
Valuing Maine Beaches



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Maine State Planning Office, July, 2009

How Can We Infer The Economic Value Of Maine Beaches?

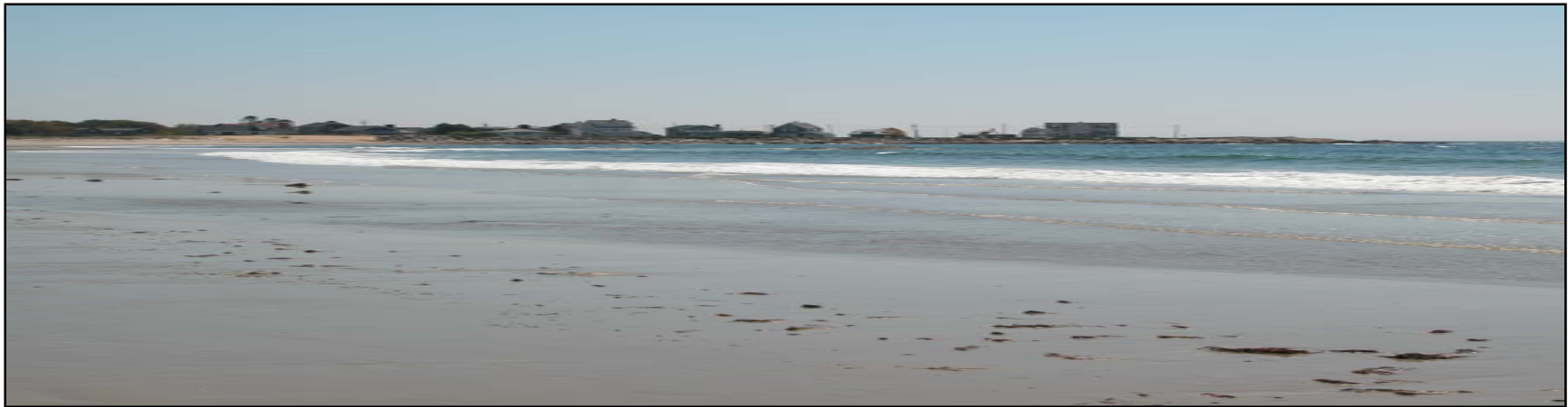
1. Tourist Dollars
2. Seasonal Changes in Employment, Traffic, and Retail Sales
3. Property Assessments



1. Beaches Attract Tourist Dollars And Their Multiplier Effects

According to Longwoods Visitor Survey, in 2006...

- 13% of overnight tourists state primary destination was an ocean beach
- \$260 million “new money” into Maine



Middle Beach, Biddeford, Maine

Photo source: MHB 2006

Tourist Spending Related To Beaches:

Impact on Economic Activity (Output) and Employment in Maine

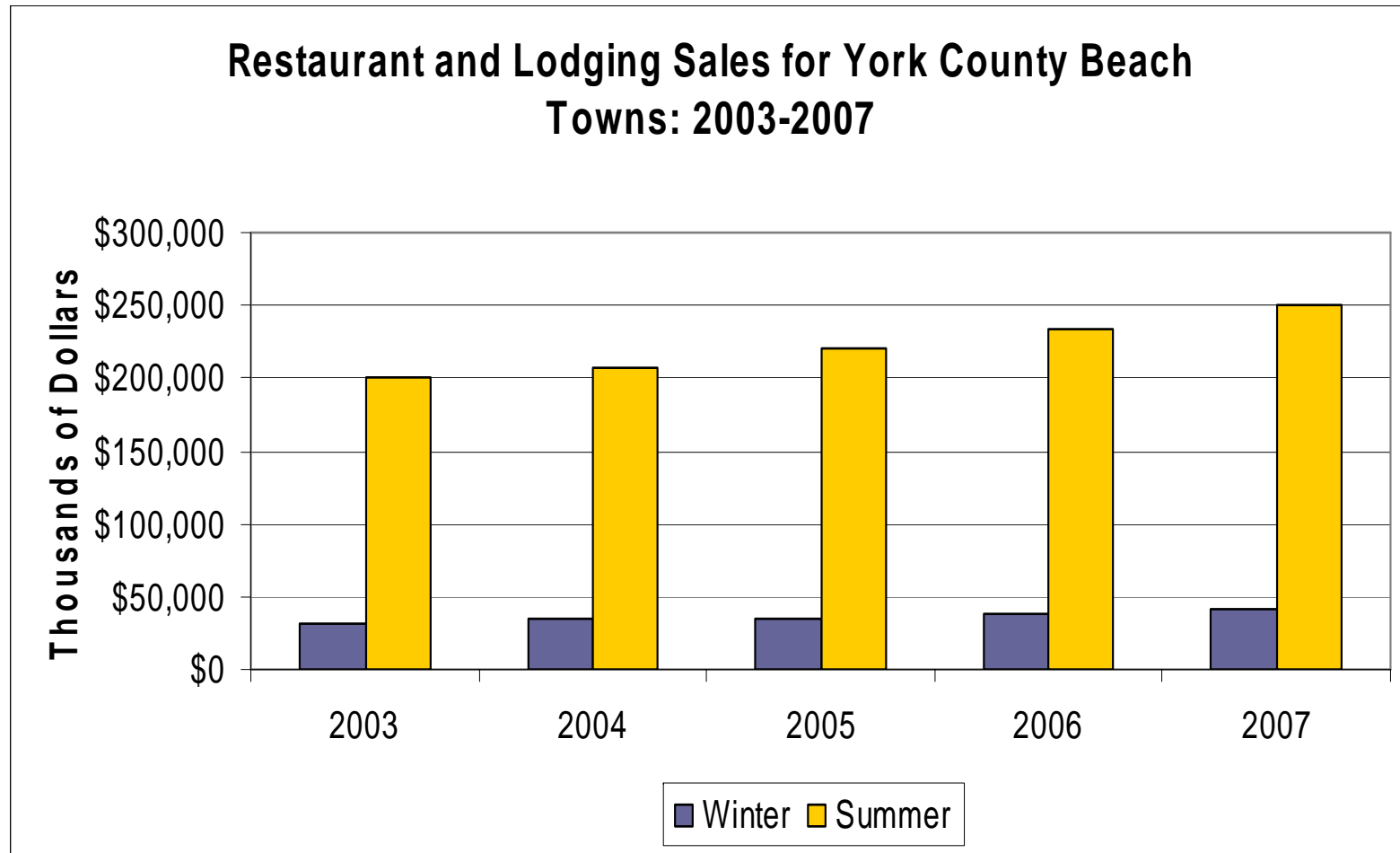
| Est. Distribution By Sector: | Direct Spending (millions) | Direct + Indirect Spending (millions) | Employment |
|-------------------------------------|-----------------------------------|--|-------------------|
| Transportation | \$34.70 | \$68.68 | 1,227 |
| Accommodation | \$73.60 | \$131.46 | 1,889 |
| Food | \$71.40 | \$144.22 | 2,689 |
| Retail | \$53.90 | \$101.84 | 1,336 |
| Recreation | \$29.30 | \$55.81 | 992 |
| Total | \$262.80 | \$502.01 | 8,133 |

Source: Longwoods International 2006 Visitors Survey and BEA Regional Input-Output Multipliers.

