

## Chapter 2. The Tourism Economy of Down East, Maine and Southwest, New Brunswick

The goal of this chapter is to help businesses gain a generalized understanding of the current tourism market and how it fits into the regional economic picture. This chapter highlights only a few key data sets (for example, visitor interests, and lodging, traffic and visitation data), to help businesses plan for the future. There are many resources available that cover each aspect of the economic data in much more depth than is intended here. Sources listed throughout the chapter are available via the Web and from the various authors listed. Many additional business planning resources can be found in Chapter 6.

It is important to note that characterizing the tourism economy across the border, even at this cursory level, has proven quite challenging! Canada and the United States, New Brunswick and Maine, each track and analyze tourism numbers differently. In addition, this project benefited from funded staffing on the Maine side of the border but needed to rely on volunteer assistance on the New Brunswick side. The result is a characterization that more extensively covers Maine than New Brunswick – and for this, the authors of the report apologize to our New Brunswick readers!

### A. Why do Tourists Visit this Region?

Hancock and Washington counties, Maine, and Charlotte County, New Brunswick, are a large geographic region in the Gulf of Maine and Bay of Fundy watershed (see maps pgs 1-2). These areas are largely rural; they have outstanding natural beauty and cultural resources that are worthy of protection. They also share a common border in the St. Croix River, and attract two-nation vacationers. They have a variety of well-known, as well as lesser known, attractions, destinations, and public lands.

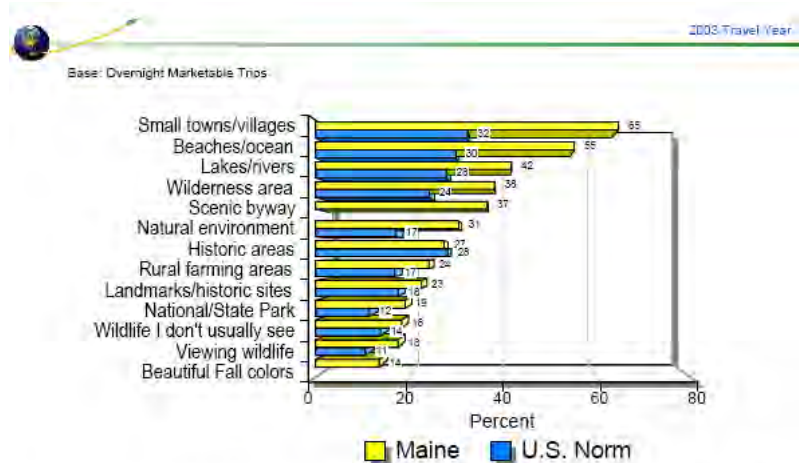
The natural resources of the region - its land, water, and creatures - are its primary tourism draw, along with culture and heritage. Historically, tourists have come for a variety of outdoor pursuits, from hunting to fishing to campers enjoying the scenic beauty. Many return to the same camp or lodge year after year.



*Lobster wharf, Passamaquoddy Bay, New Brunswick  
(N. Springuel)*

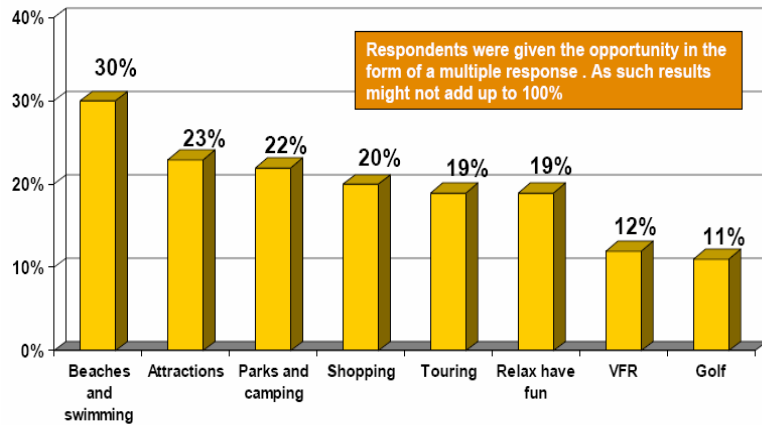
There have been changes in the past 2 ½ decades. Though salmon fishing has ended, an increasing number of sportsmen (many of them now wealthier) come and return often to fish and hunt. Many stay in lodges which have been considerably upgraded and now command premium prices. Kayaking and whale watching are now popular activities, and town festivals occupy most weekends on the summer calendar. Bed and breakfast properties have proliferated - particularly in coastal towns, as have cottages that are rented by the week. Coastal tourism and shopping have grown by leaps and bounds.

