Small Islands of Success

with

Tourism Economic Development

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NET 09’ Purposes...

► Provide case review for tourism economic development...

► Frame lessons learned about our small islands of success with integrating tourism into economic development...

► Some shameless tourism promotion...
Tracking what’s different...

- Structural and relational tracks...
  <pre-2004... post-2005>... Now

- Stakeholder interviews... April 2009

  what’s different – tourism then & now ???
  what facilitates / resists success ???
  what has been contributing to our small island of success with tourism economic development ???
The Maine Experience...

MOT 2004

► 34.7 million day trips...

► 8.9 million overnight trips...
  
  52% in July-Sept
  25% in Apr-June
  16% in Oct-Dec
  8% in Jan-Mar

For these particular experiences...
32% tour the state...
28% enjoy Maine’s superb outdoors...
...and superb outdoor adventures...
14% take a beach vacation
11% attend a special event...
ME Tourism Results MOT 04’

- O-S domestic visitors made up 72% of all travel expenditures resulting in…
- 176,000 jobs… $3.8 billion payroll
- $13.6 billion sales… goods & services
- $531 million state & local taxes

Built upon Maine’s primary iconic theme…
The coast...
The coast...
The coast...
The coast...
Maine Coast...the tourism consumer

But, what about the Maine Woods?
Our rivers run through it too…
Wicked-fast winter tracking...
Slowly tracking watchable wildlife...
Signature species eagle & brook trout...
Bullwinkle, our #1 wildlife draw...
Unbridled joy and fun…
Hanging out on the quiet edge...
The Beauty …  The Solitude...
So much, yet so little…

 ► Within Maine’s vast interior… the Maine Woods…the Piscataquis Region ???

 ► Tourism as a % of national, state, regional product…

 5.9% of GNP

 5.6% of GSP

 2.9% of GRP…

LDR 2000
Maine Woods = 9+ million acres

Wabanaki Region
Thoreaus Woods
deep, mysterious
daunting, timber
oriented, private,
shared with the
public, changing
owners, coveted
by many...

Moosehead
Katahdin
BSP

AT 100 MW
Pre - 97' loss of t-anchors

- Loss of viable ski area…
- Rafting centers moved out of town/county…
- LLLodge $90M marketing anchor changed
- Result: tourism associated, small business gradual decline, along w/ forestry
- Buried under the weight of industrial strength economic development aspirations… tourism? tourism economic development?
Finding Piscataquis…

“The region has abundant natural resources to support tourism… The region does not have an abundance of developed tourism products… There have been tourism studies and recommended projects to enhance tourism, which have not been implemented...”

LDR Study 2000
Awareness Building... pre-2004

- Imported Revenue!
- Opportunity!
- Value Added?
- To Share and Market?
- Not Share, Not Market?
M-HBB & Tourism... pre-2004

► 1772 hbb... 2279 jobs... 26% of county employment...  
      McConnon, UMCE, 04’

► Producing $107 million of goods and services...  
      UM Res-Econ &Policy, 01’

► 43% of 395 owners interviewed in these tourism type businesses...  
      gift shops, artisans, crafters, guides, lodging, convenience stores, restaurants, antiques  
      EMDC-HUD-CHET, 00’

2002-04 TD Mantra: “Small business economic activity closely associated with tourism”
Case Review... pre-2004

**Structural-Tasks**
- PCEDC CHEt 97'
- t = tourism
- 2 RED Tours 98'
- LDR Study 00’...
- MH Guild launch 01’...
- MOT rebranding 02’...
- Study, study, study...
- TED EXT Model 04’...

**Relations-Attitudes**
- jobs, jobs, jobs... CH ???
- Gasp! Not ISED!
- introduced CH-Arts value
- ...organize-lead tourism!
- ...legitimized CH-Arts
- ...killed iconic K-M brand
- ...implementation angst!
- ...aligned w/ED Model
The TED Model

Asset-Attractions
Culture, Heritage, Arts, Nature, Outdoors, Rural Life

Business
Assess-Expand-Create

Community
Assess-Manage-Protect

TED
“Nature, outdoors, cultural heritage tourism are important niche options, but develop them in ways that do not sacrifice our rural quality of life...”

42% increase non-motorized outdoor recreation

76% dispersed not concentrated development

66% develop a county tourism management plan
PSQ Tourism... post-2004

- 04’ FERMATA NT-SP for Maine…Pilot Region
- 05’ PSQ Outdoor Recreation Map w/ PCEDEC
- 05’ County Research-Review & Tourism Plan
- 06’ CC+PCEDEC launched-legitimized PTTF
- 07’ PLI Villages + MH Farms + CC Invested $$
- 08’ The Waterfalls of Piscataquis County
  
  Maine Birding Trail, Northern Forest Canoe Trail, Wabnaki-Thoreau Trail

Finding Piscataquis… “I found so much more than what I thought was there”…”

MTA 2009’ Tour
What moves **our** tourism work?  

1997 >>>>> 2009

• It’s in our language of possibilities  
• Incorporated into leadership development  
• Diverse projects—communities mixes people and ideas, softens parochial barriers...  
• Persistence of core leadership-relationships  
• County legitimized, public - private partners  
• Incorporated with economic development

**PCEDC 09’ Mantra**: “what’s changing in the tourism market & base of tourism business?”
Our words...

- Open up communication channels
- We have new leadership via tourism
- Improved local coordination
- We are resilient people
- Working for results builds trust
- Building & keeping relationships is key
- So is patience and persistence...
More distance to go, challenges...

- Disengagement upline...
- Natural brand erosion...
- Weak $$$ investment...
- Fragmented information...
- Weak engagement of business...
- Lack of awareness in formal leaders...

“Continue building upon our small islands of success with tourism...”
Islands of Success ... Bob Rodale

Rural communities and leadership need to recognize its strength and build on the robustness provided by rural traditions. The best approach is to look for an island of success... In any situation, some people are getting along okay, even in a bad situation. Ask them how they are doing it, then expand this, their wisdom if you will, into an island of success.
The key ingredient that makes rural tourism work...
Diversified Extension Roles...

- Conjoint learner, not the expert
- Catalyst, co-conspirator
- Information provider, talking head
- Network connector and conductor
- Community coach
- Group leader, occasional flacker
- Know when to get out of the way...
- Change your agency of change...
- Stay open to the unexpected...
Small Islands of Success...

► Great Maine Woods and Waters Tour
http://www.themainehighlands.com/content/4009/Great_Maine_Woods_and_Waters_Tours/

The Villages of Piscataquis County
http://www.villagetour.org/

► Maine Highlands Farm Producers
http://www.mainehighlandsfarmers.com/

► The Waterfalls of Piscataquis County
http://www.flickr.com/photos/23022528@N07/
Some more small islands...

- The Maine Birding Trail
  http://www.mainebirdingtrail.com/

- Northern Forest Canoe Trail
  http://northernforestcanoetrail.org/

- Thoreau Wabanaki Trail
  http://www.thoreauwabanakitrail.org/
EXT TED Information

- UMCE Small Business Virtual Resource Library

- UMCE “Nature, Heritage, Community”

- UMaine Center for Tourism Research-Outreach
  [http://www.umaine.edu/centro/](http://www.umaine.edu/centro/)

- PSQ Tourism Attitudes Research
  [http://www.umaine.edu/mcsc/Programs/EcoDev/Nature.htm](http://www.umaine.edu/mcsc/Programs/EcoDev/Nature.htm)
Questions... Comments... Challenges...