

Profile

Applicant: Regional Application

Grant Manager: Lynn Tillotson

Name of Organization: Greater Portland CVB

Mailing Address: 245 Commercial Street
Portland, Maine 04101

Physical Address: 245 Commercial Street
Portland, Maine 04101

Office Hours: 8:00am - 5:00pm, Monday - Friday

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. **CRUISE CONSORTIUM AND SEAPORT MARKETING:** The consortium is a marketing partnership between the Port of Portland, Portland's Downtown District, Kennebunkport Chamber of Commerce, Freeport Merchants Marketing Association & the Convention & Visitors Bureau of Greater Portland. We have developed collateral, branding the consortium as "Discover Portland and Beyond", have successfully attended 4 trade shows, expanded our shore excursion programs, built relationships with cruise and travel trade representatives and have experienced an increase in future cruiseship visits and ships homeporting in the Port of Portland.

2. **BOSTON RADIO AND WEB CAMPAIGN:** In keeping with the trend of marketing to our strongest drive market we produced a web & radio campaign in the Boston market. These two campaigns were very successful and generated over 4,800 inquiries.

3. **MEDIA MARKETPLACE WITH MOT:** We attended Media Marketplace in New York to continue to build our relationships with the media in conjunction with the Maine Office of Tourism. The show was very well attended by qualified media representatives, which should produce future articles on Maine.

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.

Goal # 1

Our first and most important goal is to increase the number of visitors to our website in the shoulder and off-season by 5% over last year and to build shoulder and off-season business in our primary drive market - Boston. We expect to increase tourism revenue for the region by encouraging people to visit using incentives to travel during times of the year when we have high vacancy.

Goal # 2

Our second goal is to build awareness of Maine as a site for destination weddings and increase our leads for future wedding business by 5%. We expect to increase tourism revenue for the region and the State by increasing the number of brides who select Maine as a preferred choice for their wedding. Additionally, by offering the wedding planning services of the Convention and Visitors Bureau to brides, we will be able to connect brides with all services needed to hold successful weddings and honeymoons in Maine.

Goal # 3

Our third goal is increase cruise ship visitation by 5 additional port visits and increase the number of passengers taking shore excursions by 5% in Portland, Freeport and Kennebunkport. We expect to increase tourism revenue for the region and beyond through increased tours, and educating passengers on the reasons to come back to the area for longer stays.

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

Strategy for Goal # 1: We will partner with area businesses and the Downeaster to increase shoulder and off-season business utilizing three radio and web campaigns, as well as travel incentives throughout the fiscal year, with a highly rated Boston radio station and Boston.com

Strategy for Goal # 2: We will offer a co-op print program with substantial discounts to state-wide businesses interested in attracting wedding business. Using an advertising and advertorial approach, we will present the best locations in Maine for destination weddings and honeymoons. The advertorial and editorial piece will be reprinted as collateral for direct mail and trade show attendance. We will offer value added enhancements to each advertiser to include web, trade show and additional package listing exposure.

Strategy for Goal # 3: We will continue to contract with a cruise ship marketing executive to attend trade shows, and build relationships with the travel trade and cruise lines as well as build on our shore excursion programs.

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

Goal # 1: Promoting in our primary drive market for shoulder and off-season business is complimentary to the Maine Office of Tourism's marketing goals and strategies.

Goal # 2: The Maine Office of Tourism has already established a valuable relationship with Bridal Guide Magazine. The CVB will work to continue building that relationship and the exposure for Maine in the area of destination weddings and honeymoons.

Goal # 3: Marketing Maine Ports and shore excursions and homeporting for small ships is in keeping with the Maine Office of Tourism's interest in bringing more cruise ships and passengers to Maine as well as enticing them to return to Maine for extended stays.

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 06-07 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.

We would like to evaluate the percentage of people who request information on our region to see if they have visited or plan to visit. We plan to ask three questions.

1. Did you visit Maine after receiving information?
2. If yes, how many nights/days did you spend in Maine?
3. If no, do you plan to visit Maine sometime in the next year?

