



Maine Office of Tourism Refreshed Brand + Campaign

Quarterly Stakeholder Meeting

June 27, 2023

miles
PARTNERSHIP

With You



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what we'll cover
today

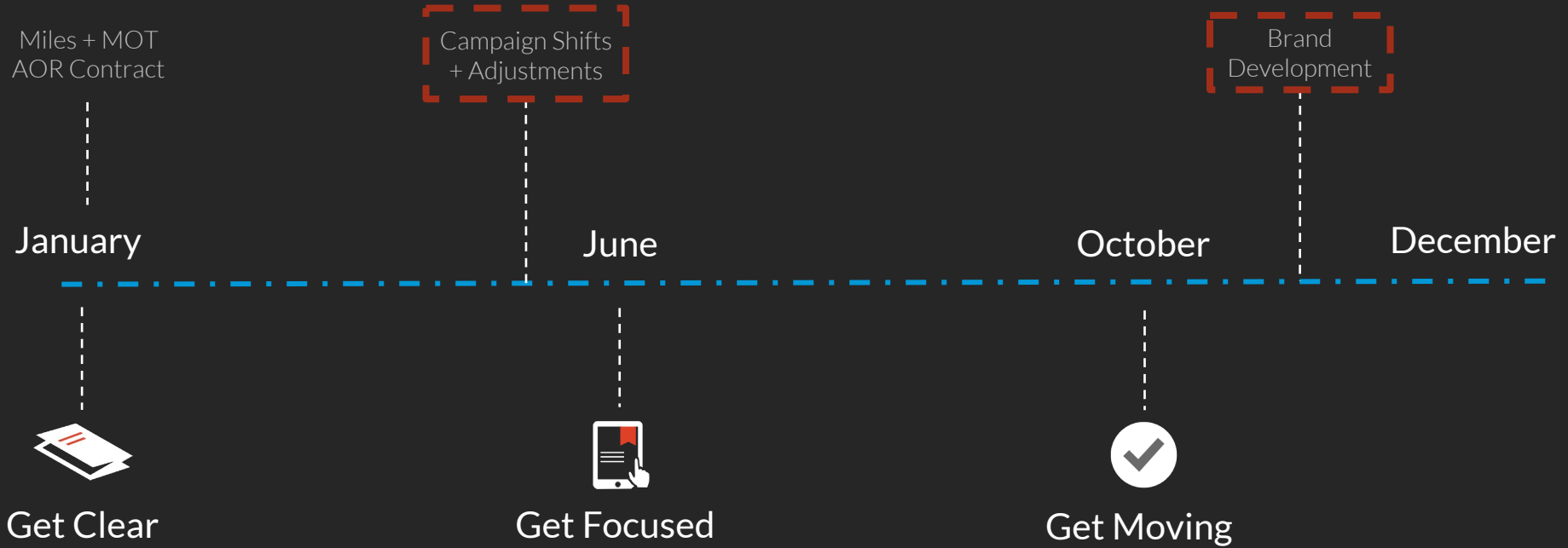
HOW WE GOT HERE + WHY

BRAND REFRESH PROCESS

NEW ASSETS + CAMPAIGN

Q&A

2022 Destination Management Planning Timeline



BEFORE

Become the premier four-season destination in New England.



AFTER

Pursue economic vitality for Mainers *in balance with* healthy communities and the natural environment through responsible marketing, community advancement, and fostering collaboration among Maine's tourism partners.

