

# MAINE



PURVEYORS

# MAINE

OF ORIGINALITY



ANNUAL REPORT	2017
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WHO WE ARE

The Maine Office of Tourism, an office within the Maine Department of Economic & Community Development, is charged with administering a program to support and expand the tourism industry and promote the state as a tourism destination. The office develops and executes effective marketing programs for the benefit of the travel and film industries, as well as the economy and the citizens of Maine by attracting visitors to the state and thereby preserving and creating jobs.

OUR MISSION

BECOME THE PREMIER  
FOUR-SEASON DESTINATION  
IN NEW ENGLAND.



KEY FACTS

+ Overall visitation grew to **36.7 million, up 2.5% YoY\***

*\* More than 14% of Maine's visitors were first-time visitors*

+ Total first-time visitation **grew to 5.3 million, up 2.5% YoY**

+ Combined restaurant and lodging direct expenditures **grew up to \$3.36 billion**





*In 2017, tourists spent over \$6 billion in Maine, supporting nearly*  
**106,000 jobs.**

The year 2017 progressively built upon the five-year strategic plan, established in 2014, through highly-targeted marketing efforts to reach Maine's most lucrative consumer segments — Balanced Achievers, Genuine Originals, Social Sophisticates. The vacation-planning lifecycle influenced marketing strategy and creative messaging to reach potential visitors during different stages of their trip planning; tapping into their unique mindsets during discovery and research, planning and booking, experiencing in-market.

New to 2017, the *This is Me* creative campaign built upon the established Maine Thing work to bring forward the unique and awe-inspiring stories of real Mainers and visitors, while staying rooted in the brand value of originality. The campaign featured a series of Maine originals in their individual environments declaring "This is Me." From windjammer captains, to craftspeople, to outdoor enthusiasts, to island dwellers, the work presented authentic experiences and personal profiles to inspire the travel dream. The campaign rolled out across TV, print, radio, out-of-home, digital media, earned, and owned channels.



# SUMMER 2017 CAMPAIGN

The paid media strategy coupled high-impact media types, such as TV, out-of-home and print, with action-driving channels (digital) to reach consumers in the dreaming and research stages while they were most receptive to receiving inspiration for their trip. Display ads, paid social, and paid search were leveraged using planning-focused messaging to reach consumers in the planning and booking stages. Creative messaging was tailored to the different stages to either inspire or drive consumers further down the funnel to convert (visit).

## DISCOVER / RESEARCH MEDIA SUMMARY

### TELEVISION

- + Broadcast strategy shifted in 2017 to concentrate TV in key spot markets. The new This is Me TV spots aired April-May in Baltimore, Charlotte, Hartford, Philadelphia and Washington DC. A national RFI TV flight was added in the shoulder season to extend the high-reach media presence from summer into fall

### OUT-OF-HOME

- + For the first time, the media plan incorporated out-of-home media, including delivery trucks, passenger train posters, elevator screens and cinema. These media types reached consumers in a captive setting, allowing the This is Me message to resonate

### RADIO

- + Continued to run “sponsored-by” messaging on NPR for national exposure

### PRINT

- + Continued to run in primary publications that index high against key audience segments, with a higher concentration on Balanced Achievers

### DIGITAL

- + Native digital placements targeted consumers contextually in their preferred web environments

## PLAN / BOOK MEDIA SUMMARY

### DIGITAL

- + Utilized a combination of desktop/mobile display, native, video and promoted social to identify consumers in the vacation planning mindset to insert Maine into their consideration set

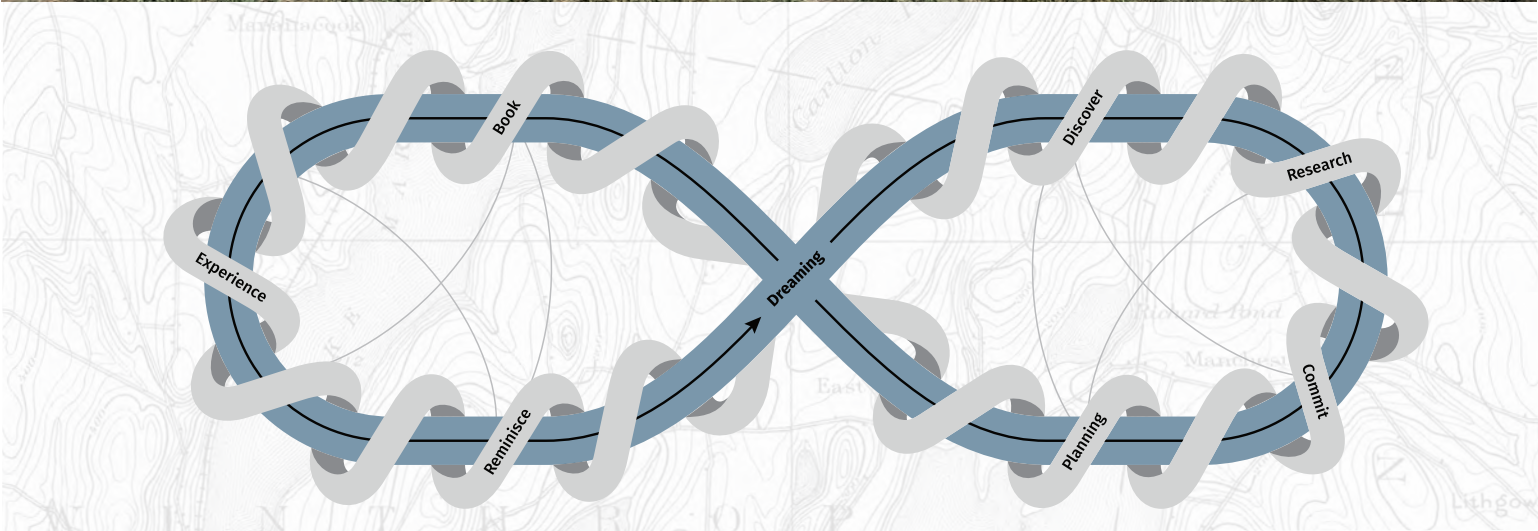
### PAID SEARCH

- + Followed a similar strategy by bidding on planning-related terms to drive prospects further along in the vacation planning decision process

