Maine
Office of Tourism Report
Maine Woods Consortium Rally
2016
Following The Strategic Plan

Significant investment in research in 2014:

- Market Segmentation Study
Following the Strategic Plan

2015
- Conversion Study
- Geography Analysis
- Website Usability Study
- Ad Effectiveness Study
- Annual Visitor Survey
- Value of Tourism

2016
- Canada Study
- Tourism ROI
Producing Results

- 33,853,851 total visitors
- $5,645,524,402 in direct tourism expenditures
  - 12,785,939 staying in paid accommodations +8%
  - 4,460,676 first time visitors +8%
  - 39% of summer visitors are from the mid-Atlantic +8%

Sources: 2015 Annual Visitor Survey, 2015 Summer Topline, DPA
Producing Results

• Increasing first time visitation has a significant impact on revenue generation
• They spend nearly $300 more per trip than repeat visitors

Source: 2015 Annual Visitor Survey, DPA
Producing Results

• Visitation during Maine’s Fall season showed a larger year-over-year increase than did the Summer and Winter seasons for the second year in a row.

• Canadian visitation held onto stable year-over-year visitation rates during the busy Summer season and similarly during the Winter season.

Source: 2015 Annual Visitor Survey, DPA
Producing Results

• Maine visitor satisfaction levels remain very high, and the majority of visitors also said they will spread the word about their positive experiences to family and friends.

Source: 2015 Annual Visitor Survey, DPA
Producing Results

• Increases in the proportion of visitors traveling with children over the past two years.
  • Visitors traveling with children tend to stay in Maine longer and spend more money.
  • They are more likely to be visiting Maine for the first time and report higher levels of intent to visit again.
  • They are more likely to visit some of the less-visited regions in Maine.

Source: 2015 Annual Visitor Survey, DPA
Higher Percentage of Priority Segments Stay in Paid Accommodations

- Balanced Achievers: 75%
- Genuine Originals: 71%
- Social Sophisticates: 82%

Source: Summer 2015 Seasonal Topline Segmentation Analysis, DPA
And They Stay Longer

• Balanced Achievers: 3.8 nights
  • Almost a full day longer than non-priority segments
• Genuine Originals: 3.4 nights
• Social Sophisticates: 3.2 nights

Source: Summer 2015 Seasonal Topline Segmentation Analysis, DPA
Customized Messaging Resonates

• A place where I can be adventurous: 85%
• A place where I can rediscover my own true nature: 77%
• A place where I can follow my own inner compass and do my own thing: 77%
• A place where I can exercise unlimited curiosity: 74%
• A place where I can be myself: 73%
• A place where I can feel fulfilled: 73%
2015 Review
2015 Creative Strategies

• Develop content to reach customer segments:
  • Put Maine on short list
  • Select Maine
  • Plan to stay longer, spend more money
  • Share experiences, become an advocate

• Continue to create content that resonates with our customer segments, in a variety of formats

• Create as many touch points with the consumer as possible (to drive conversion to visitation)
Print Advertising - BA
Print Advertising - GO
2016 Tourism Highlights – Click for Video
Earned Media - PR

- PR communicates Maine’s point-of-difference to generate a greater understanding and awareness of “The Maine Thing”
- Proactively pitch story ideas
- Monthly communication provides the latest information
- Plan familiarization visits for key media and influencers
- Generate engagement with the media and public through social platforms
Earned Media - Social

• MOT is active on Facebook, Twitter, Instagram, YouTube, Pinterest and Snapchat

• Uses tactics including:
  • Motivating our target audience to actively follow Maine on social platforms
  • Providing compelling content on social channels that drives traffic to visitmaine.com
  • Keeping stories alive by sharing published articles
  • Hosting periodic Twitter chats
  • Holding sweepstakes and contests to entice travel
  • Seeking opportunities to collaborate with influencers
Marketing Strategies

• Maintain values-based brand platform
• Drive inquiry and engagement with key vacation planning tools
• Repackage and repurpose content
• Concentrate media weight and audience coverage in markets of opportunity to maintain repeat and drive first time
• Expand coverage in Fall/Winter
Marketing & Communication Goals

• Maintain likelihood to recommend Maine as a vacation destination at 95%
• Increase visitors staying in paid accommodations by 338,500
• Improve consumer engagement and increase inquiry by 6%
• Increase total first time visitation to 5 million
• Continue to monitor growth of ad awareness of Maine as a vacation destination among the 3 priority segments
Tourism Matters

Tourism trips and advocacy are personal for Maine residents

• 95% of residents have taken a vacation in Maine more than 50 miles away from their home
  • 71% have done so in the past year

• 87% of Maine residents have encouraged someone to visit Maine, hosted out-of-state visitors or recommended Maine as a vacation destination to others
Tourism Matters

• 70% agree that tourism has a vital economic role in Maine
• 50% say tourism is an industry whose success I care about
• 61% agree that tourism creates shopping, restaurant, retail and entertainment opportunities for residents
• 63% agree that tourism spending by visitors trickles down to local businesses
• In the Future, 85% of residents would like to see the same or even more tourism in their own community
Introducing the 2016 annual visitor survey highlights

2016 Annual Visitor Survey Highlights

- Maine ranked 21st among national averages in overnight travel in 2016, with Maine averaging 5.4 overnight visits per trip.
- 2016 saw a notable increase in proportion of trips taken by visitors, up to 43.5% over 2015.
- Since 2015, there has been a steady increase in the number of visitors to Maine, with a total of 58,000 visitors in 2015.
- The highest overnight activity is in the Visit Maine Visitor's Guide.

Economic Impact

In 2016, the overall impact of tourism on Maine amounted to $9.3 billion.

Food & Beverage:
- Total State: $4.1 billion
- Seaboard: $1.2 billion
- Maine: $0.9 billion

Maine hosted the 2016 New England Summit and Travel Marketplace in Portland, April 27-28. Over 400 people gathered to hear 30 Maine businesses and organizations discuss the tourism industry and analyze trends and strategies in the tourism industry.

Many thanks to everyone who attended and to all our generous sponsors for helping to improve Maine as a premier New England destination.

Maine's Economic Impact:

Maine's annual visitor survey highlights show a significant increase in the number of visitors to Maine, with a total of 58,000 visitors in 2015, up from 49,000 in 2014. The economic impact of tourism on Maine amounted to $9.3 billion in 2016.

Maine's economic impact includes:
- Total State: $4.1 billion
- Seaboard: $1.2 billion
- Maine: $0.9 billion

Maine's economic impact is driven by the tourism industry, which includes businesses such as restaurants, hotels, and attractions.

Maine's economic impact is significant, with tourism accounting for a large portion of the state's economic output.

Maine's economic impact is driven by a combination of factors, including:
- Strong visitor spending
- High visitor satisfaction
- Strong regional partnerships
- Effective marketing and promotions

Maine's economic impact is expected to continue to grow in the coming years, with plans to expand the tourism industry and attract new visitors.

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