



VISIT

# PORTLAND

MAINE

*Authentic By Nature*



# VISIT PORTLAND

*Benefits of Partnership*



# EVER WONDER WHERE ALL OUR VISITORS COME FROM?

Or better yet, why did they choose the Greater Portland Region? It's Visit Portland—working to bring travelers here! Visit Portland is the *official* Destination Marketing Organization (DMO) for the Greater Portland region—*doing what most people think "just happens!"*

---

## WHO WE ARE

- Visit Portland is a Convention + Visitors Bureau (CVB). CVBs are *also known as* a Destination Marketing Organization (DMO), and the two terms are interchangeable.
- CVBs are located in every *major city across the globe* and are *charged with marketing a destination*.
- Falling in line with destinations across the U.S. and the World, in 2017, the CVB was *re-branded to Visit Portland*.
- We proactively reach *8 different tourism market segments* to drive visitation to Maine.
- We are the *ONLY CVB in the state* and the only organization that specifically targets the *meetings and conference* market for the state.
- Our President + CEO works closely with municipalities, and the state advocating on issues that affect tourism and business travel; *ensuring tourism and our partner businesses are protected*.

## POWER IN PARTNERSHIP

- We are *100% funded by partnership dues* and *NOT* funded by a government or a city.
- Our *400+ partners are hospitality focused businesses* that benefit from a strong tourism economy and *over 100 partners have been with us for 25 years or more!*
- Because our partners support us, *we are loyal to them* and recommend them above all others first.
- *Without your support we would not be able to continue* promoting our destination, and the talented community behind it—

*There is Power in Partnership!*

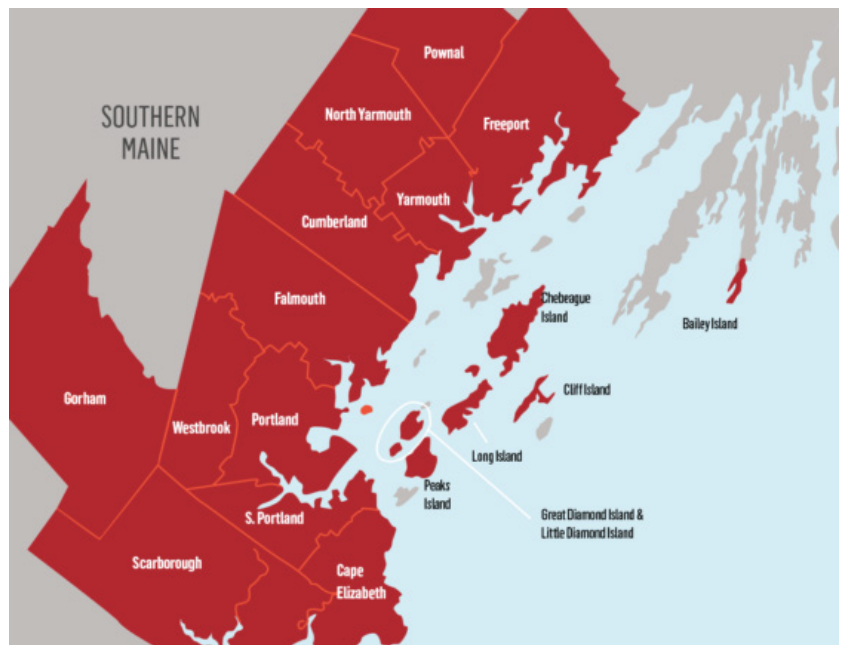
---

## OUR REACH IS WIDE

The Greater Portland region's official borders are:

Scarborough	Cumberland
Cape Elizabeth	Yarmouth
South Portland	North Yarmouth
Portland	Freeport
Gorham	Pownal
Westbrook	Casco Bay Islands
Falmouth	

Although Visit Portland's official designated region is Greater Portland, we go beyond the borders. Since we are the *ONLY* Convention + Visitors Bureau (CVB) in Maine, we have partners across the state that see the value of our services, and we are proud to be actively promoting them throughout our beautiful state.



# TABLE OF CONTENTS

Target Markets, Strategies, Successes _____	3
Hospitality Partner Benefits _____	5-6
Lodging Partner Benefits _____	7-8
<i>Benefits Explained:</i>	
Web Exposure _____	9-10
Digital Outreach _____	11-12
Media Connections _____	13-14
Group Sales _____	15-16
Publications _____	17-18
Visitor Information Centers _____	19-20
Visit Portland Community Exclusives _____	21-22
<i>Helpful Information:</i>	
Partner Pro-Tips _____	23-24
2022 Marketing Year In Review _____	25-26

.....

“As a new partner of Visit Portland, we have been thrilled with the leads platform they provide as well as a plethora of marketing and networking opportunities. The return on investment for a new museum after the pandemic makes joining Visit Portland a no brainer.”

*Peter Farrell*  
*Maine Classic Car Museum*

.....

“I respect what Visit Portland does for the businesses in our community and we see the partnership as a great value for our business.”

*Jeff Gambardella*  
*Nonesuch River Brewing*





# UNDERSTANDING OUR IMPACT

*Visit Portland tells an inviting story by attending industry trade shows, hosting familiarization tours, conducting sales missions, and having a strong print, on-line, digital, and social media presence. This sophisticated strategy, supported by a team of seasoned tourism professionals, enables us to drive interest to Greater Portland very effectively.*

---

## TARGET MARKETS

- Leisure Travelers
- Meeting + Event Planners
- Destination Wedding Couples
- Motorcoach Tour Operators
- International Tour Operators
- Sports Rights Holders
- Cruise Ship Executives
- Travel Writers + Influencers

## EVERYONE BENEFITS WHEN TOURISM IS STRONG

- Lobstermen + Fishermen
- Farm Products
- Grocery Stores
- Pharmacies
- Liquor Distributors
- Food Distributors
- Capital Goods
- Landscapers
- Construction
- Plumbers/Electricians/Painters
- Hardware Stores
- Mechanics
- Photographers
- Barbers/Salons/Spas
- Realtors
- Healthcare Services
- Information + Communications Technologies
- Energy Service Providers
- Road Maintenance Crews
- Sanitation Services
- Colleges + Universities

“Locals create the small businesses that as residents we love, and it's the visitors (tourists) that support them!”

*Visit Portland*

*The List Goes On...*

---

## GREATER PORTLAND VISITATION

Our marketing efforts help to facilitate tourism dollars that are a top economic driver for the Greater Portland Region.



**2.5 MILLION**  
VISITORS IN 2022

**\$1.4 BILLION**  
IN VISITOR SPENDING

**\$2.4 BILLION**  
TOTAL ECONOMIC IMPACT

**23,400**  
HOSPITALITY JOBS



“It's not unknown that tourism causes significant economic activity within a community. In a state with small cities and rural communities such as Maine, we depend heavily on the influx of people and revenue that the tourism industry brings. And we couldn't do it without the community partnership and collaboration of our visitors bureau.”

*Krista Cole-Owner  
Sur Lie and Gather*

.....

