



VISIT

PORTLAND

MAINE

*Authentic By Nature*

# VISIT PORTLAND

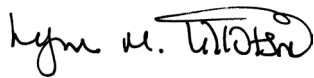
*2023 Annual Marketing Report*

# EXECUTIVE SUMMARY

The Annual Report for our Destination Marketing Organization encapsulates a year of dynamic marketing endeavors, executed by the dedicated staff of Visit Portland, to showcase our destination’s allure to visitors nationwide. Through strategic initiatives, we’ve effectively targeted diverse audiences, including meeting and conference attendees, sporting event enthusiasts, motorcoach travelers, media representatives, and more. Leveraging a comprehensive array of digital, social, print, and website content alongside targeted emails, tradeshow, and familiarization tours, we’ve successfully engaged with potential visitors across various channels.

None of these accomplishments would have been possible without the steadfast support of our partners and the invaluable backing from the Maine Tourism Marketing Partnership Program (MTMPP) grant, underscoring our commitment to driving tourism and economic growth in our region. As we reflect on the past year, we look forward to building upon these achievements and continuing to position our destination as a premier choice for travelers nationwide.

We thank you for your partnership and commitment.



Lynn Tillotson  
President + CEO

# STAFF



Lynn Tillotson  
President + CEO



Amy Tolk  
Vice President + CFO



Richard Leeman  
Director of Visitor Services



Kate McDonough  
Director of Business + Partnership Development



Kirstie Archambault  
Digital Marketing Director



Abby Traver  
Group Sales + Services Manager



Caroline Zambarnardi,  
Partner Services Coordinator



Brigitta Jenner  
Office Manager



Lauren Peters  
Media Coordinator

# PARTNERSHIP

*At Visit Portland, partnerships are at the heart of our organization and the key component to our destination marketing services. By teaming up with local businesses, organizations, and tourism agencies, we amplify promotion efforts, offer tailored support, and facilitate collaborative marketing initiatives. Together, we strive to enhance visitor experiences and showcase the best of what Portland has to offer, ensuring mutual success and satisfaction.*

- 65 New partners
  - ▶ New Tier Program Roll-Out
  - ▶ 2 New Accommodation Marketing Programs
- 375 Partners
  - ▶ Enhanced B2B Benefits
  - ▶ Benefits Fulfillment Guarantee

## PARTNER EVENTS

Events happen throughout the year and help our partners make connections with fellow peers—be sure to mark them on your calendar.

- 1 Frontline Orientation  
160 attendees and 51 exhibitors
- 4 Informative Group Marketing Meetings  
32 group partners attended on average
- 4 Partner Mixers  
300 attendees



Sample Benefits Brochure

# 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 + DIGITAL OUTREACH

### ► Social Media Ads

3.6 million impressions  
65K clicks  
4.6K post reactions, 150 comments, and 480 shares



### ► Google Ads

11 million impressions  
143K interactions  
134K clicks

- Facebook followers: 51K
- Instagram followers: 70K
- Twitter followers: 8.5K
- TikTok followers: 1.9K

@VISITPORTLAND  
@MARRYINMAINE  
@MEETINMAINE

### ► Web Traffic Ads

97K reach  
2.3K link clicks

Total followers across all platforms: 130,870  
Growth is up 9%

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## E-MAIL CAMPAIGNS

The Greater Portland region has developed a loyal e-newsletter following. With over 79,000 subscribers in our database, we send bi-monthly updates about what is going on in the region in the upcoming season. We recently coordinated a newsletter design that mirrors the design of VisitPortland.com, allowing us to focus on interest-based story content. The design is more sleek, easy to read, and easy to navigate back to the regional website.

