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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 115th Legislature

April 11, 1991

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# Office of Tourism : Annual Report, 1989

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# I. OVERVIEW

April 11, 1991

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 115th Maine  
State Legislature; the Maine Tourism Commission and the Maine Film  
Commission.

Dear Friends:

Maine's second largest industry, with annual expenditures of more than \$2 billion, provides employment for 57,000 of our citizens and state tax revenues of more than \$100 million. Tourism in Maine was one of the strongest sectors of the economy during 1990.

However, during 1990, the tourism industry in Maine continued to see trends reflecting visitors' concerns about the economy. Restaurants in particular noticed that visitor spending was less. Accommodations facilities reported shorter stays and a decline in the Meetings and Conference business. Motorcoach groups continued to look for bargains and a significant decrease in services required. While such groups traditionally organize banquets, offer entertainment and sightseeing, the need to reduce the cost of the tour to attract clientele, necessitated cost curtailment measures.

While State sales tax revenues saw modest growth (lodging tax revenues + 3.88 %, restaurant tax revenues + 1.71 %), a research survey of 300 tourism related businesses in Maine, commissioned by the Maine Tourism Coalition at the end of August 1990 indicated that with the increased costs associated with doing business, actual profits declined by 4% over 1989.

The Office of Tourism's budget was reduced from \$1.8 million in 1989 to \$1.6 million in 1990, and professional staff was reduced from seven to five. In view of the need to remain competitive within our primary market (within a day's drive), and influenced by knowledge that the New Hampshire tourism budget had increased from \$2 million to \$2.8 million and Vermont from \$1.9 million to \$2.5 million during the same period, our marketing strategy for the year reflects a strong commitment to promoting "Closer to Home Vacations" in southern New England and Eastern Canada.

Samples of this strategy include a new program initiated in May to attract Canadian visitors during a non-conflicting Canadian holiday weekend, Victoria Day. A cooperative advertising program sponsored jointly by the Office of Tourism and participating properties substantially increased our presence in several Canadian newspapers in Halifax, Nova Scotia; St. John, Fredericton and Moncton, New Brunswick; Sherbrooke and Montreal, Quebec. The Office was able to work with many of these newspapers in garnering articles about Maine to coincide with paid advertising, and several "incentives" such as acceptance of the Canadian dollar at par

value provided added attraction. The concept of leveraging public/private dollars as well as articles to support our efforts was highly successful and participating properties reported a record number of reservations. A similar program was implemented for the Remembrance Day weekend in November.

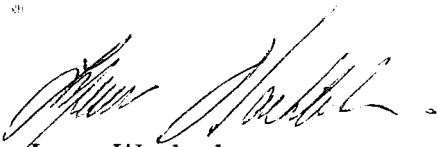
In response to repeated requests from tour operators and travel companies for marketing tools to help them sell Maine as a destination, an eight and a half minute video focusing on seasonal activities was produced from footage owned by several state agencies, chambers of commerce and private business owners. Once again the strategy of leveraging a reduced budget was developed through recognition that Maine's competition in both the national and international marketplace is highly sophisticated. Media coverage of the President's visits to Kennebunkport draw attention to Maine but marketing tools for the travel industry are essential if we are to capitalize on this attention.

The Maine Film Office continued to focus on servicing film production companies considering Maine as a location. This year, more than \$3.8 million was paid to businesses and individuals throughout Maine by productions that were assisted by the Office. This represents a return of \$59 for every dollar expended by the state.

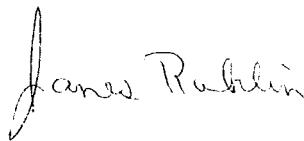
In a changing economy, both the Office and the tourism industry in Maine have recognized the need to prioritize marketing efforts to face the challenges ahead. The Office continues to re-evaluate program effectiveness in response to changing trends and to respond to the travel trade's most urgent needs. With a tourism budget currently 46th in the nation, "Vacationland" is in a highly vulnerable position, but for every dollar the state invested in tourism, \$62 was returned as state tax revenues.

The Maine Tourism Commission, Film Commission and diverse industry trade associations have contributed time, energy and creative thinking in support of our efforts, for which we owe a special debt of gratitude. We hope you will enjoy reading about our programs in the pages ahead, and we welcome your suggestions.

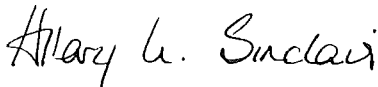
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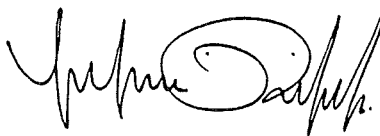
Lynn Wachtel  
Commissioner



James Ruhlin, Chair  
Maine Tourism Commission



Hilary N. Sinclair  
Director of Tourism



Lynn Kippax, Jr., Chair  
Maine Film Commission

## II. MARKETING

Maine's 1990 Tourism Marketing Programs were designed to be competitive at a time when the industry was concerned with a projected economic downturn and the possibility visitors would have less discretionary funds. A "closer-to-home" advertising program was designed to appeal to visitors within a one-day drive of Maine. Through cooperative advertising with those in the industry, the Office leveraged its advertising monies by purchasing space in newspapers and magazines in our targeted market area. In addition, the Office initiated a black and white "impulse" ad campaign which ran in three north shore newspapers in Massachusetts during the summer and fall months.

The Office's marketing efforts focus on a number of specific objectives:

- sustain business from primary markets in the Northeast in all seasons;
- develop new business from Eastern Canada to support northern, eastern and western regions of Maine;
- assist local and regional tourism groups in planning tourism promotion programs for their areas;
- increase motorcoach travel to Maine;
- develop meetings and conference business;
- increase the number of international visitors coming to Maine from Western Europe, Japan and Canada.

### A. Advertising

#### Spring/Summer 1990

With reduced funding and a growing concern about the softening New England economy expressed by the tourism industry, the Office continued to use the successful full-color print advertisements in publications targeting markets within a day's drive of Maine. The Office reinforced its presence in those targeted areas by initiating a new black and white "impulse ad" campaign designed to attract visitors for weekend trips. See Appendix Page 3.

The Office achieved a new objective, to penetrate the lucrative international market by producing a 16-page advertorial supplement which appeared in the June edition of New England Monthly Magazine. The Office purchased 15,000 reprints for distribution in distant markets such as through Eastern Canadian auto clubs, U.S. embassy offices in Western Europe and Japan, and at international trade shows. See Appendix Page 4.

The Office expanded its cooperative advertising program into Quebec during 1990 after beginning the effort in New Brunswick and Nova Scotia in 1989. The purpose of the program continues to be to broaden the base of the Office's marketing efforts with focused programs aimed at travel agents and tour operators. As the population



of New England declines and migration to the south and west continues, it is imperative that Maine look beyond this region for new sources of visitors.

Maine's tourism industry enthusiastically supported a cooperative advertising program intended to launch the 1990 summer season on Canada's Victoria Day weekend in May. A non-conflicting holiday, Victoria Day falls one weekend before Memorial Day. Cooperative advertising combines state and private sector funds in a joint effort to purchase advertising in newspapers in our target market area. Participants experienced a dramatic increase in reservations compared to previous years. The advertising was enhanced by offering shopping premiums, acceptance of the Canadian dollar at par value, and the chance to win an L.L. Bean gift certificate.

#### Spring/Summer 1990:

- Full-color magazine advertising:
  - Yankee
  - People (Eastern edition)
  - Time (New York)
  - Boston Globe Sunday Magazine (three insertions)
  - Hartford Courant Sunday Magazine (two insertions)
  - Providence Journal Bulletin (two insertions)
  - New England Monthly
  - Yankee Travel Guide
  - Down East Summer Vacation Planner
  - Original New England Guide
  - Trailer Life
  - RV Park Directory
- Newspaper co-op advertising program:
  - Boston Globe Sunday Travel Section (four insertions)
  - St. John Telegraph-Journal (New Brunswick) (two insertions)
  - Moncton Times Transcript (New Brunswick) (two insertions)
  - Fredericton Daily Gleaner (New Brunswick) (two insertions)
  - Halifax Chronicle-Herald/Mail Star (Nova Scotia) (two insertions)
  - The Gazette (Montreal) (two insertions)
  - La Tribune (Sherbrooke/French paper) (two insertions)
- Newspaper impulse ad program:
  - Lawrence Eagle Tribune
  - South Middlesex News
  - Lowell Sun

#### Fall 1990:

The Office's primary campaign reflected a strategy developed during Fall 1989 to concentrate in the primary geographic market of eastern Massachusetts, Providence, and Hartford. The Yankee Magazine advertising resulted in broader exposure. The Office continued impulse advertising in Massachusetts to attract weekend visitors.

As part of its initiative to attract group tour visitors, the Office placed two advertisements in Courier Magazine, a publication of the National Tour Association. Following up the successful spring promotion in Canada for Victoria Day, the Office developed a similar program for Remembrance Day (Nov. 11, 1990).

Fall 1990:

- Full-color advertising
  - Yankee Magazine (two insertions)
  - Boston Globe Sunday Magazine (three insertions)
  - Providence Journal Sunday Magazine (three insertions)
  - Hartford Courant Sunday Magazine (three insertions)
  - Courier Magazine (two insertions)
  - Woodall's Camping Guide
- Newspaper co-op advertising program:
  - Boston Globe Travel Section (three insertions)
  - St. John Telegraph-Journal (New Brunswick) (two insertions)
  - Moncton Times Transcript (New Brunswick) (two insertions)
  - Halifax Chronicle (Nova Scotia) (two insertions)
  - Fredericton Daily Gleaner (New Brunswick) (two insertions)
- Newspaper impulse ads in Massachusetts (eight insertions)
  - Lowell Sun
  - Lawrence Eagle Tribune
  - South Middlesex News

Winter 1990-91:

The Office developed a new full-color advertisement to portray the range of activities and getaway opportunities in Maine. In addition to regularly targeted publications, the eastern editions of Time, Newsweek, Sports Illustrated, and U.S. News and World Report were added to gain broader exposure. See Appendix Page 5.

Winter 1990-91:

- Full-color magazine advertising
  - Yankee Magazine
  - New England Skiers Guide
  - Boston Globe Sunday Magazine (four insertions)
  - Boston Magazine (two insertions)
  - Media Networks: Time, Newsweek, Sports Illustrated, U.S. News and World Report
- Newspaper co-op advertising program
  - Boston Globe Sunday Travel pages (two insertions)
  - Halifax Chronicle (Nova Scotia) (two insertions)
  - St. John Telegraph-Journal (New Brunswick) (two insertions)
  - Moncton Times Transcript (New Brunswick) (two insertions)
  - Fredericton Daily Gleaner (New Brunswick) (two insertions)

## B. Public Relations

Numerous public relations initiatives were implemented in 1990. 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.

Some of the public relations efforts by staff members of the Office of Tourism included:

- Increasing public relations to generate articles about Maine in national and international newspapers and magazines through distribution of information to travel writers, invitations to reporters to visit the State and assisting them while they are in Maine;
- Organizing of familiarization tours for key tour operators and travel writers; and
- Initiating cooperative advertising in Boston and Eastern Canada media between the Office of Tourism and members of the tourism industry.

In addition, since both national and international press attention focused on President Bush's visits to Kennebunkport, the Office capitalized on this increased attention to enhance its paid advertising efforts. That coverage, combined with information provided to travel writers and articles written by the Office's staff, helped to compensate for the lower visibility accruing from reduced advertising dollars. French, Japanese, British, Swiss, German, Spanish and Italian newspapers and magazines ran several articles on Maine.

The Office continued its aggressive campaign to place articles in national group tour magazines, in-flight magazines, and a monthly outdoor newspaper. In addition, national magazines such as Good Housekeeping, Outdoors, and Bicycling used story ideas generated by Tourism staff. Five Canadian newspapers also printed stories written by our staff in conjunction with the marketing effort for Victoria Day.

