

MAINE STATE LEGISLATURE

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MAINE

The Way Life Should Be

Annual Report

The Maine Office of Tourism,
Department of Economic and Community Development
and
The Maine Tourism Commission
and
The Maine Film Commission
to
The Honorable Governor Angus S. King, Jr.
and
The 117th Legislature

April 25, 1995

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Office of Tourism : Annual Report, 1994

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I. MARKETING

During the second year of the biennium, we continued to implement the two-year plan developed for the Tourism Marketing and Development Fund in July of 1993. The marketing program focused on three distinct markets: the "Day's Drive" market encompassing Southern New England and New York City; the "Development" market including major metropolitan areas in the Mid-Atlantic region from New York to Washington, D.C.; and the "Overseas" market which includes the United Kingdom, Germany, France and Japan. The continuing decline in the number of visitors from Canada reinforced our belief that it is necessary to develop new markets until such times as there are improvements in the Canadian economy. forecasts from the United States Travel and Tourism Administration and Statistics Canada predict this will not occur until 1996 at the earliest.

In February, we introduced a new four-color print summer advertising campaign in the Mid-Atlantic region. Developed by our marketing agency, LSM/New England Group, the campaign entitled "Maine Mystique" was based on a significant amount of research conducted by both Pan Atlantic Consultants of Portland, and Intermarket Research, Inc., of New York. Two focus groups were held in Philadelphia and 75 one-on-one interviews were held. This research yielded valuable information that allowed us to develop the most successful campaign in the state's history. Studies conducted by Strategic Marketing Research, Inc., at the end of the summer, showed the campaign produced \$37 million in spending by visitors who made the decision to visit Maine based on the advertising and subsequent information received from the state. (Appendix Page 3)

A second new campaign was developed and implemented for the fall of 1994. Once again, the results were dramatic. Although a much shorter season, \$5.6 million in new visitor spending was achieved.

Our efforts in the near market within a day's drive of the state's borders were supported by the Impulse Traveler Program and regional efforts funded by the Maine Tourism Partnership Program. While many areas noticed a significant decline in the number of Canadian visitors, the spectacular fall weather contributed to a strong season that extended well beyond the traditional cut-off in mid-October.

Overseas arrivals continued to show growth. Discover New England, our international marketing consortium of the six New England states, conducted travel agent training programs in the United Kingdom and France. The group also continued to work with the overseas travel trade to produce more programs that include New England. Our public relations firms in London and Paris continued to develop articles for publication in the European travel trade and consumer press and to invite travel writers to New England to produce their own pieces. While data on actual visitation lags, increased numbers of foreign visitors throughout the state were reported.

A. Advertising

Summer Campaign 1994

The data gathered by pretesting the "Maine Mystique" campaign was helpful in designing the final advertisements. The primary communication objectives of the new creative were to make Maine a more relevant spring and summer vacation destination for travelers who are not actively considering Maine, and to create a sense of urgency for those travelers who had.

Ultimately the summer campaign consisted of four color advertisements in various sizes and a small black and white brochure-page advertisement (Appendix Page 4).

In an effort to attract the sailing market, a targeted newsletter and a letter from the Governor was mailed to all commodores and marina managers from Maine to Maryland. A follow-up mailing, including a letter from the Director of Tourism and copies of Down East's special supplement "Boating Down East," was sent a few weeks later.

Spring/Summer Placements 1994:

- Annual Guides:
 - Yankee Travel Guide
 - Woodall's 1994 Campground Directory
- Four-color advertisements in monthly magazine:
 - Time, one insertion
 - NYT - Sophisticated Traveler, one insertion
 - Travel & Leisure, two insertions
 - AAA World, two insertions
 - AAA Motorist, two insertions
 - National Geographic Traveler, two insertions
 - Endless Vacation, two insertions
 - Yankee, two insertions
 - Field & Stream/Outdoor Life, two insertions
 - Country Living, two insertions
 - Country Home, two insertions
 - Better Homes & Gardens, one insertion
- Black and white advertisements in newspapers & magazines:
 - The New Yorker, one insertion
 - New York Times, two insertions
 - Long Island/New York Newsday, one insertion
 - New Jersey Star Ledger/Trenton Times, three insertions
 - Washington Post, three insertions
 - The Journal Network, three insertions
 - L.I. Community Newspapers, three insertions

Beacon Publications, three insertions
Worrall Community Newspapers, three insertions
Forbes Newspaper Group, three insertions

Summer Impulse Traveler Program 1994

This campaign targeted the Boston market where most of Maine's impulse travelers originate. The ad featured a "Frequent Stay" concept encouraging visitors to experience new activities, travel to different regions, and invited the reader to request a promotional brochure. The brochure featured special packages from participating properties, a summer calendar of events and a sweepstakes promotion.

To be entered into the drawings for a free Maine vacation, a visitor was required to stay a minimum of one night in two or more regions. The prize options were as follows:

- **Explorer Level** (Grand Prize) required a stay in four regions to qualify for a one week vacation for two that would include some meals, theater tickets, boating and sightseeing excursions.
- **Adventurer Level** (Second Prize) required a stay in three regions to qualify for a one-week vacation for two.
- **Discovery Level** (Third Prize) required a stay in two regions to qualify for a weekend trip for two.

The sweepstakes deadline was September 15, 1994 and the drawing was held on October 15, 1994.

Summer Impulse Program Placement 1994:

- Black and white newspaper advertisements:
Boston Globe, 8 insertions
The TAB, 4 insertions

Fall Campaign 1994

Our commitment to increasing fall visitation from the mid-Atlantic market was strengthened by the strong conversion results of the summer campaign. Many of the magazines that demonstrated a low cost per inquiry for the summer were also incorporated into the fall media plan. Details on the conversion research can be found in the "Research" section.

To create a sense of continuity with the summer campaign, a new fall ad was designed to target a slightly older audience (Appendix Page 5). The creative indicates there is more to do in the fall than simply view the foliage. The small brochure-page advertisements were also incorporated into the media plan and prominently featured the fall response piece.

The fall tourism promotion was expanded by leveraging state dollars with private sector monies. With our assistance and a \$10,000 commitment, American Express produced and placed a television ad promoting fall visitation in the Boston, Rhode Island and New York markets. The spots aired the last two weeks of August and dovetailed into our print media buy in the same market. A full page ad was placed in Down East's special fall supplement entitled "Down East Trips." In return, Down East printed an additional 75,000 copies and inserted them into newspapers in Greenwich and Stamford, Connecticut. These areas are prime New York City suburbs, where residents have the income, available transportation and predisposition to travel to Maine.

Fall Placements 1994:

- Four color and black & white advertisements in monthly magazines:
Yankee, two insertions, one in black & white
AAA World, one insertion
Down East Trips, one insertion
Country Living, one insertion, black & white
Better Homes and Gardens, one insertion
Ladies Home Journal, one insertion, black & white
Gourmet, one insertion, black & white
The New Yorker, one insertion, black & white
- Black and white advertisements in newspapers:
New York Times, three insertions
NYT Sophisticated Traveler, one insertion
Washington Post, three insertions
New Jersey Star Ledger/Trenton Times, two insertions

Winter Campaign 1994-95:

The tracking research for last winter's campaign revealed our targeted advertisements resulted in very high cost per inquiry, and a greater return could be achieved by advertising in more broadbased publications. After consulting with the state associations that represent winter sports, we decided to revamp an existing ad highlighting all of the winter activities Maine has to offer (Appendix Page 6).

We also took advantage of two targeted Christmas supplements offered by Down East and Yankee magazines.

Winter Placements 1994-95:

- Four-color advertisements in magazines:
Down East Christmas Supplement, one insertion
Yankee Christmas in New England, one insertion
Snow Country, four insertions

- Black and white advertisements in magazines and newspapers:
Country Home, one insertion
AAA World, one insertion
Yankee, two insertions
Gourmet, one insertion
AAA Motorist, one insertion
New York Times, two insertions

B. 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.

Many editorial objectives were administered by the Marketing Services Contract, while efforts to seek unique public relations opportunities were consistently sought by Office staff and members of the advertising agency..

Under the Marketing Services Contract, free-lance writers continued to produce articles on a monthly basis. The articles continued to highlight interesting events and topics of interest to potential visitors. A successful program to place these articles in newspapers, magazines and trade publications continued, and a variety of distribution methods were used. 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 selected news wire services such as PR Newswire, and Knight Ridder

Other editorial components included:

- Working with national and international travel writers through familiarization tours in an effort to have them write articles for newspapers and magazines.
- Articles continued to be translated and distributed in Europe by our 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 expanded during 1994. In addition to in-flight magazines and other trade publications, AAA Maine magazine printed Maine articles in each edition during the year, and AAA World reproduced several of those articles. (Appendix Page 9)

Marketing Newsletters

A series of special-interest newsletters were produced and distributed during 1994. The newsletters were designed to be sent to individuals and households interested in a specific activity. Each of the newsletters was produced in cooperation with an association involved in the activity.

Newsletters were published on whitewater rafting, sailing, biking, cross-county skiing, downhill skiing and snowmobiling. More than 15,000 of each were distributed to such organizations as college outdoor clubs, ski clubs, bicycle shops, and commodores and marinas on the East coast. (Appendix Page 10)

Future plans are to produce newsletters on outlet shopping, windjammer cruises and museums of Maine.

C. International Marketing

Maine and the other New England states continued to support Discover New England, a nonprofit international marketing organization, and its programs. This cooperative venture has proven to be very successful for New England when competing in the international tourism arena. International travel is still growing much faster than the domestic market and yields a far greater economic impact. Foreign visitors spend eight times more than U.S. tourists.

Discover New England's targeted programs in the United Kingdom and France continued as a result of the three year Regional Marketing Development Partnership grant that was awarded by the United States Travel & Tourism Administration in January of 1993.

The success of New England's efforts will be measured by the increase in international arrivals. Although the final figures are not yet available, preliminary reports from USTTA for calendar year 1993 show enormous jumps (over 50%) for New Hampshire and Maine, and over 30% growth for Rhode Island and Vermont. Anecdotal reports from tour operators, both here and abroad, indicate strong support for Discover New England's programs and an increasing awareness of New England as a desirable destination for international visitors.

Discover New England extended its representation contracts with Boston Fox Tighe (UK) and Atlantic Associates (France) and continued to actively distribute stories about New England and cultivate press contacts to further publicize the region.

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:

- Cube, London, England (March)
33 leads generated.
- Pow Wow USA, Miami, Florida (May)
97 leads generated.
- Pow Wow Europe, Milan, Italy (October),
and Top Resa, Deauville, France (October)
44 leads generated.
- World Travel Market, London, England (November)
174 leads generated.

Tour Operator Program:

One year ago, more than 100 New England receptive tour operators were contacted and invited to submit itineraries for Discover New England's consideration as official receptive operators for the international travel trade. To date three receptive operators have been approved by the board: Tourco, North American Travel Company and Destinations (sic). All three companies were required to add major New England product, including expanded inn and resort itineraries.

Collateral Materials:

In order to better service international requests, Maine's international travel brochure was reprinted in Japanese and Italian (Appendix Page 12).

In response to requests from the travel trade, Discover New England produced a New England poster to assist them with selling the region.

Special Promotions/Advertising Opportunities:

- Discover New England hosted the first ever annual New England Clambake during POW WOW, attracting over 50 key United Kingdom and French travel trade buyers and partners to the function. Since this event was so successful, DNE is committed to host this function at POW WOW 1995.
- Discover New England coordinated New England's ad in the new USTTA guidebook, The USA Holiday Planner, with a circulation of 3.5 million in 15 countries. To date DNE has received 2,328 inquiries. Maine also advertised in this publication and received 1,548 inquiries from 36 countries during 1994.

Travel Agent Training:

Discover New England executed an extensive series of travel agent training seminars in partnership with Northwest Airlines in London, Birmingham, Manchester and Glasgow. More than 225 key UK travel agents received training.

New England also participated in USTTA's Cultural Seminars for travel agents in Paris, Marseilles, Bordeaux, Madrid and Barcelona. More than 300 prominent travel agents received training.

