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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.

OUR MISSION:

BECOME THE PREMIER FOUR-SEASON DESTINATION IN NEW ENGLAND.

MARKETING COMMUNICATION GOALS

EXECUTE A YEAR-ROUND STATEWIDE MARKETING PLATFORM TO:

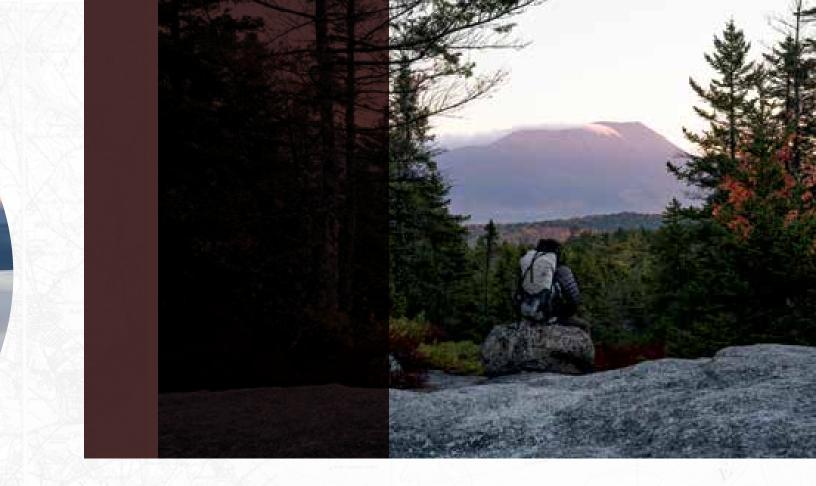
- + Increase visitors staying in paid accommodations to **15,711,124**.
- + Increase total first-time visitation (day and overnight) to **6,735,994.**
- + Maintain likelihood to recommend Maine as a vacation destination at **93%**.
- + Continue to monitor growth of ad awareness of Maine as a vacation destination among our three priority consumer segments
- Maintain consumers taking action (i.e., seeking more information, visiting website, ordering a travel guide, etc.) as a result of seeing MOT advertising at 66%.



The continuation of the "This is me." campaign coupled with partnership efforts in 2018 have established Maine as a lifestyle brand. In 2019, Maine will push further into this space through a strategic partnership aimed to elevate the state as a premiere destination for outdoor recreation. The *Gear Up + Go Maine* program integrates the Maine brand with leaders in the travel/outdoor space – National Geographic and Hyperlite Mountain Gear.

The collaboration with Maine-based outdoor retailer, Hyperlite Mountain Gear, will infuse the Maine brand into consumers' everyday lives through the release of a limited-edition Maine backpack. This mutually-beneficial partnership will leverage both brands' distribution channels to build awareness and inspire travel intenders to gear up and visit Maine.

The Gear Up + Go Maine program lives as the cornerstone of the Summer 2019 paid media campaign via a custom partnership with National Geographic. The cross-promotional effort includes linear and digital TV, Maine exclusive website hub, custom content produced by renowned National Geographic photographer, digital and social promotion and sweepstakes to generate leads. The program enables MOT to reach new, highly-relevant travel audiences, while establishing credibility by aligning the Maine message with a trusted media outlet.





NATIONAL GEOGRAPHIC

Continue to develop strategies that allow the Maine brand to resonate with consumers on three levels:

- + As a like-minded community of people who share the value of originality.
- + As evidenced by their engagement with Maine-based products and services.
- + As evidenced by their passion for vacationing/ spending time in Maine.

Partner with like-minded, national brands to develop a strategic integrated program that establishes Maine's credibility and furthers audience reach.

Continue to develop marketing strategies and content to address our priority segments' mindsets during the different stages of the vacation-planning lifecycle.

Distribute media efforts into fall and winter seasons to maintain a year-round presence.

Concentrate media weight and audience coverage in markets of opportunity to maintain repeat visitation and drive higher rates of first-time visitation.



The 2018 Advertising Effectiveness Survey indicates strong performance of the "This is me." campaign, reinforcing the creative strategy.

