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Allen's P. C. B Est. 1888

TV program set in Oregon

TOKYO (AP) — Starting next month, Oregon is expected to become a familiar sight to an estimated 20 million Japanese.

That's when a 13-part soap opera titled "From Oregon With Love" will begin appearing on Japanese television.

The series was filmed in Oregon, an overseas rarity for Japanese TV. The producer was lured to the state by a Portland travel agent of Japanese descent.

The series tells the story of a Japanese boy orphaned by an auto accident who goes to live in Bend, Ore., with an aunt and uncle, enduring the pain of cultural depression.

It's also the story of Oregon's ambitious new effort to lure Japanese tourists to the state. A major promotional campaign is planned to begin in Japan in tandem with the TV series.

The largest chain of travel agencies in Tokyo, in conjunction with United Airlines, has produced a travel brochure depicting scenes from the TV drama and the Bend area. United provides the only direct service between Portland and Tokyo.

The seven-day tour, the first-ever solo Oregon package, costs

about \$1,300 and includes stops at Kah-Nee-Ta and Sunriver resorts in the Bend area. The brochure advertises golf, tennis and swimming on the trip and promises female travelers they will never be far from a beauty salon.

The brochure is printed in Japanese except for a message from Gov. Vic Atiyeh, welcoming tourists from Japan.

Oregon has not been on the beaten track for Japanese tourists.

"The Japanese always want to go somewhere new, but they always want to be assured that two million Japanese have been there before them," said Fritz Schmitz, Tokyo regional director of the United States Travel and Tourism Administration.

"It will take three to five years of intensive effort for Oregon to break into the Japanese market," he said. "It's a painful process."

State tourism officials relish the potential. Last year, Schmitz said, nearly 1.3 million Japanese tourists visited the United States, spending at least \$1,000 apiece while there. California and Hawaii have been the most popular destinations.

Schmitz said there are indications that the Japanese preference for group tours may be changing. Younger people are the fastest-growing segment of the tourist market and many of them seek the unusual or the rugged, said Schmitz.