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Carolann Ouellette
Director, Maine Office of Tourism



Maine Office of Tourism
2026 Campaign Approach + Strategy

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AGENDA

DMP Reset & Strategy

Spring Campaign

Summer Sneak Peek

Forged by Nature Brand

Ways to Engage

It all started
5 years ago...

- In 2021, MOT partnered with **Coraggio Group** on a strategic **Destination Management Plan**
- Initial work uncovered a need to make a shift in the mission of the Maine Office of Tourism



VISION

Maine ignites a sense of curiosity & adventure that inspires generations.



MISSION

The Maine Office of Tourism markets the state in ways that work to preserve and celebrate the authentic character of Maine and fosters collaboration to pursue economic vitality.

Destination Management Plan

Together with Maine Tourism industry stakeholders and residents, the Office of Tourism established benchmarks that support destination stewardship.

BALANCE

- Industry's **growth**
- Residential **quality of life**
- **Qualities** that have always drawn visitors to Maine



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Strategic Imperatives



Imperative 1
Optimize Long-Term Economic Impact



Imperative 2
Promote Destination Stewardship



Imperative 3
Advance Destination Development



Imperative 4
Prioritize Collaboration and Partnership



Imperative 5
Enhance Organizational Effectiveness

A Shift in Mission Requires a Shift in Marketing



Extended into Fall
+ Winter Shoulder
Seasons



Expanded Reach
Nationally



Balanced
Locations +
Experiences

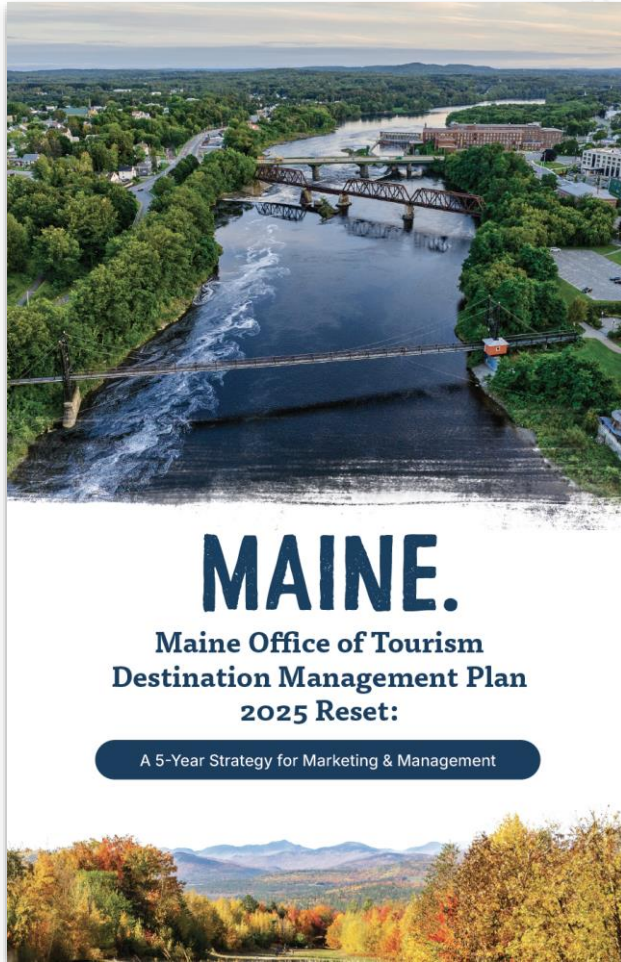


Alignment with
Content Partners



Broader
Representation

Prioritizing Values-Aligned Travelers



VALUES-ALIGNED TRAVELERS:

Maine seeks out and welcomes visitors who demonstrate stewardship, appreciation and care for Maine's people, landscapes and industries.

Values-Aligned Travelers come from diverse backgrounds, all income levels and interests and positively contribute to all parts of Maine.

MOT's marketing is designed to match visitors with the experiences across the state that benefit and enrich both the visitor and the community.

DESTINATION MANAGEMENT PLAN

Reworked Measures of Success

For Maine to remain a premier destination for visitors, it must sustain quality of life for its residents. Seasonal visitation and lack of easy access to many parts of the state threaten the state's economy and require action.

Initiatives

- 1.1 Amplify the essence of Maine to attract travelers who are best aligned to Maine's experiences and ethos.
- 1.2 Invest in marketing intelligence to improve effectiveness and enhance return on investment.
- 1.3 Prioritize diversification of travelers to and within Maine.

Measures of Success

- » Increased length of stay
- » Increased per visitor spend
- » Increased diversity of visitors
- » Increased shoulder season and off-season visitation



Data Informed Strategy

MAINE OFFICE OF TOURISM

2025 Economic Impact & Visitor Tracking Report
DECEMBER 2024 – NOVEMBER 2025



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Maine 2025 Statewide Report

DS downs & st. germain
RESEARCH

- Downs & St. Germain Research
- Tourism Economics Symphony
- Zartico
- STR
- Air DnA
- Future Partners State of the American Traveler
- Longwoods
- Looker Studio Reporting
- Media Performance
- Other Intel (trends, tech, etc.)

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2025 Data + Results - Impact of Visitation

