

MAINE STATE LEGISLATURE

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MAINE

The Way Life Should Be

Annual Report

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

The Maine Tourism Commission
and

The Maine Film Commission

to

The Honorable Governor John R. McKernan, Jr.
and

The 116th Legislature

Feb. 25, 1993

JUN 8 1993

Office of Tourism : Annual Report, 1992

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I. OVERVIEW

February 25, 1993

TO:

The Honorable John R. McKernan, Jr., Governor of the State of Maine;
The Honorable Dennis L. Dutremble, President of the Senate;
The Honorable John L. Martin, Speaker of the House; and
Honorable Members of the 116th Maine State Legislature.

Dear Friends:

Maine's tourism industry approached the summer of 1992 with high expectations. The winter season had shown solid growth. Lodging taxable sales had shown sizable increases of 16 percent in April and 15.48 percent in May, and April mail and telephone inquiries to the Maine Publicity Bureau had outpaced the previous year by 37.2 percent. Pent up demand was expected to result in a strong summer season as Americans began to feel more comfortable with job security, in particular, and the economy, in general. Canadian visitors had reached record numbers during 1991, and retailers were anticipating another banner year.

With a slow start in May and June, the weather continued to be uncooperative during July and August. Lodging taxable sales during these months declined minimally, but were nonetheless down, and it wasn't until September, and a spectacular fall, that the industry began to recover. While we have noticed for several years a shifting of the busiest months to later in the summer, this year, the months of September and October were certainly the highlights. In fact, 1992 restaurant and lodging taxable sales increased 5.22 percent in October over the same month in 1991.

Many areas of tourism continued to keep pace with 1991 figures despite downturns in other areas. More than 80 cruise ship visits were recorded at Maine ports and \$4.8 million was spent in Maine by passengers and crews.

In the spring, Maine joined New Hampshire to showcase the "Top of New England" to 30 key representatives of motorcoach companies. At least five tours have been scheduled for 1993 as a result of that effort. We also produced a Group Tour Manual to assist the motorcoach trade in booking trips to Maine.

International tourism, specifically from the United Kingdom, Japan and Germany, has shown significant increases during the past several years. In fact, the number of international visitors to Maine grew 59 percent from 1984 to 1989, and resulted in expenditures of more than \$191 million in the state in 1989. A major international marketing effort in 1992 centered on Harrods, London's most prestigious department store. Entitled "New England Christmas," the promotion, which continued from November 14 through December 24, showcased New England products and vacation ideas throughout the entire store and in the Christmas catalog.

Every effort was pursued to participate in special promotions during 1992. In February, we joined in a joint venture with L.L. Bean's catalog division to produce a summer travel almanac. The four-page almanac was inserted into 1 million catalogs. Maine's message was also shown in New York City on the One Times Square building by Sony Video One. Finally, American Express selected the coast of Maine as a "Top Twenty" tourism destination and highlighted it in a special summer promotion. Special information was provided through the state's toll-free number and the promotion resulted in 889 calls and 2,215 mail requests for information.

A particularly exciting event took place in 1992 as well-known movie star Mel Gibson selected several coastal communities in Maine as the locations for his new movie, "The Man Without a Face." Gibson, who rented a home in the Camden area for his family during the filming, greeted visitors each day during the shooting from July through August. Several hundred Maine residents were hired as extras and to work on the production team. At Bowdoin College, for instance, everyone had to be dressed in 1960s outfits for a graduation scene that employed hundreds of Bowdoin students. Shooting of the movie resulted in spending of more than \$2.6 million in the state. Glenn Close also returned to Maine to film part two of "Sarah, Plain and Tall," a Hallmark television movie scheduled to air in February. The movie was shot in late September and early October. Filming of a "warm summer evening" scene had to wait a bit as snow fell and temperatures dropped to near freezing!

National and international newspapers and magazines continued to give Maine very positive editorial coverage. Maine was featured on the cover of the Aug. 2 edition of the Los Angeles Times' travel section. Colored photographs highlighted articles on Maine harbors, shopping and restaurants. Germany's Geo magazine featured New England as a vacation destination in a special August issue. In addition, Modern Bride magazine's December issue included Maine in a special article on unusual honeymoon locales.

McKinsey and Company, an internationally known research firm conducted a study to evaluate the opportunity to increase tax revenues by encouraging tourism activity. The study concluded there is significant opportunity for the state, as much as an 8:1 return on tourism investment.

Davidson-Peterson Associates, Inc. of York, Maine, also performed a number of studies. These included a "Five-Year Marketing and Development Strategy for Maine Tourism Growth." The study concluded that with an aggressive marketing program, 1.85 million person-visits would be generated over a five-year period. Another study, "The Economic Impact of Expenditures by Tourists on Maine" for calendar year 1991, concluded that tourists visiting Maine spent an estimated \$2.75 billion.

Much time, effort and creative thinking has gone into this report by members of the Office of Tourism staff, the Maine Tourism Commission, Film Commission and industry trade representatives. We offer a "thank you" to everyone involved. We hope you will have an opportunity to read it and offer any suggestions you feel are appropriate.

Sincerely,



Michael W. Aube
Commissioner



Peter H. Daigle
Maine Tourism Commission



William Maroldo, Chair
Maine Film Commission

II. MARKETING

For many years, the state's marketing strategy has focused on our primary market, within a day's drive. However, our research and tracking mechanisms have shown that this produces mostly repeat visitors. Those responding from New England have frequently visited the state many times and it was evident that we need to reach out into more distant markets to develop a new clientele.

Relying primarily on research and an analysis of calls to the Maine Publicity Bureau, the mid-Atlantic states were determined to have the greatest potential. The population base between New York and Washington, D.C., includes several large metropolitan areas. Interest in a vacation experience full of activities, but without the congestion of Southern New England, placed Maine in a favorable position to capture a new audience.

Specific objectives were as follows;

- to cultivate new visitors from the Mid-Atlantic states;
- to expand paid advertising through co-operative opportunities with the private sector;
- to create an awareness of the variety of opportunities and activities that Maine has to offer;
- to encourage travel writers from national newspapers and magazines to write feature stories about Maine;
- to continue working with travel agents and tour operators to "package" Maine as a destination.

A. Advertising

Spring/Summer Campaign 1992

Gov. McKernan participated in a "Maine Pride" in-state advertisement campaign during July and August. The purpose of the television campaign was to urge Maine residents to enjoy summer in their own back yard, and help put Mainers back to work. Advertisements ran on television stations in Portland, Bangor, Auburn and Presque Isle.

Full color advertisements were placed in Yankee and Travel and Leisure magazines' regional editions. A special New England section was included in the May issue of Travel and Leisure, entitled "Winding through New England."

Placements were made in two annual, seasonal publications: Yankee Travel Guide with a circulation of 200,000, and Woodall's 1992 Campground Directory, with a circulation of 500,000.

New black and white "creative" was developed for the New York Times' placements geared towards attracting a more sophisticated traveler. The themes portrayed Maine as a "cool," comfortable, getaway with a wide variety of activities to offer. Appendix page 3.

Co-operative newspaper advertising was continued in our retention market within a day's drive. The state's contract rates and subsidies made this an attractive opportunity for the tourism industry in Maine to advertise their properties in the Boston Globe.

Spring/Summer Placements 1992:

- Full-color advertisements in monthly magazines:
Yankee (two insertions)
Travel & Leisure (regional edition)
- Annual guides:
Yankee Travel Guide
Woodall's 1992 Campground Directory
- Black and white advertisements in newspapers:
Sunday New York Times (five insertions)
New York Times' "Sophisticated Traveler"
Chronicle Herald, NS (three insertions)
Fredericton Daily Gleaner, NB (three insertions)
Moncton Times-Transcript, NB (three insertions)
St. John Telegraph-Journal, NB (three insertions)
Le Soliel, PQ (three insertions)
- Newspaper co-op advertising:
Boston Globe Sunday Travel Section (three insertions)
- Special promotion opportunities:
L.L. Bean catalog (Northeast distribution)
GEO Magazine (Germany)

Fall Campaign 1992:

Over the past few years we have noticed a distinct trend towards the summer season beginning later and extending into September. As children return to school after Labor Day, September is emerging as a popular vacation month for empty nesters and senior citizens. The summer strategy targeting the mid-Atlantic states was thus continued into the fall with a slight shift in placements toward an older audience.

The tent card campaign begun during the summer of 1991 was continued again this year to encourage summer visitors to "Make a Brilliant Comeback" during the fall season. A series of three tent cards portraying an image of Maine on one side, with the other side being used for special promotions, was placed on tables in restaurants and in lodging rooms during the latter part of the summer. Approximately 6,000 tent cards were distributed to tourism industry businesses in 1992.

Likewise, the fall leaflet "12 Little Getaways that are Simply Brilliant" was used again in 1992. It was distributed through the state-owned information centers and mailed as a part of our fall information packet. Advertisements developed in 1991 featuring the fall leaflet were placed in the following publications:

Fall Placements 1992:

- Full-color advertisements in monthly magazines:
Yankee magazine
Down East magazine
- Black-and-white advertisements in monthly magazines:
Down East
New York Magazine (two insertions)
Mature Outlook
Golden Years
Endless Vacation
Americana
- Black-and-white advertisements in newspapers:
The Sunday New York Times (four insertions)

Winter Campaign 1992-93:

While the summer and fall campaign strategies focused on attracting visitors from more distant regions, the winter strategy continued to target Southern New England and, specifically, the Greater Boston region. The emphasis on a "quality" experience in Maine - vis-a-vis the other New England states - produced a hard-hitting campaign with a very definite call to action. Drawing on recommendations made in the Davidson-Peterson and McKinsey studies, we promoted three popular winter activities; pre-Christmas shopping, skiing and snowmobiling. Co-operative arrangements were made with the trade associations representing these groups to leverage public/private funds and expand the media buy.

Winter Placements 1992-93:

Shopping:

- Black-and-white co-op advertising with image ad insert:
Boston Sunday Globe (one insertion)
Boston Sunday Globe with Thursday repeat (two insertions)

- Black-and-white advertising in weekly newspapers:
The TAB weeklies (two insertions)
The SWAN weeklies (two insertions)

Skiing:

- Full-color magazine advertising:
Cross Country Skier

Radio:

- Targeted market in Boston (636 spots from Jan. 13 - Feb. 7):
WBCN WMJX WODS
WBZ WZOU WCDJ

Snowmobiling:

- Radio:
WOKQ - Jan. 4-31, and Feb. 15. - Mar. 7
WHEB - Jan. 4-31, and Feb. 15 - Mar. 7

B. Impulse Traveler Program

Continuing the program begun in July, 1991, the Office of Tourism and the Maine Tourism Coalition developed a program to stimulate the growing impulse traveler market. Aimed at people who make travel decisions close to the time of departure, the program was designed to match a dollar of state funds with a dollar of contributions from the tourism industry.

