

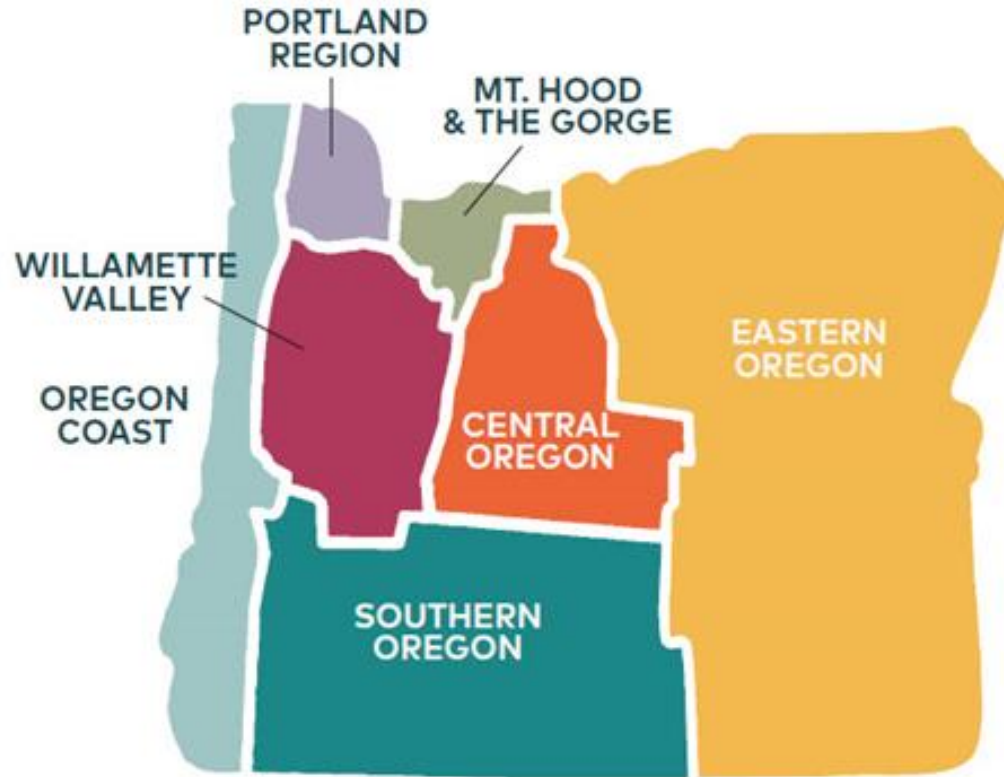
A nighttime photograph of the Portland, Oregon metropolitan area, viewed from an elevated position. The city's lights are visible against the dark landscape, with the snow-capped peak of Mount Hood rising prominently in the background under a deep blue twilight sky. The foreground shows dark, silhouetted trees and foliage.

# PORTLAND REGION



2019-2021 RCTP PLAN

# OREGON'S SEVEN REGIONS



# PORTLAND REGION VISION



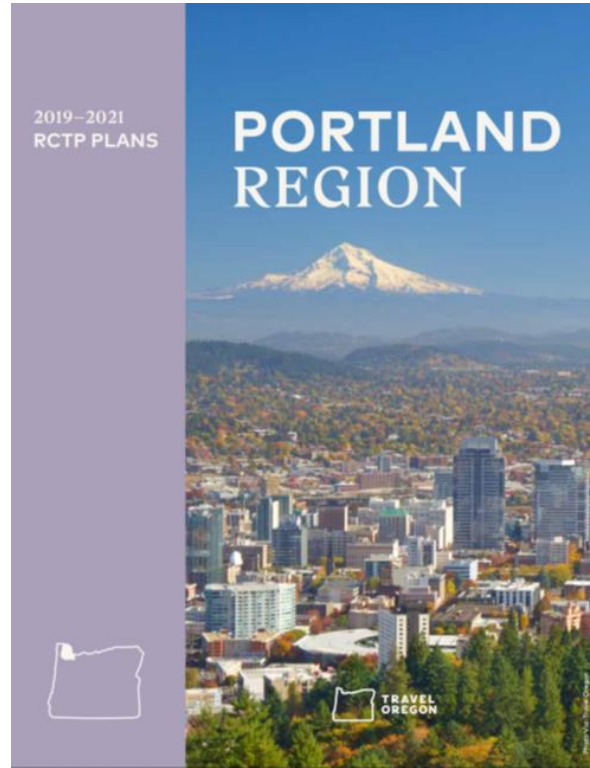


# PORTLAND REGION MISSION

Strengthen the breadth and diversity of visitor experiences in our region, support the industry and manage sustainable visitor growth and strategic tourism investment within our urban, suburban and rural communities.



