

# VISIT PORTLAND



# THE STUFF YOU'RE GOING TO HEAR ABOUT

- **Team Intros**
- **Winter/Spring Campaign**
- **Diversity Marketing**
- **Brand Development**



# MEET OUR TEAM



**MATT STIKER**

*SVP, Brand Strategy*

*Tourism Experience:*  
17 years  
*Marketing Experience:*  
31 years



**DANA KRUEGER**

*Destination Strategy Director*

*Tourism Experience:*  
13 years  
*Marketing Experience:*  
12 years



**H. LEVY GLENN**

*Creative Director*

*Tourism Experience:*  
6 years  
*Marketing Experience:*  
16 years



**AMY KACZYNSKI**

*Senior Media Director*

*Tourism Experience:*  
12 years  
*Marketing Experience:*  
20 years



# Distributed Team of Destination Experts

40+

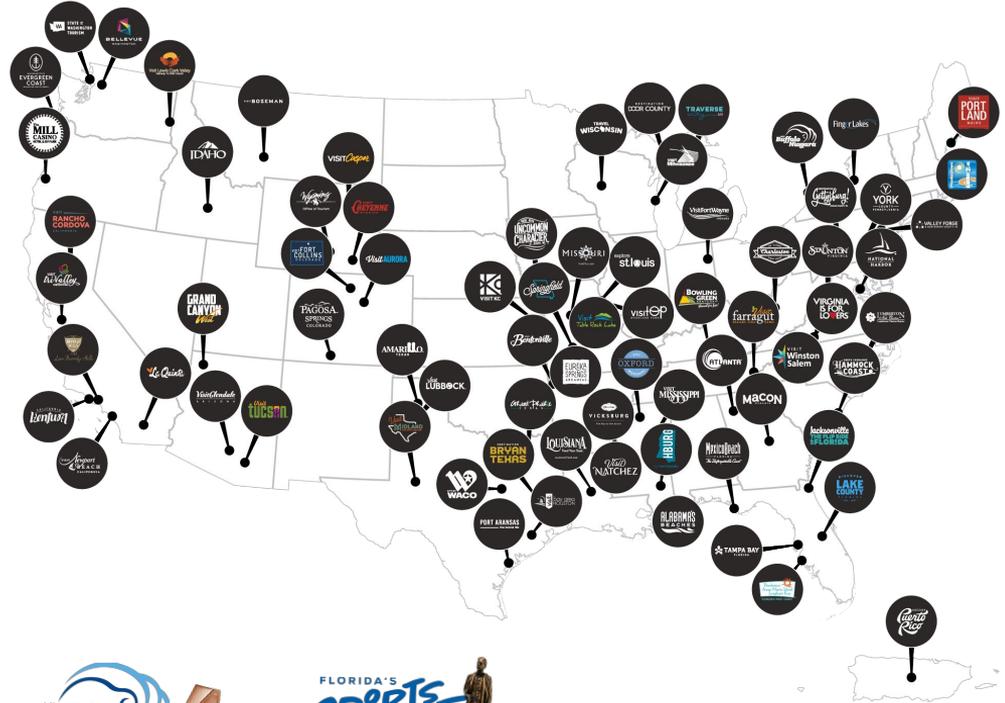
Years working in the travel and tourism industry

200+

Travel and tourism organizations we partner with annually

15%

Of our staff has previously worked at a DMO



WE COULD GO ON, BUT MAMA SAID NOT TO BRAG.





VISIT PORTLAND | WINTER CAMPAIGN

# THE ASK

Create a winter campaign that:

- Encourages winter season travel, helps to dispel preconceptions that Portland in winter is unwelcoming
- Showcases Portland's diverse offerings
- Position Portland as Maine's urban & cultural hub

