



VISIT

PORT  
LAND

MAINE

*Authentic By Nature*

# A YEAR IN REVIEW

*Fiscal Year 2025*

Photo Credit: @earwaxxx

## HOW VISIT PORTLAND SUPPORTS YOUR BUSINESS

Visit Portland attracts visitors who stay longer, spend more locally, and return. Through targeted, data-driven marketing, we position Greater Portland as a year-round destination driving business to hotels, restaurants, shops, and attractions.

Our campaigns reach visitors most likely to support local businesses, helping strengthen jobs and the regional economy. Every partnership and initiative is designed to connect your business with visitors ready to explore and spend.

## HERE'S HOW LAST YEAR'S EFFORTS TRANSLATE INTO RESULTS.

### WEB EXPOSURE VISITPORTLAND.COM

#### STRATEGY

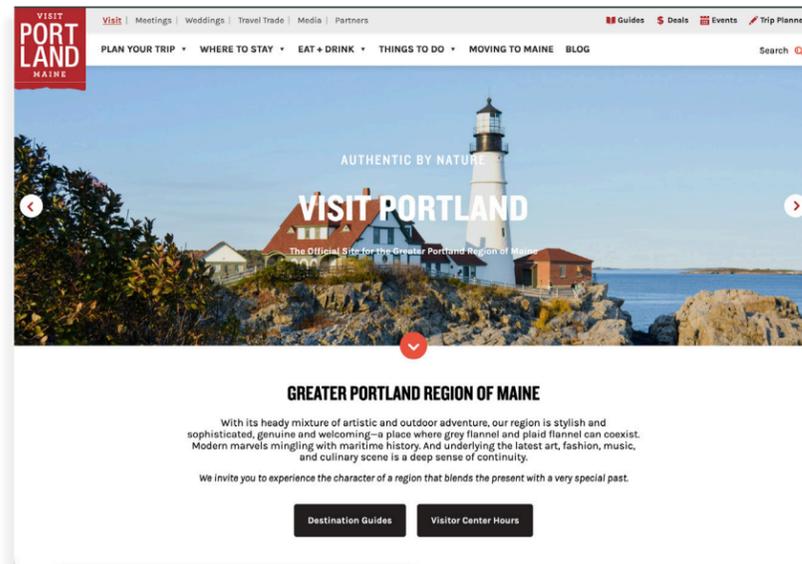
Our SEO growth strategy improves overall search visibility and drives qualified traffic by optimizing all website pages and creating targeted content for niche markets like meetings, weddings, travel trade, and international audiences.

**2.46M**  
Overall Web Traffic

**1.2M**  
Events Page Traffic

**108K**  
Deals Page Traffic

**64K**  
Overall Blog Traffic



## WE SPEND OUR MARKETING DOLLARS GETTING YOUR BUSINESS SEEN

### DIGITAL OUTREACH ORGANIC + PAID

#### STRATEGY

Our social media strategy integrates organic and paid efforts to maximize reach and results. We partner with top-tier marketing agencies to deliver high-performing paid campaigns, while consistently publishing organic content aligned with visitor interests to inspire travel consideration.

VISIT PORTLAND  
ORGANIC SOCIAL  
MEDIA REACH

**3.69M**  
Impressions

**5.21%**  
Engagement Rate

**149K**  
Followers

TOTAL PAID  
SOCIAL MEDIA  
CAMPAIGNS

**5**  
Total Campaigns

**5.8M**  
Impressions

**3.69%**  
Click Through Rate

VISIT PORTLAND  
WINTER WEDNESDAY  
CAMPAIGN

**22.6K**  
Web Traffic

**12**  
Social Posts

**2.44%**  
Engagement Rate



Photo Credit: Avery Lehman



Photo Credit: Lauren Peters



Photo Credit: Rugosa Lobster Tours

### DIGITAL OUTREACH CONSUMER NEWSLETTERS

#### STRATEGY

We use data-driven newsletters to engage leisure travelers, inspire trips, and drive exploration and bookings.

**5**  
Newsletters

**71K**  
Subscribers

**33%**  
Open Rate

**1.3%**  
Click Through Rate



LEARN MORE IN OUR FY25 ANNUAL REPORT.

## DIGITAL OUTREACH

### MEDIA LIBRARY

#### CROWDRIFF

Our strategy for the media library focuses on sourcing user-generated content that highlights our partner businesses. Using Crowdriff, we actively collect and curate this content to promote partners, while also giving partners access to our professionally shot destination photos.



