

Q4 Tourism Stakeholder Update

Maine Office of Tourism


Presentation by Miles Partnership
October 29, 2024

miles
PARTNERSHIP

agenda

1. Summer Performance Overview
2. Fall Campaign Overview
3. Canadian Campaign Overview
4. Winter Campaign Sneak Peek
5. New VisitMaine.com Sneak Peek



An aerial photograph of a large body of water, likely a lake or bay, under a bright, cloudy sky. In the foreground, a rocky peninsula covered in dense green forest juts into the water. A large, light-colored house with a dark roof is situated on the peninsula. The water is a deep blue-green color. In the middle ground, a large number of small boats are anchored in a bay area. The background shows more land with trees and distant mountains under a sky filled with white clouds.

MOT 2024

Summer Campaign Performance Overview

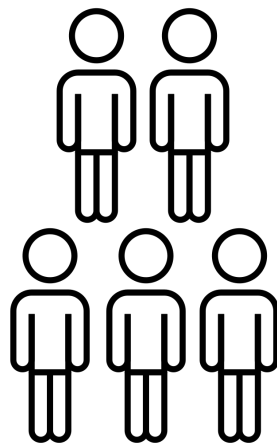


2024 SUMMER VISITATION DATA

SUMMER 2024 VISITOR DAYS
35,796,200



Over 1 in 3
OF VISITORS NOTICED
ADVERTISEMENTS/PROMOTIONS
ABOUT MAINE PRIOR TO TRIP



ROOM NIGHTS GENERATED
5,225,600

\$ 5,152,155,100
DIRECT SPENDING

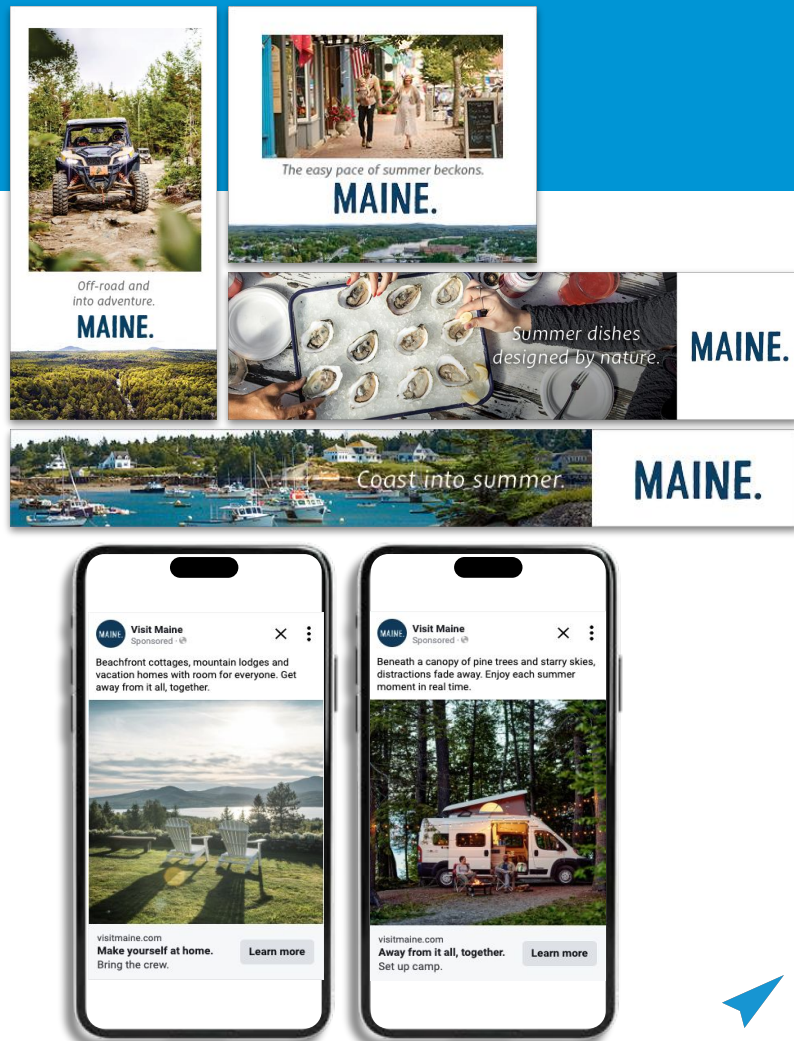
OCCUPANCY RATE*
63.1%

