



Maine Office of Tourism Fall Paid Media Campaign

Quarterly Stakeholder Meeting

September 21, 2023

MAINE.
OFFICE OF TOURISM

miles
PARTNERSHIP

with you
today



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Miles Partnership

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An aerial photograph of a town during autumn. The foreground and middle ground are filled with trees in various shades of green, yellow, orange, and red. In the background, there are several large, multi-story industrial or commercial buildings, some with red brick facades. A river or stream flows through the town, with a bridge crossing it. The sky is overcast and grey.

what we'll cover









today

STEWARDSHIP-CENTERED BRAND

FALL PAID MEDIA STRATEGY

FALL CAMPAIGN CREATIVE

Destination Management Plan

| VISION | MISSION | POSITION | VALUES |
|--|--|---|--|
|  <p>Maine ignites a sense of curiosity & adventure that inspires generations.</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>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> |  <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
2022



Extended into Fall
Shoulder Season



Expanded Reach
Nationally



Balanced
Locations +
Experiences



Alignment with
Content Partners

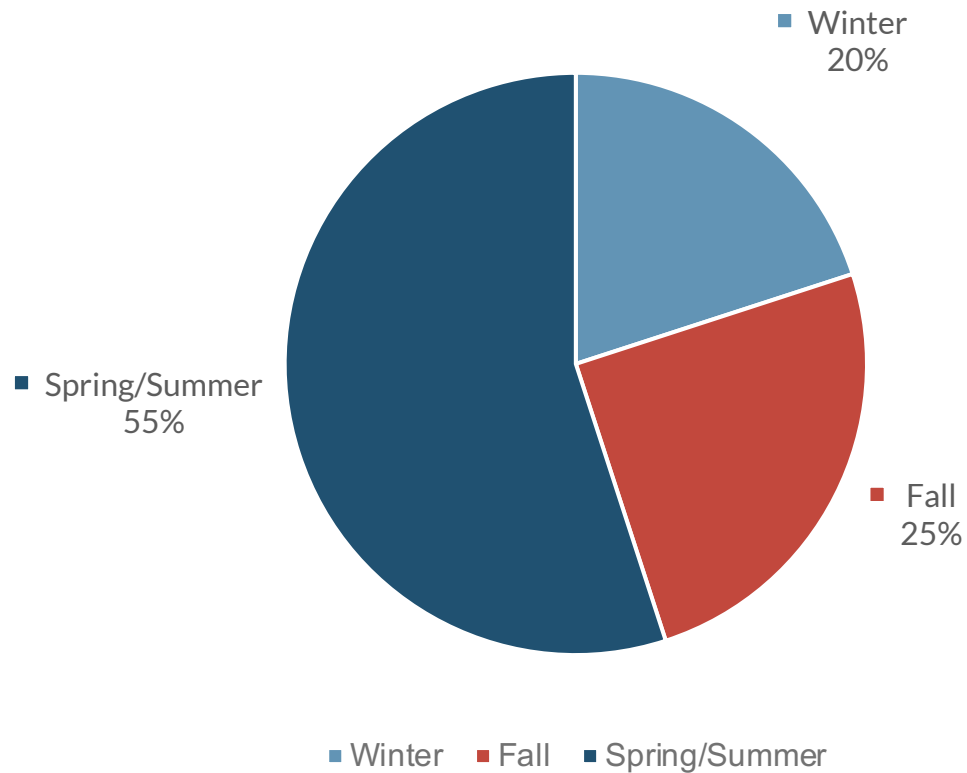


Broader
Representation

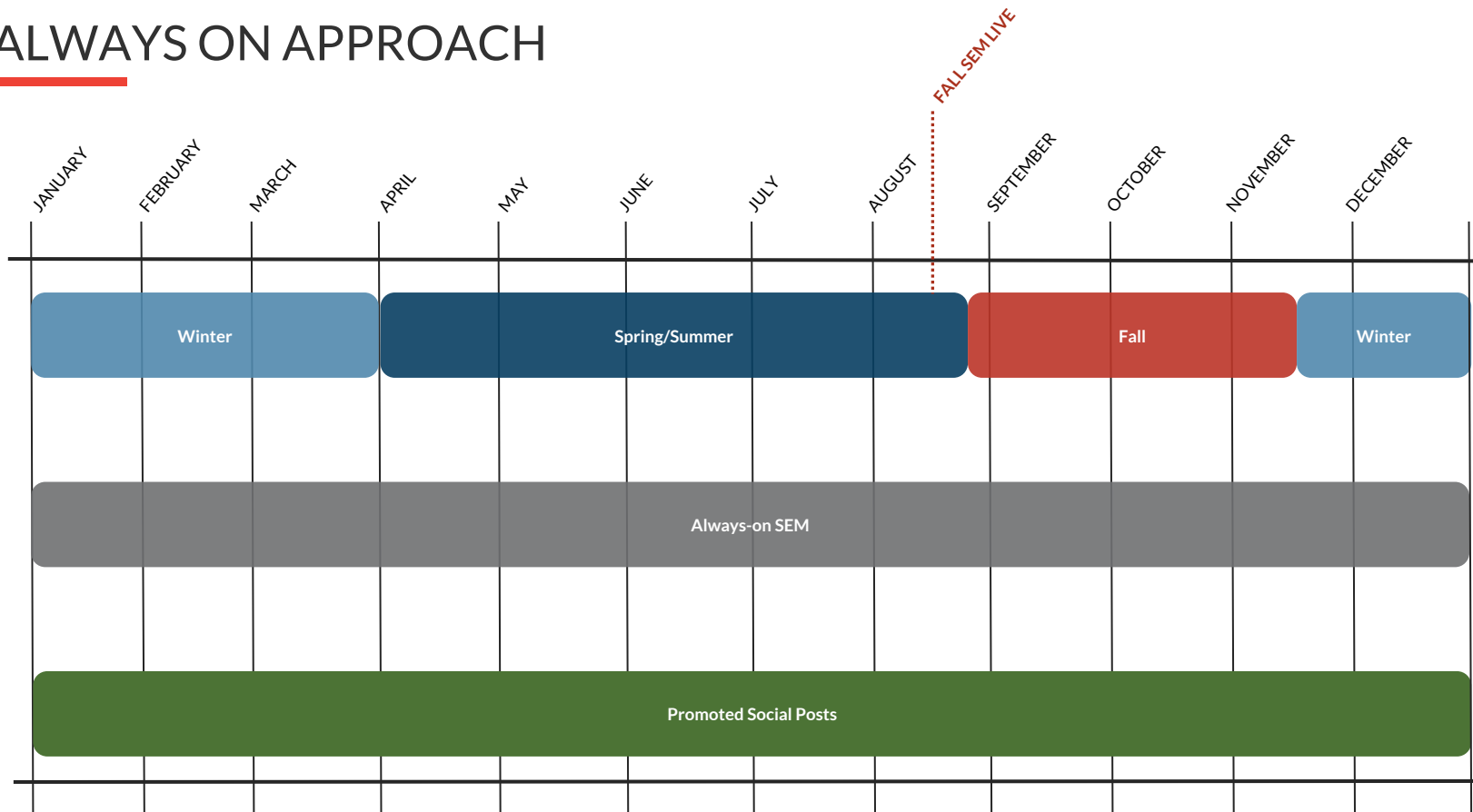
PAID MEDIA APPROACH



budget **overview**



ALWAYS ON APPROACH



DIVERSIFIED ACROSS CHANNELS



2023 TARGETING

PRIMARY



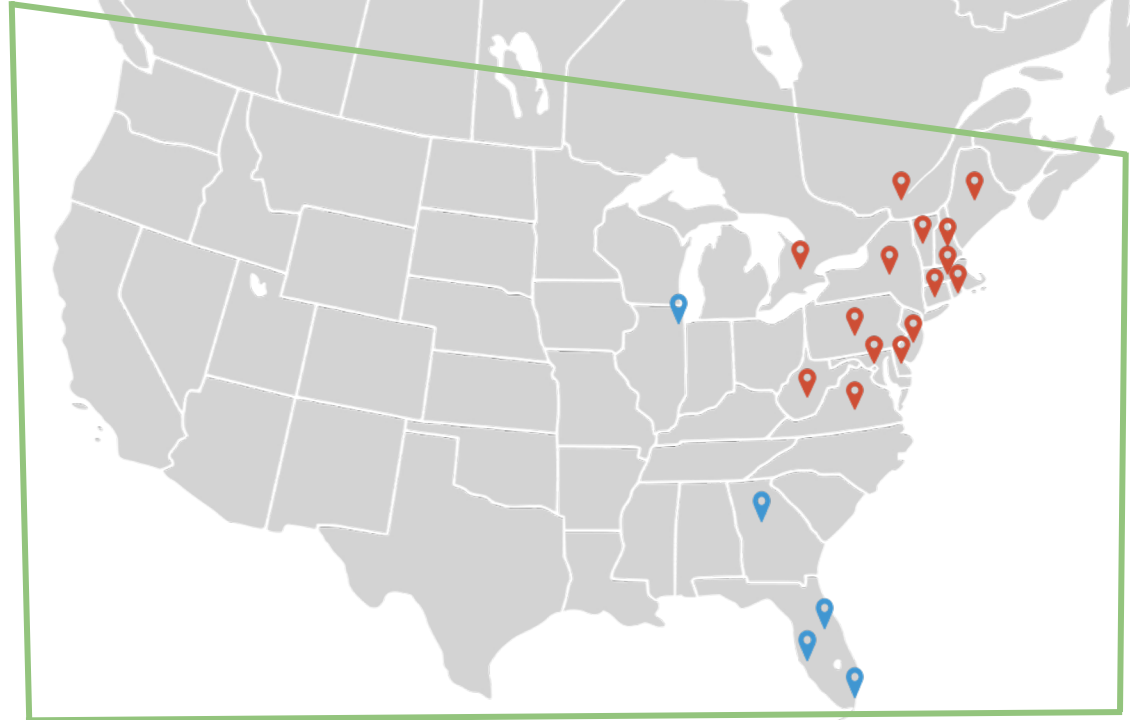
In-State
New England
Mid-Atlantic Region
Eastern Canada

EMERGING MARKETS



Tampa
Orlando
Miami
Atlanta
Chicago

NATIONAL EXPANSION



audience **targeting**

OVERALL APPROACH

1. Prioritize Travel Intenders Overall
2. Layer on geographic targeting:
 - Heavy-up in primary markets
 - Evaluate test markets
 - Expand Nationally
3. Layer on behavioral attributes
 - When necessary, layer in additional audience segments (campaign + season specific)

OVERLAYS

SPRING/SUMMER

- Outdoor Enthusiasts
- Foodies
- Nature & Wildlife Enthusiasts
- Sustainability
- Parks/National Park Travelers
- Family Adventure Travelers
- Bird Watching Enthusiasts
- Sightseeing/Touring
- Small Town Shopping

FALL

- Outdoor Enthusiasts
- Foodies
- Leaf Peepers
- Family Adventure Travelers
- Sightseeing/Touring
- Small Town Shopping

WINTER

- Winter Sports
- Skiing/Snowboarding
- Snowmobiling
- Winter Enthusiasts
- Foodies



BEST IN CLASS PARTNERS



tripscout



pandora®

A scenic view of a river with a bridge and a large building. The bridge is a steel truss bridge with a greenish-brown patina, spanning the river. In the background, a large, multi-story building with a central tower and a tall chimney stands on a rocky outcrop. The river reflects the sky and the building. The foreground shows a rocky bank with some vegetation and a fallen log.

