

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

Downeast & Acadia Region  
September 18, 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 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**
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# 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.
-

# 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

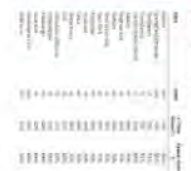
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Determine which U.S. markets represent the greatest potential for generating incremental overnight visitors to Maine in response to marketing efforts.

# PRIORITIZING RIGHT MARK

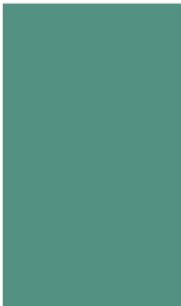
- 2014 Summer Season Topline Research Report (DPA)
- 2010 Maine Visitor Research (DPA)
- 2010/11 Winter Topline Research Report (DPA)
- hOT Traveler Segmentation Study (DPA)
- Analysis of hOT Inquiry Database (MIY & opt-in email)
- Bureau of Transportation Statistics
- Visitor Center Traffic Reports
- Media Research Inc. (MRI), Survey of the American Consumer
- 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 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 series of teal geometric shapes, including a partial circle, squares, and trapezoids, arranged horizontally across 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. >

# Meet Some of the Insiders



## 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.

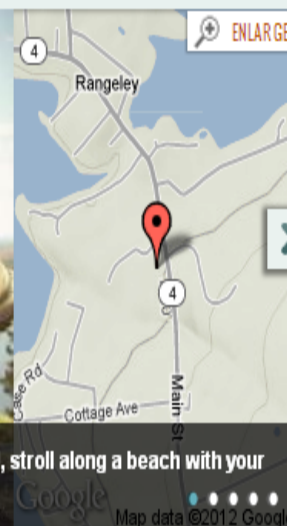
## MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE.

[View all](#)

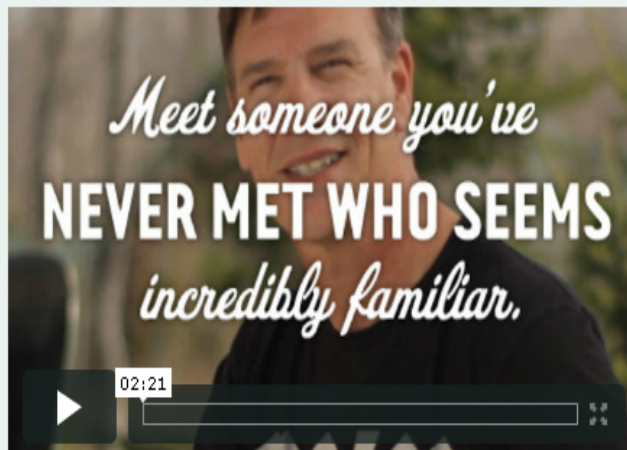
Inspirations from celebs, locals and visitors.



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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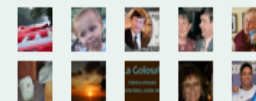


## TWITTER

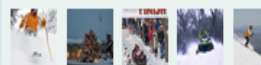
This Saturday is the Harvest Dance @ Wolfes Neck Farm in Freeport w/ live music and great local food: [t.co/Hd8GFzdZ](http://t.co/Hd8GFzdZ)

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

## FACEBOOK



## FLICKR



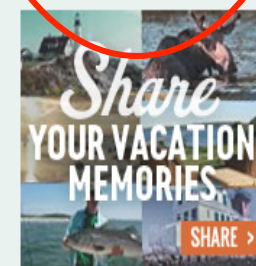
## UPCOMING EVENTS

[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

[Tourism Partners](#)[Media Room](#)[Group Tours](#)[Privacy Policy](#)[Site Map](#)[Contact](#)[Home](#)[Governor's Conference](#)[Maine on Trip Advisor](#)[FREE TRAVEL PLANNER >](#)[EMAIL SIGN-UP >](#)[MAPS >](#)[VIDEOS & PHOTOS >](#)[FEEDBACK >](#)

Internet



100%





## QUINTESSENTIAL MAINE FOODIES

**Jillian & Malcolm Bedell.** Their fascination with food and cooking has helped them to become experts in traveling off the beaten path to find Maine's many hidden treasures. We're talking quirky restaurants, shops and all sorts of oddities. This young couple has a knack for being carefree, outgoing, and genuinely likeable.

