

18 ANNUAL REPORT

MAINE

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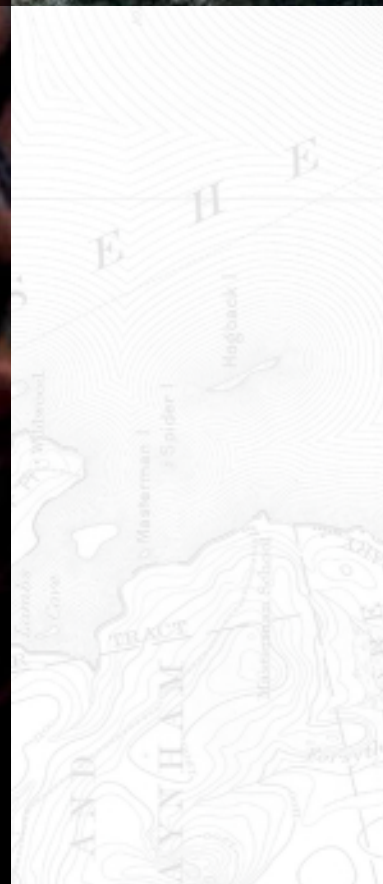
Industry Support

OUR MISSION:

**BECOME THE PREMIER
FOUR-SEASON
DESTINATION IN
NEW ENGLAND.**



maine





WHO WE ARE

The Maine Office of Tourism, an office within the Maine Department of Economic & Community Development, is charged with administering a program to support and expand the tourism industry and promote the state as a tourism destination. The office develops and executes effective marketing programs for the benefit of the travel and film industries, as well as the economy and the citizens of Maine by attracting visitors to the state and thereby preserving and creating jobs.

KEY FACTS

+ OVERALL VISITATION GREW TO 37 MILLION, UP 1.1% YOY*

** This estimate includes all tourism-related overnight travel and non-resident tourism-related day travel.*

- + Total first-time visitation **GREW TO 6.4 MILLION, UP 21.1% YOY**
- + Combined restaurant and lodging taxable sales **GREW TO \$3.4 BILLION**
- + Visitors staying in paid accommodations reached **OVER 14.9 MILLION, A 17.3% INCREASE YOY**

IN 2018, TOURISTS SPENT NEARLY \$9.2 BILLION IN MAINE, SUPPORTING NEARLY 110,000 JOBS.

The year 2018 built on the momentum of the 2017 launch of the "This is me." campaign, which elevated Maine's lifestyle to create consumer craving for the destination and ultimately drive visitation. This continuation strategy leveraged similar media tactics and creative messaging to maintain a strong presence in key markets of opportunity while introducing pointed elements such as brand partnerships to tap new audiences and further elevate the brand.

New creative assets were captured in the winter and fall seasons to continue to promote Maine as a four-season destination.

Planning and development of the new 5-Year Strategic Plan incorporated industry surveys, in-market focus groups and analysis of key research and travel trends to uncover critical areas of focus for the coming years. The plan will roll out in 2019.



SUMMER 2018 CAMPAIGN

The paid media strategy built off successes in 2017 using a mix of high-impact media types, such as TV, out-of-home and print to reach consumers in the dreaming and researching stages of trip planning while they were most receptive to receiving vacation inspiration. Display, paid social, and paid search were leveraged using actionable messaging to reach consumers in the planning and booking stages. Creative messaging was tailored to these different stages to create brand comprehension and push prospects further down the funnel to convert.

A new strategic media partnership with National Geographic was executed to tap a highly relevant travel audience on a national scale, while leveraging the brand's caché and distribution channels to extend reach. The integrated program included print placements, digital and social promotion and a Maine hub on the publication's website housing custom content, an interactive quiz and sweepstakes.





CAMPAIGN HIGHLIGHTS:

(April-September 2018)

- + Delivered **762.7MM IMPRESSIONS** across all paid channels.
- + Elevated the Maine brand via strategic partnership with National Geographic to reach relevant travel intender audience driving over **11.5MM IMPRESSIONS**.
- + Maintained a strong presence in key markets through spot TV driving nearly **52MM IMPRESSIONS**.
 - + Baltimore, Charlotte, Hartford, Philadelphia, Washington D.C.
- + Gained national exposure through RFI and TV sponsorships resulting in over **74MM IMPRESSIONS**.
- + Continued brand promotion at the national level by partnering with NPR delivering over **144MM IMPRESSIONS**.
- + Drove brand awareness within priority target markets through out-of-home executions resulting in **302MM IMPRESSIONS**.
 - + Baltimore, Charlotte, Hartford, Philadelphia, Washington D.C.
- + Reinforced brand sentiments through local and national print buys receiving over **28MM IMPRESSIONS** upon campaign completion.
 - + Titles such as Real Simple, Boston Globe Sunday Magazine, Backpacker Magazine, National Geographic and more.
- + Digital Highlights:
 - + **161MM** impressions
 - + **668,182** clicks
 - + **0.41%** average CTR



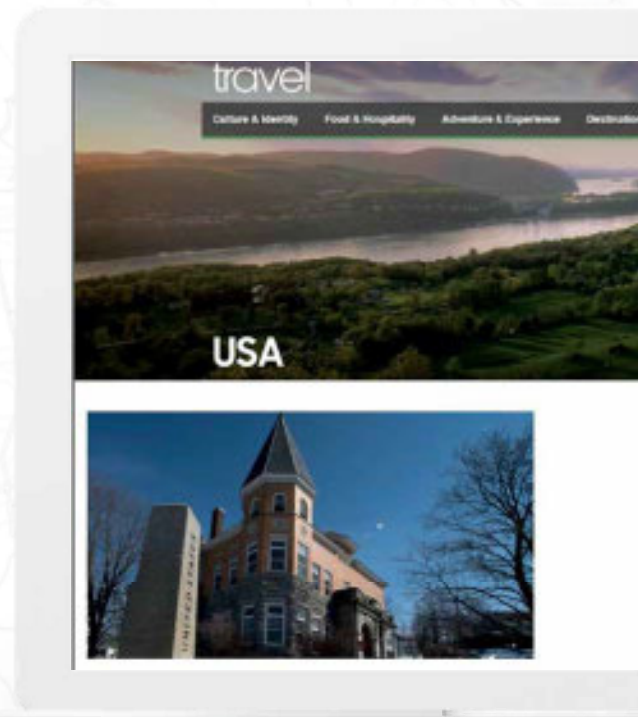
WINTER 2018/2019 CAMPAIGN

A dedicated winter campaign ran November 2018-February 2019 to continue to establish Maine as the premier four-season destination in New England. Media concentrated in prioritized local markets of Boston, Hartford and Philadelphia with coverage in areas that have historically generated winter visitation: Mid-Atlantic and New England. Similar mediums and placements from the core summer campaign were included in this continuation strategy.

