

EFFICIENCY MAINE

I have just had one of my most POSITIVE governmental contacts in many years! I applied for an energy audit of our office and warehouse in Hallowell. I received a 50-page plus report that walked me through our needs, suggested improvements and money saving ideas. Best of all, the audit was free!

We have made some improvements to our facilities over the years but this audit is a detailed report of what we need to do and is very simple to understand and put in motion. It allows you to follow the steps that fit your budget as well as your timeline for completion. The folks from Bravo Zulu Energy conducted our audit and were very professional and efficient in their duties. Other than a few simple questions while they were in the building doing the audit you would not have known they were in the work area.

I think we can all agree that energy costs are one business expense that will continue to rise and one that we can, with some help, control those costs in a better manner. This audit also made me aware of loans up to \$35,000 that can be secured at 1% interest. Yes 1%! This applies to Maine businesses with 50 or less full-time employees or annual sales of less than \$5 million. Those parameters fit many of our Maine Tourism Association members. You can use these funds for solar power, wind energy and insulation just to mention some of the energy saving options.

As you have time and the seasonal change in the tourism business allows, please consider the money you might save with the improvements you can make on energy use. We will always face challenges for business and for energy. If we can hold power costs down by saving energy we all benefit. I encourage you to visit www.energymaine.com or call them at 1-866-376-2463. I believe you will be very impressed with their efforts and ideas to save you money.

— Vaughn Stinson, CTC
Chief Executive Officer

See page 4 for Ballet questions.

YOUR VOTE
Election Day is November 2, 2010
COUNTS!

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e-Impact for August:

www.maintourism.com/assets/stats.pdf

Our Mission Statement:

To serve as a unifying organization representing the common interests of the tourism industry; to create economic opportunities for our members by helping visitors and the general public become more aware of the unique quality of the Maine experience.

WELCOME NEW MEMBERS

August 1 – 31, 2010

Bethel Historical Society

Bethel
207-824-2908
www.bethelhistorical.org
Calendar of Events, Educational, Gift Shop,
Heritage, Maine Products, Museum

Capt. Lyman Stuart, LLC

Falmouth
207-615-6917
lstuart1@maine.rr.com
www.handyboat.com/lessons.htm
Boat Cruise, Educational

Faircrest Motel

York
207-363-4144
faircrest@maine.rr.com
www.faircrestmotel.com
Motel

Holiday Guest House Bed & Breakfast

Wells
207-646-5400
information@holidayguesthousebnb.com
www.holidayguesthousebnb.com
Bed & Breakfast, Guest House, Inn

Inn at Round Pond

Round Pond
207-809-7386
bill-morton@hotmail.com
www.theinnatroundpond.com
Bed & Breakfast, Camp & Cottages, Inn

Lord's Lobster Inc., dba Lord's Harborside Restaurant

Wells
207-646-2651
www.lordsharborside.com
Lobster, Restaurant

Lubec Rental Properties

Lubec
207-733-4748
jody@lubecrentalproperties.com
www.lubecrentalproperties.com
Camp & Cottages, Guest House, House Rental

Made in Aroostook, Inc.

Oxbow
207-435-6171
shop@deepinthewoods.org
www.madeinaroostook.org
Arts & Crafts, Association, Christmas Wreath,
Maine Products

Continued on page 3.

MAINE TOURISM SHOWS IMPROVEMENT

Reports that Maine was experiencing a strong tourism season were verified this week when the Maine Revenue Service released the taxable sales figures for July.

July 2010 lodging sales were up 13.4 percent over July 2009 and for the three months (May-July), sales were up 10 percent over the same period last year.

In addition, restaurant sales for July 2010 were up 5.9 percent over July 2009. For the three months (May-July), sales were up 4 percent over the same period in 2009.

"We heard positive reports from throughout the state all season long," said Maine Office of Tourism Director Patricia Eltman. "These numbers certainly support the anecdotal information we had previously received. There is no denying 2009 was a challenging year and record rainfall in early summer had a negative impact on the tourism season. This type of rebound is a very good sign for the tourism industry and Maine in general."

In addition to the positive sales tax figures, CruiseMaineUSA reports an increase of 36,000 passengers on cruise ships to Maine ports this year.

"We are hoping that with continued good weather and consistent marketing efforts, this positive trend will continue through the fall and winter," added Eltman.

