

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

Regional Insights: Aroostook County

Prepared by



April 2016

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Research Objectives and Methodology

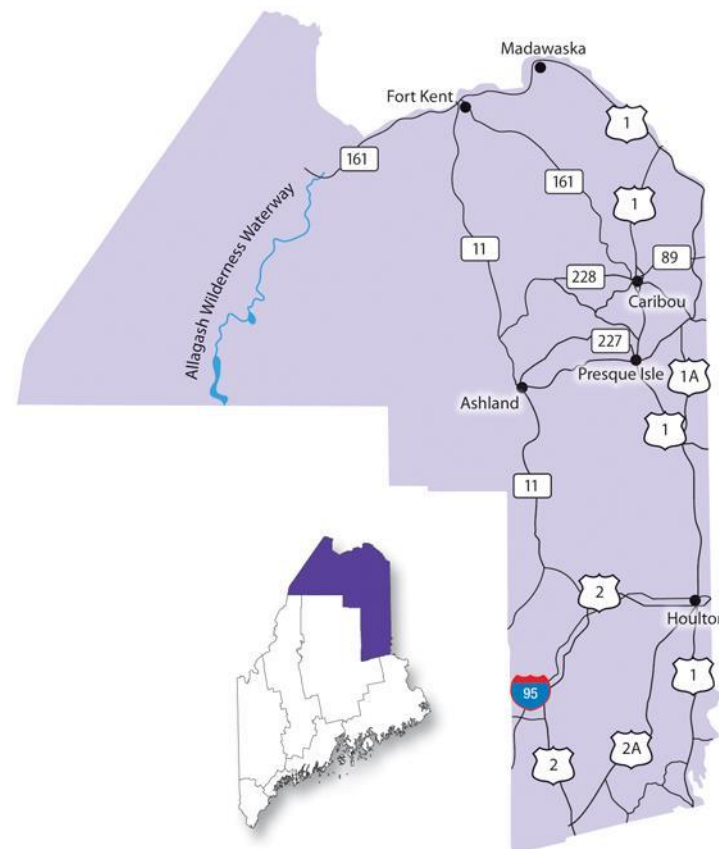


Research Objectives and Methodology

- 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 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

Research Objectives and Methodology

- The following report summarizes the results among visitors to the Aroostook County tourism region during 2015, including:
 - 79 overnight visitors, and
 - 55 day visitors.
- Throughout this report, data for the Aroostook County 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 2014 and 2015 are also highlighted for both the Aroostook County 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 Aroostook County are 38 years old, on average, and have average annual household incomes just under \$95,000. Two-thirds have at least a college degree and 55% are married. Three-fourths are employed full-time.
- Overnight visitors to Aroostook County are younger, on average, than visitors to Maine overall.

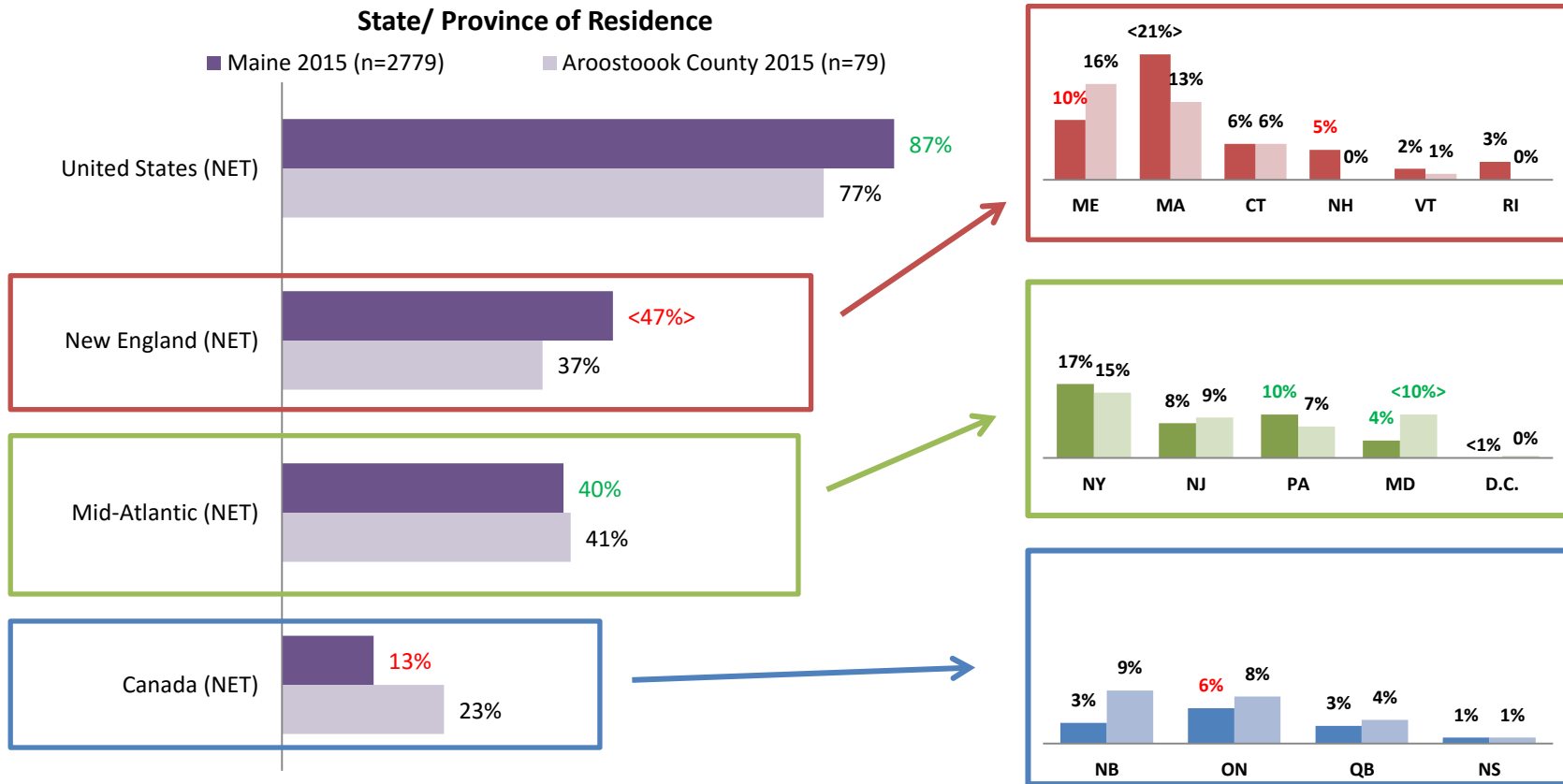
Overnight Visitors	Maine 2015 (n=2779)	Aroostook County 2015 (n=79)
Age:		
< 35	30%	<51%>
35 - 44	19%	23%
45 - 54	<19%>	10%
55 +	<31%>	16%
Mean Age (Years)	<45.4>	37.9
Income:		
< \$50,000	17%	25%
\$50,000 - \$99,999	41%	38%
\$100,000 +	42%	37%
Mean Income (Thousands)	\$103,770	\$94,640
Female	<58%>	38%
College Degree or Higher	73%	66%
Married	64%	55%
Employed Full Time	63%	73%

<> 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.

Three in four overnight visitors to Aroostook County are from the U.S., with most arriving from the Mid-Atlantic region.

- Fewer overnight visitors from New England visit Aroostook County than Maine overall, specifically those from Massachusetts.



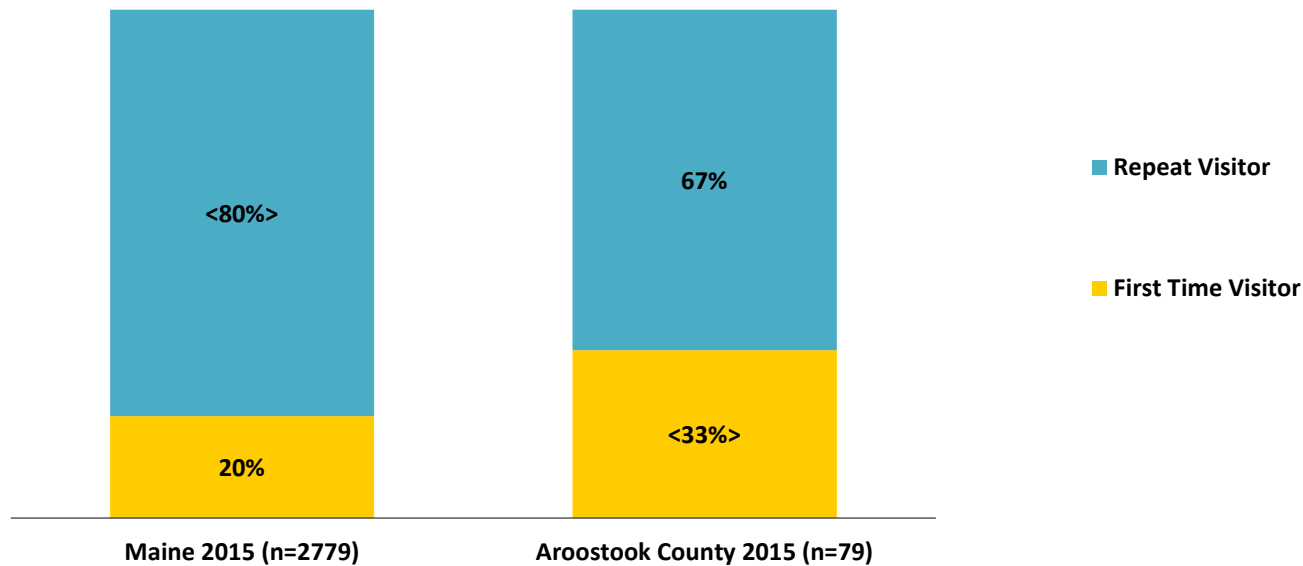
State/ Province of Residence

<> 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.

One in three visitors to Aroostook county are visiting for the first time, a significantly higher proportion than for the State overall.

Repeat vs. First Time Visitors



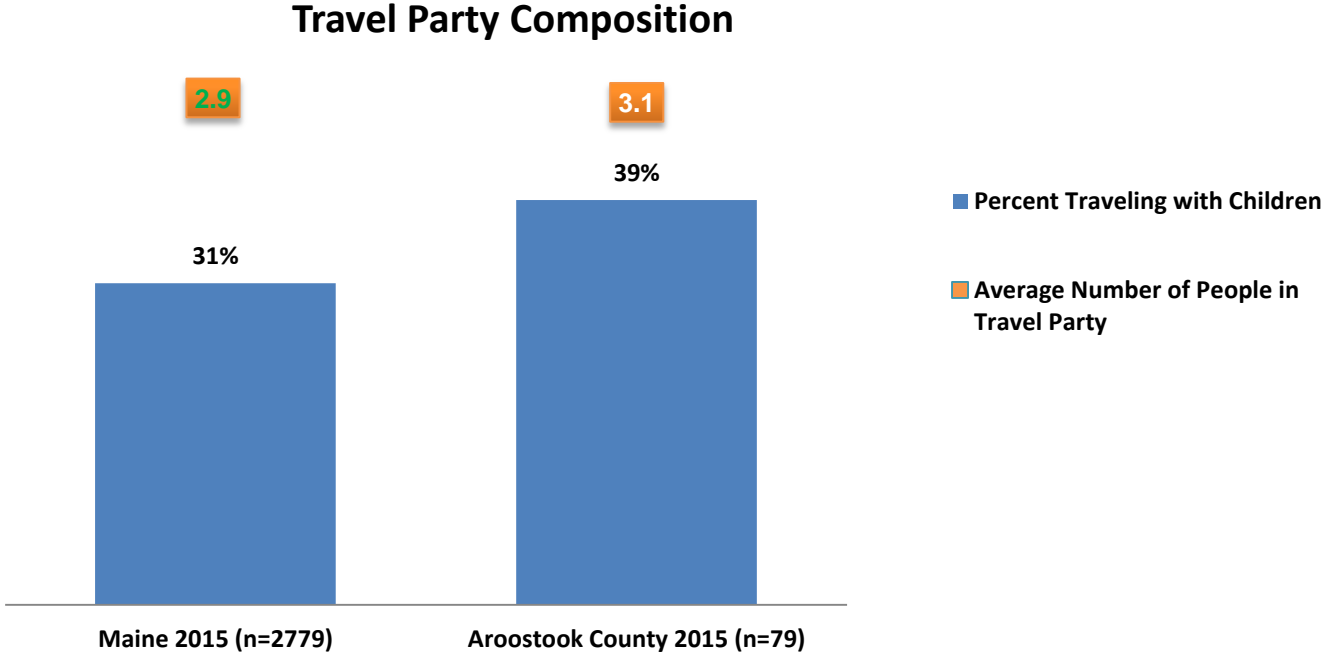
Q11. Was this your first visit in Maine?

Q12. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

<> 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.

Two in five overnight visitors to Aroostook County are traveling with children.



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?

