

# MAINE STATE LEGISLATURE

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# MAINE

*The Way Life Should Be*

Annual Report

The Maine Office of Tourism,  
Department of Economic and Community Development  
*and*

The Maine Tourism Commission  
*and*

The Maine Film Commission

*to*

The Honorable Governor John R. McKernan, Jr.

*and*

The 114th Legislature

April 19, 1989

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1988



# Office of Tourism : Annual Report, 1988

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# I. OVERVIEW

April 19, 1989

TO: The Honorable John R. McKernan, Jr., Governor of the State of Maine; The Honorable Charles P. Pray, President of the Senate; The Honorable John L. Martin, Speaker of the House; Honorable Members of the 114th Maine State Legislature; the Maine Tourism Commission and the Maine Film Commission.

Dear Friends:

With tourism in Maine continuing to grow at a rate well above the national average, the need to manage expansion while protecting our special quality of life has guided the development of new programs to increase visitation to the inland and upland regions of the state and promote orderly growth in the coastal and southern regions. Gross revenues from Maine's second largest industry totalled two billion dollars in 1988, generating \$95 million in state tax revenues and 59,000 jobs for Maine people.

Careful strategy development continues through the dedicated efforts of Governor McKernan, the Maine Tourism Commission, tourism industry leaders and staff. Guided by the knowledge that the needs of each region are unique, we have focused our marketing efforts on extending the fall and winter tourist seasons and increasing the length of stay of our visitors. Targeted marketing focused on attracting business meetings, conferences and international tour packages and promoting Maine to the travel trade.

The Maine Film Commission completed its first year in 1988. Film Commission projects brought \$2 million to Maine in this clean, high-paying industry, and embarked on a program to market Maine's photogenic locations and talented professionals to producers everywhere.

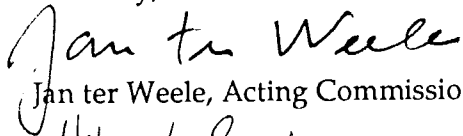
In the pages ahead, the programs are explained in detail, however certain highlights do not fall neatly into categories:

- Large, full-color *Maine, The Way Life Should Be* theme banners were installed at the Portland and Bangor airports to welcome visitors.
- The new Yarmouth Information Center opened on March 5, 1988. The center, located on Interstate 95, was constructed to serve both north and south bound travellers and by December had assisted 127,305 visitors.
- As part of the *Puppet Project* the Department of Education and the Maine Office of Tourism held seminars to teach educators to use puppets to inform Maine school children about the diverse regions and products of Maine. The students designed their own puppets representing symbols of Maine such as the potato, lobster, coon cat and chickadee.

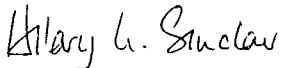
Regional Development finally became a reality in 1988. As the four northern regions approach the mid-point in their contracts to develop a tourism policy and recommend strategies for the future, two new grants are being awarded to the southern and coastal regions thus blanketing the entire State.

As you read through the pages ahead, we welcome your suggestions. Through the co-operative efforts of so many, we have achieved national attention as a State that is as concerned with management of our resources as it is promotion. Our quality of life is very special to all of us.

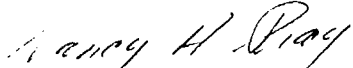
Sincerely,



Jan ter Weele, Acting Commissioner



Hilary N. Sinclair, Deputy Commissioner for Tourism



Nancy A. Pray, Chair, Maine Tourism Commission



Carol Stratton, Chair, Maine Film Commission

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Attachment

## II. MARKETING

Aggressive new objectives for regional and seasonal development and innovative new advertising and public relations approaches supported Maine's Tourism Marketing Program during the past year. Strategy development however, was guided by a clear recognition that in certain areas of the State, emphasis must be placed on managing tourism to ensure that Maine citizens are able to continue to enjoy a very special quality of life, while in other regions, greater emphasis must be placed on development and attracting new visitors.

Important new marketing objectives in 1988 were:

- To make Maine a year-round vacation destination competitive with other major travel destinations;
- To increase travel incidence in fall and winter seasons;
- To increase visits to less well-travelled regions of Maine (inland and upland);
- To increase requests for travel information on destination and recreational opportunities in Maine;
- To conduct an analysis and documentation of the results of tourism promotion;
- To assist local and regional tourism groups in planning and promoting their areas.

1988 communications objectives were:

- To create a unique and appealing image for the State of Maine;
- To increase awareness of Maine among potential visitors, travel agents, tour operators, the media and others, of the varied activities available in every region of Maine during every season;
- To motivate response among potential visitors to request information on travel opportunities in Maine.

### TARGET MARKETS

Fall and winter programs primarily targeted potential visitors from all of New England and secondarily from throughout the Northeast. Spring/Summer communications expanded our reach into the mid-Atlantic States, the far West, Canada, Western Europe and Japan. Considerable expanded reach was achieved nationally through specialty publications with national distribution (*Yankee Magazine*, *The New Yorker*, *Bicycling*, *Gourmet*, *Endless Vacation*, *Ski*, *Snowmobile*, *Woodall's Camping Directory*, etc.).

Distant and international marketing efforts positioned Maine as part of New England and focused on regional promotion.

### ADVERTISING

A unique, creative approach was developed for the state's 1988 print advertising campaign. Eleven cooperative advertising and fourteen consumer print ads (13 four-color) were created featuring a variety of attractions and activities for all regions of Maine, in all seasons.

All advertising utilized the well-received "Maine. The Way Life Should Be." theme introduced in 1987.

- The spring/summer 1988 campaign launched the Office of Tourism's initiative to bring a greater number of visitors to particular areas of the state. Special emphasis was placed on the promotion of inland and upland regions highlighting the diverse regional activities in these areas. Specific inland/upland attractions included Maine's mountains, lakes, rivers, country inns, and activities such as rafting, fishing and bicycling.

The advertising was supported by a specially designed promotional brochure featuring inland and upland vacation opportunities. See Appendix II.

- The fall 1988 campaign highlighted Maine's spectacular *mountains to the sea* fall foliage and quintessential New England getaway vacation opportunities.
- In addition to promoting key winter recreational activities in print, the winter 1988 *Winter Wonderland* campaign included four, 15-second TV commercials. Each spot featured magnificent winter scenery, a brief narration from a visitor who's writing a postcard to send home, and closed with the allure of a roaring fire and an invitation to call the state's 800# for more information on winter vacations in Maine.
- The cooperative advertising program in the Boston Globe Sunday Travel Pages (nine times) and Ski Supplements (two times) was expanded in 1988. The level at which the Office of Tourism funded co-op ads in winter 1988-89 increased to 65% from a previous maximum contribution of 24% in spring/summer 1987.

In addition to the individual ads for properties, each co-op ad featured a *Maine. The Way Life Should Be.* theme headline/banner, direct response coupon and toll-free 800 number for vacation information.

- Maine was part of a nine page foldout advertisement placed in conjunction with the other New England states via NEUSA. It ran in *Readers Digest*, Eastern Canadian Edition, May 1988 and produced 1,127 direct coupon response inquiries. This was 25% of the total for all six New England states and more than any other state. See Appendix II. A full page advertisement promoting all the New England states also ran in *New England Travel Planner*, circulation 35,000.

## PUBLIC RELATIONS

As part of the overall communications program to support tourism initiatives, an aggressive public relations program was launched in 1988. The program created excitement and interest for Maine as a travel destination.

Greater awareness of Maine as a premier all-seasons travel destination was achieved through consistent media relations, feature article development, and editorial placement on a regional and national level. See Appendix II.

### Travel/Tourism Industry Trade Shows:

USTTA International Marketing Conference, Washington, D.C., February 23-25, 1988. Update on international marketing trends and marketing techniques by government and industry leaders.



**International Tourism Bourse** Berlin, West Germany, February 14-20, 1988.  
The world's largest trade show. 30,000 trade representatives and 70,000 consumers attended.

**National Tour Association (NTA)**, Spring Exchange, Tampa, Florida, April 17-20, 1988.  
This association includes motorcoach and other forms of group travel. The Office of Tourism's group tour specialist met individually with thirty-three motorcoach operators. See Appendix II for a list of these meetings.

**American Bus Association (ABA)**, Indianapolis, Indiana, December 4-9, 1988.  
This association includes motorcoach business, charter as well as wholesale packages. The Office of Tourism's group tour specialist met individually with forty-seven motorcoach operators. See Appendix II for a list of these meetings.

**Eastern States Exposition**, West Springfield, Massachusetts, September 14-22, 1988.  
1,012,543 people attended this New England agricultural forum. It is among the top ten fairs in the U.S.

**World Travel Market**, London, England, November 29 - December 3, 1988.  
Attracted over 35,000 trade representatives (tour operators and travel agents) from all over Western Europe. Maine shares the New England booth with the five other New England States.

**Los Angeles Travel Show**, Los Angeles, California, April 15-17, 1988.  
35,000 consumers and trade representatives attended.

**New England Governors' Conference**, Newport, Rhode Island, June 13-15, 1988.  
International marketing efforts including trade shows and publications for international distribution, are undertaken in cooperation with the New England Governor's Conference, a coalition of public officials and top staff from the six New England states.

**Consumer Response Program:**

An improved 800# response program was implemented with new equipment. Two additional lines increased market access to reach all of the United States, Virgin Islands, Puerto Rico and Eastern Canada.

More sophisticated interactive answering equipment which will enable the Office of Tourism to track the source of inquiries is scheduled for delivery in early 1989.

**New England Vacation Center**, New York City, NY.

This is our Rockefeller Plaza office promoting tourism in New England to 50,000 people annually.

**Tourism News Media Kit:**

New press kit folders, new press release letterhead, and rolodex cards with key editorial contacts have been produced.

**Editorial Visits:**

In April, 1988 a media tour to New York City included interviews with travel editors of the following publications:

*The Wall Street Journal*  
*Travel & Leisure*  
*Travel/Holiday*  
*Glamour*

*Tour & Travel News*  
*Travel Agent*  
*Travel Weekly*  
*Travelage*

In June, 1988 media interviews in Boston included interviews with:

*The Boston Globe*  
*The Boston Herald*  
*Travel New England*

Subsequent articles about Maine appeared in all of the above mentioned publications.

The Master Press Kit was modified to include information on the summer advertising program, and a calendar of events promoting summer activities throughout all regions of Maine.

**Media Relations:**

In the spring of 1988, nearly 500 copies of *Maine Invites You* were distributed to national travel writers in order to establish editorial contacts and to solicit their interest in providing editorial coverage of our state.

**Trade Mission:**

Halifax, Nova Scotia, June 9-10, 1988

The Maine delegation, headed by Governor John R. McKernan Jr., worked to expand Maine's economic and cultural ties with Canada. A joint news conference was held with Governor McKernan and Premier Buchanan. Tourism officials met with representatives from the U.S. tourism industry to explore joint marketing opportunities. This resulted in an exchange of publications in visitor information centers, joint participation in trade shows and other promotional efforts.

**Maine Tourism Review:**

The first edition of the *Maine Tourism Review* was published in the spring of 1988. This quarterly publication reports on industry conferences, programs and trends, and features a regular column from the deputy commissioner, a staff profile from the Office of Tourism, and a private sector success story under the heading of *Maine Business Advances*. Five thousand copies of this newsletter are printed and distributed quarterly to tourism-based businesses and national travel writers.

**Maine Events:**

The first *Maine Events* news release, promoting the diverse cultural and recreational events across all regions of the state, was developed in March. The calendar is distributed on a monthly basis to nearly 200 travel editors and public service directors throughout New England.

**Media Strategy:**

To effectively reach the broad geographic market in spring/summer 1988, print media was utilized with a concentration in eastern/regional magazines in combination with selected use of national publications.

In fall and winter 1988, the media strategy utilized lifestyle publications, target market newspapers and a more aggressive cooperative advertising program to expand the reach and frequency of message delivery to the target audience.

Winter 1988 media included special interest publications illustrating a high concentration of readers involved in pertinent activities such as snowmobiling, downhill skiing, cross-country skiing, winter getaways. Television advertisements were introduced to maximize exposure in the Boston and eastern Massachusetts marketing area. To supplement our advertising and public relations efforts, the following initiatives were undertaken:

## **Collateral Materials:**

### **Inland Response Brochure**

A six-panel, full-color brochure (Maine: The Inside Story) was developed promoting the inland and upland regions of the state as a premier tourism destination for spring/summer and fall visitors. The brochure highlights the range of activities available in these regions and includes a calendar of annual festivals and country fairs. See Appendix II.

Forty-thousand (40,000) brochures were mailed to people requesting vacation information during the 1988 spring/summer and fall seasons.

### **Group Tour Brochure**

A four-color travel tour "shell" brochure was created for tour operators to utilize in promoting and publishing group travel itineraries to Maine. 25,000 tour shells will be distributed to key companies promoting group travel to Maine. See Appendix II.

### **Business Meetings and Conference Guide**

Information was gathered for a 60-80 page comprehensive business meetings and conference guide which will be ready for publication and distribution to in-state, regional and national meeting planners in early 1989.

## **Familiarization Tours for Travel Writers, Tour Operators and Travel Agents:**

### **Familiarization Tour for Japanese Tour Operators**

On November 11-13, 1988, eight Japanese tour coordinators and sales managers visited Maine as part of a familiarization tour coordinated with the Massachusetts Office of Tourism. They arrived at the Bangor International Airport on Friday, November 11, 1988, travelled to Bar Harbor, Carrabassett Valley, Brunswick, Freeport and departed from the Portland Jetport on Sunday, November 13, 1989.

### **NEUSA, Familiarization Tours**

August 8-18, 1988, Kennebunk-Prouts Neck, Travel writers.

June 19-June 28, Portland-Kennebunk-Bar Harbor, Travel writers.

Grand Reportage, September 10, and October 14, 1988, Bethel, Portland, Freeport, Boothbay Harbor, Brunswick and Bath, Travel writers.

London Broadcasting Company, October 8-14, 1988, International public relations directors.

### **National Travel Agents Advisory Council**

The Maine Office of Tourism appointed this council representing 8 states from Hawaii to Florida to advise us on marketing opportunities through the travel agency network. The Council held three meetings in 1988:

February 4, 1988, Sugarloaf USA, Carrabassett Valley.