DIRECT SPENDING

\$9.37B

↑ 1.4%

from last year

ECONOMIC IMPACT

\$16.56B

↑ 1.2%

from last year

SPEND PER VISITOR PER TRIP

\$662

↑ 6.1%

from last year

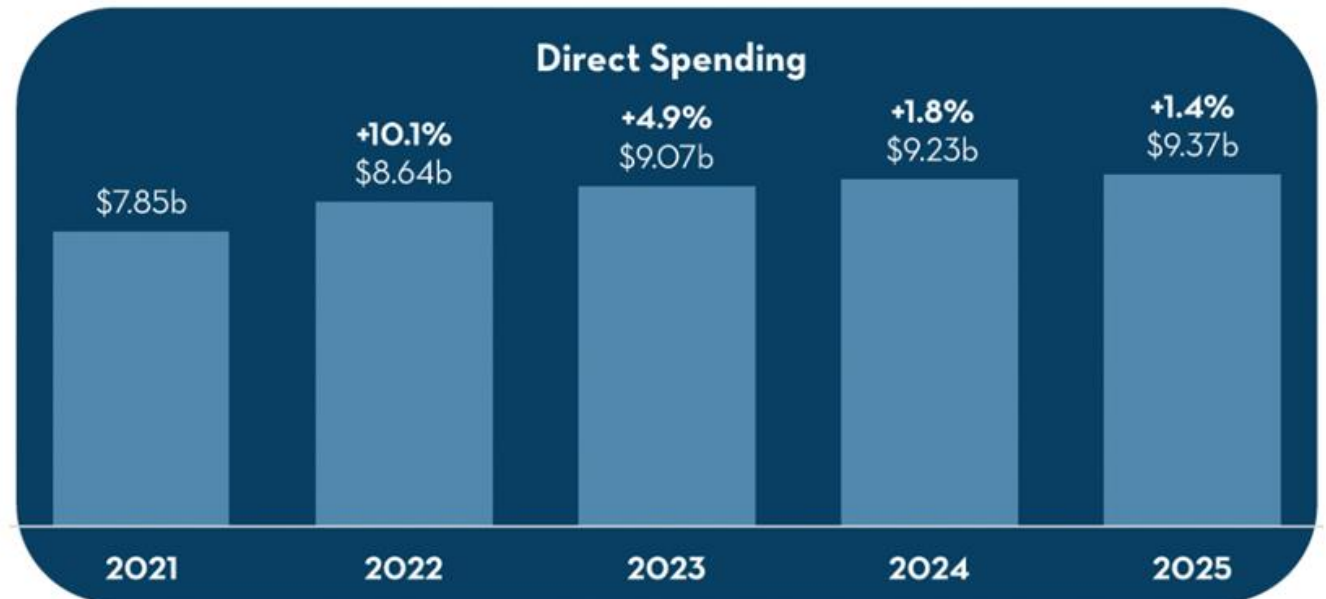
VISITORS

14.15M

↓ 4.4%

from last year

- Total visitor direct spending exceeded \$9.37B, +1.4% from 2024
- Spend per visitor per trip increased +6.1% at \$662
- The total number of visitors decreased due to:
 - A decrease in the units available
 - An increase in length of stay from visitors staying in paid accommodations – a longer length of stay means the same travel party is staying overnight longer, resulting in less turnover
 - Overall fewer day trippers



2025 Data + Results - Why it Matters to Communities

TOTAL JOBS SUPPORTED

108,800

TOTAL WAGES SUPPORTED

\$5.23B

ONE MAINE JOB IS
SUPPORTED BY EVERY

130

VISITORS

HOUSEHOLD TAX SAVINGS

\$2,040

STATE & LOCAL TAXES

\$1.26B

from last year

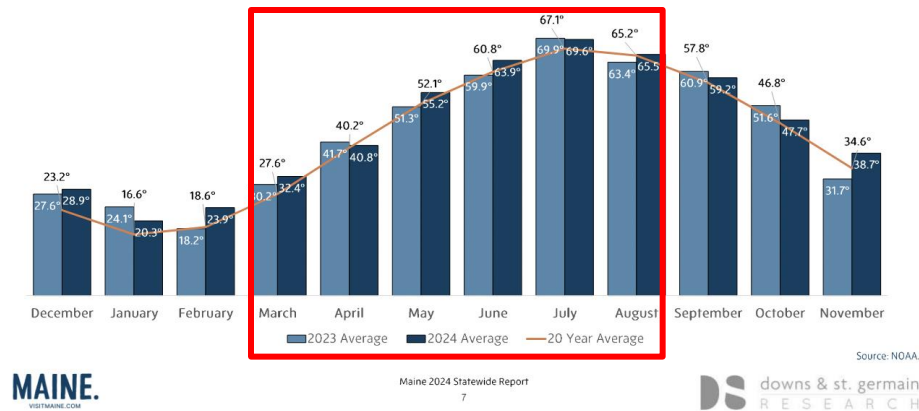
- Visitor's direct spending supported 73,100 tourism/hospitality related jobs, while the total economic impact supported 108,800 jobs to the residents of the area – these include indirectly supported jobs that may not be related to the tourism/hospitality industry (grocers, nurses, teachers, fireman, etc.)
- Visitor's direct spending supported nearly \$3 billion in wages, while the total economic impact supported over \$5.23 billion in wages
- In other words, every 130 visitors to the area support one Maine resident's job
- Visitors to the area saved Maine households, regardless of their association to the tourism industry, \$2,040 in state and local taxes

Maine Office of Tourism

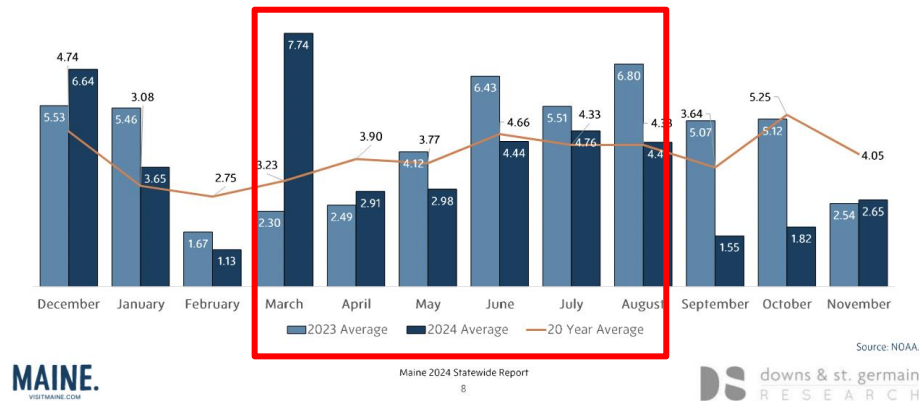
Spring Campaign

Why Focus on Spring?

TEMPERATURE



PRECIPITATION




- Historically lumped "Spring" and "Summer" into one campaign
- Obvious differences between the visitor experience (March - August)
 - Temperature
 - Precipitation
- Businesses/activities available
- Lowest occupancy of the "Spring/Summer" season

Opportunity to Tell Maine's Spring Story

Secret Joys of Spring in Maine

○ Maine Office of Tourism <enews@e... Thursday, February 26, 2026 at 9:01 AM
To: ● jordan.kuglitsch@milespartnership.com

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Spring Break Ski Trips


With soft turns and sunny days, spring skiing is one of Maine's best-kept local secrets. March and early April often deliver the biggest snowfalls, and ski resorts host fun events and fests to end the season on a high note.
SKI AND RIDE →

Winter Gear & Guides

Maine is a winter adventurer's dream, with locally made gear (think warm layers and handcrafted skis), plus Registered Maine Guides who lead safe, confidence-boosting adventures like ice fishing and fat biking.
GET OUTDOORS →



Secret Joys of Spring in Camden



Late spring in Camden is quietly beautiful: harbor sails rising, lilacs blooming and cool air lingering in the hills. With crowds still away, it's made for unhurried exploration, from independent bookstores to coastal walks.
GO FOR A STROLL →

- Distinct product offering in Maine that spans March - May
- Need to define the stories and experiences of Maine Spring
- Understand audience alignment
- Go to market and test
- Spring Campaign Launched March 1

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Opportunity to Tell Maine's Spring Story

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MENU ☰

Spring in Maine arrives quietly, then all at once—snowbanks shrinking back into the earth, river ice loosening its grip and pine forests humming with new life. It's a season defined by transformation, when Mainers dust off their gardening tools, seasonal restaurants reopen and outdoor adventures feel both grounding and full of possibility.