Public Relations

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

Company: Convention & Visitors Bureau of Greater Portland

Address: Attn: Courtney McMennamin
245 Commercial Street
Portland, Maine 04101

Phone: (207) 772-4994 x 234

Email Address: courtney@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:

Dan Schlossberg
Travel Editor
140 Ballard Place
Fair Lawn, NJ 07410-3601

Gerrie E. Summers
Travel Writer
79A Quincy St.
Brooklyn, NY 11238

Carol D. Poister
International New Features Network
Women's Editor
415 east 52nd Street
New York, NY 10022

Hilary Nagle
P.O. Box 1259
Waldoboro, ME 04572

Mary Lu Laffey
Rand McNally & Ci, Editor
8255 N. Central Park
Stokie, IL 60076-2970

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

Yankee Travel, Boston Magazine, Coastal Living, HGTV, AAA Publications, Globe/Worcester Telegram, Harford Courant, Travel & Leisure and Food & Wine.

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:

INTERNAL

We will partner with our area businesses on a co-op program for Bridal Guide Magazine.

We will partner with The Downeaster and area businesses to drive traffic from Boston with our web and radio campaign.

We participate with a co-op in Maine Invites You.

We do co-op advertising in New England Travel & Life, Yankee Magazine and Media Network Inc's Luxury Network program.

EXTERNAL

Partner with the Bangor CVB on attending the "Affordables" tradeshow for meeting planners. Partner with Freeport and Kennebunkport on cruise ship marketing

STATE-WIDE

In cooperation with the other 8 tourism regions we are participating in the MOT PSA campaign.

We are supporting the CruiseMaine marketing programs and have attended SeaTrade as part of the Cruise Consortium program.

In cooperation with the Maine Office of Tourism we are participating in several joint promotions including, Pow Wow, ABA, DNE and Boston Globe Travel Show.

Website Development & Maintenance

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

URL: 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:

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 travel trade; and industry and organization information for members of the CVB.

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 be placed on an e-mail list to receive notices on special offers. Visitors can book online customized vacation packages through a packaging program. Our site also offers a photo gallery where qualified travel writers and meeting planners can download high-resolution photos. This year we have also worked on increasing our information for the group tour/motorcoach market. We have added an online shopping cart for souvenirs and have implemented electronic postcards.

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

We would like to focus on doing more organic search engine optimization.

We will also focus on providing additional options for high-resolution photography for the travel media.

We will work on improving our online package program.

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 e-mails for all inquiring visitors requesting a Visitors Guide.

We collect names, addresses, e-mails and confirmation of participation for our online Travel Club database.

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

Periodically we e-mail upcoming special events in the Greater Portland region and special travel discounts that our members may offer to visitors.

Budget Summary

Current Projects

Project 1: Cruise Consortium and Seaport Marketing

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

Description: The Port of Portland is building a new 20 million dollar cruise ship facility. Our goal is to increase the number of cruise ship visits from 28 currently to 38 by 2008. Additionally we are working to increase the number of homeport ships from 2 to 3 and increase the number of port visits from homeporting ships from 5 to 8. We would like to increase the number of days the CAT Ferry visits Portland from 3 to 5. Finally we want to increase the number of passengers taking shore excursions by 5% annually.

We expect to accomplish our goals by working with the travel trade, and our cruise lines, by attending trade shows, doing direct mail, telemarketing, email, fam tours and relationship building. The CVB formed a cruise ship consortium last year with the Port of Portland, Freeport Merchants Association, and the Kennebunkport COC. We contracted with a cruise ship marketing executive and will continue on our three year marketing program with the marketing initiatives stated above.

