

## Who is KVTC?

Kennebec Valley Tourism Council (KVTC) is a member-supported organization whose purpose is to serve the tourism businesses of Maine's Kennebec Valley region. The region is made up of the towns and cities within Kennebec and Somerset counties.

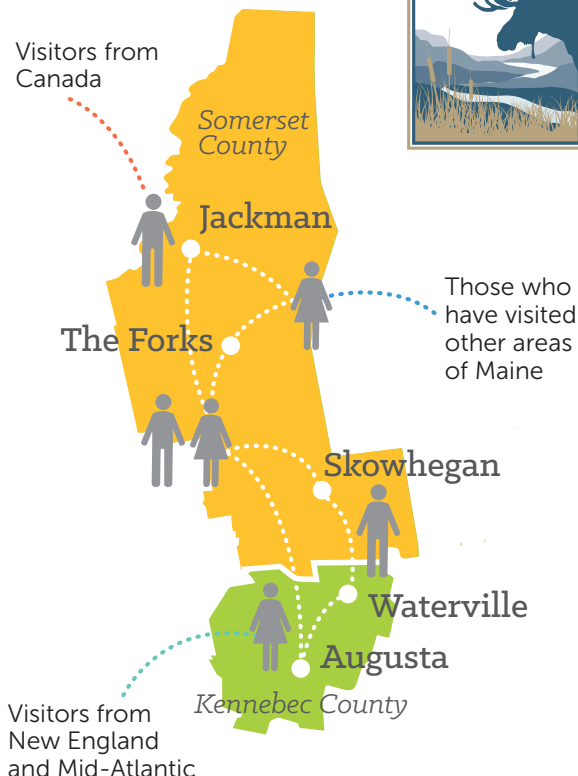
KVTC and its Board manages the annually issued Maine Tourism Marketing Partnership Program (MTMPP) grant. The primary objective of the KVTC is to guide the creation and implementation of marketing programs designed to attract visitors to the Kennebec Valley tourism region.

## Here's Why Your Support is So Important!

KVTC is supported by membership and advertising dollars generated by its ongoing initiatives. These funds provide the cash match required by the MTMPP to leverage the annually-awarded grant.

**YOUR \$ + MTMPP \$ = \$\$**

*It is almost like doubling your money.*



### THE VALUE OF TOURISM TO MAINE...

**#1** Tourism is Maine's Largest Industry supporting 106,806 jobs, 16% of employment —1 out of every 6 jobs—in the state.

#### Total expenditures for tourism equal:

**+\$6 BILLION** which equals \$16.5 million per day, \$686,493 per hour, \$11,442 per minute, and \$191 per second.

*Maine Summer Visitation increased **+5%** in 2018*

### ...AND THE KENNEBEC VALLEY

**DURING 2018** an estimated **2.78 million travelers** visited the region **6.1% of all Maine Visitors\*** spent time in the Kennebec Valley

*\*6.9% of Day Visitors, 5.2% of Overnight Visitors*

Visitors spent **\$304 million**, supporting **4,992 jobs**.

To learn more about the impact of tourism in the region visit **MOTPartners.com/research**

### FY20 BUDGET BREAKOUT



# Marketing by the Numbers

Kennebec Valley Tourism Council - July 1, 2018 to June 30, 2019

Over **40,519** visits to [KennebecValley.org](http://KennebecValley.org)

## EMAIL MARKETING

 **14 Emails**  **7K Subscribers**

Includes emails specifically focused on Events, Snowmobiling, Whitewater Rafting, Maine Maple Sunday, and the Foodie Scene.

**Highly Qualified Subscribers, 4 Segmented Lists**

With an average 900 new subscribers provided monthly via the Maine Office of Tourism/VisitMaine.com

 **40% OPEN RATE**  **7.5% CLICK RATE**

## DIGITAL ADVERTISING

 **.22%**

Average Click Through Rate\*

**611,000 IMPRESSIONS**



**Google Ads .31%**

Average Click Through Rate\*

**9,921,834 IMPRESSIONS**

Video Ads thru Google Network

 **22.5%**

Average View Rate\*

**424,000 IMPRESSIONS**

Based on 7 video campaigns.

\* TripAdvisor reported Average CTR .11%  
Google Display Average CTR .35%  
Google Video Average View Rate 25%

To read these and more visit  
[bit.ly/KV\\_EarnedMedia](http://bit.ly/KV_EarnedMedia)



## SOCIAL MEDIA CHANNELS

**13,500+ Followers**



**200,000 Unique Users**  
reached via Facebook

 **950,211 Impressions**

 **4,800 Reactions**

 **5,300 Post Clicks**

 **152 Paid Ads**

## 11 Million + Impressions

Over a Dozen Marketing Channels



## VISITOR GUIDE AND PRINT ADVERTISING

**25,000** printed copies of the  
**Kennebec Valley Explorer Vacation Guide**

**8,000+**: Official Maine Visitor's Centers

**7,500+**: Visitor info locations along the East Coast.

**1,000** mailed to website requests.

**Plus:** local chambers, businesses, events, and travel shows attended by KVTC and MOT.

**Half Page Ad in Maine Invites You**

300,000 copies distributed through 625+ channels.

## EARNED MEDIA



Maine's Kennebec Valley was featured in:

**USA Today, 10 Best:** 10 reasons you need to travel the  
Maine Art Museum Trail – Colby Museum of Art, Waterville

**Travelocity & NECN** – Old Canada Scenic Byway, Fall Foliage Rides

**Adventure Sports Network:** Weekend Expeditions,  
Connections Across Maine

**Down East Magazine:** Miller's Table at Maine Grains,  
Endless Days at the Family Camp, Belgrade Lakes: A Love Story,  
The Great Maine Scavenger Hunt,

**PBS:** Martha (Stewart) Bakes – Amber Lambke of Maine Grains

Learn more at [KennebecValley.org](http://KennebecValley.org) or email [Tanya@kennebecvalley.org](mailto:Tanya@kennebecvalley.org) with questions.