



## Marketing Maine: Winter 2010-2011

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There's More To Maine

# Winter Campaign 2010 - 2011

## Key Elements:

- ❖ Shop Dine Stay
- ❖ Winter Video-on-Demand
- ❖ Snow Event Promotions
- ❖ Winter Touring & Outdoor Recreation
- ❖ Snowmobile Promotion
- ❖ Valentines Getaways
- ❖ Restaurant Week
- ❖ Maine Destination Weddings



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# Shop, Dine, Stay Strategy

- ❖ November and early December is a “soft” period for tourism -- after fall foliage but before winter outdoor sporting
- ❖ Research shows that shopping is the most common activity among overnight visitors -- with 66% of Maine overnight visitors reporting that they shopped while in Maine\*
- ❖ Pre-Holiday period is the perfect time to promote shopping getaways

\* Visitor Tracking Research, 2009 Annual Report - Davidson Peterson Associates, July 2010



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## Strong Results Last Year

- Last year's "Shop, Dine & Stay" campaign drove:
  - ❖ 154% increase in total page views on Maine Getaways section of visitmaine.com (62,985 vs. 24,757)
  - ❖ 132% increase in the total number of packages and specials viewed (39,222 vs. 16,915)



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# “Maine Made Getaways”

- Promote Maine getaways during the pre-holiday period (Nov. 3 - Dec. 19)
- Spotlight Maine Made Products, cuisine, spa and accommodations
- Target neighboring markets (Boston DMA, New Brunswick) and in-state
- Media mix, online and retail/travel print targeting females 25-64



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Online: Nov 3 - Dec 19

### Boston DMA

Boston.com:

Animated display ads,  
Mobile marketing,  
Email broadcasts  
3.8 million impressions

Facebook.com --  
Geo-targeted, women  
25-64, Interests =  
shopping, travel, spas



### New Brunswick

Canadaeast.com:

Animated display ads,  
1 million impressions

Accuweather.com:

Animated display ads,  
490,000 impressions

### Maine

PressHerald.com,  
SunJournal.com,  
BangorDailyNews.com

Animated display ads,  
938,000 impressions



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Boston Globe  
Magazine  
Nov 14

*'Tis the Season for a*  
**Maine-Made Getaway**



The authentic Maine shopping experience blends irresistible, artisan-made treasures with culinary adventures and comfortable, rejuvenating accommodations. More than 300 getaway packages are available right now at [VisitMaine.com](http://VisitMaine.com)



**HOLIDAY FESTIVITIES**

Country Christmas in Bethel. .... Nov. 26 – Dec. 24  
Christmas Prelude  
Kennebunkport ..... December 2-12  
Village Holidays &  
Midnight Madness, Bar Harbor .... December 3  
Mountain Holly Days  
Rangeley ..... December 10-12

For a complete listing of holiday events, go to [VisitMaine.com](http://VisitMaine.com)

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## *'Tis the Season for a* **Maine-Made Getaway**



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Boston Globe Sunday Travel / Explore New England - Nov 21, 28, Dec 5, 12

New Brunswick Telegraph Journal - Nov 6, 13, 20, 27, Dec 4, 11



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# Winter VOD

Video On Demand



- ❖ Comcast Digital Subscribers (1.4 million)
- ❖ Boston - Providence
- ❖ 2- 3 minute video promoting Maine as an exciting, fun winter destination with More to offer (Shopping, dining, outdoor recreation)
- ❖ January thru March



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# Snow Event Promotions

## Online and Radio:

- ❖ Triggered upon each of the first 3 significant snowfall events in Maine
- ❖ “Takeover” strategy - expandable display ad, Boston.com home page and ROS
- ❖ Three-day radio buy on selected Boston stations
- ❖ Facebook advertising
- ❖ In-state online - Maine newspaper sites



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# Winter Touring & Outdoor Recreation

Supporting winter shopping, dining, relaxation, skiing, boarding, & fun:

