

MAINE OFFICE OF TOURISM

2013 Marketing Strategy

Maine Woods Consortium
“Creating Quality Vacation
Destinations in the Maine Woods”

May 6, 2013

MAINE'S

MISSION

Become the premier four-season
destination in New England

Maine

Become the premier four-season
destination in New England

RESEARCH DRIVEN

Demographic – Visitors & Prospects

Psychographic - Prospects

VISITOR RESEARCH

The specific objectives of the program are:

- to identify Maine's share of the travel market;
- to quantify the number of visitors who come to Maine;
- to estimate the amount of spending devoted to tourism in Maine;
- to profile the Maine traveler – including where they come from, who they travel with, where they go in the state and what they do.

TRAVEL TRENDS

Leisure Travel

Strong spend by the younger generation

Gen Y and X are spending on luxury – but want good value.

Value continues to be king

even the affluent are focused on good value.

Competing globally

68% of Americans plan to travel outside the US

“Diverse aware”

Cultural differences

Caution

- Consumers are vigilant. Want vacation that is risk free.

Curation

Circles of intimacy – manage information and relationships.

Contentment

- Spontaneity and fun snatched away. Well-being and meaning will define context of happiness.

Convenience

Empowered consumer wants more choices

Trip Planning

Information overload on the Web

Difficult to sift content to find authentic suggestions and advice

Shift in DMO's role

People getting information from friends & networks

Technology

Mobile devices/Small Screens – smartphones, iPads/tablets

Easy to log on while traveling

DEMOGRAPHIC CHANGES

- Aging society
- Having children later in life
- Families with fewer children
- Wider range of household types
- Greater ethnic diversity
- Rural depopulation


OBJECTIVES

More people
staying in hotels longer
Spending more money

- Increase lodging in paid accommodations by 2%.
- Increase overall visitation by 2%.
- Increase percentage of first-time overnight visitors to 16.5%.
- Improve consumer engagement by 3%.
- Increase the inquiry database by 5%.
- Establish a benchmark for measuring brand awareness.

MARKETING STRATEGIES


- Rejuvenate/refresh the Maine brand to make it relevant and contemporary.
- Convert aspiration to visitation among first time visitors.
- Use research and data analytics to focus on those markets that have the highest propensity to deliver new visitors staying in paid accommodations.
- Employ a clear two-pronged approach:
ACQUISITION – entice first time visitors
RETENTION – give past visitors a reason to return

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CREATE BRAND CRAVING

A state of being more valuable than the
"things" – activities, vistas, sites, food, etc.

Maine needs to become an antidote for
something missing in consumers' lives



A state of being more valuable than the
“things” – activities, vistas, sites, food, etc.

