



2023 GOVERNOR'S CONFERENCE ON TOURISM

MARCH 27-28, 2023 | BANGOR, MAINE

MARCH 27

Maine Film Office	1:00 - 2:00pm
Workforce Collaborations	2:30 - 3:30pm
Explore Bangor Tours	3:45 - 5:00pm
A Conversation on Maine's Paid Family and Medical Leave	3:45 - 4:45pm
Welcome Reception at Cole Transportation Museum	5:30 - 7:00pm

MARCH 28

Breakfast, Sponsors	7:30 - 8:30am
Welcome	8:30 - 9:00am
Maine Office of Tourism Report	9:00 - 10:15am
Break, Tourism Regions, Headshots, Sponsors	10:15 - 10:45am
Breakout Session 1	10:45 - 11:45am
Awards Luncheon	12:00 - 1:00pm
Keynote: The Infinite Game	1:00 - 1:45pm
Break, Tourism Regions, Headshots, Sponsors	1:45 - 2:15pm
Breakout Session 2	2:15 - 3:15pm
Conference Concludes	3:30pm

MONDAY, MARCH 27



MAINE FILM OFFICE: HOW TO ENGAGE

1:00pm - 2:00pm, Cross Insurance Center

Film production helps expand awareness of the Maine brand and bring visitors to the state through movies based on books by popular authors like Stephen King and TV shows like Maine Cabin Masters, The Lost Kitchen, and Northwoods Law. Productions want to find locations in Maine, source local goods and services and hire vendors locally. This workshop will offer information on how you can promote your location or business to productions filming in Maine.

[Presented by:](#) Karen Carberry-Warhola, Director, Maine Film Office

WORKFORCE COLLABORATION

2:30pm - 3:30pm, Cross Insurance Center

Workforce shortages are a national issue for the tourism industry. Learn how the State of Maine and Maine tourism organizations are taking steps to help employers find solutions and connect job seekers with career opportunities.

Moderator: Dr. Marie Hansen

Panelists include: Kathryn Ference, Maine Tourism Association; Derek Fassett, HospitalityMaine; Julia Trujillo Luengo, Maine DECD

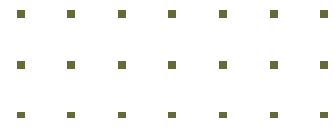
A CONVERSATION ON MAINE'S PAID FAMILY AND MEDICAL LEAVE

3:45pm - 4:45pm, Cross Insurance Center

This session will offer the opportunity to hear from the Co-Chairs of Maine's Commission to Study Paid Family and Medical Leave, and share your input. Learn what elements are universally supported, and which need further refinement to make it affordable, accessible and straightforward to utilize by both employers and employees.

Presenters: Senator Matthea Daughtry

MONDAY, MARCH 27



EXPLORE BANGOR TOUR: MOUNT HOPE CEMETERY

3:45pm - 4:45pm, shuttle departs Cross Insurance Center at 3:45pm

Learn little known facts about some of Bangor's famous—and infamous— residents during our guided tour. Hear about the importance of symbolism in the gravestones and get a chance to take in some of the city's beautiful vistas.

Built in 1834, Bangor's 300 acre Mount Hope Cemetery is the nation's second oldest garden cemetery. It was designed by renowned architect Charles G. Bryant as part of a national movement to provide respite from grassless urban landscapes. Garden cemeteries were created as much for living as for those who had passed on.

EXPLORE BANGOR TOUR: BEST OF BANGOR WALKING TOUR

3:45pm - 4:45pm, leaves on foot from Cross Insurance Center at 3:45pm

Bangor is a city rich in history, mystery and powerful events. Perched on the edge of the Maine North Woods and a one-time important harbor, Bangor's history is filled with tales of lumber barons who struck it rich from her natural resources as well as shipping magnates and manufacturing pioneers. The Best of Bangor tells the stories of our first settlers, the greatest disaster in U.S. Naval History (until Pearl Harbor), the British Occupation during the War of 1812, the Great Fire of 1911 and so much more.