The objectives of the program were to:

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

Complementing the Office's winter and summer campaigns, the Impulse Traveler Program funds were used to purchase radio advertising as follows:

- **Winter:**
Alpine Skiing: Massachusetts stations (five weeks):
WBMX WBZ WBCN WBOS
WAAF WZOU WZLX WMJX

Nordic Skiing: Massachusetts stations:
WBOQ - 11 weeks WCDJ - 6 weeks
WBOS - 8 weeks

Snowmobiling: New Hampshire
WOKQ - 4 weeks

Rangeley:
New Hampshire: WHOM - 6 weeks
New Brunswick: CHI and K100 - 6 weeks
Massachusetts: WRKO - 6 weeks and WODS - 3 weeks

- **Spring:**

Raft Maine:
NY, CT, ME, NH, PA, RI, MD: Northeast Satellite Entertainment - 2 weeks

Massachusetts: WZLX, WBCN, WEEI - 3 weeks
New Hampshire: WHEB, WZPK - 13 weeks

Camping:
Massachusetts: WBZ - 3 weeks

Moosehead Region:
New Hampshire: WHOM, WOKQ - 2 weeks

Bar Harbor Region:
Massachusetts: WBOS, WMJX/WMEX, WCDJ - 2 weeks

Portland Region:
Nova Scotia: C100 - 3 weeks

Blue Hill Area:
Massachusetts: WBOQ - 3 weeks

C. Public Relations

Public relations initiatives begun in 1991 were continued in 1992. The focus of all public relations activities continued 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 our public relations efforts included:

- Providing travel writers information about Maine in an attempt to generate articles in national and international newspapers and magazines. Invitations were also given to reporters to visit the

state, and every effort was made to assist them while they were here;

- Offering key travel writers and tour operators familiarization tours; and
- Forwarding story ideas and completed stories concerning members of the Maine tourism industry to media personnel in the Boston and Mid-Atlantic regions, and Eastern Canada.

The Office continued to capitalize on the national and international press attention focused on President Bush's visits to Kennebunkport, and used that coverage, combined with information provided to travel writers and articles written by the Office's staff, to compensate for the lower visibility resulting from reduced advertising dollars. Several articles on Maine were written for French, German, Spanish and Canadian magazines and newspapers.

In addition, there were several articles generated by free-lance writers throughout the United States that relied on information and story ideas provided by Office staff. One particularly impressive series ran in the Los Angeles Times' travel section on August 2. Maine was featured throughout the section with stories on harbors, shopping, accommodations and restaurants. Appendix page 4.

We continued our 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 Traveler, Outdoors, and Modern Bride did feature stories based on suggestions we made.

Editorial support was provided to local, national, and international media. The following magazines and newspapers are some of those using our material.

Philadelphia Enquirer
Harrowsmith Summer Traveler
Los Angeles Times
Chicago Tribune
Yankee
Tour & Travel News
New England Tour Guide
Outside Magazine
The Washington Post
Le Soleil (Quebec)
The New York Times
Moncton Times Record
The Boston Globe
On the Trail

D. Meetings and Conferences Marketing

In order to stretch our marketing dollars, the Office entered into a co-operative agreement with the Convention and Visitors Bureau of Greater Portland to represent the state through regional marketing efforts with Meet New England and the New England Society of Convention and Visitors Bureaus (NESCVB).

As part of a regional delegation, representatives from Maine participated in the following trade shows:

- Destination Showcase '92 February Chicago, IL
- Affordable Meetings '92 September Philadelphia, PA

Two hundred leads were generated at these shows and distributed to the membership for meetings and convention properties with the Convention and Visitors Bureau, ranging from Bar Harbor (north) to York Harbor (south) to Bethel (west).

Working with the Augusta and Bangor Convention and Visitors Bureaus, we hope to expand this program, making it accessible to all regions of the state.

E. Motorcoach Group Tour Marketing

The numbers of people visiting Maine on motorcoach tours declined slightly during 1992 after an all time high during 1991. The decrease, due primarily to the general state of the economy, is not viewed as a significant trend, however, and the state retained its position of ranking 25th in the nation for motorcoach business.

In the fall of 1992, we participated in two motorcoach trade shows; the National Tour Association in Seattle, and the American Bus Association in Detroit. With a combined total of more than 100 appointments with tour operators from all across the United States and Canada, we returned with a significant list of inquiries to distribute to Maine's tourism industry.

The inquiry list distribution supports the contention that 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 last year. Appendix pages 8 and 9.

In the spring, Maine joined with New Hampshire to showcase the "Top of New England" to select motorcoach operators. Drawn from a list of nationwide companies which had done business in New England previously, but had not visited the region for some time, a "familiarization" tour was conducted from May 28 through June 1. During this time, Maine's tourism industry hosted the 30-member group of key operators who traveled throughout the southern and western regions of the state before crossing into New Hampshire.

In order to make it easier for motorcoach operators to book tours to Maine, a Group Tour Manual was produced this year. Pertinent information on restaurants, attractions and accommodations was included, along with sample itineraries, escort notes, a calendar of events, and references for further information. To date, 250 copies of the manual have been distributed to motorcoach companies throughout the United States and Canada. As we continue to develop and distribute these marketing tools, it becomes easier for the trade to do business in Maine. See Appendix page 10.

F. Cruise Ships

Cruise ship visits to Maine ports have increased significantly during the past few years. Despite downturns in other areas of the tourism industry, cruise ship visits kept pace with 1991 figures, as more than 80 visits were recorded at Maine ports.

According to Cruise Lines International, the cruise industry has built a number of new ships recently and is now operating with vastly increased capacity. This bodes well for new destinations such as the northeastern ports of the United States and Canada. Projections for the next few years show cruise passengers increasing at more than 10 percent per year.

This trend is not only seen in vessels traditionally operating in U.S. waters, but is also apparent in ships from the Baltic and Eastern European ports. Now that the cold war is over, ships of Russian and East German registry could be seen in Maine harbors this year.

The Ports and Marine Division of the Maine Department of Transportation estimates that \$4.8 million was spent in the state during 1992 by cruise ship passengers and crews. Portland, Camden and Bar Harbor have all received high ratings from visitors, and continues to be an attractive destination for the future. Working with several port officials from Maine and the Maritime provinces, the department is now actively engaged in cruise ship marketing activities.

With the help of the Maine Publicity Bureau and the CVB of Greater Portland, the Office is shipping Maine tourism information to the ships at their previous port of call so that passengers may familiarize themselves with our state prior to their arrival. We have also learned that visiting Maine on a cruise ship often whets the appetite for a return visit by land.

G. International Marketing

Maine's international tourism marketing efforts can be divided into two general areas; Canada and the overseas market. Since Canada is our immediate neighbor and a primary target for many regions of the state, our Canadian marketing efforts are included in the domestic section of this report.

For the overseas visitor, the New England region as a whole is usually the destination of choice, rather than a single state. From our research, we know the overseas visitor generally stays longer (two to three weeks), and spends more money than the domestic visitor. The latter obviously being supported by currency strength in many of our primary markets (Western Europe and Japan).

During the past several years, the six New England state tourism offices have worked co-operatively with our regional non-profit, membership organization, New England USA, to publicize the region overseas. This year, a regional magazine was commissioned through Maxwell Communications for distribution through USTTA offices overseas, to the international travel trade, as well as through news stand sales. The magazine will be used to fulfill visitor requests for information about the region and will be handed out at overseas trade shows in which the region participates.

During the spring of 1992, the Board of Directors of New England USA determined that due to fiscal constraints, the distant domestic and Canadian markets would be the primary focus for the organization during the coming year. Seeing a void in the international marketplace, the six New England Tourism Offices joined to form a new, non-profit organization named Discover New England, solely for the purposes of overseas marketing.

In its first year, Discover New England focused its energies on the United Kingdom.

Working with BMI Publications (UK), a special section on New England was produced for travel agents and tour operators in the United Kingdom under the banner of their trade name "Selling Long Haul." To date, 42,000 copies of the piece have been produced and distributed through trade shows such as World Travel Market (London) and in mailings to travel agents. Reprints are under way as interest continues to escalate. Appendix page 11.

Discover New England also negotiated with London's most prestigious department store, Harrods, to be the featured region throughout both the store and the catalog for the 1992 Christmas season. The Harrods' promotion, called "New England Christmas," showcased New England products and vacation ideas.

From November 14 through December 24, the entire store, covering a London city block, was decorated with handmade New England-style ornaments and decorations. In addition, 72 windows in all departments depicted New England scenes. On the ground floor, a New England village was created offering a wide selection of New England foods, gifts, toys and clothing. Approximately 1.5 million people visited Harrods during the Christmas season, and for New England's largest overseas market (250,000 visitors in 1992), it provided an opportunity to showcase the many attributes of our region. Appendix page 12.

Co-inciding with the Harrods' promotion, England's largest travel trade fair took place in London between November 17 and 21. With an attendance of 38,000 travel agents and press from throughout Western Europe, World Travel Market generated 138 inquiries and leads for distribution to the Maine tourism industry.

In May, we also participated in the 1992 Discover America Pow Wow held in San Francisco. Sponsored by the Travel Industry Association of America, Pow Wow is the leading trade show in the United States to which the international travel trade is invited. It is estimated that \$2.7 billion worth of business was conducted at this year's show, with approximately 57 countries in attendance. New England's popularity continues to grow, and the Maine delegation returned with inquiries and leads from 110 meetings with individual travel buyers.

The number of international faxes received by the Office has been increasing every year. In 1992 we responded to requests from all over the world. The requests come from travel agents, tour operators, and journalists, as well as individuals. Some of the more noteworthy requests to which we responded are as follows:

- GEO Magazine (Germany), similar to National Geographic, featured New England as a vacation destination in a special August issue. The magazine has nationwide circulation. Maine was also featured in a half-page advertisement encouraging prospective visitors to write or call for more information.
- America magazine (Germany) featured a special article on Downeast Maine in its summer issue. The Office assisted writer Stephanie Russell in gathering information.
- Eiji "Eddie" Yamagata, Editor-in-Chief for Gateway/USA, a Japanese language newspaper based in the Los Angeles area, visited Maine to write a series of articles, including one on Freeport. The stories ran in the May 16, 1992 edition.
- May 20-25, 1992 two Spanish journalists visited the state to write a series of articles which were published in several Spanish magazines and newspapers, including Elle, Gente Y Viajes, La Vanguardia, El Periodico.
- May 23, 1992, 11 Japanese tour operators visited Freeport as part of a Northwest Airlines familiarization trip.
- Staff from Massport's London office toured the state to acquaint themselves with the tourism product. This office frequently serves as the clearing house for New England tourism information for the United Kingdom.
- June 16-17, 1992, a freelance writer from South Africa visited the region to do a series of articles.
- August 4-5, 1992, a freelance writer from Gerrie Associates, United Kingdom, visited Maine. She was writing articles for BBC Holidays magazine and the Jewish Chronicle.

H. Miscellaneous Activities

American Express Promotion

American Express selected the coast of Maine as one of the "Top Twenty" tourism destinations in the country for a special summer promotion. A travel guide featuring the 20 selected sites was made available to six million cardmembers through an article in the company's May newsletter. Additional information was provided through the state's toll-free telephone number. The promotion produced 889 calls and 2,215 mail requests. Appendix page 13.

Sony Video One

The state was given the opportunity to showcase Maine video footage on a giant screen located on the One Times Square building in New York City, at no charge. Sony Video One coordinated the video programming. Maine's 60-second spot aired once an hour during the screen's hours of operation from April 18 through April 24. A total of 60 video spots were aired on the giant (23.5 feet by 32 feet) screen during the one week period. Only eight states took advantage of the opportunity, and Maine was the only New England state represented.

L.L. Bean Almanac

In February, L.L. Bean's catalog division proposed a joint venture with the Office. Bean representatives asked us to assist with their summer travel almanac. We provided them with story ideas and photographs, and the state's tourism information toll-free number was listed throughout the publication. The four-page almanac was randomly inserted into 500,000 summer catalogs and an additional 500,000 almanacs were placed in catalogs mailed to New York state. This cooperative opportunity allowed us to augment the advertising dollars spent in our New York target market. Appendix page 14.

State Poster

In response to numerous requests, we developed a poster showing a stunning color image of the Portland Head Light. The picture, which was photographed by Dean Abramson of Raymond, was selected following an extensive search. The poster will be used for international marketing, sent upon request to those in the travel trade, and to motorcoach operators and travel agents. Appendix page 15.