### ► 4 Volunteer Newsletters

with an average 83% open rate and a 20% click-through rate

### ► 5 Consumer Newsletters

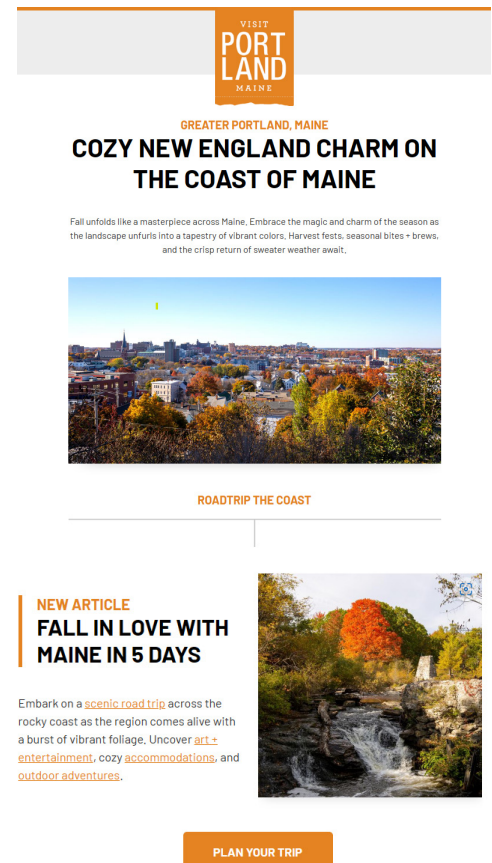
sent to over 79K subscribers with an average open rate of 38% and a click-through rate of 1.75%

### ► 9 Partner Newsletters

with an average 57% open rate and a 8.5% click-through rate

### ► 4 Group Newsletters

with an average open rate of 27% and a click-through rate of 3%



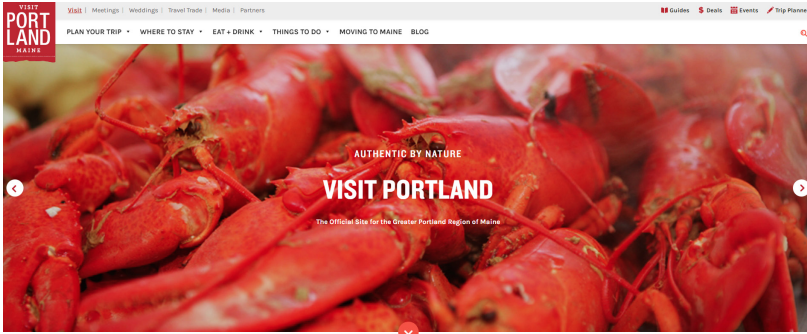
Sample Newsletter

# 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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## VISITPORTLAND.COM



## TOP 10 DESTINATIONS VISITING

### By State:

1. Massachusetts
2. Maine
3. New York
4. Virginia
5. Florida
6. Georgia
7. North Carolina
8. Ohio
9. Pennsylvania
10. Michigan

### By Country:

1. United States
2. Canada
3. Ireland
4. United Kingdom
5. China
6. Germany
7. France
8. Indonesia
9. India
10. Australia

<b>6.3M</b> Events (scrolls, clicks, etc.)	<b>454K</b> Mobile Views
<b>570k</b> Engaged sessions	<b>18K</b> Tablet Views
<b>740k</b> Users	<b>269K</b> Desktop
<b>2.2M</b> Page views	

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## BLOG ARTICLES

Visit Portland's blog is a dynamic platform showcasing the diverse attractions of our region across Leisure, Weddings, Meetings, and Travel Trade. We spotlight partner businesses, driving traffic to their sites and amplifying their reach across our digital platforms.

### 42 New blogs

Our Blog page saw over **981K** events (scrolls, clicks, etc) and over **359K** views. Our blogs saw over **201K** users, with an average engagement time of over **60** seconds.

### FEATURED ARTICLES



#### 4 SEASONS OF MAINE WEDDING INSPIRATION

If you're newly engaged or planning a wedding in Maine, you're surrounded by endless amounts of inspiration...all year long across Greater Portland, Maine.



#### 9 TOP TEAM-BUILDING GROUP ACTIVITIES IN PORTLAND, MAINE

Bring your attendees to Portland, Maine, for a memorable meeting and team-building experiences they won't forget.



#### TOP 10 MUST-DO'S FOR FIRST-TIME VISITORS

Must-do experiences that will leave a lasting impression on your first trip to the region. Find essential activities you can't afford to miss for a successful trip to Vacationland.

