

# MAINE.

VISITMAINE.COM

## 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 leaders  
& 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

INVEST IN  
PEOPLE IN THE  
INDUSTRY

Training + paying  
employees whom  
handle general  
public

WIN:  
Wabanaki  
Cultural  
Tourism  
Initiative

CONSULTING  
SEEMS  
PRESCRIPTIVE  
+ MODEL SHILL  
TO INCLUSIV

State Parks  
work together  
+ Promo  
Region

Regular  
Regional  
Networking

Resource  
Depot

Session Location & Date

Houlton  
12/3

C  
coraggiogroup

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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 GENERATIONS

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

Funding for  
State Clubs

Standardized  
Wayfinding  
Signage + Maps

RESOURCE  
HUB TO  
BUILD  
HOSPITALITY  
ENTREPRENEURS  
(sp?)

DEVELOPING  
ONE-DAY, ETC  
TEMPLATIVE  
TRAVEL  
PLANS

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

Session Location & Date

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coraggio

# MAINE.

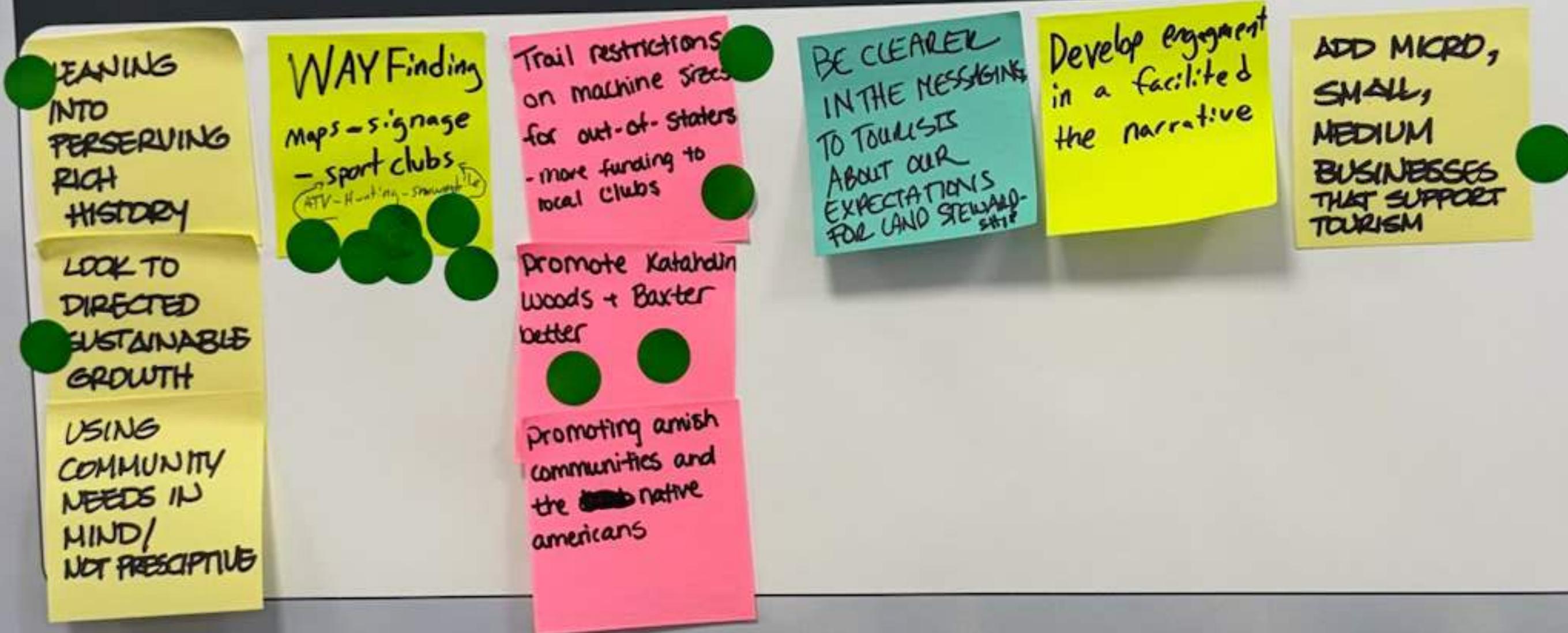
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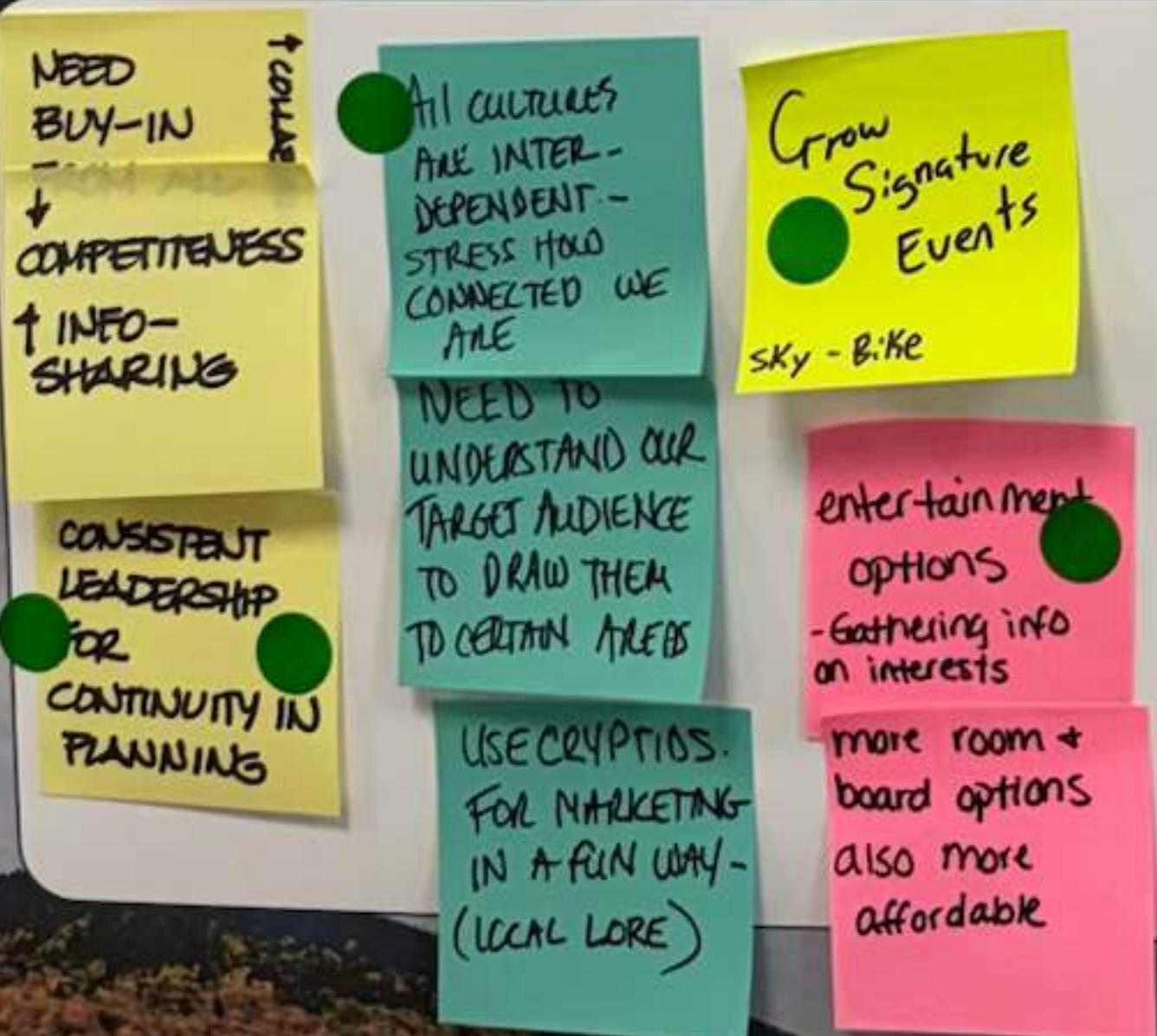