- Visual-aided recall of the Summer 2018 campaign INCREASED 6% from 2017 at 22% – the highest levels to date.
- As intended per the strategy, respondents identified the most common message of the work to be:

"COME TO / VISIT / DISCOVER / EXPLORE MAINE"

"BE YOURSELF / DO WHAT YOU LIKE / REDISCOVER YOURSELF"



- The priority segments are significantly more likely to feel positive towards the campaign, particularly Balanced Achievers, compared to non-priority segments.
 - 63% OF THE PRIORITY segments

 (29% non-priority) said the work made them want to visit Maine even higher for BALANCED ACHIEVERS AT 78%.
- Seven in ten travelers who recall the Maine ads (visually-aided) were compelled to take further action as a result of seeing the ads,
 6% INCREASE YOY TO 76%.
 - In fact, **48%** indicate that the ads <u>convinced</u> them to consider taking a trip, compared to 35% the year prior. And another **35%** indicate that the ads confirmed their decision to visit.
- For every \$1 SPENT in advertising leisure travel in Maine RETURNS \$24 in overall visitor spending to the state.

BALANCED ACHIEVERS

Seek life balance, strive for higher status, are creative and in tune with nature. Drawn to competition and trailblazing experiences, want to be the first person to try new things.

71% are married 50% have children Average age 42 Average HHI \$117,495

VACATION PRIORITIES

- On vacation, they check off their "must see and do" list.
 Like sophisticated, urban/city experiences, nightlife & entertainment, and also enjoy things and places off the beaten path, nature and cultural activities.
 - Want to vacation in a place where they have the space and time to reflect on what's important in life—to change their state of mind, step back from problems, be in the moment, and listen to their inner voice.
 - See vacations as an antidote to being self-absorbed.
 Tend to be big spenders on vacation—shopping for local handmade, one-of-a-kind items—but are careful to avoid excess.

GENUINE ORIGINALS

Enjoy exploring, are drawn to adventure and risk, are creative and independent, are very focused on nature, and are self-actualized, broad-minded and curious.

69% are married 38% have children

Average age **46** Average HHI **\$130,627**

VACATION PRIORITIES

- + On vacation, they exemplify freedom of thought/action and follow their inner compass to do their own thing. They pursue outdoor recreation and make it a priority to explore nature and observe wildlife—it helps them shed their worries and cares; time spent in tune with nature rejuvenates their soul.
- + Are interested in art, history and cultural activities. They try new vacation destinations; they don't take cookie-cutter vacations.
- The destinations they choose reflect who they are—they are not driven by luxury, popularity or urban sophistication. They desire authentic trips with exposure to unique local people, cultures and experiences.
- Are open-minded travelers who like to adventure off the beaten path and immerse themselves deeply.

SOCIAL SOPHISTICATES

Believe appearances matter and are drawn to status, think about their place in the world, focused on family and community, want to have fun, are self-reliant and choose their own goals.

70% are married 44% have children Average age 43 Average HHI \$132,724

VACATION PRIORITIES

- + Are interested in luxury, flawless service, keeping up appearances and having fun.
- + Make it a priority to travel every year and are passionate about it.
- + Believe their choice of vacation destination reflects who they are, so they look for trendy vacation spots. Prefer romantic, popular destinations with a "faraway" feeling and excellent accommodations to escape daily distractions.
- On vacation they want to shed responsibilities, take mental health breaks, and let their defenses down.
- + Want to find some serenity and change their state of mind, but are not interested in mental/spiritual rejuvenation. Are not particularly curious about cultural activities, exploration, or adventure.
- + Are not careful about money.

PAID ADVERTISING

In 2019, the paid media strategy continues to extend Maine's presence across the four seasons to further develop the destination beyond peak summer visitation. Market allocation for the core summer campaign focuses on expanding Maine's national coverage through the *Gear Up + Go Maine* program with National Geographic. Specific channels and tactics are consistent with years prior.

MARKET ALLOCATION:

- + National Coverage
- + New England emphasis on Boston
- + Spot Markets
 - Charlotte, NC
 - Baltimore, MD
 - Hartford, CT
 - Philadelphia, PA
 - Washington, D.C.
- Canada: New Brunswick, Ontario, Quebec, Nova Scotia
- + International: In partnership with Brand USA and Discover New England with emphasis on the UK and Germany



BROADCAST SUMMARY:

- April-May and August-September flights in key markets to promote first-time summer travel.
 - Baltimore, Charlotte, Hartford-New Haven, Philadelphia, Washington D.C.
- + Continue to build national presence:
 - National Geographic network TV flight April-May
 - Weekends with Yankee TV sponsorship on PBS
 - Radio partnership with NPR







