

Marketing Your DownEast Tourism Business
November 13, 2008 8:30 am - 4:30 pm
Agenda

Time	Topic/Activity		
8:30-9:00	Registration – Moore Auditorium		
9-10:00	<p>Welcome; purpose of the day - Judy East, Washington County Council of Governments; <u>Positioning your business in the nature based tourism market</u> - Harold Clossey, Sunrise County Economic Council; Phil Savignano, Maine Office of Tourism</p> <ul style="list-style-type: none"> • Introduce and launch of Maine Chickadee logo • Strategic Plan for Nature Based Tourism Downeast - nature-based tourism attractions, sites and associated businesses, thematic itinerary development; linkage to existing marketing initiatives in region and state • Criteria for Chickadee sign usage; branding your business through a link to the Chickadee brand • Infrastructure improvements, outstanding needs, recommendations and funding needs • Questions and Answers 		
10:00-10:15	Coffee break, networking,		
10:15-11:30	<p><u>Improved web-enabled access to and opportunities from this market</u> - Steve Lyons, Maine Office of Tourism; Fred Cook, DownEast & Acadia Regional Tourism; Gary Best, Department of Conservation; Marina Schauffler, Natural Choices, LLC; Regis Tremblay, Inland Fisheries and Wildlife</p> <ul style="list-style-type: none"> • DownEast & Acadia Regional Tourism/ME Office of Tourism, Department of Conservation, Inland Fisheries and Wildlife web site upgrades, linking tourism businesses to these on-line databases and information such as Conservation Property Guides currently under development • Mapping of feature sites and using them to link to existing tourism products (thematic trails) mapping and database information that links visitors to businesses and sites in the region • Questions and Answers 		
11:30-1:30	Lunch; networking, DRAWING for Marketing GREEN Ideas Prize Basket; FREE web site linking enrollment; walking tour (self-guided or by SERC staff)		
1:30 - 2:30	<u>Concurrent Sessions:</u>		
	<p><u>Green business marketing</u></p> <ul style="list-style-type: none"> • Green Certification – Peter Cooke, Department of Environmental Protection • Green business case study Alvion Kimball, Orland House B&B; Sarah Pebworth, Blue Hill Inn • Contribute to Place – Brian Reilly, Maine Coast Heritage Trust • Computing your savings – John Rice, Efficiency Maine 	<p><u>Using your web site for marketing</u> – Rafi Hopkins, Private Consultant</p> <ul style="list-style-type: none"> • How to use/understand web site statistics • Search Engine Optimization (SEO) - how these free links help your website search engine ranking 	<p><u>Marketing Research</u></p> <ul style="list-style-type: none"> • State data from Davidson Peterson (new consultant to ME Office of Tourism), – Steve Lyons, ME Office of Tourism • new method • new data • How it is useful to your business • Developing a survey tool for your business – Kevin Athearn, UMM
2:30-3:00	Break; networking, web site enrollment		
3:00 - 4:00	<u>Concurrent Sessions</u> (same sessions as in the 1:30 to 2:30 time slot)		
	<p><u>Green business marketing</u> (as described above)</p>	<p><u>Using your web site for marketing</u> (as described above)</p>	<p><u>Marketing Research</u> (as described above)</p>
4:00-4:30	Wrap-up, feedback, next workshop ideas; legislative needs, networking, web site enrollment		

Thank you to all our sponsors and supporters who helped make this conference possible!

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Savory Bay Environmental Planning and Project Management

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