

# Maine Office of Tourism Visitor Tracking Research 2014 Calendar Year Annual Report

## *Regional Insights: Mid-Coast*

*Prepared by*



May 2015

# 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	25
Trip Experience	30
<b>Comparison of Mid-Coast Visitors to Maine Visitors</b>	43

# Research Objectives and Methodology

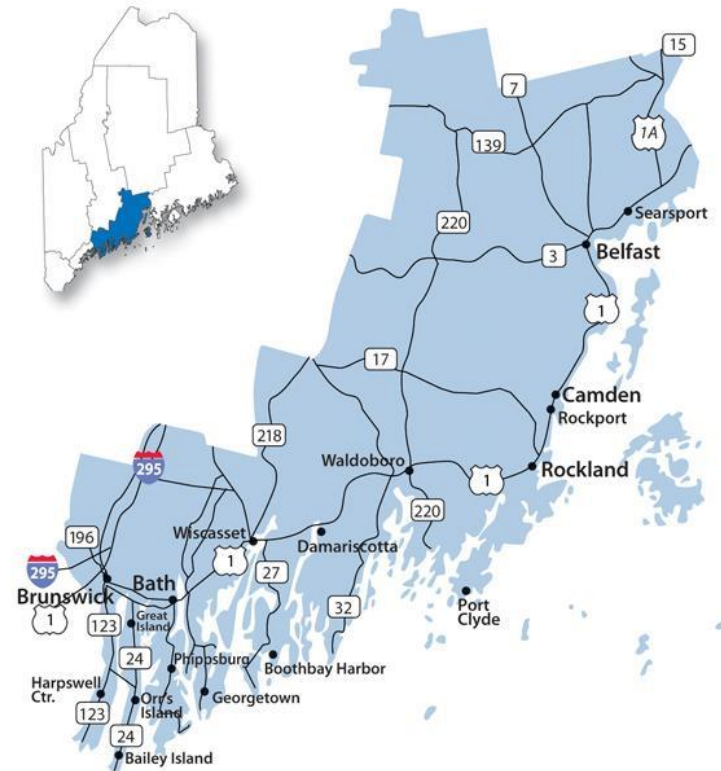


# Research Objectives and Methodology

- 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 two national online panels – Research Now and Instantly (formerly Usamp).
- Information is gathered on an ongoing basis through three surveys:
  - **Maine Overnight Visitor Survey**
    - Includes travelers living in New England, NJ, NY, PA, DE, MD, DC, and Eastern Canada
    - Have taken an overnight trip to Maine in the past four weeks
  - **Maine Day Visitor Survey**
    - Includes travelers living within Maine or within a 100-mile radius of Maine’s borders
    - 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
    - To determine the incidence of travel nationwide and Maine’s share of that travel
- Survey results were collected during calendar year 2014 for travel to Maine occurring from December 2013 through November 2014. The number of respondents participating in each survey is:
  - Maine Overnight Visitor Survey – 2,930
  - Maine Day Visitor – 1,733
  - National Omnibus Survey – 17,675

# Research Objectives and Methodology

- The following report summarizes the results among visitors to the Mid-Coast tourism region during 2014, including:
  - 360 overnight visitors, and
  - 181 day visitors.
- Throughout this report, data for the Mid-Coast tourism region will be presented alongside data for the State of Maine as a whole. Statistically significant differences between the tourism region and the State were calculated at the 95% confidence level and are noted throughout by <>.
- Statistically significant differences between 2013 and 2014 are also highlighted for both the Mid-Coast region and the State of Maine. A statistically 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 to the Mid-Coast tourism region are about 47 years old, on average, and have annual household incomes that average around \$110,000. Three-fourths have at least a college degree and two-thirds are married. Nearly two-thirds are employed full-time.

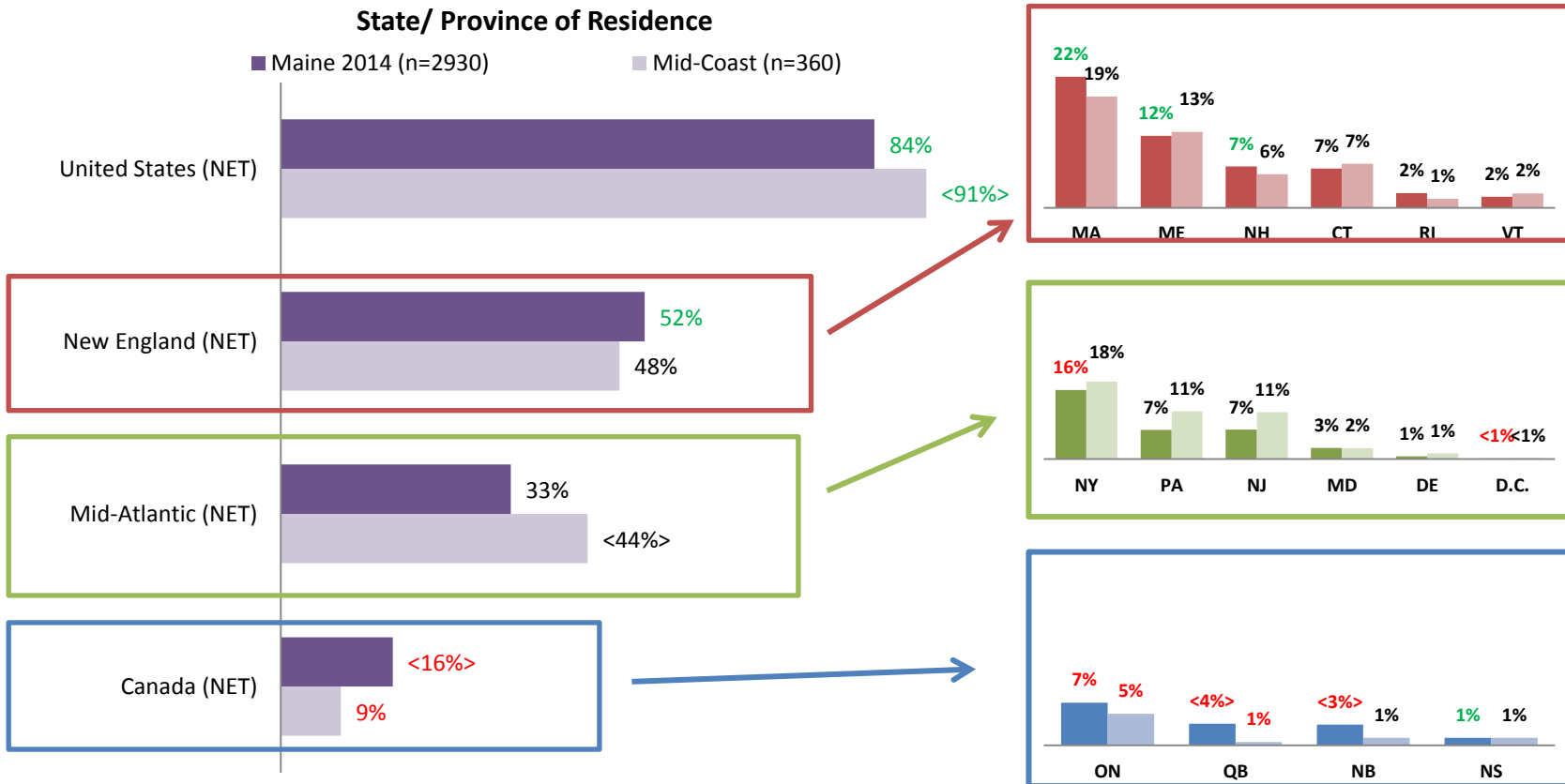
Overnight Visitors	Maine 2014 (n=2930)	Mid-Coast 2014 (n=360)
Age:		
< 35	29%	24%
35 - 44	19%	20%
45 - 54	20%	18%
55 +	32%	<37%>
Mean Age (Years)	45.4	47.0
Income:		
< \$50,000	16%	17%
\$50,000 - \$99,999	40%	38%
\$100,000 +	44%	45%
Mean Income (Thousands)	\$106,260	\$109,970
Female	54%	51%
College Degree or Higher	74%	77%
Married	66%	65%
Employed Full Time	62%	62%

<> 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.

# Nine in ten overnight visitors to the Mid-Coast are from the United States, a greater proportion than to the state as a whole.

- The largest proportion of visitors to the Mid-Coast originate in Massachusetts (19%) and New York (18%).
- The Mid-Coast region attracts a greater proportion of overnight visitors from the Mid-Atlantic as compared to the State of Maine as a whole.



State/ Province of Residence

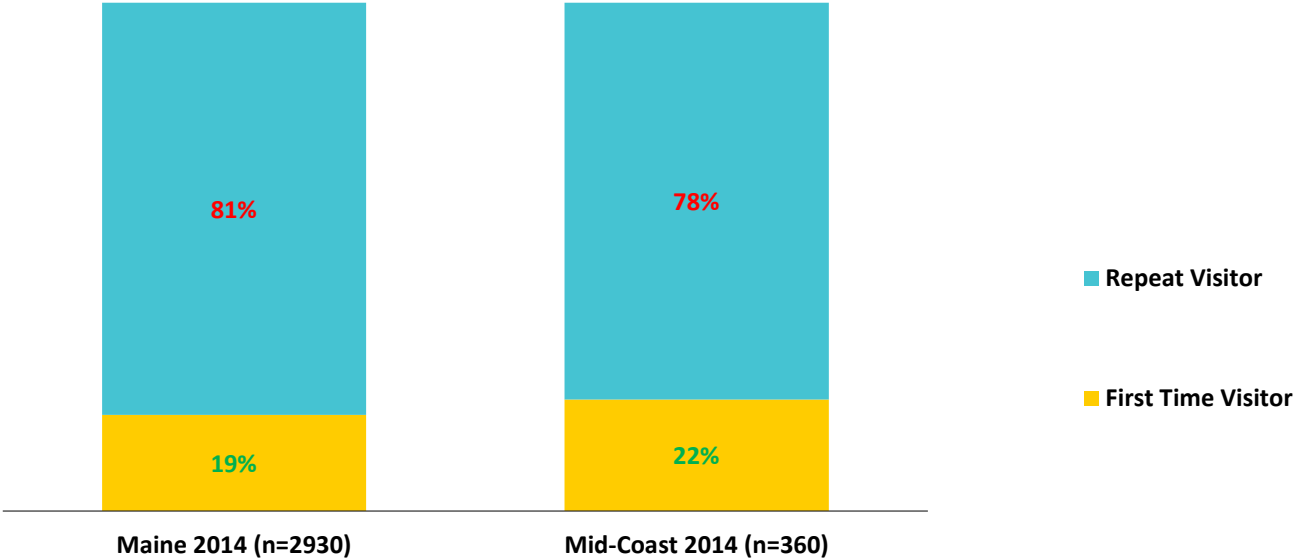
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# More than three-fourths of overnight visitors to the Mid-Coast region are repeat visitors.

### Repeat vs. First Time Visitors

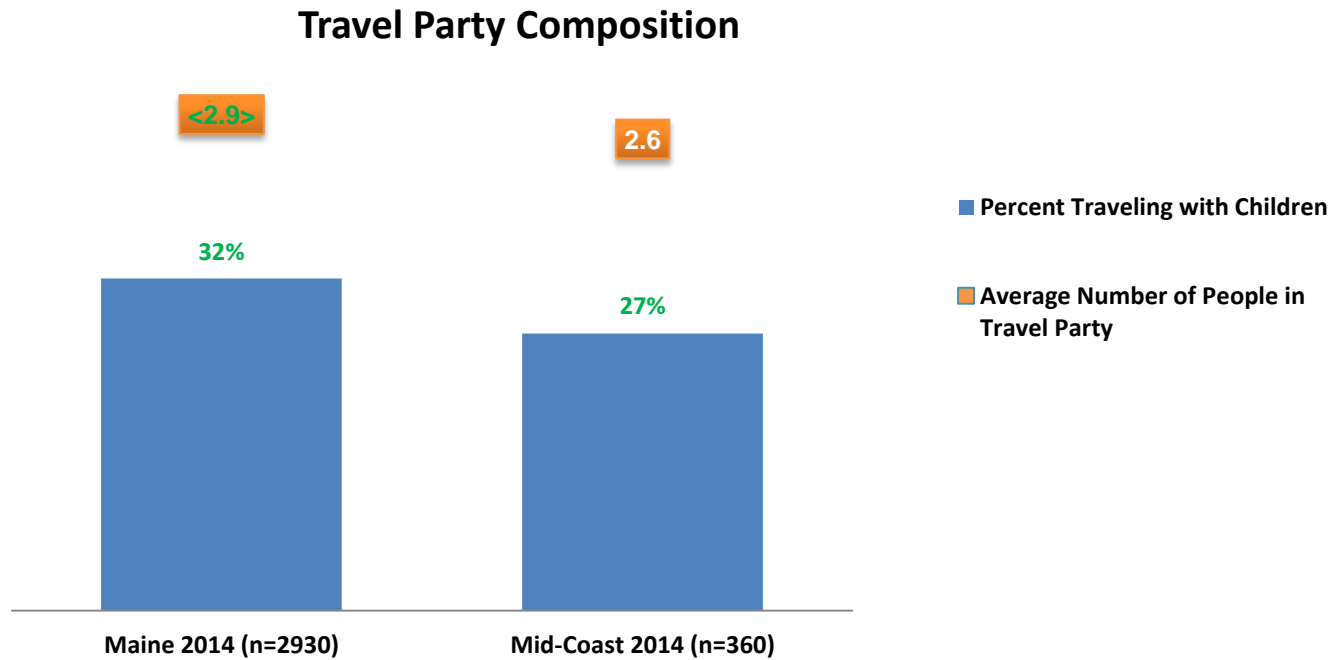


Q11. Was this your first visit in Maine?

Q12. 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 four Mid-Coast travel parties includes children, with party sizes averaging between two and three people.



Q18. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?

Q19. How many of these people were: Children?