DIGITAL SUMMARY:

- Inspire travelers to visit Maine through custom content produced by National Geographic photographer.
- + Distribute video content that entices travel intenders to learn more about Maine.
- + Drive qualified traffic to VisitMaine.com through native teaser units placed within contextually relevant websites.
- Generate consumer engagement with promoted social media posts.
- Leverage travel intent behavior through mobile units to promote content consumption on VisitMaine.com.
- Capitalize on moments of opportunity with prospects showing interest in Maine through Paid Search.
- Capitalize on travelers showing interest in New England states through competitive conquesting.

PRINT SUMMARY:

- Reinforce Maine messaging within premium magazine titles at the local and national level.
 Yankee, Backpacker, National Geographic, National Geographic Traveler, Outside, New York Times, Boston Globe, Washington Post
- Alignment with niche content of interest to priority audience segments.

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WEBSITE

CHANNEL-SPECIFIC MARKETING TACTICS

2019 FOCUS ON CONTENT STRATEGY:

- Implement data-driven approach, + leveraging SEO insights to inform content optimizations and creation to improve organic rankings and establish Maine as the authority on ownable topics.
- Develop tangible itineraries and + experiences to help guide trip planning.
- + Continue to create inspirational editorial features that dive deeper into uniquely Maine topics and monthly articles to align with key pillars.



Maine 101 (20



Farm to table. Field b exiguiate, full-course



Let It Snow, Let It Snow, Let It Snow

Was your skis and dial in those bindings. It's time to gear up and get out there. Keep an eye on Malne's snew conditions and trail reports.

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The Maine Course

a bottle. Sea to place. The Maloe food scene is an meak, totally sources and internationally flavored.

Cities in Maine EMAIL MARKETING some to Visit Maine

- + Deploy 12 monthly emails with editorial content tailored to resonate with each of our consumer segments.
- Leverage this high-quality editorial content by buying into travel or niche-specific third-party email programs.
- Deploy supplemental emails to support featured content or promotions.
- + Organically grow the subscriber base by 5%.



MOT's public relations and earned media program communicates Maine's unique and outstanding offerings to generate a greater appreciation of the Maine lifestyle and a desire in visitors to return again and again. It extends the reach of Maine's message by penetrating markets beyond the scope of paid advertising and supports the campaign's messages and media mix.

By working with a wide range of media (including print, broadcast and digital) and focusing on Maine's "most wanted" media list, earned media serves to tell the stories that build upon Maine's brand platform of originality, empowering the media and influencers to become our storytellers.

2019 STRATEGY:

Create a steady stream of media coverage and engagement, both in traditional and social media, with messaging that parallels Maine's assets with the qualities of its people to enhance the desirability of the Maine experience and lifestyle.

OVERALL GOAL OF THE PROGRAM:

- + Reach **800 MEDIA/INFLUENCER CONTACTS** in 2019.
- Garner editorial coverage on Maine totaling at least 5 BILLION MEDIA IMPRESSIONS.

TACTICS INCLUDE:

- Proactively pitch story ideas to regional, national and international media outlets in several genres, including travel, food/wine, lifestyle and news with a goal of at least five proactive pitches to the mostwanted media list each month.
- + Communicate with the media on a monthly basis to provide the latest information on Maine as a travel destination that embodies an aspirational lifestyle of originality.
- + Plan familiarization visits to Maine for key media and influencers to generate content that covers the depth and breadth of Maine travel experiences with the goal of hosting 40 media/influencer visits.
- + Host an intimate media dinner in Chicago with the goal of meeting with up to six Chicago-based media/influencers.
- Host a group media trip for members of the International Food, Wine and Travel Writers Association with the goal of up to six participants from key publications.
- + Attend TravMedia's IMM media marketplace with the goal of meeting one-on-one with at least 40 media outlets.
- + Attend IPW's media marketplace with the goal of meeting one-on-one with 20 national and international media outlets.
- + Target travel trade publications and share newsworthy information on Maine with the goal of securing two articles in trade publications.
- + Provide support, information and assets to media covering Maine, as needed.
- + Refresh the online media room and promote it as a relevant resource for the media searching for Maine information.
- + Execute winter photo shoot with the goal of sourcing at least 50 photos to be used to fulfill media requests and for social media.
- Generate engagement with the media and general public through social platforms, reaching a broader audience and presenting a wide variety of visually appealing and timely content.