DNE Familiarization Tours:

UNITED KINGDOM:

David Rose, Northwest Airlines
William Dale, Sunday Times Ski Directory and A-Z Ski Guide
Kathy Arnold, Charming Small Hotels, New England
Blue Peter, British Broadcasting Corporation
John Brunton, Sunday Mail's You Magazine (UK) and Voici Magazine (France)

FRANCE:

Ferande Landon, Jetset Voyages
Dominique dela Tour, L'Echo Touristique
Northwest Airlines/5 French journalists-ski familiarization trip
V. Colombani and photographer, Famille Magazine
Marie-France Boyer and Van Terescsthenko, freelance

GERMANY:

Morton Radkai, Spotlight, Kelett Verlag & Nelles Guide
ADAC, AAA type tour operator, 15 agents
Christine Metzger, DuMont Guide to New England
USTTA/Northwest Media trip, six writers

ITALY:

Caleido Scopio, tour operator with 9 travel agents
Ivana Cozzuto, Teorema Tours in Milan
Marco Stoppato, Gulliver Magazine
Mariateresa Montaruli, Weekend Viaggi

JAPAN:

Osaka Chamber of Commerce, 20 members

D. Trade Initiatives

1. Motorcoach/Group Tour

While the number of group tour visitors continued to decline overall during 1994 due to the faltering economy, we were encouraged during the Fall season as the number of motorcoach visitors increased to pre-recessionary levels. Maine continues to retain its position of ranking 25th in the nation for motorcoach business, according to National Tour Association studies.

We participated in two motorcoach trade shows: the National Tour Association in Dallas, and the American Bus Association in Fort Lauderdale, during November and December. We met with more than 90 tour operators from across the United States and Canada and returned with a significant list of inquiries to distribute to Maine's tourism industry.

In an effort to serve the increased number of businesses in Maine involved in the group tour industry, the Marketing Services Contract includes a component to conduct personal follow-up calls to each tour operator we visited at National Tour Association and American Bus Association. This attention has generated specific leads to Maine's group tour industry and insured a quicker return on investment.

2. Meetings and Conferences

The Department awarded grants to the Convention and Visitor Bureaus of Greater Portland and Bangor and to the Chambers of Commerce in Augusta and Bar Harbor to attend trade shows in conjunction with the New England Society of CVBs. as well as other selected regional meeting and conference shows

The grantees attended shows such as "Small Meeting Trade Show" in New York, N.Y., "Affordable Meetings" in Washington, D.C., and "Springtime in the Park" for the Greater Washington Society of Association Executives in Washington, D.C. As a result of attending these and other shows, leads were developed and distributed to their respective members.

While most grant projects are still in progress a sampling of the Greater Portland Convention and Visitors Bureau work shows:

Leads generated:

- 267

Bookings from leads:

- 181 (93% increase over 1993)

Economic Impact from bookings:

- \$11.7 million (80% increase over 1993)

Because of demands on the Department's Tourism budget due to increased fulfillment obligations, the program with Meetings and Conference support had to be discontinued in the Fall of 1994. While this will restrict the progress of the grantees in the future, all are committed to continuing their efforts in the meetings and conference market.

E. Miscellaneous Activities

Pennsylvania Bus Association

The Office of Tourism and the Greater Portland Convention and Visitors Bureau spearheaded an effort that attracted sponsors from all segments of the tourism industry and all regions of the State to host the Pennsylvania Bus Association's Annual Meeting. Maine faced competition from other destinations to host the Association that represents more than 900 motorcoach operators and suppliers.

The meeting was held from June 18-June 22. The Portland Museum of Art was the setting for the opening night reception. Arriving Pennsylvanians were heralded by the brass section of the Portland Symphony Orchestra. Highlights of the five-day itinerary included visits to south coast attractions, Kittery shopping outlets, L.L. Bean, Maine Maritime Museum, a mid-coast Wyeth country tour, and a Casco Bay clambake complete with fireboats and a fife and drum corps.

Motorcoach groups from Pennsylvania spent \$13 million in Maine during 1993. (Appendix Page 13)

Outdoor Writers' Association of America

900 members of the Outdoor Writers' Association of America held their annual meeting at the University of Maine in Orono in June of 1994. This special event was conducted with the help and involvement of the Department of Inland Fisheries and Wildlife, the Bangor Convention and Visitors Bureau, the University of Maine, LL Bean, and other private sector supporters. As a result of this conference, several articles about Maine's outdoor experience have been written and produced across the country.

Following the conference, the Department sent a mailing to the members of OWAA to ascertain their interest in receiving more information about Maine, and assistance in preparing stories. More than 300 members replied in the affirmative and noted their enthusiasm for Maine as a result of attending the conference. While it is still too early to quantify the impact of the conference on the State as a whole, it is expected the stories

generated will be in excess of \$25 million dollars when compared to purchasing equivalent advertising space.

The direct benefit to the Greater Bangor area is estimated at \$894,600 (\$142/day x 7 days x 900 attendees). In addition, many OWAA members spent additional days and weeks in the area.

National Tour Association Tour Operator Retreat, Bar Harbor, Maine, June 22-25, 1995

The National Tour Association announced in May 1994 that it will hold its' annual tour operator retreat in Bar Harbor from June 22 through June 25, 1995. More than 150 tour operators from the entire United States are expected to attend. Pre- and post-familiarization tours will be offered and all regions of the State will participate.

Photography Requests

More than 165 requests were fulfilled during 1994 for photography and slides. Many are used in publications that promote Maine by featuring the destination or by selling it as a vacation option through their travel company.

II. VISITOR INFORMATION

The state's Visitor Information Program continues to be an effective means of communicating with potential visitors and those already traveling 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.

The Department contracts with the Maine Publicity Bureau to implement and carry out these functions. Among the services the Bureau is 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 often results in visitors expanding their travels to new regions, or even relocating to live here.

During 1994, the Visitor Information Program responded to 269,102 requests for travel information via the mail and telephone fulfillment contract (a 34% increase over 1993), and 877,895 walk-in visitors through the information center contract (a 6% decrease from 1993).

The decrease in Information Center traffic was due in part to the dramatic reduction of Canadian visitors to Maine. Additionally, the south-bound Hampden center was closed for part of the year because of Department budget constraints and contractor costs.

III. 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 continued its expanded Maine Tourism Partnership Program. In addition to the MTPP, the Department offered a Technical Assistance Program through a grant from 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 1994, the Department awarded 21 grants totalling \$168,000; \$30,000 was awarded to nine organizations with grants ranging in size from \$2,250 to \$5,000 and \$138,000 was awarded to nine organizations with grant amounts ranging from \$5,000 to \$26,900. Projects included a variety of activities: brochure production and distribution, advertising, festival and event promotion and attendance at trade shows. (Appendix Pages 14-15)

In July 1993, 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-drive market are looking for local and regional information and point-of-sale promotions. The program allows the state to engage in marketing activities in partnership with those at the local level to leverage state funds and stimulate local business.

Though 1994 saw a decrease of available funds for programs such as MTPP, the Department continued the program because of the success of many of the projects funded in 1993. Examples of successful projects include the Rangeley Lakes Region Chamber of Commerce and the Kennebec Valley Tourism Council. These programs reflected a 20% and 15% increase in local tourism expenditures respectively.

B. External Grants

1. 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.

During 1994 the Department, in cooperation with the Basketmakers and the Arts Commission, established a kiosk at the Bangor International Airport (BIA) highlighting basket styles, information on the tradition of Indian Basketmaking in Maine, and resources for acquiring baskets. The kiosk targets international travelers, many of whom pass through BIA and have a strong interest in Indian culture. As a result of the kiosk exhibit, opened in July 1994, more than 75 inquiries have been received by the Maine Indian Basketmaker Alliance for information on baskets and Maine tribal communities. The Office also assisted with the design of some basic marketing tools, an informational card and poster to be used by the Basketmakers Alliance in promoting its product. (See Appendix Page)

The Office is now working to develop market awareness through media relations and portfolio development. 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.

2. Economic Development Administration/Technical Assistance Grant

Through a grant from the Economic Development Administration, we implemented a year-long test program to expand the delivery system that provides technical assistance within the tourism industry. Based on the 1989 Tourism Development Plans conducted by Maine's eight tourism regions, a technical assistance manual, seminar and library were created to address the areas of development, management and marketing. (Appendix Page 16)

During the first half of 1994, six regional forums were held. Input was solicited from organizational providers to the tourism industry on what should be included in the manual and at the seminar. Suggestions on course length, location, instructors, participants and content were compiled and used when we developed the following program components:

A: Technical Assistance Manual

Based on information requested from all 50 states, 45 industry organizations and 35 research and educational institutions, our contractor wrote the technical assistance manual. In addition to comprehensive bibliographies listing technical resources, the manual is designed as a tool kit of "how tos" on fund raising, grant writing, festival planning, strategic planning, managing growth, regional collaboration, visitor services, tour packaging

and international marketing. More than 100 manuals have been distributed.

B. Technical Assistance Seminar

"Building Regional Tourism - A Workshop" was held in Waterville from Nov. 1-3. Consistent with the format developed for the entire project, Day One addressed development, Day Two management, and Day Three, marketing. In addition to nationally recognized leaders in the field of heritage and eco-tourism, 16 experts presented ideas, tips and advice on a comprehensive agenda of tourism issues, combined with several first-person accounts of Maine tourism success stories.

Approximately 70 registrants attended. They included town managers, town planners, economic developers, chambers of commerce executives, regional tourism organization representatives, trade association executives, cooperative extension agents and tourism business owners. Scholarships were offered to all non-profit entities. This insured attendance from all regions and industry sectors within the state.

A video of the seminar may be borrowed from the Office of Tourism.

C. Technical Assistance Library

The backbone of the Technical Assistance Library is made up of 42 volumes covering all aspects of development, management and marketing. The State Library is in the process of cataloging the volumes and placing them in the inter-library loan system. That will enable every "local" library access to each volume. Based on circulation, the State Library will purchase additional volumes in an effort to insure perpetuation of the collection.

IV. 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.

The studies conducted during 1994 included:

A: Strategy Development Study

Based on the goal of increasing visitation from the Mid-Atlantic states, research contractor, Strategic Marketing and Research, Inc., conducted a study to determine the potential in those states for tourism business. The study compared the various areas to help select the best sites for advertising. In addition, the study gathered information on how people in the development markets view Maine and our competing New England states. This information was helpful in positioning advertising campaigns and providing a baseline for subsequent measures of increased visitation.

B. Geodemographic Profile of Leads and Visitors

In order to develop a more detailed profile of the potential visitor to ensure the advertising campaign was reaching its targeted audience, Strategic Marketing and Research, Inc. used Microvision - a lifestyle clustering system based on zip codes - to analyze leads generated from advertising and former visitors to Maine. The profiling process involved identifying the target clusters and evaluating the effectiveness of various publications in reaching the target audience.

C. Summer Conversion Study

A study was conducted at the conclusion of the summer travel season to determine the effectiveness of the advertising campaign in the development market. The study measured visitation, economic impact and return on investment. The study shows 68,000 households responded to the ad campaign by requesting information. Of those, **51.2 percent** (35,190 households) subsequently took vacations in Maine during 1994. The results also indicate:

- Each dollar spent on advertising resulted in \$113 of spending and \$7.41 in sales tax.
- The new visitors spent \$37 million in Maine.
- More than \$2.4 million in sales tax revenue was generated.

The visitor profile determined from the study supports the research findings of Davidson and Peterson Associates, Inc., and McKinsey and Co. which indicate visitors from more distant markets plan further ahead and, therefore, stay longer and spend more. The study shows:

- The average party size was 3.1 persons.
- The average age of each visitor is 50.
- The average annual income of each party was \$69,480.
- The average length of stay was 5.96 days.
- Each overnight visitor spends approximately \$66 a day.

D. Maine Tourism Partnership Program

Strategic Marketing and Research, Inc., worked with us to develop research guidelines for the Maine Tourism Partnership Program to insure grant money awarded was used as effectively as possible. Guidelines were developed for a tracking and conversion system that was outlined during three meetings in various locations throughout the state. The research contractor was then made available to consult with those submitting grant proposals to review their research component. The researcher also met with grant recipients to review the tracking systems used for each project to determine the project's success.

In addition to the previous studies, we worked with the University of Maine Department of Resource Economics and Policy to conduct the following research projects during 1994:

A. Analysis of Maine Tourism Indicators

The Office of Tourism maintains a tourism indicators data base to provide information on tourism activity on a monthly basis. The data base, with statistics obtained from federal and state agencies, contains selected tourism-related indicators such as the number of requests for information about the state and the level of sales and employment in the restaurant and lodging sectors. (Appendix Pages 17-26)

Stephen Reiling, Chair of the Department of Resource Economics and Policy, analyzed the monthly data to identify year-to-year trends or monthly variations during a given year. As the first formal study to analyze the data collected from 1988 to 1993, Reiling's study is useful for assessing whether tourism trends are increasing, decreasing or remaining stable.

Conclusions from the analysis indicate:

- Between 1988 and 1993, Maine's tourism industry appears to have performed better than the state's overall economy.
- Both the restaurant and lodging sectors made modest gains in employment despite the drop in the state's total employment level during the six-year period.
- The number of Canadian border crossings increased in 1990 and 1991, and fell off dramatically in subsequent years.
- The number of passenger vehicles entering the turnpike at York - an important indicator of domestic visitors - declined slightly during the 1990-91 recession, but showed positive gains during the 1992 and 1993 recovery.

