






Welcome

OTTA and Oregon's Mt. Hood Territory present:

Receptive Operators: From Contact to Contract





- ❖ Why international?
- ❖ What are Receptive Tour Operators (RTOs)?
- ❖ Learn the Buying Chain.
- ❖ Learn about the international markets important to us.
- ❖ Learn about the contact, our client.
- ❖ And more.







Why international?

**2014 Visa Vue® Analysis
Greater Portland Region**



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Visa Vue® 2014

- Follows the approach used by Travel Oregon since 2009.
- Estimates are based on and extrapolated from aggregate card usage data provided by Visa Vue® Travel.
- They incorporate data from other independent research sources.
- Spending amounts and patterns are based on "face-to-face" Visa card transactions in Oregon.
- Transactions utilizing cash, pre-paid, phone, internet, and other credit / debit cards are not included.
- Conversion factors are used to extrapolate arrivals, but spending per visitor is in its raw form (only Visa card purchases).
- Amounts are rounded, with associated rounding errors. All calculations are done on un-rounded data.

International Arrivals


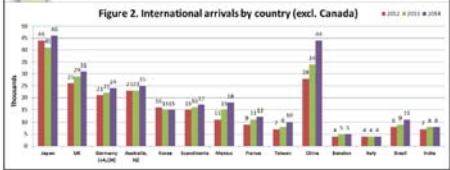



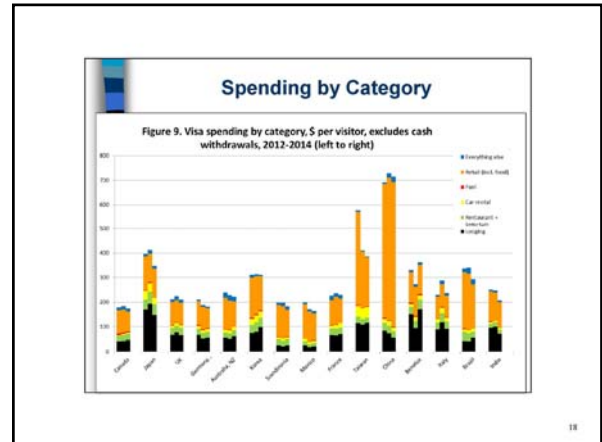
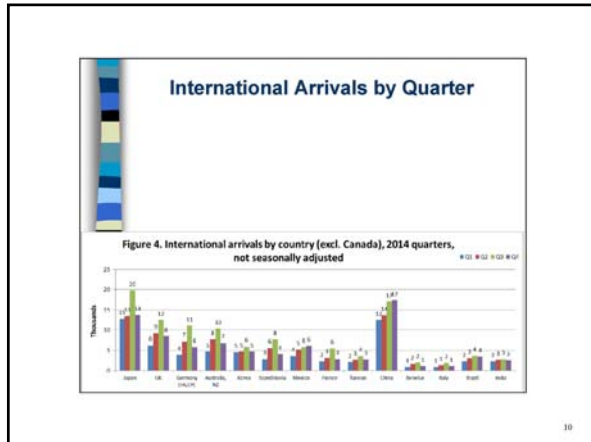
Figure 2. International arrivals by country (excl. Canada) ■ 2012 ■ 2013 ■ 2014



International Arrivals

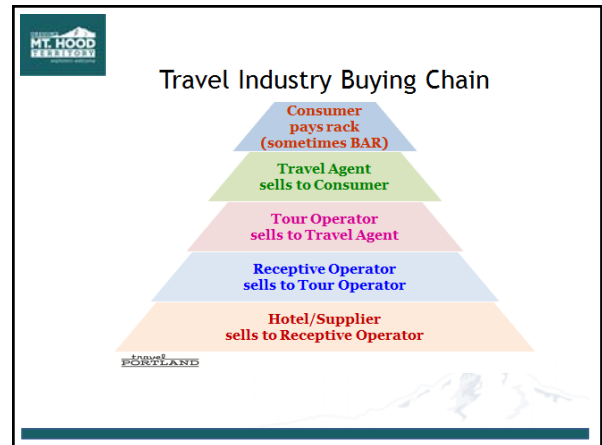


	2012	2013	2014
Total, All	1,127,000	1,169,000	1,256,000
Total, Top 15	988,000	1,030,000	1,085,000
Canada	392,000	398,000	407,000
Japan	44,000	41,000	46,000
UK	28,000	29,000	31,000
Germany (+A, CH)	31,000	32,000	24,000
Australia, NZ	23,000	23,000	25,000
Korea	18,000	15,000	15,000
Scandinavia	15,000	16,000	17,000
Mexico	11,000	15,000	18,000
France	9,000	11,000	12,000
Taiwan	7,000	8,000	10,000
China	28,000	34,000	44,000
Benelux	4,000	5,000	5,000
Italy	4,000	4,000	4,000
Brazil	8,000	9,000	11,000
India	7,000	8,000	8,000



MT. HOOD RECEPTION

What is a Receptive Tour Operator?
 What's a RTO?
 What's an Inbound Operator?
 What's a Land Operator?
 What's Travel Trade mean?



MT. HOOD RECEPTION

Overview of International Markets:

- ❖ Primary markets – we are pro-active:
 - Canada, West and East
 - Oceania: Australia and New Zealand
 - France
 - Germany, German speaking countries
 - Netherlands
 - Scandinavia
 - United Kingdom
 - China
 - Japan
 - Taiwan
- ❖ Secondary markets – we are in a supportive/re-active role:
 - Korea
 - Brazil
 - India

MT. HOOD RECEPTION

Driving demand:


Oceania: General-year round activities with shared in-country rep. sales mission with large consumer activities, travel agent training, tour operator one-on-one sales calls, Winter/Shop program in full swing with new winter products, media and influencers visiting year-round, new winter booth and series of consumer shows

Canada: Mission to Toronto, Calgary, and Vancouver; Adventure show in Vancouver, consumer campaign in Vancouver, Air Canada Vacations packages, multi-channel promotions with Brand USA, media and influencers visiting year-round, etc.

