

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



The background image is a high-angle aerial photograph of a coastal area. In the foreground, a small, densely forested island with a rocky shoreline is visible. To the right, a larger body of water contains numerous small boats and yachts. In the distance, a town with numerous houses and buildings is nestled among green trees under a sky filled with scattered clouds.

MOT 2024

Summer Campaign Performance Overview

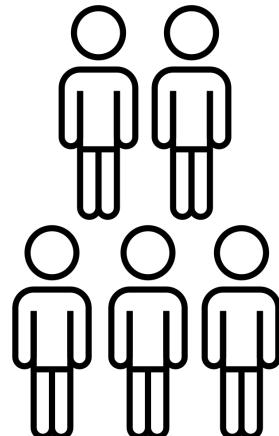


2024 SUMMER VISITATION DATA

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

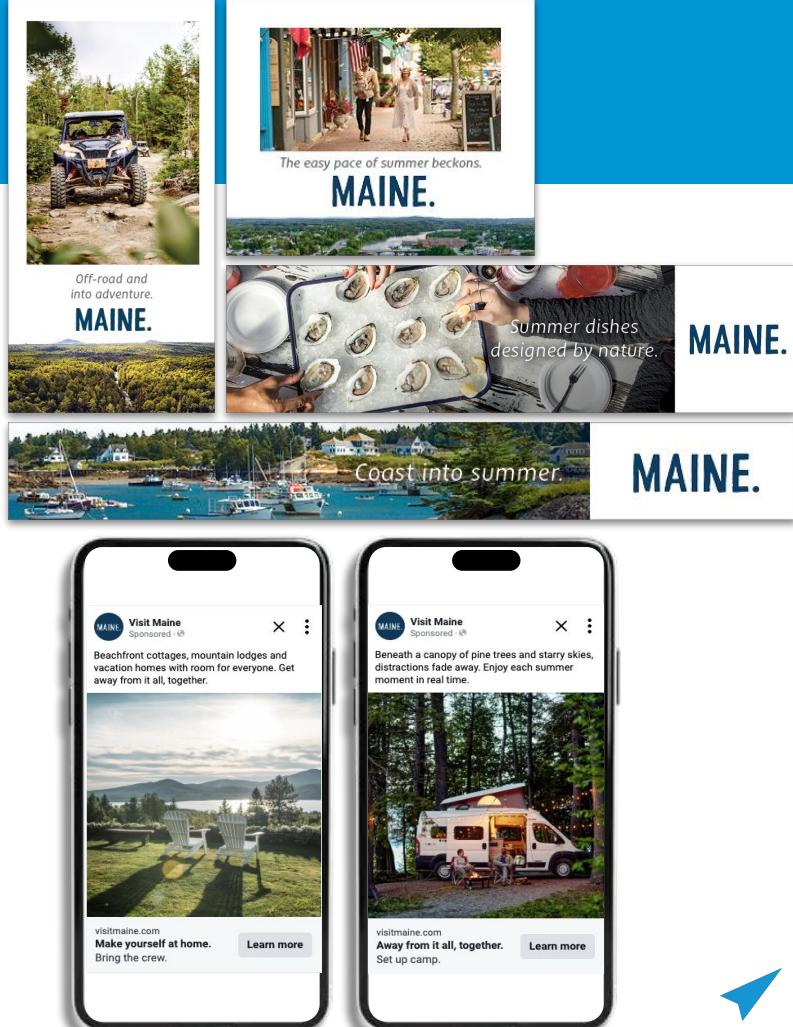
OCCUPANCY RATE*
63.1%

**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**

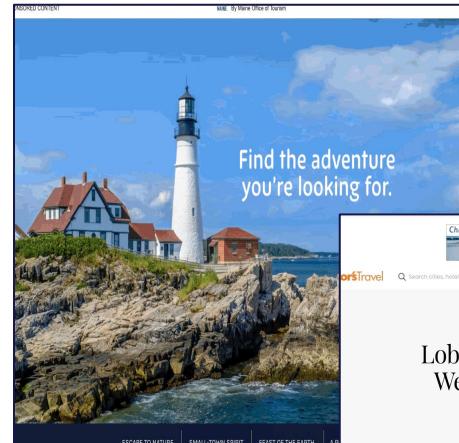


SUMMER 2024 KEY PARTNERSHIP TAKEAWAYS

- **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

Charming towns. Warm welcome. Lobster, Lighthouses, and Warm Welcomes: A Maine Road Trip

By Maine Office of Tourism | September 17, 2024

MAINE.

