

**Maine Office of Tourism  
Visitor Tracking Research  
2013 Calendar Year Annual Report**

***Regional Insights:  
Greater Portland & Casco Bay***

*Prepared by*



May 2014

# Table of Contents

<b>Research Objectives and Methodology</b>	3
<b>Overnight Visitors:</b>	
Traveler Description	6
Trip Experience	11
<b>Day Visitors:</b>	
Traveler Description	18
Trip Experience	23
<b>Comparison of Greater Portland &amp; Casco Bay Visitors to Maine Visitors</b>	30

# Research Objectives and Methodology



# Research Objectives 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 2013, with travel occurring between January 2013 and December 2013. Data was collected between January 1st and December 15<sup>th</sup>, 2013. The number of completed statewide surveys collected for each research component are as follows:
  - Maine Overnight Visitor Survey – 2,675
  - Maine Day Visitor – 1,685
  - National Omnibus Survey – 17,591

# Research Objectives and Methodology

- The following report includes data on visitors to the Greater Portland and Casco Bay tourism region.
  - 407 overnight visitors, and
  - 284 day visitors.
- Throughout this report, a significant increase from the previous year is indicated by **green** text, and a significant decrease from the previous year is indicated by **red** text.



# Overnight Visitors: *Traveler Description*



# Overnight Visitor Demographics

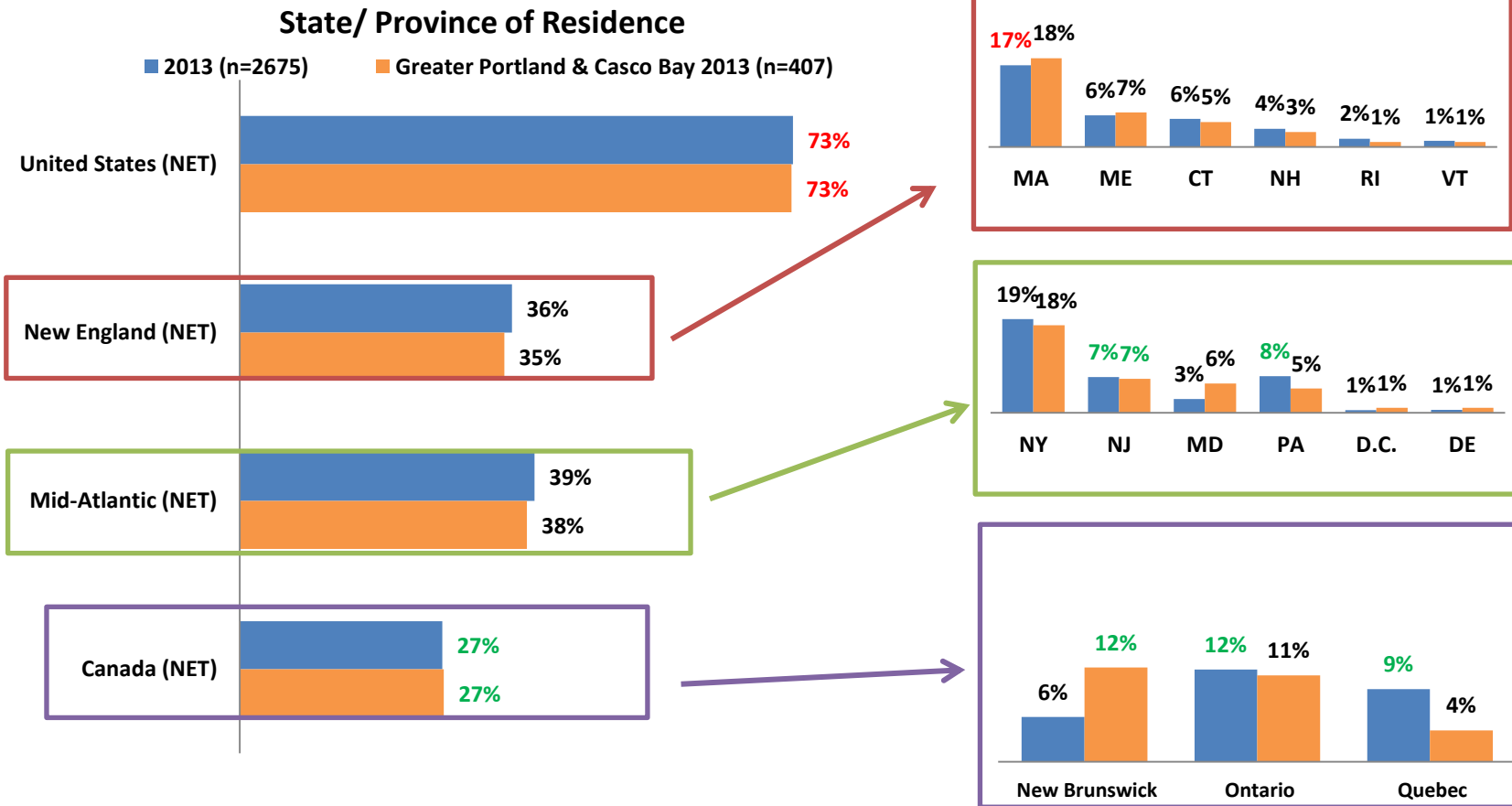
Overnight Visitors	Maine 2013 (n=2675)	Greater Portland & Casco Bay 2013 (n=407)
Age:		
< 35	25%	26%
35 - 44	17%	17%
45 - 54	22%	19%
55 +	35%	38%
Mean Age (Years)	47.1	47.7
Income:		
< \$50,000	11%	9%
\$50,000 - \$99,000	33%	32%
\$100,000 +	45%	48%
Mean Income (Thousands)	\$115,427	\$120,000
Female	47%	44%
College Degree or Higher	81%	83%
Married	60%	59%
Employed Full Time	<b>68%</b>	71%

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Massachusetts and New York send the greatest proportions of overnight visitors to the Greater Portland region.

- Canadian visitation from New Brunswick and Ontario is also quite high.



