

2017

# Maine Office of Tourism Annual Plan, 2017

Maine Office of Tourism

Maine Department of Economic & Community Development

Follow this and additional works at: [https://digitalmaine.com/decd\\_docs](https://digitalmaine.com/decd_docs)

---

## Recommended Citation

Maine Office of Tourism and Maine Department of Economic & Community Development, "Maine Office of Tourism Annual Plan, 2017" (2017). *Economic and Community Development Documents*. 167.  
[https://digitalmaine.com/decd\\_docs/167](https://digitalmaine.com/decd_docs/167)

This Text is brought to you for free and open access by the Economic and Community Development at Digital Maine. It has been accepted for inclusion in Economic and Community Development Documents by an authorized administrator of Digital Maine. For more information, please contact [statedocs@maine.gov](mailto:statedocs@maine.gov).

# ME

ANNUAL PLAN

'17



VISITMAINE.COM

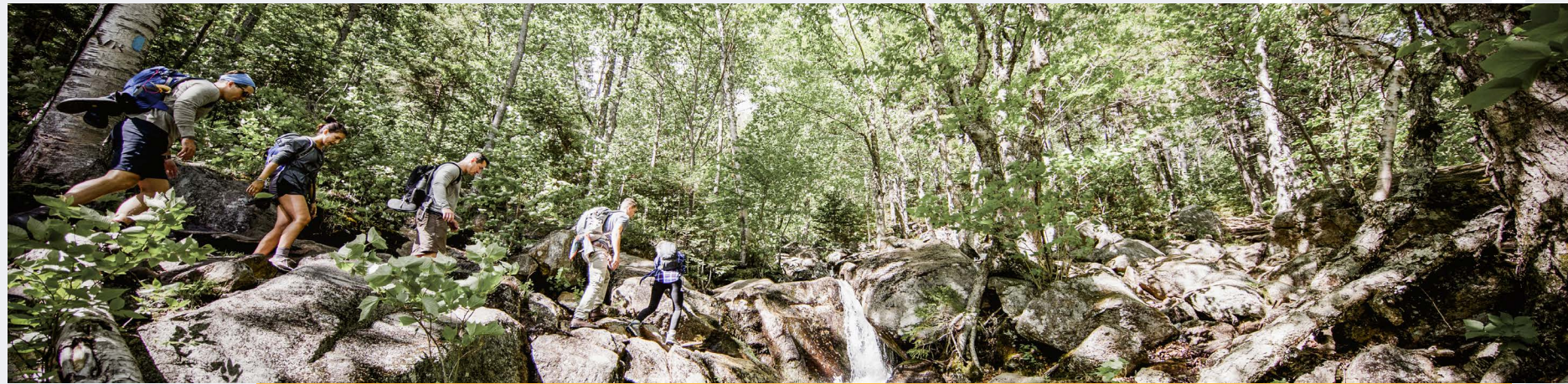


## CONTENTS

MARKETING COMMUNICATION GOALS 2  
BACKGROUND 3  
TRANSITIONING TO A LIFESTYLE BRAND 6

CORE MARKETING STRATEGIES 7  
TARGET AUDIENCE 9  
CHANNEL-SPECIFIC STRATEGIES AND TACTICS 11

MAINE FILM OFFICE 31  
MOT 2017 MEDIA SCHEDULE 33



## OUR MISSION

# BECOME THE PREMIER FOUR-SEASON DESTINATION IN NEW ENGLAND.

## WHO WE ARE

The Maine Office of Tourism (MOT), 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, the economy and the citizens of Maine, thereby protecting and creating jobs through attracting visitors to the state.

In 2016, tourists spent just under \$6 billion in Maine, supporting nearly 106,000 jobs.

## MARKETING COMMUNICATION GOALS

### Execute a year-round state-wide marketing platform to...

- + Increase visitors staying in paid accommodations to **12,800,000**
- + Increase total first time visitation (day and overnight) to **5,300,000**
- + 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 a travel guide, etc.) as a result of seeing MOT advertising at **47%**

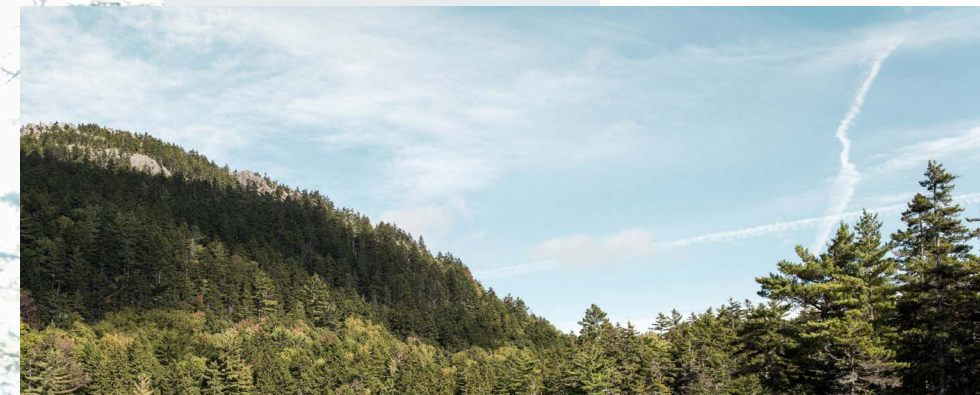
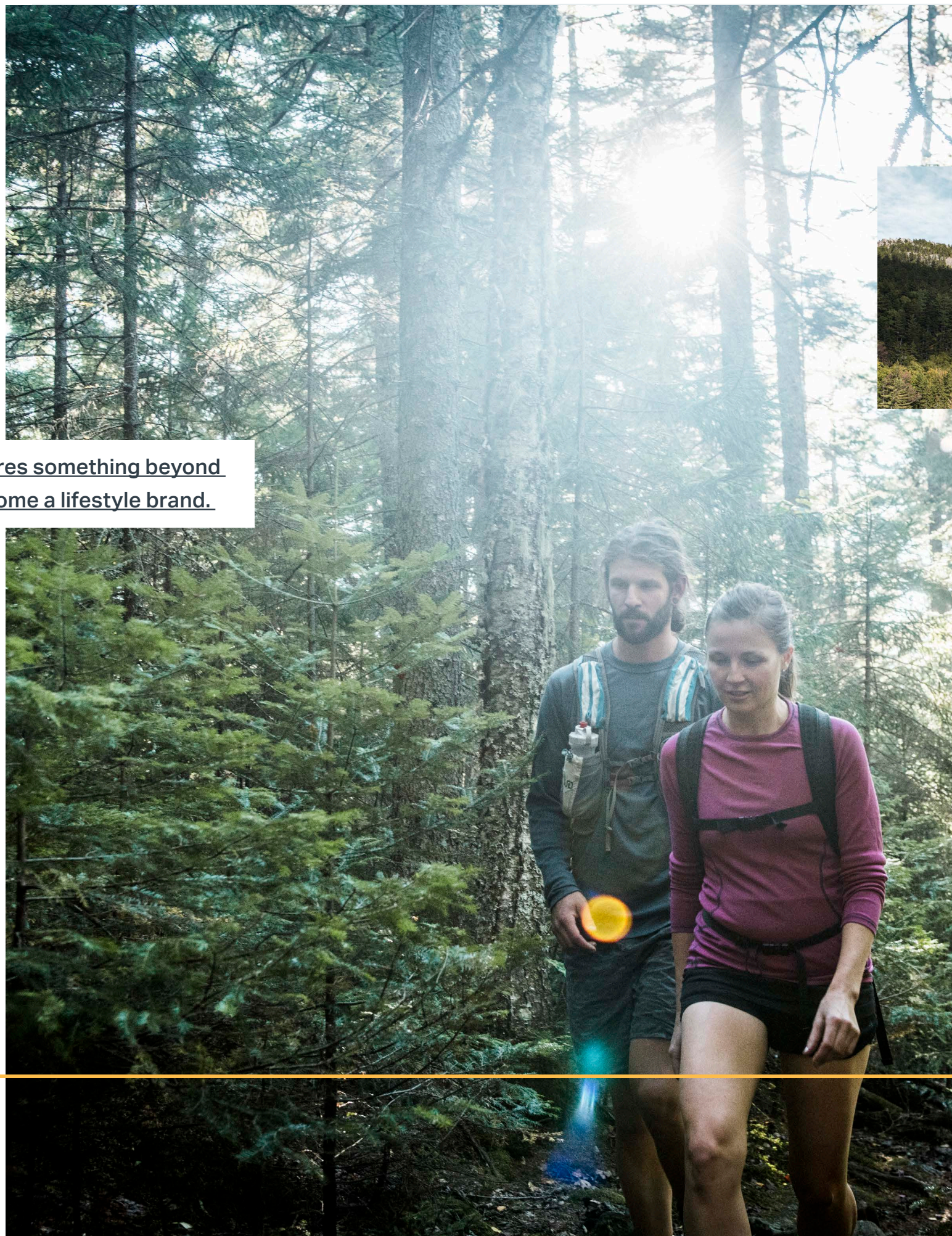