## EXPERIENCE MEDIA SUMMARY

### DIGITAL

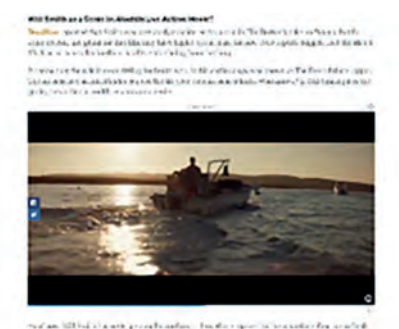
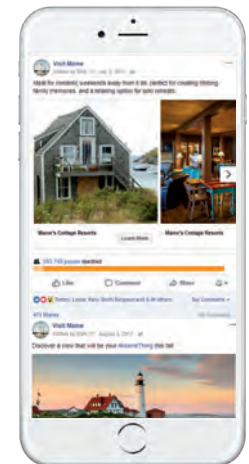
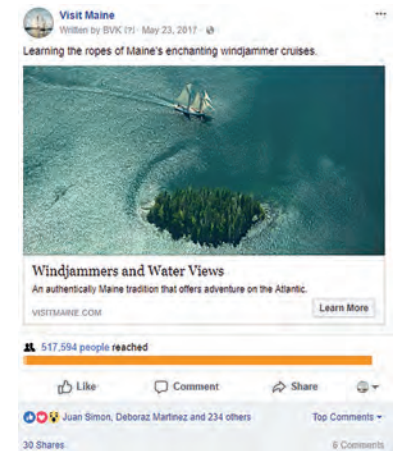
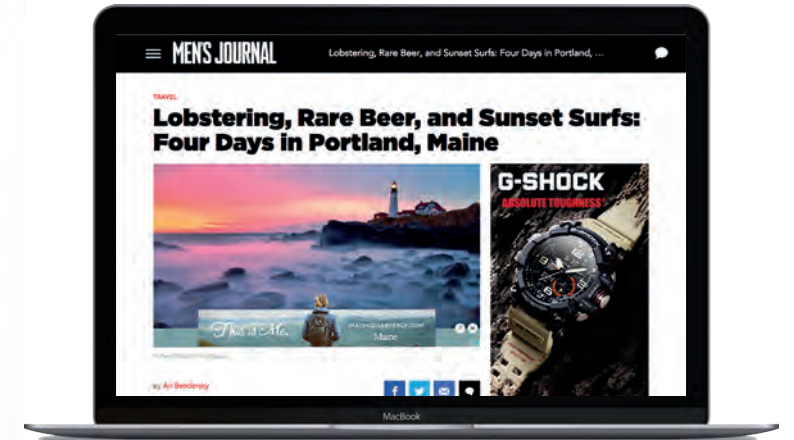
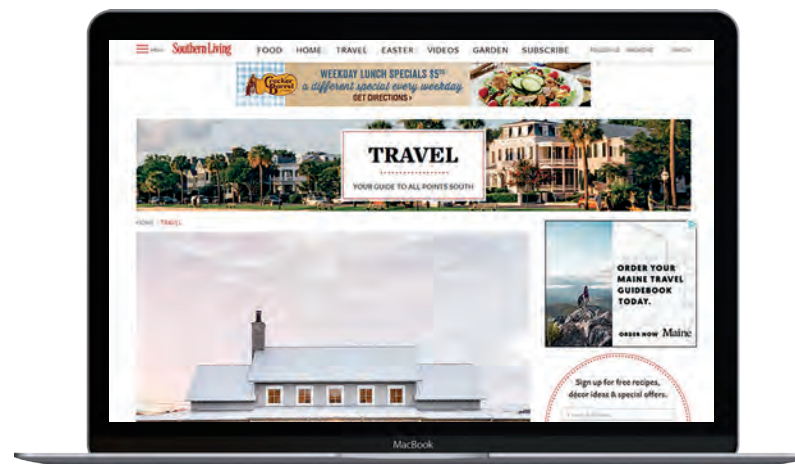
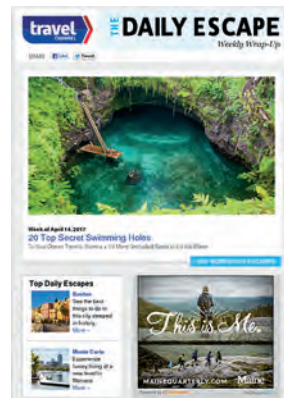
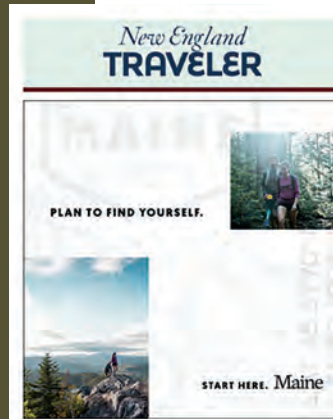
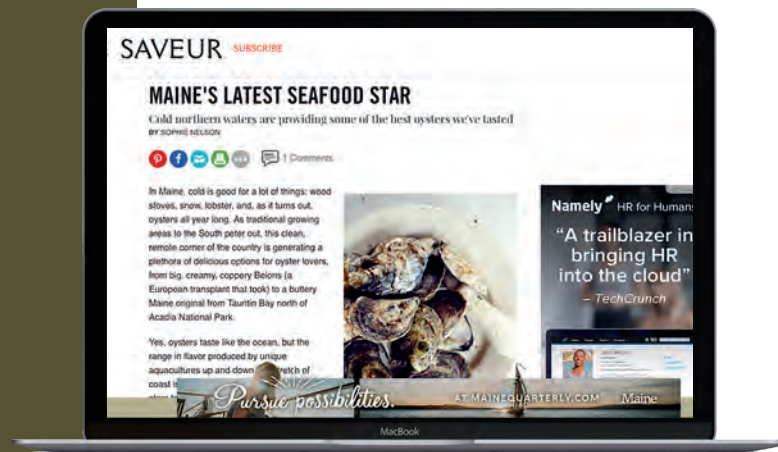
- + Capitalized on moments of in-market opportunity by targeting known visitors to the state by providing content relevant to their current trip in real time





## CAMPAIGN HIGHLIGHTS

- + Delivered **691.7 million impressions** across all paid channels
- + Maintained a strong presence in key markets through spot TV driving over **55.7 million total impressions**
- + Received national exposure through RFI and TV sponsorships resulting in **77.5 million impressions** and nearly **40K leads**
- + Continued brand promotion at the national level by partnering with NPR delivering over **72.8 million cumulative impressions**
- + Drove brand awareness within priority target markets through various out-of-home executions which resulted in **270.3 million impressions**
- + Reinforced brand sentiments through local and national print buys receiving over **20.9 million impressions** upon campaign completion
- + Digital Highlights:  
**208.3MM impressions**  
**1.05MM clicks**  
**5.8MM video views**  
**322K post engagements**





WINTER 2017/2018 CAMPAIGN



New to 2017, a dedicated winter campaign ran November 2017-March 2018 to continue to establish Maine as the premier four-season destination in New England. Media concentrated in similar key markets as the core summer campaign, and similar mediums and placements were included in this continuation strategy.

PRINT

- + Leveraged contextually relevant opportunities to align Maine messaging with relevant winter/winter travel editorial

OUT-OF-HOME

- + Followed prospects in key markets throughout their day by promoting Maine as a winter travel destination through digital billboards, train posters, branded coffee sleeves and animated elevator screens

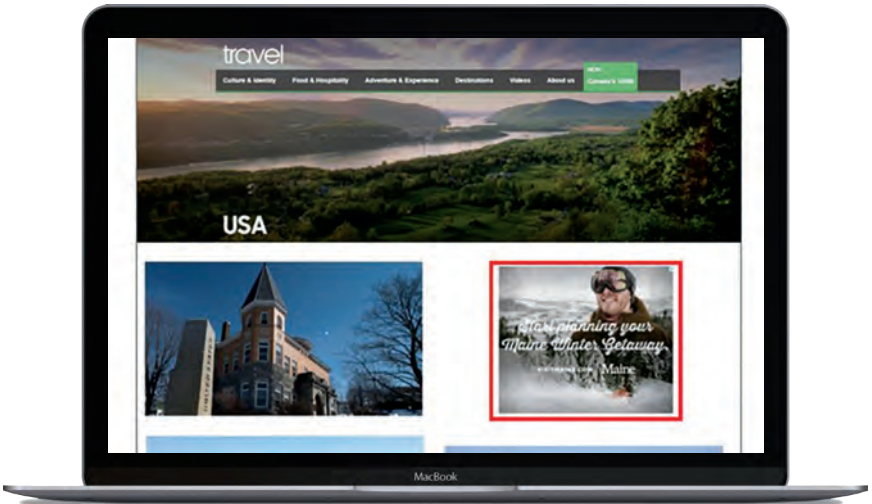
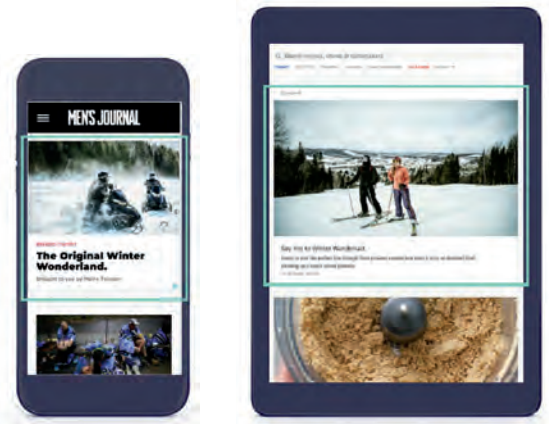
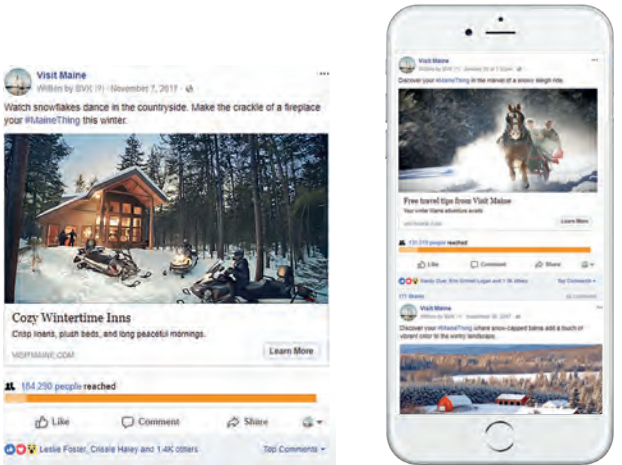
DIGITAL

