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Destination Management Plan -2025 Reset

Travel Trends

More international travelers
More travelers of color

Solo women travelers

Multi-experience trips

Spending:
Willing to pay for authentic

Suggestion for cultural norms guides

Shorter experiences

Spending:
Increased costs may lead to lower tips.

Spending
Hard to get transportation!
Hard to rent car or take a shuttle!

Restaurant spending per person has gone up.
SPENDING

People for a good deal
SPENDING

NIMBYISM

RESIDENT SENTIMENT

More single travelers
"Getting away - Solitude"
PREFERENCES

Generally prices have increased
SPENDING

PREFERENCES
more working vacations - working remotely (young demographic)

Last minute booking - shorter booking windows
PREFERENCES

Spending on experiences
SPENDING

Not doing good job of promoting to international market

Longer trips/stay increasing

More traveling in groups 15/20 plus

Wiscasset traffic for coastal

Looking for better value

transportation
Huge Challenge

More single people willing to spend for to have their own space

MOSTLY PEOPLE FROM New England

AGES: 60-75
Recently approaching Retirement

want more activities close by.

Windjammer set price

More Receptive to outsiders

young people coming mostly medical prof.

Session Location & Date

Rockport
12/5


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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?

Make Maine seem more welcoming / safe to a broader demographic

Promote the visibility of our diverse workforce

Keep focus on ALL regions throughout all seasons.

Bring travelers back from going abroad/international travel.

What are the pressing needs?

Transparency more availability better communication about what is available.
Pressing need

Continue to emphasize the unspoiled beauty of Maine - even in 'urban' areas

Staffing! Businesses don't have enough staff.

What does this look like in action?

Keep VisitMaine.com more updated! It still has lots of out-of-business listings

Promote Maine's safety stats

Inclusivity - feeling of welcome important for diversification

How will new federal admin affect travel and sustainability? Stay on top of it.

Highlight Maine's historical acceptance of LGBTQ+

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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?

Handwritten notes on sticky paper:

- Need to get the average resident aware of destination management.
- Better job of identifying what ME culture is. arts, cuisine not just outdoors
- Promoting Aquaculture industry Stewardship
- you are part of ~~our~~ our Sustainability
- Visitors are part of our sustainability promote market it.
- Seasonal events Pumpkin Fest gardens Aglaw
- Authenticity of Maine's places/people

What are the pressing needs?

Handwritten notes on sticky paper:

- more education about the cultural legacy of Maine's Indigenous communities
- Promoting those groups who preserve in marketing the STATE
- Land trust MA ISLAND TRAIL TRUSTS & PRESERVES

What does this look like in action?

Handwritten notes on sticky paper:

- How can we use social media better for awareness?
- PROMOTE Programs that preserve our COASTAL COMMUNITIES and inland

Session Location & Date

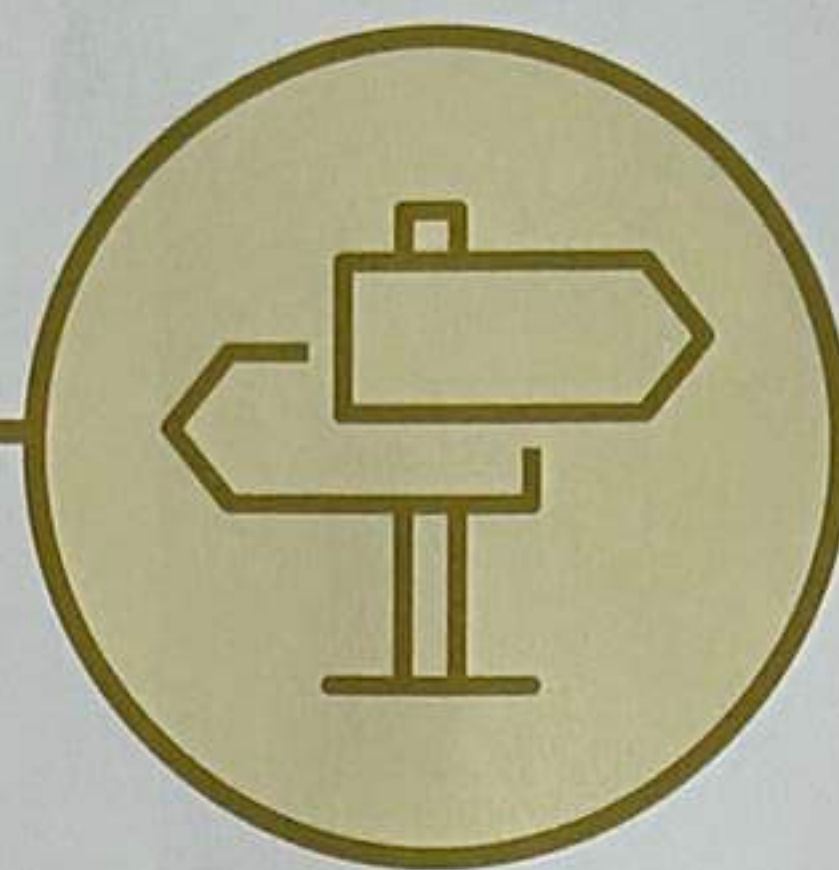
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Experience and Infrastructure Investment

From your perspective, how can we – Maine's tourism industry – improve and elevate our experiences and infrastructure over the next two years?

