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.

In 2013, tourism-related businesses generated 88,585 jobs and $5.2 billion in direct expenditures. (Note: 2014 numbers available March 2015).

MISSION

Become the premier four-season destination in New England.

The year 2014 marked the beginning of a new five-year strategic plan developed by the Maine Office of Tourism (MOT) in collaboration with its industry partners. This annual report reflects progress toward that long-range vision for the office.

KEY FACTS BY THE NUMBERS

- **Overall visitation grew to 36,660,794 up**
  - **3.7%***

- **Total business visitation grew to 1,748,415 up**
  - **7.8%***

- **Total first-time visitation grew to 3,851,227 up**
  - **19.6%***

- **Combined Lodging and Restaurant sales tax collections up**
  - **3.85%***

YOY through October 2014

*Calculated on a YOY comparison for the time period Sept. 2013 to Aug. 2014.
PAID ADVERTISING

A New Approach to TV

Of particular importance in 2014 was a trial program for television. This trial served two purposes tied directly to the Five-Year Strategic Plan:

- Expand into a larger geography (outside New England) to reach more first-time visitors.
- Include a lead generation component to capture consumer data so that we can have an ongoing relationship with potential visitors.

The solution was a national cable buy—households east of the Mississippi River, including Texas—on the AT&T system using RFI technology. RFI technology essentially allows AT&T customers to respond to commercial offers via a button on their remote. This allowed viewers to request a Travel Planner and opt in to receive ongoing e-communications.

As added value from the paid media buy, Maine received a branded channel designed to allow viewers to browse Maine videos and photography and order travel planning materials.

The program was overwhelmingly successful. According to the media representatives, Maine is now the model case study for the approach.

Rounding Out the Media Mix

Red Sox:
- 8,910 radio spots ran across 55 stations in 162 games
- 8,910 announcer-read features
- 17,820 mentions of Maine by announcers

Print:
- 25 US Publications
  - 68 full-page ads
  - 30 fractional ads that sponsored the crossword puzzle in the Boston Globe Sunday magazine
- 10 Canadian Publications
  - 22 total insertions

Paid Search:
- 520,201 clicks
- 65.4 million impressions and 179,199 conversions

Digital:
- Delivered 21,848,382 impressions and 76,135 clicks to visitmaine.com.
- Overall Click Through Rate was .35%.
- Digital campaign drove (from clicks):
  - 241 Deals page views
  - 239 Trip Planner interactions
  - 304 Interactive Map views
  - 112 eNewsletter signups
  - 337 Visitors Guide requests.
  - 27,959 Total conversions

Results from a recent conversion study show:

<table>
<thead>
<tr>
<th>Response Category</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remember info from Maine</td>
<td>44%</td>
</tr>
<tr>
<td>Click to visit the website visitmaine.com</td>
<td>69.5%</td>
</tr>
<tr>
<td>Said it convinced them to consider a trip</td>
<td>43%</td>
</tr>
</tbody>
</table>

Campaign featured 11 trusted partners, varying from direct local publishers (Boston.com, Yankee.com), travel-related sites (TripAdvisor, Orbitz), premium networks (MNI) and video networks (Clearstream).
Opt-In Email Marketing

- Deployed 12 monthly emails to opt-in subscriber database
- Deployed 4 promotional emails in support of the sweepstakes
- Deployed 3 promotional emails featuring the Lobster, Beer and Road Trips issues of The Maine Thing Quarterly digital magazine
- Deployed 2 niche emails to fishing list to promote license sales
- Increased the opt-in database by 19% YOY as of October 2014
- Average open rates range between 16% and 27%
- Average click-through rates range from 12% to 18%
- In 2014 organic subscriptions grew by 19%

VisitMaine.com

New visitmaine.com launched January 2014

Year to Date (1/1/2014 – 10/31/2014)

- Generated 2,281,271 website sessions, across 1,665,356 users
- Average time spent on site is 3 minutes
- Decreased average bounce rate from 40% to 30%
- Percentage of new sessions is 72%
- Generated 47,793 organic requests for “Maine invites you,” a 68% increase YOY
- Generated 93,385 travel planner online views, a 67% increase YOY
- Completed 8,103 entries for the sweepstakes
- Handled more than 500 requests from Maine businesses and organizations to create or update listings, deals and calendar entries
- As of Dec. 1, the site consists of 6,952 content entries (galleries, deals, stories and calendar entries) and more than 3,900 users
- Offered “how to” workshopsvisitmaine.com in every Tourism Region in Maine
- Conducted usability testing in Toronto, ON, Chicago, IL, Hartford, CT, Albany, NY, and Charlotte, NC to validate and optimize site performance for both target and non-target consumers
- Moved six participating regional websites to new platform which included a redesign of each site.

