

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

Regional Insights: The Maine Beaches

Prepared by



April 2013

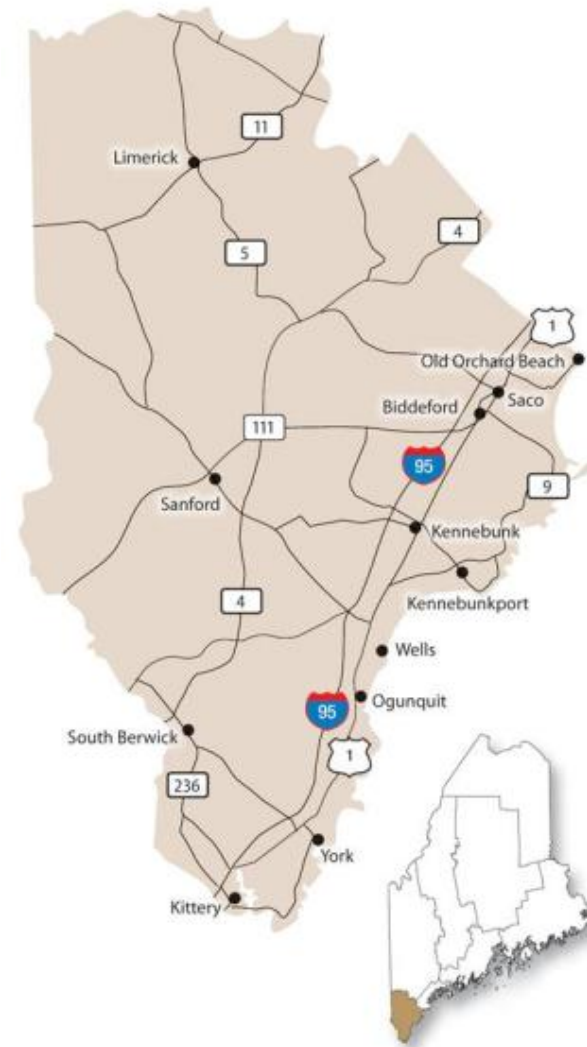
Introduction and Methodology



- 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 **Maine Beaches** tourism region, and is based on:
 - 466 overnight leisure visitors, and
 - 334 day leisure visitors.



Overnight Leisure Visitors: *Traveler Description*



Overnight Leisure Visitor Demographics

- The demographic profile of overnight leisure visitors to the Maine Beaches did not experience many statistically significant year-over-year changes between 2011 and 2012. The one difference to note was in the age of visitors, with a lower proportion under the age of 35 and a higher proportion being over the age of 55, as compared to 2011.

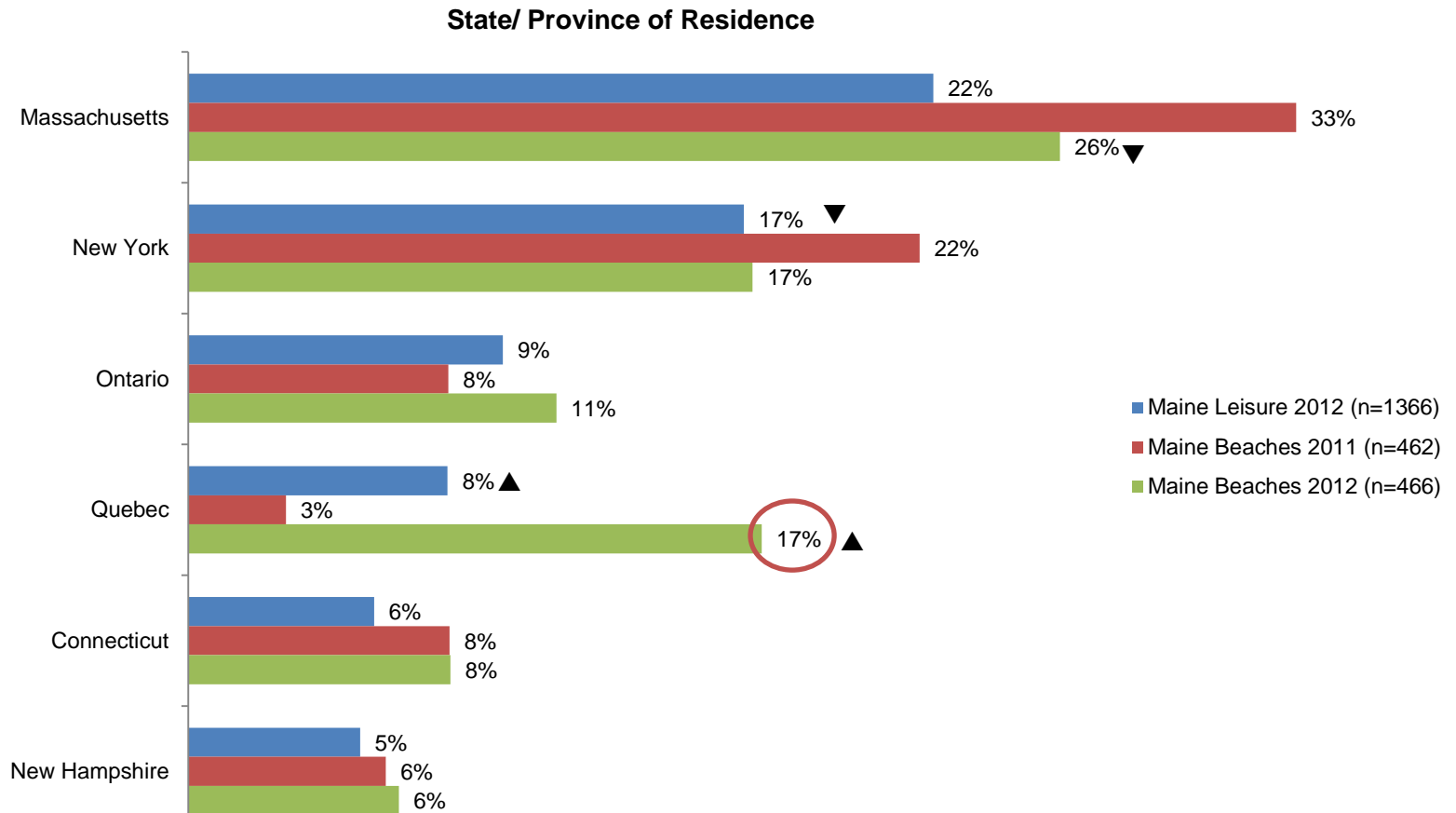
Overnight, Leisure Visitors	Maine Leisure 2012 (n=1366)	Maine Beaches 2011 (n=462)	Maine Beaches 2012 (n=466)
Age:			
< 35	22%▼	26%	17%▼
35 - 44	17%	16%	19%
45 - 54	22%	24%	20%
55 +	39%▲	33%	44%▲
Mean Age (Years)	48.7	46.3	50.0
Income:			
< \$50,000	10%	12%	10%
\$50,000 - \$99,000	32%	35%	28%
\$100,000 +	43%	35%	44%
Mean Income (Thousands)	\$113.47	\$107.03	\$118.04
Female	49%▼	60%	50%▼
College Degree or Higher	79%▲	73%	75%
Married	63%	63%	61%
Employed Full Time	60%	61%	57%

▲▼ 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

- One-fourth of overnight leisure visitors to the Maine Beaches in 2012 are from Massachusetts, making this the largest source of overnight visitors to the region. The proportion of visitors from Massachusetts, however, has dropped from 2011.
- While the State of Maine as a whole experienced an increase in overnight visitation from Quebec, the Maine Beaches experienced an even greater increase between 2011 and 2012, having 3% of overnight visitors from Quebec in 2011 and 17% in 2012.