MONDAY, MARCH 27



EXPLORE BANGOR TOUR: PENOBSCOT THEATRE

4:00pm - 4:30pm, shuttle departs Cross Insurance Center at 3:45pm

4:30pm - 5:00pm, shuttle departs Cross Insurance Center at 4:15pm

Once upon a time, Bangor was called the Little Broadway of the North and boasted seven to nine opera houses, all of which sat upwards of 2,000 people. Today, only one remains - The Bangor Opera House which was built in 1920. In 1993 it became the home to Penobscot Theatre Company. As Penobscot Theatre Company approaches their 50th Anniversary they celebrate their 100 year old home. Join them for a guided tour of the historic Bangor Opera House - see the architecture, hear the stories and, if you're lucky, see one of their three ghosts.

OPENING RECEPTION @ COLE TRANSPORTATION MUSEUM

5:30pm - 7:00pm, Cole Transportation Museum

Join us as we take over the Cole Transportation Museum to kick off the 2023 Governor's Conference on Tourism! Hors d'oeuvres and a cash bar will be available.

TUESDAY, MARCH 28

(breakout sessions are repeated in the afternoon)



MAINE FOR ALL

The desire to travel is universal regardless of age, race, ethnicity, gender, religion, sexual orientation and physical abilities. The Maine Office of Tourism is implementing a marketing strategy that focuses on diversity and inclusion as a long-term priority with the goal of becoming a more inclusive brand that welcomes all and leverages the work of industry partners across the state. This session will share ways tourism industry stakeholders are taking steps to make Maine more welcoming to diverse visitors.

Moderated by: Rachael Hailey, DEI Outdoors

Panelists include: Enock Glidden, Maine Trail Finder; Alice Pierce, Ogunquit Chamber of Commerce; Lynn Tillotson, Visit Portland (Travel Unity Summit Northeast)

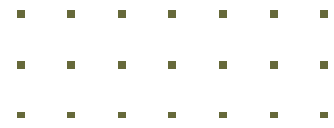
DESTINATION OPTIMIZATION

Marketing to drive demand is only half of the equation for bringing visitors back to Maine's communities. The Maine Office of Tourism is launching a Destination Optimization initiative that will help tourism businesses look beyond paid, earned and owned media to drive visitation. As potential visitors explore your area or business virtually, out-of-date or uninspiring information on Google, Tripadvisor, and other essential platforms could be inadvertently turning people away. In this session, we'll look at five essential – and completely free – things you should do to enhance how your destination and business partners appear across these critical platforms.

Presented by: Kim Palmer, Destination Optimization Program Director, Miles Partnership

BREAKOUT SESSIONS

(repeated in the afternoon)



OUTDOOR RECREATION AND CULTURAL TOURISM: WHERE DISCOVERY MEETS INSPIRATION



Arts, culture, and outdoor recreation are not mutually exclusive in the world of travel. In Maine, arts, culture, and the outdoors are inextricably linked in so many ways which provides destinations and service providers in Maine a unique opportunity for immersive community tourism. Looking at travel trends for 2023, trip offerings from notable operators and case studies of destinations, this session will be a discussion of Maine's cultural and outdoor recreation landscapes and how connecting them, rather than thinking of them as separate buckets, can help to create remarkable experiences.

Moderated by: Carolann Ouellette, Maine Office of Outdoor Recreation; Abbe Levin, Cultural Tourism Consultant

Guest Presenters: Seleni Matus, Executive Director, International Institute of Tourism Studies, George Washington University and Jaime Sweeting, President, Planterra

THE CASE FOR STEWARDSHIP



A shift in traveler sentiment is underway regarding the impact of tourism on the environment and climate change, with 25% of travelers (and 34% of millennials) now saying they usually or always consider environmental impact in planning a trip, according to Destination Analysts research. This session will take a deep dive into this growing trend and address some of the ways Maine organizations and businesses are facilitating responsible travel for visitors to our state.

Moderated by: Topaz Smith, World Economic Forum Community Lead, Aviation, Travel & Tourism

KEYNOTE SPEAKER

The Infinite Game

Stephen Shedletzky—or “Shed” to his friends—helps leaders listen and nurture the voice of others. He supports humble leaders that put their people and purpose first, all while knowing they are both a part of the problems they experience and part of the solutions they seek to create.