Spring Skiing, Fishing and Outdoor Recreation

Spring [skiing](#) is one of the state's best-kept secrets—and March through early April is often the snowiest stretch of the year. At [Sugarloaf](#), the annual [Reggae Fest](#) (April 10–12, 2026) transforms the mountain into an open-air celebration with bass-forward grooves, warming sunshine and soft turns. [Sunday River](#) keeps the momentum going that unmistakable

As the snow recedes when warming weather brings the craft in Freepo beginning in March

Want a one-on-one with professionals who From spring birding outfitters who bring

Nature's reawakened fields, gardens and [Oyster Farm tours](#) spring offers some [whale watching](#) to [Island Heritage Trails](#) Downeast Maine.

Cultural Events and Art Museums

Year-round institutions such as the [Farnsworth Art Museum](#), [Portland Museum of Art](#), [Maine Maritime Museum](#), [Bowdoin College Museum of Art](#), [Center for Maine Craft](#) and the [Children's Museum + Theatre of Maine](#) offer indoor inspiration while the weather shifts. But by mid-April and early May, a wave of seasonal reopenings begins.

The [Ogunquit Museum of American Art](#) reopens its oceanfront galleries in mid-April, featuring a whole new lineup of [2026 exhibitions](#). [Coastal Maine Botanical Gardens](#) in Boothbay welcomes guests back to its 300 acres on May 1, and the [Abbe Museum](#) in Bar Harbor resumes its in-person exhibitions celebrating Wabanaki culture and history. Cultural events—including the [Maine Jewish Film Festival](#) and [Wabanaki Film Festival](#) in March and [Open Studio Saturday](#) in April—add even more color to the calendar.

Food Festivals and Seasonal Restaurant Openings

Spring also brings a fresh chapter to Maine's culinary landscape. Alongside the year-round dining scene, many beloved seasonal restaurants reopen in May, from the shorefront serenity of [Aragosta at Goose Cove](#) to the lakeside charm of [Bresca & the Honeybee](#) ice cream shop. Food lovers can also experience Maine's terroir and traditions through seasonal celebrations such as [Maine Restaurant Week](#) (March 1–12, 2026), [Maine Maple Sunday Weekend](#) (March 21–22, 2026), [Maine Seaweed Week](#) (April 24–May 3, 2026), and the down-to-earth [Aroostook County Fiddlehead Festival](#) (May 16, 2026), honoring one of Maine's quintessential spring

- Dedicated Spring eNewsletter
- Created content on VisitMaine.com highlighting:
 - Spring Skiing
 - Fishing
 - Birding
 - Cultural Events
 - Art Museums
 - Food Festivals
 - Seasonal Restaurant Openings
- <https://visitmaine.com/seasons-in-maine/spring-in-maine/>

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Opportunity to Tell Maine's Spring Story - Social

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Ad · 🌐

You bring the curiosity. Maine Registered Guides bring the know-how. Try something new.



visitmaine.com
Explore Spring Trip Ideas
Maine. Forged by Nature.

[Learn more](#)

👍 Like 💬 Comment ➦ Share

MAINE. Visit Maine
Ad · 🌐

Cold, clean waters mean the freshest flavors. Taste the best of the season in every bite.




visitmaine.com
Savor Spring Flavors
Maine. Forged by Nature.

[Learn more](#)

👍 Like 💬 Comment ➦ Share

MAINE. Visit Maine
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Quiet trails, fresh air and a calm that lingers. Your spring reset starts here.




visitmaine.com
Spring Break, at Every Age
Maine. Forged by Nature.

[Learn more](#)

👍 Like 💬 Comment ➦ Share

MAINE. Visit Maine
Ad · 🌐

A change in scenery can change everything. Start spring with a fresh perspective.



visitmaine.com
Fresh Take on Spring Break

[Learn more](#)

👍 Like 💬 Comment ➦ Share

Opportunity to Tell Maine's Spring Story - Digital



MADE

FOR ALL TIME

Bring your curiosity, and we'll bring the inspiration.

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ARTFUL CULTURE



WOODS TO WAVES

Just woods, waters and whatever you please.

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ESCAPE TO NATURE



A fresh take on spring break.

OUTSIDE
THE EVERYDAY

MAINE.
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ESCAPE TO NATURE



MOMENTS

THAT GLOW

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A PLACE TO PAUSE



SAVOR
THE SEASON

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FEAST OF THE EARTH



OUTSIDE
THE EVERYDAY

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ESCAPE TO NATURE



TIDES

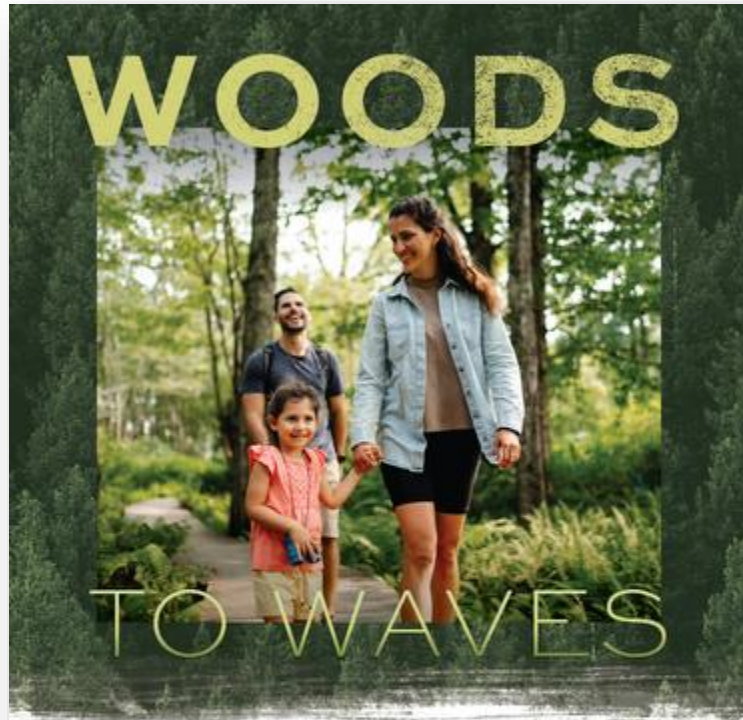
TO TRAILS

A spring break that feels less like a checklist and more like a reset.

