MAINE OFFICE OF TOURISM "On The Road"

THE MAINE HIGHLANDS

BANGOR • KATAHDIN • MOOSEHEAD LAKE

March 27, 2013

MAINE OFFICE OF TOURISM

- A division of the Department of Economic & Community Development (DECD)
- 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

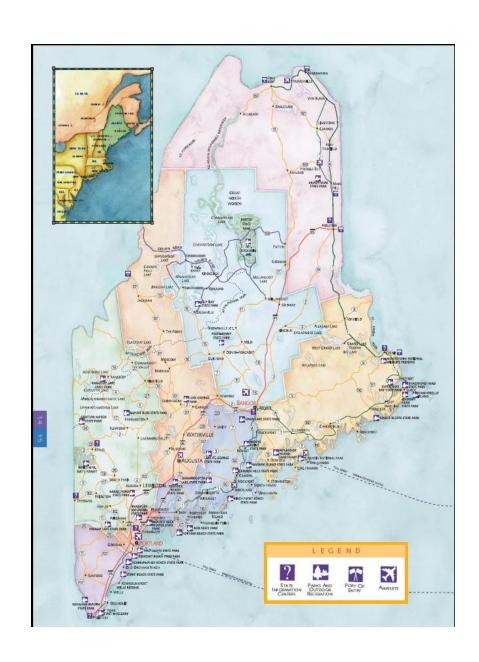
TOURISM MARKETING PROMOTION FUND

FY 2013 Budget = **\$9.7 Million**

- Operations 10%
- Marketing Program & Research 76%
- Visitor Centers 9%
- •Regional & Event Grant Program 10%

TOURISM REGIONS

- The Maine Beaches
- Greater Portland & Casco Bay
- Mid-Coast
- Maine's Lakes & Mountains
- Kennebec & Moose River Valleys
- DownEast & Acadia
- The Maine Highlands-Bangor, Katahdin, Moosehead Lake
- Aroostook



MARKETING MARKETING PARTNERSHIP PROGRAM

- Annual application for marketing grants
 - Guidelines for the program focus on marketing and are reviewed annually.
- Monthly meetings with grant managers & regional representatives

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.

TRAVEL TRENDS

Technology and Travel

- Easy to log on while traveling
 - Mobile devices/Small Screen smartphones, iPads
- Social networks become more important to trip planning
 - People get advice from friends, not strangers
- Information overload on the Web
 - Difficult to sift content to find authentic suggestions and advice

TRAVEL TRENDS

Competing globally

- 68% of Americans plan to travel outside the US

"Diverse aware"

- Duel pronged strategy for over 50 and under 50.
- Cultural differences

Convenience

- Empowered consumer wants more choices

Value continues to be king

- Even the affluent are focused on good value.

MAINE'S Somethyperior for east of the England State of the England State

Become the premier four-season destination in New England

OBJE GIT IVES

- Increase lodging in paid accommodations by 2%.
- Increase overall visitation by 2%.
- Increase percentage of firsttime 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

- Rejuverysta/rednesh the Maine brand to make it relevant and contemporary.
- Convert expiration to visitation among first time visitors.
- . Use research and date ensity lice to focus on those
- markets that have the highest properatly to deliver new visitors staying in peld accommodations.
- Employ a dear two-pronged approach:
 ACQUISITION antice find time visitors
 RETENTION give past visitors a reason to return

- 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

CREATE BRAND Astat of being more valuable from the Things''s activities, which, who. Mains needs to become an article for activities and activities.

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

WHERE YOU
CAN FOLLOW
YOUR INNER
COMPASS AND
BE COMPLETELY
YOURSELF

DIFFERENTIATED BRAND BENEFIT



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 your Maine Thing.

MEET THE MAINE INSIDERS, REAL PEOPLE, REAL ADVICE.

View at





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























Meet someone you've

Too cold to suit? Net... Check out these photos: The Weight of Water Look/SWIDerup EF via @GURFER_Magazine

FREE VISITOR'S GUIDE (

EMAIL SIGNUP >

RICHMEDIA >

FEEDBACK)













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.



