

Maine
VisitMaine.com

PR Update

Maine Office of Tourism - Stakeholder Meeting
June 27, 2023




Marshall
Communications

Media/Trade Relations and Outreach

- Monthly updates to national/international media
- Proactive pitches and responding to media requests
 - 229 media contact reached
- Hosted 38 media and tour operators
 - Winter press trip
 - Travel Mindset winter influencer campaign
 - PA Outdoor Writers
 - 20 media and tour operators during ATTA pre-conference adventures throughout the state



3 Influencers published 159 Posts.
Total Reach was 761.3K, with 6.9M Impressions.
Each post got an average of 53.3 Engagements, 5.2K Reach, and \$1.6K EMV
Audience was 57% Women, mostly from United States.
The campaign generated \$231.5K EMV.

 **Ann Tran**  96



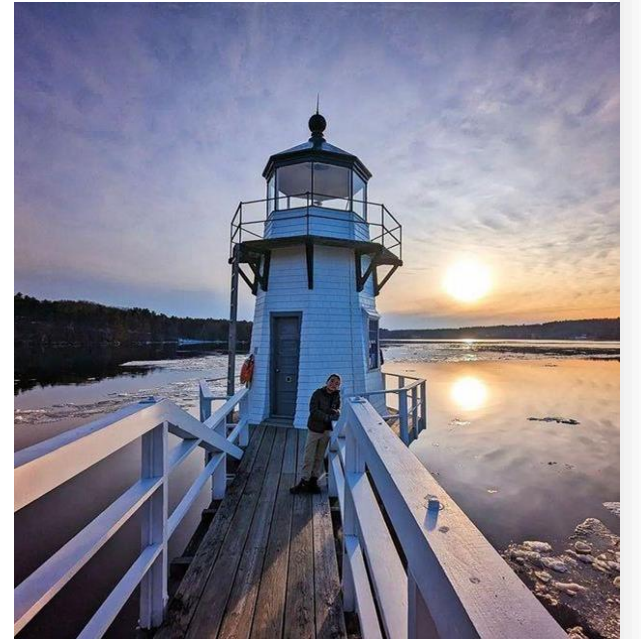
 572  281 02/03/23 

 **Rob Taylor -
2TravelDads**  86



 354  36 02/11/23 

 **Travel Mindset**  78



 27  3 02/21/23 

Cycling Schoodic Peninsula in Acadia National Park

By: Dave Lee

Last updated: June 8, 2023 · 0 Comments

Cycling the Schoodic Peninsula, a part of Acadia National Park offers visitors a peaceful introduction to Maine's most popular recreation area.

In 2021 and 2022, approximately 4 million visitors entered Acadia National Park, located midway up the coast of Maine.