III. VISITOR INFORMATION

The state's Visitor Information Program continued to be one of the most effective means of communicating with visitors traveling in Maine. The program, which is handled primarily through six state-owned visitor information centers and a telephone answering and fulfillment center, provides visitors and potential visitors with specific information on destinations and services of interest. The state's promotional campaigns rely heavily on the vital follow-up provided by this service.

In order to carry out this important function, the state contracts with the Maine Publicity Bureau to provide:

- A telephone and mail response center to handle tourism-related inquiries;
- Brochures, magazines and other printed materials which are used to fulfill visitors' requests for information;
- Dedicated toll-free visitor information lines which are keyed to targeted marketing campaigns;
- Personnel to staff six state-owned visitor information centers at Houlton, Calais, Yarmouth, Kittery, and Hampden (I-95 north and south).

In addition to operating the state-owned visitor information centers, the Maine Publicity Bureau also staffs information centers of its own. And, through the support of its members, provides numerous publications, brochures, maps and other informational pieces on Maine, in addition to maintaining updated tourism resource data.

The goal of the Visitor Information Program is to complement the state's marketing efforts. Creating a positive image of Maine for potential visitors results in further exploration by many of those who are already familiar with Maine.

July, 1992 marked the beginning of a new contractual relationship between the state and the Maine Publicity Bureau. Previously there had been only one contract, now there are two contracts; one for the operation of the six state-owned information centers, and the second for the mail and telephone-answering aspects of fulfillment.

The contract for information center operations has the same elements as in previous contracts. However, the contract which deals with telephone and mail incorporates a new list of services. The most important new element is the staffing (live answering) of all telephones. This enables the operator to ask specific questions, and provides a better understanding of our market for targeting our advertising campaigns. The new contract also establishes an improved data base that will provide easy access to this new marketing information for both the State and general public.

During 1992, the Visitor Information Program responded to 50,084 mail requests, and 1,032,256 walk-in visitors.

IV. REGIONAL DEVELOPMENT

During the past several years it has become obvious that Maine's diverse regions have differing needs in terms of economic development. While tourism may often provide opportunities in the form of jobs, revenues for private businesses, state and local taxes, and cultural and recreational opportunities for Maine citizens and visitors alike, we believe each region must define its own tourism policy based on local needs. For that reason, we offer technical assistance and programs based on each region's needs.

A. Maine Tourism Partnership

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

In March, 1992, the Maine Tourism Partnership Program awarded \$25,000 in grants to seven local and regional organizations for marketing and promotion. This program is designed to assist local and regional groups in promoting their areas and events by attending trade shows, producing brochures and videos, and completing marketing studies. The program also works as an educational tool through its reporting requirements. See Appendix page 16 for a list of all grantees and their projects.

B. Regional Development/Management

During 1992, all phase III regional development programs were finalized.

The final phase III grants, awarded in 1991, were completed in June of 1992. The grants were awarded to Northern Maine Regional Planning Commission, Mid-Coast Economic Development Council, Eastern Maine Development Corporation, and the Southern Maine Regional Planning Commission. The regional commissions filed their final reports in July and August of 1992. Appendix page 17.

C. Technical Assistance

As tourism in Maine continues to grow at a faster pace than other industry sectors, many regions of the state have identified a need to develop their tourism potential to counter reduced employment in more traditional industries.

The three phases of the state's regional development program helped to establish the basis for regional tourism development, however, technical assistance in the areas of research, marketing and tracking continues to be a growing need.

During the last two years, requests for this type of assistance have increased substantially and we now consider our technical assistance program to be one of the most important services we provide to various regional organizations and businesses.

Types of technical assistance provided by the staff include:

A. Packaging Seminars, which we began two years ago with pilot programs in Bangor and Portland continued in 1992. Offered under the auspices of the local chambers of commerce, the program is comprised of four components:

- Creating "packages" for advertising and special promotions;
- How to work with travel agents to increase business;
- Successful public relations;
- How to attract motorcoach business.

The one-day program was offered in the following locations during 1992:

| | |
|------------|---------------------|
| January 16 | Boothbay Harbor |
| March 11 | Bath |
| April 29 | Bethel |
| July 30 | Machias |
| October 15 | Carrabassett Valley |

- B. Increasingly, those people who are new to tourism, require counselling in such areas as financing opportunities, taxation, marketing, regulation and workmen's compensation. Mirroring the department's very successful "Business Answers" program, we now provide tourism businesses with the same type of specialized assistance.
- C. Assisting regional councils, municipalities and other regional economic development organizations to develop plans that incorporate tourism components.

Examples include:

- Development of a mission statement and operational structure for the Saint John Valley Visitors Bureau.
- Incorporating tourism as a component of the economic development strategy for York and Cumberland counties.
- Establishing goals, developing marketing strategies and recommending evaluation criteria for the Katahdin Regional Tourism Council.

D. Regional Initiatives

Several initiatives have been undertaken to acquire Federal grants for projects throughout the state. Examples include:

- Working with officials at Bath Iron Works to acquire a research grant from the Federal Economic Development Administration. The grant would be used to determine the viability of operating a cruise ferry along the eastern seaboard. The ferry would be built by BIW as part of its plant to become more involved in civilian-related shipbuilding.
- Seeking an Economic Development Administration grant to enhance the institutional capacity of regions to promote the tourism industry. The grant would be used to develop a training curriculum for business persons, public officials and chamber of commerce personnel in each region. The goal is to develop tourism opportunities in rural areas.
- We are working with the Maine Arts Commission to acquire a National Endowment for the Arts grant to provide marketing technical assistance to the traditional arts of Maine. The funds will be used to hire a development and marketing consultant who will research and provide technical assistance.

V. RESEARCH

As competition for visitors continues to increase, research becomes an even more essential component of developing and assessing successful marketing strategies. The Office of Tourism conducts primary research, gathers secondary statistics and collects other tourism information for the tourism industry and other interested parties.

During 1992, there were approximately 125 requests for data, most of which is used to identify trends, target potential markets, understand attitudes, demographics and changing travel patterns.

As part of a grant awarded to the Maine Tourism Coalition to implement an Impulse Traveler Program, seven tourism related research studies were conducted by Davidson-Peterson Associates, Inc. These are as follows:

- "The Economic Impact of Expenditures by Tourists on Maine: Calendar Year 1991."
- "The Maine Tourism Impulse Traveler Program: An Initial Assessment."
- "Five-Year Marketing and Development Strategy for Maine Tourism."
- "A Five-Year Marketing and Development Strategy for Maine Tourism Growth."
- "A Summary of Economic Benefits Derived from Growth in Tourism to Maine."
- "An Initial Look at the Prospective Market for Maine Tourism: A Component Study of the Tourism Strategy Development Project."
- "The Maine Tourism Resource: A Component Study of the Tourism Strategy Project."

Also during 1992, McKinsey and Company, Inc., an internationally known research firm, conducted a study to evaluate the opportunity to increase tax revenues by encouraging tourism activity.

The study did not include original research, but drew on examples provided by 20 state, provincial and national tourism programs, published data and Maine-specific information. Instate interviews were conducted with representatives from all aspects of the tourism industry, as well as public sector officials.

The conclusion of the study, is that, indeed, there is significant opportunity for the state, as much as an 8:1 return on tourism investment. However, capturing this opportunity will require increased investment and careful planning. Empirical evidence from the states that have enjoyed the highest return on their tourism investment clearly illustrates the importance of both.

For Maine, this translates into three challenges:

- Securing the necessary funds to boost marketing support to competitive levels;
- Building the planning/research/feedback capabilities necessary to invest the funds effectively;
- Developing a more cohesive and engaged tourism industry which can work in partnership with the Office of Tourism to generate additional financial return from the state expenditures.

VI. MISCELLANEOUS

Unity Dinner, Lewiston, Maine, May 13, 1992

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 Ramada Inn. At this function, 24 Outstanding Tourism Employee Awards were presented.
Appendix page 30.

VII. FILM OFFICE

While the film production industry has been in a nationwide slump for the past two years, the Maine Film Office has continued to encourage feature films, documentaries and commercials to be made in Maine. In addition, the effort to assist those using Maine, or considering using Maine as a location, was sustained.

The result of those efforts was noticeable during 1992 as the economic impact of production activities in Maine totaled more than \$3.5 million, more than double the \$1.5 million spent during the previous year.

Marketing

- The Location Expo, Santa Monica, CA., Feb. 28 - March 1

The Expo is the major film trade show in the United States. More than 1,000 location directors, producers, writers and directors visited the Maine booth during the event and 400 follow-up requests were sent the Maine Production Guide, general state information and photographs of potential filming sites. We were first approached by producers for "The Man Without a Face" at the Expo.

- Independent Filmmakers' Symposium, New York City, Sept. 20 - Sept. 27

Designed to reach major independent filmmakers on the east coast, Maine does not participate directly, but an advertisement is placed in the program and the Maine Production Guide and brochures containing photographs of Maine are distributed.

- Editorial support.

Maine provided editorial support to local and national newspapers and magazines in an effort to augment the marketing budget. Some of the publications making use of our materials included:

Point of View
On Location
People Magazine
The Hollywood Reporter
Boston Globe
Maine Sunday Telegram
The Maine Times
Portland Press Herald

Production Inquiries

We responded to more than 300 production assistance requests during 1992. These inquiries resulted in 31 productions (1 feature film, 10 television shows and specials and 20 commercials/still ads/ miscellaneous) which spent a total of over \$3.5 million in Maine.

We also responded to more than 700 requests for The Maine Film and Video Production Guide.

Location Searches

We searched 125 Maine towns, in all counties, for potential filming sites. Photographs and/or videotapes were produced and sent to producers and directors of upcoming productions.

Snapshots

- The highlight of the year was attracting Mel Gibson and his new movie, "The Man Without a Face." Gibson both starred in, and directed the feature film which was made during the summer and fall. The movie, primarily shot in and around the Rockport area, also included scenes filmed in Deer Isle, Northport, Portland, Bath and at Bowdoin College in Brunswick. Several hundred Maine residents were employed as extras and crew members and more than \$2.6 million was added to the Maine economy as a result of the filming. In recognition of the significant economic contribution, the Rockport/Camden/Lincolnton Chamber of Commerce honored the Film Office with its "1992 Economic Enhancement Award." Appendix pages 33 and 34.
- Cuprinol Paint shot its national television commercial at a boat shop in Tenant's Harbor. Eight Maine residents were employed as crew members and one local actor was used.
- "Bed and Breakfast," a feature film starring Roger (James Bond) Moore, Talia Shire, and the late Colleen Dewhurst, was released theatrically during the fall. Variety, one of the two most widely read trade magazines in the film industry, refers to the "....breathtaking coast of Maine" and "impressive Maine sea coast shots." The film was shot in 1989 in the Cape Neddick area.
- A portion of "Sarah, Plain and Tall" part two, a Hallmark Card television special featuring Glenn Close, Christopher Walken and the Belfast railroad, was filmed during the end of September and early October. The Fourth of July fireworks scene had to wait for snow to stop falling before the final scene could be shot at 2:30 a.m. The film will air in February.
- More than 300 Maine film and production professionals attended our annual Network Gathering event. The purpose of the event is to bring together

members of the Maine Arts Commission Media Artists Group in an effort to share concerns regarding the growth and development of the production industry in Maine. We received positive feedback from many of the attendees of the March meeting which was held in Portland.

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 Michael W. Aube, Commissioner.

