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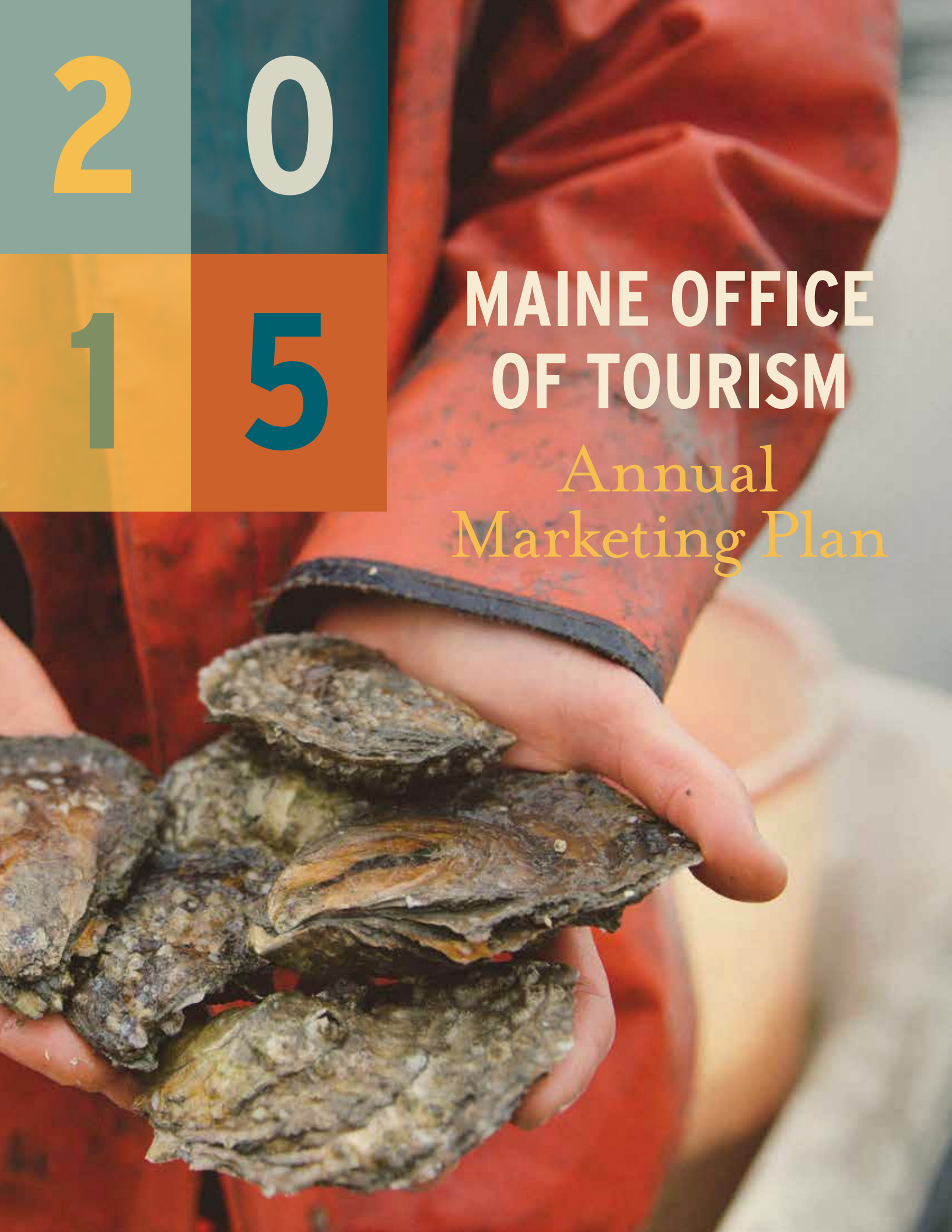
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**MAINE OFFICE
OF TOURISM**

*Annual
Marketing Plan*



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, and the economy and the citizens of Maine, by protecting and creating jobs through attracting visitors to the state.

In 2014, tourism-related businesses generated 94,118 jobs and \$5.4 billion in direct expenditures.

MISSION

Become the premier four-season destination in New England.

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MARKETING COMMUNICATIONS GOALS

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

Increase visitors staying in paid accommodations by **325,000**

Retain first-time visitation level at **3.1 million**

Maintain likelihood to recommend Maine as a vacation destination at **92%**

Continue to monitor growth of top-of-mind destination awareness and agreement with the brand attributes/platform

Improve consumer engagement and increase inquiry generation by **5%**

Background

In accordance with the objectives set out in the Five-Year Strategic plan, the Maine Office of Tourism (MOT) fielded multiple future-forward research studies in 2014. Our goal was to predict which consumers pose the highest likelihood of visiting Maine and creating the most economic impact in spending. We intentionally cast a wider net in order to identify new potential visitors to Maine, as a way to generate incremental revenue that builds upon the high level of repeat visitors already coming. To do this, we surveyed respondents living east of the Mississippi River, but including Texas and including New Brunswick, Ontario, Quebec and Nova Scotia. We oversampled for Millennials to identify whether or not this next generation of travelers stood apart as a single consumer group. Based on our findings, we are now able to be much more precise and surgical in our marketing efforts, placing marketing dollars against consumers who will deliver the greatest return on investment.

We can now:

1. Predict which consumer groups have the highest likelihood of visiting the state and spending the most money.

2. Connect these findings with MRI (Mediamark Research Inc.), a software tool that allows us to understand these groups' lifestyles, attitudes, values and media habits.

Make media plan selections based on where and how these groups consume media.

Identify potential brand partnerships based on lifestyle and buying patterns.

3. Customize messaging based on what we know resonates with and motivates each group.

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

RESEARCH OVERVIEW

Market Segmentation Study

– both a qualitative and robust quantitative study fielded to specifically predict which consumer groups are most likely to visit Maine. The results of this study are directly applied in evaluating media consumption as well as message receptivity among customer groups. The study provides insights into:

Which customer groups most identify with the Maine brand from both a personal and values-based perspective

Which aspects of the Maine experience are most appealing to each consumer group

Which aspects of our brand messaging most resonate to each consumer group

Which consumer groups have the highest likelihood of visiting Maine

Which consumer groups have the potential to spend the most money in Maine

Which consumer groups are most likely to advocate/influence others to come to Maine

Conversion Study

– quantitative study fielded against those consumers who had “inquired” to receive more information from the Maine Office of Tourism from multiple sources. This study measures whether people who inquire or engage with Maine Office of Tourism vacation planning tools/content actually become visitors. The study also provides us with their perceptions about Maine, as well as an evaluation of the effectiveness of key marketing tools, such as Maine Invites You, monthly e-newsletter, the Maine Thing Quarterly, and the branded TV spot.

Geography Analysis

– this analysis uncovers geographic markets of opportunity for driving new visitors to Maine. The evaluation factors overall market size, percentage of inquiries from 2014, rate of conversion to visitation in 2014, media efficiency (how much does it cost to reach our target audience), and percentage of HH's in our highest-performing customer groups.

Website Usability Study

– a qualitative study fielded in multiple U.S. markets, this study was aimed at evaluating the effectiveness of **VisitMaine.com** in providing vacation planning information to consumers across multiple stages of the vacation planning life cycle. Our goal was to determine how effective the site was in luring prospective visitors to choose Maine above other destinations, and provide detailed planning information to encourage longer stays and additional spending.