## BACKGROUND

The potential for Maine to steadily increase visitation is determined by how successfully the brand evolves to forge deeper personal relevance and meaning with current and prospective visitors without walking away from its equities and brand narrative. After successfully building a values-based brand that's working to increase revenue for the state, the next step requires the brand to play an integral part in the lives of visitors and prospects beyond when they are considering a trip or vacationing in Maine.

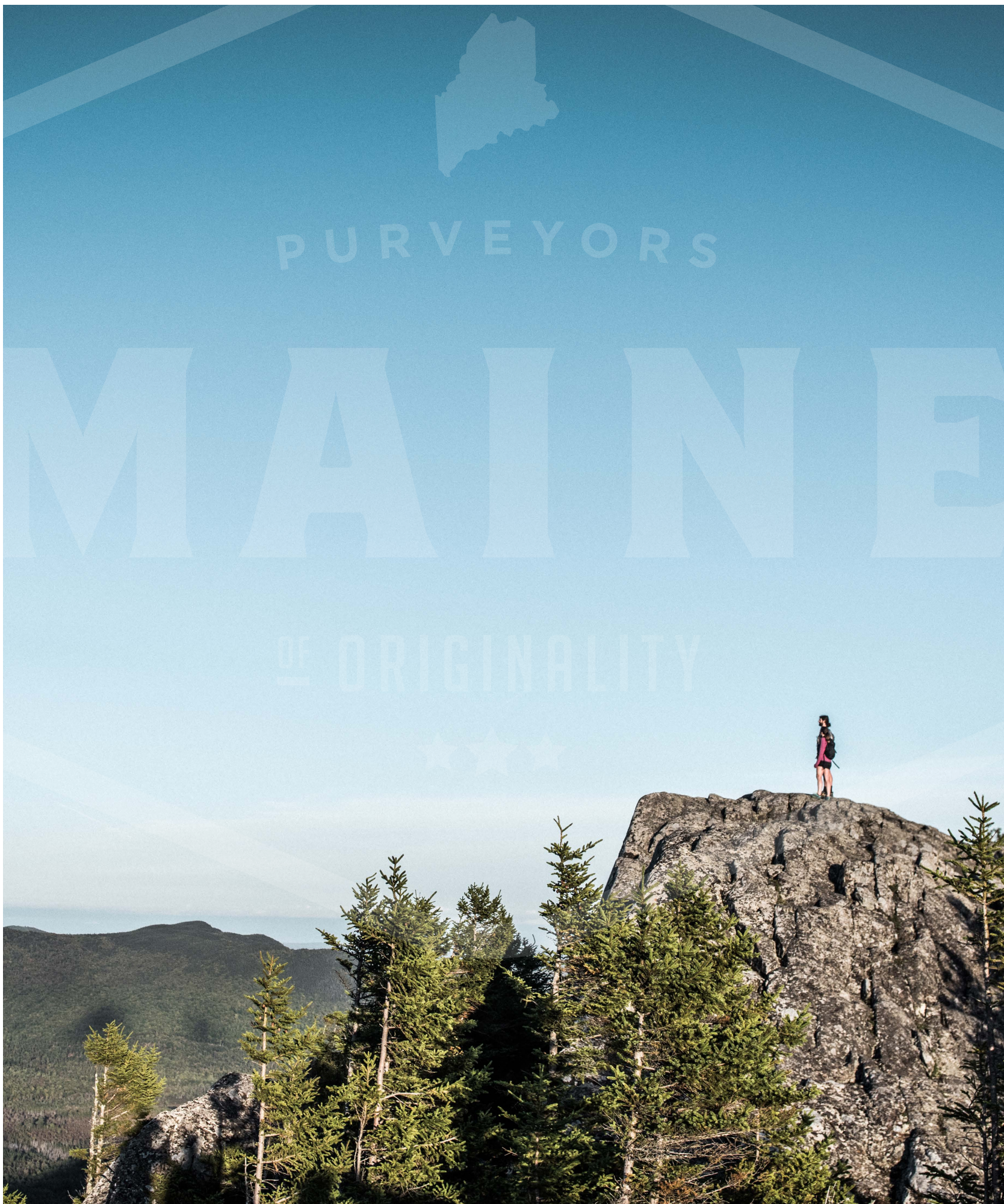
To create the kind of brand affinity that inspires something beyond loyalty means the Maine brand needs to become a lifestyle brand.

What do we mean by lifestyle brand? It's defined as a product or service that provides consumers with an emotional attachment to an identifiable lifestyle, in Maine's case, one that is rooted in originality. Lifestyle brands are anchored by a strong identity and personality with a visible and emotional soul that consistently sets itself center stage. These brands then create human experiences that lead to a sense of shared consciousness with others. They play an important role in consumers' lives, provide various opportunities for self-expression, and help consumers define themselves in the world. These brands connect through more than just actual consumption or usage (e.g., taking a vacation), because they fit with who their customers are or want to become. They make a statement, "This is who and what I am. This suits me." While this approach is common in other categories, it's relatively new in the tourism space with pioneers like Visit California leading the way. One travel innovator, Skift, predicts companies across the travel spectrum will commit to a specific lifestyle message with the digital and real-life assets to back it. Maine won't become a lifestyle brand overnight, it will take methodical, well-thought out steps to enable the brand to play a highly relevant role in the daily lives of its visitors and prospects.



### Lifestyle Brand Criteria

- + **Portray Maine as more than a place, and bring the experience of the place beyond Maine's borders**
- + **Create a path for the things and experiences we've been showcasing to become a lifestyle (in mentality and attitude) that inspires the audience we're engaging**
- + **Leverage the insights from Mainers – they have a perspective that leads others to believe they've found the "secret" to life, the way it should be**
- + **Develop new ways to champion the value of originality found in Maine by inviting people to participate in, nurture and share**



## TRANSITIONING TO A LIFESTYLE BRAND

### Brand Value = Originality

In Maine, originality just seems to flow more naturally. As a way of life. It embodies the people. The handcrafted goods. The uncommon experiences. And one-of-a-kind surroundings.