RECOVERY LOOKING GOOD

After the economic freefall of the past two years and the confounding factor of relentlessly poor weather during much of last summer, the question this year was: would the tourism industry in Maine recover sufficiently to keep businesses open in 2010. The answer, with a few exceptions, was an emphatic "Yes!"

There has been a bit of press coverage given to this topic and a recent one by Tom Bell in the *Portland Press Herald* gave a positive assessment of the season so far.

Bell reported that although many consumers remain cautious about spending because of the sluggish economy, this summer's sunny weather has been a huge improvement over last summer's rainy and cool weather. Steve DiMillo of DiMillo's Floating Restaurant in Portland said his restaurant has been serving 1,000 meals a day – a 10 percent increase over last year. "Great weather trumps everything. The sunshine is obviously our friend."

Sales at restaurants in Maine are up 4 percent this summer over last summer, according to industry estimates. As for the lodging end of things, in July, the state's hotels had an occupancy rate of 74 percent – an increase of 10.7 percentage points over the same month last year, as reported by Smith Travel Research, a Tennessee-based company that serves the lodging industry.

Last summer was particularly tough for the hotel industry because many people saved money by taking day trips and sleeping at home, said Patricia Eltman, director of Maine's Office of Tourism. With fewer Americans taking two-week vacations that are planned in advance, travelers are instead taking trips on the spur of the moment for three or four days, according to Eltman.

Last year, some hotels went out of business. Many of those that survived are now on the edge, said Greg Dugal, executive director of the Maine Innkeepers Association. That's why this year's rebound is so important, he said. "For some folks, they needed this to survive."

The downside for consumers is that hotels aren't discounting room rates as much as they did last year, because they aren't so desperate to fill rooms. At the Portland Harbor Hotel, a boutique hotel on Fore Street, for instance, room rates are holding steady, said Peter Wetzel. The hotel had recently sold out its rooms for 16 of the last 19 days, according to Wetzel.

Last summer at Bayley's Camping Resort in Old Orchard Beach, the weather was so dreary that many campers cut their stays short and went home early. This year, just the opposite is happening, said the general manager, Tom Bayley. "They are staying longer and moving sites to stay longer. They are having a better vacation. The weather is tremendous."

Last summer was both wetter and cooler than normal. In July 2009, 8.6 inches of rain fell in Portland and the average temperature was 66.2 degrees, according to the National Weather Service. This July, 4.06 inches of rain fell, and the average temperature was 72.3 degrees – 3.6 degrees warmer than normal.

In businesses as disparate as white water rafting in The Forks area and Bar Harbor lodging, the summer has been also very kind. Rafting rides have been up in double-digit percentages at a couple of places and a well-established Bar Harbor inn reported that this summer has been the best in the past 24 years.

The current glut of great weather shows no sign of ending, which will hopefully lead to a great shoulder and foliage season. As they say in the Big Easy, "Let the good times roll!"

—Michael Conley,
Manager - Advertising & Membership Sales

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PUBLIC AFFAIRS

UPDATE

Maine Hospitality and Tourism Alliance Gubernatorial Forum

was a great success with candidates Eliot Cutler, Independent, and Paul LePage, Republican, debating several issues of interest to the tourism industry. Candidate Elizabeth Mitchell, Democrat, declined to attend. Nearly 150 persons registered to attend along with members of the media and several legislators. The candidates answered questions about tax increases, how they would help to grow and sustain the industry; what they would do about too many regulations that are hurting businesses; and how to lower Maine's higher than average energy costs among others. It was a lively discussion as reported by the *Portland Press Herald* and *Kennebec Journal*. Here is a link to the article by Matt Wickenheiser: http://www.pressherald.com/news/two-rivals-clash-at-forum_2010-09-10.html

Posting of DEP Rules Delayed. The Department of Environmental Protection recently announced that it is delaying the formal posting of their proposed revisions to the Site Location of Development and Stormwater Management rules. They held public information sessions in Bangor and Portland that were very well attended and included many in attendance voicing concerns about the impact of these new rules and especially about higher costs associated with implementation. We are working with our partners in the Hospitality and Tourism Alliance along with other members of Maine's business community to voice our concerns.

