

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

March 27, 1990

Office of Tourism : Annual Report, 1989

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I. OVERVIEW

March 27, 1990

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:

1989 has truly been a year of transition for Maine's tourism industry. After several years of record-breaking growth, in excess of 10% per year, we have seen a return to growth rates in the single digits. While retail sales remained largely flat, tourism nonetheless proved to be one of the strongest sectors of the Maine economy, with lodging tax revenues growing by 6.4% and restaurant tax revenues by 3.9%. Compared to some of our neighboring states to the south, which experienced declines, we continue to grow, with some of the strongest growth rates in the region. During 1989, gross revenues from Maine's second largest industry totalled almost \$2 billion, generating \$99 million in state tax revenues and 66,000 jobs for Maine people.

Thanks to both national and international press attention focused on the President's visits to Kennebunkport, the media has done much to enhance our paid advertising efforts and, combined with articles written by our new staff member, John Johnson, a former newspaper feature writer, we are increasing our visibility dramatically.

During 1989, we attempted to broaden the base of our marketing efforts with very focused programs aimed at the trade. As the population of New England declines and migration to the south and west continues, it is imperative that we look beyond the region for new sources of business. A co-operative newspaper advertising program in New Brunswick and Nova Scotia was initiated this year and will be expanded into Quebec in 1990. A state listing was placed in the Official Recreation Guide of the American Airlines SABRE computer system. Used by more travel agents domestically than any other system, and now expanding into the international arena, the listing describes the various recreational opportunities in Maine and directs agents to acquire additional information.

Our new Meetings and Conference Division completed its first year with 23 meetings and over 4,000 participants to its credit. According to the International Association of Convention and Visitors' Bureaus' estimated expenditures of \$127 per day, per participant, an average two day stay would account for more than a million dollars being pumped into the Maine economy.

The Maine Film Commission continued to make gains and succeeded in attracting thirty productions with expenditures of more than \$2 million during 1989, thus bringing \$35 to Maine people and businesses for every dollar spent to fund the Commission.

On the management side, our efforts to preserve the quality of life continued. In November, we hosted a conference on Tourism and Land Conservation, sponsored by the New England Governors' Conference and the Lincoln Institute for Land Policy. Designed to start a dialogue between members of the tourism industry and conservationists, the conference paved the way for a work group to pursue recommendations presented to the six New England Governors at their December meeting.

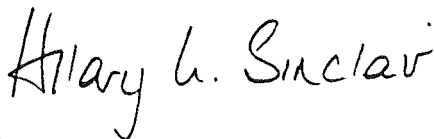
Finally in 1989, we initiated a new program to address the seasonal labor shortage in the tourism industry along the coast, in summer. We would like to take this opportunity to thank the Maine Innkeepers Association and the Maine Restaurant Association, who contributed the funds to produce a recruitment poster "Working in Maine, It's a Paid Vacation," and the Department of Labor for establishing a targeted program for the tourism industry through the Maine Job Service.

Details on these and all our programs follow in the pages ahead. Members of the Tourism Commission and Film Commission continue to offer their time and creative thinking in support of our efforts, for which we owe a special debt of gratitude. We are proud of our accomplishments and welcome your suggestions for improving our efforts to promote orderly development and to maintain our very special quality of life.

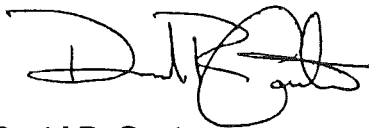
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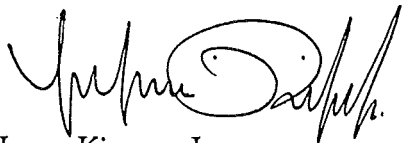
Lynn Wachtel
Commissioner



Hilary N. Sinclair
Deputy Commissioner for Tourism



David R. Cartier
Chair, Maine Tourism Commission



Lynn Kippax, Jr.
Chair, Maine Film Commission

II. MARKETING

The objective of Maine's Tourism Marketing Programs is to sustain orderly growth during the summer, expand the shoulder seasons of fall and spring and to promote winter with its undiscovered potential.

It is during the fall and winter season that Maine needs the strongest marketing support. It is also during these seasons when there are particular opportunities for increasing visitor activity in many of Maine's less well-travelled regions.

The ambitious marketing objectives of the previous two years represent a refocusing as follows:

- To increase travel to Maine in Fall and Winter seasons.
- To sustain business from primary markets in the Northeast in all seasons.
- To develop new business from Eastern Canada to support northern, eastern and western regions of Maine.
- To assist local and regional tourism groups in planning tourism promotional programs for their areas.
- To increase group travel to Maine.
- To develop meeting and conference business in the 50-100 participant range.

A. Advertising

Spring/Summer 1989

The Spring/Summer 1989 advertising campaign was designed to support tourism activity in all regions of Maine. The full-color print advertisements developed for the Spring/Summer 1988 program were again used in 1989 because of their earlier effectiveness and continued appropriateness to stated objectives.

A new objective for Spring/Summer 1989 was to develop the Canadian market as a source of business. A pilot program using cooperative newspaper advertising to leverage state and private funds was launched in New Brunswick.

Those advertisements which directly supported the inland-upland regions were used most heavily, and a new camping advertisement was used to further support the effort to bring visitors to less well-travelled regions.

A summary of media activity is as follows:

Full-color Magazine Advertising:

- *People Magazine* (Eastern Edition)
- *Harrowsmith*
- *Yankee*
- *Yankee Travel Guide*
- *Boston Sunday Globe Magazine* (three insertions)
- *Trailer Life*
- *Woodall's Camping Guide*

Newspaper Co-op Advertising Program

- *Boston Sunday Globe Travel Section* (four insertions)
- *St. John (New Brunswick) Telegraph-Journal* (four insertions)

Fall 1989

During the Fall of '89, it was determined that a concentration in the primary geographic target market and increased placement of Co-op newspaper advertising would constitute the most effective program.

Rather than extending advertising throughout the Northeast as has been done in the past years, Fall '89 media placements were concentrated primarily in eastern Massachusetts, Providence, and Hartford. However, some exposure was gained in the broader Northeast through publications like *Yankee* and *Outside*.

The most ambitious Fall Co-op newspaper advertising program to date was implemented to use the budget most effectively. Nearly 45% of the total Fall program allocation was allocated to the Co-op, including an expanded Canadian program. Insertions continued in the St John, New Brunswick market and a pilot program was launched in the Quebec/Sherbrooke markets. Although limited industry support was garnered for the Quebec/Sherbrooke placements, the St. John effort had stronger participation.

A summary of media activity is as follows.

Full-color Magazine Advertising:

- *Yankee Magazine*
- *Outside*
- *Down East*
- *New England Monthly*
- *Boston Sunday Globe Magazine* (two insertions)
- *Providence Journal*
- *Hartford Courant*

Newspaper Co-op Advertising Program:

- *Boston Sunday Globe Travel Sections* (three insertions)
- *St John, New Brunswick Telegraph-Journal* (two insertions)
- *Le Soleil/Quebec, La Tribune/Sherbrooke*

Winter 1989-90

The Winter advertising program over the last several years has concentrated on eastern Massachusetts as the primary target market, with the broader Northeast as a secondary market. In Winter '89-'90, emphasis was maintained on the eastern Massachusetts market with some continuing activity in Providence, and St. John, New Brunswick.

Again in '89-'90, as in the last several Winter seasons, television advertising was used in eastern Massachusetts. As in the Fall, a substantial portion of the advertising budget was allocated to the Co-op newspaper program — approximately 42% of the total campaign expenditure.

In order to support the tourism industry in all regions of the state of Maine, four major attractions/activities were presented in the advertising messages:

- Cross-country Skiing
- Snowmobiling
- Winter Getaways
- Downhill Skiing

A summary of media activity is as follows:

Full-color Magazine Advertising:

- *Time* (Boston market)
- *Newsweek* (Boston market)
- *U.S. News and World Report* (Boston market)
- *Boston Magazine*
- *Ski New England*
- *New England Ski Annual*
- *Business Month* (Boston market)
- *Changing Times* (Boston market)
- *Money* (Boston market)
- *Sports Illustrated* (Boston market)
- *Working Woman* (Boston market)
- *Boston Sunday Globe Magazine* (three insertions)
- *Boston Sunday Herald Magazine* (two insertions)
- *Providence Journal Sunday Magazine* (two insertions)

Newspaper (Co-op in travel sections and other special section support):

- *Boston Globe* (five insertions)
- *Boston Herald* (five insertions)
- *Boston Phoenix* (three insertions)
- *St. John, New Brunswick* (one insertion)

(One additional co-op insertion in St. John and two in Quebec/Sherbrooke were scheduled but cancelled due to lack of private sector participation).

Television:

A total of six weeks of advertising on three Boston stations, (Channel 5-ABC, Channel 7-CBS, Channel 38) was aired during the winter of 1989. During the three, two-week flight periods (December 7 and 12, January 15 and 22, February 12 and 26), 134 30-second spots were shown. Commercials aired primarily on news programming during the first two weeks and on various programs during the remaining weeks.

B. Public Relations

Numerous Public Relations initiatives were implemented in 1989. The focus of all public relations activities has been to support the overall communications objectives of the Office of Tourism by working with consumer and trade news media, both in-state, nationally and internationally.

Fall Program Support

As a special addition to the ongoing media relations program, new Fall media kits were developed to increase feature coverage of Maine's autumn season. Emphasis was placed on newspaper markets in the Northeast and eastern Canada, resulting in significant coverage in September editions of papers in Boston, New York, Hartford, St. John and Quebec.

Maine Events

A monthly news release which itemizes cultural and recreational events across all regions of Maine has continued as a regular communication from the Office of Tourism to over 200 travel editors and public service directors throughout the Northeast.

Stock Film Library Footage

As part of the Office's continuing effort to accumulate a varied file of stock photography and film footage, new Winter-season material was produced and added to previously assembled Fall and Summer material. This high-quality footage, shot in several regions of Maine, has already been used in advertising, public service and other public relations programs. The images photographed include ice fishing, snowmobiling, cross-country and downhill skiing, and general family outdoor activities.

Speaker's Bureau

A Speaker's Bureau made up of 50 representatives of the tourist industry from all regions of the state was implemented by the Office of Tourism in 1989. The purpose of the Speaker's Bureau is to inform the general public of how important tourism is to Maine's economy and how it supports our quality of life.

Speaker workshops were held in locations throughout the state in October and each participant was given a packet containing tourism information including economic analyses, tourism facts, annual reports and other information pertaining to the Office of Tourism.

To solicit speaking engagements, in November, a letter was sent to each Rotary Club in Maine alerting them to the Speaker's Bureau. Response was immediate and 10 speaking engagements were arranged for the month of December and early 1990. Among the communities in which speakers appeared were Livermore Falls, Boothbay, Old Town, Portland, Lisbon Falls, Lewiston, Auburn, Biddeford, Saco and Bangor.

With the success of the Rotary program, the office sent further letters to all chambers of commerce, Kiwanis, Lions and to government agencies within the state.

Flash Reports

During 1989, the Office of Tourism produced two flash reports for the tourism industry. The first report entitled "Labor Project Needs Industry Participation" was sent out March 24, 1989. The one page report discussed the anticipated summer labor shortage and the office's plan to recruit seasonal employees with the assistance of the Department of Labor, Maine Innkeepers Association and the Maine Restaurant Association.

A second Flash Report entitled "The Summer of '89" was published by the Office of Tourism in November. A four-page document, the report included statistics and charts depicting restaurant and lodging taxable sales, mail and telephone inquiries and visits to state information centers. Comparisons were made for the summers of 1987, 1988 and 1989. These comparisons illustrated that while there was not a decline in tourism activity, tourism growth had slowed. See Appendix II.

In-state Communications and Public Awareness Program

In conjunction with the Maine Association of Broadcasters, the Office of Tourism developed and implemented a series of public service announcements to help build awareness of the outdoor recreational opportunities available right here in "our own backyard," and to help enhance the pride we share in Maine's very special quality of life.

Maine Tourism Review

The Maine Tourism Review was published four times during 1989. The publication, which was first published in the spring of 1988, 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. Five thousand copies of this newsletter are printed and distributed quarterly to tourism-based businesses and national travel writers.

C. Meetings and Conferences

Marketing Plan

A Marketing Plan was developed to attract meetings and conferences to Maine and to promote small meetings in all regions of the State during all seasons. Included in the plan is a product analysis, a meeting planner analysis, a direct mail program, trade show possibilities, an advertising schedule, public relations program and internal marketing ideas.

Regional Meetings

Five regional meetings were held to discuss the benefits of meetings and conference business. Meetings were held from 10 a.m. to 12 noon on the following dates and times:

May 16	Region 3 - Kennebec Valley/ Moose River Valley	Samoset Rockport, ME
May 18	Region 5 - Downeast Acadia Region 6 - Sunrise County Region 8 - Katahdin/Moosehead	Lucerne Inn E. Holden, ME
May 23	Region 1 - South Coast	Shawmut Inn Kennebunkport, ME
May 31	Region 2 - Western Lakes & Mountains	Bethel Inn Bethel, ME
June 2	Region 7 - Aroostook	Caribou Motor Inn Caribou, ME

Business Meetings and Conference Guide

A Business Meetings and Conference Guide: "Meetings in Maine," was printed in May in order to help build this lucrative sector of the tourism business and increase travel to Maine. This is a comprehensive, 68-page guide, listing Maine properties interested in attracting business meetings and conferences, published by the Office of Tourism.

Properties and facilities are listed alphabetically, by capacity and by region and are described in detail.

A news release publicizing "Meetings in Maine" was sent to 36 New England-based magazines and newspapers. In early August, an 800-piece mailing of the meeting guide was sent to New England Meeting Planners International, New England Society of Association Executives and a list from Successful Meetings Magazine. A follow up letter and reply card were sent in the early fall. To date, 1,500 copies of the guide have been distributed.

"Meetings in Maine" Lure Brochure

This brochure, with an inserted business reply card, was produced in June for trade shows and mailings. Approximately 1,000 have been distributed. In the fall, a mailing of 750 brochures with reply cards went out to members of the Maine State Society in Washington, D.C.

Newsletter

The first quarterly "Meetings & Conference News" was developed, produced and distributed in the Fall of 1989. Its purpose is to keep those interested in the meetings and conference business aware of what the Office of Tourism is doing to promote Maine as a meeting destination.

Survey

A survey of government agency meetings was sent in August of 1989 to Commissioners, Deputy Commissioners, Directors and Secretaries of Maine State Government to generate leads for potential meeting business for properties listed in the guide to "Meetings in Maine." Of the 100 surveys returned each generated 1-4 leads.

Tracking

To date, we can cite attraction of 23 meetings with more than 4,000 participants as a result of this program. Because many meeting planners work with the properties directly, we can also assume a far greater indirect effect. Their estimated expenditures will be \$1,016,000. (\$127 per person per day is the expenditure estimate provided by the International Association of Visitors and Convention Bureaus for 1988. 4,000 visitors x \$127 x 2 days = \$1,016,000.)

Trade Shows

- **Springtime in the Park**, May 25, 1989, Washington, D.C. (generated 150 leads)
- **Meeting Planners International Annual Meeting**, June 11-14, 1989, Orlando, Florida. (generated 77 leads)
- **American Society of Association Executives 69th Annual Meeting and Exposition**, August 12-16, Boston, Massachusetts. (generated 349 leads)

D. Group Tours

Group Tour Marketing

In 1989, a preliminary marketing plan was developed to define product match, target customers, goals and objectives, strategies, research, specific needs, and editorial opportunities in the trade publications, and to assist the Maine tourism industry with educational and informational services.

The objective is to maintain and expand the motorcoach business by increasing market exposure and assisting motorcoach tour operators with development of their Maine programs. New itineraries that extend stays and expand tours to include all areas of the state are being promoted. Tour "shell" brochures were distributed to those companies wishing to expand Maine tour programs. Slides and tourism response materials were also provided to assist these tour operators.

