

Maine

Regional Advisory Committee

MOT Update 6/18/15

Creative & Content Update

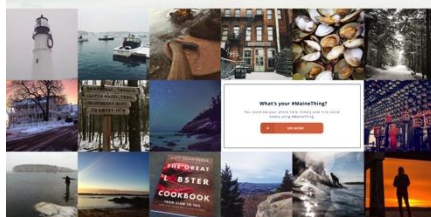
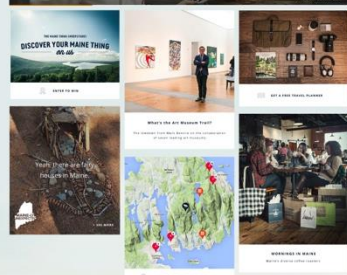
Overarching Strategy

- Develop content to reach customer segments based on their motivating triggers in order to drive our desired response:
 - Put Maine on short list
 - Select Maine
 - Plan to stay longer, spend more money
 - Share experiences, become an advocate
- Create content that resonates with our customer segments, in a variety of formats conducive to their desires, and appropriate for the environment in which it's being consumed
- Create as many touch points with the consumer as possible (to drive conversion to visitation)

Website

- Develop new content that resonates with customer segments based on their motivating triggers
- Provide users less familiar with Maine, easy access to recommended experiences
- Use direct, actionable language
- Update content more frequently to keep the homepage fresh
- Encourage users to engage with brand via UGC/social
- Cross-promote content being served in other channels (i.e. Consumer email content)

I enjoy:	Roughing it and mixing with the locals	✓
I am interested in:	Backpacking and mountain biking	✓
and:	Seeking out remote lighthouses	✓



I enjoy:	Roughing it and mixing with the locals	✓
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and:	Seeking out remote lighthouses	✓

and: Seeking out remote lighthouses

I enjoy:	Roughing it and mixing with the locals	✓
Invested in:	Backpacking and mountain biking	✓
and:	Seeking out remote lighthouses	✓

Below are recommendations for you. To view more of your customized recommendations, [click here](#).



● 2013 年 12 月 15 日 星期日 15:00:00 第 1000 次 10.0.0.1

between species is strongly clustering based
of the growing and expanding
industrial forests.

Website Discovery Results Page

[Get our free TRAVEL GUIDEBOOK](#) | [EMAIL SIGN-UP](#)

Maine

- THINGS TO DO
- PLACES TO GO
- WHERE TO STAY
- PLAN YOUR VISIT
- TRIP BUILDER
- SEARCH

Discovering your Maine Thing starts here.

I enjoy:	Roughing it and mixing with the locals	▼
I am interested in:	Backpacking and mountain biking	▼
and:	Seeking out remote lighthouses	▼

Congratulations. You're on your way to discovering your Maine Thing.
We've hand-selected these top picks just for you.

Top Recommendations for you:

THE ONLY PLACE FOR FRESH MAINE LOBSTER

Maine lobster is the starring item on menus at sophisticated restaurants throughout the state, as well as at rough-hewn shanties with picnic tables set along the coast. To many people, it just...

SCENIC BYWAYS

Only 150 roads in the United States have been designated National Scenic Byways or All-American Roads and Maine boasts four of them. Each of Maine's scenic byways includes archaeological, cultural...

WINDJAMMER CRUISES

The old timbers creak and the deck sways. Tall masts soar overhead. Huge sails luff and flap in the wind. The clean salty smell of the sea washes over you. In the distance, a schooner is bent over in the breeze...

MAINE'S SEA-TO-TABLE MOVEMENT

Although the "sea-to-table" movement doesn't get as much media attention as the "farm-to-table" movement, it serves as the bedrock of Maine's coastal communities in the same way farms...

THE GREAT MAINE LOBSTER ROLL DEBATE

Maine lobster is celebrated from sea to table throughout the state, but that doesn't mean the tasty crustacean doesn't come served with a side of controversy. Like every iconic local dish...

EXPLORE LIGHTHOUSES

Carved by glaciers thousands of years ago, Maine's coastline is a jumble of points, passages, bays, inlets, coves, and fjord-like fingers of land reaching into a sea dotted by hundreds of little islands, ledges...