- + Living life your way
- + Making the most of what you have
- + Respecting nature/being a good steward of the land
- + Exposing your kids to culture
- + Not letting your job define you
- + Entrepreneurship
- + Inviting discovery, shedding routines

### Brand Platform = The Maine Thing

The Maine Thing brand platform is the embodiment of originality in all its forms. For those that live here, Maine isn't just a state. It's a state of mind. And those that visit can't help but be profoundly inspired by what – and who – they've encountered. Inspired to return home not just with memories and mementos, but also with renewed perspective on life and the value of Originality. There was a key point in prior communications that still holds true today: *"At the end of the day, The Maine Thing is you – original."* And that's where the new campaign picks up.

### Creative Expression = This Is Me

The Maine Thing excels at conveying a sense of place and perspective of the people that live here. "This is me" is a campaign designed to celebrate, inspire and reward the spirit of originality. Not just in Maine. But anywhere and with anyone that identifies by and expresses the importance of this value. "This is me" is a declarative statement of originality. It paves the way for becoming a lifestyle brand while staying rooted in our core brand value and platform. True originals are a rarified breed. But not in Maine. We have them in spades. Folks who follow their own path. Live the life they want. Above all, be themselves in a world that is constantly trying to make them someone else. Rumor has it there are others out there ... outside of Maine. And we want to find them. Collaborate and share their stories of how and why originality still matters. Let's recognize and reward them for realizing and declaring, "Hey, The Maine Thing is me. This is me." In doing so, we continue to make Maine synonymous with true, unadulterated Originality and become the champions of a cause beyond the borders of Maine.

## CORE MARKETING STRATEGIES

### Evolve the Maine brand into a “lifestyle” brand so that it resonates 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

### Develop marketing tools/content to facilitate consumers' needs throughout the entire vacation planning journey

Dreaming + Discover/Research + Commit/Plan + Book + Experience

### Concentrate media weight and audience coverage in markets of opportunity to maintain repeat visitation and drive more first time visitation

#### National Coverage

#### New England – emphasis on Boston

#### Spot Markets

- + Suburban NY – Long Island, Westchester and Fairfield Counties
- + Hartford, CT
- + Philadelphia, PA
- + Baltimore, MD
- + Washington, D.C.
- + Charlotte, NC

**Canada** – New Brunswick, Ontario, Quebec, Nova Scotia

**International** – In partnership with Brand USA and Discover New England with emphasis on the UK and Germany

### Extend media into fall and winter seasons for (a more) year-round presence



## 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.

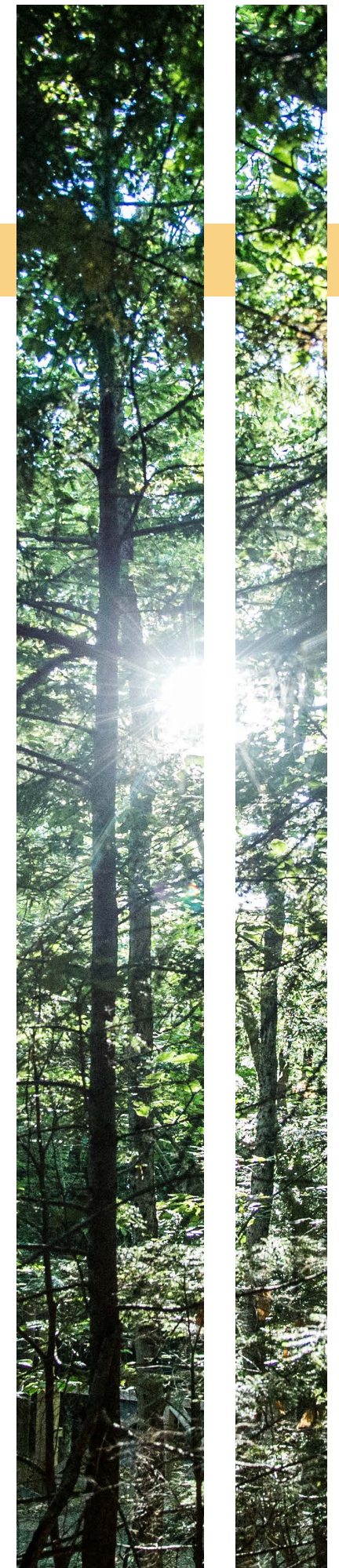
Make it a priority to travel every year and are passionate about it.

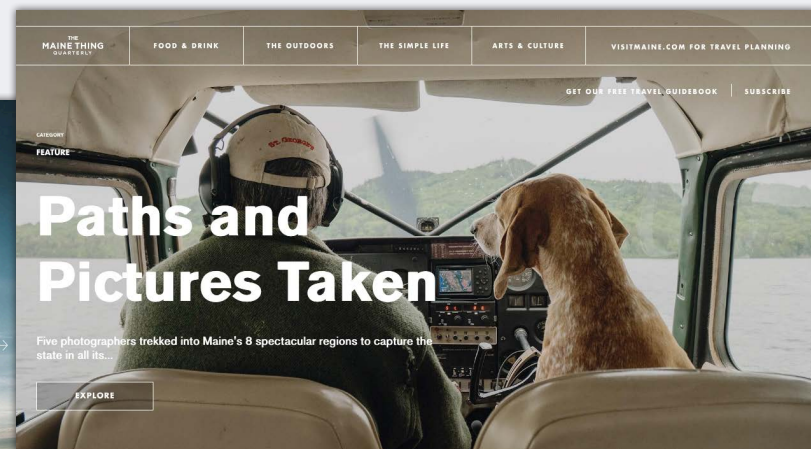
Believe their choice of vacation destination reflects who they are, so they look for trendy vacation spots. Prefer romantic, popular destinations with a “faraway” feeling and excellent accommodations to escape daily distractions.

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 STRATEGIES AND TACTICS - KEY HIGHLIGHTS

### WEBSITE

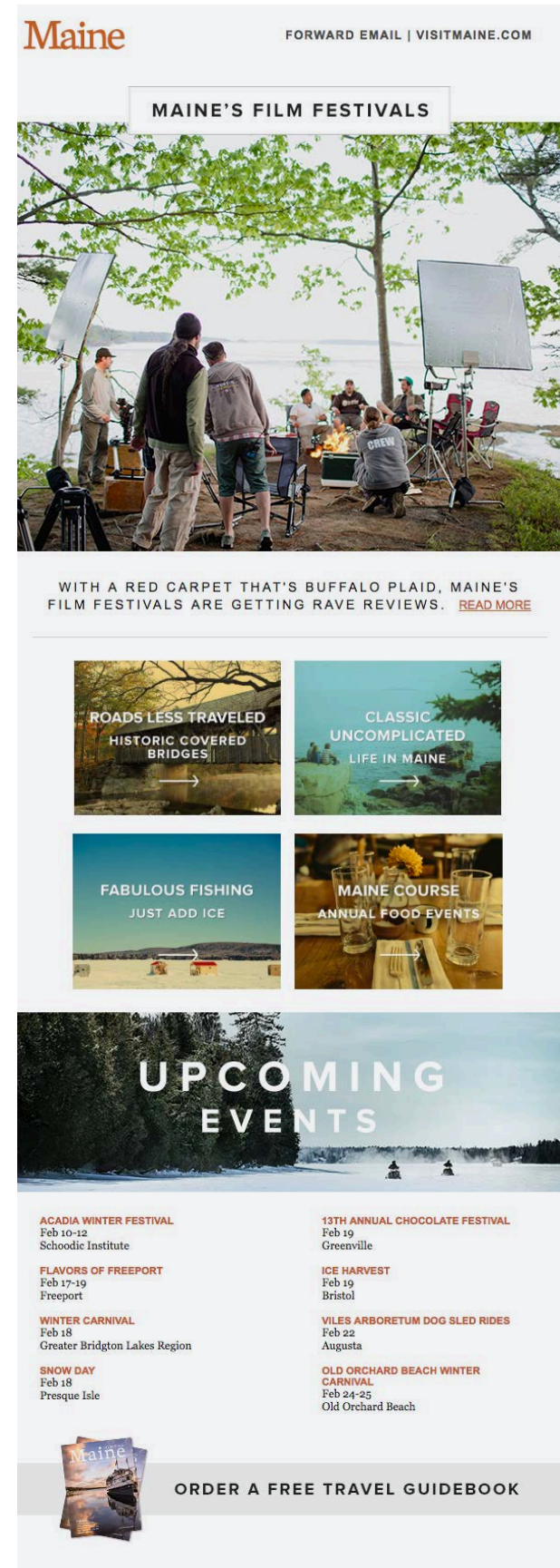
Maine's digital presence serves as the hub for interested consumers to learn about the state. Both VisitMaine.com and MaineQuarterly.com get redesigned to better accommodate the needs of consumers at varying stages within the customer journey.

