

2-2003

# Tourism Works for ME

Maine Tourism Commission

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A hiker wearing a red shirt, dark shorts, and a red cap with a backpack is standing on a rocky mountain peak. The hiker is looking out over a vast, forested valley. In the distance, there are large, rugged mountains under a clear blue sky. A small blue lake is visible in the valley. The text "Tourism Works for ME" is overlaid on the image in a large, white, serif font.

**Tourism  
Works for  
ME**

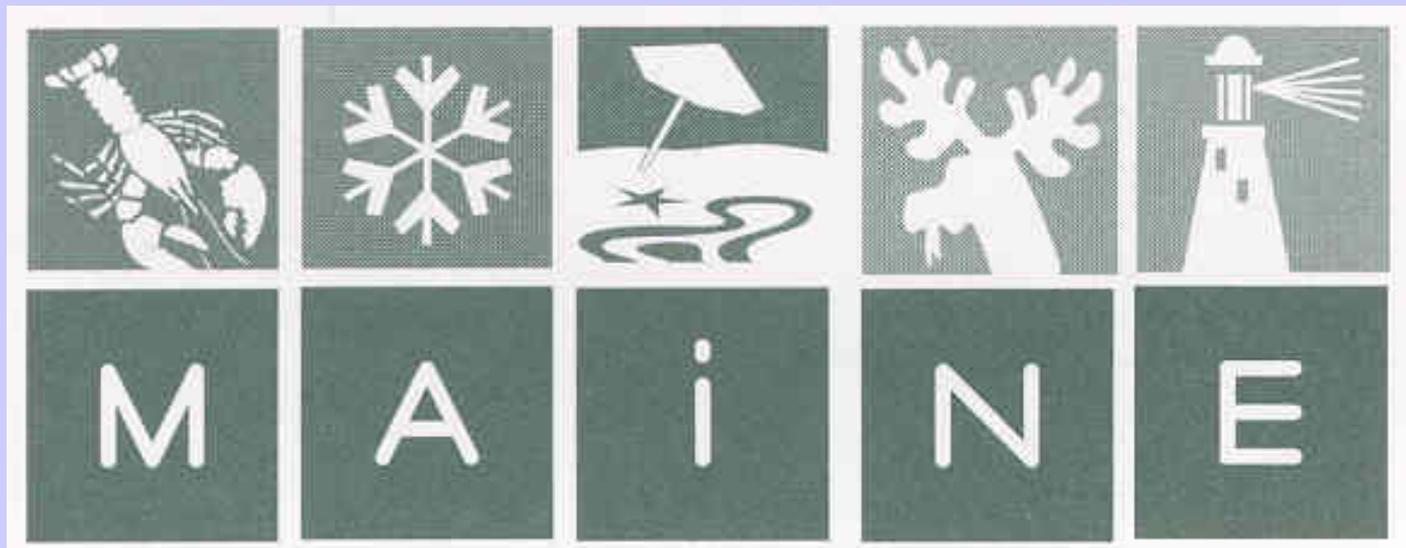
# MAINE TOURISM COMMISSION

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59 STATE HOUSE STATION, AUGUSTA, ME 04333



# Maine Tourism Commission

The Maine Tourism commission consists of 24 voting members, appointed by the Governor “to assist and advise” the Office of Tourism.



# Goals of the Commission are to:

- facilitate and promote all aspects of Maine tourism.
- increase public awareness through education.
- strengthen and unify the industry through increased visibility and improved communication at grass roots, legislative and executive levels.
- maintain awareness of all tourism initiatives.

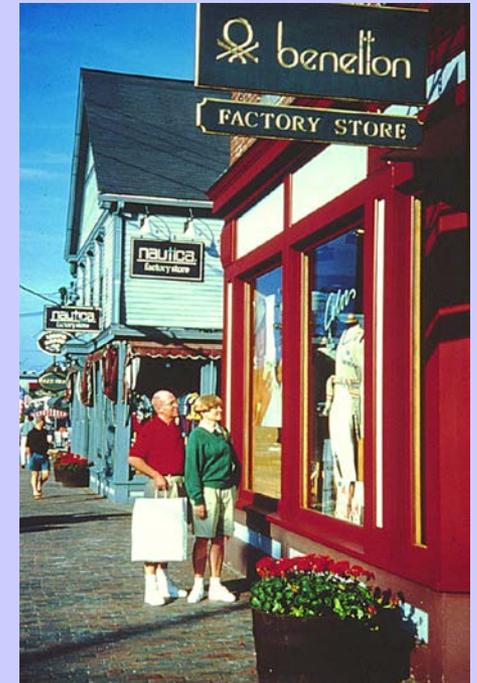


# What do you think of when you think of tourists? Someone .....

- looking for a place to eat?
- looking for a lighthouse?
- going ten miles per hour under the speed limit with their right turn signal on for five miles?
- looking for a place to tent or ride a bike?



