

VISIT PORTLAND

**Headlines to Hashtags:
Media Strategies That Work**





Brianna Francis
*VP of Communications
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PORTLAND NEEDS PR?

The New York Times



36 HOURS

Portland, Maine

bon appétit

RESTAURANTS

Portland, Maine, Is the 2018 Restaurant City of the Year

From the butteriest croissants to outstanding pho, it's never been a better time to hit up Portland, Maine.

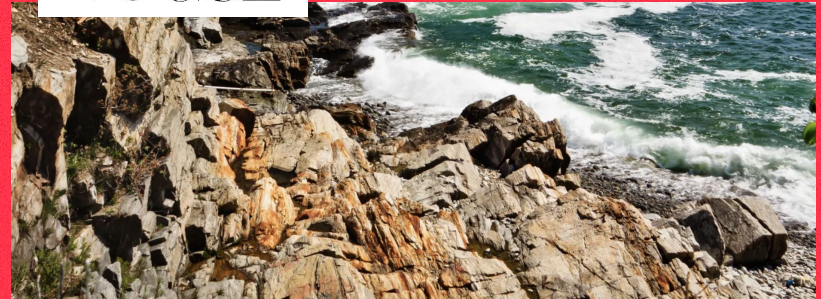
BY ANDREW KNOWLTON

August 7, 2018

**TRAVEL+
LEISURE**

Portland, Maine, Is One of the Best Food Cities in the U.S.—Here's How to Eat Your Way Through It

VOGUE



TRAVEL

Where to Stay, Eat, and Play in Portland, Maine

HERE'S WHAT WAS MISSING

*Urban
Gateway to
the Outdoors*

*Amplify
Diverse
Visitation*

*Iconic
Lobsterman
Culture*

*Expanding
Visitation
Seasons*

Condé Nast Traveler

The Best Children's Museums in the US, From San Francisco to St. Louis



A miniature town built at the end of a rope allows them to pretend to be doctors, firefighters—and lobstermen. Children's Museum—Thruway of Maine



Where to enjoy the last days of summer



Portland, Maine

Come late summer, salt-laced breezes carry the scent of apruce and wildflowers into Portland, Maine, where coastal charm meets easy alpine access. Late August and September still offer warm weather, but the crowds are far fewer. And, given that September is still within Maine's prime time for new-shell lobster, visitors can enjoy this delicacy (plus locally harvested blue-clam and oysters) without having to wait hours for a table.



Save money on food and lodging in Maine this winter during 'Winter Weekdays'



Portland, Maine

EARNED IN ACTION

PLACEMENTS WITH PURPOSE

- 24 Earned Placements
- 488m Potential Readers
- More than half of these stories drove key storylines

HOSPITALITY IN HOSTING

- 3 Press Visits
- 27 Hospitality Partners Engaged

SUSTAINING THE MOMENTUM

- New Brand becomes our North Star
- Storytellers are our superpower
- Enhancing outreach in target fly and drive markets
- Continue to engage national media





Brianna Francis



Jacqueline Dole



Jordan Brocklesby

