

# MAINE OFFICE OF TOURISM REPORT 2015



# MAINE'S MISSION

Become the premier four-season  
destination in New England

Maine

Become the premier four-season  
destination in New England

# MARKETING & COMMUNICATION GOALS

- **Increase visitors staying in paid accommodations by 325,000**
- **Retain first-time visitation level at 3.1 million**
- **Maintain likelihood to recommend Maine as a vacation destination at 92%**
- **Improve consumer engagement and increase inquiry generation by 5%**
- **Continue to monitor growth of top-of-mind awareness of Maine and agreement with brand attributes**

**A SHARED  
VISION  
FOR THE  
FUTURE**

# FIVE-YEAR STRATEGIC PLAN

In order to meet the goals outlined in the plan we strive to:

- Identify new prospects to grow visitation
- Expand our geographic focus
- Be forward-looking and not rear-facing
- Be smart & innovative – industry leaders not followers

# INVESTMENT IN INSIGHTS

- Market Segmentation Study
- Conversion Study
- Geography Analysis
- Website Usability Study
- Ad Effectiveness Study
- Annual Visitor Survey

# MARKET SEGMENTATION STUDY-

**Knowing Your Audience to  
Craft Your Story**



## A Predictive Segment Model for Visiting Maine

### Goals

- Goal of the study is to map the universe of potential travelers to Maine and to understand which traveler segments provide the best targets based on the existing brand platform.

### Approach

- Segments are derived by an exploration of potential travelers' guiding life principles – both generally and with regard to vacations specifically.

### Results

- By understanding what motivates different types of travelers, and by measuring their spending and likelihood to visit Maine, we can determine the best targets for Maine visitation and how to reach them.

# THE RESULTS

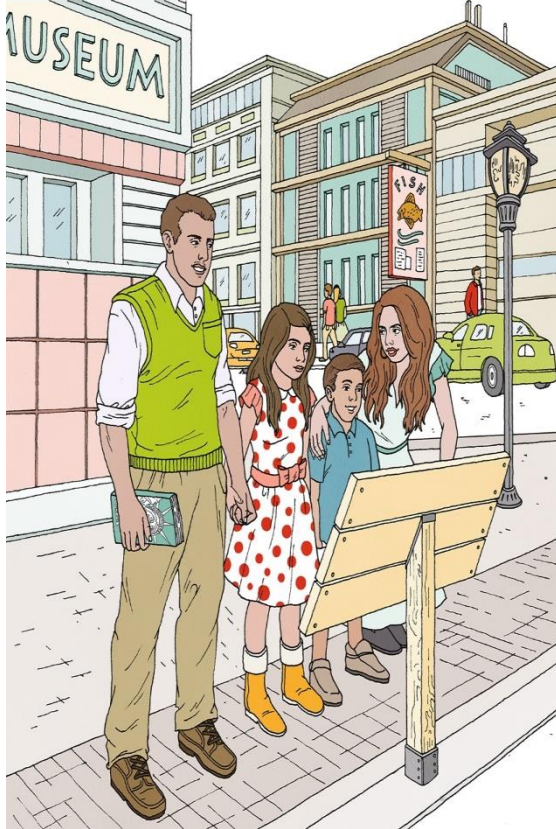
# THREE HIGH PRIORITY CONSUMER SEGMENTS

Have a shared set of values with the Maine brand

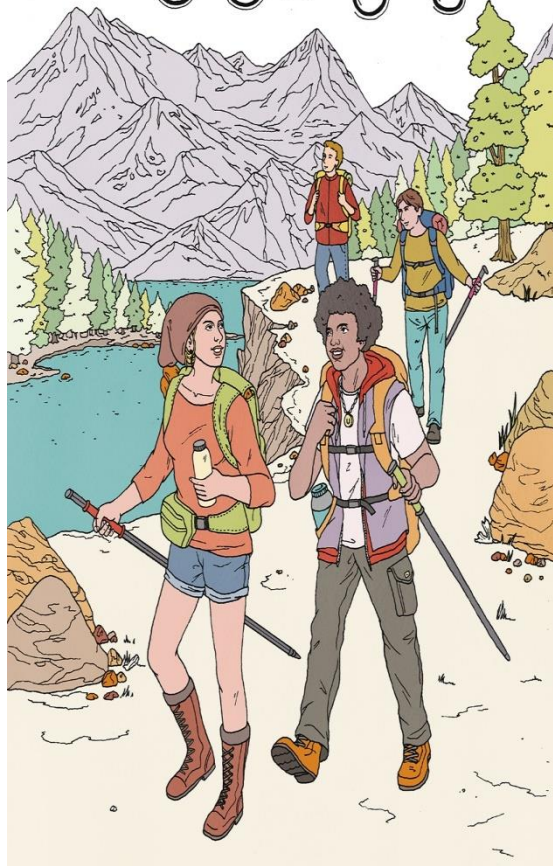
Have the highest likelihood of visiting Maine