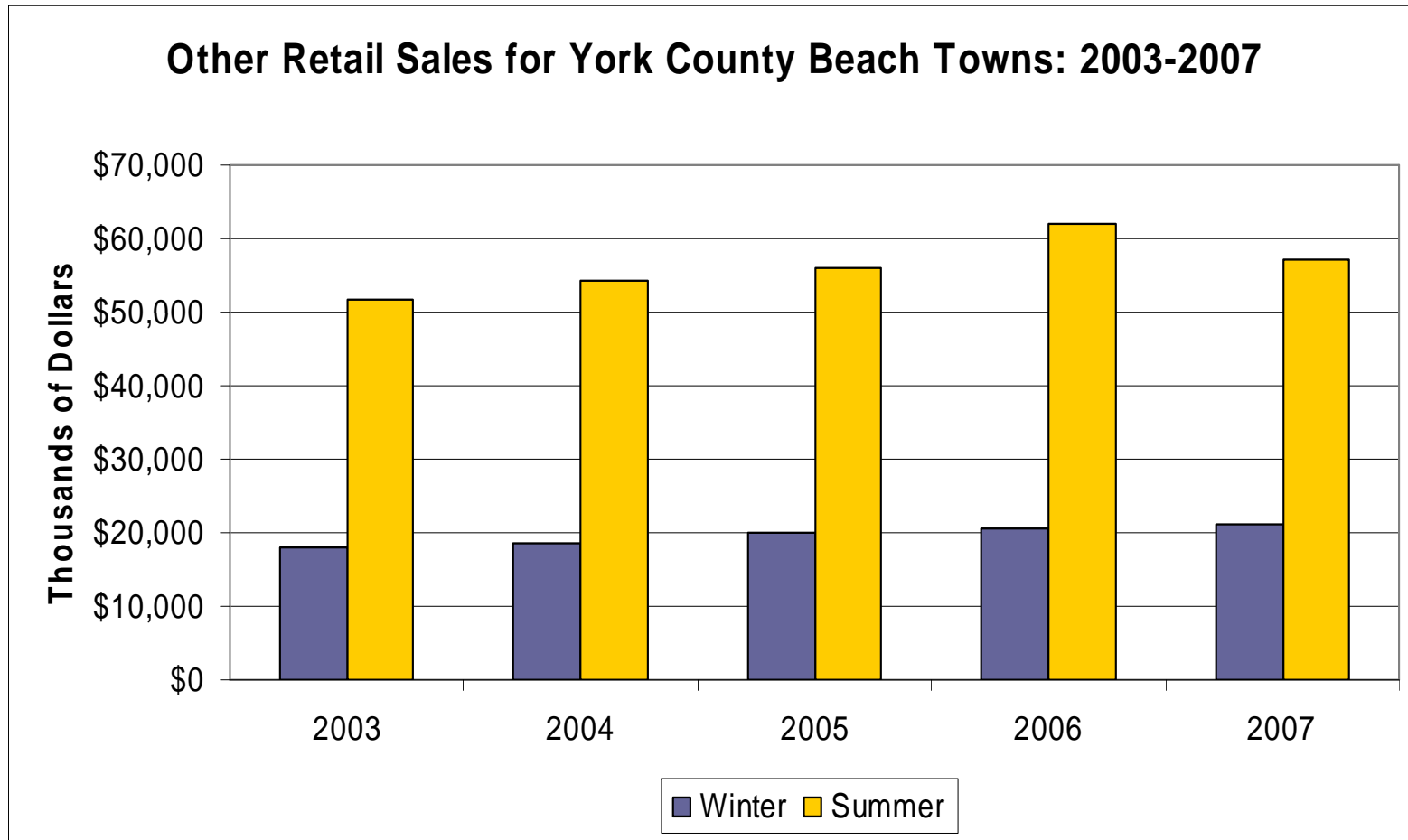
2. Seasonal Variation



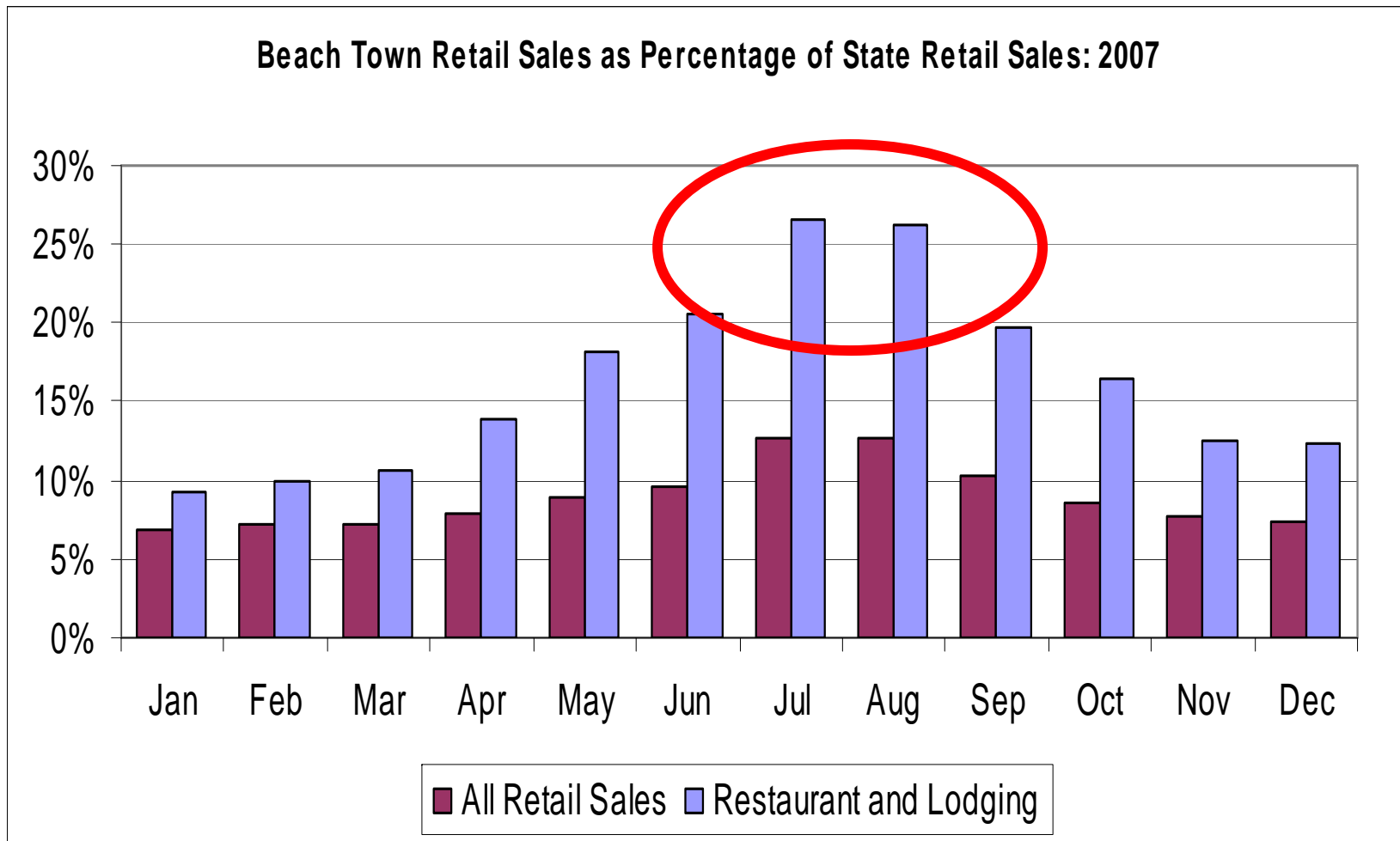