B. Economic Impact Pilot Study

1994 marked the second year of a three-year contract to develop a model to measure the economic impact of tourism. The procedures used in the study were formulated, and the initial phase of the data collection process was completed. Seasonal lodging properties were surveyed to determine when they were open and which would agree to participate in a survey of their guests. Results suggest those responding are representative of all seasonal lodging properties. Names and addresses of lodging guests have been collected and development of a survey questionnaire has begun. Both are necessary for the second phase of the study, which is set for early 1995.

C: Campground Occupancy Survey

A total of 66 campgrounds statewide volunteered to participate in a survey to measure the occupancy rate of commercial campgrounds. Each campground participant receives a confidential report analyzing occupancy of his/her campground. Owners indicate the survey assists in making decisions on expansion, evaluating advertising, determining staff needs during the year, and for projecting future occupancy.

In addition to the research detailed above, the Department continued to collect secondary information critical to understanding the changing character of both the industry and the visitor.

V. MISCELLANEOUS

A Tourism Celebration, Rockport, Maine, May 3, 1994

The Samoset Resort in Rockport was the setting for a reception and dinner to honor the employees of Maine's tourism industry. Sponsored by the Office of Tourism and the Tourism Commission, this yearly event celebrates excellence and outstanding service in five industry sectors by those employees who best exemplify Maine hospitality. More than 150 attended the annual celebration. (Appendix Page 27)

Tourism Day in the Legislature, Augusta, Maine, March 10, 1994

"Experience Maine's Heritage" was the theme for Tourism Day in the Legislature, an annual event sponsored by the Maine Tourism Commission and all segments of the hospitality industry. Sixteen museums and festivals exhibited in the Rotunda, colorfully representing hundreds of historical and cultural institutions supported by tourism dollars. Following a full day's agenda of activities in the State House, Legislators were entertained by the Bar Harbor Music Festival at an evening reception and dinner at The Senator Inn in Augusta.

VI. FILM OFFICE

The Maine Film Office promotes and assists film and video production. In addition to the economic benefits of increased income to Maine businesses and jobs for Maine people, this clean industry builds pride in our cultural heritage, appreciation for our natural environment, and offers a wide venue for advertising the beauty of Maine.

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 1994:

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 more than 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.

- Maine Film and Video Production Guide

Published biennially by the Film Office, nearly 1,000 copies were distributed in the United States. A lesser number were distributed internationally. The guides are used as a reference tool, and the majority are used to fulfill specific requests from companies and individuals in the production industry. Maine production professionals, products and services are listed, as well as useful information such as weather, necessary permits, local and state-wide contacts and transportation.

- Informational Listings

We maintain listings in several trade magazines and major production guides in such areas as New York and Los Angeles.

- Public Relations

More than 200 production professionals attended a Film Office-sponsored networking meeting during March at the Creative Imaging Institute in Camden. Tours were conducted and several production personnel were asked to speak and display their current work.

- 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

Camden Herald
Maine Sunday Telegram
Portland Press Herald
Bangor Daily News

Production Inquiries

We responded to approximately 950 production assistance requests during 1994. These requests ranged from providing a Production Guide to update production libraries, to providing tailored materials used for location and facility searches.

Location Searches

We searched more than 100 Maine towns, in all counties, for potential filming sites. Photographic layouts, videotapes and other supporting materials were sent to producers and directors and location managers. (Appendix Page 29)

Production Assistance

The Film Office was directly involved with attracting and assisting 39 productions in 1994. The list includes two partial feature films, a television mini-series, a film short, nine television productions, nine commercials, six industrial shoots, and 11 print advertisements.

Economic Impact

This year approximately \$3.2 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

- An ABC mini-series entitled "Langoliers" was produced in Bangor from June-September. The producers also brought "The Stand" to television. More than \$2.2 million was spent in Maine on "Langoliers." It will air in May of 1995. (Appendix Page 30)
- Two feature films shot sequences in Maine during the fall. "Casper" shot its opening in Rockport Harbor and featured lobster boats, sail boats, and a "Welcome to Friendship, Maine" sign. They also shot in Rockland and Camden. "Jumanji" shot a scene at a mill in South Berwick. Mainers enjoyed a friendly visit by Robin Williams during the filming.
- Poland Spring Water shot two commercials in the Kingfield area starring Moosey and Bulwinkle The Trained Moose. They do their part in protecting the pure and secret source of Poland Spring Water. The commercials also helped the Kingfield area reap the benefits of \$120,000 in production costs. The image of Maine as a clean and beautiful place to enjoy the outdoors will be seen by millions of viewers throughout the United States.
- Lexus used Southwest Harbor as a backdrop to feature its new line of automobiles.
- Addison and Bucksport hosted a Japanese television special featuring llamas and Maine Coon Cats.

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

Vern Cook, Chair, Augusta
Peter Daigle, Chair, Bangor
Don Toms, Vice-Chair, Casco
Diane Andrews, Rockport
Nancy Pray, Millinocket
Peggy Trueworthy, Portland
Don Johnson, Bar Harbor
Bill Matthews, Gray
Barry Hough, Sanford
David Porter, Caribou
Linda Pagels, Cherryfield
Maitland Richardson, Skowhegan
Dianne Morrison, Yarmouth
William Shea, Freeport
Wendy McNerny, Bethel
William Barter, Bethel
Alice Wilkins, Augusta

Ex-Officio Members

V. Paul Reynolds, Inland Fisheries & Wildlife

Marshall Wiebe, Conservation
Jack Brown, Transportation
Horace Maxcy, Jr., Dept. of Education
Galen Rose, State Planning
Ed Langlois, Me. Innkeepers Assoc.
Jim Thompson, MPB
Carl Sanford, Me. Restaurant Assoc.
Wende Gray, Bethel
Victor Bilodeau, Transportation
Wanda Plumer, Brunswick
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/MACCE
Mike Reynolds, Maine Ski Assoc.

C. Maine Film Commission

Karine Odlin, Chair, South Portland
Mary Herman, Vice-Chair, Brunswick
Bruce Cox, Tenants Harbor
Jeff Dobbs, Bar Harbor
Jeff Dumais, Cumberland
John Fullerton, Camden
Bill Glennon, Wiscasset
Mary Lampson, Dresden
Bill Maroldo, Lewiston
Peter Ralston, Rockport
Dana Rae Warren, Union

D. Office of Tourism Budget

	FY 1994: July 1993 - June 1994*	FY 1995: July 1994 - June 1995#
Marketing	\$1,883,000**	\$ 800,000
Visitor Information	\$ 912,000	\$ 930,000
Research	\$ 114,000	\$ 60,000
Regional Development (MTPP)	\$ 405,000	\$ 170,000
General Operating Expenses	\$ 150,000	\$ 100,000
Personal Services	<u>\$ 303,000</u>	<u>\$ 298,256</u>
TOTAL	\$3,767,000	\$2,358,256

* = Includes \$2.2 million new allocation

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

= Includes \$515,514 carry-over from 1994 Marketing Development Fund allocation and 1995 transfers

E. Film Office Budget

Film Office Budget

FY 1995: July 1994-June 1995

Marketing	\$ 6,000
Location Scouting	\$ 10,000
General Operating Expenses	\$ 4,896
Personnel	<u>\$ 93,817</u>
TOTAL	\$114,713

Appendix II - Marketing

LOCAL: Officials unite on repairing PHS SPORTS: Celtics too much for Pistons

Portland Press Herald

THURSDAY
DECEMBER 1, 1994

©1994 Cox Broadcast Communications

EST. 1862

Volume 133, Number 139

50 CENTS
CITY EDITION, 68 PAGES

Scientists trace obesity to genetic mutation

● Researchers used a mouse strain developed at the Jackson Laboratory.

By MEREDITH GOAD
Staff Writer

Scientists have found a genetic mutation that can cause obesity, a discovery that could eventually help many of the millions of Americans who are overweight.

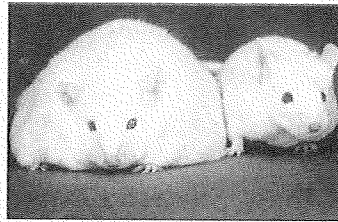
When it functions normally, the obese, or "ob," gene produces a

protein that tells the brain it is time to stop eating because there is already enough fat stored in the body.

But when there is a mutation in the gene, the body's complex system for controlling hunger and metabolism is thrown out of whack. With nothing to suppress the appetite, the body doesn't know when to stop eating, and the result is too much fat.

The discovery of the obese gene ultimately could lead to new drugs

Please see M04SE, Page 12A



Researchers have found that an obese mouse, left, has a mutated gene that causes it to eat so much that it balloons to several times the size of its normal littermate.

Bosnian Serb leader snubs head of U.N.

● Boutros Boutros-Ghali is left waiting at the Sarajevo airport, his mission made a fiasco.

By ROGER COHEN
The New York Times



A groundbreaking trip



Former President George Bush reaches down from an observation car platform Wednesday to shake hands in Old Town Spring, N.H. Barbara Bush signs a copy of her autobiography. The special train took the Bushes to a groundbreaking ceremony for the Bush P. Library in College Station. Attending were Texas Gov.-elect George W. Bush and former Canadian Prime Minister Brian Mulroney.

PORTLAND: THE NEW CITY

West End's diversity attracts gays

By STEVEN G. VEGH
Staff Writer

For Gene Rochow, one of the pioneers of the West End neighborhood, walking arm-in-arm with his gay partner of 16 years. He isn't sure they would be able to do that as safely in other parts of Portland.

"I always remain alert to the possibility of trouble whenever I am," he says. "But in this neighborhood the risk seems small."

The West End is among several "gay-friendly" areas in Portland where diversity, acceptance and safety from harassment have produced sizable concentrations of gay and lesbian households.

The special atmosphere is not highly

ABOUT THIS SERIES

Portland is changing — quickly in some ways, dramatically in others. This seven-part series examines how residents and businesses are reshaping the character of some of the city's oldest areas.

visible. "You wouldn't know it unless you were part of the culture," said Sara Cox, owner of Delfiah Pottery on the corner of Spring and Park streets.

What is more obvious, gays and lesbians say, is how mainstream society is increas-

ingly acknowledging their existence in places as the West End.

"Gay people are being more accepted nationally," said Barbara Wood, a Portland city councillor. "More people embrace 'what's gay.'"

That change was affirmed in Portland years ago when voters endorsed a gay ordinance. "The public's strong support against discrimination in Portland is a very wonderful place in which gays can live alongside everyone else," David Garity, who runs buildings city.

The ordinance is among the reshaping Portland in the 1980s — change.

Please see CITY, Page 12A

Maine tourism ads hit jackpot of \$37 million

● Shoppers and sightseers poured into the state last summer from the targeted Middle Atlantic region.

By KIM STROSNIDER
Staff Writer

Maine's coastline drew hordes of tourists from the Middle Atlantic states last summer. They went sightseeing and shopping — and left behind \$37 million.

Those findings are contained in a study released Wednesday by the Maine Office of Tourism. The study links the influx of visitors to advertising the state did this year in Middle Atlantic markets like New York City and Washington, D.C.

The study by an independent research firm represents the first

INSIDE

'Maine's legendary coastline' attracts tourists from the Middle Atlantic states. 18A

time Maine has measured the effectiveness of a major tourism advertising campaign. It revealed that a surprisingly high number — 51 percent — of those who called toll-free numbers on Maine ads visited the state last summer.

Hilary N. Sinclair, director of the Maine Office of Tourism, said her office had previously told the Legislature it could return \$1 in tourism-related tax revenues for every \$1 the state spends on tourism promotion. This study showed the tourism

Please see TOURISTS, Page 18A

Cost of a stamp climbing to 32¢ in January

By RANDOLPH E. SCHMID
Associated Press

WASHINGTON — The cost of mailing a letter is going up after the holidays — from 22 cents to 32.

The independent Postal Rate Commission approved the Postal Service request for the January increase on Wednesday.

But the commission turned thumbs down on a plan to raise nearly all postage rates by the same percentage — instead setting larger

increases for mailing printed matter, advertising and parcels and holding down the increase for heavier first-class items.

The package is expected to bring the Postal Service \$4.7 billion in added income in 1995, said Rate Commission Chairman Edward J. Glavin. The post office lost \$1.3 billion in the just-completed fiscal year and \$1.7 billion the year before.

Please see STAMPS, Page 12A

READER CALLS

If you're going to have to pay 32 cents for a stamp, you should at least have a key to what's printed on it. The Press Herald signs to keep from readers on who or what should be on the stamp, and why.

