

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

We Are People Who Love Everything About Travel

We love helping destinations find their perfect travelers to help grow their local economies.

SEEING NEW PLACES AND NEW
FACES ENERGIZES US!



Distributed Team of Destination Experts

40+

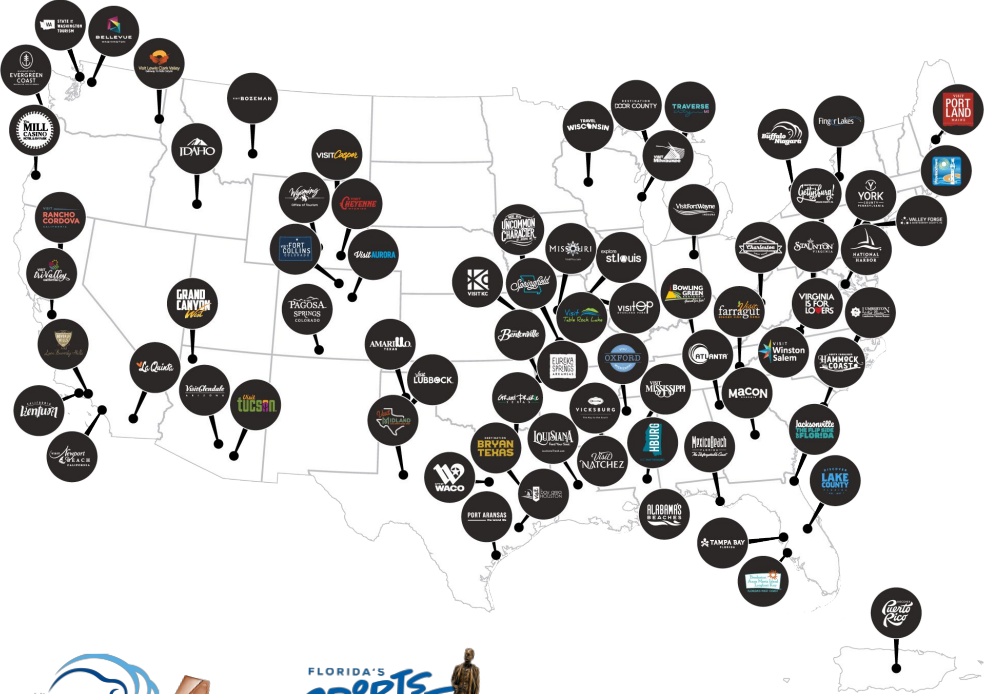
Years working in the travel and tourism industry

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.



WINTER & SPRING CAMPAIGNS

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

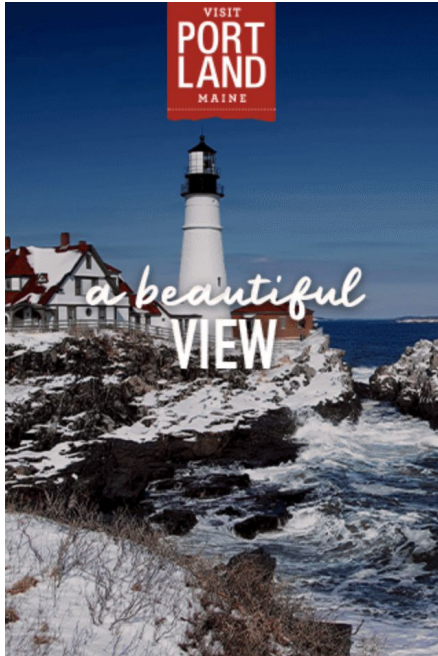




WARMTH

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:

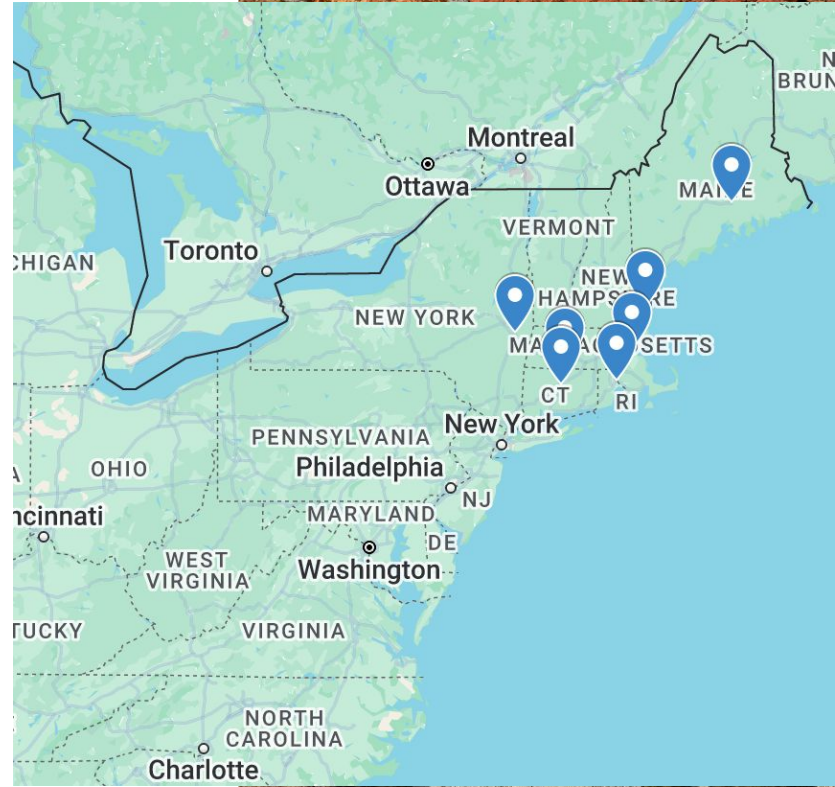
Position Portland as the ultimate winter escape, driving hotel bookings and boosting local businesses during the quieter months of January through March.

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

200 k

Clicks

+33%

**Website
Traffic**

+39%

**Website
Engagement**

VISIT
**PORT
LAND**
MAINE

A photograph of two people fishing from a white boat on a body of water. The person on the left is wearing a green jacket and sunglasses, looking out at the water. The person on the right is wearing a pink jacket and sunglasses, holding a fishing rod. The boat has several fishing rods mounted on the back. The water is blue with some whitecaps. In the background, there is a small island with a building on it. The sky is blue with some clouds. The text "COFFEE IN THE MORNIN AND fresh catch AT NIGHT" is overlaid on the image in white. The word "fresh" is in a cursive font, while the others are in a bold, sans-serif font.

COFFEE IN THE MORNIN
AND fresh catch
AT NIGHT

Campaign Goal:

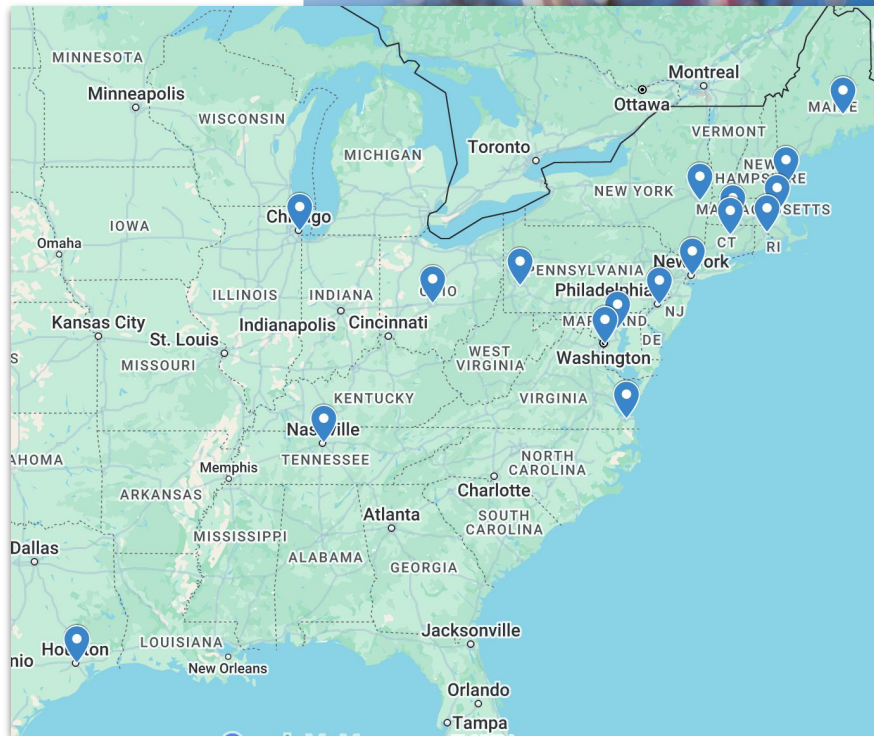
Build awareness and consideration of Portland as a great summer getaway in drive and targeted fly markets.