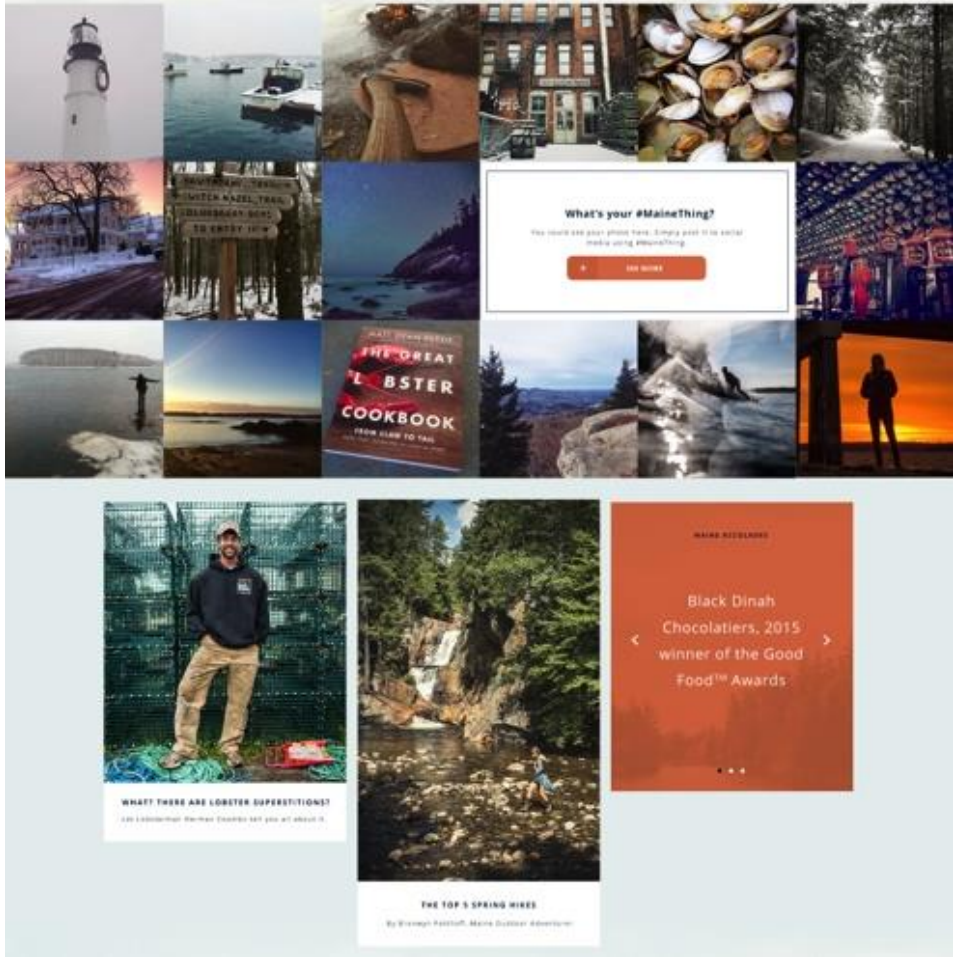
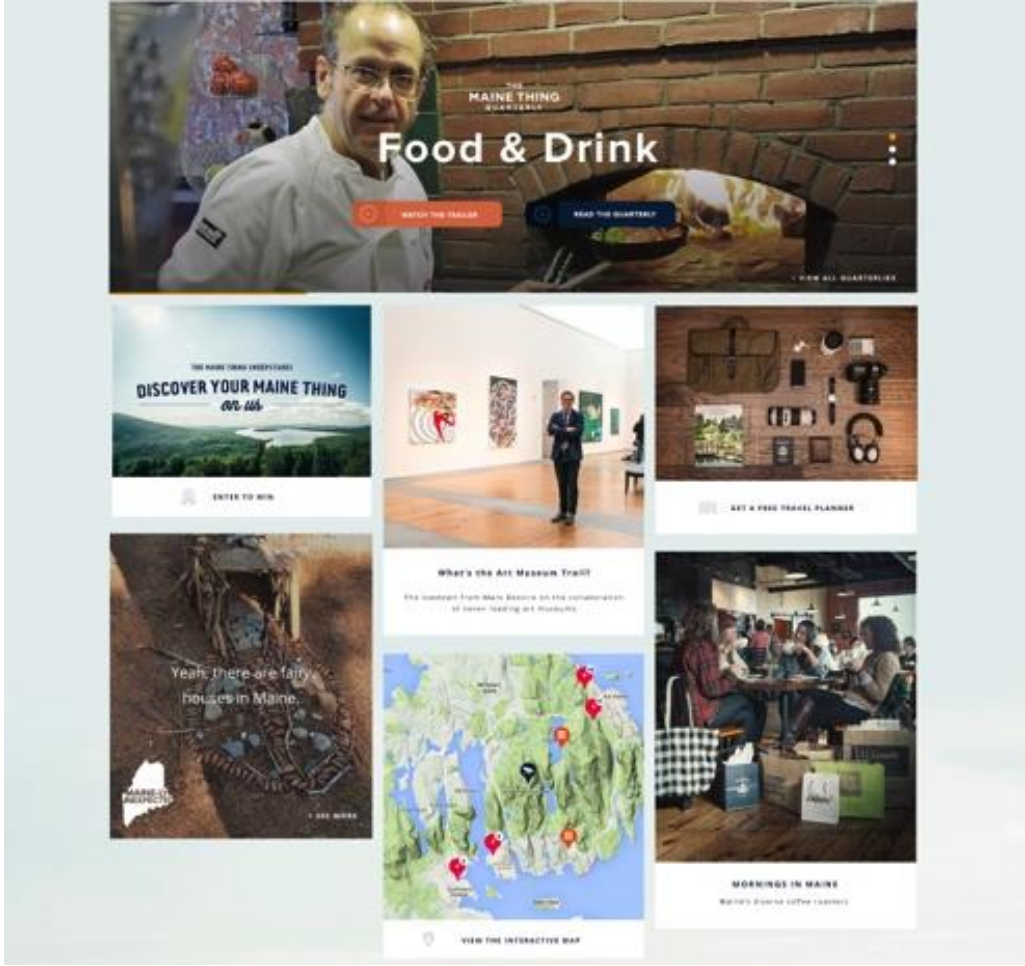
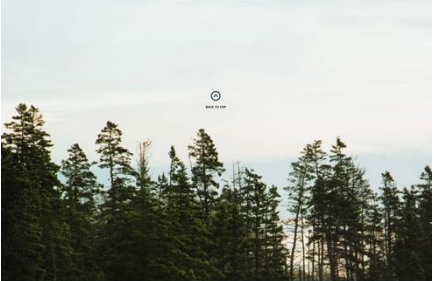
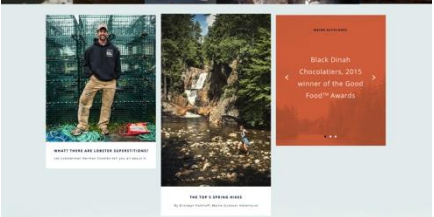
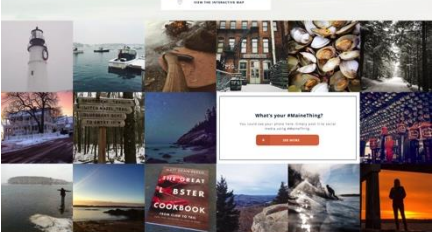
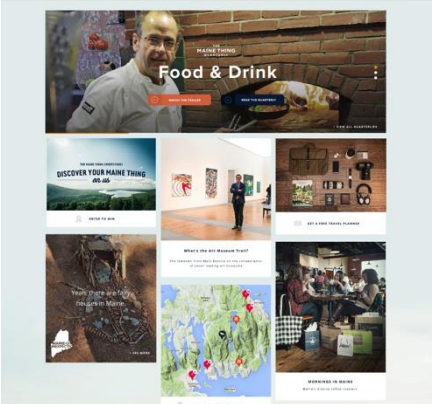
You Might Also Like:

CAPE NEDDICK "NUBBLE" LIGHT

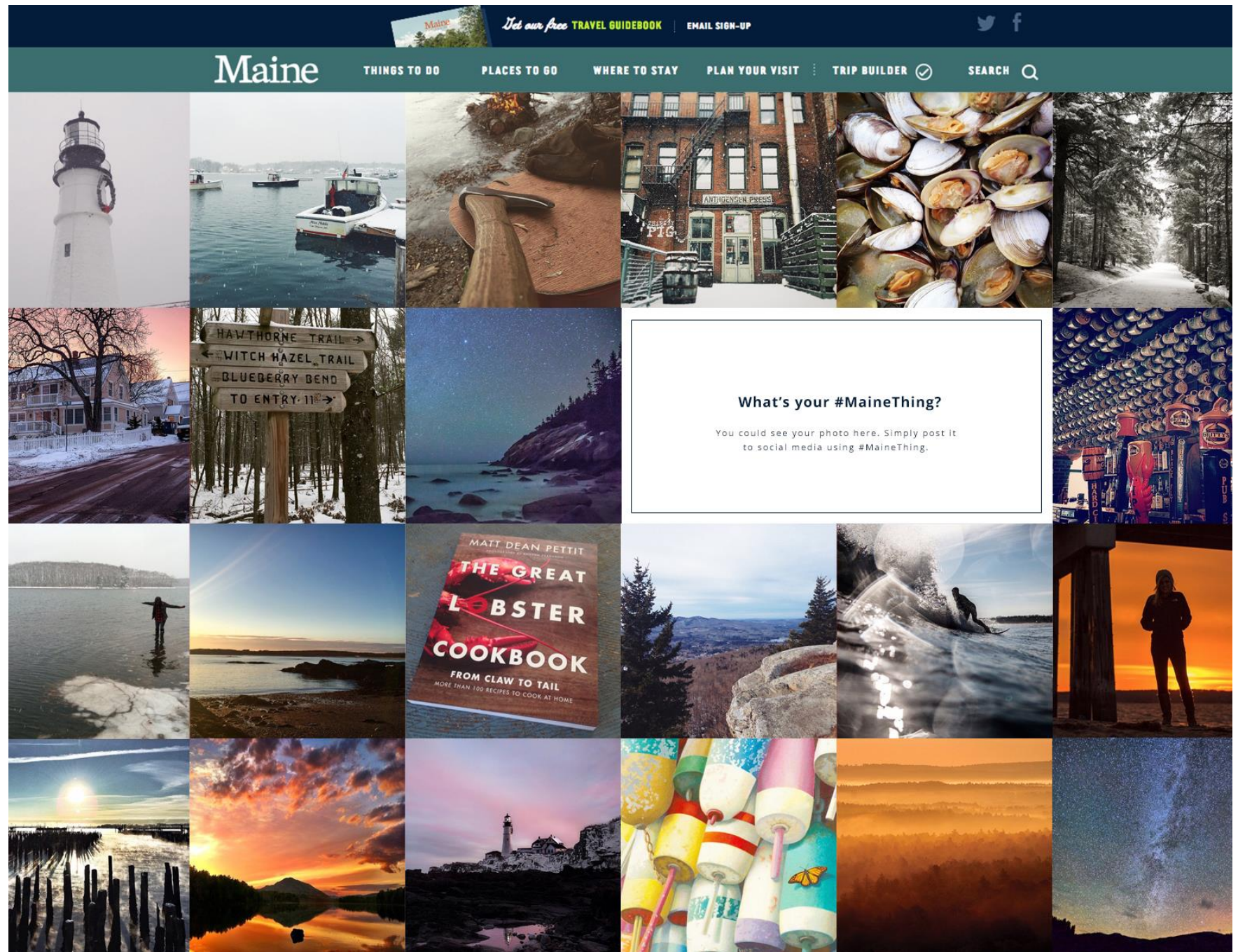
Cape Neddick Lighthouse, often called "Nubble Light," was completed in 1879. The picturesque and often-photographed light-house features a...

ODYSSEY WHALE WATCH

We offer a number of activities including salt water fishing, whale watching, scenic harbor cruises, dinner cruises, lobster bakes, and trolley tours. Available for private charters...



Website UGC Page



Website Partnerships

DownEast

Yankee

Maine Magazine

The screenshot displays the 'Maine Sightseeing' website. The header features the 'Maine' logo and navigation links: 'THINGS TO DO', 'PLACES TO GO', 'WHERE TO STAY', 'PLAN YOUR VISIT', and 'TRIP BUILDER'. A search bar is also present. The main banner image shows two binoculars framing a scenic view of a lake and forest. The word 'Sightseeing' is written in a large, elegant script across the banner.

Below the banner, the page is organized into several sections:

- KID-FRIENDLY MAINE DAY TRIPS**: This section includes a link to 'PLAY BALL! DownEast 137' and a description of 'DOWNEAST THE MAGAZINE OF MAINE', stating it 'evokes and illuminates the spirit and culture of Maine at its best.' Below this, there are three featured locations:
 - BOOTHBAY RAILWAY VILLAGE**: Described as an authentic steam locomotive for rides all summer long, with details on Family Fun Day, scavenger hunts, and fire truck rides.
 - MAINE DISCOVERY MUSEUM**: Features interactive exhibits on art, science, and dinosaurs.
 - MAINE WILDLIFE PARK**: Offers up-close views of 30 different native Maine species.
- RELATED BUSINESSES & ORGANIZATIONS**: A grid of links to various outdoor and travel businesses, including Northern Outdoors - Hiking, Robertson Sea Tours & Adventures, Backcountry Expeditions, Water Walker Touring Kayaks, Acadia Mountain Guides Climbing School, Greenville Inn at Moosehead Lake, Penobscot Adventures, and Excursions-Coastal Maine Outfitting Co.
- RECENTLY VIEWED**: A list of recently viewed articles, including 'TREK ACROSS MAINE', 'BRONWYN POTTHOFF', 'HIKING', 'WHITewater KAYAKING', 'ON THE WATER', 'OUTDOORS ADVENTURE', 'BANGOR', 'DOWNEAST AND ACADIA', and 'OCEAN WOODS RESORT'.
- TRIP IDEAS**: A section with images and descriptions of various trip ideas, including 'ROCKLAND, BREMEN AND NEW HARBOR', 'RICHMOND AND HALLOWELL', and 'VIEW MORE TRIP IDEAS'.

Website Quarterly







THE
FOOD YOU'RE
GETTING DID NOT
TRAVEL THREE
THOUSAND MILES.
IT TRAVELED A
COUPLE OF MILES.
IN OUR CASE, IT'S
EIGHT-TENTHS
OF A MILE.

As Chef Altiero describes it: "In many, many places in Maine—whether it's Bar Harbor, Belfast, Damariscotta, Portland, wherever it happens to be—the food you're getting did not travel 3,000 miles. It traveled a couple of miles. In our case, it's eight-tenths of a mile."

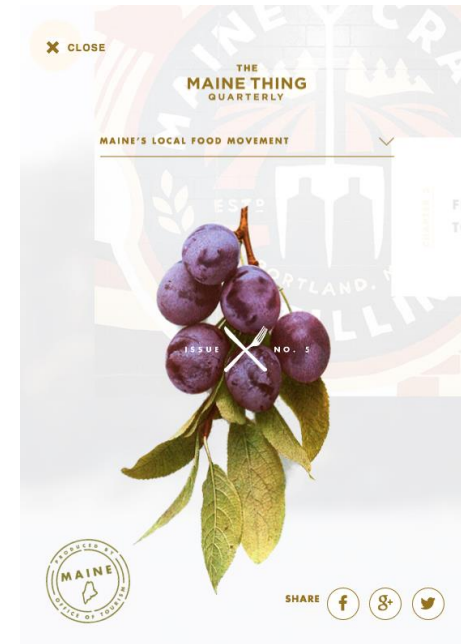


Oysters—They're Not Just for Rockefellers

It's a nice fringe benefit, having the world's second-largest ocean in your backyard. And even better when that ocean is home to some of the best sustainable food on the planet. Take oysters, for one ... although oyster lovers are inclined to indulge in a significantly higher number.

