



Maine Office of Tourism

MARKETING PLAN HIGHLIGHTS 2013

Maine

MAINE'S MISSION

Become the premier four-season
destination in New England

Maine

Become the premier four-season
destination in New England

Maine

OBJECTIVES

More people
Staying in hotels longer
Spending more money

- Increase lodging in paid accommodations by 2%.
- Increase tourism-related trips by 3%.
- Increase percentage of first-time overnight visitors to 16.5%.
- Improve consumer engagement by 3%.
- Increase the inquiry database by 5%.
- Establish a benchmark for measuring brand awareness.

MARKETING STRATEGIES

- Rejuvenate/refresh the Maine brand to make it relevant and contemporary.
- Convert aspiration to visitation among first time visitors.
- Use research and date analytics to focus on those markets that have the highest propensity to deliver new visitors staying in paid accommodations.
- Employ a clear two-pronged approach:
ACQUISITION – entice first time visitors
RETENTION – give past visitors a reason to return

Maine

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ACQUISITION – entice first time visitors
RETENTION – give past visitors a reason to return

CREATE BRAND CRAVING

A state of being more valuable than the
"things" – activities, vistas, sites, food, etc.

Maine needs to become an antidote for
something missing in consumers' lives

Maine



A state of being more valuable than the
“things” – activities, vistas, sites, food, etc.

Maine needs to become an antidote for
something missing in consumers’ lives

PERCEPTIONS

+

VALUES

+

EXPERIENCES / RELATIONSHIPS

Between Current/Potential Customers & Maine

THE MAINE BRAND

Maine

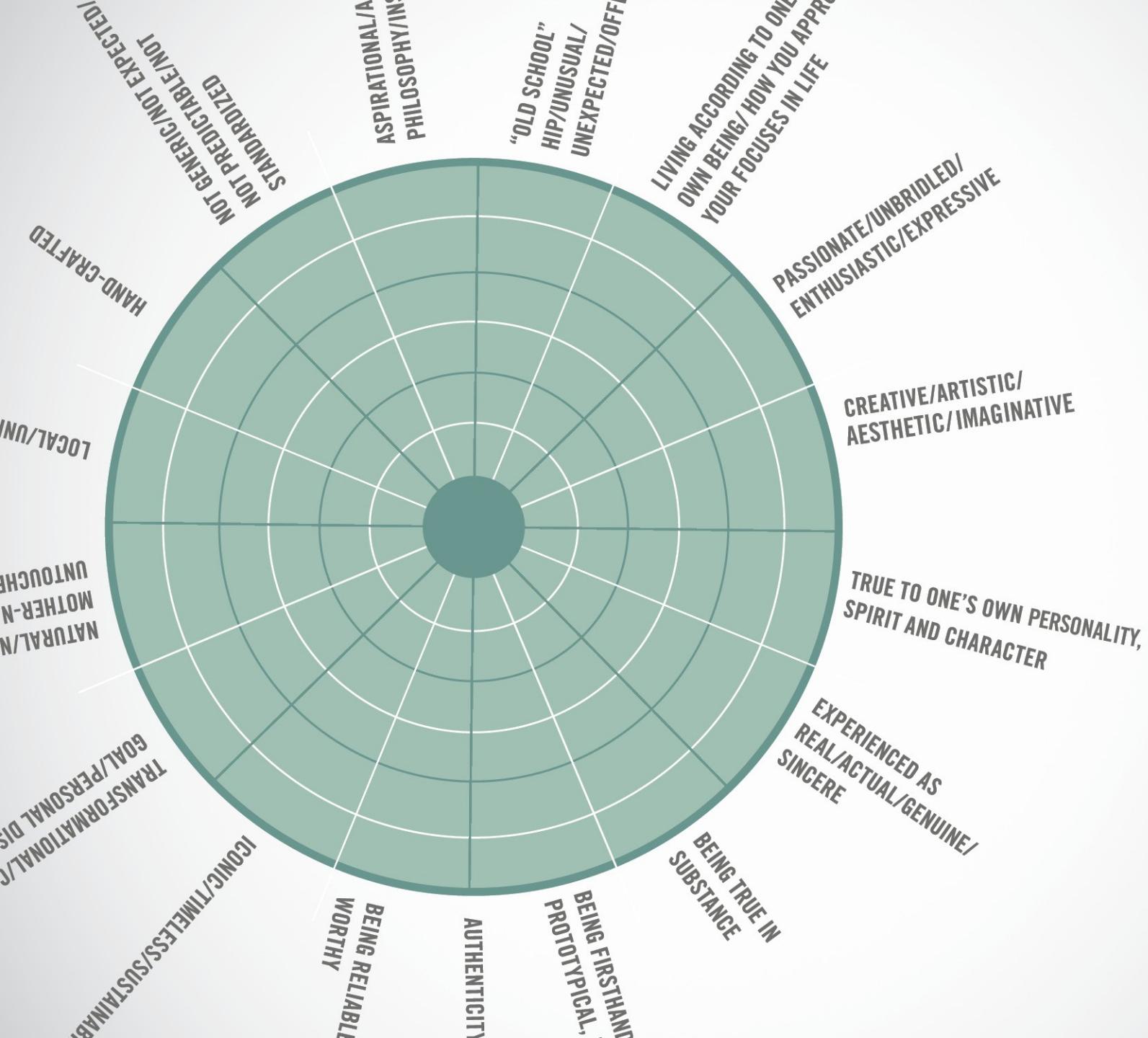
- What is the Maine attitude?
- What does the Maine experience feel like?
- What personal values (core human values) burn more brightly in Maine and in a Maine vacation experience?
- What is the authentic sense of place that Maine delivers?
- Where does the Maine brand intersect with or reflect vacationer's sense of self/their personal identities?

