

10 | 29 | 2020

Maine Office of Tourism

2020 Winter Plan

Industry Partners Presentation



THE PROB — LEM

COVID-19 has
impacted people's
travel mindset.

Insights

Travel Trends

- Widespread stress drives need for mental retreats
- Virtual lifestyle extends typical travel window
- Safe escapes are in less crowded places

THE CHALLENGE

Building a campaign that
entices, builds confidence
and encourages bookings.

Motivation

Consumer Mindset



THE STRAT — EGGY

Position Maine as the idyllic
oasis to Winter your way.

Strategy

Emotional Connection



The Plan

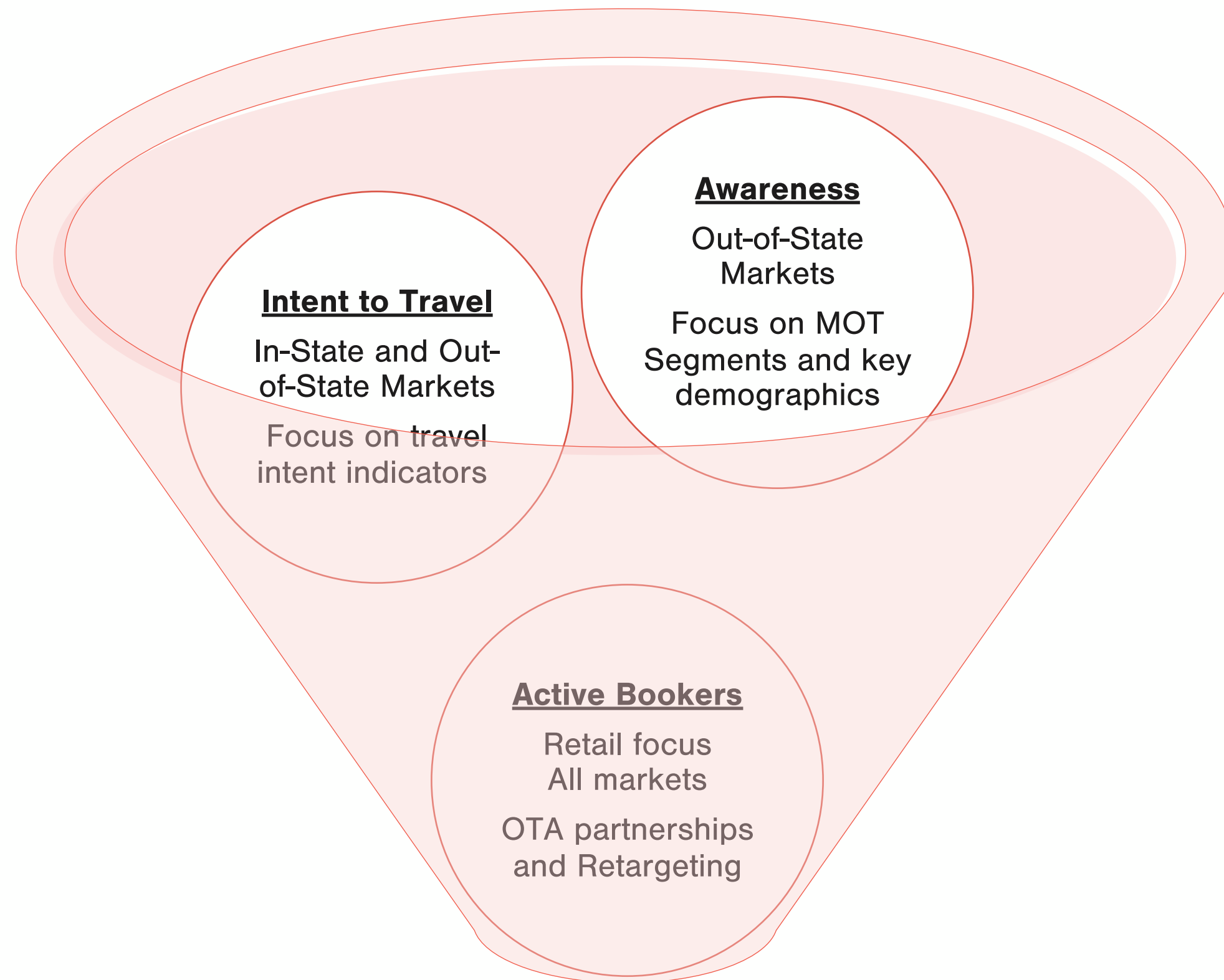
Increase awareness, consumer engagement and visitation with a multi-channel plan that runs November through March





Audience Targeting Strategy

Reaching prospective visitors with media tactics, audience targeting and messaging strategies at various touchpoints throughout the consumer journey.



