

# 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

MARINA  LIFE

FIELD &  
STREAM

THE  
POINTS  
GUY 

OLM  
OTTAWA LIFE  
MAGAZINE



SPORT  
FISHING

MAXIM



MAINE.

# Results/ Media Coverage



## The Points Guy

Guide to the perfect coastal Maine road trip - The Points Guy

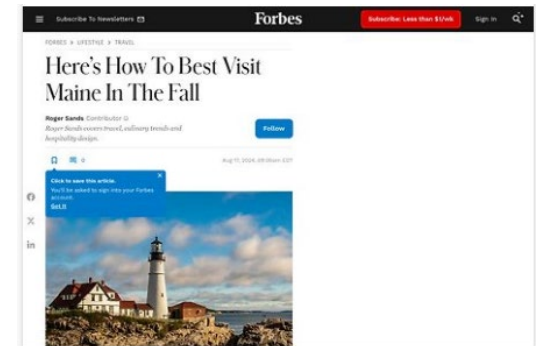
7.64M 83 31.1K 1.37K



## Wherever Family

5 Reasons to Visit Maine This Summer - Wherever Family

2.71K 38 574 3



## Forbes

Here's How To Best Visit Maine In The Fall

120M 94 168K 13



## BostonGlobe.com

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

9.12M 90 14.1K 0



## Sport Fishing

Standup Fishing from a Kayak | Sport Fishing Mag

69K 56 682 3



## Next Avenue

Epic Escapes for Art Lovers

180K 80 814 0

# MAINE.

# 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



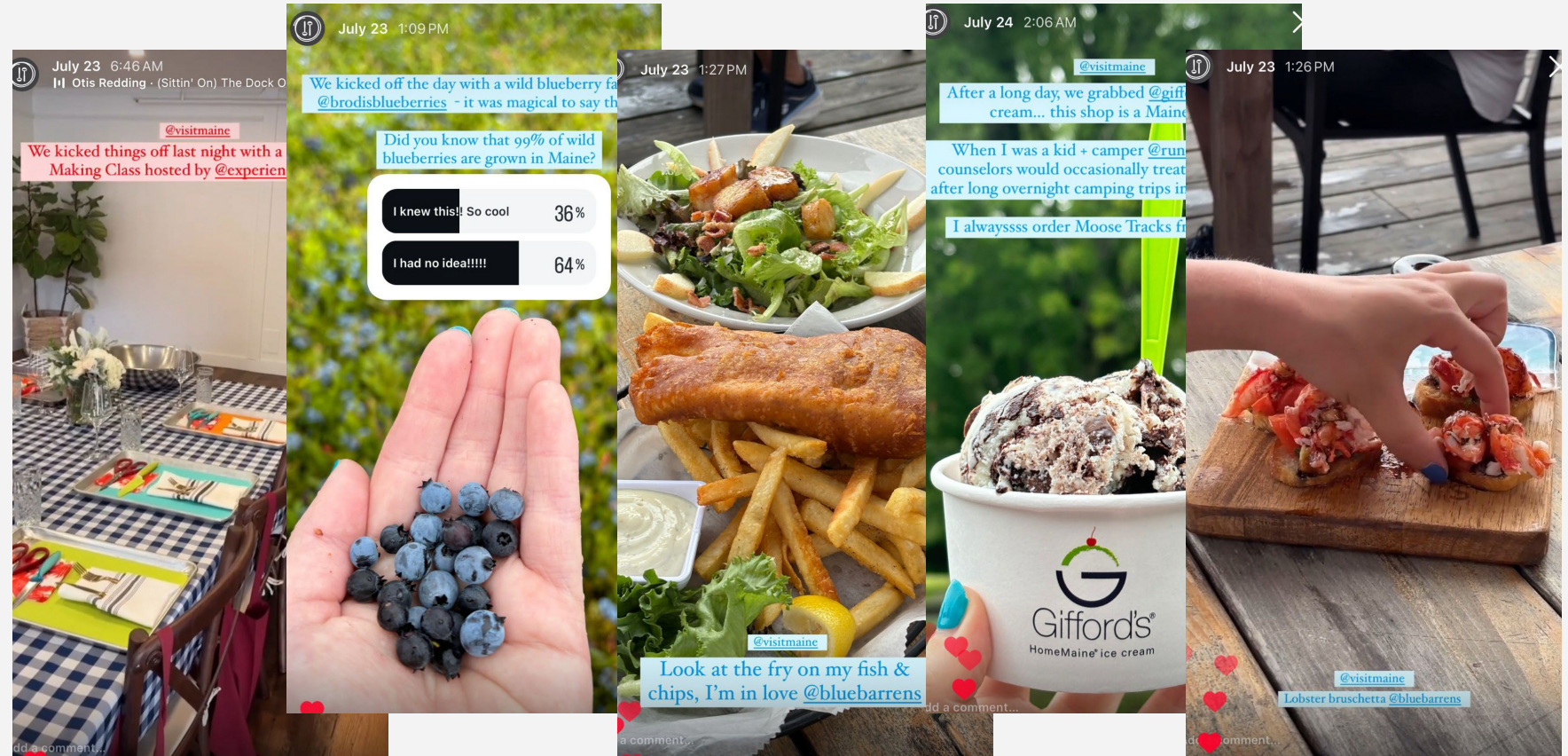
**MAINE.**

# 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



## Fall Highlights

- Ten press visits and fam tours