Element 1: Cruise Consortium and Seaport Marketing

Project: Cruise Consortium and Seaport Marketing

Element Description: The goals of the group are to:

1. To increase the number of cruise ship visits from 28 currently to 38 by 2008
2. To increase the number of homeport ships from 0 to 3 by 2008
3. To increase the number of homeport port of calls from 0 to 8 by 2008
4. To increase the number of day trips from the CAT from 3 to 5
5. To increase the number of shore excursion opportunities and the number of passengers taking shore excursions by 5%

The strategy is to educate the local people on the value of cruise ships, build relationships with travel trade, cruise line executives, and the media as well as attend trade shows.

Timeline: This project is ongoing from July 1, 2006 and will continue through June 30, 2007. The marketing contractor works approximately 15-25 hours each week on the marketing objectives and goals.

Trade Shows include:
Canada New England Cruise Symposium in June of 07

CIIA in Fort Lauderdale in fall of 06
SeaTrade in Miami in spring 07
AAA Southern New England in spring of 07

Website Development:
July 06

Tracking: Tracking includes:
1. Building a database of cruise line contacts, travel agent contacts, and media contacts
2. Keeping an up to date list of cruise ships visiting the Port of Portland
3. Building new shore excursion opportunities for regional businesses
4. Keeping up to date with the number of ships home porting at the Port of Portland
5. Working with cruise lines and Discover Canada New England to track the number of cruise passengers taking shore excursions.

Target Market: The target market is domestic and international cruise lines, U.S. travel agents and media as well as local area/regional tourism businesses looking to increase business from visiting ships.

Rationale: Cruise ships bring a large number of passengers into the region and they spend money in shops, restaurants, attractions, museums, and historic sites locally as well as take shore excursions trips throughout the region.

The ships also bring business to area suppliers from lobsters to beer and provide revenue to local marine services. Passengers are exposed to the area and many return for longer stays at some point in the future.

All this adds up to jobs and revenue for regional businesses and tax dollars for our state. The cruise ship industry brought 6.7 million dollars to Maine and 45,225 passengers to Portland in 2005

This project was chosen because it is necessary to actively promote the Port of Portland and build on an already successful market. We also determined that because of the loss of the Scotia Prince and the development of the new terminal is was a wise investment.

Finally, this marketing effort extends and supports the activities of CruiseMaine.

Budget Description: The city of Portland has committed to \$25,000 toward this effort. Additional revenues are also being attained from Kennebunkport and Freeport. Sandra Needham, our marketing contractor, will continue to be paid on an hourly basis and submit invoices for time, marketing and travel bi-weekly.

MTMPP Award: \$10,000.00

Cash Match: \$25,000.00

In-Kind Match: \$0.00

Project 2: CruiseMaine - SeaTrade - FreeStayMaine.com

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

Description: The Greater Portland Casco Bay Region will support the marketing efforts of CruiseMaine to attend SeaTrade in Miami in the spring of 2007.

We will also participate in Free StayMaine.com, a program designed to entice cruise passenger to return for extended stays in area hotels.

Element 2: SeaTrade Trade Show

Project: CruiseMaine - SeaTrade - FreeStayMaine.com

Element Description: SeaTrade is an industry trade shows attended by cruise line executives. In addition to attending the show, CruiseMaine will host a reception for members of ICCL (International Council of Cruise Lines).

CruiseMaine organizes booth space for regional partners to attend the show.

Marketing Materials that will be distributed at the show:

1. The tri-fold waterfront development piece featuring Bangor, Rockland and Portland. This piece highlights the current development projects, shows an architect's rendering and features technical specifications, as well as the crew and passenger support services in each area,
2. 2006 MAINE INVITES YOU
3. Misc. Maine Office of Tourism postcards,
4. CruiseMaine brochures,
5. CruiseMaine Travel Agent outreach postcards
6. Downeast Magazines

Timeline: Spring 2007

Tracking: CruiseMaine tracks increased port visits and passengers and reports economic impact of cruise ships to the State.

Target Market: Cruise line executives and cruise line media representatives

Rationale: The U.S. cruise industry has experienced substantial growth in recent years. Nationwide, direct spending by cruise lines and passengers increased for \$9.4 billion to \$14.7 billion (56percent) between 2000 and 2004 (Business Research & Economic Advisors 2001, 2005). Including multiplier effects, the U.S. cruise industry supported 315,830 jobs and provided \$12.4 billion in wages and salaries in 2004.

