

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

Regional Insights: Mid-Coast

Prepared by



April 2013

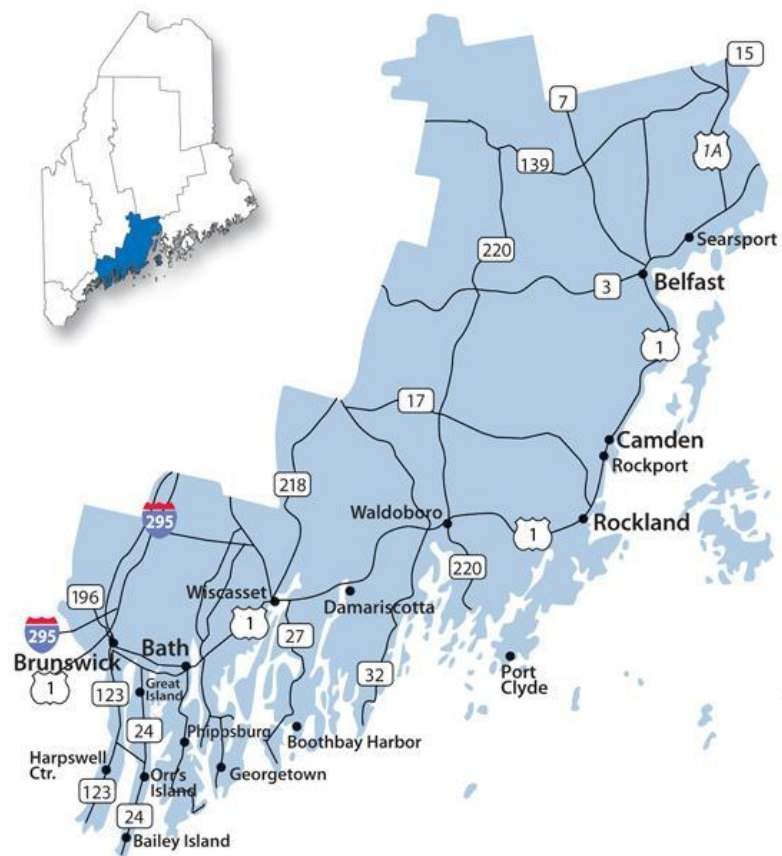
Introduction and Methodology



- 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 1st and December 15th 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 **Mid-Coast** tourism region, and is based on:
 - 154 overnight leisure visitors, and
 - 82 day leisure visitors.



Overnight Leisure Visitors: *Traveler Description*



Overnight Leisure Visitor Demographics

- The profile of overnight leisure visitors to the Mid-Coast has changed little from 2011 to 2012, but does differ somewhat from overnight leisure visitors to the State of Maine on average. Visitors to the Mid-Coast region trend a little older and more likely to have a college degree. Fewer are employed full-time.

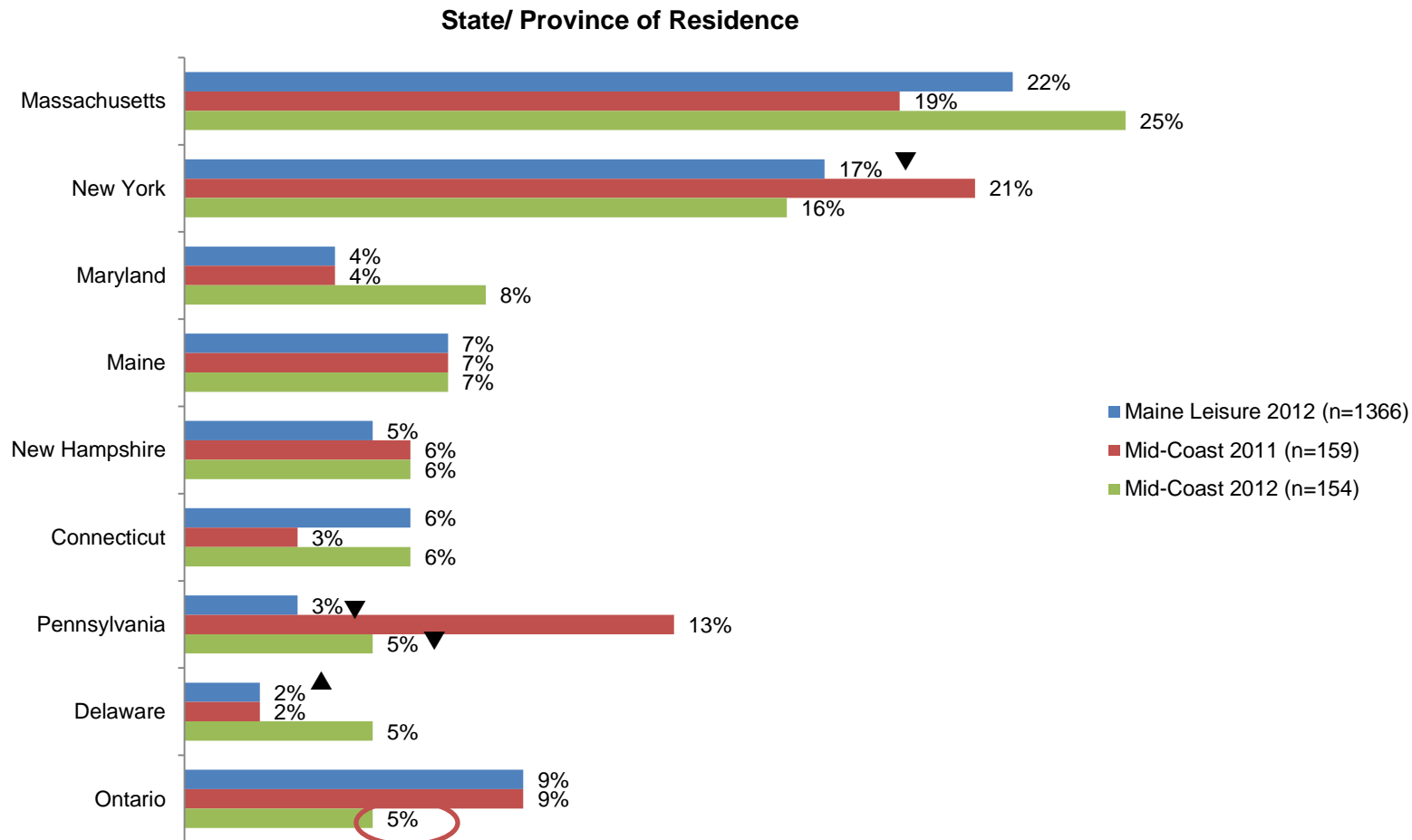
Overnight, Leisure Visitors	Maine Leisure 2012 (n=1366)	Mid-Coast 2011 (n=159)	Mid-Coast 2012 (n=154)
Age:			
< 35	22%▼	22%	15%
35 - 44	17%	13%	17%
45 - 54	22%	21%	14%
55 +	39%▲	44%	55%
Mean Age (Years)	49.0	48.9	53.0
Income:			
< \$50,000	10%	13%	7%
\$50,000 - \$99,000	32%	30%	39%
\$100,000 +	43%	43%	41%
Mean Income (Thousands)	\$113.47	\$111.20	\$112.71
Female	49%▼	44%	45%
College Degree or Higher	79%▲	80%	86%
Married	63%	66%	68%
Employed Full Time	60%	54%	45%

▲▼ 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 2010 and 2011, the largest percentage of overnight leisure visitors to the Mid-Coast are from Massachusetts or New York. These states are followed by Connecticut, New Jersey, and Pennsylvania. After seeing significant increases from 2010 to 2011, both Ontario and Pennsylvania dropped back to earlier levels in 2012, each providing only 5% of overnight leisure visitors to the Mid-Coast region.



State/Province of residence.

