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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

March 3, 1992

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# Office of Tourism : Annual Report, 1991

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# I. OVERVIEW

March 3, 1992

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 tourism industry approached 1991 with a great deal of apprehension. The War in the Gulf caused a general feeling of uncertainty during the first few months of the year. However, a speedy resolution before the summer season transformed what could have been a dismal season into a relatively good one.

In the United States, Americans continued to plan closer-to-home vacations due to concerns about terrorism in Europe in the aftermath of the war, and the continued stagnation of the U.S. economy. Overseas visitors came to the United States in record numbers for essentially the same reasons; there was apprehension about safety in Europe and the weakness of the U.S. dollar made us an attractive and affordable destination.

Motorcoach operators saw substantially increased demand as a result. Many added New England itineraries and others simply expanded existing programs to accommodate arriving international visitors.

The cruise ship industry re-positioned many ships out of the Mediterranean and some chose to add New York or Boston to Montreal itineraries with stops along the Maine coast in such ports as Portland, Camden and Mt. Desert Island. In all, 87 ships visited Maine ports during 1991, a 33 percent increase over the previous year.

To the north of Maine, the Canadian government instituted a 7 percent Goods and Services tax levied in addition to provincial taxes. As a result, Canadians began travelling south in record numbers to do their shopping. Maine retailers benefitted greatly, and immediately the tourism industry promoted itself in Canada as a shopping, as well as vacation destination, and those in the industry reported an increase in Canadian visitors.

Internationally, while the Office of Tourism continues to distribute literature and service all incoming requests from international tour operators and the trade press, State travel restrictions preclude us from attending trade shows and trade missions.

Once again, the President's visits to Kennebunkport stimulated interest in our State, not only amongst potential visitors, but also with the press. The national attention given returning Gulf War troops as they came through Bangor International Airport also increased Maine's visibility and resulted in many newspaper and television stories which appeared in newspapers and overseas magazines during 1991. For instance, on July 7, the Sunday New York Times' travel section ran five pages of articles about Maine, while in France, GEO magazine featured an extensive article on Maine and New Hampshire (focusing on the environmental impact of the woodland areas).

This editorial coverage served to bolster a continuing decline in the Office of Tourism's advertising budget due to state budget shortfalls. From a promotional standpoint, the Maine Tourism Coalition was able to obtain a matching grant for \$500,000 to generate increased tax revenues through stimulating tourism during the summer/fall and winter seasons. Cooperative radio and print media advertisements for targeted markets within a days drive of Maine were designed to attract the impulse-traveler market where people make decisions close to their time to travel.

In an effort to expand the fall season, the Office produced two collateral pieces for visitors in Maine during the summer months. The first was a series of three tent cards featuring a colorful fall image of Maine. They were placed on tables in restaurants and in lodging rooms. They invited summer visitors to "Make a Brilliant Comeback" during the fall.

The second piece was entitled "12 Little Getaways That are Simply Brilliant" and was in the form of a leaflet that was distributed through state-owned information centers and at tourism facilities throughout the State. It also was featured in many Tourism Office full-color advertisements.

In conjunction with the Maine Turnpike Authority, the Office implemented the first "Thank You Vacationer" program during the Columbus Day Weekend. A total of 35,000 leaflets promoting the State of Maine and urging visitors to return during the winter were distributed to the driver of each vehicle entering Maine via the Turnpike in York.

Overall, the tourism industry fared substantially better than other industry sectors in the Maine economy during 1991. While the cost of doing business did increase, taxable sales in lodging increased by 11.1 percent, and in restaurants by 2.9 percent from January through November, while consumer spending declined by 2 percent during the same period. Trends continued much as during the previous year. Vacations were still a high priority for most Americans. However, shorter vacations, and decreased spending for discretionary items were noticed by many property owners.

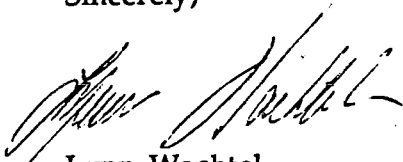
The Film Office continued to promote and assist all types of productions in Maine. 1991 productions included "The Good Son," a feature film shot in Portland and Freeport, "Ice Fishing With John,, an international cable special shot in T9 R11 WELS (Spider Lake), and "Britches," a clothing catalogue still shoot in Carrabassett Valley.

The Film Office also assisted companies find locations, and acted as a liaison with local and governmental departments to insure that productions ran smoothly for both the company and local citizens.

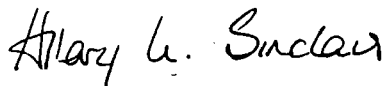
The second Maine Production Guide was produced during 1991 by the Maine Film Office. A total of 4,000 of the resource books will be sent by request to members of the \$2 billion-a-year United States production industry.

The Maine Tourism Commission, Maine Film Commission, Maine Tourism Coalition 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, as always, welcome your suggestions.

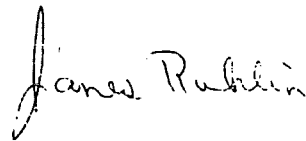
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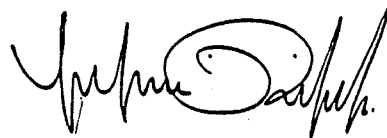
Lynn Wachtel  
Commissioner



Hilary Sinclair  
Director of Tourism



James Ruhlin, Chair  
Maine Tourism Commission



Lynn Kippax, Jr., Chair  
Maine Film Commission



## II. MARKETING

During a year of continued uncertainty about the economy and the state budget, marketing strategy once again focused on "closer-to-home" vacations and impulse travel in markets within a day's drive, as well as specialized travel trade development programs for more distant markets. As our advertising budget continued to decline, we supplemented our efforts with increased public relations about activities that were published by numerous newspapers and magazines throughout the Northeast and Canada. Through cooperative advertising with members of the Maine tourism industry, advertising monies were leveraged to expand print and media coverage. We continued a black and white "impulse" advertising campaign in The Boston Globe, Worcester Telegram and three north shore newspapers in Massachusetts during the summer and fall months. In addition, new black and white advertisements were created to promote a "value added" theme. A contract with RADIO AMERICA, a Massachusetts-based organization that distributes programs to 90 stations throughout New England and New York, produced two 60-second spots a week that were aired throughout the year.

With limited resources, specific objectives continued in much the same vein as during the previous year:

- to sustain repeat business and attract new visitors in our primary markets within a day's drive;
- to target the growing market segment in which consumers make an "impulse" decision very close to the time of travel;
- to capitalize on increased taxes north of the border by encouraging visitors to travel south to shop in Maine;
- to expand awareness of Maine in distant markets, amongst people whose curiosity has been piqued by press coverage of the President's visits to Kennebunkport;
- to continue working with the travel trade to generate leads for distribution to the tourism industry in-state;
- to encourage and facilitate feature articles about Maine as a destination.

### A. Advertising

#### Spring/Summer 1991

The Office continued to place four-color advertisements in magazines that research had shown produced the largest number of inquiries.

Advertising in annual seasonal publications included Yankee Travel Guide with a total circulation of 200,000, including 5,000 copies which were distributed to meeting planners, travel agents and motorcoach tour operators, and Woodall's 1991 Campground Directory, a comprehensive camping guide with a circulation of 500,000.

In response to the economic downturn and price sensitivity of our visitors, a new black and white image campaign was created for newspapers. The headline, "Some of the Best Things in Maine are Free," was designed to convey the message that "Vacationland" has a wide variety of activities for all tastes and budgets. Appendix page 3.

Cooperative newspaper advertising layout was redesigned to incorporate a state image surrounded by individual properties, and a new banner enhanced the theme.

To address the industry's growing concern about the softening regional economy and reinforce our presence within our primary market, black and white "impulse" advertisements were continued in an effort to attract weekend visitors.

#### Spring/Summer Campaign 1991:

- Full-color magazine advertising:  
Yankee  
New England Living
- Seasonal Guides:  
Yankee Travel Guide  
Woodall's 1991 Campground Directory
- Newspaper Black and White Image  
Worcester Telegram  
Le Soleil (Quebec)  
Boston Phoenix Summer Guide  
Rhode Island NewPaper
- Newspaper co-op advertising program:  
Boston Globe Sunday Travel Section (three 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)  
Worcester Telegram (two insertions)
- Newspaper impulse ad program:  
Lawrence Eagle Tribune  
South Middlesex News

Lowell Sun  
Worcester Telegram  
Boston Globe

Fall 1991:

Continuing to focus on the "closer-to-home" vacation concept, a fall strategy was developed to encourage summer visitors to return to Maine during the fall festival season.

In addition to print and radio advertising, two collateral pieces were produced.

The first, a series of three tent cards, were designed to be placed on tables in restaurants and in lodging rooms during the latter part of the summer. The card portrayed an image of Maine on one side with a blank space on the back for any special promotion being offered by the property. The campaign was co-sponsored by L.L. Bean and was entitled "Make a Brilliant Comeback." Approximately 20,000 of the 50,000 tent cards printed were distributed and used during the summer. The campaign will continue during the summer of 1992. Appendix page 4.

The second piece was designed to make people aware of many of the wonderful activities Maine has to offer during the fall. With this in mind, a fall leaflet entitled "12 Little Getaways that are Simply Brilliant" was produced and distributed through the State-owned information centers and at tourism facilities throughout the State. The guide was featured in full-color advertisements in Yankee, Down East and New England Living magazines, and in black-and-white advertisements in New York Magazine, The Boston Sunday Globe, Sunday New York Times, Worcester Telegram and Swan newspapers (Massachusetts). A total of 150,000 leaflets were printed and approximately 80,000 were distributed. Once again, the remaining pamphlets will be used next fall.

New black-and-white and color advertisements were developed for the print campaign to draw attention to the leaflet. The reader was encouraged to call the State's toll free information line, or stop in at one of the visitor centers to receive a copy. Appendix page 5.

Fall Campaign 1991:

- Full-color advertising
  - Yankee magazine(one insertion)
  - New England Living (one insertion)
  - Down East magazine(one insertion)
  - New York magazine (three insertions)
- Newspaper co-op advertising program:
  - Boston Globe Travel Section (two insertions)
- Newspaper black-and-white image:
  - Boston Sunday Globe (one insertion)

The Sunday New York Times (five insertions)  
Worcester Telegram (and Minuteman) (four insertions)  
Swan newspapers (three insertions)

#### **Winter 1991-92:**

Continuing the theme of portraying the wide range of activities and getaway opportunities developed during the previous winter, existing creative design was used in regional newspapers and magazines within a 500 mile radius of the state. Maclean's, a Canadian weekly news magazine, was added to gain broader exposure. While we purchased space in the Quebec/Atlantic Provinces edition, the magazine was unable to secure a matching piece for its western edition. Thus, the Maine piece was used nationally.

#### **Winter Campaign 1991:**

- Full-color magazine advertising
  - Yankee magazine (two insertions)
  - New England Skiers Guide
  - Boston Globe Sunday Magazine (four insertions)
  - Boston Magazine (two insertions)
  - Maclean's (four insertions)
  - Ski Country Getaways
- Newspaper black-and-white image
  - Le Soleil (Quebec City) (four insertions)
  - Halifax Chronicle (Nova Scotia) (three insertions)
  - St. John Telegraph-Journal (New Brunswick) (three insertions)
  - Moncton Times Transcript (New Brunswick) (three insertions)
  - Fredericton Daily Gleaner (New Brunswick) (three insertions)

### **B. Impulse Traveler Program**

The Maine Tourism Coalition was awarded a grant in the amount of \$500,000 to develop a one-to-one match (public monies and private sector contributions) with the tourism industry to:

- Expand marketing activities without duplicating the programs already in place;
- Target the growing impulse traveler market segment;
- Deliver a focused message frequently enough to ensure consumer response; and
- Focus on special offers and packages designed for the target market.

The program encompassed two seasons, summer/fall and winter, and had three components: radio advertising, print cooperative advertising and research.  
Appendix page 6.

