

Destination Community Academy Bethel Area

10/21/19



bvk.com
info@bvk.com
@bvkHQ



Top 25 Independent Agency

230+ Employees

Strong growth

Milwaukee, Chicago, Miami

Agency of record for Maine Office of
Tourism since 2012



**We create leading
results for brands that
create life changing
experiences.**

Maine



WEST
VIRGINIA

TRAVEL **NEVADA**

RenoTahoe

EXPERIENCE
COLUMBUS



world of **Coca-Cola**



Barceló
HOTEL GROUP

HR | HOTEL
RETLAW

THE
BROADMOOR

MILWAUKEE
BALLEI



Cheap
Caribbean
.com

Southwest
Vacations

Travel Trends

Temporary Locals

The background of the slide features a silhouette of three people standing on a hill, looking out over a landscape at sunset or sunrise. The sky is a warm orange-brown, and the silhouettes of the people are dark against the lighter background. One person in the center has their arms raised, pointing towards the horizon.

***It's no longer about attracting tourists.
It's about creating temporary locals.***

Millennials say they're looking for something new when they travel – more adventurous, local and personal. Over 80% seek unique travel experiences and say that the best way to learn about a place is to live like locals do.

- Airbnb

“Travelers are looking for local experiences, whether cultural, natural, artistic or culinary. They want to go where the locals go and do what the locals do...the upcoming trend in travel is personalization. Everyone has different interests: some people are into camping, others are into staying at boutique hotels.”

- Michel Karam, CEO of muvTravel (Forbes)

Small Town Resurgence

Small town travel is on the rise. It is the top travel trend on Pinterest for 2019 by a long shot. Where else can you find charming inns, regional cuisine, hidden gems, and mom-and-pop shops all in one place?



A close-up photograph of a person's hands peeling a piece of ginger root with a small, sharp knife. The person is wearing a gold ring on their left ring finger. The background is blurred, showing green foliage and a white bowl.

Appren-Trips

56% of global travelers agree traveling has taught them invaluable life skills

Trips with a purpose will become more popular in 2019, with 68% of global travelers considering taking part in cultural exchanges to learn a new skill, followed by a volunteering trip (54%).

Playful Travel & Reliving Childhood

A third of travelers (34%) will consider a holiday they experienced as a child for 2018.

Millennials seem to be even more sentimental with 44% of 18 to 34-year-olds expressing a desire to go back to favorite family destinations.

- Booking.com, 2018



Solo Travel



The 20 Adventure Trends to Watch in 2018, indicate solo travel is on the rise - reporting over 80% of their millennial travelers are going solo.

- Adventure Travel

Roughly one in four people said they planned to travel solo in 2018.

38% of those who have traveled solo will do so again because they felt it allowed them to experience travel to the fullest

- Solo Travel Statistics, 2018-9

In January 2018, Google searches for “solo travel” and “travel alone” were at the highest they've ever been before.

- Intrepid, 2018

British Airways found that nearly 50% of women globally have taken a holiday by themselves, with 75% planning a solo trip in the next few years.

- British Airways

TRENDS & CULTURE

Spontaneity Celebrated

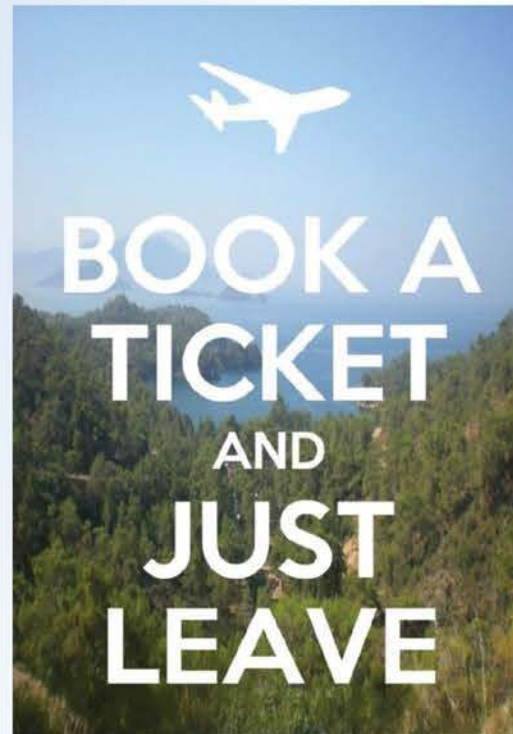
Blind booking has been a growing trend in Europe. Lufthansa and Eurowings allows travelers to purchase ticket based on the experience they are seeking - without knowing a final destination.

More than 60% of U.S. travelers would consider an impulse trip based on a good hotel or flight deal.

- Google/Phocuswright, 2017

Travel-related searches for “tonight” and “today” have grown over 150% on mobile, over the past two years.

