazers NBA team and cruising the Willamette River and Columbia River Gorge were just some of the highlights Kiwi agents experienced on a recent seven-day road trip in Oregon. The Oregon Road Rally family also saw the agents visit Bend and Fort Rock State Park, explore the Journey Through Time Scenic Byway, learn more on Native American culture and discover Bend's Mount Hood

hem, Travel Oregon's Karen McCordle and Jodi Phillipson from House of Travel product.

2: Pictured with the Happy Canyon Princess is Travel Oregon's Kiwi representatives Corey Marshall and Karen McCordle.

3: Getting back to nature in Portland's Rose Gardens is YOU Travel's Jo Mayston and Jodi Phillipson from HoT.

4: Flying down Mt Hood 'Kiwi style'.



The Best Of The Med

World Journeys has released version of its popular Best of small group hosted journeys. Departing 16 Sep 2020, clients explore Venice and Tuscan departing on a 20-night board Holland America L Stendam which sails the Mediterranean, stops including Dubrovnik, C Kusadasi, Santorini, Na Cadiz, Barcelona, Ma Carlo and Livorno.

The 32-day journey \$15,499 per person for an Inside Cabin turn flights ex A who book by 31 per couple and s book at least s departure can another (same pay only the 's' the tour in an Outside Cabin worldjourneys.co.nz for more.

New At RVA

The Rental Vehicle Association (RVA) has appointed James Dalglish, managing director of GO Rentals to the position of industry president in the special meeting held last week. Current president Mark Righton, also country manager Hertz NZ, is relocating to Australia.

TRAVEL PRESS
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News Media Publications Agents' Choice Agents Education Editors' Profiles RVA

PRESS Today*

Home » Destinations » Team Canada Wins Oregon Road Rally Scavenger Hunt

Team Canada Wins Oregon Road Rally Scavenger Hunt

Posted on May 7, 2019 — No Comments |

Team Canada is off and running at the 2019 Oregon Road Rally, winning Day 1's scavenger hunt by taking the best original selfies at historic locations in Oregon City.

The fourth edition of the annual Oregon Road Rally started with a two-day pre-ferm in Portland and is now travelling through central and eastern parts of the state.

Teams from the US, France, the Netherlands, Britain, Germany, Korea, China, New Zealand and Australia are taking part.

Watch upcoming issues of Travel Courier and Canadian Travel Press for more on the Beaver State.

TRAVEL travelcourier.ca
COURIER®
June 6, 2019

**OREGON:
Road trip**

LUXURY & TOURING

SELF DRIVE USA

DISCOVER CENTRAL & EASTERN OREGON

SALES: to 09 Sep 19

© Christian Stutz

Take in the wide-open skies, plains and craggy mountain ranges that make up the landscape. For a dose of history there's the Oregon Trail, prehistoric fossil beds and eerie ghost towns.

TOUR HIGHLIGHTS

- Visit the Fort Rock Valley Historical Society Homestead Museum
- The coloured layers of the Painted Hills are quite spectacular
- Explore the National Historic Oregon Trail Interpretive Center which tells the story of Oregon Trail Pioneers, explorers, miners and settlers of the frontier west
- Visit Columbia Gorge Discovery Centre and Museum
- At 189 metres the Multnomah Falls are a photographer's delight

SUGGESTED ITINERARY

Day 1-2: Portland

In Portland you'll easily find some of the best local bakeries, microbreweries, coffeehouses and independent food artisans, all within walking for a short public transport distance.

Day 3: Portland – Bend (282km)

Take in bold, scenic views of the Willamette National Forest as you make your way to Central Oregon.

Day 4: Bend – Smith Rock/Fort Rock State Park – Bend

Take a day trip to Smith Rock with its sheer cliffs and deep river canyons and discover Fort Rock State Park.

Day 5: Bend – Painted Hills – Baker City (371km)

Today you'll see the amazing Painted Hills, with stripes of yellows, golds, browns and reds, on your way to the west and beautiful Eastern Oregon.