Because of the relatively chilly water in the depths off the Maine coast, the local wild oyster population does not reproduce in great numbers. But Maine's inner coastal waters provide excellent conditions, with all the creature comforts to make a farm-grown Maine oyster as happy as a ... well, we'll get to that other sea creature later.

So what exactly makes Maine oysters so special, other than the honest, friendly personalities they have in common with all native Mainers? The husband and wife team of Eric Horne and Valy Staverlynck weighed in on the subject. Their company, Maine Oysters, Inc., harvests between 200 and 250



Quarterly Promotion

Maine

VISITMAINE.COM

HELP US PROMOTE



This issue of the Maine Thing Quarterly follows an intrepid group of modern-day explorers as they retrace Thoreau's route from Bangor to Eagle Lake and back. It's all in celebration of the 150th anniversary of the publication of his seminal book, "The Maine Woods." Just as Thoreau did in 1857, this group of academics, Penobscot tribal historians and wilderness guides experienced the region's transcendent wilderness, learned about the Wabanaki, Maine's Native people, and, ultimately, gained insight into themselves.

This is an immersive, media rich experience that allows you to step into a part of America's wilderness that is unchanged by time.



DIGITAL CONTENT KIT

In an effort to help you keep content fresh on your website, blog or social channels, (and to help us spread the word) we're making assets from the Issue available for you to share. Log on to visitmaine.com with password ThoreauPromo to download video content, photography, social posts and a campaign badge.



GET YOUR CONTENT KIT

CONNECT WITH VISIT MAINE



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In an effort to help you keep content fresh on your website, blog or social channels, (and to help us spread the word) we're making assets from the Issue available for you to share. Log on to visitmaine.com with password ThoreauPromo to download video content, photography, social posts and a campaign badge.



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YouTube

Upload

VisitMaine.com

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Uploads Date added (newest - oldest) Grid

2015 TV Spot: Space
3 views • 3 hours ago

2015 TV Spot: Curiosity
2 views • 3 hours ago

The Maine Thing
120 views • 1 month ago

Thoreau-Wabanaki Trail: Trust and Respect for the...
58 views • 3 months ago

Thoreau-Wabanaki Trail: Guided Adventures in Main...
20 views • 3 months ago

Thoreau-Wabanaki Trail: Jarrod and Dom's Big Guide...
16 views • 3 months ago

Thoreau-Wabanaki Trail: The Beauty and Vastness of the...
26 views • 3 months ago

Thoreau-Wabanaki Trail: A Frog's Eye View, Thoreau th...
126 views • 3 months ago

Thoreau-Wabanaki Trail: Thoreau and His Indian...
41 views • 3 months ago

Thoreau-Wabanaki Trail: Deep Respect for the Rapids
11 views • 3 months ago

Thoreau-Wabanaki Trail: What the Poet Sees
17 views • 3 months ago

Thoreau-Wabanaki Trail: The Trip Begins
9 views • 3 months ago

WATCHED

WATCHED

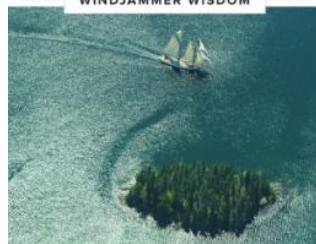
E-mail Marketing

- Create calendar around content that resonates with our customer segments
- Add more features and detailed content because consumers are using them during active planning as well as in-destination
- Improve opportunities for sharing
- Use typing tool as part of opt-in process to begin segmenting the database so we can eventually deploy fully custom emails
 - Revisit the form so that we don't continue to collect data we're not using
- Deploying targeted emails to industry partners to help promote Quarterly website
- No more single themed emails, they are too narrow in scope
- Include a range of both long-term and short-term topics

Email Consumer

Maine FORWARD EMAIL | VISITMAINE.COM

WINDJAMMER WISDOM



WHAT YOU NEED TO KNOW

FROM MEG MAIDEN OF THE MAINE WINDJAMMER ASSOCIATION AND CAPTAIN BARRY KING [SEE MORE](#)



UPCOMING EVENTS

DECLARATION OF FERMENTATION:
May 23-24
Boothbay Harbor

KITTERY BLOCK PARTY:
June 20
Kittery

MOOSE FESTIVAL & MOOSE LOTTERY:
June 12-14
Bethel

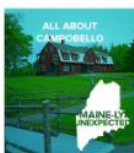
BLISTERED FINGERS BLUEGRASS FESTIVAL:
June 17-20
Litchfield

GREAT FALLS BREWFEST:
June 20
Lewiston

DAMARISCOTTA PIRATE RENDEZVOUS:
June 20
Damariscotta



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THE MAINE THING SWEEPSTAKES
DISCOVER YOUR
MAINE THING
ON US

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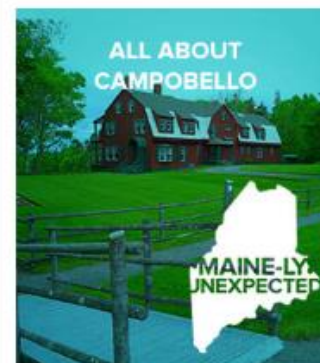
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5 ACADIA MUST-SEES



CADILLAC MOUNTAIN, ACADIA NATIONAL PARK

FROM OUTDOOR ENTHUSIAST AND LIFELONG AFICIONADO OF ACADIA NATIONAL PARK, PHIL SAVIGNANO [SEE MORE](#)

WILD WHITEWATER
KAYAKING THE RAPIDSUNIQUELY MAINE
SHOPPING EXPERIENCESHOME TO THE MASTERS
MAINE'S ARTIST STUDIOSFIELDS OF SWEET
MAINE'S WILD BLUEBERRIESUPCOMING
EVENTS

BANGOR BEER FESTIVAL:
June 20
Bangor

WHOOPIE PIE FESTIVAL:
June 27
Dover-Foxcroft

MAINE INTERNATIONAL FILM FESTIVAL:
July 10-19
Waterville

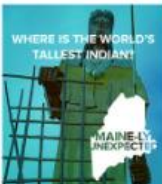
NATIVE AMERICAN FESTIVAL & BASKETMAKERS MARKET:
July 11
Bar Harbor