“Portland needs tourism to sustain its awesome, unique small business & restaurant scene. It helps to ensure that we are here year-round for the local, friendly faces we see daily. We have something very special here in Maine, and the millions that continue to visit allow so many of us the opportunity to grow, flourish, and create.”

*Tom Largay  
Old Port Card Works | Old Port Candy Co.*

.....

“Visit Portland has enabled us to connect with more customers by helping us bring our island business to the mainland via messaging, networking and other marketing initiatives.”

*Casey Prentice  
The Prentice Organization*





# BECOMING A HOSPITALITY PARTNER—ENSURES YOUR SUCCESS

The compilation of all of Visit Portland's marketing efforts is designed to drive traffic to Greater Portland and more specifically... to our partner businesses.

These benefits are designed to reach the target audiences that best suit your business.

TIER RECOMMENDATION FOR YOUR MARKETING GOALS: \_\_\_\_\_

		TIER I	TIER II	TIER III
WEB EXPOSURE	Business listing(s) with integrated Google maps	1 listing	2 listings	4 listings
	Reciprocal linking to business website and social media	✓	✓	✓
	Post upcoming events to the on-line Events Calendar	✓	✓	✓
	Post Packages + Deals	✓	✓	✓
	Inclusion in 'My Trip Plan' itinerary builder	✓	✓	✓
	Destination blog exposure (value \$150)	✓	✓	✓
	Web dashboard: Update posts and listings at your convenience	✓	✓	✓
	Featured in a suggested itinerary within the blog platform incl. a business photo (value \$150)			✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity for additional web enhancements				

DIGITAL OUTREACH	Social media exposure (see terms on page 9)	✓	✓	✓
	Partner blog exposure	✓	✓	✓
	Access to our Media Library (value \$800)		✓	✓
	Two (2) business photos by a professional photographer (value \$1200)			✓
	Featured in a consumer newsletter with a link to Packages + Deals (value \$300)			✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity for social media and newsletter advertising				

MEDIA CONNECTIONS	Referrals for travel media editorial content	✓	✓	✓
	Participation in Ambassador Pass program	✓	✓	✓
	Visit Portland Media Program (value varies)		✓	✓
	Connection + Exposure through Office of Tourism's PR Partner Program (value \$300)			✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity to host qualified media				

GROUP SALES	Receive referrals for your business services	✓	✓	✓
	Confidential Meetings + Convention Calendar		✓	✓
	Extension of internal sales team		✓	✓
	Meeting planner + tour operator Familiarization (FAM) Tour exposure		✓	✓
	Organized site visits with Event Planners and Tour Operators		✓	✓
	Qualified sales lead + service request opportunities		✓	✓
	24-hour advanced access to respond to sales leads (Accommodations Excluded)			✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity to participate in tradeshow, sales missions, and client events				



## Partner success is our "Maine" focus!

		TIER I	TIER II	TIER III
PUBLICATIONS	Business listing in Visitor's Guide ( <i>Leisure traveler focused</i> ) (value \$550 - 1 listing)	1 listing	1 listing	2 listings
	Supply and restock of Visitor's Guides	✓	✓	✓
	Business listing on Greater Portland Regional Map ( <i>Attractions, Restaurants, Shopping</i> )	✓	✓	✓
	Business listing on Motorcoach Passenger Walking Map ( <i>Peninsula businesses only</i> )	✓	✓	✓
	Business listing in Event Planner's Guide ( <i>Group travel focused</i> ) (value \$550 - 1 listing)		1 listing	2 listings
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity to advertise in our publications</i>				

INFORMATION CENTERS	Referrals and recommendations for business services	✓	✓	✓
	Brochure distribution at Ocean Gateway Visitor Information Center	✓	✓	✓
	Reservation availability: share open dates + times		✓	✓
	Educate Visitor Center Ambassadors		✓	✓
	Brochure distribution at the Portland International Jetport (value \$300)			✓
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity available for additional business exposure</i>				

VISIT PORTLAND COMMUNITY EXCLUSIVES	Networking mixers	✓	✓	✓
	Front-line Orientation Tradeshow	✓	✓	✓
	Marketing meetings	✓	✓	✓
	Tourism Talks: education opportunities for all employees	✓	✓	✓
	Regular industry updates and news	✓	✓	✓
	Partner Portal (Powered by Simpleview) - view your account and pay invoices	✓	✓	✓
	Partner-only interactive platforms	✓	✓	✓
	Partner-to-partner liaison	✓	✓	✓
	Business development consultations			✓
	Two (2) tickets at 50% off for Visit Portland's Annual Meeting (value \$65)			✓
<b>ALL PARTNERS:</b> <i>Sponsorship / host opportunities</i>				

### YEARLY INVESTMENT \_\_\_\_\_

“When deciding on investments to help grow our boat charter business we took a chance with Visit Portland and I am so glad we did. We saw an instant increase in online sales and traffic through our website after our partnership went live. The staff are extremely courteous, professional and responsive to any communication. This is an incredible organization and I can not recommend them highly enough.”

*Philip Browne*  
*Maine Coast Cruising*



# BECOMING A LODGING PARTNER—ENSURES YOUR SUCCESS

These benefits are specific to all lodging and private short-term rental properties.

All providing you with year-round, full-service marketing!

TIER RECOMMENDATION FOR YOUR MARKETING GOALS: \_\_\_\_\_

		HOTEL TIER I	HOTEL TIER II
WEB EXPOSURE	Business listing(s) with integrated Google maps	2 listings	4 listings
	Reciprocal linking to business website and social media	✓	✓
	Post upcoming events to the on-line Events Calendar	✓	✓
	Post Packages + Deals	✓	✓
	Inclusion in 'My Trip Plan' itinerary builder	✓	✓
	Web dashboard: Update posts and listings at your convenience	✓	✓
	Destination blog exposure (value \$150)		✓
	Featured in a suggested itinerary within the blog platform including a business photo (value \$150)		✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity for additional web enhancements			
DIGITAL OUTREACH	Social media exposure	✓	✓
	Partner blog exposure	✓	✓
	Access to our Media Library (value \$800)		✓
	Four (4) business photos by a professional photographer (value \$1200)		✓
	Featured in a consumer newsletter with a link to Packages + Deals (value \$350)		✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity for social media and newsletter advertising			
MEDIA CONNECTIONS	Referrals for travel media editorial content	✓	✓
	Participation in Ambassador Pass program	✓	✓
	PR Partners Program (value varies)		✓
	Press release distribution assistance (value \$300)		✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity to host qualified media			
GROUP SALES	Receive referrals for your business services	✓	✓
	Confidential Meetings + Convention Calendar	✓	✓
	Extension of internal sales team	✓	✓
	Meeting planner + tour operator Familiarization (FAM) Tour exposure	✓	✓
	Organized site visits with Event Planners and Tour Operators	✓	✓
	Qualified sales lead opportunities	✓	✓
<b>ALL PARTNERS:</b> Partner-exclusive opportunity to participate in tradeshow, sales missions, and client events			