**Including all paid accommodations types
including hotels, vacation rentals, B&B, etc.*



SUMMER 2024 MEDIA TAKEAWAYS

- To date, our partnership with **TripAdvisor** has led to an ad exposed economic impact of over **\$4.9M–32x the media investment**
- So far, our partnership with **Sojern** has lead to an economic impact value of \$1,747,424– over **20x the media investment – and a ROAS of 20.81:1**
- **A high volume of website traffic** was tied to our **social campaigns**, with a Landing Rate of **2.13% Improvement of 82% YoY**

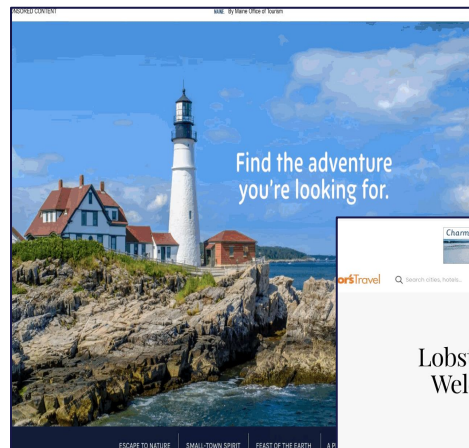


SUMMER 2024 KEY PARTNERSHIP TAKEAWAYS

- **National Geographic's Youtube** Trueview post of the short-form video had a strong VCR of 82%- above the industry average of 75%
 - **Expanded reach** of this video through Hulu, with over 3.9M completions, and a 97.5% View Completion Rate
- **Nativo** brought us **6.7K Hours spent with Maine Content** and a 135 Content Score
 - Exceeding all benchmarks on all units
 - **60% of people reported that they were more likely to visit Maine after reading the article**
- **Ampersand (Cable TV)** delivered over **200M added value impressions**, valued at \$90K



