

**Maine Office of Tourism
Visitor Tracking Research
2015 Calendar Year Annual Report**

Canadian Visitors

Prepared by



May 2016

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Introduction 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

Research Objectives and Methodology

- Survey results were collected during calendar year 2015 for travel to Maine occurring from December 2014 through November 2015. The number of respondents participating in each survey is:
 - Maine Overnight Visitor Survey – 2,779
 - Maine Day Visitor – 1,755
 - National Omnibus Survey – 17,812
- This report highlights data on **Canadian visitors to Maine**, also comparing them to U.S. visitors where appropriate. Reported results are based on:
 - 350 Canadian overnight visitors, and
 - 193 Canadian day visitors.
- Statistically significant differences between 2014 and 2015 are highlighted throughout this report. 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.

Canadian Overnight Visitors: *Traveler Description*



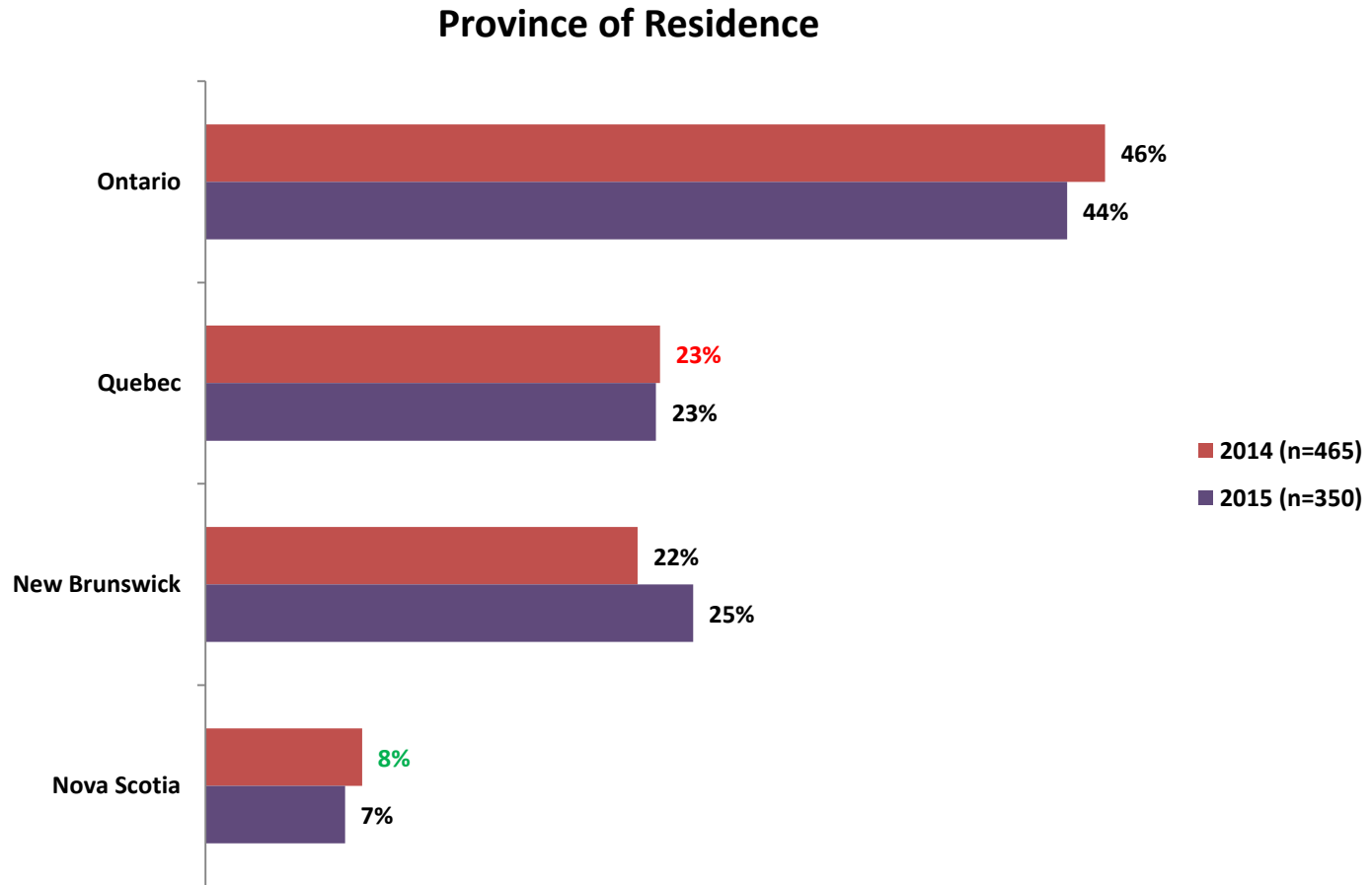
Overnight Visitor Demographics

- Canadian overnight visitors are 44 years old, on average. Average household income among these visitors is just over \$100,000, and three in four have a college degree. Two-thirds are employed full-time.

Overnight Canadian Visitors	2014 (n=465)	2015 (n=350)
Age:		
< 35	29%	29%
35 - 44	27%	24%
45 - 54	24%	22%
55 +	21%	25%
Mean Age (Years)	43.5	43.8
Income:		
< \$50,000	19%	17%
\$50,000 - \$99,000	42%	42%
\$100,000 +	39%	41%
Mean Income (Thousands)	\$99,740	\$101,360
Female	55%	52%
College Degree or Higher	75%	72%
Married	62%	59%
Employed Full Time	63%	65%

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

Two in five Canadian overnight visitors are from Ontario, contributing a larger share than any other province.

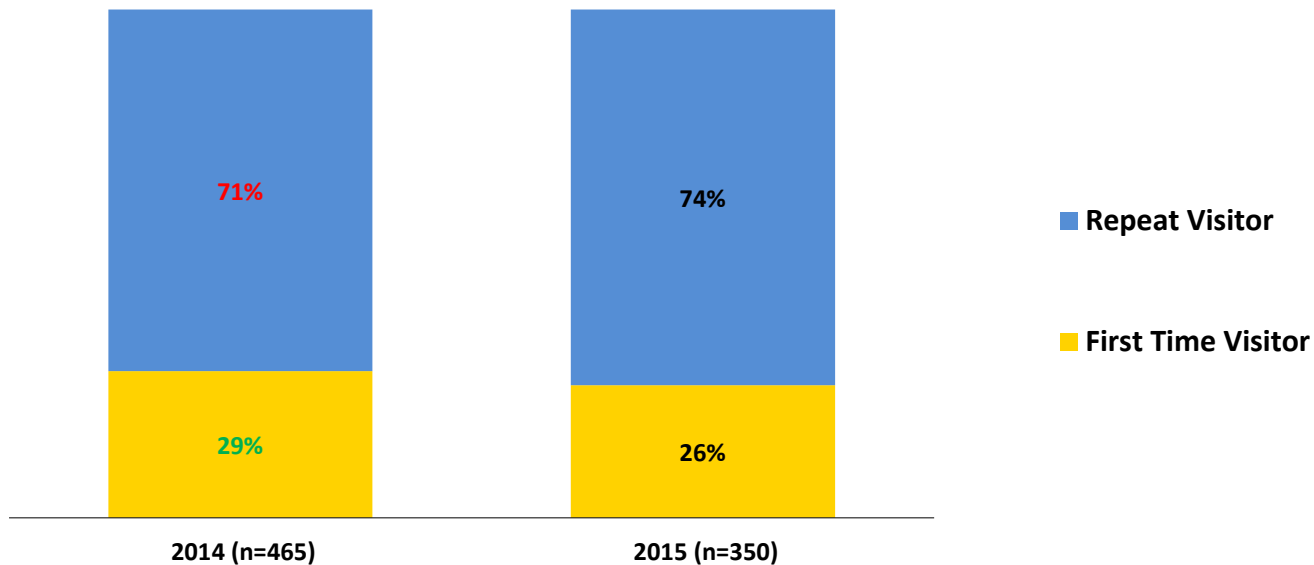


State/ Province of Residence

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

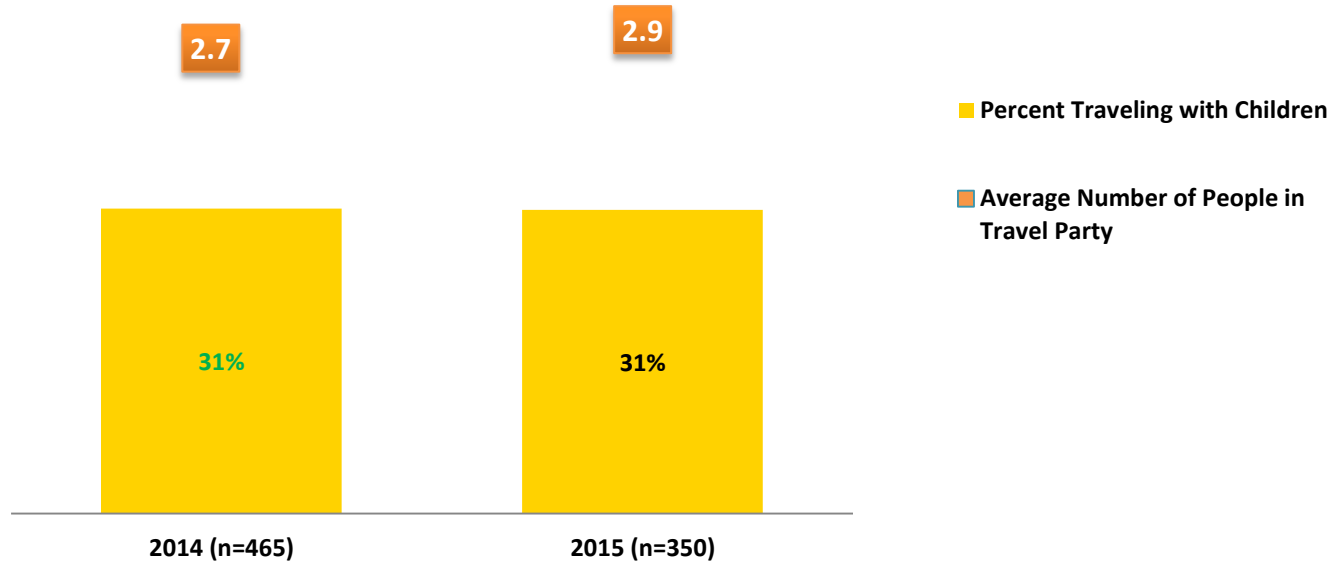
One-fourth of Canadian overnight visitors are in Maine for the first time, similar to the proportion of first-time visitors in 2014.

Repeat vs. First Time Visitors



One-third of Canadian overnight visitors traveled to Maine with children.

Travel Party Composition



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?

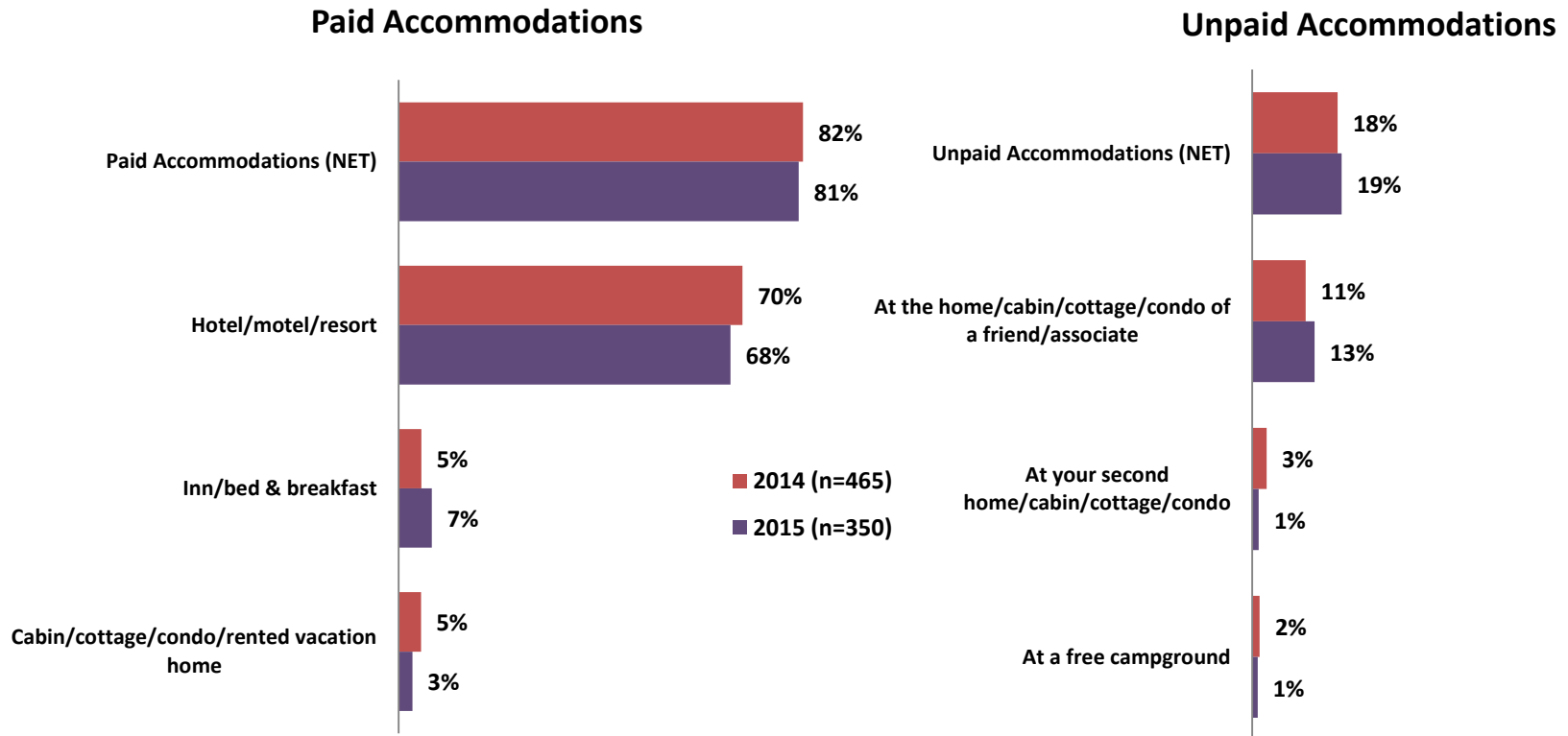
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Canadian Overnight Visitors: *Trip Experience*



The vast majority of Canadian overnight visitors stay in paid accommodations while visiting Maine.

- The proportion of Canadian visitors staying in paid accommodations is significantly greater than the proportion of U.S. visitors (81% versus 70% of U.S. visitors).

