

Destination Management Plan -2025 Reset



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?

MEETINGS
ARE GREAT
FOR
NETWORKING

BUILD
COLLABORATIVE
NETWORK
WHERE MOT
CAN LEAN IN

Chamber:
Who's - Who
in each
industry
(networking)

MOT partner
w/ communities
to build plans

Aroostook
County
Needs more
Resources \$\$\$

What are the pressing needs?

TOURISM CAN MAKE
A HUGE IMPACT
ON AN AREA
BUT \$ ARE NEEDED
TO KEEP UP
MOMENTUM

TOURISM MODELS
& SHAKERS ARE
UNDER PAID AND
OVERWORKED -

Knowing where to
find different
info. within Aroostook
county

PARTNERSHIP
NEEDS TO
BE COHESIVE
TO COMMUNITY
NEEDS

SNOWMOBILE
MAP -
NEEDS TO BE
FIXED

Full-Time
ACT person
!!!

MAPS
Digital + consistent

What does this look like in action?

INVEST IN
PEOPLE IN THE
INDUSTRY

Training + paying
employees whom
handle general
public

Win:
Wabanaki
Cultural
Tourism
Initiative

CONSULTING
SEEMS
PRESCRIPTIVE
MODEL SHI
TO INCLUSIVE

State Parks
Work together
+ Promo
Region

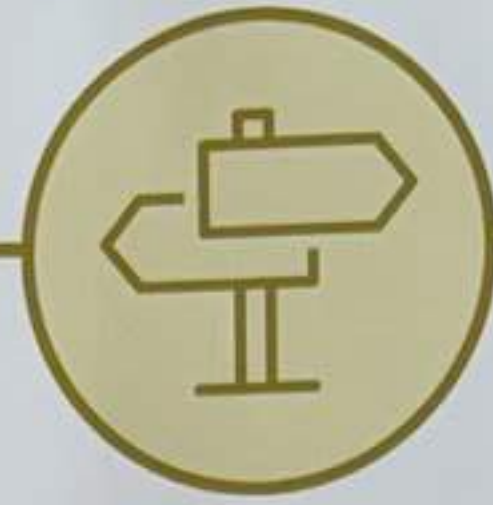
Regular
Regional
Networking

Resource
Depot

Session Location & Date

Houlton
12/3

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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 =
ECONOMIC
DEVELOPMENT
MORE
PARTNERSHIP

MAKE DECISIONS
THAT WON'T
NEGATIVELY IMPACT
FUTURE GENERATION

TALK TO PEOPLE
WHO DRIVE THE
BACKROADS.
MIGHT ENCOURAGE
INFRASTRUCTURE
CHANGES

Trail maps for
whole state

QR codes or
links to access
maps on maine
tourism website

What are the pressing needs?

Standardized
Motorized
trailhead parking

Develop
Entrepreneurs
to frame tour/
Experiences
for visitors

Quick access
to updates
on trail closures

IS THERE AN
ACCURATE
INVENTORY
OF ASSETS?

Agritourism
Experience
development

BETTER GOVERNMENTAL
COLLABORATION
STAKEHOLDERS

What does this look like in action?

Funding for
State Clubs

Standardized
Way Finding
Signage + Maps

RESOURCE
HUB TO
BUILD
HOSPITALITY
ENTREPRENEURS
(SP?)

PARTNERSHIPS
& RELATIONSHIPS
(W/BUSINESS,
CULTURAL TOURISM,
ECO TOURISM)

DEVELOPING
ONE-DAY, ETC
TEMPLATIVE
TRAVEL
PLANS

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MAINE.

VISITMAINE.COM

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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?

LEANING INTO PRESERVING RICH HISTORY

LOOK TO DIRECTED SUSTAINABLE GROWTH

USING COMMUNITY NEEDS IN MIND/ NOT PRESCRIPTIVE

WAY Finding

Maps - signage
- sport clubs
ATV - Hunting - Snowmobiles

Trail restrictions on machine sleds for out-of-staters
- more funding to local clubs

Promote Katahdin Woods + Baxter better

Promoting amish communities and the ~~the~~ native americans

BE CLEARER IN THE MESSAGING TO TOURISTS ABOUT OUR EXPECTATIONS FOR LAND STEWARD-ship

Develop engagement in a facilitated the narrative

ADD MICRO, SMALL, MEDIUM BUSINESSES THAT SUPPORT TOURISM

What are the pressing needs?

