

# Maine Office of Tourism PR/Earned Media Program

MOT Stakeholders  
Meeting  
February 15, 2024



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## What we do for MOT

- Monthly updates to national/international media
- Proactively pitch story ideas to media
- Respond to media requests for information, fact checking, photos and images
- Host media and tour operators, develop their itineraries
- Create content for VisitMaine.com
- Organic social media

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# Public Relations/ Earned Media

- Public Relations is a powerful tool for growth.
- Editorial coverage and the credibility of a third-party endorsement is a compelling way to keep Maine “top of mind” with our potential visitors.

AAA Magazines

## 5 top winter destinations for families



Loon Mountain has 73 ski trails and also caters to cross-country skiers, snowshoers, and tubers. Photo courtesy Loon Mountain

By Diane Bair and Pamela Wright

November 07, 2023

Is Jack Frost nipping at your toes? There's no need to hibernate. Hardy New England families know that winter is a great time for a getaway (and the perfect antidote for cabin fever).

The season brings fewer crowds, lower prices, and fun activities. Think skiing, sledding, ice-skating, snowshoeing, and sleigh rides. Here are 5 action-packed winter destinations your whole family will love.

[Jump to: Maine | New Hampshire | Vermont](#)

Maine

## The best places in the US to experience totality during the April 2024 solar eclipse

News

By [Jamie Carter](#) published December 28, 2023

On April 8, 2024, the U.S. will experience its second total solar eclipse in seven years, but only parts of 15 U.S. states will experience totality.

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# How we can work together

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



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## PR Partners

- Bringing together Maine's tourism industry and its wealth of experiences with media and tourism decision makers.
- Brings interested media, influencers, and tour operators to our state to experience the best of Maine.
- No cost or obligation to be involved.

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## What you do to become a PR Partner

- Provide accommodations, meals, passes, tours and other relevant amenities at a discount or free of charge
- Your discounted or complimentary offering is an investment in marketing your property.
- You are helping to generate visibility and valuable firsthand experience for your property/service.
- We will pre-screen the journalists and help guide their coverage.
- We will track coverage and provide resulting articles.
- Remember: The goal is providing an authentic Maine experience. We can help shape the message but cannot control the outcome.

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TRAVEL

## Weekend of romance on the blue coast of Southern Maine

By Diane Blair and Pamela Wright Globe Correspondent, Updated February 9, 2023, 12:00 p.m.



Some luxury rooms at the York Harbor Inn have four poster beds and gas fireplaces. PATRICK MC HARRON INN

Can you find romance along the cold and raw coast of Southern Maine? You can find romance anywhere with the right person and circumstances. Southern Maine sets the stage perfectly, even for the most jaded lover. room with a fireplace and soaking tub; long, quiet walks on secluded country skiing in snowy forests; a corner table in a cozy, local bar. If acclaimed restaurants are packed, come winter you'll have no trouble (or finding a beachside parking spot.)

The Southern Maine coast, from Kittery to South Portland, is filled with



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AAA Magazines

## 5 waterfront New England spots for a romantic winter weekend



With a harbor view in Rockland, Maine, 250 Main could provide a good base for a romantic weekend. Photo courtesy Visit Maine

By Gina DeCaprio Vercesi

January 13, 2023

Twinkling lights and cozy inns. Snowy woods and windswept beaches. Summer's tourists have gone home to hibernate, leaving New England's waterside communities in a state of peaceful repose. These days, more and more local businesses choose to stay open year round, making winter a mellow—and romantic—time to head to the region's best-loved shore towns. Here are 5 New England towns perfect for a cozy Valentine's Day weekend.

### Maine

#### 1. Rockland and Camden

Greet the day with steaming lattes and breakfast burritos at **Rock City Coffee**, an inviting, employee-owned café and coffee roastery on Main Street. Afterward, peruse the lovingly curated inventory of good reads and quirky merchandise at **Hello Hello**

Rockefeller's carriage roads, which cars are not allowed on.

## Where to eat near Acadia National Park

Bar Harbor (or "Bah Hah-bah" as pronounced by the locals) is an adorable coastal town dotted with shops and restaurants. Start your day at **Choco-latte** for coffee and **2 Cats Restaurant** for yummy breakfasts. Lobster is on the menu everywhere you go. I tried to eat as much seafood as possible, from fried clams and The Lobster Boat Salad at **Stewman's Lobster Pound** to crab cakes at **Gayln's**.

