

03 | 11 | 2021

# Maine Office of Tourism

FY21 – Phase I Summer Plan



# Media Strategy

**Goal:** Awareness and consideration for travel to the state of Maine during the summer season

**Flight:** Week of 4/12-5/23 (can be flexible)

**Audience:** Travel intenders

**Geography:** New England & Mid-Atlantic

Maine, Rhode Island, Vermont, New Hampshire, Connecticut, Massachusetts, Pennsylvania, New York, New Jersey, Delaware, Virginia, Washington D.C., and Maryland

# Tactics

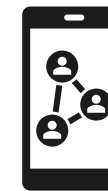
- Connected TV
- Pre-Roll
- YouTube
- Digital Display – Prospecting
- Digital Display – Retargeting (National)
- Paid Search
- Paid Social



Digital Video



Digital Display



Social Media

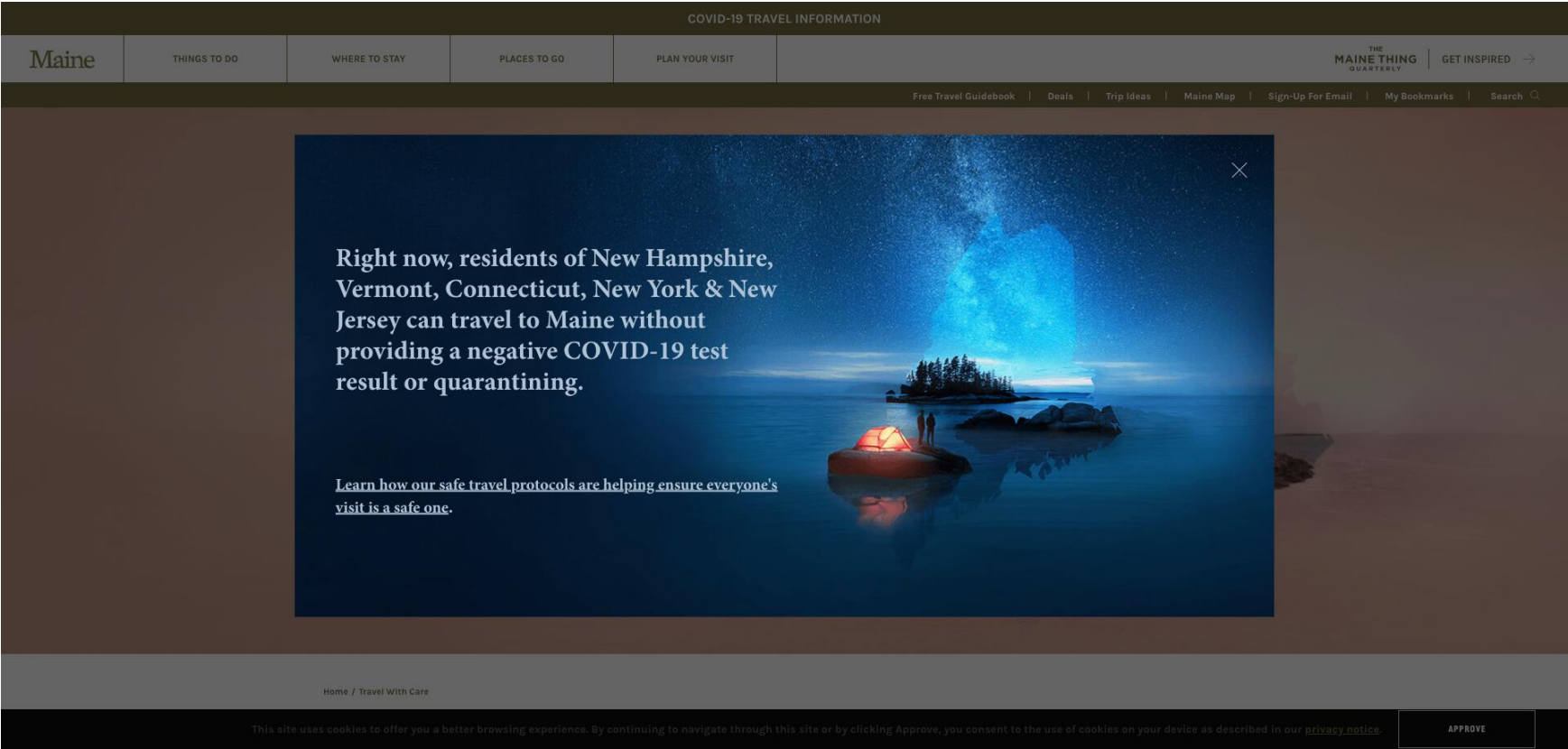


Paid Search

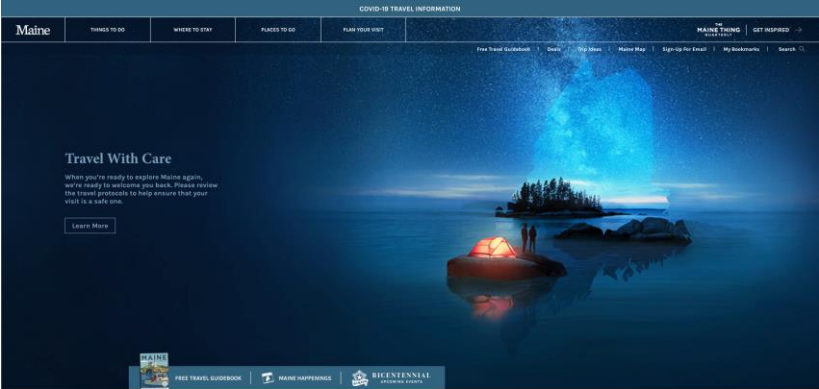
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CREATIVE

# Updates - VM.com



NOTE: These are mock-ups from 2020. BVK will update and provide new layouts to reflect 2021 copy needs



## Maine Trip Tips

It's been too long. The outdoors are calling. And Maine is ready to welcome you back. Start planning your next adventure with some of the best day trips in Maine, curated by Mainers.

[View all](#)



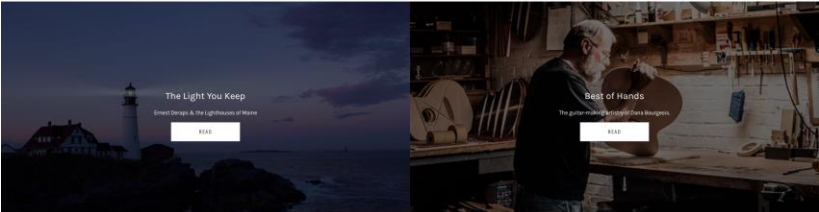
## Trip Ideas

Discover the iconic state of Maine with a lighthouse tour, a lobster boat outing, or a cruise along one of the four scenic byways. And whatever you do, get off the beaten path and savor the local flavor.