Destination **Stewardship**

Local Culture,
Heritage &
Resident Quality
of Life




Economic Impact

BALANCE

Environment &
Natural Resources



Destination Management Plan

VISION 	MISSION 	POSITION 	VALUES 
<p>VISION</p> <p>Maine ignites a sense of curiosity & adventure that inspires generations.</p>	<p>MISSION</p> <p>We pursue year-round economic vitality for Mainers in balance with healthy communities and the natural environment through destination management, responsible marketing, community engagement, and fostering collaboration among Maine's tourism partners.</p>	<p>POSITION</p> <p>Maine Office of Tourism is a state agency that advances Maine's tourism economy by leading a culture of stakeholder collaboration, providing resources and education to strengthen the state's tourism industry, and developing strategy and best practices to promote and enhance the Maine experience for all.</p>	<p>VALUES</p> <ol style="list-style-type: none"> 1. We are passionate about sharing Maine's extraordinary beauty and culture. 2. We are responsible stewards of Maine's communities, culture, resources and natural assets. 3. We cherish teamwork and collaboration as pivotal to the successful attainment of our Vision for Maine tourism. 4. We are resourceful and inclusive in our efforts to advance prosperity for all Mainers.
IMPERATIVES 	OBJECTIVES 	INITIATIVES 	STEWARDSHIP PRINCIPLES 
<p>Optimize Long-Term Economic Impact</p>	<ul style="list-style-type: none"> • Increase length of stay • Increase per visitor spend • Increase diversity of visitors • Increase return on investment • Increase shoulder season and off-season visitation 	<ul style="list-style-type: none"> • Amplify the essence of Maine to attract travelers who are best aligned to Maine's experiences and ethos. • Invest in marketing intelligence to improve effectiveness and enhance return on investment. • Prioritize diversification of travelers to and within Maine. 	<p>We believe it is our responsibility to the people and places of Maine that we act as catalysts and advocates for the things that make our state unique, to protect and sustain for many generations beyond us. To that end, we commit to:</p> <ul style="list-style-type: none"> • Empowering the industry through collaboration & education • Cultivating a unified brand and elevated visitor experience. • Educating through impactful storytelling that captures the multi-faceted historical and cultural identity of Maine's communities. • Preserving & Celebrating the authentic character of Maine. • Encouraging responsible practices and behaviors that protect the flora, fauna, and aquatic environments that are central to Maine's vitality. • Balancing the promotion of Maine's iconic popular destinations with Maine's lesser-known hidden gems. • Safeguarding Maine's natural assets, resources, and off-the-beaten-path locations. • Upholding Maine's authenticity by showcasing Maine's local makers, artists, farmers, fishermen, and other independently-owned businesses. • Empowering Maine's tourism workforce to reinforce their confidence in career choice and livelihood.
<p>Promote Destination Stewardship</p>	<ul style="list-style-type: none"> • Increase stakeholder awareness of destination stewardship • Measure and increase number of communities who pledge to stewardship principles • Improve resident tourism sentiment score • Increase media coverage of destination stewardship 	<ul style="list-style-type: none"> • Build awareness of Maine's destination stewardship principles among residents, travelers, and stakeholders to encourage adoption & engagement. • Develop and evolve industry programs to encourage destination stewardship. 	
<p>Advance Destination Development</p>	<ul style="list-style-type: none"> • Optimize number of tourism-ready assets in target categories and locations • Improve quality rating of existing assets and infrastructure • Increase traveler Net Promoter Score 	<ul style="list-style-type: none"> • Establish & maintain a robust & accurate inventory of tourism assets. • Support & expand programs that improve tourism experience & facilitate product development. • Advocate for necessary infrastructure investment. 	
<p>Prioritize Collaboration & Partnership</p>	<ul style="list-style-type: none"> • Increase partner engagement in MOT programs • Improve impact and efficiency of MOT programs (more partners served with same or less resources) • Increase number and diversity of new stakeholders and organizations • Increase number of collaboration projects between stakeholders • Increase stakeholder understanding & awareness of MOT's function 	<ul style="list-style-type: none"> • Evaluate & expand stakeholder communication & engagement strategy. • Build partnership network & identify collaboration opportunities. 	
<p>Enhance Organizational Effectiveness</p>	<ul style="list-style-type: none"> • Measure and improve employee engagement score (Q12) • Increase stakeholder satisfaction of MOT 	<ul style="list-style-type: none"> • Align MOT team tools and resources in support of strategic priorities • Foster positive and productive MOT team culture and work processes. • Strategically invest in MOT staff professional development. 	

stewardship **principles**



Empowering the industry through collaboration and education



Cultivating a unified brand and elevated visitor experience



Educating through impactful storytelling that captures the multi-faceted historical and cultural identity of Maine's communities



Preserving and celebrating the authentic character of Maine



Encouraging responsible practices and behaviors that protect the flora, fauna, and aquatic environments that are central to Maine's vitality



Balancing the promotion of Maine's iconic popular destinations with Maine's lesser-known hidden gems



Safeguarding Maine's natural assets, resources, and off-the-beaten-path locations



Upholding Maine's authenticity by showcasing Maine's local makers, artists, farmers, fishermen, and other independently-owned businesses



Empowering Maine's tourism workforce to reinforce their confidence in career choice and livelihood



framework for success

changes

Goals & Objectives **Change**

- Visitor dispersion throughout state
- Expanding into shoulder seasons
- Diversification of audience
- Working toward ideal visitor

