

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

***Canadian Visitors***

*Prepared by*



June 2014

# Introduction and Methodology



# Introduction

- 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.

# Methodology

- Data was collected between January 1<sup>st</sup> 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
- *This report outlines results from calendar year 2013, with travel occurring between January 2013 and December 2013, and highlights data on **Canadian visitors to Maine**. Reported results are based on:*
  - 717 Canadian overnight visitors, and
  - 142 Canadian day visitors.

# Overnight Visitors: *Traveler Description*



# Overnight Visitor Demographics

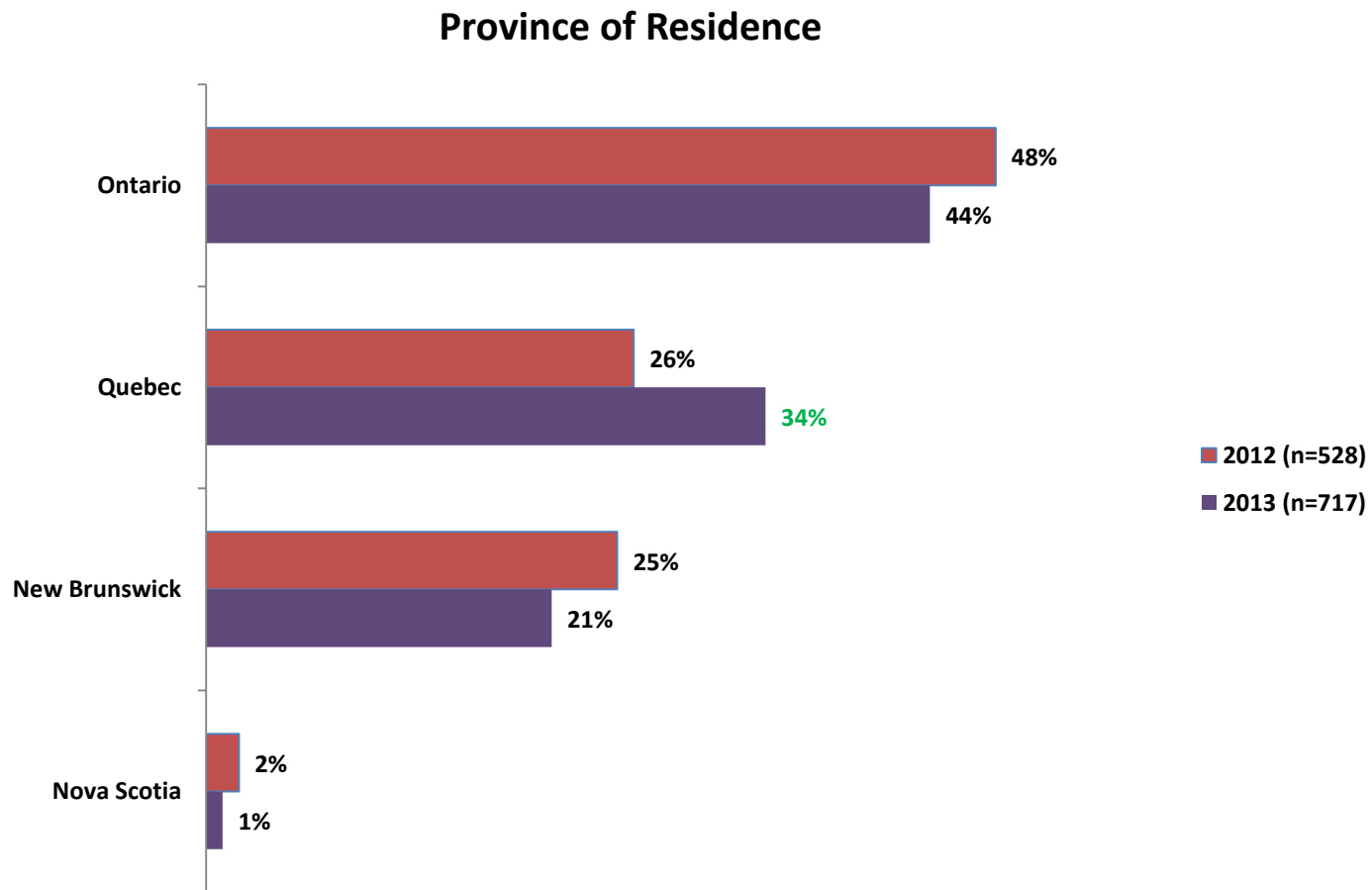
- Canadian overnight visitors in 2013 are mostly similar to the prior year. Most notably, there was an increase in visitation by those 55 years of age or older, and a decrease by those aged 35 to 44. The average age of Canadian overnight visitors, however, remains the same.

Overnight Canadian Visitors	2012 (n=528)	2013 (n=717)
Age:		
< 35	10%	14%
35 - 44	32%	<b>19%</b>
45 - 54	26%	24%
55 +	32%	<b>43%</b>
Mean Age (Years)	49.2	50.8
Income:		
< \$50,000	4%	8%
\$50,000 - \$99,000	26%	30%
\$100,000 +	55%	51%
Mean Income (Thousands)	\$127,630	\$119,600
Female	37%	36%
College Degree or Higher	82%	82%
Married	67%	62%
Employed Full Time	67%	67%

<> 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.

# 2013 saw an increase in the proportion of Canadian overnight visitors from Quebec.



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.

# Overnight Trip Planning

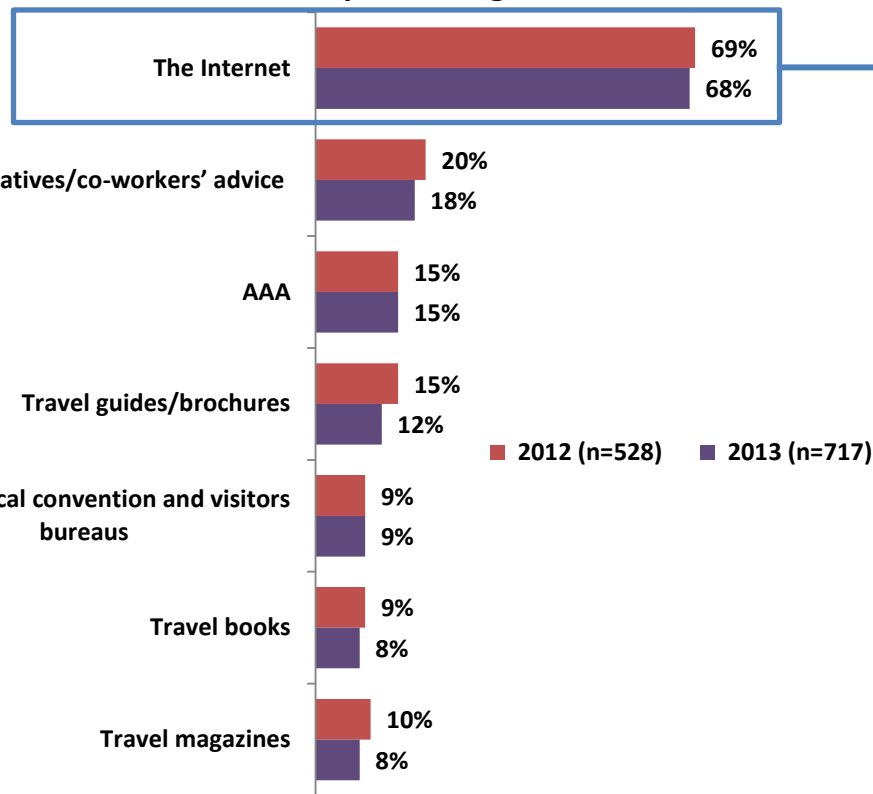




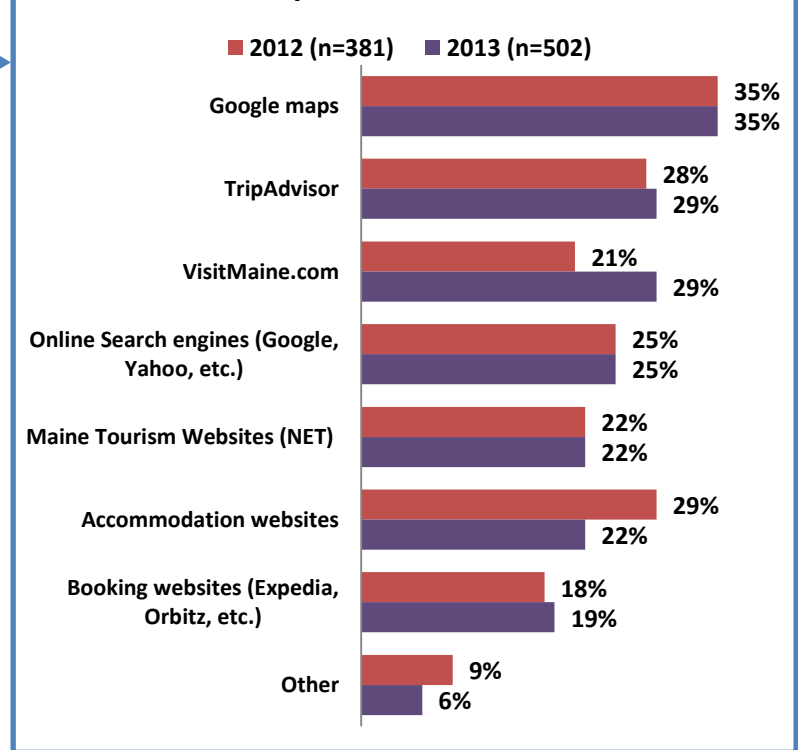
# Canadian visitors used a variety of Internet resources to plan an overnight trip to Maine.