Paid parking
is a deterrent
to tourism

Better more
accurate
Visit Maine.com
website

More connection
with travel
"curators"
How do we teach
"Mom+Pop" businesses
to do this?

Infrastructure
Transportation from
airports!
- Train access
- Car rentals
- Include in packages

Staffing!
Need the
workforce!

How has Air BnB
changed the
landscape?

Mom+Pop businesses
need help + consider-
ation in dealing
with the new regulations
+ programs
How do they impact the
smallest businesses?

What are the pressing needs?

Worker
Housing

Parking!
Innovative
Solutions

Make Maine
more walkable,
bikeable

Public
Transportation

Chamber of
Commerce -
Greater
Involvement/
Support

Childcare

Public/private partnership

HOUSING
Management

What does this look like in action?

MOT should
collab w/ small
towns to help
w/ transport
+ parking

Cruse ship
optimize/coordinate
business communication

Investing
in completing
train +
more accessible
public trans.

Make towns
more walkable
utilize
public school
parking lots
Bus

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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?

Accountability!
MOT needs to
be accountable
to stakeholders

Can MOT
support small
scale collabs/
interdependency

What are the pressing needs?

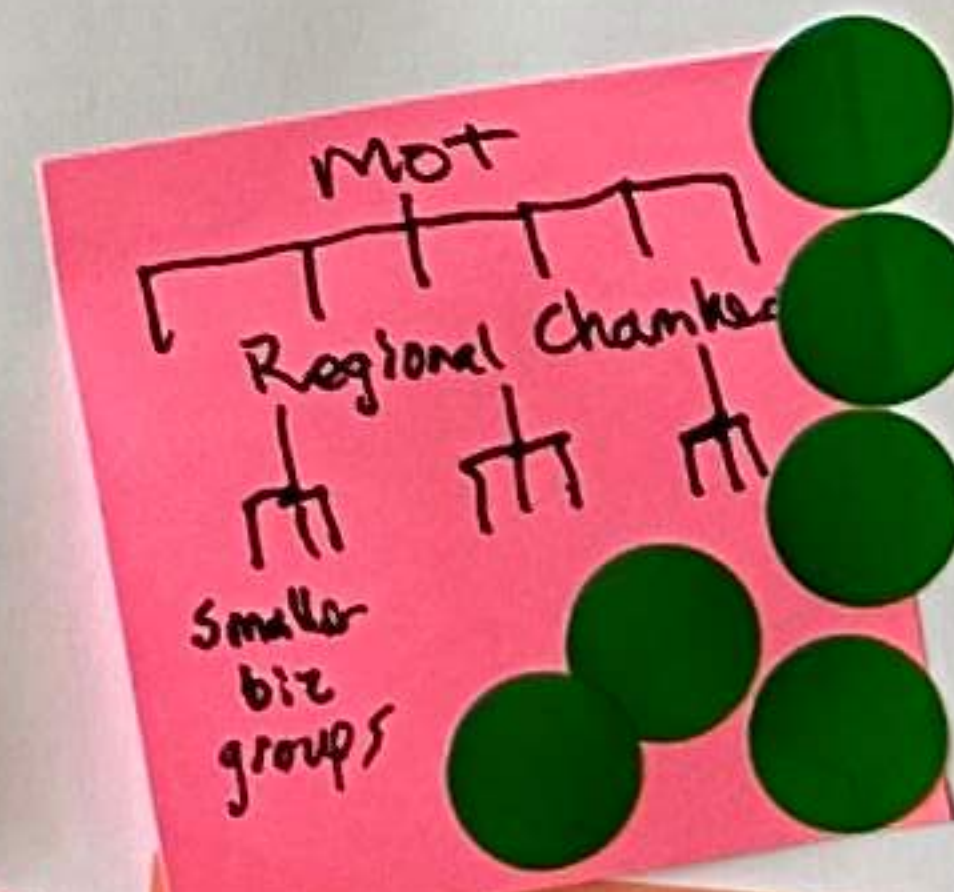
Chambers need
help!

Statewide
gatherings for
networking/collabs
regularly
(not just Gov's Conf.)

What does this look like in action?

Improve relationships
w/ Partner
organizations

More outreach
to stakeholders
for their input
(actual
phone calls)



Funding

Better communication
about upcoming
legislative changes
and the impact
they will have –
how to implement

Use MOT's
clout to encourage
towns to work
together
- CoC, etc.

Greater
local partnership –
Rising tide lifts
all boats –
BRING PEOPLE TO
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more
collaboration for
between for-profit
+ non-profit
businesses

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