

Maine

2022 ANNUAL PLAN



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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 *and* Communication Goals





MARKETING & COMMUNICATIONS GOALS

- Increase overall visitation to 16.5 million from 15.6 million in 2021 as reported by Downs & St. Germain (DSG) in the Visitor Profile Report.
- Increase visitors staying in paid accommodations to 7.4 million (7.0 million in 2021 per DSG Visitor Profile Report) an approximate 5.3% increase.
- Maintain total first-time visitation at 23% of overall visitation (23% in 2021).
- Increase combined restaurant and lodging direct tourism expenditures from approximately \$2.0 billion in 2021 to approximately \$3.5 billion in 2022, an approximate 1.5% YOY increase (on par with industry recovery projections). Numbers based on direct tourism related spending as calculated by DSG.
- Maintain consumers taking action (i.e. seeking more information, visiting websites, ordering a travel guide, etc.) as a result of seeing MOT advertising (70% in 2021) as defined by the Ad Effectiveness Study.
- Increase total direct tourism expenditure to \$8.1 billion in 2022 as measured by DSG Visitor Profile (\$7.9 billion in 2021).
- Present Maine as an authentic destination as measured by DSG Visitor Profile.



A photograph of two surfers walking away from the camera on a wet beach at sunset. The surfers are silhouetted against the bright orange and yellow sky. They are carrying surfboards under their arms. The wet sand reflects the sky and the surfers. In the background, waves are breaking on the shore. The overall mood is serene and peaceful.

State of the Industry *and* Key Trends

STATE OF THE INDUSTRY + KEY TRENDS

We are witnessing the release of pent-up demand for travel resulting from the COVID-19 pandemic and the start of the return of consumer optimism for our industry. Recent Destination Analyst insights highlight that 81.0% of American travelers report strong excitement for their travel this year and 86.2% are in a ready-to-travel state-of-mind. In the coming weeks and months, we likewise expect competition among destinations to increase in dramatic ways and will work to carefully navigate to help the state emerge as a leader in the Eastern U.S.

As destination marketers on behalf of the state of Maine, there are several resources that are continuously monitored to track and make sense of the domestic (and international) travel markets and wider tourism industry. This includes biweekly U.S. traveler sentiment research from Longwoods International on the impact of COVID-19 on travel plans and outlook; Destination Analysts’ State of the American Traveler; and identifying future trends and transformative change in our industry with the annual ‘The Years Ahead’ webinar, research and analysis from Phocuswright and more.

From this data we can highlight five critical trends that collectively describe the outlook for U.S domestic travel and longer-term changes that are reshaping travel and tourism.



1

ROAD TRIPS WILL CONTINUE THEIR RENAISSANCE—DESPITE THE IMPACT OF HIGH GAS PRICES.

The vast majority of U.S. travelers are looking forward to “normal” travel in a post-pandemic world. From the biweekly research with Longwoods International, as of early March a record 92% of U.S. travelers have travel plans in the next six months.

Road travel saw a resurgence during the pandemic and this renewed love affair is likely to continue. In fact, U.S. domestic travel is already largely back to normal, with road trips up 28% year over year nationwide (for road trips in the last month, per the Arrivalist Trip Tracker). Though gas prices will have an impact, Americans are likely to hit the road in record numbers in 2022-2023 to travel—including, importantly, to reconnect with family and friends. (Visiting friends and relatives, or VFR travel, is another signature of the post-pandemic recovery in tourism.)



2

**VISITORS ARE INCREASINGLY SOPHISTICATED
IN THEIR EXPECTATIONS.**

Traveler expectations in 2022 extend well beyond a state’s natural wonders, outdoor adventures or a single attraction. Research highlights the importance of the visitor “ecosystem”—having signature attractions or activities that are supported by interesting and unique food and beverage offerings, events and music, plus other entertainment options—something Maine has in abundance.

