



coraggio group

DESTINATION MANAGEMENT PLAN - 2025 RESET

Stakeholder Sessions



Welcome



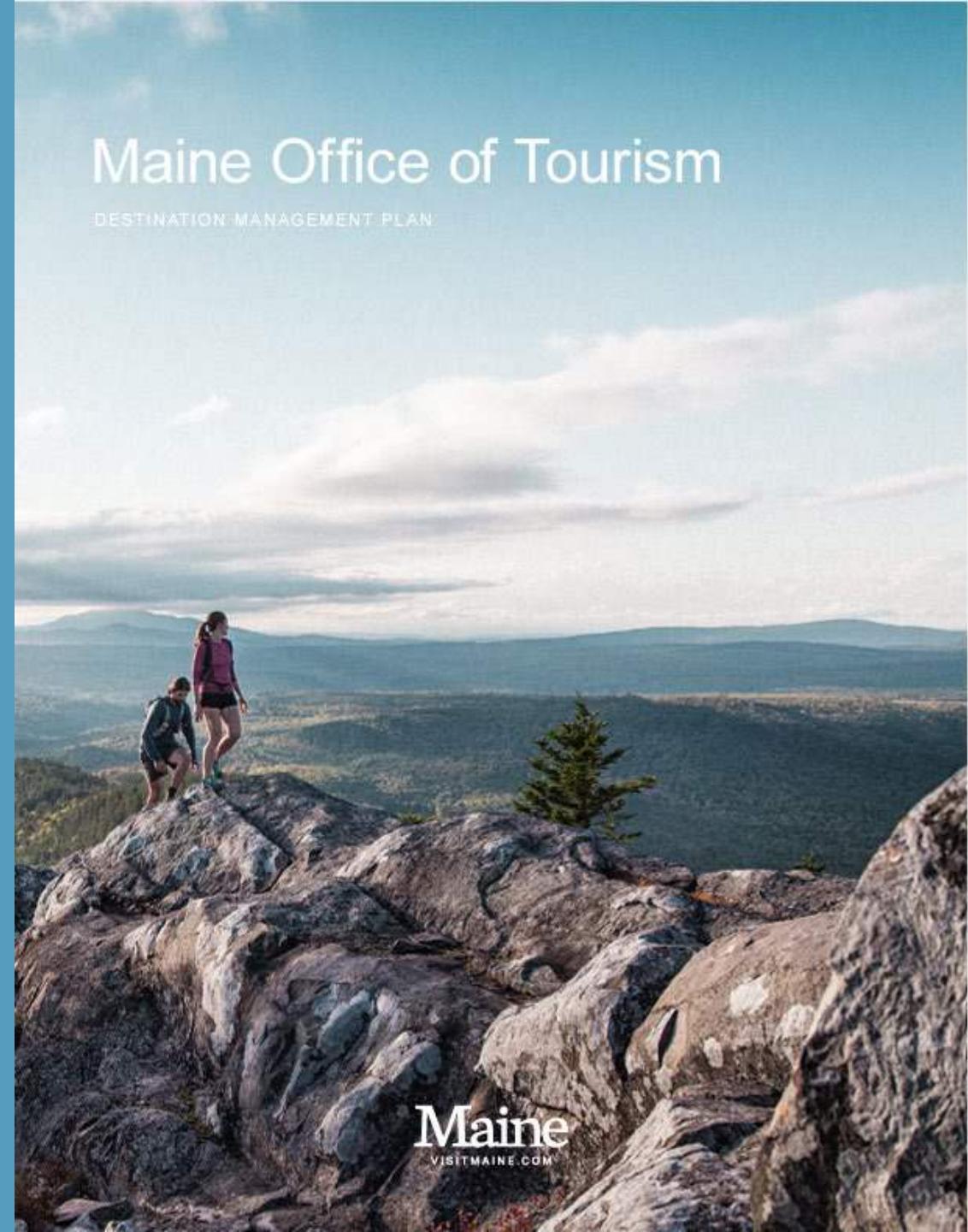
Project Overview

Destination Management Plan – 2025 Reset

Plans are meant to be nimble and responsive

Today's Goals

- Understand conditions on the ground today
- Inform the next set of plan initiatives and the 5-Year Marketing & Development Strategy