**MaineQuarterly.com** serves as the source for lifestyle focused editorial about Maine for those who are:

- + Less familiar with Maine
- + Are passionate about originality and seek out content in four key areas:
  - Nature and the outdoors
  - Living simply (the simple life)
  - Culture & traditions
  - Food & drink
- + Are dreaming about travel and are looking for inspiration
- + Feature editorial is published quarterly with smaller articles published on a monthly basis
- + Partnerships with national brands lend credibility and third party perspectives

**VisitMaine.com** serves as a comprehensive planning tool for those who are thinking about/or are actively planning a trip to Maine.

- + Navigation is easily accessed and organized by both area and interest
- + Content is shorter, a quick-read, or list driven and is focused on educating consumers on what to do and see in Maine
- + An enhanced trip builder allows consumers to save and share articles and listings
- + More robust integration of user generated content



### EMAIL MARKETING

- + Deploy 12 monthly issues with editorial 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%



## CHANNEL-SPECIFIC STRATEGIES AND TACTICS – KEY HIGHLIGHTS (CONT.)

### PAID ADVERTISING

The 2017 media plan represents an increase in spending over past years and delivers 60% more target audience impressions. The increase in spend allows for additional television coverage along with new out-of-home channels in spot markets.

#### [ BROADCAST ]

- + March-May flight in spot markets to support summer travel (Hartford, Philadelphia, Baltimore, DC, Charlotte)
- + August-September flight on national cable, with direct response component, to support fall travel
- + Cinema advertising in suburban NY theaters to support summer travel
- + Sponsorship of Yankee TV airs on key PBS stations across the U.S.

#### [ DIGITAL ]

- + Pre-roll units highlight video content and drive traffic to MOT websites
- + Native placements focus not only on consumer engagement but click-thru back to MOT websites
- + Content partnerships with national publishers extend the plan's reach and educate consumers on Maine experiences
- + Paid support on YouTube increases viewership of Maine content videos
- + Local sites and display networks play a key role in delivering reach and traffic to MOT websites
- + Paid placements on social channels boost and support organic efforts
- + Paid search ensures consumers looking for Maine information find MOT websites and appropriate content
- + Mobile proximity marketing reaches travelers while in Maine to offer MOT websites as resources for in-market trip planning

#### [ RADIO ]

- + National sponsorship of National Public Radio (NPR)

#### [ PRINT ]

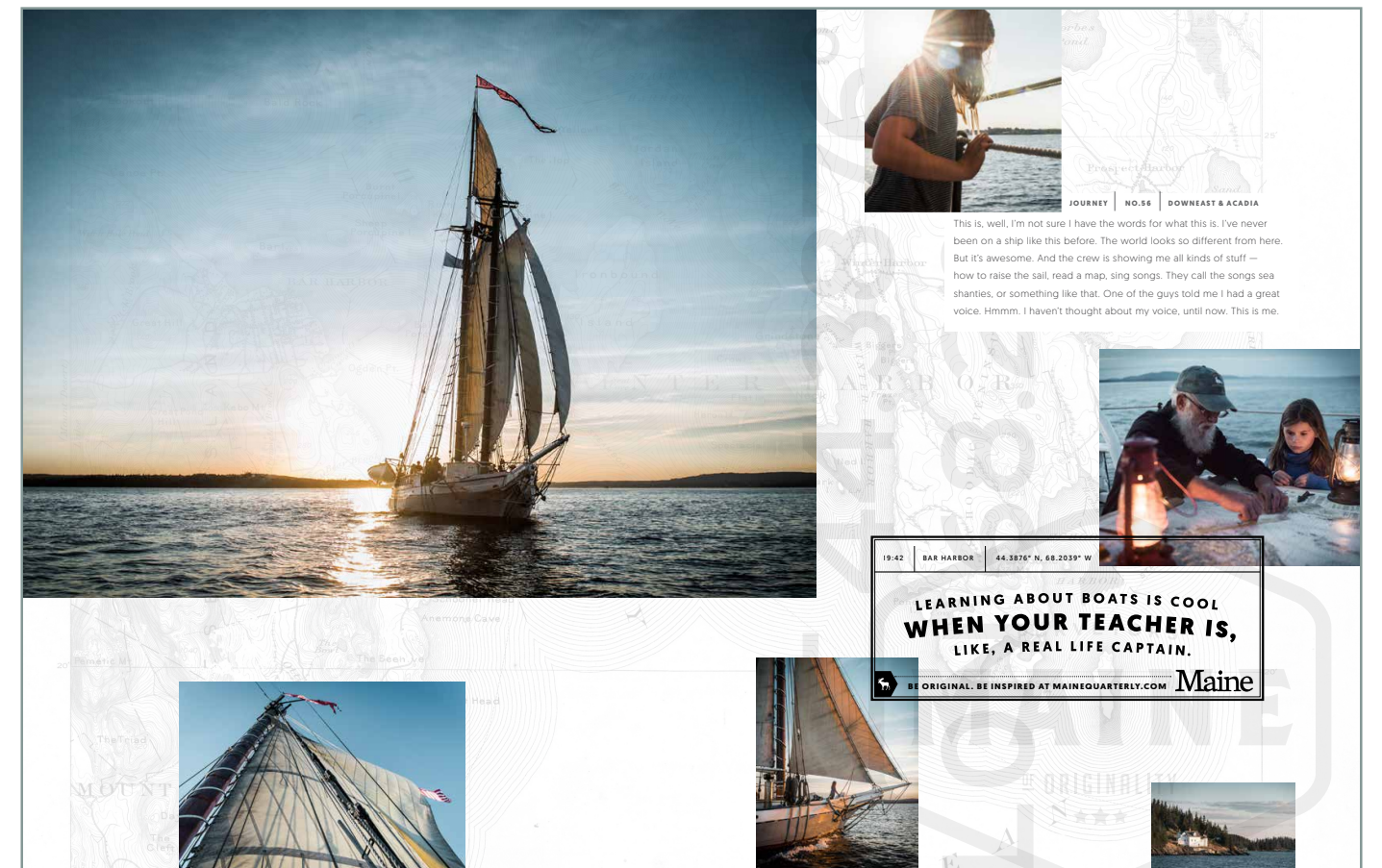
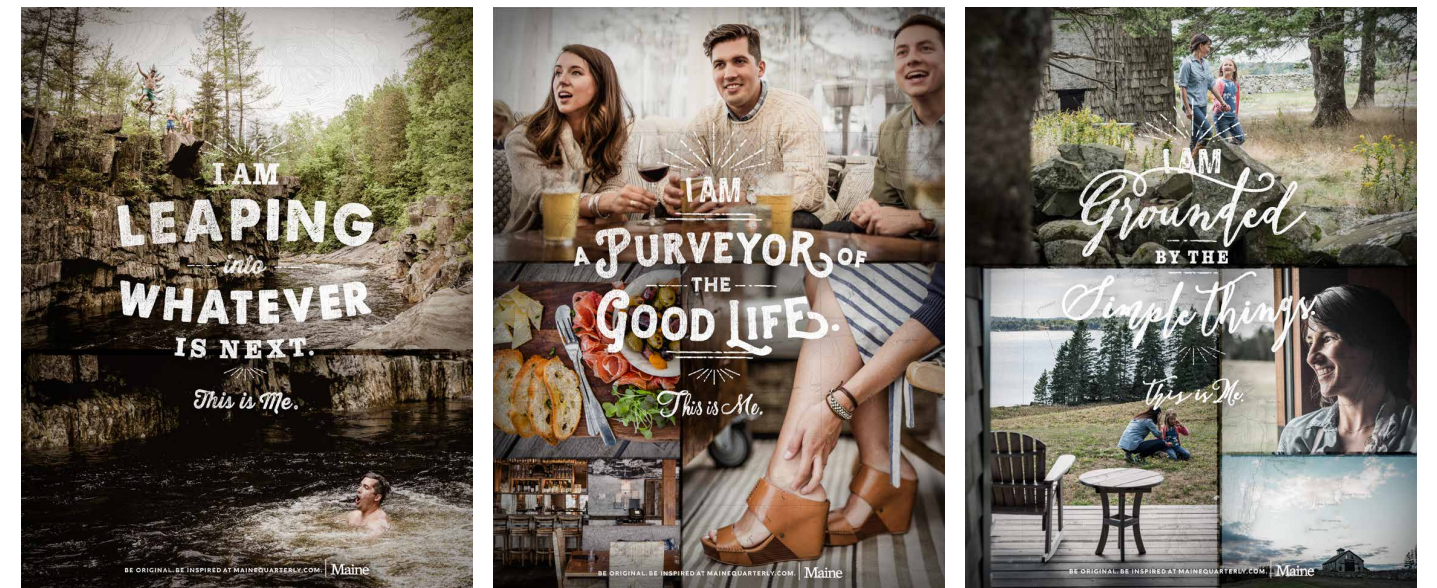
- + Content partnerships with key national titles
- + Niche titles synch-up with the interests of key consumer segments
- + Magazine networks allow for purchase of national titles in spot markets