Hilary N. Sinclair, Director of Tourism
Nathaniel Bowditch, Assistant Director of Tourism
John A. Johnson, Senior Tourism Specialist
Dina J. Richard, Marketing Coordinator
Marjorie Wright, Tourism Specialist
D. Lea Girardin, Director, Maine Film Office
Chris Robinson, Film Specialist
Cheryl Breault, Assistant/Administrative Secretary

B. Maine Tourism Commission

Voting Members

Peter Daigle, Chair, Bangor
Don Toms, Vice-Chair, Casco
William Haefele, Trenton
Nancy Pray, Millinocket
Vern Cook, Augusta
Tim Cohee, Bethel
Thomas Becker, Bangor
David Porter, Caribou
Robert Reny, Sr., Damariscotta
Margaret Drake, So. Berwick
Linda Pagels, Cherryfield
Maitland Richardson, Skowhegan
Richard McLaughlin, Lincolnville
Barbara Whitten, Portland
Nancy Marshall, Kingfield
William Barter, Bethel
Alice Wilkins, Augusta

Ex-Officio Members

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

Horace Maxcy, Jr., Dept. of Education
Galen Rose, State Planning
Ed Langlois, Me. Innkeepers Assoc.
Jim Thompson, MPB
Carl Sanford, Me. Restaurant Assoc.
Wende Gray, Bethel
Victor Bilodeau, Transportation
Wanda Plumer, Brunswick
Tom Davidson, York
Betty Jo Howard, Maine Campground Owners Association
Virginia Squire, E. Lebanon
Francis Montville, UMO
Steve Reiling, University of Maine
Kathryn Weare, Maine Tourism Coalition
Pattie Aho, Maine Merchants Assoc.
James Ruhlin, Bay of Naples Campground
Donna Moreland, Moosehead Lake Chamber of Commerce
Mike Reynolds, Maine Ski Assoc.
Robin Zinchuk, MACCE

C. Maine Film Commission

Bill Maroldo, Chair, Lewiston
Jeff Dobbs, Vice-Chair, Bar Harbor
Karine Odlin, Portland
Lynn Kippax, Jr., Chair, Kennebunkport
Carol Stratton, W. Boothbay Harbor
Mary Lampson, Dresden
Peter Ralston, Rockland
Bruce Cox, Tenants Harbor
Mary Herman, Brunswick
Barbara Goldenfarb, Kennebunkport
Clifton Boudman, Presque isle

D. Office of Tourism Budget

FY 1993: July 1992 - June 1993


| | |
|-----------------------------|-------------------|
| Marketing | \$ 390,000 |
| Visitor Information | \$ 799,500 |
| Research | \$ 65,000 |
| Regional Development (MTPP) | \$ 25,000 |
| General Operating Expen. | \$ 108,191 |
| Personal Services | <u>\$ 244,627</u> |
| TOTAL | \$1,632,318 |

E. Film Office Budget

FY 1993: July 1992 - June 1993

| | |
|----------------------------|------------------|
| Marketing | \$ 11,000 |
| Location Scouting | \$ 10,000 |
| General Operating Expenses | \$ 5,584 |
| Personnel | <u>\$ 88,129</u> |
| TOTAL: | \$ 114,713 |

Appendix II - Marketing






How You Can Be Really Cool This Summer

No one gives you summer
with more cool than Maine.

Breezy nights, sun-washed days,
lobsters, blueberries,
antiques, inns and fairs of every kind.

It's true cool in a summer getaway.

MAINE
The Way Summer Should Be
1-800-533-9595



Call for a free guide with hundreds of cool summer events, activities, places to stay and to shop.

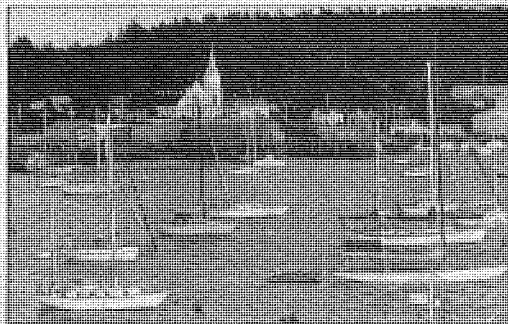


WEEKLY
JANUARY 2, 1991

TRAVEL

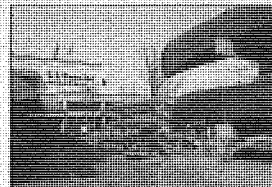
The Angeles Times

Harbors



Boothbay Harbor

LAKE Umbagog



Portland

OWEN SOUND

Shops



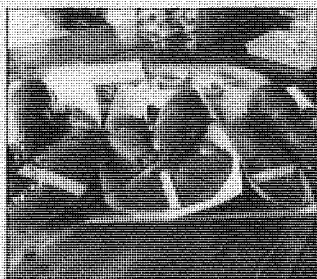
Portland

OWEN SOUND

MAINE

ATTRACTIONS

Basking in the waterside joys of two New England coastal towns, from quaint village to gentrified port



Boothbay Harbor

OWEN SOUND

Charms

Portland's New Seaport Bustles

By STEPHEN WILKINS

PORTLAND, ME.—An excellent development in Portland's historic waterfront, known as the Old Port, is getting the most attention toward its harbor, where an ancient, renovated building, the Old Port Inn, has been built.

A visitor considering the waterfront along the harbor, or even the harbor itself, has to find a way of indulging in the waterfront's history, and that's what the Old Port Inn is all about. It's a place where you can find a way of indulging in the waterfront's history, and that's what the Old Port Inn is all about.

A visitor with a car can find a way of indulging in the waterfront's history, and that's what the Old Port Inn is all about. It's a place where you can find a way of indulging in the waterfront's history, and that's what the Old Port Inn is all about.

Photo by FORBES, L.A.



Boothbay Harbor

OWEN SOUND

Hotels

Boothbay Harbor's Old Ways Soothe

By TIM STODOL

BOTHWAY HARBOR, ME.—Mr. Stodol, who recently visited the old port and found a way of indulging in the waterfront's history, and that's what the Old Port Inn is all about. It's a place where you can find a way of indulging in the waterfront's history, and that's what the Old Port Inn is all about.

Today, a three-story hotel at the waterfront, known as the Old Port Inn, has been built. It's a place where you can find a way of indulging in the waterfront's history, and that's what the Old Port Inn is all about.

Photo by FORBES, L.A.

Lobsters

The Best Places to Crack Claws

SEE PAGE L17

COLORADO

Can hike through the Grand National Monument, view of deep gorges and spectacular

L9

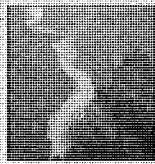
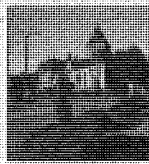


Photo by FORBES, L.A.

TAKING THE KIDS

What are a kid's vacation dreams? Travel companion, from resorts to cruise ships, are rolling out the red carpet to lure the burgeoning travel market.

L6



SWITZERLAND

Forget Barcelona. The Olympics' real home is in the pretty Lake Geneva town of Lausanne.

L3

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:

Los Angeles Times
The Washington Post
Montreal Gazette
Detroit Free Press
Cleveland Plain Dealer
New York Times
Dallas Times Herald
Chicago Tribune
South Middlesex News
Marlboro Enterprise
United Press International
Outdoors
Bicycling Magazine
Glamour
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
Tour & Traveller
Tour & Travel News

TV and Radio Assistance

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

Editorial Assistance

York Weekly
Kennebec Journal
Portland Press Herald
Biddeford Journal Tribune
Somerset Reporter
Lowell Sun
South Middlesex News
Bangor Daily News
Lewiston Sun Journal
Milford Times
Cape Cod Times
Ellsworth American
Star Herald
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
The Tab (Massachusetts)
Worcester Sunday Telegram
Hartford Courant

Slide Requests

Media

Friends Magazine, MI
The Newsletter
Factory, GA
Forum Publishing, PA
Bangor Daily News,
ME
WGME - 13, ME
Monk Magazine, AR
Off Duty Magazine, CA
NTA Tours Magazine,
KY
Travel Weekly, NJ
Colorado Springs
Gazette
Travel Agent
Magazine, NY
Medical Media, ME
Simply Seafood, WA
Lewiston Sun-Journal,
ME
Leader's Magazine, NY
Pharmacists, NY
London Free Press,
Ontario
St. Remy Press,
Montreal
The Metro, ME
Destinations, MO
HIA Magazine, UK
Portland Press Herald,
ME
Arts & Entertainment
Network, NY
Travel Journal, Japan
N.E. Meeting Planners
Guide, RI
American Journal of
Nursing, NY
Oxford University
Press, NY
New York Times, NY
Vacation Publication,
TX
Z-Studio, ME
The State, SC

Family Circle, NY
Travel Guide
Publications, Germany

Tour Operators

Go America Tours, NY
Laurentian/Imperial,
Ontario
Creative Tours, FL
Byrne & Proctor, MA
Yankee Trails, NY
Regency Cruises, FL
Collette Tours, RI
Talmage Tours, PA
Australian Pacific
Tours, CA
Capitol Tours, SC
Destinations America,
CA
Tour Fiat, France
New England Inns &
Resorts, England

Miscellaneous

Mike Quane
Yvette Behrendt, FL
T-NM-O, TX
N.J. Automobile Club,
NJ
Tradewind Yachts, VA
Whittle
Communications, TN
AAA Portland, ME
AMEX, ME
AAA-Rockland, MA
Bar Harbor Chamber,
ME
Popular
Communications, NJ
Thomas College, ME
Ken Norkin, MD
Cejka & Co., MO
Salem Travel, IL
Marjorie Bride, ME
Bar Harbor Bank &
Trust,

Platinum Travel, GA
John O'Donnell, TX
Consumer Credit
Counseling, ME
Rotary Club, WI
America Travel Center,
England
Heidi Chadbourne, ME
White, Olson & Olson,
MA
Sharon Batterson, IL
Maine Medical Center,
Arthritis Foundation,
GA
Tyson & Partners, ME
Tom Leahy, GA
Nancy Nickerson, IL
Karen Segal, Alberta
PDS Advertising, IN
AAA Miami Valley, FL
Galef Institute, CA
ACE, TX
Louise Evans, MD
Montana State
University MT
OTIC, Canada
Democratic National
Convention, NY
Tucker, Wayne, Luckie,
GA
U.S. Information
Agency, D.C.
Warren Marketing, ME
Virginia Tech, VI
Dawn Meulendyke, ME
Jack Neary, VT
Rafeal Alpizar, FL
Geri Anderson, CO
Secretary of State, ME
Nat'l Conf. State
Legislators, CO
Tour Society, Canada
EMDC, ME
Kevin Tighe, D.C.
Massport, London

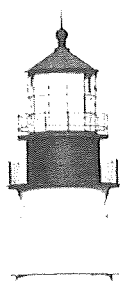
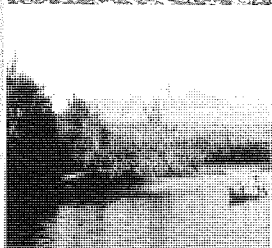
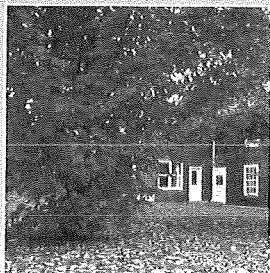
Group Tour Relations