Currently, three of the most popular reasons people visit Maine are to visit a small town, the beach, or the ocean; to eat lobster and other local foods; and to shop for gifts and souvenirs. (Longwoods International, 2004. *Travel and Tourism in Maine, The 2003 Visitor Study Management Report*). Likewise, in the Canadian Maritimes (which includes New Brunswick, Nova Scotia and Prince Edward Island), visiting national and provincial parks, camping and RVing, and attending theatre and concerts ranked among the top ten activities of interest. Additional statistics on tourists' interests when they visit this region can be viewed in tables 1 and 2.



Note: Where U.S. Norm is blank, the Norm is not available. 150  
**Table 1. Top activities for tourists on overnight trips to Maine. Data from Longwoods International, 2004. Travel and Tourism in Maine, The 2003 Visitor Study Management Report.**

But some things have stayed the same. Camping is still popular with an increasing number of places catering to recreational vehicles. There are very few large chain motels in the entire region - tourists continue to come to visit wilderness areas, lakes, and rivers. The Longwoods research (cited above) reveals that trips to Maine are over three times more likely to be outdoors-oriented than the national average and trips to this region are no exception.



**Table 2. Survey responses to the question: What do you want to do on a Maritime vacation? Source: Niche Interests, Motivators and Attitudes, 2004. Tourism and Parks Canada.**

Natural resources will continue to be the region's primary tourism draw, with an increasingly upscale experience available to the visitor. Research by Fermata, Inc., indicates that the 140 million Americans interested in nature tourism and/or historical/cultural travel spend twice the average amount tourists typically spend in Maine (*Strategic Plan for Implementing the Maine Nature Tourism Initiative*, Fermata, Inc., 2005). It is this class of visitor who most appreciates, and will pay extra for, sustainable tourism. The people of the region share a common interest in protecting the environment and making this region a more sustainable tourism destination. Because of Down East Maine's and Charlotte County's natural beauty, relatively unspoiled environment, rich Acadian and Native American history, changing economy, and leadership in the tourism field, the region is a natural laboratory for implementing sustainable tourism practices.

## B. Population and Economic Characterization of Region

The Down East Maine and Charlotte County, New Brunswick region are relatively rural and have a dispersed population. Charlotte County has approximately 28,646 people (Labor Market Analysis Branch, NB Department of Training and Employment Development. Fall 2002. *Profile of Enterprise Charlotte*) and a population density of 8 persons per square kilometer. Hancock County, Maine has 51,791 residents and a population density of 33 persons per square mile. Washington County has 33,941 people and a density of 13.2 persons per square mile, the fourth-lowest population density among Maine counties (2000 U.S. Census).

The economy of the Down East Maine region has traditionally relied on natural resources industries, such as fishing, forestry, and agriculture, specifically blueberries and cranberries. These industries have been steadily declining, and incomes in the region have lagged behind other regions of Maine. According to a recent Brookings Institution report, *A Profile of Down East Maine: Hancock and Washington Counties*



*West Quoddy Head Light, Lubec, Maine  
(T. Gamache)*

([www.brookings.edu/metro/maine](http://www.brookings.edu/metro/maine)), in 2004, average annual wages in Hancock County were \$28,500 and \$25,200 in Washington County. Both figures lagged behind the Maine state average of \$31,900.

In Charlotte County, New Brunswick, the manufacturing industries are the largest employers with 24% of the labor force, followed by retail and fishing/trapping with 9% of the labor force each, and the food and beverage industry with 7% of the labor force (Labor Market Analysis Branch, New Brunswick Department of Training and Employment Development. Fall 2002. *Profile of Enterprise Charlotte*). The median household income is \$38,073 (Canadian dollar), just slightly below the New Brunswick average of \$39,951 (Canada 2001 Census).

Although the natural resources and manufacturing sectors are declining, tourism is becoming increasingly important to the region's economic future. The potential tourism market is large for the region; an estimated 70 million people live within a day's drive of the area and 120 million live within two days (Enterprise Charlotte, [www.ent-charlotte.ca](http://www.ent-charlotte.ca)). The area is also well connected via ocean ports. Bar Harbor expects to receive 90 cruise ship visits in 2007 and Eastport is expecting its first two cruise ships in 2007.