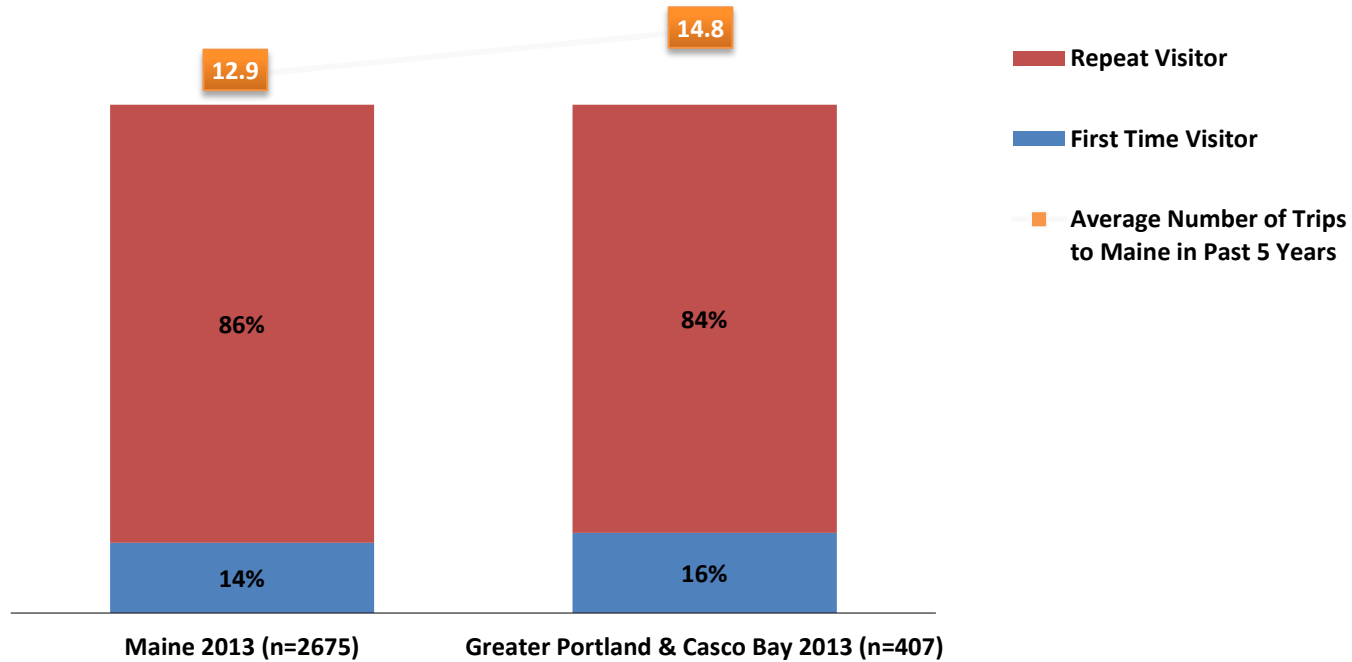
State/ Province of Residence

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



# Four in five overnight visitors to the Greater Portland region are repeat visitors.

### Repeat vs. First Time Visitors



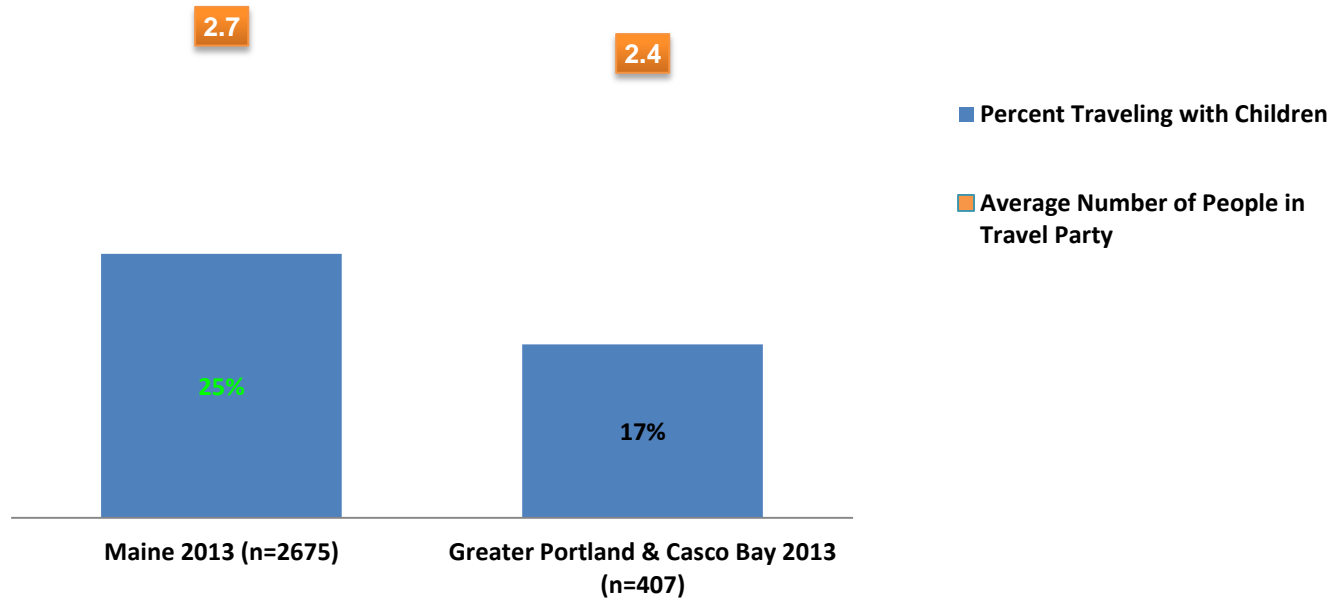
Regional Q9. Was this your first visit in Maine?

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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# One in five overnight visitors to the Greater Portland region traveled with children.

## Travel Party Composition



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?

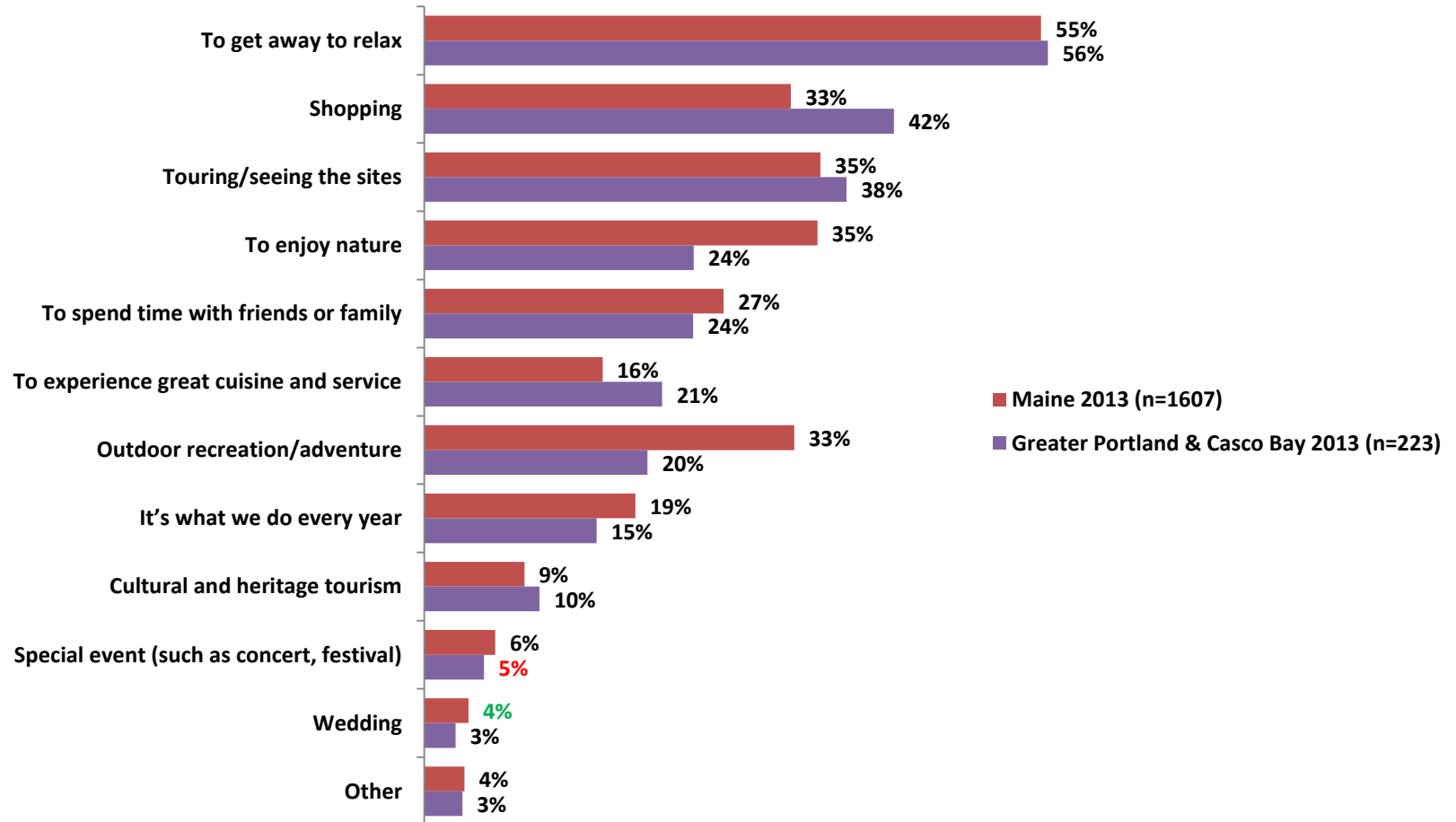
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Overnight Visitors: *Trip Experience*