In recent years, the cruise industry has seen remarkable growth in the ports of Bar Harbor and Portland, Maine. Bar Harbor hosted 76 cruise ship visits in 2005, a 36 percent increase above the 56 ships that came to town in 2001 (Chapman 2002). According the Portland's Seaport Statistics, Maine's largest city hosted over 40,000 cruise ship passengers in 2001 and 2002, up from about 14,000 passengers in 1999. Portland welcomed 45,225 cruise ship passengers in 2005.

(No Response)

Budget Description: Regions are participating in the contributions to CruiseMaine with a grant request of \$3600.00. This will cover both elements of this project.

MTMPP Award: \$3,600.00

Cash Match: \$3,600.00

In-Kind Match: \$0.00

Element 3: FreeStayMaine program

Project: CruiseMaine - SeaTrade - FreeStayMaine.com

Element Description: The FreeStayMaine program has been developed to encourage cruise passengers to return to Maine for extended land based stays. Participating businesses can encourage return visitors by offering special promotions for the vacationer on the FreeStayMaine website database. This database will reside mechanically and virtually under the Maine Getaways umbrella. As part of the program, specially designed vouchers that list the CrusieMaine website are distributed to cruise ship passengers in Maine's cruise ports (member ports are listed on www.cruisemaineusa.com). The program will be financially supported in part by the Maine Office of Tourism's Regional Marketing Maine Partnership Program and various match partners.

Timeline: Summer/Fall 2006

Tracking: Tracking will be done in conjunction with the University of Maine's Department of Research Policy & Economics and the new Center for Tourism Outreach and Research to collect the data on the number of people who actually do return for a land based vacation, which port their voucher originated from, where they are from and what region of the state they return for a vacation to. The CentRO will then issue another study based on the reported findings. This will be a minimum of a three year program.

Target Market: Cruise Ship passengers visiting ports in Maine

Rationale: In 2002, the UMaine Department of Resource Policy and Economics issued an economic impact study of passenger spending in Bar Harbor. From that study, they issued another study which highlighted the passenger's likelihood to return to a port visited while on a cruise, the reports findings indicated that over 33% (nearly 33,000) of the passengers intended to visit Bar Harbor for an extended vacation within 2 years of the initial visit. The average cruise passenger earns and spends more than the typical Maine

tourist. The surveyed passengers lived an average of over 1,200 miles from Bar Harbor. This campaign clearly reaches out to a market segment of people desiring to visit Maine who do not live within the Maine Office of Tourism's typical market outreach areas.

(No Response)

Budget Description: This project is connected to CruiseMaine and the grant funds that are requested.
MTMPP Award: \$0.00
Cash Match: \$0.00
In-Kind Match: \$0.00

Project 3: 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 4: Regional Contribution to State Awareness Campaign

Project: PSA - State Local Awareness Campaign

Element Description: In-State TV media campaign promoting vacationing in Maine and educating residents and political leaders about 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 the other 8 tourism regions

Budget Description: The Maine Office of Tourism has requested that each region contribute \$5,000 of its award funds toward the state's tourism awareness campaign.

MTMPP Award: \$5,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 4: Judy Randall Seminar

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

Description: A full day workshop of meaty, how-to tips and checklists for creating the perfect tourism brochure, learning how to employ the top tourism trends, understanding how to market to the different generational groups, how to do your own tourism research and interpret the data, and more.

Element 5: Winning the Travel & Tourism Marketing Game

Project: Judy Randall Seminar

Element Description: Judy will focus on the following objectives:

A. Provide participants with the trends in travel and tourism and the changes in consumer behavior of

today's travel consumer.

B. Help participants understand the huge differences in the generational groups and how to message and develop products for each.

