

# Outdoor Recreation Trends In Maine

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### Outdoor Recreation Trends in Maine

#### Introduction and Background

The decline of the wood products and paper industry has had a negative impact on the economy of the northern forest region of Maine. While other parts of the state have been able to absorb this decline somewhat more effectively based on a more diversified economy, the northern forest region has historically been heavily dependent on the forest products industry. In recent years, areas within the northern forest region have undertaken efforts to diversify their economy to protect against further decline and to replace employment opportunities lost with the decline of wood products.

One of the economic sectors being considered is forest recreation and ecotourism activities. Maine's northern forest region currently provides recreational opportunities for both residents and non-residents and it is generally believed that additional opportunities exist to increase outdoor recreation and ecotourism activities in that region of the state. Some areas within the northern forest region have created regional organizations to promote recreation and ecotourism in their area. The State has encouraged these efforts and assisted the regions to develop ecotourism organizations. Several articles have discussed the potential as well as the types of problems the communities face in expanding ecotourism activities in the region. (For example, see Vail, 2007).

One of the issues that has not be explored in detail in previous articles is the overall trends in participation in outdoor recreation and ecotourism activities. These trends can have a major impact on the success of regional efforts to develop a growing and vibrant outdoor recreation and ecotourism sector in the northern forest region of the state. Simply stated, it is easier to expand recreation and ecotourism activities in a region if the activities are growing in terms of the number of people participating in the activities and the frequency in which they participate. Given the competition that the northern forest region faces from other locations that can provide similar outdoor recreation and ecotourism activities, developing successful recreation and ecotourism activities is more likely if those activities being promoted are growing.

While it is commonly assumed that participation in most forms of outdoor recreation and ecotourism activities are increasing over time, recent studies for the United States and other countries suggest that this may not be the case. For example, Pergams and Zaradic (2006) first reported that the *per capita* visitation rate to National Parks in the U.S. peaked in 1987 and has declined steadily since then. They also noted a high degree of correlation between the decline in National Park *per capita* visitation rates and the amount of time people spent playing video games and surfing the internet. Critics argued that these results may be unique to the National Park system and did not represent a fundamental shift away from Americans' affinity for nature.

In response to the critics, Pergams and Zaradic (2008) expanded their analysis to include a broader range of facilities and activities, including National Forests, Bureau of

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Land Management and State Parks in the U.S. and National Parks in Spain and Japan. They also included specific types of recreation activities in the U.S., including camping, hunting, fishing and hiking. Their results again indicate a general decline in per capita participation rates for the vast majority of activities and facilities. They conclude that there has indeed been a fundamental shift away from people's participation in nature-based recreation. It should be noted that the work of Pergams and Zaradic is based on *per capita* participation rates. Increases in population in a region may be sufficient to offset the decline in *per capita* participation, and result in an increase in overall visits to a facility or increasing numbers of participants in a given activity.

On the other hand, a recent study completed by U.S. Forest Service personnel for the 1999 to 2009 time period offers an alternative view of total participation and participation rates for 60 outdoor recreation activities (Cordell, et al., 2012). Based on survey data and population growth trends for the northern forest region stretching from Maine to Minnesota, the authors report a 3.5 percent increase in overall participation rates per capita and a 23.7 percent increase in total participation for the 60 activities. This clearly suggests that per capita participation rates have increased slightly over that time period, and an increase in population residing in the northern forest region has resulted in significant growth in total participation in the 60 activities. They also report increases in the participation rates and total participation for many of the activities that people currently pursue in the northern forest region of Maine. Hence, this study offers a more positive outlook for the Maine northern forest region.

Perhaps the best way to provide relevant information to decision makers interested in increasing outdoor recreation and ecotourism in the northern forest region of Maine is to look at trends in Maine participation data. The purpose of this paper is to present total participation trend data for Maine recreational facilities and activities so that local decision makers are aware of what is happening in Maine. We present trend data for five recreational facilities: Acadia National Park; Maine State Park camping and day use; Baxter State Park; the North Maine Wood Association; and the Allagash Wilderness Waterway. In addition, we also present data for ten specific outdoor recreational activities: resident hunting license sales; resident fishing license sales; non-resident hunting license sales, non-resident fishing license sales, rafting on the Dead, Kennebec and Penobscot Rivers; resident snowmobile registrations, non-resident snowmobile registrations; resident ATV registrations; and boat registrations. Each of these facilities/activities is discussed below. In most instances, data for the time period 1993 to 2011 are used to identify trends in total use/participation.

Before presenting the data, it should be emphasized that many factors may contribute to the trends that are reported below. Among the factors hypothesized in the literature are decreasing outdoor play by children, economic conditions (the great recession), population growth, and the aging of the general population. Even weather conditions for activities such as snowmobiling can be an important factor. This paper is not designed to identify the reasons contributing to the trends. It only focuses on the participation trends themselves and not the causes. Determining the causes would require much more data

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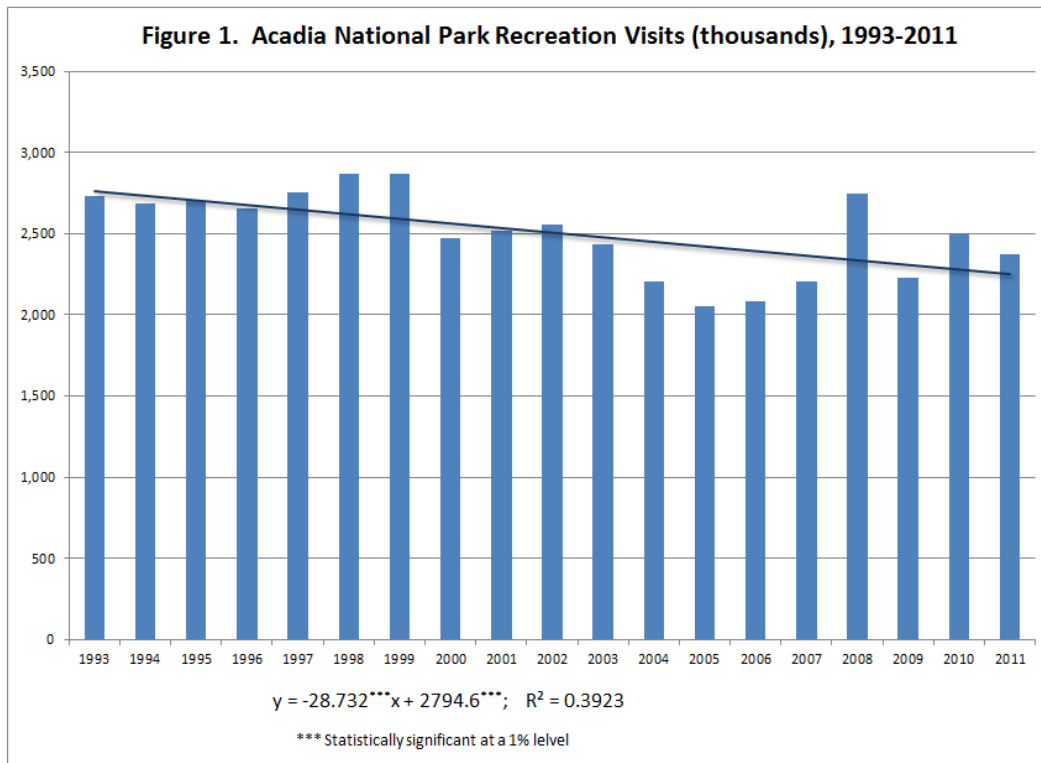
that can only be obtained directly from the general population through surveys or interviews.