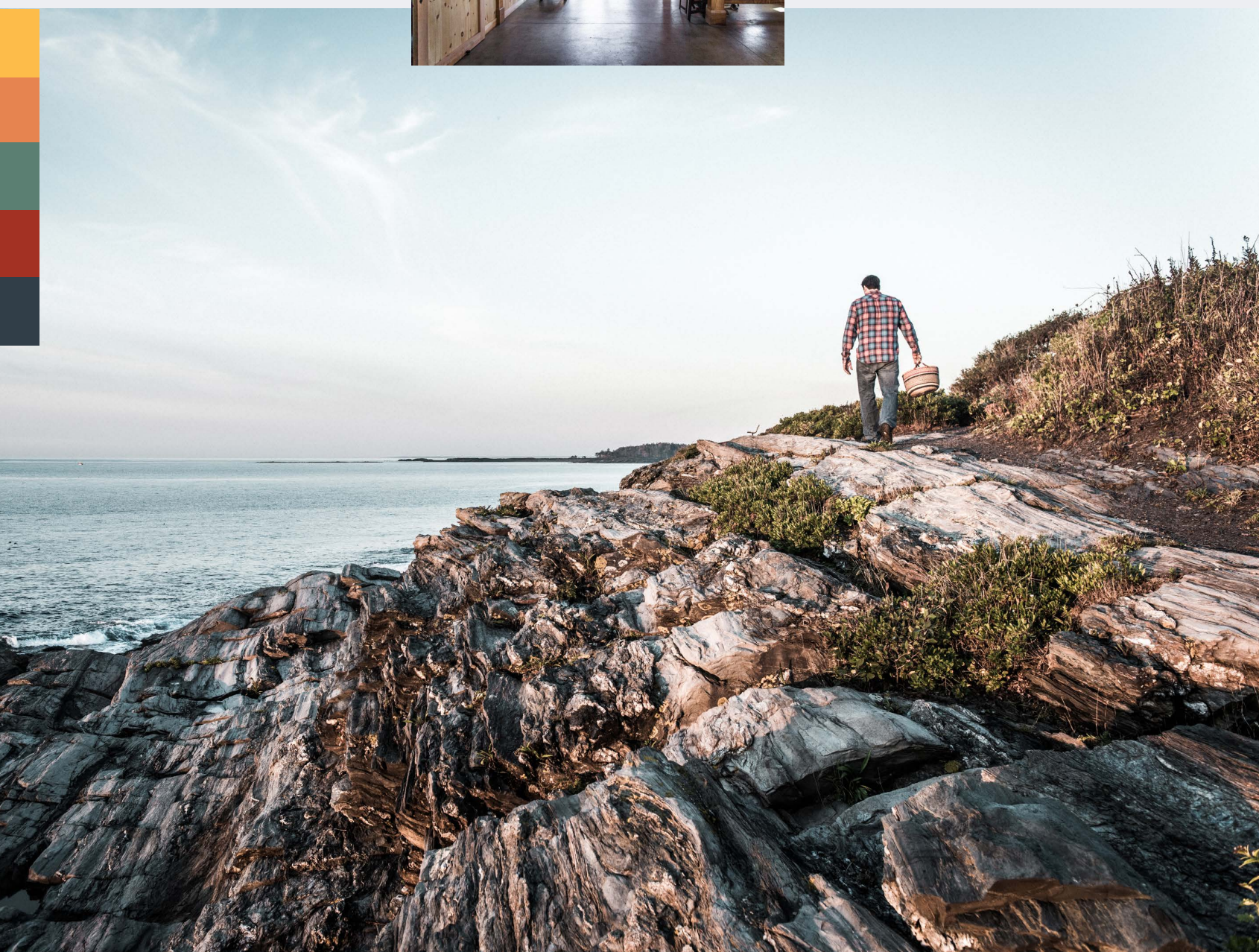
#### [ OUTDOOR ]

- + Posters in commuter trains servicing Baltimore to Washington corridor support BWI air service
- + Wrapped delivery trucks in spot markets serve as moving billboards

#### [ IN-MARKET EXPERIENTIAL ]

- + Planning begins to develop a program that brings the "Maine Experience" to key spot markets





## CHANNEL-SPECIFIC STRATEGIES AND TACTICS – KEY HIGHLIGHTS (CONT.)

### PUBLIC RELATIONS/EARNED MEDIA

As the public relations landscape continues to evolve, an effective PR program must expand beyond traditional outlets and tactics to include and engage digital and social media channels. With the right approach, the online community can be a powerful partner in destination marketing and public relations.

Today, when a story runs in any format, it is just the beginning. It starts a dialogue that can be continued and enhanced by user generated input, sentiment and/or validation. In essence, it is a collaboration between a product and the public. It is our role to not only suggest and start the stories of Maine, but to keep the dialogue going.

As a vital component of an integrated, research-driven approach to marketing, the MOT's 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 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 and help 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. The program includes:

- + Proactively pitching story ideas to regional, national and international media outlets in several genres, including travel, food/wine, lifestyle (general and niche) and news.
- + Monthly communication with the media to provide the latest information on Maine as a travel destination that embodies an aspirational lifestyle of originality.
- + Planning familiarization visits to Maine for key media and influencers to generate content that covers the depth and breadth of Maine travel experiences.
- + Hosting in-market media events that take Maine directly to the media.
- + Providing support, information and assets to media covering Maine.
- + Generating engagement with the media and public through social platforms, reaching a broader audience and presenting a wide variety of visually appealing and timely content.