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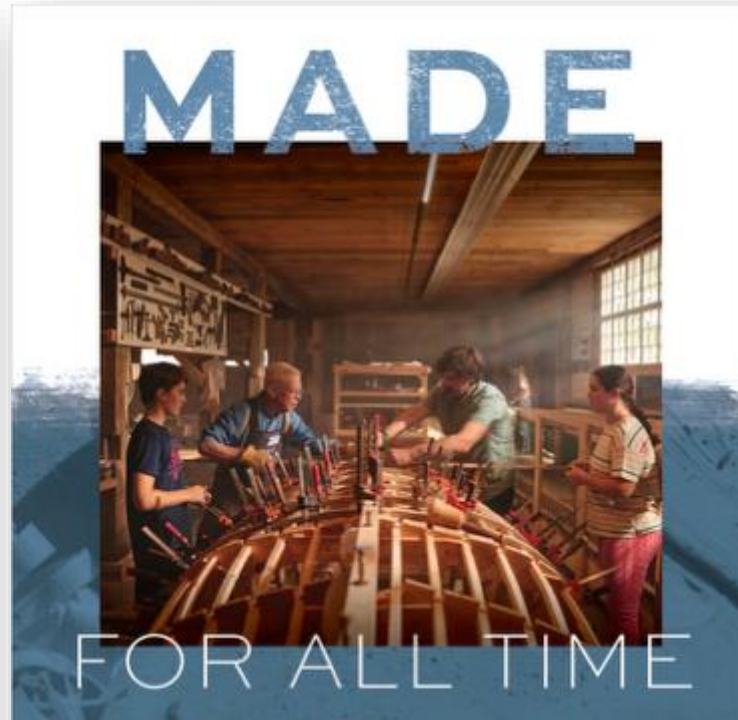
ESCAPE TO NATURE

Opportunity to Tell Maine's Spring Story - Print



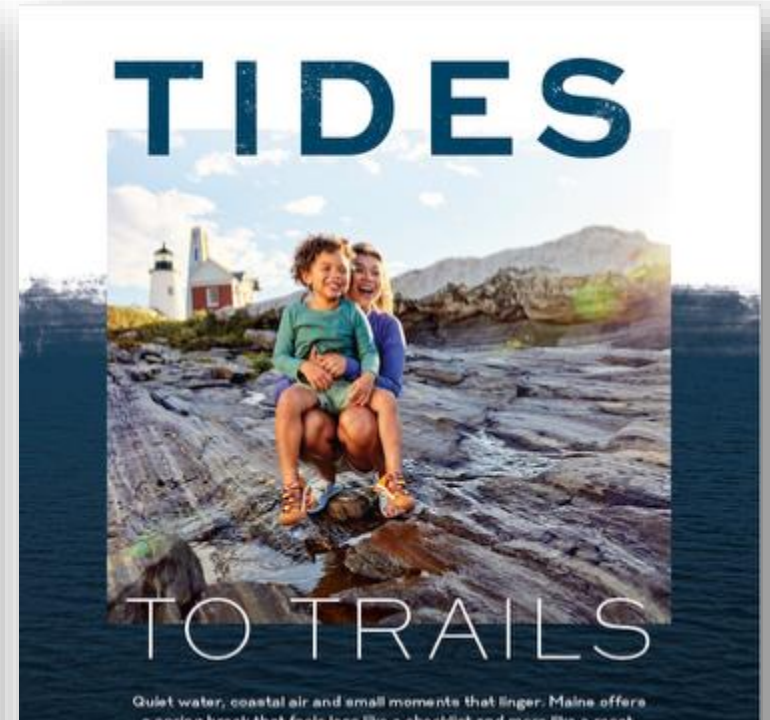
Quiet trails, coastal views and a calm that lingers.
Try a fresh take on spring break.

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As spring arrives, Maine's towns and villages come to life through heirloom craft, creativity, and community. Bring your curiosity, and we'll bring the inspiration.

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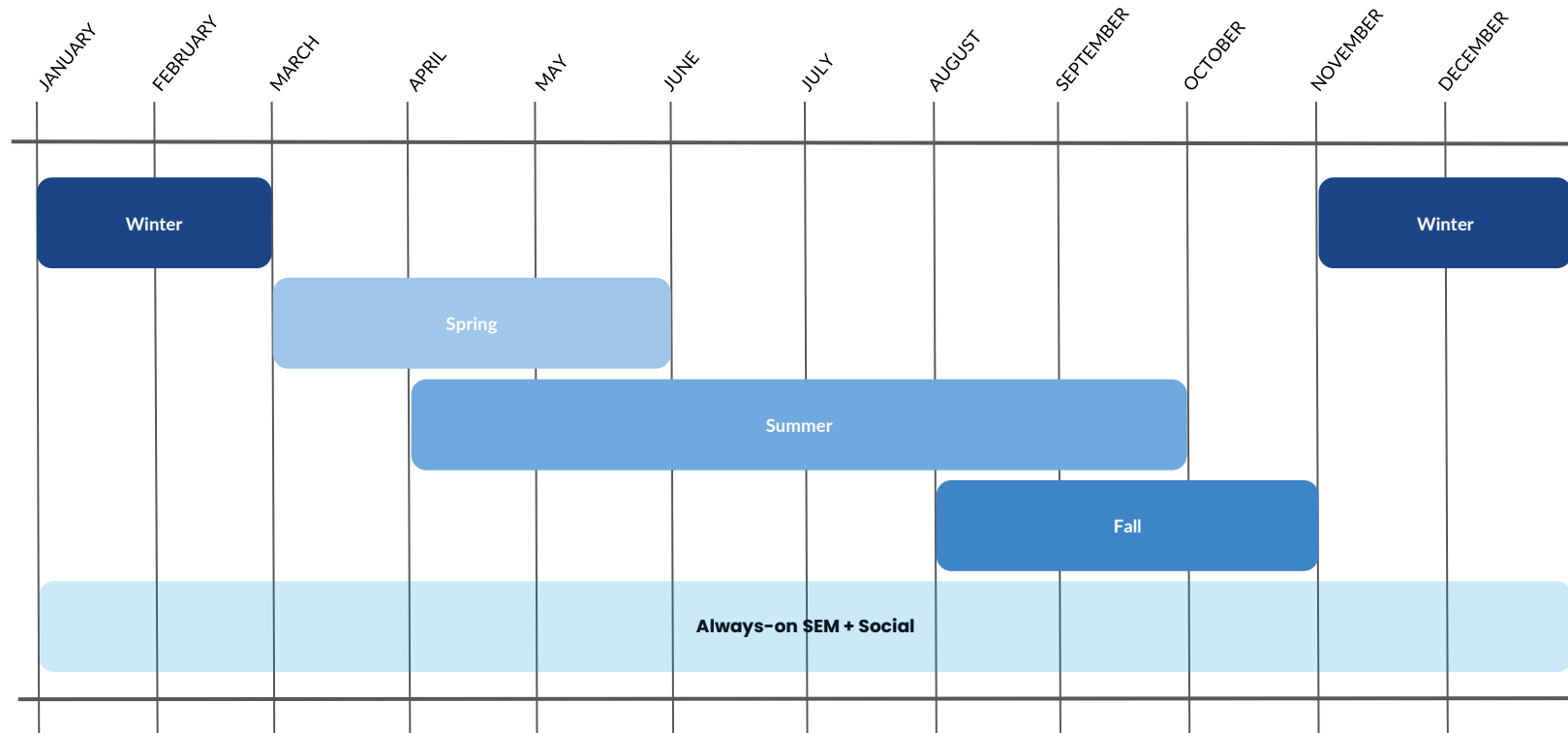


