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Look Out For Me Campaign Overview



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Strategic Plan

Look Out for Me

The refreshed Look Out for ME initiative, built on the trusted Leave No Trace principles, invites visitors to explore Maine with care, respect, and awareness. From working forests to Wabanaki heritage, this effort helps protect what makes Maine special—for today and for generations to come.



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PURPOSE: Educate and inspire Maine's visitors to reduce their impact and increase their connection to the places they explore.

Look Out for ME by Practicing Leave No Trace:

1. Know Before You Go
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Respect Maine Culture and Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Others

Audience

Primary: Visitors to Maine's outdoor spaces and local communities.

Secondary: Land managers, tourism and outdoor industry partners, local communities, residents, and Wabanaki Nations.

Partners: Maine Bureau of Parks and Lands, Appalachian Mountain Club, Visit Maine regional partners, Wabanaki representatives, Leave No Trace, guides and outfitters.

Maine Office of Tourism Destination Management Plan: Promote Destination Stewardship

- 2.1 - Build awareness of destination stewardship resources for partners
- 2.2 - Integrate responsible visitor message into all MOT communications channels

OUR IMPERATIVES		
Reduce Visitor Impacts to Public and Private Recreation Areas	Reach the Visiting Public with Look Out for ME Messaging	Engage and Activate Statewide Influencers
12-MONTH OUTCOMES		
Maine's recreation areas experience a reduction in negative recreation impacts	The visiting public encounters LOFM messaging ahead of- and during their visit The visiting public is aware of how practicing Leave No Trace helps reduce impacts	Maine's land managers, tourism industry, and local communities regularly promote messaging and assets to visitors, guests, clients.
PROJECT INITIATIVES		
<ul style="list-style-type: none"> • Determine the viability of a reporting tool that Maine land managers could use to monitor recreation impacts at Maine's state parks. 	<ul style="list-style-type: none"> • Develop updated LOFM messaging collateral. • Promote updated LOFM messaging across paid and earned media. • Onsite activations to promote LOFM to visiting public 	<ul style="list-style-type: none"> • Refresh and launch LOFM toolkit assets • Promote updated LOFM across industry communications channels. • Highlight LOFM "champions" from across the state. • Develop LOFM presence at state conferences and events

Look Out for Me 2.0: Educate and inspire Maine's visitors to reduce their impact and increase their connection to the places they explore

- Purpose, Principles & Audience
- Strategic Imperatives:

1. Reduce Visitor Impacts to Public and Private Recreation Areas

2. Reach the Visiting Public with Look Out for Me Messaging

3. Engage and Activate Statewide Influencers

Content Pathways

“Look Out for Me by...” turns the campaign into a container for meaningful pathways that resonate the Maine experience.

- Practicing Leave No Trace
- Respecting Private Land Recreation
- Recognizing Working Forests and Waters
- Respecting Wabanaki Nations
- Thoughtful Travel Through Maine’s Towns



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7 Principles

7 Principles

1. Know Before You Go
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
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5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Others

PRINCIPLE 1



Know Before You Go

Look out for ME by looking out for YOU. Being prepared makes your adventure safer, more enjoyable, and better for Maine's coastlines, rivers, forests, and mountains.

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PRINCIPLE 1: Know Before You Go

- **Know the Rules and Be Prepared:** Research local regulations, including permits and fire restrictions, on sites like [Visit Maine](#). Pack plenty of food, water, and the other “[Ten Essentials](#)” before heading out on your adventure.
- **Respect Private Land:** Many landowners allow recreation on their land, but it’s up to you to confirm permission before entering.
- **Recognize Working Forests and Waters:** Maine’s landscapes are not just for recreation—they’re also active, productive environments that support local livelihoods and communities. Forests may be actively logged; waterways are used for lobstering, clamming, aquaculture, and transport. For everyone’s safety, maintain a safe distance from active logging operations, and do not disturb working docks, fishing equipment, traps or buoys.
- **Plan for Changing Weather:** Maine’s weather can turn fast—be weather wise and pack layers, rain gear,, and check the forecast before heading out.
- **Be Prepared to Share the Space:** Outdoor recreation in Maine welcomes everyone. Have an alternative plan in case the parking area is already full.
- **Respect Group Limits:** Smaller groups can reduce environmental impacts and preserve solitude.
- **Seek Expert Advice:** Registered Maine Guides and outfitters can help you safely explore places and activities you wouldn’t go on your own.