- Not surprisingly, the Internet is consistently used most frequently when planning a trip to Maine. Among online sources, Google Maps, TripAdvisor and VisitMaine.com remain the most popular.
- Canadian residents are less likely than US residents to consult with friends or relatives when planning a trip to Maine in 2013.

### Trip Planning Sources



### Top Online Sources



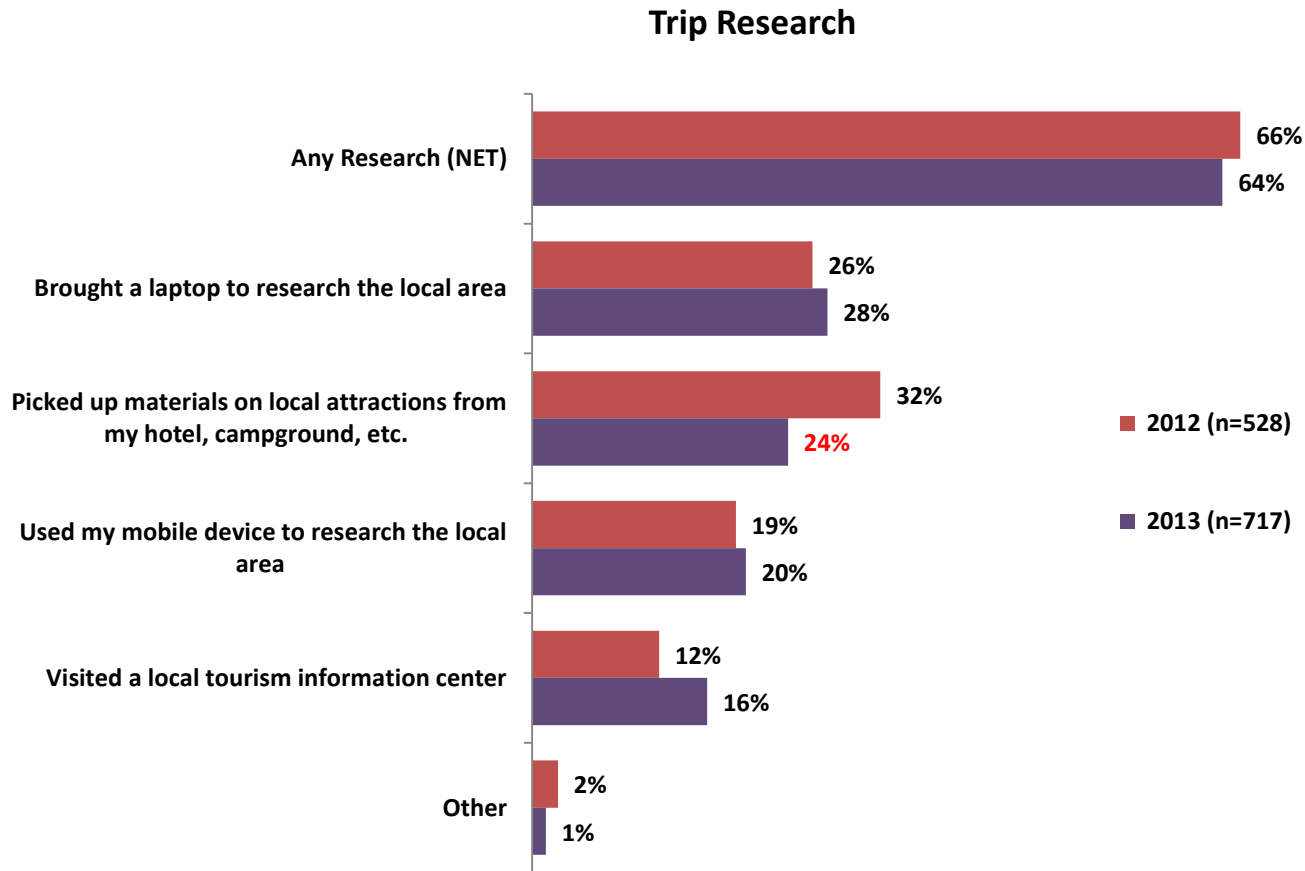
Regional Q17. When you were planning this recent trip in Maine, which of the following sources did you use? *Please check all that apply.*

Regional Q18. Which of the following websites did you visit when planning this 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.

# Two-thirds of Canadians still research Maine while visiting.

- Significantly fewer visitors picked up materials on local attractions in 2013.



Regional Q31d. Once you arrived in Maine did you continue to research places to go and things to do during your visit using any of the following? .

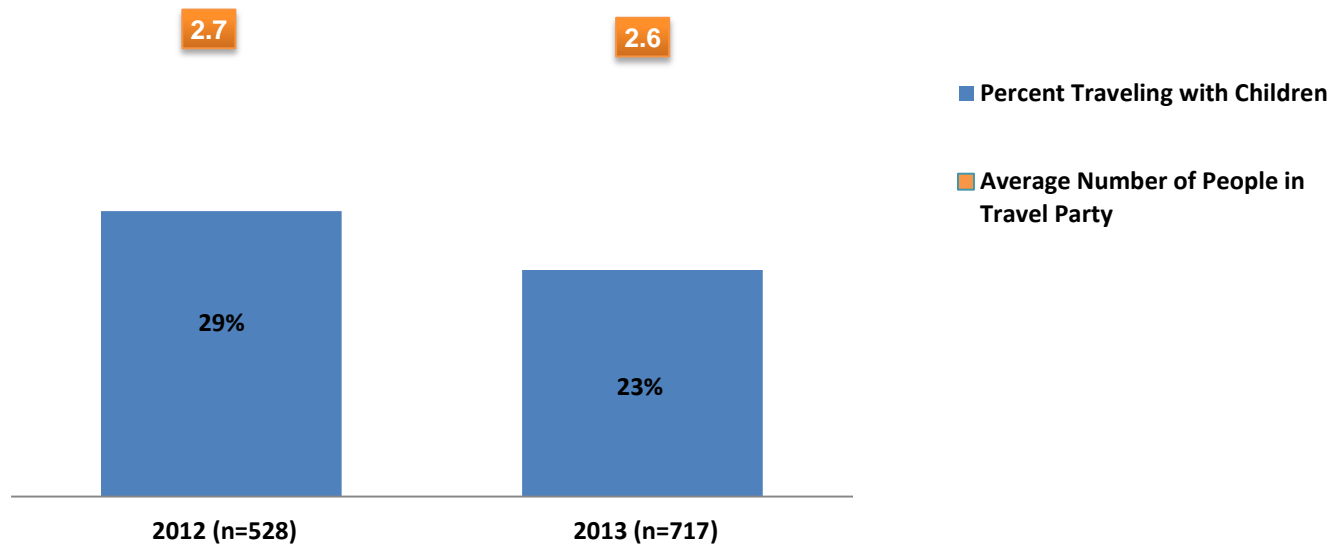
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Overnight Visitor Travel Logistics



# On average, Canadians are traveling in parties of three on overnight visits.

## Travel Party Composition

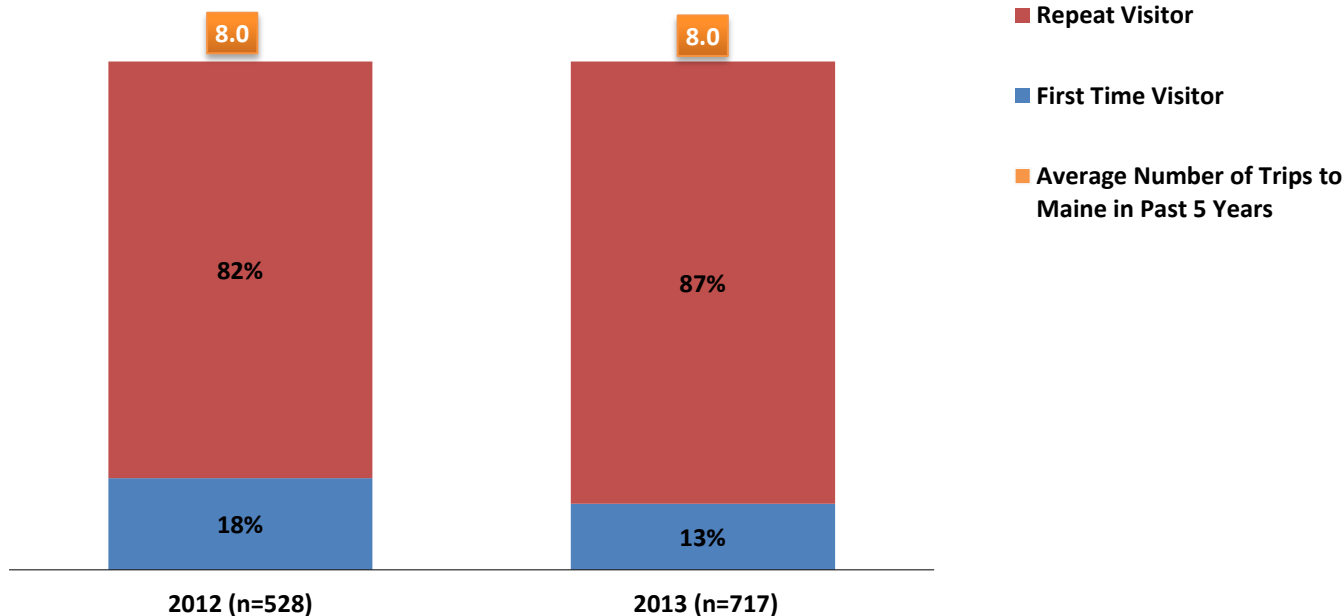


Regional Q24. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?  
Regional Q25. How many of these people were: Children?