Have the highest likelihood of spending the most money in Maine

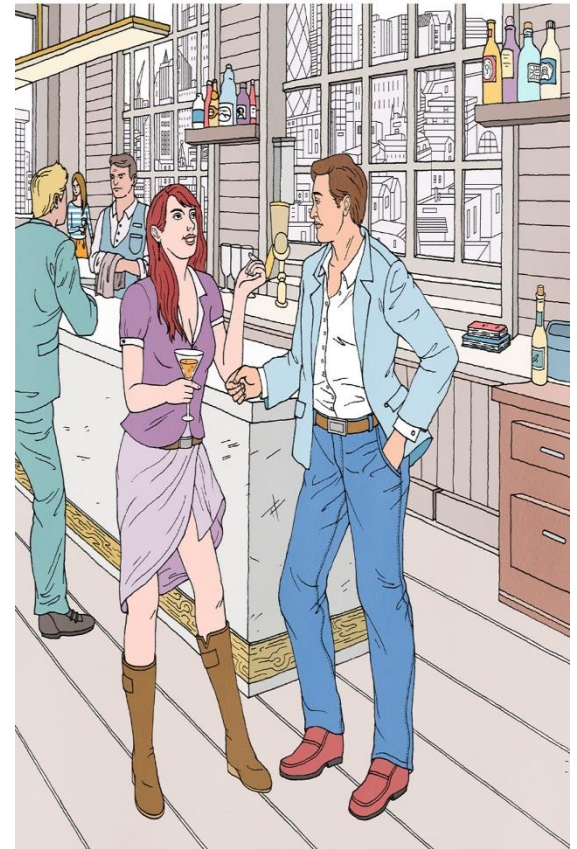
## Balanced Achievers



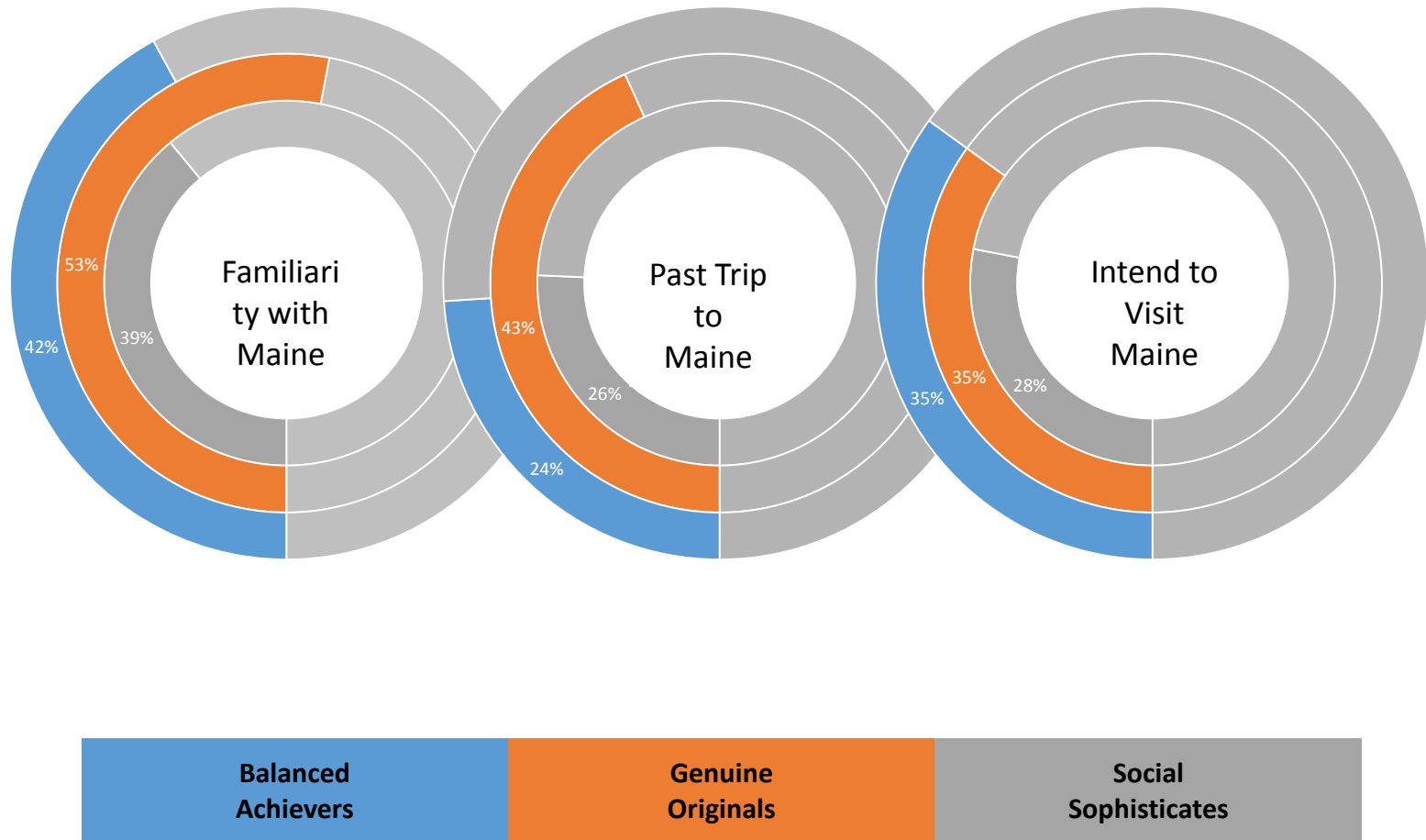
## Genuine Originals



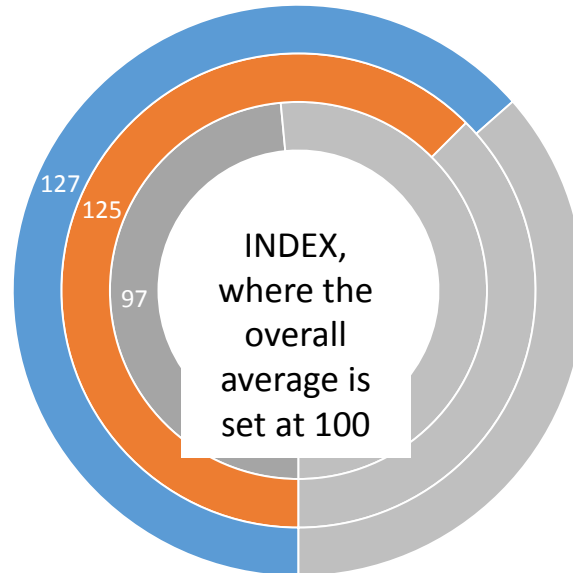
## Social Sophisticates



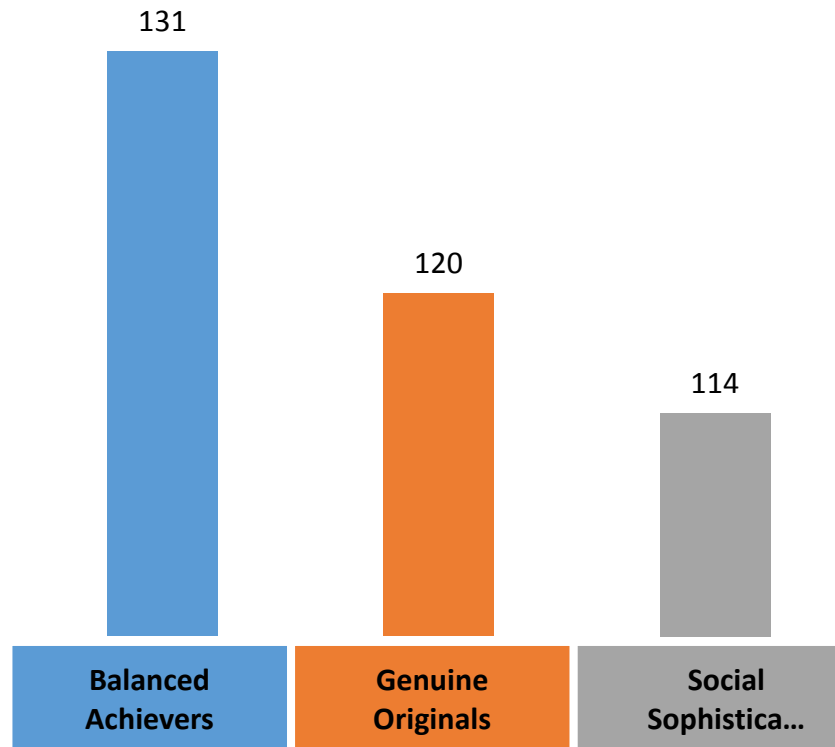
# Familiarity with Maine



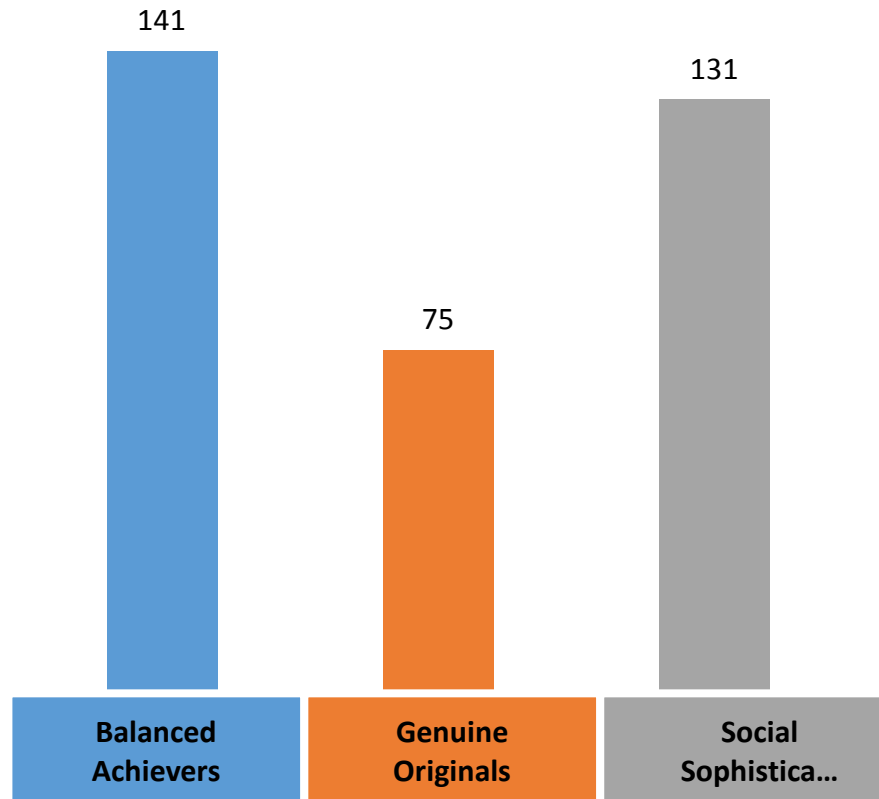
# Adjusted Likelihood of Visiting Maine



# Lifetime Value Index (average is 100)



# Incremental Lifetime Value Index (average is 100)





# PROFILES OF HIGH PERFORMING SEGMENTS

# Balanced Achievers



*"When I take vacations, I like to experience new things. Culture, food, people and customs are very important to me."*

*"Have an appreciation for US history and love visiting historic sites relevant to the building of the USA."*

*"I like to learn about the new place. Learning is a big part of the vacation. I love nature, and beautiful surroundings make me happy."*

# Balanced Achievers

## Guiding Life Principles

### Seek life balance

- Have a positive attitude and elevated interest in almost everything
- Self-described rule followers who take a traditional approach to life
- Have a family orientation and like to assist others and give back to the community
- Are free spirits with a deep level of curiosity about most things

### Strive for higher status

- Feel achieving a higher social status is important
- Always try to look their very best; believe you can tell a lot about a person by the way they dress
- Strive to be a member of popular groups
- Tell their friends about their vacations and like that people come to them for travel advice

### Are creative and in tune with nature

- Actively involved in creating art or music
- Freely express themselves
- Feel being in tune with nature is important and makes them shed their worries
- Make an effort to live a very green, environmentally friendly lifestyle

### Drawn to competition and trailblazing

- Seek adventure and risk
- Are always the first person they know to try new things
- Are daredevils who take physical risks

