

MAINE OFFICE OF TOURISM **Annual Plan**

2016





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The Maine Office of Tourism (MOT), an office within the Maine Department of Economic & Community Development, is charged with administering a program to support and expand the tourism industry and promote the state as a tourism destination. The office develops and executes effective marketing programs for the benefit of the travel and film industries, and the economy and the citizens of Maine, by protecting and creating jobs through attracting visitors to the state.

In 2015, tourism-related businesses supported 99,000 jobs and generated \$5.6 billion in direct expenditures.

MISSION

Become the premier four-season destination in New England.



MARKETING COMMUNICATIONS GOALS

Execute a year-round, state-wide marketing platform to...



Maintain likelihood to recommend Maine as a vacation destination at **95%**.

Increase visitors staying in paid accommodations by **338,500**.

Improve consumer engagement and increase inquiry generation by **6%**.

Increase total first time visitation (day & overnight) to **5 million**.

Continue to monitor growth of ad awareness of Maine as a vacation destination among our three priority consumer segments.





The MOT's investment in research pays off in spades as the 2015 annual plan delivered more than 33 million visitors to the state of Maine. Armed with the findings from the consumer segmentation study, the 2015 plan was purpose-built to precision-target visitors with the highest potential to visit Maine and spend the most money in the state. As a result, direct spending was up 3.2%.

Ad effectiveness studies show that MOT advertising is effective at setting Maine apart from the competitive set and motivating travel. Respondents in our target consumer segments believe the campaign:

Degree of Agreement



Note: All data points meet or exceed industry standards.



Background

Customizing creative messaging to each consumer segment means we're seeing greater alignment among those segments with the brand platform of originality.

A place where I can be adventurous

85%

A place where I can rediscover my own true nature

77%

A place where I can follow my own inner compass and do my own thing

77%

A place where I can exercise unlimited curiosity

74%

A place where I can be myself

73%

A place where I can feel fulfilled

73%

The Summer Season Visitation study shows that a greater percentage of the three high priority consumer segments stay in paid accommodations compared to the non-priority segments.

- » Balanced Achievers staying in paid accommodations 76%
- » Genuine Originals staying in paid accommodations 71%
- » Social Sophisticates staying in paid accommodations 82%

And, their average number of nights in Maine increased.

- » Balanced Achievers: 3.8 nights [almost a full day longer than non-priority segments]
- » Genuine Originals: 3.4 nights
- » Social Sophisticates: 3.2 nights

The Maine Campanella



Brand Value: Originality

In Maine, originality just seems to flow more naturally. As a way of life. It embodies the people. The handcrafted goods. The uncommon experiences. And one-of-a-kind surroundings.

- **Living life your way**
- **Not letting your job define you**
- **Making the most of what you have**
- **Entrepreneurship**
- **Respecting nature**
- **Being a good steward of the land**
- **Growing your own food**
- **Inviting discovery/shedding routines**
- **Exposing your children to culture**

Brand Platform: The Maine Thing

The Maine Thing brand platform is the embodiment of originality in all its forms. For those that live here, Maine isn't just a state. It's a state of mind. Those that visit can't help but be profoundly moved by what—and who—they've encountered. They're inspired to return home not just with memories and mementos, but also with renewed perspective on life and the value of originality. There was a key insight in the early stages of the campaign that continues to hold true: "At the end of the day, The Maine Thing is you – Original." And that's where the campaign continues to live through personal storytelling and celebrating what it means to be an original.

CORE MARKETING STRATEGIES

1. Maintain a values-based brand platform, so that the brand resonates personally across MOT's highest-value consumer segments.
2. Drive inquiry and engagement with MOT's key vacation planning tools.
3. Repackage and repurpose content so that it's served to the right person, at the right time, in the appropriate channel/format.
4. Concentrate media weight and audience coverage in markets of opportunity to maintain repeat visitation and drive more first time visitation.
 - » **New England** – emphasis on Boston
 - » **Suburban NY** – Long Island, Westchester and Fairfield Counties
 - » **Hartford, CT**
 - » **Philadelphia, PA**
 - » **Baltimore, MD**
 - » **Washington, DC**
 - » **Charlotte, NC**
 - » **Canada** – New Brunswick, Ontario, Quebec, Nova Scotia
5. Extend media for additional coverage in Fall/Winter.



Balanced Achievers

Seek life balance, strive for higher status, are creative and in tune with nature. Drawn to competition and trailblazing experiences, want to be the first person to try new things.

- **71%** are married
- **50%** have children
- Average age **42**
- Average HHI **\$117,495**

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



Genuine Originals

Enjoy exploring, are drawn to adventure and risk, are creative and independent, are very focused on nature, and are self-actualized, broad-minded and curious.

- **69%** are married
- **38%** have children
- Average age **46**
- Average HHI **\$130,627**