The Office of Tourism provided editorial support to local, national, and international media. The following magazines and newspapers are some of those using the Office's material.

Bicycling Magazine  
Harrowsmith Summer Traveller  
Dallas Times Herald  
Mature Outlook Magazine  
Cape Cod Times  
Tour & Travel News

New England Tour Guide  
Delta In-Flight Magazine  
Outside Magazine  
Telegraph-Journal (St. John, New Brunswick)  
Le Soleil (Quebec)  
Moncton Times Record  
Vacation Magazine  
The Denver Post  
Chicago Tribune  
On the Trail

### **Speakers' Bureau**

The Office of Tourism initiated a Speakers' Bureau made up of 50 representatives of the tourism industry from all regions of the state during 1989. The purpose of the program was to inform the general public of the importance of tourism to Maine's economy and how it supports the quality of life in the state.

During 1990, letters were sent to each Rotary Club, Lions Club, Chamber of Commerce and government agency within the State. Response was immediate, and members of the Speakers' Bureau have participated in more than 40 speaking engagements since the program's inception.

### **Flash Report**

During 1990, the Office of Tourism produced several flash reports for the tourism industry. The reports, which can be produced, printed and mailed within a reasonably short time, are one of the most effective ways for the Office to reach many individuals involved in tourism in Maine.

Flash reports were used to announce special advertising programs such as the summer and winter co-op advertising campaigns. In addition, flash reports were used to announce tourism commission activities such as Tourism Day in the Legislature and the annual Unity Dinner. See Appendix Page 6.

## **C. Meetings and Conferences Marketing**

In 1990, the Office continued its aggressive Meetings and Conference program, and we can confirm attracting 31 meetings and approximately 1,350 participants during the year. The estimated expenditure for those participants was \$383,400 (\$142 per person per day is the expenditure estimate provided by the International Association of Visitors and Convention Bureaus for 1990. Therefore: 1,350 visitors times \$142 times two days equals \$383,400.) However, the economic impact may be far greater since many meeting planners work directly with the properties after receiving Office literature.

### **"Meetings in Maine" Special Section**

A meetings and conference special pull-out section was produced by the office and **New England Business** magazine to appear in the January 1990 issue. The 16-page section's advertising to editorial ratio was 50 %. The circulation of **New England Business** magazine is 90,000. See Appendix Page 11. The office received 10,000 reprints for additional distribution. The reprints were distributed as follows:

Bangor & Portland Convention Bureaus	2,000
New England Meeting Planners International	245
New England Society of Association Executives	151
Top New England CEO mailing list	850
Leads from American Society of Association Executives trade show	312
Properties in Meetings & Conference Guide	179
Office leads	100
List from Successful Meetings Magazine	336
New England Vacation Center, New York	500
Total	4,673

The shelf life of the piece is approximately two years. The remaining reprints will be distributed through the information centers and to future leads.

### **Trade Show**

- **International Hotel Sales and Marketing Association,**  
"Affordable Meetings," September 5-8, 1990, Washington, D.C.  
(generated 145 leads)

## **D. Motorcoach Group Tour Marketing**

Motorcoach group tours have grown in popularity with tourists and with the industry in Maine. Motorcoach trips to Maine increased from 7,714 in 1989 to 8,126 in 1990. The economic impact of those trips increased from \$130.3 million to \$149.6 million in 1990 - an increase of 14.8 percent. Maine now ranks 25th in the nation for motorcoach business, up from its 1988 ranking of 28th.

The Office annually attends three motorcoach marketplaces and meets with tour companies from the United States and Canada. In 1990, the Office held a total of 120 meetings with tour operators at the marketplaces. Staff then distributed lead lists to more than 225 Maine tourist properties interested in attracting motorcoach tours.

The lead list distribution supports the contention that motorcoach group tours have become an important aspect of business for many Maine properties, restaurants and

attractions. The list has grown from less than 100 interested properties in 1989 to 228 in 1990. See Appendix Pages 12-14.

## **E. International Marketing**

The Office conducts international marketing under a six-state New England effort with New England USA, a private sector, non-profit organization which promotes travel and tourism in distant markets. Some of the Office's most productive efforts have been press contacts and familiarization tours, major trade shows, and inclusion in the New England USA Travel Planner and Map. New England USA projects circulation of the map and travel planner at more than 130,000 copies. While Canada still provides the greatest number of foreign tourists in Maine, these efforts are resulting in growing numbers of visitors from Japan, Western Europe, and the United Kingdom.

More than 40 members of the Maine tourism industry attended a one-day Japanese symposium in May 1990 which was co-sponsored by the Office of Tourism and the Japan America Society of Maine. Representatives of two of Japan's largest tour operators served as panelists, along with tourism experts who have been dealing with Japanese tourists for several years. While Japanese interest in Maine presently centers on outlet shopping, the Maine tourism industry considers the Japanese market especially lucrative and there is much interest on its part to become involved. See Appendix Page 15.

### **Trade Shows:**

**Pow Wow**, held in Orlando, Fl., from June 2-6, 1990, 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 48 trade leads.

### **Familiarization Tours**

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

- April 25-26, 1990, Michael Boon, travel writer for the Wales on Sunday newspaper. Writing three travel pieces on New England.
- May 11-18, 1990, Joachim & Gabie Herr, press person and photographer doing an article on lobstering in Maine. Munich, West Germany.

- June 4-11, 1990, Greg Ward & Robert Jones were writing a guide book called The Real Guide to the United States. Their first trip was a tour of New England. London, England
- June 8-10, 1990, Eight New York-based Japanese Tour Operators came to Maine on a familiarization trip coordinated by Norman Dugas of the Black Point Inn. This short trip focused on the Portland and Freeport areas.
- July 12-16, 1990, Pam Marsden, freelance journalist working for Express Newspapers in England. Focus of this trip were the Bath and Boothbay Harbor areas.
- September 4-8, 1990, Marie France Boyer & Mr. Jean-Bernard Naudin writer and photographer for Maison & Jardins (House & Gardens) magazine in Paris. The focus on the story was on charming inns, scenery, famous homes and museums.
- October 2-4, 1990, a film crew from a Japanese TV station and Coccus, Inc. (A Boston based communication media company) spent three days in Maine filming for a production called **American Resorts** , which is similar to **Lifestyles of the Rich & Famous**.
- October 22-26, 1990, a two person crew from WFMY-TV in North Carolina was in Maine filming a segment for an evening show called **Good Evening**. Focus on the inn experience along the coast of Maine and lobstering.

## G. Miscellaneous Activities

### "Maine. The Way Life Should Be" Video

An 8 1/2 minute theme video was produced by the Maine Office of Tourism and Lundy Swardlick Mackey during 1990. The video was a compilation of existing footage provided by the Office of Tourism, Inland Fisheries and Wildlife, the Department of Conservation, and private organizations. This valuable marketing tool will be used by the travel trade when promoting Maine to their clients, at trade shows, on motorcoaches, and in private efforts to promote Maine.

### Official Recreation Guide

The Official Recreation Guide of the American Airlines SABRE computer system listed information about Maine. The system is used by more travel agents domestically than any other system, and is expanding into the international arena. This

listing describes the various recreational opportunities in Maine and directs agents to acquire additional information. During 1990, we received 156 requests for information from this system.

**Unity Dinner, Ogunquit, Maine, May 15, 1990**

A recognition dinner for the members of the Maine Tourism Industry was hosted by the Maine Tourism Commission and the Office of Tourism at the Cliff House. At this function, twenty-one Outstanding Tourism Employee Awards were presented. See Appendix Page 17.

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

An office in Rockefeller Plaza promoting tourism in New England to 47,696 people annually. Funding is provided by the six New England states and the New England Governors' Conference.

**Packaging Seminars**

In response to the tourism industry's request for direction in marketing their product during tight economic times, the Office offered two packaging seminars. The seminars were designed to teach people how different types of packages are put together, and how and where to market them. The first seminar was held at the Portland Marriott Hotel on April 19, and the second was presented at the Comfort Inn, Bangor, on April 27. Both functions were well attended (50 participants in Portland, 30 in Bangor) and evaluations of the program were extremely positive. See Appendix Page 18.



### 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 travelling 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 six state-owned visitor information centers at Houlton, Calais, Yarmouth, Kittery, and Hampden, I-95 (N & S).

The Maine Publicity Bureau, through the support of its members, also operates 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.

1990 saw the opening of two new Visitor Information Centers located in Hampden on I-95 North and Southbound. These centers provided an important service to the Moosehead, Bangor and Acadia regions of the state. The two new facilities bring the total of year 'round centers to six. See Appendix Page 19.

During 1989, the Visitor Information Program responded to 62,778 mail requests, 80,807 phone requests, and 1,162,501 walk-in visitors.

## **IV. REGIONAL PROGRAMS**

Maine's regional programs are designed to address the differing needs of various areas, extend economic opportunity 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, 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.

Three programs were continued in 1990 to meet these needs: the Maine Tourism Partnership Program, the Regional Development/Management Program, and the Labor Project.

### **A. Maine Tourism Partnership**

With the growth of the tourism industry throughout the state, many non-profit tourism organizations are realizing the need for a more competitive marketing strategy. The Office of Tourism provides technical assistance and awards matching funds for promotional activities through the Maine Tourism Partnership Program.

In February, 1990, the Maine Tourism Partnership Program awarded \$68,681 in grants to 13 local and regional organizations for marketing and promotion. This program is designed to help local and regional groups 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 Page 20 for a list of all grantees and their projects.

### **B. 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.

In Phase II of the Regional Program, each region was 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 result in products to be used in the regions;
- Identifying funding mechanisms to continue 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 Eastern Maine Development Council (\$35,000), Androscoggin Valley Council of Governments (\$35,000), and North Kennebec Regional Planning Council (\$30,000).

Three more contracts were awarded in February, 1990 to Greater Portland Council of Governments (\$30,000), Mid-Coast Economic Development Council (\$30,000), and Northern Maine Regional Planning Commission (\$30,000) upon completion of their Phase I policies and Phase II project/product timelines, bringing the total Phase II budget to \$190,000. See Appendix Page 21.

In Phase III of the Regional Program each region was awarded grants to provide for continuity of staff and continuation of strategies as outlined in Phase I. Phase III is the final phase of the Regional Program. See Appendix Page 22.

### **C. Labor Project**

The Maine Office of Tourism, in cooperation with the Maine Restaurant Association, the Maine Innkeepers Association, and the Department of Labor, continued 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," 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.

The Department of Labor received more than 500 applications and matched applicants with potential job openings and provided interview time and space at the area job centers throughout Maine. The number of job listings for the summer season totalled 150.

## V. RESEARCH

The Office of Tourism conducts research, gathers statistics and collects tourism information. While this information is made available to anyone, banks, real estate companies, planners, and tourism business owners most often request it. During 1990, there were more than 150 requests for data. This information helped to identify primary target markets and to understand attitudes, demographics, trends, and travel behavior. The program is similar to the Office of Business Development's "Business Answers" program.

During 1990, the staff continued to upgrade a new computerized database system to track tourism indicators on a monthly basis. The Office reports this information to tourism industry associations and other interested parties on a quarterly and annual basis. See Appendix Pages 24-32. This system tracks the following tourism indicators:

- State-owned information center visitors;
- Telephone and mail inquiries from potential visitors to Maine;
- Acadia National Park visitors;
- State park campers and visitors;
- Maine Turnpike passenger traffic;
- 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; and
- Airport boardings and deplanings in Portland and Bangor.

In the spring of 1990, the Office of Tourism contracted with the U.S. Travel Data Center to undertake an economic analysis for 1989. This study will analyze direct statewide travel-generated economic data, including a five-year comparison between Maine and the nation, with tables depicting tourism expenditures, payroll, employment and taxes. This information will be categorized according to food, lodging, transportation, entertainment, and incidentals.