## Vacation Priorities

On vacation, they check off their "must see and do" list • Like sophisticated, urban/city experiences, nightlife & entertainment, and also enjoy things and places off the beaten path, nature, and cultural activities • Want to vacation in a place where they have the space and time to reflect on what's important in life—to change their state of mind, step back from problems, be in the moment, and listen to their inner voice • See vacations as an antidote to being self-absorbed • Tend to be big spenders on vacation—shopping for local hand-made one-of-a-kind items—but are careful to avoid excess

## Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: **127**

**24%**

Past trip to Maine

Index: 80

**131**

Lifetime value

**12%**

Have been to

Maine repeatedly

**141**

Incremental value

**46% would recommend ME**

## Message Receptivity (top 2% out of 7)

Exploration/ Discovery/Learning	Creativity/ Imagination	Self-Expression/ Free Spirit	Inner Compass/ Self-Reliant	Being the Best/Passion	Nature/ Outdoors
<b>89%</b>	<b>48%</b>	<b>64%</b>	<b>76%</b>	<b>74%</b>	<b>62%</b>
Culture/ History/Arts	Authentic/ Genuine/Sincere	Unspoiled/ Simplicity	Reflection/ Introspection	Offbeat/Quirky	Adventure
<b>50%</b>	<b>64%</b>	<b>65%</b>	<b>64%</b>	<b>53%</b>	<b>56%</b>



Brand Index: **HIGH**



## Demos & Media

Belong to fraternal orders, school/college boards • **71%** married • **50%** have children • Ave. HH size: **3.1** • Ethnically diverse • Ave. age: **42 years** • Ave. HHI: **\$117,495** • Heavy: Magazines, Radio, TV Prime, Outdoor • Medium: TV Daytime, Newspaper • Light: Internet

## Other Info

- Canadians: **19%**  
Index: 112
- Business: **3.8 business trips** in the past year  
Index: 115
- Business: **50%** have extended business trip  
Index: 139
- Millennials: **24%**  
Index: 120





# Guiding Life Principles

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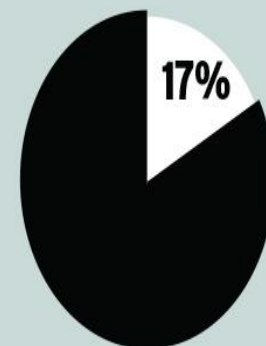
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**Incremental value**