- + Honed messaging to prospects signifying intent to travel

CAMPAIGN HIGHLIGHTS

42.5MM PROJECTED IMPRESSIONS

across print, digital, out-of-home







OWNED CHANNELS

EMAIL

CONSUMER PROGRAM

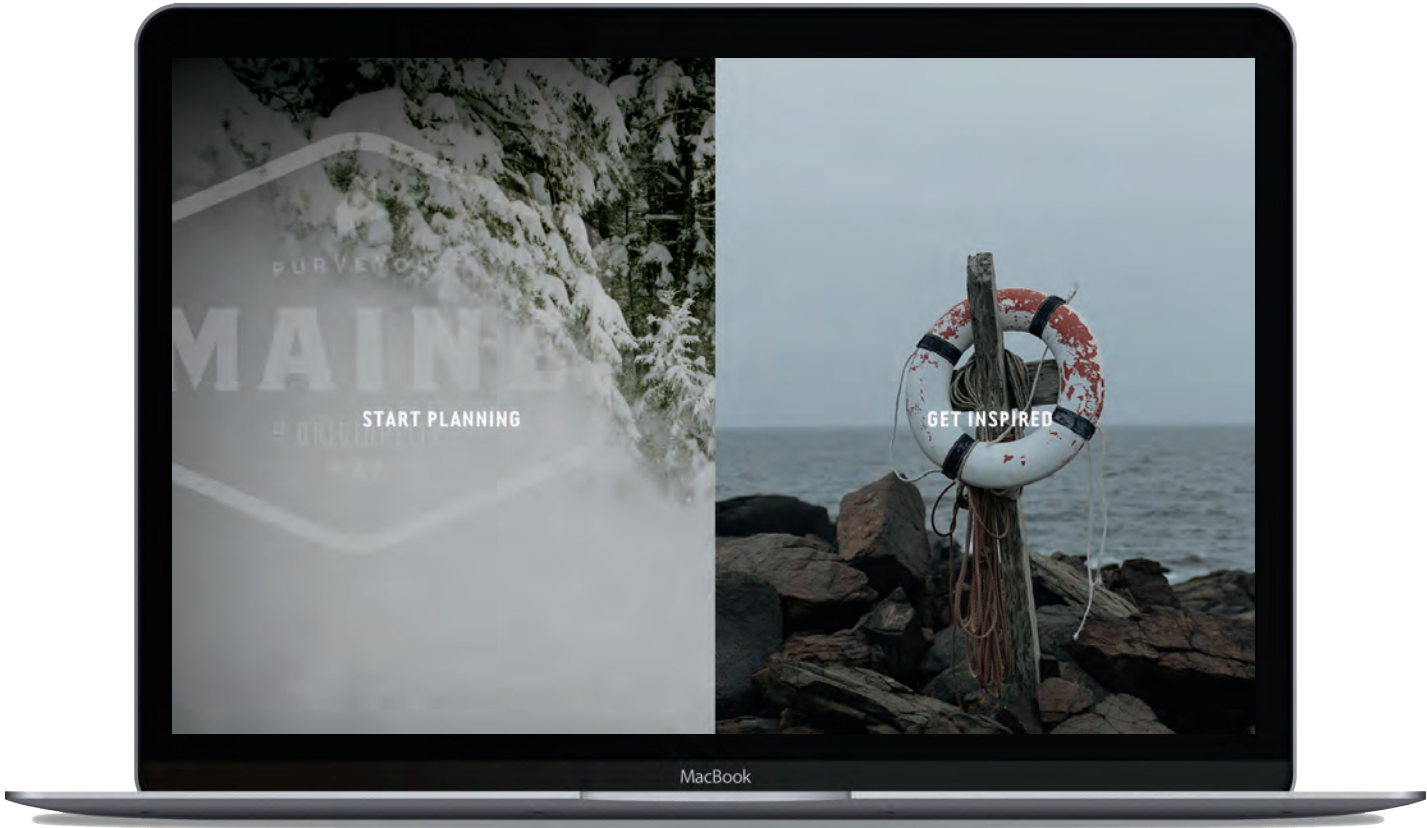
- + Deployed 12 monthly emails to opt-in subscriber database of 386,000
- + Deployed 2 consumer promotional emails featuring the *Paths and Pictures Taken* and *Somewhere Beyond the Sea* issues of The Maine Thing Quarterly digital magazine
- + Deployed 2 niche emails to segmented lists to promote Restaurant Week and spring fishing
- + Consumer open rates range from **12.4% to 15.3%**
- + Consumer click rates range from **8.6% to 16.2%**

AWARDS

TRAVEL / TOURISM		
<b>USTA ESTO AWARDS:</b> Gold: Social Media Influencer Campaign	<b>HSMAI ADRIAN AWARDS:</b> Platinum: L.L.Bean Strategic Partnership	<b>HSMAI ADRIAN AWARDS:</b> Silver: <i>Marsden Hartley's Maine</i> Media Event – Public Relations

ADVERTISING / MARKETING		
<b>GRAPHIS POSTER ANNUAL 2017:</b> Merit: Poster Series	<b>GRAPHIS LOGO DESIGN 2017:</b> Gold + Merit: Food Quarterly + Acadia Quarterly Logos	<b>PRSA PARAGON AWARDS</b> Award of Excellence: Social Media Influencer Campaign
<b>GRAPHIS ADVERTISING ANNUAL 2017:</b> Silver: Print Series		



