

## **MAINE OFFICE OF TOURISM**

# **Putting It Together: How to Build Itineraries & Packages**

Maine Woods Consortium – County Workshops

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# Maine Office of Tourism

- State Agency

- A division of the Maine Department of Economic & Community Development

- Established to administer a program to support and expand the tourism industry and promote the state as a tourist destination.

# Maine Office of Tourism

- **Funded by:**
  - Dedicated Special Revenue Account funded by 5% of the 7% sales tax collected on meals and lodging;
  - Remaining 95% of meals & lodging tax collected goes to the General Fund supporting state and local services

## Integrated Approach to Marketing

- **Paid Media**

- Print
- Radio
- Online
- Mobile
- Out of Home/Transit

- **Public & Media Relations**

- Fam trips
- Media outreach

- **Email**

- Targeted – special interest
- Season reminders

- **Social Media**

- Facebook
- Twitter
- You Tube
- Foursquare
- Pinterest

- **Fulfillment**

- **International Marketing**

- Trade & Media

- **US & Canada Travel Trade & Consumer Shows**

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# RESEARCH DRIVEN

Demographic – Visitors & Prospects

Psychographic - Prospects

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Become the premier four-season  
destination in New England

MAINE'S  
MISSION

Become the premier four-season  
destination in New England

# Objectives

- Bring more visitors into and through all regions of the state – deeper excursions
  - Have more visitors stay in paid accommodations
  - Have visitors spend more money – longer stays
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# Welcome ME

- Web-based customer service certification program
- Designed for Maine's hospitality & tourism industry
- Goal of better serving Maine's guests





# Welcome ME

- Free & convenient
- Made possible as part of Maine Woods Tourism Training Initiative
- [www.WelcomeMEtraining.com](http://www.WelcomeMEtraining.com)



# Welcome ME Benefits

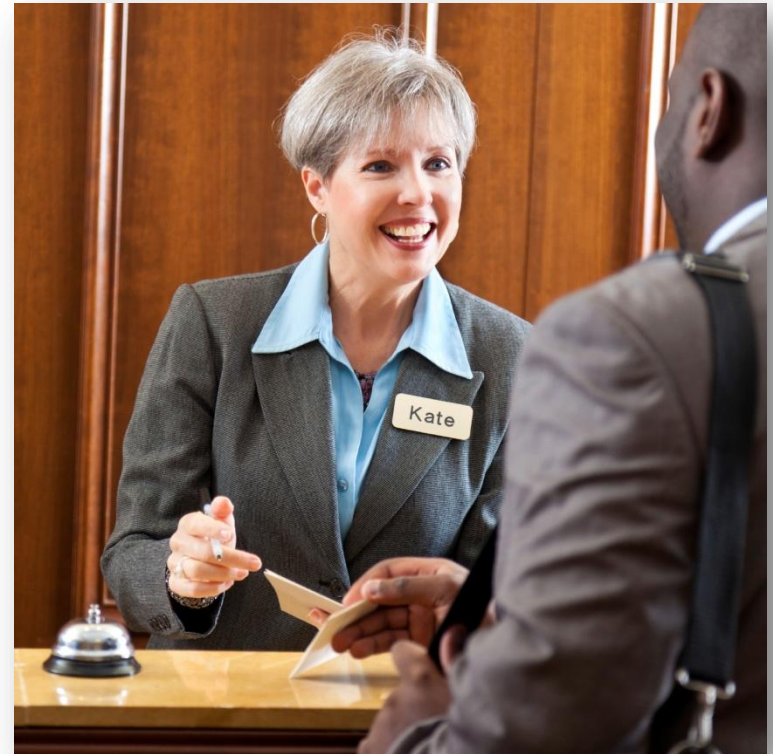
## **Business Owners & Managers:**

- Increased efficiency
- Positive work environment, reviews & reputation
- Repeat business & revenue
- Top-of-mind awareness
- Employee retention

# Welcome ME Benefits

## Front-Line Staff:

- Learn & sharpen skills
- Potential for increased wages & tips
- Career opportunities & job development
- Knowledge & job satisfaction



# Welcome ME Testimonials

*“We are looking to put our entire staff through the program, get certified, and pass an internal exam. Once they begin to implement the tools they learn from Welcome ME, we increase their pay. They help our business and we want to reward them for it.”*