### Maine Recreation Trend Data

We begin with an examination of outdoor recreational facilities in Maine, such as national and state parks.

#### Acadia National Park

Acadia is the only national park in Maine. It is located primarily on Mt. Desert Island, with other segments on Schoodic Point and Isle Au Haut. It is a popular attraction and accommodates over 2million visitors each year. The trend data for Acadia is presented in Figure 1 for the period of 1993-2011. Total visits to Acadia ranged from about 2.1 million in 2005 to 2.8 million in 1999. The three-year average number of visits for the first three years of 1993-95 is 2.7 million, while the three year average number of visits for the three most recent years of 2009-11 is only 2.37 million. This indicates that the number of visits to Acadia at the end of the period was less than at the beginning of the time period.



The solid linear line running horizontally represents the trend line fitted to the annual visitation data using regression analysis. The equation for the fitted line is shown at the bottom of the figure. Even though the number of visits increased and decreased from year to year, the trend line for the 1993-2011 time period is downward sloping, again indicating a decline in attendance over time. The negative slope is statistically significant,

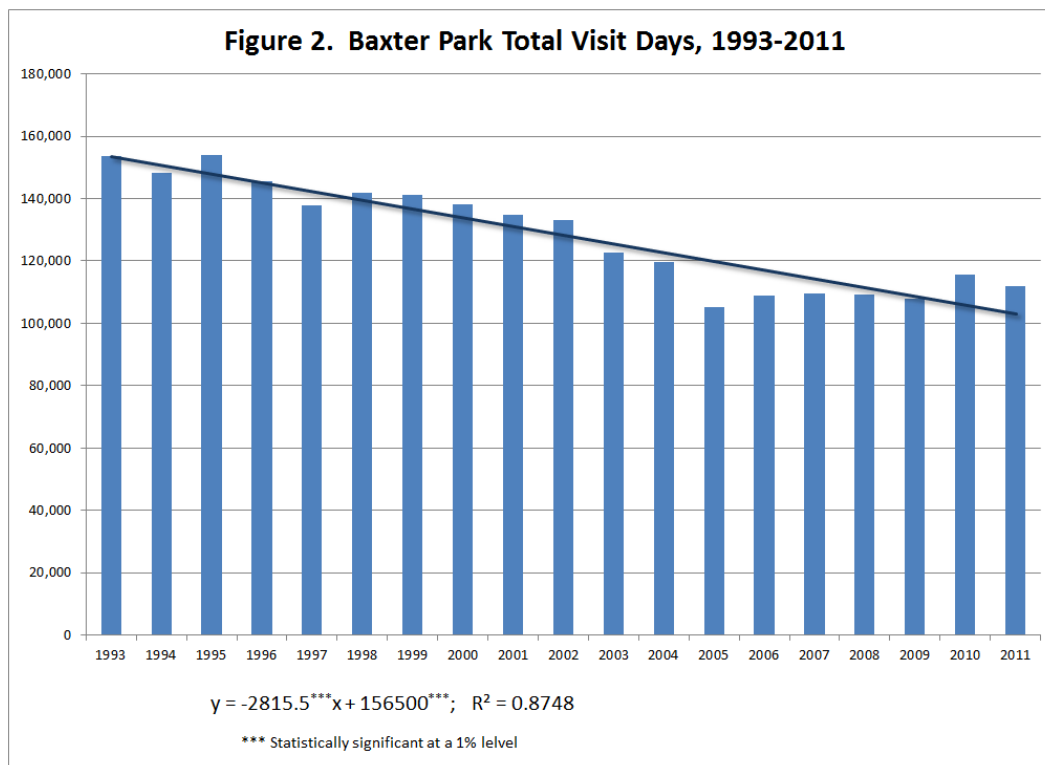
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as reflected by the statistical significance of the time variable (x) in the equation. However, note that visitations increased somewhat over the 2008-11 time frame, compared to 2004-07. It will be interesting to see if this more recent trend continues in the future.

### Baxter State Park

Baxter State Park is located near Millinocket. It was created by former Governor Percival Baxter, who personally purchased land and donated it to the State as a park. Governor Baxter insured that the park would be “forever wild” by including restrictions on his gift to insure that the lands in the park would not be developed. The Park currently contains about 210,000 acres and includes Mt. Katahdin, the highest mountain in Maine. The Park offers opportunities for hiking, mountain climbing, wildlife viewing and primitive camping. All roads are unpaved and there is no electrical service available to visitors.

For the period 1993-2011 shown in Figure 2, total visitor days peaked in 1995 at about 154,000. The lowest level of visitor days occurred in 2005 when about 105,000 visitor days were recorded. The period of 1993-95 had the highest three-year average attendance of about 152,000; the lowest three-year average attendance occurred in 2005-07 when an average of about 108,000 visitor days were recorded.



The trend line fitted to the data again has a statistically significant negative slope, indicating that total visitor days at Baxter Park declined over the time period of 1993 to 2011. Once again, however, attendance increased somewhat in 2010 and 2011, compared

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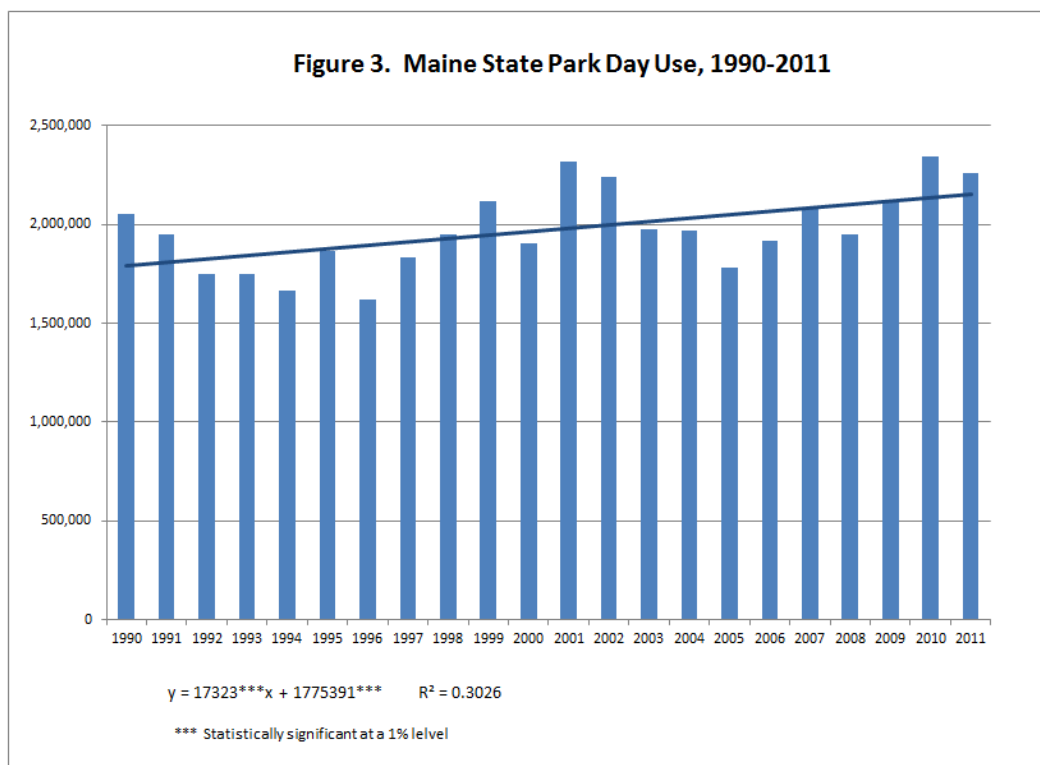
to the five earlier years. Attendance should continue to be monitored in the future to see if it continues to increase.