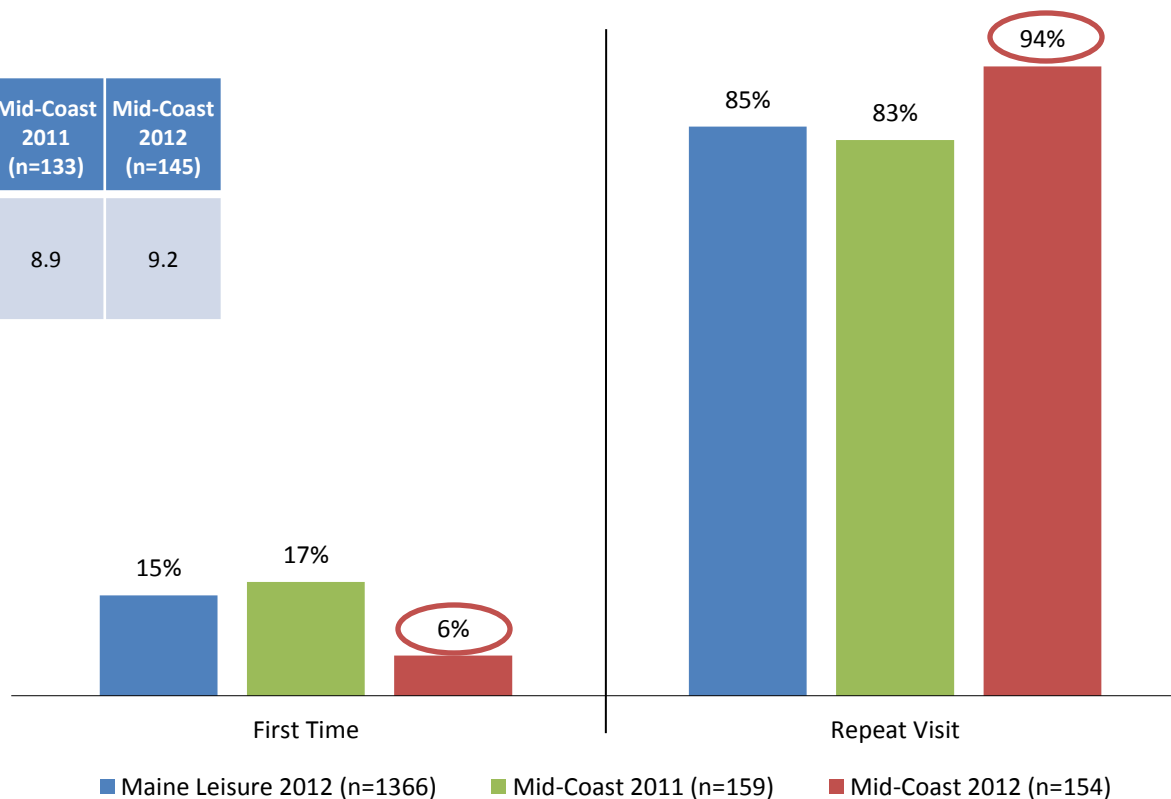
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First-Time vs. Repeat Visitors

- The Mid-Coast region attracted a smaller proportion of first-time overnight leisure visitors in 2012 than did the rest of Maine.

Repeat Overnight Leisure Visitors	Maine Leisure 2012 (n=1159)	Mid-Coast 2011 (n=133)	Mid-Coast 2012 (n=145)
Average number of trips to Maine in past 5 years	13.5	8.9	9.2



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?

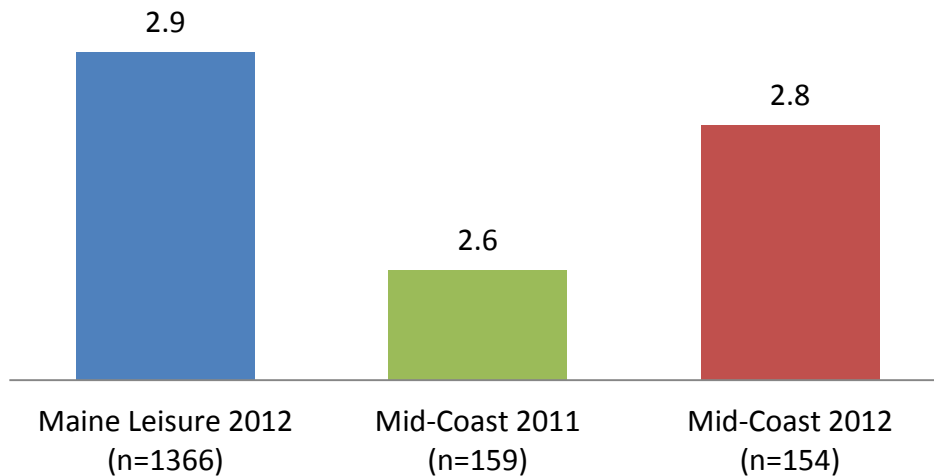
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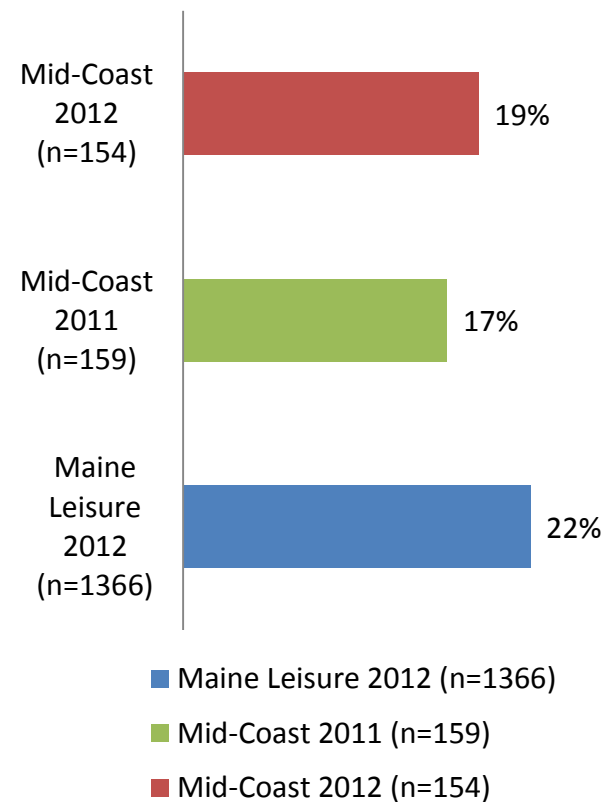
Party Size and Composition

- One-fifth of overnight leisure visitors to the Mid-Coast region in 2012 were traveling with children, a similar proportion as for visitors to the rest of Maine.

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.

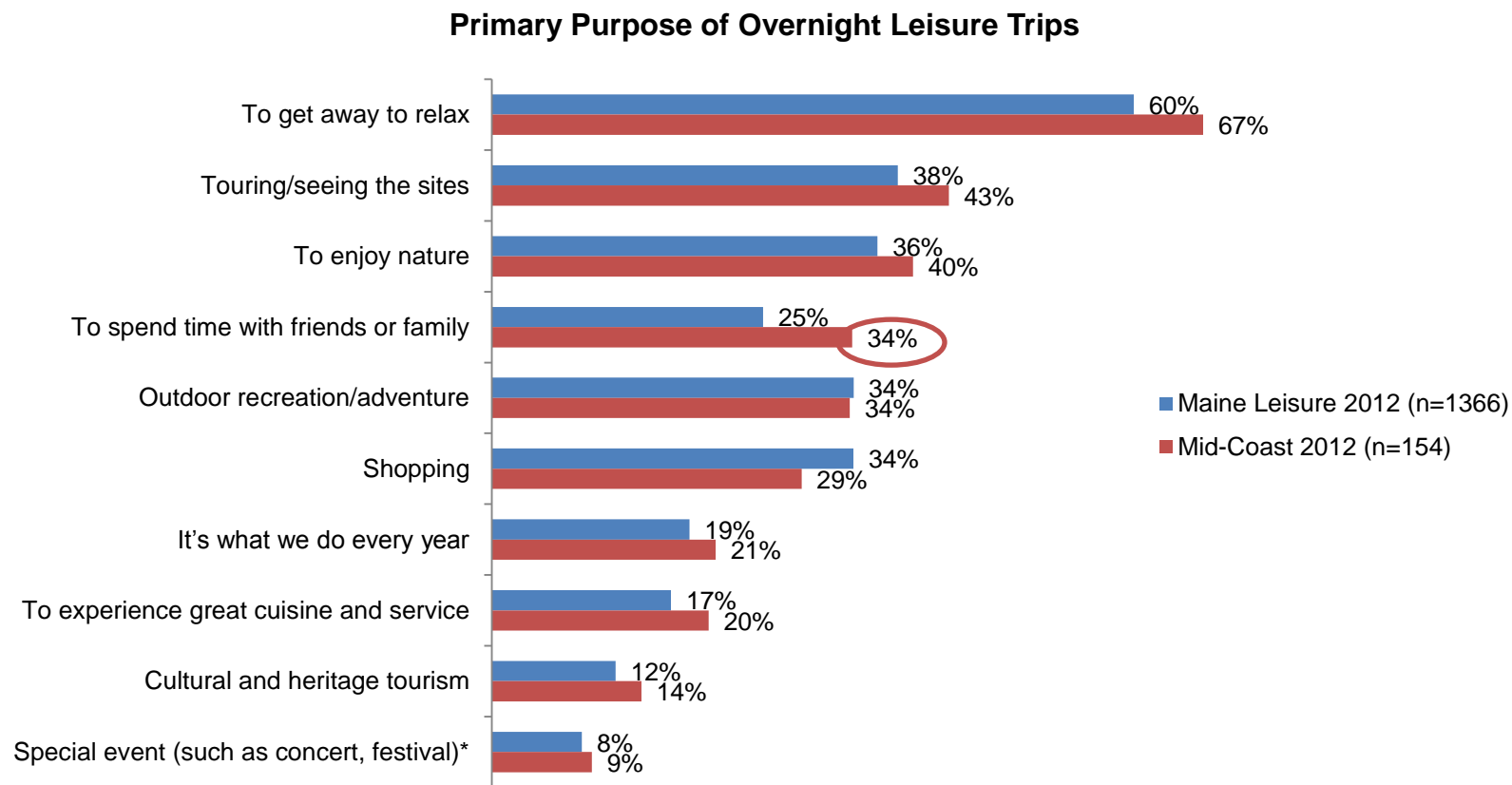
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Overnight Leisure Visitors: *Trip Experience*



Primary Purpose of Overnight Leisure Trips

- The Mid-Coast region was most likely traveled to in order to *get away to relax*, followed by *touring/seeing the sites* and *to enjoy nature*.