# Protecting our Culture and Places

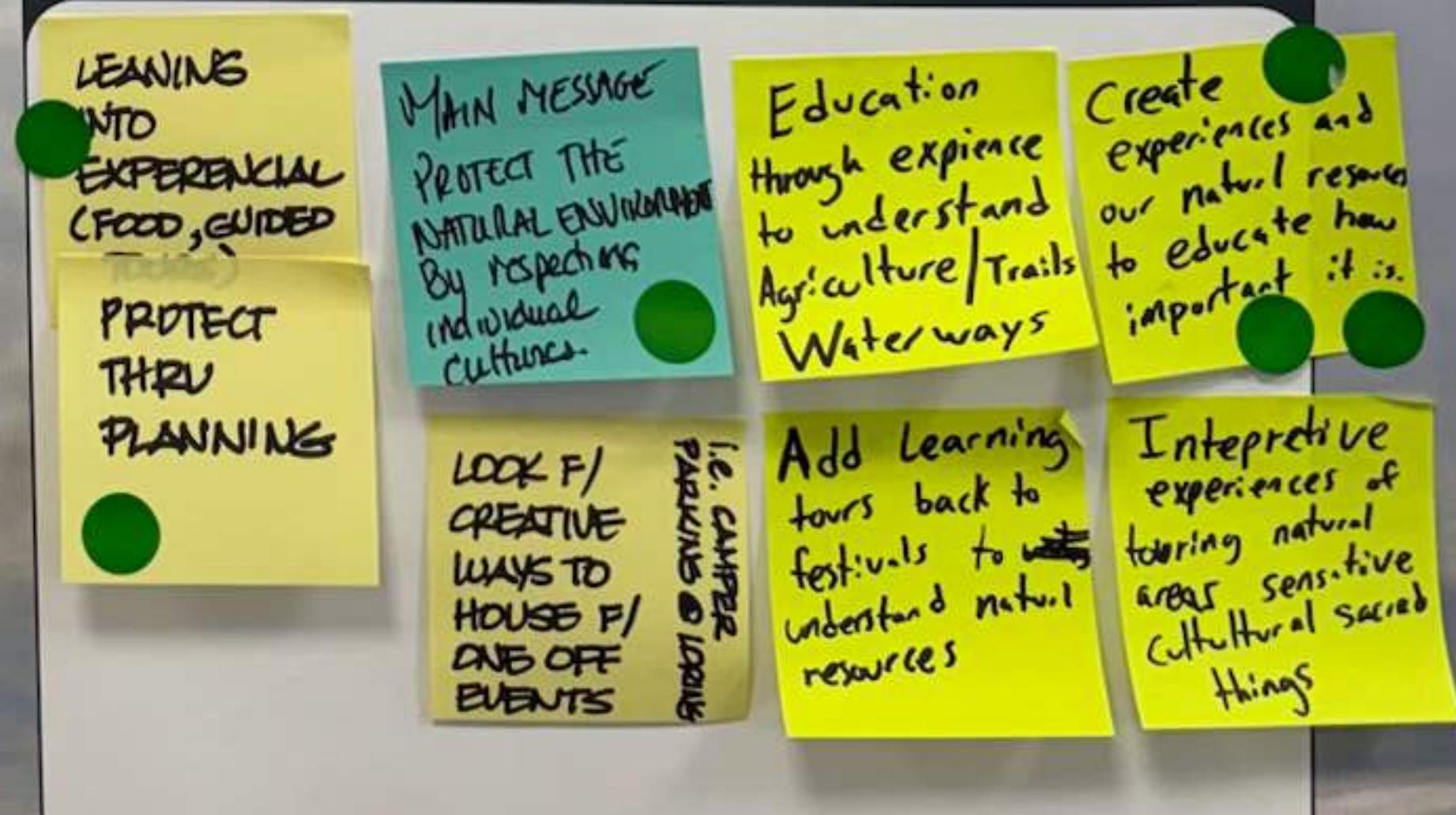
From your perspective, how can we – Maine's tourism industry – protect our state's culture and places over the next two years?



What are the pressing needs?



What does this look like in action?



Session Location & Date

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12/3

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## Brand, Marketing &amp; 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 CLOSERNESS  
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 accomodating  
+ 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 parks  
Marketing

facilitate  
Tour/experience  
Business  
Develop

INFRASTRUCTURE  
↳  
CREATIVE  
NEW OFFERINGS

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

Aroostook  
County  
4 Nations:  
US, Canada,  
Mi'kmaq, Maliseet

GUIDES  
FOR GROUPS  
(EX:  
NAUTOUR)

"A Whole  
new Maine  
+ discover"

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

CAPITALIZE  
ON OFFERINGS  
IN AREA

Positive and  
not discussing  
REMOVED hot  
topics

Social media/  
testimonials  
website of  
info. Maine  
Aroostook

ROAD SIGNS  
THAT MAKE  
SENSE  
(EX:  
ACADIAN VILLAGE)

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# Travel Trends

