



VISIT
**PORT
LAND**
MAINE

Authentic By Nature

VISIT PORTLAND

Marketing Programs + Benefits of Membership

VISIT PORTLAND DOES WHAT MOST PEOPLE THINK "JUST HAPPENS"

Ever wonder where all our visitors come from? Or better yet, why did they choose the Greater Portland Region? Over 2 million passengers come through the Jetport, over ½ million train riders arrive on the Downeaster, 115,000 passengers disembark from cruise ships; 6.5 million day and overnight travelers visit the Greater Portland Region each year.

It's Visit Portland—working to bring travelers to our region!

As Maine's largest metropolitan area, Visit Portland is the official Destination Marketing Organization (DMO) for the Greater Portland region—Doing what most people think "just happens!"

TOURISM & OUR ECONOMY



Visit Portland is proud to drive the economic prosperity of the region through visitation and related spending by way of innovative and dynamic marketing, selling, and public relations strategies.

The economic impact of tourism on our region is profound. The dollars brought in by visitors and groups account for more than 10,600 jobs in our region. Those wages are passed through the total economy in countless

ways, helping all businesses, not just those within the tourism industry.

Visit Portland works closely with over 400 member businesses to ensure the continued growth and success of our economy. This takes a team of committed businesses—including *you*—working jointly with Visit Portland to ensure that every traveler discovers our destination!

Together we are stronger!

Lynn Tillotson
President & CEO

YOUR MEMBERSHIP



While your Visit Portland membership helps fund our efforts to market, brand, and promote the Greater Portland region, it also provides you a member-exclusive program of marketing benefits.

Your Visit Portland membership means immediate access to these unique, valuable, and customizable programs, designed to market, brand, and promote *your* business.

I would be happy to expand upon your benefits and help you master and maximize them. We can talk over a Visit Portland membership and how it can help you promote your business.

Tim Gatz
Director of Member Relations
207-772-4994 x 237 | tgatz@visitportland.com

HISTORY OF VISIT PORTLAND

In 1982, six hotels joined together to form the Convention & Visitors Bureau of Greater Portland (CVB). Starting with a budget of \$16,000 and no office, the vision was clear: "Focus attention on attracting visitors and conventions to Greater Portland."

A few years later, membership had grown to 30, but the organization remained in survival mode, concentrating on growing the membership, educating the community, and establishing additional funding.

Between 1987-1990 the CVB had a turning point—it printed its first regional Visitor's Guide and opened a Visitor Information Center on Commercial Street—bringing more attention to the importance of an organization devoted to marketing to and servicing visitors and conventions.

By 1990, funding stabilized and the focus on marketing increased, and by 1992 the organization was 300 members strong and employed 8 people.

In later years, tourism marketing has evolved to include a strong digital component and succinct website URLs driving hundreds of CVBs to change their names. So, in 2015, the Board of Directors voted to join this movement and evolve from the "Convention & Visitors Bureau of Greater Portland" to a name that has a clear call-to-action for visitors and identifies our core mission in two words: "Visit Portland." This change brought greater awareness of our organization's efforts and enhanced our already strong online presence: visitportland.com, [@VisitPortland](https://www.instagram.com/VisitPortland), and [#VisitPortlandME](https://www.facebook.com/VisitPortlandME).

The beginning years relied on the creativity, talent, and dedication of its staff, board, members, and supporters. Today is no different—we are now 450 members strong, but still could not effectively promote Greater Portland without your partnership.

We are proud to be Greater Portland's destination marketing organization!

GROUP MARKETING PROGRAM

Visit Portland facilitates a yearly marketing plan designed to target association, corporate, and non-profit meeting planners, incentive travel groups, social event planners—including couples planning destination weddings—as well as sports events rights holders. By attending industry trade shows, hosting familiarization tours, conducting sales missions, and having a print and online digital media presence, we are able to create relationships and drive interest to Greater Portland.

We help coordinate and direct planners to our member businesses based on their event needs. All at no expense to the planner—but of great benefit to you!