THE OUTDOOR ADVENTURER

Barry Tripp, Living in Carrabassett Valley in the winter and Old Orchard Beach in the summer, Berry Tripp typities the Maine outdoor aports onthusiast. A longtime Moiner, he's passionate about the diverse activities Maine's aprowing geography has to offer. From snowboarding to goting to fishing. Barry does it all. Once the snowboard program manager at the renowned Campbassett Valley Academy, Barry now owns the Ocean Tripp Inn, and offers ourt 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



AN OUTSIDER FROM 9 TO 5

Brownyn Potthoff Depending on where you are. I's just better to get around on foot, blice or keyals.

CUINTESSENTIAL MAINE

REEVISITOR'S GUIDE >

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 tound 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 our! have been just incredible, aftering clean, sizable waves with virtually no one on the beach. We've also rediscovered the Portland area





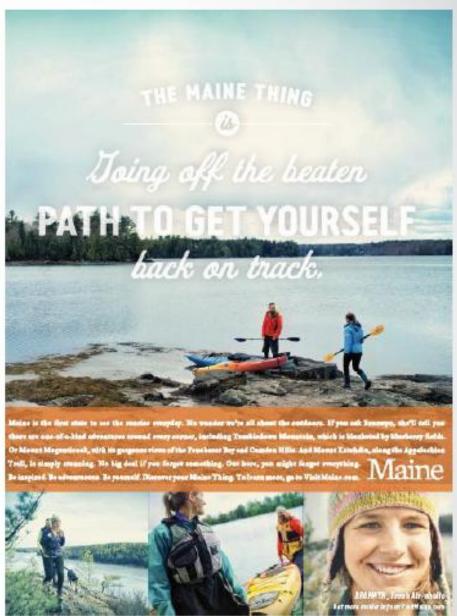


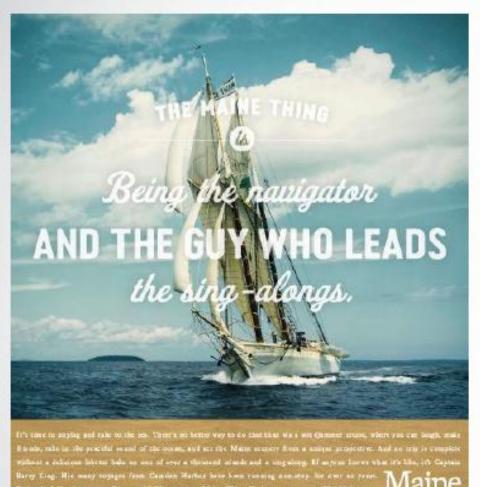






























Highlights *

Videos

Photos



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

season for skiling and snowboarding, skating,

About

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-officialssay/

2 Friends Like Maine Office of Tourism	

Free Travel Guide

Two Nation Vacation

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200	@ Wintah' comin' on Strong!	
	g∆t - 2 hours ago	
to con-	Annie McClimont	
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	\$ 4 hours ago	
	Andrew Mooers	
	© Crisp Fresh Maine Air, Under Cobalt Blue Skies, Bat	
	ø31 - 6 hours ago	







ORIGING ORIGINAL ORIG

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)

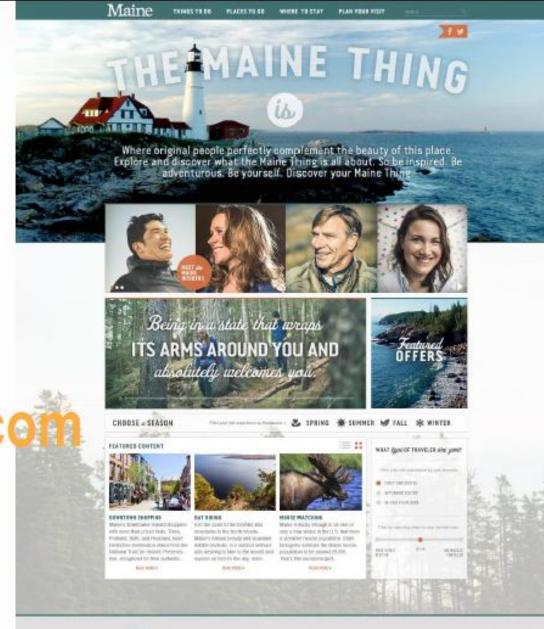
TARGETING BY State of the control of state of the con

