

# MAINE STATE LEGISLATURE

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MAINE  
1994

# 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**

March 10, 1994

MAY 2 1994



# Office of Tourism : Annual Report, 1993

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# I. OVERVIEW

March 10, 1994

TO:

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

Dear Friends:

In many ways, 1993 represents a milestone year for tourism in Maine. While difficult economic times continued in many sectors, both the Administration and the Legislature recognized the importance of tourism's contribution to job creation, tax revenues and business profits.

As a result of two studies conducted in 1991 and 1992 by Davidson-Peterson Associates and McKinsey and Company, we became acutely aware that Maine was losing its competitive position in the marketplace as a result of decreased funding during the past few years.

A unique concept to create a Tourism Marketing and Development Fund was proposed through enactment of LD 1478 - An Act to Increase Tourism Visits and Tourism Revenues to the State. Under this plan, all revenues (up to a limit of \$4.5 million) from restaurant and lodging taxable sales, in excess of the state's growth projections, would be transferred to the Department for marketing purposes.

With passage of the bill during the closing days of the session in June, we realized the most immediate return on investment for the summer would be an Impulse Traveler Campaign directed at potential visitors within a day's drive of Maine. The result was a print and radio promotion featuring Governor McKernan extending a personal invitation to visit and register for a chance to win a lobster lunch with him at the Blaine House. The results were very encouraging. The media response throughout New England was immediate and more than 20,000 visitors took the opportunity to visit one of the state-owned information centers to drop off their registration coupon.

Simultaneously, the Department initiated a comprehensive fall marketing campaign to attract new visitors from the Mid-Atlantic region - from New York to Washington,, D.C. Once again, the results were dramatic. Inquiries increased from 6,279 in 1992 to 16,869 in 1993, **an increase of 169 %**.

In the overseas market, increased funding for marketing by the six New England states also began to pay dividends. Discover New England, a consortium of the six New England state tourism offices, hired its first managing director and contracts were awarded to public relations firms in London and Paris. The potential is apparent from United States Travel and Tourism Administration statistics that show

travel from the United Kingdom alone increased 30 % in 1992 when compared to 1991.

While the budget tripled, the Department continued to operate with the same number of staff. In the spirit of reinventing government, a new system was required. Many tasks previously performed by staff were now assigned to outside contractors.

It has certainly been an exciting process. By taking this approach, the Department has been able to find ways to handle many new initiatives, while at the same time expand the successful programs. For instance, an editorial initiative which began four years ago, now generates 10-12 articles a month which are made available to more than 500 newspapers, magazines and other media outlets. This has the immediate effect of increasing Maine's exposure for statewide events, regional and community festivals and attractions. In addition, one free-lance writer has been assigned to work directly with Discover New England and the public relations firms in London and Paris. Again, this effort has put articles on Maine in thousands of homes throughout Europe and Japan.

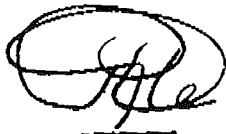
The Maine Film Office continued its impressive record of accomplishment in 1993. A total of 40 productions were filmed in Maine with total in-state expenditures of more than \$1 million. In addition, Mel Gibson's "The Man Without a Face" opened in Bar Harbor to hundreds of members of the press who gathered for the three-day event. Also, Disney Productions shot dramatic dog sled racing scenes for "Iron Will" near Bingham.

While it has been an exciting year, it has been challenging and has involved a great deal of effort on the part of many. To the Legislators who supported such an innovative concept, and to the members of the tourism industry who worked so diligently to make it happen, we owe our sincere thanks. To Governor McKernan, who has remained steadfast in his belief in tourism's potential, and without whom LD 1478 could not have passed, we owe a very special debt of gratitude.

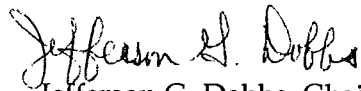
Sincerely,



Michael W. Aube  
Commissioner



Peter H. Daigle, Chair  
Maine Tourism Commission



Jefferson G. Dobbs, Chair  
Maine Film Commission

## II. MARKETING

In order to maximize the effectiveness of a tourism marketing strategy, there has to be a clear division of responsibility between the state and the private sector. It is the state's responsibility to develop new markets and create an image of Maine that will entice the potential visitor to seek more information by using our response mechanism - a toll-free telephone number. The private sector's responsibility is to "close" the sale. Through advertising in regional and seasonal brochures, as well as placing brochures in the state-owned visitor information centers, the potential visitor can decide where to stay and how to make a reservation. This type of effort directly stimulates private sector business.

In the maintenance market, within a day's drive of the state's borders, the Department implemented a seasonal Impulse Traveller Program. This program was designed to target the growing number of people who make decisions close to their time of travel, and who generally take several shorter vacation trips throughout the year.

Research conducted in 1991 and 1992 by McKinsey and Company and Davidson-Peterson Associates for the Department shows visitors within a days drive of Maine generally have a strong awareness of the state's overall image and are looking for regional information and products to purchase. Thus, we decided to increase the budget for the Maine Tourism Partnership Program to \$500,000 for FY 94 to target the nearby visitor. With matching funds from the state, non-profit tourism promotion organizations are leveraging their own monies to expand advertising and public relations activities.

In the development market, we continued an umbrella campaign theme during 1993, communicating a destination message focused on the Mid-Atlantic region between New York and Washington, D.C. According to Davidson-Peterson Associates, "Developing new markets is key for significant growth to occur. Maine needs to reach beyond traditional areas to attract more long-stay visitors who view this state as a primary destination or as an important component of a New England trip."

In distant markets, both domestic and international, the Department forged regional coalitions with the other New England state tourism offices, as well as private sector destination marketing organizations to promote the New England region as a whole. Discover New England, a regional marketing partnership of the six New England states, was formed in 1992 in conjunction with USTTA to promote tourism in key international markets. Its comprehensive, ongoing effort is aimed at bringing increased international visitor dollars to New England.

Tracking and conversion of all marketing activities has been significantly enhanced this year as a result of increased funding and will be discussed in greater detail under the "Research" section.



## A. Impulse Traveler Program

Three seasonal campaigns were developed with the objective being to deliver a focused message frequently enough to ensure consumer response. The greatest opportunity was determined to be with potential vacationers within Maine and throughout Southern New England. A substantial decline in Canadian visitors made regions to the north less attractive at this time.

In an effort to insure the impulse campaign was as effective and unique as possible, Governor McKernan was asked to participate. The Governor was featured extending a personal invitation to potential tourists to visit Maine and, at the same time, allowing visitors an opportunity to win a prize package. (See Appendix Page 3).

- **Summer:**

Black and white newspaper advertising:

Boston Sunday Globe, five insertions

Boston Globe, five insertions

Maine Sunday Telegram, three insertions

Portland Press Herald, three insertions

Lewiston Sun-Journal, three insertions

Bangor Weekend, three insertions

Bangor Daily News, three insertions

Kennebec Journal, three insertions

Biddeford Journal-Tribune, eight insertions

Radio: 30 second spot, July 21-August 19, 1993:

WBZ-AM, 55 spots

WRKO-AM, 100 spots

WBMX-FM, 85 spots

WSSH-FM, 90 spots

- **Early Fall:**

Black and white newspaper advertising:

Boston Sunday Globe, two insertions

Boston Globe, two insertions

Radio: 30 second spot, Sept. 20-26 and Oct. 4-10, 1993:

WBZ-AM, 20 spots

WSSH-FM, 28 spots

WRKO-AM, 14 spots

WXKS-AM, 60 spots

WHDH-AM, 28 spots

- **Late Fall:**

Black and white newspaper advertising:

Boston Sunday Globe, three insertions

Boston Globe, three insertions

Radio: 30 second spot, Nov. 1-7 and Nov. 15-21, 1993:

WBZ-AM, 20 spots

WSSH-FM, 60 spots

WODS-FM, 32 spots

WBMX-FM, 38 spots

## **B. Advertising**

The traditional marketplace for out-of-state visitors has always been those regions within a day's drive of the state's borders. Development markets form the next tier of geographic boundaries and encompass areas within a one- and two-day drive of the state's borders. Focusing on the primary metropolitan areas within the Mid-Atlantic region, a three-season advertising campaign was supplemented with an extensive public relations and travel trade program.

The strategy was to show Maine as a pristine and uncongested vacation destination with a variety of outdoor recreation activities such as fishing, camping, boating and golfing. We also highlighted unique opportunities such as antiquing, windjammer cruises, whale watching and wildlife viewing.

Our existing black/white creative was given extra visual punch by adding a strategically placed splash of red. (See Appendix Page 4) We also continued our presence in two annual publications: Yankee Travel Guide with a circulation of 200,000, and Woodall's 1993 Campground Directory with a circulation of 500,000.

### Spring/Summer Placements 1993:

- Annual Guides:
  - Yankee Travel Guide
  - Woodall's 1993 Campground Directory
- Two-color advertisements in monthly magazines:
  - Yankee Magazine, one insertion
  - DownEast Magazine, one insertion
  - New York Magazine, one insertion
  - Travel & Leisure, one insertion
- Black and white advertisements in newspapers:
  - Sunday New York Times, five insertions
  - New York Times "Sophisticated Traveler", two insertions
  - Newark Star Ledger/Trenton Times, four insertions

### Fall Campaign 1993:

With additional funds from the newly created Tourism Marketing and Development Fund, placement for the fall campaign was expanded significantly. The target audience, 35 to 65 years of age, was selected as a result of national research that

points to aging baby boomers and empty nesters as having the time and means to travel for extended periods in seasons other than summer.

Concentrating on print media as the most effective means of communication, the increased number of insertions resulted in 16,283 inquiries, a significant increase over previous years.

#### Fall Placements 1993:

- Two color advertisements in monthly magazines:  
Yankee Magazine, two insertions  
DownEast Magazine, two insertions  
New York Magazine, four insertions  
The New Yorker, five insertions  
Mary Emmerling's Country, one insertion
- Black and white advertisements in newspapers:  
The Sunday New York Times, six insertions  
New York Times "Sophisticated Traveller", one insertion  
New Jersey Star Ledger/Trenton Times, six insertions  
Long Island Newsday, five insertions  
L.I. Community Newspapers, five insertions  
Fairfield County Dailies, four insertions  
The Norwalk Hour, four insertions  
Connecticut Post, four insertions  
The Record/ News Tribune, two insertions

#### Winter Campaign 1993-94:

Working closely with state associations to promote the more popular winter activities - alpine and cross country skiing, snowmobiling and shopping - the winter campaign targeted potential travelers throughout Southern New England. The Pre-Season Christmas shopping promotion is outlined in the Impulse Travel Section.