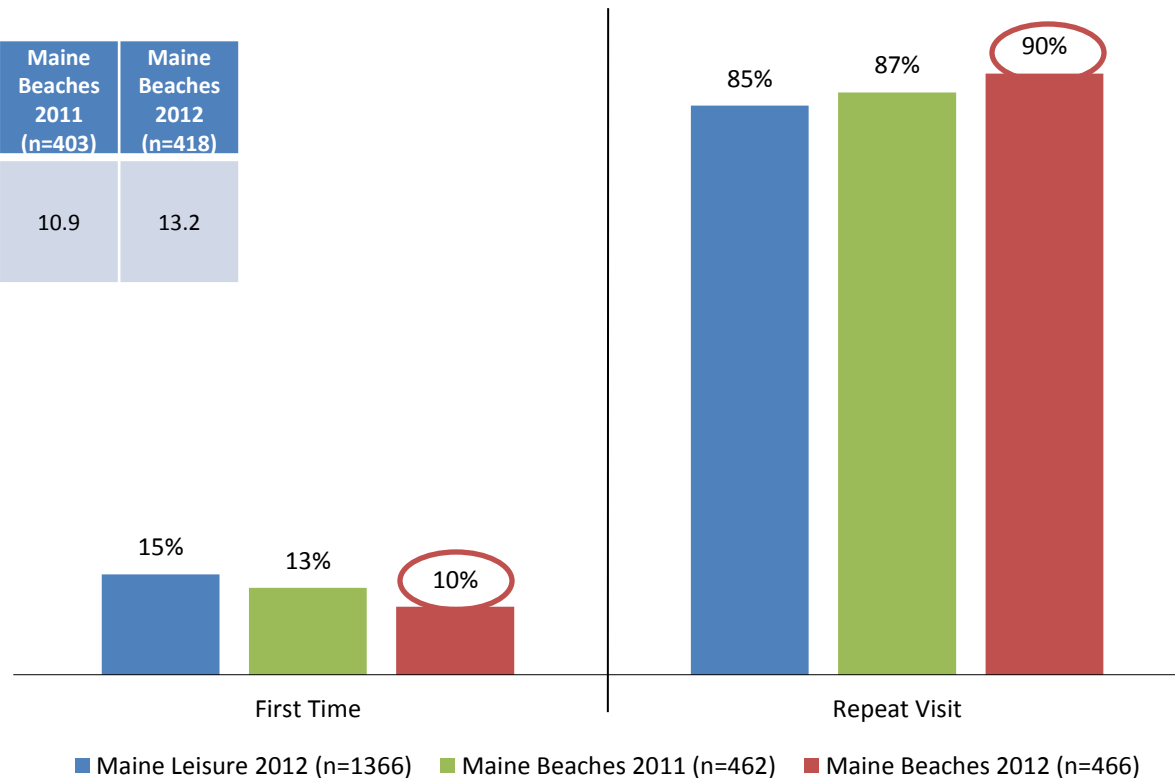
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First-Time vs. Repeat Visitors

- One in ten overnight leisure visitors to the Maine Beaches region in 2012 are visiting for the first time, a slightly lower proportion than first-time visitors to the State of Maine as a whole.

Repeat Overnight Leisure Visitors	Maine Leisure 2012 (n=1159)	Maine Beaches 2011 (n=403)	Maine Beaches 2012 (n=418)
Average number of trips to Maine in past 5 years	13.5	10.9	13.2



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?

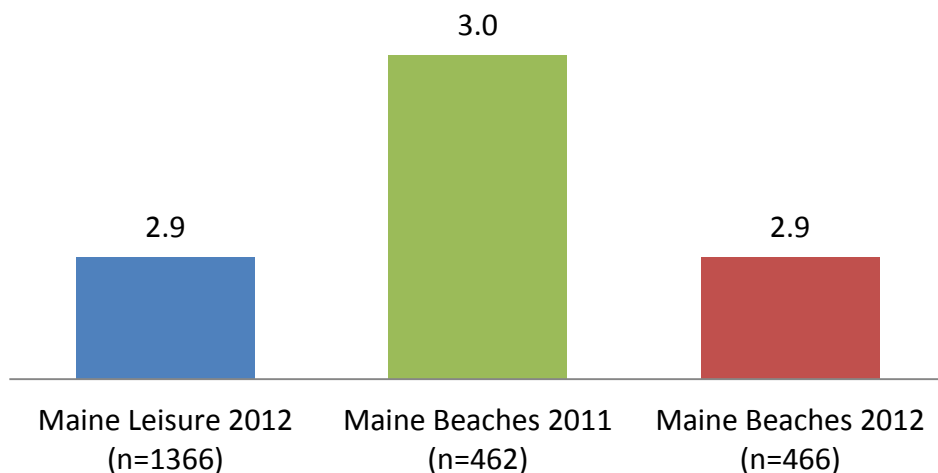
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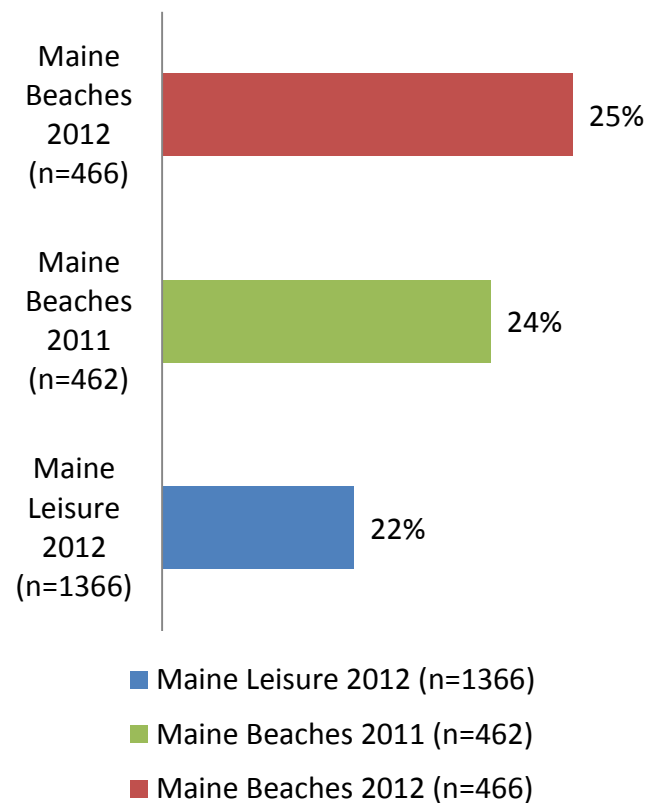
Party Size and Composition

- One-fourth of overnight leisure visitors to the Maine Beaches region in 2012 were traveling with children, similar to visitors throughout the State of Maine. On average, visitors were traveling in parties of 2.9 people.

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?

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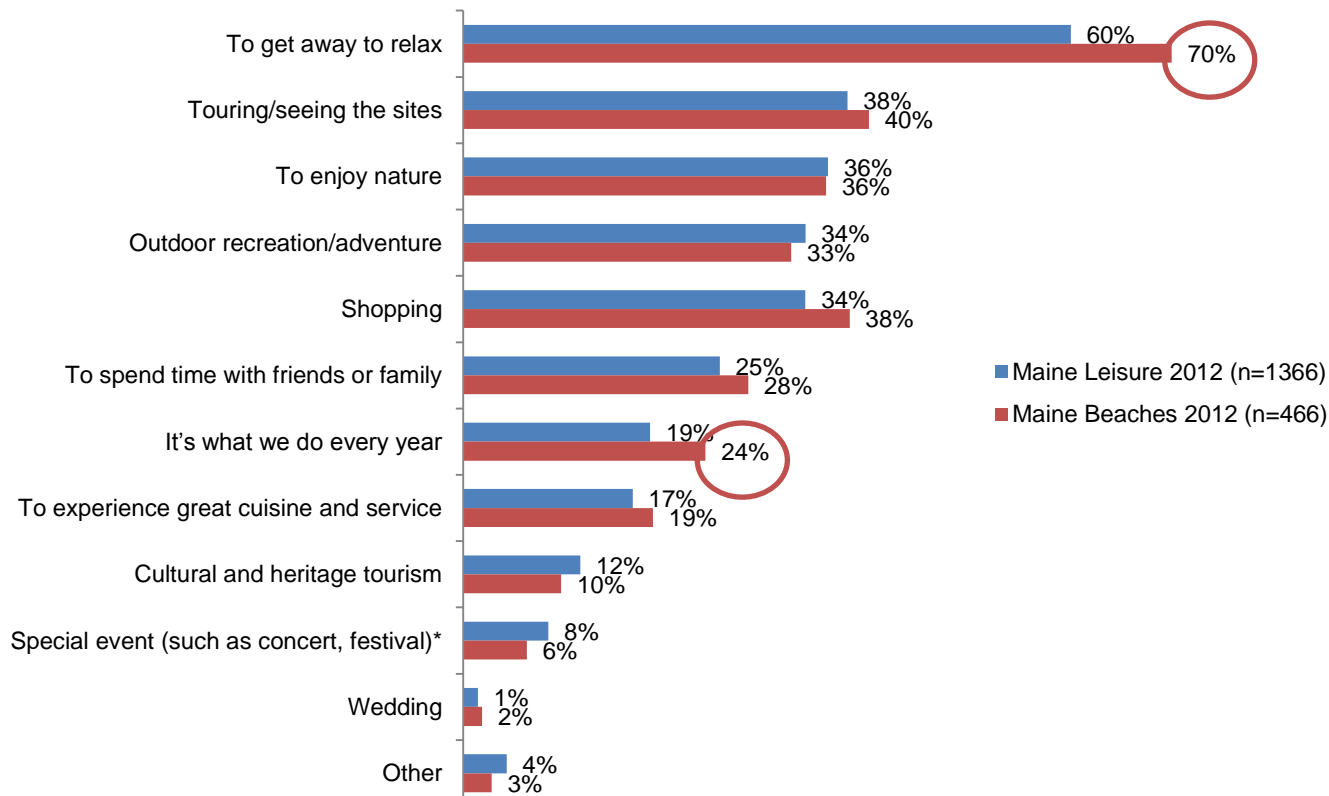
Overnight Leisure Visitors: *Trip Experience*



Primary Purpose of Overnight Leisure Trips

- Seven in ten overnight leisure visitors to the Maine Beaches reported that the primary purpose of their trip was *to get away to relax*. This was significantly more than the proportion of total overnight visitors to Maine.

