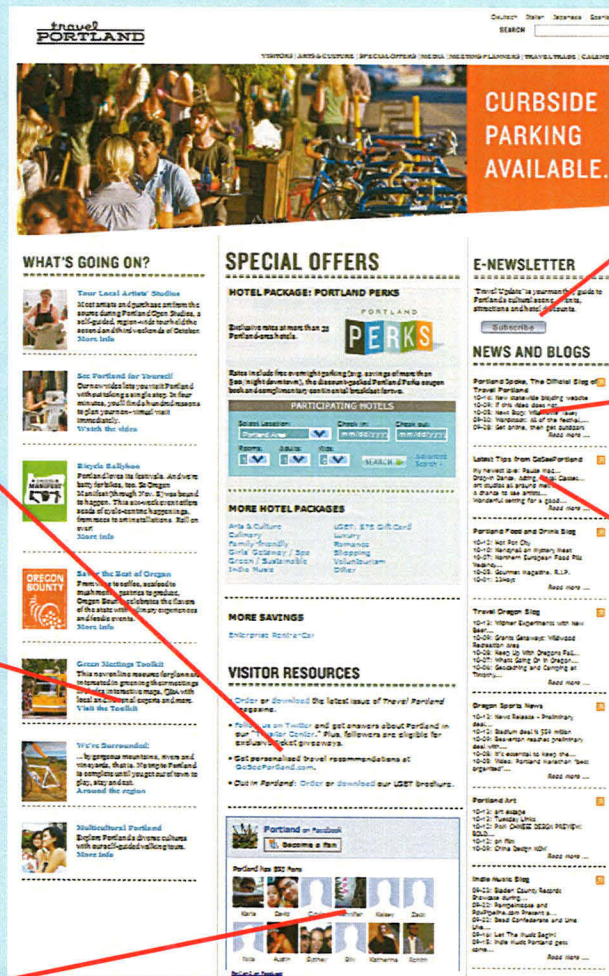


Travelportland.com drives traffic to all of these online avenues...

@travelportland
on Twitter

Green Meetings
Toolkit

Portland on
Facebook



Portland Travel
Update e-
Newsletter

Portland Spoke /
Staff Blog

GoSeePortland.com

...which all drive traffic back to
Travelportland.com, and all support each other

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• **Recyclery** 재활용 자판기를 사고 파는 곳으로, 아주 적은 부를 해내면서 장으로 구할 수 있다. 매일 머물다 가면서 자판기 사면 어떻다고? 어차피 종고 숨이나 하루 타고 되돌려가나, 하루만 빌려달라는 요구를 실패 할아들지도.

Address 1417 South East 9th Ave

• **Camellia Pure Beauty** 로컬

오가네 뷰티 브랜드를 만 모아둔 곳. 매일 첫걸음에 가면 로컬 아티스트들의 작품을 구경하고 살 수도 있는 특색이 큰 매장이 열린다. Address 4759 North

East Fremont Suite B

• **The Title Wave Used**

Bookstore 2만여 개의 중고 서적, 음반, CD, DVD 등을 살 수 있다. 포틀랜드 내의 공립 도서관에서 차분하는 자료를

2달러면 저렴한 하드 커버 소설 책을 구입 수 있다. 판매 수익은 모두 도서관 복수에 쓰인다고. 1910년에 세워진 일차으로

지은 빌딩이 꽤 멋지었다.

Address 216 North West Knott St

kuala lumpur

Keep Portland Wild! 포틀랜드의 환경을 지키기 위해 지난 20년째에서 가장 지켜줄 수 있는 스타다. 최근 2년 사이 포틀랜드가 일한 시부 도시의 대표 주자로 떠오르자 인근 교외의 녹지 공간을 잃지 않자는 투박이들의 의지. 이는 이제 포틀랜드는 샌프란시스코보다 좀 더 친환경적이고 LA보다 덜 상업적인 도시로 젊은 아티스트들에게 어필하고 있다. 이들이 친환경과 사회 문제에 관심이 높고 행동으로 연결한다는 것 또한 특징이다. 특히 녹지 공간에서 만나는 것보다 물건이든 라이프로스트이든 철저한 핸드메이드를 지향한다. 레스토랑도 마찬가지다. 버거, 샐러드 등을 파는 Farm Cafe(1-503-736-3276), 포틀랜드 남자와 데이 트랜드만 첫 데이트 장소가 될 듯한 아틀리언 레스토랑 Wild Abandon(1-503-232-4453) 등이 지역 농산물을 사용하는 곳이다.



