

MAINE
OFFICE OF TOURISM
“Marketing Maine”

Camp Ketcha
January 16, 2013

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 Film Office

- State Office

- Established within the Office of Tourism
 - The Director of the Film Office is responsible for undertaking a program of film promotion
 - New Director – Karen Carberry-Warhola
-

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

Tourism Marketing Promotion Fund

- FY 2013 Budget = \$9.6 Million
 - Research
 - Operations
 - Marketing Program
 - Visitor Centers
 - 10% allocation
 - 8 Tourism Regions
 - 2 Special Events
-

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**

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;

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 the state – encourage deeper excursions
 - Have more visitors stay in paid accommodations
 - Have visitors spend more money – longer stays
-

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

Strategies

- Rejuvenate/refresh Maine tourism brand to make it more contemporary
 - Convert aspiration to visitation.
 - Use research and data analytics to focus on markets with highest propensity to deliver new visitors
 - Increase development of mutually beneficial collaborative partnerships
-

Employ a clear two-pronged approach

ACQUISITION — Entice first-time visitors

RETENTION — Give past visitors a reason to return

Objective

Determine which U.S. markets represent the greatest potential for generating incremental overnight visitors to Maine in response to marketing efforts.

PRIORITIZING ORIGIN MARKETS

Research-based Approach

- 2011 Summer Season Topline Research Report (JWV)
- 2010 Maine Visitor Research (DPA)
- 2010/11 Winter Topline Research Report (DPA)
- MOT Traveler Segmentation Study (DPA)
- Analysis of MOT Inquiry Database (IMV & opt-in email)
- Bureau of Transportation Statistics
- Visitor Center Traffic Reports
- Media Research Inc. (MRI), Survey of the American Customer
- Nielsen Ratings

Methodology

Step 1: Look at the radius of overnight visitors to the media lost in that market



Step 1: Common to two sets

Market	Media Lost	Media Lost	Media Lost
Atlanta	100	100	100
Boston	100	100	100
Chicago	100	100	100
Dallas	100	100	100
Denver	100	100	100
Detroit	100	100	100
Houston	100	100	100
Los Angeles	100	100	100
London	100	100	100
Madrid	100	100	100
Miami	100	100	100
Minneapolis	100	100	100
Moscow	100	100	100
Munich	100	100	100
New York	100	100	100
Paris	100	100	100
Phoenix	100	100	100
Pittsburgh	100	100	100
Portland	100	100	100
San Francisco	100	100	100
Seattle	100	100	100
Shanghai	100	100	100
Singapore	100	100	100
Stockholm	100	100	100
Tokyo	100	100	100
Wash. DC	100	100	100

Step 2: Market Selection for Repeat Visitors

Market	Media Lost	Media Lost	Media Lost
Atlanta	100	100	100
Boston	100	100	100
Chicago	100	100	100
Dallas	100	100	100
Denver	100	100	100
Detroit	100	100	100
Houston	100	100	100
Los Angeles	100	100	100
London	100	100	100
Madrid	100	100	100
Miami	100	100	100
Minneapolis	100	100	100
Moscow	100	100	100
Munich	100	100	100
New York	100	100	100
Paris	100	100	100
Phoenix	100	100	100
Pittsburgh	100	100	100
Portland	100	100	100
San Francisco	100	100	100
Seattle	100	100	100
Shanghai	100	100	100
Singapore	100	100	100
Stockholm	100	100	100
Tokyo	100	100	100
Wash. DC	100	100	100

Objective

Determine which U.S. markets represent the greatest potential for generating incremental overnight visitors to Maine in response to marketing efforts.



Market Selection for Repeat Visitors

Primary Target Markets

Primarily New England Markets:

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

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

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 series of teal geometric shapes, including a partial circle, rectangles, and trapezoids, arranged horizontally at the top of the slide.

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

We need to create an emotional connection between the Maine brand and potential visitors, that operates on a personal level, and drives visitation—especially among first-timers.

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



THE MAINE THING

is

Learning about the

PLACE FROM THE PEOPLE

who make it special.

MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE. >

THE MAINE THING

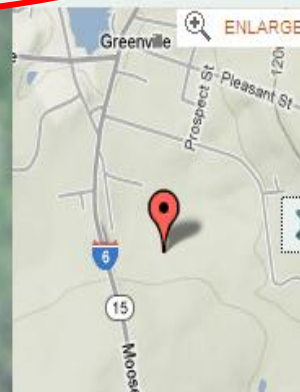


Where original people perfectly complement the beauty of this place. Explore and discover what the Maine Thing is all about. So be inspired. Be adventurous. Be yourself. Discover your Maine Thing.

MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE.

[View all](#)

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



Two of the best ways to increase your chances of sighting Maine's creatures of the forest is to embark on a wildlife safari group tour or enlist the aid of a Registered Maine Guide to create a personal adventure tailored to your specific area of interest. [MORE >](#)

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MEET THE MAINE INSIDERS. REAL PEOPLE. REAL ADVICE. THAT'S THE MAINE THING.

If you're looking to get off the beaten path, you've come to the right place. We've gathered a group of individuals who embrace spontaneity, are filled with unique insights, and have completed their own rite of passage to become a Maine Insider. They understand the ins and outs of all that Maine has to offer — the kinds of people and places a local would know. This is about discovering new experiences and rediscovering yourself in the process.



THE GUIDE TO THE WILD

Steve Vose. Steve's specialty is facilitating memorable Maine



AN OUTSIDER FROM 9 TO 5

Bronwyn Potthoff. With a diverse landscape, Maine is a playground of



A TRULY DOWN-TO-EARTH FARMER

Seren Huus. Having grown up in



THE OUTDOOR ADVENTURER

Barry Tripp. Living in Carrabassett Valley in the winter and Old Orchard



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Internet

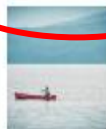


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REAL PEOPLE. REAL ADVICE. IT'S THE MAINE THING.

Steve Vose's tips



THE GUIDE TO THE WILD

Steve Vose. Steve's specialty is facilitating memorable Maine experiences. As a registered guide, Steve can lead you anywhere anytime and make you feel at home. Equipped with first-hand knowledge and a healthy sense of humor, Steve openly shares the secrets of Maine's wilderness. Rely on him to survey the land and be your beacon for unique and remarkable adventures.

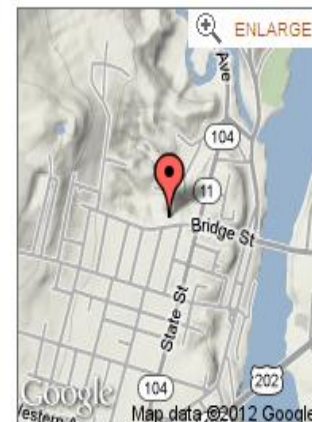
MAINE INSIDERS

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AN OUTSIDER FROM 9 TO 5

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



October 05, 2012

Steve Vose



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AN OUTSIDER FROM 9 TO 5

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



THE OUTDOOR ADVENTURER

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



QUINTESSENTIAL MAINE FOODIES

Jillian & Malcolm Bedell Traveling off the beaten path to find Maine's many hidden treasures.

November 05, 2012

Maine's Wilderness

The immensity of Maine's wilderness is hard for most to comprehend, with a total area of 33,215 square miles; the state is nearly as large as the other five New England states combined. In fact, Maine's largest county, Aroostook, is comprised of 6,453 square miles, covering an area greater than the combined size of Connecticut and Rhode Island. In addition, Maine contains 32,000 miles of rivers and streams, equal to more than the combined length of the Mississippi, Amazon, Yangtze and Nile rivers.

The population is a casual mix of urban and rural. The outdoors person can discover the city, while those who inhabit the city can easily find themselves in Maine's great outdoors. With tens of thousands of miles of explore-able wilderness and waters, Maine is anyone's paradise.

Maine is vast, but not inaccessible, and this is precisely what is enjoyed by a large number of its 1.2 million inhabitants. To the uninitiated, the woods may seem course and lonely, but Maine's wild lands are in fact not empty, but instead possess a wild unbridled energy difficult to explain.