- Google Data, 2017



Gay-friendly
from €33



Party
from €33



Culture
from €33



Metropolis
from €33



Shopping
from €33



Nature, Trekking and Hiking
from €33



Arts & Sights
from 79 €



The Great Outdoors
from 89 €



Follow The Sun
from



Urban Adventures
from 99 €



Party On
from 99 €

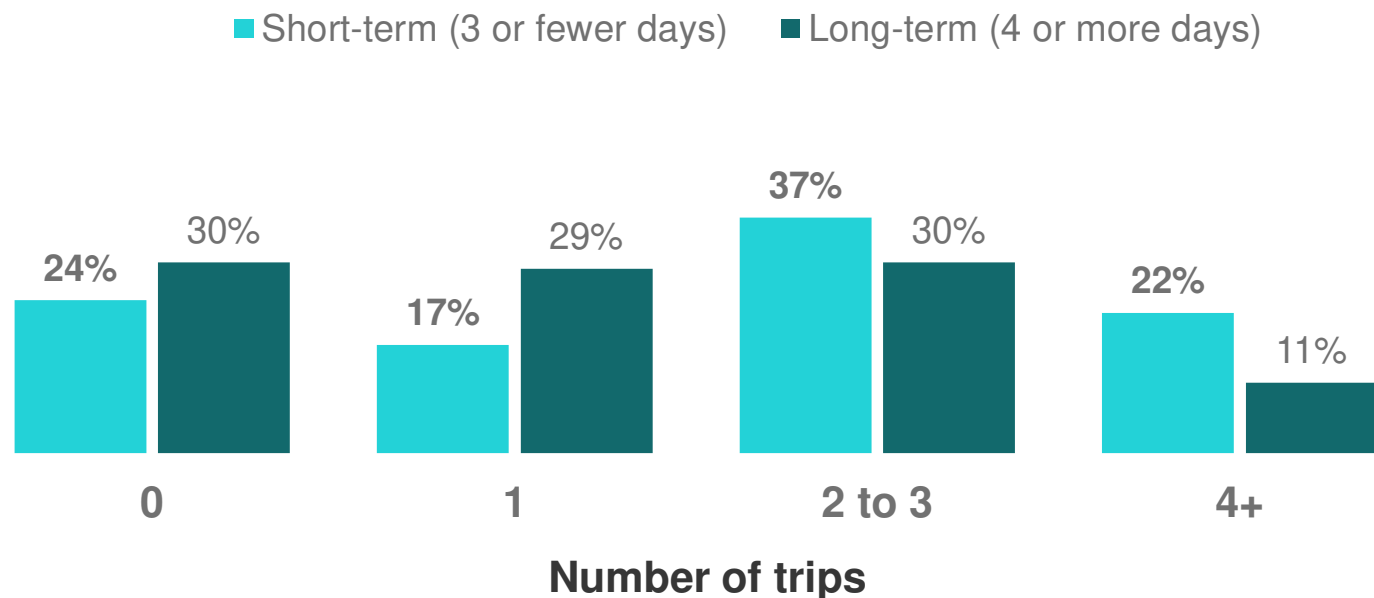


For The Lovers
from

Short-term leisure trips are more accessible than long ones.

Despite its aspirational nature, the reality of travel for many is that short-term leisure trips of three or fewer days are still more feasible than longer vacations. Shorter distances are more common, too, as only one in five Americans left the country for a vacation in the last year.

On average, how many of each type of leisure trip (not business) you take each year



Of the U.S. population age 12+



43%
traveled by airplane
in the last year



32%
have ever taken a
cruise



21%
have taken an
international trip in
the past year

Micro-Trips

Whether capturing a deal on cheap flights or taking a road trip, micro-vacations have become a big trend for travel-hungry Millennials and members of Gen Z. Short weekend trips fulfill these consumers' desire to experience unique locations, often on a budget.



Pursuit of Wellness

According to an Edelman 2019 travel trends report, consumers continue to look for ways to incorporate wellness into their travels by seeking out locations with outdoor physical activity.



Tag Responsibly

Jackson Hole Travel & Tourism Board

On trend with environmentally conscious travel, the Jackson Hole Travel & Tourism Board launched a campaign encouraging visitors to stop geotagging, and instead use the location “Tag Responsibly, Keep Jackson Hole Wild.”

The campaign turns something people already do into an awareness drive for both the destination and the need to protect it.



Closed for Maintenance

Faroe Islands

Ironically, to encourage tourism, The Faroe Islands publicly declared it would be closed to tourists for a weekend in April 'for maintenance'.

Instead, Faroe Islands invited international volunteers or 'voluntourists' to apply to visit and work with the locals to help build/rebuild signage, walking paths, and viewpoints for the 18-island archipelago's most popular sights.

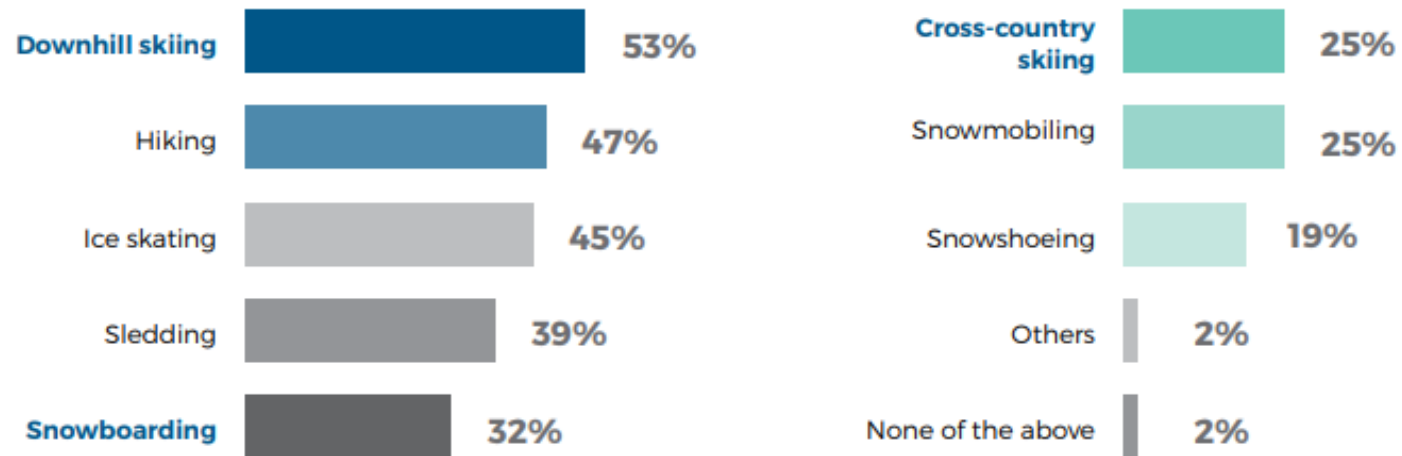
The idea provided a clever solution for over-tourism-a growing trend in the age of social media-while spreading awareness for the Faroe Islands as a unique travel destination.