Dial 791-6155, our reader call-in line, with your comments.

Results of the informal poll will be published Friday on the Flip side page.



QUOTE OF THE DAY

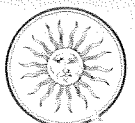
"I think this is a very big step. However, there's got to be multiple causes of obesity in humans." LA

Dr. Douglas Coleman, retired Jackson Laboratory scientist



Go

The four guys who make up Toad the Wet Sprocket may not look like a rock band, but they do play like one. 1D

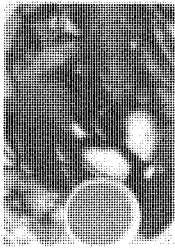


Mostly sunny today, clouds this afternoon, high 40. Cloudy, flurries tonight, low 30. Cloudy Friday. 12B



Ally	10B	Top Story	10C
Business	6B	Horoscope	9B
Classified	5C	Letters	10B
Cleaning	5B	Lottery	2A
Critics	9B	People	10C
Deaths	11B	Television	10B
		Theaters	8D

AFTER A DINNER OF
LOBSTER SAUTE,
CHANTILLY POTATOES
& WILD BLUEBERRY
MOUSSE,
MAY WE SUGGEST
A FINE PORT.



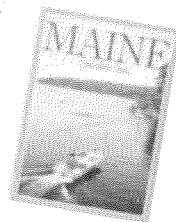
In Maine, we serve up
local cuisine with
an atmosphere you won't
find anywhere else.

Discover the cafes and
inns that dot our coastline. Head for
adventure on our lakes and mountains.
Explore the land of lobster, lighthouses
and L.L. Bean.

For your free guide to hundreds of events,
activities, and places to stay
and shop, call our toll free
number below. Or write:

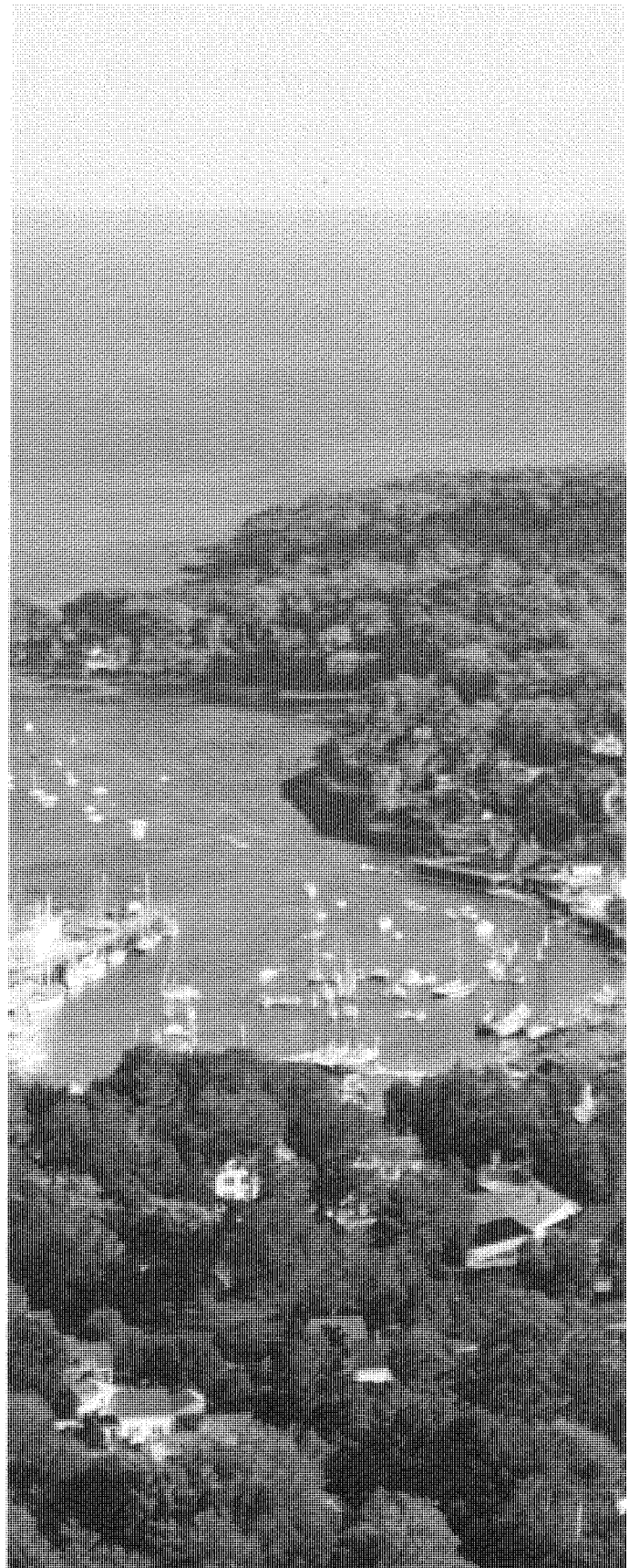
MPB, Box 2300 C-34

Hallowell, ME 04347



MAINE
The Way Life Should Be.

1-800-449-9497



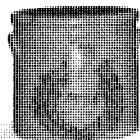


IN MAINE,
YOU'LL HAVE
TIME TO COLLECT
YOUR THOUGHTS
OR ANYTHING
ELSE THAT CATCHES
YOUR EYE.

For a complete guide to hundreds of

fall events, activities, and places to

stay and shop, call our toll-free number below



Or write MPB, Box 2300-D94,

Hallowell, ME 04347.

MAINE
The Way Life Should Be.

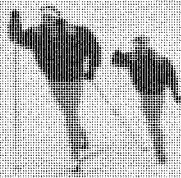


1-800-720-1998

This Winter Make A Brilliant Getaway



• Maine has some of the best downhill skiing in the country. And the least crowded lift lines in New England.



• Our winters sparkle with cross-country skiing, snowmobiling and the outdoor fun of winter festivals.

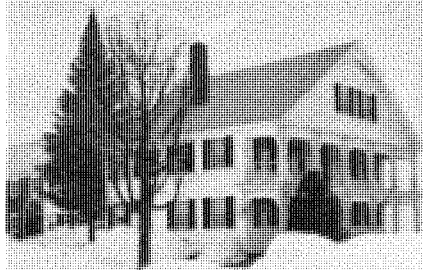
• Winter shopping means outlets, craft fairs and wonderful finds.



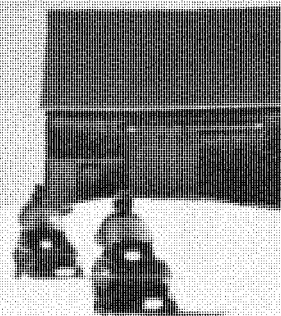
• Spend a winter's night at a cozy bed & breakfast or a classic country inn.

• We have lots more sun than clouds, with average temps in the 20s & 30s.

• Maine's an easy getaway! For your free Winter Guide & the latest ski conditions write:
MPB, P.O. Box 2300-D124
Hallowell, ME 04347
or call toll-free:
1-800-530-8115



MAINE
The Way Life Should Be.



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

TV and Radio Assistance

Sports Channel
Nashville Network
WBZ TV, Boston
WQCB Radio, Bangor
NBC TV
ABC TV
CBS TV
ESPN
New England Sports Network
Travel Channel
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

Editorial Assistance

AAA Maine
AAA World
The Boston Herald
The Boston Globe
Maine Times
York Weekly
Coastal Journal
Wiscasset Times
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

WHAT TO DO

WHERE TO GO

THIS WEEKEND

BEST

\$2.00

Weekends™

VOLUME THREE • NUMBER FIFTY • 1994

Chatham, Cape Cod
Washington, DC

Burlington

South Walton Beach/Destin

Toronto's Barnes Exhibit

Nantucket

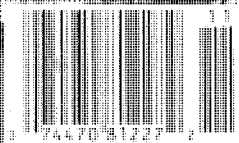
Calvert County & Baltimore

Atlanta • Portland

Environmental Weekends

Murder Mystery

Club Mom



3 74470 31227 2

Tourism Newsletters Appeal to Niche Markets

A series of special interest newsletters have been produced and distributed in recent months by the Office.

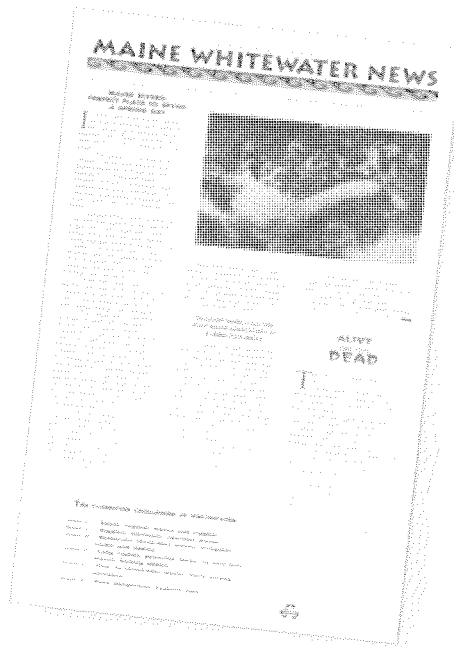
The series began with the Maine Whitewater News during the spring of this year. It was designed to attract spring rafters to Maine's rivers.

More than 10,000 copies were distributed to outdoor clubs, ski clubs and college outdoor groups throughout New England.

"The purpose of these newsletters is to get them in the hands of the actual buyers of the product," explained John Johnson of the Office. "We sent multiple copies to each organization. We even included a telephone number for them to make reservations or to get further information."

Using the same guidelines, the Office also produced a Sailing News newsletter that was distributed to each yacht club and marina north of Annapolis.

More than 15,000 copies of the sailing newsletter were distributed.



The Governor's office received calls from commodores praising the concept and requesting further copies.

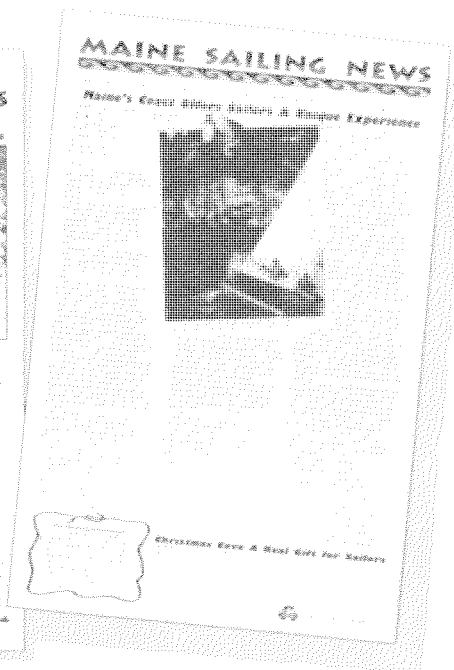
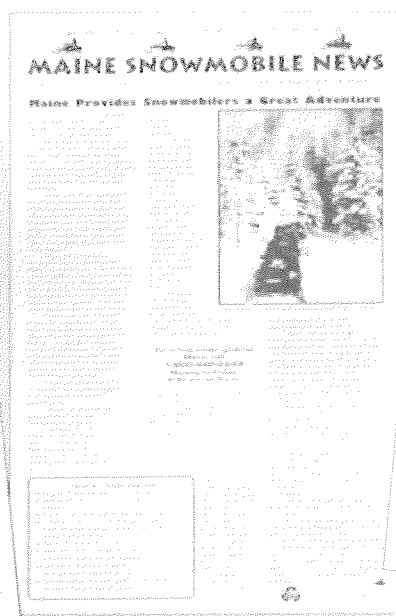
The third newsletter featured

biking in Maine and was done in cooperation with the Bicycle Coalition of Maine. Almost 20,000 newsletters were sent to biking shops and bicycling clubs throughout New England (including Maine). In addition, 5,000 were distributed through the tourism information centers.

"Response has been gratifying," Johnson said. "For example, we received a letter from a biking club in New York and 51 members of the club are planning a 5-day trip to Maine in August of next year."

Three winter newsletters will be produced. One will be on snowmobiling, one on downhill skiing and the third on cross country skiing.

The Office is working with the appropriate associations to help produce the newsletters and develop a plan for distribution. Plans are to print 20,000 cross-country newsletters and 30,000 each of the other two.



This series of newsletters will be continued with issues on both cross-country and alpine skiing.

Maine Tourism Review

From Maine's Office of Tourism

November 1994

Tourism Office Ad Campaign A Huge Success

A comprehensive print advertising campaign launched by the Tourism Office is winning praise - and new customers. Requests for information received by phone at the Office jumped nearly 100 percent following the start of the new campaign in March 1994.