#### Winter Placements 1993-94:

##### Skiing:

- Full-color magazine advertising:  
Outside Magazine  
Ski Canada  
Snow Country  
New England Skiers Guide
- Boston Television: 30 second spot: Jan. 17-Feb. 13,1994:  
WBZ-TV - 64 spots  
WCVB-TV - 49 spots  
WHDH-TV - 52 spots

#### Cross-Country Skiing:

- Black and white advertising:  
Boston Globe, two insertions  
Boston Herald, three insertions  
Haverill Gazette, two insertions  
Lawrence Eagle Tribune, two insertions

#### Snowmobiling:

- Radio: 60 second spot, January 31-February 27, 1994:  
Dover, Rochester, Portsmouth  
WHEB - 116 spots  
WOKQ - 80 spots

### C. Public Relations

The Department continued its efforts to work with consumer and trade news media in-state, nationally and internationally in support of the overall communications objectives.

Much of the Office's editorial objectives were administered through the Marketing Services Contract, while efforts to seek unique public relations opportunities in the development markets were assigned to the advertising agency.

Under the Marketing Services Contract, up to 10 free-lance writers were assigned to produce a total of 10-12 articles each. The feature articles highlighted interesting events and unique topics of interest to potential visitors. Expanding on previously highly successful efforts to place these articles in newspapers, magazines and trade publications, a variety of distribution methods were employed. These included:

- Direct outreach to daily and weekly newspapers
- Identification and servicing of newspaper special sections
- Identification and servicing of special magazine opportunities (e.g. in-flight magazines, trade publications, etc.)
- Distribution through contracts with newswire services such as PR Newswire, Copley News Service and Knight Ridder

Other editorial components included:

- Working with travel writers in an effort to have articles written for 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.

- Articles were also translated and distributed in Europe through our association with Discover New England to public relations firms in London and Paris.

The campaign to place articles in national group tour magazines, in-flight magazines, and a monthly outdoor newspaper was continued during 1993. National Geographic Traveler, Men's Journal, and Country Living produced feature articles based on our suggestions. (See Appendix Page 5)

## **D. International Marketing**

In order to compete effectively in the international marketplace and apply for federal grant monies, the six New England state tourism offices formed Discover New England, a non-profit organization.

In January of 1993, the organization was awarded the first of a three year Regional Marketing Development Partnership grant by the United States Travel and Tourism Administration. The grant, totaling \$250,000, including state contributions, is targeted exclusively at promoting New England in the United Kingdom and France.

In April, the organization hired its first Managing Director, Sarah Graham Mann, and work began on selecting public relations firms in London and Paris. Contracts were subsequently awarded to Boston Fox Tigue, London, and Atlantic Associates, Paris.

Building on a variety of previous activities, Discover New England has engaged in a number of activities in both markets throughout the year. Due to a limitation of funds, advertising is not part of the program, however trade show lead generation, familiarization tours for press and travel trade representatives, development of collateral materials and distribution to the trade are key elements of the program. Both Boston Fox Tigue and Atlantic Associates actively distribute stories about New England and cultivate press contacts to further publicize the region.

In July, the Department assisted a Japanese freelance writer and photography team with a trip to Maine. The team was interested in featuring Freeport in stories they were preparing for *Fuji Evening Newspaper*, *Asahi Shimubun Informations*, *Doda Magazine* and *Esquire News*. The team enjoyed their trip to Maine so much they returned in October to feature New England fall foliage articles in the same publications. (See Appendix Page 8)

### Trade Shows:

Leads generated as a result of the following trade show participation are fulfilled by both Discover New England and each of the six state tourism offices. They are also distributed to private businesses upon request:

- Pow Wow USA, New Orleans (May):  
123 leads generated.
- Pow Wow Europe, Hamburg Germany (October),  
and Top Resa, Deauville, France, (September):  
62 leads generated.

#### Tour Operator Program:

More than 100 New England receptive operators were contacted and invited to submit itineraries for Discover New England's consideration as official receptive operator for the international travel trade.

#### Department Store Promotions:

- *Harrods*, London, New England Christmas 1992 -  
extensive follow up activities continued throughout 1993.
- *Le Printemps*, Paris, New England Christmas 1993 - six  
week in-store promotion and associated press and trade events.

#### Collateral Materials:

- A four-color, 20-page brochure providing information about each of the New England states was produced and distributed to the travel trade in the United Kingdom by Selling Long Haul, one of Britain's best known travel trade publications. A French translation was produced and distributed to the French press and travel trade in concert with the *Printemps* promotion. (See Appendix Page 9)
- Four-color postcards were produced for each state and used in the *Printemps* department store promotion. (See Appendix Page 10)
- As part of our increased marketing effort directed towards the international visitor, a brochure was produced to address the needs of this very specialized market. Initially, 75,000 copies in English and 50,000 copies in French were distributed through a variety of outlets in the United Kingdom and France. Examples include follow-up for the department store promotions at Harrods (London) and Le Printemps (Paris), trade shows, through our public relations firms to press and the travel trade, to tour operators and travel agents and through the USTTA (Embassy) offices to consumers. During 1994, we propose to continue with versions in German and Japanese. (See Appendix Page 11)

### Special Promotion:

A New England listing was placed in MINITEL, a computerized information system similar to our Yellow Pages telephone directory. Follow up requests for information are fulfilled with the French language Selling Long Haul piece and a New England map.

### Travel Agent Training:

Programs to educate European travel agents about the New England region were developed and will be conducted early in 1994. These will be similar to the USTTA's certified USA travel counsellor program.

### International Marketing Workshop:

At the invitation of Discover New England, the Travel Industry Association of America conducted an international marketing workshop in Newport, RI, September 13 and 14. Invitations were extended to tourism businesses throughout the New England region.

### Fundraising:

To supplement state and federal funding, a variety of other sources were solicited. Currently, relationships with Northwest Airlines and TWA provide in kind services for familiarization programs. Other possible federal sources include the National Forest Service and the Economic Development Administration as well as national and international corporate partners.

### DNE Familiarization Tours:

- UNITED KINGDOM:

Michael Watkins: independent - Times, Telegraph, etc.  
Margaret Cunningham: Irish News, radio, etc.  
BBC Holiday Programme  
Wish you Were Here Programme, Thames Television  
Michael Woods: Southwest independents  
Neil Murray: Daily Mirror Travel Editor  
Tim Locke: BAA "Essential Explorer" guide  
Susan Gordon: Sky News  
John Burrowes: Glasgow Herald  
Tim Fullam: N.E. Country Homes  
Wendy Stevens: N.E. Country Homes

Tim Richards: Travel tapes, radio throughout U.K.  
Bon Voyage, Irish Film Crew

- SWITZERLAND:

Gerald Baeriswyl: Information Immobiliere  
Padma DeMello: Geneva News and International  
Report

- HOLLAND:

Mignon Tierie: Editor in Chief, Nouveau Report

- ITALY:

Go-Round Travel & Mayor of Milan  
Paolo Bertelli & wife: Vivi Tours

- GERMANY:

Jurgen Gutowski: Spiegel  
Jurgen Ulrich & wife: Vivi Tours

- FRANCE:

Gilles Pudlowski: top food writer for several pubs  
Nicole Blenheim (mostly NEUSA)  
Helene Constanty: L'Expansion (Boston only)

- CANADA:

Norman Cazalais: Le Devoir

- SOUTH AFRICA:

Christine Roberts: Ideas Unlimited

## **E. Trade Initiatives**

### **1. Motorcoach/Group Tour**

The number of group tour visitors continued to decline due to the continuing recession. Lower interest rates also have a profound effect on this industry because many of the travellers are elderly and rely on interest on investments for disposable income. Fortunately, the state retained its position of ranking 25th in the nation for motorcoach business.



We participated in three motorcoach trade shows: the National Tour Association in Atlantic City, the American Bus Association in Montreal, and the Ontario Motor Coach Association in Hamilton, Ontario during November and December. We met with more than 120 tour operators from across the United States and Canada and returned with a significant list of inquiries to distribute to Maine's tourism industry. (See Appendix Pages 12-14)

The distribution list has continued to grow as more Maine businesses have come to realize group tours are an important aspect of business for Maine. The list has grown from less than 100 interested properties in 1989 to almost 300.

In an effort to serve this growing number of businesses, the Marketing Services Contract has a group tour component. Our efforts include a personal follow-up to each tour operator we visited at National Tour Association, American Bus Association, and Ontario Motorcoach Association. We believe this attention will result in enhanced service to the tour operators, generate specific leads to Maine's group tour industry and insure a quicker return on investment.

Maine once again joined with New Hampshire during the spring to showcase the "Top of New England" to select motorcoach operators. A "familiarization" tour was conducted from June 10 through June 14 for motorcoach operators in the United States who have done business in Maine, but have not visited for some time. Maine's tourism industry hosted 25 key operators who traveled throughout the state.

## **2. Meetings and Conferences**

The Department awarded grants to the Convention and Visitor Bureaus of Greater Portland and Bangor to attend seven trade shows in conjunction with the New England Society of CVBs.

Both organizations attended Destination Showcases in Chicago and Washington, D.C. Leads were developed and distributed to their respective members.

Leads generated:

- 375

Meetings confirmed:

- Four

We have encouraged others to join in this regional marketing effort. As a result, the Bar Harbor Chamber of Commerce and the Kennebec Valley Chamber of Commerce have become members of the New England Society for 1994.

## **F. Miscellaneous Activities**

### **Pennsylvania Bus Association**

One of the largest state associations of its kind in the nation, the Pennsylvania Bus Association will convene its annual meeting in Portland in June of 1994. In preparation for this event, the Department and the Visitors and Convention Bureau of Greater Portland, and 20 representatives of Maine's tourism industry, hosted a "Taste of Maine" reception at PBA's annual meeting in Ocean City, Maryland, during June of 1993. The host committee for the 1994 annual meeting has attracted more than 100 statewide sponsors who are meeting the challenge of planning a week-long itinerary for 250 Pennsylvanians.

### **Outdoor Writers' Association of America**

The 1500-member Outdoor Writers Association of America will hold its annual meeting at the University of Maine in Orono in June of 1994. Working with the Department of Inland Fisheries and Wildlife, the Bangor Convention and Visitors Bureau, and the University of Maine, we are making plans for this event. This is an important conference for Maine because stories will be published nationwide by OWAA members. The overall impact of this publicity has been valued at \$25 million dollars when compared to purchasing equivalent advertising space.

