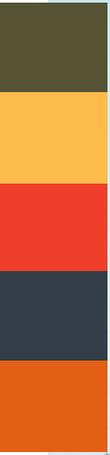


# ME



ANNUAL REPORT

'16



VISITMAINE.COM



## CONTENTS

WHO WE ARE, MISSION, KEY FACTS 1  
PAID ADVERTISING 3  
OWNED CHANNELS 10

SALES 16  
CULTURAL EFFORTS 20  
MAINE MOTORCOACH NETWORK 21

INDUSTRY SUPPORT 22  
RESEARCH 23  
MAINE FILM OFFICE 24

## WHO WE ARE

The Maine Office of Tourism, 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, as well as the economy and the citizens of Maine by attracting visitors to the state and thereby preserving and creating jobs.

## KEY FACTS

+ **Overall visitation grew to 35.8 million, up 6%\***

\*This estimate includes all tourism-related overnight travel and non-resident tourism-related day travel.

+ **Total first-time visitation grew to 5,166,210, up 15%**

More than **14%** of Maine's visitors were first-time visitors

+ **Combined restaurant and lodging taxable sales grew to \$3.38 billion\***

\*Data reflective of January 2016-November 2016



## OUR MISSION

# BECOME THE PREMIER FOUR-SEASON DESTINATION IN NEW ENGLAND.

The year 2016 progressively built upon the five-year strategic plan, set forth in 2014, through highly targeted marketing efforts to reach Maine's most lucrative consumer segments. Marketing messages were tailored to three key segments—Balanced Achievers, Genuine Originals, Social Sophisticates—to better resonate with and influence potential visitors to convert. ■



2016 YEAR IN REVIEW

In 2016, tourists spent just under \$6 billion in Maine, supporting nearly 106,000 jobs.



PAID ADVERTISING

TV PERFORMANCE

In line with 2015, segmented TV creative tailored to our priority targets – Balanced Achievers and Genuine Originals – aired in key markets with populations that indexed high against their respective segment. The Maine branded channel component of the RFI TV buy featured content and creative focused more narrowly on The Maine Thing Quarterly issues, versus general categories the year prior. Overall, engagement metrics increased from 2015 to 2016, much of which can be attributed to the shift in featured content. The seven week flight generated 38,306 Travel Planner requests over the summer season.

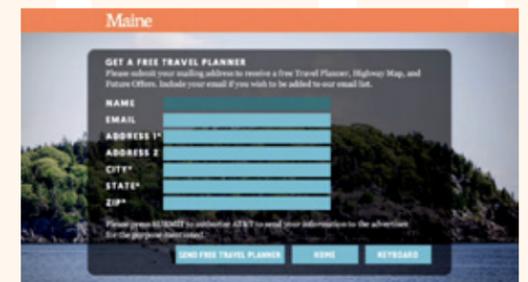
2016 RFI TV METRICS

262,357 Total Video Views | 1,709,764 Total Page Views

695,021

TOTAL INTERACTIVE VISITS

5:02 Average Engagement Time



## RADIO CONTINUES IN THE PUBLIC DOMAIN

"Sponsored by" tags aired on NPR programming for a second year, capitalizing on the high index of public radio amongst our key consumer segments.

## DIGITAL GOES FURTHER

In 2016 the digital campaign continued to build awareness and preference for travel to Maine. Based on the visitation data from 2015, a main objective was put on targeting Balanced Achievers and Genuine Originals in 2016. New travel niche partners were introduced to expand digital footprint with Native opportunities in Canada. A shift from high impact units to video was a key strategy in which we saw great success from new video partners that exceeded industry benchmarks.

## PAID SOCIAL GARNERS HIGH ENGAGEMENT

Paid social was a new tactic introduced in 2016. Promoted content across Facebook and Instagram served to generate engagement among prospective visitors and drive traffic to both VisitMaine.com and MaineQuarterly.com.

**968,325** total people reached  
**11,300,000** total impressions  
**121,269** clicks to website

**873** post comments  
**1,145** post shares  
**68,640** post reactions\*



\* The reactions button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry.

## ROUNDING OUT THE MEDIA MIX

### [ RED SOX RADIO ]

**165** spots across **55** stations in **165** games  
**165** announcer-read features  
**330** mentions of Maine by announcers

### [ NPR ]

**150** paid spots nationwide

### [ PRINT ]

**40** publications – US  
**72** full-page ads  
**20** fractional ads

• **(11)** 2-page spreads  
 • **51,325,416** impressions

### [ DIGITAL ]

#### List of partners:

Dream Plan Go, Unruly Media,  
 Boston.com, National Geographic,  
 Trip Advisor, Tasting Table,  
 BostonGlobe.com, Yankee Magazine,  
 Nativio, Game & Fish Mag, Atlas Obscura,  
 TripleLift, Matador Network,  
 Thoughtful Media, In-Fisherman.