Quiet water, coastal air and small moments that linger. Maine offers a spring break that feels less like a checklist and more like a reset.

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Always On Strategy Spanning Four Seasons

Seasonal Flighting



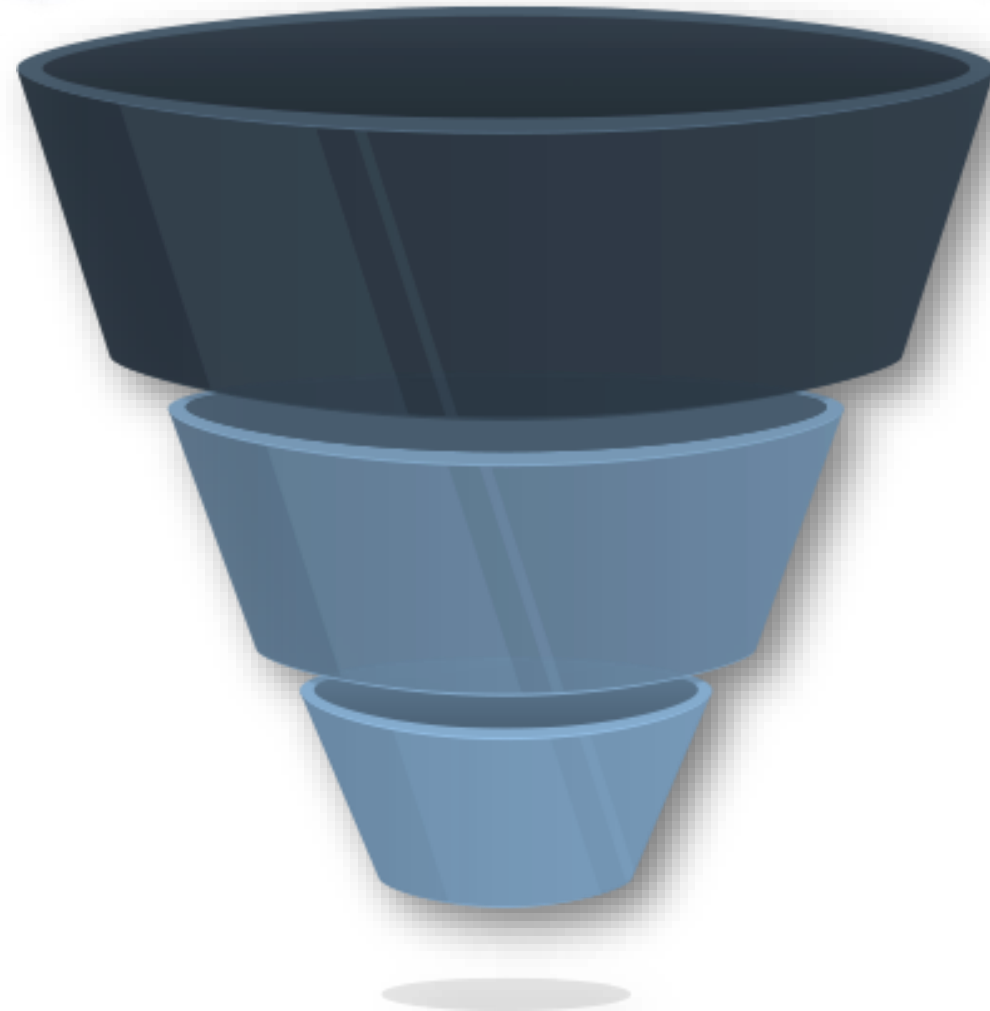


Maine Office of Tourism

On Deck for Summer

Paid Media Goals + Objectives

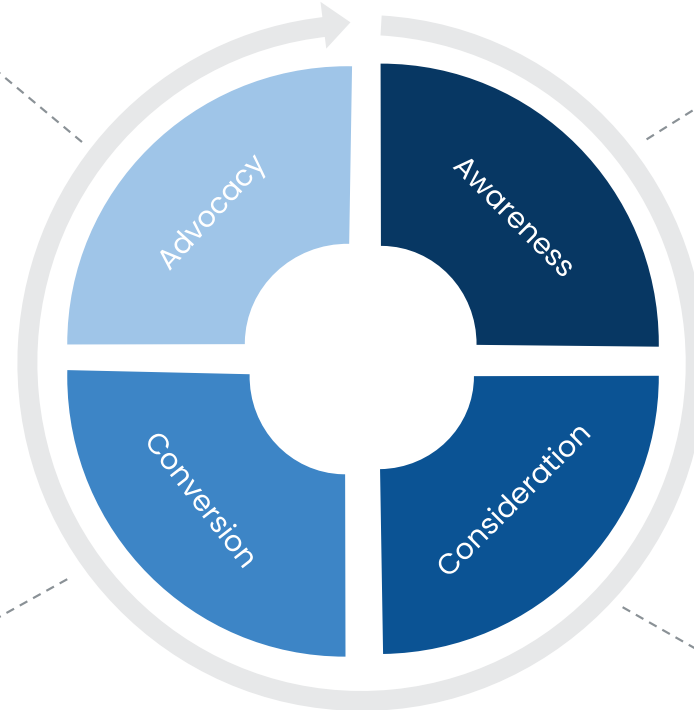
- 1 Awareness
- 2 Consideration
- 3 Response



Meeting Travelers on their Journey

Consumer Journey

Organic FB/IG
eNewsletters
Website
Vacation Guide



Online Video/CTV
Audio/Podcasts
Out of Home
Content
Partnerships
Activations
Meta Video- FB/IG

Direct Travel Sites/Data
Paid Search
Meta Traffic - FB/IG

Display/Native
Custom Formats/Rich
Media
Owned Content
Distribution

Communication Objectives



1. Educate through impactful and inclusive storytelling that captures the multi-faceted cultural identity of Maine.
2. Celebrate and preserve the authentic character of Maine by showcasing local makers, artists, farmers, chefs, etc.
3. Balance promotion across regions, seasons and experiences.
4. Encourage sustainable and responsible practices and behaviors that help to safeguard Maine's natural assets.