HERMIONE VISIT TO CASTINE:
July 11-15
Castine

IBERDROLA TALL SHIPS PORTLAND 2015:
July 18-20
Maine State Pier, Portland



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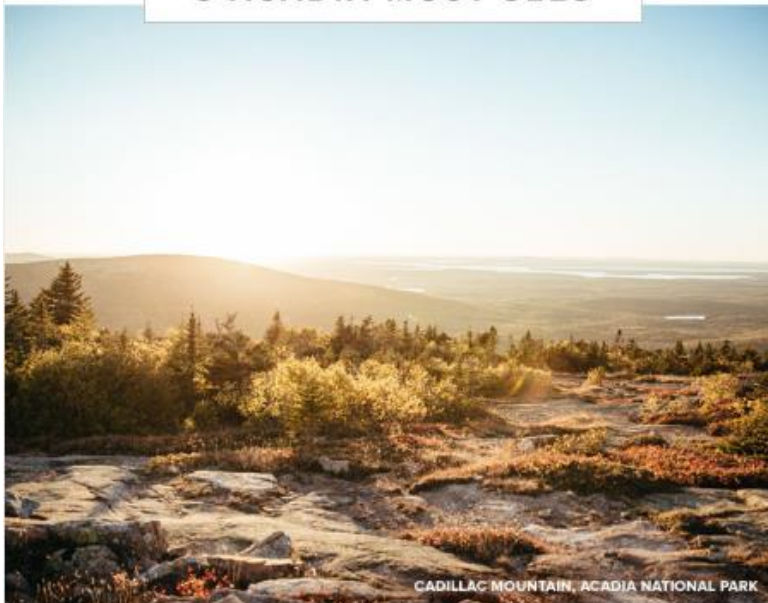


THE MAINE THING SWEEPSTAKES

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CADILLAC MOUNTAIN, ACADIA NATIONAL PARK

FROM OUTDOOR ENTHUSIAST AND LIFELONG AFICIONADO OF ACADIA NATIONAL PARK, PHIL SAVIGNANO [SEE MORE](#)

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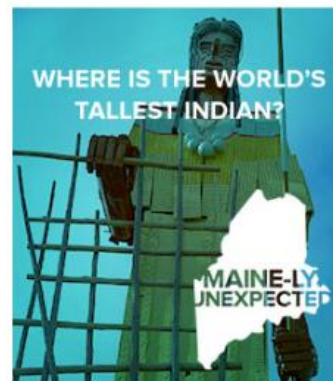
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THE MAINE THING SWEEPSTAKES

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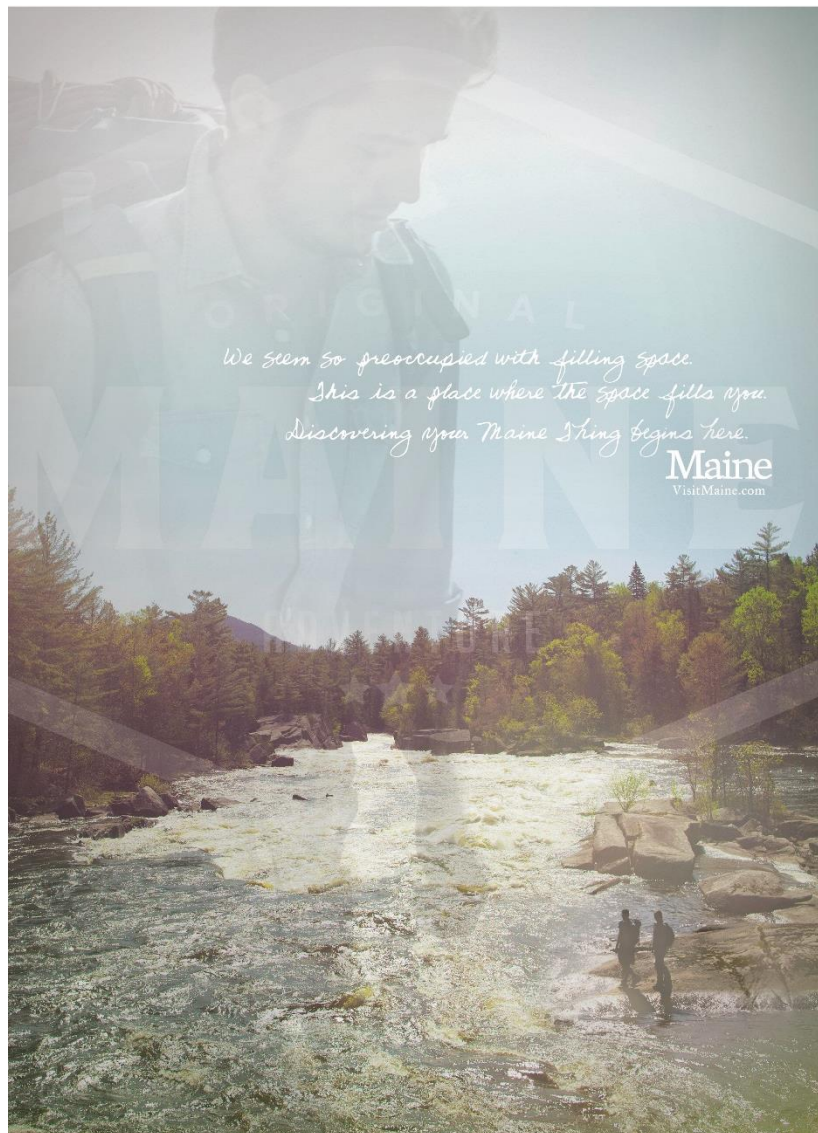
- Work that resonates on a personal level and transcends the “stuff”
- Is attention getting
- Captures the essence and beauty of Maine
- Language around The Maine Thing
- Has a clear call-to-action
- Use language, messaging and photography that we know appeals to our customer segments, and customize where needed
- Evolve the campaign so it stays fresh and relevant
- Work harder to set Maine apart from the competitive set



*A sense of awe hit me as quickly
as the air hit my lungs.*

Discovering your Maine Thing begins here.