GORGEOUS!
JESSICA ALBA

미래를 바꾸는 습관
최근 30분

드리스 반 노트의
드림 팩토리

NEW BOTTOM
TECHNIC

패션 에디터 2인의
쇼핑 배틀

패션
미래 사회와
결탁하다

BEYOND HANDSOME
2PM, 송중기, 김수현

CITY BREAK

뉴욕·LA·베를린·요하네스버그·바르셀로나... 도시 여행자를 위한 매뉴얼
퍼스트에서 스마트 클래스까지 도심 속 스파 천국
시크한 '도시녀'의 에센셜 패션 뷰티 아이템 122



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48 Hours in
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Holiday

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Oregon's
Urban
Wonder

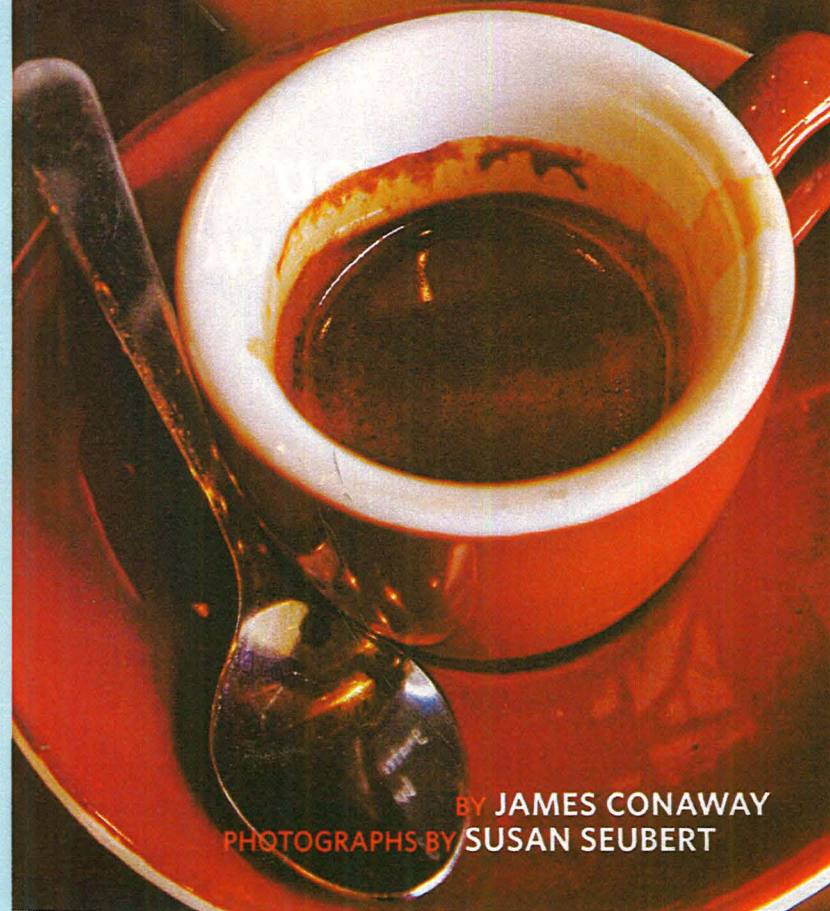
Portugal
Village
Stays



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PORTLAND REIGNS

This Oregon city gets almost everything right: It's friendly, sustainable, accessible, maybe even a model for America's future.



BY JAMES CONAWAY
PHOTOGRAPHS BY SUSAN SEUBERT

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PORTLAND

Smart meetings

The Intelligent Way to Plan in the Western Region

The Whole Enchilada

When citywides come to town

By John Anderson



Los Angeles Convention Center.

When the Benevolent & Protective Order of Elks - Grand Lodge descended on Portland, Ore., this past summer for their national convention, the 4,000 room nights on peak they took up had the city's core hotels bursting at the seams. The 782-room Hilton Portland & Executive Tower had no room vacancies during the period, with some members of the group pushed to hotels around the Portland International Airport 9 miles north and even across the Columbia River into Vancouver, Wash. The organization's confab ran from July 4-9, with some 10,000 Elks members walking the downtown streets and crowding into local restaurants. "It's a big meeting for Portland," says Marcus Hibdon, communications manager for Travel Portland. "They did a dine-around, and were spread out over hotels."

Besides the group's primary use of the 255,000-square-foot Oregon Convention Center, each state chapter had a gathering of delegates for breakfast or dinner, usually at their individual hotel, while spending on incidentals such as group tours was up dramatically, as many attendees brought their families. The last time the Elks had held their annual convention in Portland was 1993, and they came back because of its transportation (the MAX Light Rail service criss-crosses the city with four lines and 84 stations), as well as the city's many attractions, variety of restaurants and friendly people.