offbeat
one-of-a-kind
authentic
pragmatism
harmony
recreation
utility
independence
friendliness
quaint
candor
awe
peaceful
quirky
freedom
clear-mindedness
intimacy
reverence
mindfulness
adventure
calmness
nature
self-reliance
purity
beauty
simplicity
solitude
stillness

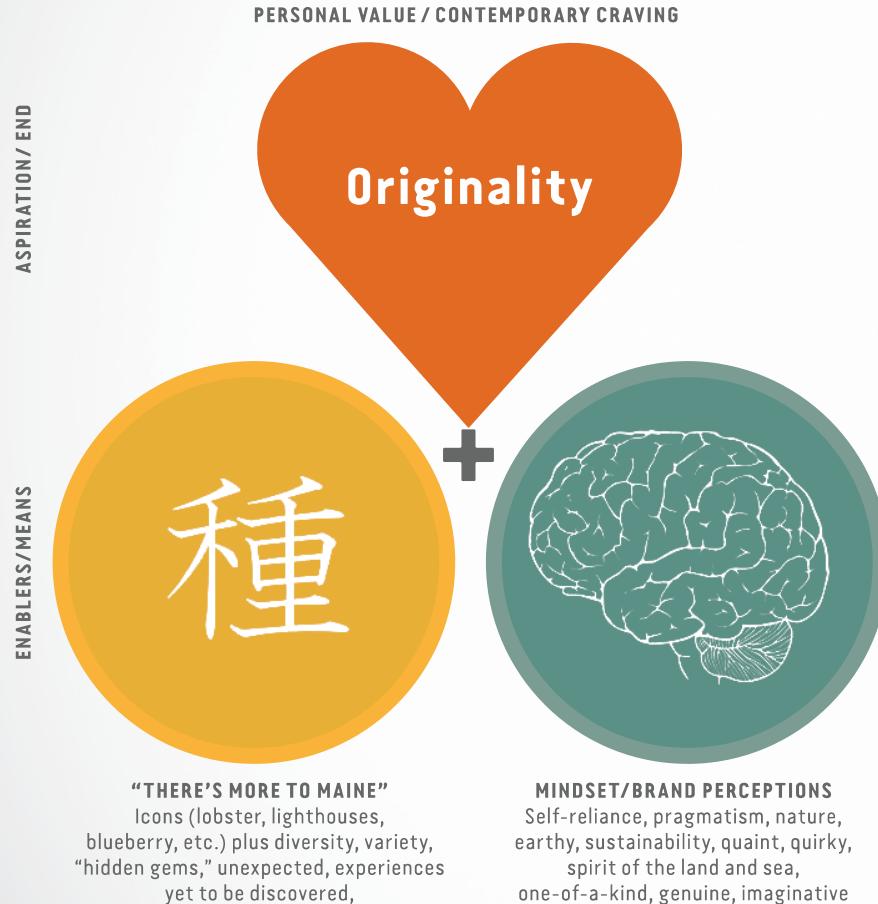
Originality

IMPORTANT DIMENSIONS OF ORIGINALITY





MAINE'S BRAND PARADIGM



=

WHERE YOU
CAN FOLLOW
YOUR INNER
COMPASS
AND BE
COMPLETELY
YOURSELF

DIFFERENTIATED
BRAND BENEFIT

SUPPORT:
MOT's long list of Maine's
points of distinction
MAINE RESIDENTS
THE INDUSTRY