Seasonal Variation – Retail Sales



Seasonal Variation – Retail Sales

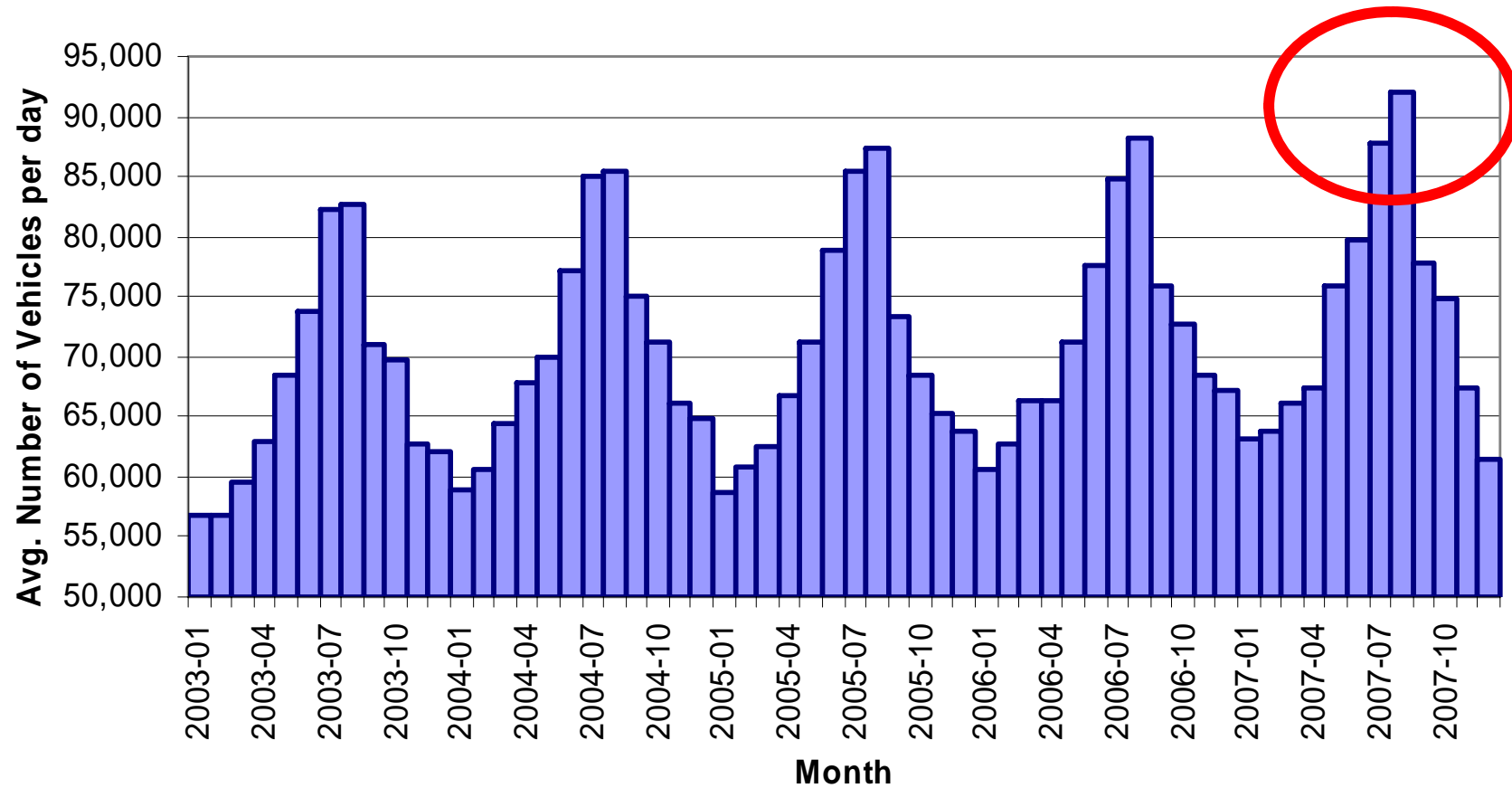


Seasonal Variation – Percent