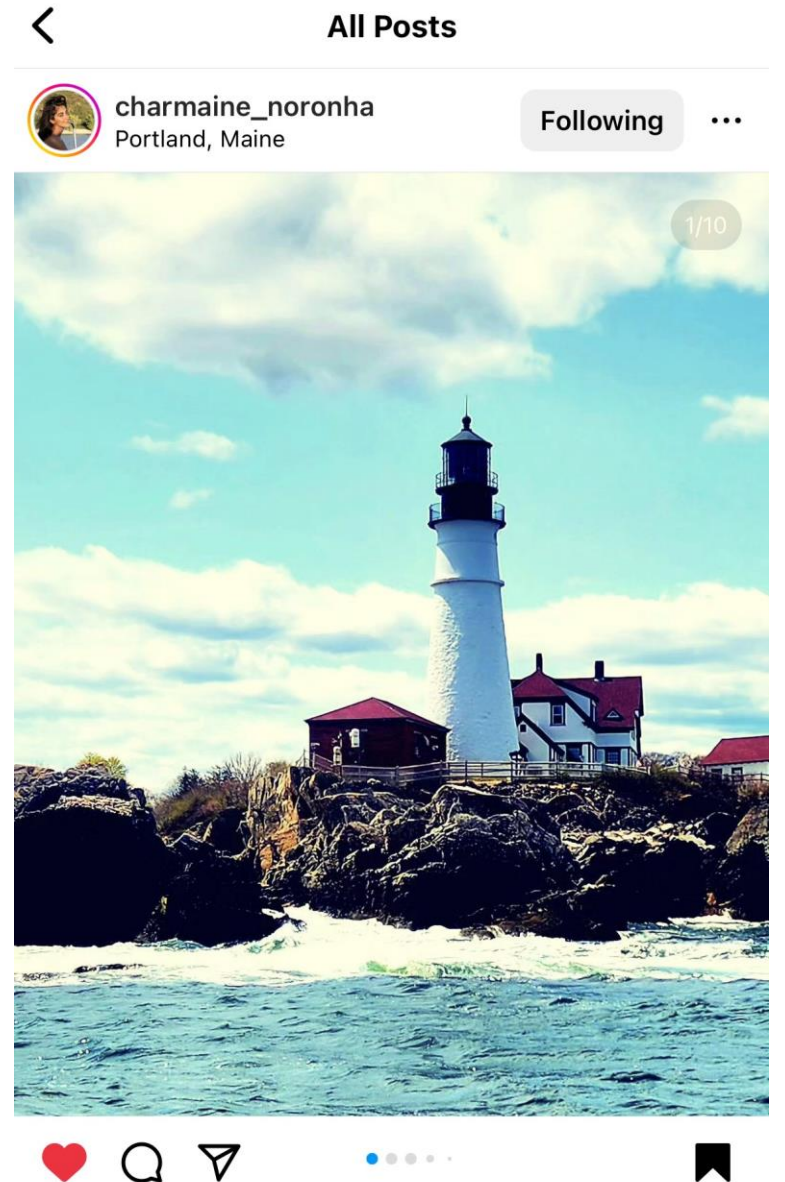
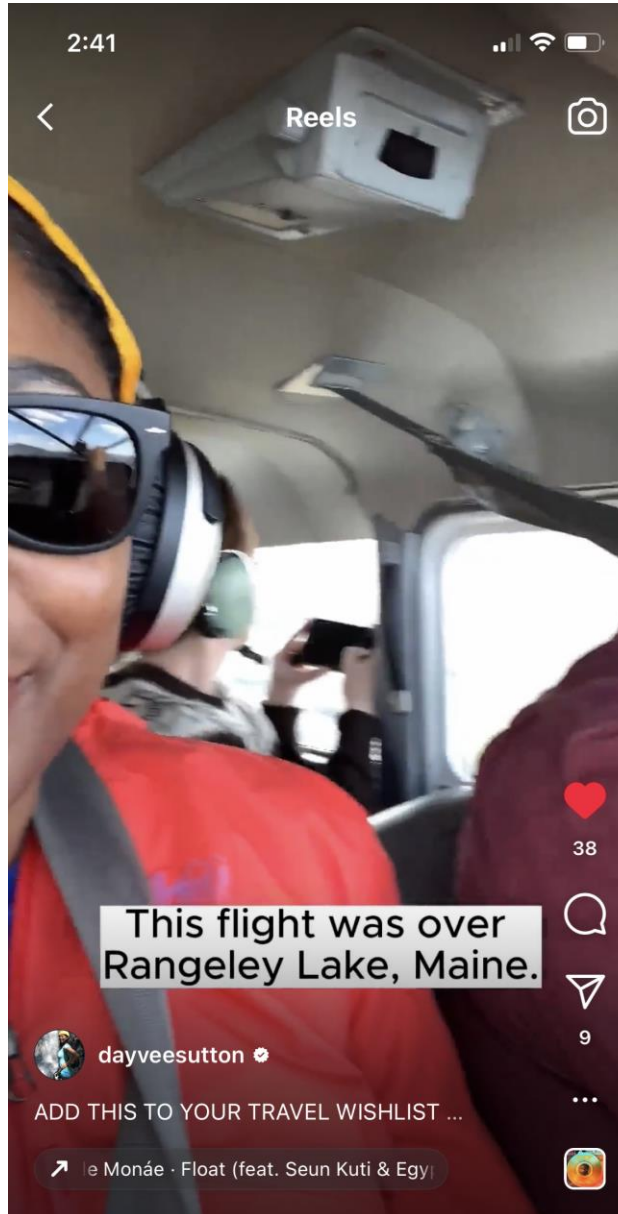
The park is nearly 50,000 acres and includes half Mount Desert Island, the southern part of the Schoodic Peninsula, and some outlying islands.

