

Travel Trends

Opportunity
for growth
from
NY travelers

Travel on
the fly.
Book lodging
when you
get there

Mostly people
coming from
New England

Limited local
resources.
Directing ppl
to locally
known attractions

Sentiment
- people don't
come off Mt.
- love to see
downtown #

Exp.
- outdoor Rec
- Experiences

Culture
experience
in progress
art progress
open house

Lodging ^{visitors}
availability
lots of recreation
but limited
overnight.

Spending
Have \$ to
spend
in state/out of
state

Visitors ^{there}
- no
lodging

Session Location & Date

Lewiston
12/6

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Destination Management Plan –2025 Reset



Brand, Marketing & Visitors

From your perspective, how can we – Maine's tourism industry – further our goals for Brand, Marketing and Visitors over the next two years?

Imagery should reflect diverse/inclusive audiences.

Brand Marketing
1. Market to partners/workers/universities
2. Include populations nearest to diverse
Include pop to be diverse.

What are the pressing needs?

No resource for ppl with disabilities

Pipeline to Attracting ppl to Heritage industries

Activation with groups of kids
Engage youth

Diversify Universities - to attract diversities
Jobs in Maine
Housing costs vs income

What does this look like in action?

Establishment of low-barrier activities (income-based)

Platforms
Instagram, Tide Tack
- find another org who has diverse + partner.

Session Location & Date

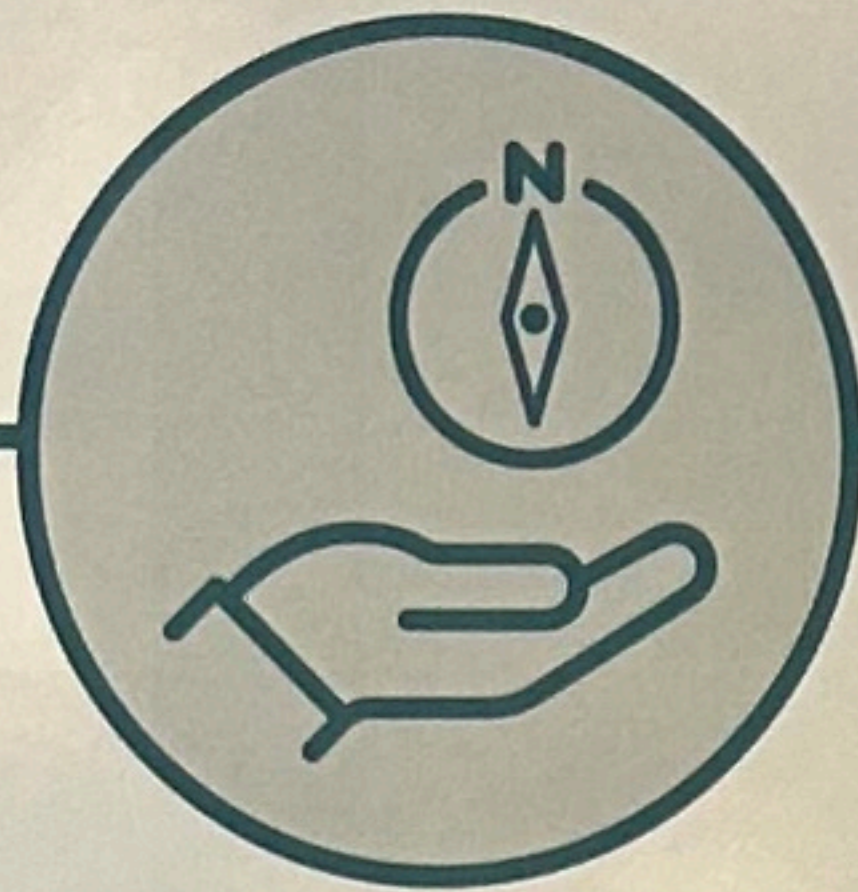
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Protecting our Culture and Places

From your perspective, how can we – Maine's tourism industry – protect our state's culture and places over the next two years?

Protecting
- Historic Preservation
- Collab w/ Historical Society
- Funding
- Verbal positive communication w/ others to increase volume

Need funding support for things like trail maintenance

What are the pressing needs?

