

## Profile

**Applicant:** Regional Application

**Grant Manager:** Barbara Whitten

**Name of Organization:** Greater Portland Casco Bay Region

**Mailing Address:** 245 Commercial Street  
Portland, ME 04101

**Physical Address:** *(No Response)*

**Office Hours:** 8am-5pm M-F, Sat. 10am-5pm (Summer hours), Sat. 10am-3pm (Winter hours)

**Telephone Number:** 207-772-4994

**Fax Number:** 207-874-9043

**Date of Incorporation:** October 22nd, 1982

**EIN:** 01-0384674

## **What were the top three highlights from the previous fiscal year?**

### 1. TRAVEL JOURNALISTS GUILD FAMILIARIZATION TOUR

8 travel journalists were brought to the Greater Portland region. They visited more than 20 businesses, enjoyed 11 meals at restaurants and took part in 9 different activities/tours. 6 of the 8 were photojournalists. The results are comp. photos given to the CVB for promo purposes on the website and for use in the Visitor Guide. One local travel writer is working on a ME Guidebook and is developing a ME website. Two writers are completing a section on Portland and Freeport for the Thomas Cook Guidebook publications. They also have articles on LL Bean ODS and Segway Maine planned for NH.com. Charlene Williams took the journalists on pre and post tours to Bangor and Greenville

### 2. RAMBLIN WITH RAMSEY RADIO BROADCAST

Ramsey Pollard, host of two shows on Cable Radio Network did a live travel radio talk show in Portland. He reports on area attractions, activities, businesses and eateries through personal insights and live interviews. 11 live interviews including two with CVB professionals highlighting Maine events, attractions and businesses were the focus of the broadcast. The CVB ran a 13 week commercial campaign on CRN promoting ME after the show. 3 Listeners won major prizes (hotel packages and dinner) and 15 others won Maine souvenirs and received Visitor Guides. 240 people, tracked via a unique 800 number, requested information and were sent Visitor Guides.

### 3. COOP ADVERTISING

We placed a full page advertisement in four magazines: Gourmet, InStyle, Travel+Leisure and Vanity Fair. CVB used our regional brand identity and 8 businesses placed formatted ads. Our coop partners would not be able to afford a presence in 4 publications of this stature without the assistance of a bureau coop and financial support from the grant. We purchased regional distribution in the NY metro area. Tracking is difficult because coop advertisers receive inquires directly. Most indicated an interest in participating again.

## **Please state your three primary goals for the next year and how you expect them to increase tourism revenue for the region with cooperative funds.**

1. Goal number one is to increase the number of hospitality businesses participating in our online packaging program to 36 in order to increase the variety of interesting package options for visitors and thereby increasing online reservations and generating more tourism revenues for the region.

2. Goal number two is to develop a regional Cruise Ship Marketing Consortium, hire a marketing consultant and implement a \$35,000 (minimum) marketing plan in conjunction with the City of Portland and regional partners who benefit from the cruise industry in order to maintain and build cruise ship business for the Port of Portland and the region. The Cruise Ship Marketing Consortium will build relationships with industry representatives and create awareness of the Port of Portland, thus increasing the return visits from existing ships, expanding the number of cruise ship visits and enticing passengers to return for a vacation, all of which will increase tourism revenues to the region.

3. Goal number three is to increase business in the early summer season and the pre-holiday shoulder season from the Boston market.

## Please describe the overall strategy you will implement to achieve these goals.

### Goal #1

To increase participation in the packaging program and increase online reservations we will:

Continue to work with our members to educate them on how to package with direct one on one meetings.

Hold packaging seminars with experts in the packaging field.

Use testimonials from current members who have enjoyed the benefits of the program.

Build incentives in our advertising to entice visitors to go to our website and view package options.

Advertise on the web to drive traffic to the packaging website.

Use in-house databases of visitors and travel agents and send quarterly emails with information on packages and special events.

### Goal #2

To promote the Port of Portland and the region we will:

Form a Cruise Ship Consortium of regional partners and stakeholders.

Hire Sandra Needham, a seasoned cruise ship marketing professional with more than 20 years of cruise ship marketing experience through a sole source contract. (This is a sole source contract because Sandra Needham is the only available cruise ship marketing consultant with the experience and knowledge to effectively do this job).

Marketing activities will include: attending trade shows, visiting cruise ship travel agencies, building and maintaining relationships with cruise lines, developing opportunities to entice cruise ship passenger return visits.

### Goal #3

To increase business from the Boston market in the shoulder seasons we will:

Partner with area businesses and the Downeaster on two radio campaigns on WBZ radio, one in early July and one in early November for the pre holiday shopping and cultural events.