Maine
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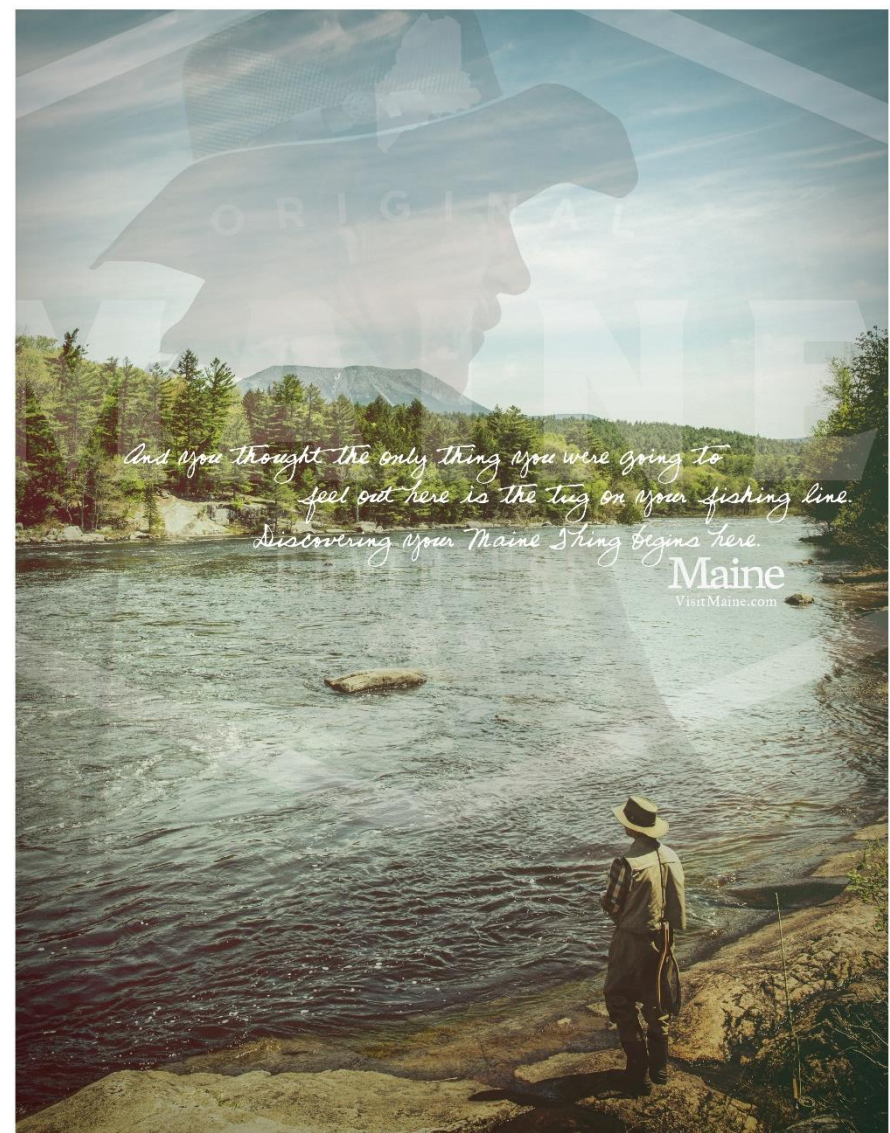


We seem so preoccupied with filling space.

This is a place where the space fills you.


Discovering your Maine Thing begins here.

Maine
VisitMaine.com




*And you thought the only thing you were going to
feel out here is the tug on your fishing line.*
Discovering your Maine Thing begins here.

Maine
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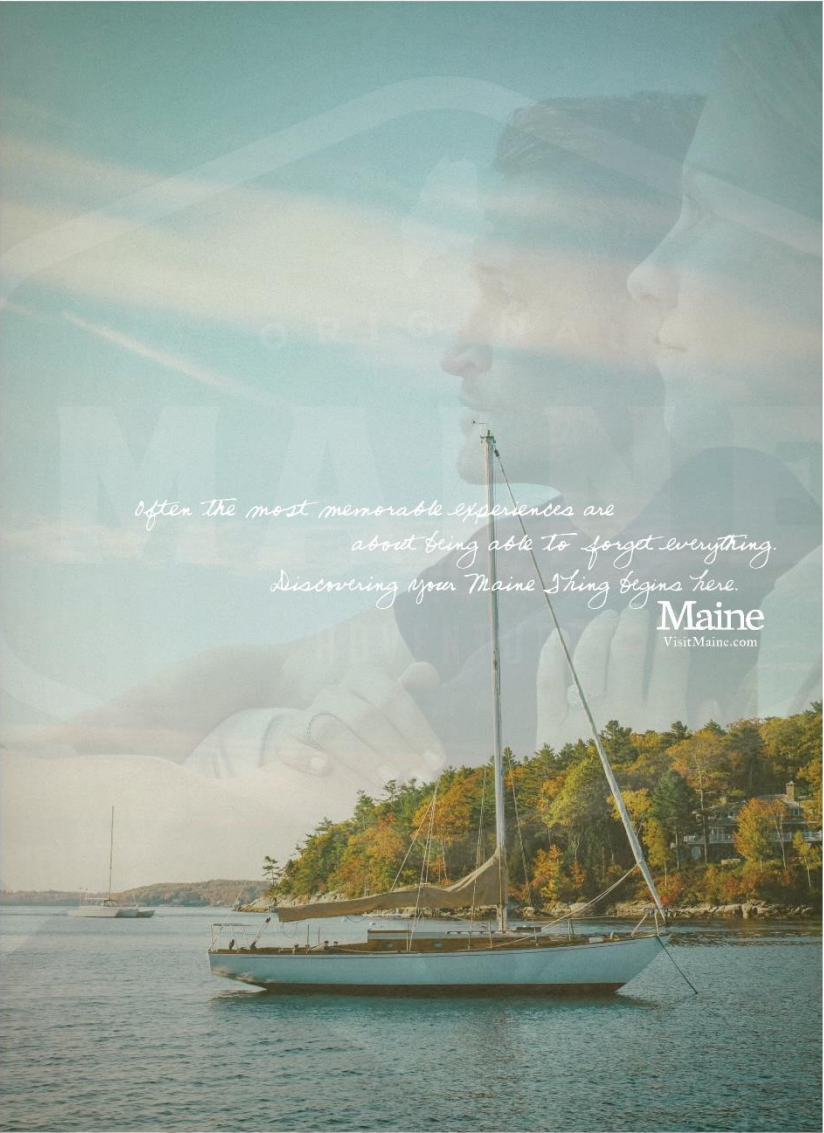
*There was a moment when someone asked, "Which way?"
Then we realized there was no wrong answer.
Discovering your Maine Thing begins here.*

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*We looked around and thought, it's not often our
curiosity gets to run around unsupervised.
Discovering your Maine Thing begins here.*

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*Often the most memorable experiences are
about being able to forget everything.
Discovering your Maine Thing begins here.*

