

# KNOWING YOUR AUDIENCE TO CRAFT YOUR STORY



**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

# WHAT IS SEGMENTATION?

- Surgically identifying and NARROWING the target to those of highest potential value
- By definition that means not everyone will end up as key priorities
- Allows for more effective and efficient targeting
- Not a geo or demo or generational cohort approach rather it's built on defining segments based on personal values

# STUDY OBJECTIVES AIM TO IDENTIFY

- Which consumer groups have the highest likelihood of visiting Maine
- Which consumer groups have the highest potential to spend the most money in Maine
- Which consumer groups most identify with the Maine brand from a personal and values-based perspective
- Which aspects of the Maine experience are most appealing to each consumer group
- Which aspects of our brand messaging most resonates to each consumer group
- Which consumer groups are most likely to advocate/influence others to come to Maine

## THE PROCESS STEP 1

Consumer Input – one-on-ones and focus group interviews in Toronto, Chicago, Albany, Hartford, Charlotte

## THE PROCESS STEP 2

Questionnaire Design – the insights were used to develop the questionnaire on which the segments would be defined

## THE PROCESS STEP 3

Online Survey – collected data that was then analyzed using a variety of statistical techniques

# Sample

- A total of 3,225 respondents
- Qualifications to participate:
  - Ages 25 to 64
  - No competitive employment
  - Household income of \$75,000 or greater (Millennials (25 to 32) qualify with household income of \$50,000)
  - Reside in one of the following states or provinces:
    - States: All US states east of the Mississippi River and Texas
    - Provinces: Ontario, New Brunswick Nova Scotia, Quebec
  - Had to have made at least one trip with two nights in paid accommodations in the past year
- Augment of individuals who traveled for business within the past year and stayed over an extra day or more to experience a destination. A total of 303 respondents are included in the augment.

# CREATION OF VALUE MEASURES

Assesses the likelihood of visitors to travel to Maine, and the value of their expenditures once here:

- Lifetime Value Total
- Lifetime Value Incremental



# LIFETIME VALUE TOTAL

A calculated composite variable that estimates the average total potential spending of a visitor to Maine based on their past spending on leisure trips, a realistic assessment of how likely they are to visit Maine, and how often they are likely to vacation in the future.

Lifetime Value Total is calculated using three components:

1. Dollar value of spending on trips
2. Adjusted likelihood to visit Maine
3. Amplified for likely long-term value

# LIFETIME VALUE INCREMENTAL

A calculated composite variable that takes the Lifetime Value Total variable and adjusts it to only reflect potential incremental visitors to Maine – that is, it excludes those who have visited Maine recently or repeatedly.

Lifetime Value Total is calculated using four components:

1. Dollar value of spending on trips:
2. Adjusted likelihood to visit Maine
3. Remove recent and repeat visitors and include:
  - a. Those who have not been to Maine in the last year and/or
  - b. Those who have visited Maine infrequently
4. Amplified for likely long-term value

