

# HOW BRAND USA PROMOTES MAINE

Portland

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

## ADVANCING TRAVEL TO THE U.S. IN THE GLOBAL MARKETPLACE

Through data-driven campaigns focused on boosting international travel to the United States, Brand USA helps generate visitor spending and economic benefits for communities and businesses across Maine. These efforts highlight destinations and experiences throughout the state, increasing awareness of Maine as a U.S. travel destination.

## ECONOMIC IMPACT FROM TRAVEL AND TOURISM

International travel to Maine boosts spending in the state's travel and tourism sector, supports job growth, and increases economic activity.



State jobs supported by travel and tourism industry

31,600



Travel spending

\$6.1 B



Tax receipt

\$337 M

Source: Tourism Economics

## TRAVEL TRADE ENGAGEMENT

Brand USA partners with international tour operators and travel advisors to expand offerings, promote new experiences, and train sales teams to drive bookings to communities across the country.

 25%

According to the National Travel and Tourism Office, **25% of international visitors** use a travel advisor to plan their trips to the United States.

## SALES MISSIONS AND TRADE SHOWS

In FY24-FY25, Maine destinations participated in Brand USA sales missions and trade shows in key global markets.

- Brand USA Travel Week (UK and Europe)

## BRAND USA MARKETING & PROMOTIONAL ACTIVITY

### ▶ WITH THE HELP OF BRAND USA

127K

Maine welcomed **127,000** international visitors in **2024**, supporting jobs and economic growth statewide.

Source: National Travel and Tourism Office

### ▶ THROUGH COOPERATIVE MARKETING

Maine destinations participated in Brand USA programs to engage key international markets and drive bookings.



### ▶ THROUGH MEDIA AND DIGITAL ENGAGEMENT

Brand USA featured Maine experiences through:

30

Social media features



164

Stories



## BRAND USA PARTNERS WITH 6 ORGANIZATIONS IN MAINE

- City Tours Maine
- Kennebunkport Business Association
- Maine Tourism Association
- Visit Bar Harbor
- Visit Maine
- Visit Portland