



July MOT Grant Highlights – the following organizations have completed marketing projects with funds provided from the Maine Tourism Marketing Partnership Grant Program (MTMPP).

Maine Oyster Trail – The Maine Oyster Trail is the first interactive, incentive-based oyster trail in the U.S., and features 75 Maine businesses offering authentic and unique oyster experiences including farm tours, raw bars, mobile shuck trucks, charter tours and kayak excursions, and opportunities to buy oysters directly from farmers. Since its launch in June it has been featured in [National Geographic](#), Visit USA, Portland Press Herald, Bangor Daily News, and WMTW. Impressive analytics for the new website just 6 weeks post launch show, 7.8K website page views (4,300 on the Trip Planner page alone), 430 newsletter signups, 686 registered users (goal was 1,000 in year 1), 427 total check-ins at businesses along the trail, and visitors from states including AZ, FL, MA, NY, OH, PA, & ME. DownEast Acadia Regional Tourism will also feature the Maine Oyster Trail in their Maine Public campaign this season.

Portland Museum of Art - Maine Office of Tourism grant funding enabled PMA increase and expand marketing efforts for the opening of the *Untitled, 2020* exhibit. The first-ever digital-only opening of a major exhibition in the museum's history, more than 5,000 people watched the show's opening premiere video and the exhibition's social media pages combined to engage about 188,000 individuals in the show's first three weeks. When the museum doors reopened on March 25 until the exhibition's closing on May 30, the PMA saw 14,441 in-person visitors, far exceeding expectations.

Boothbay Lights Festival - Grant funding allowed the Festival to contract with local photo/videographers to build a solid library of high quality photos and videos that can be used for future marketing efforts for the Boothbay Region during the shoulder season and other times of the year. Chamber website upgrades including improved navigation, an interactive map and daily updates will encourage consistent use of the website by locals and visitors.

Portland Ovations - Portland Ovations launched two series of online events featuring Maine artists. Grant funding supported social media and public relations efforts and photo/video asset collection that provided the series with professional, unified looks throughout all materials. PR efforts resulted in 11 pieces of coverage with an online readership of 1.5M creating visibility for Maine artists – one of the state's most overlooked natural resources – beyond the state as a draw for destination-based cultural tourism to Portland, Maine.

Rangeley Lakes Heritage Trust – Enterprise Grant funds proved to be a critical launchpad for elevating the Rangeley Region as a birding destination in Maine. Despite restrictions brought on by the pandemic, RLHT conducted a virtual event in 2020 attended by approx. 400 people over the course of two mornings expanding the reach and awareness of the festival far and wide. 2020 initiatives included website upgrades, promotional and educational videos and photo collection that will enable a high-quality promotional plan for 2022.

Contact

Hannah Collins
Policy Development Specialist
Maine Office of Tourism
motpartners.com/marketing-grants
Hannah.Collins@maine.gov