

CONVERGENCE

Creating Great Places
to Live and Visit

Sheila Jans, CultureWorth

Katahdin Region Tourism Summit
Millinocket, Maine | April 22, 2016

Culture, Place and Experience Connection

Local ↔ Global

“Every village has all the talents of the world.”



That means getting to know
the good, the bad, and the ugly

St. John Valley

Welcome Guide

Valley treasures for us
to share with visitors



*Le Quartier Acadien
du Maine*

ST. JOHN VALLEY

Cultural Directory



A Repertoire of Cultural Resources

IN MAINE'S SAINT JOHN RIVER VALLEY



Traditions d'icite:

The traditions of Maine's Saint John Valley

Les traditions de la Vallée Saint-Jean au Maine



Voici *the*
Valley
Cultureway

Experience the international St. John Valley

Know who you are





SAYNÈTES ET SCÈNES COMIQUES

A L'USAGE
DES ÉCOLES ET PENSIONNATS DE JEUNES FILLES

PAR
ÉMILE GOUGET

N° 34. UNE BONNE PIANISTE



QUATRIÈME SÉRIE

(Nos 31 à 40)

- | | |
|--|--|
| 31. Les Droits de la femme , monologue. | 36. Le Cordon bleu mélomane , saynète à 4 person. |
| 32. La Chiffonnière , saynète à 4 pers. et figuration. | 37. La Cantinière , saynète à 4 personnages. |
| 33. La Soirée improvisée , saynète à 4 personnages et figuration. | 38. Mam'zelle Tapin , saynète à 4 personnages et figuration. |
| 34. Une Bonne pianiste , saynète pianistique à 4 pers. | 39. Le Phonographe enchanté , saynète à 2 person. |
| 35. La France à Paris , saynète lyrique à 12 personnages et figuration. | 40. La Gigale et la Fourmi , saynète à 4 personnages et figuration. |

Chaque numéro se vend 50 cent. — Les dix numéros ensemble, 4 fr.

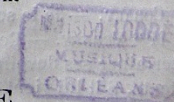
PARIS

LIBRAIRIE LAROUSSE

47, Rue Montparnasse, 47

SUCCURSALE : rue des Ecoles, 58 (Sorbonne)

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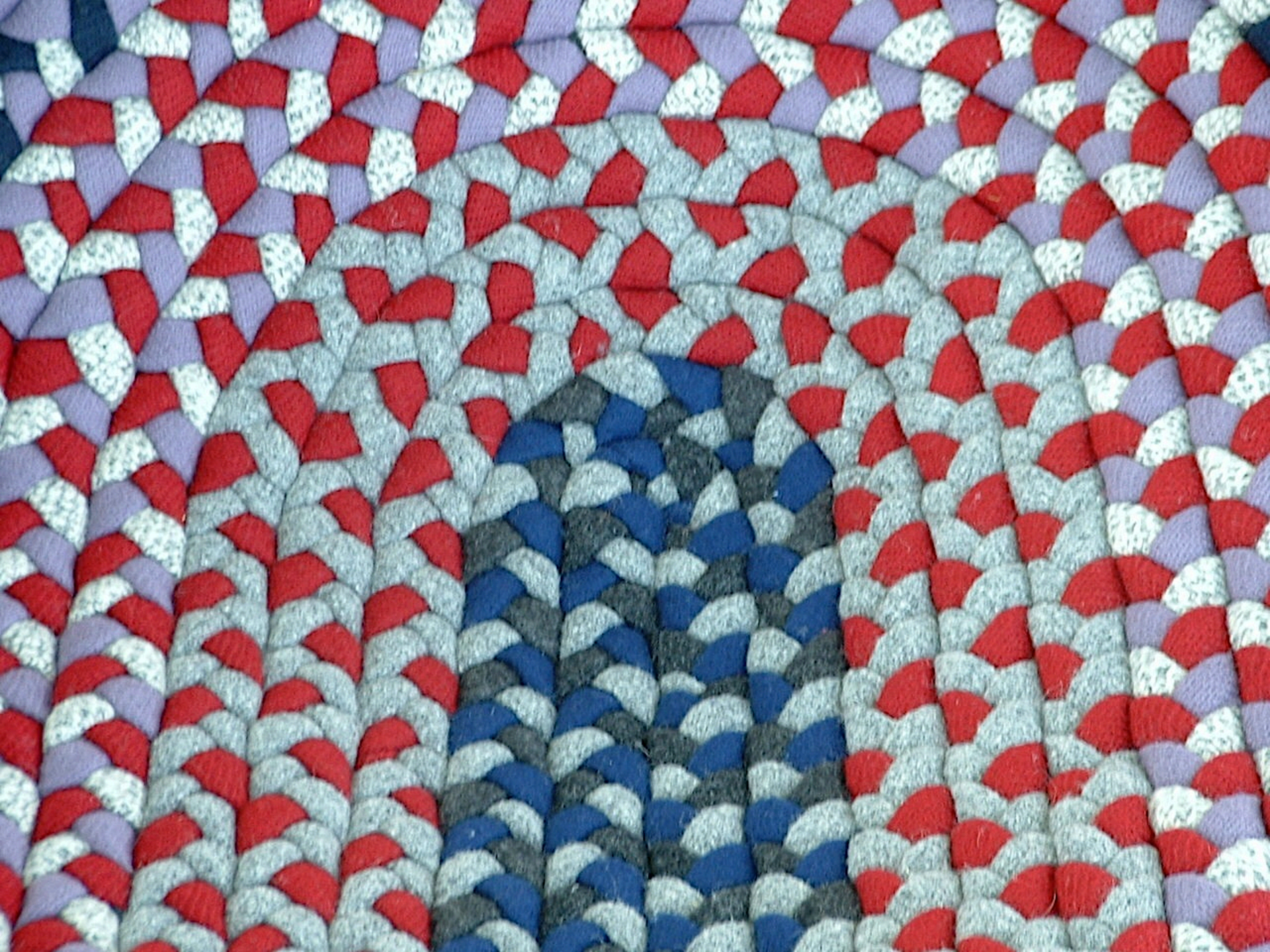
