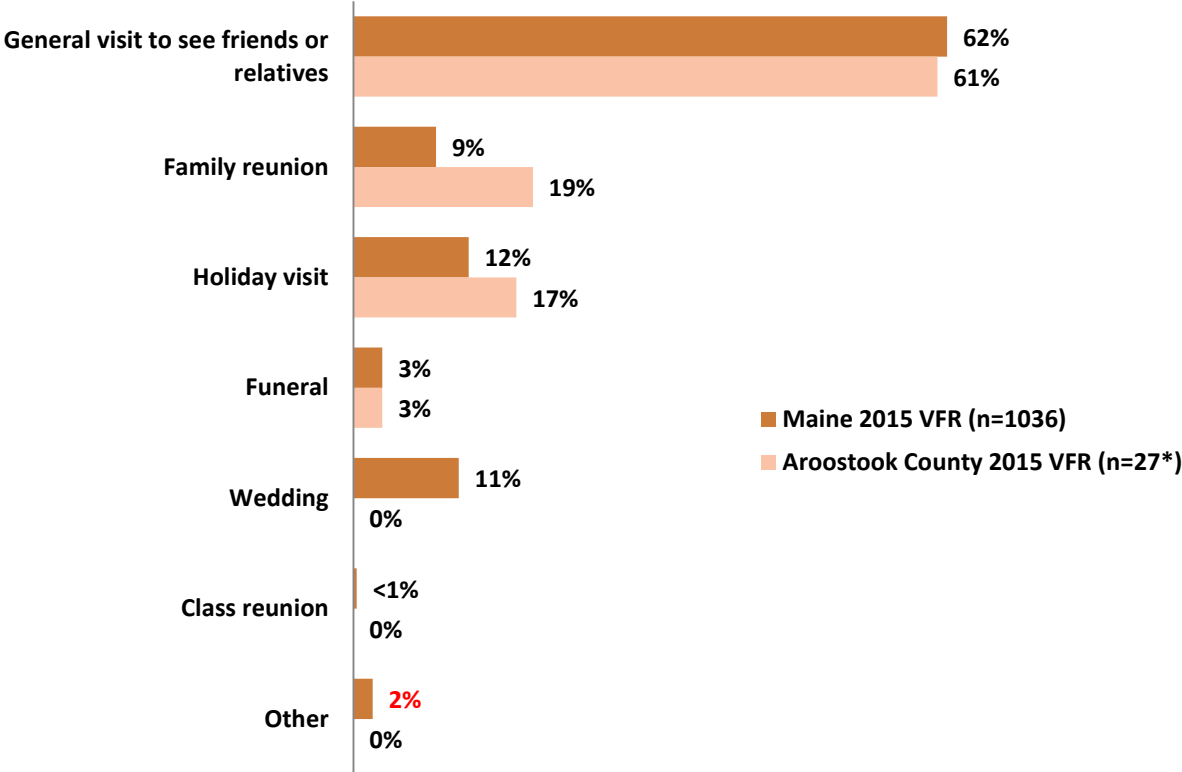
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Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: *Trip Experience*



The most common reason for an overnight VFR trip to this region is a *general visit to see friends*.

Primary Purpose of Overnight VFR Trips



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

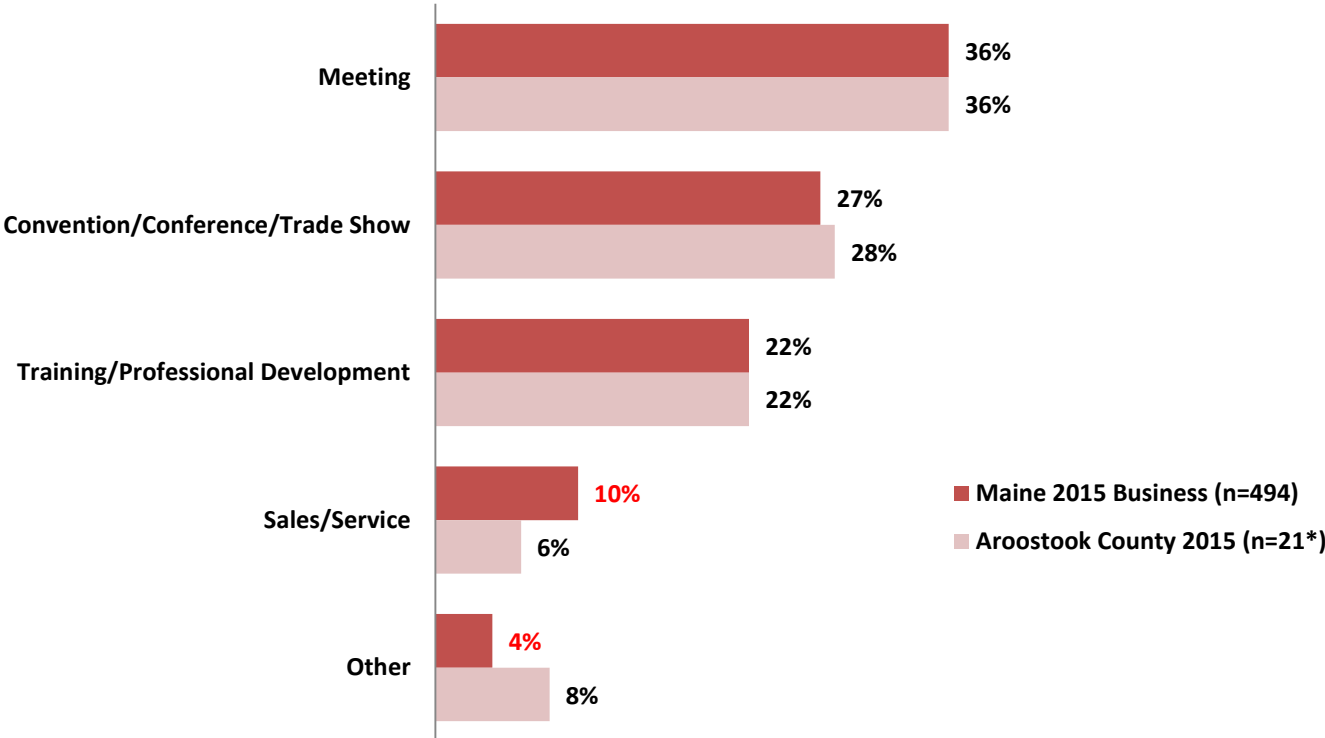
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note extremely small sample size.

Business visitors to Aroostook County are most likely to cite a *meeting* as the primary purpose of their overnight business trip.

Primary Purpose of Overnight Business Trips



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

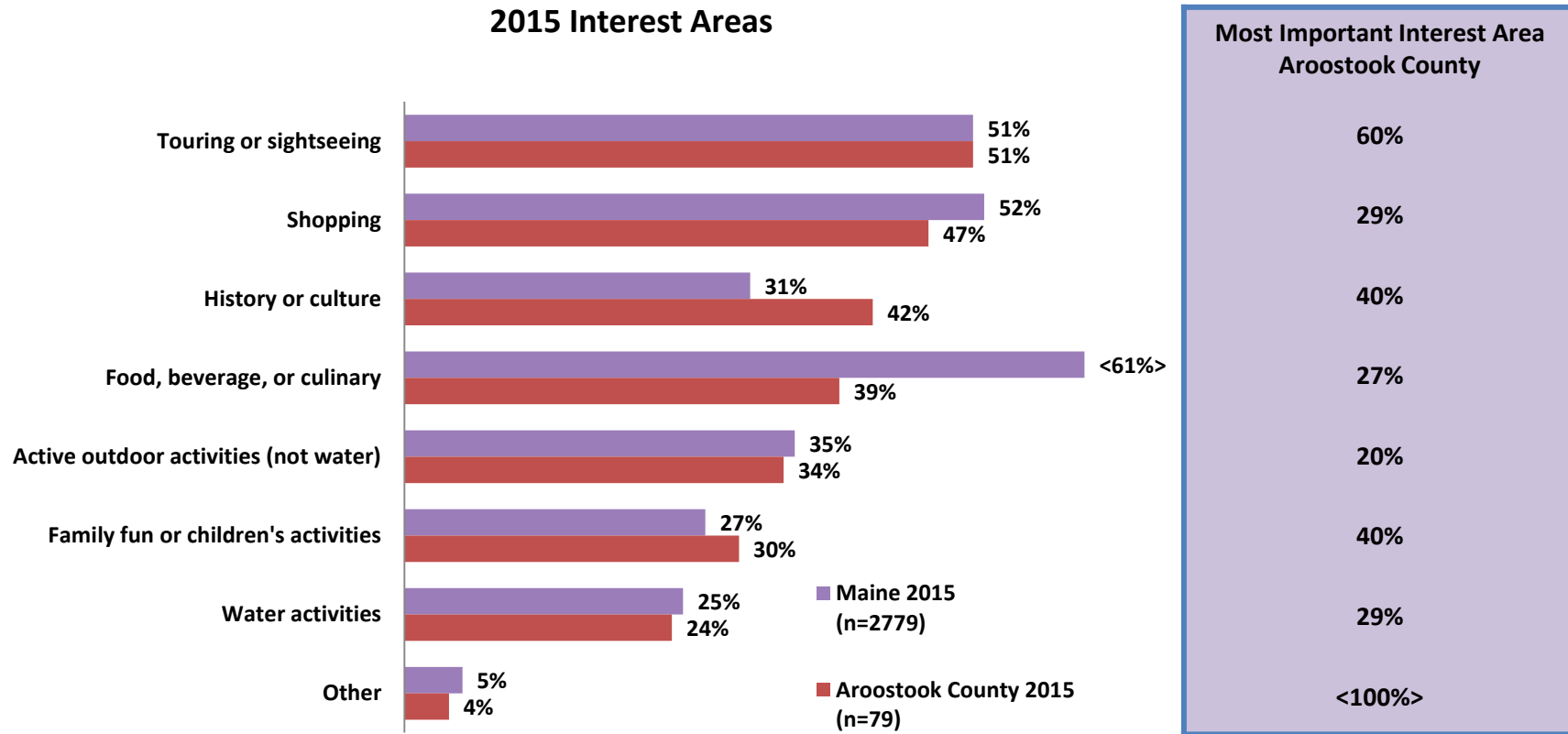
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note extremely small sample size.

The most commonly pursued interest areas by overnight visitors to Aroostook County are *touring/sightseeing* and *shopping*.

- Visitors to the Aroostook County region are less likely to pursue *food/beverage/culinary* interests than are visitors to Maine overall.



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

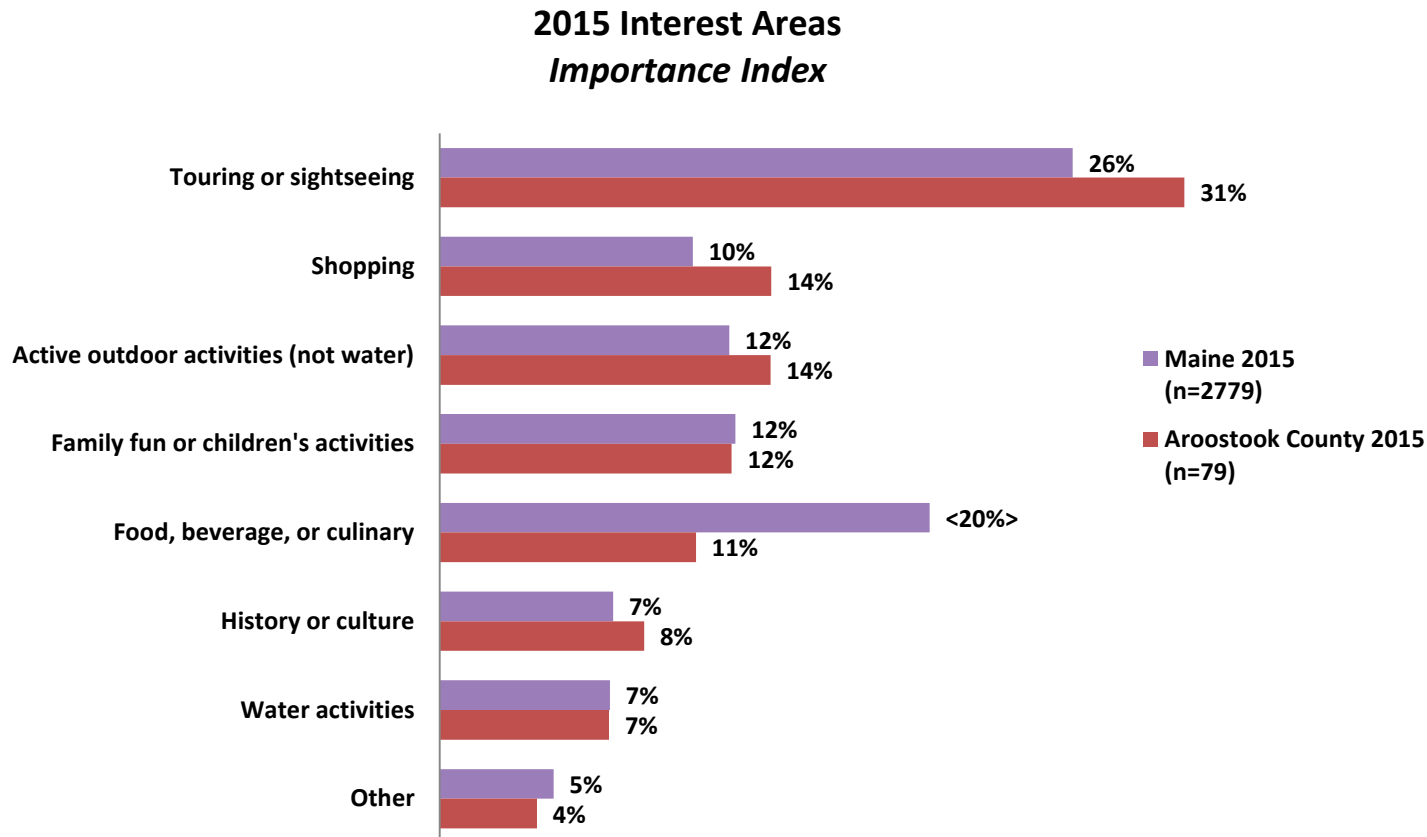
Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 14

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

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* ranks highest among overnight visitors to Aroostook County.

- In analyzing both interest and importance together, *food/beverage/culinary* activities are less important to Aroostook County visitors than they are to visitors to the State as a whole.