### Print Campaign

- Fall:

Boston Globe (two insertions)  
Lawrence Eagle Tribune (two insertions)  
South Middlesex News (two insertions)  
Lowell Sun (two insertions)  
Swan newspapers (six insertions)  
Halifax Chronicle-Herald (three insertions)  
Fredericton Daily Gleaner (three insertions)  
La Presse (three insertions)  
Montreal Gazette (three insertions)

- Winter

Fredericton Daily Gleaner (two insertions)  
Halifax Chronicle-Herald (two insertions)  
Boston Globe  
    Pre-Holiday Shopping Package (three insertions)  
    Early Ski Package (two insertions)  
    Winter Sports Package (three insertions)  
Yankee magazine (one insertion)

### Radio Campaign

- Summer/Fall

Boston stations:

WRKO (11 weeks, 88 spots)	WBZ (13 weeks, 196 spots)
WAAF (11 weeks, 132 spots)	WBCN (13 weeks, 105 spots)
WODS (11 weeks, 66 spots)	WSSH (11 weeks, 110 spots)
WBMX (11 weeks, 88 spots)	WXKS (11 weeks, 126 spots)

Montreal stations:

CKAC (11 weeks, 80 spots)  
CJAD (11 weeks, 198 spots)  
CJMS (11 weeks, 264 spots)

Fredericton, N.B. stations:

CHI-FM (11 weeks, 110 spots)  
KHJ-AM (11 weeks, 110 spots)

Halifax, N.S. station:

C-100 (11 weeks, 264 spots)

- Pre-Christmas Campaign

Bangor Shopping (three weeks):

Fredericton, N.B. (CHI and KHJ, 41 spots each)  
St. John, N.B. (K-100, 109 spots)

Portland CVB's Northern Lights (four weeks):  
Boston (WBOS, 96 spots, WSSH, 28 spots, WRKO 52 spots)  
Montreal (CJAD, 76 spots)

Kittery Outlet Shopping/South Coast Inns (five weeks):  
Boston:  
(WSSH, four weeks, 42 spots; WXKS, three weeks, 23 spots; WBMX, five weeks, 70 spots; WBZ, five weeks, 100 spots)  
Montreal:  
(CJAD, five weeks, 85 spots; CKAC, three weeks, 20 spots)

## C. Public Relations

Public relations initiatives were continued in 1991. 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:

- 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 stories and story ideas for the 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 continued to focus 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.

Also, national and international attention was given Maine as a result of returning service men and women coming home through Bangor from Operation Desert

Storm. This gave the Office an increased opportunity to contact and work with media from the United States and around the world. This resulted in several favorable stories appearing in magazines and newspapers, and on television.

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 National Geographic Traveller, Outdoors, and Bicycling used story ideas generated by Tourism staff.

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  
Philadelphia Enquirer  
Harrowsmith Summer Traveller  
Dallas Times Herald  
Columbus Post Dispatch  
Rocky Mountain News  
Chicago Tribune  
Mature Outlook Magazine  
Tour & Travel News  
New England Tour Guide  
Delta In-Flight Magazine  
Outside Magazine  
Telegraph-Journal (St. John, New Brunswick)  
Le Soleil (Quebec)  
The New York Times  
Moncton Times Record  
The Denver Post  
On the Trail

### **Flash Report**

During 1991, 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 co-op advertising campaigns, the tent-card initiative, and the fall leaflet. In addition, flash reports were used to announce Tourism Commission activities such as Tourism Day in the Legislature and the annual Unity Dinner. Appendix page 7.

### **D. Meetings and Conferences Marketing**

In 1991, the Office continued its aggressive Meetings and Conference program, but was not as proactive as in previous years due to staff and budget limitations. As a result of our efforts, 203 inquiries were handled through the Office. Although they

called in 1991, many meeting planners were interested in planning for 1992 and 1993. It was evident that meetings were being cancelled or postponed as a result of the uncertain economic climate. We can confirm attracting nine meetings, and approximately 1,635 participants during the year. The estimated expenditure for those participants was \$464,340 (\$142 per person per day is the expenditure estimate provided by the International Association of Visitors and Convention Bureaus for 1990. Therefore: 1,635 visitors times \$142 times two days equals \$464,340.) However, the economic impact may be far greater since many meeting planners work directly with the properties after receiving Office literature.

### **Outdoor Writers Association of America (OWAA)**

During June of 1991, representatives from the Office of Tourism, Dept. of Inland Fisheries & Wildlife, Bangor Convention & Visitors Bureau, University of Maine, DeLorme Mapping, and several other private individuals attended the annual conference of the Outdoor Writers Association of America in Niagara Falls, NY. The purpose of attending this conference was to make a presentation to the board of directors of OWAA in an attempt to persuade them to hold their 1994 conference in Maine.

The importance of this conference to Maine is the great amount of free publicity generated by the writers through articles and stories for outdoor enthusiasts about the Maine experience. The Outdoor Writers Association of America is a prestigious group of writers, photographers, reporters, publishers, etc., who represent all factions of the outdoor experience. When these individuals are in the state, they spend a great deal of time experiencing what the state has to offer as it relates to their particular field of interest. They, in turn, will prepare stories on these experiences and publish them nationwide to a large and affluent following, who in turn will come to the state to experience what they have read, seen, and heard about.

The competition for getting this conference is very vigorous, and though there were two other well-developed proposals presented by other states, Maine prevailed. The 1994 conference will be held in Orono at the University of Maine. The benefit to the State with regards to publicity alone is valued in the millions of dollars. The potential value to the State from visitors who come as a result of these stories is many times that.

### **E. 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 8,126 in 1990 to more than 8,300 in 1991. The economic impact of those trips was more than \$147 million in 1991- down slightly from the \$149.6 million in 1990. While a nationwide decrease was noted, Maine decreased less than any other New England state. Maine now ranks 25th in the nation for motorcoach business, up from its 1988 ranking of 28th.

The Office attended two motorcoach marketplaces in 1991 and met with tour companies from the United States and Canada. In 1991, the Office held a total of 89



meetings with tour operators at the marketplaces. Staff then distributed inquiry lists to more than 250 Maine tourist properties interested in attracting motorcoach tours.

The inquiry 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 more than 250 in 1991. Appendix pages 13-14.

## **F. 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, and attendance at major trade shows. 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.

The Canadian government's instituting a 7 percent Goods and Service tax levied in addition to provincial taxes substantially increased numbers of our neighbors to the north travelled to Maine to vacation, as well as to shop during the past year. In order to maximize this opportunity as a result of this influx of visitors, Maine conducted increased marketing activities through newspaper and magazine advertising in Canada, including three winter insertions in the Atlantic province regional edition of Maclean's, and one insertion in Maclean's national edition.

In January, Maine participated as part of a delegation to showcase New England, the featured region at the Visit USA Seminars, sponsored by the U.S. Embassy in Zurich and Geneva, Switzerland. The program, designed to educate European travel agents about the United States as a destination, attracted 980 agents in Zurich, and 137 in Geneva, from all over Central Europe. Presentations included an overview of the geography of the region, activities, history and sample itineraries. Tour operators with New England programs underwrote the cost of a New England lobster dinner and all attendees were presented with kits containing general information about each of the New England states.

Under the umbrella of the "Boston/New England Tourist Board," a delegation of public and private sector organizations embarked on a third annual sales mission for Los Angeles and New York City. Maine was given the opportunity to participate by sending brochures for distribution at the shows.

Maine literature was distributed at a table-top trade show/reception in Los Angeles was held on March 12, 1991, for the Los Angeles-based Japanese tour operators. In New York City, two table-top trade shows/receptions were hosted; one for New York-based Japanese tour operators (March 27, 1991) and one for New York-based European tour/receptive operators (March 28, 1991).

The Office also participated in a Canadian sales mission coordinated by New England USA last spring in the Montreal and Toronto markets.

Over the past years the Office has developed a relationship with D.L. Transnational, a Boston-based tour operator for the Japanese market. As a result, our Office has provided them with information on a regular basis to assist their clients. On Feb. 6, 1992, two Japan-based operators, Nippon Travel Agency and Hankyu Express, will start their New England tours in Freeport. The tours are selling well due to the articles that have been written about Freeport, Maine, in Japan's women's magazine. Two other tour operators, Japan Travel Bureau and Kintetsu, are also planning tours that will include Maine in their itineraries.

In 1991, Office representatives attended an international trade show sponsored by the Travel Industry Association of America entitled "Discover America International POW WOW" and held in Denver, Co. from May 12 through May 15. POW WOW is the world's premier marketplace for Visit USA travel sales. It is the most effective mechanism for selling United States travel to the world's leading international tour producers and travel journalists from more than 50 nations. At last year's show there was \$1.3 billion worth of business written in just three days. Maine participated as part of a New England delegation and 61 trade inquiries were generated.

International press coverage of the President's visits to Kennebunkport spawned a host of both print media and television programs featuring both Maine and New England in Western Europe and Japan. These included:

- January 18, 19 and 22-24, 1991, Mr. Kato, editor-in-chief for Bepal magazine in Japan, and his colleagues, visited Maine and Vermont. The purpose of this trip was to familiarize themselves with the New England wilderness, which resulted in a story focused on country inns.
- February 3-7, 1991, journalists for the Japanese American Express magazines Impressions and Gold visited Maine and followed a similar itinerary as the Bepal magazine group.
- May 20, 1991, two journalists representing the French Publication, Geo, visited Portland. The focus of the trip was to explore ties to France, harbor cruises and coastal towns.
- June 8-10, 1991, Mr. Luc Girard, Geo, visited New England in order to write an extensive 45-page article focusing on Maine and New Hampshire's environment and forests.
- August 15-18, 1991, Linda Janasz, producer and host of Fascination, a bi-weekly radio program on CIRC Toronto, Canada, visited Maine for a lifestyle program. The focus was on mountains, beach, cuisine and unique events.

## **G. Miscellaneous Activities**

### **Eastern States Exposition, September 11-22, 1991**

Almost one million (977,000) people attended this New England Agricultural Forum - one of the top 10 fairs in the United States.

### **"Thank You Vacationer" program, October 11, 1991**

The Maine Office of Tourism in cooperation with the Maine Turnpike Authority implemented the first "Thank You Vacationer" program during the Columbus Day weekend. On Friday, Oct. 11, 1991, a leaflet promoting the State of Maine was distributed to the driver of each vehicle entering Maine via the Turnpike in York. The Office developed 35,000 leaflets which touted a wide range of winter activities and invited visitors to return during the winter months. Travelers were encouraged to stop by the State-owned information center to pick up a Maine Guide to Winter, or call our 1-800 number for further information. This successful program paved the way for more cooperative efforts with the Maine Turnpike Authority in the future. Appendix page 15.

### 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 state's advertised toll-free visitor information line;
- Operation and staffing of the six state-owned visitor information centers at Houlton, Calais, Yarmouth, Kittery, and Hampden, I-95 (north and south).

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 a positive image of Maine for potential visitors by providing information about destinations and encourages further exploration on the part of those who already know our state.

In January 1991 budget cutbacks precluded paying staff to operate the two information centers in Hampden. At that time, Galen Cole of Coles Transportation came forward with a plan to provide volunteers from the Cole Family Land Transportation Museum.

These volunteers were trained and supervised by the staff of the Maine Publicity Bureau. This generous offer provided for full-time operation of both Hampden Information Centers through June of 1991.

With the beginning of the new Fiscal Year (1992) in July, a reorganization of programs allowed the Hampden Information Centers to be restaffed by members of the Maine Publicity Bureau.

During 1991, the Visitor Information Program responded to 52,640 mail requests, 96,956 phone requests, and 1,046,797 walk-in visitors.

## **IV. REGIONAL DEVELOPMENT**

Maine's regional development program is designed to address the differing needs of various areas, extend economic opportunity throughout the state, assess regional tourism capacity and encourage each region to define 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.

### **A. Regional Development/Management**

The final phases of the Office of Tourism's Regional Development program are nearing completion. All Phase II regional programs were completed during 1991, as were several Phase III programs. Appendix page 16.

Four additional Phase III grants were awarded in 1991 and are to be completed by June of 1992. The grants were awarded to Northern Maine Regional Planning Commission, Eastern Maine Development Commission, and the Southern Maine Regional Planning Commission. Once these regional commissions have filed their final reports, the Office of Tourism's Regional Development Program will be completed. Appendix page 17.