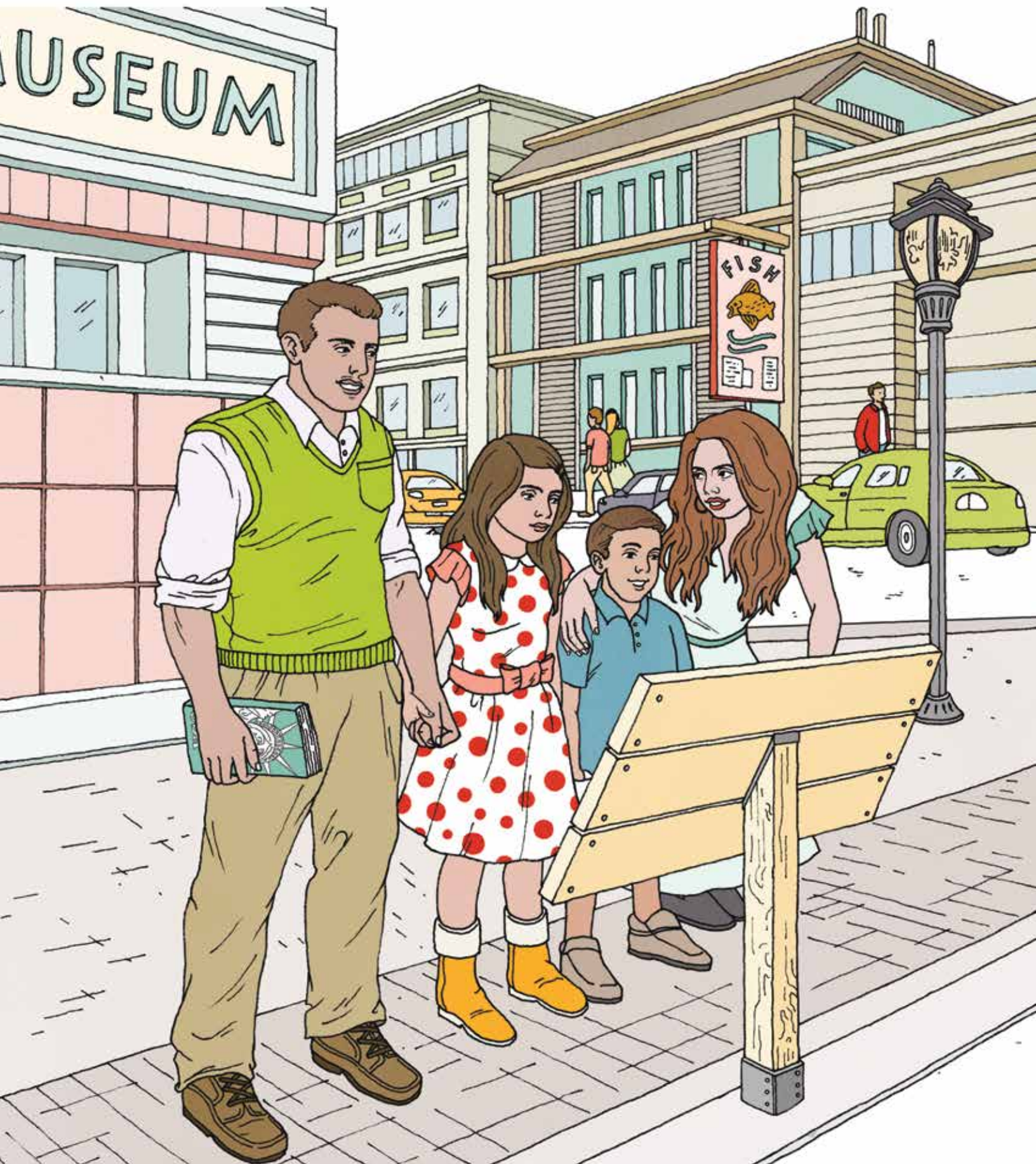
LEISURE Target Audience

Who they are and what motivates them

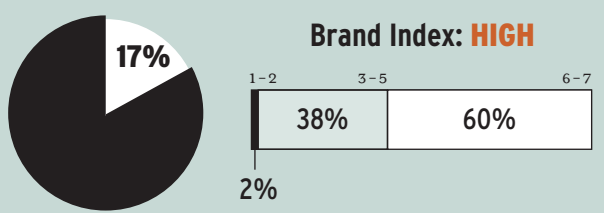
Based on the outcome of the market segmentation study, the 2015 Annual Marketing Plan is targeted to reach the following three priority segments from both a media and messaging standpoint. The brand platform of Originality is strong and will continue to be the foundation upon which all communications are built. However, based on these new insights, we can now nuance the flavor in which we talk about Originality based on what we now know resonates most with each of our customer segments. Below you'll find a brief overview of each of these new customer segments, along with message maps that demonstrate the language used to communicate with these segments throughout the entire vacation planning life cycle.



Balanced Achievers



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



Guiding Life Principles

- Seek life balance**
- Have a positive attitude and elevated interest in almost everything
 - Self-described rule followers who take a traditional approach to life
 - Have a family orientation and like to assist others and give back to the community
 - Are free spirits with a deep level of curiosity about most things

Strive for higher status

- Feel achieving a higher social status is important
- Always try to look their very best; believe you can tell a lot about a person by the way they dress
- Strive to be a member of popular groups
- Tell their friends about their vacations and like that people come to them for travel advice

Are creative and in tune with nature

- Actively involved in creating art or music
- Freely express themselves
- Feel being in tune with nature is important and makes them shed their worries
- Make an effort to live a very green, environmentally friendly lifestyle

Drawn to competition and trailblazing

- Seek adventure and risk
- Are always the first person they know to try new things
- Are daredevils who take physical risks

Message Receptivity (top 2% out of 7)

Exploration/Discovery/Learning	Creativity/Imagination	Self-Expression/Free Spirit	Inner Compass/Self-Reliant	Being the Best/Passion	Nature/Outdoors
89%	48%	64%	76%	74%	62%
Culture/History/Arts	Authentic/Genuine/Sincere	Unspoiled/Simplicity	Reflection/Introspection	Offbeat/Quirky	Adventure
50%	64%	65%	64%	53%	56%

Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: 127

24%
Past trip to Maine
Index: 80

12%
Have been to Maine repeatedly

131
Lifetime value

141
Incremental value

46% would recommend ME

Demos & Media

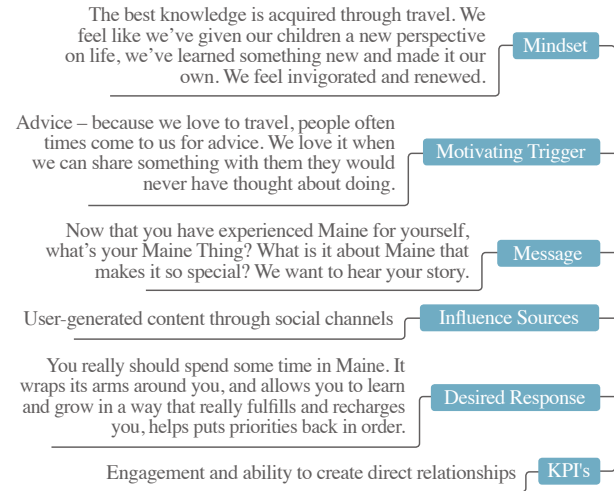
Belong to fraternal orders, school/college boards • **71% married** • **50% have children** • Ave. HH size: **3.1** • Ethnically diverse • Ave. age: **42 years** • Ave. HHI: **\$117,495** • Heavy: Magazines, Radio, TV Prime, Outdoor • Medium: TV Daytime, Newspaper • Light: Internet

Other Info

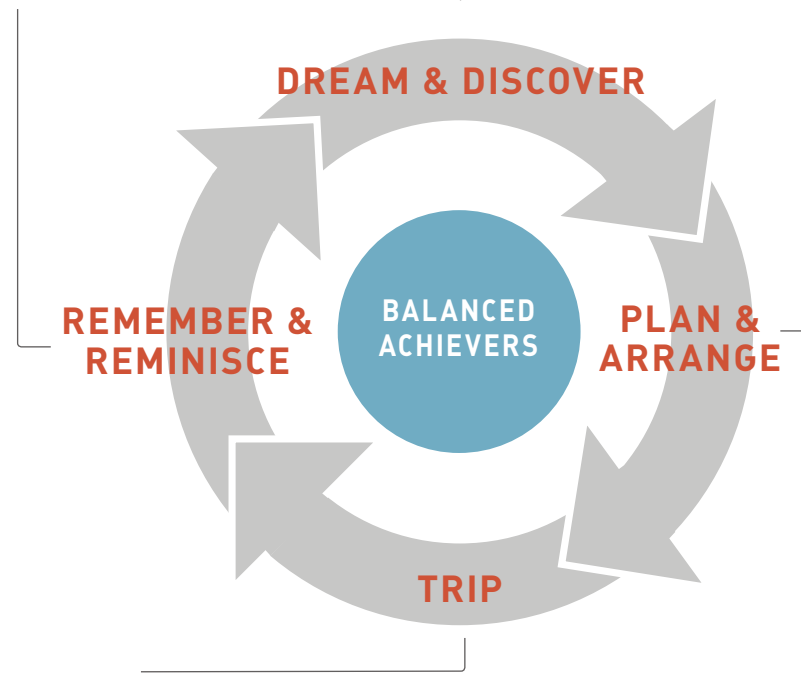
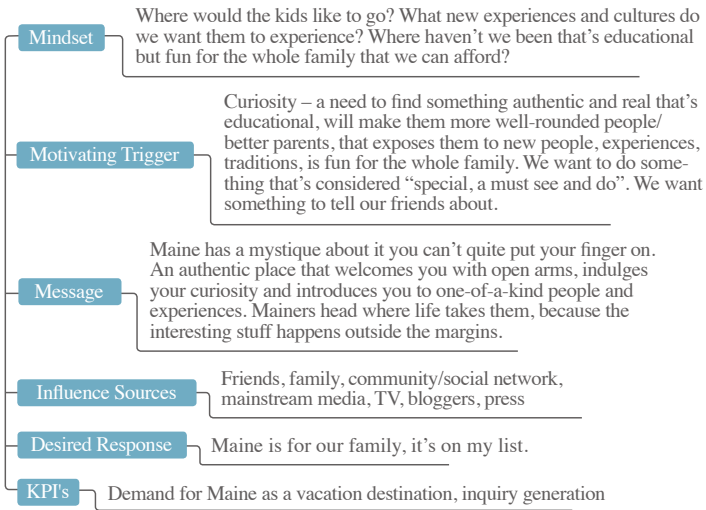
- Canadians: **19%** Index: 112
- Business: **3.8 business trips** in the past year Index: 115
- Business: **50%** have extended business trip Index: 139
- Millennials: **24%** Index: 120