- ❖ Online - OnTheSnow.com, display ads, geo-targeted MA, CT, RI, Quebec, 1.4 million impressions, Jan & Feb
- ❖ Online - Boston.com, display ads, Boston DMA, 5 million impressions, Jan-Mar
- ❖ Email Blast, OnTheSnow.com opt-in list, 190,000
- ❖ Boston Globe - “Chill” special section (Ski & Board Expo), Nov. 7
- ❖ Boston Globe - “Ski & Sun Winter Getaways” special section, Jan. 9
- ❖ Boston.com SkiMail - 3 broadcasts to 60,000 opt-in skiers, Jan 10, 24 and Feb 21
- ❖ Down East - November and December issues, half-page spreads



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# Snowmobile Promotion

## Magazine & POS Promotion:

- ❖ American Snowmobiler, half-page spread, Jan. & Feb. issues
- ❖ Point Of Sale promotion / collateral -- at Massachusetts/ Connecticut/Rhode Island and New Hampshire snowmobile dealers, counter display, take-one promoting Maine / Maine trails



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# Valentines Getaways

## Online and Newspaper:

- ❖ Boston.com, 3 weeks prior to Valentines Day, 1 million impressions
- ❖ Facebook advertising, 3 weeks prior to Valentines Day
- ❖ Boston Globe, 3 insertions, Sunday Travel, Jan. 23, 30, Feb. 6,



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# Restaurant Week

## Online:

- ❖ Boston.com, 3 weeks prior to Restaurant Week (March), 1 million impressions
- ❖ Facebook advertising, 3 weeks prior to Restaurant Week



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# Maine Destination Weddings

Promoting Maine to Brides-to-be:

- ❖ Down East “Maine Vows” Wedding insert, Jan. issue
- ❖ Real Maine Weddings - 2011 annual edition, half-page spread
- ❖ Boston Globe, New England Weddings special section, Feb 6



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# Core Winter - Print



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**Maine. Another word for "one of a kind."**

The authentic Maine shopping experience blends irresistible, artisan-made treasures with culinary adventures and rejuvenating spa getaways. Discover — there's more to Maine at [VisitMaine.com](http://VisitMaine.com)

**More To Do**

- Maine Brewers Festival, Portland  
November 5 & 6
- Country Christmas in Bethel  
November 26 – December 24
- Lighting of the Nubble, York  
November 27
- The Wyeths' Wyeths  
Farnsworth Art Museum, Rockland  
Through December 31

Get more at [VisitMaine.com](http://VisitMaine.com):

- Over 300 **Maine Getaways** value packages
- FREE 2010 Maine Travel Planner



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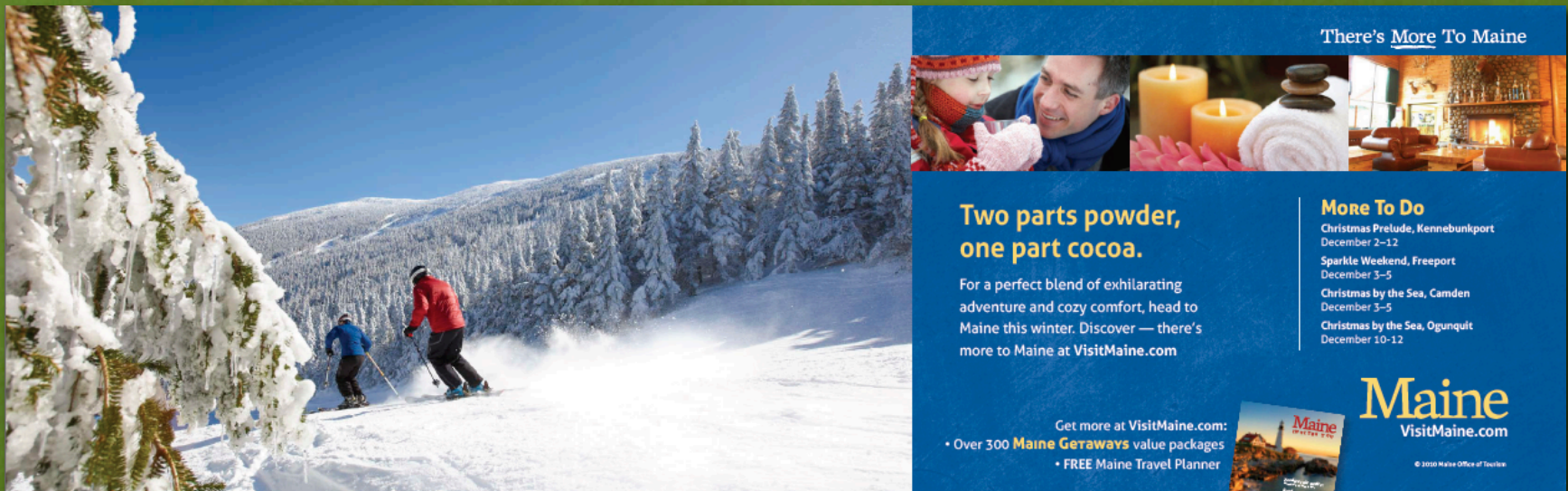
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# Core Winter - Print



