



VISIT  
**PORT  
LAND**  
MAINE

*Authentic By Nature*

**VISIT PORTLAND**

*Our Place in the Community*



## INTRODUCTION

*In Maine's largest metropolitan area, there are a lot of organizations working to keep our community thriving:*

- *Visit Portland*
- *Portland Regional Chamber of Commerce*
- *Portland Downtown*
- *Creative Portland*
- *Portland Buy Local*
- *Cruise Portland Maine*

*Visit Portland works closely with each of these organizations to provide both visitors and the business community with positive outcomes.*

.....

*Additionally, working collaboratively with these statewide organizations is equally important:*

- *Maine Office of Tourism*
- *Maine Tourism Association*
- *Maine Sports Commission*
- *Maine Motorcoach Network*
- *Maine Retail Association*
- *Maine Campground Owners Association*
- *Maine Film Office*
- *HospitalityMaine*
- *CruiseMaine*
- *Ski Maine Association*
- *Visit Freeport*



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*In this document, we are going to show how it all ties together.*

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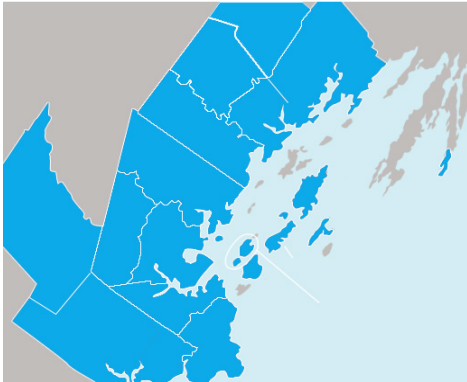
# VISIT PORTLAND

*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. We are proud to drive the economic prosperity of the region through visitation – what an honor!*

.....

We go beyond the borders of the City of Portland—Visit Portland’s marketing scope officially covers the following towns of the Greater Portland region:

- Scarborough
- Cape Elizabeth
- South Portland
- Portland
- Gorham
- Westbrook
- Falmouth
- Cumberland
- Yarmouth
- North Yarmouth
- Freeport
- Pownal
- Casco Bay Islands



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*While Portland boasts strong name recognition as a premier destination, its neighboring towns are vital to the region’s appeal. Imagine visiting Portland without experiencing Portland Head Light in Cape Elizabeth or L.L.Bean in Freeport. These communities aren’t just nearby—they’re what make Greater Portland unforgettable.*

# OUR MARKETING REACH IS WIDE

*The fundamental mission of Visit Portland is the promotion of visitor and business travel, which generates overnight lodging and visitor spending for a destination. Visit Portland works year-round to attract eight (8) key market segments to Greater Portland*

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EIGHT (8) KEY TOURISM TARGET MARKETS



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**Visit Portland** tells an inviting story while attending industry trade shows, hosting familiarization tours, conducting sales missions, and having a strong print, on-line, digital, and social media presence. This sophisticated strategy, supported by a team of seasoned tourism professionals, enables us to drive interest to Greater Portland very effectively.





# VISIT PORTLAND'S IMPACT

*Our marketing efforts help to facilitate tourism dollars that are a top economic driver for the Greater Portland region. Travel generates demand throughout the economic supply chain, boosting employment and spurring investment directly and indirectly related to travel.*

.....

**2.8 MILLION VISITORS**



**\$1.8 BILLION**

IN DIRECT VISITOR SPENDING

**\$2.9 BILLION**

TOTAL ECONOMIC IMPACT

**20,200**

HOSPITALITY JOBS

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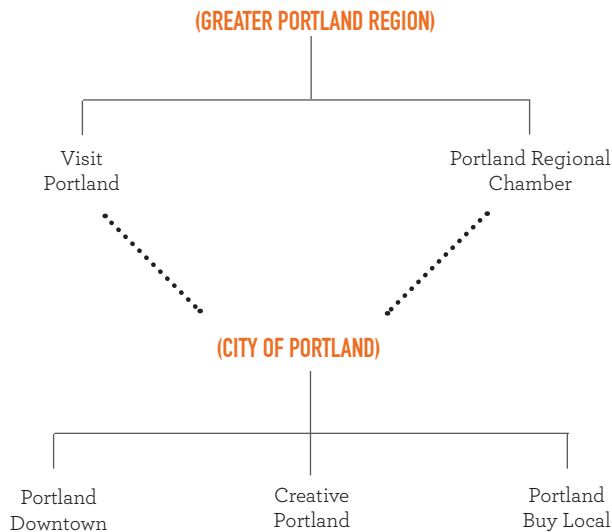
*Greater Portland has seen significant overall growth over the last three decades, not only in tourism-related businesses but from education, industry, corporate businesses, and large mixed-use developments. A significant reason these businesses select our region is due to the vitality of the destination and the constant influx of visitor revenues that **Visit Portland** helps to bring in.*