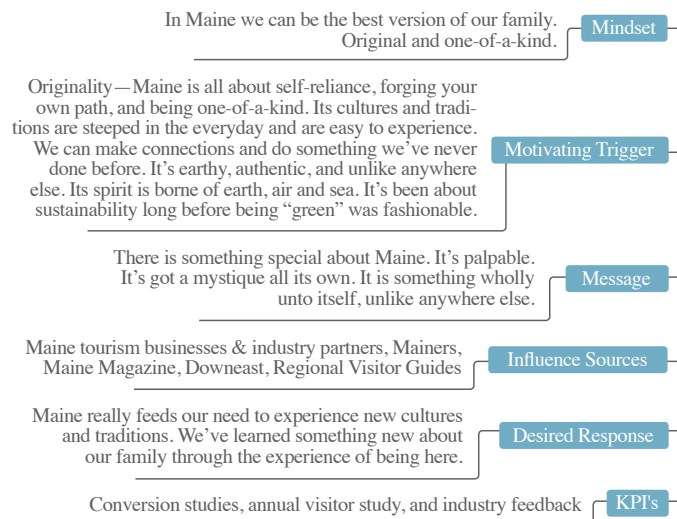
REMEMBER & REMINISCE



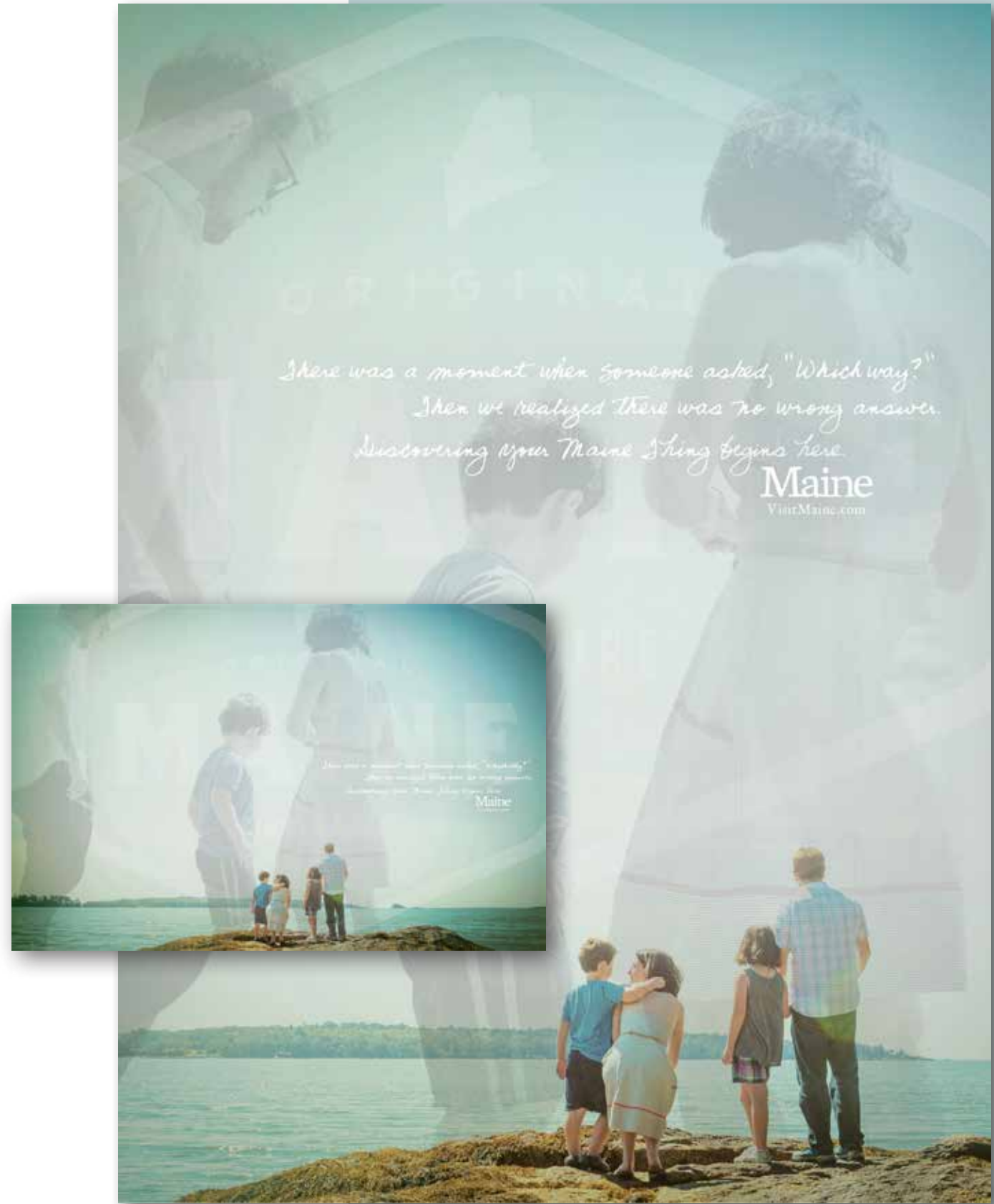
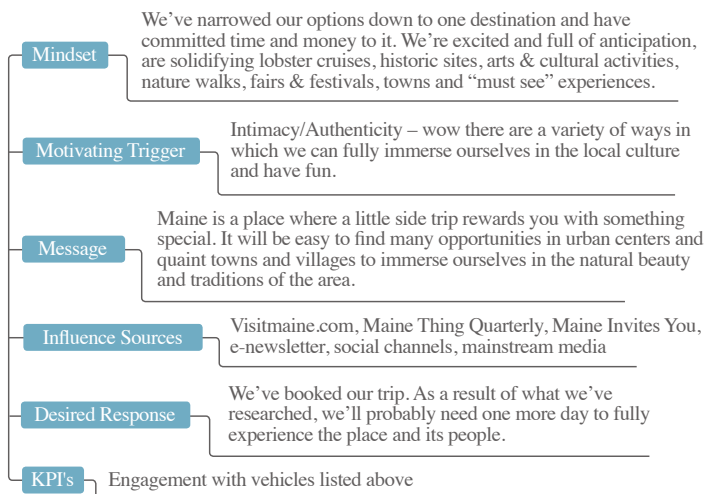
DREAM & DISCOVER



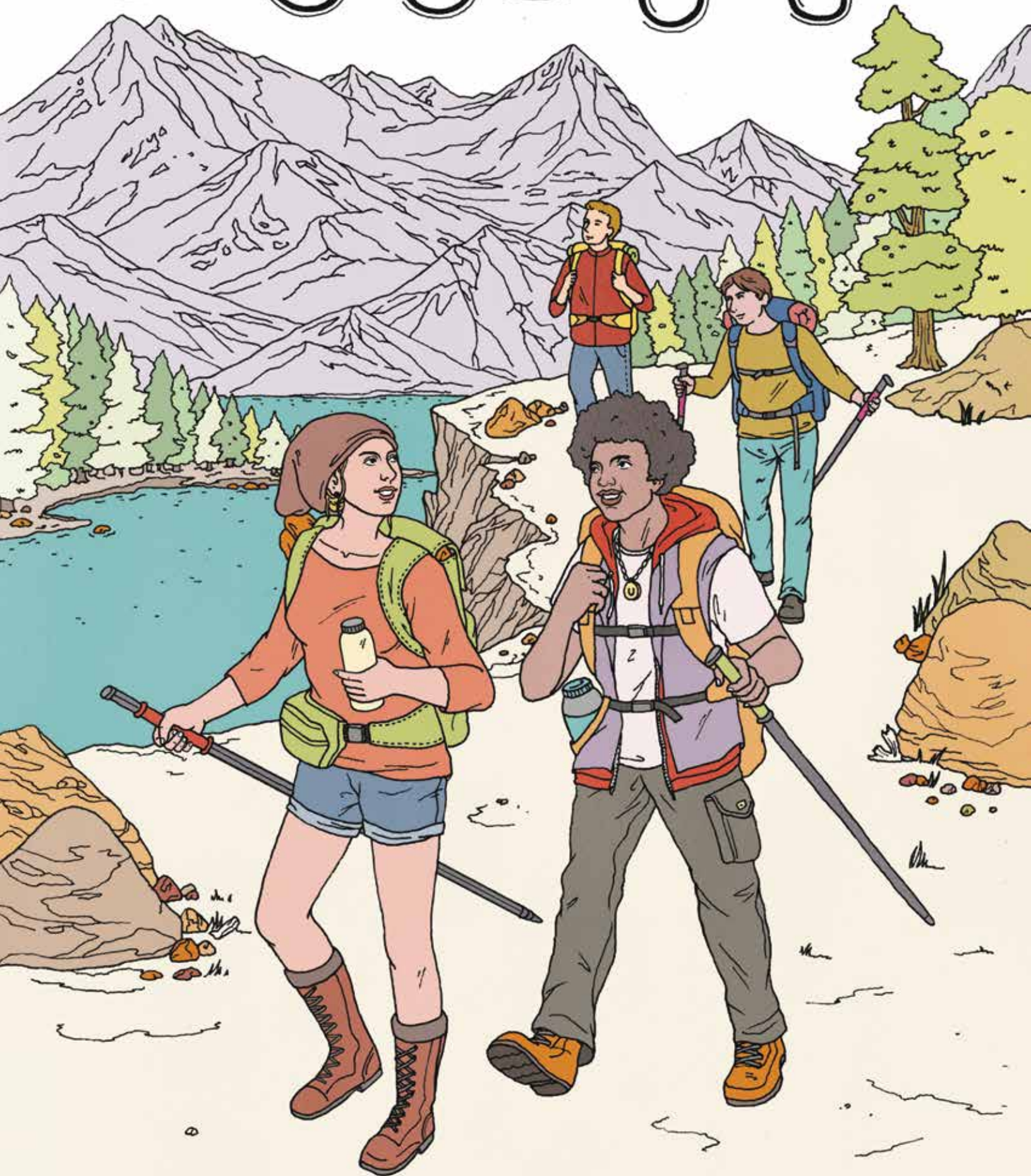
TRIP



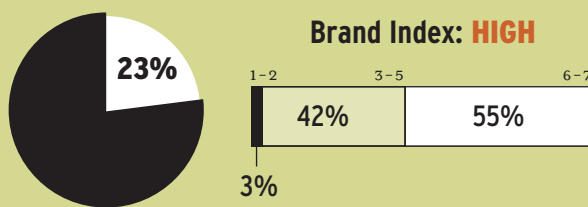
PLAN & ARRANGE



Genuine Originals



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



Guiding Life Principles

Enjoy exploring/Are drawn to adventure and risk

- Want to learn about and explore new things
- Try things they are not completely comfortable with
- Seek adventure and risk
- Actively engaged in seeking out a wide breadth of experiences

Are creative and independent

- Are actively involved in creating art or music
- March to the beat of their own drum
- Consider themselves to be free spirits

Are very focused on nature

- Feel it is important to be in tune with nature
- Nature helps them shed worries and cares
- Believe it is important to help preserve the environment/nature
- Make an effort to live a very green, environmentally friendly, sustainable lifestyle

Self-actualization

- Say there is still a lot that they want to learn
- Consider themselves creative problem-solvers
- Describe themselves as creative and imaginative
- They tend to defy convention and have limited interest in social status, appearances, and following the rules
- Being genuine and authentic themselves is paramount and they look for and appreciate this quality in others
- Are broad-minded and very curious about anything that is quirky, offbeat or novel

Message Receptivity (top 2% out of 7)

Exploration/Discovery/Learning	Creativity/Imagination	Self-Expression/Free Spirit	Inner Compass/Self-Reliant	Being the Best/Passion	Nature/Outdoors
78%	34%	49%	60%	55%	53%
Culture/History/Arts	Authentic/Genuine/Sincere	Unspoiled/Simplicity	Reflection/Introspection	Offbeat/Quirky	Adventure
31%	49%	56%	41%	51%	53%

Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: 125

43%

Past trip to Maine
Index: 143

120

Lifetime value

18%

Have been to Maine repeatedly

75

Incremental value

45% would recommend ME

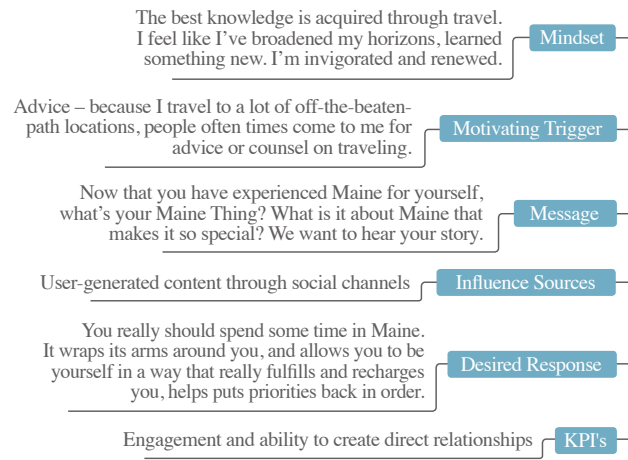
Demos & Media

Belong to school/college boards • Least likely to be married: **69%** • **38%** have children • Smallest households: **2.5** • Ave. age: **46 years** • Ave. HHI: **\$130,627** • Heavy: Internet, Magazines • Medium: TV Primetime, Newspaper • Light: Outdoor, Radio (esp. NPR)

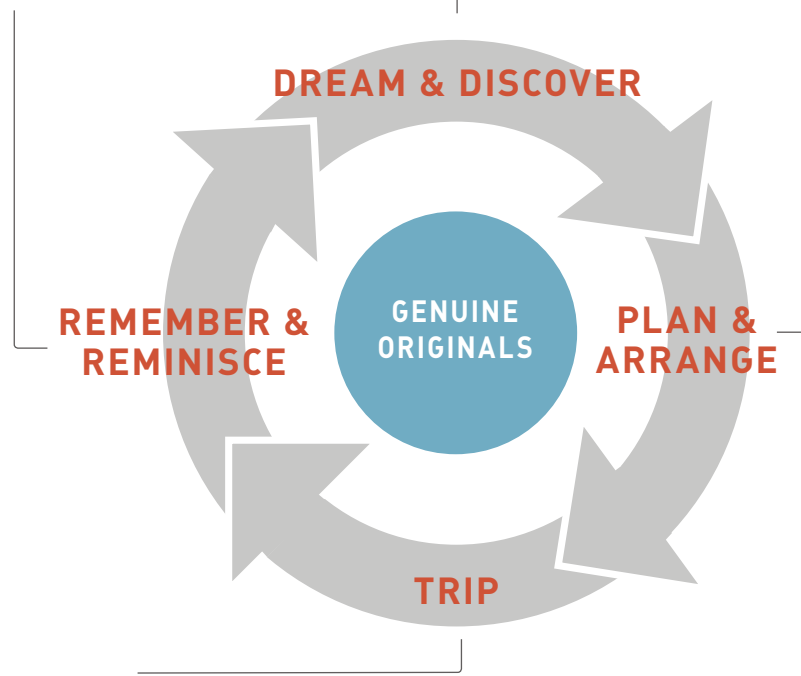
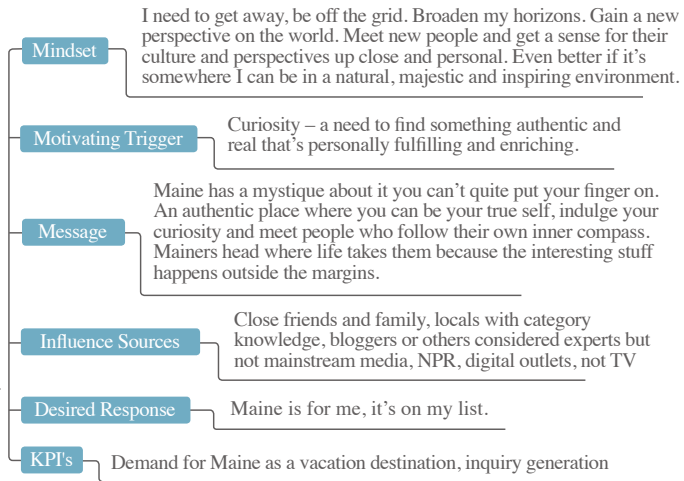
Other Info

- Canadians: **18%** Index: 106
- Business: **3.5 business trips** in the past year Index: 106
- Business: **39%** have extended business trip Index: 108
- Millennials: **18%** Index: 90

REMEMBER & REMINISCE



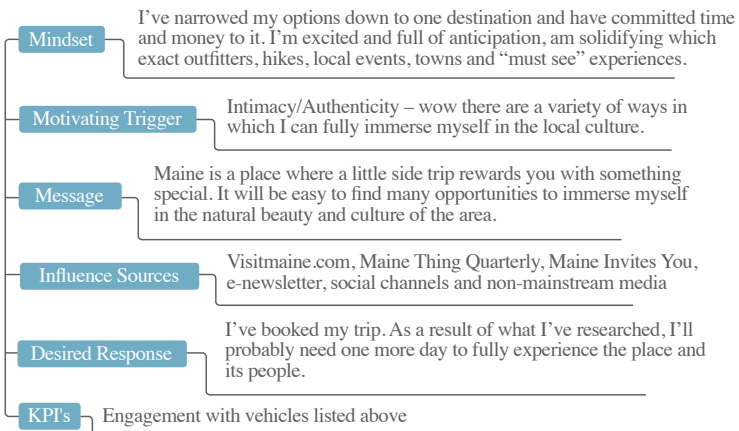
DREAM & DISCOVER



TRIP



PLAN & ARRANGE

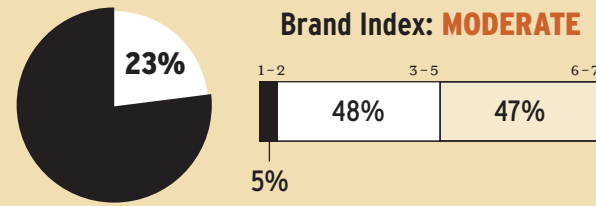


Social Sophisticates



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



Guiding Life Principles

Believe appearance matters and are driven by status—money is not a concern

- Believe achieving a higher social status is important—climbing the social ladder is important
- Say being a leader in their field is important
- Always want to look their very best and believe you can tell a lot about a person by the way they dress

Think about their place in the world; focused on family & community; also want to have fun

- Have a traditional orientation to family; connected to how they wish to be perceived in the community
- Work hard to find a balance in life
- Often plan things to make others happy
- Believe it is important to enjoy themselves and have fun

Try to self-actualize

- They believe it's important for them to be the best in those areas of life they're passionate about
- Are self-reliant and believe in choosing their own goals

Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: **97**

26%

Past trip to Maine
Index: 87

10%

Have been to Maine repeatedly

114

Lifetime value

131

Incremental value

28% would recommend ME

Demos & Media

Belong to country clubs, civic clubs, charitable orgs. • **70%** are married • **44%** have children • Ave. HH size: **2.8** • Ave. age: **43 years** • Ave. HHI: **\$132,724** • Heavy: Newspaper • Medium: Radio, Internet, TV, Magazine • Light: Outdoor

Other Info

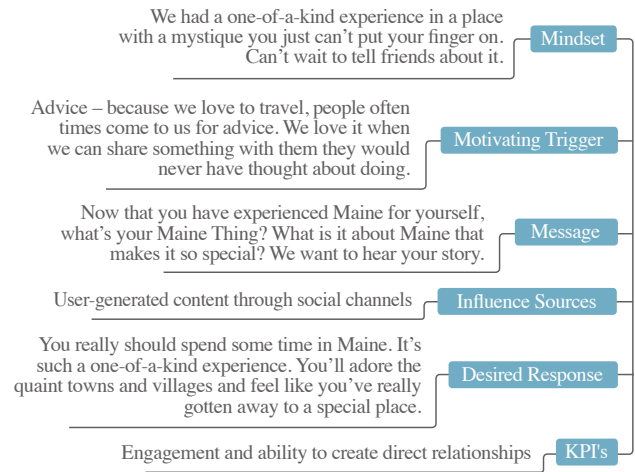
- Canadians: **18%** Index: 106
- Business: **3.2 business trips** in the past year Index: 97
- Business: **36%** have extended business trip Index: 100
- Millennials: **23%** Index: 115



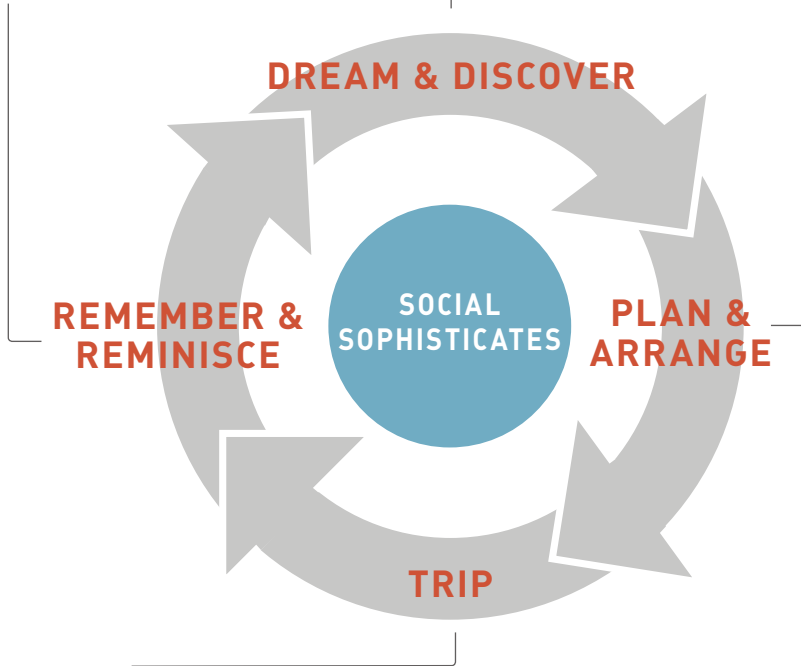
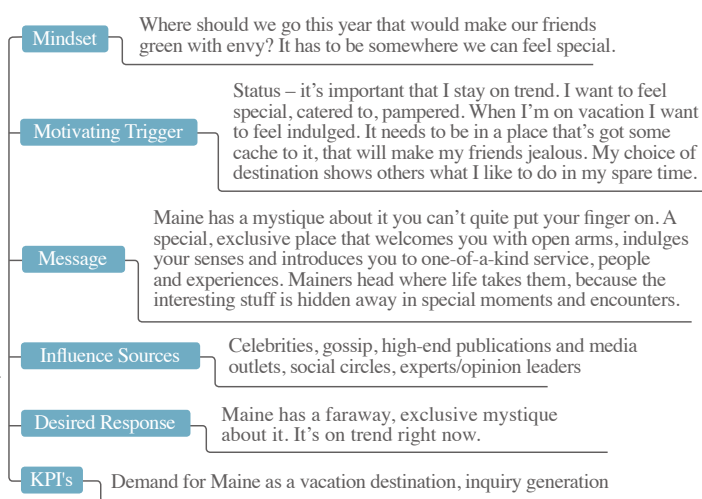
Message Receptivity (top 2% out of 7)

