

# **Maine Office of Tourism Report**

**Kennebec Valley Regional Tourism Meeting  
September 27, 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: 2011

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



# Marketing Maine: 2011

## ■ Print

- Down East
- Yankee
- Real Maine Weddings
- Maine Invites You/Official Maine Map
- Audubon
- New England Meetings Guide
- Boston Globe
- New York Times T magazine
- Snow Goer Magazine Vacation Guide
- DNE Guide - UK

# 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](http://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](http://VisitMaine.com):

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



**Maine**  
[VisitMaine.com](http://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](http://VisitMaine.com).


Get more at [VisitMaine.com](http://VisitMaine.com):

- Over 200 **Maine Getaways** value packages
- **FREE** Maine Birding Trail brochure at [VisitMaine.com/birdingtrail](http://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

**Maine**  
[VisitMaine.com](http://VisitMaine.com)



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**Maine**  
There's More To Maine



# Boston Globe ad



There's More To Maine

**Two parts rush,  
one part relax.**

Mix together whitewater thrills, amazing local food and lots of chill time and you have the perfectly balanced vacation. Discover — there's more to Maine at [VisitMaine.com](http://VisitMaine.com).

**More To Do**

- Moose Mainea**  
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

Get more at [VisitMaine.com](http://VisitMaine.com):  
• Over 200 **Maine Getaways** value packages  
• **FREE** 2011 Maine Travel Planner



**Maine**  
[VisitMaine.com](http://VisitMaine.com)

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**Maine**  
There's More To Maine

# Paddling.com ad



**Take a paddle break....**  
cast a line. Discover there's  
more to Maine at  
[www.visitmaine.com](http://www.visitmaine.com)

**Maine**  
There's More To Maine



**Clear lakes. Winding rivers. Calm waters.**  
It's here you will find your paddler's paradise.  
Come experience our abundant waterways  
and you'll discover – there's more  
to Maine. [VisitMaine.com](http://VisitMaine.com)

**Maine**  
There's More To Maine

**Maine**  
There's More To Maine



# Downeast ad



There's More To Maine



## Two parts powder, one part cocoa.

For a perfect blend of exhilarating adventure and cozy comfort, head to Maine this winter. Discover — there's more to Maine at [VisitMaine.com](http://VisitMaine.com)

### More To Do

Harbor Lights Festival, Boothbay Harbor  
December 2-4  
Festival of Lights, York  
December 3  
Christmas Stroll, Belgrade Lakes  
December 3  
Christmas by the Sea, Ogunquit  
December 3-11

Get more at [VisitMaine.com](http://VisitMaine.com):  
• Over 200 **Maine Getaways** value packages  
• **FREE** Maine Travel Planner



**Maine**  
[VisitMaine.com](http://VisitMaine.com)

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**Maine**  
There's More To Maine

# Snow Goer Magazine



There's More To Maine



## Room to ride. Rooms to relax.

With thousands of miles of groomed, inter-connected trails to explore, plus great food, festivities and comfortable accommodations along the trail, Maine is a snowmobiler's dream. Discover — there's more to Maine at [VisitMaine.com](http://VisitMaine.com)

### More To Do

#### January

Snowmobile Snodeo – *Rangeley*  
Maine Lakes Musher's Bowl – *Bridgton*  
Annual Snofest – *Norway*

#### February

International Snowmobile Festival – *Madawaska*  
Winter Carnival & Snowmobile Festival – *Caribou*

#### March

Can-Am Crown Sled Dog Races – *Fort Kent*

- Get more at [VisitMaine.com](http://VisitMaine.com):
- Over 200 **Maine Getaways** value packages
  - **FREE** Maine Travel Planner



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[VisitMaine.com](http://VisitMaine.com)  
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**Maine**  
There's More To Maine

# Marketing Maine: 2011

## ■ Online

- Boston.com
- Orbitz
- Frommers
- Value Click Networks
- Wicked Local (MA)
- Weather Bug
- CanadaEast.com
- Trip Advisor
- FamilyGetaway.com

***boston.com***

**ORBITZ**

**CANADA**EAST

 **familygetaway.com**<sup>SM</sup>  
value your time together

  
**tripadvisor**<sup>®</sup>

**Maine**  
There's More To Maine



# Marketing Maine: Winter 2012

## “Trigger” Event Promotion Online and Radio:

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

# Marketing Maine: 2011-2012

## 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: 2011-2012

## 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

# Marketing Maine: 2011-2012

## Social Media



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

# Marketing Maine: 2011-2012

- Facebook
  - Ability to communicate with more than 38,000 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: 2011 - 2012

## 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: 2011-2012

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

# Moving Forward

- Canadian PR/Trade Representation
  - Sales calls travel agents and tour operators
  - Enhanced presence at trade shows
  - In-market media presence
- Building upon Maine/New Brunswick partnership
  - Marketing Two-Nation Vacation
  - New marketing plan based on current research



# 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

# How to Connect

- Visitmaine.com
  - Business listings
  - Event listings
  - Getaways and Specials



**Maine**  
There's More To Maine

# How to Connect

## Maine

There's More To Maine

THINGS TO DO

REGIONS & TOWNS

LODGING

DINING

PACKAGES & SPECIALS

SEASONS

EVENTS

RESOURCES

HOME

Home > Tourism Partners

### Tourism Partners

- Manage Listings
- Help Documents
- Industry Information

### Quick Links


- My Trip Planner
- Sign Up For Email
- Send A Postcard
- Vacation Memories
- Photos, Videos, Maps
- Interactive Map
- Maine Facts