Nat Geo Video



Nativo Custom Content

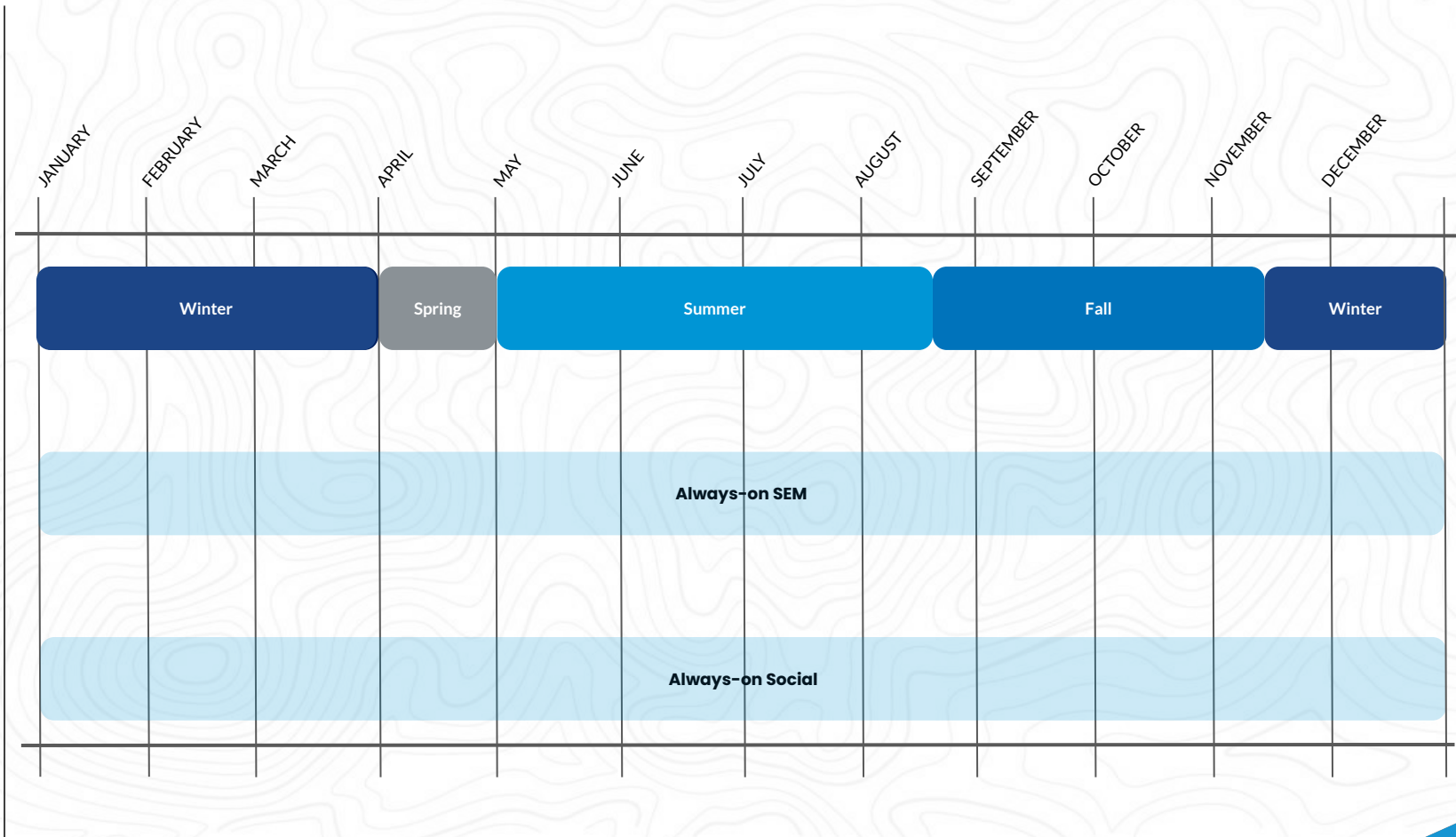


MOT 2024

Fall Campaign Overview



Seasonal Flying



Targeting

OVERALL APPROACH

1. **Prioritize Travel Intenders overall**
2. **Layer on geographic targeting:**
 - a. Heavy-up in primary markets
 - b. Evaluate test markets
 - c. National Expansion
3. **Layer on behavioral attributes**
 - a. Focus on niche segmentation where possible
4. **Layer on audience information where possible**
 - a. Families, Couples, DEI

OVERLAYS

Spring/Summer/Fall

- Mountain Bikers
- Hiking Enthusiast
- Fishers
- Outdoor Enthusiast
- Foodies
- Arts and Culture Enthusiasts
- Nature & Wildlife Enthusiasts
- Sightseeing/Touring
- Environmental and Sustainability
- Parks/National Park Travelers
- Family Adventure Travelers
- Bird Watching Enthusiasts
- Small Town Shopping
- **Leaf Peeping (Fall Only)**

Target Markets

LOCAL

Maine



PRIMARY

Mid-Atlantic Region
New England Region
Eastern Canada



EXPANSION MARKETS

Tampa
Orlando
Miami
Atlanta
Chicago



NATIONAL



Fall Examples – Social

MAINE

Visit Maine

Sponsored · 🌐

⋮

Maine. Where dazzling fall colors meet shimmering waters and coastal charm.



visitmaine.com

Coastlines in Color.

Escape into Fall.

[Learn more](#)

👍👍👍 3.5K

177 comments

215 shares

👍 Like

💬 Comment

➦ Share


MAINE

Visit Maine

Sponsored · 🌐

⋮

Crisp beach walks. Fragrant apple orchards. Brilliant colors. Find fall splendor in Maine.



visitmaine.com

Blaze of Autumn Days.

Go Explore.

[Learn more](#)

👍👍👍 435

37 comments

15 shares

👍 Like

💬 Comment

➦ Share

MAINE

Visit Maine

Sponsored · 🌐

⋮

The lure of playing in fall leaves. Some simple joys never leave us. Rediscover them here.



visitmaine.com

Adventure in Full Color.

Escape to Maine.

