

Travel Trends

Wanting
Community
Experience
Local culture -

Love
Authenticity
of Maine

Willing to
travel off-
Season for
value

Want to
Spend Local

Staycations

Great
Response ~~to~~ w/
BiPoc travelers

more
first-timers

planning
more last
minute
-harder for Bus.
to predict

Shorter
Booking
Window

Dog
visitors
(*)

Kid
visitors

Families
w/ Kids
+ dogs

employee
gatherings

multi-
gen
travel

Food
events

Corporate
visitors
(meetings)

out of
state
investors

NA
curious
people

Maine
pricing itself
out of the
market

Tourist
in their
own town

Mainers
traveling
in-state

Luxury,
exclusive
experience

Cost not
as big of a
deal

Shorter
Booking
window

Wellness
travel

Spending
is down

Increase in
places w/
Direct flights

More travel
throughout
the state

Increase in
last second
traveling or
booking

Less advance
booking

Resident
Sentiment
is more
negative to
tourists

Smaller
drive
market

Increase in
second and
third party
sites for
web

Increase in
group travel

Increased
Diverse
Outdoor
Experiences

New Feeder
Markets:
TX, VA, NC

MORE
SOLO
TRAVELERS

HIGH
LODGING
ADR
(PRICING)

LESS
CONCIOUS ABOUT
SPENDING
LIMITS/CARS

Division of
Residents
with Cruise
Ships/Motorcoach

LIMITED OR
NO
ADVANCE
RESEARCH
OF DESTINATION

SOCIAL MEDIA
FOR RESEARCH
BY CHILDREN
OF FAMILY
TRAVELERS

TRAVELERS
LOOKING
FOR OUTDOOR
OPPORTUNITIES

SOME TRAVELERS
LOOKING
FOR
PAPER MAPS/
GUIDES

Warming
Towards
Tourism
From Residents

Travelers
will spend
more to shop/
eat locally
owned biz.

Travelers are
working within
a shorter
booking
window

SPORTS
tourism
is on the
rise with
active travel

Session Location & Date

Portland
12/5

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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?

Target
Non-White
Young
Visitors

"Essence of
Maine"
- Promote things
not unique to
Maine. Ex: Arts

Essence of
Maine changes
depending on
age - color - race
- family - No kids

Younger
Visitors !!

highlight our
Climate +
sustainability
efforts
attract the best visitors
who have an ethos

Old port
festival
vibe
(bring back)

entrepreneur
+ startup
focus
(ethos)

tell people
(of color)
we want
you
here

Black
Travel
Maine
x10

Feature
Season of...
- oyster
- leaves
- Races
- bird watching

Brand industry
sectors where
Maine is leading
The way -
climate, tech,
life sciences,
outdoor economy

Seasonal
focus -
(outdoor
+ events)

Share more
stories *
- add
humanity

Promote Maine's
independent spirit
and entrepreneurship

more ads
in Candia/Nash
+ others
Re: LGBTQ
friendly

What are the pre...

Show we
are leader
in sustain-
ability +
Climate action

Attract
A
younger
Demographic.

Ease peak
months
with year-
round offerings

What does this look like in a...

add more
staff to
Visit Portland

grow love
of tourists
in the state
- need them
in economy

need
Differentiate/show
where
Maine is

needs
Accessibility:
- languages
- Age/ability
- handicaps/
disabilities

Unreliable
transportation
to Maine

Differentiate
Maine from
New England

Change narrative
From day trips
to weekend/week
long trips through-
out Maine

Sustainability
MORE Diverse

Inclusivity
throughout Maine
not just Portland

More marketing
of
Maine

Lack of
Public
transportation
in Maine

Incentive
for groups
(lack of space)

Action
expand national
+ international
reach

Action
Be featured
on TV shows
Ex: food shows,
change
tax laws to
allow

Action
Group/Fam/
Events in
markets we
target

Action
use meta to
reach younger
generations to
bridge language
barriers

Dispersing
visitors
to
outdoors (hike)

Partner with
local people
to engage
others

Action
use meta to
reach younger
generations to
bridge language
barriers

Action
use meta to
reach younger
generations to
bridge language
barriers

LOBBY
MAINE
Embassy
customers.
like Apple.

Training
for frontline
staff for
working w/ people
who do not
speak English well

Accessibility
Audit

Engage
younger audiences
through mediums
like TikTok

Increase in
Accessibility/Inclusion
marketing

more accurate
data based on
Seasonality, race,
income
Diff. messaging for
each

Hispanic &
Asian visitors
increasing
DATA!! SEE...
Tae Chang

Share more
detailed data
from Zetico

more data
on sexual
orientation

Variety
of night life

Portland
12/5

Session 1

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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?

Stewardship Award
- Recognize & celebrate
- county teacher of the year

Culture is diff. whether its a large community or small community & amplify it. MAINE LIFE DOES THIS!

Supporting each local community & what they need - want & help them protect it.

94% of businesses are sm. biz, celebrate its our backbone

No limit big name brands

Educate visitors on culture of Maine before arriving

Education tourism

Working waterfront
Riverfront Communities

State Parks

MAINE SEAS
organizations

Focus on sense of place throughout the state

What are the pressing needs?

Showcase Maine's innovation

Regional focus - ID who is doing it well

Make travel throughout Maine - drive/train more interesting

Lack of workforce is affecting customer service & closing small bus.