### **B. Technical Assistance**

As national trends show the country moving more towards a service economy, tourism in Maine likewise continues to grow faster than other industry sectors. As a result, many regions of the state that have experienced employment reductions in more traditional industries are now looking to develop their tourism potential.

Tourism in Maine is characteristically composed of small businesses. The visitor industry encourages entrepreneurship and these entrepreneurs are able to establish themselves with relatively small capital investments, and a labor force that can be sustained with on-the-job training. What is often difficult for such businesses, however, is taking the time to develop specialized skills in marketing, research and tracking. Increasingly, they are turning to the Office for counselling and resource information that will assist them in developing a sound marketing plan.

In the past two years, we have experienced a growing number of calls coming into the Office from both of the above constituencies, and now consider our technical assistance program to be one of the most vital in addressing the needs of our constituencies within the state.

Types of technical assistance provided by staff include:

A: Assisting regional councils, municipalities and other economic development organizations who are looking to develop the tourism potential of a given region.

Examples include:

- Working with the Washington County Chambers of Commerce and the Quoddy Bay/Fundy Isles Tourism Office to provide a better visitor information fulfillment system
- Working with the communities in the Southern Kennebec Region - Bath, Richmond, Gardiner and Augusta - to develop a rail and river boat excursion program.
- Development and presentation of a special seminar for the National Conference of State Legislators on the use of cultural attractions as a tool for undeveloped rural tourism.

B: "Business Answers" for Tourism. Staff provides direct counselling to business owners by telephone. Issues are varied and often reflect the present difficulties of the business community at large; financing, taxation, workman's compensation and regulation. This program is similar to the Office of Business Development's "Business Answers" program.

C: Marketing assistance for individual business people within the tourism industry. As owners and managers see declines in vacation travel spending patterns, shorter trips and the effects of corporate cutbacks during the recession, new marketing strategies are required. The Office staff continues to focus on collecting resource materials and providing technical assistance to those seeking help.

D: Packaging Seminars. As a result of our successful pilot programs in Bangor and Portland two years ago, several chambers of commerce have requested that we conduct the same program for their membership. The program is composed of four components - advertising packages, working with travel agents, how to attract motorcoach business, and public relations and press that will attract editorial coverage of a region.

Presentations combining the above mentioned technical assistance programs have been made to the following groups during the past year:

Boothbay Harbor Chamber of Commerce,  
Moosehead Lakes Region Chamber of Commerce  
Katahdin Valley Tourism Council  
Travel Industry Network  
St. John Valley Tourism Conference

Southern Maine Regional Planning Commission Tourism  
Advisory Council  
Quoddy Bay/Fundy Isles Tourism Project  
Machias Bay Chamber of Commerce  
Mt. Desert Island Networking Committee.



## 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 1991, there were more than 125 requests for data. This information helped to identify primary target markets and to understand attitudes, demographics, trends, and travel behavior.

During 1991, the staff continued to update the 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. Appendix page 18.

The Office conducted two conversion studies to determine the effectiveness of the State's advertising efforts in two of our primary markets. The first study was done in the Worcester area following a consistent State presence in the Worcester Telegram during the summer season. The second study was conducted in the New York market after our fall ads ran in the New York Times and New York Magazine. Surveys were mailed to 250 Worcester residents and 500 residents in New York who responded to our ads by calling the 1-800 number. In response to the survey, we received 140 (56 percent) responses and 190 (38 percent) responses respectively. We gathered valuable information which will assist the Office with future media placement decisions.

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, completed in 1991, analyzed 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 was categorized according to food, lodging, transportation, entertainment, and incidentals.

Additionally, the analysis estimated 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.

## **VI. MISCELLANEOUS**

### **Unity Dinner, Augusta, Maine, May 8, 1991**

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 Senator Inn. At this function, twenty-one Outstanding Tourism Employee Awards were presented. Appendix page 30.

### **Governor's Conference, Augusta, Maine, May 9, 1991**

The theme of this year's conference was "Juggling It All Without Dropping the Ball." The focus of the conference was on conducting business in difficult economic times. Approximately 80 persons attended. Appendix page 31.

## **VII. FILM OFFICE**

The Maine Film Office 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 Office's work has the added benefit of promoting pride in our cultural heritage and an appreciation for our natural environment.

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 1991:

### **Production Inquiries**

Responded to 230 requests during 1991, including 51 feature and T.V. films, 62 commercials, industrials and still advertisements, 50 T.V. shows and specials and 67 requests for stock footage. These inquiries resulted in 31 productions (1 feature film, 18 commercials/industrials/ miscellaneous, and 12 television shows and specials) which spent a total of \$1,494,650 in Maine.

### **Location Searches**

The Film Office searched 84 Maine towns, in all counties, for potential filming sites. Photographs and/or videotapes were produced and sent to producers and directors of upcoming productions.

### **Maine Production Guide**

The second edition of the Maine Production Guide was produced and distributed by the Film Office. It contains nearly twice as many resources as the previous edition. Over 1000 Maine Production Guides were requested by production companies and individuals who hope to work in the State. Maine production professionals, products and services are listed in this resource tool. Appendix page 34.

### **Location Expo**

Once again, the Maine Film Office exhibited at The Location Expo trade show in Santa Monica, CA. The Office received more than 400 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 approximately \$1.5 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.

## **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  
Joseph Valley, Tourism Specialist  
D. Lea Girardin, Director, Maine Film Office  
Chris Robinson, Film Specialist  
Cheryl Burdzel, Assistant/Administrative Secretary

### **B. Maine Tourism Commission**

#### **Voting Members**

James Ruhlin, Chair, Naples	Peter Daigle, Bangor (Served 2nd part of 1991)
William Haefele, Vice-Chair, Trenton	Bill Jensen, Bethel (Served 2nd part of 1991)
Nancy Pray, Millinocket	Bill Barter, Bethel (Served 2nd part of 1991)
David Cartier, So. Berwick	Alice Wilkins, Augusta (Served 2nd part of 1991)
Trudy McNulty, Portland (Served 1st part of 1991)	
Tom Becker, Bangor	
Ronald Pasek, Rangeley	
Martin Kunas, Freeport (Served 1st part of 1991)	
Donald Towle, Jr., Caribou	
Robert Reny, Sr., Damariscotta	
Matthew Tabenken, Bangor (Served 1st part of 1991)	
Margaret Drake, So. Berwick	
Linda Pagels, Cherryfield	
Maitland Richardson, Skowhegan	
June Parkin, Augusta (Served 1st part of 1991)	
Richard McLaughlin, Lincolnville	
Michael Reynolds, Portland (Served 1st part of 1991)	
Barbara Whitten, Portland (Served 2nd part of 1991)	

#### **Ex-Officio Members**

Tom Shoener, Inland Fisheries & Wildlife  
Marshall Wiebe, Conservation  
Jack Brown, Transportation  
Genie Daily, Agriculture  
Horace Maxcy, Jr., Dept. of Education  
Galen Rose, State Planning  
Dale Doughty, Bureau of Public Improvements  
William Zoidis, Bangor  
Vern Cook, Augusta  
Charles Keegan, Freeport  
Ed Langlois, Me. Innkeepers Assoc.

John McCatherin, N. E. Telephone	Wanda Plumer, Brunswick
Joyce Harding, Ellsworth	Tom Davidson, York
Joseph Edwards, Snowmobile Assoc.	Betty Jo Howard, Maine Campground
Elizabeth Bell, Bangor	Owners Association
Richard Rasor, Bethel	Virginia Squire, E. Lebanon
Jim Thompson, MPB	Francis Montville, UMO
Normand Dugas, Scarborough	Steve Reiling, University of Maine
Carl Sanford, Me. Restaurant Assoc.	Kathryn Weare, Maine Tourism
Clarence McKay, Sr., Gardiner	Coalition
Wende Gray, Bethel	David Palmer, Waterville
Victor Bilodeau, Transportation	

## **C. Maine Film Commission**

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

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

FY 1992: July 1991 - June 1992

Marketing	\$ 917,000 (includes \$500,000 Coalition)
Visitor Information	\$ 670,000
Research	\$ 20,000
Regional Development	\$ 25,000
General Operating Expen.	\$ 126,905
Personnel	<u>\$ 253,586</u>
TOTAL	\$2,012,492

## **E. Film Office Budget**

FY 1992: July 1991 - June 1992

Marketing	\$ 14,208
Location Scouting	\$ 9,000
General Operating Expenses	\$ 5,807
Personnel	<u>\$ 87,384</u>
TOTAL:	\$ 116,399

## Appendix II - Marketing

# Dans Le Maine, Les Meilleures Attractions S'Offrent À Vous Gratuitement!

Cet été, visitez l'État du Maine et assurez-vous de belles vacances à peu de frais.

Les beautés et les attractions du Maine s'offrent à vous gratuitement: villages de pêcheurs et ses côtes ensoleillées, ses superbes lacs et montagnes, ses splendides journées et rafraîchissantes soirées.

L'accueil chaleureux que vous retrouvez dans nos auberges

et sur nos terrains de camping, nos fins restaurants et casse-croûte, nous vous l'offrons gratuitement, avec le sourire.

Les saveurs et couleurs locales n'ont pas de prix. Et que dire de nos magasins et boutiques d'antiquités, de nos foires populaires et des merveilles à y découvrir.

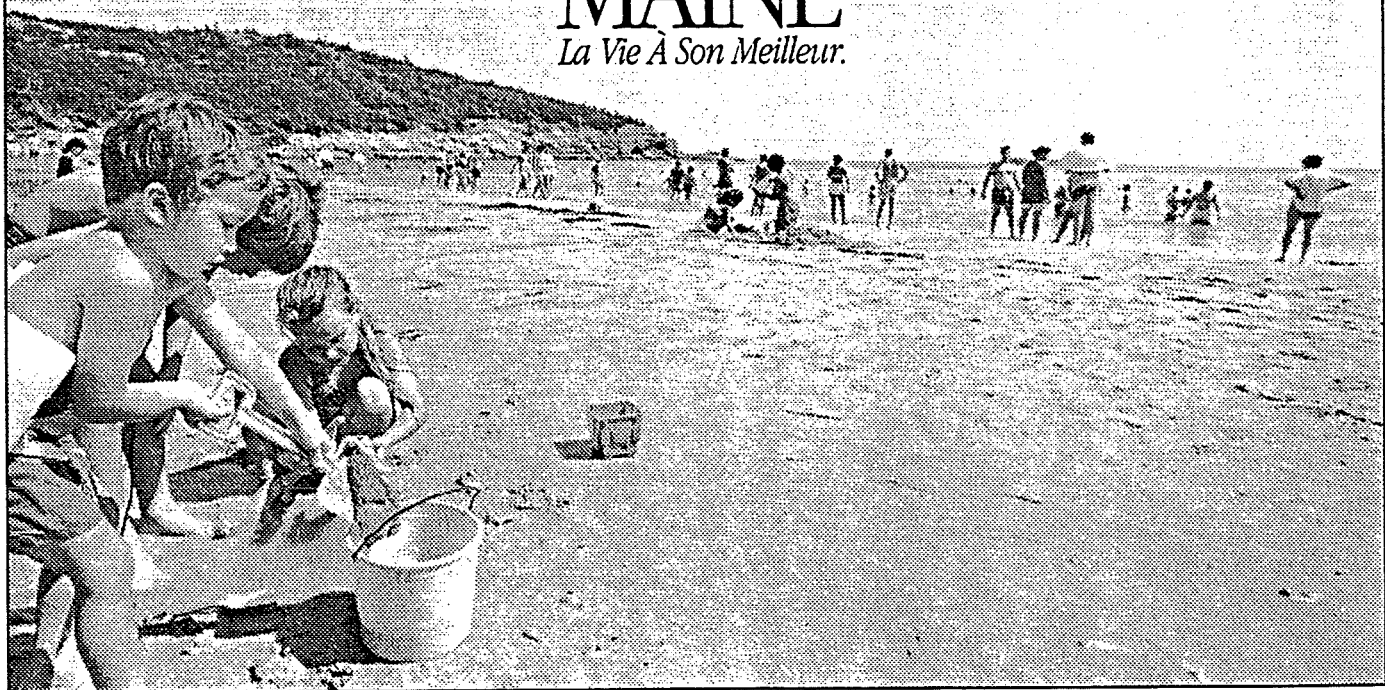
Nous avons tant de choses à vous présenter que nous avons écrit un livre intitulé

"Maine Invites You". Vous y retrouverez une foule d'informations qui vous aideront à passer un séjour des plus intéressants dans le Maine, cet été.