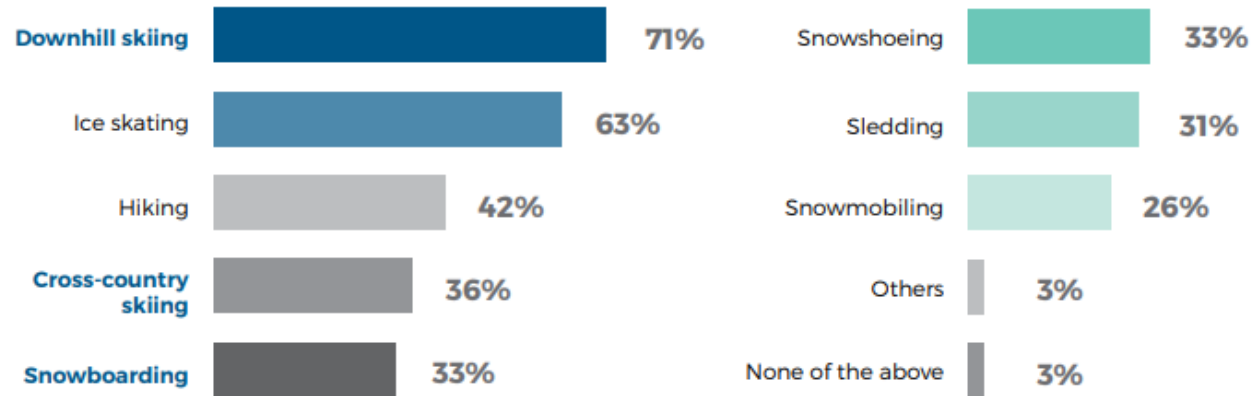
Ski-Seekers

Travelers in the Northeast United States as well as Ontario and Quebec remain keen on ski trips and seek these experiences as their top choice for winter vacation activities.

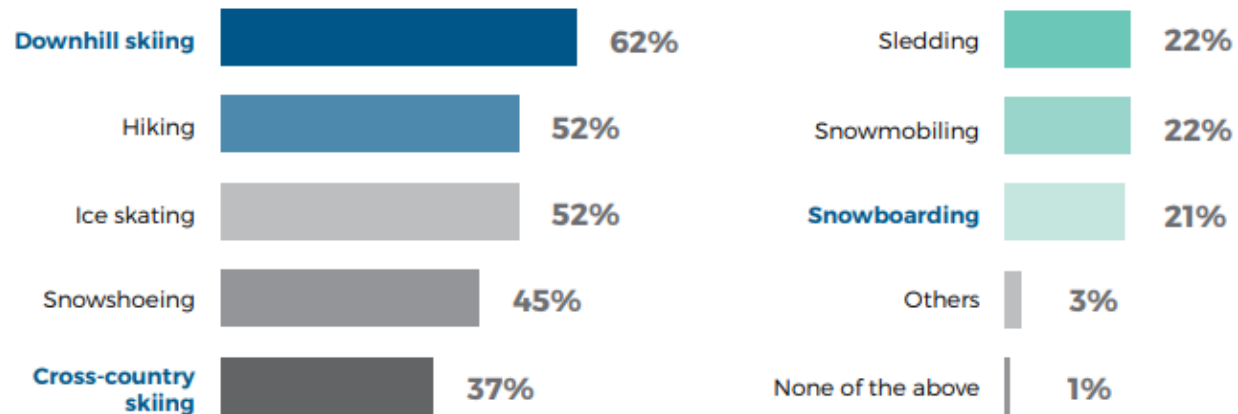
Northeast U.S.



Ontario



Québec



Ski Traveler Motivations

Today's travelers have diverse needs and desires, but many are seeking mountain vacations regardless of their diverse interests



3.5 nights —

Americans take 2.4 ski trips per calendar year, spending an average of 3.5 nights on each trip.

Motivations for taking mountain vacations go well beyond skiing, according to an h2\ survey.



60%

go for the atmosphere and crisp air



46%

go to recharge and step away from daily life



44%

go to spend time with friends and family



28%

go specifically for wellness activities like spa and fitness

Who is Maine's customer?