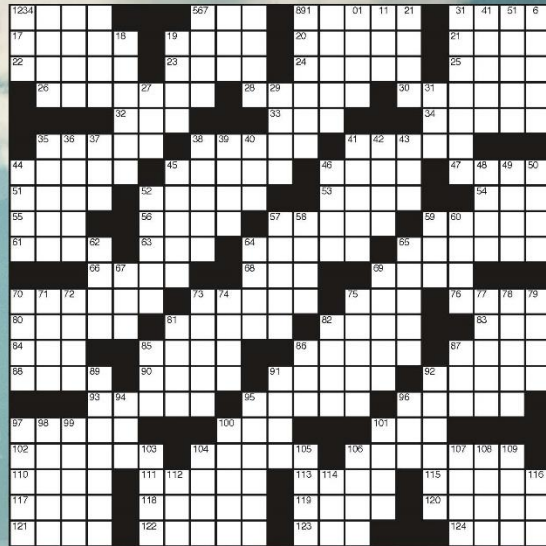
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ACROSS

1. Down ____ (Maine nickname)
5. Join a ____ Club at a Maine public house
8. Peaks Island, the most populous island in ____ Bay
13. Classic Wiscasset roadside eatery; ____ Fats
17. Bashful, Dopey or Doc
19. Fish in a melt
20. Illinois city
21. Equally divided
22. Prefix with logical or economic
23. Sushi bar soup
24. Maine's state animal
25. Contributed
26. ____ roll (Maine dish)
28. ____ to (paved the way for)
30. The only national park in New England
32. Beachgoer's acquisition
33. ____ XING (street sign)
34. Knight's mount
35. Maine artist Winslow ____
37. Former Maine Senator William ____
41. Quietly implied
44. Stephen ____ (oldest operational schooner in Rockland)
45. Maine soft drink
46. Tree on Maine's flag
47. "Look ____," (Misty) opening
51. Presidential office shape
52. Makes the scene
53. Not fooled by
54. Rogue computer in "2001"
55. May honoree
56. Mideast's Gulf of ____
57. Farmland units
59. Black ____ (University of Maine football team)

Discovering your
Maine Thing begins here.
VisitMaine.com

61. Strikebreaker
63. Maine Coon, for one
64. Spoiled kids
65. "Hawkeye" ____ (fictional character from Crabapple Cove, Maine)
66. Airline to Israel
68. Extra NFL periods: Abbr.
69. Trudge through mud
70. Lake with finest brewing water in the world
73. Metallic waste
75. Bearded antelope
76. Cutty ____ (historic clipper ship)
80. Paperless exams
81. Very small
82. Internet journal
83. Break a Commandment
84. Tree in Maine forests
85. Really steamed up
86. Hair above the eyes
87. TV show recorder
89. Prefix meaning "trillion"
90. Resident of northern Iraq
91. Kickback, e.g.
92. End-of-book list
93. Come together here for the Common Ground Country Fair
95. Northern Maine's Seeds of ____ (Maine summer camp that brings Palestinian and Israeli children together)
96. Key in
97. River through Russia
100. "____ voyage!"
101. Mouse surface
102. In the neighborhood
104. Lewiston, Maine college
106. "The Most Northeastern City in the United States"
110. Baseball's Portland Sea ____
111. Scarlett at Tara
113. Rights advocacy org.
115. Health insurance giant



117. "What's ____ for me?"
118. ____ Cove, Maine (setting of "Murder, She Wrote")
119. ____ Dow, Maine's "Father of Prohibition"
120. Sharply dressed
121. ____ Lisa (da Vinci masterpiece)
122. ____ pool (old of office group)
123. Shade tree
124. Lunchtime for many
125. Utter chaos
126. Milla or Sasha
127. Country great Tillis
128. Halley's, for one
129. Yoked beasts
130. Towel word
131. Pitchfork prongs
132. Hobby farm bugs
133. Top exec
134. ____ of Maine (toothpaste brand)
135. Most common, statistically
136. Old ____ (Portland business district)
137. "____ she blows!"
138. Artist Chagall
139. "____ or ____" (threat ender)
140. Chocolatier's raw material
141. Pretentiously showy
142. Elliot of the Mamas and the Papas
143. Life story, for short
144. Brain scans: Abbr.
145. Bangor, Maine college
146. Timely benefit
147. Publicises, slangily
148. Some NFL linemen
149. Former Maine senator
150. Olympia ____
151. Easily molded
152. One of the HOMES lakes
153. Roseanne of comedy
154. Fictional Maine town in many Stephen King tales
155. Saxophonist's buy
156. Yarmouth, home to the world's largest rotating
157. Out of the way
158. Sunday ____ (Maine ski resort)
159. Fort ____ State Park, on the Penobscot River
160. Track tipster
161. ____-a-brac
162. You can do this at Sugarloaf
163. Bikini top
164. Blaster's need
165. Capital of Maine
166. Nota ____ (take notice)
167. Skowhegan, home of the world's tallest ____
168. A Bobsey twin
169. The Maine ____ Blossom Festival, in Fort Fairfield
170. Corn serving
171. "Barbarella" director Roger
172. University of Maine city
173. Go online
174. Snoopy's foe, the Red ____
175. Bangor's 31-foot-tall resident ____ Bunyan
176. M.D.'s, informally
177. Ruth of Copperstown
178. Having all one's marbles
179. Chowder morsel
180. Freeport's oldest outfitter; L.L. ____
181. Director Preminger
182. "Do ____ others ____"
183. Derby or bowler
184. Animation frame
185. "Atlas Shrugged" novelist Rand

Stumped? Get the answers at visitmaine.com/crossword.

Get more from TRAVEL GUIDES EMAIL SIGN-UP

WELCOME, CROSSWORD PUZZLE FANS

If you're looking for help with the Maine-themed crossword puzzle you've come to the right place. If you're looking to know more about some of the Maine Things included in the puzzle, click the links in the notation.

THE MAINE THING SWEEPSTAKES

DISCOVER YOUR
MAINE THING
ON US

ENTER TO WIN





Digital Banners



Digital Native



By DFG Staff
June 03, 2015

June 23, 2015

 SHARE THIS TWEET THIS PIN IT

g+ SHARE THIS



The Thoreau-Wabank Trail in Maine is more than a foray into nature. For the American writer, philosopher and naturalist Henry David Thoreau, this trek through the woods was an inspiration and an opportunity to find true inner-peace. It was here that Thoreau encountered a spectacular natural world as primordial as it was pure, as rugged as it was pristine. Famed for his devotion to the outdoors and his determination to explore a simple, self-reliant and freedom-seeking existence, this journey of self-exploration resulted in, "The Maine Woods."

More than 150 years after its publication, intrepid groups of modern-day explorers continue to retrace Thoreau's epic journeys into the wilds of Maine. So secure your life jacket, settle into your canoe and experience nature as Thoreau intended.

