



## SHORT-TERM CONSUMER MARKETING: PORTLAND PERKS HOTEL PACKAGE

Travel Portland has rebranded the 11-year-old Big Deal program (now Portland Perks).



**BASELINE OFFER (40+ HOTELS):** free parking; Perks coupon book; complimentary continental breakfast for two. One-night minimum. Valid on stays through 12/31/09.

**NEW THIS YEAR – LIMITED-TIME ENHANCEMENT (14 HOTELS):** baseline offer (see above), plus a \$75 American Express Gift® Card. Two-night minimum. Valid on stays through 5/31/09.

**HOW WE’LL PROMOTE:** public relations; social media (Twitter, GoSeePortland); Travel Portland e-newsletters and website; and advertising in Seattle market (see below)

### MEDIA BUY

Online	Start	End	Impressions
Seattle Times/PI	3/23/09	5/17/09	300,000
Comcast.net (Geo-targeted for Seattle)	3/23/09	5/24/09	2,000,000
NYTimes.com (Geo-targeted for Seattle)	3/23/09	5/17/09	300,000
<i>Seattle Metropolitan</i>			
Direct mail (Bellevue edition)	4/4/09		50,000
Full-page ad	April issue		58,930
Full-page ad	May issue		58,930
<i>Seattle Metropolitan</i> polybagged w/ <i>Travel Portland</i> magazine	June issue		58,930
<b>Total</b>			<b>2,826,790</b>

### SAMPLE CREATIVE



## SHORT-TERM CONSUMER MARKETING: TRAVELLOCITY PROMOTION (NON-PERKS)

This program targets Travelocity's customers in key feeder markets, as well as Travelocity's customers who are researching competing destinations.

**HOW THE CAMPAIGN WORKS:** Travelocity will drive targeted customers (via ad units and featured placements on Travelocity.com, and via targeted e-mails) to a customized Portland microsite. Total impressions: 4.9 million.

**PROGRAM DATES:** 2/24/09 – 5/22/09.

**SPECIAL OFFER:** Travelocity has created (and is underwriting) a \$50 discount on three-night hotel/air packages.

**PROVEN DEMAND GENERATOR:** A similar campaign, conducted post-9/11, generated terrific results.

Portland market: +6.9%

Competing cities: -2.2%

All Travelocity: +1.6%

### PORTLAND MICROSITE

### AD UNITS THAT LINK TO MICROSITE

travelocity

Home Flights Hotels Cars/Rail Vacation Packages Cruises Last Minute Packages Deals Activities

Search Hotels Top Deals Trip Ideas Popular Cities

Hand Crafted Portland Oregon

Discover Your Perfect Portland For Less  
Save \$50 on 3-Night Vacations

Whether you're a foodie who's passionate about Pinot Noir, a shopper on the hunt for tax-free savings, an outdoor adventurer who loves to carve the slopes, or a fan of music that burns the candle at both ends, Portland is your ultimate destination.

Plan your perfect Portland escape today and save \$50 on Flight + Hotel vacations of three or more nights—that's \$50 more to spend on city sights and action-packed nights. Be sure to enter promo code **PORTLAND50** during checkout.

In Portland, the best things in life are at your fingertips:

- Tax-free shopping: The city has all the stores and brands you love, plus one-of-a-kind garments and gifts from local designers.
- Food and drink fit for the gods: Top-rated restaurants abound where you can savor Northwest cuisine with locally crafted beer, wine, and spirits.
- The great outdoors: It's just a short drive to Mount Hood, the Columbia River Gorge, and the scenic Oregon Coast.

Start Your Search!

Flight + Hotel Hotel

From:  Portland

Depart: mmm/yyyy Morning

Return: mmm/yyyy Evening

Guests: Adults: Children: (13-17) (8-12)

Rooms: 1 Room 1: 2 3 4 5

Search

	Hotel Only	Flight + 4 Nights
Courtyard by Marriott - Lloyd Center	\$99 per night	\$478 flight + 4 nights
Hilton Portland & Executive Tower	\$111 per night	\$453 flight + 4 nights
Hotel Fifty	\$119 per night	\$428 flight + 4 nights
Hotel Lucia	\$119 per night	\$410 flight + 4 nights
Hotel Monaco Portland - a Kimpton Hotel	\$149 per night	\$550 flight + 4 nights
La Quinta Inn - Portland Convention Center	\$99 per night	\$445 flight + 4 nights
Paramount Portland - a Coast Hotel	\$199 per night	\$407 flight + 4 nights
Radisson Hotel - Airport	\$89 per night	\$302 flight + 4 nights
Red Lion Hotel at The Quay	\$72 per night	\$308 flight + 4 nights
Residence Inn by Marriott - Downtown Beerplace	\$149 per night	\$559 flight + 4 nights
The Lines	\$99 per night	\$440 flight + 4 nights
The Westin Portland	\$119 per night	\$430 flight + 4 nights

Save \$50 on 3-Night Portland Vacations

Use Promo Code: **PORTLAND50**

More Portland Information

Visit [TravelPortland](#) and [Go See Portland](#) for event advice.

Make your tax-free shopping list with [this guide](#) to local indie designers and boutiques.

Plan a [Portland pub crawl](#). Or try some [local mixup](#) with your beer.

Get the scoop on the slopes at [Mt. Hood Territory: Timberline Lodge](#), [Mt. Hood Ski Bowl](#), and [Mt. Hood Meadows Ski Resort](#).

Use this [event calendar](#) to find other Portland happenings.

Follow [Travel Portland](#) on Twitter.

Powell's City of Books  
Find that volume you've been seeking at Powell's, proclaimed "a shopper's mother lode" by The Washington Post. The famed downtown store carries more than 1.5 million used and new books and is open 365 days a year.

Portland Indie Wine Festival! May 1-2, 2009  
Meet the next generation of winemakers from across Oregon as they take over an entire city block in Portland's chic Pearl District for tastings and events celebrating the untold passion behind the craft.

Portland Art Museum Through May 17, 2009  
Experience some of the most astounding paintings of the 18th century at the exclusive U.S. presentation of *La volonte du goût: French Painting in the Age of Madame de Pompadour*.

travel  
**PORTLAND**

Save \$50 on 3-Night Portland Vacations

Save \$50 on 3-Night Portland Vacations  
(And the Shopping Is Always Tax Free)

Save \$50 on 3-Night Portland Vacations

More to Spend on Culinary Delights

Book Today

Discover Your Perfect Portland For Less

Save \$50 on 3-Night Flight + Hotel Vacations

(And the Shopping Is Always Tax Free)

Book Today

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