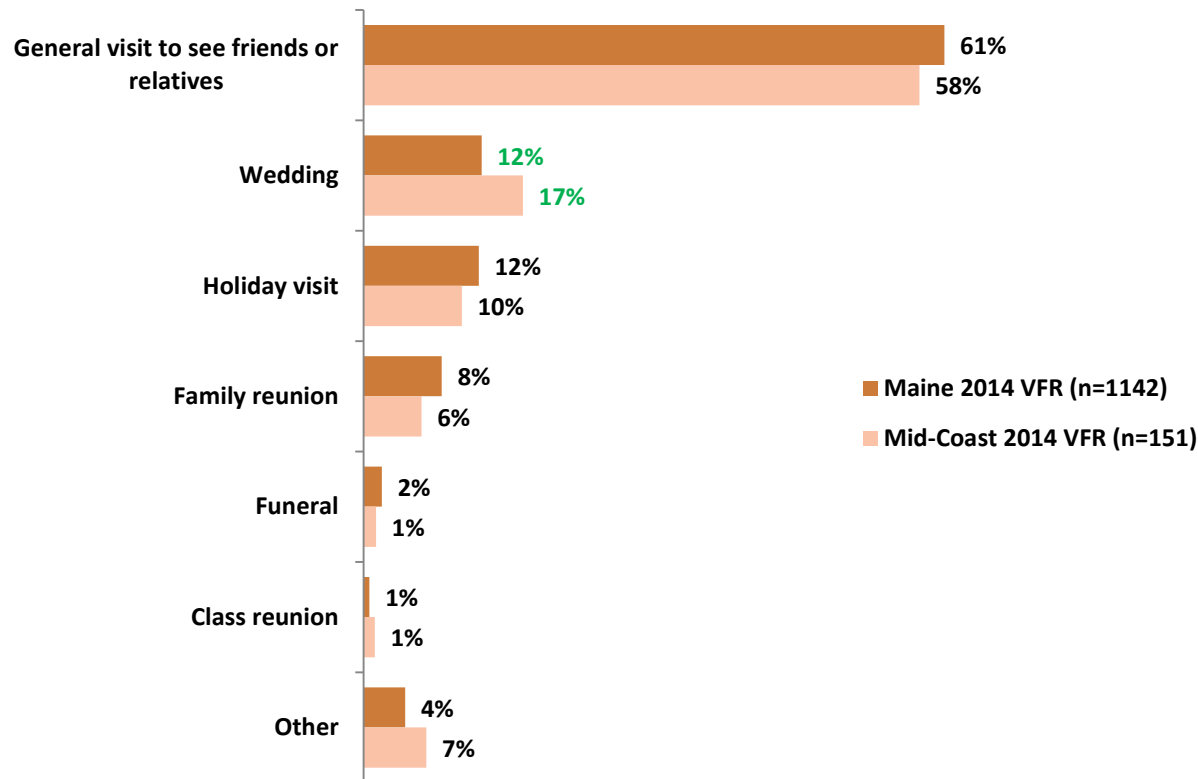
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Overnight Visitors: *Trip Experience*



# The most widely cited reason to visit the Mid-Coast among overnight VFR travelers is *a general visit to see friends or relatives*.

## Primary Purpose of Overnight VFR Trips



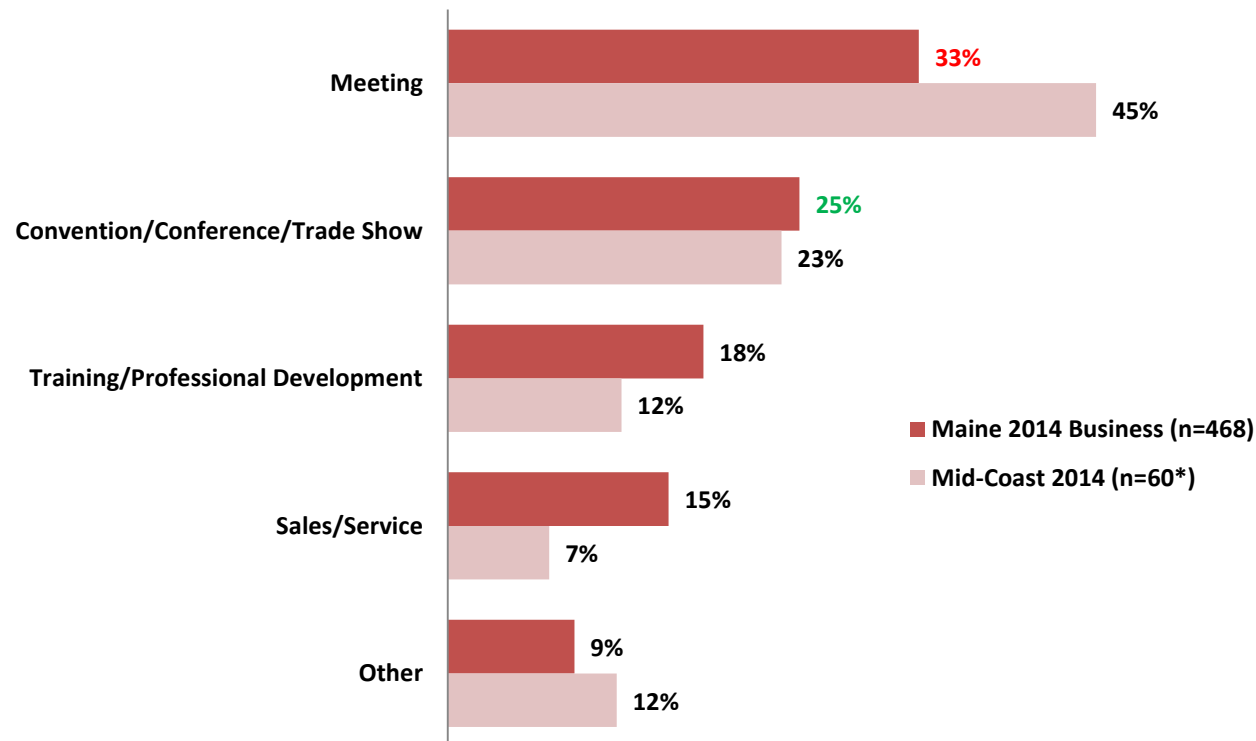
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

<> 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.

# Nearly half of overnight business travelers to the Mid-Coast region cite a *meeting* as the reason for their trip.

## Primary Purpose of Overnight Business Trips



Q8. What was the primary purpose of your most recent business trip in Maine?

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

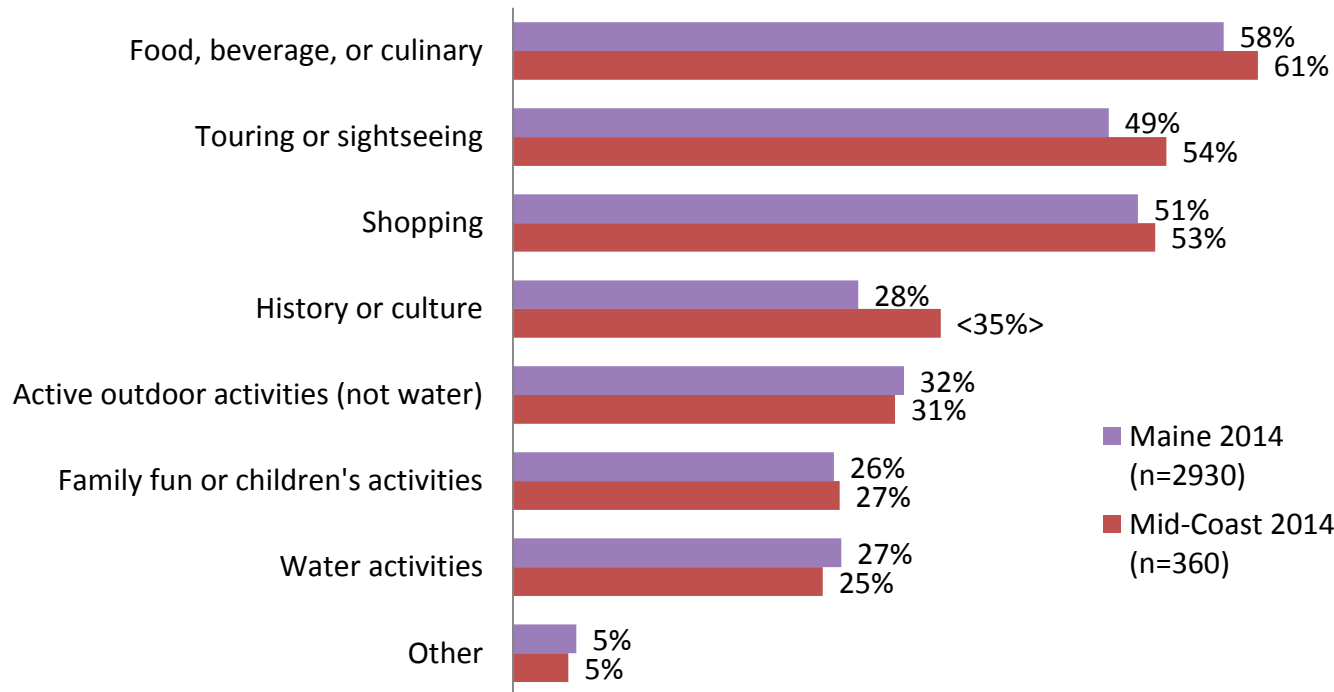
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*\*Please note small sample size.*

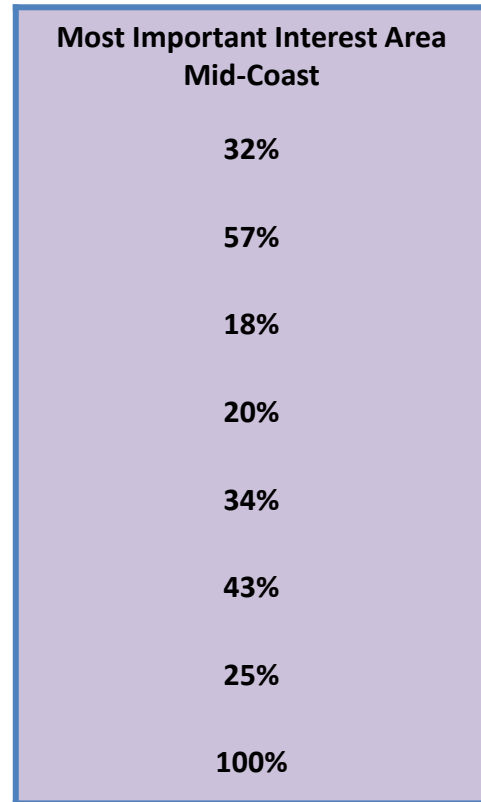
# Food, beverage, or culinary activities are the most common interest areas pursued by overnight visitors to the Mid-Coast region.

- Mid-Coast overnight visitors are more likely to pursue *history or culture* as an interest area than are visitors to Maine overall (35% vs. 28%).

2014 Interest Areas\*



Most Important Interest Area  
Mid-Coast



Q29. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

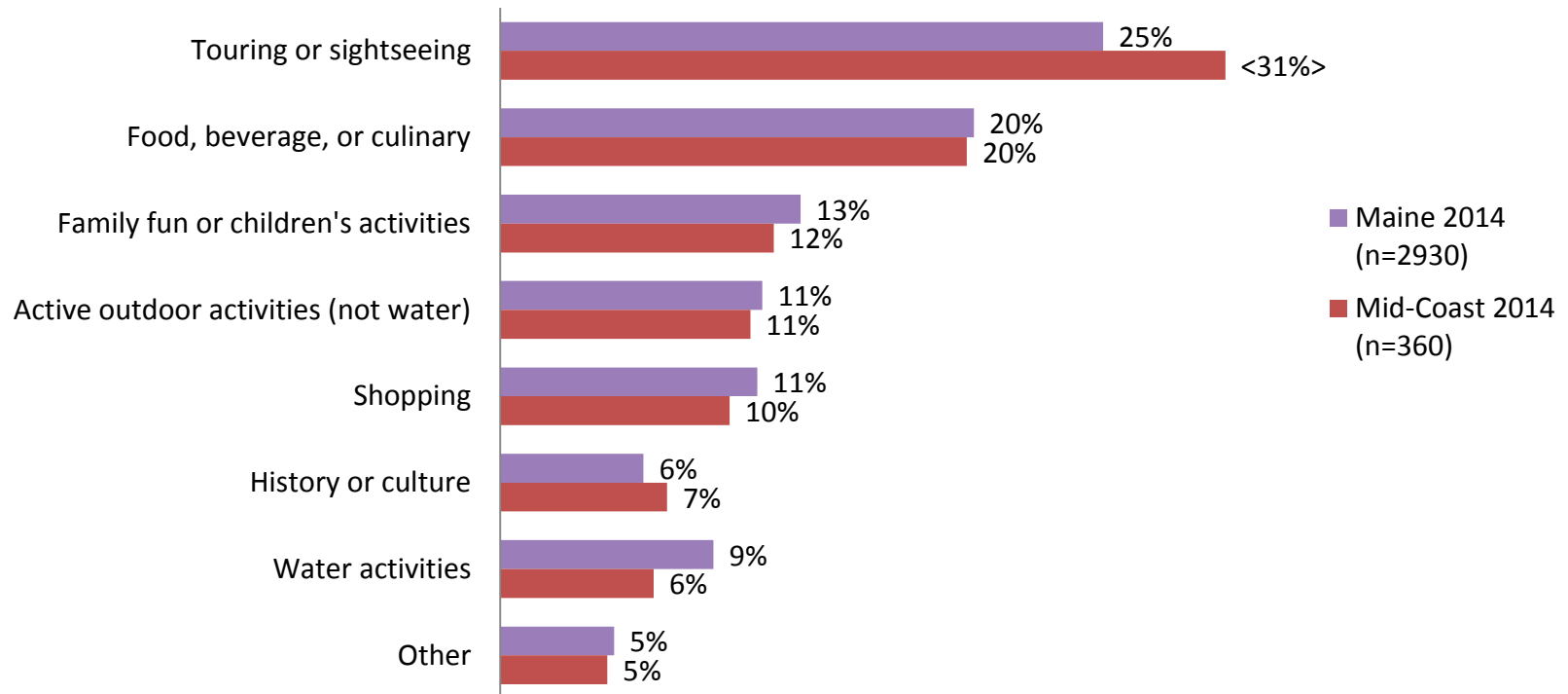
Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 14

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

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# When analyzing both interest and importance in deciding to visit, touring or sightseeing ranks highest in the Mid-Coast region, and higher than among visitors to the State of Maine as a whole.

