

2021 GOVERNOR'S
CONFERENCE ON
TOURISM

Maine
VISITMAINE.COM



MAY 4-5, 2021

virtual event

Two half-days of inspiring messages, important information
and celebration of Maine's tourism industry professionals.

REGISTER NOW

AGENDA-AT-A-GLANCE

May 3, 2021

10:00am - Noon	CDA (Community Destination Academy) Summit
3:30pm - 5:00pm	Maine Tourism Association Annual Meeting

May 4, 2021

9:00am - 9:30am	Opening remarks from Governor Janet Mills and DECD Commissioner Heather Johnson
9:30am - 10:30am	Maine Office of Tourism Report
10:30am - 11:00am	Networking Break
11:00am - 11:45am	Keynote: Focus on Trends
11:45am - 12:00pm	Roger Dow, President & CEO, US Travel Association
12:00pm - 12:30pm	Networking Break
12:30pm - 1:30pm	Focus on Workforce

May 5, 2021

9:00am - 9:30am	Maine Office of Tourism Visitation Research Methodology
9:30am - 10:00am	Award Presentations
10:00am - 10:30am	Keynote: Focus on Traveler Sentiment
10:30am - 11:00am	Networking Break
11:00am - 11:45am	Managing Demand for the Outdoors
11:45am - 12:15pm	Reimagining Cultural Tourism Post Pandemic
12:15pm - 12:45pm	Networking Break
12:45pm - 1:30pm	Focus on Cruise, Group Tour and International Travel - The Long Game

-End-

AGENDA DETAIL

p.1 of 4

May 3, 2021

10:00am - Noon

CDA (Community Destination Academy) Summit

Facilitated by Donna Moreland, Maine Office of Tourism

The focus of the May 3rd morning webinar, "Community Destination Academy Summit", will be to listen and interact with leaders from our Community Destination Academy areas as they discuss one of many projects they are executing as the result of their collective community visioning. All people who are working at "placemaking" in Maine are welcome to attend this sharing session.

Destination development is about making our destination areas more attractive to residents and businesses to retain them, but also about enticing new visitors, residents, and businesses because our communities are so appealing that people want to live here. Ultimately, when well executed, the result is economic development!

3:30pm - 5:00pm



A DIVISION OF SIMPVIEW



Maine Tourism Association Annual Meeting

Everyone is invited to join the Maine Tourism Association at 3:30pm for their annual meeting. MTA will be honoring Chris Fogg, who will be inducted into the Hall of Fame with a short tribute video, and MTA will announce its new Chair of the Board. The event will end with a toast to tourism and Chris--so have a drink ready!

Sponsored by: DTN (Destination Travel Network) and True Omni

May 4, 2021

9:00am - 9:30am

Opening Remarks

Governor Janet T. Mills and DECD Commissioner Heather Johnson

9:30am - 10:30am

Maine Office of Tourism Report

Steve Lyons, Director, Office of Tourism, DECD

Join Director Steve Lyons for an overview of 2020 initiatives and results, and an update on plans for 2021, including an introduction of the Summer 2021 campaign.

10:30am - 11:00am

Networking Break

Connect with your fellow attendees via chat or visit a Regional Lounge for an update from Maine's tourism regions.

11:00am - 11:45am

Keynote: Focus on Trends

Adam Sacks, Tourism Economics

For more than two decades, Adam Sacks has worked with destinations, industry associations, and companies around the world in the areas of opportunity and risk assessments, policy analysis, and economic impact. Tourism Economics is an Oxford Economics company dedicated to analytically-based consulting to the tourism sector to provide the industry with the most comprehensive geographic coverage of travel trends available. Their global tracking of country, state, and city travel trends with the industry's most accurate forecasts helps bring clarity on travel patterns and prospects.

AGENDA DETAIL

p.2 of 4

May 4, 2021 (cont'd)

- 11:45am - Noon **Roger Dow, President & CEO, US Travel Association**
- 12:00pm - 12:30pm **Networking Break**
Connect with your fellow attendees via chat or visit a Regional Lounge for an update from Maine's tourism regions.
- 12:30pm - 1:30pm **Focus on Workforce**
Moderated by Martha Bentley, Director, Economic Development Coordination, DECD
Maine's tourism industry supported approximately 116,000 jobs in 2019, about 17% of employment in the state. The disruption to the industry in 2020 left many out of work, with some leaving the industry for other employment sectors. As Maine begins to welcome visitors back in 2021, how will it rebuild its tourism workforce to meet present and future needs? Join us for a panel discussion about resources for employers and employees that support tourism workforce and career development.
Panelists include Kimberley Moore, Director of the Bureau of Employer Services, Maine Department of Labor; Kathryn Ference, Director of Workforce Development, Maine Tourism Association; Steve Hewins, Executive Director, Hospitality Maine Education Foundation; Mari O'Neil, Workforce Development Specialist, Retail Association of Maine