The direct benefit to the Greater Bangor area is estimated at \$750,000 (\$142/day x 7 days x 800 attendees). In addition, many writers spend additional days and weeks in the area.

This is the first Outdoor Writers Association of America conference in the New England area in more than 40 years.

### **Maine Association of Broadcasters (MAB)**

In late July, the Department signed an agreement with the Maine Association of Broadcasters to produce four radio and television spots. Working with an ad-hoc committee of the Maine Tourism Commission, the ads were designed to highlight tourism's contribution to Maine's economy. The first public service announcement began Jan. 15, 1994.

### **Photography Requests**

More than 150 requests were fulfilled during 1993 for photography and slides. Many of those assisted are promoting Maine by featuring the destination in a consumer publication or by selling it as a vacation option through their travel company.

### III. VISITOR INFORMATION

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

In 1993, the Department contracted with the Maine Publicity Bureau to implement and carry out these functions. Among the services the Bureau was asked to provide are:

- 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 staffing the state-owned visitor information centers, the Maine Publicity Bureau also operates information centers of its own. Through the support of its members, the Bureau provides publications, brochures, maps and other information about Maine.

The Visitor Information Program complements the marketing efforts undertaken by the Department. This also often results in visitors expanding their travels to new regions, or even relocating to live here.

1993 marked the second year of a new contractual relationship with the Maine Publicity Bureau. There are presently two contracts; one for the operation of the six state-owned information centers, and a second for the mail and telephone-answering aspects of fulfillment.

During 1993, the Visitor Information Program responded to 199,426 requests for travel information via the mail and telephone fulfillment contract, and 922,802 walk-in visitors through the information center contract.

## **IV. REGIONAL DEVELOPMENT**

As the character of Maine's economy continues to change, many regions have identified tourism as the greatest opportunity for growth and job creation. Realizing the benefits of an integrated marketing approach, the Department expanded the Maine Tourism Partnership Program from a budget of \$25,000 last year to a proposed budget of \$500,000 this year. In addition, technical assistance is being offered through a grant with the Federal Economic Development Administration.

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

The Maine Tourism Partnership Program is designed to award matching grants to non-profit local and regional tourism promotion organizations for a variety of marketing activities.

During the first half of 1993, the Department awarded 11 grants totalling \$25,000. Projects included a variety of activities including brochure production and distribution, advertising, festival and event promotion and attendance at trade shows. (See Appendix 15)

In July, when the Department received additional funding through the Tourism Marketing and Development Fund, the program was expanded and funded at a substantially increased level of \$500,000. This decision was based primarily on research recommendations from the Davidson-Peterson study which determined that potential visitors within the day's drive market are looking for local and regional information and point-of-sale promotions. This program allowed the state to engage in marketing activities in partnership with those at the local level to leverage state funds and stimulate local business. All programs have added a tracking and conversion component.

After soliciting input from past grant recipients, it was decided the program should be offered in two tiers.

Large grants, with amounts between \$5,000 and \$50,000, would be awarded to state-wide trade associations or regional organizations comprised of several local entities. Seventeen large grants totalling \$376,000 were awarded during the second half of 1993. (See Appendix Page 16)

Small grants, with amounts ranging from \$1,000 to \$5,000, would be awarded to local chambers of commerce or organizations promoting single events. During 1993, eight small grants were awarded totalling \$28,400. (See Appendix Pages 17-18)

## **B. External Grants**

### **1. Economic Development Administration/Technical Assistance Grant**

As many regions of the state have become aware of the economic benefits of developing their tourism resources, the need for technical assistance from the Department has increased substantially within the past few years. In order to develop resource materials and a training program for interested parties, the Department was awarded a grant in the amount of \$108,380 by the Economic Development Administration, and a contractor was hired to administer the program.

During 1993, the contractor gathered data from state and regional programs nationwide, and established a resource library to house reference materials for:

- Small business development
- Grant writing
- Funding sources
- Hospitality training
- State and Federal information pertaining to rural tourism development

The second phase of the program being implemented during the first half of 1994 will include conducting six public hearings around the state to solicit input for a training curriculum. These findings will then be condensed into training materials and a "train the trainer" course will be conducted. The program will assist regional tourism organizations and chambers of commerce to mentor their constituents in activities related to policy development, resource assessment, training, and marketing and promotion.

### **2. National Endowment for the Arts/Maine Arts Commission Grant**

In cooperation with the Maine Arts Commission, a grant was awarded by the National Endowment for the Arts to provide technical assistance to market Maine's Native American Baskets. To date, an association of native Maine basketmakers has been formed, been awarded non-profit status, and an executive director has been appointed. In addition, specific needs have been identified concerning material needs and marketing assistance. The Office is now working to develop market awareness through media relations, portfolio development, and touring exhibits in the Mid-Atlantic Region. The value of the project, in addition to

providing Maine's Native Basketmakers with a market for their product, is to enhance the image of Maine's cultural heritage in the tourism marketplace.

### **3. Economic Development Administration/BIW Cruise Ferry Project**

The Department received research funding from the Economic Development Administration to conduct an Intermodal Transportation and Tourism Strategy Study to address the issue of building and operating cruise ferries from the Mid-Atlantic region to the coast of Maine. Working closely with officials from Bath Iron Works, the Department awarded the research contract to Mercer Management and Pan Atlantic Consultants. The final report will be available in 1994

## V. RESEARCH

An important component of the Tourism Marketing and Development Fund's enactment by the 116th Legislature was that all marketing programs be tracked and converted into actual visitation. In order to meet this goal, the Department allocated significant resources for contracted services to ensure that such information would be readily available.

I. During 1993, a contract was awarded to Strategic Marketing and Research Inc., to design and implement a system to track and convert the following programs:

- 1- The Impulse Traveller Program.
- 2- The Primary Development Market Program (New York to Washington, D.C.).
- 3- The Maine Tourism Partnership Program (Day's drive market).

The process of tracking and assessing performance has two steps:

- The establishment of specific goals.
- Measurement of the attainment of these goals.

The process of benchmarking began with the four winter campaigns. Data collection is in progress.

II. In other areas, the Department is working co-operatively with faculty at the University of Maine's Resource Economics Department to develop and implement procedures that can be used to provide estimates of the economic impact of tourism. To that end, the University is collecting and analyzing historical tourism indicator data to identify both long-term and short-term trends in the industry. This analysis will result in the establishment of benchmarks that can be used to compare tourism activity over the next two to three years.

III. The Department's tourism resource center is used extensively by a variety of business people, as well as students, regional economic development officials and others interested in tourism. A total of 295 requests for data were fulfilled by staff last year, in addition to those who come to our offices to avail themselves of the resource room. Most of this data is used to identify trends, target potential markets, understand attitudes, demographics and changing travel patterns.

As competition for visitors increases, the Department not only conducts its own primary research as detailed above, but also collects secondary information critical to understanding the changing character of both the industry and the visitor.



## VI. MISCELLANEOUS

### **Governor's Conference and Unity Dinner, Augusta, Maine, May 5, 1993**

A recognition dinner for Maine's Tourism Industry was hosted by the Department and its Maine Tourism Commission at the Senator Inn, Augusta, following a Governor's Conference on Tourism. The theme for the Conference was "Why a Regional Approach to Tourism Makes Sense." At the Unity Dinner, several Outstanding Tourism Employee Awards were presented. (See Appendix pages 30-31)

### **Tourism Day in the Legislature, Augusta, Maine, Feb. 25, 1993**

The Maine Tourism Commission and Maine's hospitality industry hosted Legislators during the annual Tourism Day in the Legislature. The theme for the event was "Tourism Means Jobs." Following a day of exhibits and a tourism commission meeting, a reception and dinner was held for Legislators at The Senator Inn.

## VII. FILM OFFICE

The Maine Film Office encourages film and video production activities in Maine. In addition to the economic benefits of increased income to Maine businesses and jobs for Maine people, this high-paying, clean industry has the added benefit of promoting pride in our cultural heritage and an appreciation for our natural environment.

The Maine Film Office has two major objectives:

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

To accomplish these objectives, the office conducted the following activities during 1993:

### Marketing

- The Location Expo, Santa Monica, CA, February 27-March 1

The Expo is the major feature film trade show in the United States. More than 1,000 location managers, directors, producers and writers visited the Maine booth during the event and over 350 film and TV production leads were generated.

- Independent Feature Film Market, New York City, September 27-Oct 4

The Film Market is designed to reach major independent filmmakers on the east coast. The Maine Film Office participates in this event by distributing The Maine Film and Video Production Guide and photographic materials of Maine at the show as well as placing an advertisement in the Film Market program.

- Editorial Support

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

Point of View magazine  
On Location magazine  
Locations magazine  
Premiere magazine  
US magazine  
DownEast magazine

The Boston Phoenix  
Maine Sunday Telegram  
Portland Press Herald  
Bangor Daily News  
The Waterville Morning Sentinel  
The Maine Times

- The Maine Film and Video Production Guide

This publication, published biennially by the Film Office, lists hundreds of Maine production professionals, products and services. Nearly 1000 copies are distributed annually to production companies and personnel throughout the U.S. and the world. A new edition will be printed in February of 1994.

### **Production Inquiries**

We responded to more than 300 production assistance requests during 1993. These inquiries resulted in 40 productions (six feature films, 15 television shows and specials, four commercials, four still ads and 11 miscellaneous projects) with expenditures of more than \$1 million in state.

### **Location Searches**

We searched more than 130 Maine towns, in all counties, for potential filming sites. Photographs and/or videotapes were produced and sent to producers and directors of upcoming productions. (See Appendix Page 33)

### **Location Expo**

Once again, the Maine Film Office exhibited at The Location Expo trade show in Santa Monica, California. Several inquiries for production information about Maine were generated, and thousands of people in the production industry were introduced to Maine as a potential site for their work.

### **Economic Impact**

This year approximately \$1 million was paid to businesses and individuals throughout Maine by productions assisted by the Film Office. This is a conservative substantiated figure and does not reflect any economic multiplier or any money spent by crew members during their stay in Maine.

