



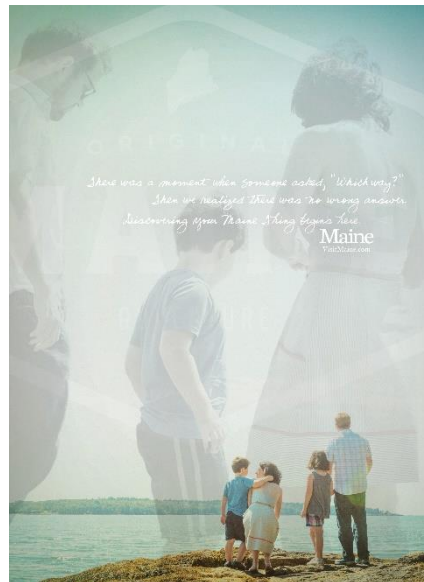
Maine

Maine Office of Tourism
Industry Report

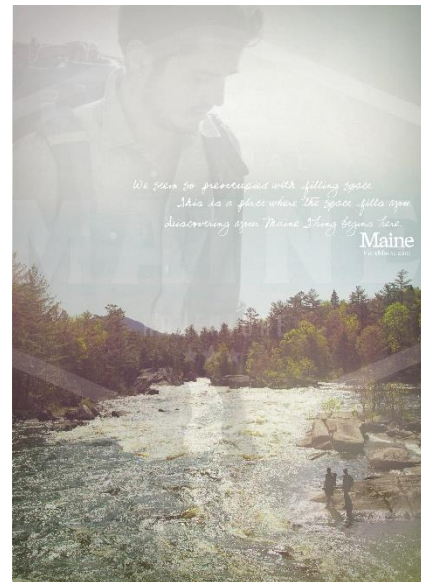
Following The Strategic Plan

Market Segmentation Study

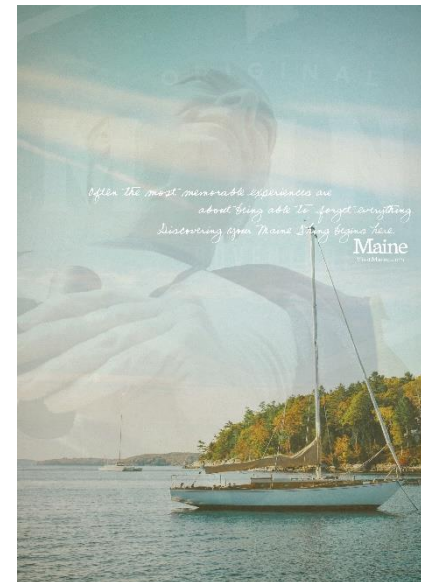
Balanced Achievers



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 **338,500**
 - Increase total first time visitation (day and overnight) to **5 million**
 - Maintain likelihood to recommend Maine as a vacation destination at **95%**
 - Continue to **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 **6%**





ORIGINAL
MAINE
PUNYANTHREE

MAINE OFFICE OF TOURISM **Annual Plan**
2016



Tourism Matters

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

MAINE

ADVENTURE