During 1992, individual meetings were held with these group tour companies:

| | | |
|---|---|---|
| NATIONAL TOUR ASSOCIATION SEATTLE, WASHINGTON 1992 | Australian Pacific Tours Burbank, CA 91502 | New Jersey AAA Florham Park, NJ 07932 |
| | Landmark Tour & Travel Birmingham, AL 35222 | Dan Dipert Tours Arlington, TX 76004-0580 |
| Maverick Tours, Ltd. Vancouver, BC V6A 3V4 | Peter Pan Tours Springfield, MA 01102-1776 | Byrne & Proctor Chatham, MA 02633 |
| Trip & Travel, Inc. Canton, OH 44708 | Sunset Tours Hampton, NJ 08827 | Chi-Am Tours, Inc. New York, NY 10002 |
| Mayflower Tours Downers Grove, IL 60515 | TayMac Tours Halifax, NS B3L 2Z2 | Domencoa Tours Bayonne, NJ 07002 |
| Tourco Hyannis, MA 02601 | Tauk Tours Wesort, CT 06881 | Fly Away Holidays Honolulu, HI 96814 |
| Roamer Tours & Travel Reading, PA 19601 | Seniority Adventures, Inc. Houston, TX 77018 | Carol Love's Tours Greensburg, PA 15601 |
| Talmage Tours Philadelphia, PA 19107 | Care Free Travel Tacoma, WA 98442 | Brown Coach Scotia, NY 12302 |
| RFD Travel Corp. Mission, KS 66205 | Collette Tours Pawtucket, RI 02869 | Friendship Tours Bloomfield, CT 06002 |
| Vermont Transit Co., Inc. Burlington, VT 05401-8467 | Community Coach Passiac, NJ 07055 | Frontier Travel Carson City, NV 89701 |
| Rail Travel Center (Travel Specialists, Inc.) St. Albans, VT 05478 | Coach Tours, Ltd. Danbury, CT 06810 | Maupintour Lawrence, KS 66044 |
| Serasota Travel Corporation Sarasota, FL 34236-6803 | Barnett Tour and Travel Richmond, VA 23226 | Group Tours, Ltd. St. Louis, MO 63144 |
| Travalot Tours, Inc. Peabody, PA | Kaplan Tours New London, CT 05320 | Circle America Tours St. Louis, MO 63119 |
| Travel America West Allis, WI 53214 | Blue Ridge Tours Travelers Rest, SC 29690 | AAA Miami Valley Auto Club Dayton, OH 45429 |

| | | |
|--|--|--|
| Good News Travels Easley, SC 29641 | Fullington Auto Bus State College, PA 16803 | Upstate Tours & Travel Saratoga Springs, NY 12866 |
| Day Dream Tours Malverne, NY 11565 | Parkhill Tours Champaign, IL 61826-6358 | Southeastern Trailways, Inc. Indianapolis, IN 46206 |
| Christian Holidays Allen Park, MI 48101 | Aristocrat Tours, Inc. Poughkeepsie, NY 12603 | Capitol Bus Company Harrisburg, PA 17105-3353 |
| Kerr Holiday Tours Flint, MI 48502-1867 | All Over Tours Nashua, NH 03061-6189 | Peoria Rockford Bus Rockford, IL 61109 |
| Kamm Tours and Travel Cambridge, OH 43725 | Fargo Tours Hyannis, MA 02601 | Mountain View Tourways Latrobe, PA 15650-9048 |
| Bob's Travelway Tours Berlin, CT 06037 | Pathway Tours London, Ontario N6A 3H7 | Tower Bus, Inc. Mount Clemens, MI 48046 |
| Aguila Tours Saint John, NB E2L 4S3 | Tours & Travel Odyssey Livingston, NJ 07039 | Grand Island Transit Lockport, NY 14094 |
| AMERICAN BUS ASSOCIATION DETROIT, MICHIGAN DECEMBER, 1992 | Abbott Bus Lines, Inc. Roanoke, VA 24012 | Lamers Tour & travel Milwaukee, WI 53221 |
| | Adirondack Trailways Kingston, NY 12401 | Fox Tours Worcester, MA 01613 |
| Wilson Pleasure Tours East Templeton, MA 01438 | Blue Bird Coach Lines N. Tonawanda, NY 14120 | Zifi Trips, Inc. Valley Cottage, NY 10989 |
| Conway Tours Cumberland, RI 02864 | Tour About Excursions Greenport, NY 11944 | Cloucester City Bus Line Gloucester City, NJ 08030 |
| Conestoga Tours Lancaster, PA 17602 | Park Tours Parkersburg, WV 26102 | Concord Charters, Inc. Concord, NH 03301 |
| Lenzner Coach Lines, Inc. Sewickley, PA 15143 | Happy Time Coaches Eastchester, NY 10709 | World Wide Travel Greensbury, PA 15601 |
| Peter Pan Tours Springfield, MA 01102-1776 | James River Bus Lines Richmond, VA 23220 | Day Trean Tours, Inc. Northport, NY 11768 |
| Collette Tours Pawtucket, RI 02860 | Starr Tours Trenton, NJ 08619-3598 | Storyland Tours Richmond, VA 23220 |
| Berkley Tours & Travel Southfield, MI 48075 | Price Bus Line Scranton, PA 18504 | Schrock, Inc. Winchester, VA 22602 |

GROUP TRAVEL MANUAL



MAINE
The Way Life Should Be

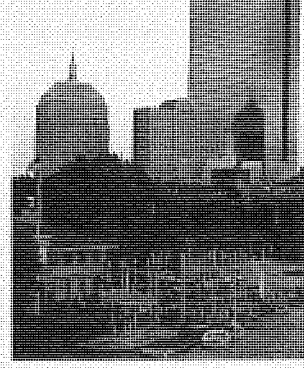
Connecticut



Maine



Massachusetts



SELLING

NEW ENGLAND

A SELLING LONG Haul SPECIAL REPORT

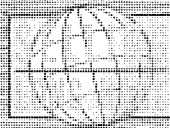
Rhode Island



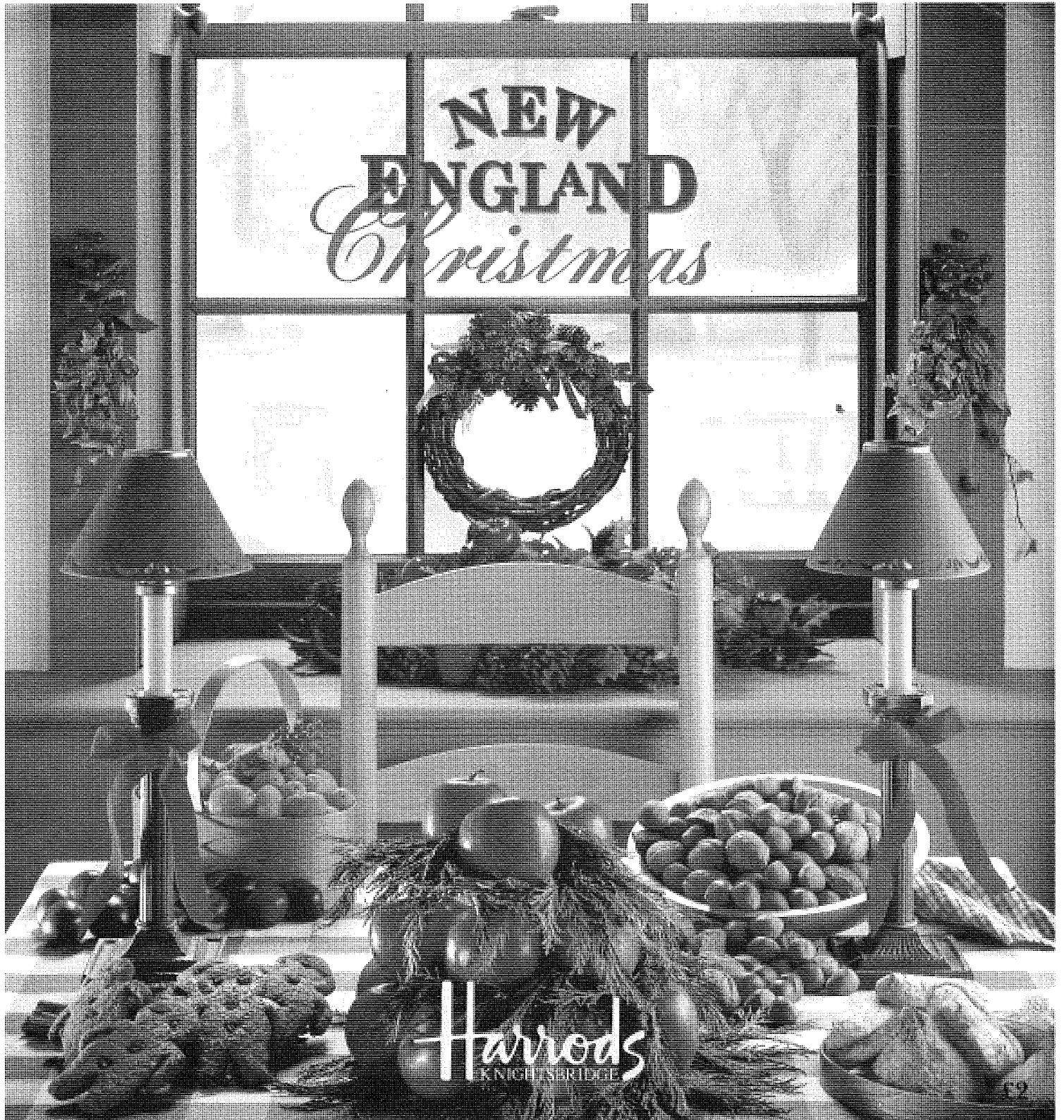
*New
Hampshire*



Vermont



WV PUBLICATIONS





A SPECIAL GUIDE TO GREAT
AMERICAN DESTINATIONS

KEY WEST
SANTA BARBARA
DAYTONA BEACH
THE HAMPTONS
SANTA FE
NAPA/SONOMA
GATLINBURG
BUCKS COUNTY
VIRGINIA BEACH
PALM SPRINGS
CORPUS CHRISTI
SAN LUIS OBISPO
CAPE COD
MYRTLE BEACH
MONTEREY/CARMEL
NAPLES/FT. MYERS
FT. WALTON BEACH
OCEAN CITY
MAINE COAST

THE

VOL. 1, NO. 3 SUMMER 1992

Bean

ALMANAC

FACTS, TIPS & INSPIRATION FROM THE STAFF OF L.L. BEAN

The Essential Facts:

BEFORE YOU LEAVE HOME, you should know that the Maine state gemstone is Tourmaline.

- The state fossil is *Pertica Quadrifaria*. (No, it's not in our dictionary, either, but you probably shouldn't be out there digging for fossils anyhow.)

- The state animal is the Moose.

- The state cat, of course, is that furry critter with the big paws, the Maine Coon Cat.

- The state bird is the Chickadee, which apparently goes elsewhere for the summer. Sorry, you'll have to come back in December.

- The state fish is the Landlocked Salmon.

- The state insect is the Honeybee, and the way to appreciate its handiwork is to buy a piece of honeycomb and chew away. Just don't swallow the wax.

- The state tree is the White Pine (while we're on the subject, please remember that the rule on the backroads of Maine is that the logging truck always has the right of way).

- For a map and a copy of *Maine Invites You*, call the Maine Department of Tourism at 1-800-533-9595.



*No need to talk. No time to wave at the camera.
Only the mighty lobster matters now.*

17 things to do in Maine this summer.

MAINE is the largest New England state—as large, in fact, as the other five put together. Alas, of our thousands of summer visitors, fully 60% can be found within sight or smell of salt water, between Kittery and Camden.

This special issue of *The Bean Almanac* is designed to encourage visitors to go farther afield. Explore the coast, by all means—and come to visit us in Freeport—but do not neglect the other riches that Maine has to offer. Some are culinary, some are occasional, some can be enjoyed at any time of year.



Appendix IV - Regional Programs

Maine Tourism Partnership Program 1992 Awards

Maine Snowmobile Association, Augusta: Received \$1,768 to produce a state-wide snowmobiling brochure.