The print ads, which were developed by the Portland advertising agency LSM New England Group, appeared in 25 large-circulation newspapers and magazines. They compared Maine's natural attractions with

other great travel destinations in the U.S. and emphasized the state's accessibility.

"It's a campaign that plays on

the Maine mystique," says Dina Jackson, marketing coordinator.

"It shows the distances are not so

"Tourism" continued on page 7

800 NUMBER INQUIRIES				
	MARCH	APRIL	MAY	JUNE
1993	8,113	11,069	13,762	13,306
1994	23,893	19,500	23,596	39,633
% change	+194.50%	+76.17%	+71.46%	+197.86%

Summer Results Profitable for State of Maine

The numbers are in from the Summer Conversion Study and the good news has exceeded everyone's expectations.

More than half (51.2%) of the 68,000 households that responded to Maine's summer ad campaign in the Mid-Atlantic Region have already taken a leisure trip to the state.

That exciting information came from Denise Miller of Strategic Marketing Research Inc. of Indiana.

"The numbers are unusually high," Miller said, "especially since Maine just began advertising in the Mid-Atlantic Region. It normally takes two or three years of consecutive advertising to see that amount of conversion."

Miller said results indicate the average travel party included three

people and were in the state six days. Only about a third (31%) were traveling with children.

The major activities that were of interest to visitors were: sightseeing, shopping, visiting small towns and quaint attractions and touring historic sites.

The profile of the Maine visitor is quite upscale, Miller said, with an average annual household income of \$69,000. The majority (87%) are married, and 42% of the households have children at home.

Maine visitors also tend to be quite well educated with 62% having either a college or post graduate degree, according to Miller.

The results of the summer advertising campaign are "quite positive" when the economic impact

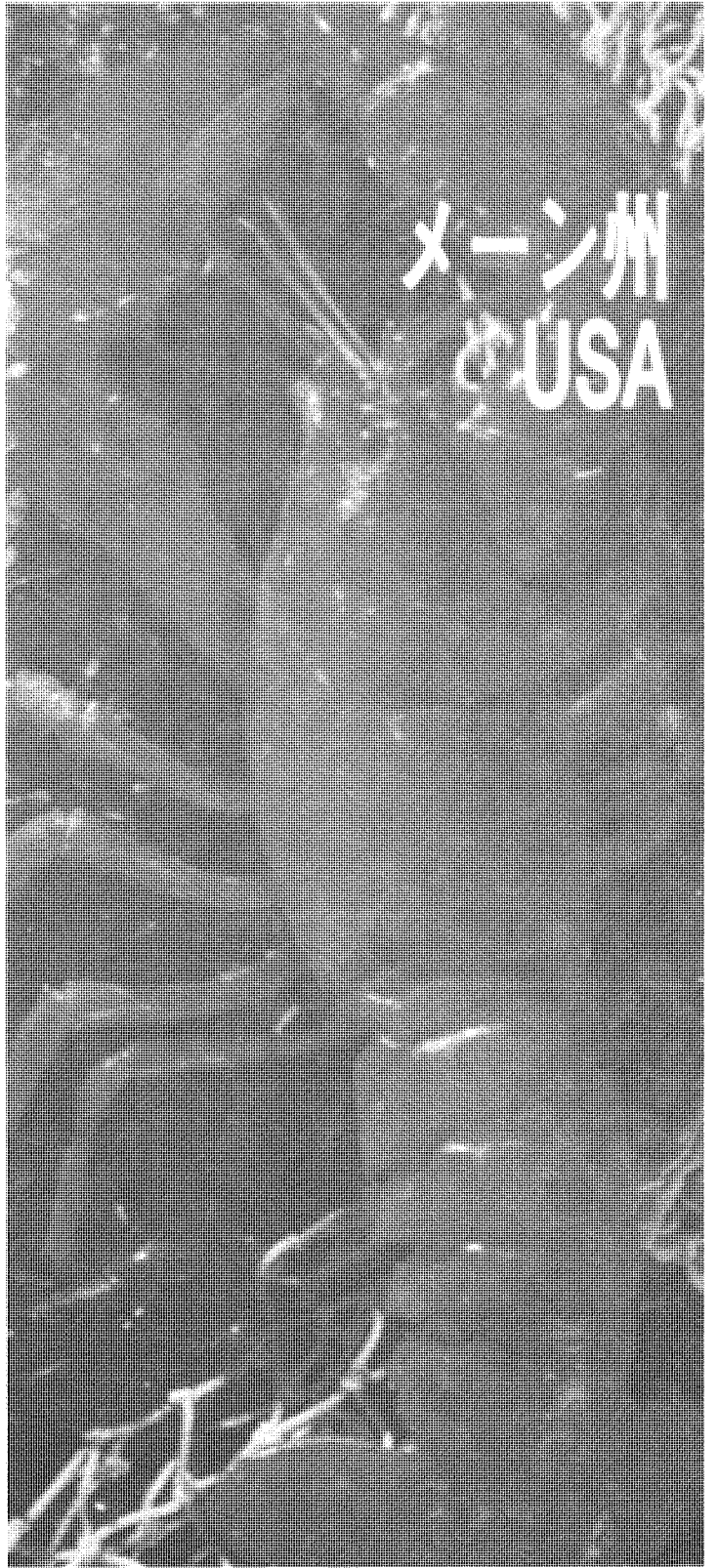
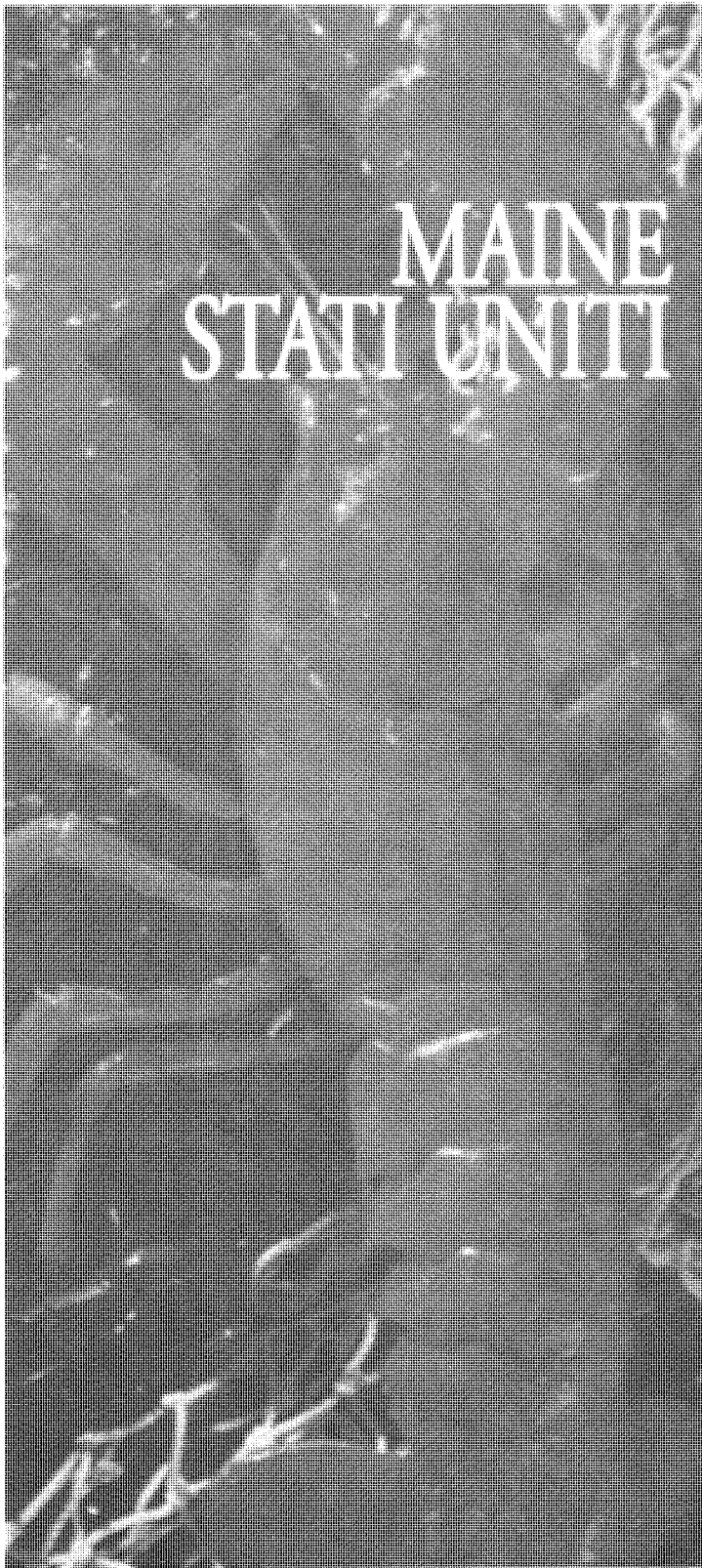
is considered, Miller said.

Of course, some of the travel that occurred was not spurred by the advertising, her survey indicates.

"Summer" continued on page 8

Index:

From the Director	p.2
of Tourism	
MTPP Proves	p.3
Positive	
Outdoor Writers	p.4
Municipal Workshop	p.5
Newsletters	p.6
Sent Out	



TUESDAY

CLOSE-UP

Motor coach operators find Maine a very salable product

■ The Pennsylvania Bus Association's annual meeting was in Portland, and that's good news for this state.

Maine's tourism industry has been working hard to attract visitors from the Mid-Atlantic states where the Office of Tourism has been running ads promoting this state's scenic beauty.

One of the biggest coups for this effort was the decision of the Pennsylvania Bus Association to hold its annual meeting in Portland last week. The association has come to 199 motor coach operators and suppliers of materials and associate members.

And since each a handful of tourists can mean thousands of dollars in income for businesses at the group's destination, the visit meant a lot of potential business for Maine's tourism industry.

Eugene Zimmerman, head of the group, spoke with Eric Mann, staff writer, about the motor coach business and its interest in Maine. Excerpts from that conversation follow.



Staff photo by John P. ...

Eugene Zimmerman, executive director of the Pennsylvania Bus Association, says a tour has with 45 passengers can generate \$3,000 to \$4,000 a day for an area.

THE ZIMMERMAN FILE

Eugene Zimmerman, executive director of the Pennsylvania Bus Association

Age: 59

Residence: Harrisburg, Penn.

Education: Lebanon Valley

College bachelor degree in political science and master's degree in economics from Temple University

Career: Public school teacher for six years, led by for several corporations in Pennsylvania before spending the last 15 years as head of the Pennsylvania Bus Association

Q. When tour bus operators come into an area like Maine for the first time, what are they looking for to see if they want to run trips there?

A. What they're basically looking for is a product that sells.

Today, the motor coach industry relies on senior citizens for the largest part of their business by far. They travel extensively, and fortunately it is not an industry that's drastically affected by the economy because, for the most part, people who are on fixed incomes plan to use a certain percentage of that income on travel.

Senior citizens are people who want to like to travel by bus. They like the camaraderie, and that they get to travel with friends. A lot of these groups are affinity groups, such as Golden Age clubs, senior citizens groups, church or synagogue groups and so forth.

Q. Are there certain types of things that older people are looking for?

A. Yeah. They are very conscientious. They live on a fixed income. They like crystallization, they like good food, and they like it to be reasonably priced.

Q. When I go up and down the highway here, I'll often see signs welcoming bus tours and even offering the driver a free sandwich if they stop. Can you tell me about the economic importance of bus tours?

A. There was a time when you'd drive up and down the highway and see signs that said "no bus groups unless through prior arrangement." You don't see those kinds of signs anymore. All of them are quite anxious to have bus business.

Now, I would hope that the driver would not stop solely for the reason of a free lunch. You want them to be more concerned about value for the customer than for himself. After all, he's paid well enough to buy a good meal.

There are a number of things that people do to try to attract a bus driver. Some of them are acceptable to the bus companies and some are not.

Q. For example?

A. People will do this on the up and up. They'll say if you stop here with a full bus of people, the driver accommodations are free or admissions to certain attractions would be free. That's something that helps sell the tour.

Coming back to your question about the economic impact, there are all kinds of studies that quote figures on how much a single bus brings into a locale for an evening.

If you have 45 people on a tour, you're going to be selling 135 double rooms. Depending on the location and the pricing structure of a location, you're looking at that number of rooms from \$25 to \$40, plus the meals.

So, at a minimum, it's easy to say that a motor coach will generate \$3,000 to \$4,000 a day when it comes into an area.

Q. Why do you think people are more aware today of motor coaches' value today than when they put up signs warning the buses to stay away?