# 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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## MEDIA ASSISTS

Visit Portland received over **60** media and travel requests, which resulted in over **45** media stories

## MEDIA VISIT

Over the past year, we have hosted **4** media professional itineraries, which resulted in articles in: *Men's Journal*, *Thrillist*, a blog on *Sarah Jayne Explores*, and *The Roaming Foodie*

**MEN'S JOURNAL**

**thrillist**



**THE ROAMINGFOODIE**

**Sarah Jayne Explores**

## NY TRAV MEDIA SHOW

**24** Pre-scheduled appointments from attending IMM Trav Media Show in NYC

**60** Connections to vetted media professionals

## FAMILIARIZATION (FAM) TOURS

Visit Portland participated in a **7** day press trip with Capshore Photography alongside **2** other Maine regions, Maine Lakes & Mountains and Maine Midcoast. The Greater Portland leg featured **15** partners and resulted in a blog that organically reached **870** page views and **600** users. The social media push had over **15,000** impressions.



Provided by Capshore Photography

## BLACK TRAVEL MAINE

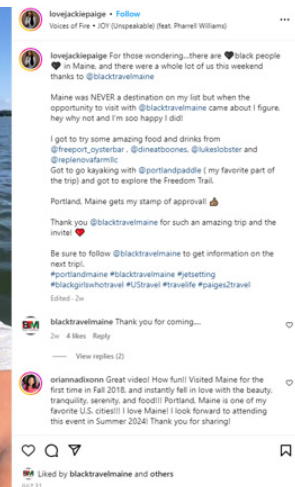
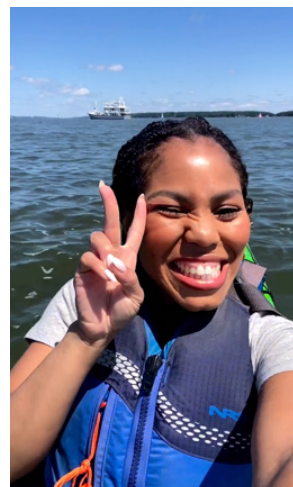
**3 days**

**35 posts**

**2K+ likes**

**100+ comments**

In July 2023, Black Travel Maine and Visit Portland partnered to promote visitation to Greater Portland to a BIPOC audience of media and influencers, all visiting Maine for the first time.



Instagram photo; Provided by Black Travel Maine

# GROUP SALES

The mission of the Group Sales department is to lead direct selling efforts to attract meetings, conventions, destination weddings, motorcoach 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.

## MAINE MEETINGS CAMPAIGN

Visit Portland has had the honor of partnering with the Maine Office of Tourism in developing an awareness campaign for Maine Meetings. This partnership is in the third and final year and we are grateful for the exposure it has provided.

### DIGITAL

#### Ads & Posts on Visit Maine’s Facebook page

Google Ads: **3** million impressions **11k** clicks  
LinkedIn Ads: **690,000** impressions **4500** clicks  
Facebook Ads: **3** million impressions **27k** clicks

#### Ads & Posts on Visit Portland’s LinkedIn page

LinkedIn Ads: **1.4** impressions **9,200** clicks  
Facebook Ads: **550,000** impressions **8,300** clicks

### WEB

#### Traffic to MaineMeetings.com

**23.5K** Total users primarily visiting the site from NY, PA, IL, CA, VA, MA, FL, and NJ

**26%** From LinkedIn Ads

**18%** From Facebook Ads

**16%** From Digital Ads

#### Traffic to VisitPortland.com

**40K** Total users primarily visiting the site from ME, MA, NY, VA, FL, IL, and CA

**51%** From Google searches

### VIDEO

Visit Portland also worked with Digital Edge to create **3** videos on meeting in Maine with a total of **638** views on YouTube

### E-MAIL

Sent **13** e-mails reaching a list of over **5,000** planners with a **24%** open rate and **2%** click-through rate.

## TRADESHOWS, REFERRALS, SITE VISITS + RFPS

### 4 Industry tradeshows:

- ▶ PCMA Convention + Sales Summit, Maryland
- ▶ Adventure Travel Trade ELEVATE, Portland
- ▶ SMCC Fall Wedding Show, Portland
- ▶ Luxury Meetings, PA