If you are interested in downloading a copy of the latest working draft of the rules, they are available at http://www.maine.gov/dep/blwq/topic/site_storm_revisions/index.htm. on the DEP Web site.

Maine Revenue Services Announces Sales and Use Tax Symposiums.

These symposiums will include a complete overview of the sales, use and service provider tax laws for both new and existing users. The cost is \$40 per person and includes a specially prepared sales tax reference guide, lunch and morning and afternoon refreshments. Registration begins at 7:30 am at the following locations:

Caribou on October 18 at the Caribou Inn and Convention Center;
Brewer on October 19 at Jeff's Catering;
Augusta on October 26 at the Augusta Civic Center; and
Portland on October 27 at Keeley the Katerer.

For additional information on these symposiums and to register online please go to the Maine Revenue Services Web site at: <http://www.maine.gov/revenue/salesuse/salestax/Symposium2010.htm>.

If you would like additional information, please call me at the Maine Tourism Association, 207-623-0363, ext. 104 or e-mail me at carolyn@mainetourism.com.

— Carolyn Manson,
Manager of Public Affairs

WELCOME NEW MEMBERS

August 1 – 31, 2010

Continued from page 2.

Maine Mountain Maple

Rangeley

207-491-1612

chris@mainemountainmaple.com

www.mainemountainmaple.com

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Tours

Maine Organic Farmers & Gardeners Association

Unity

207-568-4142

mofga@mofga.org

www.mofga.org

Agriculture, Association, Educational,
Festivals

Old Granite Inn

Rockland

207-594-9036

info@oldgraniteinn.com

www.oldgraniteinn.com

Bed & Breakfast, Inn

Penobscot Island Air

Owls Head

207-596-7500

info@penobscotislandair.net

www.penobscotislandair.net

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Moody

877-682-9045

www.seaglassvillage.com

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Resort

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To be considered, submit a photo or artwork and a 150-word description of your business to:

mpierre@mainetourism.com

or mail to:

Micheline Pierre

Maine Tourism Association

327 Water Street

Hallowell, Maine 04347

OCT./NOV. EVENTS

For more information on these events, go to: www.maine tourism.com

The Dempsey Challenge

October 2-3, 2010

Lewiston, ME

207-795-5546

The event is scheduled at Simard-Payne Police Memorial Park in Lewiston. The Challenge, founded by actor, Maine native and avid cyclist Patrick Dempsey, is an annual international fundraising platform in Lewiston/Auburn. A 5-k run/walk and 10-k mile run/walk are scheduled for Oct. 2 and cycling rides of 10, 25, 50 and 100-miles are scheduled for Oct. 3. Weekend festivities include a Festival in the Park including a Health and Wellness Expo, Vendor Fair, KidZone and live entertainment. Fees: \$35 for either 5K or 10K run/walk and \$75 for one of four cycling rides. There is a \$150 fundraising minimum per registrant 18 years and over.

Living History Days

October 2-3, 2010

Leonard's Mills, Bradley, ME

207-974-6278

Celebrate Maine Forest and Logging Museum's 50th Anniversary with re-enactors, demonstrators, and the many volunteers who make this lumbering site come alive! Visit the encampments, blacksmith's shop, sawmills, log cabin; ride the bateau and horse-drawn wagons, sample beanhole beans, press apple cider, learn a new skill, enjoy the Fall foliage. Admission: \$8 for an adult, \$4 for a child.

Manchester Apple Festival

October 2, 2010; 10 a.m.-4 p.m.

Manchester, ME

207-215-7487

7th Annual Apple Festival takes place at Lakeside Orchards in Manchester Maine. Features large parade, well attended road race, craft show, live music, apple picking, hay rides, kids' activities, contests, and more.

Fryeburg Fair

October 3-10, 2010

1154 Main St., Fryeburg, ME

207-935-3268

Come and bring the family and friends to the Fryeburg Fair, Maine's Blue Ribbon Classic. Play the games, ride the rides, and see all of the vendors.

Pumpkin Land

Weekends September - October 2010

125 Pigeon Hill Rd., Mechanic Falls, ME

207-998-3259

Maine's most Halloween fun. Come enjoy a hayride through our spooky forest, pet the animals in our petting barn or choose treats to eat at the Sugar Shack or Cauldron Café. Saturday and Sundays from 11 a.m.-6 p.m.