## C. Measures of the Tourism Economy of the Region

The tourism sector of the economy of the Down East Maine and Charlotte County region can be measured in a number of ways. One can look at surveys that estimate the number of visits the region receives; one can gauge tourism by examining the number of visitors received at the region's well known attractions; one could examine automobile traffic data; or one could look at the sales figures for the region. Each indicator gives a slightly different characterization of the tourism economy, but all are useful when making business plans, looking at potential market draw, and when planning to "stand out" through partnerships and sustainable activities.

### Estimated Visits to the Region

The Maine Office of Tourism estimates that 39% or 694,200 of Maine's first time overnight visitors and 18% or 1.282 million repeat overnight visitors in 2004 were headed to the Down-East & Acadia Region (percentages were derived from 2001-2003 research and applied to 2004 figures). However, of the first time visitors, it's estimated that only 5% or 89,000 were headed some place in Hancock and Washington counties other than Bar Harbor and Acadia National Park. Similarly, only 2% or 142,400 repeat visitors were headed to other areas in Hancock and Washington counties. A challenge for the region, therefore, is to spread visitation more broadly to other areas interested in improving their tourism economy.

One way that Tourism and Parks NB, tracks visitor numbers is by the province's five driving routes or destination regions. Charlotte County lies at the western end of the Fundy Coastal Drive region which stretches east up the entire length of the Bay of Fundy to Sackville. Though it is sometimes difficult to tease out the specific Charlotte County data, we can get a picture of its regional context by looking at these numbers.

At least 60% of visitors in 2005 stayed at least one night in the Fundy Coastal Drive region. Furthermore, this region was the most visited of all of New Brunswick's tourism destinations. Visitors to the area spent an average of \$199 per travel party per day. The visitors to the Fundy region rated visitor attractions and nature/scenery even higher than general New Brunswick visitors, and they also came to Fundy to tour or "travel around" (*Fundy Coastal Drive 2005 Consumer Profile*, by Atlantic Canada Opportunities Agency, Tourism and Parks NB, and University of NB).

### Estimated Visitation to Key Destinations

Several destinations in the Down East Maine and Charlotte County region keep track of visitors. A few examples highlighted here include Acadia, St. Croix Island, and Campobello, but certainly many additional destinations track visitor data as well. These statistics show tourism trends and can help businesses plan for the future.

In 2005, Acadia National Park in Hancock County, Maine received 2,051,484 visits (not distinct visitors), slightly down from the 2004 figures of 2,207,847 visits. The most recent high in visitation numbers occurred in 1995, when an estimated 2,845,378 visits were logged ([www2.nature.nps.gov/stats/](http://www2.nature.nps.gov/stats/)).

St. Croix Island International Historic Site, the location of a 1604 settlement by Pierre Dugua Sieur de Mons, among the first permanent European presence in North America, also tracks visitor numbers. Parks Canada and the U.S. National Park Service maintain visitor sites

#### Economic Impact of a Niche Market Event: Bird Watching

Sustainable tourism niche markets, such as birding, can significantly impact local economies, whether through an organized event or even by an informal wave of excitement generated within that interest group. The challenge for communities is often measuring the economic impact such a niche market has.

According to Mike McCabe, former President of the Cobscook Bay Area Chamber of Commerce, which, with several other groups has organized the Annual Down East Spring Birding Festival, "the economic impact of an event or activity (festival, state fair, and museum) typically includes three categories – direct, indirect and induced. The direct impact includes the initial expenditures made (and the jobs created). Examples would be the expenditures by participants on festival fees, accommodations, food, gifts and the like. These are 'measured expenses'." McCabe explains how they track their results. "In our case, we can measure the festival fees paid, and we survey the participants to see what they paid for accommodations, food and other expenses. So we have to estimate those expense totals based on the survey results. Thus, for us, the direct economic impact totals are estimated."

The Down East Spring Birding Festival, which takes place on Memorial Day weekend each year in and around Whiting, Maine, provides a "strong economic start to the Cobscook Bay area tourist season," according to a press release following the 2006 event. The event, with 90 participants this past year, "generated a total estimated direct economic impact to the area of over \$51,000."

"Indirect and induced impacts are the additional results from multiplier effects of the direct

impact expenditures. These are all estimates," McCabe adds. For many groups, these estimates and analyses are too complicated, but there is no doubt that the full economic impact of an event or activity exceeds the benefits calculated by direct economic impact surveys.