**136,465** clicks  
**23,264,427** impressions  
**0.59%** CTR

### [ YOUTUBE ]

**558,229**  
 VIEWS

**20.74%** view rate  
**54,650** completed views  
**2,691,056** impressions  
**4,890** clicks

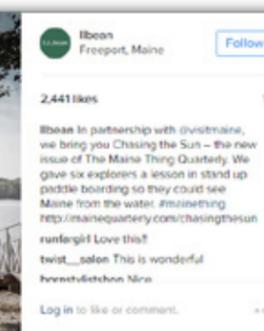
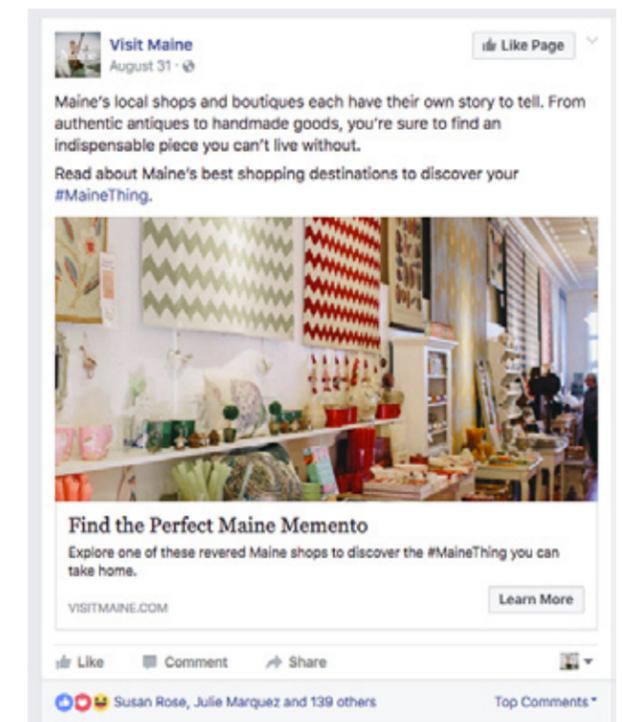
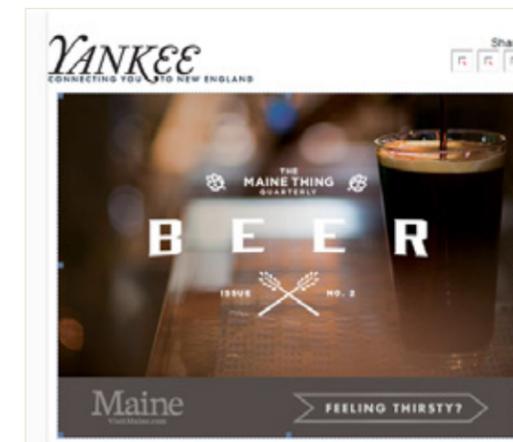
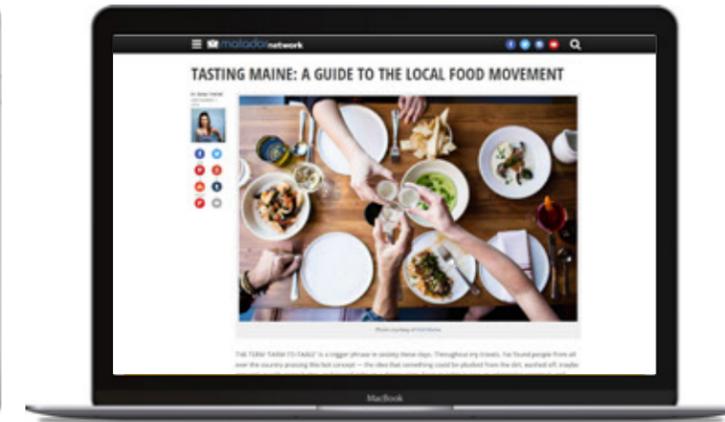
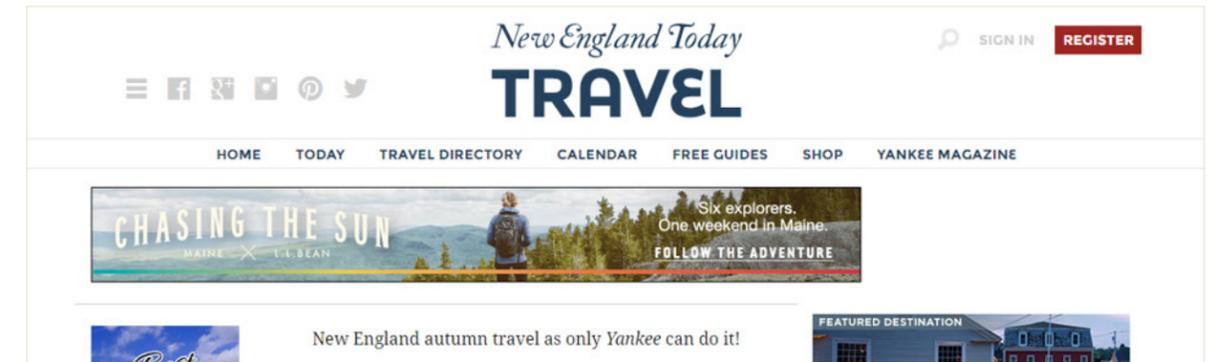
### [ PAID SEARCH ]

**459,858** clicks  
**28,889,504** impressions  
**145,956** conversions  
**3.05** pages per visit  
**174** second average visit duration  
**22%** bounce rate



### [ AWARDS ]

**BRAND PRINT CAMPAIGN:**  
**GRAPHIS 2016 GOLD**





## PARTNERSHIPS PROVE EQUITABLE

New to 2016 was a strategic partnership with longstanding national Maine retail brand, L.L.Bean, to produce an exclusive edition of The Maine Thing Quarterly website – *Chasing the Sun*. The production brought a group of eager adventurers to Maine to experience an epic weekend of surprises fully outfitted by L.L.Bean. Their journey from dining in Yarmouth to hiking Tumbledown Mountain was documented and shared on the website.

Through the partnership, *Chasing the Sun* content was distributed across L.L.Bean's channels – including website banners, email banners, social media posts, catalog inserts and YouTube – reaching new and expansive audiences. Coupled with paid, earned and owned promotion on the MOT's channels, the *Chasing the Sun* Quarterly was three times more successful than previous editions within the first 17 weeks following the launch.