# THE RESULTS

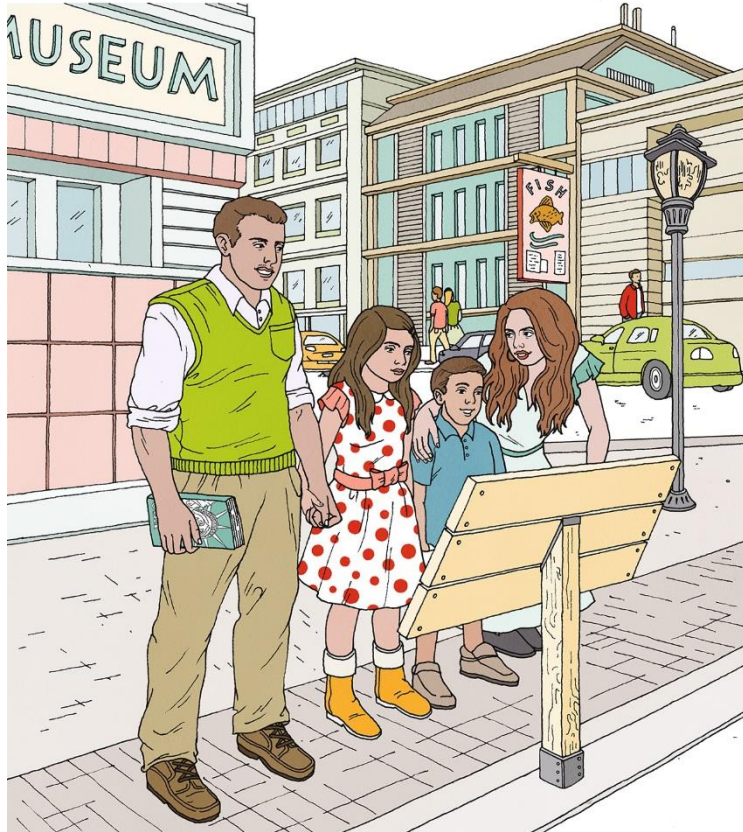
# THREE HIGH PRIORITY CONSUMER SEGMENTS

Have a shared set of values with the Maine brand

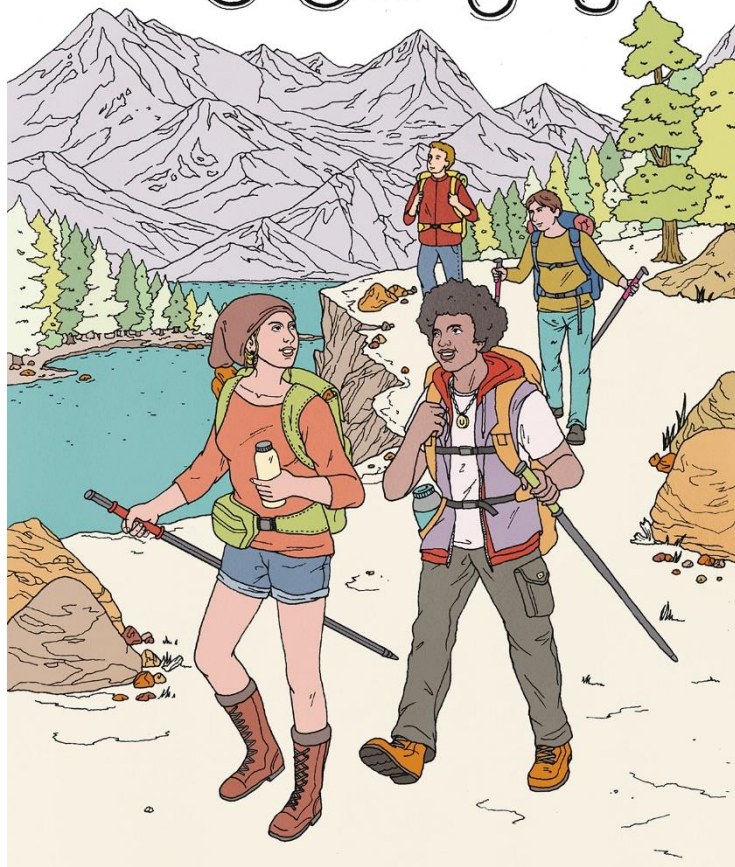
Have the highest likelihood of visiting Maine

Have the highest likelihood of spending the most money in Maine

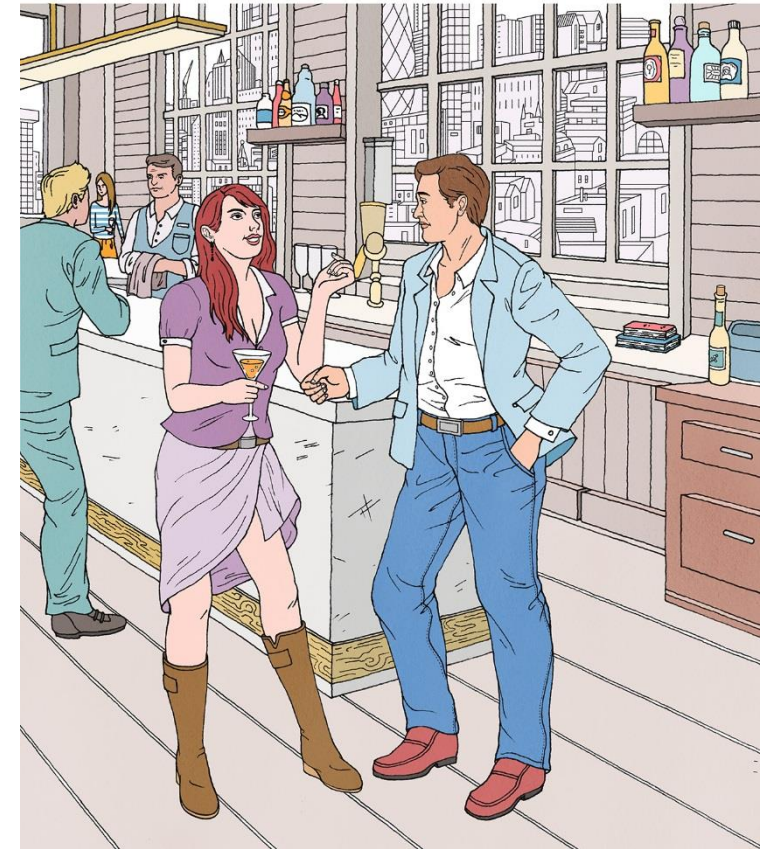
# Balanced Achievers



# Genuine Originals



# Social Sophisticates



# TWO LOW PERFORMING CONSUMER SEGMENTS

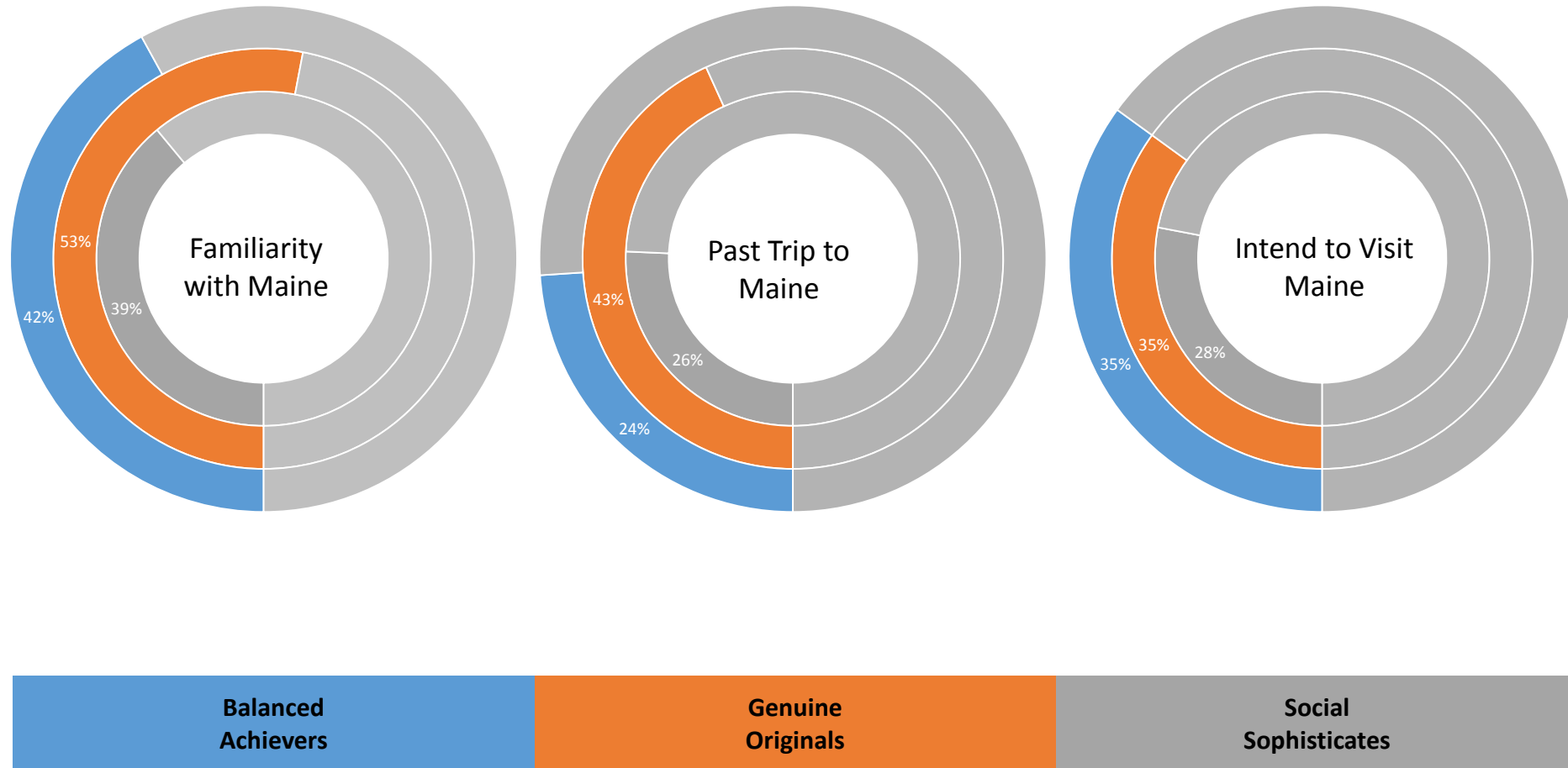
Do not have a shared set of values with the Maine brand