Pour obtenir votre copie gratuitement, vous pouvez écrire au: Maine Office of Tourism, 189 State Street, Augusta ME, USA 04333, ou téléphonez au:

1-207-289-6070

**MAINE**  
*La Vie À Son Meilleur.*



# Make A Brilliant Comeback



Come back to Maine this Fall. It's our favorite season and  
we'd love to share it with you. Fall in Maine.  
Brilliant!



*These images of Maine brought to you in part by **L.L.Bean**, Route 1, Freeport, Maine*





# 12 Little Fall Getaways That Are Simply Brilliant

Our Fall  
Foliage  
Leaflet is  
filled with the  
brightest  
things to see  
and do in  
Maine this Fall,  
from the small  
and charming to  
the vast and  
pristine.

Pick up your free  
copy at a Maine  
Visitor Information  
Center. Or call  
1-800-533-9595  
In Maine 289-6070

**MAINE**  
*The Way Fall Should Be.*



# Flash Report

## A Brilliant Way To Invite Your Best Customers Back This Fall

Our innovative tent cards are a unique way for you to get your best summer customers back this fall.

Place these colorful cards throughout your business this summer as a warm and inviting message encouraging your best prospects — tourists who already know and enjoy the state — to discover the brilliant fall season in Maine.

Potentially millions of summer visitors will see these beautiful fall scenes as they travel about the state this summer. With the active help of businesses like yours we can

make a strong impression about this rapidly expanding season even in light of a very limited state marketing budget.

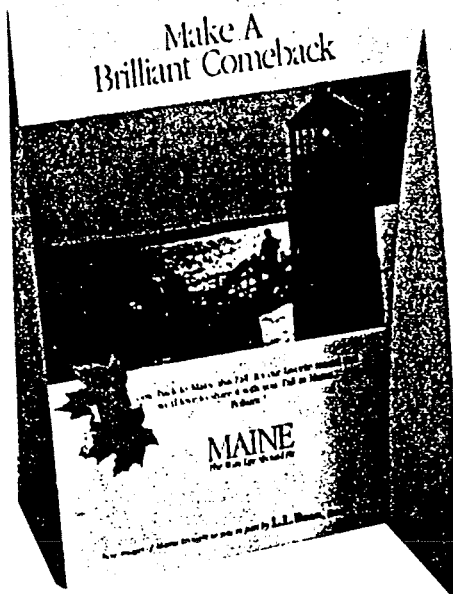
### Free if you're fast!

One hundred of these cards are free to the first 500 businesses who call the Maine Office of Tourism. More can be purchased for a nominal charge while supplies last.

A portion of the printing has been underwritten by L.L. Bean, whose name is a valuable draw all year 'round.

*This side presents dramatic, full-color images of Maine from various regions and invites your customers to "Make a Brilliant Comeback" in the fall.*

*This side can be used to write your own special fall promotional message.*



*Your Fall  
Special  
Here!*

### How to use these cards:

These 5" x 8" tent cards are designed to be displayed everywhere from your reception desk to your guest rooms and dining tables.

One side features a beautiful four-color image of Maine with an invitation to return to Maine this fall.

The other side has space for you to write your own message. For example to advertise a special autumn weekend package to entice your customers back for a fall getaway.



### Brilliant!

These tent cards are a brilliant way to reach your best customers while they're in a relaxed and receptive mood. And, above all, while they're still here — surrounded by the beauty of Maine summer and the promise of Maine fall. Call now and get yours free!

### To order:

Contact The Maine Office of Tourism, Dept. of Economic and Community Development, 189 State Street, State House Station #59, Augusta, ME 04333 or call Cheryl at 207-289-5711.



# Maine Tourism Review

A Quarterly Newsletter From Maine's Office of Tourism

Fall 1991

## Coalition Ad Campaign off to Great Start

The big news these days is the Maine Tourism Coalition's \$500,000 impulse advertising program which has been running on radio stations in the Boston and Montreal areas, and the Atlantic Provinces.

The program provides for a one-year \$1 million public/private fund that would expand marketing activities without duplicating

programs already put in place by this Office.

\$500,000 in State funds, which was approved by the Governor and Legislature during the recent Legislative session, will be matched by \$500,000 in contributions from the private sector. The tourism industry match for radio is being provided in room nights, food and beverage credit, and special

event admissions.

The Coalition, which is headed by Kathryn Weare of the Cliff House in Ogunquit, is targeting its effort to attract the growing market segment of consumers who make impulse decisions very close to their time of travel.

By using the top radio

See: *Coalition*

Page 4



## Fall Leaflet Proves Successful

A new fall brochure has become one of the most successful marketing tools designed by the Office of Tourism.

The brochure, entitled "12 Little Fall Getaways That Are Simply Brilliant", includes suggested itineraries that will take leaf peepers all across the state during our peak foliage season.

Designed by the creative team at S.T. Vreeland, the Office's advertising agency, the brochure is being distributed at all information centers, by the Maine Publicity Bureau, and by hundreds of tourism businesses within the state.

While the leaflet was originally intended to be distributed only out of state, it was determined that it is ideal for those staying in hotels, motels, inns, at campgrounds or at bed and breakfasts.

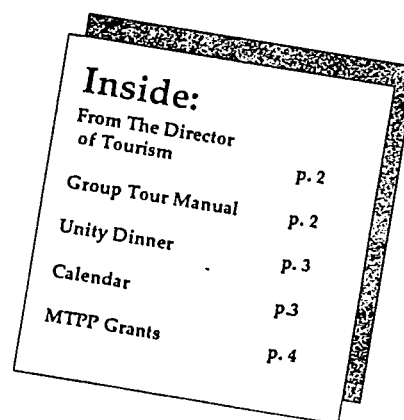
To date, more than 30,000 leaflets have been sent to businesses in state, and the same number have been sent out of state to potential visitors by MPB.

In addition to offering

visitors suggested tours, the leaflet also lists the foliage hotline and MPB's information line.

Another section of the leaflet lists harvest and fall festivals during the months of September and October. In an attempt to have a two-year "shelf" life for the brochure, only 50,000 list exact dates for the festivals, while 100,000 leaflets only show the month in which the annual festivals are held.

Anyone who would like more information on the leaflet should call the Office at 289-5711.



## **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  
Dallas Times Herald  
Chicago Tribune  
Milford Daily News  
Lowell Sun  
South Middlesex News  
Marlboro Enterprise  
United Press International  
Outdoors  
Bicycling Magazine  
Glamour  
Foster Daily Democrat  
Evening Magazine  
Hartford Courant  
Harrowsmith Summer Traveller  
The Denver Post  
Le Soleil/Quebec  
Cape Cod Times  
USA Today

Lawrence Eagle Tribune  
The Boston Globe  
The Boston Herald  
The Associated Press  
Yankee Magazine  
Providence Journal  
On the Trail  
New Brunswick Telegram Journal  
Moncton Times  
Fredericton Daily Gleaner  
Halifax Chronicle-Herald  
The Gazette/Montreal  
Down East Summer Planner  
Original New England Guide  
New England Monthly  
Portsmouth Herald  
Tour & Traveller  
Tour & Travel News  
Evening Magazine  
Delta In-flight Magazine  
WQCB Radio, Bangor

## **TV and Radio Assistance**

Capitol News Service, Augusta  
Kiss 100 Radio, Portland  
WXKS AM, Oregon  
Maine Talk Radio, Bangor  
Copley Radio Service  
WDWS FM, Illinois  
NBC TV  
ABC TV  
CBS TV  
Travel Channel  
Nashville Network  
WGAN TV, Portland  
WVII TV, Bangor  
WCSH TV, Portland  
New England Radio Network  
Radio America  
WMTW TV, Poland Springs  
WLBZ TV, Bangor  
WKOX Radio, Framingham, Ma  
WBZ TV, Boston

## **Editorial Assistance**

York Weekly  
Kennebec Journal  
Portland Press Herald  
Biddeford Journal Tribune  
Lawrence Eagle Tribune  
Somerset Reporter  
Lowell Sun  
South Middlesex News  
Bangor Daily News  
Lewiston Sun Journal  
Milford Times  
Cape Cod Times  
Ellsworth American  
Star Herald  
Foster's Daily Democrat  
Christian Science Monitor  
The Boston Herald  
The Boston Globe  
Maine Times  
Boothbay Harbor Times  
Wiscasset Times  
On the Trail  
Associated Press  
United Press International  
Maine Sunday Telegram  
Bar Harbor Times  
Waterville Sentinel  
Acton Weekly  
The Tab (Massachusetts)  
Worcester Sunday Telegram  
Hartford Courant

# Luxurious liner adds Maine to list of 'exotic' ports of call

By John A. Johnson  
Special to the News

The Seabourne Pride emerged from the early morning fog of Somes Sound to impress even veteran workers at Abel's Lobster Pound. "What a sight," one worker said to no one in particular as the cruise ship turned its regal bow to those on shore. "She's a real beauty." From the plush surroundings of the lounge to the marble bathrooms in each suite, everything about the Seabourne Pride is beautiful.

The biggest cruise ship ever to sail up Somes Sound, the Seabourne Pride is almost 440-feet in length, 62-feet wide and about 10,000 tons of dead weight.

But the Seabourne Pride is not about numbers. She is about wooden decks that sparkle, suites with full-sized windows, plush carpets, and attention to every detail throughout the ship that speaks of luxury and good taste.

German-built in 1988, the ship is owned by Seabourne Cruise Lines of Oslo, Norway. Captained by Daniel Danielsen, the Pride usually carries between 150 and 160 passengers — an almost one-to-one ratio to the 140 crew members aboard.

"This is one of the most beautiful ships afloat," said William Leavitt, president of Chase, Leavitt & Co. of Portland, who went aboard as ship's agent.

"Because of her smaller size, the Pride, and her sister ship the Seabourne Spirit, are able to go places many other cruise ships can't get to," Leavitt said. "Somes Sound is one of those places."

The ships regularly run to Montreal and even take passengers on luxury trips up the Amazon. Other voyages go to Scandinavia, Europe, the Caribbean, the Mediterranean, Canada and South America.

According to one crew member, the Seabourne ships fill a niche — an expensive niche.

"These are travelers who want luxury, who want to be well taken care of," he said. "They don't need to ask for anything because we have thought of their every need."

The ship has a full-service gymnasium and aerobic room, whirlpools, swimming pool, a beautiful bar and lounge that features nightly entertainment, a library and several specialty boutiques.

"This is the finest ship I've ever been on. My husband and I are having the trip of our life."

"Many cruise ships have those amenities," Leavitt said, "but the Pride and Spirit offer much more."

For instance, there's 24-hour room service, no pre-assigned seating in the luxurious restaurant, five-course meals served one course at a time in your suite if you prefer to be alone, lectures, films and no paging of passengers over loudspeakers. Obviously those who can afford the \$9,000 to \$14,000 two-week cruise don't enjoy a noisy ship.

They do enjoy strolling the deck, chatting with fellow travelers or enjoying new sights such as Somes Sound. And they also seem to delight in disembarking and shopping in quaint coastal towns such as Northeast Harbor.

Which is exactly what most of the passengers decided to do during a recent visit in August. First, however, the ship sailed up Somes Sound to Abel's Lobster Pound, where some passengers got off to take a tour of Bar Harbor.

The rest of the passengers, and a couple of visitors who got on at Abel's, then proceeded to ride the ship back down the sound to Northeast Harbor.

The only fjord in North America, Somes Sound not only impressed the passengers, it also brought a smile of recognition to the face of Capt. Danielsen.

"This reminds me of my Norway home," he said, gazing at the high terrain surrounding the sound. "I

tell you, our passengers especially enjoy this part of the voyage."