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

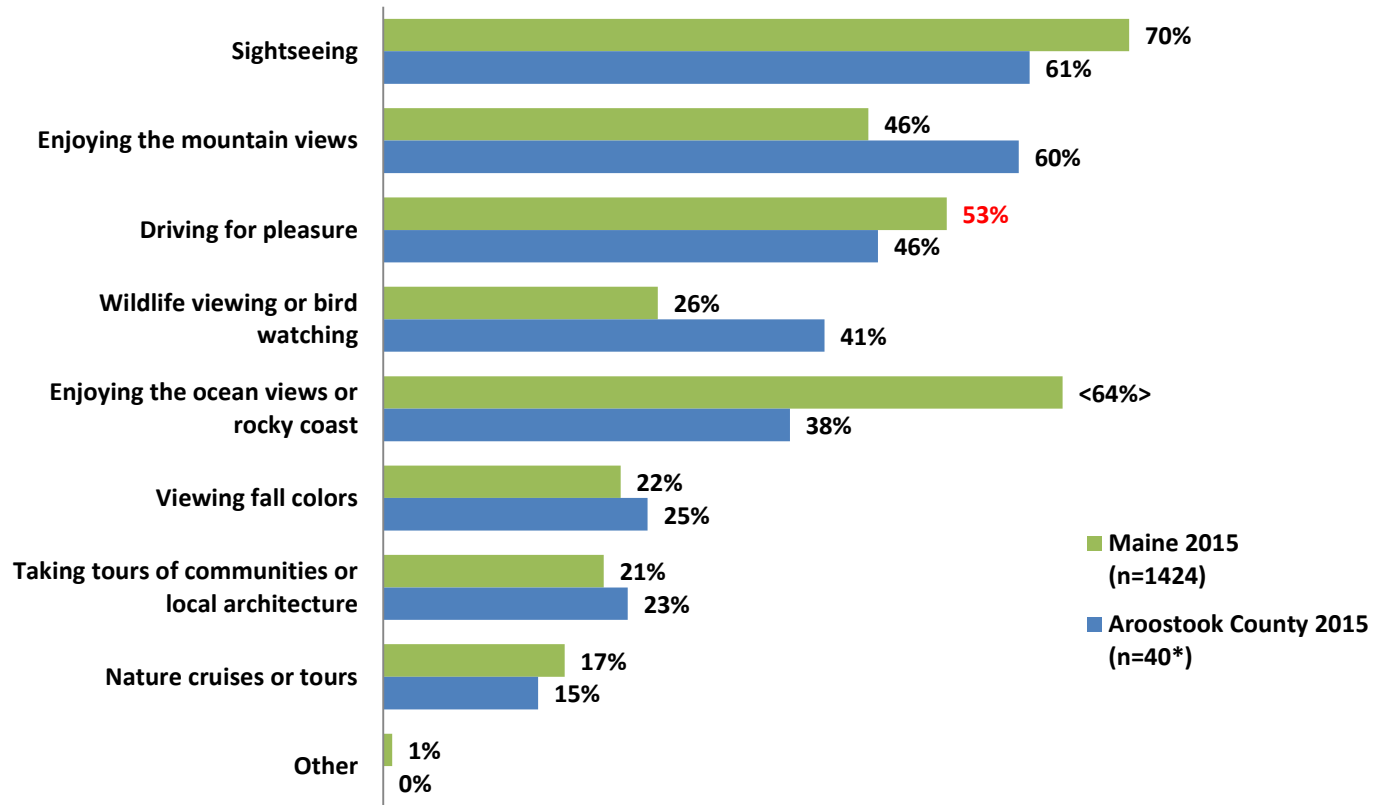
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Aroostook County visitors interested in touring/sightseeing were most likely to go *sightseeing* and *enjoy mountain views* while visiting.

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.

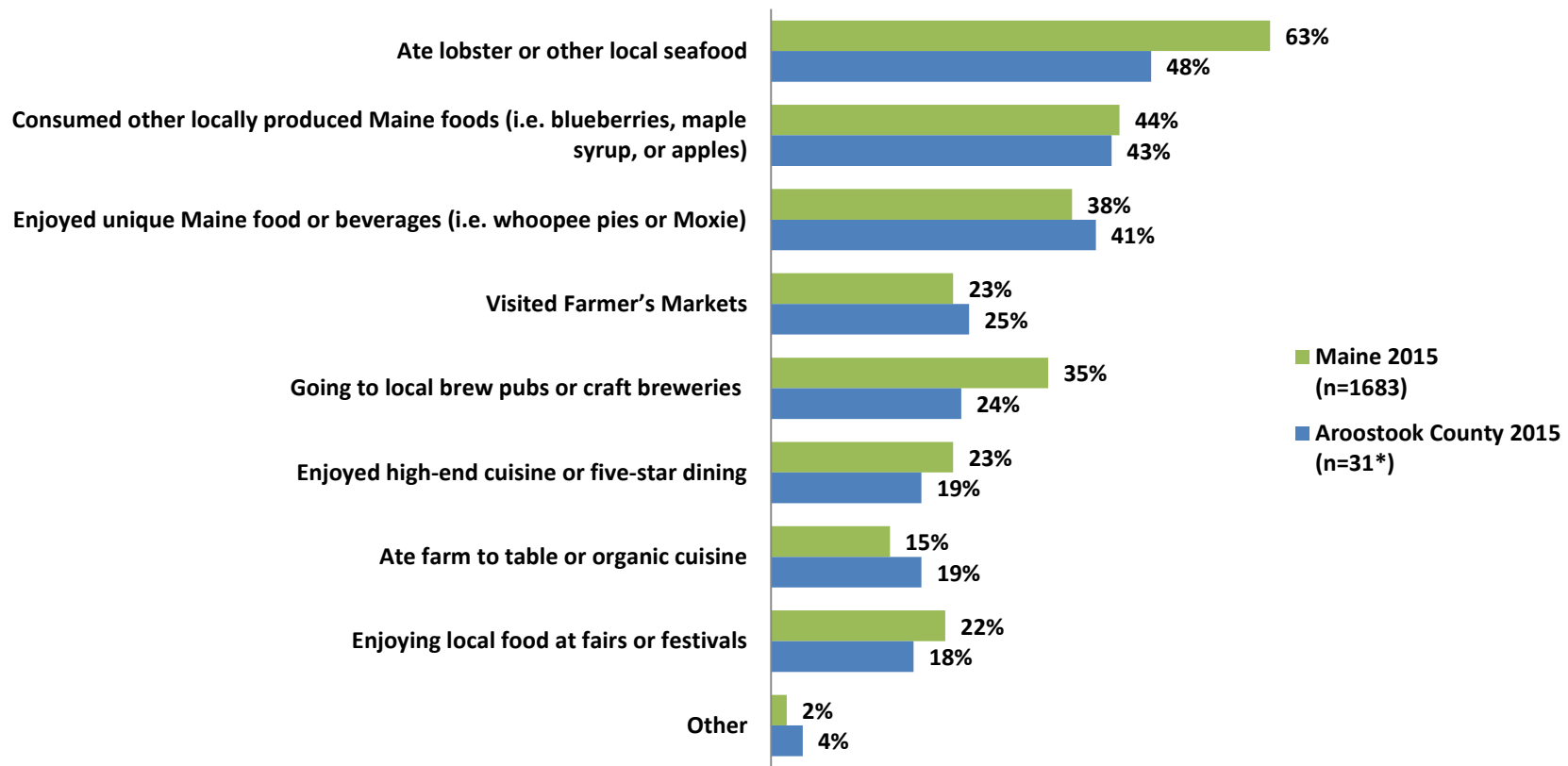
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.

Nearly half of visitors to Aroostook County interested in food/beverage/ culinary activities *ate lobster or other local seafood* while visiting.

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.

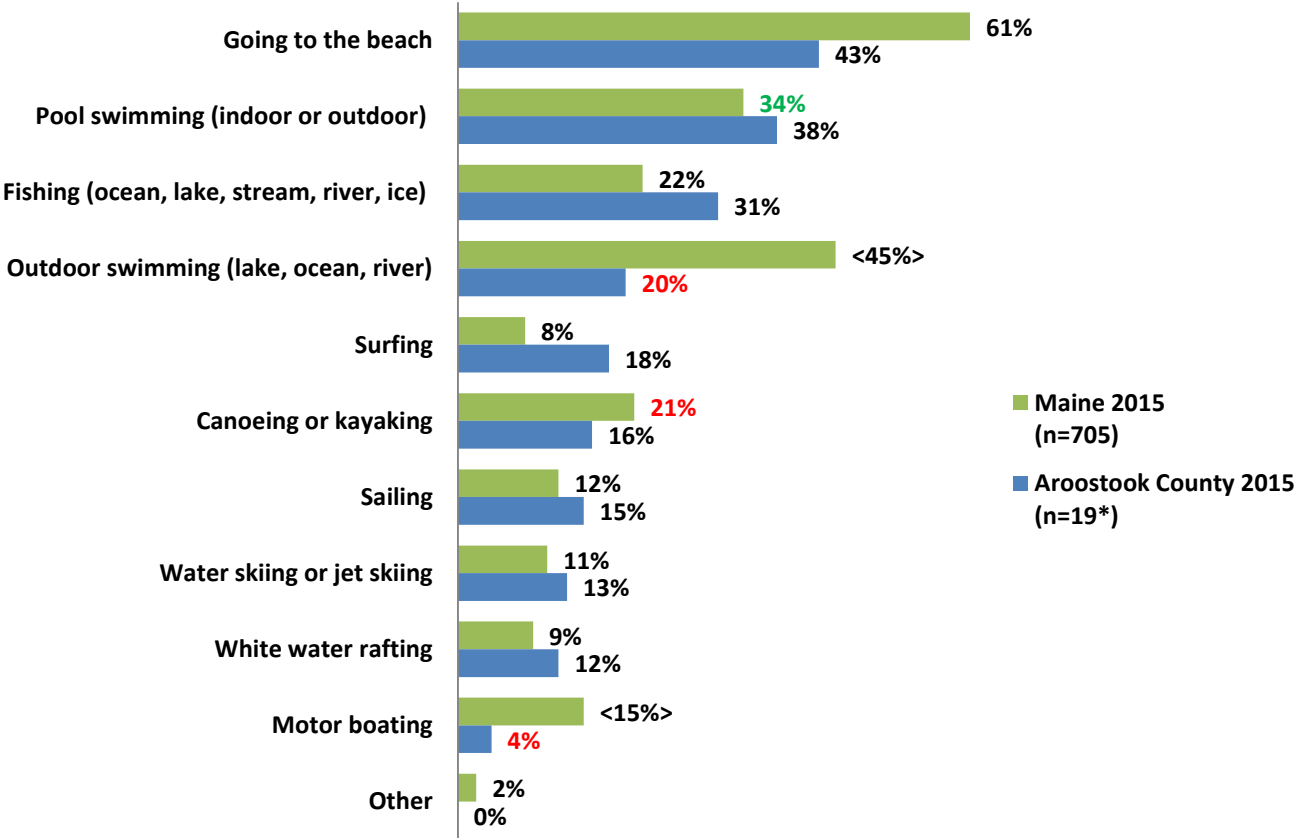
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.

Going to the beach is the most popular water activity among Aroostook County overnight visitors.

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.
 Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.
 *Please note very small sample size.

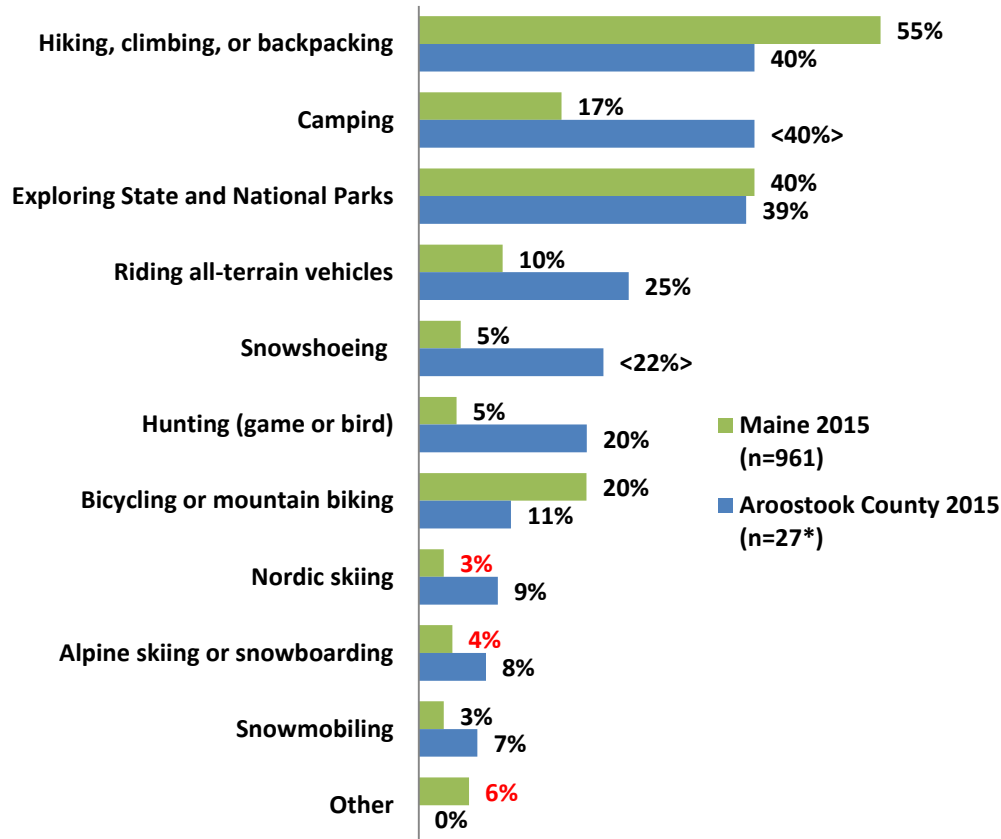


Hiking/climbing/backpacking and camping are the most common active outdoor activities among Aroostook County overnight visitors.

- Overnight visitors to Aroostook County are more likely to have gone *camping* or *snowshoeing* compared to overnight visitors to Maine as a whole.

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.