CAMPAIGN HIGHLIGHTS:

(November 2018-February 2019)

- + **85.5MM PROJECTED IMPRESSIONS** across all paid channels.
- + Generated broad awareness of Maine through targeted high-impact out-of-home placements including digital billboards and commuter train smart boards.
- + Reinforced winter messaging with contextually relevant magazine insertions in Yankee Magazine and Boston Globe Sunday Magazine.
- + Introduced Maine to travel intenders using audio through digital radio schedule in key markets.
- + Generated brand awareness and converted consumers to take action via targeted digital plan including partnerships with Yankee Magazine and TripAdvisor.

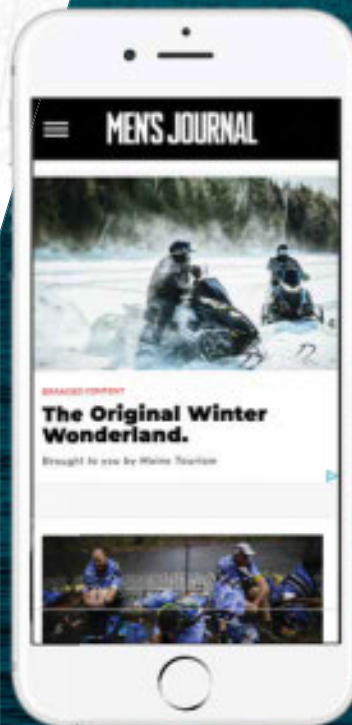
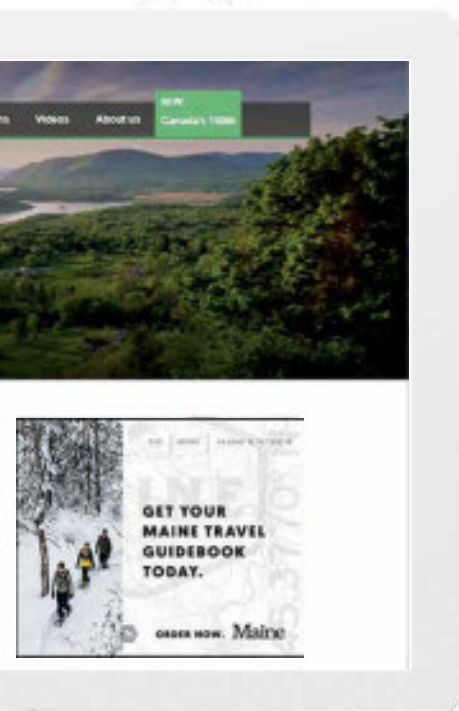
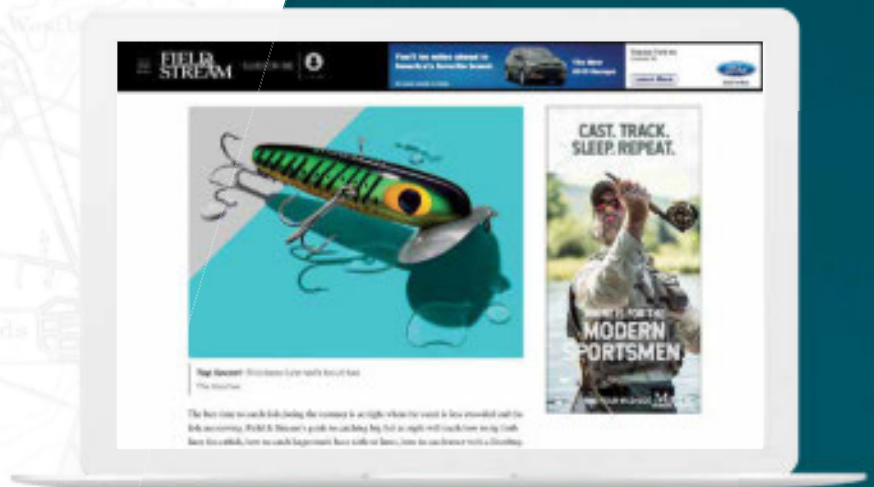


HUNT + FISH CAMPAIGN

To support the Hunt and Fish industries, a concentrated media campaign ran with Field & Stream and Outdoor Life Magazines. The effort included a comprehensive digital presence on both entities' websites and two print placements featuring Maine's unique hunt and fish product. The campaign drove traffic directly to MOT's outdoor guides and sporting heritage landing pages on the website.

CAMPAIGN HIGHLIGHTS: (February-March 2018)