  - 31 PR Partners involved

*Wanderlust*  
travel magazine

*KIDS OUT  
and ABOUT*.com

NEW YORK  
**LIFESTYLES**  
MAGAZINE

**COMPTOIR  
DES VOYAGES**

  
**EVOLUTION**  
TRAVEL

**MAINE.**

# How we can work together

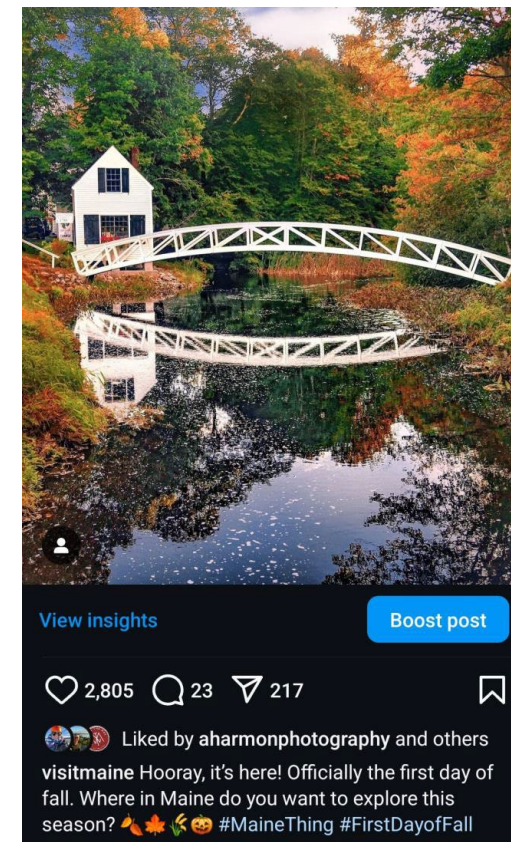
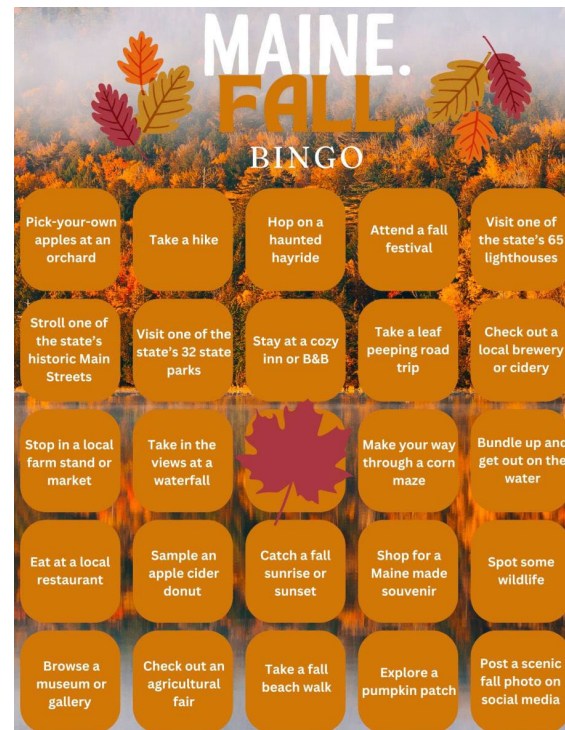
- Join the PR Partners program
- Help us host media
- Send information on new offerings, openings, etc.



**MAINE.**

# Organic Social Media

- Follow @visitmaine
- Tag @visitmaine and use #MaineThing



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# Organic Social Media

**Boston**  
MAGAZINE

## 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...”

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## Stay in Touch

Send “what’s new” info

Join the PR Partners program

Use #MaineThing and @VisitMaine



[tourism@marshallpr.com](mailto:tourism@marshallpr.com)

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