Maine

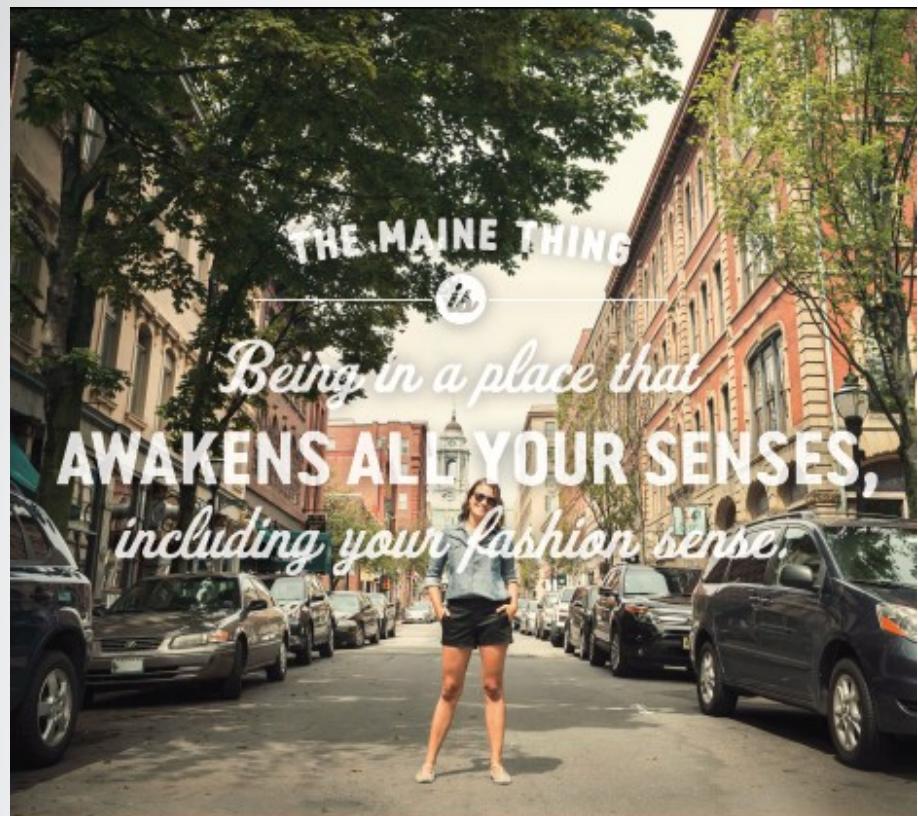
Creative
STRATEGY



Maine

**THE REAL THING.
FROM REAL PEOPLE.
GIVING REAL ADVICE.**

Maine



Here, we have a great view of the ocean. But in many ways, it's the ocean that has a great view of us. Because Portland, sitting out on Casco Bay, is a historic and bustling New England city. Just ask people like Laura, who frequent the shops, boutiques, museums and restaurants in the Old Port and the Arts District. Want to see more? Just minutes away from the city, in Cape Elizabeth, there's the Portland Head Light, Maine's oldest lighthouse. And in Freeport, visit the headquarters of L.L. Bean. In Maine, you may be in the city, but the scenery never stops.

Maine



Laura, Wardrobe-ologist
Get more insider info at VisitMaine.com



To get around in most states, you need a map. Here you need a menu too. It seems no matter where you go, there are amazing culinary creations around every scenic corner. Just ask Kathy, who traveled to Maine over 20 years ago. Fourteen cookbooks later she is now an aficionado of everything Maine food. From the tremendous gourmet restaurants to the bustling food industry to the widespread Maine from table movement. In other words, the views and the ingredients here are infinite. Which means the scenery isn't the only thing you'll eat up when you come here. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



Kathy, Food Aficionado
Get more insider info at VisitMaine.com

Maine

THE MAINE THING



*Not needing a GPS to
KNOW YOU'RE IN EXACTLY
the right place.*



The fresh Atlantic air. The gorgeous views. The natural, mountainous landscape. It's easy to get lost in all the beauty that is Maine. But for those who may actually get lost, there's Mainers like registered guide Steven Vose, who says there are a hundred places he could go to in Maine and be happy. Those fantastic places that are truly Maine include climbing majestic Mt. Katahdin, hiking beautiful Baxter State Park and fishing on picturesque Rangeley Lake. No matter where you go, a life-changing experience awaits.

Maine



STEVEN, Human Compass
Get more insider info at VisitMaine.com

THE MAINE THING



*Going off the beaten
PATH TO GET YOURSELF
back on track.*



Maine is the first state to see the sunrise everyday. No wonder we're all about the outdoors. If you ask Brownyn, she'll tell you there are one-of-a-kind adventures around every corner, including Tumbledown Mountain, which is blanketed by blueberry fields. Or Mount Meganticook, with its gorgeous views of the Penobscot Bay and Camden Hills. And Mount Katahdin, along the Appalachian Trail, is simply stunning. No big deal if you forget something. Out here, you might forget everything.