Offer online travel package give aways with the Downeaster, area hotels and attractions.

Do a special promotion with a WBZ radio personality on the Downeaster and have listeners take the "Train to Maine" with the on-air personality.

## How do these goals and strategies fit with the Office of Tourism's?

### Goal # 1

The MOT has been encouraging packaging vacations for many years. Our program supports this and is expanding the opportunity for area restaurants and attractions to participate without the complications of arranging vouchers and cash transfers among the accommodations and attractions. "Award Vacations" affords visitors the opportunity to customize family vacations, bundles all arrangements and handles all payments to participating businesses. This provides many more options for the visitors and simplicity for the local businesses.

### Goal #2

Cruise ship marketing activities in our grant support and enhance the State's transportation initiatives, the activities of CruiseMaine, and encourage first time visitors to make return visits.

### Goal #3

Advertising on radio in the Boston area compliments the MOT's media plan print and TV campaigns. Promoting the shoulder seasons is an important component for all of Maine. Boston is a strong drive market for the State.

## Please describe how the financial resources will be monitored by your organization.

Amy Tolk, CVB Vice President, will code all grant-related revenues and expenditures with a 05-06 MTMPP job code. All invoices paid will be marked with the job code and filed separately from other CVB expenditures.

## Primary Analysis

### Research

**Is your region or event conducting any research initiatives this year?**

Yes

**If you have Research Initiatives, please state the purpose and give a brief description of each.**

On an ongoing basis, we are interested to know where visitors originate from and what areas of interest they have as well as capturing email addresses in order to remarket our destination to them. We track this information through intercepts with cruise ship passengers and people who come into our visitor center. We try to obtain zip codes, email addresses, and information on where they are going or where they have been and how much money was spent during their visit.

### Public Relations

**Who is the person/company that is responsible for your PR program?**

**Company:** Convention & Visitors Bureau of Greater Portland/Linda Fish

**Address:** 245 Commercial St  
Portland, ME 04101

**Phone:** 207-772-4994 x234

**Email Address:** lfish@visitportland.com

**Would you be interested in participating in a two-hour public relations workshop?**

Yes

**Would you like to be contacted regarding PR efforts?**

Yes

**Please provide a list of editorial contacts:**

Marty Basch  
PO Box 105  
Ctr. Conway, NH 03813  
Regular contributor to the Boston Globe.

Timothy Jacob  
Travel Savvy Magazine  
648 Broadway, Suite 201  
New York, NY 10012

Helen Friese  
Travel/Food freelance writer from Midwest Travel Writers Association  
548 Susan Creek  
Stone Mountain, GA 30083

Hilary Nangle  
PO Box 1259  
Waldoboro, ME 04572  
Freelance writer specializing in culture and heritage travel, soft adventure, Maine

Barbara Radcliffe Rogers  
686 Old Homestead Highway

Richmond, NH 03470

Freelance writer in NH specializing in Thomas Cook Guidebooks and NH.com website.

## **Please provide a list of publications and/or broadcast outlets you would most like to target:**

We currently advertise in the following publications and would like to forge relationships with their editorial departments to increase regional and state awareness: Food & Wine, InStyle, Town & Country and Travel & Leisure.

We will continually do follow-up with our contacts in the Midwest Travel Writers Association and target newspapers in the Midwest including Elizabeth Granger, Noblesville Daily Times (Indiana), Ronald Dean Johnson who submits to the Copley News Service and is often in The Washington Post and the San Diego Union, Rachael Reynolds-Soucie, The Daily Journal (Illinois), Shirley Davis, The Quad-City Times (Iowa), Stephanie Ujhelyi, The Morning Journal (Ohio) and Randy Mink, Travel America Magazine.

We would like to target several broadcast outlets this year including, but not limited to: HGTV, The History Channel & The Food Channel.

## **Co-Op Efforts**

### **In what type(s) of co-op effort, if any, is your group participating?**

Internal, e.g. A local matching program with hotels and inns., External, e.g. Partnerships with other groups., State-wide, e.g. Coordinated intra-state vacation effort in partnership with the MOT, participate in MOT/PSA

### **Please describe in further detail your co-op efforts:**

In cooperation with the MOT we are participating in several joint promotions including, Pow Wow, The Group Travel Magazine, Adventures in Travel Shows, The Boston Globe and the DNE Summit.

In cooperation with other regions we are participating in the MOT/PSA campaign. We are working with the South Coast on a cruise ship marketing campaign and advertising to promote visits to Maine by train.

We are supporting the CruiseMaine marketing programs and have attended SeaTrade with them this past year, in addition to assisting with hosting receptions for cruise lines.

