

2025 Maine Governor's Conference on Tourism - AGENDA

Wednesday, April 16, 2025

10:00am – 12:00pm	Maine Scenic Byways Summit – open meeting (Room A/B)
12:00pm	Registration Open (Paul Bunyan Entrance)
12:00pm – 3:30am	Bangor Welcome Excursions (Offsite)
2:00pm – 3:00pm	Educational Workshops – Session 1 <ul style="list-style-type: none">• <i>Frances Perkins Center Heritage Tourism Plan</i> (Room 1/2)• <i>Working with Influencers and Travel Media</i> (Room A/B)• <i>Shaping Maine's Tourism Future: Insights & Action from the Fall Statewide Listening Tour</i> (Room 5/6)
3:00pm – 4:00pm	Educational Workshops – Session 2 <ul style="list-style-type: none">• <i>Marketing to Outdoor Enthusiasts: Essential Insights for Adventure Travel</i> (Room A/B)• <i>ChatGPT for Curious Beginners</i> (Room 5/6)• <i>Data Informed Marketing: Where to Find the Data and How to Use It</i> (Room 1/2)
4:00pm – 4:15pm	Refreshments (Foyer)
4:15pm – 4:45pm	Keynote: <i>The Future of Tourism: Leaning Into High-Value Visitation</i> – Joseph Diaz, Afar Magazine (Ballroom)
4:45pm – 5:15pm	2025 Maine Tourism Awards Ceremony (Ballroom)
5:15pm – 7:00pm	Welcome Reception (Ballroom)

Thursday, April 17, 2025

7:30am – 8:30am	Breakfast & Expo (Expo)
8:30am – 9:00am	Welcome Remarks (Ballroom)
9:00am – 10:00am	Plenary: <i>Cultural Heritage Tourism Trends and Opportunities</i> - Cheryl Hargrove, Jill Sawyer, Rachel Ferrante, Giovanna Gray Lockhart (Ballroom)
10:00am – 10:30am	Coffee Break & Expo (Expo)
10:30am – 11:25am	Breakout Session 1 <ul style="list-style-type: none">• <i>Wabanaki Cultural Tourism Strategic Plan</i> (Room A/B)• <i>Going Beyond the Trailhead: How AMC Leverages Land Conservation to Build a Community of Recreationists, Volunteers, and Nature Nerds</i> (Room 1/2)• <i>Employee Training and Retention</i> (Room 3/4)• <i>Working with Influencers and Travel Media</i> (Room C/D)• <i>ChatGPT for Marketing Your Business</i> (Room 5/6)
11:30am – 12:30pm	Breakout Session 2 <ul style="list-style-type: none">• <i>Cultivating Real Maine Tourism: Building the Maine Brand Through Cross-Sector Collaboration in Agritourism</i> (Room 1/2)• <i>Downtowns: Opportunities for Collaboration, Economic Development and Storytelling</i> (Room A/B)• <i>Developing Collaborative Outdoor Experiences</i> (Room C/D)• <i>Tracking the ROI on Your Advertising</i> (Room 3/4)• <i>Attracting International Travelers; How International Visitation Can Work for You</i> (Room 5/6)
12:30pm – 1:30pm	Lunch (Ballroom)
1:30pm – 2:15pm	Plenary: <i>Transforming Maine Through Sports Tourism</i> - Jennifer Stoll, Sheila Brennan Nee, Russell Walters (Ballroom)
2:15pm – 2:30pm	Dessert Break (Expo)
2:30pm – 3:15pm	Maine Office of Tourism Report (Ballroom)
3:15pm – 3:30pm	Closing Remarks, Prizes (Ballroom)
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