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

# Maine's high visitor loyalty is also evident in its Canadian overnight visitors.

## Repeat vs. First Time Visitors



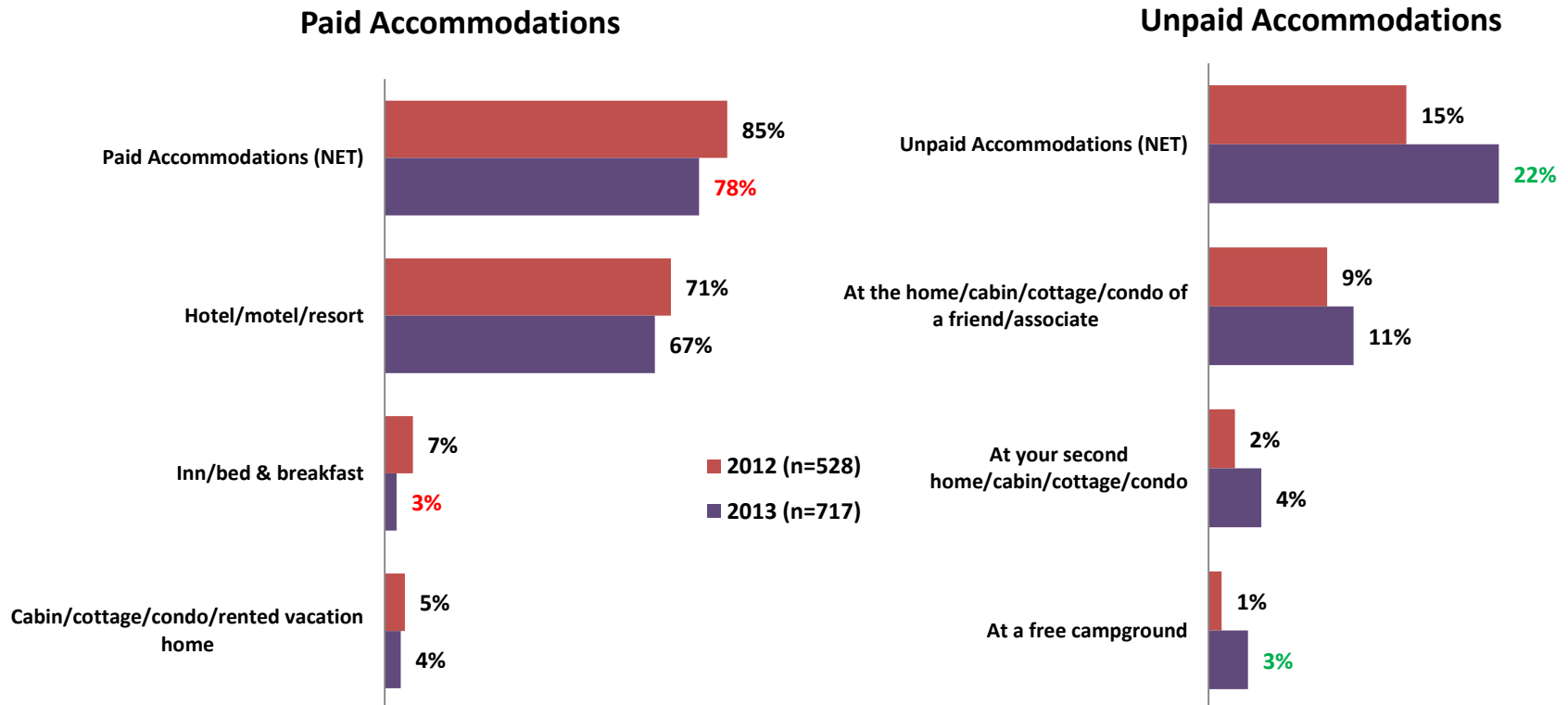
Regional Q9. Was this your first visit in Maine?

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.

# Most Canadian overnight visitors stay in paid accommodations while visiting Maine.

- Overall, the proportion of Canadian visitors staying in paid accommodations is down in 2013, particularly at inns/bed & breakfasts.



Regional Q27. In which of the following types of accommodations did you spend the most nights on this trip in Maine?

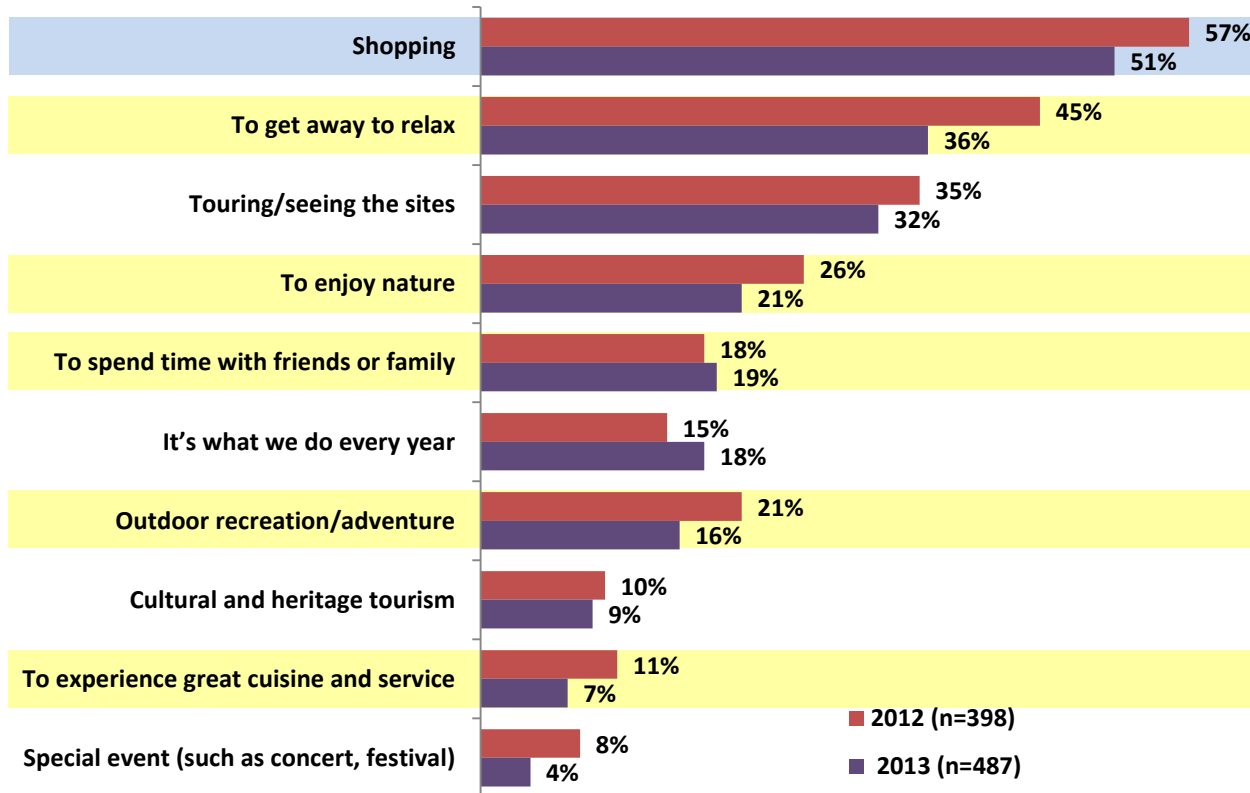
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Overnight Visitors: *Trip Experience*



# Shopping remains the most common purpose of overnight leisure trips among Canadians.

### Purpose of Overnight Trips



Canadian Visitors are significantly more likely to travel to Maine for Shopping than Total US Visitors in 2013.

Canadian Visitors are significantly less likely to visit Maine for each of these activities than Total US Visitors in 2013.

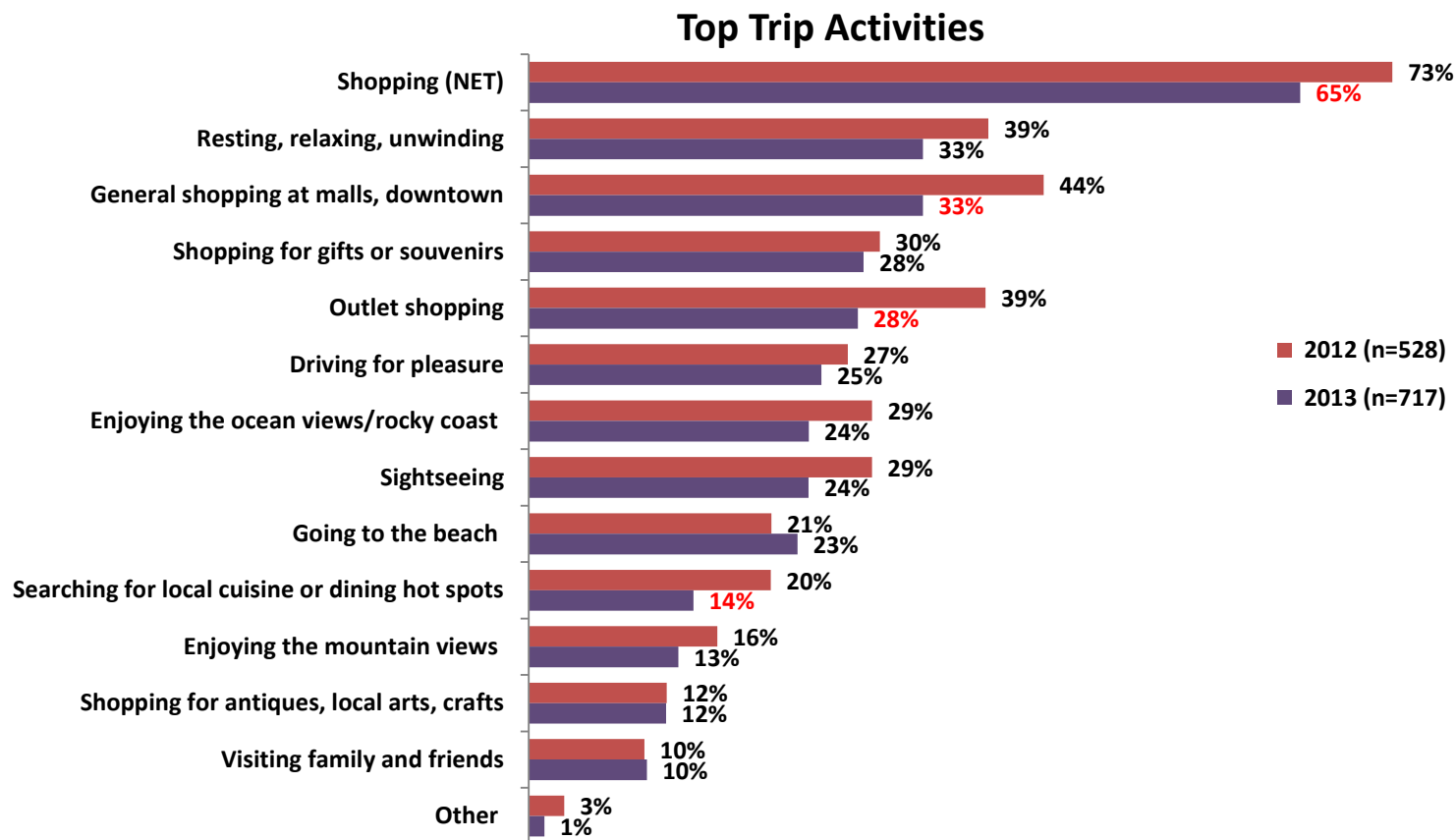
Regional Q7. What was the primary purpose of your most recent trip in Maine?