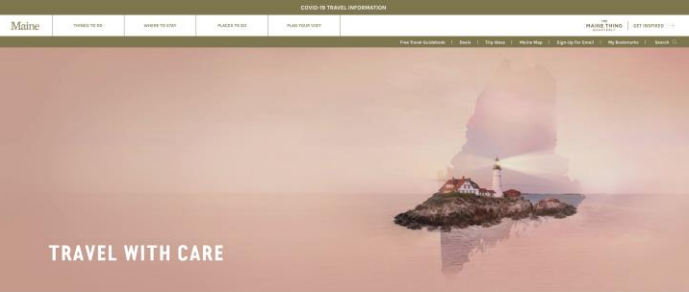
## Where to Stay

Pick the perfect Maine cottage or seaside inn for a serene escape, or follow the call of the wild at a campground or wilderness lodge. From the quaint to the modern, there's a Maine resort for every style.



## Subscribe to our newsletter

All the stuff in your class that makes you want to go out



When you're ready to explore Maine again, we're ready to welcome you back.

As always, we remain dedicated to protecting and preserving Maine's natural resources and maintaining a healthy environment. Please review the travel protocols to help ensure that your visit is a safe one.



## Please Wear a Mask

Help protect yourself. Help protect others. And help protect the employees of your favorite Maine businesses. Wearing a mask helps keep us all safe. [Learn more](#)

## Safe Travel in Maine

The [Keen Maine Healthy Pledge](#) plan represents a multilayered approach to protect Mainers and visitors, and reduce, to the greatest extent possible, COVID-19 risks associated with travel. All in an effort to make Maine one of the safest places to travel this summer.

Maine [lodges](#), [campgrounds](#), [restaurants](#), [shops](#), [museums](#) and other attractions, have implemented recommendations from the state CDC and [completed a safety checklist](#) before opening to the traveling public.

