

# Changing Borders Conference

November 13-14, 2007

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Tourism

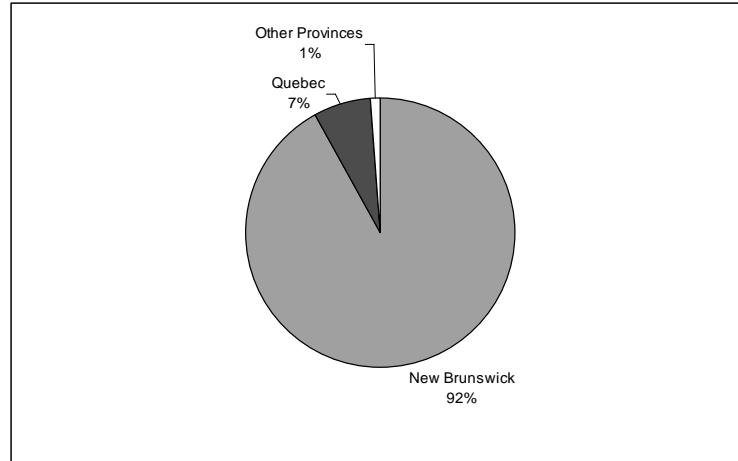


## 2005 Canadian Visitors to Maine Survey

- 4.9 Million Trips
  - 81 percent were day trips
  - 19 percent were overnight trips
  - 97 percent is by automobile

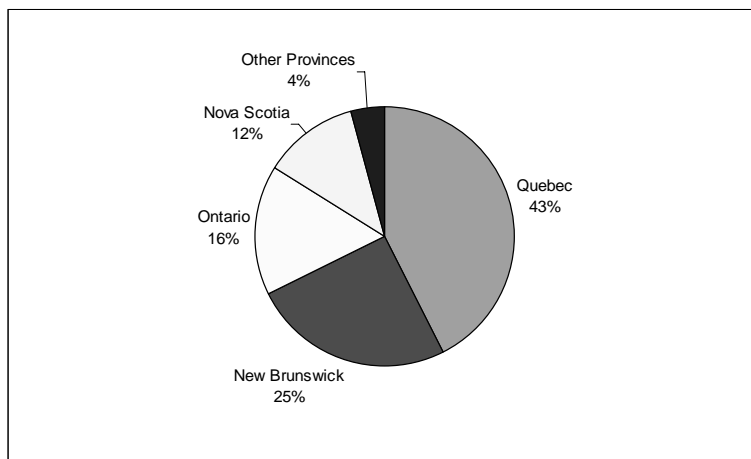
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## Sources of Canadian Day Trips



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## Sources of Canadian Overnight Trips



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## Building Relationships

- Long tradition of cooperating with Government counterparts
- On-going official dialogue
  - Regular face-to-face meetings

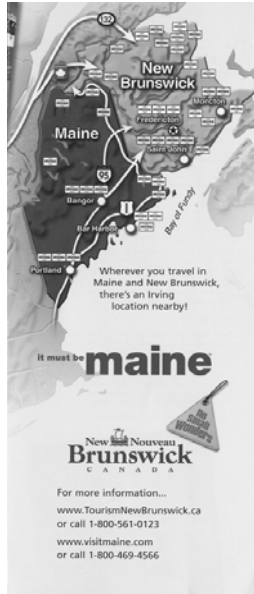
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## Cooperative Marketing

- Theme-based strategy
- Based on geographic proximity and appeal to similar markets
  - Natural Resources
  - Cultural Tourism

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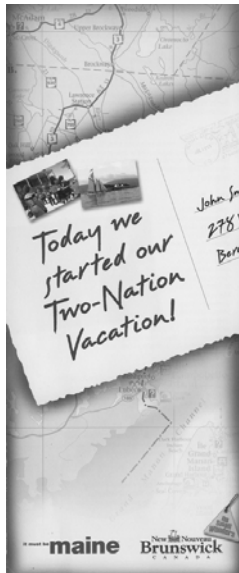
# Two-Nation Vacation



- Joint marketing to tourism industry
  - Tour Operators
  - Travel Agents

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# Partnership with Irving Corp.



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# Sample Itineraries



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# Joint Public Relations Activities

- Press releases
- Media visits
- Proposed media event

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# Unified Message



- Maine/New Brunswick visitors can expect a multi-faceted and unique vacation experience

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