-Robb Miller, Operations Manager  
Presque Isle Inn & Convention Center

*“Welcome ME is providing quality standardized training to all Maine businesses no matter what size or geographic location. Ultimately, this has a positive impact on overall visitor satisfaction throughout Maine. Satisfied visitors return again and again.”*

-Carolann Ouellette, Director  
Maine Office of Tourism

## Product Development Stages

### Store Brand Vanilla

- Operators and suppliers are connecting commodity products and services such as hotels, airfare, transfers and rental cars
- Price alone sells the product!
- Expedia, Travelocity, etc



## Product Development Stages

### Haagen Dazs

- Meals, attractions and value added features not easily found or accessible to customers are combined
- Consumers will pay more for unique and different.





## Product Development Stages

### Ben & Jerry's

- Companies develop unique compelling experiences only available through their company.
- *Products and services are exclusive, unique and unforgettable.*





**Customers will pay a premium!!!**

And your product will stand heads and shoulders  
above the competition!



# Travel Trends to Consider

- Uniqueness or local flavor
  - Let me learn
  - Behind the scenes
  - Experts, authorities, cool people
  - Insider's view
  - VIP
  - Give me bragging rights
  - Totally immerse me
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## Case Studies

Wax, Wicks & Wines  
(Ohio strip mall)

Servants to Stewards  
(Vanderbilt Mansion)

Philadelphia Mural Project:  
Paint the Town Experiential Tour  
(\$25/\$100)

Swingtime in the Skies  
(Rosie the Riveter/Military Aviation Museum)



# More Travel Trends

- Family reunions
  - Destinations weddings
  - Multi-generational
  - Sports competitions – running, biking, skiing, etc
  - Culinary
  - Other “niche” markets
-

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## Inventory Your Assets

- Chamber and Regional Guides
- Destination Area Trainings
- Maine Invites You
- Brochure Racks
- Websites
- Newspapers
- Social Media
- Friends & Family



*Where else can you learn about your assets?*

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# Inventory Your Assets

## Activity:

*Give us your 30 second elevator speech!*

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# Understand Your Customers

- Are they travelling for business or pleasure?
- Who are they travelling with?
- What are their hobbies or interests?
- How physically active can they be/do they want to be?
- What are their expectations of this trip?

*How can you learn about your customers?*

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## Understand Your Customers

- Ask questions
- Listen closely
- Watch for clues
- Research trends
- Be knowledgeable
- Avoid stereotypes





## Create Tools



## Evaluate Your Progress

- Surveys – customer & employee
- Unsolicited feedback – TripAdvisor, Facebook, Emails, Letters
- Web analytics
- Customer tracking
- Sales reports



	128	18%	26 1/4	26 1/4	-5/16
	1520	18	18 1/4	18 1/4	-3/16
	1760	47 7/16	17 3/8	17 5/16	-1/8
	1507	28 1/4	45	u45 3/4	+1/4
	5647	55 3/4	26 1/8	u28 1/8	+1 3/4
	7653	28 1/2	54 3/16	u55 7/16	+1 13/16
	3608	23 3/4	28 1/8	28 1/4	-5/16
	4725	66 3/4	23 1/4	23 3/8	-3/8
	2209	34 1/2	65 7/8	66	-3/4
	216	37 5/16	33 5/8	34	-5/16
	3118	51	37 1/4	37 5/8	-1/8
	342	10 1/2	49 5/16	u49 1/8	-1/8
	437	31 1/8	10 1/8	10 7/8	-1/8
	6558	31 1/8	31 1/8	31 1/8	-1/8
	1200				

## Innovate

- Keep materials up to date
- Share your successes
- Develop new ideas
- Rename and refresh regularly
- Reach out beyond “borders”
- Follow trends



## Five Easy Steps

1. Inventory your assets
2. Understand your customers
3. Create tools
4. Evaluate your progress
5. Innovate



# Itineraries

## Activity:

*Match the customers and the time of their visit with appropriate activities from your region to create a one-day itinerary or trip idea.*

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# What is a package?



MOT defines a package this way ....

*A two-night stay  
with a minimum of two additional elements  
that are normally booked separately.*

# What is a special?

MOT defines specials as ...

*Pricing opportunities*



## Elements of a Great Package

- **Value for dollar paid** – not necessarily savings but time, effort, etc
  - **Creativity & uniqueness** – don't just offer store brand vanilla experiences go for Ben & Jerry's Chunky Monkey!
  - **Be complete, thoughtful, and personal.**  
Take your time crafting the language.
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## Beware of ...

