

FUTURE IQ – MAINE WOODS CONSORTIUM – FOURS (4) VISIONS OF THE FUTURE OF TOURISM IN THE MAINE WOODS

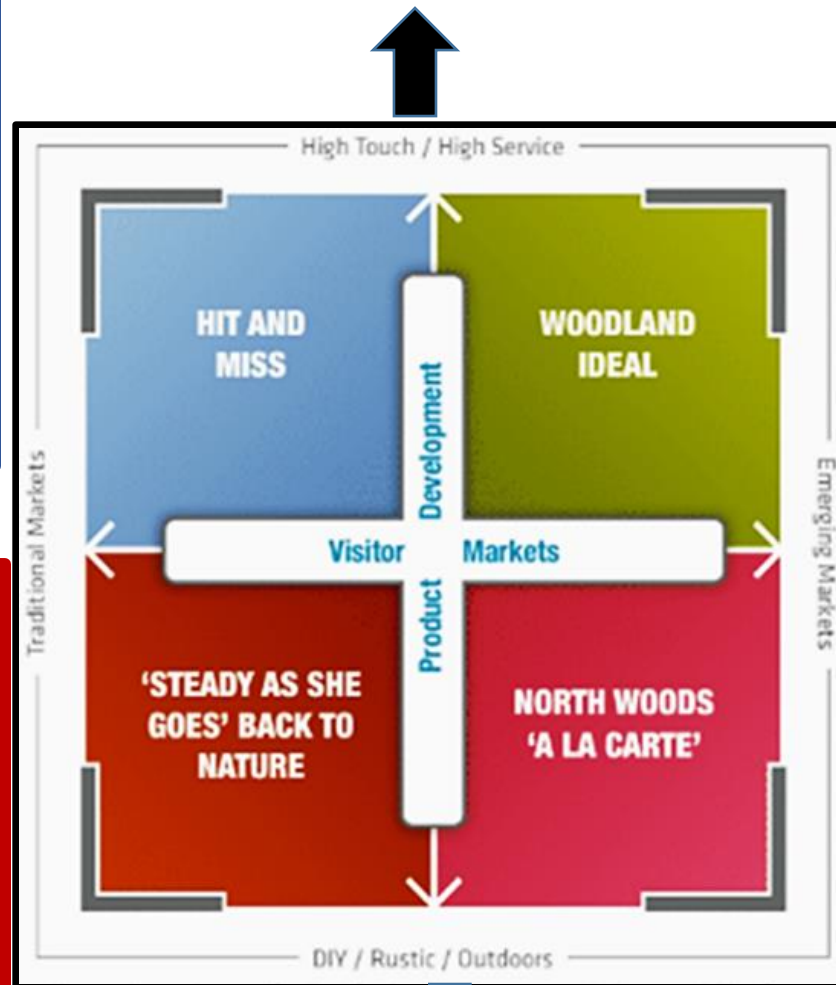
HIT AND MISS

The future is a focus on traditional visitor markets and a move to a high touch/high service approach. May provide higher visitor spending but outcomes would be hit or miss.

STEADY AS SHE GOES

The future is a focus on traditional markets and a reliance on traditional rustic DIY outdoor activities. The future depends on traditional, repeat visitors from the NE.

“HIGH TOUCH – HIGH SERVICE”



“DO IT YOURSELF – RUSTIC OUTDOORS”

WOODLAND IDEAL

The future is a focus on emerging markets, and a move to a high touch/high service approach. Visitors will be from emerging markets seeking unique highly curated, luxury and experiential trips.

NORTH WOODS “A LA CARTE”

The future is a focus on emerging markets and traditional rustic DIY outdoor activities. Future depends upon available offerings and those seeking self-guided activities. Appeals mostly to existing visitors.