In fact, the importance of food and cuisine (including craft beers and local distilleries) as an important part of the visitor experience has been growing for more than a decade. Younger travelers in particular have high expectations in this area, with more than half indicating that a destination having great cuisine as a “deal breaker” in their decisions on where to travel.



3

**A NEW REVOLUTION IN WHERE WE WORK
AND LIVE CALLS FOR INTEGRATING TOURISM,
ECONOMIC DEVELOPMENT AND TALENT AND
RESIDENT RECRUITMENT.**

Maine should seize opportunities in the post-pandemic world where tourism, economic development and talent and resident recruitment are more tightly intertwined than ever before. More than one-third (35%) of all U.S. leisure travelers are planning to work remotely at least 1-4 weeks in the coming year. Maine has the opportunity to focus on reaching not only visitors but reintroducing the state to highly skilled workers who are open to rethinking their perceptions of Maine as a place to not only visit, but to work remotely over several weeks or more.



4

THERE ARE SIGNIFICANT SHORT-TERM CHALLENGES TO NAVIGATE INCLUDING GAS PRICES, INFLATION AND INTERNATIONAL EVENTS.

Inflation has been a rising concern of U.S. consumers for the last six months; however, the recent spike in gas prices has led to a dramatic rise in concern amongst U.S. travelers. From the biweekly research with Longwoods, a now clear majority (59%) indicate it will impact or greatly impact their travel decisions in the next six months. This will cause pressure on longer road trips (especially in RVs) and air travel of all types. On a positive note, the continued domestic substitution of American travelers swapping international trips for domestic is likely to continue to some degree caused by the events in Eastern Europe.



5

**LONG-TERM CHALLENGES AND OPPORTUNITIES
WILL BE INCREASINGLY IMPORTANT TO THE
LONG-TERM SUCCESS OF MAINE TOURISM.**

Beyond the opportunities and challenges previously noted, there are also two major, long-term issues facing travel and tourism in the U.S. and Maine. Staffing shortages have been vastly accelerated by the pandemic, and though the return of international visa holders will help, there are deep, structural issues affecting the U.S. labor market. The immediate challenges noted in this recent survey by the American Hotel & Lodging Association is unlikely to improve markedly. Tourism and hospitality’s relative lack of stability (e.g.: seasonal work), remuneration levels and career prospects need to be addressed to make our industry more attractive. Tourism is facing greater pressures than ever before to demonstrate value—not only to staff, but also to residents and other stakeholders. Amongst these pressures are sustainability issues that need to be addressed including a historic shift in transportation to electric vehicles over the coming 10 or so years.



Marketing *and* Campaign Efforts





MOVING MAINE FORWARD

We’ve seen success over the years and would like to build upon that success by recognizing how the industry is changing in many ways. In the evolving role and relevance of DMOs. In consumer expectations for today’s socially conscious brands. In the way we can identify and target key consumers. In how data is harnessed considering new privacy laws to still deliver personalized experiences. In the marketing strategies used to balance dispersal and seasonality. And in how we show commitment to pressing issues such as sustainability, accessibility and diversity.



**OUR VISION FOR CHANGE CENTERS AROUND
FOUR KEY STRATEGIES:**

- Shifting the consumer brand focus from highlighting the characters of people to the character of place and tapping into the emotional benefits of authentic Maine experiences. This evolution will highlight Maine regions and locations across the state and emphasize shoulder and offseason travel, as appropriate.
- Reimagining the media strategy to reach new high-value, right-fit audiences in unexplored markets that more closely align with the core values and strategic imperatives of the Maine brand.
- Develop an industry-first, Maine Traveler Data Management Platform through robust media partnerships, creating laser-focused media targeting that allows us to move from general personas to specific people-based marketing. This approach will position the Maine Office of Tourism as an industry leader in media targeting and ensure that its media strategies are future-proofed.
- Strengthening the organizational brand so that, in addition to marketing, the Maine Office of Tourism is seen as a stronger steward of the land through a more intentional focus on destination management to better serve consumers, locals, industry partners and the wider business communities.



