

Sustainable and Experiential Tourism Workshop Evaluation

Here are the results and comments from the Workshop's Participants!

1. Please rate the following:

	Poor	OK	Good	Excellent
Workshop Overall			13	12
Workshop Organization		1	11	12
Facility		6	13	6
Catering/Food		6	7	12
Registration Process			13	12
Scheduling of Sessions			13	9
Workshop Topics				
• General Sessions		2	8	13
• Track 1 – Self Guided Itineraries		1	3	6
• Track 2 – Keys to Successful Collaborations		1	5	5
• Track 3 – Commercial Packages – How to Do It.			3	

Comments on above:

- Liked open feel, but separate rooms needed for break outs
- Vegetarian Option Needed
- Thanks to all for the follow up (under registration)
- How important is Self Guided Itineraries
- More brainstorming needed under successful collaborations
- Well represented; lots good ideas
- Paper plates/Styrofoam cups should be replace with reusable plates & glasses
- Came away with an excellent suggestion to distribute our brochures; it was worth the trip!
- Need break out options; lots of good ideas; well presented

2. What other topics related to sustainable and experiential tourism would you like to see covered during such workshops? Please Describe.

- Marketing Opps
- How economic development agencies, non-profits, municipalities, etc can work together to improve sustainable tourism.
- Successful itineraries (legal and safe)
- Basic customer service for any business; how to engage all area residents to recognize the importance of tourism to the area and their role in promotion.
- More environmental protection and less money making
- Collaborative marketing – group businesses to reduce each one's share of total expense.
- Brochure building
- Effective web designs
- Boat tours
- Direct negative impact of LNG; opposite direction of this conference/mission

- Web site development
- Marketing- what types of marketing do business find the most successful and why.

3. For me, the most valuable session was (please explain):

- Getting resource guide and visit ME packets
- Meeting others – particularly folks from the state
- Successful models of collaborations in sustainable and experiential tourism. We need to start providing packages which will entice tourists to come and stay a few days.
- All sessions very valuable in their own way; thank you!
- General session – because of the variety of thoughts exchanged.
- Green Hotel and Track
- The first three; liked the itineraries
- Sustainable practices and certifications.
- Feedback – closing
- General session
- Getting resource guide and visit ME docketts.
- Meeting others; particularly folks from the state
- Not one particular session, but being together with business owners is exciting & motivating.
- Self guided itineraries; this has been the best means of advertising for me. Works very well for rural areas.
- Open discussion just prior to lunch
- Models: 10:15 – 11:45 real life examples; more audience participation; most interactive session
- All of them, the opportunity to network and to hear how others do things
- Successful models of collaborations in sustainable and experiential tourism. Because I believe in order to get tourist to make Washington County a destination, rather than a pass through we need to start providing packages which will entice them to come and stay for a few days.

4. Please indicate the degree to which you agree with each statement.

(Please circle one for each question)

A. Sustainable Tourism is an important market segment that is ideally suited for DownEast & Acadia.

Strongly Disagree Disagree 22 Agree Strongly 2 Agree No opinion

B. I gained information and/or tools from this workshop that I can use to develop my business.

Strongly Disagree Disagree 11 Agree Strongly 15 Agree No opinion

C. I gained information and/or tools from this workshop that I can use to increase the sustainability of my business.

Strongly Disagree 1 Disagree 8 Agree Strongly 14 Agree 2 No opinion

D. I gained information and/or tools from this workshop on how to market to the sustainable tourism segment.

Strongly Disagree Disagree 3 Agree Strongly 16 Agree 1 No opinion

E. Please describe this (these) tool(s) and how you plan to use it (them).

- Efficiency consultation; listed on ME innkeepers website;
- Collaboration; Grass roots efforts
- Brochure for itineraries
- I will contact Scott Cowger & Craig Ten Broeck for more info
- Contacts; more marketing tools
- Self guided itineraries – this tool could be used to build a business of developing the brochures for other businesses in the county.
- Collaborations – an agent could get businesses to work together to develop packages to entice tourists to this area.
- I know that the tools will be helpful and we've been talking about them here; Green initiatives are always great.

5. During the workshop, I met someone I can work with to further develop my business.

20 Yes 1 No 1 No response

6. How would you describe your current challenges regarding sustainable tourism?

- Creating the new business that will be used to work with others
- Collaborating with other organizations to leverage and share resources
- Running a small business with only two people
- Covering all aspects
- More visibility
- Learning business start up skills
- Tried recycling - didn't work. Don't know to what extent we can incorporate these ideas.
- Increase web site hits
- Low populations and micro businesses mean that the work involved to collaborate, to develop sustainable tourism pkgs or even to stay open mean that the work that must be done simply can't get done or gets done too slowly to be effective.
- Development of interesting itineraries.
- We are just starting to learn about tourism in hopes to start an Inn
- Uncertainty about whether heavy industry will invade our area and if any of us will still be in business in five to eight years time.
- Time and money
- LNG, huge increase of seasonal rental properties by people who do not necessarily need income to pay taxes for their properties.
- Using (finding) fluorescent lights that are attractive in presentation to guests; finding a place to dispose of them.
- I would like to develop a business which would support sustainable tourism and aid the economy of this area. Your conference was very beneficial in starting this endeavor. Many ideas were discussed which would help build a business.

7. After taking part in the workshop I've identified an action I can take to increase the sustainability of my business.

17 Yes 2 No 3 No response

8. After taking part in the workshop I have met people I can potentially partner with to develop a tour or package.

15 Yes

3 No 4 No response

9. Please describe some ideas you are working on or would like to develop.

- Collaborative D.E. Guide Books by locals
- Eco lodge/ complex
- Collaboration with non profits – Downeast Salmon Federation, etc.
- For us it will be marketing the experience, creating collaborations; promoting itineraries
- How to do a blog on my website
- I represent a chamber, so I can inform members of the ideas/examples presented here today.
- Historical society and museum tours
- The Fermata nature-based study
- Networking with fellow entrepreneurs
- Birding itineraries
- If I tell you, it won't help you as I am out of this region
- We have tidal kayak launching areas for our guests at the Bass Harbor cottages. We would like to partner with a kayak company to offer tours on the water.
- Working on brochure ideas, however the collaboration piece has given me new ways of looking at the type of brochure I would like to develop.

10. Please use the space below to provide any additional comments.

- Great conference and hope there will be others as we move forward to our goals. Look forward to it
- Need better AV's so back of room can see; need better microphones- difficult to hear; need afternoon coffee
- Was very valuable and worth my time
- Need a larger screen for those people in the back of the room
- No knives for butter
- Label coffee
- Great energy – let's do this again, in Eastport next time
- Blue Hill is missing from the maps in several of the ME tourism, DART brochures. This is NOT good for collaboration.
- Build website – give us passwords/ access to add info all the time
- Sad that the caterers used styrofoam that never breaks down and we didn't use glass/metal plates – need to practice what we are preaching.
- The CD was a brilliant idea. It reduced stress of taking notes and I will assume that presentations all three tracks are included. In our track I could overhead snippets from another that I wished I had been able to hear – I'll check later.
- Great conference and hope there will be others as we move forward to our goals
- I hope that this helps. I am still reading over my notes and organizing the materials. Thank you for a great workshop. It was well presented and interesting. Hope to be at the next one and looking forward to a busy season.
- I think this was an excellent conference. Your presenters were very good, well informed and dynamic speakers. The ideas that were being discussed by presenters and participants alike were very helpful.