A similar economic impact case study on birding was performed by Jeannette and Derek Lovitch of The Wild Bird Center of Yarmouth for the community of Kittery, Maine, after a rare Western Reef-Heron (*Egretta gularis*) was spotted there on August 18, 2006<sup>2</sup>. Their report states that this "was one really rare bird for North American 'birders'" and "as the word spread (via cell phone and Internet), birders from around the country began to make plans to travel to Kittery Point." Results from a survey conducted among the estimated 350 visitors "indicate a total of \$9,334.50 was spent in the Kittery area by birders seeking the Western Reef-Heron." The report goes on to state, "More importantly, since the vast majority of these people, especially from out-of-state, were not otherwise planning a trip to – and therefore spending money in – Kittery at this time, the Western Reef Heron produced a significant economic benefit for the community." The study focused solely on Kittery, but since the bird spent an additional two weeks in the Little Harbor area of New Hampshire as well, "it is likely that this one bird resulted in tens of thousands of dollars being spent in the Piscataqua River area of Maine and New Hampshire."

The report concludes that birders spend money but "since there is no dedicated tax or other means of specifically quantifying birders' expenditures, the economic

on either side of the St. Croix River from which St. Croix Island is visible. In 2005, the U.S. side received approximately 8,000 visitors from June 15th – September 15th (U.S. National Park Service).

Campobello Island, attached to the United States via a bridge to Lubec, Maine, is home to Herring Cove Provincial Park and the summer home of Franklin Delano and Eleanor Roosevelt. The Roosevelt Campobello International Park received 115,108 visitors in 2005 and 121,185 visitors in 2004 (Roosevelt –Campobello International Park). These figures show the same slight decline from 2004 to 2005 in tourism to the region that Acadia witnessed.

**Border and Traffic Data**

Border crossing and traffic data helps show the seasonality of the Down East Maine/Charlotte County tourism economy. These data can help businesses watch tourism trends and plan for growth.

The average number of passenger vehicles crossing at the Ferry Point and Mill Town (Calais/St. Stephen region) border stations per month from November to May, 2004 was 84,832. During the busy months, June through October, there is an average of 19,690 more cars per month crossing the border, or a total increase during the season of 98,450 (see Table 3). Assuming every car crosses the border twice, this would represent 49,225 trips, some coming into the US and some leaving the US. All of them would be driving in or through Washington and Hancock county, either on Route 9 or Route 1 or in Charlotte County on Route 1.

	Border Crossings (average number of passenger vehicles)		
	2002	2003	2004
JAN	61,842	72,676	80,664
FEB	64,705	68,087	85,639
MAR	71,443	75,556	86,622
APR	67,850	79,791	87,957
MAY	75,068	91,533	99,415
JUN	76,099	104,355	103,694
JUL	81,351	110,238	111,508
AUG	86,857	113,237	111,508
SEP	112,085	99,212	98,417
OCT	98,821	102,169	96,898
NOV	82,497	86,574	65,324
DEC	82,355	84,882	88,204
TOTAL	960,973	1,088,310	1,115,435

Table 3. Average number of passenger vehicles (per month) crossing the U.S./Canada Border at Calais/St. Stephen (2002-2004).

In addition to the international traffic data, measurements taken on specific roads can point to seasonal differences in traffic and show trends from year-to-year. It's important to note that travel on any of the region's roads includes both tourism and other traffic. Also one has to make several assumptions and qualifications when using traffic count data, so traffic data should only be used as general indication about travel

numbers. These data are stronger when used as evidence for seasonal variations and when showing travel trends over several years.

In Hancock and Washington counties, the average traffic rates increase significantly during the high tourism season, May – October. If you calculate the difference between the high months and the annual average (see Table 4), you find that in the tourist season compared to other months of the year:

- 75,952 more vehicles travel Route 1 in East Machias.
- 118,232 more vehicles travel Route 9 in eastern Hancock County
- 329,653 more vehicles travel Route 1 in the town of Hancock, and
- 114,221 more vehicles travel Route 182 in Hancock County.

These figures represent travel in both directions and include local and tourism traffic. However, using a conservative estimate that only 20% of this higher than average traffic is represented by visitors, that number would be close to 39,000 extra car trips by tourists in Washington County and 89,000 extra trips in Hancock County outside of the Bar Harbor/Mount Desert Island area.