June 8-9, 1988, Maine Maritime Academy, Castine.

September 30-October 2, 1988, Caribou and Fish River Lake.

## **KEY RESULTS**

Based on preliminary data, tourism activity has increased substantially:

- Total inquiries are up 29% over 1987 (from 137,142 to 176,888);
- 800# inquiries are up 219% over 1987 (from 14,592 to 46,677);
- Information center traffic is up 17.6% over 1987 (from 817,156 to 960,866).

### III. VISITOR INFORMATION

The Office of Tourism's Visitor Information Program provides visitors and potential visitors with specific information on destinations and services of interest to them. It is a vital follow-up activity to the state's promotional campaign. Information distributed through this program is of major importance in convincing people to come to Maine once advertising has raised interest, and helps to ensure an enjoyable stay for people traveling in Maine.

The visitor information program includes several major components which are provided through a contract with the Maine Publicity Bureau:

- Response mechanism for tourism-related mail and telephone inquiries;
- Publication of tourism information;
- Operating the tourism office's advertised toll-free line and fulfilling caller's information requests;
- Operating and staffing the four state-owned visitor information centers at Houlton, Calais, Yarmouth and Kittery.

The Maine Publicity Bureau, through the support of its members, also operates five information centers of its own; publishes printed pieces, including the state map; provides staff for the regular (non toll-free) phone lines; and collects and maintains an updated tourism resource data source, the most complete visitor information file in Maine. The Bureau also distributes maps, and information about accommodations, lodging, restaurants, craft and gift shops, historical sites, cultural attractions, recreation facilities, resorts and special events.

The Visitor Information Program complements the state's marketing efforts by providing specific information upon request. It creates an image of Maine for the potential visitor by providing information about destinations and encourages further exploration on the part of those who already know our state.

During 1988, the Visitor Information Program responded to 103,121 mail requests, 73,767 phone requests, and 960,866 walk-in visitors. This represents a 29% increase in phone and mail inquiries, and an 18% increase in visitors to information centers.

### IV. REGIONAL PROGRAMS

Maine's regional programs are designed to address the differing needs of various areas of the state, extend economic opportunities throughout the state, assess regional tourism capacity and needs, and encourage each region to determine its own destiny based on local input. Tourism provides opportunities in the form of jobs for Maine people, dollars for private businesses and the State, and cultural and recreational opportunities for Maine citizens and visitors alike. Tourism also provides challenges. In certain areas of the state, emphasis must be placed on managing tourism, to preserve our quality of life. In other regions, greater emphasis must be placed on development and attracting new visitors.

Two programs were initiated in 1988 to meet these needs: The Regional Development/Management Program and Maine Tourism Partnership Program.

## **Regional Development/Management Program**

This is one of the first in the nation from the standpoint of joint planning for tourism development and management.

In its initial phase, each region has been asked to carry out certain initiatives:

- Establish regional tourism councils to carry out policy development and strategy creation.
- Develop initial tourism policy statements in the areas of economic development, growth management, environmental concerns, social-human needs and other issues deemed appropriate to the region;
- Conduct public hearings to assess the needs of the region;
- Conduct a situational analysis and prepare inventories of attractions, services and accommodations, labor-human resources, transportation and other regional considerations;
- Recommend strategies for implementing a regional tourism program and for the organization, either new or existing, to execute the program.

A total of \$270,000 in grant money was awarded in May, 1988 to four regional planning agencies for the purpose of developing regional programs for tourism. The organizations currently under contract are Northern Maine Regional Planning Commission (\$65,000), Androscoggin Valley Council of Governments (\$70,000), Eastern Maine Development Corporation (\$75,000), and North Kennebec Regional Planning Commission (\$60,000).

Two further contracts for the Greater Portland Council of Governments (\$50,000) and Mid-Coast Development Council (\$50,000) are scheduled for 1989. See Appendix IV for a list of all grantees and their accomplishments.

The four organizations now under contract will submit final policy statements and implementation plans by June 30, 1989.

## **Maine Tourism Partnership Program**

In March, 1988, the Maine Tourism Partnership Program awarded \$75,000 in grants to 15 local and regional organizations for marketing and promotion. This program is designed to enable these groups to attend trade shows, produce brochures, videos, and marketing studies. The program also works as an educational tool, in effect teaching the marketing process through its reporting requirements. See Appendix IV for a list of all grantees and their projects.

With the growth of the tourism industry throughout the state, many regional organizations are realizing the need for a more competitive marketing strategy. The Maine Tourism Partnership Program provides resources through matching dollars and technical assistance.

## V. Research

In order to provide the statistics and data necessary for planners, developers, marketers and managers of tourism-related projects throughout Maine, the Office of Tourism conducts research in various areas. Some of this data is reported on a regional or seasonal basis, to fuel regional planning efforts and seasonal performance evaluations.

Research objectives include:

- To provide data and information for the formulation of marketing, development and management strategies in advertising, promotion, public relations, trade relations, regional comprehensive planning, labor development management and other related issues.
- To identify prime target markets and obtain information about attitudes, demographics, and travel behavior to help guide development of advertising, promotion and media strategies.
- To determine current levels of awareness, perception, and intentions to visit Maine.
- To inventory and assess the tourism product to include attractions, tours, labor, accommodations, infrastructure and other ingredients of the state's tourism service and product base.
- To provide a system for evaluating program effectiveness and return on investment.
- To determine the economic impact of tourism to include tourist expenditures, tax receipts, employment, payroll, etc.
- To monitor Maine's competitive position with other destinations, and identify threats and opportunities to Maine's tourism industry on an ongoing basis.

To meet these objectives, the following studies were completed during 1988:

- May, 1988 - Maine Tourism 1986-1987 Economic Analysis (University of Wisconsin/Parkside)
- June, 1988 - Maine Tourism Study Winter 1987/1988; Accommodations Performance and Summer, 1988 Outlook (University of Wisconsin/Parkside)
- Quarterly, 1988 - Maine Tourism Quarterly Reports are an ongoing compilation of tourism indicators tracked on a quarterly basis including visitor information inquiries, Acadia National Park visitors, use of State Parks, Maine Turnpike traffic, border crossings from Canada, airport traffic in Portland and Bangor and taxable sales and employment in restaurant and lodging establishments. See Appendix V for an annualized version of these quarterly reports.

In addition, the following projects are underway:

- **Tourism Research Data Collection** - Establishing a central location for the collection, storage and retrieval of information pertinent to tourism planning, development, marketing and management.

- **Statistical Database** - This will track restaurant, lodging, recreation and souvenirshop employment in 31 Labor Market Areas state-wide, to help regional tourism planning efforts.
- **Regional Program** - Through the Regional Program described in Section IV, each region of the state is inventorying their tourism resources. See Appendix IV for a list of participating organizations and their progress.
- **Maine Access** - In conjunction with the Maine Publicity Bureau and a myriad of tourism industry associations, the Office of Tourism is exploring alternatives for a state-wide data base system for the storage and retrieval of information about Maine's tourism resources.
- **Market Research** - A benchmark study is being conducted November, 1988 - March, 1989 to help the Office of Tourism, the regional planning commissions and the advertising agency plan effective marketing strategies for promoting tourism.

Eight hundred (800) interviews have been conducted in Maine (400 interviews) and eastern Massachusetts (400 interviews) to learn tourists' attitudes, interests, travel patterns, travel activities and awareness of Maine as a travel destination. The research provides information to help promote year-round tourism in Maine and to achieve more targeted advertising message content and consumer appeal both in-state and out-of-state. Preliminary findings are scheduled for delivery in March, 1989.

- **Summer Conversion Study** - To gauge the response to our Summer 1988 advertising campaign, 250 telephone interviews will be conducted with people who requested tourist information via the toll-free line April - June, 1988. Data will be gathered about reactions to the state's fulfillment materials, economic impact, visit characteristics and demographics. A written analysis is scheduled for delivery March, 1989.

## VI. FILM COMMISSION

The Maine Film Commission, created by the State in November, 1987, encourages film and video activities in Maine. In addition to the economic benefits of increased income to Maine businesses and jobs for Maine people in this clean, high-paying industry, the commission's work has the added benefit of promoting pride in our cultural heritage and an appreciation for our natural environment.

The Maine Film Commission has two major objectives:

- To attract film and video production to Maine;
- To assist film and video productions that are taking place in Maine or are considering Maine as a location.

To accomplish these objectives, the film commission has completed the following activities:

- **Responded** to 57 production requests November 87-88, including 10 feature films, 26 commercials and 21 shorter productions. Of these, 2 feature films, 9 commercials and 5 short productions were completed.

- **Researched** what other states do to attract filming activity and found that studies conducted by the American Association of Film Commissions indicate that prompt help with identifying and obtaining locations, personnel, permits and resources are the services most helpful to filmmakers. To accomplish these tasks, the commission works closely with many state and local contacts including: chambers of commerce; police and fire departments; the National Guard; State parks, recreation, agriculture, marine and transportation agencies; and many private business people.
- **Conducted location searches** in 66 towns in all counties. 60 locations in five counties were used for filming activities. See Appendix VI for a list.
- **Collected data** about hundreds of Maine's film and video production resources and assembled the first comprehensive Maine Production Directory, to be published March, 1989. See Appendix VI.
- **Prepared to Market** Maine, for the first time, as a filming location, at Location Expo, Los Angeles, California, February, 1989. In 1988, commission representatives attended this trade show to find out what other states were doing to attract filming. Thousands of producers and location scouts will find out more about *The Maine Attraction* at our booth. See Why ME.? in Appendix VI.

## ECONOMIC IMPACTS

More than \$2 million was paid to businesses and individuals throughout Maine by productions that the commission worked with November 1987-88. This is a conservative, substantiated figure and does not reflect any economic multiplier, or any money spent by crew members during their 3-4 month stays. This figure translates to \$38 paid directly to Maine businesses and individuals for every dollar invested in The Maine Film Commission.

### 1988 Completed Productions

Feature Films	Commercials	Shorter Productions	Total
2 productions	9 productions	5 productions	16 productions
\$1,910,000	\$51,270	\$49,300	\$2,010,570

See Appendix VI for a complete list.

During the commission's first year, it has operated as a responsive organization, not an active marketing force. With the commission's new marketing efforts, we anticipate increased interest and productions in the future. These activities mark the beginning of a campaign to publicize Maine's ability to support media productions with a myriad of photogenic locations and a community of eager and talented professionals.

The commission's activities thus far, have proven that even large feature films can be successfully produced in Maine and these productions can bring significant new dollars and pride to Maine communities. New initiatives will expand the commission's programs to meet current demands and begin a campaign to actively market Maine's unique qualities to the film industry. Maine has a promising potential for growth in the production industry. Our first year was very successful and our rate of production inquiries indicates that next year will be even more active.





# Appendix I - Overview

## A. Maine Office of Tourism Staff

The Maine Office of Tourism is a division of the Department of Economic and Community Development under the direction of Nathaniel H. Bowditch, Commissioner.

Hilary N. Sinclair, Deputy Commissioner for Tourism  
Nathaniel Bowditch, Manager, Regional Development  
Heather J. McKinney, Senior Marketing Specialist  
Dina J. Richard, Project Officer  
Mary V. Martin, Group Travel Specialist  
Judy Berk, Research Manager  
D. Lea Girardin, Director, Maine Film Commission  
Cheryl Burdzel, Assistant/Administrative Secretary

## B. Maine Tourism Commission

### Voting Members

Nancy Pray, Chairperson, Millinocket  
James Ruhlin, Vice-Chairperson, Naples  
Trudy McNulty, Portland  
Tom Becker, Bangor  
William Haefele, Trenton  
Wende Gray, Bethel  
Virginia Davies Squire, E. Lebanon  
Rachel Leighton, Milbridge  
Allen Fernald, Camden  
Ronald Pasek, Rangeley  
Roy Taylor, East Millinocket  
David Cartier, Rockport  
Martin Kunas, Freeport  
Lee Albert, Caribou  
Robert Reny, Sr., Damariscotta  
Robert Felle, Topsham  
Matthew Tabenken, Bangor

Jane LePore, Dept. of Agriculture & Rural Resources  
Horace Maxcy, Jr., Dept. of Education & Cultural Services  
John Jones, Dept. of Agriculture & Rural Resources  
Galen Rose, State Planning Office  
Dale Doughty, Bureau of Public Improvements  
William Zoidis, Bangor  
Vern Cook, Augusta  
Charles Keegan, Freeport  
Robert Smith, Brunswick  
Richard McDonald, Portland  
Ed Langlois, Maine Innkeepers Association  
John McCatherin, New England Telephone  
Joyce Harding, Ellsworth  
Joseph Edwards, Maine Snowmobile Assoc.  
Elizabeth Stowell, Bangor  
Richard Rasor, Bethel  
George Stobie, Maine Publicity Bureau  
Normand Dugas, Scarborough  
Carl Sanford, Maine Restaurant Association  
Thomas Eubanks, Augusta  
Clarence McKay, Sr., Gardiner

### Ex-Officio Members

Tom Shoener, Dept. of Inland Fisheries & Wildlife  
Marshall Wiebe, Dept. of Conservation  
Jack Brown, Dept. of Transportation

## C. Maine Film Commission

Carol Stratton, Chairperson, Carrabassett Valley  
Lynn Kippax, Jr., Vice Chairperson, Kennebunkport  
Clifton Boudman, Presque Isle  
James Crawford, Portland  
Barbara Goldenfarb, Kennebunkport  
Joel Katz, Orono  
Karine Odlin, Portland  
William Overton, Bryant Pond  
Richard Rasor, Bethel  
James Stolley, Jr., Portland  
Stephen Zirkilton, Seals Harbor

## D. Office of Tourism Budget

July '88 - June '89

Regional Development/Management	\$ 115,000
Maine Tourism Partnership Program	\$ 100,000
Visitor Information	\$ 610,000
Marketing	\$1,513,000
Research	\$ 42,000
General Operating Expenses	\$ 150,000
Personnel	\$ 243,397
Capitol Expenditures	\$ 5,000
<hr/>	
TOTAL:	\$2,778,397