PRINCIPLE 2



Travel and Camp on Durable Surfaces

Stick to developed trails, and overnight right. The best way to protect Maine's fragile ecosystems? Stay on marked trails and camp in designated sites.

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PRINCIPLE 2: Travel and Camp on Durable Surfaces

- **Stay On Designated Trails:** Staying on the trail protects fragile plants, keeps you away from hazards like poison ivy and ticks, and helps avoid forestry equipment.
- **Set Up Smart:** Use established campsites to avoid damaging new areas.
- **Avoid Trampling Fragile Areas:** Vegetation and soils in Maine's alpine zones and coastal islands can take years to recover from a single step.
- **Respect Seasonal Closures:** Avoid muddy trails to prevent lasting damage. If you have to pass through wet or muddy trails, walk down the middle of the trail to avoid widening the path and making it worse.

PRINCIPLE 3



Dispose of Waste Properly

Nature is calling—do you know how to "go?" Waste—including yours and your pet's—pollutes water, spreads disease, and ruins the experience for others.

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PRINCIPLE 3: Dispose of Waste Properly

- **If You Pack It In, Pack It Out:** Carry out all trash, including food scraps and biodegradable waste like fruit peels. Bonus points for packing out trash you find along the way.
- **“Go” Before You Go:** Use available restrooms before your adventure. And, if there’s no restroom, dig a 6–8 inch hole and bury poop at least 100 feet from trails and water.
- **Adhere to Land Manger Recommendations:** In some places, packing out all solid human waste using a WAG Bag is the best way to reduce soil and waterway contamination. Be sure to know the regulations before your adventure.
- **Bag & Carry Pet Waste:** Dog poop doesn’t belong in nature—pack it out and put it in the trash.
- **Wash with Care:** Use biodegradable soap at least 200 feet from water, disperse strained dishwater, and carry out food scraps to an available trash can.

PRINCIPLE 4



Respect Maine Culture and Leave What You Find

Explore Responsibly: Discover and protect Maine's living history

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PRINCIPLE 4: Respect Maine Culture and Leave What You Find

- **Learn about today's Wabanaki Nations.** The “People of the Dawn Land” have been stewards of these lands and waters long before it was called Maine. Composed of the Maliseet, Micmac, Passamaquoddy and Penobscot tribes, the Wabanaki [waa·buh·naa·kee] contribute to the thriving cultural heritage that makes Maine such a special place. Learn more here about [Wabanaki Nations](#)
- **Respect Cultural Sites:** Observe historic structures and artifacts but leave them untouched, and only visit areas open to guests. Taking or moving historical artifacts can erase some of our only records of that history.
- **Please don't disturb forestry equipment or coastal traps, buoys, or gear.** Maine's working landscapes and waterways are an active part of Mainer's livelihoods. It's also a good idea to stay off docks unless invited.
- **Take Only Pictures:** Rocks, driftwood, and plants provide habitat and nutrients.
- **Don't Disturb Rock Cairns:** Those stacked rock formations? They mark the trail—don't move or build new ones. Well-intentioned “rock art” disturbs habitat and can lead hikers astray.
- **Stop Invasive Species:** Buy firewood locally, clean your boots and gear, and [clean, drain and dry](#) watercraft before and after visiting.

PRINCIPLE 5



Minimize Campfire Impacts

Protect trees, keep fires safe, keep Maine beautiful. Campfires can cause lasting damage. If you don't need one, skip it and stargaze instead.

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PRINCIPLE 5: Minimize Campfire Impacts

- **Follow Fire Restrictions:** Maine's dry seasons mean fire bans—always check first. If fires are permitted:
 - **Do you need a Recreational Fire Permit?** Many areas of Maine will require you to have a permit for your campfire. Check [here](#) first to avoid issues later.
 - **Use Fire Rings:** Only build fires in approved sites.
 - **Gather Small & Dead Wood:** Protect Maine's mighty forests - never cut branches or peel bark from live trees. If you're bringing firewood, buy near where you will burn it. If you're bringing firewood, buy near where you will burn it.
 - **Use Water to Drown Your Fire:** Fully extinguish fires with water before you leave.
- **Consider Using a Stove:** It's safer, easier, and reduces impact. Lanterns and string lights make for great campsite ambiance instead of a campfire.

PRINCIPLE 6



Respect Wildlife

Keep wildlife wild—give space and don't feed. Maine's moose, bears, and seabirds deserve to thrive without human interference.

