



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!"*

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## VISIT PORTLAND IS PROBABLY NOT WHAT YOU THINK...

- We don't just cover Portland... *we are "Greater Portland"*.
- We are **NOT** funded by a government or a city.
- We are **100% funded by partnership dues**.
- 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.
- We are the *largest CVB in the state*, actively promoting our partner businesses located all throughout Southern Maine.
- We are in your corner advocating on issues that affect tourism and business travel. Our President + CEO works closely with municipalities, and the state, *to ensure tourism and our partner businesses are protected*.
- In 2017, we *re-branded to Visit Portland* to eliminate all this confusion and make it easy! It's a clear call to action!
- *We know it's confusing...* Visit Portland, Creative Portland, Portland Buy Local, Portland Downtown, Portland Regional Chamber of Commerce, Portland Oregon! Are we missing any?
- However, we are the only one who reaches **8 different tourism market segments** and are the **ONLY** organization that specifically targets the meetings and conference market.
- Our **450 partners are hospitality focused businesses** that benefit from a strong tourism economy.
- It is 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!*

*Are you still there? Let's continue...*

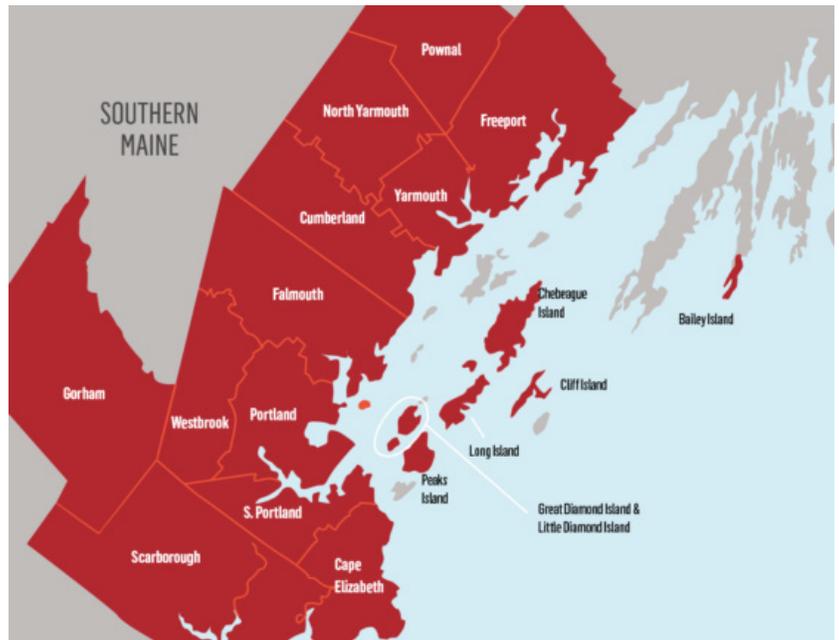
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## OUR REACH IS WIDE

We go beyond the borders of Portland... we officially cover the Greater Portland region.

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

Visit Portland is proud to also have businesses from across the state that see the value of partnering with our organization.



# TABLE OF CONTENTS

Target Markets, Strategies, Successes	3
Benefits of Partnership Overview	5
<i>Benefits Explained:</i>	
Web Exposure	7
Digital Outreach	9
Media Connections	11
Group Sales	13
Publications	15
Visitor Information Centers	17
Visit Portland Community Exclusives	19
Partner Testimonials	4, 12, 18