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1-2

38%

2%

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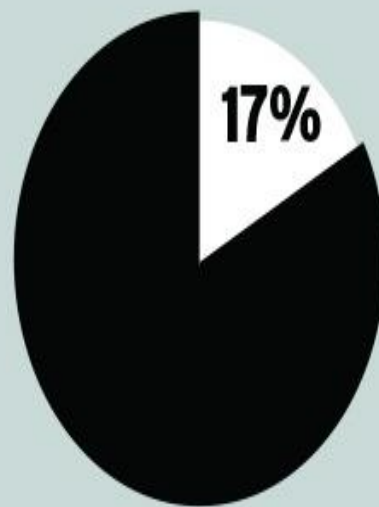
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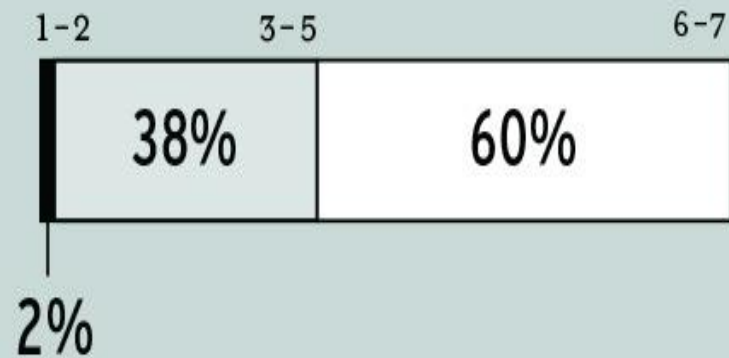
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Brand Index: **HIGH**



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27

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- Millennials: **24%**  
*Index: 120*

Nature/  
Outdoors

62%

Adventure

56%



# Genuine Originals



*“Broadens my horizons, teaches me about different people, places, culture, history, lifestyles, cuisine, and keeps me active.”*

*“Culture shock is an important element to growth. Learning cultural nuances and the history behind them is a kind of knowledge best acquired through travel.”*

*“Having a vacation spot that is a good mix of tourists and locals, where the locals are welcoming to tourists, and provide an overall good impression of the area.”*



# Genuine Originals

## Guiding Life Principles

### Enjoy exploring/Are drawn to adventure and risk

- Want to learn about and explore new things
- Try things they are not completely comfortable with
- Seek adventure and risk
- Actively engaged in seeking out a wide breadth of experiences

### Are creative and independent

- Are actively involved in creating art or music
- March to the beat of their own drum
- Consider themselves to be free spirits

### Are very focused on nature

- Feel it is important to be in tune with nature
- Nature helps them shed worries and cares
- Believe it is important to help preserve the environment/nature
- Make an effort to live a very green, environmentally friendly, sustainable lifestyle

### Self-actualization

- Say there is still a lot that they want to learn
- Consider themselves creative problem-solvers
- Describe themselves as creative and imaginative
- They tend to defy convention and have limited interest in social status, appearances, and following the rules
- Being genuine and authentic themselves is paramount and they look for and appreciate this quality in others
- Are broad-minded and very curious about anything that is quirky, offbeat or novel

## Vacation Priorities

On vacation, they exemplify freedom of thought/action and follow their inner compass to do their own thing • They pursue outdoor recreation and make it a priority to explore nature and observe wildlife—it helps them shed their worries and cares—time spent in tune with nature rejuvenates their soul • Are interested in art, history, and cultural activities • They try new vacation destinations; they don't take cookie-cutter vacations • The destinations they choose reflect who they are—they are not driven by luxury, popularity or urban sophistication • They desire authentic trips with exposure to unique local people, cultures and experiences • Are open-minded travelers who like to adventure off the beaten path and immerse themselves deeply

## Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: **125**

**43%**

Past trip to Maine

Index: 143

**120**

Lifetime value

**18%**

Have been to

Maine repeatedly

**75**

Incremental value

**45% would recommend ME**

## Message Receptivity (top 2% out of 7)

Exploration/ Discovery/Learning	Creativity/ Imagination	Self-Expression/ Free Spirit	Inner Compass/ Self-Reliant	Being the Best/Passion	Nature/ Outdoors
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<b>31%</b>	<b>49%</b>	<b>56%</b>	<b>41%</b>	<b>51%</b>	<b>53%</b>



23%



Brand Index: **HIGH**

## Demos & Media

Belong to school/college boards • Least likely to be married: **69%** • **38%** have children • Smallest households: **2.5** • Ave. age: **46 years** • Ave. HHI: **\$130,627** • Heavy: Internet, Magazines • Medium: TV Primetime, Newspaper • Light: Outdoor, Radio (esp. NPR)

## Other Info

- Canadians: **18%**  
Index: 106
- Business: **3.5 business trips** in the past year  
Index: 106
- Business: **39%** have extended business trip  
Index: 108
- Millennials: **18%**  
Index: 90



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# Guiding Life Principles

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- Feel it is important to be in tune with nature
- Nature helps them shed worries and cares
- Believe it is important to help preserve the environment/nature
- Make an effort to live a very green, environmentally friendly, sustainable lifestyle

- Are interested in art, history, and cultural activities
- Enjoy longer, more luxurious vacation cutter vacations
- The destinations they choose reflect a desire for urban sophistication
- They desire authentic trips
- Are open-minded travelers who like to adventure

## Connection to Maine Adjusted Likelihood

43%

Past trip to Maine

Index: 143

120

Lifetime value

45% would recommend



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Index: 143

# 120

## Lifetime value

## 45% would reco

## Message Receptivi

Exploration/ Discovery/Learning	Creativity/ Imagination	Social Media
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Culture/ History/Arts	Authentic/ Genuine/Sincere	Unconventional Style
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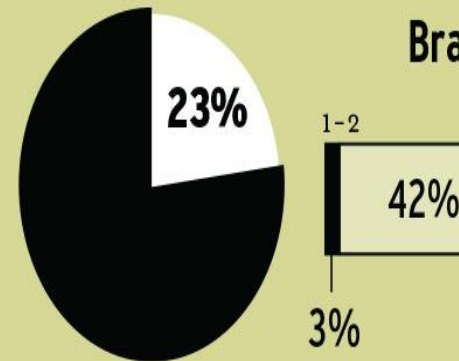
Have been to