MaineQuarterly.com

Year to Date (1/1/2014 – 10/31/2014)

- Generated 113,681 sessions for the first three issues, across 89,369 users
- Average time spent on site is 2 minutes
- Average bounce rate of 29%
- Percentage of new sessions is 79%
- Section Pageviews:
  - Home: 62,088
  - Lobster: 77,891
  - Beer: 49,374
  - Road Trips: 35,098

Won Mercury Award for Best Destination Website by the United States Travel Association

Marketing Partnerships

Maine invites You—a 176-page travel guide published in partnership with the Maine Tourism Association and distributed to 2,071,000 as a key consumer fulfillment piece in Yankee Magazine—special Maine edition published and distributed at consumer trade shows & events.

80% recall receiving the emails
35% find emails very valuable
38% say they look forward to receiving emails
85% say emails came at the right frequency
49% say they learned something new about Maine
46.9% connect to visitors, 9% were exposed with other fulfillment materials to a visitor base

80% remember the Quarterly
82.9% like the deep dive on topics
97% forward it to a friend
50% forward it to a friend's email

Won Mercury Award for Best Digital Marketing Campaign by United States Travel Association

Results from a recent conversion study show:
Public Relations: Special Projects

150th Anniversary Thoreau-Wabanaki Tour

Partnered with Maine Woods Discovery to organize and promote the 150th Anniversary Thoreau-Wabanaki Tour.

Supported Maine Woods Discovery’s anniversary celebration of the publication of Henry David Thoreau’s iconic Maine tale of canoe exploration, The Maine Woods, with a 16-day canoe trip led by registered Maine Guides and based on the itinerary of Thoreau’s July 1857 trip.

Established pilot program allowing Maine Woods Discovery access to social channels to post real-time updates from the journey. Documented on social media as #150Thoreau with daily Facebook postings and photos throughout the journey.

Engagement on Facebook was very high, and the buzz it created helped increase page “likes” for “Maine Woods Discovery” from approximately 500 to over 5,000.

Maine Office of Tourism media outreach efforts caught the attention of the CBS television network, which sent a news crew to film a segment that aired July 20 on the CBS Sunday Morning programming. Agency efforts secured an article in The Boston Globe. Other media representatives who joined the trip included photographers from Yankee Magazine (financed by MOT), Explore magazine, DownEast magazine, and travel writers for Outdoor Magazine. MOT also attended the trip via advertising agency RVK to develop photo and video assets for an upcoming e-zine. Future media coverage will include a feature story in Yankee Magazine to drop in March 2015. This will be boosted by a MOT e-zine and video segment to be published on visitmaine.com in winter 2015.

Two Nation Vacation

Hosted Two Nation Vacation (TNV) media event in Toronto. Over 30 travel writers were in attendance with immediate interest from 4 key writers/editors.

Trained up with representatives from New Brunswick Tourism on branding sessions, website redesign, asset collection, industry toolkit, social media launch and content development/marketing program for the TNV campaign. MOT in partnership with New Brunswick Tourism will commit a combined total of $1 million in marketing dollars over the next four years.

Joint Maine/New Brunswick visit to the region took place June 4 by the New England Travel Writers Network. Over 15 writers made a media familiarization trip. The media trip produced three immediate stories about the region with some writers expressing interest in returning to cover other areas in Maine. Director met with the group in Lubec to present updates on TNV as well as discuss other great happenings across the state. MOT hosted a dinner, overnight and meeting in Lubec with regional representatives where the director gave a speech highlighting Maine as a vacation destination.

Domestic & Canadian Press Events

Sponsored an Adventure Travel Trade Association Adventure Connect event in NYC in partnership with NH and VT.

Attended the Society of American Travel Writers (SATW) Eastern Chapter Conference representing Maine at major Media Marketplace.

Promoted Maine destinations to 30 selected participants at a press luncheon during the International Tourism and Travel Show in Montreal, Canada, in collaboration with the US Consulate.

MOT partnered with 21 Maine tourism-related businesses and organizations to host 63 journalists at the Taste of Maine Media Marketplace in NYC May 8 at the Glasshouses in Chelsea.
Maine’s target markets overseas include the United Kingdom, Germany and Japan in partnership with Discover New England. Additionally Maine focuses overseas efforts on France and Italy. Maine is now in the beginning stages of outreach to the Scandinavian and Arctic countries.

**Overseas Travel Trade & Leisure Sales**

Exhibited at the Destinations Holiday Show in London as part of the Discover New England booth.

