

Maine Office of Tourism Report

**ACT Regional Meeting
June 21, 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



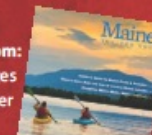
Where foodies get their exercise.

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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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

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 25,000 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.

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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.

Moving Forward

- Canadian PR/Trade Representation
- Building upon Maine/New Brunswick partnership
 - Marketing Two-Nation Vacation
- Monitoring gas prices throughout the summer
 - Online and social media marketing have ability to adjust quickly

Moving Forward

- Maine Getaways featuring Value Vacations
 - Value continues to be king
- Build upon the strengths of our cultural and heritage
 - Including outdoor sporting heritage
 - Targeting experiential travelers
 - Highlighting Sustainability