

# Maine Office of Tourism Visitor Tracking Research 2012 Calendar Year Annual Report

## *Regional Insights: Downeast & Acadia*

*Prepared by*



April 2013

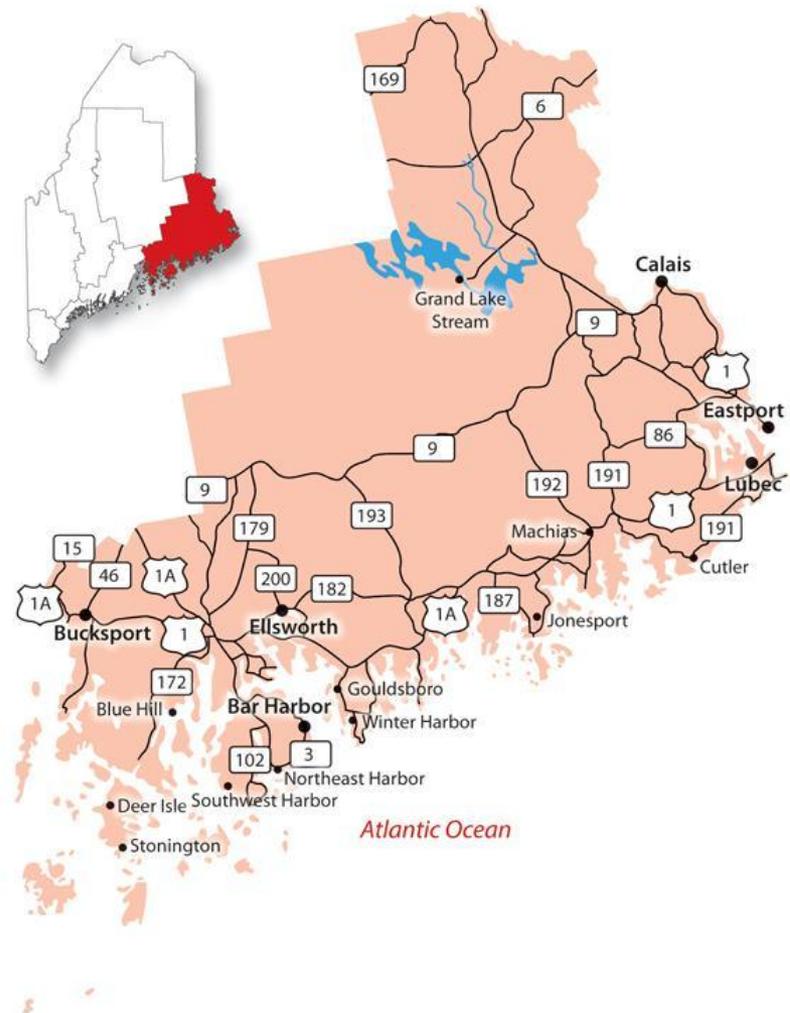
# Introduction and Methodology



- The Maine Office of Tourism has commissioned DPA to conduct a visitor research program designed to provide information on tourism activity in Maine and explore the motivations of visitors. **The Maine Office of Tourism Visitor Research Program** is conducted online, with survey participants recruited from the *ResearchNow* national online panel.
- Information is gathered using three main surveys on an ongoing basis:
  - **Regional Travel Survey**
    - Includes travelers living in New England, NJ, NY, PA, DE, MD, DC, and Eastern Canada;
    - Respondents are screened to see if they have taken an overnight trip to Maine in the past four weeks. If they have, they are asked to complete the Maine Overnight Visitors Survey.
  - **Maine Day Visitor Survey**
    - Includes travelers living within Maine or within a 100-mile radius of Maine’s borders who have taken a day trip in Maine that is at least 50 miles from home within the past four weeks.
  - **National Omnibus Survey**
    - Includes a nationally balanced sample of US residents; and
    - Used to determine the incidence of travel nationwide and Maine’s share of that travel.

- This report outlines results from calendar year 2012, with travel occurring between January 2012 and December 2012.
- Data was collected between January 1<sup>st</sup> and December 15<sup>th</sup> 2012. The number of completed statewide surveys collected for each research component are as follows:
  - Maine Overnight Visitor Survey – 2,497
  - Maine Day Visitor – 1,520
  - National Omnibus Survey – 17,722

- The following report includes data on leisure visitors to the **Downeast and Acadia** tourism region, and is based on:
  - 215 overnight leisure visitors, and
  - 68 day leisure visitors.



# Overnight Leisure Visitors: *Traveler Description*



# Overnight Leisure Visitor Demographics

- Overnight leisure visitors to the Downeast & Acadia region average just under 50 years old with annual household incomes averaging around \$120,000. A higher proportion of visitors to this region are college-educated than for the State of Maine as a whole, and this region's visitors are also more affluent.

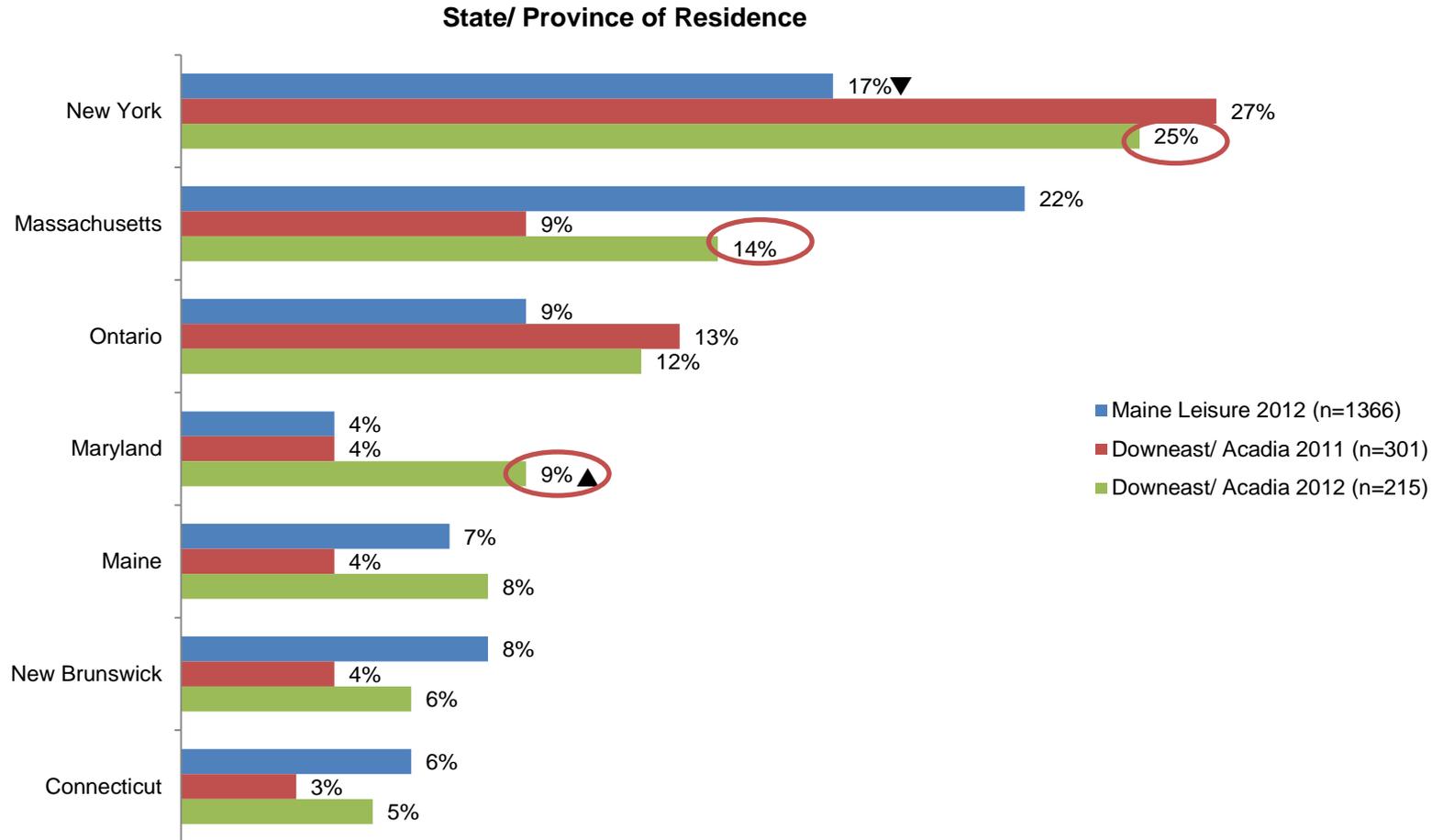
Overnight, Leisure Visitors	Maine Leisure 2012 (n=1366)	Downeast/ Acadia 2011 (n=301)	Downeast/ Acadia 2012 (n=215)
Age:			
< 35	22%▼	26%	23%
35 - 44	17%	22%	15%▼
45 - 54	22%	16%	23%▲
55 +	39%▲	36%	39%
Mean Age (Years)	49.0	46.3	48.9
Income:			
< \$50,000	10%	8%	10%
\$50,000 - \$99,000	32%	28%	25%
\$100,000 +	43%	52%	51%
Mean Income (Thousands)	\$113.47	\$127.59	\$119.74
Female	49%▼	50%	49%
College Degree or Higher	79%▲	84%	86%
Married	63%	61%	65%
Employed Full Time	60%	64%	63%

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Overnight Leisure Visitor Residence

- Consistent with 2011, the largest percentage of overnight leisure visitors to the Downeast & Acadia region are from New York, accounting for one-fourth of the region's visitors. This is followed by Massachusetts and Ontario.
- The Downeast & Acadia region attracted a larger proportion of visitors from New York and Maryland than the rest of Maine, and a lesser proportion of visitors from Massachusetts.



