



VISIT

PORT
LAND

MAINE

Authentic By Nature

VISIT PORTLAND

Greater Portland's Destination Marketing Organization



INVESTING IN OUR COMMUNITY

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 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 region's economic prosperity through visitation and related spending through 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 the creation of 23,400 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 partner businesses and community leaders to ensure the continued growth and success of our economy. We hope you will join our efforts. Together, we will be stronger!

Sincerely,

Lynn Tillotson
President + CEO
Visit Portland

* Maine Office of Tourism and Downs & St. Germain Research; 2023 Greater Portland region

CONTENTS

About Us 3

Market Segments 4

Trade Shows..... 5-6

Media + Press..... 7

Print + Social 8

Website 9-10

Visitor Services 11

Maps + Guides..... 12

Industry Training 13

Marketing Collaborations 14

Q&A / Why Join 15-16

Tourism Development District. 17-18

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VisitPortland.com

1375 Congress Street
Portland, Maine 04102
p: 207.772.4994

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ABOUT US

Visit Portland, formerly the Greater Portland Convention & Visitors Bureau (CVB), is a 501c6, not-for-profit Destination Marketing Organization (DMO) responsible for promoting the Greater Portland region since 1982.

DMO + ECONOMIC DEVELOPMENT

As a Destination Marketing Organization (DMO), we play a pivotal role in driving tourism and bolstering economic development in our region. We adeptly promote our destination, ensuring consistent branding and positive public perception. By attracting visitors and investors, we stimulate local economies, create jobs, and generate tax revenue. Additionally, we champion community initiatives, enhance infrastructure,

and preserve cultural heritage, enriching residents' lives. Through strategic research and partnerships, we facilitate informed decision-making and foster collaboration among stakeholders. In essence, DMOs like ours are indispensable growth agents, enhancing the vibrancy and prosperity of the destinations we represent.

RESULTS

The Greater Portland region attracted more than 2.5 million visitors to our area in 2023, spending almost \$1.4 billion on accommodations, transportation, groceries, restaurants, shopping, entertainment, etc. All of this has resulted in a total economic impact of \$2.4 billion for our region.

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 | Influencers
- > Destination Weddings
- > Reunions + Social Events

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 annually.

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 various visitor services upon arrival.

We do what most people think just happens!

Jan Macraich
DESTINATION AWARENESS



MARKET SEGMENTS



OUTREACH

Tim Greenway

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

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 various year-round sporting events like the *All-American Summer Classic*, *Lobsterman Triathlon*, *Professional Bowlers Association*, and more.

DESTINATION WEDDING PLANNERS

With 18%* of weddings being destination weddings, **Visit Portland** showcases Maine as a premier wedding, honeymoon, and bachelor and bachelorette location at bridal shows in our key leader markets.

INTERNATIONAL TRAVELERS

International visitors stay an average of 18 nights* and spend an average of \$4,200 per person. **Visit Portland** works with international tour operators worldwide 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 produce a multiplier effect. Each tour operator can bring several busloads of visitors to our region year after year.

FAMILIARIZATION TOURS & SALES MISSIONS

Visit Portland conducts in-market client events and sales missions in Boston, Washington DC, Chicago, and New York City. In contrast, in-region familiarization tours for groups such as Wedding Bloggers and Planners, Military Reunion Planners, Independent Planners, and Motorcoach Tour Operators bring planners to our region to experience specific itineraries targeting their client's needs.

* The Knot + U.S. Travel Association



Nadra Photography



BRAND BUILDING
GLP Films

Visit Portland is the first point-of-contact for media professionals seeking story pitches, photo|video, itineraries, and other inspiration when considering featuring the Greater Portland, Maine region. Our organization is dedicated to sharing the compelling stories of our destination, community, and the people who live and work here.

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.

CONTENT CREATION

Visit Portland creates content focused on telling the story of our destination, our community, our businesses, and our people. Content includes; blogs, videos, photography, and posts.

SOCIAL MEDIA

Visit Portland works diligently to prompt consumers and planners to engage in Facebook, Pinterest, Instagram, X, TikTok, and LinkedIn – constantly 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 online), *Yankee Summer Travel*, and *Maine Invites You*.

