

# 2013 ON THE ROAD MAINE OFFICE OF TOURISM

The Maine Beaches Region

May 8, 2013

# 2012 HIGHLIGHTS VIDEO



# MAINE OFFICE OF TOURISM

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

# 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

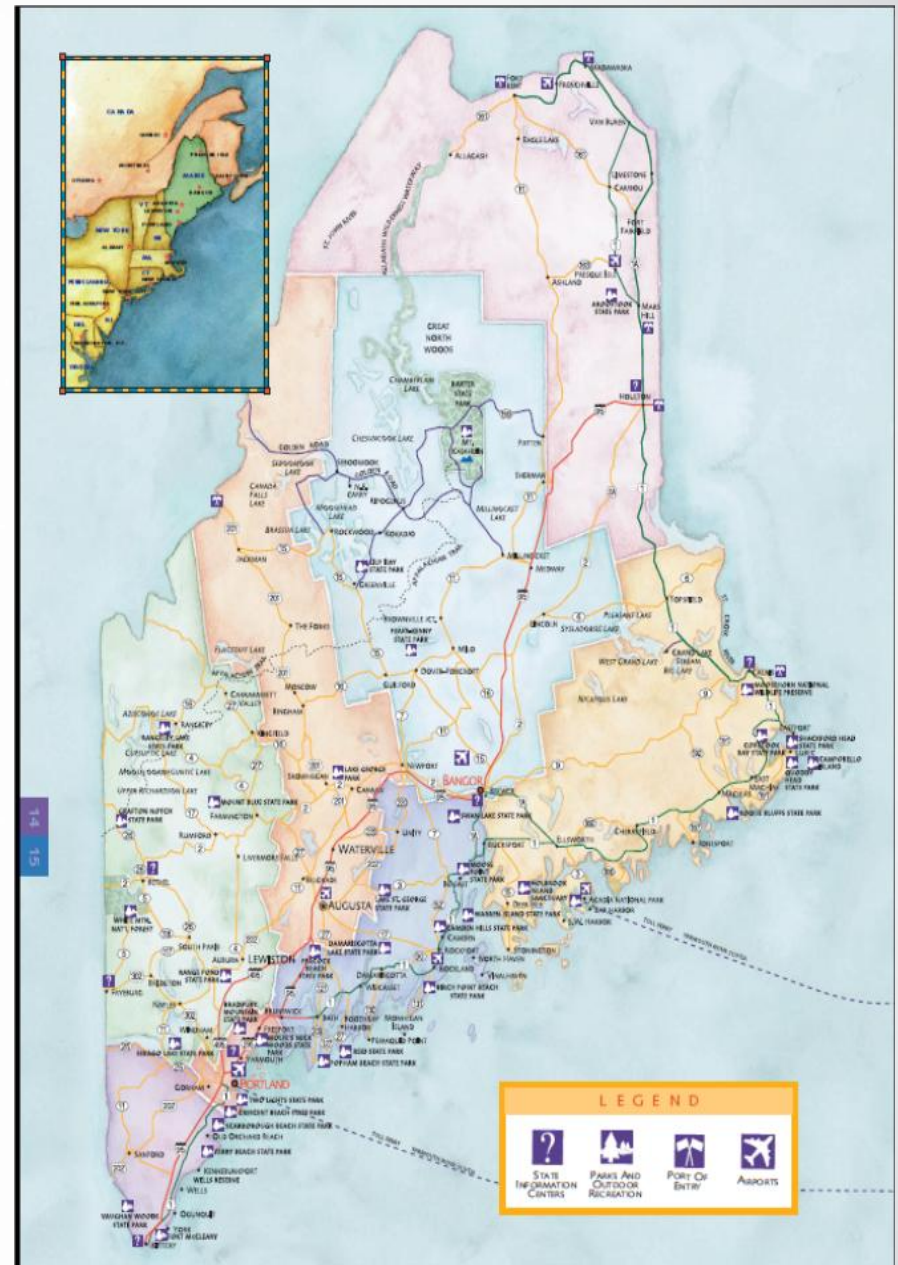
# TOURISM MARKETING PROMOTION FUND

FY 2013 Budget = \$9.7 Million

- Operations 10%
- Marketing Program & Research 76%
- Visitor Centers 9%
- Regional & Event Grant Program 10%

# MAINE 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 MARKETING PARTNERSHIP PROGRAM

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



# MAINE'S MISSION

Become the premier four-season  
destination in New England

Maine

Become the premier four-season  
destination in New England

# 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.

# TRAVEL TRENDS

Leisure Travel

## **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.

## **Competing globally**

68% of Americans plan to travel outside the US

## **“Diverse aware”**

Cultural differences

## **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.

## **Convenience**

Empowered consumer wants more choices

## Trip Planning

Information overload on the Web

Difficult to sift content to find authentic suggestions and advice

Shift in DMO's role

People getting information from friends & networks

## Technology

Mobile devices/Small Screens – smartphones, iPads/tablets

Easy to log on while traveling



# DEMOGRAPHIC CHANGES

- Aging society
- Having children later in life
- Families with fewer children
- Wider range of household types
- Greater ethnic diversity
- Rural depopulation


# OBJECTIVES

More people  
staying in hotels longer  
Spending more money

- Increase lodging in paid accommodations by 2%.
- Increase overall visitation by 2%.
- Increase percentage of first-time overnight visitors to 16.5%.
- Improve consumer engagement by 3%.
- Increase the inquiry database by 5%.
- Establish a benchmark for measuring brand awareness.