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 EARNHART

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

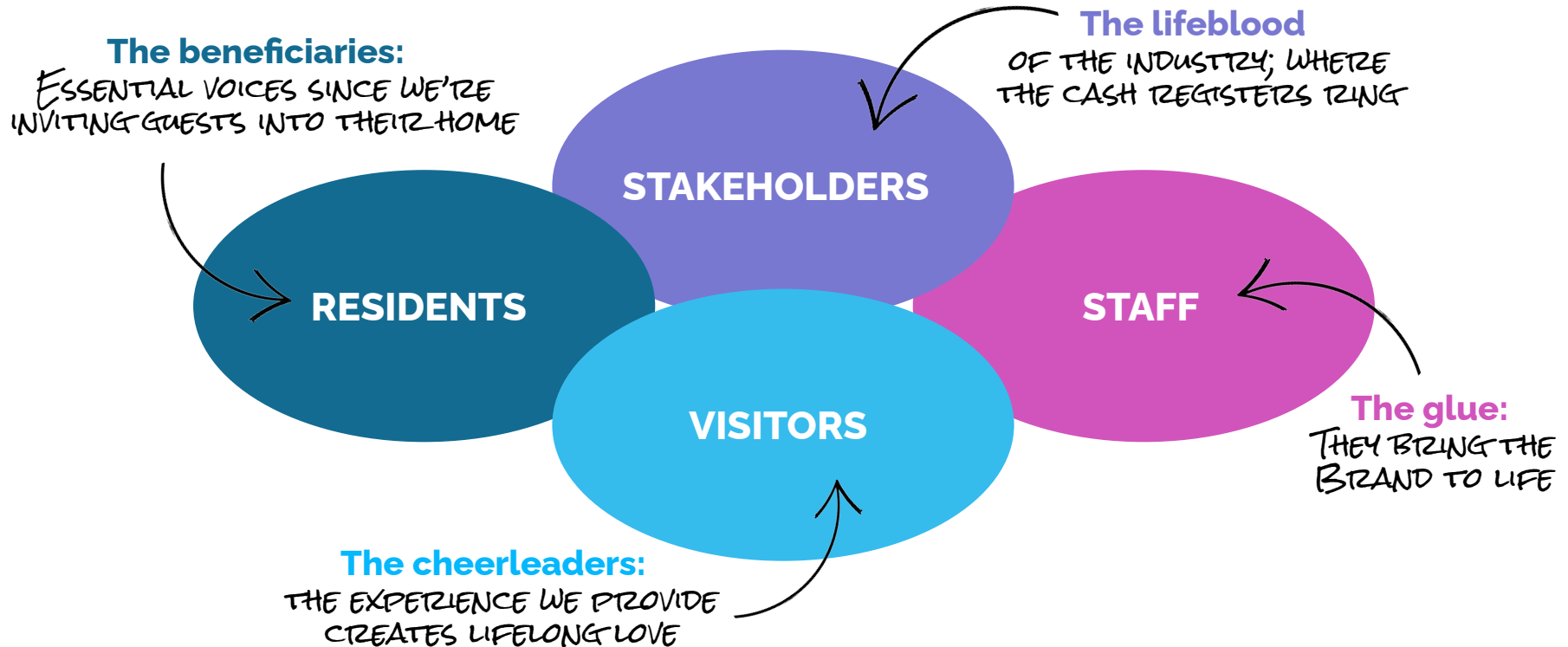
For many destinations, these feelings are already present.