Participated in Japanese sales mission in Los Angeles, including four meetings with product managers and reservation team leaders of LA-based Japanese tour companies, as well as evening event with over 40 attendees.

- Also had representation during week-long sales mission in Japan, which included a media event and meeting with over 40 tour operators in and around Tokyo.

Participated in ITB in Berlin. ITB is Germany’s largest travel trade and consumer show. The first three days are one-on-one meetings with key tour operators and media. The weekend is open to consumers.

Attended US Travel Association’s IPW. Over the course of 3 days participated in more than 80 one-on-one appointments with international travel trade and media groups looking to either expand product offerings or develop new product offerings in Maine.

Thirty seven one-on-one appointments with UK product managers and media concluding in:

- Two proposed media trips.
- Significant interest in the 2015 Discover New England Summit, which is in Portland in 2015.

Exploratory sales mission to Denmark and Sweden in partnership with Massachusetts Office of Travel and Tourism and Icelandair.

**Hosted 2 events each in Denmark and Sweden.**

Each media event was attended by 20 journalists. Each tour operator event was attended by 30 product managers.

**Overseas FAM tours**

MOT collaborated with Discover New England to develop, plan and host itineraries for 25 domestic travel writers and 10 different international travel writer and journalist delegations from Japan, China, Germany, Scandinavia, Ireland, and the UK, giving press exposure to dozens of Maine hospitality businesses and attractions.

- Spent a half-day at Swanson’s Travel in Sweden, the top outbound to the US tour operator in Scandinavia, trained 16 reservation agents, met with top-level management and the owner to discuss expanded opportunities.
DOMESTIC / CANADIAN TRAVEL TRADE & LEISURE SALES

Group Tour
MOT staff conducted 170 meetings with qualified tour operators at Ontario Motor Coach Association, National Tour Association, American Bus Association and Discover New England Summit.
- Conducted follow-up on all individual requests with brochures, photos, other requested materials and new group itineraries.
- Met on average with 50-60 contacts during networking sessions and special events.

At the 2014 American Bus Association Marketplace, MOT sponsored a booth for the Maine Motorcoach Network that allowed attending network businesses to interact informally with a majority of the 3,500 attendees.

Assisted with the 2014 Profile Book for Tour Operators that includes group-friendly lodging, restaurants and attractions through all eight regions of Maine.
- One hundred Profile Books were published and distributed via a Sales Mission to eastern PA, a FAM tour in August and in response to multiple tour operator inquiries.
- Conducted a Sales Mission to eastern Pennsylvania with six group-friendly Maine business representatives.
- Spent 18 one-hour appointments with tour operators and their staff.
- Helped the Maine Motorcoach Network conduct a week-long Familiarization Tour for 15 tour operators who traveled from locations in Ontario, North Dakota, Florida and many points in between to learn more about what Maine has to offer such groups.
- Operators were surveyed and they reported changing existing tours and writing new Maine tours as the result of seeing new possibilities in Maine.

Leisure Travel Sales
Planned and executed four domestic consumer shows on the East Coast including Philadelphia, Washington DC, Boston and New York.
- Stage shows were organized for New York and Boston to engage the crowds in authentic Maine music, cuisine and culture, featuring the 100th anniversary of Roosevelt International Park & North Woods Low game warden.
- Worked in collaboration with regional partners for staffing and brochure distribution.

Worked with Nova Star Cruises to promote the new ferry/cruise boat to Nova Scotia by offering space in our trade show booth in DC, Boston and NY.
Helped promote the Downeaster Train to Maine at a one-day event at North Station in Boston in a united effort of all stations along the travel route.

Canadian consumer shows specific to outdoors adventure were conducted in Montreal, Toronto and Ottawa to retain the Foreign Independent Travel travelers from our neighboring provinces to the beaches and to key Maine shopping destinations. Recognizing that the Canadian market knows Maine well for beaches and shopping, we built on that by showcasing outdoor recreation opportunities.

Participated in the ExposMonden week-long celebration in Grand Ile, NL as part of the Acadian Congress held in Aroostook County for the first time ever.

Orchestrated and staffed a new exhibit space which resulted in a more welcoming presence in the State of Maine building at the Eastern States Exposition, or Big E, in West Springfield, MA.
- Multiple Tourism events were set up and event for material ships and nearly 1,500 observers attended the 45th with 94% of them visiting the New England State building.
- In addition to the delivery of pleasing, audience-appropriate and eye-catching displays, distribution of audience-directed Maine tourism literature from multiple departments of State was organized and executed at each of these shows.