What does it mean
to be “IN” a place,
not just “AT” a place?

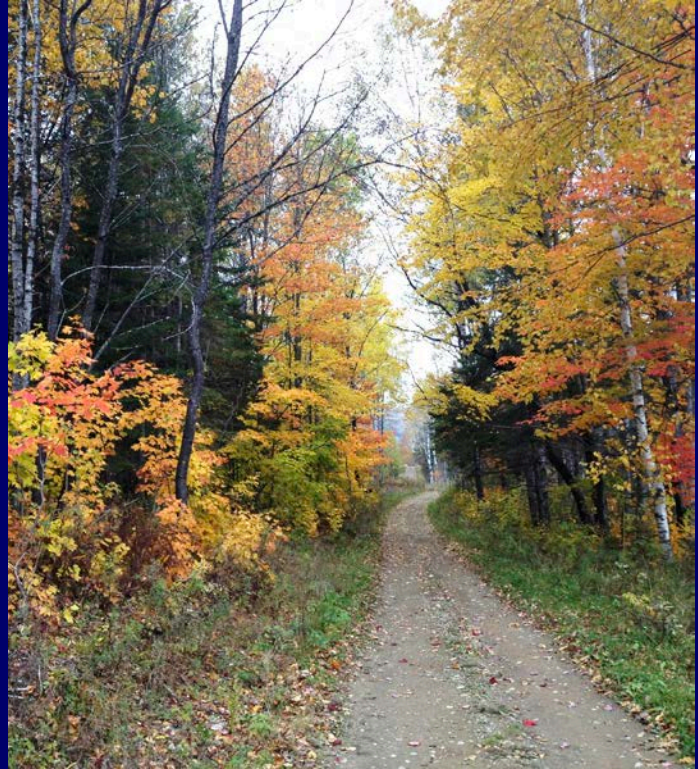
Know where you are

























St. John Valley



St. John Valley Cultural Byway

- Homeland: First Inhabitants and Early Settlement
- Fabric: Language, Family, and Faith
- Traditions: From Hand and Land
- Borderland: “The Land in Between”
- Place: Shaping Who We Are

“Experiences must **tap the hearts and minds** of curious travellers, invite them to **connect with people, culture, and geography** through personal exploration.”

Northern Ireland Tourist Board





What do you
LOVE ABOUT this place?

What do you
RELATE TO deeply?

What is **MEMORABLE** about
this place?