Continued on page 5.

ELECTION DAY IS NOVEMBER 2, 2010

**YOUR VOTE
COUNTS!**

Please remember to vote! This is a very important election for Maine and for the tourism industry. We will be electing a new governor and a new legislature and their decisions over the next 2-4 years will have a significant impact on your business and Maine's largest industry. We need a governor and legislators that will support the tourism industry and will help and not hurt business.

Many communities allow early balloting, making it very convenient for our busy citizens, so please check with your municipality for details.

Ballot Questions. The Secretary of State has determined the order of the ballot questions for the November election as follows.

- **Question 1 (Citizen Initiative):** Do you want to allow a casino with table games and slot machines at a single site in Oxford County, subject to local approval, with part of the profits going to specific state, local and tribal programs?

- **Question 2 (Bond Issue):** Do you favor a \$5,000,000 bond issue to be awarded on a competitive basis to increase access to dental care in Maine, \$3,500,000 to be used for a community-based teaching dental clinic affiliated with or operated by a college of dental medicine to be matched by \$3,500,000 in other funds, and \$1,500,000 to be used to create or upgrade community-based health and dental care clinics across the State to increase their capacity as teaching and dental clinics?

The Maine Tourism Association supports a Yes vote on Question 3.

- **Question 3 (Bond Issue):** Do you favor a \$9,750,000 bond issue to invest in land conservation and working waterfront preservation and to preserve parks to be matched by \$9,250,000 in federal and other funds?

- If you would like additional information, please contact Carolyn Manson at the Maine Tourism Association at 623.0363 Ext. 104 or email carolyn@mainetourism.com.

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BRIEF UPDATES

Although no one knows what will happen with the upcoming elections there is one thing we can be certain of ... CHANGE! Good, bad or otherwise. I recently attended a presentation by Professor Charlie Colgan of the Muskie School at USM about the Maine economy where there was good news and some not so good news. I would encourage you to seek out his presentations and information in the future. He is an excellent speaker and presents the economic information in layman's terms. He is not afraid to tell it like it is, even if it is not what we want to hear.

On September 21, the Joint Select Committee on Health Care Reform Opportunities and Implementation met to begin the discussion of health insurance exchanges. These exchanges are the centerpiece of the private health insurance reforms. If they function as planned, these exchanges will expand health insurance coverage, improve the quality of such coverage and perhaps of health care itself, and hopefully reduce costs. To read more about this, visit: <http://www.maine.gov/legis/opla/healthcarematerials.htm>.

Happy fall!

– Ron Brann,
Finance & Human Resources Manager

GEMS OF 26 OFFERS MAINE MILITARY VETERANS FUN AND RELAXATION

The Gems of 26 (www.gemsof26.com) is a group of eight unique organizations that offers cultural, historic and recreational experiences along Route 26 from Gray to South Paris. Recently, the Gems of 26 offered the Maine Military & Community Network (MMCN) the opportunity for military veterans and their families to stay, eat and enjoy the many fascinating sights and sounds of Western Maine, at no expense.

Current Maine military personnel and veterans of the Middle East conflicts, along with their families, may contact www.MaineMCN.org to demonstrate eligibility for this offer. Once deemed eligible by MMCN, the families can stay for 2 to 7 days at the Poland Spring Resort at no expense. Daily breakfasts and dinners for the whole family included in this offer, as are free golf and use of all facilities on the grounds.

While staying at the Inn, the families are also provided: a \$25.00 voucher for lunch at Harvest Hill Farms and free admission to Pumpkinland, Corn Maze, Petting Zoo, the McLaughlin Garden in South Paris, the Maine Wildlife Park, the Sabbathday Lake Shaker Village in Gray and free admission to the historic buildings and grounds of the Poland Spring Preservation Park and Society.

This offer will continue for the rest of this vacation season, and will be offered again next vacation season by the Gems of 26. Next season, the offer will include free use of the Poland Spring Resort's Driving Range, Miniature Golf Course and Disc Golf Course, all being built this fall.



OCT./NOV. EVENTS

Continued from page 4.

Acadia Oktoberfest

October 9, 2010; 11:30 a.m.-6 p.m.
Southwest Harbor, ME
207-244-9264
15th Annual Oktoberfest at Smugglers Den Campground in Southwest Harbor. All Maine products including 23 microbrewers, wineries, food, music and crafts.