Residents of New Hampshire, Vermont, Connecticut, New York & New Jersey can travel to Maine without restrictions. We're asking everyone else to complete The Certificate of Compliance in order to visit safely.



## The Certificate of Compliance

Visitors must complete a certificate of compliance indicating they have either received a negative COVID-19 test, or agree to quarantine for 14 days for the length of their visit, if tested upon arrival in Maine.

[Print PDF Form](#)

[View Fillable PDF Form](#)

## Testing Protocols

COVID-19 testing applies only to the adults in the travel party. Children 18 and under are not required to be tested.

We urge visitors to "Know Before You Go." Get a COVID-19 test and receive results in your home state before traveling. If you cannot, or choose not to get tested in your own state, you can get tested once you arrive. However, you must quarantine in Maine until you receive your test results. So, check with a Maine testing provider in advance of your visit for availability of tests and turn-around time for results. Testing options nationwide can be found at [get tested COVID-19](#).

If you are tested in your home state within 72 hours of your arrival and have not received a result before your departure from home, you may come to Maine and quarantine until your result is received.



## Quarantine Protocols

During quarantine, visitors may not interact with others outside their travel party or go into public spaces like shops and restaurants. They may go outside for recreation in uncrowded areas provided they abide by physical distancing guidelines and avoid contact with other people.

For example, if you can do the following a safe distance away from other people, you may:

- go for walks and hikes in uncrowded areas
- canoe and kayak
- hike on uncrowded trails
- swim in lakes, ponds and rivers
- take a scenic drive
- relax and take in the views
- get takeout and delivered meals.

## Other Safe Travel Requirements

Even if you have received a negative test result, please bring a face covering for venturing out to public places such as restaurants, retail shops, and other public places where you may not be able to maintain 6-foot physical distancing.

Avoid unnecessary contact with people outside of your travel party.

If you are feeling sick or experiencing any symptoms, contact a healthcare professional immediately.

## FAQs Regarding Quarantine/Testing

Why does Maine have these guidelines?

- COVID-19 poses a fundamental challenge as the state seeks to protect the health and safety of Mainers and our guests in the face of a potential influx of millions of visitors.
- Maine is committed to providing their visitors with the most risk-free vacation that is possible during a pandemic.
- We want visitors and residents to be able to enjoy all Maine has to offer this summer in a safe and healthy way.
- Maine's goal is to provide one of the safest places for people to travel this summer.

For other COVID-related questions, [visit this site](#), or email us: [info@mainetourism.com](#)

## Additional Resources

Keen Maine Identity

BVK

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# Social Cover & Profile Photos

Instagram 110x110



Facebook 180x180



Facebook 820x312



Instagram 110x110



Facebook 180x180



Facebook 820x312



# Video – The Calling (:30 & :15)



<https://www.youtube.com/watch?v=rPlaplwZXyM>

# Digital Display – Prospecting

Canoe



Fishing



Hiking



Lighthouse



Night sky / Camping





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[illegible]

We're saving  
you a seat.

—  —

Maine

Plan Your Getaway ►



3,478 miles  
of coastline,  
just waiting to  
be discovered.

—  —

**Maine**  
Plan Your Getaway ▶





Room to roam and  
rooms to unwind.