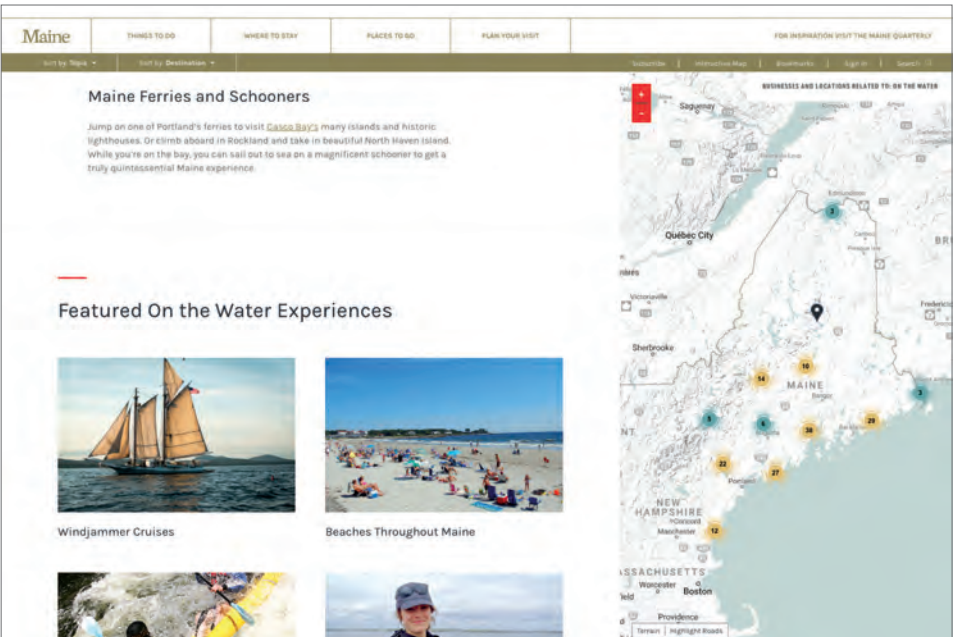
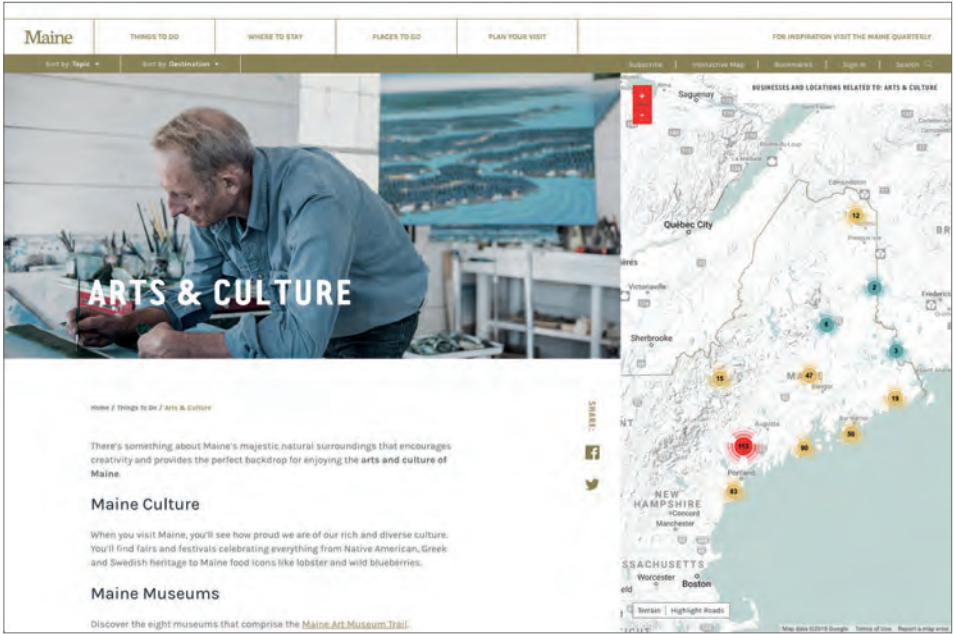
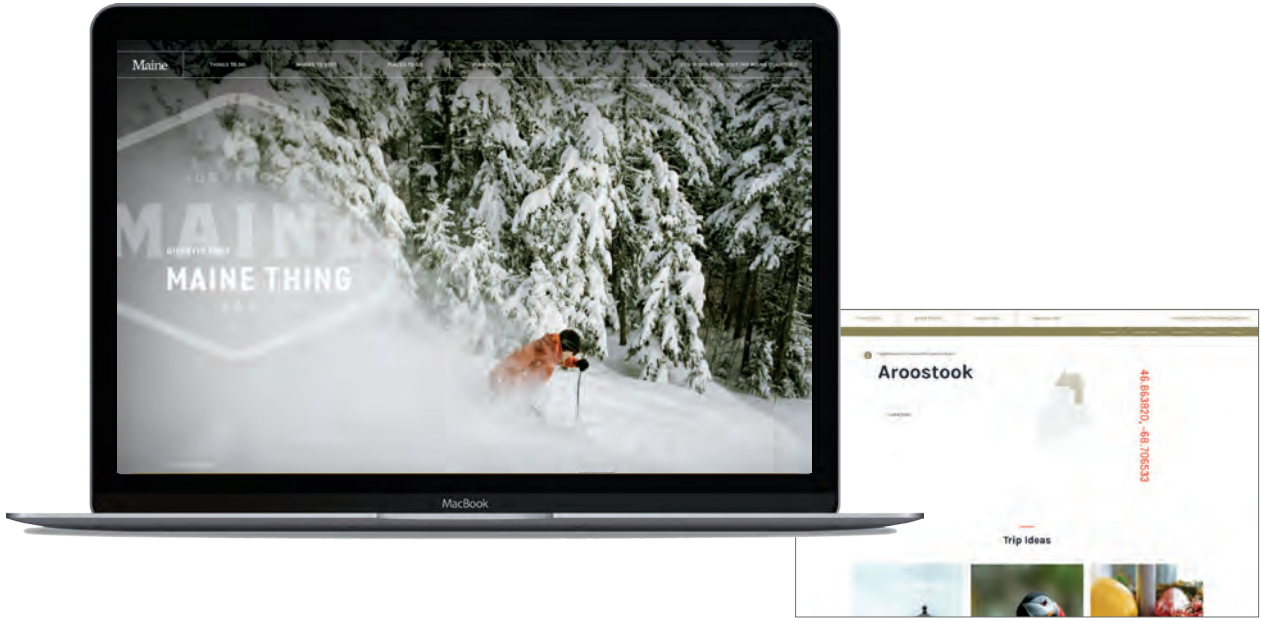


The website properties were overhauled to address the ever-evolving digital landscape and to better distribute content based on consumers' different information needs throughout the vacation-planning lifecycle. VisitMaine.com and MaineQuarterly.com re-launched in 2017 on the same domain. A streamlined and shared navigation system allows consumers to smoothly transition between the two website sections based on the type of information they're looking to obtain.

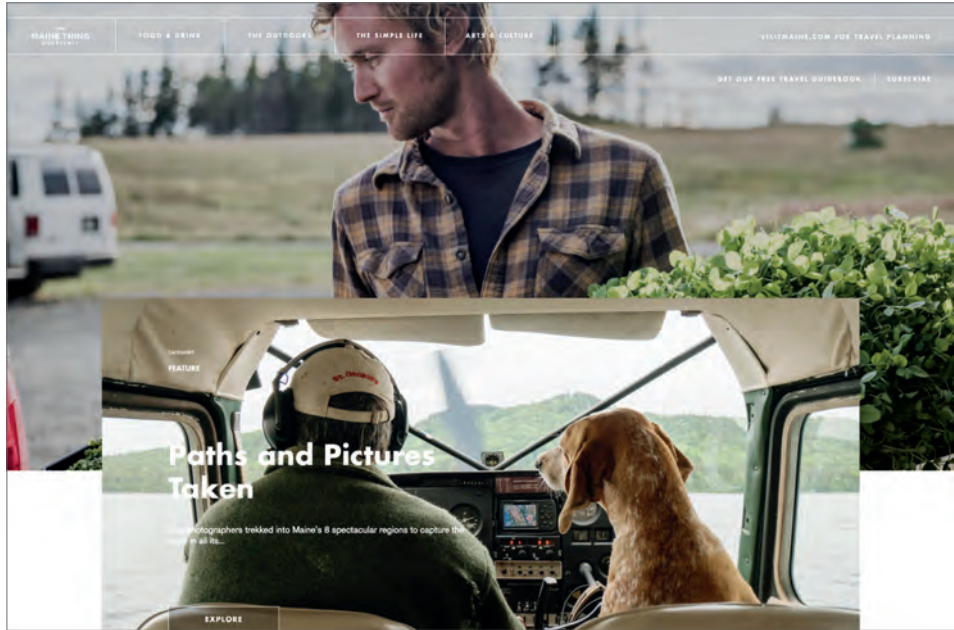
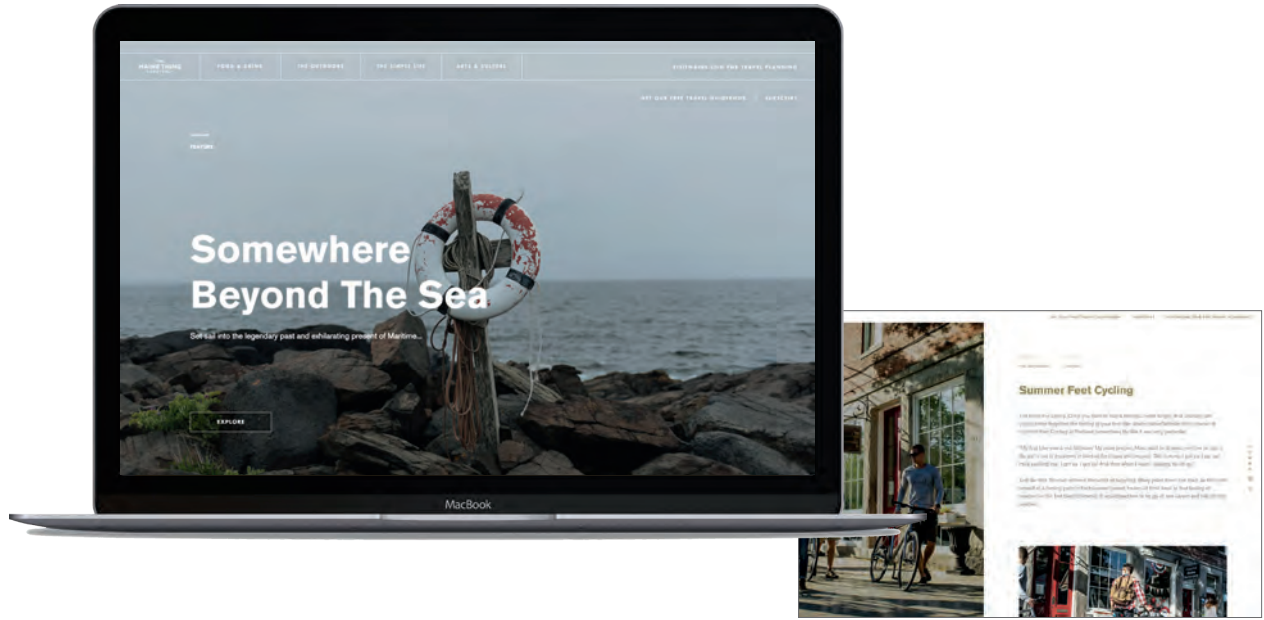
VisitMaine.com was redesigned as the "planning" section of the site to provide users with tactical content, such as lists of downhill ski destinations or plotted trip ideas, to help facilitate easy trip planning once they have committed to visiting.