C. Provide participants with the instruments and methodology for conducting their own tourism research.

D. Educate participants on what tourists report they want/need in tourism brochures and websites.

E. Give participant tracking and evaluation tools and instruments to empower their ability to monitor and evaluate their results.

Timeline: November 15th, 2006

8:00-8:30 Registration, coffee, networking

8:30-9:00 Welcome, workshop overview, introductions

9:00-9:30 "Before & Afters" - case studies in tourism marketing success

9:30-10:15 Top Trends in Travel and Tourism

10:15-10:30 BREAK

10:30-11:15 Generational Marketing - what it takes to market travel and tourism to the different generational groups

11:15-12:00 Putting it into action: Break out sessions on generational marketing & the top trends

12:00-1:00 LUNCH

1:00-2:00 Conducting your own tourism research

2:00-2:30 How to track your results

2:30-2:45 BREAK

2:45-3:45 Hands-on brochure critique

3:45-4:30 Hands-on critique of tourism websites

4:30-5:00 Q&A

Tracking: We will be able to track the effectiveness from the seminar on the actual day. Judy will request that each tourism region bring the following: their tourism brochures, samples of their advertising, a listing of questions and issues they would like to have addressed in this workshop, and their willingness to learn! This will give us immediate input on our marketing materials.

Target Market: Destination Marketing Organizations, attractions, lodging, restaurants, and others who are stakeholders in the travel and tourism industry.

Rationale: This consumer research-based workshop covers a wide range of existing data and timely trends, tourism marketing skill development and practical "how to put it into action" guidelines that will assist participants in very tangibly being able to improve and track their tourism marketing efforts.

(No Response)

Budget Description: As mutually agreed upon at the March 16th Regional Assistance Committee Meeting each of the 8 tourism regions will request \$1,000 for MTMPP grant funds to be placed towards this seminar. This will allow 5 attendees from each region to attend this seminar.

MTMPP Award: \$1,000.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 5: Media Marketplace

Project Type: Public Relations

Description: This event is designed to secure significant, compelling visibility for Maine as a welcoming tourist destination among 60-70 New York based print, broadcast, online and freelance writers in the areas of travel, family, golf, outdoor/adventure, culture, food and other special interests.

We will participate in the travel show in New York conjunction with Nancy Marshall Communications in the spring of 2007. We will develop story ideas, follow up with journalists providing additional information, photos and potential site visits.

Element 6: Participation in Media Marketplace in New York City

Project: Media Marketplace

Element Description: The goal is to provide compelling visibility for Maine as a welcoming tourist destination among 60-70, 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 will 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 publications.

Timeline: Media Marketplace typically takes place in March. We would reserve space before the deadline then travel and participate in New York City in March 2007 working in collaboration with the Maine Office of Tourism and Nancy Marshall Communications.

Tracking: The effectiveness can be tracked by the number of New York based writers that visit the booth. The event was attended by 60 writers who had an active interest in Maine. We will be able to track over the next year how many media requests and assists that we are able to achieve through follow up calls in our media database.

We will be able to track the results by the number of promotional articles received. Additionally we ask journalists to use a unique 800 number and URL given only to the travel press in order to track the number of web visits and telephone calls resulting from the articles.

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 thousand of readers reached through articles they produce.

Rationale: We chose this budget element because after attending this past event it was a great success. We were able to create an excitement about the Greater Portland region. We are confident that this event will produce articles that will prompt readers to choose Maine and the Casco Bay region as a vacation destination.

Budget Description: Cost to attend the show is \$500 with estimated expenses at \$800 for a total of \$1300.00

MTMPP Award: \$1,300.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 6: Boston Globe Trade Show

Project Type: Travel Trade & Consumer Shows

Description: We will attend the Boston Globe Travel Show in the spring of 2007 in partnership with the Downeaster and as part of the Maine Office of Tourism's Coop Booth Space. We will distribute visitor guides and maps as well as train schedules.