We are working with our members and the Downeaster on coop trade shows, packaging, radio advertising and print media.

We are working with the Bangor CVB on attending a meeting planner related show.

## **Website Development & Maintenance**

### **If you currently have a website, please provide us with your URL:**

URL: [www.visitportland.com](http://www.visitportland.com)

### **Please provide a brief description of the overall goal of your site and the functionality that the site offers to its visitors:**

On our website we aim to provide comprehensive tourism information for individuals and group travelers; facility and service information for meeting and convention planners; resources for the travel media; and industry and organization information for members of the Convention & Visitors Bureau.

On the site, visitors can search for accommodations, attractions, and other tourism-related business services. Visitors can search a Calendar of Events by date and/or event category. Visitors can request a Visitor's Guide and to be placed on an e-mail list to receive periodic notices of special offers. Visitors can book online customized vacation packages through Award Vacations. Our site offers a photo gallery where qualified travel writers and meeting planners can download high-res photographic images.

### **Please provide a brief description of the intended strategy for improvement over the next one to two years:**

Improvements we intend to make to our website include adding a shopping cart feature to sell a selection of souvenirs and

convention gifts, allowing visitors to the site to send electronic postcards, increasing the search capabilities of selected business types such as accommodations and attractions and adding more photographs of the region (per request of many of our site visitors). We also intend to enable on-line registrations of our own sponsored events and on-line reservations via INNLINK. Additionally, we would like to do more organic search engine optimization and registrations with search engines and directories.

## Visitor Database

**Do you collect and compile information on your visitors (names, addresses, areas of interest, etc.)?**

Yes

**If so, please describe how the database is currently structured and how it is used for marketing and communication initiatives:**

We collect names, addresses and confirmation of participation in our online Travel Club database. Periodically we e-mail upcoming special events in the Greater Portland region and special travel discounts that our members may offer to visitors.

We also capture the same information in our downtown information center.

## Budget Summary

## Current Projects

### **Project 1: Media Networks, Inc. Coop Advertising**

**Project Type:** Advertising

**Description:** Using MNI as our advertising representative, we'll target the luxury market consisting of the following publications: Food & Wine, InStyle, Town&Country and Travel+Leisure. We'll focus on the Boston, MA and Fairfield, CT markets with a circulation of 103,640 and 528,900 impressions. We'll use the Greater Portland Casco Bay brand on 25% of the page and the remaining space will be available for formatted ads at a cost of \$1050 to each coop advertiser. We will do two insertions, one in October 2005, and one in April 2006 (making total circulation 207,280 and impressions 1,057,800). We'll receive a 30% discounted rate from MNI, Inc.

#### **Element 1: MNI Coop Advertising**

**Project:** Media Networks, Inc. Coop Advertising

**Element Description:** Place 2 ads in Food & Wine, InStyle, Town & Country and Travel + Leisure magazines. We'll place coop advertising in October 2005 and May 2006. 20% of the page will be the Greater Portland Casco Bay branding and the remaining part of the page will be 8 businesses in formatted style ads. The objective is to reach Boston and Southern New England travelers. Our aim is to entice readers to choose Greater Portland over Cape Cod or Newport as a weekend destination thereby increasing tourism revenue for the 2005/2006 season. Usine grant funds we will pay 40% of the ad costs for the 8 coop advertisers as an incentive to participate. The circulation for both is 103,640 and 528,900 impressions. Since we will do two coop pages during the course of the grant, the exposure is doubled or 207,280 readers and 1,057,800 impressions.

**Timeline:** We would be selling coop ads to meet a July 14 deadline for insertion in the October 2005 luxury network magazines. We'll sell ads by mid February to meet the deadline for insertion in the May 2006 luxury network magazines. 50% of the expense will occur in October 2005 and the remaining 50% will occur in May 2006.

**Tracking:** We will use a dedicated URL website address and a unique toll free number so that we are able to track readers response.

We will ask coop advertisers to track their inquiries by offering a specific package advertised only in these ads. Obviously we can't guarantee compliance from coop advertisers.