# Getting away to relax was the top reason mentioned for traveling among overnight visitors to this region.

### Primary Purpose of Overnight Leisure Trips

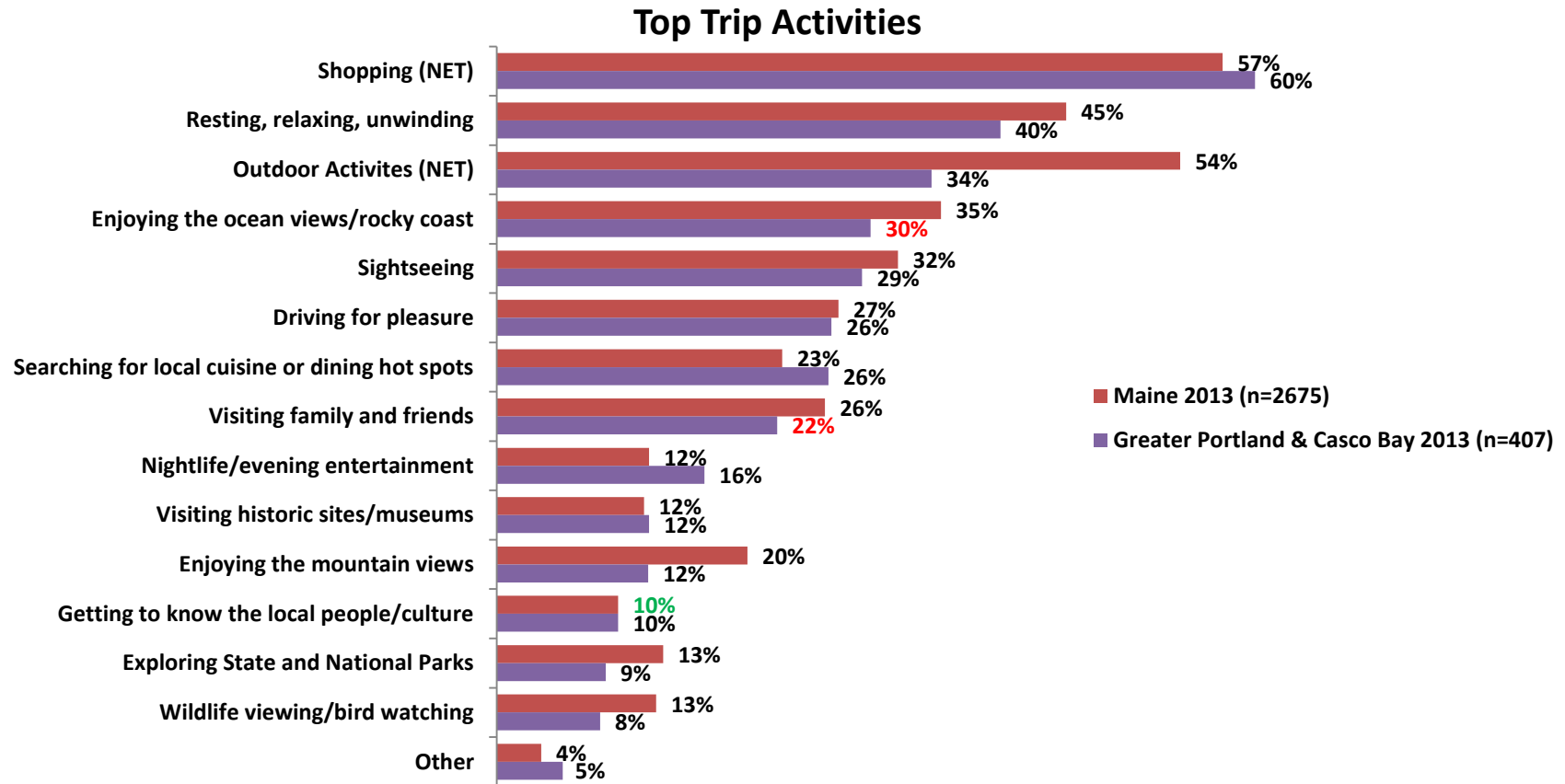


Regional Q7. What was the primary purpose of your most recent trip in Maine?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Shopping is the top trip activity among overnight visitors to the Greater Portland region.

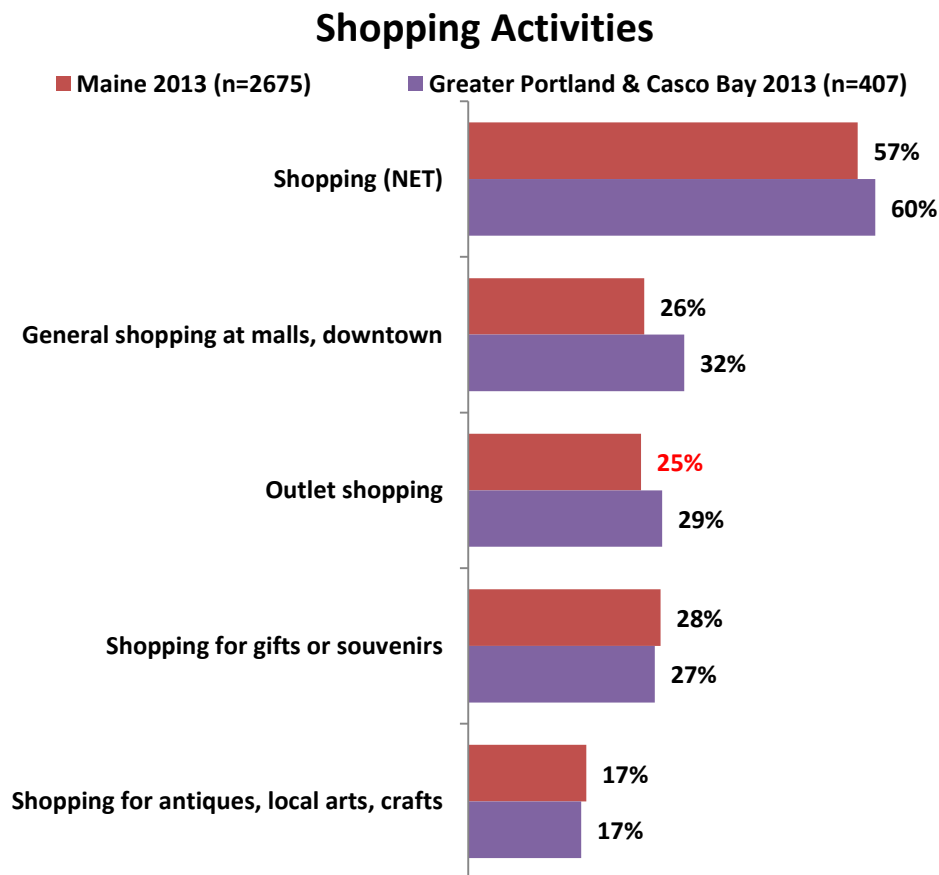
- Resting/relaxing/unwinding and various outdoor activities are also popular.



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

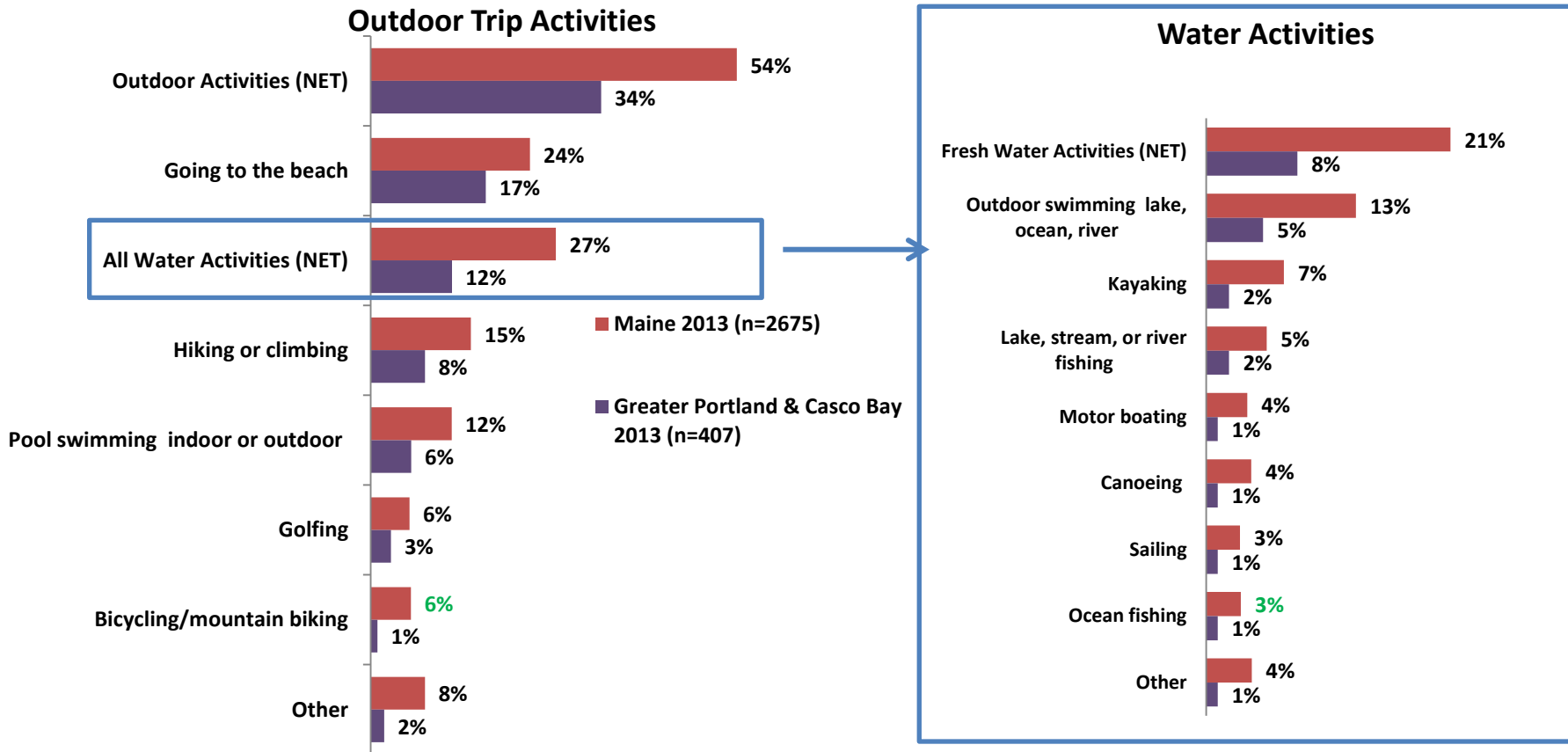
# General mall/downtown shopping is the most popular shopping activity among overnight visitors.