- A Bed & Breakfast including breakfast is not earth shattering news! Nor a package.
  - Offering the same package year-round gets stale – change them up seasonally!
  - Bundling the same experience as everyone else in your community will not set you apart!
  - A pricing opportunity/special isn't the same as your rack rates with a title!
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## Inspirations

### **Fly, Dine & Stay At Wilson Lake Inn (Wilton)**

Come experience the scenic beauty of Maine's Western Lakes and Mountains from a unique perspective -- in a seaplane. Spectacular photo opportunities will be yours as you take in the breathtaking mountain views, sparkling lakes and ponds nestled in picturesque valleys. After your return you can explore Wilson Lake using our kayaks or canoe. Swim or fish from the dock or just unwind with a good book. Your stay will include three days and two nights lodging at our inn with breakfast and dinner certificates for two great area restaurants and a one hour scenic air flight for two. Come as a guest, leave as a friend, return as family.

Call directly to book your Fly, Dine & Stay Package today 207-645-3721 or 800-626-7463 today. Not available through online booking.

Wilson Lake Inn is ideally situated in the foothills of the Western Maine mountains, near the intersection of Routes 2 and 4 in Wilton, Maine. We are located on the shore of Wilson Lake in a quiet residential neighborhood providing our guests with a peaceful setting and a home like atmosphere to relax and unwind.

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## Inspirations

### **Hunting And Preparing Wild Mushrooms With David Spahr (Le Vatout Bed and Breakfast, Waldoboro)**

If you ever walked the woods in the summer or fall, you've spotted them: wild mushrooms in all their varied glory, growing from stumps, pushing through dried leaves, clinging to tree trunks. And then there is that earthy fragrance that envelops you as you get close... You know they are delicious. If only you knew how prepare them or, even better, how to forage for them yourself!

Midcoast Maine offers a bounty of some of the finest, from chanterelles, and black trumpets, to chicken of the woods and porcini. This package offers the quiet comfort of a small B & B far away from the maddening crowds, fresh, fabulous local food and an opportunity to learn all about wild mushrooms with the help of your own, private guide. David Spahr is not only one of best foragers in the area, but also a photographer and a professional cook. He has studied, collected, and eaten wild mushrooms all of his life and is the author of "Edible and Medicinal Mushrooms of New England and Eastern Canada". With his help we will show you how to find them, prepare them, explain what cooking techniques are best with the species you found and what foods to match them with.

The package price for two is \$800 (\$400 per person) and includes 2 full days of private instruction, 3 nights of double-occupancy lodging, 3 breakfasts, 2 lunches, and 2 fabulous dinners featuring the wild mushrooms you found. The date is your choice! Details: [www.levatout.com/mushroom\\_foraging.html](http://www.levatout.com/mushroom_foraging.html)

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## Inspirations

### **Bioluminescent Bay Night Kayak Excursion (Castine Kayak, Castine)**

Experience the "Magical Mystery Tour" as written in Downeast Magazine Sept. 04 and Liz Peavey's book, MAINE & ME. Sea Kayak through the waters of the night and observe the bioluminescent dinoflagellates (tiny firefly-like creatures of the water) that light within the shallow waters of the sea as you swirl your paddle through their glowing lights. Mystified and exhilarated, return to the peaceful quiet of Castine village as you enjoy the display of the evening stars on the way back to your classic B and B.

Trip departs near sunset and returns after dark. Call for times. Offered Friday and Saturday nights or other nights by arrangement with groups of 4 or more.

Pre-book your group of 6 or more any evening and receive a 10% group discount on Kayaking excursion

Prices start at: \$240 for two (tax and gratuities not included)