### [ PROMOTIONAL PERIOD PERFORMANCE ]

JULY 2016-NOVEMBER 2016

#### WEBSITE:

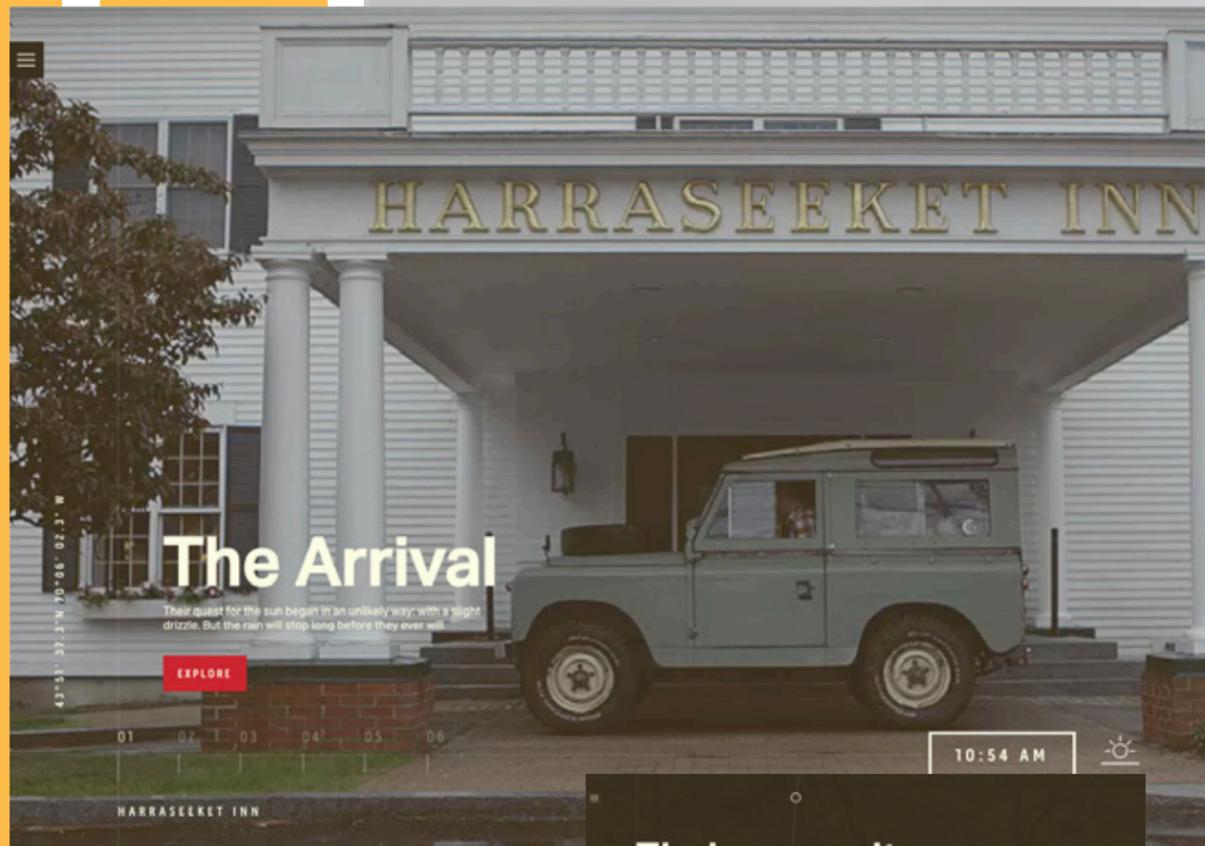
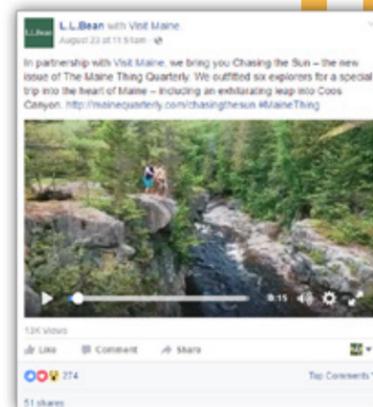
- + 76,699 users
  - 52,338 new users
  - 24,361 returning users
- + 29,780 sessions with conversions

#### PAID MEDIA:

- + 1,181,748 display banner impressions
- + 1,631,348 display native impressions
- + 254,660 video impressions
- + 2,100,000 paid social impressions
- + 1,224,455 PR impressions

#### L.L.BEAN PROMOTION:

- + 3 newsletter inclusions delivered to database of over 5MM
- + 1,086,147 visits to website pages including *Chasing the Sun* content
- + 905,497 social impressions
- + 2 catalog inclusions with combined circulation of 19,069,729
- + 800,000 Portland Jetport signage impressions



MAINE L.L.BEAN



# instagram

## INFLUENCERS TAP NEW AUDIENCES



A robust Instagram Influencer program was executed to elevate Maine as an authentic lifestyle brand and engage new audiences.

**Five prominent Instagram photographers – with followings of over 300,000 – visited each of the eight regions to capture photography of their unique offerings through their own personal lens.**

During their weeklong adventure, the photographers posted photos on their social media channels to promote the destination, reaching an untapped audience.

Thousands of consumers joined the conversation sharing their own testimonials, travel tips, memories and dreams of travel to Maine. Photography assets captured through the program were then used to produce new regional landing pages on VisitMaine.com. A culmination of the Influencers' experience will also be featured in a forthcoming issue of The Maine Thing Quarterly.

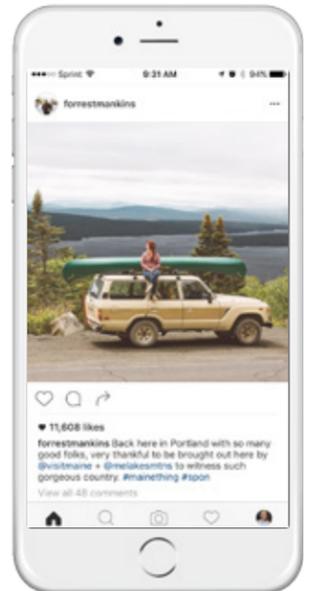
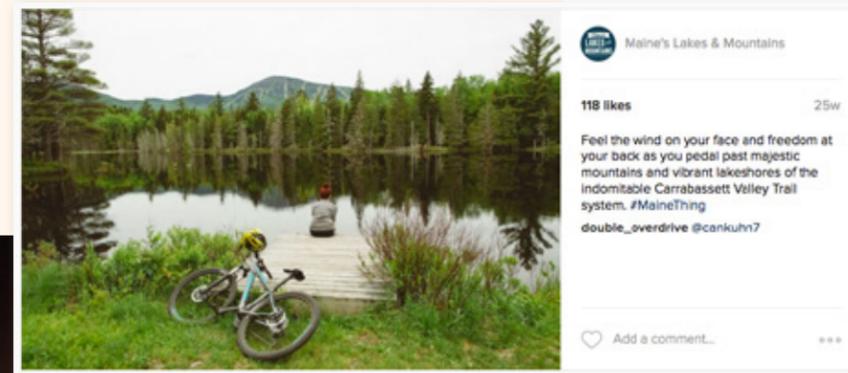
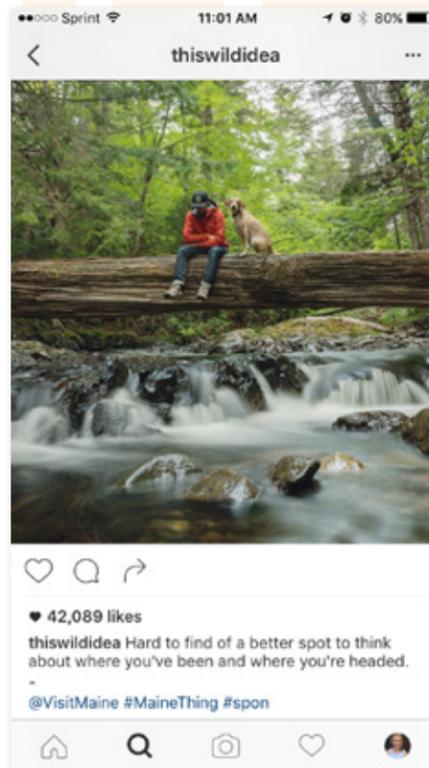
### [ PROGRAM PERFORMANCE ]