YOUR BENEFITS

AN EXTENSION OF YOUR SALES TEAM

The Visit Portland group sales team is designed to complement your internal sales effort. The team works to develop relationships, uncovers opportunities, represents at trade shows across the country, as well as solicits and services group business. We compile all the event details and pass them along to our group members giving you the opportunity to bid on the business.

MEETING PLANNER WEBSITE

Designed to reach professional planners, your business will be listed by targeted category with a photograph, descriptive text, links to your website and social media. Planners use destination websites to explore regions and find venues and services to meet their groups' needs. *(Choose one listing location where you fit best under Meetings, Wedding or Motorcoach)*

EVENT PLANNER'S GUIDE

This guide is distributed to 5,700 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 direct planners to your business.

BOOKED EVENTS CALENDAR

Group member businesses receive access to our confidential Booked Events Calendar so they may introduce their 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.

DEALS | PACKAGES

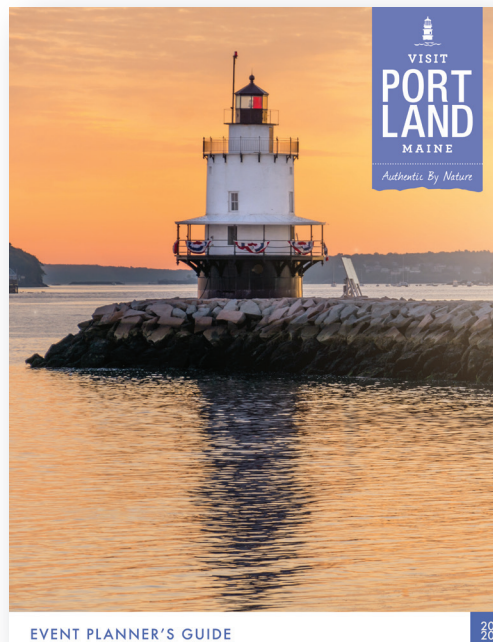
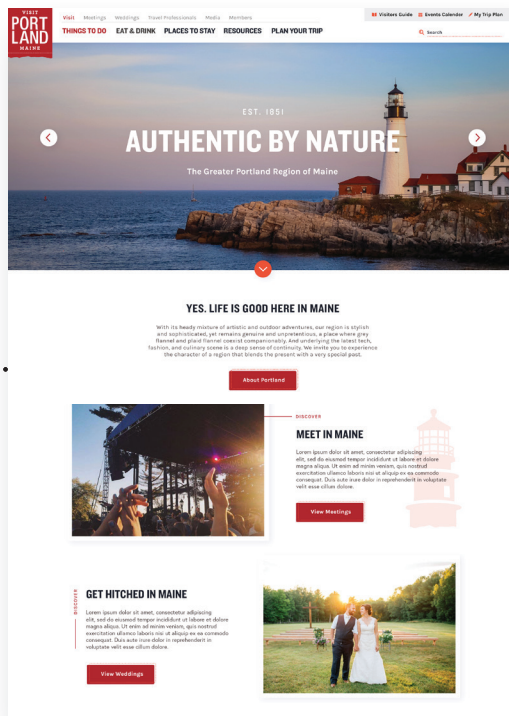
Special savings are featured on VisitPortland.com and highlighted in event planner email campaigns designed to drive need-time business to you. We provide an online tool to post your packages and special deals.

NETWORKING EVENTS

We offer opportunities to build your business through community involvement. Attend networking and educational events throughout the year—they're fun!

SALES & MARKETING MEETINGS

Exclusive to Group Members, these meetings discuss industry trends, upcoming events and opportunities, and have a round-table of introductions so you can put your business in front of local planners and sales managers.



LEISURE MARKETING PROGRAM

Our leisure marketing efforts reach individuals, couples, and families from the United States and abroad traveling via air, rail, vehicle, motorcoaches, or cruise ships.