# 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 staying in paid accommodations.
- Employ a clear two-pronged approach:  
ACQUISITION – entice first time visitors  
RETENTION – give past visitors a reason to return

- 
- 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 staying in paid accommodations.
  - Employ a clear two-pronged approach:  
ACQUISITION – entice first time visitors  
RETENTION – give past visitors a reason to return

# 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

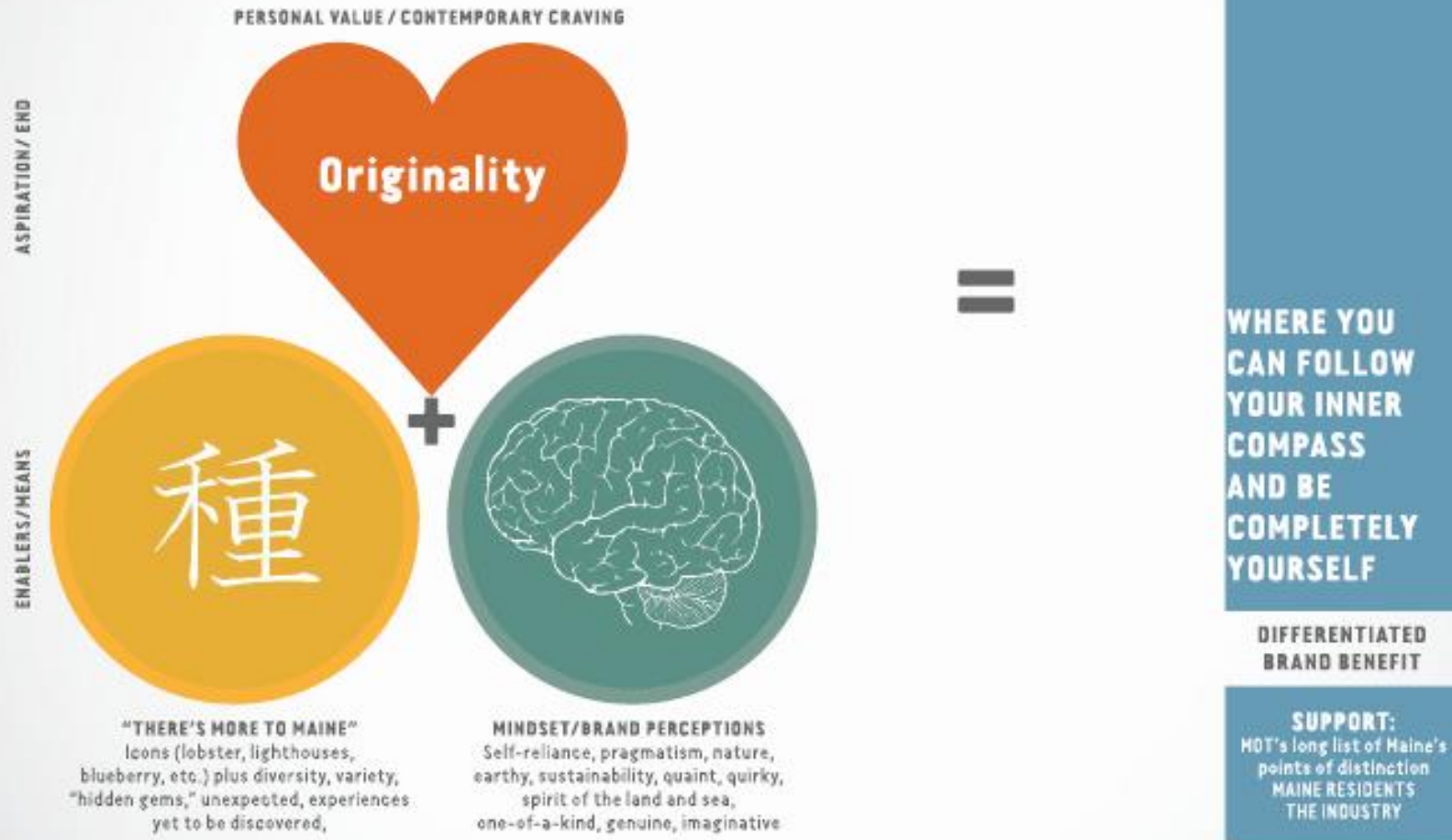
- What is the Maine attitude?
- What does the Maine experience feel like?
- What personal values (core human values) burn more brightly in Maine and in a Maine vacation experience?
- What is the authentic sense of place that Maine delivers?
- Where does the Maine brand intersect with or reflect vacationer's sense of self/their personal identities?



A word cloud featuring various positive adjectives and nouns. The words are arranged in a horizontal, cloud-like shape, with some words appearing larger than others. The colors used are various shades of green and brown. The words include:

- offbeat
- one-of-a-kind
- authentic
- pragmatism
- recreation
- harmony
- utility
- independence
- friendliness
- quaint
- peaceful
- candor
- awe
- quirky
- freedom
- mindfulness
- practicality
- solitude
- stillness
- adventure
- calmness
- clear-mindedness
- intimacy
- reverence
- nature
- self-reliance
- purity
- beauty
- simplicity

# MAINE'S BRAND PARADIGM





# *Creative* STRATEGY



Maine

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

MEET THE MAINE  
**INSIDERS**





## THE MAINE THING



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](#)

Captains who know firsthand the effect nature can have on you.