Need for Segmentation

- + Reverse stagnant growth in visitation
- + Introduce new visitors to Maine to right side a decline in aging repeat visitors
- + Generate more economic impact
- + Prioritize visitors who spend money



Segmentation Identified

- + Highest likelihood of visiting Maine
- + Highest potential to spend the most money in Maine
- + Most identify with the Maine brand personal values-based perspective
- + Which aspects of the Maine experience are most appealing to each consumer group
- + Which aspects of our brand messaging most resonates to each consumer group
- + Which consumer groups are most likely to advocate/influence others to come to Maine



Applying the Data

- + Connect to media planning software that allows us to understand these groups' lifestyle, attitudes, values and media habits
- + Make media plan selections based on where and how these groups consume media
- + Identify potential brand partnerships based on lifestyle and buying patterns
- + Customize all messaging based on what we know resonates with and motivates each group
- + Measure segment performance
 - Ad effectiveness study
 - Annual visitor profile

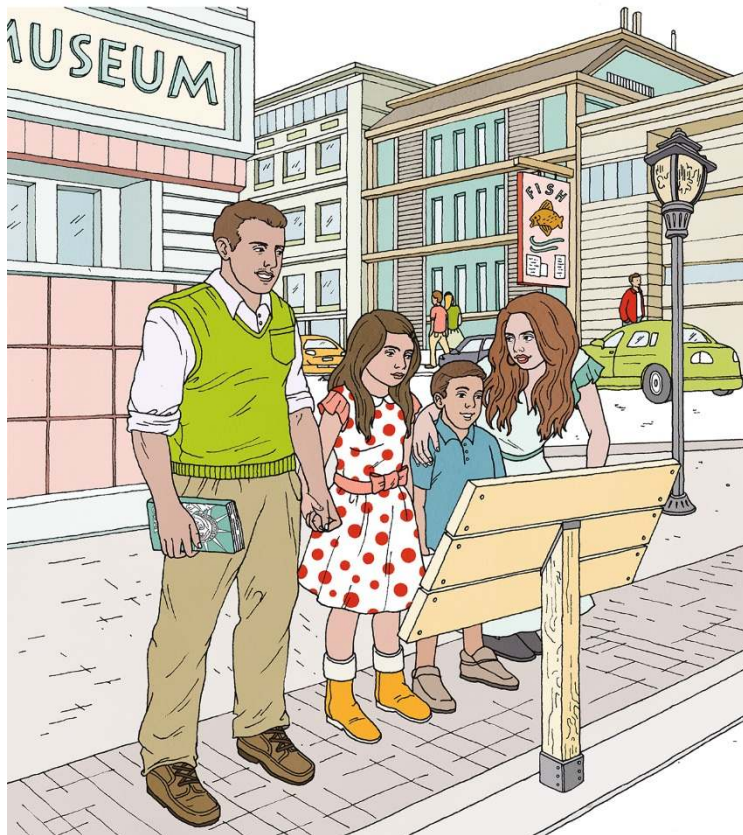


Using the data for Bethel

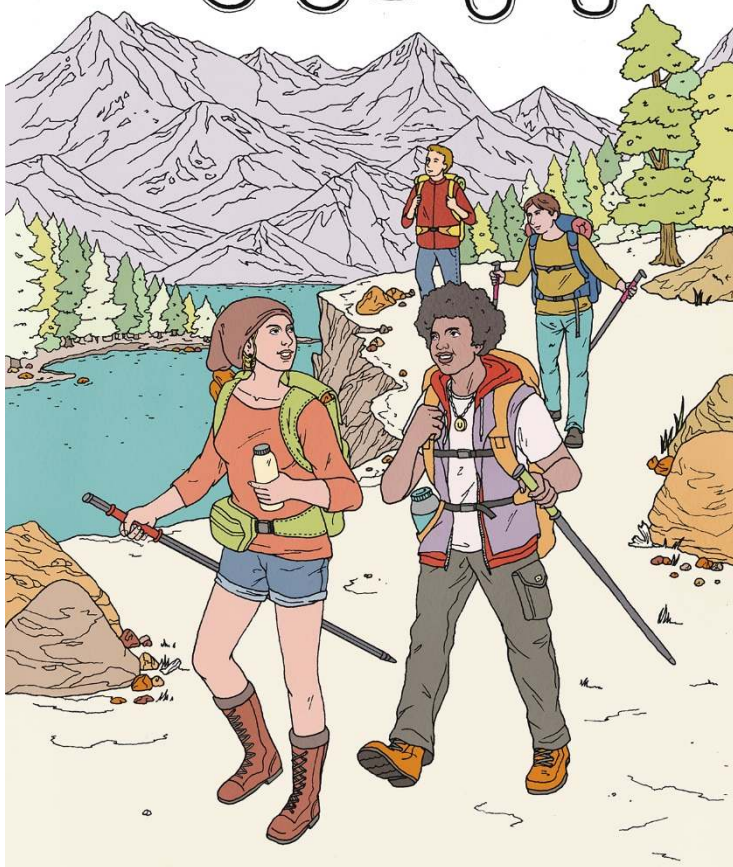
- + Understand which segments visit your community and pick “one” priority audience
- + Target your media to reach that audience specifically – do not try to reach everyone
- + Create messaging that resonates with that audience



Balanced Achievers



Genuine Originals



Social Sophisticates



Balanced Achievers



"When I take vacations, I like to experience new things. Culture, food, people and customs are very important to me."

"Have an appreciation for US history and love visiting historic sites relevant to the building of the USA."

"I like to learn about the new place. Learning is a big part of the vacation. I love nature, and beautiful surroundings make me happy."