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



Target Audience

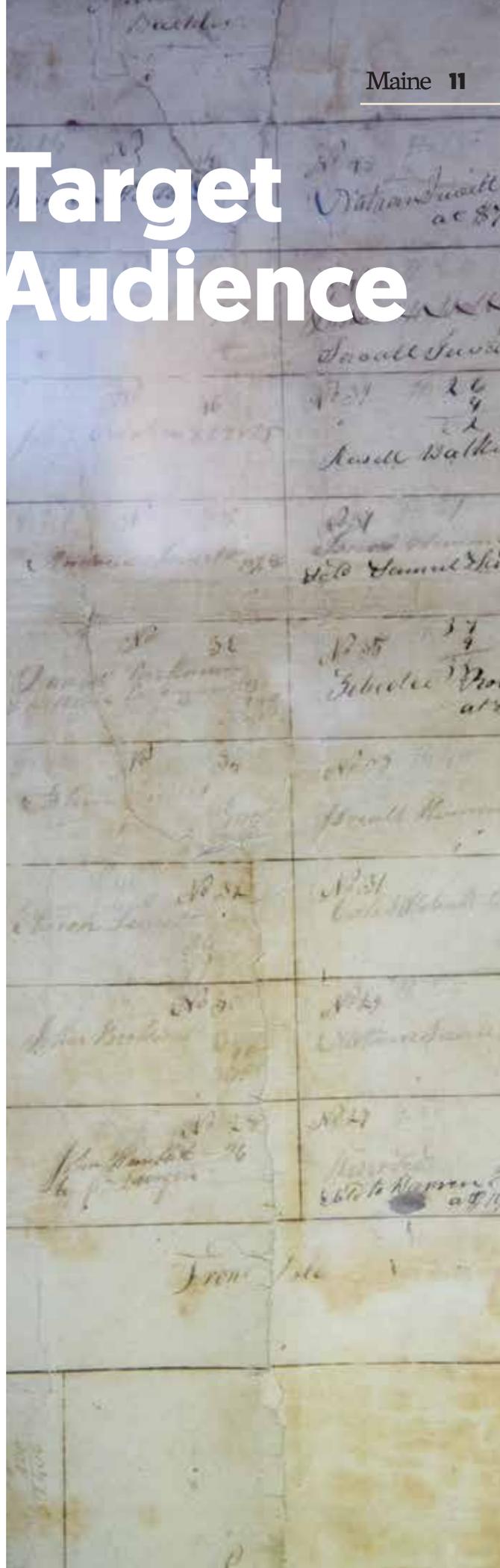
Social Sophisticates

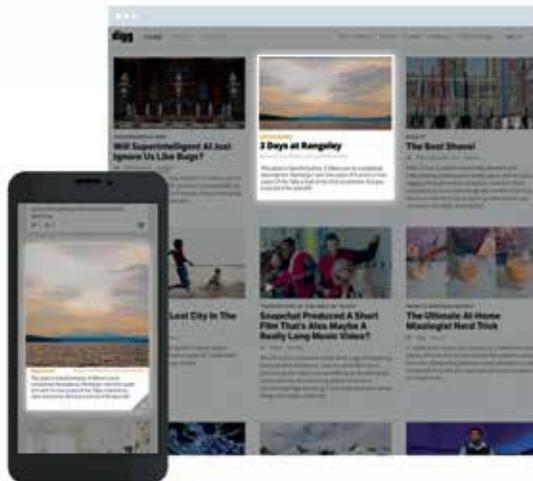
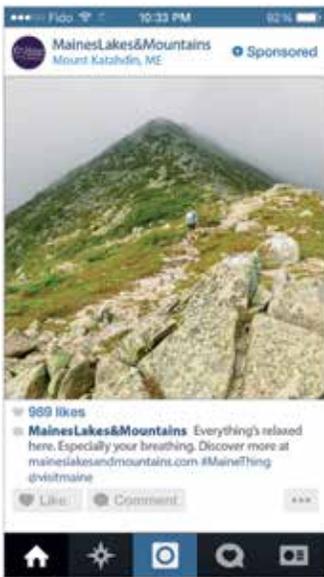
Believe appearances matter and are drawn to status, think about their place in the world, focused on family and community, want to have fun, are self-reliant and choose their own goals

- **70%** are married
- **44%** have children
- Average age **43**
- Average HHI **\$132,724**

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





SOCIAL INFLUENCER PROGRAM

In June 2016 the MOT will host five Instagram photographers who will travel throughout the state documenting their experiences on Instagram. The trip culminates with all five photographers “Meeting Up” in a central location to discuss and document their collective experiences. This program leverages the power of persuasion that high profile influencers can have on sparking interest in travel to Maine.

- Program reaches more than **2.1 million** Instagram users
- Photography captured will be used to build out the regional sections of VisitMaine.com and be featured in digital paid advertising
- An upcoming issue of The Maine Thing Quarterly documents the event
- The program is supported with a combination of public relations, earned social media as well as paid media
- Each of the eight regions can leverage this opportunity through a cooperative marketing program which provides region specific content and assets (including photos), and a digital paid media program which directs visitors to individual region websites and social channels.

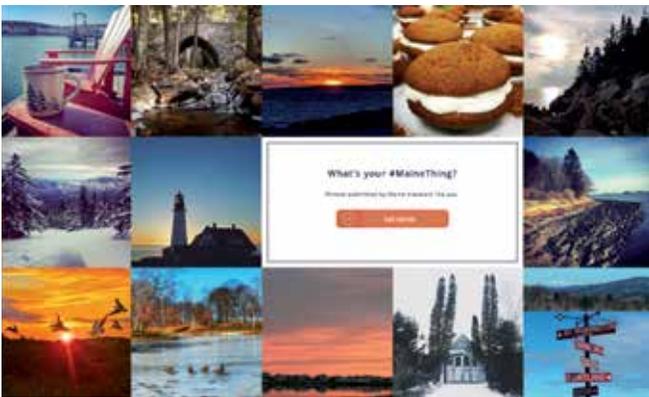
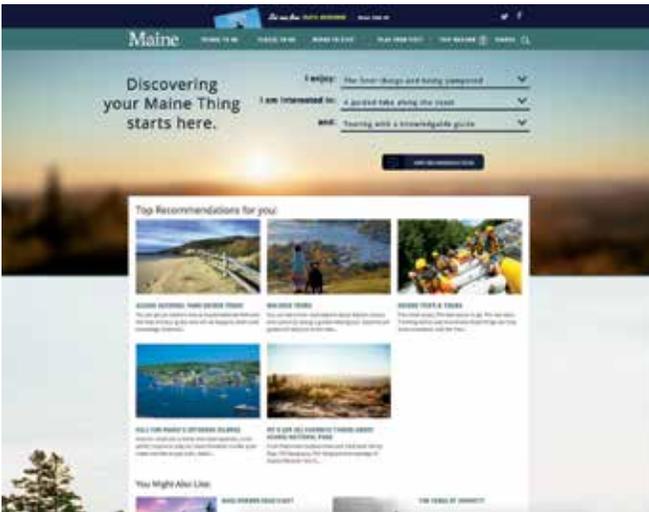
Channel-Specific Strategies & Tactics

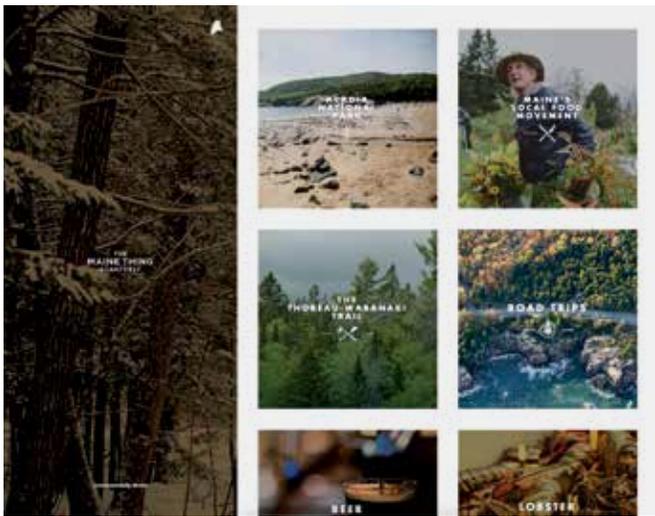
VISITMAINE.COM

VisitMaine.com is a key marketing tool aimed at filling potential visitors' needs as they move through the vacation planning lifecycle.

That means the site is dual-purpose. It must strive to inspire and influence those less familiar with Maine to choose Maine, but it also needs to function as a robust trip planning tool for visitors actively planning.

- Expand the use of social influencer content throughout the site
- Provide additional exposure for the "Customize Your Experience" tool on interior pages of the site
- Fill in content voids particularly tailored to the Social Sophisticate segment
- Use a combination of organic search optimization along with paid search marketing to ensure VisitMaine.com is performing well for consumers actively seeking information about vacationing in Maine
- Offer support to regional organizations participating in the TechShare 2.0 program
- Master editorial calendar integrates and manages content across all marketing channels

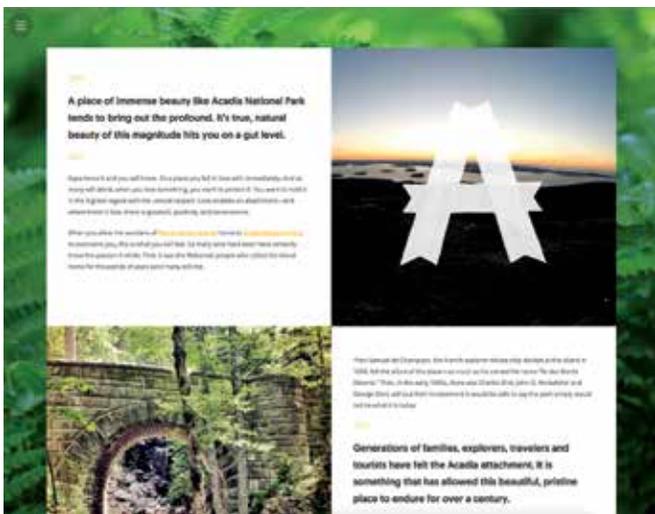




THE MAINE THING QUARTERLY

The Maine Thing Quarterly is a digital magazine, viewable at MaineQuarterly.com, that features a deep-dive into iconic Maine topics for consumers who are looking for compelling and lifestyle oriented editorial. Recognized in both the travel and marketing industry as an innovative marketing tool to reach consumers on an authentic/genuine level, the Quarterly continues to be at the heart of the content strategy for MOT.