## TWITTER



Too cold to surf? Nah... Check out these photos! The Weight of Water [LOOKSQUIDUPP](#) & via [@SOURFER\\_Magazine](#)

Photo by @davidmccoy on 11/11/2013

[FREE VISITOR'S GUIDE >](#)[EMAIL SIGN-UP >](#)[MAPS >](#)[RICH MEDIA >](#)[FEEDBACK >](#)



## THE OUTDOOR ADVENTURER

**Barry Tripp.** Living in Carrabassett Valley in the winter and Old Orchard Beach in the summer, Barry Tripp typifies the Maine outdoor sports enthusiast. A longtime Mainer, he's passionate about the diverse activities Maine's sprawling geography has to offer. From snowboarding to golfing to fishing, Barry does it all. Once the snowboard program manager at the renowned Carrabassett Valley Academy, Barry now owns the Ocean Tripp Inn, and offers surf camps and lessons. Being a true Mainer at heart, he's most likely to be caught riding the waves or the slopes. Sometimes in the same day.

## MAINE INSIDERS

VIEW ALL &gt;



## AN OUTSIDER FROM 9 TO 5

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



## QUINTESSENTIAL MAINE

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

Barry Tripp's tips



December 21, 2012  
My Maine Winter

It seems everyone has a favorite season, as people flock to their special location during their preferred time of year. Personally, I can't say which would be my preference because each is so unique and has so much to offer. My wife and I are experiencing an empty nest for the first time in many years and it has brought a new found appreciation for friends, family, and the great outdoors. In previous years, we would make our transition to the Carrabassett Valley area in September, but this year we stayed down on the coast until early November. The weather and surf have been just incredible, offering clean, sizable waves with virtually no one on the beach. We've also rediscovered the Portland area





THE MAINE THING



*Being the navigator*  
**AND THE GUY WHO LEADS**  
*the sing-alongs.*

It's time to saying and take to the sea. There's no better way to do that than via a weekend cruise, where you can laugh, make friends, take in the peaceful view of the ocean, and see the Maine scenery from a unique perspective. And no trip is complete without a delicious lobster bake as one of over a thousand islands and a sing-along. If anyone knows what it's like, it's Captain Barry Crag. His many voyages from Camden Harbor have been running one-way for over 30 years.

Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).

**Maine**



**BARRY**, Captain Crooner  
Get more insider info at [VisitMaine.com](http://VisitMaine.com)

THE MAINE THING



*Meeting the waves*  
**AND KNOWING IT'S**  
*your only appointment.*

With 300 miles of gorgeous coastline and the unparalleled Atlantic sea air, summer time is best time to visit in Maine. And live better the coastal lifestyle better than Michael Green. From Yacht to Oyster to Kayak, there are enough ways to go around. And each beach offers quiet little communities where you can surf along a lobster boat and a triangle pin between oaks. And if you don't surf, at night. You can reflect sunlight, build a sandcastle, or simply relax in the sun on a 50-degree day.

Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).

**Maine**



**MICHAEL**, Surf fanatic  
Get more insider info at [VisitMaine.com](http://VisitMaine.com)

**Maine**



THE MAINE THING



*Calling your day epic.*  
**AND REALIZING IT'S**  
*an understatement.*



When you come to Maine you're going to have an experience unlike any other. Take Maine's Berry Taps for example, who on any given day is either scuba diving at Seal Island or riding the waves at Old Orchard Beach. You may find him taking in the breathtaking scenery on the fairways of one of Maine's gorgeous golf courses. Or fly fishing on an island lake. In other words, this isn't just any place. This is a place where you can do more before sundown than you ever imagined. **Maine**  
Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).



MAINE, Life Enthusiast  
For more inspiration visit [VisitMaine.com](http://VisitMaine.com)

THE MAINE THING



*Eating food that's grown*  
**LOCALLY BY PEOPLE**  
*who are grown locally.*



Few states epitomize the "eat local, buy local" movement like Maine. In fact, for many here, sustainable living is a way of life. We're the largest fresh blueberry producer in the world. The farmer's markets and organic food fairs, like one of Maine's perennial favorites, the Common Ground Country Fair, bring people from all over the USA. And if you eat in a restaurant in Maine, you will likely eat food that is grown right here. In other words, for us, fresh is just a little more fresh. **Maine**  
Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).



SEAN, Farm-to-Table  
For more local info visit [VisitMaine.com](http://VisitMaine.com)

Maine





The fresh Atlantic air. The gorgeous views. The natural, mountainous landscape. It's easy to get lost in all the beauty that is Maine. But for those who may actually get lost, there's Mainers like registered guide Steven Voss, who says there are a hundred places he could go to in Maine and be happy. Those fantastic places that are truly Maine include climbing majestic Mt. Katahdin, hiking beautiful Baxter State Park and fishing on picturesque Rangeley Lake. No matter where you go, a life-changing experience awaits. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).

