



Bar Harbor, Maine

*An historical resort community
with deep water anchorages*

Bundling of Cruise Fees

AAPA Cruise Seminar

San Francisco, CA 6FEB08



CruiseMaine Coalition Ports

1. Kennebunkport
2. Portland
3. Freeport
4. Bath
5. Boothbay Harbor
6. Rockland
7. Camden
8. Belfast
9. Bucksport
10. Bangor
11. Bar Harbor
12. Eastport



Statistics

2007 Cruise Statistics by Port/Month

| Destination | May | June | July | Aug | Sept. | Oct. | Nov. | Total #Calls | Total # of Passenger Days |
|--------------------|-----|------|------|-----|-------|------|------|-----------------|---------------------------------|
| Bangor | 0 | 3 | 6 | 9 | 6 | 0 | 0 | 24 | 2,098 |
| Bar Harbor | 3 | 8 | 10 | 12 | 32 | 26 | 0 | 91 | 124,706 |
| Bath | 0 | 1 | 4 | 0 | 1 | 0 | 0 | 6 | 604 |
| Belfast | 0 | 3 | 7 | 9 | 5 | 0 | 0 | 24 | 2,096 |
| Boothbay Harbor | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 204 |
| Bucksport | 0 | 3 | 4 | 8 | 4 | 0 | 0 | 19 | 1,596 |
| Camden | 0 | 3 | 5 | 9 | 6 | 0 | 0 | 23 | 2,049 |
| Castine | 0 | 4 | 7 | 8 | 5 | 0 | 0 | 24 | 2,100 |
| Eastport | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 204 |
| Port Clyde | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 4 | 400 |
| Portland | 0 | 4 | 6 | 2 | 9 | 7 | 1 | 29 | 48,525 |
| Rockland | 0 | 3 | 8 | 8 | 5 | 0 | 0 | 24 | 2,145 |
| | 3 | 33 | 62 | 65 | 75 | 33 | 1 | 272 | 186,727 |

The task of shared responsibility



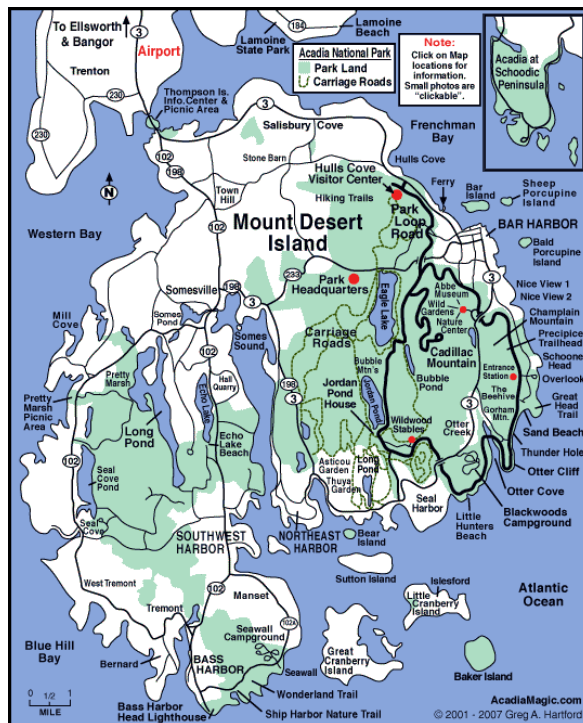
Community:

The Town of Bar Harbor seeks to manage cruise ship and tour bus visitation to meet the overall goals of continually increasing job opportunities, having a low environmental impact, and supporting a sustainable year-round economy.

Cruise Industry:

The industry desires to play a role in ensuring a sustainable future for cruise tourism and maintaining the natural and cultural integrity of cruise destinations because passengers are attracted by the opportunity to experience the natural and cultural experiences of meaningful destinations

Bar Harbor's location in the North Atlantic Region



- Mt. Desert Island is 108 square miles.
- 50th largest island in the US, and the second largest on the east coast.
- The town of Bar Harbor has a total area of 70.4 square miles, 28.2 square miles of it is water.
- The island was discovered in 1604, and by 1880, there were 30 hotels on the island, with tourists arriving by train and ferry.

