



VISIT

# PORTLAND

MAINE

*Authentic By Nature*

# VISIT PORTLAND

*Greater Portland's Destination Marketing Organization*



## PROTECTING TOURISM & DRIVING OUR ECONOMY...

Arguably, **Visit Portland** employees have the best jobs in our metro area.

As the official Destination Marketing Organization (DMO) for the Greater Portland region, it is our mission to continually cultivate our reputation as a world-class tourism destination—what an honor! Greater Portland is a vibrant, cosmopolitan, and in-demand destination. It is a perfect place for year-round work and play.

We are 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 economy in countless ways, helping all businesses, not just those within the tourism industry.

Visit Portland works closely with member businesses to ensure the continued growth and success of our economy. We hope you consider joining our efforts... together we are stronger!

Sincerely,

A handwritten signature in black ink that reads "Lynn M. Tillotson". The signature is fluid and cursive, with a large loop at the end.

Lynn Tillotson  
President & CEO  
Visit Portland

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## VisitPortland.com

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## MISSION

The mission of Visit Portland is to stimulate the economic vitality of Greater Portland by soliciting and servicing conventions, meetings, groups, and visitors, and by promoting Greater Portland as a preferred destination.

## ADVOCACY

Fundamentally an apolitical organization, Visit Portland works to ensure consideration is given to the hospitality industry and our member businesses. We achieve this through creating relationships with municipal and community leaders to make certain we always have a seat at the table so our voice is heard and our hospitality industry protected.



*Greater Portland's population alone could not sustain our restaurants, vibrant arts scene, events, and activities we've all come to enjoy  
—it's possible because of tourism!*

- **5.3 MILLION** people visit Greater Portland
- **\$635 MILLION** spending by visitors
- **\$62 MILLION** in tax revenues generated by Visitors
- **10,600** Tourism-related jobs supported by Visitors
- **\$204 MILLION** earned from Tourism-related jobs

Tourism is essential to Greater Portland's economic vitality. Investment in promoting tourism creates a customer base that sustains local businesses year-round, supports cultural assets, and generates awareness of Greater Portland that infuses the region's economic development.



# MARKETING THE REGION

Visitors have thousands of destinations to choose from for their vacation destination or conference city.

**Visit Portland** ensures that our destination is at the top of mind through innovative marketing programs that reach potential visitors and influence millions to visit Maine each year.

The Greater Portland region is represented through diverse marketing elements such as trade shows, print and television advertising, digital marketing, social media outreach, press and familiarization tours, a dynamic website, comprehensive guides, maps, and a variety of visitor services upon arrival.\*