## E.

# Governor's Conference on Tourism

Holiday Inn by the Bay  
Portland, Maine  
November 13-15, 1988

## SCHEDULE OF EVENTS

### SUNDAY, NOVEMBER 13, 1988

8:00 a.m. - 12:00 Exhibit Registration - Lobby  
9:00 a.m. - 12:00 Exhibit Booth Set-Up - Convention Center  
9:00 a.m. - 5:00 p.m. Conference Registration - Lobby  
12:00 Luncheon - Convention Center

Opening Session in Convention Center  
Welcoming Remarks and Introductions

Gordon Clapp, Deputy Commissioner for the Office of Tourism  
Nancy Pray, Chair, Maine Tourism Commission  
Trudy McNulty, Executive Director, Portland Convention and Visitors Bureau  
Frank LaTorre, President, Portland Convention and Visitors Bureau

2:30 p.m. - 3:30 p.m. Maine Street '90 - A Celebration of Community Pride -  
Convention Center

Chairman John E. Menario - Executive Vice President, Peoples Heritage Bank  
John Christie - Christie Associates, Augusta  
Susan Friedman - Special Assistant Boards and Commission Appointments for  
Governor John R. McKernan

6:00 p.m. - 7:00 p.m. Reception - Convention Center  
7:00 p.m. - 9:00 p.m. Dinner - Convention Center

Speaker: Senator Charles Pray, President of the Maine Senate

9:00 p.m. Entertainment

### MONDAY, NOVEMBER 14, 1988

8:00 a.m. - 9:00 a.m. Breakfast Buffet - Convention Center  
9:30 a.m. - 10:15 a.m. "Tourism Advancement Through Regional Development" -  
Convention Center

Moderator: Dr. John D. Hunt, Distinguished University Professor of Travel and  
Tourism, University of Massachusetts

Panelists: Roy Taylor, Maine Tourism Commission  
Kathi Barrat, Acting Supervisor, Economic Development Division, AVCOG  
James Ruhlin, Vice Chairman, Maine Tourism Commission  
James Barresi, Executive Director, Northern Maine Regional Planning Commission  
Elery Keene, Planning Director, North Kennebec Regional Planning Commission  
John Walker, Executive Director, Greater Portland Council of Governments  
Gail Howard, Executive Vice President, Bath Chamber of Commerce

10:15 a.m. - 10:30 a.m. (Morning break in respective meeting areas - second floor)

10:30 a.m. - 12:00 **CONCURRENT SESSIONS**

**Program A** "Labor Issues and Challenges" - Second Floor Conference Rooms

Panelists: Edward Langlois, Executive Director, Maine Innkeepers Association  
Carl Sanford, Executive Director, Maine Restaurant Association  
John Fitzsimmons, Commissioner, Department of Labor

**Program B** "Arts and Tourism - A Partnership" Second Floor Conference Rooms

Moderator: Alden C. Wilson, Executive Director, Maine Arts Commission

Panelists: John Carter, Director, Maine Maritime Academy  
Barbara Meyer, Director of Development and Communications, New England Foundation  
for the Arts  
Marilyn Moss-Rockefeller, President and Chief Executive Officer, Moss, Inc.  
Daniel Okrent, Editor, New England Monthly Magazine  
Jan Fox, Anchor WCSH-TV, Channel 6

12:00 - 1:30 p.m. Luncheon

**CONSECUTIVE SESSIONS**

1:30 p.m. - 2:45 p.m. "Strategic Marketing" - How to Develop a Successful Plan to Market  
Your Community/Property/Product/Service - 2nd Floor Conference Rm

Presenter: Trudy McNulty, Executive Director, Portland Convention and Visitors Bureau

2:45 p.m. - 3:00 p.m. Afternoon Break

3:00 p.m. - 3:45 p.m. Introduction of the Winter Advertising Campaign - Londy Swardlick  
Mackey (Second Floor Conference Room)

4:00 p.m. - 5:00 p.m. General Cracker Barrel Session - Convention Center

6:00 p.m. - 7:00 p.m. Reception - Convention Center

7:00 p.m. - 9:00 p.m. Annual Banquet - Convention Center

Speaker: W. Whitley Hawkins, Senior Vice President-Marketing, Delta Air Lines, Inc.,  
Atlanta, Georgia

9:00 p.m. Entertainment

**TUESDAY, NOVEMBER 15, 1988**

8:00 a.m. - 9:00 a.m. Breakfast Buffet - Convention Center

9:00 a.m. - 11:00 a.m. State Agencies - "Networking for Tourism"

Moderator: Nathaniel H. Bowditch, Commissioner, Department of  
Economic and Community Development

**I-E**

Panelists: Commissioner Dana Connors, Department of Transportation  
 Commissioner William Brennan, Department of Marine Resources  
 Commissioner Bernard Shaw, Department of Agriculture  
 Commissioner William Vail, Department of Inland Fisheries and Wildlife  
 Acting Commissioner Edwin Meadows, Department of Conservation

11:30 p.m. - 12:00 Conference Wrap-Up - Convention Center  
 Nancy Pray, Chair, Maine Tourism Commission

12:00 noon Conference Ends

## Appendix II - Marketing

### A. Group Tour Relations

Individual Meetings were held with these group tour companies in 1988:

#### American Bus Association

Punxsutawney Bus Company Punxsutawney, Pennsylvania	Jefferson Tours Minneapolis, Minnesota
Brewer Charter/Traveland Tours Mapleton, Illinois	Perkiomen Tours & Travel, Inc. Pennsburg, Pennsylvania
Chi Am Tours New York, New York	Starr Tours Trenton, New Jersey
Tower Bus Mt. Clement, Michigan	Brown Coach Tours Fonda, New York
Jones Coach Travel/Elkhorn Bus Service, Inc. Elkhorn, Wisconsin	Holiday Tours Randleman, North Carolina
Alexander Tour & Travel/Empire Trailways Syracuse, New York	American Charters Limited Charlotte, North Carolina
Bollman Charter Service, Inc. Everett, Pennsylvania	S.C.R. Tours, Inc. Fargo, North Dakota
Croswell Tours, Inc. Williamsburg, Ohio	Richardson Bus Service, Inc./Four Seasons Travel of Madison Madison, Wisconsin
Dufour Escorted Tours Pittsfield, Massachusetts	Yankee Trails/Holiday Tours Rensselaer, New York
Leprechaun Lines, Inc. Fishkill, New York	All Over Tours Hudson, New Hampshire
Arrow Tours East Hartford, Connecticut	SMT Charter and Tours St. John, New Brunswick Canada

(Group Tour Relations con't.)

Bicher Tours, Inc.  
Kutztown, Pennsylvania

Conway's Bus Service, Inc.  
Cumberland, Rhode Island

Blue Bird Coach Lines, Ind.  
Olean, New York

Smoky Mountain Tours/Cherokee Boys Club  
Franklin, North Carolina

Cleveland Southeastern Trails  
Bedford, Ohio

Capitol Trailways/Capitol Motor Lines  
Montgomery, Alabama

Midwest Charter Tours/Coach Travel  
South Holland, Illinois

Coach Travel Unlimited Corporation  
Colorado Springs, Colorado

Conestoga Tours/Penn Highway Transit  
Lancaster, Pennsylvania

Price Bus Lines  
Scranton, Pennsylvania

Van Galder Bus Company  
Jonesville, Wisconsin

Cardiner Charters & Tours/Shoup Buses, Inc.  
Middlebury, Indiana

Upstate Transit, Inc.  
Saratoga Springs, New York

DeBolt Unlimited  
Homestead, Pennsylvania

Grand Island Transit dba Grand Tours  
Lockport, New York

Otte Bus Service, Inc.  
Cedar Grove, Wisconsin

Lynch Bus Service  
Carbondale, Pennsylvania

Wade Tours, Inc.  
Schenectady, New York

John T. Cyr & Sons, Inc.  
Old Town, Maine

Schrock, Inc.  
Berlin, Pennsylvania

Medicine Lake Bus Company, Inc.  
Golden Valley, Minnesota

R&J Transportation, Inc.  
Pottsville, Pennsylvania

Jim Thorpe Transportation Company  
Jim Thorpe, Pennsylvania

Alabama Limousine, Inc.  
Birmingham, Alabama

First Class Tours  
Randolph, Massachusetts

Seniors Unlimited  
Pontiac, Michigan

Mount Snow Vermont Tours, Inc.  
West Dover, Vermont

Lion Tours  
Rio Grande, New Jersey

Anderson House Motorcoaches  
Wabasha, Minnesota

Syracuse & Oswego Motor Lines  
Syracuse, New York

Tri-State Tours  
Bensalem, Pennsylvania

Videoneu Tours  
Baltimore, Maryland

Stout's Charter Service, Inc.  
Trenton, New Jersey

Mid-American Charter Lines, Inc.  
Elk Grove Village, Illinois

American Spirit Tours, Inc.  
Chester, Connecticut

Swing Tours  
Oaklyn, New Jersey

(Group Tour Relations con't.)

Greyhound Lines Trailways Lines  
Dallas, Texas

Aristocrat Tours, Inc.  
Poughkeepsie, New York

North East Tours, Inc.  
Eastham, Massachusetts

Mansun Tours  
Hyde, Pennsylvania

Autobus Leo-Auger, Inc./Tours Solabus  
Chateauguay, Quebec Canada

**National Tour Association**

Beckham Receptive Services  
Canton, Massachusetts

Talmage Tours  
Philadelphia, Pennsylvania

Collette Tours  
Pawtucket, Rhode Island

Executive Tour Lines  
Atlanta, Georgia

Domenico Tours, Inc.  
Bayonne, New Jersey

Ambassador Travel  
Evansville, Indiana

TourCo  
Hyannis, Massachusetts

Fly Away Holidays, Inc.  
Honolulu, Hawaii

Brownell Travel  
Birmingham, Alabama

AAA Miami Valley Club/AAA Group Tours  
Dayton, Ohio

Four Seasons Travel/Norfolk Tours  
Baton Rouge, Louisiana

Frontier Travel & Tours, Inc.  
Carson City, North Carolina

Travel Ventures  
Kitchner, Ontario Canada

Hospitality Tours  
Hyannis, Massachusetts

Regal Tours/Christian Travel  
Davenport, Florida

Circle America Tours, Inc.  
St. Louis, Missouri

Carousel Travel, Inc.  
Nashville, Tennessee

Shenandoah Tours, Inc.  
Staunton, Virginia

Byrne & Proctor Travel Agency  
Chatham, Massachusetts

Tauck Tours, Inc.  
Westport, Connecticut

Golden Isles Touring Company  
St. Simons Island, Georgia

Friendship Tours/The Friendship Corp.  
Bloomfield, Connecticut

Good Time Travel Limited/Rispin Travel  
Chatham, Ontario Canada

Oklahoma Transp. Co./Jefferson Tours  
Oklahoma City, Oklahoma

Fugazy International Travel  
New Haven, Connecticut

Care Free Travel  
New Franken, Wisconsin

Misha Tours  
San Diego, California

Trevis Tours, Limited  
Fredericton, New Brunswick Canada

McBride Group Tours, Inc.  
Colchester, Vermont



(Group Tour Relations con't.)

Getaway Tours, Inc.  
Terryville, Connecticut

Travalot Limited  
Winthrop, Massachusetts

Uni America  
New York City, New York

National Tour and Travel, Limited  
Trenton, Missouri

Great Connections Travel Agency, Inc.  
St. Petersburg, Florida

Globus Gateway/Cosmos  
Rego Park, New York

Trentway Tours Limited  
Peterborough, Ontario Canada

## **B. 1988 Media Relations Efforts Were Conducted With:**

Crisis Publication  
Small Mouth Magazine  
AAA Today  
Woman's Day  
Portland Business Journal  
Business Digest  
Newsday  
Italian Vogue  
Boston Magazine  
Maine Tomorrow  
Travel Age Magazine  
Hollywood Reporter  
Tour and Travel News  
Country Inns Magazine  
New England Monthly  
Travel Holiday  
Reeves Entertainment  
Cruise Industry News  
Maine Enterprise  
Whitman Communications  
New England Travel Tour Guide  
Ladies Home Journal  
Reader's Digest  
Travel Weekly  
Travel Weekly Bulletin  
Travel Agent Magazine  
Maine Coast Cyclers  
Outside Magazine  
National Snowmobile  
Home and Away  
Ski Watch  
Image Publications  
Country Living Magazine  
City and State Magazine  
Travel Management Daily  
Travel and Leisure

Glamour  
Travelage  
Travel New England  
New York Magazine  
Newsweek  
Time  
Parade Magazine  
Vogue  
Good Housekeeping  
McCalls  
Mademoiselle  
Modern Bride  
Savvy  
Air Destinations  
New England Getaways  
Harrowsmith Summer Travel  
Redbook  
Cosmopolitan  
Essence  
Self  
Family Circle  
Elle International  
Harper's Bazaar  
Lear's  
Esquire  
The Boston Globe  
Pittsburgh Press  
Denver Post  
Daytona News Journal  
St. Paul Pioneer Press  
Winston-Salem Journal  
The Boston Herald  
USA Today  
Town & Country  
US News and World Report  
New York Daily News

## Film, TV and Radio Assistance 1988

WABI TV, Bangor  
ATV, St. John, New Brunswick  
WYNZ Radio, Lewiston  
North American Network  
WGAN Radio, Portland  
Senior Media Network  
Maine Public Broadcasting, Bangor  
Paramount Pictures  
Voice of America  
WGAN TV, Portland  
CNN TV News  
Capitol News Service, Augusta  
ESPN, Sports Network  
WSVW Radio, Skowhegan  
WPOR Radio, Portland  
KISS 100 Radio, Portland  
WBZ TV, Boston  
WMTW TV, Poland Spring  
CNN Travel Guide  
Star Radio Network  
WQCB Radio, Brewer  
WCSH TV, Portland  
WAAF Radio, Montana  
WDME Radio, Presque Isle  
NBC TV, Tonight Show  
CBS This Morning  
ABC Good Morning America  
NBC Today Show  
WCBB TV, Lewiston  
WAGM TV, Presque Isle  
WLBZ TV, Bangor  
WVH TV, Bangor