Have a lower likelihood of visiting Maine

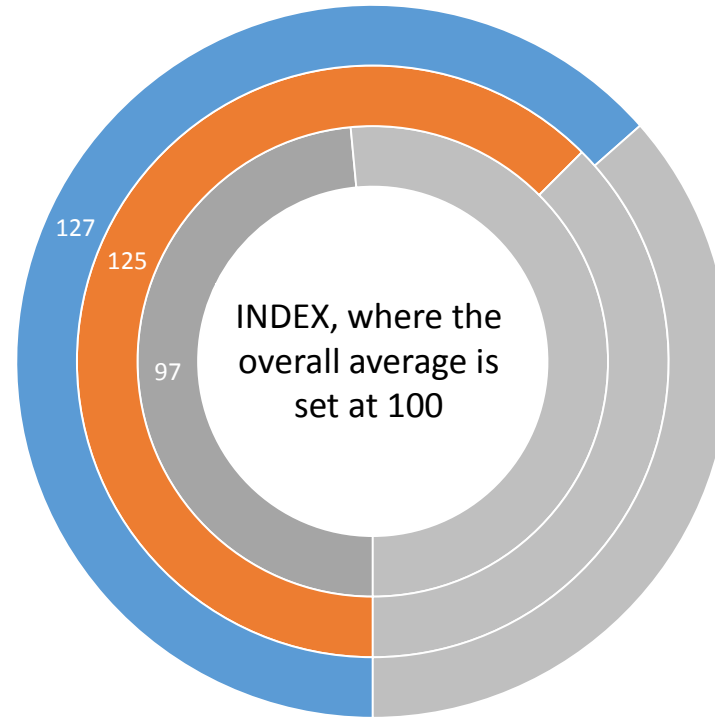
Have a low likelihood of spending money in Maine