WITHIN THE STATE OF MAINE, PUBLIC RELATIONS INCLUDES:

- + Providing marketing support to the regional tourism organizations as requested.
- + Consistent communication with Maine's tourism industry to raise awareness of the Office of Tourism's work, programs and accomplishments.
- Communicating tourism's impact on Maine's economy and sharing the value-of-tourism message.



MOT's results-driven social media strategy is geared to prioritize generating consumer engagement. Driving traffic to VisitMaine.com is secondary for the organic program but is considered whenever appropriate. A consistent presence on each platform reinforces Maine as a lifestyle brand, while complementing paid advertising efforts. A combination of tactics is used to elicit engagement and facilitate follower growth.

MOT is active on Facebook, Twitter, Instagram, YouTube, Pinterest & Snapchat, with Instagram and Facebook being the key platforms for engagement opportunities.

The goal of the 2019 organic social media plan is to **GROW THE INSTAGRAM AUDIENCE BY 10% AND 5% ON EACH OF THE OTHER PLATFORMS.**

TACTICS INCLUDE:

- + Motivate target audience to actively follow Maine on social platforms by sharing their posts/images/videos and responding directly to comments.
- + Boost posts that resonate with our current audience to reach a broader audience.
- + Capitalize on video content to tell Maine's story.
- + Partner with Travel Mindset on a digital influencer campaign.
- + Continue to encourage the sharing of followers' Maine images, from both visitors and residents alike, by utilizing the well-established #MaineThing hashtag.
- + Post links to media coverage and share Maine-centric accolades to continue the conversation.
- Encourage trip planners with specific questions to engage with Maine specialists at the visitor centers.
- + Capitalize on the popular #OptOutside hashtag through Instagram Stories to direct outdoor recreation enthusiasts to relevant Maine content.
- + Partner with influencers whose brands align with Maine's platform in terms of imagery and tone, including social takeovers.
- Develop an "Ultimate Maine Road Trip" campaign by encouraging visitors to post their unique Maine experience.
- + Create a "Top Experiences" list that encourages followers to explore iconic and lesser-known locations throughout the state and share photos on Instagram using a unique hashtag.
- + Use Instagram Stories to highlight different areas and landmarks in the state, using the poll feature to create a Maine places guessing game.
- + Ensure media and influencers are connected to
 @VisitMaine on Twitter.

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- + Continue to correspond directly to individuals asking questions and tweeting about Maine and actively engage with Maine businesses, media and travel-related companies.
- + Participate in the most influential travel Twitter Chats each month.
- + During the summer of 2019, begin a "200 Trips to Take in Maine" campaign leading up to Maine's Bicentennial.



<u>OVERSEAS</u>

As one of the five state partners of Discover New England (DNE), Maine is an active participant in DNE overseas initiatives from sales missions and media/travel trade familiarization trips, to joint marketing partnerships and consumer travel shows.

Through DNE, MOT reaches a global market and attracts international visitors. As a member, MOT works directly with travel trade professionals to promote Maine destinations, experiences and businesses for group and FIT (foreign independent traveler). Maine benefits directly from DNE activities in-market and stateside with increases in overseas visitation and spend annually. Target markets, in partnership with DNE and other New England states, include:

UK, GERMANY, FRANCE, & CHINA

In 2019, MOT will continue marketing efforts specific to outreach and strengthening relationships with travel trade through one-onone meetings and the media through PR/media relations efforts.

MOT will also educate in-country reps about Maine through familiarization trips and conduct outreach to Maine businesses to educate the industry about developing incremental business through overseas marketing. At the national level, and through DNE, Maine will continue to expand its relationship with Brand USA. This will be achieved by executing a mix of paid and earned media initiatives in targeted overseas markets, particularly within the Brand USA pillars that best represent Maine experiences: The Great Outdoors and Culinary.

In partnership with Brand USA, Maine will continue to develop in-language content to expand Maine's presence on it's website, DiscoverAmerica.com, and host FAM visits. These efforts allow MOT to leverage the consumer-facing, funds-matching opportunities through BrandUSA in core overseas markets.

