

Travel Trends

SEASON SHIFT
LONGER
AUG + OCT
BIG MONTHS

GREATER
APPRECIATION
OF TRADITIONAL
MAIN STREET
EXPERIENCE

CHAMBER
IS THE NEW
CONCIERGE

Vibration in
South West Harbor
because it isn't
as busy as Bar
Harbor

Interest in
Exploring more
widely than just
Bar Harbor →
Downeast & other
towns on MDI

Perseveration
because people own
property in the
area

Traffic has
increased in
rural communities
(tourism dispersing)

Businesses appreciate
having more tourism
in rural/small
communities

People move to
the area (rural/
small towns)
who love the charm
of small towns &
engage more

NEW SUMMER
PEAK
JULY - OCT

FAR FEWER DAMN
RESTAURANTS WINDMILL
NO
EMPLOYEES

INCREASE IN
ASIAN VISITATION
+ PROPERTY
PURCHASE

MORE RVs

COVID
TOYS REPO'D

60 NEW
BUSINESSES
IN
MACHIAS

NO GROWTH
↓↓↓↓

AIR TRAFFIC
↑ UP

MORE TRAVEL
TO BOLD COAST,
DEER ISLE +
SCHOOLHOUSE
PENINSULA

PEOPLE LOOKING
FOR HIKING
OUTSIDE
OF A NPARK

STATE VISITATION
Down ↓

Session Location & Date

Machias
12/3

MAINE.

VISITMAINE.COM

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?

Emphasizing / investing in shoulder season tourism (ie focusing on what is special in each season)

Building educational / interpretation into traditional visitor experiences (investing in welcome interactions)

TRIBAL NATIONS
- CRUSHED FOR CENTURIES
RISING

INTERNS
↓
DOWNEAST
↓
OPTIMIZE

VISITORS BECOMING RESIDENTS
HOW MAINE HAPPEN

WHAT MAKES MAINE MAINE

HELP SMALL BUSINESSES
- \$
- LOANS
OPTIMIZE

BLACK HISTORY
FRENCH HISTORY
DOWNEAST
SCOTTISH HISTORY

SIDE HUSSLE
EPICENTER
BRAND + Mkt

WHAT WE HOPE
DEAR ...
PACE OF LIFE

What are the pressing needs?

Building story into experiences
↑
tourism

WHAT IS MARKETING?
WHAT IS SALES?
TRAINING

STATE
IDENTITY
MISSION STATEMENT
CREATION

Thinking creatively about how heritage, culture can be centered in diverse tourism experiences

INTERNET
+
COMPUTERS
+
TRAINING

SIGNAGE
+
DIRECTIONS

OPPORTUNITY
+
EXCITEMENT
TO STAY!

