



Maine

Governor's Conference on Tourism
April 4, 2018



Marketing Partnerships

Yankee Magazine

Huckberry

Washington Post



Email

Monthly Emails to 386,000 subscribers

2 promotional emails for MaineThing Quarterly

Restaurant Week

Spring Fishing



Domestic Travel Shows

New York

Philadelphia

Washington DC

Boston

W. Springfield MA – The Big E



Canadian Travel Shows

Montreal
Ottawa
Toronto



Sportsmen Shows

Atlanta, GA

Somerset, NJ

Lancaster, PA

Suffern, NY

Springfield, MA

Doswell, VA

Oaks, PA

Harrisburg, PA



Group Travel Shows

ABA

NTA

Ontario Motorcoach



Discover New England

Discover New England (DNE) Partnership

**- United Kingdom, Germany, France, Scandinavia,
Japan, Australia and New Zealand**



Brand USA

UK Winter Multi-Channel



Germany Spring Multi-Channel

Canada Spring Multi-Channel



Earned Media

Contact with 800 media reps and influencers

Generating 5.3 billion media impressions

Marsden Hartley Collaboration

Fall foliage reports

Winter snow reports



Social Media

Facebook

- 53 million impressions
- 111,000 likes

Twitter

- 896,500 impressions

Instagram

- 47,000 fans

Pinterest, Snapchat, YouTube



Grants

Regional Tourism Marketing Organizations - \$1.2 million

Special Events Grant - \$60,000

Tourism Enterprise Grants - \$119,000



Destination Development

Public/Private Partnerships

Collaboration with Moosehead Lake Region

Joe Veneto Experience Lab

In-person meetings and FAM tours

Technical Assistance



Research

Annual Visitor Research

- Visitor Profile
- Economic Impact
- Seasonal
- First-Time vs. Repeat
- Canadian Study



Destination Next

Stakeholder Perceptions

Infrastructure

Community Support



Workforce & Business Attraction

Stakeholder Perceptions

Infrastructure

Community Support



CruiseMaine

Competitive bid in fall

Contract awarded to Soli DG in Portland

Goals

Assessment of the cruise ports

Develop business and dues structure

Develop marketing plan



Maine Film Office

Optimize film industry economic impact

Expand online marketing tools and developing social media outreach

Encourage production companies to film in Maine, hire local crew and source goods and services locally

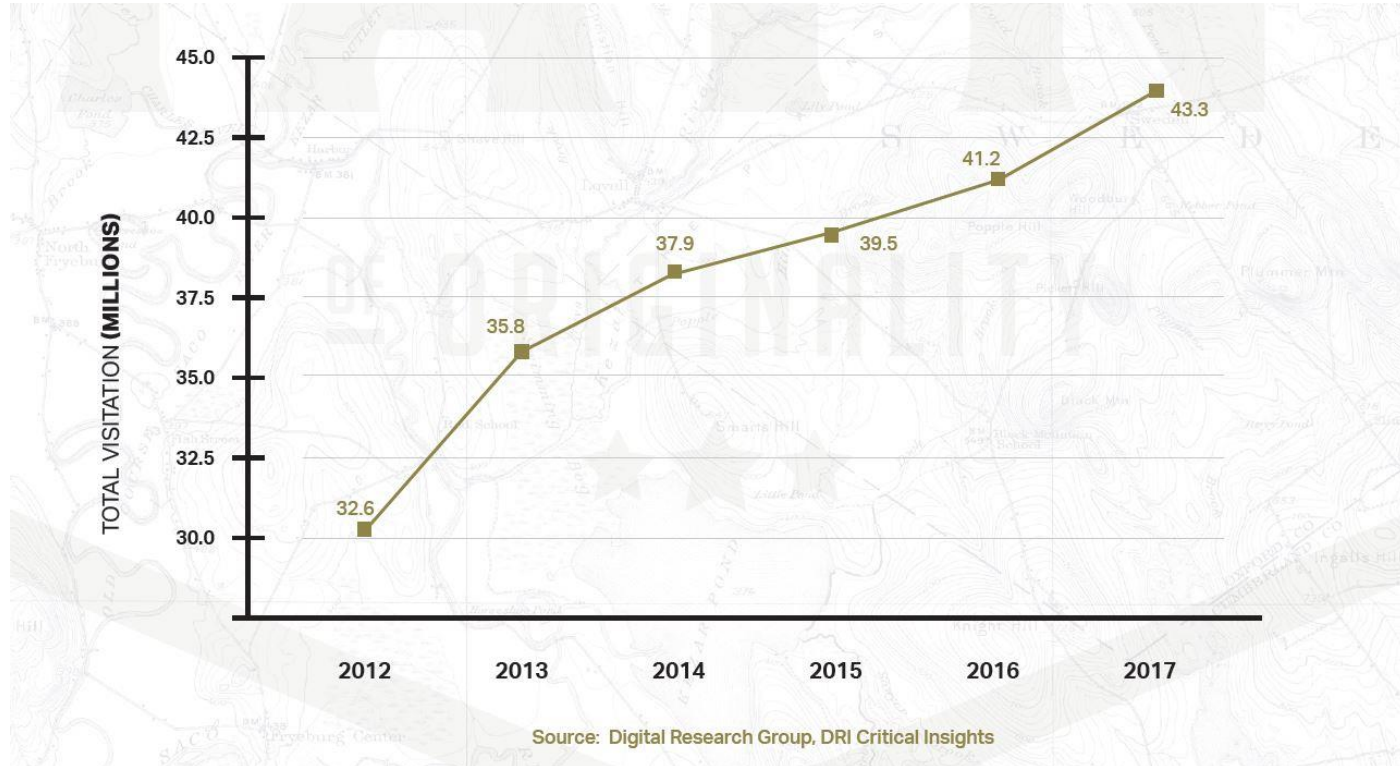
Raise awareness of Maine as a location to film movies, television shows and commercials and catalog shoots