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

*Includes Wedding before 06/2012. Due to a revision to response options in 2012, direct comparisons between 2011 and 2012 data cannot be made.

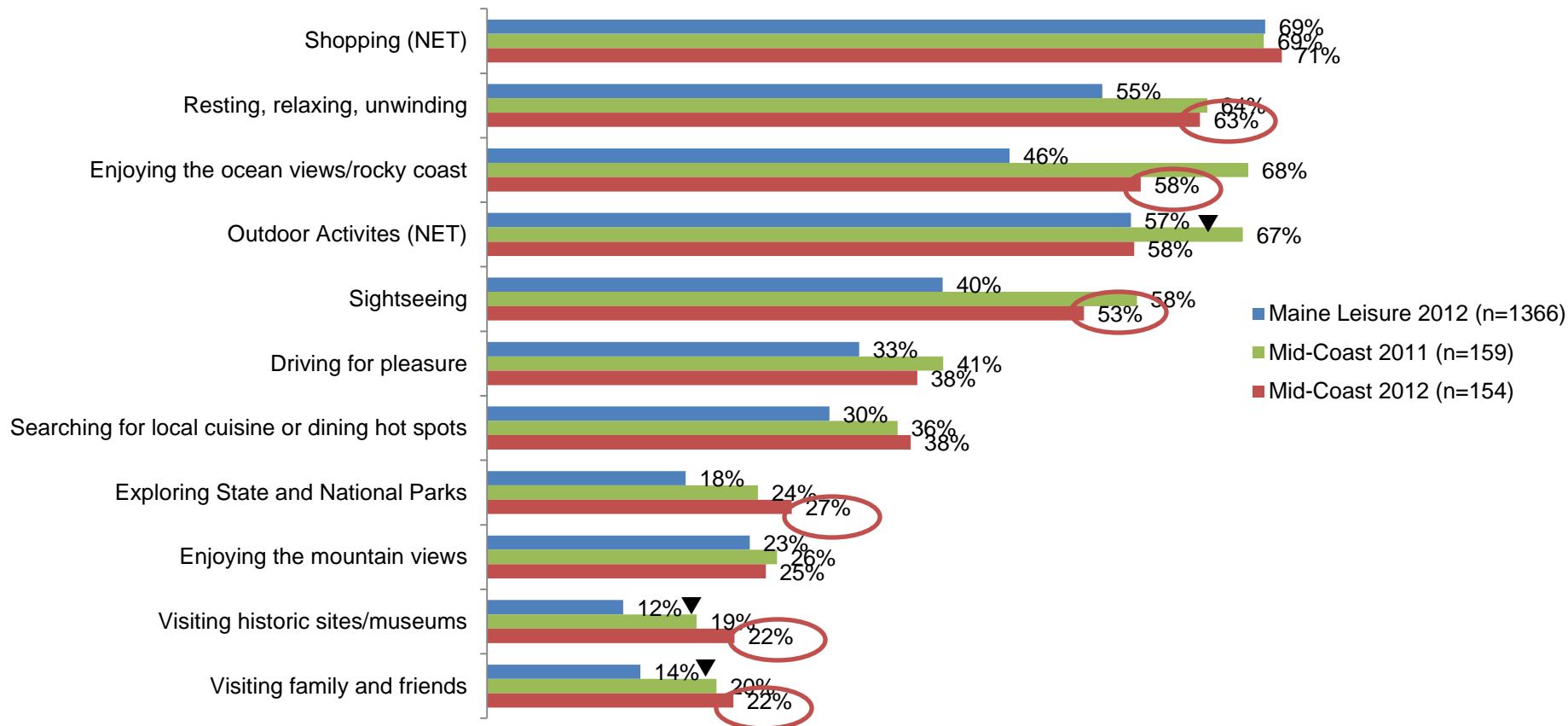
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Overnight Leisure Trip Activities

- Shopping is most popular among Mid-Coast overnight leisure visitors, followed by *resting/relaxing/unwinding, enjoying the ocean views, and various outdoor activities*. Visitors to this region are more likely than visitors to the rest of Maine to engage in a number of activities, as seen by the red circled items in the chart below.

Top Trip Activities



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

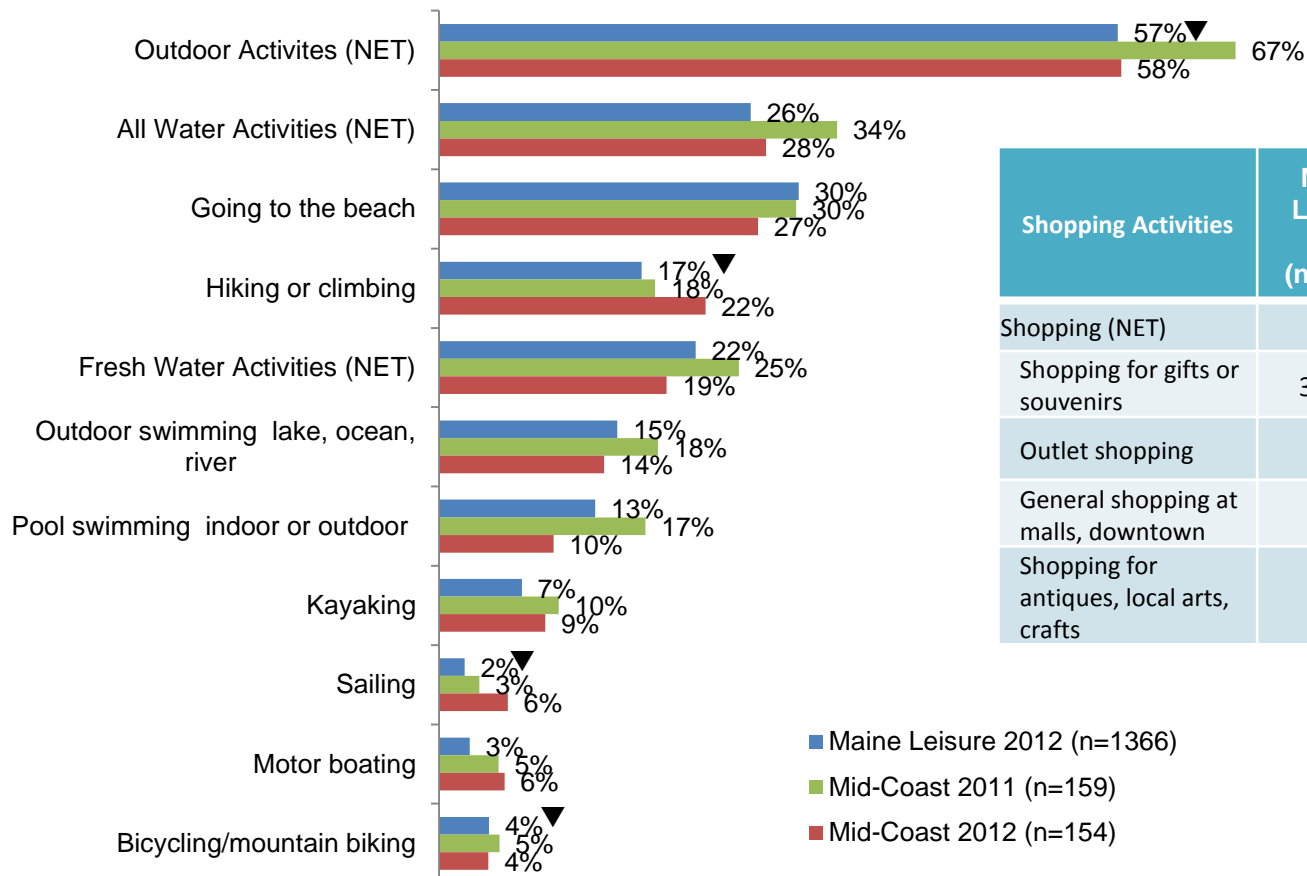
▲▼ notes significant difference between 2011 and 2012 at the 95% confidence level.