Top international travel trade events attended by Maine:

- + Holiday World Show, January 2019, Dublin, Ireland
- + ITB, March 2019, Berlin, Germany
- + Discover New England Summit, May 2019, Mashantucket, CT
- + US Travel Association's IPW, June 2019, Anaheim, CA
- + World Travel Market (WTM), November 2019, London, England

Key attributes of overseas travelers:

- Spend more and stay longer
- + Stay in paid accommodations
- + Are less likely to cancel due to changes in weather
- + Fill in midweek and off-season gaps

hast

<u>CANADA</u>

MOT will continue to participate in targeted travel trade and consumer events working with the New England Tourism Center based in Montreal.

- + Travel Xchange Trade Shows in Quebec and Ontario
- CAA Seminars across the Province of Quebec and Ontario

Additionally, MOT will exhibit at a series of targeted consumer travel shows throughout Eastern Canada including:

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

Targeting the group tour and motor coach market, Maine continues to fill appointments at the Ontario Motor Coach Association annual marketplace each October.

DOMESTIC

- + Exhibit at high-traffic consumer shows in core and growth markets within the Eastern U.S.A. that align with target segments and geographic markets, providing partnership opportunities to regional and industry members.
- Boston, New York, Philadelphia, Washington, D.C.
 Continue presence at the Eastern States Exposition in partnership with the Maine Tourism Association, providing statewide information to the 1.5 million attendees.
 - Participation from state agencies includes the Departments of Agriculture, Conservation and Forestry, Inland Fisheries and Wildlife, Tourism and Hospitality Alliance members and Maine's eight tourism regions.
- Exhibit at targeted Outdoor Sporting shows to support Maine's traditional hunting and fishing tourism sector, providing partnership opportunities to Fisheries and Wildlife.
 - Great American Outdoor Show: Harrisburg, PA
 - World Fishing and Outdoor Exposition: Suffern, NY
- Partner with the Maine Motorcoach Network to exhibit Maine as a group-friendly destination via one-on-one meetings with group travel decision makers, operators and buyers from across the country.
 - American Bus Association Marketplace
 - National Tour Association Travel Exchange
- Support the Maine Motorcoach Network by hosting a tour operator FAM tour showcasing group-friendly destinations, attractions and businesses in Maine.
- Continue to build a network of preferred travel providers through the Travel Alliance Partners (TAP) annual event. As a Preferred Professional Travel Provider (PPTP), MOT benefits from a network of top travel decision makers from across North America.

MOT seeks to strengthen the industry through regular sharing of information and resources to elevate the visitor experience, advance industry success and build a shared imperative to support the tourism industry as a vital economic driver and key component of Maine's quality of life.

- + Host Annual Tourism Conference.
- + Distribute Annual Report and Annual Plan.
- + Conduct quarterly briefings with industry stakeholders including the Maine Tourism and Hospitality Alliance members and regional representatives.
- + Give presentations about state tourism initiatives at regional tourism summits, DMO, chamber of commerce and industry association meetings.
- + Distribute press releases to in-state media to share information about MOT initiatives, programs and accomplishments.
- + Publish the State of Maine Tourism Partners News monthly industry email addressing the interests of Maine's tourism industry and stakeholders with information about MOT marketing, public relations, research and sales activities; industry partner updates; and national tourism research, trends and best practices.
- + Provide technical assistance and MOT marketing information in response to industry and press inquiries.
- + Utilize MOT Industry social media channels on Twitter and LinkedIn to extend distribution of information.

<u>GRANTS</u>

On-going support for the Maine Tourism Marketing Partnership Program (MTMPP), which provides funding for regional and special event marketing. This matching grants program includes approximately \$1.2 million for regional tourism marketing organizations, up to \$60,000 each for two special events that will impact multiple regions, and grants of \$2,500 to \$10,000 for other tourism marketing projects throughout the state.

TWO NATION VACATION

Partner with Tourism New Brunswick to promote an itinerary that connects adjacent coastal regions in Downeast Maine and Maritime New Brunswick. The program uses Two Nation Vacation social and digital platforms to inspire travelers to explore Downeast Maine beyond more visited regions, building on the allure of an international experience available close to home.

MAINE TOURISM ASSOCIATION

Partner with MTA to move people through Maine's diverse regions for an enhanced visitor experience through support of the Maine Visitor Information Centers and distribution of the Maine Invites You visitor guide. Work in conjunction with MTA to educate Maine residents on the value of tourism and its impact on their lifestyle and economic health.