Balanced Achievers

Guiding Life Principles

Seek life balance

- Have a positive attitude and elevated interest in almost everything
- Self-described rule followers who take a traditional approach to life
- Have a family orientation and like to assist others and give back to the community
- Are free spirits with a deep level of curiosity about most things

Strive for higher status

- Feel achieving a higher social status is important
- Always try to look their very best; believe you can tell a lot about a person by the way they dress
- Strive to be a member of popular groups
- Tell their friends about their vacations and like that people come to them for travel advice

Are creative and in tune with nature

- Actively involved in creating art or music
- Freely express themselves
- Feel being in tune with nature is important and makes them shed their worries
- Make an effort to live a very green, environmentally friendly lifestyle

Drawn to competition and trailblazing

- Seek adventure and risk
- Are always the first person they know to try new things
- Are daredevils who take physical risks

Vacation Priorities On vacation, they check off their “must see and do” list • Like sophisticated, urban/city experiences, nightlife & entertainment, and also enjoy things and places off the beaten path, nature, and cultural activities • Want to vacation in a place where they have the space and time to reflect on what’s important in life—to change their state of mind, step back from problems, be in the moment, and listen to their inner voice • See vacations as an antidote to being self-absorbed • Tend to be big spenders on vacation—shopping for local hand-made one-of-a-kind items—but are careful to avoid excess

Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: 127

24%

Past trip to Maine
Index: 80

131

Lifetime value

12%

Have been to
Maine repeatedly

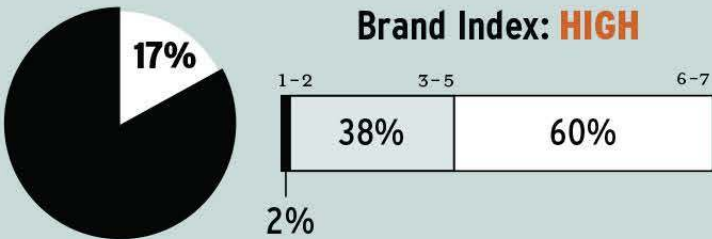
141

Incremental value

46% would recommend ME

Message Receptivity (top 2% out of 7)

Exploration/ Discovery/Learning	Creativity/ Imagination	Self-Expression/ Free Spirit	Inner Compass/ Self-Reliant	Being the Best/Passion	Nature/ Outdoors
89%	48%	64%	76%	74%	62%
Culture/ History/Arts	Authentic/ Genuine/Sincere	Unspoiled/ Simplicity	Reflection/ Introspection	Offbeat/Quirky	Adventure
50%	64%	65%	64%	53%	56%



Brand Index: **HIGH**

Demos & Media

Belong to fraternal orders, school/college boards • **71%** married • **50%** have children • Ave. HH size: **3.1** • Ethnically diverse • Ave. age: **42 years** • Ave. HHI: **\$117,495** • Heavy: Magazines, Radio, TV Prime, Outdoor • Medium: TV Daytime, Newspaper • Light: Internet

Other Info

- **Canadians: 19%**
Index: 112
- **Business: 3.8 business trips** in the past year
Index: 115
- **Business: 50%** have extended business trip
Index: 139
- **Millennials: 24%**
Index: 120





Vacation Priorities On vacation, they check off their “must see and do” list • Like sophisticated, urban/city experiences, nightlife & entertainment, and also enjoy things and places off the beaten path, nature, and cultural activities • Want to vacation in a place where they have the space and time to reflect on what’s important in life—to change their state of mind, step back from problems, be in the moment, and listen to their inner voice • See vacations as an antidote to being self-absorbed • Tend to be big spenders on vacation—shopping for local hand-made one-of-a-kind items—but are careful to avoid excess

Genuine Originals



"Broadens my horizons, teaches me about different people, places, culture, history, lifestyles, cuisine, and keeps me active."

"Culture shock is an important element to growth. Learning cultural nuances and the history behind them is a kind of knowledge best acquired through travel."

"Having a vacation spot that is a good mix of tourists and locals, where the locals are welcoming to tourists, and provide an overall good impression of the area."

Genuine Originals

Guiding Life Principles

Enjoy exploring/Are drawn to adventure and risk

- Want to learn about and explore new things
- Try things they are not completely comfortable with
- Seek adventure and risk
- Actively engaged in seeking out a wide breadth of experiences

Are creative and independent

- Are actively involved in creating art or music
- March to the beat of their own drum
- Consider themselves to be free spirits

Are very focused on nature

- Feel it is important to be in tune with nature
- Nature helps them shed worries and cares
- Believe it is important to help preserve the environment/nature
- Make an effort to live a very green, environmentally friendly, sustainable lifestyle

Self-actualization

- Say there is still a lot that they want to learn
- Consider themselves creative problem-solvers
- Describe themselves as creative and imaginative
- They tend to defy convention and have limited interest in social status, appearances, and following the rules
- Being genuine and authentic themselves is paramount and they look for and appreciate this quality in others
- Are broad-minded and very curious about anything that is quirky, offbeat or novel

Vacation Priorities On vacation, they exemplify freedom of thought/action and follow their inner compass to do their own thing • They pursue outdoor recreation and make it a priority to explore nature and observe wildlife—it helps them shed their worries and cares—time spent in tune with nature rejuvenates their soul • Are interested in art, history, and cultural activities • They try new vacation destinations; they don't take cookie-cutter vacations • The destinations they choose reflect who they are—they are not driven by luxury, popularity or urban sophistication • They desire authentic trips with exposure to unique local people, cultures and experiences • Are open-minded travelers who like to adventure off the beaten path and immerse themselves deeply

Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: 125

43%

Past trip to Maine

Index: 143

120

Lifetime value

18%

Have been to Maine repeatedly

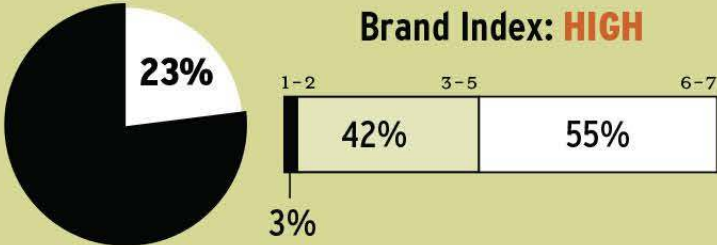
75

Incremental value

45% would recommend ME

Message Receptivity (top 2% out of 7)

Exploration/Discovery/Learning	Creativity/Imagination	Self-Expression/Free Spirit	Inner Compass/Self-Reliant	Being the Best/Passion	Nature/Outdoors
78%	34%	49%	60%	55%	53%
Culture/History/Arts	Authentic/Genuine/Sincere	Unspoiled/Simplicity	Reflection/Introspection	Offbeat/Quirky	Adventure
31%	49%	56%	41%	51%	53%



Demos & Media

Belong to school/college boards • Least likely to be married: **69%** • **38%** have children • Smallest households: **2.5** • Ave. age: **46 years** • Ave. HHI: **\$130,627** • Heavy: Internet, Magazines • Medium: TV Primetime, Newspaper • Light: Outdoor, Radio (esp. NPR)

Other Info

- **Canadians: 18%**
Index: 106
- **Business: 3.5 business trips** in the past year
Index: 106
- **Business: 39%** have extended business trip
Index: 108
- **Millennials: 18%**
Index: 90



Vacation Priorities

On vacation, they exemplify freedom of thought/action and follow their inner compass to do their own thing • They pursue outdoor recreation and make it a priority to explore nature and observe wildlife—it helps them shed their worries and cares—time spent in tune with nature rejuvenates their soul • Are interested in art, history, and cultural activities • They try new vacation destinations; they don't take cookie-cutter vacations • The destinations they choose reflects who they are—they are not driven by luxury, popularity or urban sophistication • They desire authentic trips with exposure to unique local people, cultures and experiences • Are open-minded travelers who like to adventure off the beaten path and immerse themselves deeply

Social Sophisticates



“Being free to do as I please is important to me. I also want to be pampered.”

“Relaxing in a beautiful environment. Enjoying modest luxury. Sharing these things with our family and close friends.”

“Your choice of vacation tells people what you like to do in your spare time.”

Social Sophisticates

Guiding Life Principles

Believe appearance matters and are driven by status — money is not a concern

- Believe achieving a higher social status is important—climbing the social ladder is important
- Say being a leader in their field is important
- Always want to look their very best and believe you can tell a lot about a person by the way they dress

Think about their place in the world; focused on family & community; also want to have fun

- Have a traditional orientation to family; connected to how they wish to be perceived in the community
- Work hard to find a balance in life
- Often plan things to make others happy
- Believe it is important to enjoy themselves and have fun

Try to self-actualize

- They believe it's important for them to be the best in those areas of life they're passionate about
- Are self-reliant and believe in choosing their own goals

Vacation Priorities Are interested in luxury, flawless service, keeping up appearances, and having fun • Make it a priority to travel every year and are passionate about it • Believe their choice of vacation destination reflects who they are, so they look for trendy vacation spots • Prefer romantic, popular destinations with a “faraway” feeling and excellent accommodations to escape daily distractions • On vacation they want to shed responsibilities, take mental health breaks, and let their defenses down • Want to find some serenity and change their state of mind, but are not interested in mental/spiritual rejuvenation • Are not particularly curious about cultural activities, exploration, or adventure • Are not careful about money

Connection to Maine (100 is average)

Adjusted Likelihood to Visit Index: 97

26%

Past trip to Maine
Index: 87

114

Lifetime value

10%

Have been to
Maine repeatedly

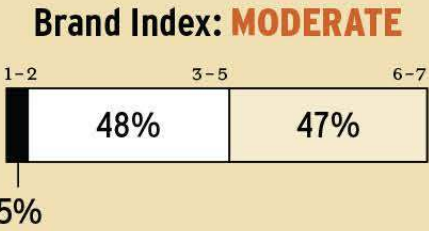
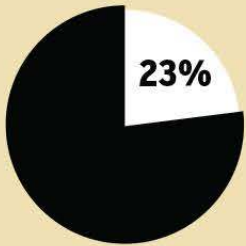
131

Incremental value

28% would recommend ME

Message Receptivity (top 2% out of 7)

Exploration/ Discovery/Learning	Creativity/ Imagination	Self-Expression/ Free Spirit	Inner Compass/ Self-Reliant	Being the Best/Passion	Nature/ Outdoors
78%	26%	46%	58%	63%	45%
Culture/ History/Arts	Authentic/ Genuine/Sincere	Unspoiled/ Simplicity	Reflection/ Introspection	Offbeat/Quirky	Adventure
25%	44%	51%	42%	35%	30%



Demos & Media

Belong to country clubs, civic clubs, charitable orgs. • **70%** are married • **44%** have children • Ave. HH size: **2.8** • Ave. age: **43 years** • Ave. HHI: **\$132,724** • Heavy: Newspaper • Medium: Radio, Internet, TV, Magazine • Light: Outdoor