- + Generated over **4 MM IMPRESSIONS.**

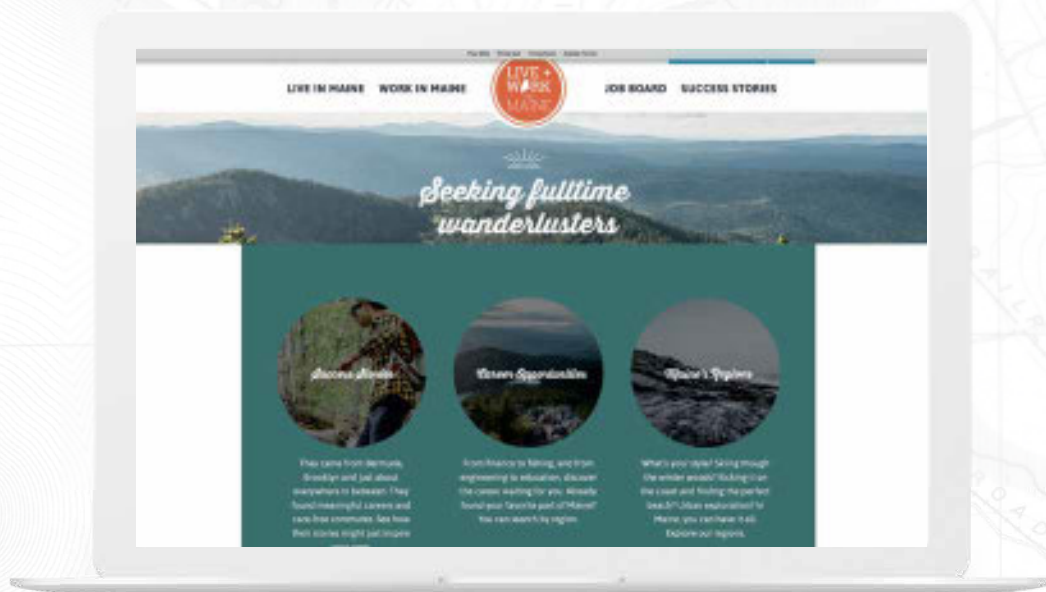


WORKFORCE ATTRACTION CAMPAIGN

To attract new workforce to the state and further develop the economy, a targeted media campaign ran in Boston February-March 2018 to highlight Maine's enviable lifestyle as the hook for relocation to the state. The campaign was produced in collaboration with Live + Work in Maine, which drove traffic to the organization's website for prospects to explore career opportunities. The multi-touch approach incorporated digital radio, elevator and lobby screens, subway "T" cards and targeted digital media.

CAMPAIGN HIGHLIGHTS: (February-March 2018)

- Generated over **39MM IMPRESSIONS.**





AWARDS

TRAVEL / TOURISM:

- + USTA ESTO Awards: "This is me." TV Series
- + 2018 HSMAI Adrian Awards:
 - + Gold: "This Is me." TV Series
 - + Silver: "This Is me." Declarative Print Campaign
 - + Bronze: Visitmaine.com Website Redesign

ADVERTISING / MARKETING:

- + Graphis Advertising Annual:
 - Silver – "This is me." Print Series
- + The Webby Awards:
 - Nominee – Best User Interface – Chasing the Sun website



EMAIL

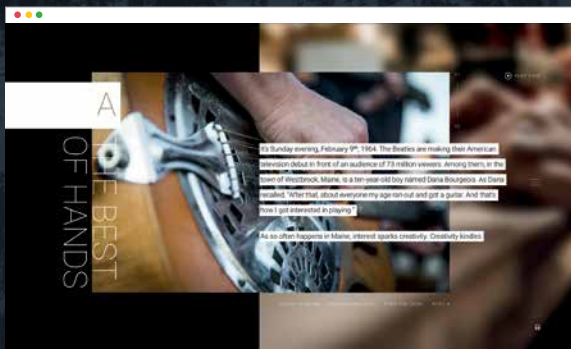
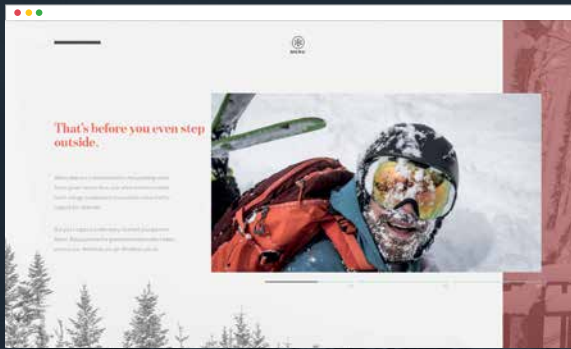
CONSUMER PROGRAM:

- + Deployed **12 MONTHLY** emails to opt-in subscriber database of **390,000**.
- + Deployed **2 CONSUMER** promotional emails featuring the Roxi Suger and Bourgeois Guitars issues of The Maine Thing Quarterly digital magazine.
- + Deployed **2 NICHE** emails to segmented lists to promote Restaurant Week and Bon Appétit mention.
- + Consumer open rates range from **12.8% TO 15.9%**
- + Consumer click rates range from **5.7% TO 11.8%**

INDUSTRY PROGRAM:

- + Deployed **3 INDUSTRY** emails promoting content kits for the Roxi Suger, Bourgeois Guitars and Winter in Maine issues of The Maine Thing Quarterly.





WEBSITE

Following the 2017 launch of the new website, 2018 focused on back-end development including the migration of both MOT and industry partners' websites to a new CMS. Further optimizations were made to respond to Google's ever-changing algorithms, including refinement of the mobile version of the website and content updates to improve SEO rankings.

The Maine Thing Quarterly featured Maine's maker culture including a local clothing designer, Roxi Suger, and guitar craftsman, Dana Bourgeois. To celebrate the winter season, new video and photo assets were leveraged to bring to life an idyllic vision of winter in Maine.

YEAR-TO-DATE METRICS VISITMAINE.COM:

- + **2.5MM** website sessions across **1.9MM** users
- + **277K** of those sessions arrived on the Quarterly section
- + Average session duration of **2:10**
- + Percentage of new sessions is **77.1%**
- + **890K** sessions from organic search
- + **205K** sessions from social channels
- + **45.7K** "Maine Invites You" orders
- + **14K** "Maine Invites You" online views
- + **4.2K** e-newsletter sign-ups
- + **472K** organization page views



To further Maine's mission to become the premier four-season destination in New England, earned media delivers story ideas and materials to a rich variety of national, regional and international media outlets and influencers – including travel, lifestyle, sports, food, news and general interest. Efforts communicate the unique point-of-difference that is Maine and generate greater understanding and awareness of Maine by working with a wide range of media/influencers to help tell the story.

DOMESTIC + INTERNATIONAL PRESS

Through proactive media pitching and responding to inquiries, the MOT's PR/earned media program had contact with just over **1,000 MEDIA OUTLETS AND INFLUENCERS**, with coverage in a mix of online, print and broadcast outlets including New York Times, Outside Magazine, Lonely Planet, Huffington Post, Travel + Leisure, USA Today, National Geographic Traveler, Boston Globe and ABC News. Editorial coverage on Maine resulted in an estimated **REACH OF 4.2 BILLION**.