Processed **180** accommodation leads and **228** service requests

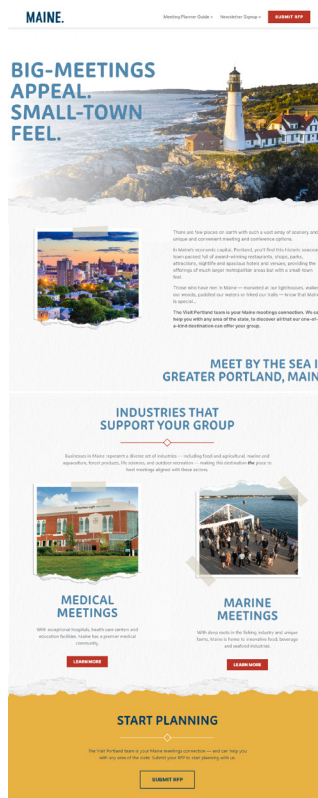
Planned and executed **8** in-person site visits with planners sourcing Greater Portland, Maine

**55** Event Planner’s Guide request submissions and **77** RFP submissions through the Visit Portland website

### MOTORCOACH

**70** Appointments with Tour Operators at the American Bus Association Marketplace

**7,000** motorcoach visitors from **179** motorcoach visits to the Visitor Information Center



## CRUISE - PORTSHARE PROMISE

Visit Portland works alongside Cruise Portland Maine, Cruise Maine, and the City of Portland to engage with cruise executives for shore excursion options as well as to manage passenger flow while in the destination.

**157,775** cruise ship passengers from **55** large ships in **19** weeks between June and November

**15,000** passengers on the Hop On, Hope Off pilot program for Portshare Promise

# 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, and are also widely distributed at tradeshows and consumer locations.

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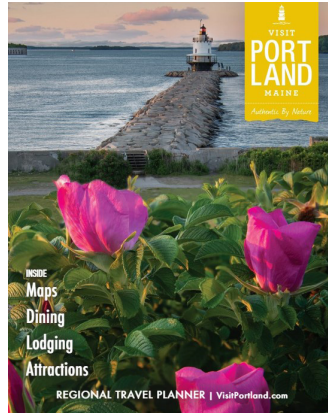
## VISITOR GUIDE

The Greater Portland Visitor's Guide was distributed through **9** distribution companies throughout **7** states and shown in **855** different locations:

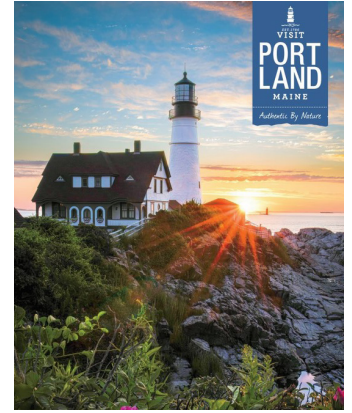
- ▶ Connecticut
- ▶ New York
- ▶ New Hampshire
- ▶ New Jersey
- ▶ Massachusetts
- ▶ Pennsylvania
- ▶ Maine

Visitor's Guides were also sent to **4** camping shows in Boston, Springfield, Montreal, and Auburn, ME as well as to **7** consumer travel shows:

- ▶ Chicago Travel Adventure Show
- ▶ Boston Travel Adventure Show
- ▶ New York Travel Adventure Show
- ▶ Washington DC Travel Adventure Show
- ▶ Toronto Travel Adventure Show
- ▶ Ottawa Travel and Vacation Show
- ▶ Montreal Travel Adventure Show



Sample Visitor's Guide



Sample Event Planner's Guide

## ADDITIONAL DISTRIBUTION:

Over **1,500** Visitor's Guides were distributed at the Big E in Springfield, MA

**1,000** guides were also distributed at tradeshows, and mailed to various event planners across the country

## EVENT PLANNER'S GUIDE

Visit Portland has mailed out **4,000** copies of our Event Planner's Guide to qualified planners across the U.S.

# VISITOR INFORMATION CENTERS

Greater Portland welcomes millions of visitors each year. Our Visitor Information Centers help answer questions and provide a warm and welcoming first impression as they enter the region.

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**34K** One-on-one interactions at Ocean Gateway and an **8.5%** increase over 2022 with approximately **135** visitors a day and approximately **24** served per hour

**34K** One-on-one interactions at the Jetport with approximately **12** visitors served per hour

**4K** One-on-one interactions at Tommy's Park Information Center with approximately **10** visitors served per hour

**851** Hours worked by our **30** volunteers from May through October.

August was the busiest month with **11,000** visitors, an average of **358** per day at Ocean Gateway



Visitor Information Services

*"I highly recommend going to [the] Visitor Center once you enter [the] city to gather information to make the best of your visit!"*

- Dr. Rosie Ann Riley



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

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