## Editorial and Information Assistance Resulting in Article Generation During 1988

Portland Press Herald  
Christian Science Monitor  
Boston Globe  
Ad Week  
York Weekly  
New Haven Register  
Coastal Journal, Bath  
London Sunday Times  
Rapid City Journal, North Dakota  
Chicago Tribune  
Journal Tribune, Biddeford/Saco  
Bath/Brunswick Times Record  
Bangor Daily News  
La Presse, Montreal  
Hartford Courant  
Maine Times

Portsmouth Herald  
USA Today  
Lewiston Sun Journal  
Kennebec Journal  
Lewiston Sun Sunday  
Morning Sentinel  
Providence Journal  
Pittsburg Press  
York County Star  
The Wall Street Journal  
The Boston Herald  
The New York Times  
Winston/Salem Journal  
St. Paul Pioneer Press  
Daytona News Journal  
Denver Post  
Associated Press  
United Press International  
Houlton Pioneer Times  
Aroostook Republican  
Fort Fairfield Review  
St. John Valley Times  
Star Herald  
Portland Evening Express  
Bridgton News  
Franklin Journal  
Original Irregular  
Rangeley Highlander  
Ellsworth American  
Weekly Packet  
Island Ad-Vantages  
Bar Harbor Times  
Courier-Gazette  
Camden Herald  
Lincoln County News  
Boothbay Register  
Advertiser-Democrat  
Bethel Citizen  
Penobscot Times  
Katahdin Times  
Piscataquis Observer  
Somerset Reporter  
Republican Journal  
Calais Advertiser  
Machias Valley News  
Quoddy Tides  
York Weekly  
Sanford News  
Foster's Daily Democrat  
Sunday Telegram  
Maine Weekend  
Manchester Union Leader

## C. Photograph Requests

### Media Photograph Requests, 1988

American Magazine, TN  
Better Homes & Gardens, IA  
Arabian Horse Magazine, CA  
Santa Barbara News Press, CA  
Nursing '88 Magazine, PA  
World Herald, NE  
Busby Productions, IA  
Morning Call, PA  
Richmond News Leader, VA  
Clearvu, IL  
Miami Herald, FL  
Arkansas Gazette, AR  
Nat'l Science Teachers Assoc., MD  
Penmarin Books, CA  
Fresno Bee, CA  
Land 'Or International, VA  
New York Times Syndicate, NY  
Moore & Moore Publishing, NY  
Beverly Times, MA  
Sunday Sun/Journal, ME  
Gourmet Magazine, FL  
Progressive Printing, FL  
Daily Oklahoman, OK  
Children's Press, IL  
Entertainment Publication, MI  
Boston Herald Sports, MA  
Press Telegram, CA  
Harte-Hanks Newspaper, TX  
Sun Sentinel, FL  
Cincinnati Enquirer, OH  
NYNEX Multimedia Service, NY  
Maine Sunday Telegram, ME  
Southern Lumberman, TN  
WBZ-TV, Boston, MA  
Frederick News Post, MD  
Atlantic Publishing, ME  
Raleigh New-Observer, NC  
The Golden Age Festival, NJ  
Lunar Productions, TN  
Rodale Press, PA  
Scholastic Magazine, NY  
News Press, FL  
Maine Life Magazine, ME  
The Original New England Guide, NH  
The Hudson Dispatch, NJ  
Travel Holiday, NY  
Providence Journal, RI  
Travel Plus, CA  
U.S. Journal, FL  
Video One, MA

Newsletter Factory, GA  
Kingfisher Books, London, England

### Tour Companies & Other Organizations Photograph Requests, 1988

Travel Service International, Inc., MS  
Awana Travel, CA  
Becher-Valenti Marketing, Inc., RI  
Four Winds Tours, NY  
Belcher Associates, MA  
Advertising & Design Communication, MA  
Studio 3, ME  
Christie Associates, ME  
Key Bank, ME  
American Graphic Systems, CA  
Envision Corporation, MA  
Random House/Tudor Travel Guide, NY  
Four Seasons Vacation, Inc., MN  
Digital Equipment, ME  
Plant, Sites & Parks, FL  
Maine Campground Association, ME  
Impact, IL  
Corporate Meetings & Incentives, NY  
Maine Department of Agriculture, ME  
Domenico Tours, NJ  
Maine Innkeepers Association, ME  
Travel Agents International, FL  
Tourco, MA  
Fleet Bank, ME  
New England USA, MA  
Adirondack Trailways, NY  
New England Vacation Center, NY  
Hottman & Edwards Advertising, Inc., MD  
Parker Tours, NY  
ICI America, Inc., DE  
Robbins Tours, Inc., MO  
Mandell Associates, NV  
Michael Friedman Publishing Group, NY  
Days Inn, ME  
IMP, MI  
Silvey Co., CA  
U.S. Army, MO  
Intrac International, ME  
ICE Association, CA  
Tour Broker International, OH  
Talmage Tours, PA  
Upstate Tours, NY  
Vantage Travel, MA  
Vermont Hiking Holidays, VT  
Boston Convention & Visitors Bureau, MA  
International Paper, ME

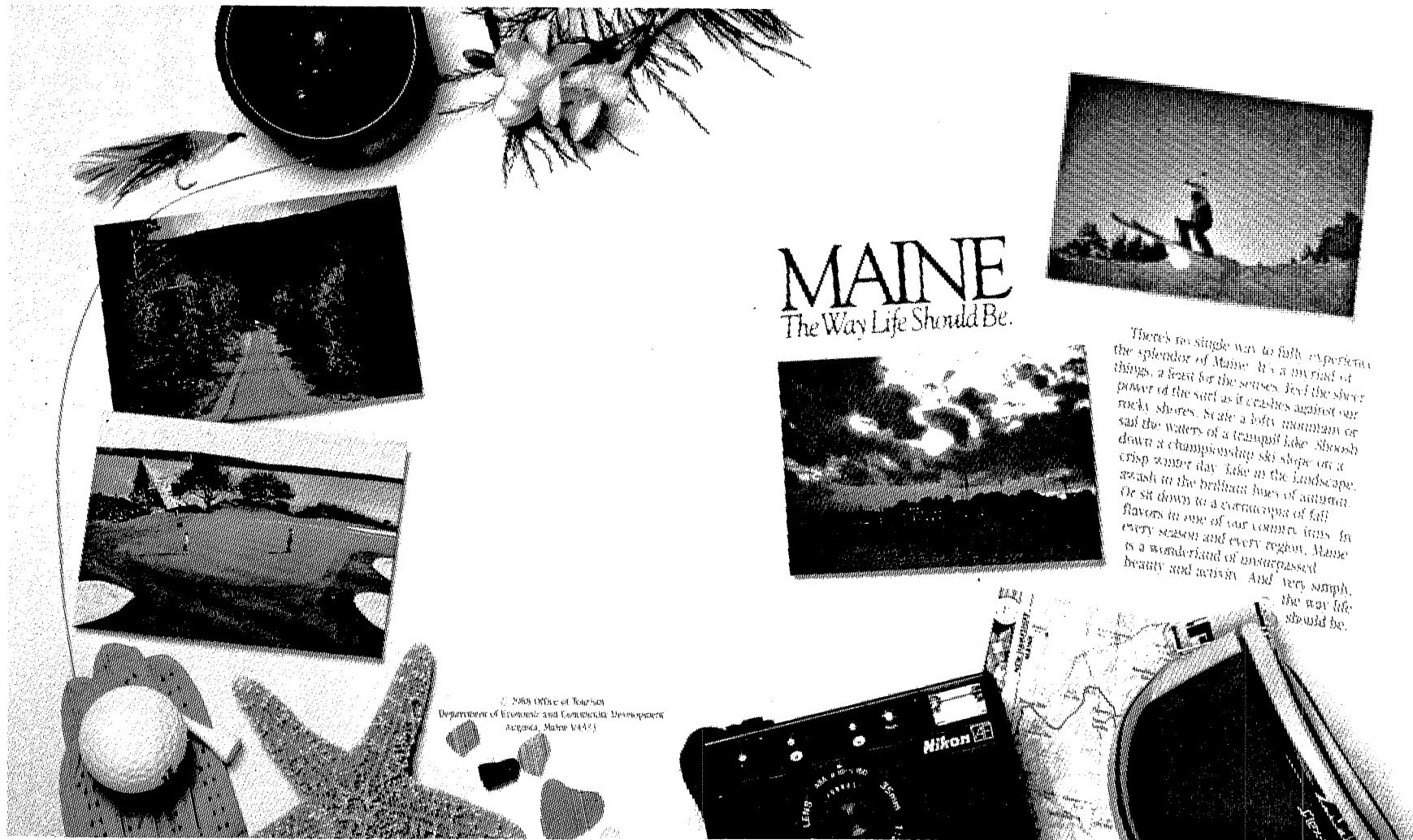
## D. Inland Response Brochure



If you think Maine is just  
a magnificent coastline,  
you haven't heard  
our best kept secret.

**THE INSIDE STORY**

## E. Group Tour Brochure Shells



## F. Maine Tourism Review

**MAINE**  
The Way Life Should Be.

# Maine Tourism Review

A Quarterly Newsletter From Maine's Office of Tourism

SUMMER 1988



Cabela's Express parked its freshly marked truck on the Legislature during Tourism Day. Now, it carries Maine's tourism advertising theme across highways and byways.

### Yarmouth Information Center Opens

The newest state travel information center opened its doors officially at the end of March. A press conference and reception were held at the center which is located on Interstate 95 in Yarmouth.

Gordon Clapp coordinated the press conference which was attended by officials from the Department of Transportation, the Maine Publicity Bureau and the Yarmouth Chamber of Commerce.

The three other state-owned visitor information centers are located in Kittery, Calais and Houlton. The Maine Publicity Bureau owns and operates five centers in Bangor, Bethel, Fryeburg, Machias and Old Town.

Two more state-owned centers are planned for the rest areas on I-95 in Hampden. They will go out to bid this year.

### Regional Tourism Grants Awarded

Four regional planning commissions received grants totalling \$270,000 for the purpose of developing regional programs for tourism.

The program is the first in the nation from the standpoint of joint planning for its development and management, according to Office of Tourism consultant, Dr. John D. Hunt, University of Massachusetts at Amherst.

Letters of agreement have been signed by Clapp and four regional directors. Mike Aube, executive director of the Eastern Maine Development Corporation received \$75,000. Jim Bartesi, executive director of the Northern Regional Planning Commission received \$65,000. John Jaworski, executive director of the Androscoggin Valley Council of Governments received \$70,000. Elery Keene, planning director of the North Kennebec Regional Planning Commission received \$60,000.

### National Travel Agents Advisory Council To The Office Of Tourism

Gordon Clapp has formed a National Travel Agent Advisory Council to the Office of Tourism. The council is the first in the nation to consist exclusively of travel agents who advise a state tourism bureau.

The overall goal of the group is to guide and assist the state in developing its tourism product. Clapp formed the group because travel agents are recognized as the primary source for marketing travel.

The group met with members of the Maine travel industry at Sugarloaf in February to become familiar with past and present tourism promotion activities. In June, the council met at the Maine Maritime Academy in Castine.

Members of the council are from Massachusetts, California, Texas, Missouri, New York, Washington, D.C., and Lewiston, Maine.

### Inside:

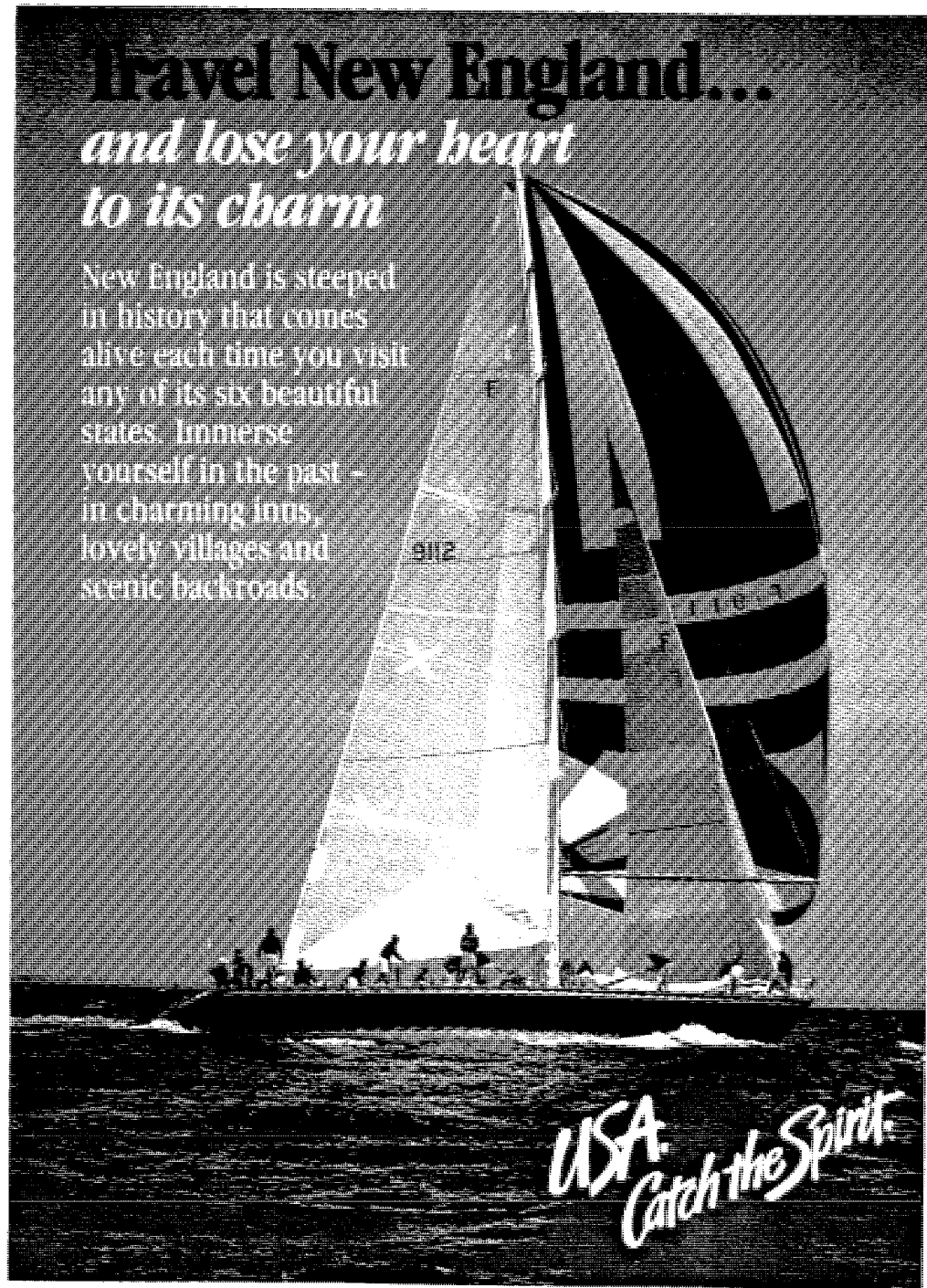
Managing  
Tourism ..... Page 2  
Maine Business Advances:  
The Samoset  
Resort..... Page 3  
Staff Profile:  
Lea Girardin ..... Page 4



## G. Readers Digest Ad

**Travel New England...**  
*and lose your heart  
to its charm*

New England is steeped  
in history that comes  
alive each time you visit  
any of its six beautiful  
states. Immerse  
yourself in the past -  
in charming inns,  
lovely villages and  
scenic backroads.