Maine's Stewardship Principles



Empowering the industry through collaboration and education



Cultivating a unified brand and elevated visitor experience



Educating through impactful storytelling that captures the multi-faceted historical and cultural identity of Maine's communities



Preserving and celebrating the authentic character of Maine



Encouraging responsible practices and behaviors that protect the flora, fauna, and aquatic environments that are central to Maine's vitality



Balancing the promotion of Maine's iconic popular destinations with Maine's lesser-known hidden gems



Safeguarding Maine's natural assets, resources, and off-the-beaten-path locations



Upholding Maine's authenticity by showcasing Maine's local makers, artists, farmers, fishermen, and other independently-owned businesses



Empowering Maine's tourism workforce to reinforce their confidence in career choice and livelihood

State of the American Traveler Trends



Future Partners

miles
PARTNERSHIP

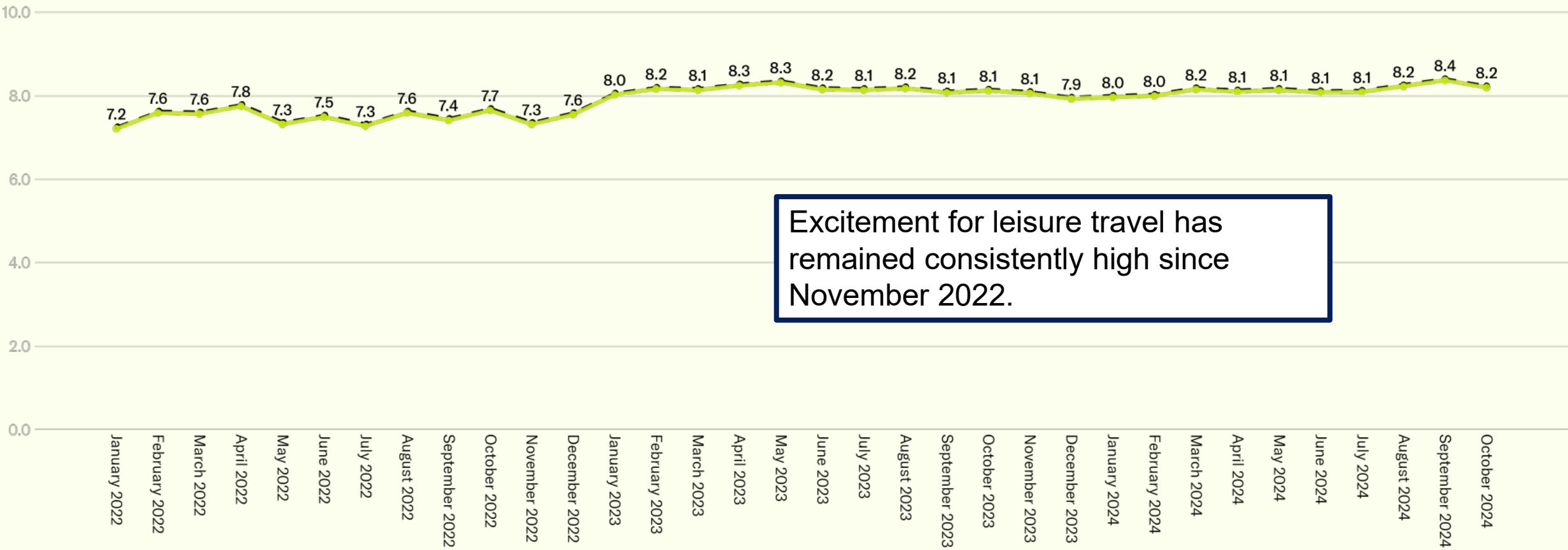
Excitement for Leisure Travel

American Travelers

Excitement for Leisure Travel

(Average on an 11-Point Scale from "0 - Not at all excited" to "10 - Extremely excited")