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

Overnight Leisure Trip Activities

- Among leisure visitors to the Mid-Coast region, *going to the beach* and *hiking/climbing* are popular outdoor activities. The only significant year-over-year shifts include a drop in *shopping for gifts or souvenirs* and an increase in *shopping for antiques and local arts/crafts*.

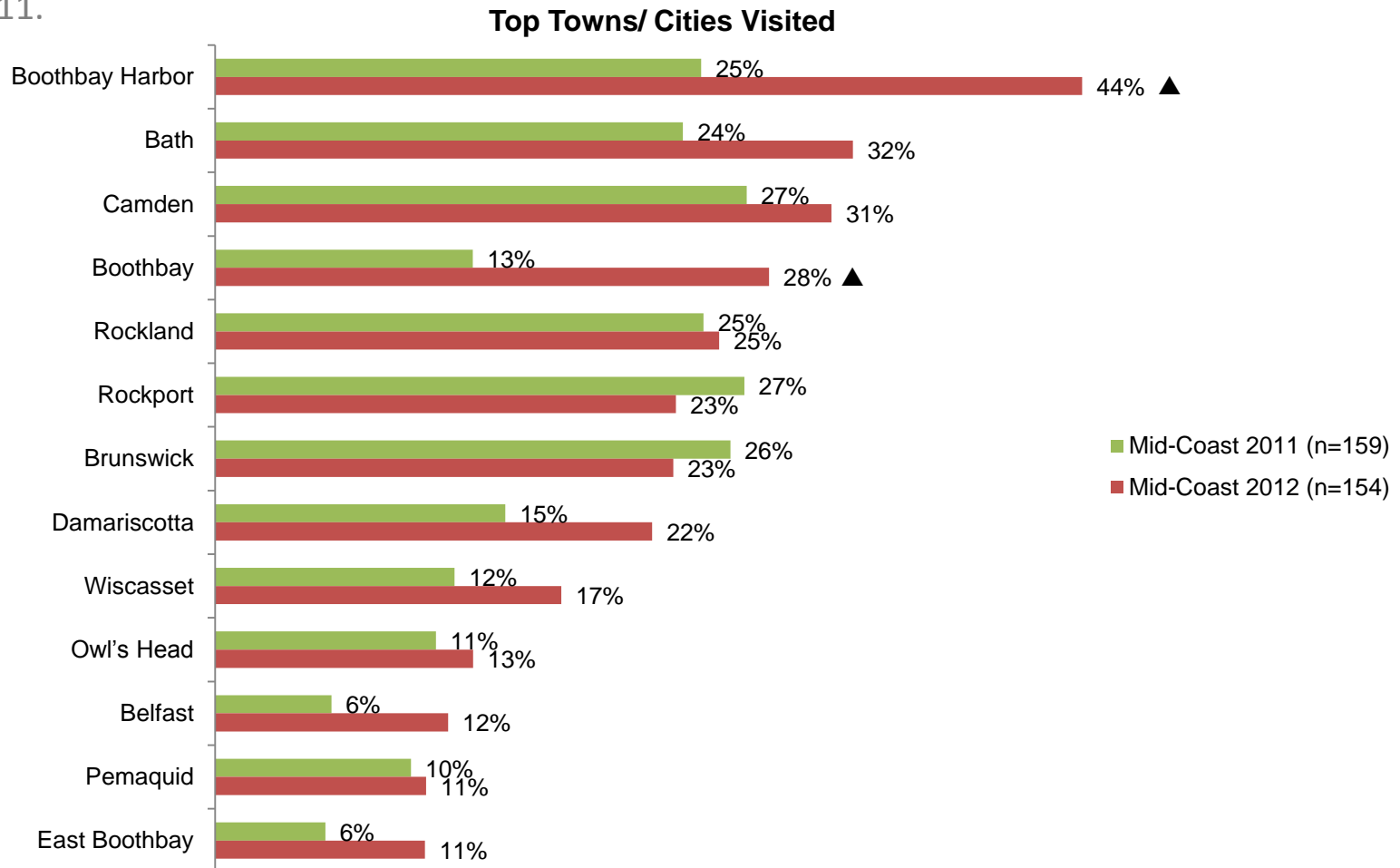
Top Outdoor Activities



Shopping Activities	Maine Leisure 2012 (n=1366)	Mid-Coast 2011 (n=159)	Mid-Coast 2012 (n=154)
Shopping (NET)	69%	69%	71%
Shopping for gifts or souvenirs	33%▼	42%	28%▼
Outlet shopping	36%	33%	37%
General shopping at malls, downtown	31%	25%	26%
Shopping for antiques, local arts, crafts	20%	18%	30%▲

Towns & Cities Visited

- Almost half of overnight leisure visitors to the Mid-Coast region spent time in Boothbay Harbor, with one-third spending time in Bath or Camden. Both Boothbay and Boothbay Harbor saw a higher proportion of overnight leisure visitors in 2012 as compared to 2011.



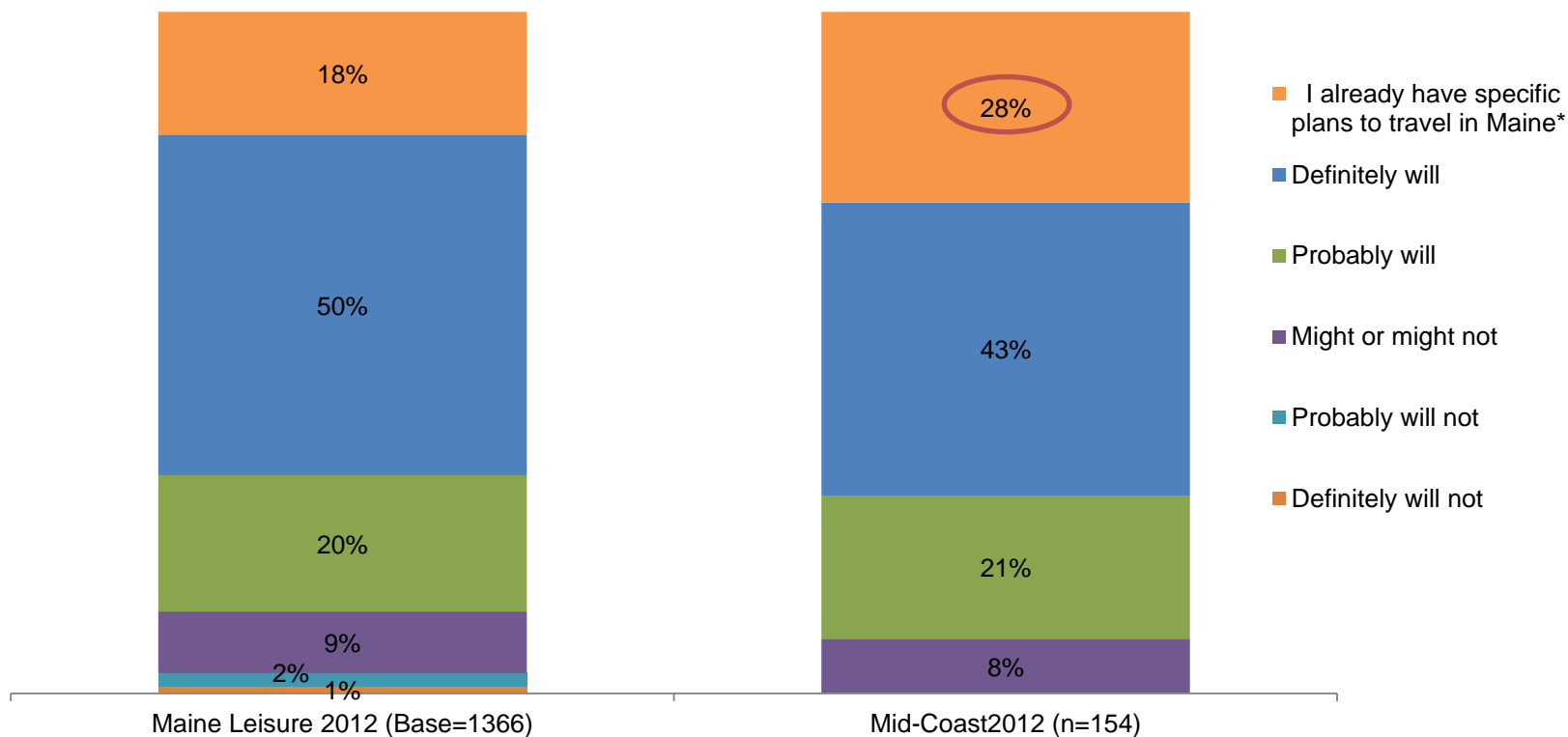
Regional Q31: Within the region you visited, what specific towns or cities did you visit?