In the latter part of 1989, several meetings were held by members of the tourism industry interested in forming an organization to solicit and promote motorcoach tours to Maine. The Office of Tourism is an active participant in this endeavor. One goal of this effort is to develop a Motorcoach Tour Manual.

Trade Shows

National Tour Association (NTA), Salt Lake City, Utah, October 29 to November 3, 1989.

This association includes motorcoach and other tour operators. The Office of Tourism's Group Tour Specialist met individually with 62 motorcoach operators. This year interest in Maine, which was higher than ever before, was reflected in an overbooked appointment schedule. See Appendix II for a list of these meetings.

American Bus Association (ABA), Orlando, Florida, December 3-9, 1989.

This association includes motorcoach, charter and wholesale package tour operators. The Office of Tourism's group tour specialist met individually with 49 operators. The increased level of interest in Maine was also very apparent at this marketplace. See Appendix II for a list of these meetings.

At these two major motorcoach marketplaces a total of 111 meetings with tour operators were conducted with motorcoach tour operators from all regions of the United States and Canada. The lists of tour companies are available and distributed as requested to the tourism industry.

A complete list of all tour companies interested in Maine is available by request. The Office of Tourism maintains memberships in The New England Bus Association and The Ontario Bus Association. These memberships give the state continued visibility in these very important segments of the market.

E. International

International marketing is conducted as a coordinated New England Regional effort with New England USA, a private sector, non-profit organization which promotes travel and tourism to the six-state region in distant markets. Some of our most productive efforts have been press contacts and familiarization tours, major travel shows and inclusion in the New England USA Travel Planner and map. Projected circulation of the map and travel planner is over 130,000 copies. Our primary target markets are the United Kingdom, Central Europe and Japan and distant domestic markets.

Trade Shows

Pow Wow, Las Vegas, Nevada, June 3-7, 1989.

This trade show is one of the most effective mechanisms for selling United States travel to the world's leading international tour producers and travel journalists from more than 50 nations. The state of Maine participated as part of the New England delegation. The show resulted in seventy trade leads and nine press inquiries.

World Travel Market, London England, November 28-December 1, 1989.

The World Travel market attracted approximately 38,000 travel trade and press from all over Western Europe. Maine participated as part of New England USA's delegation. Sixty leads were generated from this trade show.

International Media Relations

This past year, Maine and New England has been receiving a great deal of press coverage in the international market. This coincided very well with our attendance at The World Travel Market. Maine has been featured in the following publications.

Travel Trade Gazette - UK and Ireland, October 26, 1989.

Voici - France, November 19, 1989.

TCS Revue - (a publication for touring clubs), Switzerland, November 1989.

Schweizer Touristik, Switzerland, November, 1989

Bunder Zeitung, Switzerland, November, 1989

Neme Zurcher Zeitung, Switzerland, November, 1989

Going Places Magazine - UK and USA, Winter issue 1989/90. This magazine worked closely with the Kennebunk Chamber of Commerce.

Familiarization Tours

Some of these were coordinated through New England USA to showcase the region. Our office was involved with the following trips.

- June 23-30, 1989, Paul Harris, Australia, Traveler's Diary.
- August 15-16, 1989, Lewiston-Sabbath Day Lake area, two UK Travel Writers and one photographer.
- August 30-September 11, 1989, Susan Farewell, a freelance travel writer working as Maine editor for *Hidden New England*, a travel guidebook being published by Ulysses Press. Her tour went from Kennebunkport to Rangeley, Baxter State Park, Lubec, Eastport, Deer Isle, Rockport and Hope Island.
- September 11-12, 1989, ten key Swiss tour operators visited Maine as part of a New England familiarization tour coordinated with the New England Governors' Conference. Maine will be included in itineraries for 1991 by American Express and Skytours, Switzerland.
- September 15-17, 1989, three Spanish Journalists.
- October 12-17, 1989, Kuoni and United Kingdom Press Trip.
- December 20-21, 1989, two representatives from DL Transnational, a Boston based destination management company, visited Maine. The purpose of the trip was to investigate featuring Maine in tour programs for the Japanese market. They intend to feature Maine in their 1991 itineraries.

G. Miscellaneous Activities

Eastern States Exposition

West Springfield, Massachusetts, September 13-24, 1989.

800,000 people attended this New England agricultural forum. It is one of the top 10 fairs in the United States.

New England Governors' Conference

Rockport, Maine, May 10-12, 1989.

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 conference staff and senior tourism officials from the six New England States. The theme of this year's conference, hosted by the State of Maine, was "A Regional Approach to Tourism."

New England Vacation Center

New York City, NY

An office in Rockefeller Plaza promoting tourism in New England to 50,000 people annually.

Unity Dinner

Portland, Maine, April 26, 1989.

A recognition dinner for the members of the Maine Tourism Industry was hosted by the Maine Tourism Commission and the Office of Tourism. At this function, twenty-six Outstanding Tourism Employee Awards were presented.

Official Recreation Guide (ORG)

During 1989, Maine tourism information was made available through the Official Recreation Guide. The ORG is a computerized database which services those 60,000 travel agents who are affiliated with the American Airlines SABRE Reservation System. This marketing tool provides another avenue through which we can distribute information about Maine to the travelling public.

Trade Mission

Zurich, Switzerland, March 11-20, 1989

The Maine delegation, headed by Governor John R. McKernan Jr., developed international contacts in order to compete in a new era of global economic relations. The Governor hosted a luncheon for key Swiss tour operators and travel trade press in Zurich and, as chairman of the New England Governors Conference, he engaged in discussions with Swiss tourism officials. This trade mission has resulted in 2 key Swiss tour operators, American Express and Skytours including Maine in their 1991 programs.

National Travel Agents Advisory Council

This council is appointed to advise the Maine Office Of Tourism on marketing opportunities through the travel agency network. The council met June 15, 1989, at the Sonesta Hotel in Portland, ME.

Airport Banners

On January 31, 1989 airport banners welcoming visitors to the state of Maine were unveiled at the Portland Jetport and the Bangor International Airport during separate ceremonies led by the Deputy Commissioner for Tourism. The colorful banners which feature our theme, "MAINE. The Way Life Should Be," are a part of our ongoing effort to make visitors to Maine feel welcome. See Appendix II.

Nova Scotia Signs

The Office of Tourism produced signs promoting Maine travel, which were installed at the Amherst and Yarmouth information centers through a cooperative agreement with the Nova Scotia Office of Travel and Tourism. Maine tourism literature is also being distributed to visitors at these centers. See Appendix II.

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.

Under contract to the Office of Tourism, the Maine Publicity Bureau provides:

- A response mechanism for tourism-related mail and telephone inquiries;
- Printed materials fulfilling visitors' requests for information, mailed at state expense;
- Operation of the tourism office's advertised toll-free telephone line;
- Operation and staffing of 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 1989, the Visitor Information Program responded to 68,110 mail requests, 62,895 phone requests, and 1,005,120 walk-in visitors.

IV. REGIONAL DEVELOPMENT/MANAGEMENT

Maine's regional programs are designed to address the differing needs of various areas, extend economic opportunities throughout the state, assess regional tourism capacity and encourage each region to determine its own tourism policy based on local input. Tourism provides opportunities in the form of jobs for Maine people, generates revenues for private businesses and State and local taxes, and preserves 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 continued in 1989 to meet these needs: The Regional Development/Management Program and Maine Tourism Partnership Program. Two new programs were begun: The Coastal Management Project and the Labor Project.

A. Regional Development/Management

This program establishes local advisory councils to guide and implement regional tourism development and management plans. It is one of the first programs in the nation which incorporates joint planning for tourism development and management.

In Phase I, each region was asked to carry out certain initiatives:

- Establish regional tourism councils to develop policies and create strategies.
- Develop initial tourism policy statements concerning economic development, growth management, environmental impacts, social-human needs and other issues deemed appropriate to the region;
- Conduct public hearings to assess the needs of the region;
- Analyze the situation and prepare inventories of attractions, services, accommodations, labor/human resources, transportation and other regional considerations;
- Recommend strategies for implementing a regional tourism program and for a new or existing organization to execute the program.

A total of \$270,000 in grants were awarded in May, 1988 to four regional planning agencies for the purpose of developing regional programs for tourism. The organizations were 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 were awarded January, 1989 to the Greater Portland Council of Governments (\$50,000) and Mid-Coast Development Council (\$50,000). See Appendix IV for a list of all grantees and their accomplishments.

NKRPC, AVCOG, NMRPC and EMDC have completed Phase I of their Regional Development/Management Programs. GPCOG, MCEDC will submit final policy statements and implementation plans January 30, 1990.

In Phase II of the Regional Program, each region is being awarded contracts to carry out specific projects that relate to the policies and strategies developed in Phase I. These include:

- Continuing regional planning coordination
- Undertaking specific projects that produce products to be used in the regions.
- Identifying funding mechanisms to continue these programs beyond June, 1991.
- Identifying continuing projects to be carried out in year three under the same format as year two.

A total of \$100,000 in grants were awarded in July 1989 to three regional organizations that had completed Phase I planning and had identified projects that pertained to their plans. The organizations were EMDC, (\$35,000), AVCOG (\$35,000), and NKRPC (\$30,000).

Three more contracts will be awarded in February 1990 to GPCOG (\$30,000), MCEDC (\$30,000), and NMRPC (\$30,000) upon completion of their Phase I policies and Phase II project/product timelines.

See Appendix IV for a chart of Phase I and Phase II activities.

B. Maine Tourism Partnership

In February, 1989, the Maine Tourism Partnership Program awarded \$92,500 in grants to 14 local and regional organizations for marketing and promotion. This program is designed to help local and regional groups to promote their areas and events by attending trade shows, producing brochures and videos and completing marketing studies. The program also works as an educational tool 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.

C. Labor Project

In the winter of 1989, the Maine Office of Tourism, in cooperation with the Maine Restaurant Association, the Maine Innkeepers Association and the Department of Labor, undertook a project to improve the summer seasonal labor situation in the tourism industry along the coast. The program was designed in two phases. The first was to undertake a recruitment campaign to attract potential employees for summer employment in Maine. This was coordinated by the Office of Tourism and the Department of Labor with major funding assistance provided by the Maine Restaurant Association and the Maine Innkeepers Association.

Posters entitled "Working in Maine...It's a Paid Vacation," (See Appendix IV) were distributed to colleges and universities in the Boston area, southern New Hampshire and Maine and to coastal Maine high schools and senior citizen centers. In each case, the posters and mailers were distributed by a staff member who discussed the program with guidance counsellors and job placement officers. Posters were designed so that the mailers could be inserted in a pocket with simple instructions for the potential employee to return the mailers to the Department of Labor.

With 597 applications received, the Department of Labor then matched up applicants with potential job openings and provided interview time and space at the area job centers throughout Maine. The number of job placements for the summer season totalled 369.

The second phase of the labor project was the commissioning of a major report to identify the labor problems inherent in the tourism industry as well as possible solutions.

The report will be condensed into a simple workbook format that can be used by industry personnel addressing such issues as housing, childcare and career advancement. These summaries will be followed by resources available to address specific problems.

D. Coastal Management

The Maine Office of Tourism is working with specific communities along the coast, where management issues need to be addressed in order to preserve the "quality of life." Through a contract with the Maine Development Foundation, the office undertook a project in 1989 to establish community coalitions to identify problem areas and work towards solutions.

Through this effort, a model organization has now been established on Mt. Desert Island made up of municipal officials, area businesses, political representatives and the tourism industry. This coalition has identified specific areas of needed improvements in the Mt. Desert Island region that will provide for stable and secure development. Issues identified by the council include affordable housing, improved infrastructure, and year-round secure employment opportunities.

V. RESEARCH

During 1989, The Office of Tourism conducted research and gathered statistics and other information to help planners, developers, marketers and managers of Maine's tourism industry. Much of this data is gathered and reported on a regional or seasonal basis, to help with regional planning efforts and seasonal performance evaluations.

1989 Research Objectives

- 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 Maine's tourism industry including 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, primary and secondary research was conducted.

A. Primary Research Completed in 1989

Summer Conversion Study

This study was conducted in order to provide information about the people who requested information about Maine prior to the summer visitor season. The survey provided the means to track:

- Visits (the conversion measure) by people who had requested information
- Satisfaction with the information received
- Information about visitors' travel patterns
- Reasons for not visiting Maine
- Media information
- Demographic descriptions of those who requested information and those who visited.

To gather this information, 250 telephone interviews were conducted with people from 12 Northeastern and Mid-Atlantic states who had requested information from the Maine Publicity Bureau. Interviews were conducted by a specially trained telemarketing staff of L.L. Bean, whose services were donated to the Office of Tourism. The Summary of Findings is reproduced in Appendix V.

Boston and Maine Market Studies

These studies were conducted to provide the Office of Tourism and the Regional Tourism Councils with information to help plan strategies for tourism development. The research was designed, in part, to provide information to help promote year-round tourism in non-coastal areas. For this reason, questions about non-coastal activities such as inland fishing, camping, hunting, shopping and attending country fairs were included.

Eight hundred (800) interviews were 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 a more targeted advertising message content and consumer appeal both in-state and out-of-state. The Summary of Findings is reproduced in Appendix V.

The Labor Project

This project is discussed fully in Section IV; its recommendations are reproduced in Appendix IV.

B. Secondary Research Compiled in 1989

The Office of Tourism's in-house data collection grew significantly in 1989. The additions included:

Tourism Research Collection

A central location for the collection, storage and retrieval of information pertinent to tourism planning, development, marketing and management was established and began to be filled. Special attention was paid to gathering tourism management information pertinent to Maine.

Statistical Databases

A new computerized database system to track and report on tourism indicators on a monthly basis was developed and implemented. This information is reported to industry associations and other interested parties on a quarterly basis. This new system tracks the following tourism indicators:

- State-Owned Information Center Visitors
- Potential Visitor Telephone and Mail Inquiries
- Acadia National Park Visitors
- State Parks Campers and Visitors
- Passenger Traffic on the Maine Turnpike
- Non-U.S. Citizen Border Crossings into Maine
- Statewide Taxable Sales: Restaurants, Lodging and General Consumer
- Taxable Sales by Economic Summary Area for Lodging
- Employment in Restaurant and Lodging Facilities
- Airport Boardings and Deplanings in Portland and Bangor

See Appendix V for an annualized version of this report.

Regional Program

Through the Regional Development/Management Program described in Section IV, each region of the state conducted an inventory of their tourism resources. See Appendix IV for a list of participating organizations and their progress.

C. Research Development

The Office of Tourism began developing RFPs and contracts to undertake the following new projects in 1989:

1989 Economic Analysis

This study will analyze direct statewide travel-generated economic impact including a five-year expenditure comparison between Maine and the nation, with tables depicting tourism expenditures, payroll, employment and taxes - Federal, State and Local. This information is broken down by category: food, lodging, transportation, entertainment, incidental.

Direct visitor-generated economic impact estimates will be calculated by County, Economic Summary Area (ESA), and Tourism Region. This economic activity is broken down in tables depicting: tourism expenditures, payroll, employment, and State and Local taxes. The 1989 Economic Analysis is due out in January, 1991.

VI. FILM COMMISSION

The Maine Film Commission, created by the State in November, 1987, encourages film and video production 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.

During its second year, the Maine Film Commission operated primarily as a responsive organization and began a marketing campaign. However, since the Commission's inception, four feature films have been produced in the state (one earned more money than any other horror film; another won a prestigious award at the Deauville Festival in France). Dozens of commercials and television specials have also been produced here with the commission's assistance.

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 commission has conducted the following activities during 1989:

Production Inquiries

Responded to 148 production requests during 1989, including 46 feature films, 74 commercials, 28 television specials and 7 industrials. Of these, 30 productions (2 feature films, 16 commercials/industrials/misc, and 12 television specials) spent a total of \$2,183,817 in Maine. See Appendix VI for a list.

Location Searches

The Film Commission searched 96 Maine towns, in all counties, for potential filming sites. Photographs and/or videotape were produced and sent to producers and directors of upcoming productions. Thirty locations were chosen and used for filming activities. See Appendix VI for a list.