# Or someone like you, discovering more of Maine?



Do you ever think of that tourist  
as part of an economic engine –  
someone who contributes dollars  
to Maine's economy?



# Think of the tourist...

- In a car, bus or on a bicycle...someone just like you.
- A person looking for a place to spend his or her money



# Tourism and the Maine Economy

As tourists travel around our state, they leave behind dollars for goods and services



# Tourism and the Maine Economy

Even when Mainers themselves travel for pleasure within the state, they pump money into the economy – money that otherwise might be spent out of state



# Those dollars are in turn used by.....

- The restaurant owner to buy lobsters and clams



- The gift shop operator to buy more Maine crafts



- The motel owner to invest in expansion



- Businesses to create more jobs



- The lobster fisherman then buys more supplies



- The Maine artist pays school taxes



- The Maine non-profit increases services to Maine communities



- And so it goes.....



# Tourism is a large industry

Like other Maine industries, tourism brings  
**NEW** dollars to our economy



# In 2001.....

- Visitors to Maine directly and indirectly generated \$8.9 billion in sales of goods and services
- Resulting in \$344 million in tax revenues



# Resulting in thousands of jobs and endless career opportunities in Maine



# Compared to other Maine industries....

- Tourism....50,000–100,000
- Lumber.....14,125
- Paper.....13,170
- Fishing.....9,473

(as reported by Maine State Planning Office)



# In other words...

- When tourism thrives in Maine, **everyone** benefits.
- Every tourism dollar generates jobs and helps build a better Maine.



With its unparalleled beauty and variety of amenities, Maine's tourism industry has tremendous growth potential.