### **Film Clips**

- During 1993, three major motion pictures either wholly or partially filmed in Maine were shown in theaters. The films included *The Man Without a Face*, *The Good Son* and *Iron Will*. The Maine Film Office received a "thank you" in the credits of two of those feature films, and Maine was also "mentioned" in two of the films. According to "Variety," more than 13 million theatergoers watched those films. When these films reach video rental outlets, another 30 million people will see Maine's spectacular coast and rugged interior.
- Disney Productions shot the most dramatic dog sled racing scenes of its major motion picture, "Iron Will", in the Moxie Falls and Austin Stream areas, near Bingham. Despite Disney's own daring race to beat the Spring run-off, all

went well and millions of people will see this spectacular footage of Maine. The shoot expended \$250,00 in the state. (See Appendix Page 34)

- A major international press gathering took place in Bar Harbor in conjunction with the opening of *"The Man Without a Face"*, the feature film shot entirely in Maine during the summer of 1992. Hundreds of press members took part in this three-day gala event interviewing Mel Gibson, viewing the film (there were six showings) and touring the Bar Harbor area. (See Appendix 35)
- The opening scene of the feature film, *"The Good Son"* includes an aerial sequence of Camden.
- During the last six months of 1993, the TV show "Rescue 911" shot six episodes in Maine. The expert and unstinting assistance of the Bangor Fire Department was a major reason for the success of one episode featuring a young girl who saved her family by leading them to safety as she had been taught in a school fire safety program.
- The Film Office is proud of an AT&T environmental TV special which was not only shot in Maine, but also hired all Maine production personnel, with the exception of the director. The producer was exceptionally pleased with the production and the ease of working with our skilled and enthusiastic citizens.
- More than 200 Maine film and video production professionals attended our Networking Gathering in Portland. The purpose of the event was to bring together members of the production community to share ideas and concerns regarding the development of the production industry in Maine.



# **Appendix I - Overview**

## **A. Maine Office of Tourism Staff**

The Maine Office of Tourism is a division of the Department of Economic and Community Development under the direction of 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  
Thomas Becker, Bangor  
David Porter, Caribou  
Linda Pagels, Cherryfield  
Maitland Richardson, Skowhegan  
Richard McLaughlin, Lincolnville  
William Barter, Bethel  
Alice Wilkins, Augusta

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  
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

### **Ex-Officio Members**

Tom Shoener, Inland Fisheries &  
Wildlife  
Marshall Wiebe, Conservation  
Jack Brown, Transportation  
Horace Maxcy, Jr., Dept. of Education  
Galen Rose, State Planning

## **C. Maine Film Commission**

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

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

	FY 1993: July 1992 - June 1993	FY 1994: July 1993 - June 1994*
Marketing	\$ 390,000	\$1,883,000**
Visitor Information	\$ 799,500	\$ 912,000
Research	\$ 65,000	\$ 114,000
Regional Development (MTPP)	\$ 25,000	\$ 405,000
General Operating Expenses	\$ 108,000	\$ 150,000
Personal Services	<u>\$ 245,000</u>	<u>\$ 303,000</u>
TOTAL	\$1,632,000	\$3,767,000

\* = Includes \$2.2 million new allocation

\*\* = Includes \$440,000 for Business Dev.

## **E. Film Office Budget**

### **Film Office Budget**

FY 1994: July 1993-June 1994

Marketing	\$11,000
Location Scouting	\$10,000
General Operating Expenses	\$5,817
Personnel	<u>\$92,185</u>
TOTAL	\$119,002

## Appendix II - Marketing



*Governor John R. McKernan, Jr.*

### WIN A LUNCH WITH A COUPLE OF MAINE NATIVES.

This summer, Maine is where the beaches are uncrowded, the mountain air is cool and clear — and the natives are friendly. How friendly? John McKernan, Governor of the State of Maine, is inviting you to visit Maine now for the best of summer; and when you do, to sign up for a chance to win a free weekend in Maine this fall — including a lobster lunch at the Governor's mansion. To enter, just follow the instructions on this coupon and see just how friendly Mainers can be.

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

#### *Drop in for lobster with the Governor.*

To register for a chance to win lobster with the Governor and a free fall getaway in Maine, drop this coupon off by Sept. 6 at a State of Maine Tourist Information Center in Kittery, Yarmouth, Hampden (North or South), Calais or Houlton at the "Drop In For Lobster" display.

Name \_\_\_\_\_

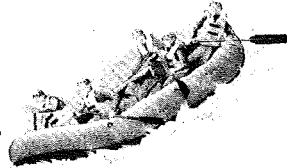
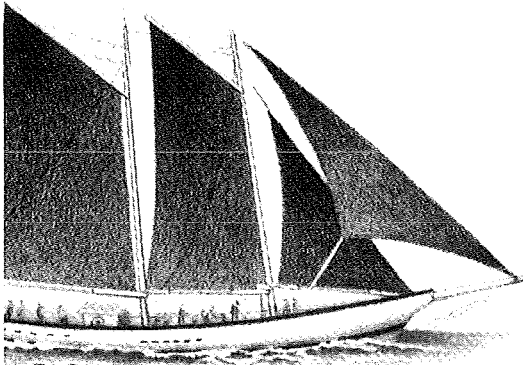
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Best time to call \_\_\_\_\_

*Drawing is Sept. 13. Winner will be notified by phone.*





# Some Like It Hot. The Rest Are Invited To Summer In Maine.



No one gives you summer  
with more cool than Maine.

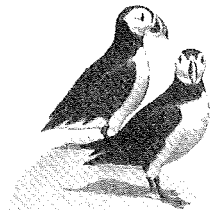
Breezy nights, sun-washed days,

lobsters, blueberries, antiques,

inns and fairs of every kind.

And the natives are friendly.

It's true cool in a summer getaway.



## MAINE

*The Way Summer Should Be*

1-800-835-0237



For a free guide with hundreds of cool summer events, activities, places to stay and to shop  
call the toll-free number above or write to MPB, Box 2300-Y6, Hallowell, ME 04347

# THE MAINE

## WILDERNESS LIKE IT USED TO BE THE DOWN EAST SPORTING CAMP

GREEN-CLAD MOUNTAINS FRAME THE GLASS-SMOOTH SURFACE OF THE LONG, narrow lake as it stretches south to the remnants of a 19th-century wooden dam. An armada of tiny merganser ducks churns frantically along the shoreline in a madcap sprint to nowhere. High above in the cloudless blue sky a bald eagle floats on an updraft, eyes peeled for a late afternoon snack of fresh salmon or brook trout. Out in the middle of the lake a low-riding loon laughs at some private joke. Just beyond a curve of pristine sandy beach at the far north end, half a dozen century-old log cabins occupy a neatly trimmed swath of grassy meadow. And as the sun makes its preliminary preparations to drop below the pine-crested ridge looming beyond the lake's edge, a spiral of smoke curls straight up from the stone chimney of a larger log building.

What is this, the opening scene of a PBS documentary about heaven? Good guess, but no cigar. It's one of Mother Nature's more spectacular production numbers, and it's staged seasonally in the backwoods of northern Maine at modern-day versions of a venerable Down East institution, the Maine sporting camp.

Since the turn of the century, the sporting camp has been to Maine's northern woods what the lobster pound is to its seashore — a hallmark institution that defines the region.

It was born in the decades after the Civil War, when "rich swells" (as they were then called) from Boston, Philadelphia and New York first discovered the rugged charms of the Maine wilderness. Historian Frederick Jackson Turner proclaimed the end of the American frontier in the 1890s, and even back then people were complaining about urban sprawl, but the Maine woods remained a sylvan paradise — hard to get to, sparsely populated, wild, teeming with game, stunningly beautiful, a perfect antidote to the complexities of modern life.

Soon well-to-do sportsmen were making seasonal pilgrimages into remote, mountainous regions where they bunked in crude log cabins clustered around lakes and streams. Led, fed, sheltered and otherwise attended to by local guides who made life in the woods livable, these city slickers in search of adventure liberally indulged themselves in the eternal passions of the outdoorsman: hunting, fishing and poker.

In the early days, just getting to a sporting camp was quite an ordeal, involving circuitous routes through the woods on old Indian trails, canoeing on wild streams and long treks through thick forest. Even nowadays, with four-wheel-drive vehicles and seaplanes and logging roads leading into the

roughest country, it's a bit more than driving down to the country club.

For instance: Take a plane to Portland, then head north on Interstate 95 to U.S. 201, which leads through The Forks (population: 30) to West Forks, where the Dead and Kennebec rivers split. Fourteen miles north, turn left onto a two-lane gravel-surfaced logging road. Keep far, far right and chant a mantra that could save your life: "Logging trucks *always* have the right of way. . . . Logging trucks *always* have the right of way. . . ." Take a left at a one-lane forest path with so many deep ruts, washed-out holes and protruding boulders that you expect your rental car to be gutted any minute. Desperately trying to remember all the survival skills you learned in *Last of the Mohicans*, and wondering whether you recall how to use a car jack, you

suddenly round a tight bend in the trail and see paradise — lake, mountains, sky, eagle, loon, cabins — spread out before you.

This is Hardscrabble Wilderness Cabins and Lodge, located on the northern edge of Spencer Lake, where a sporting camp has been in existence since 1890. The original log cabins have been outfitted with modern conveniences, from running water to electricity, so Hardscrabble is today a 1990s refinement of an 1890s idea and the very model of a modern Maine sporting camp.

At Hardscrabble you get three squares prepared by Joe, an instinctual cook in a linebacker's body; the comforting attention of Jean, the resident manager and housemother; and the Down East wisdom and know-how of Harry — foreman, guide and wilderness philosopher.

You also get a large cabin and an unparalleled view of the best of what Maine has to offer: mountains, water and tranquillity. A guide costs extra, and you'll need to bring your own fishing gear and guns. But anyone who claims proficiency with an outboard motor or a canoe paddle can take out one of the vessels

in Hardscrabble's fleet and have a crack at Spencer Lake's salmon or lake trout. In hunting season, you can choose from deer, black bear and grouse.