2014 Interest Areas\*  
Importance Index



**Importance Index** = percentage selecting category as interest area X percentage ranking same interest area as #1 most important

Q29. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 15

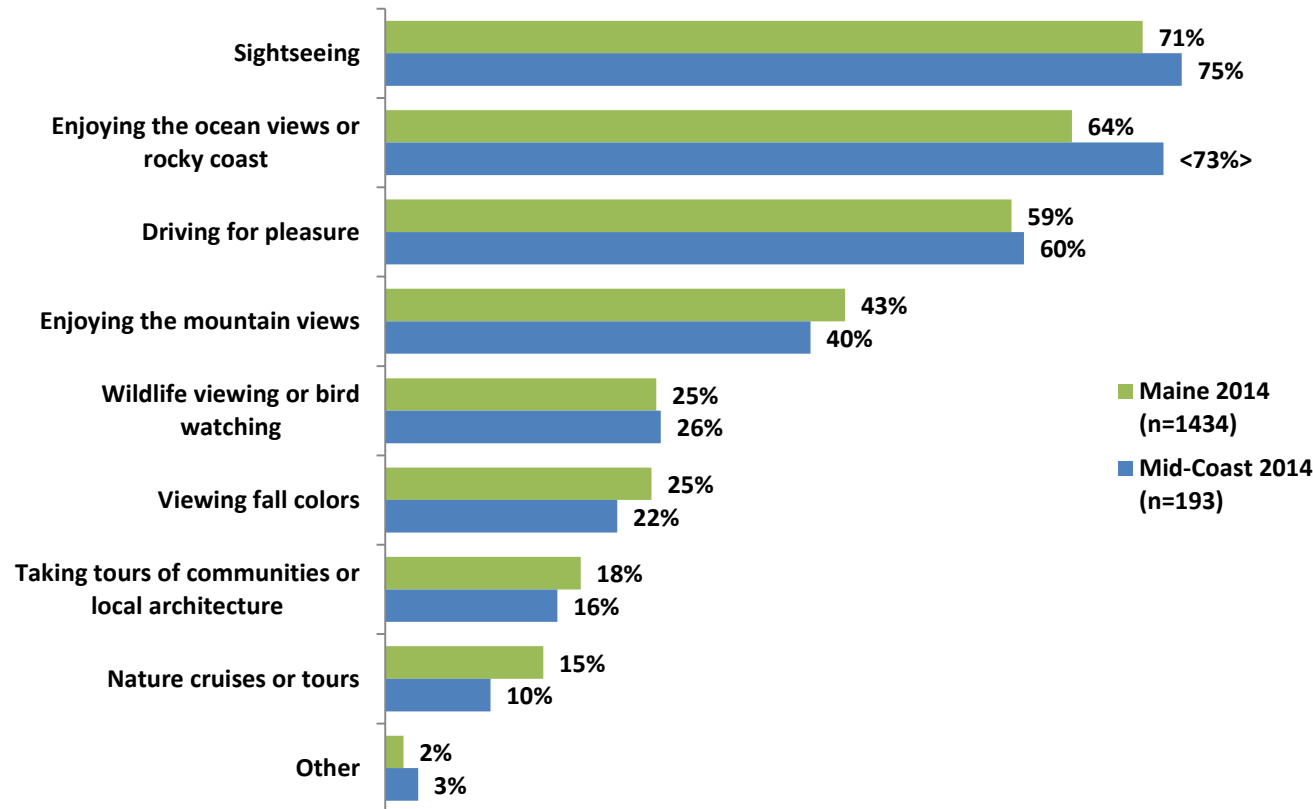
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# General sightseeing and enjoying the ocean views or rocky coast are the most common touring/sightseeing activities among Mid-Coast overnight visitors.

## Touring or Sightseeing Activities\*

Base: Those who report touring or sightseeing as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

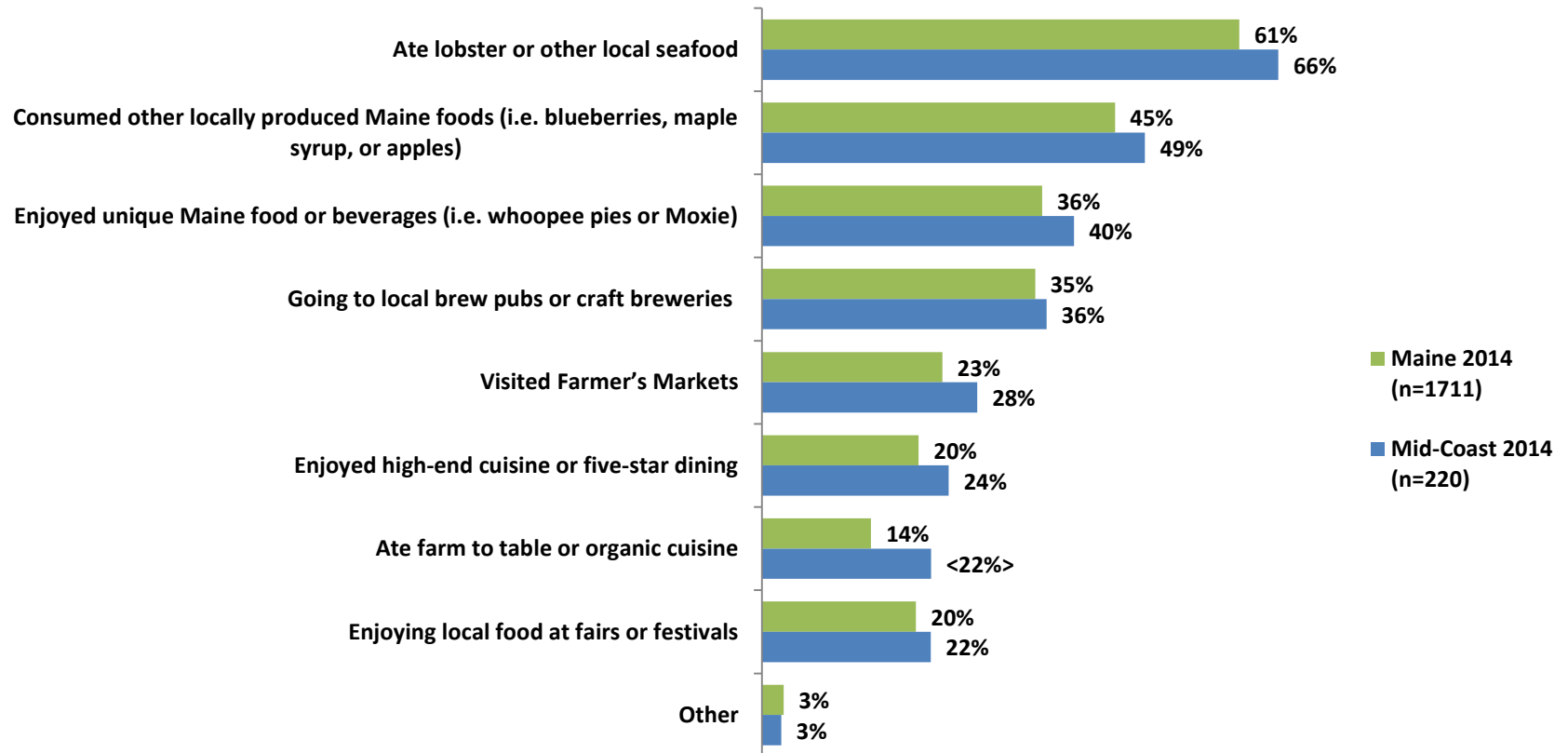
\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.



# Overnight visitors to the region who are interested in food, beverage, or culinary activities are most likely to *eat lobster or other local seafood*.

## Food, Beverage, or Culinary Activities\*

Base: Those who report food, beverage, or culinary as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

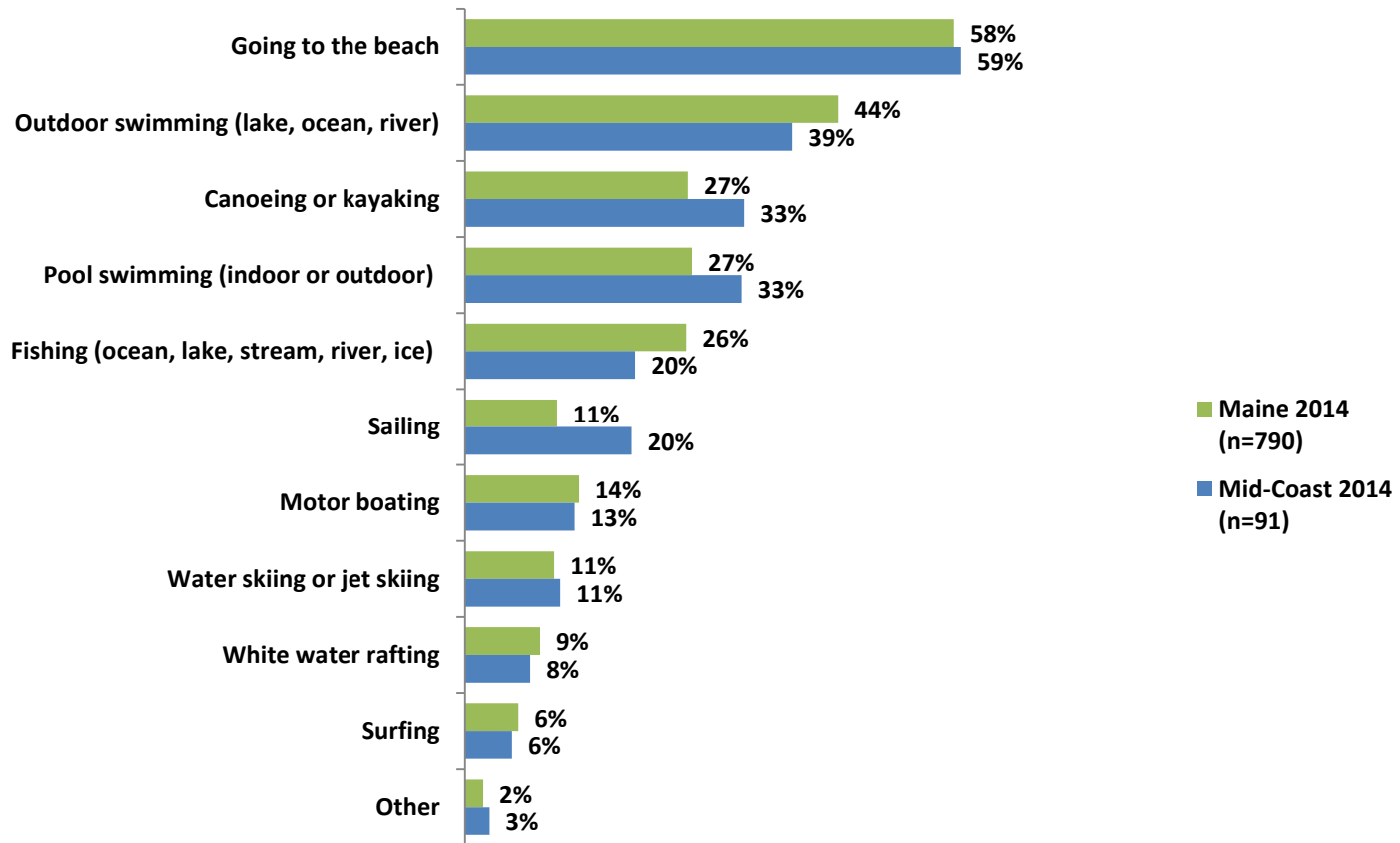
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Over half of those interested in water activities *go to the beach* while visiting the Mid-Coast.

## Water Activities\*

Base: Those who report water activities as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

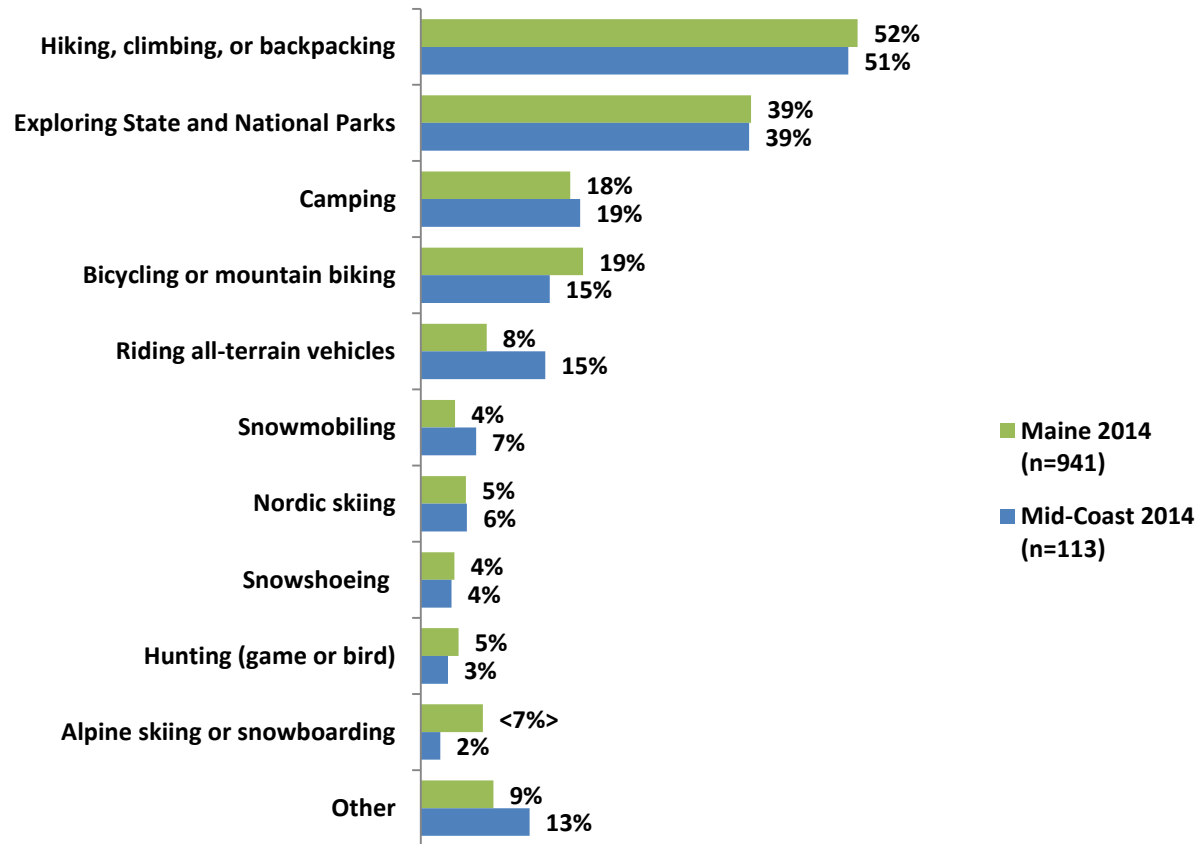
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Hiking, climbing, or backpacking is the most common pursuit among those interested in active outdoor activities.