- The medium and style in which the Quarterly publishes its stories becomes more varied to include:
 - » Photo essays from the perspective of well-known Instagram photographers
 - » A series of conversations with people who celebrate “originality”
 - » Collaborations with like-minded national brands
- The Quarterly content is served up as smaller, individual content stories on third party websites through native advertising placements and repurposed for use on VisitMaine.com
- Trailer (or teaser) videos are included in pre-roll advertising to promote each issue
- Emails are sent to individual tourism businesses in Maine, with links to a tool kit industry members can use to promote the Quarterly in their own digital channels



Channel-Specific Strategies & Tactics cont.

EMAIL MARKETING

Subscribers to the e-newsletter program not only use the email to spark trip planning ideas, many say it caused them to extend their stay, and they referenced the email while in-destination.

- Deploy 12 monthly issues with editorial tailored to resonate with each of our consumer segments
- Leverage this high-quality editorial content by buying into travel or niche specific third party email programs
- Deploy supplemental emails to launch each of the MOT's digital magazine issues, The Maine Thing Quarterly
- Organically grow the subscriber base by 5%



PAID ADVERTISING

Using MRI [Mediamark Research, Inc.] software, media vehicles are selected based on MOT's primary consumer segments' media consumption habits. The media plan is purpose-built to drive both awareness and lead generation/inquiry among these target segments.

Television

- Expand the geographic footprint in television by using several national cable systems to increase reach while also covering core northeast and mid-Atlantic markets
- Use RFI technology to enable cable subscribers [while viewing the MOT :30 TV spot] to request an official travel planner and opt-in to the e-newsletter program using their remote
- Field a conversion study to understand how leads generated convert to visitation and identify potential new markets

Digital

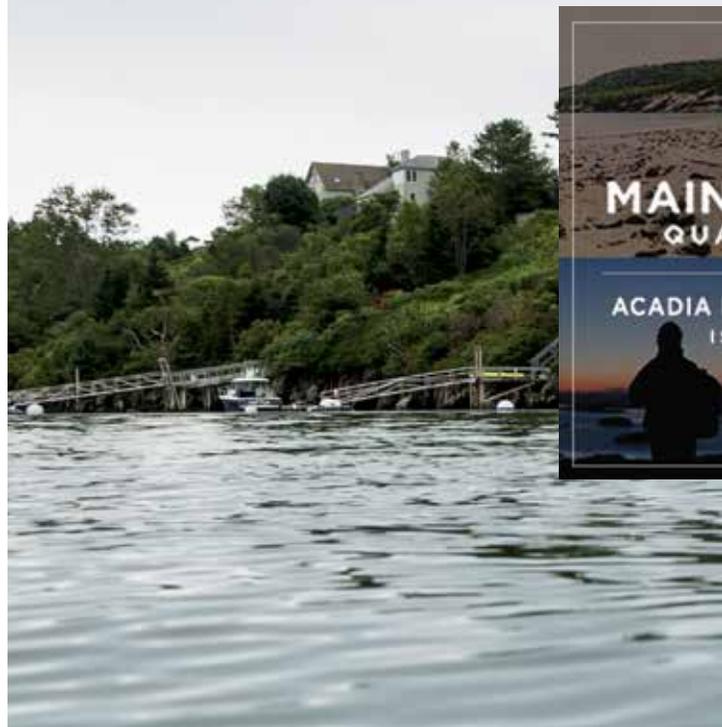
- Using Comscore data to supplement MRI, we'll use a combination of native advertising, content sponsorships, display, social and search
 - » Native placements take on a larger percentage of digital spend and are used to push out destination content across paid channels
 - » Content partnerships with sites such as the Matador Network, DreamPlanGo and Thoughtful Media gain exposure for the destination through social influencers
 - » Paid support increases viewership of Maine branded channel content on YouTube
 - » Local sites and display networks still play a key role in delivering reach
 - » Paid placements on social channels boost and support

Radio

- Continued sponsorship of the Boston Red Sox [NESN] network [one spot per game including playoffs]
- National sponsorship of National Public Radio [NPR], eight week schedule with 110 spots, 57 million impressions

Print

- The print schedule delivers 38 magazines across the US covering editorial niche's such as travel, outdoor, nature, cultural and culinary





PUBLIC RELATIONS/EARNED MEDIA

The public relations landscape has changed dramatically over the past several years. Now, more than ever, an effective PR program must expand beyond traditional outlets and tactics to include and engage digital and social media channels. With the right approach, the online community can be a powerful partner in destination marketing and public relations.

Today, when a story runs in any format, it is just the beginning. It starts a dialogue that can be continued and enhanced by user-generated input, sentiment and/or validation. In essence, it is a collaboration between a product and the public. It is our role to not only suggest and start the stories of Maine, but to keep the dialogue going.

As a vital component of an integrated, research-driven approach to marketing, the MOT's public relations/earned media program communicates Maine's unique point-of-difference to generate a greater understanding and awareness of "The Maine Thing." It extends the reach of Maine's message by penetrating markets beyond the scope of paid advertising and supports the campaign's messages and media mix.

By working with a wide range of media (including print, broadcast and online) and focusing on Maine's "most wanted" media list, we tell the stories that build upon Maine's brand of originality, empowering the media and influencers to become our storytellers. By building a community of storytellers we continue to grow awareness of Maine as a top-of-mind destination and help increase inquiry generation across multiple sources.

Creating a steady stream of coverage and engagement, both in traditional media and social media, with messaging that parallels Maine's assets with the qualities of its people, enables us to enhance the desirability of the Maine experience and build loyalty.