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

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Future Travel Likelihood

- Nearly three-fourths of overnight leisure visitors to the Mid-Coast region indicated that they *definitely would travel to Maine in the next two years or already had specific plans to do so*. This is comparable to the proportion who responded similarly among visitors to the State of Maine as a whole. A greater proportion of Mid-Coast overnight leisure visitors, however, report already having specific plans to travel in Maine as compared to the rest of the State.



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.

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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 Mid-Coast region (82). Data on the following pages should be used for directional purposes only.



Day Leisure Visitor Demographics

- Day leisure visitors to the Mid-Coast region in 2012 appear to be slightly more affluent than 2011 day leisure visitors. Overall, the Mid-Coast region appears to attract a slightly older day visitor than the State of Maine as a whole, similar to overnight leisure visitors to the region.

Day, Leisure Visitors	Maine Leisure 2012 (n=803)	Mid-Coast 2011 (n=132)	Mid-Coast 2012 (n=82*)
Age:			
< 35	19%▼	19%	11%
35 - 44	17%	20%	14%
45 - 54	22%	17%	20%
55 +	41%	44%	55%
Mean Age (Years)	49.0▲	49.2	53.4
Income:			
< \$50,000	15%	25%	18%
\$50,000 - \$99,000	44%	52%	38%▼
\$100,000 +	41%	23%	44%▲
Mean Income (Thousands)	\$101.11▲	\$82.89	\$103.03▲
Female	47%	70%	46%▼
College Degree or Higher	72%	72%	75%
Married	64%	70%	60%
Employed Full Time	60%	57%	52%

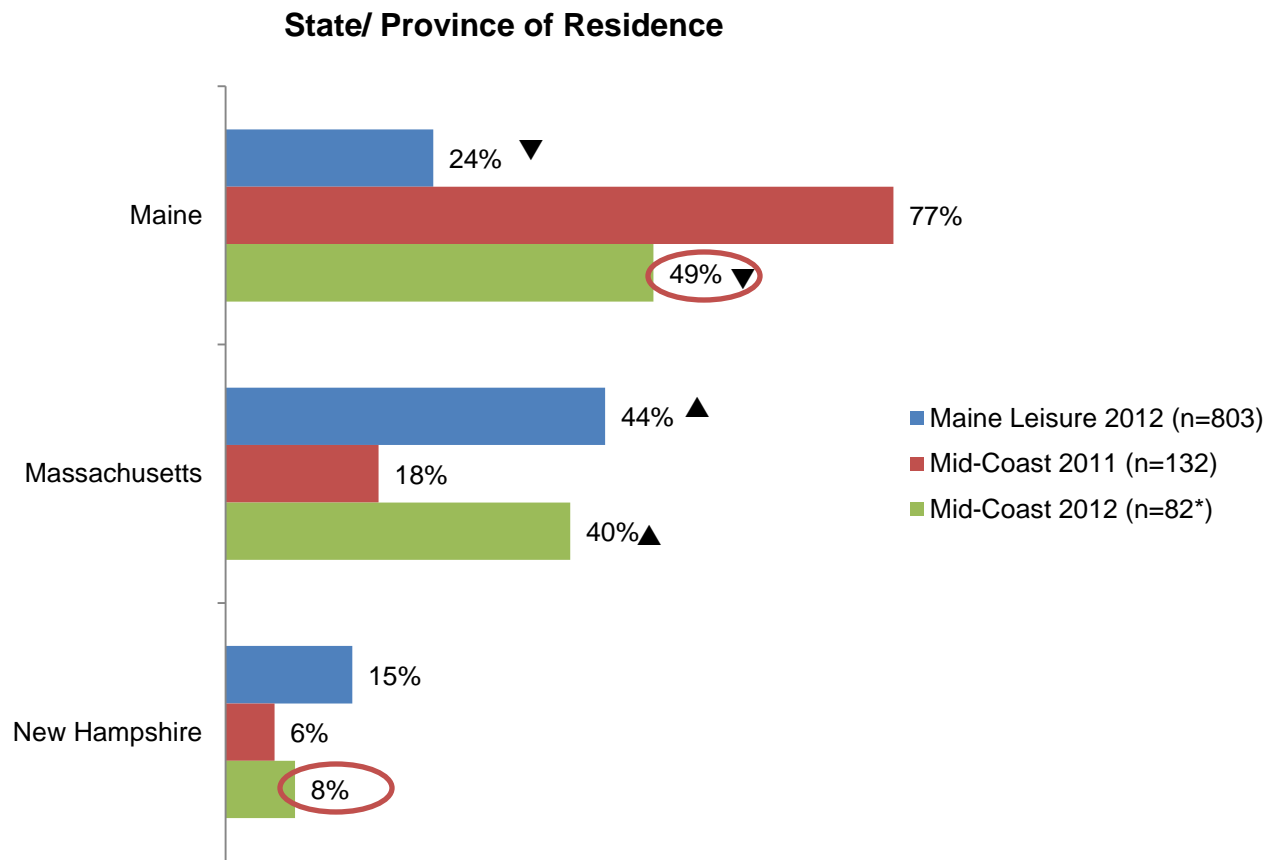
*Please note small sample size. Data should be used for directional purposes only.

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Day Leisure Visitor Residence

- Half of leisure day visitors to the Mid-Coast region in 2012 were from Maine, a drop from 2011 proportions and a sharp departure from overnight leisure visitors to this region. Aside from the relatively large percentage of Maine residents, the Mid-Coast region also attracts a sizeable proportion of leisure day visitors from Massachusetts, a higher proportion than in 2011.



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

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

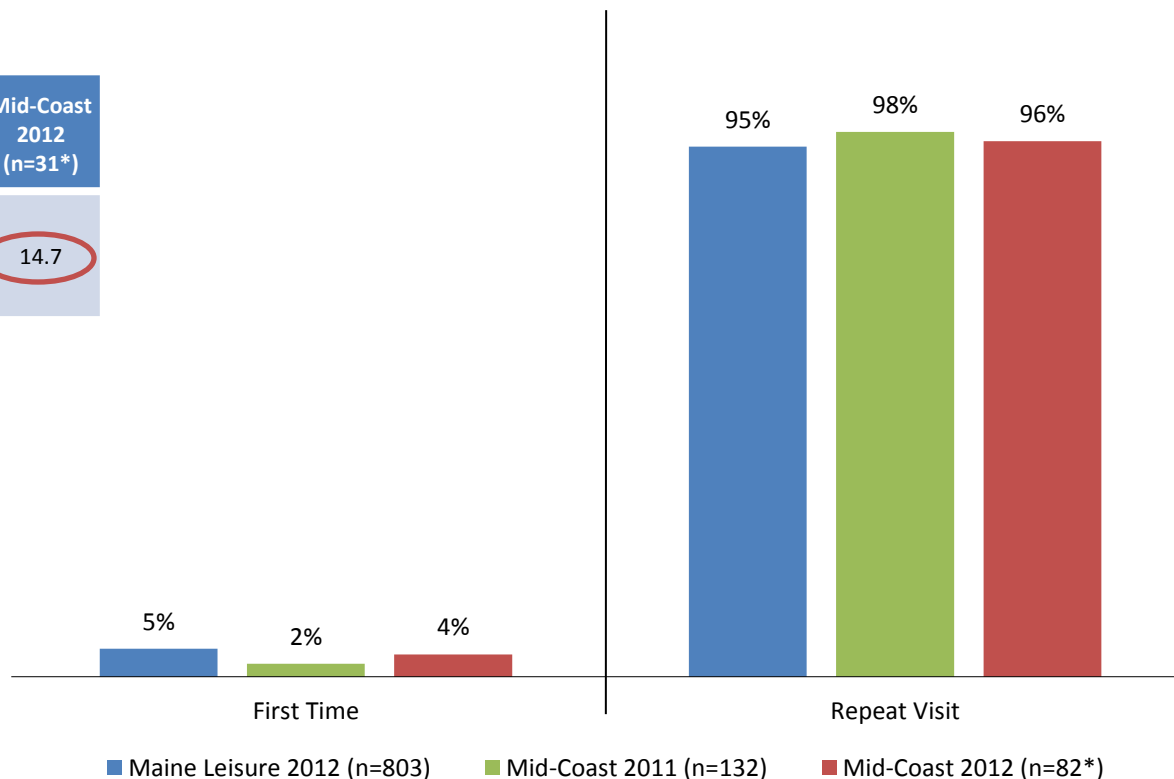
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First-Time vs. Repeat Visitors

- Very few day leisure visitors to the Mid-Coast region in 2012 were first-time visitors, comparable to the corresponding proportion for the State of Maine as a whole.

Repeat Leisure Day Visitors	Maine Leisure 2012 (n=510)	Mid-Coast 2012 (n=31*)
Average number of trips to Maine in past 5 years	22.5	14.7



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?