Additionally, the analysis estimates the direct visitor-generated economic impact calculated by county, Economic Summary Area (ESA), and tourism region. This study provides tables depicting tourism expenditures, payroll, employment, and State and Local taxes. The Economic Analysis will be available in 1991.

## VI. FILM OFFICE

The Maine Film Office, 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 the clean, high-paying industry, the commission's work has the added benefit of promoting pride in our cultural heritage and an appreciation for our natural environment.

The highlight of the Maine Film Office's third year was the filming of Stephen King's "Graveyard Shift" in Bangor, Brewer, Hermon, Old Town and Harmony. Produced by William Dunn of Augusta, the movie was financially beneficial to Maine as more than \$3.5 million was spent during filming, and the premier was held in Bangor in November. See Appendix Page 38.

The Maine Film Office 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 office conducted the following activities during 1990:

### **Production Inquiries**

Responded to 152 requests during 1990, including 42 feature films, 69 commercials, 22 television specials and 13 industrials. Of these, 28 productions (1 feature film, 18 commercials/industrials/misc, and 9 television specials) spent a total of \$3,816,754 in Maine.

### **Location Searches**

The Film Office searched 110 Maine towns, in all counties, for potential filming sites. Photographs and/or videotape were produced and sent to producers and directors of upcoming productions.

### **Maine Production Guide**

The Film Office continued to distribute the Maine Production Guide, which lists Maine personnel, products and services available to serve the film and video production industry. Information gathering is ongoing for an updated version scheduled for 1991.

### **Location Expo**

Once again, the Maine Film Office exhibited at The Location Expo trade show in Los Angeles. The commission received more than 600 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.

**Economic Impact**

This year, more than \$3.8 million was paid to businesses and individuals throughout Maine by productions that were assisted by the Film Office. This is a conservative, substantiated figure and does not reflect any economic multiplier, or any money spent by crew members during their stays in Maine. This figure translates into \$59 paid directly to Maine businesses and individuals for every dollar invested in the Maine Film Office.

## 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, Director of Tourism  
Nathaniel Bowditch, Assistant Director of Tourism  
John A. Johnson, Senior Tourism Specialist  
Dina J. Richard, Marketing Coordinator  
D. Lea Girardin, Director, Maine Film Office  
Cheryl Burdzel, Assistant/Administrative Secretary

### B. Maine Tourism Commission

#### Voting Members

James Ruhlin, Chair, Naples	Genie Daily, Dept. of Agriculture & Rural Resources
William Haeefe, Vice-Chair, Trenton	Horace Maxcy, Jr., Dept. of Education & Cultural Services
Nancy Pray, Millinocket	Galen Rose, State Planning Office
David Cartier, So. Berwick	Dale Doughty, Bureau of Public Improvements
Trudy McNulty, Portland	William Zoidis, Bangor
Tom Becker, Bangor	Vern Cook, Augusta
Ronald Pasek, Rangeley	Charles Keegan, Freeport
Martin Kunas, Freeport	Ed Langlois, Maine Innkeepers Association
Donald Towle, Jr., Caribou	John McCatherin, New England Telephone
Robert Reny, Sr., Damariscotta	Joyce Harding, Ellsworth
Matthew Tabenken, Bangor	Joseph Edwards, Maine Snowmobile Association
Margaret Drake, So. Berwick	Elizabeth Bell, Bangor
Linda Pagels, Cherryfield	Richard Rasor, Bethel
Maitland Richardson, Skowhegan	Jim Thompson, Maine Publicity Bureau
June Parkin, Augusta	Normand Dugas, Scarborough
Richard McLaughlin, Lincolnville	Carl Sanford, Maine Restaurant Association
Michael Reynolds, Portland	Thomas Eubanks, Augusta

#### Ex-Officio Members

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



## **C. Maine Film Commission**

Lynn Kippax, Jr., Chair, Kennebunkport  
Carol Stratton, Vice-Chair, W. Boothbay Harbor  
James Stolley, Jr., Portland  
Clifton Boudman, Presque Isle  
Bill Maroldo, Lewiston  
Barbara Goldenfarb, Kennebunkport  
Joel Katz, Orono  
Karine Odlin, Portland  
Richard Rasor, Bethel  
Stephen Zirnkilton, Seals Harbor  
Jeff Dobbs, Bar Harbor

## **D. Office of Tourism Budget**

FY 1991: July 1990 - June 1991

Marketing	\$ 606,926
Visitor Information	\$ 600,668
Research	\$ 19,000
Regional Development	\$ 30,000
General Operating Expenses	\$ 150,056
Personnel	<u>\$ 200,758</u>
 TOTAL	 \$1,607,408

## **E. Film Office Budget**

FY 1991: July 1991 - June 1991

Marketing	\$ 15,000
Location Scouting	\$ 4,500
General Operating Expenses	\$ 8,138
Personnel	<u>\$ 136,787</u>
 TOTAL:	 \$ 64,425

## Appendix II - Marketing

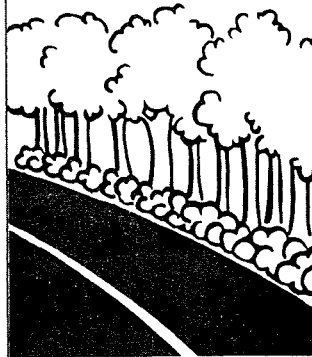
In The  
Time  
It Takes  
To Rake  
Your  
Lawn,  
You  
Could  
Turn Over  
A New  
Leaf.



Take leave of your chores this weekend to discover the pleasures of autumn just next door in Maine. Visit one of our Tourist Information Centers and rake in the bountiful possibilities.

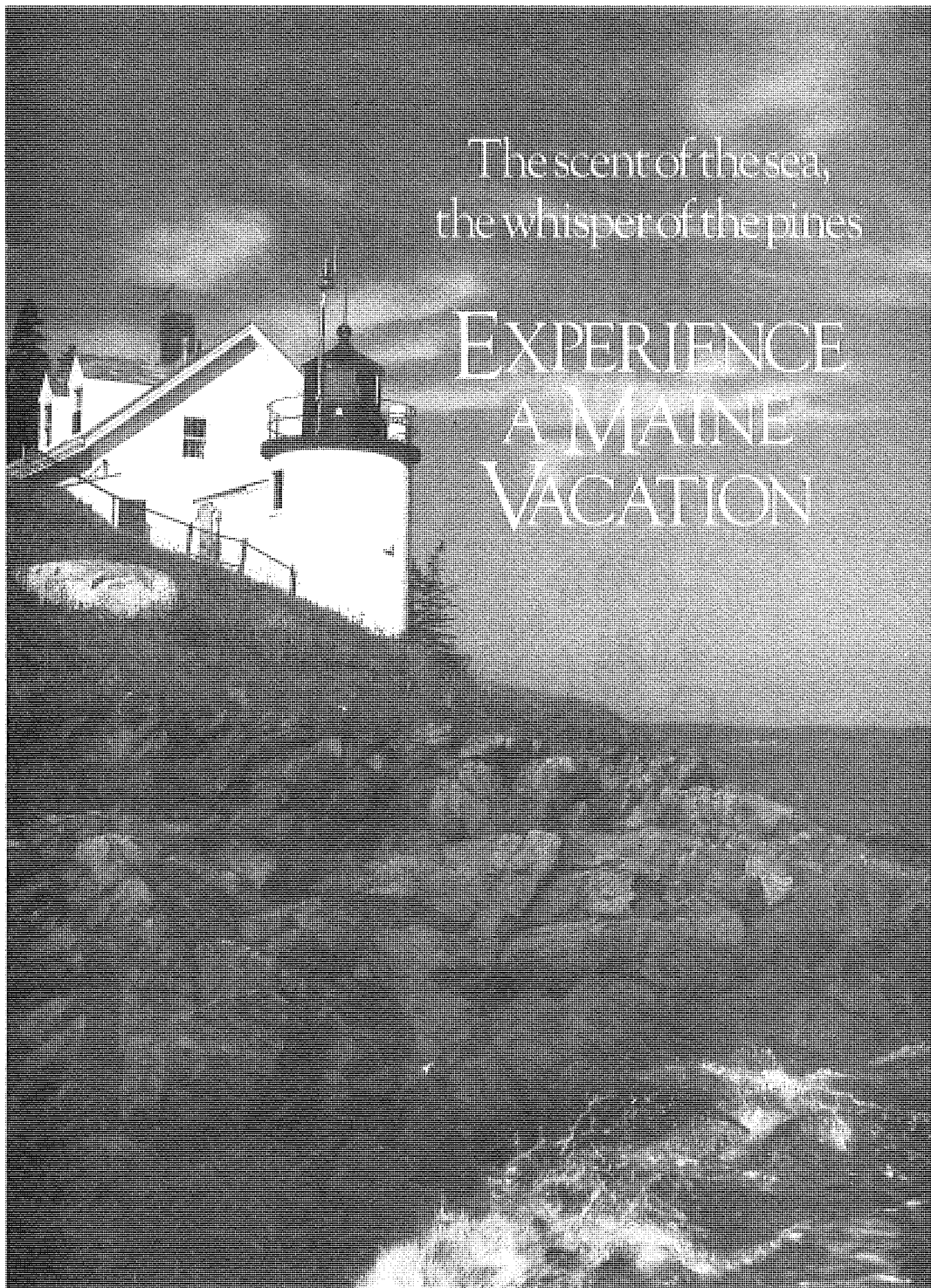
**MAINE**  
*The Way Life Should Be.*

This  
Weekend,  
Join  
The Hunt  
For  
Yellow,  
Orange,  
And Red  
October.



If you're searching for beautiful autumn leaves, plan a voyage to Maine. Stop at one of our Tourist Information Centers for all you need to enjoy a weekend rich in local color.

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



The scent of the sea,  
the whisper of the pines

## EXPERIENCE A MAINE VACATION

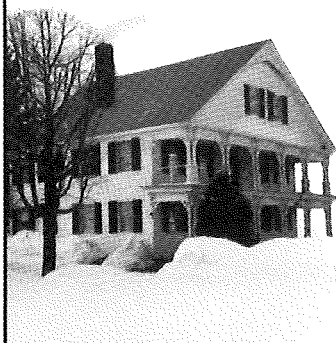
# This Winter Make A Brilliant Getaway



- Maine has some of the highest-rated downhill skiing in the country. And the least crowded lift lines in all of northern New England.



- Our winters sparkle with the bright quiet of cross-country skiing, the whip-it-up thrill of snowmobiling, and the outdoor fun of winter festivals.



- Shopping can be a wintertime adventure here with outlets, craft fairs, and wonderful finds.



- Spend a winter's night at a cozy bed & breakfast or a classic country inn.

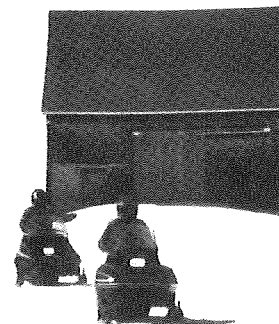
Warm up to a toasty fire.  
Spin a winter's tale with the friendly natives.

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

- Maine's the winter getaway that's snow-white and brilliant. We have lots more sun than clouds, with average temperatures in the 20s & 30s.

- Best of all, we're an easy getaway up I-95. For your Free "Maine Guide to Winter" and the latest ski conditions call us Toll-Free.

**1-800-533-9595**



## **Flash Report**

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

You recently received information on two new winter co-operative opportunities sponsored by the Office of Tourism.

Both programs have been designed to provide you with valuable assistance, including co-op subsidies, lower volume discount rates, and greater visibility.

They were also designed to provide you with more business, and if reaction to the initial advertisement is any indication, this year's co-op advertising program will be a huge success.

This winter's first co-op ad ran Sunday, Nov. 4th in the *Boston Globe's* travel section. The ad, which promoted Maine as a brilliant winter getaway, had impressive results for most advertisers.