*We do what most people think just happens!*



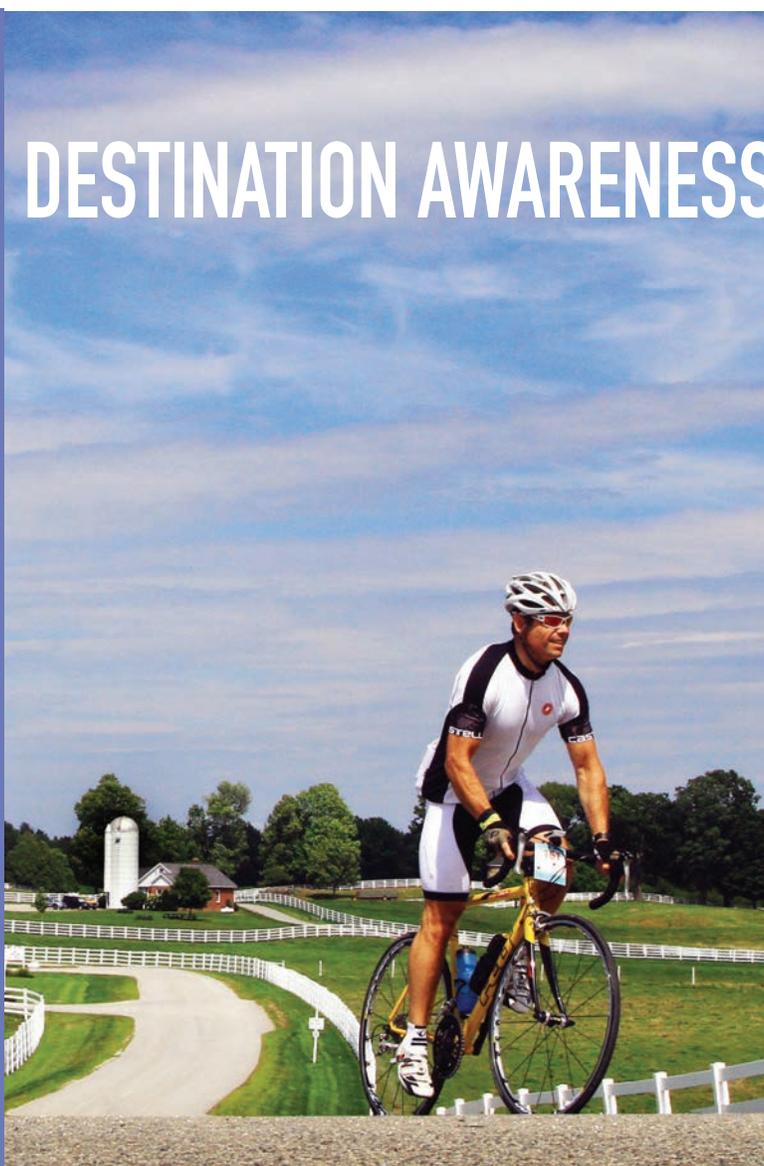
## MARKET SEGMENTS

Marketing programs are designed to reach:

- > Meeting and event planners
- > Sporting events & tournaments
- > Leisure travelers
- > Motorcoach tour operators
- > Cruise lines
- > International tour operators
- > Media | Travel Writers
- > Destination weddings

\* see results of the previous year's marketing plan at: [visitportland.com/pictures/pdfs/highlights2018.pdf](http://visitportland.com/pictures/pdfs/highlights2018.pdf)

# DESTINATION AWARENESS



*Visit Portland's sales team attends trade shows nationwide to promote the Greater Portland region.*

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## LEISURE TRAVELERS

**Visit Portland** represents the region at targeted cities selected through research and proximity to direct flight, train, or drive-to markets such as Boston, Washington DC, Philadelphia, New York City, Ottawa, Toronto, and Montreal.

## GROUP PLANNERS

**Visit Portland** represents Greater Portland to groups that best fit our region and venues. Markets include: small market meetings, incentive and luxury travel, association conferences, and more.

## SPORTS RIGHTS HOLDERS

**Visit Portland** promotes local fields, exhibition halls, and our natural landscape fitting for a variety of sporting events like the *Maine Ultimate Lobster Pot Tournament*, *Lobsterman Triathlon*, *Professional Bowlers Association*, and basketball tournaments.

## DESTINATION WEDDING PLANNERS

With 25% of marriages being destination weddings, **Visit Portland** showcases Maine as a premier wedding, honeymoon, and bachelor & bachelorette location at bridal shows in our key leader markets.

## INTERNATIONAL TRAVELERS

International visitors stay an average of 15 nights and spend 10 times more than a domestic visitor. **Visit Portland** works with international tour operators from around the world to develop attractive travel packages and itineraries to capture this lucrative market.

## MOTORCOACH TOUR OPERATORS

The relationships **Visit Portland** builds with tour operators at shows throughout the United States produces a multiplier effect—each tour operator is able to bring several bus loads of visitors to our region year after year.

## FAMILIARIZATION TOURS & SALES MISSIONS

**Visit Portland** conducts sales missions and in-market client events in Boston, Washington DC, Chicago, and New York City as well as brings planners to our region to experience specific itineraries targeting their clients needs. In-region FAM tours are conducted for groups such as Wedding Bloggers and Planners, Military Reunion Planners, Independent Planners, and Motorcoach Tour Operators.





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

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### GLOBAL EXPOSURE

Experienced travel writers call Destination Marketing Organizations (DMO) for story ideas and travel planning for their assignments. **Visit Portland** has assisted travel writers in creating favorable press featured in *The New York Times*, *Boston Globe*, *Travel & Leisure*, *USA Today*, *Bon Appétit*, *Conde Nast*, and many more!

### MEDIA OUTREACH

**Visit Portland** pitches story ideas to New York City media resulting in large circulation magazine coverage that would be too costly to purchase with advertising dollars. Through these efforts, accolades continue to emerge, keeping Greater Portland in front of the traveling public and on numerous top-pick lists.