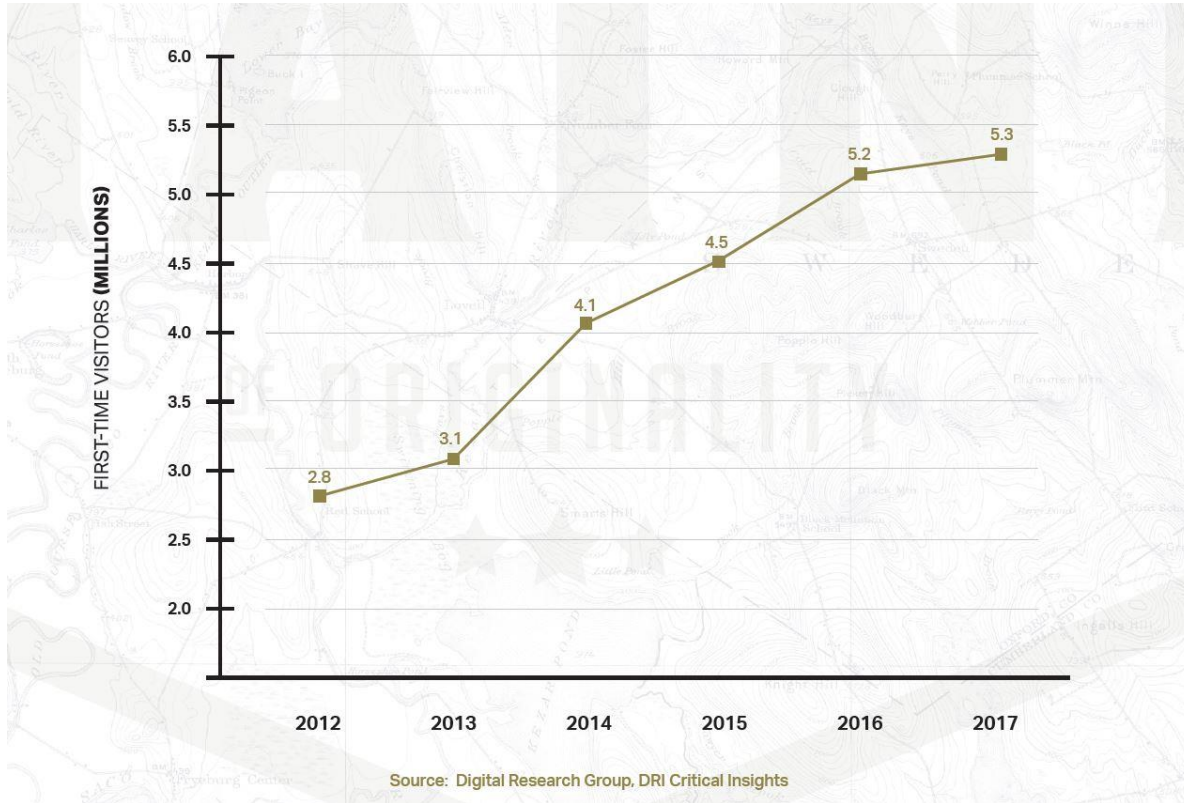
Trends



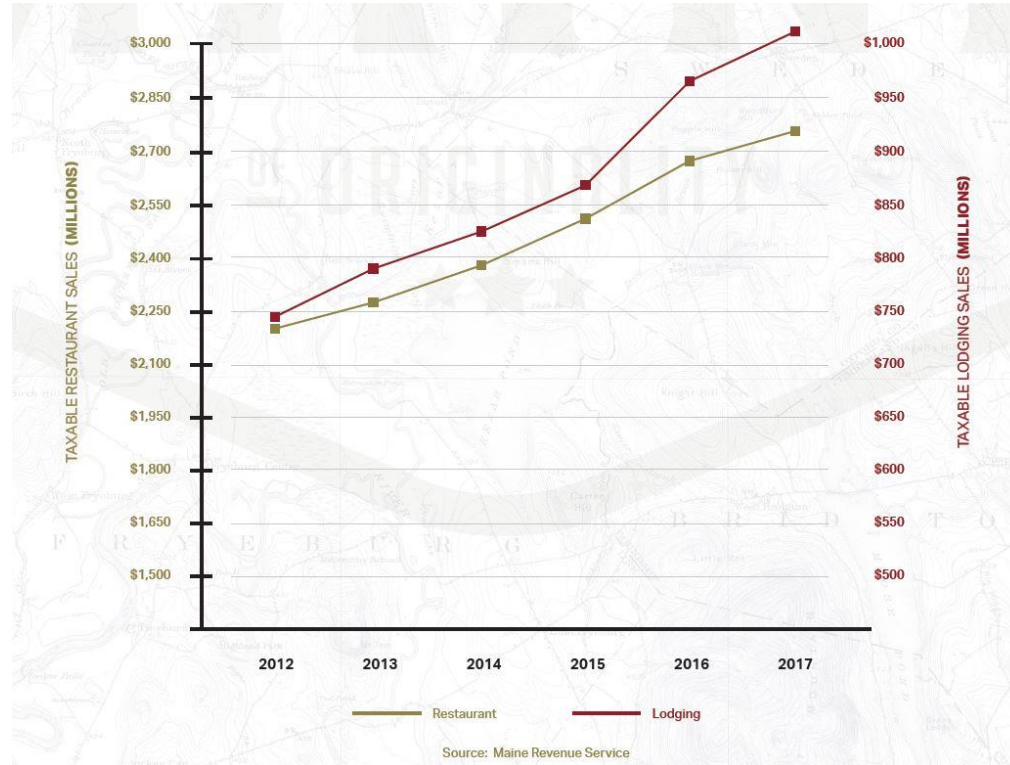
Total Visitation



First-Time Visitation



Taxable Sales



Off-Season Visitation

Total Overnight Visitation Increases	2014	2015	2016	2017
Fall	10.5%	13.2%	3.1%	2.9%
Winter	-1.0%	3.9%	6.7%	13.1%

Source: Digital Research Group, DRI Critical Insights

Originality



**The power of independent thought or
constructive imagination**

- Merriam Webster

**The ability to think independently
and creatively**

– Oxford Living Dictionary











Differentiators



2018



Five-Year Strategic Plan



MOT Contractors

BVK
Marshall Communications
Digital Research, Inc.
Maine Tourism Association
MPX
Abbe Levin



MOT Staff

Jennifer Geiger
Phil Savignano
Donna Moreland
Greg Gadberry
Hannah Collins
Karen Carberry-Warhola
Cheryl Breault

THANK YOU.