

MAINE STATE LEGISLATURE

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Baxter State Park

Economic Impact Study

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Abstract

The purpose of this study was to examine the economic impact of Baxter State Park on Maine's economy. The study investigated the spending of Park visitors within the local area of Baxter State Park, within the state of Maine and on route to Maine. Additional information included what goods visitors purchased before entering the Park and what goods/services they were unable to obtain prior to entering the Park.

During the summer of 2007, 3,754 surveys were distributed to exiting Park visitors at both Togue Pond and Matagamon gate houses. Survey participants returned 1,877 surveys (50% return rate). The survey asked participants to share a variety of demographic information and to approximate spending in the Park, local community, at home, within Maine and outside of Maine.



The results of the study indicate that the largest amount of visitor spending occurs in Maine, followed closely by within the local community. The average spending for all visitors per trip total was \$606.70. Within the Park was \$28.35; within the local community was \$187.86; on route in Maine \$198.65; outside of Maine \$111.86.

The Maine State Planning Office reviewed the survey data and concluded that the out-of-state visitors and Maine overnight visitors spent an estimated \$3.8 million on goods and services in Maine. That spending supported an additional \$3.1 million in indirect spending by local businesses and households. Therefore, the total economic activity in Maine generated by visitors to Baxter State Park was \$6.9 million, sustaining the equivalent of 87 full-time jobs and \$2 million in household earnings.

Introduction

This study was conducted to examine the financial impact of Baxter State Park visitors on the local and state economy. In the spring of 2006, Park Director Jensen Bissell initiated this study in an effort to:

- 1) Determine the money spent in the local community and the state of Maine by Park visitors,
- 2) Determine what goods visitors purchased before entering the Park,
- 3) To explore what items/goods visitors would like to see offered in the local community that they were unable to obtain.

This study examined the economic impact of Park visitation on the local community and the state of Maine. This research studied visitor-spending on route in Maine including local spending, outside of Maine and materials/goods purchased at home before visitors departed for their trip. This study also analyzed Park use including overnight and day use, number of nights and days visited, and recreational activities participated in while visiting the Park. The study compiled visitor responses concerning the primary reasons for visiting the Baxter State Park area and the demographics of Park visitors—age, family income, and educational background. Survey participants were asked to include comments about their visit to the area and about services and goods visitors wanted but could not obtain while visiting the local area.

Methods

A survey (Appendix A) was created to collect data from Park visitors to determine their spending when visiting Baxter State Park. The development and implementation of this survey consisted of a series of steps implemented by Park personnel and volunteers. The survey was constructed to collect data on visitors' spending in the local community surrounding Baxter, on route in Maine, outside of Maine and at home before their departure. The survey also collected data on visitor type, visitor use and other demographic features that help to characterize the typical Park visitor, their spending related to Park use, and possible trends in Park use and visitation.

Survey Development and Implementation

In the spring of 2006, the Baxter State Park Information and Education Division under the direction of Park Naturalist Jean Hoekwater began to examine a feasible way to implement an economic impact study. In the summer of 2006, the administration met with a consultant to discuss the pros and cons of various survey models.

During the fall of 2006 and winter of 2007, a preliminary version of the survey was distributed among staff and Advisory members for suggestions and adjustments. The survey tool was tested by participants from the Opening Day crowd at Headquarters (in January, 2007), and final changes were made. The final survey instrument consisted of four pages—mostly multiple-choice questions with some short answers (Appendix A).

After discussing the options, the Park's needs, and the impact on the visitor's experience, it was determined that a written survey would serve as the instrument for data collection. In the fall of 2006, Jordan Kramer and Heather Haskell (Park staff) studied various survey models to determine ideal numbers of returned surveys to obtain statistically valid information. Subsequently monthly gate numbers were analyzed to determine the number of survey days they would need to distribute the survey to obtain the necessary return rate. It was determined that for an annual visitor base of 60,000, 1022 visitor groups would need to complete the survey in order to obtain a 99% confidence interval of +/-4%. However, for the surveys to reflect the different user groups in the Park (day use/campers & residents/nonresidents) accurately, more responses would be needed. The survey was divided into subgroups and to obtain a stratified random sample it was determined that 366 non-resident campers; 370 resident campers; 375 non-resident users; and 378 resident day users would need to complete the survey. In order to obtain a 40% return rate it was determined that 3,723 cars (each of which may contain several individuals) should be asked to complete the survey.

A random sequence computer generator was used to determine the number of survey days for the 2007 camping season (May 15-October 15) for both the Matagamon and Togue Pond gates. The following table represents the number of survey distribution days that was determined using the computer program

for both Togue Pond and Matagamon Park entrances. The only modification implemented was to ensure there were no duplicate dates at both gates on the same day.

Table 1: Survey Distribution Days

Togue Pond							
	May	June	July	August	September	October	Total per day
Sunday	1	1	1	2	1		6
Monday		1	1	1	1	1	5
Tuesday				2	1		3
Wednesday		1		1	1		3
Thursday			2	1	1		4
Friday		1	1	1			3
Saturday		1		1	1	1	4
TOTAL PER MONTH	1	5	5	9	6	2	28

Matagamon							
	May	June	July	August	September	October	Total per day
Sunday		1	2				3
Monday			1	1			2
Tuesday	1		1			1	3
Wednesday		1	1	2			4
Thursday	1	1					2
Friday	1	1	2	1			5
Saturday		1			1		2
TOTAL PER MONTH	3	5	7	4	1	1	21

Initially, it was determined that 3000 surveys should be distributed on 42 different days with the anticipated return rate of 1700 surveys. As of July 10, 2007, an average of 30% of the surveys were returned. It became evident that in order to meet the goal of 1700 returned surveys, additional distribution days would need to be added. Additional days were added and the final season consisted of 49 survey days, twenty-eight days at Togue Pond and twenty-one days at Matagamon Gate with a total of 792 hours of volunteer time and forty-seven volunteers. An additional 754 surveys were distributed in August, September, and October totaling 3,754 surveys distributed during the 2007 season.

Park Naturalist Jean Hoekwater, provided the overall leadership for this study. She served as the Project Manager and supervised each stage of implementation; working closely with volunteers and Park and University personnel to implement the study. Hoekwater felt this initiative allowed several new

volunteers to get involved with the Park as it attracted volunteers who cannot do physical work. Additionally, the survey served as a collaborative effort between Park personnel, volunteers, work-study students, and University personnel. Volunteers provided a pivotal resource for implementing this study and their names are provided in Appendix B.

Laurie Rich, longtime campground volunteer, served as the volunteer coordinator for the Economic Impact Survey. Her primary role was to register, schedule and orient volunteers. Survey days were determined to be 8 AM-8 PM, since a minimum number of visitors leave the Park between 6-8AM. Days were divided into two shifts for volunteers who were unable to work the full 12 hours. Shift schedules and housing needs were scheduled for all volunteers. Before the first survey date, Rich prepared bins containing all the necessary supplies for volunteers, including high visibility vests, notebooks, writing supplies, Park information, and a step-by-step walk through of the survey process to ensure uniformity. Throughout the season, Rich checked these bins at both gates regularly and re-supplied them with surveys as needed. She also kept a running tally of how many surveys had been distributed; comparing this to the numbers that were expected to be returned.

Additional volunteers copied, stapled, folded and stuffed 3,800 copies of the survey into self-addressed-stamped envelopes. As an incentive for visitors to participate in the study, a drawing was included for a free, three-night stay at Baxter State Park. The entries for the drawing were completed on a separate piece of paper, were pulled from each returned envelope immediately to assure anonymity for visitors, and were deposited into a separate box for the drawing.

The confidence interval of this study was calculated to be ± 1.37 . This was based on a total population of 60,724 (number of Park visitors for 2007) and a sample size of 7,715 (this represents the total of all entries for the “number of people in group” listed in question C.2 for returned surveys), and a confidence level of 99%, the values reported are estimated to be within $\pm 1.37\%$ of the true population value for each respective question.

