Maine Office of Tourism PR/Earned Media Program

MOT Stakeholders Meeting October 29, 2024



### Summer Highlights

- 19 Press visits and fam tours
  - 48 PR Partners involved



### **Results**/ Media Coverage

**5 REASONS TO VISIT MAINE THIS**  $\oplus$ Wherever Family The Points Guy 5 Reasons to Visit Maine This Summer -Guide to the perfect coastal Maine road Wherever Family trip - The Points Guy 유 2.71K ◎ 38 ◎ 574 ぷ 3 ☆ 7.64M @ 83 @ 31.1K 😪 1.37K HERE, THERE, AND EVERYWHERE New biking trails in Maine woods, get iPhone 15 Pr autumn in Alaska, and on-the-go oral care Sales mana Travel news you can use extent Updated Lose 6, 2024 10:00 a.m. By Noces Regis (7) ADST POPULAR ON BOSTONICA ORF DOM Fine diving, cigar lounges, and TD Gar suites: Here's what happens when Bi Hill's most powerful pick up the tab

King's Beach in Lynn has the worst w

quality rating of any beach in the state Here's why.

Best of the Best. The Globe on Boston inflood, things to do

"POINTS GUYO NEWS CREDIT CARDS . POINTS + MILES - TRAVEL - TOOLS -

Lobster rolls and lighthouses: The perfect

GUIDE

Maine road trip Andrew Collins June 06, 2024 • 48 mi

#### BostonGlobe.com

New biking trails in Maine woods, autumn in Alaska, and on-the-go oral...

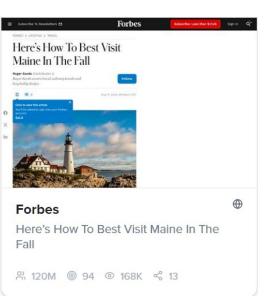
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	A Balancing Act	
	Tips to help maximize fishing while stand	ling in your kaya
	By Sam Hudson   September 26, 2024	0 0
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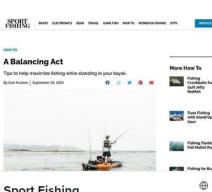
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#### Sport Fishing

Standup Fishing from a Kayak | Sport **Fishing Mag** 

% 69K ◎ 56 ◎ 682 % 3





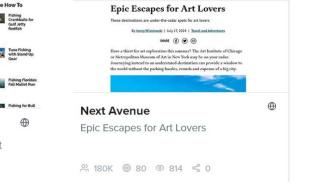
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Middle Dart

SUMMER

North America Oceania



nextavenue

HEALTH MONEY & POLICY



## Social Media/ Culinary Campaign

### The FeedFeed x VisitMaine

#### **OBJECTIVE**

Educate. Familiarize the Feedfeed Community about the wonders of Maine's food and travel scene

#### FINAL CAMPAIGN METRICS

596.8K total engagements Reach of 4.3MM



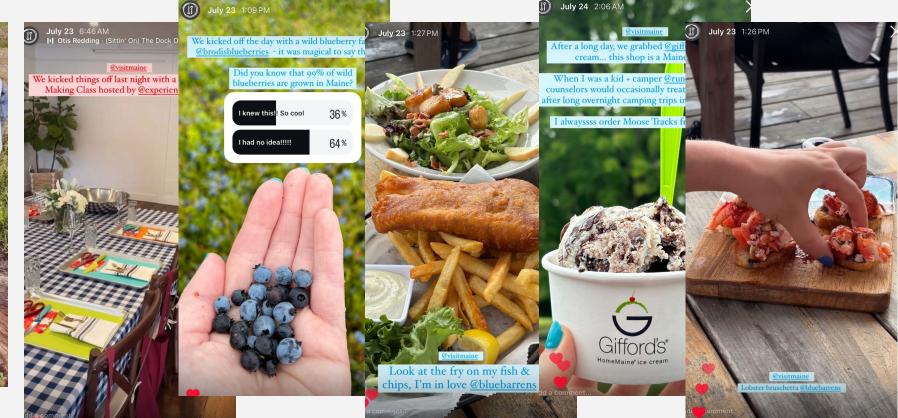
### **INFLUENCER CONTENT**

Activated 4 influencers to create and share IG Stories and Reels recapping their trip to Maine. Each Reel was posted in Collab with @visitmaine and was further amplified via @thefeedfeed's IG Stories. This content garnered a total of 302K engagements and a reach of 956K.



#### **ORIGINAL CONTENT: IG STORIES + RECAP REEL**





Ten press visits and fam tours
31 PR Partners involved



# COMPTOIR Des voyages

Wanderlust travel magazine



LIFESTYLES

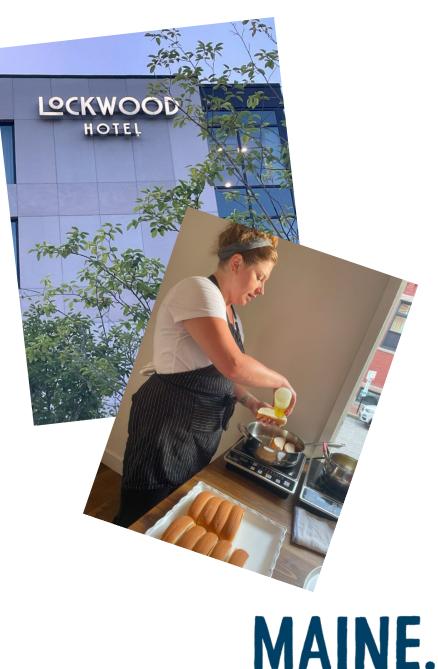
NEW YORK



MAGAZINE

# How we can work together

- Join the PR Partners program
- Help us host media
- Send information on new offerings, openings, etc.



### Organic Social Media

#### • Follow @visitmaine

• Tag @visitmaine and use #MaineThing





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Liked by aharmonphotography and others visitmaine Hooray, it's here! Officially the first day of fall. Where in Maine do you want to explore this season? \*

 $\square$ 



Visit Maine

MAIN



### Organic Social Media



### New England Travel Awards Destination Instagram Account Winner: @visitmaine

"...Its Instagram handle, @visitmaine, has content curation down to a salt-aired science. No wonder 184,000 people and counting follow along..."



# Stay in Touch

Send "what's new" info Join the PR Partners program Use #MaineThing and @VisitMaine



#### tourism@marshallpr.com

