

Destination Development Summit

Three Communities
Share

Their Unique
Experiences

Pre-Governor's
Conference

May 3, 2021

A Destination:

Is a place worthy of an extended visit

Has a critical mass of attractions, lodging, dining, amenities

Offers visitor comfort and choices to entice a longer stay

Large enough to offer important amenities and services

Small enough to coordinate multiple sectors

What is Destination Development?

A long-term
grassroots process

Convene leaders –
business,
municipal, non-
profit & residents -

Create, Pursue and
Implement
Common Vision &
Strategic Plan

Goal:

Sustainable
Community

Economic,
Environment,
Social/Culture

Residents,
Businesses,

Attractive to
newcomers

How Do We Accomplish Destination Development?

Public – Private Partnership for effective delivery of Community Destination Academies and follow-up Projects

Maine Office of Tourism working with Northern Forest Center via Maine Woods Consortium

Work in high value, high potential Destination and Recreation Areas

Maine
VisitMaine.com



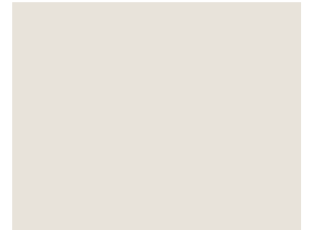
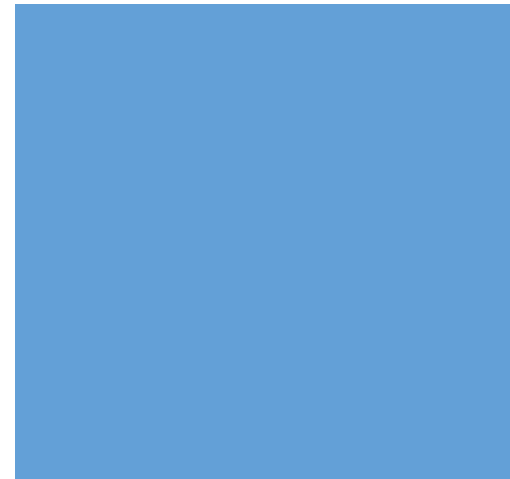


What is Community Destination Academy?

- Professionally led workshops & training
- Financial & technical assistance
- Strengthen services that attract visitors and spending
- Move destinations to design seamless service experiences for visitors
- Program grounded in tourism and recreation
- Supports quality of life amenities for residents and businesses



Community Destination Academy



Community Destination Academy Goals:

Develop

- Develop high functioning leadership groups

Build

- Build skills, knowledge to meet visitor trends and expectations

Implement

- Implement local projects identified by local participants

Establish

- Establish confidence and a successful track record of community collaboration

Create

- Create a foundation for further product development and more informed marketing

Community Projects



PLEDGE TO EMBRACE OUR PLACE

HONOR THIS LAND
I PLEDGE TO: Honor this land, respect working forest traditions and local knowledge, and leave this place better than I found it.

EXPLORE WISELY
I PLEDGE TO: Consider my impacts, be careful what I do, and make smart choices about when and where I go.

SHOW RESPECT
I PLEDGE TO: Understand I am one of many people who use these resources, and to be kind and respectful to others.

CULTIVATE COMMUNITY
I PLEDGE TO: Embrace the shared experience of the region, and actively contribute to helping the Mahoosuc communities thrive.

BE CLIMATE CONSCIOUS
I PLEDGE TO: Reduce my unnecessary environmental impacts, reduce my carbon footprint, minimize my waste, and recycle and reuse what I can.

SPECIFICALLY, I COMMIT TO THE FOLLOWING NEW ACTION:

SIGNED: _____ DATE: _____





- Highly visible and valued by community
- Will impact multiple stakeholders
- Can be accomplished within the budget granted with a minimal community match
- Offers a public relations tool
- Can be accomplished within a given timeframe from the CDA
- Moves the team in the direction of managing visitation

Community Destination Academy Communities

- Moosehead Lake Region
- Rangeley Lakes Region
- The Mahoosuc Region

Exploring Readiness

- Katahdin Region
- Way Downeast