- + Organized **40 PRESS/INFLUENCER VISITS** to Maine involving nearly **100 BUSINESSES AND ATTRACTIONS** throughout the state.
- + Hosted the Taste of Maine media reception in New York City attended by **45 MEDIA OUTLETS** and **15 MAINE BUSINESSES**.
- + Participated in two seasonal family travel satellite media tours (TV, radio, print, online) featuring syndicated family travel columnist and author, Eileen Ogintz that resulted in:
 - + Summer – **11MM IMPRESSIONS**
 - + Winter – **27.5MM IMPRESSIONS**
- + Partnered with Simon & Schuster, Inc. for an online promotion for Stephen King's birthday that resulted in **19K NEW LEADS** for MOT's consumer email list.
- + Collaborated with PBS series, TravelScope on a weeklong shoot in Maine, which will air September 2019.
- + Participated in Trav Media's International Media Marketplace, meeting with **48 MEMBERS** of the travel and lifestyle media.
- + Participated in the Society of American Travel Writer's media marketplace at their annual convention to pitch Maine story ideas during **12 ONE-ON-ONE APPOINTMENTS**.
- + Collaborated with the Maine Department of Agriculture, Conservation & Forestry to produce and distribute weekly foliage reports during the fall season. Media coverage from the reports resulted in **119,000 COVERAGE VIEWS** and **3,370 INTERACTIONS** on the fall foliage social media platforms.
- + Collaborated with Ski Maine and Maine Snowmobile Association to produce and distribute weekly snow reports during the winter months.
- + Coordinated a fall photo shoot at state parks that added **80 NEW PHOTOS** to MOT's asset library.
- + Participated in Discover America Day media marketplace in Toronto and a networking trade show and luncheon for tour operators and media representatives in Montreal, hosted by the U.S. Consulate in conjunction with the International Tourism and Travel Show.



ORGANIC SOCIAL MEDIA

CAMPAIGNS AND SPECIAL EVENTS

- + Implemented a social media influencer campaign with Travel Mindset and two influencers that produced **527 PIECES OF CONTENT** and **36.2M IMPRESSIONS**.
- + Developed "On the Road" series for content creation and social sharing to showcase different regions, activities and build content falling under the four tourism pillars.

FACEBOOK

- + Used a posting strategy more heavily focused on sharing user-generated images and continued to prompt engagement through sharing photos, videos, interesting accolades, articles and news.
- + 574,671 engaged users, 36,521,663 impressions, 24,033,445 users reached, over 129,157 "Likes".

TWITTER

- + **1,148,200 TOTAL IMPRESSIONS.**
- + Participated in and monitored various travel-themed Twitter Chats throughout the year.

INSTAGRAM

- + Grew the fan base from 47,000 to more than **74,000**.
- + Utilized #MaineThing to gain access to thousands of user-generated images to showcase a wider variety of activities and areas throughout Maine.
- + Created Instagram Stories to celebrate the seasons, a variety of activities, showcase timely user-generated images and create highlights with longer shelf-life.
- + Initiated Instagram polls to ask audience their preference on seasons, activities, etc.
- + Coordinated Instagram takeover with @traveling_newlyweds.
- + Engaged with influencers visiting Maine by re-posting content.
- + Shared photos from the Baxter Outdoor Project (@threlkeld), sparking awareness of the Appalachian Trail.
- + Collaborated to share content from Allagash Brewery's "A Week in Maine" campaign.
- + Partnered with Portland-based company, Seasonal Maine, on holiday giveaway of Maine-made products.



| OVERSEAS TRAVEL TRADE + LEISURE SALES

- + Promote Maine overseas to various target markets:
 - + United Kingdom, Germany, Scandinavia, and Australia and New Zealand
 - + In partnership with Discover New England (DNE), an international marketing cooperative between New England states
 - + France
 - + In partnership with the state of New Hampshire
- + Participated in co-op marketing programs via BrandUSA in Canada, the UK and Germany, driving increased international bookings to the state.
- + Assisted more than **100 INTERNATIONAL TOUR OPERATORS** with requests for information and images.
- + Attended U.S. Travel Association's annual IPW, the travel industry's premiere international marketplace, and met with **MORE THAN 70 INTERNATIONAL BUYERS** and media from **MORE THAN 10 DIFFERENT COUNTRIES.**
- + Attended the Discover New England annual travel trade marketplace and summit in Cape Cod, MA. Hosted **MORE THAN 60 ONE-ON-ONE APPOINTMENTS** with international buyers, including tour operators and receptive operators from **10 DIFFERENT COUNTRIES** serving key overseas markets.



- + In collaboration with Discover New England, organized and hosted familiarization tours for **17 INTERNATIONAL TOUR OPERATORS** and **15 INTERNATIONAL MEDIA**:
 - + Germany, Italy, Denmark, France, UK, Sweden, Australia, the Netherlands
- + International trade shows and sales missions:
 - + UK: participated in the Discover New England booth at World Travel Market in London, hosting more than **40 APPOINTMENTS**
 - + Ireland: participated in the Dublin World Holiday Show with DNE
 - + Germany: participated with DNE in ITB Berlin, the largest travel trade show in the world, with **38 APPOINTMENTS WITH TOUR OPERATORS** from Germany, Switzerland and Austria
 - + France: Along with delegates from New Hampshire, participated in a weeklong French sales mission, calling on **19 TOUR OPERATOR BUSINESSES** in Paris and Lyon, and **TRAINING OVER 50** of their sales associates with an introduction to Maine



MAINE INVITES YOU:

A comprehensive travel guide published in partnership with the Maine Tourism Association and distributed to nearly 160,000 prospective visitors as a key consumer fulfillment piece.

YANKEE MAGAZINE:

Weekends with Yankee TV program produced by the publication featuring Maine as a New England travel destination aired April-September 2018.

PRO BOWLING ASSOCIATION:

Sponsorship of 2018 event in Maine, inclusive of event presence and media promotion on ESPN.

WORLD PRO SKI TOUR:

Sponsorship of 2018 event held at Sunday River Resort, featured on CBS Sports Network, positioning Maine as a world-class skiing destination.

LIVE + WORK IN MAINE:

Partnered to execute paid media campaign to recruit workforce to the state from Boston.

MAINE DEPARTMENT OF AGRICULTURE, CONSERVATION & FORESTRY:

Collaboration to produce and distribute weekly foliage reports during the fall season.