Data Collection Changes

Two adjustments were made throughout the summer to meet the needs of this study and to address concerns about the implementation of the study:

1. The realization that Park Visitors left the north end of the Park at Matagamon to go to the nearby store for ice/soda, etc. The volunteer protocol was adjusted to ask visitors if they were leaving the Park for the last time, to avoid giving the same visitors multiple surveys for one stay.
2. On July 10, 2007, concerns about the rate of returned surveys were addressed. As of July 10, 30% of the surveys distributed were returned. To get the necessary number of returned surveys at the return rate demonstrated in June, the number of distribution days was increased by 6.5 days, to ensure enough returns to constitute a meaningful sample of BSP overall use.

Results

The results of the survey are covered in four sections. The first section titled **Economic Impact of Visitor Spending** examines spending by Park visitors while traveling to the Baxter State Park area, locally, on-route in Maine, in the Park, and at home before departing for their trip. It also examines day use versus overnight expenses spent based on one's zip code. A review by the Maine State Planning Office summarizes the impact of spending by Park visitors on the Maine economy.

The second section titled **Park Use** examines the use of the Park both day users and overnight users, the number of days and nights visited and the recreational activities visitors participated in while in the Park. It also examines whether Baxter State Park was the primary reason for the visit to the local area and if not, what factors influenced visitors to the area.

The third section titled **Demographics** examines the type of group that visited the Park, the number of members in each group, the age of group members, visitor's income and educational background, and their access to the Internet. The final section titled **Availability of Goods and Services**, analyzed Park visitors' demands for services and goods that are not provided in the local area surrounding Baxter State Park.



Section 1: Economic Impact of Visitor Spending

Survey participants were asked to report all their trip expenses. This was done in an effort to understand the spending of Park visitors. Visitor spending was divided into five categories that are compared throughout the report.

1. **At Home:** this category includes preparatory spending reported by visitors prior to departure for their trip to Baxter State Park. Based on the residence of the visitor, this category includes both local, in Maine and outside Maine spending.
2. **On Route Outside of Maine:** this category includes spending reported by visitors traveling to the Park but not yet in Maine.
3. **On Route in Maine:** this category includes spending reported by visitors while in Maine traveling to the Park.
4. **Within Local Area:** this category includes spending reported by visitors within an area around Baxter State Park including the towns of Barnard, Benedicta, Brownville Junction, Chamberlain Lake, Chester, Chesuncook Lake, Crystal/Island Falls, East Millinocket, East Wubb, Grindstone, Kokadjo, Knowles, Lincoln Center/Lincoln, Mattawamkeag, Medowville, Medway, Millinocket, Molunkus, Norcross, Patten, Ripogenus Dam, Seboeis, Sherman Mills/Sherman/Silver Ridge TWP, Sherman Station, Shin Pond, Staceyville, West Seboeis, and Winn. See the second page in Appendix A, Baxter State Park Visitor Use/Economic Impact Survey for a map depicting the “local area”.
5. **In Baxter Park:** this category includes spending reported by visitors within Baxter Park. Since only limited purchases are possible within the Park, this category was likely confusing to visitors and probably primarily reflects visitor spending on Park reservations and non-resident entrance fees.

For the purposes of this study local expenditures will be regarded separately from Maine expenditures in an effort to examine how much is spent in the local community. Additionally, it is important to note that all averages were compiled using zeros for all data spaces left blank. It is safe to assume that if survey participants did report any expenditure on the survey in specific categories then they spent nothing for those sections. The averages represent all the data and do not represent the average spending of a few.

Overall Spending

The largest recorded expenditure amount occurred on-route in Maine, followed closely by local expenditures. The least amount spent was in Baxter State Park (where opportunities to spend money are the most limited).

Table 2: Location and Totals of Expenses

Location	Totals Spent
On Route in Maine	\$372, 868
Local	\$352,607
Outside Maine	\$209,966
At Home	\$150,107
In Baxter State Park	\$53,221
Overall Trip	\$1,138,769

* All totals have been rounded to the nearest dollar.

The following table includes a more comprehensive break down of expenditure categories. This includes the item that was purchased and where it was purchased either in the Park, within the local area, on route in Maine, on route outside of Maine and at home.

Table 3: Location and Type of Expenditures

Item	In Park	Within local area	On Route In Maine	On Route Outside of Maine	At Home
Travel-Air Bus	\$40.00	\$4,715.00	\$6,994.00	\$46,540.00	\$17,061.00
Travel-Vehicle	\$0.00	\$1,028.00	\$3,436.00	\$3,120.00	\$936.00
Travel-Gas & Oil	\$985.00	\$45,955.00	\$69,271.00	\$45,069.00	\$17,726.00
Travel-Repairs and Services	\$15.00	\$1,191.00	\$2,298.00	\$2,919.00	\$2,654.00
Travel-Parking & Tolls	\$2,781.00	\$961.00	\$2,957.00	\$3,376.00	\$416.00
Travel-Vehicle Rental	\$12.00	\$2,062.00	\$16,620.00	\$13,658.00	\$11,969.00
Travel-Taxi/public transit	\$0.00	\$120.00	\$321.00	\$600.00	\$739.00
Lodging-camping	\$39,930.00	\$45,735.00	\$12,173.00	\$9,138.00	\$325.00
Lodging-motel, B& B	\$1,490.00	\$60,806.00	\$55,848.00	\$27,234.00	\$2,060.00
Lodging-other	\$672.00	\$34,093.00	\$21,885.00	\$3,978.00	\$2,150.00
Food-Restaurant/Bar	\$1,075.00	\$60,504.00	\$55,106.00	\$25,267.00	\$5,337.00
Food-Grocery	\$383.00	\$47,036.00	\$42,845.00	\$12,826.00	\$49,257.00
Sporting Goods-Purchase	\$117.00	\$7,414.00	\$25,860.00	\$2,605.00	\$31,149.00
Sporting Goods-rental	\$1,105.00	\$2,246.00	\$1,446.00	\$670.00	\$273.00
Entertainment-tours, movies, lessons, admissions fees	\$1,807.00	\$15,088.00	\$8,100.00	\$4,133.00	\$855.00
Shopping-souvenirs, gifts, clothing, maps	\$1,912.00	\$17,494.00	\$25,780.00	\$3,874.00	\$3,251.00
First aid supplies & medical treatment	\$28.00	\$2,128.00	\$976.00	\$170.00	\$1,729.00
Other expenses	\$869.00	\$4,031.00	\$20,954.00	\$4,789.00	\$2,219.00
Total	\$53,221.00	\$352,607.00	\$372,870.00	\$209,966.00	\$150,106.00

Throughout the study average spending was determined using a statistical software analysis program (SPSS[®]). The average spending for each category was determined by calculating the total spending divided by the number of surveys returned (1,877). Additional averaged spending displayed later in this report was calculated using the same divisor (1,877 surveys returned). Based on this formulation the averages totaled were calculated as follows: trip total \$606.70; within Park \$28.35; within the local community \$187.86; on route in Maine \$198.65; outside of Maine \$111.86.

Total Spending Estimates

The data assembled in the tables above was provided to the Maine State Planning Office. The SPO reviewed the survey protocol and structure and the assembled data and provided a report summarizing the economic impact of spending by Park visitors. In order to determine the impact of visitor spending on the Maine economy, the SPO only used spending by non-residents (both day use and overnight use) and by Maine residents on overnight trips.

Following the protocol of the survey data summary, the SPO derived total spending by multiplying survey spending by 0.79, representing the percent of respondents who indicated Baxter Park was their primary destination, and dividing by 0.127, representing the percent of survey respondents to total Park visitors (the Park visitation in 2007 was 60,724 and the survey sample size was 7,715). Spending for Maine overnight visitors was derived from spending for all Maine visitors by multiplying by 0.307, representing the percentage of Maine visitors who were overnight visitors in 2007, as measured by gatehouse and reservation statistics.