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.

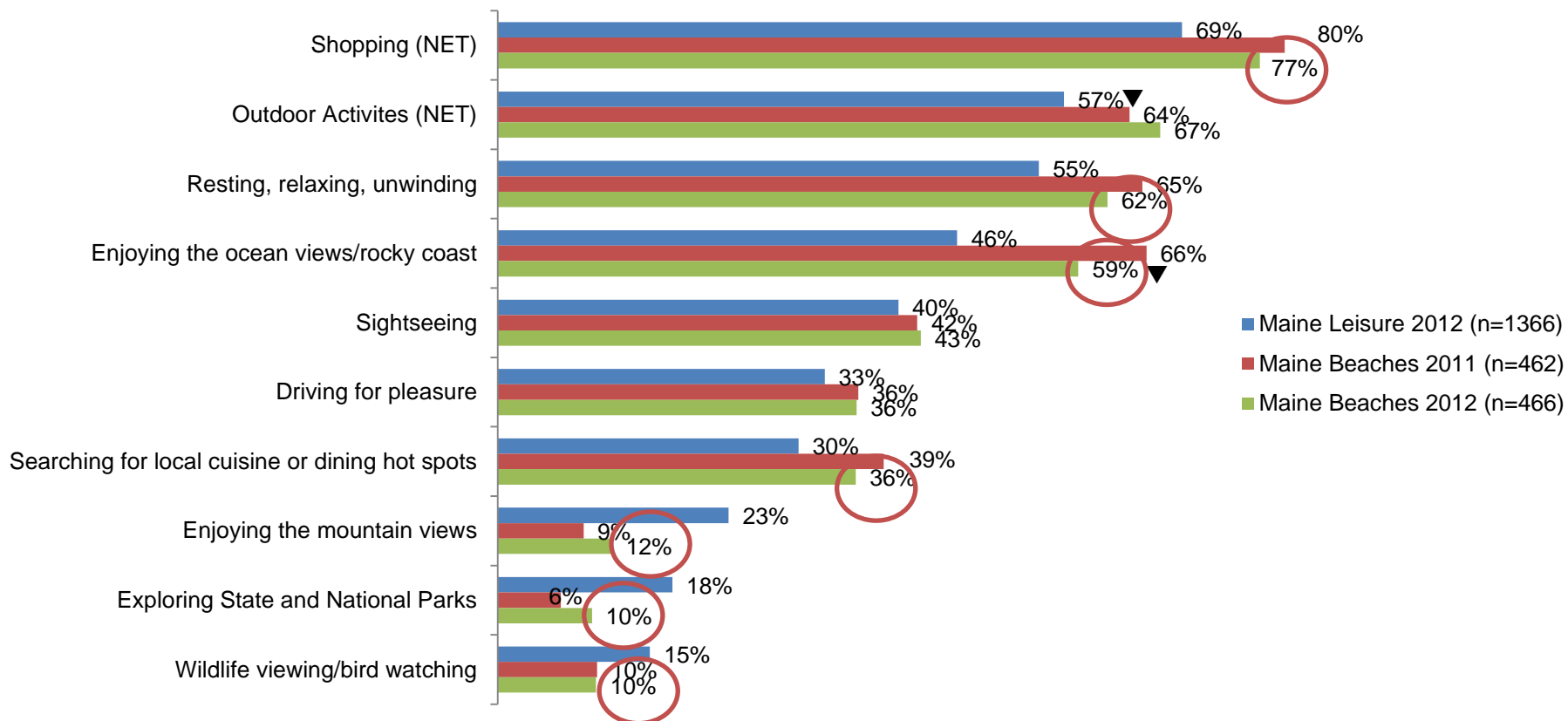
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Overnight Leisure Trip Activities

- The top overnight leisure trip activities for the Maine Beaches remained stable between 2011 and 2012 as far as their order of importance. *Shopping, outdoor activities, and resting/relaxing/unwinding* remain the top activities, followed closely by *enjoying the ocean views*.
- Overnight leisure visitors to the Maine Beaches region are more likely than visitors throughout the State of Maine to mention *shopping, resting/relaxing/unwinding, enjoying the ocean views, and searching for local cuisine*.

Top Trip Activities

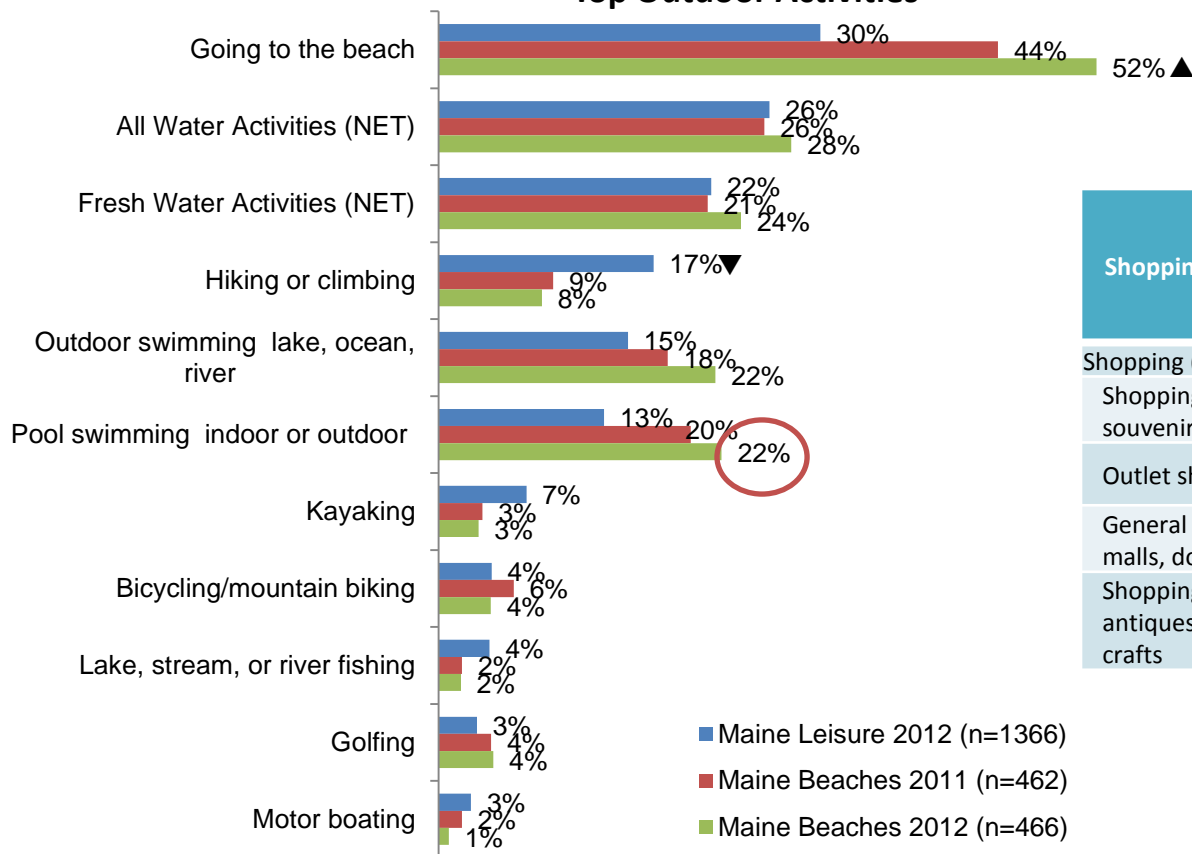


Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).
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Overnight Leisure Outdoor Trip Activities

- Not surprisingly, about half of the overnight visitors to the Maine Beaches went to the beach. *Outlet shopping* was the most popular shopping activity, with half of visitors to the Maine Beaches taking in some outlet shopping while there.