- Target Market:** The target audiences are the drive markets from Boston and Fairfield County in Connecticut. Ads are designed to appeal to affluent consumers, 73% female with a median age of 40 and HHI of \$72,500, who crave culture, entertainment and travel.
- Rationale:** Our coop partners find advertising in national magazines with a regional distribution appealing. We've had success in the past using MNI, Inc. to place coop advertising in the New York market during the '04-'05 fiscal year. This year we'd like to target an area a little closer to Southern Maine and expand into the Boston market as well.
- Media Type:** National Magazine with regional distribution
- Co-op Opportunity:** We will put together a coop advertisement with 25% of the page being the Greater Portland Casco Bay branding and the remaining portion being 8 businesses in formatted style ads. Each advertiser will pay \$1050 and grant money will be used to pay 40% of their ad cost.
- Budget Description:** 60% of the cost of insertion will be raised from our coop partners and 40% will come from MTMPP funds. \$250 has been included for ad production.
- MTMPP Award:** \$11,450.00
- Cash Match:** \$16,800.00
- In-Kind Match:** \$0.00

## Project 2: Boston Globe Advertising

- Project Type:** Advertising
- Description:** MAINE DESTINATIONS  
We will place ads in a special advertising feature in The Boston Sunday Globe Travel Section and the Worcester Telegram & Gazette on May 15th (2 col.x 3 inches) and the Boston Sunday Globe Magazine on May 22nd (2 col.x 2.69 inches).
- Developed in conjunction with the Maine Office of Tourism, advertisements are designed to drive visitors to our website and our travel packages available online.

### Element 2: Spring Coop Advertisement

- Project:** Boston Globe Advertising
- Element Description:** In conjunction with the Maine Office of Tourism, we're using The Boston Globe to support and facilitate synergy and marketing efforts between the CVB and MOT. We'll penetrate the Boston DMA and increase tourism revenue for the upcoming season by enticing readers to choose Greater Portland as a weekend destination. Our ad will drive readers to the travel packaging element on our website, making it easy for them to customize their weekend.
- Timeline:** We will have ad materials to The Boston Globe by the April 20th deadline for inclusion in the May 22, 2005 Sunday Globe Magazine and we'll meet the May 9th deadline for ad materials for the May 15, 2005 Sunday Travel section.
- Tracking:** Our ad will focus on driving traffic to our website using a unique URL, and a unique 800 number will be used to track telephone calls.
- Target Market:** The Boston market is our target audience as The Boston Globe states that the Boston DMA accounted for 30% of non-resident's overnight marketable trips to Maine.
- Rationale:** We want to support the marketing efforts of the Maine Office of Tourism and through this coop there were significant savings on advertising in the Globe. This is in line with our MNI element targeting the Boston DMA to choose Greater Portland as a weekend destination.
- Media Type:** Newspaper and Newspaper Magazine Insert
- Co-op Opportunity:** This is a coop advertising opportunity with the MOT and other regions. No other coop marketing funds will be generated through this coop.
- Budget Description:** This element will cost \$2198 total. \$1122 for May 15, 2005 and \$1076 for May 22, 2005. \$250 is included for ad materials.

**MTMPP Award:** \$2,448.00  
**Cash Match:** \$0.00  
**In-Kind Match:** \$0.00

## Project 3: Cruise Consortium and Seaport Marketing

**Project Type:** Market Research and Development of Strategic and/or Marketing Plans

**Description:** Form a Cruise Ship Consortium, hire a marketing contractor, and implement a \$35,000 cruise ship marketing plan to maintain and build new relationships with cruise lines in order to promote the Port of Portland and the regional tourism touring options for passengers. This would be a sole source contract with Sandra Needham, a 20 year veteran in the Maine cruise ship marketing business. This qualifies for a sole source contract because she is the only cruise ship marketing contractor with the professional knowledge and experience to do this job. Matching revenues will come from the City of Portland in the amount of \$25,000. Additional revenues have been sought from Freeport and Kennebunkport and are pending. If revenues come in, additional hours will be added for the marketing contractor.

### Element 3: Marketing Portland to the Cruise Ship Industry

**Project:** Cruise Consortium and Seaport Marketing

**Element Description:** The marketing contractor will work to maintain and increase cruise visits to the Port of Portland and increase opportunities for home port ships. The cruise ship marketing contractor will build relationships with industry representatives and create awareness of the Port of Portland and our regional attributes. She will do this through attending trade shows and making contact with cruise lines and travel agents. She will also work on a plan to entice passengers to consider return visits.

**Timeline:** Cruise Consortium meets to form contract with Sandra Needham. Sandra works PT 15 to 20 hours each week and will attend several cruise industry events throughout the year.

**Tracking:** Report on relationships developed, new ships interested in stopping in Portland, and contacts from industry events. The city of Portland will produce an annual report on Port activity.

**Target Market:** Cruise line representatives, shore excursion planners, travel agents, and cruise ship passengers.

**Rationale:** Cruise business in Portland has seen some ups and downs. It is important to maintain and build relationships with cruise lines in order to keep their business and build additional business. We also need to promote the destination to travel agents who book cruise vacations in order for the cruise ships to visit our port.