Exploration/Discovery/Learning	Creativity/Imagination	Self-Expression/Free Spirit	Inner Compass/Self-Reliant	Being the Best/Passion	Nature/Outdoors
78%	26%	46%	58%	63%	45%
Culture/History/Arts	Authentic/Genuine/Sincere	Unspoiled/Simplicity	Reflection/Introspection	Offbeat/Quirky	Adventure
25%	44%	51%	42%	35%	30%

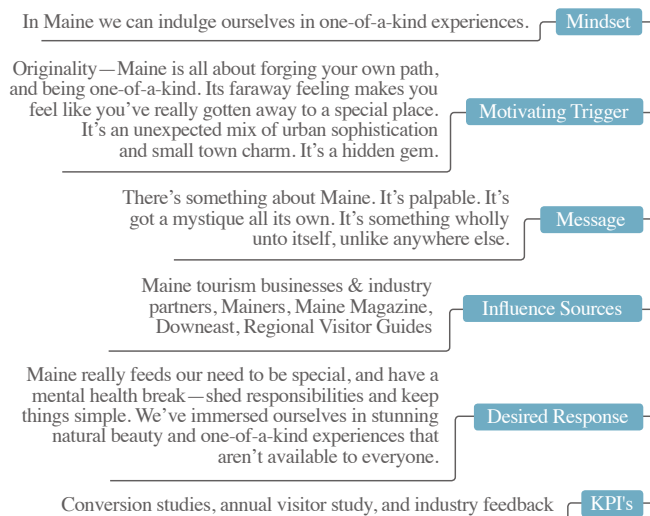
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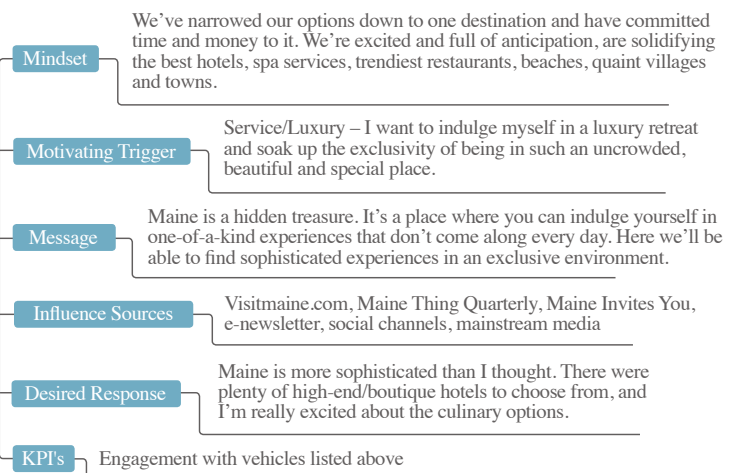
DREAM & DISCOVER



TRIP



PLAN & ARRANGE



THE MAINE THING Campaign

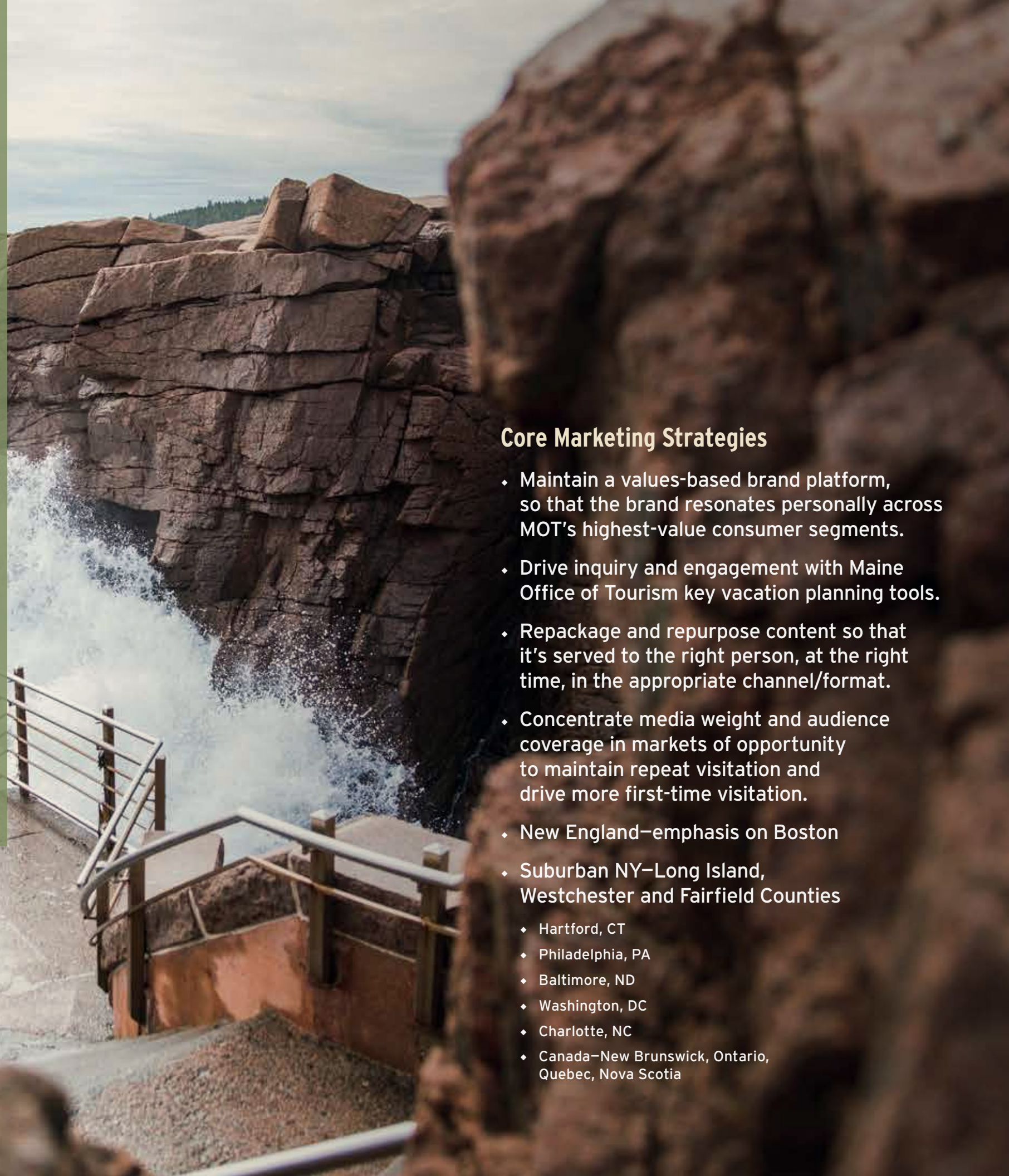
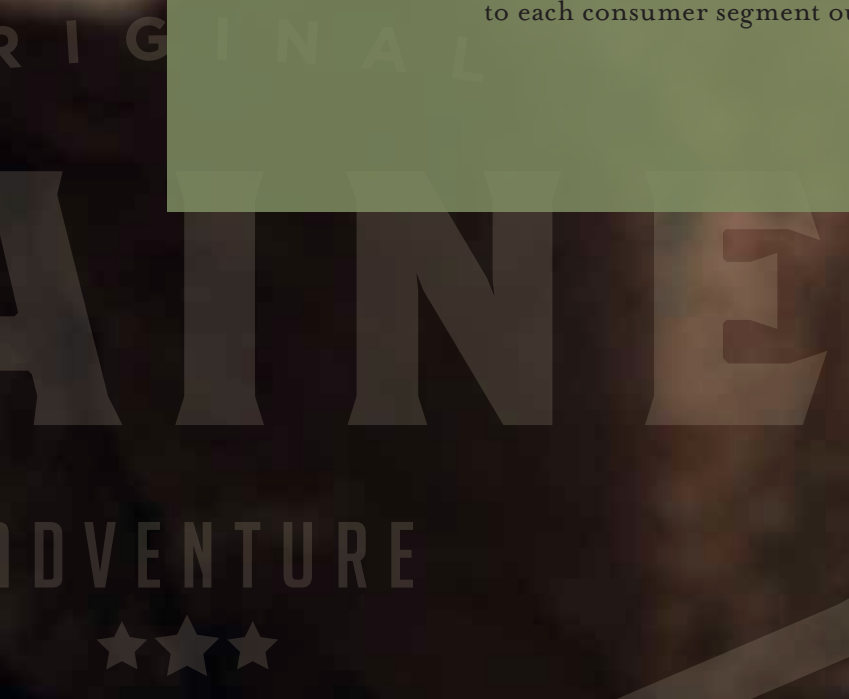
The brand platform is expressed creatively in advertising by focusing on the indescribable aspect of Maine that we call "The Maine Thing."

The Maine Thing campaign delivers the brand platform of originality via storytelling. In 2015, the campaign asks consumers to picture themselves as part of the story.