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

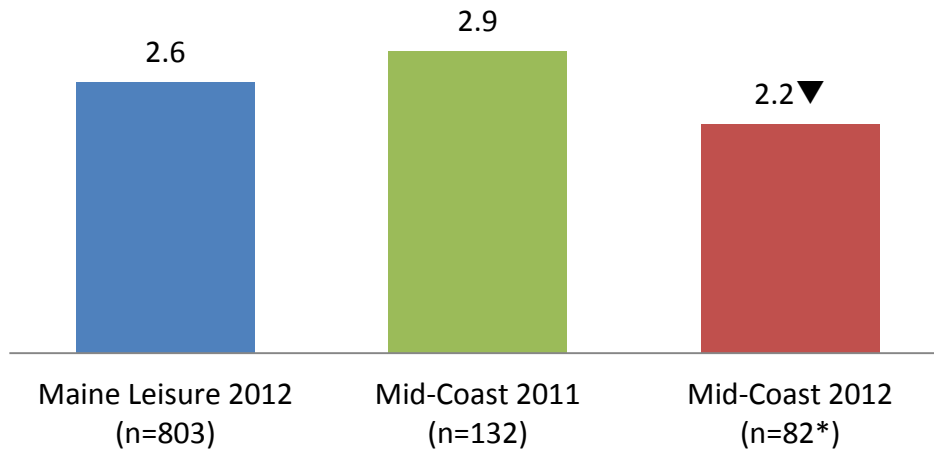
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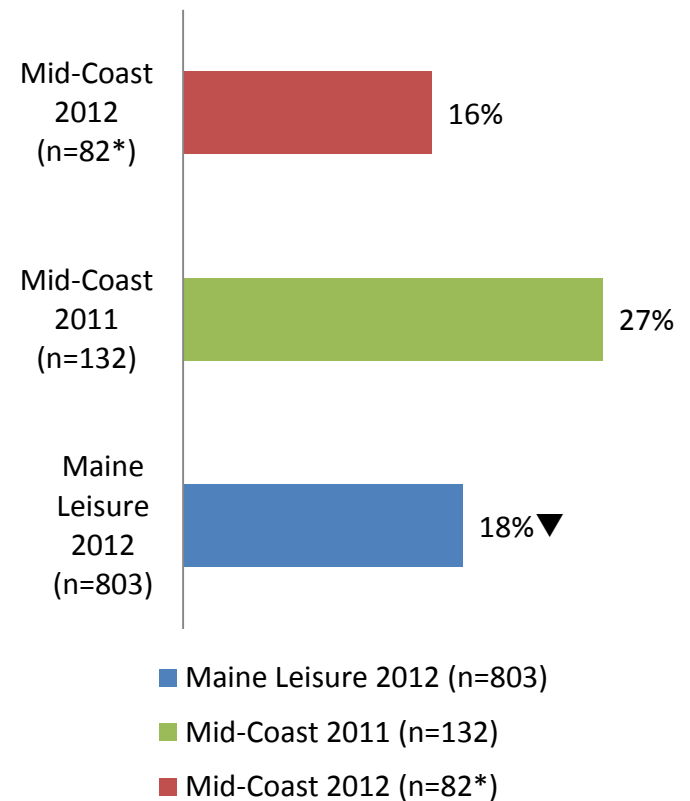
Party Size and Composition

- Nearly one in five day leisure visitors to the Mid-Coast region in 2012 were traveling with children, comparable to the State of Maine as a whole, but a lesser proportion than in 2011. On average, day visitors came in parties of 2.2 people.

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

**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.

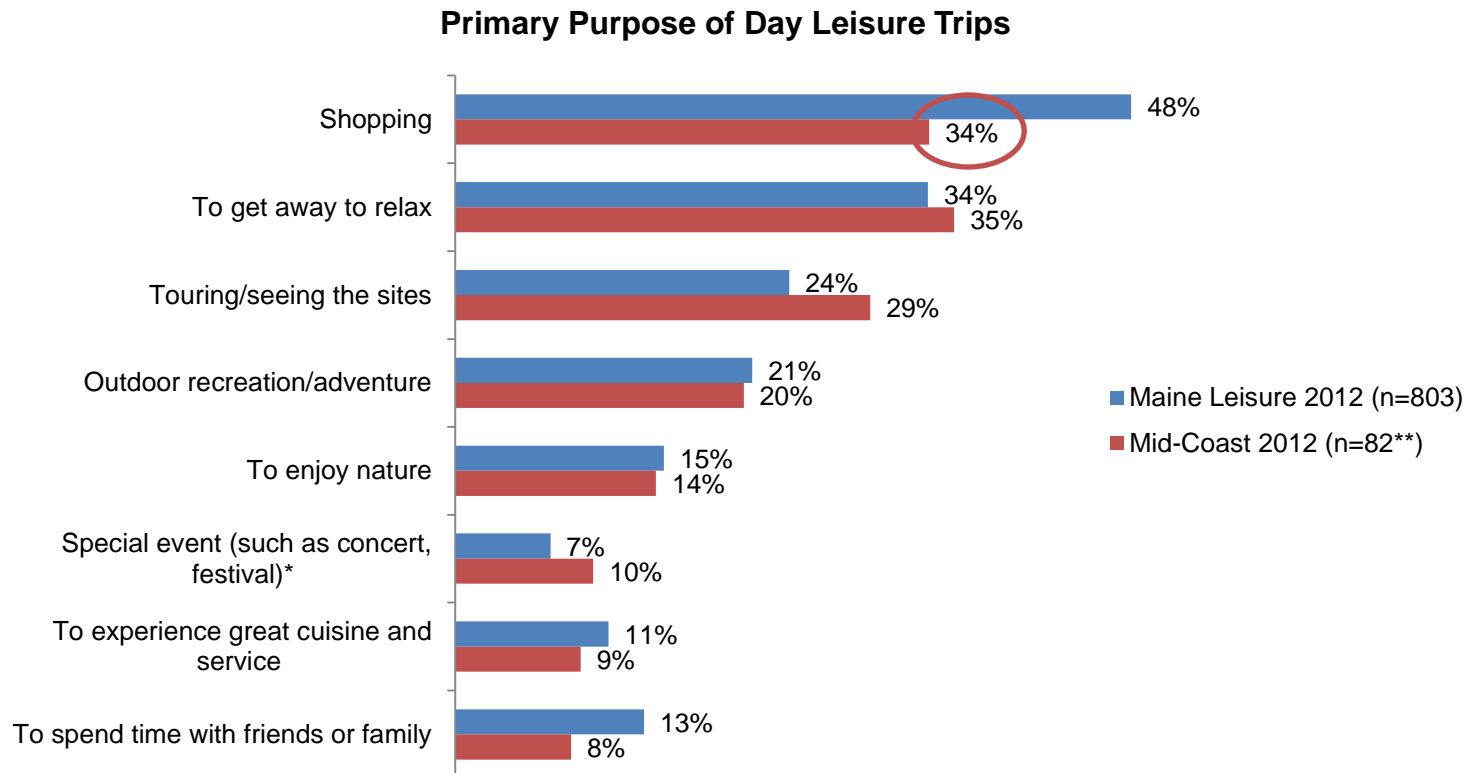
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Day Leisure Visitors: *Trip Experience*



Primary Purpose of Day Leisure Trips

- *Shopping* and *getting away to relax* were cited by the highest proportion of leisure day visitors to the Mid-Coast region as the primary purpose of their trip. The proportion mentioning *shopping* is significantly lower than for the rest of the State of Maine.