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



# Though down from 2012, shopping remains the top trip activity for Canadian overnight visitors.

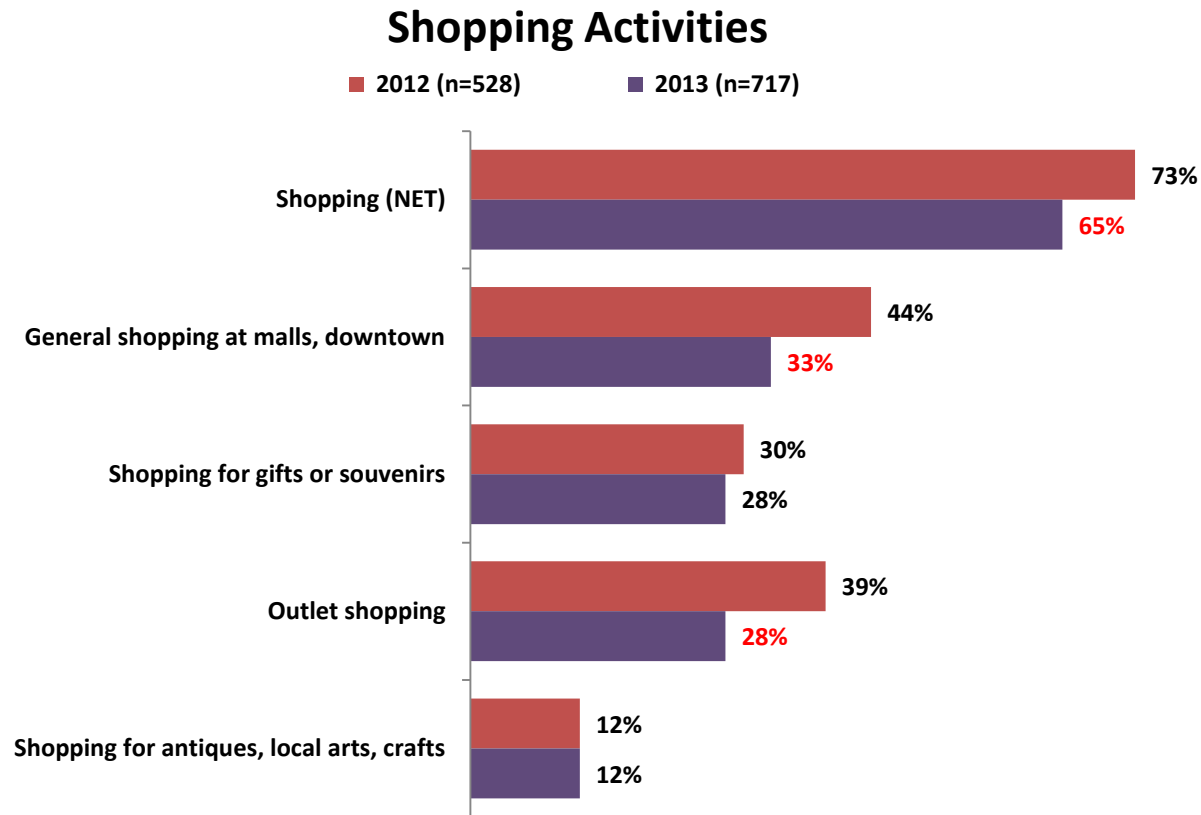
- Drops were seen in the reported trip activity from 2012 to 2013 in general mall/downtown shopping, outlet shopping, and searching for local cuisine or dining hot spots.



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.

# Shopping activities are evenly divided among general mall/ downtown shopping, gift/souvenir shopping, and outlet shopping.



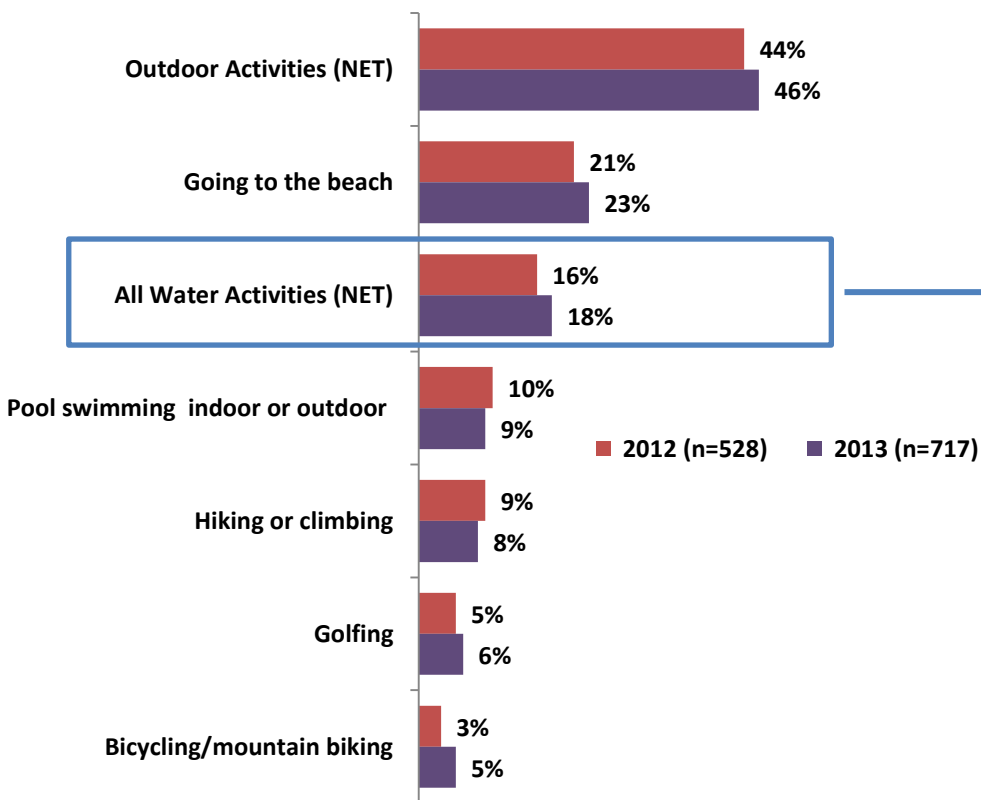
Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

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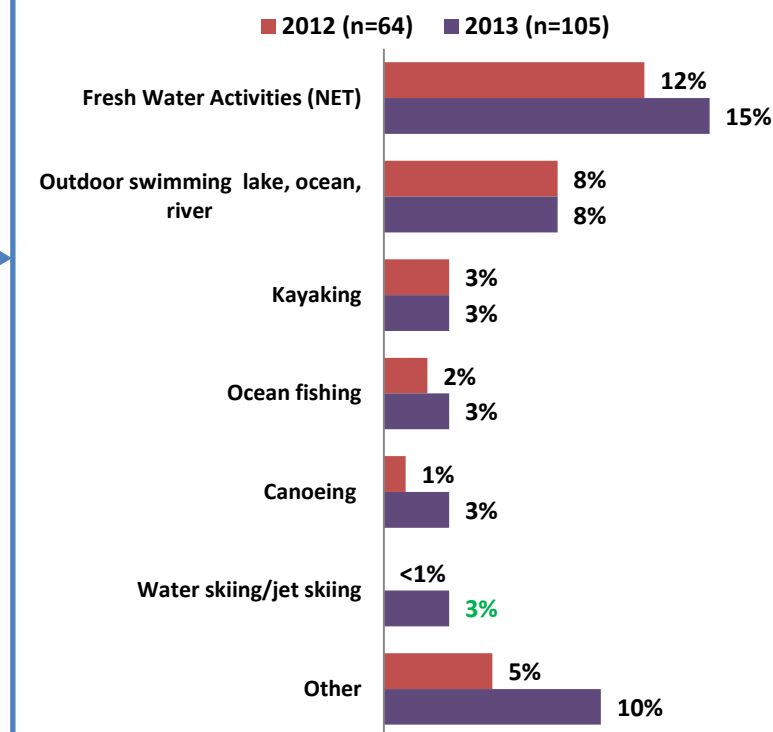
# Going to the beach and various water activities are the top outdoor activities among Canadian overnight visitors.