*\* 2024 Downs & St. Germain, Maine Visitor Statistics*

# GREATER PORTLAND OVERVIEW

Therefore, we must work with all community organizations to ensure visitor, resident, and community prosperity.

.....



**Visit Portland**, along with the Portland Regional Chamber of Commerce, broadly represents the Greater Portland region. However, we both work with organizations whose scope and missions are specific to the confines of Portland itself. Our collaboration varies from reciprocal board seats to joint marketing initiatives, advocacy, and community engagement.





## GREATER PORTLAND COMMUNITY

*There are two primary organizations that focus on “Greater Portland”. Each is essential to our community in different ways but **MUST** work together to maximize efforts in making this a great place to visit, live, and work.*

.....

*Both organizations are 501(c)6, membership-funded organizations representing the Greater Portland region.*

### ► VISIT PORTLAND

Affects the economic vitality of Greater Portland through **tourism** development.

Promotes Greater Portland domestically and internationally, drawing leisure visitors, events, weddings, motorcoaches, cruises, and media coverage.

### ► PORTLAND REGIONAL CHAMBER OF COMMERCE

↔ Affects the economic vitality of Greater Portland through **business** development.

↔ Provides a voice for the Portland region’s professional community at the local and state level through advocacy for the business community in Greater Portland.

.....

*Portland is the only city in Maine where **Visit Portland** and the Chamber of Commerce operate as separate entities. Each has its own mission, but we work closely together, maintaining open communication and collaborating on regional initiatives. In smaller Maine communities, chambers of commerce typically serve a dual purpose—supporting business development while also welcoming visitors. Our structure allows each organization to focus on its strengths while collectively contributing to the vitality of Greater Portland.*



## PORTLAND SPECIFIC ORGANIZATIONS

*Within Portland, there are also a few other organizations that work to protect the interests of the city and the businesses within it.*

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### ► PORTLAND DOWNTOWN

Portland Downtown stimulates a vibrant, thriving, and sustainable [downtown](#) community by creating a cleaner, safer, well-managed downtown, and promoting commercial, retail, and cultural activities.

### ► CREATIVE PORTLAND

Creative Portland's mission is to support the [creative economy](#) through the arts by providing essential resources, fostering partnerships, and promoting Portland's artistic talents and cultural assets.

### ► PORTLAND BUY LOCAL

Portland Buy Local works to shape Portland's business climate to [support the needs of local businesses](#) through education, marketing, connection, and advocacy—working to counteract the rising influence of national chains.

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*Each of these organizations work together, along with [Visit Portland](#), to ensure that Maine's largest city is one of the primary economic generators for the state, and that the Greater Portland region is thriving and protected.*