Real time shifts in
marketing

Spring/Summer 2022



Extended into Fall
Shoulder Season



Expanded Reach
Nationally



Broader
Representation



Balanced
Locations +
Experiences



Alignment with
Content Partners

INCREASED ECONOMIC IMPACT +9.7% YoY

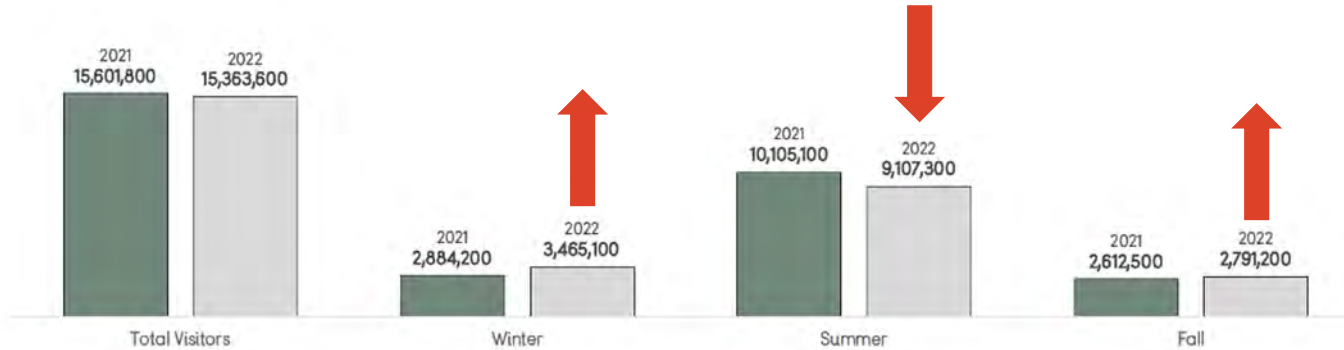
KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	Δ% from '21
Number of Visitors	15,601,800	15,363,600	- 1.5%
Room nights generated	10,247,600	12,138,100	+ 18.4%
Visitor Days ¹	63,313,500	68,769,800	+10.2%
Taxes generated	\$1,147,884,700	\$1,240,445,900	+ 8.1%
Direct expenditures	\$7,853,094,700	\$8,644,145,000	+ 10.1%
Total economic impact	\$14,451,155,200	\$15,851,046,200	+ 9.7%

¹ Visitor Days is the total number of days spent by visitors in the state of Maine. This include overnight visitors and day trippers.