The SPO review calculated that visitors spent an estimated \$3.8 million on goods and services in Maine. That spending supported an additional \$3.1 million in indirect spending by local businesses and households. Therefore, the total economic activity in Maine generated by visitors to Baxter State Park was \$6.9 million, sustaining the equivalent of 87 full-time jobs and \$2 million in household earnings.



To view the original State Planning Office Report, prepared by Michael Levert, see Appendix C.

Zip Codes

Total expenditures based on zip codes were determined to analyze the average amount spent based on location—where one was traveling. For those who reported a Maine zip code (not including a local zip code) an average of \$30.49 was spent in the Park. \$127.36 was spent locally; \$82.59 spent on route in Maine; \$3.69 outside of Maine; and \$304.16 was spent on the overall trip.

For those who reported a local zip code the average spent within the Park equaled \$12.65; \$48.39 locally; \$14.91 on route in Maine; \$2.93 outside of Maine; and \$90.58 for their overall trip. For those who did not report a zip code \$3.50 was spent within the Park; \$144.12 locally; \$139.57 on route in Maine; \$227.58 outside of Maine; and \$719.38 on their overall trip. For those who reported an out of state zip code significantly more was spent locally, on route in Maine, outside of Maine and at home when compared to Maine zip codes. The average expenses for in Park were \$29.27; \$285.81 locally; \$374.48 on route in Maine; \$105.48 at home; and \$1051.32 overall trip expenses.

The following tables depict the types of services/goods purchased based on one's zip code—either out of state visitors, Maine zip codes, local zip codes and no reported zip codes. These charts provide a comprehensive break down of each service purchased and to what extent. Table seven represents the total amount spent outside of Maine on route to visiting Baxter State Park based on each zip code.

Table 4: Amount Spent Outside of Maine

Item	Out of State Zip Code	Maine Zip Code	Local Zip Code	No Zip Code
Travel-Air Bus	\$44,290.00	\$450.00	\$0.00	\$1,800.00
Travel-Vehicle	\$2,995.00	\$125.00	\$0.00	\$0.00
Travel-Gas & Oil	\$43,788.00	\$795.00	\$50.00	\$437.00
Travel-Repairs and Services	\$2,908.00	\$11.00	\$0.00	\$0.00
Travel-Parking & Tolls	\$3,293.00	\$33.00	\$0.00	\$50.00
Travel-Vehicle Rental	\$13,146.00	\$400.00	\$0.00	\$112.00
Travel-Taxi/public transit	\$600.00	\$0.00	\$0.00	\$0.00
Lodging-camping	\$8,588.00	\$550.00	\$0.00	\$0.00
Lodging-motel, B&B	\$23,354.00	\$0.00	\$0.00	\$3,880.00
Lodging-other	\$3,978.00	\$0.00	\$0.00	\$0.00
Food-Restaurant/Bar	\$21,958.00	\$179.00	\$75.00	\$3,055.00
Food-Grocery	\$10,170.00	\$506.00	\$150.00	\$2,000.00
Sporting Goods-Purchase	\$1,775.00	\$330.00	\$0.00	\$500.00
Sporting Goods-rental	\$670.00	\$0.00	\$0.00	\$0.00
Entertainment-tours, movies, lessons, admissions fees	\$4,033.00	\$100.00	\$0.00	\$0.00
Shopping-souvenirs, gifts, clothing, maps	\$3,775.00	\$99.00	\$0.00	\$0.00
First aid supplies & medical treatment	\$155.00	\$15.00	\$0.00	\$0.00
Other expenses	\$4,789.00	\$0.00	\$0.00	\$0.00
Totals	\$194,265.00	\$3,593.00	\$275.00	\$11,834.00

Table five below represents the amount spent by each visitor type while in Maine (this excludes the local area as that is reported in the next chart). This spending occurred on route in Maine.

Table 5: Amount Spent in Maine

Item	Out of State Zip Code	Maine Zip Code	Local Zip Code	No Zip Code
Travel-Air Bus	\$6,434.00	\$485.00	\$0.00	\$75.00
Travel-Vehicle	\$3,006.00	\$240.00	\$140.00	\$50.00
Travel-Gas & Oil	\$41,200.00	\$26,058.00	\$473.00	\$1,540.00
Travel-Repairs and Services	\$1,650.00	\$648.00	\$0.00	\$0.00
Travel-Parking & Tolls	\$2,376.00	\$541.00	\$0.00	\$40.00
Travel-Vehicle Rental	\$14,760.00	\$1,400.00	\$0.00	\$460.00
Travel-Taxi/public transit	\$271.00	\$50.00	\$0.00	\$0.00
Lodging-camping	\$9,584.00	\$2,489.00	\$0.00	\$100.00
Lodging-motel, B&B	\$49,494.00	\$4,574.00	\$80.00	\$1,700.00
Lodging-other	\$21,430.00	\$455.00	\$0.00	\$0.00
Food-Restaurant/Bar	\$43,798.00	\$9,465.00	\$307.00	\$1,537.00
Food-Grocery	\$25,269.00	\$16,706.00	\$226.00	\$643.00
Sporting Goods-Purchase	\$13,761.00	\$11,136.00	\$170.00	\$793.00
Sporting Goods-rental	\$934.00	\$512.00	\$0.00	\$0.00
Entertainment-tours, movies, lessons, admissions fees	\$6,544.00	\$1,321.00	\$0.00	\$235.00
Shopping-souvenirs, gifts, clothing, maps	\$24,127.00	\$1,562.00	\$6.00	\$85.00
First aid supplies & medical treatment	\$449.00	\$527.00	\$0.00	\$0.00
Other expenses	\$18,766.00	\$2,188.00	\$0.00	\$0.00
Totals	\$283,853.00	\$80,357.00	\$1,402.00	\$7,258.00

Table six represents the total amounts spent in the local community surrounding Baxter State Park based on zip codes.

Table 6: Amount Spent in the Local Area

Item	Out of State Zip Code	Maine Zip Code	Local Zip Code	No Zip Code
Travel-Air Bus	\$4,200.00	\$365.00	\$0.00	\$150.00
Travel-Vehicle	\$763.00	\$265.00	\$0.00	\$0.00
Travel-Gas & Oil	\$23,768.00	\$20,269.00	\$1,361.00	\$557.00
Travel-Repairs and Services	\$555.00	\$636.00	\$0.00	\$0.00
Travel-Parking & Tolls	\$797.00	\$113.00	\$0.00	\$52.00
Travel-Vehicle Rental	\$1,870.00	\$192.00	\$0.00	\$0.00
Travel-Taxi/public transit	\$120.00	\$0.00	\$0.00	\$0.00
Lodging-camping	\$23,160.00	\$21,824.00	\$182.00	\$569.00
Lodging-motel, B&B	\$47,257.00	\$12,334.00	\$0.00	\$1,215.00
Lodging-other	\$21,820.00	\$10,223.00	\$850.00	\$1,200.00
Food-Restaurant/Bar	\$38,652.00	\$20,086.00	\$338.00	\$1,428.00
Food-Grocery	\$24,984.00	\$19,197.00	\$1,452.00	\$1,404.00
Sporting Goods-Purchase	\$3,596.00	\$3,561.00	\$30.00	\$227.00
Sporting Goods-rental	\$1,482.00	\$446.00	\$18.00	\$300.00
Entertainment-tours, movies, lessons, admissions fees	\$9,524.00	\$5,408.00	\$144.00	\$12.00
Shopping-souvenirs, gifts, clothing, maps	\$11,472.00	\$5,553.00	\$154.00	\$315.00
First aid supplies & medical treatment	\$1,194.00	\$909.00	\$20.00	\$5.00
Other expenses	\$1,432.00	\$2,539.00	\$0.00	\$60.00
Totals	\$216,646.00	\$123,920.00	\$4,549.00	\$7,494.00

Table seven displays the total amount spent in Baxter State Park based on Zip Codes.