*USA.  
Catch the Spirit.*

# Maine

## *The Way Life Should Be*

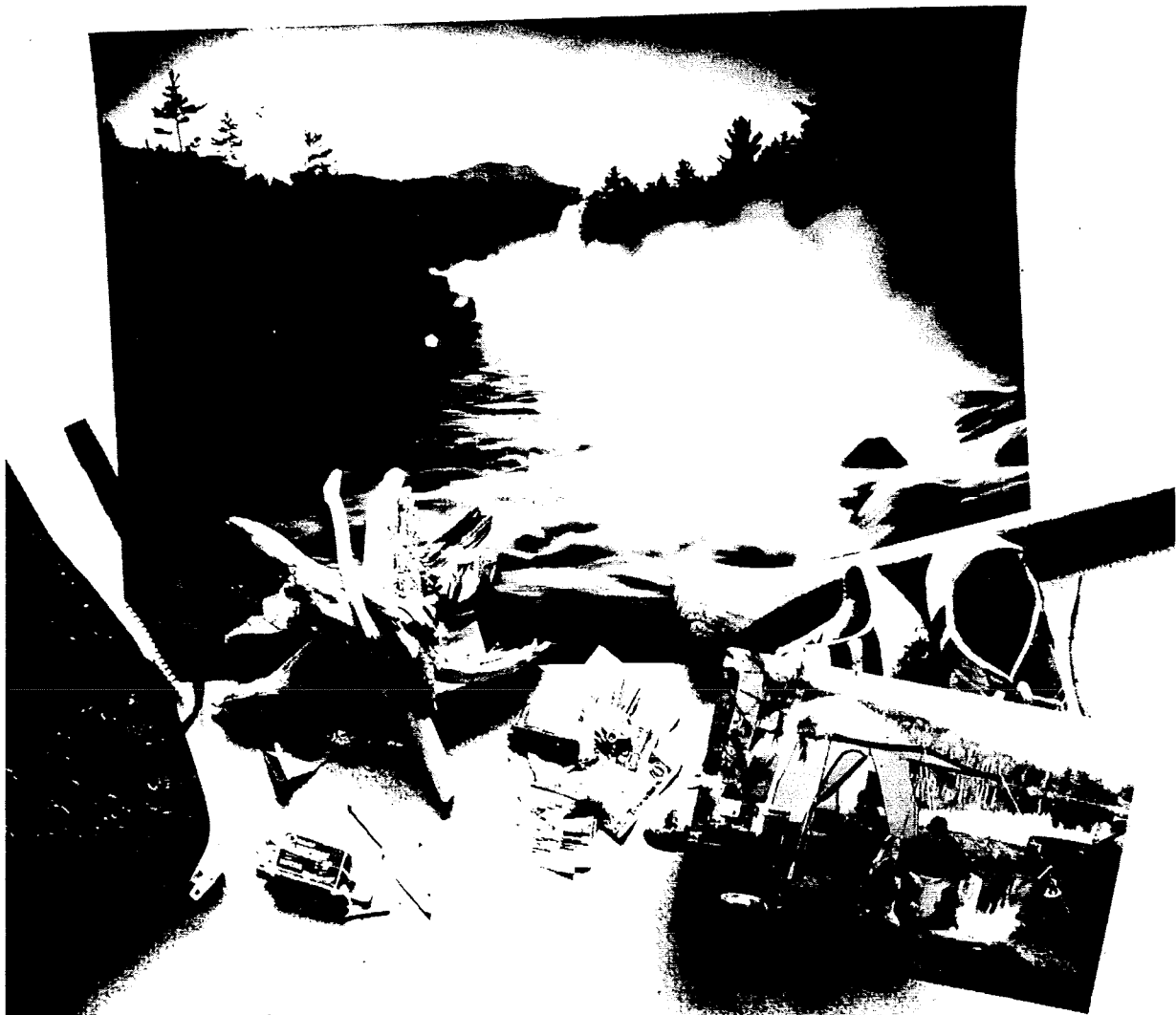
Come to Maine to enjoy life as it was meant to be. Charming villages steeped in New England tradition. Quaint country inns nestled into the landscape. Crystal lakes, lofty mountains, and the unsurpassed heritage of Maine's rugged coast and islands. From country fairs to city lights, Maine is the perfect place to rediscover all the things life has to offer.

**A Summer Sampler of Special Events**

June 25- August 6	Bowdoin Summer Music Festival, Brunswick
June 28- July 4	Madawaska Acadian Festival, Madawaska
July 2-4	Bath Heritage Days, Bath
July 3	The Great Kennebec River Whatever Race, Augusta
July 10-17	Maine Potato Blossom Festival, Ft. Fairfield
July 15-16	Clam Festival, Yarmouth
July 23- August 22	Berkley Summer Jazz Series, Kingfield (weekends)
July 28 - August 6	Bangor State Fair, Bangor
August 1-14	The Feld Ballet Company Summer Residency at Sugarloaf, Carrabassett Valley
August 5-7	Lobster Festival, Rockland
August 6-7	Sudbury Canada Days, Bethel
August 6-14	International Festival Calais
August 18	Blueberry Festival, Rangeley
August 19-21	The Maine Festival, Portland



## H. Advertisements and Storyboards



### With More Than 26,000 Campsites To Choose From, Individualism Need Not Be So Rugged.

Whether you're looking to camp on the edge of the wilderness or a few steps from a swimming pool, Maine's campgrounds accommodate every need. So, pack your knapsack or load your RV, and explore the beauty of Maine. Call for a free Maine vacation guide at 1-800-533-9595.

**MAINE**  
The Way Life Should Be.

For more information, call the toll free number above and ask for your free Maine Camping and Vacation Guides, or write to Maine Tourist Information Dept., W-9, Hallowell, ME 04347. 2500. In Maine call (207) 289-2123.

*Spring/Summer 1988*



# If This One Mile Stretch Of Coastline Doesn't Suit You, Don't Be Discouraged. We Have 3,477 Others.

In Maine, we could go on and on about our spectacular coastline. There's no end to the quiet inlets, sandy beaches, rocky coves and bustling harbors that dot our shores. For more about what's up Down East, call for a free Maine vacation guide at 1-800-533-9595.

**MAINE**  
*The Way Life Should Be.*

*Spring/Summer 1988*



When You Come To Maine This Fall  
You'll Find A Spectacular Sea  
Of Red, Yellow, And Orange.  
Not To Mention A Very Nice Sea Of Blue.

An autumn in Maine is like no place else. For the vivid grandeur of our mountains or the colorful character of our coast, come harvest the delights of our festival season. Discover a whole spectrum of fall activities. Call for a free Maine vacation guide at 1-800-533-9595.

**MAINE**  
*The Way Life Should Be.*

For your free Maine vacation guide, call the toll-free number above or write to Maine Tourist Information, Dept. NYT88, Hallowell, ME 04347-2400. In Maine call (207) 289-2424. Landscape Photo: Benjamin Magro. Still Life: Grant Roberts Studio.

*Fall 1988*



In A Land Known For Its  
Unspoiled Beauty, A Visitor Can,  
In Just One Weekend,  
Become Very Spoiled, Indeed.

Settle into one of our cozy country inns. Surround yourself with the rich hues of a Maine autumn. And taste our cornucopia of fall flavors. One weekend, and we'll spoil your appetite for anything less. Call for a free Maine vacation guide at 1-800-533-9595.

**MAINE**  
*The Way Life Should Be.*

*Fall 1988*



## In Maine, If The Exercise Doesn't Take Your Breath Away, The Scenery Certainly Will.

Scout pristine lakes and mountains. Follow the rugged lines of our classic coast. And discover the cross-country treks of Maine. Get hot on the trail of a breath-taking winter vacation, call for a free Maine vacation guide at 1-800-533-9595.

**MAINE**  
*The Way Life Should Be.*

*Winter 1988-89*



# Nothing Can Beat A One-Mile Stretch As Perfect As This. Except Maybe 8,000 Of Them.

In Maine, 8,000 miles of groomed snowmobile trails will take you on an unmatched tour of this fantastic landscape. For all the splendor of our looming mountains and the simple beauty of our wide open spaces, call for **MAINE** a free Maine vacation guide at 1-800-533-9595. *The Way Life Should Be.*

For a free Maine vacation guide, call the toll-free number. Or write to: Maine Tourist Information Dept., 884 S. Main St., Bangor, ME 04401. In Maine call 207-289-2425.

Winter 1988-89



## Getting To The Head Of A Lift Line Was Never Meant To Be The Day's Greatest Challenge.

In Maine, you'll discover some of the best skiing in New England. Our faster lifts and uncrowded slopes let you pack more runs in a day, with plenty of time left for après ski. See how skiing was meant to be, call for a free Maine vacation guide at 1-800-533-9595.

**MAINE**  
The Way Life Should Be.

© 1988 State of Maine. All rights reserved. The official vacation theme of Maine is "Maine: The Way Life Should Be." Maine is a state of 16,000 islands, lakes, and mountains. Maine is a state of 16,000 islands, lakes, and mountains. Maine is a state of 16,000 islands, lakes, and mountains.

Winter 1988-89



## For More Information, Pick Up A Copy Of "Walking In A Winter Wonderland."

Close your eyes and imagine a place where sleighbells ring as the hearth fire crackles. In Maine, we have quaint country inns, charming shops, and warm hospitality that will make your every dream come true. Call **MAINE** for a free Maine guide at 1-800-533-9595. *The Way Life Should Be.*

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Winter 1988-89



## **Appendix IV - Regional Programs**

### **A. Tourism Partnership Program - 1988 Awards**

**Portland Convention & Visitors Bureau - \$20,000**

Project: Produce and market an integrated video prospecting program to attract national and regional meetings to Maine during Fall, Spring and Winter seasons.

**Mountain Arts - \$8,400**

Project: Promote a Summer Jazz Series in the Carrabassett Valley, Summer, 1988.

**Ski Maine Association - \$6,000**

Project: Help promote Maine skiing in 1988/89 season through brochure and video marketing project.

**Northern Maine Regional Planning Commission - \$5,000**

Project: Help fund its first directory of travel and tourism services.

**Maine Youth Camping Association - \$5,400**

Project: Expand production and distribution of its annual directory of children's organized camps to attract additional campers and parents.

**Moosehead Lake Wilderness Association - \$5,000**

Project: To expand and improve brochure, video and magazine advertisements in trade show presentations.

**Bar Harbor Festival - \$4,500**

Project: To produce and improve 4-color brochure with larger distribution through travel and trade shows.

**Kennebec Valley Chamber of Commerce - \$4,500**

Project: Production of a regional video tape for recreational attractions, conference facilities and development opportunities.

**Old Orchard Beach Chamber of Commerce - \$3,750**

Project: Support a targeted cable television promotion in the northeastern markets.

**Madawaska Chamber of Commerce - \$2,500**

Project: Development of a brochure for their Summer Acadian Festival to be distributed throughout Maine and the region.

**Rangeley Lakes Chamber of Commerce - \$2,000**

Project: Expand distribution of its brochure to attract first-time visitors.

**Hebron Academy - \$2,000**

Project: Support National and regional promotion of a Summer Design Craft Show through the development of a brochure and print advertisement.

**Katahdin Region Tourism Council - \$1,500**

Project: Help develop and distribute first destination brochure promoting four season recreational attractions in the area.

**Harrison Business and Professional Association - \$1,500**

Project: To improve and expand recreational business attraction brochure.

**Belgrade Lakes Region, Inc. - \$1,400**

Project: To promote Fall and Spring travel through brochure and regional advertising.

## Regional Development/Management Program 1988

As of December 31, 1988 the following tasks were completed:

Grant Recipient	Appoint & Meet with Regional Tourism Council	Develop Tourism Policy Statement	Conduct Public Hearings	Analyze Situation and Inventory Attractions and Services	Recommend Implem- entation Strategies & Organization
Northern Maine Re- gional Planning Comm.  Award \$65,000	Appointed, monthly meetings	Complete	5 held to date	In process; To be com- pleted June 30, 1989	In process; To be com- pleted June 30, 1989
Eastern Maine Devel- opment Corporation  Award \$75,000	Appointed, monthly meetings	In process of develop- ment	8 held to date	In process; To be com- pleted June 30, 1989	In process; To be com- pleted June 30, 1989
Northern Kennebec Reg. Planning Comm.  Award \$60,000	Appointed, monthly meetings	Complete	4 held to date	In process; To be com- pleted June 30, 1989	In process; To be com- pleted June 30, 1989
Androscoggin Valley Council of Gvts.  Award \$70,000	Appointed, quarterly meetings	Complete	8 held to date	In process; To be com- pleted June 30, 1989	In process; To be com- pleted June 30, 1989
Greater Portland Council of Govts.  Award \$50,000	To be awarded January 1, 1989				
Mid-Coast Economic Development Council  Award \$50,000	To be awarded January 1, 1989				

# Appendix V - Research

## A. Tourism Annualized Indicators

### EXECUTIVE SUMMARY

The Office of Tourism regularly tracks a number of tourism indicators in the state of Maine. Information analyzed for 1988 includes:

- Maine Publicity Bureau Information Center Walk-in Inquiries
- State Parks and Recreational Areas - Day Use and Camping
- Acadia National Park - Visitors
- Employment in Restaurant, Lodging and Amusement Facilities
- Foreign National Border Crossings from Canada into Maine
- Total Taxable Sales in Restaurant and Lodging establishments
- Airport enplanements and deplanements in Portland and Bangor
- Passenger Car Traffic on the Maine Turnpike

Data is compared to previous year's records to reveal increasing or decreasing trends in activity. Please note that all percent differences are comparing 1987 to 1988.