### Maine State Parks System

Maine operates 32 state parks located throughout the State. Several are located in the coastal area that provide access to beaches, while others are located inland and provide access to the mountains, lakes and streams in the area. Twelve of the parks provide campgrounds for overnight use and all of the parks have day-use areas for visitors to enjoy.

We provide two measures of use of the Maine State Park System. The first is the level of day-use visitors to the state parks while the second is a measure of the number of camper nights at the 12 state parks that provide campgrounds. The time period used to analyze trends in both measures of state park use is 1990 to 2011. We begin with day-use data for the state parks.

State park day-use data are shown in Figure 3. Day-use visitation varied considerably during the period, with a low of 1.62 million in 1996 and a high of 2.34 million in 2010. Based on three-year averages, the lowest level of use occurred in 1994-96 with 1.72 million day-use visitors, and the highest three-year average occurred in 2009-11 with 2.25 million day-use visitors.

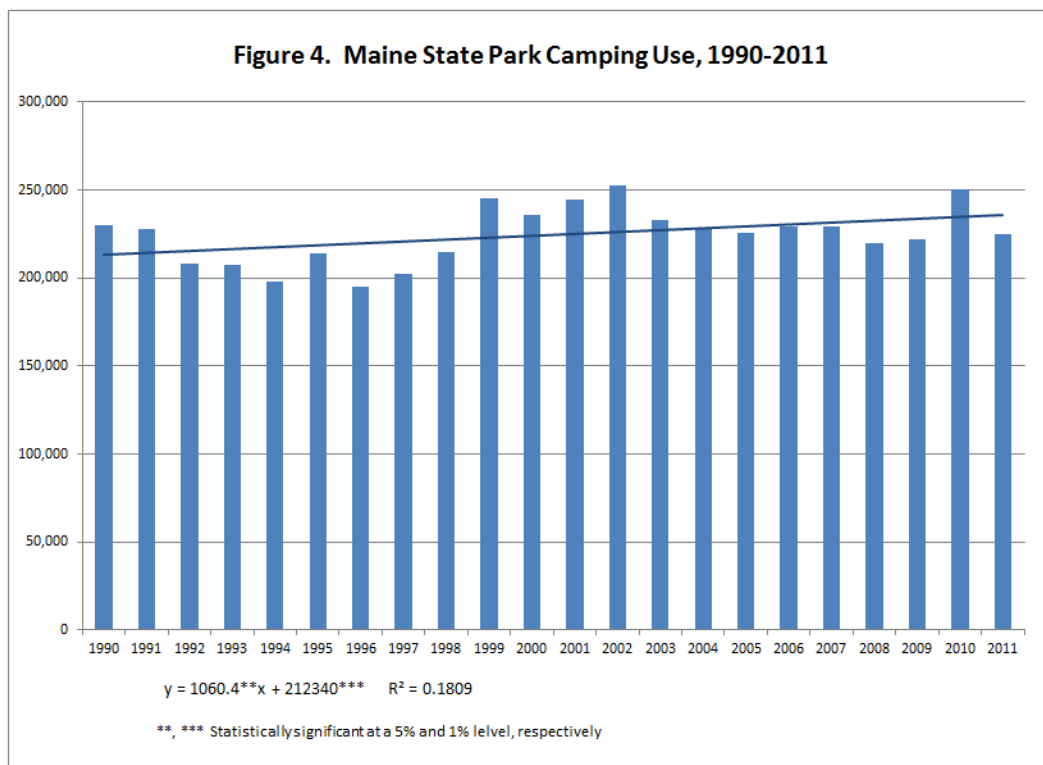


Even though day use at the state parks fluctuated from year to year, attendance clearly increased over the time period. The three-year average attendance for the first

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three years of the time period (1990-1992) was 1.92 million visitors, compared to 2.25 million for the last three years in the period (2009 to 2011). The increase in attendance over the entire time period is reflected in the fitted trend line in that it is a linear line with a statistically significant positive slope over the full time period.

Maine State Park campground use is shown in Figure 4 for the 1990 to 2011 time period. Over the period, the number of camper nights varied from about 200,000 to 250,000. The lowest number of camper nights occurred in 1996 when about 195,000 camper nights were recorded, and the largest number of camper nights occurred in 2002 when about 253,000 camper nights occurred. Using three-year averages, only about 202,000 camper nights occurred in the 1994-96 period, while the highest three-year average occurred in 2000-02 when an average of almost 245,00 camper nights were recorded.



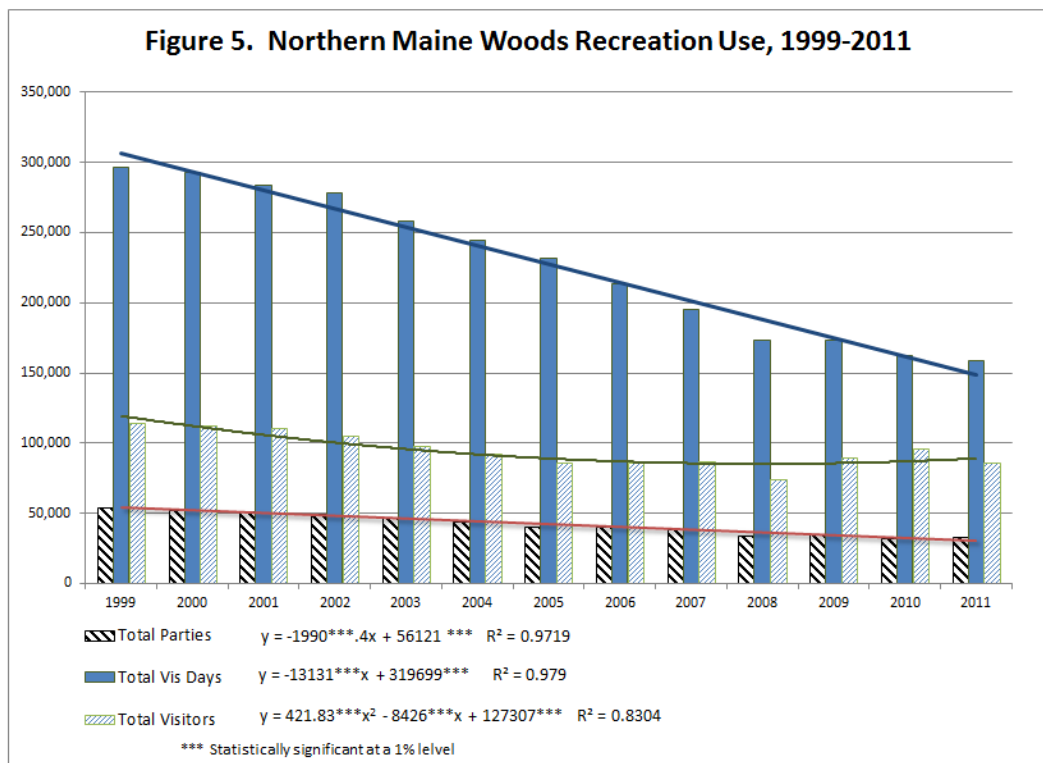
As can be seen in the figure, the trend line fitted with regression analysis has a positive slope for the 1990-2011 time period, signifying that the number of camper nights enjoyed by campers at Maine State Parks increased during the period. The positively-slope trend line is statistically significant. The positive trend is partially influenced by the large number of camper nights taken in the campgrounds in 2010. Just over 250,000 camper nights were recorded that year, which is the second-highest level observed during the 1990-2010 time period.

