



Marketing Your Down East Tourism Business

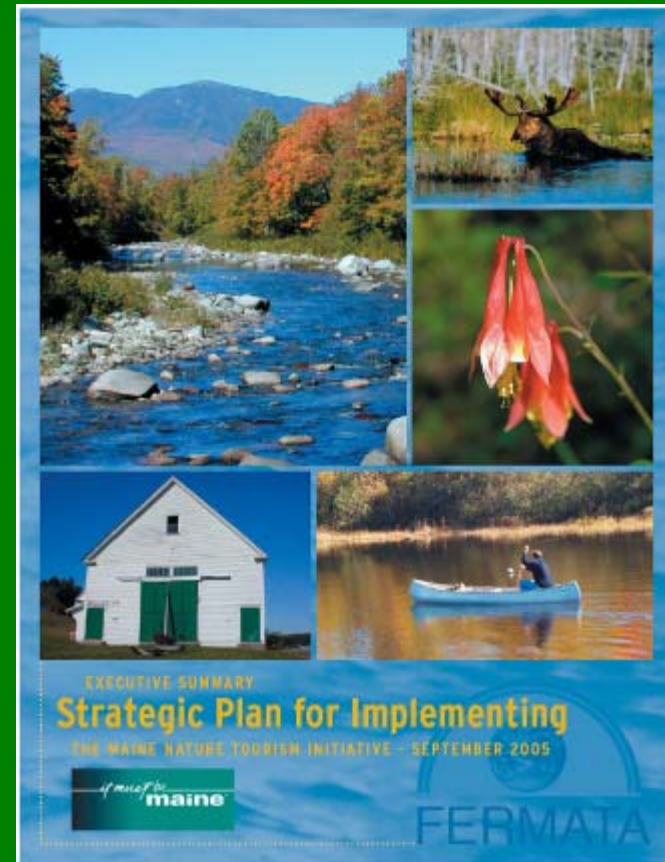
November 13, 2008

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Maine Office of Tourism

Governor's Nature-Based Tourism Initiative

- FERMATA Study
- Governor's Task Force
- Pilot Regions and Projects
- Process and Policies



What Is the Interest in Nature-Based Tourism?

Resources

- 80% of U.S. Travelers highly value outstanding scenery
- 73% of U.S. Travelers place high importance on a clean, unpolluted environment
- 63% enjoy a destination that preserves its natural, historic and cultural sites



Executive Report Recommendations



Demonstrate how nature-based tourism development can be planned and implemented across the entire State



Establish a Nature-Based Tourism Initiative as a key strategy for rural economic development

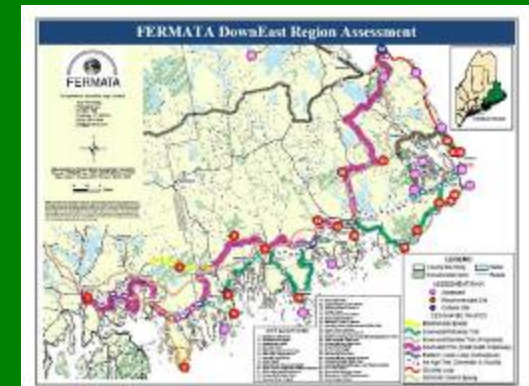
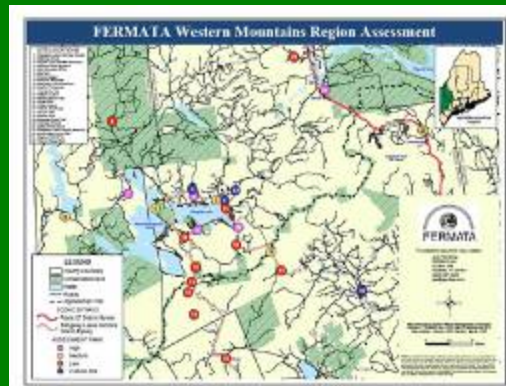
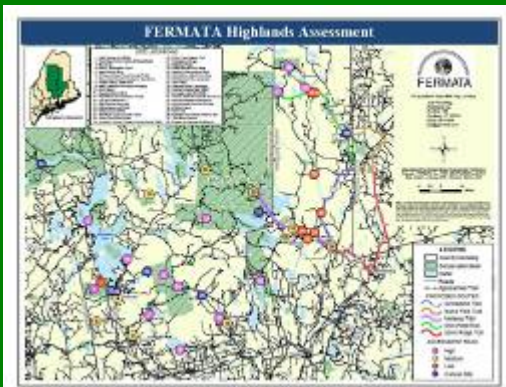