Top Outdoor Activities

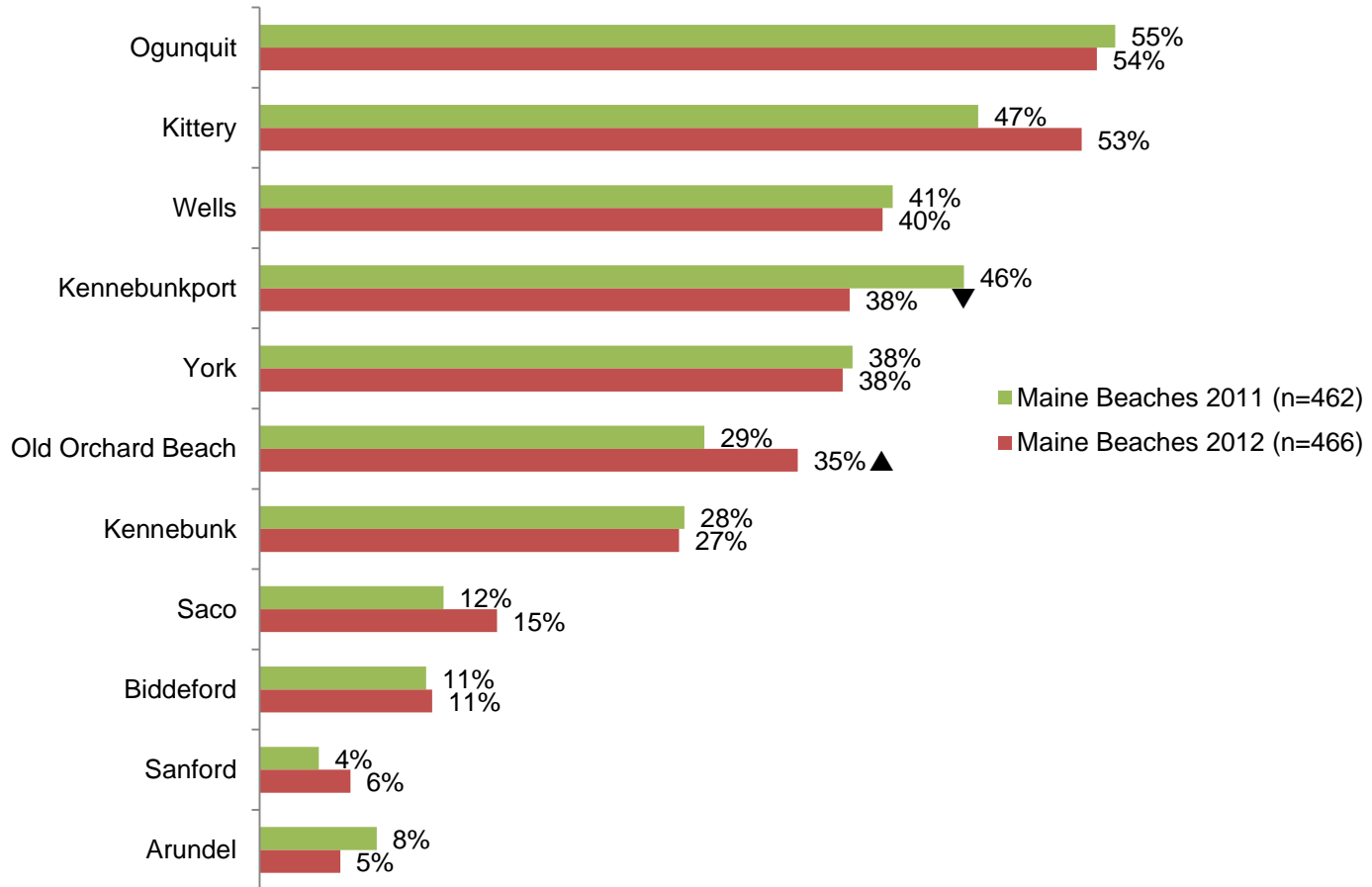


Shopping Activities	Maine Leisure 2012 (n=1366)	Maine Beaches 2011 (n=462)	Maine Beaches 2012 (n=466)
Shopping (NET)	69%	80%	77%
Shopping for gifts or souvenirs	33% ▼	45%	35% ▼
Outlet shopping	36%	46%	49%
General shopping at malls, downtown	31%	33%	35%
Shopping for antiques, local arts, crafts	20%	25%	21%

Towns & Cities Visited

- Half of the overnight leisure visitors to the Maine Beaches visited *Ogunquit* or *Kittery*.
- *Kennebunkport* saw a decrease in its proportion of visitors from 2011 to 2012, while *Old Orchard Beach* saw an increase.

Top Towns & Cities Visited: Southern Maine Coast



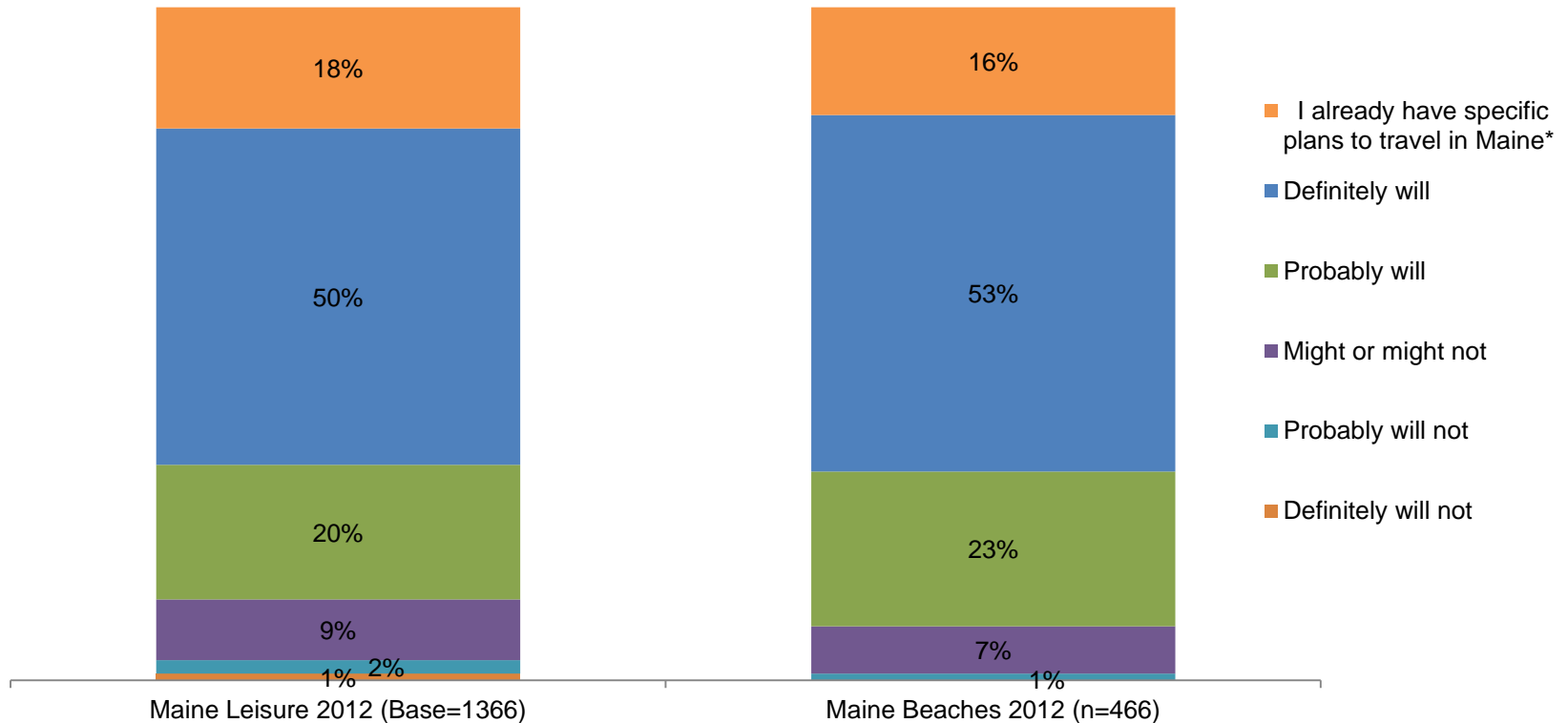
Regional Q31: Within the region you visited, what specific towns or cities did you visit?