**28,957,625** total impressions  
**3,934** total comments  
**1,257** total shares  
**2,686,675** total audience

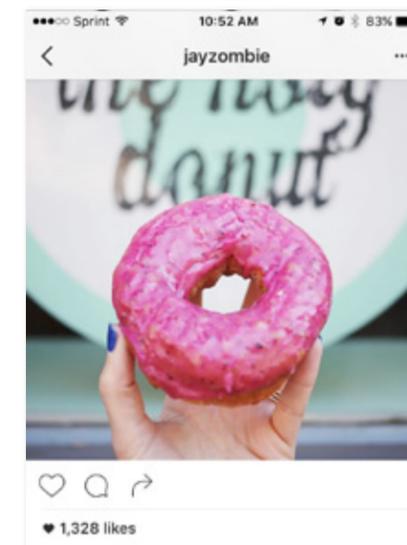


**816,674**  
**TOTAL LIKES**

A paid digital co-op campaign was executed on behalf of Maine's Lakes & Mountains region utilizing assets from the Influencer program, which ran in tandem with MOT's summer 2017 campaign. The co-op campaign outperformed benchmarks; garnering particularly high engagement on social platforms. Maine's Lakes & Mountains also received a library of images for their own use as part of the program.



@benschuyler  
 @emilyblincoe  
 @forrestmankins  
 @jayzombie  
 @thiswildidea



## OWNED CHANNELS

### EMAIL

#### [ CONSUMER EMAIL PROGRAM ]

- + Deployed 12 monthly emails to opt-in subscriber database
- + Deployed 1 Live and Work in Maine email to opt-in subscriber database
- + Deployed 2 promotional emails featuring the *Chasing the Sun* and *The Art of Maine* issues of The Maine Thing Quarterly digital magazine
- + Deployed 3 niche emails to segmented lists to promote Restaurant Week, late season snow and spring fishing
- + Average consumer open rates range from 12% to 16%
- + Average consumer click-thru rates range from 6.3% to 14.8%

#### [ INDUSTRY EMAIL PROGRAM ]

- + Deployed 2 emails promoting content kits for the *Chasing the Sun* and *The Art of Maine* issues of The Maine Thing Quarterly digital magazine

### VISITMAINE.COM

- + New Regional landing pages launched November 2016 showcasing the 8 regions with dynamic page types and fresh photography captured through the Instagram Influencer Program
- + Planning and execution of website redesign began Q4 2016 for rollout Q1 2017

#### [ YEAR TO DATE (1/1/16-12/31/16) ]

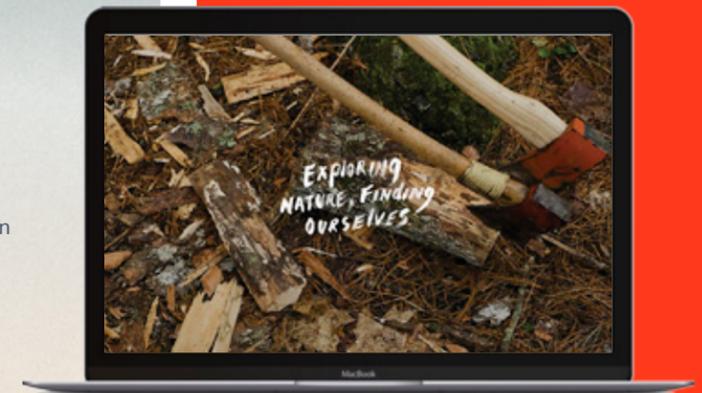
- + Generated 2,471,589 website sessions across 1,886,395 users
- + Average time spent on site is 2:37
- + Percentage of new sessions is 75.9%; up 10.6% YOY
- + Generated 1,364,603 sessions from organic search; up 18.7% YOY
- + Generated 59,402 sessions from social channels; up 127.1% YOY
- + Generated 65,623 organic requests for "Maine Invites You"
- + Generated 26,496 "Maine Invites You" online views, a 14% increase YOY
- + Generated 418,839 external link clicks from organizations pages
- + 20 new articles added to the website

### MAINEQUARTERLY.COM

- + Launched *Chasing the Sun* Issue July 2016 in partnership with L.L.Bean
- + Launched *Art of Maine* Issue October 2016
- + Planning and execution of MaineQuarterly.com redesign began Q4 2016 for rollout Q1 2017.

#### [ YEAR TO DATE (1/1/16-12/31/16) ]

- + Generated 153,992 visitor sessions; up 5.5% YOY
- + Percentage of new sessions is 71.9%
- + Average time spent on site 2:32
- + Generated 16,448 goal completions; up 104% YOY
- + Generated 5,844 video plays



+ The Maine Thing Quarterly:  
The Thoreau-Wabanaki Trail:  
**Communication  
Arts Interactive  
Annual Winner**

+ The Maine Thing Quarterly:  
Chasing the Sun:  
**Communication  
Arts Web Pick of  
the Day**



## DOMESTIC & INTERNATIONAL PRESS

- ✦ Hosted a media reception in New York City that brought 22 Maine businesses/organizations to Manhattan to meet with more than 70 members of the media from outlets including Travel + Leisure, Food Network, Food & Wine, Huffington Post, Good Morning America and ELLE Décor.
- ✦ Hosted a dinner for a select group of media from Condé Nast Traveler, USA Today, AFAR, Powder and Nowhere.
- ✦ Through proactive media pitching and responding to inquiries, the public relations program organized 41 press visits to Maine covering all regions of the state.
- ✦ Press trips, following media leads and responding to inquiries resulted in coverage in a mix of online, print and broadcast outlets including USA Today, Travel + Leisure, New York Times, Boston Globe, San Francisco Chronicle, Montreal Gazette, msn.com, Sunday Telegraph (U.K.) and National Geographic Traveler (NL) and resulted in nearly 120 million impressions.