**Maine**



Maine is the first state to see the sunrise everyday. No wonder we're all about the outdoors. If you ask Bronwyn, she'll tell you there are one-of-a-kind adventures around every corner, including Tumbledown Mountain, which is blanketed by blueberry fields. Or Mount Magnaticook, with its gorgeous views of the Penobscot Bay and Camden Hills. And Mount Katahdin, along the Appalachian Trail, is simply stunning. No big deal if you forget something. Out here, you might forget everything. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).

**Maine**



**Maine**





THE MAINE THING



*Being in a place that*  
**AWAKENS ALL YOUR SENSES,**  
*including your fashion sense.*

Here, we have a great view of the ocean. But in many ways, it's the ocean that has a great view of us. Because Portland, sitting out on Casco Bay, is a historic and bustling New England city. Just ask people like Laura, who frequents the shops, boutiques, restaurants and restaurants in the Old Port and the Arts District. Want to see more? Just wander away from the city, to Cape Elizabeth, there's the Rockland Head Light, Maine's tallest lighthouse. And in Phippsburg, visit the headquarters of L.L. Bean. In Maine, you may be in the city, but the scenery never stops.

Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).

**Maine**



**LAURA, Wardrobe-ologist**  
 Get more style info at [VisitMaine.com](http://VisitMaine.com)



THE MAINE THING



*Being fertile*  
**GROUND FOR CREATIVITY**  
*and delicious veggies.*

To get around in main state, you need a map. Here you need a sense of place. It seems an oxymoron where you go, there are amazing culinary creations around every maine corner. Just ask Kathy, who traveled to Maine over 30 years ago. Fountains still bubble here she is now an aficionado of everything Maine food. From the tremendous gourmet restaurants to the bustling food industry to the wild and woolly Maine farms to table movements. In other words, the rivers and the ingredients here are infinite. Which means the scenery isn't the only thing you'll see up when you come here. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to [VisitMaine.com](http://VisitMaine.com).

**Maine**



**KATHY, Food Aficionado**  
 Get more table info at [VisitMaine.com](http://VisitMaine.com)

**Maine**



THE MAINE THING



*Realizing a musical score*  
**ISN'T THE ONLY THING THAT**  
*invites you to improvise.*

It's difficult not to be inspired when inspiration is literally everywhere. Because, as accomplished singer and radio personality, discovered this on her first trip to Maine. She found her muse here and delivered it — making the state her home. The truth is that this is a place extraordinarily conducive to being creative, whether you make music, write, paint, photograph or otherwise let it go. The many mountains, waterways, open spaces and unpolished towns are evidence of the riches of imagination. So bring your blank slate — Maine lets you be there to be whatever you want to be. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



SYLWAVE, Inspiration Seeker  
Get more insider info at VisitMaine.com

THE MAINE THING



*Every once in a while*  
**MOTHER NATURE DROPS**  
*a playground on you.*

If you're like us, having the words "hawaii" and "vacation" in the same sentence is music to your ears. Whether you ski, snowboard, hike or just love nature, there are few more perfect places than Maine. We get more snow than the rest of the Northeast. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



Maine



Maine  
VisitMaine.com



THE (OPTIMISTIC) WAVE RIDER

### MICHAEL Traver

Michael has an undeniable passion for the waves and beaches of Maine. With up to 3,500 miles of coastline, he has endless opportunities to enjoy surfing and sand. Yet as much as Michael loves riding the waves, his Maine Thing is the people. The unique culture, welcoming communities and authentic experiences they have to share is like nowhere else.

To learn more about Michael watch his video here.

MEET the  
MAINE  
INSIDERS



Maine  
VisitMaine.com



THE OUTDOOR ADVENTURER

### BARRY Tripp

From snow to sand, and mountain to beach, Barry makes the most of Maine's diverse terrain. He's likely to be found riding the waves and the slopes, one right after the other. Barry's Maine Thing is making the most of every single day. And considering the limitless opportunities for adventure here in Maine, it's not that difficult to do.

To learn more about Barry watch his video here.

MEET the  
MAINE  
INSIDERS



Maine



## TRAILS MADE *by* GLACIERS JUST *for you.*

Some of the most demanding yet inspiring hikes take place in Maine. From the coast to the highlands, along the lakes and mountains, Maine's trails are truly off the beaten path, and ready to be conquered.



BOLD COAST

100-MILE WILDERNESS

THE GRAFTON NOTCH

BIGELOW RANGE TRAIL

## BOLD COAST NATURE *in* BALANCE



### HIKING THE BOLD COAST

The Cutler Coast trail offers the experienced backpacker a hike that is full of varying terrain with a combination of forest and coast. The scenery is unexpected and beautiful. From dramatic cliffs to serene shores, fragrant pine forests to vast meadows, this unspoiled landscape is a balance of natural elements.

Come with experience and high expectations, knowing that you'll leave with a new understanding of your passion for backpacking, your environment and yourself.



BOLD COAST

100-MILE WILDERNESS

THE GRAFTON NOTCH

BIGELOW RANGE TRAIL



[Create Page](#)

Now

December

2012

2011

2010

2009

Joined Facebook

**Maine Office of Tourism**

60,297 likes · 6,438 talking about this

Like

Message

## Travel/Leisure

Thanks for visiting the official Facebook page for the Maine Office of Tourism. It's winter in Maine. The season for skiing and snowboarding, skating,

[About](#)[Photos](#)[Videos](#)[Free Travel Guide](#)[Two Nation Vacation](#)

3 ▾

Highlights ▾

Post

Photo / Video

Write something...



