

SALES + MARKETING MEETING

PULSE SURVEY
ZARTICO DATA
VISIT PORTLAND INITIATIVES



Meetings Industry PULSE Survey

NORTH AMERICAN REGION

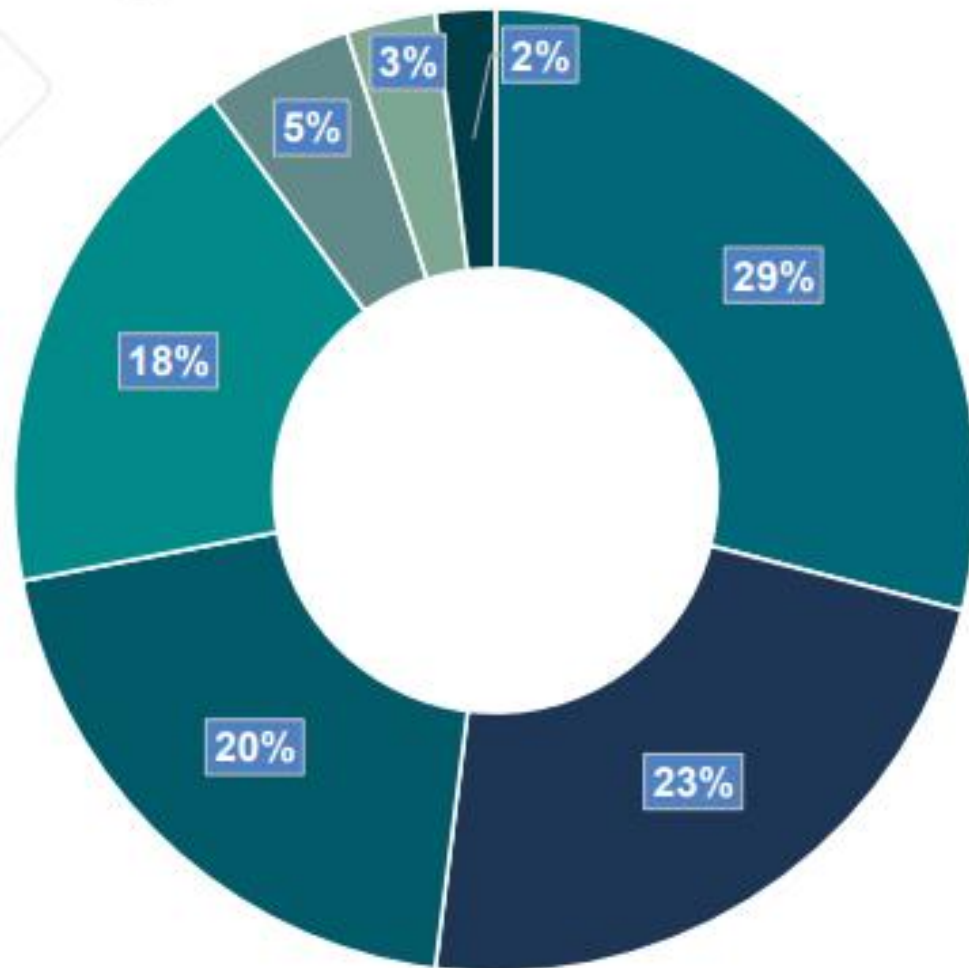
New Data

FEBRUARY 2026



474 Planner Responses

JANUARY 20 – FEBRUARY 2, 2026



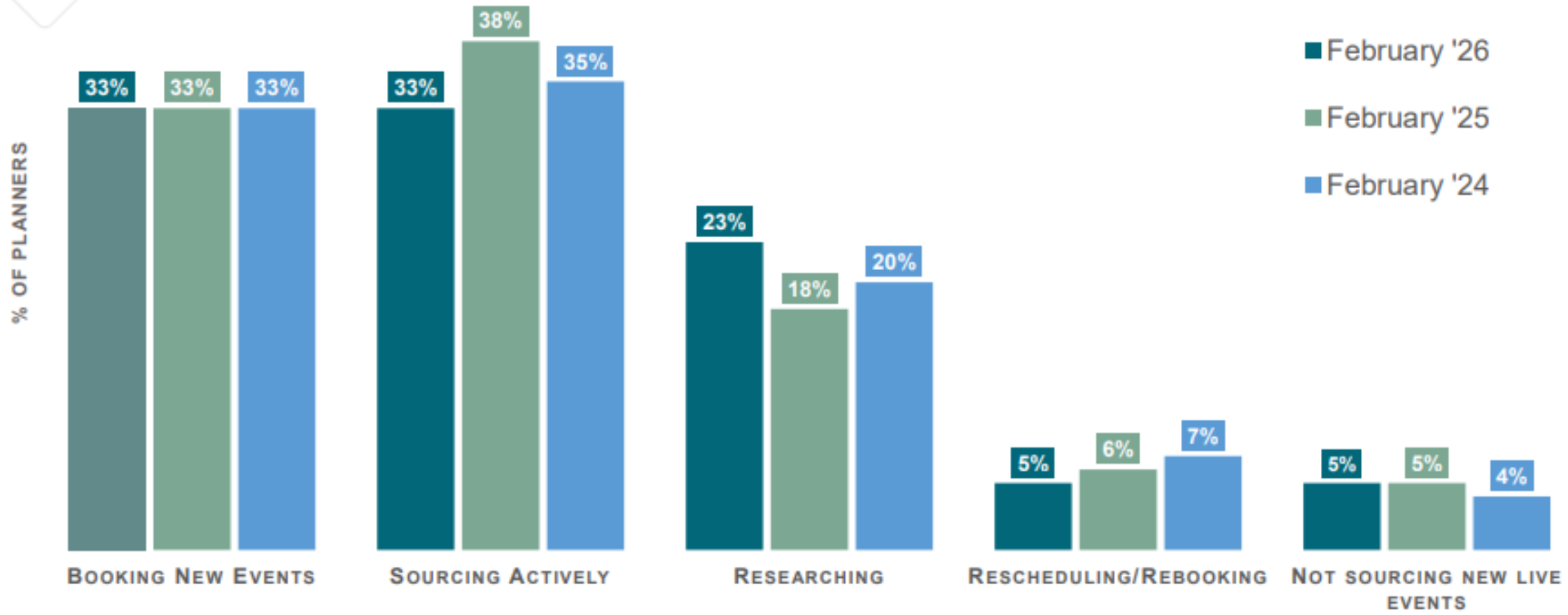
% OF TOTAL RESPONDENTS

- Not-for-Profit/Association/NGO
- Third Party/Independent Planner
- Professional Conference Organizer/Event Agency
- In-House Corporate Planner
- Exhibitions/Trade Show Organizer
- Government
- Sports

Planners Are Booking and Sourcing at a Steady Pace

THERE'S NO EVIDENCE OF A MEETINGS SLOWDOWN, JUDGING BY PLANNERS' CURRENT ACTIVE PIPELINE.

What is your current primary focus as it pertains to your live, in-person events?



