



ECONOMY • ENVIRONMENT • COMMUNITY



2024 GOVERNOR'S CONFERENCE ON TOURISM

APRIL 24-25, 2024 | PORTLAND, MAINE

WELCOME

It is our pleasure to welcome you as we gather for Maine's 2024 Governor's Conference on Tourism. On behalf of the Maine Office of Tourism, I want to express our appreciation for your invaluable contributions to Maine's tourism community and for demonstrating your commitment to our industry's success by joining us this year.

We are proud to have the support of some of the industry's leading sponsors and exhibitors who help make the conference possible. Please take time to visit them in the Expo and join us in acknowledging them, including Headlight AV, Retail Association of Maine, Hospitality Maine, Maine Tourism Association, Maine Campground Owners Association, Ski Maine Association, Adara, LifeFlight of Maine, Downs & St. Germain Research, Efficiency Maine, Atlas Obscura, The Cat, Acadia Wilderness Lodge, University of Southern Maine, The Ecology School, Husson University, Propellic, Marshall Communications, Bangor International Airport, Activity Maine, Amtrak Downeaster, Cross Insurance Arena, CTM Media Group, Discover New England, Down East Magazine, Fourth Economy, GLP Films, Maine Community College System, Maine Golf, Maine Made, Northern Lights Mechanical, Penobscot Regional Chamber of Commerce, Sutherland Weston Marketing Communications, Teen to Trails, The Source and Recruit Company, LLC, ReVision Energy, THOR Insitute, True Omni, VIP Tour & Charter Bus Co., Walt Disney Company, STR, and Yankee Magazine—all who make this event possible. Our deepest thanks to all of you.

Thank you all for joining us, and we look forward to connecting with you!

Steve Lyons, Director, Maine Office of Tourism

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DON'T MISS:

Creative Portland Art Walk
Join us for a FREE customized art walk on Wednesday afternoon, April 24th during the annual Governor's [Conference on Tourism](#) presented by [Maine Office of Tourism](#).



Opening Reception at Maine Craft Distilling
Wednesday, April 24th | 5:30pm - 7:00pm
123 Washington Ave. Shuttles runs continuously from the Holiday Inn by the Bay starting at 5:15pm

Efficiency Maine Grants Coaching Room
Drop in to talk with Efficiency Maine staff about how you can apply for Maine Jobs and Recovery Plan grant funds allocated to assist Maine hospitality businesses in converting to more energy efficient heating and water systems.

Thursday, April 25th
9:30am - 11:15am and 1:30pm - 3:00pm Holiday Inn by the Bay, Board Room

AGENDA-AT-A-GLANCE



WEDNESDAY, APRIL 24, 2024

Stakeholder Roundtable Session (Connecticut/Rhode Island)	12:00 - 1:30pm
Workshops <i>Advanced SEO for DMOs and Small Business</i> (Somerset) <i>Building an Inclusive Workforce</i> (Oxford) <i>Efficiency Maine Hospitality-Focused Grants</i> (York)	2:00 - 3:00pm
Outdoor Recreation Economy Roadmap (Connecticut/Rhode Island)	2:00 - 3:30pm
Creative Portland Self-Guided Art Walk	3:30 - 5:00pm
Welcome Reception at Maine Craft Distilling	5:30 - 7:00pm

THURSDAY, APRIL 25, 2024

Breakfast with Exhibitors (Expo Hall)	7:30 - 8:15am
Opening by Special Guest Samuel James (State of Maine Ballroom)	8:15 - 8:30am
Welcome & Commissioner's Remarks (State of Maine Ballroom)	8:30 - 8:45am
Maine Office of Tourism Report (State of Maine Ballroom)	8:45 - 9:30am
Coffee Break with Exhibitors and Tourism Regions (Expo Hall)	9:30 - 10:15am
Breakout Session 1 <i>Wabanaki Cultural Tourism Initiative</i> (Oxford) <i>"Feasts from the Earth" Food-Tourism Initiative</i> (CT/RI) <i>Sustainable Tourism - Telling Our Story</i> (Lincoln) <i>Revolutionizing Maine Tourism: Generative AI's Impacts in Talent</i> (York)	10:30 - 11:15am
Keynote: Danny Guerrero, The Culturist Group (State of Maine Ballroom)	11:30 - 12:15pm
Tourism Awards Luncheon (State of Maine Ballroom)	12:15 - 1:30pm
Dessert Break with Exhibitors and Tourism Regions (Expo Hall)	1:30 - 2:15pm
Breakout Session 2 - Sessions and locations repeated from the morning	2:15 - 3:00pm
Conference Concludes	3:00pm

THANK YOU TO OUR SPONSORS