Share

**Maine Office of Tourism** shared a link.

27 minutes ago

Enjoy playing in the snow this weekend, but heed the warning from the Maine Department of Inland Fisheries and Wildlife that many lakes, ponds and rivers still have open water and are not safe to be on. Talk to locals to find out where to enjoy the snow safely.  
<http://bangordailynews.com/2013/01/02/outdoors/theres-no-safe-ice-on-maine-lakes-rivers-and-ponds-officials-say/>

**2 Friends**

Like Maine Office of Tourism



Recent Posts by Others on Maine Office of Tourism

[See All](#)**Steve Phillips**

Wintah' comin' on Strong!

1 · 2 hours ago

**Annie McClimont**

Can anyone tell me when the school summer vacation...

5 · 4 hours ago

**Andrew Mooers**

Crisp Fresh Maine Air, Under Cobalt Blue Skies, Bat...

1 · 6 hours ago



PRIORITIZING  
ORIGIN  
MARKETS

## Look for Markets that Combine:

- **A HIGHER THAN AVERAGE VISITOR PROPENSITY**  
Defined as the number of overnight visitors to Maine as compared to the underlying size of the market (per DPA Overnight Visitor Stats)
- **A HIGHER THAN AVERAGE MEDIA REACH**  
A comparative measure of media efficiency based on the size of the market and the Nielsen Cost-per-point (CPP)

# Market Selection for Repeat Visitors

## Primary Target Markets

Primarily New England Markets:

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

Repeat Canada Markets:

- Quebec
- New Brunswick  
& Maritimes

## 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

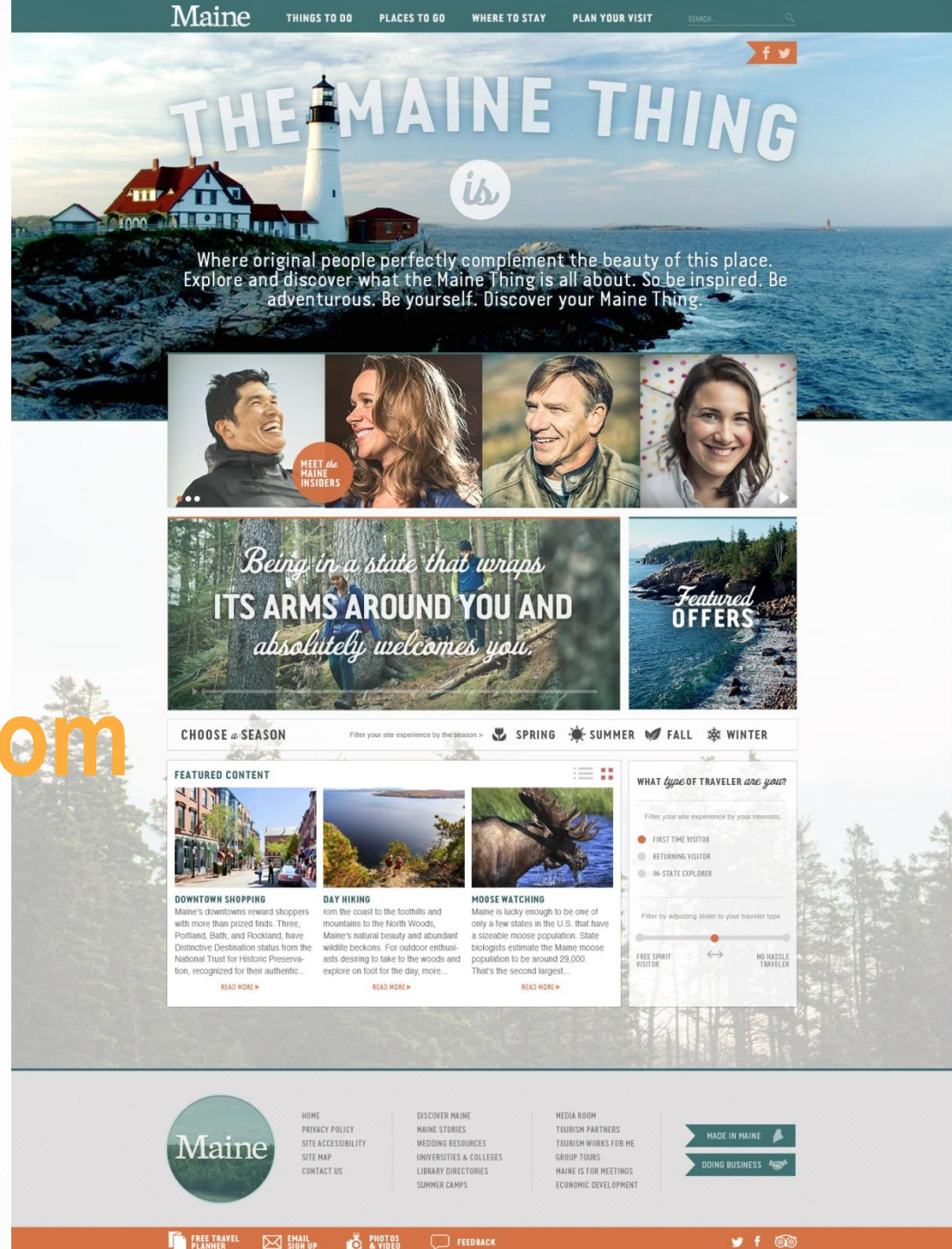
- Special interest activities will draw visitors from a wider geographic area giving Maine increased exposure beyond New England/Canada
- People will find time and money to pursue the activities about which they are passionate.