It would be difficult not to enjoy a cruise on the Seabourne Pride. In addition to everything else, the ship's stern even opens to reveal a full marina complete with two air-conditioned tenders that carry passengers back and forth to shore.

Once on the ship, one is struck by its beauty and proportions. There are no unsightly smokestacks — they have been incorporated into the design and give a smooth and rounded look to the ship. The hardwood decks are clean and uncluttered. Each passageway is well-lit and works of art are displayed on the wallpapered or cloth-covered walls.

What you don't experience is just as striking. There are no musty odors on the ship. There are no steel walls to look at, and no clanging, beating or banging coming from the engine room. The latest in technology, the engines always run at the same sound level regardless of how fast the ship is moving. Speed is accomplished by changing the pitch angle of the screws. According to one crew member, that makes it easy for passengers to get used to the quiet hum of the engine and "they aren't disturbed."

"This is the finest ship I've ever been on," said one passenger from California. "My husband and I are having the trip of our life."

That was the consensus of most of the passengers, many of whom travel extensively on cruise ships.

"This is our second trip," another passenger said on her visit to Northeast Harbor. "I don't think I could ever get used to another cruise line again."

John A. Johnson is a freelance writer who lives in North Edgcomb.

## More cruise ships discovering Maine as vacationland

Cruise ships are a growing segment of the tourism industry in Maine, according to Robert D. Elder, director of Ports & Marine Transportation for the state's Department of Transportation.

"Maine is considered a new product by many of the cruise lines," he said, "and we are still somewhat unknown."

But that's changing. Cruise ships will make an estimated 90 calls in Maine this year, almost twice as many as last year. The ships stop in Bar Harbor, Boothbay Harbor, Camden, Portland and Northeast Harbor.

The economic benefit for those communities is often substantial.

"Figures indicate passengers spend \$60 a day off the ship and crewmen about half that amount," Elder said. "That adds up when you realize many ships carry 700 passengers and a crew of 350."

Interest in Maine really grew after acts of terrorism in Europe and the Middle East in the mid-1980s, Elder said, and it increased even further this year because of Desert Storm.

But while it takes such unfortunate incidents for cruise lines to discover Maine, once the ships start to arrive, the numbers take care of themselves.

"The passenger reactions are always so positive to Maine and the Canadian Provinces," he said, "the cruise lines find themselves adding trips each year."

Probably the most famous of the cruise ships — the Queen Elizabeth 2 — will arrive in Bar Harbor on Sept. 24. While not the newest of cruise ships, the QE2 always seems to attract a lot of attention.

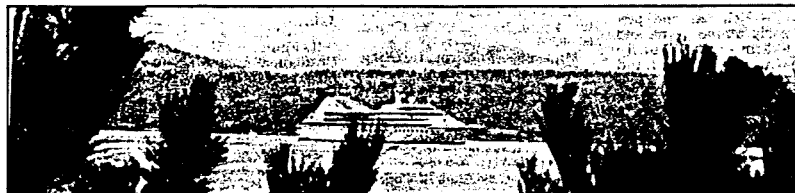


Photo by John Johnson

The luxurious eight-deck Seabourne Pride glides along Somes Sound during a recent visit to Maine

## Slide Requests

### Media

Coast to Coast, CO  
 Insight Magazine, Washington, D.C.  
 Group Tour Magazine, MI  
 Bicycling Magazine, PA  
 Destination Magazine, Washington, D.C.  
 Trailer Boat Magazine, WI  
 World Trade Magazine, CA  
 American Rail Magazine  
 Tours, MN  
 Food Business Magazine, IL  
 Friends Magazine, MI  
 Country America Magazine, IA  
 Hermann Publishing, NY  
 Plant, Sites & Parks, FL  
 Ft. Worth Star Telegram, TX  
 Atlantic Journal, GA  
 Villa Magazine, Quebec  
 Sensors Magazine, NH  
 Yankee Books, ME  
 Entertainment Publication, Inc., MI  
 Akron Beacon Journal, OH  
 Key Porter Books, Ontario  
 Charleston Gazette, VA  
 Ohta Publication Co., Ltd., Japan  
 Elks Magazine, IL  
 World Book Publishing, IL  
 New England Inns & Resorts, England  
 Group Tour Magazine, MI  
 Family Magazine, NY  
 Golden Years Magazine, FL  
 Boston Magazine, MA  
 Times News, ID  
 Highways Magazine, CA

### Tour Operators

Holiday Motor Tour, VI  
 American Express Co., GA  
 Carlson Travel Net., AZ  
 New England USA, MA

Conestoga Tours, PA  
 Holiday Travel Service, WI  
 Tourco, MA  
 American Express, GA  
 Brennan Tours, WA  
 Jefferson Bus Line, MN  
 Clark Travel & Tour, TX  
 Norfolk Tours, LA  
 Corliss Tours, CA  
 AAA South Central, OH  
 Adventure Tour, NC  
 Denure Tours, Ontario  
 Byrne & Proctor, MA  
 Tauck Tours, CT  
 Peter Pan Tours, MA  
 Knoxville Tours, TN  
 Rohrer Bus Service, PA  
 Klein Tours, PA  
 Northshore Tours, WA  
 American Trans Air  
 Fancy Free Holidays, IL  
 Forsyth Travel, Ontario  
 Travel Tours Int., NY  
 AAA, Ontario  
 Campbell Tours, TN  
 Holiday Travel Service, WI  
 Motive Action Travel, MN  
 Susse Chalet Tours, NH  
 Freeman Bus, NY  
 DL Transnational, MA  
 Talmage Tours, PA  
 Busey Carter Group, IL  
 AAA South Central New England, RI  
 Parker Tours  
 United Airlines, England  
 AAA, ME  
 Tour Masters, Inc., CA  
 Munsin's Discovery, IL  
 Southern Touch Tours, GA  
 Hospitality Tours, MA

### Miscellaneous

Niccolo Dellapenna, IL  
 Anders Ekinar, Switzerland  
 Portland CVB, ME  
 Karen Long, TN

American Mathematical Society, RI  
 Eastern Maine Development Corp., ME  
 USIA, Washington, D.C.  
 Thomas College, ME  
 University of Maine @ Orono, ME  
 D.R. Music, NJ  
 VAA Film & Video, MA  
 Tronbone Assoc., NY  
 Jeanne MacDowell, FL  
 Graphics 150, NJ  
 Tyson Partners, ME  
 University of Denver, CO  
 IAMFES, IA  
 Renfro Design, TN  
 PBS (WGBH), NY  
 Laurie Dugerg, MI  
 Barbara Livingston, ME  
 Par Terre Production, CT  
 Cade Communications, IL  
 Kittery-Eliot C of C  
 Dan Klingsmith, CO  
 AT&T, MA  
 American Baptist Churches of Maine, ME  
 AHI International, IL  
 Applied Optical Media Corp., PA  
 Int. Marketing Systems, PA  
 Advertising Assoc., VA  
 Graphic Resources, NY  
 Hanover of Maine, ME  
 Pierce Foods, VA  
 Communicpro, GA  
 Joyce Bain, VA  
 Amer. Graphic System, CA  
 Jane Levene  
 Shaws Printing Plus, ME  
 LSM, ME  
 Kennebec Camps, ME  
 Brian Merritt, England  
 Ernest Marchal, CT  
 WGBH, MA  
 Carol Pukstein, PA  
 World Future Society, MD



# Group Tour Relations

During 1991, individual meetings were held with these group tour companies:

## NATIONAL TOUR ASSOCIATION CLEVELAND, OHIO OCTOBER, 1991

Trius Tours Ltd.  
Fredericton, NB E3B 5E3

Good News Travels, Inc.  
Easley, SC 29641

Travelot Tours  
Peabody, MA 01960

Maryanke Tours, Inc.  
Mt. Pleasant, MI 48804

Kaplan Tours  
New London, CT 06320

New Directions Travel  
Livonia, MI 48154

Tourco  
Hyannis, MA 02601

Misha Tours  
San Diego, CA 92115

Mayflower Tours  
Downers Grove, IL 60515

Starr Tours  
Trenton, NJ 08619

Trentway Tours  
Peterborough, Ont.  
K9J 7X7

Outbound Tours  
St. Paul, MN 55109

Universal Fun Finders  
Calgary, Alberta T2H 0J9

Trips Unlimited  
Marrero, LA 70072

Golden Age Festival  
Wildwood Crest, NJ 08260

Pecum Tours  
Minneapolis, MN 55405

Milan Tours, Inc.  
Euclid, Ohio 44123

Vermont Transit Co.  
Burlington, VT 05401

Landscape Tours  
Brooklyn, NY 11206

Great Day Tours  
Cleveland, Ohio 44147

Rainbow Tours, Inc.  
Roanoke, VA 24017

Menno Travel Service  
Goshen, IN 46526

Getaway Tours  
Terryville, CT 06786

Beckham Reception Services  
Canton, MA 02021

Byrne & Proctor  
Chatham, MA 02633

Collette Tours  
Pawtucket, RI 02860

CanAm Holidays  
Regina, Saskatchewan S4S 3R2

Aristocrat Tours, Inc.  
Poughkeepsie, NY 12603

AAA Miami Valley Auto  
Dayton, Ohio 45429

Sallie Newman Tours  
Valley Stream, NY 11581

AAA Travel Agency  
Oneida, NY 13421

Aquila Tours  
Saint John, NB E2L 4S3

Talmage Tours  
Philadelphia, PA 19107

Domenico Tours  
Bayonne, NJ 07002

AAA Kentucky Travel  
Louisville, KY 40202

Biss Tours, Inc.  
Rego Park, NY 11374

East Coast Touring Co.  
Easton, PA 18042

Perkiomen Tours & Travel  
Pennsburg, PA 18073

Destinations Unlimited,  
Southington, CT 06489

Circle America Tours  
St. Louis, MO 63119

AAA Automobile Club  
Rochester, NY 14604

Club Animation Tours  
Granby, Quebec J2G 2V2

Especially 4-U Travel  
Mesa, AZ 85207

Roamer Tours, Inc.  
Wyomissing, PA 19610

C and B Tours  
Woodstown, NJ 08908

Day Dream Tours  
E. Northport, NY 11731

AAA East Tenn. Auto Club  
Knoxville, TN 37901

One If By Land  
Flushing, NY 11355

Maupintour  
Lawrence, KS 66047

Frontier Travel  
Carson City, NV 89706

Anderson Bus & Tour  
Greenville, PA 16125

**American Bus  
Association  
Nashville, Tennessee  
December, 1991**

Golden Age Festival  
Wildwood Crest, NJ 08260

Utica-Rome Bus Company  
Clinton, NY 13323

Conway Tours  
Cumberland, RI 02864

Dufour Escorted Tours  
Pittsfield, MA 01201

Peter Pan Bus Lines, Inc.  
Springfield, MA 01102

Starr Tours  
Trenton, NJ 08619

Alexander Tour & Travel  
Rochester, NY 14607

Mid-American Coaches  
Washington, MO 63090

Brown Coach  
Scotia, NY 12302

Berkley Tours & Travel  
Southfield, MI 48075

A+ Bus  
Bayonne, NJ 07002

Getaway Tours  
Terryville, CT 06786

Travel Ventures  
Kitchener, Ont. N2G 1K6

Kerrville Tours  
Shreveport, LA 71105

Holiday Service, Inc.  
Shrewsbury, NJ 07702

Abbott Bus Tours  
Roanoke, VA 24012

Blue Bird Coach Lines  
Olean, NY 14760

Capitol Trailways of PA  
Harrisburg, PA 17105

Jack Rabbit Bus Tours  
Sioux Falls, SD 57105

Peoria Rockford Bus  
Rockford, IL 61109

Price Bus Lines  
Scranton, PA 18504

Rohrer Bus Service  
Duncannon, PA 17020

Tower Bus, Inc.  
Mount Clemens, MI 48046

Fox Tours  
Worcester, MA 01613

A & A Charter Service  
Jersey City, NJ 07304

Fullington Auto Bus Co.  
Clearfield, PA 16830

Wilson Bus Lines, Inc.  
East Templeton, MA 01438

Upstate Transit, Inc.  
Saratoga Springs, NY 12866

Central Coach Tours  
Yorkville, NY 13495

Chi-Am Tours, Inc.  
New York, NY 10002

Nova Tours  
Halifax, NS B3K 5S3

Silver Fox Tours  
Atlantic City, NJ 08401

Happy Time Tours  
Thunder Bay, Ontario P7B 2Z5

M & J Tours  
Halifax, NS B3L 4P1

Holiday Tours  
Randleman, NC 27317

Highway Coach Co.  
Ft. Myers, FL 33916

Lincoln Coach Lines  
Irwin, PA 15642

Thanks for  
visiting Maine.