NEED BUY-IN + COMPETITIVENESS + INFO-SHARING

CONSISTENT LEADERSHIP FOR CONTINUITY IN PLANNING

All CULTURES ARE INTER-DEPENDENT - STRESS HOW CONNECTED WE ARE

NEED TO UNDERSTAND OUR TARGET AUDIENCE TO DRAW THEM TO CERTAIN AREAS

USE CRYPTICS FOR MARKETING IN A FUN WAY - (LOCAL LORE)

Grow Signature Events

sky - B. Ke

entertainment options
- Gathering info on interests

more room + board options
also more affordable

What does this look like in action?

LEANING INTO EXPERIENTIAL (FOOD, GUIDED) PROTECT THRU PLANNING

MAIN MESSAGE PROTECT THE NATURAL ENVIRONMENT BY RESPECTING individual cultures.

Education through experience to understand Agriculture/Trails Waterways

Create experiences and our natural resources to educate how important it is.

LOOK F/ CREATIVE WAYS TO HOUSE F/ ONE OFF EVENTS

i.e. CAMPER PARKING @ LOBBY

Add Learning tours back to festivals to understand natural resources

Interpretive experiences of tolering natural areas sensitive cultural sacred things

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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?

CAPTURE
THE CLOSENESS
OF THE
COMMUNITIES

Why Lead
with site
Seeing instead
of experience?

Must help people
find more of
Maine.
most PP been
here 10x

Where is
Target
Marketing
Pushed
out?

Paying attention
to film makers
+ book writers,
being accommodating
+ friendly

Front line
employees being
friendly

MARKETING
NEEDS TO
BE BETTER
• NEW OPPORTUNITIES
• PASTIME/FESTIVALS
CELEBRATIONS

Lobsters
and
lighthouses
AND WHAT

What are the pressing needs?

Incorporate
WCTI
(Wabanaki Cultural
Tourism Initiative)

Coaching

SHIFTING
HOW WE
MARKET TO
REACH
YOUNGER
DEMOGRAPHIC

NEED TA
IN HOW TO
DO IT –
BY AREA,
ACTIVITIES

Public Park/land
marketing
beuro of Parks
and Land no marketing

facilitate
Tour/experience
Business
Develop

INFRASTRUCTURE
↓
CREATIVE
NEW OFFERINGS

What does this look like in action?

Market Maine
as a Collective
not as 4 or
5 separate
areas.

"A whole
new Maine
to discover"

CAPITALIZE
ON OFFERINGS
IN AREA

Aroostook
County -
4 Nations:
US, Canada,
Mikmaq, Maliseet

Think big
Brand USA
style ads
in UK, Ireland,
Europe in
general.

Positive and
not discussing
~~positive~~ hot
topics

GUIDES
FOR GROUPS
(EX:
NAVITOUR)

Social media/
testimonials
website of
inland Maine
Aroostook

ROAD SIGNS
THAT MAKE
SENSE
(EX:
ACADIAN VILLAGE)

Travel Trends

Concerns about high costs of accommodations

Seeing travelers from further away

Family from the county. Interested in town history

Night sky view
Northern Light

Residents/
Business want more promotion of existing experience

Looking to Relax & escape "the crazy"

Weekend travel from S. New England to Acadia

Structured Tours/experiences

Better Air connections more fly Market

VISITORS COMING WITH NO PLAN

DESIRE FOR UNIQUE & LESS TRAVELED REGIONS

CAPACITY TO INCREASE STAY/HOSPITALITY OPPORTUNITIES

↑ BREWERY, DISTILLERY TRAVEL (NORTH)

NEED TO FOCUS ON YOUNGER TRAVELERS

PLANNING FOR FUTURE

SEEKING LESS POPULATED / BUSY AREAS

TOURISTS WANT AN EXPERIENCE

RESIDENTS TAKE WHAT ASSETS THEY HAVE FOR GRANTED

MORE COMMUNITY INVOLVEMENT IS ATTRACTING MORE SPENDING

LODGING. BRANDED HOTELS AIRBNB'S

FARM TO TABLE- RESTAURANTS PROMOTING LOCAL PRODUCTS

MORE ACTIVE OUTDOOR PARTICIPATION (ATV, SNOWMOBILE, DISC GOLF)

increase rental equipment Bike - ATV - Snowmobile

Move people through region Uber / Public transport