May 5, 2021

- 9:00am - 9:30am **Opening Session**
Join us for an update on Office of Tourism research methodology by Downs and St. Germain Research, a full-service market research firm specializing in focus groups and opinion surveys, and research including tourism studies.
- 9:30am - 10:00am **Award Presentations**
2020 Governor's Tourism on Conference Award Winners
- 10:00am - 10:30am **Keynote: Focus on Traveler Sentiment**
Erin Francis-Cummings, President and CEO, Destination Analysts
A go-to expert resource in the destination marketing industry, Erin Francis-Cummings has spent the last nearly two decades studying travelers from across the globe and translating their evolving, complex and fascinating behaviors and opinions into marketing insights for Destination Analysts' clients.
Since March 2020, Destination Analysts has fielded a weekly survey of 1,200+ American leisure and business travelers, representing each region of the U.S. Their timely insights into feelings and behaviors related to travel provide important data to gauge the pandemic's changing impact on travel as a lifestyle priority, as well as when travel demand will rebound—and from which traveler segments and to which types of destinations first.

AGENDA DETAIL

p.3 of 4

May 5, 2021 (cont'd)

10:30am - 11:00am

Networking Break

Connect with your fellow attendees via chat or visit a Regional Lounge for an update from Maine's tourism regions.

11:00am - 11:45am

Managing Demand for the Outdoors

Carolann Ouellette, Director, Maine Office of Outdoor Recreation, DECD

Over the course of the past year we have seen an exponential rise in visitation to some of our most popular and beautiful spots from swim holes to mountain tops, trails across the state, and state and national parks. This increased participation and demand precipitated an urgent call from the outdoor industry to the Office of Tourism and Office of Outdoor Recreation to help spread the message about recreating responsibly which resulted in the Look Out for ME campaign.

As we look to this summer and fall, all indicators show that the trend towards the outdoors is not diminishing in any way and looking at early indicators, including early sales of summer gear and reservations with outfitters/guides, expectations are that there will be even more demand for outdoor recreation destinations.

We will look at outdoor recreation and adventure travel trends, other collaborative efforts across the US and discuss how we can work together to prepare for the anticipated demand on outdoor recreation assets to ensure a positive visitor experience starting with the Look Out for ME campaign.

11:45am - 12:15pm

Reimagining Cultural Tourism Post Pandemic

Abbe Levin, Cultural Tourism Consultant, Maine Office of Tourism

Cultural tourism as defined by the UNWTO is tourism centered on cultural attractions and products and is one of the fastest-growing segments of the tourism industry. "Countries around the world harness their unique mix of tangible and intangible heritage and contemporary culture to boost economic growth and sustainable development through cultural tourism, which can lead to job creation, regeneration of rural and urban areas, and the protection of natural and cultural heritage."

Maine has significant statewide cultural heritage tourism offerings that contribute greatly to our attraction as a four-season world-class destination. Maine's combined and abundant natural and cultural resources differentiate our tourism product from our competitors.

Since the onset of the Covid 19 Pandemic, much of the cultural sector has come to a halt.

We will look at opportunities to re-introduce these assets into our marketing efforts, in creative and reimagined ways.

AGENDA DETAIL

p.4 of 4

May 5, 2021 (cont'd)

12:15pm - 12:45pm

Networking Break

Connect with your fellow attendees via chat or visit a Regional Lounge for an update from Maine's tourism regions.

12:45pm - 1:30pm

Focus on Cruise, Group Tour and International Travel – The Long Game

Moderated by Chiara Moriconi, Group Sales Specialist, Maine Office of Tourism

A rebound in domestic leisure travel is projected for 2021, but some travel sectors require more lead time for planning. What's the expected timeline for the return of Cruise, Group Travel and International Travel? Join us for a panel discussion of these tourism industry sectors, and how Maine will stay engaged with these travel audiences in the interim.

Panelists include Sarah Flink, Director, Cruise Maine; Don Littlefield, Vice Chair, Maine Motorcoach Network; Chris Jennings, Director, Discover New England

REGISTER NOW

Registration is FREE

FOR MORE INFORMATION:

WWW.MAINETOURISMCONFERENCE.COM

GREEN TREE EVENT CONSULTANTS | 207-781-5756 X100 | INFO@GREENTREEEVENTS.COM