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

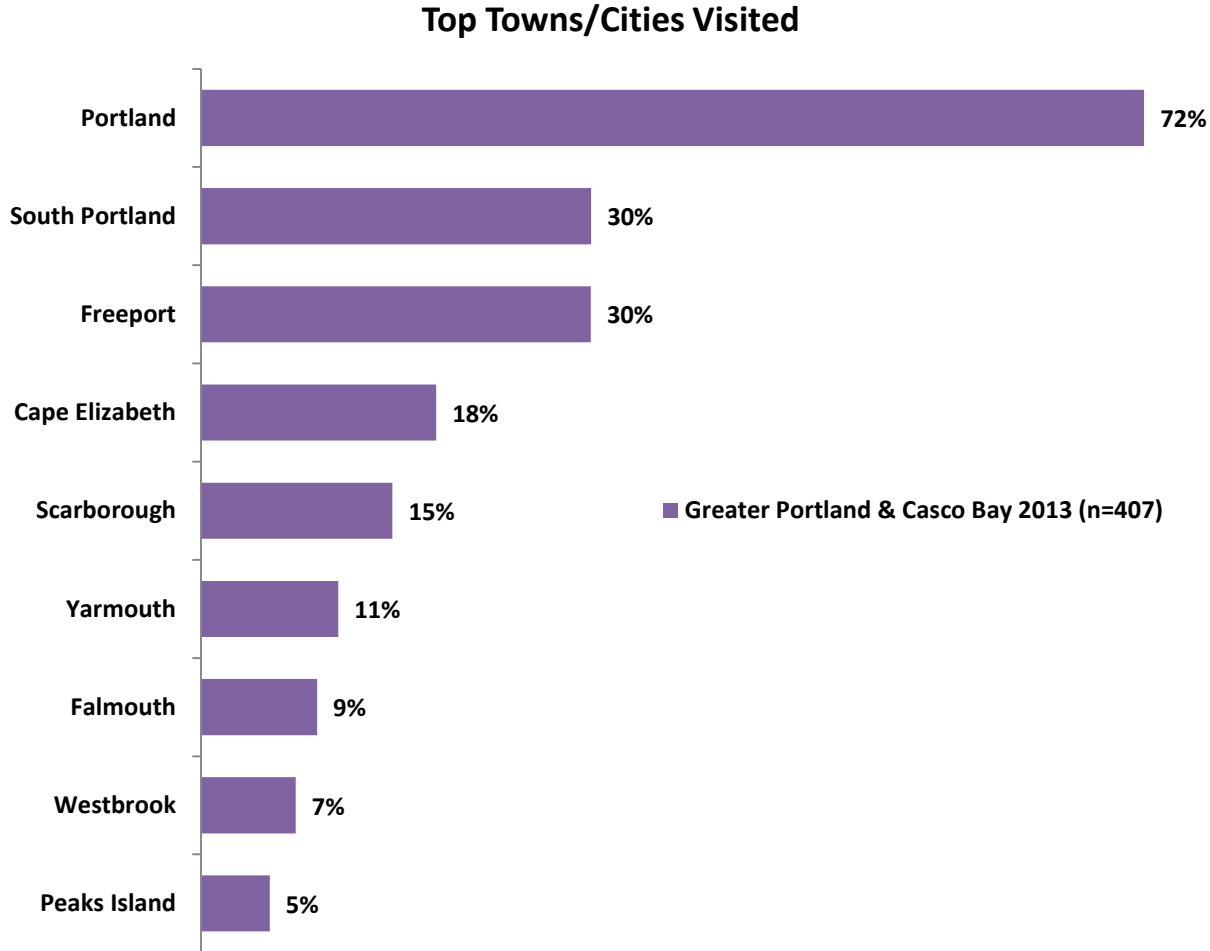
# Popular outdoor activities in the Greater Portland region include going to the beach and various water activities.



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Three-fourths of overnight visitors to the Greater Portland/Casco Bay region spent time in Portland.



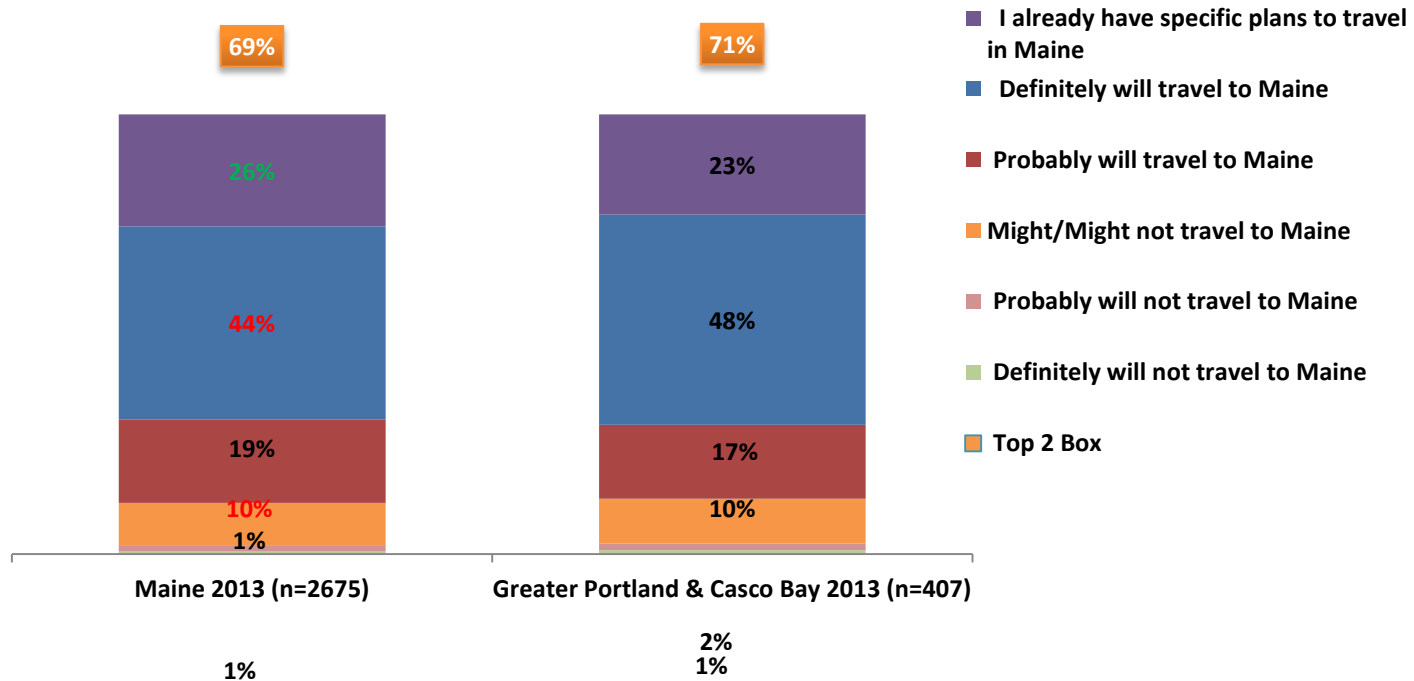
Regional Q31: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



# Seven in ten overnight visitors plan to visit Maine again in the future.

## Future Travel Likelihood



Regional Q37. How likely will you be to travel in Maine in the future/take a day trip in Maine in the future?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Day Visitors: *Traveler Description*



# Day Visitor Demographics

- Day visitors to the Greater Portland & Casco Bay region are more likely to have a college degree than day visitors to the State of Maine as a whole, but are *less* likely to be married.