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

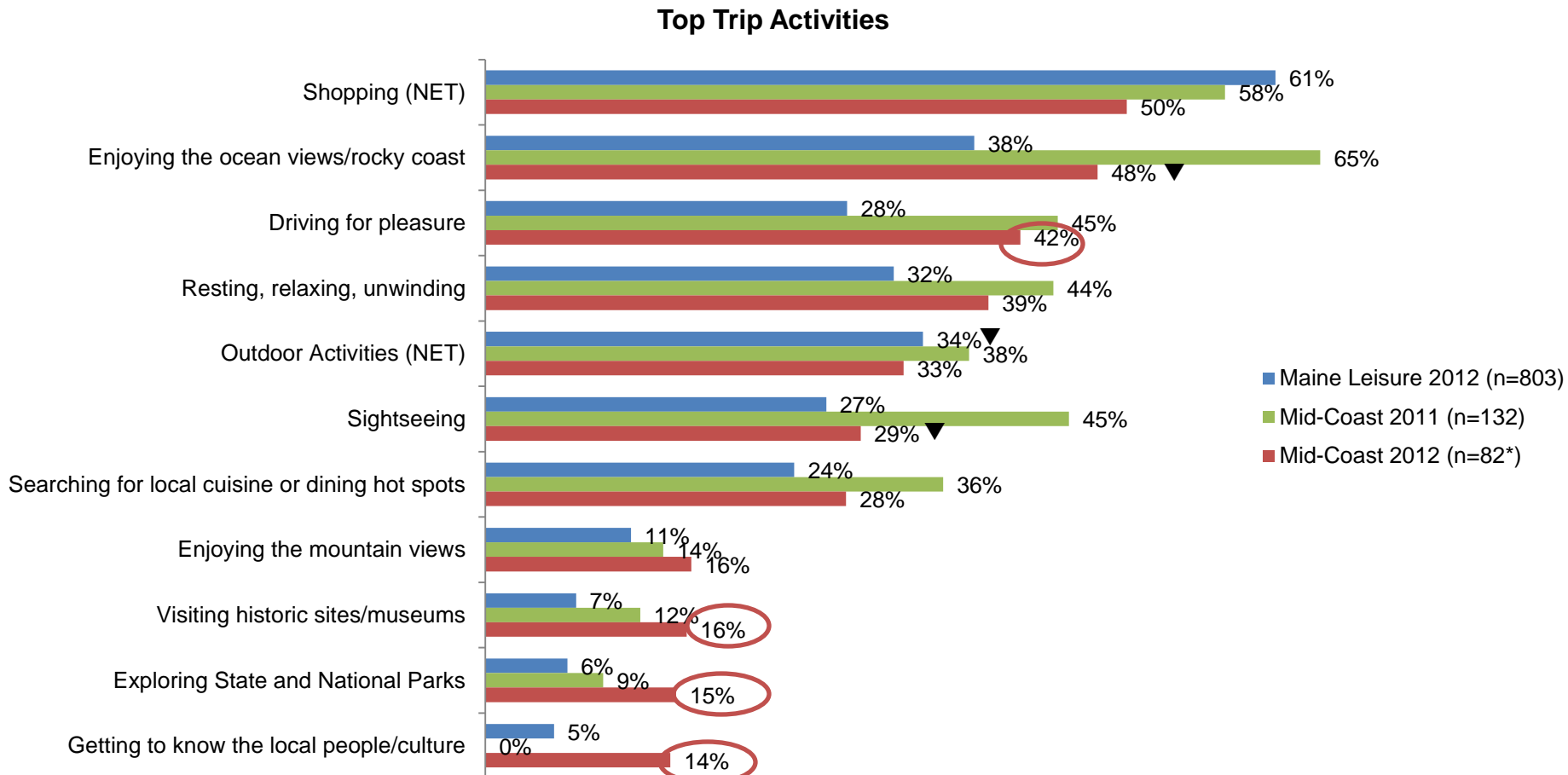
*Includes wedding before 06/2012. **Please note small sample size. Data should be used for directional purposes only.

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Day Leisure Trip Activities

- Shopping and enjoying the ocean views were the most widely cited activities conducted by leisure day visitors to the Mid-Coast region. Also, driving for pleasure and resting/relaxing/unwinding were popular trip activities in this region.



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

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

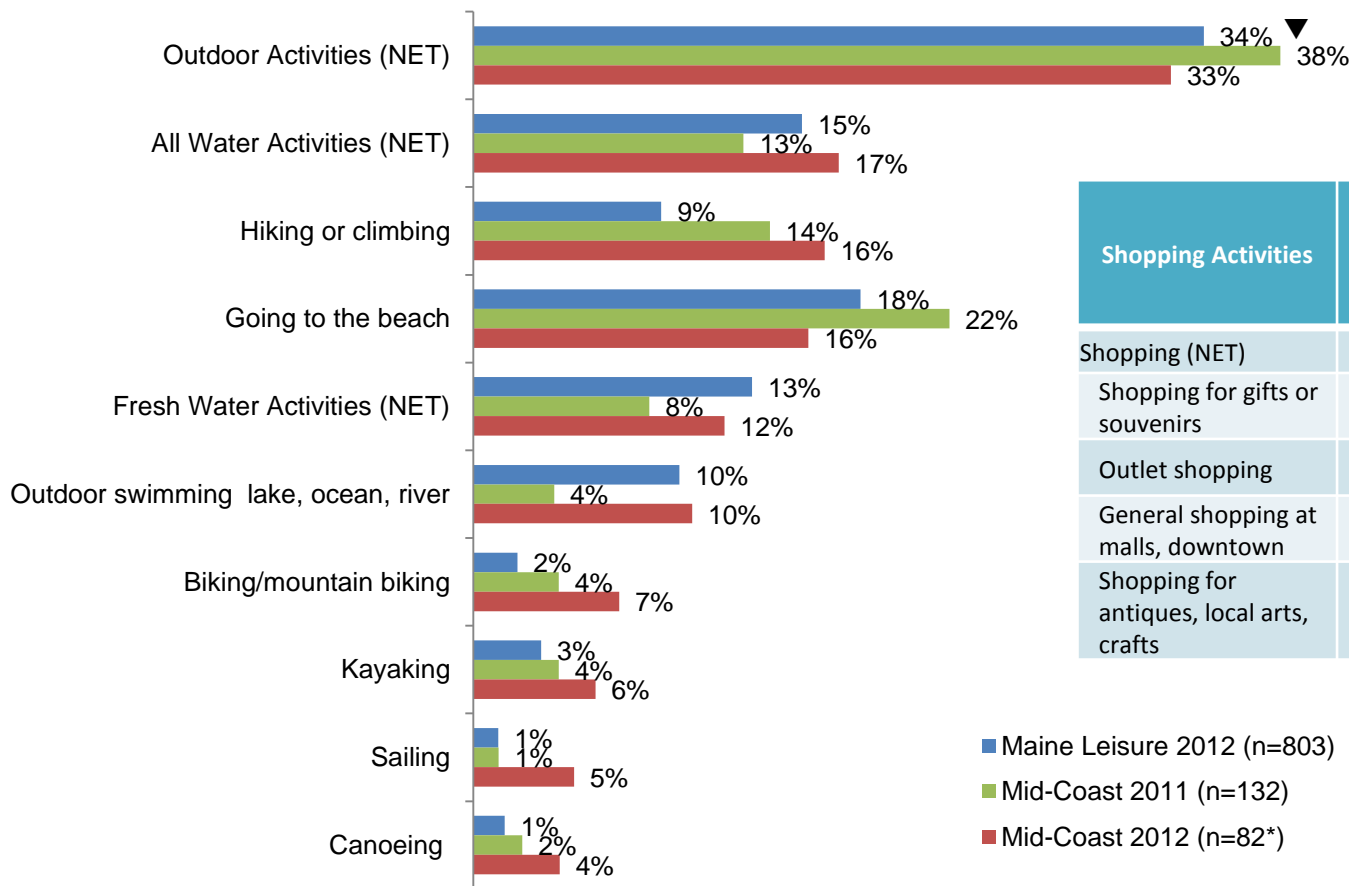
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Day Leisure Outdoor Trip Activities

- Visitors to the Mid-Coast region mostly enjoyed a variety of outdoor activities including various *water activities, hiking/climbing, and going to the beach.*

Top Outdoor Activities



Shopping Activities	Maine Leisure 2012 (n=803)	Mid-Coast 2011 (n=132)	Mid-Coast 2012 (n=82*)
Shopping (NET)	61%	58%	50%
Shopping for gifts or souvenirs	18%	30%	18%
Outlet shopping	32%	16%	24%
General shopping at malls, downtown	26%	26%	22%
Shopping for antiques, local arts, crafts	15%	15%	20%

■ Maine Leisure 2012 (n=803)
 ■ Mid-Coast 2011 (n=132)
 ■ Mid-Coast 2012 (n=82*)

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.