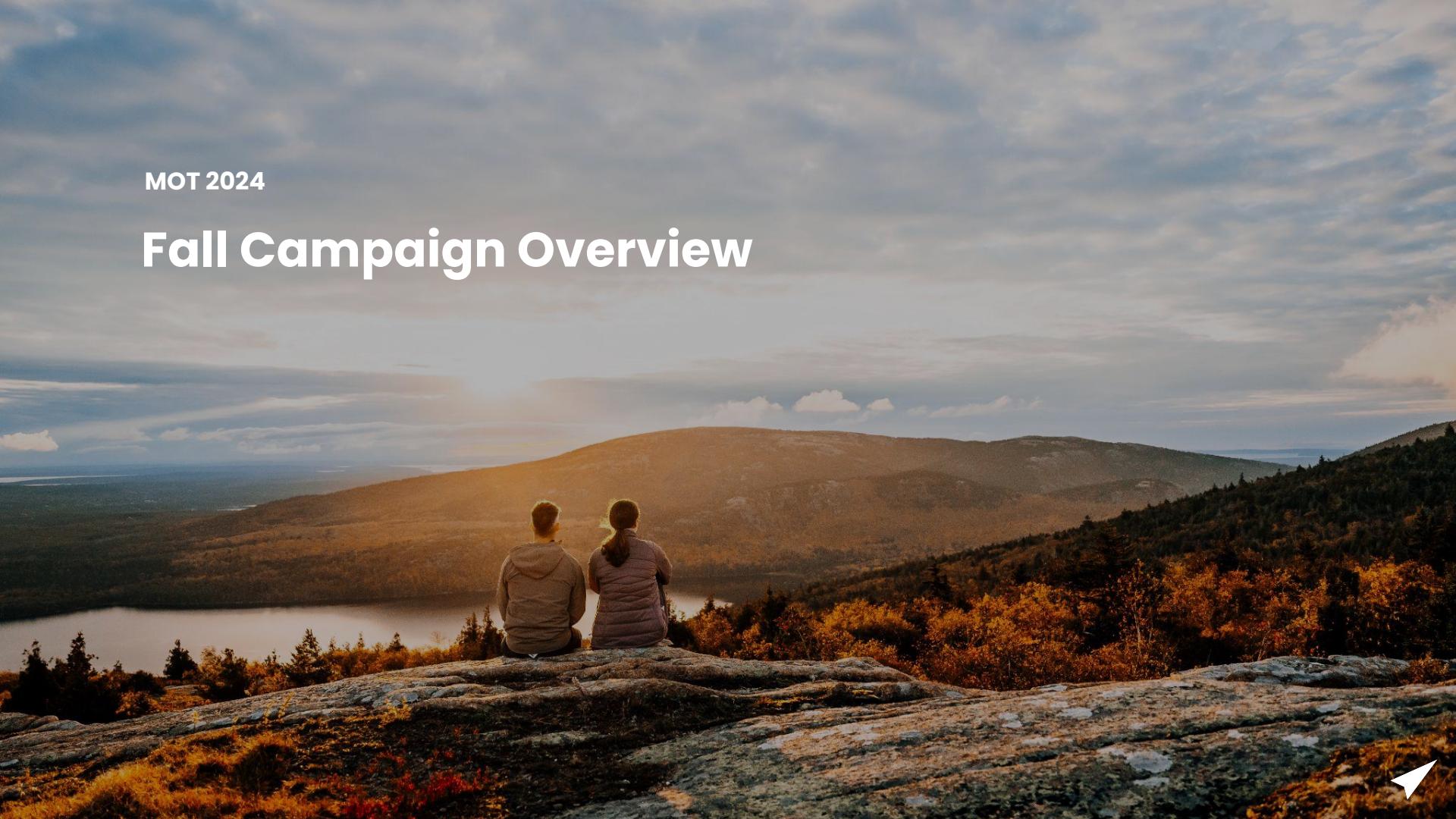
SPONSORED CONTENT

Escape to Nature | Small-Town Spirit | Feast of the Earth

Facebook | Twitter | LinkedIn | Pinterest | YouTube

Renowned as a tranquil haven offering world-class seafood, craft breweries, and countless hiking trails, Maine has also developed a reputation as a welcoming travel destination. What better way to experience this than a picturesque road trip through some of the state's charming and hospitable small towns, weaving together beautiful landscapes, culinary delights, and cultural experiences.

