



VISIT PORTLAND MAINE

Authentic By Nature

2022 – REFLECTION

Photo Credit: Bucketlist Journey / Annette White

The following is a result of Visit Portland's marketing efforts for the year 2022

MEETINGS MARKETING

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

- ▶ **Developed mainmeetings.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 8.7K

ig 45K 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

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

- ▶ Conducted photo contest
75 winners
300 submissions
- ▶ Built a media library
4,300 photos
87 videos

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