HYPERLITE MOUNTAIN GEAR

Partner with a Maine-based leader in outdoor recreation products to produce a limited-edition Maine-branded backpack. The collaboration will be promoted across paid, earned and owned channels in 2019 as a larger integrated strategy.

ANDREW KNOWLTON

Partner with Bon Appétit editor-at-large and influential voice in the foodie world to produce unique editorial content highlighting Maine's food culture from an authentic point of view.



MAINE200.0RG

2020

1820

2020 MARKS THE BICENTENNIAL OF MAINE'S STATEHOOD.

To celebrate this milestone, planning for a dedicated Bicentennial campaign is underway. The new creative campaign will highlight 200 years of Maine's enviable lifestyle, while delivering on tangible experiences to convince our audience to visit the state in 2020.

- + Implement a Bicentennial Grant program to provide matching marketing funds to tourism-specific bicentennial projects that will drive overnight visitation to Maine.
- + Encourage the development of bicentennial itineraries for VisitMaine.com.

Rural destination development involves in-depth examination of all the systems in a destination area that help deliver experiences to both visitors and residents. Attractions and outdoor recreation are the magnets that attract visitors and residents to rural destinations. Systemic and visual enhancements make the destination more attractive and help to build more vibrant communities, but also serve to retain and attract new residents and businesses for long-term sustainability and economic growth.

LONG-TERM GOALS:

- + Help develop the visitor pipeline for rural tourism destinations.
- + Grow rural visitation through effective product development.
- + Develop a sustainable approach to rural tourism destination development.
- + Make rural destination development a shared imperative.

PLAN OF WORK:

- + Provide technical assistance as appropriate to help organizations take steps toward destination development readiness.
- + Continue to connect organizations with state agencies and resources to help resolve issues and advance project momentum.
- + Continue to work with industry groups to identify areas in need of assistance and evaluate their readiness factors.
- Partner with Maine Woods Consortium to execute two Community Destination Academies in 2019, one Spring and one Fall, in destinations that have applied and meet the readiness factors.
- Develop additional programs to meet needs discovered in working with businesses, non-profit organizations and municipal leaders in destination areas.
 - Non-profit board training needs to be added to the existing Community Destination Academy program.
- + Seek financial resources and partnerships to be able to fully develop appropriate programs to meet those needs.
- Advocate among state agencies to focus their resources on rural destinations that are investing in themselves and their sustainable futures.

- Work closely with the Office of Outdoor Recreation to insure that MOT's work in appropriate communities is synchronized and seamless.
- + Assist areas that have reached readiness in product development, using industry experts who can teach and train businesses how to create new experiences that meet public expectations.
 - If readiness warrants, use an expert to execute Experience Assessment in a destination area for valuable feedback to businesses.
 - Help Experience Lab graduates to network with other Experience Lab participants for feedback and encouragement.
- Continue to build partnerships with the forest products industry as vibrant communities across the Maine Woods are critically important to both tourism and forest products.

¹The Maine Woods Consortium 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. Maine Woods Consortium work encompasses most of all seven counties extending from Oxford County, through northern Aroostook County, to Washington County. The network has identified several high potential rural Destination Areas within that vast area where they are focusing resources for destination development work.

¹Community Destination Academy is tool developed in a partnership between the Maine Office of Tourism and the Maine Woods Consortium to help build local capacity, offer technical and financial assistance to potential high value rural destinations. This flexible program is designed to meet communities where they are, flexible enough to take into account previous work and to help a consistent cohort of local people take their leadership and planning skills to the next level of effectiveness. 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. Finally, the CDA allows the group to use the skills learned to work on a mutually agreed upon highly visible, local project that benefits the entire community with 1-2 follow-up sessions focused on lessons learned and specialized areas of interest and content specifically important to that destination.

ANNUAL OFFICE OF TOURISM SURVEYS

- + Annual Visitor Survey
- + Seasonal Topline Visitor Reports: Spring/Summer, Fall, Winter
- + Regional Visitation and Economic Impact Reports
- + First-time vs Repeat Visitor Summary
- + Maine Traveler Research Panel Surveys
- + Ad Effectiveness Study

5-YEAR STRATEGIC PLAN

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.

CULTURAL HERITAGE TOURSIM

- + Continued support of arts and culture tourism coordinator.
- + Provide technical assistance to arts and cultural organizations to develop tourism-ready projects.