If a tourism business is located on Route 1 or 182 in Maine, it's important to know that in the tourist season (June to October), traffic on these roads increases by close to 30%. On Route 9 this increase in traffic is closer to 60%. As there are very few businesses on Route 9 this increase represents a tourism market opportunity for Hancock and Washington counties only if the tourist can be convinced to stop along the way or to direct their travel toward the coast.

	Washington	Hancock County		
	Route 1 East Machias	Route 9 Township 22	Hancock Route 1	Hancock Route 182
Month	Average Daily Volume			
Jan	2599	1521	10048	3403
Feb	2676	1708	10440	3487
Mar	2757	1959	10737	3493
Apr	2935	2169	11827	4074
May	3128	2425	12997	4507
Jun	3564	2758	14541	4940
Jul	3766	3731	15447	5151
Aug	4016	3901	15756	5307
Sep	3442	2913	13467	4583
Oct	3022	2564	12329	4324
Nov	2861	2373	11614	4084
Dec	2831	1901	11299	3836
Average for YR	3133	2493	12542	4266

**Table 4. Average Daily Traffic Statistics for locations in Hancock and Washington County. Note the seasonal differences of June –October vs. November – May. (Maine Department of Transportation, 2005)**

impact of bird watching is often ignored. As demonstrated by this case study, birders make a significant contribution to local economies. Therefore, more efforts should be made in promoting birding opportunities, protecting critical habitats, maintaining public access to waterfronts, and other conservation initiatives.”

There is much economic potential in our area. In addition to the Down East Spring Birding Festival, headquartered in Whiting, and the Warblers and Wildflowers Festival in Bar Harbor, local nature-based tourism businesses and organizations are exploring ways to build this market. The area is rich in birding resources. Not only are there several state and federal wildlife preserves, Acadia National Park, the Grand Lake Stream area, Northeastern Coastal Maine, and the waters around Machias Seal Island have all been recognized as Globally Important Bird Areas by the American Bird Conservancy. In addition Bob Duchesne, of the Penobscot Valley Chapter of Maine Audubon, has prepared a web-based birding trail ([www.mainebirdingtrail.com](http://www.mainebirdingtrail.com)) to encourage birders to utilize these resources.<sup>3</sup>

<sup>1</sup> Down East Spring Birding Festival Website,

<http://www.downeastbirdfest.org/>

<sup>2</sup> Lovitch, Jeannette and Derek, *The Wild Bird Center of Yarmouth, The Economic Impact of the Western Reef-Heron (Egretta garialis) on the Town of Kittery, Maine in August of 2006*, [www.yarmouthbirds.com/pdf/W-Reef-Heron-Economics-Report.pdf](http://www.yarmouthbirds.com/pdf/W-Reef-Heron-Economics-Report.pdf) or email

[wildbirdcenter@yarmouthbirds.com](mailto:wildbirdcenter@yarmouthbirds.com)

<sup>3</sup> Bangor Daily News, Monday September 11, 2006 and [www.abcbirds.org](http://www.abcbirds.org)

A similar peak in traffic occurs on Routes 1 and 3 in Charlotte County in the summer and early fall months (see Table 5). If you calculate the difference between the high months and the annual average, you find that in the tourist season compared to other months of the year: 22,400 more vehicles travel Route 3 in Brockway; and 151,052 more vehicles travel Route 1 in Oak Bay. Using the same set of assumptions as above, if we estimate conservatively that only 20% of this higher than average traffic is represented by visitors, that number would be almost 35,000 extra car trips by tourists in Charlotte County, NB.

Charlotte County, NB		
2006	Route 1 in Oak Bay between Route 755 and New Road	Route 3 in Brockway between Flume Ridge Road and Dean Water Brook Road
Month	Monthly Average Daily Volume - Passenger Vehicles	Average Daily Volume - Passenger Vehicles
Jan	4,044	553
Feb	4,287	601
Mar	4,973	681
Apr	5,181	725
May	5,607	615
Jun	5,831	856
Jul	7,024	1,089
Aug	7,125	1,146
Sep	6,051	928
Oct	5,671	839
Nov	5,404	770
Dec	4,903	683
Average for Year	5,509	807

*Table 5. Traffic Data in Charlotte County, New Brunswick  
(New Brunswick Department of Transportation, 2007)*