North Maine Woods Association

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The North Maine Woods Association is an organization formed by large and small landowners to manage the recreational use of about 3.5 million acres of forestland in northern Maine. The purpose of the organization is to manage both the day use and overnight use of the land for recreational purposes. The land managed by the North Maine Woods Association is a working forest, but recreational use is allowed in areas that do not interfere with forest operations.

The time period used in the analysis for the North Maine Woods only covers the years 1999 to 2011. Although recreation use data are available for years prior to 1999, they are not included in the analysis because additional land parcels (Ragmuff and Seboomook) were added to the North Maine Woods Association in 1999 and subsequent years. Therefore the attendance data for 1999 and beyond are not comparable with the data prior to 1999.



The total number of recreation visitor days for the years 1999 to 2011 are shown in Figure 5. Over the period, visitor days were highest in 1999 (296,000) and lowest in 2011 (159,000). The three-year average use was also highest during the initial three-year period of 1999-2001 (291,000) and lowest for the three most recent years of 2009-2011 (165,000). Once again, the trend line fitted with regression analysis is downward sloping and statistically significant, indicating that the total number of visitor days in the North Maine Woods declined over the time period.

Two other measures of recreational use of the North Maine Woods are also shown in Figure 5. Note that the total number of parties visiting the area also declined, which is



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consistent with the decrease in the number of visitors days discussed above. Using the three-year averages for the two measures of use, total visitor days declined 17.4 percent and the total number of parties visiting the area declined 20.5 percent over the period. The trend line fitted to both of these measures of recreational use are downward sloping and statistically significant.

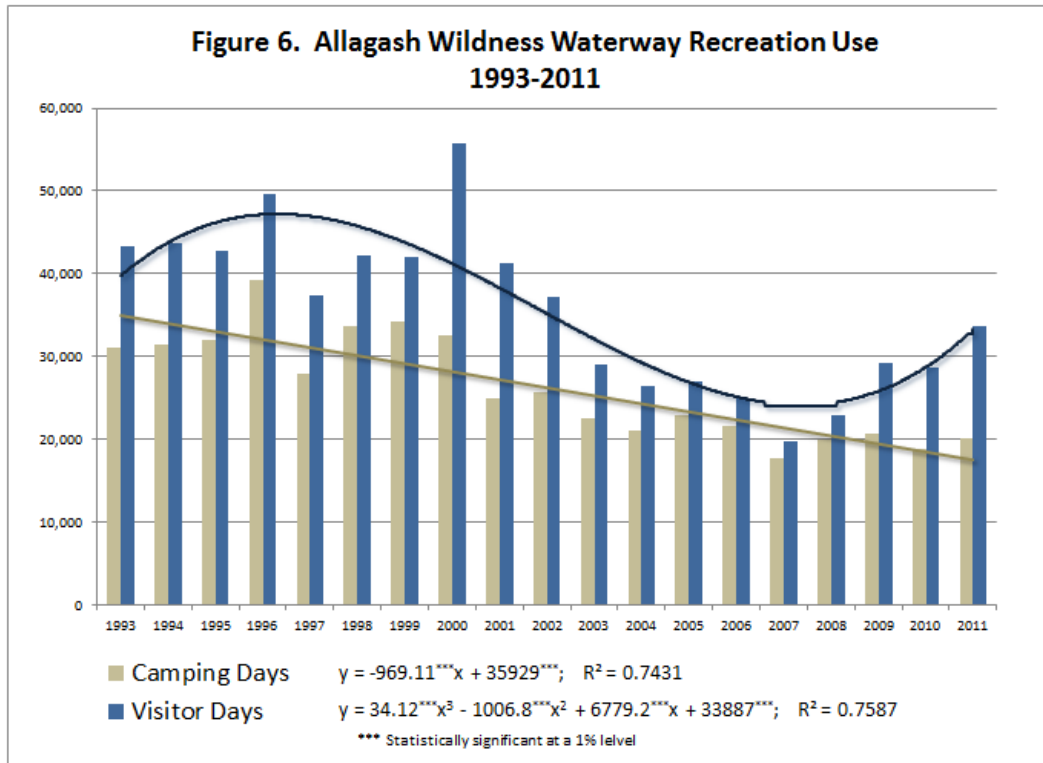
The third measure of recreational use shown in Figure 5 is the total number of visitors that entered the North Maine Woods each year during the 1999-2011 period. This measure is consistent with the two previous measures in the early years of the period in that the total number of visitors entering the North Maine Woods decreased. However, the total number of visitors reached its lowest level in 2008 and then increased during the 2009-11 period. This suggests that the average number of people in the parties entering the North Maine Woods in the latter years increased. Note also that the trend line fitted to the total visitors data is statistically significant and is curvilinear, due the increase in total visitors in the 2009-11 period. This also suggests that one should be cautious in drawing conclusions about our measures of recreational use. The result we obtain may depend on how we measure recreational use (visitor days vs total visitors vs total parties).

### Allagash Wilderness Waterway

The Allagash Wilderness Waterway is the last recreational facility examined in this study. The Allagash Wilderness Waterway is located in Northern Maine and was established in 1966 by the Maine Legislature. In 1970 it became part of the National Wild and Scenic River System. It is a 92-mile waterway that begins at Telos Lake and terminates at the confluence of the Allagash and St. John Rivers on the Maine/Canada border. It is a popular canoeing waterway and also a favorite fishing location. There are no permanent human residents in the waterway and only limited vehicular access. It offers remote and primitive campsites for people to stay overnight.

Two measures of recreational use of the Waterway are reported in Figure 6: total camping days and total visitor days for the 1993-2011 period. Total visitor days fluctuated substantially during the period. Visitor days generally ranged between 40,000 and 50,000 early in the time period, but then spiked in 2000 to about 56,000. The number of visitor days then declined to just under 20,000 visitor days in 2007. The number of visitor days then recovered somewhat during the 2008 to 2011 time period. The trend line fitted to the visitor-days data is curvilinear. It has a positive slope in the early years, then the slope becomes negative during the middle years, and then becomes positive again in the latter years of the time period. This statistically significant curvilinear shape is the result of the nature of the types of fluctuations that occurred in visitor days over the entire time period.

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Camping days within the Waterway peaked in 1996 at about 39,000 and achieved its lowest level in 2007 when fewer than 18,000 camping days were recorded. During the 1993-95 time period, the number of camping days averaged about 31,500 per year. However the average for the most recent years of 2009-11 is only about 20,000 visitor days per year. This clearly indicates that the number of camping days declined during the 1993-2011 time period. This is confirmed by the statistically significant negative slope for the trend line fitted to the camping days data. Note also that, once again, the trend lines for the two measures of recreational use of the Allagash Wilderness Waterway are not the same. The camping days trend line is negatively sloped throughout the entire time period, while the trend line for visitor days has a positive slope over the early and most recent years in the time period. These data indicate that there has been an increase in the day use of the Allagash Wilderness Waterway in recent years, but a continued decline in the overnight use of the Waterway.

We now turn our attention to measures that provide information about the level of participation in specific activities.