Maine repeatedly

75

Incremental value

45% would recommend ME



## Demos & Media

Belong to school/college bo  
to be married: **69% • 38%**  
• Smallest households: **2.5**  
**46 years • Ave. HHI: \$130**  
Internet, Magazines • Medium  
Newspaper • Light: Outdoor

## Other Info

• Canadians: **18%**  
Index: 106

• Business: **3.5**  
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Lifetime value

Incremental value

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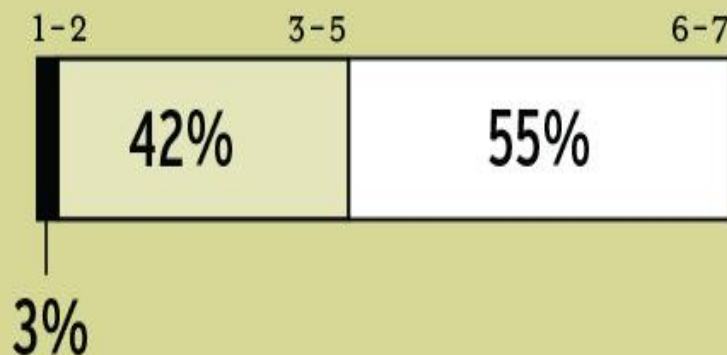
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25

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Nature/  
Outdoors

53%

ky Adventure

53%



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# Social Sophisticates



*“Being free to do as I please is important to me. I also want to be pampered.”*

*“Relaxing in a beautiful environment. Enjoying modest luxury. Sharing these things with our family and close friends.”*

*“Your choice of vacation tells people what you like to do in your spare time.”*



# Social Sophisticates

## Guiding Life Principles

Believe appearance matters and are driven by status — money is not a concern

- Believe achieving a higher social status is important—climbing the social ladder is important
- Say being a leader in their field is important
- Always want to look their very best and believe you can tell a lot about a person by the way they dress

Think about their place in the world; focused on family & community; also want to have fun

- Have a traditional orientation to family; connected to how they wish to be perceived in the community
- Work hard to find a balance in life
- Often plan things to make others happy
- Believe it is important to enjoy themselves and have fun

Try to self-actualize

- They believe it's important for them to be the best in those areas of life they're passionate about
- Are self-reliant and believe in choosing their own goals

## Vacation Priorities

Are interested in luxury, flawless service, keeping up appearances, and having fun • Make it a priority to travel every year and are passionate about it • Believe their choice of vacation destination reflects who they are, so they look for trendy vacation spots • Prefer romantic, popular destinations with a "faraway" feeling and excellent accommodations to escape daily distractions • On vacation they want to shed responsibilities, take mental health breaks, and let their defenses down • Want to find some serenity and change their state of mind, but are not interested in mental/spiritual rejuvenation • Are not particularly curious about cultural activities, exploration, or adventure • Are not careful about money

## Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: **97**

**26%**

Past trip to Maine

Index: 87

**114**

Lifetime value

**10%**

Have been to Maine repeatedly

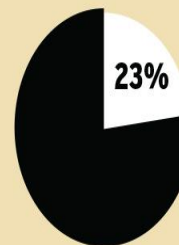
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Incremental value

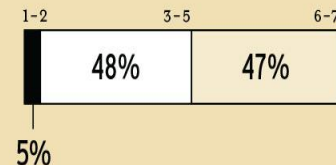
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<b>25%</b>	<b>44%</b>	<b>51%</b>	<b>42%</b>	<b>35%</b>	<b>30%</b>



Brand Index: **MODERATE**



## Demos & Media

Belong to country clubs, civic clubs, charitable orgs. • **70%** are married • **44%** have children • Ave. HH size: **2.8** • Ave. age: **43 years** • Ave. HHI: **\$132,724** • Heavy: Newspaper • Medium: Radio, Internet, TV, Magazine • Light: Outdoor

## Other Info

- Canadians: **18%**  
Index: 106

- Business: **3.2 business trips** in the past year  
Index: 97

- Business: **36%** have extended business trip  
Index: 100

- Millennials: **23%**  
Index: 115

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NEW YORKER

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FOOD & WINE  
FRENCH CLASSICS

Entrepreneur  
MAKE MONEY  
IN THE DIGITAL MARKET

# Guiding Life Principles

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Think about their place in the world; focused on family & community; also want to have fun

- Have a traditional orientation to family; connected to how they wish to be perceived in the community
- Work hard to find a balance in life

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## Vacation Priorities

Are interested in luxury, flawless service, keeping up appearances, and having fun • Make it a priority to travel every year and are passionate about it • Believe their choice of vacation destination reflects who they are, so they look for trendy vacation spots • Prefer romantic, popular destinations with a "faraway" feeling and excellent accommodations to escape daily distractions • On vacation they want to shed responsibilities, take mental health breaks, and let their defenses down • Want to find some serenity and change their state of mind, but are not interested in mental/spiritual rejuvenation • Are not particularly curious about cultural activities, exploration, or adventure • Are not careful about money

## Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: 97

26%

Past trip to Maine

Index: 87

10%

Have been to  
Maine repeatedly

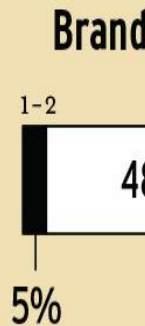
114

Lifetime value

131

Incremental value

28% would recommend ME



Brand

## Demos & Media

Belong to country clubs, civ orgs. • **70%** are married • Ave. HH size: **2.8** • Ave. a HHI: **\$132,724** • Heavy: N Radio, Internet, TV, Magazi

## Other Info

• Canadians: **18%**  
Index: 106

• Business: **3.2**  
**business trips** in  
the past year

**28% would recommend ME**

## Message Receptivity (top 2% out of 7)

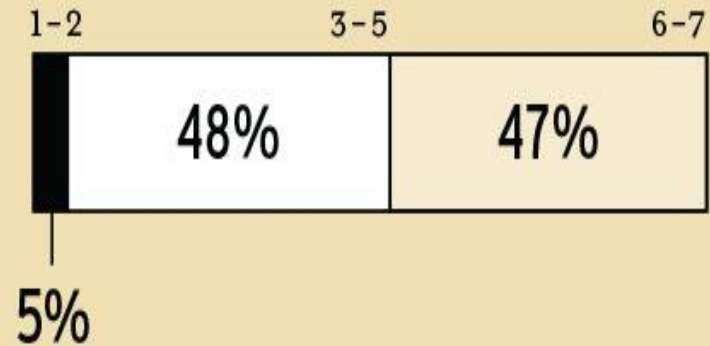
Exploration/ Discovery/Learning	Creativity/ Imagination	Self-Expression/ Free Spirit	Inner Compass/ Self-Reliant	Being the Best/Passion	Nature/ Outdoors
<b>78%</b>	<b>26%</b>	<b>46%</b>	<b>58%</b>	<b>63%</b>	<b>45%</b>
Culture/ History/Arts	Authentic/ Genuine/Sincere	Unspoiled/ Simplicity	Reflection/ Introspection	Offbeat/Quirky	Adventure
<b>25%</b>	<b>44%</b>	<b>51%</b>	<b>42%</b>	<b>35%</b>	<b>30%</b>



ng up appearances,  
• Believe their choice of  
Prefer romantic, popular  
ly distractions • On vacation  
es down • Want to find some  
l rejuvenation • Are not  
careful about money