Who lives there and what do they do?

The Population Base

Estimated Year-Round and Seasonal Population

| | |
|--|---------------|
| Estimated 2005 year-round population | 5,020 |
| 524 seasonal homes | 1,132 |
| 3000 motel, hotel, and bed-and-breakfast rooms | 6,000 |
| 1538 private campsites | 3,076 |
| Estimated # cruise ship passengers | 2,600 |
| ESTIMATED TOTAL | 17,828 |

The estimated population of Bar Harbor on a peak summer day is 17,800 people, or 355% more than the town's year-round population.

The Economy

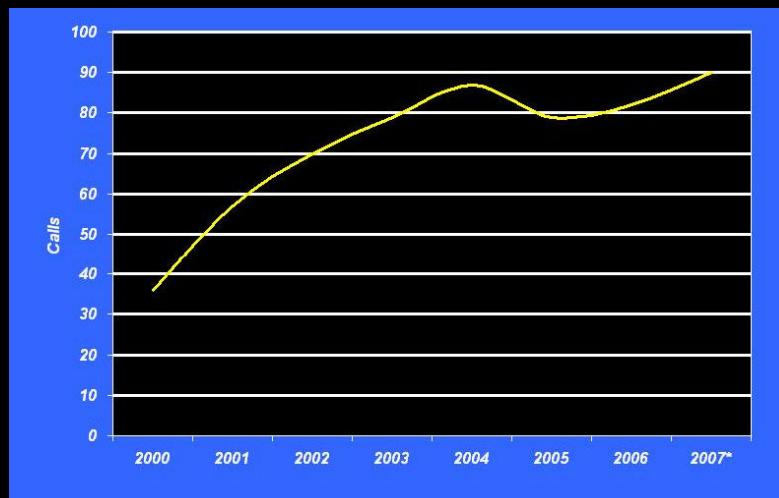
Bar Harbor is the center of

- employment,
- retail,
- social,
- cultural,
- health, and
- financial services for region

Most significant employment is in retail, professional/scientific, education, and health/social work

Major employers are Jackson Laboratory, College of the Atlantic, the MDI Hospital, the MDI Biological Laboratory, and local school system