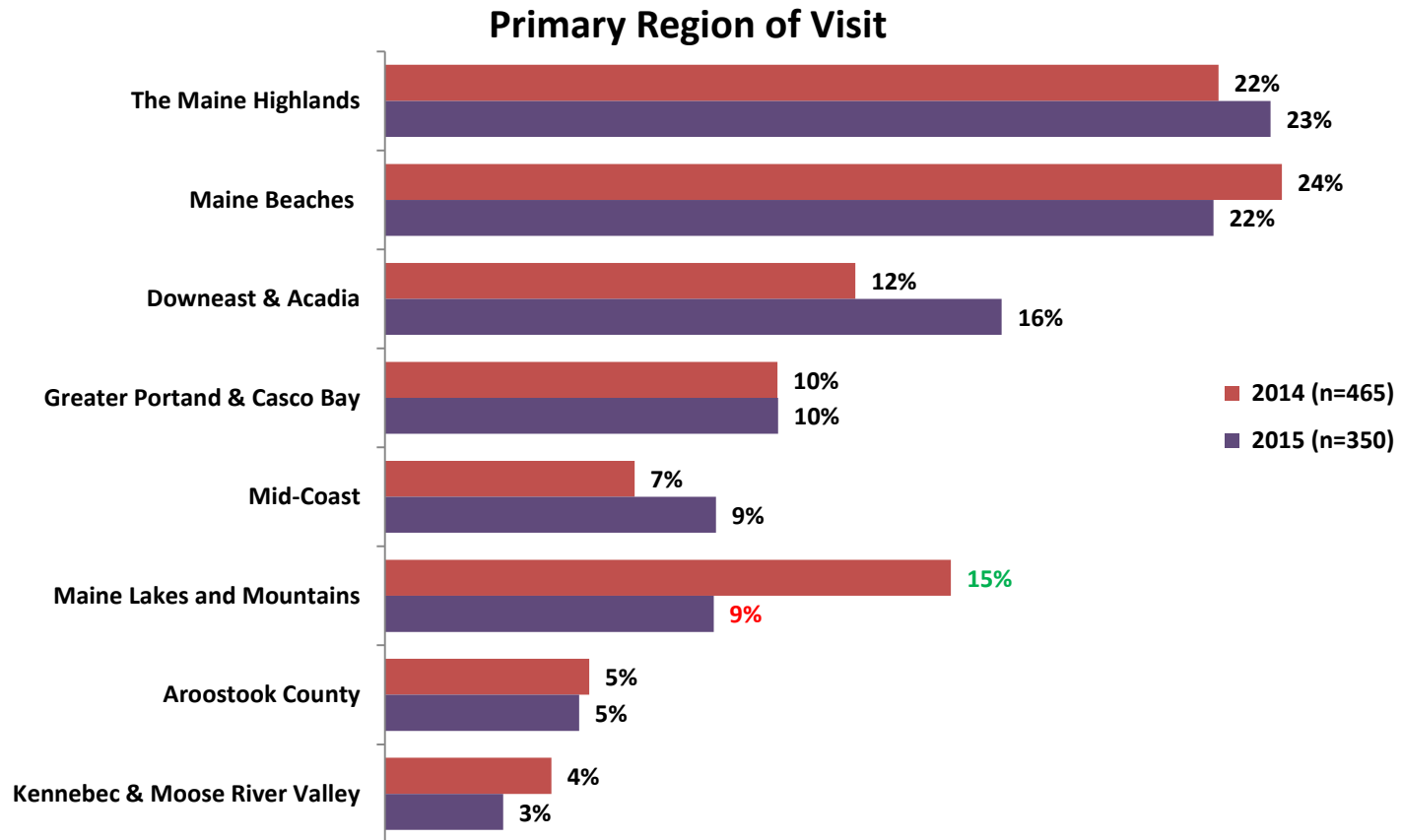


Q21. In which of the following types of accommodations did you spend the most nights on this trip in Maine?

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

The Maine Highlands and the Maine Beaches are the regions visited by the largest proportion of Canadian overnight visitors.

- The Maine Lakes and Mountains region saw a decrease in Canadian visitation in 2015.

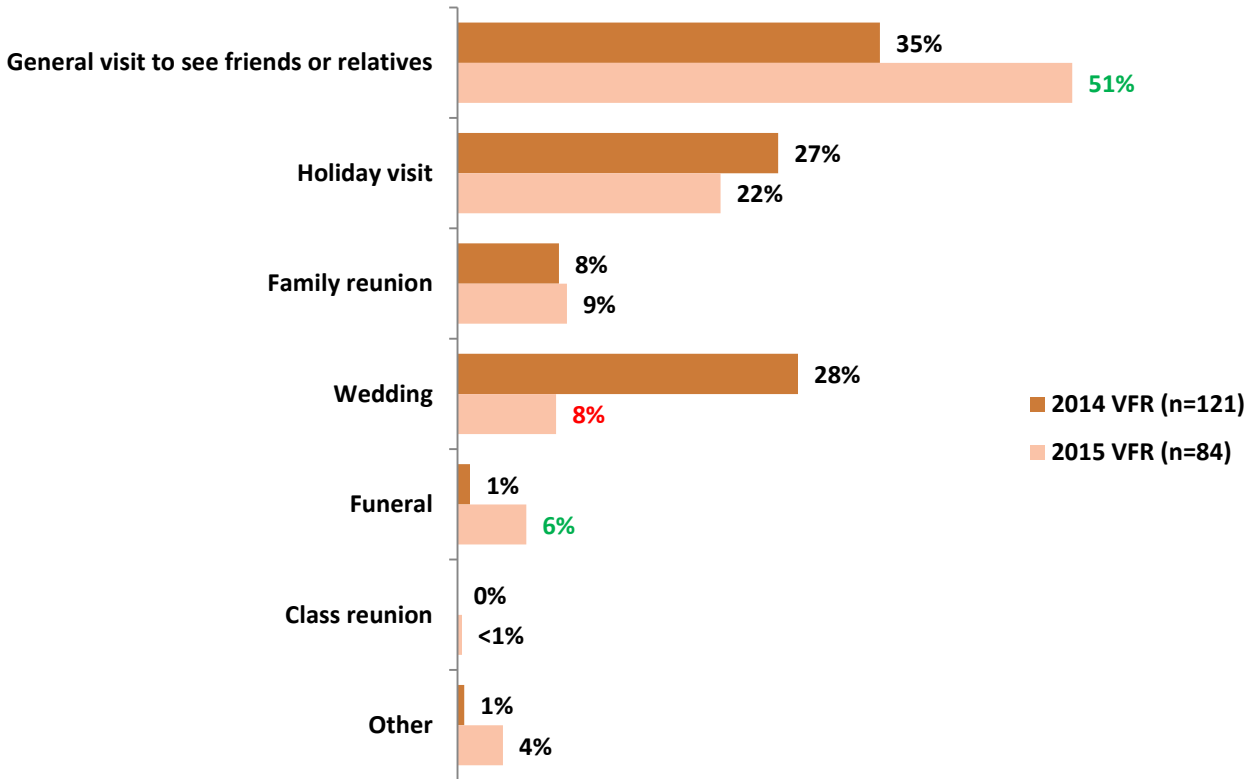


Q22. What region in Maine was your primary destination? (Please check all that apply).

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

The most widely cited primary trip purpose for Canadian VFR travelers was a *general visit to see friends or relatives*.

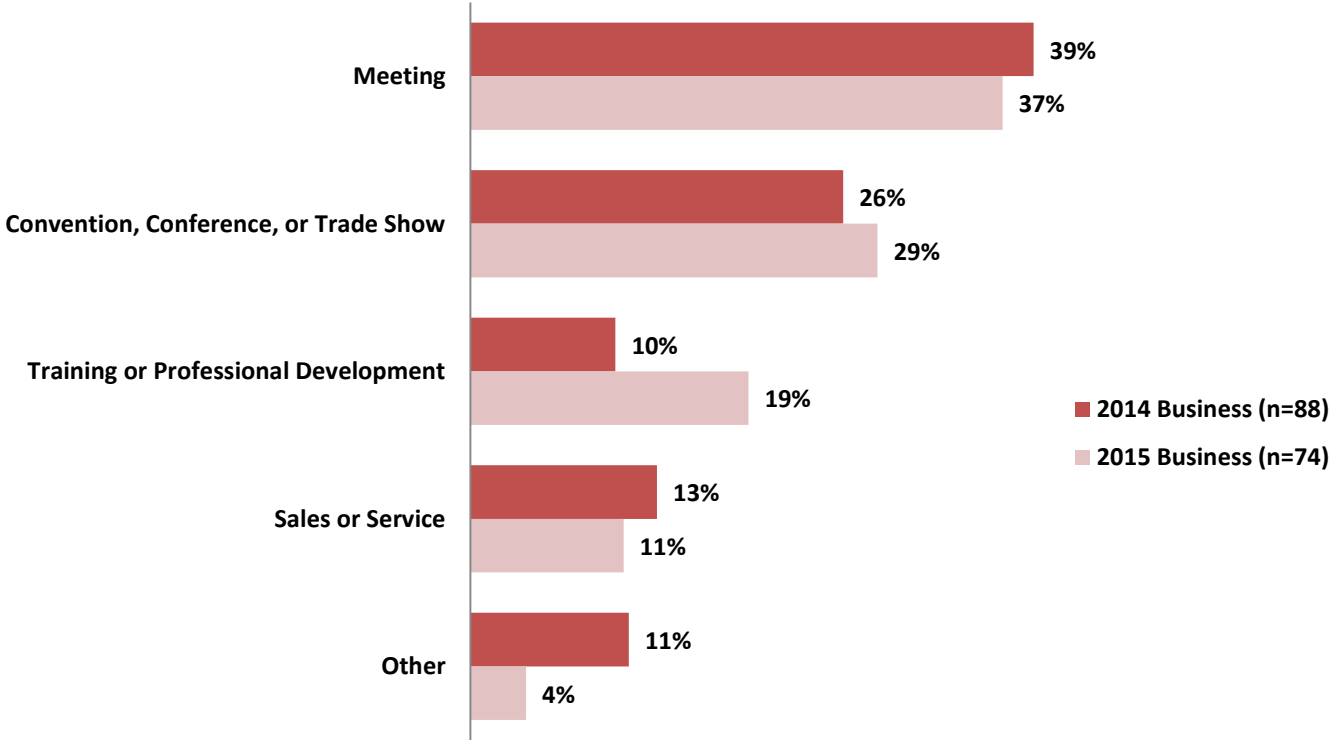
Primary Purpose of Overnight VFR Trips



Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Canadian business travelers are most likely to be in Maine for a general meeting.

Primary Purpose of Overnight Business Trips



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

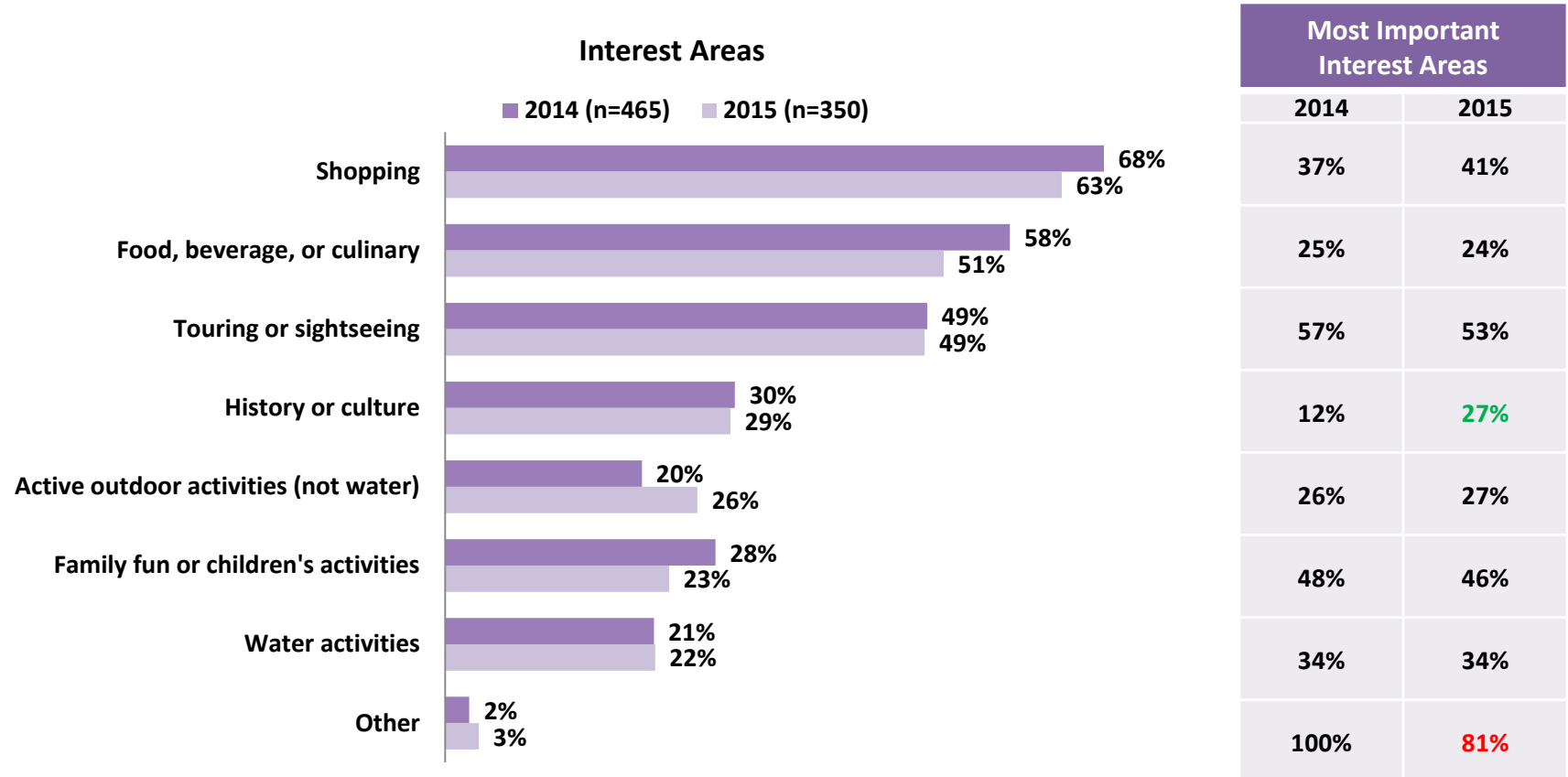
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.



Shopping is the most frequently selected travel interest among Canadian overnight visitors.

- Shopping ranks higher as an interest area among Canadian overnight visitors than among U.S. visitors (63% versus 50%).