- Canadian overnight leisure visitors consistently travel to Maine for outdoor activities, and specifically water activities.

## Outdoor Trip Activities



## Water Activities

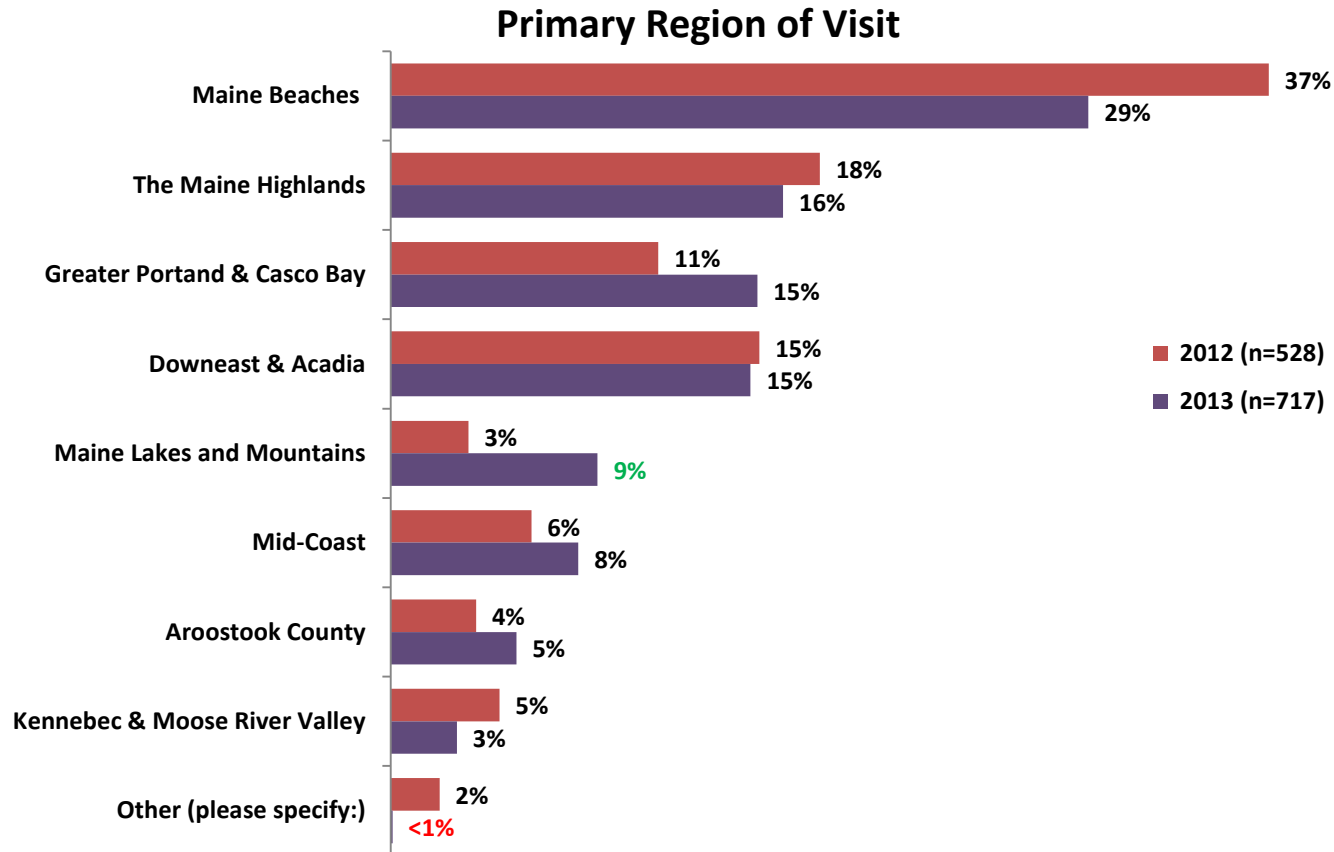


Regional Q32. In which of the following activities did you participate during this trip? (Please check all that apply).

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# The Maine Beaches is the region visited by the largest proportion of Canadian overnight visitors.

- The Maine Lakes and Mountains region saw an increase of Canadian visitors in 2013.



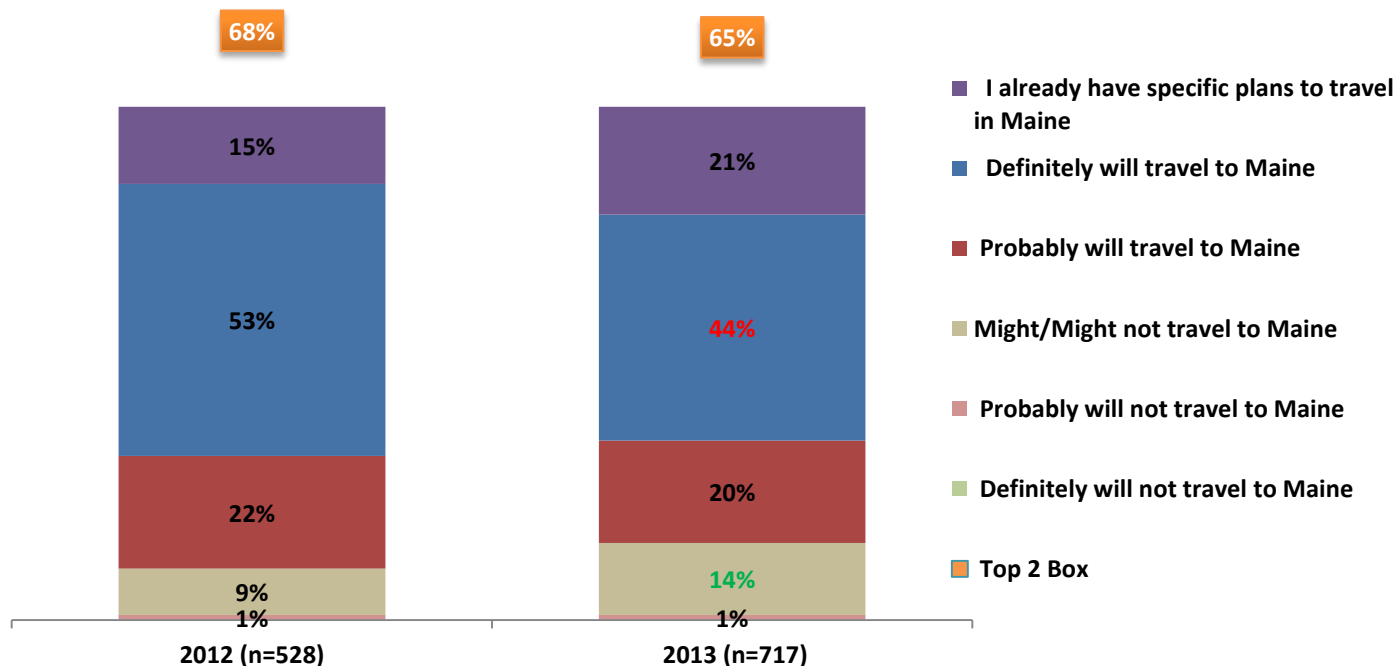
Regional Q28. What region in Maine was your primary destination? (Please check all that apply).

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

# Two-thirds of Canadian overnight visitors plan to travel to Maine again.

- Though fewer Canadian travelers indicate they *definitely will travel to Maine* in the future in 2013, the top 2 and top 3 box level of intent remains consistent year over year.

## 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

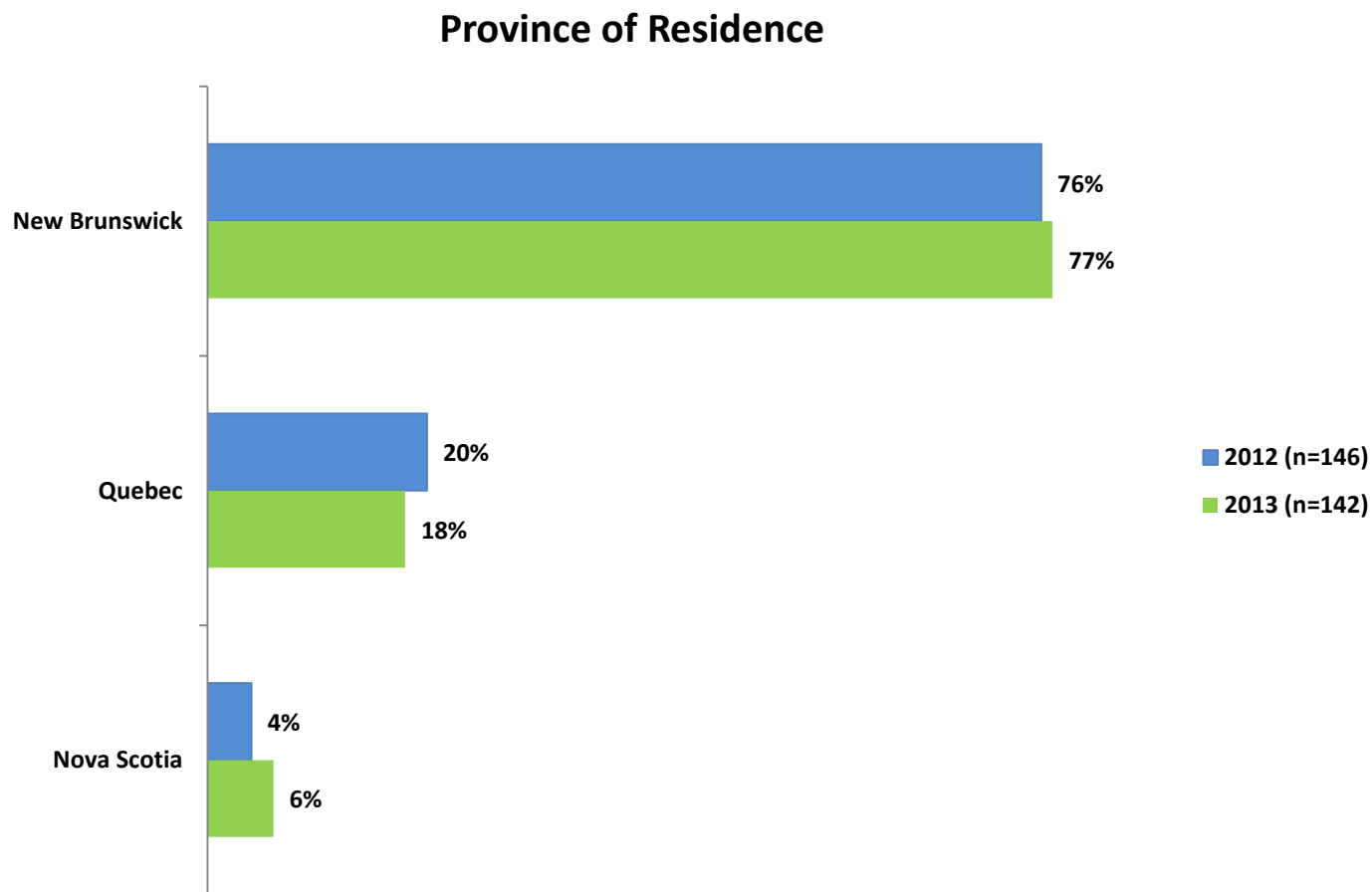
- Canadian day visitor demographics are statistically similar to those seen in 2012.

