Maine

Downtown Conference
May 13, 2016

Communication and Collaboration

- Connecting – people, resources, organizations
- Building Relationships and Resolutions
- Team building & Technical Assistance

Maine

What is a Destination?

Destination

- A place worthy of travel for an extended visit

Maine

The Tourism System

Many Separate Elements = the Whole Experience

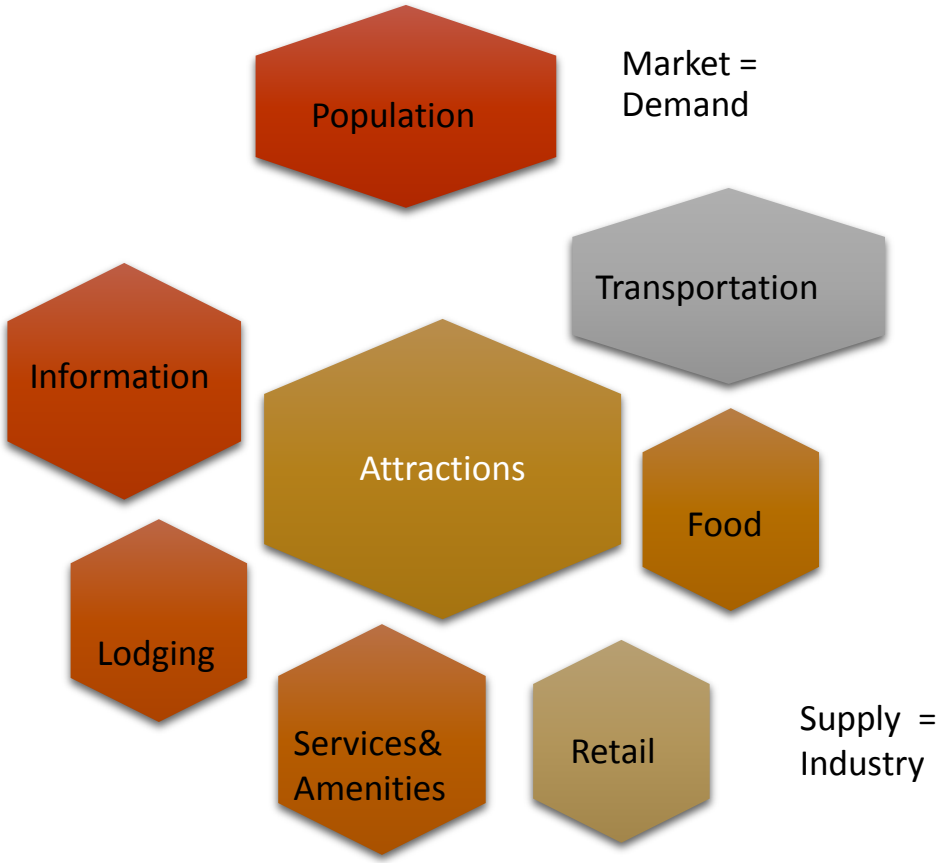
Maine

Distinct, but related Components

- Attractions
- Services – internal to the destination (intrinsic)
  - Accommodations, food services
  - Travel agencies
  - Recreation
  - Entertainment
  - Information
  - Retail
  - Transportation
  - Communication

Maine

The Tourism System



Maine

Attractions are the Magnets

- Natural Attractions
- Man-made Resources
- Cultural Resources
- Human Resources
- Capital Investment Resources

Maine

Public Services Are Critical

- Public Restrooms – necessities of life!
- Positive 1st Impression
- Gateway Signs & Wayfinding
- Appearance Matters
- Perpendicular signs for visibility
- Parking areas
- 24/7 Information

Maine

Anchor Businesses

- Usually needs two – three anchors
- Offer significant pull power
- Usually important employers
- Larger marketing budgets
- Have major marketing efforts
- Recognizable brands in their own right

Maine

What Does Success Look Like?

Successful Destination Qualities

Qualities of Success

- Unique Identity
- Accessible
- Critical Mass of Products & Services
- High Quality Services/Amenities to Attract
- Infrastructure is aligned with image
- Available Workforce

Maine

. . . . Qualities, contd.

- Way-Finding system
- System for Visitor Information 24/7
- Leadership, cooperation, synergy
- Continuous Industry Education
- Business, Retailer & Governmental Cooperation
- A Destination Organization to locate funding and that is committed to marketing

Maine

Contact Information

:

Donna Moreland
Destination Development Specialist
Maine Office of Tourism
207-624-9808
Donna.moreland@maine.gov

Maine

Conditions Present in a Destination Poised for Development

- Inventory of Assets & Liabilities
- Identified appropriate Market Niche(s)
- Community support
- Financial Support
- Partnerships leverage Resources
- Qualified Local & Regional Leadership
- Regional Networking, Partnerships & Cooperation

Maine

Tourism Destination Development Program

- To encourage development of destination areas
  - And of travel products and activities
- Build an interagency governmental assistance team
  - Review, analyze and discuss issues
  - Work collaboratively to overcome barriers
- Provide important information on policy to appropriate individuals & groups
- Build capacity of rural communities & regional tourism destinations by providing information on:
  - marketing, product development , best practices, relationship management services and sources of funding

Maine