

Travel Trends

As More visitors from 50+ miles away

more Events

Non-Alcoholic options

looking for Experiences

Want * experiential & education (i.e. system)

people not prepared for ME weather

part-time residents coming sooner & staying longer

Seasonality

Locals discouraged about access to their "places"

Weather - last minute reservations dependent on weather

Increase in out of Staters

Duration of trips ↓ = shorter trips!

Experiential

Residents - We love the \$ - we hate that things are not affordable for us!

SHORT Booking Windows

more customize experiences

Increase in # of NEW Registrations for Timers

Young Families to Elders

fewer * available ST rental properties

families want family activities!

people want a variety of options e.g. tubing/families

Popular MAINE Destinations

Multiple diff things to do locally

Residents wanting more done to capture benefits to tourism

Food scene

Care about history & industry background

more price sensitive! - conscious & purposeful

Interested in logging history

Want cost effective experiences

Last minute planning

Instant gratification

don't want 8 hr day trip!

Session Location & Date

Waterville
12/4

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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?

Locals - to be more welcoming to encourage return visits

Colorado does great job - marketing events, etc.

Become tourist in our own state!
- but people need help... to find activities

Encourage outdoors
Drive the point home

Attract:
outdoor enthusiasts!

Impact of climate change / severe weather
→ visitors → Maine

What are the pressing needs?

Need more overnight accommodations

Needs:
trails & esp non-motorized trails!

- too much regulation to get guides certified!
(e.g. kayak guides)
+ high failure rate!

What emails are working
OR local trail

3. Prioritizing Accessibility
- Grants for

What does this look like in action?

- decrease taxes for small businesses
business so that money gets re-invested in business!!

- Share the info
- what is being sent to members from people who visit sites!

normalize training & certification process

Session Location & Date

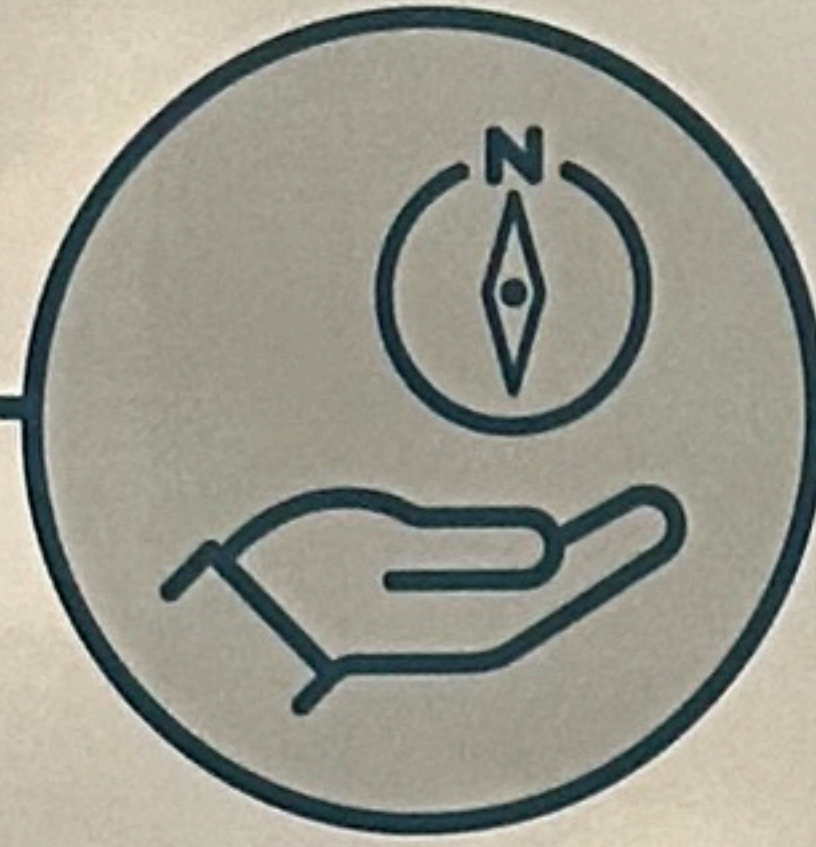
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Protecting our Culture and Places

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

1. Maine
Cultural
Heritage
Native + First
Fishes
America

Plan life
with only
K
turns !!