### MAINE INSIDERS

[VIEW ALL >](#)

#### A COUPLE OF CAPTAINS

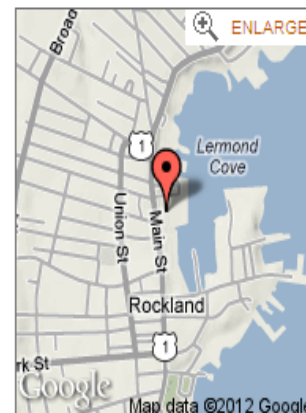
**Ken & Ellen Barnes** Captains who know firsthand the effect nature can have on you.



#### AN OUTSIDER FROM 9 TO 5

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

Jillian & Malcolm Bedell's tips



July 20, 2012

### Jillian & Malcolm Bedell

**Jillian:** I grew up in Connecticut, went to university in Boston, college in New Haven, did some post-grad soul searching in New York, exiled myself to Mexico, married my longtime sweetheart, and lived in a house on the ocean. I suspected Maine might be the perfect place to raise a family, so I came back home to New England two years ago. Now I am a mom to Violet Maeve and living in Rockland.

[FREE TRAVEL PLANNER >](#)[EMAIL SIGN-UP >](#)[MAPS >](#)[VIDEOS & PHOTOS >](#)[FEEDBACK >](#)

# Meet Malcolm & Jillian

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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

FREE TRAVEL PLANNER >

EMAIL SIGN-UP >

MAPS >

VIDEOS & PHOTOS >

FEEDBACK >



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# Maine

VisitMaine.com

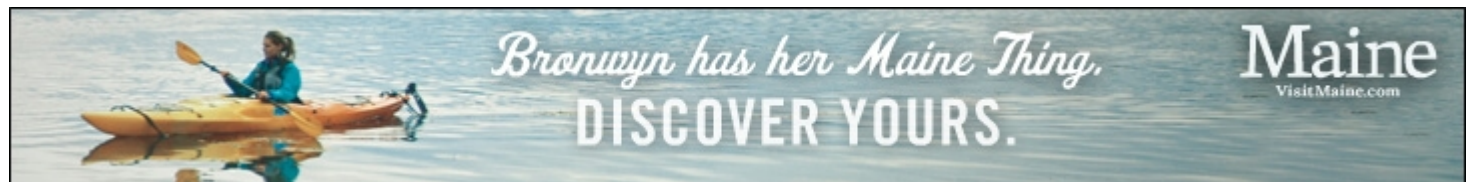
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## Online Banner Ads

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



## 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

Screen shot of  
the page



## Out of Home & Transit Posters



THE MAINE THING  
*is*

*Being in a state*  
**THAT WRAPS ITS**  
*arms around you*  
**AND ABSOLUTELY**  
*welcomes you.*

Have you discovered your Maine Thing yet? Visitmaine.com.  
With 3,000 miles of gorgeous coastline and the unparalleled Atlantic sea air, there's nothing like summertime in Maine. Ogunquit Beach was rated one of the 20 best beaches in the US. And when you're taking a break from the sun, grab a whoopie pie and a Moose to satisfy a taste only Maine can.

**Maine**



Scan to get your  
free Maine guide.



THE MAINE THING  
*is*

*No matter*  
**WHAT YOU WANT,**  
*it's kind of what*  
**MAINE GIVES YOU**  
*that's unexpected.*

Have you discovered your Maine Thing yet? Visitmaine.com.  
We're the first state to see the sunrise everyday. And there are one-of-a-kind adventures everywhere. Hike New England's entertainment national park, Acadia National Park. Relax on Old Orchard Beach. Or take a scenic windjammer cruise. No matter what you want to do, you can do it here.

**Maine**



Scan to get your  
free Maine guide.



## 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
-

# 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 [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, & distributes an additional 115,000 copies.



## 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@visitmaine.com](mailto:groups@visitmaine.com) 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.
  - Book early, few cancellations, longer stays, spend more, travel mid-week/during off-peak periods
  - Typically 4-6 weeks vacation per year
-

# 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



[www.discovernewengland.org](http://www.discovernewengland.org)

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# 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
  - ACF, IF&W, DOT, Arts
-

## 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



## 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
-

# 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” 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
-



**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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