



NEWS RELEASE

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Travel Portland Unveils Partnership Plan

On July 1, 2008, Travel Portland, the city's official destination marketing office, will launch a new Partner Services Program. Designed in response to requests and feedback from Travel Portland's members, the program offers a flexible, cafeteria-style plan that allows businesses to select and pay only for the services and programs they wish to use.

"Until this change, businesses purchased certain levels of membership that came with pre-prescribed services," said Jeff Miller, Travel Portland's president and CEO. "That left some feeling that the value of their membership was diluted because they were paying for services they couldn't use."

The new plan also rechristens Travel Portland's members as *partners*. The decision to change to partners is another idea that came out of interviews with Travel Portland's members. A recurring theme in the interviews was that members wanted to feel and act more like partners. In fact, several indicated that they didn't want to be "a member of an exclusive club," but rather wanted to work hand-in-hand with Travel Portland in promoting the Portland Metro area.

The word *partner* also expands the number of businesses and individuals identified as working with Travel Portland. Previously, members were those who paid dues to belong to the association. Partners, however, don't necessarily need to make a financial contribution to Travel Portland. Partners are more broadly defined as any individual, business or organization that purchases a service from or provides a service to Travel Portland.

The menu of individual services that partners can purchase from Travel Portland includes:

- brochure space in the Travel Portland Information Center at Pioneer Courthouse Square;
- enhanced business listings on the Travel Portland website;
- a copy of Travel Portland's confidential *Convention & Trade Show Calendar*, listing future meetings and conventions;
- networking events and professional development seminars;
- business referrals;
- and more.

Current Travel Portland members automatically become partners, effective July 1, and will maintain their current array of services until their annual renewal dates. As member/partner renewal dates approach, partners will be given the opportunity to customize their own Partner Services Program, choosing from a variety of service options. The final transition to partnership is expected to be complete by June 2009.

Travel Portland is a nonprofit independent association whose mission is to strengthen the region's economy by marketing the metropolitan Portland area as a preferred destination for meetings, conventions and leisure travel. Last year, Travel Portland's efforts helped to generate more than \$3.6 billion in visitor revenues. ###