SKI MAINE + MAINE SNOWMOBILE

ASSOCIATION: Collaboration to produce and distribute weekly snow reports during the winter months.

TWO NATION VACATION:

Extended the social media program for this joint marketing campaign between Maine and New Brunswick to promote lesser-known regions of Maine.

CRUISEMAINE:

Awarded a 2-year contract renewal for the management of cruise ship marketing, coordination and outreach. Key initiatives in 2018 included:

- + The establishment of a new governance structure and new mission statement.
- + Development of communications, strategic marketing and business development plan.
- + Commissioned a statewide study of cruise ship visitors to nine Maine ports in order to better understand visitor behavior, satisfaction, and economic impact to the state.
- + Attended key trade shows and sales missions.
- + Continued to collaborate on multiple joint marketing projects with CCNE (Cruise Canada New England) including:
 - + A booth at Seatrade
 - + A new CCNE website
 - + An onboard "toolkit" for crew so they can educate passengers about what to do and where to go
 - + A sales mission to Germany and England with 20 pre-arranged meetings with cruise line executives.
- + Held pre- and post-season member meetings, which included workshops on topics ranging from tariffs to Tourism Management Best Practices.

MAINE SPORTS COMMISSION:

Funding the administration and operations of the Maine Sports Commission to attract sporting events to Maine.



West Falmouth

West Falmouth Sta.

W E S T F A L M O U T H

Westerly Falls

BRAND LYTTON BRIDGE

Kingston Bay

Cape Elizabeth Depot

DIVISION
DIVISION
DIVISION

(Cape Elizabeth Bay)

TOUR OPERATOR APPOINTMENTS & MARKETPLACE

AMERICAN BUS ASSOCIATION MARKETPLACE:

In partnership with the Maine Motorcoach Network (MMN), The Maine Office of Tourism sponsored a Maine booth at the Annual American Bus Association, which hosts **OVER 3,500 TOUR OPERATORS**, suppliers and exhibitors in the group tour industry. **52 APPOINTMENTS.**

Activities at the Maine booth included:

- + Tour Operator raffle for 1 dozen lobsters held throughout the trade show.
- + Opening reception serving Lobster Macaroni & Cheese in collaboration with the state of Vermont
- + Distribution of Maine maps and MMN member profile sheets of the Maine Motorcoach Network
- + Hundreds of tour operator business cards collected throughout the four-day tradeshow that are added to the MOT database

NATIONAL TOUR ASSOCIATION:

35 PRE-SCHEDULED APPOINTMENTS with tour operators from the United States, Canada and international markets.

ONTARIO MOTORCOACH ASSOCIATION:

21 PRE-SCHEDULED APPOINTMENTS with Tour Operators from Ontario, New Brunswick and Nova Scotia Canada.

MAINE MOTORCOACH NETWORK

MAINE MOTORCOACH NETWORK GROUP TRAVEL GUIDE:

Maine Motorcoach Network Group Travel Guide serves as the MOT's main fulfillment piece for tour operator inquiries resulting from tour operator appointments (listed above) and direct inquiries to the MOT. **NEARLY 100 COPIES ARE DISTRIBUTED ANNUALLY** to qualified tour operators. The resource book features group-friendly lodging, attractions, restaurants, transportation services, events and sample itineraries.

2018 SALES MISSION:

Traveled to the Western Pennsylvania to make 1 hour sales calls to **12 GROUP TOUR OPERATOR COMPANIES**. Each region was represented by a member of the MMN with an introduction by the MOT.





DOMESTIC TRAVEL SHOWS

Worked with regional partners, the Abbe Museum and the Maine Windjammer Association, to staff the Maine booth and share information with the show attendees. Supported the Ski Maine Association's presence at the Boston Ski & Snowboard Expo.

- + New York Times Travel Show
- + Philadelphia Travel Adventure Show
- + Washington DC Travel Adventure Show

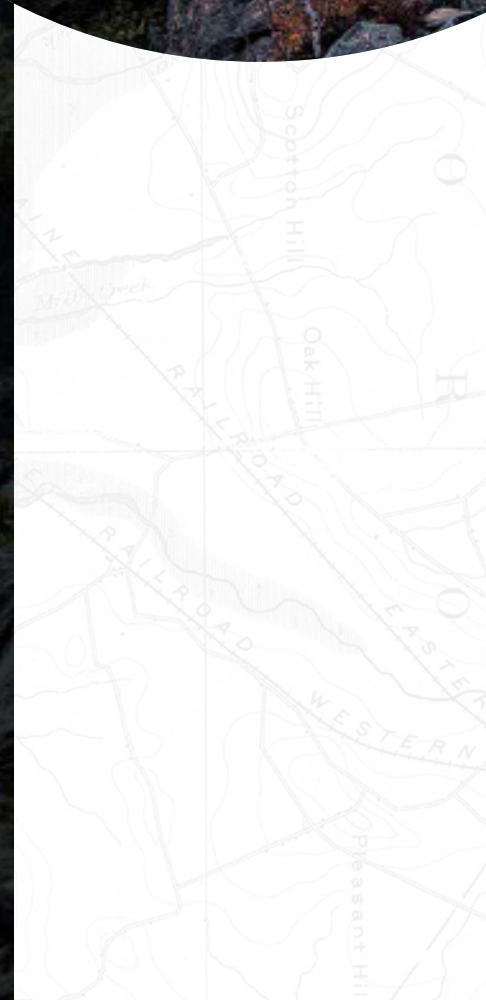
SPORTSMEN'S SHOWS

Worked with representatives of the Maine Professional Guides Association and Inland Fisheries and Wildlife staff to promote Maine hunting and fishing opportunities to this niche audience and represent Maine's sporting interests within the tourism industry.

- + Great American Outdoor Show – Harrisburg, PA
- + World Fishing & Outdoor Exposition – Suffern, NY

Supported IFW attendance at additional shows:

- + Fly Fishing Show – Atlanta, GA
- + Fly Fishing Show – Somerset, NJ
- + Fly Fishing Show – Lancaster, PA
- + Springfield Sportsmen's Show – Springfield, MA
- + Greater Philadelphia Outdoor Expo – Oaks, PA





CANADIAN TRAVEL SHOWS

Exhibited at Canadian consumer shows in key markets for Maine visitation, focusing on outdoor adventure to reach a younger demographic looking beyond the shopping and beach destinations that are typically visited by Canadians.