FALL 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

summary of
themes

Phase I

Brand Research

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

summary of
insights

Phase II

Brand Research

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

NEW MAINE OFFICE OF TOURISM COLOR PALETTE

PRIMARY



CMYK
19/93/98/9

RGB
187/53/40

HEX
bb3528



CMYK
100/76/38/26

RGB
8/63/98

HEX
083f62



CMYK
72/34/100/21

RGB
77/115/53

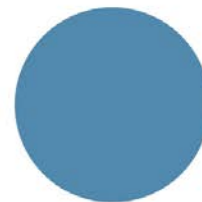
HEX
4d7335



CMYK
58/49/46/14

RGB
110/111/114

HEX
6e6f72



CMYK
71/38/18/0

RGB
81/136/173

HEX
5188ad

SECONDARY



CMYK
11/59/78/1

RGB
219/126/74

HEX
db7e4a



CMYK
9/31/86/0

RGB
232/177/66

HEX
e8b142



CMYK
20/9/66/0

RGB
209/209/120

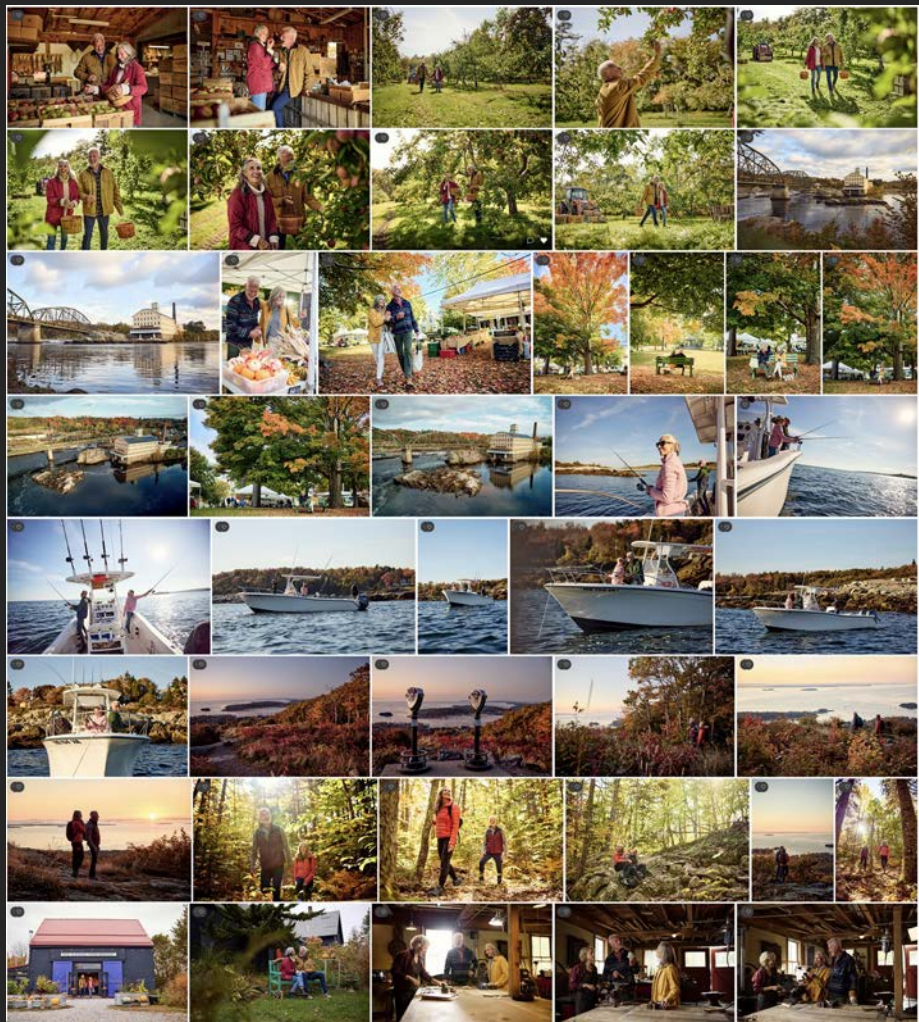
HEX
d1d178



CMYK
64/64/75/78

RGB
35/29/18

HEX
231d12



Print Ad



Sweet, succulent gifts from the ocean. Afternoons sipping craft beer around the warmth of a firepit. Leaves in full display. As the season turns to fall, Maine comes alive in taste, sight and sound unlike any other time of the year. Awaken your senses, here, in Maine.

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VISITMAINE.COM



Print Ad - Scented



There are things we feel around us. Crisp air. Warm sunlight. A cozy sweater. And then there are things we feel within us. Curiosity. Exhilaration. Belonging. This is your place to pause, to savor the beauty around you. Reawaken your senses, right here in Maine.

MAINE.
VISITMAINE.COM



Peaks: Kenny State Park
Mount Battie

Scratch
to release
the scent
of Maine.

Print Ad - Scented



Mornings of goodness straight from the earth. Afternoons sipping craft beer around the warmth of a firepit. The refreshing scent of pine. As the season turns to fall, Maine comes alive in taste, sight and sound unlike any other time of the year. Reawaken your senses, here, in Maine.

