

# Freeport, Maine Retail Sales Report

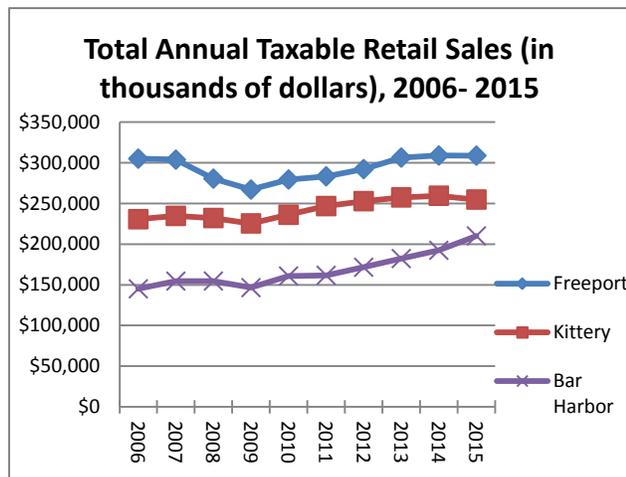
Prepared by: Freeport Economic Development Corporation

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This report serves to provide an update to the community on retail activity in Freeport, and on the recent performance in this sector of Freeport's local economy.

Since the end of the recession, retail business continues to grow in Maine. The graph at right shows annual retail sales in Freeport, Kittery and Bar Harbor –three of Maine's comparable shopping and tourism destinations. All three towns saw consistent growth in retail sales between 2006 and 2015, with Bar Harbor outpacing the others. Freeport finished 2015 with over \$308 million in sales.

However, Freeport has not seen growth on-pace with increasing retail sales in both the state of Maine and Cumberland County. In 2015, retail sales in Maine and Cumberland County grew by 5.1% and 5.2% respectively, while Freeport's total sales saw a change of less than one percent.



The estimated annual number of visitors to Freeport (3.5 million) has not decreased in the last few years. Instead, the slowed retail growth is indicative of a changing retail industry, and a different type of visitor to Freeport. Freeport is no longer merely an "outlet," where shoppers seek bargain-basement deals. Freeport is attracting those who want an experience: to taste, to see, to hear and to participate in the recreational opportunities that Freeport offers, including cultural events, outdoor adventures and culinary tourism.

As a result, certain sectors of retail are showing strong growth over the same time period: restaurants, lodging and food stores. From 2009 to 2015, Freeport's restaurant and lodging sales have increased by twenty percent, from \$47.5 million to \$59.4 million dollars in sales. 2015 was the best year on record for both restaurant and lodging sales in Freeport. Freeport's food store sales have increased by over 23% since 2010, which is on par with growth in Cumberland county, but outpaces growth in Maine by more than 10 percent.

## For more information, please contact:

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*Retail sales data provided by State of Maine, Department of Revenue Services.*