Table 7: Amount Spent in Baxter State Park

Item	Out of State Zip Code	Maine Zip Code	Local Zip Code	No Zip Code
Travel-Air Bus	\$0.00	\$40.00	\$0.00	\$0.00
Travel-Vehicle	\$0.00	\$0.00	\$0.00	\$0.00
Travel-Gas Oil	\$235.00	\$690.00	\$60.00	\$0.00
Travel-Repairs and Services	\$0.00	\$15.00	\$0.00	\$0.00
Travel-Parking & Tolls	\$2,547.00	\$222.00	\$0.00	\$12.00
Travel-Vehicle Rental	\$12.00	\$0.00	\$0.00	\$0.00
Travel-Taxi/public transit	\$0.00	\$0.00	\$0.00	\$0.00
Lodging-camping	\$14,105.00	\$24,706.00	\$1,065.00	\$54.00
Lodging-motel, B&B	\$580.00	\$910.00	\$0.00	\$0.00
Lodging-other	\$600.00	\$72.00	\$0.00	\$0.00
Food-Restaurant/Bar	\$470.00	\$580.00	\$5.00	\$20.00
Food-Grocery	\$125.00	\$215.00	\$38.00	\$5.00
Sporting Goods-Purchase	\$19.00	\$94.00	\$4.00	\$0.00
Sporting Goods-rental	\$752.00	\$351.00	\$0.00	\$2.00
Entertainment-tours, movies, lessons, admissions fees	\$1,570.00	\$152.00	\$5.00	\$81.00
Shopping-souvenirs, gifts, clothing, maps	\$602.00	\$1,302.00	\$0.00	\$8.00
First aid supplies & medical treatment	\$23.00	\$5.00	\$0.00	\$0.00
Other expenses	\$544.00	\$313.00	\$12.00	\$0.00
Totals	\$22,184.00	\$29,667.00	\$1,189.00	\$182.00

Day Users versus Overnight Users

Day users spent more in the local area, on route in Maine and outside of Maine—while overnight users spent more in the Park and at home before leaving for the trip. Even if we incorporated money spent from survey participants who reported both day and overnight use and assumed they were staying in the Park the numbers would remain the same. It seems that day users spend more than overnight users. This could be due to numerous factors such as: preparing one's own meals, coming prepared because you are staying overnight, purchasing more materials at home prior to departure, and/or less reliance on restaurants. When one chooses to camp in Baxter State Park they must be self reliant as purchases within the Park are limited to firewood, lodging options, canoe rentals and map and book purchases. The following table represents the total expenditures in the Park, local area, on route in Maine, outside of Maine, and whether survey respondents reported as day users or overnight users.

Table 8: Comparison of Amounts Spent by Day and Overnight Users

	No Reported Use	Day Use	Overnight Use	Both (day and night)
Park	\$76.00	\$8,142.00	\$44,329.00	\$675.00
Local	\$981.00	\$238,120.00	\$99,484.00	\$14,021.00
On Route in Maine	\$1,075.00	\$245,912.00	\$115,144.00	\$10,736.00
Outside Maine	\$0.00	\$139,344.00	\$58,096.00	\$12,527.00
At Home	\$300.00	\$66,627.00	\$76,019.00	\$7,161.00
Overall Trip	\$2,432.00	\$698,145.00	\$393,072.00	\$45,120.00

The average expenses for day versus night users for those who did not report any use is: in Park \$2.62; locally \$33.83; on route in Maine \$37.08; outside of Maine \$0.00; at home \$10.34; and for the overall trip \$83.87. For those who reported as both day and overnight users the following averages were determined: \$12.50 within the Park; \$259.65 locally; \$198.82 on route in Maine; \$231.98 outside of Maine; \$132.61 at home; and \$835.56 trip total.

For those who reported as day users the following averages were found: \$8.44 within the Park; \$247.01 locally; \$255.10 on route in Maine; \$144.55 outside of Maine; \$69.11 at home; and \$724.22 overall trip.

For those who reported as overnight users the following averages were found: within the Park \$53.41; locally \$119.86; on route in Maine \$138.73; at home \$91.59; and overall trip expenses \$473.58.

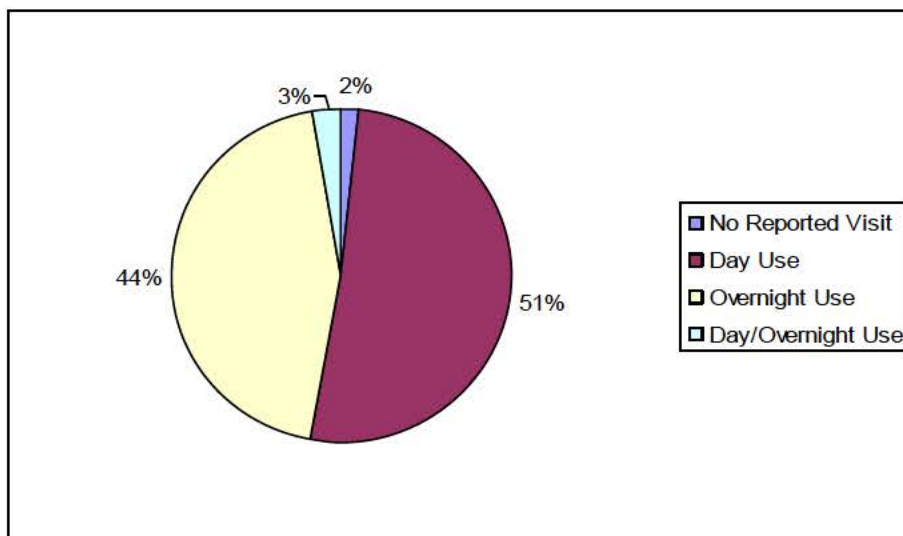
Section 2: Park Use

Although used primarily for outdoor recreation, Baxter State Park is used for a variety of recreational purposes. Visitors may spend the day at the Park, several weeks, or simply take a scenic drive thru the Park to another destination in Maine. Recreational opportunities in the Park are extensive and often visitors come for multiple purposes. The results indicate that the type of visitor varies and the goals/objectives of their visit are diverse. It is important to know the demographics of those who participated in the study to understand the general characteristics of Park visitors and those who contributed to this study.

Day Use vs. Overnight Use

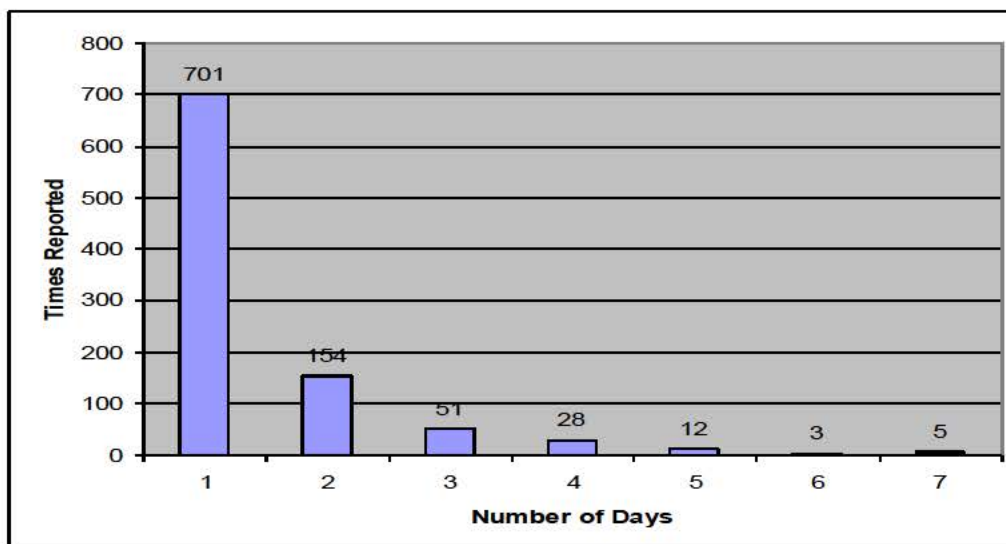
964 (51%) of survey participants reported that they were day users and 830 (44%) reported that they were overnight users. Fifty-four (3%) survey respondents said they were both day and overnight users and twenty-nine (2%) of the surveys reported “no” for both overnight and day use activities. For survey participants, that reported either both or none, there may have been some confusion to this question, as those who camped also considered themselves day users as they spent the day exploring the Park. Some of the survey respondents drove through the Park or visited their favorite lake but did not associate their time as day use as they were only in the Park for a few hours. The following chart displays the relative mix of different Park users.