A. It's one of the most stable forms of customer clientele in the hospitality industry that there is.

When you book a bus of 45 people, you know that you may have to discount the price slightly to get that

business, but you know they're going to arrive for sure at 4:30 in the afternoon. You know they're going to get into the restaurant early and will get out as you can round those meals again. It's not like such in business that may or may not add. It's the sure business.

Q. Any sense from your group about the strengths and weaknesses of Maine as a destination for bus tours?

A. What I get from the operators who are here is that there aren't too many weaknesses in the area. If there is any weakness as far as Maine is concerned, it is that you can't sell this as a destination 12 months of the year because of the severe winters that you have.

But, generally, the bus business is seasonal anyway. It begins in March and tails off pretty considerably after Christmas. The months of January and February and the beginning of March are dead all over the place, not just here in Maine.

I think a lot of our people (politely) thought the visits here were limited, and I think as a result of this meeting they found there was a lot of things here that they could sell.

Q. When you say the visits seemed better than anticipated, is there anything in particular that has been mentioned?

A. I think they felt, to some degree, that "we've done the old resorts before." And I think they feel another oceanside resort is another oceanside resort. But I think when they came here they found there was a difference. You don't have to be on the beach at 85 degrees with water 75 degrees in order to enjoy the beauty of an area and enjoy the history and culture of the area.

They've gotten the chance to talk to natives here, and they've gotten a chance to eat the foods. They've found that Maine is a very salable product and it will sell.

Generally, we find that it takes several years to build that up. This meeting is really the first step.

Appendix IV - Regional Programs

MTPP (First Round Awards)

Presque Isle Area Chamber of Commerce received \$5,000 for sponsorship of Winter Sports and Leisure Show

Total: **\$5,000**

Maine Campground Owners Association received \$16,600 to produce a promotional video and to attend trade shows

Kennebec Valley Tourism Council received \$16,000 to promote winter activities (snowmobiling)

Aroostook Council on Tourism received \$12,000 to promote snowmobiling

York County Coalition of Chambers received \$13,900 for media buys and trade show attendance

Saint John Valley Visitors Bureau received \$5,000 to promote the Can Am Crown Dog Sled Race

Ski Maine Association received \$11,500 for a targeted advertisement campaign in Ski magazine

Total: **\$75,000**

Maine Tourism Partnership Program (Second Round Awards)

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

Kennebec Valley Tourism Council received \$10,000 for targeted marketing campaign for fishing and bicycling

Maine Campground Owners Association received \$10,000 for a co-op media buy in trade and general publications

York County Coalition of Chambers received \$13,000 for targeted media buys in the maintenance market and to promote packages

Maine Sporting Camp Association received \$10,000 for a cooperative marketing effort with L.L. Bean

Mid-Coast Economic Development Council received \$10,000 for a targeted promotion for rail-and-sale packages in the Mid-Coast

Rangely Lakes Region Chamber of Commerce received \$10,000 for a media promotion in the Boston market (multi-season)

Total: **\$63,000**

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

Grand Lake Stream Chamber of Commerce received \$3,250 to market through trade shows

Kittery Outlet Association received \$4,000 to conduct a targeted marketing campaign for "shoulder" seasons

Old Orchard Beach Chamber of Commerce received \$3,000 for a targeted ad campaign in Boston and New York markets

Maine Coast Museums/Greater Portland Convention & Visitors Bureau received \$3,000 to promote museum activities in coastal region through production of map and brochure

Belgrade Lakes Region, Inc., received \$3,000 to advertise sport fishing activities through cable television and print media

Madawaska Chamber of Commerce received \$3,500 to promote the Acadian Festival

Greater Farmington Chamber of Commerce received \$3,000 to promote the Farmington Rodeo

Maine Nordic Ski Council received \$2,250 to promote a Weekend Getaway Package

Total: **\$25,000**

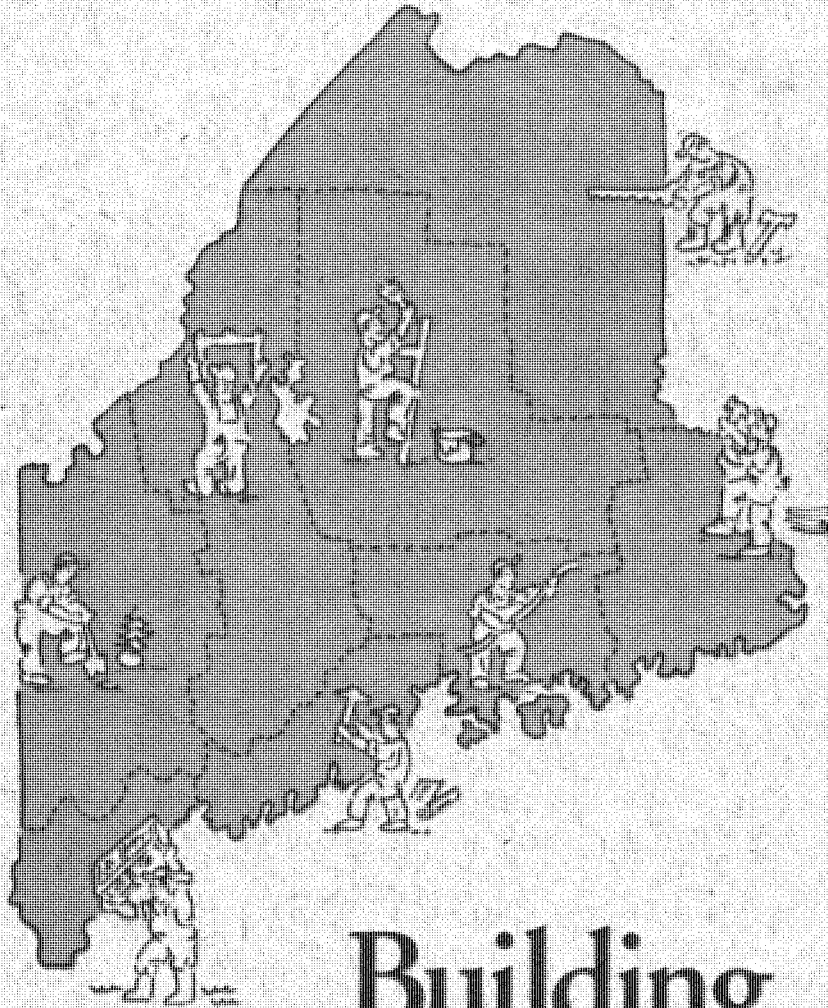
Total Grant Amounts:

- **Large Grants:** **\$ 138,000**
- **Small Grants:** **\$ 30,000**

TOTAL GRANT: **\$168,000**

Maine

DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT
OFFICE OF TOURISM



Building Regional Tourism

A WORKSHOP

November 1, 2 & 3 1994
Holiday Inn at 195
Waterville, Maine

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 1994 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 1993 to 1994.

Summary and Conclusions

Decrease in number of visitors at State-Owned Visitor Information Centers: -6 %

Increase in 800 numbers inquiries: 49 % (These are the numbers called in response to our advertising)

Decrease in state park day visitors and campers: -10 %

Decrease in number of Canadian visitors entering at selected border crossings: -21.25%

Increase in restaurant employment: 2.47 %; lodging employment: 4.39 %

Increase in restaurant taxable sales: 7.12 %; lodging taxable sales: .40 %

Increase in passenger traffic on the Maine Turnpike: 4.80 %

Mail/Phone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	11,154	10,414	13,757	15,160	17,300	14,538	11,096	12,010	9,910	6,388	4,903	4,375	131,005
1990	8,933	9,668	12,462	13,745	16,148	16,222	14,110	14,599	9,686	8,461	5,491	3,842	133,367
1991	7,848	9,635	13,068	12,138	22,917	20,064	19,064	16,089	13,515	5,436	5,349	4,473	149,596
1992	10,418	9,542	14,043	16,661	16,406	20,152	14,252	14,796	12,513	4,357	5,500	4,516	143,156
1993	13,650	13,538	16,088	18,364	19,798	20,833	20,586	27,251	25,649	14,219	9,450	8,811	208,237
1994	12,796	14,311	31,901	26,340	29,422	45,002	28,917	20,468	27,842	13,006	9,899	9,198	269,102
% diff. 93/94	-6.26%	5.71%	98.29%	43.43%	48.61%	116.01%	40.47%	-24.89%	8.55%	-8.53%	4.75%	4.39%	29.23%
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
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
1994	33,737	38,035	49,459	80,511	204,704	333,526	639,545	742,002	442,829	289,152	69,130	40,695	2,963,325
% diff. 93/94	-15.18%	7.20%	0.09%	1.36%	-4.68%	3.46%	5.12%	0.06%	0.86%	5.15%	8.05%	3.22%	1.88%
State Park Day Visitors													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	103,902	(included in January figure)			107,851	256,346	492,283	382,331	140,981	121,020	50,644	(Nov + Dec)	1,655,358
% diff. 93/94	-4.88%				-22.01%	-14.17%	-6.27%	-21.81%	-11.36%	34.49%	45.03%		-10.25%
State Park Campers													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	32	(included in January figure)			11,843	17,221	76,180	75,110	15,445	2,412	51	(Nov + Dec)	198,294
% diff. 93/94	-85.32%				-9.57%	-16.74%	-0.58%	-1.52%	-17.95%	44.86%	88.89%		-4.40%

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
1989	19,509	22,176	26,716	38,843	60,205	103,054	203,234	227,342	119,429	85,492	31,244	19,493	956,737
1990	18,701	21,721	31,856	39,734	58,701	107,863	254,350	267,516	154,067	101,014	43,799	25,275	1,124,597
1991	17,134	22,248	29,289	42,014	71,777	119,704	216,561	238,077	133,443	97,931	36,937	21,682	1,046,797
1992	18,291	21,848	25,677	40,381	68,639	109,696	211,460	233,352	145,507	105,881	32,683	21,480	1,034,895
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	953,070
1994	12,666	20,123	24,148	37,045	60,109	89,704	192,209	190,018	122,910	89,474	34,513	24,706	897,625
% diff. 93/94	-41.21%	3.47%	18.70%	-1.27%	-8.24%	-1.91%	-4.52%	-17.61%	1.87%	-1.01%	5.51%	14.55%	-5.82%
*** In September of 1990 the hours at the state-owned information centers changed from 8-6 to 9-5													
Telephone Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	1,240	1,345	1,936	2,096	2,020	2,889	3,968	3,175	7,583	1,729	899	838	29,718
% diff. 93/94	-49.03%	-31.73%	-0.92%	-8.83%	-13.86%	-18.83%	18.98%	23.69%	156.62%	-9.05%	-17.52%	-27.88%	7.79%
800# Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	2,473	1,505	2,338	4,794	6,039	4,339	3,424	3,319	4,211	1,210	1,237	913	35,802
1990	2,112	1,472	2,212	3,962	5,713	5,080	4,685	6,353	4,868	2,093	1,741	1,064	41,355
1991	1,585	1,870	3,540	3,236	11,543	11,418	10,215	8,685	8,032	2,373	1,635	854	64,986
1992	3,359	1,784	3,983	8,386	8,788	11,458	6,541	6,933	7,917	2,459	1,810	1,601	65,019
1993*	7,375	6,589	8,113	11,069	13,762	13,306	13,675	20,189	19,293	9,244	5,407	5,187	133,209
1994	8,019	8,434	23,893	19,500	23,596	39,633	23,044	14,880	17,384	7,882	6,238	5,430	197,933
% diff. 93/94	8.73%	28.00%	194.50%	76.17%	71.46%	197.86%	68.51%	-26.30%	-9.89%	-14.73%	15.37%	4.68%	48.59%
*Beginning in 1993, data reflect changes in reporting procedures													
Mail Inquiries													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	3,537	4,532	6,072	4,744	3,806	2,480	1,905	2,413	2,875	3,395	2,762	2,930	41,451
% of diff. 93/94	-7.94%	-8.98%	0.85%	-5.04%	3.12%	-37.50%	-46.73%	-46.32%	-15.47%	10.44%	-6.47%	19.01%	-12.66%

State Park Day Visitors and Campers													
	JAN	FEB	MAR		MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	103,934	(included in January figure)			119,674	273,567	568,463	457,441	156,426	123,432	50,695	(Nov + Dec)	1,853,632
% diff. 93/94	-5.04%				-20.94%	-14.33%	-5.55%	-19.07%	-12.06%	34.68%	45.07%		-9.66%
US Immigration: Selected Alien Border Crossings													
Houlton	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	98,902	97,372	107,319	103,761	115,308	116,601	148,650	146,259	111,426	110,048	96,044	93,958	1,345,648
% diff. 93/94	-30.52%	-3.31%	-19.17%	-20.68%	-19.26%	-20.49%	-22.38%	-16.99%	-24.69%	-15.79%	-12.87%	-23.37%	-19.68%
Jackman	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	6,156	6,595	7,849	8,015	11,680	16,259	39,563	27,737	15,124	12,398	12,972	11,591	175,939
% diff. 93/94	-9.96%	-10.77%	1.17%	-15.46%	-24.48%	-32.04%	-44.88%	-39.27%	-9.41%	8.27%	43.85%	82.56%	-24.11%
Madawaska	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	177,580	161,763	177,368	170,846	198,021	117,385	169,860	169,219	161,302	164,353	141,638	148,681	1,958,016
% diff. 93/94	-24.57%	-16.00%	-24.47%	-30.55%	-24.40%	-54.85%	-26.18%	-24.80%	-18.67%	-18.08%	-32.25%	-26.98%	-27.41%