American Travelers
American Traveler Average



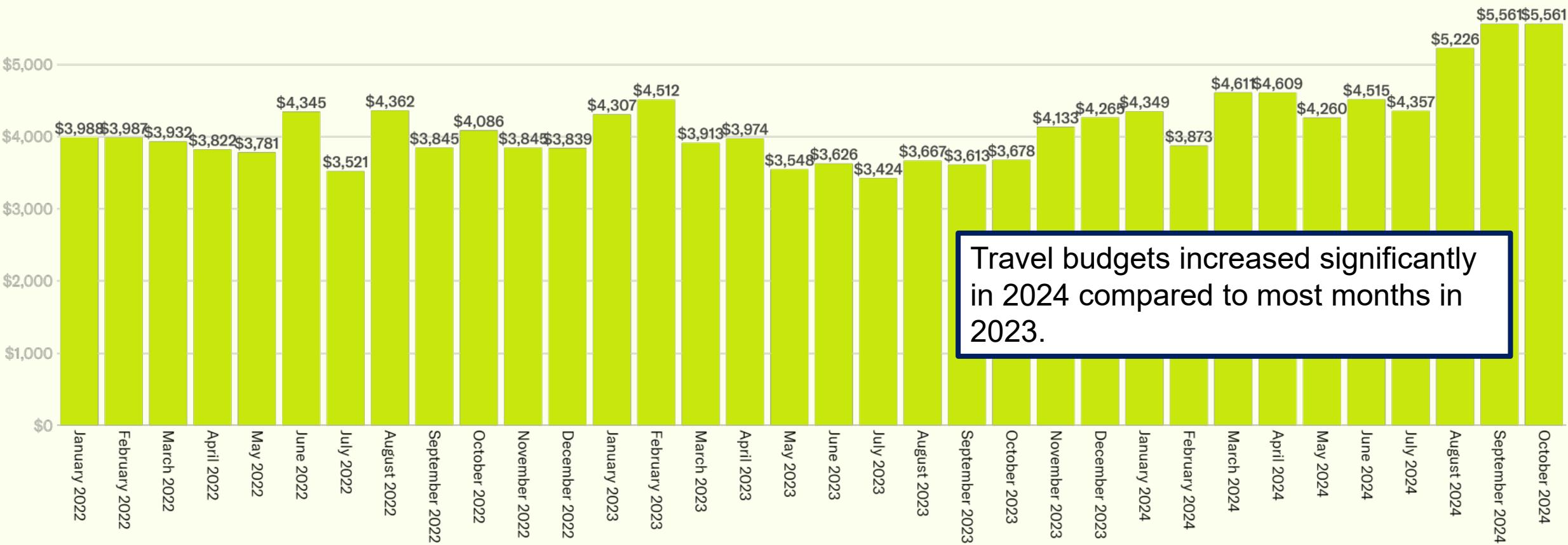
Excitement for leisure travel has remained consistently high since November 2022.

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)

Maximum Travel Spend

American Travelers

Average Maximum Leisure Travel Spend



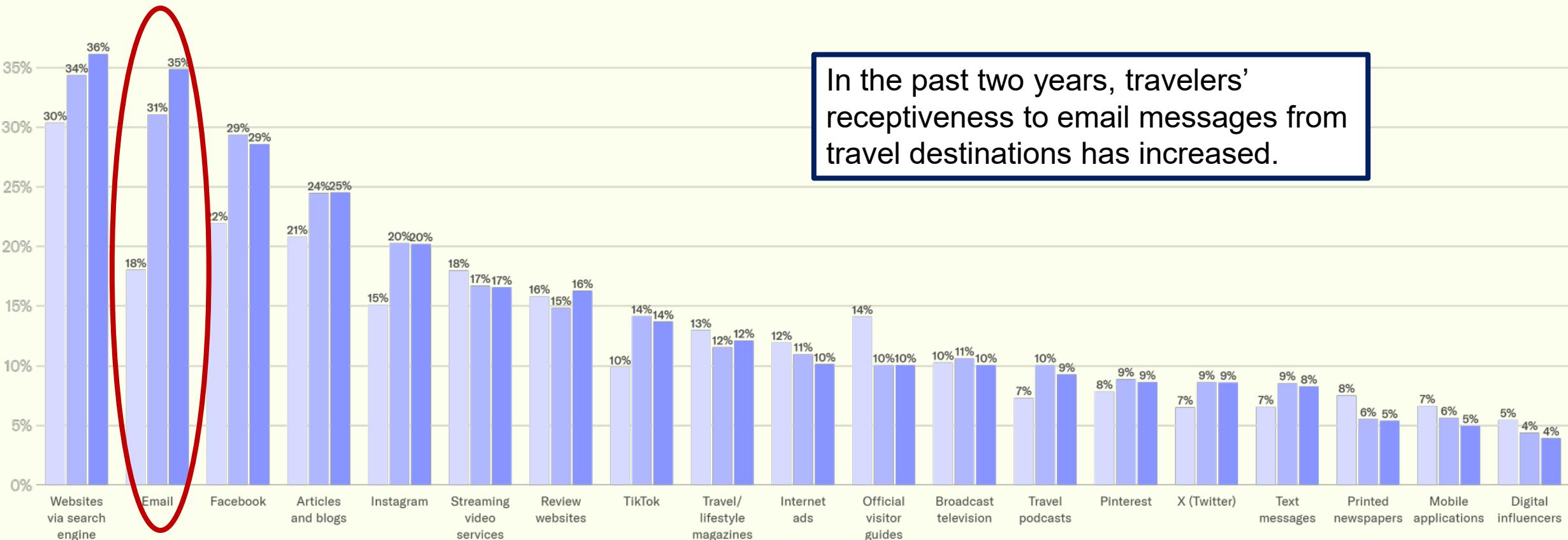
Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