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Future Travel Likelihood

- Two-thirds of overnight leisure visitors to the Maine Beaches indicate that they either *definitely will* travel in Maine in the next two years or *already have specific plans to do so*. These results are similar to results 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..

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Day Leisure Visitors: *Traveler Description*



Day Leisure Visitor Demographics

- Similar to overnight visitors, day visitors to the Maine Beaches in 2012 trended a bit older than in 2011.

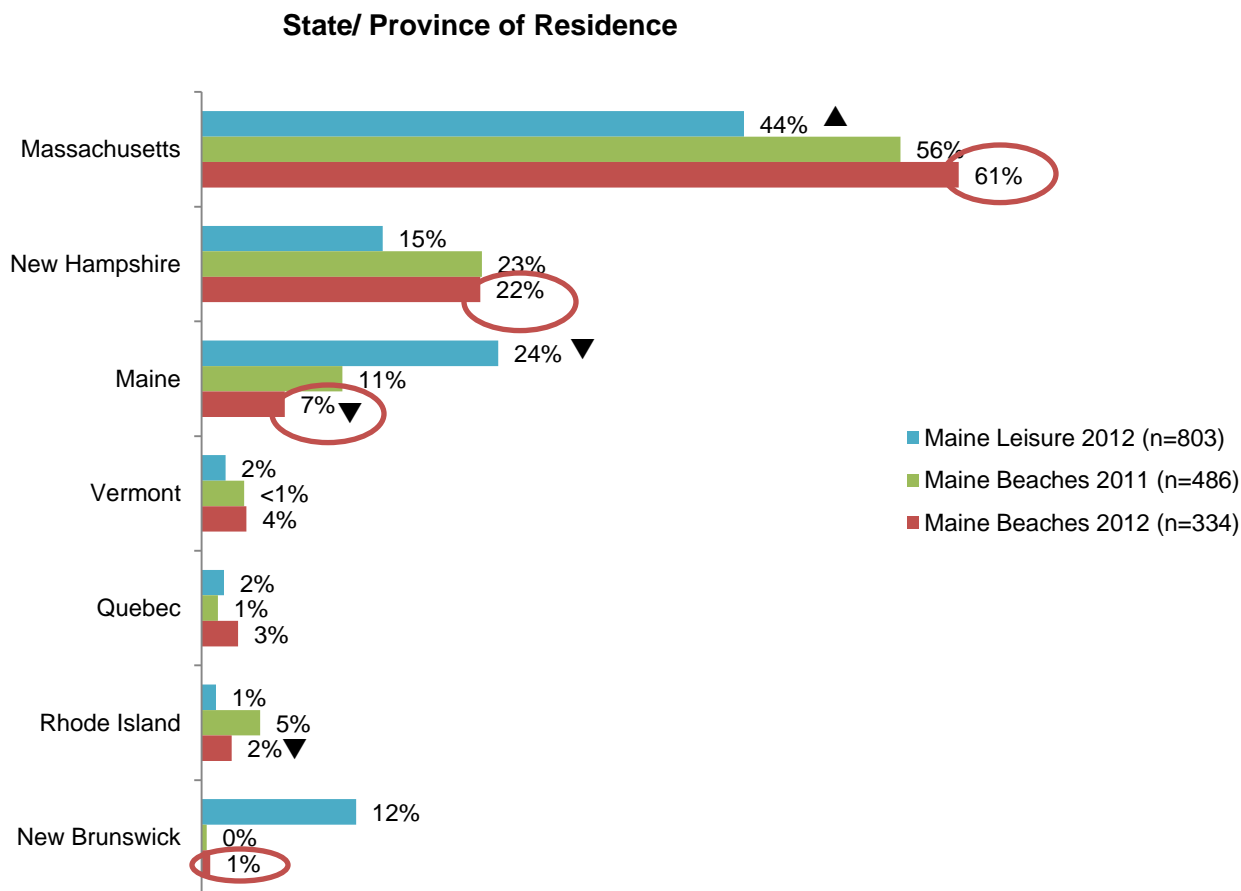
Day, Leisure Visitors	Maine Leisure 2012 (n=803)	Maine Beaches 2011 (n=486)	Maine Beaches 2012 (n=334)
Age:			
< 35	19%▼	30%	22%q
35 - 44	17%	17%	18%
45 - 54	22%	23%	26%
55 +	41%	30%	34%
Mean Age (Years)	49.0▲	44.6	47.1▲
Income:			
< \$50,000	15%	18%	11%
\$50,000 - \$99,000	44%	43%	44%
\$100,000 +	41%	39%	45%
Mean Income (Thousands)	\$101.11▲	\$102.72	\$107.95
Female	47%	67%	49%▼
College Degree or Higher	72%	70%	75%
Married	64%	56%	61%
Employed Full Time	60%	65%	62%

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Day Leisure Visitor Residence

- Almost two-thirds of day visitors to the Maine Beaches region are from Massachusetts, likely related to the high population in that state in conjunction with its close proximity to the region. Massachusetts was also the largest source of overnight visitors to this region, underscoring the importance of Massachusetts to overall visitation to the Maine Beaches.
- In addition to Massachusetts, the Maine Beaches region also pulls in a higher proportion of visitors than the rest of the State from New Hampshire. Conversely, in-state travelers are less likely to head to the Maine Beaches than to the rest of Maine.



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

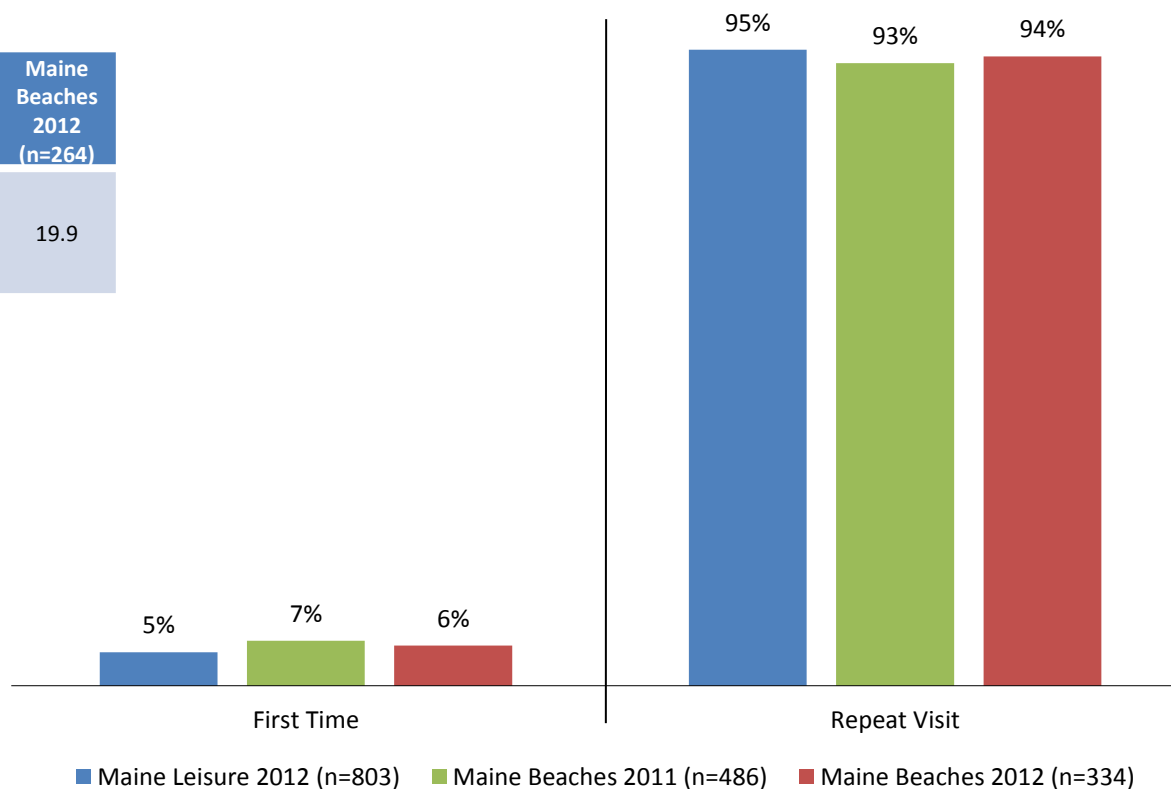
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First-Time vs. Repeat Visitors

- Similar to statewide visitors, day leisure visitors to the Maine Beaches region are even less likely than overnight visitors to be first-time visitors. This proportion of first-time day visitors has not shifted between 2011 and 2012.