Driving demand:

Japan: Continuing tremendous media coverage in Japan: including "True Portland Guide, the unofficial guide for creative people" 2nd edition, Japanese website and print guides, media and influencers visiting year-round consumer activation in Tokyo, numerous cities, trade show attendance, general-year round activities with shared in-country rep, etc.

China: Chinese language Website is live, print piece, trade show attendance, sponsorships of luncheons at trade shows, media and influencers visiting year-round, general-year round activities with shared in-country rep, etc.



Driving demand:

Europe:
France, Germany, Netherlands, Scandinavia, Iceland, United Kingdom

French, German, Dutch Websites/URLs, print pieces, events, one-on-one sales calls, agent trainings, special radio, tour operators and consumer promotions, Travel O has an in-country reps in France, Germany and UK. Travel P leads in-country rep contract in the Netherlands, media and influencers visiting year-round, trade show attendance, etc.



THE BUYING CHAIN

The **vacation-buying consumer** in our target markets, who buy from

Travel agents, owned by tour operators or not, who buy from


International tour operator, located in our target markets, who buy from

Receptive operators, located in the U.S., who buy from

YOU, the OMHT/Oregon/U.S. travel supplier



Travel Industry Buying Chain Example



Consumer pays \$130 = Rack or sometimes BAR

Travel Agent sells to Consumer for \$130

Tour Operator sells to Travel Agent for \$120

Receptive Operator sells to Tour Operator for \$110

Hotel/Supplier sells to Receptive Operator for \$100

Contact - how to make contact?

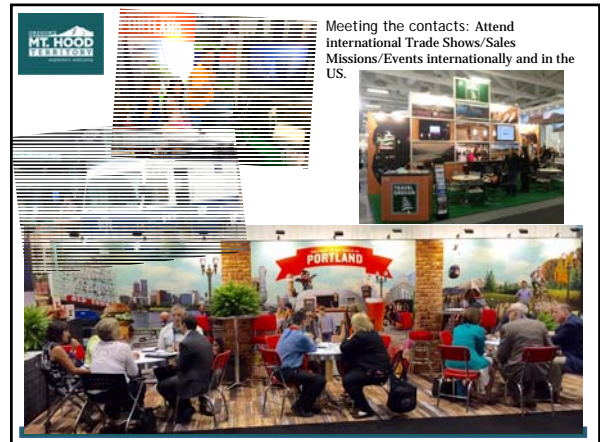


Meeting the contacts:
 Host Clients on Fam/Research Tours





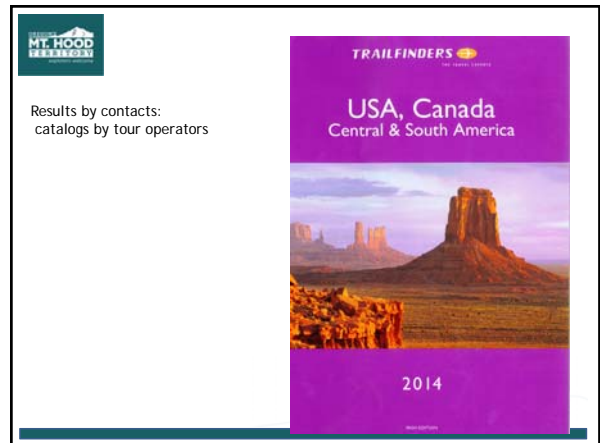
Showcasing the attractions of the entire destination



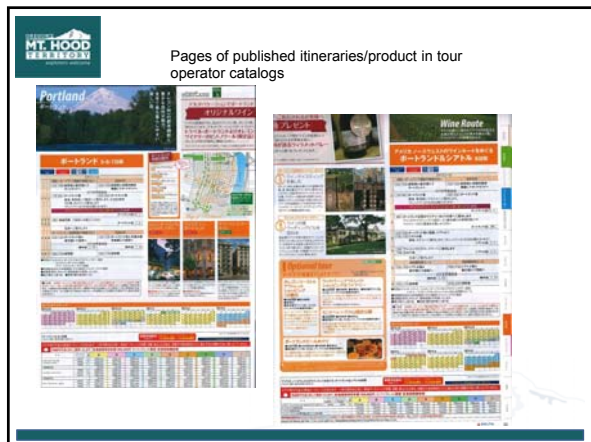
Meeting the contacts: Attend International Trade Shows/Sales Missions/Events Internationally and in the US.



Meeting the contacts: Attend Trade Shows/Sales Missions/Trade Shows in the




Results by contacts: catalogs by tour operators



Pages of published itineraries/product in tour operator catalogs





Results by contacts: online booking engines, special promotion packages





Contract:
What's important?

- ❖ Contract should **never** be longer than 3 pages.
- ❖ 2 -3 week cancellation.
- ❖ No or minimal black-out dates.
- ❖ No attrition.
- ❖ Meeting space should **never** be included.




Benefits:
The world is yours when you work with RTOs



Your Resource contacts:

Oregon Tour and Travel Alliance
Carol Ross, President, carol@rosefestival.org
Stephanie Kennedy, Exec. Dir., info@oregonpackagedtravel.com

Oregon Mt. Hood Territory
Samara Phelps, Development Lead, samara@mthoodterritory.com
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Q and A