2026 Target Audiences

Overall Approach

1. Prioritize Travel Intenders overall
2. Layer on geographic targeting:
 - a) Heavy-up in primary markets (New England, Mid-Atlantic, Eastern Canada)
 - b) Extend Reach in Expansion Markets
 - c) Local Marketing (In-State) when relevant
 - d) National Expansion where applicable
3. Layer on interest/behavioral attributes:
 - a) Focus on niche areas of interest where possible

SEASONAL OVERLAYS

- Foodies
- Environmental/Sustainability
- Parks/National Park Travelers
- Sightseeing/Touring
- Family Adventure Travelers
- Beaches
- Small Town Enthusiasts
- Small Town Shopping
- Road Trippers
- Festival Goers
- Wellness Enthusiasts
- Arts and Culture Enthusiasts
 - Museum/Theater Lovers/Visual Arts Enthusiasts
- Outdoor Enthusiast
 - Mountain & Gravel Bikers
 - Hiking Enthusiasts
 - Fishers
 - Nature & Wildlife Enthusiasts (Bird Watchers)
 - Water based outdoor activities (boating, kayaking, paddle boarding, etc.)

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Target Markets

LOCAL

Maine



PRIMARY

Mid-Atlantic Region
New England Region
Eastern Canada



EXPANSION MARKETS

Tampa
Orlando
Miami
*Jacksonville
Atlanta
Chicago
*Raleigh-Durham



NATIONAL

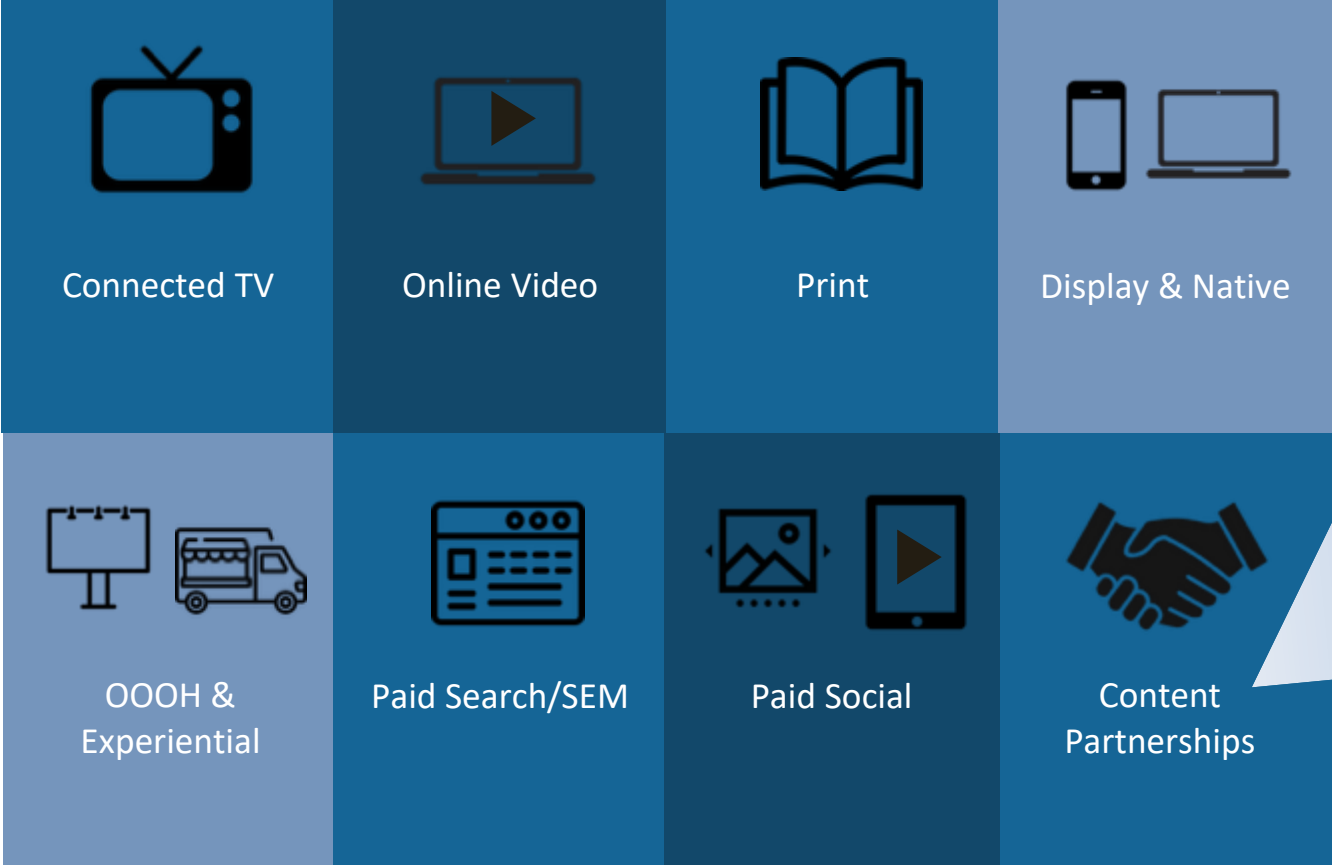


**Recent additions of a seasonal direct flight during the summer*

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How We Reach Markets



FOOD & WINE

 NATIONAL GEOGRAPHIC

AFAR

Outside

 **Nativo**

WILDSAM

CONDÉ NAST

Calm

Summer Content Partnerships

FOOD & WINE

- Aspen Food & Wine Festival Activation
- Custom Travel & Leisure Articles
- Social Video Series

CONDÉ NAST

- (2) Custom Videos
- Bookable Itinerary
- Travel Bazaar Feature



- Custom Video & Photo Shoot
- Social First Vertical Video
- Custom Article
- Maine Travel Guide