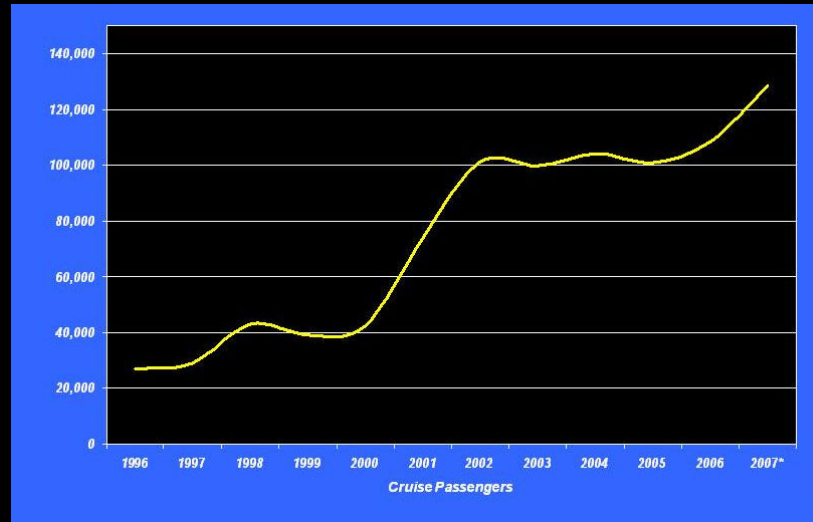
Bar Harbor Cruise Statistics



Cruise Passenger Throughput, 1996 - 2007

Source: B&A, 2007

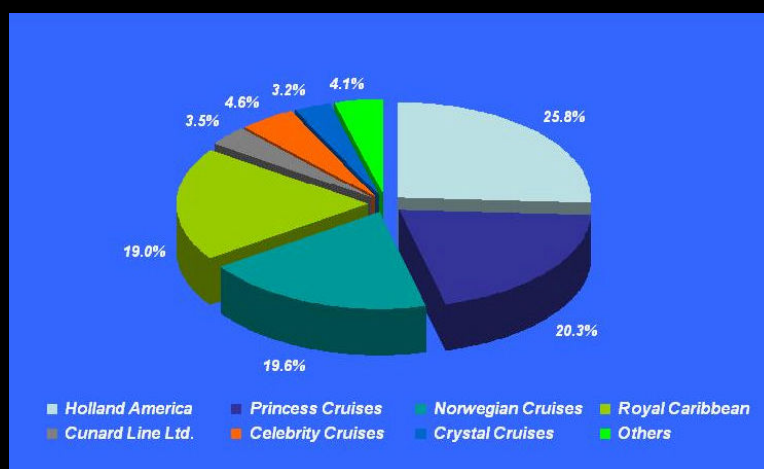
Bar Harbor Cruise Statistics



Cruise Calls, 2000 - 2007

Source: B&A, 2007

Who is cruising to Bar Harbor?



Bar Harbor Cruise Line Activity, 2007

Source: B&A, 2007

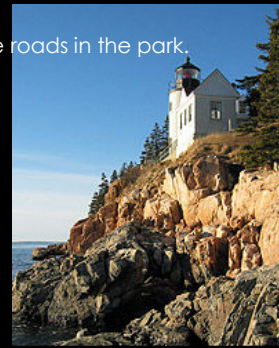
What is it about the island?

The marquis value of **Acadia National Park** is a significant venue that is the main draw of tourists to Mount Desert Island. Downtown Bar Harbor boasts a myriad of galleries, museums, chic shopping boutiques, restaurants, pubs, it is aesthetically pleasing and exudes an energetic vibe.

The National Park receives more than 2-million recreational visits annually with a vast majority of those occurring from June through October.

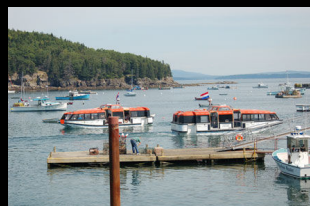
Popular shore excursions include:

1. Touring Acadia National Park w/lobster bake.
2. Whale watching excursions.
3. Horse drawn carriage rides through the historic carriage roads in the park.
4. Hiking, biking and touring the national park.
5. Day sails in a historic three masted schooner.



Assessing Cruise Industry Impacts

- Public concerns became more prevalent when the town began developing a new Comprehensive Plan.
- Considerable concern and differences of opinion regarding the impacts of the cruise ship industry on the local economy and community.
- Some commercial interests strongly support continued development of the cruise industry as a way of expanding the fall tourism season,
- Other commercial interests and many residents were concerned that the cruise ship industry had reached the tipping point beyond which its continued development could jeopardize the community's prior good work in expanding its fall land-based tourism.
- Some residents are concerned that additional cruise industry development and even the current level of development could change the character of the town and make it a less desirable place to live and work.



Destination Management Plan

Bermello & Ajamil provided an analysis of Bar Harbor's:

- existing cruise industry conditions and growth potential,
- guidelines and recommendations for future cruise tourism planning and development promoting citywide and regional sustainability.

The final plan was received in May of 2007 and assessed:

- On-Site Conditions and Local Traffic
- Activity Analysis Related to Cruise Operations
- Regional Cruise Industry Market Study
- Cruise Operations Assessment and Strategic Recommendations
- Environmental Review
- Economic Benefits and Cruise Satisfaction Benchmarking



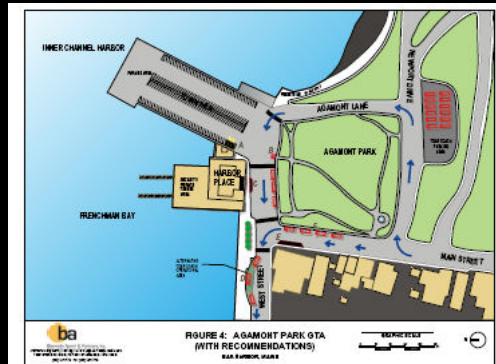
Shore Side Service Providers

1. Town of Bar Harbor

Owns and maintains a municipal pier for yachts and small cruise ships, manage the tour bus queuing area, harbor master's office, fishing piers.

