

Maine Office of Tourism Report

**DART Regional Meeting
May 17, 2011**

Current Marketing Strategies

- Research driven
- Primary markets
 - Boston
 - New York
 - Other New England states
 - Eastern Canada
- Goal – increase number of first time visitors

Current Marketing Strategies

- In addition to our demographic approach:
 - Examining current market prospects for a more psychographic perspective
- Examining potential in regions with non-stop flights to Maine

Marketing Maine: Summer 2011

- Television – Reinforcing look and feel established last year with addition of new footage
 - Boston
 - New York
 - National Cable
- Radio
 - Boston

Marketing Maine: Summer 2011

■ Print

- Down East
- Yankee
- Real Maine Weddings
- Maine Invites You/Official Maine Map
- Audubon
- New England Meetings Guide
- Boston Globe
- New York Times magazine

Yankee ad



There's More To Maine



Where foodies get their exercise.

If you're a food lover with an appetite for adventure, head to Maine — one of the country's hottest culinary destinations. Discover — there's more to Maine at VisitMaine.com.

More To Do

Down East Spring Birding Festival
Cobscook Bay, May 27-30
Old Port Festival
Portland, June 12
Windjammer Days
Boothbay Harbor, June 21-22
Yarmouth Clam Festival
Yarmouth, July 15-17

Get more at VisitMaine.com:

- Over 200 **Maine Getaways** value packages
- FREE 2011 Maine Travel Planner



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VisitMaine.com


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Maine
There's More To Maine

Audubon ad



There's More To Maine



Where wildlife meets the good life.

With 330 species of birds and an infinite variety of shops, galleries, restaurants and outdoor activities, Maine is that rare mix of the wild and the cultivated. Discover — there's more to Maine at VisitMaine.com.

Get more at VisitMaine.com:


- Over 200 **Maine Getaways** value packages
- **FREE** Maine Birding Trail brochure at VisitMaine.com/birdingtrail

More To Do

- Wings, Waves & Woods
Deer Isle, May 20 – 22
- Down East Spring Birding Festival
Washington County, May 27 – 30
- Acadia Birding Festival
Mt. Desert Island, June 2 – 5
- Moose Maine
Greenville, May 14 – June 12

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Maine Destination Weddings

Promoting Maine to brides-to be:

- Real Maine Weddings - 2011 annual edition, half-page spread



The perfect blend of I do and oh wow!

With an infinite variety of spectacular settings and all the wedding resources you need, Maine is the ideal location for your Destination Wedding. Discover — there's more to Maine at VisitMaine.com.

More To Do

From lobster bakes and lighthouse tours to windjammer cruises and whale watch adventures... it's easy to turn your Maine Destination Wedding into an unforgettable experience for one and all.

Get more at VisitMaine.com:

- Hundreds of **Maine Getaways** value packages
- FREE 2011 Maine Travel Planner

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Marketing Maine: Summer 2011

- Online

- Boston.com

boston.com

- CanadaEast.com

CANADAEAST

- Trip Advisor



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“Trigger” Event Promotion

Online and Radio:

- This past winter - Triggered upon each of the first 3 significant snowfall events in Maine
 - “Takeover” expandable display ad, Boston.com
 - Three-day radio buy

:30 Ads

- Outdoor adventure
 - Target younger demographic
 - Focus on more active adventure experiences
- Cultural heritage
 - Targets experiential traveler
 - Focusing on connections to place and traditions

Email Marketing

- eMail blasts
 - Alternating between full list and targeted lists from visitmaine.com database
- Call to action: Maine Getaways
- Related to upgrades in content
- Strategic focus on areas of interest indicated by visitors
 - Allows for personalization

Pay-per-click

- Started in primary DMAs
- Low cost tactic to reach potential first time visitors
- Allows for real-time analytics
- Flexibility
 - Allowed testing in new markets
 - Message can be focused and adjusted as needed

Social Media Marketing

- 63% of Maine's visitors use Facebook on a regular basis.
 - 23% increase over last year



Social Media Marketing

- Facebook
 - Ability to communicate with more than 20,000 fans every day
- Facebook Advertising
 - Targeting those who are not yet fans in U.S. and Eastern Canada
 - Ability to target specific niches

Social Media Marketing

Maine Office of Tourism



Is seeing a whale on your to do list this summer? Plan your whale watching trip to Maine! "Like" our page for travel tips & ideas.

 Like · Anna C. McDermott likes this.

Maine Office of Tourism



Summer is almost here! It's time to plan your perfect vacation to Maine - let us help! "Like" our page for travel tips and ideas.

 Like · Anna C. McDermott likes this.

What's New for Product

- Maine Performs Collaborative
 - Maine Designer Videos
- Maine Lobster Mobile Application

Maine Performs



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There's More To Maine

Maine Performs



Maine Performs!

