

# MAINE

ANNUAL PLAN | 2018



# CONTENTS

03	Marketing Communication Goals	20	Travel Trade, Consumer Group + Fit - Leisure Sales
04	Evolving as a Lifestyle Brand	24	Industry Communications
06	Continuation Strategies	26	Strategic Planning
08	Campaign Progression	27	Five Year Strategic Planning
10	Target Audience	28	Destination Development
13	Channel-specific Marketing Tactics	31	Research and Analytics
16	Public Relations / Earned Media	33	Maine Film Office
		36	Media Schedule



## 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.**

## MARKETING COMMUNICATION GOALS

### EXECUTE A YEAR-ROUND STATEWIDE MARKETING PLATFORM TO:

- + Maintain visitors staying in paid accommodations at **12,800,000**
- + Increase total first-time visitation (day and overnight) to **5,379,500**
- + Maintain likelihood to recommend Maine as a vacation destination at **95%**
- + Continue to monitor growth of ad awareness of Maine as a vacation destination among our three priority consumer segments
- + Maintain consumers taking action (i.e., seeking more information, visiting website, ordering travel guide, etc.) as a result of seeing MOT advertising at **50%**

**JOURNEY | NO. 34 | HIGHLANDS REGION**

Our day began simply at the trail head; we smiled, looked up and said, "Shall we?" Out here the mountain is like a welcome third wheel, a force of nature that strengthens bonds. With nature and each other. Embarking on the trail upwards brought us closer together, sometimes talking, often walking in silence, and guiding one another as we trekked towards the sun. At the peak, overwhelming in its grandeur, we yelled in perfect, harmonious unison: this is me.

**15:37 | BORESTONE MOUNTAIN | 45.3770° N, 69.4038° W**

**SHE LOOKED AT ME WITH A MISCHIEVOUS GRIN AND SAID, "LET'S TAKE THIS TRAIL!"**

**BE ORIGINAL. BE INSPIRED AT MAINEQUARTERLY.COM** **Maine**

**TALENT**

Even the most jaded musician.

There's a lot of harmony between what I make every day and where I live. I need a place to stretch out, feel relaxed. Fuel my passion. Here, you can be open to new ideas and are completely free to explore them. I couldn't do this in a big city anymore. There are too many distractions. But here, in this fantastic place, I can be creative and follow my own way. It's a place where I proudly proclaim every morning, this is me.

**IT'S COMFORTABLE. IT FITS PERFECTLY. NEED TO KNOW ANYTHING ELSE ABOUT THIS TOWN?**

**BE ORIGINAL. BE INSPIRED AT MAINEQUARTERLY.COM** **Maine**

## EVOLVING AS A LIFESTYLE BRAND

In 2017, MOT launched the creative expression *This is Me* — a declaration of the brand value, originality. This effort continues to transform and position Maine as a lifestyle brand making use of inspirational storytelling. The campaign deeply resonated with our priority segments as a universal statement for those who uphold this value and carve their own paths in life. The *This is Me* campaign will continue to evolve in 2018 as the Maine Thing brand builds momentum in permeating and influencing our audiences' everyday lives.

# CONTINUATION STRATEGIES

Continue to develop strategies that allow the Maine brand to resonate with consumers on three levels:

- + As a like-minded community of people who share the value of originality
- + As evidenced by their engagement with Maine-based products and services
- + As evidenced by their passion for vacationing/spending time in Maine

Continue to develop marketing strategies and content to address our priority segments' mindsets during the different stages of the vacation-planning lifecycle.

Dreaming → Discover/Research → Commit/Plan  
Book → Experience → Reminisce

Expand media efforts into fall and winter seasons to establish a year-round presence and thus, Maine as a four-season destination.



Partner with like-minded, national media vendors to develop a strategic integrated program that establishes Maine's credibility and furthers audience reach.

Concentrate media weight and audience coverage in markets of opportunity to maintain repeat visitation and drive higher rates of first-time visitation.

## National Coverage

### New England

- + Emphasis on Boston

### Spot Markets

- + Charlotte, NC
- + Baltimore, MD
- + Hartford, CT
- + Philadelphia, PA
- + Washington, D.C.

### Canada

- + New Brunswick, Ontario, Quebec, Nova Scotia

### International

- + In partnership with Brand USA and Discover New England with emphasis on the UK and Germany

## CAMPAIGN PROGRESSION

The 2017 Advertising Effectiveness Survey indicates strong performance of the *This is Me* campaign, reinforcing the continuation of this creative strategy in 2018.

- + Visual-aided recall of the Summer 2017 campaign **increased 7%** compared to 2016 campaign
- + As intended per the strategy, respondents identified the most common message of the work to be:

*Be yourself*

*Do what you like*

*Rediscover yourself*

- + The priority segments are significantly more likely to feel positive towards the campaign, particularly Balanced Achievers, compared to non-priority segments
- 62% of the priority segments said the work made them want to visit Maine – even higher for **Balanced Achievers at 78%**
- + Seven in ten travelers who recall the Maine ads (visually-aided) were compelled to take further action as a result of seeing the ads, **a 23% increase YoY to 70%**
- In fact, **35%** indicate that the ads convinced them to consider taking a trip. And another **42%** indicate that the ads confirmed their decision to visit, compared to **29%** the year prior
- + For every **\$1 spent** in advertising leisure travel in Maine **returns \$22** in overall visitor spending to the state



# TARGET AUDIENCE

## BALANCED ACHIEVERS

Seek life balance, strive for higher status, are creative and in tune with nature. Drawn to competition and trailblazing experiences, want to be the first person to try new things.

**71%** are married  
**50%** have children  
Average age **42**  
Average HHI **\$117,495**

### VACATION PRIORITIES

- + On vacation, they check off their “must see and do” list. Like sophisticated, urban/city experiences, nightlife & entertainment, and also enjoy things and places off the beaten path, nature and cultural activities
- + Want to vacation in a place where they have the space and time to reflect on what’s important in life—to change their state of mind, step back from problems, be in the moment, and listen to their inner voice
- + See vacations as an antidote to being self-absorbed. Tend to be big spenders on vacation—shopping for local handmade, one-of-a-kind items—but are careful to avoid excess

## GENUINE ORIGINALS

Enjoy exploring, are drawn to adventure and risk, are creative and independent, are very focused on nature, and are self-actualized, broad-minded and curious.