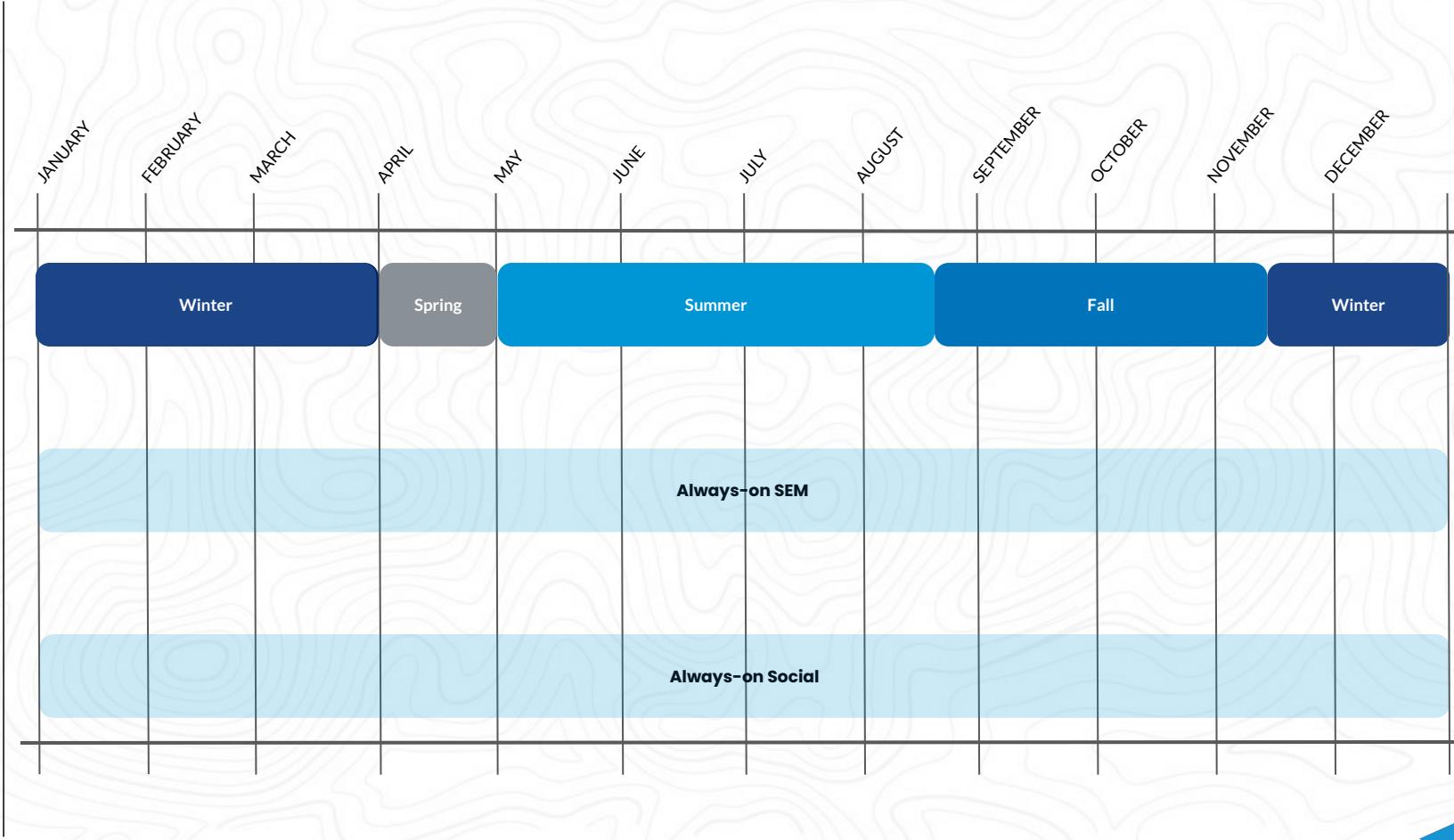
This itinerary will take you on a cultural adventure through Maine, meandering along coastal byways and exploring quaint inland villages where Maine's allure is both timeless and ever-

A wide-angle photograph of a natural landscape during sunset. In the foreground, two people are sitting on a large, light-colored rock, facing away from the camera towards the horizon. The landscape features rolling hills and mountains covered in green and yellow vegetation. A body of water is visible in the distance. The sky is filled with scattered clouds, and the overall lighting is warm and golden.