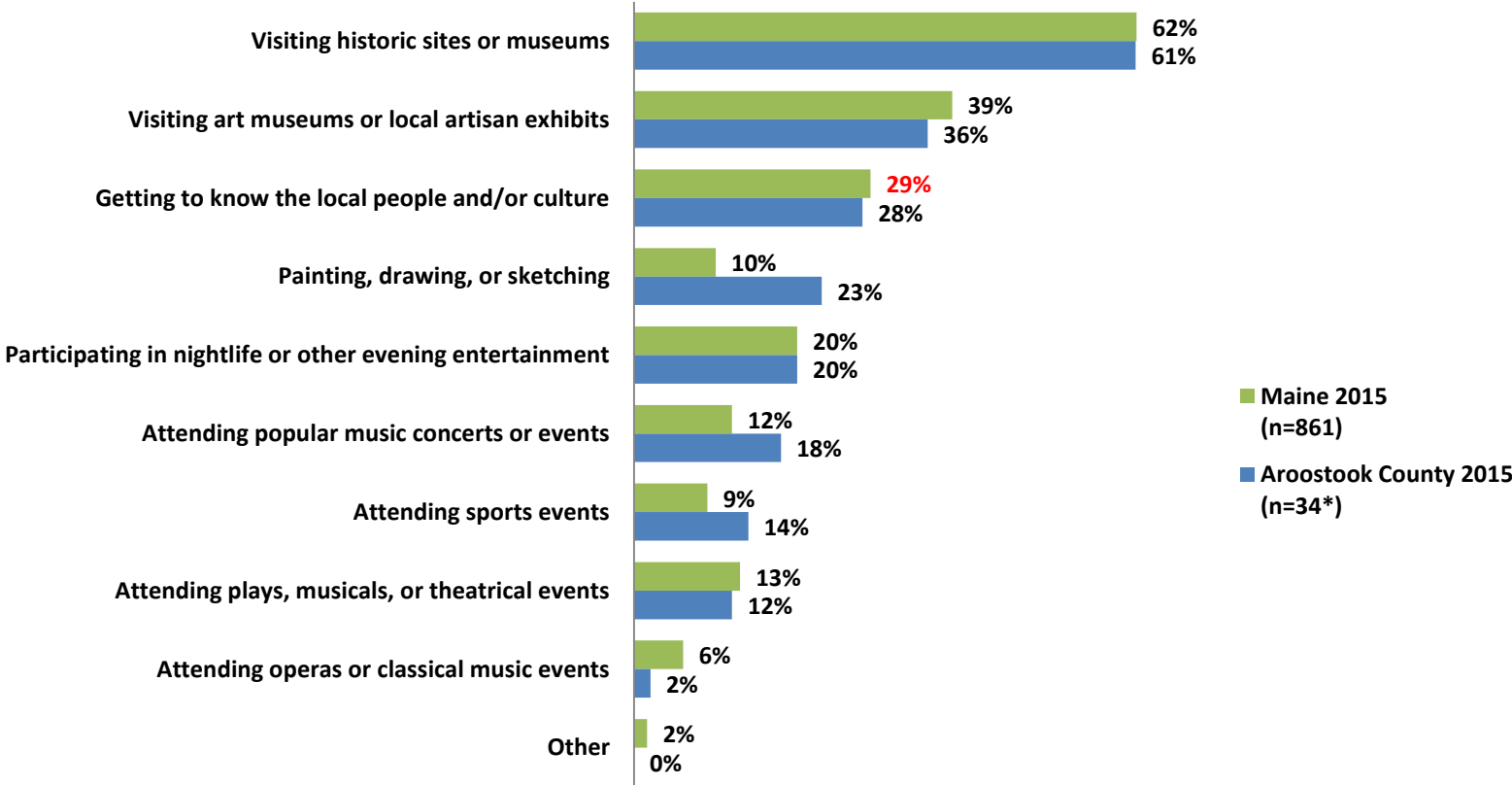
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.

Visiting historic sites or museums is the most common history/culture activity pursued among overnight visitors to this region.

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.

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

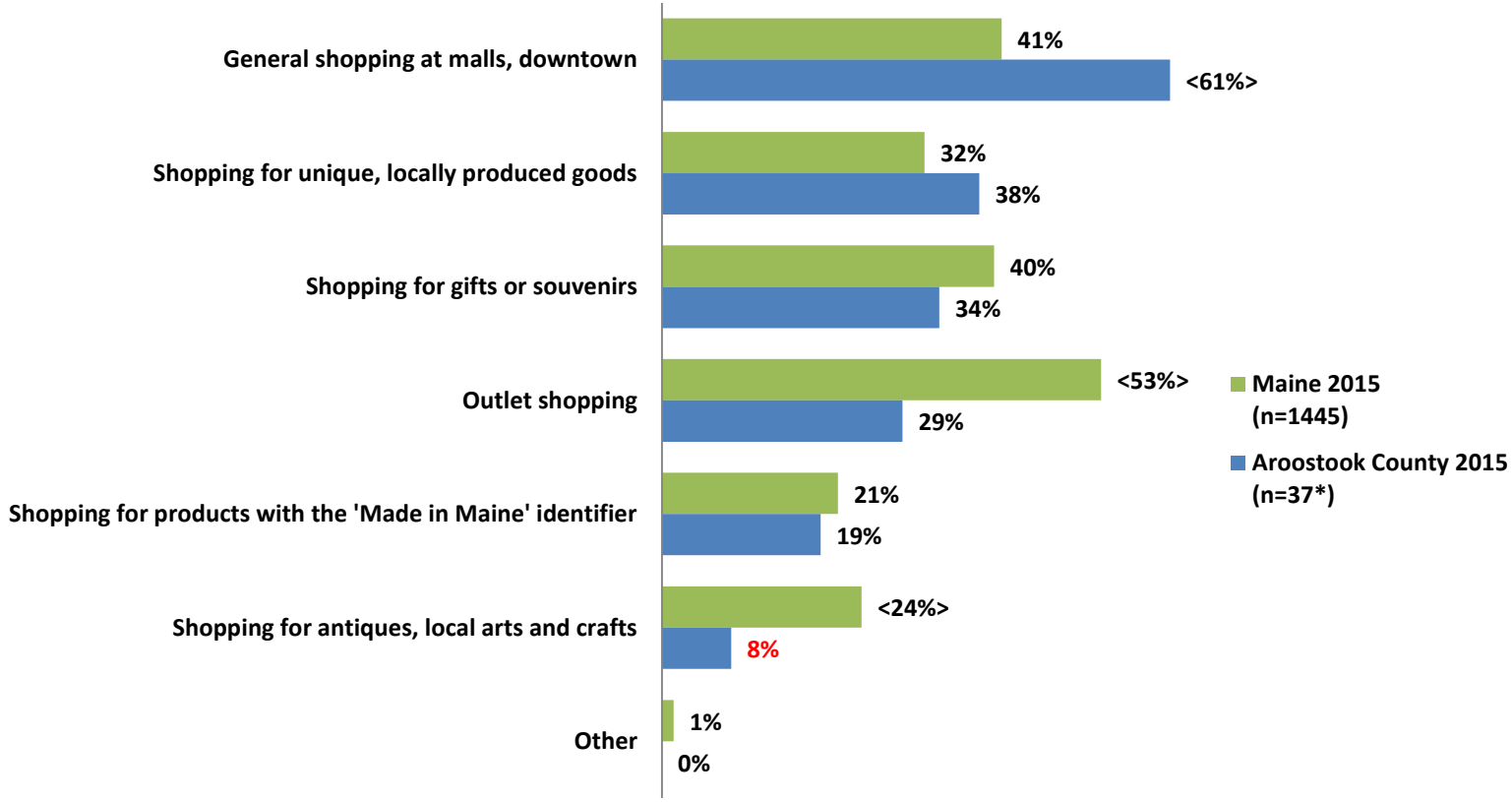
*Please note small sample size.

A majority of overnight Aroostook County visitors interested in shopping did some *general shopping at malls or downtown*, more so than for the State of Maine as a whole.

- *Outlet shopping* and *shopping for antiques/local arts and crafts* are less popular among Aroostook County overnight visitors than among visitors to the State as a whole.

Shopping Activities

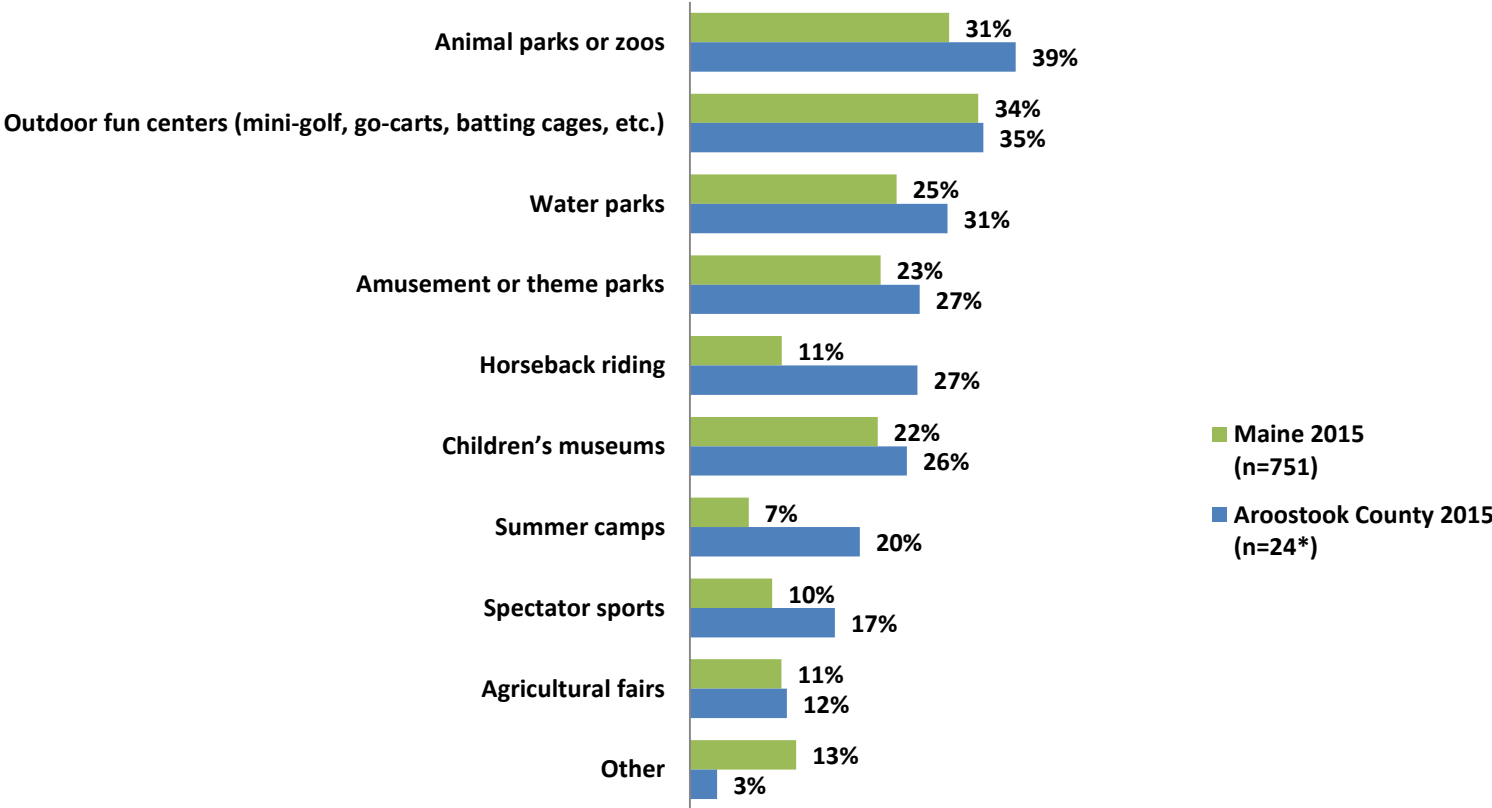
Base: Those who report shopping as an interest area for this Maine trip



Visitors to Aroostook County participate in a variety of family fun/children’s activities.

Family Fun/Children’s Activities

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

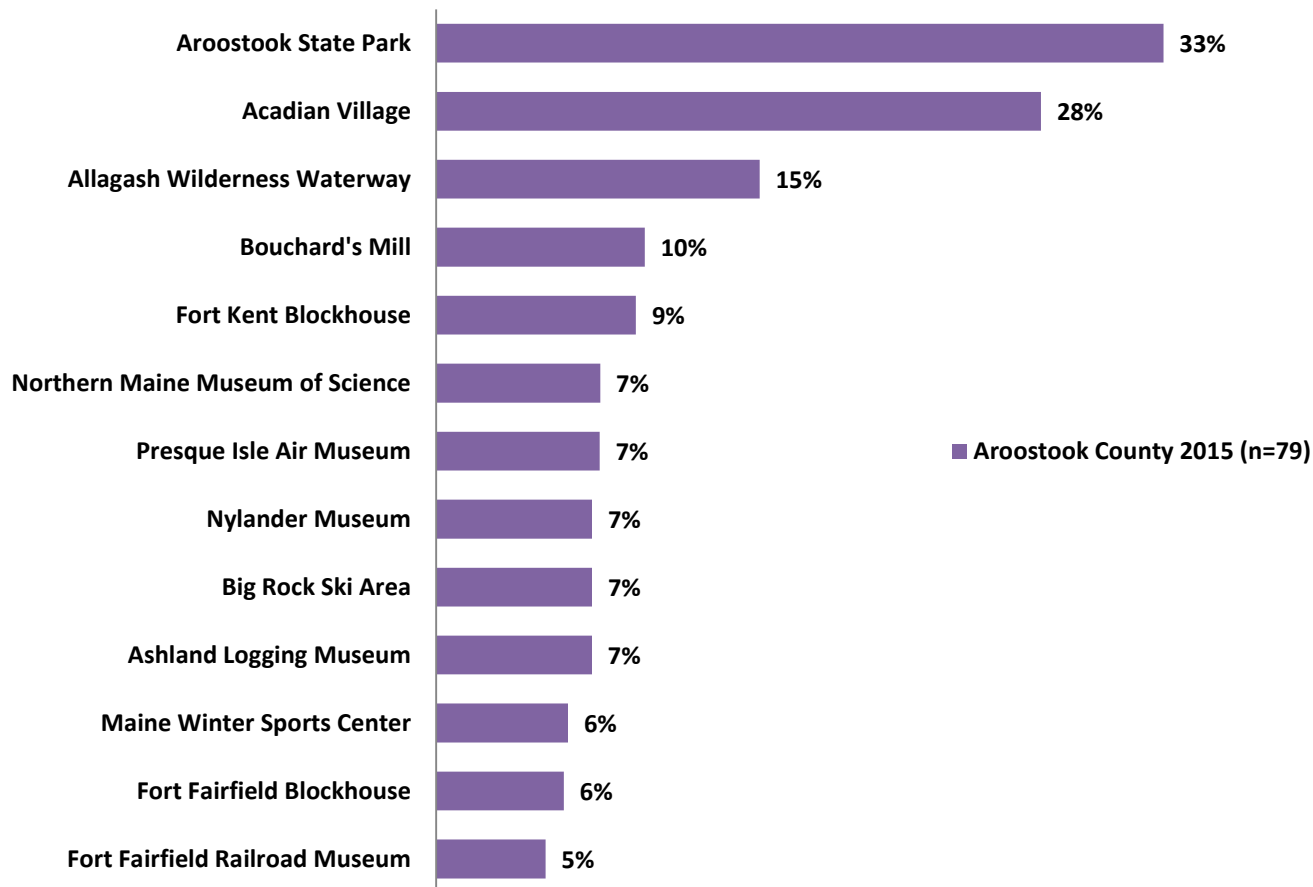


Q31. In which of the following activities did you participate during this trip? Please check all that apply.