Maine Production Guide

Published the first comprehensive Maine Production Guide, listing Maine personnel, products and services available to serve the film and video production industry. Except for the printing, the guide was produced entirely in-house including all information-gathering, copywriting, editing, design and layout. Four thousand copies were printed and most have been distributed to producers, directors and other key decision-makers in the film and video production industry. Information-gathering has begun for an update, scheduled for 1990.

Location Expo

For the first time, The Maine Film Commission exhibited at The Location Expo trade show in Los Angeles. The Commission received more than 500 inquiries for production information about Maine, and thousands of people in the production industry were introduced to Maine as a potential site for their work.

Direct-Mail Post Card

In 1989, the Film Commission initiated its first direct-mail marketing campaign. Approximately 6,500 postcards depicting a Maine scene and describing some of the benefits of filming in Maine were sent to planners and decision-makers in the production industry. Three mailings are planned for 1990, using this inexpensive marketing tool. See Appendix VI.

Advertising

The Commission placed an advertisement in *Location Update Magazine* to accompany an article about the benefits of filming in Maine. Advertisements, generously supported by commission fundraising activities, were placed in *The Hollywood Reporter* and *Daily Variety Magazine*, to thank the producers of *Bed and Breakfast*. This is a feature film that was shot entirely in Maine July-October 1989. See Appendix VI.

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.

Economic Impacts

This year, \$2.18 million was paid to businesses and individuals throughout Maine by productions that the Commission assisted. 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 \$35 paid directly to Maine businesses and individuals for every dollar invested in the Maine Film Commission.

See Appendix VI for a list of productions completed in Maine in 1989.

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.

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 Lynn Wachtel, Commissioner.

Hilary N. Sinclair, Deputy Commissioner for Tourism
Nathaniel Bowditch, Assistant Deputy Commissioner for Tourism
John A. Johnson, Director of Tourism Information
Dina J. Richard, Marketing Coordinator
Mary V. Martin, Group Travel Coordinator
Doro B. LeBlond, Meetings and Conference Coordinator
Judy Berk, Research Manager
D. Lea Girardin, Director, Maine Film Commission
Cheryl Burdzel, Assistant/Administrative Secretary

B. Maine Tourism Commission

Voting Members

David Cartier, Chair, Rockport
William Haeefe, Vice-Chair, Trenton
Nancy Pray, Millinocket
James Ruhlin, Naples
Trudy McNulty, Portland
Tom Becker, Bangor
Ronald Pasek, Rangeley
Martin Kunas, Freeport
Lee Albert, Caribou
Robert Reny, Sr., Damariscotta
Matthew Tabenken, Bangor
Margaret Drake, So. Berwick
Linda Pagels, Machias
Maitland Richardson, Skowhegan
June Parkin, Augusta
Bob Felle, Freeport
Michael Reynolds, Portland

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
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

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

D. Office of Tourism Budget

FY-1990: July 1989 - June 1990

Regional Development/Management	\$ 190,000
Maine Tourism Partnership Program	\$ 75,000
Visitor Information	\$ 630,000
Marketing	\$ 650,000
Research	\$ 80,000
General Operating Expenses	\$ 201,000
<u>Personnel</u>	<u>\$ 254,920</u>
TOTAL:	\$2,080,993

E. Film Commission Budget

FY-1990: July 1989 - June 1990

Personnel	\$ 35,190
Marketing/Advertising	\$ 14,500
Location Expo/Travel	\$ 3,480
Location Scouting/In-State Travel	\$ 3,000
Contract Labor	\$ 1,200
Office Expenses/Photo Supply	\$ 4,000
<u>Printing</u>	<u>\$ 1,400</u>
TOTAL:	\$ 62,770

Appendix II - Marketing

Flash Report

The Maine Office of Tourism
Department of Economic and Community Development
189 State Street - State House Station #59 - Augusta, Maine, 04333

The Summer of '89

Maine tourism has been growing at a rate of 10 to 12 percent for several years. While some businesses report similar growth rates in both occupancy and revenues the summer of 1989, others report a decrease in their growth rate.

The situation is the same, if not worse, throughout New England and much of the nation. For instance, Massachusetts has reported room tax collections dropped 9.9 percent for the months July through September - a loss of \$1.9 million.

The reasons for the slowdown are many. Maine suffered with poor weather, especially on weekends throughout May and June. There was negative publicity about mosquitos and Lyme disease, and there was a general concern about a slowdown in the economy which resulted in travelers spending less.

Still, the summer of '89 was mixed. Visitors to the state-owned information centers from May through September increased 6 percent. At the same time, Acadia National Park continues to be one of the regions's most popular destination spots as more than 3.3 million visitors were recorded for the months May through August.

Summary:

May through August 1989 compared with 1988

- Increase in lodging taxable sales of 6.4%
- Increase in restaurant taxable sales of 2.6%
- Increase in visitors to Acadia National Park of 21%
- Increase in restaurant employment of 3.9%
- Decrease in lodging employment of 6.5%
- Decrease in the number of foreign nationals entering Maine at Houlton, Jackman, Madawaska and Calais of .2%

May through September 1989 compared with 1988

- Increase in visitors to state information centers of 6%
- Decrease in mail/telephone inquiries of 40.1%
- Increase in Bangor International Airport domestic boardings of 9.9% and deplanements of 8.5%
- Decrease in Portland Jetport domestic boardings of 2.4% and deplanements of 3.3%.



Maine Tourism Review

Tourism Day in the Legislature

About 75 members of the tourism industry attended Tourism Day in the Legislature on April 19.

The annual event allows legislators to meet members of the industry and learn the relationship between the Department of Economic and Community Development and other state agencies. This year, representatives and displays from the Departments of Conservation, Inland Fisheries and Wildlife and Agriculture were on hand.

The Office of Tourism displayed the Labor Project and portions of its new program to create in-state awareness of tourism benefits, and also distributed copies of the new annual report.

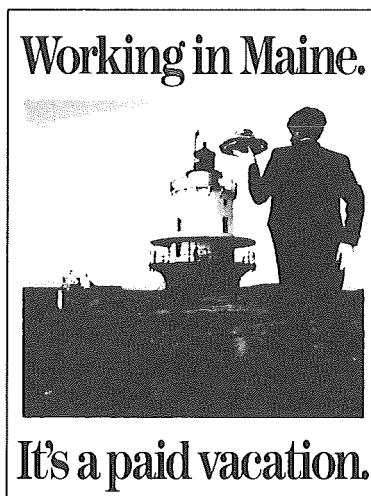
Representatives of the Quoddy Bay Project also attended Tourism Day. The project is a joint effort, substantially funded by DECD, to create and execute a tourism development strategy for Washington County, Maine, and Charlotte County, New Brunswick.

"We're quite pleased with Tourism Day," said Nancy Pray, chair of the Tourism Commission; "and the opportunity it provides for legislators and members of the industry to exchange information on an informal basis."

For a copy of the Tourism Annual Report call 289-5710.

Labor Project Update

The tourism industry has seen a steady growth in the last three years, but the supply of workers in many summer tourism destinations such as Bar Harbor, Camden, Boothbay Harbor and Kennebunkport has not kept pace with the demand.



Poster promoting tourism jobs

To address this growing problem, the Office of Tourism and the Maine Department of Labor have joined together and formed the Labor Project.

As the first step in this new program, surveys were mailed to various coastal properties to determine their employment needs for the coming season. Responses to the questionnaires were entered into the

job service data base. The number of jobs available in the target area currently stands at 1200.

The second step of the program involves a major public awareness campaign designed to create a labor pool large enough to meet industry demands in the target area. Posters bearing the message *Working in Maine. It's a paid vacation* and 100,000 postcards were distributed in mid-April to Maine high schools, colleges and VTIs, senior citizen centers and selected colleges in New Hampshire and the Greater Boston area.

Individuals may inquire about jobs in the tourism industry by returning the postcard to the Department of Labor. Additionally, job counselors in high schools, colleges, and VTIs are being encouraged to recommend job opportunities in tourism to their students.

Inside:

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Notes from the Deputy Commissioner	page 3
Staff Profile: Judy Berk	page 4

National Media Relations

The Office provides support for writers interested in developing features/stories about Maine. Information, story ideas and photographs have been provided to such media as:

New York Times
The Montreal Gazette
Toronto Sunday Sun
Vogue
The Washington Post
The Denver Post
Yachting
The Boston Globe
The Boston Herald
Brides' Magazine
American Magazine (Cable TV)
Hartford Courant
Telegraph-Journal/St John, New Brunswick
Le Soleil/Quebec
Tour & Traveller
Tour & Travel News
United Press International
Yankee Travel Guide
Cape Cod Times
Ladies Home Journal

Cross Country Skier
Evening Magazine
Mature Outlook Magazine
Harrowsmith Summer Traveller
Air Travel Journal
Bicycling Magazine
Lawrence Eagle Tribune
Financial World
Newsweek
USA Weekend
Dallas Times Herald
Adweek
Vacation Magazine
San Francisco Magazine
USA Today
Portsmouth Herald
Travel Agent Magazine
NBC News, Boston
Reach New England Magazine
Foster Daily Democrat

TV and Radio Assistance

Maine Public Broadcasting, Bangor
WPOR Radio, Portland
Capitol News Service, Augusta
WGAN TV, Portland
WCBB TV, Lewiston
WAGM TV, Presque Isle
WLBZ TV, Bangor
WVII TV, Bangor
WQCB Radio, Brewer
CNN TV News
WABI TV, Bangor
WYNZ Radio, Lewiston
WGAN TV, Portland
WSVW Radio, Skowhegan
NBC TV
CBS TV
ABC TV
WQCB Radio, Brewer
WCSH TV, Portland
WDME Radio, Presque Isle
WMTW TV, Poland Springs
Senior Media Network
C-Span TV
KISS 100 Radio, Portland

Editorial Assistance

Portland Press Herald
Boston Globe
Ad Week
Cape Cod Times
Lawrence Eagle Tribune
York Weekly
Maine Weekend
Bangor Daily News
Kennebec Journal
Waterville Sentinel
Coastal Journal, Bath
Journal Tribune, Biddeford/Saco
Bath/Brunswick Times Record
Maine Times
Portsmouth Herald
Lewiston Sun Journal
York County Star
The Boston Herald
Rangeley Highlander
Bar Harbor Times
Boothbay Register
Wiscasset Newspaper
Republican Journal
York Weekly
Portland Evening Express
Maine Sunday Telegram
Associated Press
United Press International
Houlton Pioneer Times
Ellsworth American
Bethel Citizen
Katahdin Times
Somerset Reporter
Penobscot Times
Star Herald
Aroostook Republican
Lincoln County News
Sanford News
Foster's Daily Democrat
Fort Fairfield Review
Bridgton News
Piscataquis Observer

Photograph Requests

Media

Video Disk Publishing, NY
Changing Times Magazine, MD
Hartford Courant, CT
Travel Agents Magazine, NY
Pictoral Publishers, IN
Real Estate Update, ME
Harrowsmith, VT
Early American Life, PA
Cessna Spirit, FL
World Book Publishing, IL
New York Post, NY
On Your Way Magazine, NY
KL Publications, MN
Sunday Look Magazine, PA
The Bridgeport Post, CT
St. Petersburg Times, FL
Yacht Vacation Magazine, FL
Miami Herald, FL
Express News, TX
Destinations Magazine, MD
Daily Press, VA
Daily News LA, CA
Oakland Tribune, CA
Chicago Tribune, IL
Wedding Bells Magazine, Canada
Grit Publishing, PA
Fortworth Star Telegram, TX
Experimental Living Magazine, VT
Ebony Magazine, IL
Fancy Food Magazine, IL
Country House & Garden, NY
Meeting News, NY
Coast to Coast, MD
Women's Day, NY
The Herald Examiner, CA
New England Travel Magazine, MA
Waterbury Republican, CT
Indianapolis Star, IN
Alaska Men Magazine, AL
New England Meeting Guide, NJ
Chicago Times Magazine, IL
Waterville Morning Sentinel, ME
New England Business Mag., MA
Association Management Mag., MD
Varied Directions, ME
Times Picayune New Orleans, LA
Rand McNally Publishers, IL
Medical Economics, NJ

