

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



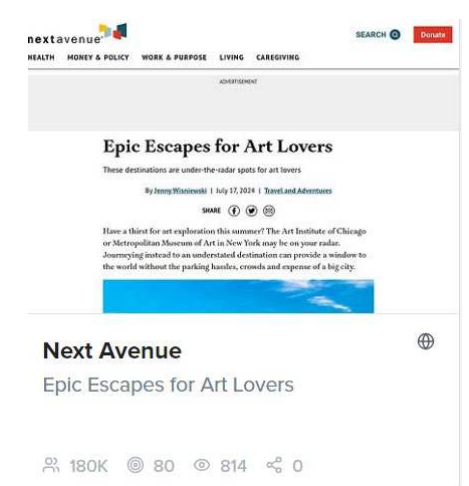
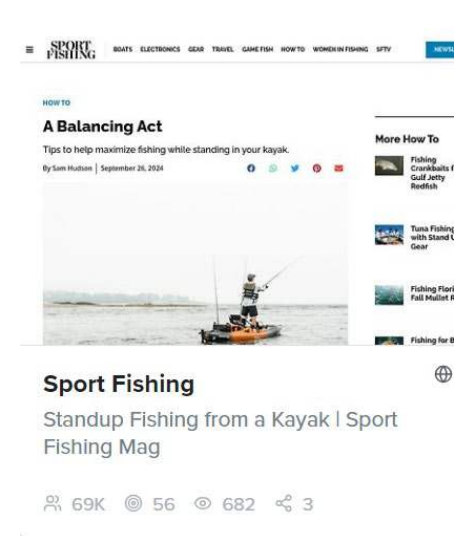
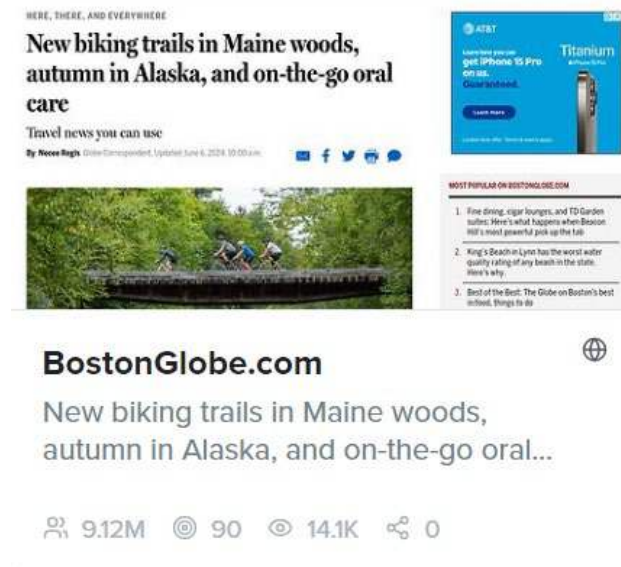
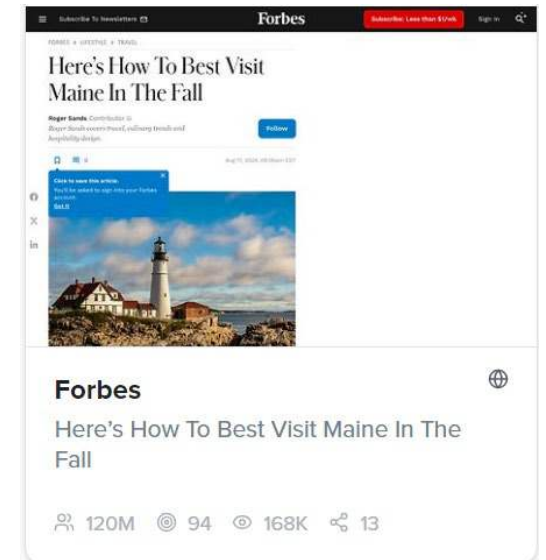
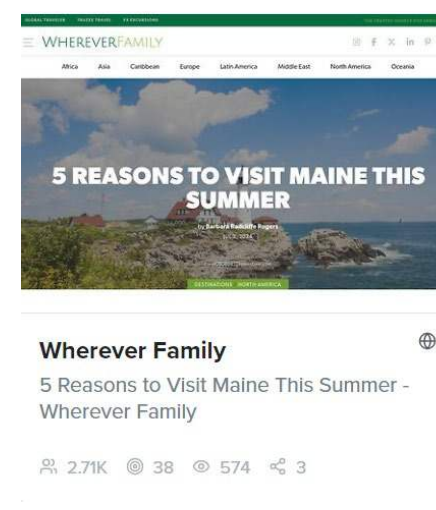
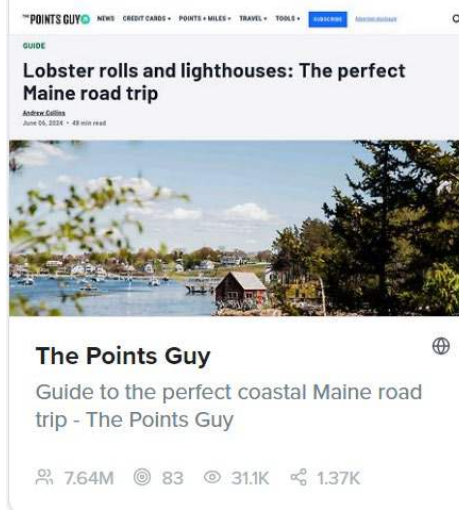
SPORT
FISHING

MAXIM



MAINE.