The Maine Thing Quarterly was refreshed to align with the primary lifestyle pillars – Food + Drink, The Outdoors, The Simple Life, Arts + Culture. An updated content strategy allows MOT to distribute inspirational articles more frequently to consumers, covering a wider range of topics. Department-level articles were published on a monthly basis, highlighting unique Maine people, businesses and sentiments. Feature publications dove deeper into specific subjects to bring to life distinctive stories about the state. *Paths and Pictures Taken* launched March 2017 and highlighted five prominent Instagram photographers' travels through the eight regions of the state through a captivating photo essay. *Somewhere Beyond the Sea* launched September 2017 to pay homage to Maine's maritime culture, both past and present.

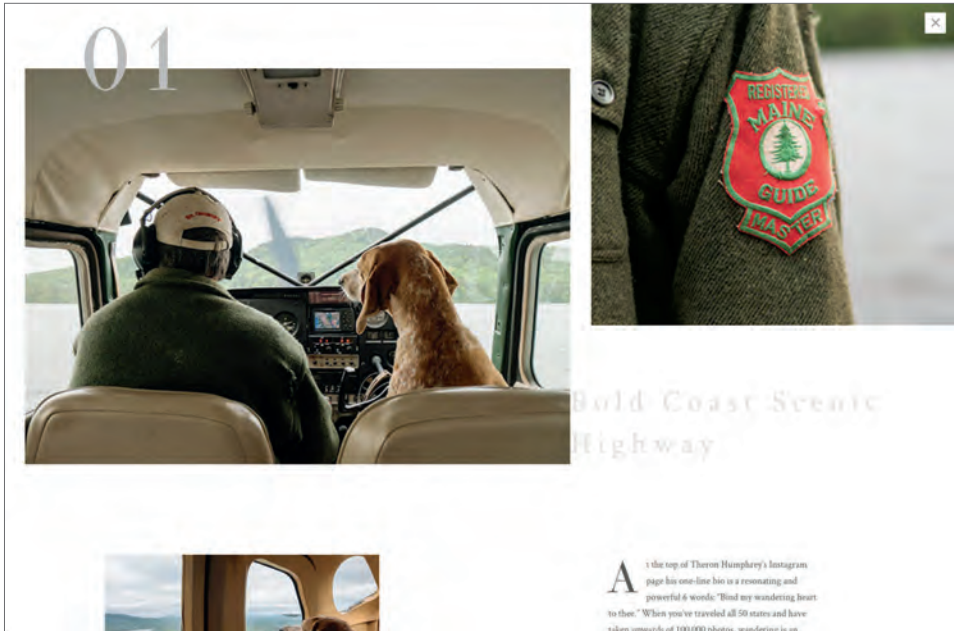
VISITMAINE.COM







THE MAINE THING  
QUARTERLY:  
PATHS AND  
PICTURES TAKEN  
COMMUNICATION  
ARTS WEB PICK  
OF THE DAY



YEAR - TO - DATE METRICS VISITMAINE.COM		1.1.17-12.31.17
<div><div>3MM</div><div>website sessions across 2MM users; up</div><div>21.6%</div><div>YoY.</div></div> <div>530K of those sessions arrived on the Quarterly section</div>		
<div><div>72K</div><div>"Maine Invites you"</div><div>orders; up</div><div>9.7%</div><div>YoY.</div></div>	<div><div>Percentage of new sessions is</div><div>77.2%; up</div><div>2.6%</div><div>YoY.</div></div>	
<div><div>1.1MM</div><div>sessions from organic search; up</div><div>3.5%</div><div>YoY.</div></div>		
<div><div>163K</div><div>sessions from social channels; up</div><div>319%</div><div>YoY.</div></div>		
<div><div>Average session duration of</div><div>2:09</div></div>	<div><div>35K</div><div>"Maine Invites you"</div><div>online views; up</div><div>31%</div><div>YoY.</div></div>	
<div><div>9.3K</div><div>e-newsletter sign-ups; up</div><div>202.4%</div><div>YoY.</div></div>		
<div><div>665K</div><div>organization</div><div>page views</div></div>	<div><div>138K</div><div>external link clicks</div><div>from organizations' pages</div></div>	



EARNED MEDIA

To further Maine’s mission to become the premier four-season destination in New England, earned media delivers story ideas and materials to a rich variety of national, regional and international media outlets and influencers – including travel, lifestyle, sports, food, news and general interest. Efforts communicate the unique point-of-difference that is Maine and generate greater understanding and awareness of Maine by working with a wide range of media/influencers to help tell the story.

DOMESTIC + INTERNATIONAL PRESS

Through proactive media pitching and responding to inquiries, the MOT’s PR/earned media program had contact with nearly **800 media outlets and influencers**, with coverage in a mix of online, print and broadcast outlets including Yankee, Huffington Post, Travel + Leisure, Sky TV, Lonely Planet, Home & Away, National Geographic Traveler, Boston Globe and Scottish Sun.

Editorial coverage  
on Maine resulted in  
**5.37 BILLION MEDIA  
IMPRESSIONS.**


- + Organized 38 press/influencer visits to Maine involving nearly 200 businesses and attractions throughout the state
- + Participated in TravMedia’s International Media Marketplace, meeting with 22 members of the travel and lifestyle media
- + Participated in the Society of American Travel Writer’s media marketplace at their annual convention to pitch Maine story ideas to more than 40 travel media
- + Collaborated with the Metropolitan Museum of Art and promoted a featured exhibit, Marsden Hartley’s Maine, by highlighting the places in Maine that inspired Hartley’s work. The results of the press coverage for the initiative totaled more than \$1 million in advertising value and garnered an Adrian Award in PR from Hospitality Sales and Marketing Association International


- + Collaborated with the Maine Department of Agriculture, Forestry & Conservation to produce and distribute weekly foliage reports during the fall season
- + Collaborated with Ski Maine and Maine Snowmobile Association to produce and distribute weekly snow reports during the winter months
- + Coordinated a photo shoot that added 200 new photos to MOT’s asset library







ORGANIC SOCIAL MEDIA


CAMPAIGNS	SPECIAL EVENTS	
Implemented a social media influencer campaign that produced 77 pieces of content with an earned reach of <b>15.89 MILLION</b>		Supported PR efforts surrounding <i>Marsden Hartley's Maine</i> exhibit at The Met Breuer and later at Colby College
		Developed a fun spin-off of a March Madness bracket. The month-long campaign allowed followers to vote on their favorite #MaineThing with match-ups falling under the four tourism pillars


