

Managing Visitor Expectations

July 14, 2021

In response to workforce challenges and the impact it may have on the visitor experience, the following messaging has been developed as a way to remain consistent and honest with our visitors.

1. Visitor Complaints (Reactive)

The following statement can be used in part or in its entirety when responding to visitor complaints that may be directed to businesses, chambers of commerce or other organizations welcoming visitors. It can also be printed out and displayed as businesses/organizations feel appropriate:

Thank you for choosing Maine.

Like the rest of the world, Maine businesses are navigating the recovery from the COVID-19 pandemic. Nationally, there is a workforce shortage which may mean fewer service providers at some of your favorite lodging facilities, attractions, restaurants, or shops. This summer, you may find your wait a bit longer or the crowds a bit larger. Please know, countless people are working hard to provide you with an enjoyable and memorable Maine vacation.

As we welcome those who travel to Maine year after year—and those who are experiencing Maine for the first time—thank you all for your patience, kindness, and understanding.

While here, we hope you relax, unwind and enjoy all Maine has to offer!

2. Proactive communication with visitors

The following statement can be used in part or in its entirety before visitors arrive:

Like the rest of the world, Maine businesses are navigating the recovery from the COVID-19 pandemic. Nationally, there is a workforce shortage which may mean fewer service providers at some of your favorite lodging facilities, attractions, restaurants, or shops. This summer, you may find your wait a bit longer or the crowds a bit larger. Please know, countless people are working hard to provide you with an enjoyable and memorable Maine vacation.

We hope you choose Maine and look forward to welcoming you to our beautiful state. Your patience, kindness and understanding will be appreciated.

3. Example of social media posts:

(Post with beautiful photo)

Dreaming of a Maine vacation? Here, you'll relax, unwind and take in our natural beauty. You'll also find countless people working hard to provide you with a memorable experience. Like everywhere else, the workforce shortage may mean fewer service providers at some of your favorite places. If you do find your wait is a bit longer, please be patient, kind and understanding. Maine is ready to welcome you. #MaineThing #BeKind