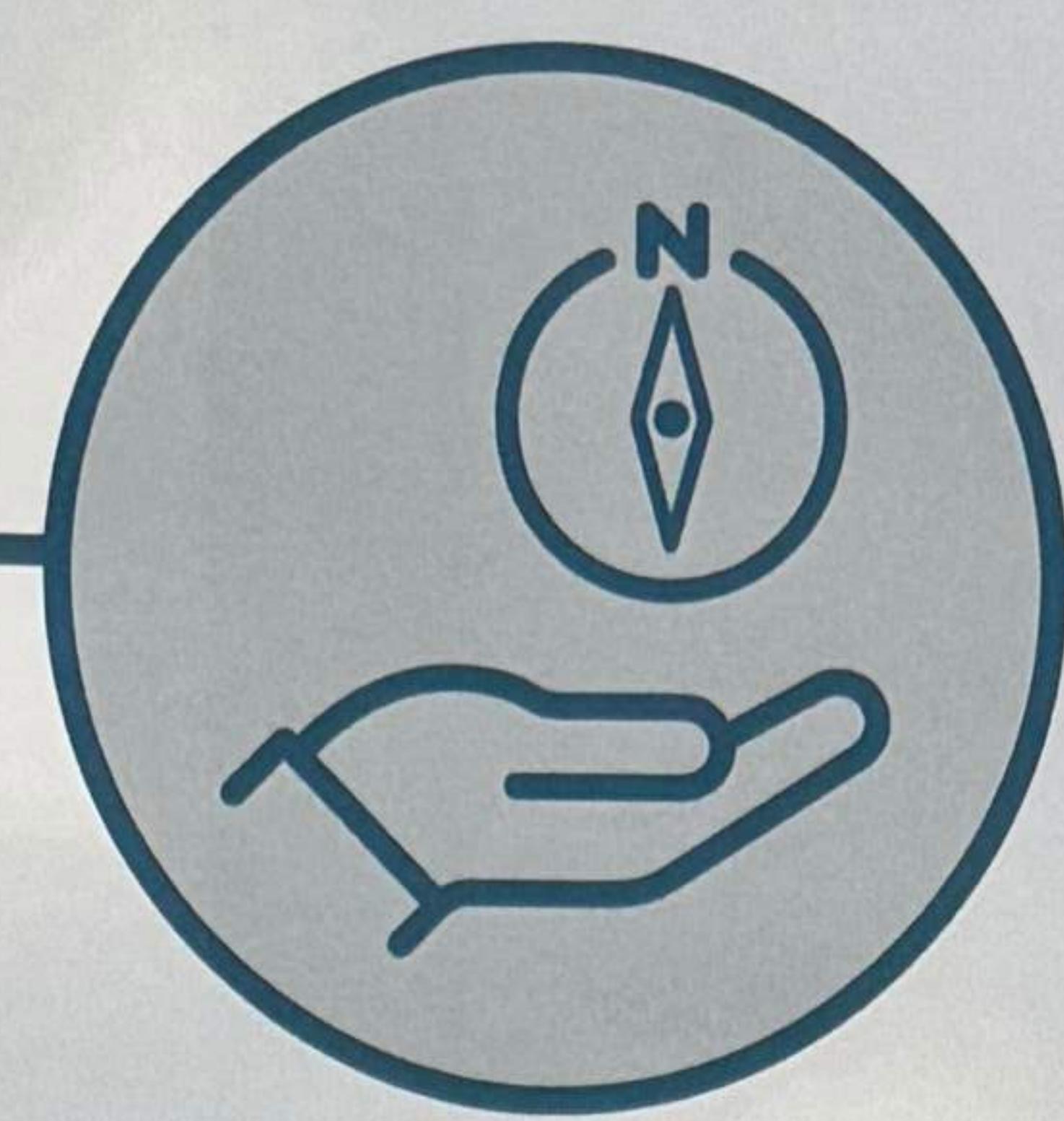
What does this look like in action?

Session Location & Date

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Destination Management Plan -2025 Reset



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?

Places / hours / businesses / chambers curating the visitor's experience so that they are more informed & respectful

TEMPLATE GENERATION FOR LOCAL TOURISM PLANNING

STILL RURAL
- OCEAN
- NATURE
- OUTDOORS
- MOOSE
- BLUEBERRIES
- DYING

- CROSS CULTURAL EVENTS + PROMOS
- TRIBAL - FRENCH ON WATER

What are the pressing needs?

NEED:
More informed visitors

NEED:
More respectful visitors

What does this look like in action?