Advocacy & Industry Outreach
Advocated for Maine tourism interests during live radio interviews promoting the new Nova Star ferry service between Portland and Nova Scotia, selection of Acadia National Park as “America’s Favorite Place” in July, and Maine as a Fall Foliage Destination in Sept., a live television appearance on The Weather Channel, and taping for a report on Maine Tourism that aired on WABI Bangor.

Hosted the 2014 Governor’s Conference on Tourism, an annual two-day conference in Bangor with a record 428 attendees.
- Introduced the new Five-Year Strategic Plan.
- Shared the 2014 Annual Marketing Plan.
- Keynote speaker was Mark Orwoll, the International Editor of Travel + Leisure and Executive Editor of American Express Publishing’s International Department, responsible for 15 editions of Travel + Leisure, Departures and Food & Wine in more than 70 foreign markets and 9 languages.

Presented the Office of Tourism Marketing Plan and Five-Year Strategic Plan highlights to over 15 organizations including Chambers of Commerce, Downtown Associations, Rotary Clubs and Tourism Trade Associations.

Facilitated a day-long session for the Regional Marketing Organizations with the advertising agency and research firm featuring destination differentiators among the regions, marketing on a small budget and cooperative opportunities with the Office of Tourism.

Business and event listing workshops hosted in all 8 tourism regions. Follow-up included assistance with over 300 business and event listing inquiries.

Director represents Maine on the National Council of State Tourism Directors as well as Director-at-Large on the US Travel Association Board of Directors.
Annual Visitor Survey
Seasonal Topline Visitor Reports:
Spring/Summer; Fall; Winter
Lodging Study
New in 2014:
Regional Visitation and
Economic Impact Reports
New in 2014:
Market Segmentation Study
New in 2014:
Inquiry Conversion Study
New in 2014:
Hunting & Fishing Marketing
Analysis and Economic Impact
WHO WE ARE
The Maine Film Office is a division within the Office of Tourism at the Department of Economic and Community Development. The Film Office markets Maine as a production location for all forms of production—from feature films to catalog shoots—and supports the economic growth of the film, television and digital media industry sectors. Productions are actively recruited and supported by the office, which serves as the official liaison between the industry, state agencies, and production companies.

MISSION
In addition to bringing productions into the state, the Film Office works with the local film community to foster the growth of our local production industry, and provides essential support services and resources for any projects that film in Maine.
MARKETING

The Maine Film Office promoted Maine as a filming location at the Sundance Film Festival, Tribeca Film Festival, Toronto International Film Festival, SXSW Film Festival, and the Association of Film Commissioners International Locations Show in Los Angeles.

MFO also participated in the Maine Governor’s Conference on Tourism and the Maine Office of Tourism’s Taste of Maine Media Marketplace event in NYC.

Under new leadership, filming is up in Maine.

Since joining MOT in 2012, the MFO website has been updated with a new Reel-Crew Production Guide and a Location Submission Engine for the Locations Library. Filming in Maine has increased more than 500% and direct spending by productions filming in Maine increased more than 300%.

The director of the Film Office was awarded the designation of CERTIFIED FILM COMMISSIONER (one of 47 worldwide), by the Association of Film Commissioners International.

CERTIFIED PRODUCTIONS

All productions added more than $10 million in direct spending to Maine’s economy (14 certified productions contributed more than $4.6 million of that total).

2 MAINE MADE FILMS RELEASED THEATRICALLY

Harvest Sky
by Anne Geradot and Gina Pulpuz, starring Aidan Gillen, Emory Cohen, Collin McSorley and Sarah Sutherland

The filmmakers made the coveted VARIETY annual list of “10 Directors to Watch.”

Bluebird
by Land Edmands, starring John Slattery, Amy Morton, Louisa Krause, Emily Meade, Margo Martindale and Adam Driver

7 INDIE FEATURES IN POST-PRODUCTION

Five Nights in Maine
by Maris Curran, starring Dianne Wiest, Rosie Perez, David Oyelowo and Teyonah Parris

Night of the Living Deb
by Kyle Rankin, starring Mark Thompson, Michael Cudlitz and Ray Wise

Astraea
by Kristjan Thor, starring Ian Bremes, Scotty Crow and Jessica Cummings

LIV
by Catherine Eaton, starring Catherine Eaton, Teddy Sears, Ilanna Yukin and Frankie Faison

Anniversary
by Jim Cole, starring Paul Gross

The Congressman
by Jared Martin and Robert Mrazek, starring Treat Williams and George Hamilton

The Lighthouse Project
(working title)
by Erica Fae, starring Erica Fae, Antti Reini, David Patrick Kelly, Wee Strauss, Jarlath Conroy, Meagen Fay and Gabe Faro

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3 TV SERIES BASED ON MAINE AND FILMED IN MAINE

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