"I only buy advertising that provides immediate results," said Tom Hildreth of the Sugarloaf Mountain Hotel. "This ad paid for itself by 10 o'clock Sunday morning."

It continued to pay for itself, and by the end of the day, Hildreth had 30 confirmed reservations from the *Boston Globe* co-op ad.

Hildreth wasn't the only advertiser who noted immediate results.

Shawn Reily at the Freeport Inn said he was "pleasantly surprised" at how well the ad worked. In the first three days after it ran, Reily received 23 reservations that were directly attributed to the ad.

At the Anchorage Inn in Ogunquit, Russell Whitney also confirmed 30 reservations from the co-op ad within the first two days, and Ray Ramsey at the Anchorage Inn in York indicated he received 18 reservations during the same time.

### **It's Not Too Late To Join**

If those results sound good to you, take heart, it's not too late to take advantage of the co-op ad campaigns. But you must act quickly, time is getting short.

The next deadline for advertising a line listing in the *Boston Globe Sunday Magazine* is Dec. 5th. The ad will run Jan. 20th.

If you would rather take part in the *Boston Globe* travel section ads, the deadline for a Jan. 6th ad is Dec. 11th, and the deadline for the Feb. 3rd ad is Jan. 15th.

There is also a Canadian co-op package being offered. Publication in the *Halifax Chronicle*, *St. John Telegraph-Journal*, *Moncton Times-Transcript* and *Frederickton Daily Gleaner* will be on Jan. 5th. The advertising deadline for that program is Dec. 10th.

As you can tell, timing is important and space is limited. If you want to get in on these effective ad programs, you're going to have to do so as soon as possible.

If you have any interest in learning more about the programs, or for scheduling ad space, please call Midge Vreeland of HHS/Vreeland at 846-3714, or Dina Jackson at the Office of Tourism at 289-5711.



# Maine Tourism Review

A Quarterly Newsletter From Maine's Office of Tourism

Winter 1990

## New Winter Ad Campaign Under Way

A new winter advertisement campaign has begun, and from all accounts it has been well received by those in the industry and potential visitors to Maine.

Developed by the Office of Tourism's new ad agency, HHS/Vreeland of Portland and Yarmouth, the winter campaign promotes Maine as a Brilliant Winter Getaway. The ads are designed to attract visitors from the state's best getaway markets: Greater Boston and Eastern Canada.

Data gathered by HHS/Vreeland clearly points out that longer vacations are giving way to shorter getaways. That trend began during the 1980s and was necessitated by the scheduling realities of busy, two-income families. Now the economic downturn in the region adds a financial reason for shorter stays and spending less.

"We believe Maine can turn this trend to its advantage," said Midge Vreeland of HHS/Vreeland.



"Maine's proximity to major population centers puts it in prime getaway reach.

"At the same time, people's perception that Maine is more relaxing, less hectic, and less

crowded than our competitor states adds to our advantage because it fits the desires of the getaway market," she added.

Finally, Vreeland said that by stressing getaways in the marketing plan, the state will have a unifying position that works regardless of the season.

Since the winter ad budget is limited to \$150,000, placement and frequency is important. Four-color ads will run in the *New England Skiers Guide* in January, *Yankee Magazine* in December, *Boston Magazine* in January, and it ran in the *Boston Globe Sunday Magazine* on Nov. 18 and Dec. 2. The ad also ran in *Boston Magazine* during November.

A new color ad with listings of local businesses and activities will run in the *Boston Globe Sunday Magazine* in December and January,

See: Winter  
Page 4

## Video, Tour Manual Being Developed

Two important marketing tools are being developed at the Office of Tourism.

The first is a 12- to 15-minute video that is being developed in conjunction with LSM under the watchful eyes of Dina Jackson. The second is a group-tour manual designed to aid motorcoach tour operators.

According to Jackson, the

video should be completed by the end of this year if all goes as planned.

"We have received numerous requests from tour operators and the travel trade industry for a video on Maine," Jackson said. "However, it was only when we realized how much footage already existed that

See: Video  
Page 4

### Inside:

From The Director  
of Tourism

NTA Exchange

Ruhlin Elected

Photographs  
Now Available

Unity Dinner

p. 2

p. 2

p. 3

p. 3 •

p. 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	Lawrence Eagle Tribune
Dallas Times Herald	The Boston Globe
Chicago Tribune	The Boston Herald
Milford Daily News	The Associated Press
Lowell Sun	Yankee Magazine
South Middlesex News	Providence Journal
Marlboro Enterprise	On the Trail
United Press International	New Brunswick Telegram Journal
Outdoors	Moncton Times
Bicycling Magazine	Fredericton Daily Gleaner
Glamour	Halifax Chronicle-Herald
Foster Daily Democrat	The Gazette/Montreal
Evening Magazine	Down East Summer Planner
Hartford Courant	Original New England Guide
Harrowsmith Summer Traveller	New England Monthly
The Denver Post	Portsmouth Herald
Le Soleil/Quebec	Tour & Traveller
Cape Cod Times	Tour & Travel News
USA Today	Evening Magazine
	Delta In-flight Magazine

## **TV and Radio Assistance**

NBC TV  
ABC TV  
CBS TV  
Kiss 100 Radio, Portland  
New England Radio Network  
WQCB Radio, Bangor  
WABI TV, Bangor  
Capitol News Service, Augusta  
WGAN TV, Portland  
WVII TV, Bangor  
WMTW TV, Poland Springs  
WAGM TV, Presque Isle  
WLBZ TV, Bangor  
WCSH TV, Portland  
WQCB Radio, Brewer  
WBZ TV, Boston

## **Editorial Assistance**

Bangor Daily News  
Lewston Sun Journal  
Maine Sunday Telegram  
Portland Press Herald  
Portland Evening Express  
Bar Harbor Times  
Piscataquis Observer  
Wiscasset Times  
Boothbay Harboro Times  
Associated Press  
United Press International  
The Boston Herald  
The Boston Globe  
Maine Times  
Coastal Journal, Bath  
Journal Tribune, Biddeford/Saco  
Lawrence Eagle Tribune  
Lowell Sun  
South Middlesex News  
Milford Times  
Cape Cod Times  
York County Star  
Waterville Sentinel  
Kennebec Journal  
York Weekly  
Republican Journal  
On the Trail  
Ellsworth American  
Penobscot Times  
Star Herald  
Aroostook Republican  
Foster's Daily Democrat  
Christian Science Monitor  
Bridgton News  
Somerset Reporter