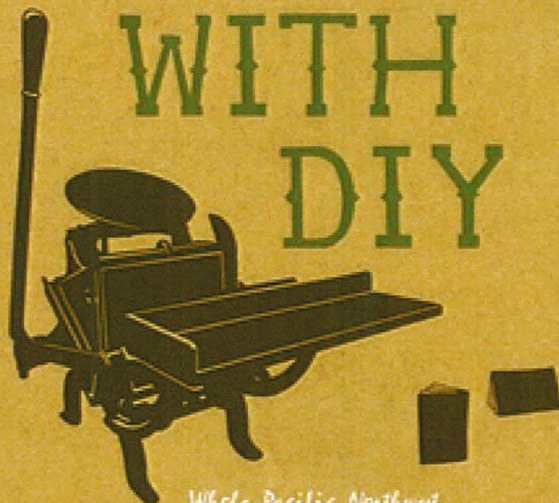
It's estimated the group spent \$5 million over the six-day event (and \$12 million during the previous year's convention in Anaheim, Calif.), which provided a definite stimulus to Portland's

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JAPAN

Spectator

FROM OREGON WITH DIY



Whole Pacific Northwest
Life Catalog vol.2

Spectator Magazine
DIY Oregon, 66 pages

FROM OREGON WITH DIY

LANDSCAPES OF PORTLAND AND OREGON

Photographs by
MASAAKI MITA



2010 MEDIA RESEARCH TOURS

- Food & Wine/Culinary
- Sustainable/Green Travel
- Outdoor Recreation/Adventure
- LGBT Travel
- Family Travel



Leisure Programs

RETURN ON INVESTMENT

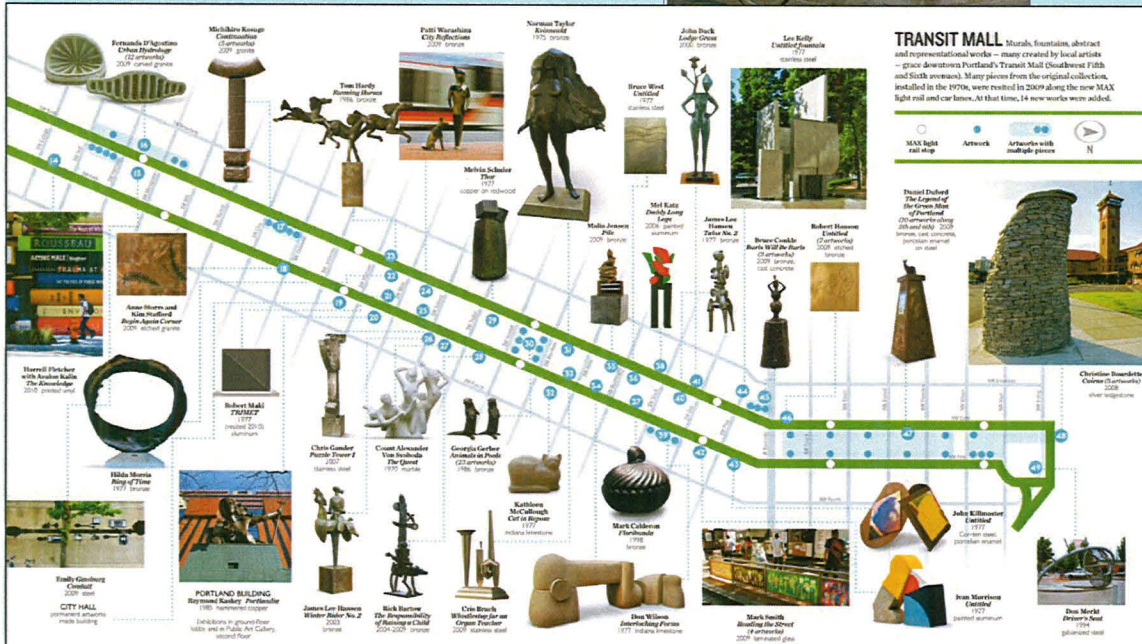
Outcome: \$34.10:1

Goal: \$17.00:1



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A GUIDE TO
**PORTLAND
PUBLIC
ART**