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PRINCIPLE 6: Respect Wildlife

- **Watch From A Distance:** Use binoculars or a zoom lens—getting too close will stress animals and be dangerous.
- **Never Feed Wildlife:** It can change their behavior and can make them dependent on humans.
- **Protect Habitat:** Stay out of nesting areas and keep pets leashed.
- **Store Food Securely:** Use animal-resistant containers to store your food.
- **Be Aware of Seasons:** Give extra space during breeding and migration times - be aware that some hiking and climbing areas are closed seasonally during nesting season.

PRINCIPLE 7



Be Considerate of Others

Look out for ME, look out for YOU, look out for WE. Maine is "Vacationland"—let's all enjoy it together.

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PRINCIPLE 7: Be Considerate of Others

- **Travel Thoughtfully Through Maine's Towns:** Responsible visitation makes a difference in town, too. Some Maine communities have local norms for respectful visitors. Among other things, parking in designated spots is essential!
- **Yield to Others on Trails:** Uphill hikers, equestrians, and working vehicles or equipment have the right of way.
- **Keep It Quiet:** Let nature be the soundtrack—avoid loud music and shouting.
- **Pick Up After Pets:** It's a shared space—keep it clean.
- **Be Courteous at Boat Launches and on the Water:** Have patience at boat launches and make sure to share these public spaces. Give space to anglers, paddlers, and boaters, and remember, there's no swimming at water-access sites. Swimming access points can be found [here](#).
- **Respect Maine's "Open Land" Tradition:** In many places, private landowners allow recreational access. Show your appreciation by seeking permission, treading carefully, and [educating yourself](#) on this uniquely Maine tradition.
- **Give Back:** Look for ways you can give back to the communities and organizations that make Maine's outdoors great. Consider integrating volunteer work into your trip, or make a donation to local conservation groups.

By following these principles, you're helping to preserve Maine's beauty for generations to come. Look out for ME—and let's keep Maine special.

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Media Plan

Tactical Overview



Display



Native



Paid Social



Content Partnerships

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Outside

Custom Social Series



Nativo

Custom Native Article

**Custom
Partnerships**

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Outside: Custom Social Series



Partnership Details

A 5-part social series equipping travelers and locals with Leave No Trace know-how to explore Maine's outdoor spaces respectfully and prepare for unforgettable—and sustainable—adventures

Distribution

Outside Instagram + Facebook with opportunity to collaborate with MOT and LNT socials

Partner

Featured creator will be a Local Registered Maine Guide AND Leave No Trace Educator

Targeting

Users who who have visited Maine content across our network at least once in the past 90 days

Nativo: Custom Native Article + Targeting Details



Partnership Details



Nativo's layered targeting strategy will reach audiences where they are already engaging

93.1%

Leisure Travelers

91%

Travel Intenders

95%

Outdoor Enthusiasts

TARGETING STRATEGIES

CONTEXTUAL

Run in premium placements on relevant pubs including travel and outdoor sites relating to your audience's interests

DATA

Use robust 3P segments like travel intenders and road trippers and retarget based on qualified audiences that have seen MOT content

GEO

Primary, In-State, Local, Markets in Maine

***Top Maine visitors were from: MA, NY, NH, CT, NJ, PA, & FL*

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Creative

Creative Examples

TRAVEL AT THE PACE OF THE PLACE

Thoughtful travel doesn't just improve your visit—it helps sustain the places and people that make Maine special.

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FORGED BY NATURE

TRAVEL KINDLY

Be a good guest—on the trails, in our towns and everywhere in between.

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FORGED BY NATURE

Know Before You Go

• **Leave the Ruben and the Peeper!** Research local regulations, including permits and fee restrictions, on sites like [Blue Hill State](#). Park plenty of food, water and the other "Ten Essentials" before heading out on your adventures.

• **Respect Private Land.** Many landowners allow recreation on their land, but it's still best to confirm permission before venturing.

• **Resignation Working Forests and Waters.** Maine's landscape was not just

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visitmaine Thoughtful travel doesn't just improve your visit—it helps sustain the places and people that make Maine special. #LookOutForME

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Respect Maine Culture

Wherever your Maine travels lead, join our shared promise to be a good guest—on the trails, in small towns and everywhere in between. ...See more

Learn more

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Wherever your Maine travels lead, join our shared promise to be a good guest—on trails, in our towns and everywhere in between. #LookOutForME

Know Before You Go **Learn more**

Camp on Durable Surfaces

Share

SPONSORED CONTENT

Look Out for ME: A Shared Promise to Maine's Outdoors

By Maine Tourism



LEAVE IT LIKE YOU LOVE IT.