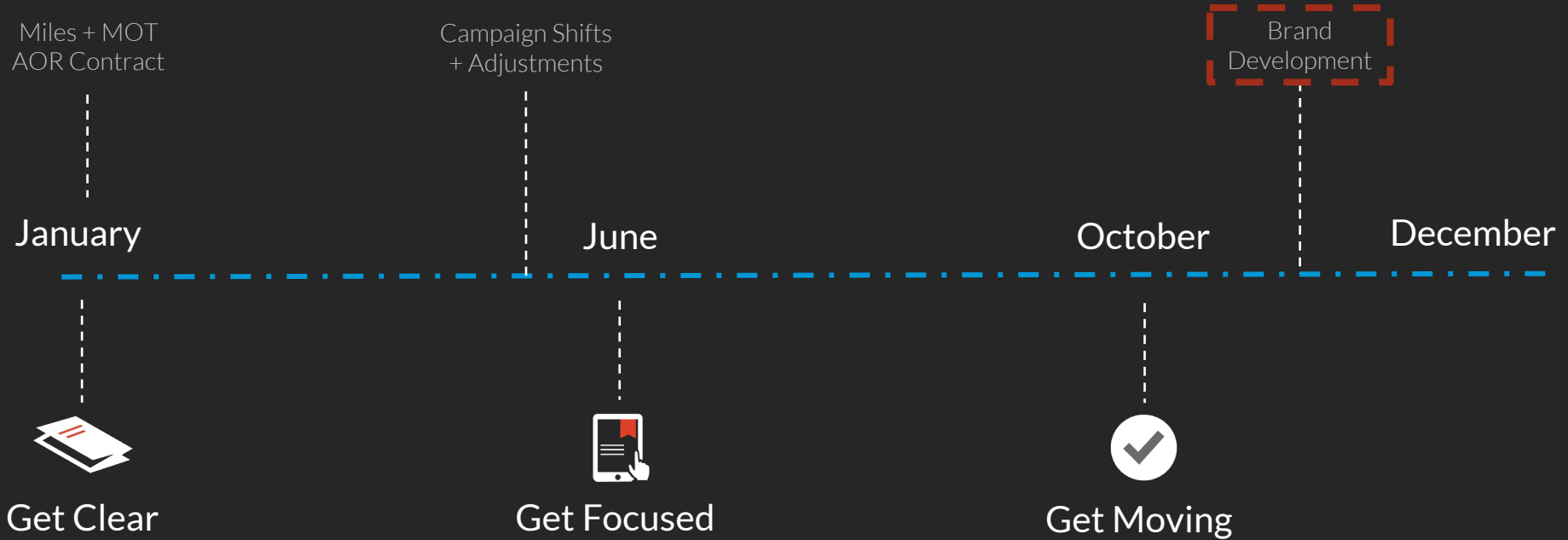
ALLEVIATED PRESSURE IN SUMMER, GREW FALL + WINTER

VISITORS BY SEASON



Season	2021	2022	Δ% from '21
Winter	2,884,200	3,465,100	+20.1%
Summer	10,105,100	9,107,300	-9.9%
Fall	2,612,500	2,791,200	+6.8%
Total Visitors	15,601,800	15,363,600	-1.5%

2022 Destination Management Planning Timeline



A man in a light blue t-shirt and dark pants is sitting on a stone wall, looking out over a vast landscape. The landscape includes a city below, mountains in the distance, and a cloudy sky. The text 'BRAND REFLECTION' is overlaid in white, with a red underline under the 'B'.

BRAND REFLECTION

BRAND RESEARCH PROCESS INVOLVING MAINERS





Express Change

Amplify the essence of
Maine to attract travelers
who are best aligned to
Maine's experiences
and ethos

STEWARDSHIP PRINCIPLES

An aerial photograph of a dense, green forest. A road winds through the trees from the top center towards the middle. In the bottom right corner, a dark lake is visible with a sandy beach, several small buildings, and a few boats. The overall scene is lush and natural.

HIGHLIGHT OF FINDINGS

Branding Study: Phase I Focus Group Report



downs & st. germain
RESEARCH

METHODOLOGY PHASE I: Evaluate Existing Brand + Elements

Research period: November 1, 2022 – December 1, 2022

- (1) In-person focus group – Maine Office of Tourism
- (1) In-person focus group - Stakeholders
- (2) Virtual focus groups via Zoom - Stakeholders
- (1) Asynchronous online focus groups - Residents
- (1) Asynchronous online focus groups - Visitors

summary of
Insights
Phase I Research

1. Develop new color palette
2. Design new logo
3. Brighten imagery
4. Be thoughtful about future locations and activities featured in campaigns
5. Redefine the brand + document it for more widespread use

summary of
themes
Phase I Research

1. Nature + Outdoors
2. Food
3. A Place to Pause
4. Charming Downtowns

An aerial photograph of a dense, green forest. A road winds through the trees from the top center towards the middle. In the bottom right corner, a dark lake is visible with a sandy beach, several small buildings, and a few boats. The overall scene is lush and natural.

HIGHLIGHT OF FINDINGS

Branding Study: Phase II Focus Group Report



downs & st. germain
R E S E A R C H

METHODOLOGY PHASE II: TEST NEW BRAND ELEMENTS

Research period: January 31 – February 9, 2023

- (1) In-person focus group – Boston, MA
- (1) In-person focus group – New York City, NY
- (2) In-person focus groups – Toronto, Canada
- (1) Asynchronous online focus groups - Residents
- (1) Asynchronous online focus groups - Visitors

summary of
insights
Phase II Research

1. Brand positioning resonated
2. Two logos rose to the top
3. Visitors to Maine love the food!
4. Water features, seafood, outdoor adventure, relaxation/peace, and authentically hand-made reign supreme
5. *A place to pause* as recurring theme

An aerial photograph of a dense, green forest. A road winds through the trees from the top center towards the middle. In the bottom right corner, a dark lake is visible with a sandy beach, several small buildings, and a few boats. The overall scene is lush and natural.

HIGHLIGHT OF FINDINGS

Branding Study: Phase III Validation Report



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RESEARCH

METHODOLOGY PHASE III: VALIDATE REFRESHED BRAND

Research period: Spring 2023

- (1) Internet Study – Visitors
- (2) Focus Groups – Quebec
- (2) Focus Groups - Montreal

BRAND STRATEGY



BRAND PILLARS

Escape to Nature

Your imagination will roam free here, much like everything else. Moose. Puffins. Whales. Bring your binoculars. And your sense of adventure. Invigorate your senses in the salt air and sea spray on the coast. Harness your untamed side that yearns to explore open lands beckoning for recreation. And clear your mind amid lush forests to discover that quiet place of contentment that's been inside you all along.