		HOTEL TIER I	HOTEL TIER II
PUBLICATIONS	Business listing in Visitor's Guide	✓	✓
	Supply and restock of Visitor's Guides	✓	✓
	Business listing in Event Planner's Guide with meeting space specifications (value \$550)		✓
	Your property location indicated on Greater Portland Regional Map (value \$500)		✓
	<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity to advertise in our publications</i>		

INFORMATION CENTERS	Referrals and recommendations for business services	✓	✓
	Brochure distribution at Ocean Gateway Visitor Information Center	✓	✓
	Reservation availability: share open dates & times	✓	✓
	Educate Visitor Center Ambassadors	✓	✓
	Brochure distribution at the Portland International Jetport (value \$300)		✓
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity available for additional business exposure</i>			

VISIT PORTLAND COMMUNITY EXCLUSIVES	Networking mixers	✓	✓
	Front-line Orientation Tradeshow	✓	✓
	Marketing meetings	✓	✓
	Tourism Talks: education opportunities for all employees	✓	✓
	Regular industry updates and news	✓	✓
	Partner Portal (Powered by Simpleview) - view your account and pay invoices	✓	✓
	Partner-only interactive platforms	✓	✓
	Partner-to-partner liaison	✓	✓
	Two (2) tickets at 50% off for Visit Portland's Annual Meeting (value \$65)		✓
<b>ALL PARTNERS:</b> <i>Sponsorship / host opportunities</i>			

## HOTEL PRICING STRUCTURE

### GREATER PORTLAND REGION

- No Meeting space - \$40 per room
- 100-1,200 Sq. Ft. of meeting space - \$45 per room
- 1,201 – 5,000 Sq. Ft. of meeting space - \$55 per room
- 5,001 – 10,000 Sq. Ft. of meeting space - \$65 per room
- 10,001+ Sq. Ft. of meeting space - \$70 per room

### OUTSIDE GREATER PORTLAND

- No meeting space - \$25 per room
- With meeting space - \$35 per room

### YEARLY INVESTMENT

TIER I \_\_\_\_\_

TIER II \_\_\_\_\_

*Refer to page 1 for the Greater Portland Region boundaries*  
*Minimum Partnership Dues = \$1,000*  
*Tier II = Additional \$1500 (value of \$4,350)*

All benefits explained in detail on the following pages



# WEB EXPOSURE

Throughout Visit Portland's various marketing campaigns, the number one call to action is to visit the official destination website for Greater Portland...[www.VisitPortland.com](http://www.VisitPortland.com). It is the one trusted source of information for visitors when planning their trip. This site offers our partners exclusive exposure to potential visitors.

---

## WWW.VISITPORTLAND.COM BUSINESS LISTING

Annually over half a million visitors explore **VisitPortland.com** to plan their vacation and find things to do. Your business will be listed by targeted category with a photograph, descriptive text, contact information, Google maps integration, links to your website, booking engine, and social media.

Visit Portland's targets (4) distinct markets through its website. Each market section of the site speaks directly to that audience: Visitors (VISIT), Meeting Planners (MEETINGS), Tour Operators (TRAVEL PROFESSIONALS), and Wedding Couples (WEDDINGS).

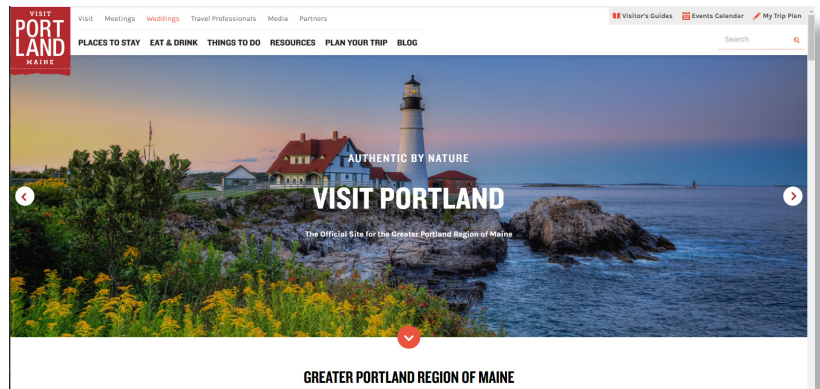
- Tier 1:** Your business will receive 1 listing (market of choice)
- Tier 2:** Your business will receive 2 listings (market(s) of choice)
- Tier 3:** Your business will receive 4 listings (market(s) of choice)

## RECIPROCAL LINKING

Web listings will be linked directly to partners' business websites and social media platforms. Reciprocal linking offers many SEO advantages as it creates more back-links to your site, which boosts partners' ratings in search engines. This also allows viewers to conveniently access your content via our highly trafficked website.

## EVENTS CALENDAR

The Events Calendar page is one of the top pages viewed on VisitPortland.com. Visit Portland actively promotes the events calendar throughout the year through social media, newsletters, features throughout VisitPortland.com, as well as highlighting the information in the Visitor's Guide. Partners can post events through an on-line tool, allowing you to include a photograph, event description, and links to your booking engine or website.



## DEALS | PACKAGES

Designed to drive traffic to you during need times, these special savings are featured throughout VisitPortland.com. Partners can post their deals and packages through the partner dashboard.

## 'MY TRIP PLAN'

Website visitors can add partner businesses to their 'My trip plan' itinerary and are able to share their itinerary containing partner information with others.

## DESTINATION BLOG EXPOSURE

The Visit Portland website currently offers blog articles under the following segments: weddings, meetings, leisure, and travel professionals. Partner businesses may be selected to be featured in article content or through your business photos. The content will include reciprocal linking back to your business listing on the main website, and will remain active on the blog platform for a full year.

## WEB DASHBOARD

Partner's have 24-hour access to the partner-only Web Dashboard, where you can edit your web-listings and submit new photos, business changes, events and promotions, to our digital marketing team.

## SUGGESTED ITINERARY FEATURE

Partners are featured in a carefully crafted 'Suggested Itinerary', highlighting their particular services and brand specialty. These Itineraries last a full year and can be refreshed and/or re-posted at the time of partners' renewal.