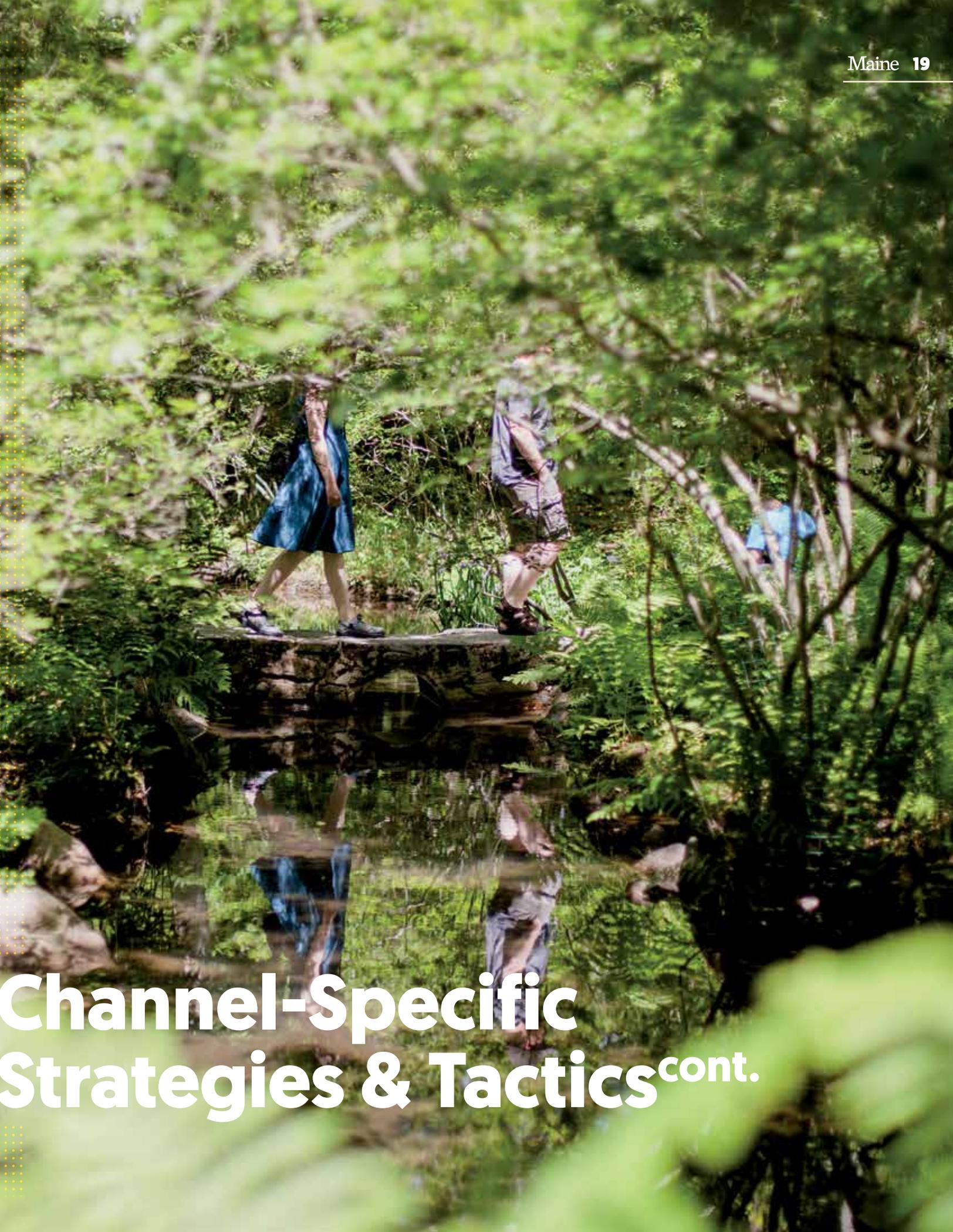
To achieve this, the PR/earned media program for MOT is coordinated by Maine-based Nancy Marshall Communications (NMC) in collaboration with their partner, New York City-based ConranPR. The combination of NMC's in-depth knowledge of Maine and its tourism industry, ConranPR's specialization with travel media and location in NYC, as well as both agencies' lists of media contacts worldwide, ensures a consistent flow of information to a variety of outlets.

The program includes:

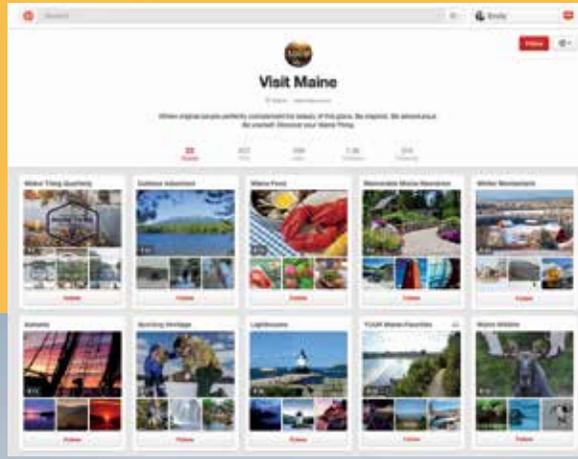
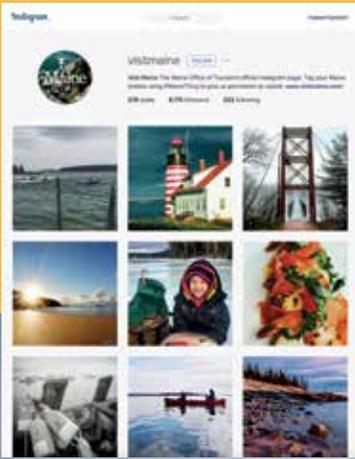
- Proactively pitching story ideas to regional, national and international media outlets in several genres, including travel, food/wine, lifestyle [general and niche] and news
- Monthly communication with the media to provide the latest information on Maine as a travel destination
- Planning familiarization visits to Maine for key media and influencers to generate content that covers the depth and breadth of Maine travel experiences
- Hosting in-market media events that take Maine directly to the media
- Providing support, information and assets to media covering Maine
- Generating engagement with the media and public through social platforms, reaching a broader audience and presenting a wide variety of visually appealing and timely content

Within the state of Maine, public relations includes:

- Providing marketing support to the regional tourism organizations as requested
 - Consistent communication with Maine's tourism industry to raise awareness of the Office of Tourism's work, programs and accomplishments
 - Communicating tourism's impact on Maine's economy and sharing the value of the tourism message
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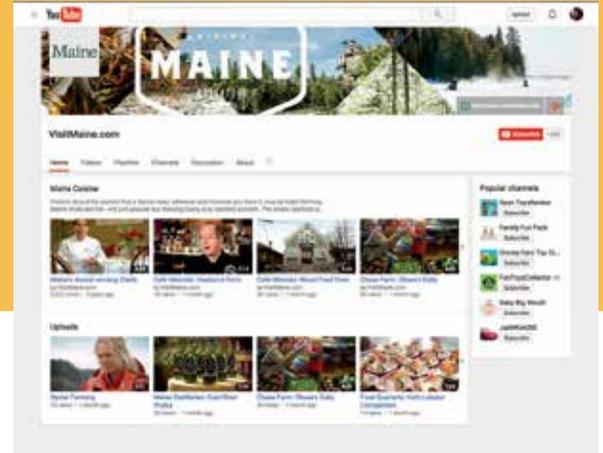
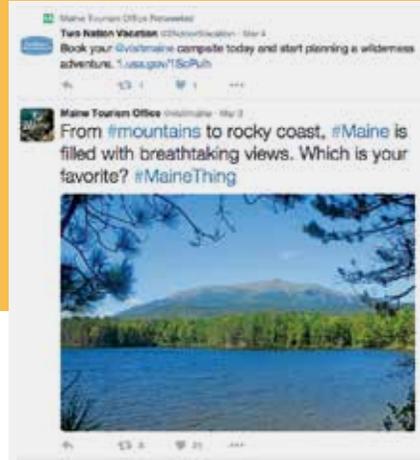


Channel-Specific Strategies & Tactics^{cont.}



Channel-Specific Strategies & Tactics^{cont.}





SOCIAL MEDIA

Social media plays a pivotal and cost-effective role in the process of acquiring first-time visitors and bringing repeat visitors to Maine. While communication channels such as PR and paid advertising efforts focus more on branding, awareness and outreach, social media focuses more on ongoing engagement, education, value and building desire.

While other marketing efforts introduce Maine to prospects, social media allows us to train these prospects over time and prepare them to come to Maine to spend more time and money. Social media extends our interactions with prospects past the initial impression from ads and PR indefinitely, significantly increasing the likelihood they will respond to any call-to-action they receive to visit Maine.