Most Effective Travel Planning Resources

American Travelers

Travel Resources Most Effective for Learning About a Destination

2022 2023 2024 YTD



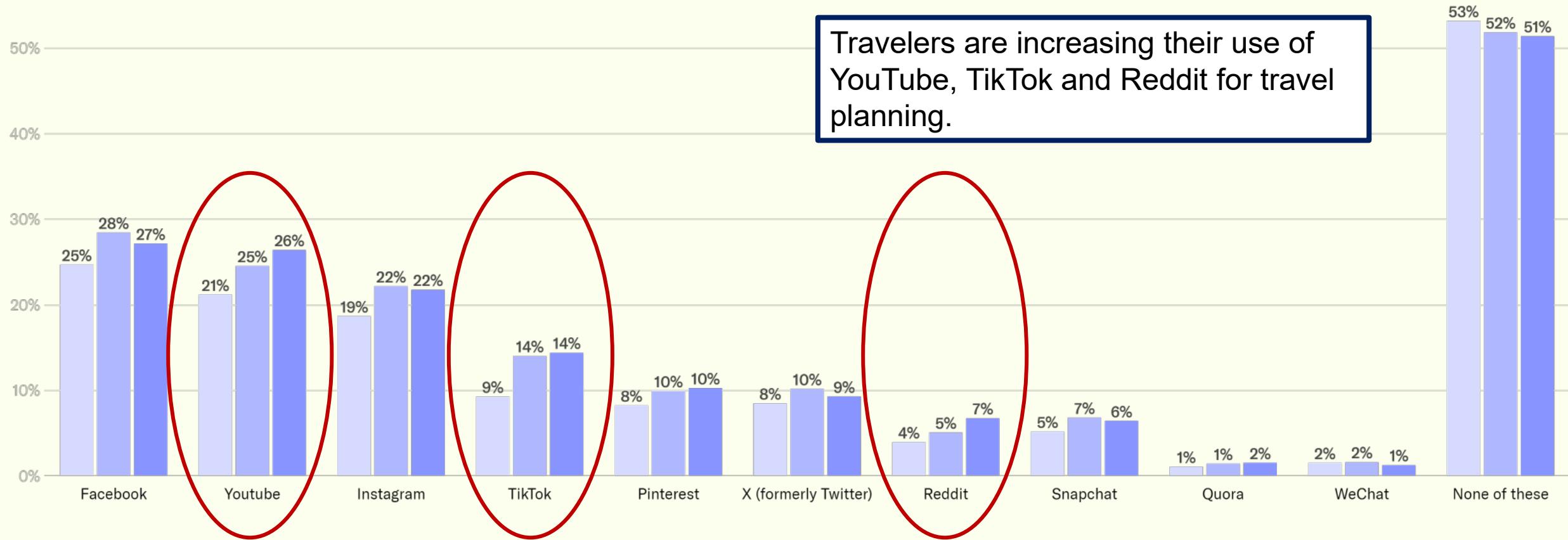
Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