Maine



BROWNYN, Fresh Air-aholic
Get more insider info at VisitMaine.com

Maine

THE MAINE THING
is

*Being the navigator
AND THE GUY WHO LEADS
the sing-alongs.*

It's time to unplug and take to the sea. There's no better way to do that than via a windjammer cruise, where you can laugh, make friends, take in the peaceful sound of the ocean, and see the Maine scenery from a unique perspective. And no trip is complete without a delicious lobster boil on one of over a thousand islands and a sing-along. If anyone knows what it's like, it's Captain Barry King. His many voyages from Camden Harbor have been running non-stop for over 10 years. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



BARRY, Captain Crooner
Get more insider info at VisitMaine.com

THE MAINE THING
is

*Meeting the waves
AND KNOWING IT'S
your only appointment.*

With 300 miles of gorgeous coastline and the unparallelled Atlantic sea air, summer time is surf time in Maine. And few know the coastal beaches better than Michael Grover. From York to Ogunquit to Kennebunk, there are enough waves to go around. And each beach offers quiet little communities where you can scarf down a lobster roll and a whoopie pie between swells. And if you don't surf, no biggie. You can collect seashells, build a sandcastle, or simply relax in the sun on an 80-degree day. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



MICHAEL, Surfanatic
Get more insider info at VisitMaine.com

Maine



It's difficult not to be inspired when inspiration is literally everywhere. Suzanne, an accomplished singer and radio personality, discovered this on her first trip to Maine. She found her muse here and followed it — making the state her home. The truth is that this is a place extraordinarily conducive to being creative, whether you make music, write, paint, photograph or whatever it is you do. The many museums, music venues, open houses and art galleries here are evidence of the engine of inspiration. So bring your Maine state — Maine lets you be free to be whatever you want to be. Be inspired. Be adventurous. Be yourself. Discover your Maine Thing. To learn more, go to VisitMaine.com.

Maine



SUZANNE, Inspiration Seeker
Get more insider info at VisitMaine.com



THE MAINE THING
is
*Every once in a while
MOTHER NATURE DROPS
a playground on you.*



Maine

Maine



THE (OPTIMISTIC) WAVE RIDER

MICHAEL Trouver

Michael has an undeniable passion for the waves and beaches of Maine. With up to 3,500 miles of coastline, he has endless opportunities to enjoy surfing and sand. Yet as much as Michael loves riding the waves, his Maine Thing is the people. The unique culture, welcoming communities and authentic experiences they have to share is like nowhere else.

To learn more about Michael watch his video here.

MEET the
MAINE
INSIDERS



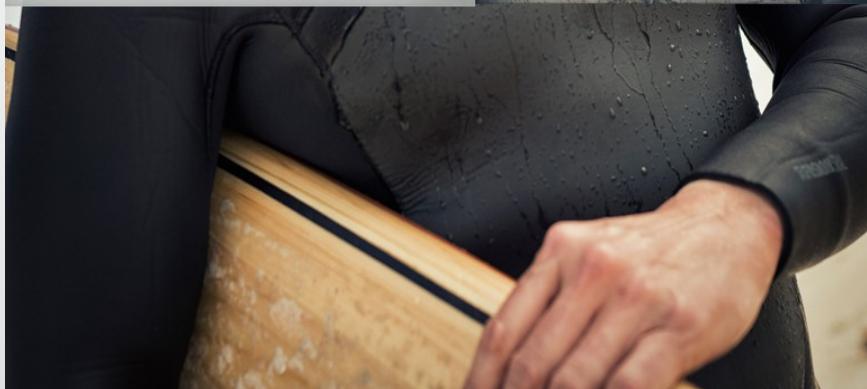
THE OUTDOOR ADVENTURER

BARRY Tripp

From snow to sand, and mountain to beach, Barry makes the most of Maine's diverse terrain. He's likely to be found riding the waves and the slopes, one right after the other. Barry's Maine Thing is making the most of every single day. And considering the limitless opportunities for adventure here in Maine, it's not that difficult to do.

To learn more about Barry watch his video here.

MEET the
MAINE
INSIDERS



TRAILS MADE *by* GLACIERS JUST *for you.*

Some of the most demanding yet inspiring hikes take place in Maine. From the coast to the highlands, along the lakes and mountains, Maine's trails are truly off the beaten path, and ready to be conquered.



BOLD COAST

100-MILE WILDERNESS

THE GRAFTON NOTCH

BIGELOW RANGE TRAIL



HIKING THE BOLD COAST

The Cutler Coast trail offers the experienced backpacker a hike that is full of varying terrain with a combination of forest and coast. The scenery is unexpected and beautiful. From dramatic cliffs to serene shores, fragrant pine forests to vast meadows, this unspoiled landscape is a balance of natural elements.