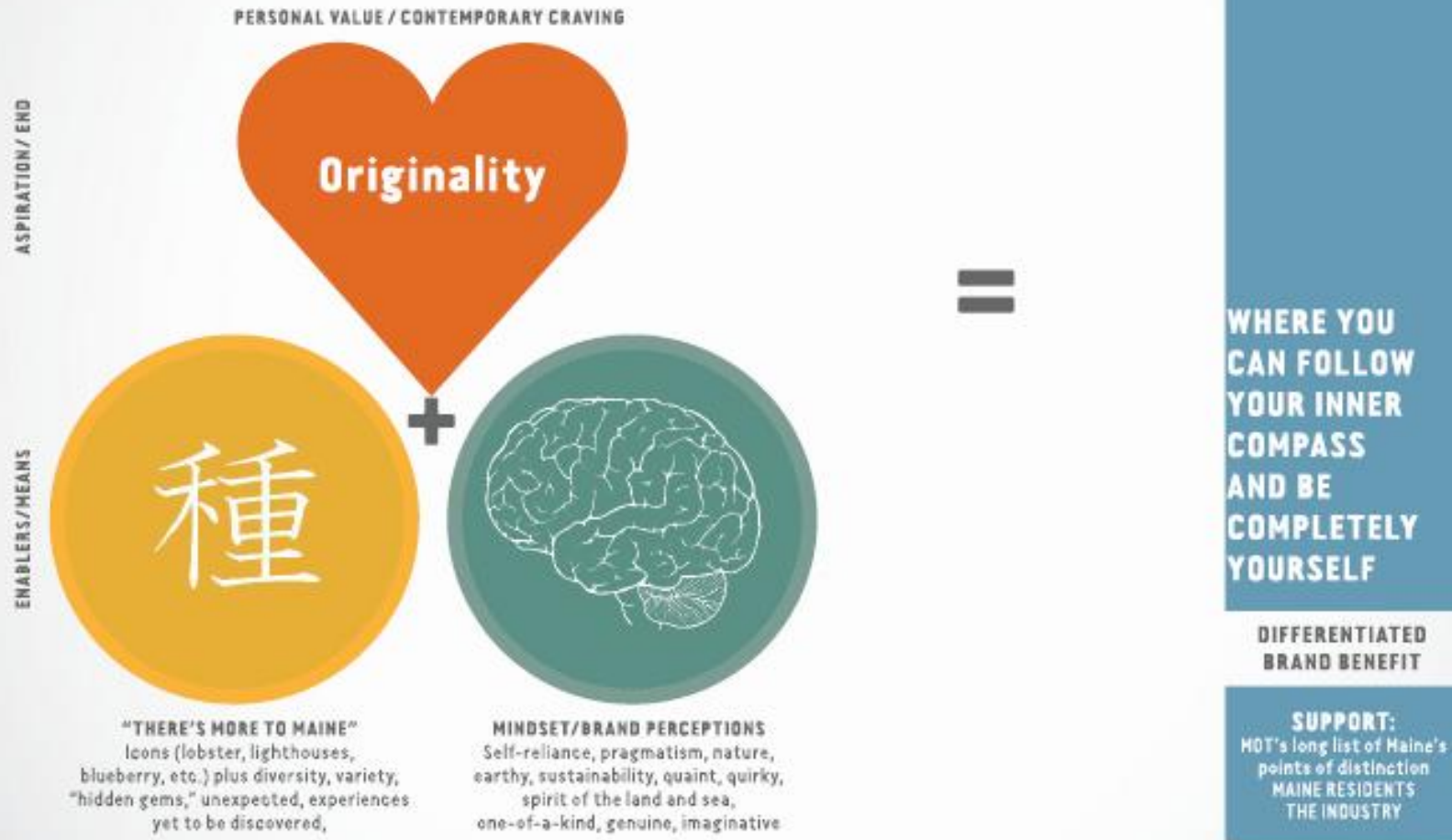
Maine needs to become an antidote for
something missing in consumers' lives

- What is the Maine attitude?
- What does the Maine experience feel like?
- What personal values (core human values) burn more brightly in Maine and in a Maine vacation experience?
- What is the authentic sense of place that Maine delivers?
- Where does the Maine brand intersect with or reflect vacationer's sense of self/their personal identities?

A word cloud featuring various positive adjectives and nouns. The words are arranged in a horizontal, cloud-like shape, with some words appearing larger than others. The colors used are various shades of green and brown. The words include:

- offbeat
- one-of-a-kind
- authentic
- pragmatism
- recreation
- harmony
- utility
- independence
- friendliness
- quaint
- peaceful
- candor
- awe
- quirky
- freedom
- mindfulness
- practicality
- solitude
- stillness
- adventure
- calmness
- clear-mindedness
- intimacy
- reverence
- nature
- self-reliance
- purity
- beauty
- simplicity

MAINE'S BRAND PARADIGM



Creative STRATEGY



Maine

THE REAL THING.
FROM REAL PEOPLE.
GIVING REAL ADVICE.

MEET THE MAINE
INSIDERS

THE MAINE THING



Where original people perfectly complement the beauty of this place. Explore and discover what the Maine Thing is all about. So be inspired. Be adventurous. Be yourself. Discover your Maine Thing.

MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE.

[View all](#)

Captains who know firsthand the effect nature can have on you.



Snowfall enhances the most exciting and anticipated time of the year. Winter brings out the best in Maine. [MORE](#)



TWITTER



Too cold to surf? Nah... Check out these photos! The Weight of Water [LOOKS LIKE THIS](#) via @OURLIFE_Magazine

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THE OUTDOOR ADVENTURER

Barry Tripp. Living in Carrabassett Valley in the winter and Old Orchard Beach in the summer, Barry Tripp typifies the Maine outdoor sports enthusiast. A longtime Mainer, he's passionate about the diverse activities Maine's sprawling geography has to offer. From snowboarding to golfing to fishing, Barry does it all. Once the snowboard program manager at the renowned Carrabassett Valley Academy, Barry now owns the Ocean Tripp Inn, and offers surf camps and lessons. Being a true Mainer at heart, he's most likely to be caught riding the waves or the slopes. Sometimes in the same day.