## + Partnered with an outdoor and lifestyle photographer to add more than 700 new photographs to the asset library

- ✦ Partnered with Outdoor Sportsman Group on an integrated media campaign that featured custom content specific to fishing, Maine Guides and sporting camps. The campaign included three articles on in-fisherman.com and gameandfishmag.com, and across their social channels, which resulted in 38.5K social impressions.
- ✦ Attended Adventure Travel Trade Association's ELEVATE and had one-on-one meetings with 13 members of the adventure travel media.
- ✦ Worked with the Professional Maine Guides Association to develop marketing tool kit for the organization and its members.
- ✦ Partnered with the Collective Quarterly influencer trip to Maine that resulted in 2.3M total online impressions and a print edition of 10,000 copies.
- ✦ Launched a new media room accessed from VisitMaine.com.



## INTERNATIONAL TRAVEL TRADE

- ✦ In collaboration with Discover New England, MOT organized and hosted familiarization tours for 38 international tour operators from the following countries: U.K., Germany, France and Australia.
- ✦ Partnered with German tour operator CANUSA on an influencer campaign that garnered extensive exposure on Maine on the CANUSA website (900,000 unique visitors/month) and their social platforms (130,000 followers)
- ✦ Attended U.S. Travel Association's annual IPW, the travel industry's premiere international marketplace, to meet with 75 international tour operators and media from more than 10 different countries. After the event, follow up was conducted for each meeting by providing additional information on Maine.
- ✦ Conducted more than 60 one-on-one appointments with international tour operators and receptive operators serving our key overseas markets at the Discover New England Annual Tourism Summit and Marketplace. After the event, follow up was conducted for each meeting by providing additional information on Maine.

## MARKETING PARTNERSHIPS

### [ MAINE INVITES YOU ]

- ✦ A comprehensive travel guide published in partnership with the Maine Tourism Association and distributed to 200,000 prospective visitors as a key consumer fulfillment piece.

### [ YANKEE MAGAZINE, MAINE MAGAZINE AND DOWN EAST MAGAZINE ]

- ✦ Local publications contributed niche articles to round out content on VisitMaine.com from a 3rd party perspective.



## ORGANIC SOCIAL MEDIA

### PLATFORM NOTES & ACCOMPLISHMENTS

#### [ FACEBOOK ]

- + Reached more than 85,000 "Likes" organically
- + Used a posting strategy focused on prompting engagement through asking questions and sharing photos, videos, interesting accolades, articles and news
- + Averaged more than 26,500 engaged users, more than 1,500,000 impressions and reached more than 994,000 users each month

#### [ TWITTER ]

- + Hosted two Twitter chats—one based on outdoor adventure with mention of *The Maine Thing Quarterly: Chasing the Sun*, and the other focusing on the arts in Maine with mention of *The Maine Thing Quarterly: The Art of Maine*
- + Averaging 87,100 impressions per month

#### [ INSTAGRAM ]

- + Grew the fan base organically from 5,000 to nearly 29,000
- + Utilized **#MaineThing** to gain permission and access to thousands of user-generated images to showcase a wider variety of activities and areas throughout Maine in real time
- + Created Instagram Stories to celebrate the fall and winter seasons and take advantage of the platform's newest feature
- + Coordinated our first Instagram takeovers as a travel blogger and a photographer toured the state, including both photography and Instagram Stories
- + Utilized the Boomerang app to create several short, repeating videos of Maine scenery and activities

#### [ SNAPCHAT ]

- + Tested Snapchat's use with posts containing video and photos of areas and events in several areas throughout Maine
- + Grew initial base of 160 followers during brief test period
- + Developed a plan to use Snapchat as an influencer takeover platform throughout 2017

#### [ PINTEREST ]

- + While Instagram has taken over as the visual platform in the social media landscape, relevant images with links to VisitMaine.com were added periodically
- + Created a board specific to *The Maine Thing Quarterly: Chasing the Sun*
- + Implemented newest Pinterest feature—the Showcase—displaying five boards of interest
- + Received more than 37,500 monthly viewers and more than 1,300 daily impressions

#### [ YOUTUBE ]

- + Continued adding tags and captions to videos uploaded to the VisitMaine channel for SEO



## TWO NATION VACATION

2016 built on successful initiatives for this joint marketing campaign between Maine and New Brunswick. The initiative promotes travel beyond the better known regions of Maine into the Downeast coastal region by building on the allure of an international trip.

#### [ HIGHLIGHTS ]

- + Partnered with Tourism New Brunswick on a spring digital awareness campaign with online ads and video targeting the New York and Philadelphia markets.
- + Reached out to businesses and organizations within the TNV footprint to populate the *Two\_Nation\_Vacation.com* website with free event and business listings.
- + Hosted a weeklong visit from Canadian video bloggers/influencers "A for Adventure" which produced and shared seven separate videos on their own and TNV channels. The team also developed photo assets for use in promoting the TNV itinerary.
- + Conducted an early summer Twitter Chat that earned 15.2K impressions and facilitated a 47% spike in engagement on that social channel in June.
- + Organized in-market "takeovers" of the TVN Instagram page by regional influencers.
- + Exhibited at the Saltscapes Expo in Nova Scotia and at the Adventure Travel Show in Toronto.
- + Met with top tourism officials from New Brunswick to review Year 2 and outline Year 3 objectives and tactics of the NB/ME partnership around the Two Nation Vacation initiative.