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 *Please note very small sample size.

Aroostook State Park and the Acadian Village are the most visited attractions/locations by overnight visitors to Aroostook County.

Top Attractions/Locations Visited*



* Does not include response options selected by fewer than 5% of respondents.

Q26. Within the region(s) you visited, what specific attractions or locations did you visit? Please select all that apply.

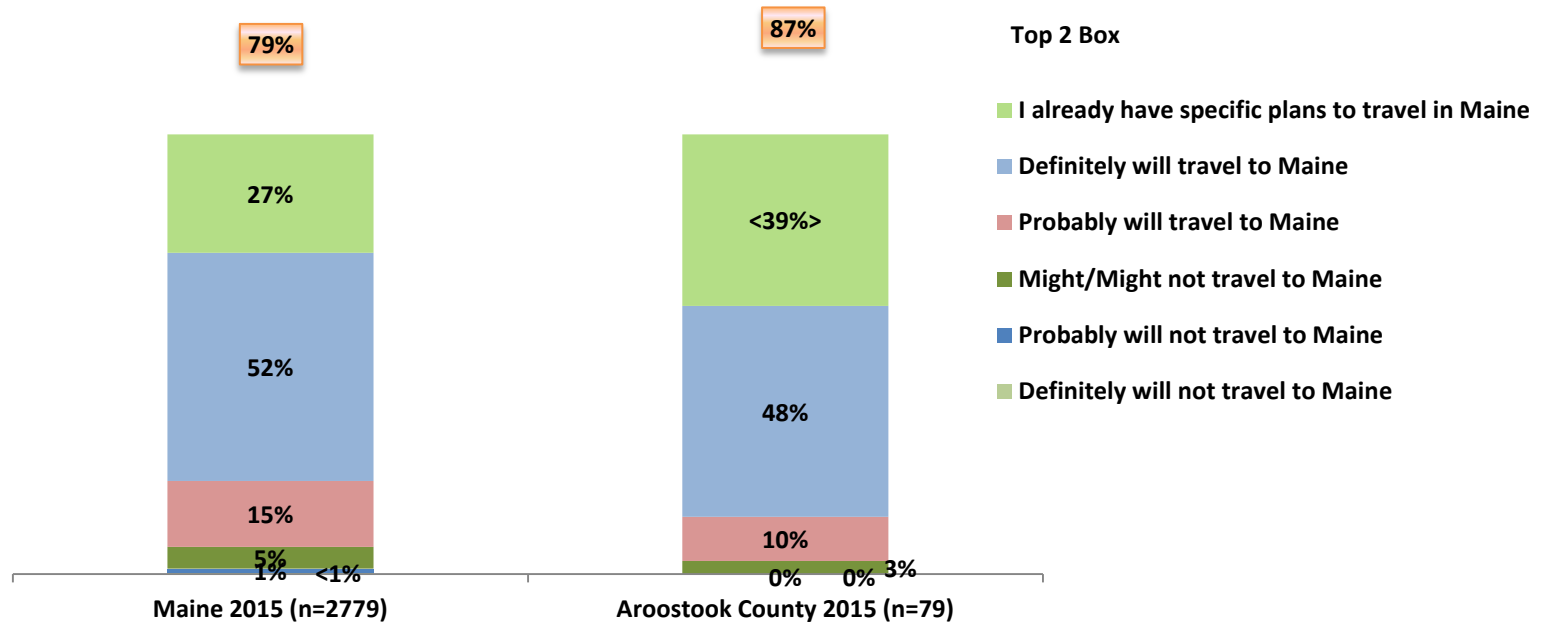
<> indicates a significant difference between subgroups at the 95% confidence level.

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Most overnight visitors to Aroostook County intend to visit Maine again.

- A greater proportion of Aroostook County overnight visitors indicate that they *already have specific plans to travel in Maine* as compared to overnight visitors to Maine overall.

Future Travel Likelihood



Q38. How likely will you be to travel in Maine in the next two years?

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Day Visitors: *Traveler Description*



Sample Size Caution:

Please note the small sample size of day visitors to the Aroostook County region (55 total, and smaller for certain sub-groups). Data on the following pages should be used for directional purposes only.

Day Visitor Demographics

- Day visitors to Aroostook County are about 43 years old and earn just under \$80,000 annually. Six in ten have a college degree and are employed full-time.
- Day visitors to Aroostook County trend younger than visitors to the State of Maine as a whole.

Day Visitors	Maine 2015 (n=1755)	Aroostook County 2015 (n=55)
Age:		
< 35	25%	<38%>
35 - 44	16%	20%
45 - 54	21%	20%
55 +	<38%>	22%
Mean Age (Years)	<48.0>	42.6
Income:		
< \$50,000	22%	<39%>
\$50,000 - \$99,999	43%	33%
\$100,000 +	35%	29%
Mean Income (Thousands)	\$93,020	\$79,520
Female	62%	50%
College Degree or Higher	68%	60%
Married	60%	48%
Employed Full Time	55%	58%

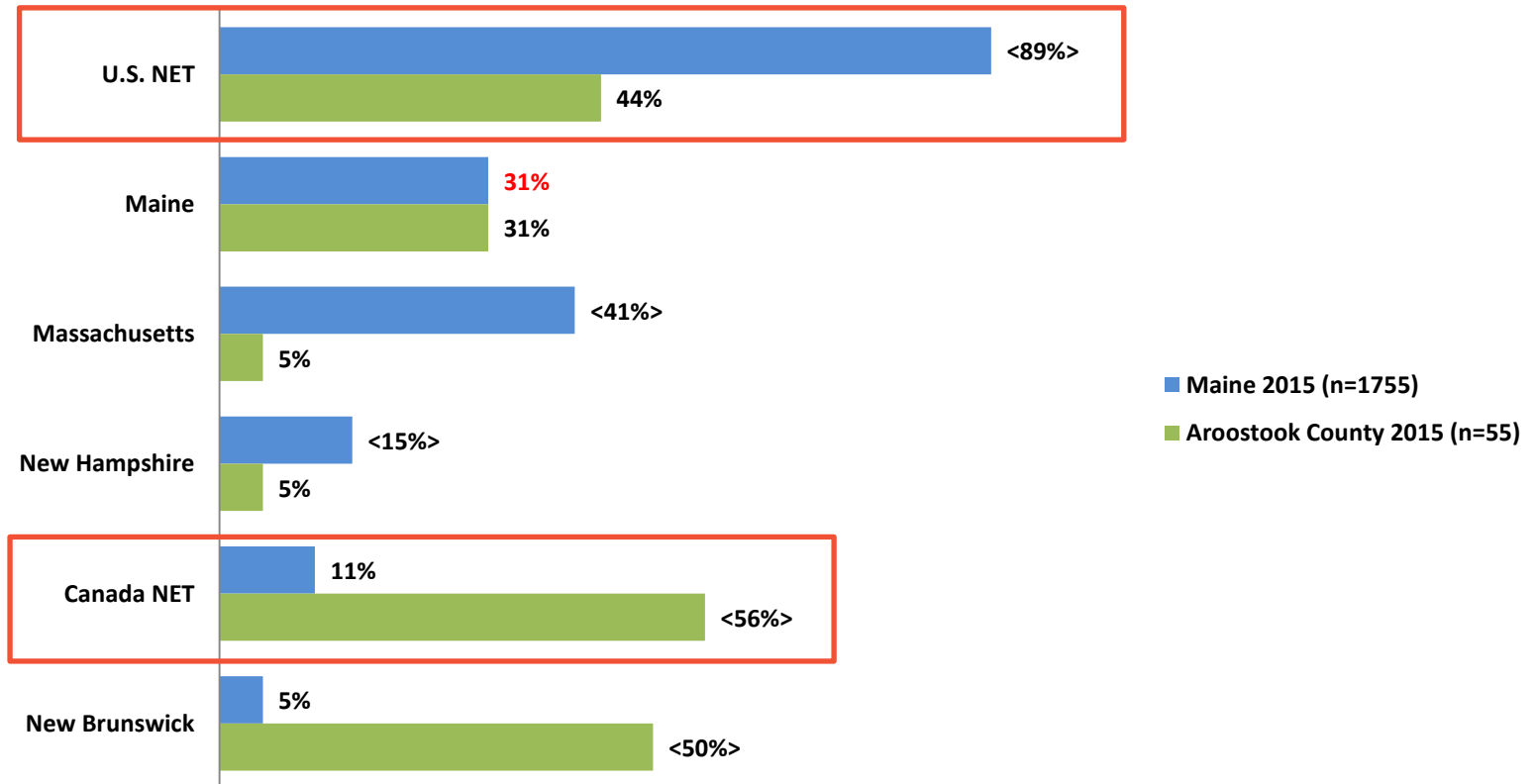
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More day visitors to Aroostook County arrive from Canada than from the United States.

- Aroostook County day visitors are less likely to be from the U.S. and more likely to be from Canada than day visitors to the State as a whole.
- A higher proportion of day visitors from New Brunswick visit Aroostook County than the rest of the State, while a lower proportion of day visitors from Massachusetts and New Hampshire visit the region.

State/ Province of Residence



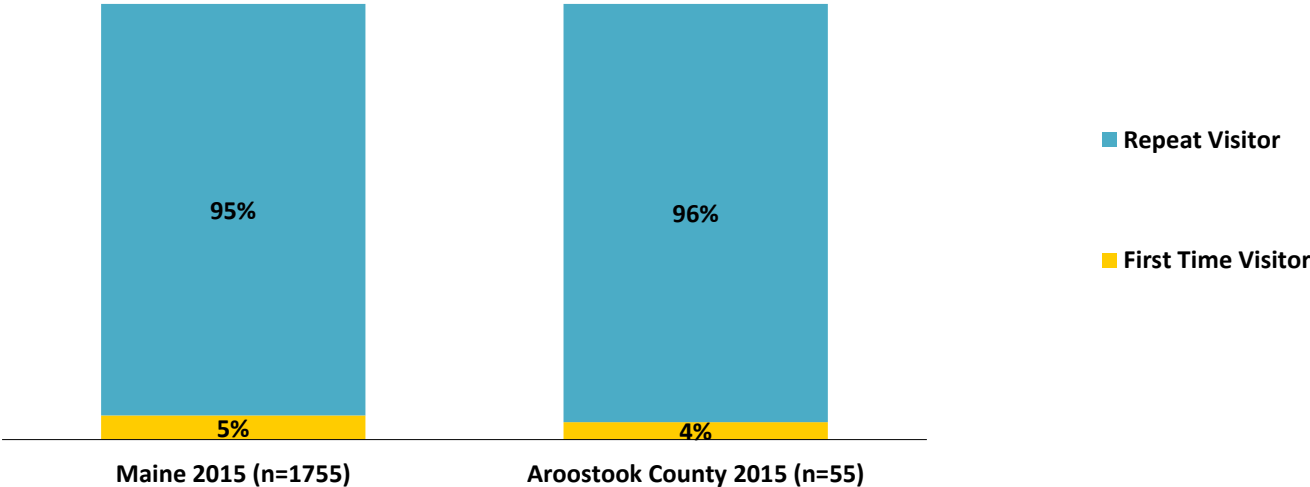
Q2. In what State or Province do you reside?

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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 Aroostook County have visited Maine previously.

Repeat vs. First Time Visitors



Q10. Was this your first trip to Maine?

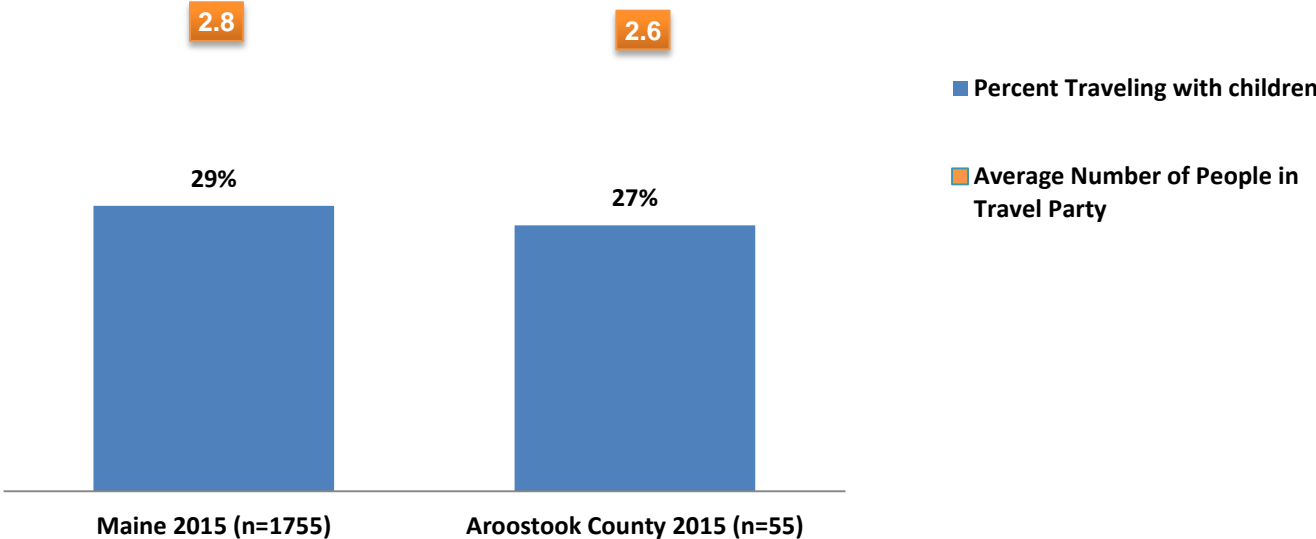
Q11. Including your most recent trip in Maine, how many times have you visited Maine in the past five years?