[Learn more](#)

👍👍👍 5.2K

308 comments

444 shares

👍 Like

💬 Comment

➦ Share


MAINE

Visit Maine

Sponsored · 🌐

⋮

Rustling leaves. Dramatic colors. And exhilarating trails through stunning fall splendor.



visitmaine.com

Bike through Autumn's Blaze

[Learn more](#)

👍👍👍 634

20 comments

37 shares

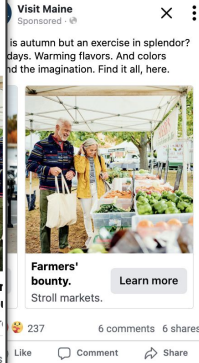
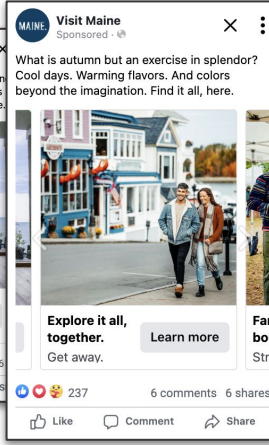
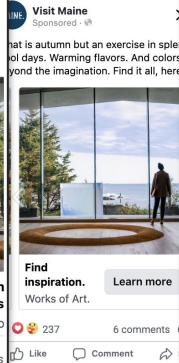
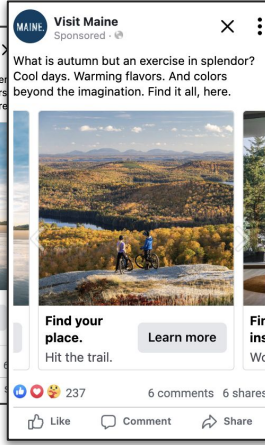
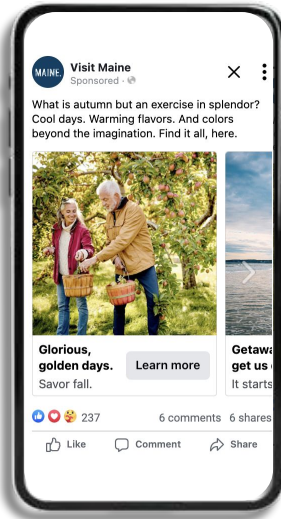
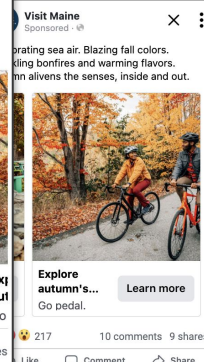
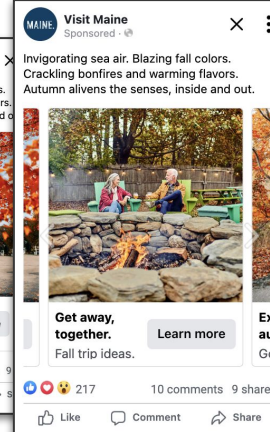
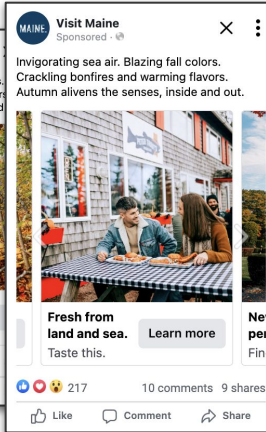
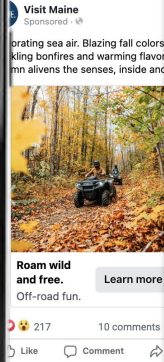
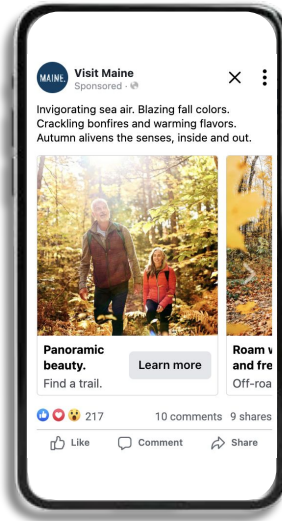
👍 Like

💬 Comment

➦ Share



Fall Examples - Social



Fall Examples – Digital



Natural splendor.
Historic charm.

MAINE.





Off-road and
into adventure.

MAINE.