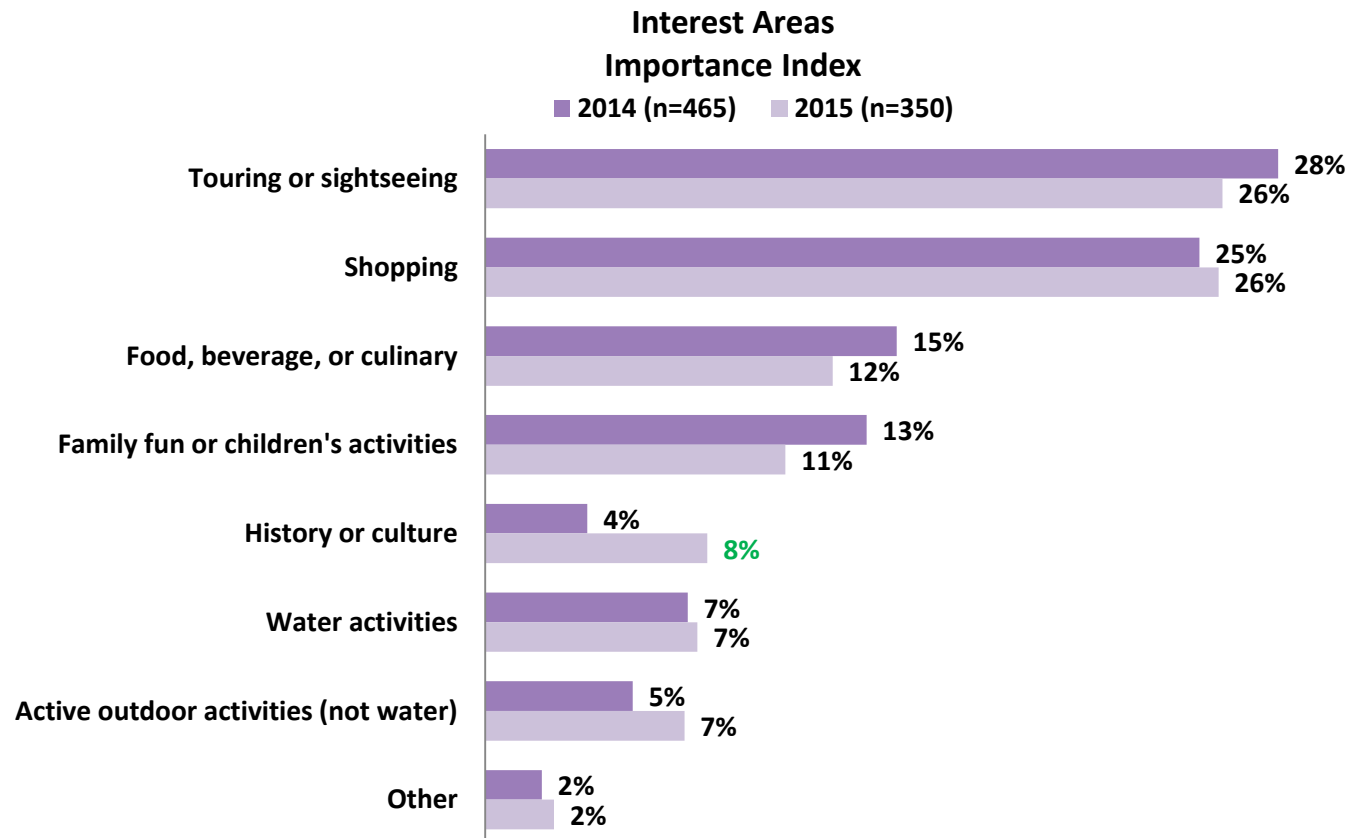


Q29. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

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. 16

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

When analyzing both interest and importance in deciding to visit, *touring/sightseeing* and *shopping* rank highest among Canadian visitors.



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.*

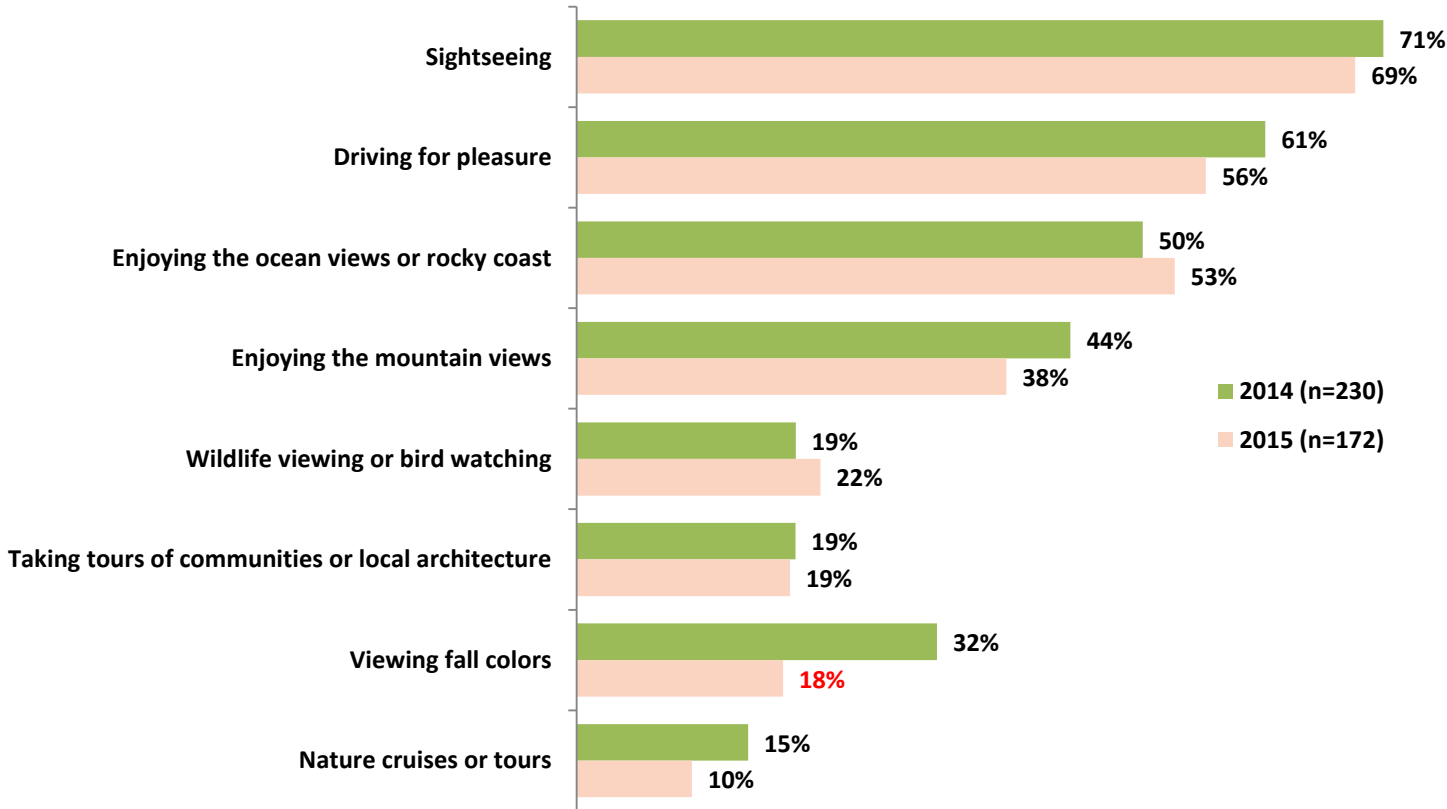
Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 17

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

General sightseeing is the most common touring or sightseeing activity among Canadian overnight visitors.

Touring or Sightseeing Activities

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



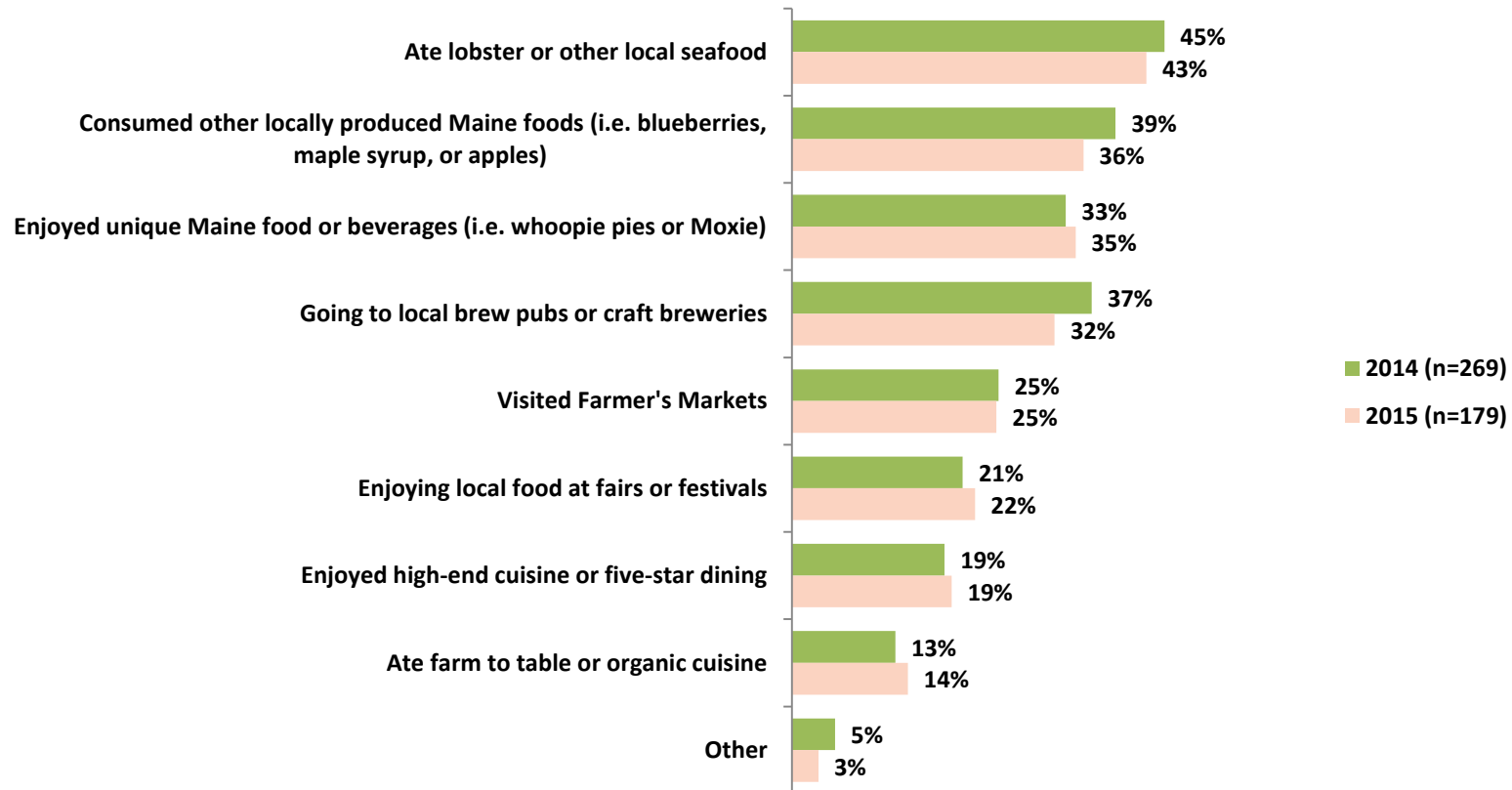
Q31. In which of the following activities did you participate during this trip? Please check all that apply.

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

For Canadian overnight visitors, the top food/beverage/culinary activity is *eating lobster or other local seafood*.

Participated in Food, Beverage, or Culinary Activities

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



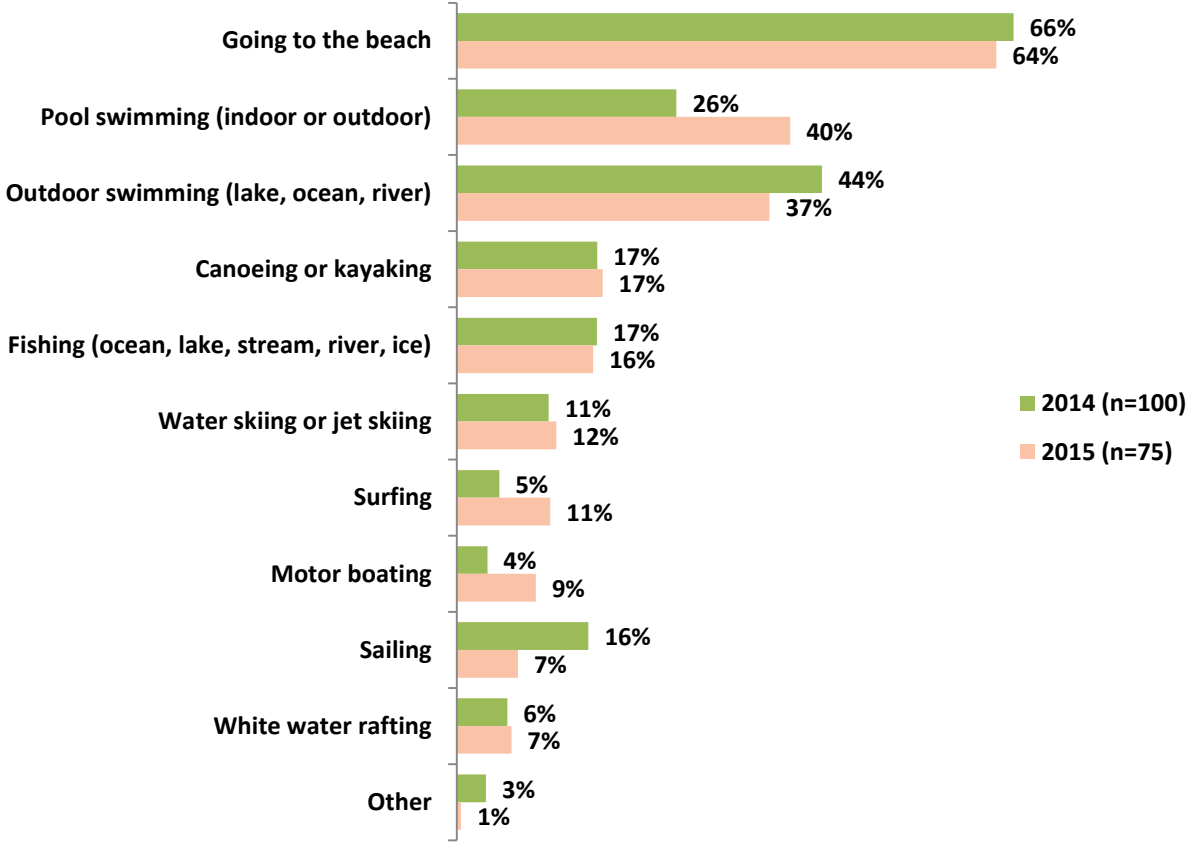
Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

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 interested in water activities spent time *at the beach* while in Maine.