**69%** are married  
**38%** have children  
Average age **46**  
Average HHI **\$130,627**

### VACATION PRIORITIES

- + On vacation, they exemplify freedom of thought/action and follow their inner compass to do their own thing. They pursue outdoor recreation and make it a priority to explore nature and observe wildlife—it helps them shed their worries and cares—time spent in tune with nature rejuvenates their soul
- + Are interested in art, history and cultural activities. They try new vacation destinations; they don’t take cookie-cutter vacations
- + The destinations they choose reflect who they are—they are not driven by luxury, popularity or urban sophistication. They desire authentic trips with exposure to unique local people, cultures and experiences
- + Are open-minded travelers who like to adventure off the beaten path and immerse themselves deeply

## SOCIAL SOPHISTICATES

Believe appearances matter and are drawn to status, think about their place in the world, focused on family and community, want to have fun, are self-reliant and choose their own goals.

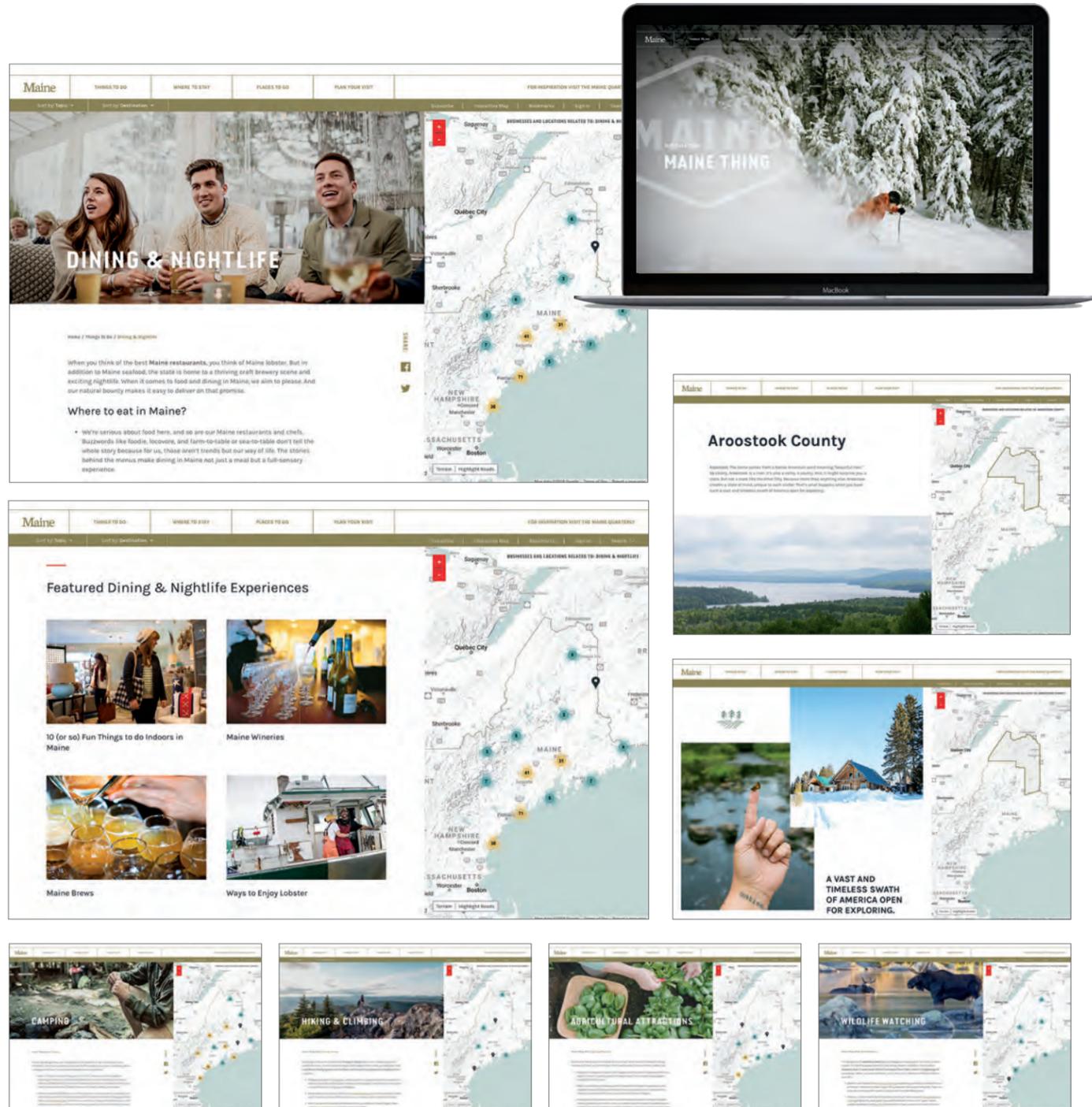
**70%** are married  
**44%** have children  
Average age **43**  
Average HHI **\$132,724**

### VACATION PRIORITIES

- + Are interested in luxury, flawless service, keeping up appearances and having fun
- + Make it a priority to travel every year and are passionate about it
- + Believe their choice of vacation destination reflects who they are, so they look for trendy vacation spots. Prefer romantic, popular destinations with a “faraway” feeling and excellent accommodations to escape daily distractions
- + On vacation they want to shed responsibilities, take mental health breaks and let their defenses down
- + Want to find some serenity and change their state of mind, but are not interested in mental/spiritual rejuvenation. Are not particularly curious about cultural activities, exploration or adventure
- + Are not careful about money



# CHANNEL - SPECIFIC MARKETING TACTICS



## WEBSITE

### VISITMAINE.COM

- + Overhaul existing content to facilitate trip-planning, focusing on tangible information in quick-read, visual formats
- + Roll out bookmarking functionality allowing users to save and revisit preferred content on the website
- + The Maine Quarterly: continue to develop inspirational feature publications that dive deeper into uniquely Maine topics and monthly articles to align with key pillars – Food + Drink, The Outdoors, The Simple Life, Arts + Culture

### INDUSTRY PARTNERS WEBSITE:

- + Develop new industry partners website to provide user-friendly experience and ease of access to information

## EMAIL MARKETING

- + Deploy 12 monthly emails with editorial content tailored to resonate with each of our consumer segments
- + Leverage this high-quality editorial content by buying into travel or niche specific third-party email programs
- + Deploy supplemental emails to support featured content or promotions
- + Organically grow the subscriber base by 5%



# VISITMAINE.COM



## **PAID ADVERTISING**

In 2018, the paid media strategy extends Maine's presence across the four seasons to further develop the destination beyond peak summer visitation. Specific channels and tactics are consistent with the year prior.