There's More To Maine

**Two parts powder,  
one part cocoa.**

For a perfect blend of exhilarating adventure and cozy comfort, head to Maine this winter. Discover — there's more to Maine at [VisitMaine.com](http://VisitMaine.com)

**More To Do**

- Christmas Prelude, Kennebunkport  
December 2–12
- Sparkle Weekend, Freeport  
December 3–5
- Christmas by the Sea, Camden  
December 3–5
- Christmas by the Sea, Ogunquit  
December 10–12

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# Core Winter - Print



There's More To Maine

**Room to ride. Rooms to relax.**

With thousands of miles of groomed, inter-connected trails to explore, plus great food, festivities and comfortable accommodations along the trail, Maine is a snowmobiler's dream. Discover — there's more to Maine at [VisitMaine.com](http://VisitMaine.com)

**More To Do**

- Snowmobile Snodeo  
Rangeley, January 20–22
- Maine Lakes Musher's Bowl,  
Bridgton, January 22–23
- Annual Snowfest  
Norway, January 29–30
- International Snowmobilers Festival  
Madawaska, February 4–6
- Caribou Winter Carnival  
& Snowmobile Festival, February 11–13

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# Mobile Marketing



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# Mobile Marketing - By The Numbers

- Nearly 40% of all consumers have a smartphone
- 45 million smartphone users in U.S. (Up 21% in Q1 2010)
- 3 billion apps downloaded in 1.5 years (compare to 1.4 billion web sites in existence)
- Mobile traffic expected to grow 40X in next 5 years
- 40% of smartphone users research travel on their device

Sources: ComScore, CODA Research Consultancy, AdMob



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# First App for Maine Office of Tourism

- ❖ Must be brand-centric
- ❖ Should engage and involve prospects
- ❖ Must have “buzz” factor -- interesting and fun
- ❖ Has to connect people to Maine places
- ❖ Must provide legitimate value / functionality
- ❖ Objective = Overnight and day visitors



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What has 2 claws, 10 legs and millions of fans?



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For generations, families up and down Maine's coast have made lobstering a way of life, harvesting millions of pounds of the authentic Maine crustacean that contributes so significantly to the state's economy. The lobster is one of Maine's most enduring

icons—a symbol of both our fishing industry heritage and our world-renowned seafood. Today, modern lobster harvesters still operate in traditional ways, while leading the nation in conservation and sustainability practices, ensuring the future of a vital Maine industry.



## Maine Lobster Guide

Introducing a new smart phone app that will satisfy your appetite for all things Maine Lobster. Download the new Maine Lobster Guide for instant info about:

- Eating, buying and shipping Maine Lobster
- Maine getaway packages
- Delicious Maine Lobster recipes
- Maine Lobster events
- Maine Lobster facts
- Maine Lobster tales

Learn more about the new Maine Lobster Guide at [VisitMaine.com](http://VisitMaine.com)

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Thank You



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