Repeat Leisure Day Visitors	Maine Leisure 2012 (n=510)	Maine Beaches 2012 (n=264)
Average number of trips to Maine in past 5 years	22.5	19.9



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?

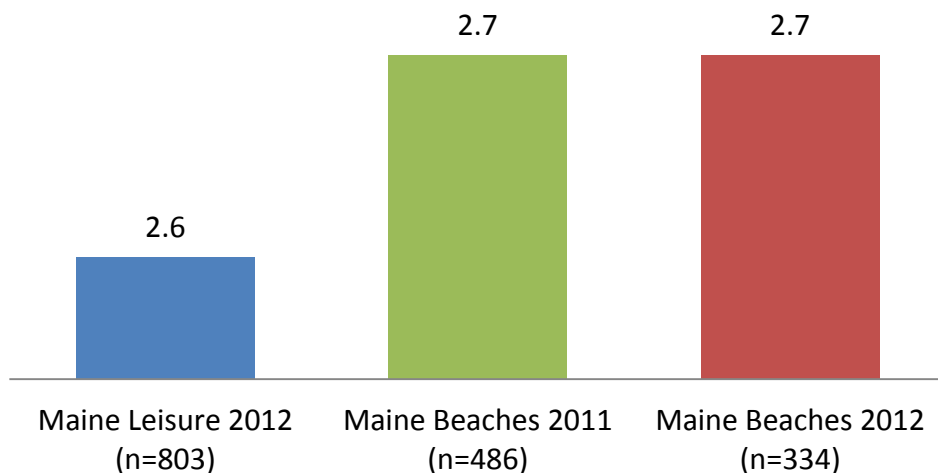
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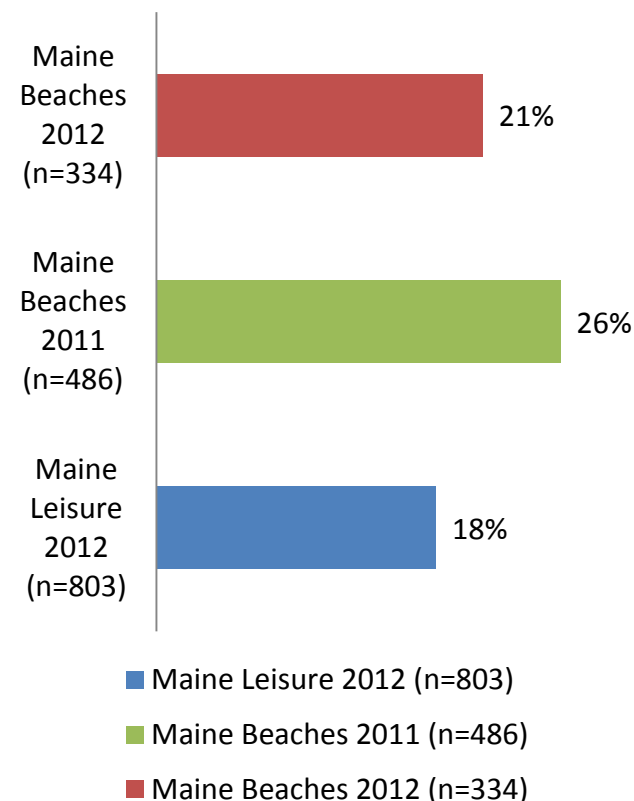
Party Size and Composition

- Similar to overnight leisure visitors, one-fifth of day leisure visitors to the Maine Beaches region in 2012 were traveling with children. On average, visitors were traveling in parties of 2.7 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

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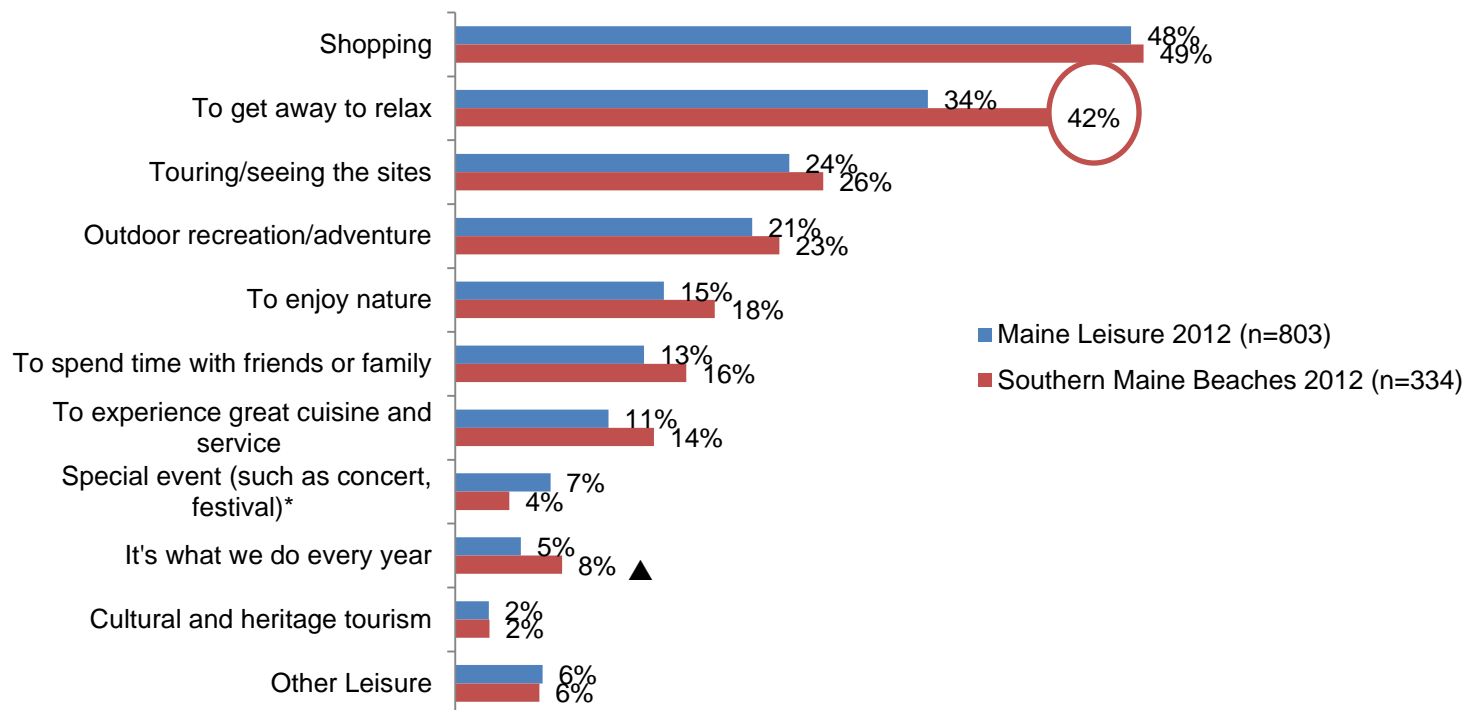
Day Leisure Visitors: *Trip Experience*



Primary Purpose of Day Leisure Trips

- *Shopping* was the top primary leisure trip purpose among day visitors to the Maine Beaches in 2012, with half of all day visitors to the Maine Beaches traveling to the area primarily for shopping. *Getting away to relax* was the primary trip purpose for 42% of day visitors to the Maine Beaches, a higher proportion than for the State as a whole.