## 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

ALL NEW  
VisitMaine.com





Enhance user experience & content  
Improve design & functionality  
Apply new technology



AGRICULTURAL  
ATTRACTIONS



SIGHTSEEING &  
TOURS



HISTORY &  
HERITAGE



ARTS &  
ENTERTAINMENT



OUTDOOR  
ACTIVITIES



ON THE WATER



DINING



WILDLIFE



STATE &  
NATIONAL PARKS



NIGHTLIFE



SHOPPING



GAMING &  
WAGERING

Uniquely  
Maine

SEE ACTIVITIES



Paddlers seeking fun, adventure and amazing natural beauty will find what they're looking for on Maine's abundant inland and coastal waters.







## CHOOSE a SEASON

Filter your site experience by the season >



SPRING



SUMMER



FALL



WINTER

## FEATURED CONTENT



### SKIING

Majestic mountain vistas, abundant snowfall, impeccably groomed trails, tree-studded glades, powerful snow-making, short lines and high-speed lifts – that's Maine skiing at its legendary best, and why skiers and...

[READ MORE ►](#)



### DOG SLEDDING

Imagine bounding across the frozen expanse of a remote lake surrounded by mountain peaks clad in evergreens, holding tight to the reins of your dog team as they drive your sled forward through the deep snow...

[READ MORE ►](#)



### SNOWMOBILING

One of the best ways to enjoy Maine's stunning winter landscape is to climb aboard a snowmobile, rev up the engine and ride to your hearts content. Our state is the premier snowmobiling destination in the...

[READ MORE ►](#)

## WHAT *type* OF TRAVELER are you?

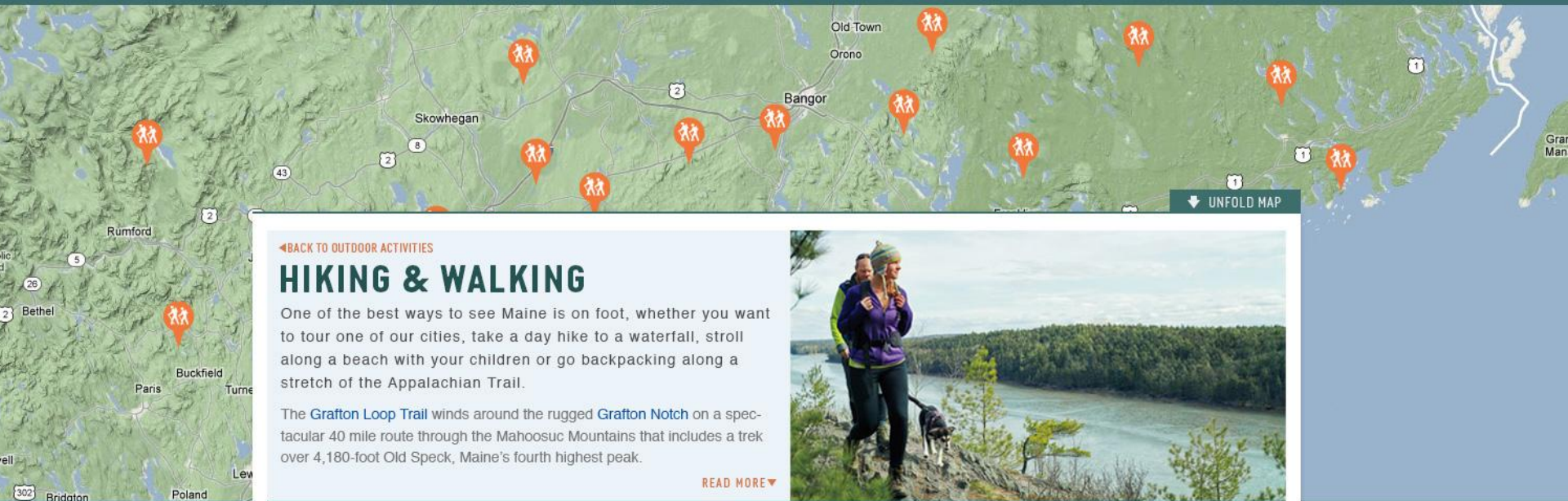
Filter your site experience by your interests.

- ☒ FIRST TIME VISITOR
- ☐ RETURNING VISITOR
- ☐ IN-STATE EXPLORER

Filter by adjusting slider to your traveler type





[← BACK TO OUTDOOR ACTIVITIES](#)

## HIKING & WALKING

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

The [Grafton Loop Trail](#) winds around the rugged [Grafton Notch](#) on a spectacular 40 mile route through the Mahoosuc Mountains that includes a trek over 4,180-foot Old Speck, Maine's fourth highest peak.