Paired with the appropriate mix of traditional PR and advertising, social media allows Maine to engage with audiences on a number of platforms for an extended period of time.

With the popularity of social platforms in our ever-changing digital world, the lines between earned and paid media are often blurred. It is crucial to consider opportunities to collaborate with digital influencers who can provide cross-channel coverage to a broad and diverse audience.

MOT is active on the following social channels:

Facebook, Twitter, Instagram, YouTube, Pinterest and Snapchat, using tactics that include:

- Motivating our target audience to actively follow Maine on social platforms by posing questions to them, sharing their posts/images/video and responding directly to their comments
- Providing compelling content on social channels that drives traffic to VisitMaine.com
- Keeping stories alive by sharing published articles through social channels
- Hosting periodic Twitter chats inviting Maine followers and Maine's tourism industry to participate
- Holding sweepstakes and contests to entice travel to Maine
- Seeking opportunities to collaborate with influencers who can provide additional exposure for Maine



INTERNATIONAL & DOMESTIC

Overseas

As one of the six state partners of Discover New England [DNE], and current chair of the organization, Maine is an active participant in all DNE overseas initiatives from sales missions and media/travel trade familiarization trips, to joint marketing partnerships and consumer travel shows. Through DNE we are able to reach a global market and attract international visitors. As a member we work directly with travel trade professionals to promote Maine destinations, experiences and businesses for group and FIT travel. Maine benefits directly from DNE activities in-market and stateside with increases in overseas visitation and spend annually. We will continue to stay engaged at all levels.

Target markets, in partnership with DNE and other New England states, include: UK, Germany, Japan, France, Italy, Scandinavia and most recently Australia and New Zealand. Italy will be a more coordinated approach moving forward, streamlining four states' independent efforts in that country. Continuing to build on the strong interest in Denmark and Sweden last year after a successful sales mission, VisitUSA Denmark event and two consumer shows, Maine will be working with Massachusetts more cohesively in the Scandinavian market. In each of these countries for 2016, we will continue our marketing efforts specific to outreach and strengthening relationships with travel trade through one-on-one sales calls as well as with media through complementary PR/Media Relations efforts.

Through introductions to key contacts in Iceland made by the Maine Atlantic North Development Office at the Maine International Trade Center, the Office of Tourism will continue to develop relationships with travel trade and media in Iceland looking to develop product that focuses on the outdoors, food and culture.

Additionally, building on the success of the Governor's Trade Mission to Japan and China, organized by the Maine International Trade Center, as well as the secondary and post-secondary educational institutions' Chinese student attraction efforts, the Office of Tourism will continue to build relationships with key tour operators that provide

services to Chinese visitors. MOT recently developed Chinese and Japanese in-language web pages with video, hosted on the Brand USA DiscoverAmerica.com websites.

At the national level, and through DNE, Maine will continue to expand its relationship with Brand USA exploring a mix of paid and earned media opportunities in targeted overseas markets, particularly within the Brand USA pillars that best represent Maine experiences: The Great Outdoors and Culinary. Working with Brand USA to develop more in-language content including videos and microsites, expanding our content on their site, DiscoverAmerica.com, as well as hosting Mega-fams, allows us to leverage the consumer-facing matching funds marketing opportunities Brand USA provides in our core overseas markets.

Top International Travel Trade Events in the US attended by Maine:

- Discover New England Summit, April 2016, Newport, RI
- US Travel Association's IPW, June 2016, New Orleans, LA
- National Tour Association Travel Exchange, February 2016, Atlanta, GA

Key attributes of overseas visitors that speak to two of the four pillars in our 5 Year Strategic Plan, Developing the Tourism Pipeline and Grow Off-Season Visitation, are:

- Overseas visitors spend more and stay longer
- Overseas visitors stay in paid accommodations
- Overseas visitors less likely to cancel due to changes in weather
- Overseas visitors fill in midweek and off-season gaps

Canada

Working with the New England Tourism Center based in Montreal, Maine will continue to participate in a number of targeted travel trade and consumer events including a Visit New England road show that connects with travel agents across Eastern Canada; travel promotion days at various corporation headquarters around Montreal; Discover America Day in Toronto, Ontario; and CAA Seminars across the Provinces of Quebec and Ontario. Maine will exhibit at a series of targeted consumer travel shows throughout Eastern Canada which



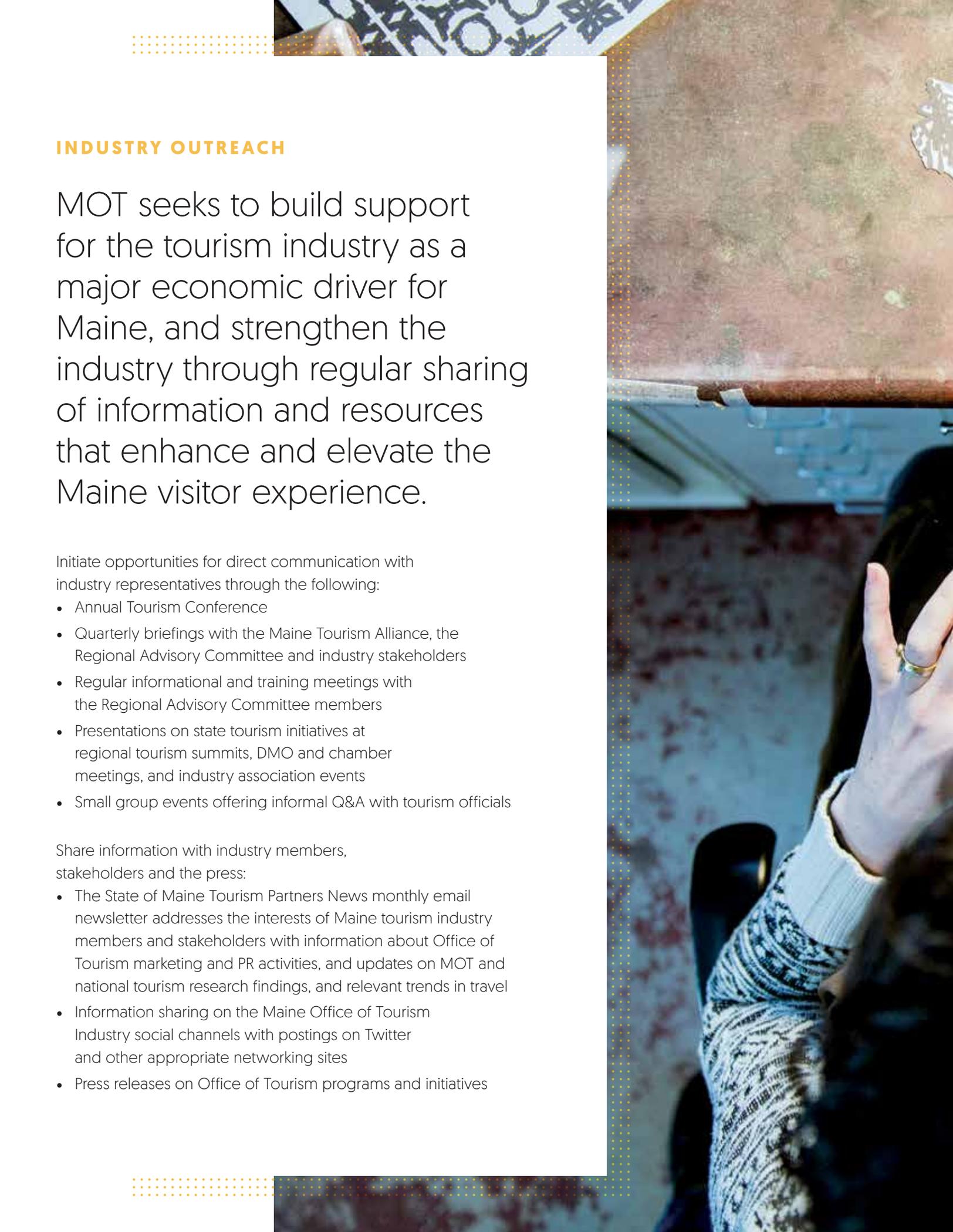
includes Outdoor Adventure shows in Toronto, Ottawa and Montreal. Targeting the group and motor coach market, Maine continues to fill appointments at the Ontario Motor Coach Association annual marketplace which takes place in October. This B2B event will be a key part of attracting motor coach operators from Canada.