# Familiarity with Maine

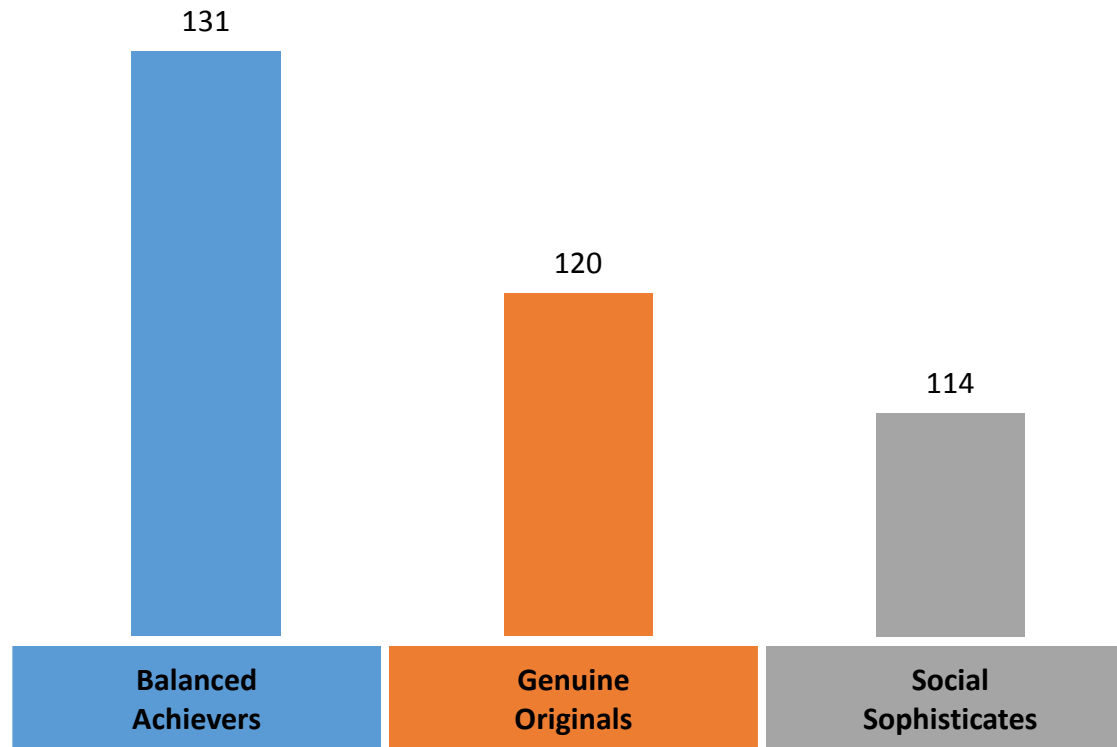


# Adjusted Likelihood of Visiting Maine

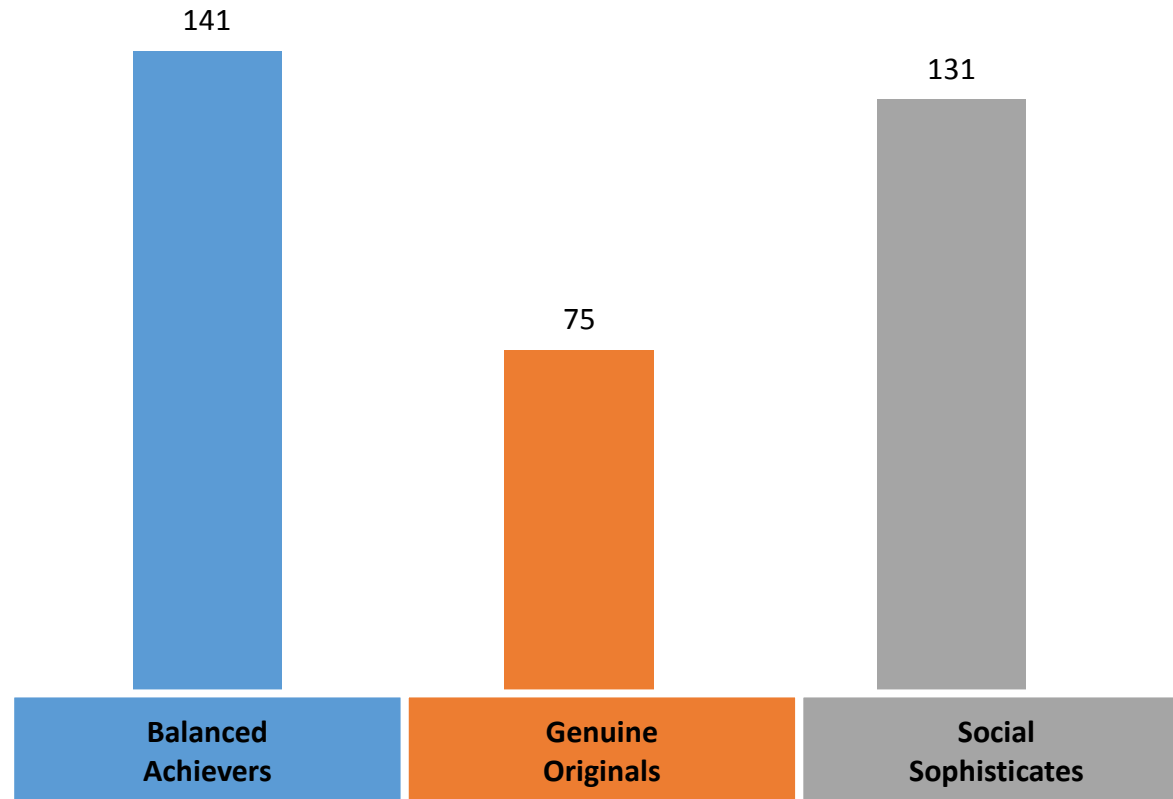




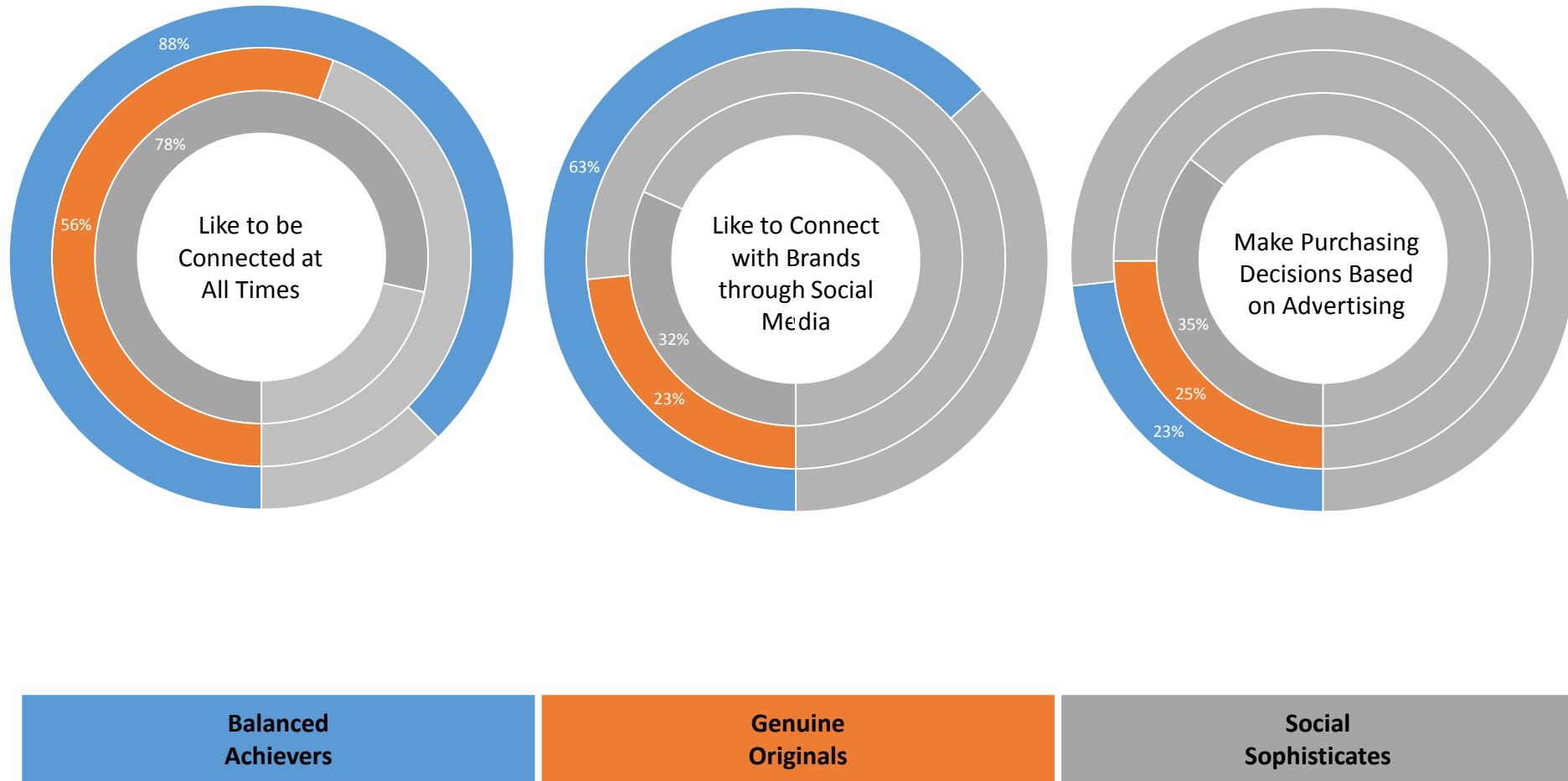
# Lifetime Value Index (average is 100)



# Incremental Lifetime Value Index (average is 100)



# Media Influence-ability



# 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**

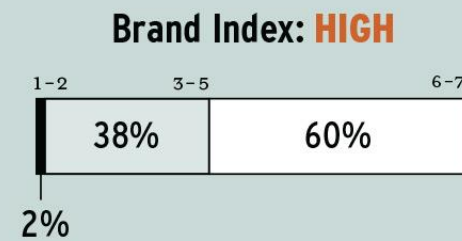
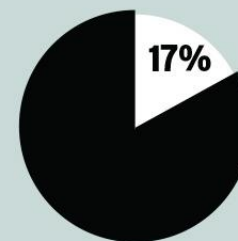
**141**

**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
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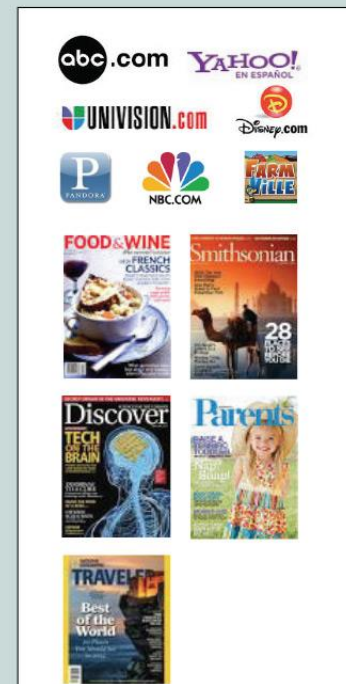


## Demos & Media

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

## Seek life balance

- Have a positive attitude and elevated interest in almost everything
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Index: 80