## **BROADCAST**

- + April-May flight in key markets to promote first-time summer travel (Baltimore, Charlotte, Hartford, Philadelphia, Washington DC)
- + Expand national presence through Weekends with Yankee sponsorship on PBS, Pro Bowling Association on ESPN and World Pro Ski Tour on CBS Sports Network
- + Continue national radio partnership with NPR again in 2018

## **DIGITAL**

- + Distribute video content that entices travel intenders to learn more about Maine
- + Native teaser units placed within contextually relevant websites drive qualified traffic to editorial and planning content on Maine's website
- + Promoted posts on social networks generate consumer engagement with Maine content
- + Mobile and desktop units leverage travel intent behavior to promote Maine content consumption on Maine's website
- + Capitalize on moments of opportunity with prospects showing interest in Maine through Paid Search efforts
- + Provide additional resources for identified travelers to Maine during their stay through geo-fenced mobile marketing

## **PRINT**

- + Reinforce Maine messaging within premium titles at the local and national level
- + Alignment with niche content of interest to priority audience segments

## **OUTDOOR**

- + Branded delivery trucks provide market-wide coverage within geographies identified as offering the greatest opportunity to generate first time and repeat visitation in 2018

# PUBLIC RELATIONS / EARNED MEDIA

As a vital component of an integrated, research-driven approach to marketing, the public relations/earned media program communicates Maine's unique point-of-difference to generate a greater understanding of the Maine lifestyle. It extends the reach of Maine's message by penetrating markets beyond the scope of paid advertising and supports the campaign's messages and media mix.

By working with a wide range of media (including print, broadcast and digital) and focusing on Maine's "most wanted" media list, we tell the stories that build upon Maine's brand value of originality, empowering the media and influencers to become our storytellers.

By building a community of storytellers we continue to grow awareness of Maine as a top-of-mind destination while helping to increase inquiry generation across multiple sources. Creating a steady stream of coverage and engagement, both in traditional media and social media, with messaging that parallels Maine's assets with the qualities of its people, enables us to enhance the desirability of the Maine experience and lifestyle.

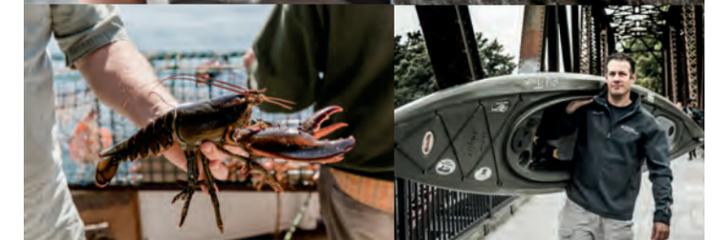
## 2018 PLAN

- + Proactively pitching story ideas to regional, national and international media outlets in several genres, including travel, food/wine, lifestyle (general and niche) and news with a goal of at least five proactive pitches to our most-wanted media list each month
- + Communication with the media to provide the latest information on Maine as a travel destination that embodies an aspirational lifestyle of originality with a goal of at least one comprehensive update distributed per month
- + Planning familiarization visits to Maine for key media and influencers to generate content that covers the depth and breadth of Maine travel experiences with the goal of hosting 40 media/influencer visits
- + Hosting a media marketplace in New York City with the goal of having 40-60 top-tier media in attendance
- + Collaborating with PBS's Travelscope travel show to reach targeted Social Sophisticate and Balanced Achiever segments with the goal of at least 18 million impressions
- + Providing support, information and assets to media covering Maine as needed
- + Generating engagement with the media and general public through social platforms, reaching a broader audience and presenting a wide variety of visually appealing and timely content on a daily basis

*The overall goal of the program is to reach 800 media/influencer contacts this year, in addition to garnering editorial coverage on Maine totaling at least 5 billion media impressions.*

## WITHIN THE STATE OF MAINE, PUBLIC RELATIONS INCLUDES:

- + Providing marketing support to the regional tourism organizations as requested by the Office of Tourism
- + Consistent communication with Maine's tourism industry to raise awareness of the Office of Tourism's work, programs and accomplishments
- + Communicating tourism's impact on Maine's economy and sharing the value of tourism message





## SOCIAL MEDIA

Social media plays a pivotal and cost-effective role in the process of acquiring first-time visitors and bringing repeat visitors to Maine. While communication channels such as PR and paid marketing efforts focus more on branding, awareness and outreach, social media focuses more on ongoing engagement, education, value and building desire.

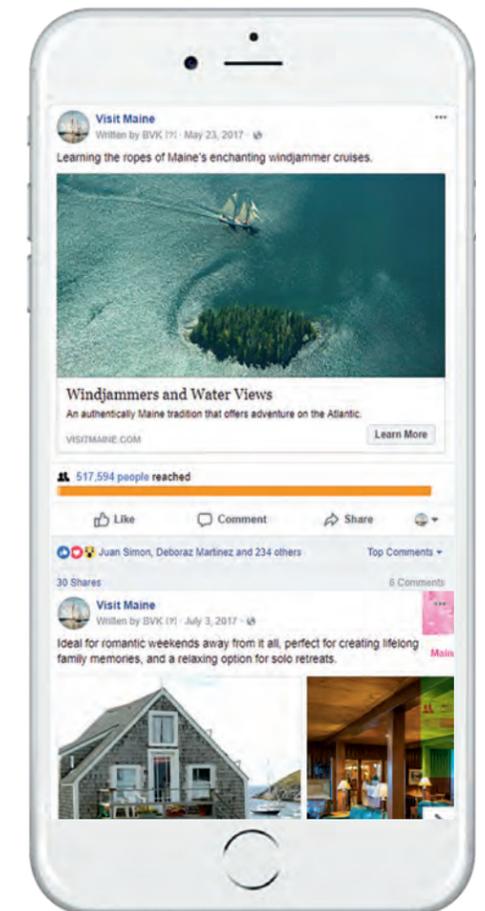
Paired with the appropriate mix of earned media and paid advertising, social media allows Maine to engage with audiences on a number of platforms for an extended period of time. With the popularity of social platforms in the ever-changing digital landscape, the lines between earned and paid media are often blurred.

Currently, MOT is active on Facebook, Twitter, Instagram, YouTube, Pinterest and Snapchat.

The goal of the 2018 social media plan is to grow our audience by 10 percent on Instagram and 5 percent on each of the other platforms. The tactics include:

- + Motivating our target audience to actively follow Maine on social platforms by sharing their posts/ images/videos and responding directly to their comments on a daily basis
- + Keeping stories alive by sharing published articles through social channels to keep the conversation going
- + Boosting posts that resonate with our current audience to reach a broader audience
- + Using more engaging video content to further tell Maine's story

Continually seeking opportunities to collaborate with influencers who can provide extensive exposure for Maine is also an important aspect to the plan. This year a partnership with Travel Mindset will focus on an influencer campaign during the months of June and September.