Brand Index: **MODERATE**



## Demos & Media

Belong to country clubs, civic clubs, charitable  
orgs. • **70%** are married • **44%** have children  
• Ave. HH size: **2.8** • Ave. age: **43 years** • Ave.  
HHI: **\$132,724** • Heavy: Newspaper • Medium:  
Radio, Internet, TV, Magazine • Light: Outdoor



## Other Info

- Canadians: **18%**  
*Index: 106*

- Business: **3.2 business trips** in the past year  
*Index: 97*

- Business: **36%** have extended business trip  
*Index: 100*

- Millennials: **23%**  
*Index: 115*

CBSNEWS.com

Expedia.ca  
Your trip, your way.

WSJ.com



ticketmaster



Nature/  
Outdoors

45%

Adventure

30%

# APPLYING THE RESULTS

# TARGET AUDIENCE & MEDIA

- Target identified consumer groups: Balanced Achievers, Genuine Originals, Social Sophisticates
  - Connect these findings with MRI (Mediamark Research Inc.), a software tool that allows us to understand these groups' lifestyle, attitudes, values and media habits
  - Make media plan sections based on where and how these groups consume media
  - Identify potential brand partnerships based on lifestyle and buying patterns

# CUSTOMIZING CREATIVE MESSAGING

- Customize messaging based on what we know resonates with and motivates each group

# 2015 Annual Plan

Insights are applied in the 2015 plan

- Full descriptions of each consumer segment
- Message maps for each segment
- Evolution of Maine Thing campaign
- Channel specific tactics

# *Creative* STRATEGY



Maine

# STORY TELLING

- Storytellers can be:
  - Insiders
  - Visitors
  - Bloggers
  - Multi-media editorial features
  - Publishers & partnerships





Get our free **TRAVEL GUIDEBOOK** | [EMAIL SIGN-UP](#)



# Maine

[THINGS TO DO](#)[PLACES TO GO](#)[WHERE TO STAY](#)[PLAN YOUR VISIT](#)[TRIP BUILDER](#)[SEARCH](#)

REAL PEOPLE. REAL ADVICE.



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. Keep up with Jillian and Malcolm at [fromaway.com](http://fromaway.com) [↗](#).



# Maine



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EMAIL SIGN-UP



### EATING IN MAINE: AT HOME, ON THE TOWN, AND ON THE ROAD

When we made the decision to move to Maine, we had jobs that allowed us to live anywhere. With...



### WORLD FOOD CHAMPIONSHIPS

When we landed in Las Vegas, it was 70 degrees and the sunlight seemed more concentrated than...



### RUMBLE NIGHT

For a couple of 30-something parents from Maine, spending an evening all dolled up at a gorgeous...



### LOBSTER ROLL RUMBLE: FROM VACATIONLAND TO THE BIG APPLE

Participants in The Lobster Roll Rumble [are set to] compete in New York City, putting up their...



### RESTAURANT WEEK 2013: AN ALIMENTARY DEMONSTRATION

A tasting menu. A fixed price. A chance to dine out at Maine's many fantastic restaurants at...



### THE BEST LOBSTER ROLL IN MAINE

On scenic coastal Route 1, there is a rather famous red shack that serves lobster rolls from a...

SHOW MORE



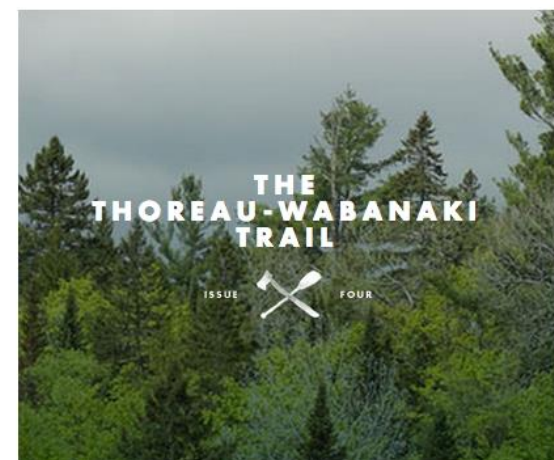
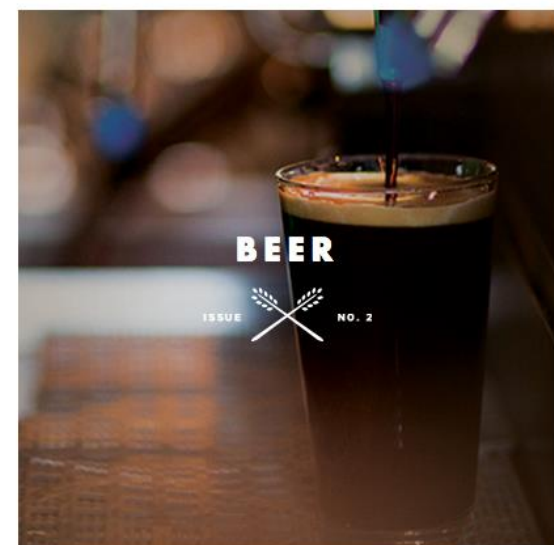


# Electronic Magazine

MaineQuarterly.com

- Lobster Culture & Lifestyle
- The Beer Trail
- Fall Touring
- Thoreau Wabanaki Expedition
- Coming Soon: Food