Domestic

Exhibit at high-traffic consumer shows in core and emerging markets in the Eastern US that align with our segments and target markets geographically. Provide partnership opportunities at these shows to regional partners. Boston, NY, Philadelphia and Washington, DC. Continue to have a strong presence at the Eastern States Exposition in partnership with the Maine Tourism Association, providing statewide information from state agencies including Departments of Agriculture, Conservation and Forestry, Inland Fisheries & Wildlife, Transportation, Arts Commission and the 8 tourism regions, to the over 1.2 million visitors to the Big E annually. For group and motor coach, the American Bus Association Marketplace with one-on-one pre-scheduled meetings with group travel decision makers, operators and buyers from across the country, is an event at which the Office of Tourism will continue to partner with the Maine Motorcoach Network to exhibit and participate. A full schedule of appointments followed by regular communication continues to showcase Maine as a group-friendly destination. Additionally, for 2016, the Maine Motorcoach Network, in partnership with MOT, has arranged a sales mission to NYC in May to meet with product managers at their offices; and will host an operator familiarization trip in August, showcasing numerous group-friendly destinations, attractions and businesses across the state.

Travel Trade, Consumer Group & FIT – Leisure Sales





INDUSTRY OUTREACH

MOT seeks to build support for the tourism industry as a major economic driver for Maine, and strengthen the industry through regular sharing of information and resources that enhance and elevate the Maine visitor experience.

Initiate opportunities for direct communication with industry representatives through the following:

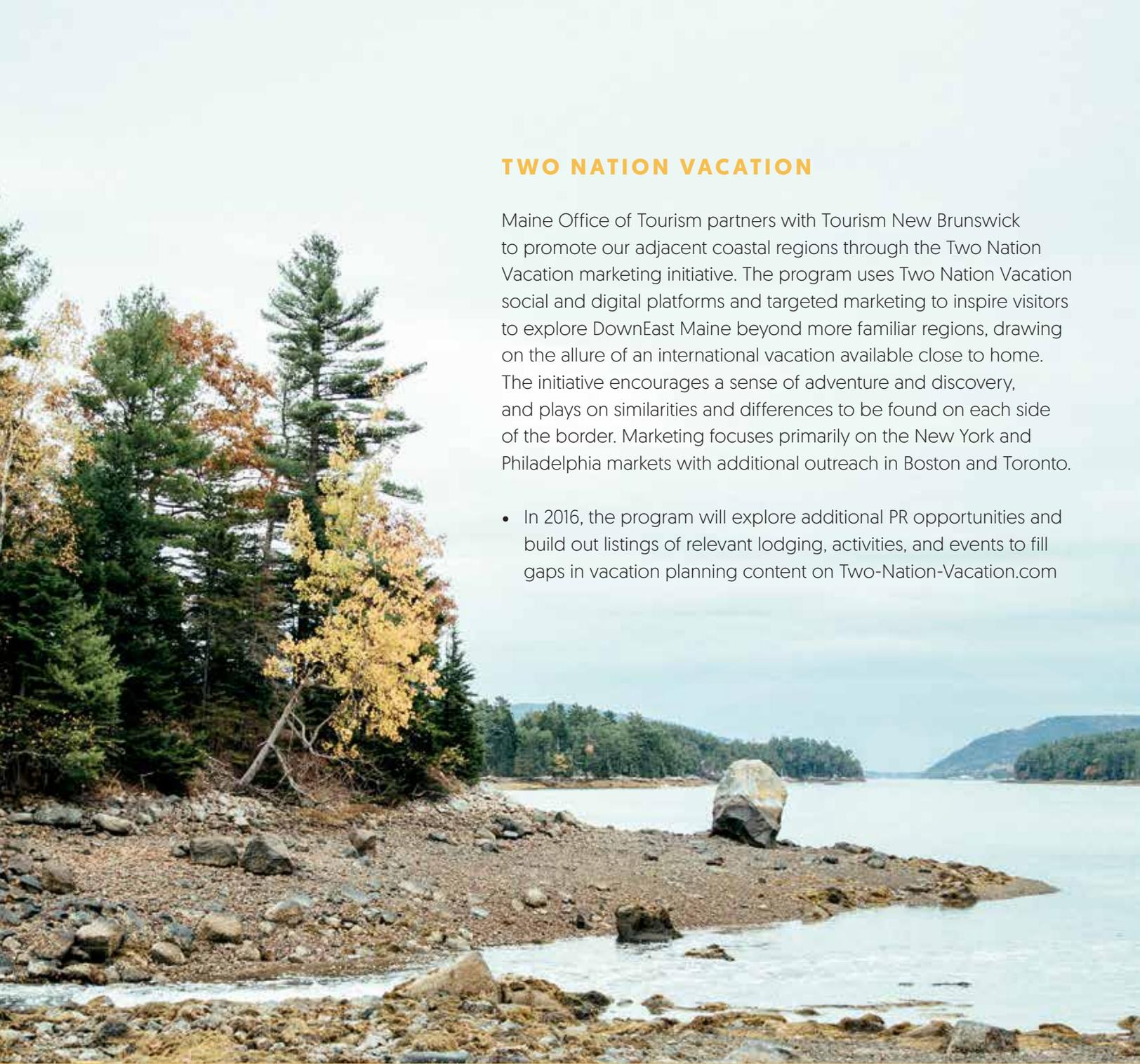
- Annual Tourism Conference
- Quarterly briefings with the Maine Tourism Alliance, the Regional Advisory Committee and industry stakeholders
- Regular informational and training meetings with the Regional Advisory Committee members
- Presentations on state tourism initiatives at regional tourism summits, DMO and chamber meetings, and industry association events
- Small group events offering informal Q&A with tourism officials

Share information with industry members, stakeholders and the press:

- The State of Maine Tourism Partners News monthly email newsletter addresses the interests of Maine tourism industry members and stakeholders with information about Office of Tourism marketing and PR activities, and updates on MOT and national tourism research findings, and relevant trends in travel
 - Information sharing on the Maine Office of Tourism Industry social channels with postings on Twitter and other appropriate networking sites
 - Press releases on Office of Tourism programs and initiatives
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Industry Outreach





TWO NATION VACATION

Maine Office of Tourism partners with Tourism New Brunswick to promote our adjacent coastal regions through the Two Nation Vacation marketing initiative. The program uses Two Nation Vacation social and digital platforms and targeted marketing to inspire visitors to explore DownEast Maine beyond more familiar regions, drawing on the allure of an international vacation available close to home. The initiative encourages a sense of adventure and discovery, and plays on similarities and differences to be found on each side of the border. Marketing focuses primarily on the New York and Philadelphia markets with additional outreach in Boston and Toronto.