<http://www.castinekayak.com/getaways.htm>

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## Inspirations

### **"Wild Moosehead By Ear" Birding Tour (Evergreen Lodge at Moosehead, Moosehead)**

This unique tour gets a major upgrade in 2012. It's the perfect place & time for birding by ear. It's easier to remember bird vocalizations when you can actually watch them sing. Participants will receive audio materials prior to the tour to make it easier to learn the songs in the field. You'll spend two days in the field dodging moose and looking for over 20 species of warblers. Difficult target birds include Spruce Grouse, Black-backed Woodpecker, Gray Jay, Boreal Chickadee and Lincoln's Sparrow. This tour includes two night's lodging, all meals from Saturday morning thru Sunday afternoon, two full days of guided birding into many of the area's secret hot spots, led by the founder of the Maine Birding Trail, Bob Duchesne, and local transportation by van. The tour begins at the lodge with a Friday evening social and birding-by-ear workshop. It ends Sunday afternoon around 5 PM. The birding tour price is \$140/person plus room cost. Rooms and rates vary. You can go to the Evergreen Lodge's website to view guest rooms and choose the room that best meets your needs. To reserve your tour and lodging call 1-888-624-3993 (toll-free in USA). For information about the itinerary, conditions and target birds, contact the guide, Bob Duchesne, at [duchesne@midmaine.com](mailto:duchesne@midmaine.com) or 207-827-3782.

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## Inspirations

### **Arggggh, Mateys! Join Us For A Pirate Sailing Adventure! (Schooner Isaac H. Evans)**

Arggggh, Mateys! This trip you'll sail away into the legendary world of friendly swashbucklers, spirited pirates, scallywags, and undesirables. But beware...you may be called upon to defend the ship by fighting with swords, firing the cannon, or shooting the sling-shot with our environmentally-friendly ammo (marshmallows and bread balls). Perhaps you'll be made to walk the plank. Discover treasure and take your share of the loot. Scarf down worm sandwiches and pirate punch but...bring your own grog. Pirate costumes, a scavenger hunt, pirate booty, and lots of fun for all ages! It won't be "all pirate, all the time" but you can fulfill your fantasy to act like a pirate as much or as little as you like. "Yo, ho, yo ho, it's the pirate's life for me!"

Windjamming is the perfect combination of adventure and relaxation. Each day you can help the crew as we set our course based on the wind and tides or just relax and enjoy islands, lighthouses, wildlife, new friends, and great food. You'll indulge in three hearty meals a day, one of which will be a traditional lobster bake on the beach of one of Maine's pristine islands. Each evening we will anchor in a quiet cove or peaceful harbor where you can stargaze from the deck or go exploring in one of our rowboats. When you wake in the morning to the smell of the wood stove and you wander the deck with your first mug of hot coffee, you'll think you've stepped back in time to an era when hundreds of schooners graced the waters of Maine.

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## Inspirations

### Maine Lobster Indulgence Special (Camden Harbour Inn, Camden)

Are you visiting the stunning coast of midcoast Maine because of the delicious Maine lobster? Than this package might just include everything you are looking for!

Stay 2 nights in one of our luxurious guestrooms or suites and enjoy our a la carte champagne breakfast every morning (May we suggest our Lobster Eggs Benedict). You will be welcomed with a glass of Prosecco upon arrival. We also included a 2 hour lobster cruise on the Lively Lady Too. Your captain will haul up traps, take out the live lobsters and band them. Do you know the difference between a hard shell, soft shell, male or female and how to measure a lobster? Our Executive Chef Geoffroy Deconinck was nominated among the 100 best new chefs by Food and Wine magazine and was Maine's only contender in Tasting Table's "Lobster Roll Rumble," a benefit for Share Our Strength in New York. He will prepare a 4 course Grand Lobster tasting menu for you. This package starts at \$486 per person based on double occupancy.

Includes:

2 night stay in a luxurious guestroom or suite, a la carte Champagne breakfast every morning, 4 course Grand Lobster Tasting Dinner at award winning Natalie's, Welcome Prosecco upon arrival, 2 hour cruise on board of the Lively Lady Too, Turndown service including handmade Belgium Chocolates, Complimentary wireless in your room, Complimentary coffee, tea and water in your guestroom or suite, and Complimentary use of DVD library including the latest movies.

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# Packages

## Activity:

*Find two or more partners.*

*Create a package with a minimum of two overnights and two additional elements.*

*Write a four – six sentence paragraph describing your package that makes us want to buy it right now!*

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# How to Connect On **Visitmaine.com**

- Get Listed
  - Join almost 5000 other Maine organizations and businesses listed on the site.
- Post Events
  - Add to Maine's comprehensive online calendar.
- Offer Deals
  - Submit value-added offers to potential visitors.

## Register Profile

Registering enables you to add your Maine organizations and events to the Visitmaine website—allowing you to reach a greater audience. Please complete the form below to register.



