Maine Woods Consortium

Network of non-profit organizations, businesses and government agencies dedicated to advancing a “triple bottom line” approach (economy, environment, community) to conservation and development in the Maine Woods.

Quality-Centered Tourism Development

- **Maine Woods Tourism Training Initiative**: 140 training workshops serving more than 1,200 individuals from nearly 400 businesses across 7 counties
- **Maine Woods Discovery**: standards-based cooperative effort to promote high quality experiences to visitors and best practices to tourism businesses across the region
- **Network Development & Advocacy**: Stakeholder retreats and policy development to improve alignment and collaboration among tourism stakeholders across the Maine Woods.
Figure 2.10 Northeastern Timberland Ownership, 1995

1995
Forest Land Ownership
In the States of Maine, New Hampshire, Vermont & New York

Source: James W. Sewall Co.
Figure 2.11 Northeastern Timberland Ownership, 2007

2007
Forest Land Ownership
In the States of Maine, New Hampshire, Vermont & New York

Data Compilation: Janu, 2007
Projection: WGS, NAD83, Zone 24

- Red: Paper / Lumber Company
- Green: Institutional / REIT
- Yellow: ENRG
- Blue: Public
- Gray: NIPF / Other

Source: James W. Sewall Co.
Signs of Regional Economic Distress

- Ongoing decline in manufacturing jobs
- Median household income 78% of state level (72% of nat.)
- Unemployment rate 2% above state level
- Poverty rate 3% above state level
- Aging population
- Outmigation – youth exodus
Maine Woods Tourism Trends: Good News about Overnight Visitors

- **Growing share of a growing pie**
  - Maine’s share of US overnight visitors: 2012 – 1.0%  2013 – 1.4%
  - Growth in overnights, 2012–13: Maine 1.8%, MW regions 12.0% (+420,000 visits)

- **Affluence -- and the quality imperative**
  - MW visitors’ average h.h. income: ranges from $106,000 (Aroostook) to $125,000 (Lakes and Mountains)
  - Spending per party: 2012 - $670  2013 - $842

- **More first timers**
  - % first time visitors: Maine 14%; MW regions 14% (Kennebec/Moose River) to 22% (Aroostook)

Sources: DPA MOT Visitor Tracking Research – Summer 2013 & Regional Insights (by region)
### Bad News About Tourism Wages – Quality Imperative redux

<table>
<thead>
<tr>
<th>Average Weekly Wage</th>
<th>2009*</th>
<th>2013</th>
<th>2013 annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>$485</td>
<td>$476</td>
<td>$23,800</td>
</tr>
<tr>
<td>Arts, Entertainment &amp; recreation</td>
<td>400</td>
<td>413</td>
<td>20,650</td>
</tr>
<tr>
<td>Accommodation &amp; related dining</td>
<td>339</td>
<td>350</td>
<td>17,500</td>
</tr>
<tr>
<td>Food Services &amp; drinking places</td>
<td>320</td>
<td>330</td>
<td>16,500</td>
</tr>
</tbody>
</table>

* In 2013 dollars (CPI increased 7+% from 2009 to 2013)

Source: Maine Department of Labor *Quarterly Industry Employment and Wages – 3d quarter*
State of Maine

- Maine Scenic Byways Program
- Maine Bureau of Parks & Lands
- Maine Department of Inland Fisheries & Wildlife
- Maine Office of Tourism
  - Promoting the state of Maine as a tourism destination
  - Tourism Regions
  - Enterprise Grants
  - Maine Nature Based Tourism Initiative
Make Tourism a Shared Imperative

- Grow strategic partnerships to align and leverage resources, grow and expand funding, and achieve key goals
- Assist Mainers, business leaders and elected officials to see tourism as a vital strategy for economic development and preserving Maine’s quality of life
- Foster stronger statewide team effort
A region in transition from large single-industry businesses to smaller more dispersed business types

1. Land Use Tension – between private landowners and increasing public recreational use of forest lands (costs and conflict with forest management)

2. Cultural Tension – transition from production to service oriented job opportunities (if we have deer season and tourist season... why can’t we shoot the tourists?)
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Maine Woods Consortium
Coordinating Team

- Jim Batey  Somerset Economic Development Corporation
- Keith Bisson  Coastal Enterprises, Inc.
- Jon Gulliver  Northern Maine Development Commission
- Lorraine Francis  Maine Downtown Center
- Alison Hagerstrom  Greater Franklin Development Corp
- Dina Jackson  Androscoggin Valley Council of Governments
- Sarah Medina  Seven Islands Land Co.
- Fred Michaud  Maine DoT, Scenic Byways Program
- Carolann Ouellette  Maine Office of Tourism
- Jen Peters  Sunrise County Economic Council
- Mia Purcell  Community Concept Finance Corp.
- Phil Savignano  Maine Office of Tourism
- Chris Winstead  Piscataquis County Economic Dev. Council
- Bryan Wentzell  Appalachian Mountain Club
- Mike Wilson  Northern Forest Center
- Andy Whitman  Manomet Center for Conservation Science
- Robin Zinchuk  Bethel Area Chamber of Commerce
Maine Woods Tourism Training Initiative

- 7 County Networks
- 125 Training Workshops
- 1,300 Training Participants
- 350 Businesses
Maine Woods Discovery:
Standards-based cooperative marketing initiative

- Provide authentic outdoor and cultural experiences supported by qualified, guides, instructors and interpreters
- Deliver excellent service in every aspect of the visitor’s experience
- Support our communities
- Provide well-maintained facilities and equipment that meet high industry standards
- Environmentally responsible operations, conservation, and private landowner relations
- Meet or exceed applicable industry safety standards
Welcome to the Maine Woods!
Tips to enjoy your visit.

Welcome to the Maine Woods.
Whether you have come to hike, hunt, fish, camp, canoe, or simply be here, you've chosen an exceptional place to take a break. This brochure answers common questions that will help you enjoy your visit to the forest and become part of the unique legacy of the Maine Woods.

Keeping Maine's Forests
Rural Destination Areas

- Recreation-based tourism is an increasingly important source of economic opportunity in rural Maine.
- Quality experiences attract high spending visitors and generates quality jobs.
- Strategic clustering of recreational amenities, particularly around developed communities, can limit conflicts Maine’s traditional forest products sector.
- Rural destination “clusters” are already emerging with private sector leadership.
- Historic investments in conservation and recreation infrastructure can be effectively leveraged by a targeted destination development strategy.
- As home to the largest undeveloped forest region in the eastern United States, inland Maine has the potential to become a world-class recreation destination.
Maine Conservation Lands 2014

Legend
- Conservation Easement
- Conservation Fee Ownership
- Conservation Fee Ownership with Easement as well

Data Sources:
Forest Society of Maine Statewide Conservation Data
Maine Office of GIS

Map: 11/4/2014
Rural Destination Areas

DESIRED OUTCOME:

- Network of marketable Rural Destination Areas
  - Clustered recreational amenities, natural attractions, trail systems, water access
  - Transportation infrastructure,
  - Service oriented businesses & communities

- Expanded economic and job opportunities that attract visitors, businesses and new residents