## SALES

### [ LEISURE TRAVEL SHOWS + SALES ]

#### Domestic Travel Shows:

New York | Philadelphia | Washington DC | Boston

In Boston, MOT partnered with the Maine Lobster Marketing Collaborative to do a Maine Lobster presentation on the Culinary Stage. At all shows the Office of Tourism worked with regional partners for staffing of the booth and information dissemination.



#### Sportsman's Shows:

- + Great American Outdoor Show in Harrisburg, PA
- + World Fishing and Outdoor Exposition in Suffern, NY

The Office of Tourism added targeted sporting shows to the 2016 schedule to expand our outreach to this niche travel audience and represent Maine's sporting interests within the tourism industry.

#### Canadian Adventure Travel Shows:

Montreal | Toronto | Ottawa

Canadian Consumer shows specific to outdoor adventure were conducted in key markets for Maine visitation. Recognizing that Canadians are most familiar with Maine's beaches and shopping destinations, we expanded our focus to showcase outdoor recreation opportunities.

Participated in a networking luncheon and training session with 30+ Canadian media representatives and tour operators sponsored by the U.S. Consulate at the International Tourism and Travel Show in Montreal.

#### Eastern States Exposition or Big E, Springfield MA:

Over 1.4 million visitors attended the Big E during its centennial year in 2016. The Maine building on the avenue of states saw a steady stream of visitors seeking information on fall foliage touring and making plans for visiting Maine for hiking, biking, fishing, hunting, snowmobiling, ATV riding, rafting, bird-watching and for next summer's vacation. In partnership with the Maine Tourism Association, the Office of Tourism distributed visitor focused materials from all appropriate State departments, plus regional and other tourism focused literature to the New England Market at this event.



### [ GROUP TOUR – MEETINGS WITH TOUR OPERATORS AT SHOWS ]

#### American Bus Association – 54 appointments

MOT sponsored a booth on the trade show floor during the four day show. Maine products were showcased:

- + Raffle giveaway of a dozen lobsters
- + Lobster macaroni and cheese, pretzels and Raye's stone-ground Maine mustard served during the Saturday reception in collaboration with the state of Vermont
- + Wilbur's chocolate covered blueberries and Mad Gabs lip balm distributed

Overall attendance was over 4,000 including DMOs, attractions and tour operators. Some are asking about summer vacation planning, even though this is a tour operator focused show.

**National Tour Association** – 35 Appointments (some international)

**Ontario Motorcoach Association** – 25 Appointments

### [ DESTINATION DEVELOPMENT ]

#### 2016 Product development initiatives

- + Created new Destination Development Specialist position within the Office of Tourism focusing on the development of rural destination areas and activities and tourism business development. The new role was designed to work collaboratively with state departments and agencies, and provide specialized expertise essential to rural destination development and marketing.
- + Attended the Adventure Travel Trade Association's World Summit in Anchorage, Alaska, to connect with adventure travel media and network with international outfitters looking for new destinations and products for their customers.
- + Facilitated a full day "Experience Lab" workshop with destination development expert Joe Veneto, attended by 50 participants representing 20 Maine destination businesses and organizations from across the state. Workshop provided steps and templates for the development of experiential tourism. Follow-up technical assistance to the organizations is continuing through 2017.



## [ INTERNATIONAL TRAVEL TRADE ]

In partnership with Discover New England, Maine's overseas target markets include the United Kingdom, Germany, Japan and most recently in 2015, Australia and New Zealand. Additionally, Maine targets the overseas markets of France, Italy and Scandinavia in collaboration with other New England state partners.

### Overseas travel trade and leisure sales

In April 2016, Discover New England hosted their annual travel trade marketplace and summit in Newport, Rhode Island. During the summit, Maine had more than 60 one-on-one appointments with international buyers, including tour operators and receptives, from eight different countries serving key overseas markets. The conference's attendance was the largest yet—400+ buyers from overseas markets and New England suppliers.

Maine held a double booth at the U.S. Travel Association's annual IPW, the travel industry's premiere international marketplace. This past year in New Orleans, more than 6,500 delegates from more than 70 countries, including over 1,300 international and domestic buyers, and 500 media from the United States and abroad, attended. Over the course of the three-day B2B conference, Maine representatives met with more than 75 international buyers and media from more than 10 different countries.

**Australia/New Zealand** : Maine participated in the inaugural East Coast USA sales and training mission to Australia and New Zealand, as part of the Discover New England group. The mission included delegates from New England, New York state, New York City, Philadelphia and Washington DC. The purpose of the mission was to illustrate to the Aussies and Kiwis that collectively, the East Coast is a viable vacation destination. During the mission, Maine individually met with more than 50 tour operators and media, and participated in travel expos totaling more than 400 tour operators, travel agents and media. New direct flights from Texas and California to New Zealand have continued to open up this market to New England, as travelers from this part of the world tend to travel for extended periods of time and are willing to explore long-haul destinations.

**UK** : In November, Maine participated in the Discover New England booth at World Travel Market in London, with a full appointment schedule for DNE—more than 30 appointments—throughout the three-day event. Maine was also in attendance at the Destinations London consumer show in the Discover New England booth, distributing information about Maine to 300+ interested attendees. In the Irish market, as part of Discover New England's booth, Maine participated in the Dublin World Holiday Show.

**Germany** : In March, along with Discover New England, Maine took part in ITB Berlin, the largest travel trade show in the world, with more than 25 appointments with tour operators from Germany, Switzerland and Austria.

**Asia** : A Maine representative promoted Maine during a trade mission to Japan, meeting with more than 10 different tour operators in Tokyo and Osaka. The mission also included Discover New England hosted luncheons, with opportunities to address tour operators and educate each about Maine. Along with some of the other New England states, Maine participated in sales calls with Japanese tour operators based in Los Angeles and New York City.

**France** : In collaboration with the top of New England including Vermont and New Hampshire, Maine took part in a sales mission in Paris, connecting with more than one dozen tour operators through product meetings and/or trainings.

**Italy** : Maine's Italian representation promoted the state during the Showcase USA Italy event, including meetings with 30 tour operators, more than 45 travel agents and members of the Italian media.