Other Info

- **Canadians: 18%**
Index: 106
- **Business: 3.2 business trips** in the past year
Index: 97
- **Business: 36%** have extended business trip
Index: 100
- **Millennials: 23%**
Index: 115





Vacation Priorities Are interested in luxury, flawless service, keeping up appearances, and having fun • Make it a priority to travel every year and are passionate about it • Believe their choice of vacation destination reflects who they are, so they look for trendy vacation spots • Prefer romantic, popular destinations with a “faraway” feeling and excellent accommodations to escape daily distractions • On vacation they want to shed responsibilities, take mental health breaks, and let their defenses down • Want to find some serenity and change their state of mind, but are not interested in mental/spiritual rejuvenation • Are not particularly curious about cultural activities, exploration, or adventure • Are not careful about money



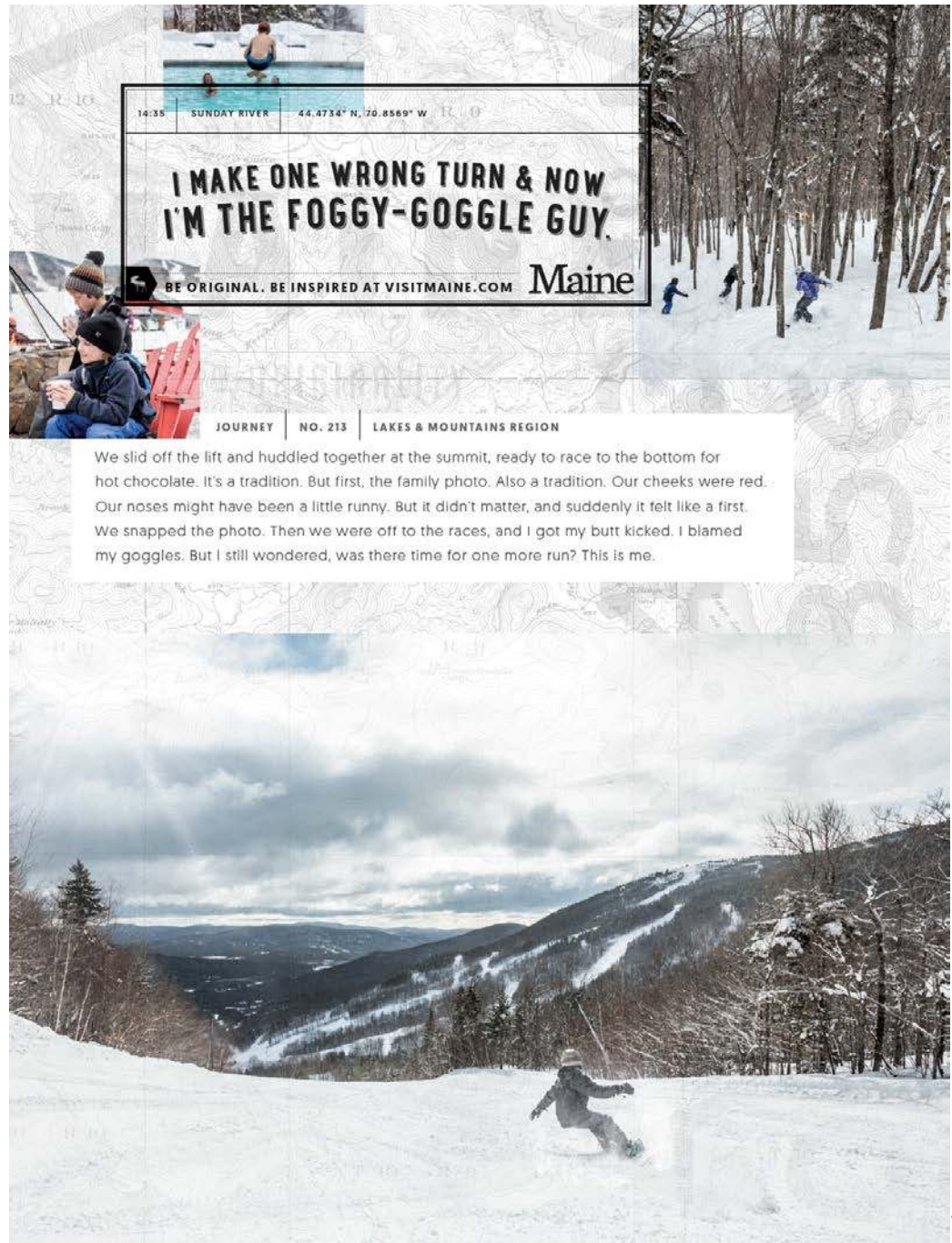
11:52 BETHEL 44.4045° N, 70.7899° W

**WORST CASE SCENARIO. WE STILL HAVE RECEPTION
BEST CASE SCENARIO. WE GET SNOWED IN**

 BE ORIGINAL. BE INSPIRED AT VISITMAINE.COM **Maine**

JOURNEY | NO. 357 | LAKES & MOUNTAINS REGION

We wrapped up work, hit out-of-office, and hit the road. There was a cabin in the mountains waiting for us. But more than that, there were stories waiting for us. Long laughs around the fire waiting for us. New memories on old trails. When you're lucky, it feels like the mountain might be the last reason you're out there. It snowed the whole way up. This was it. This was our chance. This is me.