Come with experience and high expectations, knowing that you'll leave with a new understanding of your passion for backpacking, your environment and yourself.



BOLD COAST

100-MILE WILDERNESS

THE GRAFTON NOTCH

BIGELOW RANGE TRAIL

Create Page

**Maine Office of Tourism**

60,297 likes · 6,438 talking about this



Message *

Travel/Leisure

Thanks for visiting the official Facebook page for the Maine Office of Tourism. It's winter in Maine. The season for skiing and snowboarding, skating,



3

[About](#)[Photos](#)[Videos](#)[Free Travel Guide](#)[Two Nation Vacation](#)Highlights  Post Photo / Video

Write something...



Share



Maine Office of Tourism shared a link.

27 minutes ago

Enjoy playing in the snow this weekend, but heed the warning from the Maine Department of Inland Fisheries and Wildlife that many lakes, ponds and rivers still have open water and are not safe to be on. Talk to locals to find out where to enjoy the snow safely.

<http://bangordailynews.com/2013/01/02/outdoors/theres-no-safe-ice-on-maine-lakes-rivers-and-ponds-officials-say/>

2 Friends

Like Maine Office of Tourism



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 **Steve Phillips**
Wintah' comin' on Strong!
1 · 2 hours ago

 **Annie McCliment**
Can anyone tell me when the school summer vacation...
5 · 4 hours ago

 **Andrew Mooers**
Crisp Fresh Maine Air, Under Cobalt Blue Skies, Bat...
1 · 6 hours ago

 in

Maine
INVITES YOU

WHEN A ROAD TRIP IS
A TREASURE HUNT
PAGE XXX

WHERE GREAT ARTISTS
FIND INSPIRATION
PAGE XXX

THIRSTY? TAKE
MAINE'S BEER TRAIL
PAGE XXX

MAINE'S OFFICIAL TRAVEL PLANNER
VisitMaine.com

Maine
VisitMaine.com

THINGS TO DO | PACKAGES & SPECIALS | EVENTS

forward to a friend

When you plan your visit to Maine, be sure to hear from those who experience our state first hand every day. Our Insiders are real Maine people who share the things they love the most about the place they call home. We can't wait for you to meet them. Passionate about the state, and each with their own unique experiences, the Insiders are one of Maine's unmatched resources.

Traveling to Maine is an easy decision. But with so much to offer, deciding where to go and what to do isn't always as easy. We've collected some experienced and knowledgeable people who live here to share their insights and love of Maine with you. Through them you can experience a vacation that is entirely different from any other you've had. We hope you'll find these unique perspectives to be beneficial to your Maine experience.

Along with our trusted Maine Insiders, we have updated our website with a new look. It provides the information you'll need to plan an unforgettable vacation.

[VISITMAINE.COM >](#)

MAINE INSIDERS [VIEW ALL >](#)

A TRULY DOWN-TO-EARTH FARMER

Seren Huus. Having grown up in Union, Maine is in her blood. As a farmer who grows her own organic food, she is a huge supporter of the farm-to-table movement. Having frequented many festivals across the state, Seren is able to take her passion for all things natural and provide insight to those looking to explore the inherently, original side of Maine.

AN OUTSIDER FROM 9 TO 5

Bronwyn Pottlöff. Depending on where you are, it's just better to get around on foot, bike or kayak. [MORE >](#)

QUINTESSENTIAL MAINE FOODIES

Jillian & Malcolm Bedell. Traveling off the beaten path to find Maine's many hidden treasures. [MORE >](#)

Things TO DO [GO >](#)

Packages AND Specials [GO >](#)

Maine EVENTS [GO >](#)

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Maine
VisitMaine.com

Jillian and Malcolm have their Maine thing.

DISCOVER YOURS.

Maine
VisitMaine.com

Michael has his Maine Thing.

DISCOVER YOURS.

Maine

THE MAINE THING



Where original people perfectly complement the beauty of this place. Explore and discover what the Maine Thing is all about. So be inspired. Be adventurous. Be yourself. Discover your Maine Thing.



CHOOSE a SEASON

Filter your site experience by the season > SPRING SUMMER FALL WINTER

FEATURED CONTENT



DOWNTOWN SHOPPING

Maine's downtowns reward shoppers with more than prized finds. Three, Portland, Bath, and Rockland, have Distinctive Destination status from the National Trust for Historic Preservation, recognized for their authentic...

[READ MORE >](#)



DAY HIKING

From the coast to the foothills and mountains to the North Woods, Maine's natural beauty and abundant wildlife beckons. For outdoor enthusiasts desiring to take to the woods and explore on foot for the day, more...

[READ MORE >](#)



MOOSE WATCHING

Maine is lucky enough to be one of only a few states in the U.S. that have a sizable moose population. State biologists estimate the Maine moose population to be around 29,000. That's the second largest...

