In April and October, 2017, Paul Ouimet, Destinations International’s Managing Director, and members of the Maine Office of Tourism team, traveled the state to conduct Maine’s DestinationNEXT survey. This survey was a self-assessment of Maine’s tourism industry by members of the industry, businesses, municipal leaders, citizens and customers. DestinationNEXT’s surveys have been used in over 150 destinations in the US, Canada and around the world. By using that specific survey in Maine, the state placed its results within the larger context of all DestinationNEXT survey information and highlighted strengths and areas that need work. Each region in Maine will receive separate reports that focus on their specific results. Those regional reports will vary slightly from the overall statewide results.