Special Interest segments to be largeted through patd media

- + Hiting/Clinting
- + Cycling
- + Padding
- + Wildlin Watching
- + Outdoor Adventure
- + Culmery
- + Cultural Tourism
- Winter Sporter
- "Special interests chosen based on those that are greatest amount of oversight visitation

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 activities about which they are passionate





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DESIGNATION MAKE CROSSES PRINCIPALIFICATION OFFICE ADDRESS. LIBRAR BACTORES meternier.

MIDLESON. PERSONAL PROPERTY. THREE WHIST TIRKE SERVE TRADE AMERICAN MOTING Eleveland/rent















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

Enhance user experience & content

- Simplify navigation
- Improve content {more experiential and emotive}
- Multiple paths to content
- Alignment with key vacation planning stages
- Content based on user preference
- Increased exposure to partners outside of listings
- Better mobile experience

Improve design and functionality

Editorial / magazine layout style cues

Contemporary design elements

Display content in 'snack-able' structure

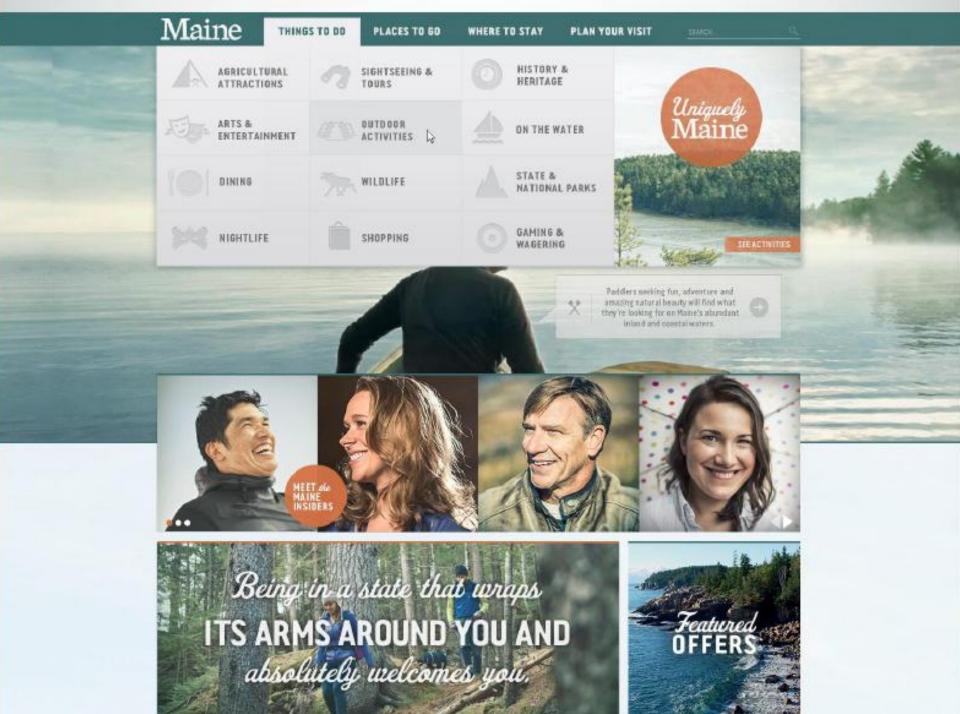
Evolve trip planner functionality

Imagery and typography to help tell the story

Adaptive design for multi-screen and multi-device consumption

Apply new technologies

New content management system
Improved search integration
Advanced mapping functionality
New development techniques









CHOOSE & SEASON

Pitter your site expedience by the season >



SPRING





FEATURED CONTENT



SKIING

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

READ MORE IN



DOG SLEDDING

imagine bounding across the frozen expanse of a remote take surrounded by mountain peaks clad in evergreens, holding light to the reins of your dog team as they drive your sied. forward through the deep snow...

SHOR CASE



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 ...