of State Retail Sales



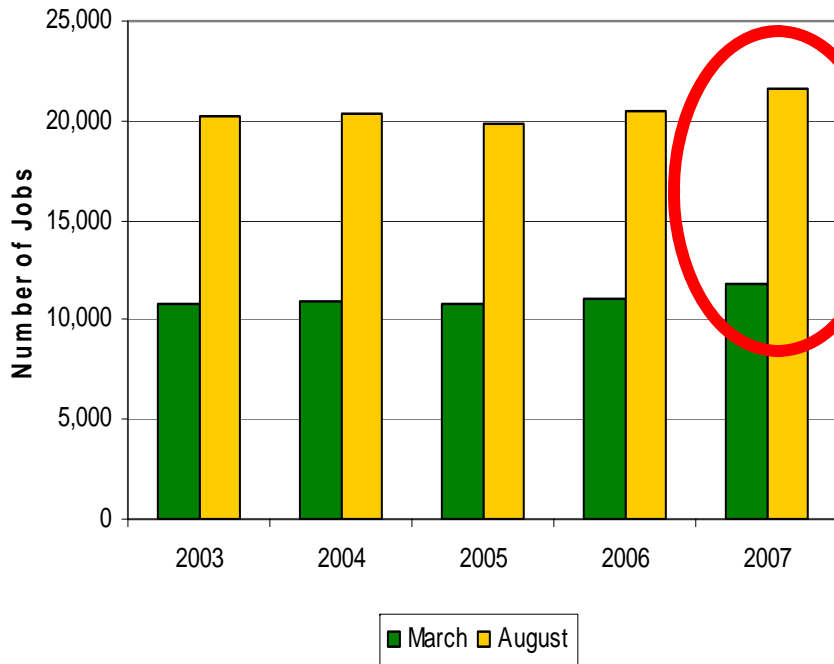
Seasonal Variation – Turnpike Traffic (4 beach exits)