*Enhanced marketing opportunities, rates subject to change*

### **ADDITIONAL STANDARD LISTINGS**

Increase your exposure with more listings under your market segment(s) on the Visit Portland website. *\$100 per additional listing*

### **ENHANCED WEB LISTINGS**

Put the power of VisitPortland.com to work for your business. Enhanced Listings float your listing to the top of the page with a captivating image that increases user traffic. Pull viewers into your listing with more images and video. Target Markets by adding your listing to the Wedding Venues and Travel Professionals sections. *Starts at \$265 /year*

### **GALLERY ADS**

Attract attention with a bold Gallery Ad, strategically placed on top of all business listing pages. Your business can have up to 10 images, business name, and 20 words of text. All ads link directly to your listing page on Visit Portland. *Starts at \$200 /month*

### **BRANDED ADS**

Branded Ads are featured on listing pages throughout the site directly below the left-hand navigation. Branded ads allow you to stand out with your own identity and direct link to your website. Set up a UTM code to track referrals via your Google analytics. We can also supply you with clicks and views through our ad platform to measure your ROI. *Starts at \$150 /month*

### **BANNER ADS**

Banner Ads are only featured on two of the site's pages— the highly frequented Events Calendar and Deals & Packages pages. These two pages are promoted throughout the website, driving additional traffic while visitors are trip planning. *Starts at \$200 /month*

### **SPONSORED BLOG POST**

Sponsored Blog Posts allow you to write content about your business in the form of a story enticing visitors to come to the destination and choose your business. These blog posts will also be featured via our social media channels and highlighted throughout visitportland.com, all designed to drive traffic to the blog. *Prices vary*





# DIGITAL OUTREACH

*Visit Portland reaches potential visitors across the globe during their dreaming phase. Our social media pages are designed to inspire visitors to dream of an upcoming trip to Maine. Our partners help us to tell the story of our amazing destination by lending their own enticing images for us to share with our engaged audience.*

---

## SOCIAL MEDIA EXPOSURE OPPORTUNITIES

Visit Portland's social media mission is to inspire. We do this by implementing high-quality, eye-catching images that create a sense of place. We entice visitors and groups to travel to Maine and invite them to reminisce and engage with us to remember past trips, and to share their love for the Greater Portland region with other users.

Our social media platforms are always active, and we use these channels to gain insights into our partner businesses, engage and like posts, and feature photos—all of which allows us to offer additional exposure. Our approach is strategically planned using an editorial calendar where we highlight exciting upcoming things to do in the destination.

To enhance your chances of being featured on our channels we encourage partners to share photos with us, tag @visitportland in posts, and use our #visitportlandme hashtag. Leisure and group audiences are both targeted, across various platforms.

## ACCESS TO OUR MEDIA LIBRARY

Visit Portland has an extensive photo library. Partners have access to a gallery of photos that can be used for their own marketing efforts. *All images are owned by Visit Portland and must be credited accordingly.*

## TWO PHOTOS OF YOUR BUSINESS BY A PROFESSIONAL PHOTOGRAPHER

Having quality photos on your marketing materials is proven to grab viewers' attention and attract more people to your business. Draw visitors in with (2) professional photographs by local photographer Peter Morneau\*. Peter specializes in architectural, commercial, and interior photography. His work has been featured in a variety of different publications including *Downeast Magazine*, *Boston Magazine*, *Maine Home + Design*, *Décor Maine*, the *Wall Street Journal*, and *Yankee Magazine*.

\* Photographer subject to change

\* Photo session must take place within calendar year of enrollment

## PARTNER BLOG EXPOSURE

At Visit Portland, community is of the utmost importance to us, and facilitating connections a major part of our mission. The Partner Blog facilitates B2B exposure and allows partners to share any exciting news, updates, industry deals, recent awards and accolades. Additionally, the blog doubles as an editorial resource that is shared with destination press, thus helping to maximize your exposure with national and international markets.

## LINK IN CONSUMER NEWSLETTER

Visit Portland sends out quarterly consumer newsletters to 73,000 subscribers. Partners can drive consumer traffic to their Packages & Deals promotions listed on the Visit Portland website, via live links in one of the consumer newsletters.

---

**@VISITPORTLAND**



---

**#VISITPORTLANDME**

**#MARRYINMAINE**

**#MEETINMAINE**

*95,000 followers across all platforms...and growing*

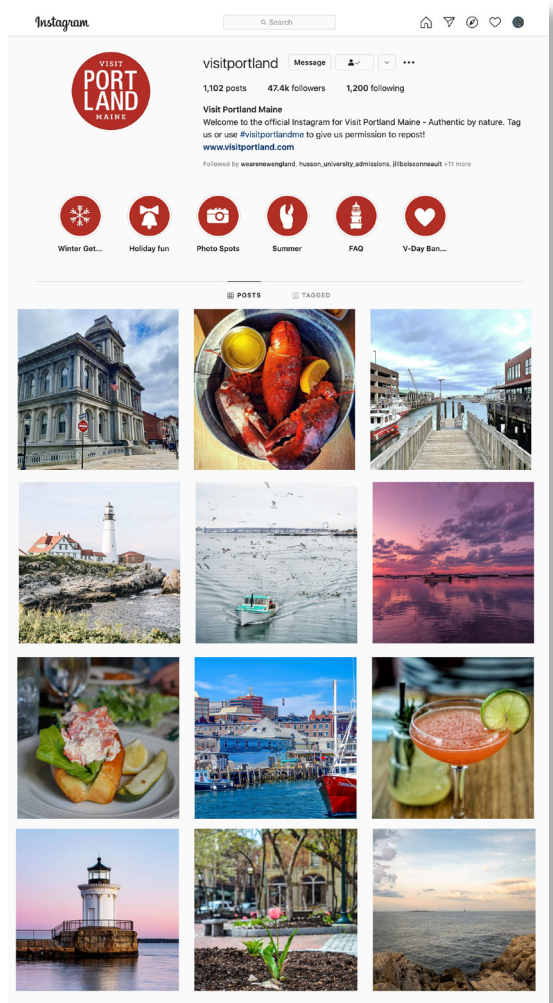


Photo credits noted on Instagram

Enhanced marketing opportunities, rates subject to change

### CONSUMER + GROUP PLANNER NEWSLETTERS

Capture your audience using our e-newsletters sent seasonally to targeted markets, notifying them of upcoming festivals and events, and enticing them to plan their trip. Your ad is exclusively featured in these campaigns. *\$350 per newsletter*

### CAROUSEL ADS

Boost your social media exposure by participating in a Visit Portland Carousel Ad. These posts are shared organically through Facebook, and across other platforms. *\$99 per featured spot*







## MEDIA CONNECTIONS

*Visit Portland is one of the first points of contact when a travel writer, influencer, or blogger is assigned to a story about Greater Portland. With our assistance, they find the right content to feature in their printed or digital article. Only Visit Portland partners are promoted by us to this strongly influential target market.*

.....

### REFERRALS FOR TRAVEL MEDIA

Visit Portland is the first stop for qualified journalists looking for dependable content to use when promoting our region.

We refer our partner businesses to the most influential media outlets, bloggers, and influencers, resulting in wide exposure to a pre-qualified and relevant audience.

### AMBASSADOR'S PASS PROGRAM

Attract select, pre-qualified and authorized media, event planners, and Visit Portland staff to experience your business. Additional details are included below:

- Complimentary or discounted admission for pass-holders
- Limited time frames, specific to each pass-holder's stay
- Pass is non-transferable—additional guests pay full admission
- Based on your availability or capacity!

### VISIT PORTLAND MEDIA PROGRAM

Partners who agree to provide accommodations, F&B, admission passes, tours and other relevant amenities, in order to help provide journalists with an exemplary experience, are part of our "PR Partner Program" and receive primary access to host qualified media. By contributing your resources and providing a firsthand experience of your services or property, you are helping to maximize your exposure with legitimate media and their audiences.