From its pine forests to its rugged coastline, every adventure in Maine is made possible by a natural and cultural landscape that deserves our respect and care. That's why we're inviting you to Look Out for ME, an initiative rooted in decades of research and the 7 Principles of Leave No Trace. Join the shared promise to be a good guest—on the trails, in small towns and everywhere in between.

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Creative Examples

TRAVEL AT THE PACE OF THE PLACE

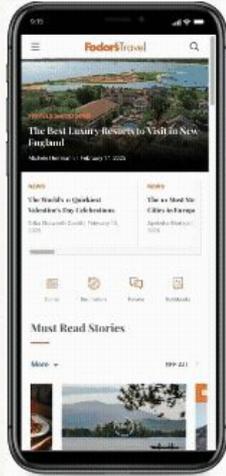
Thoughtful travel doesn't just improve your visit—it helps sustain the places and people that make Maine special.

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TRAVEL KINDLY

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visitmaine Thoughtful travel doesn't just improve your visit—it helps sustain the places and people that make Maine special. #LookOutForME

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Respect Maine Culture

Wherever your Maine travels lead, join our shared promise to be a good guest—on the trails, in our towns and everywhere in between. [...See more](#)

Learn more

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Wherever your Maine travels lead, join our shared promise to be a good guest—on trails, in our towns and everywhere in between. #LookOutForME

Know Before You Go [Learn more](#)

Camp on Durable Surfaces

[Share](#)