The five cabins at Hardscrabble have names carved on a board hanging over the front porch. At first blush they seem like some arcane Mainespeak. *Pemadumcook* sounds like a thinly veiled slur concerning the camp chef. *Mooselookmeguntic* sounds like a proper name run together, as in "Remember old Mooselook Meguntic? Had ears bigger'n antlers, eh-yep." Turns out that the cabins are named after lakes in the Allagash region in (farther) northern Maine, where just about everything has an Indian name. ▶



## **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:

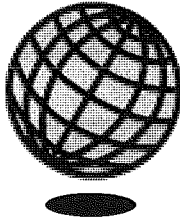
Hartford Courant	New Brunswick Telegram Journal
The Denver Post	Moncton Times
Detroit Free Press	Fredericton Daily Gleaner
Cleveland Plain Dealer	Cape Cod Times
New York Times	USA Today
Dallas Times Herald	Lawrence Eagle Tribune
Chicago Tribune	The Boston Globe
South Middlesex News	The Boston Herald
Associated Press	Yankee Magazine
Outdoors	Providence Journal
Bicycling Magazine	Halifax Chronicle-Herald
Glamour	The Gazette/Montreal
Los Angeles Times	Down East Summer Planner
The Washington Post	New England Monthly
Montreal Gazette	Tour & Traveller
Evening Magazine	Outdoor Magazine
Le Soleil/Quebec	Man's Journal
	National Geographic Traveller

## **TV and Radio Assistance**

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

## **Editorial Assistance**

The Boston Herald  
The Boston Globe  
Maine Times  
York Weekly  
Kennebec Journal  
Portland Press Herald  
Biddeford Journal Tribune  
Lowell Sun  
South Middlesex News  
Bangor Daily News  
Lewiston Sun Journal  
Milford Times  
Cape Cod Times  
Ellsworth American  
Star Herald  
Boothbay Harbor Times  
Associated Press  
Maine Sunday Telegram  
Bar Harbor Times  
Waterville Sentinel  
The Tab (Massachusetts)  
Worcester Sunday Telegram  
Hartford Courant



# 高校教師からinnの支配人に

“THE FREEPORT INN&CAFE” GENERAL MANAGER/ ショーン・ライリー



●プロフィール  
アメリカのメイン州立大学教育学部卒業後、同州の高校教員として8年間過ごす。89年、「フリーポート・イン」のホテルに転職。現在同ホテルの総支配人として活躍中。36歳。2児の父。

松澤壱子=写真・文  
photo&writing by Ichiko Matsuzawa

最近日本でも《アウトレット》という言葉が頻繁に聞かれるようになった。ブランド物を工場直販で販売するという意味だが、その本家本元がアメリカのメイン州フリーポートにある。ここは全米でも有数の自然を誇り、アウトドアのメッカとしても知られるが、その名前を一躍有名にしたのは、150以上のブランドが群がるアウトレット群の存在。

とにかく世界各国から買い物を目的に訪れる人が後をたたない。ライリー氏はこのアウトレット群から車で3分という場所に建つホテル《フリーポート・イン》の総支配人。ここはアメリカの典型的なモーテルという雰囲気だが、その90%は全米から集まるアウトレット目当ての買い物客だ。

「最近日本の人もとても増えているようですね。買い物が目的だから豪華なホテルに泊まる必要はないという合理的な考えの人が多いんです」

とはいえ、このインは25エーカーの川沿いに建ち、客室のドアを開けると緑の山々が飛び込む絶好のロケーションにある。そのサービスも実にアットホーム。カフェではホームメイドのマフィンやジャムなどの心尽くしの朝食がサービスされ、アメリカ開拓史の舞台となったメイン州ならではのホスピタリティが自慢だ。また客室にはライリー

氏の自宅の電話番号が記されている。

「夜中でも何かあったときのために、総支配人の連絡先を知っているだけで安心するようです。いえ、大きな問題は今までにはなかったですよ」

彼は89年に高校の国語の教師からホテルマンに転職した。「教育の仕事には未練はありますが、フリーポートには世界中から多くの観光客が訪れます。そんな人たちと交流を持ちたいと思ってこの仕事を選んだんです」

毎朝5時に起きて、ランニングなどのエクササイズを行う。ホテルにやって来るのは7時。それから従業員と一緒にレストランで皿洗いをしたり、ベッドメイキングなどの仕事をこなす。「みんなと一緒に働くことで、従業員たちとの絆ができるから」とライリー氏。宿泊客の多くはみなオープンでドアを開けっ放しにしている。ふとのぞくと部屋中に買い物袋が山積み。それらに囲まれて宿泊客たちは何とも満足気でベッドの上に腰掛けている。「お客さんにはポジティブでフレンドリーに接すること。それが仕事をしていく上での活力になるんです。ホテルの仕事と教師の仕事はそんなに変わらないと思いますよ。人と人との出会いの中から得られる体験や喜びはどちらも同じですね」

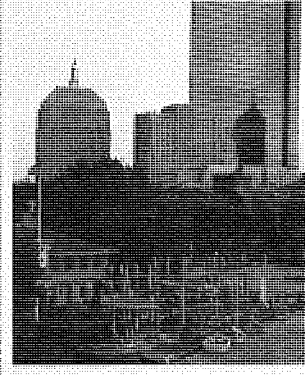
*Connecticut*



*Maine*



*Massachusetts*

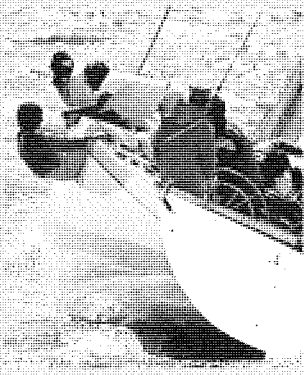


DAVE PUBLICATIONS

# NOUVELLE ANGLETERRE

UN GRAND RENDEZ-VOUS EN ANGLETERRE

*Rhode Island*

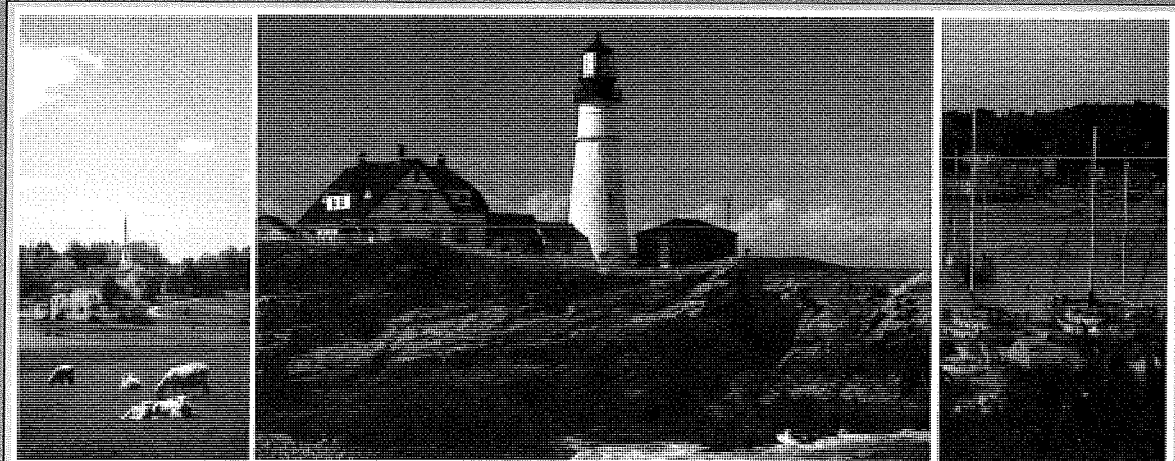


*New  
Hampshire*



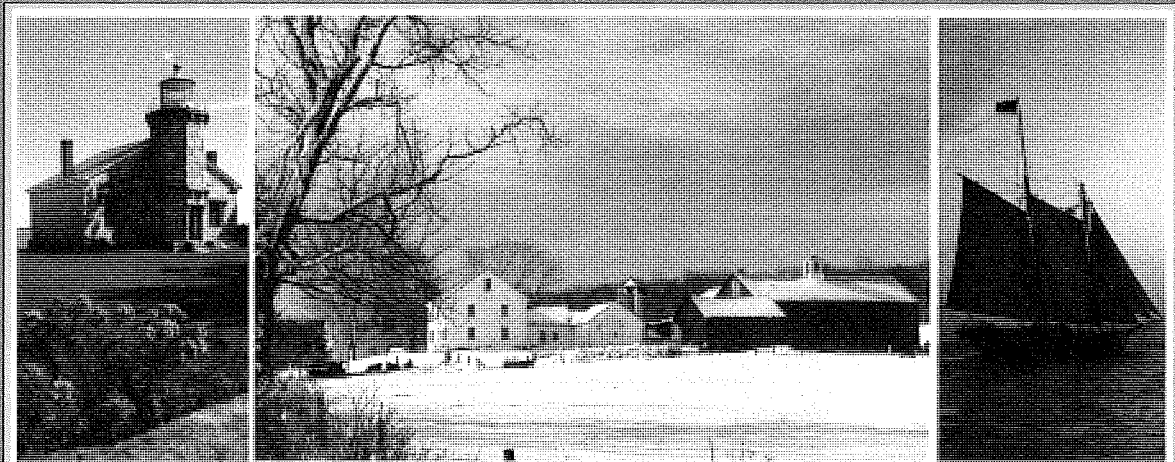
*Vermont*





Discover New England

*J. C. M. L.*



Discover New England

*J. C. M. L.*







## Group Tour Relations

During 1993, individual meetings were held with these group tour companies:

<b>NATIONAL TOUR ASSOCIATION</b> <b>Atlantic City</b> <b>New Jersey</b> <b>November, 1993</b>	New England Speciality Tours New Britain, CT	Brennan Tours Seattle, WA
	Tauck Tours, Inc. Westport, CT	Cajun Tours Outbound, Ltd. Houma, LA
	Sallie Newman Tours Valley Stream, NY	AAA Southern Indiana Evansville, IN
	Peter Pan Tours Springfield, MA	Emenenn Tours New Iberia, LA
	Starr Tours Trenton, NJ	Dan Dipert Tours Arlington, TX
	Seaway Destinations Buffalo, NY	Cosmopolitan Travel Methuen, MA
	Time of Your Life Tours Indian Orchard, MA	Day Dream Tours, Inc. Northport, NY
	Roamer Tours & Travel Wyomissing, PA	F.C. Cloud Tours Atlantic Beach, FL
	Menno Travel Service Goshen, IN	Camara Tours New Bedford, MA
	Spencer Tours Stamford, CT	Greenspring Tours, Inc. Timonium, MD
Hartline Tours Danville, KY	Gadabout Tours, Inc. Palm Springs, CA	Group Tours, Inc. St. Louis, MO
Per-Flo Tours Inc. Goldsboro, NC	Chi-Am Tours, Inc. New York, NY	Freedom Tours Long Island City, NY
Vermont Transit Co., Inc. Burlington, VT	Country Squire Tours Hyannis, MA	Aquila Tours Saint John, New Brunswick Canada
Seniority Adventures Houston, TX	Bob's Travelway Tours Berlin, CT	
Morgan Tours S. Deerfield, MA		
TOURCO Hyannis, MA		
Domenico Tours Bayonne, NJ		
Phyllis Tours and Travel Levittown, NY		
Duke Tours Glastonbury, CT		
Mayflower Tours Downers Grove, IL		
Holland America Line/Westours Seattle, WA		