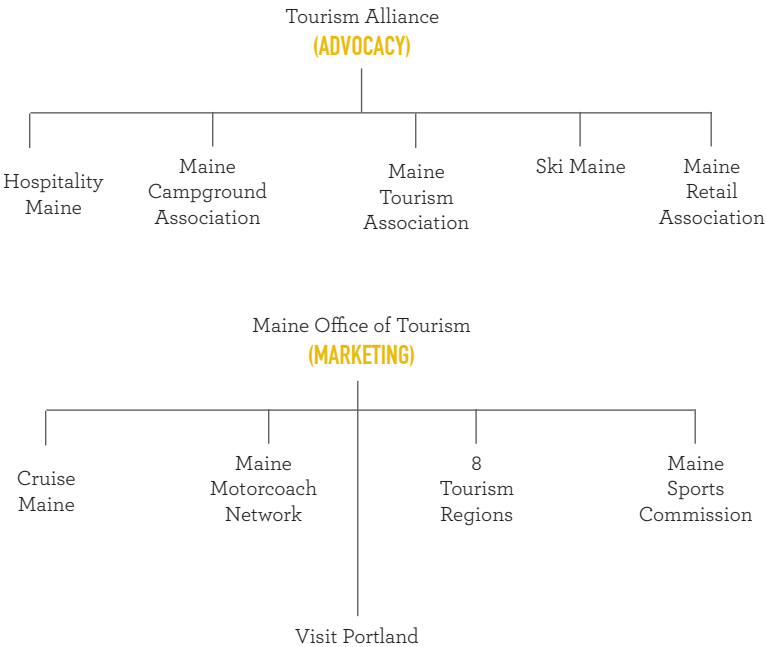




# STATE TOURISM OVERVIEW

*Working together...through tourism...with a common goal of economic impact.*

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*Marketing and Advocacy are both essential to keep Maine’s tourism sector vibrant. While **Visit Portland’s** mission is marketing focused, we very much appreciate all that our companion organizations do to keep the industry strong; together we’re protecting and growing a vital part of Maine’s economy.*

## TOURISM ALLIANCE (ADVOCACY)

*The following organizations are known collectively as the “Tourism Alliance”. When it comes to protecting the interests of tourism—Maine’s #1 industry—it’s the alliance that spearheads advocacy in Augusta.*

.....

### ► HOSPITALITY MAINE

Born from the merger of the Maine Restaurant Association and the Maine Innkeeper’s Association, HospitalityMaine is committed to promoting and protecting the interests and welfare of the hospitality industry.

### ► MAINE CAMPGROUND OWNERS ASSOC.

The Maine Campground Owners Association’s (MECOA) advocacy work includes legislative and agency representation at the state and national level on behalf of all campground owners.

### ► MAINE TOURISM ASSOCIATION (MTA)

MTA is committed to public policy and advocacy, and focuses on leading the growth and sustainability of Maine’s tourism businesses.

.....

### ► MAINE RETAIL ASSOCIATION

The Retail Association of Maine represents the retail merchant industry before elected officials for policy and voting decisions. Their lobbying efforts play an integral role in the democratic process and ensure sound policy decisions.

### ► SKI MAINE ASSOCIATION

Ski Maine Association represents the Maine Alpine and Nordic Ski Industry. The mission of the Association is to promote the industry by focusing on governmental affairs, education, training, and public affairs.

*The President & CEO of Visit Portland works closely with each Executive Director of these five organizations to stay on top of issues that might threaten tourism.*





# STATE OF MAINE (MARKETING)

*Now, let’s take a look at the state tourism infrastructure... these two organizations have similar names, but have very different missions.*

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## MAINE OFFICE OF TOURISM (MOT)

State agency publicly funded through meals & lodging taxes.

Markets and brands Maine as a destination domestically and internationally through a robust marketing campaign.

Conducts statewide travel and tourism research.

Contracts with MTA to operate and manage the 7 State Visitor Information Centers.

Inspires travel to Maine through [www.VisitMaine.com](http://www.VisitMaine.com)

## MAINE TOURISM ASSOCIATION (MTA)

Private non-profit membership organization.

Focuses primarily on advocacy for tourism business interests and marketing funding.

Produces official travel fulfillment publications including Maine Invites You and the official State Highway Map.

Operates and manages the 7 State Visitor Information Centers, answering all visitor inquiries.

Promotes members through [www.MaineTourism.com](http://www.MaineTourism.com)

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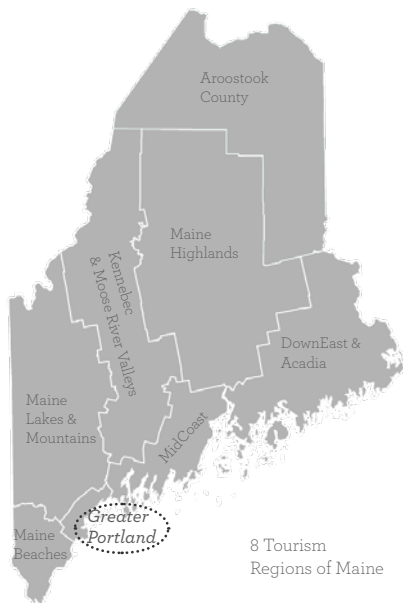
***Visit Portland** partners with each of the above organizations, working hand-in-hand with the Office of Tourism through combined marketing strategies and programs, as well as having a seat on the board of the Maine Tourism Association.*

