

PR Update

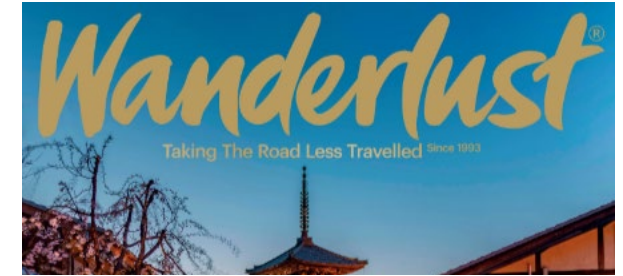
Maine Office of Tourism - Stakeholder Meeting
November 16, 2022



Marshall
Communications

Media/Trade Relations and Outreach

- Monthly updates to national/international media
- Proactive pitches and responding to media requests
 - 498 media contact reached
- Hosted **38** media and tour operators
 - 31 domestic and international media
 - 7 international tour operators





FOUR-SEASON RESORTS



When it comes to Maine ski resorts, most people think of winter sports like skiing, snowboarding, cross-country skiing, and more. But for those who achieve wintry weather, Maine ski resorts can also accommodate for mountain activities from spring to fall. From golf to scenic chairlifts or hiking and mountain biking to the golf adventures available in the Pine Tree State.

SUGARLOAF
Located in Maine's Carabasset valley, Sugarloaf is the second-highest peak in the state, at 4,377 feet. Flanked to the south by Topping Mountains, as well as rolling rivers and luminous lakes, the area offers plenty of stunning views and seasonal outdoor activities.

Mountain biking has become a hotbed for lovers of two-wheeled travel. Thanks to the efforts of the Carabasset Region Chapter of the New England Mountain Bike Association, there are more than 60 miles of world-class bike trails originating at the base of the mountain and spanning throughout the valley, including four trails within the resort.

The Narrow Gauge Pathway is the perfect place to start for novice and intermediate riders. With several trails leading across from the entrance to Sugarloaf, the six-mile double-track path follows the route of a former railroad along the Carabasset River, with a gradual grade and stunning views of the valley.

More advanced riders will want to pick up a trail map at the Sugarloaf Outdoor Center and across several intermediate single-track off the Narrow Gauge Pathway or five all-new gravity-fed back-country trails spanning 10 miles with 2,000 vertical feet on the slopes. Sugarloaf also hosts rides and races throughout summer and fall.

With more than 150 trails on the mountain, hiking is also a big thing. From easy strolls to double-diamond climbs, as well as plenty of gentle trails through the foothills at the base of the mountain.



Carabasset Valley

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Golf is another major spring to fall draw at Sugarloaf, with a Robert Trent Jones, Jr. designed course featuring panoramic mountain views and the legendary dining of Peaks Hole 16 through 18 that follow the Carabasset River for some of the most scenic holes in the country. Other golf amenities include lessons, a pro shop with a full complement of golf gear, and Strokes Bar & Grille.

Other seasonal activities at Sugarloaf include: zip-lining, kayaking and stand-up paddleboarding (SUP), scenic lift rides, and blue golf on their 18-hole blue golf course. And, with more than a half-dozen restaurants and watering holes open all year long, summer visitors won't go hungry (or thirsty).

SUNDAY RIVER

Just 65 miles southeast of Sugarloaf is the town of Newry, lies Sunday River, Maine's largest ski resort. Although not as steep as "The Loaf," Sunday River has some of the most scenic views along all East Coast skiing destinations, with its eight interconnected mountain peaks, each with that comes some spectacular spring to fall pursuits.

Overlooking the Sunday River valley with magnificent views of the Madeline Range as a backdrop, the Robert Trent, Jr. designed Sunday River Club is one of the most scenic courses.

mountain in Rangley that is big on spring to fall outdoor pursuits.

