



VISIT
**PORT
LAND**
MAINE

Authentic By Nature



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SUSAN LAVIGNE



BRIGITTA JENNER



STAFF ENGAGEMENT

- Nearly **400** partners, **43%** with us for over a decade!
- Conducted over **300** partner site visits
- Held **19** partner events
- Staff sit on a combined **15** boards & committees
- Engaged in **50+** community events
- Attended **12** industry trends & training conferences
- Invited to speak at **7** conferences
- Serviced over **300,000** visitors!



MARKETING

- **Expanded** leisure marketing campaigns
- **Increased** outreach to meeting & conference planners
- **Working** towards the return of the International market
- **Increasing** our wedding & sports marketing outreach
- **Protecting** our cruise market
- **Building** our diversity marketing campaign
- **Hosting** Media, Travel Writers, Meeting Planners, and Tour Operators
- **Traveling** across the U.S. to market us at Tradeshows

AND MORE...



FY25 ANNUAL REPORT

FY26 coming soon...



WINTER WEEKDAYS

**MAINE DEALS. BIG SAVINGS.
WEEKDAY FUN!**

January 5 - April 30, 2026

- www.winterweekdays.com
- Launched website Jan 5 – program runs until April 30
- Over 100 businesses listed – F&B and Hotels
- Featured on Townsquare Radio, Boston Radio, News Channels, Boston.com, and the Portland Press Herald
- Hosted 4 influencer trips
- Social media campaign through Maine & New England
- Total website views to date: 22,058
- Engagement rate: 65.31%
- Average engagement time on site: 2:39
- Most viewers were in Boston, followed by Portland, then New York



Itinerary building with Capshore

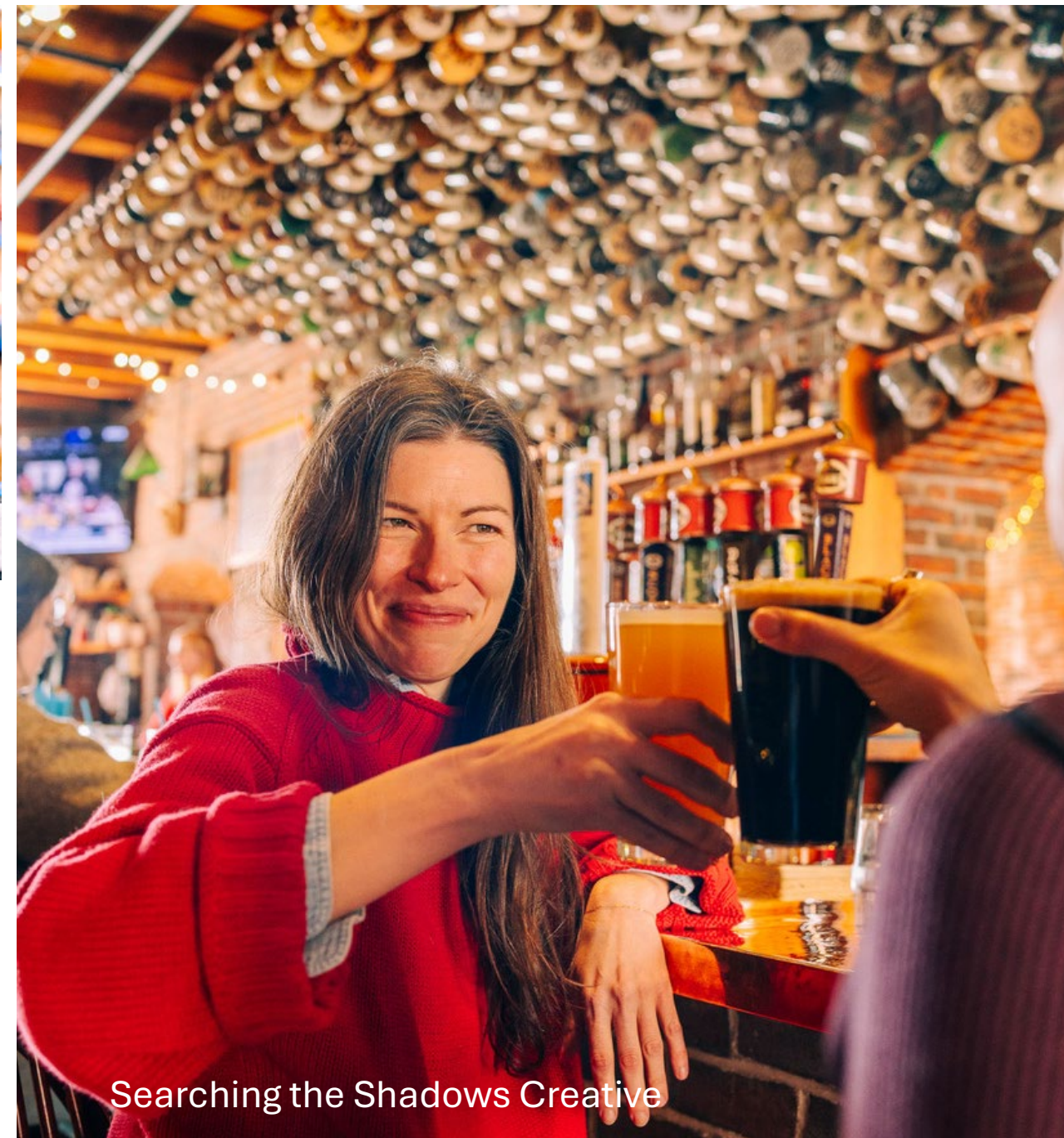


Maine Life



Nicole Wolf Photography





Searching the Shadows Creative



WORKFORCE DEVELOPMENT

Tentative Date: May 5 – 3:00 pm

- Portland Adult Education
- South Portland Adult Education
- Westbrook Adult Education
- Scarborough Adult Education



“TOURISM TALKS” EDUCATIONAL SERIES

*“**The way people plan trips is changing.** AI responses are intercepting search results before travelers can discover local businesses on Google.*

*This means it's no longer just about driving clicks; **it's about being included in the story** AI is telling about our destination.*

***When respected local industry organizations like Visit Portland list businesses,** link to their sites, mention them in guides, share their stories, and tag them on social media, they generate the exact signals AI systems use to determine which businesses are established and worth recommending.”*

Joe Conway – Sonar Digital



May 20

Opus Consulting – “Facing Challenges in the Current Economic Environment”



June 23

Sonar Digital – “How AI is Impacting Your Web Traffic”



August 25

Good Company – “Trust and Mindset in the Workplace”





THE GREAT PORTLAND PICK UP

Saturday, April 25, 2026

10 am - noon

Join us for 2 hours of fun!





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