Visit Portland tells an inviting story by attending consumer trade shows; through a strong print, online, and social media presence targeting our key markets and demographics; working closely with travel writers and media drawing attention to Greater Portland; and providing a top-notch website, informative Visitor's Guide, and Information Centers waiting to guide them when they arrive. **All working to attract these visitors to you!**

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YOUR BENEFITS

VISITOR WEBSITE

500,000 unique visitors explore VisitPortland.com annually to plan their vacation and find things to do. Your business will be listed by targeted category with a photograph, descriptive text, links to your website, booking engine, and social media.

EVENTS CALENDAR

One of the top pages viewed on the destination website is the events calendar. We offer an online tool to post your public events that includes 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 on VisitPortland.com and also highlighted in consumer email campaigns. We offer an online tool for this high-traffic page to post your packages and special deals.

BROCHURES

Visitors collect an average of 8-10 brochures during their stay. Your business brochure will be displayed at the Ocean Gateway Visitor Information Center throughout the year as a reference to visitors and visitor information specialists.

VISITOR INFORMATION

Visitors and cruise ship passengers seek guidance from visitor information specialists at Ocean Gateway, Tommy's Park, and the Portland International Jetport. Our staff is trained to answer questions, give directions, and refer visitors to our member businesses.

NETWORKING EVENTS

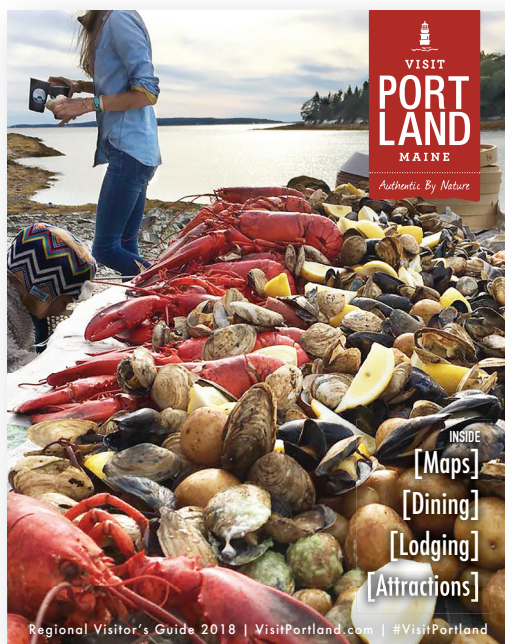
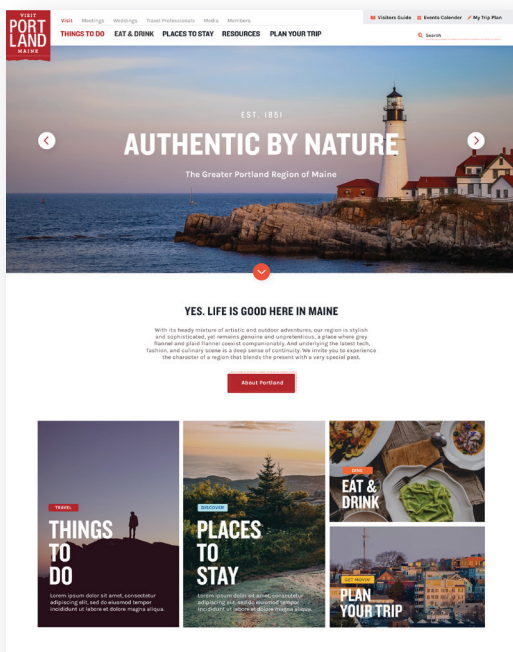
We offer opportunities to build your business through community involvement. Attend networking and educational events throughout the year—they're fun!

FRONTLINE ORIENTATION

This free trade show connects attractions with local frontline personnel so they can best answer visitor questions about what to do during their stay. Attraction members exhibit for free, and all frontline personnel are invited to attend at no charge.

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.



BUSINESS-TO-BUSINESS PARTNER PROGRAM

If your business benefits indirectly from tourism, Visit Portland's B2B Partners program helps you connect with hospitality- and tourism-focused businesses.