AAA Travel Agency/Minneapolis Minneapolis, MN	Hospitality Tours Hyannis, MA	Sillery, (Quebec City) Quebec Canada
Educational Travel Consultants Hendersonville, NC	Aristocrat Tours, Inc. Poughkeepsie, NY	Landmark Tours West Granby, CT
Asian American New York, NY	Conway Tours Cumberland, RI	Zifi Trips, Inc. Valley Cottage, NY
Collette Tours Pawtucket, RI	Fargo Tours, Inc. South Yarmouth, MA	Michaud Bus Lines Salem, MA
Carousel Travel Nashville, TN	Cape Escape Custom Tours Cape May Court House, NJ	Miles With Smiles tours Fargo, ND
Quaboag Travelers Tours Warren, MA	Brown Coach Fonda, NY	Travel Spectrum Richmond, VA
Wisconsin Coach Tours Waukesha, WI	Yankee Lines Boston, MA	Pied Piper Tours Chappaqua, NY
<b>AMERICAN BUS ASSOCIATION Montreal December, 1993</b>	Grand View Tours Springfield, PA	Riley's Bus & Tours Murdock, MN
Susse Chalet Tours Wilton, NH	Dattco New Britain, CT	Quality Tour & Travel Glassboro, NJ
Bollman Charter Service, Inc. Everett, PA	Christian Tours Newton, NC	Yankee Trails Holiday Tours Rensselaer, NY
Jefferson Tours Minneapolis, MN	Autobus Location Tour Montreal, Quebec Canada	Lenzner Tour and Travel Sewickley, PA
Tower Bus Mt. Clemons, MI	Classic Tours Lakewood, NJ	Price Bus Lines Scranton, PA
Conestoga Tours Lancaster, PA	Towne Coach Tours Brentwood, NY	TOURCO Hyannis, MA
Hubers Bus Service Glen Burnie, MD	Klein Tours Douglassville, PA	Utica-Rome Bus Company Clinton, NY
	White Star Tours Candiac, Quebec Canada	Premier Coach Co. Colchester, VT
	R.C.G. Tours	

**ONTARIO  
MOTORCOACH  
ASSOCIATION  
HAMILTON, ONTARIO  
NOVEMBER, 1993**

Fun Time Travel  
Oshawa, Ontario

Mary Morton Tours  
Toronto, Ontario

Travac Inc.  
Ottawa, Ontario

Prestige Tours  
Hamilton, Ontario

TPT Canada  
Vancouver, BC

Trius Tours Ltd.  
Fredericton, NB

Seeley's Bus Service  
Kempville, Ontario

Goliger's Travel  
Kitchner, Ontario

Time of Your Life Tours  
Willowdale, Ontario

All Star Tours, Inc.  
Cambridge, Ontario

Queensway Tours  
Nepean, Ontario

St. Lawrence Tours  
Kemptville, Ontario

## Appendix IV - Regional Programs

### MTPP (Spring 1993 Awards)

**Kennebec Valley Tourism Council** received \$3,000 to produce a bilingual shopping guide for the Waterville area and out-of-state advertising in Canada.

**Katahdin Region Tourism Council** received \$3,891 to produce an area guidebook.

**Mid-Coast Economic Development Council** received \$3,500 to attend summer holiday consumer show in Montreal, Canada.

**Friends of the Maine State Museum** received \$4,000 to produce an area cultural guide.

**Maine Nordic Ski Council** received \$1,400 to advertise via print and television to the Maine market.

**Bethel Area Chamber of Commerce** received \$1,250 to attend the Toronto Travel and Leisure Show.

**Maine Maritime Museum** received \$1,725 to expand marketing into the group tour market.

**Waldo County Tourism Council** received \$1,287 to produce a one-page, double-sided marketing piece for Waldo County including map and other attractions.

**Lewiston/Auburn Chamber of Commerce** received \$1,000 to promote a hot air balloon festival and public relations for the same.

**Bangor 2000** received \$2,500 to promote shopping in Bangor to the Canadian market.

**Jackman/Moose River Chamber of Commerce** received \$1,447 to attend out-of-state trade shows and production of video tape.

**Total:**            \$25,000

**Maine Tourism Partnership Program  
(Fall, 1993 Awards)  
(New Marketing Allocation)**

**Large Grants \$5,000 - \$50,000:**

**Ski Maine Association** received \$44,000 for a multi-phased advertising and promotional campaign in the maintenance markets including direct mail.

**Northern Maine Development Commission** received \$31,900 to promote snowmobiling for winter 1993 using print, television, radio and trade shows.

**Washington County Promotions Board** received \$16,600 to do image advertising for the Washington County region thru co-op in state lure pieces.

**Rangeley Lakes Region Chamber of Commerce** received \$35,000 to do TV image campaign in the Boston and Central New England including media buys and public relations.

**Mid-Coast Economic Development Council** received \$35,000 for target marketing in the maintenance markets of Boston and Central New England including media buys and public relations.

**Mid-Coast Economic Development Council** received \$27,100 for multi-media advertising campaign in Boston and southern Maine markets.

**Belfast Area Chamber of Commerce** received \$18,700 for a joint promotion of Belfast, Searsport and Bucksport region selling packages of cultural and special activities as well as accommodations.

**Raft Maine Association** received \$10,000 for direct media buys in the skiing market to promote spring rafting.

**Portland/Downtown, Kittery Outlet and Freeport Shopping Coalition** received \$25,000 to promote shopping and overnight stays in the Boston maintenance market.

**Bar Harbor Chamber of Commerce** received \$25,000 to promote the region in the Boston and New York markets.

**York County Coalition of Chambers** received \$15,000 to develop a brochure and attend consumer marketing shows in Southern New England, New York, and New Jersey.

**Rockland/Thomaston Chamber of Commerce** received \$10,000 to do promotions surrounding the Rockland Lobster Festival.

**Bangor Convention and Visitors Bureau** received \$25,000 to do regional promotion for the Bangor, Bar Harbor, Ellsworth, Millinocket and Greenville Chambers of Commerce producing guidebook and specific target marketing in Washington, D.C. area.

**Maine Lakes and Mountains Tourism Council** received \$2,800 for attending the Vacation World Travel Show.

**Maine Campground Owners Association** received \$30,000 to produce an increased print-run of Campground Owners Guide and attend new trade shows as well as media buys.

**Northern Maine Development Corporation** received \$10,000 to promote the Can-Am Dog Sled Race.

**Maine Innkeepers Association** received \$15,000 to promote Springtime in Maine.

#### **Small Grants \$1,000 - \$5,000**

**Washington County Promotions Board** received \$3,300 to promote the Salmon Festival in Eastport, Maine.

**Ogunquit Chamber of Commerce** received \$5,000 to do image advertising in the Greater New England market.

**Boothbay Harbor Region Chamber of Commerce** received \$5,000 to do target marketing in the Mid-Atlantic Region.

**Maine Lakes and Mountains Tourism Council** received \$1,000 to promote and execute a fall familiarization trip with targeted travel writers.

**St. John Valley Visitors Bureau** received \$4,500 to produce a winter brochure tied in with the Aroostook council on Tourism's snowmobiling campaign.

**Machias Bay Area Chamber of Commerce** received \$2,500 to promote the Maine Blueberry Festival.

**Old Orchard Beach Chamber of Commerce** received \$5,000 to install an 800 line and assist in marketing of Old Orchard Beach region.

**Jackman/Moose River Chamber of Commerce** received \$2,100 to assist placing an ad in the Kennebec Valley Tourism Council's area guidebook.

**Total Grant Amounts:**

- **Large Grants:**           **\$376,600**
- **Small Grants:**       **\$ 28,400**

**TOTAL GRANT:**                               **\$405,000**

The Penobscot Bay Region Invites You to Enjoy  
*An Autumn Adventure in*  
**Maine**  
**\$69\***

PER PERSON PLUS TAX AND GRATUITY

- A 2 1/2 hour foliage excursion on the Belfast & Moosehead Lake Railroad
- Admission to historical Fort Knox and the Penobscot Marine Museum
- A cruise on Penobscot Bay
- \$100 in "Bay Bucks", redeemable at local merchants
- Lodging for 2 at a comfortable motel or Bed & Breakfast
- \*\$69 Sunday thru Thursday  
\$79 Friday and Saturday
- Dinner for two at a fine restaurant

*Enjoy the historic Heritage Trail in the  
 Penobscot Bay Region of Maine...  
 The way life should be!*



BUCKSPORT/SEARSPORT/BELFAST  
 AREA CHAMBERS OF COMMERCE

FOR RESERVATIONS, CALL (207)338-2330

This advertisement is paid in part by funds provided by the  
 Maine Office of Tourism, Department of Economic and Community Development

# EASTPORT SALMON FESTIVAL

SUNDAY, SEPTEMBER 12, 1993

RAIN OR SHINE  
 AT THE BREAKWATER  
 EASTPORT, MAINE



- \* RAFFLE
- \* FISHING DERBY
- \* ENTERTAINMENT
- \* EDUCATIONAL BOOTHS
- \* SEA FARMER'S MARKET \* ARTS & CRAFTS SALE

SALMON BARBECUE from 11am - 5pm

(Barbecue Tickets: \$10.00)



For information on  
 accommodations in  
 Washington County  
 Call  
**1-800-377-9748**

**MAINE**  
 The Way Life Should Be



## **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 1993 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
- 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 1992 to 1993.

#### **Summary and Conclusions**

Decrease in number of visitors at State-Owned Visitor Information Centers: -7.3 %.

Increase in Mail/phone inquiries: 92 % (1993 figure reflects change in reporting procedure)

Increase in state park day visitors and campers: 6.1%

Decrease in number of foreign visitors entering Maine at Houlton, Jackman, Madawaska, Fort Fairfield, Lubec, Calais, Bangor and Portland: -8.4%

Increase in restaurant employment: 3.2 %; lodging employment: 1.9 %.

Increase in passenger traffic on the Maine Turnpike: 1.6 %.