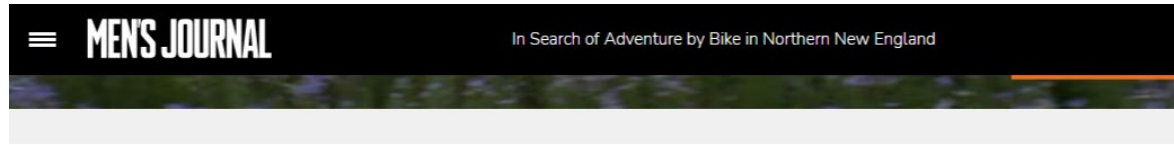
Saddleback features the only bike park in the region, with a hard-rock, closed, and graded network of single-track trails on the lower mountain open daily a week. With plans to offer lift service, the Beginner, Intermediate, and advanced trails are currently only accessible by pedal power. Saddleback Bike Shop offers rentals, lessons, bike repairs, service, tuning, and bike accessories.

With the Appalachian Trail crossing the summit of Saddleback Mountain, it's no surprise that this area has been a hiking destination for decades. On the 46-mile trail, you can access the summit from two different trails, both coming in at a strenuous 1.8 miles. Alternatively, guided hikes to the summit up trails within Western Maine's High Peaks region are available through the Saddleback Adventures team.

Grip, breakfast, lunch, dinner, and après-activities with multiple dining options year-round, as well as event shopping and a full calendar of events going to fall.

SADDEBACK MOUNTAIN

Located between Pine Tree ski resorts lies Saddleback Mountain, a 9,120-foot



ADVENTURE

In Search of Adventure by Bike in Northern New England

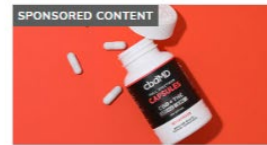


Tanner Bowden

by Tanner Bowden



To learn where to find adventure in America, all you have to do is flip through the travel and outdoor magazines at Hudson News. Or, like I did moments before typing these words, scroll through one of those publication's websites (Instagram works, too). But you can probably guess the obvious destinations without researching at all: places like Colorado, Yellowstone, Utah, and Yosemite.



