

CenTRO

MaineTAC

May 2006

Welcome!

Agenda

- CentTRO Updates
 - Maine Tourism Fellows
 - CentTRO/Longwoods International Partnership
 - Enhanced Communication – MaineTAC ListServ
 - CentTRO Budget Update
- Update on CentTRO Projects
 - Customer Satisfaction Tracking Program
 - Study of Property Tax Contributions by Maine Tourism
 - Study of Overnight Visitation
 - Tourism Forecasts and Outlook Conference
 - Employment and Workforce Profile
- Graduate Student Research Presentation
- Tourism R&D: Is there a role for CentTRO
- **Break**
- Organizing for Sustainability: Models for CentTRO
- **Noon - Lunch**
- Creative Economy Council: John Rohman
- 2pm - Closing remarks

Budget by Project '05-'06

(\$233,000)

General Administration	35%
Web Site	10%
Overnight Guest Survey	19%
Property Tax Contribution of the Hospitality Industry	7%
Customer Satisfaction Tracking Program	3%
Tourism Forecasting Model	4%
Outlook Forum	6%
Tourism Labor Force Profile	4%
Tourism Fellows Grant	4%
<i>Unallocated</i>	8%

Customer Satisfaction Tracking

- Purpose
 - Allow Campground Owners to Monitor Product Quality
 - Camping Experience Delivered
 - Monitor Health of the state's Campground Industry
 - Expand to Broader Hospitality Industry in the State
- Pilot Test
 - Purpose: Confirm CenTRO's Capacity to Deliver
 - Current Status
 - Graduate Student: **Hired**
 - Questionnaire: **Drafted**
 - Participating Campgrounds: **Identified**
 - Respondent Incentive: **Negotiation**
 - Upcoming
 - Orientation Meeting
 - Online Questionnaire Developed & Pre-tested
 - Target Launch Date: June 1