### **Restaurant and Lodging Sales Data**

Sales data can be used as another means to track the economic strength of the tourism sector from year-to-year. The Maine Department of Revenue Services tracks retail sales by year, for each Economic Summary Area (ESA). There are seven such ESAs in Hancock and Washington counties, Maine. Data are separated by several sectors including restaurant and lodging sales, as well as other kinds of retail business. By looking at these numbers, one can get a sense of how many people are coming to each area for overnight trips, either by estimating from the total sales, or as a percentage of the state's sales overall. Monthly sales are combined to create the quarterly figures. In some areas, when the ESA is so small that the contributing business could be identified by the figures, monthly sales are not released for reasons of confidentiality. Still, an overall picture can be produced by the data (see Table 6 and Figure next page)

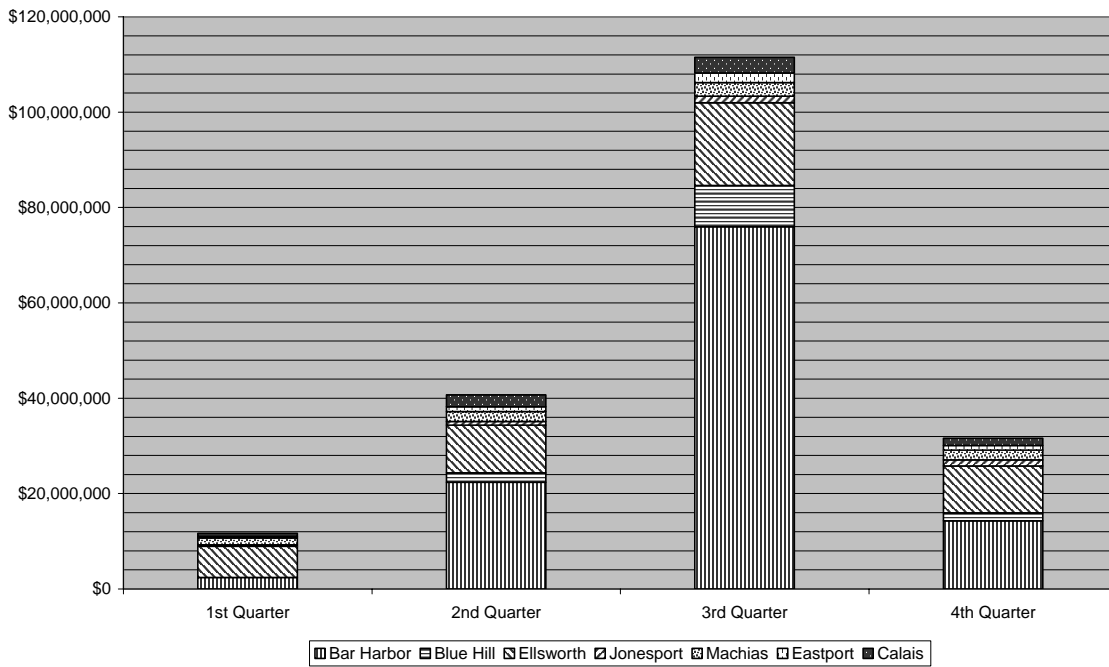
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Bar Harbor	\$2,411,600	\$22,385,100	\$75,951,400	\$14,320,100
Blue Hill**	Not available	\$1,989,400	\$8,673,200	\$1,645,600
Ellsworth	\$6,563,300	\$9,993,600	\$17,331,000	\$9,828,500
<b>Hancock County Total</b>	<b>\$8,974,900</b>	<b>\$34,368,100</b>	<b>\$101,955,600</b>	<b>\$25,794,200</b>
Jonesport**	\$292,900	\$740,800	\$1,365,500	\$1,291,600
Machias	\$1,424,500	\$2,095,600	\$2,895,100	\$2,039,700
Eastport**	\$362,300	\$1,024,300	\$1,990,900	\$964,600
Calais **	\$609,500	\$2,456,200	\$3,294,700	\$1,501,000
<b>Washington County Total</b>	<b>\$2,689,200</b>	<b>\$6,316,900</b>	<b>\$9,546,200</b>	<b>\$5,796,900</b>

**Table 6. Quarterly Sales – Restaurant and Lodging in 2005. (Maine Revenue Services)**

\*\* Where monthly sales, from which Quarterly figures are derived, not consistently available, particularly in winter months.

Hancock and Washington counties and all Economic Summary Areas in the region experience wide seasonal fluctuations in sales with a concentration of sales in the 3<sup>rd</sup> quarter or the summer months. Even though Bar Harbor captures the vast majority of sales in the entire Down East Maine region it also experiences the severest seasonal fluctuations.