*Partners can choose whether to provide amenities at a discount or free of charge depending on their availability and the time of year.*

### OFFICE OF TOURISM PR PARTNER PROGRAM

Visit Portland works closely with the Maine Office of Tourism and their media agency. When media is coming to Maine Visit Portland will work to ensure our partners are connected first when visiting our region.



“As a partner of Visit Portland, I have been provided with more exposure and community connections than I could have imagined. As a small startup, I was hesitant to make the jump financially - but having done so, I am beyond pleased with the results. Their team is dedicated and great to work with, and value their partners’ experience. My advice is don’t wait, pull the trigger you won’t regret it - they WILL deliver.”

*Peter G. Morneau*  
*Architectural + Commercial Photographer*

.....

“Visit Portland has provided us a valuable access to interact and connect with local businesses. Their networking opportunities provide unique ways for business to share ideas, customers, and talent in our small community. The marketing and PR partnerships provide valuable ways to showcase our businesses to customers, where we would not have the capacity to do so. The non-tangible and tangible returns from our partnership well exceeds our investment, and is a great opportunity for new and not-so-new businesses.”

*Avery Windham*  
*The Docent's Collection*







## GROUP SALES

*The mission of the Group Sales department is to lead direct selling efforts to attract meetings, conventions, destination weddings, motor coach groups, and sporting events to Greater Portland. Through collaboration with our partners and proactive outreach—via trade shows, in-client events, sales missions and familiarization (FAM) tours—our team develops lasting relationships with qualified planners and tour operators. These efforts help to stimulate the economic vitality of our partners and the destination as a whole.*

.....

### REFERRALS FOR YOUR BUSINESS SERVICES

Our sales team will recommend you to planners based on the groups' needs and requirements. Planners are provided with partners' business and contact information—allowing them to contact you directly about your services.

### CONFIDENTIAL MEETINGS + CONVENTION CALENDAR

Receive access to our confidential Meetings + Convention Calendar in order to introduce your products and services to event planners bringing groups to our region. This calendar includes group name, number of attendees, event date and location, and planner contact information. (*Some planners may ask not to be included.*)

### EXTENSION OF YOUR INTERNAL SALES TEAM

Our Group Sales department is designed to complement your internal sales efforts. Our team works to develop relationships, uncover opportunities, represent the region/state at national tradeshow, as well as soliciting and servicing group business. Essentially, we play matchmaker by connecting planners with partner businesses that best match their future event's needs.

### PLANNER / TOUR OPERATOR FAMILIARIZATION (FAM) TOUR EXPOSURE

Visit Portland hosts Familiarization (FAM) tours and provides eligible partners an opportunity to showcase their property and/or business to qualified event planners and tour operators. Eligible partners can participate by agreeing to provide complimentary or discounted services based on availability or capacity.

### ORGANIZED SITE VISITS AT YOUR PROPERTY

Site visits are a key component to planners making a decision on where to host their event. Our team will organize site visits for planners at our partners' properties.

### ACCESS TO SERVICE REQUESTS + SALES LEADS

Qualifying partners receive sales leads based on planner's specific requests for local venues, suppliers, products, and services. Visit Portland's established industry relationships, and customized sourcing approach organically results in higher business conversion rates for our partners.

### 24-HOUR ADVANCE ACCESS TO SALES LEADS\*

Receive a 24-hour window to respond to leads before they are sent to partners in the other tiers.

(\*Lodging/Accommodation partners not applicable)

.....

“I can't say enough about the Visit Portland organization! Every individual is completely focused on bringing not only exposure of our brand, but their efforts have resulted in real tangible successes for our small business in Downtown Portland.

By continually encouraging partners to interact, bringing service requests, facilitating introductions, and especially bringing visitors to Maine their work is vital to us all.”

*Janice Sears  
Chart Metal Works*

### TRADE SHOW PARTICIPATION

Throughout the year, Visit Portland attends various trade show events happening across the US. Our Group Sales team promotes the destination and our partner businesses, and works to create new strategic relationships. Eligible partners are able to attend these shows alongside Visit Portland, in order to maximize their exposure with national and international buyers. Partners are required to pay a portion of the registration fee, and are responsible for their own travel and lodging. *Rates vary by show*

### SALES MISSIONS

Sales Missions are travel missions to cities that have qualified meeting planners interested in bringing business to Greater Portland. These events may be pre-scheduled one-on-one appointments or a reception. Partners can pay to attend these missions with Visit Portland and are encouraged to bring a giveaway item that can be raffled off to planners. Cities previously traveled to include: DC, Atlanta, Chicago, and Boston. *Rates vary*

### MEETING PLANNER EDUCATION DAY

Visit Portland hosts a day-long continuing education seminar where area planners can receive their annual credits. Eligible partners may host this event at their properties, and/or sponsor F&B items, giveaways, etc. All partners may pay to attend and will experience a full day of networking with vetted planners as well as receive insights surrounding the latest industry trends and updates. *Rates vary*

### IN-MARKET CLIENT EVENTS

In-Market Events are networking receptions that target qualified planners in feeder markets. These events are designed to provide our eligible partner businesses an opportunity to network, build relationships, and collectively promote the region as a meetings and events destination. *Rates vary*

.....

Additional opportunities for the group market are referenced in additional sections:

- Meeting planner newsletter
- Print co-ops
- Enhanced web listings
- Familiarization tours



# PUBLICATIONS

*Our publications target specific markets and put your business in front of audiences looking directly for your services; if you're in the hospitality industry, you belong in one or more of Visit Portland's annual print and digital resources. Guides can both be directly ordered from our website; they are also widely distributed at tradeshow and consumer locations.*

---

## VISITOR'S GUIDE

170,000 copies of Portland's official Visitor's Guide are distributed at travel consumer locations throughout New England and the Mid-Atlantic region, national trade shows, area accommodations, major attractions, and mailed by request. Your listing in this highly coveted guide will direct visitors to your business.

## VISITOR'S GUIDES: SUPPLY + RESTOCK TO YOUR BUSINESS

We will supply and restock (by request) our publications to your place of business as a resource for your customers.

## MOTORCOACH PASSENGER WALKING MAP

Specific to the Old Port, this map provides motorcoach passengers an overview of our partner restaurants and shopping businesses. Partners can choose to offer a 10% discount for passengers shopping and dining on their own.

## GREATER PORTLAND REGIONAL MAP

You'll often see visitors walking throughout town with our easy-to-read map featuring our partner attractions, restaurants, and shops. Cruise ship passengers especially love this list of everything they can experience on and around the peninsula, but it's also a helpful tool to drive to other areas of the region.

## EVENT PLANNER'S GUIDE

Distributed to 5,000 qualified planners interested in holding meetings or events in our region. It is available at trade shows and mailed to planners directly by request. Your listing in this valuable resource will showcase your business to planners hosting meetings and events in the region.