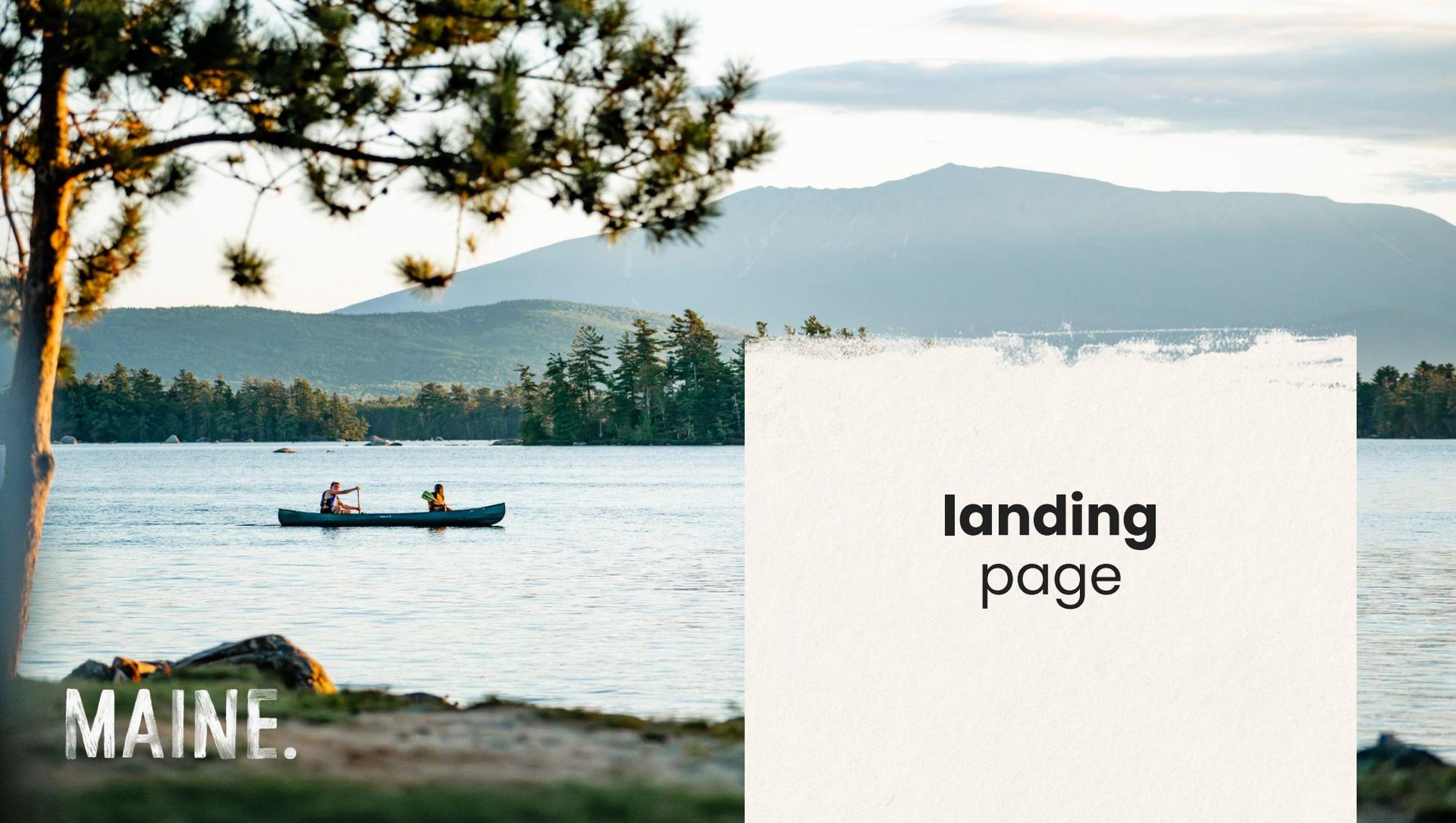


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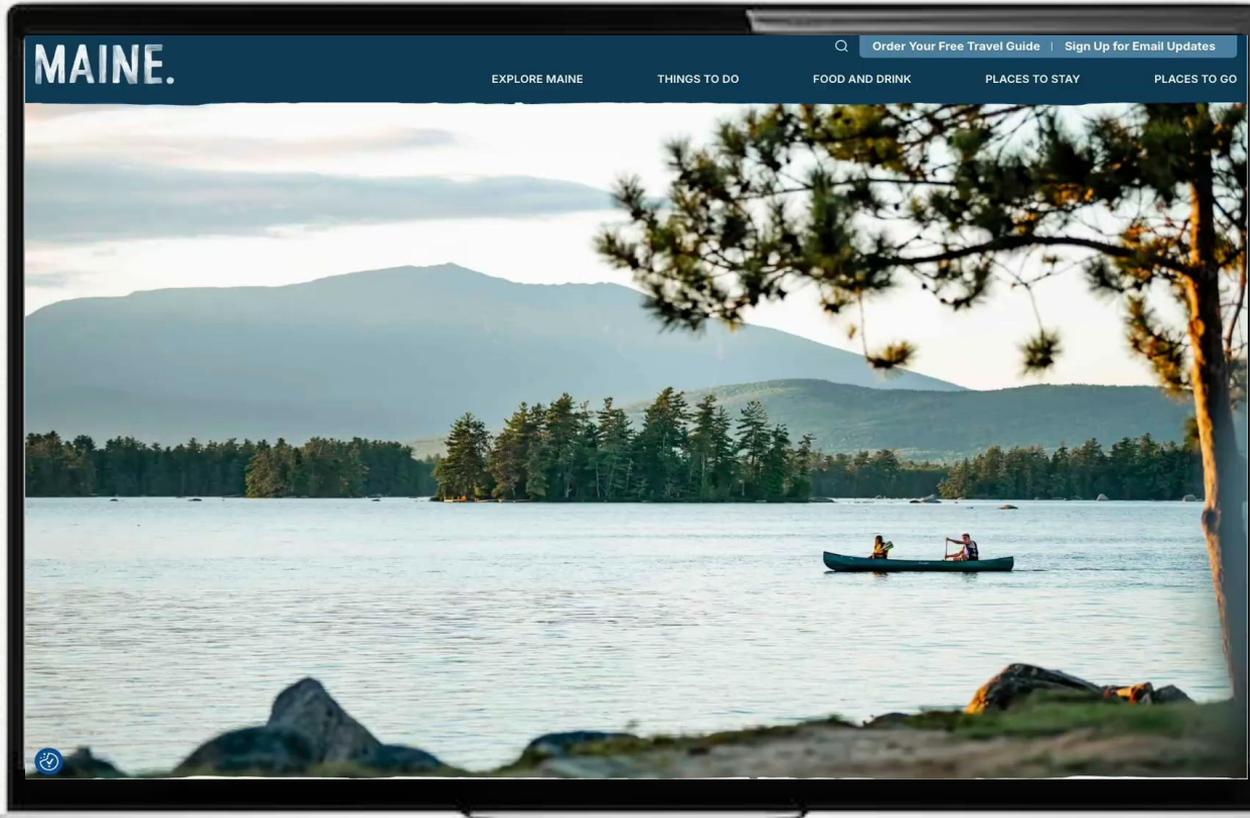
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landing
page

Landing page



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Thank you