# 131

## Lifetime value

## 46% would recommend

## Message Receptivity

Exploration/ Discovery/Learning	Creativity/ Imagination	Self-Expression/ Frequency
<b>89%</b>	<b>48%</b>	<b>64%</b>
Culture/ History/Arts	Authentic/ Genuine/Sincere	Unconventional/ Simple
<b>50%</b>	<b>64%</b>	<b>65%</b>



# Believers

# Types

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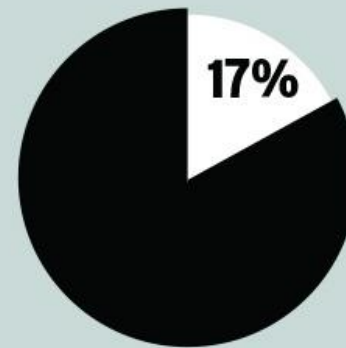
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**Have been to  
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**141**

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Brand

## Demos & Media

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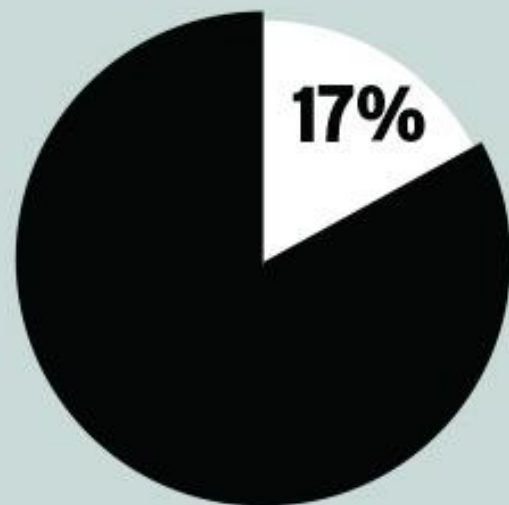
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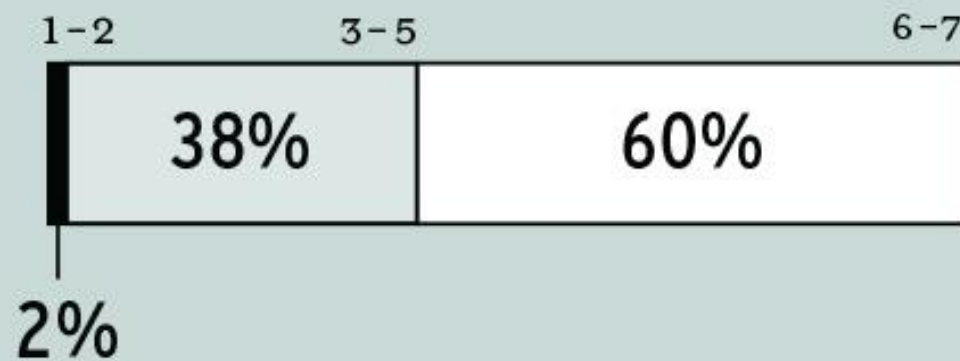
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Brand Index: **HIGH**