Asset Mapping

- What's unique and competitive advantages
- Sense of identity and place
- Inventory of existing assets and resources
- Creation of new visitor experiences/products

Asset Mapping Categories

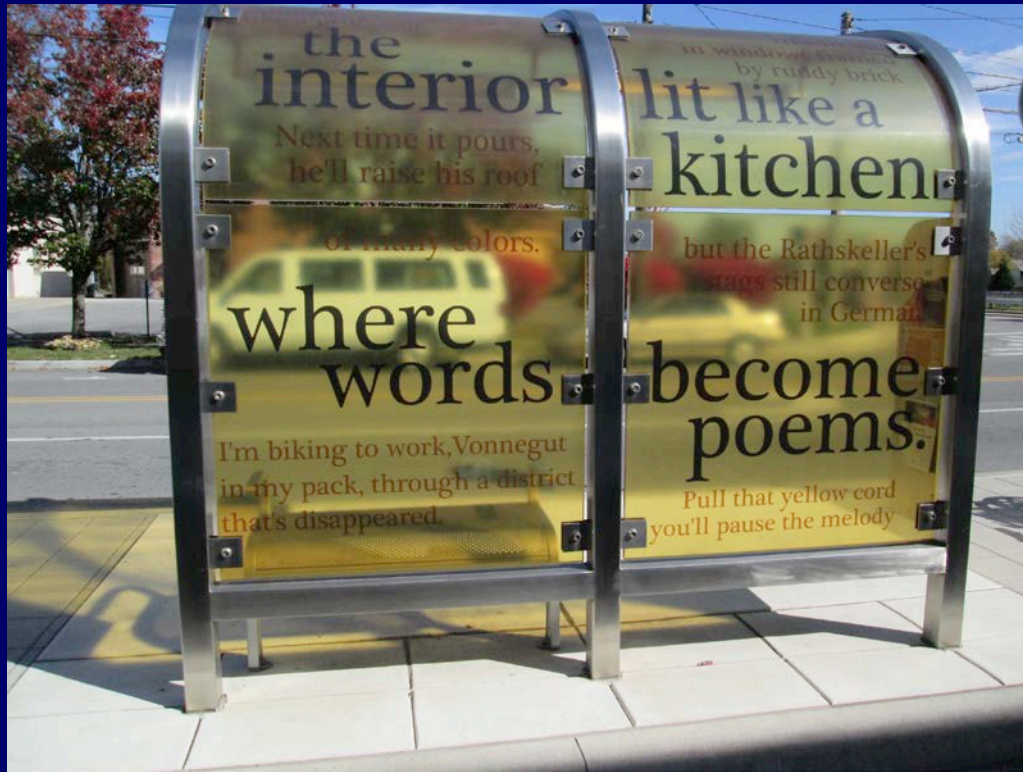
- Nature
 - People/Knowledge
 - Extraordinary Experience
 - Culture and Heritage
-
- Innovation
 - Infrastructure
 - Digital Technology
 - Excellence



“
PEOPLE IN INDY
ARE INCREDIBLY WELCOMING
AND FRIENDLY.
IF SOMEONE WANTS TO
CONTRIBUTE
THERE IS ALWAYS
A PLACE FOR THEM.”







SLOW FOOD GARDEN At White River State Park



GROWING
PLACES INDY

WWW.GROWINGPLACESINDY.ORG



Grow Well, Eat Well, Live Well, Be Well.



Connections

- Creative Economy
- Placemaking
- Walkable & Liveable Communities
- Rural Planning and Design
- Local Food

Some *of the* Top 20 Trends

- Social media/mobile prominence
- Personalized travel experience
- Strong brand identity is important

- Peer-to peer influence drives purchases
- Connect with quality of life of residents
- Balance growth with sustainability

DestinationNEXT

Economic growth

- Rising incomes, travel increasing, globalization

- People attracted to places with amenities

- Collective destination marketing is effective

Oxford Economics

A complete visitor experience
involves a myriad of **touch points**

Thank you!

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Credits

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Mont-Carmel, National Park Service, Twin Rivers, Inc., Vital Economy Alliance

Sources: "Creating Experience", Northern Ireland Tourist Board; "Destination Promotion: An Engine of
Economic Development", Oxford Economics; "Destination Next", Destination Marketing Assoc. International

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