Venture into the Maine woods to relive the experience of Thoreau's third and final endeavor. [These are the views that have been untouched by time:](#)

Mount Katahdin | Among the seminal experiences during Thoreau's Maine excursions was his epiphany on the power and purity of nature during his climb of Mount Katahdin, the highest peak in Maine. Named by the Penobscot Tribe, Katahdin translates to mean "the greatest mountain." It's an appropriate title for this prominent feature of the Maine landscape.

From the summit of Mount Katahdin, explorers rise literally from darkness to dawn's first light. Mount Katahdin is one of the first places in the U.S. mainland to have the morning sun's rays touch its surface. You'll never feel more at peace than when you are surrounded by the early morning glow.

Penobscot River | Located in the heart of the forestland in northern Maine, the Penobscot River Corridor is a prime location for remote fishing excursions, whitewater rafting and reflection. Thoreau traveled miles along this winding waterway, looking ahead and into the future of Maine.

In the wake of his canoe trip, Maine has focused on conservation. The Penobscot River and its surrounding nature have remained kindred in spirit to the joy and wonderment Thoreau first felt when encountering the Maine woods. The vast majority of Maine's wild lands—from the deep forests and majestic uplands to the mystical waters and breathtaking coastline—remain virtually unchanged from the time of Thoreau.

Chesuncook Lake | On a dazzling day, you can gaze out on the waters of Maine's third-largest lake and its glittering surface. For Thoreau, it served as a muse. For today's visitors, it offers inspiration as well as adventure. It's best known as the starting point for whitewater rafting on the Penobscot River.

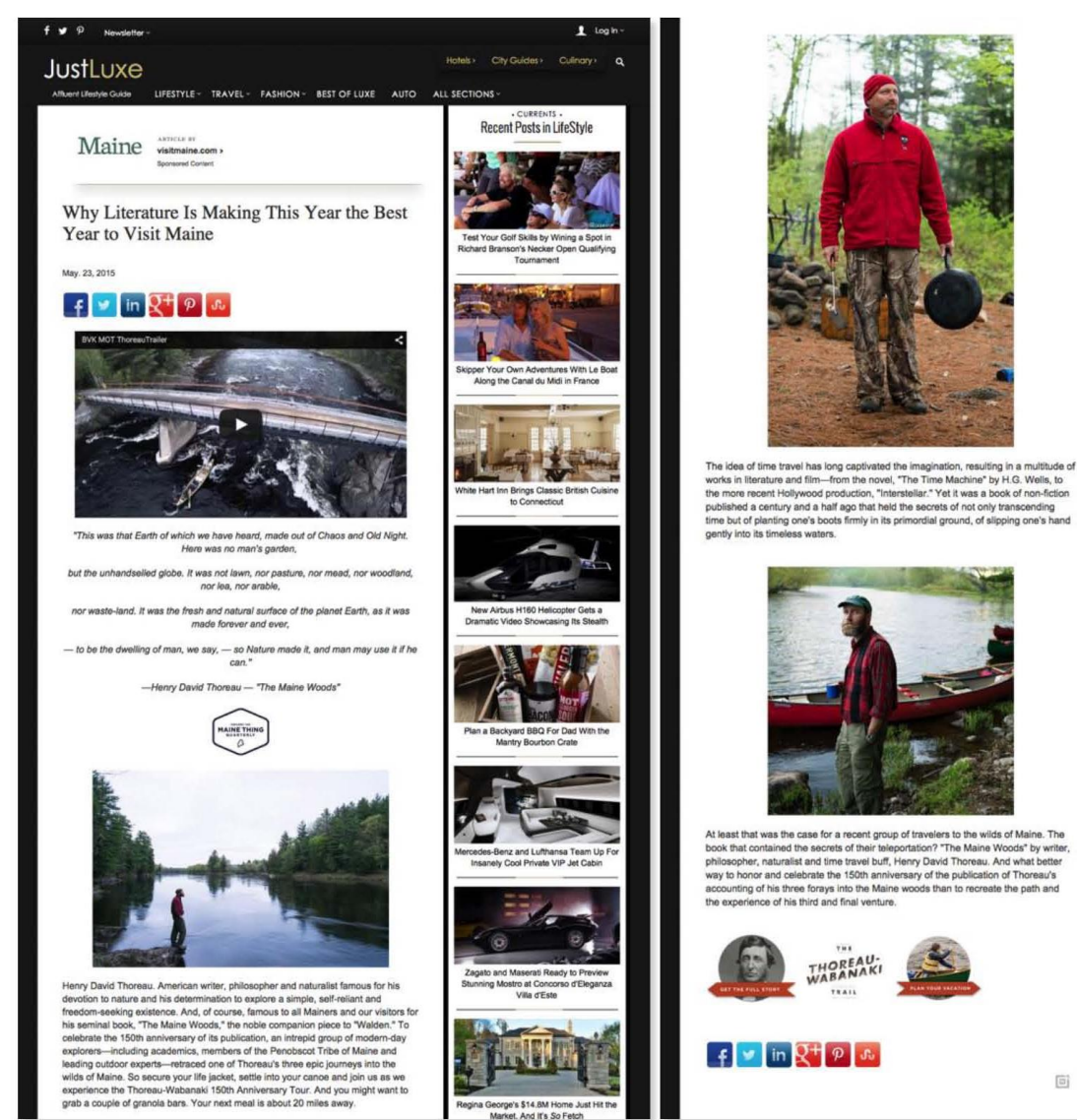
Allagash River | Everything calms down on the Allagash River, part of the 92-mile Allagash Wilderness Waterway that's a secret haven for locals fishing for brook trout. Its remote location flowing through 60 miles of undeveloped forest requires you to embrace your inner Thoreau. Access to the river is limited, and you'll need to turn this sojourn into a multi-day experience that requires wading and canoeing. The reward, however, is cool and calm waters where the only sound you'll hear for hours is the swish of your fishing line whipping through the air.

Moosehead Lake | In the heart of the Maine Highlands is Moosehead Lake, the largest body of water in the state. Stretching over 74,890 acres, the area is ripe for discovery with coves, inlets, islands, rocks and deep shorelines.

These waters are the same ones Thoreau dipped his hand into, creating a ripple effect through time. His words continue to resonate with those who cross the spot. "Not only for strength, but for beauty, the poet must, from time to time, travel the logger's path and the Indian's trail, to drink at some new and bracing fountain of the Muses, far in the recesses of the wilderness."

For today's visitors, the opportunities to explore wild, remote places and, thereby, to touch new levels of the mind and spirit are as abundant and inviting as ever.

How will the Thoreau-Wabanaki Trail inspire you? [Discovering your Maine thing begins here.](#)



Maine

Questions?