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- Business: **50%** have extended business trip  
*Index: 139*
- Millennials: **24%**  
*Index: 120*

Nature/  
Outdoors

**62%**

ky 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**

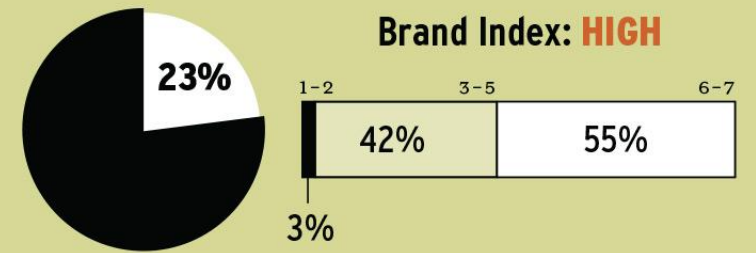
**75**

**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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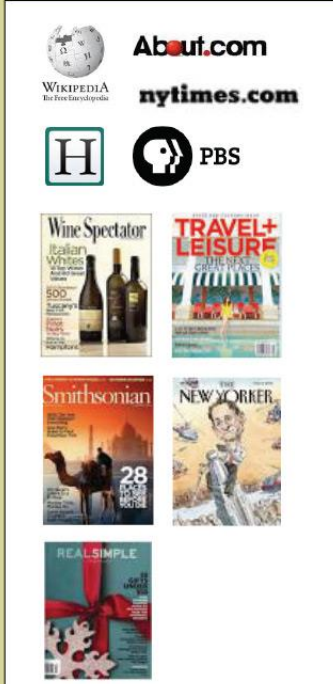


## Demos & Media

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*





# Guiding Life Principles

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- 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
- Prefer cutter vacations
- The destinations they choose reflect urban sophistication
- They desire authentic trips
- Are open-minded travelers who like to adventure

## Connection to Maine Adjusted Likelihood

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**Past trip to Maine**

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**120**

**Lifetime value**

**45% would re...**

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**Lifetime value**

**45% would recommend**

## Message Receptivity

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Culture/  
History/Arts

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Authentic/  
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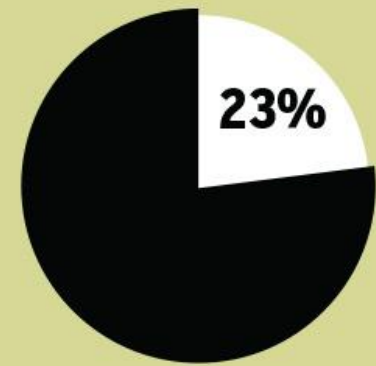
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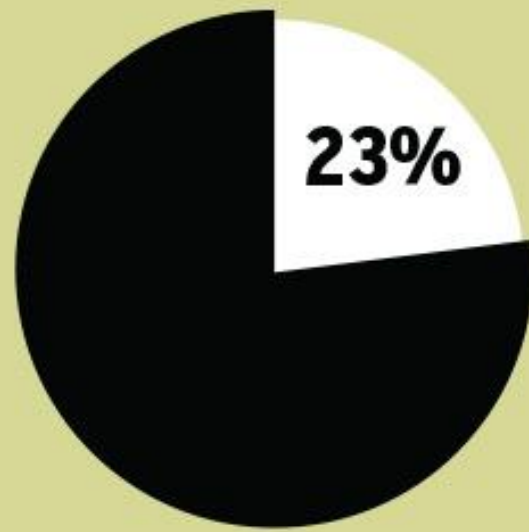
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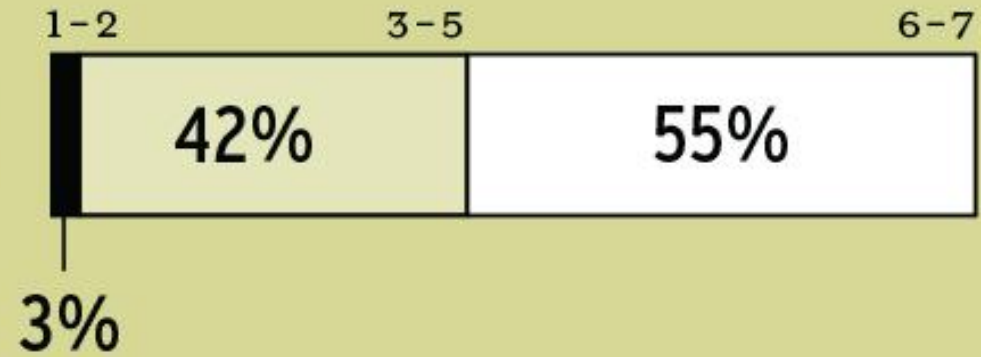
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Nature/  
Outdoors