Fresh harvests
from land and sea.

MAINE.





Charming towns.
Warm welcomes.

MAINE.





Charming towns. Warm welcomes.

MAINE.





Adventure in full color.

MAINE.





Charming towns. Warm welcomes.

MAINE.





Adventure in full color.

MAINE.





Rediscover simple pleasures.

MAINE.





Perfect by nature.

MAINE.





Rediscover simple pleasures.

MAINE.





Feast in seasonal splendor.

MAINE.





Fall Examples – Digital Video



FALL



An aerial photograph of a vast landscape during the autumn season. The foreground and middle ground are dominated by a dense forest with trees displaying vibrant yellow and orange foliage. To the right, a large, calm lake stretches across the horizon. In the background, a range of dark, silhouetted mountains is visible under a dramatic sky with scattered clouds, illuminated by the warm, golden light of a setting or rising sun.

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Canadian Campaign Overview



Canadian Campaigns

Brand Media

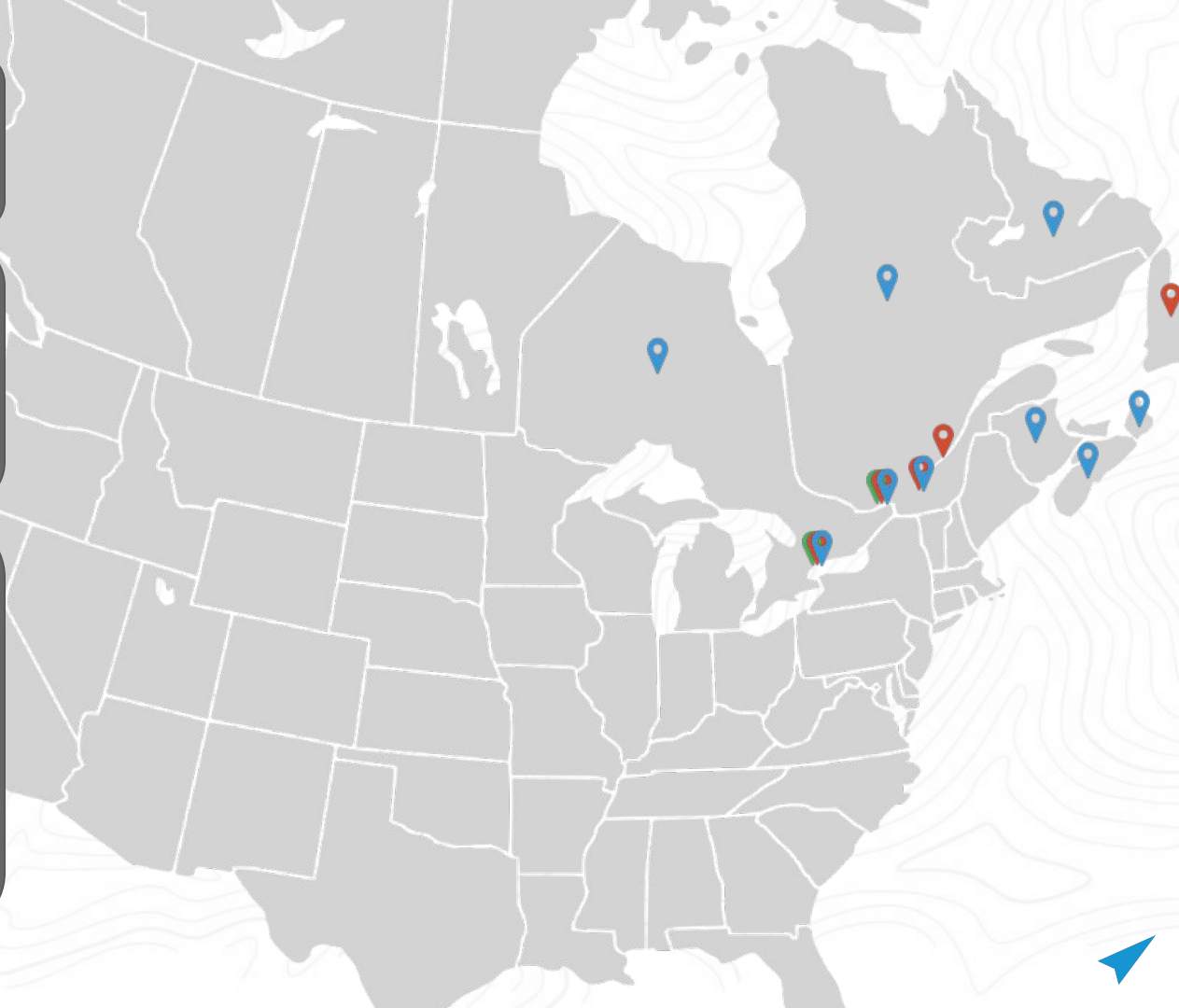
Toronto
Ottawa

ARPA Funding

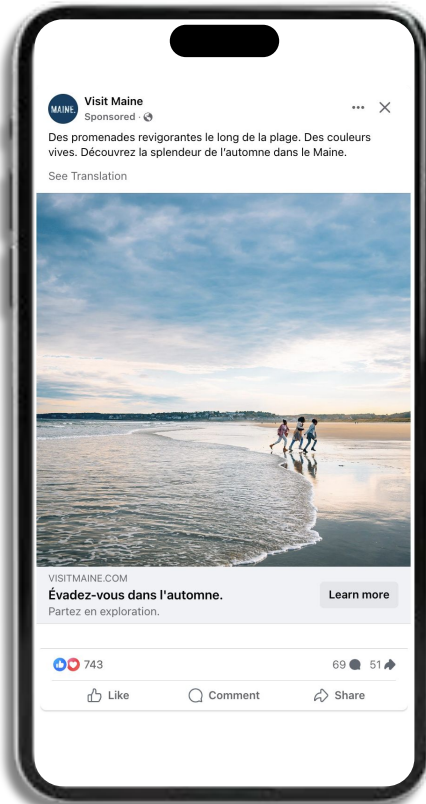
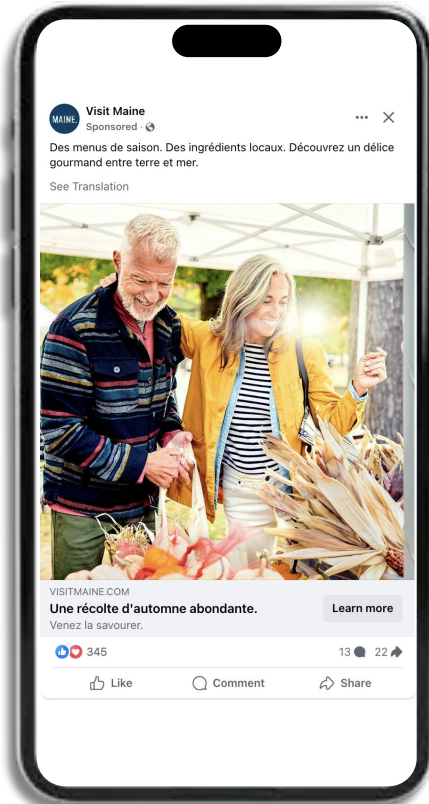
Toronto
Ottawa
Fredericton
Montreal
Quebec City

Brand USA

Toronto
Ottawa
Montreal
Ontario
Quebec
New Brunswick
Newfoundland
Nova Scotia
Prince Edward Island



2024 Canadian Campaign Overview



MOT 2024

Winter Campaign Sneak Peek



Winter Target Markets

LOCAL

Maine



PRIMARY

Mid-Atlantic Region
New England Region



EXPANSION MARKETS

Tampa
Orlando
Miami
Jacksonville



ARPA CAMPAIGN

Toronto
Ottawa
Fredericton
Montreal
Quebec City



NATIONAL



2024 Winter Sneak Peek



Outside



YANKEE



Google



2024 Winter Sneak Peek



*The joy of
a snow day.
The warmth
of laughter.*

MAINE.



*Fragrant pines and
snow-laden forests.*

MAINE.



Wonderlands and wonderlands.

MAINE.



Wonderlands and wonderlands.

MAINE.



Wonderlands and wonderlands.

MAINE.



Winter in wonderland.

MAINE.