CAMPAIGN APPROACH

We know that people don’t travel to a place on a map, but for the promise of experience—the chance to feel an emotional connection, to see something amazing, to be surprised in all the best ways. Our creative approach for Maine will center on creating an emotional connection through impactful visuals and clever messaging. To fully show and tell Maine’s brand story in a way that resonates with target travelers, we will focus on ensuring the right content and creative reaches our audiences at the right place, on the right device, at the right time.

Maine’s appeal extends well beyond the state’s natural wonders, outdoor adventures and spots of quiet reflection—it includes world-class food, music, arts and culture. This helps to position the state for continued success, because the vast majority of outdoor adventure seekers also value great food, cuisine, music or other entrainment experiences. This “outdoor plus” strategy will further highlight the state’s rich range of cuisine, music, culture and other experiences alongside its natural and outdoor activities.

This seemingly simple shift in strategy allows us to apply a new lens that will present fresh ideas and creative thinking for an evolved visual representation of the Maine brand.





TARGET AUDIENCE

In order to cast a wider net, our overall targeting approach shifts away from targeting personas and prioritizes travel intenders, layering on geographic and behavioral attributes, as necessary. We will maintain a presence within Maine and the New England Region, while heavying-up in our primary market of the Mid-Atlantic Region. We will continuously evaluate test markets as we explore a more national footprint and reestablish our presence in Eastern Canada.

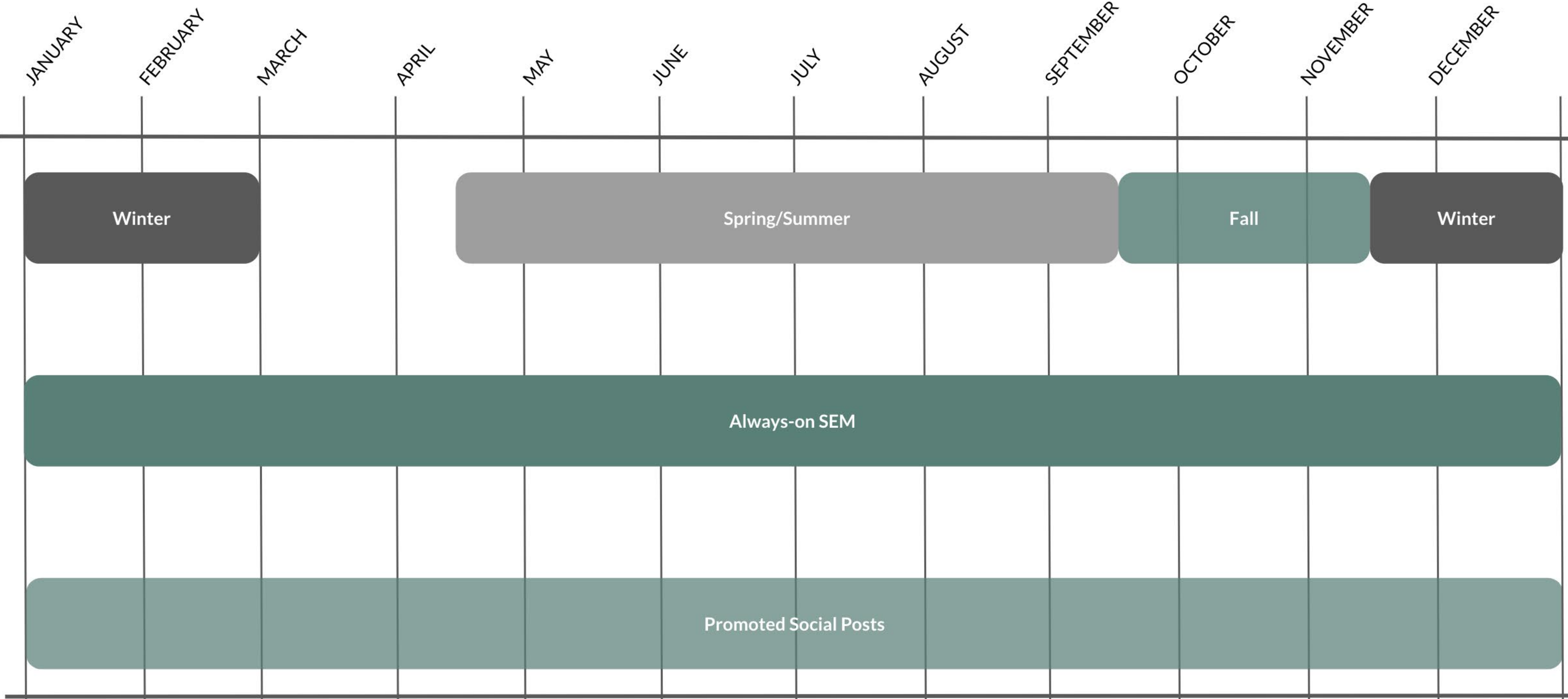
OUR 2022 MEDIA STRATEGY IS BUILT AROUND:

- Raising awareness and consideration for travel to Maine during the various travel seasons
 - Including intent-based tactics within the plan to help increase site activity, conversions, and overall visitation
- Prioritizing 1st Party Data
 - Developing and refining our media buys to build our 1st party data warehouse, as implementations towards a cookieless environment continue to move forward
 - Fully optimizing across channels (OTT, Native, Display, Video, Rich Media) as we work towards one common goal
- Developing Content Partnerships
 - Distributing our message through key partners/sites, with like-minded missions of sustainability and dispersal (EX: National Geographic, Outside, etc.)
 - Focusing on content development and distribution to expand our footprint in new markets to generate awareness of Maine as a vacation destination
 - Leveraging buys with content creators/partners to extend our added value from a production standpoint

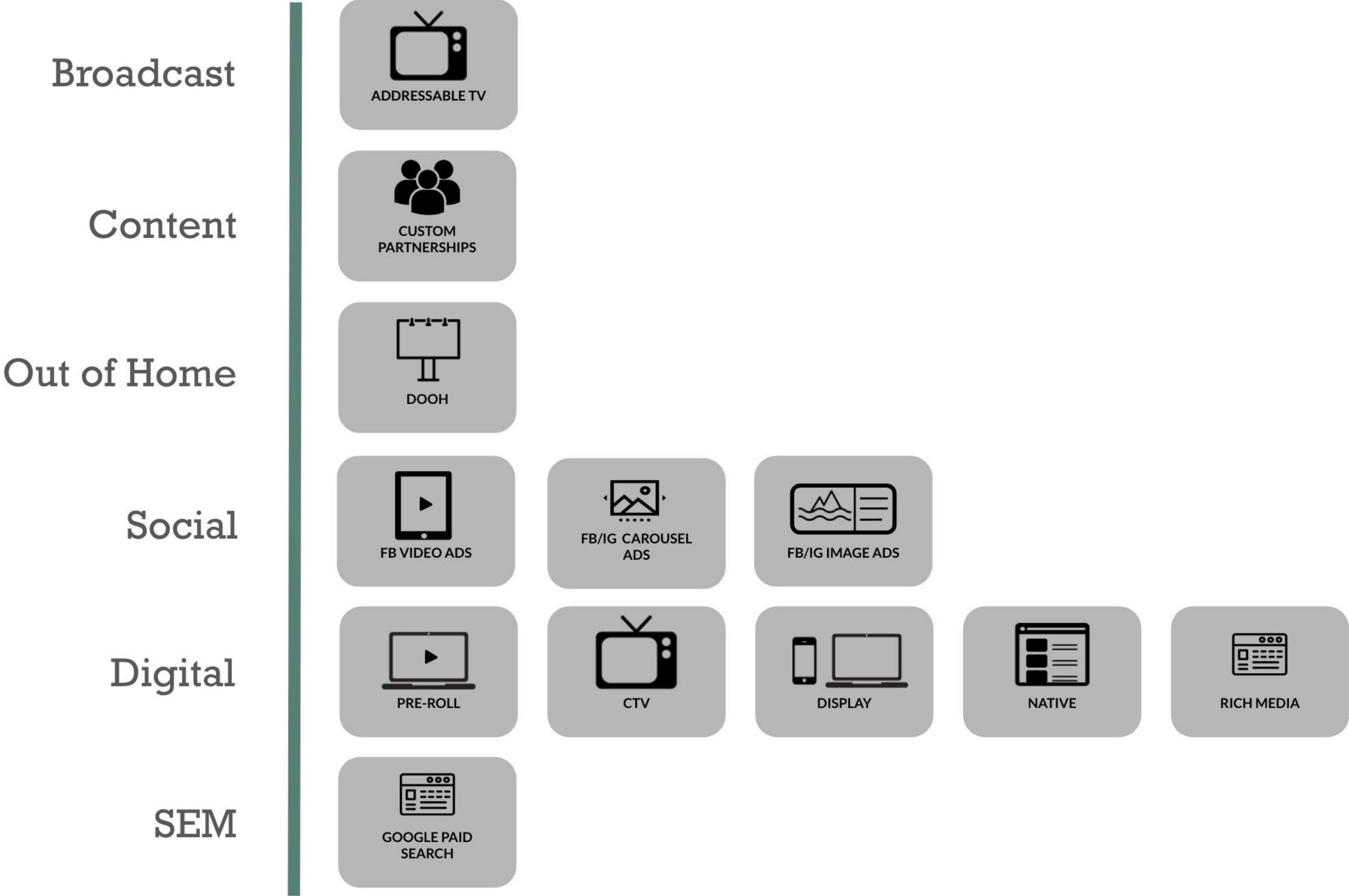


FLIGHTING

Campaign breakdown at-a-glance:



CHANNEL SPECIFIC MARKETING TACTICS



STRATEGIC PARTNERSHIPS

Strategic partnerships are key to extending a destination’s reach and value with like-minded brands, businesses and individuals. By identifying brands that have a similar audience and comparable brand values to those of Maine, we can build relationships with new and existing consumers, extend reach and provide key consumers with even more value.

We see a great opportunity for Maine to take advantage of this approach and are committed to bringing national brand partners to our work, as well as activating local partners.

MEDIA SCHEDULE

Channel	Tactic	Spring/Summer																				Fall										Winter											
		April				May					June				July					August				September				October						November				December					
		4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25			
TV	Addressable TV																																										