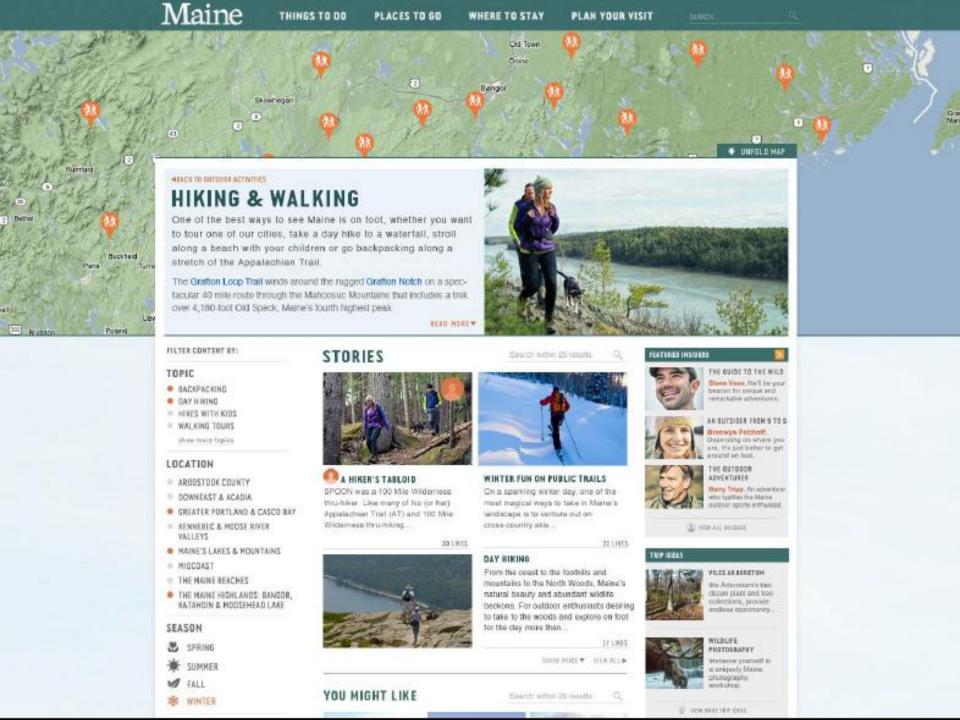
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Filter by alliquing divine to your traveler type

PREE SPIRIT VISITOR

NO HASSEE TRAVELER













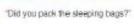
AN OUTSIDER FROM 9 TO 5. BRONWYN POTTOFF.

With a diverse landscape, Maine is a playgroundof 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 Bromwyn, depending on where you are, it's just better to get around on foot, bike, or kayak.



Nightife in Malare htlife In Maine











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 padding trip down the coast.







SHOR NOW Y

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.

RELATED INSIDERS



THE GUIDE TO THE WILD Store Vose. He'll be your beacon for unique and romarkable advertures.



A THULY BOWN-TO-EARTH FARMER Seven Huses, A hugosupporter of the farmto-table movement.



THE OUTDOOR ADVENTURER Darry Tripp. An adverturer who typities the Matrie outdoor sports. anthusiset.

A VIDEALISTED

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 beastles 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 padding 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 readespecially during the winter, curled up on the beach in a sleeping bag like a cocooned caterpillar. Fortune's Flocks and the aurounding stretch of beach offers a rare mix of tubular waves sought after by surfers and