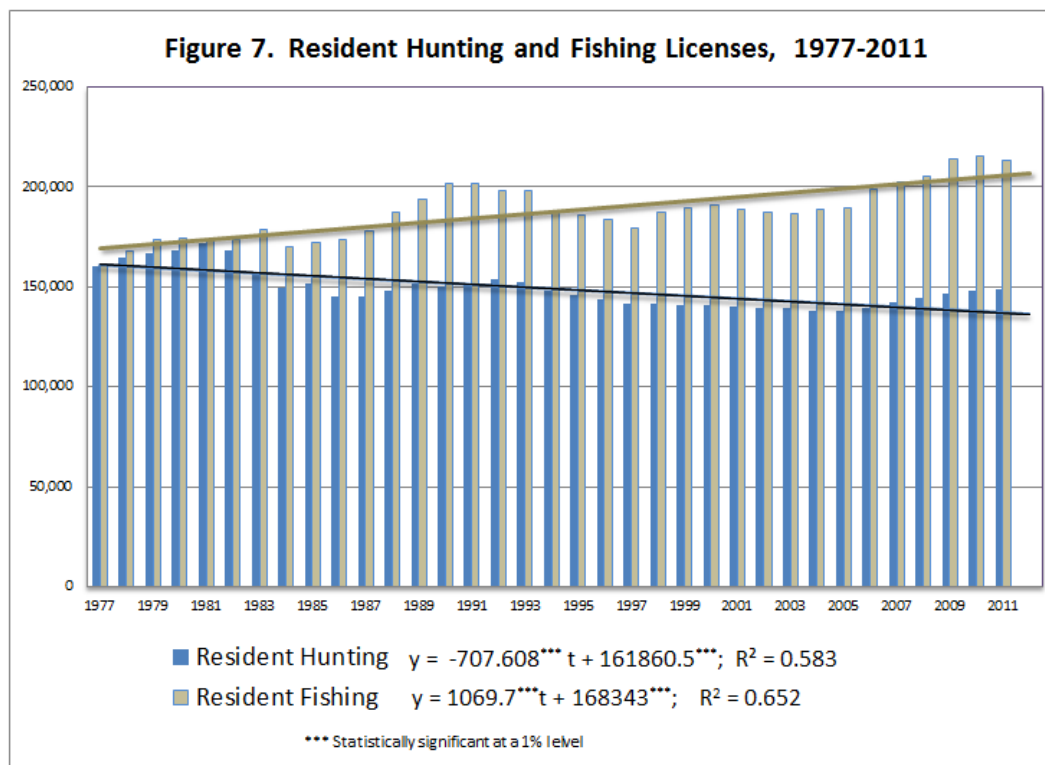
### Resident Hunting and Fishing License Sales

Resident hunting and fishing license sales data provide a good estimate of the number of Maine residents participating in hunting and fishing activities in Maine each year. In addition to individual resident hunting and fishing licenses, Maine also sells a combination hunting/fishing license, which allows the owner to participate in both hunting and fishing activities. The number of combination hunting and fishing licenses sold in a

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given year was added to the number of individual hunting licenses and fishing licenses sold in that year. Furthermore, the State also sells lifetime hunting and fishing licenses, and the number of people holding the lifetime license in a given year has also been included in the data. Therefore, the quantity of hunting and fishing licenses sold and reported in Figure 7 represents the total number of residents licensed to participate in each activity during a given year. Also, note that the time period of the analysis for resident hunting and fishing licenses is longer than for most other activities and facilities. Resident hunting and fishing license sales reported on Figure 7 are for the period beginning in 1977 and ending in 2011.

For the 1977-2011 period, the highest single-year sales of resident hunting licenses occurred in 1981 when almost 172,000 hunting licenses were sold. The highest three-year average sales of resident hunting licenses sold occurred in the 1980-82 period when an average of over 169,000 hunting licenses were sold. The lowest single year sales of licenses occurred in 2004, and the lowest three-year average number of resident hunting licenses sold occurred in 2003-05. The trend line for resident hunting license sales is negative and statistically significant, thereby indicating that resident hunting licenses sales declined over the period analyzed. It is again worth noting, however, that resident hunting license sales increased over the period of 2006 to 2011. If this rebound continues, the trend line for resident hunting license sales may have a positive slope in future years.



Resident fishing license sales exhibit a very different pattern on Figure 7. Generally, the sale of resident fishing licenses increased during the period. The lowest level of single-year sales occurred in 1977 when about 161,000 resident fishing licenses were sold, and the lowest three-year average of sales occurred in 1977-79 when an average of less than

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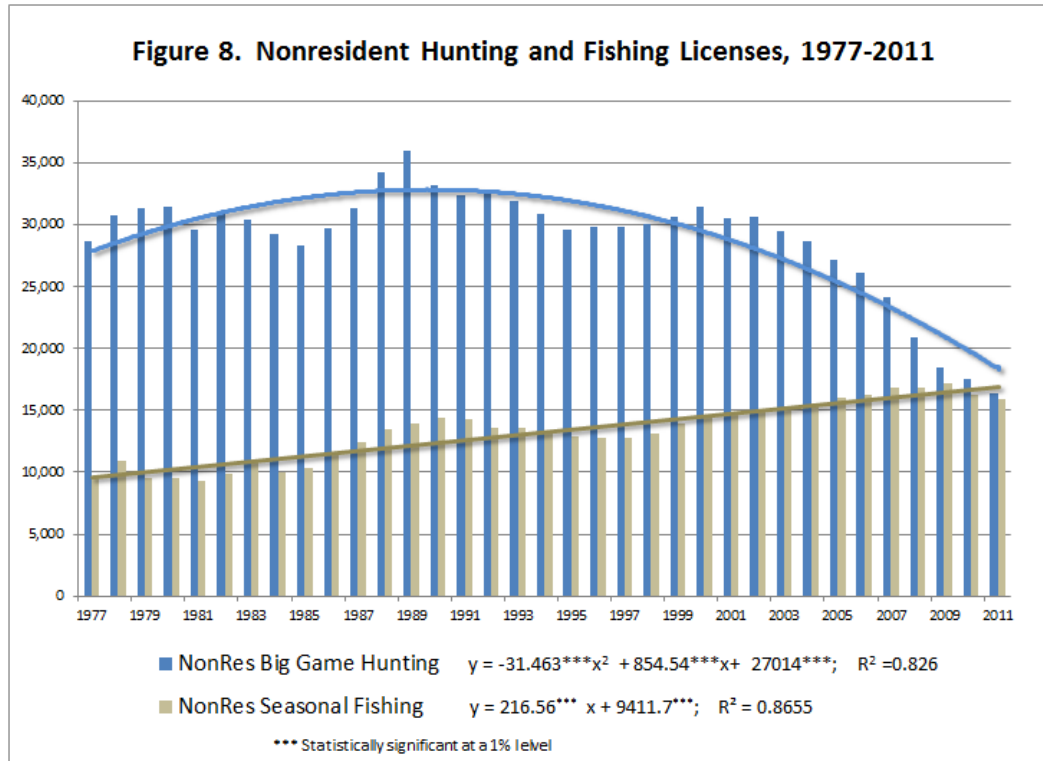
168,000 licenses were sold. In contrast, the highest single-year sales occurred in 2010 when over 215,000 resident fishing licenses were sold, and the highest three-year average occurred in 2009-11 when an average of almost 214,000 fishing licenses were sold. As shown in Figure 7, the trend line for resident fishing license sales has a statistically significant positive slope for the time period. This signifies that resident fishing license sales have increased over the period.