## SOCIAL MEDIA

**Visit Portland** works diligently to prompt consumers, planners, brides and grooms to engage in Facebook, Pinterest, Instagram, and Twitter—always enticing them to plan their trip to Maine.

## CONSUMER PUBLICATIONS

**Visit Portland** strategically places advertisements in popular publications such as *Boston Globe Travel Magazine* (print and on-line), *Yankee Summer Travel*, and *Maine Invites You*.

## INDUSTRY PUBLICATIONS

Meetings and conferences can be the equalizer for our busy summer tourism season. **Visit Portland** places advertisements in business-to-business publications promoting meetings in Maine such as *Small Market Meetings Magazine*, *The Knot Magazine*, and *Successful Meetings Magazine*.

## STRATEGIC PROMOTIONS

**Visit Portland** sends updates to specific subscriber groups. Leisure travelers receive a seasonal newsletter highlighting special events and vacation packages. Event Planners receive a themed quarterly newsletter identifying creative ways to enhance their group's experience. Tour Operators receive information about events and new group-friendly offerings.



# BRAND BUILDING



*More than 600,000 consumers turn to VisitPortland.com as the trusted resource to learn about Greater Portland's diverse vacation options.*

### DESTINATION WEBSITE

VisitPortland.com is loaded with great information and beautiful imagery designed to lure visitors to our region. Vacation packages, the events calendar, maps, travel tips, where to stay, what to do, and places to eat are popular landing pages. The Visitor site attracts 80% new users, and people stay on the site over four minutes during peak season.

## MEET IN MAINE WEBSITE

[VisitPortland.com/meetings](http://VisitPortland.com/meetings) is targeted to event planners illustrating how convenient and exciting it is to hold meetings, conferences, and sporting events in Maine. Planners use this site to find the right size venues, accommodations to suit their group, convention services and attractions.

## MARRY IN MAINE WEBSITE

[VisitPortland.com/weddings](http://VisitPortland.com/weddings) showcases everything a couple may need for their destination wedding planning. Gorgeous and unique featured venues are prominently displayed while additional services are easily accessible. This page helps couples plan their wedding day, pre-and-post family activities, bachelor and bachelorette parties, and their honeymoon.

## TRAVEL TRADE WEBSITE

[VisitPortland.com/traveltrade](http://VisitPortland.com/traveltrade) speaks directly to Motorcoach Operators and assists them to find group-friendly and affordable hotels, dining and attractions for their bus passengers. International tour operators utilize this site to find area businesses who understand the pricing models of international packaging.



# TRIP PLANNING

WEBSITE



HOSPITALITY

*We welcome visitors to our Information Centers at the Portland International Jetport and Ocean Gateway, providing tools and resources about our region and the state.*

.....

### **VISITOR INFORMATION CENTERS**

**Visit Portland** operates the information centers located at the Portland International Jetport, Portland's Ocean Gateway, and Tommy's Park in the Old Port. Each year, over 50 volunteers and staff assist over 300,000 travelers and cruise ship passengers with their questions about Greater Portland, specifically recommending member businesses.

### **BROCHURE DISPLAYS**

Brochures continue to have a strong presence in tourism as the average visitor picks up 8-10 each visit. **Visit Portland** manages display racks at Ocean Gateway, The Portland Transportation Center, and the Portland International Jetport.

## VISITOR'S GUIDE

The official Greater Portland Visitor's Guide is the primary resource used by visitors for Greater Portland trip planning. 170,000 guides are distributed throughout New England, the Mid-Atlantic region, and in-state at Visitor Information Centers, area accommodations, and attractions. The guide is mailed to consumers by request, used at national travel shows, and is available on-line.

## EVENT PLANNER'S GUIDE

The official *Event Planner's Guide* is used by planners to find venues, room blocks, convention services, food and beverage, attractions, and entertainment for their group. A total of 5,800 copies are distributed at national travel shows, to qualified planners, and is available on-line.