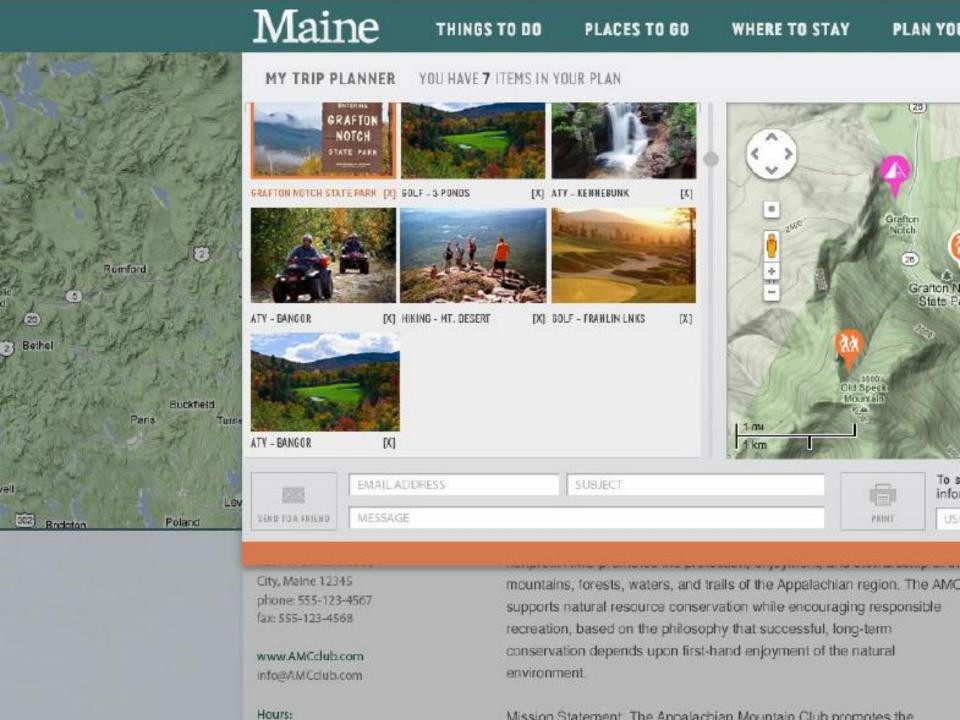
Editor's Notes:

Biddefort Poor is a large 5 day poor where the Saco River results the sess. It hopels lobularmany and variationers alike, and is an expellent price to explore Mainers self 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 Northwart.

Wood latered as the site of Meine's hearfied Wood Island Lighthouse. Known for its characteristic atternating green and write flashes, this lighthouse has been a Means landmark since the early 1000s. Reachable only by sea. tours are evaluable with a reservation. Otherwas, the bland and lighthouse are not open to

Porture's Rock Sweet is only about 20 miles from downtown Fortland, Maine's largest city. This sandy, 2-mile stretch of beach is a popular place to lounge or enjoy were sports. You can go surfing, body surfing, skim boardingand our keyaking.

Portland has a contemporary urban scene with



INCREASING THE DIGITAL FOOTPRINT

Better mobile experiences

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

STEVE LYONS – MARKETING

- Red Sox Co-op
 - Year 2 overview and schedule
- Email Marketing
 - Schedule and results
- MIY Distribution
- Research update
 - **MOTPartners.com**
 - Annual visitor study ongoing
 - Lodging study

GREG GADBERRY - WEB

- Online photo library
- Recruiting Maine photographers
- Visitmaine.com update

PUBLIC and MEDIA RELATIONS

Media Outreach and Publicity

Penetrates markets outside the scope of paid

advertising

- Media familiarization tours

Editorial support

- Industry Workshops
- Social Media



SOCIAL MARKETING

• The Three Cs

- Creating conversation
- Building community
- Generating commerce

• Tactics:

- Interaction
- Engagement
- 6:1 ratio









ABBE LEVIN - CULTURAL

- Arts & Artisans
- Maine Performs
- Maritime Maine
- Maine Down Center
- Kennebec Chaudiere Heritage Corridor
- Maine's Historic Bold Coast
- Scenic Byways
- Trip Ideas for visitmaine.com

PHIL SAVIGNANO – OUTDOORS

- Regional Grant Program
- Maine Woods Consortium
- Byways, Birds & Biking

MARGARET HOFFMAN – SALES

- Consumer Travel Shows
 - Update
 - Evaluation and Survey
- Motorcoach Marketing
 - New itineraries
 - Sales missions
 - Fam tour
 - Co-op ad program

CAROLANN OUELLETTE - INTERNATIONAL

- Discover New England
 - DNE Summit 2013
 - Sales Mission
- Top of New England
- Brand USA
- USTA
 - International Pow Wow

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

CLOSING NOTES

- 5 Year Strategic Planning Process
- Governor's Account Executives
- MOT 2012 Highlights

THANK YOU!