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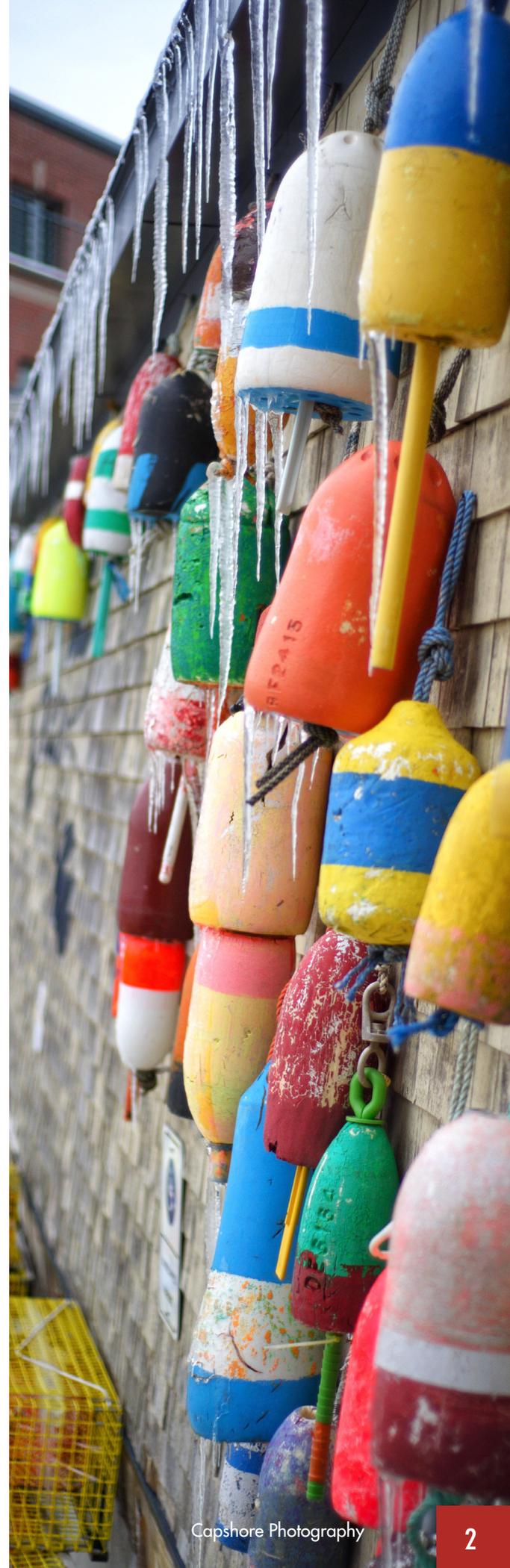
“Joining Visit Portland was the best investment we made. We more than made up our partnership fee almost immediately. I tell everyone: 'Don't spend your money on an ad agency or marketing firm, just join Visit Portland!’”

*Sandra Pablo  
Calendar Island Sailing Company*

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“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, online, 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.*

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## 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...*

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## OUR RESULTS

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



**5.6 MILLION**

VISITORS TO GREATER PORTLAND

**\$650 MILLION**

IN VISITOR SPENDING

**10,872**

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*

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“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.*

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“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*



# BECOMING A 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 online Events Calendar	✓	✓	✓
	Post Packages & Deals	✓	✓	✓
	Inclusion in 'My Trip Plan' itinerary builder	✓	✓	✓
	Destination blog exposure	✓	✓	✓
	Web dashboard: Update posts and listings at your convenience	✓	✓	✓
	Featured in a suggested itinerary within the blog platform			✓
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity for additional web enhancements</i>				

DIGITAL OUTREACH	Social media exposure	✓	✓	✓
	Partner blog exposure	✓	✓	✓
	Access to our Media Library		✓	✓
	Two (2) business photos by a professional photographer			✓
	Featured in a consumer newsletter with a link to Packages & Deals			✓
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity for social media and newsletter advertising</i>				

MEDIA CONNECTIONS	Referrals for travel media editorial content	✓	✓	✓
	Participation in Ambassador Pass program	✓	✓	✓
	PR Partners Program		✓	✓
	Press release assistance			✓
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity to host qualified media</i>				

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		✓	✓
	24-hour advanced access to respond to sales leads			✓
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity to participate in tradeshow, sales missions, and client events</i>				

## Partner success is our "Maine" focus!

		TIER I	TIER II	TIER III
PUBLICATIONS	Business listing in Visitor's Guide ( <i>Leisure traveler focused</i> )	✓	✓	✓
	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> )		✓	✓
<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			✓
<b>ALL PARTNERS:</b> <i>Partner-exclusive opportunity available for additional business exposure</i>				

VISIT PORTLAND COMMUNITY EXCLUSIVES	Networking mixers	✓	✓	✓
	Frontline Orientation Tradeshow	✓	✓	✓
	Marketing meetings	✓	✓	✓
	Tourism Talks: education opportunities for all employees	✓	✓	✓
	Regular industry updates and news	✓	✓	✓
	Extranet (Powered by Simpleview) - view your account and pay invoices	✓	✓	✓
	Partner-only interactive platforms	✓	✓	✓
	Partner-to-partner liaison	✓	✓	✓
	Business development consultations			✓
	Ticket for one (1) at Visit Portland's Annual Meeting			✓
<b>ALL PARTNERS:</b> <i>Sponsorship / host opportunities</i>				

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

“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.*

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.