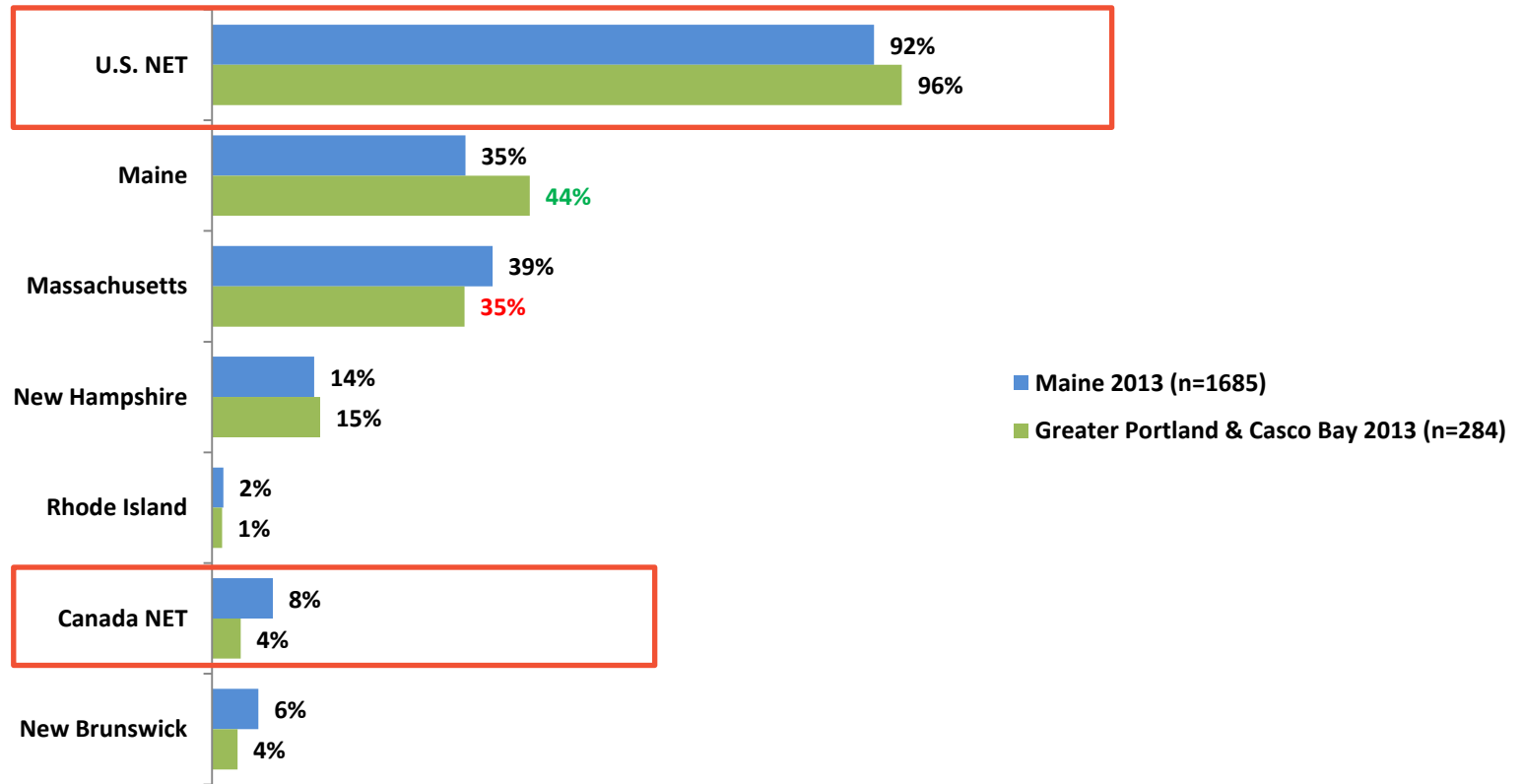
Day Visitors	Maine 2013 (n=1685)	Greater Portland & Casco Bay 2013 (n=284)
Age:		
< 35	<b>20%</b>	22%
35 - 44	15%	13%
45 - 54	25%	25%
55 +	40%	41%
Mean Age (Years)	<b>49.0</b>	48.4
Income:		
< \$50,000	19%	18%
\$50,000 - \$99,000	42%	46%
\$100,000 +	38%	36%
Mean Income (Thousands)	\$98,010	\$96,710
Female	<b>54%</b>	58%
College Degree or Higher	71%	<77%>
Married	<66%>	59%
Employed Full Time	63%	68%

<> indicates a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Maine and Massachusetts contribute more than three-fourths of the day visitors to the Greater Portland region.

State/ Province of Residence

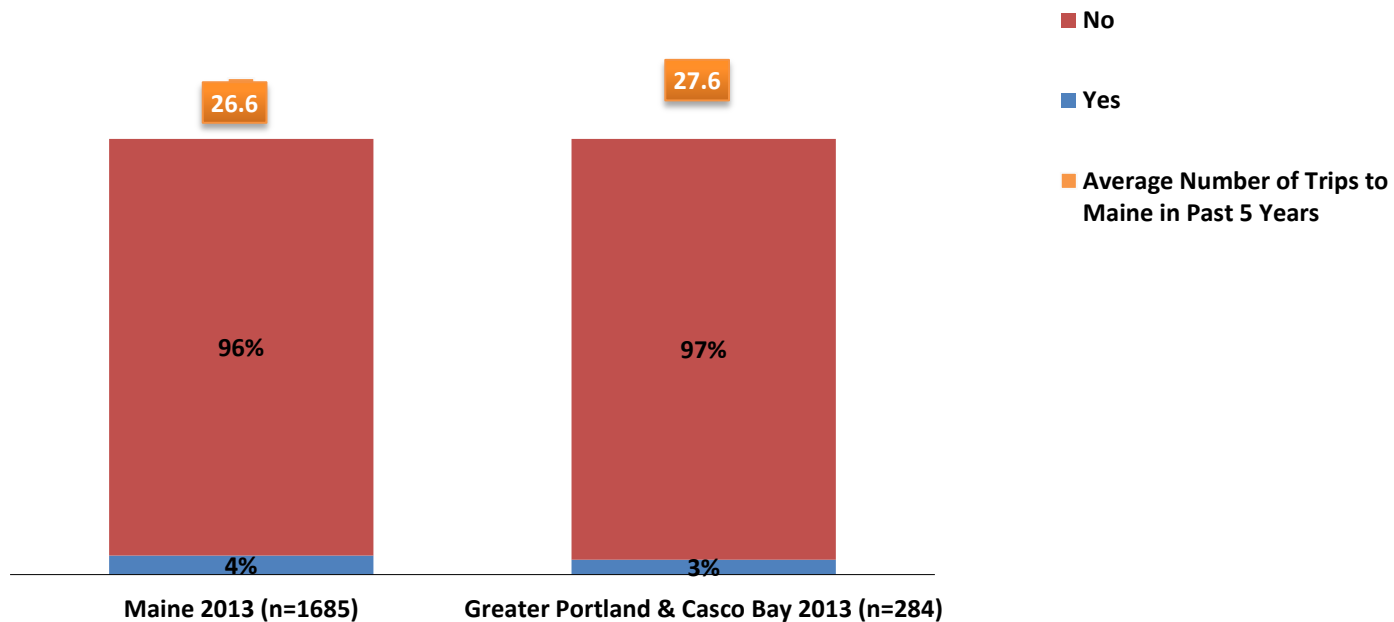


Day Q1A. In what State or Province do you reside?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Nearly all day visitors to the Greater Portland region have visited previously.

## Repeat vs. First Time Visitors



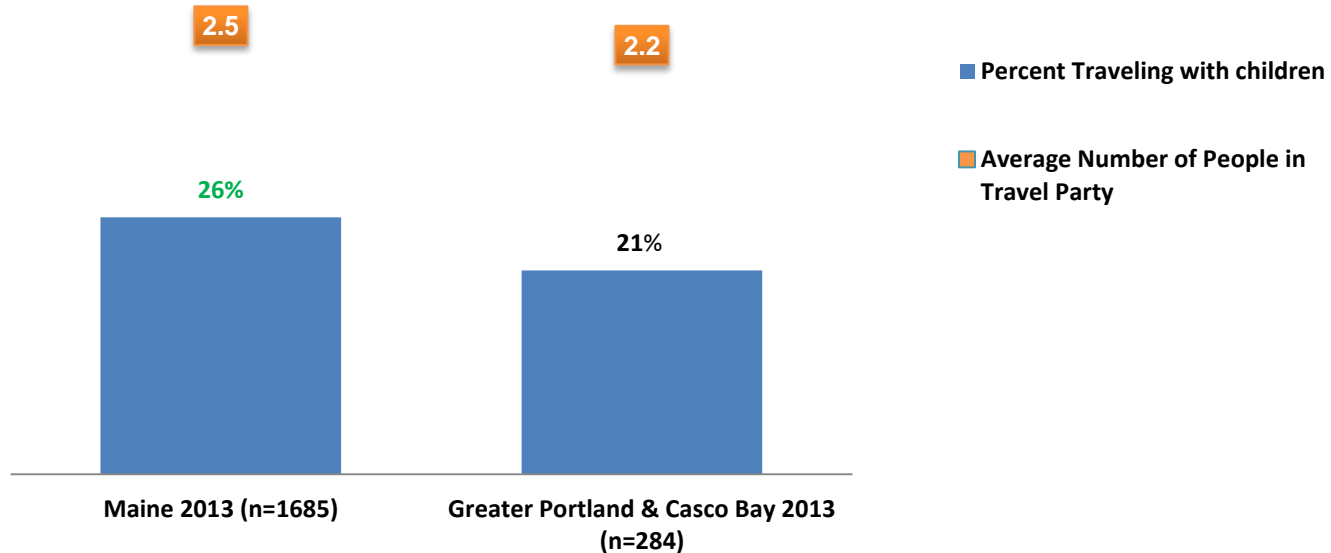
Day Q4. Was this your first trip to Maine?