## 8 TOURISM REGIONS

*As the over-arching marketing organization for the state, the Maine Office of Tourism has 8 tourism regions under its purview—all working to promote tourism.*

*Each region is the recipient of a marketing grant, distributed and administered by the Maine Office of Tourism, designed to highlight what makes their region unique to potential visitors.*

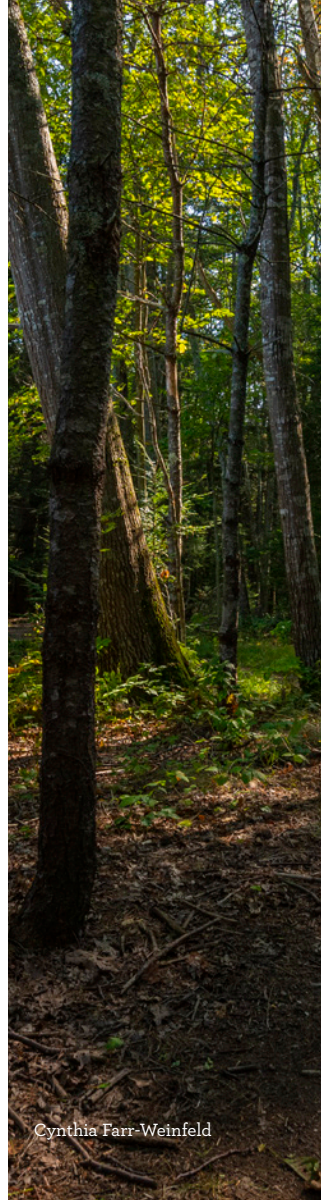
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8 Tourism  
Regions of Maine

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**Visit Portland** is the official organization that oversees the tourism marketing grant for the Greater Portland region. The staff of Visit Portland manages and facilitates all marketing projects with oversight from its Board of Directors.







# CONVENTION + VISITORS BUREAUS

*That's us...Visit Portland! A Convention + Visitors Bureau (CVB) focuses on tourism marketing for a designated city or region. There are CVBs across the U.S. and the globe; in Maine, there is only ONE!*

.....

*CVBs work to drive economic vitality through tourism promotion and development.*

► **GREATER PORTLAND CONVENTION + VISITORS BUREAU DBA/VISIT PORTLAND**

- 501(c)6 non-profit organization
- Partner-funded organization \*
- Overseen by a Board of Directors
- Sole mission is to market their destination for tourism

► **PORTLAND TOURISM DEVELOPMENT DISTRICT**

*\* In September 2023, Visit Portland passed a Portland Tourism Development District (PTDD) within the City of Portland. The district is a collaboration between Visit Portland, the City of Portland, and 23 Portland Hotels designed to raise funds for destination marketing efforts.*

.....

**Visit Portland** is the fiscal agent for the district, managing and implementing the marketing plan for our hotels, partners, and the community.

# NICHE MARKETING ORGANIZATIONS

*These are the organizations that enhance the efforts of Visit Portland by focusing on specific tourism markets.*

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## ► CRUISE MAINE

Cruise Maine's role is to market Maine as a cruise destination while also supporting Maine's cruise communities as they seek to be economically, socially, and environmentally sustainable.

## ► CRUISE PORTLAND MAINE

A collaboration of the City of Portland, Visit Portland, the Kennebunk/Kennebunkport Chamber, and Visit Freeport to promote the Port of Portland and nearby towns for cruise ships and shore excursions.

## ► MAINE FILM OFFICE

The Maine Film Office markets Maine as a filming location for all forms of production including feature films, television, digital media, and catalog shoots.

## ► MAINE SPORTS COMMISSION

The Maine Sports Commission promotes Maine as a four-season sports destination, strengthening the state through sports tourism and active lifestyles.

## ► MAINE MOTORCOACH NETWORK

The Maine Motorcoach Network promotes Maine to the motorcoach industry through marketing to domestic tour operators.

## ► VISIT FREEPORT

Visit Freeport showcases the town's shops, restaurants, events, and outdoor fun, supporting local businesses and welcoming visitors year-round.

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***Visit Portland** works with each of the above organizations to maximize the potential of bringing these markets to Greater Portland. In addition, Visit Portland holds board seats on the Maine Sports Commission, Maine Motorcoach Network, and Cruise Portland Maine.*





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**VisitPortland.com**

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1375 Congress Street  
Portland, Maine 04102  
207.772.4994