**Scandinavia** : In Copenhagen, Denmark and Osby, Sweden, Maine exhibited at consumer shows FDM Travel and Swanson's Worldwide Travel respectively. Also in Copenhagen, Maine participated in Discover America, meeting one-on-one with travel trade media and continued relationship-building at the Mid-Atlantic show in Iceland with 15 one-on-one meetings with travel trade and media. ■



## CULTURAL EFFORTS

### [ CULTURAL HERITAGE TOURISM TECHNICAL ASSISTANCE ]

Cultural Tourism Coordinator provided technical support including funding opportunities, product development, current tourism trends and organizational development to statewide cultural tourism initiatives and projects; Experience Maritime Maine, Maine Art Museum Trail, Maine Oyster Trail, Langlais Art Trail, Maine Craft Weekend.

### [ CULTURAL HERITAGE TOURISM PRESENTATIONS AND SITE VISITS ]

Contractor presented at state conferences and meetings (Maine Downtown Center, Maine Arts Commission, Skowhegan Area Cultural Initiative) and conducted site visits (15+) across the state on topics related to cultural heritage tourism, product development and to learn about what's new in the industry.

### [ PR AND MARKETING ]

Contractor assisted with the development and implementation of the Maine Thing Quarterly: The Art of Maine, a Maine Arts Twitter Chat, and the cultural components of Fam Tours, Itinerary Development and Maine Media Marketplace. Participation in 2016 IPW helping to market and promote Maine's cultural assets to the International Market; 60+ appointments over three days.

### [ OUTREACH ]

Conducted two cultural tourism roundtable meetings. The purpose is to connect with the cultural community and provide a checklist of how best to connect to and engage with the Maine Office of Tourism. Regular interface with the Maine Arts Commission, Maine State Archives and Maine Department of Agriculture.

### [ MAINE HISTORIC POSTCARD PROJECT ]

## Produced a set of commemorative postcards representing all the tourism regions of Maine.

Postcards were introduced at the Maine Governor's Conference on Tourism and then through partnership with organizations throughout Maine, the Commemorative Postcard Collection was distributed throughout the 2016 season to visitors as a marketing tool.



## MAINE MOTORCOACH NETWORK PROJECTS

Supported by Maine Office of Tourism

### [ PROFILE RESOURCE BOOK ]

In collaboration with the Maine Motorcoach Network, developed a resource book of self-selected group friendly property profile sheets for tour operators that:

- + Includes important statewide information for tour operators
- + Includes more than 100 profiles organized by tourism region
- + Is distributed on sales missions and FAM tours
- + Is used to fulfill requests from group tour operators
- + Is available as a flip-book on VisitMaine.com



### [ 2016 SALES MISSION ]

- + Made 1-hour sales calls to 14 tour operators in New York, Long Island, New Jersey and Boston at their home offices

### [ 2016 FAM TOUR ]

- + Organized and conducted a FAM Tour from August 24-31, 2016
- + Participants included 24 tour operators representing 12 companies from IL, MO, NJ, PA, AZ, VT, NY, and Ontario and Quebec, Canada
- + The route began and ended in Portland covering Freeport, Bath, Damariscotta, Rockland, Camden, Bar Harbor, Acadia National Park, Bangor, Skowhegan, Farmington, Rangeley, Livermore, Bethel, Gray, New Gloucester
- + A mid-FAM trade show was held at the Maine Maritime Museum in Bath for businesses to meet with FAM participants



## INDUSTRY SUPPORT

### [ ADVOCACY AND INDUSTRY OUTREACH ]

Shared information on the positive impacts of tourism in Maine in interviews with the Lewiston Sun Journal, Portland Press Herald, WCSH-6, WGAN, WZON "The Pulse," Working Waterfront, Seacoast Media, The Boston Globe and Bloomberg Pursuits.

Joined tourism and hospitality industry leaders at Tourism Day in the legislature as well as in attendance at the Maine Hospitality and Tourism Alliance Legislative Reception.

Distributed monthly emailed industry newsletter to over 5,000 Maine tourism businesses and organizations.

Hosted the 2016 Governor's Conference on Tourism. The annual two day conference was held at Sunday River Resort with over 400 attendees.

- ✦ Reported on positive campaign results from 2015, which saw a 2.9% increase in visitation to Maine over 2014
- ✦ Introduced creative direction for the 2016 marketing campaign
- ✦ Shared the 2016 marketing plan and creative, including the introduction of Instagrammer influencers
- ✦ Keynote speaker Roger Brooks focused on destination development strategies

Presented the 2016 Marketing Plan to industry members and key organizations in locations throughout the state, including at the Aroostook County Tourism Summit, PenBay Chamber Tourism Summit, Katahdin Regional Tourism Summit, and Downeast and Acadia Regional Tourism Annual Meeting; the Maine Arts Commission annual meeting; the Greater Bridgton Chamber of Commerce annual meeting; York and Camden Rotary Club meetings and the Fryeburg Business Association.

Regular participation in various organizations' board/advisory/coordinating committees:

Maine Sports Commission, Maine Woods Consortium, USM Tourism & Hospitality Program, Experience Maritime Maine and many of Maine's cultural organizations.

Met quarterly to provide updates and report on office activities to Industry stakeholders including members of the Maine Tourism & Hospitality Alliance (Maine Tourism Association, Maine Innkeepers Association, Maine Restaurant Association, SkiMaine, Maine Campground Owners Association and Retail Association of Maine), regional representatives and other tourism-based organizations.

Joined industry members at the Greater Bangor CVB annual awards dinner, Greater Portland CVB Annual Meeting, the Maine Restaurant Association Annual Awards Banquet, Maine Tourism Association Annual Meeting, Maine Development Foundation Annual Meeting, NNEPRA Annual Dinner, and Maine State Chamber Annual Dinner, among others.

Director represented Maine on the U.S. Travel Association (USTA) Board of Directors as Member-at-Large, member of the National Council of State Tourism Directors, and as Chair of the board of Discover New England.

### [ MAINE TOURISM MARKETING PARTNERSHIP PROGRAM ]

The Maine Office of Tourism Marketing Partnership Program Awarded \$1,260,175 in marketing grants to: the eight Tourism Regions, two Special Events and 14 Enterprise Awards tourism marketing projects throughout the state of Maine.

Maine's eight Visitor Information Centers assisted 581,361 travelers last year.