Map locator #		Page
Aroostook County		
1	Acadian Festival, Madawaska	3
DownEast & Acadia		
2	Kneisel Hall Chamber Music Festival, Blue Hill	4
3	Opera House Arts, Stonington	4
Greater Portland & Casco Bay		
4	Portland Ovarions, Portland	5
5	Portland Stage, Portland	5
6	Portland Symphony Orchestra, Portland	6
7	Space Gallery, Portland	6
Kennebec & Moose River Valleys		
8	Maine International Film Festival, Waterville	7
9	Theater at Monmouth, Monmouth	7
Maine's Lakes & Mountains		
10	Bates Dance Festival, Lewiston	9
11	Celebration Barn, South Paris	9
12	Oddfellow Theater, Buckfield	9
13	Ossipee Valley Music Festival, South Hiram	10
14	Public Theatre, Lewiston	10
MidCoast		
15	Bay Chamber Concerts, Rockport	11
16	Bowdoin International Music Festival, Brunswick	12
17	Maine State Music Theatre, Brunswick	13
The Maine Beaches		
18	Ogunquit Playhouse, Ogunquit	13
The Maine Highlands		
19	American Folk Festival, Bangor	14
20	Bangor Symphony Orchestra, Bangor	14
21	Collins Center for the Arts, Orono	15
22	Penobscot Theatre, Bangor	15



Acadian Festival
Aroostook County Region
www.acadianfestival.com
207-728-6250
Madawaska, ME 04756
Event (August)



For over 33 years, the town of Madawaska has celebrated the rich Acadian heritage of the St. John Valley during the Madawaska Acadian Festival. The festival commemorates the arrival of the first Acadian settlers in 1785. Internationally renowned Acadian bands join a full roster of musicians and performers during the four-day event, which also features Acadian food, parades, bed races, historical reenactments, crafts shows and the annual "family reunion," each year honoring a different founding family.

Multicultural Traditions

Maine is home to a welcoming mix of cultures and communities: French Acadians who settled the St. John Valley, Swedish immigrants who founded the village of New Sweden, the Micmac Tribe in Presque Isle, and the Houlton Band of Maliseets. The traditions and heritage of Maine come alive at festivals like the Native American Festival held in Bar Harbor and the Portland Festival of Nations that celebrates cultural traditions across America. The Franco-American Festival in Waterville and the Maine Celtic Celebration in Belfast celebrate the respective heritage of those communities. For more information go to www.VisitMaine.com.

Maine's traditions and heritage come alive at festivals and cultural celebrations.



Maine Designers Videos

Angela Adams
Portland, Maine



Lunaform
Sullivan, Maine



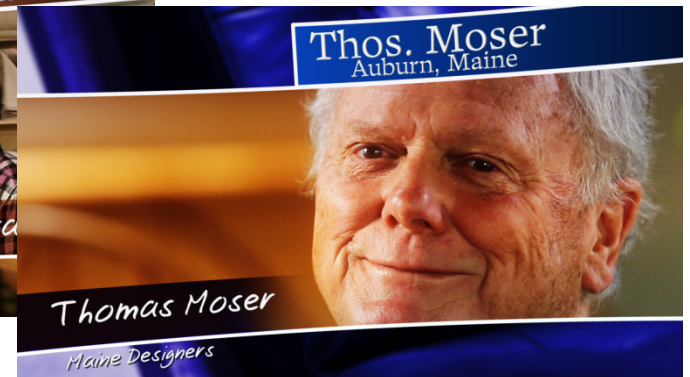
Brahms Mount
Hallowell, Maine



Grain Surfboard
York, Maine



Thos. Moser
Auburn, Maine



Sea Bags
Portland, Maine



Jill McGowan
Portland, Maine



Lobster Mobile Application

What has 2 claws, 10 legs and millions of fans?



There's More To Maine



For generations, families up and down Maine's coast have made lobstering a way of life, harvesting millions of pounds of the authentic Maine crustacean that contributes so significantly to the state's economy. The lobster is one of Maine's most enduring

icons—a symbol of both our fishing industry heritage and our world-renowned seafood. Today, modern lobster harvesters still operate in traditional ways, while leading the nation in conservation and sustainability practices, ensuring the future of a vital Maine industry.



Maine Lobster Guide

Introducing a new smart phone app that will satisfy your appetite for all things Maine Lobster. Download the new Maine Lobster Guide for instant info about:

- Eating, buying and shipping Maine Lobster
- Maine getaway packages
- Delicious Maine Lobster recipes
- Maine Lobster events
- Maine Lobster facts
- Maine Lobster tales

Learn more about the new Maine Lobster Guide at VisitMaine.com

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Moving Forward

- New ad agency in place in August
- Canadian PR/Trade Representation
- Monitoring gas prices throughout the summer
 - Trigger program
 - Online and social media marketing have ability to adjust quickly
- Maine Getaways featuring Value Vacations
 - Value continues to be king