[READ MORE >](#)

WHAT type of TRAVELER are you?

Filter your site experience by your interests.

FIRST TIME VISITOR

RETURNING VISITOR

IN-STATE EXPLORER

Filter by adjusting slider to your traveler type

FREE SPIRIT VISITOR

NO HASSLE TRAVELER



HOME

PRIVACY POLICY

SITE ACCESSIBILITY

SITE MAP

CONTACT US

DISCOVER MAINE

MAINE STORIES

WEDDING RESOURCES

UNIVERSITIES & COLLEGES

LIBRARY DIRECTORIES

SUMMER CAMPS

MEDIA ROOM

TOURISM PARTNERS

TURISM WORKS FOR ME

GROUP TOURS

MAINE IS FOR MEETINGS

ECONOMIC DEVELOPMENT

MADE IN MAINE

DOING BUSINESS

Enhance user experience & content

Improve design & functionality

Apply new technology

Enhance user experience & content

Simplify navigation

Improve content {more experiential and emotive}

Multiple paths to content

Alignment with key vacation planning stages

Content based on user preference

Increased exposure to partners outside of listings

Better mobile experience

Improve design and functionality

Editorial / magazine layout style cues

Contemporary design elements

Display content in 'snack-able' structure

Evolve trip planner functionality

Imagery and typography to help tell the story

Adaptive design for multi-screen and multi-device consumption

Apply new technologies

New content management system

Improved search integration

Advanced mapping functionality

New development techniques

[AGRICULTURAL ATTRACTIONS](#)[SIGHTSEEING & TOURS](#)[HISTORY & HERITAGE](#)[ARTS & ENTERTAINMENT](#)[OUTDOOR ACTIVITIES](#)[ON THE WATER](#)[DINING](#)[WILDLIFE](#)[STATE & NATIONAL PARKS](#)[NIGHTLIFE](#)[SHOPPING](#)[GAMING & WAGERING](#)
Uniquely
Maine[SEE ACTIVITIES](#)
Paddlers seeking fun, adventure and amazing natural beauty will find what they're looking for on Maine's abundant inland and coastal waters.



CHOOSE a SEASON

Filter your site experience by the season >



SPRING



SUMMER



FALL



WINTER

FEATURED CONTENT



SKIING

Majestic mountain vistas, abundant snowfall, impeccably groomed trails, tree-studded glades, powerful snow-making, short lines and high-speed lifts – that's Maine skiing at its legendary best, and why skiers and...



DOG SLEDDING

Imagine bounding across the frozen expanse of a remote lake surrounded by mountain peaks clad in evergreens, holding tight to the reins of your dog team as they drive your sled forward through the deep snow...



SNOWMOBILING

One of the best ways to enjoy Maine's stunning winter landscape is to climb aboard a snowmobile, rev up the engine and ride to your heart's content. Our state is the premier snowmobiling destination in the...

[READ MORE ▶](#)

[READ MORE ▶](#)

[READ MORE ▶](#)

WHAT type OF TRAVELER are you?

Filter your site experience by your interests.

