Visitation increased from 32.9m to 33.8m - +2.9%

Total Sales for 2015 increased from $7.95b to $8.29b +4.3%

Industry supported 98,932 jobs in 2015

Total Taxes- $533m to $554m- 13% increase

$2.3 billion in payroll

18m spent one night or more

16m non-resident day visitors

Maine Office of Tourism- MTA- MHTA

Totals- lodging- $812M meals $2.36 bil (2014)

Totals- lodging- $856M meals $2.51 bil (2015) 6.1%
Lodging nationwide up 6.3% (2015)
In Maine for 2015 up 5.4% $856M (frequency)
In Portland 14- 22% ($86.7million)15 – 13.3%
2016- Nationwide up 6% projected (STR)
In Maine – projected 5% overall
6.7% per year ADR growth through 2012-2016
Supply 2% growth annually through 2012-2016
2014-16 RESTAURANT AT A GLANCE

- Restaurant in the US for 2015- 782b
- Restaurant in Maine for 2015 $2.51b up 5.8% consistently 3%,
- Restaurant in Portland for 2014 up 13% $296m up 11% in 2015 $327m
- 1,000,000 locations (first time) 14.4 mil employees
- 47% of the food dollar

Totals- lodging- $856M meals $2.51 bil (2015)
Maine Innkeepers Association

- 450 Lodging Members
- Legislative, Marketing and Education
- Maine Lodging Guide 100,000 – e-brochure
- maineinns.com- newly redesigned
- mainebedandbreakfast.com- NEW
- HTMP and Education Foundation
- Eleventh Annual Tees & Textbooks $10K
- Twelfth Annual Hospitality for Habitat $160K
Maine Restaurant Association

- 500 Members
- Legislative, Education and Marketing
- Maine Restaurant & Lodging Expo
- Serve Safe- Food and Alcohol & Pro Start
- Comprehensive Dining Site – mainerestaurant.com
Economic Impact of Lodging Industry Around the State

- 16 Bay View, 250 Main Street Hotels, Rockland Harbor
- Microtel Windham
- Homewood Suites Augusta
- Hampton Inn Bar Harbor
- Residence Inn Bangor
- Residence Inn Bath
- Hampton Inns in Kennebunk, Kittery and Oxford
- Average Investment - $10-12 million, Average Number of Rooms - 100, Average Number of Jobs - 50
Economic Impact of Lodging Industry in Portland

- Hyatt Place Hotel
- The Press Hotel
- Courtyard by Marriott Portland
- Average Investment - $14.6 million, Average Number of rooms - 120, Average Number of Jobs - 62
- Westin Portland Harborview Alone almost $50,000,000
  90 more rooms 40 more jobs
Economic Impact of Lodging Industry

- Median size property – 12 rooms
- High property tax payer
- Capital intensive investment (100,000 or more per room to build)
- Employs local contractors year round
- 33 million visitors translate into ED
HOTEL ROOMS IN MAINE

- Lodging Licenses in Maine - 1,400 exactly
- Restaurant Licenses in Maine - 4,000
- Lodging Rooms in Maine – 38,000
- Lodging Rooms in Camden (478), Rockland (317,), Lincolnville (177) and Rockport (399) Total 1371
- Lodging Rooms in Bangor – 2,658
- Lodging Rooms in Bar Harbor- 2,689
- Lodging Rooms in Portland – 2,685
- Lodging Rooms in Greater Portland- 5,500
Top 5 Environmental Trends – All Restaurants

1. Serving natural/hormone free food
2. Informing customers where food comes from
3. Managing waste and conserving resources
4. Supporting ethical treatment and implementing sustainable systems
5. Deploying technology that conserves and saves
6. Maine - Farm to Table & Underutilized
Top 6 Environmental Trends – Hotels - 2007

1. Rising Energy Costs
2. LEED Certified Building Practices
3. Climate Change
4. Indoor Air Quality
5. Sustainability Programs
6. Green Meetings
Environmental Leader Program

- Created by Peter Cooke at DEP in 2005
- Introduced at MEIA Annual Meeting (2005)
- Fair and Reasonable Rules and Qualifying
- Dozens of Participants
- Featured on maineinns.com
Member Initiatives

- **Maple Hill Farm Inn**
  - **Wind and Solar** - MAPLE HILL FARM’s OWN Renewable Energy System has 202 Evacuated Tube Collectors, 126 Photovoltaic Panels, and 1 Wind Turbine.
  - Maine’s First Environmental Leader
  - LED Bulbs, green cleaning and laundry supplies, bulk dispensers, occupancy sensors

- **Harraseeket Inn**
  - Composting
  - Physical Plant
Thank you!