# TRAVEL TRADE, CONSUMER GROUP + FIT - LEISURE SALES

## OVERSEAS

As one of the five state partners of Discover New England (DNE), Maine is an active participant in DNE overseas initiatives from sales missions and media/travel trade familiarization trips, to joint marketing partnerships and consumer travel shows.

Through DNE we are able to reach a global market and attract international visitors. As a member, we work directly with travel trade professionals to promote Maine destinations, experiences and businesses for group and FIT (foreign independent traveler). Maine benefits directly from DNE activities in-market and stateside with increases in overseas visitation and spend annually.

Target markets, in partnership with DNE and other New England states, include: UK, Germany, France, Japan, Scandinavia, Australia and New Zealand.

In 2018, we will continue marketing efforts specific to outreach and strengthening relationships with travel trade through one-on-one sales calls as well as with the media through PR/Media Relations efforts.

At the national level, and through DNE, Maine will continue to expand its relationship with Brand USA. This will be achieved by exploring a mix of paid and earned media opportunities in targeted overseas markets, particularly within the Brand USA pillars that best represent Maine experiences: The Great Outdoors and Culinary.



In partnership with Brand USA, continue to develop more in-language content to expand Maine's presence on their website, DiscoverAmerica.com and host FAM visits. These efforts allow us to leverage the consumer-facing funds matching opportunities through Brand USA in our core overseas markets.

Top International Travel Trade Events in the US attended by Maine:

- + ITB, March 7-11, 2018, Berlin, Germany
- + Discover New England Summit, April 2018, Cape Cod, MA
- + US Travel Association's IPW, May 2018, Denver, CO
- + World Travel Market (WTM), November 5-7, 2018, London, England

Key attributes of overseas visitors that speak to pillars in our 5-Year Strategic Plan, Developing the Tourism Pipeline and Grow Off-Season Visitation, are that they:

- + Spend more and stay longer
- + Stay in paid accommodations
- + Are less likely to cancel due to changes in weather
- + Fill in midweek and off-season gaps

## CANADA

Maine will continue to participate in targeted travel trade and consumer events working with the New England Tourism Center based in Montreal. These events include:

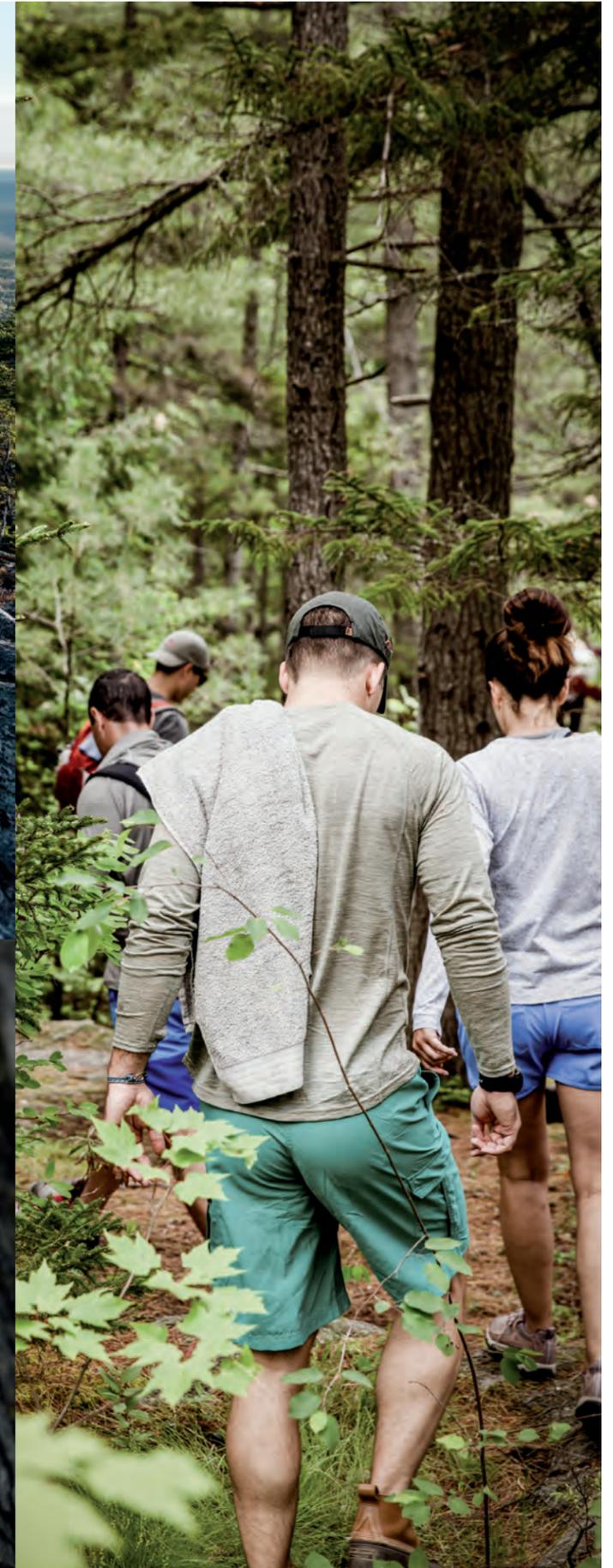
- + Travel Xchange Trade Shows in Quebec and Ontario
- + CAA Seminars across the Province of Quebec and Ontario

Additionally, Maine will exhibit at a series of targeted consumer travel shows throughout Eastern Canada including the International Travel & Tourism Show, Toronto; Montreal Outdoor Adventure Shows; and the Ottawa Travel and Vacation Show.

## DOMESTIC

- + Exhibit at high-traffic consumer shows in core and growth markets within the Eastern U.S.A. that align with our target segments and geographic markets, including Boston, New York, Philadelphia and Washington, DC. Provide partnership opportunities at these shows to regional and industry partners
- + Continue to have a strong presence at the Eastern States Exposition in partnership with the Maine Tourism Association, providing statewide information to the 1.5 million attendees at the Big E. This ranges from state agencies including the Departments of Agriculture, Conservation and Forestry; Inland Fisheries and Wildlife; Transportation; and the Arts Commission plus Tourism and Hospitality Alliance members and Maine's eight tourism regions
- + Exhibit at targeted Outdoor Sporting shows to support Maine's traditional hunting and fishing tourism sector, including the Great American Outdoor Show in Harrisburg, PA, and the World Fishing and Outdoor Exposition in Suffern, NY. Provide partnership opportunities to Inland Fisheries and Wildlife, and the Maine Professional Guides Association
- + For group and motorcoach, attend the American Bus Association Marketplace and National Tour Association Travel Exchange with pre-scheduled one-on-one meetings with group travel decision makers, operators and buyers from across the country, partnering with the Maine Motorcoach Network to exhibit and showcase Maine as a group-friendly destination
- + Support the Maine Motorcoach Network by participation in a tour operator FAM tour showcasing group-friendly destinations, attractions and businesses in Maine
- + Continue to build a network of preferred travel providers through the Travel Alliance Partners (TAP) annual event. As a Preferred Professional Travel Provider (PPTP), MOT benefit from a network of top travel decision makers from across North America

*Targeting the group tour and motor coach market, Maine will continue to build relationships at the Ontario Motor Coach Association annual marketplace each October.*





## INDUSTRY COMMUNICATIONS

The Office of Tourism seeks to strengthen the industry through regular sharing of information and resources to elevate the visitor experience, advance industry success and build a shared imperative to support the tourism industry as a vital economic driver and a key component of Maine's quality of life.