2. Harbor Place

Privately owned MARSEC facility, tender landing, single stall public restrooms associated with the restaurant on the pier, facility also houses their whale watching fleet, and miscellaneous retail space.



Suggested Bundled Fees

- Create a **bundled fee program** inclusive of:
 - Port or dockage fee
 - Tour coach fee per operation
 - Security fee per operation
- Implement a **passenger fee structure or port development fee** to target specific cruise related infrastructure needs or improvements.

The study suggested additional studies



1. Resident Survey
2. Visitor Spending Survey
3. Public Workshops/Meetings
4. Visitor Satisfaction Survey
5. Tourism Operations Monitoring



Beneficial Municipal Projects

1. New Harbor Master's Office
2. Comfort Station(s)
3. Environmental Monitoring Program
4. Way Finding Signage and Kiosks
5. Redesign and development of a more efficient Ground Transportation Area
6. Streetscape Improvements
7. Community Outreach and Public Relations Efforts
8. Marketing Assistance



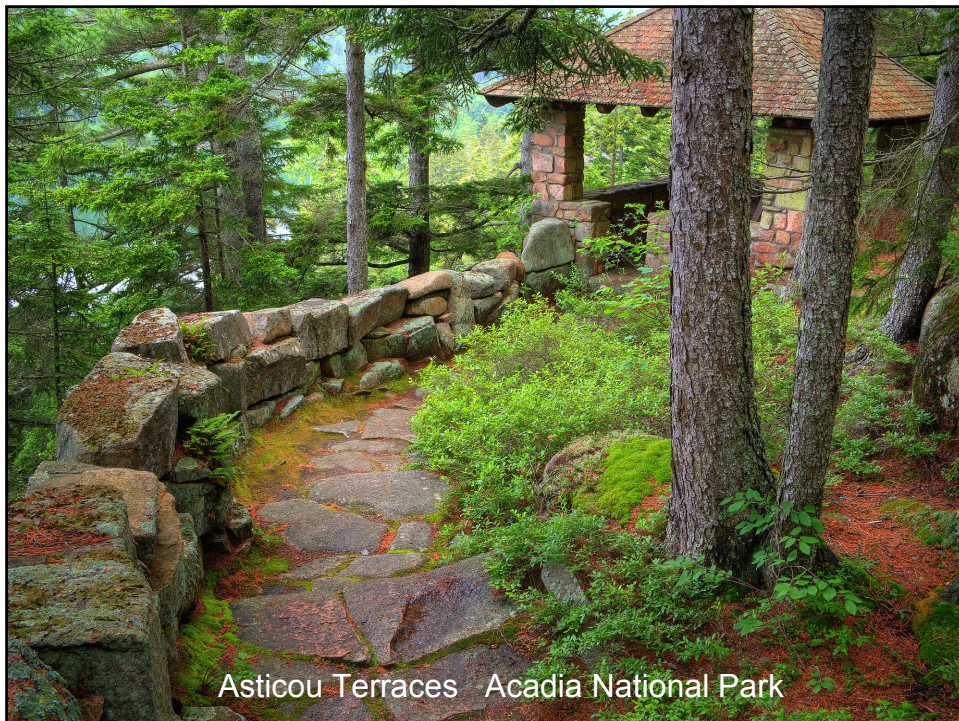
The Next Steps

1. Soliciting ideas and input from port professionals and the cruise industry.
2. Establishing consensus on program development.
3. Implementation.

Jordan Pond Acadia National Park



Bubble Brook Acadia National Park



Asticou Terraces Acadia National Park



Bar Harbor



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