#### Within the state of Maine, public relations includes:

- + Providing marketing support to the regional tourism organizations as requested.
- + 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.



## CHANNEL-SPECIFIC STRATEGIES AND TACTICS – KEY HIGHLIGHTS (CONT.)

### 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.

While other marketing efforts introduce Maine to prospects, social media allows us to train these prospects over time and prepare them to come to Maine to spend more time and money. Social media extends our interactions with prospects past the initial impression from ads and PR indefinitely, significantly increasing the likelihood they will respond to any call-to-action they receive to visit Maine.

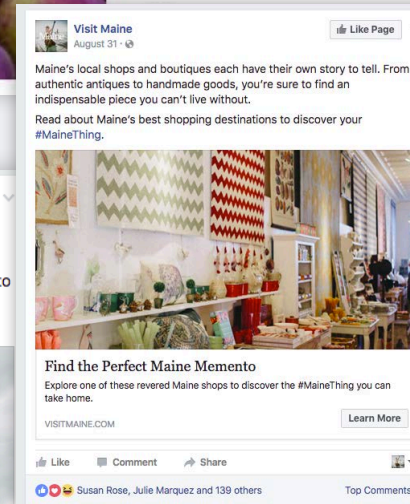
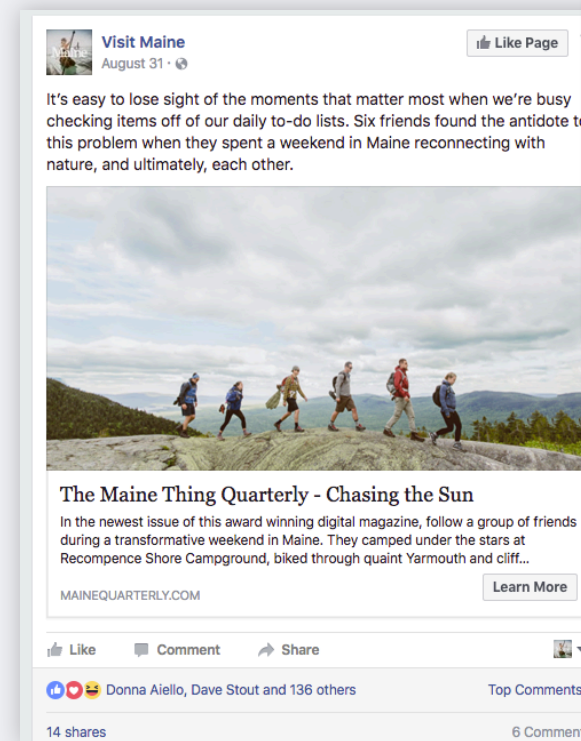
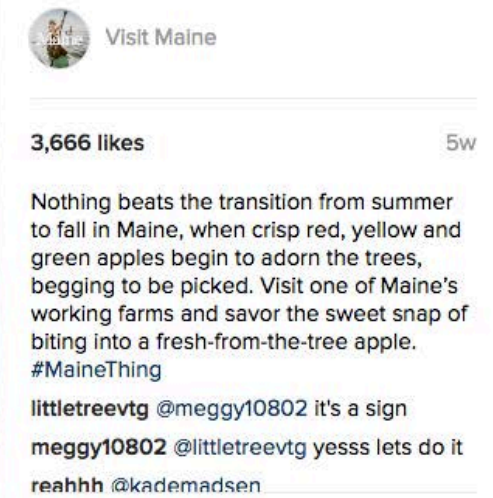
Paired with the appropriate mix of traditional PR and advertising, social media allows Maine to engage with audiences on a number of platforms for an extended period of time.

With the popularity of social platforms in our ever-changing digital world, the lines between earned and paid media are often blurred.

It is crucial to consider opportunities to collaborate with digital influencers who can provide cross-channel coverage to a broad and diverse audience.

MOT is active on Facebook, Twitter, Instagram, YouTube, Pinterest and Snapchat, using tactics that include:

- + Motivating our target audience to actively follow Maine on social platforms by posing questions to them, sharing their posts/ images/video and responding directly to their comments.
- + Providing compelling content on social channels that drives traffic to VisitMaine.com.
- + Keeping stories alive by sharing published articles through social channels to keep the conversation going.
- + Hosting periodic Twitter chats inviting Maine followers and Maine's tourism industry to communicate and engage.
- + Seeking opportunities to collaborate with influencers who can provide extension exposure for Maine.



## TRAVEL TRADE, CONSUMER GROUP & FIT- LEISURE SALES

### OVERSEAS

As one of the six state partners of Discover New England (DNE), Maine is an active participant in all 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 (free independent traveler, a self-booked trip). Maine benefits directly from DNE activities in-market and stateside with increases in overseas visitation and spend annually. We will continue to stay engaged at all levels.

Target markets, in partnership with DNE and other New England states, include: UK, Germany, Japan, France, Italy, Scandinavia, Australia and New Zealand. In 2017, we will continue marketing efforts specific to outreach and strengthening relationships with travel trade through one-on-one sales calls as well as with media through complementary PR/Media Relations efforts. Additionally, we will continue to build relationships with key tour operators who provide services to Chinese visitors. We now have Chinese and Japanese in-language web pages with video, hosted on the Brand USA VisitTheUSA.com websites.

At the national level, and through DNE, Maine will continue to expand its relationship with Brand USA 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. Working with Brand USA to develop more in-language content including videos and microsites, expanding our content on their site, DiscoverAmerica.com, as well as hosting Mega-fams, allows us to leverage the consumer facing matching funds marketing opportunities Brand USA provides in our core overseas markets.

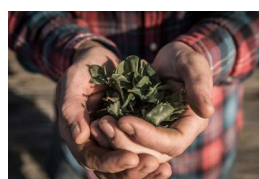


#### Top International Travel Trade Events in the US attended by Maine:

- + Discover New England Summit, April 2017, Bretton Woods, NH
- + US Travel Association's IPW, June 2017, Washington, D.C.

#### 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:

- + 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





**TRAVEL TRADE, CONSUMER GROUP & FIT- LEISURE SALES (CONT.)**

**CANADA**

In late 2016, the MOT conducted a comprehensive analysis survey of the Canadian market. This survey has provided critical insights that will guide future Canadian marketing/communication efforts. As of this writing, a strategy for this market is being outlined and will be implemented throughout 2017 and beyond.

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

- + Discover America Day in Toronto, Ontario
- + CAA Seminars across the Provinces of Quebec and Ontario

Additionally, Maine will exhibit at a series of targeted consumer travel shows throughout Eastern Canada including the Outdoor Adventure shows in Toronto, Ottawa and Montreal.

Targeting the group tour and motor coach market, Maine continues to fill appointments at the Ontario Motor Coach Association annual marketplace which takes place in October. This B2B event will be a key part of attracting motor coach operators from Canada.