@bigthickk | Lucky Catch Cruises



@meaghanbmurphy | Lukes Lobster

## MEDIA CONNECTIONS

### PR + MEDIA COVERAGE

#### STRATEGY

Our strategy is to partner with social media influencers, bloggers, and travel writers to create customized visits that showcase our local partners, enabling them to share their experiences and extend our reach beyond existing audiences.

30

Earned Media

35

Photo + Video Assets

60

Media Inquiry Assists

8

Press Trips



LEARN MORE IN OUR FY25 ANNUAL REPORT.

## GROUP SALES

### ADS, LEADS, RFPS

#### STRATEGY

Our strategy is to attract more groups through digital marketing, tradeshow, outreach, and planning support, showcasing unique experiences and venues while providing lead distribution and vendor matchmaking to simplify and enhance event planning.

3

Months of Digital Ads

4

Tradeshows Attended

195

Accomm. Leads

172

Service Requests

79

Request For Proposals

50

EPG Requests



\*Pictured above is the Madden Meetings Campaign for FY25-26

## SPECIAL MARKETS

MOTORCOACH, INTERNATIONAL + CRUISE

#### STRATEGY

Our strategy for special markets is to elevate Portland through targeted trade events, sales missions, familiarization tours, and multi-channel marketing—including our German Sales Mission with a Visit Germany membership, a dedicated Visit Portland landing page, and features in four newsletters—driving long-term value and attracting global travelers.

5

Tradeshows

288

1-on-1 Appointments

197.4K

Cruise Ship Visitors

1

German Sales Mission



@tania\_\_br

## PUBLICATIONS

VISITORS GUIDE, EVENT PLANNERS GUIDE, VISITORS MAP + MOTORCOACH MAP

### STRATEGY

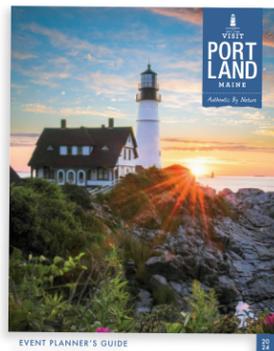
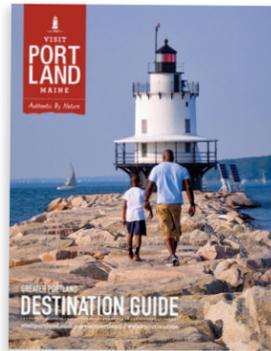
Our strategy is a multi-publication approach for consistent, high-impact distribution. Visit Portland places materials strategically in visitor centers, transportation hubs, and high-traffic areas across the Northeast and Mid-Atlantic to maximize exposure and economic impact.

**253K**

Total Distribution

**833**

Distribution Locations



## DEI INITIATIVES

PHOTOSHOOTS, VIDEO CAMPAIGNS, DEI INFLUENCERS + COLLABORATIVE CAMPAIGNS

### STRATEGY

Our FY25 strategy began a structured approach to inclusive marketing, using targeted campaigns, diverse storytelling, accessible content, and community engagement to lay a foundation for ongoing learning, partnerships, and authentic representation.

**44**

Businesses Featured

**15K**

Video Campaign Traffic

**2**

Collab Campaigns

**5**

DEI Influencers



@travelingblackwidow



@carissamonyc



@mish\_critiques

## WE CONNECT YOU WITHIN THE COMMUNITY TO FURTHER YOUR REACH

## VISIT PORTLAND COMMUNITY EXCLUSIVES

NETWORKING, TRAINING + EDUCATION

### STRATEGY

Our strategy is to offer targeted events—Tourism Talks, Mixers, Sales & Marketing Meetings, Frontline Orientation, and the Destination Summit—that foster education, relationship-building, and strategic alignment, strengthening the regional tourism network year-round.

**1**

Destination Summit

**1**

Frontline Orientation

**2**

Tourism Talks

**4**

Mixers

**5**

Sales + Marketing Meetings



Photo Credit: Focus Photography

## VISIT PORTLAND COMMUNITY ENGAGEMENT

BOARDS, COMMITTEES + COMMUNITY ENGAGEMENTS

### STRATEGY

Visit Portland collaborates with organizations focused on Greater Portland, engaging through reciprocal board participation, joint marketing initiatives, advocacy, and community engagement to strengthen local impact and shared goals.

**6**

Board + Committee Visit Portland Seats

**6**

Committee Engagements

**35**

Community Engagements



LEARN MORE IN OUR FY25 ANNUAL REPORT.



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

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