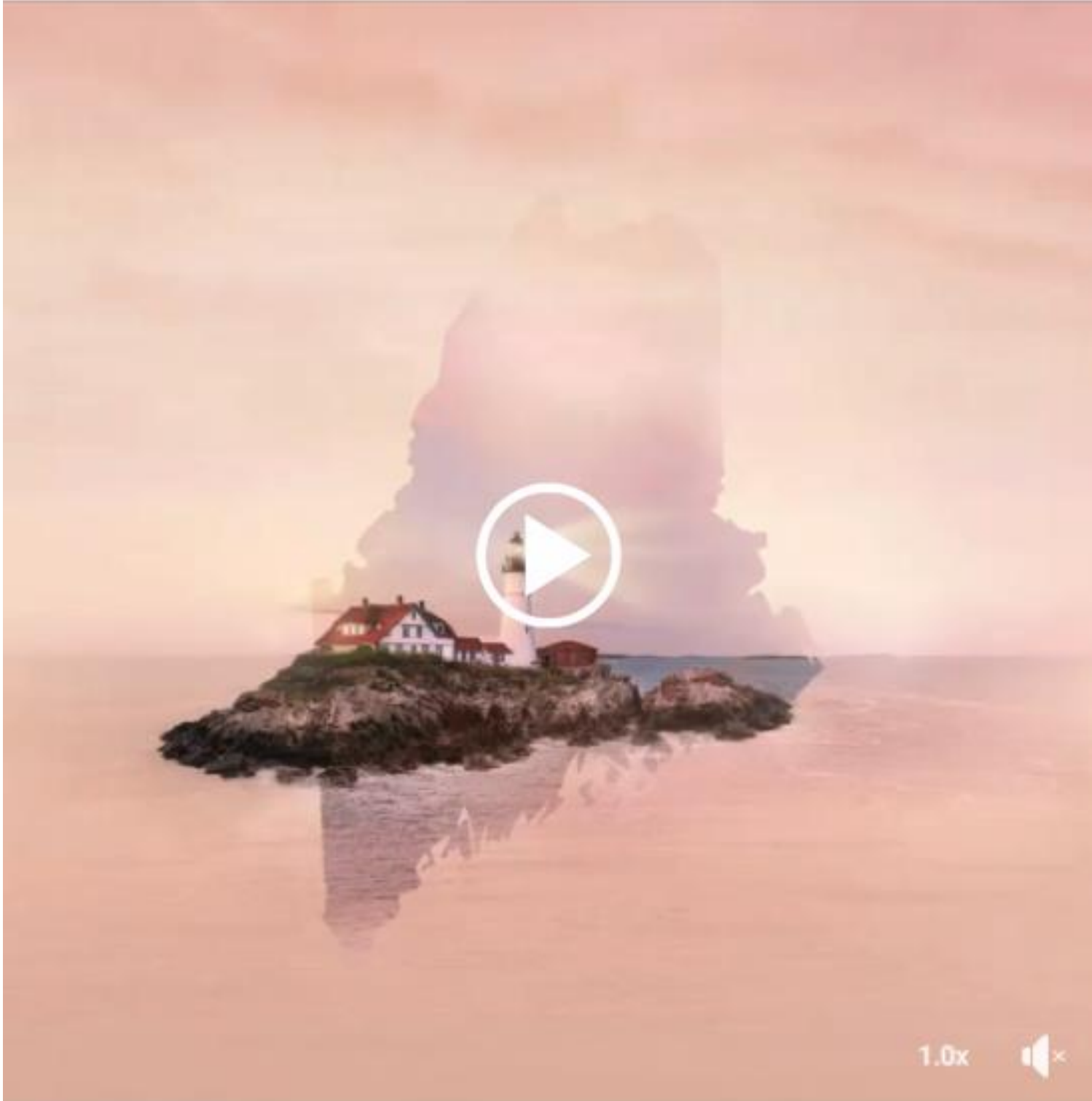
**Maine**  
Plan Your Getaway ►


# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** <https://visitmaine.com/trip-ideas#maine-lighthouses>
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic:
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

 **Visit Maine**  
Sponsored · 

We've been hard at work to keep Maine safe. And now we're welcoming you back, like we have for centuries. Plan your trip to [#VisitMaine](#)



1.0x 



VISITMAINE.COM  
Safely Explore Maine: Welcome Back

[Learn More](#)

