LIVE THE NEW FOREST FUTURE
Creating Bold Possibilities that Give Rise to Vibrant Northern Forest Communities

LIVE THE NEW FOREST FUTURE
The Maine Woods Consortium

Network of non-profits, state agencies and businesses working to build economic vitality in the Maine Woods through development of High Potential Rural Destination Areas.

Maine Woods Tourism Training

- 100+ training workshops serving more than 300 businesses
- Direct financial and technical assistance to 50+ tourism businesses
- WelcomeME online customer service training (www.mainetourismtraining.com)

Cooperative Marketing

- Secured roughly $2 million of public relations and marketing through Maine Woods Discovery:
  - Social Media
  - Thoreau-Wabanaki Tour
  - Facing Waves

Network & Policy Development

- 5 Maine Woods Tourism Rallies:
  - Robert Reid – Lonely Planet
  - Harry Dahlgard – Travel Oregon
  - David Beurle – Future iQ
- Maine Office of Tourism Destination Development Program
- Future of Tourism in the Maine Woods
  - Emerging Trends
  - Potential Scenarios & Impacts
Destination Development makes rural communities more appealing to visitors (and visitor spending) as well as new residents and businesses.

**WHY**

- Improve product quality to better compete and secure premium pricing
- Create new and better business and employment opportunities
- Turn visitors into new residents and business owners
- Diversify rural economies

**HOW**

- Coordinate business, municipal and non-profit activities
- Invest in tourism products and services, host community amenities, and visitor experiences
- Capitalize on rural Maine’s quality of place and its extensive natural and recreational resources.
Projected Economic Impact: Rural Destination Development in the Maine Woods Region

<table>
<thead>
<tr>
<th>Economic Opportunity</th>
<th>GROWTH RATE PROJECTION</th>
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<tbody>
<tr>
<td></td>
<td>2017</td>
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<tr>
<td>Annual growth in Visitor Numbers</td>
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<tr>
<td>Annual increase in average visitor spending</td>
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<tr>
<td>Number of visitors</td>
<td>15.6 MILLION</td>
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<td>Average spending per visitor</td>
<td>$147</td>
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<td>Total visitor spending</td>
<td>$2.3 BILLION</td>
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* Study region includes areas extending beyond the core Maine Woods counties.
High Potential Rural Destination Areas:
Concentration of natural and cultural assets, local interest and capacity to emerge as drivers of the region’s Destination Tourism economy
Future Scenarios: Moving from the “expected” to a “preferred” future based on high-touch experiences and emerging markets
### Rural Destination Development:
Planning for sustainable, long-term growth that delivers value to the Maine Woods region

#### Future iQ: Strategic Recommendations

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<tr>
<th>STRATEGY</th>
<th>RECOMMENDED ACTIONS</th>
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<tr>
<td>Innovative Product Development</td>
<td>- Work with High Potential Rural Destination Areas on unique <strong>place-based product development</strong></td>
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<td>- Develop &quot;packages&quot; of highly curated <strong>travel experiences</strong></td>
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<td>- Encourage <strong>new accommodation types</strong> and supply expansion</td>
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<td>Marketing to Emerging Markets</td>
<td>- Develop an overarching Maine Woods <strong>marketing strategy</strong></td>
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<td></td>
<td>- Capture the Maine Woods’ <strong>unique character and appeal</strong></td>
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<td>Local Leadership</td>
<td>- Bring elected officials, businesses, non-profits, and municipal <strong>leaders to the table</strong></td>
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<td>- Communicate tourism’s <strong>economic benefits</strong> to the region’s <strong>residents</strong></td>
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<td>Collaborative Regional Investment</td>
<td>- Convene private and public funders to coordinate <strong>tourism investments</strong> in the Maine Woods region</td>
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<td>- Create <strong>attractions</strong> that will induce more <strong>coastal visitors</strong> to experience Maine Woods destinations</td>
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<td>Sustainable Destination Management</td>
<td>- Incorporate the principles of <strong>sustainable destination development</strong></td>
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<td>- <strong>Protect</strong> the Maine Woods’ <strong>working forests and environmental treasures</strong></td>
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Community Destination Academy

Partnership between the Consortium and Maine Office of Tourism (MOT) combining professionally led workshops and training sessions with financial and technical assistance in participating Rural Destination Areas

- Working cohorts of business, non-profit, and municipal leaders
- Destination development skills and knowledge
- Technical and financial assistance for local project implementation
- Confidence and a track record of successful collaboration to support ongoing product development and marketing.
Outdoor Recreation Destination Areas

Outdoor Recreation Drives
Destination Development in the Maine Woods

- Tradition
- New Activities
- Learning Opportunities
- Health & Wellness
- Visitor Spending
- Quality of Life
For More Information:
www.mainewoodsconsortium.org