TWITTER	
896,500 TOTAL IMPRESSIONS	
Participated in and monitored various travel-themed Twitter Chats throughout the year	

FACEBOOK	
Used a posting strategy more heavily focused on sharing user-generated images and continued to prompt engagement through asking questions and sharing photos, videos, interesting accolades, articles and news	Reached more than <b>111,000 "LIKES"</b>
	In 2017 we had <b>539,861</b> engaged users, <b>53,043,516</b> impressions, and reached <b>34,948,522</b> users

YOUTUBE	
Continued adding tags and captions to videos uploaded to the VisitMaine channel for SEO	

SNAPCHAT	
Developed a plan to use Snapchat as an influencer takeover platform when appropriate	

PINTEREST	
While Instagram has taken over as the visual platform in the social media landscape, the goal is to drive traffic from this platform to VisitMaine.com. Relevant images with links to VisitMaine.com were added periodically	

INSTAGRAM	
Grew the fan base from 29,000 to nearly <b>47,000</b>	Utilized <b>#MAINETHING</b> to gain permission and access to thousands of user-generated images to showcase a wider variety of activities and areas throughout Maine in real time
	Created Instagram Stories to celebrate the seasons, a variety of activities and showcase timely user-generated images
Reposted images of Instagram influencers hosted by the MOT	Coordinated Instagram takeovers by Huckberry and @lavieentravel, including posts and Instagram Stories
	Started using one of Instagram's newest Stories features, a poll, to ask the VisitMaine Instagram audience their preference on seasons, activities, etc.



# OVERSEAS TRAVEL TRADE + LEISURE SALES

- +

In partnership with Discover New England, Maine’s overseas target markets include the United Kingdom, Germany, France, Scandinavia, Japan, Australia and New Zealand
- +

Attended U.S. Travel Association’s annual IPW, the travel industry’s premier international marketplace, and met with more than 75 international buyers and media from more than 10 different countries. After the event, follow up was conducted for each meeting by providing additional information on Maine
- +

Attended the Discover New England annual travel trade marketplace and summit in Bretton Woods, NH. Hosted more than 60 one-on-one appointments with international buyers, including tour operators and receptive operators from nine different countries serving key overseas markets. After the event, follow up was conducted for each meeting by providing additional information on Maine
- +

In collaboration with Discover New England, MOT organized and hosted familiarization tours for 56 international tour operators from the following countries: U.K., Germany, France, Italy, Denmark, Sweden, Switzerland, Japan, New Zealand and Australia
- **UK:** In November, Maine participated in the Discover New England booth at World Travel Market in London, with a full appointment schedule for DNE throughout the three-day event. In the Irish market, as part of Discover New England’s booth, Maine participated in the Dublin World Holiday Show
- **GERMANY:** In March, along with Discover New England, Maine took part in ITB Berlin, the largest travel trade show in the world, with nearly 30 appointments with tour operators from Germany, Switzerland and Austria
- **SCANDINAVIA:** Along with Discover New England, Maine took part in a sales mission meeting with tour operators in Denmark and Sweden
- **JAPAN:** Along with other New England states, Maine participated in sales calls with Japanese tour operators based in Los Angeles

OVERSEAS MARKETING			
<p><b>BRAND USA</b></p> <p>MOT partnered with BrandUSA on three international marketing campaigns generating more than 7.8 million impressions with international audiences</p>	<p><b>UK WINTER MULTI-CHANNEL</b></p> <p>Included print advertising in National Geographic Traveller and The Telegraph, and digital display ads in the 2017 Winter edition of Travel USA and on the Google Display Network, Facebook and Expedia</p>	<p><b>CANADA SPRING MULTI-CHANNEL</b></p> <p>Included print advertising in the Toronto Star, Toronto Post, Toronto Sun and Montreal Gazette, and digital display ads in the 2017 Canadian Spring edition of Travel USA and on the Google Display Network, Facebook and Expedia, reaching frequent travelers in Eastern Canada</p>	<p><b>GERMANY SPRING MULTI-CHANNEL</b></p> <p>Included print advertising in Welt am Sonntag and Geo Saison. Digital advertising in the 2017 German Spring edition of Travel USA, Google Display Network, Facebook and Expedia</p>





# MARKETING PARTNERSHIPS

**MAINE INVITES YOU:** A comprehensive travel guide published in partnership with the Maine Tourism Association and distributed to 182,161 prospective visitors as a key consumer fulfillment piece

**YANKEE MAGAZINE:** Weekends with Yankee TV program produced by the publication featuring Maine as a New England travel destination aired April-September 2017

**PRO BOWLING ASSOCIATION:** Sponsorship of 2017 event in Maine; inclusive of event presence and media promotion on ESPN

**HUCKBERRY:** Partnered with national retail brand to promote the fall shot-in-Maine catalog issue via a paid social media campaign

**WASHINGTON POST:** Partnered with major media outlet to create custom content pieces about Maine’s lifestyle and promote traffic to Maine’s website properties via display and native ad units

**TWO NATION VACATION:** 2017 built on successful initiatives for this joint marketing campaign between Maine and New Brunswick. The initiative promotes travel beyond better known regions of Maine into the Downeast coastal region by building on the allure of an international trip

- + Highlights:
  - Introduced new creative direction that encourages a sense of adventure and invites visitors to explore “beyond borders”
  - Partnered with Tourism New Brunswick on a spring digital awareness campaign targeting the New York and Philadelphia markets
  - Collaborated on a redesign and upgrade of the two-nation-vacation.com website that is more easily searched (www.two-nation-vacation.com)
  - Reached out to businesses and organizations within the TNV footprint to populate the website with business and event listings
  - Facilitated a late summer gap shoot to fill photo and video asset needs
  - Met with top tourism officials from New Brunswick to review Year 3 results and outline Year 4 objectives and tactics of the NB/ME partnership around the Two Nation Vacation initiative

**CRUISEMAINE:** Developed and awarded an RFP for management of cruise ship marketing, coordination and outreach. The contractor initiated an assessment of the opportunities and challenges in ports visited by cruise ships

**MAINE SPORTS COMMISSION:** Funded the salary and travel expenses of the Executive Director who is charged with attracting sporting events to the state of Maine

**IFW ASSISTANCE WITH HUNTING + FISHING SHOWS:** Paid \$18,000 to support Department of Inland Fisheries & Wildlife attendance at the following sportsmen and travel shows:

- + The Fly Fishing Show, Atlanta, GA
- + The Fly Fishing Show, Somerset, NJ
- + The Fly Fishing Show, Lancaster, PA
- + World Fishing & Outdoor Exposition, Suffern, NY
- + Springfield Sportsmen’s Show, Springfield, MA
- + Virginia Fly Fishing & Wine Festival, Doswell, VA
- + Greater Philadelphia Outdoor Expo, Oaks, PA
- + Travel & Adventure Show, Washington, DC
- + Boston Globe Travel Show, Boston, MA
- + Great American Outdoor Show, Harrisburg, PA

**MAINE DEPARTMENT OF AGRICULTURE, FORESTRY & CONSERVATION:** Collaborated to produce and distribute weekly foliage reports during the fall season

**SKI MAINE AND MAINE SNOWMOBILE ASSOCIATION:** Collaborated to produce and distribute weekly snow reports during the winter months

**METROPOLITAN MUSEUM OF ART:** Collaborated to promote featured exhibit, Marsden Hartley’s Maine





LEISURE TRAVEL SHOWS + SALES

DOMESTIC TRAVEL SHOWS

- + New York – Philadelphia – Washington DC – Boston
- + Worked with regional partners, Maine Windjammer Association captains, and IFW Game Wardens to staff the Maine booth and share information with the show attendees. Supported the Ski Maine Association's presence at the Boston Ski & Snowboard Expo

CANADIAN TRAVEL SHOWS

- + Montreal – Toronto – Ottawa
- + Exhibited at Canadian consumer shows in key markets for Maine visitation. These included outdoor adventure-focused shows, which target a younger demographic looking beyond the shopping and beach destinations that are traditionally those most visited by Canadians
- + Participated in a networking trade show and luncheon for tour operators and media representatives in Montreal, hosted by the U.S. Consulate in conjunction with the International Tourism and Travel Show
- + Contracted with the New England Tourism Center in Montreal to distribute Maine marketing materials in CAA seminars and Travel Xchange trade shows in Ontario and Quebec



EASTERN STATES EXPOSITION  
OR "BIG E" – SPRINGFIELD, MA

- + The Office of Tourism worked with the Maine Tourism Association to staff a booth in the Maine Building on the avenue of States, serving a steady stream of visitors seeking information on fall foliage touring, and making plans to visit Maine for hiking, biking, fishing, hunting, snowmobiling, ATV riding, rafting, bird watching, city-breaks, and next summer's vacation on the water. Culinary tourists to the building queued for baked Maine potatoes and lobster rolls, smoked salmon, Whoopie Pies, maple fudge, wild blueberry pie and homemade ice cream. In 2017, the 101st edition of The Big E broke attendance records, recording, for the first time in history, over 1.5 million guests.