14:35 SUNDAY RIVER 44.4734° N, 70.8569° W

**I MAKE ONE WRONG TURN & NOW
I'M THE FOGGY-GOGGLE GUY.**

BE ORIGINAL. BE INSPIRED AT VISITMAINE.COM **Maine**

JOURNEY | NO. 213 | LAKES & MOUNTAINS REGION

We slid off the lift and huddled together at the summit, ready to race to the bottom for hot chocolate. It's a tradition. But first, the family photo. Also a tradition. Our cheeks were red. Our noses might have been a little runny. But it didn't matter, and suddenly it felt like a first. We snapped the photo. Then we were off to the races, and I got my butt kicked. I blamed my goggles. But I still wondered, was there time for one more run? This is me.

19:52 PORTLAND 43.6591° N, 70.2568° W

WE SPOKE IN SLURPS, SMACKS AND MMS.

BE ORIGINAL. BE INSPIRED AT VISITMAINE.COM **Maine**

JOURNEY | NO. 52 | GREATER PORTLAND & CASCO BAY REGION

After the first bite, I thought, "Can you really call this a movement?" Farm-to-table. Locally sourced. Sea-to-table. We were intrigued, and midway through our meal, we were moved. But, not by a trend, Or fad. This felt like food, like life, as it was meant to be. Simpler, sure. But the meal tasted like the sea. Reminded me of the landscape. Fresh and ancient all at once. We were getting a taste of the simple life. And apparently it's full of flavor that we've been missing. What else have we been missing? Maybe we'll find out on the hike tomorrow. This is me.



19:42 ROCKLAND 43.1037° N, 69.1089° W

TODAY, UNDER THE STARS, I LEARNED I COULD GO ANYWHERE.

BE ORIGINAL. BE INSPIRED AT VISITMAINE.COM **Maine**

JOURNEY | NO. 56 | MIDCOAST REGION

At sunset, after a day of sailing, I had no idea where we were. So I asked the captain. He unrolled a huge paper map, which seemed a little old-timey but I was curious. He called it a nautical chart. Then he weighed down the edges with funny smelling lanterns and my dad said, "No batteries. Just good old kerosene." He is such a nerd. The captain traced our route with his finger. We could have gone anywhere, but here we are. This is me.





Considerations for the Bethel Area

- + All three segments visit the Maine Lakes & Mountains region in nearly equal balance
 - Slightly less Social Sophisticates
- + Product offerings in the region most align with the vacation interests of:
 - Genuine Originals
 - Balanced Achievers
 - These two segments would be the priority for future product development & targeting



The Lakes & Mountains Visitor Profile

- + A good mix of both first time (28%) and repeat visitors (72%)
- + An equal mix of those who chose L&M's as their primary and secondary location
- + Mean age 37.7 versus 39 for the state
- + HHI \$82,000 versus \$86,400 for the state
- + More likely to travel with kids (44%) versus (31%) for the state
- + Travel party size 3.2 versus 3.0 for the state
- + Visit primarily for outdoor recreation, or to visit friends and family
- + A place where in-state residents travel on day trips
- + Originate from MA, NY, PA, ME

“Most Interested”

Activities for Maine Lakes & Mountains Visitors

- + Family fun or children’s activities 49%
- + Touring or sightseeing 44%
- + Active outdoor (non-water) 39%
- + Water activities 29%
- + Food, beverage & culinary 24%
- + Shopping 20%
- + History & culture 18%

Maine Office of Tourism Geographic Markets

Summary

	Visitation Index	Web User Index	Email-Site Leads Index	VG Requests Index	Average Index
Boston	857	676	276	171	495
New York	222	171	168	88	162
Philadelphia	154	177	204	162	174
Hartford	400	111	322	200	258
Washington DC	100	200	77	100	119
Baltimore	110	130	90	130	115
Charlotte	70	120	90	110	98
Chicago	35	68	84	106	73
Miami	80	53	80	80	73
Orlando	85	77	92	100	89
Tampa	67	67	67	80	70
Dallas	35	52	87	104	70
Houston	33	48	76	90	62
Atlanta	62	90	100	114	92
Detroit	53	93	120	133	100
Albany	440	240	300	200	295
Providence	380	340	280	160	290
Pittsburgh	155	78	167	144	136
Harrisburg	233	117	217	217	196
Wilkes-Barre	220	80	240	200	185
Buffalo	200	100	260	180	185
Rochester	250	100	200	125	169
Springfield	450	300	350	250	338

Source: MRI



Core Markets



Developmental (Large)



Developmental (Small)



Developmental (Small)

Market Coverage for the State

- + National (hyper-targeted)
- + Regional
 - Northeast
 - E of the Mississippi
- + Market Specific
 - Boston
 - New York (outside Manhattan)
 - Hartford
 - Pennsylvania
 - Baltimore/Washington D.C
 - Charlotte
 - Atlanta (new)



What does your data tell you?

- + What are your markets?
- + Are they different than State level data?
- + What data sources do you use?
 - Individual business reservation data
 - Email subscriptions
 - Visitor Guide leads
 - Intercept studies





Early Market Observations From State Data

- + In-state residents pose opportunities for short term travel, focus on last minute deals
- + Consider Boston DMA as a core market
 - Expand into Massachusetts second-tier cities as budget allows
- + Then cover all of New England
- + Expansion plans would include:
 - New York – focus on Westchester County, Long Island (other than Manhattan)
 - Pennsylvania

Discussion