### Non-Resident Hunting and Fishing License Sales

Data for non-resident hunting and fishing licenses sold in Maine between 1977 and 2011 are reported in Figure 8. The non-resident hunting license data represents big game hunting licenses, and the non-resident fishing license data represent full-season license sales. The non-resident hunting and fishing license data exhibit a similar pattern as exhibited for the resident hunting and fishing license data. Non-resident hunting license sales peaked in 1989 when just over 36,000 licenses were sold. The three-year average number of hunting licenses sold was greatest in the 1988-90 period when an average of 34,509 non-resident hunting licenses were sold. The fewest number of non-resident licenses were sold in 2011 when 16,328 were purchased. The lowest three-year average of non-resident hunting license sales occurred in 2009-11 when an average of 17,437 were purchased. The trend line for non-resident big-game hunting licenses sold is negative and statistically significant for the time period. In fact, the rate of decrease in non-resident hunting license sales has been increasing in recent years, causing the trend line to become steeper near the end of the time period.

Similar to resident fishing license sales, non-resident seasonal fishing license sales generally increased over the period of 1977-2011. The fewest (9,360) non-resident fishing licenses were sold in 1981 and the lowest three-year average of sales (9,484) occurred in 1979-1981. In contrast, the highest single-year nonresident fishing license sales occurred in 2009 at 17,195, while the highest three-year average of 16,935 occurred for the 2007-2009 period. As with resident fishing licenses, the trend line for non-resident fishing licenses is positive and statistically significant.

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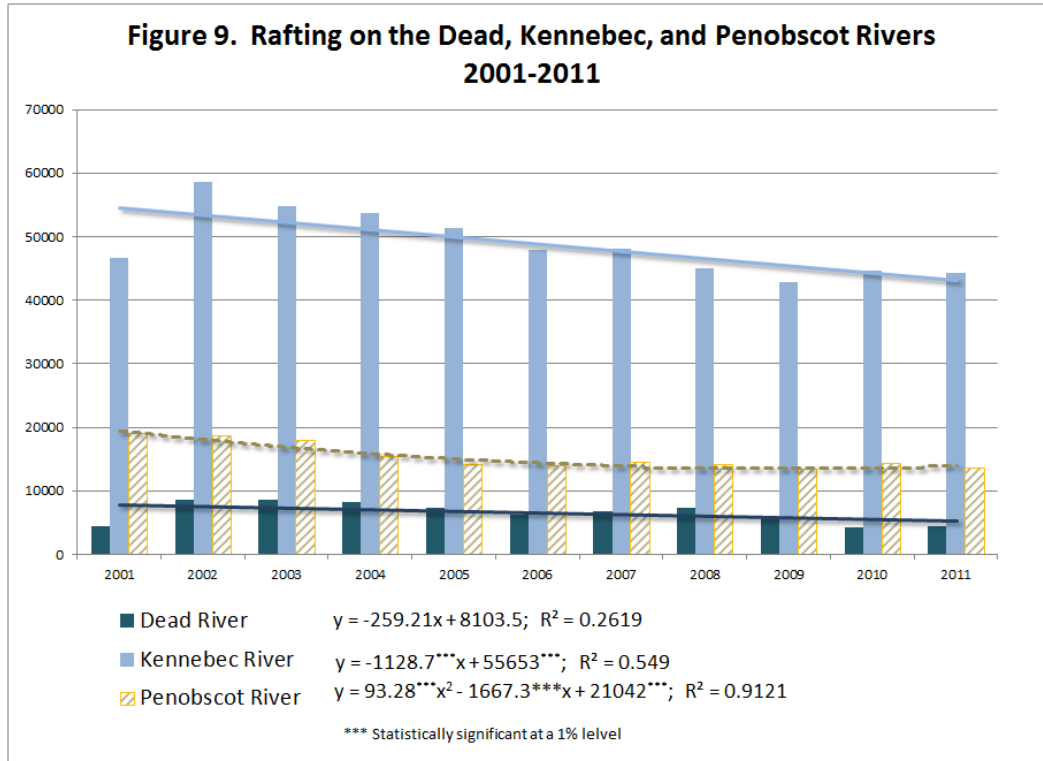
### Rafting

Commercial rafting has become a popular recreational activity in Maine. It began in the 1970s and has become an important activity in communities near the three rivers that are used by commercial rafting companies. The three rivers that attract visitors interested in a river-rafting experience are the Dead, Kennebec and Penobscot Rivers. Figure 9 contains the number of people rafting with commercial rafting companies for each of the rivers for the period 2001 to 2011.

In 2001 commercial rafting companies accommodated about 4,400 people on rafting trips on the Dead River. The number of participants increased to a high of almost 8,100 in 2003. The lowest level of commercial rafting on the Dead River occurred in 2010 when about 4,200 people participated in rafting trips on the River. The trend line fitted to the Dead River rafting data is downward sloping; however, the trend line is not statistically significant. Therefore, statistically speaking, commercial rafting on the Dead River during the 2001 to 2011 period was essentially constant. It did not significantly increase or decrease during the time period.

The Kennebec River is the most popular river for commercial rafting in Maine. The number of people participating in commercial rafting trips on the Kennebec peaked in 2002 at about 58,700 participants. The lowest number of participants occurred in 2009 at 42,900 people.

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The trend line for rafting on the Kennebec is downward sloping and is statistically significant. This result indicates that rafting on the Kennebec river generally declined during the 2001-2011 time period.

Finally, commercial rafting participation of the Penobscot River was highest in 2001 when almost 19,000 people rafted the river with commercial rafters. The lowest level of rafting on the Penobscot occurred in 2009 when 13,300 took commercial rafting trips down the river. The number of people rafting the Penobscot River in 2010 and 2011 increased slightly from the low level reported in 2009.

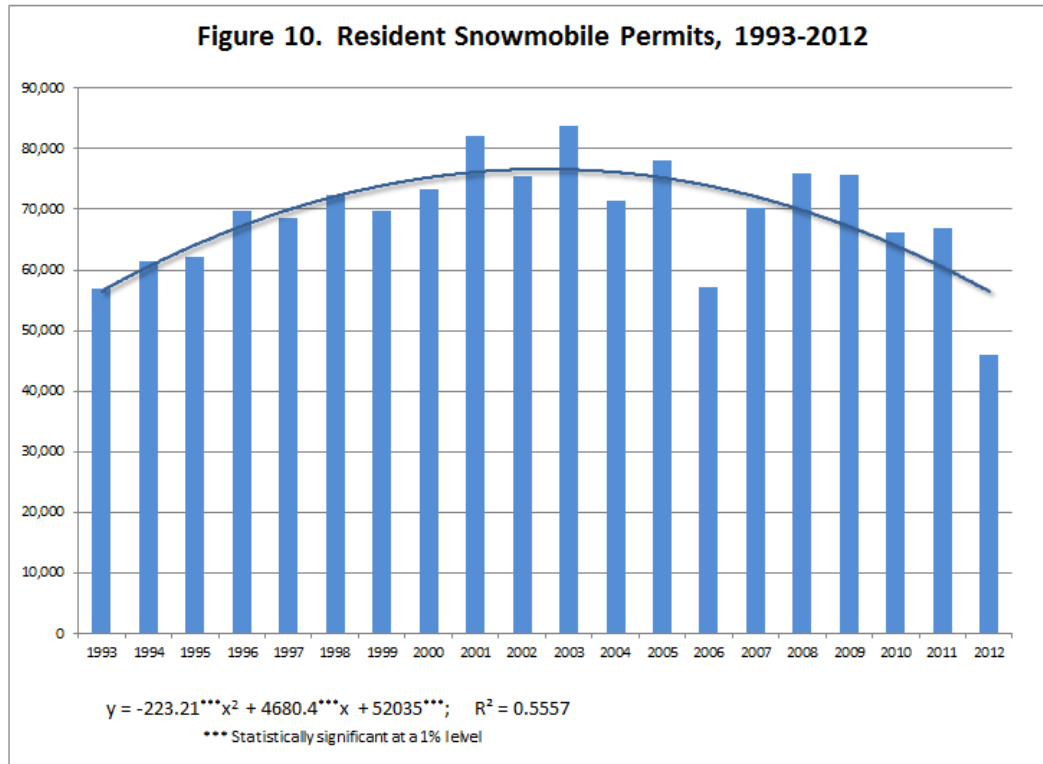
The trend line that best fits the Penobscot River data is curvilinear. The increase in participation in 2010-11 is enough to cause the trend line to tip up at the end of the time period. Additional data for future years will determine whether this is the beginning of a growth period for commercial rafting on the Penobscot.

