



VISIT PORTLAND MAINE

Authentic By Nature

2019 - REFLECTION

The following is a result of Visit Portland's marketing efforts for the year 2019

TRADESHOWS / SALES MISSIONS

MEETING PLANNERS

Attended **2** tradeshows with **100** planners engaging in **43** one-on-one appointments.

Conducted **3** In-market sales missions reaching **115** New England / Boston-based meeting planners



MOTOR COACH

39 motor coach tour operator appointments, distributing **100** profile sheets on our region

INTERNATIONAL

Met with **137** tour operators from **18** countries at **2** conferences

MEDIA

Attended **1** media show reaching **30** writers resulting in **3** stories and **1** National Ranking

SPECIALTY

Sent Visitor's Guides to **1** AAA show and **4** camping shows

PUBLIC RELATIONS / FAM TOURS

- ▶ Assisted media and travel writers with over **275** requests, resulting in over **150** stories
- ▶ Distributed more than **180** Ambassador Media Passes featuring **41** member businesses
- ▶ Conducted **1** winter media FAM Tour with **5** writers / influencers for **4** days promoting the Holiday Season

1 MAINE MOTOR COACH NETWORK FAM Tour

- ▶ Hosted the Women in Travel Summit (WITS) with **400** attendees, conducted **50** FAM tours, and extended to **4** regions, resulting in over **65** articles and **1,000's** of posts!

VISITOR CENTERS

INFORMATION CENTERS

50 volunteers providing **2,500** hours, servicing over **210,000** intercepts with visitors at **4** locations

CRUISE SHIPS

99 vessels serviced
154,000 passengers



PRINT CO-OPS

2 REGIONAL CO-OPS

Maine Invites You with **300,000** circulation and *Yankee Magazine* with **1.4M** circulation

3 BOSTON CO-OPS

Winter, Spring, & Fall print and on-line exposure in *Boston Globe Magazine*, and with **600,000** impressions on Boston.com

2 BRIDAL CO-OP

The Knot New England Weddings Magazine with circulation of **65,000** each

3 MEETING CO-OPS

Meeting & Convention Magazine, and *Successful Meetings Magazine* with circulation of **200,000**

VISITPORTLAND.COM

575,000 unique visitors totalled
nearly 728,000 visits viewing 2.4
million pages 85% First Time Visitors

MOBILE VIEWS

241,000 (↑11%)

TABLET VIEWS

46,000 (↓31%)

DESKTOP

281,000 (↓2.5%)

TOP 10 DESTINATIONS VIEWING:

BY STATE

1. Maine
2. Massachusetts
3. New York
4. Illinois
5. New Hampshire
6. Connecticut
7. Pennsylvania
8. New Jersey
9. Florida
10. Texas

BY COUNTRY

1. U.S.
2. Canada
3. United Kingdom
4. Germany
5. Australia
6. Italy
7. France
8. India
9. Netherlands
10. Spain

EVENTS

ANNUAL MEETING

250 attendees
16 exhibitors

3

MEMBER MIXERS
with 350 Members

1

VOLUNTEER TRAINING DAY

FRONTLINE ORIENTATION

230 attendees
83 exhibitors
12 sightseeing tours
2 workshops with 215 attendees

MEETING PLANNER

CONTINUING EDUCATION

56 event planners
6 educational sessions

5

TOURISM TALKS

workshops with 255 Members

LEISURE MARKETING MEETINGS

2 informative meetings with our
members from the leisure sector

GROUP MARKETING MEETINGS

6 informative meetings with our
members from the group sector

GUIDES / MAPS

Distributed 170,000 Visitor's
Guides at 700 locations in
ME, MA, NH, RI, CT, NJ, PA,
NY, MD, VA, and Consumer
Trade Shows

ON-LINE VERSION

30,000 digital sessions
320,000 page views

5,750

Event Planner's
Guides

70,000

Walking maps

3,000

Downtown motor
coach maps

MEMBERSHIP

456 Total Members

122 Loyal members with us over 20+ years

EMAIL

8

MEMBER NEWSLETTERS

Reaching 1,000 contacts (29% open rate)

4

VOLUNTEER NEWSLETTERS

(72% open rate with 43% click thru)

4

CONSUMER NEWSLETTERS

Quarterly, a database of 66,000 subscribers
(with 21% open rate)

3

EVENT PLANNER NEWSLETTERS

to 6,000 planner list
(14% open rate)

@VISITPORTLAND

f ↑15% i ↑78% t ↑13%

78,000 followers across all platforms
Growth this year ↑19,000

ADVERTISING CAMPAIGNS

- ▶ 9 Carousel Ads resulting in 145,000 impressions and 1.7k clicks
- ▶ 10 seasonal articles boosted across social platforms, 120,000 impressions, 6,000 clicks
- ▶ Video "Sizzle Reel" reached 75,000 people with over 144,000 impressions and 94,000 video views
- ▶ Targeted photo series reached 325,000 people 1.23 million impressions and 490 clicks.

@MARRYINMAINE

Pinterest | Twitter | Instagram | Facebook
up ↑3% in followers

@MEETINMAINE

LinkedIn | Twitter ↑6%

CONFERENCE LEADS

250

Direct referrals delivered to Group
Member businesses. Leads represent
35% assoc., 17% social, 12% corp.,
11% non-profit, 25% other

LOCAL MEDIA

Worked with Townsquare Media producing 4 Public
Service Announcements about the importance of
tourism that aired on 3 stations for 2 weeks

Monthly segment with WGME13 | FOX23

550 | 30-second PSA spots with WGAN

50 | 3-5 minute segments "What to do for the week"

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Many marketing programs are supported by the Maine Regional Marketing Grant Program. We Welcome Your Feedback and Marketing Suggestions.