### Popular Pages


1. Lighthouses
2. Cuisine
3. Fishing
4. Sightseeing & Tours
5. Outdoor Recreation
6. Acadia National Park
7. Arts & Entertainment
8. Wildlife Watching
9. Paddling
10. Family Attractions

View the  
INTERACTIVE  
MAP


## Tourism Partners



Help Documents



Industry Information





Manage Listings

### Welcome to the Maine Office of Tourism Industry Partners Section

This section was developed to help us better communicate with members of the tourism industry and give you unprecedented control over your data on VisitMaine.com and other [Tech-Share](#) sites. The [Digital Marketing Infrastructure](#) (DMI) is a set of **FREE** online tools designed to give you, our tourism industry partners, ability to manage your data. The DMI allows you to submit and update your Maine [business](#) and [events](#) listing, [specials](#), and [travel packages](#) for **FREE**.

You will also find numerous support services and resources including [advertising information](#), a [staff directory](#), [extensive research](#), [marketing partnership opportunities](#), and other useful information that will help us all better market Maine.

Maine Office of Tourism #59 State House Station  
Augusta, ME 04333-0059 (207) 624-9808










FREE TRAVEL PLANNER

EMAIL SIGN-UP

MAPS

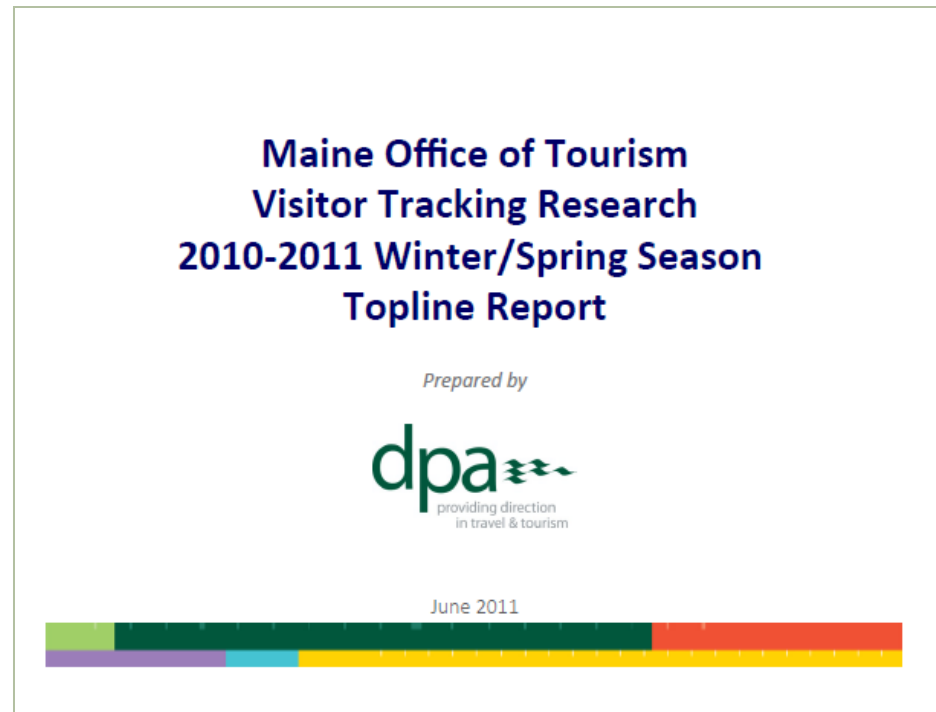
VIDEOS & PHOTOS

FEEDBACK



# How to Connect

- Resources
  - Research
  - Media Plan
  - Tap into Tourism



# How to Connect

Browser window showing the website <http://www.visitmaine.com/tourism/info/>. The page title is "Industry Information - Maine Office of Tourism".

The website features a navigation menu on the left with the following links: **THINGS TO DO**, **REGIONS & TOWNS**, **LODGING**, **DINING**, **PACKAGES & SPECIALS**, **SEASONS**, **EVENTS**, **RESOURCES**, and **HOME**.

The main content area is titled "Industry Information" and includes a "FREE GUIDE BOOK" banner. The page is organized into several sections:

- Tourism Partners**
  - Manage Listings
  - Help Documents
  - **Industry Information**
- Quick Links**
  - My Trip Planner
  - Sign Up For Email
  - Send A Postcard
  - Vacation Memories
  - Photos, Videos, Maps
  - Interactive Map
  - Maine Facts
- Popular Pages**
  1. Lighthouses
  2. Cuisine
  3. Fishing
  4. Sightseeing & Tours
  5. Outdoor Recreation
  6. Acadia National Park
  7. Arts & Entertainment
  8. Wildlife Watching
  9. Paddling
  10. Family Attractions

The "Industry Information" section contains a grid of icons linking to various resources:

- Advertising
- Directory
- Governor's Conf.
- Maine Logos
- MTMPP
- Partner
- Presentations
- Research
- Resources
- Tourism Commission

Below the grid, a text block states: "Within the pages of this site, you will find advertising information, a staff directory, extensive research, marketing partnership opportunities and other useful information that will help us all better market Maine. Please click on the links above to learn more about the marketing opportunities available through the Maine Office of Tourism."

The footer contains a navigation bar with the following links: **FREE TRAVEL PLANNER**, **EMAIL SIGN-UP**, **MAPS**, **VIDEOS & PHOTOS**, **FEEDBACK**, and social media icons for Facebook, Twitter, YouTube, and RSS.