



**Corporate Briefing**  
**“Japanese Tourism in Oregon:  
 Challenges, Opportunities & Keys to Success”**

The Japan-America Society of Oregon invites you to a Corporate Briefing featuring

**Kristinn Jackson**

**District Sales Manager, National Account Sales, Global Sales/Distribution,  
 Delta Air Lines**

**Jeff Hammerly**

**International Tourism Manager/Asia, Travel Portland**

**Rob Thomas**

**International Travel Trade Manager/Asia, Travel Oregon**

**David Zielke**

**General Manager Air Service Development, Port of Portland**

**Thursday, July 15, 2010**

**8:30-10:30 a.m. (registration begins at 8:00 a.m.)**

**NW Natural, 220 NW Second Avenue, Fourth Floor Hospitality Room**

**\$15 members, \$20 non-members (includes continental breakfast)**

The panel will be discussing Japanese tourism in Oregon and the challenges and opportunities that are faced today in the tourism industry. Japan is the number one Asian inbound market to the U.S. and is predicted to remain so over at least the next five years. Visitation estimates for Japanese to our area start at a minimum of over 50,000 annually. In fact, more Japanese citizens visit Oregon than any other nationality outside of the U.S. and Canada.

In close partnership with our direct, non-stop carrier from Japan—Delta Air Lines—the Port of Portland, Travel Oregon and Travel Portland continue a proactive, cooperative marketing program of work that has not only weathered a challenging economy but is looking forward to increasing traffic from Japan in the years ahead.

Questions will be taken at the end of the presentation.

**Reservation Form: July Corporate Briefing**

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_  
Street Address City State Zip

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Number in Party \_\_\_\_\_ Amount Enclosed \_\_\_\_\_ I Will Pay at the Door \_\_\_\_\_ Please bill my Visa/MC   
 Card # \_\_\_\_\_ Exp \_\_\_\_\_ Signature \_\_\_\_\_

Cannot attend but wish to contribute \$ \_\_\_\_\_ for the Japan-America Society of Oregon’s Endowment.

**Please remit this form by Tuesday, July 13, 2010 to JASO ♦ 221 N.W. Second Avenue, Suite 202 ♦ Portland, OR 97209**

**Phone (503) 552-8811 or Fax: (503) 552-8815**

**Cancellations must be received 48 hours prior to the program for refunds.**