We promote the Port of Portland and its proposed terminal expansions, its proximity to the factory outlets of Freeport and the Summer White House of George Bush, Sr., along with the charms of coastal seaports including lighthouses and lobsters.

**Budget Description:** The city of Portland has committed \$25,000 toward this effort. Additional revenues are being sought from Freeport and Kennebunkport as well as other local stakeholders. Sandra Needham will be paid on an hourly basis and submit invoices for time, marketing and travel bi-weekly. We expect to raise enough money to keep Sandra on an annual year round contract.

**MTMPP Award:** \$10,000.00  
**Cash Match:** \$25,000.00  
**In-Kind Match:** \$0.00

## Project 4: Group Tour Magazine

**Project Type:** Advertising

**Description:** In conjunction with the Maine Office of Tourism we'll promote the Greater Portland Casco Bay region in the August and November 2005 and February and May 2006 issues with a full color ad block. Ads are

designed to promote Greater Portland and the Casco Bay Region as a desirable motorcoach destination.

## Element 4: 4 Advertisements in Group Tour Magazine

**Project:** Group Tour Magazine

**Element Description:** This ad is designed to promote our region to thousands of active tour operators and planners throughout the U.S. and Canada. In conjunction with the Maine Office of Tourism's initiative to offer coop opportunities, the Greater Portland region will participate in the August and November 2005 and February and May 2006 issues of Group Tour Magazine. The objective would be to increase visibility to the operators and planners and entice them to choose Greater Portland as a destination thereby increasing tourism revenue.

**Timeline:** We will reserve space by May 1, 2005 and have completed ads to the magazine by May 15, 2005.

**Tracking:** The CVB of Greater Portland will have a unique 800 number for operators and planners to call as well as a unique URL website address for them to visit. By being unique to the publication, we'll be able to tell how many calls and visits are generated from the Group Tour Planner Magazine.

**Target Market:** The target audience is the thousands of group tour operators and planners that subscribe to/read the Group Tour Planner Magazine.

**Rationale:** The CVB wants to participate in the Maine Office of Tourism initiatives to promote tourism throughout the state. This creates a synergy among the regions to promote all of Maine as a desirable motorcoach destination.

**Media Type:** Magazine

**Co-op Opportunity:** The CVB is participating in the Maine Office of Tourism's coop opportunity in the magazine. No other coop funds will be included from CVB members

**Budget Description:** \$1660 to be paid in full for four issues. August and November 2005 and February and May 2006. \$125 has been included for ad materials.

**MTMPP Award:** \$1,785.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 5: Golf Resort News

**Project Type:** Advertising

**Description:** Golf Resort News is a national magazine for meeting & incentive travel planners and golf travelers. They have a new section of their magazine titled The Golf Travel Directory. It appears in each issue and we're planning a 1/4 page ad with 80 words and color photo for their August issue of 2005.

## Element 5: 1/4 Page Advertisement in Golf Resort News

**Project:** Golf Resort News

**Element Description:** This ad is designed to reach the golfing audience to entice them to choose the Greater Portland region as a golfing destination. The ad will direct visitors to our travel packaging website so they can easily plan their vacation and even make tee time reservations in the Greater Portland region.

**Timeline:** We will have the ad to the publication by July 2005 along with the \$475 payment. Our ad will drive traffic to the travel packaging portion of our website so that golfers can easily plan an excursion to the Greater Portland region.

**Tracking:** Using a unique URL and unique 800 number we will track ad inquiries. With our new travel packaging portion of the website, we are able to track how many vacations are booked through reports generated by our vendor, Award Vacations.

**Target Market:** Upscale business people and corporations who are interested in golf travel destinations and using golf as an incentive.

**Rationale:** We chose this magazine as an affordable way to reach more of the golfing audience. With 9 public golf

courses in or near our region, golf is an important attraction which attracts an upscale audience with money to travel.

- Media Type:** Magazine
- Co-op Opportunity:** Not a coop opportunity.
- Budget Description:** Payment of \$475 is due before the August issue date of the magazine that includes our advertisement. \$125 is included for ad materials.
- MTMPP Award:** \$600.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

## Project 6: WBZ Boston Radio Campaign

- Project Type:** Advertising
- Description:** Working with the Downeaster and regional tourism businesses, we will do a WBZ radio advertising promotion with an on air personality. WBZ will promote the "Train To Maine" and encourage listeners to join WBZ on the train for either a day trip or overnight package. WBZ will promote all the various station stops in Maine and the attributes of each area. This will be a combination of paid advertising, online contest promotions for trip giveaways, and coop sponsorships from local businesses.