Travel to Maine

Winter 2020 Details



Jan - Mar

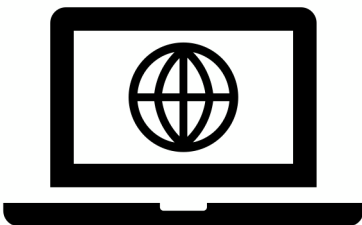
Regional Magazines

- Connecticut
- Yankee
- New Hampshire

4.6mm impressions

7 Insertions

Unrestricted States



Nov - Mar

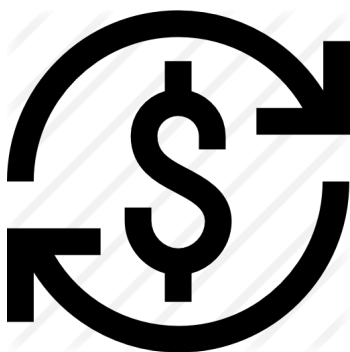
Digital

- Display Ads
- Video Ads
- Connected TV
- Native Ads
- Streaming Audio

55.5mm impressions

Branding & Retargeting

ME + Unrestricted



Nov - Mar

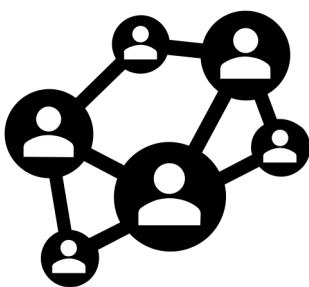
Booking

- Expedia
- Hotels.com
- TravelZoo

9.6mm Impressions

Jan Push

National



Nov - Mar

Social

- Facebook
- Instagram

Drive

- Web traffic
- Conversions
- Bookings

ME + Unrestricted



Jan - Mar

Experiential

- Influencers
- Social
- Website
- PR play
- Partnership

Curate Itineraries

ME + Unrestricted



Nov - Mar

Paid Search

- Test Responsive Ads
- VT and NH Conquesting

Ongoing

National

PRINT

Fresh Powder Leads to Fresh Perspectives

COPY: There's just something about an increase in elevation that heightens the senses. And if more exhilarating runs and fewer crowds are your thing, then do we have a place for you. Where thrill-seeking days are followed by laid-back nights in a cozy lodge.

BVK



Fresh Powder Leads to Fresh Perspectives. There's just something about an increase in elevation that heightens the senses. And if more exhilarating runs and fewer crowds are your thing, then do we have a place for you. Where thrill-seeking days are followed by laid-back nights in a cozy lodge.