FIRST TIME VISITOR

RETURNING VISITOR

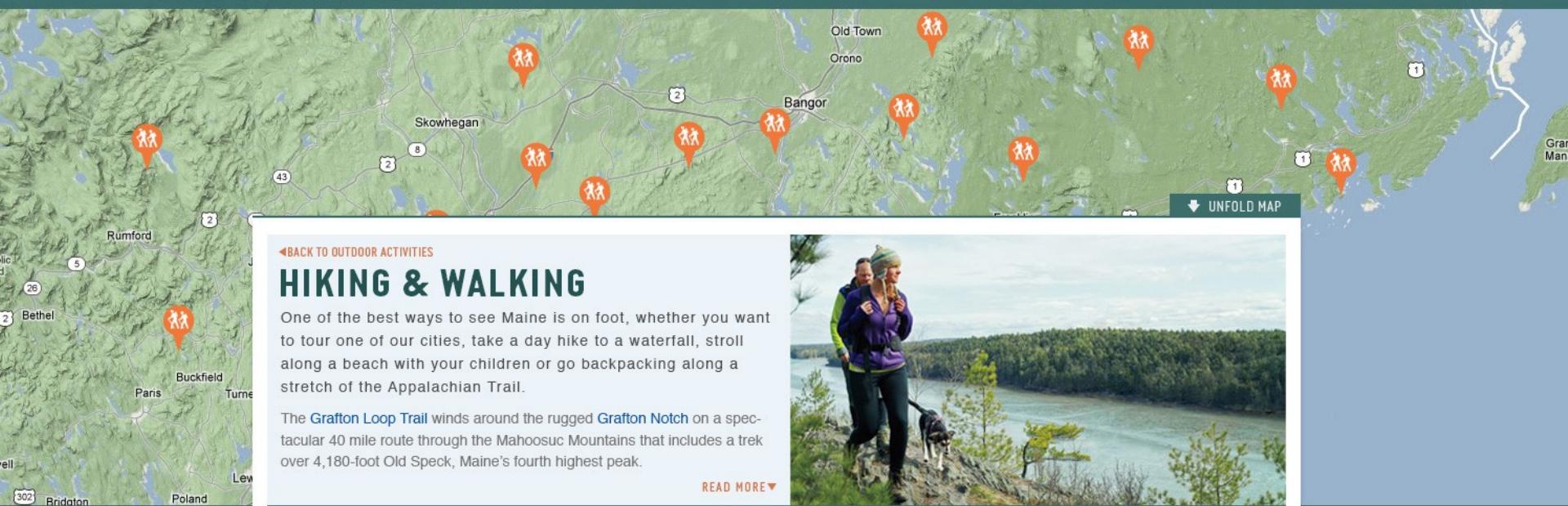
IN-STATE EXPLORER

Filter by adjusting slider to your traveler type

FREE SPIRIT VISITOR



NO HASSLE TRAVELER


[◀ BACK TO OUTDOOR ACTIVITIES](#)

HIKING & WALKING

One of the best ways to see Maine is on foot, whether you want to tour one of our cities, take a day hike to a waterfall, stroll along a beach with your children or go backpacking along a stretch of the Appalachian Trail.

The [Grafton Loop Trail](#) winds around the rugged [Grafton Notch](#) on a spectacular 40 mile route through the Mahoosuc Mountains that includes a trek over 4,180-foot Old Speck, Maine's fourth highest peak.

[READ MORE ▾](#)


FILTER CONTENT BY:

TOPIC

- BACKPACKING
 - DAY HIKING
 - HIKES WITH KIDS
 - WALKING TOURS
- [show more topics](#)

LOCATION

- AROOSTOOK COUNTY
- DOWNEAST & ACADIA
- GREATER PORTLAND & CASCO BAY
- KENNEBEC & MOOSE RIVER VALLEYS
- MAINE'S LAKES & MOUNTAINS
- MIDCOAST
- THE MAINE BEACHES
- THE MAINE HIGHLANDS: BANGOR, KATAHDIN & MOOSEHEAD LAKE

SEASON

- SPRING
- SUMMER
- FALL
- WINTER

STORIES



A HIKER'S TABLOID

SPOON was a 100 Mile Wilderness thru-hiker. Like many of his (or her) Appalachian Trail (AT) and 100 Mile Wilderness thru-hiking...

30 LIKES



WINTER FUN ON PUBLIC TRAILS

On a sparkling winter day, one of the most magical ways to take in Maine's landscape is to venture out on cross-country skis...

22 LIKES



DAY HIKING

From the coast to the foothills and mountains to the North Woods, Maine's natural beauty and abundant wildlife beckons. For outdoor enthusiasts desiring to take to the woods and explore on foot for the day more than...

17 LIKES

[SHOW MORE ▾](#)
[VIEW ALL ▾](#)
[Search within 26 results](#)

FEATURED INSIDERS



THE GUIDE TO THE WILD
Steve Vose. He'll be your beacon for unique and remarkable adventures.



AN OUTSIDER FROM 9 TO 5
Bronwyn Pothoff. Depending on where you are, it's just better to get around on foot.



THE OUTDOOR ADVENTURER
Barry Tripp. An adventurer who typifies the Maine outdoor sports enthusiast.

[VIEW ALL INSIDERS](#)

TRIP IDEAS



VILES ARBORETUM

the Arboretum's two dozen plant and tree collections, provide endless opportunity...



WILDLIFE PHOTOGRAPHY

Immerse yourself in a uniquely Maine photography workshop.

[VIEW MORE TRIP IDEAS](#)



AN OUTSIDER FROM 9 TO 5. **BRONWYN POTTOFF.**

With a diverse landscape, Maine is a playground of outdoor activities. As an outdoor enthusiast, Bronwyn spends her waking hours exploring Maine's natural terrain. She hikes the land and navigates the water, allowing it to guide her next voyage. According to Bronwyn, depending on where you are, it's just better to get around on foot, bike, or kayak.



RELATED INSIDERS



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Editor's Notes:

Biddeford Pool is a large tidal pool where the Saco River meets the sea. It hosts lobstermen and vacationers alike, and is an excellent place to explore Maine's salt marshes. Many species of birds and wildlife call these lush, muddy banks their home, and the East Point Sanctuary is considered to be one of the premier birding spots in the Northeast.

