

Maine Tourism Outlook Conference Speakers

Keynote Speaker:

Dr. Ed McWilliams
The National Outlook for Tourism



Ed McWilliams is Senior VP for Client Services at D.K. Shifflet & Associates of Falls Church, VA. where he provides market research for major tourism destinations in the U.S. and abroad

Dr. Charles Colgan
University of Southern Maine
The Outlook for Maine Tourism



Charlie Colgan is Associate Director of CentTRO. He is Chair of the Maine Consensus Economic Forecasting Commission and Forecast Manager for Maine for the New England Economic Partnership

Industry Panel

William Siegel
Founder and Chairman
Longwoods International

Peter Daigle
Chief Operating Officer
Lafayette Hotels

Jack Williams
Senior Vice President
Camden National Bank

Chris Keefe
Vice President
Union Trust Company



The University of Maine System Center for Tourism Research and Outreach

An interdisciplinary initiative of the University of Maine System, CentTRO involves and coordinates the efforts of faculty across numerous disciplines on all campuses in the state. It has grown out of the increased recognition of the economic, social and environmental impact of tourism in Maine and the importance of recreation to the quality of life in Maine. The value of tourism to Maine has resulted in the need for addressing tourism's complicated issues such as market analysis and promotion, land-use planning, geographic distribution, public-private cooperation, coastal and inland resource development as well as the integration of tourism with other community development strategies.

For more information about CentTRO, contact

Harold Daniel, CentTRO Director at 207-581-1933
hdaniel@maine.edu
Kimberly Junkins Administrative Assistant at 207-581-3102
kimberly.junkins@umit.maine.edu
CentTRO
5782 Winslow Hall
University of Maine
Orono, Maine 04469-5782

CentTRO

The University of
Maine System
Center for
Tourism Research
and Outreach

The Outlook for Tourism in Maine: 2007

Maple Hill Farm
Hallowell, Maine



November 10, 2006
9:30-1:30

What is the outlook for tourism in Maine in 2007?

Join national and state experts and leaders in Maine tourism for the first conference providing a preview of what tourism will be like in Maine next year. The conference will cover the national and regional economies, the outlook for oil prices, Maine Turnpike Traffic and other factors affecting growth in tourism. The information presented in the conference will be helpful to all concerned with tourism in Maine.

There will also be an opportunity to provide your views on the outlook for tourism and help CentRO improve our forecasting services for the tourism industry.

PROGRAM

- 8:30-9:30 On site registration**
- 9:30-9:45 Welcome**
- 9:45-10:45 The National Outlook For Tourism in 2007**
- Ed McWilliams
Senior VP For Client Services
D.K. Shifflet and Assoc.
Falls, Church, VA
- 10:45-11:00 Break**
- 11:00-11:45 The Outlook for Maine**
- Charles Colgan
University of Southern
Maine
- 11:45-12:30 The View from Industry**
- William Siegel
Longwoods International
- Peter Daigle
Lafayette Hotels
- Jack Williams
Camden National Bank
- Chris Keefe
Union Trust Company
- 12:30-1:15 Lunch**
- 1:15-2:00 Feedback**
- What are your views on the outlook for tourism? What factors are critical to you? What information would be most helpful to you in looking ahead?

REGISTRATION

Register Online at
www.umaine.edu/centro

Or mail this form to:
Tourism Outlook
University of Southern Maine
Department of Conferences
P.O. Box 9300
Portland, Maine 04104

For Directions to Maple Hill Farm, go to:
<http://www.maplebb.com/map.jpg>

Name _____

Title _____

Address _____

Phone _____

Email _____

Conference fee \$40.00 until November 6. \$50.00 after November 6.

Check (Make payable to University of Southern Maine)

Visa MasterCard

Discover

Credit Card # _____ Exp. date _____

Signature _____

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