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
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	860,126
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	922,800
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	1,071,544
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	1,011,285
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	995,269
1993	21,546	19,448	20,343	37,520	65,506	91,449	201,304	230,634	120,654	90,386	32,712	21,568	922,802
% diff. 92/93	17.80%	-10.98%	-20.77%	-7.09%	-4.56%	-16.63%	-4.80%	-1.16%	-17.08%	-14.63%	0.09%	0.41%	-7.28%
Telephone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	2,433	1,970	1,954	2,299	2,345	3,559	3,335	2,567	2,955	1,901	1,090	1,162	27,570
% diff. 92/93	3.93%	-19.13%	-43.28%	-21.24%	-38.21%	-37.76%	5.01%	4.56%	244.00%	351.54%	21.52%	126.51%	-4.85%
800# Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
1988	1,163	758	1,493	2,805	5,283	3,761	3,810	5,403	16,274	1,476	1,585	2,866	43,811
1989	2,473	1,505	2,338	4,794	6,039	4,339	3,424	3,319	4,211	1,210	1,237	913	34,889
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	40,291
1991	1,585	1,870	3,540	3,236	11,543	11,418	10,215	8,685	8,032	2,373	1,635	854	64,132
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	63,418
1993*	7,375	6,589	8,113	11,069	13,762	13,306	13,675	20,189	19,293	9,244	5,407	NA	128,022
% diff. 92/93	119.56%	269.34%	103.69%	31.99%	56.60%	16.13%	109.07%	191.20%	143.69%	275.93%	198.73%		101.87%
*1993 data reflect changes in reporting procedures													
Mail Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	3,842	4,979	6,021	4,996	3,691	3,968	3,576	4,495	3,401	3,074	2,953	2,462	47,458
% of diff. 92/93	-18.57%	-6.44%	-8.98%	-6.72%	-3.45%	33.33%	-21.15%	-16.88%	-8.99%	108.12%	-0.51%	-21.82%	-5.24%
Mail/Phone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Nov
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	169,436
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	126,630
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	129,525
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	145,123
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	138,640
1993	13,650	13,538	16,088	18,364	19,798	20,833	20,586	27,251	25,649	14,219	9,450	NA	199,426
% diff., 92/93	31.02%	41.88%	14.56%	10.22%	20.68%	3.38%	44.44%	84.18%	104.98%	226.35%	71.82%		43.84%
*** 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
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
1993	39,775	35,479	49,413	79,430	214,746	322,370	608,372	741,594	439,040	274,988	63,978	39,425	2,908,610
% diff. 92/93	4.99%	-13.54%	-2.51%	-6.55%	15.25%	13.55%	8.44%	16.28%	6.17%	18.56%	-3.85%	0.92%	10.40%
State Park Day Visitors													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	109,227	(included in January figure)			138,283	298,652	525,235	488,990	159,055	89,983	34,919	(Nov + Dec)	1,844,344
% diff. 92/93	10.04%				-0.71%	11.33%	13.08%	7.16%	-8.65%	20.47%	-27.71%		6.94%
State Park Campers													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	218	(included in January figure)			13,097	20,683	76,627	76,271	18,825	1,665	27	(Nov + Dec)	207,413
% diff. 92/93	0.46%				-0.37%	-7.31%	-0.73%	5.70%	-11.05%	-7.71%	440.00%		-0.28%
State Park Day Visitors and Campers													
	JAN	FEB	MAR		MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	109,445	(included in January figure)			151,380	319,335	601,862	565,261	177,880	91,648	34,946	(Nov + Dec)	2,051,757
% diff. 92/93	10.02%				-0.68%	9.89%	11.11%	6.96%	-9.18%	19.80%	-27.66%		6.13%

US Immigration: Selected Alien Border Crossings													
Houlton	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	142,354	100,706	132,778	130,809	142,818	146,652	191,505	176,191	147,961	130,679	110,226	122,620	1,675,299
% diff. 92/93	-2.74%	-4.53%	-12.53%	0.89%	-4.28%	-17.34%	-5.43%	-6.83%	-8.97%	-12.86%	-26.09%	-6.70%	-9.18%
Jackman	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	6,837	7,391	7,758	9,481	15,467	23,926	71,779	45,674	16,695	11,451	9,018	6,349	231,826
% diff. 92/93	-2.34%	6.19%	-4.02%	-5.72%	6.54%	-2.65%	-7.66%	-11.20%	-7.62%	-17.15%	-15.04%	-15.55%	-7.41%
Madawaska	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1988	129,874	132,275	156,215	154,552	187,355	222,395	197,551	181,222	142,989	172,971	150,486	159,740	1,987,625
1989	142,068	137,497	159,627	160,747	187,319	206,029	200,603	168,382	171,523	176,674	167,438	173,232	2,051,139
1990	178,307	166,440	174,443	196,114	191,277	167,356	167,455	181,487	174,637	187,112	171,541	184,843	2,141,012
1991	197,598	159,322	233,916	268,071	302,157	310,650	320,435	322,031	297,446	300,342	257,908	291,035	3,260,911
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	3,139,228
1993	235,413	192,577	234,842	245,988	261,916	260,010	230,103	225,032	198,332	200,631	209,069	203,615	2,697,528
% diff. 92/93	-4.58%	-19.01%	-3.70%	-4.31%	-8.28%	-11.39%	-23.62%	-18.68%	-23.68%	-20.41%	-12.68%	-17.03%	-14.07%
Fort Fairfield	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	52,482	56,892	58,735	65,206	72,608	71,541	75,753	77,879	63,210	68,376	57,159	59,142	778,983
% diff. 92/93	-12.82%	-14.56%	-22.75%	-13.53%	-16.92%	-10.08%	-13.60%	-8.52%	-14.30%	-0.10%	-20.98%	-12.72%	-13.47%
Portland	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1988	143	97	206	199	744	965	1,677	1,849	1,272	660	26	31	7,869
1989	44	45	37	58	539	1,049	1,710	2,096	1,299	742	29	15	7,663
1990	20	27	49	52	819	1,106	1,881	2,370	1,423	1,073	38	21	8,879
1991	36	27	47	26	955	928	1,950	2,252	1,336	855	26	28	8,466
1992	10	15	15	38	969	1,059	1,780	1,801	1,270	759	25	12	7,753
1993	5	12	23	11	937	1,546	1,912	1,979	1,189	573	21	8	8,216
% diff. 92/93	-50.00%	-20.00%	53.33%	-71.05%	-3.30%	45.99%	7.42%	9.88%	-6.38%	-24.51%	-16.00%	-33.33%	5.97%

Bangor	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1993	603	479	448	28	822	1,871	3,723	6,976	2,461	1,366	738	506	20,021
% diff. 92/93	-17.96%	-14.46%	685.96%	-95.39%	0.12%	47.56%	4.90%	53.69%	-50.54%	8.07%	-5.63%	-29.62%	0.72%
* 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
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
1993	41,522	40,088	36,694	41,147	52,136	62,472	73,490	79,903	64,017	51,207	44,869	44,417	631,962
% diff. 92/93	38.49%	32.17%	-3.93%	-12.17%	0.27%	0.18%	-2.83%	-3.93%	-0.98%	-1.74%	-1.50%	3.14%	1.29%
Calais	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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	4,897,186
1993	308,712	285,255	359,145	365,632	396,336	457,872	506,508	524,821	431,593	362,078	320,760	334,670	4,653,382
% diff. 92/93	-16.58%	-8.05%	-3.57%	-7.59%	0.03%	-2.09%	-7.65%	-6.84%	5.34%	-7.61%	-3.78%	-1.03%	-4.98%
US Immigration: TOTAL of Selected Alien Border Crossings													
TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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	1,267,520	1,395,871	1,066,584	1,136,397	1,039,893	994,747	12,209,622
1992	861,077	757,943	890,467	915,376	986,656	1,107,322	1,298,585	1,255,270	994,866	930,347	851,251	834,081	11,683,241
1993	787,928	683,400	830,423	858,302	943,040	1,025,890	1,154,773	1,138,455	925,458	826,361	751,860	771,327	10,697,217
% diff. 92/93	-8.50%	-9.83%	-6.74%	-6.24%	-4.42%	-7.35%	-11.07%	-9.31%	-6.98%	-11.18%	-11.68%	-7.52%	-8.44%

Employment - Restaurant *													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ave. Jan-Dec
1988	26,900	27,100	27,900	30,400	33,100	36,400	39,000	39,300	36,800	36,400	34,300	33,700	33,442
1989	30,600	30,400	31,000	32,900	35,400	39,000	41,600	41,900	38,600	35,600	33,700	33,000	35,308
1990	30,000	29,800	30,700	33,000	35,300	38,800	40,300	37,800	36,200	34,400	31,500	30,300	34,008
1991	27,700	27,200	27,700	30,200	33,100	36,200	38,500	37,700	35,700	33,400	30,400	29,200	32,250
1992	26,900	27,600	27,600	30,000	32,900	36,400	39,200	38,100	36,400	34,600	32,200	31,000	32,742
1993	29,400	29,500	29,200	31,300	34,600	36,100	39,100	39,500	36,700	35,800	32,800	31,600	33,800
% diff. 92/93	9.29%	6.88%	5.80%	4.33%	5.17%	-0.82%	-0.26%	3.67%	0.82%	3.47%	1.86%	1.94%	3.23%
Employment - Lodging *													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ave. Jan-Dec
1988	5,700	5,800	6,000	7,200	8,800	10,900	13,800	14,600	11,600	10,300	8,700	8,200	9,300
1989	6,500	6,500	6,700	7,700	9,200	11,900	14,500	14,900	12,100	10,100	8,000	7,500	9,633
1990	6,200	6,200	6,400	7,300	9,000	11,600	14,200	14,200	11,600	10,000	7,700	6,800	9,267
1991	6,000	6,000	6,200	7,400	8,900	11,200	13,900	14,400	11,600	10,000	7,600	6,700	9,158
1992	5,900	6,600	6,100	7,100	9,000	11,500	13,900	14,300	12,200	10,400	8,000	6,800	9,317
1993	6,100	6,300	6,200	7,300	8,800	11,200	13,700	14,400	12,200	11,100	8,600	8,000	9,492
% diff. 92/93	3.39%	-4.55%	1.64%	2.82%	-2.22%	-2.61%	-1.44%	0.70%	0.00%	6.73%	7.50%	17.65%	1.88%
* Employment figures go through three stages: Estimated, Revised and Final.						1988-91 = Final; 92-93 = Revised or Estimated							
Passenger Vehicles (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1988	1,706	1,637	1,897	2,014	2,311	2,452	3,233	3,229	2,517	2,379	2,140	2,074	27,589
1989	1,784	1,658	1,957	2,027	2,317	2,503	3,198	3,273	2,553	2,417	2,094	1,995	27,774
1990	1,775	1,679	2,028	2,051	2,306	2,512	3,167	3,307	2,455	2,294	2,065	1,919	27,557
1991	1,630	1,656	1,899	1,960	2,276	2,433	3,093	3,298	2,491	2,486	2,215	2,059	27,496
1992	1,723	1,622	2,016	2,106	2,458	2,572	3,325	3,385	2,562	2,496	2,181	2,086	28,532
1993	1,836	1,696	1,887	2,165	2,491	2,578	3,379	3,451	2,624	2,488	2,250	2,146	28,991
% diff. 92/93	6.56%	4.56%	-6.40%	2.80%	1.34%	0.23%	1.62%	1.95%	2.42%	-0.32%	3.16%	2.88%	1.61%
Passenger Vehicles with Trailers (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1988	10	10	10	14	32	35	71	61	36	21	14	9	323
1989	12	13	12	14	30	37	68	60	36	20	14	10	327
1990	13	13	13	15	31	39	66	63	35	19	14	9	330
1991	11	15	11	16	32	39	65	65	35	23	16	11	339
1992	12	19	16	15	36	39	74	70	39	25	17	9	371
1993	13	18	15	14	36	39	76	69	40	25	17	10	372
% diff. 92/93	8.33%	-5.26%	-6.25%	-6.67%	0.00%	0.00%	2.70%	-1.43%	2.56%	0.00%	0.00%	11.11%	0.27%
Total Passenger Traffic (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1988	1,716	1,647	1,907	2,028	2,343	2,487	3,304	3,290	2,553	2,400	2,154	2,083	27,912
1989	1,796	1,672	1,969	2,041	2,347	2,539	3,266	3,332	2,589	2,437	2,108	2,005	28,101
1990	1,788	1,692	2,041	2,066	2,336	2,551	3,232	3,370	2,490	2,313	2,080	1,928	27,887
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	27,835
1992	1,735	1,641	2,032	2,121	2,494	2,611	3,399	3,455	2,601	2,521	2,198	2,095	28,903
1993	1,849	1,714	1,902	2,179	2,527	2,617	3,455	3,520	2,664	2,513	2,267	2,156	29,363
%diff. 92/93	6.57%	4.45%	-6.40%	2.73%	1.32%	0.23%	1.65%	1.88%	2.42%	-0.32%	3.14%	2.91%	1.59%