Visit Portland encourages our member businesses to work with and support our B2B Partners.

YOUR BENEFITS

Visit Portland provides the ability for you to connect with tourism businesses, added benefits provide you added personal face time with other Visit Portland members, allowing opportunities to build relationships.

		CONNECTIONS PARTNER	EXPOSURE PARTNER
INTRODUCTIONS	Website Listing (on the Members Only site)	✓	✓
	Member Contact List (Company & Contact Name)	✓	✓
	Introduction of your business in the member newsletter	✓	✓
	Brochure Distribution (at Ocean Gateway; visitor-focused collateral only)	✓	✓
EVENTS	Invitations to Member Mixers	✓	✓
	Invitations to Sales & Marketing Meetings	✓	✓
	Invitations to Leisure Marketing Meetings	✓	✓
	Invitations to Tourism Talks	✓	✓
	Opportunity to provide brand collateral at events	✓	✓
SOCIAL MEDIA / DIGITAL	Inside access to Members-Only LinkedIn & Facebook closed groups	✓	✓
	Promote your events & initiatives through member-to-member channels	✓	✓
	Annual Feature as Visit Portland's member newsletter sponsor with logo/link	✓	✓
	Annual Profile featured on Visit Portland's Facebook & LinkedIn group pages	✓	✓
	Annual Member/Staff Feature Blog reposted from LinkedIn group post	✓	✓
	Display Ad within the Member/Staff blog (value \$100)		✓
	Web Display Ad within visitportland.com Member section (value \$480)		✓
SPONSORSHIPS	Exhibitor Table at Annual Meeting (value \$400)		✓
	Two (2) Tickets to Annual Meeting (value \$100)		✓
	Member Mixer Sponsorship (1 out of 4-5 per year)		✓
	• Brand Logo on Member Mixer invitation (distribution list of 1500)		✓
	• Collateral Distribution at registration area		✓
	Sponsorship of Visit Portland Events w/ introduction*		✓
	• Sales + Marketing Meetings (1 of 4 a year)		✓
	• Leisure Marketing Meetings (1 of 3 a year)		✓
	• Tourism Talks Events (1 of 3 a year)		✓
	• Annual Meeting workshops (1 of 4 a year)		✓
*Guaranteed one Promotion per year—possibly more based on interest		\$545	\$995 (\$1,625 value)

INVOLVEMENT + ENGAGEMENT

Be sure to utilize the following beneficial enhancements included with your membership, designed to support and expand your business.

FEATURE

WEBSITE

Submit image and 150-word business description for each web listing category on each applicable website(s): Visitor, Meetings, Weddings, Travel Trade. Periodically update your destination website listing(s) to make sure your content is fresh and current.

VISITOR'S GUIDE + EVENT PLANNER'S GUIDE LISTINGS

Provide your listing information and be sure to promptly approve details in annual print publications at each renewal date.

BROCHURES

Deliver brochures to Ocean Gateway Visitors Information Center, 14 Ocean Gateway Pier, Portland, ME 04101, 207-772-5800 (visitor members only.) Visitor Information Center Manager will contact you when your supply is getting low.

CALENDAR OF EVENTS

Post your events on our online calendar via the member portal.

SPECIAL DEALS AND VACATION PACKAGES

Promote discounts and specials online via the member portal.

LEADS + REFERRALS

Available to group members, check and respond to requests for proposals sent through the Leads System. Please indicate your interest and availability. Contact sales@visitportland.com

CONFIDENTIAL BOOKED GROUP EVENTS CALENDAR

Promote products and services to planners bringing groups to Greater Portland. Available to group members only.

ROOM AVAILABILITY

Send last-minute room availability and rates to bulletin@visitportland.com. Our visitor information specialists will promote your property to walk-in travelers looking for accommodations. Email updates to info@visitportland.com.

NETWORK

ANNUAL MEETING

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

FRONTLINE ORIENTATION

Open to all your frontline staff. This event invites all frontline staff to attend to learn about great things to do in the area. If you are a visitor attraction member, you exhibit for free. Attendance is also free—the education is priceless.