### Summary and Conclusions

**Increase** in total walk in inquiries at the Maine Publicity Bureau of 17.6%. Mail, phone and 1-800# inquiries are up 3.6%, 17.6% and 219.9% respectively.

**Increase** in visitors and campers using State Parks and Recreation facilities of 5.2% over 1987. **Increase** in visitors to Acadia National Park of 4.8% over 1987.

**Increase** in the number of persons employed in Restaurant, Lodging and Amusement facilities of 9.9%, 5.7% and 3.0% respectively.

**Increase** in the number of foreign nationals entering Maine at the Houlton, Jackman and Madawaska centers are up 17.9%, 10.2% and 23.5% respectively.

**Increase** in Restaurant and Lodging establishment's taxable sales of 11.6%.

**Increase** in Portland Jetport's enplanements by 2.5% and deplanements by 2.3% with a decrease in Bangor International Airport of -38.5% enplanements and -17.7% deplanements.

**Increase** in passenger traffic on the Maine Turnpike of 8.9%

MAINE PUBLICITY BUREAU

WALK-IN TRAFFIC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	14,665	16,399	22,594	29,913	45,716	88,918	167,323	186,806	82,063	61,335	24,102	18,140	757,974
1987	14,344	19,827	22,571	29,524	47,896	94,148	188,724	196,335	96,971	62,788	25,721	18,307	817,156
1988	18,092	19,832	26,083	35,259	56,097	105,718	218,230	225,918	120,678	79,330	33,364	22,265	960,866
% DIFF	26.1%	0.0%	15.6%	19.4%	17.1%	12.3%	15.6%	15.1%	24.4%	26.3%	29.7%	21.6%	17.6%

MAIL INQUIRIES	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	4,210	6,988	10,441	13,254	11,309	7,880	8,586	9,058	7,430	4,906	6,203	4,197	94,462
1987	5,343	6,860	17,240	14,825	13,910	9,562	7,667	6,432	6,550	4,100	3,919	3,099	99,507
1988	4,839	8,501	9,898	8,493	12,505	18,921	11,834	8,771	5,458	5,593	4,262	4,046	103,121
% DIFF	-9.4%	23.9%	-42.6%	-42.7%	-10.1%	97.9%	54.3%	36.4%	-16.7%	36.4%	8.8%	30.6%	3.6%

PHONE INQUIRIES	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	1,116	1,417	1,548	2,273	2,693	2,884	3,044	2,034	1,337	651	354	361	19,712
1987	683	1,539	1,838	2,544	2,772	3,970	3,410	2,601	1,989	664	478	555	23,043
1988	1,127	1,625	2,296	2,479	3,119	4,450	3,912	3,436	2,722	774	610	540	27,090
% DIFF	65.0%	5.6%	24.9%	-2.6%	12.5%	12.1%	14.7%	32.1%	36.9%	16.6%	27.6%	-2.7%	17.6%

1-800 LINE	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	1,081	392	396	244	0	0	190	386	1,041	839	531	1,422	6,522
1987	946	394	139	1,396	1,423	0	926	3,458	2,913	422	1,136	1,439	14,592
1988	1,163	758	1,493	2,805	5,283	3,761	3,810	5,403	16,274	1,476	1,585	2,866	46,677
% DIFF	22.9%	92.4%	974.1%	100.9%	271.3%	NA	311.4%	56.2%	458.7%	249.8%	39.5%	99.2%	219.9%

## VISITORS TO STATE PARKS

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
VISITORS													
1986	183,201	INCLUDED IN JANUARY FIGURE			501,571	229,072	458,515	458,700	155,777	107,705	24,988	19,671	2,139,200
1987	183,584	INCLUDED IN JANUARY FIGURE			357,587	283,826	537,039	537,463	154,980	90,993	24,117	15,596	2,185,185
1988	165,930	INCLUDED IN JANUARY FIGURE			331,811	342,042	542,306	527,476	181,688	92,629	31,338	18,634	2,233,854
% DIFF	-9.6%	INCLUDED IN JANUARY FIGURE			-7.2%	20.5%	1.0%	-1.9%	17.2%	1.8%	29.9%	19.5%	2.2%

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
CAMPERS													
1986	276	INCLUDED IN JANUARY FIGURE			11,585	24,353	68,419	73,180	14,961	4,311	79	15	197,179
1987	279	INCLUDED IN JANUARY FIGURE			12,967	25,785	7,377	71,863	23,492	3,249	40	28	290,160
1988	341	INCLUDED IN JANUARY FIGURE			15,064	26,751	74,791	72,176	24,155	4,336	48	0	435,324
% DIFF	22.2%	INCLUDED IN JANUARY FIGURE			16.2%	3.7%	913.8%	0.4%	2.8%	33.5%	20.0%	-100.0%	50.0%

TOTAL	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
VISITORS													
1986	183,477	INCLUDED IN JANUARY FIGURE			513,156	253,425	526,934	531,880	170,738	112,016	25,067	19,686	2,336,379
1987	183,863	INCLUDED IN JANUARY FIGURE			370,554	309,611	544,416	609,326	178,472	94,242	24,157	15,624	2,330,265
1988	166,271	INCLUDED IN JANUARY FIGURE			346,875	368,793	617,097	599,652	205,843	96,965	31,386	18,634	2,451,516
% DIFF	-9.6%	INCLUDED IN JANUARY FIGURE			-6.4%	19.1%	13.4%	-1.6%	15.3%	2.9%	29.9%	19.3%	5.2%

## VISITORS TO ACADIA NATIONAL PARK

ACADIA PARK	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	43,621	48,307	63,093	273,178	426,856	502,087	733,116	824,525	503,499	422,648	220,022	51,577	4,112,529
1987	51,779	50,616	72,749	308,081	459,988	538,209	767,032	802,693	578,032	460,533	315,422	70,402	4,475,536
1988	59,185	45,783	69,976	239,376	464,022	597,738	815,525	925,485	617,253	471,360	319,226	66,030	4,690,959
% DIFF	14.3%	-9.5%	-3.8%	-22.3%	0.9%	11.1%	6.3%	15.3%	6.8%	2.4%	1.2%	-6.2%	4.8%

EMPLOYMENT  
In Thousands

RESTAURANT YEAR	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVERAGE
1986	22.5	22.6	23.4	25.7	28.5	32.3	34.3	34.5	30.8	27.8	25.8	25.4	27.8
1987	24.1	24.2	25.6	28.2	30.8	34.3	35.8	36.0	33.8	30.9	29.7	29.3	30.2
1988	28.2	29.0	29.7	30.2	33.3	37.4	39.4	39.4	36.4	33.1	32.2	29.9	33.2
% DIFF	17.0%	19.8%	16.0%	7.1%	8.1%	9.0%	10.1%	9.4%	7.7%	7.1%	8.4%	2.0%	9.9%
LODGING YEAR	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVERAGE
1986	5.0	5.1	5.2	6.0	7.4	9.6	13.0	13.7	9.6	7.8	6.5	6.2	7.9
1987	5.8	5.9	6.0	6.9	8.4	10.5	14.2	14.3	10.8	8.6	7.0	6.4	8.7
1988	5.9	6.1	6.2	7.0	8.3	10.8	14.9	15.7	11.7	9.4	7.6	6.5	9.2
% DIFF	1.7%	3.4%	3.3%	1.4%	-1.2%	2.9%	4.9%	9.8%	8.3%	9.3%	8.6%	1.6%	5.7%
AMUSEMENT YEAR	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVERAGE
1986	2.6	2.7	2.6	2.6	3.2	3.7	4.3	4.6	3.4	2.4	2.0	2.3	3.0
1987	2.8	2.9	2.9	2.6	3.1	3.9	4.5	4.8	3.9	2.7	2.3	2.6	3.3
1988	2.7	2.8	2.7	3.0	3.3	4.3	4.7	5.1	3.9	2.7	2.7	3.1	3.4
% DIFF	-3.6%	-3.4%	-6.9%	15.4%	6.5%	10.3%	4.4%	6.3%	0.0%	0.0%	17.4%	19.2%	3.0%

FOREIGN ALIEN BORDER CROSSINGS

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
HOULTON													
1986	67,418	68,384	92,886	92,080	107,820	123,309	198,909	228,849	141,841	133,344	110,685	119,913	1,485,438
1987	100,845	86,862	112,361	126,763	143,386	153,910	238,750	288,460	242,804	190,117	149,377	144,613	1,978,248
1988	138,351	125,776	165,186	163,168	173,049	183,917	261,118	289,261	233,796	228,251	180,042	189,877	2,331,792
% DIFF	37.2%	44.8%	47.0%	28.7%	20.7%	19.5%	9.4%	0.3%	-3.7%	20.1%	20.5%	31.3%	17.9%

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
JACKMAN													
1986	4,253	9,201	4,417	5,991	8,605	17,625	62,201	61,497	26,055	18,729	14,075	13,563	246,212
1987	8,192	12,113	9,198	9,123	11,765	21,966	66,940	67,255	23,066	20,143	19,742	14,485	283,988
1988	16,056	15,039	14,729	10,525	13,549	25,223	70,895	74,829	22,551	18,306	17,579	13,732	313,013
% DIFF	96.0%	24.2%	60.1%	15.4%	15.2%	14.8%	5.9%	11.3%	-2.2%	-9.1%	-11.0%	-5.2%	10.2%

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
MADAWASKA													
1986	125,280	110,201	128,662	143,318	140,429	150,673	159,682	162,208	119,644	134,864	110,217	131,161	1,616,339
1987	118,128	109,891	122,553	127,762	140,569	135,799	159,708	148,267	139,255	134,567	132,506	156,369	1,625,374
1988	131,139	133,653	157,669	155,919	188,771	226,740	199,017	182,779	144,538	151,883	174,601	161,101	2,007,810
% DIFF	11.0%	21.6%	28.7%	22.0%	34.3%	67.0%	24.6%	23.3%	3.8%	12.9%	31.8%	3.0%	23.5%

RESTAURANT AND LODGING TAXABLE SALES  
IN THOUSANDS

TAXABLE SALES	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	45308	45327	52723	54608	68871	84615	136965	141214	96181	78254	57382	64053	925501
1987	52600	56289	59917	62454	77489	96644	145476	154392	111461	88653	64662	69368	1039405
1988	60746	59540	68679	70957	84770	107018	164965	168672	127303	96959	72766	77401	1159776
% DIFF	15.5%	5.8%	14.6%	13.6%	9.4%	10.7%	13.4%	9.2%	14.2%	9.4%	12.5%	11.6%	11.6%

# AIRPORT STATISTICS

1986													
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
PORTLAND													
BOARDING	36,485	37,447	44,276	45,403	45,869	52,728	65,360	87,404	53,908	52,018	39,724	42,311	602,933
DEPLANE.	3,296	35,163	44,395	44,380	47,043	59,160	68,656	75,575	48,960	49,111	38,565	42,820	586,784
BANGOR													
BOARDING	9,547	10,300	11,755	12,812	11,943	13,690	17,442	21,182	15,840	15,121	11,830	12,930	164,392
DEPLANE.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1987													
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
PORTLAND													
BOARDING	36,646	43,576	51,093	49,480	46,958	50,076	63,188	73,274	51,707	53,428	41,370	43,832	604,628
DEPLANE.	33,628	41,673	47,968	52,149	48,327	56,612	67,447	70,772	48,775	48,950	40,408	43,063	599,772
BANGOR													
BOARDING	115,610	12,533	15,634	15,184	13,594	15,368	19,029	33,276	16,070	16,259	11,699	13,176	297,432
DEPLANE.	10,413	11,511	15,675	15,046	15,211	18,030	20,564	45,433	15,153	14,558	11,418	12,695	205,707
1988													
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
PORTLAND													
BOARDING	39,391	43,297	50,708	51,706	46,283	52,504	64,558	78,046	51,174	55,132	44,029	43,106	619,934
DEPLANE.	35,509	40,965	49,632	52,266	49,761	59,070	68,866	69,278	49,389	51,155	43,723	43,854	613,468
BANGOR													
BOARDING	11,207	12,145	14,846	14,041	12,333	15,062	19,184	24,249	17,368	16,612	12,832	13,110	182,989
DEPLANE.	10,847	9,696	13,817	13,814	12,936	15,231	19,156	20,764	14,813	14,309	11,741	12,231	169,355
COMPARISON 1987/1988													
	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	TOTAL
PORTLAND													
BOARDING	7.5%	-0.6%	-0.8%	4.5%	-1.4%	4.8%	2.2%	6.5%	-1.0%	3.2%	6.4%	-1.7%	2.5%
DEPLANE	5.6%	-1.7%	3.5%	0.2%	3.0%	4.3%	2.1%	-2.1%	1.3%	4.5%	8.2%	1.8%	2.3%
BANGOR													
BOARDING	-90.3%	-3.1%	-5.0%	-7.5%	-9.3%	-2.0%	0.8%	-27.1%	8.1%	2.2%	9.7%	-0.5%	-38.5%
DEPLANE	4.2%	-15.8%	-11.9%	-8.2%	-15.0%	-15.5%	-6.8%	-54.3%	-2.2%	-1.7%	2.8%	-3.7%	-17.7%