CRUISEMAINE

- Conduct sales missions to identify cruise lines that are most appropriate for Maine's diversity of ports.
- + Development of a website highlighting ports and programs.
- + Coordinate communications efforts with towns to educate the public about the cruise industry.
- + On-going partnership with Cruise Canada–New England to market the region as a cruise destination.

MAINE OFFICE OF OUTDOOR RECREATION

To better coordinate efforts and enhance Maine's presence in the U.S. as an outdoor recreation state, the Maine Office of Outdoor Recreation (MOOR) was established as a department within DECD September 2018. Maine's outdoor recreation industry is an essential element to the state's economy – annually, the industry generates over \$8.2B in consumer spending, \$548M in state and local taxes and sustains 76,000 jobs statewide.

The MOOR will focus on leveraging Maine's assets and outdoor recreation heritage to grow the outdoor recreation economy and build Maine's outdoor recreation brand as part of a coordinated effort with partners and public and private sectors.

- Strengthen and grow the outdoor recreation economy by developing strategies to create outdoor recreation employment, to enhance business growth and to coordinate with state economic development leaders to integrate the outdoor recreation industry into their efforts.
- 2. Monitor, analyze, develop and coordinate outdoor recreation policies at the federal, state and local levels. Establish relationships between diverse industries that depend upon the state's natural resources to ensure recreation interests and perspectives are included in policy decisions related to land management and land use planning activities, including access, stewardship and conservation.

- 3. Facilitate coordination with Maine Office of Tourism, Department of Inland Fisheries & Wildlife, Department of Agriculture, Conservation and Forestry, and Department of Transportation in promoting outdoor recreation opportunities. Coordinate market research on the impact of outdoor recreation to the state, including participation and consumer spending figures.
- 4. Serve as a central point of contact for the outdoor recreation industry in Maine, monitoring emerging trends and issues that may potentially impact the outdoor recreation assets and experiences in the state.
- Promote the health benefits of outdoor recreation by encouraging active lifestyles for Mainers through collaboration with healthcare industry leaders and local communities minimizing barriers to outdoor recreation opportunities.

The Maine Film Office (MFO) – a division within the Maine Office of Tourism – 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. The Film Office 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.

IN 2018, THE FILM INDUSTRY CONTRIBUTED APPROXIMATELY \$15 MILLION IN ECONOMIC IMPACT FROM PROJECTS FILMED IN MAINE.

CORE MARKETING STRATEGIES

EARNED:

- + Increase brand awareness and create buzz in key industry publications.
- + Increase engagement on social media channels with likes, mentions, shares and reposts.
- + Collaborate with synergistic, noncompetitive businesses and create cross-promotion.
- + Maximize speaking opportunities with local and national stakeholders and professional groups.

OWNED:

- + Update and expand online marketing tools, databases and informational content.
- + Promote productions that film in Maine and align with MOT's marketing campaigns.
- + Strengthen existing key strategic partnerships and develop new ones with like-minded businesses and organizations.
- + Raise awareness of Maine's diverse and unique geography available as filming locations.
- + Educate stakeholders on the economic benefits of filming in Maine.
- + Develop web properties and social media channels to expand social media reach.
- Engage with diverse media sectors in the film and television industry on social media channels.

PAID:

- + Increase in-person and one-on-one interaction with filmmakers and production executives.
- + Participate in high impact sales missions, festivals, screenings and networking events.
- + Create SEO-friendly content to expand online brand reach and image.
- Develop email marketing strategies to reach targeted industry and consumer audiences.
- Partner with communities, businesses and organizations to increase local hiring and sourcing.

2019 GOALS:

CREATE a buzz about filming in Maine

BUILD film friendly community networks

PARTICIPATE

in high impact eve**nts**

EDUCATE

about economic benefits

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Broadcast Media																	
Spot Television																	
Baltimore, Charlotte, Hartford,																	
Philadelphia, Washington D.C.																	
National Television (PBS)																	
Radio (National Public Radio)																	
Print Media																	
Yankee Magazine																	
Outside Magazine																	
Backpacker Magazine																	
National Geographic Magazine																	
National Geographic Traveler Magasine																	
Washington Post Sunday Magazine																	
New York Times Sunday Magazine																	
Boston Globe Sunday Magazine																	



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