Water Activities

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



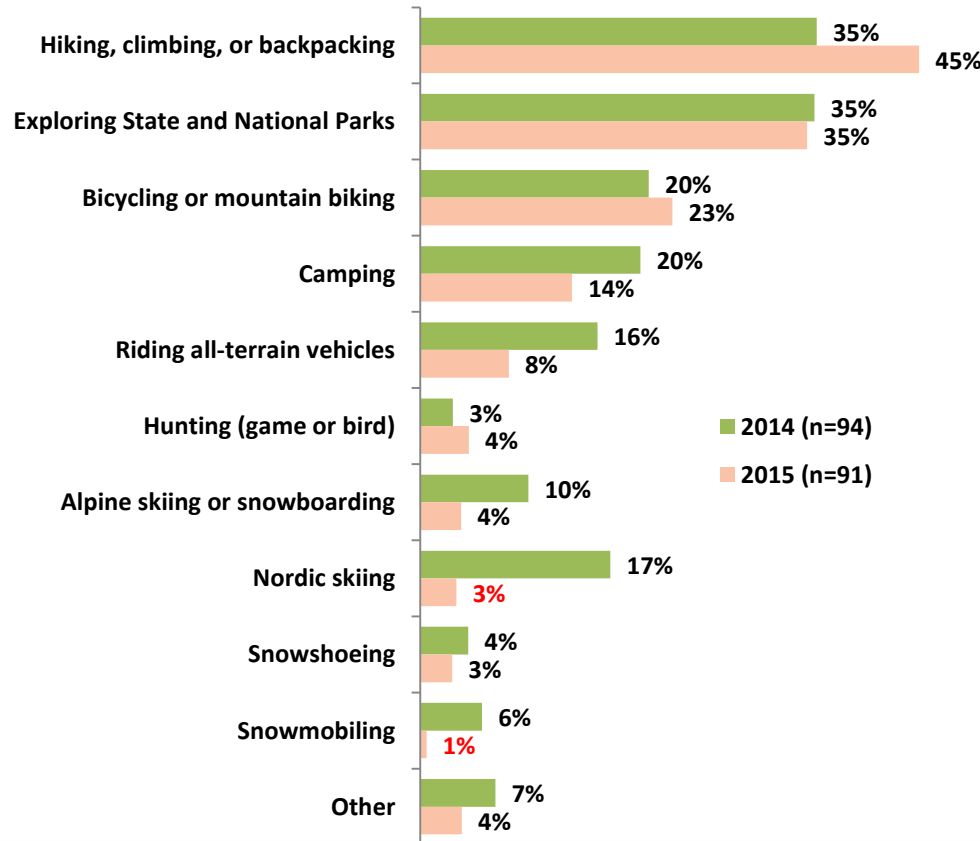
Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*
 Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Canadian overnight visitors with outdoor activity interests are most likely to go *hiking/climbing/backpacking* or *explore State/National Parks*.

- *Nordic skiing* and *snowmobiling* are both less popular outdoor activities among Canadian overnight visitors in 2015 as compared to 2014.

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.*

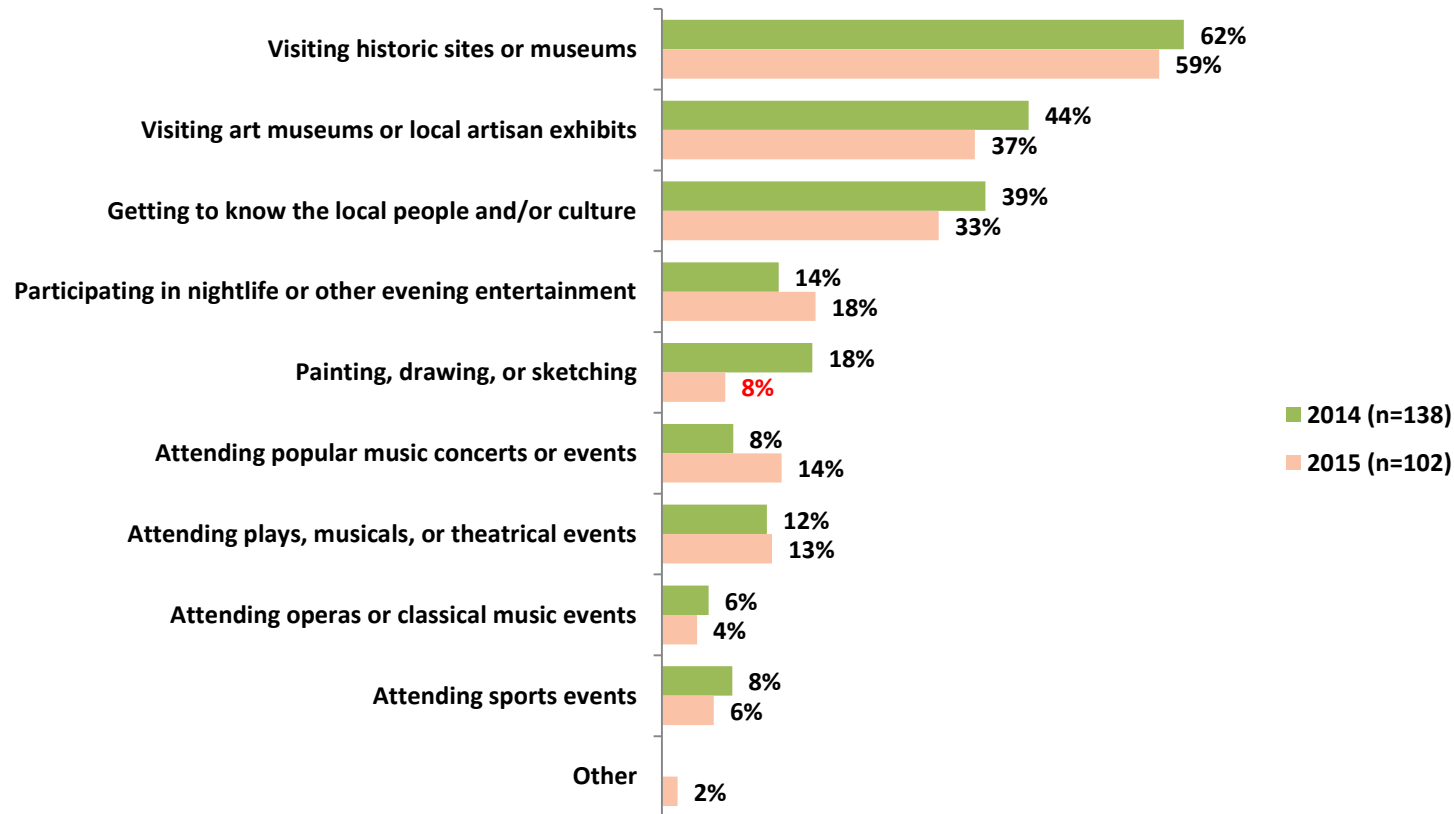
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

****Please note small sample size.**

Three in five Canadian visitors who are interested in history or culture activities visited historic sites or museums while in Maine.

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.

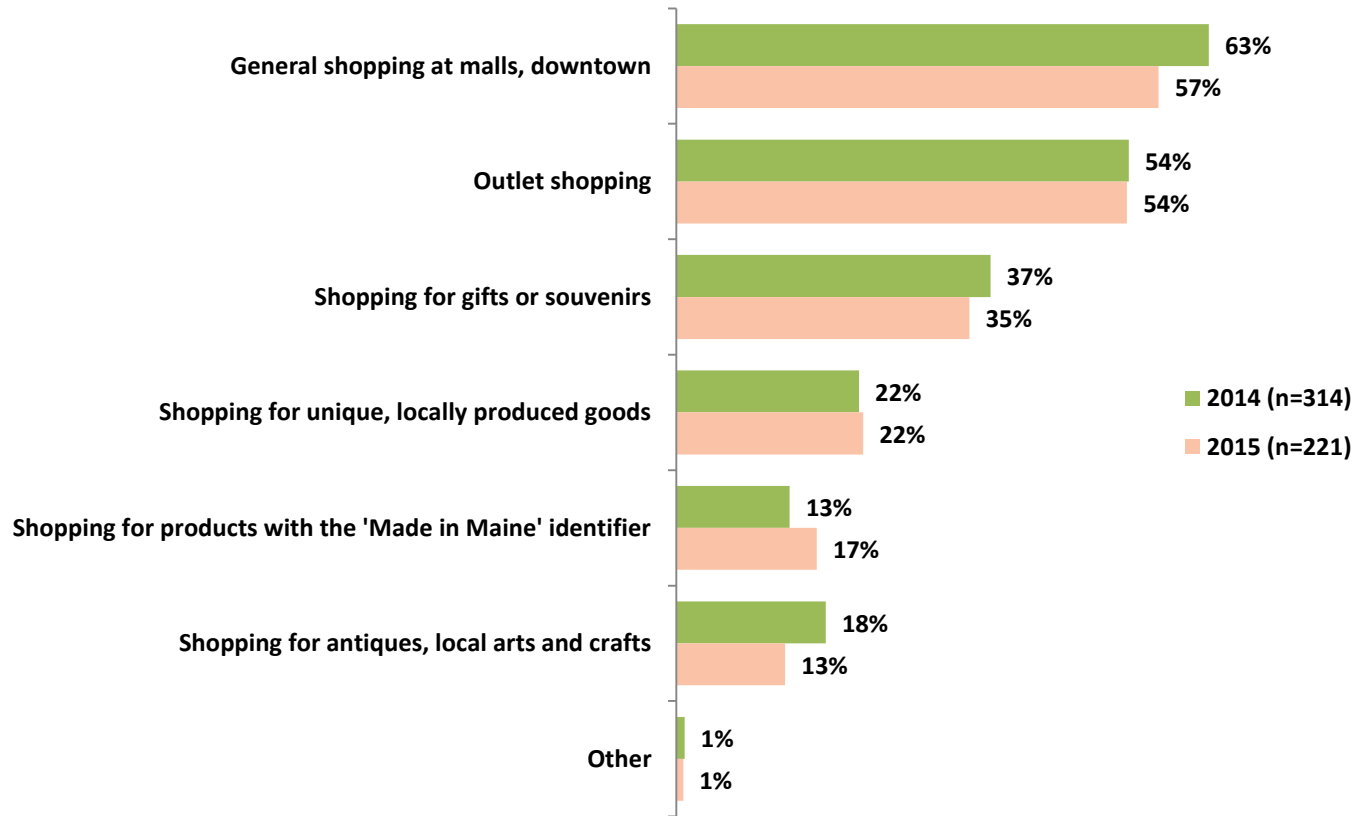
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Canadian overnight visitors who are interested in shopping are most likely to do some *general shopping at malls or downtown or outlet shopping*.

- Among those interested in shopping, a higher proportion of Canadian overnight visitors did some *general shopping at malls or downtown* than U.S. visitors (57% versus 38%).

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.*

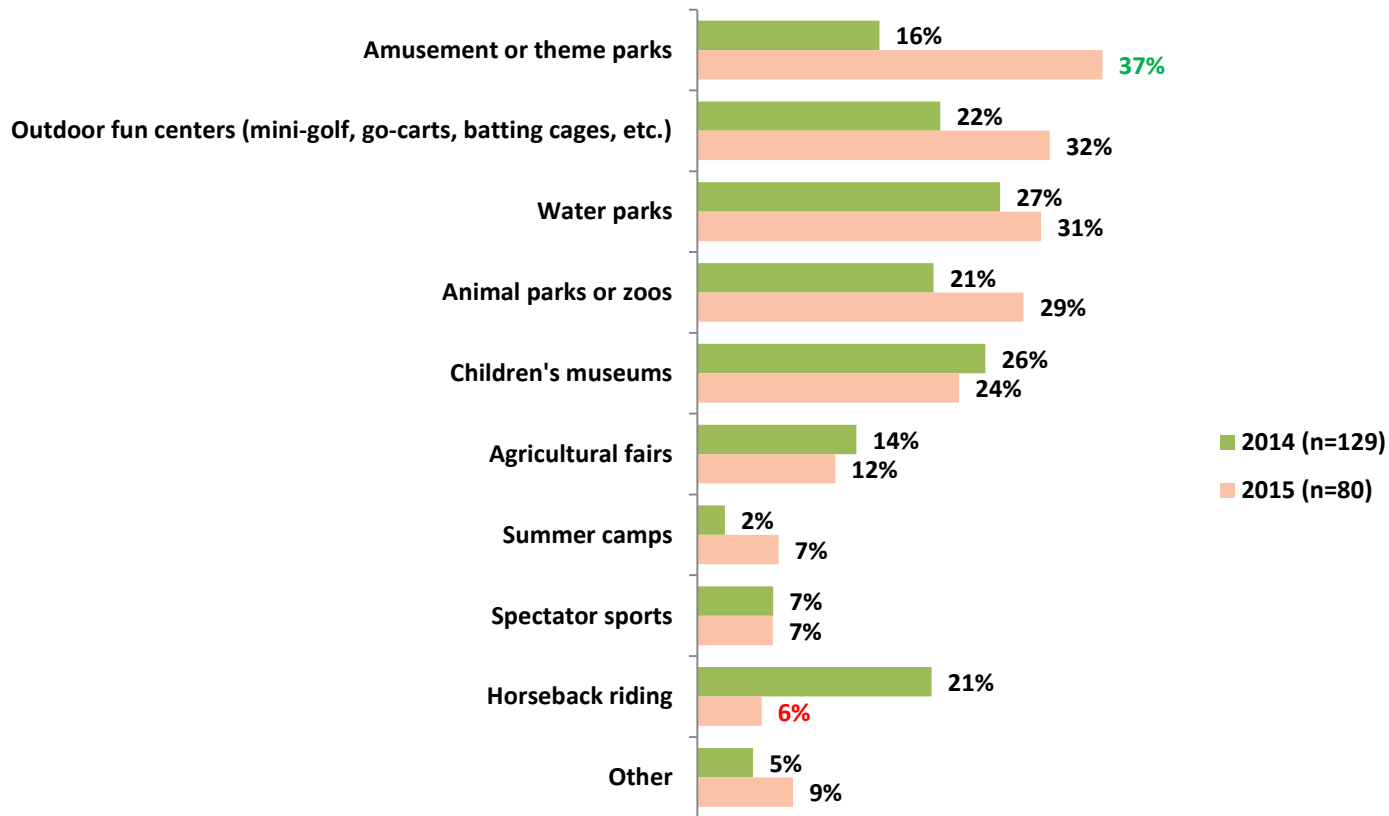
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Amusement/theme parks and outdoor fun centers are the most popular family fun/children's activities among Canadian overnight visitors to Maine.

- The proportion of Canadian overnight visitors spending time at *amusement/theme parks* has increased from 2014 to 2015, while the proportion *riding horseback* has decreased.