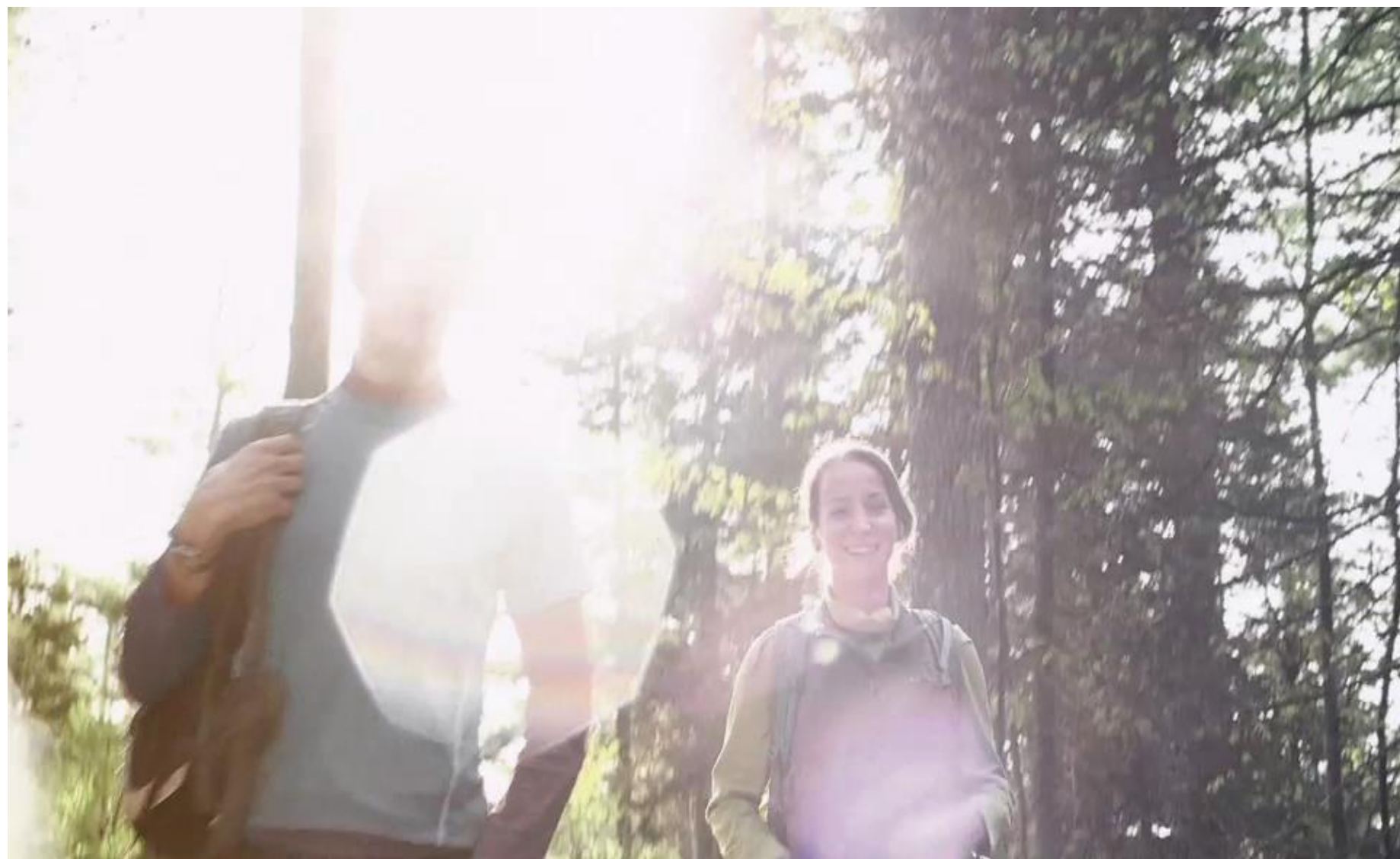




# MEDIA HIGHLIGHTS

# Broadcast

- Comcast Cable
  - Hartford
  - Philadelphia
  - Washington, DC
  - Baltimore
- Cablevision
  - Suburban New York
  - Charlotte, NC
- Red Sox Radio Network
- National Public Radio (NPR)

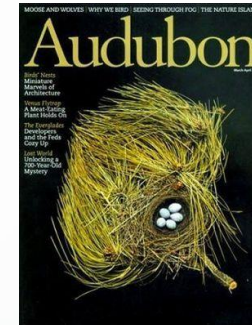
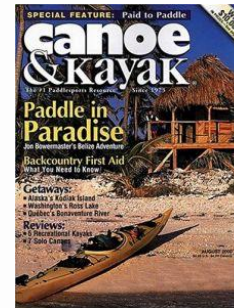
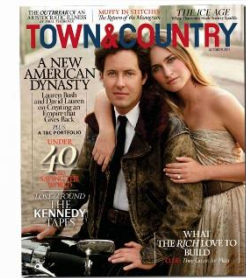
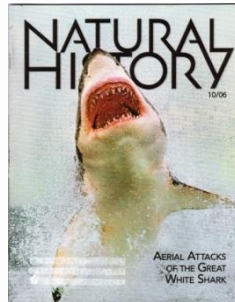
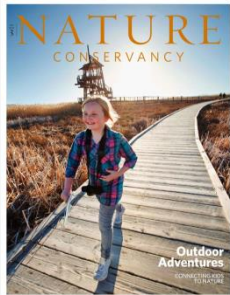
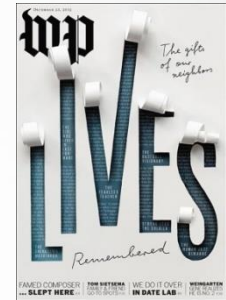
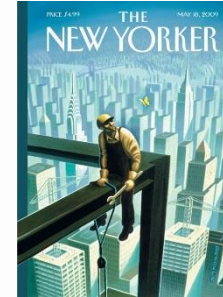





Maine



# Print



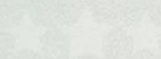
Maine



ORIGINAL

MAINE

ADVENTURE



*There was a moment when someone asked, "which way?"  
and we realized, there was no wrong answer.*

*Discovering your Maine Thing begins here. Visit [Maine.com](http://Maine.com)*





*Sometimes what's not on the itinerary  
offers the most profound experience.*

*Discovering your Maine Thing begins here. Visit [VisitMaine.com](http://VisitMaine.com)*

**Maine**



*The most memorable experiences are  
often about being able to forget everything.  
Discovering your Maine Thing begins here. Visit [Maine.com](http://Maine.com)*



# Digital

**boston.com**



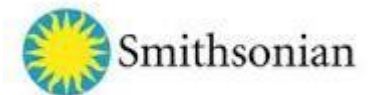
**ORBITZ**



**YANKEE**  
MAGAZINE



**Bea**tprints



**The Boston Globe.com**

Stories you take with you. Stories that stay with you.