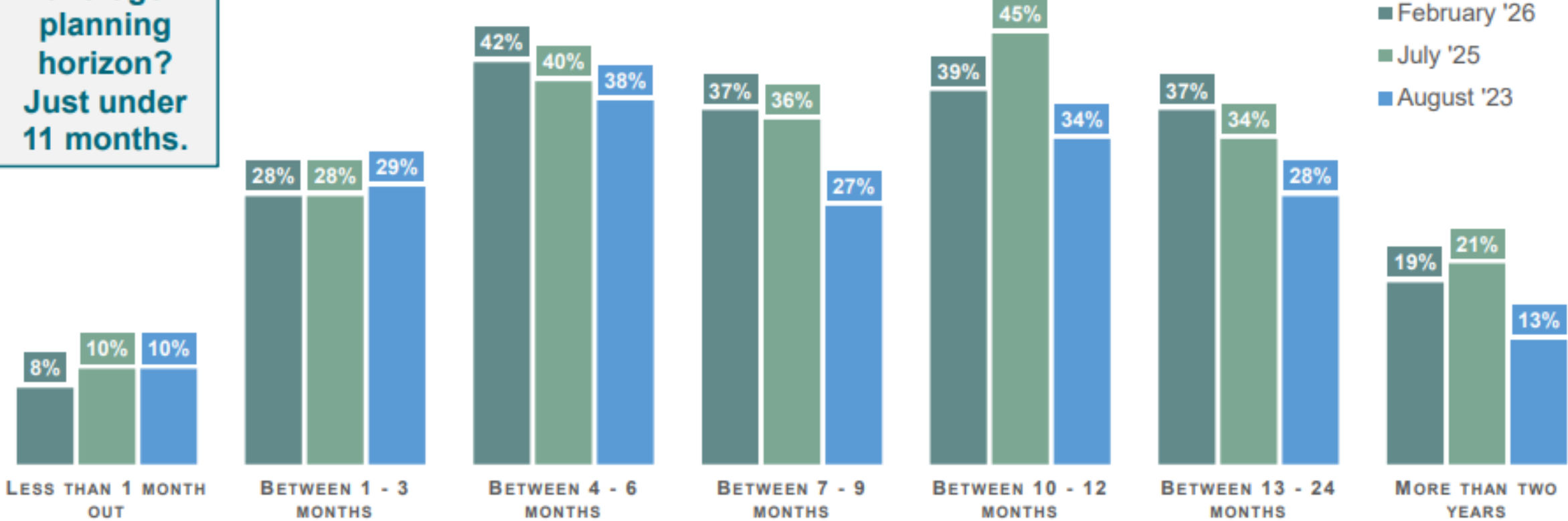
Planning Horizons Have Normalized – and Stabilized

AVERAGE PLANNING HORIZONS HAVE EXTENDED SINCE 2023 AND APPEAR TO HAVE PLATEAUED.

For current events you are now booking or actively sourcing, when is the expected start day (months out)? (Please select all that apply.)

What's the average planning horizon? Just under 11 months.