# PORTLAND REGION PLAN



<https://industry.traveloregon.com/regions/portland-region/>

# PORTLAND REGION STAKEHOLDERS

## Input Provided Via

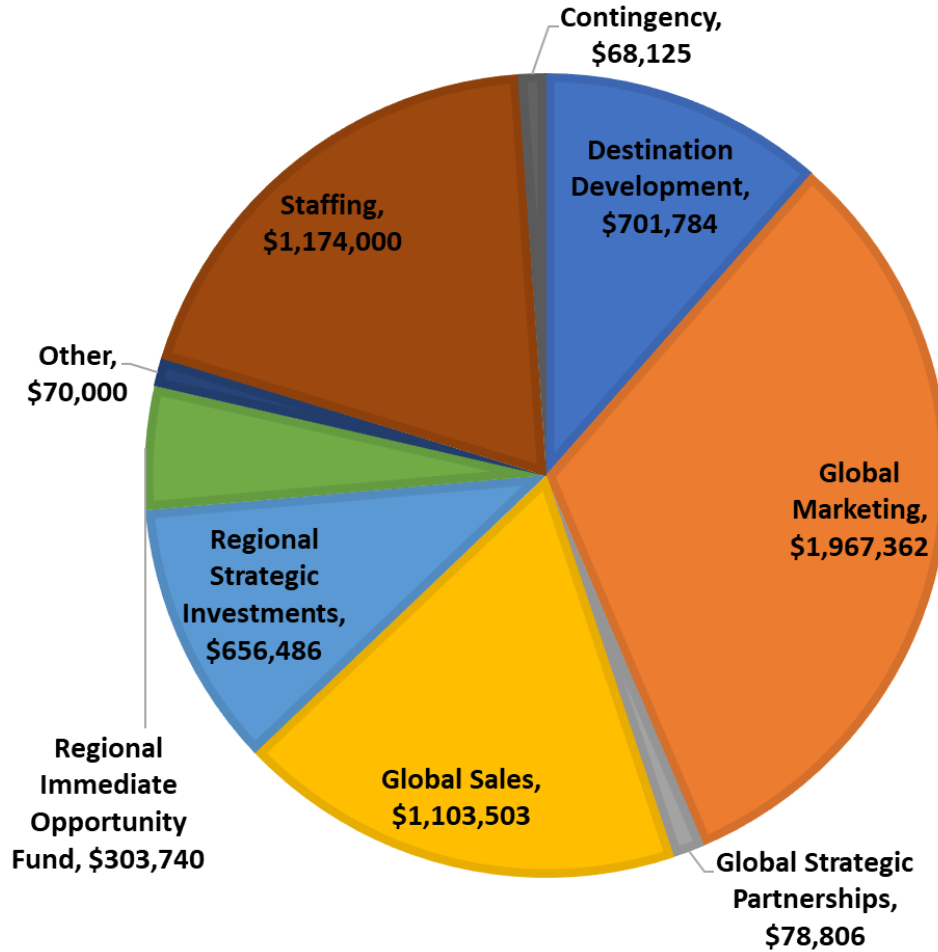
- Gatherings in 2017 and 2018
- Travel Oregon Survey 2018
- Project Committee Work
- On-line Dashboard
- In-person Presentations 2019-20



# PORTLAND REGION BUDGET

PORTLAND REGION TOTAL TWO-YEAR BUDGET \$6,123,806				
IMMEDIATE OPPORTUNITY FUND \$303,740				
STRATEGIC INVESTMENT FUND \$656,486				
REGIONAL SHARED PLAN \$1,032, 716				
TRAVEL PORTLAND PLAN \$2,933,326	TUALATIN VALLEY PLAN \$781,972	MT. HOOD TERRITORY PLAN \$248,680	GRESHAM CHAMBER PLAN \$111,120	COLUMBIA COUNTY PLAN \$55,766

# PORTLAND REGION PRIORITIES





# DESTINATION DEVELOPMENT

## KEY OBJECTIVE

Lasting impact on the destinations' abilities to attract or manage increased numbers of visitors in the future.

## STRATEGY

Invest in significant, large-scale opportunities.



# GLOBAL STRATEGIC PARTNERSHIPS

## KEY OBJECTIVES

- Drive demand in international markets.
- Increase professional capacity.
- Maximize benefits of Oregon21.

## STRATEGY

Invest in strategic partnerships facilitated by Travel Oregon for the benefit of the region.





# GLOBAL MARKETING

## KEY OBJECTIVES

- Increase complementary story lines and coverage across the region.
- Extend the reach of DMOs.
- Convention sales ROI.

## STRATEGY

Coordinate PR efforts & leverage in-bound media opportunities and Travel Oregon programs with focus on drive and fly markets.



# GLOBAL SALES

## KEY OBJECTIVE

Maintain or increase current levels of international air service to and from PDX.

## STRATEGY

Implement “umbrella” projects in key source markets of existing and high-potential non-stop air service and maximize Go West Summit travel trade sales opportunities in 2020.







Thank you