GROUP TOUR - TOUR OPERATOR APPOINTMENTS & MARKETPLACE

AMERICAN BUS ASSOCIATION MARKETPLACE	
52 appointments (28 average for DMO) In partnership with the Maine Motorcoach Network, The Maine Office of Tourism sponsored a Maine booth at the Annual American Bus Association, which hosts 3,500 tour operators, suppliers and exhibitors in the group tour industry. Activities at the Maine booth Included:	<ul style="list-style-type: none"><li>+ Raffle for one dozen lobsters held throughout the trade show</li><li>+ Opening reception serving lobster macaroni &amp; cheese in collaboration with the state of Vermont</li><li>+ Distribution of Maine Invites You, maps, and member profile sheets of the Maine Motorcoach Network</li><li>+ Hundreds of tour operator business cards were collected throughout the four-day tradeshow that are added to the MOT database</li></ul>

NATIONAL TOUR ASSOCIATION	
35 pre-scheduled appointments with tour operators from the United States, Canada and other international markets	

ADVENTURE ELEVATE	
Attended the Adventure Travel Trade Association's American event in Idaho to network with international outfitters and outdoor adventure travel writers	

ONTARIO MOTORCOACH ASSOCIATION	
25 pre-scheduled appointments with tour operators from Ontario, New Brunswick and Nova Scotia, Canada	



# CULTURAL HERITAGE TOURISM

### TECHNICAL ASSISTANCE AND OUTREACH

Cultural Tourism Coordinator provided technical assistance including funding opportunities, product development, current tourism trends and organizational development to statewide and regional cultural tourism initiatives and projects.

### PRESENTATIONS AND SITE VISITS

Coordinator collaborated with the Maine Downtown Center, Maine Arts Commission and Maine Preservation to organize and deliver 8+ cultural roundtables to communities across the state reaching 100+ organizations, businesses and communities on topics related to growing and developing cultural tourism products, and to connect the cultural community with MOT and the industry. Contractor conducted 10+ site visits to learn about new marketing opportunities.

### PR AND MARKETING

Coordinator advised the Maine Office of Tourism on opportunities to include Maine’s cultural assets in the state’s tourism marketing program.

- + Assisted the marketing agency with the production of The Maine Thing Quarterly maritime feature; *Somewhere Beyond the Sea*
- + Collaborated with the Maine Office of Tourism’s PR contractor to develop trip ideas associated with the *Marsden Hartley’s Maine* media campaign
- + Provided input on itinerary and familiarization tour development and photo collection

# MAINE MOTORCOACH NETWORK

Maine Motorcoach Network Group Travel Guide – distributed 100 copies of the resource book featuring group-friendly lodging, attractions, restaurants, transportation services and events in Maine to tour operators.

### 2017 SALES MISSION

Traveled to the mid-Atlantic states of New Jersey, Maryland and Delaware to make one-hour sales calls to 11 group tour operator companies. Each region was represented by a member of the MMN with an introduction by the MOT.

### 2017 FAM TOUR

Hosted two familiarization tours – A June tour to the Greater Portland Region, and an October tour through the Kennebec Valley and Maine Highlands. Tours were organized in partnership with Visit Portland, Visit Freeport, The Greater Bangor CVB, Main Street Skowhegan and Main Street Gardiner.





ADVOCACY

- MOT provided regular updates on Maine visitation research and travel trends:
- + **QUARTERLY STAKEHOLDER MEETINGS** with attendees including members of Maine’s Tourism and Hospitality Alliance (Maine Tourism Association, Maine Innkeepers Association, Maine Restaurant Association, Maine Campground Owners Association, Ski Maine Association and Retail Association of Maine), regional representatives, and other tourism-based organizations
  - + **STATE OF MAINE TOURISM PARTNER NEWS** monthly industry e-newsletter reaches over 5,000 Maine tourism businesses and organizations
  - + **GOVERNOR’S CONFERENCE ON TOURISM**
    - Reported on positive campaign results from 2016, which saw a 5.8 % increase in visitation to Maine over 2015
    - Introduction of creative strategy for the 2017 campaign and the 2017 marketing plan
    - Panel discussion of workforce challenges and resources with DECD Commissioner George Gervais, DOL Director of Policy, Operations and Communication Julie Rabinowitz, and Live & Work in Maine CEO Ed McKersie
    - Keynote speaker Berkeley Young focused on enhancing the visitor experience
  - + **PRESS RELATIONS** sharing information on the positive impact of tourism through in-state press releases and interviews with publications including the Bangor Daily News, Ellsworth American, Lewison Sun Journal, Maine Public Radio, MaineBiz, Portland Press Herald, Quoddy Tides, WCSH6, WVII-ABC 7 and Fox 22

INDUSTRY OUTREACH

- + **PRESENTATIONS** of the 2017 Marketing Plan and campaign creative to industry members in locations throughout the state, including at the MACCE Spring Conference, MACCE Fall Conference, Maine Small Business Development Center-Bucksport Networking meeting, PenBay Chamber Tourism Summit, the Downeast and Acadia Regional Tourism Summit, and in presentations to the Bar Harbor Chamber Lunch & Learn, and the Rotary Club of Bath
- + **INDUSTRY NETWORKING EVENTS** attended included the Maine Hospitality and Tourism Alliance Legislative Reception, Maine Tourism Association Board of Directors meeting, Ski Maine annual meeting, Bangor CVB annual meeting, Visit Portland annual meeting, Maine Tourism Association annual meeting, Maine Restaurant Association Awards Banquet, Maine Hospitality Summit and MACCE Spring and Fall Conferences
- + **BOD/ADVISORY COMMITTEE** participation, including the Maine Woods Consortium, Experience Maritime Maine, and Maine Sports Commission

MAINE TOURISM MARKETING PARTNERSHIP PROGRAM – 2017 GRANTS AWARDED

- + Regional Tourism Marketing Organizations - \$1.2 million
  - Aroostook County Tourism
  - Downeast/Acadia Regional Tourism
  - Greater Portland/Casco Bay
  - Kennebec Valley Tourism Council
  - Maine Beaches Association
  - Midcoast Council of Chambers
  - Maine Lakes & Mountains
  - The Maine Highlands: Bangor, Moosehead, Katahdin
- + Special Event Grant - \$60K
  - Abbe Museum Indian Marketplace
- + Tourism Enterprise Grant - Totaling \$119,065
  - Bethel Area Chamber of Commerce
  - Town of Castine
  - Center for Maine Contemporary Art
  - Destination Moosehead Lake
  - Experience Maritime Maine
  - Great Cranberry Island Historical Society
  - Maine Grains
  - Maine Huts & Trails
  - Maine International Film Festival
  - Maine Pond Hockey
  - Maine Professional Guides Association
  - Maine Street Skowhegan
  - Heart of Biddeford / Maine Downtown Center
  - Piscataquis Chamber of Commerce
  - Portland Bach Experience
  - Washington County Council of Governments

Regional Tourism Marketing Grants are awarded annually. Tourism Enterprise Marketing and Special Events Grants are reviewed and awarded biannually.