Maine
VISITMAINE.COM

PRINT

Unhibernate This Winter

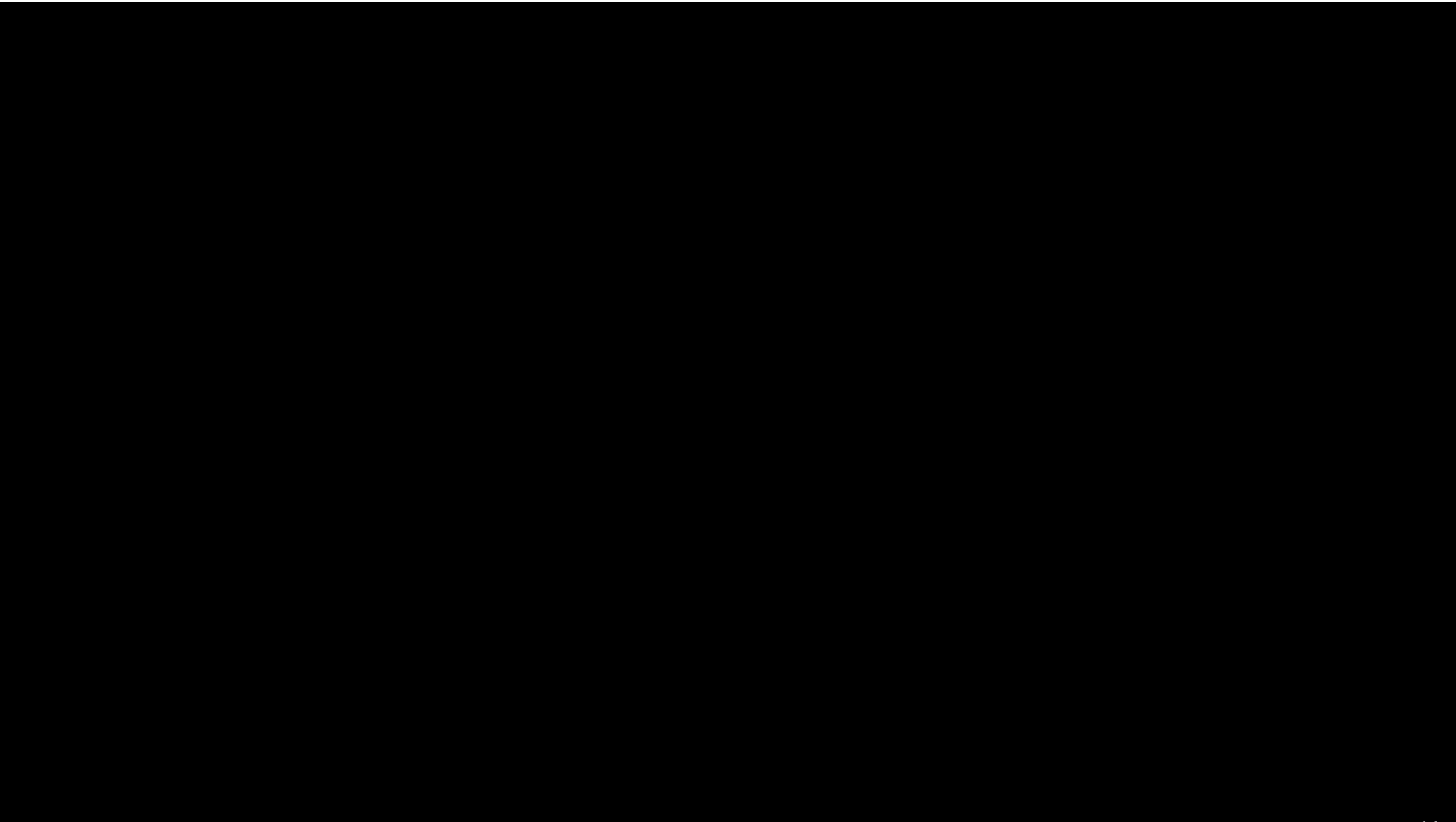
COPY: This is no time for sitting around. It's time to get out and explore. In Maine, a fresh blanket of snow is a welcome invitation to bundle up and head out. With over 14,000 miles of snowmobile trails and plenty of wide-open spaces, Maine is the perfect place to make the most of the season.

BVK



Unhibernate This Winter. This is no time for sitting around. It's time to get out and explore. In Maine, a fresh blanket of snow is a welcome invitation to bundle up and head out. With over 14,000 miles of snowmobile trails and plenty of wide-open spaces, Maine is the perfect place to make the most of the season.

Maine
VISITMAINE.COM



Maine

VISITMAINE.COM



Prospecting Banner Ad (V1)



FRAME 1



FRAME 2



FRAME 3

Click thru = [VM.com Homepage](https://www.visitmaine.com/)

Prospecting Banner Ad (V2)



FRAME 1



FRAME 2



FRAME 3

Click thru = [Winter in Maine Landing Page](#)

Prospecting Banner Ad (V3)



FRAME 1



FRAME 2



FRAME 3

Click thru = [Winter in Maine Landing Page](#)

Retargeting Banner Ads



BANNER 1

Click thru = [E-Newsletter Sign Up Page](#)