[READ MORE ▼](#)

### FILTER CONTENT BY:

#### TOPIC

- BACKPACKING
- DAY HIKING
- HIKES WITH KIDS
- WALKING TOURS

[show more topics](#)

#### LOCATION

- AROOSTOOK COUNTY
- DOWNEAST & ACADIA
- GREATER PORTLAND & CASCO BAY
- KENNEBEC & MOOSE RIVER VALLEYS
- MAINE'S LAKES & MOUNTAINS
- MIDCOAST
- THE MAINE BEACHES
- THE MAINE HIGHLANDS: BANGOR, KATAHDIN & MOOSEHEAD LAKE

#### SEASON

- 🌱 SPRING
- ☀️ SUMMER
- 🍁 FALL
- ❄️ WINTER

## STORIES

Search within 25 results



### A HIKER'S TABLOID

SPOON was a 100 Mile Wilderness thru-hiker. Like many of his (or her) Appalachian Trail (AT) and 100 Mile Wilderness thru-hiking...

30 LIKES



### WINTER FUN ON PUBLIC TRAILS

On a sparkling winter day, one of the most magical ways to take in Maine's landscape is to venture out on cross-country skis...

22 LIKES



### DAY HIKING

From the coast to the foothills and mountains to the North Woods, Maine's natural beauty and abundant wildlife beckons. For outdoor enthusiasts desiring to take to the woods and explore on foot for the day more than...

17 LIKES

[SHOW MORE ▼](#) [VIEW ALL ▶](#)

### FEATURED INSIDERS



**THE GUIDE TO THE WILD**  
**Steve Vose.** He'll be your beacon for unique and remarkable adventures.



**AN OUTSIDER FROM 9 TO 5**  
**Bronwyn Potthoff.** Depending on where you are, it's just better to get around on foot.



**THE OUTDOOR ADVENTURER**  
**Barry Tripp.** An adventurer who typifies the Maine outdoor sports enthusiast.

[VIEW ALL INSIDERS](#)

### TRIP IDEAS



**VILES ARBORETUM**  
the Arboretum's two dozen plant and tree collections, provide endless opportunity...



**WILDLIFE PHOTOGRAPHY**  
Immerse yourself in a uniquely Maine photography workshop.

[VIEW MORE TRIP IDEAS](#)

## YOU MIGHT LIKE

Search within 26 results







## AN OUTSIDER FROM 9 TO 5. BRONWYN POTTOFF.

With a diverse landscape, Maine is a playground of outdoor activities. As an outdoor enthusiast, Bronwyn spends her waking hours exploring Maine's natural terrain. She hikes the land and navigates the water, allowing it to guide her next voyage. According to Bronwyn, depending on where you are, it's just better to get around on foot, bike, or kayak.

### MORE STORIES BY BRONWYN

Nightlife in Maine

## Nightlife In Maine

"Did you pack the sleeping bags?"

That's usually a question I ask when we're packing the Subaru to camping trip to the Bigelows or preparing to load the front hatch of kayak for a multi-day paddling trip down the coast.

But tonight there were no kayaks or cars. Our bike panniers were freighted for a short, six-mile pedal to the beach in anticipation of watching the "Super Moon" rise over the Atlantic. This "perigee" was supposed to be 14% bigger and 30% brighter than other full in 2012, so it wouldn't matter if there were skyscrapers and apartment buildings obstructing our view. On the beach though, the slight haze off the water and occasional gull are our only distractions. No telephone wires, cell phone towers, hum of traffic, or some competing light.

We parked our bikes at Beach Avenue - a small parking lot along Mile Stretch Road in Biddeford Pool. Aptly named, Biddeford Pool is a large tidal pool at the mouth of the Saco River. During the summertime and migratory seasons, birders flock to the pool and surrounding marshes to study the herons, swallows, hawks, eagles and other feathered beasts who inhabit the abundant tall grasses along the beaches and river. The water is usually bustling with activity: lobster men and women hauling in traps, clam diggers raking for meaty bi-valves, and kayakers paddling around Wood Island during high tide. At low tide, the pool empties, and dime-sized hermit crabs scuttle around in search for pockets of water and heaps of seaweed, under which they can hide.

We set-up on the far side of Fortune's Rock beach, careful to pick a spot beyond the rocky ledges that succumb to the surf during high tide. This is my favorite place to read especially during the winter, curled up on the beach in a sleeping bag like a cocooned caterpillar. Fortune's Rocks and the surrounding stretch of beach offers a rare mix of tubular waves sought after by surfers and



### Editor's Notes:

**Biddeford Pool** is a large tidal pool where the Saco River meets the sea. It hosts lobstermen and vacationers alike, and is an excellent place to explore Maine's salt marshes. Many species of birds and wildlife call these lush, muddy banks their home, and the East Point Sanctuary is considered to be one of the premier birding spots in the Northeast.

**Wood Island** is the site of Maine's haunted Wood Island Lighthouse. Known for its characteristic alternating green and white flashes, this lighthouse has been a Maine landmark since the early 1800s. Reachable only by sea, tours are available with a reservation. Otherwise, the island and lighthouse are not open to the public.

**Fortune's Rock Beach** is only about 20 miles from downtown Portland, Maine's largest city. This sandy, 2-mile stretch of beach is a popular place to lounge or enjoy wave sports. You can go surfing, body surfing, skim boarding and surf kayaking.