Contracted with the New England Tourism Center in Montreal to distribute Maine marketing materials in CAA seminars and Travel Xchange trade shows in Ontario and Quebec.

- + International Tourism and Travel Show, Montreal
- + Montreal Outdoor Adventure Show
- + Ottawa Travel and Vacation Show
- + Toronto Outdoor Adventure Show

EASTERN STATES EXPOSITION OR “BIG E”

The Big E broke attendance records once again, with **OVER 1.5 MILLION** attendees during the 17-day event. The Maine Building on the Avenue of States saw a steady stream of visitors seeking information on fall touring, and planning for key activities such as hiking, hunting, beach vacations, etc. Culinary tourists to the building queued for Maine delights such as lobster rolls, blueberry pie, Maine baked potatoes and Whoopie Pies.

- + Springfield, MA

| 2018 CULTURAL HERITAGE TOURISM

- + Partnered with the Maine Arts Commission, the Maine Writers and Publishers Alliance and the Maine State Poet Laureate to develop and launch the Maine Poem Card Project and worked with twenty lodging properties in all eight tourism regions to distribute cards to visitors.
 - + Delivered cultural tourism presentations in Houlton, Ellsworth, Kennebunk and Lewiston as part of the annual Maine Arts Commission Iditarod.
 - + **175 + PARTICIPANTS** representing arts and cultural organizations across the state attended these workshops to learn about cultural tourism trends, how to connect with Maine Office of Tourism (MOT) and the tourism industry, and marketing strategies to help attract visitors.
 - + Assisted in the marketing and promotion of the inaugural Abbe Museum Indian Market (AMIM) in Bar Harbor. This is a significant new event for Maine; the Indian Arts Markets have long been held in the Southwest, this is the first such market in the Northeast. The three-day event featured the work of **70+ ARTISTS REPRESENTING 40 TRIBAL NATIONS** from across the U.S and Canada, an indigenous film festival and fashion show. AMIM has strong potential for growing visitation in Maine and Bar Harbor during the spring shoulder season.
 - + Presented two cultural tourism-marketing workshops in Augusta and Ellsworth that were designed specifically for growing cultural heritage tourism in downtowns and Main Street communities. Shared information including cultural heritage tourism best practices, case studies, and trends.
 - + Conducted site visits to the High Peaks, Bath, Ellsworth, Moosehead Region, Monson, Yarmouth, Monhegan, Portland, Bangor, Lincolnville, The Beaches and Lewiston that included **55+ BUSINESSES AND ORGANIZATIONS**. The purpose of these visits are twofold; to learn what's new and to share information on ways to connect with MOT and the larger tourism industry.
-



SWANS ISLAND
COMPANY

AND
ROCK
RAILROAD
PRESIDENT
RIVER

Deering

ADVOCACY AND EDUCATION

MOT provided regular updates on the departments marketing and research programs, and educational opportunities.

- + Quarterly stakeholder meetings with attendees including members of Maine's Tourism and Hospitality Alliance (Maine Tourism Association, Hospitality Maine, Maine Campground Owners Association, and the Ski Maine Association and Retail Association of Maine), regional representatives, and other tourism-based organizations.

In October 2018, the Q4 stakeholder meeting went on the road to each of Maine's eight regions for input sessions to inform the Five-Year Strategic Plan for 2019-2024.

- + Regional Trainings were held in each of the eight designated tourism regions to present the findings of the DestinationNEXT tourism readiness assessment specific to each region.
- + Maine Tourism Partners News monthly industry e-newsletter was distributed to an industry email database of almost 6,000 Maine tourism businesses and organizations, providing updates on MOT marketing, PR, communications and research programs, industry news, and trends in tourism and marketing. Newsletters were also posted on LinkedIn and Twitter platforms.
- + Governor's Conference on Tourism

Highlights:

- + Reported on results of the DestinationNEXT statewide assessment of tourism readiness in Maine.
- + Introduction of creative strategy for the 2018 campaign, and the 2018 Marketing Plan

Highlights(cont.):

- + Panel discussion of workforce challenges and resources with MOT Director Steve Lyons, DOL Director John Butera, Live + Work in Maine Director Nate Wildes, and DPA Associate Director Traverse Burnett
- + Keynote Kelly McDonald spoke on marketing and consumer trends.
- + Day 1 workshops held in locations around Portland, and conference day general and breakout sessions attracted over 500 registrants
- + Press Relations sharing information on the positive impact of tourism and MOT accomplishments through in-state press releases and interviews with publications including the Bangor Daily News, Ellsworth American, Lewiston Sun Journal, Maine Public, MaineBiz, Portland Press Herald, Quoddy Tides, WCSH6, WVII-ABC 7 and Fox 22.

INDUSTRY OUTREACH

- + Presentations of the 2018 Marketing Plan and campaign Creative to industry members in locations throughout the state, including at the Aroostook County Tourism Summit, the Downeast and Acadia Regional Tourism Summit, and the PenBay Chamber Tourism Summit.
- + Industry Networking Events attended include the Hospitality Maine and Tourism Alliance Legislative Reception, Bangor CVB annual meeting, Visit Portland annual meeting, Maine Tourism Association annual meeting, Maine Hospitality Summit and MACCE Spring Conference.
- + BOD/Advisory Committee participation, including Experience Maritime Maine, the Maine Motorcoach Network, Maine Sports Commission, and Maine Woods Consortium.



MAINE TOURISM MARKETING PARTNERSHIP PROGRAM - FY2019 GRANTS AWARDED

+ Regional Tourism Marketing Organizations—\$1.2MM

- + Aroostook County Tourism
- + Downeast/Acadia Regional Tourism
- + Greater Portland/Casco Bay
- + Kennebec Valley Tourism Council
- + Maine Beaches Association
- + Midcoast Council of Chambers
- + Maine Lakes & Mountains
- + The Maine Highlands: Bangor, Moosehead, Katahdin

+ Special Event Grant—\$50K

- + Coastal Maine Botanical Gardens – Gardens Aglow

+ Tourism Enterprise Grant - TOTALING \$51,327

- + Portland Museum of Art
- + Visit Freeport
- + Bates Dance Festival
- + William A. Farnsworth Library and Art Museum
- + Wesserunsett Arts Council
- + Abbe Museum
- + Northern Forest Center
- + Main Street Bucksport

Regional Tourism Marketing Grants are awarded annually. Tourism Enterprise Marketing and Special Events Grants are reviewed and awarded biannually.