Family Fun/Children's Activities

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

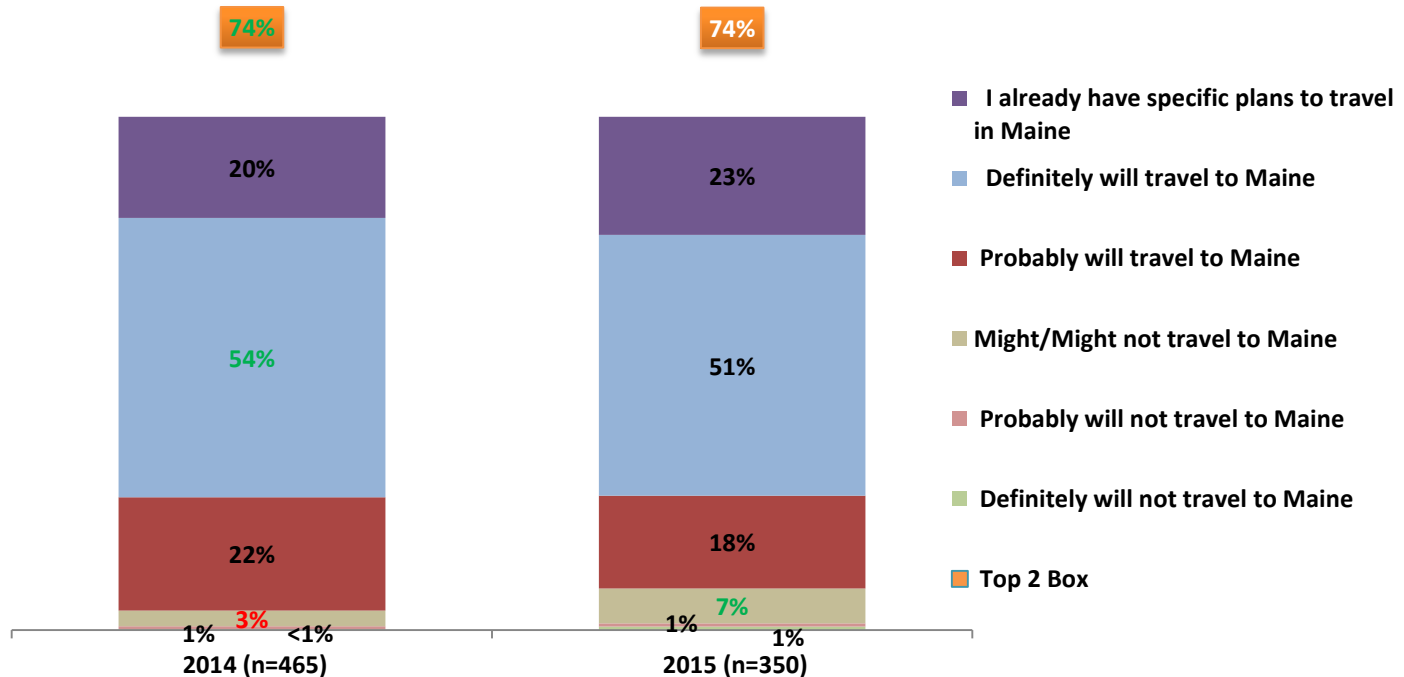


Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

Three-fourths of Canadian overnight visitors plan to travel to Maine again in the next two years.

Future Travel Likelihood



Q38. How likely will you be to travel in Maine/take a day trip 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.

Canadian Day Visitors: *Traveler Description*



Day Visitor Demographics

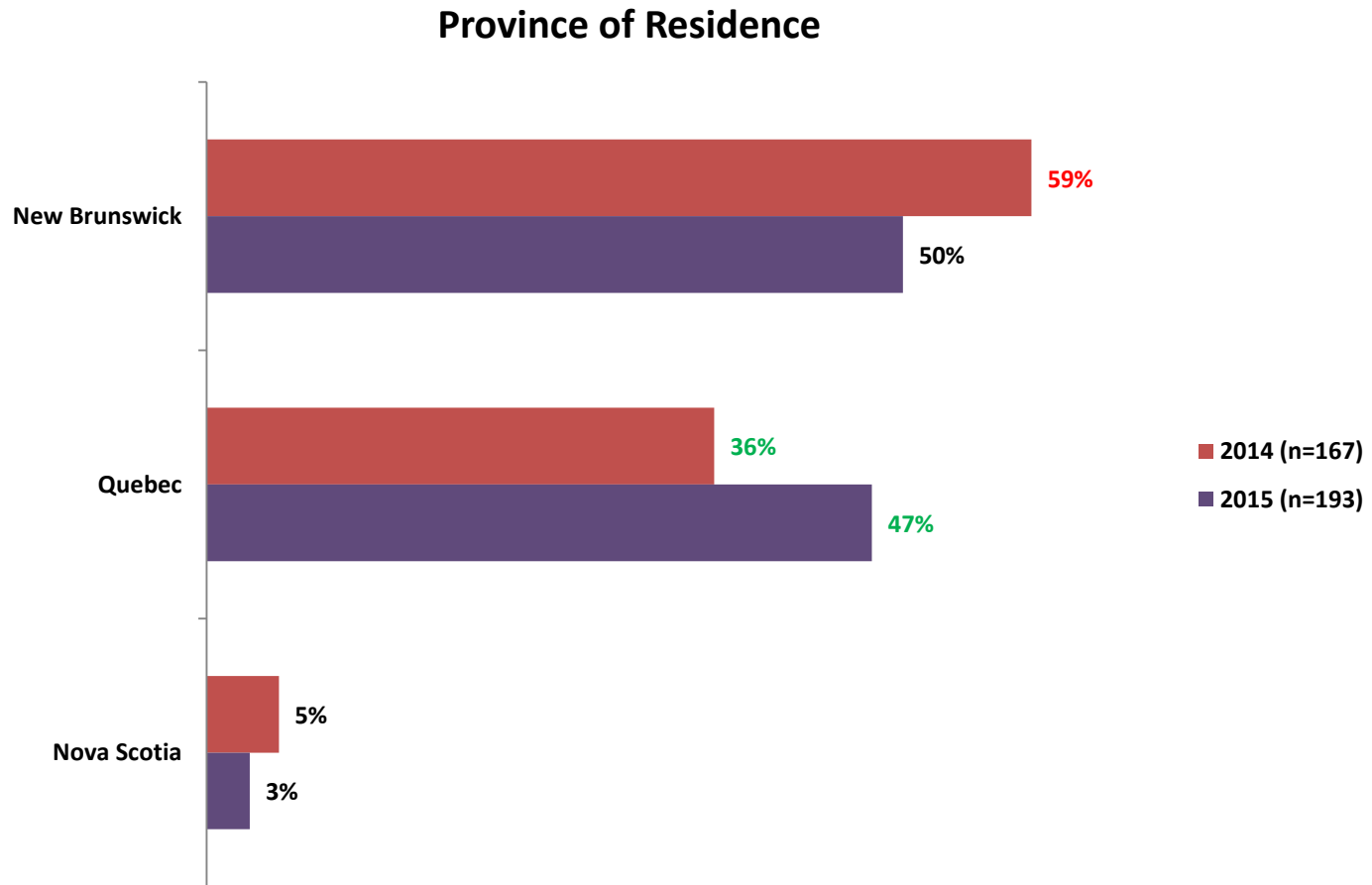
- Canadian day visitors average about 43 years old, with average annual household incomes around \$90,000. Nearly three-quarters have a college degree, and two-thirds are employed full-time.
- Canadian day visitors in 2015 appear slightly younger, on average, than day visitors in 2014. The proportion who are married has also declined.

Canadian Day Visitors	2014 (n=167)	2015 (n=193)
Age:		
< 35	20%	29%
35 - 44	23%	24%
45 - 54	30%	27%
55 +	27%	21%
Mean Age (Years)	46.8	43.2
Income:		
< \$50,000	18%	21%
\$50,000 - \$99,000	42%	45%
\$100,000 +	40%	34%
Mean Income (Thousands)	\$98,220	\$90,020
Female	43%	53%
College Degree or Higher	65%	72%
Married	65%	50%
Employed Full Time	61%	66%

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

New Brunswick continues to supply the highest proportion of Canadian day visitors to Maine, followed closely by Quebec.

- 2015 showed a slight shift in Canadian day visitor origin as compared to 2014, with a greater proportion of day visitors arriving from Quebec.



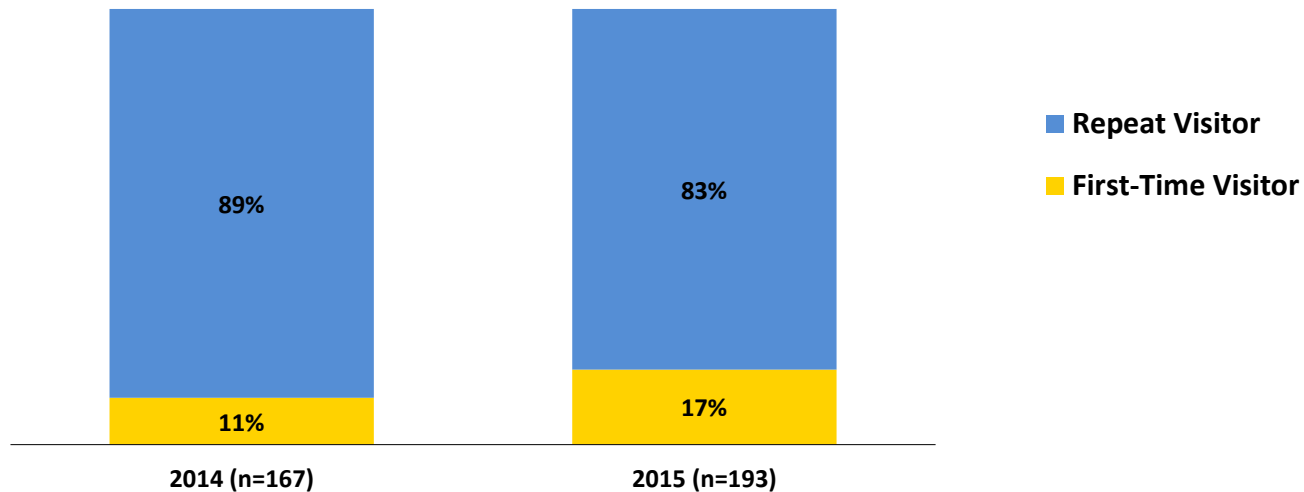
Q2. In what State or Province do you reside?

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

Nearly one-fifth of Canadian day visitors are visiting Maine for the first time.

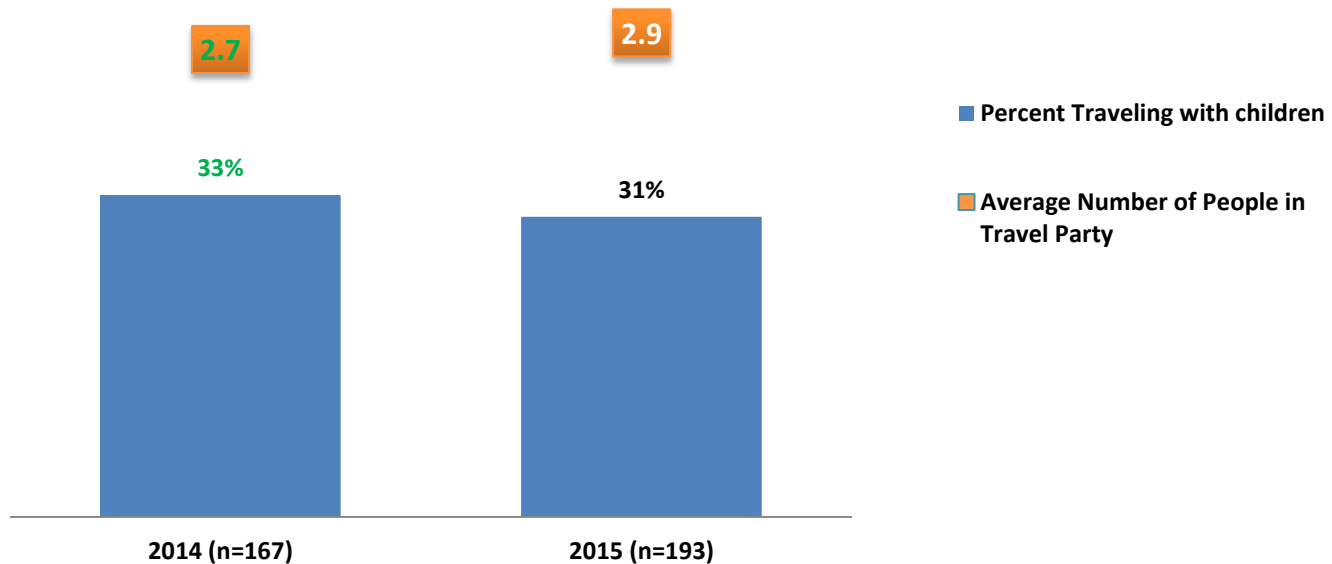
- U.S. day visitors are much less likely to be visiting Maine for the first time (4%).

Repeat vs. First Time Visitors



Similar to overnight visitors, Canadian day visitors travel in parties of three people, and one-third travel with children.

Travel Party Composition



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

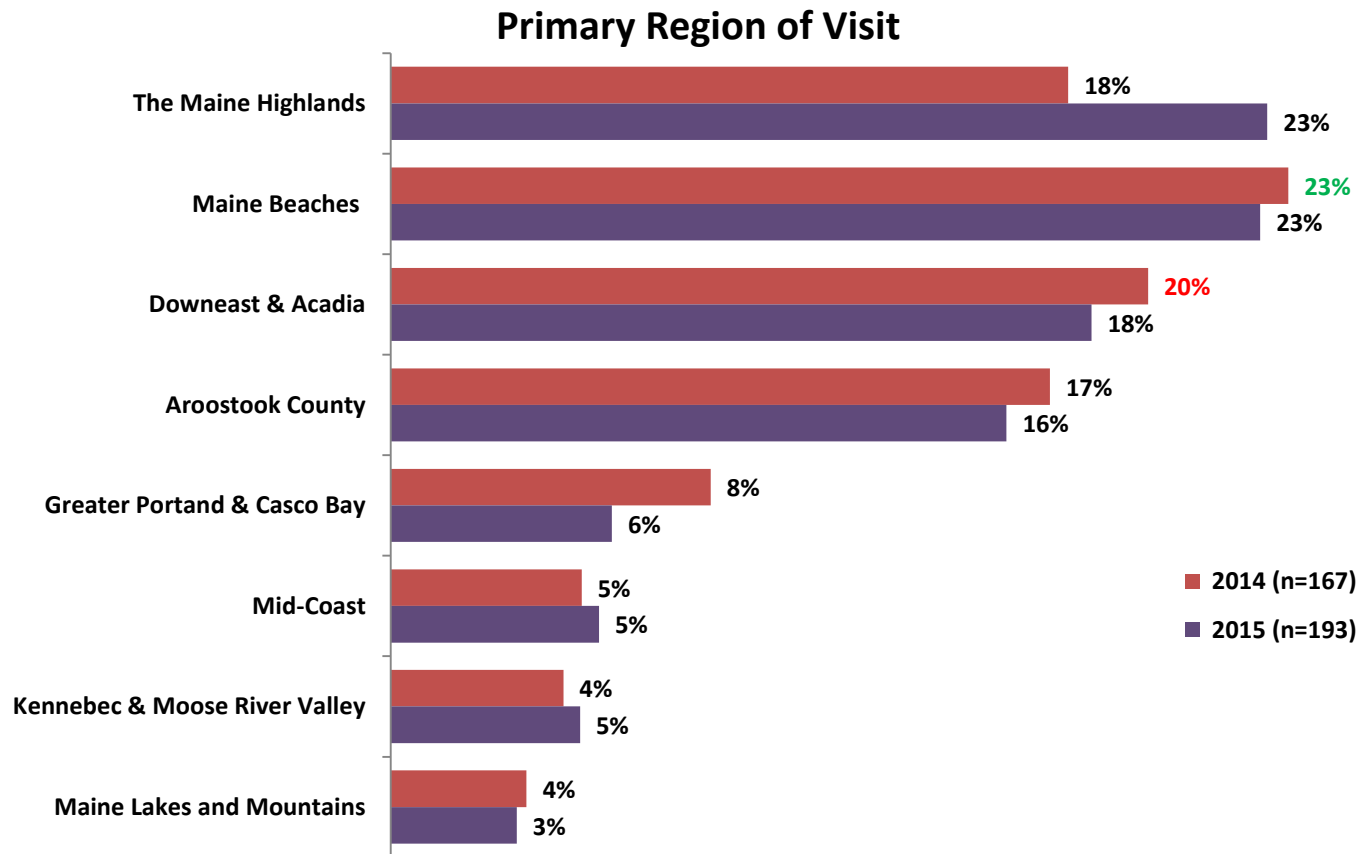
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Canadian Day Visitors: *Trip Experience*



The Maine Beaches and The Maine Highlands regions draw the largest proportions of Canadian day visitors.