- + Host Annual Tourism Conference
- + Distribute Annual Report and Annual Plan
- + Conduct Quarterly briefings with industry stakeholders including the Maine Tourism and Hospitality Alliance members and regional representatives
- + Give presentations about state tourism initiatives at regional tourism summits, DMO, chamber of commerce and industry association meetings

- + Distribute press releases to in-state media to share information about MOT initiatives, programs and accomplishments
- + Publish the State of Maine Tourism Partners News monthly industry email addressing the interests of Maine's tourism industry and stakeholders with information about MOT marketing, public relations, research and sales activities; industry partner updates; and national tourism research, trends and best practices

- + Provide technical assistance and MOT marketing information in response to industry and press inquiries
- + Activate MOT Industry social media channels on Twitter and LinkedIn to extend distribution of information

## STRATEGIC PARTNERSHIPS

### TWO NATION VACATION

Partner with Tourism New Brunswick to promote an itinerary that connects our adjacent coastal regions in Downeast Maine and Maritime New Brunswick. The program uses Two Nation Vacation social and digital platforms, as well as targeted marketing tactics to inspire travelers to explore Downeast Maine beyond more visited regions, building on the allure of an international experience available close to home.

### MAINE TOURISM ASSOCIATION (MTA)

Partner with MTA to move people through Maine's diverse regions for an enhanced visitor experience through support of the Maine Visitor Information Centers and distribution of the Maine Invites You visitor guide. Work in conjunction with MTA to educate Maine residents on the value of tourism and its impact on their lifestyle and economic health.

### LIVE AND WORK IN MAINE

Collaborate to leverage the *This is Me* brand to produce an economic development workforce attraction campaign focused in the Boston market.

## FIVE YEAR STRATEGIC PLANNING

Maine State Law requires the Maine Office of Tourism, with input from the tourism industry, to develop a Five-Year Marketing and Development Strategy for state tourism growth. In 2018/2019, the Office of Tourism will schedule listening sessions in each of the state's eight tourism regions to solicit input that will be used to shape the Five-Year Strategic Plan that will begin in 2020. Additionally, the Maine Office of Tourism will be analyzing consumer travel trends throughout the year using industry-leading syndicated tourism resources as well as its own tourism research studies.



# DESTINATION DEVELOPMENT

## LONG-TERM GOALS:

- + Help develop the visitor pipeline for rural tourism destinations
- + Grow rural visitation through product development
- + Develop a sustainable approach to rural tourism destination development
- + Make rural tourism destination development a shared imperative

## 2018 PLAN:

- + Provide technical assistance as appropriate to help organizations take steps toward destination development readiness
- + Continue to connect organizations with state agencies and resources to help resolve issues and advance project momentum
- + Work with industry advocacy groups to identify areas in need of assistance and evaluate their readiness factors
- + Assist areas in product development using industry experts who can teach and train businesses how to create new experiences that the public desires

## PROJECTS CURRENTLY UNDERWAY INCLUDE:

### **REGIONAL PLANNING**

- + Work with the Katahdin area to advance their regional master plan currently in progress
- + Collaborate with the Maine Woods Consortium and Future IQ to conduct high-level planning for the seven-county rural regions

### **MAINE WOODS CONSORTIUM (MWC):**

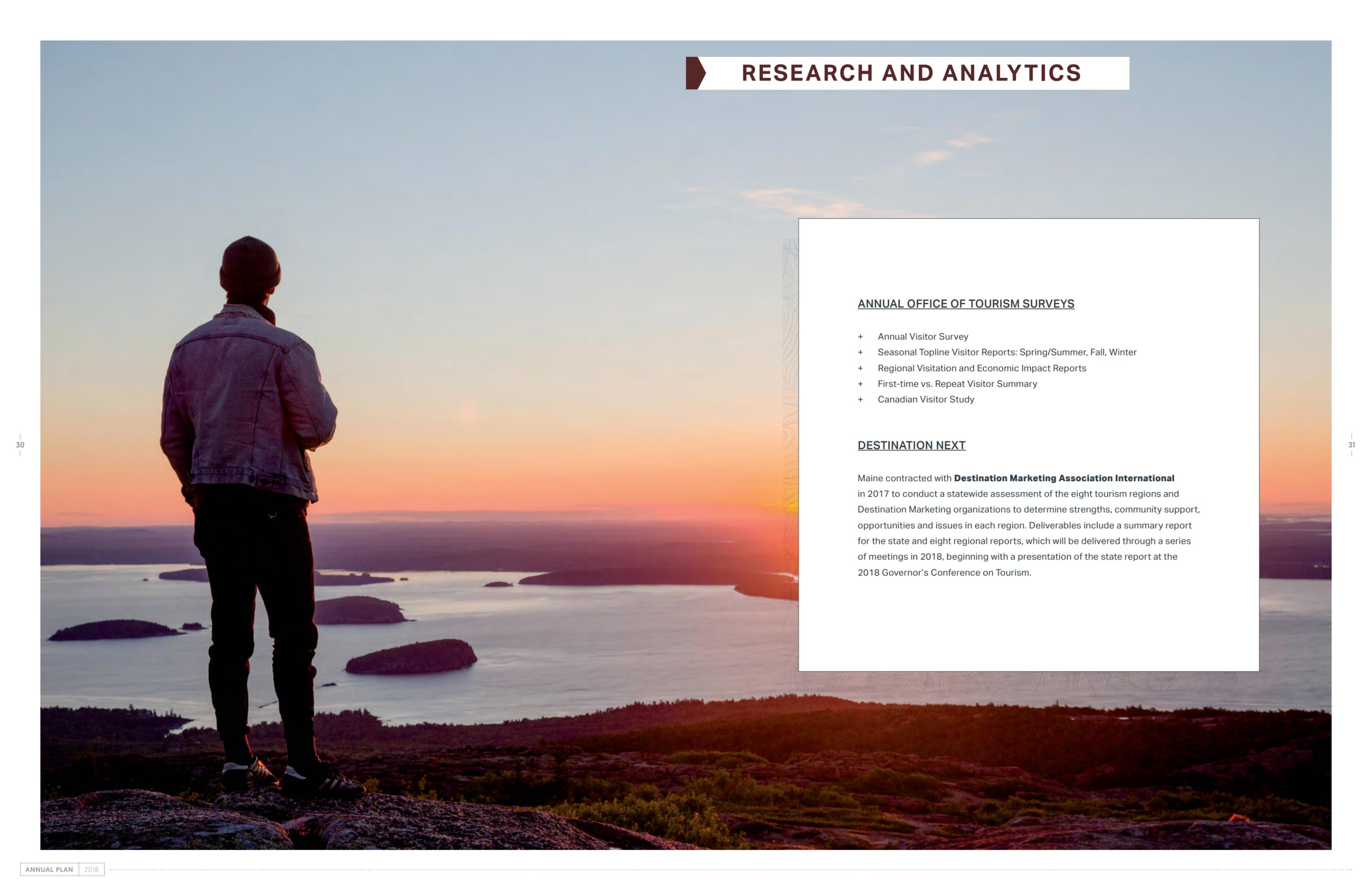
Continue to work together in a public-private partnership with Maine Woods Consortium to implement several rural initiatives in their designated rural destination areas.