Chart 1: Visitor Type



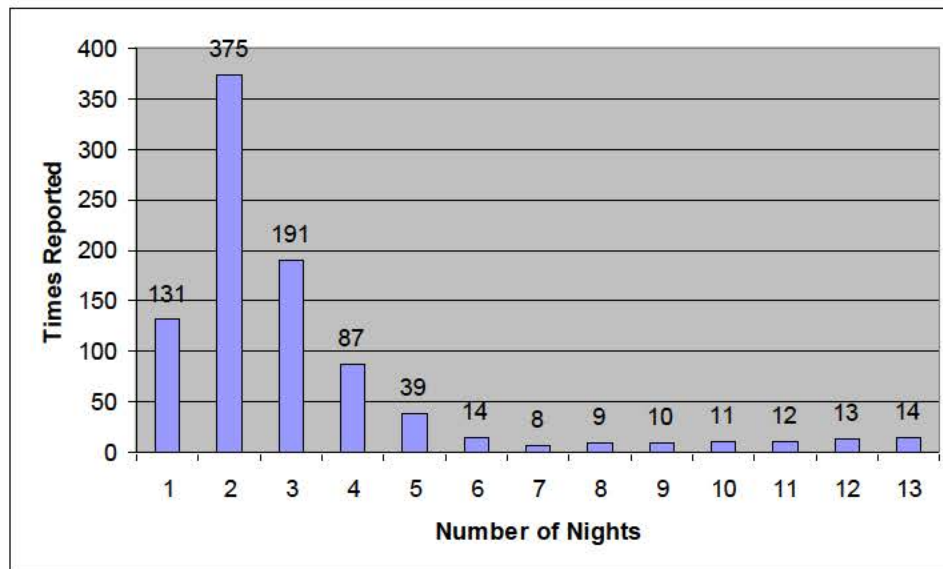
Survey participants were asked to report the numbers of days they visited the Park during their stay. Day users will often visit the Park but leave the Park to stay in local accommodations. They may revisit the Park several times while they are in the local area and reported visiting anywhere from one to seven days. The following graph represents the numbers of days survey participants visited the Park.

Graph 1: Number of Days Spent in the Park



Of the overnight users, many stayed on average about two to three nights. The following graph represents the number of nights that overnight users who participated in the study visited the Park.

Graph 2: Number of Nights Spent in the Park



Of the overnight users 410 survey participants responded that they tent camped; 397 slept in a lean-to; 76 slept in a bunkhouse; and 165 slept in a cabin. The numbers reported here includes both those who reported they were overnight users and those that reported they were both day and overnight users. It is important to note that overnight users may have stayed multiple nights and in various settings; a lean-to their first night, a campsite their second night. This explains the difference between the total number of reported overnight spenders (830) and the total number of nights spent in various settings (978).

Recreational Use

Recreational use of the Park consists of a variety of activities. The survey asked respondents to check all of the activities that applied to their visit. This includes hiking-gentle terrain, hiking-mountain, picnicking, canoeing, fishing, technical climbing, bird watching, moose watching, general wildlife watching, photography, swimming, nature study, hunting and other reported activities. Park staff generated this list as it represents the activities visitors most often participate in while in the Park. The highest percentage of reported activities includes hiking-mountain (61.8%), wildlife watching (54.7%), photography (53.2%), and hiking-gentle terrain (52.1%). The lowest reported activities at .2% include technical climbing and hunting. The following table represents the type of activity, frequency, and percent in which it was reported.

Table 9: Type of Activity by Park Visitors

Type of Activity	Frequency	Percent
Hiking-Mountain	1160	61.8
General wildlife watching	1027	54.7
Photography	998	53.2
Hiking-Gentle Terrain	978	52.1
Moose watching	887	47.3
Picnicking	587	31.3
Bird watching	487	25.9
Swimming	480	25.6
Canoeing	442	23.5
Fishing	286	15.2
Nature Study	203	10.8
Other	147	7.8
Technical Climbing	3	0.2
Hunting	3	0.2

In the “other” category, visitors wrote in a variety of responses, which can be grouped into six themes. This includes driving, relaxation, nature activities, artistic endeavors, thru hiking, and recreation. These six themes are reported due to the frequency in which survey participants reported them. In regards to driving, respondents stated that they “drive thru looking at scenery” or “drive the Tote Road thru Park.” Some stated “just a drive” or “just wanted to look at the lakes.”

Several participants in different ways stated that the visit to Baxter State Park was for relaxation purposes and connecting to oneself. One person stated “connecting to myself through being in nature.” Another said, “decompressing from busy work life.” This group of respondents used the Park to get away from everyday life and to relax and/or for spiritual renewal.

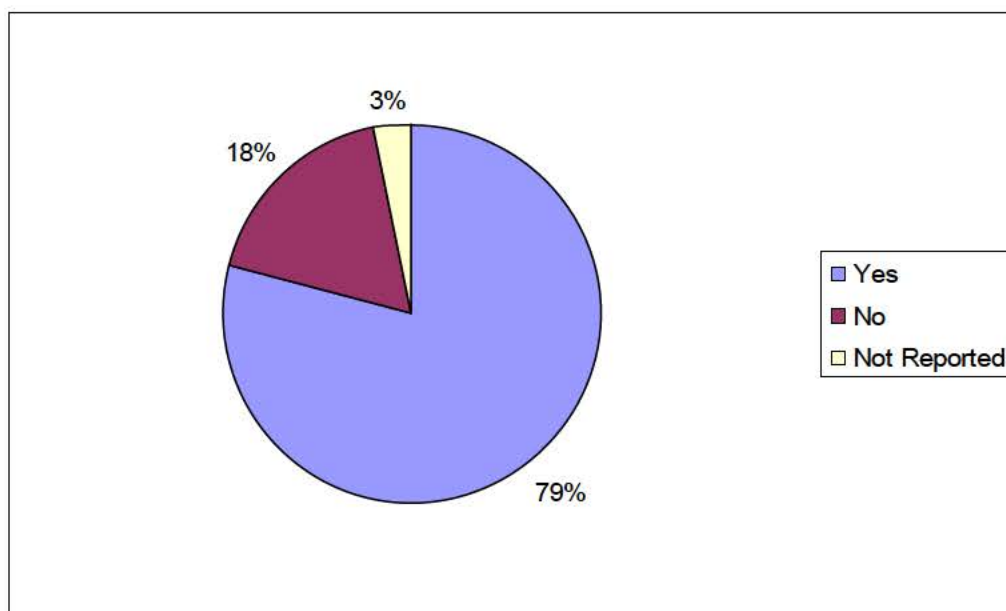
The third theme, nature activities, could have been included in the above category developed by the Park, titled Nature Study. It seemed that individuals either did not define their activity as nature study or wanted to be more specific about what activity they participated in. The list includes: botanizing, geology, foliage viewing, meteor shower and scenery viewing, and mushroom/fiddle head hunting.

Three categories that were not included in the Park generated list but which are an important endeavor for Park visitors include artistic activities, picking up a thru hiker, and recreation. Artistic activities included painting and drawing. Several survey participants stated they were picking up a thru hiker (someone who hikes from Georgia to Maine on the Appalachian Trail) as their reason for visiting the Park. The last category, recreation, included a variety of specific activities such as kayaking and biking. Hiking was another recreational category that was reported frequently and although hiking could have been chosen from the survey list, several participants stated that they were hiking in the Park.