Day 6: Baker City – Pendleton (153km)

On arrival into Pendleton why not take a tour of Pendleton's underground and discover the controversial history of gambling and bootleggers in the area.

Day 7: Pendleton – Mt Hood (291km)

Head West into the land of lush waterfalls and mountain peaks at Mt Hood.

Day 8: Mt Hood – Portland (159km)

On your way back to Portland today explore the Columbia River Gorge area and visit Multnomah Falls.



8 Days/7 Nights Self Drive	Price (per person)
15-30 Sep 19	\$1005
01-30 Oct 19	\$1255
21-31 Oct 19	\$9155
01-25 Nov & 02-15 Dec 19	\$1115
10-18 Jan & 01-31 Mar 20	\$1075
01-29 Feb 20	\$1099

INCLUSIONS: 7 nights accommodation - 6 day intermediate Hertz rental car hire
• 3 breakfasts

CONDITIONS: Sale ends 09 Sep 19 • Pricing has been based on dynamic hotel pricing and is correct as at 02 Aug 19 • Prices are thereafter subject to change without notice until time of confirmation. Prices may vary due to a number of factors including tax and surcharge increases, exchange rate movements and availability • Prices are per person in NZ dollars for cash or cheque purchase only • Full payment is required no later than 4:59 pm 09 Sep 19 • Prices are per person in NZ dollars for cash or cheque purchase only • Booking configurations may vary in some share options • Accommodation is subject to availability • Valid for travel commencing and completed as specified • Some surcharges and discounts may apply • Group prices are not available on these packages • Amendment and cancellation fees apply - please ask your House of Travel consultant • Airfares are not included and are an additional cost • Hertz rental car is inclusive of Loss Damage Waiver (LDW), Liability Insurance Supplement (LIS), taxes, local surcharges, airport fees, unlimited mileage and Vehicle Licence fee (VLF) • Please ask your House of Travel consultant for full details. • PLEASE ASK YOUR HOUSE OF TRAVEL CONSULTANT FOR THE BEST AVAILABLE AIRFARE • HOT Code: CNP0802019

TRAVEL OREGON

TAANZ Hertz

BETTER TOGETHER
0800 713 715 | COME IN-STORE | HOT.CO.NZ

HOUSE OF TRAVEL

5 MONTHS POST RALLY

TRADE RESULTS

Increased Visibility

- Explorer Fernreisen included Oregon in their Self-Drive Brochure
- Oregon cover feature in Intrepid Travel's Comfort Trips Brochure
- Flight Centre UK Social takeover and upcoming advert
- Summit & Blue increased Oregon features on blog and social

New Product and Itinerary Offerings

- Intrepid Travel updated Oregon itinerary to include 1 additional night in Oregon and other Road Rally stops
- CRD offering new fly/drive tour and product
- America Unlimited adding new fly/drive tour that includes Eastern Oregon in 2020
- House of Travel added 2 new itineraries

PARTICIPANT SURVEY RESULTS

90%



"Very Satisfied" with Road Rally

100%



Itinerary Met or Exceeded Expectations

79%



Found New Oregon Product to Sell

95%



Clients Will Book Oregon

LIFELONG FANS OF OREGON

"It was a fabulous mix of things to see, do and be a part of. Thank you to all who were involved to make it such a success. We had such a great group of people, I feel like I have new found friends from all over the world now."

"This was by far the best FAM experience I have ever had. Beyond satisfied!!"

"I just wanted to thank you once again for the wonderful time I had and the many experiences I gained. It was a very well-rounded itinerary with important check points and many options for additional stops fitting the needs of each market. Experiencing Oregon during the ORR was perfect to get a better understanding of the many sceneries and highlights Oregon has to offer."

A vibrant landscape photograph featuring rolling green hills under a blue sky with scattered white clouds. In the foreground, a lush field of wildflowers in shades of purple, yellow, and white is interspersed with tall green grass. The middle ground shows the gentle slopes of the hills, with a small cluster of trees on the left. In the far background, a range of rugged mountains with significant snow cover is visible. The text "Thank you" is centered in the middle of the image in a white serif font.

Thank you