Social Media Platforms Used for Travel

American Travelers

Social Media Platforms Used for Travel Planning in the Past 12 Months

2022 2023 2024 YTD

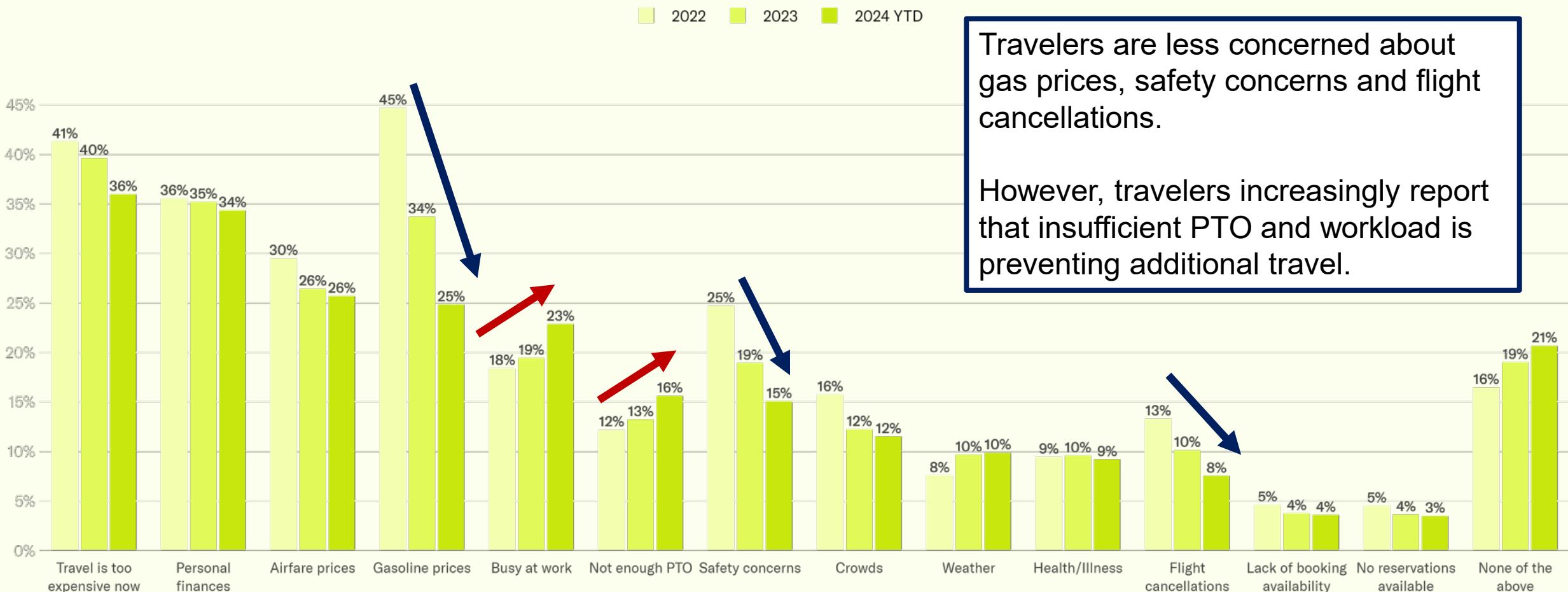


Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

Travel Deterrents

American Travelers

Travel Deterrents Preventing Additional Travel in the Past Six Months

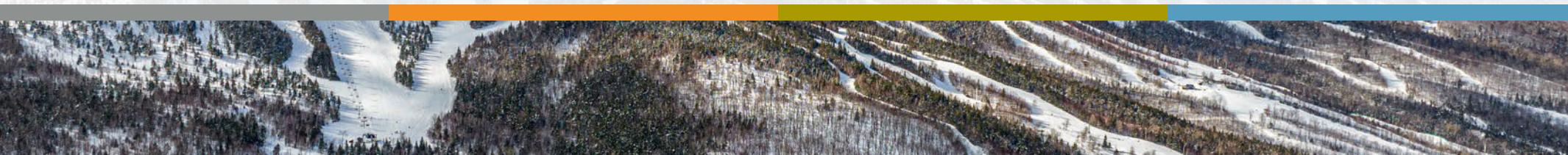


Travelers are less concerned about gas prices, safety concerns and flight cancellations.

However, travelers increasingly report that insufficient PTO and workload is preventing additional travel.