- In 2016, the program will explore additional PR opportunities and build out listings of relevant lodging, activities, and events to fill gaps in vacation planning content on Two-Nation-Vacation.com



Strategic Partnerships

DÉCOUVERTE



RESEARCH AND ANALYTICS

Value of Tourism Study

In the Maine Office of Tourism's 5 Year Strategic Plan, one of the four strategic pillars is to "Make Tourism a Shared Imperative." To do so, the plan outlines some action steps for the MOT:

- Assist Mainers, business leaders and elected officials to see tourism as a vital strategy for economic development and as a key component of Maine's quality of life
- Conduct annual Maine resident attitude/opinions survey regarding the value of tourism and distribute results

As such, on behalf of the MOT, BVK conducts a resident survey about the value of tourism that in turn can be used to underpin the value of tourism story for Maine and how it enhances Maine's quality of life.

This study is designed to:

- Establish a benchmark for resident attitudes toward tourism in Maine
- Understand the industry favorability of tourism in Maine
- Identify the positive and negative impacts of the tourism industry on Maine residents
- Gauge awareness and role of the MOT by Maine residents

Canadian Research

In recent discussions, a clear need was identified for a Canada-focused deep dive research investigation. Specifically, we collectively need to ascertain underlying issues and identify any untapped opportunities in Eastern Canada, given the continued decline in visitation, the Canadian dollar exchange rate, and the historical contribution of Canada to the MOT's visitation. (In 2015, Canadian visitors accounted for \$856 million in direct expenditures in Maine, and were responsible for one-fifth of all tourism-related retail spending.)

The outcome of this research needs to provide critical insights related to key issues that would guide future Canadian marcom efforts. This is a qualitative and quantitative study to ascertain underlying issues and identify any untapped opportunities in Eastern Canada.

The study will be designed to:

- Understand what motivates Eastern Canadians to visit Maine on a leisure basis—what drives/underpins/triggers visitation in relation to how they fill their time when actually in Maine
- Identify what category of trip they consider Maine to be—weekend getaway, their primary summer vacation, ski vacation, shopping destination, etc.
- Given the segmentation findings, what additional dimensions, expressions or aspects of originality most appeals to them?
- Aside from the exchange rate, how do other economic conditions factor into vacation decisions?

Tourism ROI

Calculate the return on investment of Maine's tourism marketing efforts in the U.S. and Canada including estimates of:

- Return on investment generated by each dollar spent on the campaign
- Incremental visitation generated by the campaign
- Incremental spending and tax revenue attributable to the campaign

FFI B O T T O M

Develop and expand content for the newly launched mobile-friendly Maine Film Office website with vital information about the extensive assets available to filmmakers and the benefits of filming in Maine.

Raise awareness within the global film community about the diverse geography, architecture and climate throughout the state's different coastal and inland regions that are uniquely Maine (or can easily suggest other Maine locations) and about the many areas of Maine that have not been captured on film yet—areas that audiences worldwide are anxious to see.

Pursue a wide variety of productions and cultivate relationships with key industry stakeholders that make filming location decisions.

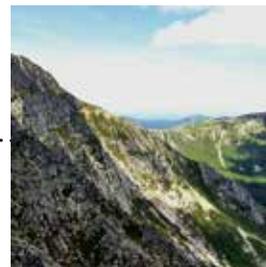
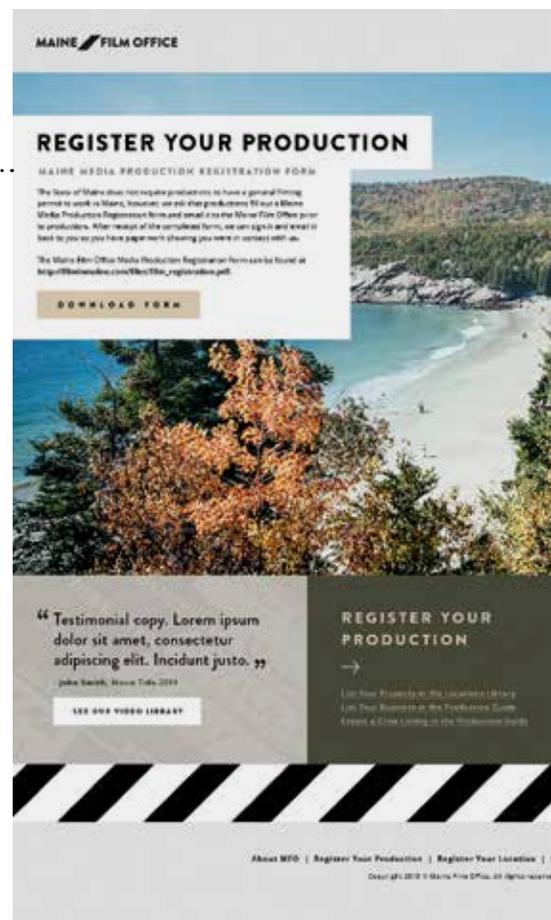
Create a buzz about filming in Maine with domestic and international media contacts to build an increased awareness about productions filming in Maine, the depth and extensive experience of the crew base, the film friendly residents and communities, and the benefits of filming in Maine.

Partner with the Association of Film Commissioners International, the world's leading professional organization for film commissioners, to develop and participate in a diverse and expanded range of domestic and international marketing opportunities at key industry events.

Develop cooperative opportunities with the Maine Film & Video Association, the Maine Arts Commission, local film festivals and other industry partners to promote films made in Maine and the filmmakers who choose Maine as a filming location.

Partner with key community leaders and organizations throughout Maine to create opportunities for them to promote their businesses and jurisdictions to filmmakers.

Identify and foster strategic partnerships within the local film community to promote the growth of Maine's film industry and to provide networking and development opportunities for Maine filmmakers.



REGISTER YOUR PRODUCTION

FILMING IN MAINE

- Register Your Production
- Permits & Procedures
- Local Film Friendly Businesses
- Doing Business in Maine
- Getting Here & Getting Around
- Weather, Seasons, Sunrise & Sunset Timing Screen
- Video Gallery

CONTACT US

PHONE 207-624-9020
EMAIL filming@maine.gov

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Maine Office of Tourism Media Schedule

BROADCAST & DIGITAL

	JANUARY					FEBRUARY				MARCH				APRIL				MAY					
	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16		
<p>Broadcast</p> <p>TV :30s 35,000-45,000 Estimated RFIs</p> <p>Providers National Comcast, Cablevision, AT&T, Direct TV</p> <p>Markets National, Baltimore, Hartford, CT, Suburban NY, Philadelphia, Washington D.C., Charlotte</p> <p>RADIO</p> <p>Boston Red Sox (1) :30 & (1) Feature/Game</p> <p>NPR :15</p> <p>Digital</p> <p>DISPLAY</p> <p>Vendors Boston Globe, Yankee, National Geographic, Trip Advisor, Matador Network, Atlas Obscura</p> <p>Markets East of Mississippi, New England, Local Markets 8,960,000 Estimated Impressions</p> <p>NATIVE</p> <p>Vendors Nativo, Tasting Table, DreamPlanGo, TripleLift</p> <p>Markets East of Mississippi, New England, Eastern Canada 11,245,700 Estimated Impressions</p> <p>VIDEO</p> <p>Vendors Unruly Media, YouTube/Thoughtful Media</p> <p>Markets East of Mississippi, New England 560,000 Estimated Views</p>																							