**adara**  
media



# Enewsletters



## COFFEE RENAISSANCE

### MORNINGS IN MAINE

#### MAINE'S DIVERSE COFFEE ROASTERS

It has been said that the rise in boutique coffeehouses in Maine is only matched by the local food movement here. Which means when the sun rises, for many coffee lovers, there are few better places to be. [SEE MORE](#)



## UPCOMING EVENTS

**16TH ANNUAL ACADIA BIRDING FESTIVAL:**  
May 29-June 1  
Mount Desert Island

**41ST ANNUAL FISHERMAN'S FESTIVAL:**  
April 25-27  
Boothbay Harbor

**MOOSE MAINEA, MOOSTERPIECE CRAFT FAIR & KID'S FUN DAY:**  
June 14  
Moosehead Lake

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THE MAINE THING SWEEPSTAKES

DISCOVER YOUR  
YOUR MAINE THING  
ON US

ENTER TO WIN

CONNECT WITH VISIT MAINE



Maine

FORWARD EMAIL | VISITMAINE.COM

## COFFEE RENAISSANCE



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THE MAINE THING SWEEPSTAKES

DISCOVER YOUR  
YOUR MAINE THING  
ON US

ENTER TO WIN

CONNECT WITH VISIT MAINE



# Social Media

facebook®



# CUSTOMER ENGAGEMENT





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THE MAINE THING SWEEPSTAKES

# DISCOVER YOUR MAINE THING *on us*

## ENTER *for* YOUR CHANCE *to* WIN *an* UNFORGETTABLE SUMMER GETAWAY *to* MAINE

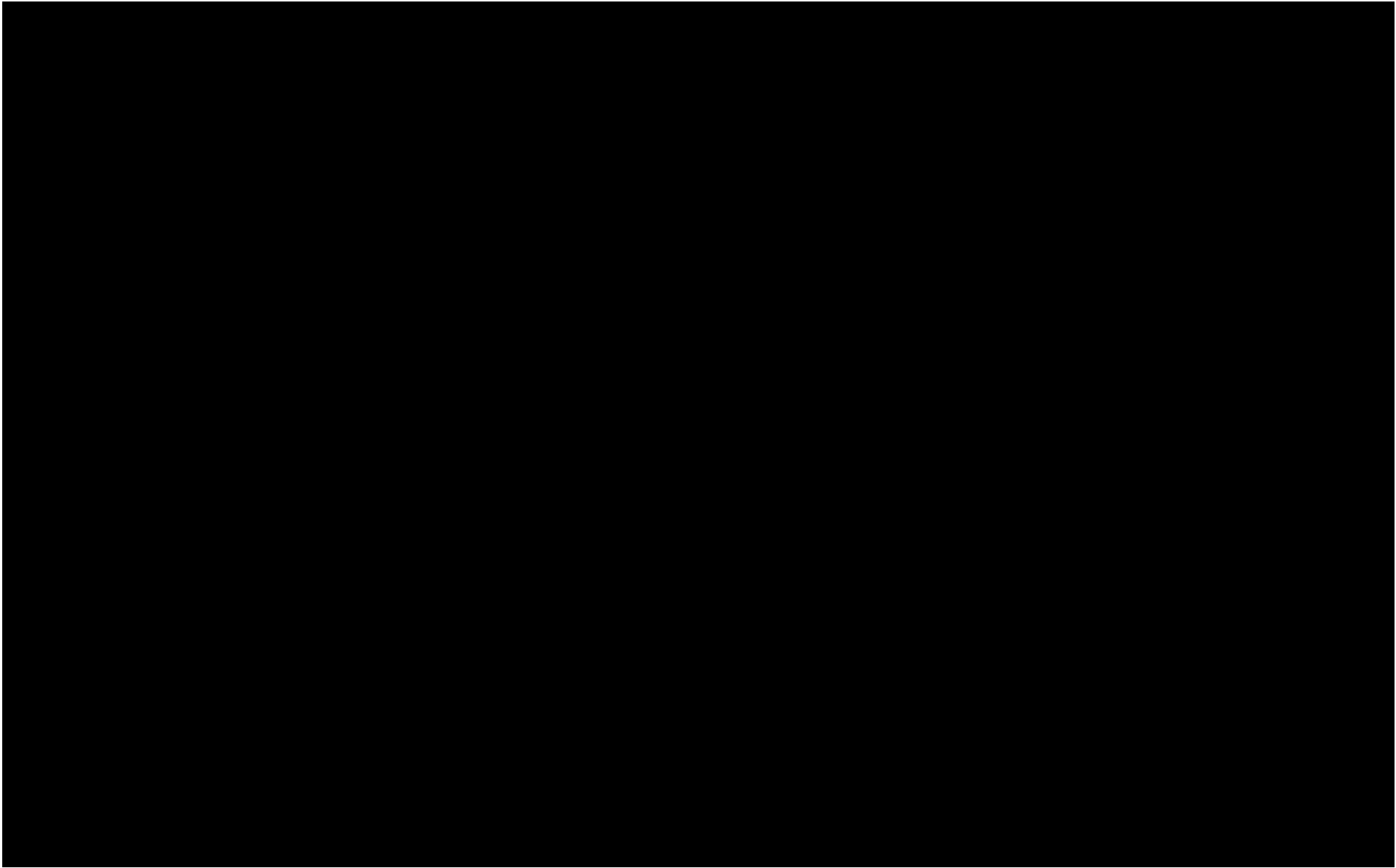
Tell us your Maine thing for a chance to experience Maine as nature intended with a 5-night/6-day stay for two at **Gorman Chairback Lodge & Cabins**. Here just outside Greenville, you'll be immersed in the rustic beauty of the Maine Woods while still enjoying all the creature comforts of a world-class lodge. Your accommodations—a deluxe cabin with private bath, bedroom and sitting room—are just a short walk from the central lodge. Enjoy full family-style breakfasts and dinners, plus made-to-order trail lunches, for days fly fishing for brook trout with a Registered Maine Guide or paddling Long Pond in one of the lodge's canoes or kayaks.

### CHECK OUT OTHER ENTRANTS' Maine Things

“My perfect day in Maine would be a hike on trails with my grandkids to show them the wonders of nature and the beautiful places that exist and need to be preserved. They don't get to see nature at its best or in abundance and I would love to bring that to them.”

Tamara, Orono, ME







**Thank You !**

**[Carolann.ouellette@maine.gov](mailto:Carolann.ouellette@maine.gov)**