



GOVERNORS

OF ORIGINALITY

Maine

Governor's Conference

April 10 2019



Who We Are



MAINE OFFICE OF TOURISM

State Agency

A division of the Maine Department of Economic & Community Development

The Official tourism marketing organization for the state of Maine



What We Do



Maine Office of Tourism & Maine Film Office

Administer a program to support and expand the tourism industry and promote the State as a tourist destination and attract on-location filming of movies, advertisements and videos

Compete with tourism destinations globally to inspire travelers to consider Maine as a vacation destination

Provide guidance to communities and organizations seeking to develop their areas as strong tourism destinations

Research

Annual Visitor Research

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



PAID MEDIA



WHERE WE MARKET

New England



Mid-Atlantic



Eastern Canada



Discover New England

Discover New England (DNE) Partnership

Primary Markets

- United Kingdom
- Germany
- China

Secondary Markets

- France
- Australia/New Zealand



Grants

Regional Tourism Marketing Organizations - \$1.2 million

Special Events Grant - \$50,000

Tourism Enterprise Grants - \$51,328

2019-2020 Bicentennial Grants - \$100,000



EARNED MEDIA

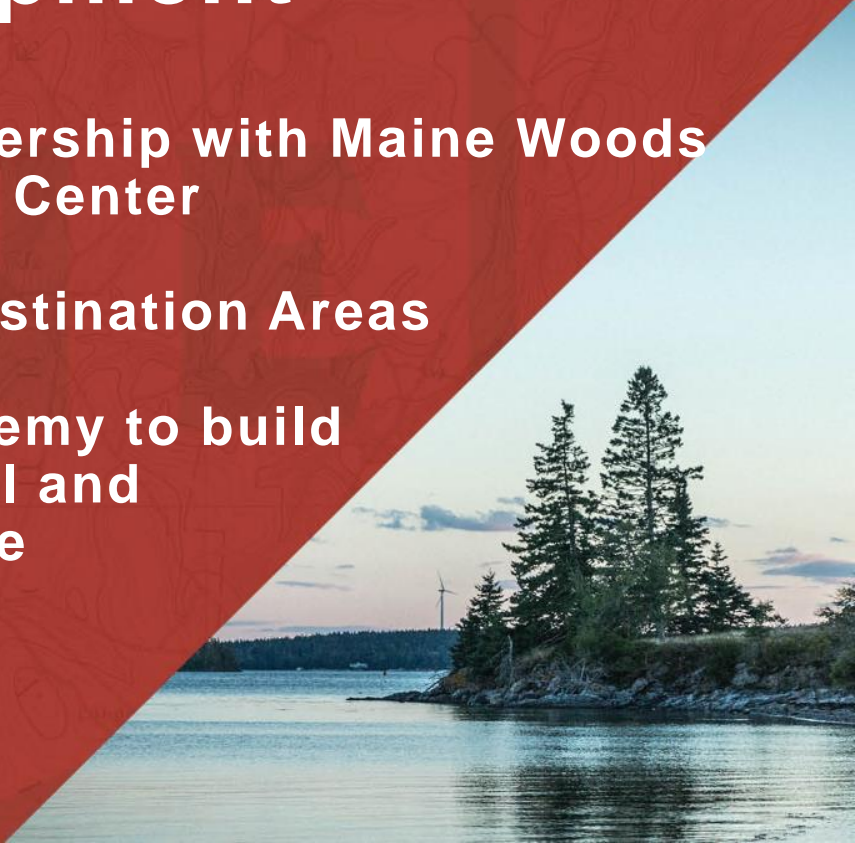


Destination Development

Established Public/Private Partnership with Maine Woods Consortium and Northern Forest Center

Identified high potential rural Destination Areas

Introduced the Destination Academy to build local capacity and offer technical and financial assistance to high value rural destinations



Domestic Travel Shows

New York Times Travel Show

Philadelphia Travel Adventure Show

Washington DC Travel Adventure Show

Boston Travel Adventure Show

W. Springfield MA – The Big E

Boston.com Ski & Snowboard Expo (support)