Now armed with a better understanding of what motivates our most valued consumers, we can create customized messaging that resonates on a more meaningful, personal level. This new insight allows us to pinpoint & tailor messaging, as well as visual cues, tonality and underlying motivations to each consumer segment outlined above.

Core Marketing Strategies

- ◆ Maintain a values-based brand platform, so that the brand resonates personally across MOT's highest-value consumer segments.
- ◆ Drive inquiry and engagement with Maine Office of Tourism key vacation planning tools.
- ◆ Repackage and repurpose content so that it's served to the right person, at the right time, in the appropriate channel/format.
- ◆ 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



CHANNEL-SPECIFIC STRATEGIES AND TACTICS

Digital

VisitMaine.com

Overall VisitMaine.com tested very well with consumers for its ability to lure travelers to choose Maine, and its ability to deliver in-depth vacation planning information. Armed with insights from the Usability Study, the following enhancements are planned for 2015.

- Add a game tool to the home page to help those less familiar with the state find relevant ideas for experiences tailored to their interests
- Add shorter, "snackable" content items for users who like to scan information quickly
- Add user-generated photography
- Add "accolades" from third-party publishers as a way to highlight outstanding experiences
- More directly relate stories to relevant business listings
- Further simplify navigation so that users can get desired content faster & easier
- Develop content relationships with publishers already producing relevant and timely content on Maine tourism-related experiences
- Improve filtering capabilities on the mapping tool
- Continue to tell the story of Maine through real people, but fold contributor content into relevant activity categories

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.

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. The following enhancements are planned for 2015.

- Add more feature content to provide readers with a broader depth of vacation planning ideas
- Add a standard section to feature iconic Maine topics related to its unique culture & character
- Place more visual prominence on and expand the events calendar
- Begin to segment the opt-in process so that we can customize newsletter creative based on consumer interest

Deploy supplemental emails to launch each of the MOT's digital magazine issues, The Maine Thing Quarterly.

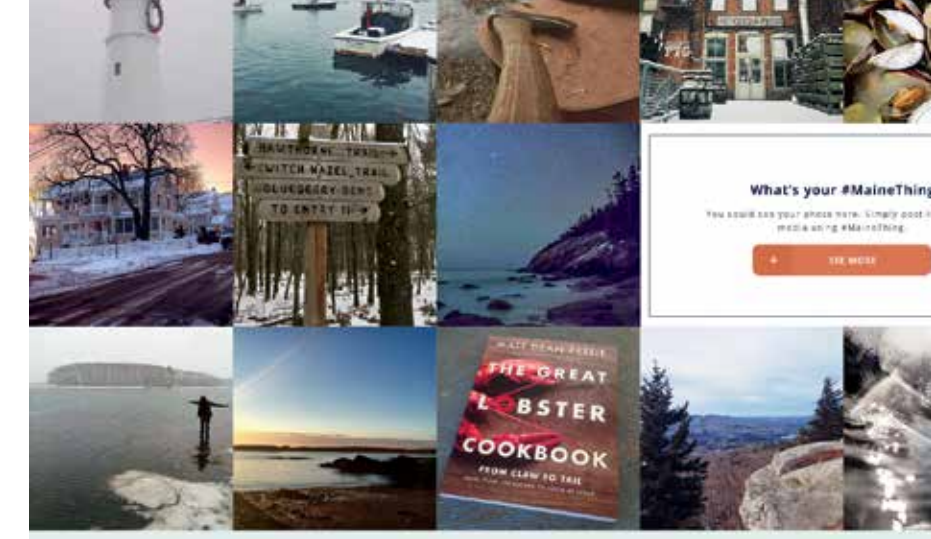
Deploy promotional emails to encourage entry into MOT's quarterly sweepstakes.



Feeling thirsty? Appreciate the craft beer movement in Maine. Meet the unique brewers, read about the history and take a trip down the Maine Beer Trail too. We even visit a real public house.



Under development



CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)

24
Maine



Digital (cont.)

The Maine Thing Quarterly

The Maine Thing Quarterly is a digital magazine published four times per year and offers an editorial deep-dive into iconic Maine topics. Recognized in both the travel and marketing industries as an innovative marketing tool to reach consumers on an authentic/genuine level, the Quarterly will continue to be at the heart of the content strategy for MOT.

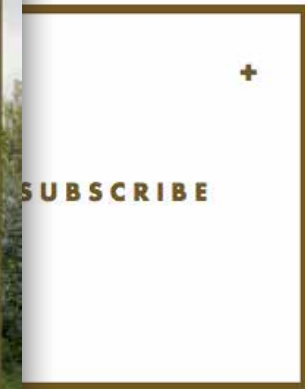
Upcoming issues include:

- QTR1** – The Thoreau-Wabanaki Trail (now available)
- QTR2** – Why Maine’s a hotbed for creativity in the food scene
- QTR3** – Acadia National Park, a celebration of this park’s history and tradition
- QTR4** – Maine’s Art Culture

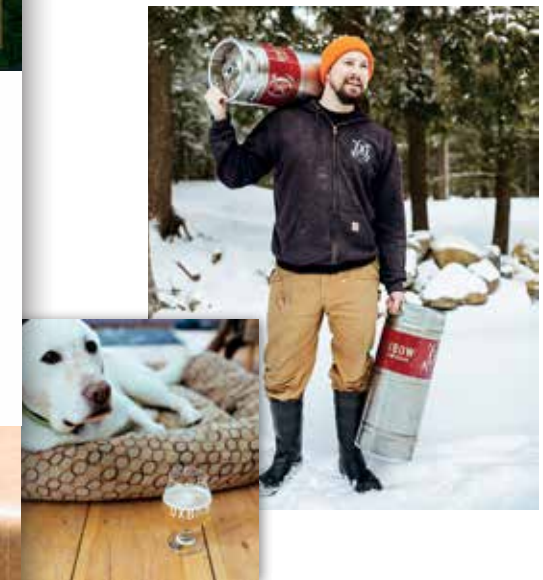
The Quarterly, viewable at MaineQuarterly.com, is also served up as smaller individual articles on third-party websites through native advertising placements. It’s also repurposed for use on VisitMaine.com.

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.



Henry David Thoreau, American writer, philosopher and naturalist famous for his devotion to nature and his demonstration to explore a simple, self-reliant and freedom-seeking existence. And, of course, famous to all Mainers and our visitors for his seminal book, "The Maine Woods," the multi-episode, place-to-visit. To celebrate the 150th anniversary of its publication, an interpretive group of modern-day explorers—including academics, members of the Penobscot Tribe of Maine and leading outdoor experts—retraced one of Thoreau's three epic journeys into the wilds of Maine. So secure your life jacket, settle into your canoe and join us as we experience the Thoreau-Wabanaki 150th Anniversary Tour. And you might want to grab a couple of granola bars. Your next meal is about 20 miles away.



CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)



Paid Advertising

Using MRI (Mediamark Research Inc.) software, we select media vehicles based on consumer segments' media consumption habits. The media plan is purpose-built to drive both awareness and lead generation/inquiry among these target segments.

Television

Building off the success of the 2014 pilot program, we will continue the use of RFI technology to allow cable subscribers (while viewing the MOT :30 TV spot) to request a Maine Invites You travel planner and opt-in to the e-newsletter program right from their remote. In addition to running :30 TV spots, each tailored to resonate with our customer segments, there will be a Maine branded channel where users can access MOT videos and photography. The schedule delivers 30 million impressions and an estimated 40,000 leads.

AT&T UVerse – reaches HH's east of the Mississippi including Texas (65 markets)

Comcast – for heavy-up market penetration into Hartford CT, Philadelphia PA, Baltimore/DC

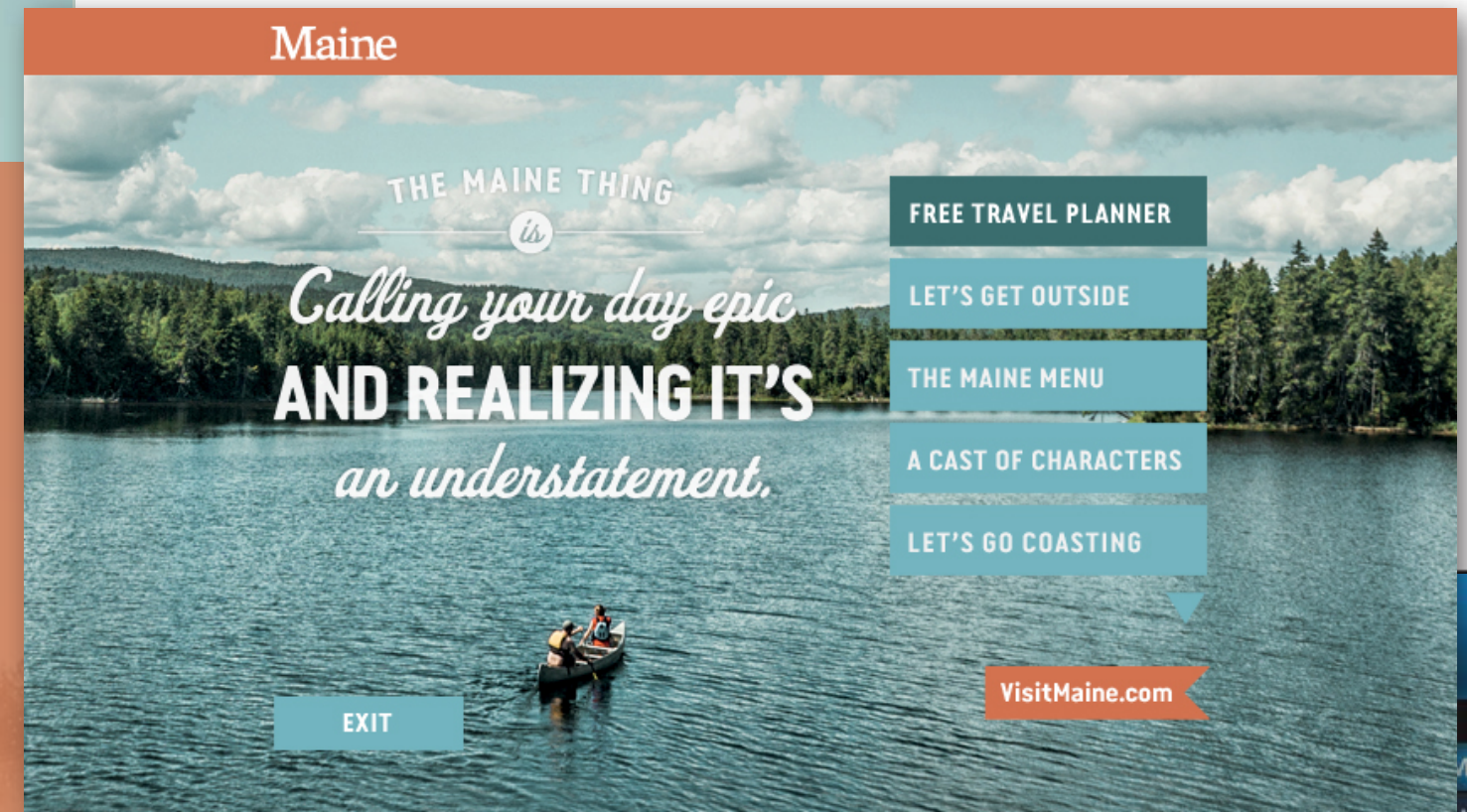
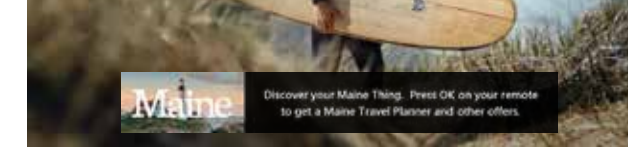
Cablevision of NY – for suburban NY (Long Island, Westchester and Fairfield Counties)