Maine Turnpike Traffic for Beach Exits 19, 25, 32, and 36

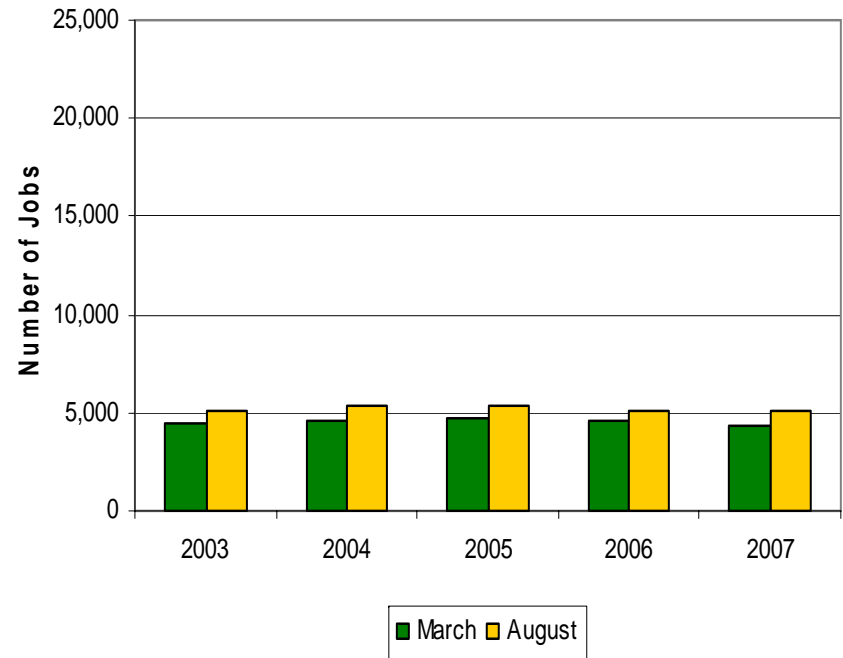


Seasonal Variation – Employment

Retail and Services Employment, York County: Beach Towns



Retail and Services Employment, York County: non-Beach Towns

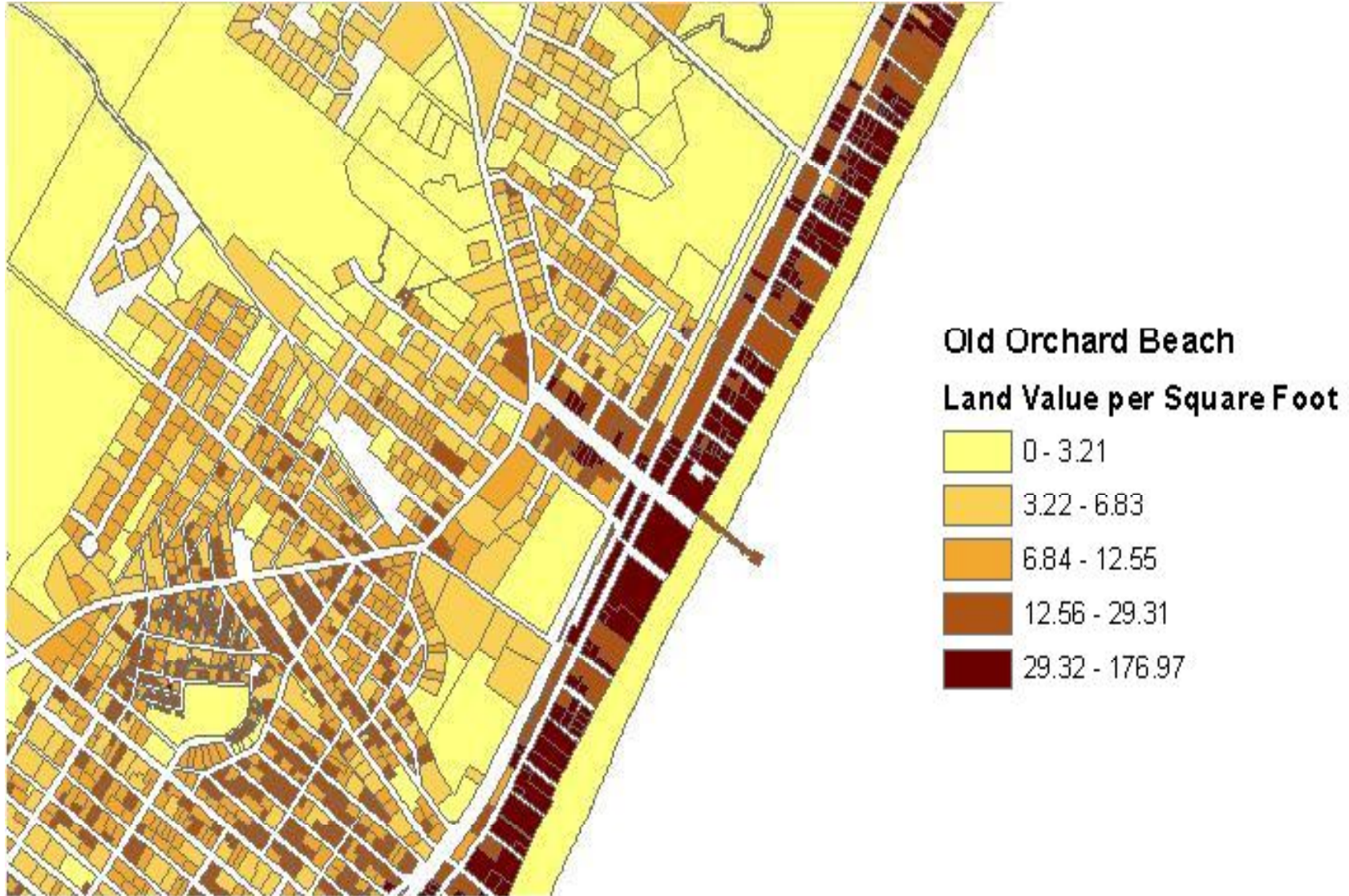


3. Property Assessments

Beach Town Land Values Adjusted by State Certification Ratio

| | Beach Front | | Beach Accessible | |
|-------------------|---------------|--------------|------------------|--------------|
| | % total value | % total land | % total value | % total land |
| Biddeford | 18% | 2% | 24% | 4% |
| Kennebunk | 16% | 1% | 48% | 8% |
| Kennebunkport | 13% | 1% | 38% | 5% |
| Kittery | 3% | 15% | 9% | 16% |
| Ogunquit | 3% | 2% | 20% | 3% |
| Old Orchard Beach | 22% | 2% | 56% | 8% |
| Saco | 10% | 0% | 22% | 1% |
| Wells | 26% | 1% | 55% | 3% |
| York | 6% | 1% | 27% | 3% |
| Combined | 14% | 2% | 34% | 5% |

Property Assessments – Old Orchard Beach



Thank You.

