

Maine Office of Tourism Report

**Maine Lakes & Mountains Regional Meeting
June 23, 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 eastern 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

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Audubon ad



There's More To Maine



Where wildlife meets the good life.

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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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Boston Globe ad



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one part relax.**

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More To Do

- Moose Maine
Greenville, May 14 – June 12
- The Kennebunkport Festival
Kennebunkport, May 31 – June 5
- Old Port Festival
Portland, June 12
- Annual Windjammer Days Festival
Boothbay Harbor, June 21 – 22

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Paddling.com ad



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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.

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Marketing Maine: Summer 2011

- Online

- Boston.com

boston.com

- CanadaEast.com

CANADAEAST

- Trip Advisor



- FamilyGetaway.com



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There's More To Maine

Marketing Maine: Summer 2011

“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

Marketing Maine: Summer 2011

Email

- 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

Marketing Maine: Summer 2011

Pay-per-click

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

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Social Media



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

Marketing Maine: Summer 2011

- 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

Marketing Maine: Summer 2011

Maine Office of Tourism



Isn't it about time for some "you" time? "Like" our page today and learn more about great Maine getaway packages.

 Like · Anna C. McDermott likes this.

Maine Office of Tourism



Fun hikes, great views, exciting events, & world class dining, lodging and shopping await you in Maine! "Like" our page to learn more.

 Like · Anna C. McDermott likes this.

Marketing Maine: Fall 2011

- Engage prospects dynamically
- Continue to build upon the “There’s More to Maine” campaign
 - Build upon the strengths of our culture and heritage
- Reinforce our strengths and bring to life what isn’t known
- Integration of multi-media campaign

Marketing Maine: Fall 2011

- TV
- Print
- eMail
- Online
 - Second tier market
- Social Media
 - Facebook, Twitter, Foursquare
- Mobile
 - Platform for visitmaine.com

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

- Integrate mobile marketing into our media mix
- Continue to build upon state agency partnerships
- Continue to be active participants in tourism related initiatives
 - Like Maine Woods Consortium
- Evaluate research needs, potential gaps and existing data