Portland has a contemporary urban scene with great restaurants, brew pubs, unique shops,

### RELATED INSIDERS



#### THE GUIDE TO THE WILD

**Steve Vose.** He'll be your beacon for unique and remarkable adventures.



#### A TRULY DOWN-TO-EARTH FARMER

**Seren Huus.** A huge supporter of the farm-to-table movement.



#### THE OUTDOOR ADVENTURER

**Barry Tripp.** An adventurer who typifies the Maine outdoor sports enthusiast.

VIEW ALL INSIDERS



## MY TRIP PLANNER

YOU HAVE 7 ITEMS IN YOUR PLAN



GRAFTON NOTCH STATE PARK [X]



GOLF - 3 PONDS



[X] ATV - KENNEBUNK



ATV - BANGOR



[X] HIKING - MT. DESERT

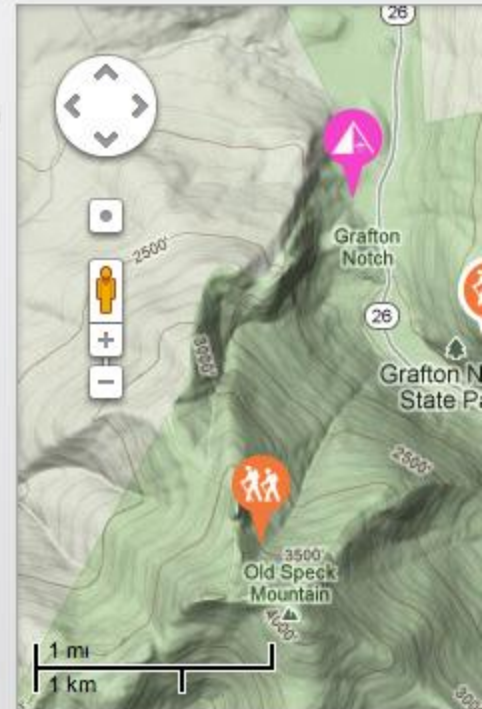


[X] GOLF - FRANLIN LNKS



ATV - BANGOR

[X]



SEND TO A FRIEND

EMAIL ADDRESS

SUBJECT

MESSAGE



PRINT

To s  
info

US

City, Maine 12345  
phone: 555-123-4567  
fax: 555-123-4568

[www.AMCclub.com](http://www.AMCclub.com)  
[info@AMCclub.com](mailto:info@AMCclub.com)

Hours:

nonprofit organization that promotes the preservation, enjoyment, and stewardship of the mountains, forests, waters, and trails of the Appalachian region. The AMC supports natural resource conservation while encouraging responsible recreation, based on the philosophy that successful, long-term conservation depends upon first-hand enjoyment of the natural environment.

Mission Statement: The Appalachian Mountain Club promotes the

# INCREASING THE DIGITAL FOOTPRINT

Better mobile experiences  
More opportunities for social interaction  
Increased content sharing  
Expansion of Insiders' program

# 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
  - YouTube
  - Foursquare
  - Pinterest
- **Fulfillment**
- **International Marketing**
  - Trade & Media
- **US & Canada Travel Trade & Consumer Shows**

# STEVE LYONS - MARKETING

Red Sox Co-op

Year 2 overview and schedule

Email Marketing

Schedule and results

MIY Distribution

Research update

MOTPartners.com

Annual visitor study ongoing

Lodging study



# GREG GADBERRY - WEB

Online photo library

Recruiting Maine photographers

Visitmaine.com update

# PUBLIC & MEDIA RELATIONS

# CHARLENE WILLIAMS – NANCY MARSHALL COMMUNICATIONS

Media Outreach and Publicity

Penetrates markets outside the scope of paid advertising

Media familiarization tours

Editorial support

Industry Workshops

Social Media



# SOCIAL MEDIA MARKETING



## The Three Cs:

Creating conversation

Building community

Generating commerce



## Tactics:

Interaction

Engagement

6:1 ratio



# PRODUCT DEVELOPMENT & SALES

# ABBE LEVIN – CULTURAL TOURISM

Arts & Artisans

Maine Performs

Experience Maritime Maine

Maine Downtown Center

Kennebec Chaudiere Heritage Corridor

Maine's Historic Bold Coast

Scenic Byways

Trip Ideas for [visitmaine.com](http://visitmaine.com)

# PHIL SAVIGNANO – OUTDOORS & REGIONAL GRANT PROGRAM

Regional Grant Program  
Maine Woods Consortium  
Byways, Birds & Biking

# MARGARET HOFFMAN – DOMESTIC & CANADA SALES

Consumer Travel Shows

- Update

- Evaluation and Survey

Motorcoach Marketing

- New itineraries

- Sales missions

- Fam tour

- Co-op ad program



# CAROLANN OUELLETTE – INTERNATIONAL SALES & MARKETING

Discover New England

Markets

DNE Summit 2013

Sales Missions

Brand USA

US Travel Association

IPW

# 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

# ADDITIONAL RESOURCES

- 5 Year Strategic Planning Process
- Governor's Account Executives
- MOT 2013 Annual Marketing Plan
- 2012 Economic Impact & Highlights

# THE MAINE THING



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.

**THANK YOU!**