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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 Aroostook County are traveling 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

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

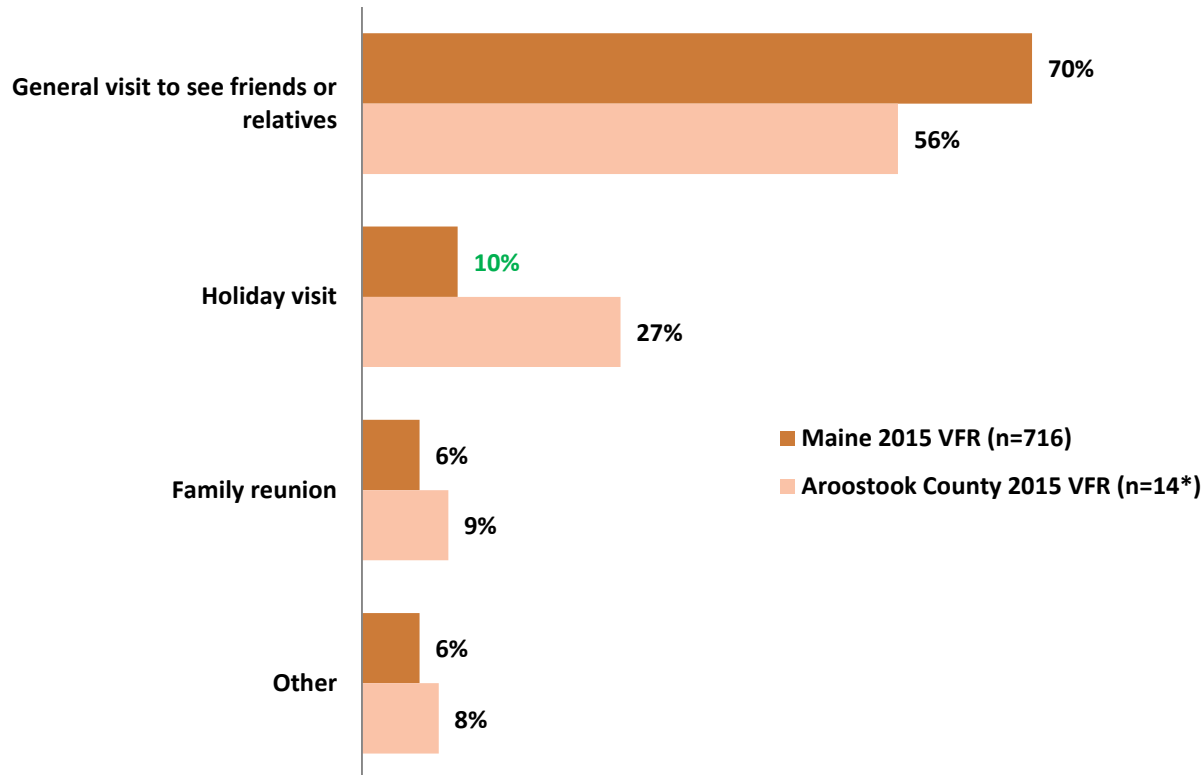
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: *Trip Experience*



More than half of day visitors in Aroostook County for a VFR trip cite a *general visit to friends or relatives* as the primary purpose of their trip.

Primary Purpose of Day VFR Trips



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

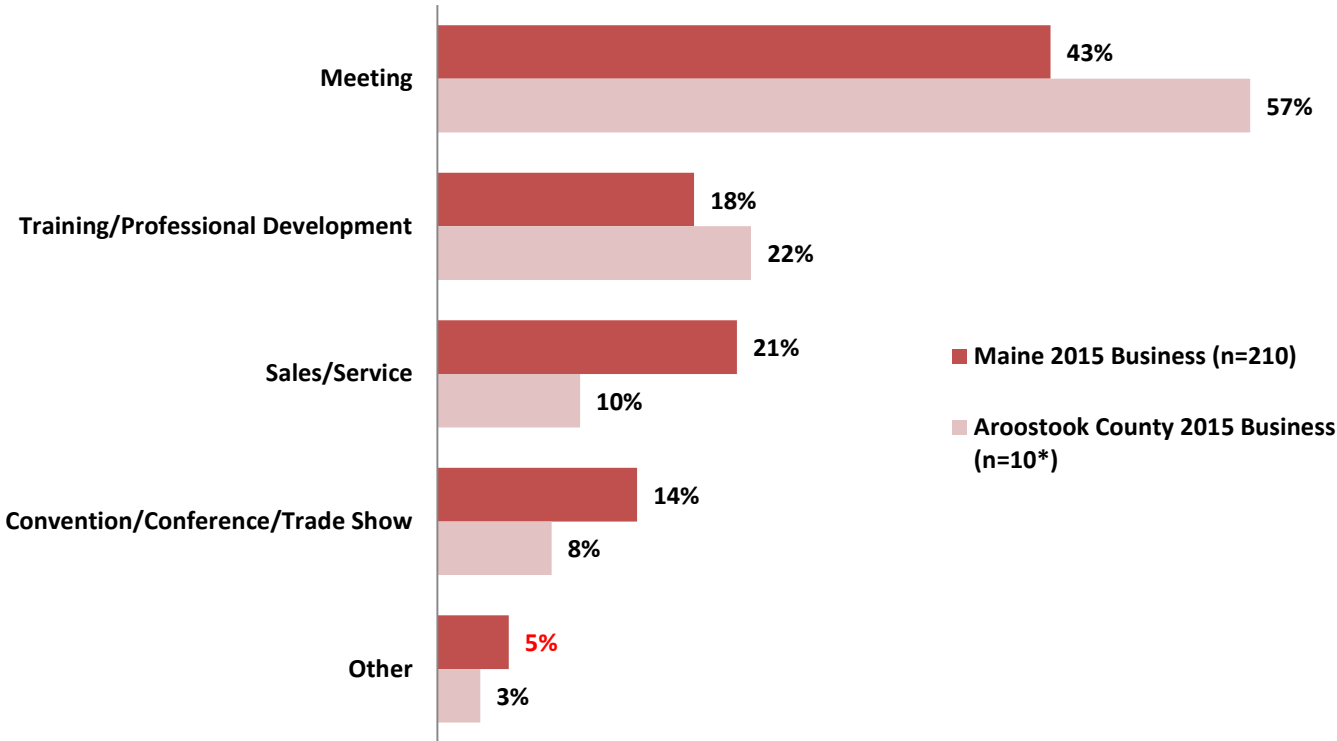
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note very small sample size.

Among business travelers, *meetings* are the most common reason cited for a day trip to Aroostook County.

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.

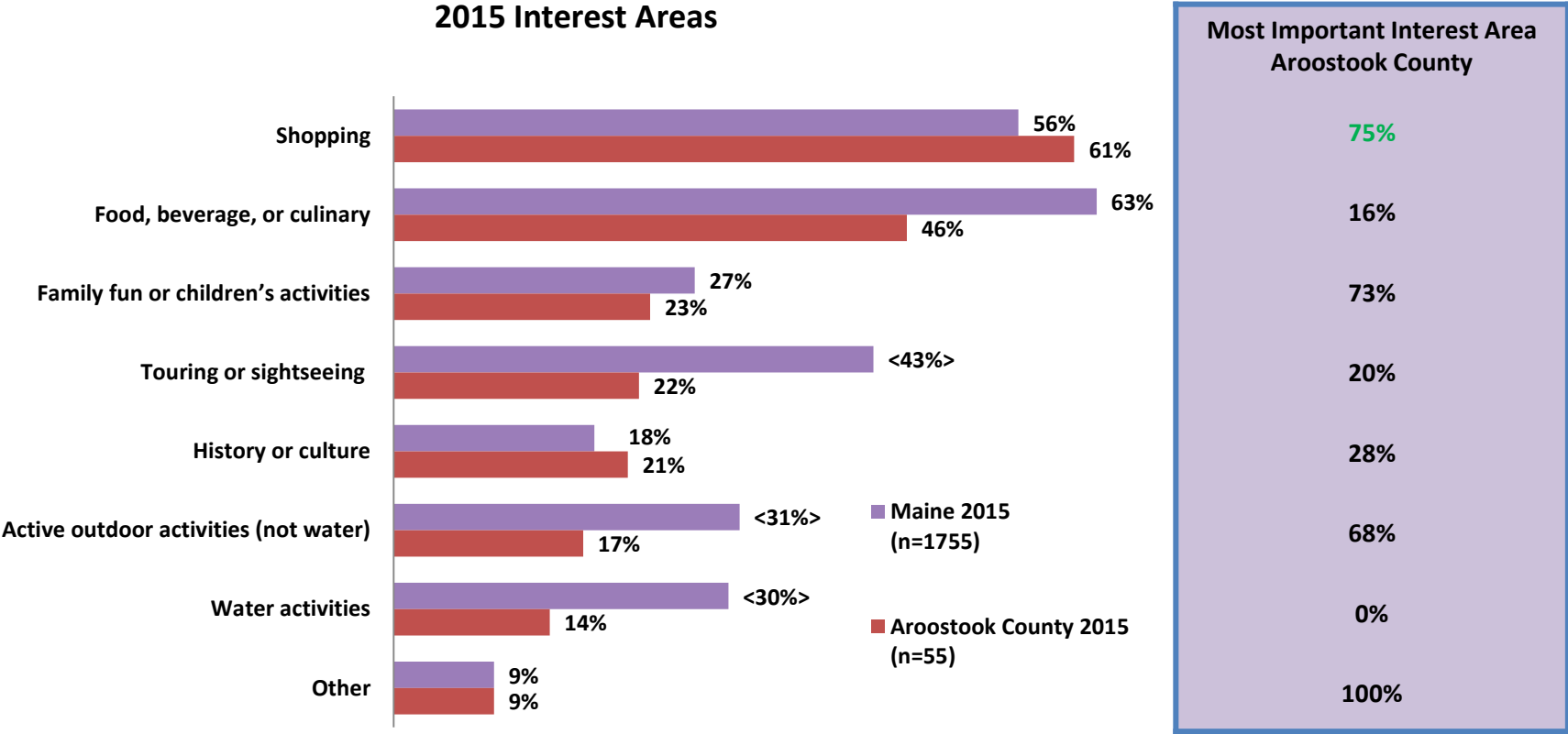
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note very small sample size.



Shopping is the most common interest area among day visitors to Aroostook County.

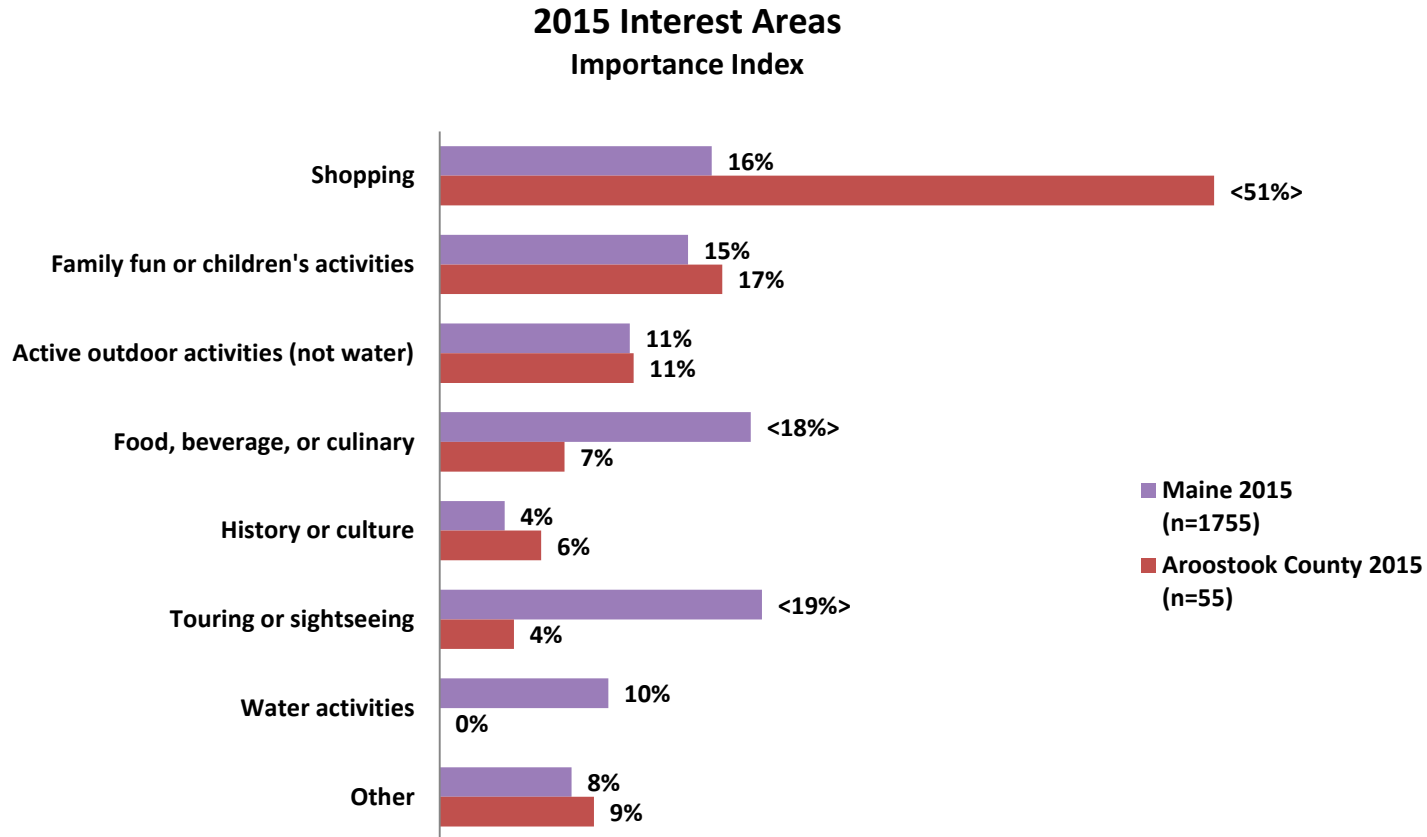
- Fewer day visitors to Aroostook County than those to Maine as a whole list *touring/sightseeing, active outdoor activities, and water activities* as an interest area they wanted to pursue during this trip to Maine.