Primary Purpose of Day Leisure Trips



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

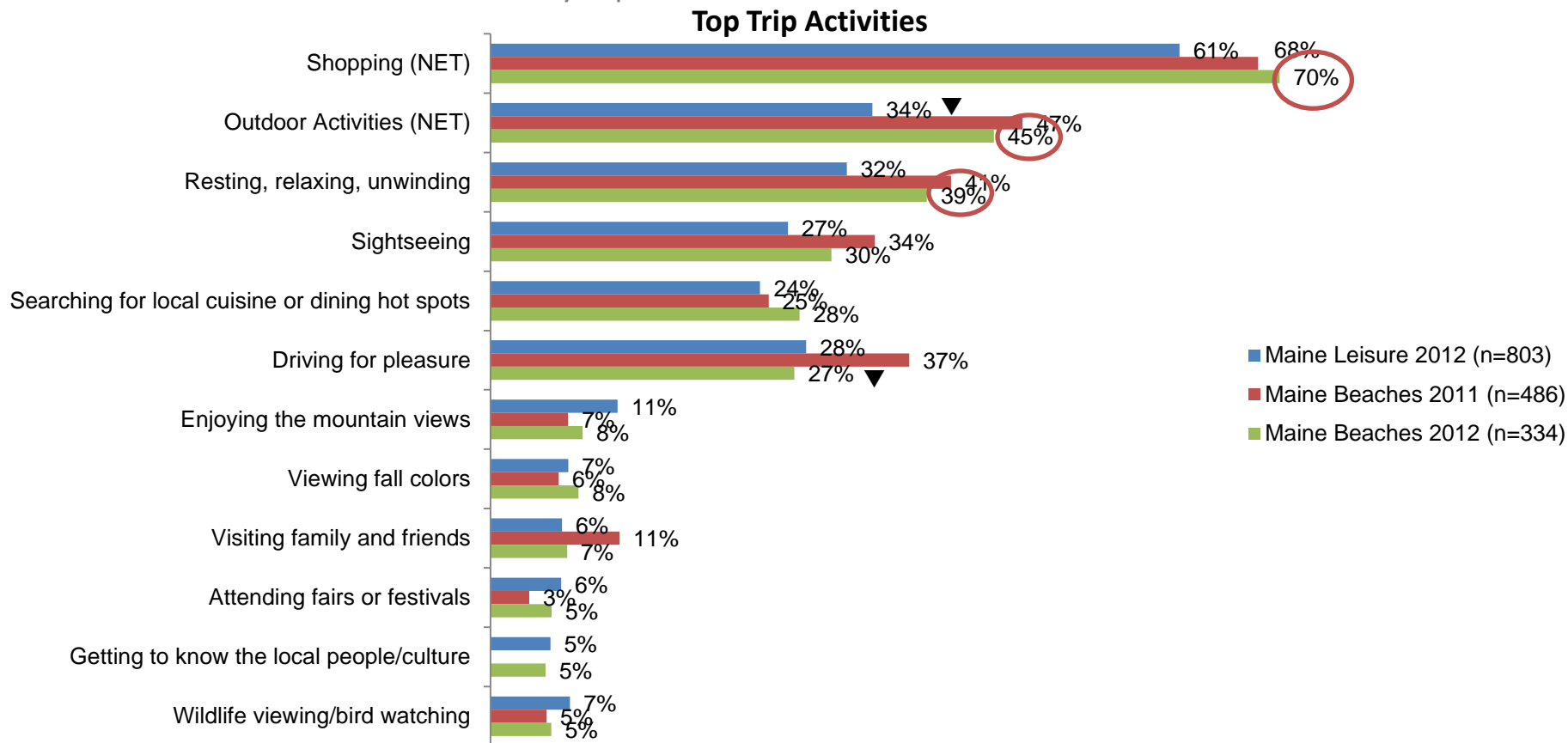
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Day Leisure Trip Activities

- Underscoring the importance of shopping as a day leisure trip activity for the Maine Beaches region, seven-in-ten day visitors to the Maine Beaches region reported that they went shopping during their visit. This is significantly higher than for the rest of the State.
- Aside from shopping, almost half of leisure day visitors reported that they enjoyed various *outdoor activities* on their day trip.



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

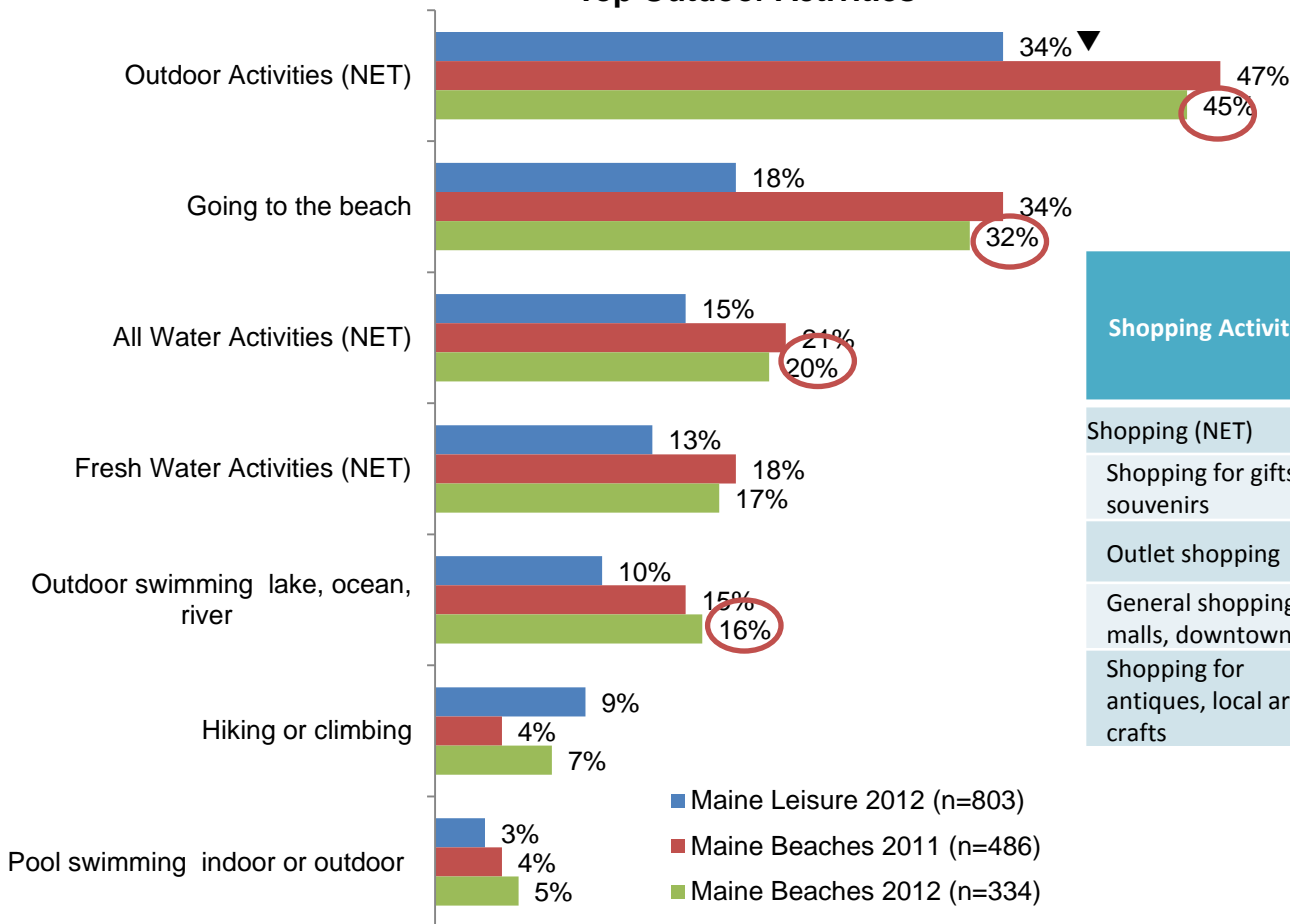
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Day Leisure Outdoor Trip Activities

- Among outdoor activities, day visitors to the Maine Beaches were most likely to *go to the beach*. As expected, day visitors to the Maine Beaches were more likely than all day visitors to Maine to participate in outdoor activities, beach going, and water activities.