MAINE TURNPIKE TRAFFIC  
In Thousands

CARS	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	1316	1280	1509	1601	1884	2012	2655	2864	2027	2015	1761	1746	22670
1987	1433	1512	1682	1807	2106	2226	2957	3086	2320	2224	1950	1939	25242
1988	1706	1637	1897	2014	2311	2452	3233	3229	2517	2379	2140	2074	27589
% DIFF	19.1%	8.3%	12.8%	11.5%	9.7%	10.2%	9.3%	4.6%	8.5%	7.0%	9.7%	7.0%	9.3%

CARS & TRAILERS	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	7	8	8	12	27	32	59	61	29	17	13	8	280
1987	8	9	9	13	31	33	65	63	34	21	14	9	307
1988	10	10	10	14	32	35	71	61	36	21	14	9	324
% DIFF	32.1%	11.8%	14.3%	12.7%	4.9%	6.3%	9.6%	-2.8%	6.5%	0.0%	-0.7%	2.4%	5.5%

TOTAL	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
1986	1324	1288	1517	1613	1910	2043	2715	2925	2056	2032	1773	1754	22950
1987	1520	1522	1691	1819	2137	2259	3022	3150	2354	2245	1964	1948	25631
1988	1716	1647	1907	2028	2343	2488	3304	3291	2553	2399	2154	2083	27913
% DIFF	12.9%	8.2%	12.8%	11.5%	9.6%	10.1%	9.3%	4.5%	8.5%	6.9%	9.7%	6.9%	8.9%

## MAINE TAXABLE SALES

## CONSUMER RETAIL SALES

3/ 8/89

ANNUAL REPORT 1988  
(THOUSANDS OF DOLLARS)

AREA - DISTRICT	ANNUAL TOTALS					ANNUAL % CHANGE	
	1984	1985	1986	1987	1988	84-88	87-88
STATE TOTAL.....	5090708	5709977	6362236	7179076	7815359	11%	9%
KITTERY.....	160687	190782	221696	262292	282840	15	8
KENNEBUNK.....	56317	65001	82370	89930	96185	14	7
BIDDEFORD.....	203710	238368	274475	311756	326551	13	5
SANFORD.....	97222	113388	141762	151684	154473	12	2
FRYEBURG.....	14948	16323	18480	21301	22330	11	5
YORK DIST.....	532884	623863	738782	836963	882379	13	5
PORTLAND.....	861053	969725	1053435	1168537	1238687	10	6
PORTLAND SUBURBAN...	234154	274997	327959	376913	410756	15	9
SEBAGO LAKE.....	95559	117415	149925	175856	191764	19	9
CUMBERLAND DIST....	1190766	1362136	1531319	1721305	1841207	12	7
LEWISTON.....	355724	386861	426561	476715	516263	10	8
LEWISTON SUBURBAN...	21096	25511	29002	35388	42058	19	19
PARIS.....	62597	71595	76235	84977	93750	11	10
RUMFORD.....	46559	52035	58752	68725	77796	14	13
LIVERMORE FALLS....	25960	26947	29068	31283	33389	6	7
FARMINGTON.....	55035	58396	63184	79098	84700	11	7
RANGELEY.....	26836	30475	32472	38620	42887	12	11
ANDROSCOGGIN DIST..	593807	651822	715275	814806	890843	11	9
AUGUSTA.....	273732	305323	342271	385292	420899	11	9
WATERVILLE.....	230588	261237	292068	319283	346864	11	9
SKOWHEGAN.....	70832	89885	88309	103665	114901	13	11
PITTSFIELD.....	23918	26309	25539	30094	31986	8	6
JACKMAN.....	10034	10529	10891	12830	13846	8	8
KENNEBEC DIST.....	609105	693283	759078	851164	928496	11	9
BRUNSWICK.....	223150	242480	297809	320655	345398	12	8
DAMARISCOTTA.....	93882	105416	133495	161730	178539	17	10
ROCKLAND.....	93159	100014	113567	133758	150953	13	13
CAMDEN.....	49138	54797	61369	61395	67697	8	10
BELFAST.....	44848	49939	50022	67466	79825	16	18
MID COAST DIST.....	504176	552646	656262	745006	822412	13	10
ELLSWORTH.....	126225	132867	155327	174650	196698	12	13
BLUE HILL.....	19872	21355	25270	29247	31141	12	6
BAR HARBOR.....	56037	63111	74829	80373	92689	13	15
JONESPORT.....	12881	14440	17665	20923	23699	16	13
MACHIAS.....	21151	22569	25028	27834	33815	12	21
EASTPORT.....	8386	9526	11079	11965	13519	13	13
CALAIS.....	35245	46595	43908	49191	57390	13	17
EASTERN MAINE DIST.	279796	310464	353105	394184	448950	13	14
WINTERPORT.....	8097	9157	9514	10596	12537	12	18
BANGOR.....	519889	558800	603251	677528	742888	9	10
BANGOR SUBURBAN....	64168	76695	86628	113631	131076	20	15
DOVER-FOXCROFT.....	59173	63392	69732	78863	100207	14	27
LINCOLN.....	38169	40699	45750	54069	59647	12	10
MILLINOCKET.....	38765	32711	32921	39474	41084	1	4
PENOBSCOT DIST.....	728260	781454	847797	974162	1087440	11	12
HOULTON.....	48792	51761	57469	59293	67514	8	14
PATTEN.....	9480	10654	11029	12396	13287	9	7
PRESQUE ISLE.....	165105	175585	178657	193431	203127	5	5
MADAWASKA.....	29380	28990	29352	32354	39000	7	21
FORT KENT.....	23472	23861	25066	27609	30560	7	11
NORTHERN MAINE DIST	276228	290851	301574	325083	353487	6	9
OUT OF STATE.....	375686	443458	459043	516404	560143	11	8

## MAINE TAXABLE SALES

## RESTAURANTS

3/ 8/89

ANNUAL REPORT 1988  
(THOUSANDS OF DOLLARS)

AREA - DISTRICT	ANNUAL TOTALS					ANNUAL % CHANGE	
	1984	1985	1986	1987	1988	84-88	87-88
STATE TOTAL.....	631206	675623	759361	827050	914894	10%	11%
KITTERY.....	47097	52361	58677	63562	71697	11	13
KENNEBUNK.....	15538	17104	23195	27186	28167	16	4
BIDDEFORD.....	28106	28965	35863	38062	40037	9	5
SANFORD.....	11771	13199	15413	17371	18006	11	4
FRYEBURG.....	2501	2194	1906	2058	2150	-4	4
YORK DIST.....	105013	113824	135055	148239	160057	11	8
PORTLAND.....	112731	120772	132708	146840	156241	9	6
PORTLAND SUBURBAN...	24787	29748	36316	39376	44087	15	12
SEBAGO LAKE.....	13522	13892	19033	21349	25595	17	20
CUMBERLAND DIST....	151039	164412	188057	207585	225923	11	9
LEWISTON.....	41752	43981	49567	54046	57952	9	7
LEWISTON SUBURBAN...	3269	3423	4565	5433	5843	16	8
PARIS.....	8911	9705	7420	8206	10029	3	22
RUMFORD.....	6722	7482	8978	10703	12566	17	17
LIVERMORE FALLS....	2783	2960	3317	3499	3286	4	-6
FARMINGTON.....	4482	4954	6148	6667	8736	18	31
RANGELEY.....	6902	7441	7184	7530	8262	5	10
ANDROSCOGGIN DIST..	74821	79946	87178	96084	106674	9	11
AUGUSTA.....	28233	30599	33617	38186	43698	12	14
WATERVILLE.....	27371	28792	32564	34817	38190	9	10
SKOWHEGAN.....	6649	6945	8767	10592	11690	15	10
PITTSFIELD.....	1684	1626	1520	1870	1980	4	6
JACKMAN.....	2086	2064	1946	2108	2370	3	12
KENNEBEC DIST.....	66023	70026	78414	87572	97928	10	12
BRUNSWICK.....	27402	29343	34121	37037	43654	12	18
DAMARISCOTTA.....	18453	19924	22850	23654	26192	9	11
ROCKLAND.....	9567	9256	10436	10474	11863	6	13
CAMDEN.....	12158	12755	14481	14392	14699	5	2
BELFAST.....	3961	4623	5997	6969	7850	19	13
MID COAST DIST.....	71542	75901	87885	92526	104259	10	13
ELLSWORTH.....	13065	13424	15366	17957	20142	11	12
BLUE HILL.....	2800	3305	3992	3855	4241	11	10
BAR HARBOR.....	16942	16580	19396	18969	21882	7	15
JONESPORT.....	1711	1865	2218	2281	3252	17	43
MACHIAS.....	1590	1662	2911	3180	3159	19	-1
EASTPORT.....	1082	1337	1448	1639	1980	16	21
CALAIS.....	5130	5167	5055	5888	6930	8	18
EASTERN MAINE DIST.	42320	43340	50385	53769	61585	10	15
WINTERPORT.....	2039	2100	2301	2337	2939	10	26
BANGOR.....	65097	66991	71583	76560	87294	8	14
BANGOR SUBURBAN....	3553	4115	4534	6500	7313	20	13
DOVER-FOXCROFT.....	5357	6073	6564	6930	7798	10	13
LINCOLN.....	2740	2903	3559	3946	4197	11	6
MILLINOCKET.....	4683	5357	5109	5637	5187	3	-8
PENOBSCOT DIST.....	83469	87539	93650	101910	114727	8	13
HOULTON.....	4547	5092	5625	6240	7143	12	14
PATTEN.....	1144	1309	1531	1639	1759	11	7
PRESQUE ISLE.....	17943	18411	19709	21086	22264	6	6
MADAWASKA.....	3016	2460	2428	2608	3124	1	20
FORT KENT.....	2533	2704	2707	2945	3235	6	10
NORTHERN MAINE DIST	29183	29977	32000	34519	37526	6	9
OUT OF STATE.....	7797	10658	6738	4865	6215	-6	28

## MAINE TAXABLE SALES

## REST &amp; LODGING

3/ 8/89

ANNUAL REPORT 1988  
(THOUSANDS OF DOLLARS)

AREA - DISTRICT	ANNUAL TOTALS					ANNUAL % CHANGE	
	1984	1985	1986	1987	1988	84-88	87-88
STATE TOTAL.....	737494	801008	925503	1039405	1159776	12%	12%
KITTERY.....	63709	71933	84586	96164	108919	14	13
KENNEBUNK.....	21112	23836	32339	37882	40880	18	8
BIDDEFORD.....	37003	40163	47503	53542	56804	11	6
SANFORD.....	12350	14007	16139	18217	18890	11	4
FRYEBURG.....	2737	2954	2921	3349	3629	7	8
YORK DIST.....	136912	152893	183489	209154	229122	14	10
PORTLAND.....	126515	136580	154836	177296	190904	11	8
PORTLAND SUBURBAN...	27972	33917	42259	47039	52808	17	12
SEBAGO LAKE.....	15305	16670	22514	26152	31121	19	19
CUMBERLAND DIST....	169792	187167	219610	250487	274833	13	10
LEWISTON.....	44033	46366	52872	58541	62993	9	8
LEWISTON SUBURBAN...	3491	3887	4989	6161	6603	17	7
PARIS.....	9729	10640	8478	9493	11556	4	22
RUMFORD.....	7907	9153	11844	14597	18178	23	25
LIVERMORE FALLS.....	2812	2984	3350	3529	3330	4	-6
FARMINGTON.....	4863	5457	6859	7537	9763	19	30
RANGELEY.....	9843	10263	10231	13848	15488	12	12
ANDROSCOGGIN DIST..	82678	88750	98623	113705	127911	12	12
AUGUSTA.....	30941	33249	37225	43357	49659	13	15
WATERVILLE.....	29627	30971	35966	39225	43360	10	11
SKOWHEGAN.....	7381	7719	9700	11620	12875	15	11
PITTSFIELD.....	1904	1762	1820	2286	2467	7	8
JACKMAN.....	2816	2909	3124	3515	4022	9	14
KENNEBEC DIST.....	72669	76609	87836	100003	112383	12	12
BRUNSWICK.....	30570	32938	39064	44337	52217	14	18
DAMARISCOTTA.....	25057	27420	31494	33973	37437	11	10
ROCKLAND.....	11031	10986	12330	12722	14224	7	12
CAMDEN.....	16206	17745	20295	21359	22891	9	7
BELFAST.....	4606	5252	6985	8241	9436	20	14
MID COAST DIST.....	87471	94342	110167	120632	136205	12	13
ELLSWORTH.....	15596	16216	18972	22865	25933	14	13
BLUE HILL.....	3629	4169	5189	5320	5995	13	13
BAR HARBOR.....	24195	25797	33523	36371	43242	16	19
JONESPORT.....	1836	2029	2396	2545	3599	18	41
MACHIAS.....	1930	2053	3410	3852	3979	20	3
EASTPORT.....	1375	1652	1823	2107	2519	16	20
CALAIS.....	5585	5746	6125	7297	8588	11	18
EASTERN MAINE DIST.	54146	57662	71438	80358	93856	15	17
WINTERPORT.....	2127	2176	2454	2534	3175	11	25
BANGOR.....	71967	75859	83440	91613	105245	10	15
BANGOR SUBURBAN.....	4058	4637	5403	7532	8368	20	11
DOVER-FOXCROFT.....	6303	7235	7790	8382	9453	11	13
LINCOLN.....	2908	3046	3849	4409	4685	13	6
MILLINOCKET.....	5415	5911	5941	6475	6116	3	-6
PENOBSCOT DIST.....	92779	98864	108879	120944	137042	10	13
HOULTON.....	5230	5925	6624	7302	8283	12	13
PATTEN.....	1462	1709	2002	2194	2266	12	3
PRESQUE ISLE.....	19603	20239	21815	23512	24417	6	4
MADAWASKA.....	3121	2611	2629	2791	3377	2	21
FORT KENT.....	2750	2965	3024	3183	3473	6	9
NORTHERN MAINE DIST	32166	33449	36094	38982	41816	7	7
OUT OF STATE.....	8882	11271	9367	5140	6609	-7	29