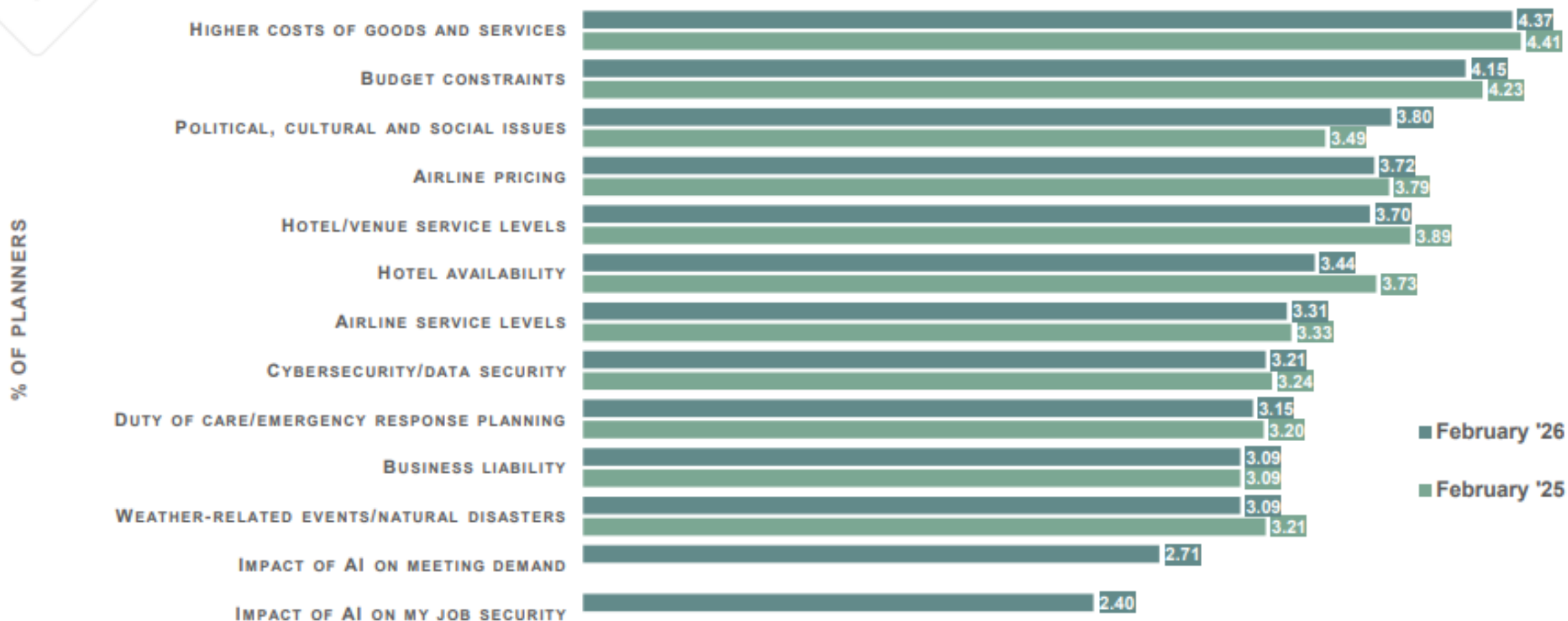
% OF PLANNERS



It's Not Just Costs and Budgets Concerning Planners Anymore

POLITICAL, CULTURAL AND SOCIAL ISSUES ARE WEIGHING MORE HEAVILY ON EVENT PLANNING.

