



Regional FY21 Grant Highlights

The goal of the [Maine Tourism Marketing Partnership Program](#) Regional Grant is to assist new marketing initiatives and strengthen mature, healthy ones that align and support the Maine Office of Tourism's Five-Year Strategic Plan and/or Annual Plan. The following are regional highlights extracted from each of the FY21 Final Grant Reports.

[Maine Lakes & Mountains](#) - Building upon the success of a previous video project with GLP films, ML&M launched its own YouTube Channel, receiving over 21,000 views of high-quality videos produced for the region. Additionally, the Maine Lakes & Mountains, Greater Portland & Casco Bay and Maine's MidCoast & Islands regions continued their collaborative efforts with a multi-regional social media influencer trip resulting in a greater awareness of the region across social platforms, and the procurement of high quality images and video clips for future use.

[Aroostook County Tourism](#) - ACT saw positive growth in overall reach and digital impressions for its existing platforms and curated marketing campaigns that were fueled by engaging content that inspired travel and wanderlust for The County and its safe, scenic and natural wide-open spaces, which aligned well with the Maine Office of Tourism's 2021 winter campaign. [VisitAroostook.com](#) reported a 35% increase in viewers as compared to the same period last year along with a 190% increase in reach generated from the [ACT Facebook page](#).

[Greater Portland & Casco Bay](#) - Visit Portland began the development of a robust CRM system, which will enable the organization to track all contacts with meeting planners, tour operators, and media and provide business leads to hospitality businesses. With the launch of the newly redesigned [VisitPortland.com](#), and significant efforts to enhance SEO, the new website experienced a 78% increase in sessions compared to 2019, and a jump in new users by 81%.

[The Maine Highlands](#) (TMH) focused its efforts on asset creation and a cohesive visual and audio experience including videos, a diverse image inventory and a storyteller series that allowed TMH to grow awareness and engagement. The creation of effective campaigns utilizing digital advertising, social media marketing and targeted public relations efforts resulted in a digital guidebook readership increase of 30% from 2019, Facebook total daily organic reach increase of nearly 300% in the past year, an increase in visitation to [TheMaineHighlands.com](#) of 139% over 2019, and 11 pieces of press coverage including *Condé Nast*, *Boston Globe*, & *Travel Awaits*, with a total readership of 907M.

[Maine Beaches Association](#) (MBA) – The MBA focused most of its efforts on digital advertising, paid social media campaigns and photo and video asset development that included the messaging, 'Find your way back to the Maine Beaches'. Digital campaigns performed within, or slightly exceeding industry standards, and social media results continued to perform the best with continued growth in both engagement and followers across social platforms Instagram and Facebook. [TheMaineBeaches.com](#) also reported the highest recorded traffic to date with improved metrics for time on site, number of pages viewed and bounce rate.

Kennebec Valley Tourism Council (KVTC) –The KVTC chose to focus on 4 key initiatives – video creation, website content, digital advertising, and email marketing. A first for the region, the KVTC produced its first long form travel video to improve engagement and communications with local tourism stakeholders, businesses and surrounding communities around the abundance and importance of its tourism assets. Additionally, the creation of new website content, focused digital marketing campaigns, and regular email communications, the Kennebec Valley saw over 6.5 million digital advertising impressions, a 50% increase in website traffic over FY20, and an increase in email subscribers of 58%.

Maine’s MidCoast & Islands – The MidCoast Chamber Council focused its attention in FY21 to refresh the brand of Maine’s MidCoast and strengthen its online presence and social engagement. A fresh new look and tagline, *The Middle of Amazing*, was launched across all platforms, including a summer video project that produced a new collection of four :15 videos, and a long form video to be used at State Visitor Information Centers and on the new TravelMidCoast.com, launched in January 2021.

DownEast Acadia Regional Tourism (DART) – Paid digital campaigns resulting in over 6.5 million impressions delivered, combined with enhanced email marketing efforts helped increase visits to DownEastAcadia.com by 155% compared to the same timeframe in FY20. DART also partnered with The Maine Highlands and content creator/influencer We3Travel to promote an inter-regional Maine road trip. The campaign included a mix of marketing deliverables including blog posts, social media posts, and a podcast.

QUESTIONS?

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