DIGITAL	Connected TV																																										
	Video																																										
	Native																																										
	Display																																										
	Rich Media																																										
CONTENT	Custom Partnerships																																										
OOH	Digital Out of Home																																										
SEM	Google Paid Search																																										
SOCIAL	Facebook / Instagram																																										



RESEARCH & ANALYTICS

- Statewide Annual Visitor Profile and Economic Impact Report
- Eight Regional Visitor Profile and Economic Impact Reports
- Profile of Canadian Visitors to Maine
- Summer 2021 Ad Effectiveness Study





Maine Office *of* Tourism Initiatives



**PUBLIC RELATIONS/EARNED MEDIA/
ORGANIC SOCIAL MEDIA**

MOT’s PR/earned media program focuses on building beneficial relationships with the media – including food, travel and lifestyle writers across print, broadcast and digital media, as well as digital influencers. These relationships help extend the reach of Maine’s paid media by securing third party endorsements that communicate Maine’s desirability as a destination.

Through social media, we will reach consumers directly to share inspirational content that spurs engagement and leads to a desire to visit Maine.

GOALS:

- To position Maine as a premier drive-to destination with an abundance of outdoor opportunities and cultural offerings.
- Inspire year-round visitation.
- Ensure Maine’s key messages are reinforced and consistent.

2022 STRATEGY

Create a steady stream of media coverage and engagement, both in traditional and social media, with messaging that conveys responsible and sustainable travel and enhances the desirability to experience Maine’s many assets with the ultimate goal of supporting Maine businesses / organizations and growing Maine’s economy.