Kennebec Valley Tourism Council, Skowhegan: Received \$4,846 to produce an area guidebook.

Franklin County Development Office, Farmington: Received \$2,424 to promote a new ITS Trail called "Bomadeer International."

Ski Maine Association, Portland: Received \$4,690 to produce a new trade show display and attend additional trade shows.

Moosehead Lake Region Chamber of Commerce, Greenville: Received \$2,127 to create an area video and increase guidebook print run.

Down East Resource and Development, Cherryfield: Received \$4,533 to do an increased print run of the the Washington County Guidebook.

Ellsworth Area Chamber of Commerce, Ellsworth: Received \$4,612 to do targeted advertising in the Canadian Maritimes to encourage shoulder season visitation to the Ellsworth/Acadia region.

**Regional Development/Management Program 1992
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 | Outline completed and approved by MOT | Completed June 30, 1992 |
| Mid-Coast Economic Development Council Award \$5,000 | Outline completed and approved by MOT | Completed June 30, 1992 |
| Greater Portland Council of Governments/So. Maine Regional Planning Comm. Award \$5,000 | Outline completed and approved by MOT | Completed June 30, 1992 |
| Northern Maine Reg. Planning Commission Award \$5,000 | Outline completed and approved by MOT | 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 |
| 1992 | 18,291 | 21,848 | 25,677 | 40,381 | 68,639 | 109,696 | 211,460 | 233,352 | 145,507 | 105,881 | 32,683 | 21,480 | 1,034,895 |
| % diff. 91/92 | 6.75% | -1.80% | -12.33% | -3.89% | -4.37% | -8.36% | -2.36% | -1.98% | 9.04% | 8.12% | -11.52% | -0.93% | -1.14% |
| 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 |
| 1992 | 2,341 | 2,436 | 3,445 | 2,919 | 3,795 | 5,718 | 3,176 | 2,455 | 859 | 421 | 897 | 513 | 28,975 |
| % diff. 91/92 | 35.87% | 7.27% | 13.73% | 57.36% | -19.63% | 14.77% | -30.73% | -33.11% | -62.32% | -66.48% | 0.67% | -27.34% | -1 |
| 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 |
| 1992 | 3,359 | 1,784 | 3,983 | 8,386 | 8,788 | 11,458 | 6,541 | 6,933 | 7,917 | 2,459 | 1,810 | 1,601 | 65,019 |
| % diff. 91/92 | 111.92% | -4.60% | 12.51% | 159.15% | -23.87% | 0.35% | -35.97% | -20.17% | -1.43% | 3.62% | 10.70% | 87.47% | 0.05% |
| 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 |
| 1992 | 4,718 | 5,322 | 6,615 | 5,356 | 3,823 | 2,976 | 4,535 | 5,408 | 3,737 | 1,477 | 2,968 | 3,149 | 50,084 |
| % diff. 91/92 | 3.92% | -3.13% | 1.78% | -24.00% | -42.53% | -18.78% | 6.36% | 44.83% | 16.67% | -18.26% | 5.14% | 8.10% | -4.86% |
| 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 |
| 1992 | 10,418 | 9,542 | 14,043 | 16,661 | 16,406 | 20,152 | 14,252 | 14,796 | 12,513 | 4,357 | 5,500 | 4,516 | 143,156 |
| % diff. 91/92 | 32.75% | -0.97% | 7.46% | 37.26% | -28.41% | 0.44% | -25.24% | -8.04% | -7.41% | -19.85% | 2.82% | 0.96% | -4.30% |

| | | | | | | | | | | | | | |
|---|--|------------------------------|---------|---------|---------|---------|-----------|-----------|---------|---------|---------|-----------|-----------|
| *** In September of 1990 the hours at the state-owned information centers changed from 8-6 to 9-5 | | | | | | | | | | | | | |
| Acadia Visitors ** | **Acadia has a new counting system which began in 1990 | | | | | | | | | | | | |
| | 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 | 36,457 | 33,306 | 50,433 | 93,621 | 170,013 | 312,256 | 576,876 | 667,445 | 377,587 | 228,143 | 67,856 | 32,174 | 2,646,167 |
| 1991 | 44,961 | 34,590 | 51,664 | 97,461 | 179,175 | 317,071 | 596,452 | 662,913 | 399,627 | 244,870 | 65,741 | 33,908 | 2,728,433 |
| 1992 | 37,883 | 41,033 | 50,685 | 84,999 | 186,323 | 283,896 | 561,032 | 637,766 | 413,521 | 231,946 | 66,539 | 39,066 | 2,634,689 |
| % diff. 91/92 | -15.74% | 18.63% | -1.89% | -12.79% | 3.99% | -10.46% | -5.94% | -3.79% | 3.48% | -5.28% | 1.21% | 15.21% | -3.44% |
| 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 |
| 1992 | 99,257 | (included in January figure) | | | 139,265 | 268,269 | 464,470 | 456,306 | 174,116 | 74,695 | 48,303 | (Nov+Dec) | 1,724,681 |
| % diff. 91/92 | -39.05% | | | | -4.42% | -26.33% | -10.38% | -1.86% | 9.51% | -57.19% | 25.50% | | -14.95% |
| 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 |
| 1992 | 217 | (included in January figure) | | | 13,145 | 22,313 | 77,193 | 72,160 | 21,164 | 1,804 | 5 | (Nov+Dec) | 208,001 |
| % diff. 91/92 | -80.29% | | | | -1.63% | -29.55% | -8.24% | -10.47% | 41.02% | -14.83% | -50.00% | | -8.77% |
| 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 |
| 1992 | 99,474 | (included in January figure) | | | 152,410 | 290,582 | 541,663 | 528,466 | 195,855 | 76,499 | 48,308 | (Nov+Dec) | 1,933,257 |
| % diff. 91/92 | -39.32% | | | | -4.19% | -26.59% | -10.08% | -3.13% | 12.56% | -56.68% | 25.48% | | -14.30% |

| US Immigration: Selected Alien 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 |
| 1992 | 146,366 | 105,480 | 151,798 | 129,659 | 149,202 | 177,421 | 202,511 | 189,107 | 162,539 | 149,968 | 149,138 | 131,424 | 1,844,613 |
| % diff 91/92 | -37.22% | -48.53% | -38.83% | 1.94% | 8.15% | 26.50% | 12.69% | -25.37% | -10.66% | -20.26% | -29.75% | -17.91% | -18.64% |
| 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 |
| 1992 | 7,001 | 6,960 | 8,083 | 10,056 | 14,517 | 24,577 | 77,733 | 51,434 | 18,072 | 13,822 | 10,614 | 7,518 | 250,387 |
| % diff 91/92 | 19.23% | 10.25% | 30.20% | 16.77% | 16.21% | 0.74% | -1.75% | -31.94% | -28.52% | -20.41% | 1.04% | 4.39% | -10.24% |
| 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 | 1,482,560 |
| 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 | 1,837,249 |
| 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 | 1,883,811 |
| 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 | 1,969,581 |
| 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 | 3,003,113 |
| 1992 | 246,718 | 237,771 | 243,860 | 257,081 | 285,550 | 293,442 | 301,262 | 276,731 | 259,880 | 252,074 | 239,437 | 245,422 | 2,899,901 |
| % diff 91/92 | 24.86% | 49.24% | 4.25% | -4.10% | -5.50% | -5.54% | -5.98% | -14.07% | -12.63% | -16.07% | -7.16% | -15.67% | -3.44% |
| 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 |
| 1992 | 60,199 | 66,590 | 76,034 | 75,411 | 87,391 | 79,564 | 87,675 | 85,135 | 73,760 | 68,443 | 72,336 | 67,760 | 900,298 |
| % diff 91/92 | -21.36% | -0.10% | -0.16% | -6.38% | 3.08% | -7.75% | -22.82% | -25.84% | -20.21% | -20.89% | -5.74% | -8.55% | -12.52% |
| 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 | 7,812 |
| 1989 | 44 | 45 | 37 | 58 | 539 | 1,049 | 1,710 | 2,096 | 1,299 | 742 | 29 | 15 | 7,619 |
| 1990 | 20 | 27 | 49 | 52 | 819 | 1,106 | 1,881 | 2,370 | 1,423 | 1,073 | 38 | 21 | 8,820 |
| 1991 | 36 | 27 | 47 | 26 | 955 | 928 | 1,950 | 2,252 | 1,336 | 855 | 26 | 28 | 8,412 |
| 1992 | 10 | 15 | 15 | 38 | 969 | 1,059 | 1,780 | 1,801 | 1,270 | 759 | 25 | 12 | 7,716 |
| % diff 91/92 | -72.22% | -44.44% | -68.09% | 46.15% | 1.47% | 14.12% | -8.72% | -20.03% | -4.94% | -11.23% | -3.85% | -57.14% | -8.27% |

| 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 |
| 1992 | 735 | 560 | 57 | 607 | 821 | 1,268 | 3,549 | 4,539 | 4,976 | 1,264 | 782 | 719 | 19,877 |
| % diff 91/92 | 10.86% | 7.90% | -88.80% | -23.74% | 1684.78% | -29.98% | -25.02% | -13.61% | 53.82% | -26.08% | 11.40% | 30.97% | -3.17% |
| * 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 |
| 1992 | 29,983 | 30,331 | 38,196 | 46,849 | 51,996 | 62,358 | 75,631 | 83,174 | 64,649 | 52,114 | 45,554 | 43,064 | 623,899 |
| % diff 91/92 | -16.10% | -16.41% | 11.08% | 18.24% | 7.40% | 7.30% | 0.41% | -2.98% | -1.18% | -10.21% | 10.89% | 30.59% | 2.09% |
| Calais | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Jan-Dec |
| 1987 | 236,794 | 215,716 | 214,713 | 252,847 | 257,892 | 334,421 | 419,783 | 474,312 | 343,516 | 274,311 | 264,655 | 252,496 | 3,541,456 |
| 1988 | 239,631 | 227,599 | 217,716 | 257,446 | 264,279 | 342,138 | 423,878 | 476,318 | 348,232 | 279,714 | 268,513 | 255,281 | 3,600,745 |
| 1989 | 241,124 | 228,311 | 224,376 | 260,976 | 266,092 | 354,175 | 426,446 | 478,232 | 350,473 | 287,630 | 270,768 | 294,920 | 3,683,523 |
| 1990 | 246,915 | 235,966 | 239,597 | 267,215 | 275,250 | 389,513 | 450,101 | 556,963 | 366,339 | 318,653 | 325,145 | 340,302 | 4,011,959 |
| 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 |
| 1992 | 370,065 | 310,236 | 372,424 | 395,675 | 396,210 | 467,633 | 548,444 | 563,349 | 409,720 | 391,903 | 333,365 | 338,162 | 4,225,659 |
| % diff 91/92 | 34.97% | 15.75% | 33.92% | 14.24% | 3.09% | 16.77% | 11.32% | 4.94% | 2.56% | -18.94% | -24.35% | -21.13% | -10.73% |
| US Immigration: TOTAL of Selected Allen Border Crossings | | | | | | | | | | | | | |
| TOTAL | 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 |
| 1992 | 861,077 | 757,943 | 890,467 | 915,376 | 986,656 | 1,456,796 | 1,687,994 | 1,644,863 | 994,866 | 930,347 | 851,251 | 834,057 | 12,811,693 |
| % diff 91/92 | 4.53% | 2.14% | 1.48% | 5.07% | 1.60% | 42.42% | 0.74% | -8.62% | -35.73% | -18.13% | -18.14% | -16.15% | -5.12% |