MEMBER MIXERS

These fun, casual networking events are held quarterly. Join us to experience new venues, reconnect with peers, and establish new relationships.

SALES + MARKETING | TOURISM MARKETING MEETINGS

Exclusive to members, attend these informative meetings to discuss industry trends, upcoming events and opportunities, and participate in round table introductions.

TOURISM TALKS EDUCATIONAL WORKSHOPS

These educational forums cover a variety of topics tailored and relevant to the tourism industry. Send suggestions of topics to membership@visitportland.com.

PUBLICATIONS

VISITOR'S GUIDES

Visitor's Guides are available at no charge for you, helpful for your staff to assist your guests more easily.

MOTORCOACH DOWNTOWN MAP

Specific to the Old Port, this map provides motorcoach passengers an overview of our member restaurants and shopping businesses. You may offer a 10% discount for passengers shopping and dining on their own for lunch.

Contact membership@visitportland.com to participate.

EVENT PLANNER'S GUIDE

Annual guide with detailed information for Group Marketing, featuring hotels, venues, services, and meeting space for qualified meeting and wedding planners, event organizers, as well as business conferences and meetings.

Contact sales@visitportland.com to participate.

See
VISITPORTLAND.COM/MEMBERS
for member portal access

PUBLIC RELATIONS

QUALIFYING MEDIA

Visit Portland's public relations staff assists in qualifying media requests to ensure coverage is legitimate, has a substantial following to result in a reasonable ROI for complimentary goods and services, and reaches an audience aligned with member marketing goals. Visit Portland works to showcase member businesses with pre-qualified media when requested.

PR PARTNERS

Member businesses participating in Visit Portland's PR Partners program are offered first consideration for media coverage at no additional cost. These opportunities spotlight your property and business with qualified media, event planners, and tour operators who are selected to experience the Greater Portland region. Contact: media@visitportland.com

PRESS RELEASES

Assistance in writing, editing, and/or distributing press released to appropriate media outlets for unique and featured coverage.

AMBASSADOR PASS

Attract select, pre-qualified, and authorized media, event planners, or Visit Portland staff to experience your business.

- One complimentary or discounted admission for passholders
- Limited time frames, specific to each passholder's stay
- Pass is non-transferable—additional guests pay full admission
- Based on availability or capacity
- No additional cost to participate

Participation automatically includes you in our PR Partner program

FAMILIARIZATION (FAM) TOURS

Showcase your property and business to qualified media, event planners, and tour operators who are selected to experience the region. For the opportunity to host, participating members agree to provide complimentary or discounted service based on availability or capacity.

HOST MEDIA AND TRAVEL WRITERS

Assist pre-qualified media seeking content for media assignments for the opportunity of media exposure. Participating members agree to provide a complimentary or discounted service based on availability or capacity. *(Coverage is not guaranteed)*

SOCIAL MEDIA



STAY INFORMED THROUGH E-MAIL

Add news@visitportland.com as a contact to your address book to be sure you receive industry newsletters and event invitations.

LINKEDIN / FACEBOOK GROUPS

Join private Visit Portland member groups on LinkedIn and Facebook to share industry events, job openings, educational tips, or travel news with our Visit Portland community.

@VISITPORTLAND

Tag @VisitPortland or use #VisitPortlandME in your social media posts. Friend and follow us on social media platforms to expand your engagement, grow your profiles, and potentially have your photos featured in our feed.

CAROUSEL ADS

Boost your social media exposure by participating in a monthly Carousel Ad. For a small fee, 4-5 members will be featured in a boosted Facebook ad. As a bonus, the post is shared organically across other platforms. For more information on upcoming topics, contact kirstie@visitportland.com.

“Visit Portland is all about the connections!

When starting up, I had a booth at their Annual Meeting. Three women from Maine State Music Theatre saw it and said, "This is exactly what we need!"

Because of that meeting, I now shuttle *all* their shows—bringing people from Portland to Brunswick for almost 115 shows over the whole season. That would not have happened without Visit Portland networking.”