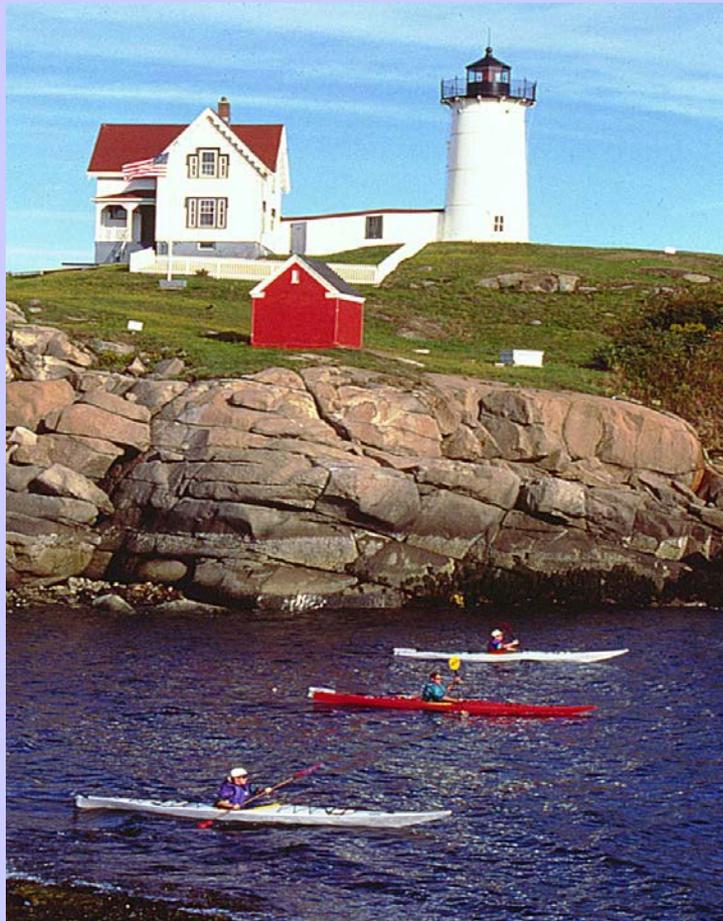
# From its magnificent forests



# Hundreds of sparkling lakes



# Rugged shoreline



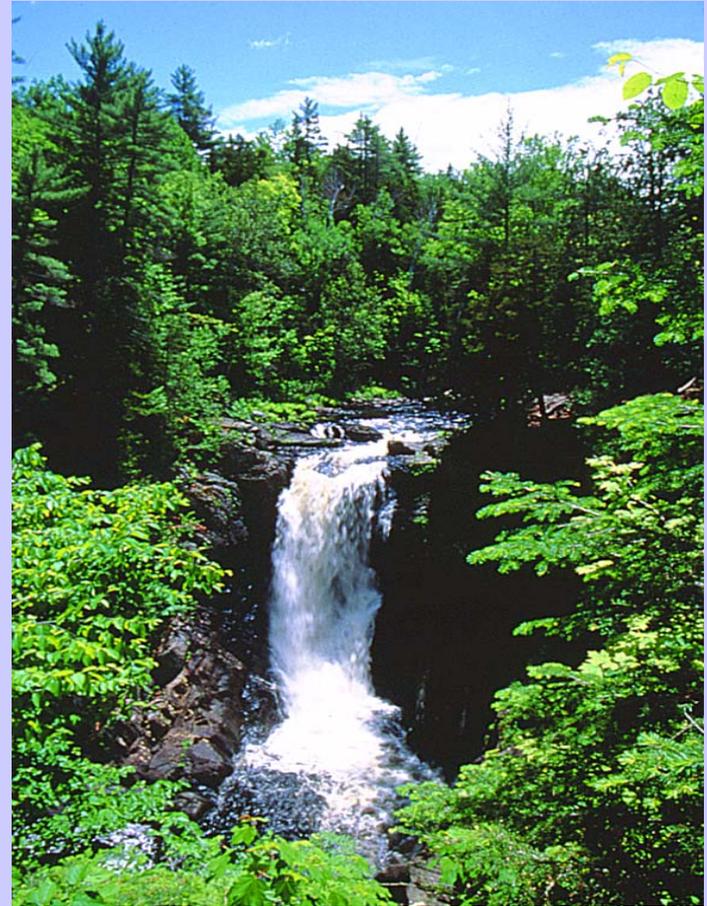
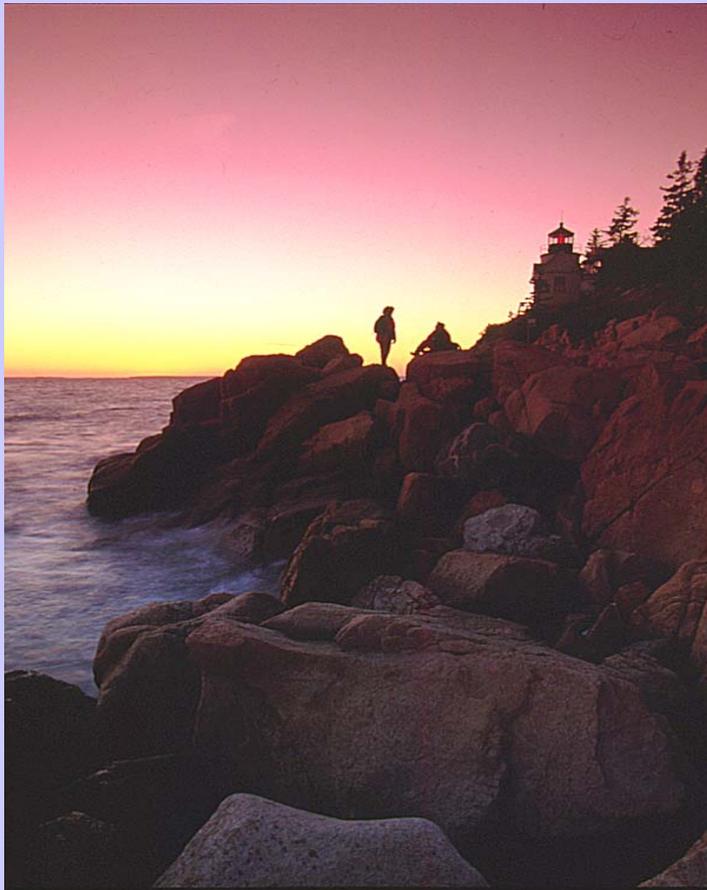
# Scenic Mountains