Canadian Day Visitors	2012 (n=146)	2013 (n=142)
Age:		
< 35	10%	8%
35 - 44	23%	18%
45 - 54	14%	20%
55 +	53%	54%
Mean Age (Years)	52.7	54.1
Income:		
< \$50,000	14%	15%
\$50,000 - \$99,000	41%	40%
\$100,000 +	45%	44%
Mean Income (Thousands)	\$101,900	\$102,900
Female	36%	37%
College Degree or Higher	72%	71%
Married	78%	80%
Employed Full Time	52%	56%

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

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# New Brunswick continues to supply the highest proportion of Canadian day visitors to Maine.



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.



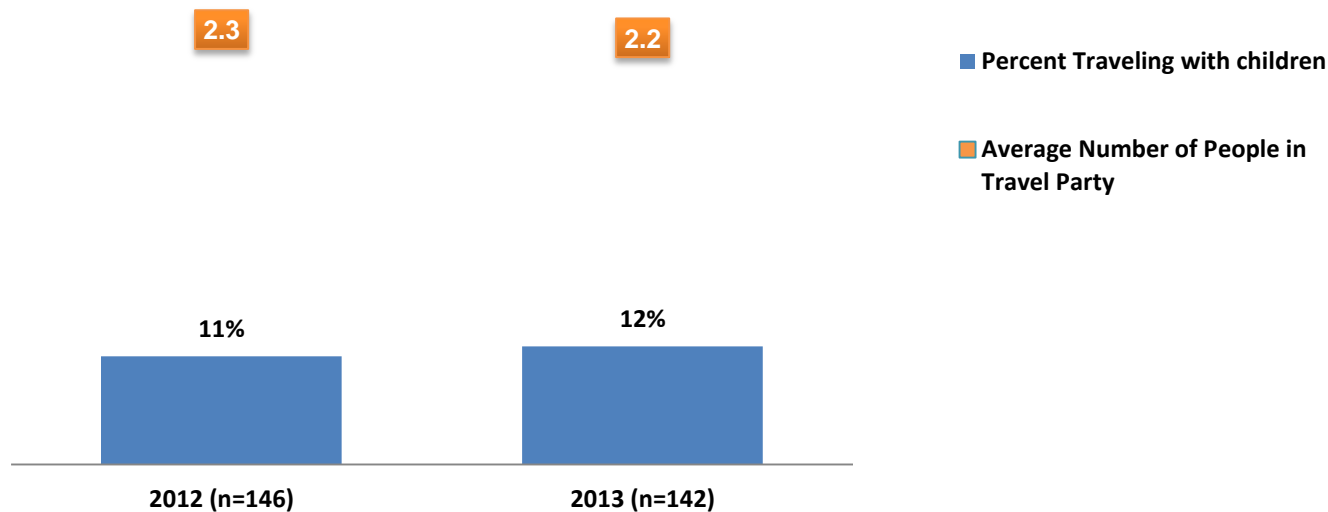
# Day Visitor Travel Logistics



# Canadian day visitors typically travel in parties of two.

- This represents a slightly smaller party size than for Canadian overnight visitors, whose party size averages closer to three.
- Significantly fewer Canadian Day Visitors report including children on their trip (12%) as compared to US Day Visitors in 2013 (23%).

## Travel Party Composition



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

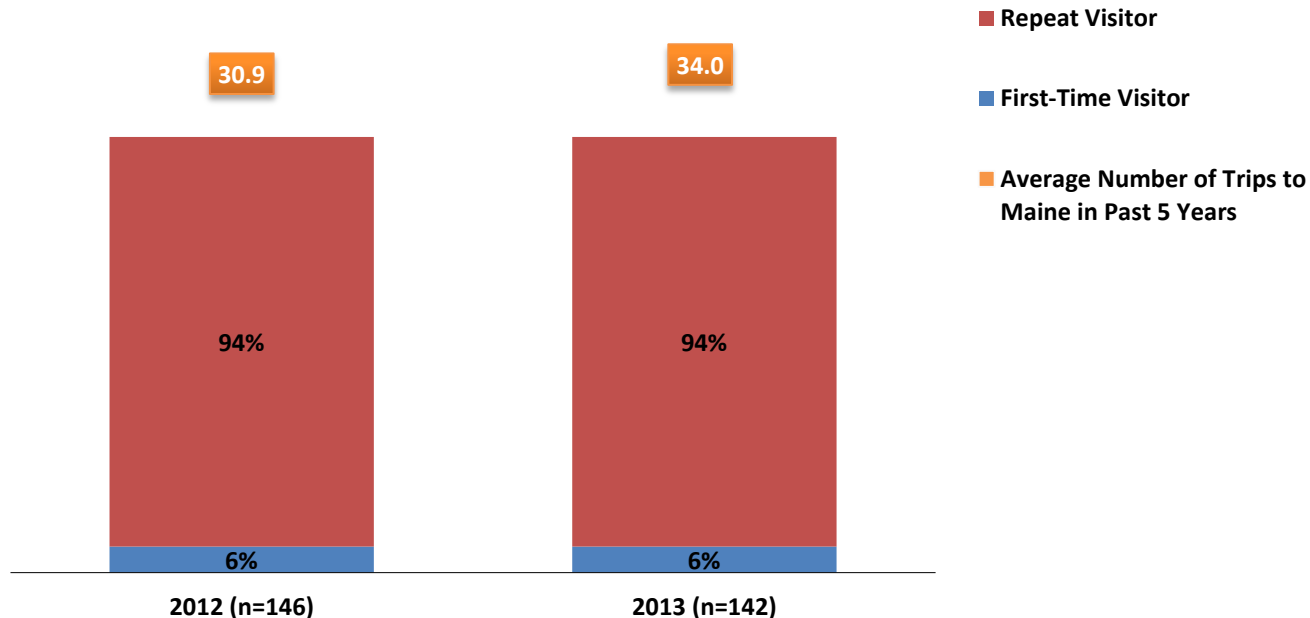
Q8. How many of these people were: Children

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

# Maine's high visitor loyalty is even more evident among Canadian day visitors.

- More than 9 in 10 Canadian day visitors to Maine are repeat visitors.

## 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?

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# Day Visitors: *Trip Experience*

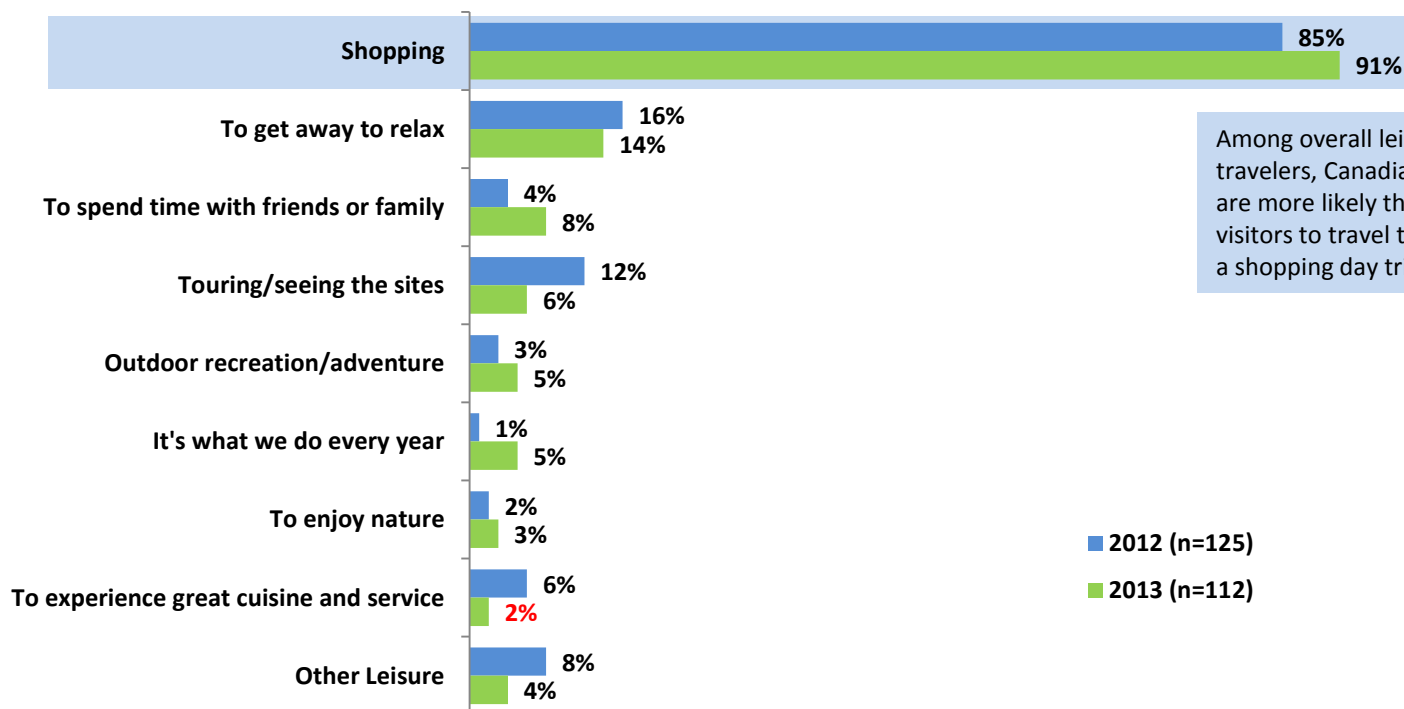


# Shopping remains the primary purpose of Canadian day leisure trips.

- Travel to Maine as a destination for great cuisine and service dipped in 2013 while all other trip purposes remained consistent.