State/Province of residence

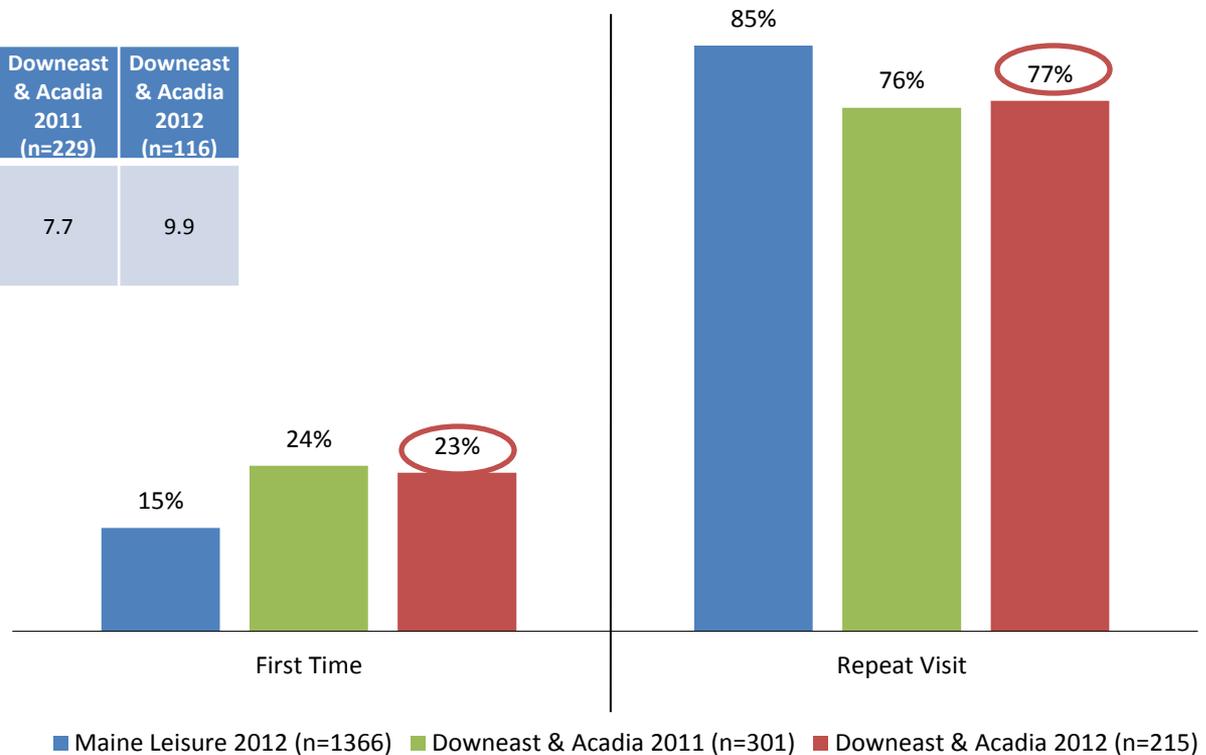
▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# First-Time vs. Repeat Visitors

- One-fourth of overnight leisure visitors to the Downeast & Acadia region are visiting Maine for the first time, a higher proportion than for the State of Maine as a whole.

Repeat Overnight Leisure Visitors	Maine Leisure 2012 (n=1159)	Downeast & Acadia 2011 (n=229)	Downeast & Acadia 2012 (n=116)
Average number of trips to Maine in past 5 years	13.5	7.7	9.9



Regional Q9. Was this your first visit in Maine?

Regional Q10. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

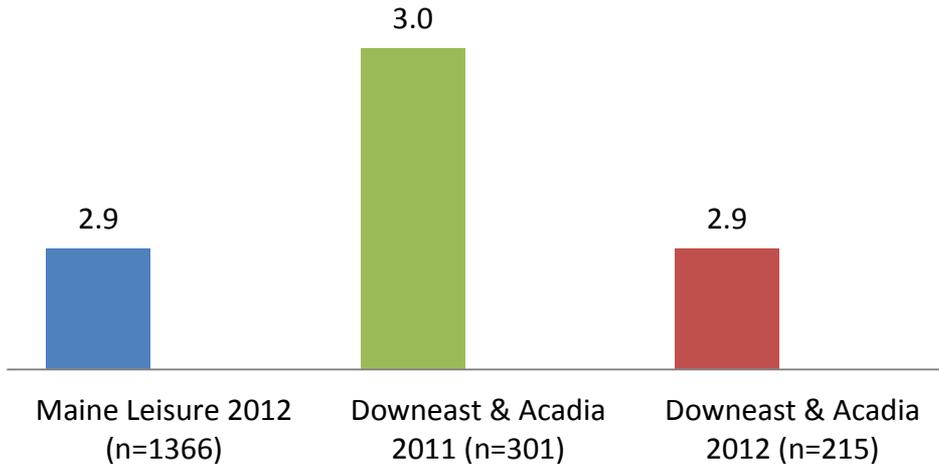
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

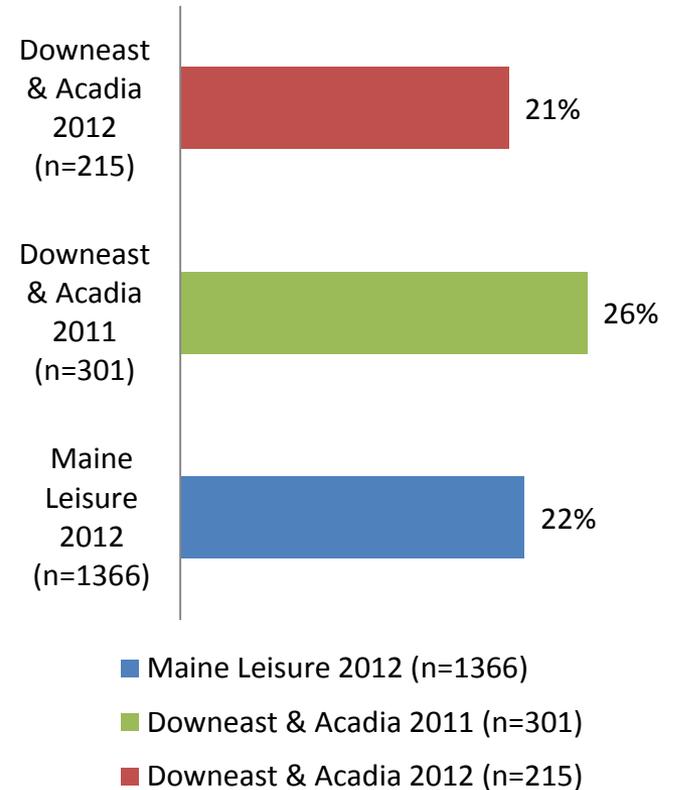
# Party Size and Composition

- One-fifth of overnight leisure visitors to the Downdest & Acadia region traveled with children while visiting the area in 2012, consistent with visitors to the State of Maine as a whole.

**Average Number of People in Travel Party**



**Percent Traveling with Children**



Regional Q24. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?

Regional Q25. How many of these people were: Children?

