Maine
VisitMaine.com

MAINE OFFICE OF TOURISM "On The Road"

Kennebec & Moose River Valleys Region

October 25, 2012

Maine Office of Tourism

- State Agency
  - A division of the Maine Department of Economic & Community Development
  - Established to administer a program to support and expand the tourism industry and promote the state as a tourist destination.

Maine Film Office

- State Office
  - Established within the Office of Tourism
  - The Director of the Film Office is responsible for undertaking a program of film promotion
  - New Director – Karen Carberry-Warhola

Maine
VisitMaine.com

Maine Office of Tourism

- Funded by:
  - Dedicated Special Revenue Account funded by 5% of the 7% sales tax collected on meals and lodging;
  - Remaining 95% of meals & lodging tax collected goes to the General Fund supporting state and local services

Maine
VisitMaine.com

Tourism Marketing Promotion Fund

- FY 2013 Budget = $9.4 Million
  - Research
  - Operations
  - Marketing Program
  - Visitor Centers
- 10% allocation
  - 8 Tourism Regions
  - 2 Special Events

Maine
VisitMaine.com

Integrated Approach to Marketing

- **Paid Media**
  - Print
  - Radio
  - Online
  - Mobile
  - Out of Home/Transit
- **Public & Media Relations**
  - Fam trips
  - Media outreach
- **Email**
  - Targeted – special interest
  - Season reminders
- **Social Media**
  - Facebook
  - Twitter
  - You Tube
  - Foursquare
  - Pinterest
- **Fulfillment**
- **International Marketing**
  - Trade & Media
- **US & Canada Travel Trade & Consumer Shows**

Maine
VisitMaine.com

RESEARCH DRIVEN

Demographic – Visitors & Prospects

Psychographic - Prospects

Visitor Research

- The specific objectives of the program are:
  - To identify Maine's share of the travel market;
  - To quantify the number of visitors who come to Maine;
  - To estimate the amount of spending devoted to tourism in Maine;
  - To profile the Maine traveler – including where they come from, who they travel with, where they go in the state and what they do;

Marketing Outlook - Trends

The Convenience Culture –

- Rise of the empowered consumer who wants more choice
- Changing work patterns – more flexible leisure time
- Seek intangible products such as experiences, often gained through leisure and recreation.
- A re-tuning to nature, where people feel a desire to become reconnected to the natural world from which they feel disconnected by modern lifestyles.

Maine
VisitMaine.com

Marketing Outlook - Trends

- Strong spend by the younger generation – Gen Y and X are spending on luxury – but want good value.
- Value continues to be king – even the affluent are focused on good value.
- Evoke emotional connections
- "Diverse aware" – dual pronged strategy for over and under 50.
- Gadgets – iPad users have increased by 59% between Feb & Sept 2011. 44% plan on using mobile device as travel resource.*

*From Trip Advisor National Travel Trends 2012

Marketing Outlook - Trends

- Caution – Curation – Contentment
  - Caution – Consumers are vigilant. Want vacation that is risk free.
  - Curation – Circles of intimacy – manage information and relationships.
  - Contentment – Spontaneity and fun snatched away. Well-being and meaning will define context of happiness.

Maine
VisitMaine.com

Become the premier four-season destination in New England

MAINE'S MISSION

Become the premier four-season destination in New England

Objectives

- Bring more visitors into and through all regions of the state – deeper excursions
- Have more visitors stay in paid accommodations
- Have visitors spend more money – longer stays

MARKETING STRATEGIES

Rejuvenate/refresh the Maine brand to make it relevant and contemporary.

Convert aspiration to visitation among first time visitors.