Canadian Travel Shows

**Montreal Outdoor Adventure Show
Ottawa Travel & Vacation Show
Toronto Outdoor Adventure Show**

**Support for the New England Tourism Center
who attends a number of show**



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

TAP



CruiseMaine

Established New Governance Structure

Developed a marketing and communications plan

**Conducted a study of cruise ship visitors
to understand visitor behavior**

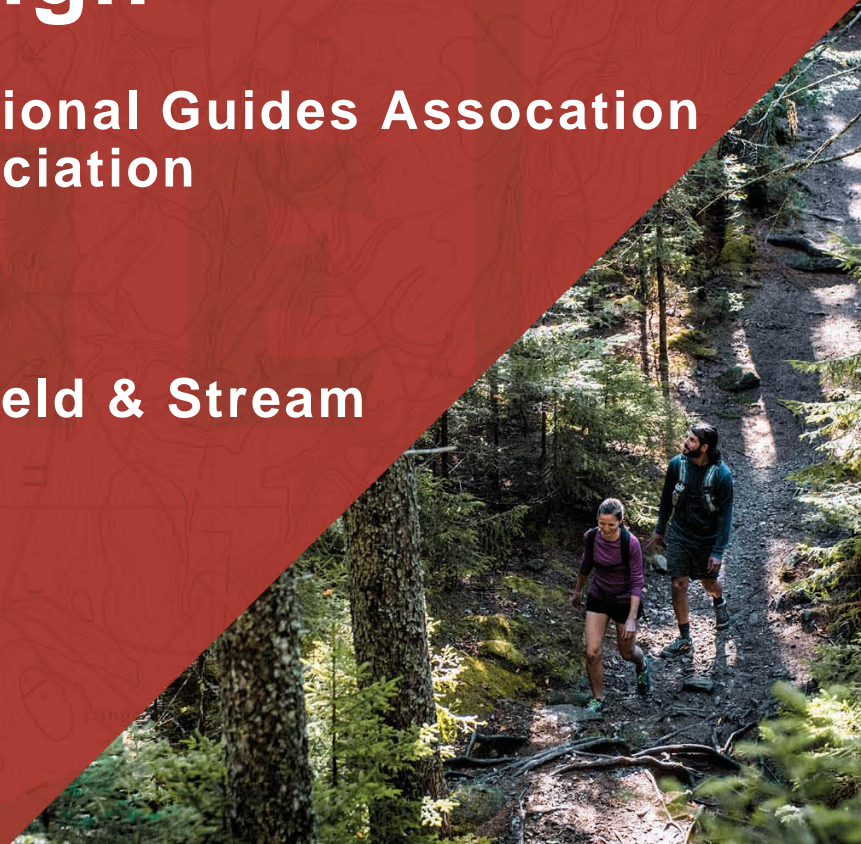


Hunt – Fish Campaign

Collaborated with Maine Professional Guides Association
and Maine Sporting Camps Association

February – March 2018

4 Million impressions through Field & Stream
and Outdoor Life



Workforce Attraction Campaign

Collaborated with Live + Work in Maine

Digital radio, elevator and lobby screens,
subway advertising

February – March 2018

39 Million impressions in Boston Area



Maine Film Office

2018 Economic impact: \$15 Million

**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**



Video

MAIN

OF ORIGINALITY



MAINE OFFICE OF TOURISM & MAINE FILM OFFICE STAFF

Steve Lyons – Director

Donna Moreland – Destination Development Specialist

Jennifer Geiger – Communications Manager

Micki Mullen – Marketing Manager

Hannah Collins – Grant Manager

Chiara Moriconi – Group Sales

Greg Gadberry – Web Manager/Editor

Karen Carberry-Warhola – Director, Maine Film Office

Carolann Ouellette – Director, Office of Outdoor Recreation

MOT Contractors

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



Thank You