PR EFFORTS WILL FOCUS ON THREE KEY THEMES FOR 2022:

- Outdoor recreation
- Cultural assets (including arts, heritage and foodways)
- Sustainable/responsible travel



TACTICS INCLUDE:

- Proactively pitch story ideas to regional and national media with a goal of at least five proactive pitches to the most-wanted media list each month.
- Monthly communication with the media to provide the latest information on Maine as a travel destination while highlighting Maine’s hospitality industry and tourism-related businesses.
- 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 20 media/influencer visits.
- Work in collaboration with MOT’s marketing agency to expand upon and support paid media components.
- Provide support, information and assets to media covering Maine, as needed.

- Generate engagement with the media and general public through social platforms, reaching a broader audience and presenting a wide variety of inspiring and informational content.
- Create content (press releases, story ideas, pitches, itineraries, web and social) that focuses on experiences.
- Seek out collaborations and partnerships that align with Maine’s brand and are mutually beneficial.
- Add at least 10 new PR Partners throughout the year.
- Provide marketing support to the regional tourism organizations as requested.

Overall goal of the program: Reach **500 media/influencer** contacts in 2022

Garner editorial coverage on Maine totaling at least **1 billion media impressions**



CULTURAL HERITAGE TOURISM

Cultural Heritage Tourism plays an essential role in shaping the way visitors experience the state. The Office of Tourism will be embarking on several cultural tourism initiatives throughout the year including:

WABANAKI CULTURAL TOURISM

- Summit (2022) convening of 30+ Wabanaki leaders and other stakeholders, in conjunction with Four Directions Development Corp and George Washington University
- Complete Wabanaki Cultural Tourism plan in conjunction with Four Directions Development Corp and George Washington University
- Provide technical assistance where needed
- Wabanaki Cultural Tourism asset inventory: continue to identify and market existing assets/experiences





1. MAPPING MAINE’S BLACK HISTORY

- Convene a series of working meetings
- Identify a minimum of 4-6 visitor ready experiences for MOT marketing
- Collect content assets for ongoing project

2. DEVELOPMENT AND IMPLEMENTATION OF NEW MOT PARTNERS FUNDING PROGRAM

- Minimum of five marketing partnerships in place (2022)
- Provide technical assistance

3. SUSTAINABILITY MANAGEMENT PLAN PARTICIPATION AND ENGAGEMENT OF CULTURAL STAKEHOLDERS

4. DELIVER EIGHT CULTURAL TOURISM ROUNDTABLES ACROSS MAINE

- Reach a minimum of 48 cultural organizations, provide technical assistance and share action steps on ways to engage with MOT and the wider tourism industry

5. CREATE NEW AND ENGAGING CONTENT WITH MOT CONTENT TEAM AND NEW AD AGENCY THAT ALIGNS WITH NEW CAMPAIGN

6. CONDUCT SITE VISITS TO LEARN ABOUT AND CONNECT WITH NEW AND EXISTING CULTURAL ORGANIZATIONS AND CREATIVE BUSINESSES (MINIMUM OF 16) TO HELP INFORM MOT CONTENT (ACROSS ALL PLATFORMS)

7. PARTICIPATION WITH THE CULTURAL ALLIANCE OF MAINE TO ENSURE THE GROWTH AND SUSTAINABILITY OF MAINE’S CULTURAL SECTOR

8. MAINE DOWNTOWN CENTER

- Participation in 3-5 annual site visits
- Growth of heritage tourism product
- Supports MOT shop local campaign



DESTINATION DEVELOPMENT

The role of Destination Marketing Organizations, like the Maine Office of Tourism, is evolving to include destination management. In 2022, we will continue important programs to balance tourism with stewardship of our natural resources, economic development and resident quality of life.

Regional Inventories: Continue working on the regional inventories of tourism assets to assist with the Destination Management Plan work, to help Maine Office of Tourism examine various approaches to marketing, to assist with development of marketing plans, and to review assets to locate potential new tourism products. These inventories are already being sought to assist communities with updating their local comprehensive plans.

