

**MAINE  
OFFICE OF TOURISM  
“On The Road”**

Greater Portland & Casco Bay  
Region

September 11, 2012

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# 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
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# 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



# Tourism Marketing Promotion Fund

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

# Integrated Approach

- **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**
-

# RESEARCH DRIVEN

Demographic – Visitors & Prospects

Psychographic - Prospects

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# 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

- 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 50 and under 50.
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# 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.

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
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# 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

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# 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
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# Employ a clear two-pronged approach

ACQUISITION — Entice first-time visitors

RETENTION — Give past visitors a reason to return

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

**David P. B. Baker, PhD, is professor of**  
**English at the University of**  
**Mississippi, where he has been**  
**teaching since 1982. He is the**  
**author of *Reading the American***  
**and *Reading the American***  
**Novels, both published by**  
**Cambridge University Press.**

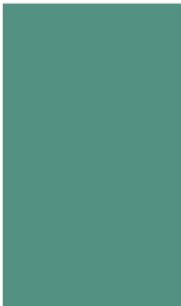
- 2014 Summer Season Topline Research Reports (DPA)
- 2010 Maine Visitor Research (DPA)
- 2010/11 Winter Topline Research Report (DPA)
- WOT Traveler Segmentation Study (DPA)
- Analysis of WOT Inquiry Database (MVI & opt-in email)
- Bureau of Transportation Statistics
- Visitor Center Traffic Reports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

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



## 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 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

# 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

# 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 series of teal geometric shapes, including a partial circle, squares, and trapezoids, arranged horizontally at the top of the slide.

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

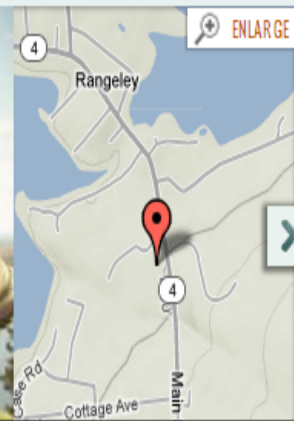
is

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.



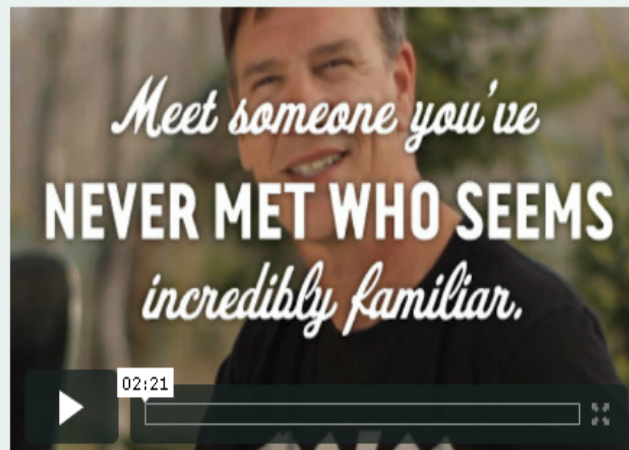
One of the best ways to see Maine is on foot, whether you want to tour one of our vibrant cities, take a day hike to a tumbling waterfall, stroll along a beach with your children or go backpacking along a stretch of the famous Appalachian Trail. [MORE >](#)

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TWITTER



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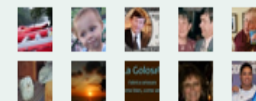
## TWITTER



This Saturday is the Harvest Dance @ Wolfes Neck Farm in Freeport w/ live music and great local food: [t.co/Hd8GFzdZ](http://t.co/Hd8GFzdZ)

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

## FACEBOOK



## FLICKR



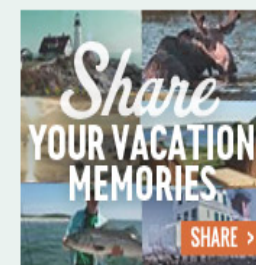
## UPCOMING EVENTS

[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

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## A TRULY DOWN-TO-EARTH FARMER

**Seren Huus.** Having grown up in Union, Maine is in her blood. As a farmer who grows her own organic food, she is a huge supporter of the farm-to-table movement. Having frequented many festivals across the state, Seren is able to take her passion for all things natural and provide insight to those looking to explore the inherently, original side of Maine.

### MAINE INSIDERS

[VIEW ALL >](#)

### AN OUTSIDER FROM 9 TO 5

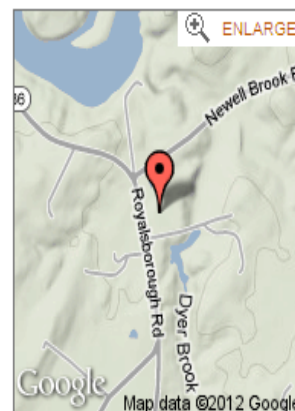
**Bronwyn Potthoff** Depending on where you are, it's just better to get around on foot, bike or kayak.