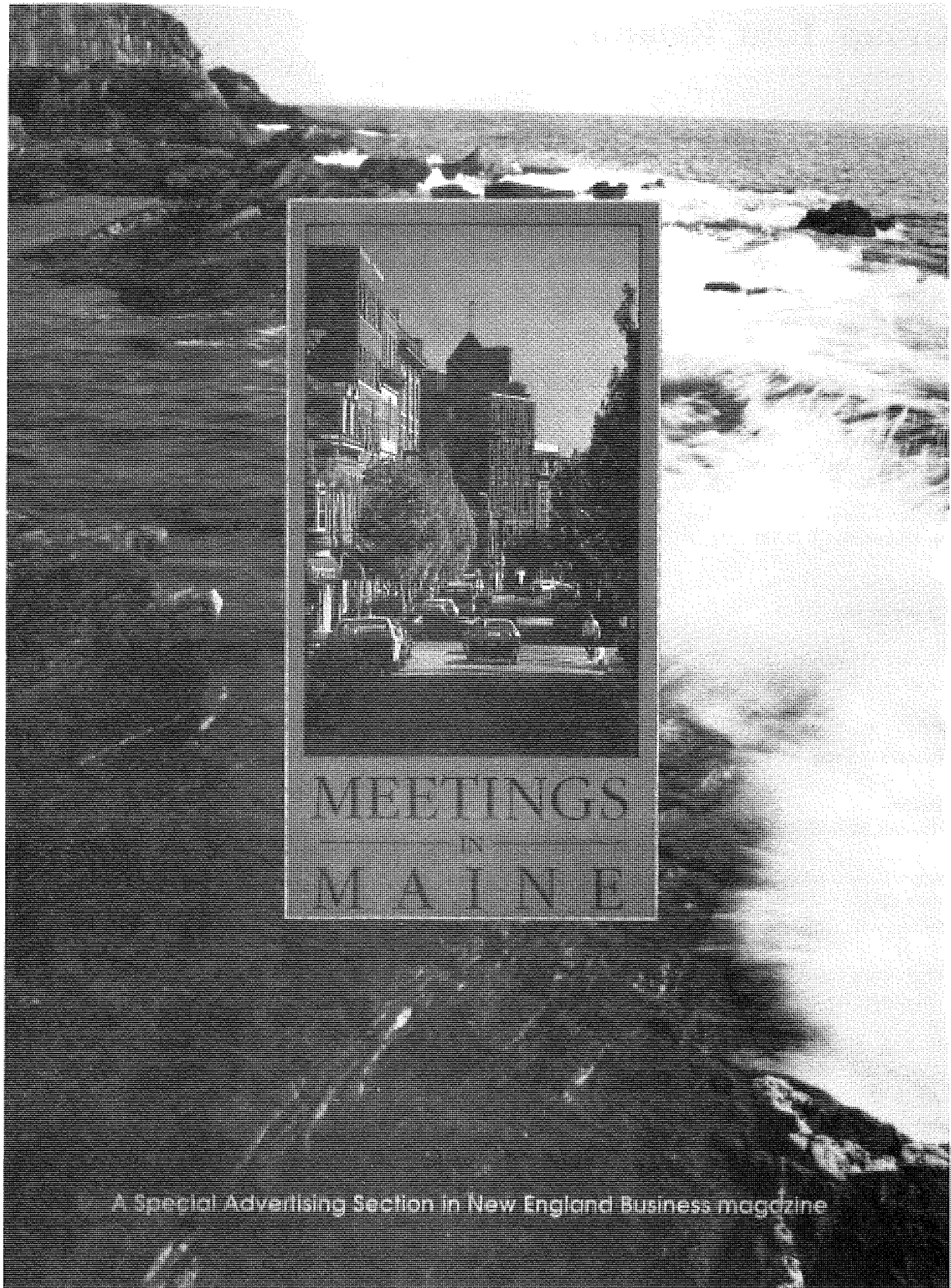
## Slide Requests

### Media

Lerner Publications, MN	DL Transnational, MA	ME Low Level Radio Active
Connecticut Magazine, CT	Mayflower Tours, IL	Waste, ME
Deseret News, UT	Back Road Bicycling Tours, CA	Kneka Pelletier, ME
Women's Sailing Adventures, CT	Colepitts World Travel, MA	David Arenburg, Canada
Scholastic Magazine, NY	Tourco, MA	Gregory Page, RI
Vacation Magazine, TX	Starr Tours, NJ	Carpenter International, FL
Retired Officer's Magazine, VA	Panorama Tours, MD	Mitchell & Mitchell, ME
Monitor Magazine, FL	Domenico Tours, NJ	Standard Education Corp., IL
New England Monthly, MA	Dan Dipert Tours, TX	Ohara Research, NJ
Century Publishers, England	Hagey Travel, PA	Myra Foreman, WI
Good Housekeeping, NY	Pearl Harbor Travel, HI	Gisele Scheiba, ME
St. John Telegraph, Canada	M & J Tours, Canada	Lois Okenson, SC
AAA Today, TX	Buma Associates, NJ	Bilanz, PA
Destinations Magazine, TN	Gilchrist Tours, PA	League of American Wheelman,
Burlington Free Press, VT	Point South RV Tours, CA	MD
Trek America, England	Presley Tours, NY	Bob Carter Assoc., CA
San Antonio Light Newspaper, TX	Free-Style Tours, MN	John Wiley & Sons Inc., NY
Montreal Gazette, Canada	Boston CVB, MA	Terri Nelson, NC
Rand McNally, IL	Collette Tours, RI	Gastaldi Inc., NY
Miami Herald, FL	Fancy Free Holiday, IL	Augusta Civic Center, ME
Milwaukee Centennial, WI	Sun Tours, NC	Josten's Jewelers, MN
Baltimore Sentinel, MD	Consortium Tours, NY	Ed Temple, VT
Charlotte Observer, NC	Ilona's Professional Tours, OH	University of Maine, ME
Attleboro Sun Chronicle, MA	Ryan Travel, PA	Jim Fawcett, ME
Omaha World Herald, NB		Konica Business Machines, CT
Times Union, NY	<u>Miscellaneous</u>	Hoover Design, FL
Naples Daily News, FL	Burgess/Brewer/Stayon/Payne,	Charter Lodging Mgmt, GA
Philadelphia Inquirer, PA	ME	The Argus, IL
San Diego Union, CA	Young at Heart, IN	Burton's, IL
American Journal of Nursing, NY	New England Lobster Co., HI	Admarc Advertising, TX
Cincinnati Dispatch, OH	N. E. Board Higher Educ., MA	B.J. Thompson Assoc., IN
Traveling Times Magazine, CA	U.S. Telephone Assoc., D.C.	Kid & Driscoll Group PAR/NYC,
Columbus Dispatch, OH	Maine Tomorrow, ME	NY
Janesville Gazette, WI	S. Eastern Advertising, MA	Whispering Pines, MR
Dallas Morning News, TX	Bradley Ramada, CT	Greater Portland Transit Dist.,
Ohta Publications LTD, Japan	Franklin Watts Inc., MY	ME
GTE Discovery Publications, D.C.	Readfield Elementary School, ME	Z-Studio, ME
Travel Trade Gazette, England	Tetra Pak, CT	Arnold & Company, ME
Atlantic Advocate, NB	Imagine That, CA	Massachusetts National Guard,
Visitor Guide Publishing, MA	Boken Communications, CA	MA
Cleveland Southeastern Trails,	World Class Productions, MN	Manico Realty Inc.
OH	Concept New York, NY	New England Governor's Conf.,
L.T.A. Publishing, OR	Professor Marler, Austria	MA
Yankee Books, ME	Bank Street College of Educ., NY	Univ. of New Brunswick, Canada
NBC Studios, NY	Mets Diamond Division, NY	
Variety, England	Tropicana, MA	
Vista Magazine, MA	The Travel Shop, MN	

### Tour Operators

Fidelity Tours, OH	Healthways Communication, NJ
Regency Cruises, NY	The Evangelistic Assoc., N.E., MA
	MGA Research, IL



# Group Tour Relations

During 1990, individual meetings were held with these group tour companies:

## National Tour Association Palm Springs, California April, 1990

Collette Tours  
Pawtucket, RI 02860

Getaway Tours  
Terryville, CT 06786

Frontier Travel  
Carson City, NV 89701

Kaplan Tours  
New London, CT 06320-1774

Byrne & Proctor  
Chatham, MA 02633

Denure Tours  
Lindsay, Ontario K9V 5N5

Golden Age Festival Travel  
Wildwood Crest, NJ 02860

Tourco  
Hyannis, MA 02601

South Central Ohio  
AAA Office  
Portsmouth, Ohio 45662

Wells Gray Tours Ltd.  
Kamloops, British Columbia V2C 1X7

Brennan Tours  
Seattle, WA 98121

AAA Blue Grass/Kentucky  
Lexington, KY 40507

Per-Flo Tours, Inc.  
Goldsboro, NC 27533

Tauk Tours, Inc.  
Westport, CT 06880

Good News Travels  
Easley, NC 29641

Starr Tours  
Trenton, NJ 08619

Moore Fun Tours  
Green Bay, WI 54302

Aristocrat Tours, Inc.  
Poughkeepsie, NY 12603

Hospitality Tours  
Hyannis, MA 02601

The Friendship Corp.  
Bloomfield, CT 06002

Misha Tours  
San Diego, CA 92115

1000 Island Tours  
Gananoque, Ontario K7G 2H5

Circle America Tours  
St. Louis, MO 63119

Peter Pan Tours  
Springfield, MA 01102-1776

Norfolk Tours  
Baton Rouge, LA 70806

Domenico Tours  
Bayonne, NJ 07002

Dan Dipert Tours  
Arlington, TX 76004

Christian Tours  
Maiden, NC 28650

Lambert's Tour and Travel  
Ventura, CA 93001

AAA New Jersey Auto Club  
Florham Park, NJ 07932

AAA Miami Valley Auto Club  
Dayton, OH 45429

Mayflower Tours  
Downers Grove, IL 60515

Coach Tours Ltd.  
Danbury, CT 06810

Panorama Tours  
St. Louis, MO 63131

Corliss Tours  
Monrovia, CA 91016

Allied Tour & Travel, Inc.  
Omaha, NB 68008

Firstline Tours, Inc.  
Bloomington, MN 55425

Western Carolina Tours, Inc.  
Asheville, NC 28814

Transtario Tours  
Bradford, Ontario L3Z 2B4

Maupintour, Inc.  
Lawrence, KS 66044-3696

Berkley Tours and Travel  
Southfield, MI 48075

McCullough Trael, Inc.  
Jefferson City, MO 65102

Cadabout Tour and Travel  
Middlebury, CT 06762

Group Tours, Inc.  
St. Louis, MO 63144

## National Tour Association Montreal, Quebec November, 1990

Seniortours, Inc.  
Drexel Hill, PA 19026

Silver Fox Tours  
Atlantic City, NJ 08401

Hospitality Tours  
Hyannis, MA 02601

Spencer Tours  
Stamford, CT 06903

Knoxville Tours, Inc.  
Knoxville, TN 37912

Rohrer Bus Service  
Duncannon, PA 17020

Pilgrim Tours  
Morgantown, PA 19543

Tauk Tours, Inc.  
Westport, CT 06881

Tourco  
Hyannis, MA 02601

Transtario Tours  
Bradford, Ontario L3Z 2B4

Kerrville Tours, Inc.  
Shreveport, LA 71101

Travel Ventures  
Kitchener, Ontario N2G 1K6

Trentway Tours Ltd.  
Peterborough, Ontario K9J 7X7

Northwest Tours, Inc.  
Portland, OR 97207

Joni's Journies  
El Cajon, CA 92020

Kaplan Tours  
New London, CT 06320-1774

American Rail Magic Tours  
Owatonna, MN 55060

Peter Pan Tours  
Springfield, MA 01102-1776

Kamm Tours and Tavel, Inc.  
Cambridge, OH 43725

Travel Wizards  
Treose, PA 19047

Talmadge Tours  
Philadelphia, PA 19107

Just for Fun Travel  
Newport, PA 17074

Community Coach and Tours  
Passaic, NJ 07055

Brennan Tours  
Seattle, WA 98101

Friendship Tours  
Bloomfield, CT 06002

Barnett Tour and Travel  
Richmond, VA 23226

Clark Travel and Tour  
Austin, TX 78723

Biss Tours  
Rego Park, NY 11374

Getaway Tours  
Terryville, CT 06786

Travel King Groups, Inc.  
Boulder, CO 80303

Calico Tours  
Los Angeles, CA 90064

AFC Tours  
Del Mar, CA 92014

AAA Miami Valley Auto Club  
Dayton, OH 45429

Collette Tours  
Pawtucket, RI 02860

Denure Tours  
Lindsay, Ontario K9V 5N5

Uniglobe Northstar Travel  
Little Rock, AR 72202

Good News Travels  
Easley, SC 29641

Adventure Tour and Travel  
High Point, NC 27262

Moore Fun Tours  
Green Bay, WI 54302

AAA South Central Ohio  
Chillicothe, OH 45601

Aquila Tours  
Saint John, New Brunswick

Byrne and Proctor Destination  
Chatham, MA 02633

C and Bea Tours  
Woodstown, NJ 09098

Beckham Reception Services  
Canton, MA 02021

Day Dream Tours  
Malverne, NY 11565

Corliss Tours  
Monrovia, CA 91016

Destinations Unlimited  
Southington, CT 06489-2575

Aristocrat Tours, Inc.  
Poughkeepsie, NY 12603

My World Travel  
Chadds Ford, PA 19317

Adirondack Trailways  
Kingston, NY 12401

Norfolk Tours  
Baton Rouge, LA 70806

Green Valley Group Tours  
St. Albans, VT 05478

**American Bus Association  
Niagara Falls, New York  
December 2-7, 1990**

Jim Thorpe Tours  
Walnutport, PA 18088

Punxsutawney Bus Company  
Punxsutawney, PA 15767

Dattco Bus, Inc.  
New Britain, CT 06051

Viking Tours of Newport  
Newport, RI 02840

George Ku Tours  
New Castle, PA 16102

Golden Age Festival, Inc.  
Wildwood Crest, NJ 08260

First Class Tours  
Petaluma, CA 94953-5975

Conway's Bus Service, Inc.  
Cumberland, RI 02864

Starr Tours  
Trenton, NJ 08619

Rohrer Bus Service  
Duncannon, PA 17020

Classic Tours  
Lakewood, NJ 08701

Tower Bus, Inc.  
Grand Rapids, MI 49504

Utica-Rome Bus Company  
Clinton, NY 13323

Empire Trailways, Inc.  
Syracuse, NY 13202

Holiday Express Corp.  
Reidsville, NC 27320

Niagara Scenic Bus Tours  
Hamburg, NY 14075

Sunrise Coach Lines, Inc.  
Greenport, LI, NY 11944

Anderson House Tours  
Wabasha, MN 55981

Hubers Bus Service, Inc.  
Glen Burnie, MD 21061

Silver Fox Tours  
Atlantic City, NJ 08401

Bollman Charter Service  
Everett, PA 15537

Blue Bird Coach Lines  
Olean, NY 14760

Capitol Trailways of PA  
Harrisburg, PA 17105-3353

Carl R. Bieber Tourways  
Kutztown, PA 19530

Fullington Auto Bus Co.  
State College, PA 16801

Leisure Line  
Mahwah, NJ 07430

Dufour Escorted Tours  
Pittsfield, MA 01201

Mid-American Coaches, Inc.  
Washington, MO 63090

Jefferson Bus Lines  
Minneapolis, MN 55440

Mansun Tours  
State College, PA 16804

Happy Time Tours  
Thunder Bay, Ontario P7B 2Z5

My World Travel, Inc.  
Wilmington, DE 19803

Videovue Tours  
Baltimore, MD 21208

Conestoga Tours  
Lancaster, PA 17602

Price Bus Lines  
Scranton, PA 18504

Tri-City Coaches  
Bethlehem, PA 18017

Cape Escapes  
Hyannis, MA 02601



# Japan America Society of Maine

FAR EAST/DOWN EAST:

## MAINE'S JAPANESE TOURISM CONNECTION

MAY 1, 1990

### PROGRAM

9:00 a.m. - 9:30 a.m.	Registration
9:30 a.m. - 11:00 a.m.	<p>The Japanese Visitor: A Cultural Overview</p> <p>Moderator: Judy Goodwin, <i>Executive Director</i> Japan America Society of Maine</p> <p>Panelists: Jan Furutani, <i>International Specialist</i> Massachusetts Office of Tourism Linda Mysliwy, <i>Assistant Secretary for Tourism Marketing</i> USTTA, Washington, D.C. Dallas Pyle, <i>President</i> Songo River Trading Company, Portland Shoko Hirao, <i>Japanese Consultant</i> Massport</p>
11:00 a.m. - 11:15 p.m.	Coffee Break
11:15 a.m. - 12:45 p.m.	<p>Reaching the Market: Perspectives from the Travel Trade</p> <p>Moderator: Hilary Sinclair, <i>Deputy Commissioner for Tourism</i> State of Maine</p> <p>Panelists: Peter Dale, <i>Director</i> DL Transnational, Boston Masaaki Koyama, <i>General Manager</i>, ANA Hollo Tours, New York Masuhiro Matsumoto, <i>President</i>, Kintetsu International Express, New York</p>
1:00 p.m. - 2:00 p.m.	Lunch
2:15 p.m. - 4:00 p.m.	<p>Servicing the Japanese Client: Key to Success</p> <p>Moderator: Diane Andrews, <i>Director of Sales</i> The Samoset Resort</p> <p>Panelists: John Shade, <i>Sales Manager</i> Ritz Carlton, Boston James Kanealy, <i>Director of Sales</i> Hotel Meridien, Boston Steve Bauld, <i>Owner</i> Mini Coach of Boston Barbara Hopkins, <i>Group Sales Coordinator</i> Old Sturbridge Village</p>