Assessment of Tourism Assets: Use some public tourism assets as a beginning point for assessment work to determine where potential investments could deliver new and/or improved experiences. In some places limited investment may open new tourism possibilities, though in others the investments required might be larger and require more time before the asset truly becomes visitor ready. Some limited assessment work may take place with permission and agreement from privately-owned facilities.

Destination Management Plan: Consultants, Coraggio Group, have been hired to work with MOT to create a statewide Destination Management Plan to help Maine determine a balance between tourism marketing and management of our current visitation to maintain quality of life for residents and quality experiences for visitors along with maintaining our high-quality resource base. This work includes nine Town Hall Visioning Sessions, establishing an Industry Advisory Board, seven in-depth

sessions focusing on specific aspects of tourism, development of a final plan with outcomes and measurements to track. The final plan will offer recommended steps toward better visitor-resident balance and quality of experiences statewide.

Community Destination Academy (CDA): Plan and execute two Destination Academies this year. The first has begun this spring in the “Way Downeast” area which includes Machias, Lubec, Eastport and Calais. The second will take place in Fall 2023 in an area exhibiting readiness and the desire to commit to the local work required for successful outcomes.

CDA .01: Develop pre-CDA readiness options that are tailored to a destination desiring an Academy with certain critical weaknesses that need assistance prior to a full CDA program.

CDA 2.0: Determine an array of quality offerings that can help a post-CDA community rise to the next level in marketing, board of director functioning, product development, etc. according to specific community needs.

Regional Discussion: Maine Office of Tourism staff will hold a facilitated workshop regarding regional work to determine the best outcome statewide for developing enhanced tourism product and marketing. This will examine the current regions and their effectiveness, but also look at a hub and spoke or cluster approach to determine which might produce optimal results.

Product Development: MOT staff will examine regional inventories for new product concepts that have potential to be assessed and further developed. Staff may utilize industry experts to teach and train businesses to create new experiences to meet public expectations.



MAINE TOURISM MARKETING
PARTNERSHIP GRANT

On-going support for the Maine Tourism Marketing Partnership Program (MTMPP), which provides funding for regional and special event marketing. This matching grant program for non-profit organizations includes approximately \$1.6 million for the eight designated Regional Destination Marketing Organizations (RDMO), 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.

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.

CRUISEMAINE

In 2022, there are two areas of focus for CruiseMaine:

- Continue to support cruise ship tourism in the state of Maine at a level that is sustainable for port communities by recognizing and acknowledging each city and town has different goals, needs, challenges and capacities when it comes to cruise ship tourism.
- Promote collaborative and community-based efforts to mitigate and address challenges through best practices.





**TRAVEL TRADE, CONSUMER GROUP + FIT –
LEISURE SALES**

International Outreach

As one of the six partner states of Discover New England (DNE), Maine continues to be an active participant in DNE as we prepare for the resumption of international travel.

Target overseas markets for Maine, in partnership with DNE and other New England states, including: UK, Germany, and France.

In 2022, MOT has expanded direct to consumer marketing efforts to promote Maine in these key markets and build on relationships maintained during the pandemic.

In partnership with Brand USA, Maine will continue to develop in-language content to expand Maine’s presence on its 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 and in Canada.





Top international travel trade events Maine will attend include:

- US Travel Association's IPW, June 2022, Orlando, FL

Canada:

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

- Montreal Outdoor Adventure Show
- Toronto Outdoor Adventure Show
- Maine continues to fill appointments at the Ontario Motor Coach Association annual marketplace each October targeting the group tour and motor coach market





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, Chicago, 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.
- Exhibit at targeted Outdoor Sporting shows to support Maine’s traditional hunting and fishing tourism sector
 - 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
 - Ontario Motorcoach
- 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.



INDUSTRY COMMUNICATIONS

MOT seeks to strengthen the industry through regular sharing of information and resources to elevate the visitor experience and advance industry success.