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## 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)

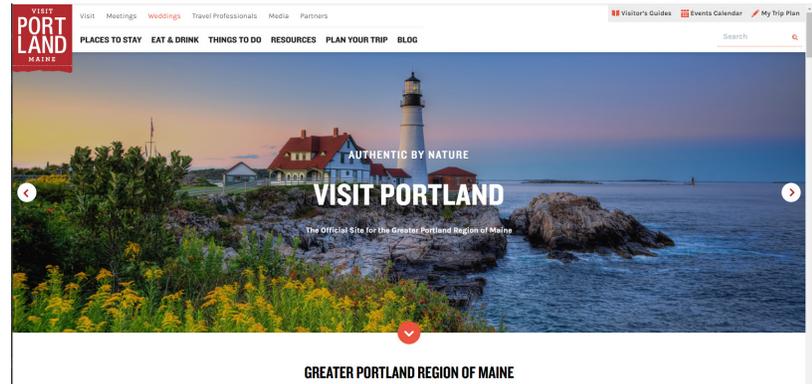
**Tier 3:** Your business will receive 4 listings (market(s) of choice)

## 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 backlinks 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 online 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 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.*

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## 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

Partners who have higher quality photos, obtain higher click rates! Draw visitors to your listing with (2) professional photos by local architectural photographer Peter Morneau. Peter's photography has been featured in a variety of different publications, including Downeast Magazine, Boston Magazine, Maine Home and Design, Décor Maine and the Wall Street Journal.

## 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.

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**@VISITPORTLAND**



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**#VISITPORTLANDME**  
**#MARRYINMAINE**  
**#MEETINMAINE**

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

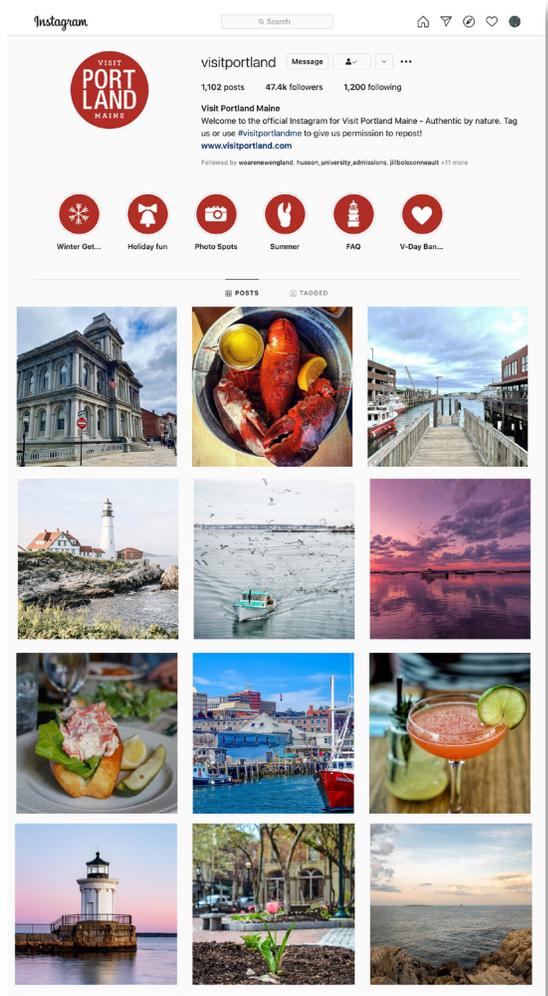


Photo credits noted on Instagram

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.*

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### 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!

### PR PARTNER 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.*

### PRESS RELEASE ASSISTANCE

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

“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*

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“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 alike.”

*Avery Windham  
Hyatt Place Old Port*





## 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.*

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### 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 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.

