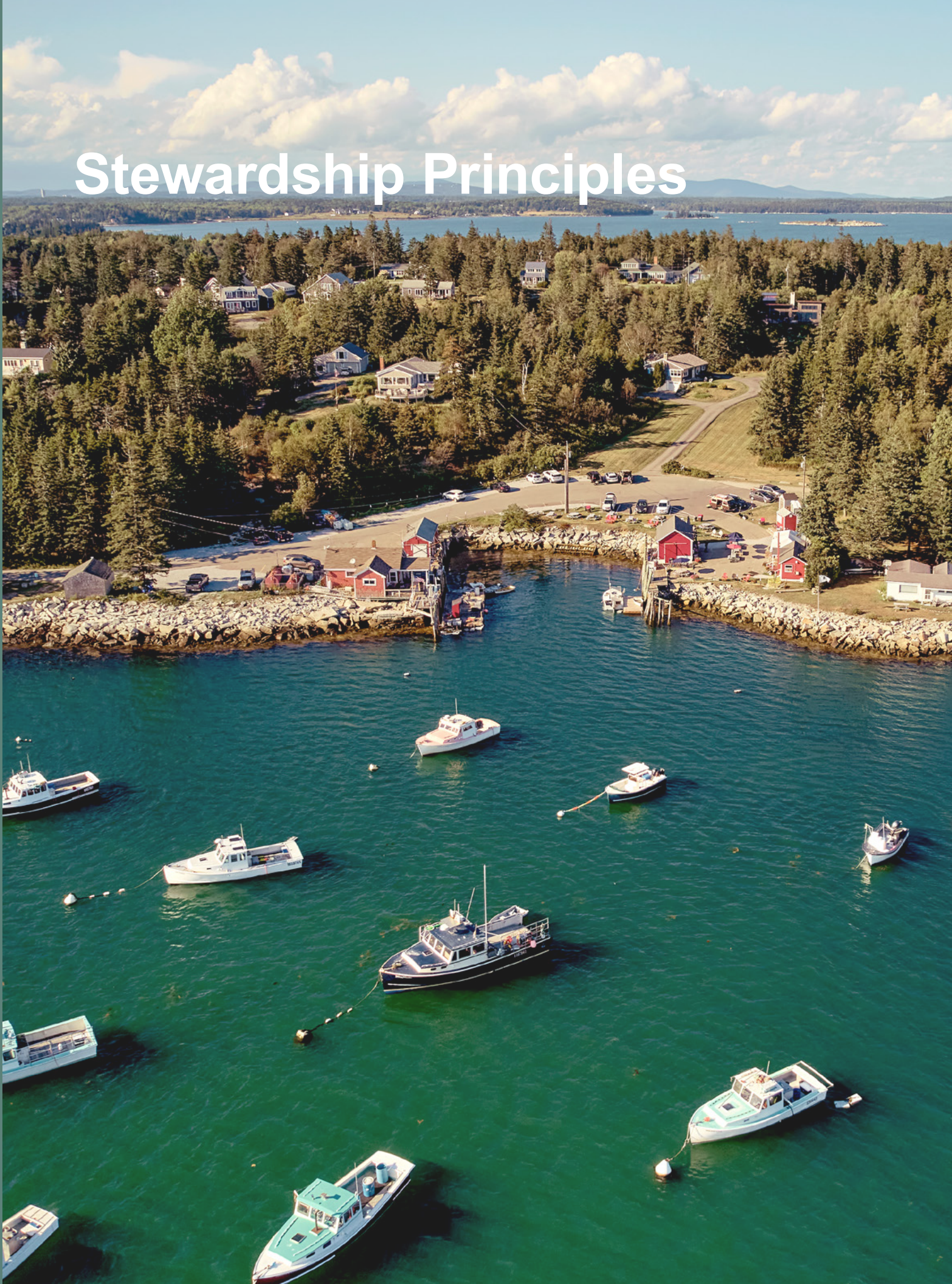


# Stewardship Principles





In recent years there has been increasing scrutiny on the rationale of tourism promotion. While traditional thinking has assumed that growing numbers of visitors leads to increased economic benefits for destinations, communities are increasingly recognizing that to achieve the best possible outcomes from tourism, work must be done to optimize the benefits in balance – economic, social, and environmental.

The intended outcome of tourism promotion is to ultimately improve the quality of life of the people of Maine. Quality of life in communities is often described as a strong economy, a rich cultural and social life, and a healthy environment. It's important to recognize that dimensions of quality of life are embedded in discussions of sustainability and destination stewardship. Sustainable tourism and destination stewardship require a portfolio of actions—planning, programming, and performance management—that each contribute to the quality of life in Maine communities.

The Maine Office of Tourism believes that it is our responsibility to the people and places of Maine to act as catalysts and advocates for the things that make our state unique, to protect and sustain many generations beyond us. To that end, we commit to:

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|--|---|
|  Empowering the industry through collaboration and education  |  Balancing the promotion of Maine's iconic popular destinations with Maine's lesser-known hidden gems                                      |
|  Cultivating a unified brand and elevated visitor experience  |  Safeguarding Maine's natural assets, resources, and off-the-beaten-path locations   |
|  Educating through impactful storytelling that captures the multi-faceted historical and cultural identity of Maine's communities              |  Upholding Maine's authenticity by showcasing Maine's local makers, artists, farmers, fishermen, and other independently-owned businesses |
|  Preserving and celebrating the authentic character of Maine  |  Empowering Maine's tourism workforce to reinforce their confidence in career choice and livelihood                                      |
|  Encouraging responsible practices and behaviors that protect the flora, fauna, and aquatic environments that are central to Maine's vitality |   |