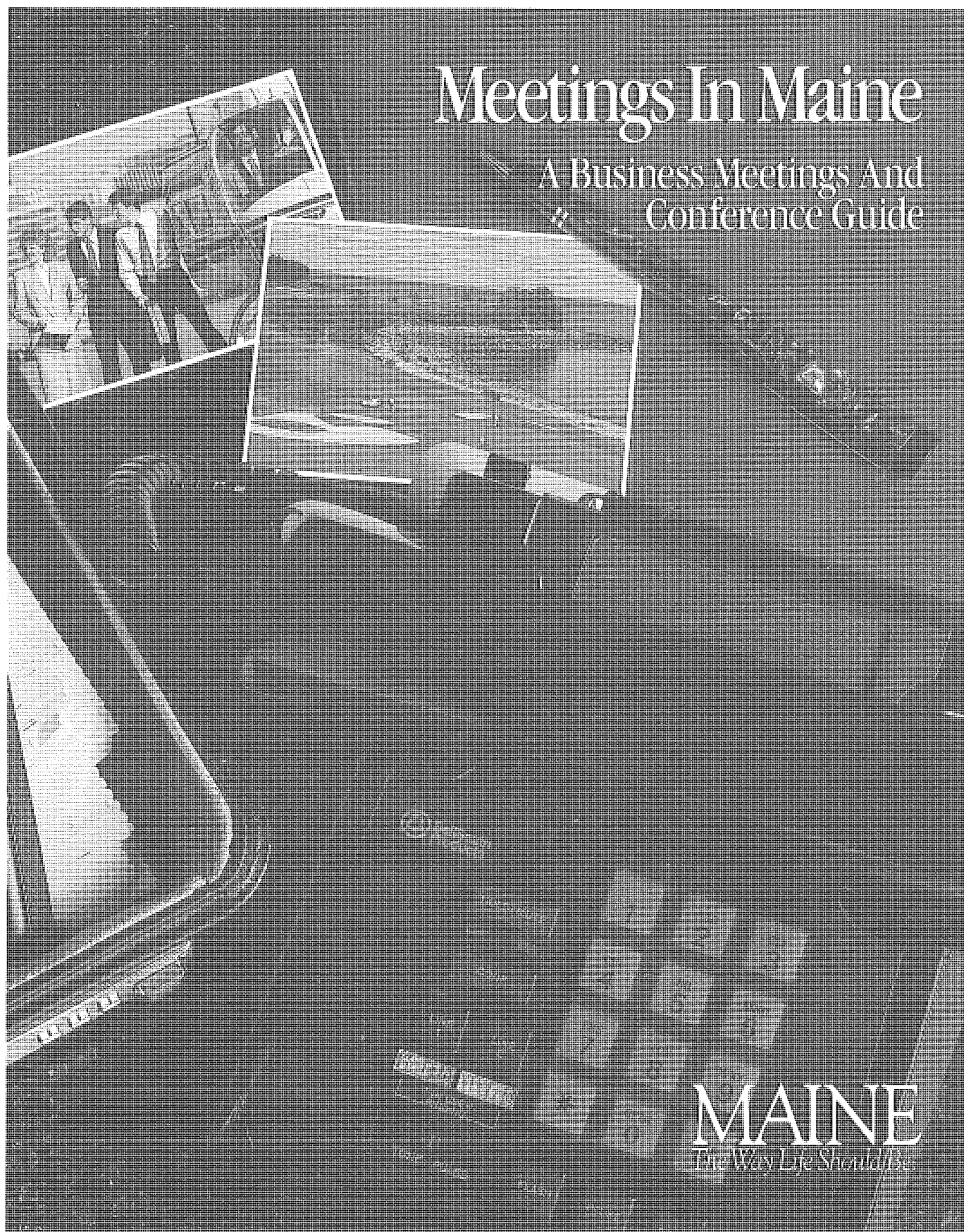
Miscellaneous

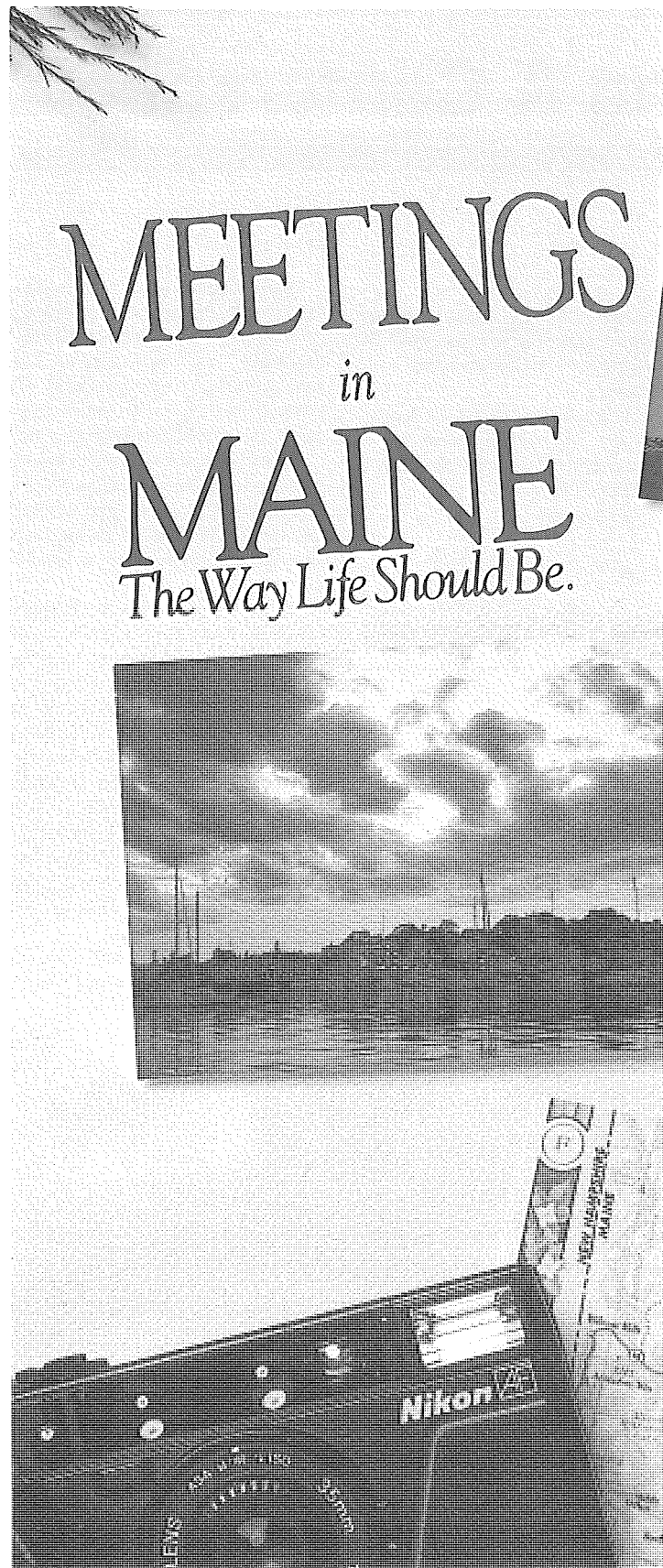
RFD Inc., KS
Raimondi Films, MD
Ellison Associates, TX
Tanus Marketing, NH
Vermont Tourism Network, VT
Assoc. Gen. Contractors, MD
Century 21 of N.E., MA
Imapct, IL
Daigle Associates, ME
Landau Communications, CA
New England USA, MA
Holiday Systems Inter., SC
Stearn Associates, ME
Alliance Advertising, NJ
Thomas Inn & Playhouse, ME
Morris Communication, IL
Spectrum Environment, NC
AT&T, Wash. DC
Daniel Sullivan Adv., MA
Wordprocessing Service, ME
Anderson Communication, IA
A Touch of Nonsense, CT
AGS, CA
Proctor, Davis, Ray Engin, KT
Ideals Publishing, TN
Thomas College, ME
Marmac Publishing, GA
Blackbirch Graphic, CT
Modulus Exhibit System, NH
Arrow Publishing, MA
Coca Cola USA, CT
Moore & Moore Publishing, NY
Fanshawe College, London
Eastern Gypsum District, PA
Univ. Maine Orono, ME
VTI, IL
Greater Portland CVB, ME
New England Publishing, MA
Bangor Mental Health Ins., ME
General Drafting Co., NY
Image Presentation, MA
Apple Advertising, SD
Financial Publishers Inc., MN
Eric Baker Design, NY
Pensicola Engraving Co, FL
Jacoby Productions, CT
Marketing Graphics Inc, VA

Tour Operators

Upstate Tours, NY
Creative Journeys, CA
Maine Publicity Bureau, ME
Regal Tours, FL
Great Atlantic Tour Co., ME
New Braunfels Travel Agency, TX
Oxford House Inn, ME
Biss Tours, NY
LFS Coach Tours, MD
Sunshine Holidays, IL
Piedmont Airlines, NC
National Transit, TX
U.S. Travel Tourism Admin, DC
Traveltips, NY
Ohio Auto Club, OH
Starr Tours, NJ
Holiday Travel Service, WI
Globetrotter Travel, OK
Hill Holiday, MA
United Airlines, IL
TSA Special Services, CA
AAA Marginal Way, ME
Adventure Road, NY
American Adventures, England
Greater Boston CVB, MA
Jetlife Holiday, England
Platinum Travel, VA
Globus Gateway, NY
Best Western Inn, ME
Tri-State Tours, IL
Prism Holiday, IL
Outbound Travel, MT
Bonvoyage Travel, KY
New England Sights, MA
Domenico Tours, NJ
Reed Travel Group, NJ
The Getaway Group, England
Appalachian Motor Tours, Canada
Tour Broker International, OH
Corporate Incentive Travel, NY
Collette Tours, RI
Regional Tours Inc., KY
Golden Age Festival, NJ
Parker Tours Inc., NY

C. Meetings and Conferences





Meeting & Conference News

Fall 1989

Volume 1 Number 1

Greetings!

I am happy to send you the first of four newsletters you will be receiving throughout the year. The purpose is to keep you informed how the Office of Tourism promotes Maine as a meeting destination.

Please feel free to contact me with any suggestions, or let me know how I may help you. My mailing address is 142 Free Street, Portland, Maine 04101 and my telephone numbers are 879-4349 and 289-5710.

I look forward to working with you.

Sincerely, *Dore LeBlond*

Highlight: The Rangeley Inn

October 6th was the perfect day to travel from Portland to Rangeley to visit Ed and Fay Carpenter, owners of the Rangeley Inn. The leaves along Route 4 were brilliant yellow, orange, red and greens, and as the road merged into the mountainous terrain, the vista reminded me of a grandmother's crazy quilt.

The Rangeley Inn sits right on Main Street, and is framed by Haley Pond and the endless mountain views behind. Guests are reminded that the Inn is well over 100 years old by the many photographs of days gone by hanging in several rooms.

Ed and Fay bought the Inn in 1973, and they run a warm and hospitable inn thanks to the help of daughters Janet, the assistant manager, Susan, the chef, and about 30 other employees.

The Inn is a mixture of styles. It's somewhat Victorian in feeling with a high tin ceiling in the dining room; partially Colonial in a majority of the furnishings; and the personality of the owners is reflected in the photos taken by Ed which hang in many of the sleeping rooms.

The Inn, with 51 sleeping rooms, a dining room which seats 70, a lounge which seats 50, and a banquet hall that can seat 160, is the perfect place to hold a meeting. It handles a group of 100 comfortably, and offers all the amenities of a resort area, with many additional and unique activities.

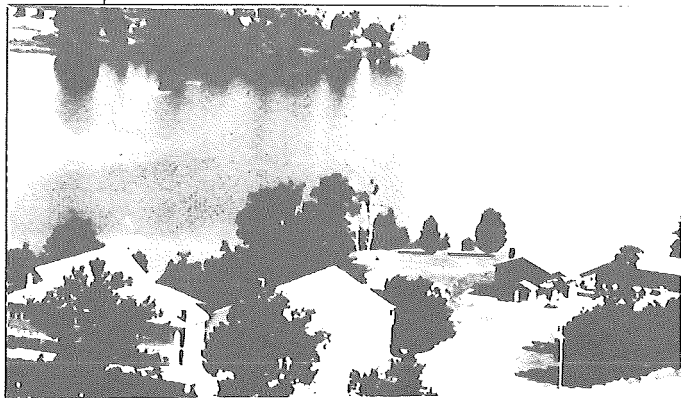
Plans call for Ed to add more space because he sees the benefits of the meetings market. Most of his business comes from Maine and New England by "word of mouth," and from those who stay at the Inn and want to bring their organizations there. Ed aggressively pursues business with mailings, persistent follow-up cards, telemarketing and personal sales calls.

Both Ed and Fay believe meeting planners look for full-service facilities that provide everything under one roof. Groups find that when they take over a place and have it be "theirs," it adds to the social functions and allows people to get to know each other on a first-name basis.

Ed and Fay also work closely with their guests. For instance, when a question or problem arises, they are there to help. They serve homemade food, and Fay avidly believes good food is a must for a successfully run meeting. Ed is creative with before- and after-meeting tours of the area - from a champagne reception at the foot of Angel Falls (Maine's tallest waterfall), to a canoe trip down the Kennebec River to Mooselookmeguntik Lake.

Ed and Fay believe hospitality is the key to any property owner looking to get into the meetings market. They suggest greeting the group as it arrives, thanking the guests as they go, and consider leaving a small gift in each room.

Certainly, the Rangeley Inn adds greatly to the variety of meeting facilities Maine has to offer the meeting planner.



Aerial view of The Rangeley Inn

Group Tour Relations

During 1989, individual meetings were held with these group tour companies:

American Bus Association Marketplace Orlando, Florida December 3-8, 1989

Greyhound Travel Services, Inc.
Dallas, TX 75248

Vermont Transit Lines
Burlington, VT 05401

Punxsutawney Bus Company
Punxsutawney, PA 15767

Silver Fox Tours
Atlantic City, NJ 08401

Dattco Travel
New Britain, CT 06051

Can-Am Tours (Johnson Bus, Inc.)
Elizabethtown, PA 17022

Coach Tours, Ltd. (The Grand Tour Company)
Danbury, CT 06810

Yankee Trails Holiday Tours
Rensselaer, NY 12144

Peter Pan Tours
Springfield, MA 01102

Starr Tours
Trenton, NJ 08619

Syracuse & Oswego Motor Lines, Inc.
Syracuse, NY 13220

Tour About Excursions
Div. of Sunrise Coach Lines, Inc.
Greenport, NY 11944

Brennan's Tours
Cohoes, NY 12047

Gray Line of Minneapolis/St. Paul
Minneapolis, MN 55427

Blue & White Lines of Florida, Inc.
Orlando, FL 32862

Central Cab Company (Charter & Tour Service)
Waynesburg, PA 15370

Mount Snow Vermont Tours, Inc.
West Dover, VT 05356

Conestoga Tours
Lancaster, PA 17602

Southeastern Trailways, Inc.
Indianapolis, ID 46206

Hospitality Tours
Hyannis, MA 02601

Hearts Content Tours
(Div. of Harran Coachways)
West Babylon, NY 11704

Wilson Pleasure Tours
(Wilson Bus Lines, Inc.)
East Templeton, MA 01438

Concord Trailways
Concord, NH 03302

Conway Charter & Tour Service
Cumberland, RI 02864

Dufour Escorted Tours
Pittsfield, MA 01201

Wade Tours, Inc.
Schenectady, NY 12306

Alexander Tour & Travel
Syracuse, NY 13202

Abbott Bus Tours
Roanoke, VA 24012

Northeast Tours, Inc.
Eastham, MA 02642

Debolt Unlimited
Homestead, PA 15120

Medicine Lake Tours
Golden Valley, MN 55427

Jefferson Tours
Des Moines, IA 50309

Golden Age Festival Travel
Wildwood Crest, NJ 08260

Travel Planners of Washington, Inc.
Suitland, MD 20746

Leprechaun Tours, General Office
Fishkill, NY 12524

Blue Bird Coach Lines, Inc.
North Tonawanda, NY 14120

Tourco
Hyannis, MA 02601

Adirondack Trailways
Kingston, NY 12401

Holiday Tours, Inc.
Randleman, NC 27317

Michigan Trailways
Clio, MI 48420

Passaic Valley Coaches
Summit, NJ 07901

DeBolt Unlimited
Homestead, PA 15120

Lamers Bus Lines, Inc.
Green Bay, WI 54313

Monumental Motor Tours, Inc.
Baltimore, MD 21224

Price Bus Line
Scranton, PA 18504

Aristocrat Tours, Inc.
Poughkeepsie, NY 12603

National Tour Association Convention/Marketplace October 29 - November 4, 1989 Salt Lake City, Utah

Parker Tours, Inc.
Rego Park, NY 11374

Hagey Travel
Trancomin, PA 18924

Bixler Tours
Hiram, Ohio 44234

Spencer Tours
Stamford, CT 06903

Globus Gateway Group Voyagers
Rego Park, NY 11374

Midwest Travel Consultants, Inc.
Jefferson City, MO 65102

Frontier Travel - Executive Offices
Carson City, NV 89701

Centennial Tours
Ft. Collins, CO 80524

AC & Seniors Travel Club
American Christian Tours, Inc.
Rice Lake, WI 54868

Corliss Tours
Monrovia, CA 91016

Regional Tours, Inc.
Ashland, KY 41105

Nova Tours
Halifax, NS B3K 5M7

Connecticut Group Tours
Glastonbury, CT 06033

Saga International Holidays, Ltd.
Boston, MA 02116

Tauk Tours, Inc.
Westport, CT 06881

Shangri La Travel Service
Plainwell, MI 49080

Ilona's Professional Tours, Inc.
Toldeo, Ohio 43615

Creative Tours
Orlando, FL 32808

Dan Dipert Tours
Arlington, TX 76010

Coach Tours Ltd.
Danbury, CT 06810

Wagner Tours & Travel, Inc.
North Haledon, NJ 07508

Silver Fox Tours - Canada Ltd.
London, Ontario N6J 1T5

Vermont Transit Co., Inc.
Burlington, VT 05401

The Toledo Automobile Club
AAA
Toledo, Ohio 43620

Travel America
West Allis, WI 53214

Beckham Receptive Services
Canton, MA 02021

Carol Love's Tours
Greensburg, PA 15601

Roamer Tours & Travel
Reading, PA 19603

Hospitality Tours
Hyannis, MA 02601

Kaplan Tours
New London, CT 06320

Kamm Tours
Cambridge, Ohio 43725

Satrom Tours
Fargo, ND 58107

Crawford County Auto Club
AAA
Bucyrus, Ohio 44820

Friendly Tours Travel Agency
Norfolk, NE 68702

Midstate Travel, Inc.
AAA
Oneida, NY 13421

Shenandoah Tours
Staunton, VA 24401

Maupintour
Lawrence, KS 66046

Bob's King Travelway Tours
Berlin, CT 06037

Christian Tours
Maiden, NC 28650

Barnett Tour & Travel, Inc.
Richmond, VA 23226

Golden Isles Touring Company
St. Simons Island, GA 31522

Holiday Westchester Tours
Yonkers, NY 10904

Truis Tours & Charters
Fredericton, NB E3B 5E3

Circle America Tours
St. Louis, MO 63119

East Tennessee Automobile Club
Knoxville, TN 37901

Miami Valley Auto Club
AAA Group Tours
Dayton, Ohio 45429

Worldtex Travel
New Haven, CT

Can Am Holiday
Regina, SK S4S 3R2

Golden Age Festival
Wildwood Crest, NJ 08260

Paragon Travel Agency, Inc.
New Bedford, MA 02741

Perkiomen Tours & Travel, Inc.
Pennsburg, PA 18073

Rohrer Bus Service
Duncannon, PA 17020

Aristocrat Tours, Inc.
Poughkeepsie, NY 12603

Aristic Tours
Milwaukee, WI 53214

DeNeur Tours, Ltd.
Lindsay, On K9V 5N5

Maitland Travel Service
Kalispell, MT 59901

New Jersey Automobile Club
Florham Park, NJ 07932

Allied Tours, Inc.
Houston, TX 77024

Boscov's Travelcenter, Inc.
Reading, PA 19606

Texans in Motion
Lufkin, TX 75901

Allied Tour & Travel, Inc.
Sioux City, IA 51102

Prestige Tours - Hays Travel
Kays, KS 67601

Mayflower Tours, Inc.
Downers Grove, IL 60515

Muskegan Travel Bureau, Inc.
Muskegan, MI 49441

Silver Fox Tours
Atlantic City, NJ 08401

Tourco
Hyannis, MA 02601

Clark Travel & Tour
Brenham, TX 77833

Cosmopolitan Travel Services, Inc.
Lawrence, MA 01842

Lonnie Stein Travel, Inc.
Lower Burrell, PA 15068



ANNUAL TOURISM UNITY DINNER

Sponsored by

The Maine Tourism Commission

and

Maine Office of Tourism,

Department of Economic & Community Development

Sonesta Hotel, Portland

April 26, 1989

6:00-7:00 p.m. **Reception** for Tourism Industry
Award Nominees, Top of the East