MAINE.
VISITMAINE.COM



Waldoboro
Owls Head State Park

Scratch
to release
the scent
of Maine.

Social

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Make it to Maine.

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 Like  Comment  Share

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Awaken all your senses.
Make it to Maine.

[Learn more](#)

 Like  Comment  Share




 **Visit Maine**
Sponsored · 



[visitmaine.com](#)

Discover simple pleasures.
Make it to Maine.


[Learn more](#)

 Like  Comment  Share

Social

MAINE Visit Maine shared a link. Sponsored

Luminous colors, warming flavors and crisp air that signals the change of seasons. Relish autumn in all its golden glory.




Every route is the scenic one.
Go for a drive. [Learn more](#)

Thoughtfully crafted.
Raise a glass. [Learn more](#)

Like Comment Share

MAINE Visit Maine shared a link. Sponsored

Luminous colors, warming flavors and crisp air that signals the change of seasons. Relish autumn in all its golden glory.




[Learn more](#) **Thoughtfully crafted.**
Raise a glass. [Learn more](#) Find idyllic moments. Go explore.

Like Comment Share

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Luminous colors, warming flavors and crisp air that signals the change of seasons. Relish autumn in all its golden glory.




[Learn more](#) **Find idyllic moments.**
Go explore. [Learn more](#) Coasting through colors. Find a joy ride.

Like Comment Share

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Luminous colors, warming flavors and crisp air that signals the change of seasons. Relish autumn in all its golden glory.




[Learn more](#) **Coasting through colors.**
Find a joy ride. [Learn more](#) Each step leads to splendor. Enjoy the view.

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Luminous colors, warming flavors and crisp air that signals the change of seasons. Relish autumn in all its golden glory.




[Learn more](#) **Each step leads to splendor.**
Enjoy the view. [Learn more](#) It's always harvest season. Savor every bite.

Like Comment Share

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Luminous colors, warming flavors and crisp air that signals the change of seasons. Relish autumn in all its golden glory.



[Learn more](#) **It's always harvest season.**
Savor every bite. [Learn more](#)

Like Comment Share

Digital



Flavors from the land. Scents of earth and sea.

MAINE.



*Flavors from the land.
Scents of earth and sea.*

MAINE.



*Crisp, fresh air.
Cozy moments.*

MAINE.




Crisp, fresh air. Cozy moments.


MAINE.




Native Digital




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How Mark Zuckerberg and Tim Cook and More Are Reacting to Separation of Children and Parents At U.S. Border
Many tech leaders are speaking out against the policy.
Entrepreneur Staff
3 min read




SPONSORED CONTENT
Aglow in Color
Crisp air. Golden light. And dazzling fall leaves that illuminate each Maine moment.




EMAIL
10 Tips for Writing Emails That Will Get You Tangible Results
If you follow this 10-step process, you'll avoid the email mistakes that other marketers are making.
Susan Gunelius
6 min read




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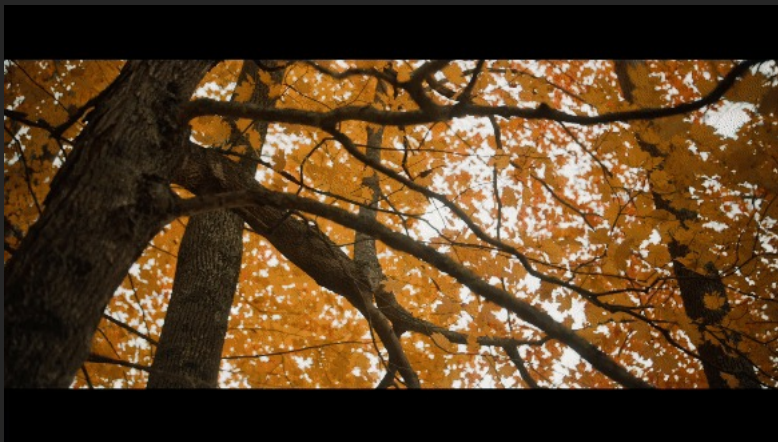
SPONSORED CONTENT
Stunning Strolls
Golden light. Glorious days. Autumn illuminates the beauty of each moment in Maine.