**DOMESTIC**

- + Exhibit at high-traffic consumer shows in core and emerging markets in the Eastern U.S. that align with our segments and target markets geographically, including Boston, New York, Philadelphia and Washington DC. Provide partnership opportunities at these shows to regional partners.
- + Continue to have a strong presence at the Eastern States Exposition in partnership with the Maine Tourism Association, providing statewide information from state agencies including the Departments of Agriculture, Conservation and Forestry; Inland Fisheries and Wildlife; Transportation; Arts Commission; Alliance members and the eight tourism regions to the 1.4 million attendees of the Big E.
- + 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.
- + For group and motor coach, attend the American Bus Association Marketplace and National Tour Association Travel Exchange holding prescheduled 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. Additionally, the group hosts an operator familiarization tour each summer showcasing numerous group-friendly destinations, attractions and businesses across the state.
- + Additional group support includes building an on-going network of preferred travel providers through the Travel Alliance Partners (TAP) annual event. As a Preferred Professional Travel Provider (PPTP) at the Travel Alliance Partners (TAP) event, the MOT will benefit from a network of top travel decision makers that span North America.





## INDUSTRY OUTREACH

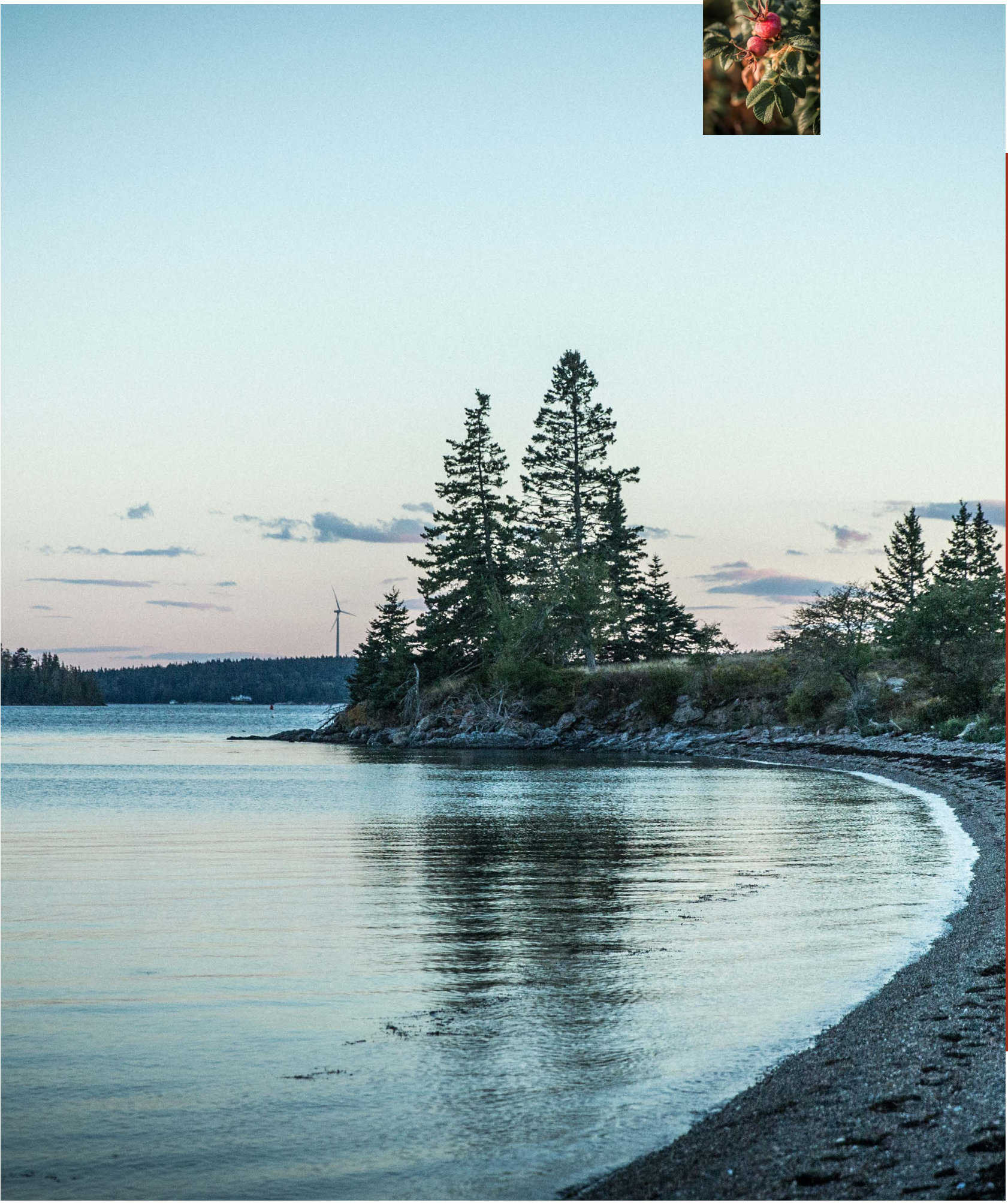
MOT seeks to strengthen the industry through regular sharing of information and resources. These state marketing programs enhance, connect and elevate the visitor experience, therefore building support for the tourism industry as a major economic driver for Maine.

- + Host Annual Tourism Conference
- + Conduct quarterly briefings with industry stakeholders including the Maine Tourism Alliance and the Regional Advisory Committee members
- + Lead regular informational and training meetings with the Regional Advisory Committee members
- + Give presentations about state tourism initiatives at regional tourism summits, DMO and regional chamber meetings, and industry association meetings

## COMMUNICATIONS

- + The State of Maine Tourism Partners News monthly email newsletter addresses the interests of Maine tourism industry members and stakeholders with information about Office of Tourism marketing and PR activities, updates on MOT and national tourism research findings and relevant trends in travel
- + Expansion of the Maine Office of Tourism Industry social channels with postings on Twitter and other appropriate networking sites
- + Technical assistance in response to industry inquiries. Releases on Office of Tourism programs and initiatives





### STRATEGIC PARTNERSHIPS

**Two Nation Vacation** - Maine Office of Tourism partners with Tourism New Brunswick to promote our adjacent coastal regions through the Two Nation Vacation marketing initiative. The program uses Two Nation Vacation social and digital platforms and targeted marketing to inspire travelers to explore Downeast Maine beyond more visited regions. In 2017, the program will expand PR outreach with the addition of a media room to the TNV website offering story ideas and sample itineraries, and will continue to build industry engagement within the TNV footprint to enhance vacation planning content on Two-Nation-Vacation.com.

**Maine Tourism Association (MTA)**

- + Work in conjunction with the MTA to educate Maine residents on the value of tourism and its impact on their lifestyle and economic health
- + Collaborate with MTA on Project: Time Off, a U.S. Travel Association initiative that encourages Americans to improve their personal well-being by taking advantage of their paid time off





## RESEARCH AND ANALYTICS

### ANNUAL OFFICE OF TOURISM SURVEYS

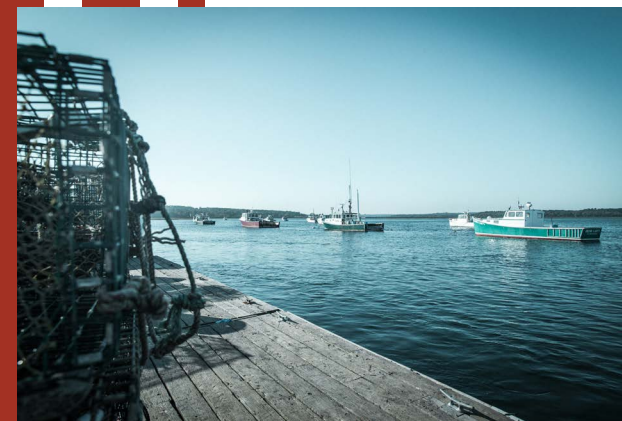
- + Annual Visitor Survey
- + Seasonal Topline Visitor Reports: Spring/Summer, Fall, Winter
- + Regional Visitation and Economic Impact Reports
- + First-time vs. Repeat Visitor Summary

### MAINE TRAVELER RESEARCH PANEL

The Office of Tourism has established the Maine Traveler Research Panel that will serve as a source for quick and timely feedback on a number of topics, as well as more in-depth qualitative and quantitative research designed to delve into broader subjects related to travel. By establishing this proprietary panel, the Office of Tourism will have the ability to regularly survey a group of engaged travelers on a number of topics and issues throughout the year.