## Primary Purpose of Day Trips

Base: Day Canadian Leisure Visitors



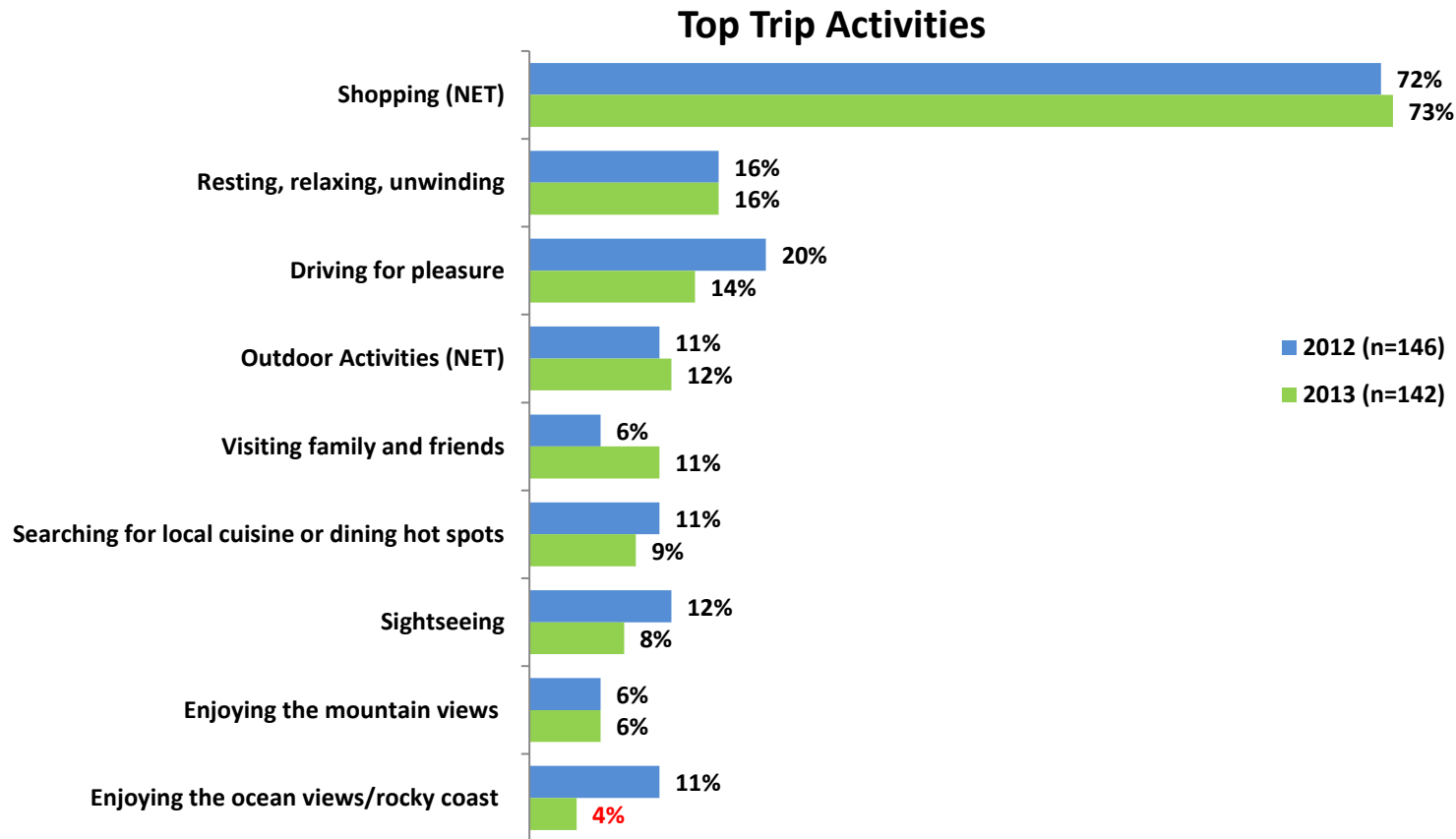
Among overall leisure travelers, Canadian visitors are more likely than US visitors to travel to Maine for a shopping day trip.

■ 2012 (n=125)  
■ 2013 (n=112)

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

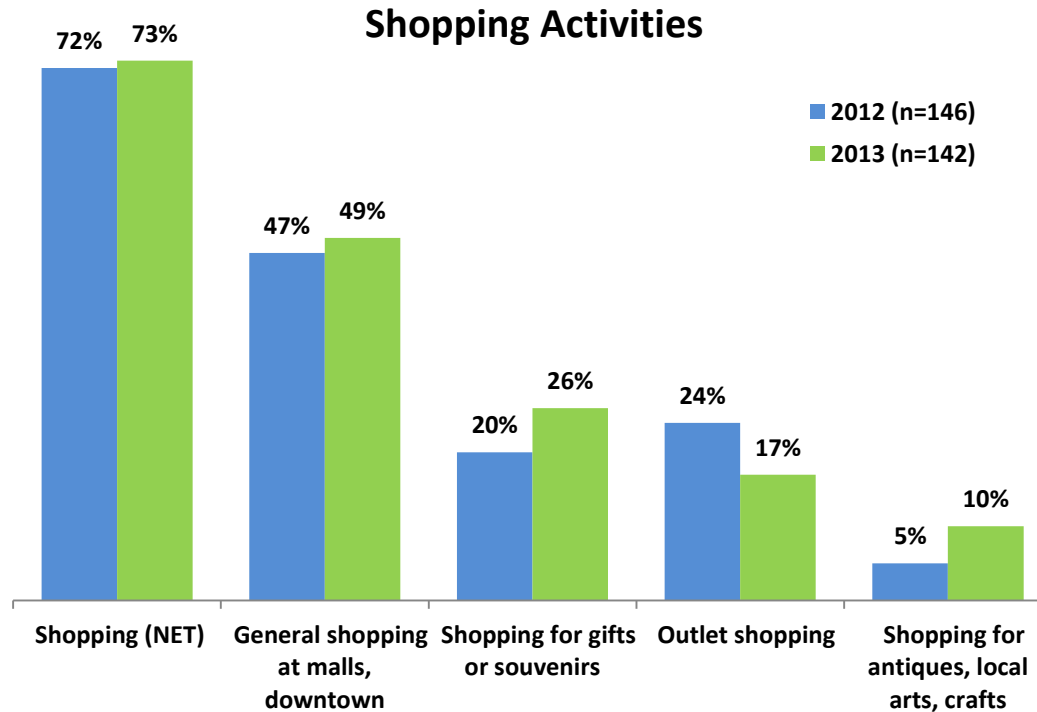
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Similarly, shopping was the top trip activity among Canadian day visitors.