- + Help MWC implement a "pilot project" called Community Destination Academy in the Moosehead region for ultimate sharing across the Maine Woods region. This multi-part training will be offered to local leadership teams that have met certain criteria and will offer basic skills required for team development efforts
- + Work jointly with MWC and Maine Quality Center to pilot a Hospitality Training program in the Katahdin region

### **EXPERIENCE LAB – PHASE II**

- + Joe Veneto's Experience Assessment of Moosehead Lake area requires local economic development staff working closely with MOT to follow-up with businesses
- + Review and monitor progress of all Experience Lab 2016 & 2017 participants. Each group selected a project and worked on scripting their experiences. Some are now in the testing phase gaining public feedback





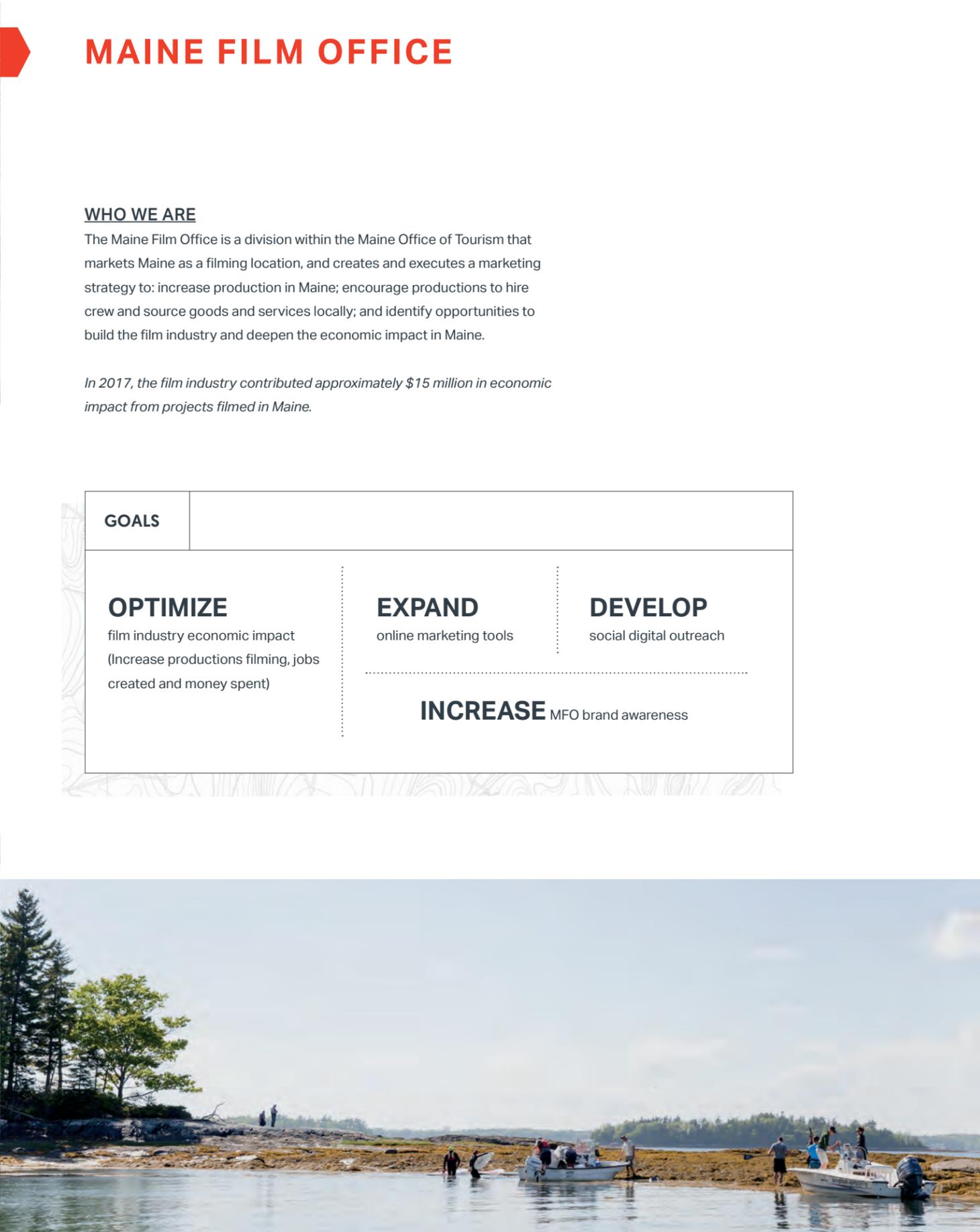
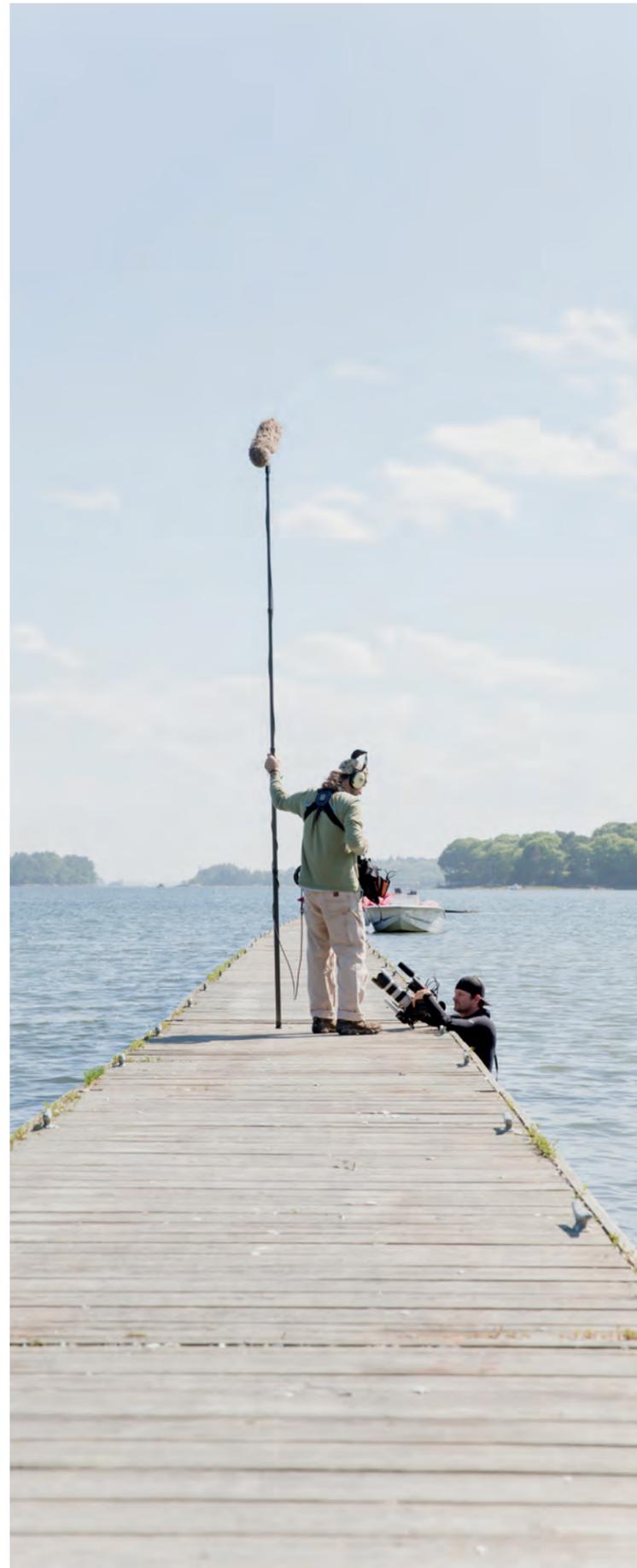
## RESEARCH AND ANALYTICS