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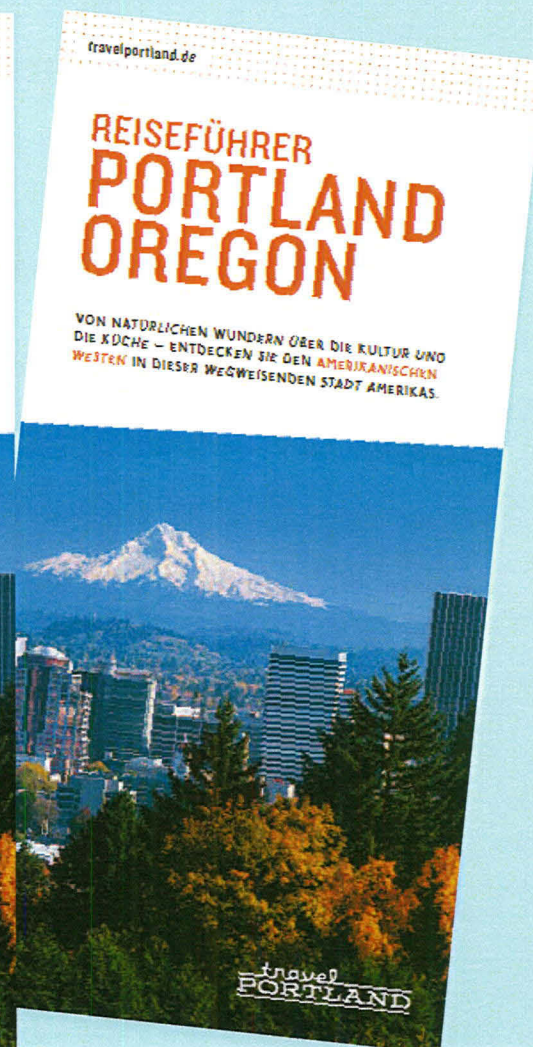
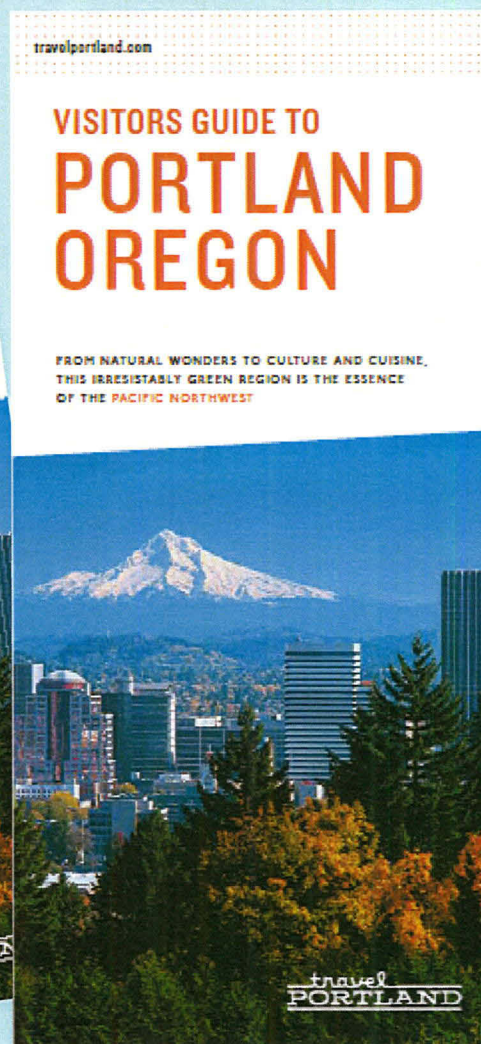
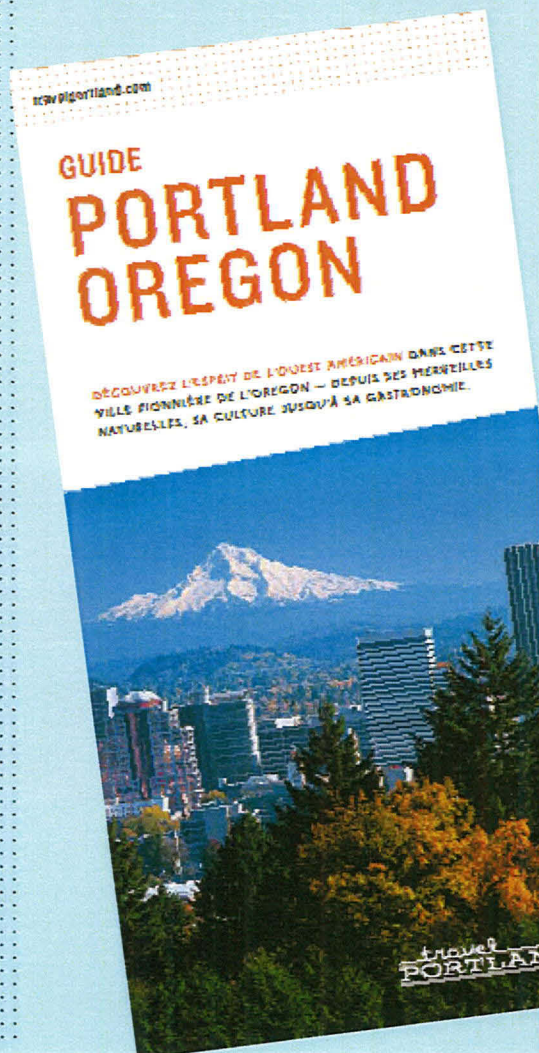
This page: Lovejoy Columns, Tom E. Stefopoulos (#83).
Front cover: People's Bike Library of Portland (#81) Brian Borrello & Vanessa Renwick. Photograph by Stuart Mullenberg