Use research and data analytics to focus on those markets that have the highest propensity to deliver new visitors

Strategies

- Rejuvenate/refresh Maine tourism brand to make it more contemporary
- Convert aspiration to visitation.
- Use research and data analytics to focus on markets with highest propensity to deliver new visitors
- Increase development of mutually beneficial collaborative partnerships

Employ a clear two-pronged approach

ACQUISITION – Entice first-time visitors

RETENTION – Give past visitors a reason to return

PRIORITIZING ORIGIN MARKETS

Objective

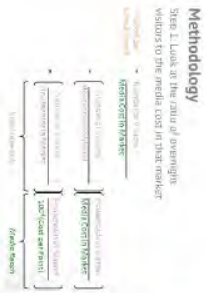
Determine which U.S. markets represent the greatest potential for generating incremental overnight visitors to Maine in response to marketing efforts.

Research-based Approach

- 2014 Summer Season Topline Research Report (DPA)
- 2010 Maine Visitor Research (DPA)
- 2010/11 Winter Topline Research Report (DPA)
- MOT Traveler Segmentation Study (DPA)
- Analysis of MOT Inquiry Database (MIV & opt-in email)
- Bureau of Transportation Statistics
- Visitor Center Traffic Reports
- Media Research Inc. (MRI), Survey of the American Consumer
- Nielsen Ratings

Methodology

Step 1: Look at the ratio of overnight visitors to the media cost in that market



Step 3: Combine the two data sets

| | | |

Objective

Determine which U.S. markets represent the greatest potential for generating incremental overnight visitors to Maine in response to marketing efforts.

Market Selection for Repeat Visitors

Primary Target Markets

Primarily New England Markets:

- Massachusetts
- Connecticut
- Rhode Island
- New Hampshire
- Vermont
- Maine

Demographics of Repeat Visitors

- Male or female (50%/50% split)
- Age 35-64
- Household income of $75,000 or more

Market Selection for First-Time Visitors

Primary Target Markets

Mid-Atlantic Markets:

- New York
- New Jersey
- Pennsylvania
- Canada with emphasis on:
  - Ottawa
  - New Brunswick

Demographics of First Time Visitor Target Market

- Male or female (50%/50% split)
- Age 25-54
- Household income of $100,000 or more

TARGETING BY SPECIAL INTEREST

People Pursue their Passions

- Special interest activities will draw visitors from a wider geographic area giving Maine increased exposure beyond New England/Canada

- People will find time and money to pursue the activities about which they are passionate.

Special Interest Segments To be Targeted Through Paid Media

- Hiking/Climbing
- Cycling
- Paddling
- Wildlife Watching
- Outdoor Adventure
- Culinary
- Cultural Tourism
- Winter Sports

*Special interests chosen based on those with the greatest amount of overnight visitation

CREATE BRAND CRAVING

A state of being more valuable than the "things" – activities, vistas, sites, food, etc.

Maine needs to become an antidote for something missing in consumers' lives

A state of being more valuable than the “things” – activities, vistas, sites, food, etc.

Maine needs to become an antidote for something missing in consumers’ lives

We need to create an emotional connection between the Maine brand and potential visitors, that operates on a personal level, and drives visitation—especially among first-timers.

THE REAL THING.
FROM REAL PEOPLE.
GIVING REAL ADVICE.

THE MAINE THING
is
Learning about the
PLACE FROM THE PEOPLE
who make it special.
MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE. >

THE MAINE THING

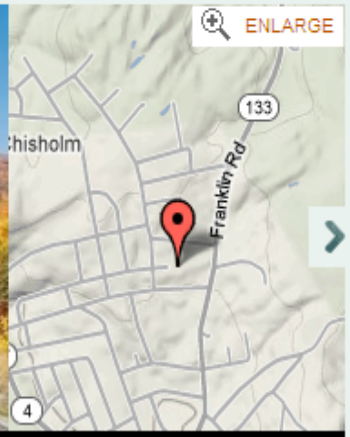
is

Where original people perfectly complement the beauty of this place. Explore and discover what the Maine Thing is all about. So be inspired. Be adventurous. Be yourself. Discover your Maine Thing.

MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE.