Understanding CBD Dosage: What You Need to Know

By cbdMD

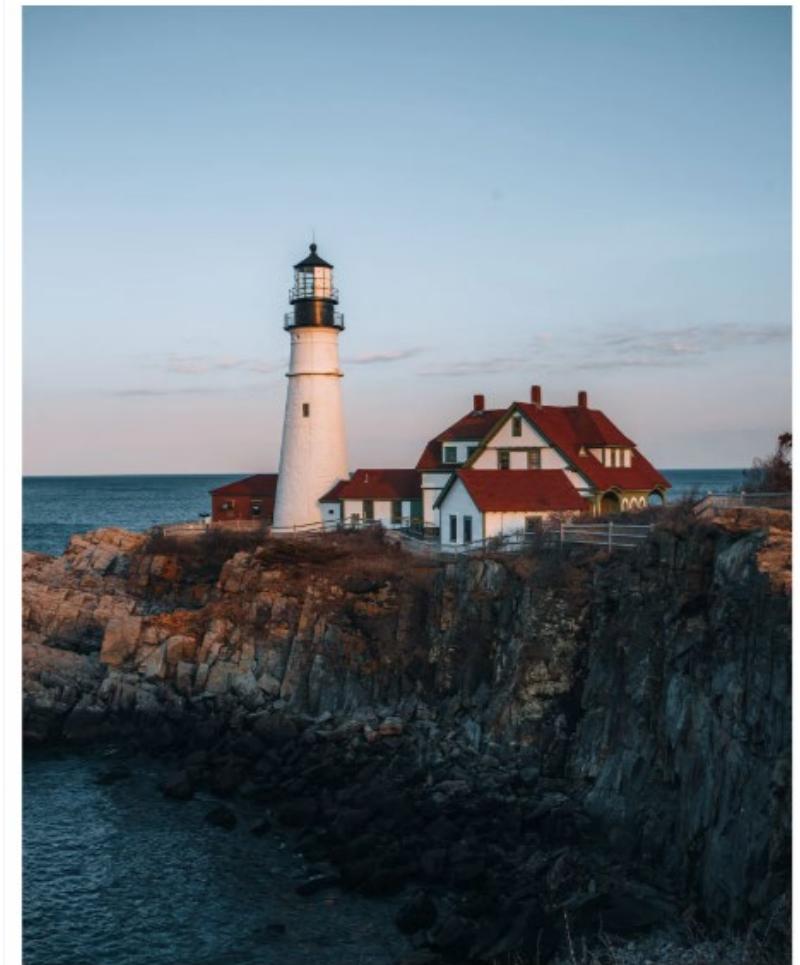


Maine was named in Conde Nast's Hot List for 2022

INSPIRATION

Where to travel next: 2022 Hot List

The most exciting new openings in travel, from the fresh-faced hotels we'd plan a trip around to boundary-pushing dining, museums, and more



Portland Head Lighthouse, Cape Elizabeth Chris Henry/Unsplash

Maine, USA: true North(East)

Momentum has been building around Maine for some time, but 2021 was its year. That's thanks in part to a slew of nature-minded projects and comfortable places to spend the night that weren't confined to the coast. New trails like the Great Circle Trail and the Bold Coast Scenic Bikeway made the rugged 100-Mile Wilderness and Downeast areas more accessible. Up north, glamping favourite [Under Canvas](#)'s first [East Coast outpost](#) and reimagined indie boutique [The Claremont](#) opened up Acadia National Park's 26 peaks to a larger travel set, while fresh-opening [Captains Collection](#) kept classic Kennebunkport more relevant than ever.

Additional Results

TRAVEL

Maine’s Eastern Trail joins Rail-Trail Hall of Fame


It’s one of 36 Hall of Fame Trails across the country, and one of only four in New England.

By Diane Bair and Pamela Wright Globe Correspondent, Updated September 7, 2022, 10:06 a.m.



Maine’s Eastern Trail, a 65-mile Rails-to-Trails on- and off-road route in southern Maine, runs from South Portland to Kittery. Pictured is a section of the trail near the northern terminus. COURTESY/RAILS-TO-TRAILS CONSERVANCY

NORTH AMERICA > UNITED STATES



Getty

INSPIRATION

The Best Things to Do in New England This Fall

Foliage makes a fabulous backdrop for biking and pumpkin patches and everything in between.

BY PAUL RUBIO AND TODD PLUMMER
September 8, 2022

The Boston Globe

Portland Head Light in Cape Elizabeth, ME



Road tripping from Portland to Bar Harbor reveals many charms of Maine



TRAVEL ⌚ 9 minutes 📅 04 OCTOBER 2022

How To Spend A Long Weekend in Maine

The Pine Tree State lives up to its name with lush, dense forests, peaks for days, a glittering coastline, and the freshest seafood.

Canada Road Trip Ed's Pick Travel USA



SUBSCRIBE NOW
\$1 for 6 months

TRAVEL

A blueberry festival in Maine, river fests in Vermont and New Hampshire, and stories for the road

Travel news you can use

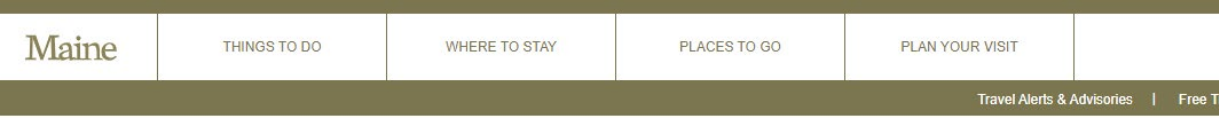
By **Necce Regis** Globe Correspondent,
Updated July 21, 2022, 11:00 a.m.