We hope you'll  
come back again  
this winter.

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

## Appendix IV - Regional Programs

### Regional Development/Management Program 1991 Phase II

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 As of 12/89	Completed June 30, 1991	Completed June 30, 1991
Mid-Coast Economic Development Council Award \$30,000	Completed projects, budgets and timelines; approved by MOT	Completed June 30, 1991	Completed June 30, 1991
Northern Maine Reg. Planning Commission Award \$30,000	Completed projects, budgets and timelines; approved by MOT	Completed June 30, 1991	Completed June 30, 1991

**Regional Development/Management Program 1990  
Phase III**

<u>Grant Recipient</u>	<u>Recommended Outline of Projects</u>	<u>Completion of Projects Final Report</u>
Androscoggin Valley Council of Governments Award \$5,000	Outline completed and approved by MOT	Completed June 30, 1991
North Kennebec Regional Planning Commission Award \$5,000	Outline completed and approved by MOT	Completed June 30, 1991
Eastern Maine Development Corporation Award \$5,000	Outline completed and approved by MOT	In process: To be completed June 30, 1992
Mid-Coast Economic Development Council Award \$5,000	Outline completed and approved by MOT	In process: To be completed June 30, 1992
Greater Portland Council of Governments/So. Maine Regional Planning Comm. Award \$5,000	Outline completed and approved by MOT	In process: To be completed June 30, 1992
Northern Maine Reg. Planning Commission Award \$5,000	Outline completed and approved by MOT	In process: to be completed June 30, 1992

# **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 1991 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 1990 to 1991.

### **Summary and Conclusions**

Decrease in number of visitors at State-Owned Visitor Information Centers: -7.16%.

Increase in Mail/phone inquiries: 12%

Decrease in state park day visitors and campers: 1.09%

Increase in number of foreign visitors entering Maine at Houlton, Jackman, Madawaska, Fort Fairfield, Lubec, Calais, Bangor and Portland: 21.9%

Increase in restaurant taxable sales of 2.8% through November, and lodging taxable sales of 11.10% through November.

Decrease in restaurant employment: 3.8 %; lodging employment: 5.2 %.

Decrease in passenger traffic on the Maine Turnpike: .18%.

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	154,067	101,014	43,799	25,275	1,124,597					
1991	17,134	22,248	29,289	42,014	71,777	119,704	216,561	238,077	133,443	97,931	36,937	21,682	1,046,797					
% diff. 90/91	-8.38%	2.43%	-8.06%	5.74%	22.28%	10.98%	-14.86%	-11.00%	-13.39%	-3.05%	-15.67%	-14.22%	-6.92%					
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					
1991	1,723	2,271	3,029	1,855	4,722	4,982	4,585	3,670	2,280	1,256	891	706	31,970					
% diff. 90/91	-10.73%	17.36%	12.69%	-32.37%	25.69%	14.69%	-3.25%	2.09%	43.94%	50.42%	49.50%	25.18%	9.08%					
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					
1991	1,585	1,870	3,540	3,236	11,543	11,418	10,215	8,685	8,032	2,373	1,635	854	64,986					
% diff. 90/91	-24.95%	27.04%	60.04%	-18.32%	102.05%	124.76%	118.04%	36.71%	65.00%	13.38%	-6.09%	-19.74%	57.14%					
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	3,099	99,507					
1988	4,839	8,501	9,898	8,493	12,505	18,921	11,834	8,771	5,458	5,593	4,262	4,046	103,121					
1989	7,058	7,082	8,672	7,394	7,587	6,020	4,081	5,939	4,148	4,349	2,953	2,827	68,110					
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					
1991	4,540	5,494	6,499	7,047	6,652	3,664	4,264	3,734	3,203	1,807	2,823	2,913	52,640					
% diff. 90/91	-7.18%	-12.25%	-14.06%	0.10%	-0.39%	-46.10%	-9.01%	-19.72%	-0.96%	-67.34%	-10.49%	31.57%	-16.05%					
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					
1991	7,848	9,635	13,068	12,138	22,917	20,064	19,064	16,089	13,515	5,436	5,349	4,473	149,596					
% diff. 90/91	-12.15%	-0.34%	4.86%	-11.69%	41.92%	23.68%	35.11%	10.21%	39.53%	-35.75%	-2.59%	16.42%	12.17%					
*** In September of 1990 the hours at the state-owned information centers changed from 8-6 to 9-5																		

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
1991													
% diff. 90/91													
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
1991	162,840	(included in January figure)			145,706	364,160	518,255	464,966	158,995	174,460	38,489	(Nov+Dec)	2,027,871
% diff. 90/91	17.37%				16.95%	23.00%	-17.63%	-11.70%	-10.22%	71.41%	-31.46%		-1.09%
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
1991	1,101	(included in January figure)			13,363	31,671	84,128	80,602	15,008	2,118	10	(Nov+Dec)	228,001
% diff. 90/91	47.98%				-0.58%	24.19%	-2.21%	-4.68%	-17.32%	-2.93%	-83.05%		-1.15%
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
1991	163,941	(included in January figure)			159,069	395,831	602,383	545,568	174,003	176,578	38,499	(Nov+Dec)	2,255,872
% diff. 90/91	17.54%				15.24%	23.09%	-15.77%	-10.73%	-10.88%	69.85%	-31.52%		-1.09%
** Acadia's numbers are sequestered until they get a new counting system													



US Immigration: Selected Allen Border Crossings													
Houlton													
	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
1991	233,156	204,929	248,166	127,193	137,955	140,257	179,710	253,401	181,939	188,079	212,289	160,101	2,267,175
% diff. 90/91	31.18%	19.16%	16.37%	-44.45%	-40.20%	-46.56%	-51.20%	-36.69%	-33.41%	-32.61%	-16.92%	-37.88%	-27.32%
Jackman													
	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
1991	5,872	6,313	6,208	8,612	12,492	24,397	79,117	75,573	25,284	17,366	10,505	7,202	278,941
% diff. 90/91	-60.54%	-55.77%	-43.06%	-14.53%	5.87%	21.25%	24.25%	28.41%	35.81%	23.60%	22.79%	35.76%	11.08%
Madawaska													
	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
1991	197,598	159,322	233,916	268,071	302,157	310,650	320,435	322,031	297,446	300,342	257,908	291,035	3,260,911
% diff. 90/91	10.82%	-4.28%	34.09%	36.69%	57.97%	85.62%	91.36%	77.44%	70.32%	60.51%	50.35%	57.45%	52.31%
Fort Fairfield													
	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
1991	76,547	66,658	76,153	80,553	84,776	86,249	113,596	114,792	92,441	86,516	76,739	74,095	1,029,115
% diff. 90/91	17.89%	4.70%	15.38%	29.95%	19.81%	5.05%	11.13%	19.91%	6.20%	0.74%	10.38%	-6.36%	10.78%
Portland													
	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
1991	36	27	47	26	955	928	1,950	2,252	1,336	855	26	28	8,466
% diff. 90/91	80.00%	0.00%	-4.08%	-50.00%	16.61%	-16.09%	3.67%	-4.98%	-6.11%	-20.32%	-31.58%	33.33%	-4.65%

US Immigration: Selected Allen 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
1991	663	519	509	796	46	1,811	4,733	5,254	3,235	1,710	702	549	20,527
% diff. 90/91	-17.64%	-19.41%	-44.43%	46.86%	-93.24%	35.05%	34.73%	-11.13%	5.41%	-4.09%	13.04%	-16.82%	0.20%
* May of 1991 the Bluenose Ferry was not running from Nova Scotia to Bar Harbor													
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
1991	35,735	36,287	34,387	39,623	48,415	58,116	75,325	85,732	65,422	58,043	41,079	32,976	611,140
% diff. 90/91	-4.63%	-0.01%	5.94%	-5.84%	12.25%	9.08%	4.09%	4.96%	-6.81%	17.08%	1.39%	-18.48%	1.94%
Catais	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
1991	274,191	268,024	278,098	346,359	384,325	400,487	492,654	536,836	399,481	483,486	440,645	428,761	4,733,347
% diff. 90/91	11.05%	13.59%	16.07%	29.62%	39.63%	2.82%	9.45%	-3.61%	9.05%	51.73%	35.52%	25.99%	17.98%
US Immigration: Total of Selected Allen 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	937,214	871,477	908,443	11,081,149
1991	823,798	742,079	877,484	871,233	971,121	1,022,895	1,675,578	1,800,026	1,548,003	1,136,397	1,039,893	994,747	13,503,254
% diff. 90/91	14.25%	7.66%	18.96%	7.96%	17.79%	4.67%	36.28%	30.13%	55.65%	21.25%	19.33%	9.50%	21.86%

Taxable Sales Statewide- Restaurant (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
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	\$764,989
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	\$846,147
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	\$874,814
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	\$896,643
1991	\$58,529	\$57,668	\$65,307	\$68,530	\$76,316	\$94,655	\$118,120	\$128,794	\$101,277	\$82,818	\$70,219		\$922,233
% diff. 90/91	-1.61%	-0.19%	-2.34%	5.22%	-1.97%	1.28%	2.35%	8.40%	3.45%	0.64%	13.88%		2.85%
Taxable Sales Statewide- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
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	\$205,048
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	\$236,228
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	\$255,681
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	\$265,430
1991	\$7,424	\$10,742	\$10,688	\$9,597	\$16,397	\$30,654	\$63,335	\$71,227	\$38,071	\$25,194	\$11,562		\$294,891
% diff. 90/91	-17.04%	5.63%	0.13%	11.54%	11.80%	13.74%	14.46%	17.47%	4.40%	9.29%	16.46%		11.10%
Taxable Sales Statewide- Restaurant and Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
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	\$970,037
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	\$1,082,375
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	\$1,130,495
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	\$1,162,074
1991	\$65,953	\$68,410	\$75,995	\$78,127	\$92,713	\$125,309	\$181,455	\$200,021	\$139,348	\$108,012	\$81,781		\$1,217,124
% diff. 90/91	-3.62%	0.68%	-2.00%	5.96%	0.21%	4.07%	6.28%	11.46%	3.71%	2.53%	14.24%		4.74%
Taxable Sales Statewide- Consumer (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
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	\$6,448,341
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	\$7,022,498
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	\$6,992,936
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	\$6,792,171
1991	\$414,895	\$425,366	\$510,913	\$527,759	\$619,231	\$686,594	\$768,109	\$791,482	\$694,064	\$649,638	\$600,133		\$6,688,184
% diff. 90/91	-11.14%	-5.05%	-7.16%	-3.13%	-2.57%	-2.47%	4.66%	-0.49%	-1.19%	3.70%	2.69%		-1.53%
Taxable Sales Statewide- Other Retail (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
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	\$660,592
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	\$745,093
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	\$785,186
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	\$816,573
1991	\$50,610	\$53,878	\$59,893	\$58,499	\$73,298	\$86,587	\$96,908	\$100,164	\$83,755	\$83,394	\$78,037		\$825,023
% diff. 90/91	-7.31%	3.84%	-0.40%	-3.17%	-1.12%	-2.29%	9.68%	7.89%	-6.75%	8.06%	-0.73%		1.03%