### QUINTESSENTIAL MAINE FOODIES

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

Seren Huus's tips



July 20, 2012

### Seren Huus

I'm Seren Huus, a Mainer born and raised. I work: in my (birth) family business, frying seafood at fairs; on my (chosen) family farm, raising pasture-based meat; setting up, running and tearing down rock concerts; and catering with a swanky local company. As you might guess, I don't have a lot of spare time BUT I love to dance, sail and swim in the pond with my fabulous Magnolia and my pup Red.

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## Meet Seren

[http://wonderwonder.tv/view/clients/BVK/Maine\\_Tourism/  
Seren\\_070212\\_2\\_sml.mov](http://wonderwonder.tv/view/clients/BVK/Maine_Tourism/Seren_070212_2_sml.mov)

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## 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

Home > Trip Ideas

## 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

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EMAIL SIGN-UP >

MAPS >

VIDEOS & PHOTOS >

FEEDBACK >





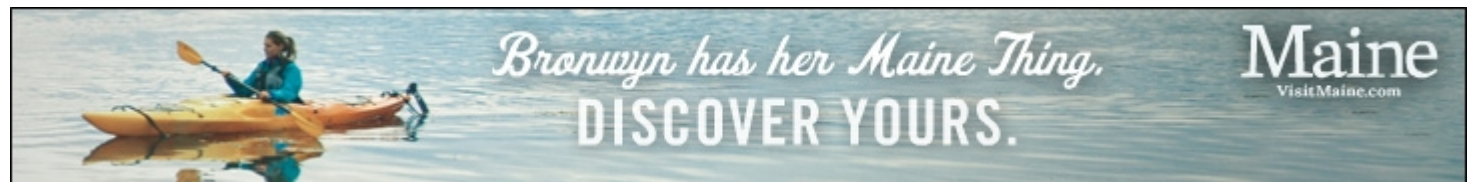
USA  
Weekend  
Travel  
Directory  
Ads





Newspaper Banner Ads

## Online Banner 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
-



# 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
-

# Public & Media Relations

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





## Social Media

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



## 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



## Fulfillment

- Official State Travel Planner - Maine Invites You
  - “Order your free Travel Planner” is the call to action on each page of [www.visitmaine.com](http://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, and distributes an additional 115,000 copies.

## Collateral Pieces



## 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
-

# 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
-

# Travel Trade Shows

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

# 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@maine.gov](mailto:groups@maine.gov) to request the current Motorcoach leads.

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# Maine Motorcoach Network

## Mission

“To increase the revenue to Maine businesses through Motorcoach travel.”

Email [mainetours@gmail.com](mailto:mainetours@gmail.com) for membership application.

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## 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.
  - Recent passage of the Travel Promotion Act shows US commitment to overseas visitor.
  - BrandUSA, Inc has started to market US to the world.
-

# International Marketing

- **Discover New England** -- Consortium of the six New England States
  - In-country representation
  - Media & Trade relations; no paid advertising
  - **Discover New England Summit 2013 – Stowe, VT**
- **Primary targets for Maine:**
  - UK, Germany & Japan - DNE
  - France - “Top of New England” with NH & VT
  - Italy – Partnership with MA, NH & VT

# International Marketing

- **Trade Shows**
  - World Travel Market – UK
  - Showcase Italy & TTG-Italy
  - ITB – Germany
  - JATA – Japan
  - International Pow Wow – US Travel Association
- **BrandUSA Partnerships**
- **Sales Missions**
  - UK
  - Germany
  - France
  - Japan

# Industry Partnerships

- Tourism Region Marketing Organizations
  - Maine Woods Consortium
  - Cultural & Heritage Tourism Groups
  - Motorcoach Network
  - Maine Hospitality & Tourism Alliance
  - Sports Commission
-

## 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 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

## 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



From Fermata Strategic Plan for Implementing Maine Nature  
Tourism Initiative

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## Cultural Heritage Tourism Initiatives

- **Arts & Artisans**
  - ArtWalks
  - Maine Fiber Arts
  - MainePerforms!
  - Maine Arts Commission
- **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

# 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.

## 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
-

## MOT Workshops and Presentations

- **MOT “On the Road” – 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 - Carolann
  - Tap Into Maine Tourism – Margaret
  - Putting It Together: How to Build Itineraries & Packages- Margaret
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**Innovate & Differentiate:  
Strategies for Success**

January 30-31

Samoset Resort

[www.maintourismconference.com](http://www.maintourismconference.com)

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MAINE  
OFFICE OF TOURISM

**Thank You!**

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