## Active Outdoor Activities – Non-Water\*

Base: Those who report outdoor activities as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

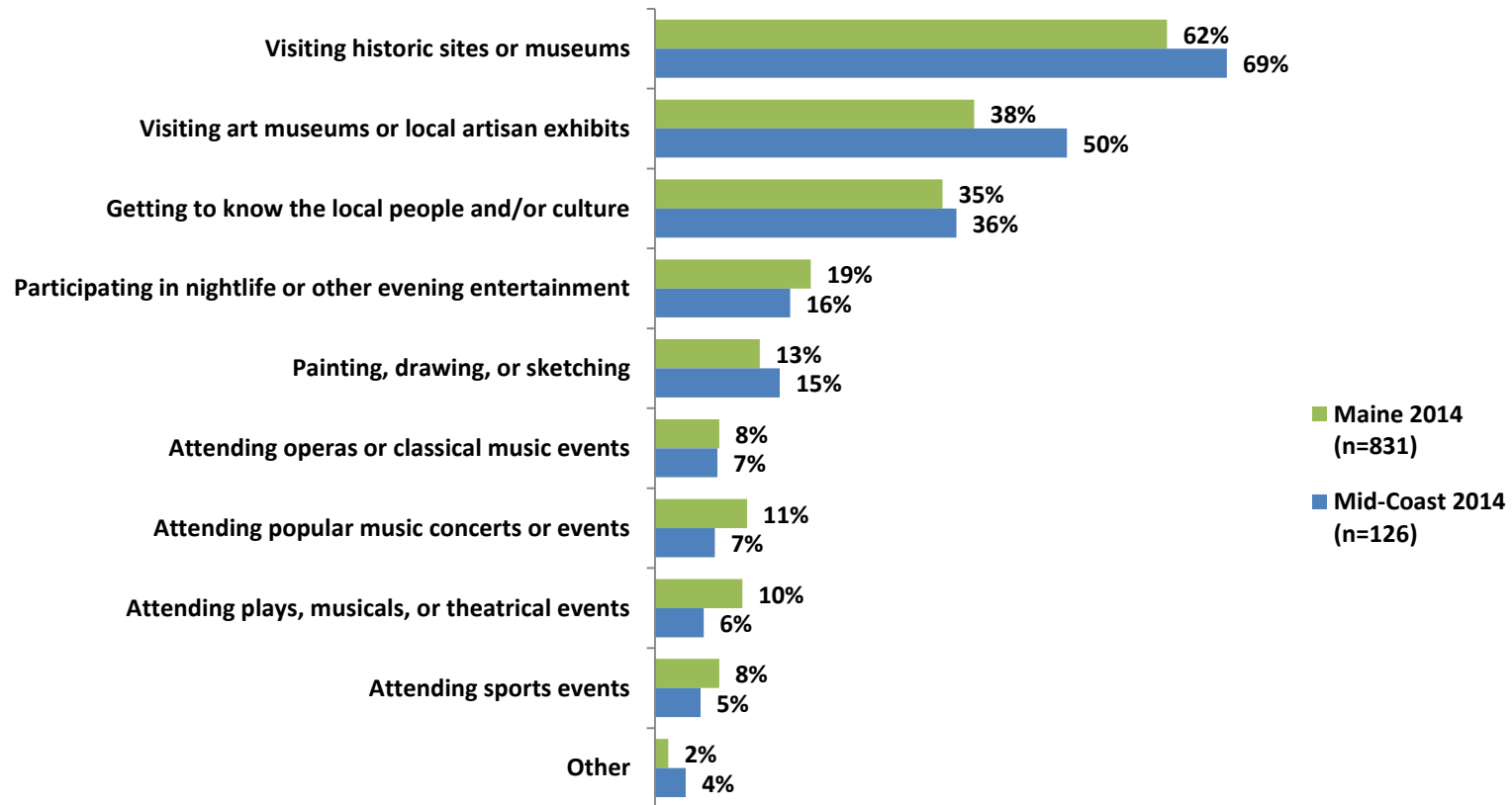
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Visiting historic sites or museums is the top history or culture activity Mid-Coast overnight visitors participated in.

## History or Culture Activities\*

Base: Those who report history or culture as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

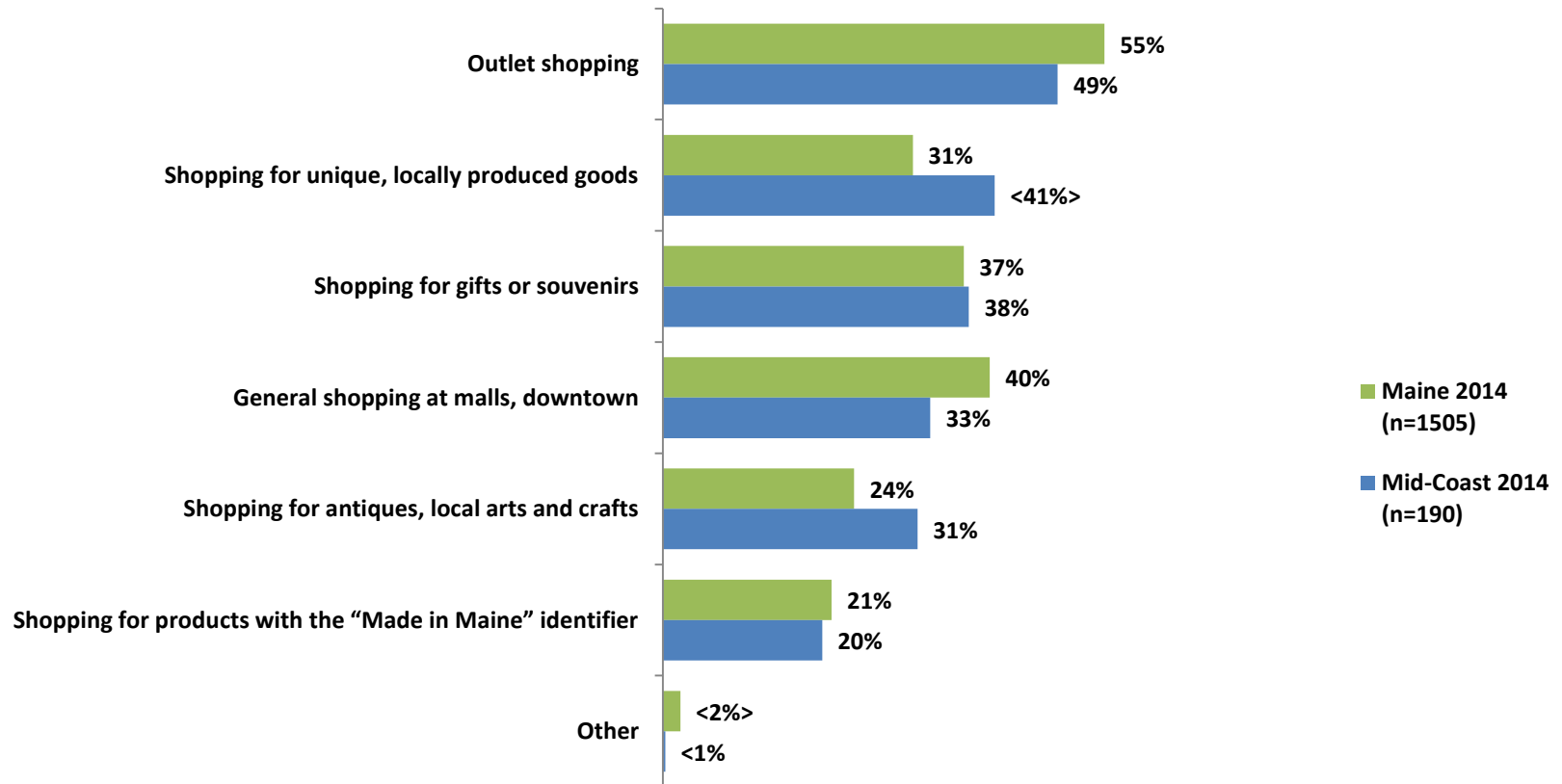
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Outlet shopping ranks highest on the list of shopping activities Mid-Coast region overnight visitors participated in on their trip.

## Shopping Activities\*

Base: Those who report shopping as an interest area for this Maine trip



Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

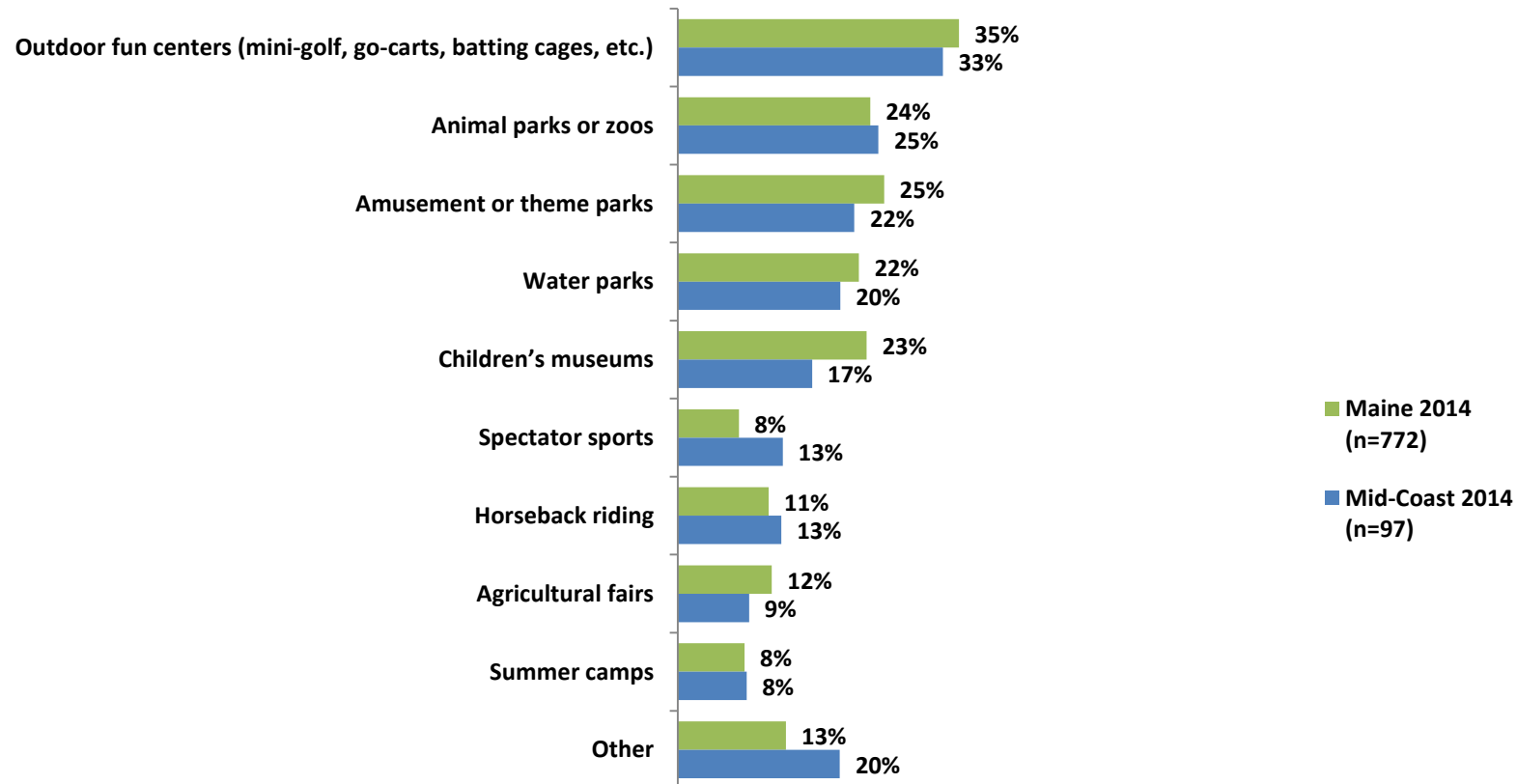
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Outdoor fun centers are the most common family fun/children's activity pursued by overnight visitors to the Mid-Coast region.

## Family Fun/Children's Activities\*

Base: Those who report family fun/children's activities as an interest area for this Maine trip



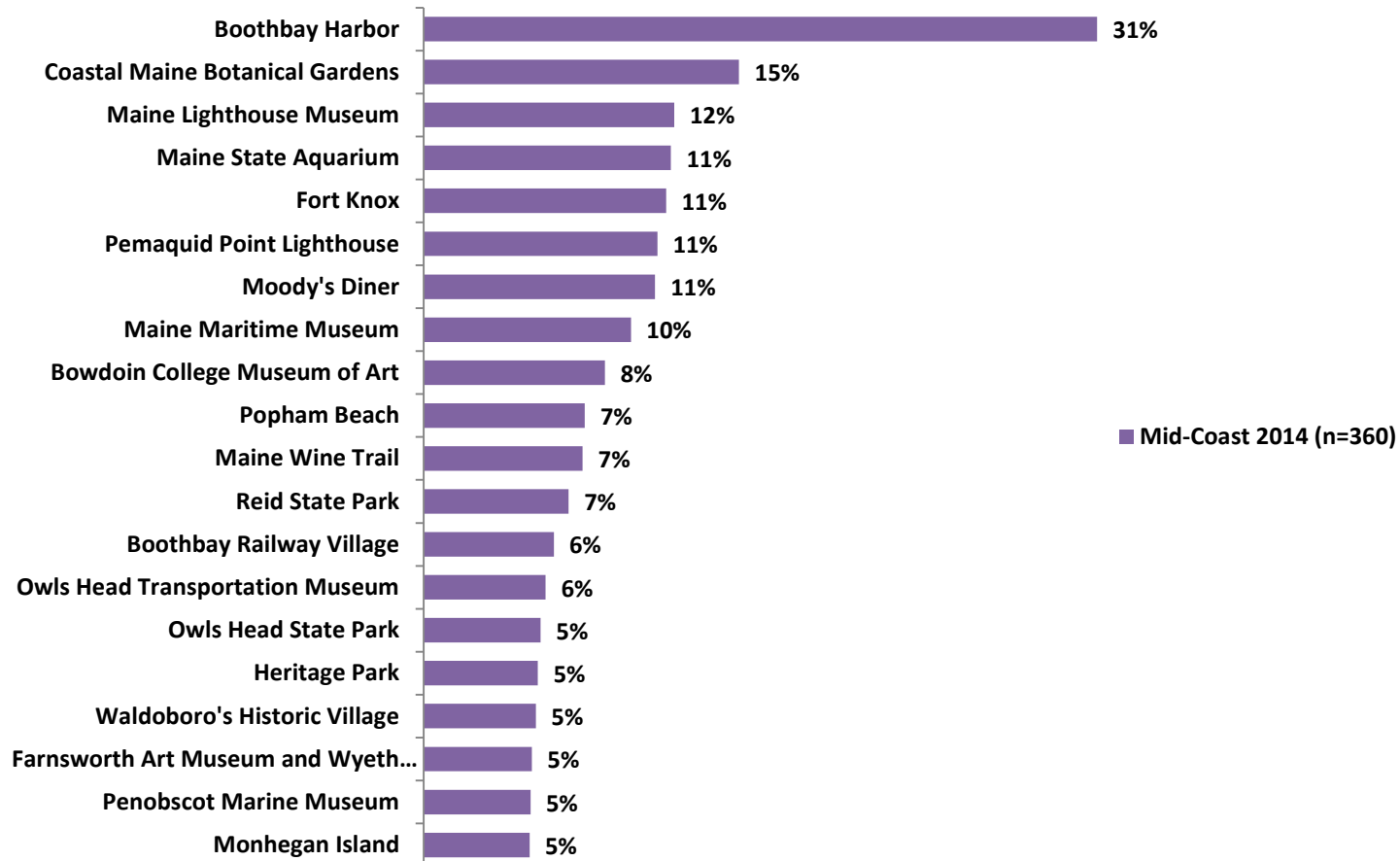
Q31. In which of the following activities did you participate during this trip? Please check all that apply.

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

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Boothbay Harbor is the most frequently visited attraction/location among overnight visitors to the Mid-Coast region.