Element 7: Attendance at the Boston Globe Trade Show

Project: Boston Globe Trade Show

Element Description: We plan to attend the Boston Globe Travel Show in the spring of 2007 in partnership with the Maine Office of Tourism and the Downeaster. More than 15,000 desirable travel prospects will attend the show. Additionally 3,000 travel agents attend the show. We will distribute Visitor Guides, Maps, Calendars of Events and Train Schedules.

Timeline: Spring 2007

Tracking: The effectiveness of travel shows is very hard to track but we will offer a prize drawing to solicit mail and email addresses for follow up marketing opportunities. Additionally we will promote early summer travel with incentives to visit Maine by train and use special promotional codes on the Downeaster to track ticket sales. Finally coupons will attendees will be encouraged to visit our website to obtain valuable coupons for spring/early summer travel. We will assign a special URL to track website visits and downloads of coupons.

Target Market: The target market is Boston/New England travelers within our drive/train travel market.

Additionally the target market is travel agents in the Northeast.

Rationale: 3.3 million Boston market adults took a domestic trip and stayed in a hotel one or more times in the last year. Boston is our number one travel inquiry area and travel during shoulder and off-season for shopping and getaways is a primary area we are focusing on to increase off season and shoulder season business. Additionally, we are spending money in this market on radio and web and feel this travel show will bring consistency to our marketing programs.

Partners: We will partner with the Amtrak Downeaster who will attend the trade show in conjunction with us.

Budget Description: The trade show is a cost of \$2115 and estimated travel expenses of \$600 for a total of \$1658. The Downeaster will cash match with half of the booth cost.

MTMPP Award: \$1,658.00

Cash Match: \$1,058.00

In-Kind Match: \$0.00

Project 7: American Bus Association (ABA) Trade Show

Project Type: Travel Trade & Consumer Shows

Description: The CVB will attend the American Bus Association (ABA) marketplace in Texas in February 2007. This event brings operator buyers and the travel industry sellers together for itinerary planning. We are working to continue building relationships with the group tour market.

Element 8: ABA Marketplace

Project: American Bus Association (ABA) Trade Show

Element Description: The goal of this event is to develop a presence for the Greater Portland/Casco Bay region and build relationships with the group tour/motorcoach market. We will be able to provide them with a comfort level of meeting a CVB representative and confidence that there will be follow up conversations. Providing them with a comprehensive CD Rom of the Greater Portland/Casco Bay region will allow them to view the area and gain knowledge about businesses interested in hosting group tours.

Timeline: We will proceed with a member application to ABA. At that point we will register for the January 2007 conference. Attending the conference from January 27 - February 1 in Grapevine, Texas. After attending there will be subsequent follow up calls.

Tracking: The effectiveness will be able to be tracked by the number of appointments that are achieved during the event. We will also be able to track the number of leads generated from follow up calls through our group/event planner's database.

Target Market: Motorcoach & Tour Operators.

Rationale: We chose this particular conference over others to allow us to reach the group tour market. In the past we have received the attendee list from the Maine Office of Tourism to allow us to actively solicit operators. However, we didn't have one dedicated employee concentrating on the market. This year we have someone who will attend the shows, build relationships, follow up and offer services while they are visiting the Greater Portland/Casco Bay region.

Partners: *(No Response)*

Budget Description: The dues for membership are \$495. The cost to attend the show is \$1160 with estimated expenses for travel being \$1700 for a total of \$3335.00.

MTMPP Award: \$3,335.00

Cash Match: \$0.00

In-Kind Match: \$0.00

Project 8: Bridal Guide Magazine

Project Type: Advertising

Description: We will expand on the existing Maine Office of Tourism Bridal Guide Magazine co-op and work with our area businesses and Bridal Guide Magazine to increase Maine's presence to a 9-page co-op and advertorial spread in a premier bridal publication. Each advertiser will also receive a hotlink for their romance packages and on the bridalguidemagazine.com website creating a value added enhancement. The spread will also feature 3 pages of editorial promoting Maine as a premier bridal destination. In conjunction with the advertising buy, we will have an overrun of our spread and add a special designed cover wrap to be used as a powerful marketing tool to reach qualified bridal consumers.