A sought-after speaker, coach, and advisor, Shed has led hundreds of keynote presentations, workshops, and leadership development programs around the world. As a thought-leader on psychological safety in the workplace, he works with leaders in all industries where human beings work. He is the author of the forthcoming book, *Speak-Up Culture: When Leaders Truly Listen, People Step up* (Page Two, 2023).



**Stephen
Shedletzky**
The Optimism
Company
from Simon Sinek

After years on a corporate track, Shed was introduced to Simon Sinek and inspired by his work. Soon after their meeting, Shed joined Simon’s team. For more than a decade, Shed has contributed to Simon Sinek, Inc., where as Chief of Staff, Head of Brand Experience, and Head of Training & Development, he has led a global team of speakers and facilitators. Shed continues to speak and facilitate with Simon Sinek, Inc., helping to create a more inspired, safe, and fulfilled world.

Shed graduated from the Richard Ivey School of Business with a focus on leadership, communication, and strategy. He received his coaching certification from The Co-Active Training Institute. He lives in Toronto with his wife and two young children.

HAPPENINGS



Join us to celebrate this year's Governor's Conference on **Tourism Award** winners, honoring Collaboration, Innovation & Creativity, Leadership & Growth, and the Governor's Award for Tourism Excellence. Awardees will be honored at the Awards Luncheon on Tuesday, March 28th.

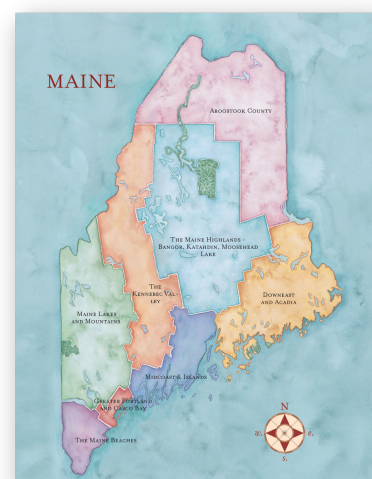
This year's conference will feature **real stories, from real Mainers**, around the theme #MyMaineThing. Interested in being one of our PK storytellers? Contact Linda@GreenTreeEvents.com for more info.



Time for a new headshot?

You're in luck! At this year's Governor's Conference on Tourism, sign up for a FREE headshot with professional photographer, Leah Carter. Headshots will be offered all day on Tuesday, March 28th at the Cross Center. Sign up for a 5-minute appointment onsite.

Visit with **Maine's Tourism Regions** representatives. What's going on in your region? What can be learned from other regions? See how you can get involved and make an impact.



ESSENTIAL INFO



TICKETS

In-Person: \$75* (Early Bird), \$90 (Regular)

The in-person ticket includes welcome reception, all sessions, breakfast, luncheon and breaks. In-person attendees will also have access to all recorded sessions post-conference. *Early bird price, ends February 28.

Virtual: \$50* (Early Bird), \$65 (Regular)

Enjoy most of the Conference's content, via live stream or recorded, from the comfort of your home or office. The virtual ticket includes live stream of all general sessions, keynote and awards luncheon; recordings of all breakout sessions (recordings will be available 5-8 business days post-conference). *Early bird price, ends February 28.

REGISTER AT: [MAINETOURISMCONFERENCE.COM](https://mainetourismconference.com)

DATE & LOCATION

Monday, March 27th & Tuesday, March 28th, 2023

Cross Insurance Center, Bangor, Maine

LODGING

We have secured special rates at the following hotels for conference participants:

Residence Inn by Marriott

22 Bass Park Boulevard Bangor, Maine 04401

Special Rates: \$159-\$189 USD per night

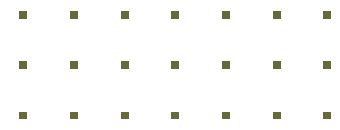
Fairfield Inn Bangor

300 Odlin Road, Bangor, Maine 04401

Special Rates: \$109 USD per night

Visit MaineTourismConference.com for booking info.

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