### Element 6: Radio Buy for Boston Radio Campaign

**Project:** WBZ Boston Radio Campaign

**Element Description:** The goal is to reach the Boston market to entice them to experience Maine by train and/or drive to the Greater Portland region for an extended stay, thus increasing tourism revenue for the 2005 season. By partnering with a Boston radio station, we will gain additional exposure as they promote a special "Train to Maine" and will actually host the trip for WBZ listeners and fans. The promotion will also include contests for free trips on the train and overnight packages. Additionally, there will be an online contest to drive traffic to our website. WBZ will be promoting stops along the train route and educating listeners about southern Maine and greater Portland attractions.

**Timeline:** This will be a two part promotion running in the early season to attract visitors during the first 2 weeks of July (after the 4th) and again during the Thanksgiving and Christmas holidays.

**Tracking:** We will use a unique URL to drive traffic to our website and a unique 800 number for calls. We will also capture email addresses and contact information through the online contest. The Downeaster will use a special promotional code for reservations.

**Target Market:** We are targeting adults 30+ in the Boston market to encourage them to visit Maine and the Greater Portland region for a day trip or extended stay.

**Rationale:** Most of our hotels tell us that the season does not really pick up until after mid July so we want to do some pre-season marketing to boost room sales when they have availability. A second promotion will run in the shoulder season promoting holiday cultural events and shopping. This is also a time when there is plenty to see and do and rooms are readily available.

**Media Type:** Radio and online promotions

**Co-op Opportunity:** We'll be soliciting coop sponsorships with our members in cooperation with the marketing representative from WBZ radio.

**Budget Description:** We'll spend \$7,500 of the MTMPP award and the remaining \$7,500 will be raised through coop sponsorships with our members for a pre-season and shoulder season campaign of \$7,500 each.

In-kind contribution for package giveaways (train tickets and hotel rooms)

- MTMPP Award:** \$7,500.00
- Cash Match:** \$7,500.00
- In-Kind Match:** \$1,000.00

## Project 7: Online Vacation Packages

**Project Type:** Website Development

**Description:** Award Vacation Corporation is America's leader in operating packaging programs for Convention & Visitor Bureaus from coast to coast, currently operating 25 different vacation package programs.

### Element 7: Award Vacations Program Fee

**Project:** Online Vacation Packages

**Element Description:** The objective is to work in conjunction with Award Vacations Corporation to market and manage the Greater Portland CVB Getaway Vacation Package program. The program offers visitors the ability to customize vacation packages with hotels, attractions, tours and restaurants.

**Timeline:** Currently ongoing as part of the '05 grant. Renewal will be in the spring of '06.

**Tracking:** Award Vacations Corporation charges an initial fee for implementation of the Getaway Packages. The overall effectiveness of the complete marketing and management package can be tracked by the number of member participants and how many bookings our members receive as a result of the online marketing and management by Award Vacations.

**Target Market:** The target audience is white collar women, 25-49, who are the primary heads of households and, in general, the catalyst in planning "long weekend" vacations.

**Rationale:** We chose Award Vacations Corporation because of their leadership in operating vacation packaging programs for Convention & Visitors Bureaus. Currently 25 different CVB vacation package programs are managed by Award Vacations Corporation. Our overall objective is to bring more visitors to our region in the shoulder and off season and this element, by allowing visitors to our website to book an online vacation package, does just that.

**Budget Description:** The cost to implement the Awards Vacations program on our website is \$5000.

**MTMPP Award:** \$5,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

### Element 8: Marketing of Vacation Packaging Site

**Project:** Online Vacation Packages

**Element Description:** Online web advertising designed to drive traffic to our website and online packages. Advertising will be for drive market within 150-250 miles of destination. Ads will be primarily on newspaper and TV station websites in Southern New England.

**Timeline:** Fall/early winter 2005

**Tracking:** Award Vacations, the packaging vendor, will track using online statistics and actual sales of packages sold.

**Target Market:** Drive market, 150-250 miles of destination targeting 25-50 year old heads of households.

**Rationale:** Shoulder season campaign designed to attract drive market at a time of year when we have available rooms and activities of interest (shopping and cultural events for the holidays).

**Budget Description:** Ad bills generated in fall/winter and paid at similar time.

**MTMPP Award:** \$10,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 8: PSA - State Local Awareness Campaign

**Project Type:** Advertising

**Description:** In-State media TV campaign promoting vacationing in Maine and educating residents and political

leaders about the value of tourism.

## Element 9: Regional Contribution to State Awareness Campaign

**Project:** PSA - State Local Awareness Campaign

**Element Description:** In-State TV campaign to educate Maine residents and politicians about vacationing in Maine and the value of tourism.