Baxter as the Primary Reason for Trip

Of the 1,877 surveys completed, 1487 (79 %) stated that visiting Baxter State Park was the primary reason for their trip; 332 (18%) stated that the Park was not the primary reason for their trip and 58 (3%) did not report. The following pie chart represents this outcome. This metric is important in estimating the economic impact of the Park, versus other local attractions, to the local economy.

Chart 2: Baxter as the Primary Reason for Visiting the Area



For those where Baxter was a secondary stop the primary reason for their visit to the area consists of a variety of activities. The following chart describes the activity, frequency and percent in which it was reported.

Table 10: Primary Reason for Visiting the Local Area

Type of Activity	Frequency	Percent
Other	129	6.9
Sightseeing	119	6.3
Exploring the area	112	6.0
Visiting friends	107	5.7
Looking for moose	94	5.0
Stay at seasonal home	67	3.6
Rafting	38	2.0
Multiple purposes	36	1.9
Passing through	23	1.2
ME resident returning home	19	1.0
Cultural attractions	14	0.7
Business/pleasure	9	0.5
Business	7	0.4

Of the 6.9% that stated other; these activities can be combined into three categories: family/friend outing/vacations, visiting other natural areas and/or camping locally. Family vacations and outings with friends served as a category in which many visited the Park.

Several respondents stated that they were visiting other natural areas in Maine and therefore made the trip to Baxter. Acadia National Park was one such area. Others natural areas include Gulf Hags, Ambajesus Lake, the White Mountains, Penobscot River and/or the Allagash. Others were camping nearby—i.e. Natarwi, Camp Phoenix, or various other local areas and while Baxter was not their primary reason for visiting the area, they incorporated a day or more of visiting the Park into their plans.

Section 3: Demographics

This section analyzes the demographics of Park visitors who participated in this study. This includes group type—size and make-up, ages of group members, visitor’s income and educational background, and their access to the Internet.

Group Type

The type of groups (determined by vehicle) that visited the Park consisted of 166 individuals; 1027 families; 494 friends; 79 organizations; 71 that listed themselves as others and 40 with no responses. The other category included dating couples, church groups, a basketball team, grandmother and grandchild, guided hiking tour group, Boy Scout troop and Park volunteers. Many of these could have been categorized under organizational group or friends but have been left as reported by the survey participants. The most frequent group to visit the Park was families.

When asked to report the number of people in the group; the total came to 7,715; group size varied and ranged anywhere from 1-50; and an average of 4.4 members in each group was calculated. The most common group size reported was two and there is a significant drop off of groups made up of sixteen members or more.

The following table represents the age of visitors to the Park and the number of times they were reported on the surveys.

Table 11: Age of Park Visitors

Category	Number of Times Reported
< 6 years old	257
7-10 years old	394
11-15 years old	624
16-20 years old	661
21-25 years old	599
26-30 years old	621
31-35 years old	479
36-40 years old	589
41-45 years old	810
46-50 years old	865
51-55 years old	911
56-60 years old	608
61+ years old	640

The age of visitors to the Park varies but is significantly clustered between the ages of 41-55; with the largest reported group in the 51-55 year old category.

Family Income

The income level of visitors to the Park varies with the highest number of respondents earning a family income of over \$100,000 in the year of 2006. 81.4 % of survey participants earned a family income of more than \$30,000. The following table shows specifics of reported income.

Table 12: Family Income of Park Visitors

Family Income	Frequency	Percent
Under \$10,000	32	1.7
\$10,000-20,000	43	2.3
\$20,000-30,000	99	5.3
\$30,000-40,000	137	7.3
\$40,000-60,000	336	17.9
\$60,000-80,000	309	16.5
\$80,000-100,000	283	15.1
\$100,000+	461	24.6
No Response	177	9.4

Educational Background

Of the returned surveys, the highest numbers of surveys returned were by those with a college degree, followed closely by groups with an advanced degree. The lowest number of respondents includes those with less than 12 years of schooling. One question to consider is whether individuals that are more likely to return the survey are those with degrees—as they may be more apt to recognize the importance of data collection—or whether this represents the type of individual most likely to visit the Park. The following chart represents the education level of survey participants and the frequency and percent in which they were reported.

Table 13: Educational Background of Park Visitors

Educational Level	Frequency	Percent
<12 years	3	.2
High School/GED	115	6.1
Some College	192	10.2
College Graduate	764	40.7
Advanced Degree	750	40
No Response	53	2.8

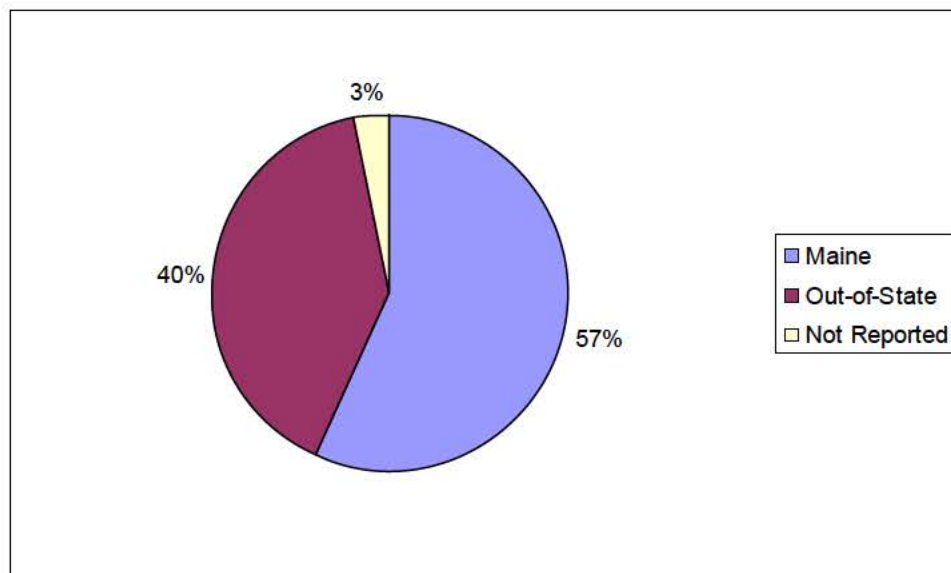
Computer Use

Survey participants were asked to share whether they use a computer and if they have visited the Park's website, www.baxterstateparkauthority.com. 93.9% (1762) stated that they use a computer, and 6.1 (115) stated they do not use a computer. 65.8% (1235) stated they have visited the Baxter State Park website, while 34.2% (642) stated they have not. From this finding, it is evident that the internet can serve as a valuable tool for disseminating information about Baxter State Park.

Zip Codes

It is also important to note the general area where the Park visitors come from. For this reason Park visitors were asked to share their Zip Code. The following chart represents whether Park visitors are from out-of-state or from Maine.

Chart 3: Zip Code Percentages



1067 (57%) reported a Maine Zip Code; 758 (40%) reported an out-of-state (some international) Zip Code and 56 (3%) did not report a Zip Code. Of the Maine Zip Codes 94 (5%) reported a local area Zip Code. A total of thirty towns were included as part of the local area surrounding Baxter State Park. The towns included in this area were: Barnard, Benedicta, Brownville Junction, Chamberlain Lake, Chester, Chesuncook Lake, Crystal/Island Falls, East Millinocket, East Wubb, Grindstone, Kokadjo, Knowles, Lincoln Center/Lincoln, Mattawamkeag, Meadowville, Medway, Millinocket, Molunkus, Norcross, Patten, Ripogenus Dam, Seboeis, Sherman Mills/Sherman/Silver Ridge TWP, Sherman Station, Shin Pond, Staceyville, West Seboeis, and Winn.