BANNER 2

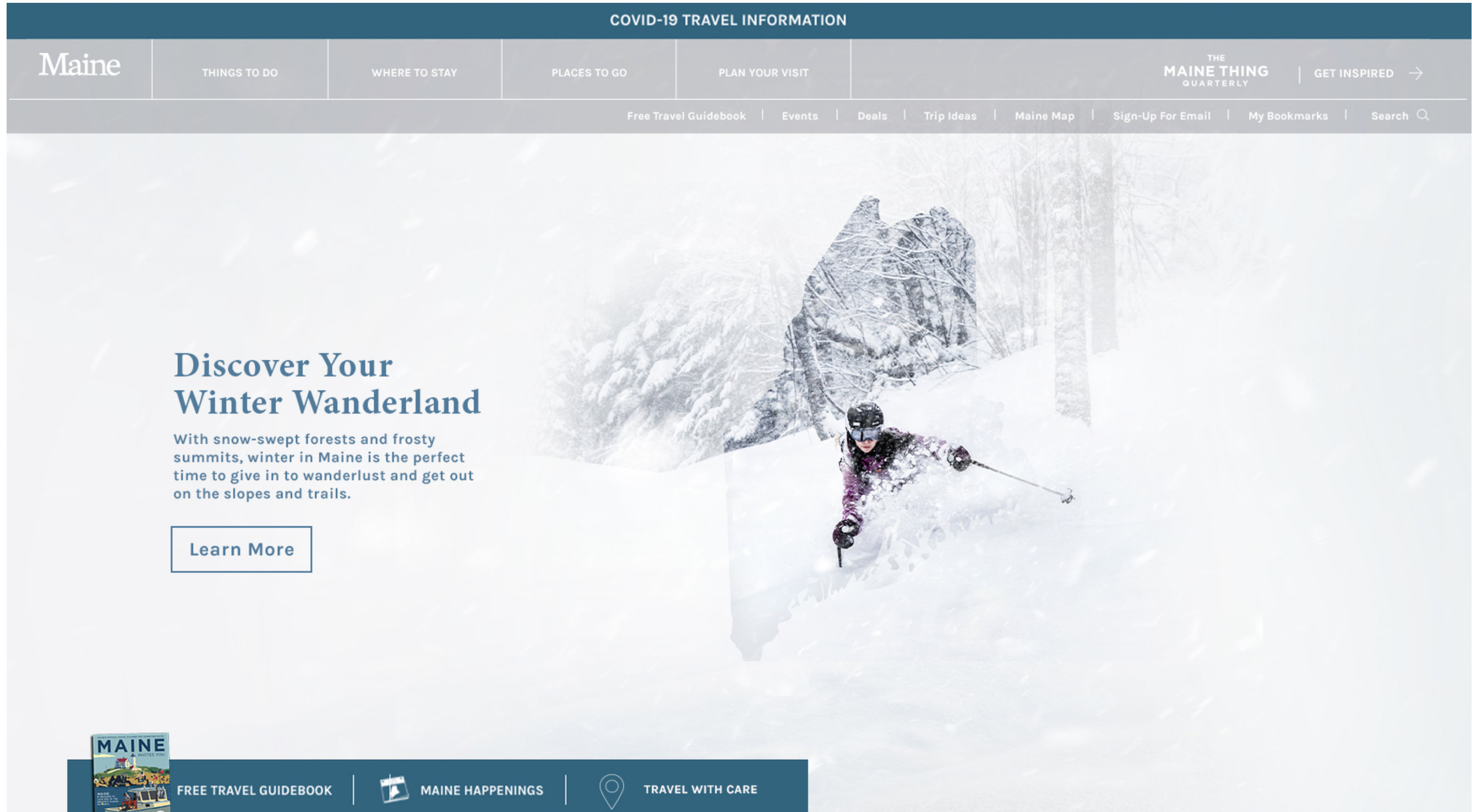
Click thru = [Guidebook Landing Page](#)



BANNER 3

Click thru = [Expedia Maine Customized Booking Page](#)

Homepage Refresh



Cover and Profile Images

The screenshot displays the Facebook page for 'Visit Maine'. The top navigation bar is blue with the Facebook logo, a search bar containing 'Visit Maine', and user profile 'Kate' with navigation links for 'Home' and 'Create'. On the right side of the bar are icons for friends, messages, notifications, and a help menu.


The left sidebar features the 'Visit Maine' profile picture (a circular image of a snowy forest with the word 'Maine' overlaid) and the page name 'Visit Maine' with the handle '@visitmaine'. Below this is a vertical menu with links: 'Home' (highlighted), 'About', 'Posts', 'Photos', 'Videos', 'Events', 'Groups', and 'Community'. At the bottom of the sidebar is a green button labeled 'Create a Page'.

The main content area shows a large cover image of a person skiing down a snowy slope. Below the cover image is a row of interaction buttons: 'Like', 'Following' (with a dropdown arrow), 'Share', and a three-dot menu. To the right of these are two buttons: 'Learn More' and 'Send Message'.

Below the interaction buttons is a 'Create Post' section. It includes a small profile picture of a person and a text input field with the placeholder 'Write a post...'. At the bottom of this section are four buttons: 'Photo/Video', 'Tag Friends', 'Get Messages', and a three-dot menu.


On the right side of the page, there is a 'Community' section with the title 'Community' and a 'See All' link. It contains the following information: 'Invite your friends to like this Page', '144,803 people like this', '145,404 people follow this', and 'Alex Nennig and 18 other friends like this' with small profile pictures of the friends. Below this is an 'About' section with the title 'About' and a 'See All' link.

