

# 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



**MAXIM**

 **USA  
TODAY**

**SPORT  
FISHING**

**MAINE.**

# Results/ Media Coverage

**THE POINTS GUY** NEWS CREDIT CARDS • POINTS + MILES • TRAVEL • TOOLS • SUBSCRIBE [Advertisement](#)

**GUIDE**  
**Lobster rolls and lighthouses: The perfect Maine road trip**  
Andrew Colles June 06, 2024 • 48 min read



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

7.64M 83 31.1K 1.37K

**WHEREVERFAMILY** TRAVEL TRAVEL TIPS

**5 REASONS TO VISIT MAINE THIS SUMMER**  
By [Sarah & Beatty Rogers](#) July 12, 2024



**Wherever Family**  
5 Reasons to Visit Maine This Summer - Wherever Family

2.71K 38 574 3

**Forbes** TRAVEL + GETAWAYS + TRAVEL

**Here's How To Best Visit Maine In The Fall**  
By [Roger Sambi](#) Contributor Aug 01, 2024, 08:00 AM



**Forbes**  
Here's How To Best Visit Maine In The Fall

120M 94 168K 13

HERE, THERE, AND EVERYWHERE

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

Travel news you can use

By [Neve Rigsby](#) Globe Correspondent, Updated: June 6, 2024, 10:00 a.m.



**MOST POPULAR ON BOSTONGLOBE.COM**

1. Fine dining, cigar lounges, and TG Garden parties: Here's what happens when Boston's most powerful pick up the tab.
2. King's Beach in Lynn has the world's water quality rating of any beach in the state. Here's why.
3. Best of the Best: The Globe on Boston's best infrared things to do

## BostonGlobe.com

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

9.12M 90 14.1K 0

**SPORT FISHING** BOATS ELECTRONICS GEAR TRAVEL GAMEFISH HOW TO WOMEN IN FISHING SFTV

**A Balancing Act**  
Tips to help maximize fishing while standing in your kayak.

By Sam Hudson | September 26, 2024



**More How To**

- Fishing for Gull Jetty Redfish
- Tuna Fishing with Stand Up Gear
- Fishing Florida's Fall Mullet Run
- Fishing for Bull

## Sport Fishing

Standup Fishing from a Kayak | Sport Fishing Mag

69K 56 682 3

**nextavenue** SEARCH [Donate](#)

**Epic Escapes for Art Lovers**  
These destinations are under-the-radar spots for art lovers

By [Jerry Wisniewski](#) | July 17, 2024 | Travel and Adventures



Have a thirst for art exploration this summer? The Art Institute of Chicago or Metropolitan Museum of Art in New York may be on your radar. Journeying instead to an under-rated destination can provide a window to the world without the parking hassles, crowds and expense of a big city.

**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



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# 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

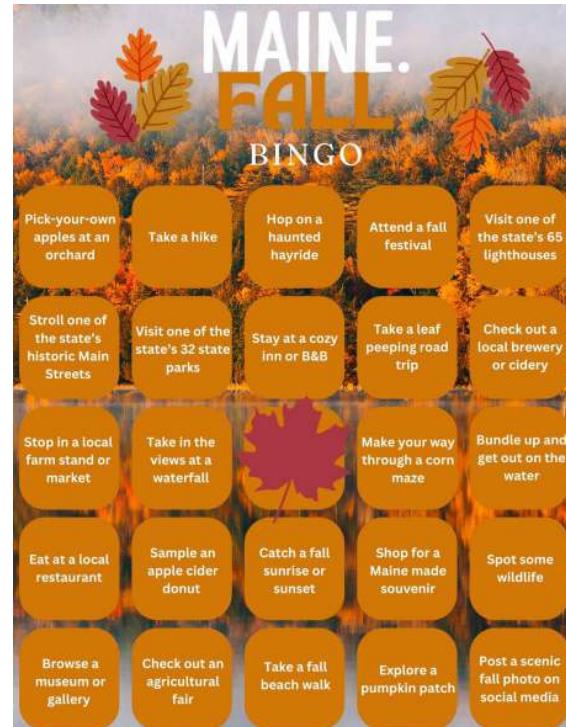
- Join the PR Partners program
- Help us host media
- Send information on new offerings, openings, etc.