Most visitors spend their time on Mt. Desert Island's roads and hiking trails.



Dave enters Acadia National Park.

On the other hand, the Schoodic Peninsula is part of the U.S. mainland. It's a bit further north of Mt. Desert Island and is easily accessible via car or ferry from [Bar Harbor](#).



Additional Results



HOTELS + RESORTS

15 Glamping Spots in the U.S. With Luxe Tents, Retro Airstreams, and Domes to Sleep in

Discover the best glamping spots in the U.S. for a unique travel experience.

By [Lindsay Cohn](#) | Published on March 25, 2023



PHOTO: JOE SINHAVONG/FIRELIGHT CAMPS

An outdoorsy getaway that's full of hiking, communing with Mother Nature, roasting marshmallows over a campfire, and staring up at the stars has loads of appeal for [solo travelers](#), [families](#), [couples](#), and [groups of friends](#) — until you realize that whole "get outside" thing might mean slumbering on the hard, dirty ground. Thankfully, snoozing in a sleeping bag or pitching a flimsy tent aren't the only ways to dream surrounded by nature. [Glamping](#) combines the best parts of camping with the comforts and conveniences

AAA Magazines

9 stellar scenic byways in Northern New England



Some of New Hampshire's finest scenery occurs along the 34-mile Kancamagus Highway, part of the White Mountains Trail loop. Photo by flon/istock.adobe.com

By [Jeanine Barone](#)

April 14, 2023

Imagine cruising down a slim ribbon of asphalt that threads through a sun-dappled pine forest where a moose wanders beside the road. Then follow your route as it veers toward a rugged coastline where waves crash, a lighthouse stands sentinel, and a working harbor buzzes with fishermen.

While any road trip can offer exceptional sights, national and state scenic byways are distinctive for their awe-inspiring historic, cultural, archaeological, recreational, or natural treasures. Driving any of the following 9 scenic byways in Northern New England is sure to provide an unforgettable experience.

Maine

1. Schoodic National Scenic Byway



On the way to Acadia National Park, the Schoodic National Scenic Byway offers some of Maine's choicest coastal views. Photo courtesy Maine DOT



Striped Bass on the Flats | Coastal Maine



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BEST NATIONAL PARKS WORTH A VISIT IN THE WINTER

BY CRAIG RALEIGH | JANUARY 11, 2023

January 2023



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ROMANTIC WINTER SPOTS

Is this Maine's most romantic town?

Kennebunkport wants to heat up your love life in February.

By Diane Bab and Pamela Wright Globe Correspondent. Updated January 27, 2023, 11:45 a.m.



You might not think of Kennebunkport as the romance capital of ... anywhere, but they're working on it! Local hospitality pros want to make the coast town the most romantic destination in New England. KENNEBUNKPORT RESORT COLLECTION

Looking to zhoosh up your love life? Skip "Netflix and Chill" and try bungee jumping, heli-skiing, or sky diving on your next date. (If "The Bachelor" has taught us anything, it's the power of an adrenalin rush as a romance-booster.) Already coupled? Do something novel and unexpected with your partner to keep things fresh, relationship experts advise. Would that include going to a beloved summertime enclave like Kennebunkport, Maine, in frozen February? Why, yes. Yes, it would, according to the good folks who dreamed up "Paint the Town Red." They're aiming to make this coastal town the most romantic destination in Maine.