**Quarterly Restaurant and Lodging Sales 2005 Economic Summary Areas in Hancock and Washington County**



**Figure: Quarterly Restaurant and Lodging Sales for the 2005 Economic Summary Areas in Hancock and Washington counties, Maine.**

One can also examine lodging sales data to estimate the number of visitors to the region. For example, in 2005, total lodging sales in Washington County were \$5,441,000 (see Table 7). If the average room price is \$75, that's 72,546 overnight stays for the year. According to the research for the region, 75% of those overnight visitors (or over 54,409) were here for pleasure.

In Hancock County, outside of the Bar Harbor ESA, total lodging sales in 2005 were \$13,790,000. Again if the average room price is \$75 that is 183,867 overnight stays for the year with 75% of those visitors (or 137,900) here for pleasure.

	Lodging Sales		
	2003	2004	2005
<b>State Total</b>	\$ 516,396,000	\$ 525,274,000	\$557,025,000
Bar Harbor	\$57,642,000	\$58,858,000	\$61,714,000
Blue Hill	\$5,272,000	\$4,953,000	\$5,453,000
Ellsworth	\$7,475,000	\$7,300,000	\$8,337,000
<b>Hancock County Total</b>	<b>\$70,389,000</b>	<b>\$71,111,000</b>	<b>\$75,504,000</b>
Jonesport	\$253,000	\$323,000	\$1,110,000
Machias	\$1,014,000	\$989,000	\$1,027,000
Eastport	\$485,000	\$636,000	\$932,000
Calais	\$2,292,000	\$2,276,000	\$2,372,000
<b>Washington County Total</b>	<b>\$4,044,000</b>	<b>\$4,224,000</b>	<b>\$5,441,000</b>

*Table 7. Lodging Sales, Hancock and Washington Counties.  
(Maine Revenue Services)*

Another way to analyze lodging data is to compare regional and statewide lodging sales. For instance Washington County's lodging sales represent 1% of the state's total sales. One percent of the state's overnight visitors is 89,000. Seventy-five percent of that number is 66,750, roughly comparable to the number identified by the lodging sales data in the region.

In Hancock County outside of Bar Harbor, lodging sales represent 2.5% of the state's total lodging sales, is 2,225,000 overnight visitors. Seventy-five percent of that number is 1,668,750. This number of visitors is substantially higher than the number of visitors indicated by the lodging sales (137,900) and may represent visitors who stay for longer periods of time and/or visitors who stay overnight outside of the Bar Harbor ESA and make day trips onto Mount Desert Island.

This inconsistency points out a potential flaw in the assumptions of this analysis. We have taken the total estimated visitors to the region and subtracted out the Acadia National Park visitors with the balance going elsewhere. It may not hold true that a visitor's stated destination of Acadia National Park was a visitor's exclusive destination. A percentage of the Acadia National Park visitors are extending their tours further Down East, either as day trips or overnight trips. There is also a gradual increase in the number of people who find lodging in Ellsworth, Bucksport, Bangor, etc. and make day trips onto Mount Desert Island. Towns like Bucksport are actively promoting the concept of setting up base and making daily trips to a variety of destinations. Alternatively, if visitors are going to multiple destinations, we may also be undercounting the number of visitors who travel further east. These new patterns of visitation complicate the task of measuring numbers of tourists and their economic impact.

Tourism and Parks NB's Research and Innovation Branch tracks *New Brunswick Roofed Accommodations Monthly Occupancy Rates (%) by Area and Year*. Though again, the data are not tracked by county, one can pull out the regions that apply to Charlotte County, though not exclusively (see Table 8).

Year	Area	Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Year to Date
2006	Campobello, Deer Island & Grand Manan	18	21	38	23	24	30	62	70	48	17	21	10	37
2006	St. Andrews (Town) to Saint John	11	29	25	35	27	53	59	67	64	48	26	37	45
2006	Harvey, McAdam, St. Stephen to St. Andrews	23	28	27	26	32	37	52	60	48	40	46	25	38
2006	PROVINCIAL	37	46	50	47	53	54	68	72	62	54	51	36	53

Table 8. New Brunswick Roofed Accommodations Monthly Occupancy Rates (%) 2006

For the full document, see [www.gnb.ca/0397/documents/OccupancyRates\\_2006.pdf](http://www.gnb.ca/0397/documents/OccupancyRates_2006.pdf)

As expected, the summer months receive the most visitors, but the shoulder seasons play an important roll as well. In 2002, the Enterprise Charlotte Community Economic Development Agency produced a graph that showed the average Tourism Occupancy between 1997-2001 (see Table 9). Though the numbers are dated, it is useful to note the seasonal changes and how the data apply to Charlotte County.