MOT 2024

Fall Campaign Overview

Seasonal Flighting



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

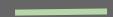
Miami

Atlanta

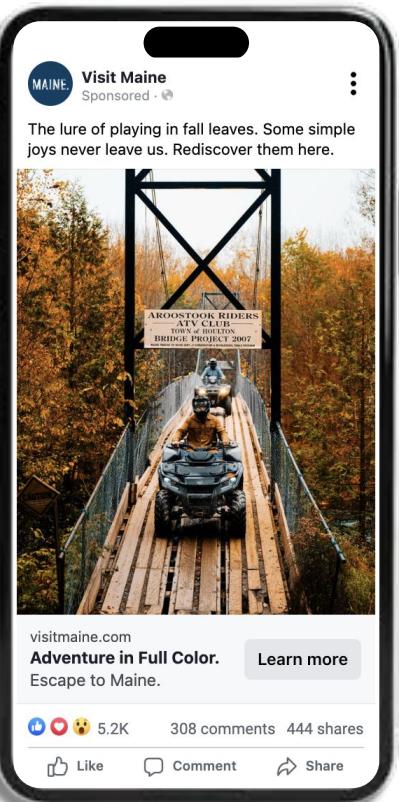
Chicago



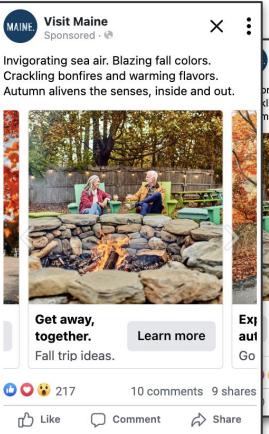
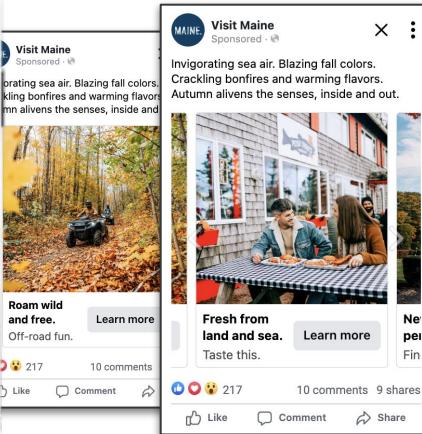
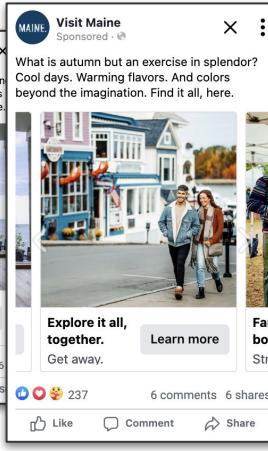
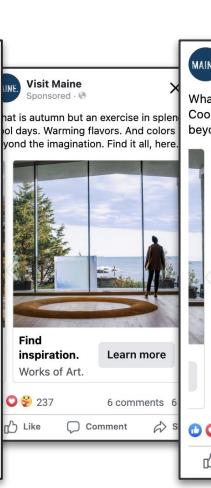
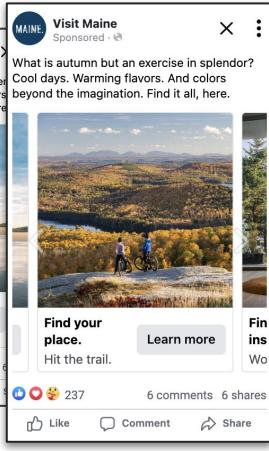
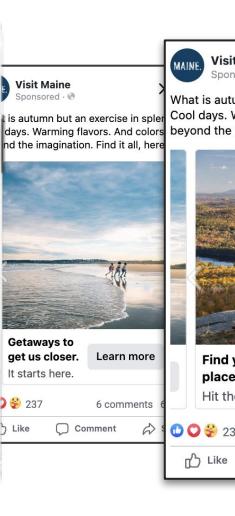
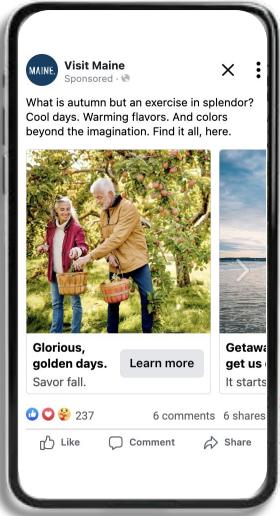
NATIONAL



Fall Examples – Social



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.