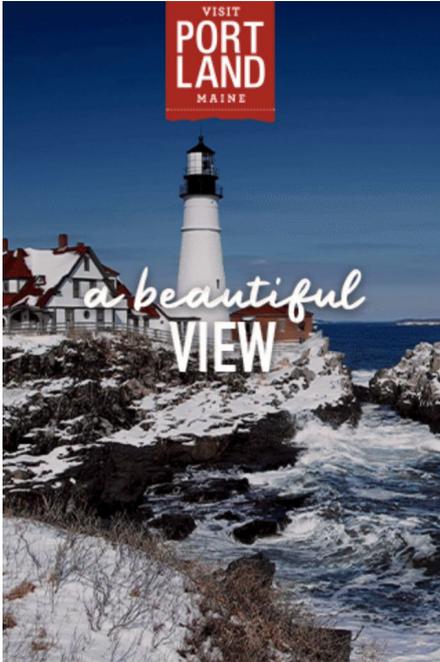




# WARMTH

VISIT PORTLAND | WINTER CAMPAIGN

# 26 DAYS LATER...



SCENIC BEAUTY



ARTS / CULTURE



CULINARY



SHOPPING / BREWERIES

VISIT PORTLAND | WINTER CAMPAIGN

# THE CREATIVE



## Arts & Culture

*Portland's heart is creating,  
While the snow's decorating,  
With artists at play,  
And tunes on display,  
Walking in a winter  
Wonder(Port)land*



## Breweries

*Gather 'round, glasses clinking  
Friends are here, laughter's ringing  
A crackling fire's near,  
With local brewed cheer  
Walking in a winter  
Wonder(Port)land*



## Coast/Culinary

*Portland's coast, it's-a calling  
While the snow's gently falling  
The chowder is warm  
Goes great with storms,  
Walking in a winter  
Wonder(Port)land*

VISIT PORTLAND | WINTER CAMPAIGN

# THE WINTER PLAN

## Winter Campaign Goal:

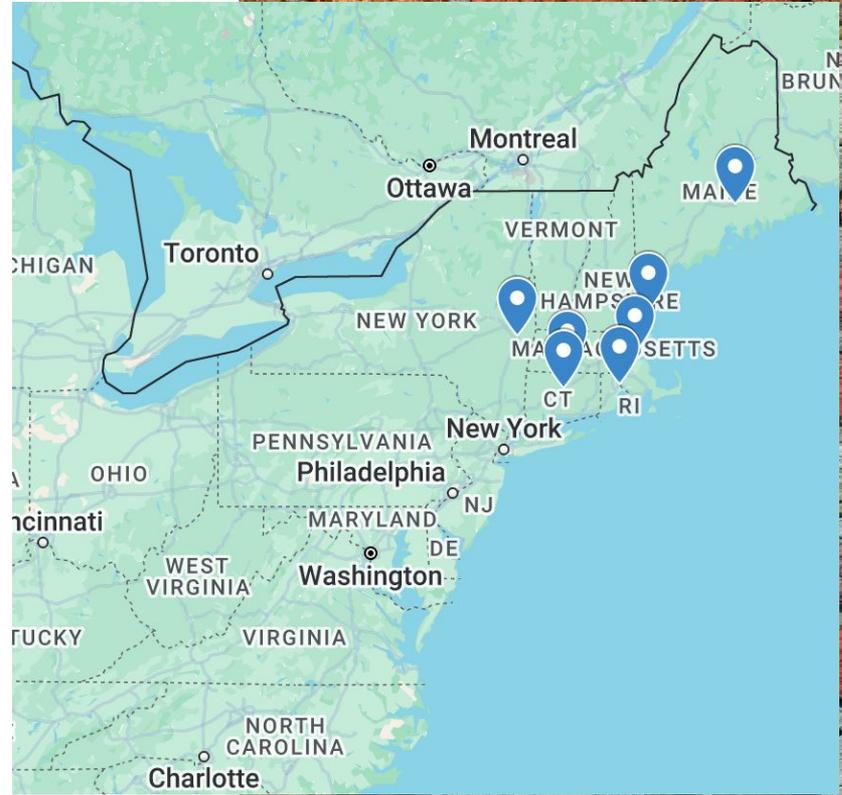
Position Portland as the ultimate winter escape, driving hotel bookings and boosting local businesses during the quieter months of January through March.