Taxable Sales Northern Maine ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1987	\$218	\$195	\$227	\$228	\$372	\$469	\$500	\$558	\$618	\$408	\$427	\$242	\$4,220
1988	\$214	\$205	\$241	\$214	\$312	\$448	\$535	\$516	\$569	\$382	\$403	\$252	\$4,039
1989	\$217	\$234	\$711	\$296	\$460	\$556	\$627	\$626	\$656	\$495	\$475	\$323	\$5,354
1990	\$281	\$398	\$347	\$325	\$492	\$583	\$647	\$697	\$754	\$508	\$433	\$454	\$5,466
1991	\$291	\$388	\$378	\$365	\$481	\$595	\$718	\$755	\$688	\$481	\$600		\$5,740
% diff. 90/91	3.67%	-2.61%	8.81%	12.34%	-2.24%	2.04%	10.91%	8.27%	-8.75%	-5.22%	38.57%		5.02%
Taxable Sales Penobscot ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1987	\$848	\$881	\$1,001	\$1,105	\$1,377	\$1,738	\$2,558	\$2,976	\$2,284	\$2,045	\$1,266	\$955	\$18,079
1988	\$884	\$1,027	\$1,251	\$1,264	\$1,568	\$1,831	\$3,220	\$3,274	\$2,932	\$2,316	\$1,644	\$1,105	\$21,211
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	\$24,131
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	\$25,760
1991	\$1,140	\$1,251	\$1,763	\$1,598	\$2,020	\$2,910	\$4,119	\$5,099	\$3,352	\$2,452	\$2,968		\$28,672
% diff. 90/91	-0.04%	-2.13%	3.86%	9.27%	4.50%	18.32%	15.88%	19.70%	-0.01%	-6.92%	49.30%		11.30%
Taxable Sales Eastern Maine ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1987	\$233	\$306	\$348	\$387	\$996	\$2,594	\$6,198	\$7,172	\$4,927	\$2,297	\$670	\$462	\$26,128
1988	\$337	\$369	\$398	\$464	\$1,178	\$3,108	\$7,542	\$9,062	\$5,702	\$2,982	\$573	\$557	\$31,715
1989	\$416	\$412	\$521	\$575	\$1,566	\$3,604	\$7,854	\$9,100	\$6,159	\$3,132	\$624	\$558	\$33,963
1990	\$322	\$383	\$413	\$527	\$1,453	\$3,597	\$7,842	\$9,690	\$6,641	\$3,277	\$660	\$653	\$34,804
1991	\$314	\$339	\$474	\$613	\$1,862	\$4,223	\$9,479	\$10,962	\$7,250	\$4,743	\$775		\$41,034
% diff. 90/91	-2.39%	-11.51%	14.83%	16.30%	28.15%	17.39%	20.88%	13.13%	9.17%	44.74%	17.42%		17.90%
Taxable Sales Mid Coast ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1987	\$590	\$490	\$518	\$791	\$1,322	\$2,731	\$6,237	\$7,075	\$4,594	\$2,484	\$628	\$647	\$27,460
1988	\$420	\$510	\$578	\$765	\$1,393	\$3,141	\$6,933	\$7,784	\$5,250	\$2,900	\$1,233	\$1,039	\$30,907
1989	\$760	\$702	\$794	\$835	\$1,496	\$3,482	\$7,299	\$8,329	\$5,412	\$2,922	\$992	\$1,011	\$33,022
1990	\$1,394	\$677	\$827	\$926	\$1,784	\$3,605	\$7,472	\$8,240	\$6,081	\$3,128	\$935	\$921	\$35,070
1991	\$576	\$676	\$828	\$997	\$1,629	\$4,062	\$8,196	\$10,262	\$5,939	\$3,056	\$1,126		\$37,347
% diff. 90/91	-58.67%	-0.15%	0.07%	7.66%	-8.69%	12.68%	9.69%	24.53%	-2.34%	-2.30%	20.43%		6.49%
Taxable Sales Kennebec ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1987	\$536	\$594	\$610	\$713	\$1,037	\$1,225	\$1,774	\$2,129	\$1,292	\$1,129	\$740	\$652	\$11,779
1988	\$653	\$724	\$720	\$695	\$1,131	\$1,379	\$2,102	\$2,663	\$1,498	\$1,401	\$893	\$595	\$13,859
1989	\$613	\$702	\$729	\$723	\$1,121	\$1,335	\$2,214	\$2,446	\$1,622	\$1,424	\$907	\$645	\$13,835
1990	\$788	\$859	\$894	\$794	\$1,120	\$1,532	\$2,065	\$2,415	\$1,585	\$1,446	\$809	\$552	\$14,305
1991	\$591	\$619	\$648	\$825	\$1,229	\$1,409	\$2,300	\$3,020	\$1,502	\$1,156	\$804		\$14,103
% diff. 90/91	-24.99%	-27.91%	-27.53%	3.94%	9.73%	-8.00%	11.40%	25.05%	-5.24%	-20.03%	-0.62%		-1.41%

Taxable Sales Androscoggin ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1987	\$1,716	\$2,176	\$1,918	\$692	\$830	\$1,211	\$1,950	\$2,280	\$1,571	\$1,160	\$587	\$1,531	\$16,091
1988	\$2,023	\$2,729	\$3,076	\$749	\$976	\$1,437	\$2,283	\$2,390	\$1,798	\$1,240	\$725	\$1,810	\$19,426
1989	\$2,620	\$2,878	\$2,772	\$998	\$881	\$1,448	\$2,131	\$2,839	\$1,777	\$1,348	\$757	\$1,940	\$20,449
1990	\$2,344	\$3,301	\$2,797	\$602	\$1,048	\$1,555	\$2,574	\$2,423	\$1,792	\$1,162	\$797	\$2,188	\$20,395
1991	\$2,017	\$3,081	\$2,981	\$853	\$1,204	\$1,437	\$2,201	\$3,386	\$1,668	\$1,375	\$695		\$20,898
% diff. 90/91	-13.94%	-6.66%	6.57%	41.69%	14.89%	-7.59%	-14.49%	39.76%	-6.91%	18.29%	-12.80%		2.47%
Taxable Sales Cumberland ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
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	\$41,236
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	\$46,474
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	\$52,246
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	\$51,188
1991	\$1,819	\$3,504	\$2,595	\$2,356	\$3,702	\$6,044	\$9,983	\$10,615	\$7,077	\$6,201	\$2,692		\$56,588
% diff. 90/91	-5.41%	62.24%	4.24%	5.33%	14.05%	21.23%	12.62%	7.89%	0.92%	10.05%	-3.75%		10.55%
Taxable Sales Southern Maine ESA- Lodging (In thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1987	\$391	\$440	\$623	\$1,081	\$2,472	\$6,165	\$18,762	\$17,919	\$7,525	\$3,434	\$976	\$1,125	\$59,788
1988	\$561	\$662	\$700	\$1,646	\$2,819	\$6,508	\$21,505	\$19,105	\$9,016	\$4,573	\$1,124	\$845	\$68,219
1989	\$540	\$667	\$787	\$2,403	\$2,888	\$7,167	\$22,298	\$20,415	\$9,091	\$4,603	\$1,261	\$1,049	\$72,119
1990	\$749	\$1,107	\$1,199	\$1,718	\$3,568	\$8,589	\$22,158	\$22,915	\$9,170	\$5,204	\$1,487	\$1,476	\$77,865
1991	\$672	\$876	\$1,014	\$1,941	\$4,200	\$9,896	\$26,223	\$26,943	\$10,518	\$5,676	\$1,869		\$89,828
% diff. 90/91	-10.28%	-20.88%	-15.43%	13.01%	17.71%	15.21%	18.34%	17.58%	14.70%	9.07%	25.69%		15.36%
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	30,583
1988	26,900	27,100	27,900	30,400	33,100	36,400	39,000	39,300	36,800	36,400	34,300	33,700	33,442
1989	30,600	30,400	31,000	32,900	35,400	39,000	41,600	41,900	38,600	35,600	33,700	33,000	35,308
1990	30,000	29,800	30,700	33,000	35,400	38,800	40,600	40,900	37,300	34,100	31,900	30,700	34,433
1991	29,000	28,200	29,400	29,400	33,600	37,000	38,500	38,400	36,100	34,500	32,400	30,900	33,117
% diff. 90/91	-3.33%	-5.37%	-4.23%	-10.91%	-5.08%	-4.64%	-5.17%	-6.11%	-3.22%	1.17%	1.57%	0.65%	-3.82%
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	6,200	6,200	6,400	7,300	9,000	11,600	14,700	15,000	11,800	10,500	7,600	7,000	9,442
1991	6,700	6,500	6,600	6,900	8,300	10,900	13,400	13,800	11,200	9,500	7,100	6,500	8,950
% diff. 90/91	8.06%	4.84%	3.13%	-5.48%	-7.78%	-6.03%	-8.84%	-8.00%	-5.08%	-9.52%	-6.58%	-7.14%	-5.21%
* Employment figures go through three stages: Estimated, Revised and Final.							1987-89 Final, 1990 Revised, 1991 Estimated						

Traffic (measured in thousands of vehicles)													
Passenger Vehicles													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1991	1,630	1,656	1,899	1,960	2,276	2,433	3,093	3,298	2,491	2,486	2,215	2,059	27,496
% diff. 90/91	-8.17%	-1.35%	-6.36%	-4.46%	-1.30%	-3.16%	-2.33%	-0.26%	1.46%	8.38%	7.25%	7.30%	-0.22%
Passenger Vehicles with Trailers													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1991	11	15	13	16	32	39	65	65	35	23	16	11	341
% diff. 90/91	-14.58%	13.21%	0.00%	6.33%	4.76%	0.87%	-1.28%	3.23%	0.77%	18.40%	11.25%	22.22%	3.42%
Total Passenger Traffic													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1991	1,641	1,671	1,912	1,976	2,308	2,472	3,158	3,363	2,526	2,509	2,231	2,070	27,837
% diff. 90/91	-8.22%	-1.23%	-6.32%	-4.38%	-1.22%	-3.10%	-2.30%	-0.20%	1.45%	8.47%	7.28%	7.37%	-0.18%
Portland Airport Boardings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	36,646	43,576	51,093	49,480	46,958	50,076	63,188	73,274	51,707	53,428	41,370	43,832	604,628
1988	39,391	43,297	50,708	51,706	46,283	52,504	64,558	78,046	51,174	55,132	44,029	43,106	619,934
1989	38,941	41,417	46,402	49,580	43,218	51,417	63,537	74,982	52,373	55,933	44,133	42,133	604,066
1990	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
1991	34,731	34,695	35,617	45,111	40,739	47,140	62,614	71,960	51,933	52,369	37,267	41,312	555,488
% diff. 90/91	-9.98%	-10.07%	-14.32%	1.40%	1.14%	-0.15%	0.81%	1.55%	1.54%	1.62%	-8.20%	8.10%	-1.71%
Deplanings													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1987	33,628	41,673	47,968	52,149	48,327	56,612	67,447	70,772	48,775	48,950	40,408	43,063	599,772
1988	35,509	40,965	49,632	52,266	49,761	59,070	68,866	69,278	49,389	51,155	43,723	43,854	613,468
1989	36,163	39,404	46,164	52,123	46,177	54,474	66,705	68,794	50,359	51,346	43,836	43,766	599,311
1990	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
1991	31,850	35,392	36,449	45,707	44,249	55,004	68,057	68,472	48,313	49,552	36,663	43,247	562,955
% diff. 90/91	-11.55%	-2.88%	-11.73%	-3.90%	1.85%	-0.03%	6.23%	3.08%	2.06%	0.16%	-9.09%	7.60%	-0.82%

<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>
1987	11,510	12,533	15,634	15,184	13,594	15,368	19,029	33,276	16,070	16,259	11,699	13,176	193,332
1988	11,207	12,145	14,846	14,041	12,333	15,062	19,184	24,249	17,368	16,612	12,832	13,110	182,989
1989	12,161	12,939	16,235	14,985	13,497	17,230	22,835	24,927	18,410	17,714	13,914	13,860	198,707
1990	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
1991	12,901	12,737	14,450	17,840	14,790	17,069	25,632	28,613	20,425	18,840	13,028	15,891	212,216
% diff. 90/91	5.51%	6.47%	-7.29%	18.37%	12.38%	7.61%	11.63%	5.65%	8.26%	5.87%	-3.74%	14.73%	7.20%
<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>
1987	10,413	11,511	15,675	15,046	15,211	18,030	20,564	45,433	15,153	14,558	11,418	12,695	205,707
1988	10,847	9,696	13,817	13,814	12,936	15,231	19,156	20,764	14,813	14,309	11,741	12,231	169,355
1989	10,838	11,142	14,940	14,740	14,773	17,303	21,218	23,553	18,051	16,419	13,674	14,170	190,821
1990	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
1991	11,862	12,275	15,048	15,774	17,217	20,908	28,562	28,311	18,479	16,841	13,047	15,540	213,864
% diff. 90/91	-2.65%	13.36%	-7.55%	0.97%	8.95%	10.12%	17.76%	11.05%	6.18%	3.71%	2.23%	17.04%	7.40%