*Enhanced marketing opportunities, rates subject to change*

## VISITOR'S GUIDE ADVERTISING

Target the most qualified readers looking for area lodging, attractions, restaurants, and shopping. Our Visitor's Guide is the official travel-planning resource for Greater Portland. Advertisements include direct links to your website from the digital version of the guide on [visitportland.com](http://visitportland.com). *Partner rates: \$799 - \$4,885 depending on size. Surcharge for special placements*

## EVENT PLANNER'S GUIDE ADVERTISING

Tier II + III partners can reach our database of qualified planners with an ad in this valuable planning resource. Our clean advertorial format for accommodations features an inviting photo, specs, and your chance to promote your property's best features and amenities. Display ads available for attractions and event vendors. All advertisements include direct links to your website from the digital version of the guide on [visitportland.com](http://visitportland.com). *\$725 - \$2,295 depending on size*

## GREATER PORTLAND REGIONAL MAP

Put your business in front of 60,000 visitors looking for unique gifts, local food, historic sites, and exciting outdoor adventures. Walking maps are distributed to visitors, cruise ship passengers, and motorcoach travelers exploring Greater Portland. *Only twelve 2" x 3" display ads available - \$550 each*

## DIRECT VISITOR MAIL PROGRAM

Be the first business a traveler sees during their planning stage! Your brochure will be included with our Visitor's Guide when travelers request it ahead of their trip. Save the costs of buying lists, assembling your mailing, and paying postage—you get this exposure for less than the cost of a stamp and we do it all for you! *Price ranges from .20 - .36 cents per piece depending on quantity*

## NATIONAL ADVERTISING DISCOUNTS

By pooling resources, we increase our buying power. Take advantage of reduced rates in high-profile publications such as Yankee Summer Guide, Maine Invites You, Boston Globe, Cvent, Successful Meetings, The Knot—New England Wedding Guide, and Small-Market Meetings magazines. Limited availability allows your business to stand out. *Rates Vary*





“My Visit Portland partnership is an extremely valuable asset to the success of my tour business. I consider it to be one of the smartest and most beneficial decisions I made for my company. From their dedicated, knowledgeable, and well-connected staff members, to their first-class mixers and networking events, Visit Portland has helped to greatly promote my business throughout the region.”

*Derek Meader  
The Real Portland Tour*





# VISITOR INFORMATION CENTERS

*Our Visitor Information Centers provide millions of visitors with a warm and welcoming first impression as they enter the region. Visitor Ambassadors are trained to promote partners' properties, products and services. The warm welcomes, educated recommendations, and countless resources facilitated by these centers have a direct impact upon Maine's economic, social, and recreational well being. Keeping visitors in the know helps our partners grow!*

---

## AMBASSADOR REFERRALS FOR YOUR BUSINESS SERVICES

Visitors and cruise ship passengers seek guidance from our Visitor Ambassadors at our information centers located at Ocean Gateway and Tommy's Park. Ambassadors are trained to answer questions, give directions, and refer visitors to our partner businesses.

## BROCHURE DISTRIBUTION AT OCEAN GATEWAY

Fun fact... visitors collect an average of 8-10 brochures during their stay. Grab Visitors' attention by displaying your brochures at our Ocean Gateway Visitor Information Center. The Ocean Gateway center is located in downtown Portland, on the waterfront; this is also the main entryway for any Cruise ship passengers and motorcoaches arriving! Your businesses visibility is ensured at this heavily trafficked location.

## RESERVATION AVAILABILITY

Seeking to fill any empty beds or seats at your business? Our partners can send their last minute availability to our Visitor Information Centers. From there our Visitor Ambassadors will direct business their way.

## EDUCATE VISITOR AMBASSADORS

Partners have an opportunity to connect with and educate our Visitor Ambassadors about their businesses, in order to further their reach and ability to be properly promoted to incoming visitors.

## BROCHURE DISTRIBUTION AT THE PORTLAND INTERNATIONAL JETPORT

Visitors who fly to a destination tend to stay longer, experience more, and spend more visitor dollars during their trip. The Portland International Jetport welcomes 1.8 million passengers throughout the year, and our brochure racks are strategically placed by the baggage claim to allow visitors to peruse while they wait for their luggage.

*Enhanced marketing opportunities, rates subject to change*

### BROCHURE DISTRIBUTION

Grab Visitors' attention by displaying your brochures at Portland International Jetport and the Transportation Center. Visitors collect an average of 8-10 brochures during their stay. *\$300 airport / \$250 train+ bus station / \$495 both locations*

### DIGITAL SCREEN ADS

Be seen on a flatscreen—highly visible digital flatscreen ads located at Ocean Gateway Visitor Information Center, and the Portland Transportation Center, capture attention and reinforce your message. *\$500 year / each location*

### BACKLIT TRANSPARENCIES

Shine on top with your backlit sign, prominently placed above brochure racks at Ocean Gateway Visitor Information Center, enhancing your presence and driving visitor attention to your brochure. *\$500 / year*

Special Thank You  
to the  
50+ volunteers who  
help us greet our  
visitors!

“Visit Portland's networking event was great to meet other businesses and partners...it was very beneficial to our new business.”

*Eric Pray  
Portland Explorer*

.....

“I have formed countless relationships leading to many mutually beneficial partnerships, including multiple sources of referrals, and sales. Maine Foodie Tours has grown 65% over the season.”

*Pam Laskey  
Maine Day Ventures*

.....

“Visit Portland has been an amazing partner for SP+ to network and establish partnerships throughout the Great Portland area. If it wasn't for Visit Portland, we would still be developing our network rather than working with our newly established partners. We continue to get established leads that bear fruit from our listings. Having a Visit Portland partnership is a must in the hospitality industry here in Greater Portland as we work together to make the guest experience in our wonderful region the best it can possibly be!”

*Kevin Sandler  
SP+ Corporation*







# VISIT PORTLAND COMMUNITY EXCLUSIVES

*As an organization that is 100% funded by partner dues, Visit Portland is committed to the promotion and success of our partner businesses. We take our role seriously as a community liaison, tourism advocate, and marketing leader. We offer many opportunities for development and community engagement with your industry peers.*

.....

## **NETWORKING MIXERS**

Partners may attend our quarterly mixers, which provide an opportunity to obtain important contacts and form relationships with other Visit Portland partners and staff. Additionally, all venue/facility partners have the opportunity to host a mixer, allowing them the opportunity to showcase their space. If generating business is not enough motivation, then simply come on out for a great time!

## **FRONT-LINE ORIENTATION**

This trade show connects attractions with local front-line personnel so they can best answer visitor questions about what to do during their stay. Attraction partners exhibit for free; front-line personnel are invited to attend at no charge.

## **MARKETING MEETINGS**

The Visit Portland team holds quarterly industry meetings designed to provide an update on marketing efforts and discuss industry trends. Here, partners can share updates about their businesses and pose questions for additional discussions. Meetings are divided into two market segments: leisure and group.