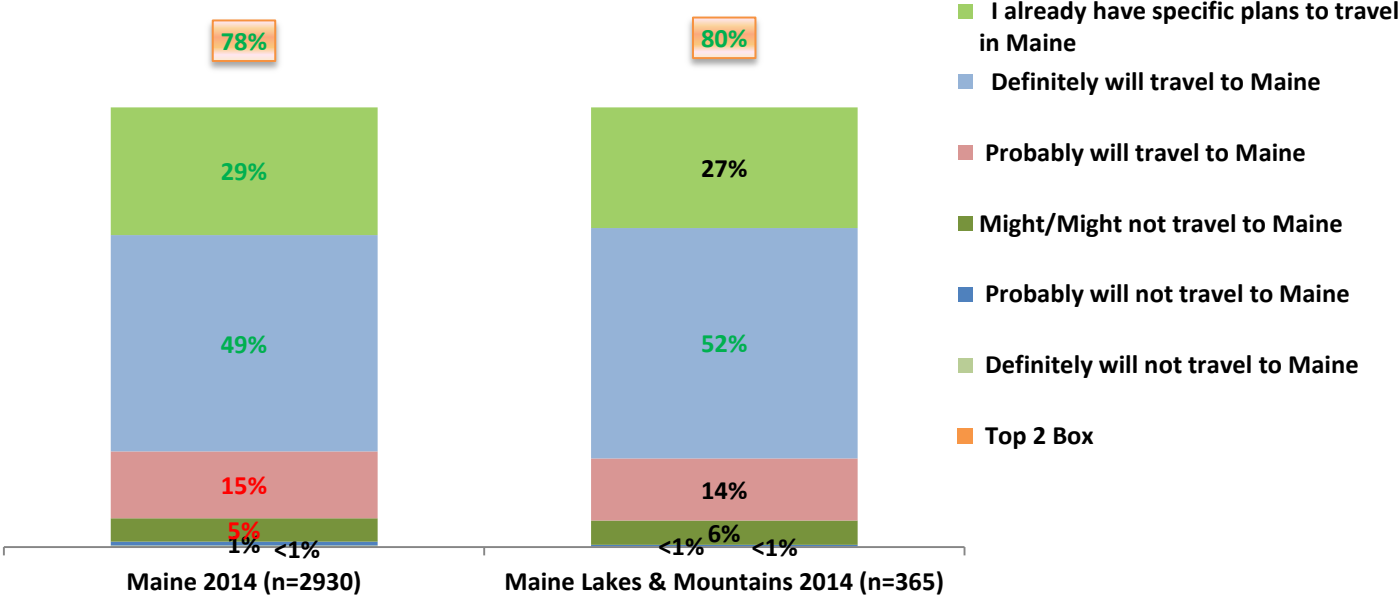
### Top Attractions/Locations Visited



Q26: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

# Four in five visitors to the Mid-Coast intend to visit Maine again in the next two years.

## Future Travel Likelihood



Q38. How likely will you be to travel in Maine in the next two years?  
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 Mid-Coast region average around 49 years of age, earning less than \$90,000 annually. Three in four have a college degree, and 57% are employed full-time. Two-thirds are married.

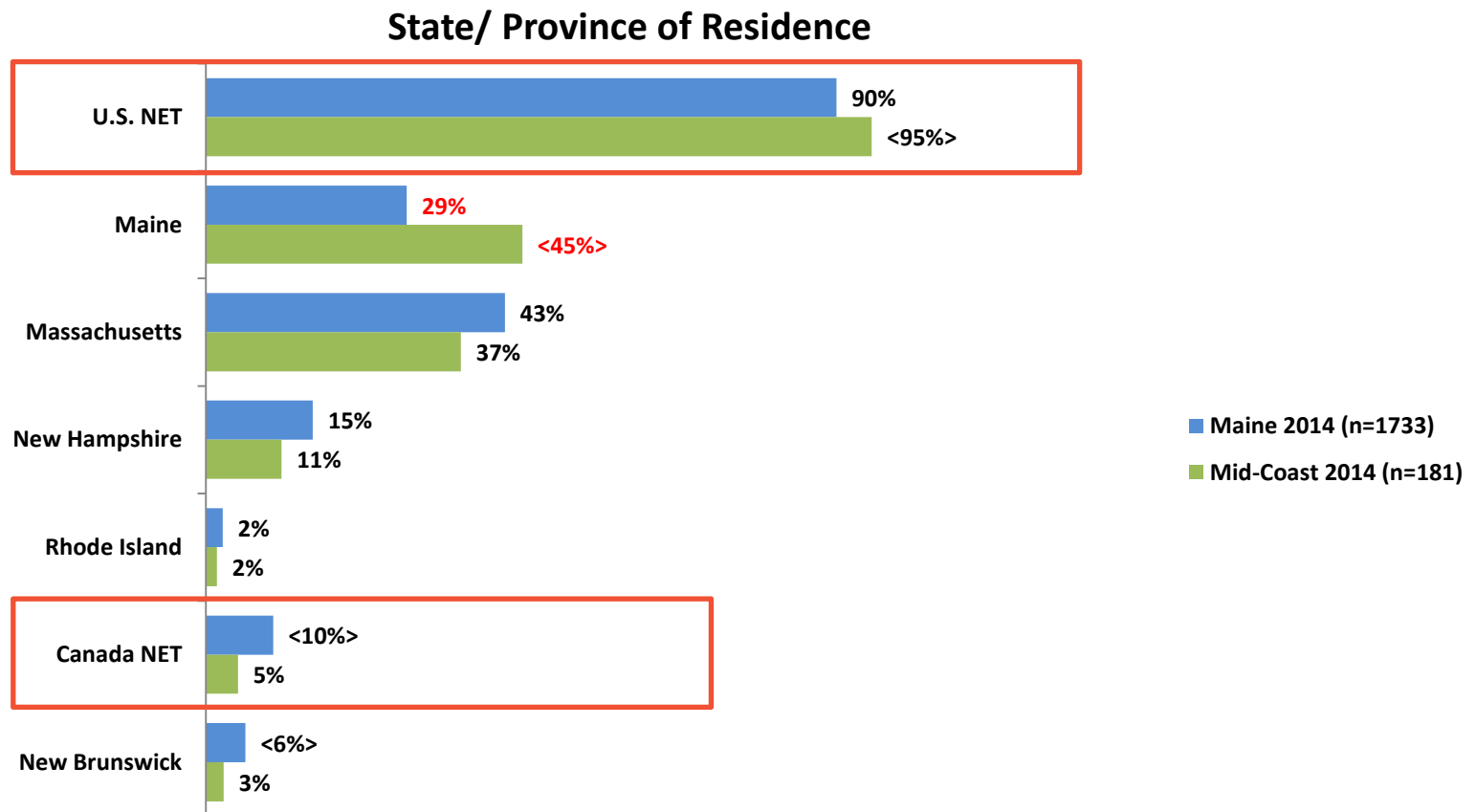
Day Visitors	Maine 2014 (n=1733)	Mid-Coast 2014 (n=181)
Age:		
< 35	24%	22%
35 - 44	16%	15%
45 - 54	22%	16%
55 +	38%	<47%>
Mean Age (Years)	47.9	49.2
Income:		
< \$50,000	22%	21%
\$50,000 - \$99,999	43%	<51%>
\$100,000 +	36%	29%
Mean Income (Thousands)	\$93,610	\$87,780
Female	56%	51%
College Degree or Higher	69%	75%
Married	64%	66%
Employed Full Time	54%	57%

<> 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.

# The majority of day visitors to the Mid-Coast originate in Maine or Massachusetts.

- The Mid-Coast region attracts a greater proportion of in-state day visitors than does the rest of the State of Maine, while attracting a lesser proportion of Canadian day visitors.

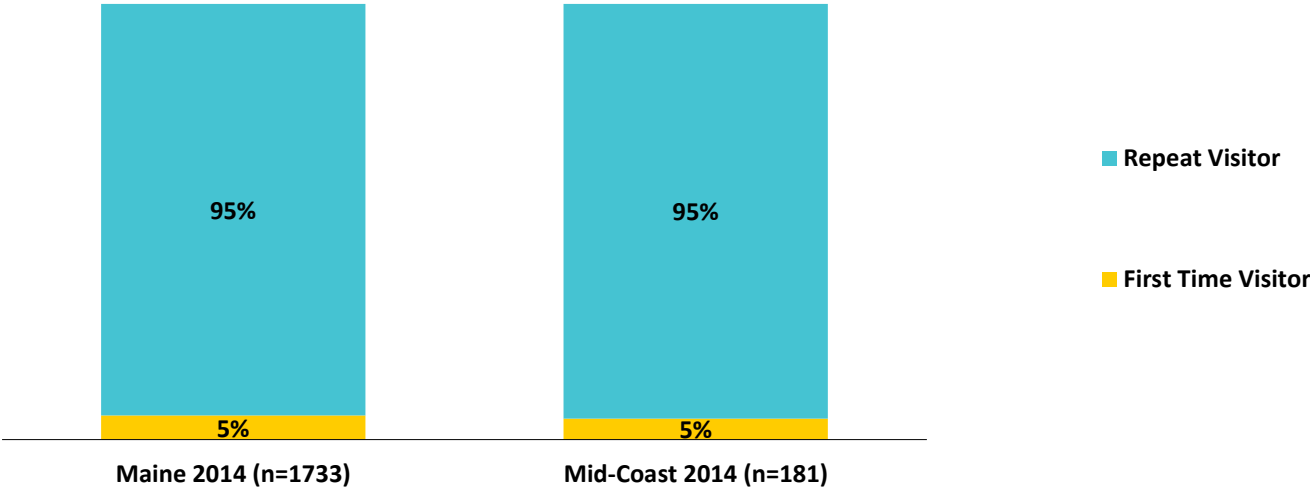


Q2. In what State or Province do you reside?

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 Mid-Coast region have visited Maine previously.

## Repeat vs. First Time Visitors

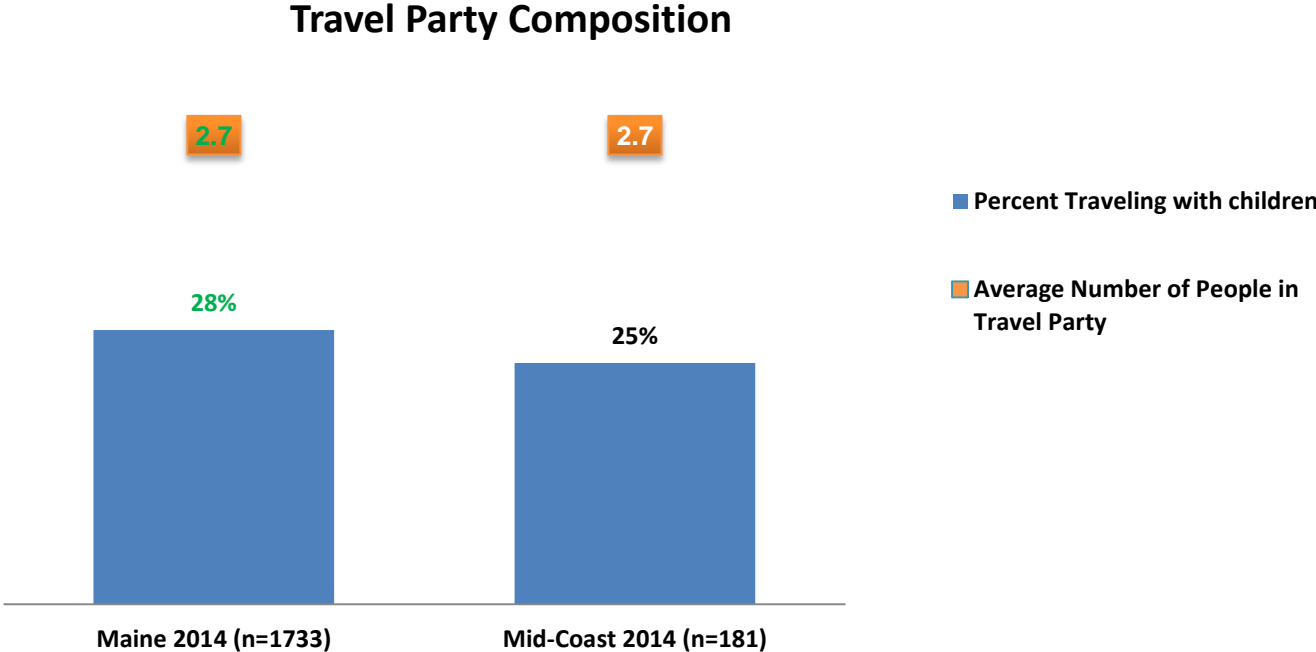


Q10. Was this your first trip to Maine?

Q11. 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 four day visitors to the Mid-Coast region is traveling with children, and the average party size is two or three members.



Q14. Including yourself and any children, how many people were in your immediate travel party on this trip?

Q15. How many of these people were: Children

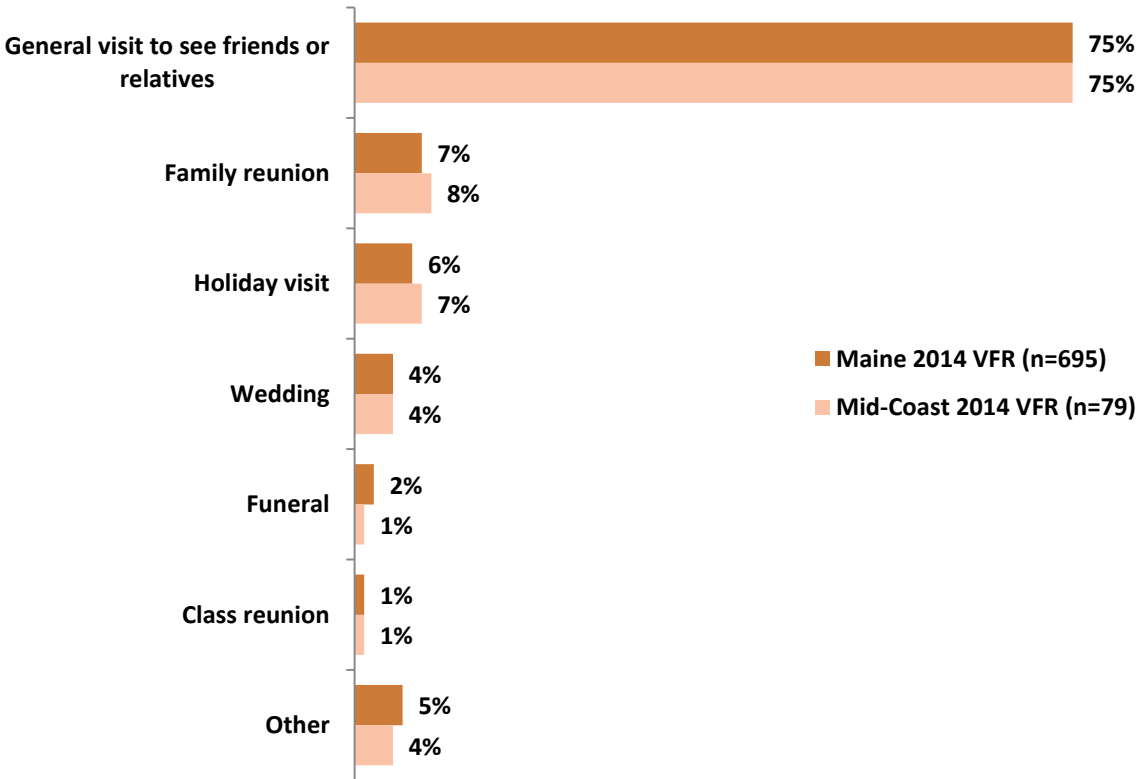
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Day Visitors: *Trip Experience*



# The most common reason cited for visiting the Mid-Coast among VFR day travelers is a *general visit to see friends or relatives*.