Small-Town Spirit

Our close-knit communities hearten like a warm welcome. Feel the past in coastal villages with classic New England architecture and working waterfronts. Unwind in idyllic mountain towns. Connect with local culture in uncommon museums, artist-owned galleries and community-run theaters. And get to know the hardworking folks who call this place home, each bringing pride, artistry and tradition. Crafting life by hand, with heart.

Feast of the Earth

Sure, we have James Beard Award-winning chefs and seasonal menus people dream about. But what we do best is showcase the purest flavors that are hand-harvested and sustainably sourced right here, from the fields to the waves. Wild blueberries ripened to sweet-tart perfection. Fresh Maine lobster and succulent oysters. Nature reveals a new menu every season.

A Place to Pause

When you come here, leave behind the frenzied pace of everyday life. Spend your free time like a real Mainer. We'll show you how to embrace the present moment as it happens in real time. Sunbathe. Beachcomb. Stargaze. Linger over dinner. Swap stories with friends. Let all the distractions fade away, and hear what your own true voice has to say.

BRAND POSITIONING STATEMENT

When you come to Maine, ease into a relaxed state. This is where rugged coastlines, crystalline lakes and deep forests ignite a sense of awe and root you to the present moment. Where small towns foster a sense of kinship. Where you're free to do your own thing and follow where curiosity beckons.

Our vibrant communities thrive with locally owned shops, cozy inns and historic downtowns. Here, you'll get a feel for the passion that drives our independent, can-do spirit, and we invite you to forge your own authentic path, too.

We Mainers take pride in working with our hands and cherish the quality of handmade everything. Here, generations of skilled artisans uphold our longstanding heritage of thoughtful craft and enduring art, from boatbuilding and pottery to traditional Wabanaki basketry.

We also know the best flavors are the ones made right here. It's why we hand-harvest the freshest ingredients straight from the cold, clean waters of the ocean and rivers and from the rich soils of our orchards and fields. And we take care to preserve the abundance nature provides us.

It might be tempting to fill your itinerary with *all* the adventures when you visit. But take a beat. And a breath. Get a feel for the time and tempo of Maine, where life's simple pleasures unfold at their own pace.

BRAND PROMISE

We promise Maine is *a place to pause, to reawaken your senses.*

STONE OF VOICE

When we talk, Maine sounds:

Free-Spirited, with an Adventurous Side.

The natural beauty of this place brings us to life, and we cherish its serenity as much as its thrills.

Warm-Hearted.

We're compassionate folks who gladly lend a hand to neighbors and newcomers alike.

Respectful.

We stand by our values and care deeply about preserving our way of life and Maine's working forests and waters.

Down to Earth.

We're humble and true, and we take pleasure in the simple things.

Quietly Sophisticated.

We might not put on airs, but we relish things that are well-made and made right here.

CAMPAIGN DIRECTION



DEVELOPED WITH THE FOLLOWING CRITERIA IN MIND

- ☑ Feels associated with brand
- ☑ Taps into the five senses
- ☑ Fits with image of Maine
- ☑ Differentiated from other destinations
- ☑ Unified look and feel
- ☑ Encourages dispersion across the state
- ☑ Construct that works across locations, activities, seasons

Print Ad



Can you hear what silence sounds like? Or sense what fresh air feels like?

When distractions fade away, does contentment fill its space?

See for yourself. Ease into the pace of Maine, where the sense of

place is outdone only by the sense of belonging.

MAINE.
VISITMAINE.COM



Print Ad - Scented



Can you hear what silence sounds like? Or sense what fresh air feels like? When distractions fade away, does contentment fill its space? See for yourself. Ease into the pace of Maine, where the sense of place is outdoors only by the sense of belonging.

MAINE.
VISITMAINE.COM



Peaks-Kenny State Park
Acadia National Park

Scratch
to release
the scent
of Maine.

OOH



Fresh Air. Fresh Perspectives.