## Timing:

January-March 2025

## Media Channels:

Paid Social, SEM, Programmatic CTV + Display, OTAs, Influencers



# PERFORMANCE *YEAR-TO-DATE*

GOOGLE SEM	GOOGLE SEM 'NEAR ME'	META PROSPECTING	META WHITELISTING	META REMARKETING	GOOGLE VIDEO	AZIRA INTERSTITIALS	AZIRA CTV	CLICKTRIPZ	HOPPER	EXPEDIA
36,591 Clicks	6,802 Clicks	39,175 Clicks	1,561 Clicks	22,620 Clicks	49,805 Clicks	12,904 Clicks	1,272 Clicks	23,077 Clicks	1,821 Clicks	1,429 Clicks
278,440 Impressions	49,260 Impressions	2,504,621 Impressions	55,165 Impressions	848,322 Impressions	1,586,946 Impressions	1,847,623 Impressions	979,151 Impressions	260,988 Impressions	404,095 Impressions	1,187,083 Impressions
13.14% CTR	13.81% CTR	1.56% CTR	2.83% CTR	2.67% CTR	3.14% CTR	0.70% CTR	0.13% CTR	8.84% CTR	0.45% CTR	0.16% CTR
					270,922 Views		99% VTR		137 Total Room Nights	2882 Total Room Nights
									278 Flight Passengers	4,859 Flight Passengers
Avg. CTR: 9.59%	Avg. CTR: 9.59%	Avg. CTR: 1.76%	Avg. CTR: 1.76%	Avg. CTR: 1.92%	Avg. CTR: .09%	Avg. CTR: 0.43%	Avg. CTR: 0.09%	Avg. CTR: 8%	Avg. CTR: 0.50%	Avg. CTR: 0.11%

VISIT PORTLAND | WINTER CAMPAIGN

# THE RESULTS

**10M+**

**Impressions**

**200k**

**Clicks**

**+33%**

**Website  
Traffic**

**+39%**

**Website  
Engagement**

VISIT  
**PORT  
LAND**  
MAINE

**COFFEE IN THE MORNIN**  
*AND fresh catch*  
**AT NIGHT**

VISIT PORTLAND | SPRING CAMPAIGN

# THE SPRING/SUMMER PLAN

## Campaign Goal:

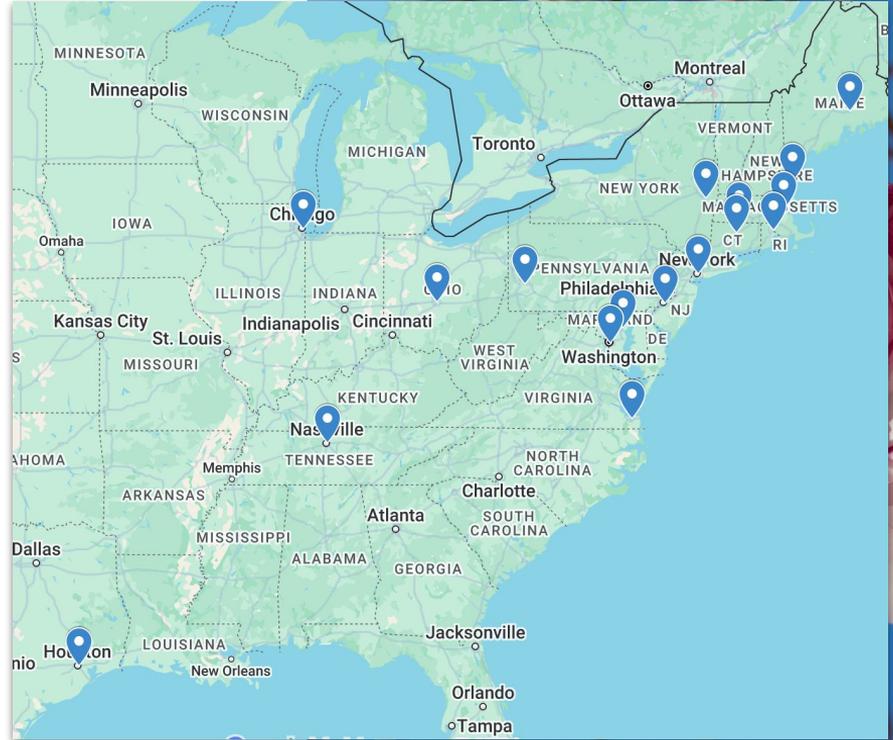
Build awareness and consideration of Portland as a great summer getaway in drive and targeted fly markets.