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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# One-fifth of Greater Portland's day visitors are traveling with children, and most in parties of 2-3.

## Travel Party Composition



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

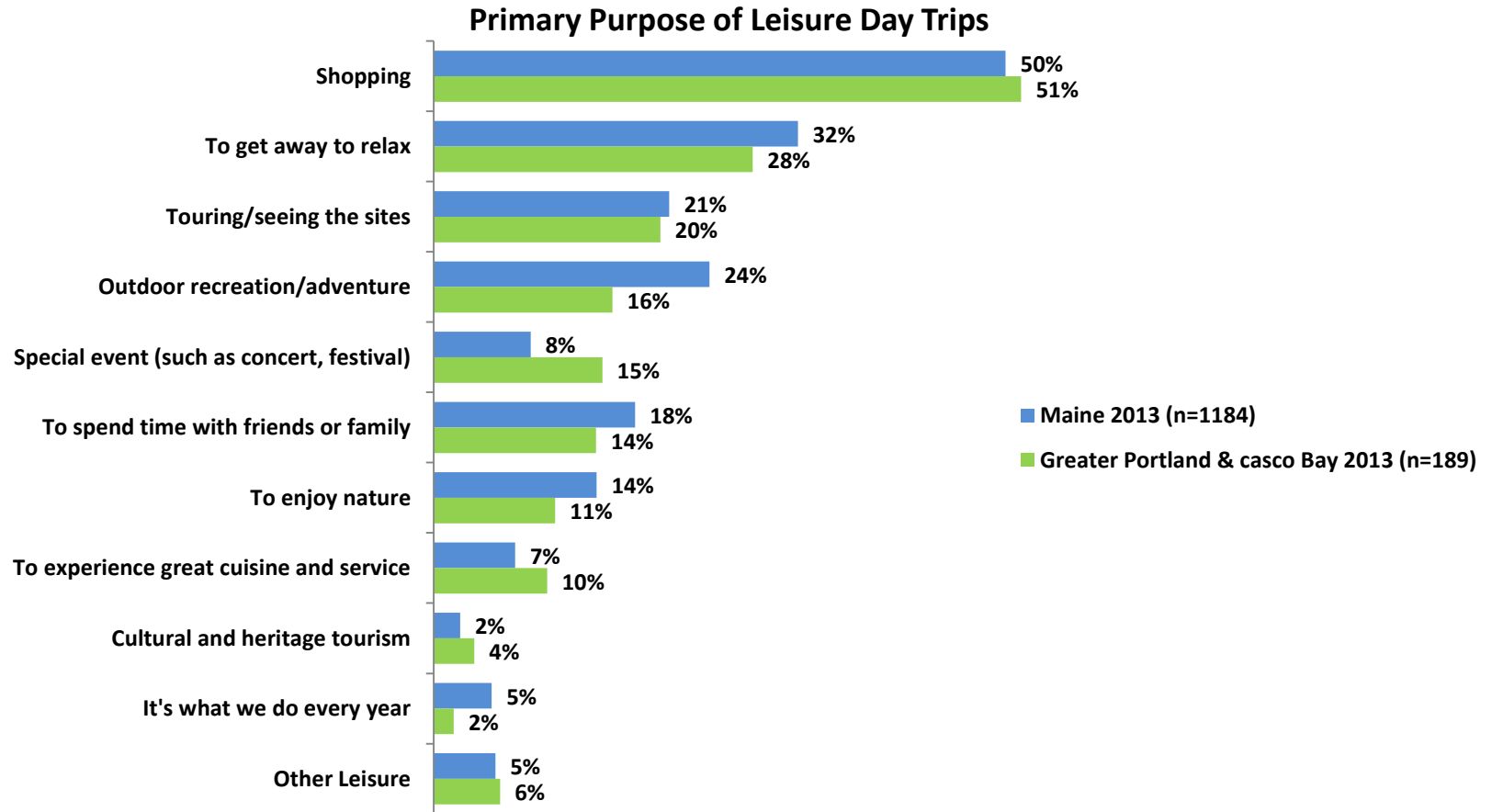
Q8. How many of these people were: Children

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Day Visitors: *Trip Experience*



# Half of Greater Portland's day visitors listed the primary purpose of their trip to be shopping.



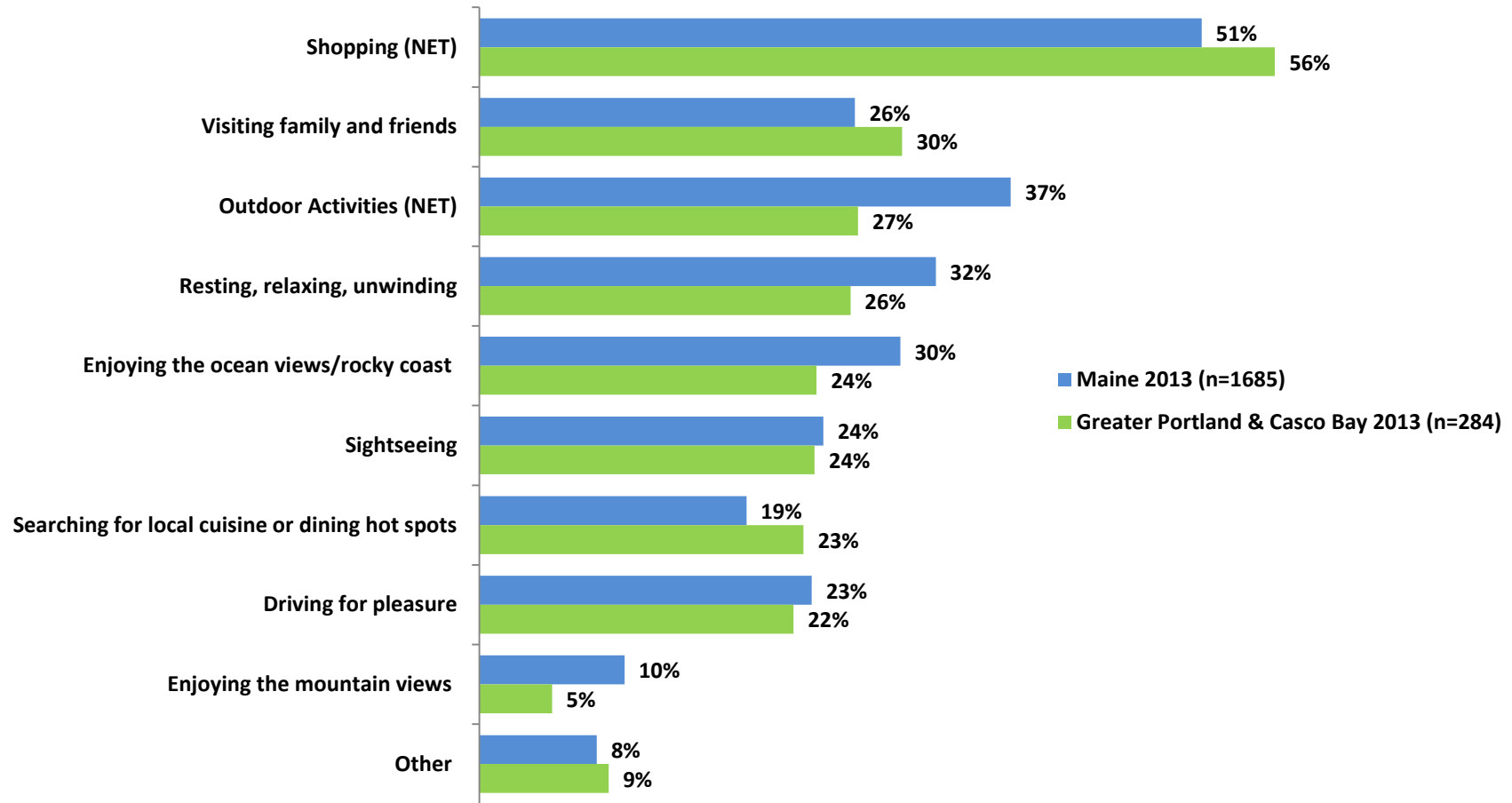
Day Q3. What was the primary purpose of your most recent trip in Maine?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