Fort Fairfield	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	48,572	46,759	54,140	50,839	53,177	51,052	70,377	58,290	55,353	56,937	42,028	49,350	636,874
% diff. 93/94	-7.45%	-17.81%	-7.82%	-22.03%	-26.76%	-28.64%	-7.10%	-25.15%	-12.43%	-16.73%	-26.47%	-16.56%	-18.24%
Lubec	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	38,786	40,510	35,346	46,436	47,376	58,054	67,486	76,788	60,115	50,100	41,809	43,015	605,821
% diff. 93/94	-6.59%	1.05%	-3.67%	12.85%	-9.13%	-7.07%	-8.17%	-3.90%	-6.10%	-2.16%	-6.82%	-3.16%	-4.14%
Calais	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	259,080	225,994	252,466	310,551	319,807	356,931	473,897	498,570	288,320	249,152	220,535	223,689	3,678,992
% diff. 93/94	-16.08%	-20.77%	-29.70%	-15.06%	-19.31%	-22.05%	-6.44%	-5.00%	-33.20%	-31.19%	-31.25%	-33.16%	-20.94%
US Immigration: TOTAL of Selected Alien Border Crossings													
TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	673,838	640,164	693,471	724,411	779,441	927,893	1,143,501	1,177,924	948,410	858,488	779,225	786,091	10,132,857
1990	720,246	688,614	736,653	806,426	822,923	974,843	1,224,107	1,374,964	990,070	934,358	870,818	907,762	11,051,784
1991	823,099	741,533	876,928	870,411	970,120	1,020,156	1,260,837	1,388,365	1,062,013	1,133,832	1,039,165	994,170	12,180,629
1992	860,332	757,368	890,395	914,731	984,866	1,104,995	1,293,256	1,248,930	988,620	928,324	850,444	833,350	11,655,611
1993	787,320	682,909	829,952	858,263	941,281	1,022,473	1,149,138	1,129,500	921,808	824,422	751,101	770,813	10,668,980
1994	629,076	578,993	634,488	690,448	745,369	716,282	969,833	976,863	691,640	642,988	555,026	570,284	8,401,290
% diff. 93/94	-20.10%	-15.22%	-23.55%	-19.55%	-20.81%	-29.95%	-15.60%	-13.51%	-24.97%	-22.01%	-26.11%	-26.02%	-21.25%

Employment - Restaurant *													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ave. Jan-Dec
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
1994	28,800	28,400	29,100	32,100	35,400	38,700	40,700	40,700	38,200	36,700	34,200	32,600	34,633
% diff. 93/94	-2.04%	-3.73%	-0.34%	2.56%	2.31%	7.20%	4.09%	3.04%	4.09%	2.51%	4.27%	3.16%	2.47%
Employment - Lodging *													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Ave. Jan-Dec
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
1994	6,500	6,600	6,800	8,200	9,800	12,100	14,600	14,500	11,800	10,600	8,800	8,600	9,908
% diff. 93/94	6.56%	4.76%	9.68%	12.33%	11.36%	8.04%	6.57%	0.69%	-3.28%	-4.50%	2.33%	7.50%	4.39%
* Employment figures go through three stages: Estimated, Revised and Final.						1989-91 = Final; 92-94 = Revised or Estimated							
Passenger Vehicles (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	1,706	1,811	2,087	2,271	2,562	2,690	3,509	3,592	2,772	2,636	2,416	2,341	30,393
% diff. 93/94	-7.08%	6.78%	10.60%	4.90%	2.85%	4.34%	3.85%	4.09%	5.64%	5.95%	7.38%	9.09%	4.84%
Passenger Vehicles with Trailers (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
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
1994	13	18	16	16	36	39	77	68	41	26	18	12	380
% diff. 93/94	0.00%	0.00%	6.67%	14.29%	0.00%	0.00%	1.32%	-1.45%	2.50%	4.00%	5.88%	20.00%	2.15%

THERE IS A TWO MONTH LAG IN OBTAINING TAXABLE SALES FIGURES													
Taxable Sales Statewide- Restaurant (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	\$57,466	\$55,228	\$62,983	\$67,347	\$73,975	\$85,775	\$116,139	\$117,403	\$95,246	\$81,594	\$61,658	\$75,782	\$950,596
1990	\$59,484	\$57,779	\$66,870	\$65,130	\$77,850	\$93,455	\$115,406	\$118,816	\$97,900	\$82,294	\$61,659	\$70,223	\$966,866
1991	\$58,529	\$57,668	\$65,307	\$68,530	\$76,316	\$94,655	\$118,120	\$128,794	\$101,277	\$82,818	\$70,219	\$73,001	\$995,234
1992	\$62,211	\$62,928	\$68,369	\$70,653	\$84,791	\$97,709	\$122,270	\$130,214	\$101,907	\$89,078	\$72,281	\$76,306	\$1,038,717
1993	\$63,630	\$61,679	\$66,561	\$72,422	\$86,770	\$98,425	\$128,430	\$131,796	\$105,222	\$95,778	\$75,461	\$84,495	\$1,070,669
1994	\$64,647	\$69,194	\$72,838	\$80,946	\$89,525	\$114,438	\$127,212	\$144,317	\$116,792	\$97,747	\$79,056	\$90,175	\$1,146,887
% diff. 93/94	1.60%	12.18%	9.43%	11.77%	3.18%	16.27%	-0.95%	9.50%	11.00%	2.06%	4.76%	6.72%	7.12%
Taxable Sales Statewide- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	\$7,869	\$8,792	\$10,729	\$9,956	\$13,644	\$24,508	\$55,474	\$57,445	\$34,646	\$22,829	\$9,789	\$9,005	\$264,686
1990	\$8,949	\$10,170	\$10,674	\$8,604	\$14,667	\$26,952	\$55,334	\$60,633	\$36,467	\$23,052	\$9,928	\$9,534	\$274,964
1991	\$7,424	\$10,742	\$10,688	\$9,597	\$16,397	\$30,654	\$63,335	\$71,227	\$38,071	\$25,194	\$11,562	\$9,895	\$304,786
1992	\$8,830	\$11,229	\$11,113	\$11,136	\$18,935	\$30,158	\$62,320	\$68,438	\$39,908	\$24,575	\$11,808	\$9,952	\$308,402
1993	\$9,549	\$11,477	\$11,727	\$10,433	\$18,581	\$30,361	\$64,803	\$72,140	\$40,187	\$27,168	\$10,849	\$11,536	\$318,811
1994	\$9,042	\$12,050	\$10,900	\$11,768	\$19,971	\$35,165	\$59,241	\$72,933	\$41,368	\$25,345	\$10,939	\$11,364	\$320,086
% diff. 93/94	-5.31%	4.99%	-7.05%	12.80%	7.48%	15.82%	-8.58%	1.10%	2.94%	-6.71%	0.83%	-1.49%	0.40%
Taxable Sales Statewide- Restaurant and Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	\$65,335	\$64,020	\$73,712	\$77,303	\$87,619	\$110,283	\$171,613	\$174,848	\$129,892	\$104,423	\$71,447	\$84,787	\$1,215,282
1990	\$68,433	\$67,949	\$77,543	\$73,734	\$92,517	\$120,406	\$170,740	\$179,450	\$134,367	\$105,347	\$71,587	\$79,757	\$1,241,830
1991	\$65,953	\$68,410	\$75,995	\$78,127	\$92,713	\$125,309	\$181,455	\$200,021	\$139,348	\$108,012	\$81,781	\$73,000	\$1,290,124
1992	\$71,041	\$74,157	\$79,482	\$81,789	\$103,726	\$127,867	\$184,590	\$198,653	\$141,815	\$113,654	\$84,089	\$86,257	\$1,347,120
1993	\$73,179	\$73,156	\$78,288	\$82,855	\$105,351	\$128,786	\$193,233	\$203,936	\$145,409	\$122,946	\$86,310	\$96,031	\$1,389,480
1994	\$73,689	\$81,244	\$83,738	\$92,714	\$109,496	\$149,603	\$186,453	\$217,250	\$158,160	\$123,092	\$89,995	\$101,539	\$1,466,973
% diff. 93/94	0.70%	11.06%	6.96%	11.90%	3.93%	16.16%	-3.51%	6.53%	8.77%	0.12%	4.27%	5.74%	5.58%

Taxable Sales Statewide- Consumer (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	\$468,080	\$453,790	\$548,881	\$563,909	\$662,809	\$746,981	\$752,129	\$823,056	\$723,152	\$651,402	\$598,748	\$743,657	\$7,736,593
1990	\$466,907	\$448,008	\$550,306	\$544,808	\$635,584	\$703,982	\$733,911	\$795,352	\$702,443	\$626,468	\$584,402	\$695,783	\$7,487,954
1991	\$414,895	\$425,366	\$510,913	\$527,759	\$619,231	\$686,594	\$768,109	\$791,482	\$694,064	\$649,638	\$600,133	\$709,472	\$7,397,656
1992	\$456,937	\$452,394	\$543,724	\$576,524	\$662,034	\$744,438	\$812,830	\$822,569	\$752,973	\$684,234	\$616,783	\$787,142	\$7,912,582
1993	\$488,221	\$472,762	\$549,405	\$613,488	\$718,626	\$781,048	\$841,159	\$838,980	\$799,254	\$703,981	\$705,198	\$859,504	\$8,371,626
1994	\$513,285	\$511,616	\$595,206	\$655,346	\$709,066	\$874,238	\$838,217	\$965,720	\$850,484	\$766,627	\$710,591	\$893,648	\$8,884,044
% diff. 93/94	5.13%	8.22%	8.34%	6.82%	-1.33%	11.93%	-0.35%	15.11%	6.41%	8.90%	0.76%	3.97%	6.12%
Taxable Sales Statewide- Other Retail (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	\$50,527	\$48,313	\$58,652	\$55,245	\$70,284	\$82,539	\$84,328	\$90,208	\$87,053	\$81,468	\$76,570	\$135,665	\$920,851
1990	\$54,601	\$51,887	\$60,134	\$60,411	\$74,131	\$88,619	\$88,355	\$92,836	\$89,815	\$77,172	\$78,612	\$132,909	\$949,482
1991	\$50,610	\$53,878	\$59,893	\$58,499	\$73,298	\$86,587	\$96,908	\$100,164	\$83,755	\$83,394	\$78,037	\$131,471	\$956,494
1992	\$56,573	\$53,753	\$61,343	\$66,878	\$77,937	\$92,019	\$96,921	\$100,475	\$92,863	\$86,288	\$75,470	\$140,738	\$1,001,258
1993	\$57,622	\$56,424	\$61,171	\$65,993	\$78,276	\$94,488	\$96,175	\$99,136	\$97,161	\$80,351	\$77,194	\$142,732	\$1,006,723
1994	\$60,334	\$57,894	\$60,787	\$63,817	\$78,064	\$95,483	\$90,375	\$118,826	\$96,663	\$88,181	\$83,458	\$143,882	\$1,037,764
% diff. 93/94	4.71%	2.61%	-0.63%	-3.30%	-0.27%	1.05%	-6.03%	19.86%	-0.51%	9.74%	8.11%	0.81%	3.08%
Taxable Sales Northern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	May-Dec
1989	\$217	\$234	\$711	\$296	\$460	\$556	\$627	\$626	\$656	\$495	\$475	\$323	\$5,677
1990	\$281	\$398	\$347	\$325	\$492	\$583	\$647	\$697	\$754	\$508	\$433	\$454	\$5,920
1991	\$291	\$388	\$378	\$365	\$481	\$595	\$718	\$755	\$688	\$481	\$600	\$317	\$6,057
1992	\$263	\$433	\$364	\$373	\$423	\$583	\$735	\$686	\$822	\$506	\$479	\$362	\$6,029
1993	\$294	\$351	\$371	\$379	\$493	\$650	\$793	\$850	\$751	\$696	\$459	\$379	\$6,466
1994	N/A	N/A	N/A	N/A	\$511	\$562	\$687	\$780	\$667	\$536	\$474	\$305	\$4,522
% diff. 93/94					3.65%	-13.54%	-13.37%	-8.24%	-11.19%	-22.99%	3.27%	-19.53%	-30.06%
Taxable Sales Penobscot ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	May-Dec
1989	\$1,052	\$1,165	\$1,559	\$1,341	\$1,902	\$2,234	\$3,288	\$3,823	\$3,155	\$2,713	\$1,899	\$1,243	\$20,257
1990	\$1,141	\$1,278	\$1,697	\$1,462	\$1,933	\$2,460	\$3,555	\$4,260	\$3,352	\$2,634	\$1,988	\$1,323	\$21,505
1991	\$1,140	\$1,251	\$1,763	\$1,598	\$2,020	\$2,910	\$4,119	\$5,099	\$3,352	\$2,452	\$2,968	\$1,412	\$24,332
1992	\$1,077	\$1,374	\$1,603	\$1,654	\$2,139	\$2,492	\$3,906	\$4,685	\$3,542	\$2,901	\$1,785	\$1,227	\$22,677
1993	\$1,043	\$1,436	\$1,475	\$1,642	\$2,044	\$2,079	\$3,589	\$3,950	\$2,938	\$2,755	\$1,465	\$1,398	\$20,218
1994	N/A	N/A	N/A	N/A	\$1,846	\$2,286	\$3,047	\$3,592	\$2,726	\$2,247	\$1,709	\$1,079	\$18,532
% diff. 93/94					-9.69%	9.96%	-15.10%	-9.06%	-7.22%	-18.44%	16.66%	-22.82%	-8.34%