View all

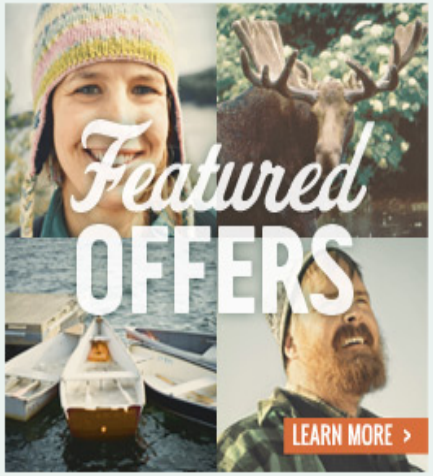
Inspirations from celebs, locals and visitors.

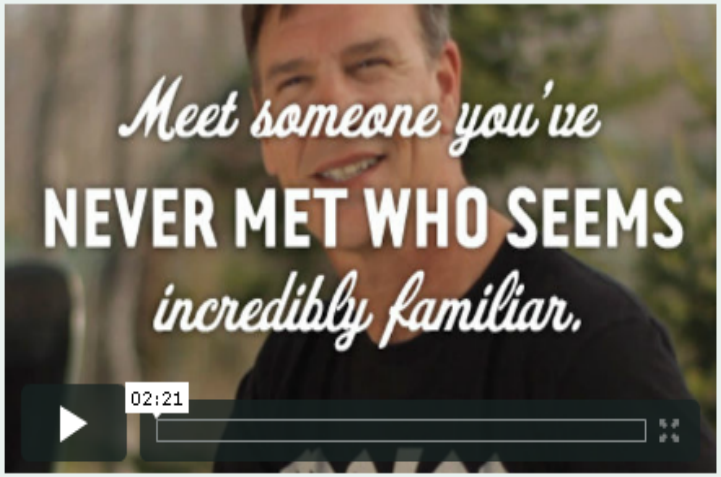


With a perfect combination of fresh air and color, fall in Maine is a breathtaking natural phenomenon. MORE ›

Internet

One of the best ways to see Maine is on foot, whether you want to tour one of our vibrant cities, take a day hike to a tumbling waterfall, stroll along a beach with your children or go backpacking along a stretch of the famous Appalachian Trail. MORE ›





TWITTER

This Saturday is the Harvest Dance @ Wolfes Neck Farm in Freeport w/ live music and great local food: t.co/Hd6GFzdZ

Want a lovely reminder of Fall's colors as your computer

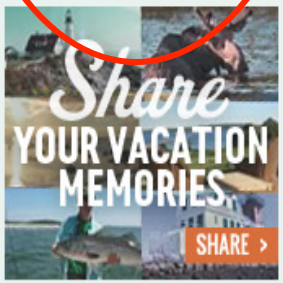
FACEBOOK

FLICKR

UPCOMING EVENTS

SEARCH ALL EVENTS »

- 15th Annual Harvestfest & Chowdah Cook-off
  SEPTEMBER 15, 2012
- Maine Open Lighthouse Day
  SEPTEMBER 15, 2012
- Camden International Film Festival
  SEPTEMBER 27–30, 2012



MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE. THAT'S THE MAINE THING.

If you're looking to get off the beaten path, you've come to the right place. We've gathered a group of individuals who embrace spontaneity, are filled with unique insights, and have completed their own rite of passage to become a Maine Insider. They understand the ins and outs of all that Maine has to offer — the kinds of people and places a local would know. This is about discovering new experiences and rediscovering yourself in the process.

THE GUIDE TO THE WILD

Steve Vose. Steve's specialty is facilitating memorable Maine experiences. As a registered guide,

AN OUTSIDER FROM 9 TO 5

Bronwyn Potthoff. With a diverse landscape, Maine is a playground of outdoor activities. As an outdoor