The Destination Development position at Maine Office of Tourism was created in response to industry expressed need for technical assistance, most specifically in underserved rural areas of Maine, to assist rural destinations to play a significant role in Maine's success as New England's premiere four-season destination.

ESTABLISHED A PUBLIC-PRIVATE PARTNERSHIP WITH THE MAINE WOODS CONSORTIUM (MWC) AND NORTHERN FOREST CENTER.

MWC is a network of businesses, non-profit organizations and state agencies that pursue a "triple bottom line" approach (social, environmental, economic) to enhance human and environmental well-being in the Maine Woods region. Leadership and coordination are provided by the Northern Forest Center that works across the northern tier of Maine, New Hampshire, Vermont and New York States. The network has identified several high potential rural Destination Areas within that vast area where they are focusing resources for destination development work.

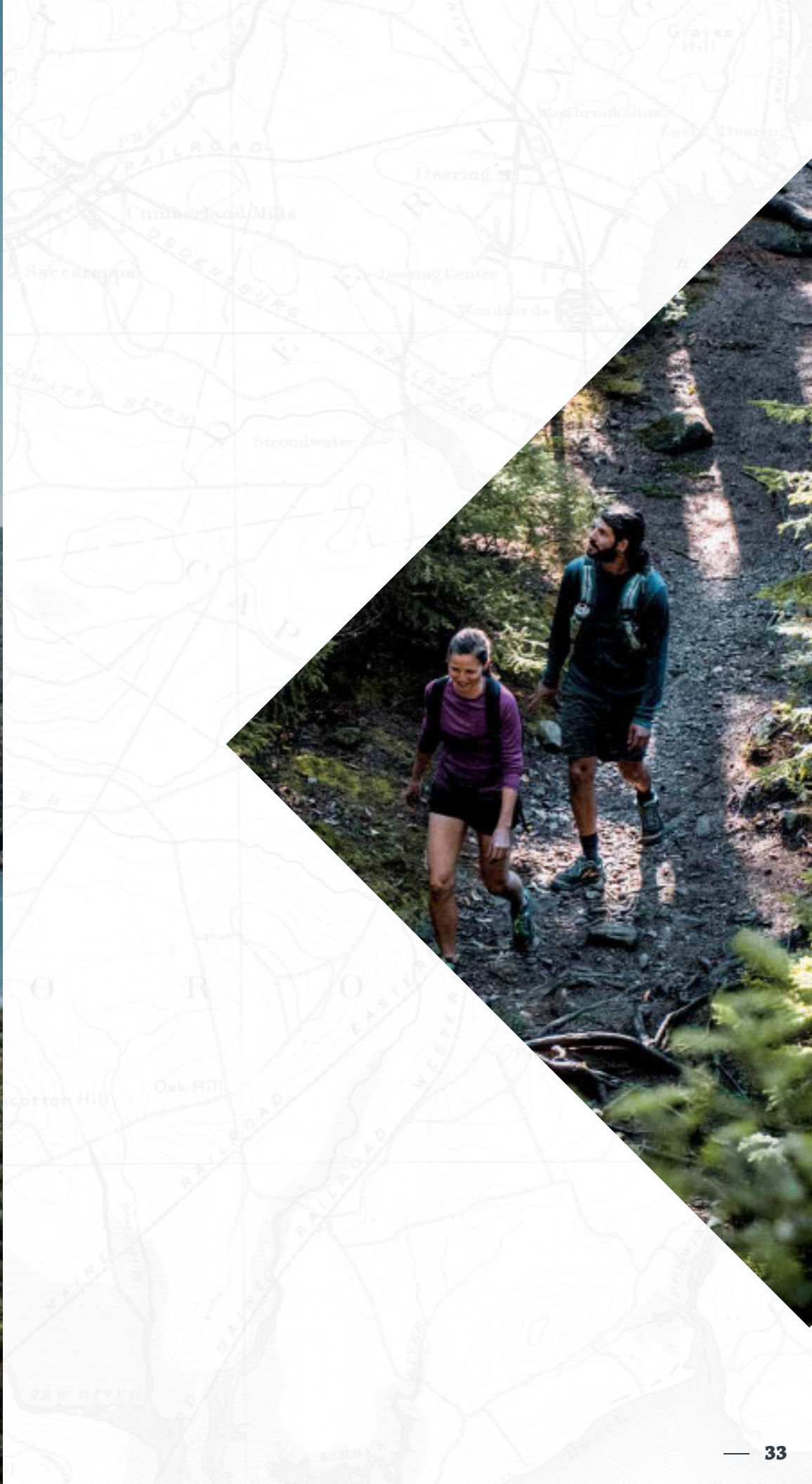
In partnership with MWC, MOT developed the Community Destination Academy pilot program as a tool to help build local capacity and offer technical and financial assistance to potential high value rural destinations. The core curriculum focuses on creating a common vision, strategic planning, getting things done in teams, selling and telling the local story effectively, creating memorable visitor experiences and finding financial resources.





TECHNICAL ASSISTANCE AND COLLABORATIONS

- + Worked with Moosehead Economic Development Corporation and Destination Moosehead (marketing organization) on key sustainability issues within the region and board governance related topics.
 - + Maine West group (encompasses Bethel, Rumford, Oxford Hills) is determining boundaries and beginning the inventory process.
 - + The Katahdin Tourism Partnership (from Baxter State Park to Mt. Chase to Patten and Stacyville) is developing their vision for the future.
 - + Discussed Rangeley's readiness for Destination Development with Rangeley Heritage Land Trust, Rangeley Economic Development Council among other groups.
 - + High Peaks (Rangeley, Carrabassett, Stratton, Eustis to Flagstaff): discussed Destination Development with Franklin County Economic Development. Followed up with information to explain the new Community Destination Academy process.
 - + Met with Downtown Skowhegan to discuss progress on the "Run of River" project, attend the Ambassadors launch, in addition to other initiatives.
 - + Jackman group visits included a FAM tour to key businesses and to launch inventory work in the Upper Kennebec Valley (Jackman to Parlin Pond, to and including The Forks).
 - + Bold Coast is reigniting the Scenic Byway Corridor Management group to evaluate progress and determine next steps as a basis for Destination Development.
 - + Worked with Northern Maine Economic Development Corporation to inspire tourism members at the Annual Tourism Conference to begin a focus on Destination Development, particularly in the St. John Valley.
 - + Continued work with Moosehead Downtown Experience Committee's creation of an Artisan Village, Thoreau-ly Entertaining program, and Gazebo Concerts as summer downtown attractions.
 - + Shared the need for product development at Cruise Maine meeting to inspire ports to develop new, memorable visitor experiences for cruise passengers.
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5-YEAR STRATEGIC PLAN DEVELOPMENT