### ANNUAL OFFICE OF TOURISM SURVEYS

- + Annual Visitor Survey
- + Seasonal Topline Visitor Reports: Spring/Summer, Fall, Winter
- + Regional Visitation and Economic Impact Reports
- + First-time vs. Repeat Visitor Summary
- + Canadian Visitor Study

### DESTINATION NEXT

Maine contracted with **Destination Marketing Association International** in 2017 to conduct 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 a summary report for the state and eight regional reports, which will be delivered through a series of meetings in 2018, beginning with a presentation of the state report at the 2018 Governor's Conference on Tourism.



# MAINE FILM OFFICE

## WHO WE ARE

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.*

GOALS		
<p><b>OPTIMIZE</b> film industry economic impact (Increase productions filming, jobs created and money spent)</p>	<p><b>EXPAND</b> online marketing tools</p>	<p><b>DEVELOP</b> social digital outreach</p>
<p><b>INCREASE</b> MFO brand awareness</p>		

## CORE MARKETING STRATEGIES

### **Owned**

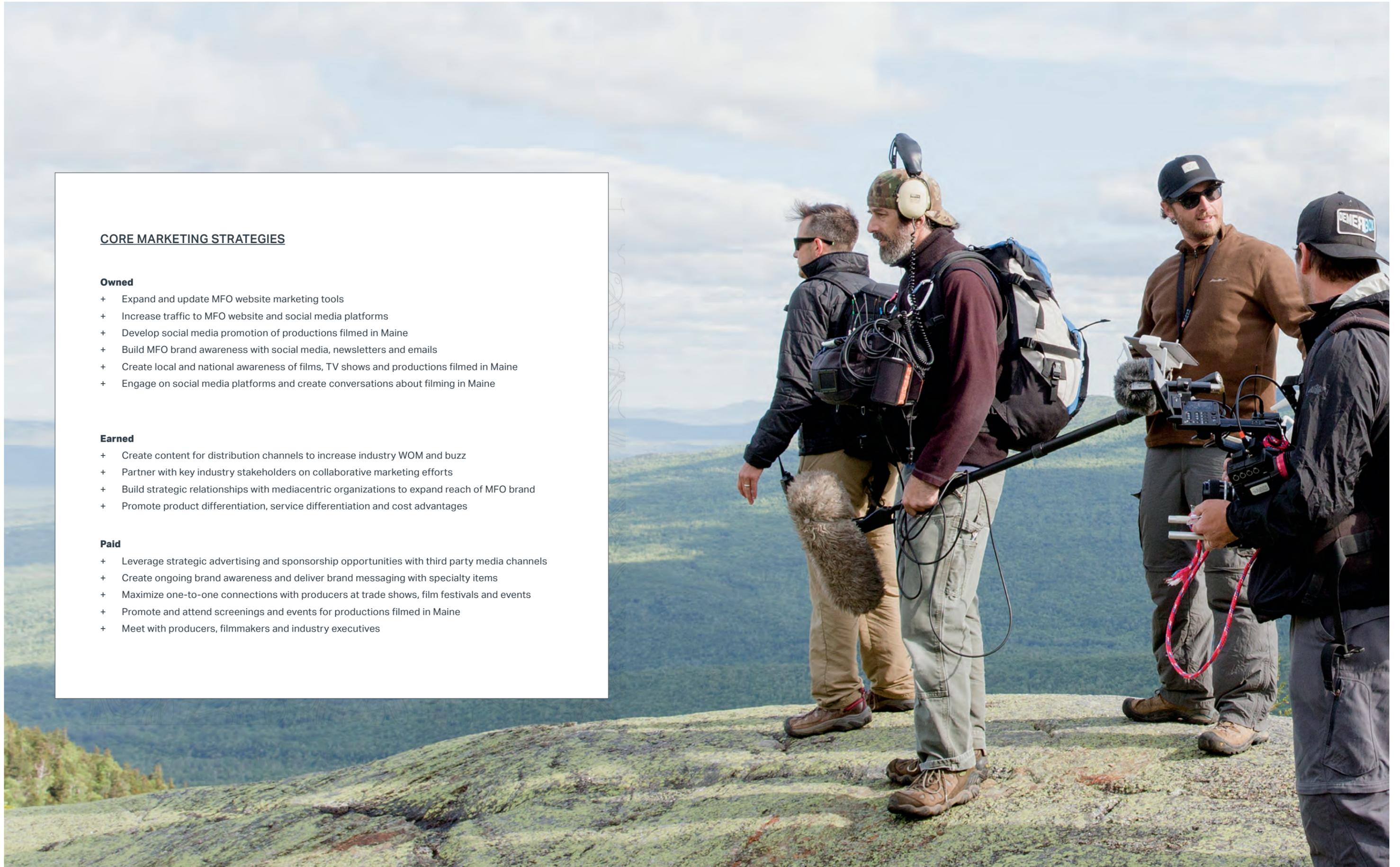
- + Expand and update MFO website marketing tools
- + Increase traffic to MFO website and social media platforms
- + Develop social media promotion of productions filmed in Maine
- + Build MFO brand awareness with social media, newsletters and emails
- + Create local and national awareness of films, TV shows and productions filmed in Maine
- + Engage on social media platforms and create conversations about filming in Maine

