

Visit Portland

Group Marketing

2025 Projects | Program of Work

- **Objective**
 - The state of Maine has now been reduced to one CVB, Visit Portland. This CVB and team will act as the primary meetings contact for the state and all marketing will say, “Your Maine Meetings Team, Greater Portland CVB”. The focus for the state is to attract meetings that are in alignment with the economic development office's growth sectors. The focus for the state would be smaller meetings up to 550 on peak between (Bangor and Portland) and groups that would want to extend their business travel into “bleisure (business-leisure)” trips.
- **Goals**
 - Create awareness of Maine’s meeting capabilities
 - Drive interest in the state’s market segments + year-round initiatives
 - Support tradeshow and sales initiatives
 - Support PTDD Hotels

Projects

- **Cvent**
 - Cvent Diamond Membership
 - DMO Dashboard
- **Meeting Planner Newsletter**
- **In Market Meeting Planner Site Visit Assistance**
- **Lead Production**
 - Year-round initiative
 - R+G Solutions
- **Event Planner Guide**
 - Mailing of the Event Planner Guide to a list of 4,200 planners
- **Matterport Tour Production**
- **Tradeshow Participation**
 - Cvent Connect | June 9-13 | San Antonio, TX
 - Destination East | September 7-9, 2025 | Providence, RI
 - Connect North | January 2026 | TBD

January

- Newsletter Content Strategy

February

- Sales + Marketing Meeting
 - Feb. 12 | Portland Harbor Hotel

March

- April Maine Meetings Newsletter Content Creation
- R+G Solutions

April

- Maine Meetings Newsletter
- R+G Solutions

May

- June Maine Meetings Content Creation
- Sales + Marketing Meeting
 - May 14 | Porthole

June

- Maine Meetings Newsletter
- Cvent Connect
 - June 9-12 | Texas

Fiscal Year 2026

July

- August Maine Meetings Newsletter Content Creation

August

- Maine Meetings Newsletter
- Sales + Marketing Meeting
 - Aug. 6 | TBD

September

- October Maine Meetings Newsletter Content Creation
- Destination East
 - September 7-9 | Rhode Island

October

- Maine Meetings Newsletter

November

- Maine Meeting Newsletter
- Sales + Marketing Meeting
 - Date TBD | Nonesuch River Brewing

December

- Maine Meetings Newsletter