- Downeast & Acadia and Aroostook County attract the next highest proportions of Canadian day visitors.
- Canadian day visitors are more likely than U.S. day visitors to spend time in the *Downeast/Acadia region*, *The Maine Highlands*, and *Aroostook County*.

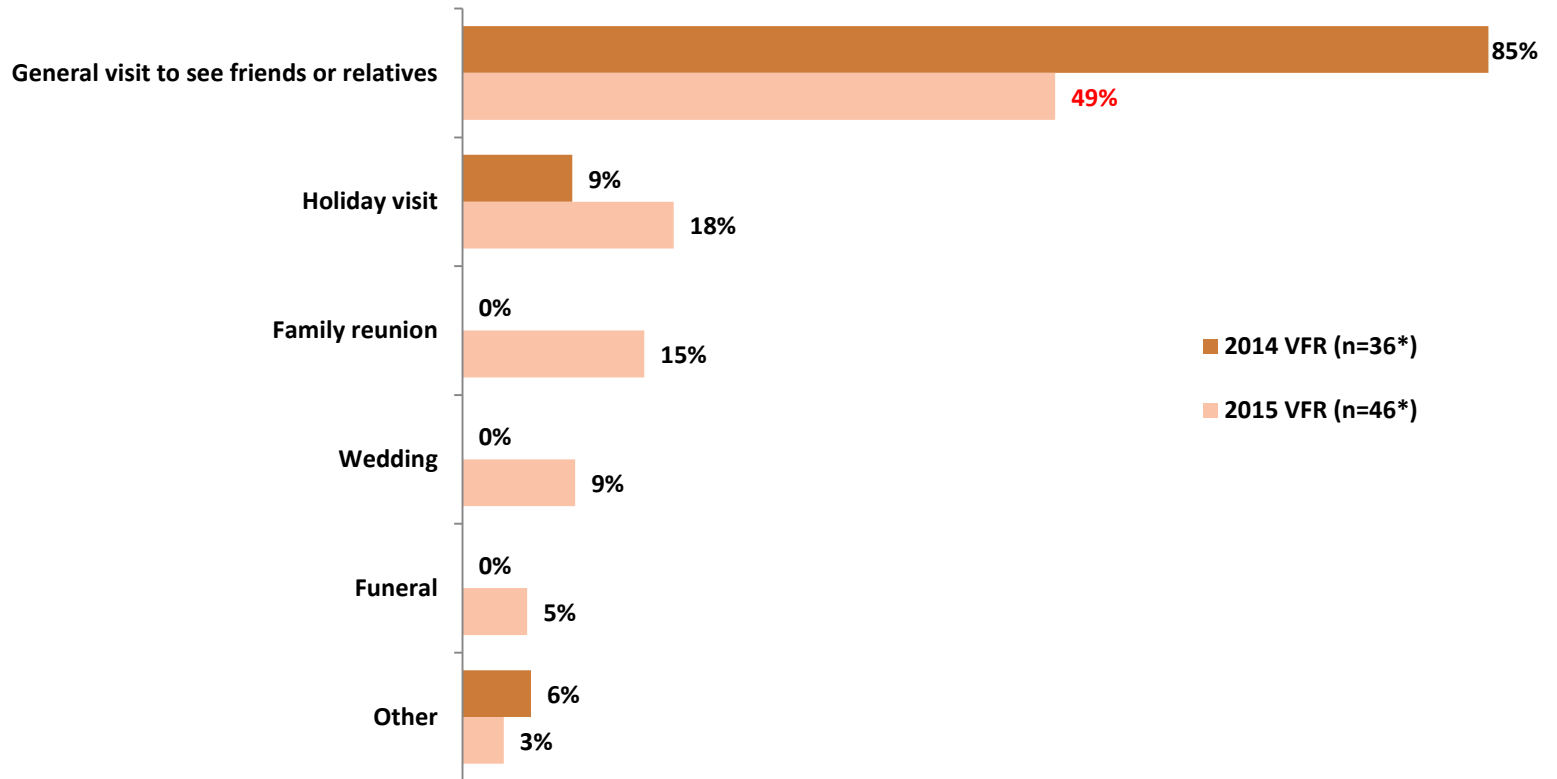


Q20. What region in Maine was your primary destination? (Please check all that apply).

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

The most widely cited primary trip purpose for Canadian VFR day visitors is a *general visit to see friends or relatives*.

Primary Purpose of Day VFR Trips



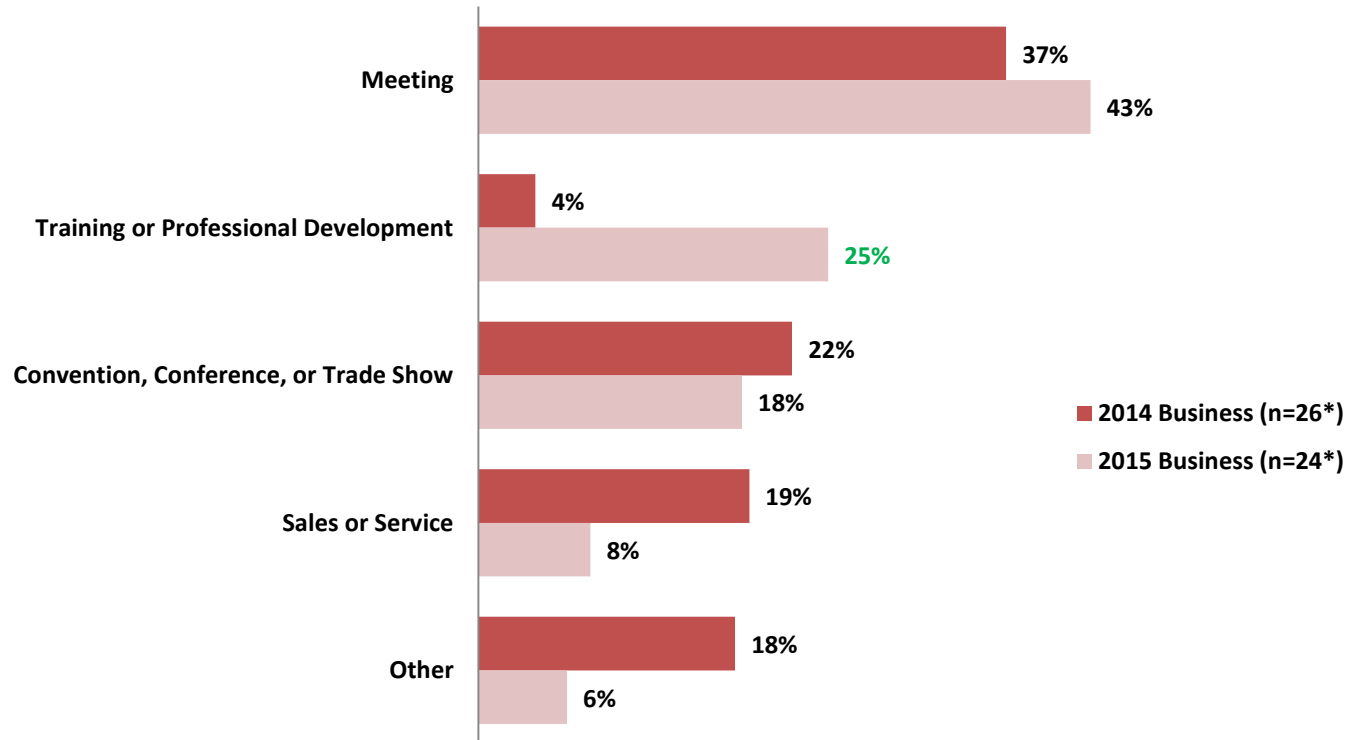
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

*Please note extremely small sample size.

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

Canadian day visitors traveling for business are most likely to be in Maine for a general *meeting*.

Primary Purpose of Business Day Trips



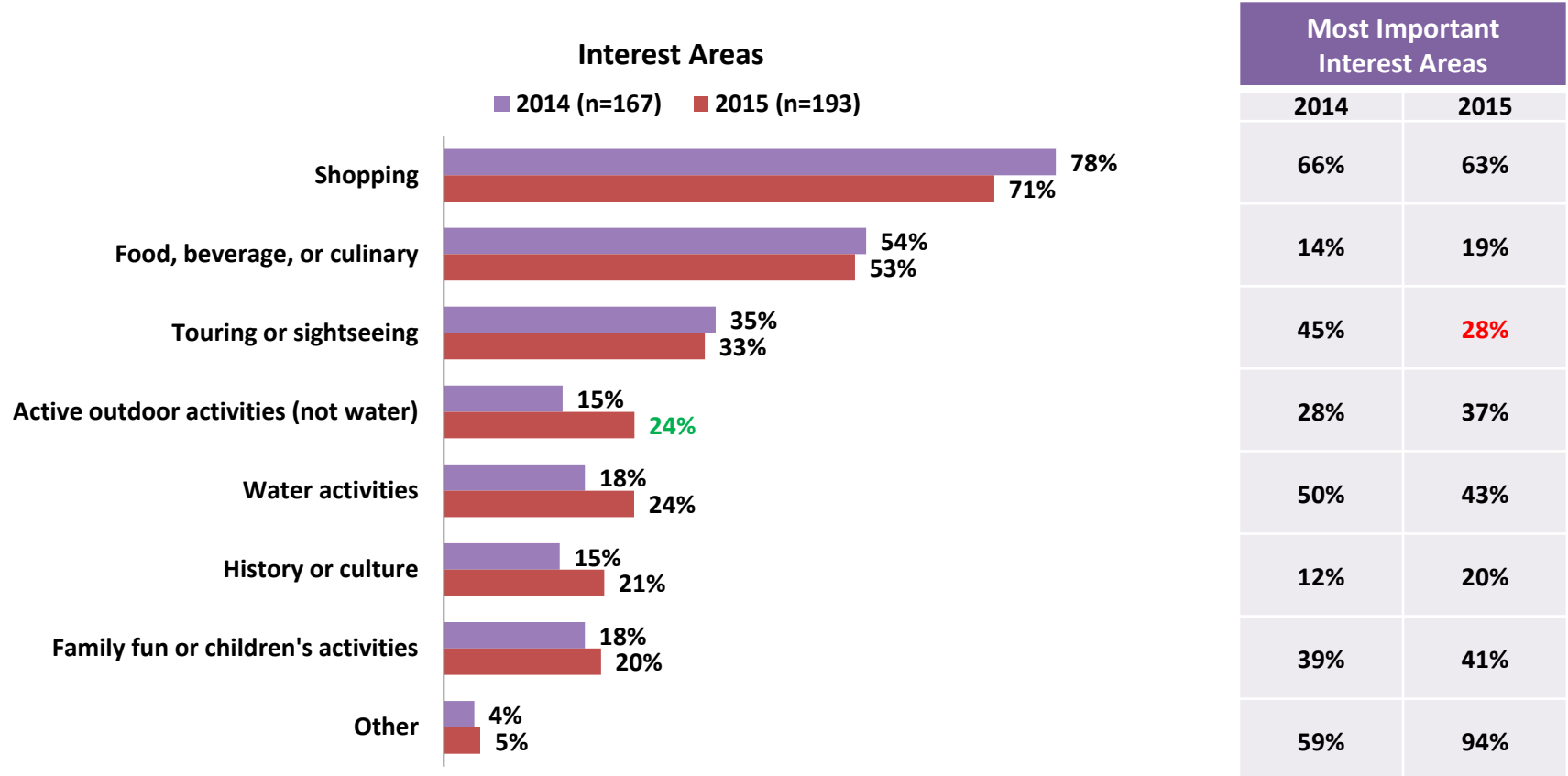
Q8. What was the primary purpose of your most recent business trip in Maine?

**Please note extremely small sample size.*

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

Shopping is the most frequently selected travel interest among Canadian day visitors.

- Similar to overnight visitors, Canadian day visitors are much more likely than their U.S. counterparts to list *shopping* as an interest area (71% versus 54%).

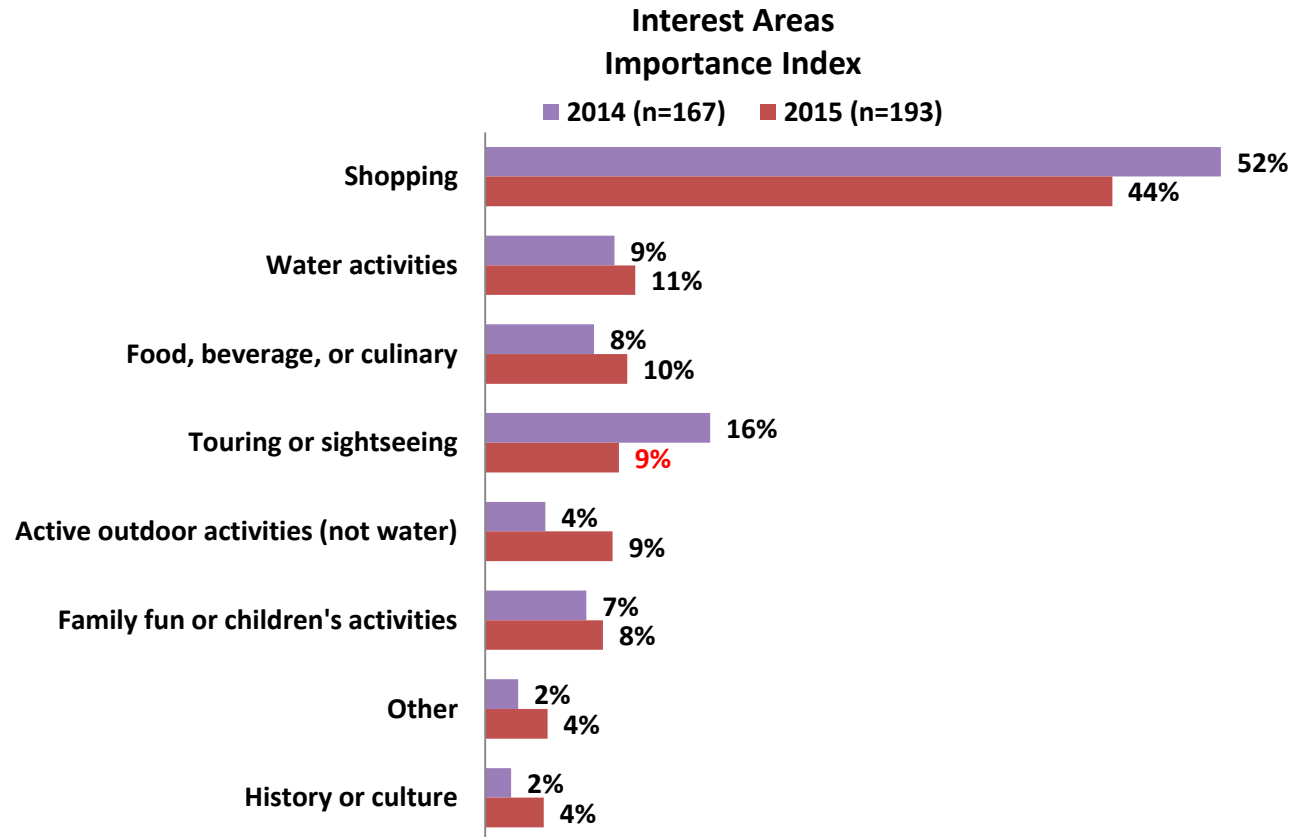


Q17. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

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. 35

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

Shopping overwhelmingly ranks highest among Canadian day visitors when analyzing both interest and importance in deciding to visit.