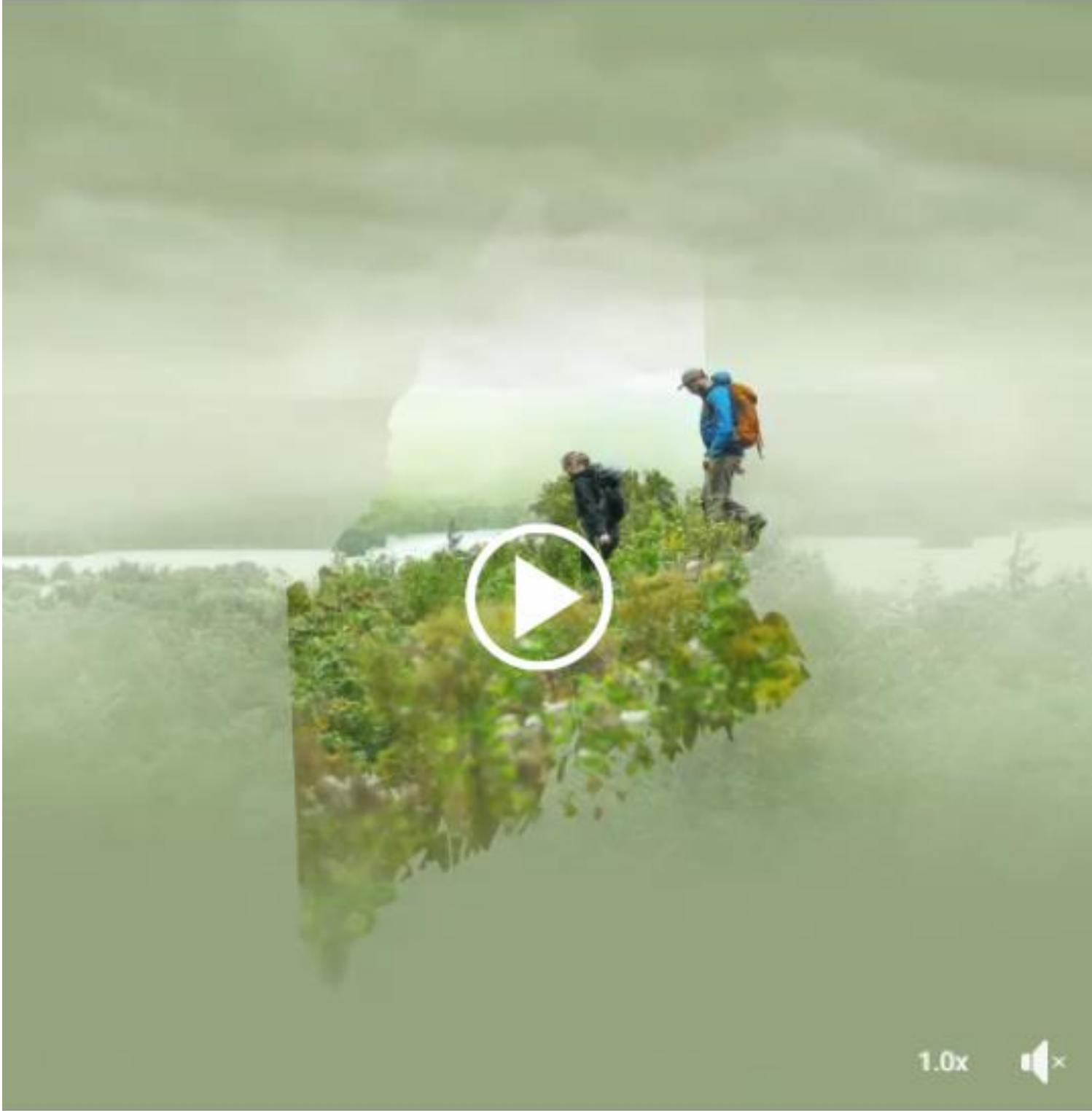



# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [Hiking & Climbing](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

 **Visit Maine**  
Sponsored · 

Our pristine, wide-open spaces are welcoming you back. Plan your trip today. [#VisitMaine](#).





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VISITMAINE.COM  
**Safety Every Step of the Way: Hike with Care**