Co-sponsored by  
Japan America Society of Maine and  
The Maine Office of Tourism

One Bank Road, P.O. Box 8461, Portland, Me 04104 (207) 774-4014



*The Maine Tourism Commission*

*&*

*The Hospitality Industry*

*Invite you to be our guest for an evening at*

*The Senator Inn, Augusta*

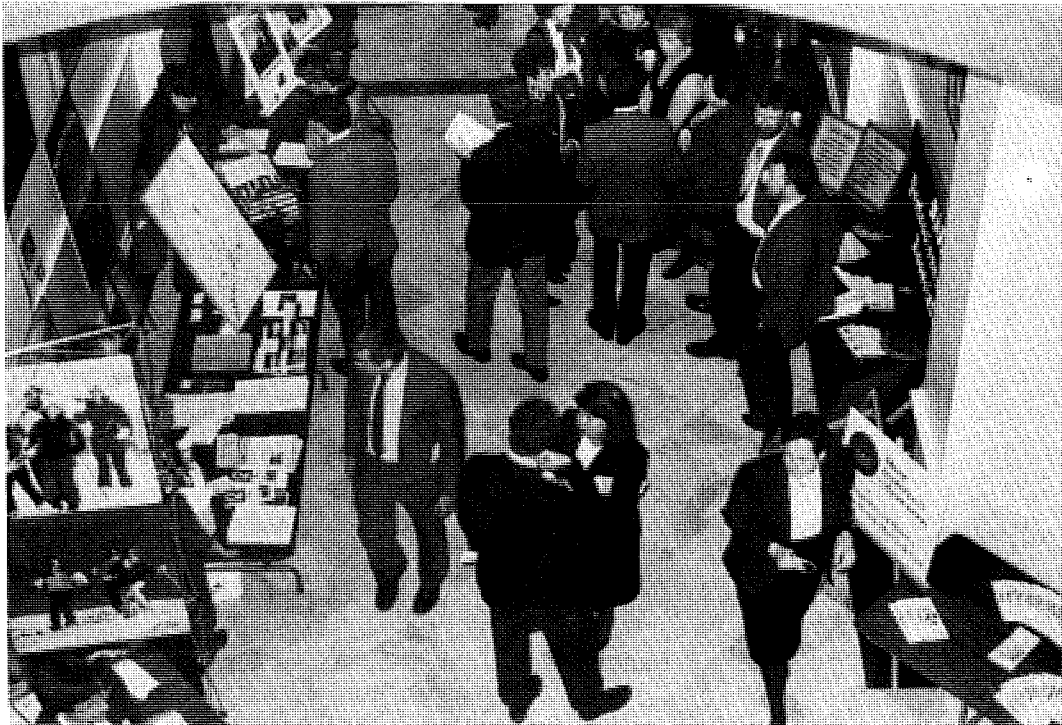
*Tuesday, March 27, 1990*

*Reception: 6:30 p.m.*

*Dinner: 7:30 p.m.*

*Door Prizes*

*RSVP: 289-5710*



**The Rotunda was busy during Tourism Day in the Legislature.**

## **Unity Dinner:**

Five tourism industry employees were honored at the Unity Dinner held at The Cliff House in Ogunquit. In addition, George J. Stobie, retiring Maine Publicity Bureau executive director was presented the Kathryn M. Weare Award. Winners were:

KATHRYN M. WEARE AWARD  
for  
SIGNIFICANT STATEWIDE CONTRIBUTIONS  
TO THE  
TOURISM INDUSTRY

**GEORGE J. STOBIE**  
MAINE PUBLICITY BUREAU  
HALLOWELL

\*\*\*\*\*

Outstanding Attractions Employee of the Year  
**CAROL HOLMAN**  
Art Museum  
Rockland

\*\*\*\*\*

Outstanding Recreation Employee of the Year  
**ANDY HOLMAN**  
Sunday River Ski Resort  
Bethel

\*\*\*\*\*

Outstanding Public Service Employee of the Year  
**LUCY HOCKING**  
Mount Desert Island Biological Laboratory  
Salisbury Cove

\*\*\*\*\*

Outstanding Accommodations Employee of the Year  
**JEFFREY L EOHNER**  
Portland Marriott Hotel  
South Portland

\*\*\*\*\*

Outstanding Food Service Employee of the Year  
**CHERYL M. RICE**  
Ebb Tide Restaurant & Gilchrist's East  
Boothbay Harbor



PACKAGING SEMINARS  
Thursday, April 19  
Friday, April 27, Comfort Inn, Bangor

"Packaging is a term often used in the tourism industry which frequently means different things to different people. At this one day seminar come and learn how different types of packages are put together where and how they can be marketed. Whether it's a "weekend package" advertised through your local newspaper or a two week inclusive tour for Europeans the "packaging" concept conveys "value." Implicit in the term is the public perception that they are getting more than they're paying for. Join us and learn from the experts how it's done!

**AGENDA**

9:00 a.m. - 10:15 a.m.	Getaway Weekends: Single Entity Programs
	<ul style="list-style-type: none"><li>* Defining the appeal - creative thinking</li><li>* What to include and how to price</li><li>* Marketing opportunities</li><li>* Tracking results</li></ul>
10:15 a.m. - 10:30 a.m.	Coffee Break
10:30 a.m. - 12:00 p.m.	Group Tour - Motorcoach: Benefits for the Off-Season
	<ul style="list-style-type: none"><li>* Defining the market</li><li>* How to work with tour operators</li><li>* Promotion</li><li>* The payback</li></ul>
12:00 p.m. - 1:15 p.m.	Lunch
1:15 p.m. - 2:30 p.m.	Travel Agents & Tour Wholesalers: Avenues for a New Market
	<ul style="list-style-type: none"><li>* Types of packages</li><li>* Commissions and pricing</li><li>* Familiarization tours</li><li>* Attracting the international visitor</li></ul>
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 4:00 p.m.	Press Relations - Expanding Your Reach
	<ul style="list-style-type: none"><li>* Advertising vs editorial, what constitutes a story and what doesn't</li><li>* Writing a press release that is usable</li><li>* Feature writers</li></ul>

Cost: \$15.00 per person to cover lunch and coffee breaks.

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PACKAGING SEMINAR

Check One:

\_\_\_\_\_ Thursday, April 19, Marriott Hotel, So. Portland, 9:00 a.m. - 4:00 p.m.  
\_\_\_\_\_ Friday, April 27, Comfort Inn, Bangor, 9:00 a.m. - 4:00 p.m.

NAME(S): \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_ \$15.00 PER PERSON, PER SEMINAR

Enclosed is my check in the amount of \$ \_\_\_\_\_ to cover lunch and coffee breaks for \_\_\_\_\_ people.

## Appendix III - Visitor Information



The Hampden Information Center opened on July 1, 1990.

## **Appendix IV - Regional Programs**

### **A. Tourism Partnership Program - 1990 Awards**

**Maine Crafts Association of Deer Isle - \$8,650**

Project: Produce an expanded cultural guide.

**Belfast Area Chamber of Commerce - \$1,750**

Project: Produce a five-minute film on the Belfast area.

**Town of Sabattus - \$5,000**

Project: To promote the Sabattus Winter Carnival.

**Franklin County Development Office of Farmington - \$3,000**

Project: Produce a tri-chamber map.

**Oxford Hills Area Chamber of Commerce of South Paris - \$2,930**

Project: To participate in the Eastern States Exposition (Big E) Conference in Springfield, Mass.

**Maine Professional Guides Association of Ellsworth - \$7,050**

Project: For the production of a Maine Professional Guides Directory.

**Portland Convention and Visitors Bureau - \$5,745**

Project: For attendance at special new market trade shows.

**Augusta Civic Center of Augusta - \$4,507**

Project: For production of a brochure for meeting and convention planners.

**Ski Maine Association of Portland - \$20,000**

Project: For an advertising campaign in the Boston market area.

**Moosehead Lake Wilderness Association of Greenville - \$1,262**

Project: For attendance at out-of-state trade shows.

**Bethel Area Chamber of Commerce of Bethel - \$1,750**

Project: For the production of publicity brochures and posters for the Mud Festival.

**Kennebunk/Kennebunkport Chamber of Commerce of Kennebunk - \$4,537**

Project: For an out-of-state marketing campaign for the Kennebunk/Kennebunkport region.

**Maine-Quebec Winter Carnival of Lewiston - \$2,500**

Project: For marketing supplies and promotional activities for the 1990 Maine-Quebec Winter Carnival in Quebec, Canada.

**Grants totalled: \$68,681**

Regional Development/Management Program 1990  
Phase II - All as of 12/90 unless otherwise indicated

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 As of 12/89	Completed June 30, 1990	Completed June 30, 1990
Northern Kennebec Reg. Planning Commission Award \$30,000	Completed projects, budgets and timelines; Approved by MOT As of 12/89	Completed June 30, 1990	Completed June 30, 1990
Androscoggin Valley Council of Governments Award \$35,000	Completed projects, budgets and timelines; Approved by MOT As of 12/89	Completed June 30, 1990	Completed June 30, 1990
Greater Portland Council of Governments Award \$30,000	Completed projects, budgets and timelines; approved by MOT	In process; to be completed March, 1991	In process; to be completed March, 1991
Mid-Coast Economic Development Council Award \$30,000	Completed projects, budgets and timelines; approved by MOT	In process; to be completed March, 1991	In process; to be completed March, 1991
Northern Maine Reg. Planning Commission Award \$30,000	Completed projects, budgets and timelines; approved by MOT	In process; to be completed April, 1991	In process; to be completed April, 1991

Regional Development/Management Program 1990  
Phase III

Grant Recipient	Recommended Outline of Projects	Completion of Projects Final Reports
Androscoggin Valley Council of Governments Award \$5,000	Outline completed and approved by MOT	In process; to be completed June 30, 1991
North Kennebec Regional Planning Commission Award \$5,000	Outline completed and approved by MOT	In process; to be completed June 30, 1991
Eastern Maine Development Corporation Award \$5,000	To be awarded April, 1991	
Mid-Coast Economic Development Council Award \$5,000	To be awarded April, 1991	
Greater Portland Council of Governments/So. Maine Regional Planning Comm. Award \$5,000	To be awarded April, 1991	
Northern Maine Reg. Planning Commission Award \$5,000	To be awarded May, 1991	

# **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 1990 includes:

- State-Owned Information Center Visitors
- Mail, Phone, 800# Inquiries
- State Parks and Recreational Areas - Day Use Camping
- Acadia National Park Visitors
- Employment in Restaurant and Lodging Facilities
- Immigration: Selected Alien Boarder 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 1989 to 1990.

### **Summary and Conclusions**

Increase in number of visitors at State-Owned Visitor Information Centers: 18%.

Increase in Mail/phone inquiries: 12%

Increase in state park day visitors and campers: 2.4%

Increase in number of foreign visitors entering Maine at Houlton, Jackman, Madawaska, Fort Fairfield, Lubec, Calais, Bangor and Portland: 16.6%

Increase in restaurant taxable sales of 1.71%, and lodging taxable sales of 3.88%.