Results/ Media Coverage



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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



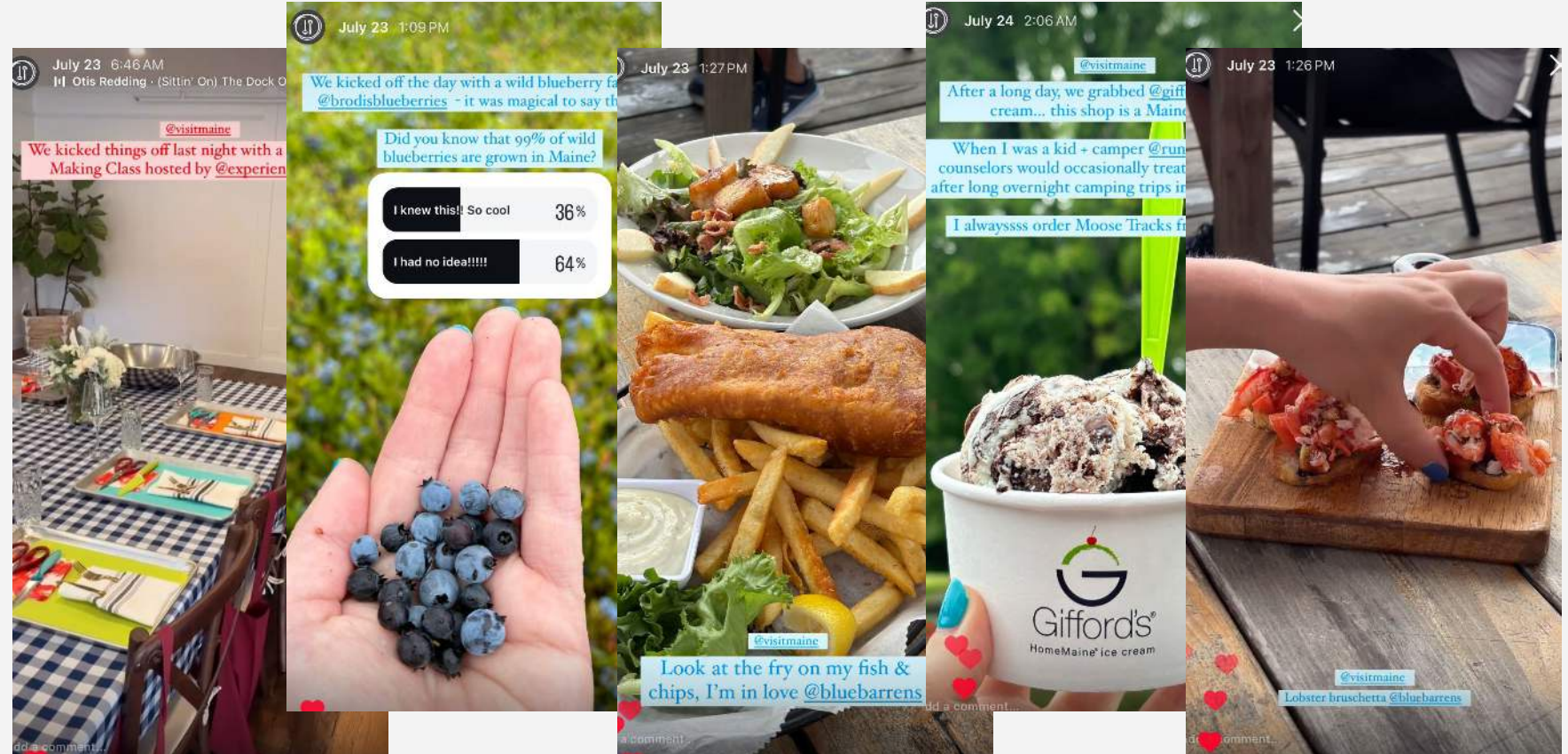
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INFLUENCER CONTENT

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

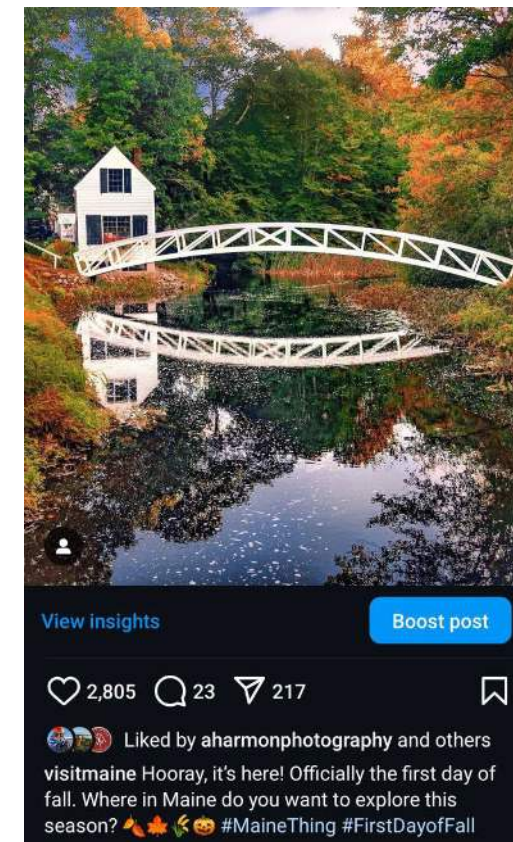
- Join the PR Partners program
- Help us host media
- Send information on new offerings, openings, etc.



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Organic Social Media

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



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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

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