**53%**

Adventure

**53%**



WIKIPEDIA  
The Free Encyclopedia

About.com

nytimes.com





# *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

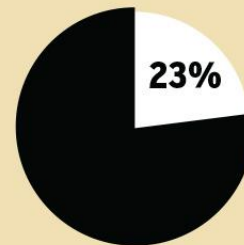
**131**

Incremental value

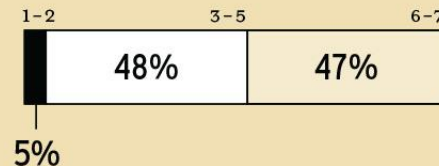
**28% would recommend ME**

## 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>



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





# 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

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## Connection to Maine Adjusted Likelihood

# 26%

Past trip to Maine  
*Index: 87*

# 114

Lifetime value

38% would re

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

Index: 87

# 114

Lifetime value

28% would rec

## Message Receptiv

Exploration/  
Discovery/Learning

78%

Culture/  
History/Arts

25%

Creativity/  
Imagination

26%

Authentic/  
Genuine/Sincere

44%



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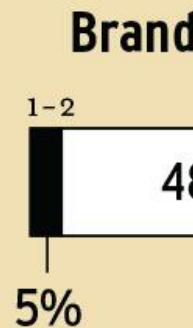
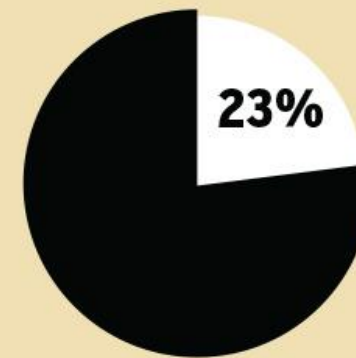
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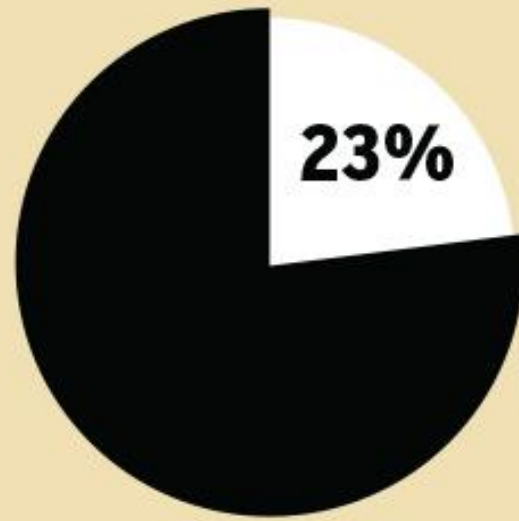
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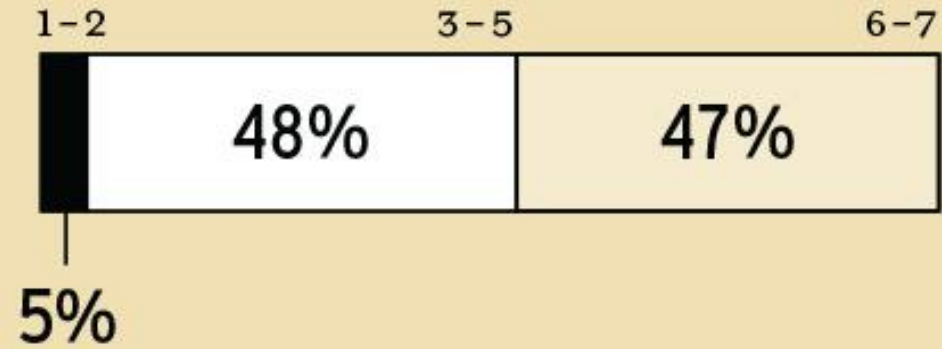
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Nature/  
Outdoors

**45%**

Adventure

**30%**

 CBSNEWS.com

 Expedia.ca  
Your trip, your way.

 WSJ.com

 CNN

 ticketmaster



# APPLYING THE RESULTS

# TARGET AUDIENCE & MEDIA

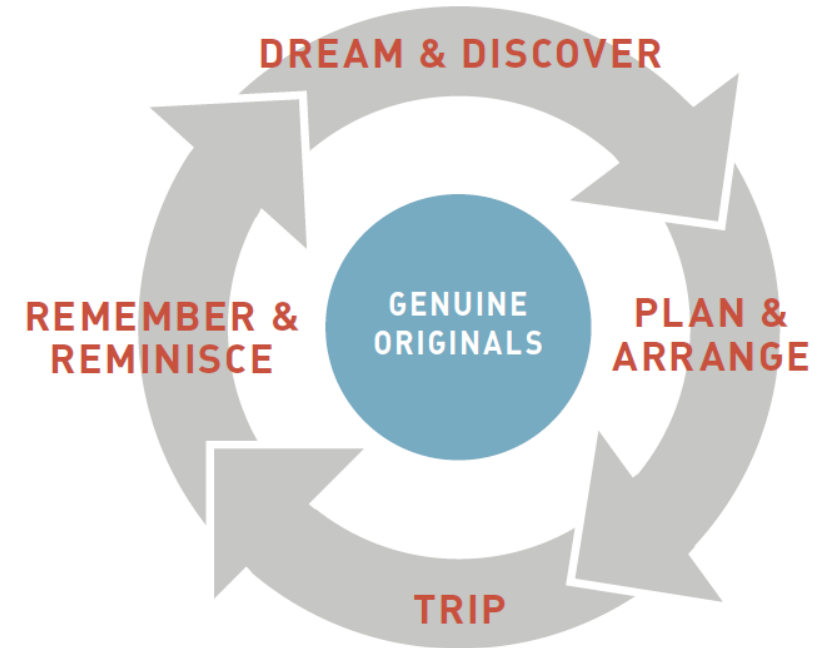
- Target consumer groups with the highest likelihood of visiting the state and spending the most money: Balanced Achievers, Genuine Originals, Social Sophisticates
  - Connect these findings with MRI (Mediamark Research Inc.), a software tool that allows us to understand these groups' lifestyle, attitudes, 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