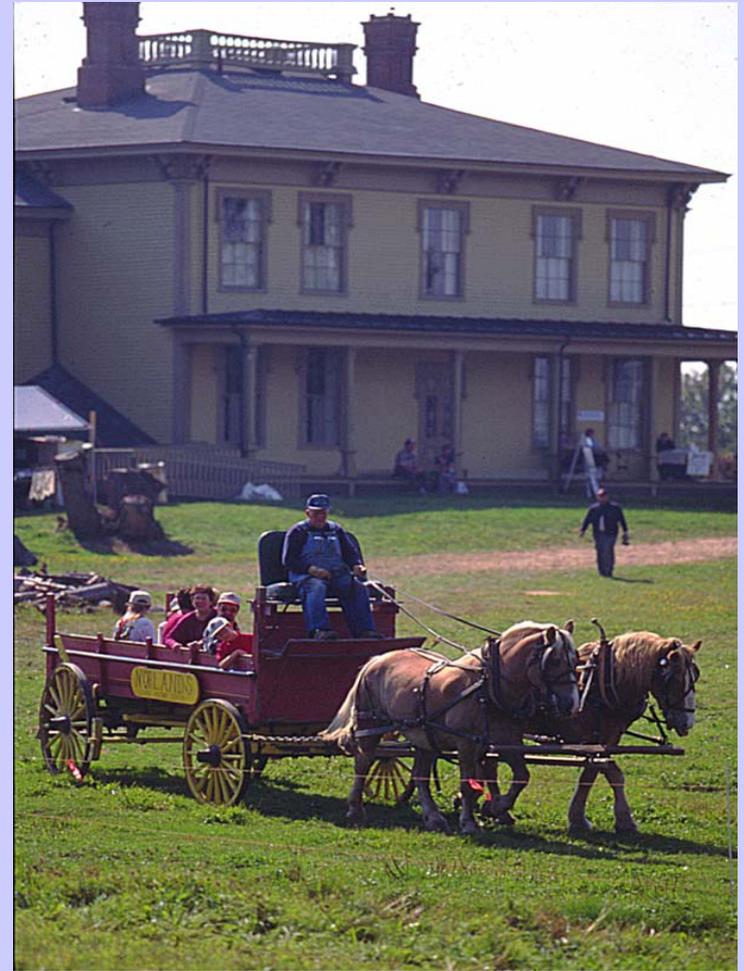
# Abundant wildlife



# Unique geology



# Historic sites, fairs, festivals and cultural attractions galore!



Maine is blessed with a full  
range of resources to build upon  
for economic development  
through tourism



# Tourism has a very broad definition

Tourism is not just lighthouses and lobsters....



Its definition is as broad as the state is wide.