Wood Island is the site of Maine's haunted Wood Island Lighthouse. Known for its characteristic alternating green and white flashes, this lighthouse has been a Maine landmark since the early 1800s. Reachable only by sea, tours are available with a reservation. Otherwise, the island and lighthouse are not open to the public.

Fortune's Rock Beach is only about 20 miles from downtown Portland, Maine's largest city. This sandy, 2-mile stretch of beach is a popular place to lounge or enjoy wave sports. You can go surfing, body surfing, skim boarding and surf kayaking.

Portland has a contemporary urban scene with great restaurants, brew pubs, unique shops,



MY TRIP PLANNER

YOU HAVE 7 ITEMS IN YOUR PLAN



GRAFTON NOTCH STATE PARK GOLF - 3 PONDS



ATV - KENNEBUNK



ATV - BANGOR



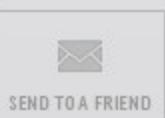
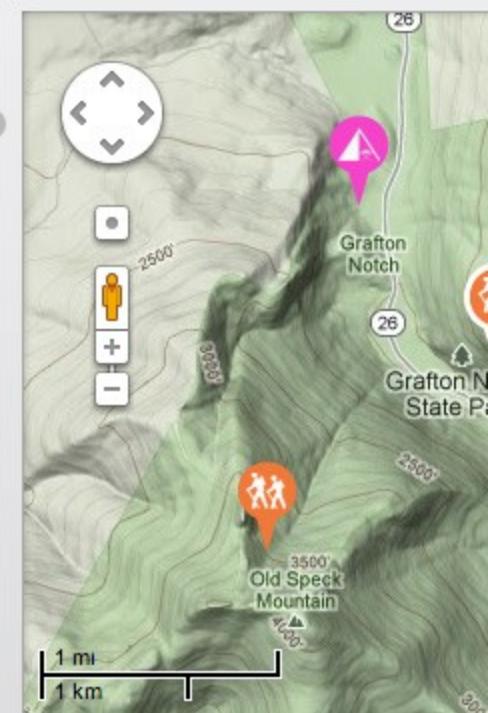
HIKING - MT. DESERT



GOLF - FRANLIN LNKS



ATV - BANGOR



EMAIL ADDRESS

SUBJECT

MESSAGE



PRINT

To s
info

US

City, Maine 12345
phone: 555-123-4567
fax: 555-123-4568

www.AMCclub.com
info@AMCclub.com

Hours:

mountains, forests, waters, and trails of the Appalachian region. The AMC supports natural resource conservation while encouraging responsible recreation, based on the philosophy that successful, long-term conservation depends upon first-hand enjoyment of the natural environment.

Mission Statement: The Appalachian Mountain Club promotes the



Paid Media STRATEGY

Maine

PRIORITIZING
**ORIGIN
MARKETS**

Maine

Look for Markets that Combine:

- A HIGHER THAN AVERAGE VISITOR PROPENSITY
Defined as the number of overnight visitors to Maine as compared to the underlying size of the market (per DPA Overnight Visitor Stats)
- A HIGHER THAN AVERAGE MEDIA REACH
A comparative measure of media efficiency based on the size of the market and the Nielsen Cost-per-point (CPP)

Market Selection for FIRST-TIME Visitors

Primary Target Markets

- MID-ATLANTIC MARKETS
 - New York
 - New Jersey
 - Pennsylvania
- CANADA
 - Ontario
 - New Brunswick

Market Selection for REPEAT Visitors

Primary Target Markets

- NEW ENGLAND MARKETS
 - Massachusetts
 - Connecticut
 - Rhode Island
 - New Hampshire
 - Vermont
 - Maine
- CANADA

TARGETING BY SPECIAL INTEREST

- People pursue their passions
- Special interest activities will draw visitors from a wider geographic areas giving Maine increased exposure beyond New England/Canada
- People will find time and money to pursue activities about which they are passionate

Special interest segments to be targeted through paid media

- Hiking/Climbing
- Cycling
- Paddling
- Wildlife Watching
- Outdoor Adventure
- Culinary
- Cultural Tourism
- Winter Sports

*Special interests chosen based on those that are greatest amount of overnight visitation

PAID MEDIA

- Emphasis on New England and Mid-Atlantic states
- National Coverage for Niche Markets
- Combination of:
 - Online
 - Transit
 - Magazines
 - Newspapers
 - Radio

Partner RESOURCES

A photograph of two skiers standing on a snowy mountain slope. The skier on the left is wearing a blue jacket and white pants, and is holding ski poles. The skier on the right is wearing a dark green jacket and brown pants, and is standing next to a snowboard. In the background, there are snow-covered mountains and a clear blue sky.

Maine

For Distribution Today
2013 Annual Marketing Plan
2012 Tourism Fact Sheet

Maine

Thank You



Maine