## **TOURISM TALKS**

These educational forums cover a variety of topics tailored and relevant to the tourism industry. Any employee of a partner business is welcome to attend free of charge.

## **REGULAR INDUSTRY UPDATES + NEWS**

Remain informed regarding top industry news, data and updates via our Partner newsletters, social media posts, educational events, and meetings.

## **PARTNER PORTAL**

Account management is made easy with our Simpleview CRM system. Track invoices, update contacts, pay bills on-line, and monitor Visit Portland communications, with our 'one-stop-shop' extranet portal.



## PARTNER-ONLY INTERACTIVE FORUMS

Connect with others in the Visit Portland community via one of our partner-only forums. These forums allow you to share news about your business, ask questions, take polls, and most importantly connect with other local businesses!

## PARTNER-TO-PARTNER LIAISON

Our team will connect and develop strategic relationships amongst our partners. We actively introduce partners who could benefit from one another's services; we know where to find resources and talent within the Visit Portland community.

## BUSINESS DEVELOPMENT CONSULTATIONS

Successfully attract more visitors with the help of our Business Development Consultations. Our team will analyze your business, develop solutions for current obstacles, and create plans to help you meet your tourism marketing goals.

## ANNUAL MEETING

This event provides an overview of Visit Portland's marketing programs for the year, recognizes key contributors, identifies industry trends, and allows you to connect with the hospitality community.

*Enhanced marketing opportunities*

## SPONSORSHIP/HOSTING OPPORTUNITIES

Partners can brand locally, maximizing your exposure with other community leaders and customers, through a sponsorship. Host an event, or provide your branded Swag to planners and/or new community partners. Events include (but are not limited to) Annual Meeting, Front-line Orientation, Mixers, Sales Meetings, Tradeshows, Sales Missions, and Client Events.

---

## LET'S GET STARTED

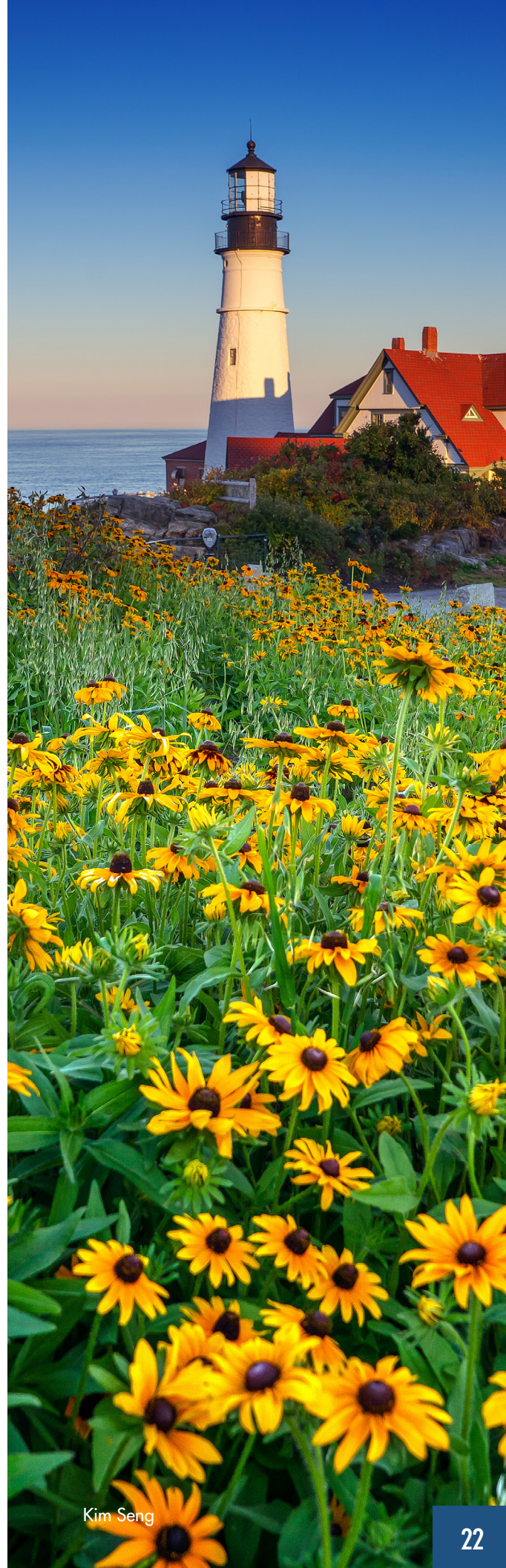
Kate McDonough  
Director of Business + Partner Development  
207.772.4994 x 237  
kate@visitportland.com

[WWW.VISITPORTLAND.COM](http://WWW.VISITPORTLAND.COM)

---

“We love Visit Portland!”

*Robin Lapoint*  
*Geary's Brewing Co.*



Kim Seng



# PARTNER PRO-TIPS

*Below are a few tips to help ensure that you are making the most of your investment.*

---

## WEB EXPOSURE

- Update your web-listing(s) with any changes to your business.
- Send us updated, quality photos of your business seasonally.
- Post Packages & Deals via the Partner Dashboard.
- Submit your Upcoming Events to the website Calendar.
- Always provide photo credit information via the agreement form.
- Utilize your Google Analytics to view Visit Portland Web Listing Stats.
- Link to [www.VisitPortland.com](http://www.VisitPortland.com) from your website!

## DIGITAL OUTREACH

- Follow our handles and hashtags on social media.  

@visitportland	#visitportlandme
@meetinmaine	#meetinmaine
@marryinmaine	#marryinmaine
- Tag us in your social media posts.
- Add [news@visitportland.com](mailto:news@visitportland.com) as a safe sender to your email contacts.
- Submit any Partner-to-Partner deals to [partners@visitportland.com](mailto:partners@visitportland.com).
- Join the private partners'-only platforms on LinkedIn and Facebook.

## MEDIA CONNECTIONS

- Offer to host qualified media at your facility or sponsor their trip with your product or services.
- If you are an attraction, participate on our Ambassador's Pass to provide qualified planners and journalists access to your business and services.
- Send recent press and accolades you've received to [partners@visitportland.com](mailto:partners@visitportland.com).

## PUBLICATIONS:

- Respond to our listing confirmation requests for upcoming publications.
- Keep a supply of our Visitor Guides at your business.
- Call us to restock, when your guides are running low.

## VISITOR INFORMATION CENTERS

- Introduce yourself to the Visitor Ambassadors at the Ocean Gateway Information Center
- Inform Ambassadors about your business and the best contact for them to reach with questions.
- Supply the Ocean Gateway Visitor Information Center with your brochures.
- Send last minute rates and availability to [bulletin@visitportland.com](mailto:bulletin@visitportland.com).