## Timing:

March-July

## Media Channels:

Paid Social, SEM, Programmatic CTV + Display, OTAs, Publisher Direct Partnerships



VISIT PORTLAND | DIVERSITY



# 3-PHASE APPROACH TO DIVERSITY INITIATIVES



## Phase 1: Start Testing

*Spring 2025*

Use spring/summer campaign creative to track and measure engagement from three diverse audiences (African American, Asian American, LGBTQ+ travelers)



## Phase 2: Create Assets

*Summer 2025*

Apply campaign findings to the development of nuanced campaign messaging and assets, designed to invite each of these groups to come visit Portland



## Phase 3: Get Specific

*Fall 2025*

Launch digital campaigns that speak directly to these distinct audiences over a set time period to clearly measure increased website engagement and in-market visits



“A BRAND IS A SET OF  
**EXPECTATIONS, MEMORIES,  
STORIES, AND RELATIONSHIPS**  
THAT, TAKEN TOGETHER,  
ACCOUNT FOR A CONSUMER'S  
DECISION TO **CHOOSE** ONE  
PRODUCT OR SERVICE OVER  
ANOTHER.”

— SETH GODIN,  
AUTHOR, THOUGHT LEADER



“[WHEN PEOPLE ARE SEARCHING...]  
YOU’RE MORE LIKELY TO GET PICKED  
IF THEY KNOW YOUR BRAND.”

— STEVE EARHART

iHEART MEDIA



Visitors are buying into  
a destination's products,  
the values it represents,  
AND the **feelings** it evokes.



People travel to **BE**  
somewhere different.

They also travel to  
**FEEL** something different.



“I’VE LEARNED THAT  
PEOPLE WILL  
FORGET WHAT YOU  
**SAID**, PEOPLE WILL  
FORGET WHAT YOU  
DID, BUT PEOPLE  
WILL NEVER FORGET  
HOW YOU MADE  
THEM **FEEL.**”

DR. MAYA ANGELOU,  
AUTHOR/POET

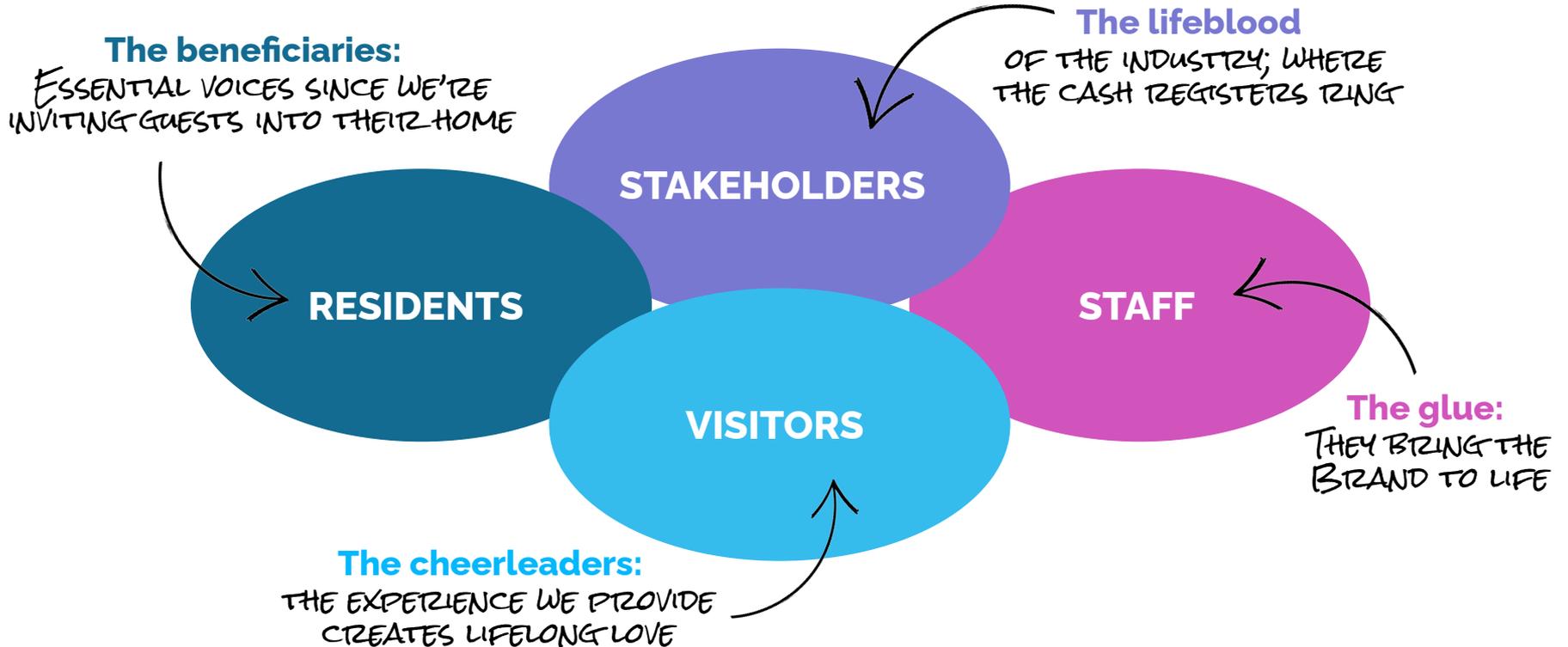
For many destinations, these feelings are already present.