Needs
- \$
- recognition for cultural org.
- attention to cultural or historic or northern Maine

Build local pride for local resources

What does this look like in action?

Action
- create value
- stakeholders in community
- People embrace passion to support

Action
1. Opera House
2. Gingerbread House
3. Snow Shoe factory

Action
1. Community Leaders
2. Town downtown org. or main st org.

Identify potential strategic partners

Promoting B-level attractions
Less popular trails etc.

Marketing to right groups and they will bring their stewardship principles with them.

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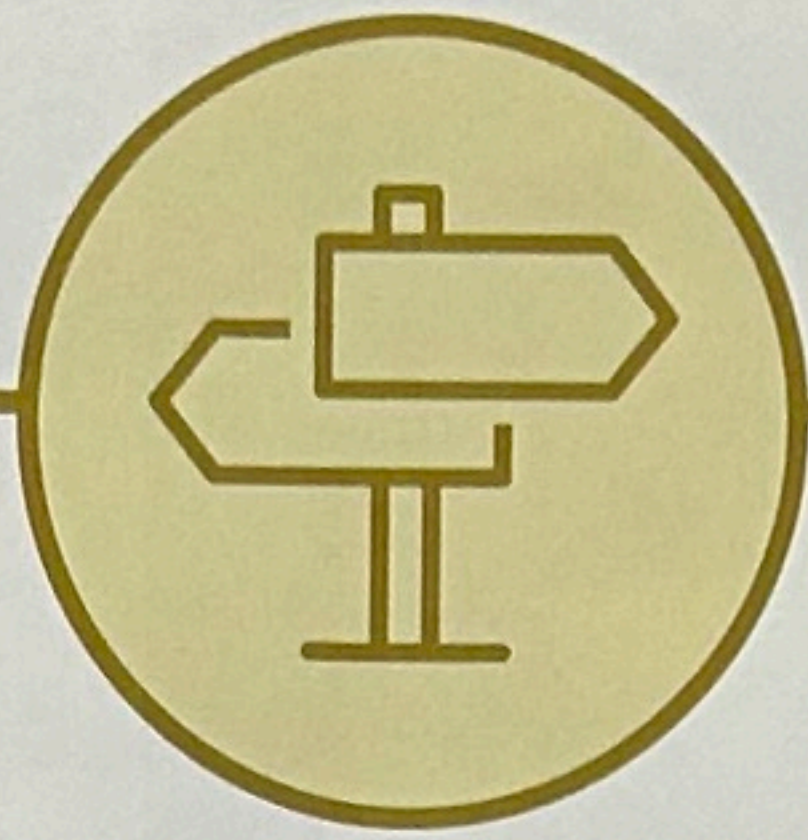
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Experience and Infrastructure Investment

From your perspective, how can we – Maine's tourism industry – improve and elevate our experiences and infrastructure over the next two years?

Tourism Assets
Festivals
Tourism
Natural wonders
Walking
Museums
Downtowns - walkable
Public transit / bike

New Innovations
- App create to see Art / self guide, Tours, audio guide
- Drone video of participate / experience navigation

What are the pressing needs?

Need
Educate businesses on adapting to climate change

Need
Infrastructure Funding

Work with CDBG or ARCOG for planning and infrastructure development

Action
- Fixing roads + infrastructure
- Looking for relief
- Allowable for staffing / grants

What does this look like in action?

Demonstrate to economic benefit of events or initiatives (quantify benefits)

Action
Work with Higher Ed to assist with workforce students in particular majors

- we want sustainable non profits

Advocate for public transportation options to connect visitors with attractions

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Collaboration and Partnership

From your perspective, how can we – Maine's tourism industry – further collaboration and partnership across the industry over the next two years?

Quantify what tourism can do for the regional economy
Value of partnering in tourism

Investment
Evaluation -
Yrly - of orgs
to see what we
are doing.

What are the pressing needs?

Show value of partnering more towards group goals - vs. individual community goals

Investment
Funding for marketing
but funding for operations who are working to make things happen

What does this look like in action?

Collaboration
1. DOT
2. Historic
3. gov. orgs
4. other non profits
5. Downtown
6. Advocacy

Image library with consistent branding for region

Fact sheet:
Explain why partnering makes sense

Clear Criteria to align with Maine Board

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