Winter in wonderland. **MAINE.**



Snowy adventures. Cozy retreats.

MAINE.



*Flavors from the sea.
Cold. Fresh. Pure.*

MAINE.



*Snowy adventures.
Cozy retreats.*

MAINE.

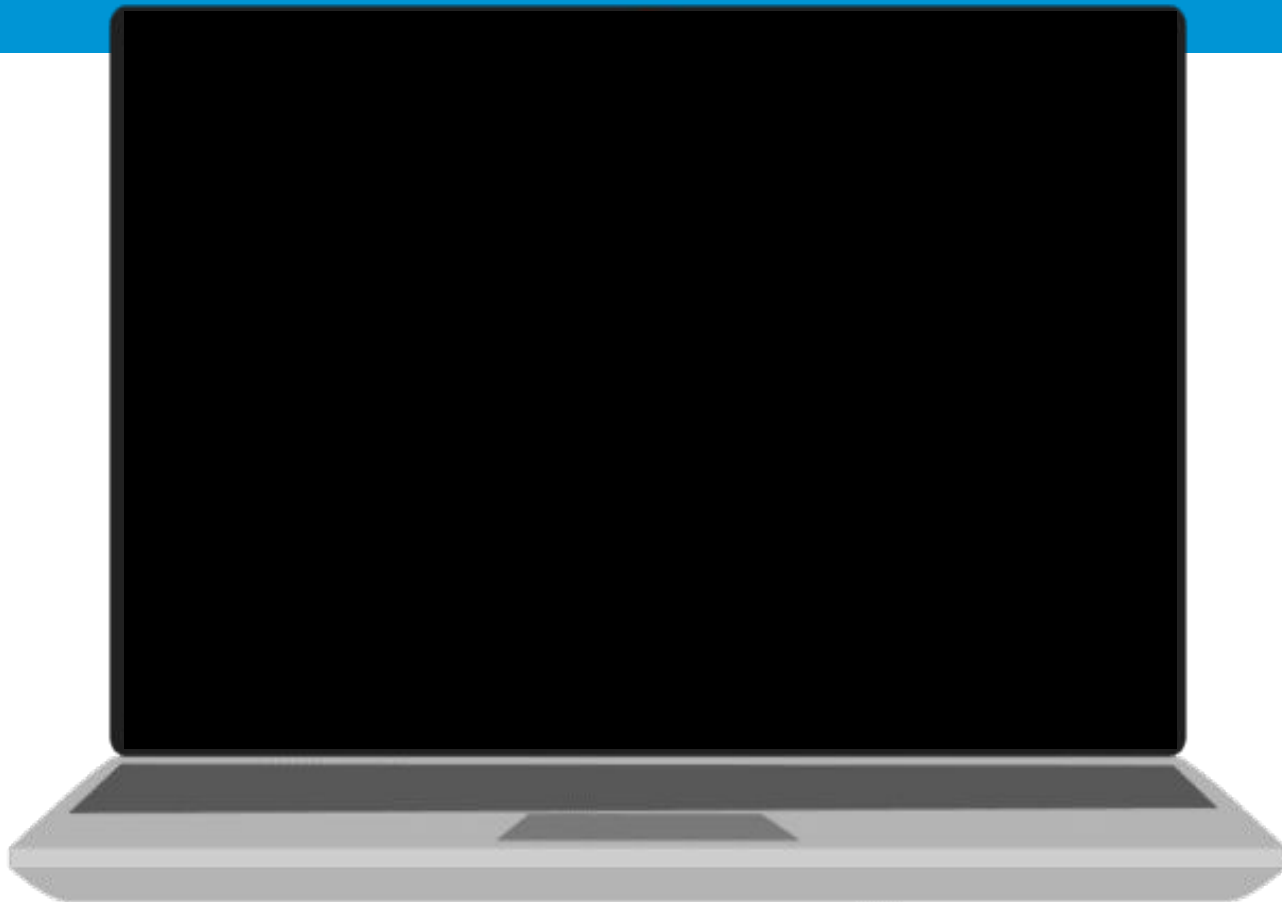


MOT 2024

New VisitMaine.com Sneak Peek



New VisitMaine.com





Q&A



Thank You.