Wild blueberries in Maine. ROBERT F. BUKATY/ASSOCIATED PRESS

Content Creation

36 new pieces of content for
VisitMaine.com



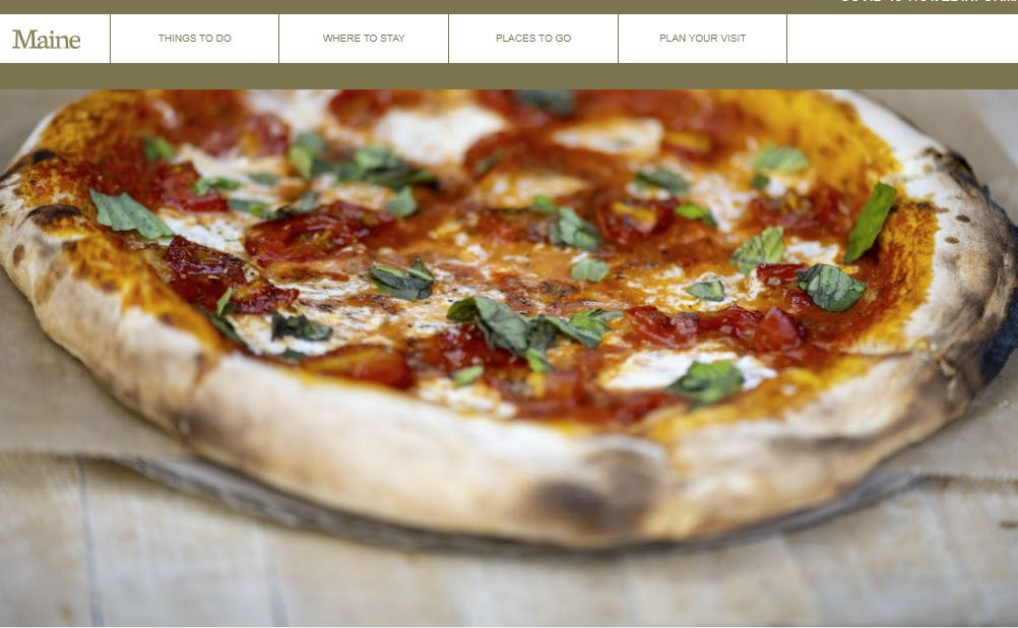
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Home / Things To Do / Hiking Climbing / Mountain Destinations

ADD BOOKMARK

Mountain Destinations



Home / Things To Do / Food Drink / Pizza

ADD BOOKMARK

Maine Craft Pizza

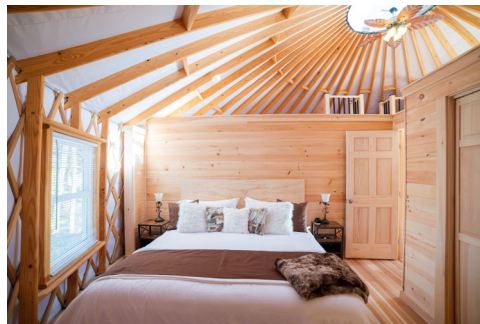
By now you've heard that Maine has amazing cheese makers, incredible bakers and thriving local farms growing seasonal produce and farm-raised meats. So, what can you get when you combine all these? *Pizza*.

Maine's all-star pizza makers are bringing unparalleled creativity and a passion for the local food movement to the humble pizza. And they are nailing it. Everyone loves pizza which means you can find these pizza-gurus across the state, from rural farms to city streets.

Don't miss the wood-fired pizza and beer made from grains milled onsite at Maine Grains sister cafe, [The Miller's Table](#) in Skowhegan. If the local pizza and beer combo makes your heart sing, you can follow the [Maine Craft Pizza trail](#), too, and find pizzas that are made with grains grown and milled in Maine, with seasonal toppings from local farms that are baked in wood-fired ovens and served with Maine craft beers. Talk about local!

Photo/Video Shoots

Coordinated several photo shoots with Maine-based photographers
Added **294** images/video to the library