Paid Social



Visit Maine
 May 13 at 4:27 PM · 🌐

Uncrowded slopes. Thousands of miles of snowmobile trails. Endless cross-country skiing and snowshoeing opportunities. Wake up with winter in Maine. [#MaineThing](#)



VISITMAINE.COM
Unhibernate This Winter



Visit Maine
 May 13 at 4:27 PM · 🌐

Frosty days are on the way. Luckily, in Maine, winter is the perfect time to give in to wanderlust, and get out on the slopes and trails. [#MaineThing](#)



VISITMAINE.COM
Discover Your Winter Wanderland



Visit Maine
 May 13 at 4:27 PM · 🌐

What's a frosty day spent exploring without a cozy fire to look forward to? Find your perfect winter hideaway. [#MaineThing](#)



VISITMAINE.COM
Magical Maine Lodging



Visit Maine
 May 13 at 4:27 PM · 🌐

From small-town shops. To hand-made treasures. This winter, you're sure to find exactly what you're looking for in Maine. [#MaineThing](#)



VISITMAINE.COM
Shop Maine-Made





Retail Strategy



- **Target Travel Intenders nationally**
- **Ability to inspire and drive reservations simultaneously among loyal deal seekers**
- **Program runs 12/1/2020 through 3/31/2021**


Discover Winter in Maine

 **Hotel only**

 **Flight only**

 **Flight + Hotel**

Leaving from

 City or airport


Going to

 Maine

Departing

 mm/dd/yyyy

Returning

 mm/dd/yyyy

Rooms

1 

Adults (18+)

2 

Children (0-17)

0 

☐ Direct flights only

☐ I only need a hotel for part of my trip

Advanced options

Preferred class

Economy 

Search



Stay flexible. We recommend reviewing hotel and airline cancellation change policies before booking in case your plans change.



Please check government advisories before booking and traveling.



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Follow Maine:



Maine

Experience a uniquely Maine winter.

Winter in Maine is like no other. From over 14,000 miles of snowmobile trails to seemingly infinite snowshoeing paths. Secluded ski slopes to luxury resorts. Quaint Main Streets to cozy inns. Maine has everything you need to make this season unforgettable. Start planning your winter escape today.



Snowshoeing

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Downhill Skiing

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Snowmobiling

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Hotels

Flights

FEATURED DESTINATION:

Maine



WINTER IN MAINE

SKI RESORTS

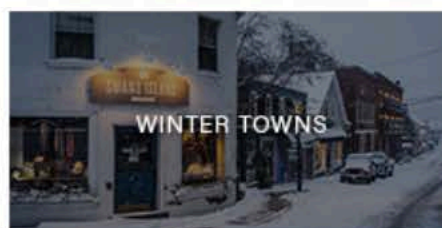
TRAVEL WITH CARE

WINTER FUN

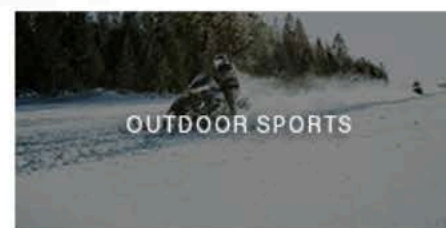


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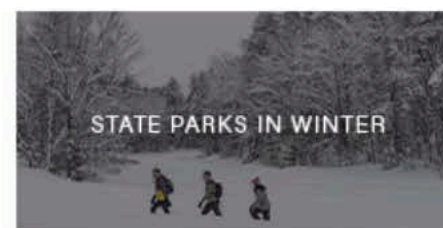
LEARN MORE



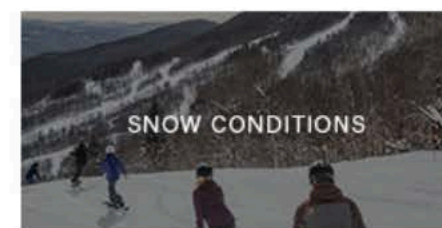
WINTER TOWNS



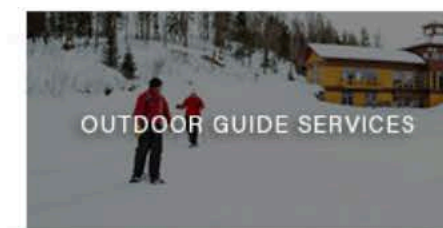
OUTDOOR SPORTS



STATE PARKS IN WINTER



SNOW CONDITIONS



OUTDOOR GUIDE SERVICES

Sponsored by: [Maine Office of Tourism](#)

Maine

VISITMAINE.COM

Integrated Content

Showcase rich storytelling of Maine winter adventures through strategic partnerships with a focus on content capture in an authentic and relevant way to encourage bookings



Integrated Content

Winter Escapes

Idyllic winter activities and stunning scenery are just a few of the breathtaking reasons to visit Maine's lodges and resorts. Partnering with a local influencer, we'll tour standout winter lodging and create seasonal itineraries focused on the resort and the incredible experiences just outside your hotel's door.



THANK YOU