Taxable Sales Eastern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	May, Jul-Dec
1989	\$416	\$412	\$521	\$575	\$1,566	\$3,604	\$7,854	\$9,100	\$6,159	\$3,132	\$624	\$558	\$28,992
1990	\$322	\$383	\$413	\$527	\$1,453	\$3,597	\$7,842	\$9,690	\$6,641	\$3,277	\$660	\$653	\$30,215
1991	\$314	\$339	\$474	\$613	\$1,862	\$4,223	\$9,479	\$10,962	\$7,250	\$4,743	\$775	\$557	\$35,628
1992	\$392	\$526	\$511	\$739	\$1,819	\$4,439	\$9,900	\$12,026	\$8,034	\$3,761	\$780	\$638	\$36,958
1993	\$407	\$386	\$527	\$495	\$1,986	\$4,527	\$9,727	\$13,407	\$8,865	\$4,304	\$705	\$593	\$39,587
1994	N/A	N/A	N/A	N/A	\$2,119	N/A	\$9,941	\$13,350	\$8,459	\$4,215	\$698	\$1,471	\$40,253
% diff. 93/94					6.70%		2.20%	-0.43%	-4.58%	-2.07%	-0.99%	148.06%	1.68%
Taxable Sales Mid Coast ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	\$760	\$702	\$794	\$835	\$1,496	\$3,482	\$7,299	\$8,329	\$5,412	\$2,922	\$992	\$1,011	\$34,033
1990	\$1,394	\$677	\$827	\$926	\$1,784	\$3,605	\$7,472	\$8,240	\$6,081	\$3,128	\$935	\$921	\$35,991
1991	\$576	\$676	\$828	\$997	\$1,629	\$4,062	\$8,196	\$10,262	\$5,939	\$3,056	\$1,126	\$859	\$38,206
1992	\$762	\$1,062	\$962	\$1,057	\$1,975	\$4,230	\$8,604	\$9,719	\$6,048	\$3,600	\$1,281	\$923	\$40,223
1993	\$733	\$993	\$1,024	\$1,021	\$1,787	\$4,582	\$9,326	\$11,560	\$6,202	\$3,781	\$1,067	\$1,264	\$43,340
1994	\$636	\$724	\$803	\$1,209	\$2,181	\$5,428	\$8,745	\$11,123	\$6,650	\$3,399	\$1,319	\$949	\$43,166
% diff. 93/94	-13.23%	-27.09%	-21.58%	18.41%	22.05%	18.46%	-6.23%	-3.78%	7.22%	-10.10%	23.62%	-24.92%	-0.40%
Taxable Sales Kennebec ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Aug-Dec
1989	\$613	\$702	\$729	\$723	\$1,121	\$1,335	\$2,214	\$2,446	\$1,622	\$1,424	\$907	\$645	\$7,043
1990	\$788	\$859	\$894	\$794	\$1,120	\$1,532	\$2,065	\$2,415	\$1,585	\$1,446	\$809	\$552	\$6,807
1991	\$591	\$619	\$648	\$825	\$1,229	\$1,409	\$2,300	\$3,020	\$1,502	\$1,156	\$804	\$622	\$7,104
1992	\$671	\$677	\$656	\$789	\$1,297	\$1,578	\$2,297	\$2,825	\$1,707	\$1,428	\$889	\$531	\$7,380
1993	\$706	\$649	\$767	\$796	\$1,279	\$1,499	\$2,632	\$3,042	\$1,851	\$1,344	\$728	\$815	\$7,780
1994	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$3,113	\$1,713	\$1,298	\$839	\$602	\$7,565
% diff. 93/94								2.33%	-7.46%	-3.42%	15.25%	-26.13%	-2.76%
Taxable Sales Androscoggin ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Aug-Dec
1989	\$2,620	\$2,878	\$2,772	\$998	\$881	\$1,448	\$2,131	\$2,839	\$1,777	\$1,348	\$757	\$1,940	\$8,661
1990	\$2,344	\$3,301	\$2,797	\$602	\$1,048	\$1,555	\$2,574	\$2,423	\$1,792	\$1,162	\$797	\$2,188	\$8,362
1991	\$2,017	\$3,081	\$2,981	\$853	\$1,204	\$1,437	\$2,201	\$3,386	\$1,668	\$1,375	\$695	\$2,273	\$9,397
1992	\$2,714	\$3,544	\$3,235	\$1,232	\$1,117	\$1,432	\$2,162	\$2,535	\$1,980	\$1,232	\$848	\$2,262	\$8,857
1993	\$3,385	\$4,314	\$3,872	\$1,354	\$1,248	\$1,384	\$2,612	\$2,661	\$1,934	\$1,208	\$1,050	\$2,340	\$9,193
1994	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$3,497	\$1,992	\$1,358	\$832	\$2,067	\$9,746
% diff. 93/94								31.42%	3.00%	12.42%	-20.76%	-11.67%	6.02%

Taxable Sales Cumberland ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan-Dec
1989	\$1,646	\$2,026	\$2,845	\$2,770	\$3,304	\$4,628	\$9,612	\$9,716	\$6,701	\$6,143	\$2,855	\$2,222	\$54,467
1990	\$1,923	\$2,160	\$2,489	\$2,237	\$3,246	\$4,986	\$8,864	\$9,839	\$7,013	\$5,635	\$2,797	\$1,948	\$53,136
1991	\$1,819	\$3,504	\$2,595	\$2,356	\$3,702	\$6,044	\$9,983	\$10,615	\$7,077	\$6,201	\$2,692	\$2,593	\$59,181
1992	\$2,033	\$2,561	\$2,834	\$3,035	\$4,207	\$5,721	\$10,201	\$10,477	\$7,515	\$5,231	\$3,479	\$2,470	\$59,764
1993	\$1,847	\$2,352	\$2,805	\$2,689	\$4,120	\$5,467	\$10,288	\$11,551	\$6,796	\$6,429	\$3,423	\$3,387	\$61,154
1994	\$1,600	\$2,208	\$2,045	\$2,192	\$3,740	\$5,730	\$10,249	\$11,554	\$7,422	\$5,912	\$3,137	\$2,451	\$58,240
% diff. 93/94	-13.37%	-6.12%	-27.09%	-18.48%	-9.22%	4.81%	-0.38%	0.03%	9.21%	-8.04%	-8.36%	-27.64%	-4.77%
Taxable Sales Southern Maine ESA- Lodging (in thousands)													
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Mar, May-Dec
1989	\$540	\$667	\$787	\$2,403	\$2,888	\$7,167	\$22,298	\$20,415	\$9,091	\$4,603	\$1,261	\$1,049	\$69,558
1990	\$749	\$1,107	\$1,199	\$1,718	\$3,568	\$8,589	\$22,158	\$22,915	\$9,170	\$5,204	\$1,487	\$1,476	\$75,767
1991	\$672	\$876	\$1,014	\$1,941	\$4,200	\$9,896	\$26,223	\$26,943	\$10,518	\$5,676	\$1,869	\$1,250	\$87,589
1992	\$909	\$1,046	\$939	\$2,251	\$5,925	\$9,656	\$24,448	\$25,360	\$10,196	\$5,868	\$2,186	\$1,517	\$86,095
1993	\$1,135	\$998	\$898	\$2,053	\$5,559	\$10,136	\$25,747	\$25,027	\$10,780	\$6,609	\$1,932	\$1,310	\$87,998
1994	N/A	N/A	\$1,100	N/A	\$6,685	\$11,093	\$21,977	\$25,269	\$11,093	\$5,705	\$1,911	\$1,725	\$86,558
% diff. 93/94			22.49%		20.26%	9.44%	-14.64%	0.97%	2.90%	-13.68%	-1.09%	31.68%	-1.64%

VI. Miscellaneous

Tourism Celebration:

Tourism industry employees were honored at a Tourism Celebration held at The Samoset in Rockland. In addition, Gustave Tilman of the Holiday Inn By the Bay in Portland was presented the Kathryn M. Weare Award. Winners were:

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

Gustave Tillman
Holiday Inn By the Bay, Portland

Outstanding Recreation Employee of the Year

Dennis Parsons
Sugarloaf USA
Kingfield

Outstanding Public Service Employee of the Year

Donna Moreland
Moosehead Lake Region Chamber of Commerce

Outstanding Accommodations Employee of the Year

Brian LeClair

Holiday Inn
Waterville

Outstanding Food Service Employee of the Year

Jon Towle
Kennebunk Inn 1799

Outstanding Attractions Employee of the Year

Joan B. Cole
Down East Country Music Association
Wells

Appendix VI - Film Office

A: Filming Activities and Expenditures

A total of 37 productions spent more than \$3 million in Maine during 1994. This included two feature films, one TV miniseries, 9 television shows and specials, and seven commercials, 11 still ads, 6 industrial videos and one film short. They included:

Feature film:

Casper (establishing shots)
Jumanji

Television Miniseries:

Langoliers

Television Shows:

Portland (Japanese TV)
Trailside
TV Food Network
Motor Week
Bridges (Japanese TV)
ESPN Jeep special
Pets of the World (Japanese TV)
American Revolution documentary
The Water's Edge

Commercials:

Coopers & Lybrand
New Balance
Proctor and Gamble
Lexus
Poland Spring Water (two)

Central Maine Power

Still Ads:

J. Crew
Speigel
Lane Bryant
British Fashions
Avanti
G.H. Bass (two)
Time Warner
Cooking Light magazine
Bose
Automotive

Industrial Videos:

Stratton Paper
Nat'l Assoc. of Newspapers
Scott Paper
Boise Cascade
Ferguson
Fashion Shoot

Miscellaneous:

The Hardly Boys (studio short film)

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 1994. (Asterisks denote towns where filming took place.)

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

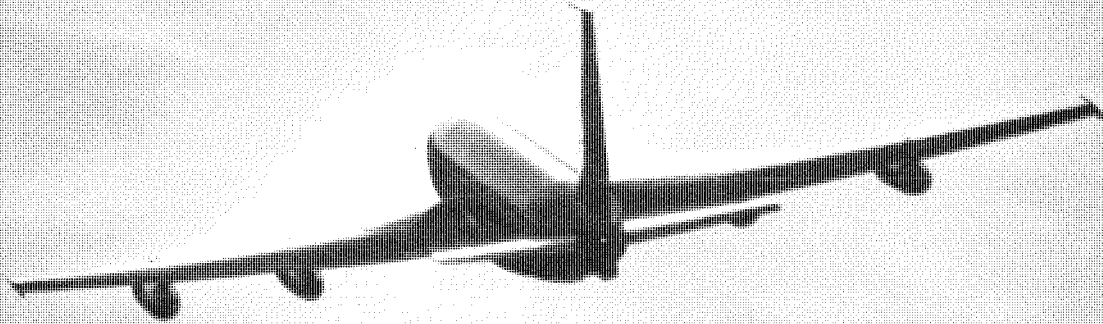
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THE

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EXECUTIVE PRODUCERS RICHARD A. DEBUNSTON & MICHAEL GAIR, PRODUCED BY DAVID KAPLAN, MARK WARR, CHRISTOPHER GILBERT, BASED ON NOVELLA FROM
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