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# Organic Social Media

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



View insights Boost post

2,805 23 217

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? 🍂🎃🍁 #MaineThing #FirstDayofFall



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# Organic Social Media

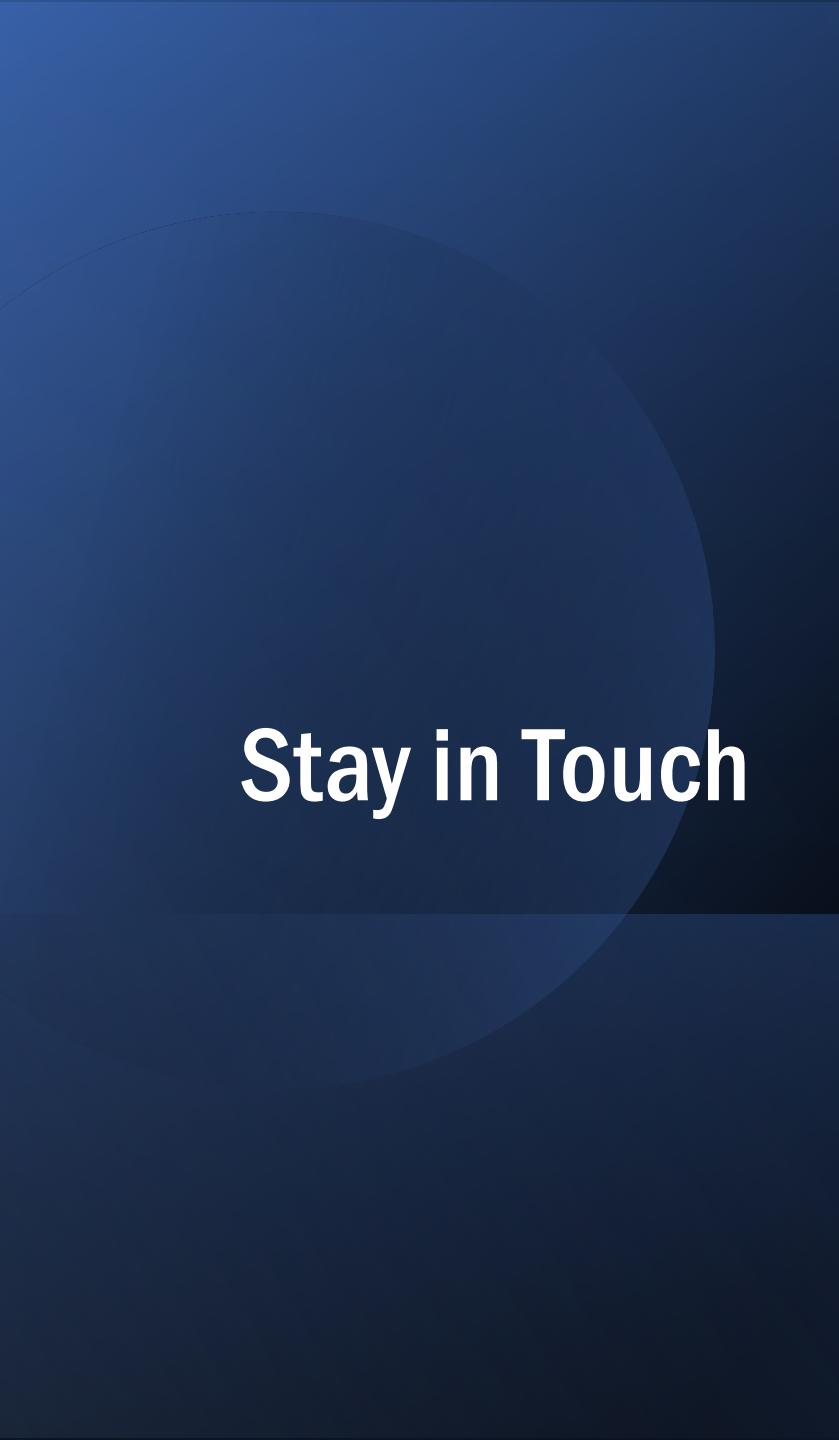


## New England Travel Awards

**Destination Instagram Account  
Winner: @visitmaine**

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

**MAINE.**



Stay in Touch

Send “what’s new” info

Join the PR Partners program

Use #MaineThing and @VisitMaine



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