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.
 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, shopping ranks highest by a large margin among day visitors to Aroostook County.

- The *Importance Index* for Aroostook County shows more importance placed on *shopping* than for day visitors to the State as a whole and less importance placed on *food/beverage/culinary activities* and *touring/sightseeing*.



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.*

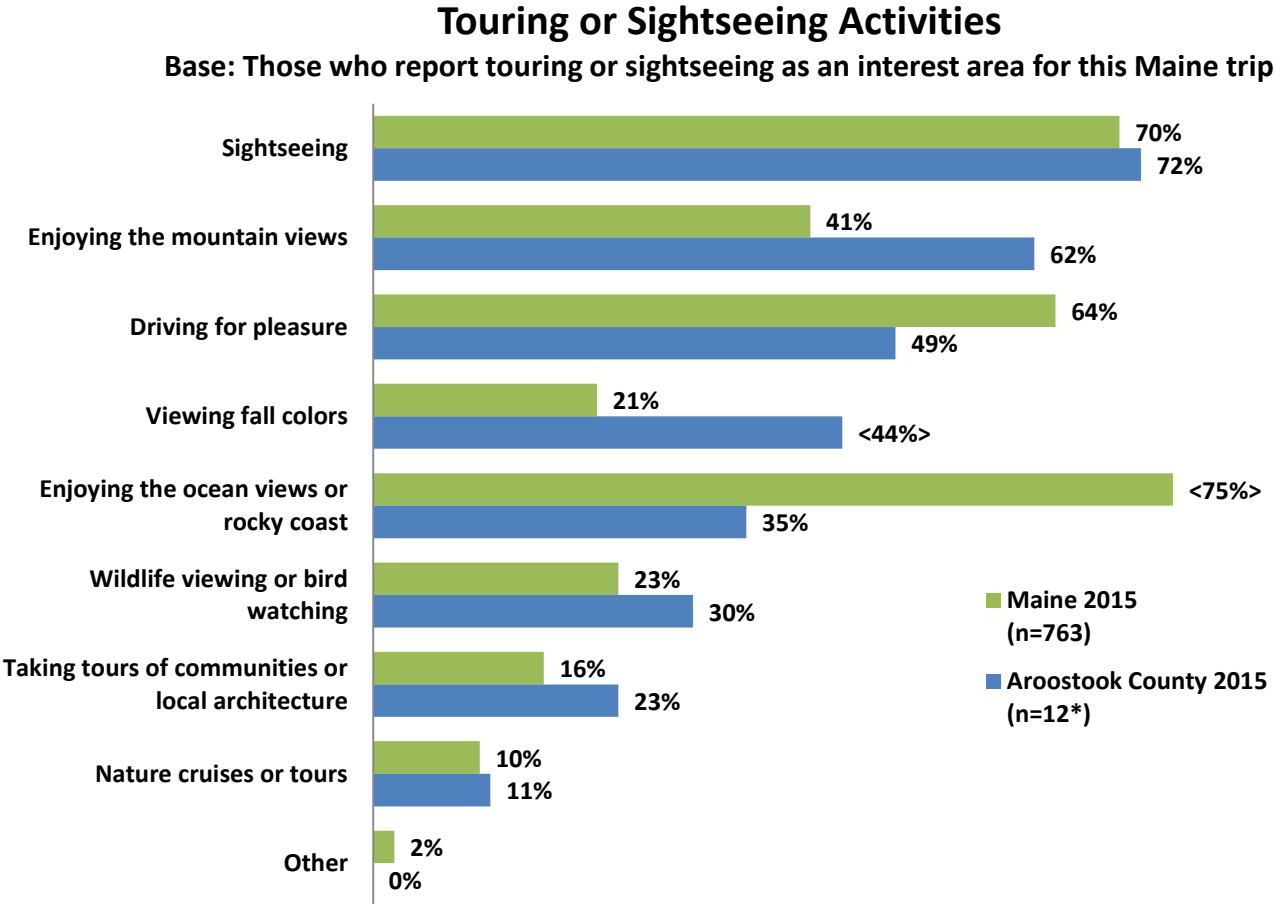
Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.

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

Among day visitors to Aroostook County interested in touring or sightseeing activities, the highest percentage of visitors participate in *general sightseeing*.

- Day visitors to Aroostook County are more likely to be *viewing fall colors* on their visit than are visitors to Maine as a whole.

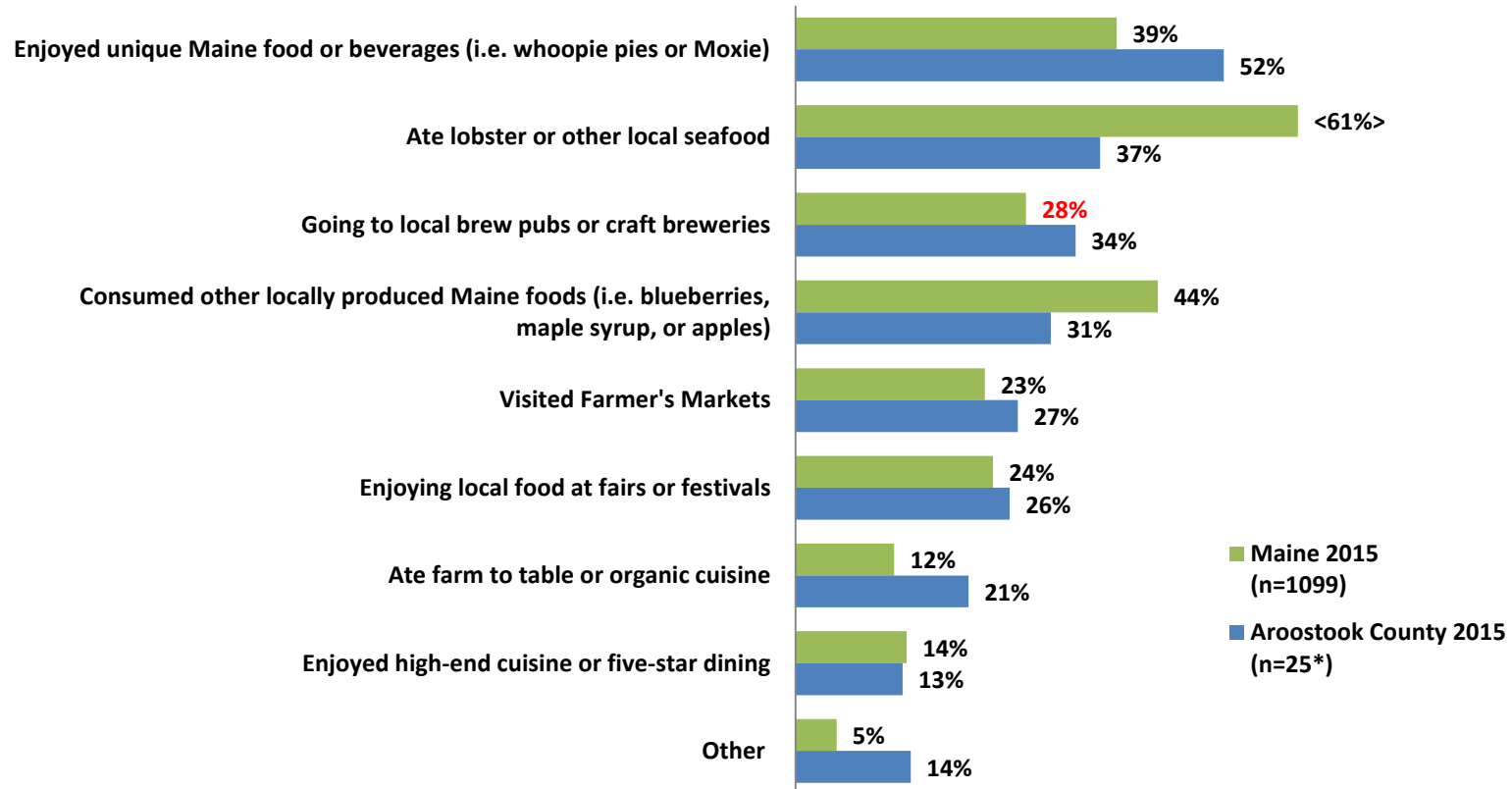


Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*
 <> indicates a significant difference between subgroups at the 95% confidence level.
 Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.
 *Please note very small sample size.

Enjoying unique Maine food or beverages is the most common food/beverage/culinary activity among day visitors to Aroostook County.

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.

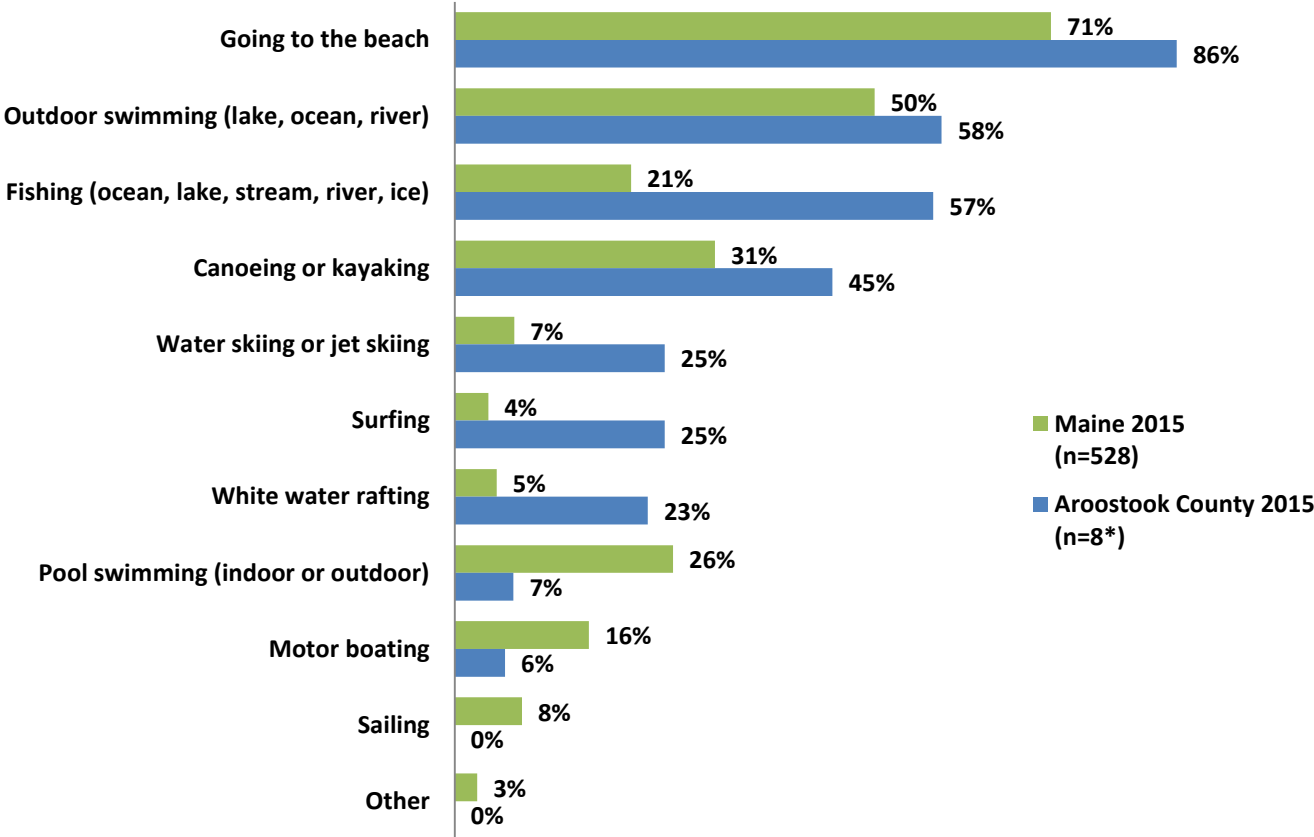
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.

Nearly nine in ten Aroostook County day visitors interested in water activities go to the beach.

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.