MAINE.
VISITMAINE.COM

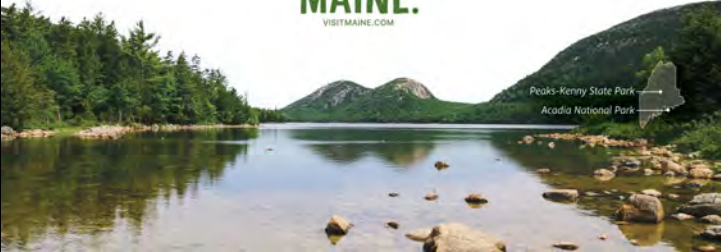


Peaks-Kenny State Park
Pemaquid Point
Lighthouse



The lure of adventure. The ease of leisure.

MAINE.
VISITMAINE.COM



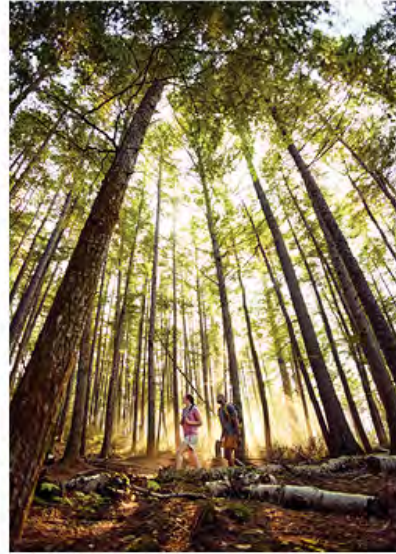
Peaks-Kenny State Park
Acadia National Park

Digital



The lure of adventure. The ease of leisure.

MAINE.



*The lure of adventure.
The ease of leisure.*

MAINE.



*The lure of adventure.
The ease of leisure.*

MAINE.



Digital



Ease into your own pace.

MAINE.



Ease into your own pace.

MAINE.



*Ease into your
own pace.*

MAINE.



Digital



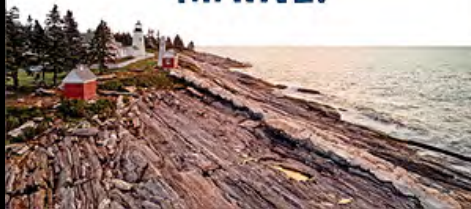
Summer found in every bite.

MAINE.



Summer found in every bite.

MAINE.



Summer found
in every bite.

MAINE.



Digital



Fresh Air. Fresh Perspectives.



MAINE.



Fresh Air. Fresh Perspectives.

MAINE.



*Fresh Air.
Fresh Perspectives.*

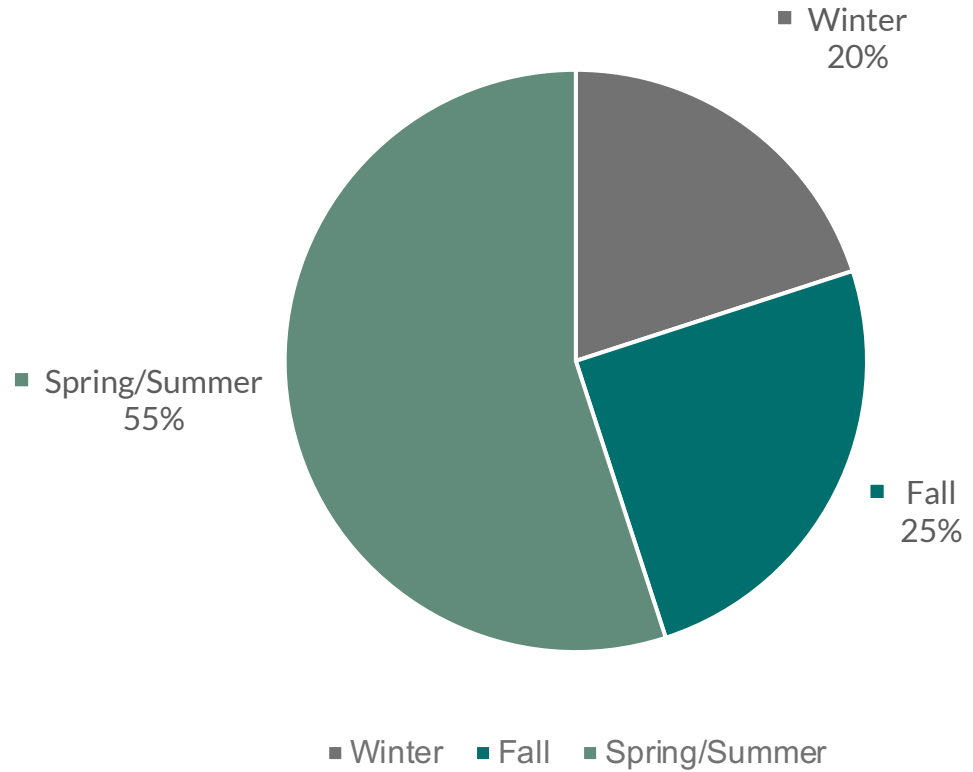
MAINE.