Feast in seasonal splendor.

MAINE.

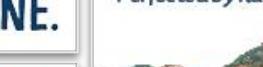


Adventure in full color.

MAINE.



Perfected by nature.



MAINE.



Rediscover simple pleasures.

MAINE.



Fall Examples – Digital Video



FALL



A wide-angle aerial photograph of a natural landscape during sunset. The foreground is dominated by a dense forest of coniferous and deciduous trees, with the latter showing autumnal yellow and orange hues. A winding river or lake cuts through the forest. In the background, a range of mountains is visible under a sky filled with scattered clouds, with the warm light of the setting sun illuminating the scene.

MOT 2024

Canadian Campaign Overview



Canadian Campaigns

Brand Media

Toronto

Ottawa

ARPA Funding

Toronto

Ottawa

Fredericton

Montreal

Quebec City

Brand USA

Toronto

Ottawa

Montreal

Ontario

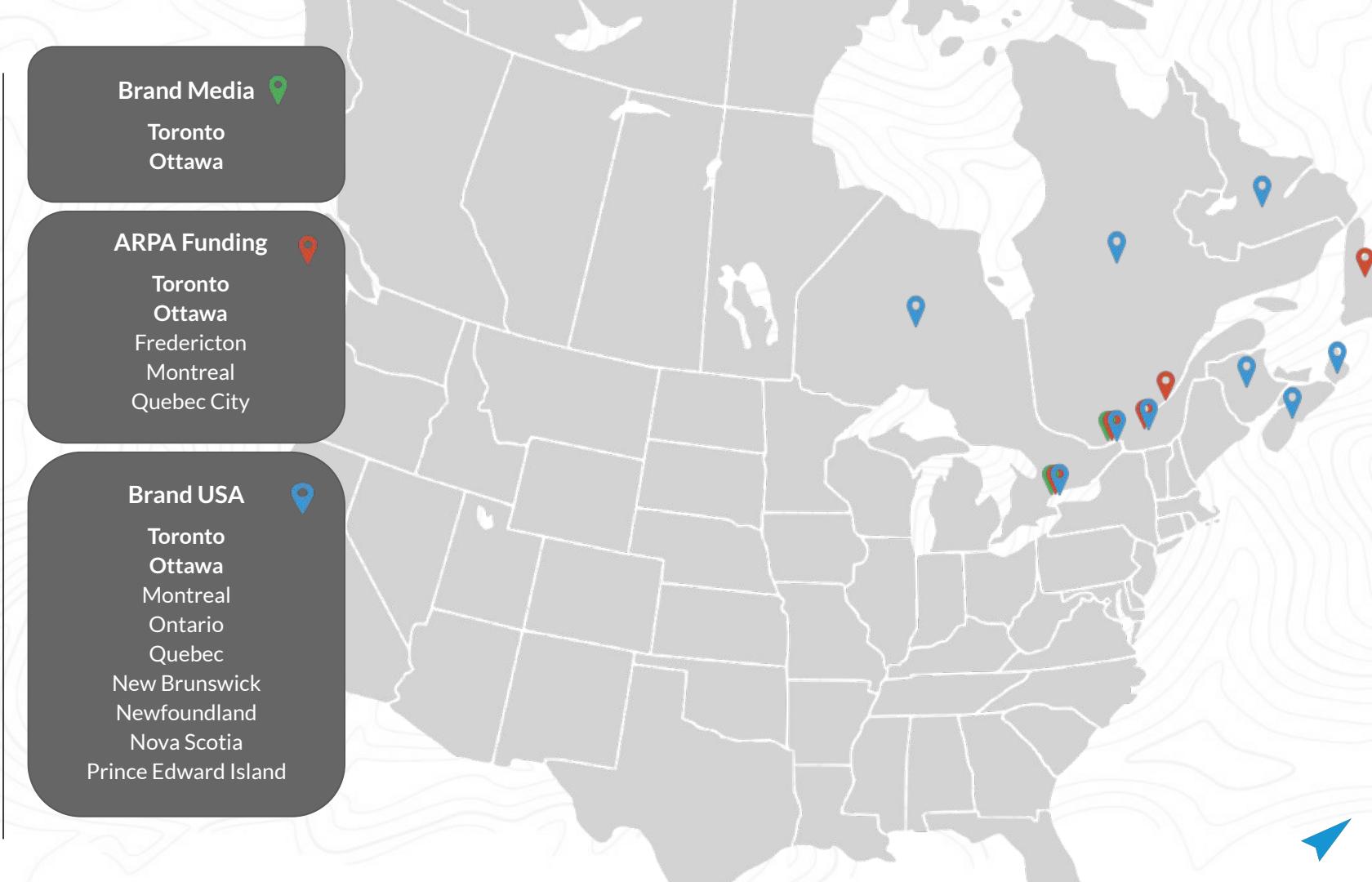
Quebec

New Brunswick

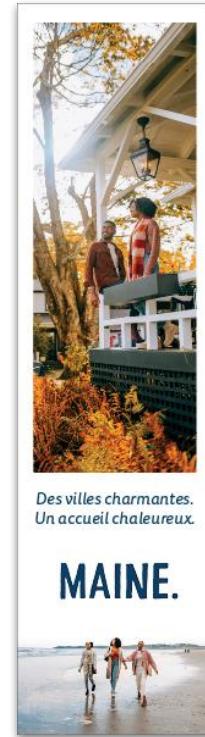
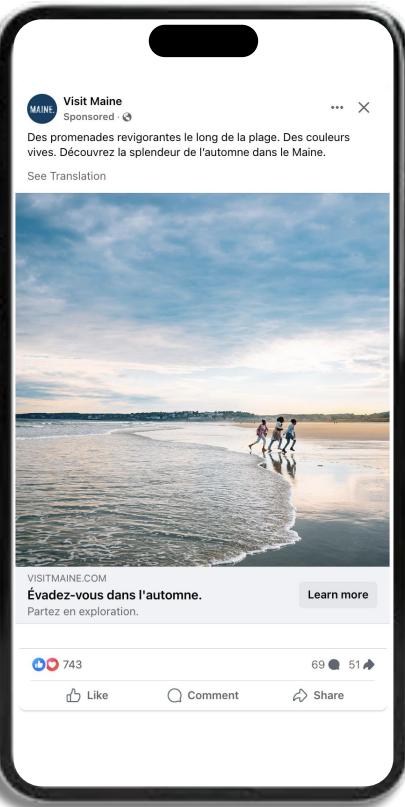
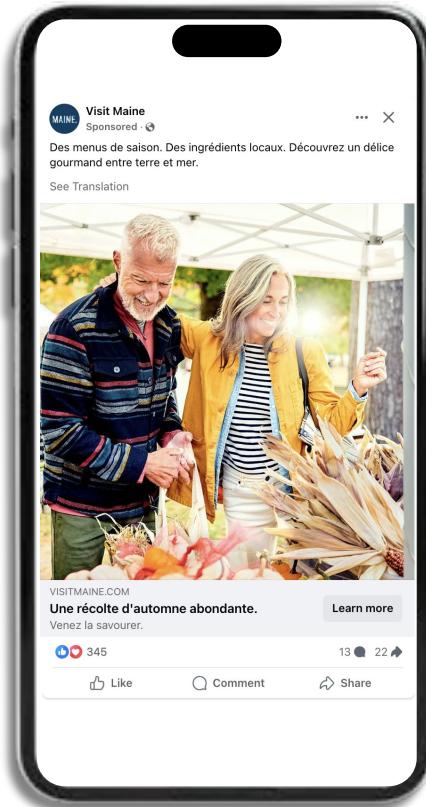
Newfoundland

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



VISIT USA
PARKS

Outside

 **Atlas
Obscura**

YANKEE



Tripadvisor



Nativo

 **maine
public**

Google

 **Meta**



2024 Winter Sneak Peek



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

MAINE.



Fragrant pines and
snow-laden forests.

MAINE.



MAINE.

MAINE.



MAINE.

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.