## MAINE TAXABLE SALES

LODGING

3/ 8/89

ANNUAL REPORT 1988  
(THOUSANDS OF DOLLARS)

AREA - DISTRICT	ANNUAL TOTALS					ANNUAL % CHANGE	
	1984	1985	1986	1987	1988	84-88	87-88
STATE TOTAL.....	106288	125385	166141	212355	244882	23%	15%
KITTERY.....	16612	19572	25909	32602	37222	22	14
KENNEBUNK.....	5574	6732	9144	10696	12713	23	19
BIDDEFORD.....	8897	11198	11640	15480	16766	17	8
SANFORD.....	579	808	727	846	884	11	5
FRYEBURG.....	236	760	1015	1291	1479	58	15
YORK DIST.....	31899	39069	48435	60915	69064	21	13
PORTLAND.....	13785	15808	22128	30456	34663	26	14
PORTLAND SUBURBAN...	3185	4169	5943	7663	8721	29	14
SEBAGO LAKE.....	1784	2779	3481	4804	5526	33	15
CUMBERLAND DIST....	18754	22755	31552	42922	48910	27	14
LEWISTON.....	2281	2386	3305	4495	5041	22	12
LEWISTON SUBURBAN...	*****	*****	*****	*****	*****	***	***
PARIS.....	818	936	1059	1287	1527	17	19
RUMFORD.....	1185	1671	2866	3894	5612	48	44
LIVERMORE FALLS....	*****	*****	*****	*****	*****	***	***
FARMINGTON.....	381	502	711	870	1027	28	18
RANGELEY.....	2941	2822	3047	6318	7226	25	14
ANDROSCOGGIN DIST..	7857	8804	11445	17621	21237	28	21
AUGUSTA.....	2708	2650	3608	5171	5961	22	15
WATERVILLE.....	2256	2179	3403	4408	5170	23	17
SKOWHEGAN.....	731	774	933	1028	1185	13	15
PITTSFIELD.....	*****	*****	*****	*****	*****	***	***
JACKMAN.....	731	845	1178	1407	1651	23	17
KENNEBEC DIST.....	6645	6583	9422	12431	14455	21	16
BRUNSWICK.....	3168	3596	4943	7300	8563	28	17
DAMARISCOTTA.....	6604	7497	8644	10319	11245	14	9
ROCKLAND.....	1464	1730	1893	2248	2361	13	5
CAMDEN.....	4048	4989	5814	6967	8192	19	18
BELFAST.....	644	629	988	1272	1586	25	25
MID COAST DIST.....	15929	18441	22282	28106	31947	19	14
ELLSWORTH.....	2531	2792	3606	4907	5791	23	18
BLUE HILL.....	829	864	1197	1465	1754	21	20
BAR HARBOR.....	7253	9217	14127	17402	21360	31	23
JONESPORT.....	*****	*****	*****	*****	*****	***	***
MACHIAS.....	340	391	500	672	821	25	22
EASTPORT.....	293	315	376	468	540	16	15
CALAIS.....	454	579	1070	1410	1658	38	18
EASTERN MAINE DIST.	11826	14322	21054	26588	32271	29	21
WINTERPORT.....	*****	*****	*****	*****	*****	***	***
BANGOR.....	6870	8869	11857	15053	17951	27	19
BANGOR SUBURBAN....	505	522	870	1032	1055	20	2
DOVER-FOXCROFT.....	946	1162	1227	1451	1655	15	14
LINCOLN.....	*****	*****	*****	*****	*****	***	***
MILLINOCKET.....	733	553	833	838	930	6	11
PENOBSCOT DIST.....	9310	11325	15228	19034	22315	24	17
HOULTON.....	683	833	999	1061	1140	14	7
PATTEN.....	318	400	472	555	506	12	-9
PRESQUE ISLE.....	1660	1827	2107	2426	2153	7	-11
MADAWASKA.....	*****	*****	*****	*****	*****	***	***
FORT KENT.....	217	261	316	238	238	2	0
NORTHERN MAINE DIST	2983	3472	4094	4463	4290	10	-4
OUT OF STATE.....	*****	*****	*****	*****	*****	***	***

C.

# MAINE TOURISM FACTS

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A Reference Guide to the Impact of Tourism on the State, the Nation, and the World

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## Tourism—an integral part of Maine's economy.

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### Keeping revenues up.

- Tourists are spending close to \$2 billion per year on food, lodging, and leisure time activities in Maine. That represents an economic impact of more than \$5.5 million a day by the Maine Tourism industry.
- Maine Tourism is growing at an annual rate of 10%, more than twice the national rate.
- Tourism is second only to the paper industry as Maine's largest industry. And, evidence points to Tourism becoming Maine's largest industry by the turn of the century.
- 4.8 million people visited Maine's hotel/motel/resorts in 1987. 83.3% of them were from out-of-state.

### Keeping taxes down.

- Maine Tourism provides \$85 million a year in state tax revenues. That works out to \$233,000 for every day of the year.
- In 1987, every dollar the state invested into Maine Tourism was multiplied 47 times in the form of state tax revenues.
- Maine Tourism generated \$16.8 million in local tax revenues.
- Maine Tourism also generated \$80 million in federal tax revenues. And, that puts our total tax revenues at a very healthy \$181.8 million, or more than \$155 for every resident of the state.
- Tax dollars generated from Maine Tourism provide the residents of Maine with recreational and cultural opportunities not otherwise affordable through state and local funding.

### Tourism is putting Maine to work.

- Tourism is Maine's largest employer.
- The tourism industry is responsible for 58,000 jobs across the state.
- Maine Tourism generates an annual payroll of \$518 million.
- There are more than 1,866 hotel/motel/resort properties in the state of Maine.

### Maine is making tourism work.

- Last year, total phone and mail requests at the Maine Publicity Bureau reached 144,000. This figure represents a 110% increase in toll-free calls and a 19% increase in total inquiries over 1986.
- Over the past three years, employment in eating and drinking establishments rose 9.8%. The corresponding figure for lodging establishments was 7.0%. In the same period, restaurant and lodging establishment sales grew at an annual rate of 12.6%. The number of travelers being served at Kittery, Houlton, and Calais information centers is also growing at an annual rate of 9.5%.
- In the same period, the state has raised tourism-spending to the current level of \$2.6 million. Maine now ranks 33rd in the nation in terms of dollars spent on tourism advertising.

V-C

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## **The natural assets of Maine tourism.**

- Maine features 542,629 acres of state and national parks, a total area roughly the size of Rhode Island.
- Maine is rich in heritage, claiming America's first chartered town: York, 1641.
- Maine has 32,000 miles of rivers and streams. That's more than twice the combined lengths of the Mississippi, Amazon, Yangtze, and Nile rivers.
- Maine also boasts of 6,000 lakes and ponds, 17 million acres of forestland, 2,000 islands and a legendary coastline that goes on for 3,478 beautiful miles.
- Maine has a lofty collection of hundreds of mountains. 50 of them are over 3,400 feet high and one—Mt. Katahdin—is approximately one mile high.
- Maine is about 320 miles long and 210 miles wide, with a total area of 33,215 square miles or about as big as all of the other New England States combined.

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## **Tourism drives our nation's economy.**

- Tourism is the nation's second largest industry—generating more than \$275 billion last year. Those revenues exceed combined sales of IBM, Sears Roebuck, Exxon and General Motors.
- Tourism is responsible for 6.4% of the U.S. Gross National Product (1986).
- Tourism contributed \$33.6 billion in total tax revenues, 3.8% of all taxes collected in 1985.
- Tourism created 360,000 new jobs in the U.S. in 1986. And, of the 3.2 million new jobs created since 1976, 15% were provided by tourism.
- Tourists spent \$269 billion in the U.S. in 1985. That works out to more than \$730 million per day.
- 5.2 million people work in the tourism industry making it the second largest private employer in the nation, accounting for 8.7% of total non-agricultural payroll employment. The U.S. tourism payroll now exceeds \$57.8 billion.

Note: National Tourism figures are from 1985 and represent the latest numbers available from the U.S. Travel Data Center.

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## **Tourism is our economic future.**

- By the year 2000, tourism will be the largest industry in the U.S.
- Travel industry receipts grew 6.8% in 1986 and have grown 150% over the last ten years.
- As the dollar grows weaker in foreign markets, more people are spending their vacations in the U.S., including tourists from foreign countries, who tend to spend five times the amount a domestic tourist would spend.
- Currently, 90% of the world tourism market comes from the 25% of the world's countries which have reached developed or newly industrialized status. By the year 2000, 50 to 60% of the world's countries will have reached this status, thus doubling the world tourism market.
- Tourism is currently the largest service export industry in the U.S.

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## **Tourism is keeping Maine the way life should be.**

- Maine Tourism preserves our historical and cultural sites.
- Maine Tourism contributes to the conservation, protection, preservation, and maintenance of our natural wonders.
- Maine Tourism not only contributes to the education of our children through taxes paid by tourists, but educates them firsthand on the history and natural attributes of the state.
- Maine Tourism allows us to share our culture and heritage with people from all over the world.
- Maine Tourism assists in the maintenance of our roadway systems.
- Maine Tourism provides our state with a positive identity, Maine. The Way Life Should Be. It makes us proud to be Mainers and makes us feel good about the state we live in.

## Appendix VI - Film

### A. Filming Activities and Expenditures

November 1987 to November 1988

The Maine Film Commission worked on more than 50 potential productions this year. Of these, the following were produced in Maine.

	<u>Approximate \$ Staying in Maine</u>
<b>Feature Films</b>	
One for Sorrow Two for Joy	\$ 410,000
Pet Sematary	1,500,000
<b>Shorts/Misc.</b>	
Unsolved Mysteries	\$ 3,500
Swiss Air	\$ 6,000
New York Tourist Cable piece	\$ 8,000
Beloved Outcast - TV	\$ 30,000
Chevrolet	\$ 1,800
<b>Commercials</b>	
New Yorker	\$ 7,400
Honda	\$ 1,200
Scott Paper (1 shoot)	\$ 2,350
L.L. Bean for PBS	\$ 5,800
ERA Real Estate	\$ 4,100
Zink Communications	\$ 3,700
National Guard	\$ 2,700
Exxon	\$ 23,820
J. C. Crew	\$ 200
<b>Fundraising</b>	\$ 1,200
<b>Total Income</b>	<b>\$2,011,770</b>

#### Maine Film Commission Expenditures

Total Salary & Benefit Line	\$ 32,000
Office Expense	\$ 3,000
Brochure Research	\$ 5,200
Film Commissioners' Expenses	\$ 7,100
Travel and Meetings	\$ 2,000
Manual	\$ 4,000
<b>Total Expenditures</b>	<b>\$ 53,300</b>

For every dollar spent to maintain the office and services of the Maine Film Commission, approximately \$37.74 is left in the state.



November 1987 to November 1988

**Produced/Completed**

2 feature films  
5 shorts/misc.  
9 commercials

**Worked On**

10 feature films  
21 shorts/misc.  
26 commercials

## B. Towns with Filming Activity

Film location scouting undertaken by, overseen by, or in conjunction with the Maine Film Commission took place in every county in Maine and in the following cities and towns between January, 1988 and February, 1989. Areas where actual filming activity took place, are indicated with an asterisk (\*).

Addison	Kittery
Appleton	Liberty
Ashland	Lincolnville
* Bangor	Madison
* Bar Harbor	Mars Hill
Belfast	* Millinocket
* Blue Hill	Milo
* Brewer	Montville
Bridgton	* Mt. Desert
* Brooklin	New Sweden
* Brooksville	North Sedgwick
Brunswick Area	North Vassalboro
Bucksport	Ogunquit
Camden	* Penobscot
Caribou	Portland
Castle Hill	Presque Isle
* Christmas Cove	Rangeley Lakes Region
Corea	* Rockland
Crouseville	Rockport
* Damariscotta	Sebago
Dexter	Sebec
Dover	* Stonington
Drake Beach	* Surry
* Ellsworth	* Thomaston
* Franklin	Topsham
Garfield Plantation	Vassalboro
* Hampden	Washburn
* Hancock	Waterville
Harrison	Wells Beach
Hope	Westbrook
Kennebunk	* West Sedgwick
Kents Hill	Whitefield
Kingfield	York

C.

# WHY ME?

There are many reasons for making a movie in Maine, for instance:

**Fast Info and Assistance.** The Maine Film Commission is always ready to help with location scouting, food and lodging arrangements; crew, talent and equipment searches; and fostering cooperation with public agencies and the private sector.

**Varied Scenery.** Are you looking for a certain type of landscape? Chances are, Maine has it; ocean, beaches and rocky coast; cities, towns and villages; ponds, lakes and streams; mountains, meadows and wilderness; farms, factories, shacks, snow, history... Maine has more of everything!

**Low Prices.** Many Maine businesses give major discounts to film companies whenever possible.

**Low Rental Fees.** The rental charge for locations in Maine is generally low, and sometimes gratis.

**Fast Turn-around Time.** Dailies can be sent out and returned within 24 hours, or if need be, the same day.

**Skilled Help.** Maine has skilled workers available in all areas, cutting down the need for importing crew members.

**The Tools of the Trade.** Maine has equipment and supplies readily available, or can get whatever you need within 24 hours.

**Close Cooperation.** Our State and local agencies are willing to work hand-in-hand with department heads and their crews.

Find out why these films, TV shows and commercials chose Maine.

Pet Sematary	L.L.Bean
Creepshow II	Chevrolet
The Whales of August	Exxon
Signs of Life (One for Sorrow, Two for Joy)	Swiss Air
Captains Courageous	Scott Paper
Peyton Place	New England Telephone
Carousel	New Yorker magazine
Unsolved Mysteries	Honda

## COME SEE THE MAINE ATTRACTION!

Maine Film Commission - Station 59 - Augusta, Maine 04333

(207) 289-5710

24-Hours (207) 289-5705 - FAX (207) 289-2861

D.

**FILM & VIDEO  
PRODUCTION  
GUIDE**

# MAINE

**Maine Film Commission  
State House Station 59  
189 State Street  
Augusta, ME  
04333**

**FAX (207) 289-2861  
Phone (207) 289-5710  
24-Hour Hotline (207) 289-5705**