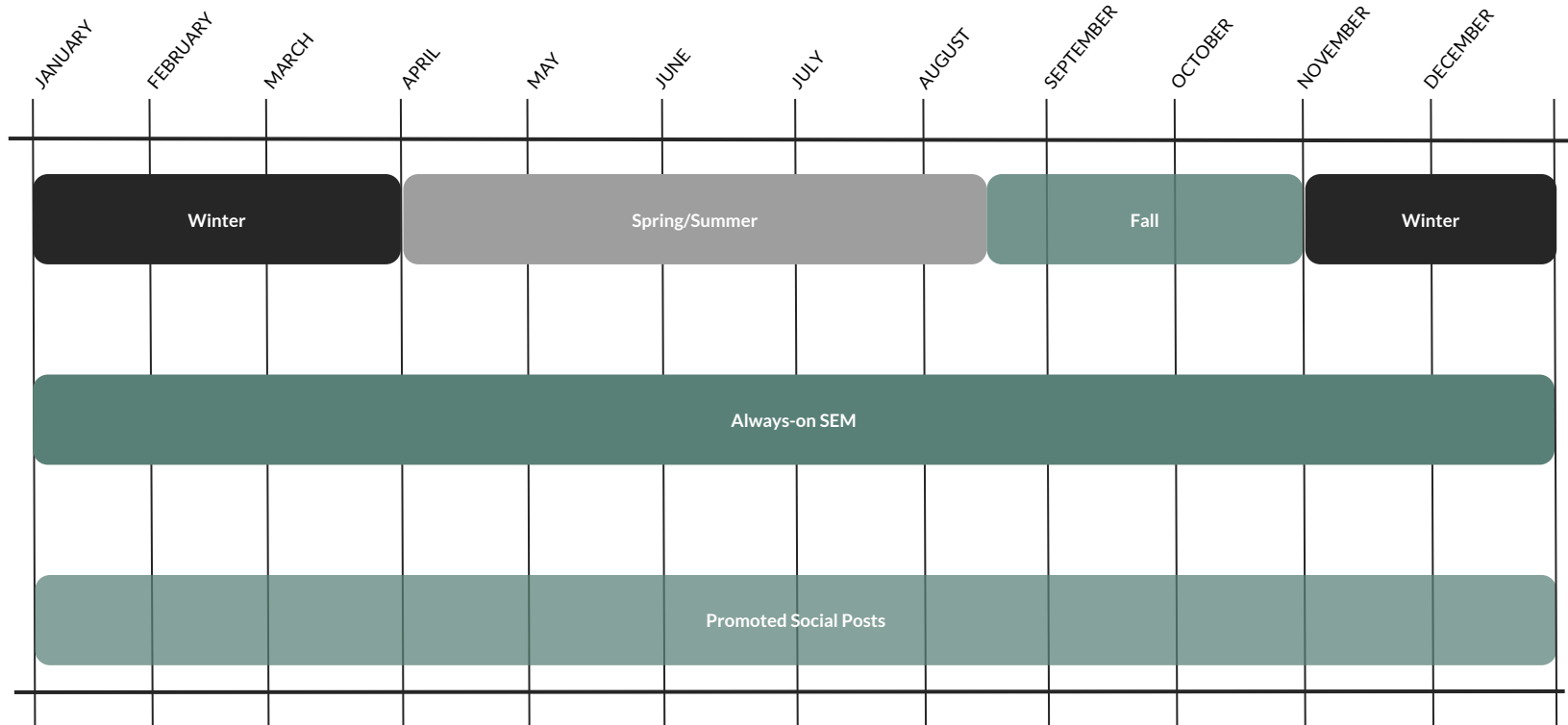
A long wooden pier extends from the foreground into the ocean under a twilight sky. The pier has a dark railing and is supported by numerous wooden posts. The water is calm, and the sky is a mix of deep blues and oranges from the setting or rising sun. The text 'PAID MEDIA APPROACH' is overlaid in white, bold, sans-serif font. A red horizontal line is positioned below the first few letters of the word 'PAID'.

