

# Marketing Your Downeast Tourism Business

November 13, 2008

Schoodic Education &  
Research Center

Sponsored by Vacationland  
Resources Committee (VRC) &  
DownEast Acadia Tourism (DART)



Sunrise County Economic Council & Savory Bay Environmental Consulting and Management



# Quick Project Background



- Borne from FERMATA recommendations
- Supported through Maine Office of Tourism
- Vacationland Resources Committee
- **DESTINY2010** (*DownEast Sustainable Tourism Initiative Year 2010*)

## 5 Goals of DESTINY2010

1. **Economic Development**
2. **Ecological Conservation**
3. **Cultural Preservation**
4. **Local Coordination**
5. **Education**





# DESTINY 2010 #1 Goal

**Economic Development: Create new employment and business opportunities, and ensure local retention of economic benefits from tourism.**

- **Development** associated with **sustainable tourism** should create **new employment and business opportunities** for local residents **while promoting and enhancing existing industries**
- Expansion and diversification of **marketing efforts** are also needed at both the local and state level
- Successful marketing should attract **more visitors**
- **Organize and expand existing transportation services and facilities**

# Project Activities



- Broaden the public's awareness of Downeast Maine's nature-based tourism base
- Encourage cooperation and coordination in product development and marketing efforts between traditional travel industry sectors and the arts, heritage and culture tourism community
- Facilitate tourism-related technical assistance to nature-based, heritage and cultural tourism community in Washington/Hancock County region
- **Conduct an infrastructure/facilities inventory for the region and make recommendations for improvements utilizing the criteria outlined by the FERMATA Inc. study for the Governor's Nature-Based Tourism Initiative**
- Plan, conduct and facilitate public meetings and personal interviews related to tourism product development

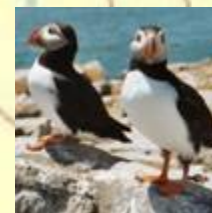
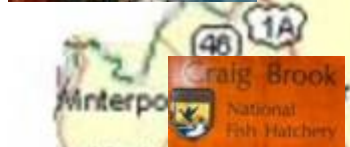
# Infrastructure Inventory & Asset Mapping



## Signage Inventory

- Highway Location
- Photo
- GPS Coordinates
- Physical condition
- Missing?
- Incorrect?
- Consistency









# Site Inventory

- Developed basic database of all sites
- Identified appx 150 great sites across Washington & Hancock counties
- Challenge to winnow list down to about 30 sites (appx 18 Wash. Cty.-12 Hancock Cty.)
- Assessment phase underway

# Gems of the Gems\*



\*unofficial

- Acadia National Park
- Blue Hill Mountain
- Birdsacre - "Stanwood Wildlife Sanctuary"
- Bold Coast Trail (part of Cutler Coast Management Unit)
- Cobscook Bay State Park
- Craig Brook Fish Hatchery
- Devil's Head
- Donnell Pond
- Downeast Lakes Lands, Grand Lake Stream
- Gleason Cove
- Great Heath
- Green Lake Fish Hatchery
- Holbrook Island Sanctuary
- Lamoine State Park
- Machias River
- McClellan Park
- Moosehorn National Wildlife Refuge (Baring & Edmunds Unit)
- Mowry Beach
- Niatous
- Penobscot Narrows Bridge and Observatory
- Petit Manan
- Quoddy Head State Park & Lighthouse
- Reversing Falls
- Rocky Lake Public Reserve
- Roosevelt Campobello International Park
- Roque Bluffs State Park
- Schoodic
- Shackford Head
- St. Croix Island International Historic Site
- Whale's Back

# Site Assessments

- Asset mapping
- Building comprehensive matrix
- Using criteria outlined by the FERMATA
- Developing list of recommendations





## Landscape

- Scale
- Integrity
- Aesthetics

## Resource

- Diversity
- Specialty
- Conspicuousness
- Appeal
- Scope
- Dynamics
- Significance

## Extrinsic Value

- Social
- Cultural
- Historic
- Recreational
- Economic

## Modifiers

- Ecological
- Physical
- Social
- Cultural
- Health & Safety
- Regulatory
- Political
- Economic

# Matrix Criteria



# THEMATIC ITINERARIES



- Ice Age Trail
- Maine Birding Trail
- Lighthouses & Lobsters
- Cobscook Trails
- Down East Sunrise Trail
- Downeast Lakes Water Trail
- Maine Island Trail
- Downeast Fisheries Trail



# Designated Regional Highways



- **Schoodic Scenic Byway**
- **Acadia Byway**
- **Blackwoods Byway**

# Additional Tracts

- Rest Areas-identify and develop interpretative signage as appropriate for site capacity
- Signage from Route 9 to Route 1 identifying nature-based opportunities away from main transportation corridor
- Opportunities for collaborations with regional neighbors cross-border and to the north



QUODDY HEAD  
STATE PARK  
2 MILES





**BOLD COAST TRAILS**

**17 MI. / 27.3 KM. →**



A stylized logo of a chickadee bird, rendered in white, grey, and dark blue, set against a background of green and blue shapes. The bird is facing right. The background consists of a large blue area at the bottom and green areas at the top and sides, separated by white lines that suggest a map or a stylized landscape.

# Next Steps

- Continue assessment of Downeast sites that are chickadee “ready” sign installation at qualifying nature-based tourism sites throughout the pilot project areas;
- Finalize proposal for submission to MDOT/DOC for signage needs;
- Continue development of thematic itineraries;
- Develop plan and budget for next stage of marketing of end product(s);
- Continue to build community partnerships and identify nature-based tourism resources throughout the Downeast region, engaging neighbors including Fermata Pilot Region’s Maine Highland and Western Mountains, New Brunswick, Aroostook, Penobscot and Waldo Counties; and
- Locate funding opportunities to enable the continuation of current work and new projects.

Thank you!

For more information:

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*Thank you!*