MAINE INSIDERS

VIEW ALL >



AN OUTSIDER FROM 9 TO 5

Bronwyn Pothoff Depending on where you are, it's just better to get around on foot, bike or kayak.

QUINTESSENTIAL MAINE



FREE VISITOR'S GUIDE >

EMAIL SIGN-UP >

MAPS >

RICH MEDIA >

FEEDBACK >



REAL PEOPLE. REAL ADVICE. IT'S THE MAINE THING.

Barry Tripp's tips



December 21, 2012
My Maine Winter

It seems everyone has a favorite season, as people flock to their special location during their preferred time of year. Personally, I can't say which would be my preference because each is so unique and has so much to offer. My wife and I are experiencing an empty nest for the first time in many years and it has brought a new found appreciation for friends, family, and the great outdoors. In previous years, we would make our transition to the Carrabassett Valley area in September, but this year we stayed down on the coast until early November. The weather and surf have been just incredible, offering clean, sizable waves with virtually no one on the beach. We've also rediscovered the Portland area





The fresh Atlantic air. The gorgeous views. The natural, mountainous landscape. It's easy to get lost in all the beauty that is Maine. But for those who may actually get lost, there's Mainers like registered guide Steven Voss, who says there are a hundred places he could go to in Maine and be happy. Those fantastic places that are truly Maine include climbing majestic Mt. Katahdin, hiking beautiful Baxter State Park and fishing on picturesque Rangeley Lake. No matter where you go, a life-changing experience awaits. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



Maine is the first state to see the sunrise everyday. No wonder we're all about the outdoors. If you ask Bronwyn, she'll tell you there are one-of-a-kind adventures around every corner, including Tumbledown Mountain, which is blanketed by blueberry fields. Or Mount Magnaticook, with its gorgeous views of the Penobscot Bay and Camden Hills. And Mount Katahdin, along the Appalachian Trail, is simply stunning. No big deal if you forget something. Out here, you might forget everything. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



Maine



To get around in most states, you need a map. Here you need a menu too. It seems no matter where you go, there are amazing culinary creations around every scenic corner. Just ask Kathy, who traveled to Maine over 20 years ago. 14 cookbooks later she is now an aficionado of everything Maine food. From the tremendous gourmet restaurants like Fore Street in Portland, to the bustling food industry which includes Stonewall Kitchens in York. In other words, the views and the ingredients here are infinite. Which means the scenery isn't the only thing you'll eat up when you come here. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



KATHY, Food Aficionado
Get more Insider Info at VisitMaine.com



If you're like us, hearing the words "forecast" and "snowstorm" in the same sentence is music to your ears. Well, in Maine, a fresh snowfall opens up more adventures for snowmobilers than you can imagine. We get more snow here than the rest of New England. And our signed and groomed trails are connected to local businesses, restaurants and lodging. Snowmobilers rave about the amazing trails in Aroostook County, Rangeley, Jackman, The Forks, Greenville, Millinocket and Shin Pond. So get ready to put your thumb on that throttle. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



TRAILS MADE *by* GLACIERS JUST *for you.*

Some of the most demanding yet inspiring hikes take place in Maine. From the coast to the highlands, along the lakes and mountains, Maine's trails are truly off the beaten path, and ready to be conquered.



BOLD COAST

100-MILE WILDERNESS

THE GRAFTON NOTCH

BIGELOW RANGE TRAIL

BOLD COAST NATURE *in* BALANCE



HIKING THE BOLD COAST

The Cutler Coast trail offers the experienced backpacker a hike that is full of varying terrain with a combination of forest and coast. The scenery is unexpected and beautiful. From dramatic cliffs to serene shores, fragrant pine forests to vast meadows, this unspoiled landscape is a balance of natural elements.

Come with experience and high expectations, knowing that you'll leave with a new understanding of your passion for backpacking, your environment and yourself.



BOLD COAST

100-MILE WILDERNESS

THE GRAFTON NOTCH

BIGELOW RANGE TRAIL

[Create Page](#)

Now

December

2012

2011

2010

2009

Joined Facebook

Maine Office of Tourism

60,297 likes · 6,438 talking about this

Like

Message

Travel/Leisure

Thanks for visiting the official Facebook page for the Maine Office of Tourism. It's winter in Maine. The season for skiing and snowboarding, skating,

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3 ▾

[Highlights ▾](#)

Post

Photo / Video

Write something...