Haunted Woods Walk

October 15-16, 2010; 6-9 p.m.
Presque Isle, ME
207-764-6561
Walk through the woods at Aroostook State Park before Halloween. Beware the spooks and spirits that are celebrating the season! Make sure you take your flashlight and lots of courage. Enjoy stories around the campfire and hot refreshments. Fee: \$5.00

26th Annual Harvestfest

October 15-17, 2010; 10 a.m.-4 p.m.
York Village, ME
207-363-4422
This colonial-themed festival includes a variety of activities, live bands, an ox roast, bean hole beans and crafters from all over the country. Harvestfest also includes a SeniorFest, KidsFest, antique car show, a pow-wow, hayrides and much more.

5th Annual Foliage Food & Wine Festival

October 15-17, 2010
Blue Hill, ME
207-374-3242
Join us for a weekend of fantastic food and wine while you enjoy the spectacular scenery of coastal Maine at its best. Events include wine dinners, tastings and receptions, workshops, tours, and our flagship tasting gala.

Mount Desert Island Marathon

October 16-17, 2010.
Mt. Desert Island, Bar Harbor, ME
207-276-4226
Four island communities will host the 9th annual MDI Marathon. Join this weekend of special events ending with the 26.2 mile marathon run along a seaside route held during peak fall foliage season. This race is a Boston Marathon qualifier. Times: marathon Sunday 8 a.m.

HalloweenFest at the Maine Wildlife Park

October 22-23, 2010; 6-9 p.m.
56 Game Farm Rd., Gray, ME
207-657-4977
Celebrate Halloween with the Park's native wildlife! Get into the spooky spirit! Special Halloween displays! Haunted hay rides! Wear your costumes! Games and door prizes! Regular admission fees.

Continued on page 6.

OCT./NOV. EVENTS

Continued from page 5.

7th Annual OgunquitFest

October 22-24, 2010
130 Beach St., Ogunquit, ME
207-646-2939

Weekend festival including scarecrow contest, haunted house, classic car show, Bridge to Beach Bed Race, pumpkin decorating, ghost stories, craft bazaar and more.

Halloween Harvest

October 30-31, 2010
2077 State Rd., Eliot, ME
207-748-3303

A full day and evening of fun for the whole family including games, wagon rides, and food. As the evening approaches, the ghosts and goblins will appear.

Earth's Wild Ride

Sundays, October 31-November 28, 2010
Jordan Planitarium, Orono, ME
207-581-1341

Examine our home planet Earth in "Earth's Wild Ride," Sundays at 2pm. Young families will enjoy visiting moon-colony kids and their grandfather as they view a solar eclipse from the moon. The moon's shadow moving across the Earth's surface conjures images of past eras from dinosaurs to spewing volcanoes.

27th Annual League of Maine Craft Show

November 6-7, 2010; 10 a.m.-4 p.m.
1470 Post Rd., Wells, ME
207-646-5172

Sixty crafters and artists will gather in the seacoast community of Wells Maine to exhibit, demonstrate and sell their handcrafted items. The finest of traditional, contemporary and country crafts will be offered to include everlastings, fiber, graphics, pottery, jewelry, weaving and more. Great place to start your Christmas shopping or to treat yourself to a handcrafted treasure. Free parking and admission. Gourmet food available.

Portland Ovations brings Circus INCognitus

November 13, 2010; 1 & 3 p.m.
637 Highland Ave., S. Portland, ME
207-773-3150

An alumnus of the famed Pickle Family Circus, Cirque Eloize and a featured soloist with Cirque du Soleil, Jamie Adkins' clowning and acrobatic pedigree is unparalleled. Children and adults alike will revel in his unforgettable one-man comedy, Circus INCognitus, which brings to life the story of a man who has something to say, but can't quite get it out. Whether precariously balancing upon a slack wire or deftly maneuvering a jaw full of ping-pong balls, Jamie leads audiences on a thrilling, humorous and ultimately inspiring adventure. Fees: \$10



Jim Frazee, 66/67 "The Magazine"

We surf the Internet. We swim in magazines.

The Internet is seducing. Magazines are evading. The Internet grabs you. Magazines embrace you. The Internet is fleeting. Magazines are timeless. And both trends are growing.