6:30 p.m. **Reception** in Lobby

7:15 p.m. **Opening Remarks**

Master of Ceremonies:

Edward Langlois, Executive Director
Maine Innkeepers Association

Welcome:

Nancy Pray, Chair
Maine Tourism Commission

7:30 p.m. **Dinner**

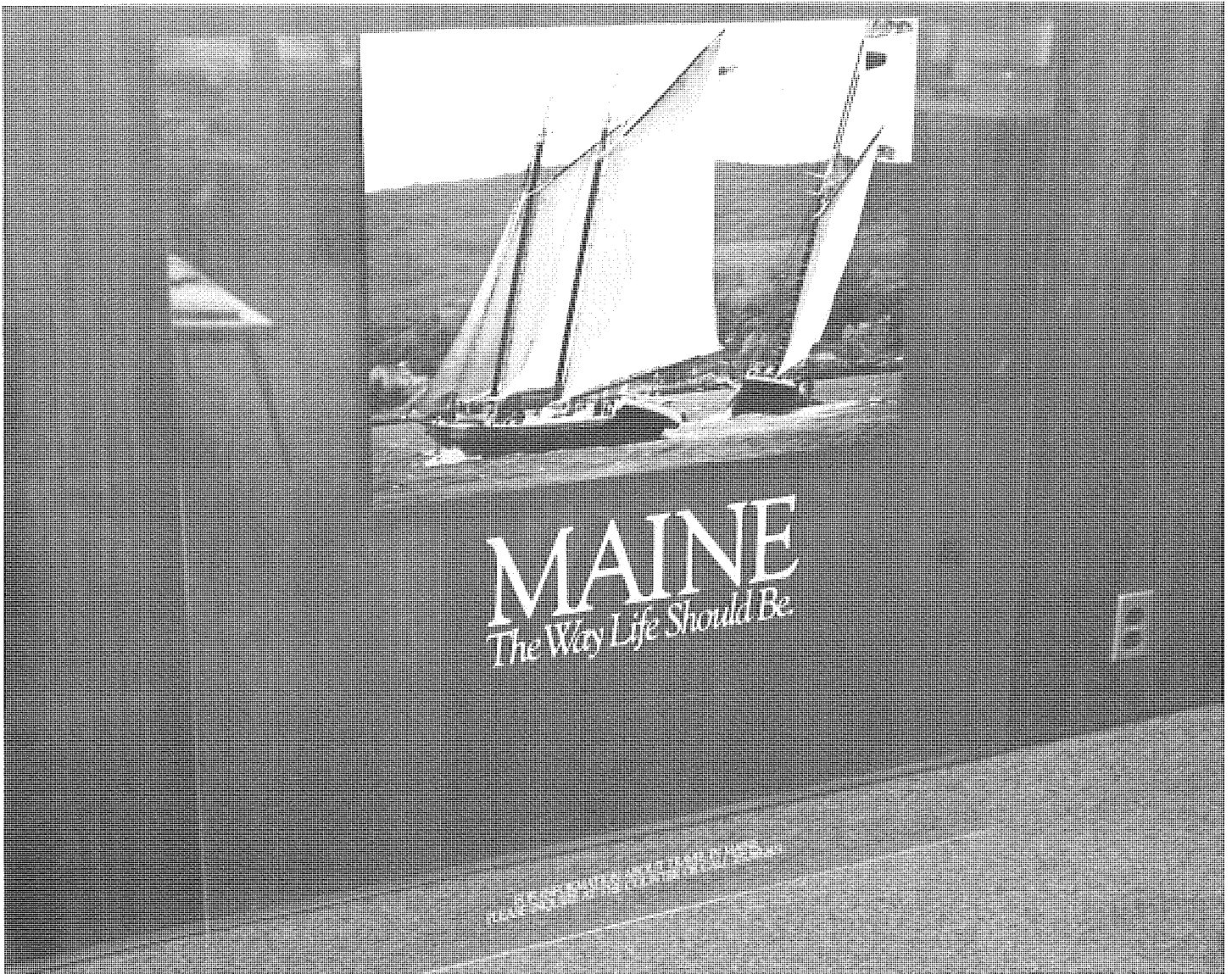
8:30 p.m. **Tourism Industry Awards**

9:00 p.m. **Keynote Speaker:**

Lew Colby, VP, General Manager, WCSH-TV





Airport Banner



Nova Scotia Sign

Regional Development/Management Program 1989 Phase I

As of December 31, 1989 the following tasks were completed:

	As of 12/89
	As of 12/90

Grant Recipient	Appoint & Meet with Regional Council	Develop Tourism Policy Statement	Conduct Public Hearings	Assess Situation; Inventory Attractions and Services	Recommend Imple- mentation Strategies and Organization
Northern Maine Re- gional Planning Comm. Award \$65,000	Appointed, monthly meetings	Complete	5 held as of 12/88	Complete	Completed July 1, 1989
Eastern Maine Devel- opment Corporation Award \$75,000	Appointed, monthly meetings	In process of develop- ment	8 held as of 12/88	Complete	Completed July 1, 1989
Northern Kennebec Reg. Planning Comm. Award \$60,000	Appointed, monthly meetings	Complete	4 held as of 12/88	Complete	Completed July 1, 1989
Androscoggin Valley Council of Govts. Award \$70,000	Appointed, quarterly meetings	Complete	8 held as of 12/88	Complete	Completed July 1, 1989
Greater Portland Council of Govts. Award \$50,000	Appointed, meets monthly	Complete	5 held	Complete	In process; To be completed Jan. 30, 1990
Mid-Coast Economic Development Council Award \$50,000	Appointed, meets quarterly	Complete	6 held	Complete	In process; To be completed Jan. 30, 1990

**Regional Development/Management Program 1989
Phase II**

As of July 1, 1989 the following tasks were completed:

Grant Recipient	Recommended Projects Budget and Timelines	Completed Products According to Projects and Timeline	Identify Funding Mechanisms and projects for Years 3 and 4
Eastern Maine Development Corporation Award \$35,000	Completed projects, budgets and timelines; Approved by MOT	In process; To be completed June 30, 1990	In process; To be completed June 30, 1990
Northern Kennebec Reg. Planning Comm. Award \$30,000	Completed projects, budgets and timelines; Approved by MOT	In process; To be completed June 30, 1990	In process; To be completed June 30, 1990
Androscoggin Valley Council of Govts. Award \$70,000	Completed projects, budgets and timelines; Approved by MOT	In process; To be completed June 30, 1990	In process; To be completed June 30, 1990
Greater Portland Council of Govts. Award \$30,000	To be awarded February 1, 1990		
Mid-Coast Economic Development Council Award \$30,000	To be awarded February 1, 1990		
Northern Maine Regional Planning Comm. Award \$30,000	To be awarded February 1, 1990		

A. Tourism Partnership Program - 1989 Awards

North Kennebec Regional Planning Commission - \$8,500

Project: Produce an Upper Kennebec/Moose River Regional Map identifying area attractions, accommodations and services.

Presque Isle Chamber of Commerce - \$16,230

Project: Promote a major snowmobile meet to be held winter of 1990.

Aroostook Association of Chambers of Commerce - \$6,500

Project: Promote a major summer hot air balloon festival, attracting visitors from around the country, summer 1989.

Maine Crafts Association - \$10,000

Project: To update and revise a cultural directory to be distributed at trade shows and the information centers statewide.

Portland Convention & Visitors Bureau - \$12,500

Project: To produce an off-season brochure for convention and visitor business to be placed at major trade shows, marketplaces and general inquiry response.

Maine Youth Camping Association - \$1,550

Project: To update and improve existing Maine Youth Camping Association's guide booklet.

Greater Portland Chamber of Commerce - \$2,260

Project: To update and improve regional map of the Portland area.

Rangeley Friends for the Performing Arts - \$2,500

Project: Major promotional expansion for summer festivals in the Rangeley area.

Van Buren Chamber of Commerce - \$1,730

Project: To produce a bi-lingual brochure, on the benefits of a two-nation vacation.

Caribou Chamber of Commerce - \$3,000

Project: To update and improve existing snowmobile brochure to be distributed at trade shows and marketplaces.

Mountain Arts - \$5,000

Project: An expanded and improved media campaign for a major summer jazz series, summer of 1989.

Oxford Hills Chamber of Commerce - \$5,000

Project: To produce a regional map identifying area attractions, accommodations and services.

Bangor Convention & Visitors Bureau - \$16,230

Project: To produce and distribute a major marketing brochure for meeting and visitor planning activities for the City of Bangor.

Jackman/Moose River Chamber of Commerce - \$1,500

Project: Regional attendance at the Eastern States Exposition in Springfield, Massachusetts, fall of 1989.

Labor Shortages and Maine's Tourism Industry

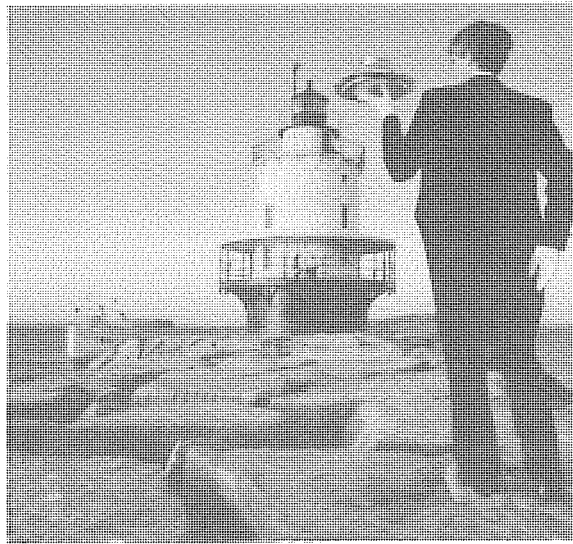
Recommendations

by Curt Swinehart, Labor Consultant

- Strategies for addressing the labor shortage impacting the tourism industry in Maine must be developed, coordinated, and communicated by one lead organization to be most effective. The enabling statute for the Maine Office of Tourism should be amended to specify that office as the state entity which shall have the primary responsibility for addressing management issues affecting tourism, such as those posed by labor shortages.
- The Office of Tourism must have a direct state appropriation to provide overall management, training and technical assistance in support of the tourist industry. This assistance might be provided through a contract with the Small Business Development Center at the University of Southern Maine or other such entities capable of delivering specific assistance for businesses. Tourism in Maine currently serves as an integral component in the State's economic vitality, yet the Office of Tourism has no direct resources to develop or provide comprehensive management strategies.
- The expertise represented on the Maine Tourism Commission should be utilized to develop a strategic, long range mission for the Office of Tourism to consider in the adoption of policies and issues relating to the management of tourism in Maine.
- The Regional Tourism Management Program funded by the Office of Tourism should receive continuing support beyond the current biennium. The regional programs are important in developing capacity throughout the state to address management issues, such as labor shortages, that can be seasonal or geographically based.
- Coordination of the various trade and small business associations which have an interest in tourism should receive continuing support from the Office of Tourism. The "Working In Maine" labor recruitment poster campaign implemented for the summer, 1989 season by state government, with the direct support of the Maine Innkeepers Association and the Maine Restaurant Association, is a fine example of what can be accomplished with a well-funded and focused effort.
- Tourist businesses and trade associations should have direct representation on boards and commissions that consider policies impacting tourism specifically, and small businesses more generally. For instance, there should be industry representation on organizations such as the Maine Job Service Employers Committee, the Maine Human Resource Development Council, Maine's private Industry Councils, the Board of Trustees of the Maine Vocational-Technical Institute System, and scores of other groups which directly influence the tourist industry.
- The tourist industry, and its trade associations, must adopt a more pro-active role in the consideration, adoption and implementation of state policies regarding tourism. The industry needs to communicate its positions with a more coordinated and unified message to have the greatest impact upon state policies.

- The tourism industry, in partnership with the Office of Tourism, the state's educational system and others, must develop and support programs that provide the education, training and skills necessary for the work force of the coming decade. Funding by the industry of scholarships, internships and related programs would also help to boost the opportunities for career development in tourism.
- The tourist industry and the Office of Tourism should conduct "job fairs" throughout the region targeted at those segments of the labor force which have the greatest potential to supply workers, e.g., college students, older workers, etc.
- This report, in addition to reviewing demographic and economic trends impacting tourism, also provides in detail numerous options, strategies and policy options for specific governmental and business action to address the labor shortage issue in Maine. Recommendations regarding hiring, training and retaining staff are offered, as are policies regarding dependent care, affordable housing, recruiting the non-traditional worker and other areas designed to expand the labor force available to the tourist industry.

Working in Maine.



It's a paid vacation.

Mountaineering, fly-fishing, urban nightlife, or sailing the rugged coast...it's all there waiting for you after work. For more information on seasonal employment in Maine's tourism industry, fill out the back of this card and drop it in the mail.



Maine
Innkeepers
Association



MAINE
The Way Life Should Be.

Labor Project Postcard

Appendix V. - Research

Summer Conversion Study

Summary of Findings

by Londy Swardlick Mackey with contributions from L.L.Bean

Demographics

People who requested travel information during April, May, and June have a wide age distribution, with median age between 35 and 44. They tend to be married (86%), and 40% have children under 18 living at home. Education level is higher than the general traveling population, with 57% having college degrees or more education. They are nearly equally divided between one wage earner households (42%) and two wage earner households (44%). Most have annual household incomes of \$25,000 or more, with a relatively high median household income of about \$50,000.

Satisfaction with Information Received

Most (96%) were satisfied with how quickly they received information from Maine. Seventy-four percent (74%) said the information they received was very helpful, while 24% said the information was somewhat helpful. Forty-two percent (42%) offered suggestions for improving Maine travel information, with most frequent suggestions concerning information about accommodations, maps, information about location of scenic sites, and information about restaurants.

Visits to Maine

Fifty-nine percent (59%) of those who requested information visited Maine during summer 1988. In addition, 19% visited Maine between Labor Day and February 1989 when the survey was done. In total, 64% of those who requested information visited Maine, either during summer 1988 or after Labor Day.

Summer 1988 Visitors

Summer visitors are similar demographically to all who inquired. People from Massachusetts, New Jersey, and New York demonstrated a higher propensity to visit than people from other states included in the survey.

- For 26%, summer 1988 was their first visit to Maine.
- Most visits occurred during July and August.
- Most heavily visited regions were along the coast and included the South Coast (visited by 68%), Mid-Coast (39%), and Down East/ Acadia (29%).
- On average, 2.8 people from each visitor household came to Maine during summer 1988. Thirty-four percent (34%) of the visitor households brought children under 18 with them.
- On average, summer 1988 visitors spent a total of nine nights in Maine.
- Visitors spent most nights in hotels/motels/resorts (51%) or condos/ cabins/ vacation homes (17%).
- Visitors spent about \$750 (mean total expenditure) while in Maine during summer 1988.