A TRULY DOWN-TO-EARTH FARMER

Seren Huus. Having grown up in Union, Maine is in her blood. As a farmer

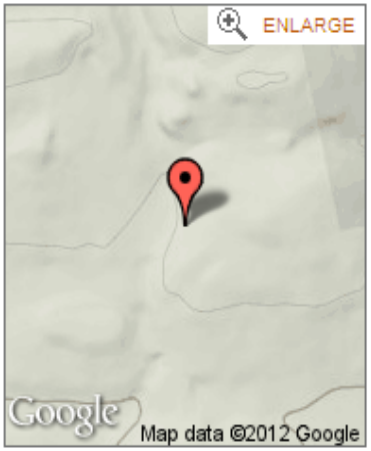
THE OUTDOOR ADVENTURER

Barry Tripp. Living in Carrabassett Valley in the winter and Old Orchard Beach in the summer, Barry Tripp

Internet

REAL PEOPLE. REAL ADVICE. IT'S THE MAINE THING.

Steve Vose's tips



THE GUIDE TO THE WILD

Steve Vose. Steve's specialty is facilitating memorable Maine experiences. As a registered guide, Steve can lead you anywhere anytime and make you feel at home. Equipped with first-hand knowledge and a healthy sense of humor, Steve openly shares the secrets of Maine's wilderness. Rely on him to survey the land and be your beacon for unique and remarkable adventures.

MAINE INSIDERS VIEW ALL ›

AN OUTSIDER FROM 9 TO 5

Bronwyn Potthoff Depending on where you are, it's just better to get around on foot, bike or kayak.

October 05, 2012

Falling for Maine

Of all the seasons, fall in Maine is the most spectacular. Sure, the others seasons have their own unique flavor and dedicated following of enthusiasts

Internet

Meet Some of the Insiders

THE INSIDERS

AN OUTSIDER FROM 9 TO 5

Bronwyn Potthoff

A TRULY DOWN-TO-EARTH FARMER

Seren Huus

QUINTESSENTIAL MAINE FOODIES

Jillian & Malcolm Bedell

A COUPLE OF CAPTAINS

Ken & Ellen Barnes

FEATURED MAINE TRIP IDEAS

Occasionally, having a plan can be just as fulfilling and unpredictable as uncharted activities. Maine has so many wonderful things to offer, but sometimes it's hard to know where to start. That's where we come in.

Here you'll find ideas and inspiration to get your trip started. Plus, we've segmented favorite activities by region, so you can experience the best of Maine, without driving all over the state. So, fold up your map and follow our lead for a guaranteed Maine experience. To get started click one of the categories below.

Farms & Fiberarts

Maine Lobster

Internet 100%

Trip Ideas

- Farms & Fiberarts
- Maine Lobster
- Maine Lighthouses
- Nature & Wildlife

NATURE & WILDLIFE

Watch a whale as it rises from the sea right before your eyes or see delightful Atlantic puffins nesting on coastal islands. Spot seals resting on the rocks or a moose as it ambles by a lake. Maine is synonymous with wildlife and there's no better place to see animals in their natural habitat

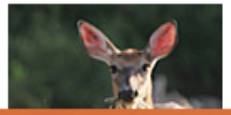
Maine celebrates its animal friends with annual festivals, and dozens of parks and forests. Visit the Rachel Carson National Wildlife Refuge with thousands of acres dedicated to bird preservation. Or retrace Henry David Thoreau's steps through Maine on the Thoreau-Wabanaki Trail. There are so many opportunities for family and friends to enjoy Maine's wildlife first-hand, come visit today!

Kennebec & Moose River Valleys

The Kennebec River Valley region offers visitors a wonderful combination of outdoor adventure, scenic splendor, history and culture. Famous for its whitewater rafting and snowmobiling, the region also boasts nationally known museums, Shakespearean theater, Maine's capital city, and an international heritage corridor.

Kennebec & Moose River Valleys

Let's Go!



The Maine Highlands

The Maine Highlands offer excellent

Signature Events

Trescott

Deer Isle

Bar Harbor

What is a Puffin? Where can they be seen?