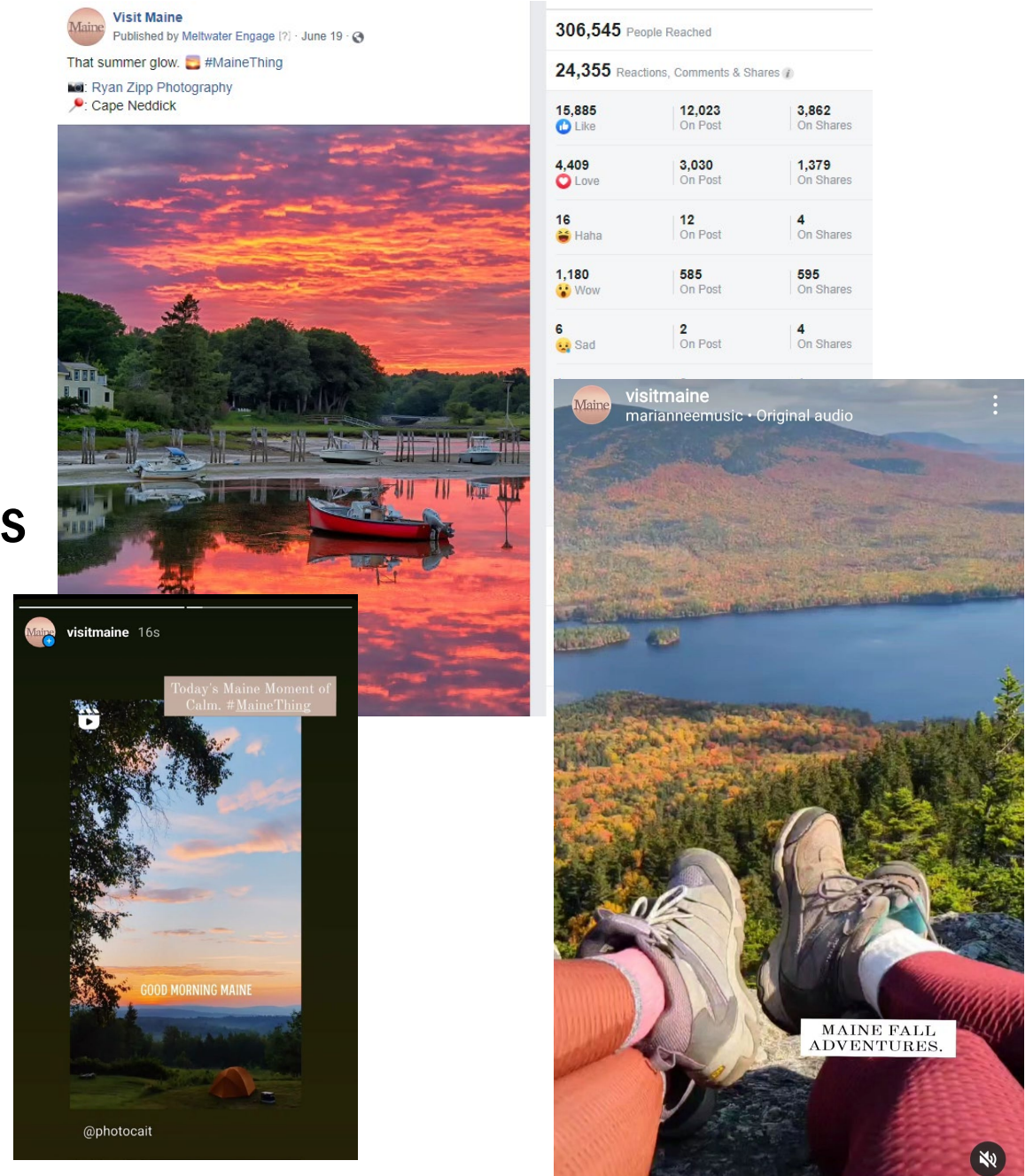
Organic Social Media

Facebook grew by more than **9,500** and Instagram by more than **11,000** followers (as of September)

Continue accessing user-generated images

Post “Maine Moment of Calm” user-generated Reels content

Create seasonally appropriate Reels with available visuals



Looking Ahead

Ski press trip in January

Partnership with Travel Mindset



TRAVEL MINDSET
Travel · Social · Influencers

Partnership with the Feed Feed

**Pennsylvania Outdoor Writers Association –
small press trip in the spring**



**Adventure Travel Trade Association (ATTA) – AdventureELEVATE
pre and post conference fam trips**

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What's New?

PR Partners Program



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