PAID MEDIA APPROACH

budget
overview



ALWAYS ON APPROACH



DIVERSIFIED ACROSS CHANNELS



2023 TARGETING

PRIMARY



In-State
New England
Mid-Atlantic Region
Eastern Canada

EMERGING MARKETS



Tampa
Orlando
Miami
Atlanta
Chicago

NATIONAL EXPANSION





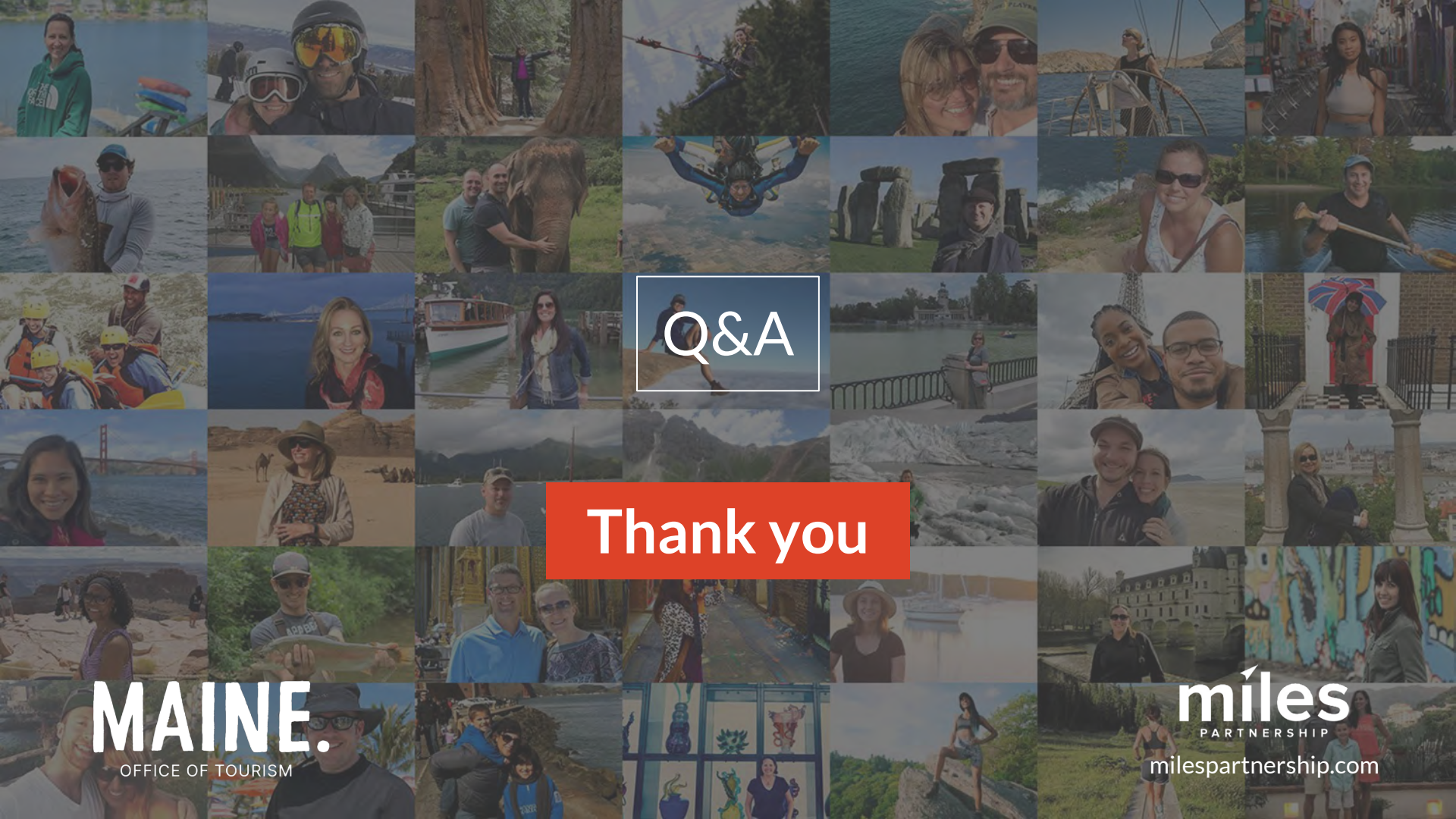
BEST IN CLASS PARTNERS



tripscout



pandora®



Q&A

Thank you

MAINE.
OFFICE OF TOURISM

miles
PARTNERSHIP

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