EMAIL
10 Tips for Writing Emails That Will Get You Tangible Results
If you follow this 10-step process, you'll avoid the email mistakes that other marketers are making.
Susan Gunelius
6 min read

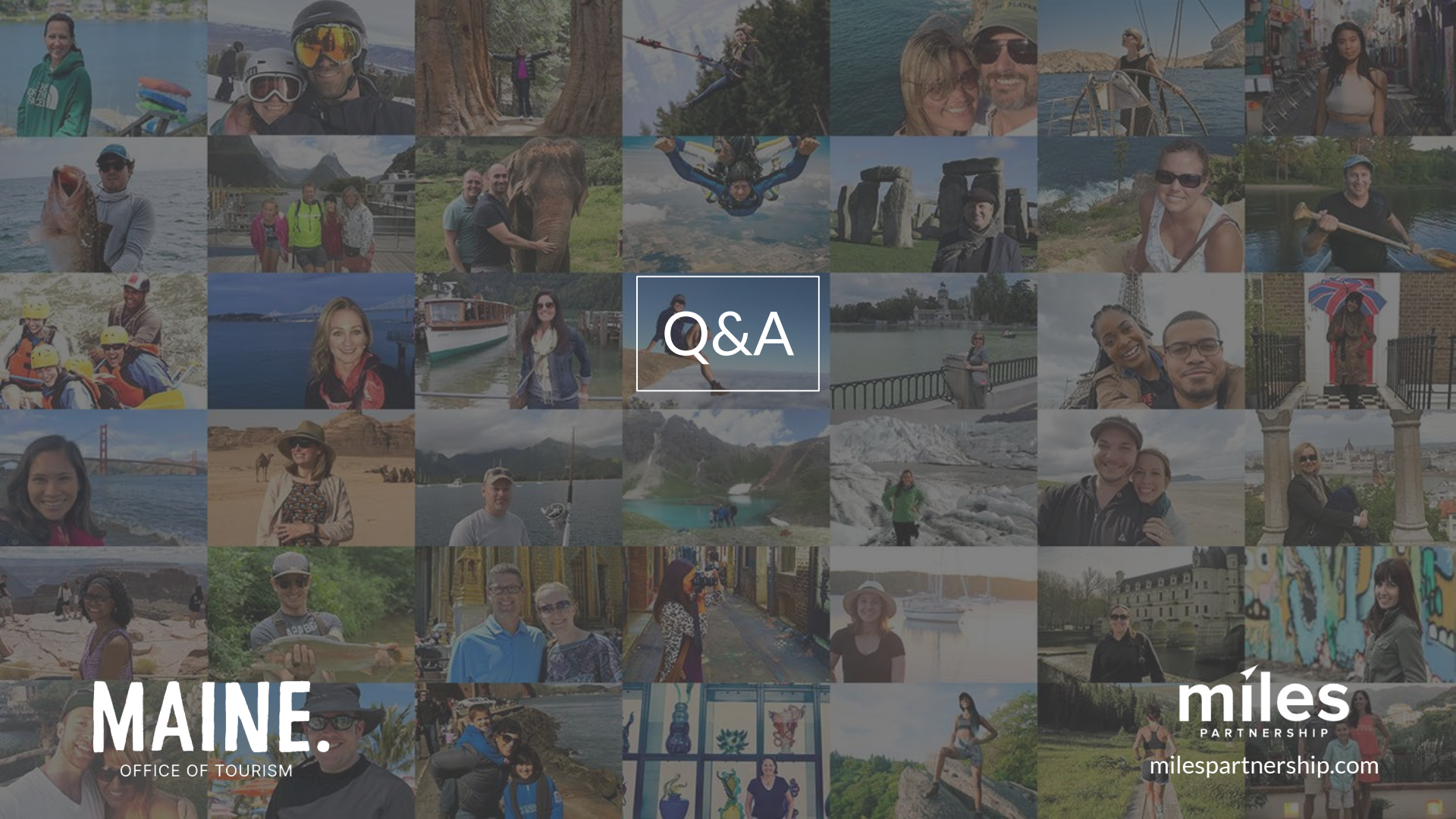


TRANSPARENCY
If No One Is Engaging With Your Marketing, You Should Do This
Sometimes, being 'professional' is not what's best for your business.
Luis Congdon
6 min read









Q&A

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