Share

**Maine Office of Tourism** shared a link.
27 minutes ago

Enjoy playing in the snow this weekend, but heed the warning from the Maine Department of Inland Fisheries and Wildlife that many lakes, ponds and rivers still have open water and are not safe to be on. Talk to locals to find out where to enjoy the snow safely.
<http://bangordailynews.com/2013/01/02/outdoors/theres-no-safe-ice-on-maine-lakes-rivers-and-ponds-officials-say/>

2 Friends

Like Maine Office of Tourism



Recent Posts by Others on Maine Office of Tourism

[See All](#)**Steve Phillips**

Wintah' comin' on Strong!

1 · 2 hours ago

**Annie McClimont**

Can anyone tell me when the school summer vacation...

5 · 4 hours ago

**Andrew Mooers**

Crisp Fresh Maine Air, Under Cobalt Blue Skies, Bat...

1 · 6 hours ago

PRIORITIZING
ORIGIN
MARKETS

Look for Markets that Combine:

- **A HIGHER THAN AVERAGE VISITOR PROPENSITY**
Defined as the number of overnight visitors to Maine as compared to the underlying size of the market (per DPA Overnight Visitor Stats)
- **A HIGHER THAN AVERAGE MEDIA REACH**
A comparative measure of media efficiency based on the size of the market and the Nielsen Cost-per-point (CPP)

Market Selection for Repeat Visitors

Primary Target Markets

Primarily New England Markets:

- Massachusetts
- Connecticut
- Rhode Island
- New Hampshire
- Vermont
- Maine

Repeat Canada Markets:

- Quebec
- New Brunswick
& Maritimes

Demographics of Repeat Visitors

- Male or female (50%/50% split)
- Age 35-64
- Household income of \$75,000 or more

Market Selection for First-Time Visitors

Primary Target Markets

Mid-Atlantic Markets:

- New York
- New Jersey
- Pennsylvania
- Canada with emphasis on:
 - Ottawa
 - New Brunswick

Demographics of First Time Visitor Target Market

- Male or female (50%/50% split)
- Age 25-54
- Household income of \$100,000 or more

TARGETING BY SPECIAL INTEREST

People Pursue their Passions

- Special interest activities will draw visitors from a wider geographic area giving Maine increased exposure beyond New England/Canada
- People will find time and money to pursue the activities about which they are passionate.