The lobster roll at **Beacon Bar and Grill** was warm and buttery on a soft roll and reasonably priced. Located in Trenton, this restaurant was on the way to the lumberjack show. **Side Street Café**. **Geddy's**

**CHICAGO PARENT**

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## Where to stay near Acadia National Park

Glamping is a glorious way to experience Maine in the fall. Smell the sweet autumnal breeze and soak in the rusty burgundies and golden yellow hues on the surrounding trees. **Terramor Outdoor Resort** gets the ecstatic-to-be-outdoors vibe just right. The tents are more like private hotel rooms, with comfy beds, warm showers, porches for sipping pour-over coffee and firepits for telling stories of the day. Our tent even included a private outdoor shower! There's a heated outdoor pool and events like yoga, live music, nature talks and beekeeping classes. The lodge is buzzing with activity, from happy families filling their bellies with pancakes in the morning to friends toasting amazing hikes in the evening.

We flew into Bangor, Maine, and were very happy to stay at the **Bangor Aviator Hotel**, connected to the airport, at the end of a long day. That way, we woke up fresh and ready to drive the 1.5 hours to

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Condé Nast Traveler

Get the latest travel news, guides, tips, and ideas. See photos and slideshows of the most beautiful places, best vacation spots, and places to visit.

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January 31, 2024 • ONLINE

## Where to Spend an Off-Season, Crowd-Free Weekend in Maine

[cntraveler.com/story/maine-winter-guide](https://cntraveler.com/story/maine-winter-guide)

Estimated Views

17K

Estimated views calculated on audience size and engagement

Engagements

57

Total number of social engagements

Condé Nast  
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NEWSLETTER

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DESTINATIONS

## Where to Spend an Off-Season, Crowd-Free Weekend in Maine

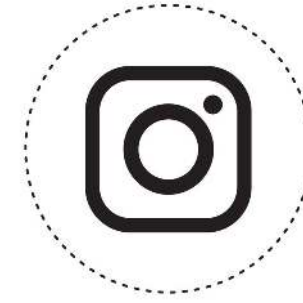
*Vacationland is (almost) better in winter.*

BY TODD PLUMMER  
January 31, 2024

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# Organic Social Media

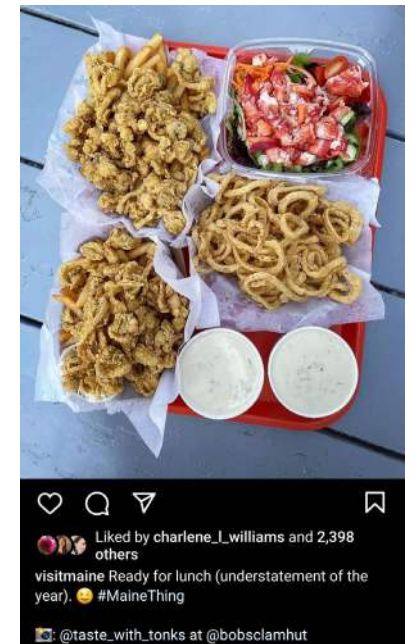
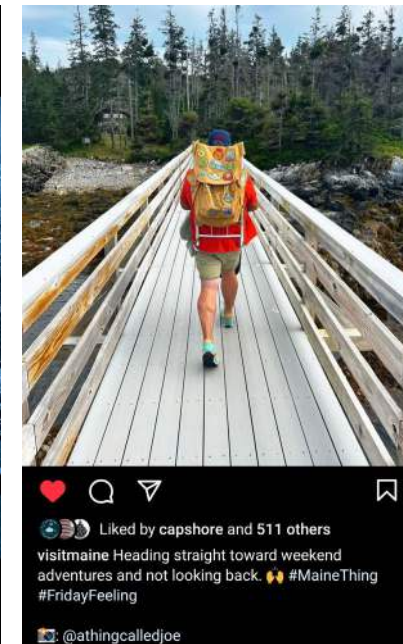
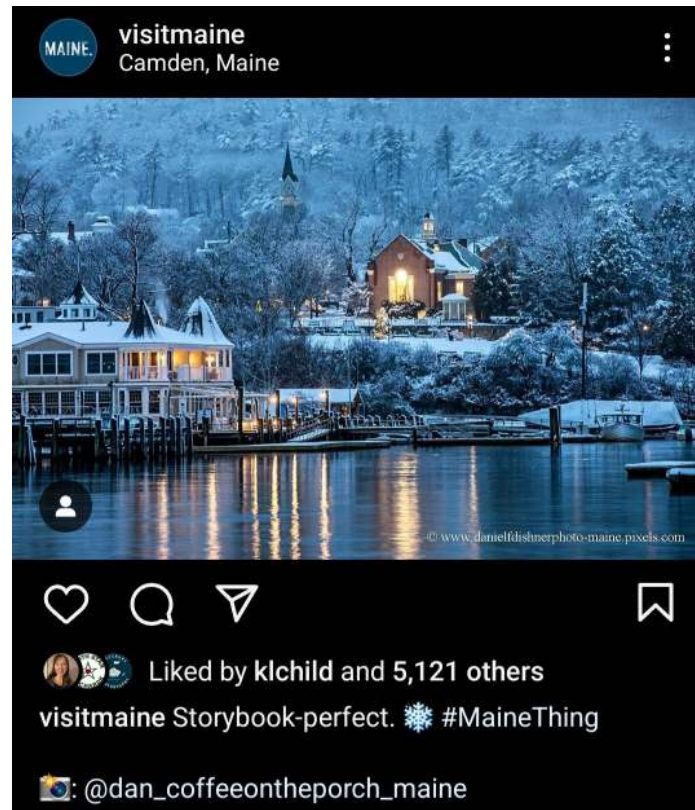