<b>Portland Airport</b>													
<b>Boardings</b>													
	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Jan-Dec</b>
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
1993	36,557	37,005	42,347	45,990	42,972	50,849	63,377	76,045	56,944	59,014	43,690	40,858	595,648
% diff. 92/93	7.41%	0.17%	5.82%	11.10%	-0.99%	-10.03%	-13.21%	-12.68%	-4.08%	6.87%	11.67%	1.11%	-1.80%
<b>Deplanings</b>													
	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Jan-Dec</b>
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
1993	34,582	35,423	42,276	47,274	47,740	55,308	69,728	67,797	56,203	55,470	43,199	42,092	597,092
% diff. 92/93	11.34%	-2.33%	7.03%	18.56%	2.20%	-13.60%	-11.67%	-12.39%	-1.60%	8.67%	11.51%	4.56%	-0.64%
<b>Bangor Airport</b>													
<b>Boardings</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Jan-Dec</b>
1988	11,207	12,145	14,846	15,184	12,333	15,062	19,184	24,249	17,368	16,612	12,832	13,110	184,132
1989	12,161	12,939	16,235	14,041	13,497	17,230	22,835	24,927	18,410	17,714	13,914	13,860	197,763
1990	12,227	11,963	15,587	14,985	13,161	15,862	22,962	27,083	18,866	17,795	13,534	13,851	197,876
1991	12,901	12,737	14,450	15,072	14,790	17,069	25,632	28,613	20,425	18,840	13,028	15,891	209,448
1992	13,048	14,537	14,638	17,840	14,240	19,520	26,530	33,165	23,251	19,980	13,661	14,515	224,925
1993	12,613	13,908	15,025	14,189	15,804	19,653	25,700	32,794	20,914	20,270	14,244	13,836	218,950
% diff. 92/93	-3.33%	-4.33%	2.64%	-20.47%	10.98%	0.68%	-3.13%	-1.12%	-10.05%	1.45%	4.27%	-4.68%	-2.66%
<b>Deplanings</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>Jan-Jun</b>
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	76,341
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	83,736
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	89,700
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	93,084
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	93,888
1993	12,040	12,496	16,049	17,705	18,556	22,355	29,133	29,093	20,608	18,236	14,477	14,613	99,201
% diff. 92/93	-5.29%	3.93%	1.33%	14.71%	18.57%	0.58%	0.76%	-6.79%	-0.38%	1.44%	5.21%	9.72%	5.66%

## **VI. Miscellaneous**

### **Unity Dinner:**

Tourism industry employees were honored at the Unity Dinner held at The Senator in Augusta. In addition, H. Carleton Sanford of the Maine Restaurant Association was presented the Kathryn M. Weare Award. Winners were:

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

**R. Carleton Sanford**  
Maine Restaurant Association

\*\*\*\*\*

Outstanding Recreation Employee of the Year

**Martha Bradley**  
Sugarloaf USA  
Carrabassett Valley

\*\*\*\*\*

Outstanding Public Service Employee of the Year

**Mel Read**  
Maine Publicity Bureau  
Hallowell

\*\*\*\*\*

Outstanding Accommodations Employee of the Year

**Darlene Ratte**  
Holiday Inn  
Waterville

\*\*\*\*\*

Outstanding Food Service Employee of the Year

**Richard "Dick" Bishop**  
Bangor Airport Marriott  
Bangor

\*\*\*\*\*

Outstanding Transportation Employee of the Year

**Elizabeth and Charles Tupper**  
Visitors and Convention Bureau  
Portland





# Why a regional approach to tourism makes sense

8:30 - 9:30 AM .....	Registration and Continental Breakfast
9:30 AM .....	Welcome, Michael W. Aube Commissioner, Department of Economic and Community Development
9:45 - 11:00 AM .....	The Basics ... Research, Infrastructure and the Market
11:00 - 11:15 AM .....	Refreshments
11:15 - 12:30 PM .....	Selling Your Region ... Packaging, Marketing and Fulfillment
12:30- 2:00 PM .....	Lunch and Entertainment
2:15 - 3:45 PM .....	Partnerships ... The State, Your Region and You
3:45 - 4:00 PM .....	Wrap up
6:00 - 7:00 PM .....	Champagne Reception to Honor Award Nominees
7:00 PM .....	Dinner and Presentations

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## Appendix VI - Film Office

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

A total of 40 productions spent more than \$1 million in Maine during 1993. This included six feature films, 15 television shows and specials, and four commercials, four still ads and 11 miscellaneous projects. They included:

#### **Feature film:**

*Forrest Gump*  
*Iron Will*  
*The Stand* (establishing shots)  
*The Good Son* (establishing shots)  
*Look Who's Talking Now* (trailer)

#### **Television Shows:**

TV special on May Sarton  
Live from AT&T Bell Labs  
CNN Daybreak (Japanese TV)  
Bon Voyage (Irish TV)  
Rescue 911 (six)  
Real Stories of the Highway Patrol  
Disney Channel show on Maine writer  
Sailing  
The Crusaders  
Homecoming

#### **Commercials:**

Poland Springs  
Red Lobster  
Bennigan's  
Portland law firm

#### **Still Ads:**

Country Living magazine  
Toth Design  
Ray Ban  
Rich's Department Store catalog

#### **Miscellaneous:**

*Wolf* (feature film scouted but not filmed in Maine)  
Documentary on a Maine M.D.'s cancer treatment program  
Educational video on Maine's cranberry bogs  
IBM industrial video  
Wave industrial video  
MBNA industrial video  
Colby College industrial video  
*To See With the Eyes of Eagles* (independent short film)  
*Ruff Edges* (independent video)  
The Nature Studio stock footage  
*Who Will Say Kaddish For Shapiro?* independent short film  
Acadia Beer (commercial scouted but not filmed in Maine)

## **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 1993. (Asterisks denote towns where filming took place.)

*Acadia Park	Cundy's Harbor	Newcastle	South Paris
Alfred	*Cutler	Newfield	South Portland
Allagash	Damariscotta	*New Sweden	Southwest
Appleton	Deer Isle	Northeast	Harbor
Auburn	*Dover-	Harbor	Spruce Harbor
*Augusta	Foxcroft	Northport	Stonington
Bailey Island	Eagle Lake	Norway	Stratton
*Bangor	East Boothbay	* Ogunquit	Strong
*Bar Harbor	Eastport	Old Orchard	Tenants Harbor
Bass Harbor	Ellsworth	Beach	Thomaston
Bath	*Eustis	*Orrington	*Union
Bayside	Exeter	Orr's Island	Vassalboro
Beal Island	Farmington	Owl's Head	Waldoboro
*Belfast	Fort Kent	Patten	Warren
Belgrade Lakes	*Freeport	Pemaquid	*Walpole
Bernard	Friendship	*Penobscot	*Waterville
Berwick	*Gardiner	Township	Weld
Bethel	Great Wass	*Passama-	Wells
Biddeford	Island	quoddy	West Paris
*Bingham	Greenville	Township	Westbrook
Blue Hill	*Hallowell	Phillips	Wiscasset
*Boothbay	Harrison	Pittsfield	* Yarmouth
*Boothbay	Island Falls	Port Clyde	*York
Harbor	Isleboro	*Portland	
Brewer	Jackman	*Presque Isle	
Bridgton	*Jonesport	Prouts Neck	
Bristol	*Kennebunk	*Rangeley	
Brooklin	*Kennebunk-	*Rockland	
Brooks	port	Rockport	
Brunswick	*Kingfield	Round Pond	
Bucksport	Kittery	Rumford	
*Camden	Lewiston	Saco	
*Cape Elizabeth	*Lincolnville	Sanford	
Cape Porpoise	*Livermore	*Scarborough	
Carrabasset	Falls	Sebago Lake	
Valley	Lubec	Shapleigh	
Caribou	*Machias	Sherman Mills	
Castine	Mars Hill	Skowhegan	
Chesuncook	Millinocket	Solon	
Village	Monhegan	South Bristol	
Christmas Cove	*Moxie Gore	South	
Corea	Naples	Harpwell	



Will Stoneman (Mackenzie Astin) is a brave and determined young man with an impossible dream who sets out on a perilous dog sled race in order to win the money to attend college and save his family farm from financial ruin. A scrappy kid who is half the size and 10 years younger than any of his competitors, Will must somehow find the strength and courage to complete the race, in Walt Disney Pictures' live-action adventure, "Iron Will." Kevin Spacey and David Ogden Stiers also star. A Walt Disney Pictures presentation, "Iron Will" is directed by Charles Haid, from a screenplay written by John Michael Hayes and Djordje Milicevic and Jeff Arch. The producers are Patrick Palmer and Robert Schwartz. The co-producers are James Ployhar and George Zepp. Buena Vista Pictures distributes.

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