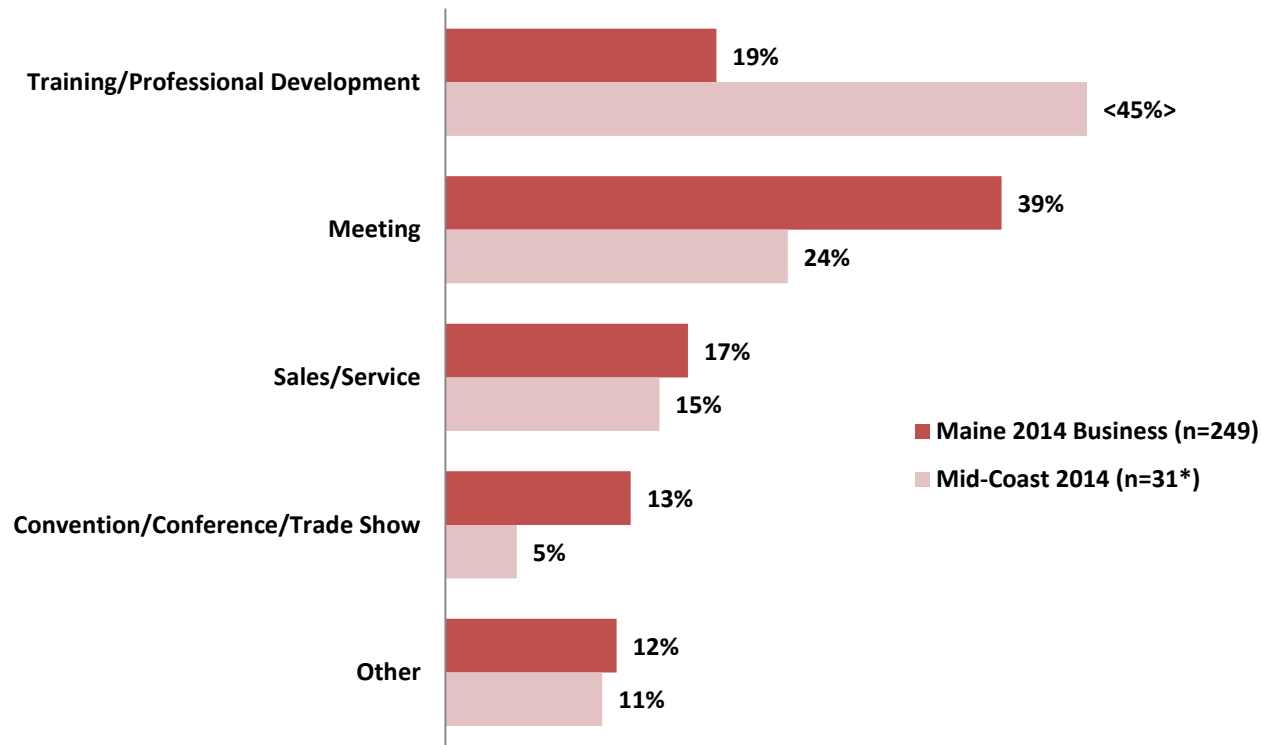
### Primary Purpose of Day VFR Trips



Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?  
<> 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.

# Business day visitors to the Mid-Coast are most likely to cite *training/professional development* as their primary reason for visiting.

## Primary Purpose of Day Business Trips



Q8. What was the primary purpose of your most recent business trip in Maine?

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

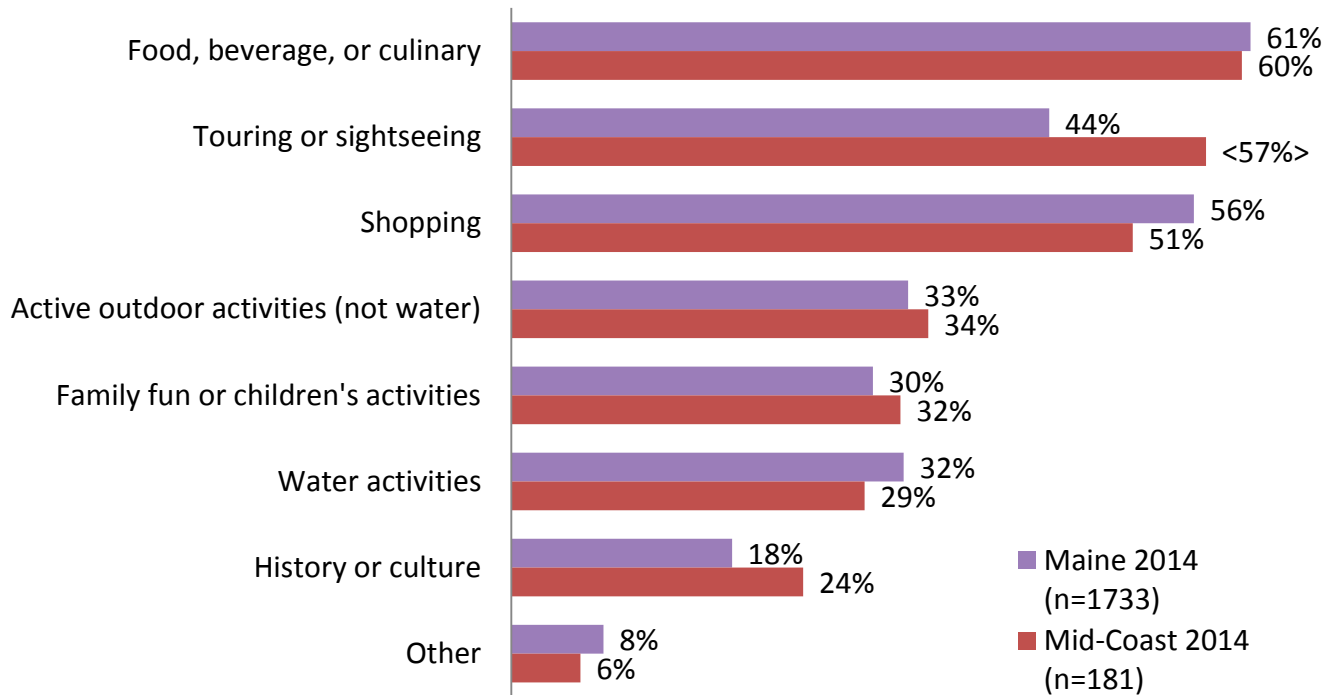
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*\*Please note small sample size.*



# Food/beverage/culinary activities are the most common interests pursued by Mid-Coast day visitors, followed by touring/sightseeing.

2014 Interest Areas\*



Most Important Interest Area  
Mid-Coast

Food, beverage, or culinary	29%
Touring or sightseeing	45%
Shopping	19%
Active outdoor activities (not water)	34%
Family fun or children's activities	53%
Water activities	29%
History or culture	24%
Other	71%

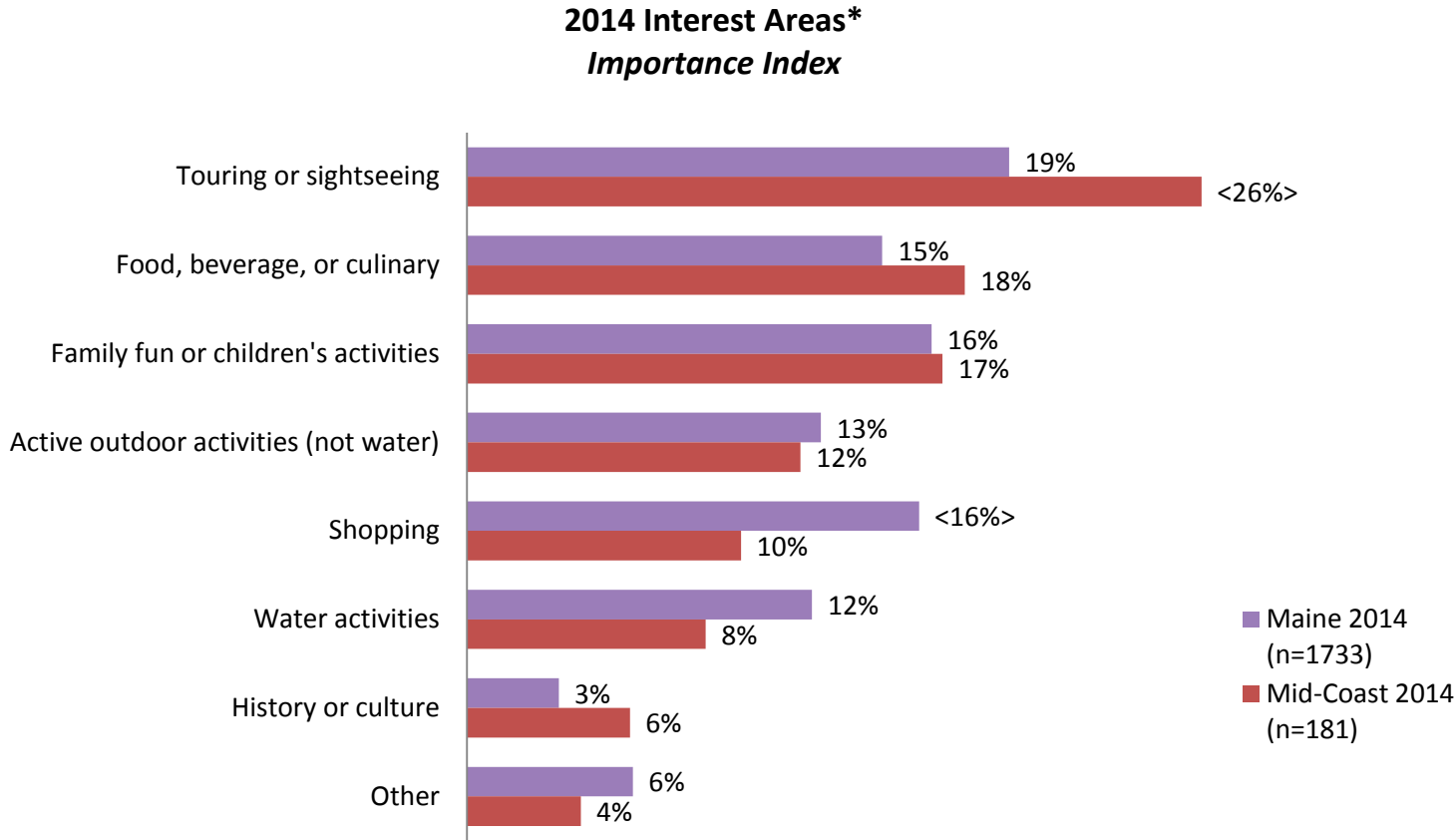
Q17. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 33

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

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# When analyzing both interest and importance in deciding to visit, touring or sightseeing ranks highest among day visitors to the Mid-Coast region.



**Importance Index** = percentage selecting category as interest area X percentage ranking same interest area as #1 most important

Q17. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.

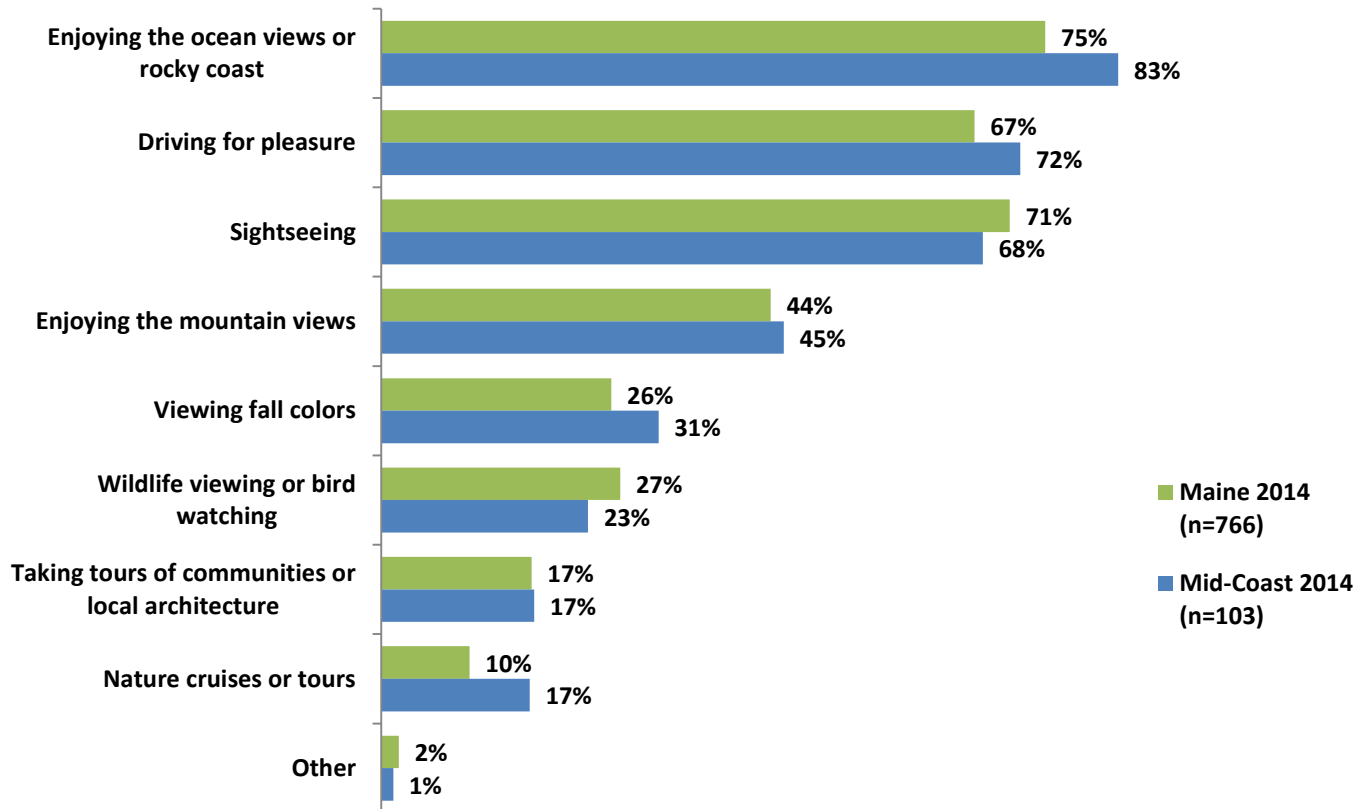
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years

# The majority of Mid-Coast day visitors who are interested in touring/sightseeing activities spend time *enjoying the ocean views or rocky coast*.

