Tourism Destination Development
Destination Development Program

• To encourage development of destination areas
  • And of travel products and activities
• Build an interagency governmental assistance team
  • Review, analyze and discuss issues
  • Work collaboratively to overcome barriers
• Provide important information on policy to appropriate individuals & groups
• Build capacity of rural communities & regional tourism destinations by providing information on:
  • marketing, product development, best practices, relationship management services and sources of funding
Communication and Collaboration

- Connecting – people, resources, organizations
- Building Relationships and Resolutions
- Team building & Technical Assistance
What is a Destination?
Destination

• A place worthy of travel for an extended visit
What is the Tourism System?
Many Separate Elements = the Whole Experience
Distinct, but related Components

- Attractions
- Services – internal to the destination (intrinsic)
  - Accommodations, food services
  - Travel agencies
  - Recreation
  - Entertainment
  - Information
  - Retail
  - Transportation
  - Communication
The Tourism System

Market = Demand

Population

Transportation

Attractions

Food

Services & Amenities

Lodging

Retail

Supply = Industry

Population

Transportation

Attractions

Food

Services & Amenities

Lodging

Retail
Tourism Planning

• Can avert negative impacts
• Should be planned in concert with conservation & recreation
• Should involve social, economic and physical planning for business success
• Is technical, professional and political
• Should be strategic, integrative, balanced
• Should have a regional perspective
Attractions are the Magnets

• Natural Attractions
• Man-made Resources
• Cultural Resources
• Human Resources
• Capital Investment Resources
Anchor Businesses

- Usually needs two – three anchors
- Offer significant pull power
- Usually important employers
- Larger marketing budgets
- Have major marketing efforts
- Recognizable brands in their own right
Conditions Present in a Destination Poised for Development

• Inventory of Assets & Liabilities
• Identified appropriate Market Niche(s)
• Community support
• Financial Support
• Partnerships leverage Resources
• Qualified Local & Regional Leadership
• Regional Networking, Partnerships & Cooperation
What does Success Look Like?

Successful Destination Qualities
Qualities of Success

• Unique Identity
• Accessible
• Critical Mass of Products & Services
• High Quality Services/Amenities to Attract
• Infrastructure is aligned with image
• Available Workforce
. . . . . Qualities, contd.

- Way-Finding system
- System for Visitor Information 24/7
- Leadership, cooperation, synergy
- Continuous Industry Education
- Business, Retailer & Governmental Cooperation
- A Destination Organization to locate funding and that is committed to marketing
Criteria for Pilot Projects

- Assets, Businesses & Community focused in one direction
- The ABCs are Inventoried & Documented
- Some previous Tourism Studies exist
- Capacity & Determination to market
- Qualified Local & Regional Leadership with succession planning
- Community Partnerships present
Criteria contd. . . .

- Accessibility
- Tourism Organizational Capacity to Develop Product
- Willingness to Partner & Plan
- Commitment to Balanced & Integrated Planning based on regular evaluation – local/regional/state
Some Sources Consulted

Tourism Planning, Clare Gunn
Fermata Study for MOT
Main Street Downtown Program
Destination Marketing Association Int.
Oregon’s Rural Tourism Studio
Destination Checklist, Queensland Australia
Developing Tourism in Your Community, Texas Tourism
25 Immutable Rules of Tourism, Roger Brooks
Questions or Comments

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