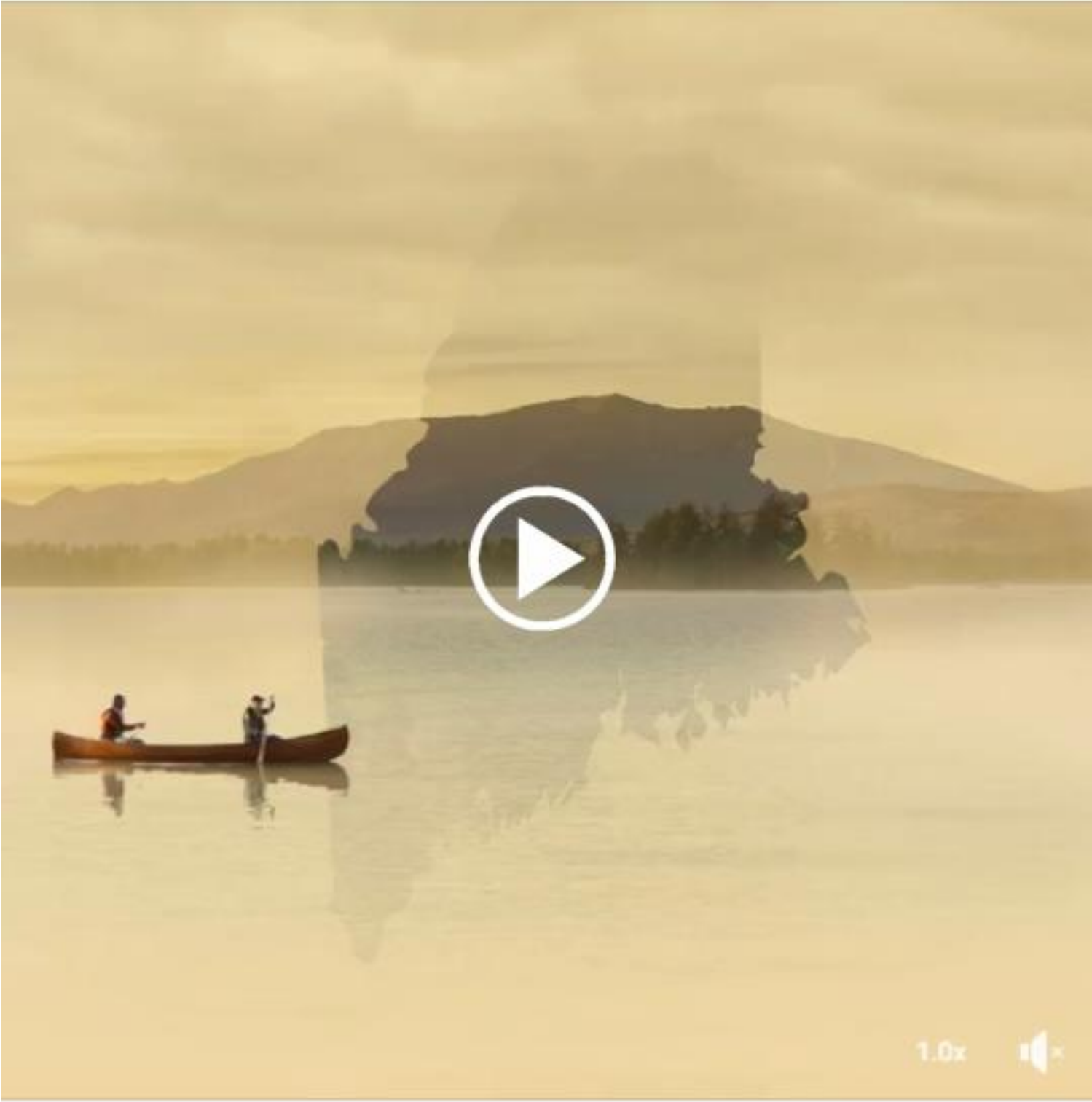
[Learn More](#)


# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [On The Water](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

 **Visit Maine**  
Sponsored · 

Take some time and space to take a deep breath. We've been working hard to keep Maine healthy and safe for everyone, and now's the time to plan your trip. [#VisitMaine](#).





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VISITMAINE.COM  
**Safely Explore Maine: Open Waters**


[Learn More](#)

# Paid Social - Animated Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [The Maine Beaches](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

 **Visit Maine**  
Sponsored · 

Our clear waters, fresh air and vast abundant natural resources are as pristine and welcoming as ever. Plan your trip to [#VisitMaine](#) this summer.





VISITMAINE.COM  
**Safely Explore Maine: Wide-Open Coastline** [Learn More](#)

