Following The Strategic Plan

Market Segmentation Study

Balanced Achievers  Genuine Originals  Social Sophisticates
Following the Strategic Plan

- Conversion Study
- Geography Analysis
- Website Usability Study
- Ad Effectiveness Study
- Annual Visitor Survey
Producing Results

• 33,853,851 total visitors
• $5,645,524,402 in direct tourism expenditures
  • 12,785,939 staying in paid accommodations +8%
  • 4,460,676 first time visitors +8%
  • 39% of summer visitors are from the mid-Atlantic +8%

Sources: 2015 Annual Visitor Survey, 2015 Summer Topline, DPA
Producing Results

• Increasing first time visitation has a significant impact on revenue generation
• They spend nearly $300 more per trip than repeat visitors

Source: 2015 Annual Visitor Survey, DPA
Higher Percentage of Priority Segments Stay in Paid Accommodations

• Balanced Achievers: 75%
• Genuine Originals: 71%
• Social Sophisticates: 82%

Source: Summer 2015 Seasonal Topline Segmentation Analysis, DPA
And They Stay Longer

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

Source: Summer 2015 Seasonal Topline Segmentation Analysis, DPA
Advertising is Effective

- Is credible/believable: 67%
- Features things that are important to me: 54%
- Is relevant to me personally: 48%
- Tells me something new about Maine: 46%
- Is unique/different from other destinations: 48%
- Makes me want to visit Maine: 56%
  - Up to 70% for Balanced Achievers
- Caused me to seek more information: 61%
- Convinced me to consider taking a trip to Maine: 35%
- Confirmed my decision to visit: 34%

Note: All data points meet or exceed industry standards.
Customized Messaging Resonates

• 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%
2016 Plan Highlights
Earned Media - PR

- PR communicates Maine’s point-of-difference to generate a greater understanding and awareness of “The Maine Thing”
- Proactively pitch story ideas
- Monthly communication provides the latest information
- Plan familiarization visits for key media and influencers
- Generate engagement with the media and public through social platforms
Earned Media - Social

• MOT is active on Facebook, Twitter, Instagram, YouTube, Pinterest and Snapchat

• Uses tactics including:
  • Motivating our target audience to actively follow Maine on social platforms
  • Providing compelling content on social channels that drives traffic to visitmaine.com
  • Keeping stories alive by sharing published articles
  • Hosting periodic Twitter chats
  • Holding sweepstakes and contests to entice travel
  • Seeking opportunities to collaborate with influencers
2016 Goals

• Execute a year-round state-wide marketing platform to...
  • Increase visitors staying in paid accommodations by \textbf{338,500}
  • Increase total first time visitation (day and overnight) to \textbf{5 million}
  • Maintain likelihood to recommend Maine as a vacation destination at \textbf{95%}
  • Continue to \textbf{monitor growth} of ad awareness of Maine as a vacation destination among our three priority consumer segments
  • Improve consumer engagement and increase inquiry generation by \textbf{6%}
MAINE OFFICE OF TOURISM Annual Plan 2016
Why We Do What We Do

Tourism trips and advocacy are personal for Maine residents

• 95% of residents have taken a vacation in Maine more than 50 miles away from their home
  • 71% have done so in the past year

• 87% of Maine residents have encouraged someone to visit Maine, hosted out-of-state visitors or recommended Maine as a vacation destination to others
Why We Do What We Do

- 70% agree that tourism has a vital economic role in Maine
- 50% say tourism is an industry whose success I care about
- 61% agree that tourism creates shopping, restaurant, retail and entertainment opportunities for residents
- 63% agree that tourism spending by visitors trickles down to local businesses
- In the Future, 85% of residents would like to see the same or even more tourism in their own community
Collaboration Breeds Success