# DESTINATION DEVELOPMENT

The Destination Development position at MOT was created in 2016 in response to industry expression of need for this type of technical assistance, most specifically in underserved rural areas of Maine, to assist rural destinations to play a significant role in Maine’s success as New England’s premier four-season destination

- + Public/private partnerships
  - Maine Woods Consortium
  - Ski Maine Association
- + Collaborations - to identify and evaluate areas in need of assistance
  - FAM Tour in the St John Valley of Aroostook County
  - FAM Tour of Millinocket/Katahdin region
  - Moosehead Economic Development Corporation creation of Moosehead Tourism Master Plan working with consultants Future IQ, Somerset County partners and Katahdin area partners
- + Connect organizations with resources/state agencies
  - Advisory meetings with Wiscasset, Newport, Bold Coast Scenic Bikeway, Somerset County Arts
  - Involved Department of Agriculture, Conservation & Forestry in the Aroostook FAM tour, Somerset County arts and agricultural meeting, and meeting at Unity College
  - Connected Department of Transportation and Inland Fisheries & Wildlife officials with the Moosehead Wayfinding committee

- + Technical assistance
  - Workshop at the 2017 Governor’s Conference on “How to Form a Destination Development Team”
  - Moosehead Downtown Experience Committee creation of an Artisan Village as a summer downtown attraction
  - Wesserrunnett Arts Council review of draft Somerset County Rural Cultural Plan
  - Provided board development, board manuals, ongoing group training and orientation training as needed
- + Product development
  - Attended meetings with project developers in Somerset County, the Moosehead region, and Rumford to offer assessments and advise local economic development officials
  - Facilitated Joe Veneto Experience Lab Projects
    - Experience Lab 2017 (2 live sessions and 3 online sessions) held in Augusta with participants from Farmington, Damariscotta, Moosehead Lake, Trenton, Presque Isle and Eastport
    - 2016 Experience Lab reunion assessment of progress at the Biddeford Mill Museum
    - Joe Veneto assessment of multiple experiences in the Moosehead Lake area, providing specific feedback for each business involved
  - Joined Destination Development Association founded by Roger Brooks International. This membership allows MOT to offer access to up to 30 organizations or individuals to Roger’s video series

# RESEARCH

## DESTINATION NEXT

- + Maine contracted with Destination Marketing Association International to accomplish a statewide assessment of the eight tourism regions and Destination Marketing Organizations to determine strengths, community support, opportunities and issues in each region. Deliverables include an online survey assessment, a series of workshops statewide, a summary report for the state and eight regional reports
  - Seven April meetings were held in Portland, Lakes & Mountains (Auburn & Farmington), Kennebec Valley (Hinckley), The Highlands (Dover-Foxcroft, East Millinocket, Bangor). Attendance ranged from 8 to 35 with overall attendance at 129. Detailed planning, site selection and logistics for these sessions took several months to accomplish in each case
  - In October, a second round of workshops were held in the remaining four tourism regions, Aroostook (Fort Kent & Presque Isle), Downeast & Acadia (Machias & Ellsworth), Midcoast (Rockland), and the Beaches (Biddeford). Meeting attendance ranged from 10 to 30 with overall attendance topping at 103
  - The final tally for completed and partial surveys was just slightly over the goal of 1,000
  - The *draft* statewide report is complete. Regional reports are currently being compiled

## ANNUAL VISITOR RESEARCH

- + Statewide and Regional Visitor Profiles
- + Statewide and Regional Tourism Economic Impacts
- + Seasonal Topline Visitor Reports: Spring/Summer, Fall, Winter
- + First-Time and Repeat Visitor Summary
- + Canadian Visitor Study
- + Prospect Study
- + Periodic Polling from a panel of Maine visitors

## WORKFORCE & BUSINESS ATTRACTION RESEARCH

Implemented a 3-phased workforce attraction research program to identify individuals who have the highest likelihood of relocating a business or their family to Maine

**PHASE 1:**  
Gained a thorough understanding of the business climate in Maine as compared to other New England states, as well as the state’s challenges with luring new residents and businesses to Maine

**PHASE 2:**  
A series of focus groups provided a greater understanding of the potential reasons why people would/would not consider relocating to Maine

**PHASE 3:**  
An online survey identified and profiled the best audience as prospects for relocating to Maine and evaluated potential messages and themes to use in promoting Maine as an attractive place to live and work





# MAINE FILM OFFICE

The Maine Film Office is a division within the Maine Office of Tourism that markets Maine as a filming location, and creates and executes a marketing strategy to: increase production in Maine; encourage productions to hire crew and source goods and services locally; and identify opportunities to build the film industry and deepen the economic impact in Maine.

In 2017, the film industry contributed approximately \$15 million in economic impact from projects filmed in Maine.

## PRODUCTION ASSISTANCE

### THE MAINE FILM OFFICE ASSISTED 157 PRODUCTIONS SCOUTING OR FILMING IN MAINE:

- + 12 Commercials
- + 14 Documentaries
- + 53 Films
- + 1 Institutional
- + 7 Photo Shoots
- + 9 Short Films
- + 7 Students Films
- + 1 Student News Story
- + 1 TV Mini-Series
- + 7 TV Series
- + 1 TV Series Audition
- + 23 TV Series Episodes
- + 1 TV Series Pilot
- + 8 TV Series
- + 1 TV Special
- + 3 TV Special Documentary
- + 1 Web Series
- + 7 Web Content

### FILMED IN MAINE HIGHLIGHTS:

- + Disney Channel’s TV Series “Bug Juice”
- + DIY Network’s TV Series “Maine Cabin Masters”
- + DIY Network’s “Building off The Grid”
- + Indie film “Hollystar”
- + Indie film “April in Winter”
- + Indie film “The Opposite of Cleveland”
- + HGTV’s “House Hunters International”
- + CNBC’s “Jay Leno’s Garage”
- + Food Network’s “The Zimmern List”
- + Food Network’s “Chopped”
- + Food Network’s “Best in Seafood”
- + Travel Channel’s “Food Paradise”
- + Travel Channel’s “Booze Traveler”
- + Cooking Channel’s “Cheap Eats”
- + Cooking Channel’s “Late Nite Eats”
- + Discovery’s “Shark Vortex”
- + Discovery’s “Cute as Fluff”
- + Lifetime’s “Married at First Sight”







MAINE FILMS RELEASED

“ISLAND ZERO”

Written by Maine author Tess Gerritsen and filmed in Camden, Rockport, and Islesboro

“MAINELAND” Filmed partly at Fryeburg Academy

“THE SOUNDING” Filmed partly on Monhegan Island

MARKETING

- + The Maine Film Office promoted Maine as a filming location to filmmakers and industry VIP’s from around the world at Sundance Film Festival; SXSW Film Festival; Slamdance Film Festival; Tribeca Film Festival; Toronto Film Festival; and AFCl Locations & Global Finance Show
- + Outreach efforts to visual media productions include contact with productions in the United States, Canada, Australia, Italy, United Kingdom, and France
- + Promoted TV Series and Indie Films shot in Maine that toured the festival circuit in USA and Europe
- + Updated and expanded the new Maine Film Office mobile friendly website to showcase Maine locations, communities, businesses, crew and resources across the state
- + The Maine Film Office is a member of the Association of Film Commissioner’s International, the professional organization for film offices from around the world. The director of the Film Office – one of only 50 certified film commissioners in the world - was appointed as an officer on the AFCl Board of Directors, working with the organization and other film commissions on collaborative marketing programs and initiatives
- + Worked with key industry stakeholders to accomplish goals and objectives:
  - Maine State Film Commission
  - Association of Film Commissioners International
  - Maine Public Broadcasting Network
  - Maine Film Association
  - Maine Media Workshops & College
  - University of Maine
  - Southern Maine Community College
  - Mid-Maine Technical Center
  - Camden International Film Festival
  - Maine International Film Festival
  - Emerge Film Festival
  - Maine Jewish Film Festival





Maine

MAINE FILM OFFICE