## RESEARCH

### [ ANNUAL OFFICE OF TOURISM SURVEYS ]

- ✦ Annual Visitor Survey
- ✦ Seasonal Topline Visitor Reports: Spring/Summer, Fall, Winter
- ✦ Regional Visitation and Economic Impact Reports
- ✦ First-time vs. Repeat Visitor Summary

### [ ADDITIONAL RESEARCH CONDUCTED BY THE OFFICE OF TOURISM IN 2016 ]

#### Canadian Market Analysis

The Office of Tourism conducted a market analysis in three primary Canadian markets to learn more about what motivates Eastern Canadians to travel to Maine. Focus groups and surveys in Ottawa, Montreal and Halifax provided detailed insight about how best to market Maine to these audiences.

#### Prospect Study

Often times, understanding why people aren't coming to Maine is as important as why they are, so the Office of Tourism conducted a Maine Prospect Study to provide information on travelers' reasons for not visiting Maine, as well as their overall impressions of Maine as a tourist destination. Learnings gleaned from this research will aid the Office of Tourism in determining which prospective visitors to target in promoting Maine as a vacation destination, as well as how to best communicate with these prospects in a way that will entice future Maine visits.

#### Visitor Information Centers

Maine's Visitor Information Centers served more than half a million people in 2016. An intercept study in the state-owned visitor centers was conducted to better understand what services and information are sought after most frequently by travelers who utilize these facilities.

#### Lodging Study

The Office of Tourism conducted a lodging study to assess property visitation for properties operating in the state of Maine. Lodging property data was collected on occupancy rates, average daily rates, average length of stay, and average party size, with the objective of monitoring the health of the lodging industry in Maine.



## MAINE FILM OFFICE

The Maine Film Office (MFO) promotes all regions of the state of Maine as a filming location and supports the economic growth of the industry. The office plans and executes a marketing strategy to: increase production in Maine; encourage productions to hire crew and source goods and services locally; and identify opportunities to build the film industry and deepen the economic impact in Maine. The film industry contributed approximately \$12 million in economic impact from projects filmed in Maine.

Six productions were certificated for The Maine Attraction Film Incentive Plan, which provides financial incentives designed to attract out-of-state production and assist in-state production companies. The ROI for the program was \$44.72 for every \$1.00 of investment in the program.

**In addition to bringing productions into the state, the Maine Film Office worked closely with a number of state agencies and local organizations, as well as national and international organizations and entities to cultivate relationships and partner with key industry stakeholders to accomplish its goals and objectives:** Maine State Film Commission; Association of Film Commissioners International (AFCI); Maine Film and Video Association (MFVA); Maine Public Broadcasting Network (MPBN); Maine Media Workshops & College; University of Maine; Southern Maine Community College; New England School of Communications; Camden International Film Festival (CIFF); Maine International Film Festival (MIFF); Emerge Film Festival; and Maine Jewish Film Festival (MJFF)

### [ PRODUCTION ASSISTANCE ]

**The Film Office assisted 176 productions scouting or filming in Maine:**

**12 Documentaries 13 Commercials 81 Indie Films 6 Institutionals 2 Live Events 1 News Segment  
8 Short Films 7 Still Photo Shoots 3 Student Films 3 TV Documentaries 1 TV News Segment  
1 TV Pilot 14 TV Series 15 TV Series Episodes 2 TV Specials 5 Web Content 2 Web Series**

### [ MARKETING ]

- ✦ The Director of MFO expanded the office's outreach to filmmakers and studios serving as a member of the Board of Directors of the Association of Film Commissioners International—the professional organization for film offices from around the world.
- ✦ The newly launched mobile-friendly MFO website won third place for Best Web Design in an international competition of the AFCI, "The 2016 Creativity Awards."
- ✦ A key industry trade magazine, "Beyond Cinema" featured an interview with the filmmakers of the filmed-in-Maine "Neptune," and an interview with the Director of the MFO about filming in Maine.
- ✦ AARP featured the filmed-in-Maine movie "The Congressman" on its "What to Watch" list.
- ✦ Promoted Maine as a filming location to filmmakers and industry VIP's from 80 countries at film festivals and trade shows which were attended by almost 38,000 industry delegates: Sundance Film Festival (1,400); SXSW Film Festival (19,942); Tribeca Film Festival (1,000); Toronto Film Festival (5,000); American Film Market (8,000); Association of Film Commissioners International Locations Show (2,608).
- ✦ Promoted indie films shot in Maine that toured the festival circuit in USA and Europe: "Best and Most Beautiful," "Five Nights in Maine," "The Congressman," "Neptune," "Best and Most Beautiful Things" and "To Keep the Light."
- ✦ Outreach efforts to visual media productions included contact with productions in the United States, Canada, Scotland, United Kingdom, and France.

#### Filmed in Maine highlights:

- ✦ DIY Network new TV Series, "Maine Cabin Masters"
- ✦ Indie film "Island Zero" written by best-selling Maine author Tess Gerritsen and starring Laila Robins (Homeland)
- ✦ Indie film "The Witch Files" starring Holly Taylor (The Americans), Paget Brewster (Criminal Minds) and Britt Flatmo (Super 8)
- ✦ Indie film "Holly Star" starring Katlyn Carlson (The Jim Gaffigan Show)
- ✦ PBS Documentary, "Television Documentary, Untold Stories of 9/11 – The Pentagon"
- ✦ PBS Documentary, "Pearl Harbor at 75 - Last Words"
- ✦ Smithsonian Documentary "The Hidden World of World War I - Yankee Division"
- ✦ NOVA Documentary, "Volatile Earth"
- ✦ TV Series Episodes for HGTV's "Beachfront Bargain Hunt," HGTV's "Island Life," Travel Channel's "Hotel Impossible," History Channel's "American Picker," Travel Channel's "Food Paradise," NOVA's "Volatile Earth" and "Brave New World USA"
- ✦ Commercials for U.S. Cellular, Poland Springs, US Cellular, Vanguard and RAM Trucks
- ✦ Tommy Hilfiger, Sonoma Outdoor, Sperry Topsider and Keurig photo shoots





'16

ANNUAL REPORT



VISITMAINE.COM

ME