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.*

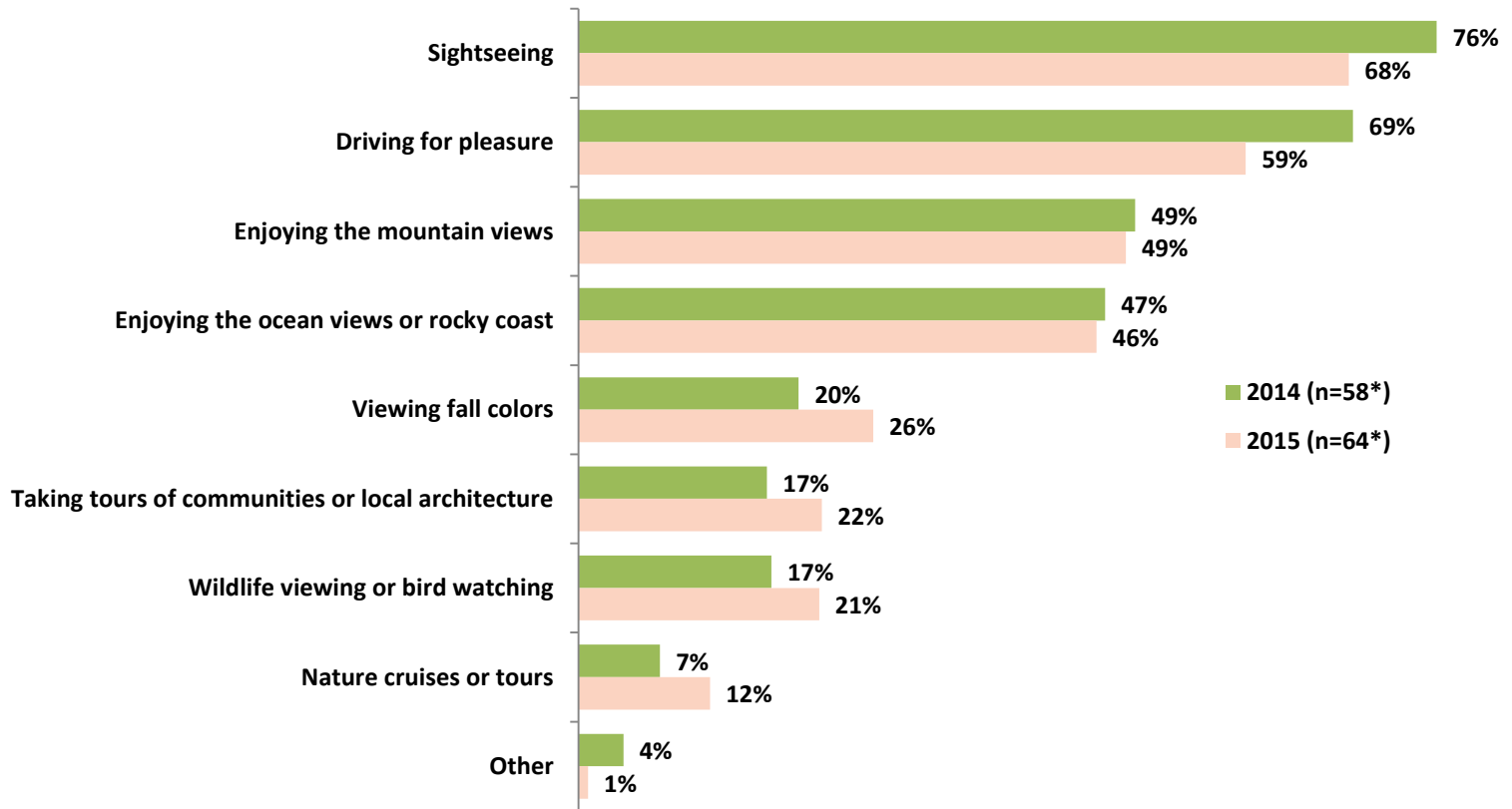
Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 36

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

Sightseeing and driving for pleasure are the most common touring/sightseeing activities among Canadian day visitors who are interested in these types of activities.

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.*

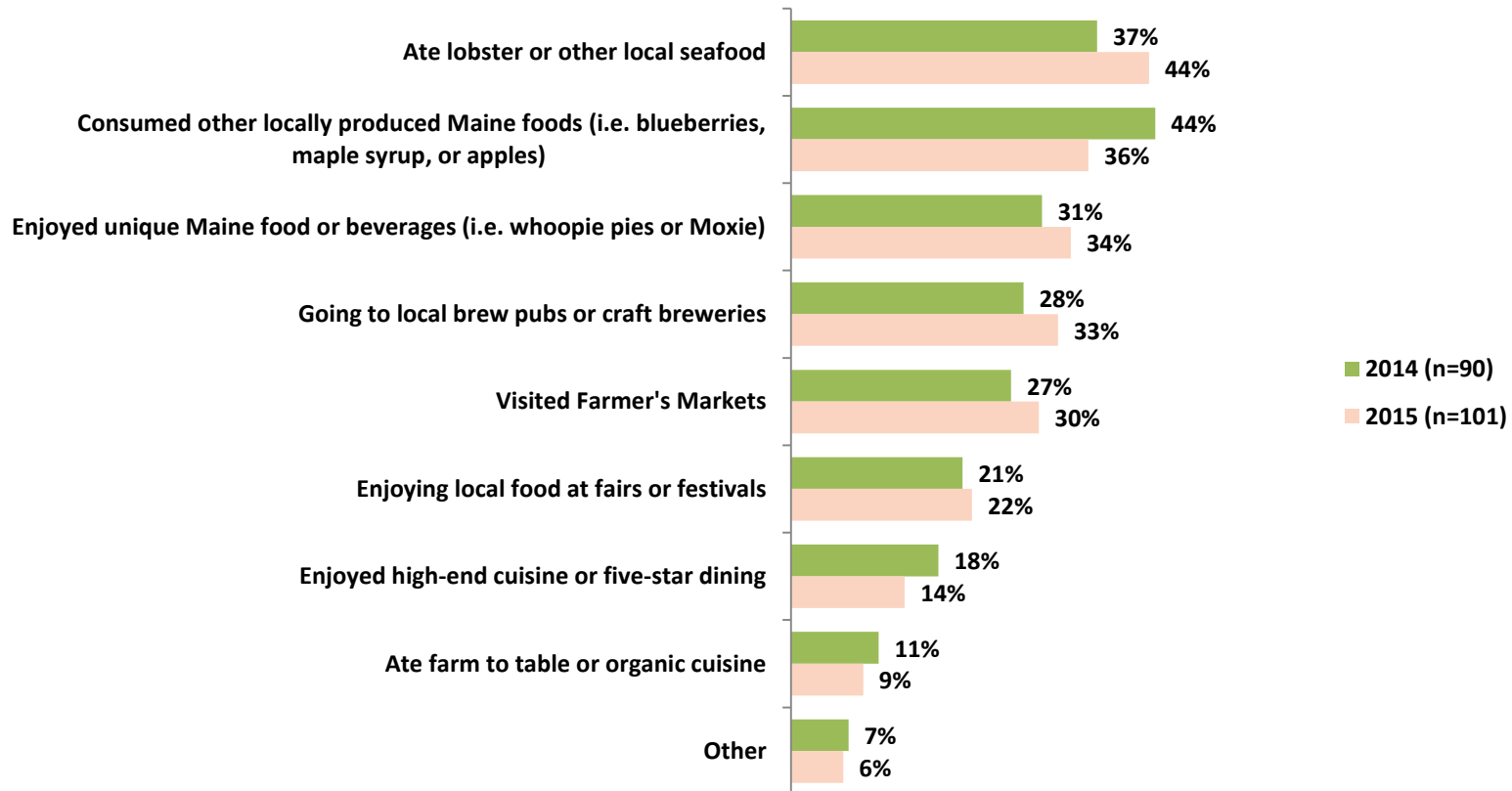
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

**Please note small sample size.*

The top food/beverage/culinary activity among Canadian day visitors is *eating lobster or other local seafood*.

Participated in Food, Beverage, or Culinary Activities

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



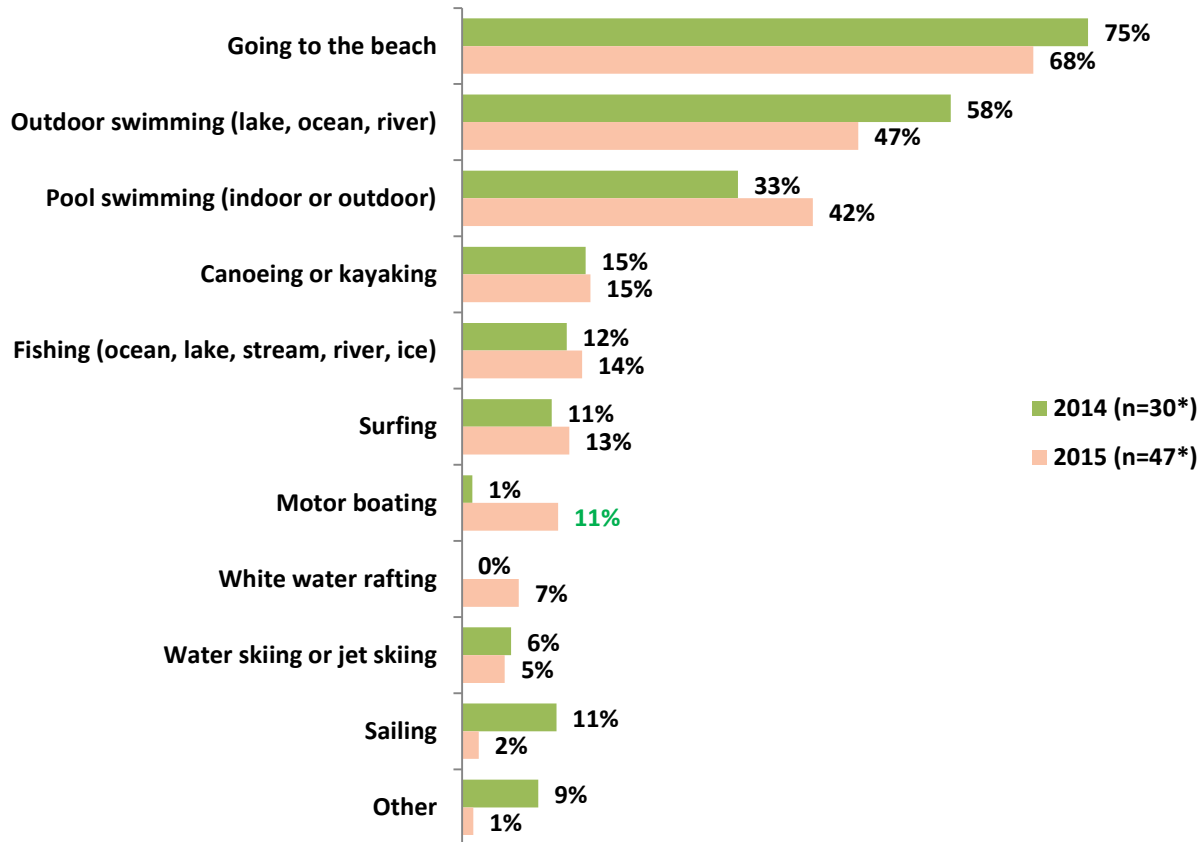
Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

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 day visitors who are interested in water activities spent time at the *beach* while in Maine.

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.*

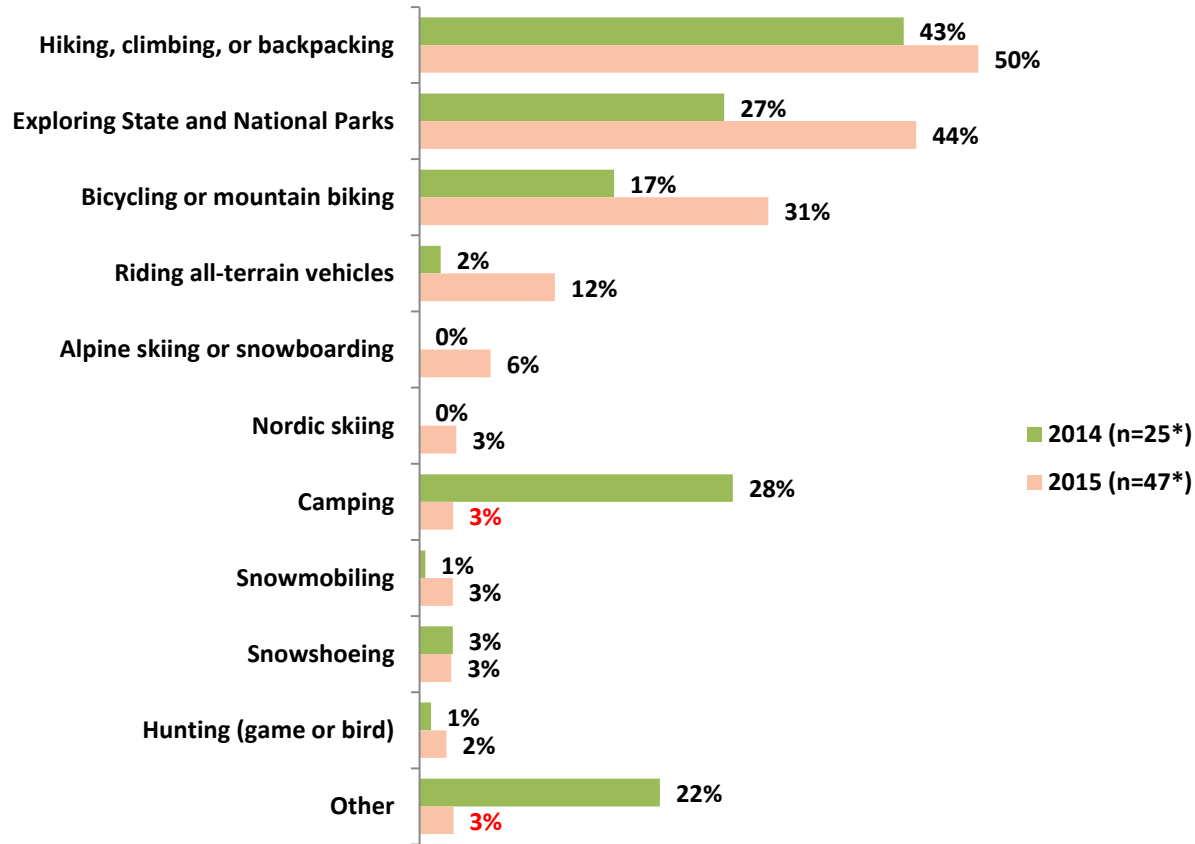
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note extremely small sample size.