Special Interest Segments To be Targeted Through Paid Media

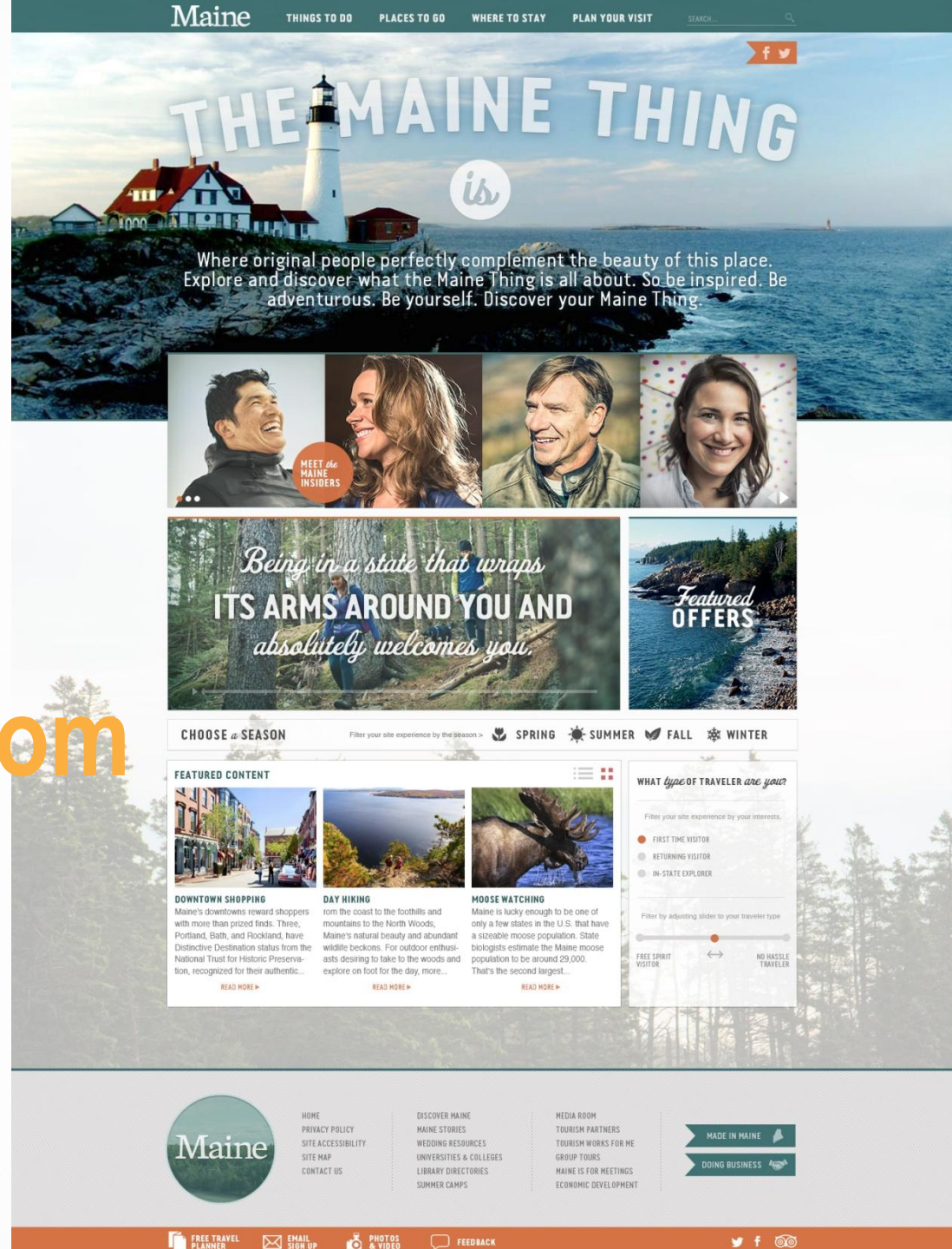
- Hiking/Climbing
- Cycling
- Paddling
- Wildlife Watching
- Outdoor Adventure
- Culinary
- Cultural Tourism
- Winter Sports

*Special interests chosen based on those with the greatest amount of overnight visitation

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
 - YouTube
 - Foursquare
 - Pinterest
- **Fulfillment**
- **International Marketing**
 - Trade & Media
- **US & Canada Travel Trade & Consumer Shows**

ALL NEW
VisitMaine.com



Enhance user experience & content
Improve design & functionality
Apply new technology



AGRICULTURAL
ATTRACTIONS



SIGHTSEEING &
TOURS



HISTORY &
HERITAGE



ARTS &
ENTERTAINMENT



OUTDOOR
ACTIVITIES



ON THE WATER



DINING



WILDLIFE



STATE &
NATIONAL PARKS



NIGHTLIFE



SHOPPING



GAMING &
WAGERING

Uniquely
Maine

SEE ACTIVITIES



Paddlers seeking fun, adventure and amazing natural beauty will find what they're looking for on Maine's abundant inland and coastal waters.





CHOOSE a SEASON

Filter your site experience by the season >



SPRING



SUMMER



FALL



WINTER

FEATURED CONTENT



SKIING

Majestic mountain vistas, abundant snowfall, impeccably groomed trails, tree-studded glades, powerful snow-making, short lines and high-speed lifts – that's Maine skiing at its legendary best, and why skiers and...

[READ MORE ►](#)



DOG SLEDDING

Imagine bounding across the frozen expanse of a remote lake surrounded by mountain peaks clad in evergreens, holding tight to the reins of your dog team as they drive your sled forward through the deep snow...

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SNOWMOBILING

One of the best ways to enjoy Maine's stunning winter landscape is to climb aboard a snowmobile, rev up the engine and ride to your hearts content. Our state is the premier snowmobiling destination in the...

[READ MORE ►](#)

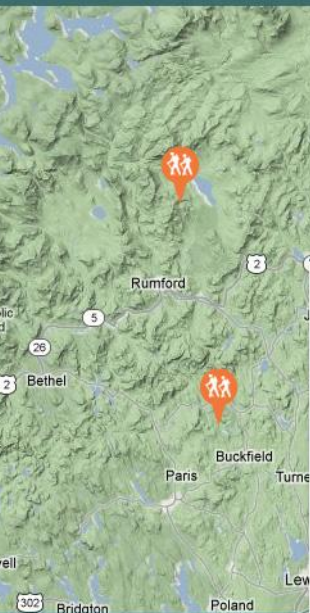
WHAT *type* OF TRAVELER are you?