Over use
of iconic
Locations
you're

Highlighted
local voices
as caring
stewards
→ alternative do
telling people what to do

Supporting
public-private
partnership
+ investment

5. 1. + plans
"Hidden
Gems"
to experience
authentic
Maine

What are the pressing needs?

REAL
STORYTELLING
- PARTING
GUIDE

Low
awareness
of TOURISM
STEW. PLAN.

Clarify points
of responsibility
- Industry
- Community
- Visitors

Private
LNT
e o r
a v c
e
TRAINING, UDEA
RESOURCES?

↑ IND. PRG.
AWARENESS
OF ME
NAT RESOURCE
FOR ME RES
(CONCERN TO
VISITORS)

Invest in
housing
availability
for local
year-round
residents

What does this look like in action?

GET RID
OF
RAFT
ALLOCATION

Local
Community
Ambassadors
"Industry
Ambassadors"

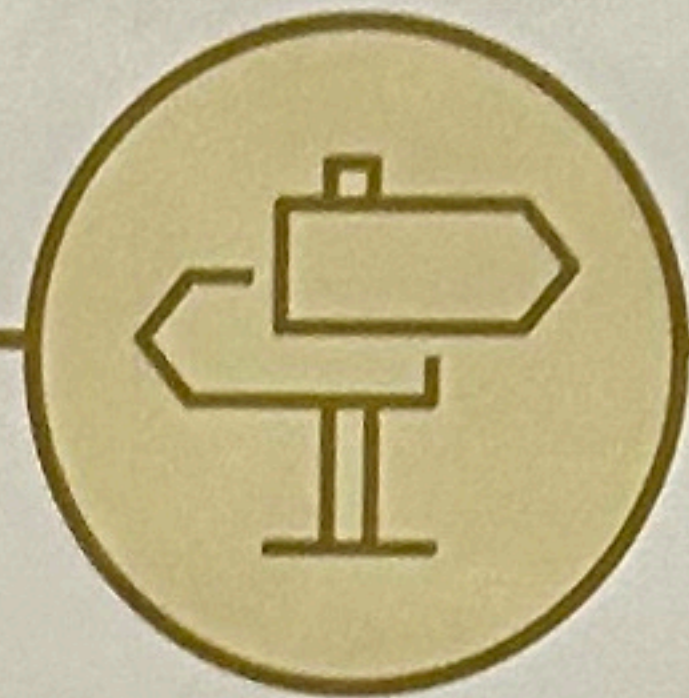
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Experience and Infrastructure Investment

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

position ME as
having something
for every
age in
every region!

STAFFING
LEADERSHIP
2025-2027
2028-2030
2031-2035

What are the pressing needs?

What does this look like in action?

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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?

More "supported" local ~~dialogue~~ dialogue and learning

Broader outreach and promotion of ambassador concept and stewardship

Promote opportunity value of collaboration

What are the pressing needs?

Higher educ support outdoor industry Start in high school

Engage younger people

Create ways to groups and communities @ common themes e.g. trail building

What does this look like in action?

Regionally Foster collaboration of existing tourism programs

Industry Community Gov't Create a few models - research early -

More tangible connections between Maine depts & education

Reconfigure tourism regions to reflect shared experiences

Develop online education & tutorials for guides

Create standard curriculum/education for outdoor partners

Promote Work + THOR Institute!!

Resource portal on MIT Partner Site!

UMF - ORBA - MA - include experiential learning opportunities

targeted marketing campaign for: HSchol Comm college colleges

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