**Timeline:** TBD by MOT

**Tracking:** TBD by MOT

**Target Market:** Maine residents and political leaders.

**Rationale:** Promote and build value of the travel industry.

**Media Type:** Television

**Co-op Opportunity:** with other regions

**Budget Description:** The Maine Office of Tourism has requested that each region contribute \$10,000 of its award funds toward the state's tourism awareness campaign.

**MTMPP Award:** \$10,000.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 9: Media Marketplace

**Project Type:** Public Relations

**Description:** This event is designed to secure significant, compelling visibility for Maine as a welcoming tourist destination among 40-60 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

## Element 10: Participation in Media Marketplace New York City

**Project:** Media Marketplace

**Element Description:** The goal is to provide compelling visibility for Maine as a welcoming tourist destination among 40-60 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, food, culture and other special interests. We'll provide writers with a synopsis of "What's New/Story Ideas" for our region then follow up personally to inquire about future assistance or possible story submissions they are making to magazines.

**Timeline:** The Media Marketplace usually takes place during the month of March. We would reserve space before deadline then travel and participate in New York City in March 2006 working in collaboration with the Maine Office of Tourism.

**Tracking:** The effectiveness can be tracked by the number of New York based writers that visit the booth. Last year there were more than 80 and these can be tracked by the number of articles being produced which is determined by personal follow-up.

**Target Market:** Initially the target audience for this element is the New York based writers attending the Media Marketplace, but ultimately it would be the many thousands of readers reached through articles produced.

**Rationale:** We chose this budget element after discussions with Nancy Marshall Communications on the great turnout for 2005's Media Marketplace. The more than 80 writers who attended this year will be able to reach thousands of readers thus creating an excitement about the Greater Portland region and prompting readers to pick our region as a vacation destination.

**Budget Description:** The cost to participate is \$500 plus travel expenses. We would pay the initial \$500 for participation and hotel/food/transportation are estimated at \$1000.

**MTMPP Award:** \$1,500.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 10: Search Engine Optimization

**Project Type:** Website Development

**Description:** Working in conjunction with ACRO Global, we will optimize our standing on the major search engine sites.

### Element 11: Search Engine Optimization

**Project:** Search Engine Optimization

**Element Description:** Working in conjunction with ACRO Global, we will optimize our standing on the major search engine sites.

**Timeline:** Working with ACRO Global, we will have completed the requirements for optimization by Summer 2005.

**Tracking:** DeepMetrix gives us hits/visitors per month.

**Target Market:** The target audience is adults 25+ who are searching the internet for vacation destinations.

**Rationale:** While attending several internet marketing seminars, the importance of website optimization is always a topic. We want to make sure that our region's site comes up at the top of the list of the major search engines utilized by web users.

**Budget Description:** We are budgeting \$1200 for the year.

**MTMPP Award:** \$1,200.00

**Cash Match:** \$0.00

**In-Kind Match:** \$0.00

## Project 11: CruiseMaine

**Project Type:** Travel Trade & Consumer Shows

**Description:** Participate with other seaports and regions in Maine, with CruiseMaine, to attend the SeaTrade Convention in Miami, Florida in March of 2006.

### Element 12: CruiseMaine Trade Show

**Project:** CruiseMaine

**Element Description:** Attend SeaTrade in order to maintain and develop relationships with cruise lines in order to promote Maine as a cruise destination. This show is done in conjunction with other seaports in Maine.

**Timeline:** Booth space reserved by CruiseMaine and the show will be in March 2006.

**Tracking:** CruiseMaine and the Maine Port Authority annually report on cruise visits and passenger counts.

**Target Market:** Cruise line operators looking for new itineraries or home porting opportunities.

**Rationale:** We want to support the cooperative efforts of CruiseMaine as a way to leverage potential business for the Port of Portland.

**Partners:** In addition to CruiseMaine we will partner with the Bar Harbor Chamber, the Camden Chamber, the Kennebunkport Chamber, Freeport Merchants Marketing Association and the Port of Portland.

**Budget Description:** We will pay CruiseMaine when billed.

**MTMPP Award:** \$1,500.00

**Cash Match:** \$1,500.00

**In-Kind Match:** \$0.00

## Project 12: Trade Show Participation - Adventure in Travel

**Project Type:** Travel Trade & Consumer Shows

**Description:** The region and the Downeaster Train will jointly exhibit at the Adventure Travel Trade Shows in NY and Washington, DC. The MOT has plans to exhibit at this show as well. We will expand the presence at the show with additional booth space.