INTERNATIONAL TOURISM

TOUR OPERATORS

	Number of tour operators	Number of itineraries/departures
USA and Canada	16	206
Europe	7	83
Asia	12	758
Total	35	1,047

French, English and German Language Guides



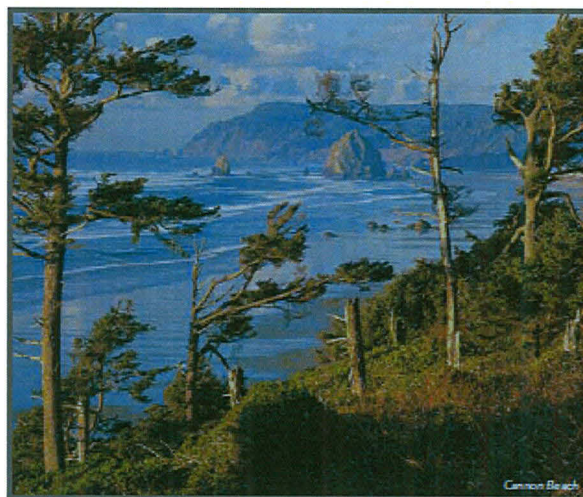
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Tour Operator Promotions

Portland, ville épicurienne et
d'art de vivre par excellence

L'Oregon, surprenant et envoûtant

L'Oregon c'est tout cela et bien plus
encore, avec le Cercle des Vacances



500 kilomètres de côte, le long du mythique Pacifique, dévoilent d'immenses plages de sable, des dunes impressionnantes et un littoral aux falaises escarpées. Le centre de l'Etat n'est que succession de montagnes, forêts, rivières, gorges et les plus beaux lacs que les autres, Crater Lake étant le joyau... L'Est de l'Etat, plus sec et désertique, permet de découvrir culture amérindienne et grandes étendues du Far West. Enfin, très bonne surprise, les terres d'Oregon abritent tables réputées et vignobles renommés, où amateurs et novices dégusteront parmi les meilleurs

Pinot du monde. Au-delà de cette nature spectaculaire, l'Oregon, c'est aussi une aventure humaine : la gentillesse et la sympathie des Oregoniens vous laisseront sans voix... Leur comportement responsable et écolo vous contamina : la terre et la nature sont sacrées ! Même Portland, dynamique métropole urbaine et culturelle, verdoie de parcs, jardins ou pépinières en fleurs ! Sans compter les Farmer's Markets, où l'on trouve fruits, légumes, pâtisseries et produits de basuté le tout bio, et course...

Oui, cette pluralité permet une découverte étonnante aux mille facettes. C'est pourquoi nous n'avons aucun doute, votre cœur battra 100% Oregon...



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FA × 自然と都会が共存する街 ポート... ×

IACEトラベルは創業40周年、日本・北米・アジア60支店の安心ネットワークで海外航空券、海外&国内ツアーを扱う旅行会社です。

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PORTLAND CANADA
★
バラの街 **ポートランド**
OREGON
MEXICO

大自然と人が触れ合う魅惑の地 **オレゴン**
オレゴン州最大都市で豊かな自然に恵まれた美しい街**ポートランド**。
時間がゆっくり流れるこの地で**スローライフ**を楽しんでみませんか？

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一天All Zone輕鐵全日票、波特蘭市內地圖、
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歡樂時光



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到達：溫哥華 Pacific Central Stn	10:45pm



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Performing Arts	25
Meeting, Exhibit & Banquet Facilities	27
Events & Festivals	31
Catering	28
Associations	15
Entertainment Providers	13

ENSURE BROAD REGIONAL REPRESENTATION

Membership by Area

Multnomah County	501
Washington County	53
Clackamas County	37
Other Oregon Counties	102
Other Out-of-State	39

ENSURE BROAD ETHNIC DIVERSITY

**19% of Travel Portland's members
are minority or women-
owned businesses**