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

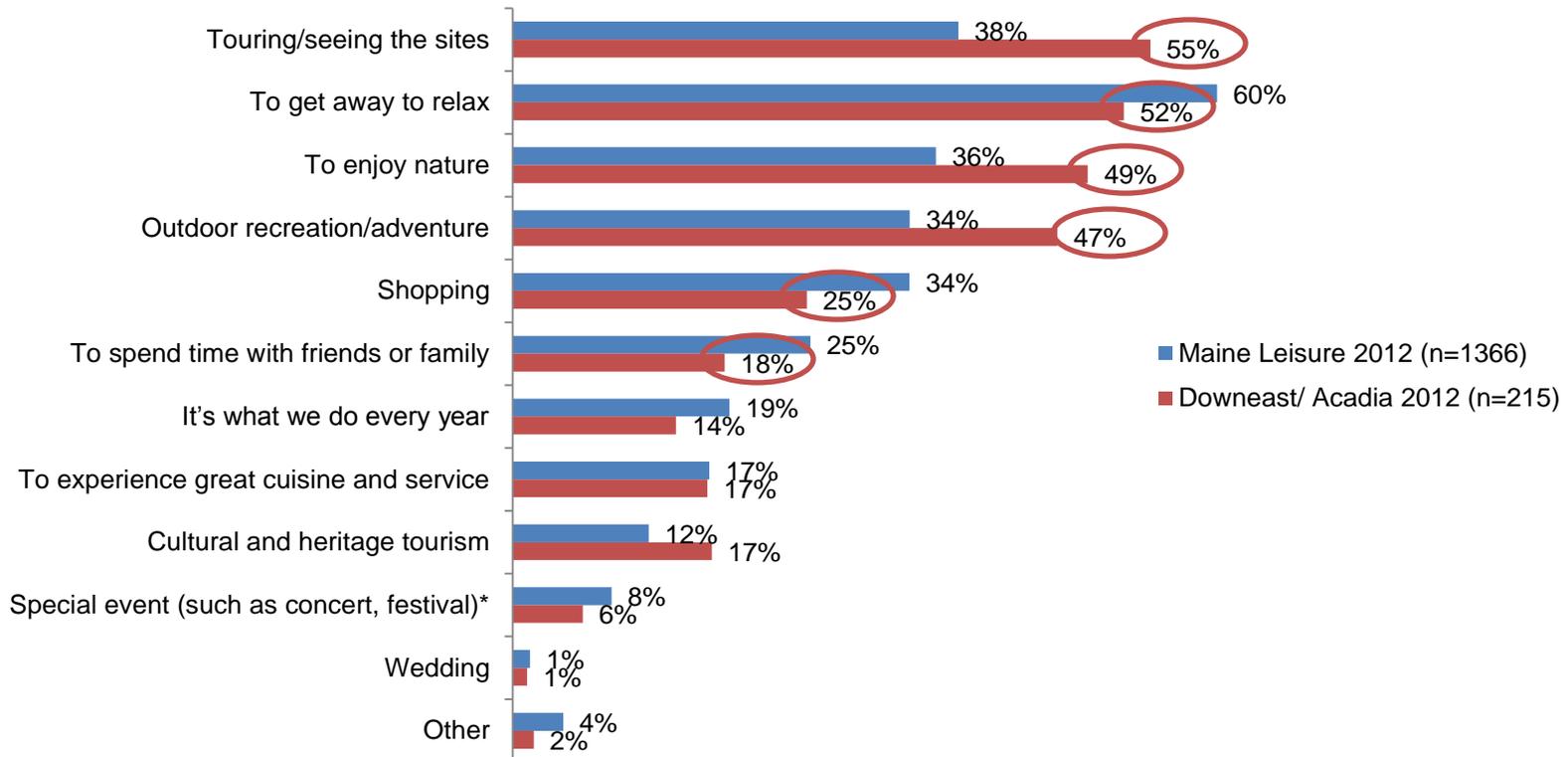
# Overnight Leisure Visitors: *Trip Experience*



# Primary Purpose of Overnight Leisure Trips

- Most overnight leisure visitors to the Downeast & Acadia region came primarily for *touring/seeing the sights* or *to get away to relax*. *Enjoying nature* and *outdoor recreation* were also commonly cited reasons for visiting.
- Visitors to this region were more likely than those visiting other regions to come primarily for *touring/seeing the sights*, *to enjoy nature*, and for *outdoor recreation*. *Shopping* and *getting away to relax* were less common reasons for visiting as compared to visitors in the rest of the State.

**Primary Purpose of Overnight Leisure Trips**



Regional Q7. What was the primary purpose of your most recent leisure trip in Maine?

\*Includes wedding before 6/2012. Due to a revision to response options in 2012, direct comparisons between 2011 and 2012 data cannot be made.

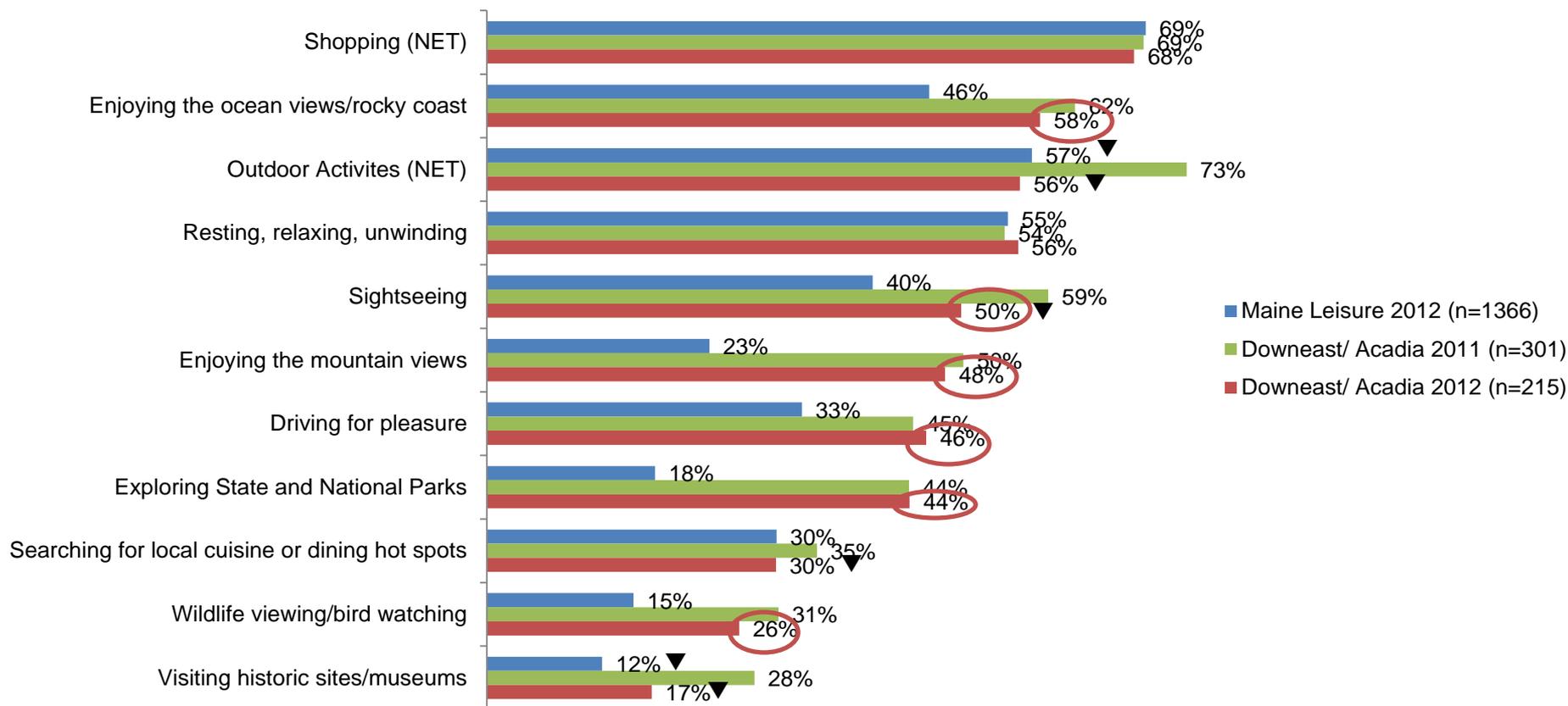
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Overnight Leisure Trip Activities

- *Shopping* activities were the most popular among visitors to the Downeast & Acadia region, with two-thirds reporting that they shopped while in the area. *Enjoying the ocean views, outdoor activities, and resting/relaxing/unwinding* were also popular.
- 2012 showed a drop in the proportion of overnight leisure visitors participating in some activities – *outdoor activities, sightseeing, visiting historic sites, and searching for local cuisine*.

**Top Trip Activities**



Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

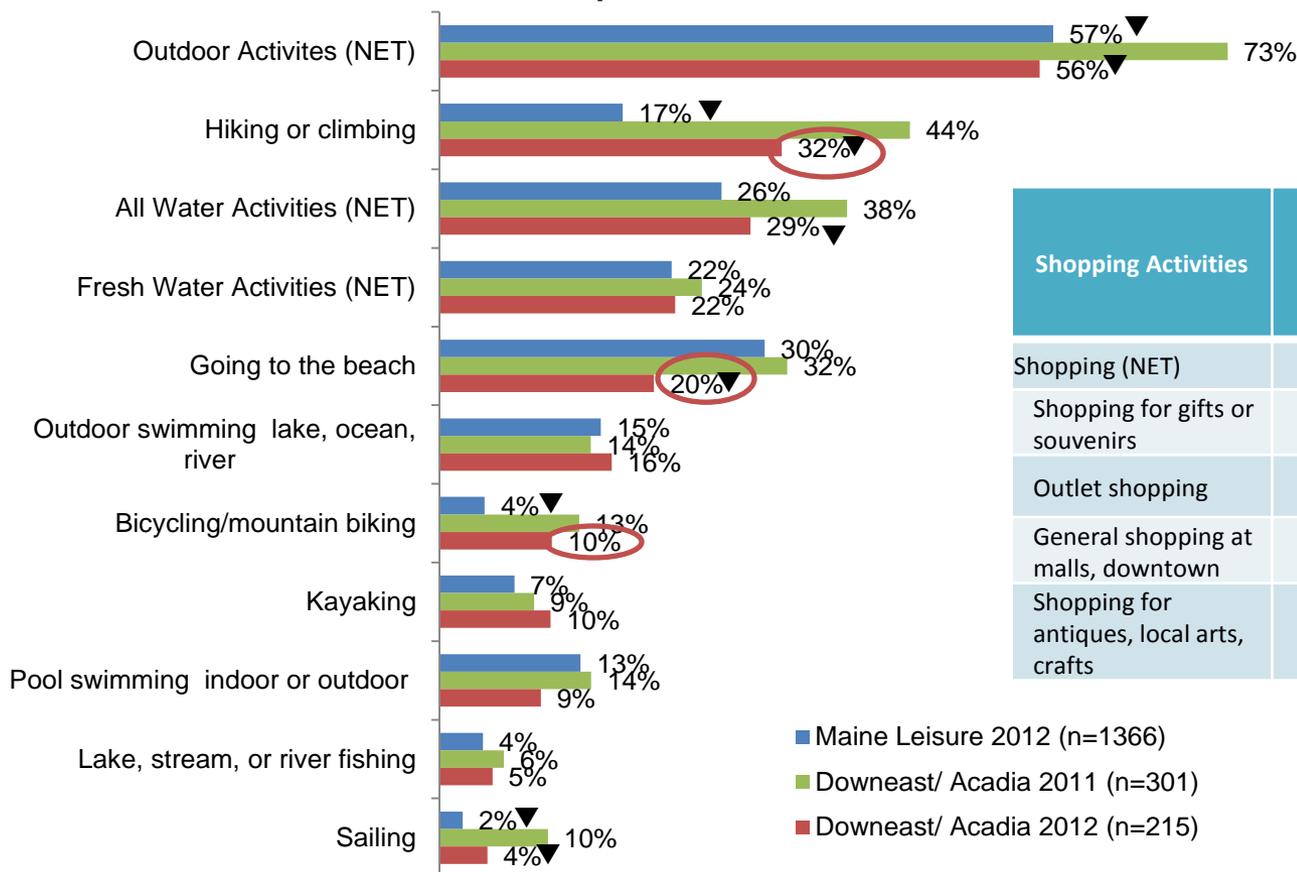
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Overnight Leisure Outdoor Trip Activities