Non-Visitors

Sixty-three percent (63%) of those who did not visit during the summer 1988 have been to Maine before, most during the past five years. Most prior visits were in summer or fall.

Primary reasons for not visiting during summer 1988 were lack of enough vacation time (29%) or other commitments (25%). Few expressed negative perceptions about Maine as a travel destination: 14% said Maine is too far to travel, 8% said Maine is too crowded in the summer, and 4% said Maine is too hot or too cold during the summer.

Future Travel Intentions

Of all who inquired, 78% said they are very or somewhat likely to take vacations or short pleasure trips in Maine during the next year. Sixty-one (61%) of those who inquired said they are very or somewhat likely to visit in summer and another 20% said they are very or somewhat likely to visit in the fall.

Travel Information Sources and Magazine Readership

The most frequently mentioned sources of information to help decide where to go for vacations or short pleasure trips are states/provinces (mentioned by 38%), newspaper travel sections (37%), friends and relatives (31%), magazines (26%), and AAA (21%).

Magazines mentioned most often either as sources of travel information or for general readership include Yankee (20%), National Geographic (20%), Time (18%), and Good Housekeeping (17%).

Boston and Maine Market Studies

Summary of Findings

by Londy Swardlick Mackey, Interviews by Market Research Unlimited

Traveler Profiles

Boston and Maine travelers are similar demographically except that Boston travelers have more education (35% college graduates) than Maine travelers (25% college graduates).

Pleasure Travel During the Past Year

Slightly more than half (56%) the Boston travelers visited Maine during the past year. Maine (56%) and New Hampshire (40%) were the most frequent pleasure travel destinations for Boston-area respondents during the past year.

A majority of Maine travelers (85%) took day trips or overnight pleasure trips 50 miles or more from home in-state during the past year. Next most often visited states for Maine travelers were New Hampshire (38%) and Massachusetts (31%).

About three-quarters (77%) of Boston travelers took pleasure trips last summer. Fewer took fall (45%) or winter trips (45%), and only 27% took spring pleasure trips last year. Maine had 53% "share" of the Boston summer travelers. Maine's share of fall (38%), winter (34%), and spring (34%) travelers was lower.

Seventy-six percent (76%) of Maine travelers took summer trips last year. Maine travelers appear to take more trips than Boston-area travelers during fall (60%), winter (55%), and spring (40%). Relatively large numbers of Maine travelers visit in-state during all seasons (81% in summer, 72% in fall, 69% in winter, and 75% in spring).

Maine Visitors

During the past year, Boston visitors' most frequent destination within Maine was the South Coast (visited by 70%). Secondary destinations for Boston-area visitors were Western Lakes & Mountains (19%), Down East/Acadia (15%), and the Mid-Coast (12%). Few visited Kennebec Valley (7%), Katahdin Moosehead (4%), Aroostook (3%), or Sunrise County (1%). In contrast, Maine in-state visitors spread their trips over more regions.

During the past year, visitors from the Boston-area most enjoyed the ocean and coastal sites and activities (36%), the slow and relaxed pace (23%), the picturesque scenery (20%), and the good shopping (20%).

What in-state visitors enjoyed most was the picturesqueness of the state (38%). They also enjoyed the coastal sites and activities (25%). Nearly equal numbers of visitors from Boston (12%) and in-state (11%) said they most enjoyed the inland lakes and streams. Few visitors expressed any complaints about their visits to Maine except for a few mentions of traffic problems.

Non-Visitors

Most of the Boston respondents who did not visit last year have visited Maine during the past five years. Boston respondents who did not visit during the past year perceive Maine as a place to enjoy coastal sites and activities (50%). Secondarily, they see Maine as a place to enjoy inland lakes and streams (19%), a place where the pace is relaxed (18%), and as a picturesque state (17%).

Maine respondents who did not travel in-state during the past year see Maine as a beautiful and picturesque state (33%), where people enjoy coastal sites and activities (30%), where they also enjoy inland lakes and streams (27%).

Non-visitors have few negative perceptions of Maine. The most frequent negative comments relate to travel distance, too little to see and do, and prices.

Future Travel Plans

Half (50%) the Boston-area respondents say they are very likely to visit Maine during the next year. This is about the same number as visited Maine during the past year (56%). This is less than the number who are very likely to travel within Massachusetts during the next year (62%), but slightly more than the number who are very likely to visit New Hampshire (44%).

Nearly three-quarters (72%) of Maine respondents are very likely to take day trips or overnight trips in Maine next year. This is slightly lower than the number who actually travel in-state during the past year (85%). Next most frequently mentioned travel destinations for Maine respondents are New Hampshire (27% very likely to visit) and Massachusetts (19% very likely to visit).

Activities

The activity enjoyed most widely by Boston-area respondents is just getting away with no particular purpose except to relax (61%). Next most frequently mentioned activities include shopping for clothes or crafts (29%), cultural activities (16%), and skiing downhill (16%).

Overall, Maine respondents participate in more activities than Boston respondents. Most frequently mentioned activities for Maine respondents include just getting away (52%), shopping for clothes or crafts (30%), visiting state parks (26%), attending country fairs (23%), cultural activities (21%), freshwater fishing (17%), and boating on inland lakes or streams (16%). Maine respondents are significantly more likely than Boston respondents to attend country fairs, visit state parks, go boating on inland lakes or streams, go freshwater fishing, and go tent camping.

Activities that appear to be least seasonal include just getting away, shopping for clothes or crafts, cultural activities, and shopping for antiques. Maine respondents appear to participate in off-season activities more than Boston respondents.

For Boston respondents, overnight stays are most associated with just getting away, going freshwater or saltwater fishing, or going boating on the coast or inland. Maine respondents are most likely to stay overnight when they just get away, when they go boating inland, and when they go freshwater fishing.

Of the most frequently mentioned activities, Maine is Boston-area respondents' favorite state for:

- Just getting away
- Shopping for clothes or crafts
- Visiting state parks
- Boating on the coast (tied with Massachusetts for favorite state)
- Boating or white water rafting on inland lakes or streams
- Maine is in-state travelers' favorite state for all activities included in the survey.

Media

Magazines most frequently read or subscribed to by Boston respondents include Time (24%), Reader's Digest (17%), Newsweek (13%), National Geographic (11%), and Yankee (11%). Magazines read most by Maine respondents include Reader's Digest (26%), Time (14%), National Geographic (12%), and Good Housekeeping (12%). The Boston Globe is read by significantly more Boston respondents (68%) than the Boston Herald (23%).

Appendix V - Research

A. Annualized Tourism Indicators

EXECUTIVE SUMMARY

The Office of Tourism regularly tracks a number of tourism indicators in the state of Maine. Information analyzed for 1989 includes:

- State-Owned Information Center Visitors
- Mail, Phone 800# Inquiries
- State Parks and Recreational Areas - Day Use and Camping
- Acadia National Park Visitors
- Employment in Restaurant and Lodging Facilities
- Immigration: Selected Alien Border Crossings into Maine
- 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 1988 to 1989.

Summary and Conclusions

Increase in total walk in inquiries at the Maine Publicity Bureau of 4.6%. Mail, phone and 1-800# inquiries are down 25.9%.

Increase in visitors to Acadia National Park of 20%. **Decrease** in visitors and campers using State Parks and Recreation facilities of 2.8%.

Increase in the number of persons employed in Restaurant and Lodging facilities of 6% and 4.6% respectively.

Increase in the number of aliens entering Maine at the Houlton, Jackman, Madawaska, Fort Fairfield, Lubec, Calais, Bangor and Portland of 4.2%.

Increase in Restaurant taxable sales of 3.9%, Lodging establishments' taxable sales of 6.4%.

Increase in Bangor International Airport enplanements by 8.6% and deplanements by 12.7%. **Decrease** in Portland International Jetport's enplanements by 2.6% and deplanements by 2.3%

Increase in passenger traffic on the Maine Turnpike of .7%

Maine Publicity Bureau (MPB) Information Center Visitors - All locations													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
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
1989	19,509	22,176	26,716	38,843	61,466	109,194	218,408	240,694	127,332	90,045	31,244	19,493	1,005,120
% diff. 88/89	7.83%	11.82%	2.43%	10.16%	9.57%	3.29%	0.08%	6.54%	5.51%	13.51%	-6.35%	-12.45%	4.61%
MPB State-Owned Information Center Visitors (Yarmouth Center opened 3/88)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	13,169	18,265	20,425	27,331	44,358	83,462	165,879	172,262	82,623	56,059	24,651	17,168	725,652
1988	16,702	18,427	24,062	35,259	55,197	98,703	199,413	207,244	112,242	74,745	33,364	22,265	897,623
1989	19,509	22,176	26,716	38,843	60,205	103,054	203,234	227,342	119,429	85,492	31,244	19,493	956,737
% diff. 88/89	16.81%	20.35%	11.03%	10.16%	9.07%	4.41%	1.92%	9.70%	6.40%	14.38%	-6.35%	-12.45%	6.59%
MPB Telephone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
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
1989	1,623	1,827	2,747	2,972	3,674	4,179	3,591	2,752	1,551	829	713	635	27,093
% diff. 88/89	44.01%	12.43%	19.64%	19.89%	17.79%	-6.09%	-8.21%	-19.91%	-43.02%	7.11%	16.89%	17.59%	0.01%
MPB 800# Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
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
1989	2,473	1,505	2,338	4,794	6,039	4,339	3,424	3,319	4,211	1,210	1,237	913	35,802
% diff. 88/89	112.64%	98.55%	56.60%	70.91%	14.31%	15.37%	-10.13%	-38.57%	-74.12%	-18.02%	-21.96%	-68.14%	-23.30%
MPB Mail Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
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
1989	7,058	7,082	8,672	7,394	7,587	6,020	4,081	5,939	4,148	4,349	2,953	2,827	68,110
% diff. 88/89	45.86%	-16.69%	-12.39%	-12.94%	-39.33%	-68.18%	-65.51%	-32.29%	-24.00%	-22.24%	-30.71%	-30.13%	-33.95%
MPB Mail/Phone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	6,972	8,793	19,217	18,765	18,105	13,532	12,003	12,491	11,452	5,186	5,533	5,093	137,142
1988	7,129	10,884	13,687	13,777	20,907	27,132	19,556	17,610	24,454	7,843	6,457	7,452	176,888
1989	11,154	10,414	13,757	15,160	17,300	14,538	11,096	12,010	9,910	6,388	4,903	4,375	131,005
% diff. 88/89	56.46%	-4.32%	0.51%	10.04%	-17.25%	-46.42%	-43.26%	-31.80%	-59.47%	-18.55%	-24.07%	-41.29%	-25.94%

Acadia Visitors													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
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
1989	56,837	57,735	126,922	304,011	594,955	720,211	1,015,258	1,060,783	682,392	626,057	318,580	65,847	5,629,588
% diff. 88/89	-3.97%	26.11%	81.38%	27.00%	28.22%	20.49%	24.49%	14.62%	10.55%	32.82%	-0.20%	-0.28%	20.01%
State Park Day Visitors													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	183,584	(Included in January figure)			174,003	283,826	554,177	537,463	163,511	90,993	43,737	(Nov+Dec)	2,031,294
1988	165,930	(included in January figure)			165,881	342,042	542,306	527,476	181,688	92,629	55,081	(Nov+Dec)	2,073,033
1989	156,638	(included in January figure)			150,043	293,544	637,914	392,601	230,866	107,526	45,878	(Nov+Dec)	2,015,010
% diff. 88/89	-5.60%				-9.55%	-14.18%	17.63%	-25.57%	27.07%	16.08%	-16.71%		-2.80%
State Park Campers													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	279	(included in January figure)			12,688	25,785	73,777	71,863	23,492	3,249	68	(Nov+Dec)	211,201
1988	341	(Included in January figure)			14,723	26,751	74,791	72,176	24,155	4,336	48	(Nov+Dec)	217,321
1989	936	(included in January figure)			15,065	25,707	74,160	70,620	21,839	2,712	43	(Nov+Dec)	211,082
% diff. 88/89	174.49%				2.32%	-3.90%	-0.84%	-2.16%	-9.59%	-37.45%	-10.42%		-2.87%
State Park Day Visitors and Campers													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	183,863	(Included in January figure)			186,691	309,611	627,954	609,326	187,003	94,242	43,805	(Nov+Dec)	2,242,495
1988	166,271	(Included in January figure)			180,604	368,793	617,097	599,652	205,843	96,965	55,129	(Nov+Dec)	2,290,354
1989	157,574	(included in January figure)			165,108	319,251	712,074	463,221	252,705	110,238	45,921	(Nov+Dec)	2,226,092
% diff. 88/89	-5.23%				-8.58%	-13.43%	15.39%	-22.75%	22.77%	13.69%	-16.70%		-2.81%

US Immigration: Selected Non-U.S. Citizen Border Crossings													
Houlton													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	102,709	88,722	114,073	128,629	146,223	156,935	243,669	293,727	245,754	192,980	151,383	146,141	2,010,945
1988	140,351	127,539	166,956	165,373	175,539	186,995	264,677	294,906	237,034	231,004	191,150	192,014	2,373,538
1989	174,153	168,416	195,611	192,684	194,526	209,886	271,953	296,614	237,757	232,157	209,416	195,379	2,578,552
% diff. 88/89	24.08%	32.05%	17.16%	16.51%	10.82%	12.24%	2.75%	0.58%	0.31%	0.50%	9.56%	1.75%	8.64%
Jackman													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	12,887	13,260	15,033	11,723	14,432	23,084	67,809	68,216	23,997	20,998	20,631	15,287	307,357
1988	16,992	15,903	15,560	11,251	14,379	28,681	79,044	84,417	25,221	19,392	18,505	14,329	343,674
1989	15,267	12,376	14,118	10,688	11,609	21,313	65,760	55,491	25,467	19,746	18,525	13,354	283,714
% diff. 88/89	-10.15%	-22.18%	-9.27%	-5.00%	-19.26%	-25.69%	-16.81%	-34.27%	0.98%	1.83%	0.11%	-6.80%	-17.45%
Madawaska													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	117,171	109,014	121,522	126,754	140,528	134,834	158,737	147,324	138,060	133,358	131,208	155,148	1,613,658
1988	129,874	132,275	156,215	154,552	187,355	222,395	197,551	181,222	142,989	172,971	150,486	159,740	1,987,625
1989	142,068	137,497	159,627	160,747	187,319	206,029	200,603	168,382	171,523	176,674	167,438	173,232	2,051,139
% diff. 88/89	9.39%	3.95%	2.18%	4.01%	-0.02%	-7.36%	1.54%	-7.09%	19.96%	2.14%	11.26%	8.45%	3.20%
Fort Fairfield													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	46,964	38,062	45,931	55,012	54,848	60,797	75,144	58,184	58,564	56,824	55,088	49,698	655,116
1988	51,076	41,636	48,430	59,375	68,666	71,139	96,165	66,675	76,460	81,754	68,000	72,628	802,004
1989	63,042	56,056	66,858	57,401	70,540	72,950	96,382	88,100	86,444	90,147	70,266	71,494	889,680
% diff. 88/89	23.43%	34.63%	38.05%	-3.32%	2.73%	2.55%	0.23%	32.13%	13.06%	10.27%	3.33%	-1.56%	10.93%
Portland													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	112	123	129	96	613	963	1,603	1,902	1,160	967	134	323	8,125
1988	143	97	206	199	744	965	1,677	1,849	1,272	660	26	31	7,869
1989	44	45	37	58	539	1,049	1,710	2,096	1,299	742	29	15	7,663
% diff. 88/89	-69.23%	-53.61%	-82.04%	-70.85%	-27.55%	8.70%	1.97%	13.36%	2.12%	12.42%	11.54%	-51.61%	-2.62%

