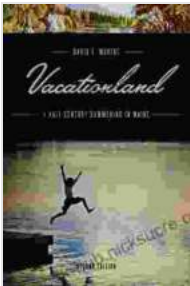


# Vacationland: Half a Century of Summering in Maine



## Vacationland: A Half Century Summering in Maine

by David E. Morine

★★★★☆ 4.3 out of 5

Language : English  
File size : 1020 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 200 pages



For over half a century, Vacationland has been synonymous with summer in Maine. This iconic tourism campaign has helped to make Maine one of the most popular vacation destinations in the United States, attracting millions of visitors each year.

The Vacationland campaign was created in 1949 by the Maine Department of Economic Development. At the time, Maine was still struggling to recover from the Great Depression, and the tourism industry was seen as a way to boost the state's economy. The campaign was an instant success, and it quickly became one of the most recognizable tourism slogans in the country.

The Vacationland campaign has undergone several changes over the years, but its core message has remained the same: Maine is the perfect

place to spend your summer vacation. The campaign has featured a variety of advertising, from print ads to television commercials to social media campaigns. It has also been supported by a number of promotional events, such as the Vacationland Boat Show and the Vacationland Golf Tournament.

The Vacationland campaign has been credited with helping to boost Maine's tourism industry. In 2019, Maine welcomed over 35 million visitors, who spent over \$6 billion in the state. The tourism industry is now one of the most important sectors of Maine's economy, and it supports over 100,000 jobs.

The Vacationland campaign has also had a significant impact on Maine's culture. The campaign has helped to create a sense of pride among Mainers, and it has also helped to attract new residents to the state. The campaign has also been credited with helping to preserve Maine's natural beauty and its traditional way of life.

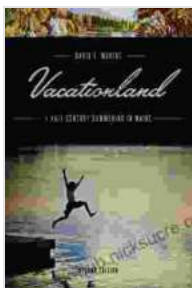
The Vacationland campaign is a testament to the power of tourism. The campaign has helped to transform Maine from a struggling state to a thriving tourist destination. The campaign has also had a significant impact on Maine's culture and economy.

## **The Legacy of Vacationland**

The Vacationland campaign has left a lasting legacy on Maine. The campaign has helped to create a strong tourism industry in the state, and it has also helped to attract new residents to Maine. The campaign has also been credited with helping to preserve Maine's natural beauty and its traditional way of life.

The Vacationland campaign is a success story that has helped to make Maine one of the most popular vacation destinations in the United States. The campaign has also had a significant impact on Maine's culture and economy. The legacy of Vacationland will continue to benefit Maine for generations to come.

Vacationland has been synonymous with summer in Maine for over half a century. The iconic tourism campaign has helped to make Maine one of the most popular vacation destinations in the United States. The campaign has also had a significant impact on Maine's culture and economy. The legacy of Vacationland will continue to benefit Maine for generations to come.



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