- Among leisure visitors to the Downeast & Acadia region, *hiking/climbing* and various *water activities* were the most popular outdoor activities. Despite being the most popular outdoor activities among visitors to this region, each showed declines from 2011 reported activities.

**Top Outdoor Activities**



Shopping Activities	Maine Leisure 2012 (n=1366)	Downeast/ Acadia 2011 (n=301)	Downeast/ Acadia 2012 (n=215)
Shopping (NET)	69%	69%	68%
Shopping for gifts or souvenirs	33%	39%	38%
Outlet shopping	36%	26%	26%
General shopping at malls, downtown	31%	29%	26%
Shopping for antiques, local arts, crafts	20%	26%	27%

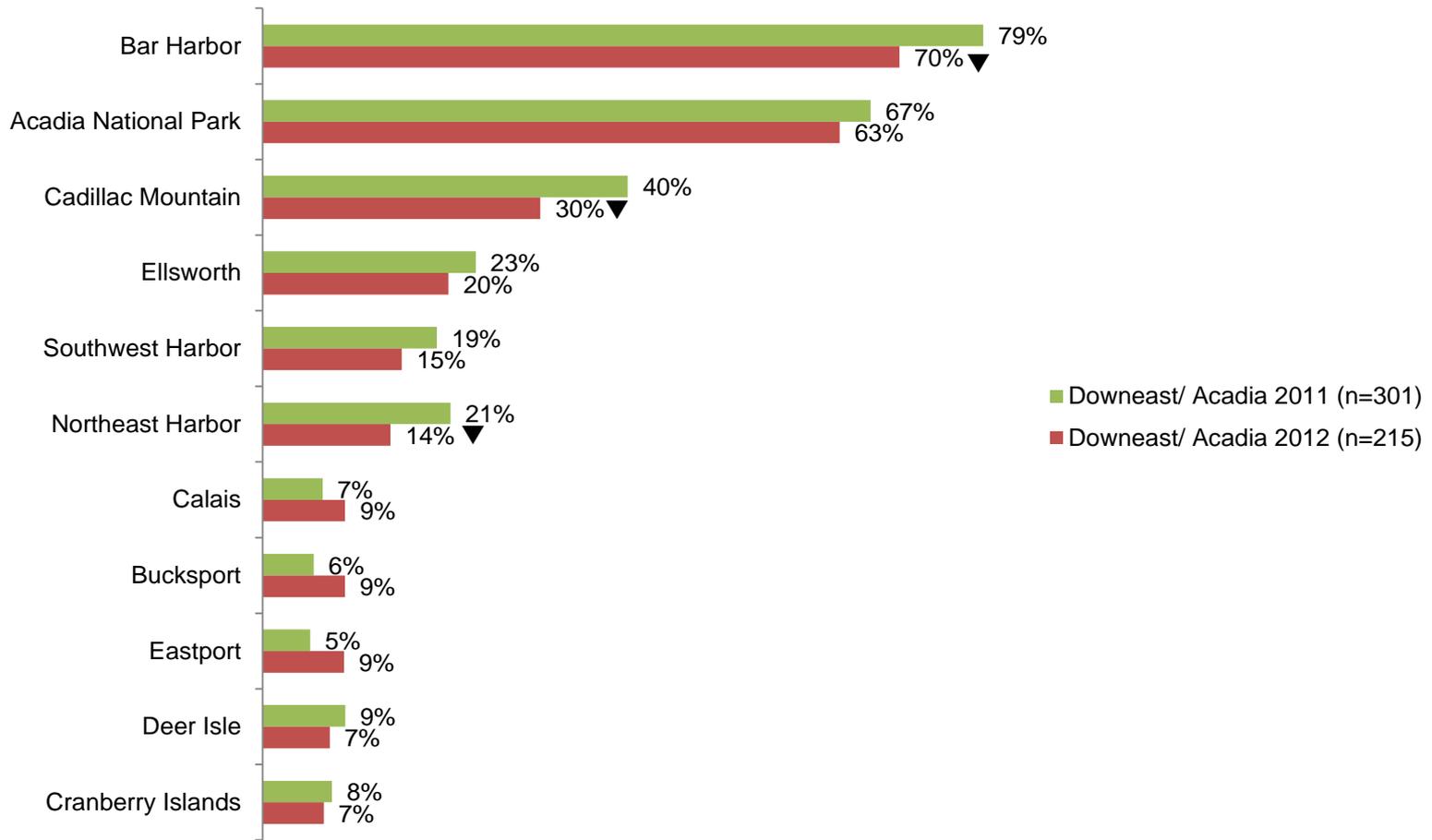
Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Towns & Cities Visited

- Bar Harbor and Acadia National Park remain the most commonly visited areas within the Downeast & Acadia region. **Top Towns/Cities Visited**



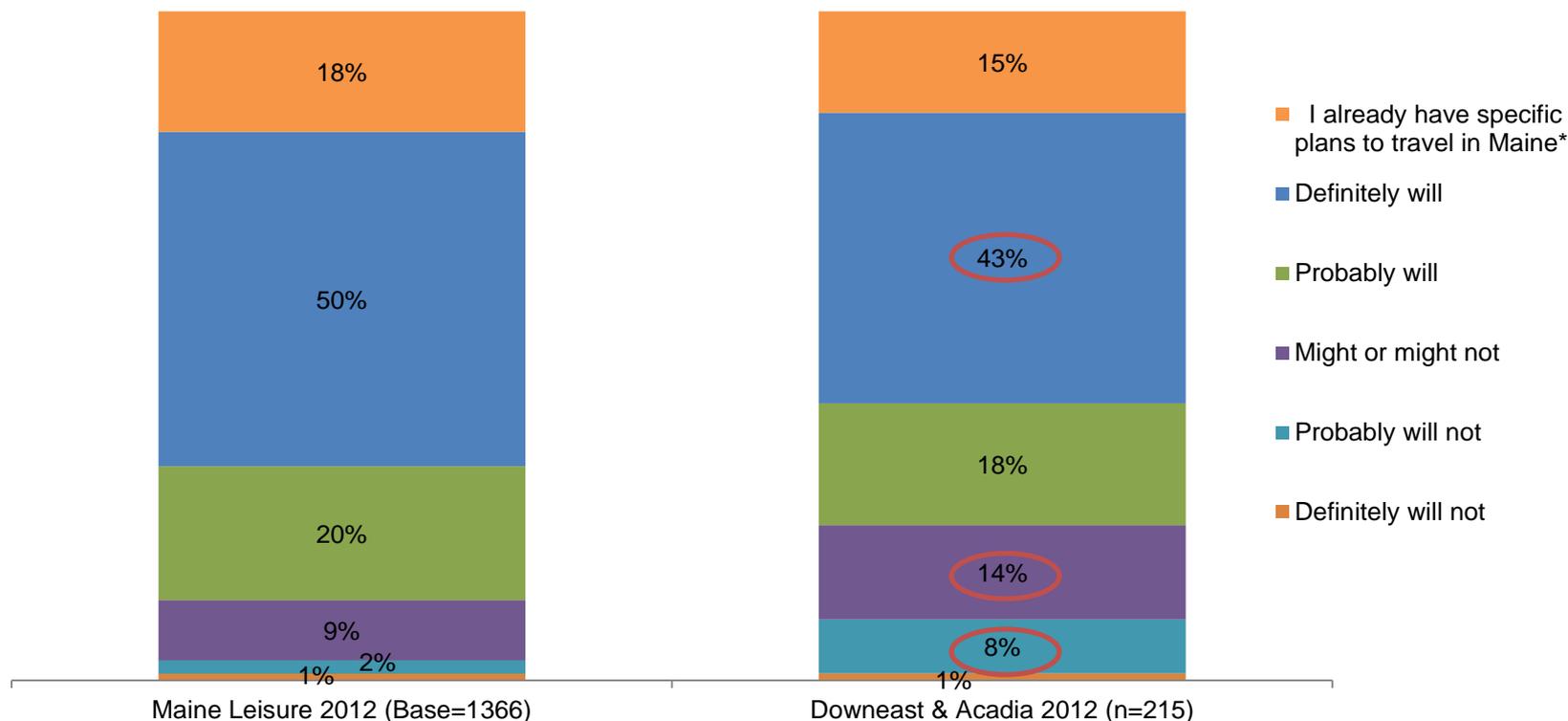
Regional Q31: Within the region you visited, what specific towns or cities did you visit?

▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Future Travel Likelihood

- More than half of overnight leisure visitors to the Downeast & Acadia region indicated that they definitely would travel to Maine in the future or already had specific plans to do so. This is a lesser proportion than responded similarly among visitors to the State of Maine as a whole.



Regional Q37. How likely will you be to travel in Maine in the next two years?

\*Added in Summer 2012. Due to a revision to response options and question wording in 2012, direct comparisons between 2011 and 2012 data cannot be made.

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Day Leisure Visitors: *Traveler Description*



# Sample Size Caution:

*Please note the small sample size of day leisure visitors to the Downeast & Acadia region (68). Data on the following pages should be used for directional purposes only.*



# Day Leisure Visitor Demographics

- There is generally year-over-year stability in the demographic profile of leisure day visitors to the Downeast & Acadia region in 2012 as compared to the same period in 2011. Compared to visitors to the rest of the State, day leisure visitors to Downeast & Acadia are a bit older. Corresponding to this older visitor, fewer are employed full time.

Day, Leisure Visitors	Maine Leisure 2012 (n=803)	Downeast/ Acadia 2011 (n=122)	Downeast/ Acadia 2012 (n=68*)
Age:			
< 35	19%▼	16%	9%
35 - 44	17%	18%	14%
45 - 54	22%	18%	19%
55 +	41%	48%	58%
Mean Age (Years)	49.0p	50.3	55.0
Income:			
< \$50,000	15%	25%	25%
\$50,000 - \$99,000	44%	51%	43%
\$100,000 +	41%	23%	34%
Mean Income (Thousands)	\$101.11▲	\$ 84.17	\$ 92.30
Female	47%	61%	34%▼
College Degree or Higher	72%	74%	71%
Married	64%	70%	68%
Employed Full Time	60%	42%	46%

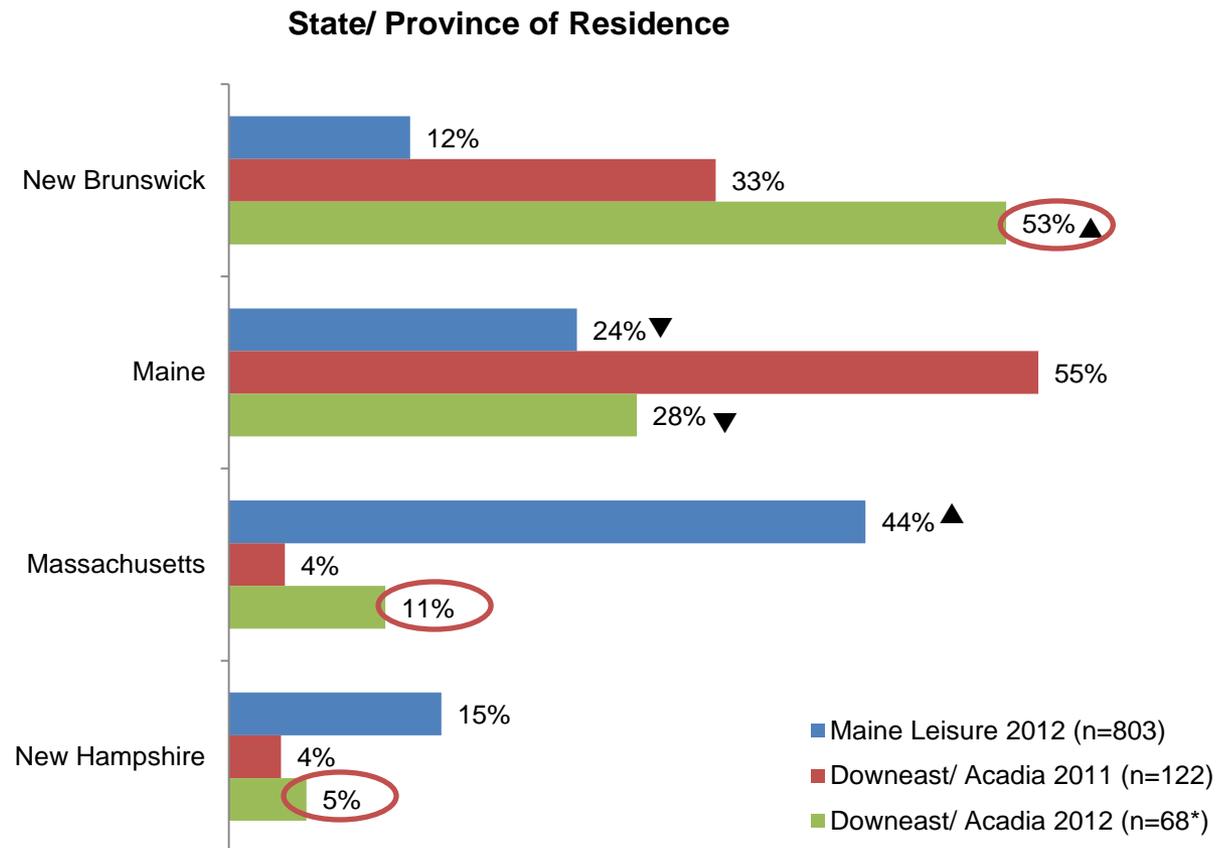
\*Please note small sample size. Data should be used for directional purposes only.

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Day Leisure Visitor Residence

- Differing from overnight leisure visitors to the Downeast & Acadia region, day leisure visitors are most likely to be from New Brunswick. Though directional shifts can be seen year-over-year, these results need to be viewed cautiously due to the small sample of 2012 day leisure visitors to this region.



Day Q1A. In what State or Province do you reside?

\*Please note small sample size. Data should be used for directional purposes only.

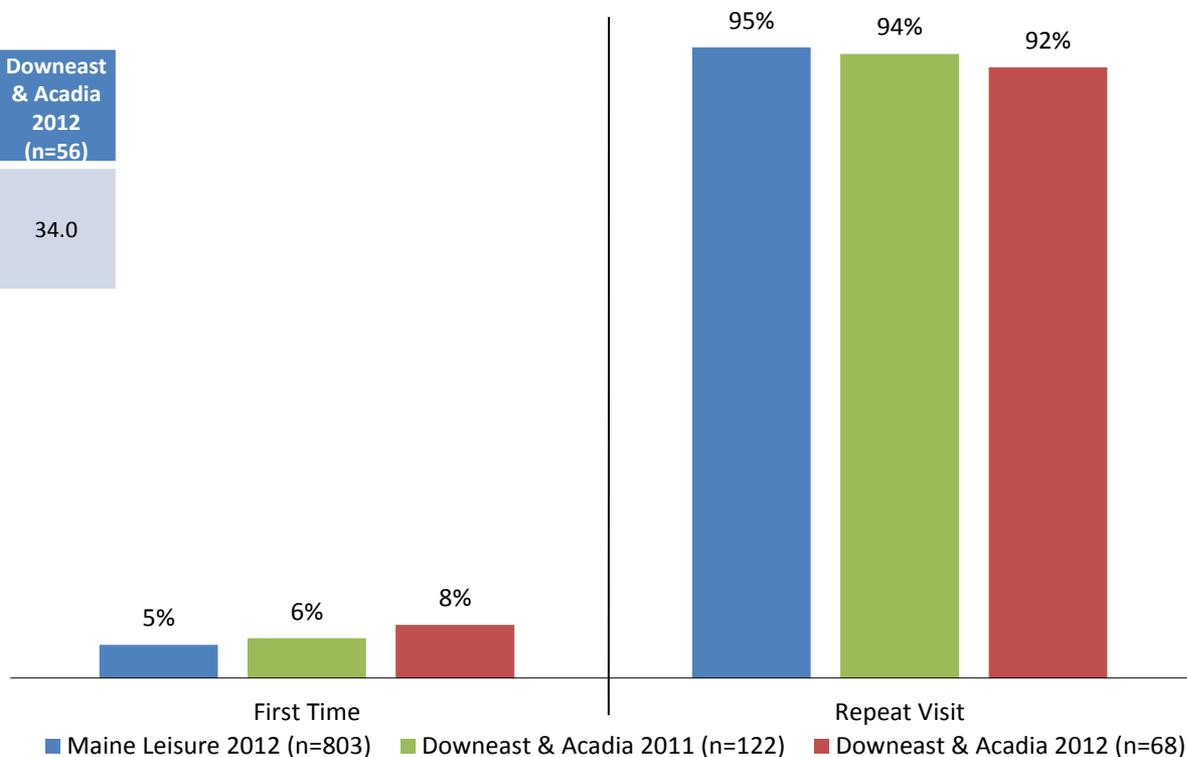
▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# First-Time vs. Repeat Visitors

- One in ten day leisure visitors to the Downdest & Acadia region are visiting Maine for the first time, a similar proportion than for the State of Maine as a whole.
- This proportion of first-time day visitors is lower than for overnight leisure visitors to the Downdest & Acadia region.