### MAINE LIFESTYLE, PERCEPTION, WORKFORCE ATTRACTION AND BUSINESS RELOCATION

Maine is struggling to find an adequate workforce to maintain economic growth. Each year, many tourism jobs go unfilled thereby impacting the customer experience. To better understand the business climate in Maine, as it relates to workforce recruitment, the Office of Tourism, in cooperation with the Department of Economic and Community Development and Live & Work in Maine, will conduct a Maine Lifestyle, Perception, Workforce Attraction and Business Relocation Study.





## DESTINATION DEVELOPMENT

The recently created Destination Development position at MOT provides technical assistance, most specifically in underserved rural areas of Maine, to educate community leaders and areas businesses on the role tourism plays in driving economic prosperity. The mission of this work is to assist rural destinations to play a significant role in Maine's success as New England's premier four-season destination.



## THE 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 destinations
- + Make rural tourism destination a shared imperative

## THE 2017 PLAN ADDRESSES THE FOLLOWING:

- + Continue to work through public/private partnerships to lay a sustainable foundation for long-term statewide work with supporting resources
- + Work with industry advocacy organizations and regional leadership to identify areas in need of assistance and evaluate their readiness factors
- + Assist areas desiring to do development work to connect with the necessary resources and organizations to help bring them to a necessary level of preparedness for actual product development
- + Bring appropriate state agency resources to bear on area discussions that may need state assistance to resolve issues and/or further project momentum
- + Provide technical assistance as appropriate to specific rural areas in marketing, product development, best practices, relationship management, resources and sources of funding
- + Assist area in product development through the use of industry experts who can teach and train businesses in how to create new experiences that the public desires
- + Work with Destination Marketing Association International's contractor 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

## 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 fosters the economic growth of the industry. The Film Office serves as the official liaison between state agencies and productions and supports these productions – from films to catalog shoots – that film in Maine.

*In 2016, projects filming in Maine contributed approximately \$12 million in economic impact*

#### [ CORE MARKETING STRATEGIES ]

1. Present Maine as a filming location in person at trade shows, film festivals and events
2. Expand and update online marketing tools
3. Develop owned, earned, paid and specialty advertising opportunities to increase brand awareness
4. Partner with key local industry and community stakeholders to increase job opportunities and optimize the economic impact of the film industry in Maine

#### [ NATIONAL & INTERNATIONAL OUTREACH ]

Partner with the Association of Film Commissioners International (AFCI), the world's leading professional organization for film commissioners, to develop domestic and international marketing opportunities.

Present Maine as a filming location to the global film community at key trade shows, film festivals and industry events including: Toronto International Film Festival; Tribeca Film Festival; Sundance Film Festival; SXSW Film Festival; Independent Film Project; AFCI Locations Show; FOCUS trade show; AFCI Cineposium; American Film Market; and other tradeshow, film festivals and events.

#### [ WEB-BASED MARKETING ]

The Maine Film Office website provides vital information about filming in Maine and is a key industry standard marketing tool for reaching filmmakers looking for filming locations. Continued development of its three main areas is an ongoing priority:

- + Locations Library: Update the collection of photos - one of the most effective marketing tools available – and widen the diversity of photos and geographic coverage of the state
- + Production Guide: Increase the number and type of listings of Maine residents and businesses that supply goods and services to productions
- + Resources for filmmakers: Expand the online presence of logistical filming information and showcase nonfinancial, value-added incentives for filming in Maine



#### [ ADVERTISING ]

- + Maximize social media industry outreach on owned media with Facebook, Twitter and Vimeo
- + Generate earned media by connecting with and engaging the film industry, media and digital influencers
- + Prioritize any paid media to receive maximum industry outreach and exposure for Maine and its communities, businesses, residents and media filmed in Maine
- + Develop specialty advertising and familiarization tours to increase brand awareness

#### [ LOCAL PARTNERSHIPS ]

- + Partner with key stakeholders to establish comprehensive strategies within the industry for Workforce Development and Continuing Education opportunities for Maine residents to obtain new skills, increase their current skills or utilize transferable job skills that displaced Maine resident workers currently possess
- + Develop opportunities with high schools and higher education institutions to offer industry exposure and experience for students and educational opportunities for Maine filmmakers
- + Collaborate with Maine based film festivals to welcome and connect with out-of-state filmmakers, industry and media in attendance
- + Partner with the Maine Film Commission, Maine Film & Video Association, Maine Arts Commission and other stakeholders to create events and opportunities for the local film community to network and work together to support each other and the growth of the film industry in Maine
- + Work with key government, community, business and organizational groups to maximize the economic impact of the film industry in their regions
- + Partner with the Maine Tourism Office to reach industry members and filmmakers who are repeat visitors or could be first time visitors



**BROADCAST & DIGITAL**

	JANUARY					FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER							
	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
<b>BROADCAST</b>																																																					
<b>TV</b>																																																					
<b>Providers</b> Fox, CBS, ABC, NBC																																																					
<b>Markets</b> Charlotte, Hartford, Philadelphia, Washington, D.C., Baltimore																																																					
<b>Yankee TV</b> National																																																					
<b>PBA League</b>																																																					
<b>Fall RFI Contingency</b>																																																					
<b>RADIO</b>																																																					
<b>NPR</b>																																																					
<b>DIGITAL</b>																																																					
<b>DISPLAY</b>																																																					
<b>Vendors</b> Amobee, Liveintent, Trip Advisor, Adara, NYT Boston Globe, Yankee, SITO																																																					
<b>Markets</b> East of Mississippi, National																																																					
<b>NATIVE</b>																																																					
<b>Vendors</b> ShareThrough, Triple Lift, GumGum, Atlas Obscura, Outbrain																																																					
<b>Markets</b> Charlotte, New York, Baltimore, Philadelphia, Hartford, Washington, D.C.																																																					
<b>VIDEO</b>																																																					
<b>Vendors</b> Unruly, National Geographic																																																					
<b>Markets</b> East of Mississippi																																																					
<b>SOCIAL</b> Facebook, Instagram East of Mississippi																																																					

**DIGITAL & OOH**

	JANUARY					FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER							
	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
<b>PAID SEARCH</b>																																																					
East of Mississippi																																																					
<b>DISTRIBUTED VIDEO</b>																																																					
YouTube National																																																					
<b>CO-BRANDED CONTENT</b>																																																					
Washington Post East of Mississippi																																																					
<b>INTERNATIONAL</b>																																																					
Miles Media																																																					
<b>Germany</b>																																																					
Multi-Channel Outdoor Content In-Language Content																																																					
<b>East Canada</b>																																																					
Multi-Channel Campaign Canada Contingency																																																					
<b>OUT-OF-HOME</b>																																																					
<b>DELIVERY TRUCKS</b>																																																					
<b>Markets</b>																																																					
Baltimore, Charlotte, Hartford, Philadelphia, Washington, D.C.																																																					
<b>MOVIE THEATER ADVERTISING</b>																																																					
100 Theaters/646 Screens																																																					
<b>Markets</b>																																																					
Suburban - New Jersey, New York, Connecticut																																																					
<b>COMMUTER TRAIN CARDS</b>																																																					
50 cards/month Baltimore -> Washington, D.C.																																																					



PURVEYORS

# MAINE

OF ORIGINALITY



ANNUAL PLAN

'17



VISITMAINE.COM



# ME