## GROUP SALES

- Attend quarterly sales meetings.
- Review the Confidential Meetings + Convention Calendar to see what groups are coming to town.
- Thoroughly read through all RFP details.
- Promptly respond to the leads and send proposals as soon as possible.
- Tailor your outreach to match the client's needs.
- Get creative with proposals; most planners are open to suggestions.
- Copy [sales@visitportland.com](mailto:sales@visitportland.com) on initial outreach to clients.
- Update your status via the lead system/Extranet.
- Communicate your marketing goals to our Group Sales team.
- Keep us updated on any changes at your property or with your services.

## VISIT PORTLAND COMMUNITY EXCLUSIVES

- ❑ Reach out quarterly to receive a review of your benefits.
- ❑ Invite Visit Portland staff and ambassadors to tour your facility.
- ❑ Update your business and contact information through the Extranet.
- ❑ Attend Visit Portland Mixers and Events to stay connected.
- ❑ Promptly send any staff changes to [partners@visitportland.com](mailto:partners@visitportland.com).
- ❑ Introduce new Visit Portland partners to your business by providing Partner-to-Partner freebies or samples to be included in their welcome package!

---

## POWER IN NUMBERS

*It's because of our partners that we have the tools and resources to execute our marketing initiatives.*

*Help us grow... More partners = more marketing = more business for everyone.*

### PARTNER REFERRAL PROGRAM

Do you know other businesses that would benefit from a partnership with Visit Portland? Our referral program encourages partners to refer or recruit non-partner businesses!

Successful referrals will result in a **\$25 credit towards the referrer's annual dues renewal.**

Referred businesses must join Visit Portland in order to be considered a "successful" referral.







# MARKETING: 2022 YEAR IN REVIEW

## MEETINGS MARKETING

Maine Meetings campaign: Year 2 of a 3-year campaign.

- ▶ **Developed mainemeetings.com**  
17,270 users  
Viewed 26,548 pages  
NY, PA, IL, MA, VA, NJ, CA, FL, CT
- ▶ **Created meeting-focused content**  
7 articles and 1 video
- ▶ **Sent 4 newsletters through Northstar** 10,600 planners  
21% open rate
- ▶ **Sent 9 additional newsletters to Visit Portland's database**  
5,400 planners  
21% open rate
- ▶ **Targeted Facebook ads**  
2 million impressions  
17,775 clicks
- ▶ **Google Ads**  
3.3 million impressions  
11,000 clicks
- ▶ **LinkedIn sponsored posts targeting planners**  
610,284 impressions  
3,311 clicks
- ▶ **Attended Destination East**  
42 planners  
21 one-on-one appointments

**205** Conference leads and direct referrals delivered to partner businesses.

## PUBLIC RELATIONS | FAM TOURS

- ▶ **Assisted media and travel writers**  
Over 50 requests, resulting in over 40 stories
- ▶ **Curated a 3-day FAM tour promoting the art, culture, and diversity**  
5 media professionals  
Estimated influencer reach: 130.8K
- ▶ **Hosted 3 Travel Writer itineraries**, resulting in articles for Travel + Leisure, Fodor's, and a blog on Work For Your Beer.
- ▶ **Host the launch of 2x bestselling author**, Daniel Seddiqui's, latest national tour for his corresponding book, "Piecing Together America"
- ▶ **Conducted a 3-region FAM Tour**  
7 days, featuring 10 partners

## RADIO

- ▶ **Worked with Townsquare Media**, producing 5 Public Service Announcements from 5 partner businesses about the importance of tourism that aired on 3 stations for 2 weeks
- ▶ **Featured guest on RM World Travel** radio show with a reach of 1 million+ (weekly) via 510+ affiliated network stations

## PARTNERSHIP

355 Partners



Developed steps towards enhancing partnership engagement

- Created 1 new benefit brochure
- Featuring 44 benefits
- 3 new partnership tiers
- Resulting in 77 new partners

## VISITOR INFORMATION

### CRUISE SHIPS

99 vessels serviced  
165,000 passengers

### INFORMATION CENTERS

22 volunteers, providing  
3,900 hours, servicing over  
246,000 visitors at 5 locations

### MOTORCOACHES

5,567 motorcoach passengers from  
141 coaches

# VISITPORTLAND.COM

Launched a new website  
720,000 unique visitors  
Viewed 2.4 million pages  
13.6% increase over 2021

## MOBILE VIEWS

418,000 (↑20%)

## TABLET VIEWS

22,300 (↓16%)

## DESKTOP

282,000 (↑3.7%)

## TOP 10 DESTINATIONS VIEWING:

### BY STATE

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

### BY COUNTRY

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

## GUIDES | MAPS

### Distributed 150,000 Visitor's Guides

At 580 locations in ME, MA, NH, NJ, PA, NY, MD, VA and at 5 Consumer Trade Shows in

### ON-LINE VISITOR'S GUIDE

13,800 digital sessions  
332,000 page views

### REGIONAL CO-OP

Maine Invites You with  
300,000 circulation

Distributed 5,000 Event Planner's Guides and 75,000 Walking maps



▶ Sent Visitor's Guides to 5 camping shows in Boston, Springfield, Montreal, Quebec City, and Auburn, ME.

▶ Distributed 1,300 Visitor's Guides at the Big E in Springfield, MA.

@VISITPORTLAND  
@MARRYINMAINE  
@MEETINMAINE

f 65K

t 8.7K

i 45K

d 1.6K  
In one year!

120,000 followers across all platforms

Growth this year ↑33%

## SOCIAL + DIGITAL CAMPAIGNS

▶ Social media contests  
16,000 impressions  
600 likes  
360 comments

▶ Social media ads  
776,418 reach  
2.6 million impressions  
50,591 clicks  
3,453 reactions

▶ Google ads  
7.6 million impressions  
82,052 clicks  
MA, NY, CT, FL, PA

▶ Conducted photo contest  
75 winners  
300 submissions

▶ Built a media library  
4,300 photos  
87 videos

## PHOTOS | VIDEO

### Created 13 new videos, each with a diverse cast

4 winter, highlighting activities  
4 summer | fall, featuring towns in our region  
5 spring, focused on art | culture  
all achieving 23,400 views

## EMAIL

8 PARTNER NEWSLETTERS  
1,500 contacts  
42% open rate

8 VOLUNTEER NEWSLETTERS  
80% open rate  
29% click thru rate

5 CONSUMER NEWSLETTERS  
Sent to 64,000 subscribers  
36% open rate

12 EVENT PLANNER NEWSLETTERS  
See opposite side for details

## EVENTS

4 PARTNER MIXERS  
with 280 Attendees

Held 2 informative Group Marketing meetings with our partners from Tier I and Tier II

Conducted 5 partner presentations in front of 40 volunteers

1 VOLUNTEER TRAINING DAY

## CONFERENCE COMMITTEES

### CRUISE CANADA NEW ENGLAND SYMPOSIUM (CCNE)

Hosted 20 cruise executives for 3 days, experiencing 12 tours

### NATIONAL GOVERNORS ASSOCIATION SUMMER MEETING

Hosted 900 attendees and 23 Governors for their Annual Summer Meeting

VISIT PORTLAND  
TURNED  
40  
YEARS OLD

October 21, 2022