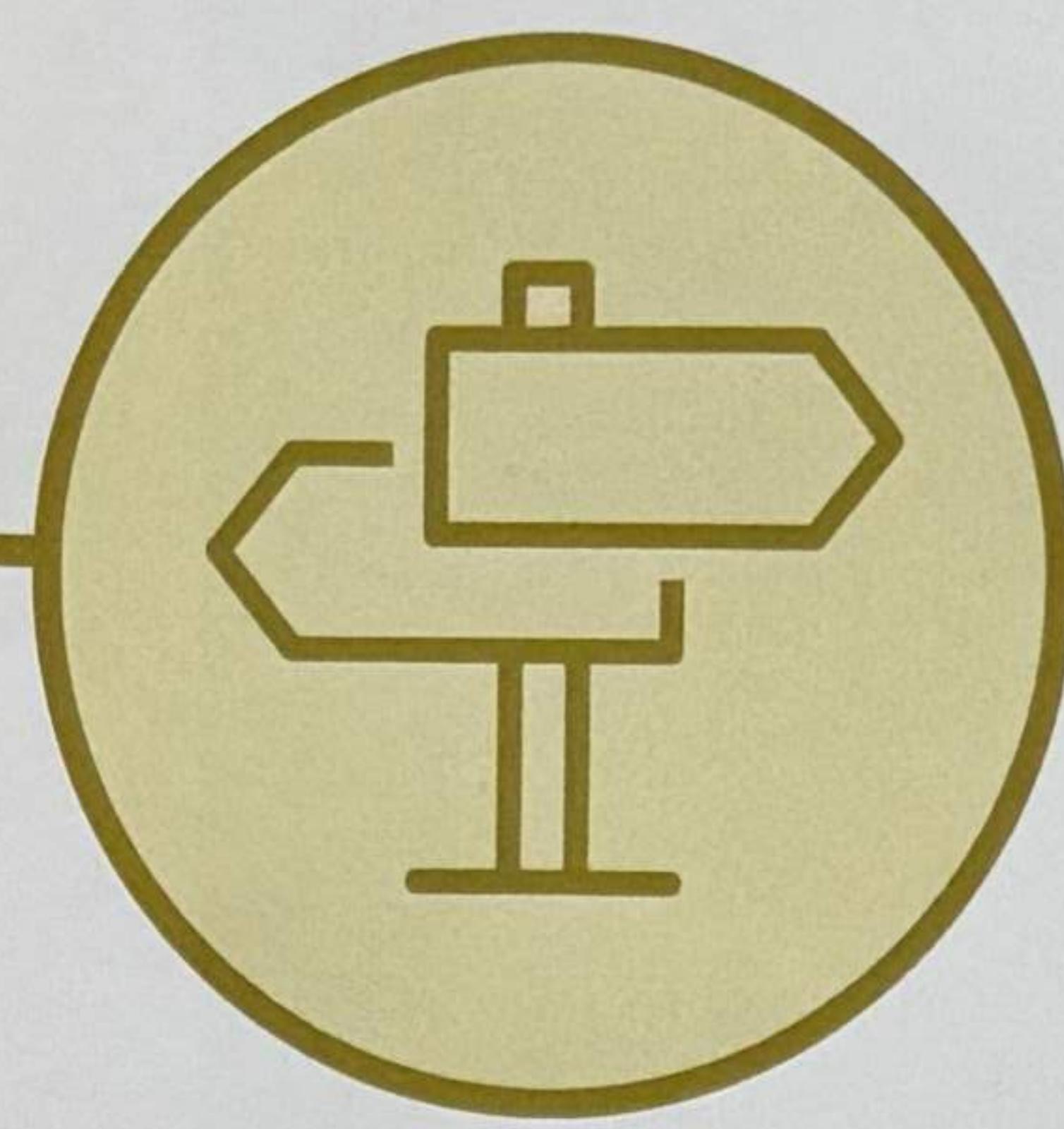
Connecting the tourists with the place & the people

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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?

What are the pressing needs?

- WHY TOURISM?
- WHAT ARE THE BENEFITS TO INDIVIDUALS AND EACH COMMUNITY?

NEED:
Partnership / collaboration across industry priority

Inventory of potential involuntary assets

COMPUTERS + INTERNET
- GIVE OUT LAPTOPS?
- TRAININGS!

GROWING ENTREPRENEURS
ACCOUNTABILITY IN EDUCATION
SKILLED GRADUATES

Resources / templates for tourism industry to get people folks on same page

What does this look like in action?

EXPAND INFRASTRUCTURE.
Lodging — camping sites
DEVELOPMENT & COMMUNITIES CHANNELS
For PROMOTION of PLACES, EVENTS, EXPERIENCES

DEVELOP COLLABORATION w/ MAINE GUIDES

REST ROOMS
@ TRAIL HEADS

BETTER PARTNERSHIP
w/ UMM OUTDOOR REZ
STUDENTS + ALL HIGHER ED

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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?

COMMUNICATION
• MODERN TOOLS
• ACCOUNTABILITY

What are the pressing needs?

Need - to pool
resources across
businesses ;
NEED coordinating
logistical resources

PRIORITY
OUTSIDE NATIONAL
STAKEHOLDERS
TO NOT REINVENT
THE WHEEL ON
PROJECTS

What does this look like in action?

Access // engage
with folks who
aren't in regional/
local tourism
networks + who
aren't on email / FB

Community / region
event calendar
+ resource archive
+ communication
channels

LEVERAGE
AI TECH
w/o TRAVEL
OUT PERSONAL
EXPERIENCE TO
POWER HUBS ↗

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