| THERE IS A TWO MONTH LAG IN ATTAINING TAXABLE SALES FIGURES | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| 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 | \$73,001 | \$922,233 |
| 1992 | \$62,211 | \$62,928 | \$68,369 | \$70,653 | \$84,791 | \$97,709 | \$122,270 | \$130,214 | \$101,907 | \$89,078 | \$72,281 | | \$962,411 |
| % diff. 91/92 | 6.29% | 9.12% | 4.69% | 3.10% | 11.11% | 3.23% | 3.51% | 1.10% | 0.62% | 7.56% | 2.94% | | 4.36% |
| 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 | \$9,895 | \$294,891 |
| 1992 | \$8,830 | \$11,229 | \$11,113 | \$11,136 | \$18,935 | \$30,158 | \$62,320 | \$68,438 | \$39,908 | \$24,575 | \$11,808 | | \$298,450 |
| % diff. 91/92 | 18.94% | 4.53% | 3.98% | 16.04% | 15.48% | -1.62% | -1.60% | -3.92% | 4.83% | -2.46% | 2.13% | | 1.21% |
| 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 | \$73,000 | \$1,217,124 |
| 1992 | \$71,041 | \$74,157 | \$79,482 | \$81,789 | \$103,726 | \$127,867 | \$184,590 | \$198,653 | \$141,815 | \$113,654 | \$84,089 | | \$1,260,863 |
| % diff. 91/92 | 7.71% | 8.40% | 4.59% | 4.69% | 11.88% | 2.04% | 1.73% | -0.68% | 1.77% | 5.22% | 2.82% | | 3.59% |
| 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 | \$709,472 | \$6,688,184 |
| 1992 | \$456,937 | \$452,394 | \$543,724 | \$576,524 | \$662,034 | \$744,438 | \$812,830 | \$822,569 | \$752,973 | \$684,234 | \$616,783 | | \$7,125,440 |
| % diff. 91/92 | 10.13% | 6.35% | 6.42% | 9.24% | 6.91% | 8.42% | 5.82% | 3.93% | 8.49% | 5.33% | 2.77% | | 6.54% |
| 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 | \$131,471 | \$825,023 |
| 1992 | \$56,573 | \$53,753 | \$61,343 | \$66,878 | \$77,937 | \$92,019 | \$96,921 | \$100,475 | \$92,863 | \$86,288 | \$75,470 | | \$785,050 |
| % diff. 91/92 | 11.78% | -0.23% | 2.42% | 14.32% | 6.33% | 6.27% | 0.01% | 0.31% | 10.87% | 3.47% | -3.29% | | -4.85% |

| 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 | \$317 | \$5,740 |
| 1992 | \$263 | \$433 | \$364 | \$373 | \$423 | \$583 | \$735 | \$686 | \$822 | \$506 | \$479 | | \$5,667 |
| % diff. 91/92 | -9.62% | 11.60% | -3.70% | 2.19% | -12.06% | -2.02% | 2.37% | -9.14% | 19.48% | 5.20% | -20.17% | | -1.27% |
| 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 | \$1,412 | \$28,672 |
| 1992 | \$1,077 | \$1,374 | \$1,603 | \$1,654 | \$2,139 | \$2,492 | \$3,906 | \$4,685 | \$3,542 | \$2,901 | \$1,785 | | \$27,158 |
| % diff. 91/92 | -5.53% | 9.83% | -9.08% | 3.50% | 5.89% | -14.36% | -5.17% | -8.12% | 5.67% | 18.31% | -39.86% | | -5.28% |
| 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 | \$557 | \$41,034 |
| 1992 | \$392 | \$526 | \$511 | \$739 | \$1,819 | \$4,439 | \$9,900 | \$12,026 | \$8,034 | \$3,761 | \$780 | | \$42,927 |
| % diff. 91/92 | 24.84% | 55.16% | 7.81% | 20.55% | -2.31% | 5.11% | 4.44% | 9.71% | 10.81% | -20.70% | 0.65% | | 4.61% |
| 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 | \$859 | \$37,347 |
| 1992 | \$762 | \$1,062 | \$962 | \$1,057 | \$1,975 | \$4,230 | \$8,604 | \$9,719 | \$6,048 | \$3,600 | \$1,281 | | \$39,300 |
| % diff. 91/92 | 32.29% | 57.10% | 16.18% | 6.02% | 21.24% | 4.14% | 4.98% | -5.29% | 1.84% | 17.80% | 13.77% | | 5.23% |
| 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 | \$622 | \$14,103 |
| 1992 | \$671 | \$677 | \$656 | \$789 | \$1,297 | \$1,578 | \$2,297 | \$2,825 | \$1,707 | \$1,428 | \$889 | | \$14,814 |
| % diff. 91/92 | 13.54% | 9.37% | 1.23% | -4.36% | 5.53% | 11.99% | -0.13% | -6.46% | 13.65% | 23.53% | 10.57% | | 5.04% |

| 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 | \$2,273 | \$20,898 |
| 1992 | \$2,714 | \$3,544 | \$3,235 | \$1,232 | \$1,117 | \$1,432 | \$2,162 | \$2,535 | \$1,980 | \$1,232 | \$848 | | \$22,031 |
| % diff. 91/92 | 34.56% | 15.03% | 8.52% | 44.43% | -7.23% | -0.35% | -1.77% | -25.13% | 18.71% | -10.40% | 22.01% | | 5.42% |
| 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 | \$2,593 | \$56,588 |
| 1992 | \$2,033 | \$2,561 | \$2,834 | \$3,035 | \$4,207 | \$5,721 | \$10,201 | \$10,477 | \$7,515 | \$5,231 | \$3,479 | | \$57,294 |
| % diff. 91/92 | 11.76% | -26.91% | 9.21% | 28.82% | 13.64% | -5.34% | 2.18% | -1.30% | 6.19% | -15.64% | 29.23% | | 1.25% |
| 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 | \$1,250 | \$89,828 |
| 1992 | \$909 | \$1,046 | \$939 | \$2,251 | \$5,925 | \$9,656 | \$24,448 | \$25,360 | \$10,196 | \$5,868 | \$2,186 | | \$88,784 |
| % diff. 91/92 | 35.27% | 19.41% | -7.40% | 15.97% | 41.07% | -2.43% | -6.77% | -5.88% | -3.06% | 3.38% | 16.96% | | -1.16% |
| Employment - Restaurant * | | | | | | | | | | | | | |
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | 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 | \$367,000 |
| 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 | \$401,300 |
| 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 | \$423,700 |
| 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 | \$413,200 |
| 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 | \$397,400 |
| 1992 | 28,000 | 29,200 | 30,000 | 30,000 | 34,100 | 36,400 | 37,200 | 38,100 | 35,300 | 33,900 | 31,600 | 30,400 | \$394,200 |
| % diff. 91/92 | -3.45% | 3.55% | 2.04% | 2.04% | 1.49% | -1.62% | -3.38% | -0.78% | -2.22% | -1.74% | -2.47% | -1.62% | -0.81% |
| Employment - Lodging * | | | | | | | | | | | | | |
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | 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 | \$104,700 |
| 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 | \$111,600 |
| 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 | \$116,700 |
| 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 | \$113,300 |
| 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 | \$107,400 |
| 1992 | 6,300 | 6,600 | 6,500 | 7,100 | 8,600 | 11,500 | 14,000 | 14,200 | 11,700 | 10,100 | 7,900 | 7,400 | \$111,900 |
| % diff. 91/92 | -5.97% | 1.54% | -1.52% | 2.90% | 3.61% | 5.50% | 4.48% | 2.90% | 4.46% | 6.32% | 11.27% | 13.85% | 4.19% |
| * Employment figures go through three stages: Estimated, Revised and Final. | | | | | | | 1987-89 Final, 1990 Revised, 1991 Estimated | | | | | | |

| Passenger Vehicles (in thousands) | | | | | | | | | | | | | |
|---|-------|--------|--------|----------|--------|-------|--------|-------|--------|-------|--------|-------|----------|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Jan-Nov |
| 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 | \$23,305 |
| 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 | \$25,515 |
| 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 | \$25,780 |
| 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 | \$25,639 |
| 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 | \$25,437 |
| 1992 | 1,723 | 1,622 | 2,016 | | 2,458 | 2,572 | 3,325 | 3,385 | 2,562 | 2,496 | 2,181 | | \$24,340 |
| % diff. 91/92 | 5.71% | -2.05% | 6.16% | -100.00% | 8.00% | 5.71% | 7.50% | 2.64% | 2.85% | 0.40% | -1.53% | | -4.31% |
| Passenger Vehicles with Trailers (In thousands) | | | | | | | | | | | | | |
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Jan-Nov |
| 1987 | 8 | 9 | 9 | 13 | 31 | 33 | 65 | 63 | 34 | 21 | 14 | 9 | \$300 |
| 1988 | 10 | 10 | 10 | 14 | 32 | 35 | 71 | 61 | 36 | 21 | 14 | 9 | \$314 |
| 1989 | 12 | 13 | 12 | 14 | 30 | 37 | 68 | 60 | 36 | 20 | 14 | 10 | \$317 |
| 1990 | 13 | 13 | 13 | 15 | 31 | 39 | 66 | 63 | 35 | 19 | 14 | 9 | \$321 |
| 1991 | 11 | 15 | 11 | 16 | 32 | 39 | 65 | 65 | 35 | 23 | 16 | 11 | \$328 |
| 1992 | 12 | 19 | 16 | | 36 | 39 | 74 | 70 | 39 | 25 | 17 | | \$347 |
| % diff. 91/92 | 9.09% | 26.67% | 45.45% | | 12.50% | 0.00% | 13.85% | 7.69% | 11.43% | 8.70% | 6.25% | | 5.79% |
| Total Passenger Traffic (in thousands) | | | | | | | | | | | | | |
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Jan-Nov |
| 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 | \$23,605 |
| 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 | \$25,829 |
| 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 | \$26,097 |
| 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 | \$25,959 |
| 1991 | 1,641 | 1,671 | 1,910 | 1,976 | 2,308 | 2,472 | 3,158 | 3,363 | 2,526 | 2,509 | 2,231 | 2,070 | \$25,765 |
| 1992 | 1,735 | 1,641 | 2,032 | | 2,494 | 2,611 | 3,399 | 3,455 | 2,600 | 2,521 | 2,198 | | \$24,686 |
| % diff. 91/92 | 5.73% | -1.80% | 6.39% | | 8.06% | 5.62% | 7.63% | 2.74% | 2.93% | 0.48% | -1.48% | | -4.19% |

| | | | | | | | | | | | | | |
|-------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------------|
| 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 |
| 1992 | 34,036 | 36,944 | 40,017 | 41,395 | 43,403 | 56,517 | 73,025 | 87,089 | 59,369 | 55,220 | 39,123 | 40,411 | \$606,549 |
| % diff. 91/92 | -2.00% | 6.48% | 12.35% | -8.24% | 6.54% | 19.89% | 16.63% | 21.02% | 14.32% | 5.44% | 4.98% | -2.18% | 9.19% |
| 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 |
| 1992 | 31,061 | 36,269 | 39,501 | 39,874 | 46,712 | 64,013 | 78,939 | 77,389 | 57,114 | 51,044 | 38,741 | 40,258 | \$600,915 |
| % diff. 91/92 | -2.48% | 2.48% | 8.37% | -12.76% | 5.57% | 16.38% | 15.99% | 13.02% | 18.22% | 3.01% | 5.67% | -6.91% | 6.74% |
| Bangor Airport | | | | | | | | | | | | | |
| Boardings | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Jan-Dec |
| 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 |
| 1992 | 13,048 | 14,537 | 14,638 | 14,189 | 14,240 | 19,520 | 26,530 | 33,165 | 23,251 | 19,980 | 13,661 | 14,515 | \$221,274 |
| % diff. 91/92 | 1.14% | 14.13% | 1.30% | -20.47% | -3.72% | 14.36% | 3.50% | 15.91% | 13.84% | 6.05% | 4.86% | -8.66% | 4.27% |
| Deplanings | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Jan-Dec |
| 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 |
| 1992 | 12,713 | 12,024 | 15,839 | 15,435 | 15,650 | 22,227 | 28,914 | 31,213 | 20,687 | 17,978 | 13,760 | 13,319 | \$219,759 |
| % diff. 91/92 | 7.17% | -2.04% | 5.26% | -2.15% | -9.10% | 6.31% | 1.23% | 10.25% | 11.95% | 6.75% | 5.46% | -14.29% | 2.76% |