## REGIONAL VISITOR'S GUIDE MAP

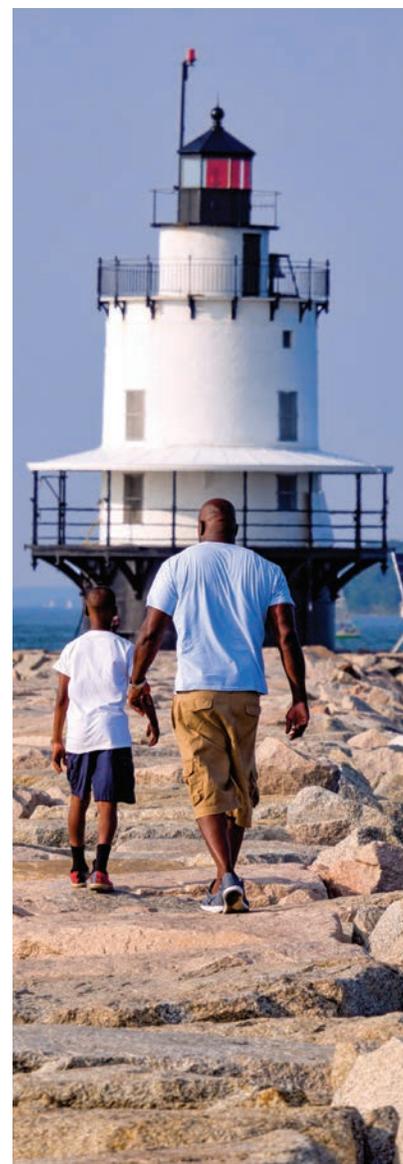
Several maps are included within the *Regional Visitor's Guide* to accommodate visitors wanting to explore the Old Port in depth, and those wanting to travel the Greater Portland region, and beyond. A city map as well as regional and state maps can be found within the guide.

## WALKING MAP

Walking maps offer visitors and cruise ship passengers an overview of downtown Portland including neighborhoods, parks, restrooms, business listings, and featured advertisements. These tear-off sheet maps also show major routes to area towns. Yearly, over 70,000 maps are distributed to visitors.

## MOTORCOACH MAPS

**Visit Portland** provides a lunch and dining map of downtown Portland that is distributed to passengers when they have free time to explore on their own. Maps include eateries open for lunch, places to shop, and highlights businesses offering a 10% discount. **Visit Portland** provides motorcoach drivers with a road and bus parking map for their convenience.





### FRONTLINE HOSPITALITY ORIENTATION

Interactive and educational, this annual complimentary, day-long event showcases area attractions, providing frontline personnel with a broad range of information and first-hand knowledge to help answer visitors' questions about what to do during their stay.

### MARKETING MEETINGS

Open to member partners of **Visit Portland**, these meetings feature industry trends, yearly marketing plans, upcoming events, marketing, trade show opportunities, and round-table introductions. These meetings allow businesses to collaborate, stay informed, find solutions, and grow their business.

### "TOURISM TALKS" EDUCATIONAL SERIES

**Visit Portland's** hour-long educational sessions explore a variety of topics pertinent to various levels of employees and business owners within the tourism industry. Workshops include subjects such as how to design brochures, manage a multi-cultural workplace, the art of networking, and how to use Google Analytics, to give some examples.

### MEETING PLANNER EDUCATION DAYS

Meeting planners can earn continuing education credits towards their Certified Meeting Planner (CMP) license while networking with peers. State and regional planners attend to build relationships with clients and get new ideas for their events.

*Visit Portland is involved with many influential organizations working to maximize efforts and ensure a premier experience for visitors in our region.*

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## MARKETING COLLABORATIONS

Visit Portland leverages the marketing efforts and combines financial resources with

- *Maine Motorcoach Network* to attract new and repeat motorcoach business to the state.
- *Maine Sports Commission* to solicit and service large sporting events.
- *Cruise Portland Maine*, which promotes the port of Portland to the cruise lines.
- *Discover New England*, a collaboration of the six New England states that puts forth a branded marketing message to international travelers.
- *New England Society of Convention and Visitors Bureaus*, which collectively markets New England as a premier destination for meetings, conventions, and sporting events.

## MAINE OFFICE OF TOURISM

The Maine Office of Tourism markets the state as a premier four season destination. As the official representative for the Greater Portland region, **Visit Portland** aligns closely with their marketing efforts.

