MAINE
OFFICE OF TOURISM
Katahdin Region Tourism Summit
April 22, 2016
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.
Our Mission

Become the premier four-season destination in New England
Marketing Goals

- Increase visitors staying in paid accommodations
- Retain our first time visitors
- Maintain likelihood to recommend ME as a vacation destination
- Improve customer engagement & increase inquiry generation
- Continue to monitor growth of top-of-mind awareness of Maine and agreement with our brand attributes
Investment in Insights 2015

• Research Studies:
  – Market Segmentation Study
  – Conversion Study
  – Geography Analysis
  – Website Usability Study
  – Ad Effectiveness Study
  – Annual Visitor Survey
  – Recreational Hunter & Angler Market Report
Market Segmentation Study

Results: Three High Priority Segments

• Shared set of values with Maine brand of “Originality”
• Highest likelihood of visiting Maine
• Highest likelihood of spending most money in Maine
Creative Strategies 2015

• Develop content to reach customer segments:
  • 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

• Create as many touch points with the consumer as possible (to drive conversion to visitation)
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
Website User Generated Content Page
Website
Maine Thing Quarterly
Website

YouTube
5 ACADIA MUST-SEES

FROM OUTDOOR ENTHUSIAST AND LIFELONG AFICIONADO OF ACADIA NATIONAL PARK, PHIL SAYIGNANO

WHERE IS THE WORLD'S TALLEST INDIAN?

UNIQUELY MAINÉ SHOPPING EXPERIENCE

WILD WHITWATER KAYAKING THE RAPIDS

HOME TO THE MASTERS MAINÉ'S ARTIST STUDIOS

FIELDS OF SWEET MAINÉ'S WILD BLUEBERRIES

BANGOR BEER FESTIVAL:
June 20
Bangor

WHOOPIE PIE FESTIVAL:
June 27
Dover-Foxcroft

MAINE INTERNATIONAL FILM FESTIVAL:
July 10-19
Waterville

NATIVE AMERICAN FESTIVAL & BASKEMAKERS MARKET:
July 11
Bar Harbor

HERMIONE VISIT TO CASTINE:
July 11-15
Castine

IBERDROLA TALL SHIPS PORTLAND 2016:
July 18-20
Maine State Pier, Portland

ORDER A FREE TRAVEL GUIDEBOOK

CONNECT WITH VISITMAINÉ

Facebook
Twitter
Instagram
Google+
A sense of awe hit me as quickly
as the air hit my lungs.

Discovering open Maine Shirt begins here.

We seem so preoccupied with filling space.
This is a place where the space fills you.

Maine Shirt Begins Here.

And you thought the only thing you were going to
find out here is the fly on your fishing line.

Discovering open Maine Shirt begins here.

Maine Shirt Begins Here.
Digital Native

What Maine’s Wilderness Can Teach You About Finding Yourself

By Digital Native

May 23, 2019

Maine is an outdoor lover’s paradise, offering endless opportunities for adventure and exploration. From the rugged coastlines to the pristine forests, Maine’s wilderness offers a unique opportunity to connect with nature and find peace.

The state is home to a multitude of natural wonders that can inspire us to live a more fulfilling life. In this article, we will explore some of the lessons that Maine’s wilderness can teach us about finding ourselves.

1. Embrace the Great Outdoors

Maine is known for its natural beauty, and its wilderness offers a wealth of opportunities for outdoor enthusiasts. Whether it’s hiking, kayaking, or simply taking a leisurely walk in the park, spending time in nature can help us find our way back to ourselves.

2. Slow Down

In today’s fast-paced world, it’s easy to get caught up in the hustle and bustle of daily life. However, taking the time to slow down and connect with nature can help us find our center and gain a new perspective on life.

3. Find Your Voice

Maine’s wilderness offers a backdrop for self-expression and creativity. Whether it’s writing, painting, or simply taking a quiet moment to reflect, finding our voice can help us express ourselves and find our true selves.

4. Live in the Moment

The wilderness can remind us to stay present and enjoy the moment. By focusing on the here and now, we can let go of our worries and find a sense of peace.

5. Experience the Wonder of Nature

Maine’s wilderness is full of wonder and beauty. Whether it’s the changing colors of the leaves in autumn or the sound of the waves crashing on the shore, taking the time to appreciate the beauty of nature can help us find our way back to ourselves.

In conclusion, Maine’s wilderness offers a unique opportunity to connect with nature and find our way back to ourselves. By embracing the lessons it has to teach us, we can find a sense of peace and purpose in our lives.

Sponsored by: Maine Office of Tourism
Public & Media Relations

• **Media Outreach and Publicity** - Penetrates markets outside the scope of paid advertising
  – The media is a credible third party endorsement
  – Special interest targets
  – Media familiarization tours
  – Editorial support
  – Industry Workshops

Charlene Williams, cwilliams@marshallpr.com
Social Media

- Facebook
- Twitter
- Instagram
- Trip Advisor
- YouTube
- Pinterest

Focus is on:
- Interaction
- Engagement
- Relationships

How we do it:
- Pose questions
- Ask for opinions
- Invite participation
- Respond
Consumer Travel Shows 2016

- Sept – Eastern States Exposition
- November - Boston Globe Ski Show
- Jan – NY Times Travel Show; Philadelphia Travel Adventure Show
- Feb – Boston Globe; Toronto Outdoor Adventure; Montreal Outdoor Adventure
- March – Washington DC Adventure Travel Show; Ottawa Travel Show

And Sportsman Shows-Suffern, NY & Harrisburg, PA
Industry Partnerships

- Tourism Regional Marketing Organizations
- Maine Woods Consortium
- Cultural Heritage Organizations
- Maine Motorcoach Network
- Maine Hospitality & Tourism Alliance
- Sports Commission
- State Agencies - ACF, IF&W, DOT, Arts
- Two Nation Vacation
- Discover New England
Tourism Regions

- The Maine Beaches
- Greater Portland & Casco Bay
- Mid-Coast
- Maine’s Lakes & Mountains
- Kennebec River Valley
- DownEast & Acadia
- The Maine Highlands-Bangor, Katahdin, Moosehead Lake
- Aroostook
Communicate key business performance metrics
Share industry trends at both a national and local level
Upcoming programs/initiatives

To subscribe – contact Jennifer Geiger, jennifer.geiger@maine.gov
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.
Information On MOTPartners.com

- Industry research reports
- 2014 Annual Report
- 2015 Annual Marketing Plan
- 5 Year Strategic Plan
- PR Partners Program
- MTMPP Grant Program Guidelines
- Link to Welcome ME (FREE online customer service training)