The February festival "was borne out of the idea of stretching out Valentine's Day to a full month of love and festivities," says Justin Grimes of the Kennebunkport Resort Collection (www.kennebunkportresortcollection.com), the hoteliers who conceived "Paint the Town Red" in 2018. Other local businesses and the Kennebunk...

January 2023



PlanetWare - Travel Guides by the Experts

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12 Top-Rated Waterfalls in Maine

Written by Barbara Radcliffe Rogers

Nov 17, 2022

Maine is known for its outdoor attractions and experiences, and waterfalls are some of the most popular things to see here. In this list, you'll find waterfalls hidden deep in the forest and accessed by hiking trails, but you'll also find easy-to-reach waterfalls with shallow pools just right for families, and those in romantic settings perfect for picnicking couples. Some, like Houston Brook Falls, are popular swimming holes.



Gulf Hagas Falls, Maine

Many of Maine's tallest and most beautiful falls, such as Screw Auger and Smalls Falls, are close to roads and have picnic areas; one is in the center of Camden, where it drops into the harbor. Like the falls themselves, the settings are varied, from the wide-open reach of the Kennebec River at Grand Falls to the narrow canyon of Snow Falls and the gently sloping ledges of Step Falls.

Whether you enjoy hiking, prefer roadside attractions, or are looking for a

BE INSPIRED



24 Best Places to Visit in the United States



21 Best Luxury All-Inclusive Resorts in the World



20 Best Tropical Vacations

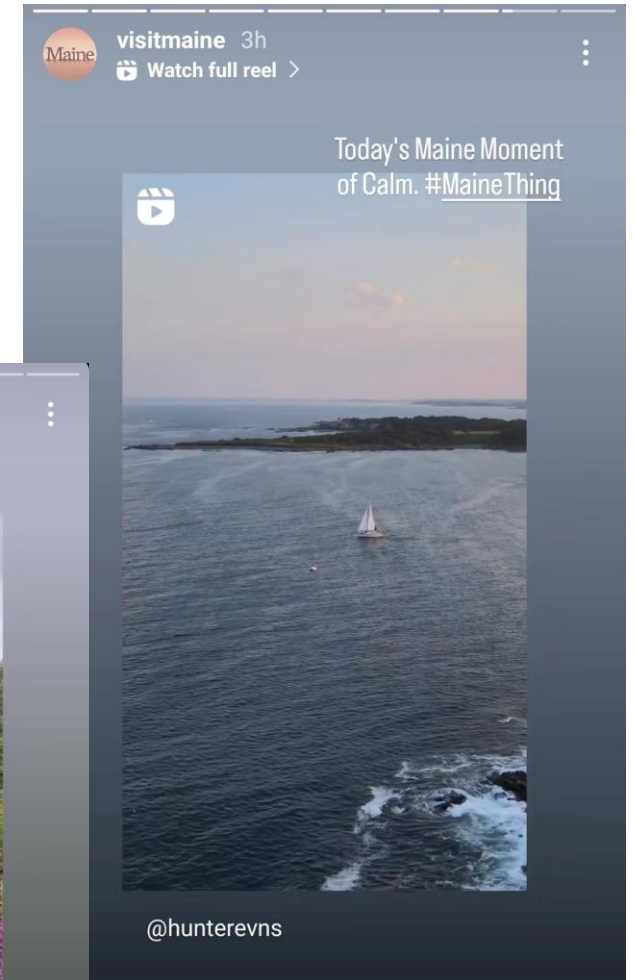


Organic Social Media

Continue accessing user-generated images

Post “Maine Moment of Calm”
user-generated Reels

Share content from Miles’ paid social
promotions, hosted travel writers, special
events like the ATTA conference and media
results



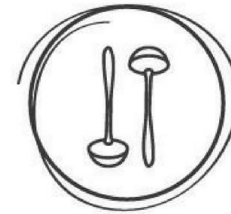
Looking Ahead

Summer media visits

The FeedFeed Influencer Collaboration

Finalize the regional photo shoots

Fall/winter pitching



feedfeed



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What's New?

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