Element 9: Advertising in Bridal Guide Magazine

Project: Bridal Guide Magazine

Element Description: The Greater Portland region will partner with area businesses to create a 5 page co-op advertisement with 3 pages of editorial and 1 page of package listings for a total of 9 pages in the November/December issue of Bridal Guide Magazine.

The entire Maine section will receive a bonus insert regionally in the January/February 2007 issue in North East USA as well as inserted in 20,000 Romance in America Brochures and 200,000 USA Guide reprints.

Timeline: Sales will begin to area businesses for co-op opportunities in the summer of 2006.

The publication will reach initial distribution for the November/December, 2006 issue with a circulation of 180,000 nationally. The additional bonus Maine section will be inserted in the Northeast region for the January/February, 2007 issue with a circulation of 56,960.

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

Target Market: With 95% of the Bridal Guide Magazine's readers planning a honeymoon and almost 25% considering a destination wedding, our goal is to reach out to this vital audience.

Rationale: Bridal Guides readers spend \$23 billion in annual spending on weddings and honeymoons. Their median spending is over \$3,000 per honeymoon and median spending for destination weddings over \$6,000.

Our goal is to build awareness of Maine as a site for destination weddings and increase our leads for future wedding business by 5%. We expect to increase tourism revenue for the region and the State by increasing the number of brides who select Maine as a preferred choice for their wedding. Additionally, by offering the wedding planning services of the Convention and Visitors Bureau to brides, we will be able to connect brides with all services needed to hold successful weddings and honeymoons in Maine.

Media Type: Print Advertising & Trade Show

Co-op Opportunity: Maine businesses interested in wedding and honeymoon business will participate in this co-op.

Budget Description: The Maine Office of Tourism has committed \$18,000 to Bridal Guide Magazine. The CVB, with grant funds of \$10,000 and a match of \$12,000 from area businesses working cooperatively with us, will increase the existing 4 1/2 page co-op spread to a 9 page spread. This total project will be \$40,000.

MTMPP Award: \$10,000.00

Cash Match: \$12,000.00

In-Kind Match: \$0.00

Project 9: Boston Web & Radio Campaign

Project Type: Advertising

Description: Working with the Downeaster and regional tourism businesses, we will do a radio advertising promotion with a popular Boston radio station. We will encourage them to take the train to Maine and experience the area attractions as daytrippers and overnight stays. The Downeaster will provide tickets to winners and member businesses will provide the prize give-a-ways. In addition, we will work with Boston.com on

banner advertising driving readers to our website with contests & prizes. These two programs will happen simultaneously achieving maximum exposure during 3 need times in the shoulder and off season.

Element 10: Radio Buy for Boston Radio Campaign

Project: Boston Web & Radio Campaign

Element Description: The promotion is designed to align with Boston's core demographic and generate consumer excitement to drive key consumers to our website through a popular Boston radio station. Mix 98.5 will generate excitement to experience Maine by train and/or drive to the Greater Portland region. Through 85 mentions as well as live mentions on the "Lander in the Morning" show we will direct listeners to our website to win contests and prizes. The Downeaster will be providing tickets to the winners to partner with the regional tourism businesses prize give-a-ways.

Timeline: This will be a three-part promotion running for 2 weeks in November, 2006 to promote holiday travel, 2 weeks in late January, 2007 to promote Valentine's Day/winter travel and a final 2 week program in June, 2007 to promote pre-season travel.

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. In addition, 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.

Mix 98.5 also has a "loyal listener" program that consists of 134,000 registered listeners. The program will also target these listeners to entice them to search our website for a promotional code which awards them points to shop on the Mix 98.5 "Mix Mall". A highly sought after shopping area which we will provide a give-a-way for.

Rationale: The largest need time for Maine are these 3 off-season periods. It is our goal to assist the hospitality tourism businesses with filling hotels, shops, restaurant seats and activities during a time that space is readily available.