- Focus on Facebook and Instagram
- Secondary platforms: Pinterest, X and YouTube
- Post of variety of content to generate engagement:
  - Images/video
  - Articles with travel inspiration
  - Questions
  - Content from VisitMaine.com
  - Events

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# Organic Social Media

- Follow @visitmaine
- Source user-generated content
- Tag @visitmaine and use #MaineThing
- Share content from paid social promotions, hosted travel writers, special events and media results

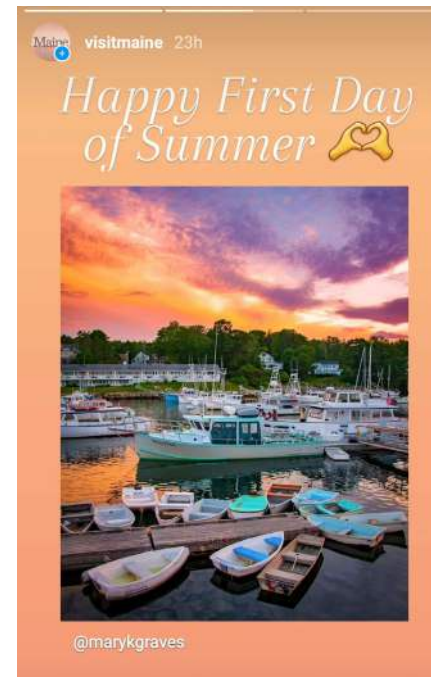
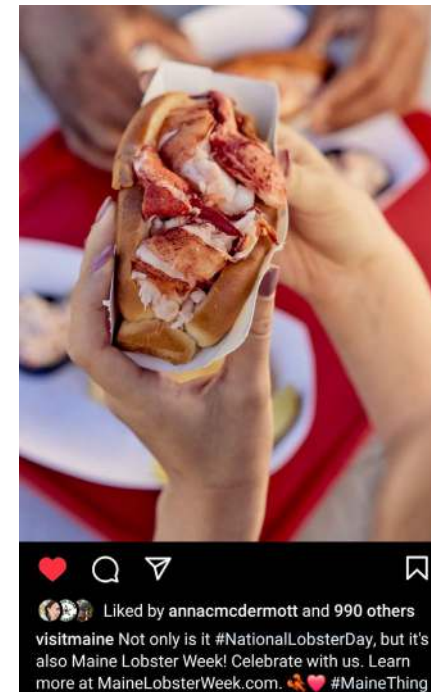
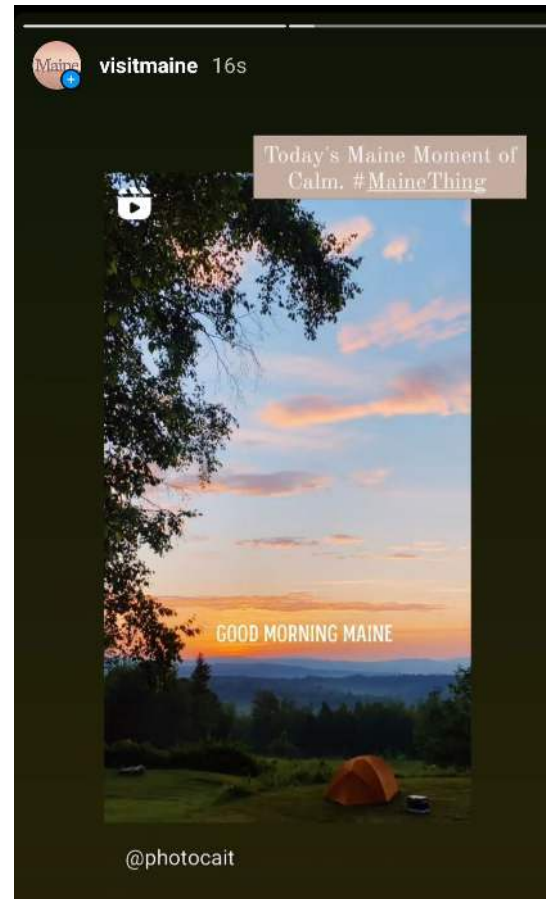


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# Organic Social Media

- Post “Maine Moment of Calm” user-generated Reels
- Highlight special days/events



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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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