Filter your site experience by your interests.

- ☒ FIRST TIME VISITOR
- ☐ RETURNING VISITOR
- ☐ IN-STATE EXPLORER

Filter by adjusting slider to your traveler type



[← BACK TO OUTDOOR ACTIVITIES](#)

HIKING & WALKING

One of the best ways to see Maine is on foot, whether you want to tour one of our cities, take a day hike to a waterfall, stroll along a beach with your children or go backpacking along a stretch of the Appalachian Trail.

The [Grafton Loop Trail](#) winds around the rugged [Grafton Notch](#) on a spectacular 40 mile route through the Mahoosuc Mountains that includes a trek over 4,180-foot Old Speck, Maine's fourth highest peak.

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FILTER CONTENT BY:

TOPIC

- BACKPACKING
- DAY HIKING
- HIKES WITH KIDS
- WALKING TOURS

[show more topics](#)

LOCATION

- AROOSTOOK COUNTY
- DOWNEAST & ACADIA
- GREATER PORTLAND & CASCO BAY
- KENNEBEC & MOOSE RIVER VALLEYS
- MAINE'S LAKES & MOUNTAINS
- MIDCOAST
- THE MAINE BEACHES
- THE MAINE HIGHLANDS: BANGOR, KATAHDIN & MOOSEHEAD LAKE

SEASON

- 🌱 SPRING
- ☀️ SUMMER
- 🍁 FALL
- ❄️ WINTER

STORIES

Search within 25 results



A HIKER'S TABLOID

SPOON was a 100 Mile Wilderness thru-hiker. Like many of his (or her) Appalachian Trail (AT) and 100 Mile Wilderness thru-hiking...

30 LIKES



WINTER FUN ON PUBLIC TRAILS

On a sparkling winter day, one of the most magical ways to take in Maine's landscape is to venture out on cross-country skis...

22 LIKES



DAY HIKING

From the coast to the foothills and mountains to the North Woods, Maine's natural beauty and abundant wildlife beckons. For outdoor enthusiasts desiring to take to the woods and explore on foot for the day more than...

17 LIKES

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Steve Vose. He'll be your beacon for unique and remarkable adventures.



AN OUTSIDER FROM 9 TO 5
Bronwyn Potthoff. Depending on where you are, it's just better to get around on foot.



THE OUTDOOR ADVENTURER
Barry Tripp. An adventurer who typifies the Maine outdoor sports enthusiast.

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TRIP IDEAS



VILES ARBORETUM
the Arboretum's two dozen plant and tree collections, provide endless opportunity...



WILDLIFE PHOTOGRAPHY
Immerse yourself in a uniquely Maine photography workshop.

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YOU MIGHT LIKE

Search within 26 results





AN OUTSIDER FROM 9 TO 5. BRONWYN POTTOFF.

With a diverse landscape, Maine is a playground of outdoor activities. As an outdoor enthusiast, Bronwyn spends her waking hours exploring Maine's natural terrain. She hikes the land and navigates the water, allowing it to guide her next voyage. According to Bronwyn, depending on where you are, it's just better to get around on foot, bike, or kayak.

MORE STORIES BY BRONWYN

Nightlife in Maine

Nightlife In Maine

"Did you pack the sleeping bags?"

That's usually a question I ask when we're packing the Subaru to camping trip to the Bigelows or preparing to load the front hatch of kayak for a multi-day paddling trip down the coast.

But tonight there were no kayaks or cars. Our bike panniers were freighted for a short, six-mile pedal to the beach in anticipation of watching the "Super Moon" rise over the Atlantic. This "perigee" was supposed to be 14% bigger and 30% brighter than other full in 2012, so it wouldn't matter if there were skyscrapers and apartment buildings obstructing our view. On the beach though, the slight haze off the water and occasional gull are our only distractions. No telephone wires, cell phone towers, hum of traffic, or some competing light.

We parked our bikes at Beach Avenue - a small parking lot along Mile Stretch Road in Biddeford Pool. Aptly named, Biddeford Pool is a large tidal pool at the mouth of the Saco River. During the summertime and migratory seasons, birders flock to the pool and surrounding marshes to study the herons, swallows, hawks, eagles and other feathered beasts who inhabit the abundant tall grasses along the beaches and river. The water is usually bustling with activity: lobster men and women hauling in traps, clam diggers raking for meaty bi-valves, and kayakers paddling around Wood Island during high tide. At low tide, the pool empties, and dime-sized hermit crabs scuttle around in search for pockets of water and heaps of seaweed, under which they can hide.