Decrease in restaurant employment: 10%; lodging employment: 18.3%.

Decrease in passenger traffic on the Maine Turnpike: .76%.

State-Owned Information Center Visitors (Yarmouth Center opened 3/88, Hampden opened 7/90)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	18,701	21,721	31,856	39,734	58,701	107,863	254,350	267,516	160,260	101,014	43,799	25,275	1,130,790
% diff. 89/90	-4.14%	-2.05%	19.24%	2.29%	-2.50%	4.67%	25.15%	17.67%	34.19%	18.16%	40.18%	29.66%	18.19%
Telephone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	1,930	1,935	2,688	2,743	3,757	4,344	4,739	3,595	1,584	835	596	564	29,310
% diff. 89/90	18.92%	5.91%	-2.15%	-7.71%	2.26%	3.95%	31.97%	30.63%	2.13%	0.72%	-16.41%	-11.18%	8.18%
800# Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	2,112	1,472	2,212	3,962	5,713	5,080	4,685	6,353	4,868	2,093	1,741	1,064	41,355
% diff. 89/90	-14.60%	-2.19%	-5.39%	-17.36%	-5.40%	17.08%	36.83%	91.41%	15.60%	72.98%	40.74%	16.54%	15.51%
Mail Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	5,343	6,860	17,240	14,825	13,910	9,562	7,667	6,432	6,550	4,100	3,919	3,009	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
1990	4,891	6,261	7,562	7,040	6,678	6,798	4,686	4,651	3,234	5,533	3,154	2,214	62,702
% diff. 89/90	-30.70%	-11.59%	-12.80%	-4.79%	-11.98%	12.92%	14.82%	-21.69%	-22.03%	27.22%	6.81%	-21.68%	-7.94%
Mail/Phone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	8,933	9,668	12,462	13,745	16,148	16,222	14,110	14,599	9,686	8,461	5,491	3,842	133,367
% diff. 89/90	-19.91%	-7.16%	-9.41%	-9.33%	-6.66%	11.58%	27.16%	21.56%	-2.26%	32.45%	11.99%	-12.18%	1.80%

Acadia Visitors	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	90,912	76,507	126,382	371,802	620,679	796,050	1,053,517	1,103,172	787,303	639,045	346,541	91,432	6,103,342
% diff. 89/90	59.95%	32.51%	-0.43%	22.30%	4.32%	10.53%	3.77%	4.00%	15.37%	2.07%	8.78%	38.86%	8.42%
State Park Day Visitors	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	138,738	(included in January figure)			124,593	296,074	629,170	526,563	177,096	101,777	56,159	(Nov+Dec)	2,050,170
% diff. 89/90	-11.43%				-16.96%	0.86%	-1.37%	34.12%	-23.29%	-5.35%	22.41%		1.74%
State Park Campers	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	744	(included in January figure)			13,441	25,502	86,029	84,555	18,151	2,182	59	(Nov+Dec)	230,663
% diff. 89/90	-20.51%				-10.78%	-0.80%	16.00%	19.73%	-16.89%	-19.54%	37.21%		9.28%
State Park Day Visitors and Campers	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	139,482	(included in January figure)			138,034	321,576	715,199	611,118	195,247	103,959	56,218	(Nov+Dec)	2,280,833
% diff. 89/90	-11.48%				-16.40%	0.73%	0.44%	31.93%	-22.74%	-5.70%	22.42%		2.46%



US Immigration: Selected Alien Border Crossings													
<b>Houlton</b>													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	177,741	171,975	213,250	228,953	230,707	262,477	368,291	400,245	273,228	279,090	255,537	257,735	3,119,229
% diff. 89/90	2.06%	2.11%	9.02%	18.82%	18.60%	25.06%	35.42%	34.94%	14.92%	20.22%	22.02%	31.92%	20.97%
<b>Jackman</b>													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	14,882	14,274	10,902	10,076	11,799	20,121	63,675	58,855	18,617	14,050	8,555	5,305	251,111
% diff. 89/90	-2.52%	15.34%	-22.78%	-5.73%	1.64%	-5.59%	-3.17%	6.06%	-26.90%	-28.85%	-53.82%	-60.27%	-11.49%
<b>Madawaska</b>													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	178,307	166,440	174,443	196,114	191,277	167,356	167,455	181,487	174,637	187,112	171,541	184,843	2,141,012
% diff. 89/90	25.51%	21.05%	9.28%	22.00%	2.11%	-18.77%	-16.52%	7.78%	1.82%	5.91%	2.45%	6.70%	4.38%
<b>Fort Fairfield</b>													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	64,932	63,667	66,003	61,986	70,757	82,100	102,223	95,735	87,047	85,879	69,523	79,126	928,978
% diff. 89/90	3.00%	13.58%	-1.28%	7.99%	0.31%	12.54%	6.06%	8.67%	0.70%	-4.73%	-1.06%	10.68%	4.42%
<b>Portland</b>													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	20	27	49	52	819	1,106	1,881	2,370	1,423	1,073	38	21	8,879
% diff. 89/90	-54.55%	-40.00%	32.43%	-10.34%	51.95%	5.43%	10.00%	13.07%	9.55%	44.61%	31.03%	40.00%	15.87%

US Immigration: Selected Alien Border Crossings													
Bangor	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	805	644	916	542	680	1,341	3,513	5,912	3,069	1,783	621	660	20,486
% diff. 89/90	38.32%	8.24%	3.39%	-41.34%	-24.53%	-6.09%	-19.68%	4.21%	7.61%	14.74%	-15.28%	23.13%	-2.62%
Lubec	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	37,469	36,292	32,458	42,082	43,133	53,276	72,362	81,679	70,202	49,574	40,517	40,451	599,495
% diff. 89/90	-1.87%	-3.24%	-1.29%	0.40%	-12.61%	-16.15%	-12.14%	-10.35%	-8.53%	-4.91%	-5.36%	7.26%	-7.23%
Calais	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	246,915	235,966	239,597	267,215	275,250	389,513	450,101	556,963	366,339	318,653	325,145	340,302	4,011,959
% diff. 89/90	2.40%	3.35%	6.78%	2.39%	3.44%	9.98%	5.55%	16.46%	4.53%	10.79%	20.08%	15.39%	8.92%
US Immigration: Total of Selected Alien Border Crossings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	721,071	689,285	737,618	807,020	824,422	977,290	1,229,501	1,383,246	994,562	1,209,172	1,114,342	1,167,338	11,854,867
% diff. 89/90	6.91%	7.57%	6.22%	11.25%	5.58%	5.04%	6.95%	16.66%	4.41%	40.47%	42.87%	48.40%	16.66%

Taxable Sales Statewide- Restaurant (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	\$59,484	\$57,779	\$66,870	\$65,130	\$77,850	\$93,455	\$115,406	\$118,816	\$97,900	\$82,294	\$61,659	\$70,223	\$966,866
% diff. 89/90	3.51%	4.62%	6.17%	-3.29%	5.24%	8.95%	-0.63%	1.20%	2.79%	0.86%	0.00%	-7.34%	1.71%
Taxable Sales Statewide- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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	\$212,357
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	\$244,880
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
1990	\$8,949	\$10,170	\$10,674	\$8,604	\$14,667	\$26,952	\$55,334	\$60,633	\$36,467	\$23,052	\$9,928	\$9,534	\$274,964
% diff. 89/90	13.72%	15.67%	-0.52%	-13.58%	7.50%	9.97%	-0.25%	5.55%	5.26%	0.98%	1.42%	5.88%	3.88%
Taxable Sales Statewide- Restaurant and Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	\$68,433	\$67,949	\$77,543	\$73,734	\$92,517	\$120,406	\$170,740	\$179,450	\$134,367	\$105,347	\$71,587	\$79,757	\$1,241,831
% diff. 89/90	4.74%	6.14%	5.20%	-4.62%	5.59%	9.18%	-0.51%	2.63%	3.45%	0.88%	0.20%	-5.93%	2.18%
Taxable Sales Statewide- Consumer (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1990	\$466,907	\$448,008	\$550,306	\$544,808	\$635,584	\$703,982	\$733,911	\$795,352	\$702,443	\$626,468	\$584,402	\$695,783	\$7,487,954
% diff. 89/90	-0.25%	-1.27%	0.26%	-3.39%	-4.11%	-5.76%	-2.42%	-3.37%	-2.86%	-3.83%	-2.40%	-6.44%	-3.21%
Taxable Sales Statewide- Other Retail (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	\$40,856	\$40,982	\$45,088	\$46,900	\$58,199	\$70,176	\$71,511	\$76,527	\$75,974	\$69,819	\$64,560	\$118,726	\$779,318
1988	\$47,567	\$45,867	\$52,265	\$53,138	\$64,198	\$81,379	\$80,100	\$84,407	\$82,922	\$77,307	\$75,943	\$130,645	\$875,738
1989	\$50,527	\$48,313	\$58,652	\$55,245	\$70,284	\$82,539	\$84,328	\$90,208	\$87,053	\$81,468	\$76,570	\$135,665	\$920,851
1990	\$54,601	\$51,887	\$60,134	\$60,411	\$74,131	\$88,619	\$88,355	\$92,836	\$89,815	\$77,172	\$78,612	\$132,909	\$949,482
% diff. 89/90	8.06%	7.40%	2.53%	9.35%	5.47%	7.37%	4.78%	2.91%	3.17%	-5.27%	2.67%	-2.03%	3.11%
Taxable Sales Northern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	\$218	\$195	\$227	\$228	\$372	\$469	\$500	\$558	\$618	\$408	\$427	\$242	\$4,462
1988	\$214	\$205	\$241	\$214	\$312	\$448	\$535	\$516	\$569	\$382	\$403	\$252	\$4,291
1989	\$217	\$234	\$711	\$296	\$460	\$556	\$627	\$626	\$656	\$495	\$475	\$323	\$5,677
1990	\$281	\$398	\$347	\$325	\$492	\$583	\$647	\$697	\$754	\$508	\$433	\$454	\$5,920
% diff. 89/90	29.26%	69.90%	-51.14%	9.76%	6.96%	4.78%	3.25%	11.39%	14.99%	2.53%	-8.82%	40.47%	4.28%