## COMMUNITY REPRESENTATION

**Visit Portland** has representation through board or committee involvement designed to help our community thrive such as:

- Maine Tourism Association
- USM Tourism Hospitality Program
- Creative Portland's Cultural Plan
- Airport Master Plan Advisory Committee
- Portland Economic Scorecard Committee
- Portland Regional Chamber of Commerce
- Portland Economic Development Stakeholder Committee
- Maine Convention Center Collaborative
- and more...





### WHEN WERE YOU ESTABLISHED?

Established in 1982 as the Greater Portland Convention & Visitors Bureau, now doing business as **Visit Portland**, it is a member-funded, non-profit organization with a mission to stimulate the economic vitality of the region by soliciting and servicing conventions, meetings, groups, and visitors, and by promoting Greater Portland as a premier visitor destination.

### WHAT AREA DO YOU REPRESENT?

**Visit Portland** is charged with promoting the Greater Portland region, which includes Cape Elizabeth, Casco Bay Islands, Cumberland, Falmouth, Freeport, Gorham, North Yarmouth, Portland, Pownal, Scarborough, South Portland, Westbrook, and Yarmouth. However, Visit Portland has members throughout the state, and those businesses are also represented through our marketing efforts.

### HOW ARE YOU DIFFERENT FROM THE CHAMBER?

Unlike a Chamber of Commerce or a local economic development entity, **Visit Portland** is dedicated solely to promote visitation and the impact visitors provide to the local economy. While new business development in the community is critical, drawing in out-of-town customers is essential to maintain our economy.

### HOW IS VISIT PORTLAND FUNDED?

While most destination marketing organizations are funded by a portion of lodging taxes, **Visit Portland** is primarily funded through membership. Our non-profit organization proudly competes against bigger-budget destinations through partnerships with local businesses. We are proud to have hundreds of loyal members!

## WHO ARE VISIT PORTLAND'S MEMBERS?

Most members of **Visit Portland** are hotels, restaurants, shops, attractions, recreation, conference services, and transportation that offer products and services appealing to visitors and meeting planners. Non-hospitality focused businesses join to support our efforts to benefit the overall economic vitality of the community.

## WHY BECOME A MEMBER?

**Visit Portland's** membership won't just help strengthen local tourism—it will strengthen your business! We offer a sophisticated marketing strategy with the membership and marketing dollars we receive from our members. By pooling these monies, we are able to present a unified brand across the country and internationally. This allows our members to cost-effectively reach far more customers than they would on their own.

## HOW CAN I GET MORE INFORMATION?

Visiting the website will provide digital versions of **Visit Portland's** five-year strategic plan, annual marketing plan, staff list, member benefits, board of directors, member tutorials, and more.

[VisitPortland.com/members](http://VisitPortland.com/members)

.....  
*Membership Department | [membership@visitportland.com](mailto:membership@visitportland.com) | 207.772.4994 x 237*





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To the entire Visit Portland team -  
Thank you for such an amazing WITS 2019! Our attendees  
thoroughly enjoyed themselves,  
and we could not be happier with how the week turned out.

It has been an absolute pleasure working ”  
with your team over the past several months! Thank you.

*Sara Weiskotten, Operations and Logistics Chair  
Women in Travel Summit (WITS) - North America + Europe*

“

I really enjoyed my time in your fantastic city, exploring as  
much as I could over my five days there.  
I'll be creating some content on the blog about the places I  
visited in Portland, so I'll be in touch in the ”  
coming days when the articles go live on my blog!

*Lauren Yakiwchuk , Justin Plus Lauren*

“  
What an awesome vacation my family and I have had this week in Portland! It was our first visit. We will definitely be coming back... We took the Harbor Lights and Sights Cruise, Odyssey Whale Watching Tour, Lucky Catch, and Duck Tour. We also visited Maine’s Wildlife Park. Made awesome memories visiting downtown Portland, eating your  
”  
local foods and being in the salt air was the therapy we needed

*Michelle Perkins Cianfarra, North Carolina*

“  
Waking up early to explore the #lighthouses of #portland, #maine was worth it!  
Thanks to @visitportland...for gathering an  
”  
incredible group of #travel influencers in one place.

*Cynthia Requenez, Facebook*





[VisitPortland.com](http://VisitPortland.com)

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