As an office within the Maine Department of Economic and Community Development (DECD), MOT is charged with administering a program to support and expand the tourism industry and promote the state as a tourism destination. In 2018, concerted efforts were made to gather information from Maine tourism stakeholders, 3rd party data, other successful marketing organizations, travel trends and changes in consumer travel-planning behavior and beyond to identify key tourism challenges and growth opportunities for Maine's global tourism economy. The new 5-Year Strategic Plan will serve as a unified action plan for the state while addressing unique challenges at the regional and local level through 2023.

ANNUAL VISITOR RESEARCH

- + Statewide and Regional Visitor Profiles
- + Statewide and Regional Tourism Economic Impacts
- + Seasonal Topline Visitor Reports: Spring/Summer, Fall, Winter
- + First-Time and Repeat Visitor Summary
- + Canadian Visitor Study
- + Prospect Study
- + Periodic Polling from a panel of Maine visitors

THE CRUISE RESEARCH STUDY

Commissioned a statewide study of cruise ship visitors to nine Maine ports in order to better understand visitor behavior, satisfaction, and economic impact to the state.





The Maine Film Office (MFO) – a division within the Maine Office of Tourism at the Department of Economic and Community Development – is charged with promoting the state as a filming location, actively recruiting productions and providing essential support services and resources for productions that film in Maine. MFO plans and executes a marketing strategy to increase production in Maine, and encourage productions to hire crew and source goods and services locally to deepen the economic impact in Maine.

2018 HIGHLIGHTS:

- + Generated approximately **\$15 MILLION IN ECONOMIC IMPACT** from projects filmed in Maine.
- + Assisted **169 PRODUCTIONS** by:
 - + Disney, Lifetime, PBS, BBC, HGTV, Food Network, Animal Planet, Cooking Channel, Travel Channel, Discovery Channel, History Channel, DIY Network, Smithsonian Channel, NBC, CNN as well as indie films for theatrical release.
- + Promoted Maine as a filming location to filmmakers and industry VIPs from around the world at:
 - + Toronto International Film Festival; SXSW Film Festival; Association of Film Commissioners International's Locations Forum; Hollywood Reporter's Production Executive Power Brunch; Winston Baker Entertainment Finance Forum; Entertainment Partners Reception with Industry Finance and Tax Executives; the Film Independent Spirit Awards and a B2B networking day at NETFLIX.
- + Global outreach efforts to visual media production companies included contact with productions in the United States, Canada, Mexico, United Kingdom, Sweden, Germany, and Spain.
- + Continued to cultivate relationships and partner with key industry stakeholders:
 - + Maine State Film Commission; Association of Film Commissioners International (AFCI) ; Maine Film Center; Maine Film Association (MFA); Maine Arts Commission; Maine Public Broadcasting Network (MPBN) ; Maine Media Workshops & College; University of Maine; Southern Maine Community College; New England School of Communications; Mid-Maine Technical Center; Maine International Film Festival (MIFF); Maine Student Film & Video Festival & Conference and Emerge Film Festival.
- + The Director of MFO was re-elected to serve as an officer on the Board of Directors of the Association of Film Commissioners International – the professional organization for film offices from around the world. The director of the Film Office is **ONE OF ONLY 60 AFCI CERTIFIED FILM COMMISSIONERS WORLDWIDE.**



ESTABLISHED COMPANY AND FILMMAKERS
CONTACTS IN FOLLOWING CATEGORIES:

- + Major Film Studios
- + Major TV Broadcast Networks
- + Major Cable Broadcast Networks
- + National Advertising Agencies
- + Productions Companies
- + Post Production Facilities
- + Animation Company
- + Photography Studios
- + Advertising Agencies
- + Casting Agencies
- + Payroll Companies
- + Executive Producers
- + Producers
- + Line Producers
- + Directors
- + Production Managers
- + Location Managers
- + Location Scouts
- + Talent Managers
- + Talent Scouts
- + Still Photographers
- + Professional Industry Organizations (i.e.
The Location Managers Guild)
- + Film Festival Executives And Organizers
- + University Film And New Media
Departments
- + TV Stations
- + Radio Stations
- + Magazines
- + Newspapers
- + Authors





ESTABLISHED PRODUCTION CONTACTS IN
FOLLOWING CATEGORIES:

- + Feature, Scripted Narrative
- + Feature, Documentary Film
- + Feature, Short Film
- + TV Special / Major Cable Network
- + TV Series / Major Cable Network
- + TV Series Episodes / Major Cable Network TV Series
- + TV Special Documentary / Major Cable Network TV Series
- + TV Series Audition
- + TV Pilot / Major Cable Network
- + National Commercial
- + Web Series
- + Web Content
- + Student Film
- + Student News Story
- + Photo Shoot
- + Industrial

2018 FILMED IN MAINE HIGHLIGHTS:

- + *Blow The Man Down*
Indie Film
- + *Maine Cabin Masters, Season 3*
DIY Network, TV Series
- + *Birdie In A Box*
Indie Film
- + *The Last U-Boat*
Smithsonian Channel, TV Documentary
- + *Puckland*
NBC Sports Network, TV Documentary
- + *Portaiture*
Indie Film
- + Travel Channel's
"Food Paradise"
- + Cooking Channel's
"Seaside Snacks"
- + CNN Documentary
"American Dynasties: The Bushes"
- + HGTV's
"House Hunters"
"Jay Leno's Garage"



Maine