Repeat Leisure Day Visitors	Maine Leisure 2012 (n=510)	Downdest & Acadia 2012 (n=56)
Average number of trips to Maine in past 5 years	22.5	34.0



Day Q4. Was this your first trip to Maine?

Q4a. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

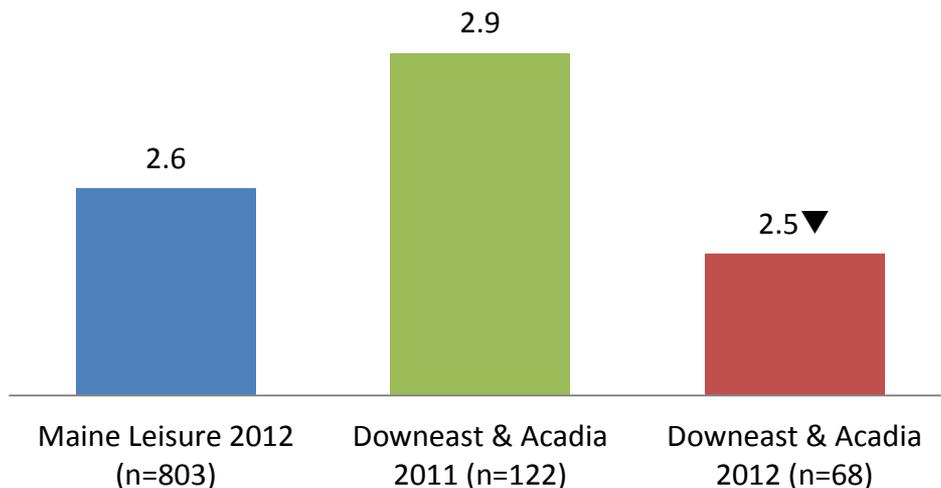
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

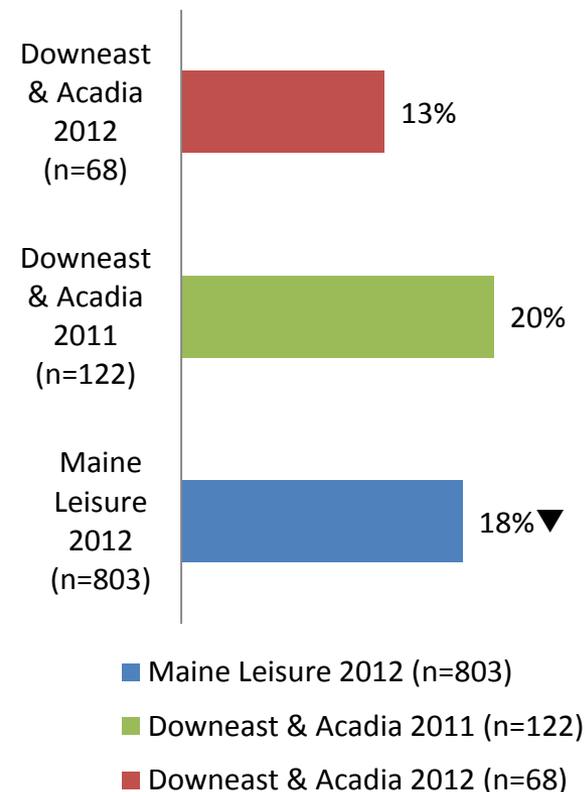
# Party Size and Composition

- One in ten day leisure visitors to the Downeast & Acadia region traveled to the area with children, consistent with the proportion of day leisure visitors statewide traveling with children.

**Average Number of People in Travel Party**



**Percent Traveling with Children**



Q7. Including yourself and any children, how many people were in your immediate travel party on this trip?

Q8. How many of these people were: Children

▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

*Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.*

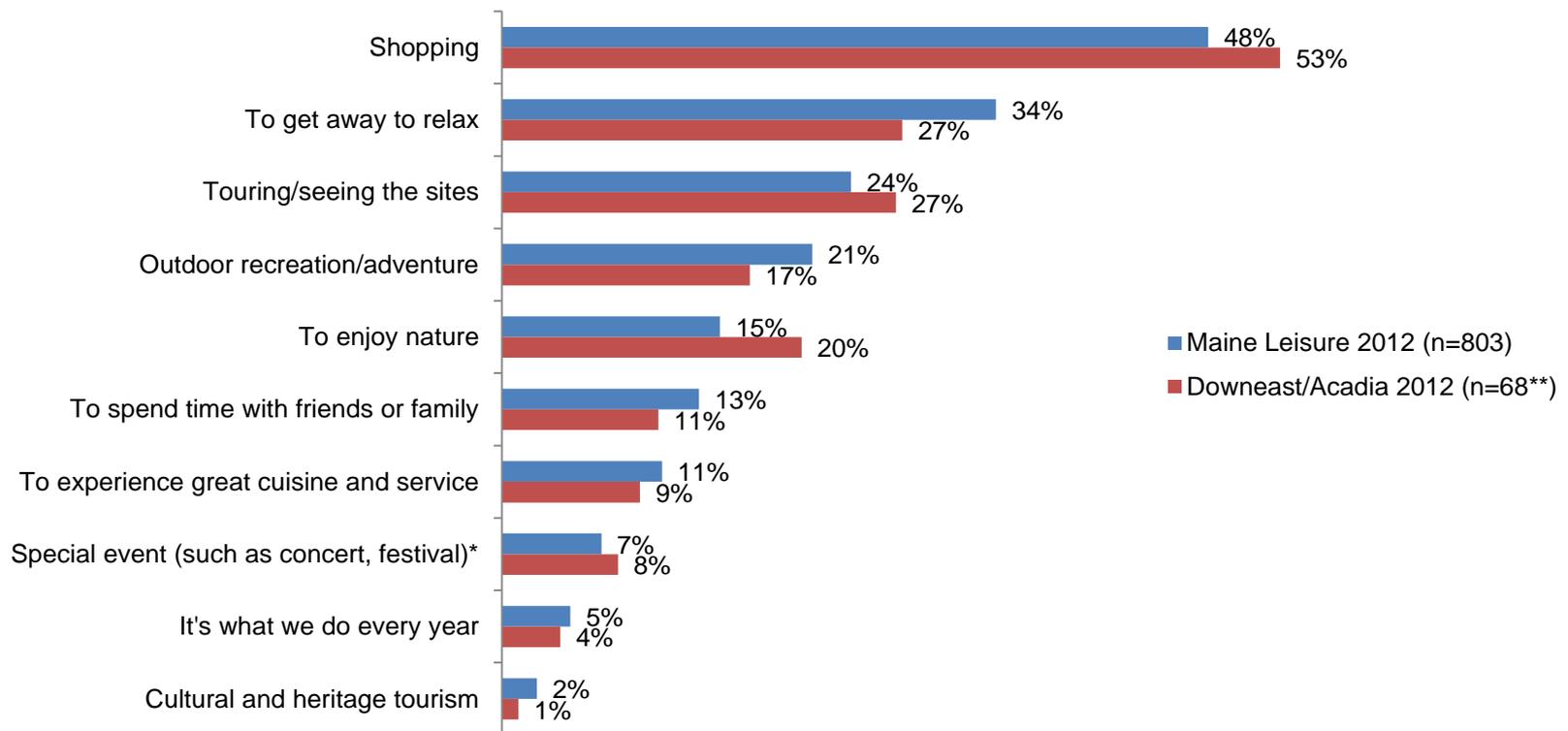
# Day Leisure Visitors: *Trip Experience*



# Primary Purpose of Day Leisure Trips

- Overall, day leisure visitors to the Downeast & Acadia region report the primary purpose for their trip was for *shopping*. This is not surprising given the high proportion of Canadian day visitors to this region.

Primary Purpose of Day Leisure Trips



Day Q3. What was the primary purpose of your most recent leisure trip in Maine?

\* Includes wedding before 6/2012. Due to a revision to response options in 2012, direct comparisons between 2011 and 2012 data cannot be made. \*\*Please note small sample size. Data should be used for directional purposes only.