# Following on the stated purpose of their trips, most day visitors shopped while visiting the Greater Portland region.

Top Trip Activities

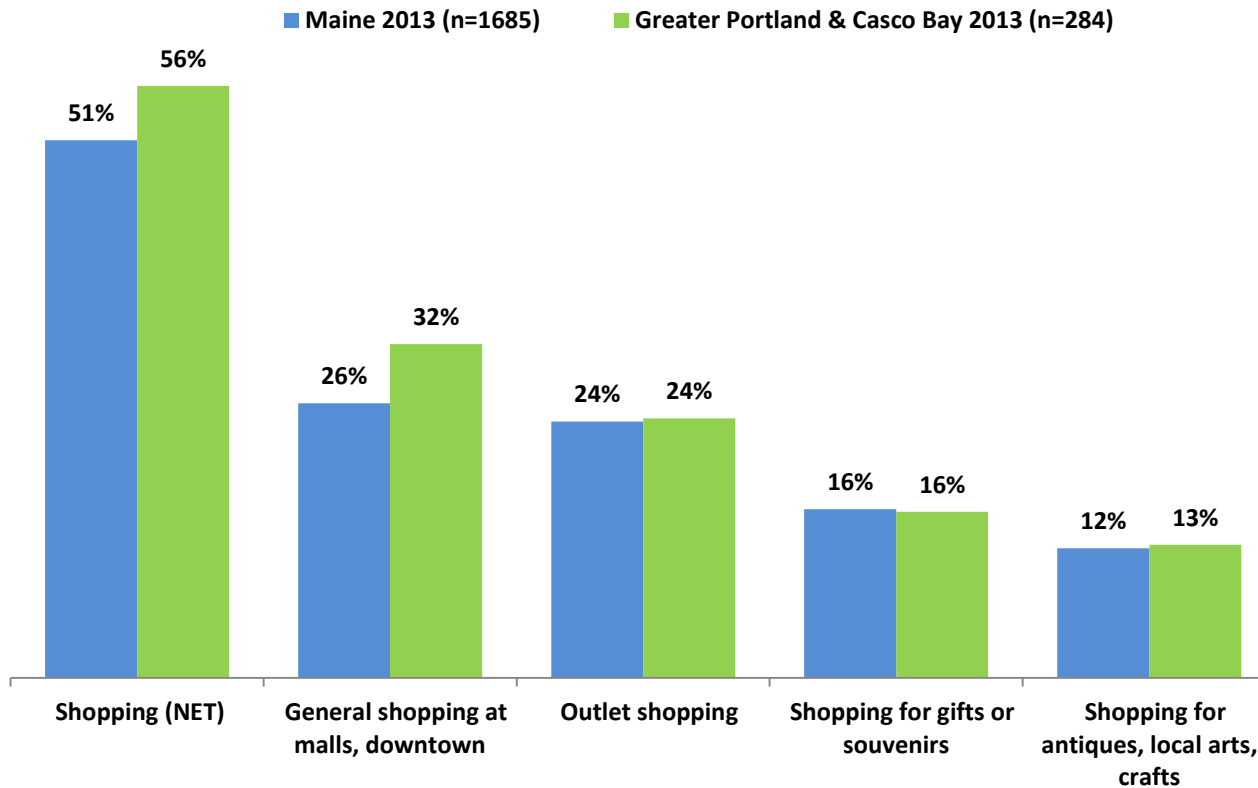


Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Day visitors shopping in the Greater Portland area generally are shopping at the mall or downtown.

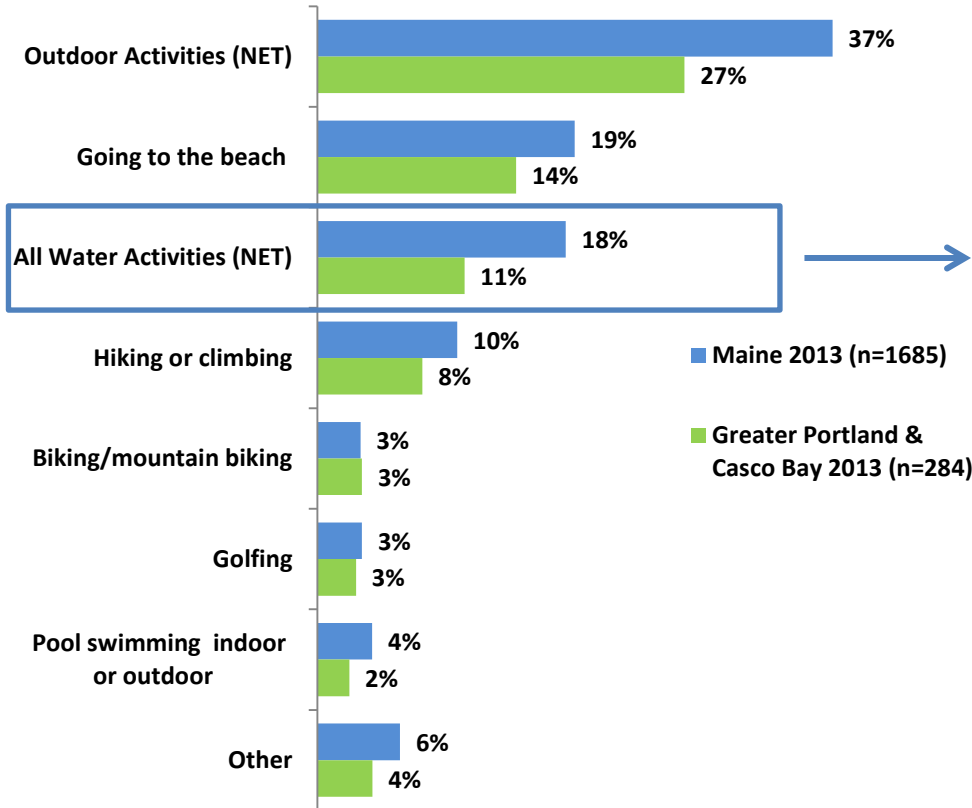
## Shopping Activities



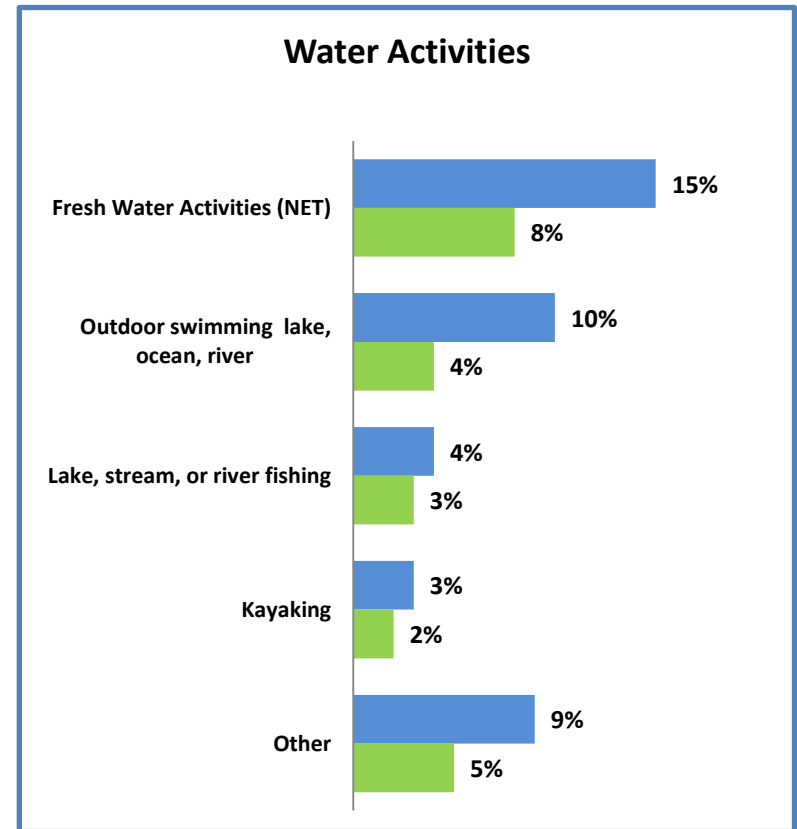
Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).  
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Going to the beach and other water activities were the top outdoor activities of day visitors to this region.