Maine Office of Tourism Media Schedule

DIGITAL^{CONT.} & MAGAZINES

	JANUARY					FEBRUARY				MARCH				APRIL				MAY			
	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16
<p>Lead Gen Lead Pulse Media East of Mississippi</p> <p>25,000 Estimated Leads</p> <p>Social Facebook, Instagram East of Mississippi</p> <p>Paid Search East of Mississippi</p> <p>Magazines</p> <p>LOCAL MARKETS <i>Hartford, CT, Suburban NY, Baltimore, Charlotte, Washington D.C., Philadelphia</i></p> <p>MNI Entertainment Network <i>People, Entertainment Weekly</i></p> <p>MNI Healthy Living Network <i>Cooking Light, Health, Food Network</i></p> <p>Media Max Network <i>Bon Appetit, Conde Nast Traveler, New Yorker, Vanity Fair</i></p> <p>Town Vibe Media <i>Bedford Magazine, Litchfield Magazine, Fairfield Magazine, Ridgefield Magazine</i></p> <p>Washingtonian</p> <p>Washington Post Sunday Magazine</p> <p>REGIONAL MARKETS <i>New England, Mid Atlantic</i></p> <p>Yankee</p> <p>Boston Globe Sunday Magazine</p> <p>Family Circle</p> <p>Parents Magazine</p>																					



MOT RESOURCES AVAILABLE TO PARTNERS

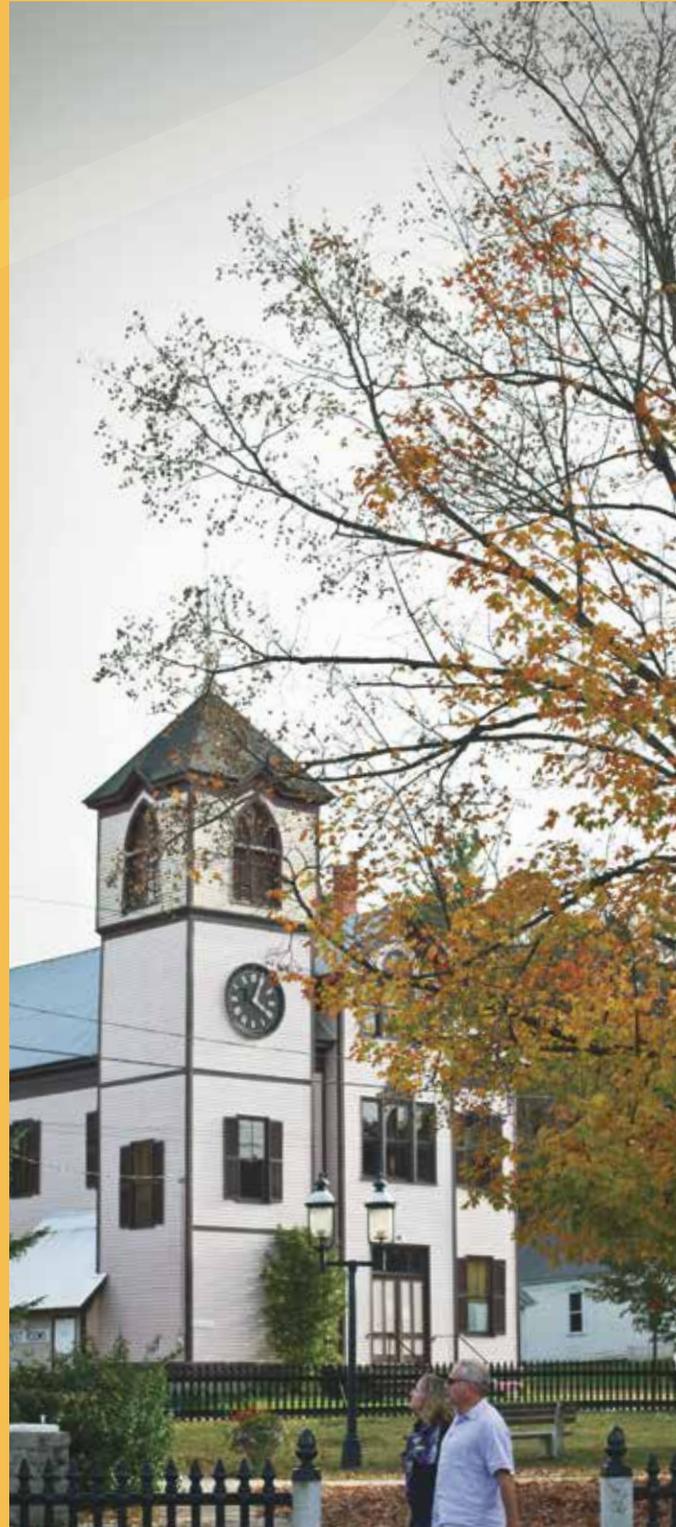
Use VisitMaine.com/tourism as a key information resource—there you'll find information relevant to the travel industry in Maine as well as a link to "Partner Login" for listings.

- » Annual Report
 - » Marketing Plan
 - » 5 Year Strategic Plan
 - » Research
 - » Staff Directory
 - » Governor's Conference
 - » Maine Tourism Marketing Partnership Program
 - » PR Partners
 - » Industry E-news Archive
 - » Film Office
 - » Listings/Partner Login
1. Take advantage of business, organization and event listing enhancements on VisitMaine.com. It offers tourism-related businesses, organizations and events enhanced features such as inclusion of photography, video and logos.
 - » You can update your listing in the content management system at this link: maine.bvk.geoconsensus.com/login/. Or click on the Partner Login link in the footer at VisitMaine.com. To access a help desk, please e-mail help@visitmaine.com.
 - If you are a new tourism-related business, organization or event and would like to be added to the site, you can begin the registration process at the above link, and a member of the MOT staff will be in touch with you.
 - » An additional feature is the ability to enter packages, specials and deals into the "Deals" section of the site. Use this feature to upload specials that you are offering at your business.
 - MOT reviews the VisitMaine.com database for events to highlight in our monthly consumer e-newsletter and social channels
 - The media/press also searches for events on VisitMaine.com
 - We encourage events to be sure they are listed in a timely manner
 2. Make sure you are in our industry database—stay abreast of MOT news and updates by making sure we have your contact information in the outbound e-mail distribution list.
 - » **Contact Greg.Gadberry@maine.gov** or call **207-624-7483**.
 - » If your business is listed on VisitMaine.com, then the e-mail address you provided in the contact section when you created the listing (in the content management system) is automatically included in the industry e-mail database. Please note the system allows for multiple contacts. If you do not have a contact loaded, you will not receive e-mails.
 3. MOT wants YOUR news—send us your news! We can help spread the word about renovations, new projects, packages and special events. Please send all announcements to **Jennifer.Geiger@maine.gov**.
 4. Participate in domestic and international media and travel trade FAM trips—if interested, contact **Jennifer.Geiger@maine.gov**.
 5. Request consumer leads—industry partners can request consumer leads (in the form of physical addresses) from VisitMaine.com sorted by interest, region and date range. Please contact Steve Lyons at **Steve.Lyons@maine.gov** or call **207-624-9815**.



ORIGINAL

DÉCOUVERTE



SO ORIGINAL

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