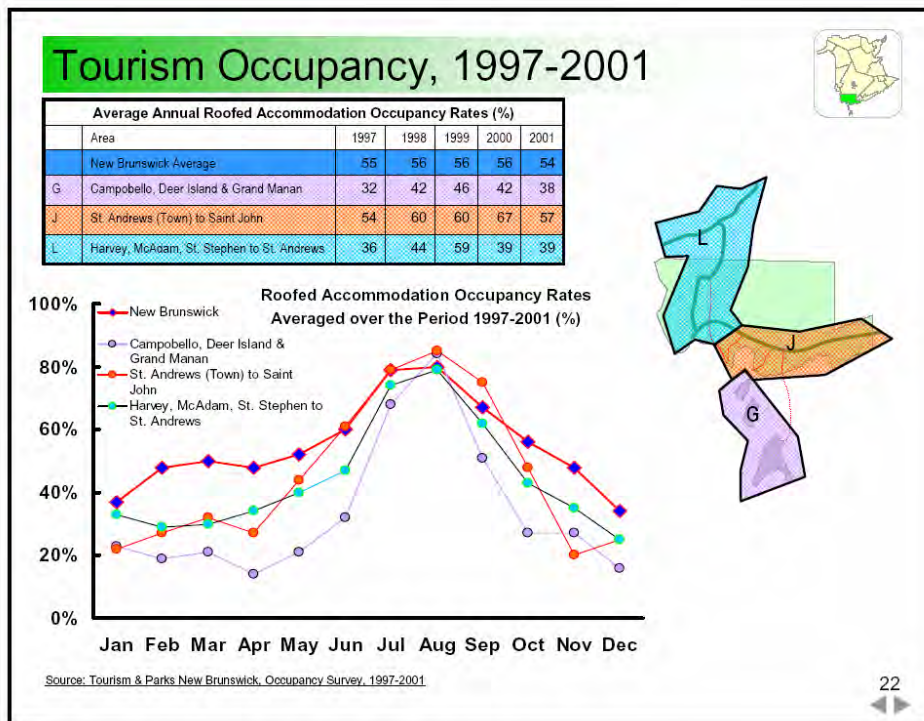


Table 9. Charlotte Economic and Demographic Profile, 2002 Edition with Charlotte Profile Data Tables, Enterprise Charlotte, Community Economic Development Agency. Produced for the Enterprise Network by George Fix 2002. Note that Charlotte County is green on the map above.

## **Conclusion**

In Maine, a variety of tourism and other statistics reveal data for Washington and Hancock counties as a unit (the DownEast & Acadia Regional Tourism region). However, our analysis of Charlotte County tourism numbers is limited to data reported in the context of the Fundy Coast Drive, the Enterprise Charlotte Region, and the Government's tourism occupancy data, none of which exclusively addresses Charlotte County. In addition, we lack Charlotte County sales data related to dining, visitation to specific destinations, and traffic, thus any conclusions comparing Hancock/Washington counties in Maine with Charlotte County in New Brunswick would be tentative.

Nonetheless, there are similar trends in the region. Seasonal variations are the norm, as indicated by Washington County, Maine receiving an extra 40,000 to 65,000 visitors in the summer and areas of Hancock County outside Bar Harbor and Mt. Desert Island increasing by 85,000 to 138,000 or maybe even as many as 250,000. Automobile traffic also increases by as much as 25-60% in the summer, and the shoulder seasons are growing.

The three counties share two major tourism destinations. Charlotte County has St. Andrews by the Sea, Canada's oldest seaside resort town, that acts as a draw to the eastern side of the region. Hancock County has Bar Harbor and Acadia National Park, which draw people to the western side of the region. Washington County, however, lacks the anchor of a large attraction that draws people to its doorstep.

Overall, Hancock and Washington counties, Maine and Charlotte County, New Brunswick are destinations that receive visitation because of outstanding natural beauty, recreational opportunities, rich cultural heritage, and proximity to population areas. This region experiences significant growth seasonally, followed by lag periods. Implementing sustainable tourism and marketing the region and its attractions as a sustainable tourism destination will help not only with the still under-subscribed "in season" sales but will also likely increase tourism in the shoulder and off seasons, and help protect the environment that residents and visitors alike enjoy.