INDUSTRY PUBLICATIONS

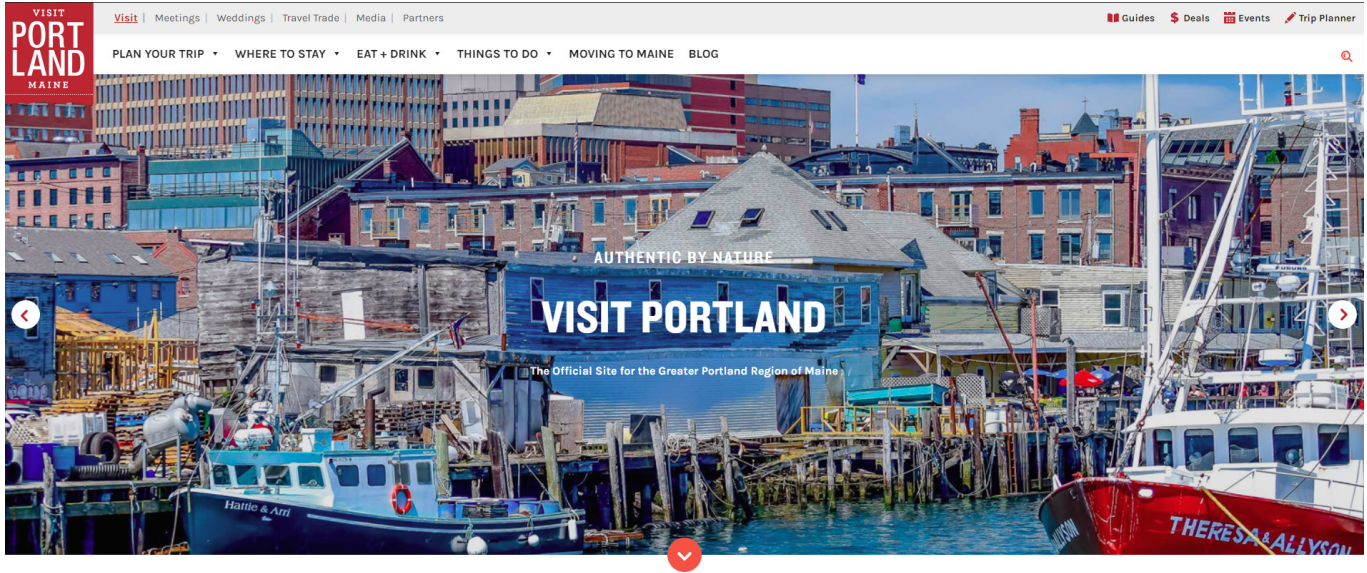
Meetings and conferences can be the equalizer for our busy summer tourism season. **Visit Portland** places advertisements in business-to-business publications promoting meetings in Maine, such as *Small Market Meetings Magazine*, *The Knot Magazine*, and *Successful Meetings Magazine*.

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.



Visit! Freeport



More than 745,000 consumers turn to VisitPortland.com as the trusted resource to learn about Greater Portland's diverse meeting + 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 targets event planners, illustrating how convenient and exciting it is to hold meetings, conferences, and sporting events in Maine. Planners use this site to find suitable size venues and accommodations to meet the needs of their group, convention services, and attractions.

MARRY IN MAINE WEBSITE

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 honeymoon.

TRAVEL TRADE WEBSITE

VisitPortland.com/travel speaks directly to motorcoach operators and assists them in finding 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.



Amy Stendel
TRIP PLANNING

WEBSITE



Rachel Epperly

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

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VISITOR INFORMATION CENTERS

Visit Portland operates the information centers 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 questions about Greater Portland, specifically recommending partner 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 visitors use for Greater Portland trip planning. 150,000 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 online.

EVENT PLANNER'S GUIDE

Planners use the official *Event Planner's Guide* to find venues, room blocks, convention services, food and beverage, attractions, and entertainment for their group. 5,000 copies are distributed to qualified planners at national travel shows and available online.

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 wishing to travel the Greater Portland region and beyond. Visitors can find city, regional, and state maps in 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 75,000 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 independently. 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 convenience.



John Bald



EDUCATION

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.

SALES + MARKETING MEETINGS

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

"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 actively collaborates with numerous influential organizations to optimize initiatives, striving to provide exceptional experiences for visitors to our region while fostering a resilient community for our residents.

MARKETING COLLABORATIONS

Visit Portland holds board seats and leverages the marketing efforts with each organization below.

- *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 Meeting Sites*, a collaboration with New England CVBs, collectively marketing 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:

- Airport Master Plan Advisory Committee
- Creative Portland's Cultural Plan
- GPCOG Regional Prosperity Committee
- Maine Tourism Association
- Portland Economic Development Stakeholder Committee
- Portland Economic Scorecard Committee
- Portland Regional Chamber of Commerce
- USM Tourism & Hospitality Program
- Waterfront Alliance
- and more...