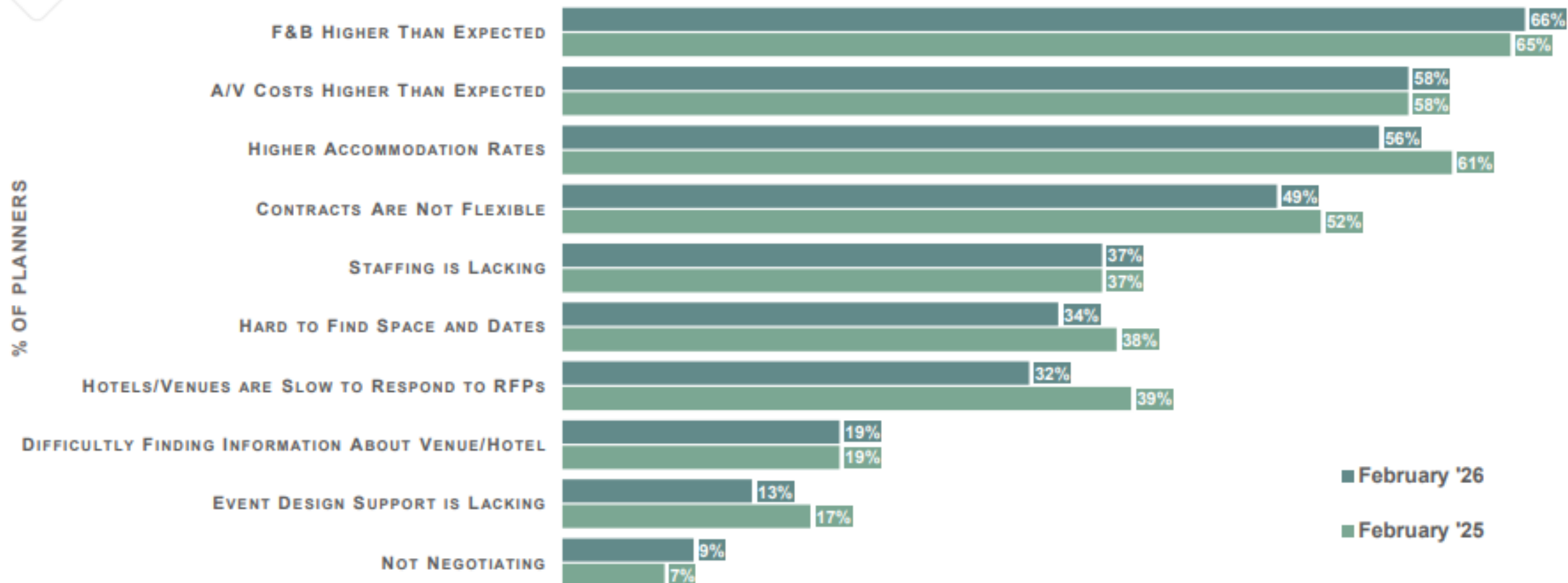
For your future in-person events, how concerned are you about the following? Rate each on a scale of 1 to 5 (with 1 being "not at all concerned" and 5 being "extremely concerned").