*Bruce Meader
Good Times Shuttle*

MAXIMIZE ENGAGEMENT

To further enhance exposure, members may purchase any of these additional marketing options.

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PRINT AND DISPLAY

PRINT GUIDE ADVERTISING

Advertise to visitors before they arrive, and while they are here, in Visit Portland's official publications. Exclusive member rates are extended for **Greater Portland Visitor's Guide**. Advertising in our **Event Planner's Guide** is available only to Group members.

Rates Vary

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*

BROCHURE DISTRIBUTION

Grab Visitor's 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 all 3 locations

DIGITAL SCREEN ADS

Be seen on flatscreen—highly visible **digital flatscreen ads** located at Ocean Gateway Visitor Information Center, and the Portland Transportation Center, to 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

DIRECT MAIL PROGRAM

Get noticed as one of a few businesses whose brochure falls in the lap of interested travelers **with direct mail!** Your brochures are inserted into Visitor's Guides when mailed upon request.

Pricing based on quantities

WALKING MAP ADVERTISEMENT

Lead visitors to your door with an advertisement on 60,000 **walking maps** produced for visitors and cruise ship passengers exploring downtown Portland. Limited number of advertiser positions available on downtown Portland walking map.

\$550

WEBSITE AND DIGITAL

FEATURED WEBSITE LISTINGS

Rise to the top with an **enhanced website listing** featured at the top of the page with multiple images, additional text, customized grid, and video.

\$265 year

GROUP TOURS / TRAVEL TRADE WEBSITE

Reach tour operators by adding a listing on the **travel trade website**, which targets Motorcoach & International Tour Operators looking for group-friendly and FIT-ready businesses.

\$265 year

MARRY IN MAINE WEBSITE

Appeal to wedding couples looking to plan their wedding or wedding events on our niche site—**Marry in Maine**. List your business here for added exposure to this target market.

\$265 year

DIGITAL BANNER ADS

Target your market with banner ads placed strategically on selected pages of the destination website. Plus, advertise in and sponsor Visit Portland blogs and social media posts.

Rates Vary

NEWSLETTER ADVERTISEMENT

Capture your audience with e-newsletters sent seasonally to targeted markets (leisure travelers, tour operators, group and weddings planners), 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

RECIPROCAL LINKING

Add a link to VisitPortland.com to your website and simplify your customer's trip planning process.

SPONSORSHIP

EVENT SPONSORSHIP

Brand locally by maximizing your exposure with other members, community leaders, and visitors through **event sponsorships**. Events include Annual Meeting, Frontline Orientation, Member Mixers, Sales + Marketing Meetings, and Tourism Talks workshops.

Various sponsorship levels available

TRADE SHOWS

TRADE SHOW BADGE SHARING

Visit Portland strategically selects national shows with proven value and greatest return on investment. Get in front of your target industry with affordable access to **badge-sharing** opportunities.

Rates vary by show

“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
Chebeague Island Inn*



Courtesy Visit Freeport / Azure Café

“My Visit Portland membership 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

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“As a longtime member of Visit Portland, our Hotel has seen the many benefits of membership—not only supplying us with meeting and accommodation leads, but as a resource for us to utilize in getting answers and contacts for our clients.”

David Davis
Portland Regency Hotel + Spa

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“Joining Visit Portland was the best investment we made. We more than made up our membership fee almost immediately. I tell everyone: 'Don't spend your money on an ad agency or marketing firm, just join Visit Portland!'”

Sandra Pablo
Calendar Island Sailing Company

“Visit Portland's networking event was great to meet other businesses and members...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 Foodie Tours

“We've belonged to Visit Portland for over 20 years because the community interaction, business leads, resources for publications and advertising, as well as referrals from networking are tremendous. We not only cover our membership expense with 1 or 2 events, our partnership generates 30-40% beyond that!”

Jason Briggs
VIP Tour + Charter Co.



@rissalovely / Marissa Davis