US Immigration: Selected Non-U.S. Citizen Border Crossings													
Bangor													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	511	412	592	613	268	1,388	3,427	6,962	2,832	1,191	629	769	19,594
1988	706	608	627	680	628	1,571	4,269	5,411	3,210	1,355	550	472	20,087
1989	582	595	886	924	901	1,428	4,374	5,673	2,852	1,554	733	536	21,038
% diff. 88/89	-17.56%	-2.14%	41.31%	35.88%	43.47%	-9.10%	2.46%	4.84%	-11.15%	14.69%	33.27%	13.56%	4.73%
Lubec													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	28,517	27,648	22,879	31,553	33,593	40,883	66,578	73,839	68,743	51,279	42,126	37,248	524,886
1988	39,087	35,962	37,821	46,386	47,055	60,485	68,730	85,755	70,402	50,805	40,790	37,692	620,970
1989	38,184	37,508	32,881	41,915	49,355	63,540	82,357	91,105	76,746	52,134	42,812	37,712	646,249
% diff. 88/89	-2.31%	4.30%	-13.06%	-9.64%	4.89%	5.05%	19.83%	6.24%	9.01%	2.62%	4.96%	0.05%	4.07%
Calais													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	236,794	215,716	214,713	252,847	257,892	334,421	419,783	474,312	343,516	274,311	264,655	252,496	3,541,456
1988	239,631	227,599	217,716	257,446	264,279	342,138	423,878	476,318	348,232	279,714	268,513	255,281	3,600,745
1989	241,124	228,311	224,376	260,976	266,092	354,175	426,446	478,232	350,473	287,630	270,768	294,920	3,683,523
% diff. 88/89	0.62%	0.31%	3.06%	1.37%	0.69%	3.52%	0.61%	0.40%	0.64%	2.83%	0.84%	15.53%	2.30%
US Immigration: Total of Selected Non-U.S. Citizen Border Crossings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	545,665	492,957	534,872	607,227	648,397	753,305	1,036,750	1,124,466	882,626	731,908	665,854	657,110	8,681,137
1988	617,860	581,619	643,531	695,262	758,645	914,369	1,135,991	1,196,553	904,820	837,655	738,020	732,187	9,756,512
1989	674,464	640,804	694,394	725,393	780,881	930,370	1,149,585	1,185,693	952,561	860,784	779,987	786,642	10,161,558
% diff. 88/89	9.16%	10.18%	7.90%	4.33%	2.93%	1.75%	1.20%	-0.91%	5.28%	2.76%	5.69%	7.44%	4.15%

Taxable Sales Statewide- Restaurant (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$46,475	\$49,461	\$52,846	\$55,310	\$66,727	\$76,577	\$100,477	\$106,508	\$82,939	\$70,447	\$57,222	\$62,059	\$827,048
1988	\$53,788	\$51,689	\$59,278	\$62,670	\$72,451	\$83,694	\$112,478	\$114,788	\$94,620	\$77,218	\$63,473	\$68,749	\$914,896
1989	\$57,466	\$55,228	\$62,983	\$67,347	\$73,975	\$85,775	\$116,139	\$117,403	\$95,246	\$81,594	\$61,658	\$75,782	\$950,596
% diff. 88/89	6.84%	6.85%	6.25%	7.46%	2.10%	2.49%	3.25%	2.28%	0.66%	5.67%	-2.86%	10.23%	3.90%
Taxable Sales Statewide- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$6,125	\$6,828	\$7,071	\$7,144	\$10,762	\$20,067	\$44,999	\$47,884	\$28,522	\$18,206	\$7,440	\$7,309	\$216,853
1988	\$6,958	\$7,851	\$9,401	\$8,287	\$12,319	\$23,324	\$52,487	\$53,884	\$32,683	\$19,741	\$9,293	\$8,652	\$248,818
1989	\$7,869	\$8,792	\$10,729	\$9,956	\$13,644	\$24,508	\$55,474	\$57,445	\$34,646	\$22,829	\$9,789	\$9,005	\$264,686
% diff. 88/89	13.09%	11.99%	14.13%	20.14%	10.76%	5.08%	5.69%	6.61%	6.01%	15.64%	5.34%	4.07%	6.38%
Taxable Sales Statewide- Restaurant and Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$52,600	\$56,289	\$59,917	\$62,454	\$77,489	\$96,644	\$145,476	\$154,392	\$111,461	\$88,653	\$64,662	\$69,368	\$1,039,405
1988	\$60,746	\$59,540	\$68,679	\$70,957	\$84,770	\$107,018	\$164,965	\$168,672	\$127,303	\$96,959	\$72,766	\$77,401	\$1,159,776
1989	\$65,335	\$64,020	\$73,712	\$77,303	\$87,619	\$110,283	\$171,613	\$174,848	\$129,892	\$104,423	\$71,447	\$84,787	\$1,215,282
% diff. 88/89	7.55%	7.52%	7.33%	8.94%	3.36%	3.05%	4.03%	3.66%	2.03%	7.70%	-1.81%	9.54%	4.79%
Taxable Sales Statewide- Consumer (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$390,770	\$410,407	\$477,781	\$540,593	\$589,148	\$679,393	\$716,765	\$751,273	\$689,195	\$639,172	\$563,844	\$730,736	\$7,179,077
1988	\$451,855	\$456,197	\$562,936	\$573,307	\$640,886	\$744,438	\$752,318	\$809,774	\$730,028	\$671,198	\$629,561	\$792,862	\$7,815,360
1989	\$468,080	\$453,790	\$548,881	\$563,909	\$662,809	\$746,981	\$752,129	\$823,056	\$723,152	\$651,402	\$598,748	\$743,657	\$7,736,593
% diff. 88/89	3.59%	-0.53%	-2.50%	-1.64%	3.42%	0.34%	-0.03%	1.64%	-0.94%	-2.95%	-4.89%	-6.21%	-1.01%
Taxable Sales Northern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$218	\$195	\$227	\$228	\$372	\$469	\$500	\$558	\$618	\$408	\$427	\$242	\$4,472
1988	\$214	\$205	\$241	\$214	\$312	\$448	\$535	\$516	\$569	\$382	\$403	\$252	\$4,872
1989	\$217	\$234	\$711	\$296	\$460	\$556	\$627	\$626	\$656	\$495	\$475	\$323	\$5,677
% diff. 88/89	1.47%	14.38%	195.02%	38.32%	47.44%	24.22%	17.20%	21.32%	15.24%	29.58%	17.84%	28.25%	16.51%
Taxable Sales Penobscot ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$848	\$881	\$1,001	\$1,105	\$1,377	\$1,738	\$2,558	\$2,976	\$2,284	\$2,045	\$1,266	\$955	\$19,589
1988	\$884	\$1,027	\$1,251	\$1,264	\$1,568	\$1,831	\$3,220	\$3,274	\$2,932	\$2,316	\$1,644	\$1,105	\$22,839
1989	\$1,052	\$1,165	\$1,559	\$1,341	\$1,902	\$2,234	\$3,288	\$3,823	\$3,155	\$2,713	\$1,899	\$1,243	\$25,374
% diff. 88/89	19.00%	13.44%	24.62%	6.09%	21.30%	22.01%	2.11%	16.77%	7.60%	17.13%	15.53%	12.49%	11.10%

Taxable Sales Eastern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$233	\$306	\$348	\$387	\$996	\$2,594	\$6,198	\$7,172	\$4,927	\$2,297	\$670	\$462	\$26,780
1988	\$337	\$369	\$398	\$464	\$1,178	\$3,108	\$7,542	\$9,062	\$5,702	\$2,982	\$573	\$557	\$32,549
1989	\$416	\$412	\$521	\$575	\$1,566	\$3,604	\$7,854	\$9,100	\$6,159	\$3,132	\$624	\$558	\$34,520
% diff. 88/89	23.61%	11.65%	30.90%	23.92%	32.94%	15.96%	4.14%	0.42%	8.01%	5.04%	8.81%	0.16%	6.06%
Taxable Sales Mid Coast ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$590	\$490	\$518	\$791	\$1,322	\$2,731	\$6,237	\$7,075	\$4,594	\$2,484	\$628	\$647	\$28,161
1988	\$420	\$510	\$578	\$765	\$1,393	\$3,141	\$6,933	\$7,784	\$5,250	\$2,900	\$1,233	\$1,039	\$32,424
1989	\$760	\$702	\$794	\$835	\$1,496	\$3,482	\$7,299	\$8,329	\$5,412	\$2,922	\$992	1010.6	\$34,033
% diff. 88/89	80.95%	37.65%	37.37%	9.15%	7.39%	10.86%	5.28%	7.00%	3.08%	0.74%	-19.56%	-2.73%	4.96%
Taxable Sales Kennebec ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$536	\$594	\$610	\$713	\$1,037	\$1,225	\$1,774	\$2,129	\$1,292	\$1,129	\$740	\$652	\$12,653
1988	\$653	\$724	\$720	\$695	\$1,131	\$1,379	\$2,102	\$2,663	\$1,498	\$1,401	\$893	\$595	\$14,469
1989	\$613	\$702	\$729	\$723	\$1,121	\$1,335	\$2,214	\$2,446	\$1,622	\$1,424	\$907	644.9	\$14,480
% diff. 88/89	-6.13%	-3.04%	1.25%	4.03%	-0.88%	-3.19%	5.33%	-8.15%	8.25%	1.63%	1.56%	8.39%	0.08%
Taxable Sales Androscoggin ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$1,716	\$2,176	\$1,918	\$692	\$830	\$1,211	\$1,950	\$2,280	\$1,571	\$1,160	\$587	\$1,531	\$19,390
1988	\$2,023	\$2,729	\$3,076	\$749	\$976	\$1,437	\$2,283	\$2,390	\$1,798	\$1,240	\$725	\$1,810	\$21,330
1989	\$2,620	\$2,878	\$2,772	\$998	\$881	\$1,448	\$2,131	\$2,839	\$1,777	\$1,348	\$757	1939.5	\$22,389
% diff. 88/89	29.51%	5.46%	-9.88%	33.24%	-9.73%	0.77%	-6.66%	18.79%	-1.16%	8.74%	4.39%	7.15%	4.96%
Taxable Sales Cumberland ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$1,593	\$1,746	\$1,825	\$2,143	\$2,348	\$3,907	\$6,963	\$7,675	\$5,669	\$5,226	\$2,141	\$1,687	\$43,748
1988	\$1,864	\$1,623	\$2,433	\$2,483	\$2,935	\$5,438	\$8,276	\$8,965	\$5,863	\$3,911	\$2,683	\$2,438	\$50,014
1989	\$1,646	\$2,026	\$2,845	\$2,770	\$3,304	\$4,628	\$9,612	\$9,716	\$6,701	\$6,143	\$2,855	\$2,222	\$54,467
% diff. 88/89	-11.70%	24.83%	16.93%	11.56%	12.57%	-14.90%	16.14%	8.38%	14.29%	57.07%	6.41%	-8.88%	8.90%
Taxable Sales Southern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	\$391	\$440	\$623	\$1,081	\$2,472	\$6,165	\$18,762	\$17,919	\$7,525	\$3,434	\$976	\$1,125	\$61,777
1988	\$561	\$662	\$700	\$1,646	\$2,819	\$6,508	\$21,505	\$19,105	\$9,016	\$4,573	\$1,124	\$845	\$69,913
1989	\$540	\$667	\$787	\$2,403	\$2,888	\$7,167	\$22,298	\$20,415	\$9,091	\$4,603	\$1,261	\$1,049	\$73,168
% diff. 88/89	-3.74%	0.76%	12.43%	45.99%	2.45%	10.13%	3.69%	6.86%	0.83%	0.65%	12.16%	24.11%	4.66%

Employment - Restaurant													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVERAGE
1987	25,000	25,200	26,300	28,200	30,800	34,300	37,000	37,100	34,300	31,200	29,100	28,500	30,583
1988	26,900	27,100	27,900	30,400	33,100	36,400	39,000	39,300	36,800	36,400	34,300	33,700	33,442
1989	30,600	30,400	31,000	32,900	35,400	39,000	41,700	41,900	38,800	35,400	34,900	33,200	35,433
% diff. 88/89	13.75%	12.18%	11.11%	8.22%	6.95%	7.14%	6.92%	6.62%	5.43%	-2.75%	1.75%	-1.48%	5.96%
Employment - Lodging													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVERAGE
1987	5,500	5,600	5,700	6,900	8,400	10,500	13,900	14,700	11,100	9,100	7,000	6,300	8,725
1988	5,700	5,800	6,000	7,200	8,800	10,900	13,800	14,600	11,600	10,300	8,700	8,200	9,300
1989	6,500	6,500	6,700	7,700	9,200	11,900	14,200	14,800	11,800	10,400	8,800	8,200	9,725
% diff. 88/89	14.04%	12.07%	11.67%	6.94%	4.55%	9.17%	2.90%	1.37%	1.72%	0.97%	1.15%	0.00%	4.57%
Turnpike Traffic (measured in thousands of vehicles)													
Passenger Vehicles													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	1,433	1,512	1,682	1,807	2,106	2,226	2,957	3,087	2,320	2,225	1,950	1,939	25,244
1988	1,706	1,637	1,897	2,014	2,311	2,452	3,233	3,229	2,517	2,379	2,140	2,074	27,589
1989	1,784	1,658	1,957	2,027	2,317	2,503	3,198	3,273	2,553	2,417	2,094	1,995	27,774
% diff. 88/89	4.55%	1.30%	3.16%	0.66%	0.24%	2.06%	-1.07%	1.35%	1.42%	1.58%	-2.14%	-3.83%	0.67%
Passenger Vehicles with Trailers													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	8	9	9	13	31	33	65	63	34	21	14	9	309
1988	10	10	10	14	32	35	71	61	36	21	14	9	323
1989	12	13	12	14	30	37	68	60	36	20	14	10	327
% diff. 88/89	23.38%	33.30%	23.65%	-2.99%	-4.91%	4.69%	-4.09%	-1.92%	0.62%	-3.69%	-2.19%	11.06%	1.16%
Total Passenger Traffic													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	1,441	1,521	1,691	1,820	2,137	2,259	3,022	3,150	2,354	2,246	1,964	1,948	25,553
1988	1,716	1,647	1,907	2,028	2,343	2,487	3,304	3,290	2,553	2,400	2,154	2,083	27,912
1989	1,796	1,672	1,969	2,041	2,347	2,539	3,266	3,332	2,589	2,437	2,108	2,005	28,101
% diff. 88/89	4.66%	1.50%	3.27%	0.64%	0.17%	2.10%	-1.14%	1.29%	1.41%	1.54%	-2.14%	-3.76%	0.68%

Portland Airport													
Boardings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	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
1988	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
1989	38,941	41,417	46,402	49,580	43,218	51,417	63,537	74,982	52,373	55,933	44,133	42,133	604,066
% diff. 88/89	-1.14%	-4.34%	-8.49%	-4.11%	-6.62%	-2.07%	-1.58%	-3.93%	2.34%	1.45%	0.24%	-2.26%	-2.56%
Deplanings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	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
1988	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
1989	36,163	39,404	46,164	52,123	46,177	54,474	66,705	68,794	50,359	51,346	43,836	43,766	599,311
% diff. 88/89	1.84%	-3.81%	-6.99%	-0.27%	-7.20%	-7.78%	-3.14%	-0.70%	1.96%	0.37%	0.26%	-0.20%	-2.31%
Bangor Airport													
Boardings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	11,510	12,533	15,634	15,184	13,594	15,368	19,029	33,276	16,070	16,259	11,699	13,176	193,332
1988	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
1989	12,161	12,939	16,235	14,985	13,497	17,230	22,835	24,927	18,410	17,714	13,914	13,860	198,707
% diff. 88/89	8.51%	6.54%	9.36%	6.72%	9.44%	14.39%	19.03%	2.80%	6.00%	6.63%	8.43%	5.72%	8.59%
Deplanings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1987	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	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
1989	10,838	11,142	14,940	14,740	14,773	17,303	21,218	23,553	18,051	16,419	13,674	14,170	190,821
% diff. 88/89	-0.08%	14.91%	8.13%	6.70%	14.20%	13.60%	10.76%	13.43%	21.86%	14.75%	16.46%	15.85%	12.68%