F&B and A/V Costs Top the List of Planner Difficulties

ROOM RATES, AVAILABILITY AND RFP RESPONSE RATES ARE LESS PRESSING IN THE NEW YEAR.

If you are working with hotels and venues for future meetings or events, are you experiencing any of these difficulties? (Select all that apply.)



ZARTICO DATA

YTD 2026

Occupancy

53%

53%

Same time previous year

0%

Change

Avg. Daily Rate

\$120

\$127

Same time previous year

-6%

% Change

RevPAR

\$64

\$68

Same time previous year

\$-4

Difference

Demand

83.1 K

93.1 K

Same time previous year

-11%

Change

Avg. Length of Stay

1.6 days

1.6 days

Same time previous year

0.0 days

Difference

Avg. Booking Window

19 days

18 days

Same time previous year

1 days

Difference

Revenue

\$9.9 M

\$11.8 M

Same time previous year

\$-1.9 M

Difference

Avg. Stay Value

\$200

\$207

Same time previous year

\$-7

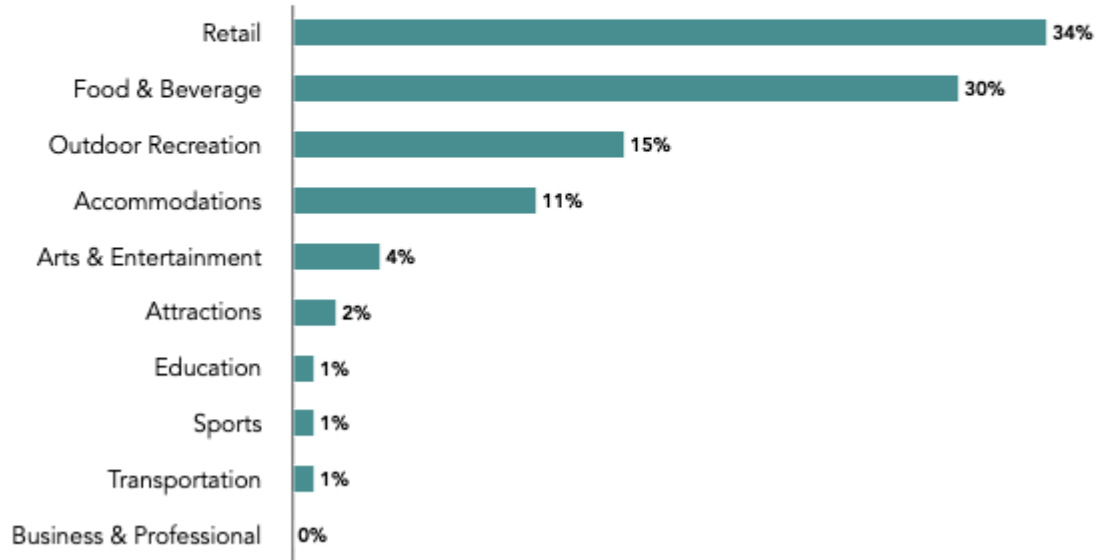
Difference

ZARTICO DATA YTD 2026

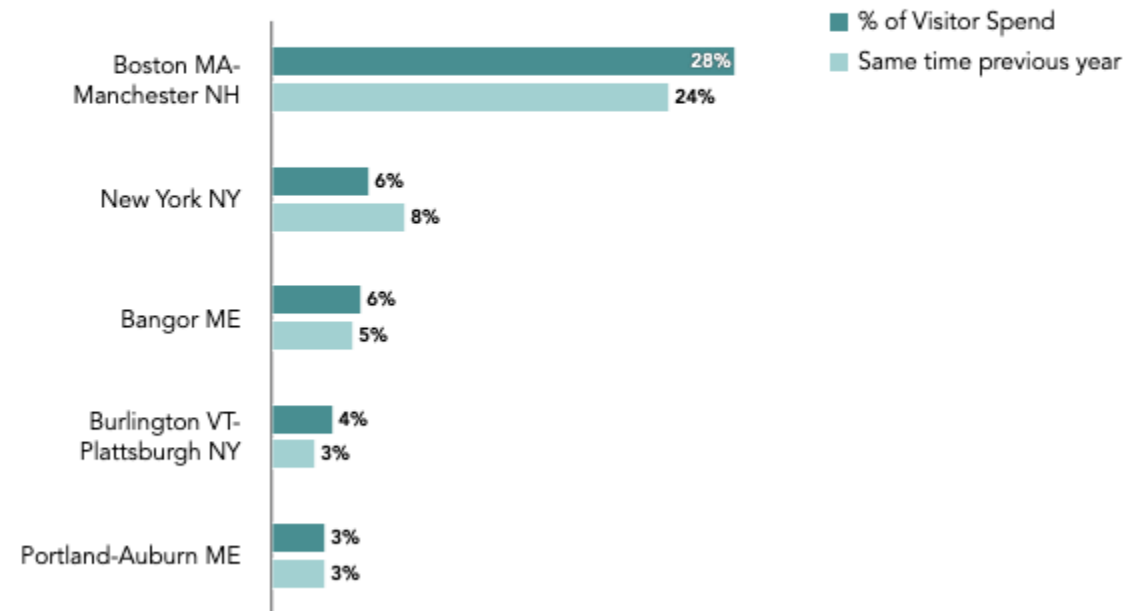
Where are visitors spending time and money?

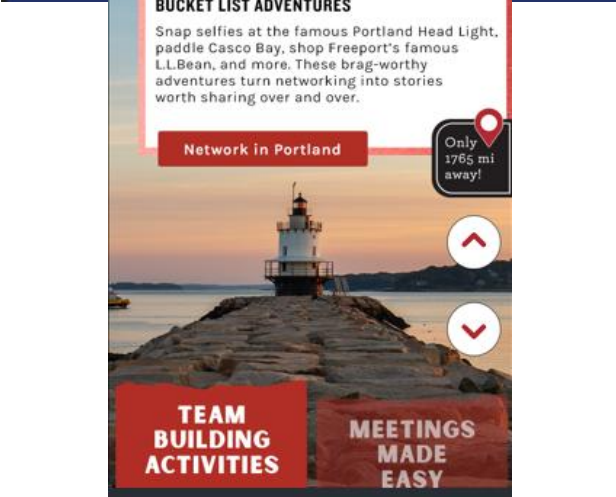
Source: Zartico Geolocation and Zartico Spend Data