Simply stated and in the standard Internet cliché is the simple fact that magazine readership has risen over the past five years, even in the age of the Internet, even among the generation we would assume are most singularly fixated on digital media, the appeal of magazines is growing.

Think of it this way during the 12-year life of Google, magazine readership actually increased 11 percent.

When it comes, once again, to that new medium, it doesn't necessarily displace a existing one. Just as radio didn't kill records, just as TV didn't kill movies. As established mediums can continue to flourish so long as it continues to offer a unique experience. And, as reader loyalty and growth demonstrates, magazines do.

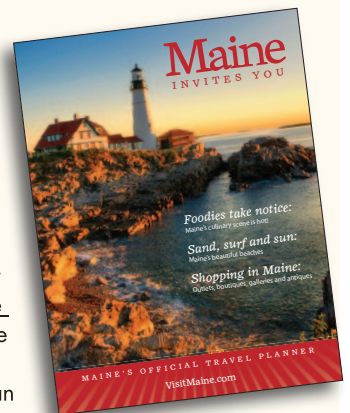
Which is why people aren't giving up swimming, just because they also enjoy surfing.

Magazine
The Power of Print

Please click to enlarge.

MAINE INVITES YOU

As Ronna Lugosch relates, "At Peapod Jewelry, we ask every person who comes into our gallery how they heard about us. Although it is early in the season a significant proportion of visitors are telling us that the *Maine Invites You* is where they saw our ad. We have been advertising in *Maine Invites You* for about three years, and this year we doubled the size of our ad because the response in the past has been very good. I can already tell that the response this year is better than last year."



Ronna's success story can be repeated dozens of times over throughout the state. When it comes to promoting your business to the Maine tourist, nothing comes even close to *Maine Invites You* for its winning combination of circulation (300,000 copies in print) and on-line punch with its own eBrochure.

I know, you've barely had a chance to catch your breath after this long summer, but there's still time to plan for 2011. Ads close on October 1st and will be available to the traveling public right around New Year's Day. There is simply no better way to get your business in front of these many hundreds of thousands of potential customers while the snow is still on the ground.

For more information on this great marketing value, please call Michael Conley at 623-0363, ext. 107, or email him at mconley@mainetourism.com.

To view and download the rate card, please [click here](#).

TRACKING THE COLORS

The Maine Department of Conservation has begun its 52nd season of fall foliage reporting. Maine Forest Service and state park rangers will detail the color change and leaf drop in the state's seven tracking zones in at least six weekly reports. Each report and an updated foliage map are posted on Maine's official season Web site: www.MaineFoliage.com. Leaf peepers can sign up on the site homepage to receive the weekly reports by e-mail.





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DAMARISCOTTA PUMPKINFEST & REGATTA

Mark your calendars! This year's 4th Annual Damariscotta Pumpkinfest & Regatta will be held on Oct 3 – 11, 2010 kicking-off with the officially sanctioned Great Pumpkin Commonwealth weigh-off.

Highlights of last year's festival included a big parade complete with Maine's new record pumpkin (weighing 1,210 pounds) and its grower Elroy Morgan and Togus the Cat. The Pumpkin Dessert Contest had 18 fine entries – all available for tasting. There were tons of children's games and a free matinée. Twenty-four giant pumpkins were carved, painted, or both, by artists of all ages. Pumpkins of various sizes were thrown, hurled, shot, and dropped thanks to record-holding pumpkin chunkers and catapults, and a 150-foot crane taking aim on a retired police cruiser! The Pumpkin Paddleboat Races and Motorized Pumpkinboat Regatta again drew huge crowds to the shores of the Damariscotta River. Some pumpkinboat captains sped to victory while others got wet.

Look forward to seeing you there!!!



APPLE ORCHARDS ARE EASY TO FIND

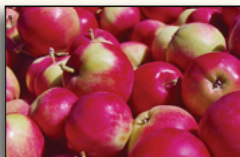


The Maine State Pomological Society announces its 7th annual Apple Map and Directory. Orchards and farm stands are listed in geographical locations complete with directions and phone numbers.

This year's apple harvest is early due to the warm spring. Now is the time to connect guests with the Maine tradition of picking apples.