Broaden the definition of culture - What is culture to each community?

Reorient Tourism to expand to the unique

What does this look like in action?

More education about how Maine cares about new developments in sustainability.

Partnership, collaboration between tourism office + service providers

Incentive for preservation

Example Schoodic Pen.

Collective list campaigns for locals to understand what's going on

Must protect customer service values & encourage a welcome feeling

Promoting community partners as industry experts

Include locals in educational tourism experience

School incentives to get youth into outdoor ed. industry

Promote trail guides, tour guides, sport guides, recreational + cultural/heritage

educational programming for residential/local community

Session Location & Date

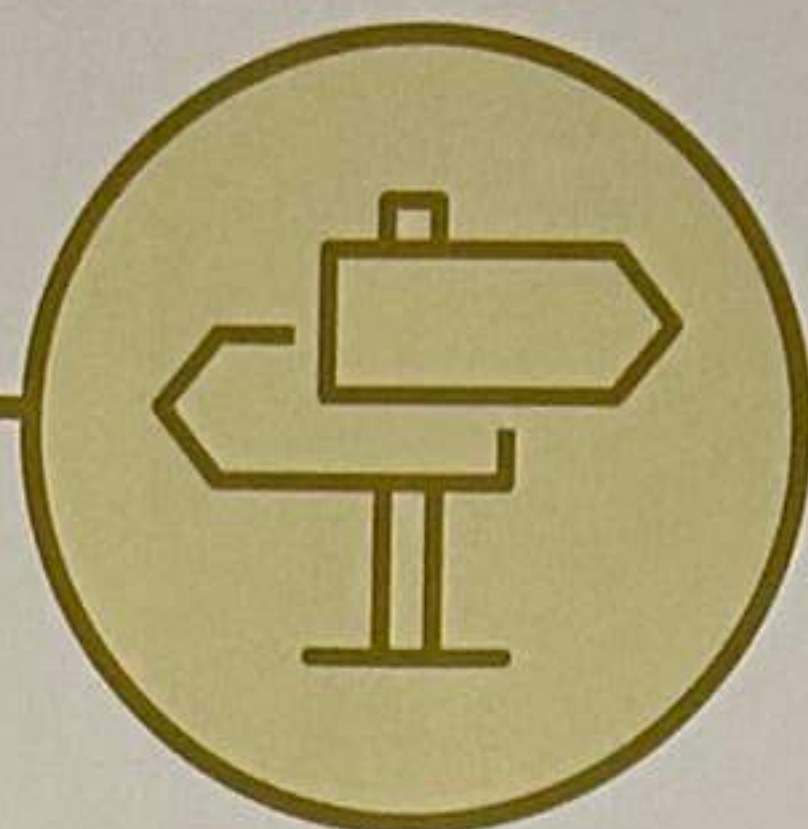
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Destination Management Plan -2025 Reset



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?

Bike lanes, better Roads

Better in state transportation

More affordable transportation to various Maine Areas

Bus loops - statewide make it easy, like Iceland

More groupings of things: Antique trail

train or lite RAIL

How to arm Regions to promote other Regions

Supports our Seafood Events: Seafood - Beer "festival" ppl eat seafood higher income & diverse

Expand public ~~transit~~ transportation & parking issues

What are the pressing needs?

More transportation infrastructure to move visitors around the state

Wayfinding signage - usage

Transit Opportunities within State

Conference / convention facilities

Electric Car Charging (Infrastructure)

Convention Center

Education of Mainers on accurate infrastructure (Buses, trains)

Train/bus to Maine lakes region

More M-Stat transportation (public)

talkings to rural communities about developing a tourism product

Providing ways for non-tourism Maine businesses to benefit. Ex) Blueberry farm tour

Festival Calendar

Connect North + South Station - BOS

places to drop car + then explore area by shuttles

Collaboration to build ~~the~~ themed itineraries

Accessibility

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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?

Be a
convener
of organizations
there are so
many!!

Regular Round-
tables w/ agencies
w/ tourism & outside
tourism

Tourism
+
talent
attraction
Live work Maine

INITIATIVE TO
ENSURE EVERY
LEVEL UNDERSTANDS
AND VALUES
TOURISM

collaborating
more with like
destinations

Stakeholder
collab
models:
tourism,
talent attraction
+ biz attraction

collaborating
more with
Canada - more
destinations
w/ direct flight
- increase in
marketing

how to
use Maine
+ Company

What are the pressing needs?

Park
Ranger
Engagement
for data & insight
Re: diversity

more opportunities
for group
collaboration

WORKFORCE
AND STAFFING
ISSUES

What does this look like?

MTA - MOT- &
Hosp. Maine
duplication without
communication

8 tourism
regions segregates
the state &
grant managers
don't understand
tourism - why?

Partnership
+ Collaboration
templates
- who should be
involved
- steps to take
- data to measure

Corp. events
Corp. offsites
→ help them
have presence
in Maine

P-Down
Approach
FED
STATE EXECUTIVE
LEGISLATIVE
INDUSTRIES

days
Visitor,
tomorrow's
talent
Live work Maine

Education
across state
organizations
to ensure businesses
are on same
page

Encourage
collaboration
with local
Chambers

In state marketing
to encourage
collaboration and
packages for
multiple businesses

collab w/
tourism +
apprenticeship

Escape the
heat -
Escape the
cold
campaigns -
"sister cities"

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