Media Type: Radio promotions

Co-op Opportunity: Area businesses will offer discounts and prizes as incentives and give-a-ways. There will be mentions on air of our co-op partners. We will be partnering with the Downeaster for transportation.

Budget Description: There will be 3 radio buys for \$7500.00 each totalling \$22,500.

We will be spending \$11,250.00 of the MTMPP funds and getting a cash match from the Downeaster for \$11,250.00 for a total radio buy of \$22,500.

The in-kind match will be from member businesses donating prizes for shopping sprees, overnight hotel rooms and attraction tickets.

MTMPP Award: \$11,250.00

Cash Match: \$11,250.00

In-Kind Match: \$5,000.00

Element 11: Boston.com web advertisement

Project: Boston Web & Radio Campaign

Element Description: We will have prime location for leader boards, skyscrapers and fixed ads on Boston.com. These advertisements will drive readers to a landing page on our website which will promote packages for the 3 off-season need times. There will also be an on-line contest for them to register to win a grand prize. This, in conjunction with Mix 98.5, attract the Boston drive market at a time of year when we have available rooms and activities of interest.

Timeline: This will be a three-part promotion running for 1 month in November, 2006 to promote holiday travel, 1 month in late January, 2007 to promote Valentine's Day/winter travel and a final 1 month program in June, 2007 to promote pre-season travel.

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.

Maine Tourism Marketing Partnership Program



- Target Market:** We are targeting affluent consumers who are planning a New England get-a-way. The lodging & vacation deals section of Boston.com reaches hundreds of thousands of travel prospects actively shopping for getaways.
- Rationale:** The greatest need time for Maine are these 3 off-season periods. It is our goal to assist the hospitality tourism businesses with filling hotels, shops, restaurant seats and activities during a time that space is readily available.
- Media Type:** Web (Banner ads)
- Co-op Opportunity:** The CVB will be the only banner advertisement on Boston.com. We will, however, co-op with our area businesses to provide prizes and give-a-ways.
- Budget Description:** The Boston.com web advertising campaign will run for one month costing \$8,000 each for a total of \$22,500.
- MTMPP Award:** \$22,500.00
- Cash Match:** \$0.00
- In-Kind Match:** \$0.00

Project Quick Reference

	<u>MTMPP Award</u>	<u>Cash Match</u>	<u>In-Kind Match</u>
Cruise Consortium and Seaport Marketing			
Cruise Consortium and Seaport Marketing	\$10,000.00	\$25,000.00	\$0.00
CruiseMaine - SeaTrade - FreeStayMaine.com			
SeaTrade Trade Show	\$3,600.00	\$3,600.00	\$0.00
FreeStayMaine program	\$0.00	\$0.00	\$0.00
PSA - State Local Awareness Campaign			
Regional Contribution to State Awareness Campaign	\$5,000.00	\$0.00	\$0.00
Judy Randall Seminar			
Winning the Travel & Tourism Marketing Game	\$1,000.00	\$0.00	\$0.00
Media Marketplace			
Participation in Media Marketplace in New York City	\$1,300.00	\$0.00	\$0.00
Boston Globe Trade Show			
Attendance at the Boston Globe Trade Show	\$1,658.00	\$1,058.00	\$0.00
American Bus Association (ABA) Trade Show			
ABA Marketplace	\$3,335.00	\$0.00	\$0.00
Bridal Guide Magazine			
Advertising in Bridal Guide Magazine	\$10,000.00	\$12,000.00	\$0.00
Boston Web & Radio Campaign			
Radio Buy for Boston Radio Campaign	\$11,250.00	\$11,250.00	\$5,000.00
Boston.com web advertisement	\$22,500.00	\$0.00	\$0.00

Budget Summary

Proposed MTMPP Award:	\$69,643.00
Administrative Costs:	\$10,000.00
Cash Match:	\$52,908.00
In-Kind Match:	\$5,000.00
Total Match:	\$57,908.00
Total Proposed Budget:	\$127,551.00