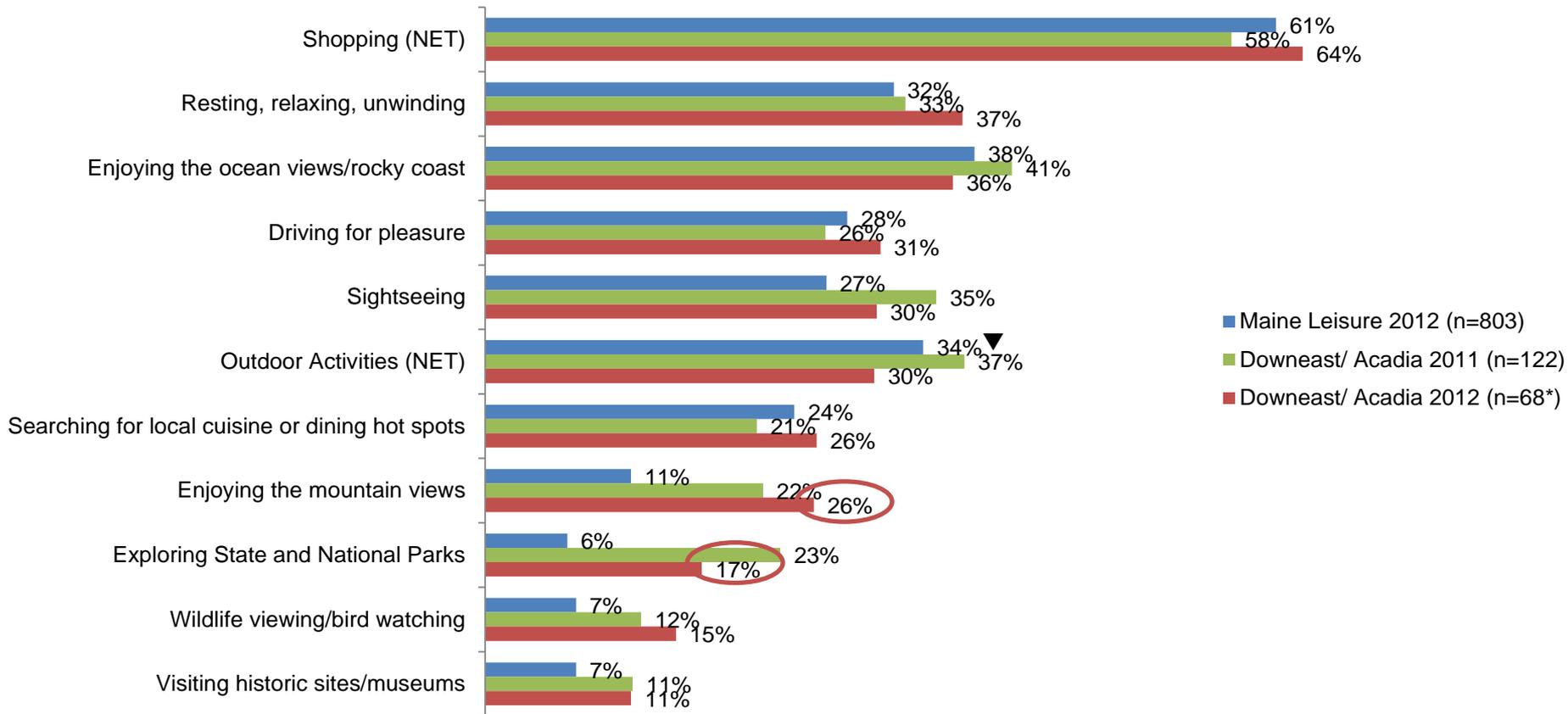
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Day Leisure Trip Activities

- Consistent with the primary trip purpose cited by travelers, two-thirds of day leisure visitors to the Downeast & Acadia region report doing some *shopping* while here.
- Not surprisingly, day leisure visitors to this region are more likely than visitors to the rest of the State to be *enjoying the mountain views* and *exploring State and National Parks* while visiting.

**Top Trip Activities**



Day Q10. In which of the following activities did you participate during your most recent trip to Maine?

\*Please note small sample size. Data should be used for directional purposes only.

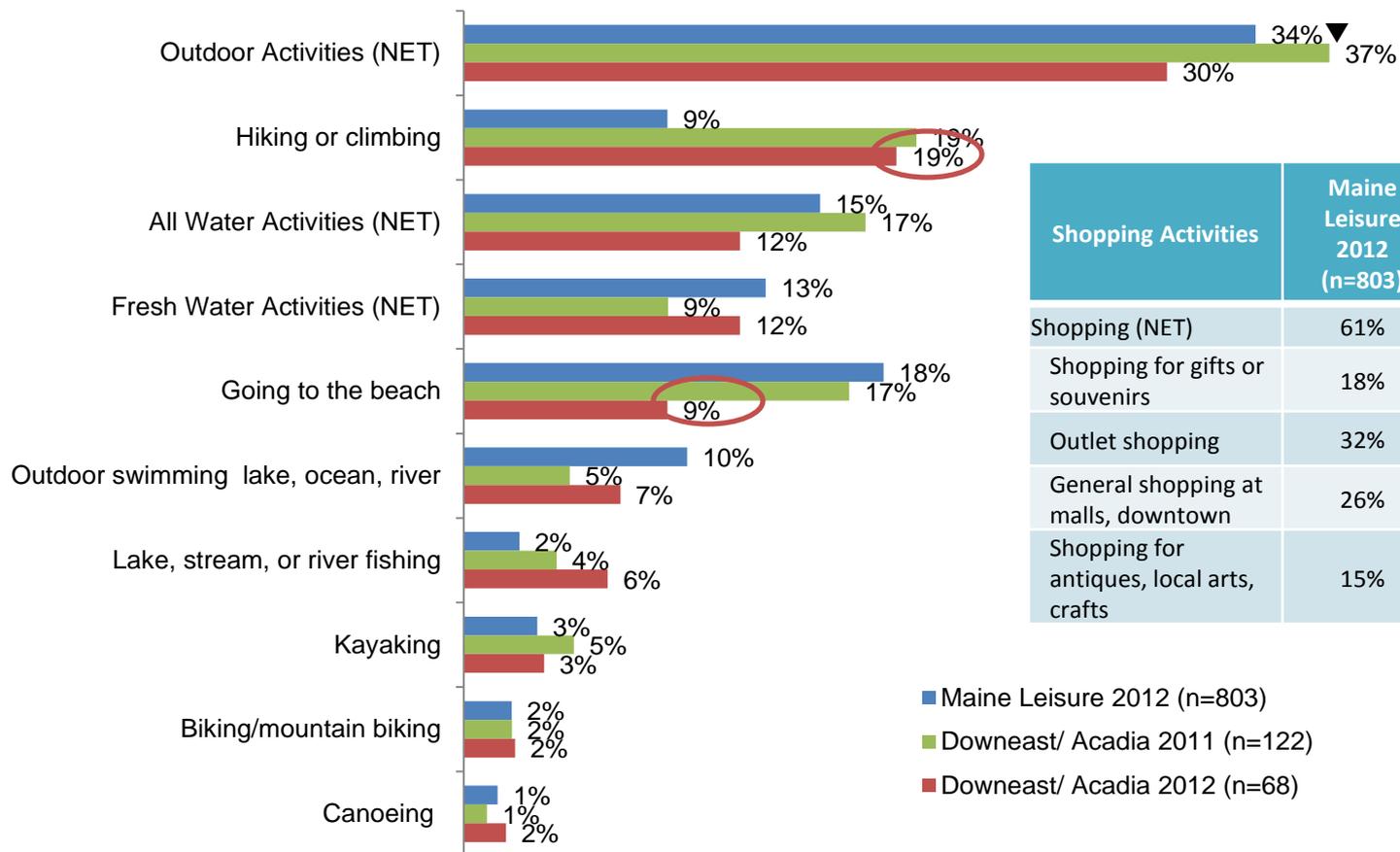
▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Day Leisure Outdoor Trip Activities

- Hiking/climbing and water activities are the most popular outdoor activities among day leisure visitors to the Downeast & Acadia region. Hiking/climbing is a more popular activity for this region than it is for the State as a whole.

## Top Outdoor Activities



Shopping Activities	Maine Leisure 2012 (n=803)	Downeast/ Acadia 2011 (n=122)	Downeast/ Acadia 2012 (n=68*)
Shopping (NET)	61%	58%	64%
Shopping for gifts or souvenirs	18%	18%	9%
Outlet shopping	32%	13%	11%
General shopping at malls, downtown	26%	32%	47% ▲
Shopping for antiques, local arts, crafts	15%	15%	6% ▼

■ Maine Leisure 2012 (n=803)  
■ Downeast/ Acadia 2011 (n=122)  
■ Downeast/ Acadia 2012 (n=68)

Day Q10. In which of the following activities did you participate during your most recent trip in Maine? (Please check all that apply).

\*Please note small sample size. Data should be used for directional purposes only.