- Gear Testing
- Outside Days Activation
- LOFM Video Series 2.0
- Print Spreads

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Summer Content Partnerships

AFAR

- Afar Journeys Itinerary with Mindtrip AI integration
- Custom Print Content

Calm

- 2 Maine soundscapes
- 2 mindful Maine moments
- 1 Maine-focused sleep story

Nativo

- Culinary Canvas Article
- Seasonal Native Article Skins

WILDSAM

- Custom email deployments
- (2) Full Page Advertorial Print Ads

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Activating the Maine Brand - Summer 2026

FOOD & WINE



Aspen Food & Wine Classic

Outside



Outside Days

Bountiful eNews

BOUNTIFUL



Photo by: Maine Seaweed Week

WHAT'S IN SEASON

Asparagus • Eel • Fiddleheads • Greens • Kelp • Lobster • Maple Syrup • Rhubarb



Photo by: Eric Wolfinger

POACHED SALMON WITH NO-FAIL HOLLANDAISE

Fresh salmon finished with a rich hollandaise makes an elegant yet unfussy centerpiece for a bright spring brunch. This recipe comes from *The Blue Food Cookbook*, created by James Beard Award-winner **Andrew Zimmern** and Maine-based seafood expert **Barton Seaver**.

[GET THE RECIPE](#) →



SOUNDS LIKE MAINE On this episode of the *Atlas Obscura* podcast, potter **Hanako Nakazato** explores how Maine's rugged landscapes and calming colors shape and inspire her beautifully functional tableware. [LISTEN HERE](#)



DELICIOUSLY FRIED, DEEPLY MAINE

Maine's doughnut scene is a study of tradition and evolution. Trace its roots, from old-school shops that never change the recipe to inventive newcomers and gluten-free outposts, proving Maine still knows how to fry things its own way.

[READ THE STORY](#) →

MEET THE MAKERS: PERFECT PAIRING

[Frontier Maple Sugarworks](#) produces organic, wood-fired maple syrups that reflect the subtle flavor and color variations of each harvest. Pair with [Maine Grains' Breakfast Trio](#)—a lineup of locally grown, stone-milled pancake mixes—for a breakfast that's unmistakably Maine. →



Photo by: Frontier Maple Sugarworks

FOR THE KITCHEN

Best known for her acclaimed waterfront restaurant, Aragosta at Goose Cove on Deer Isle, James Beard-nominated chef **Devin Finigan** celebrates local ingredients with her new cookbook, *A Kitchen on Goose Cove: Recipes from the Heart of Maine*.

[LEARN MORE](#) →

COOKING CLASSES

In Maine, making food is more than an activity—it's an immersive exploration of fresh flavors from land and sea. From oyster shucking on the coast to feasts on working farms, these immersive classes teach new skills while showcasing local ingredients. [EXPLORE MORE](#) →



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Bountiful eNews

RAVE REVIEW

The Sunday brunch of our dreams. 🥰

#MaineThing

Credit: [@hotsuppamaine](#)

 [Hot Suppa, Portland](#)



 Share your own pictures and tag us at [@VisitMaine](#)

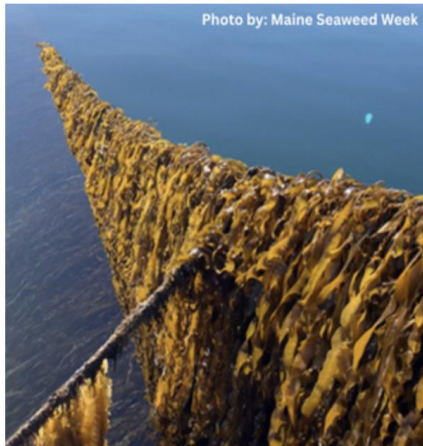


Photo by: Maine Seaweed Week

IN THE MEDIA

"Once a staple in the diet of Indigenous coastal communities here in Maine, kelp is now in the midst of a revival. Fast-growing, nutrient-rich and gentle on the ocean, it's being rediscovered as both a sustainable crop and a surprisingly versatile ingredient."
– **Chef Biju Thomas**, *Maine's Hidden Culinary Gems*, OutsideTV