Maine is a birder's paradise for many reasons, but one thing that makes Maine particularly special is that it has the only nesting sites for Atlantic puffins in the United States. Puffins are small, extremely photogenic seabirds with a

Internet

Maine
VisitMaine.com

Online Banner Ads

BostonGlobe.com, Yankee, Down East, Backpacker, NY Times

Maine
VisitMaine.com

Online Media

Trip Advisor Sponsorship

The Sponsorship includes:

- *10 MOT-Supplied Photos & 2 Videos*
- *Links to MOT Website and email address*
- *MIY (and/or other collateral) brochure link*
- *Promo module (up to 5 links/partners)*
- *Events module (up to 5 links/partners)*
- *Banner ads*
- *Map Exposure*

tripadvisor

Maine
VisitMaine.com

Out of Home & Transit Posters

Maine
VisitMaine.com

Newspaper Strip Ads

The Red Sox Radio Network

- April-September, one :30 spot per game (:20 branding message + :10 event)
- In game bonus: live in-game read of featured event
- 70 stations on the network and a spot in 162 games, 11,000 spots running during the regular season
- Network is very strong in our retention markets
- Provides strong coverage within Maine

Maine
VisitMaine.com

Public & Media Relations

- Media Outreach and Publicity - Penetrates markets outside the scope of paid advertising
  - The media is a credible third party endorsement
  - Special interest targets
  - Media familiarization tours
  - Editorial support
  - Social Media
  - Industry Workshops

Maine
VisitMaine.com

Public & Media Relations

- Millions of dollars worth of editorial coverage each year
- Industry participation
  - PR Partners Program

Maine
VisitMaine.com

Social Media

- Focus is on:
  - Interaction
  - Engagement
  - Relationships
- How we do it:
  - Pose questions
  - Ask for opinions
  - Invite participation
  - Respond

Maine
VisitMaine.com

Social Media

- Facebook
  - Ability to interact and connect with more than 54,000 fans daily
- Twitter
  - 13,000+ followers
- Foursquare
- Trip Advisor
- You Tube
- Pinterest

Maine
VisitMaine.com

Fulfillment

- Official State Travel Planner - Maine Invites You
  - "Order your free Travel Planner" is the call to action on www.visitmaine.com and in all email blasts.
  - Distributed at consumer and trade travel shows
  - MOT distributes 185,000+ Maine Invites You and Highway Maps annually.
  - Maine Tourism Association publishes the guidebook, under contract to MOT, & distributes an additional 115,000 copies.

Maine
VisitMaine.com

Consumer Travel Shows 2013

- Sept – Eastern States Exposition
- November - Boston Globe Ski Show
- Jan – NY Times Travel Show; Philly Inquirer Show
- Feb – Boston Globe; Toronto Outdoor Adventure; Montreal Hunt, Fish, Camp
- March – Washington DC Adventure Travel Show; Ottawa Travel Show

Maine
VisitMaine.com

Consumer Travel Shows

- NEW Show Schedule
- NEW Booth Design
- NEW Regional Co-op Staffing Program
- NEW Maine Street – Book a Booth and Co-locate with MOT!
- NEW Show Specials Co-op Program
- NEW Stage Takeover @ Boston Globe Travel Show - Saturday, February 9

Maine
VisitMaine.com

Travel Trade Shows

- American Bus Association (ABA) Marketplace
- National Tour Association (NTA)Travel Exchange
- Ontario Motorcoach Association (OMCA) Annual Marketplace

Maine
VisitMaine.com

Motorcoach

Leads:

A list of tour operators generated by the Office of Tourism each year after attending major group tour industry sales events.

Email groups@visitmaine.com to request the current Motorcoach leads.

Maine
VisitMaine.com

Maine Motorcoach Network

Mission

"To increase the revenue to Maine businesses through Motorcoach travel."

Email mainetours@gmail.com for membership application.