Hiking/climbing/backpacking is the most common activity among Canadian day visitors who are interested in outdoor activities.

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.*

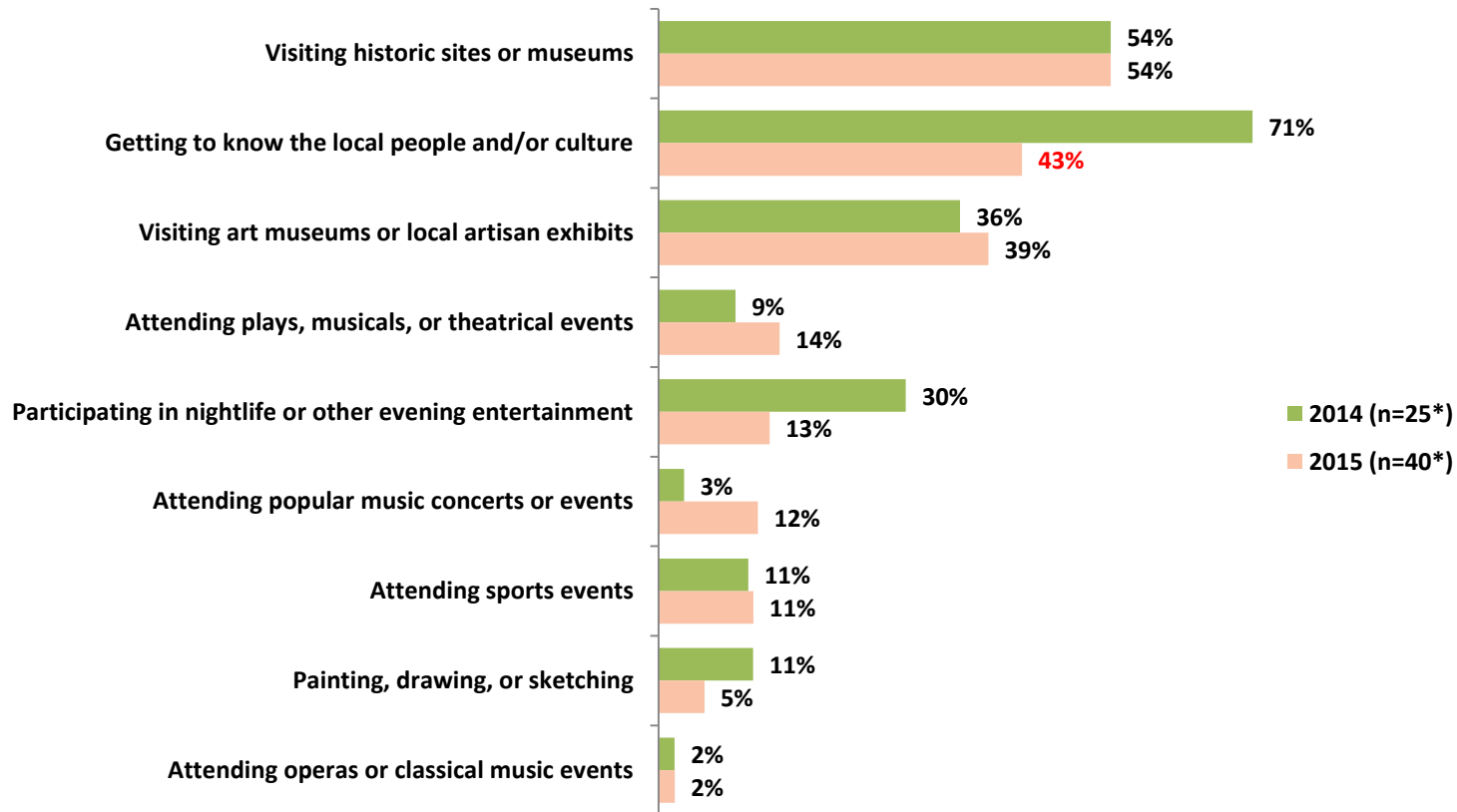
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

**Please note extremely small sample size.*

Half of Canadian day visitors who are interested in history or culture enjoyed *visiting historic sites or museums* while in Maine.

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.*

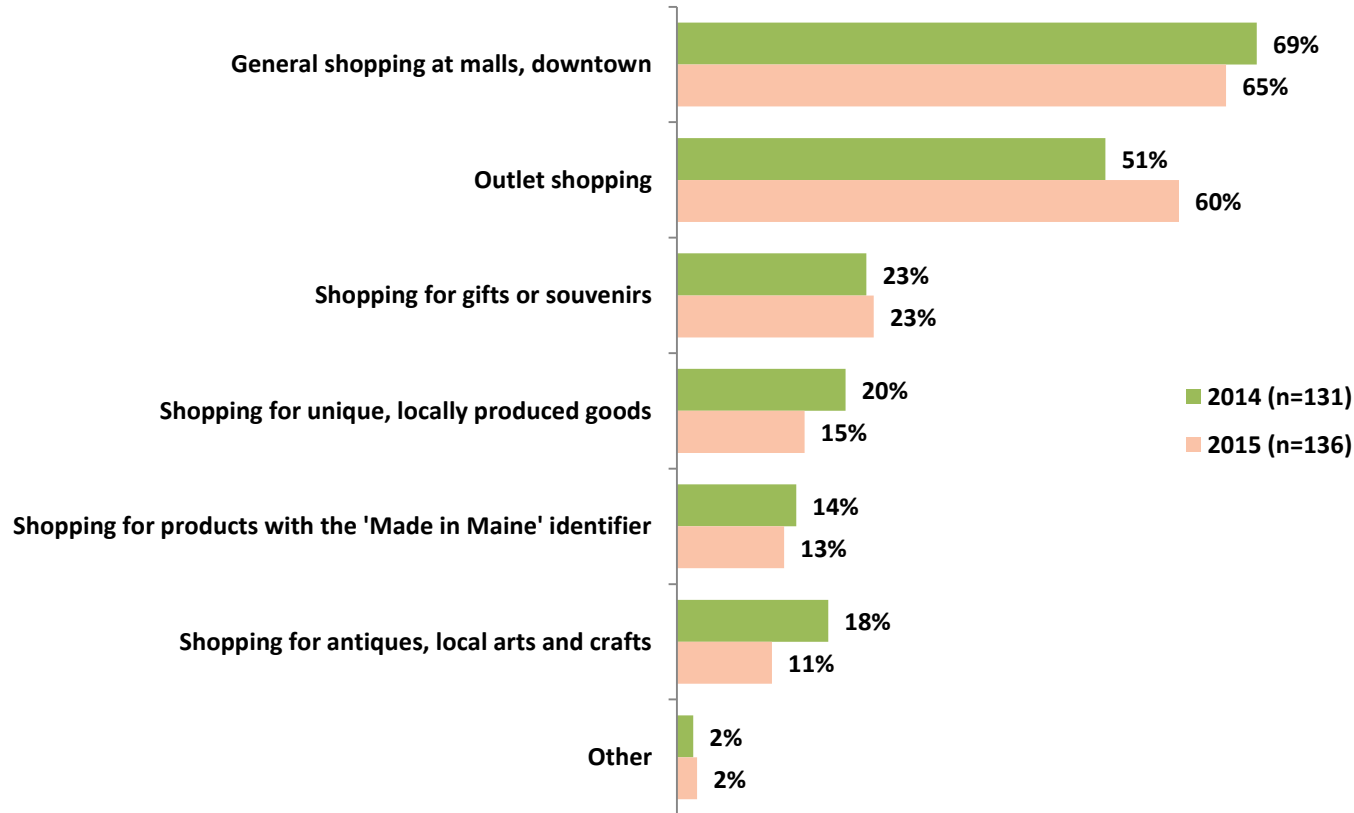
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

**Please note extremely small sample size.*

Canadian day visitors who are interested in shopping are most likely to do some *general shopping at malls/downtown* or *shop at the outlets*.

Shopping Activities

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



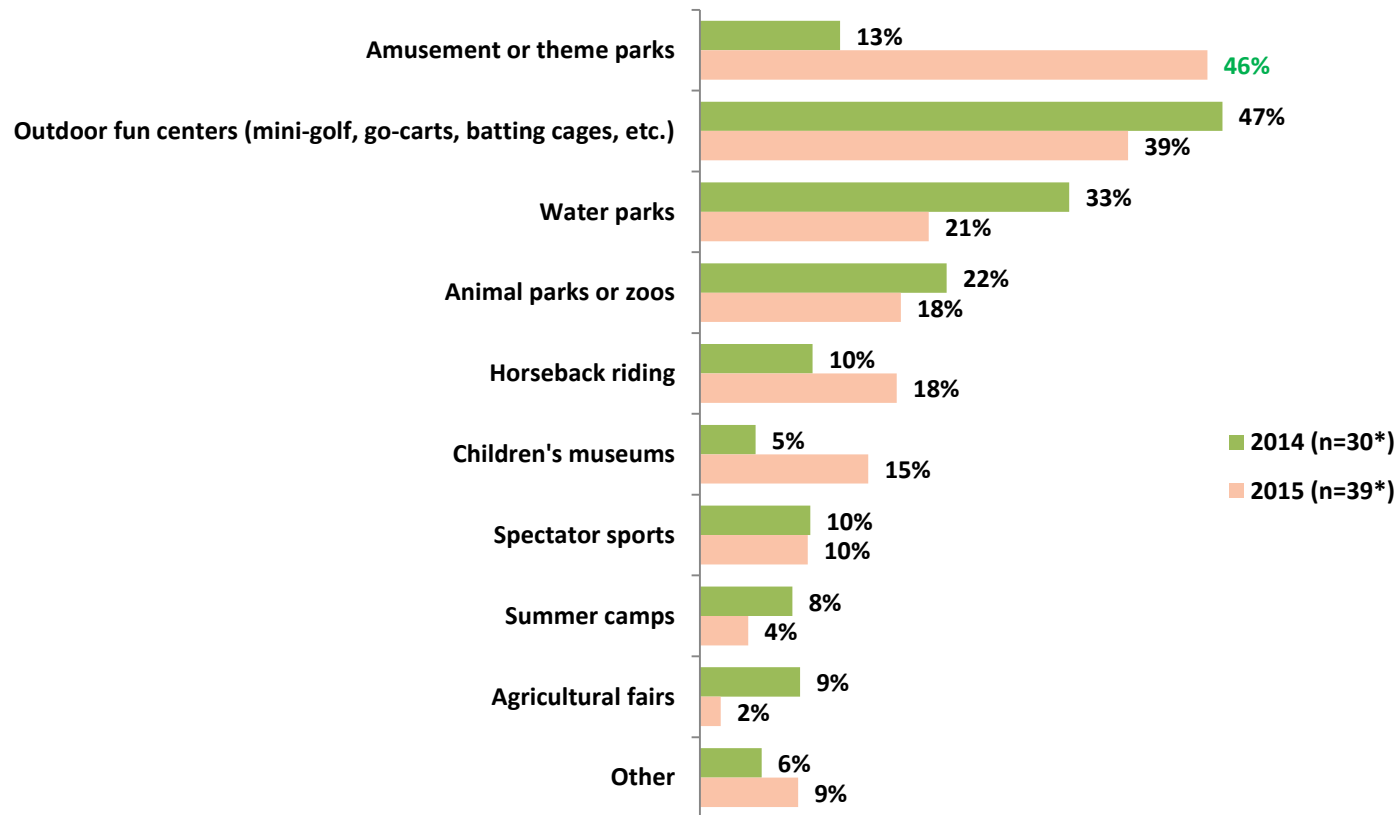
Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

Visiting amusement/theme parks is the most popular family fun/children's activity among Canadian day visitors to Maine.

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.*

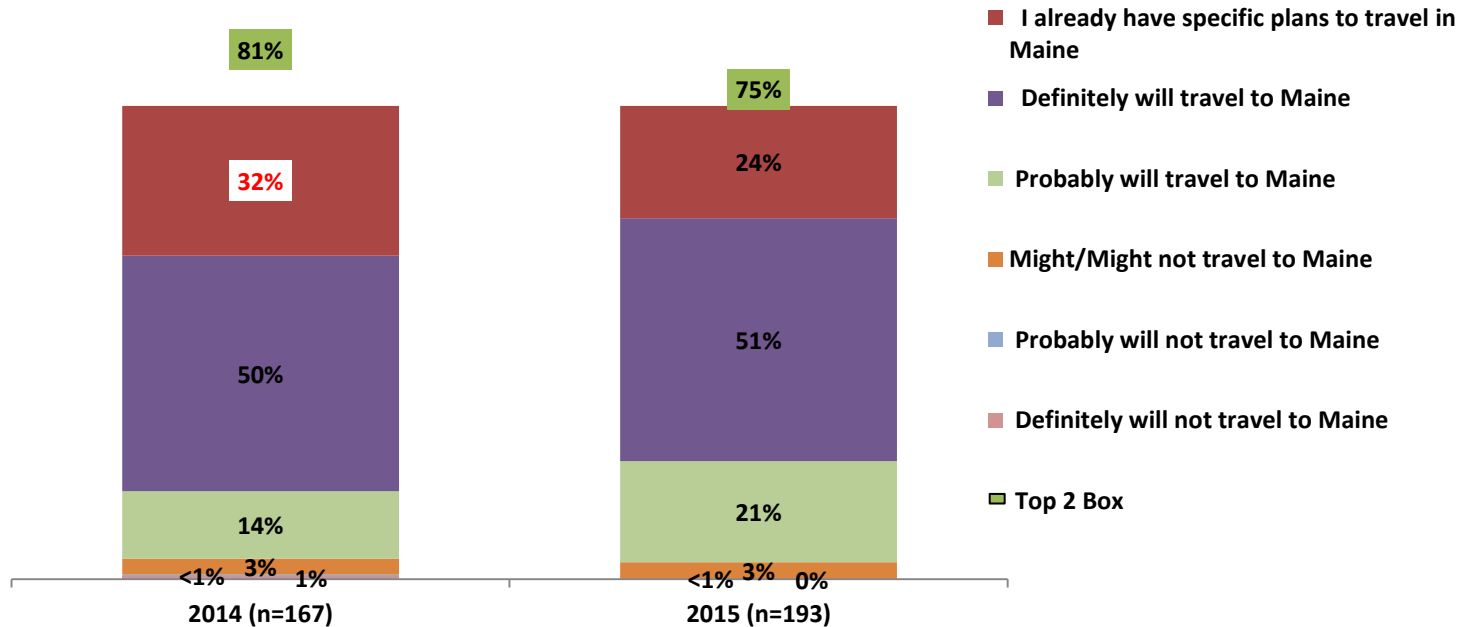
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

**Please note extremely small sample size.*

Canadian day visitors report a strong intent to travel to Maine again in the next two years.

- Three-fourths of Canadian visitors indicate they either *already have plans to return* or *definitely will travel to Maine* again in the next two years.

Future Likelihood to Travel to Maine



Q30. How likely will you be to travel in Maine/take a day trip 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.



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