- Host Annual Tourism Conference
- Distribute Annual Report and Annual Plan
- Conduct quarterly briefings and input sessions with industry stakeholders
- Give presentations about state tourism initiatives at regional tourism summits, Chamber of Commerce, Industry Associations and other meetings as appropriate
- Publish the State of Maine Tourism Partners News monthly industry email with MOT updates and information that supports the success of Maine’s tourism industry and stakeholders
- Provide technical assistance and MOT research information in response to industry and press inquiries
- Utilize MOT Industry social media channels on Twitter and LinkedIn to build engagement with Maine tourism stakeholders





Maine Film Office

MAINE FILM OFFICE

WHO WE ARE

A division within the Maine Office of Tourism at the Department of Economic & Community Development, the Maine Film Office markets Maine as a filming location and executes a strategy to increase production in Maine to help grow Maine’s economy. It is the official liaison between the film industry, state agencies, and production companies.

STRATEGIC PLAN

Based on industry input, a 5-year strategic plan with a SWOT analysis was formed in 2019 which guides the strategy of the 2022 Annual Plan. The plan serves to identify priorities and will be modified periodically to meet evolving challenges and explore new opportunities that arise.



STATE OF THE INDUSTRY

In 2020, the Coronavirus outbreak upended the global film industry and production paused worldwide. With trade shows, conferences, film festivals and in-person industry meetings curtailed across the country throughout 2020 and 2021, the Film Office shifted its marketing online and created a virtual marketing campaign.

The Annual Plan for 2022 reflects a tentative industry return to in-person events, adapts to current industry trends, and adjusts to new promotion and marketing challenges during a pandemic.

TRENDS AND INSIGHTS

Increased audience consumption of online content has accelerated a “streaming war” and strong demand for content acquisition continues as a growing field of streaming providers increases production spending and explore mergers in a bid to remain competitive.

With major theatrical releases stalled during the pandemic, increased spending on indie content has created an opportunity for jurisdictions to attract more filming as a crowded production slate drives production to look for new filming locations.

GOALS

- Attract more productions to Maine
- Increase the economic impact of the film industry in Maine
- Build public awareness and engagement

STRATEGY

Increase visibility of Maine as a filming location

- Increase the number of listings in the Locations Library in all Maine counties
- Design a digital campaign showcasing photos of potential Maine locations
- Create one-sheet “look books” of locations categories
- Produce video promoting Maine filming locations





Encourage local hiring and sourcing of goods and services from Maine businesses

- Increase listings of industry professionals in the online Crew database
- Increase listings of local Maine businesses in the online Support Service database
- Create a PDF Production Guide to promote Maine resources

Grow awareness of the benefits of filming in Maine

- Increase information and resources available on the MFO website
- Create collateral about benefits for industry distribution
- Produce video about filming in Maine for multi-channel distribution
- Develop testimonial content that captures positive experiences filming in Maine
- Promote examples of film friendly communities and businesses



Strengthen local engagement with the industry

- Share success stories of native Maine filmmakers and productions that film in Maine
- Explore opportunities for Maine-based industries to participate in Maine’s film and media sector
- Enhance film friendly practices with state, city and county governments
- Partner with the Office of Tourism to develop Film Tourism experiences in Maine

Participate in virtual and in-person opportunities for industry outreach

- Promote Maine at film festivals, conferences, and marketing events
 - Sundance Film Festival
 - SXSW Film Festival
 - Toronto International Film Festival
 - Tribeca Film festival
 - Association of Film Commissioners AFCI Week
 - Association of Film Commissioners Cineposium
 - American Film Market



A scenic photograph of four people walking away from the camera on a dirt trail. They are walking towards a large body of water, likely a lake, which is surrounded by dense green forest. The people are dressed in casual summer clothing. A large pine tree stands prominently on the right side of the frame, and another smaller one is on the left. The overall atmosphere is peaceful and natural.

Maine
VISITMAINE.COM