### Element 13: Trade Shows

**Project:** Trade Show Participation - Adventure in Travel

**Element Description:** We will partner with the Downeaster, southern Maine chambers (not confirmed) and the MOT to increase visibility for Maine at the Adventure Travel Shows. Using these shows provides an opportunity to expand beyond the NE market to NY and DC and also promote travel to Maine via Amtrak and the Downeaster. At this time the South Coast chambers have not committed to participating. Should they commit, we may add additional trade shows such as Successful Maturity and the National Women's Show.

**Timeline:** The Downeaster has offered to match marketing revenues from our region and the South Coast in order to promote the destination(s) and train travel. We would work as a group and represent the destination and the Downeaster at the Adventure Travel Shows in winter of 2006. Participating destinations would also receive 2 pages of promotional space in the Downeaster Deals publication. This publication would be used as a promotional handout at shows along with other regional materials (Visitor Guides and Maps).

**Tracking:** Visitors attending the shows could be given a special promotional code for a value package, on the Downeaster. We will offer a giveaway and enter collected names in our database for future marketing opportunities. We expect visitors will travel by car and plane as well, after receiving promotional materials at the show, and this would be harder to track.

**Target Market:** The target audience is 25 to 50 year old active adults interested in adventure travel opportunities.

**Rationale:** We chose this element because it was suggested by the MOT as a successful marketing opportunity to increase awareness and travel to Maine. Additionally we chose this element because the Downeaster offered to partner and provide coop matching dollars. And finally, we chose this element because of the wide variety of adventure travel opportunities throughout the region and nearby regions including swimming, hiking, biking, kayaking, cross country skiing, whale watching, fishing, and bird watching.

**Partners:** We will definitely partner with the Downeaster. Some of the South Coast chambers have expressed interest in joining this promotion but, as of this date, there are no financial commitments. Should the additional chambers participate, we will add additional travel shows.

**Budget Description:** The Greater Portland Casco Bay Region will put \$6,000 from grant funds toward the exhibit booth, giveaways and travel expenses and the Downeaster will match \$5,000.

The value of the in-kind advertising in the Downeaster Deals publication is \$1,900.

In-kind giveaways for train tickets and hotel rooms is estimated at \$350.

Travel expenses estimated at \$1,000.

**MTMPP Award:** \$6,000.00

**Cash Match:** \$5,000.00

**In-Kind Match:** \$2,250.00

**Project Quick Reference**

	<b><u>MTMPP Award</u></b>	<b><u>Cash Match</u></b>	<b><u>In-Kind Match</u></b>
<b>Media Networks, Inc. Coop Advertising</b>			
MNI Coop Advertising	\$11,450.00	\$16,800.00	\$0.00
<b>Boston Globe Advertising</b>			
Spring Coop Advertisement	\$2,448.00	\$0.00	\$0.00
<b>Cruise Consortium and Seaport Marketing</b>			
Marketing Portland to the Cruise Ship Industry	\$10,000.00	\$25,000.00	\$0.00
<b>Group Tour Magazine</b>			
4 Advertisements in Group Tour Magazine	\$1,785.00	\$0.00	\$0.00
<b>Golf Resort News</b>			
1/4 Page Advertisement in Golf Resort News	\$600.00	\$0.00	\$0.00
<b>WBZ Boston Radio Campaign</b>			
Radio Buy for Boston Radio Campaign	\$7,500.00	\$7,500.00	\$1,000.00
<b>Online Vacation Packages</b>			
Award Vacations Program Fee	\$5,000.00	\$0.00	\$0.00
Marketing of Vacation Packaging Site	\$10,000.00	\$0.00	\$0.00
<b>PSA - State Local Awareness Campaign</b>			
Regional Contribution to State Awareness Campaign	\$10,000.00	\$0.00	\$0.00
<b>Media Marketplace</b>			
Participation in Media Marketplace New York City	\$1,500.00	\$0.00	\$0.00
<b>Search Engine Optimization</b>			
Search Engine Optimization	\$1,200.00	\$0.00	\$0.00
<b>CruiseMaine</b>			
CruiseMaine Trade Show	\$1,500.00	\$1,500.00	\$0.00
<b>Trade Show Participation - Adventure in Travel</b>			
Trade Shows	\$6,000.00	\$5,000.00	\$2,250.00

**Budget Summary**

<b>Proposed MTMPP Award:</b>	\$68,983.00
<b>Administrative Costs:</b>	\$6,017.00
<b>Cash Match:</b>	\$55,800.00
<b>In-Kind Match:</b>	\$3,250.00
<b>Total Match:</b>	\$59,050.00
<b>Total Proposed Budget:</b>	\$128,033.00