It's not our job to create them—

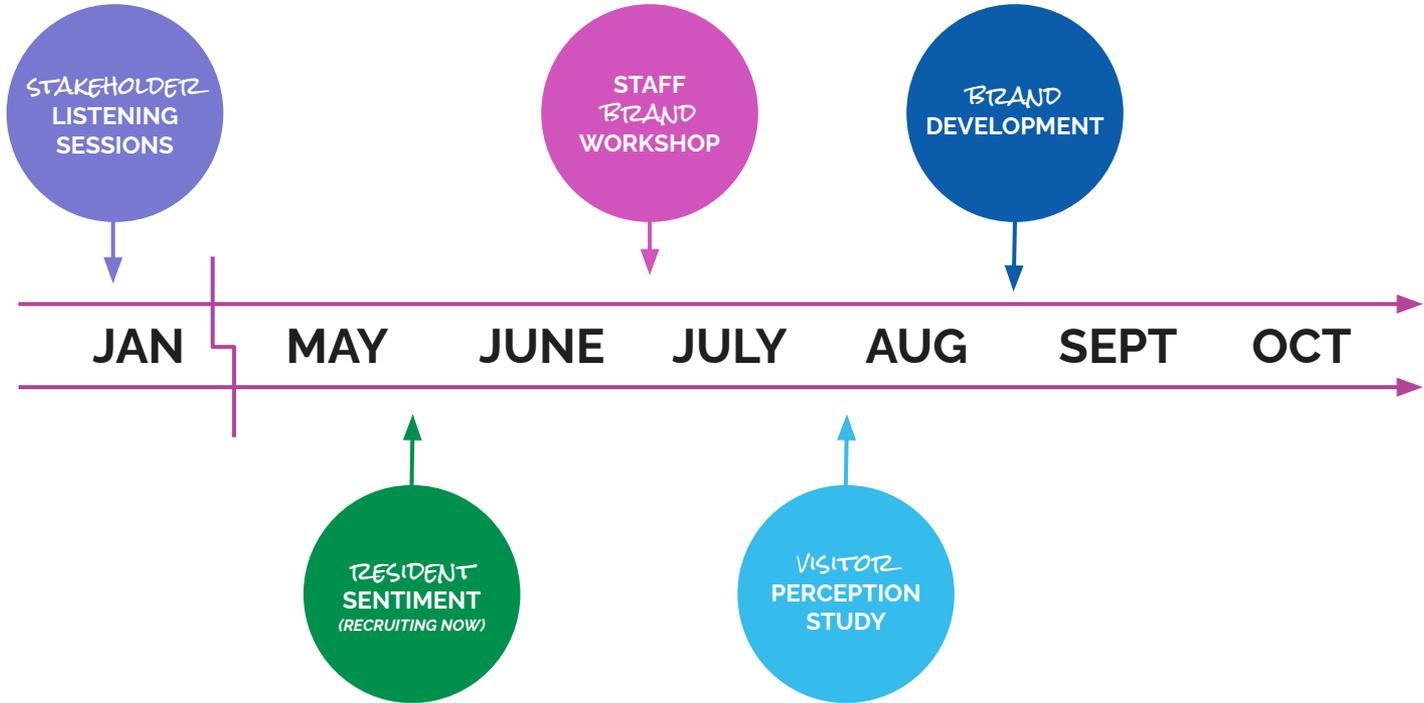


It's our job to  
**TAP INTO** them,  
**UNCOVER** them,  
**REVEAL** them.

# DATA IS ESSENTIAL FOR BRAND DEVELOPMENT



# BRAND DEVELOPMENT





**SPARKING  
IMAGINATION.  
NURTURING  
CURIOSITY.  
CONNECTING  
PEOPLE TO  
PORTLAND.**





THANK YOU!

WE LOVE WORKING WITH YOU!