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, Edgcomb, 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:

Four tourism industry employees were honored at the Unity Dinner held at the Ramada Inn, Lewiston. In addition, Leslie B. Otten of Sunday River Ski Resort was presented the Kathryn M. Weare Award. Winners were:

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

Leslie B. Otten
President
Sunday River Ski Resort

Outstanding Recreation Employee of the Year

Barbara Harvie Wills
Sugarloaf USA
Carrabassett Valley

Outstanding Public Service Employee of the Year

Paul Fornier
Department of Inland Fisheries and Wildlife
Augusta

Outstanding Accommodations Employee of the Year

Laurie Simard
Inn By the Sea
Cape Elizabeth

Outstanding Food Service Employee of the Year

Farrel Knights
Holiday Inn
Waterville

Appendix VI - Film Office

A: Filming Activities and Expenditures

A total of 31 productions spent more than \$3.5 million in Maine during 1992. This included one feature film, 10 television shows and specials, and 20 commercials/still ads/miscellaneous. They included:

Feature film:

The Man Without a Face resulted in more than \$2.6 million in expenditures.

Television Feature:

Sarah, Plain and Tall II/ Skylark

Television Shows:

Good Morning America
National Geographic TV
Fire Next Time
America's Funniest People (two)
You Bet Your Life
Japanese TV special on ice fishing
Japanese TV special on Stephen King
German TV special on Maine food
British TV special on America and winter

Commercials:

| | |
|----------------|--------------------------------|
| Key Bank | Cash Sportswear |
| Ford Motor Co. | G.Fox |
| Cuprinol | Chrysler |
| PBS promo | Dan Escobar |
| Infinity | Bill Clinton political ad |
| Kodak | Linda Bean political ads (two) |

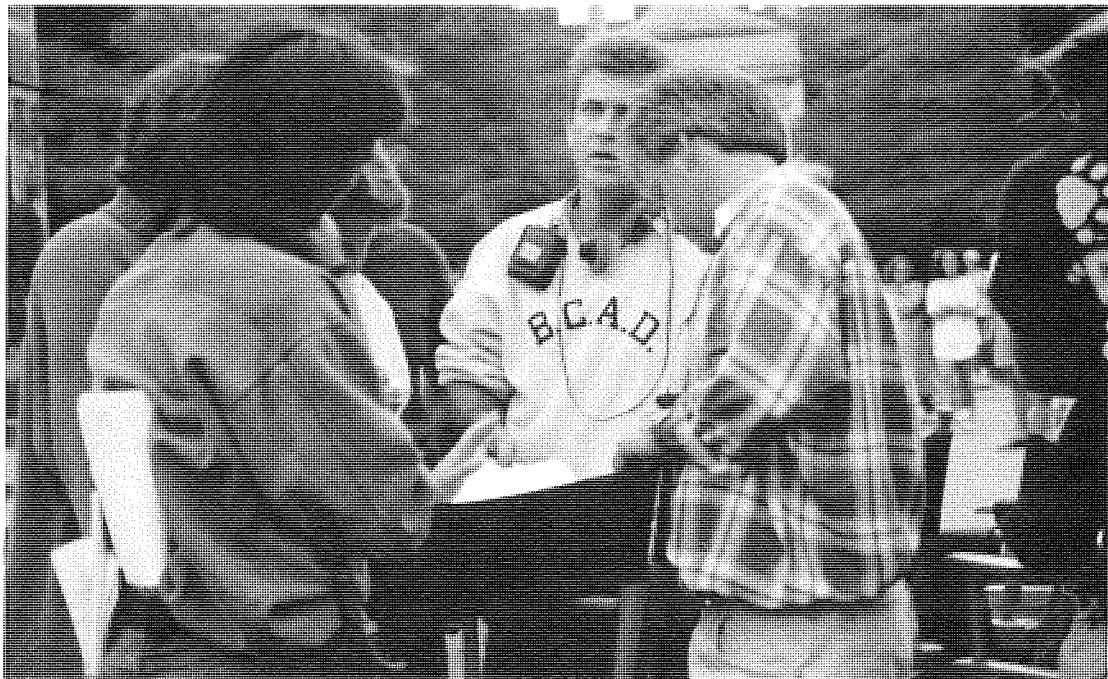
Miscellaneous:

Champion Papers industrial video
Meditation video
Apple computer industrial video
Coastal Maine video
By the Still Water music video
Outlaw Productions feature film (scouted but not filmed in Me.)
The Good Son feature film (scouted but not filmed in Me.)

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 1992. (Asterisks denote towns where filming took place.)

| | | |
|--------------------|-------------------|------------------|
| *Acadia | Falmouth | Pemaquid |
| Alfred | Farmington | Phippsburg |
| *Auburn | *Freeport | Pittsfield |
| Augusta | *Friendship | *Port Clyde |
| Bailey Island | *Gardiner | *Portland |
| *Bangor | Great Wass Island | Presque Isle |
| *Bar Harbor | *Greenville | *Quoddy |
| *Bass Harbor | Hallowell | *Rangeley |
| *Bath | Hancock | *Raymond |
| *Bayside | Harrison | *Rockland |
| Beal Island | *Isle Au Haut | *Rockport |
| *Belfast | Jackman | Round Pond |
| *Belgrade Lakes | *Jonesport | Rumford |
| Bernard | Kennebunk | Saco |
| Berwick | Kennebunkport | Sanford |
| Bethel | Kingfield | *Sebago Lake |
| *Biddeford | Kittery | Shapleigh |
| Blue Hill | *Lewiston | Skowhegan |
| Boothbay | Limerick | *Solon |
| Boothbay Harbor | *Lincolnville | South Bristol |
| *Bowdoin | *Livermore | South Harpswell |
| *Bridgton | Lubec | South Paris |
| Brooklin | Machias | South Portland |
| *Brooks | *Millinocket | Southwest Harbor |
| *Brunswick | Monhegan | Spruce Harbor |
| *Camden | Monmouth | Standish |
| *Cape Elizabeth | Mount Vernon | Stonington |
| Cape Porpoise | Moose River | *Sunset |
| Cape Rosier | Naples | *Tenants Harbor |
| Carrabasset Valley | Newcastle | Thomaston |
| Castine | New Gloucester | Union |
| Christmas Cove | New Sweden | Waldoboro |
| Corea | North Edgecomb | Warren |
| Cundy's Harbor | North Haven | Washington |
| *Damariscotta | Northport | *Waterford |
| *Deer Isle | North Vassalboro | Weld |
| Denmark | Norway | West Paris |
| *East Boothbay | *Ogunquit | Winthrop |
| Eastport | Old Orchard Beach | Wiscasset |
| *Ellsworth | Orrs Island | *Woodland |
| Exeter | Owl's Head | Yarmouth |
| | *Patten | *York |



Bangor Daily News

1992 a banner year for filmmaking in Maine

By Dale McGarrigle
NEWS Feature Writer

Thanks to the TV movie "Skylark" and the feature film "Man Without a Face," 1992 is already a banner year for filmmaking in Maine.

So far this year, close to \$7 million has been spent on shoots in Maine, according to Lea Girardin, director of the Maine Film and Video Office. This compares to \$1.5 million in 1991, \$3.8 million in 1990 and \$5.5 million in 1988 and 1989 combined.

Girardin points to several factors for this growth. "First of all, the production climate is improving

across the country this year," she said. "Maine is becoming known as a place to film. As more work is done here, the positive word of mouth spreads from those who have worked here. Also we have some incredible locations."

Bangor author Stephen King has been a major force in promoting filmmaking in Maine, Girardin said. "Graveyard Shift" and "Pet Sematary" were filmed entirely in Maine, and one episode of "Creepshow 2" was also filmed in the state.

"He put a lot of effort into forming the Maine Film Commission," she said. "Also, whenever possible,

he has suggested that film companies makes a part of, or all of, a film project based on his works be done in Maine. That helped with raising our profile."

In addition to "Man Without A Face," the movie which has pumped the most money into the Maine economy, other films that have been shot in the state in the past five years are "Pet Sematary" in 1988 and "Bed and Breakfast" and "Graveyard Shift" in 1990. In addition, "The Good Son" shoot spent \$1 million in Maine before the parent company pulled the plug on the film.

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Filmmaking in Maine grows because of word of mouth

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TV productions are also frequently shooting in Maine. This includes "Sarah, Plain and Tall" in 1990, the 1990 miniseries "Making Sense of the Sixties," produced by Varied Directions of Camden, and episodes of "Rescue 911," "America's Funniest People" and "The MacNeill/Lehrer Report." There have also been specials for Japanese and German TV. Filmed in recent months are documentaries on poets May Sarton and Richard Eberhart, the homeless and lobstering.

Commercials have been filmed in Maine for Toyota, Chrysler, Anderson Windows, Greenpeace, Saab, Sears, Blue Cross/Blue Shield, Peterbilt Trucks and Nike.

"We hope to concentrate on getting more comials from the New England/New York area, to make a stronger impression in that market," said Girardin, who came to office in 1988. "Commercials don't spend as much money as movies, but do spend a lot of money during a short stay."

The film office recruits filmmakers in two different ways.

"Someone who thinks that Maine would be the right location for them will send us a script and tell us what they're looking for, in terms of location and ser-

vices," Girardin said. "We try to find everything for them."

Also there is outreach work, as the film office sets up a booth in the annual Location Expo in Santa Monica, Calif., and hands out production guides to and make contacts with filmmakers.

"We then do a lot of followup when we get back to the office," Girardin said. "People may then contact us based on our meeting them at the Location Expo. It gives us a chance to put our pitch in."

So far, filmmakers have had positive experiences in Maine, Girardin said.

"They want a very particular look that we've got," she said. "Maine is a beautiful place to film, with a variety of light and landscapes. There's also the people they've worked with, and the way they've been received into the communities. The Maine workforce has been excellent."

Girardin explained that filmmakers bring all their key personnel with them.

"For the top positions, they want to hire people they've worked with before," she said. "We encourage them to hire as many local personnel as they can, and they often do."

The percentage of Mainers working on a film is below 50 percent in most cases, Girardin said, but

that number rises above half once extras and construction workers are factored in.

"It's helpful having an adequate workforce that's trained and skilled, and that force is still growing," she said.

She added that Maine doesn't have many people trained at the top level of movie productions, and those that are, are often working on films out of state. But Mainers can fill spots in props, wardrobes, make-up, craftsmen and some acting roles.

The timing of movie production is confusing to many Mainers, Girardin said.

"Everything has to be done almost immediately, and they don't give much lead time to get things done. That's the way production companies have to work, and it's part of the creative process. It's not that Mainers are unwillingly to help out, but they're busy doing other things. Also they think that the movie business has bottomless pockets, but they don't."

Girardin expects filmmaking in Maine to continue to grow.

"The number of requests that come in grow every year," she said. "We computerized our request answering system to handle the volume. We're getting more than our fair share of productions, as far as New England is concerned."