Outdoor Activities



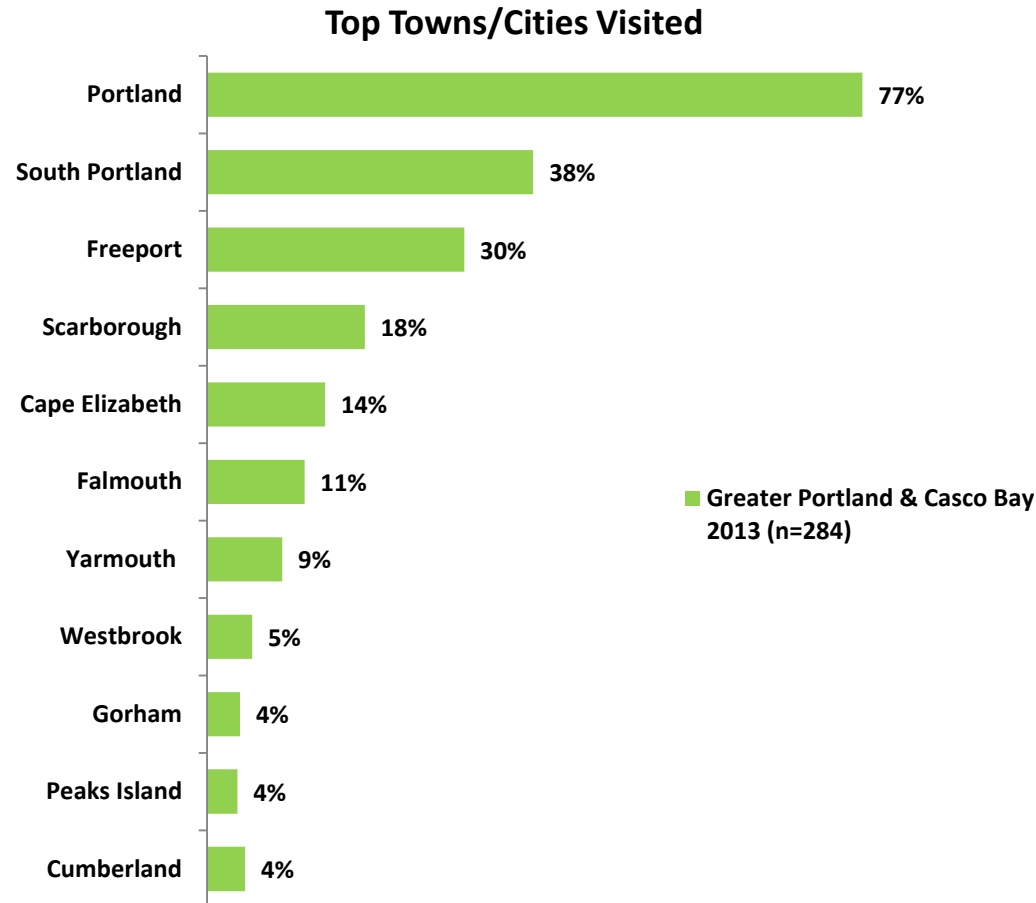
Water Activities



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Three-fourths of day visitors spent time in Portland while in the Greater Portland & Casco Bay region.

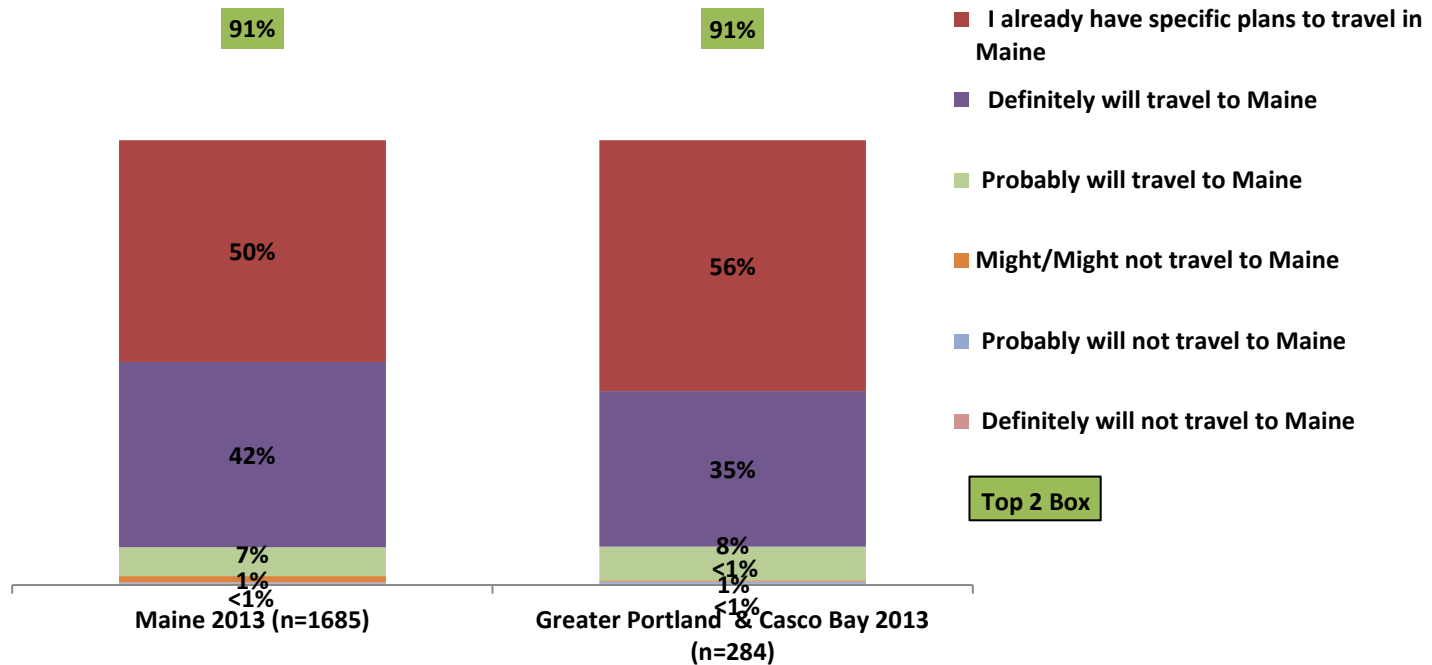


Day Q12: Within the region you visited, what specific towns or cities did you visit?

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Nine in ten day visitors to the Greater Portland region plan to visit Maine again.

## Future Likelihood to Travel to Maine



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

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Comparison of *Greater Portland & Casco Bay* Visitors to Maine Visitors



# Comparisons

- Visitors to the Greater Portland and Casco Bay region and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in some visitor demographics, their reasons for traveling, and the activities they participate in while visiting.
- Popular trip activities and stated purpose of trips closely follow the many shopping and dining experiences available in the Greater Portland region and a more “urban” experience.
- Highlights:
  - **Visitor Origin**
    - A greater proportion of overnight visitors from **New Brunswick and Maryland**.
    - A lesser proportion of overnight visitors from **Quebec and Pennsylvania**.
    - A greater proportion of day visitors from **Maine**, and a lesser proportion from **Canada**.
  - **Visitor Demographics**
    - Day visitors **more likely to have a college degree** and **less likely to be married**.
    - Overnight visitors **less likely to be traveling with children**.

# Comparisons

- Highlights Continued:
  - **Primary Purpose of Trip**
    - Overnight visitors **more** likely to be traveling for **the shopping**.
    - Overnight visitors **less** likely to be visiting to **enjoy nature** and participate in **outdoor recreation activities**.
    - Day visitors **more** likely to be visiting for a **special event (concert, festival, etc.)**.
    - Day visitors **less** likely to be visiting to participate in **outdoor recreation**.
  - **Trip Activities – Overnight and Day Visitors**
    - **Less** likely to be:
      - Participating in various outdoor activities
      - Enjoying the mountain views
      - Participating in various water activities
      - Going to the beach
      - Swimming outdoors



# Comparisons

- Highlights Continued:
  - **Trip Activities – Overnight Visitors**
    - **More likely to be:**
      - General mall/downtown shopping
      - Enjoying nightlife and evening entertainment
    - **Less likely to be:**
      - Enjoying ocean views
      - Exploring State and National Parks
      - Wildlife viewing/bird watching
      - Hiking/climbing
      - Fishing
      - Pool swimming
      - Golfing
      - Kayaking
  - **Trip Activities – Day Visitors**
    - **More likely to be:**
      - General mall/downtown shopping



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