Provide a framework to support and compliment local and regional experiential tourism development efforts



Pilot Regions

- Franklin County - Franklin County Fermata Working Group
- Piscataquis/Penobscot Counties – Piscataquis Tourism Task Force
- Washington/Hancock Counties – Vacation Resource Committee



Providing a Consistent Visitor Experience

- **Standardize Site Assessment Tools**
- **Site Selection**
- **Itinerary Development**
- **Standardize Signage**



Signage

- Wayfinding Signage
- Directional Signage
- Interpretive Signage



Pilot Signage

- Adopting Standards
- Wayfinding Signage
- Directional Signage
- Interpretive Signage



Site Selection

- **Special Natural Places**
- **Unique Experiences**
- **Accessible**
- **Authentic**



Site Assessments

- Access/Landowner Permission
- Parking
- Signage
- Mitigation of Sensitive Areas
- Toilets/Hygiene Concerns
- Health & Safety Concerns
- Carrying Capacity
- Cleanliness & Maintenance
- Proximity to Public Services
- Regulatory Issues
- Need for Interpretive Materials



Who is the Nature-Based Customer?

People

Age 52.1

Gender 48.3% Male,
51.7% Female

Income \$61,962

Education 16.36 years

Vacation 10.36 trips per
year 3.3 days per
trip

Travel 6 hours drive time



What Does the Nature-Based Customer Want?

- Experience
- Learn new skill or engage in an activity
- Interest in remote and untouched destinations
- Be in the outdoors
- Enjoys sights, smells and sounds of nature
- See wildlife species not seen before
- Experience culture and history



Local Flavor

- Local Grown
- Local Made
- Fresh Catch



Authentic Experience

- Outdoor Adventures
- Guided Experiences
- Experiential Learning
- Authentic



Connecting Visitors to Your Story

- Itineraries and Trails
- Cultural Heritage
- New Products



Maine Birding Trail



- Three Birding Festivals
- Excellent Local Guides and Artists
- Maine Outdoor Heritage Fund Support

Bureau of Public Lands Property Guides

- Downloadable Maps
- Property Descriptions
- More Public Access



Downeast Region

DIRECTIONS
Take U.S. Route 1 to Edmonds (north of Whiting and south of Thomaston) and look for park signs marking the road off onto South Edmonds Road. The main park entrance (and Marine Trail) is on the right 0.5 miles from the turnoff.

locator map

FEES
All fees are payable at the Park's Welcome Center. For more fee information and group fee listings, please visit <http://www.maine.gov/dotw/lands/visitorservices/fees.html>.

CONTACT
Cobscook Bay State Park
40 South Edmonds Road
Edmonds Twp., Maine 04808
(207) 948-4422

SERVICES & FACILITIES

- Year camping (some with no, some drive-in, with many water-views sites)
- RV camping (no hookups)
- Loop or camping (18 sites)
- Picnic tables (some with wood racks) and fire rings
- Picnic shelter
- Hot showers for campers
- Campers trailer dumping station
- Potable water
- Welcome Center with map, guide and brochures
- Shady picnic grove with tables, charcoal grill and benches
- Group picnic area with lawn
- Open playground area and recreational field
- Hiking trails
- Public boat launch

Cobscook Bay State Park

GUIDE & MAP

OVERVIEW
The wildlife-rich waters of Cobscook Bay surround this 888-acre park on three sides, providing opportunities to watch birds and observe the wild and free of the region's impressive tides. Cobscook, the Maliseet-Penobscotian word for "boiling water," aptly describes this setting where the tidal range averages 15 feet and can reach up to 25 feet (compared to an average of 3 feet along Maine's coastward coast).