DEFINITIONS OF ECONOMIC SUMMARY AREAS AND DISTRICTS

Southern Maine Economic Summary District

Kittery Area: Eliot, Kittery, South Berwick, Ogunquit, Wells, York

Kennebunk Area: Arundel, Kennebunk, Kennebunkport

Biddeford Area: Biddeford, Buxton, Dayton, Hollis, Limington, Old Orchard Beach, Saco

Sanford Area: Acton, Alfred, Berwick, Lebanon, Limerick, Lyman, Newfield, North Berwick, Sanford, Shapleigh, Waterboro

Fryeburg Area: Baldwin, Brownfield, Cornish, Denmark, Fryeburg, Hiram, Lovell, Parsonfield, Porter, Stoneham, Stow, Sweden

Cumberland Economic Summary District

Portland Area: Portland, South Portland, Westbrook

Portland Suburban Area: Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, North Yarmouth, Pownal, Scarborough, Yarmouth

Sebago Lake Region Area: Bridgton, Casco, Gray, Harrison, Naples, Raymond, Sebago, Standish, Windham

Androscoggin Economic Summary District

Lewiston Area: Auburn, Lewiston, Lisbon

Lewiston Suburban Area: Durham, Greene, Leeds, Mechanic Falls, Minot, New Gloucester, Poland, Sabattus, Turner, Wales

Paris Area: Albany Township, Buckfield, Greenwood, Hartford, Hebron, Norway, Otisfield, Oxford, Paris, Sumner, Waterford, West Paris, Woodstock

Rumford Area: Andover, Bethel, Byron, Carthage, Dixfield, Grafton Township, Hanover, Mason Township, Mexico, Milton Township, Newry, Peru, Riley Township, Roxbury, Rumford, Upton

Farmington Area: Avon, Chesterville, Farmington, Industry, New Sharon, New Vineyard, Perkins Township, Phillips, Strong, Temple, Washington Township, Weld, Wilton

Livermore Area: Canton, Fayette, Jay, Livermore, Livermore Falls

Rangeley Area: Adamstown, Carrabassett Valley, Coburn Gore, Coplin Plantation, Dallas Plantation, Davis Township, Eustis, Freeman Township, Kingfield, Lincoln Plantation, Madrid, Magalloway Plantation, Rangeley, Rangeley Plantation, Salem Township, Sandy River Plantation

Kennebec Economic Summary District

Augusta Area: Augusta, Chelsea, Farmingdale, Gardiner, Hallowell, Hibberts Gore, Litchfield, Manchester, Monmouth, Mount Vernon, Pittston, Randolph, Readfield, Richmond, Somerville, Vienna, Wayne, West Gardiner, Whitefield, Windsor, Winthrop

Waterville Area: Albion, Belgrade, Benton, China, Clinton, Fairfield, Freedom, Oakland, Palermo, Rome, Sidney, Smithfield, Thorndike, Troy, Unity, Unity Township, Vassalboro, Waterville, Winslow

Skowhegan Area: Anson, Athens, Canaan, Cornville, Embden, Harmony, Madison, Mercer, New Portland, Norridgewock, Skowhegan, Solon, Starks

Pittsfield Area: Burnham, Cambridge, Detroit, Hartland, Palmyra, Pittsfield, Ripley, St. Albans

Jackman Area: Bingham, Brighton Plantation, Caratunk Plantation, Concord, Dennistown Plantation, Highland Plantation, Holeb Township, Jackman, Lexington Township, Long Pond Township, Moose River, Moscow, Pleasant Ridge Plantation, Rockwood Strip, The Forks Plantation, West Forks Plantation

Mid Coast Economic Summary District

Brunswick Area: Arrowsic, Bath, Bowdoin, Bowdoinham, Brunswick, Dresden, Georgetown, Harpswell, Perkins Township, Phippsburg, Topsham, West Bath, Woolwich

Damariscotta Area: Alna, Boothbay, Boothbay Harbor, Bremen, Bristol, Damariscotta, Edgecomb, Jefferson, Monhegan Island, Newcastle, Nobleboro, South Bristol, Southport, Waldoboro, Westport, Wiscasset

Rockland Area: Cushing, Friendship, Matinicus Isle Plantation, North Haven, Owls Head, Rockland, St. George,

South Thomaston, Thomaston, Union, Vinalhaven, Warren, Washington
Camden Area: Appleton, Camden, Hope, Islesboro, Lincolnville, Rockport
Belfast Area: Belfast, Belmont, Brooks, Jackson, Knox, Liberty, Monroe, Montville, Morrill, Northport, Searsmont, Swanville, Waldo

Eastern Maine Economic Summary District

Ellsworth Area: Amherst, Aurora, Bucksport, Dedham, Eastbrook, Ellsworth, Franklin, Gouldsboro, Hancock, Lamoine, Mariaville, Orland, Osborn, Otis, Sorrento, Sullivan, Surry, Trenton, Verona, Waltham, Winter Harbor
Blue Hill Area: Blue Hill, Brooklin, Brooksville, Castine, Deer Isle, Isle Au Haut, Penobscot, Sedgwick, Stonington
Bar Harbor Area: Bar Harbor, Cranberry Isles, Long Island Plantation, Mount Desert, Southwest Harbor, Swans Island, Tremont
Jonesport Area: Addison, Beals, Beddington, Centerville, Cherryfield, Columbia, Columbia Falls, Deblois, Harrington, Jonesboro, Jonesport, Milbridge, Steuben
Machias Area: Cutler, East Machias, Machias, Machiasport, Marion Township, Marshfield, Northfield, Roque Bluffs, Wesley, Whiting, Whitneyville
Eastport Area: Dennysville, Eastport, Edmunds Township, Lubec, No. 14 Plantation, Pembroke, Perry, Trescott Township
Calais Area: Alexander, Baileyville, Baring Plantation, Brookton Township, Calais, Charlotte, Codyville, Crawford, Cooper, Forest Township, Grand Lake Stream, Lambert Lake, Meddybemps, No. 21 Plantation, Princeton, Robbinston, Talmadge, Topsfield, Vanceboro, Waite

Penobscot Economic Summary District

Winterport Area: Frankfort, Prospect, Searsport, Stockton Springs, Winterport
Bangor Area: Bangor, Brewer, Indian Island, Old Town, Orono, Veazie
Bangor Suburban: Alton, Argyle Township, Bradley, Carmel, Clifton, Corinna, Corinth, Dixmont, Eddington, Etna, Exeter, Glenburn, Greenbush, Greenfield, Hampden, Hermon, Holden, Hudson, Kenduskeag, Levant, Milford, Newburgh, Newport, Orrington, Plymouth, Stetson
Dover-Foxcroft Area: Abbott, Atkinson, Bernard Plantation, Beaver Cove, Blanchard Plantation, Bowerbank, Bradford, Brownville, Charleston, Dexter, Dover-Foxcroft, Elliottsville Plantation, Garland, Greenville, Guilford, Kingsbury Plantation, Lakeville Plantation, Lagrange, Medford, Milo, Monson, Orneville Township, Parkman, Sangerville, Sebec, Shirley, Wellington, Williamsburg Township, Willimantic
Lincoln Area: Burlington, Carroll Plantation, Chester, Drew Plantation, Enfield, Grand Falls Plantation, Howland, Kingman Township, Lee, Lincoln, Lowell, Mattawamkeag, Maxfield, Passadumkeag, Prentiss Plantation, Seboeis, Springfield, Webster Plantation, Winn
Millinocket Area: East Millinocket, Grindstone, Medway, Millinocket, Woodville

Northern Maine Economic Summary District

Houlton Area: Amity, Bancroft, Cary Plantation, Danforth, Glenwood Plantation, Hammond Plantation, Haynesville, Hodgdon, Houlton, Littleton, Ludlow, Macwahoc, Monticello, New Limerick, Orient, Reed Plantation, Weston
Patten Area: Benedicta, Crystal, Dyerbrook, Hersey, Island Falls, Moro Plantation, Mt. Chase Plantation, Oakfield, Patten, Sherman, Symrna, Stacyville
Presque Isle Area: Ashland, Blaine, Bridgewater, Caribou, Caswell Plantation, Castle Hill, Chapman, Clayton Lake, Connor Township, Easton, Fort Fairfield, Garfield Plantation, Limestone, Mapleton, Mars Hill, Masardis, Nashville Plantation, New Sweden, Oxbow Plantation, Perham, Portage Lake, Presque Isle, Stockholm, Wade, Washburn, Westfield, Westmanland Plantation, Woodland, E. Plantation
Madawaska Area: Cyr Plantation, Grand Isle, Hamlin Plantation, Madawaska, Van Buren
Fort Kent Area: Allagash Plantation, Eagle Lake, Frenchville, Fort Kent, New Canada Plantation, St. Agatha, St. Francis, St. John Plantation, Wallagrass Plantation, Winterville Plantation

MAINE TOURISM FACTS

A Reference Guide to Maine's Tourism Industry, 1988

Tourism Contributes to Our Quality of Life

- Tourism contributes to the preservation of our cultural, natural and historic sites.
- Tourism heightens awareness of the need to conserve, protect and maintain our natural wonders.
- Tourism helps to educate our children through taxes paid by visitors. It also helps all Maine people to learn more about our state's rich history and unique natural wonders.
- Tourism allows us to share our culture and heritage with people from all over the world.

Tourism Works for Maine

- Visitors spend \$2 billion per year on food, lodging and leisure time activities in Maine. That represents an impact of more than \$5.5 million a day by Maine's tourism industry.
- In terms of gross revenue, tourism is second only to the paper industry.
- Tourism provides \$95 million a year in state tax revenues. That works out to \$260,000 for every day of the year. For every dollar the state invested in Maine tourism, \$34 were returned as state tax revenues.
- Tourism is Maine's largest employer providing 60,000 jobs across the state. That is more than one out of every ten Maine jobs.

Tourism, The Big Picture

- U.S. travel industry receipts grew 7.9%.
- 1.24 billion people took trips in the U.S., an increase of 4.2%.
- Restaurant and lodging sales in Maine increased by 12%, while Vermont's only increased 8%, New Hampshire's 9% and the U.S. as a whole 7%.
- By the year 2000, tourism will be the largest industry in the U.S.
- On a per capita basis, spending by tourists in Maine is ranked seventh of all 50 states.

Tourism, All Regions, All Seasons

Managing and promoting tourism is working.

- Requests for information about vacationing in Maine increased by 183,000 or 19%.
- Visitation at Houlton and Calais information centers increased 8% and 17%, respectively.
- Border crossings by foreign nationals increased 20% at Jackman, Houlton and Madawaska customs stations.
- Sales in restaurants and lodging establishments increased 17% in Eastern Maine, 7% in Northern Maine and 12% in Kennebec District.

Tourism, State Programs

- Tourism Partnership Program provides grants for innovative local and regional promotional projects.
- Regional Development and Management Program assists regional groups in developing strategies to enhance development, guide management and support promotion of tourism.
- Marketing efforts concentrate on all regions and seasons to balance tourism benefits by introducing visitors to new destinations and seasons.
- Meeting, Conference and Group Travel initiatives bring economic benefits to the state using existing infrastructure and facilities.

MAINE. The Way Life Should Be.

Maine Office of Tourism
Department of Economic and Community Development
State House Station #59
Augusta, Maine 04333
(207) 289-5710

All comparisons are 1987 to 1988. Sources include U.S. Travel Data Center, Maine State Planning Office, Maine Department of Labor, U.S. Customs Service, Maine Department of Taxation, University of Wisconsin, Travel and Tourism Government Affairs Council, and Vermont and New Hampshire Tourism Offices.

Appendix VI - Film

A. Filming Activities and Expenditures

January-December 1989

The Maine Film Commission worked on more than 140 potential productions this year. Of these, the following contributed to the Maine economy.

	<u>Approximate \$ Staying in Maine</u>
Feature Films	
Bed and Breakfast*	\$ 960,708
A Cry for Life*	\$ 67,750
Back East	\$ 700
Television Specials	
Buckminster Fuller (PBS)*	\$ 9,940
North Wilderness*	\$ 9,850
Nature Scene*	\$ 8,154
Discover*	\$ 8,560
The Sixties**	\$1,000,000
Great American TV Poll (pilot)*	\$ 1,225
Brink of Disaster (film promotional)*	\$ 12,000
Hunnewell Valley Mud Run (sports cable special)*	\$ 2,175
Nippon Network (footage)	\$ 5,000
MacNeil-Lehrer*	\$ 5,000
CFCF-TV*	\$ 10,300
Bed & Breakfast Stars Interview*	\$ 1,000
WBLZ Sea Kayak Special*	\$ 2,150
Commercials/Industrials/Misc.	
J. Crew*	\$ 9,750
Dristan	\$ 510
Welch's Juice	\$ 150
Gorton Seafood	\$ 250
CMP*	\$ 5,000
Anderson Windows*	\$ 27,000
Johnny Walker Red	\$ 1,200
Harley Davidson	\$ 300
Cadillac	\$ 1,500
Elle Magazine*	\$ 16,900
Dexter Shoe*	\$ 7,520
Delta Airlines*	\$ 4,100
Guilford Industries*	\$ 5,050
<u>Howard McCain (student film)*</u>	<u>\$ 75</u>
Total Income	\$2,183,817

* indicates projects that were filmed/produced in Maine.

** The Maine Film Commisison helped out with this production, but credit for bringing the TV series "The Sixties," to Maine goes to David Hoffman of Varied Directions, Camden.

For every dollar spent to maintain the office and services of the Maine Film Commission, approximately \$35 is paid to Maine businesses and individuals.

January - December 1989

Produced in Maine

2 feature films
12 television specials
16 commercials/industrials/misc.

Worked On

46 feature films
26 television specials/industrial
64 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 and December, 1989. Areas where actual filming activity took place, are indicated with an asterisk (*).

* Acadia	The Forks	* Ogunquit
Alfred	Gardiner	* Old Orchard Beach
Andover	* Gorham	* Old Town
Ashland	Gouldsboro	* Orono
Augusta	* Greenville	Orrs Island
Bangor	* Guilford	Owls Head
* Bar Harbor	Hallowell	Paris
* Barre Island	Harmony	Phippsburg
Bath	Harrison	Pittsfield
* Baxter	Hebron	Poland Springs
Belfast	* Kennebunkport	Popham Beach
Bethel	Kents Hill	Port Clyde
Biddeford	Kezar Falls	* Portland
* Biddeford Pool	Kingfield	Presque Isle
* Blue Hill	Lewiston	Prospect
Boothbay Harbor	Limestone	Prospect Harbor
Brunswick	* Lincolnville	Rangeley
Bucksport	Lisbon	Red Beach
* Camden	Lisbon Falls	Rockland
Cape Elizabeth	Loring A.F.B.	* Rockport
* Cape Neddick	Lubec	Scarborough
Cape Porpoise	Machias	Schoodic Point
Carrabassett	Manchester	South Bristol
* Castine	Mars Hill	* South Harpswell
Clinton	Mexico	* South Portland
Corea	Millinocket	Stockton Springs
Crouseville	Moody	* Stonington
Damariscotta	* Moosehead Lake	Wells
* Deer Isle	* Mount Desert	Winter Harbor
* Dexter	* Newport	Winthrop
Ellis Camp Beach	Northport	Wiscasset
Eastport	Norway	Yarmouth
* Embden	Oakland	* York
Fort Kent	Ocean Park	York Beach and Harbor

**FILM & VIDEO
PRODUCTION
GUIDE**

MAINE

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

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Phone (207) 289-5710
24-Hour Hotline (207) 289-5705

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Location Update Advertisement

It's a Love Affair in Maine



*The Maine Film Office thanks Producer Jack Schwartzman
for the great pleasure of having his motion picture*

Bed & Breakfast *produced in Maine.*

*A Jack Schwartzman Production • A Robert Ellis Miller Film • Written by Cindy Myers
• Starring Roger Moore • Talia Shire • Colleen Dewhurst • Nina Siemaszko •*

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Skilled crews • Few permits
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