# It includes everything from....

## Hiking to hunting



# Camping to cruising



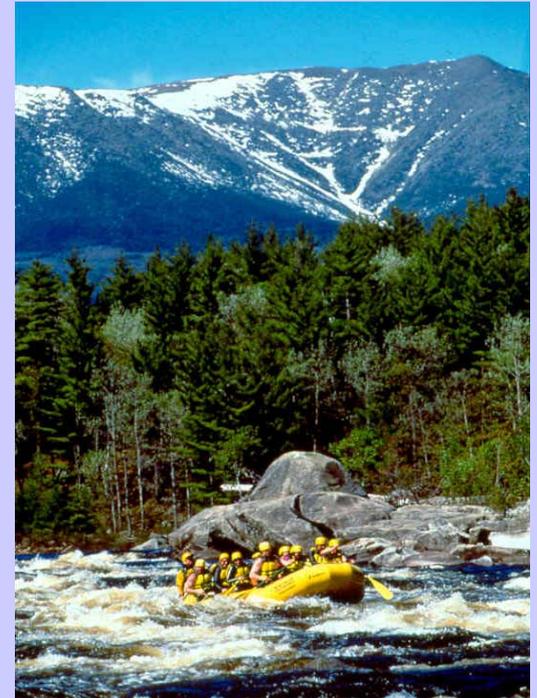
# Snowmobiling to sightseeing



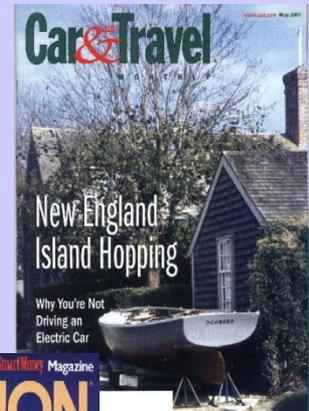
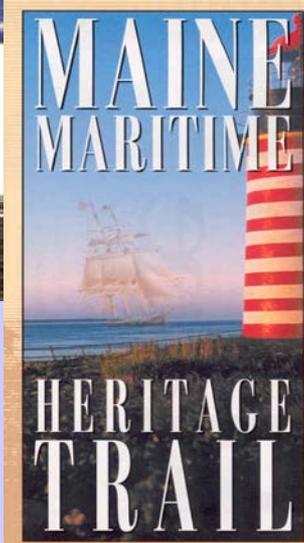
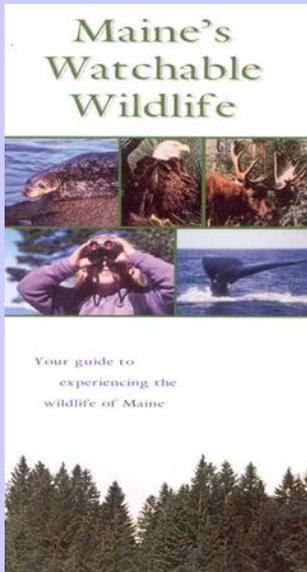
And antiquing to  
world class  
entertainment



Over the past decade, the number  
of visitors to Maine has been  
increasing



This increase is due in large part to the promotional and public relations programs of the Office of Tourism.



# Advertising

In addition to advertising in newspapers and magazines, the Office of Tourism places television ads in major markets.

Enter the Winter Weekend Giveaway  
Go to [www.visitmaine.com](http://www.visitmaine.com) and enter to win a ski vacation or one of three other getaways.\*

Vertical  
drops of  
2800 feet.  
Elbow  
room  
that's  
endless.

Hundreds of slopes, fewer people and fresh powder make for a ski weekend you'll actually enjoy.

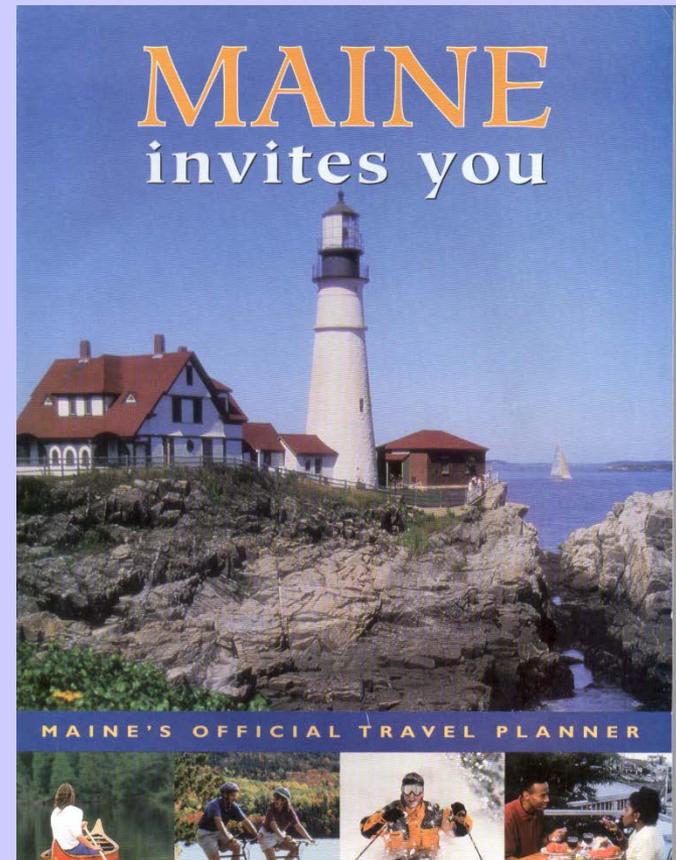
**MAINE**  
[WWW.VISITMAINE.COM](http://WWW.VISITMAINE.COM)  
1-888-maine16

\*No purchase necessary.