The Maine Apple Map and Directory is available for members of the tourism industry at no-cost at select visitor centers or by request online: www.maineapples.org.

The Maine State Pomological Society, a nonprofit organization incorporated in 1873, is comprised of apple orchards throughout the state dedicated to strengthening the sector as well as the agricultural industry in Maine.



Maine Tourism Association is a non-profit association. In this capacity, we operate the state visitor information centers and produce the state's official travel planner for worldwide distribution.

Our association, in its 89th year, is the acknowledged, private-sector tourism leader in the State of Maine. The Association's membership is made up of professional leadership and organizations whose goal is to promote Maine as a prime vacation destination.

TOURISM TIDBIT

The World of Timeshares

One of the more interesting forms of tourism is what is often called the Timeshare. Timeshares are a form of tourism that fits in midway between a hotel/motel and outright ownership. In the timeshare system, a customer purchases an apartment or condominium for a specific period of time. Many tourism locations like the idea of timesharing. They produce a steady stream of visitors and the location is assured that customers have a high probability of returning. The common forms of timeshares are:

- "Fixed Timeshares" is the classical timeshare system in which the timeshare owner controls the "property" for a specific week during the year as defined by a contract.
- Rotating weeks produce a system in which the owner's week may rotate throughout a season or a year.
- Floating weeks are ones in which timeshare owners "compete" for times each year. In this system the timeshare owner has a greater potential to change his/her vacation time on a yearly basis.
- Vacation clubs and points programs are a system in which the members share timeshares in a multitude of locations and have the

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Tourism Tidbit

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option to go to any location within the system.

Some of the disadvantages are:

- They often do not produce a bed (hotel) tax. This means that tourism industries that depend on revenue from room taxes, now must service people who are not paying taxes to a tourism entity such as a CVB or tourism office.

- Potential for poor security.

Because timeshares are technically private property, there is no way to assure that doors are not left open, keys are controlled or the property is not being used for some illegal purpose.

- Many timeshares come with fully equipped kitchens, thus limiting restaurant usage. This means that timeshare owners may choose not to frequent local restaurants. Also as timeshare owners may be repeat visitors on a regular basis, the chance that they will spend a great deal of money on souvenirs is highly reduced.

Among the advantages of time-sharing for a local community.

- Customers are forced to use their vacation period or lose it. That means that not only is the patron forced to take a vacation each year, but also the local community has a pretty good idea as to how many people to expect in the area.

- Timeshares may attract a great number of visitors. Many timeshares come with at least two bedrooms. These are ideal for young families or couples traveling together.

- Timeshare may be a way to get people to know your location who would otherwise have not come. Because timeshare owners feel an obligation to justify their purchase, they have a tendency to speak well of their properties and as such become walking advertisements for the local community.

- Timeshares produce jobs for the local population. Timeshares often arise in locations that might not be able to afford full service hotels. They also can be combined with a hotel to assure a regular cash flow in places where hotels may suffer from levels of seasonality challenges.

— **Excerpted from Tidbits & More, Inc.**, Sept. 2010. To read more: www.tourismandmore.com

MTA HAPPENINGS



Lois Simpson, Manager, Hampden North and South Visitor Information Centers receives a watch from Vaughn Stinson, CEO, and Don Kleiner, Chair, for her 20th Anniversary at MTA.

DON'T MISS...



Watch *Wheel of Fortune* on Thursday, October 21, 2010 and see a promotion featuring the **Bar Harbor Hotel - Bluenose Inn** in Bar Harbor! The theme is "Get Out of Town Week."

MAINE LOBSTER MONTH

October is Maine Lobster Month when lobsters are most abundant and the majority of the annual catch is harvested. The state's 6,000 licensed lobstermen bring in more than 12 million pounds of lobster in October alone. Celebrate the harvest by enjoying a lobster dinner anywhere in the state, or take a lobster boat tour to learn what it's like to haul and set traps. <http://www.lobsterfrommaine.com/>



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Visitor Information Center TRAFFIC FIGURES FOR AUGUST