Cobscook Bay State Park is a great base for family camping and exploration in northeastern Maine. Many of the park's 150+ campsites look for nesting and Egg Island Whiting Bay, a sheltered inlet within the larger bay. The Park offers a boat launch for those with the skills and experience to handle boating in challenging conditions (given the rapids created by the incoming tides).

Cobscook Bay is an naturalist's paradise with a narrow opening to the sea, a long and unobstructed shoreline, and relatively few boats, canoes and coves. Nestled on the east shore flowing in from the Gulf of Maine stretches glacial growth, which in turn feeds a vast array of invertebrates (crab to shellfish and marine worms). As these creatures die off, their remains fertilize further plankton growth—fostering a productive food web that sustains more than 200 bird species (see www.mainebirding.com for more details). A few birding hot spots for the Cobscook Bay region are available at the Park's Welcome Center.

Adorned by Cobscook Bay's sheltered coves, meadows, oak stands and subtidal redstone beds, thousands of shorebirds stop over each fall to rest and forage as they migrate south from northern breeding grounds. The Bay's vast open sand dunes to sea over its waters, making them an attractive feeding spot for a quarter of Maine's wintering black ducks and for the state's highest concentration of bald eagles. Herring, mackerel, mink, otters and even the occasional bear enjoy the Bay's abundant fish, including mink, Atlantic charr, sea-run brook trout, striped bass and the Atlantic salmon (a federally listed endangered species).

Property History

The park's geology is shaped by three primary forces: Cobscook Bay's powerful tides, the underlying bedrock (a volcanic wall known as the Edmonds Formation that dates back to the Silurian Age, roughly 420 million years ago), and the glacial action from the Wisconsin ice sheet (approximately 12,000-18,000 years ago)—which deposited sand and soil on a foundation of rock, sand, silt and clay layers in glacial till. These sedimentary layers have over the bedrock that nearly reaches 10 feet. Where the bedrock is exposed, grooves known as glacial striations are visible on rock surfaces—left by the movement and weight of the ice sheet. One of the area's first geologists, Frederick W. Fisher, noted in 1886 that Cobscook Bay offers "a more interesting assemblage of phenomena than can be found on any other part of the entire seaboard of the United States." More information on the geologic layer can be found at <http://img.maine.gov>.

The 888 acres that comprise Cobscook Bay State Park is part of the National Wildlife Refuge, much of which was first purchased in 1937 with funds from the Duck Stamp Program (beginning in 1934 for the first time). Moosehorn Island was added in 1971 and is one of the nation's oldest refuges, having been designated a National Wildlife Refuge in 1937 by President Franklin D. Roosevelt. John Bunker, who discovered nearby Campobello Island in New Brunswick.

In 1984, the Refuge offered the State of Maine a long-term lease or no-fee on a "Recreation Area," a land parcel along Whiting Bay. After approval by the Maine Legislature, the area was transferred to the State for management as Cobscook Bay State Park.

A great base for family camping and exploration in northeastern Maine.

www.maine.gov/dotw/parks

Driving a Nature-Based Economy

- Authentic Local Products



Remember, this Visitor Wants to
Bring Home Something Special



Sharing Your Story

- Knowledge
- Enthusiasm
- Product – Ice Age Trail?



What's Next for the Pilot Regions?

- Creating a Hospitality Standard
- Sharing Information
- Packaging Products
- Selling the Nature-Based Experience



Governor's
Nature-Based
Tourism
Initiative