[WATCH HERE](#) →

MAINE FOOD EVENTS

Dinner, Culture & Connection: Southern India

Portland, March 12

Pi(e) Day Celebration

Freeport, March 14

Pies on Parade

Multiple Locations, March 14-15

Maine Maple Sunday Weekend

Multiple Locations, March 21-22

Maine Seaweed Week

Statewide, April 24-May 3

Annual Smelt Fry

Columbia Falls, April 25

The County's Fiddlehead Festival

Presque Isle, May 16

Maine Wild Wine Fest

Freeport, May 16

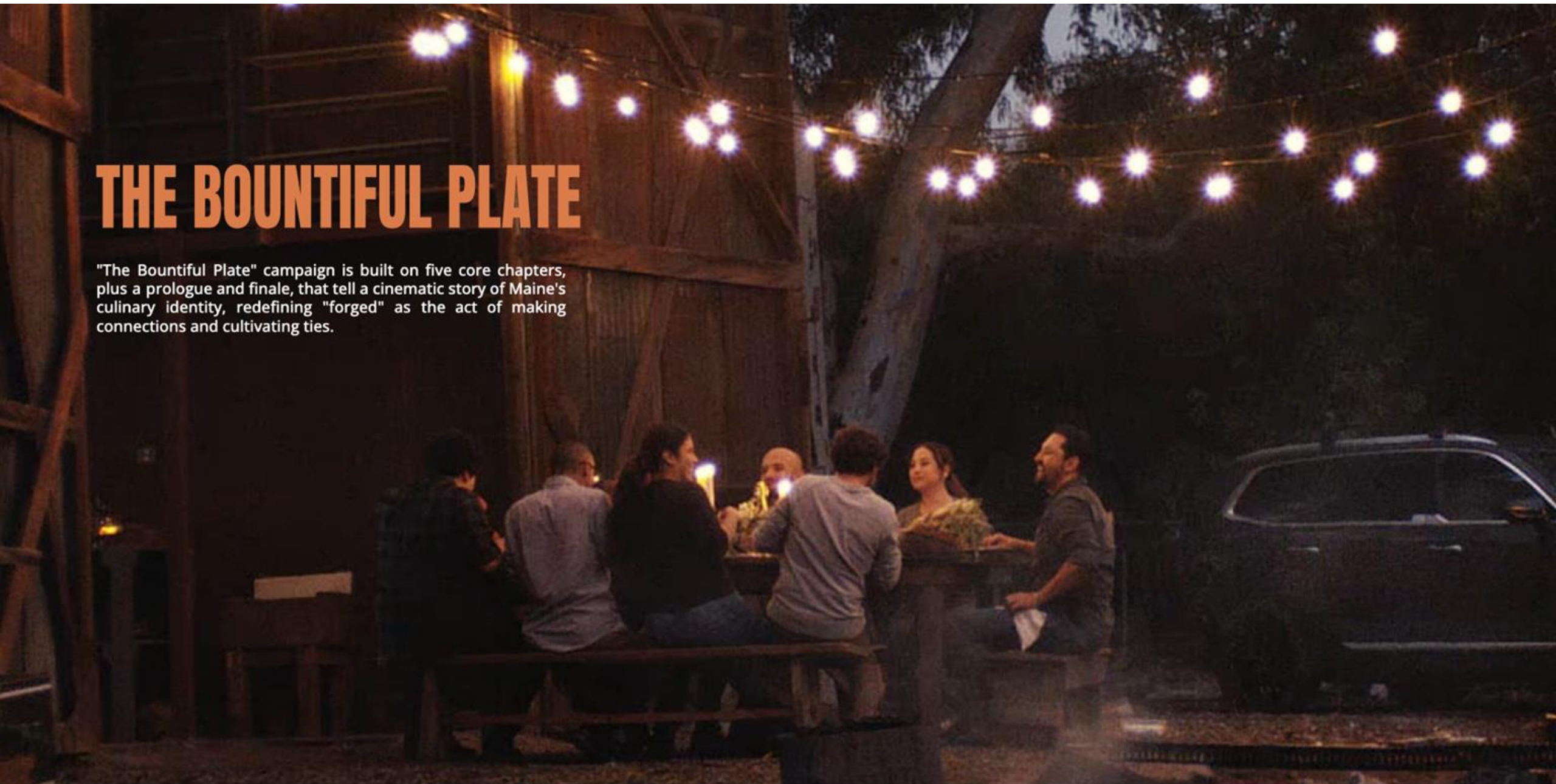
Pennamaquan Alewife Festival

Pembroke, May 23



THE BOUNTIFUL PLATE

"The Bountiful Plate" campaign is built on five core chapters, plus a prologue and finale, that tell a cinematic story of Maine's culinary identity, redefining "forged" as the act of making connections and cultivating ties.



Lean into Hearts of Pine Marketing Partnership



- **Saturday, April 11:** First Maine Home Game
- Leverage storytelling opportunities and relevance to rising interest in soccer culture leading up to **World Cup 2026**
- Continue to find opportunities to tap into new audiences and markets through **Hearts of Pine x Maine Office of Tourism** brand collaborations thru 2026

EXPIRED FILM CLUB

Instagram, 711K followers

TikTok, 1.7M followers

Target Audience:

62% Male

440.9K Interested in Photography

268.7K Interested in Travel & Tourism

Geo Markets: NYC, London,



Creator Highlights:

-UK-Based (International Market)

-Sports, Lifestyle, Food, & Travel Content

-Miles is known for Fun, Relatable, and Visually Engaging Storytelling

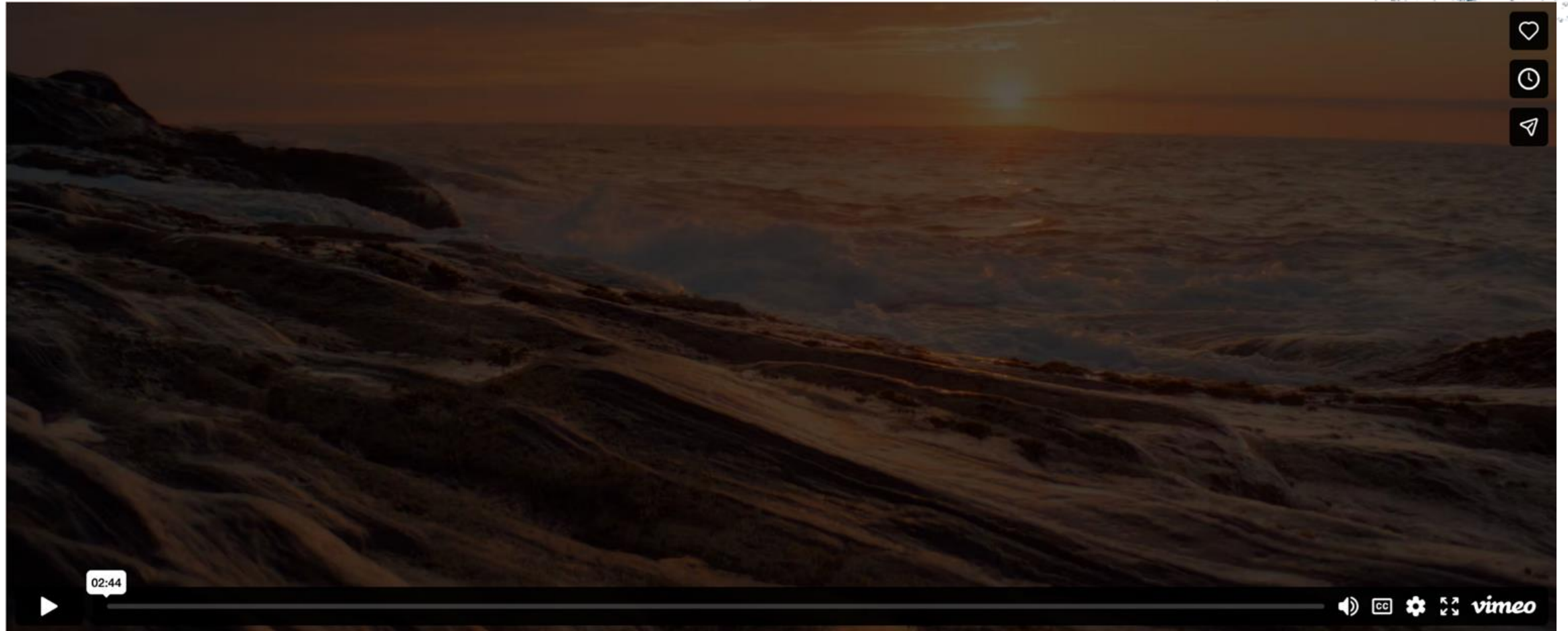
Forged by Nature Lens

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Officially
Registered +
Trademarked
in 2025

Creation of an Authentic Brand Story



Ways to Engage

MOT Partners Industry Website

- Sign-up for Industry Newsletters
- Research Reports & Plans
- Business & Event Listings
- Grant Programs
- Campaign Highlights
- PR Partners Program
- Stakeholder Updates & Webinars

Events

- Maine Tourism Conference
- Maine Outdoor Economy Summit



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Come Join us!



MAINE.
TOURISM
CONFERENCE

2026

April 28 - 29, 2026 | The Samoset Resort | Rockport,
Maine



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