It's not our job to create them—

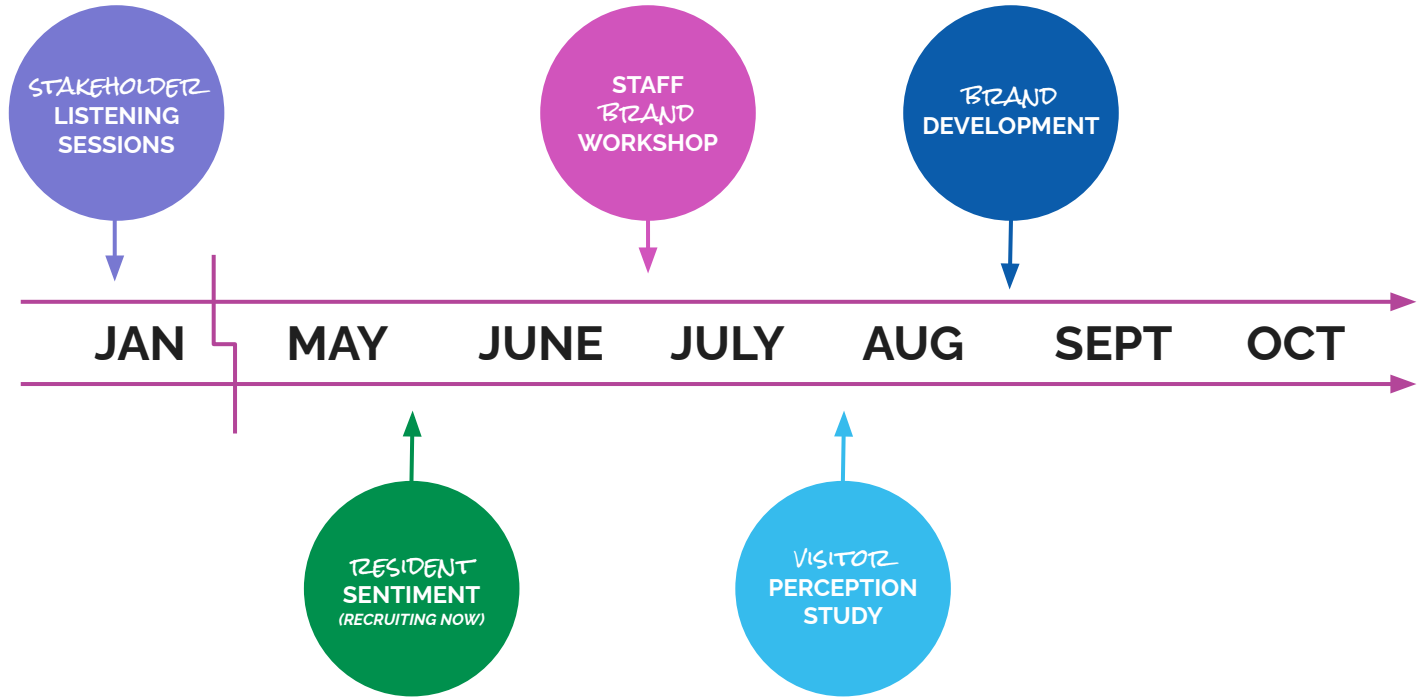


It's our job to
TAP INTO them,
UNCOVER them,
REVEAL them.

DATA IS ESSENTIAL FOR BRAND DEVELOPMENT



BRAND DEVELOPMENT





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





THANK *you!*

WE LOVE WORKING WITH YOU!