Cynthia Farr-Weinfield





WHEN WERE YOU ESTABLISHED?

Visit Portland was established in 1982 as the Greater Portland Convention & Visitors Bureau. In 2017, the organization followed an industry movement worldwide and changed its name to **Visit Portland**. The new name clearly defines the organization's mission and serves as a call to action for all.

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 partners throughout the state, and those businesses are also represented through our marketing efforts.

HOW ARE YOU DIFFERENT FROM THE CHAMBER?

While entities like the Chamber of Commerce or local economic development organizations focus on various aspects of community growth, Visit Portland stands apart by dedicating itself solely to the promotion of visitation and its pivotal role in bolstering the local economy. While nurturing new businesses within our community remains vital, attracting out-of-town visitors is equally imperative for sustaining our economic vitality.

HOW IS VISIT PORTLAND FUNDED?

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

WHO ARE VISIT PORTLAND'S PARTNERS?

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

WHY BECOME A PARTNER?

A partnership with **Visit Portland** offers small businesses unparalleled exposure and support in the vibrant tourism landscape of Greater Portland. Through strategic marketing initiatives, networking opportunities, and promotional campaigns, **Visit Portland** amplifies visibility, driving foot traffic and revenue to partners. Benefit from targeted advertising, inclusion in our guides, and access to valuable resources and industry insights tailored to small businesses. Joining forces with **Visit Portland** provides a platform to showcase unique offerings, attract new customers, and thrive in Greater Portland (and Maine's) dynamic marketplace, ultimately enhancing brand recognition and fostering long-term success.

HOW CAN I GET MORE INFORMATION?

Visiting the website will provide digital versions of **Visit Portland's** annual marketing plan, partner benefits, board of directors, industry resources, tutorials, and more.

Partnership Department
partners@visitportland.com
207.772.4994 x 237
VisitPortland.com/partners



Cynthia Farr-Weinfeld





PGM Photography

The Portland Tourism Development District (PTDD) is a partnership between hotels within the boundaries of the City of Portland, the City of Portland, and Visit Portland.

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HOW IT WORKS

Portland, Maine, has made strides in its tourism development efforts by establishing its inaugural Tourism Development District under the Maine State Development District Law.

The initiative mandates that 21 participating hotels within the City of Portland (defined as non-seasonal establishments with 40 rooms or more) bear an additional charge in the form of assessments as prescribed by the law.

The City of Portland will directly issue assessment invoices to these identified hotels to ensure compliance with the statutory obligations. It is important to note that this is not an optional lodging tax. However, hotels can pass on a fee to their guests for fund-generation purposes. Upon hotel payment, the City redistributes the collected funds to Visit Portland, deducting a nominal administrative fee.

As the custodian of these finances, Visit Portland assumes responsibility for strategizing and executing developmental and marketing initiatives, with a Board of Directors, including a city-appointed member, ensuring proper allocation.

Furthermore, Visit Portland presents an annual PTDD Development plan and budget to the Portland City Council for review and approval, ensuring transparency and accountability in pursuing tourism enhancement within the City.

BUDGET + PARTNERSHIP

Establishing the PTDD does not signify an increase in Visit Portland's operational budget. Instead, Visit Portland will serve as the fiscal agent for the district funds, managing both budgets separately and overseen by the board.

For over 41 years, Visit Portland has operated as a partnership-funded organization, and this model will remain unchanged. Partner dues will continue to be a part of our funding structure.

However, the establishment of the PTDD will lead to a significant boost in Visit Portland's marketing budget, nearly doubling it to almost \$2 million. These additional funds will significantly enhance our ability to market the destination year-round, benefiting all our partners, and we are enthusiastic about the opportunities this will create.

As of November 2023, **212** districts have been established in **23** states with an additional **11** states implementing or considering formation. Portland was the **210th** district to form in the U.S.!

BOARD OF DIRECTORS

The Development District Law states that there must be an advisory committee of payers. Rather than have two boards, it was decided that we would restructure the Visit Portland Board of Directors to establish one governing body over both budgets. Therefore, a new board was established consisting of six (6) PTDD hotel properties, five (5) Visit Portland partners, and one (1) ex-officio city representative.

Note: When a district is in place, the hotels must have a majority vote on the board, and a municipal representative must also have a non-voting seat.



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[VisitPortland.com](https://www.visitportland.com)

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Portland, Maine 04102
207.772.4994