### Snowmobile Permits

Data for the number of resident snowmobile permits or licenses sold in Maine for the 1993 to 2012 time period are shown in Figure 10. Resident snowmobile permits sold have varied considerably over the time period. One of the causes of this variation is changes in the level of snowfall from year to year. Many residents do not register their snowmobiles until there is adequate snowfall to use the machines. Consequently, the number of snowmobiles registered in a given year is directly related to the snow conditions that allow people to ride their snowmobiles. A good example of this is the fact that lowest

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level of resident snowmobile permits sold (45,882) during the period occurred in 2012, a year when much of the state did not have adequate snowfall for good snowmobiling conditions. The lowest three-year average number of permits sold occurred in the 2010-2012 period, largely due the low number of permits sold in 2012.



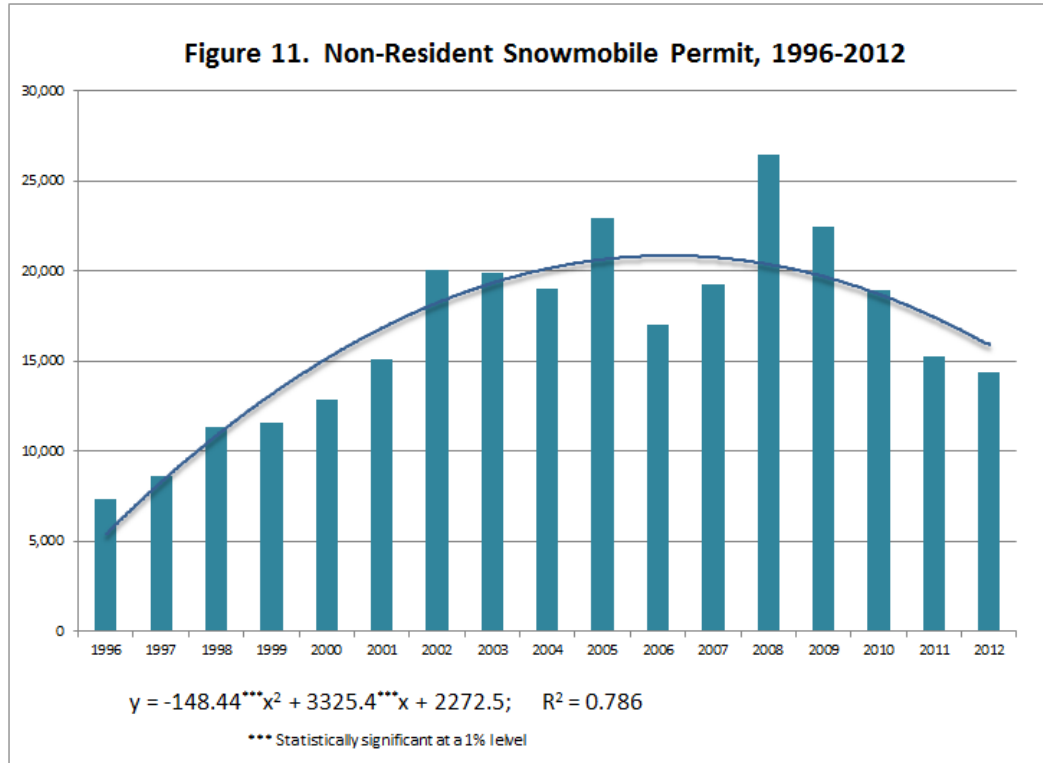
Resident snowmobile permit sales were highest in 2003, when over 81,500 licenses were sold. The highest three-year average number of sales occurred in the years 2001-2003 when an average of almost 79,500 resident permits was sold. Note that the trend line for resident snowmobile permits is curvilinear; it increases in the early years, reaches a peak in 2003, and then declines in subsequent years. This trend line is statistically significant. It will be interesting to see if resident snowmobile permit sales rebound to previous levels during years with good snow conditions.

Maine Snowmobile permit sales to non-residents for the period of 1996-2012 are shown in Figure 11. Over the time period, Maine sold a seasonal permit that allowed non-residents to snowmobile in Maine all season. The State also sold 3-day permits for non-residents who were only interested in shorter timeframes for snowmobiling in Maine. The state also sold a 10-day permit, but it was discontinued in 2010. The data reported below is the total number of permits sold during a given year; it includes seasonal, 3-day and 10-day permits.

Non-resident permit sales increased substantially in the earlier year and then declined in more recent years. Only 7,370 non-resident permits were sold in 1996 and the three-year average was less than 9,100 for the 1996-98 period. In contrast, almost 26,500 non-

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resident permits were sold in 2008, and an average of 22,737 were sold during the 2007-09 period. Non-resident permit sales declined after 2008 and only slightly more than 16,000 were sold in 2012, again, partially due to unfavorable snow conditions throughout much of the state.



As expected, the trend line for non-resident snowmobile permits is curvilinear, following the increase in permit sales prior to 2008 and the subsequent decline in permit sales after 2008. The trend line is statistically significant and provides a good representation of the annual data.

### ATV Registrations

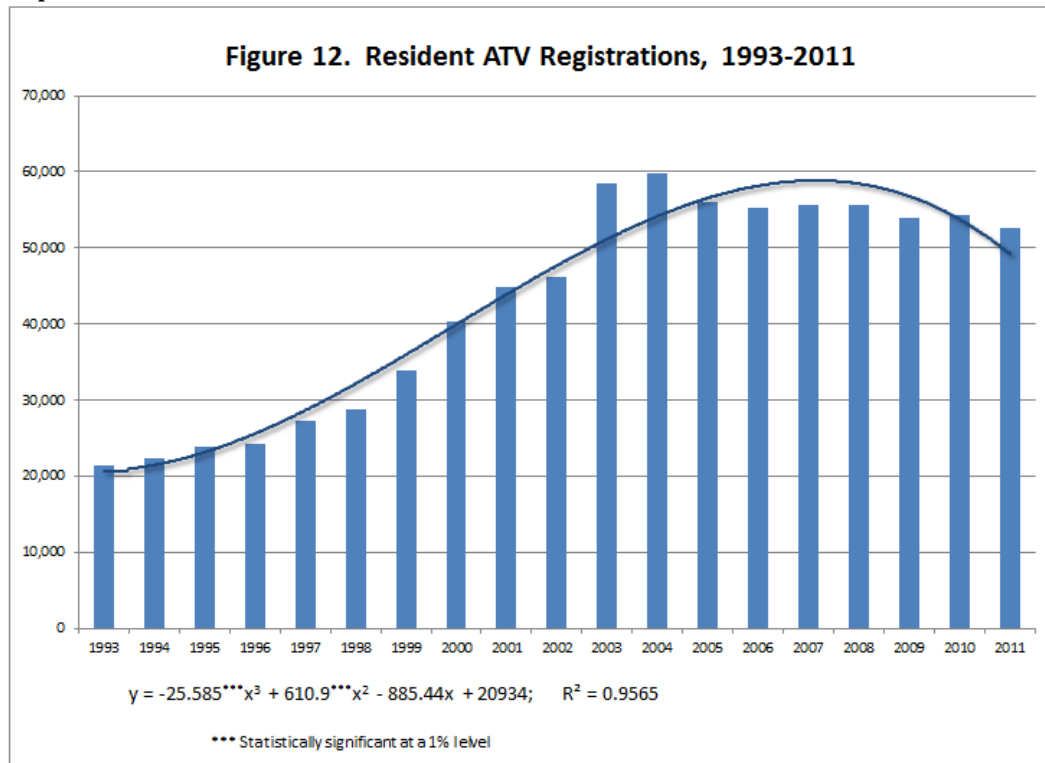
Maine resident ATV registrations for the period 1993 to 2011 are shown in Figure 12. ATV use for recreational purposes is a relatively new recreation activity that began in the 1980s. Consequently, ATV registrations have a “sigmoid” shape, with a period of rapid growth in the early years, and then more moderate growth in the middle years. However, rather than maintaining a slow positive growth rate in the later years, ATV registrations actually fell after peaking in 2004. Almost 60,000 ATVs were registered by residents in 2004, which is almost triple the 21,000 registered in 1993. However, registrations fell back to 50,000 to 55,000 registrations during each of the last three years of the time period.