	Current Month		Year-to-Date		Y-D Comparison	
	2009	2010	2009	2010	2010/2009	
Calais	3,521	4,213	10,993	12,217	+1,224	+11%
Fryeburg	6,658	7,258	35,142	24,020	-11,122	-32%
Hampden (N)	21,738	21,882	67,286	81,000	+13,714	+20%
Hampden (S)	14,673	11,795	45,712	40,903	-4,809	-11%
Houlton	4,764	4,576	15,402	16,098	+696	+5%
Kittery	83,803	85,629	293,325	304,944	+11,619	+4%
West Gardiner	3,878	5,066	7,027	14,509	+7,482	+106%
Yarmouth	30,059	31,574	102,055	103,796	+1,741	+2%
TOTALS	169,094	171,993	576,942	597,487	+20,545	+4%

FEATURED MEMBER

Deepwood Farm

207-824-2595 • www.deepwoodfarm.com

Open for 20 years, Deepwood Farm is a 4-season facility with your needs in mind.

Horse boarding and riding lessons are the base of our business. Summer camps were a great success this year with overnight camp-outs with the horses for older campers.

We are getting ready for our fall foliage trail rides. Wind your way through the white mountains riding quiet horses, over brooks and beside ponds a-flame with brilliant yellows and reds. One-hour and 2-hour rides are available by appointment for up to 6 in a group age 5 and up.



Looking forward to the kiss of snow in winter? We do sleigh rides here at the farm with a small private sleigh and at the Bethel Inn Resort on Saturday nights with the big sleigh. Come join us for some old fashioned fun.

Social Media integration is coming soon to MaineTourism.com!

Send us links to your Facebook, Twitter & YouTube pages so we can make them part of your member profile page.

To enter your information please click on the link:
http://www.maine tourism.com/index.php?cat_id=4088

Maine State Visitor Information Centers

Maine Tourism Association proudly operates Information Centers at these locations:

Calais

39 Union St., Ste. B, Calais, ME 04619
Tel: 207-454-2211 • Fax: 207-454-7227

Fryeburg

US Rt. 302, 97 Main St., Fryeburg, ME 04037
Tel: 207-935-3639 • Fax: 207-935-7670

Hampden North

I-95 N., PO Box 319, Hampden, ME 04444
Tel: 207-862-6628 • Fax: 207-862-6629

Hampden South

I-95 S., PO Box 319, Hampden, ME 04444
Tel: 207-862-6638 • Fax: 207-862-6626

Houlton

I-95 Exit 302, 28 Ludlow Rd, PO Box 482
Houlton, ME 04730
Tel: 207-532-6346 • Fax: 207-532-4792

Kittery

US Rt. 1; I-95; PO Box 396, Kittery, ME 03904
Tel: 207-439-1319 • Fax: 207-439-8281

West Gardiner

I-95 No. Exit 102 + So. Exit 103; I-295 Exit 51
24 Service Plaza Dr. • Tel/Fax: 207-582-0160

Yarmouth

US Rt. 1; I-295/Exit 17, 1100 US Rt. 1,
Yarmouth, ME 04096
Tel: 207-846-0833 • Fax: 207-846-6919

Contact Information

Maine Tourism Association
327 Water St., Hallowell, ME 04347
www.maine tourism.com

For Administrative Assistance:
207-623-0363 • 800-767-8709
fax: 207-623-0388

mtainfo@maine tourism.com
For Maine Tourism Information:
888-MAINE45 (888-624-6345)

The following are the telephone extensions to contact us at the Maine Tourism Association, 207-623-0363:

Callie Marsh.....	109
<i>Administrative Assistant</i>	
Carolyn Manson.....	104
<i>Manager of Public Affairs</i>	
Diane Hopkins.....	201
<i>Publications Manager</i>	
Marcel Labbe.....	210
<i>Warehouse Manager</i>	
Michael Conley.....	107
<i>Manager - Advertising & Membership Sales</i>	
Micheline Pierre.....	203
<i>Publications Assistant</i>	
Ron Brann.....	208
<i>Finance & Human Resources Manager</i>	
Shawn Brann.....	103
<i>Assistant to IT Manager</i>	
Sherry Byrne.....	106
<i>IT Manager</i>	
Vaughn Stinson.....	113
<i>CEO</i>	



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Contact Sherry Byrne with questions or to set up a meeting to discuss this exciting offer.

www.photobookmaine.com

Maine Tourism Association
327 Water Street
Hallowell, Maine 04347
sbyrne@mainetourism.com
800-767-8709 ext. 106