# Language Nuance

- The brand platform of “Originality” stays solidly intact but we now have three different flavors of how we express that based on what resonates most with each of our key segments
- Message Maps demonstrate the subtleties of language at each state during the vacation planning process based on the segment’s mindset and motivating triggers

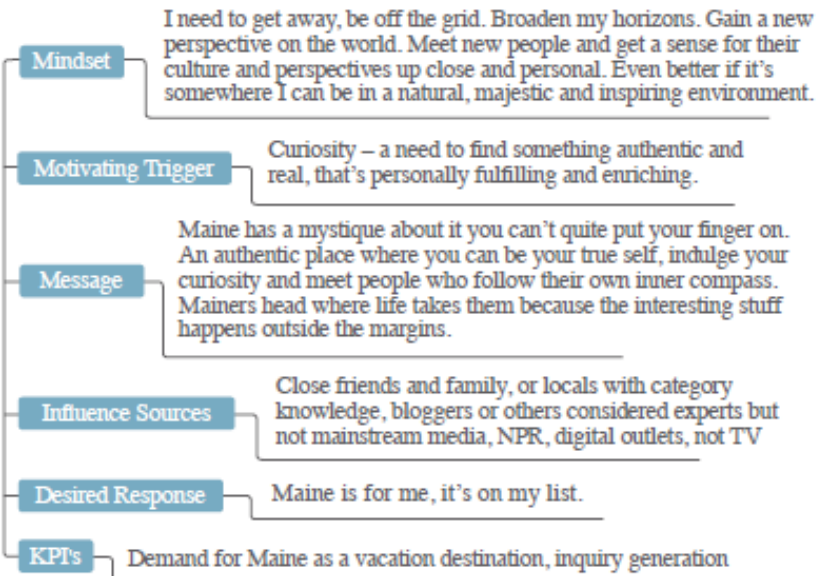




# Excerpt From Message Maps

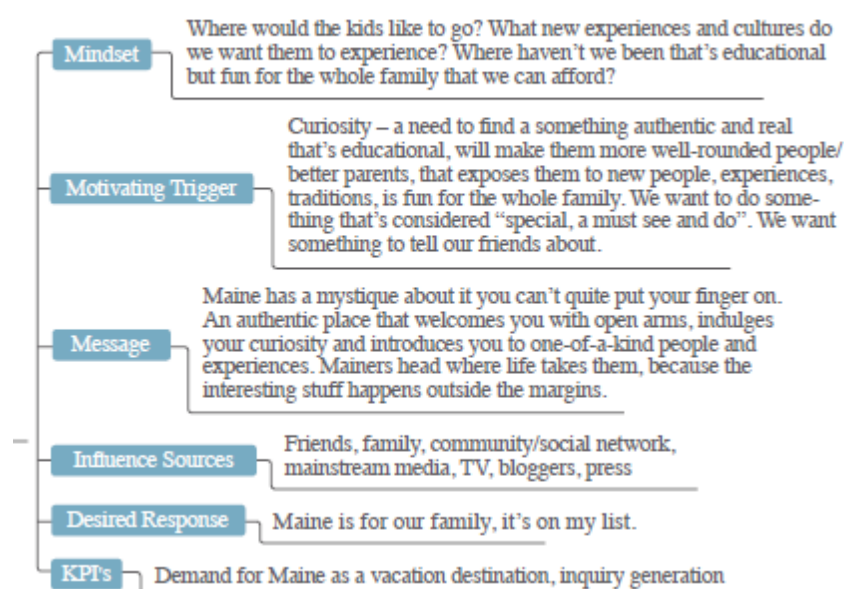
## Genuine Original

### DREAM & DISCOVER



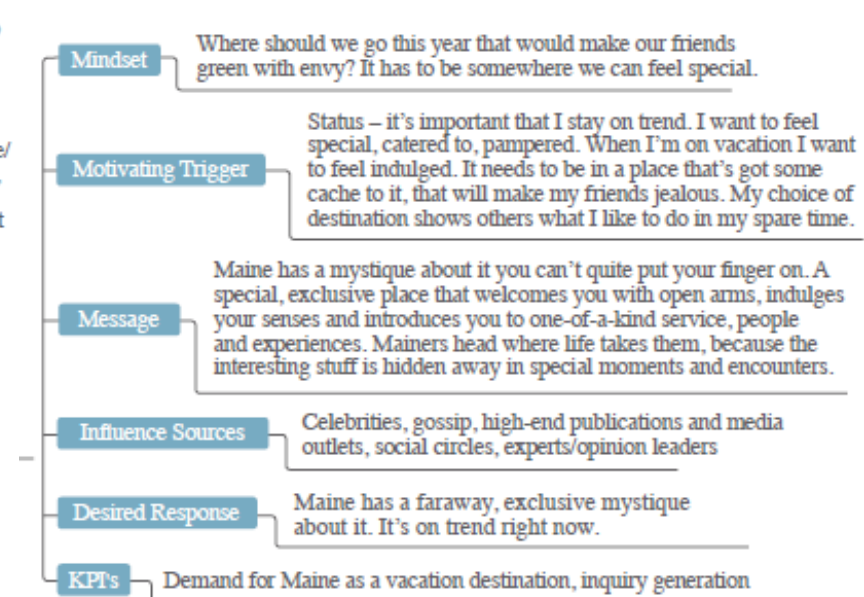
## Balanced Achiever

### DREAM & DISCOVER



## Social Sophisticate

### DREAM & DISCOVER



# 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

## ADAPTING FUTURE RESEARCH

- Adapt the Annual Visitor Study to gauge to what degree these groups travel to Maine in the future



ORIGINAL

**MAINE**

ADVENTURE