Top Primary Categories Visited



Top Spend Markets





MADDEN MEDIA MEETINGS CAMPAIGNS

VISIT PORTLAND MAINE		MEETINGS OVERVIEW PAID MEDIA FY		TOTALS	
				All Meetings Clicks	All Meetings Impressions
				24,420	1,491,771
Google SEM	Google PMax	MobileFuse	Northeast Meetings		
Clicks	Clicks	Clicks	Clicks		
8,459	6,408	2,757	6,796		
CTR	CTR	CTR	CTR		
9.77%	2.35%	0.31%	2.83%		
Impressions	Impressions	Impressions	Impressions		
86,608	272,156	893,201	239,806		
Avg. CPC	Avg. CPC	Avg. CPC	Total users		
\$1.01	\$1.24	\$2.19	3,672		
Total users	Total users	Total users	Engaged sessions		
6,897	5,471	3,091	1,456		
Engaged sessions	Engaged sessions	Engaged sessions	Engagement rate		
5,963	4,369	471	38.58%		
Engagement rate	Engagement rate	Engagement rate	Average session duration		
75.78%	66.48%	12.72%	00:01:14		
Average session duration	Average session duration	Average session duration			
00:03:39	00:04:08	00:00:34			
<small>Madden CTR Benchmark: 2.58%</small>	<small>Madden CTR Benchmark: 2.51%</small>	<small>Madden CTR Benchmark: 0.30%</small>			

MEET IN MAINE



PORTLAND MAINE
**INCORPORATE
CHARITY INTO
YOUR EVENT**

NEWSLETTER REACH

A monthly meetings newsletter reaching **5,000+ vetted meeting planners**, delivering curated insights, destination updates, and planning inspiration straight to their inboxes.

32.2% Open Rate

55.5% CTR



LinkedIn Meetings Campaigns

Team Building in Greater Portland Post

168 Impressions | **3%** CTR

LOVE, THE MAINE WAY



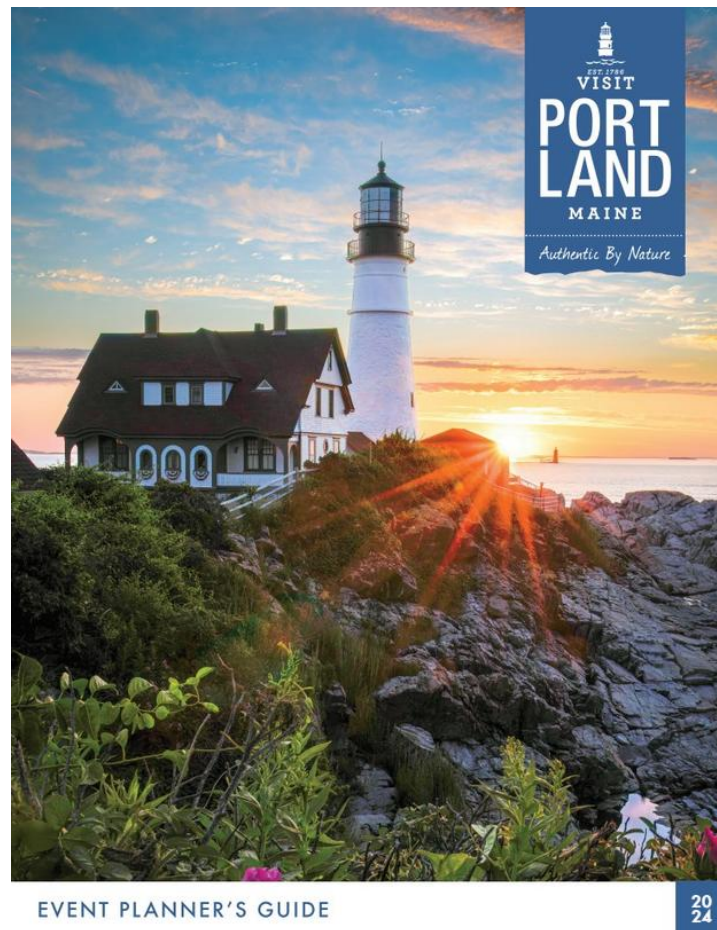
- Pinterest
- Facebook
- LinkedIn

250,046 Impressions | 3,978 Clicks



Bliss Wedding Show

DESTINATION GUIDE & EVENT PLANNER GUIDE



JOIN US! UPCOMING EVENTS



Destination Summit
April 8, 2026 | USM's Hannaford Hall

Photo Focus Photography

HOST A SALES + MARKETING MEETING AT YOUR ESTABLISHMENT!



June

SALES + MARKETING MEETING