The statistically significant fitted trend line exhibits the successive periods of rapid growth, slower growth and finally the decrease in registrations that occurred during the



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time period. It will be interesting to see if ATV registrations rebound to the levels experienced in 2003 and 2004.

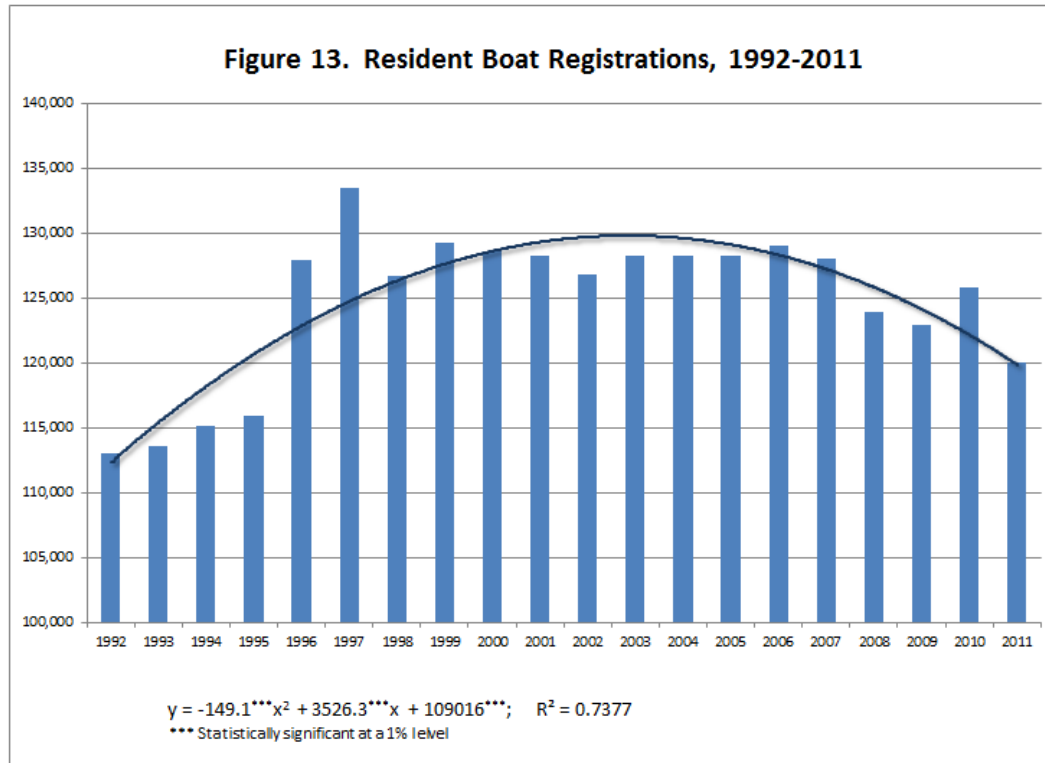


### Boat Registrations.

The number of boats registered in Maine by residents during the 1992-2011 period are shown in Figure 13. Boat registrations grew substantially in the late 1990s and peaked in 1997 when over 133,500 boats were registered. Over the next ten years, registrations varied between 125,000 and 130,000 annually, and then fell below 125,000 in three of the four most recent years. In 2011, the number of boats registered in Maine was slightly less than 120,000, the lowest level since 1995.

The trend line associated with boat registration is curvilinear, with a positive slope reflecting the growth in registrations in the early part of the time period, and then a negative slope in recent years caused by the decline in registrations. The fitted trend line is statistically significant.

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### Summary and Conclusions

The paper presents recent trends in use of several recreational facilities in Maine and the total participation of people in selected recreational and ecotourism activities in Maine. It is hoped that the information will be useful to individuals and organizations that are striving to increase the level of recreational and ecotourism activities in the northern forest region of Maine, as well as other areas throughout the State.

Trend data were presented for five recreational facilities in Maine. They are Acadia National Park, Baxter State Park, Maine State Parks and the Allagash Wilderness Waterway. Of these facilities, only the Maine State Parks System had positive trend lines over the entire period analyzed of 1990 to 2011. Both day use and overnight use of state parks had a statistically significant increase over that period. In addition, the Allagash Wilderness Waterway had a statistically significant positive trend in the number of visitor days for the most recent period of 2008 to 2011. All of the other facilities included in this report had statistically significant decreases in use over the time periods analyzed.

The results for the selected activities studied in this paper are similar to the results summarized above for the five facilities. Recall that the activities studied include resident and non-resident hunting license sales, resident and non-resident fishing license sales, resident and non-resident snowmobile registrations, resident ATV registrations, resident boat registrations, and commercial rafting activities on the Dead, Kennebec and Penobscot rivers. Among these activities, only two of them had statistically significant positive trends

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over the full time period analyzed. They are resident fishing license sales and non-resident fishing license sales. Other activities (resident and non-resident snowmobile registrations, resident ATV registrations, and resident boat registrations) experienced positive growth in the early part of the time periods analyzed, but then experienced a decrease in registrations in the more recent years of the time periods analyzed. The activity that experienced the greatest decline over the time period is non-resident hunting license sales. This has implications for Maine hunting guides that provide services to many non-resident hunters. It also has implications for the businesses and communities that host these hunters during their stay in Maine. This decline may be partially offset by the increase in non-residents coming to Maine for inland fishing activities.

The information provided in this paper should be useful to groups and organizations that have formed to promote outdoor recreation and ecotourism activities in their communities. Knowing the recreational trends that exist in Maine can help businesses and organizations focus on those promotion and marketing efforts in areas that have the best chance of success.

Finally, it is important to note that trends are not static. As noted, many factors influence the trends in outdoor recreation, including the general state of the economy, the price of gasoline and recreational equipment, the age distribution of the population, and local conditions that affect the quality of the experience enjoyed by the visitors. Therefore, it is important to reexamine trends on a regular basis, such as every two or three years. Outdoor recreation trends can change quickly and decisions should be made on the most up-to-date information available to decision makers.

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