Question: In the PAST SIX (6) MONTHS, which (if any) of the following kept you from traveling more for leisure than you would have otherwise preferred? (Select all that apply)

Discussion: Travel Trends in the Region



Travel Trends

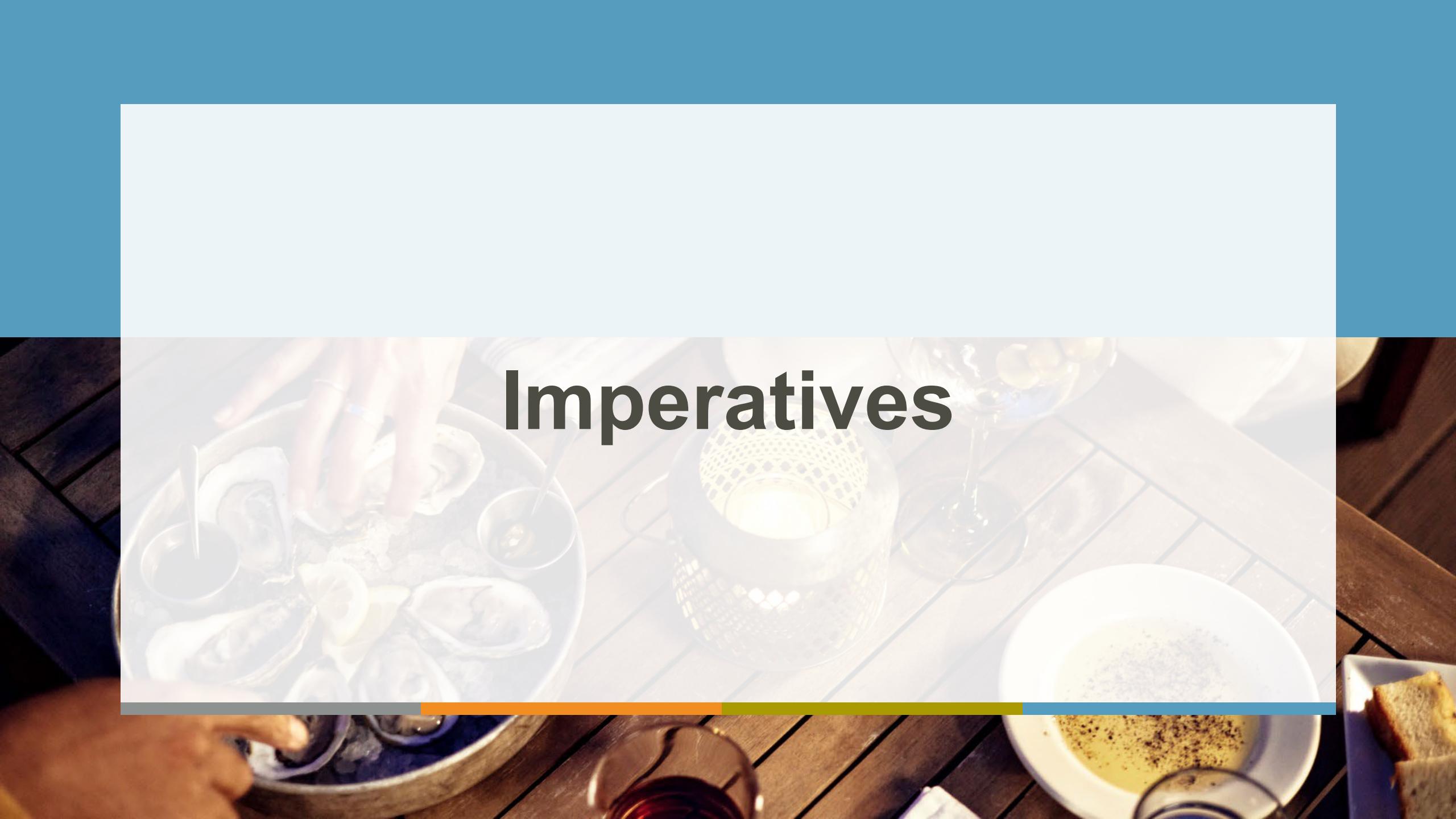
Visitors are
spending
more at
restaurants

Instructions:

- Select a Scribe and Reporter
- 1 idea per Post-It
- Select the one that you'd like to share with the full group.
- Add all Post-Its to the poster



Imperatives





IMPERATIVE

Optimize Economic Impact: Brand, Marketing & Visitors

Current Initiatives:

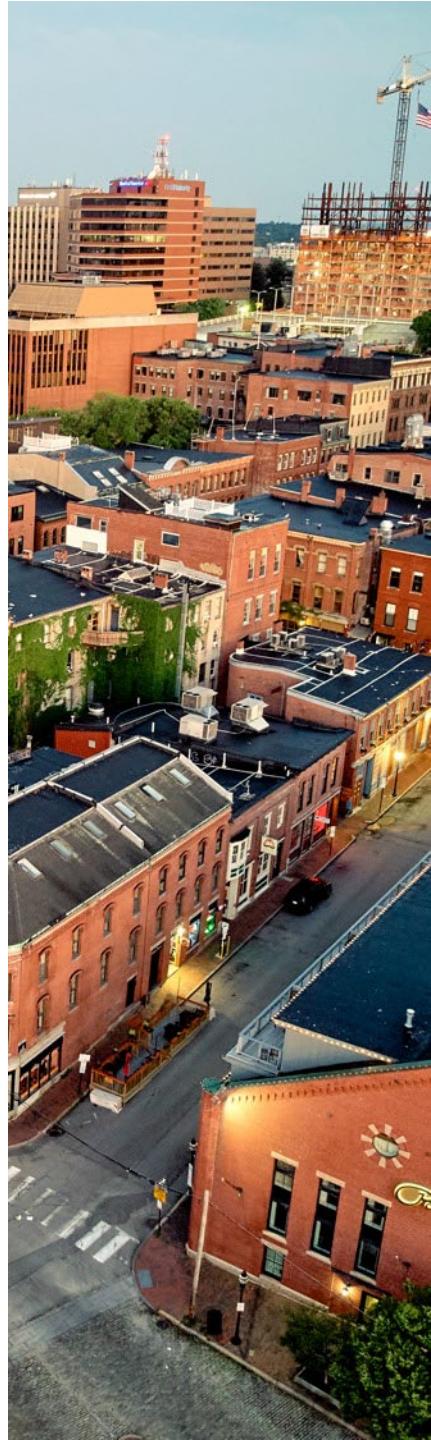
- Amplify the essence of Maine to attract travelers who are best aligned to Maine's experiences and ethos.
- Invest in marketing intelligence to improve effectiveness and enhance return on investment.
- Prioritize diversification of travelers to and within Maine.

Consider:

- From your perspective, how can we – Maine's tourism industry – further our goals for Brand, Marketing and Visitors over the next two years?
- What are the pressing needs?
- What does this look like in action?

Instructions:

- Brainstorm at your tables
- Write ideas on Post-Its
- Agree as a group which two you want the group to hear
- Once finished, move your Post-Its to the wall poster





IMPERATIVE

Promote Destination Stewardship: Protecting our Culture & Places

Current Initiatives:

- Build awareness of Maine's destination stewardship principles among residents, travelers, and stakeholders to encourage engagement and adoption.
- Develop and evolve industry programs to encourage destination stewardship.

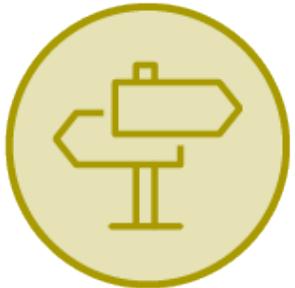
Consider:

- From your perspective, how can we – Maine's tourism industry – further our goals for Protecting our Culture & Places over the next two years?
- What are the pressing needs?
- What does this look like in action?

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IMPERATIVE

Advance Destination Development Experience & Infrastructure Management

Current Initiatives:

- Establish and maintain a robust & accurate inventory of tourism assets.
- Support and expand programs that improve tourism experience and facilitate product development.
- Advocate for necessary infrastructure investment.

Consider:

- From your perspective, how can we – Maine's tourism industry – further our goals for Experience & Infrastructure Management over the next two years?
- What are the pressing needs?
- What does this look like in action?

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IMPERATIVE

Prioritize Collaboration & Partnership

Current Initiatives:

- Evaluate & expand stakeholder communication & engagement strategy.
- Build partnership network & identify collaboration opportunities.

Consider:

- From your perspective, how can we – Maine's tourism industry – further our goals for Prioritizing Collaboration & Partnership over the next two years?
- What are the pressing needs?
- What does this look like in action?

Instructions:

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Thank you!

Please email any additional input to
DestinationPlan@maine.gov