Traditional spot market broadcast – Charlotte, NC (RFI not available)

Radio

Continued sponsorship of the Boston Red Sox (NESN) network

National sponsorship of National Public Radio (NPR), eight-week schedule with 50 million impressions



88	LIFELock Identity Theft Protection
93	U-verse Games Channel
99	Local Government Education
100	FRTROW Front Row
101	PPVSCH AT&T U-Verse Pay Per View

It's the Maine Thing
Meet the quirky characters of the forests and discover a truly unexpected awaits you.

CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)

28

Maine

Paid Advertising (cont.)

Print

The print schedule delivers Maine's branded message in 50 magazines across the U.S. and Canada, covering editorial niches such as travel, outdoor, nature, cultural and culinary.

Geographic-specific editions of national titles and local publications are used to heavy-up coverage in key markets.

Digital

Using Comscore data to supplement MRI, we'll use a combination of paid search, display, content sponsorships and native advertising.

Advertising networks allow us to build reach by using a group of sites tailored both from a geographic and editorial perspective focused against travel, outdoor, nature, cultural and culinary.

Local sites allow us to heavy-up coverage in key markets.

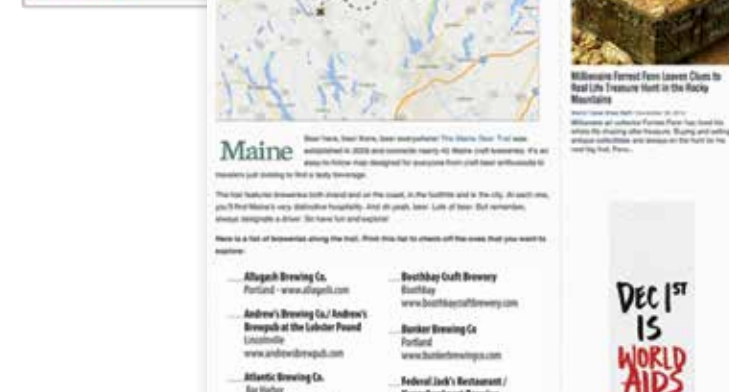
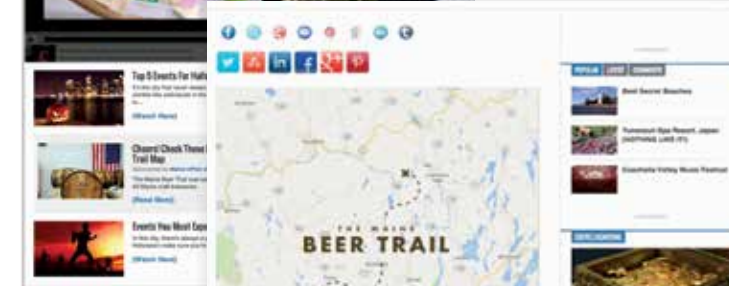
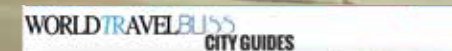
Pre-roll units help distribute and support video content across both VisitMaine.com and MaineQuarterly.com.

Native placements allow us to share MOT content (both articles and videos) with a wider audience.

Content sponsorships bring Maine content front and center on partner sites.

Vendors like Liquid allow us to create custom, high-impact, dynamic and interactive premium ad units to deliver Maine's message.

Advertising on online travel sites, such as TripAdvisor and Orbitz, places Maine top-of-mind as customers shop multiple travel options.



CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)



Public Relations

Leverage the influence of public relations to further Maine's Mission to become the premier four-season destination in New England by providing story ideas and materials to a rich variety of national, regional and international media outlets—including travel, lifestyle, sports, food, news and general interest.

Communicate the unique point-of-difference that is Maine and generate greater understanding and awareness of "The Maine Thing" by working with a wide range of media to help tell the story.

Support the Maine Office of Tourism's efforts to bring more visitors into the state and encourage deeper excursions by both domestic and international travelers.

Help increase the length of stay by generating articles that stress the variety of things to do in Maine.

Generate greater visitor engagement in the range of activities to experience in Maine, thereby increasing spend per visitor in the state.

Provide marketing and tourism support to the regional tourism organizations and local Chambers of Commerce when requested.

Communicate the value of tourism message within the state of Maine to increase awareness of the economic impact of tourism.

Communicate with Maine's tourism industry to raise awareness of the Office of Tourism's work.

Extend the reach of the advertising campaign by supporting the campaign's messages and media mix.

Proactively promote all new tourism products.

Use social media to engage and excite visitors and potential visitors to Maine.



CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)

32

Maine

Social Media

Motivate MOT's target audience to actively follow Maine on all social media platforms.

Complement advertising and marketing initiatives within key social media platforms while driving traffic to VisitMaine.com.

Post, Tweet, Share and Pin engaging content about all of Maine's eight regions:

- Travel deals, special packages and activities taking place around the state

- Photos of events, attractions and Maine's landscape

- Sweepstakes and contests to entice travel to Maine

- Press releases and magazine and news articles about all the state has to offer

- Content from blogs and travel writers

Continue engagement of current and prospective travelers to keep Maine top-of-mind as a travel destination.

Motivate MOT's social community to share their Maine experiences across social platforms.

Promote authentic community-generated content to connect with all followers and attract a larger target audience for all social media platforms.

Be sure to cast your vote to help beautiful Ogunquit be named "America's Best Coastal Small Town" in USA Today's Readers' Choice Awards. Polls close 3/16!



Vote - Ogunquit, Maine - Best Coastal Small Town Nominee: 2015 10Best Readers' Choice Travel Awards

Like · Comment · Share · 234 · 10 · 33

Maine Office of Tourism

February 20 at 2:38pm · us

What a snowy winter it's been! Share your best #MaineThing with us.



Like · Comment · Share · 98 · 3 · 3

Maine Office of Tourism

February 28 at 11:38am · us

It's maple season! Visit Maine's maple sugaring forests for a delectable winter excursion.



Time For Ma

VISITMAINE.COM

Like · Comment · Share

The Maine Thing Sweepstakes
DISCOVER YOUR MAINE THING on us

It would be autumn, and the leaves would be changing. I would ride my bike to a lighthouse and take in the beauty of the Atlantic.
- Shannon, Seattle, WA

ENTER FOR YOUR CHANCE TO WIN A FALL GETAWAY TO MAINE

Clear and crisp autumn air paired with colorful fall in the North Woods of Maine awaits you.

Tell us your Maine Thing and be entered for your chance to win a deluxe vacation package including all things autumn in Maine. Your lucky draw will be a cozy rustic cabin at the Northern Outdoor Park Resort Center, and your stay will be spent time rafting, sampling local craft beers, cooking out on a new fishing trip and taking in the breathtaking scenery with a sunset ATV tour.

End each night with dinner and the only food only found in the North Woods of Maine.

ONE LUCKY WINNER WILL RECEIVE:

- Roadside coffee for two
- Lights & colors stay in a high accommodation at Northern Outdoor Park Resort Center
- Beer rafting adventure
- Beery tasting at Bonanza River Fish and Brewery
- Half day river fishing trip with Bonanza River Angler
- Taste off Beer with Backcountry Expedition

ENTER & WIN

TELL US YOUR Maine Thing

What would your perfect day in Maine look like? Would you spend it aboard an authentic Maine lobster boat? Taking in the fall foliage on a hike through Baxter State Park? Sampling lobster ice cream at Sam & Sara in the Harbor? Tell us your Maine Thing below.

"Like us"

AND ENTER FOR YOUR CHANCE TO WIN

THE MAINE THING SWEEPSTAKES

Maine Office of Tourism

WHERE ORIGINALITY IS born and raised.

Maine Office of Tourism
Travel/Leisure

Contact Us · Like · Message

Timeline · About · Photos · Videos · More

PEOPLE

Post · Photo / Video

2013
2012
2011
2010
2009
2008

Sponsored

Spring 2013

CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)

Leisure & Travel Sales (International and Domestic)

Attend high-traffic consumer-oriented events and travel shows in our key U.S., Canadian and overseas markets.

Provide industry partners with added-value opportunities.

Conduct one-on-one sales calls, sales missions and reservation agent trainings with top-producing domestic, Canadian and overseas tour operators, receptive operators and travel agents specializing in FIT leisure and MICE travel. Goal to maintain strong relationships and be top-of-mind with room night-generating travel partners.

Promote the destination's niche offerings with a focus on filling low demand periods.