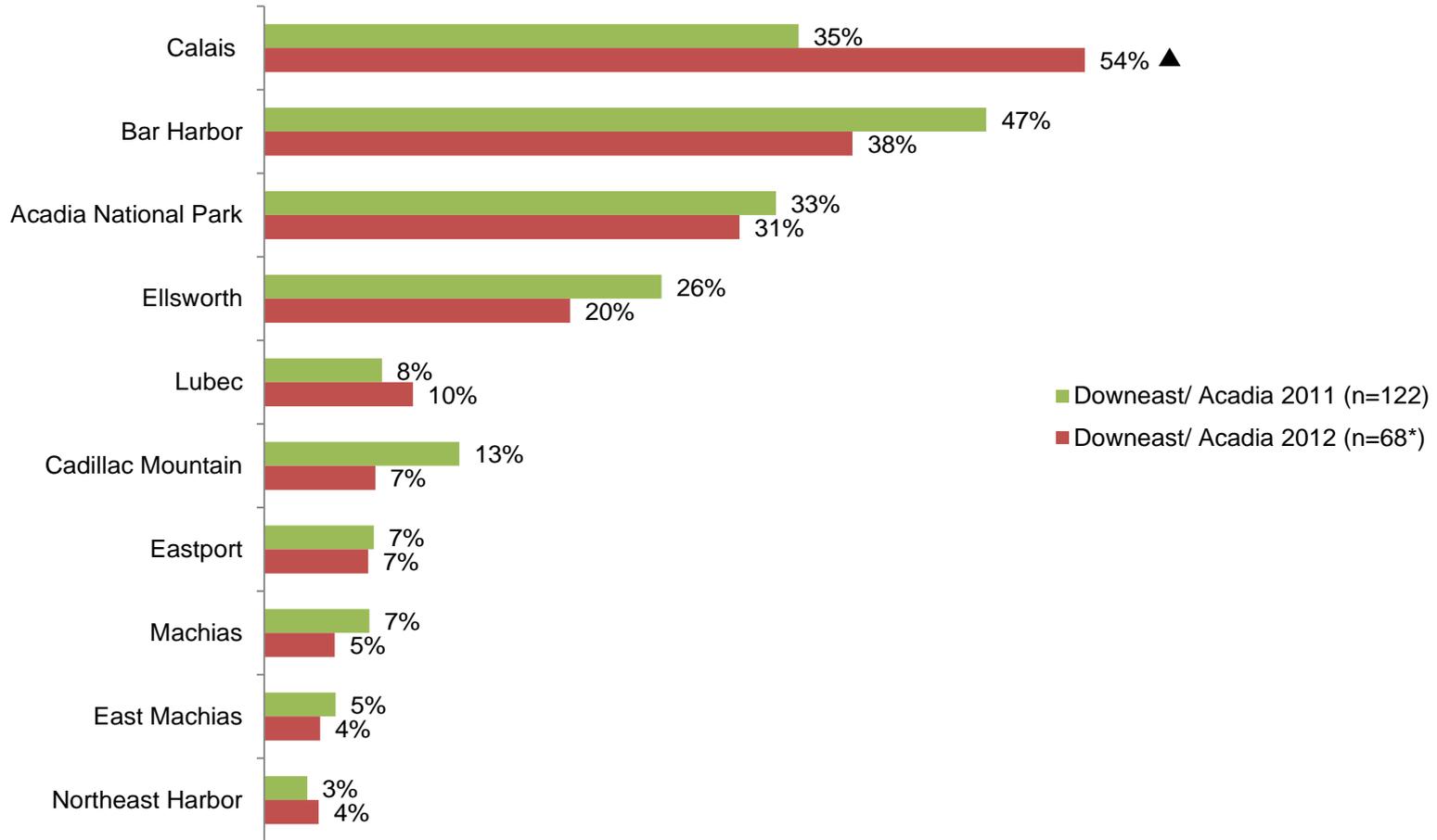
▲ ▼ notes significant difference between 2011 and 2012 at the 95% confidence level

Red circled figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Towns & Cities Visited

- Half of day leisure visitors spent some time in Calais while in the Downeast & Acadia region, a directional increase over 2011. Visitation to Calais is consistent with the high proportion of day visitors visiting this region from the neighboring province of New Brunswick.

**Top Towns/Cities Visited**



Day Q12: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

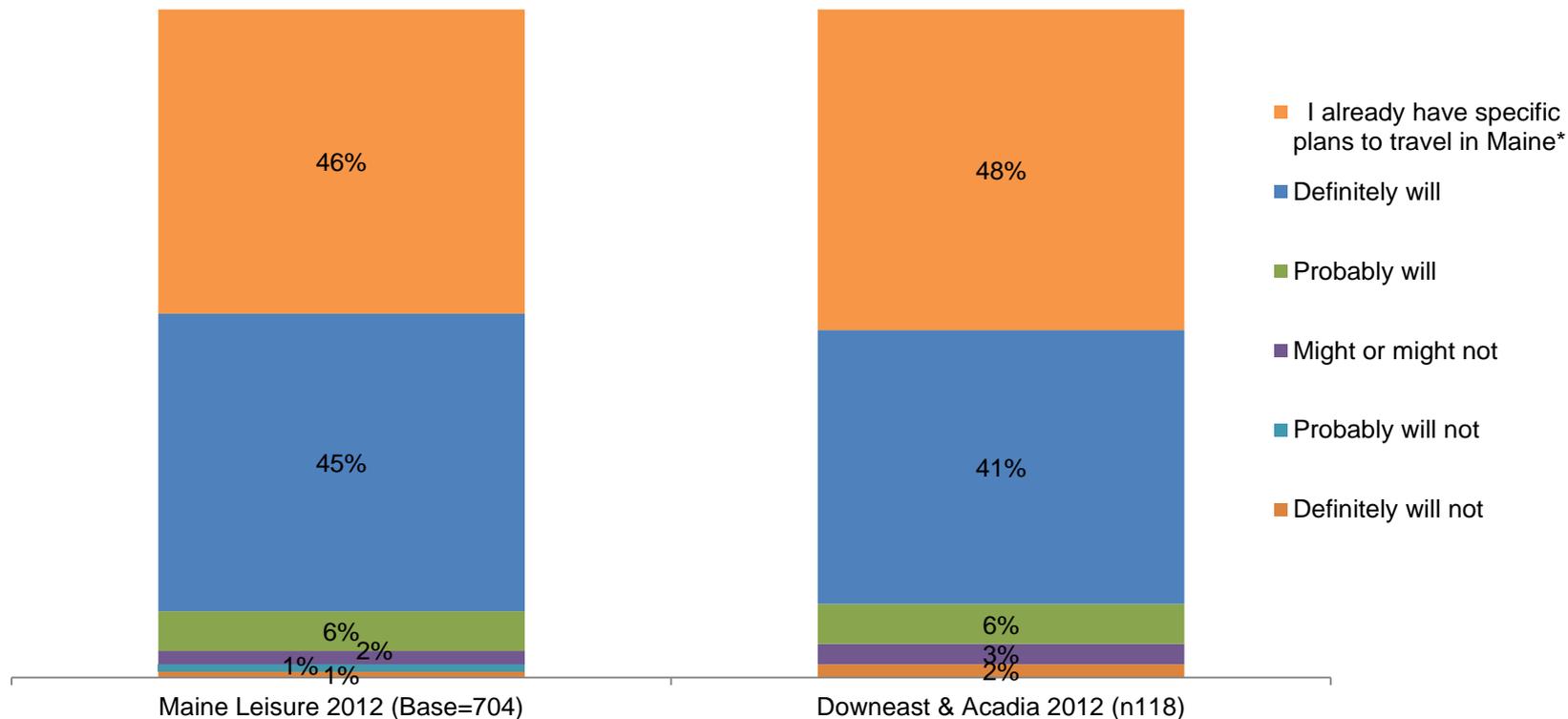
\*Please note small sample size. Data should be used for directional purposes only.

▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level

*Red circled* figures highlight significant differences between visitors for this region and visitors to the State as a whole.

# Future Travel Likelihood

- Nine in ten day leisure visitors to the Downeast & Acadia region indicated that they definitely would travel to Maine in the next two years or already had specific plans to do so, with half indicating that they already specific plans.



# Comparison of *Downeast & Acadia* Visitors to Maine Visitors



# Comparisons

- Visitors to the Downeast & Acadia region and visitors to the State of Maine as a whole differ in a few areas. These variations can be seen primarily in the average age and income of visitors, as well as their reasons for traveling and the activities they participate in while visiting.
- Popular trip activities and stated purpose of trips closely follow the outdoor and scenic opportunities in the Downeast & Acadia region.
- Highlights:
  - **Visitor Origin**
    - A **greater proportion** of overnight visitors from **New York** and **Maryland**.
    - A **greater proportion** of day visitors from **New Brunswick**.
    - A **lesser proportion** of overnight and day visitors from **Massachusetts**.
  - **Visitor Demographics**
    - A **greater proportion** of overnight travelers visiting for the first time.
    - A **greater proportion** of day visitors over the age of 55, and a higher average age of visitors, as well as a **lesser proportion** of day visitors who are employed full-time.
    - A **greater proportion** of overnight visitors earning \$100,000 or more per year, and a higher average annual household income overall
    - A **greater proportion** of overnight visitors with a college degree

# Comparisons Continued

- Highlights Continued:
  - **Primary Purpose of Trip**
    - Overnight day visitors **more** likely to be traveling to:
      - Tour/see the sites
      - Enjoy nature
      - Participate in outdoor recreation
    - Overnight visitors **less** likely to be visiting to:
      - Get away to relax
      - Shop
      - Spend time with family and friends
  - **Trip Activities – Overnight and Day Visitors**
    - **More** likely to be:
      - Enjoying the mountain views
      - Exploring State and National Parks
      - Hiking/climbing
    - **Less** likely to be:
      - Going to the beach

# Comparisons Continued

- Highlights Continued:
  - **Trip Activities – Only Overnight Visitors**
    - **More likely to be:**
      - Enjoying the ocean views
      - Sightseeing
      - Driving for pleasure
      - Viewing wildlife/bird watching
      - Bicycling
    - **Less likely to be:**
      - Going to the beach



DPA  
201 Lafayette Center  
Kennebunk, ME 04043  
207.985.1790  
[www.digitalresearch.com](http://www.digitalresearch.com)