We set-up on the far side of Fortune's Rock beach, careful to pick a spot beyond the rocky ledges that succumb to the surf during high tide. This is my favorite place to read especially during the winter, curled up on the beach in a sleeping bag like a cocooned caterpillar. Fortune's Rocks and the surrounding stretch of beach offers a rare mix of tubular waves sought after by surfers and



Editor's Notes:

Biddeford Pool is a large tidal pool where the Saco River meets the sea. It hosts lobstermen and vacationers alike, and is an excellent place to explore Maine's salt marshes. Many species of birds and wildlife call these lush, muddy banks their home, and the East Point Sanctuary is considered to be one of the premier birding spots in the Northeast.

Wood Island is the site of Maine's haunted Wood Island Lighthouse. Known for its characteristic alternating green and white flashes, this lighthouse has been a Maine landmark since the early 1800s. Reachable only by sea, tours are available with a reservation. Otherwise, the island and lighthouse are not open to the public.

Fortune's Rock Beach is only about 20 miles from downtown Portland, Maine's largest city. This sandy, 2-mile stretch of beach is a popular place to lounge or enjoy wave sports. You can go surfing, body surfing, skim boarding and surf kayaking.

Portland has a contemporary urban scene with great restaurants, brew pubs, unique shops,

RELATED INSIDERS



THE GUIDE TO THE WILD

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A TRULY DOWN-TO-EARTH FARMER

Seren Huus. A huge supporter of the farm-to-table movement.



THE OUTDOOR ADVENTURER

Barry Tripp. An adventurer who typifies the Maine outdoor sports enthusiast.

VIEW ALL INSIDERS

MY TRIP PLANNER

YOU HAVE **7** ITEMS IN YOUR PLAN



GRAFTON NOTCH STATE PARK [X]



GOLF - 3 PONDS



[X] ATV - KENNEBUNK



ATV - BANGOR



[X] HIKING - MT. DESERT

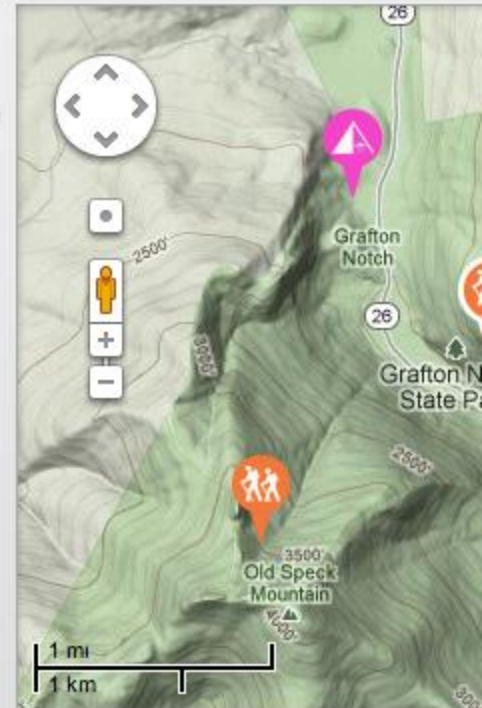


[X] GOLF - FRANLIN LNKS



ATV - BANGOR

[X]



SEND TO A FRIEND



PRINT

To s
info

US

City, Maine 12345
phone: 555-123-4567
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www.AMCclub.com
info@AMCclub.com

Hours:

nonprofit organization that promotes the preservation, enjoyment, and stewardship of the mountains, forests, waters, and trails of the Appalachian region. The AMC supports natural resource conservation while encouraging responsible recreation, based on the philosophy that successful, long-term conservation depends upon first-hand enjoyment of the natural environment.

Mission Statement: The Appalachian Mountain Club promotes the

INCREASING THE DIGITAL FOOTPRINT

Better mobile experiences
More opportunities for social interaction
Increased content sharing
Expansion of Insiders' program

THE MAINE THING



Where original people perfectly
complement the beauty of this place.
Explore and discover what the Maine
Thing is all about. So be inspired. Be
adventurous. Be yourself. Discover your
Maine Thing.

Carolann Ouellette
Carolann.Ouellette@maine.gov