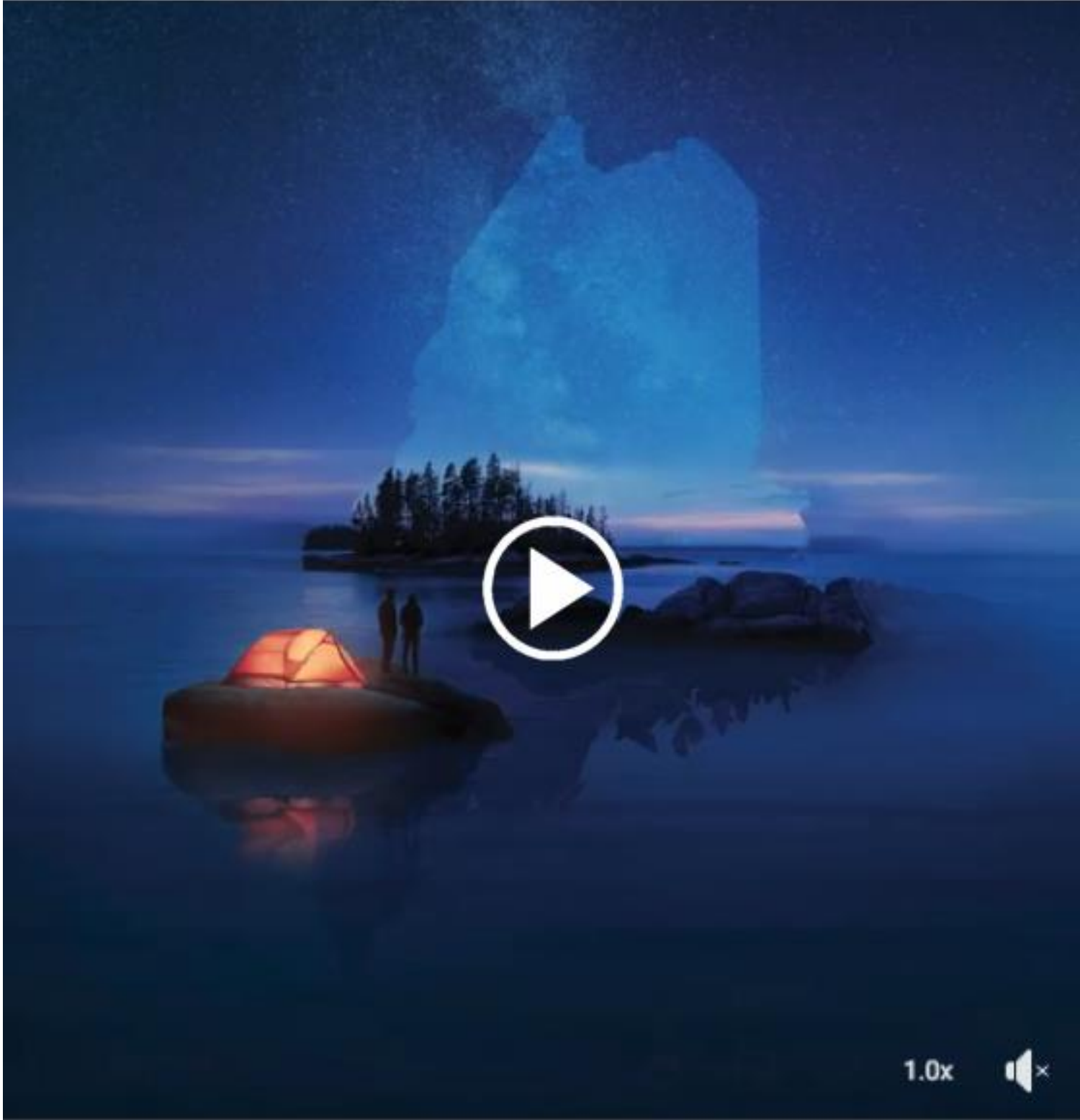



# Paid Social - Video Post

- **Primary objective:** Traffic
- **On-page publish date:** Promoted-only
- **Promotion dates:** 4/12 – 5/23
- **Promotion placements:** Facebook + Instagram
- **Post links to:** [Trip Ideas](#)
- **Targeting:**
  - **Audience:** Travel intenders
  - **Geo:** New England & Mid-Atlantic
    - ME, RI, VT, NH, CT, MA, PA, NY, NJ, DE, VA, D.C., MD

 **Visit Maine**  
Sponsored · 

Good evening from Maine: Our wide-open spaces are open again and our evenings are as good as ever. Plan your trip to [#VisitMaine](#).



1.0x 

VISITMAINE.COM  
Safely Explore Maine's Wide-Open Nights [Learn More](#)

# Reminder

## Governor's Conference on Tourism

May 3-5, 2021

Virtual

No Registration Fee

### Monday, May 3

- Wedding Industry Workshop
- Community Destination Academy Workshop

### Tuesday, May 4 & Wednesday, May 5

- 9am – 1pm
- Office of Tourism Report
- Keynote speakers
- Breakout sessions
- Networking