Maine
VisitMaine.com

International Marketing

- International travelers account for only 4% of total travelers, they represent 19% of total travel-related spending.
- By 2016, ***89 million international travelers*** are expected to visit the US – a 49% increase over 2010.
- Book early, few cancellations, longer stays, spend more, travel mid-week/during off-peak periods
- Typically 4-6 weeks vacation per year

Maine
VisitMaine.com

International Marketing

- Discover New England

  Consortium of the six New England States
  - In-country representation
  - Media & Trade relations

- DNE Summit 2013 – Stowe, VT

  Tap into the international market focused on New England
  - Pre-scheduled 8-minute meetings
  - Four Marketplace Sessions
  - Workshops
  - Contracting Opportunities

DISCOVER New England

www.discovernewengland.org

Maine
VisitMaine.com

International Marketing

- Primary Target Markets
  - UK, Germany& Japan - DNE
  - France – ME, NH & VT
  - Italy – ME, MA, NH & VT
- BrandUSA Partnerships
- Sales Missions
  - UK
  - Germany
  - France
- Trade Shows
  - World Travel Market – UK
  - TTG & Showcase- Italy
  - ITB – Germany
  - JATA – Japan
  - IPW– US Travel Association

Industry Partnerships

- Tourism Region Marketing Organizations
- Maine Woods Consortium
- Cultural & Heritage Tourism Groups
- Motorcoach Network
- Maine Hospitality & Tourism Alliance
- Sports Commission
- State Agencies - ACF, IF&W, DOT, Arts

Maine
VisitMaine.com

Tourism Regions

- The Maine Beaches
- Greater Portland & Casco Bay
- Mid-Coast
- Maine's Lakes & Mountains
- Kennebec & Moose River Valleys
- DownEast & Acadia
- The Maine Highlands- Bangor, Katahdin, Moosehead Lake
- Aroostook

Maine
VisitMaine.com

Maine Tourism Marketing Partnership Program (MTMPP)

- Annual application for marketing grants
  - Guidelines for the program focus on marketing and are reviewed annually.
- Monthly meetings with grant managers & regional representatives

Maine
VisitMaine.com

Nature-Based Tourism Initiative

- Development of sustainable, nature-based tourism to attract new visitors Maine's rural areas
  - Resource assessment
  - Local action & collaboration
  - Itinerary development
  - Interpretive plan & thematic framework
  - Training

MAINE
Nature Based Tourism

From Fermata Strategic Plan for Implementing Maine Nature Tourism Initiative

Maine
VisitMaine.com

Cultural Heritage Tourism Initiatives

- Arts & Artisans
  - ArtWalks
  - Maine Fiber Arts
  - MainePerforms!
- Maritime
  - Maritime Maine
- Maine Downtown Center
- Historical Marker Program
  - Maine Historic Preservation

- Franco American
  - World Acadian Congress 2014
  - Kennebec Chaudiere Heritage Corridor
- Maine's Historic Bold Coast
- Scenic Byways
  - DOT
  - Local Corridor Groups
- Two Nation Vacation
  - New Brunswick partnership

Maine
VisitMaine.com

How to Connect

On **Visitmaine.com**

- Get Listed
  - Join almost 5000 other Maine organizations and businesses listed on the site.
- Post Events
  - Add to Maine's comprehensive online calendar.
- Offer Deals
  - Submit value-added offers to potential visitors.

Maine
VisitMaine.com

How to Connect

On **MOTPartners.com**

- Edit your listings and events
- Study industry research
- Access past MOT presentations
- Link to Welcome ME (FREE online customer service training)
- Learn about MOT advertising and PR programs

Maine
VisitMaine.com

MOT Workshops and Presentations

- **MOT "On the Road" Presentation– MOT Team**
- Packaging: Tips & Techniques to Put in Your Marketing Toolbox - Margaret
- Working with the Motorcoach Industry - Margaret
- Working with the International Market - Carolann
- VisitMaine.com 101 - Margaret
- PR or Social Media – NMC
- Tap Into Maine Tourism – Margaret
- Putting It Together: How to Build Itineraries & Packages- Margaret

Maine
VisitMaine.com

2013
Governor's Conference on
TOURISM

Innovate & Differentiate: Strategies for Success

January 30-31

Samoset Resort

www.mainetourismconference.com

Maine
VisitMaine.com

MAINE
OFFICE OF TOURISM

Thank You!