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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?

- Emphasize authenticity Local, Homegrown, Maine made. all regions
- Balance drawing visitors w/ appropriate experiences for the guests + messaging
- Visitor education
- PR for diverse population visits to Maine
- Video
- BIG ME STAYCATION
- ME FOR ME (LOCAL PEOPLE)
- SPORT VISITORS "local" EXPERIENCE
- INTERNAL "MAINER" TOURISM

What are the pressing needs?

- PUBLIC TRANSPORT + MORE ACCESS "IN BULK"
- Help prepare local economies for diverse visitors
- TRAIN FOR MAINE! HOW TO PREPARE!
- ATTEND TO INTERIOR REGIONS W/ MARKETING
- Internal promotion tourism → directed to the locals
- TRAIN FOR MAINE (TOURISM!) (How to be ready)

What does this look like in action?

- HIGHER HOTEL TAX RATE TO REDUCE LOCAL BURDEN
- DATA SHARING (GRANULAR (HERE!!!))
- POLICY CHANGE - NEED FUNDING TO HAVE BETTER INFRASTRUCTURE (FILL THE POTHOLES)
- LARGE VEHICLE PARKING (COACH BUS, ETC)
- Communication of data points that help tie tourism + community benefit.
- MORE FUNDS FOR CULTURE ORGS
- Aggregate data from tourism businesses

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?

- Make "tourism workforce" development an initiative.
- Creating community buy in and support for stewardship Maines as tourists
- PROTECTION IS MORE THAN LOBSTERS + LIGHTHOUSES
- SUPPORT ARTIST CULTURE INLAND + MODERN
- find way to get these principles out

What are the pressing needs?

- Increase storytelling of stewardship
- FAQ resource and campaign answer the most common questions
- PROVIDE TRAINING [HOSPITALITY HERITAGE TOURISM]
- HERITAGE TOURISM in RURAL PLACES (+ACCESS to THEM)
- ACCESS BALANCE W/ TOURISTS + LOCALS (good job!)

What does this look like in action?

- Look out for ME was great... continue with this from traveler perspective.
- Signage at natural destinations about recreating safely
- LANDBACK + WABANAKI PROMINENCE
- TWO PARALLEL CULTURES — SETTLER + INDIGENOUS
- Campaign from DACF
- SMS/QR IMMEDIATE ACCESS TO INFO

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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?

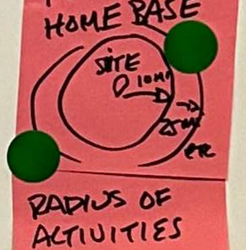
Initiative: Understand the thresholds how much tourism can certain areas handle?

"ARTS" ASSET LIST TOURISM

ASSET TOWN "TRADITIONS" CULTURE EVENTS

ASSET LISTS DYK BUCKETS HUNTING ARTS HISTORY TRAILS THEATRE GTL ME FOODS

PIN HOME BASE



RADIUS OF ACTIVITIES FROM PIN

TIME + MILES

What are the pressing needs?

"DID YOU KNOW" (DYK) IN ADDITION TO FAQ (EVERYTHING BUT THE COAST)

DATA FOR ADVOCACY

Help each region create regionally specific training for first line staff

HOUSING HOTELS

Support tourism business planning and employee edu/training (w/ pin to represent achievement)

What does this look like in action?

Business profiles on MOT website

Inter-regional promotion of Maine areas - partners w/in areas to create products + experiences.

Support & provide Acadia Gateway Center in Trenton.

Encourage Welcome ME training

DOWNTOWN / HERITAGE FOCUS AS ASSETS

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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?

- Regional Collaboration opportunities
- Sharing sessions
- Social
- Micro present -Pechakucha-
- Social
- Regional vs hyperlocal
- Leverage planned experiences (sports events, visits, conferences, BIZ travel, etc) to integrate local experiences
- Promote the Region(s) + Attractions Next To Yours
- Crack the code on how to get the stakeholders in the room.
- Marketing Maine (+ our own communities) To Mainers

What are the pressing needs?

- Collaborative matchmaking
- Pulling in stakeholders that don't know they are stakeholders

What does this look like in action?

- Workforce collaboration + partnership in state - out of state seasonal workers
- Identify stakeholders in each region to connect people
- Culture abundance mindset vs scarcity

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Travel Trends

Split resident sentiment

some towns feel tourism is their future and need help organizing/creating vision

Some residents feel we have reached saturation

inexperienced outdoor travelers
- tech provides access
- user controls messaging via social media
- safety issues

Extension of season into Fall
- staffing
- facilities
- lost of seasonal staff.

Outlying communities don't feel the positive impacts

visitors Using AI Search

Visitors want to dip their toe in adventure.

Spending is up

Visitors want Itineraries + Guided Tours

Visitors expect more quality of service

ODDITIES + KITCHY STUFF

REGION IS FRIENDLY

(BGR) MORE "TOURIST FRIENDLY" (COME FROM AWAY!)

AUTHENTICITY VS CURATED/PRODUCED

DESIRE FOR LOCAL INTERACTION + GUIDES

EDUTAINED ASK MODERN QUESTIONS

WILLING TO VISIT LOCAL

ACCESS TO NATURE

- EXAMPLE -
STUDENTS SURPRISED TO FIND NATURE ETC

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