Top Outdoor Activities

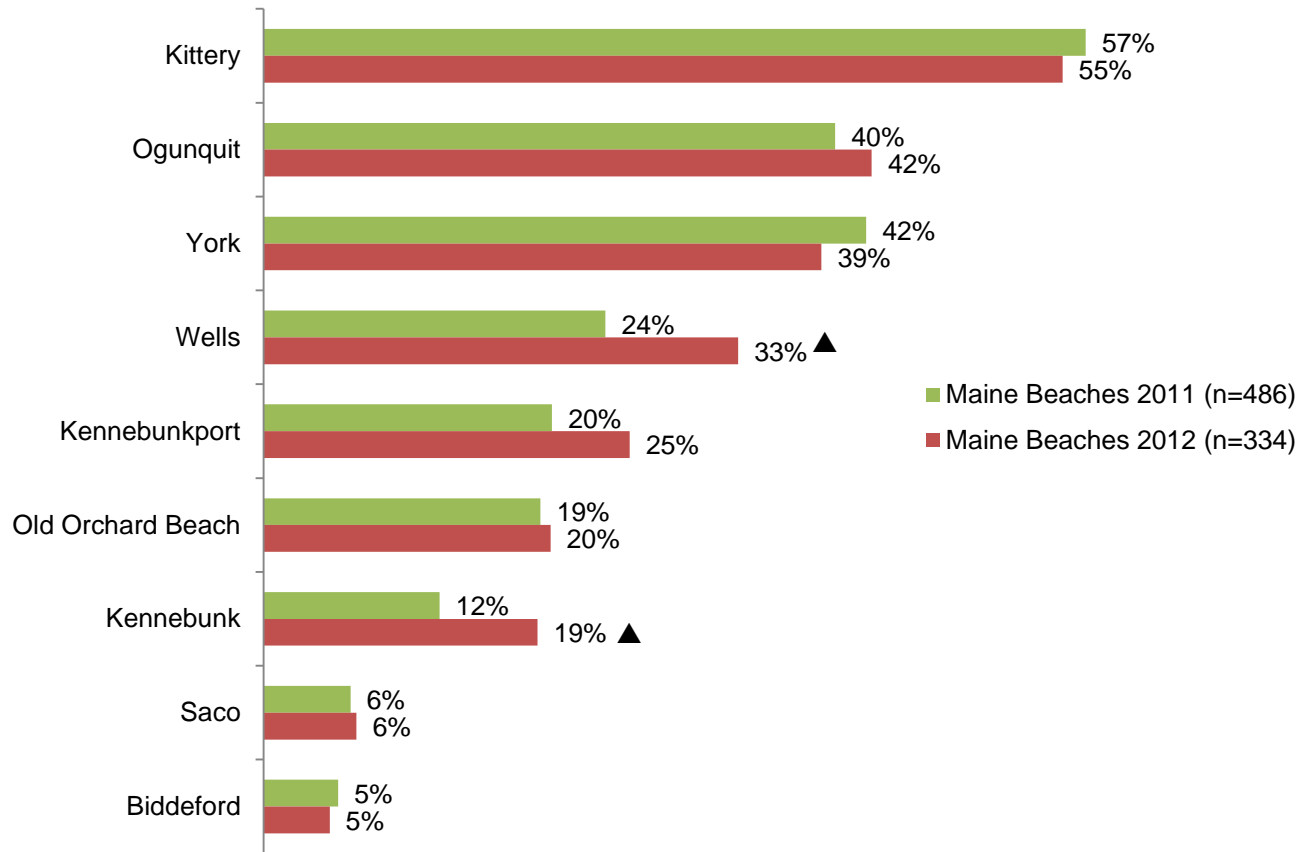


Shopping Activities	Maine Leisure 2012 (n=803)	Maine Beaches 2011 (n=486)	Maine Beaches 2012 (n=334)
Shopping (NET)	61%	68%	70%
Shopping for gifts or souvenirs	18%	26%	22%
Outlet shopping	32%	47%	45%
General shopping at malls, downtown	26%	20%	19%
Shopping for antiques, local arts, crafts	15%	15%	19%

Towns & Cities Visited

- More than half of the day leisure visitors to the Maine Beaches visited *Kittery*, while about two in five visited *Ogunquit* and *York*.
- *Wells* and *Kennebunk* both saw an increase in the proportion of day visitors from 2011 to 2012.

Top Cities/ Towns Visited



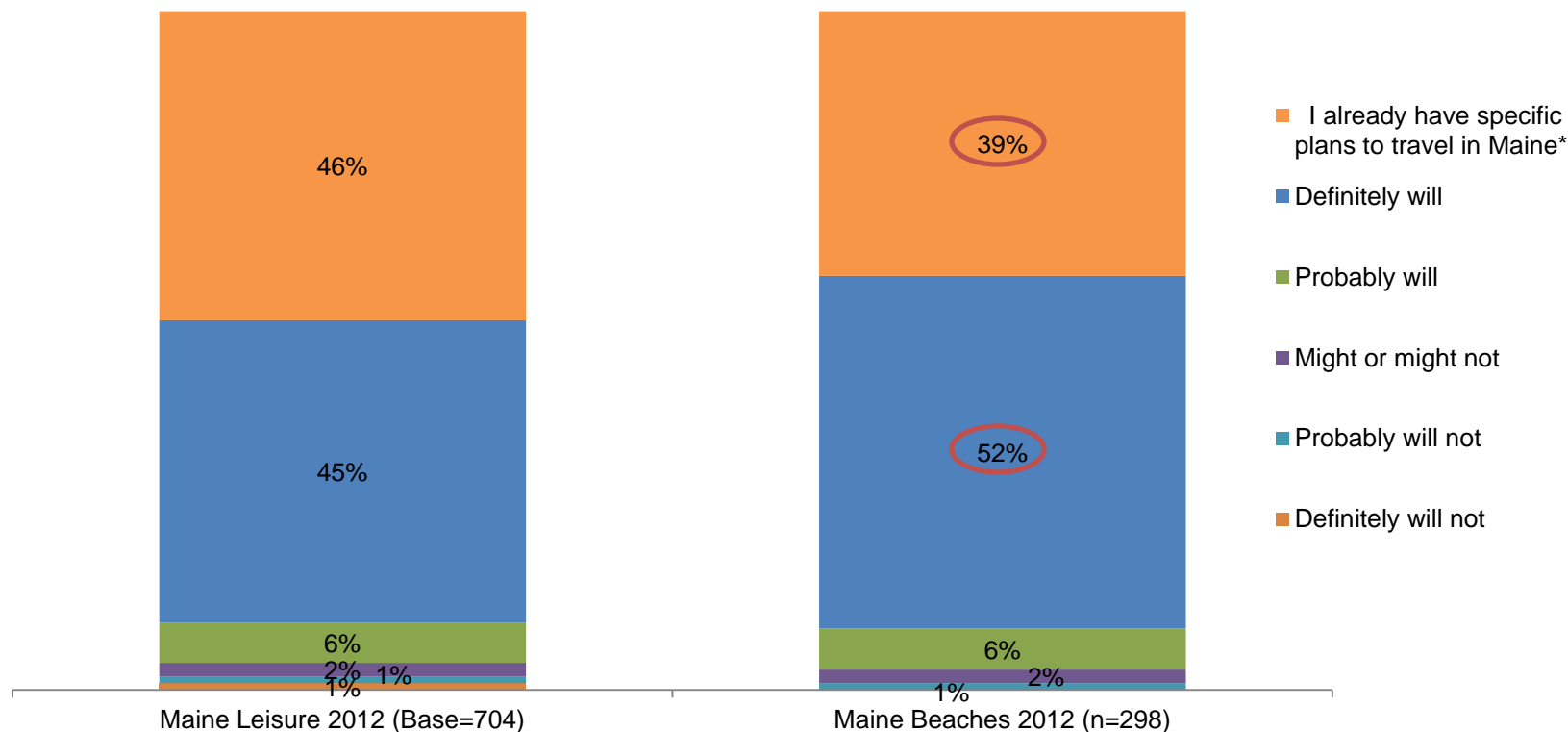
Day Q12: Within the region, what specific towns or cities did you visit?

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Future Travel Likelihood

- Nine in ten day leisure visitors report that they will travel in Maine in the future, with 39% reporting that they already have specific plans to do so. The proportion reporting that they *already have specific plans to travel* is lower than for the State as a whole, while the proportion reporting they *definitely will travel* is higher than for the State.



Day Q19. How likely will you be to take a day trip 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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Comparison of *Maine Beaches* Visitors to Maine Visitors



Comparisons

- Visitors to the Maine Beaches and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in visitor origin, their reasons for traveling, and the activities they participate in while visiting.
- Visitor origin can clearly be attributed to the location of the Maine Beaches region, in close proximity to Massachusetts and New Hampshire, and the continued draw among Quebec residents to the beaches of Maine. Popular trip activities closely follow the many shopping, dining, and beach activities available in the Maine Beaches region.
- Highlights:
 - **Visitor Origin**
 - A **greater proportion** of overnight visitors from **Quebec**.
 - A **greater proportion** of day visitors from **Massachusetts** and **New Hampshire**.
 - A **lesser proportion** of day visitors from **Maine** and **New Brunswick**.
 - **Primary Purpose of Trip**
 - Overnight and day visitors **more** likely to be traveling to **get away to relax**.
 - Overnight visitors **more** likely to state **it's what we do every year**.

Comparisons Continued

- Highlights Continued:
 - **Trip Activities – Overnight Visitors**
 - **More likely to be:**
 - Shopping
 - Resting/relaxing/unwinding
 - Enjoying the ocean views/rocky coast
 - Searching for local cuisine or dining hot spots
 - **Less likely to be:**
 - Enjoying the mountain views
 - Exploring state and national parks
 - Wildlife viewing/bird watching
 - **Trip Activities – Day Visitors**
 - **More likely to be:**
 - Shopping
 - Resting/relaxing/unwinding
 - Participating in outdoor activities
 - Various beach and water activities



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