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“As a longtime partner of Visit Portland, our Hotel has seen the many benefits of partnership—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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“Being a part of Visit Portland has offered us the platform to strengthen our relationships and direct connections with fellow partners and meeting professionals. Visit Portland is not just another organization—it is a family that truly cares about the success of its partners and supports them wherever needed.”

*Holly Henderson*  
*Westin Portland Harborview*

### 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*

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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.*

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## 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). *Member 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!*

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## 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 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*

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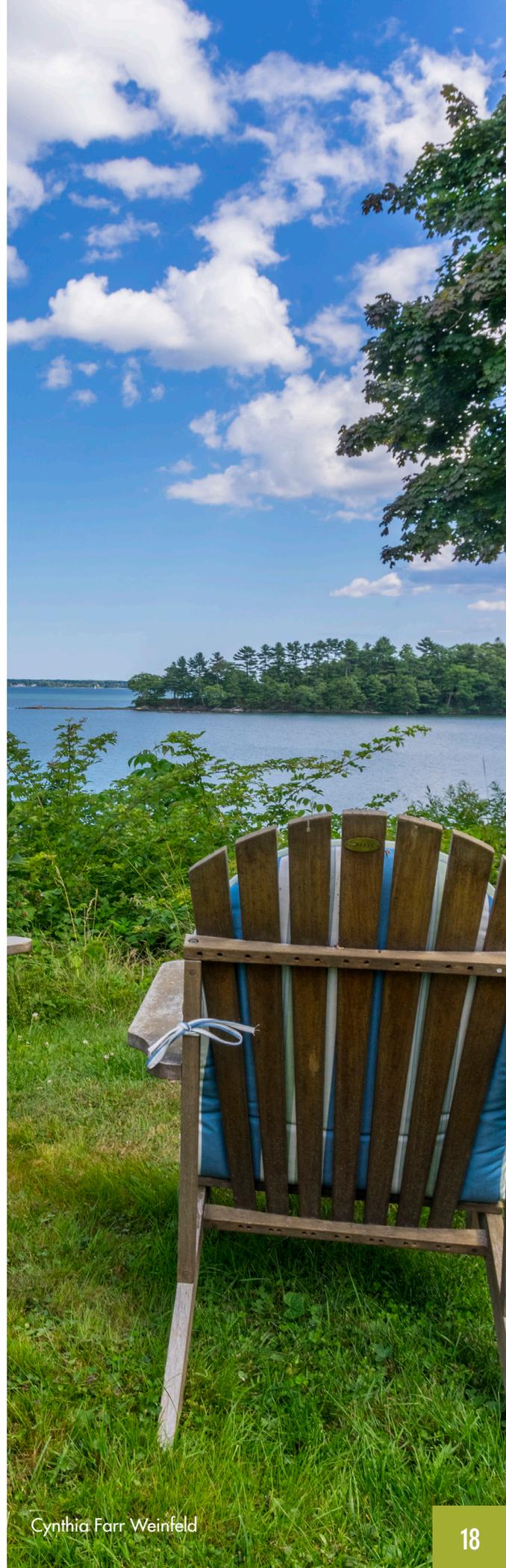
“I have formed countless relationships leading to many mutually beneficial partnerships, including multiple sources of referrals, and sales. Maine Foodie Tours has grown 65% over the season.”

*Pam Laskey  
Maine Foodie Tours*

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“As the owner of a wedding and events venue, it was invaluable to me to have guidance from Visit Portland's knowledgeable and dedicated staff about the myriad (and changing) regulations for gatherings. Visit Portland has been a strong advocate for the entire tourism industry. I am so thankful that the folks at Visit Portland are here for us!”

*Joanne Fryer  
Mowfield*





# 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.*

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## **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!

## **FRONTLINE ORIENTATION**

This trade show connects attractions with local frontline personnel so they can best answer visitor questions about what to do during their stay. Attraction partners exhibit for free; frontline 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 EXTRANET PORTAL**

Account management is made easy with our Simpleview CRM system. Track invoices, update contacts, pay bills online, 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, Frontline Orientation, Mixers, Sales Meetings, Tradeshows, Sales Missions, and Client Events.

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## 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)

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“We love Visit Portland!”

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