Section 4: Availability of Goods and Services

Survey participants were asked to report items they wanted to buy in the local area but could not find and to describe the items/services they wished to purchase but were unable to. The items/services that survey participants were unable to obtain and would like access to can be grouped into three categories, food, souvenirs, and material goods.

Of the food category, several services that were not found include healthy food choices, restaurants, and various other goods. Participants expressed a desire for “healthy food” choices. This includes organic food, soy products, better quality food, fresh fish and meat, and healthier restaurant choices. Several stated that they would like a restaurant (other than fast food) to be open when they left the Park. Other issues included lack of breakfast food available early morning and lack of coffee shops open before 6am. Participants also commented on a desire for “a place to get breakfast before 6am for early morning hikers from Millinocket.”

Basic food supplies such as milk, bread, and ice were reported as sold out. This seemed to be a greater issue at the north end of the Park, where resources are more limited. While it was not determined whether visitors were at the north end of the Park or the south entrance of the Park via the survey, several survey participants noted the lack of resources at the north entrance. One statement sums up this sentiment as follows, “The Patten area could use more Park related services similar to the Millinocket area.”

Another food item that was discussed extensively was ice cream. Several visitors reported a desire to purchase ice cream from a local ice cream stand. This includes premium ice cream, ice cream cones, and Gifford’s ice cream. More specific food items that were not found include cookies, scotch, wine, hard liquor, & Dr. Pepper.

Those surveyed expressed a strong desire for the opportunity to purchase souvenirs. In keeping with the wishes of Percival Baxter to keep the Park free of commercialism, the Park does not offer commercial souvenirs for sale, however many local stores and vendors do. Many of the items respondents listed are currently being offered by one or more local businesses. Suggestions have been compiled and include

hats, T-shirts, pins, postcards, stickers, sweatshirts, fleece jackets, coffee mugs, and other “memorabilia” items. In addition, respondents expressed interest in purchasing locally made crafts or Maine made/USA-made products.

Material Goods

There were several material goods that Park visitors were unable to obtain locally, before entering the Park. The largest category consisted of camping goods. Several people recommended a camping/hiking and/or sports store as a valuable asset to the community and for visitors to the Park. Some simply stated that they were unable to find “camping supplies.” Others were more specific in their needs and listed products/equipment they could not find. Of the camping supplies, those that visitors were unable to find are grouped into two categories clothing and supplies.

Clothing items include:

- Hiking shorts
- Long Johns
- Lightweight hiking pants with zip off legs
- Shirt with pockets
- Sun block gloves
- Sandals
- Women’s hiking pants
- Good hiking boots
- Sweatshirts
- Hiking socks
- Quick drying t-shirts

Supply items include:

- Coolers
- Sleeping bag cover
- Thermal camping gear
- Canoe supplies/hardware
- Lanterns
- Incinolet liners (for camp toilet)
- Air mattress
- Campfire grill-everywhere was sold out
- Coleman lamp mantles
- Ensolite pad
- “jet bril” fuel for cooking while backpacking
- Fishing tackle
- Kerosene in a container less than a gallon

- Wool blankets
- Blue foam Kayak carriers blue foam (we went to seven different places-none available)
- Coffee percolator for over the fire

Several other material goods that were not found and do not fit any specific category but include a list of needs/wants include:

- Totes
- Storage buckets
- Camera equipment
- Halls max cough drops
- Millinocket lacks a good retail store, i.e. Walmart, Sears
- New York Times
- Garbage bags
- Books
- Cribbage board
- Double D batteries
- Games
- Snorkels/flippers
- Bike rentals
- Boston Globe/New York Times
- Trail Maps

Visitors are looking for a trail map with topographical details and trail descriptions when they are in Millinocket early in the morning. The Park provides a free handout road map with road and campground locations but in policy and on the Park website the Park emphasizes the need for visitors to obtain any of the six or more commercially produced maps showing Baxter State Park trails and Katahdin. Survey respondent comments indicate a need for further explanation on why Park handout map does not include further detail and why the Park will continue the support of community mapmakers without negatives impacts on the Park.

Survey participants also provided a list of social services and Park services that they feel should be offered. These comments, and many general comments spontaneously provided, were not included as part of the study as they analyze social trends and wishes. A copy of the comments can be requested from Baxter State Park.

Visitor Comments

The comments section of the survey was extensive. 1,115 of the survey respondents provided additional comments about the Park, their visit and their suggestions for improvements and changes to the Park,

regarding Park management. The goal of this report is to analyze the economic impact of Baxter State Park and therefore this section was not analyzed. However, the comments have been provided in Appendix C for individual interpretation.

Weaknesses of the Study

On July 15, it was decided that surveys given out at Matagamon Gate would be coded with an “M” on the top of the survey form in order to code by Park entrances. Of the 435 surveys given out at Matagamon 296 were coded to distinguish between the two gates. Because this strategy was not implemented at the beginning of the study, it is impossible to distinguish between the two gates and therefore is not addressed in the analysis of the study and is a weakness of the study.

Additional weaknesses include the fact surveys were not coded with dates (distributed and dates received at Park Headquarters). This would have aided the study in understanding which survey distribution dates yielded the largest number of results, the day and month in which survey participants visited the Park and what time of year Park visitors are most likely to spend money.

The addition of survey dates added in July for August, September, and October in order to meet the returned survey quota determined at the beginning of the study serves as a weakness of the study. This does not accurately reflect the spending habits throughout the summer as we can assume more surveys were conducted later in the summer rather than in early spring/summer. There is, however, no way to determine this for sure.

References

- Creative Research Systems. (2003). The survey system: Sample size calculator.
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- Roper, R., Morris, C.E., Allen, T. and Bastey, C. (2008). Maine state parks: Their value to visitors and contribution to the state economy. Maine Policy Review. Retrieved at http://www.umaine.edu/mcsc/mpr/vol115no1/roper/v15_roper.htm on April 4, 2008.



Appendix A

Baxter State Park Visitor Use/Economic Impact Survey

Baxter State Park would like to estimate the economic impact of Park visitors to the surrounding area. Your assistance in accurately recording all spending/expenditures while on this trip (to and from the area) will be of great help to the Park. Please take the time to fill out this survey and either 1) drop it off at the Visitor Center or Park Headquarters in Millinocket (if you can estimate the return trip expenditures for your group) or 2) mail it back to us when you return home. We are very interested in the towns you purchased supplies from. Upon receipt of the completed survey, you will be entered in a drawing for **3 free nights of camping at BSP** to thank you for your time and efforts.

A. About your trip:

1. Please check whether you were:

_____ Camping in the Park (number of nights in the Park on this trip _____)

_____ Day use of the Park (number of days visited the Park this trip _____)

2. Please check how many times you have visited the Park (including this visit).

_____ 1 _____ 2-5 _____ 6-10 _____ 11-15 _____ 16+

3. Use of the Park. Please place an X next to all activities in which your group participated while in the Park on this trip.

Camping:

1. _____ Tent

2. _____ Leanto

3. _____ Bunkhouse

4. _____ Cabin

_____ Technical Climbing (ropes, etc.)

_____ Birdwatching

_____ Moose watching

_____ General wildlife watching

_____ Photography

_____ Swimming

_____ Nature Study

_____ Hunting

_____ Other (please specify)

Hiking:

1. _____ Gentle Terrain

2. _____ Mountain

_____ Picnicking

_____ Canoeing

_____ Fishing

4. Was visiting Baxter State Park the primary reason for this trip? _____ Yes _____ No

5. If Baxter State Park was a secondary stop, what was the primary reason for visiting the area?

Outdoor recreation

_____ Rafting

_____ Looking for moose

_____ Other outdoor recreation –

please specify _____

_____ Cultural attractions

_____ Exploring the area

_____ Visit friends/relatives

_____ Sightseeing

_____ Stay at seasonal home

_____ Business

_____ Business/pleasure

_____ Passing through

_____ ME resident returning home

_____ Multiple purposes

_____ Other – please specify

B. Trip expenses

Please use the following map to determine whether your spending was in the local area or in the rest of the state of Maine.