Novice, intermediate or expert outdoorsman, no matter how adventurous you are, Maine's woods and waters are able to accommodate you. Whether winter, spring, summer or fall, you can enjoy a huge selection of outdoor sports including canoeing, kayaking, backpacking, hiking, fly fishing, hunting, skiing, snowshoeing, ATV riding, snowmobiling, ice fishing . . . just to name a few! No matter your outdoor passion or the season, there exists an exciting bucket list of experiences for every skill level.

Maine contains a subtle beauty whispered gently to you by the wind in the white pines and the waves lapping at a deserted beach. It will be understood only by those able to slow down and truly listen. One can draw power and healing from these whispers and explorers have come here for centuries to revitalize their souls.

All Maine Insiders have volunteered to participate in this program. Their views are



Editor's Notes:

[Aroostook County Maine](#) is located in the northern most section of the state sharing its borders with Canada. A grand forestland of about 5 million acres and home to many rivers and waterways, it provides excursions and activities like fly-fishing, kayaking, rafting and canoeing. While there are visitors every season, fall is prized for such pursuits. In winter, the 2,200 miles of groomed trails are appreciated by snowmobilers and dogsledders. For a great resource on the trails of Maine see www.mainetrailfinder.com.

The [A.E. Howell Wildlife Conservation Center and Spruce Acres Refuge](#) is located in Amity, in Aroostook County. This well-known center specializes in rehabilitating black bears, moose, deer, wolves and bald



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Maine

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Print Advertising



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



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



Out of Home & Transit Posters



THE MAINE THING 

Being in a state
THAT WRAPS ITS
arms around you
AND ABSOLUTELY
welcomes you.

Have you discovered your Maine Thing yet? Visitmaine.com.
With 3,500 miles of gorgeous coastline and the unparalleled Atlantic sea air, there's nothing like summertime in Maine. Ogunquit Beach was rated one of the 10 best beaches in the US. And when you're taking a break from the sun, grab a whoopie pie and a Moxie to satisfy a taste only Maine can.

Maine



THE MAINE THING 

No matter
WHAT YOU WANT,
it's kind of what
MAINE GIVES YOU
that's unexpected.

Have you discovered your Maine Thing yet? Visitmaine.com.
We're the first state to see the sunrise everyday. And there are one-of-a-kind adventures everywhere. Hike New England's easternmost national park, Acadia National Park. Relax on Old Orchard Beach. Or take a scenic windjammer cruise. No matter what you want to do, you can do it here.

Maine



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- 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.



Barry Tripp

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OUTSIDER
FROM 9 TO 5Bronwyn
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Tourism Partners

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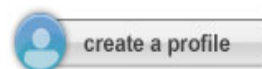
Welcome to the Maine Office of Tourism Industry Partners Section

This section was developed to help us better communicate with members of the tourism industry and give you unprecedented control over your data on VisitMaine.com and other [Tech-Share](#) sites. The [Digital Marketing Infrastructure](#) (DMI) is a set of FREE online tools designed to give you, our tourism industry partners, ability to manage your data. The DMI allows you to submit and update your Maine [business](#) and [events](#) listing, [specials](#), and [travel packages](#) for FREE.

You will also find numerous support services and resources including [advertising information](#), a [staff directory](#), [extensive research](#), [marketing partnership opportunities](#), and other useful information that will help us all better market Maine.

Maine Office of Tourism #59 State House Station

Augusta, ME 04333-0059 (207) 624-9808



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-

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 - Packaging: Tips & Techniques to Put in Your Marketing Toolbox - Margaret
 - Working with the Motorcoach Industry - Margaret
 - Working with the International Market - Carolann
 - VisitMaine.com 101 - Margaret
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 - Tap Into Maine Tourism – Margaret
 - Putting It Together: How to Build Itineraries & Packages- Margaret
-



**Innovate & Differentiate:
Strategies for Success**

January 30-31

Samoset Resort

www.maintourismconference.com

MAINE
OFFICE OF TOURISM

Thank You!