### **Earned**

- + Create content for distribution channels to increase industry WOM and buzz
- + Partner with key industry stakeholders on collaborative marketing efforts
- + Build strategic relationships with mediacentric organizations to expand reach of MFO brand
- + Promote product differentiation, service differentiation and cost advantages

### **Paid**

- + Leverage strategic advertising and sponsorship opportunities with third party media channels
- + Create ongoing brand awareness and deliver brand messaging with specialty items
- + Maximize one-to-one connections with producers at trade shows, film festivals and events
- + Promote and attend screenings and events for productions filmed in Maine
- + Meet with producers, filmmakers and industry executives



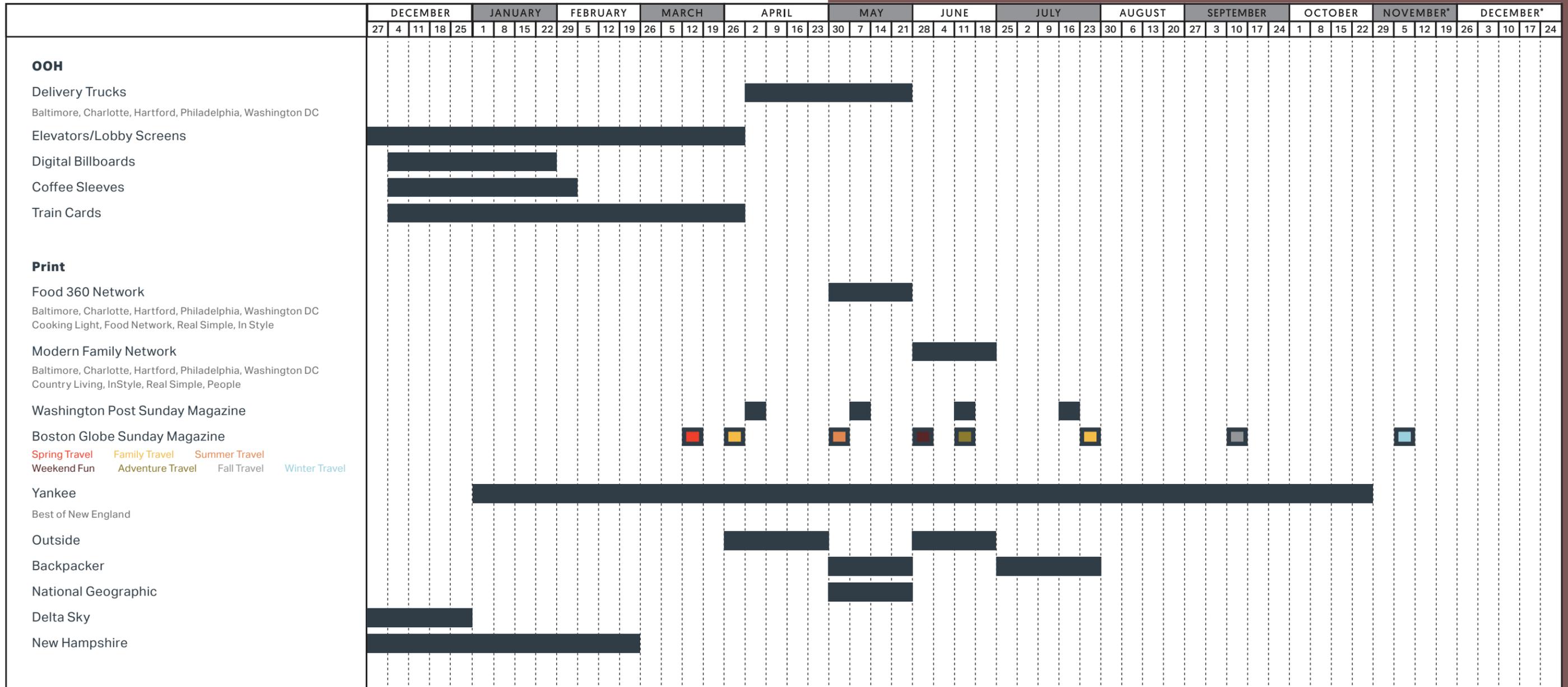
# MEDIA SCHEDULE

Discover, Research, Commit  
Plan, Book  
Experience

	DECEMBER					JANUARY				FEBRUARY				MARCH				APRIL					MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER*				DECEMBER*					
	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17
<b>TV</b>																																																								
<b>Sponsorships</b>																																																								
WPST																																																								
PBA																																																								
Yankee																																																								
<b>Spot TV</b>																																																								
Baltimore, Hartford, Washington DC																																																								
Charlotte and Philadelphia																																																								
<b>Radio</b>																																																								
NPR																																																								
<b>Digital</b>																																																								
Paid Social																																																								
Programmatic Video																																																								
Native																																																								
Washington Post																																																								
Yankee																																																								
Trip Advisor	FY17 Sponsorship																								FY18 Sponsorship																															
Boston Globe																																																								
Programmatic Display																																																								
Strategic Partnership																																																								
<b>Annual Channels</b>																																																								
Paid Search																																																								
YouTube																																																								
<b>International</b>																																																								
Brand USA/Miles Media																																																								
Germany Spring Multi-Channel																																																								
Germany Thomas Cook Everywhere																																																								
UK Thomas Cook Everywhere																																																								
Canada Spring Multi-Channel																																																								
Enhanced State Page																																																								

\*Media schedule for Winter 2018/2019 is in development

# MEDIA SCHEDULE



\*Media schedule for Winter 2018/2019 is in development