With the 2014 agreement to expand the "Two Nation Vacation" partnership with New Brunswick over the next four years, work collaboratively to develop new and updated direct-to-consumer marketing initiatives to increase incremental visitation to Maine and New Brunswick from some of our core markets.

Conduct exploratory missions and attend Discover America events in Scandinavia and Iceland.

Work in partnership with Vermont and New Hampshire, "Top of New England" states, in France.

Continue to support Discover New England (DNE).

Work as part of DNE to market Maine as a key destination within New England using a mix of both direct-to-consumer and business-to-business channels.

Continue to develop partnerships with key tour operators in the UK/Ireland, Germany & Japan.

Continue to support the DNE Summit and host the event in Maine in April 2015.

Continue to support international media and trade familiarization trips.

Explore emerging markets such as China and Australia.

Work with the Adventure Travel & Tourism Association to develop relationships with adventure travel tour operators, media and outdoor product retailers in core international markets to better position Maine as a key U.S. adventure travel destination.

Partner with Brand USA to maximize the effectiveness of marketing dollars.

Hire in-country representation for Maine in key overseas markets.



CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)

Group Tours, Meetings, Events and Sports Marketing

Provide support for the Maine Motorcoach Network, including, but not limited to, monthly meetings, profile book productions, sales missions and FAM tours.

Work with tour operators that already visit Maine to put an emphasis on increasing the number of nights they spend in Maine and the frequency of their visits.

Target operators selling competitive destinations and educate them on the uniqueness and marketability of a Maine trip.

Partner with local CVBs to augment and enhance their efforts to attract meetings and conventions business.

Provide support for the Maine Sports Commission to help attract new sporting events to Maine and expand/enhance existing events around the state.

Research and Analytics

Expand scope of annual visitor survey to:

Track visitation from consumer segment groups identified in the 2014 Segmentation Study

Expand geography to better identify areas of visitation growth

Measure the effectiveness of The Maine Thing advertising campaign among prospects and inquiries.

Explore new methodologies to measure effectiveness of both traditional and non-traditional media

Develop an ROI model for tracking incremental visitation resulting from paid advertising.

Gauge growth in brand awareness and consumers' understanding of brand attributes.

Explore research partnerships with Maine universities and colleges.

Conduct additional usability testing of VisitMaine.com.

Partnership Marketing

Collaborate with industry associations and stakeholders to leverage shared learning and resources.

Collaborate with the eight marketing regions to:

Enhance the Maine Tourism Marketing Partnership Program with cooperative marketing opportunities using matching funds to help bolster regional marketing budgets

Conduct quarterly meetings for information dissemination and ideation

Support key state agency partners that also market to visitors.

Develop public-private partnerships with Maine-based businesses.

Develop content-sharing partnerships with third-party publishers.

Collaborate with New Brunswick on "Two Nation Vacation" partnership opportunities.

Work in concert with Nova Star Cruises Ltd. to support ferry/cruise service between Maine and Nova Scotia.

Collaborate with Maine Woods Consortium to grow rural economic development through tourism.



CHANNEL-SPECIFIC STRATEGIES AND TACTICS (CONT.)



Maine Film Office

Develop and strengthen online marketing tools that provide filmmakers with vital information about the availability of local crew members and support services, and encourage filmmakers to hire, buy and source locally.

Expand the online location library to include the wide range of cinematically rich and authentic locations available throughout Maine; the diversity of the landscape in the different coastal and inland regions of Maine; and the topography that is uniquely Maine.

Showcase Maine as a filming location at trade shows, sales missions, film festivals and other industry events.

Proactively cultivate relationships with production companies, ad agencies, and global industry stakeholders that make filming location decisions.

Develop opportunities with domestic and international trade journals, broadcast media and film editorial media contacts to build an increased awareness about productions filming in Maine, local infrastructure and businesses that provide needed goods and services, the talented Maine film community, and the benefits of filming in Maine.

Partner with the Association of Film Commissioners International, the official professional organization for film commissioners, to participate in domestic and international marketing opportunities at key industry events to increase global awareness of the benefits of filming in Maine.

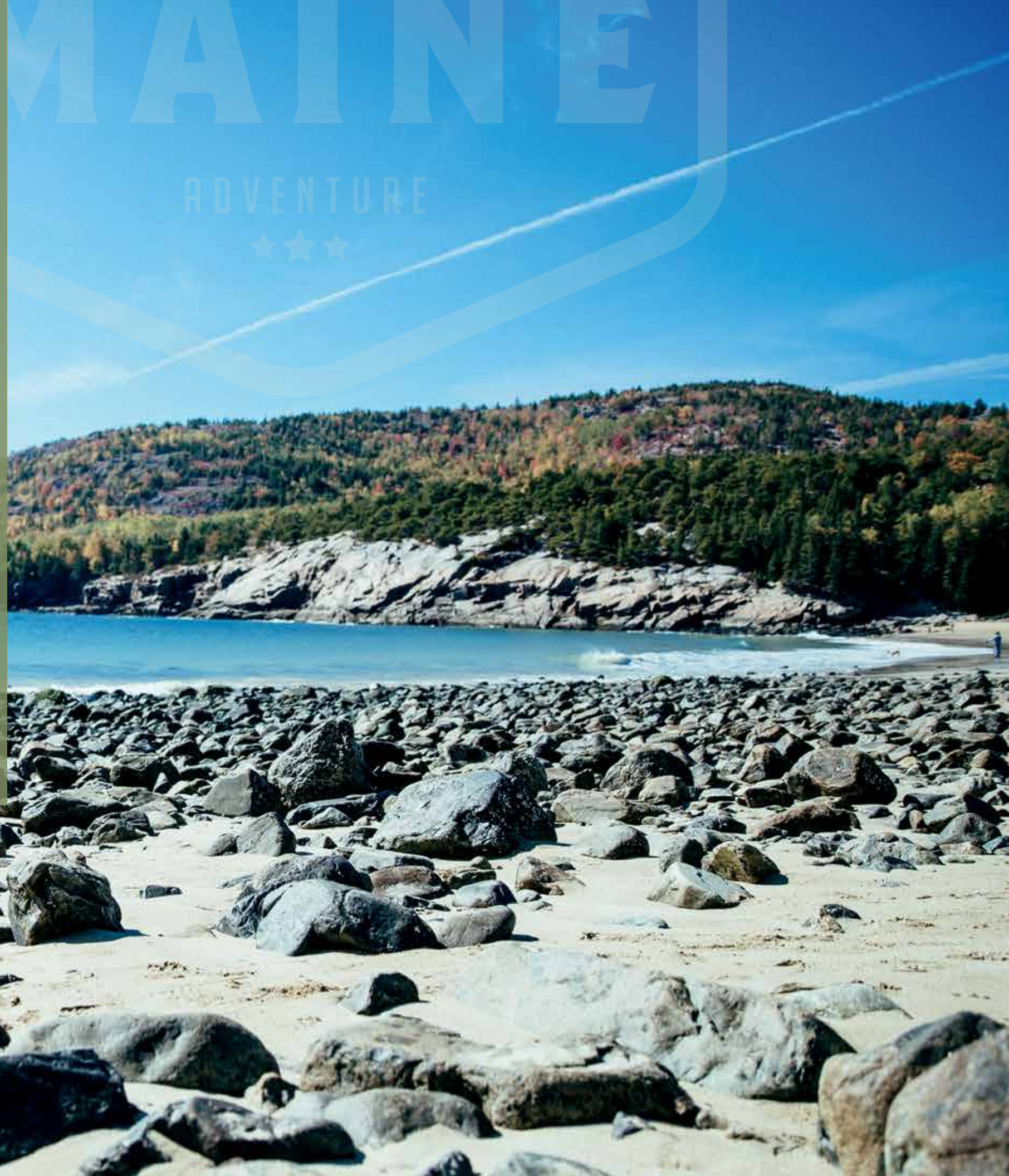
Actively participate with the Maine Film & Video Association, the Maine Arts Commission, local film festivals and other industry partners to create cooperative opportunities to promote films made in Maine and the filmmakers who choose Maine as a filming location.

Identify and foster strategic partnerships with key community leaders and organizations to create opportunities for them to promote their jurisdiction to filmmakers.

Support the growth of the local film community and provide opportunities to showcase their work and the resources they provide for all productions that film in Maine.



MOT 2015 Media Schedule



MAINE OFFICE OF TOURISM 2015 MEDIA SCHEDULE (JAN-DEC)

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER						
	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14
Washington D.C.																																																			
Washingtonian																																																			
Media Max Network Bon Appetit C.N. Traveler New Yorker Vanity Fair																																																			
Washington Post Sunday Magazine																																																			
Baltimore MNI																																																			
Luxury Elle Décor Food & Wine Real Simple Town & Country																																																			
Healthy Living Cooking Light Fitness Health Food Network																																																			
Media Max Network Bon Appetit C.N. Traveler New Yorker Vanity Fair																																																			
iMediaGroup Good Housekeeping Woman's Day Redbook																																																			
Charlotte MNI																																																			
Entertainment Entertainment Weekly People																																																			
Family American Baby Family Fun Real Simple Parents																																																			
Healthy Living Cooking Light Fitness Health Food Network Every Day/Rachel Ray																																																			
iMediaGroup Good Housekeeping Woman's Day Redbook																																																			

R E S O

MOT RESOURCES AVAILABLE TO PARTNERS

1. Take advantage of business listing enhancements on **VisitMaine.com**—**VisitMaine.com** offers tourism-related businesses enhanced features such as inclusion of photography, video and logos.

You can update your listing in the content management system at this link: <http://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 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.

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. Provide us with quality photos of your business—send rights-free photos in JPEG or TIFF format to **Greg.Gadberry@maine.gov** or call **207-624-7483**.

4. 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**.

5. Participate in domestic and international media and travel trade FAM trips—if interested, contact **Jennifer.Geiger@maine.gov**.

6. Use **VisitMaine.com/tourism** as a key information resource—there you'll find research studies, MOT presentations, marketing plans and other key sources of information relevant to the travel industry in Maine.

7. 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**.

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visitmaine.com | filminmaine.com