Taxable Sales Penobscot ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	\$848	\$881	\$1,001	\$1,105	\$1,377	\$1,738	\$2,558	\$2,976	\$2,284	\$2,045	\$1,266	\$955	\$19,034
1988	\$884	\$1,027	\$1,251	\$1,264	\$1,568	\$1,831	\$3,220	\$3,274	\$2,932	\$2,316	\$1,644	\$1,105	\$22,316
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
1990	\$1,141	\$1,278	\$1,697	\$1,462	\$1,933	\$2,460	\$3,555	\$4,260	\$3,352	\$2,634	\$1,988	\$1,323	\$27,083
% diff. 89/90	8.41%	9.72%	8.88%	9.05%	1.63%	10.09%	8.11%	11.43%	6.26%	-2.89%	4.67%	6.44%	6.74%
Taxable Sales Eastern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	Dec	Jan-Dec
1987	\$233	\$306	\$348	\$387	\$996	\$2,594	\$6,198	\$7,172	\$4,927	\$2,297	\$670	\$462	\$26,590
1988	\$337	\$369	\$398	\$464	\$1,178	\$3,108	\$7,542	\$9,062	\$5,702	\$2,982	\$573	\$557	\$32,272
1989	\$416	\$412	\$521	\$575	\$1,566	\$3,604	\$7,854	\$9,100	\$6,159	\$3,132	\$624	\$558	\$34,520
1990	\$322	\$383	\$413	\$527	\$1,453	\$3,597	\$7,842	\$9,690	\$6,641	\$3,277	\$660	\$653	\$35,457
% diff. 89/90	-22.67%	-7.01%	-20.77%	-8.33%	-7.22%	-0.19%	-0.16%	6.48%	7.83%	4.61%	5.85%	17.05%	2.71%
Taxable Sales Mid Coast ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	\$590	\$490	\$518	\$791	\$1,322	\$2,731	\$6,237	\$7,075	\$4,594	\$2,484	\$628	\$647	\$28,107
1988	\$420	\$510	\$578	\$765	\$1,393	\$3,141	\$6,933	\$7,784	\$5,250	\$2,900	\$1,233	\$1,039	\$31,946
1989	\$760	\$702	\$794	\$835	\$1,496	\$3,482	\$7,299	\$8,329	\$5,412	\$2,922	\$992	\$1,011	\$34,033
1990	\$1,394	\$677	\$827	\$926	\$1,784	\$3,605	\$7,472	\$8,240	\$6,081	\$3,128	\$935	\$921	\$35,991
% diff. 89/90	83.36%	-3.56%	4.21%	10.91%	19.25%	3.53%	2.37%	-1.06%	12.37%	7.07%	-5.73%	-8.90%	5.75%
Taxable Sales Kennebec ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	\$536	\$594	\$610	\$713	\$1,037	\$1,225	\$1,774	\$2,129	\$1,292	\$1,129	\$740	\$652	\$12,431
1988	\$653	\$724	\$720	\$695	\$1,131	\$1,379	\$2,102	\$2,663	\$1,498	\$1,401	\$893	\$595	\$14,454
1989	\$613	\$702	\$729	\$723	\$1,121	\$1,335	\$2,214	\$2,446	\$1,622	\$1,424	\$907	\$645	\$14,480
1990	\$788	\$859	\$894	\$794	\$1,120	\$1,532	\$2,065	\$2,415	\$1,585	\$1,446	\$809	\$552	\$14,857
% diff. 89/90	28.53%	22.31%	22.66%	9.78%	-0.09%	14.72%	-6.75%	-1.27%	-2.26%	1.52%	-10.80%	-14.41%	2.60%
Taxable Sales Androscoggin ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	\$1,716	\$2,176	\$1,918	\$692	\$830	\$1,211	\$1,950	\$2,280	\$1,571	\$1,160	\$587	\$1,531	\$17,622
1988	\$2,023	\$2,729	\$3,076	\$749	\$976	\$1,437	\$2,283	\$2,390	\$1,798	\$1,240	\$725	\$1,810	\$21,236
1989	\$2,620	\$2,878	\$2,772	\$998	\$881	\$1,448	\$2,131	\$2,839	\$1,777	\$1,348	\$757	\$1,940	\$22,389
1990	\$2,344	\$3,301	\$2,797	\$602	\$1,048	\$1,555	\$2,574	\$2,423	\$1,792	\$1,162	\$797	\$2,188	\$22,583
% diff. 89/90	-10.54%	14.70%	0.91%	-39.68%	18.96%	7.40%	20.78%	-14.66%	0.83%	-13.79%	5.31%	12.81%	0.87%

Taxable Sales Cumberland ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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	\$42,923
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	\$48,912
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
1990	\$1,923	\$2,160	\$2,489	\$2,237	\$3,246	\$4,986	\$8,864	\$9,839	\$7,013	\$5,635	\$2,797	\$1,948	\$53,136
% diff. 89/90	16.83%	6.60%	-12.50%	-19.25%	-1.76%	7.73%	-7.78%	1.26%	4.65%	-8.28%	-2.03%	-12.31%	-2.44%
Taxable Sales Southern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	\$391	\$440	\$623	\$1,081	\$2,472	\$6,165	\$18,762	\$17,919	\$7,525	\$3,434	\$976	\$1,125	\$60,913
1988	\$561	\$662	\$700	\$1,646	\$2,819	\$6,508	\$21,505	\$19,105	\$9,016	\$4,573	\$1,124	\$845	\$69,064
1989	\$540	\$667	\$787	\$2,403	\$2,888	\$7,167	\$22,298	\$20,415	\$9,091	\$4,603	\$1,261	\$1,049	\$73,168
1990	\$749	\$1,107	\$1,199	\$1,718	\$3,568	\$8,589	\$22,158	\$22,915	\$9,170	\$5,204	\$1,487	\$1,476	\$79,341
% diff. 89/90	38.70%	66.00%	52.35%	-28.52%	23.55%	19.85%	-0.63%	12.24%	0.88%	13.07%	17.95%	40.75%	8.44%
Employment - Restaurant													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ave Jan-Dec
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	27,725
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
1990	30,300	29,400	30,300	30,400	32,500	33,800	35,400	35,300	33,000	32,600	30,500	29,200	31,892
% diff. 89/90	-0.98%	-3.29%	-2.26%	-7.60%	-8.19%	-13.33%	-15.11%	-15.75%	-14.95%	-7.91%	-12.61%	-12.05%	-10.00%
Employment - Lodging													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ave Jan-Dec
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
1990	6,600	6,700	6,800	7,000	8,300	10,900	13,800	14,200	11,100	9,900	7,200	6,600	7,942
% diff. 89/90	1.54%	3.08%	1.49%	-9.09%	-9.78%	-8.40%	-2.82%	-4.05%	-5.93%	-4.81%	-18.18%	-19.51%	-18.34%

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
1990	1,775	1,679	2,028	2,051	2,306	2,512	3,167	3,307	2,455	2,294	2,065	1,919	27,558
% diff. 89/90	-0.48%	1.22%	3.63%	1.19%	-0.46%	0.39%	-0.99%	1.05%	-3.83%	-5.09%	-1.38%	-3.79%	-0.78%
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
1990	13	13	13	15	31	39	66	63	35	19	14	9	330
% diff. 89/90	4.37%	-0.60%	5.14%	10.79%	0.38%	5.52%	-3.31%	5.24%	-4.11%	-3.96%	5.03%	-9.95%	0.91%
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
1990	1,788	1,692	2,041	2,067	2,336	2,551	3,232	3,370	2,490	2,313	2,080	1,928	27,887
% diff. 89/90	-0.45%	1.21%	3.64%	1.25%	-0.45%	-1.06%	-1.04%	1.12%	-3.83%	-5.08%	-1.34%	-3.82%	-0.76%

<b>Portland Airport</b>													
<b>Boardings</b>													
	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Jan-Dec</b>
<b>1987</b>	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
<b>1988</b>	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
<b>1989</b>	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
<b>1990</b>	38,583	38,578	41,571	44,487	40,281	47,211	62,112	70,862	51,145	51,536	40,598	38,216	565,180
<b>% diff. 89/90</b>	-0.92%	-6.85%	-10.41%	-10.27%	-6.80%	-8.18%	-2.24%	-5.49%	-2.34%	-7.86%	-8.01%	-9.30%	-6.44%
<b>Deplanings</b>													
	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Jan-Dec</b>
<b>1987</b>	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
<b>1988</b>	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
<b>1989</b>	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
<b>1990</b>	36,010	36,440	41,291	47,560	43,445	55,021	64,068	66,426	47,340	49,471	40,328	40,191	567,591
<b>% diff. 89/90</b>	-0.42%	-7.52%	-10.56%	-8.75%	-5.92%	1.00%	-3.95%	-3.44%	-5.99%	-3.65%	-8.00%	-8.17%	-5.29%
<b>Bangor Airport</b>													
<b>Boardings</b>													
	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>Dec</b>	<b>Jan-Dec</b>
<b>1987</b>	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
<b>1988</b>	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
<b>1989</b>	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
<b>1990</b>	12,227	11,963	15,587	15,072	13,161	15,862	22,962	27,083	18,866	17,795	13,534	13,851	197,963
<b>% diff. 89/90</b>	0.54%	-7.54%	-3.99%	0.58%	-2.49%	-7.94%	0.56%	8.65%	2.48%	0.46%	-2.73%	-0.06%	-0.37%
<b>Deplanings</b>													
	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Jan-Dec</b>
<b>1987</b>	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
<b>1988</b>	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
<b>1989</b>	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
<b>1990</b>	12,185	10,828	16,277	15,622	15,802	18,986	24,255	25,494	17,403	16,238	12,763	13,278	199,131
<b>% diff. 89/90</b>	12.43%	-2.82%	8.95%	5.98%	6.97%	9.73%	14.31%	8.24%	-3.59%	-1.10%	-6.66%	-6.29%	4.35%

## **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, 1989

*A Reference Guide to Maine's Tourism Industry*

## **Tourism Means Dollars for Maine**

- Visitors spend \$1.94 billion per year on food, lodging and leisure time activities in Maine. That represents an impact of more than \$5.3 million a day by Maine's tourism industry.
- In terms of gross revenue, tourism is second only to the paper industry.
- Tourism provides \$99 million a year in state tax revenues. That works out to \$270,000 for every day of the year. For every dollar the state invested in Maine tourism, \$48 were returned as state tax revenues.
- Tourism is Maine's largest employer providing 66,000 jobs across the state. That is more than one out of every ten Maine jobs.

## **Tourism, The Big Picture**

- Lodging sales through September in Maine increased by 6.4%, while Vermont's only increased 3.2%, New Hampshire's 2.2% and Massachusetts decreased 1.1%.
- Jobs in Maine eating and lodging places grew by 6% and 4.6% respectively, while Maine non-farm jobs increased only 3.1% and all U.S. jobs increased 2.8%.
- By the year 2000, tourism will be the largest industry in the U.S.
- Maine is ranked 45th in the nation for state travel office budget.

## **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.

## Appendix VI - Film Office

### **A: Filming Activities and Expenditures**

A total of 28 productions spent more than \$3.8 million in Maine during 1990. This included one feature film, 18 commercials/industrials/miscellaneous, and nine television specials. They included:

#### **Feature film:**

*Graveyard Shift* resulted in more than \$3 million in expenditures.

#### **Commercials:**

Nike Shoe  
Peterbilt Trucks  
Totota  
Nike Aqua Booties  
Eagle Vistion of Connecticut  
Sears Craftsman  
Benson & Hedge  
Four Bank of Boston advertisements  
Red Man Chewing Tobacco

#### **Television Shows:**

*Sarah Plain and Tall*  
*Making Sense of the '60s*  
*Gemstones of the United States*  
Three Japanese specials

#### **Miscellaneous:**

Greenpeace television spot  
Saab industrial advertisement  
Kraftline Windows still advertisement  
J. Riggins still advertisement  
Red Man Tobacco still advertisement

## **B: Towns with Filming Activity**

Film location scouting undertaken by, overseen by, or in conjunction with the Maine Film Office took place in every county in Maine and in the following cities and towns between January and December 1990.

Alfred	Machias
Augusta	Manchester
Bangor	Mars Hill
Bar Harbor	Millinocket
Bath	Moosehead Lake
Belfast	Mount Desert
Bethel	Newcastle
Biddeford	Newport
Blue Hill	Norway
Boothbay Harbor	Oakland
Brunswick	Ogunquit
Bucksport	Old Orchard Beach
Camden	Old Town
Cape Elizabeth	Orono
Cape Neddick	Orrs Island
Carrabassett	Owls Head
Clinton	Paris
Damariscotta	Pittsfield
Deer Isle	Poland Springs
Edgecomb	Popham Beach
Ellis Camp Beach	Portland
Eastport	Presque Isle
Eustis	Prospect Harbor
Fort Kent	Rangeley
Gardiner	Rockland
Gorham	Rockport
Greenville	Scarborough
Guilford	Scowhegan
Hallowell	South Bristol
Harmony	South Harpswell
Hebron	Southport
Kennebunkport	Stockton Springs
Kents Hill	Stonington
Kingfield	Wells
Lewiston	Westport
Limestone	Winter Harbor
Lincoln	Winthrop
Lincolntonville	Wiscasset
Lisbon	Yarmouth
Lisbon Falls	York
Lubec	York Beach and Harbor



Graveyard Shift press conference in Bangor.