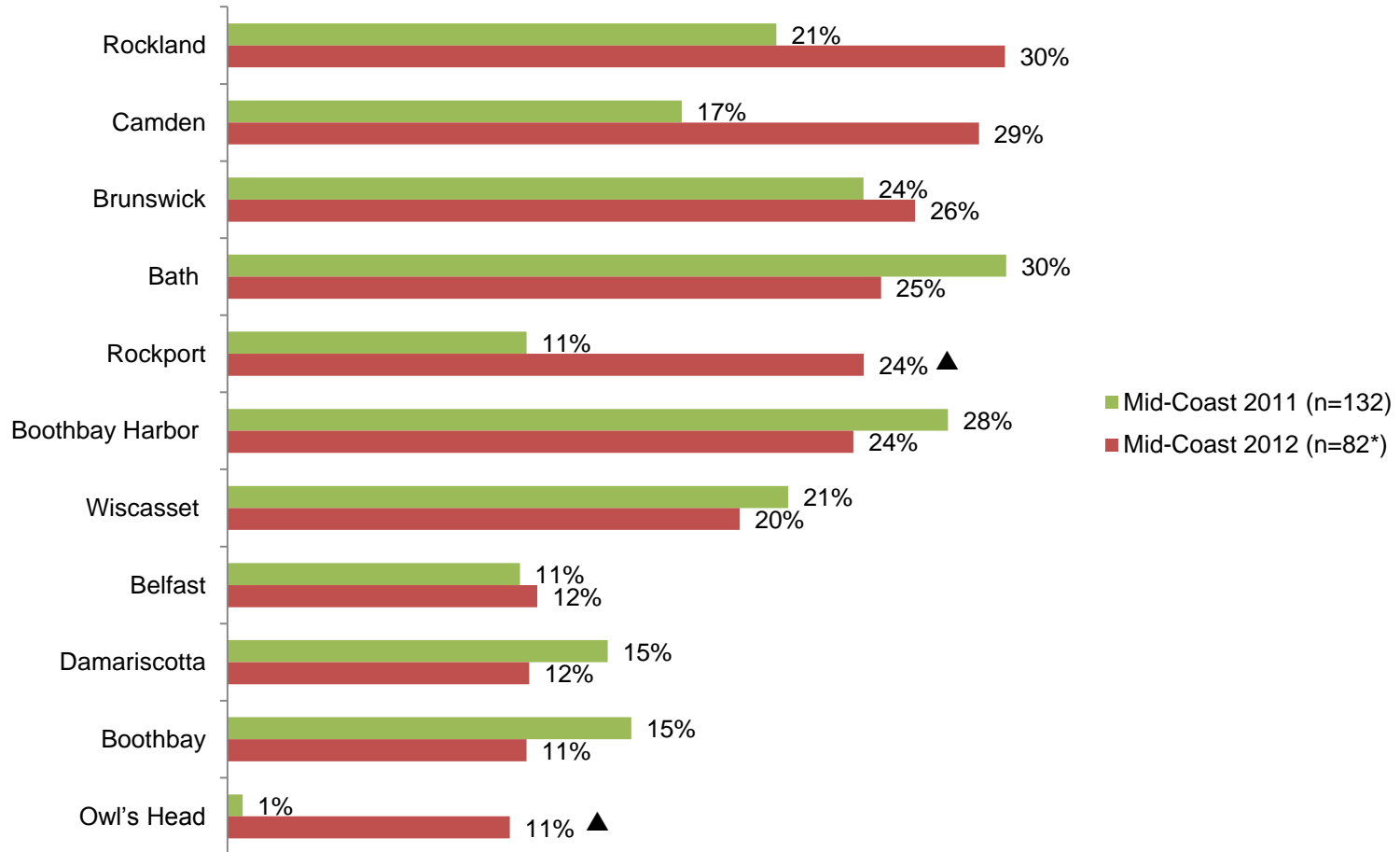
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Day Leisure Visitor Towns & Cities Visited

- Rockland and Camden were the most visited towns among leisure day visitors to the Mid-Coast region, followed closely by Brunswick, Bath, Rockport, and Boothbay Harbor.

Top Towns/Cities Visited



Day Q12: Within the region you visited, what specific towns or cities did you visit?

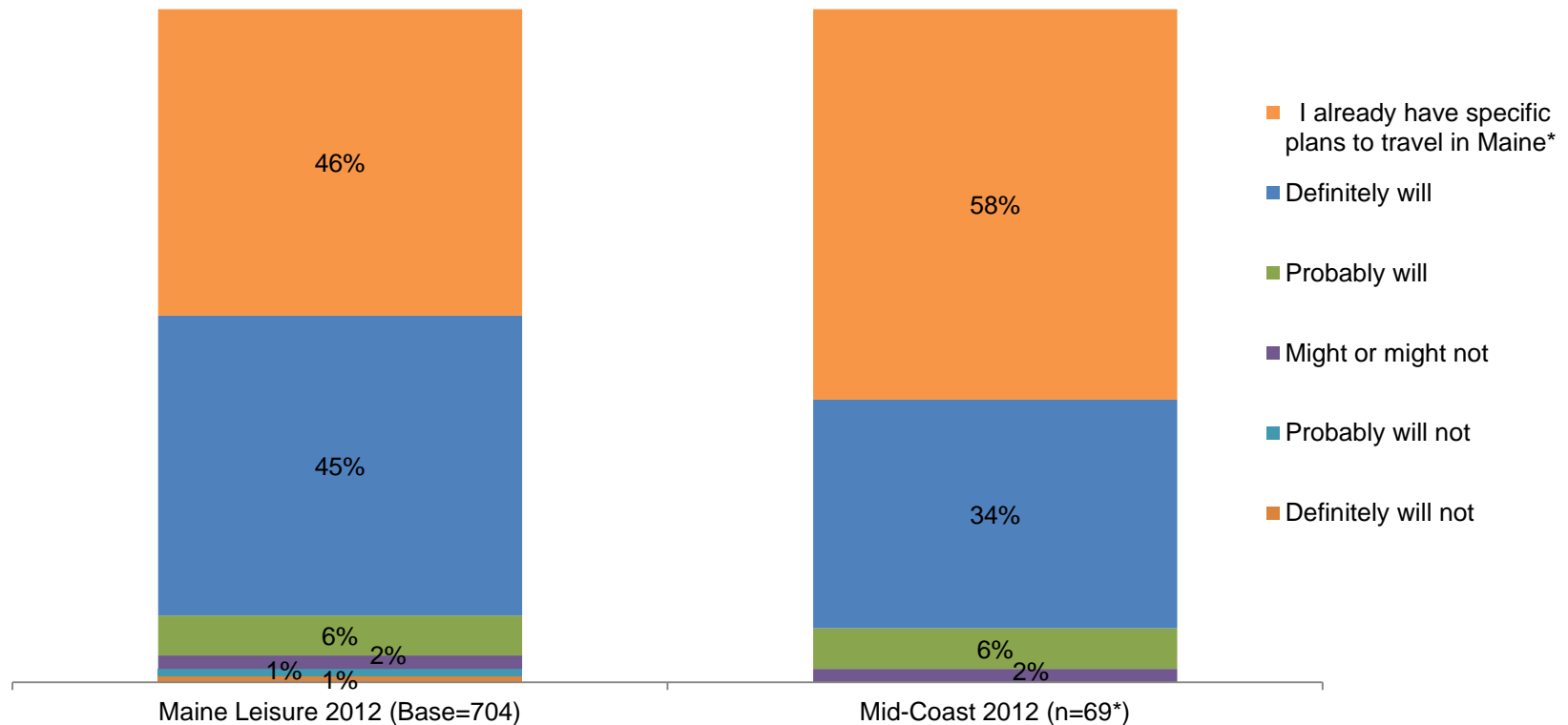
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Future Travel Likelihood

- Nine in ten day leisure visitors to the Mid-Coast region indicated that they *definitely would travel to Maine in the next two years or already had specific plans to do so*. This is comparable to the proportion who responded similarly among day visitors to the State of Maine as a whole.



Day Q19. How likely will you be to travel in Maine in the future/take a day trip in Maine in the future?

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

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Comparison of *Mid-Coast* Visitors to Maine Visitors



Comparisons

- Visitors to the Mid-Coast tourism region and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in demographic characteristics, their reasons for traveling, and the activities they participate in while visiting.
- Overnight visitor demographics portray an older, college-educated, more affluent traveler who is less likely to be employed full-time (likely retirees). Popular trip activities and stated purpose of trips closely follow the many historic and sightseeing attractions and activities available in the Mid-Coast region.
- Highlights:
 - **Visitor Origin**
 - A **lesser proportion** of overnight visitors from **Ontario**
 - A **greater proportion** of day visitors from **Maine**
 - A **lesser proportion** of day visitors from **New Hampshire**
 - **Visitor Demographics**
 - Overnight visitors **more likely** to have a **college degree** and to be **55 years old or older**
 - Overnight visitors **less likely** to be **employed full-time**
 - Overnight visitors **less likely** to be **first-time visitors**
 - Day visitors **more likely** to be **55 years old or older** and to **earn \$100,000 or more per year**

Comparisons Continued

- Highlights Continued:
 - **Primary Purpose of Trip**
 - Overnight visitors **more** likely to be traveling to **spend time with friends and family**
 - Day visitors **less** likely to be visiting the Mid-Coast for **shopping**

 - **Trip Activities – Overnight Visitors**
 - **More likely to be:**
 - Resting/relaxing/unwinding
 - Enjoying the ocean views/rocky coast
 - Sightseeing
 - Visiting historic sites/museums
 - Exploring State and National Parks
 - Shopping for local antiques or arts/crafts

 - **Trip Activities – Day Visitors**
 - **More likely to be:**
 - Driving for pleasure
 - Visiting historic sites
 - Exploring State and National Parks
 - Getting to know the local people/culture



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