## **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

## **VI. Miscellaneous**

### **Unity Dinner:**

Five tourism industry employees were honored at the Unity Dinner held at The Senator Inn, Augusta. In addition, Elizabeth "Scottie" Bell of the Greater Bangor Chamber of Commerce was presented the Kathryn M. Weare Award. Winners were:

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

**ELIZABETH 'SCOTTIE' BELL**  
Executive Director  
Greater Bangor Chamber of Commerce

\*\*\*\*\*

Special Recognition Awards  
**COLE LAND TRANSPORTATION MUSEUM**  
Bangor

**KENNETH EHRLNBACH**  
Sugarloaf USA  
Kingfield

\*\*\*\*\*

Outstanding Recreation Employee of the Year  
**CHUCK DONNELLY**  
Shawnee Peak Ski Area  
Bridgton

\*\*\*\*\*

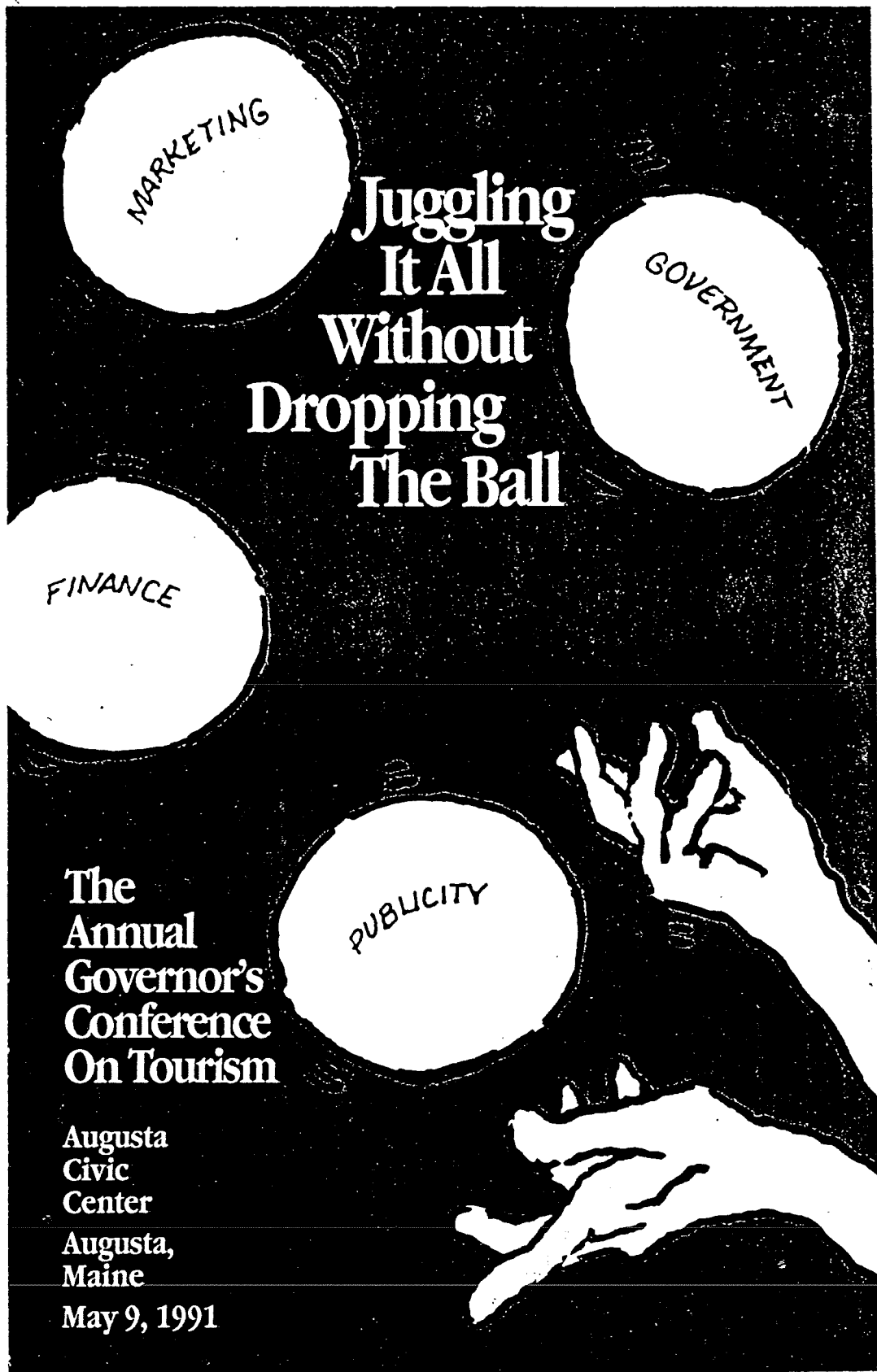
Outstanding Transportation Employee of the Year  
**FRANCIS McDONALD**  
American International Rent-a-Car  
Portland

\*\*\*\*\*

Outstanding Accommodations Employee of the Year  
**GORDON CLARK**  
Freeport Inn  
Freeport

\*\*\*\*\*

Outstanding Food Service Employee of the Year  
**LINETTE AREY-PLATT**  
Samoset Resort  
Rockport



## Appendix VI - Film Office

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

A total of 31 productions spent more than \$1.5 million in Maine during 1991. This included one feature film, 18 commercials/industrials/miscellaneous, and 12 television specials. They included:

#### **Feature film:**

*The Good Son* resulted in more than \$1.2 million in expenditures.

#### **Commercials:**

Kelloggs  
Sears  
Lux Shower Gel  
Editel  
Fleet Bank  
Toyota (two)  
Chrysler  
Metamucil  
Shooting Gallery  
Maine National Bank  
William Cohen political ad

#### **Television Shows:**

*America's Funniest People* (two)  
*Network Earth*  
*Rescue 911*  
*The Extreme Edge*  
*King of Strings*  
*Stephen King Special*  
*MacNeil-Lehrer Reports*  
Japanese special on John Ford  
Documentary film on homelessness  
Documentary film on May Sarton  
Documentary film on Richard Eberhardt  
Special on lobstering in Maine

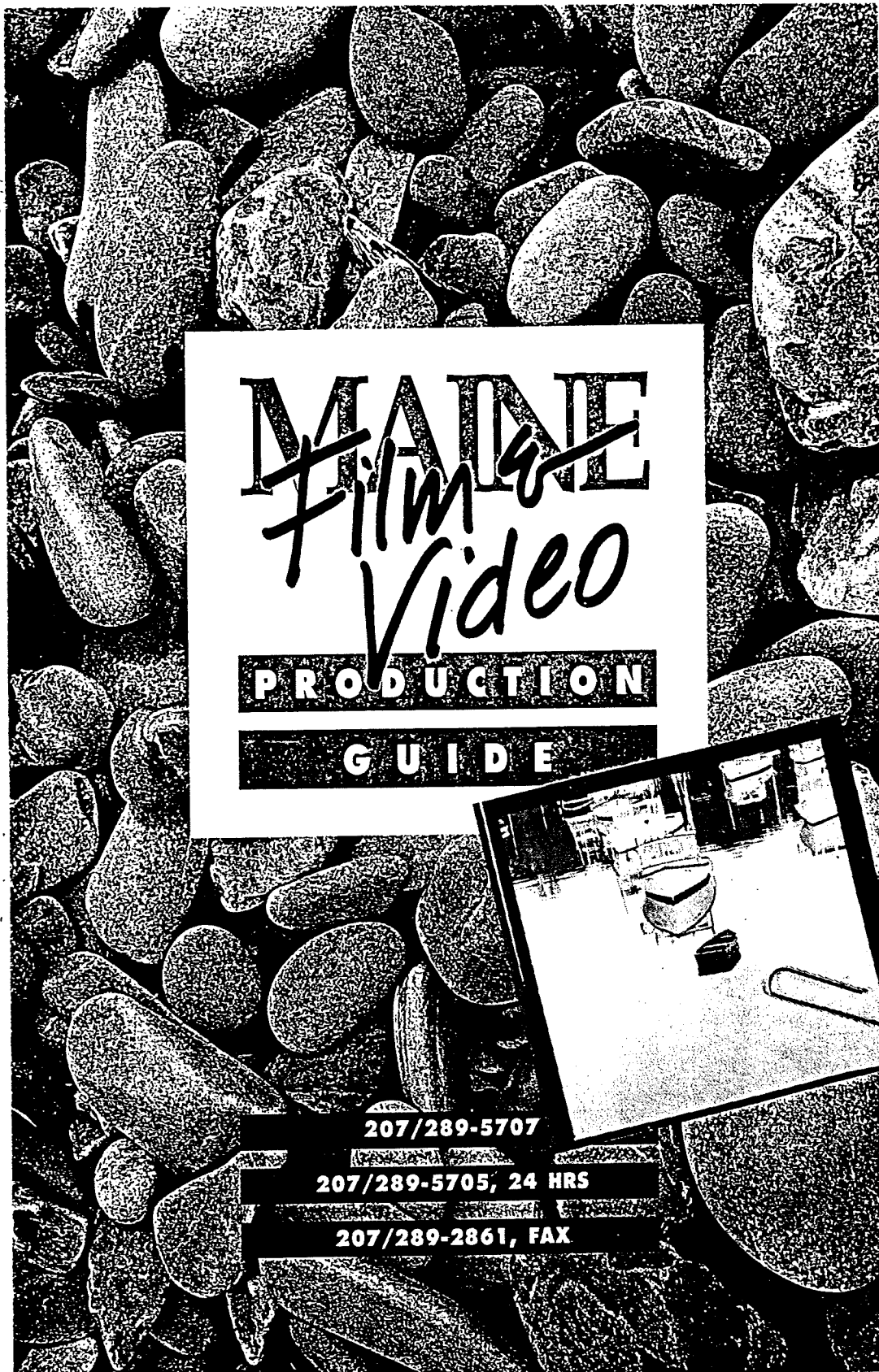
#### **Miscellaneous:**

MCI Communication industrial video  
Atlas Van Lines still advertisement  
Mack Trucks still advertisement  
Early Times Bourbon still advertisement  
Bass Shoes catalog

## **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 1991. (Asterisks denote towns where filming took place.)

*Acadia	Lubec
*Andover	Milo
*Augusta	Monmouth
Bailey Island	Newcastle
*Bangor	New Gloucester
*Bar Harbor	New Sweden
Bass Harbor	Norridgewock
Bath	North Edgecomb
*Beal Island	North Haven
Belgrade	Northport
*Bethel	Oakland
*Biddeford	Ogunquit
*Blue Hill	Old Orchard Beach
Boothbay Harbor	Orrs Island
*Bowdoin	Owl's Head
*Brunswick	Phippsburg
*Camden	Port Clyde
*Cape Elizabeth	*Portland
Cape Porpoise	*Rangeley
*Cape Rosier	*Raymond
*Carrabasset Valley	*Rockland
Cherryfield	*Rockport
Christmas Cove	Sebago Lake
Corea	Skowhegan
Cundy's Harbor	*South Bristol
*Damariscotta	South Harpswell
Dover-Foxcroft	*South Portland
Eastport	Southwest Harbor
Ellsworth	Spruce Harbor
Eustis	*Stonington
Falmouth	Tenants Harbor
*Freeport	Waldoboro
Friendship	*Warren
Gardiner	Washington
Gorham	Weld
Greenville	Winthrop
Hallowell	Wiscasset
Hancock	Yarmouth
Jackman	*York
*Kennebunkport	
Kingfield	
Lewiston	



A second edition of the Maine Film and Video Guide was produced during 1991.