

# Maine Nature

## TOURISM INITIATIVE

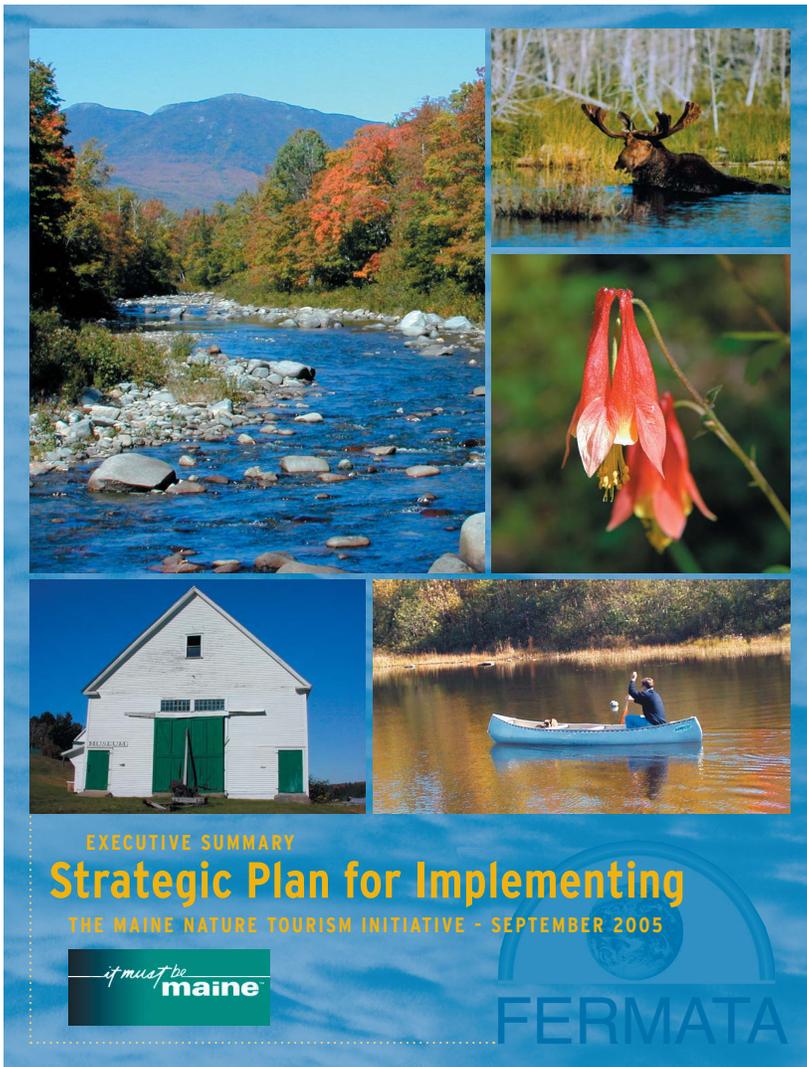
# GWC

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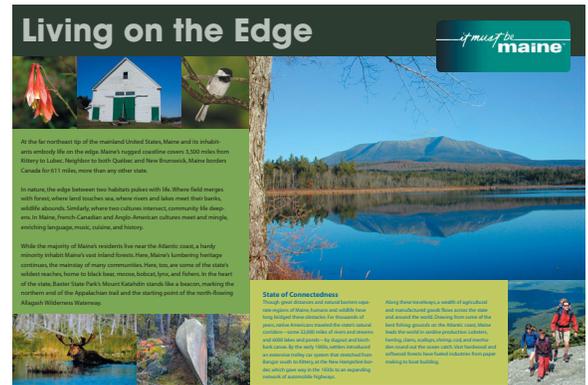


Ghostwriters Communications was retained as a subcontractor to Fermata, Inc., to develop a detailed strategy for nature-based tourism in three diverse regions of rural Maine. GWC's team of planners and designers worked with unique regional stakeholder groups and a state-level advisory committee throughout the project to inventory and

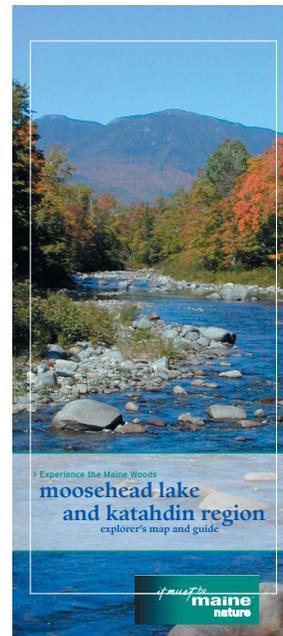
assess natural and historic resources, identify infrastructure needs, and recommend strategic cooperative marketing opportunities. As a result of GWC's efforts, the many organizations involved in the project came together to create marketing messages, to support the development and promotion of place-based artisan products, and identify tourism related municipal services expansion needs (search and rescue, fire, and law enforcement) and funding opportunities.



Strategic Plan



Interpretive Sign



Explorer's Map and Guide