# “Maine Invites You” booklet

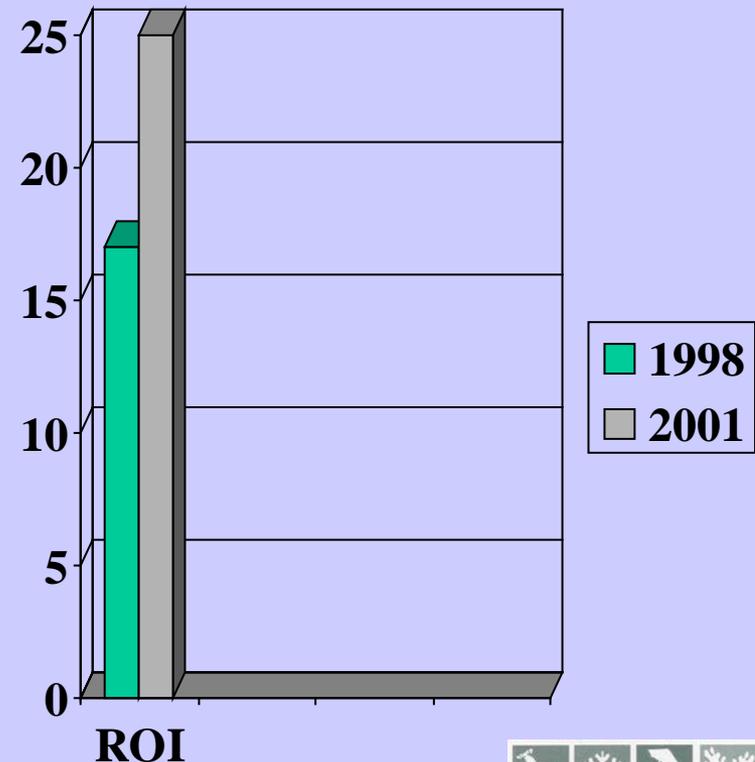
Working together with the Maine Tourism Association, in 2001, 225,000 copies of “Maine Invites You” were mailed out around the US and throughout the world



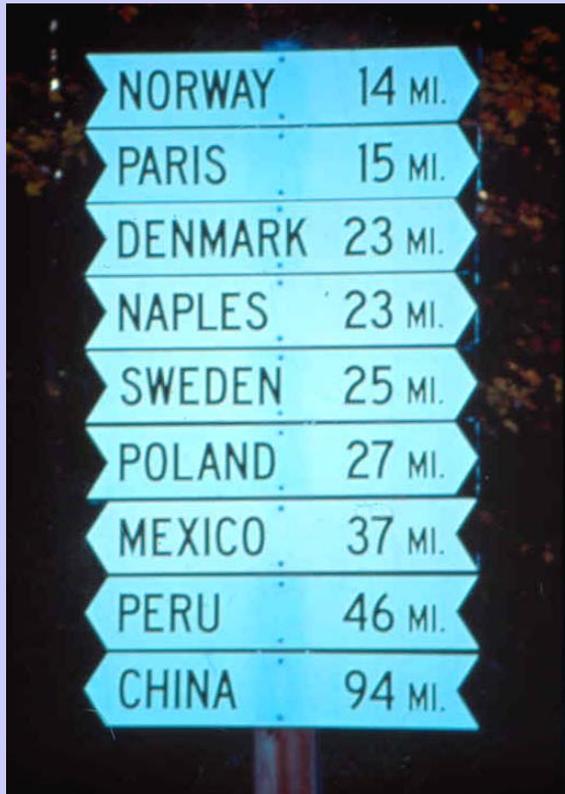
# Benefits of the Marketing Program

There is a direct relationship between advertising dollars and increased number of visitors

- In 2001, there was a 25:1 return on advertising investment. This was an increase from 17:1 in 1998.



# Tourism promotion stimulates Maine citizens to travel within the state



NORWAY	14 MI.
PARIS	15 MI.
DENMARK	23 MI.
NAPLES	23 MI.
SWEDEN	25 MI.
POLAND	27 MI.
MEXICO	37 MI.
PERU	46 MI.
CHINA	94 MI.



Maine has everything to offer its guest from across the country and around the world. Our trails, gift shops and campgrounds.....



# our crafts and manufactured products.....



# our scenic mountains and blueberry barrens.....



our safety and friendly people.....



our unique food and restaurants....



# our National Scenic Byways.....



# our wildlife and history.....



our culture and heritage....

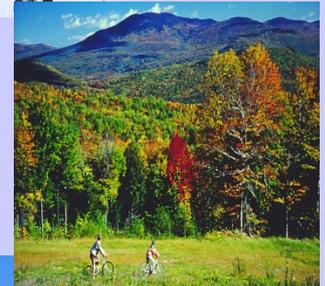


are all incredible  
resources that are  
sought by everyone.



# Maine is HOT!

- Sharing resources through tourism will continue Maine's industry growth and build a strong economy.
- Tourism helps our economy grow even as we protect our extraordinary environment for future generations.



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Maine Tourism Commission

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