1. In the space below, please list the estimated expenditures for your entire trip. Please include all expenses associated with this trip from your preparations before leaving home until your return home. Please indicate where the expenditures took place by recording amounts in the appropriate columns.

Please refer to the previous map to help determine what is included in the local area.

Please list how much you spent on this trip in the following areas:

	In Park	Within local area (see map)	On Route (in Maine)	On Route (outside Maine)	At Home
Travel – Air/bus		\$	\$	\$	\$
Travel – Vehicle					
Gas & oil		\$	\$	\$	\$
Repairs & service		\$	\$	\$	\$
Parking & tolls	\$	\$	\$	\$	\$
Vehicle rental		\$	\$	\$	\$
Travel - Taxi/public transit		\$	\$	\$	\$
Lodging - camping	\$	\$	\$	\$	\$
Lodging – motel, B&B		\$	\$	\$	\$
Lodging - other - please specify:		\$	\$	\$	\$
Food – Restaurant/Bar		\$	\$	\$	\$
Food - Grocery		\$	\$	\$	\$
Sporting Goods - purchase		\$	\$	\$	\$
Sporting goods -rental	\$	\$	\$	\$	\$
Entertainment - tours, movies, lessons, admission fees	\$	\$	\$	\$	\$
Shopping - souvenirs, gifts, clothing, maps	\$	\$	\$	\$	\$
First aid supplies & medical treatment	\$	\$	\$	\$	\$
Other expenses (please specify)	\$	\$	\$	\$	\$

2. Is there anything that you wanted to buy in the local area, but could not find?

____Yes ____No

3. Please describe the items/services you wished to purchase that were unavailable:

C. Demographics – please tell us about your group (all information is confidential and helps to make a valid study).

4. Type of party:

- ☐ One individual
- ☐ Family
- ☐ Friends
- ☐ Organizational Group (Scouting, youth/church groups, outing clubs, etc)
- ☐ Other (please specify) _____

5. Please list the number of people in the group: _____

6. What are the ages of everyone in your group? (please include yourself and write the numbers of people in the space provided):

- ☐ 6 years old or less
- ☐ 7-10 years old
- ☐ 11-15 years old
- ☐ 16-20 years old
- ☐ 21-25 years old
- ☐ 26-30 years old
- ☐ 31-35 years old
- ☐ 36-40 years old
- ☐ 41-45 years old
- ☐ 46-50 years old
- ☐ 51-55 years old
- ☐ 56-60 years old
- ☐ 61+ years old

7. Please list the main zip code for your group (or for the person filling out the survey): Zip code: _____

8. Please indicate the highest level of education attained by the head of household or group:

- ☐ Less than 12 years
- ☐ High School/GED graduate
- ☐ Some college
- ☐ College graduate
- ☐ Advanced degree

9. Total family income in 2006 _____ Under \$10,000

- ☐ \$10,000 – \$20,000
- ☐ \$20,000 – \$30,000
- ☐ \$30,000 - \$40,000
- ☐ \$40,000 – \$60,000
- ☐ \$60,000 – \$80,000
- ☐ \$80,000 - \$100,000
- ☐ \$100,000+

10. Do you use a computer? Yes ____ No ____ Have you visited the Park's website, baxterstateparkauthority.com? Yes ____ No ____

11. Please feel free to write down any other comments you have about your trip or the Park.

Appendix B

Economic Impact Volunteer List

Thanks to the many volunteers that helped make this study possible!!

Allen, Ted	Leathers, Alan
Bentley, Barbara	Leather, Jenny
Bertagni, Jay	Leckey, Carol
Blanchard, Jackie	Lussier, Jenniferl
Bulley, Jessica	Lussier, Suzanne
Clain, Janice	Meserve, Jessica
Coyne, Eileen	Merserve, John
Daggett, Sally	Millard, Peter
Daigle, Nelson	Millard, Emily
Day, Dan	Miller, Teri-Ann
Dubay, Bob	Nale, Laurie
Dunphy, Evelyn	Nale, Matthew
Durette, Cathy	Neff, John
Edwards, David	Nelson, Ingrid
Fowler, Albert	Rich, Doug
Fowler, Marion	*Rich, Laurie
Gaffney, Michael	Rushlow, Shane
Grant, Bruce	*Salo, Allen
Grant, Nancy	Smith, Shirley
Hamilton, Holly	Wheldon, Harry
Hancock, Bruce	White, Rupert
Huntley, Harriet	White, Ruth
Kazura, Helen	York, Chaitanya
Kent, Justine	

*Laurie Rich served as the volunteer coordinator.

*Allen Salo provided expertise in statistical analysis.

Appendix C

Economic Impact of Spending by Visitors to Baxter State Park

Maine State Planning Office, August 1, 2008

During the summer of 2007, Baxter State Park Authority conducted a survey that estimated spending by visitors to the park. Survey respondents reported how much they spent during their visit and en route to the park. The table below estimates the economic activity supported in Maine by visitors to Baxter State Park. The estimates were developed using the U.S. Bureau of Economic Analysis's RIMS II input-output model.

The "economic impact" of spending by visitors to Baxter State Park essentially refers to the amount of new money they added to a state's economy. "New money" means money that would not have entered the state's economy but for their visit to the park. It is not a measure of total spending by all of visitors to Baxter. It includes spending by non-residents, either on day or overnight trips, and by Maine residents on overnight trips. It does not include spending by Maine residents on in-state day trips. It includes the ripple effect of increased demand for goods and services experienced by other Maine businesses.

Based on the survey conducted by the park authority, out-of-state visitors and Maine overnight visitors spent an estimated \$3.8 million¹ on goods and services in Maine. That spending supported an additional \$3.1 million in indirect spending by local businesses and households. Therefore, the total economic activity in Maine generated by visitors to Baxter State Park was \$6.9 million, sustaining the equivalent of 87 full-time jobs and \$2 million in household earnings.

Table 1: Baxter State Park: Impact on Economic Activity, Earnings, and Employment in Maine

Direct Economic Impact	Total Economic Impact (Direct + Indirect)		
Economic Activity (millions)	Economic Activity (millions)	Earnings (millions)	Jobs (FTE)
\$3.8	\$6.9	\$2.0	87

¹ Following the logic of the initial study, total spending was derived by multiplying survey spending by .79, representing the percent of respondents who indicated Baxter was their primary destination, and dividing by .127, representing the percent of survey visitors to total park visitors. Spending for Maine overnight visitors was derived from spending for all Maine visitors by multiplying by .307, representing the percentage of Maine visitors who were overnight visitors in 2007, as measured by gatehouse and reservation statistics.

DISCLAIMER

The estimates shown here are based on application of the U.S. Bureau of Economic Analysis's Regional Input-Output Modeling System (RIMS II). The economic impacts measured by RIMS II are limited to changes in earnings, output, and employment that are likely to occur within Maine as a direct result of the specified economic activity. The model does not address additional impacts, such as environmental or social impacts.

The RIMS II model calculates a multiplier based on the actual exchange of dollars between industries within the United States in 2005, adjusted for the industries operating in Maine in 2005. The ratio of money spent in one industry that results in additional economic activity in other industries is used to generate the multiplier. The changing make-up of Maine industries since 2005 and the placement of a specific business into a broader industry category limit the accuracy of the estimated economic impact. If a particular business purchases a higher-than-average share of goods or services from outside of Maine, or hires a higher-than-average percentage of employees who live out-of-state, then the economic impact will be overstated.

The Maine State Planning Office prepared this brief economic impact assessment using data provided by Baxter State Park Authority. No attempt was made to verify the validity, accuracy, or integrity of the data. This service was provided free of charge in the interests of economic development in Maine. The service performed may be referred to as an "economic impact measurement," or a similar descriptor, but this was not a "study" and should not be described as such.