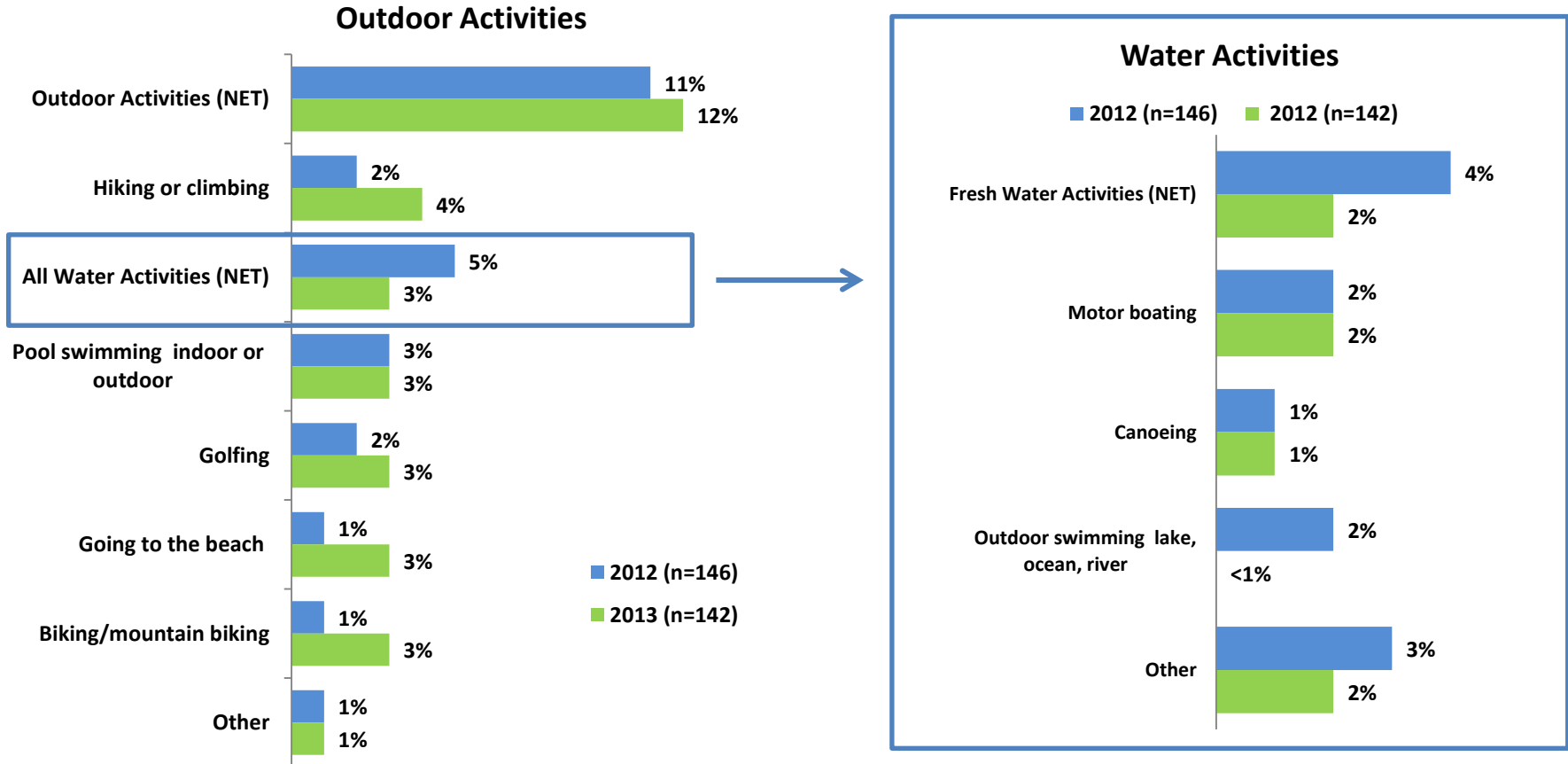
Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).  
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Shopping mostly centered around general mall/downtown shopping for Canadian day visitors.



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.

# Outdoor and water activities are less popular among Canadian day visitors than among overnight visitors.



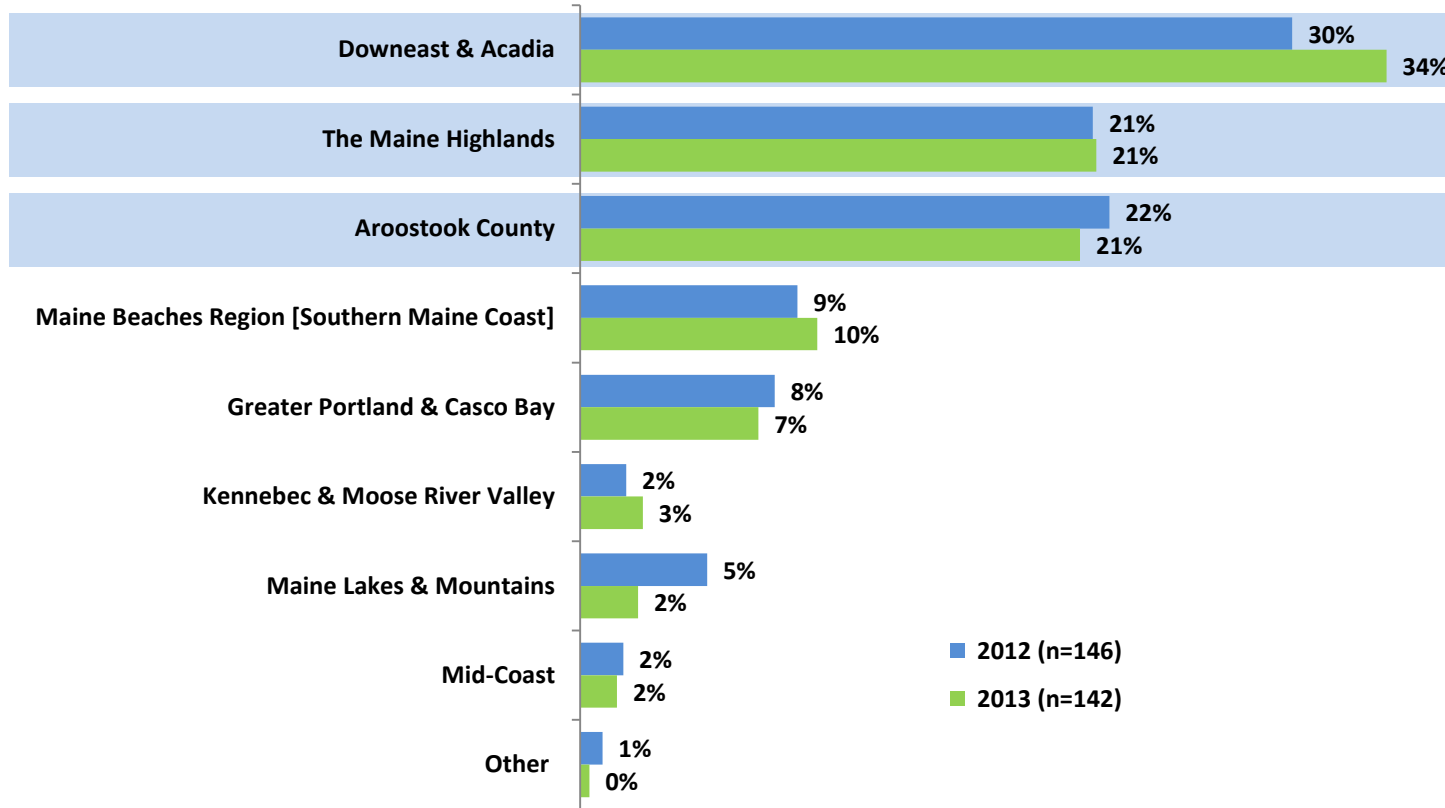
Day Q10. In which of the following activities did you participate during your most recent trip to Maine? (Please check all that apply).  
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



# Canadian day visitors to Maine are most apt to visit the Downeast/Acadia region.

- The Maine Highlands and Aroostook County attract the next highest proportions of Canadian day visitors.

Primary Region of Visit



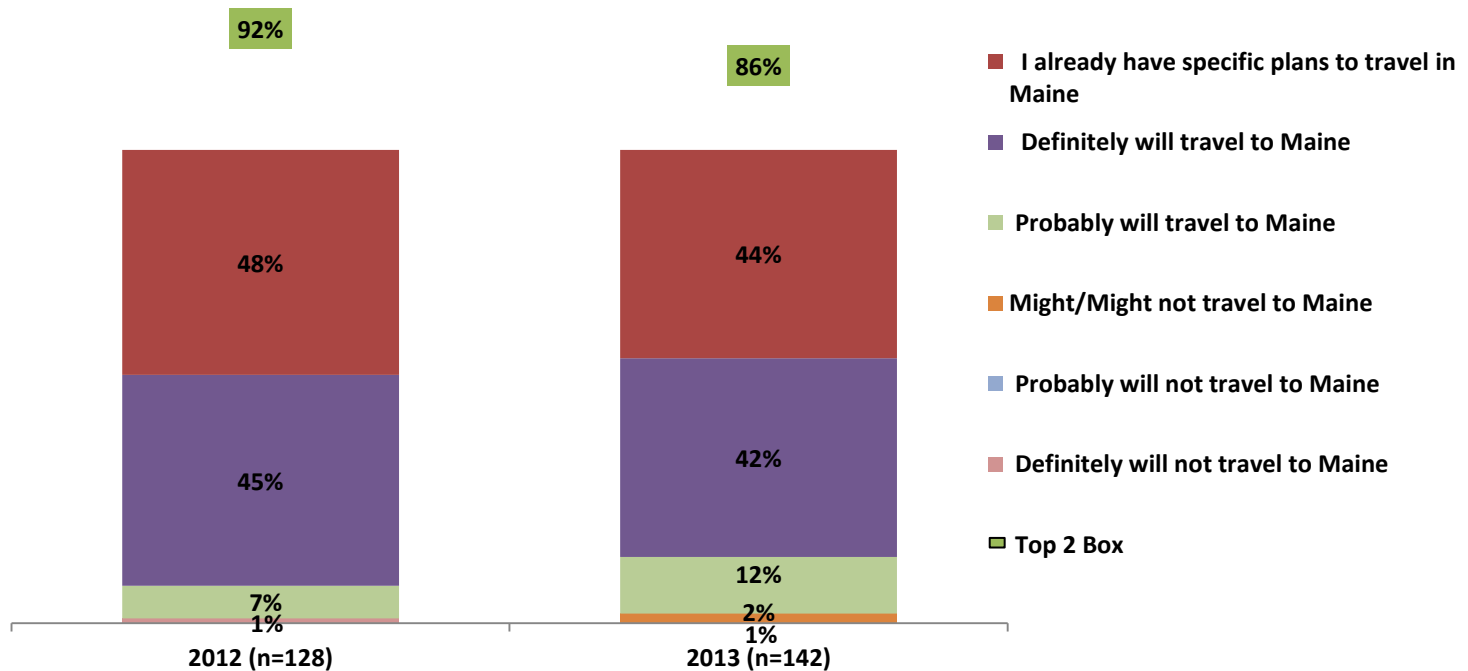
Regional Q11. What region in Maine was your primary destination on your most recent trip?

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

# Canadian day visitors exhibit a high intent to travel to Maine in the future.

- Four-fifths of Canadian visitors indicate they either have plans already to return or definitely will travel to 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?

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