## Touring or Sightseeing Activities\*

Base: Those who report touring or sightseeing as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

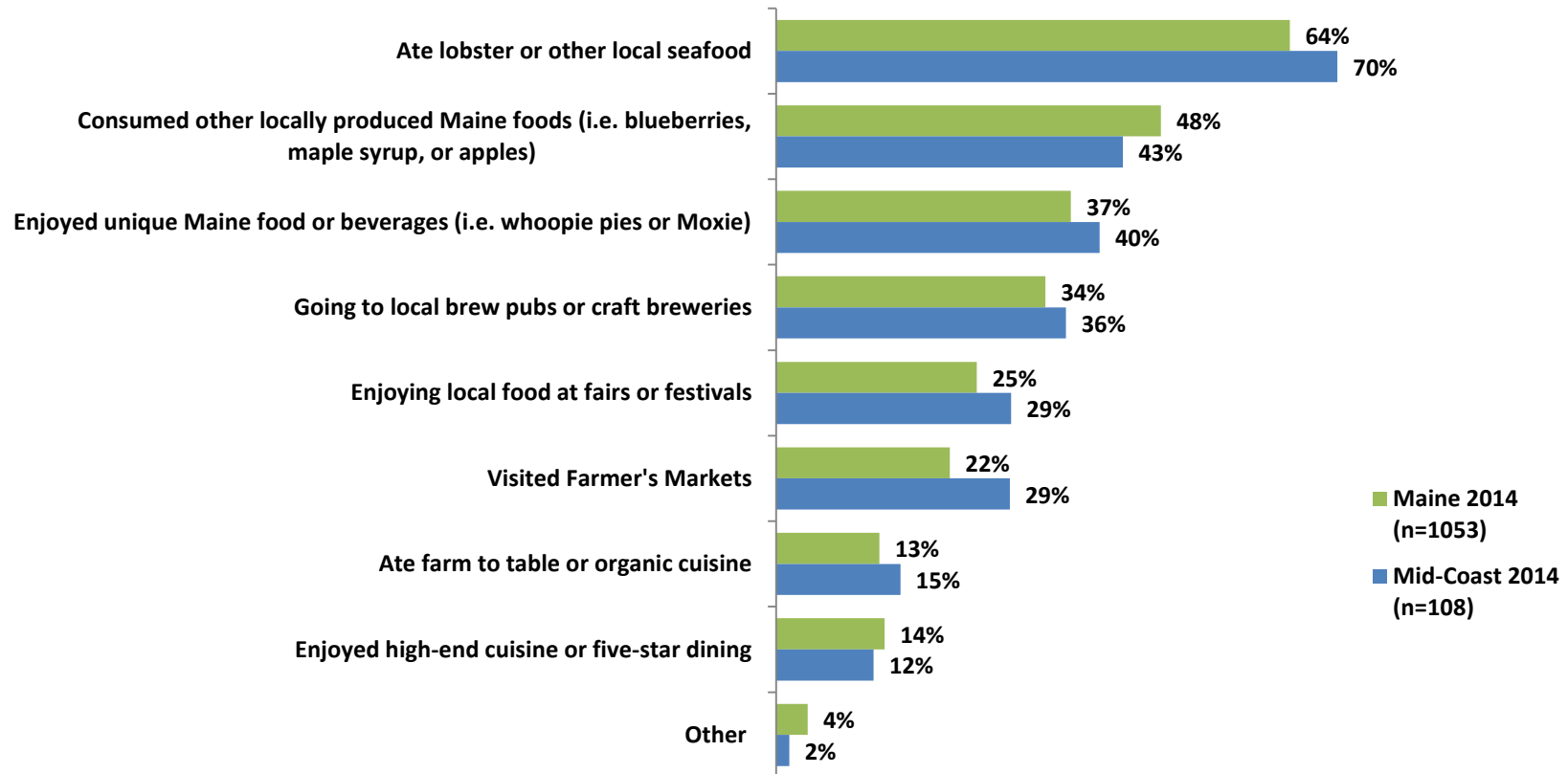
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Seven in ten day visitors who are interested in food/beverage/culinary activities ate lobster or other local seafood while visiting the region.

## Food, Beverage, or Culinary Activities\*

Base: Those who report food, beverage, or culinary as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

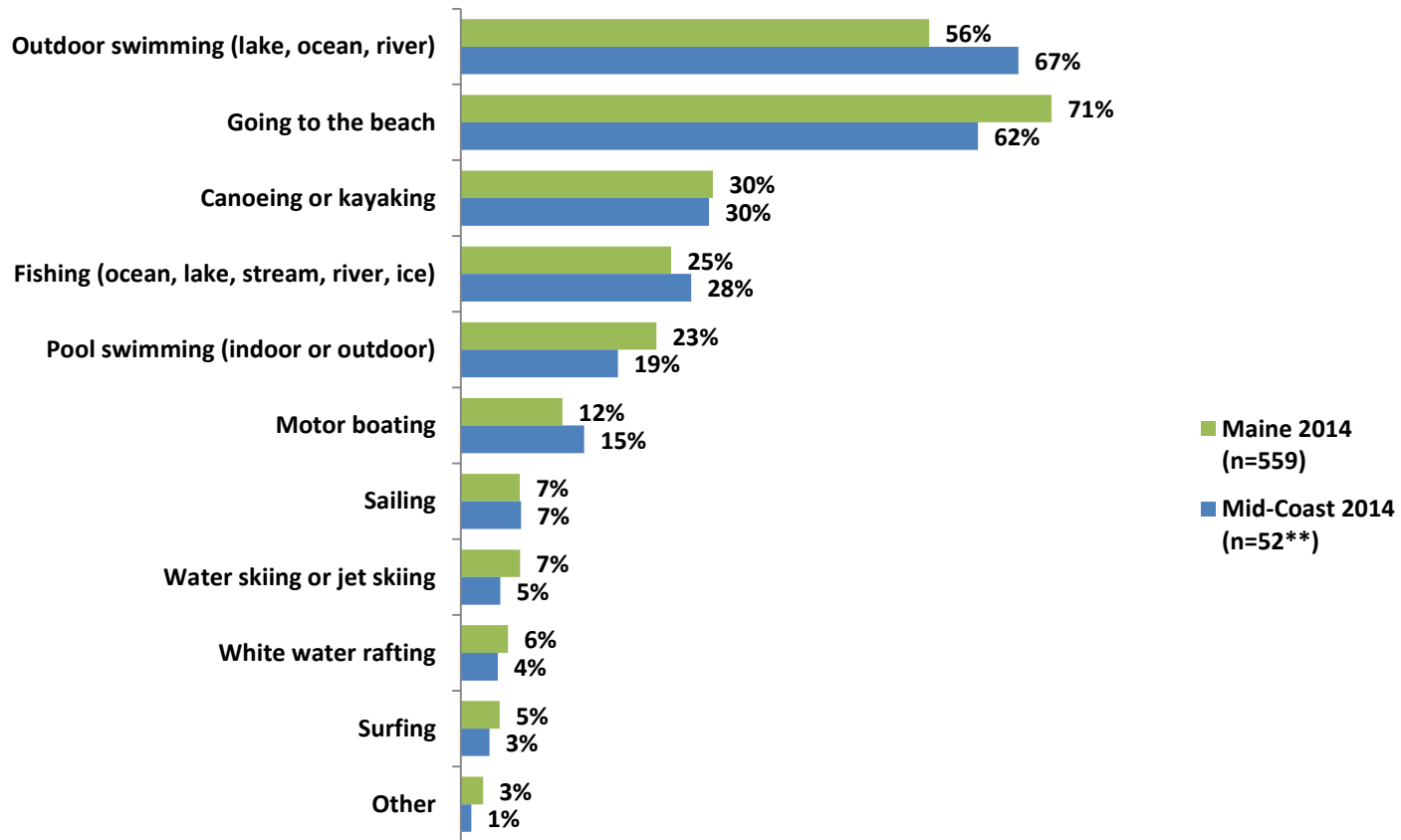
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

# Outdoor swimming and going to the beach are the most common activities pursued by day visitors interested in water activities.

## Water Activities\*

Base: Those who report water activities as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

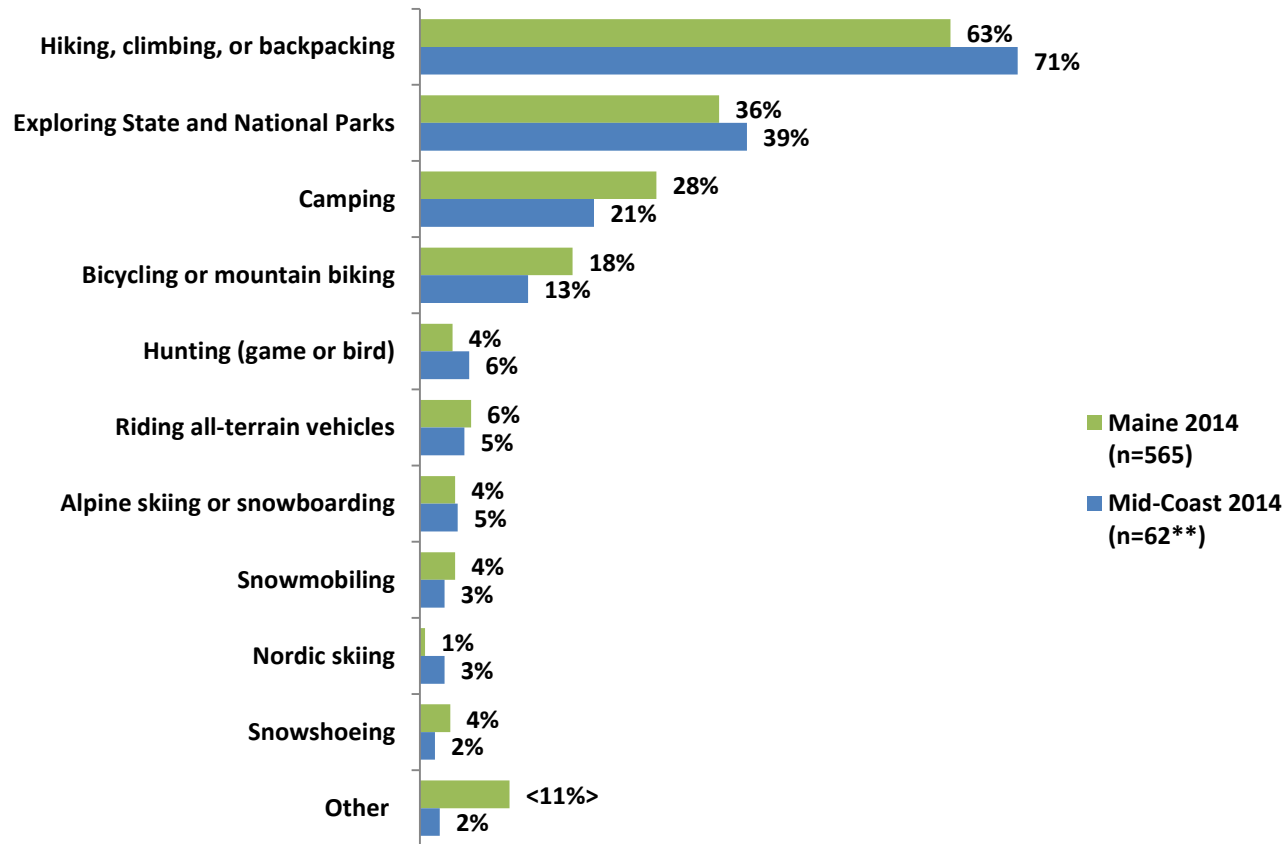
\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

\*\*Please note small sample size.

# Hiking, climbing, or backpacking is the most common active outdoor activity pursued by day visitors to the Mid-Coast.

## Active Outdoor Activities – Non-Water\*

Base: Those who report outdoor activities as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

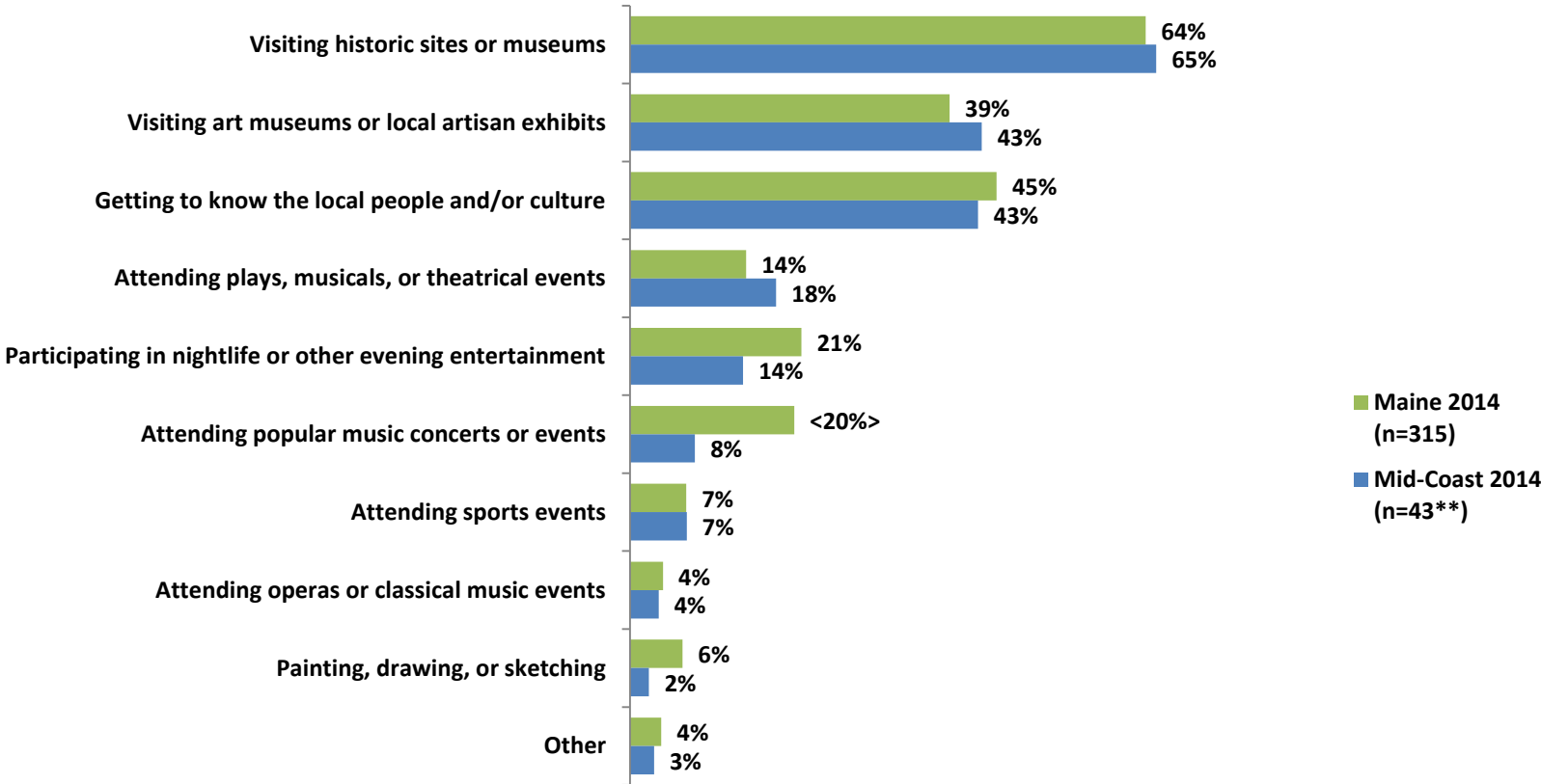
\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

\*\*Please note small sample size.

