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 nonstop flights to Maine



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

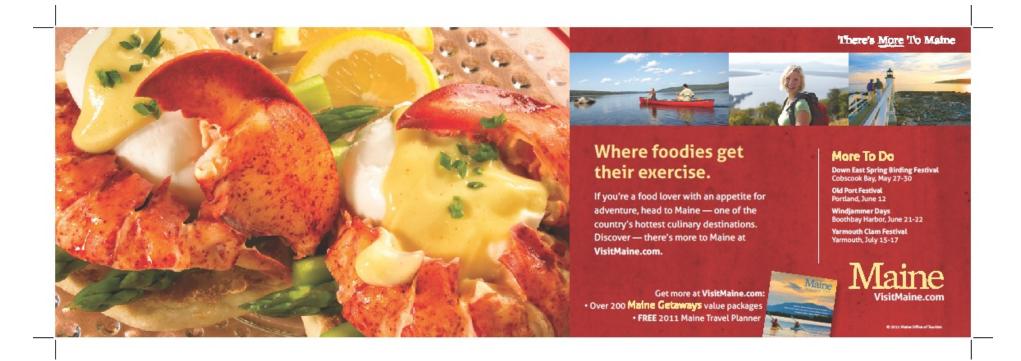


Print

- 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



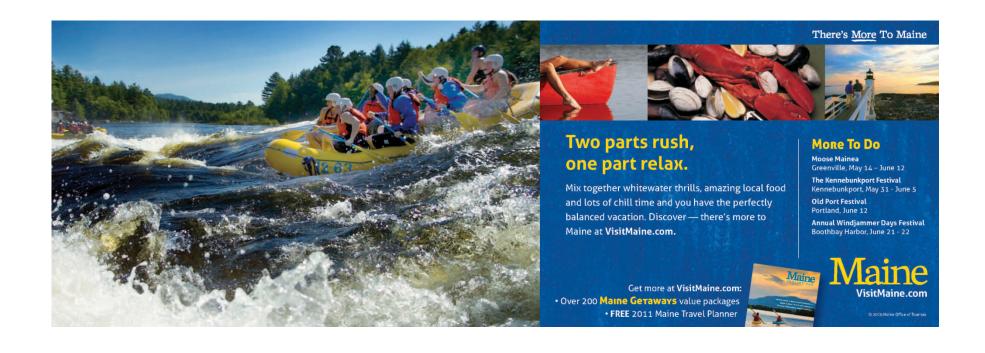


Audubon ad





Boston Globe ad





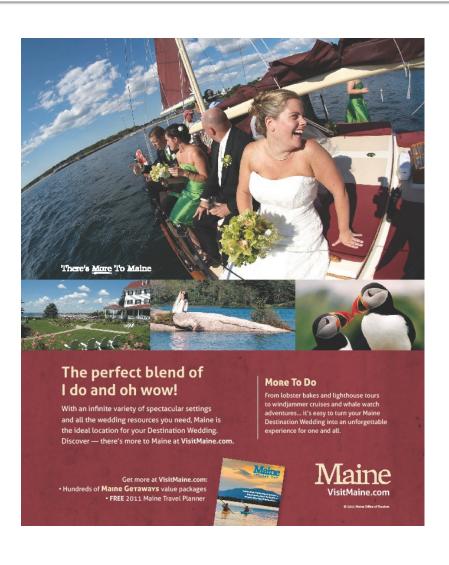
Paddling.com ad







Maine Destination Weddings



Promoting Maine to brides-to be:

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



Online

Boston.com



CanadaEast.com



Trip Advisor



FamilyGetaway.com





"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

- 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
 - Message can be focused and adjusted as needed

There's More To Maine

Social Media



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



- 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



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

