

## DESTINATION MANAGEMENT PLAN



The Maine Office of Tourism (MOT) remains committed to our core purpose of marketing the state of Maine as a travel destination.

With more than **15 million** estimated visitors to the state in 2022 and direct tourism expenditures of over **\$8 billion**, tourism is an important economic engine for Maine. Every 102 visitors supports one job in Maine.

The Destination Management Plan supports the long-term success of the state tourism industry by balancing the visitor economy with stewardship of our natural resources and culture, qualities that have always drawn people to Maine. The plan is responsive to key trends that emerged following the pandemic, including a shift in traveler sentiment to prioritize outdoor experiences and a desire for responsible travel options.

## STRATEGY

The Destination Management Plan identifies five Strategic Imperatives to guide Maine Office of Tourism marketing and industry support programs:



### Optimize Long Term Economic Impact

Ongoing marketing of Maine as a tourism destination to visitors who best align to Maine experiences and ethos. Prioritize diversification of travelers.



### Promote Destination Stewardship

Stewardship includes expanding distribution of visitors around the state, increasing visitation in the off-peak seasons and supporting the integrity of Maine's natural and cultural resources.



### Advance Destination Development

Better incorporation of our cultural, historical and community assets into tourism promotion programs that support small businesses and our unique cultural qualities while balancing the quality of life for residents.



### Prioritize Collaboration and Partnership

Build partnerships with other Maine entities for mutually beneficial outcomes that improve the visitor experience.



**Enhance Organizational Effectiveness** Internal review of Office of Tourism tools and resources to support strategic priorities and foster a productive team culture.

## STAY CONNECTED

We look forward to partnering with you for the future well-being of our state economy, communities and environment.



**MOTPartners.com**

**DestinationPlan@maine.gov**



## WHAT OUR VISITORS SAY...

"Maine has a great blend of thriving urban scenery and relaxing rural. You can experience the nightlife or get away from it all. The music scene is fresh, and the culinary delights would dazzle the most refined epicurean."

"Beautiful sceneries, wildlife, lakes, mountains, rocky coastline, lighthouses, year-round activities, delicious seafood, all this in a relaxing and secure environment."

## STAKEHOLDER SENTIMENT



### Key Findings

- Stewardship of Maine's natural resources and cultural heritage is important to a future that can be enjoyed by residents and visitors alike
- Greater balance in visitation is needed seasonally and geographically
- More inclusive representation is needed to make Maine welcoming to all
- MOT should evolve to be a catalyst for stewardship of the destination

## TRAVELER SENTIMENT RESEARCH

**Expedia: Sustainable Travel Study**  
Journey to Clean, April 2022

- 90%** of travelers seek environmentally friendly transportation and lodging when traveling
- 70%** of travelers would sacrifice convenience for sustainable travel options

**Maine Office of Tourism**  
Visitor Tracking 2022

- 85%** of visitors traveled by car
- 74%** participated in beverage/culinary activities
- 53%** participated in sightseeing/wildlife viewing
- 50%** shopped, primarily in downtowns and outlets
- 38%** participated in active outdoor activities

## MOT STEWARDSHIP PRINCIPLES

The Maine Office of Tourism has adopted nine stewardship principles to support the future success of Maine's tourism industry.

1. Empowering the industry through collaboration and education.
2. Cultivating a unified brand and elevated visitor experience.
3. Educating through impactful storytelling that captures the multifaceted historical and cultural identity of Maine's communities
4. Preserving and celebrating the authentic character of Maine
5. Encouraging responsible practices and behaviors that protect the flora, fauna and aquatic environments that are central to Maine's vitality
6. Balancing the promotion of Maine's iconic popular destinations with Maine's lesser-known hidden gems
7. Safeguarding Maine's natural assets, resources and off-the-beaten-path locations
8. Upholding Maine's authenticity by showcasing Maine's local makers, artists, farmers, fishermen and other independently owned businesses
9. Empowering Maine's tourism workforce to reinforce their confidence in career choice and livelihood