# Visiting historic sites or museums is the most popular history or culture activity among day visitors to the Mid-Coast.

## History or Culture Activities\*

Base: Those who report history or culture as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

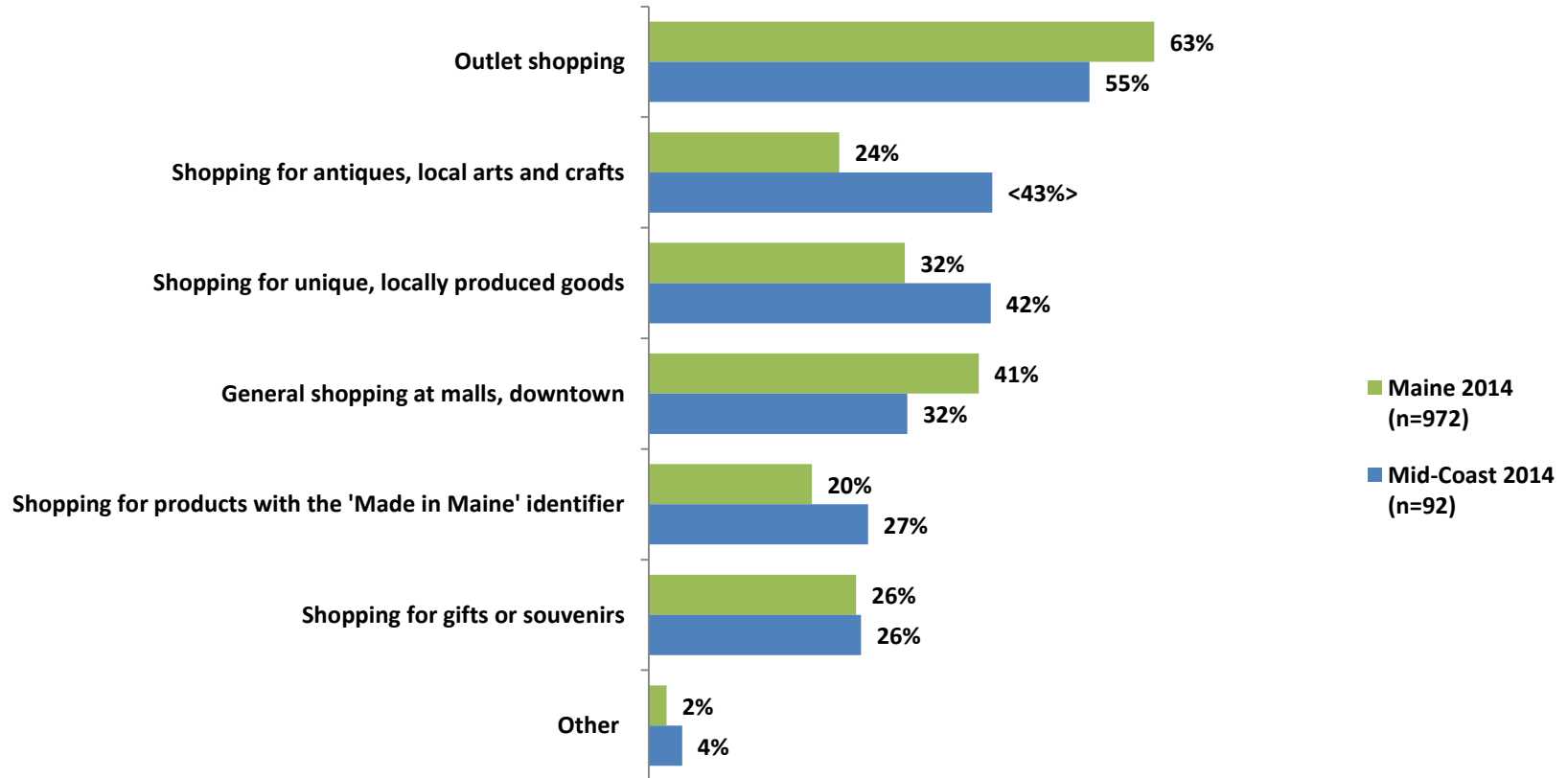
\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

\*\*Please note small sample size.

# Outlet shopping is pursued by more than half of Mid-Coast day visitors interested in shopping.

## Shopping Activities\*

Base: Those who report shopping as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? Please check all that apply.

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

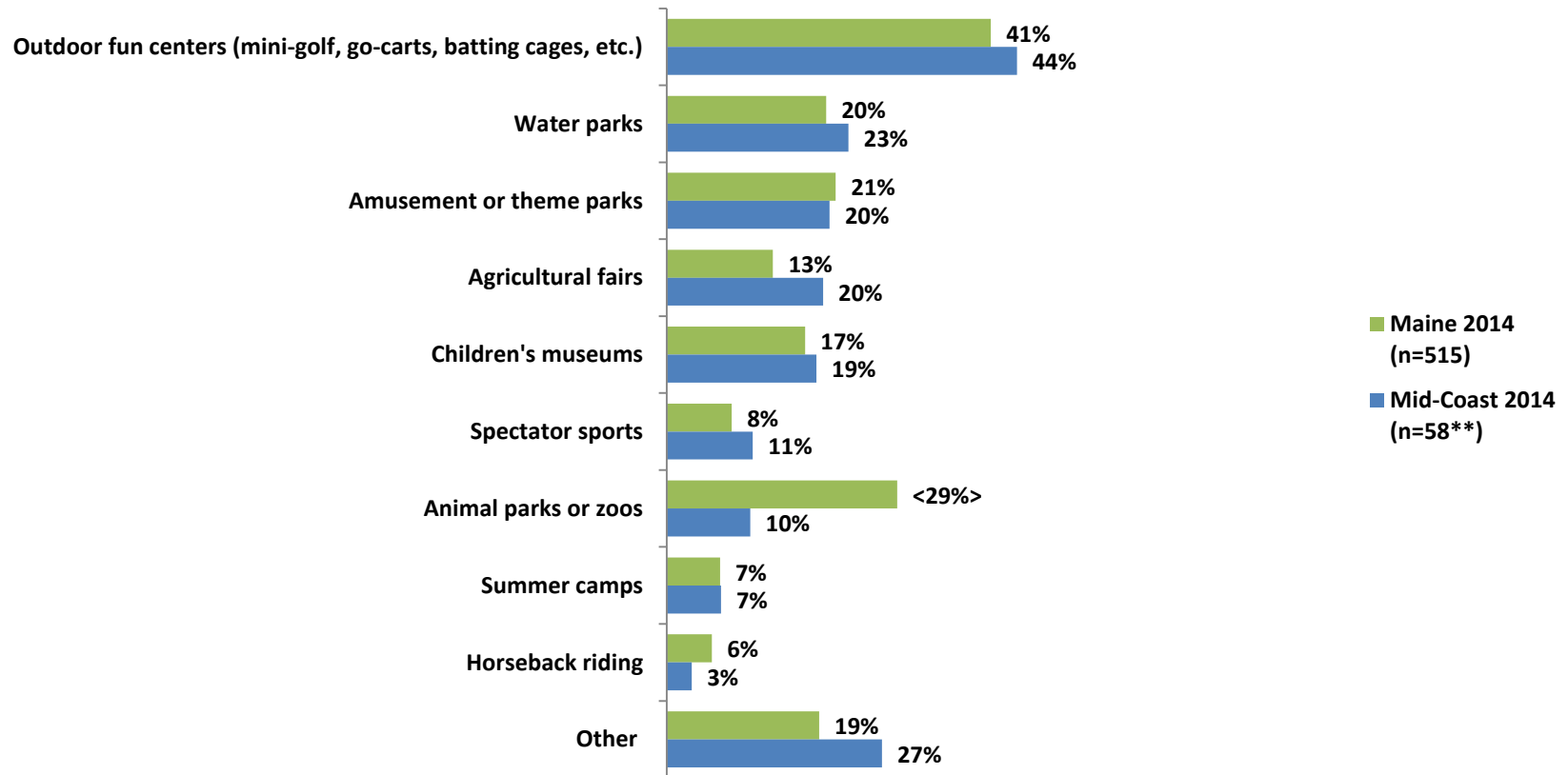
\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.



# Day visitors to the Mid-Coast who are interested in family fun/children's activities most often visit *outdoor fun centers*.

## Family Fun/Children's Activities\*

Base: Those who report family fun/children's activities as an interest area for this Maine trip



Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

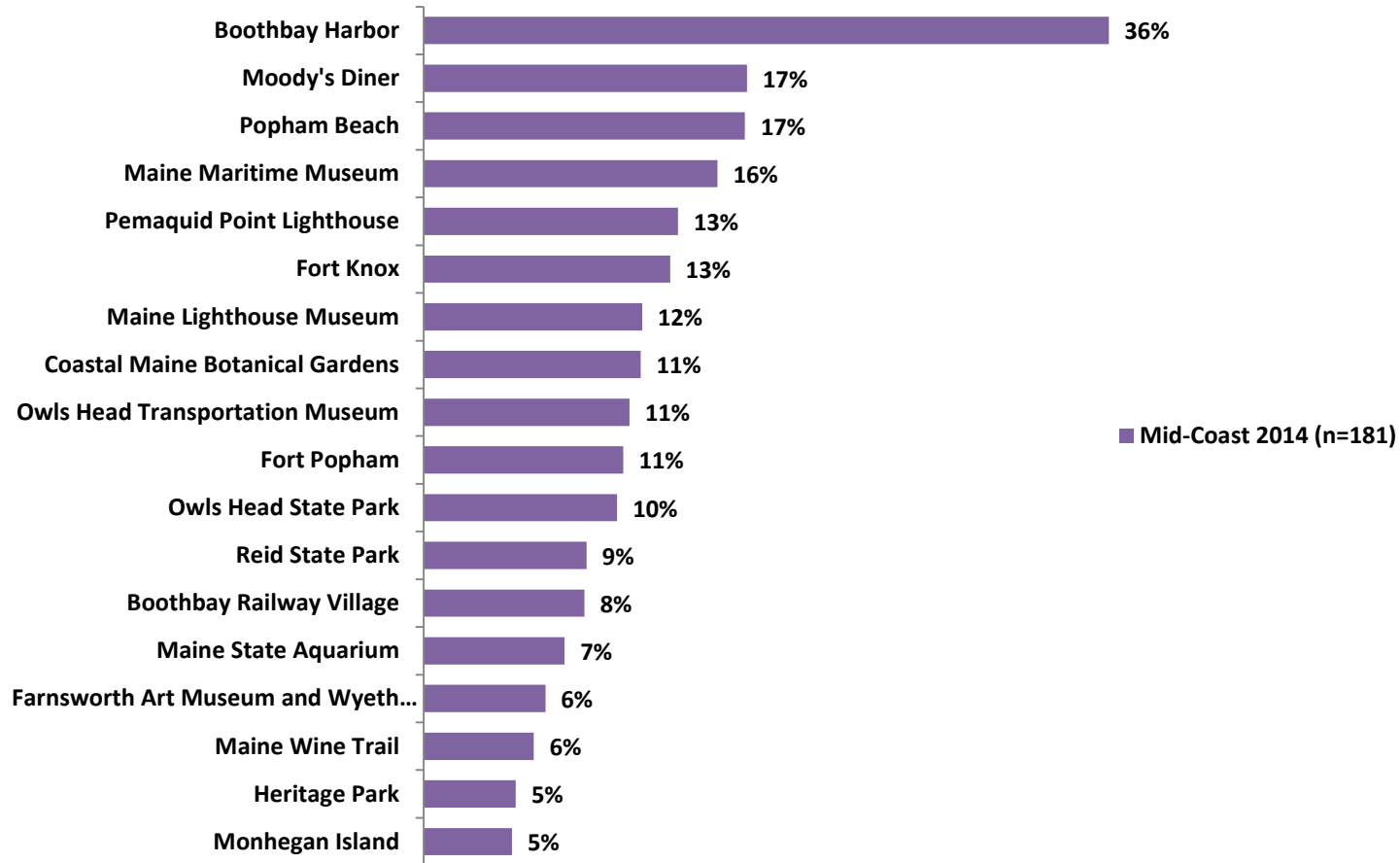
<> indicates a significant difference between subgroups at the 95% confidence level.

\*Questioning regarding interest areas and activities new for 2014; therefore, no comparisons can be made to prior years.

\*\*Please note small sample size.

# One in three day visitors to the Mid-Coast visits Boothbay Harbor.

## Top Attractions/Locations Visited



Q23: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

# Comparison of *Mid-Coast* Visitors to Maine Visitors



# Comparisons: Region vs. State

- Visitors to the Mid-Coast tourism region and visitors to the State of Maine as a whole differ in a few areas. These variations can be seen in visitor origin, their reasons for traveling, their travel interests, and the activities they participate in while visiting.
- Highlights – Mid-Coast region vs. State visitors:

## Visitor Origin

- **A greater proportion** of overnight and day visitors to the region from **the United States**.
- **A lesser proportion** of overnight and day visitors to the region from **Canada**.
- **A greater proportion** of overnight visitors to the region from the **Mid-Atlantic US**.
- **A greater proportion** of day visitors to the region from **Maine**.

## Primary Purpose of Business Travel

- Business day visitors **more** likely to be in the area for **training/professional development**.

# Comparisons: Region vs. State

- Highlights Continued:

## Trip Interest Areas – Overnight Visitors

- More likely to want to pursue **history or culture** activities.

## Trip Interest Areas – Day Visitors

- More likely to want to pursue **touring or sightseeing** activities.

## Maine Trip Interests and Importance (Importance Index)

### Overnight Visitors

- More likely to place importance on **touring or sightseeing activities**

### Day Visitors

- More likely to place importance on **touring or sightseeing activities**
- Less likely to place importance on **shopping**

# Comparisons: Region vs. State

- Highlights Continued:

## Trip Activities – Overnight Visitors

- **More likely to be:**
  - Enjoying the ocean views or rocky coast
  - Eating farm to table or organic cuisine
  - Shopping for unique, locally produced goods
- **Less likely to be:**
  - Alpine skiing or snowboarding

## Trip Activities – Day Visitors

- **More likely to be:**
  - Shopping for antiques, local arts and crafts
- **Less likely to be:**
  - Attending popular music concerts or events
  - Visiting animal parks or zoos



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