### Account Information

First Name:



Last Name:



Email:



Password:



Confirm Password:



### Business Profile Details

Phone:



« Cancel

Save »

Home > **My Listings**

## My Listings

Welcome to your Listing Administration homepage. Here you can create and manage VisitMaine.com organization, event, and Getaway listings.

### Help Documents

- [Add an Organization](#)
- [Add Maine Getaways Package](#)
- [Add an Event](#)
- [FreeStayMaine Program FAQs](#)
- [Update an Organization](#)
- [Maine Getaways Package Tips](#)
- [FreeStayMaine Program](#)
- [Technology Sharing Program](#)

### My Account



Miljan Bajic  
miljan@portlandwebworks.com  
(207) 555-5555



[Update Account Information](#)

### My Organizations

[Add a New Organization](#)

You don't have any organizations yet. [Add an Organization](#) »

### My Events

[Add a New Event](#)

You don't have any events yet. [Add an Event](#) »



Home > My Listings > Add a New Organization

## Add a New Organization

### STEP 1

GENERAL INFORMATION

### STEP 2

ABOUT YOUR BUSINESS

### STEP 3

BUSINESS DETAILS

### STEP 4

MAP LOCATION

### STEP 5

CONFIRM



#### General

Organization Name:

Description:

750 Characters Remaining



#### Public Information

Contact Name:

E-Mail:

Provide an e-mail address to allow users to contact you using a contact form. This e-mail address will not be made public.

Phone Number:

Toll Free Phone:

Fax:

Website URL:

If you provide a website URL, it will be linked from your event detail page.

Reservation URL:

Please only enter a reservations URL if you offer a service which allows users to make online reservations.



#### Mailing Address

Mailing Address:

Swans Falls Campground



[Details](#)



[Update](#)



[Delete](#)

## Getaways (Packages & Specials)

You don't have any Packages or Specials yet. [Add a Getaway »](#)

[Add a New Getaway](#)



## Choose a Getaway Type



### Packages

Packages offered on VisitMaine.com bundle a two-night stay with a minimum of two additional elements that are normally booked separately. This is intended to create an experience for the visitor such as lodging, meals, and/or an experience. Pricing should be inclusive of the elements and be for a pre-determined length of time.



[Add a Package](#)



### Specials

Specials are pricing opportunities and could be any tourism product from lodging, meals, or activities promoting a single product. It is an opportunity for your business to develop sales during off-peak periods through pricing incentives.



[Add a Special](#)

**Categories:**

☐ Arts & Heritage

☐ Family Fun

☐ Romantic Getaway

☐ Outdoor Adventure

☐ Special Event/Festival

☐ Fall Getaway

☐ Holiday Getaway

☐ Ski Package

☐ Shopping

☐ Guided Trip

☐ Spa

☐ Food & Wine

☐ Midweek

☐ Weekend

☐ Off-Peak

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## Add a New Package

### General Information

Organization: Swans Falls Campground  
[www.state.me.us/doc/parks/programs/index.html](http://www.state.me.us/doc/parks/programs/index.html)

Getaway Title:   
75 Characters Remaining

### Date Range

Enter the date range during which this Getaway is available. It will appear in search result listings as soon as it is approved, even if it is not yet in effect. If you have blackout dates, clearly identify them in the **Restrictions** field below.

Begin Date: 

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

End Date: 

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

### Getaway Details

Low-End Price:   
Enter the low end price ("prices start at...") for this Getaway.

☐ Getaway Pays Commission  
Check this box if you agree to pay a 10% travel agent booking commission on this Getaway.

Description:   
1500 Characters Remaining

Restrictions:   
450 Characters Remaining

Please include any specific restrictions that relate to your Getaway offering, such as occupancy restrictions, taxes, included gratuities, black-out dates, etc.



## How to Connect On **MOTPartners.com**

- Edit your listings and events
  - Study industry research
  - Access past MOT presentations
  - Link to Welcome ME (**FREE** online customer service training)
  - Learn about MOT advertising and PR programs
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# How to Connect

Maine Office of Tourism

“On the Road”

June 6, 2013 from 9 – 11 AM

Presque Isle Inn & Convention Center

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**Thank You!**

*Leslie Jackson, Aroostook County Tourism, NMDC*

*Shaunacy Cobb, Maine Woods Consortium*

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