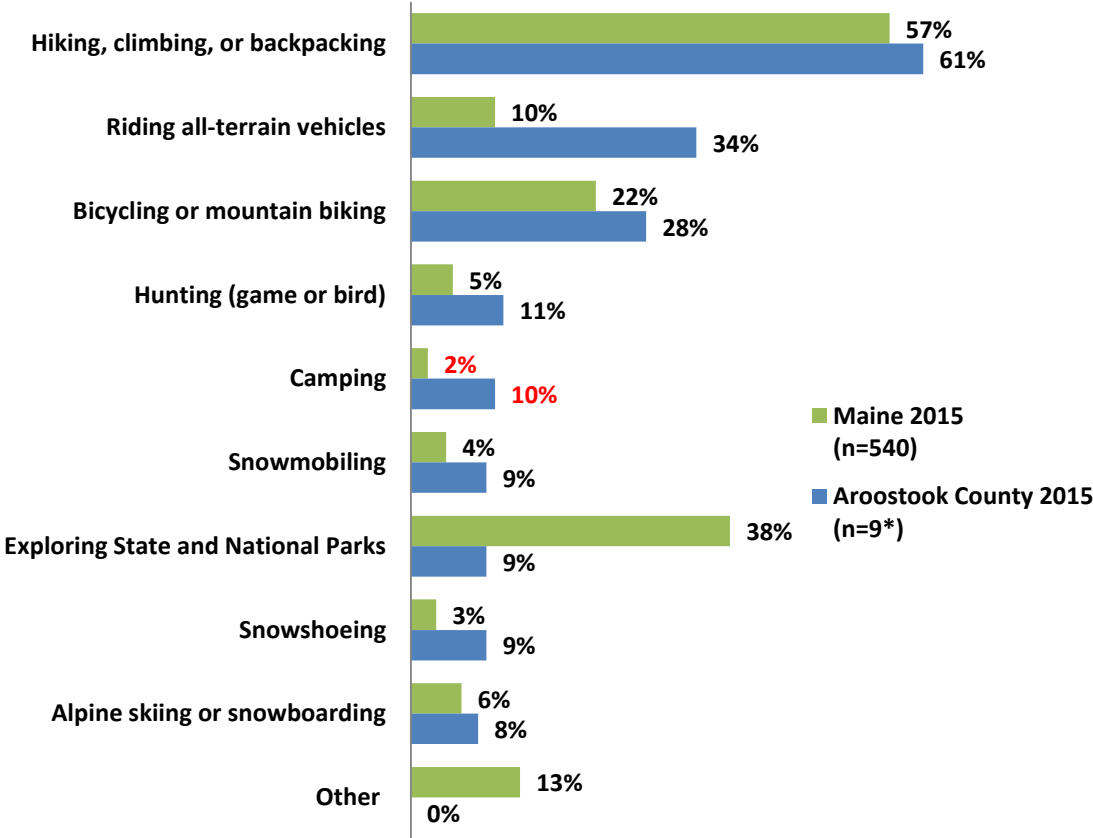
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note very small sample size.

The most common non-water active outdoor activity among Aroostook County day visitors is *hiking/climbing/backpacking*.

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.

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

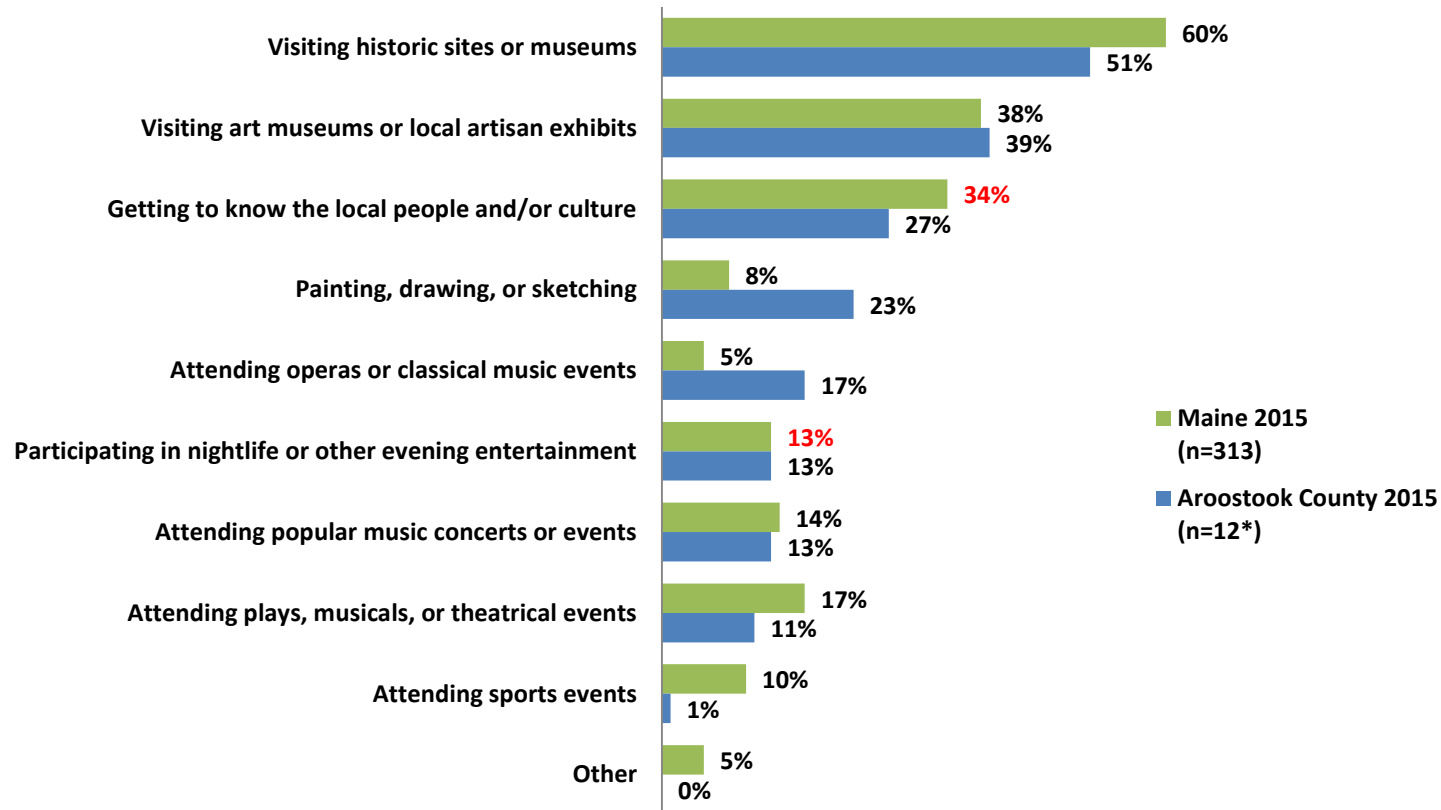
*Please note very small sample size.



Visiting historic sites or museums is the most common history or culture activity participated in by day visitors to Aroostook County.

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.

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

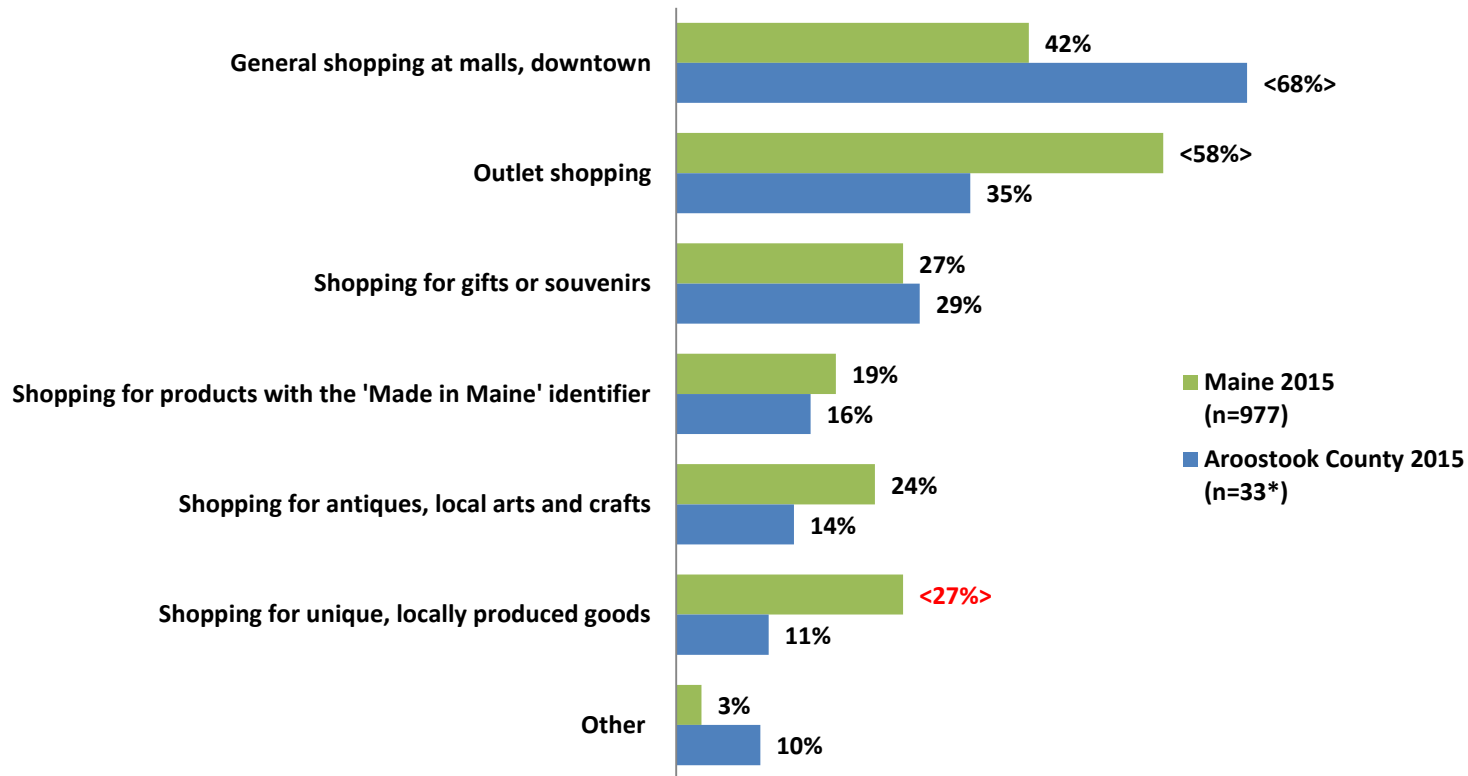
*Please note very small sample size.

Aroostook County day visitors interested in shopping are most likely to engage in *general shopping at malls and downtown*.

- *General shopping at malls and downtown* is more popular among day visitors to the Aroostook County region as compared to Maine visitors as a whole.
- Maine visitors overall engage in *outlet shopping* and *shopping for unique, locally produced goods* in higher proportions than Aroostook County visitors.

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.

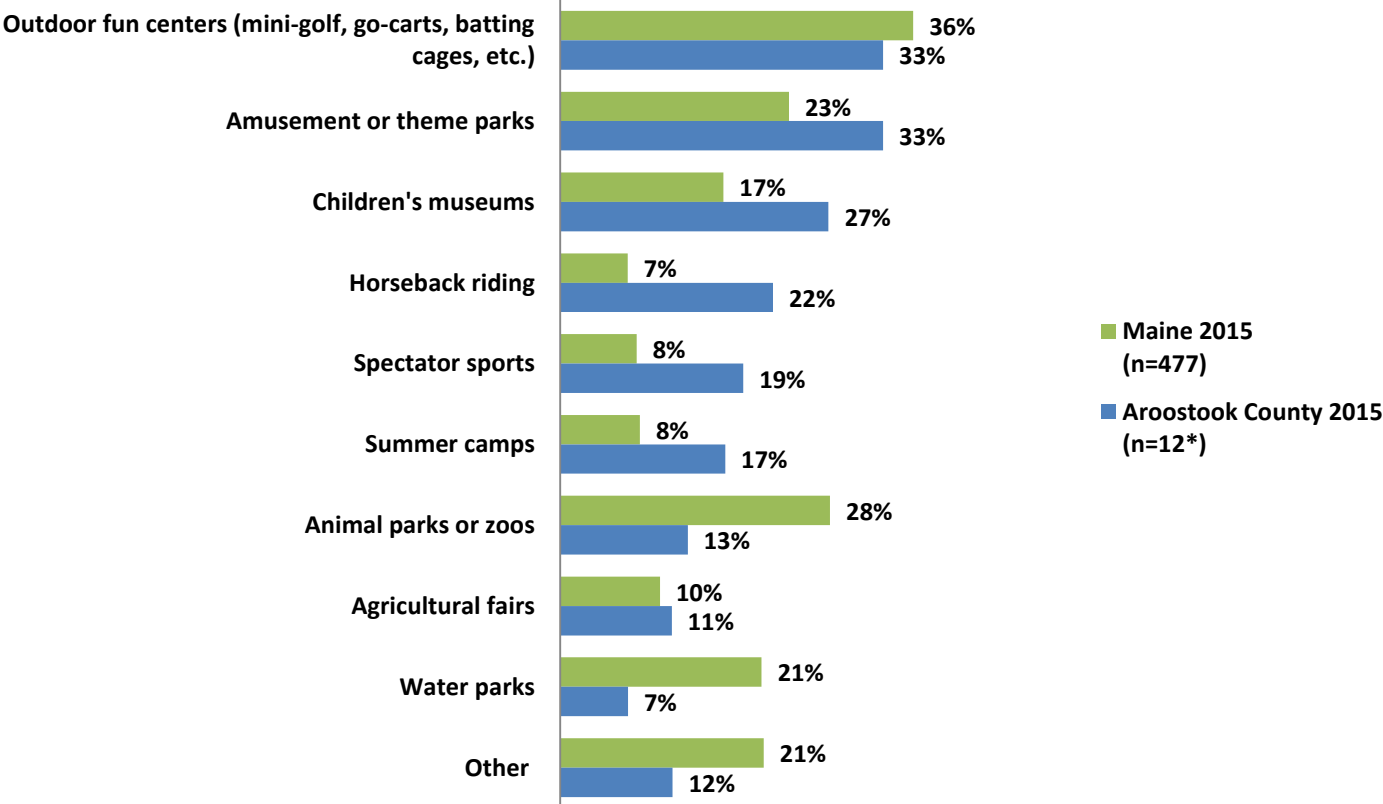
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.

Aroostook County day visitors interested in family fun/children’s activities participate in a variety of these activities while visiting.

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.

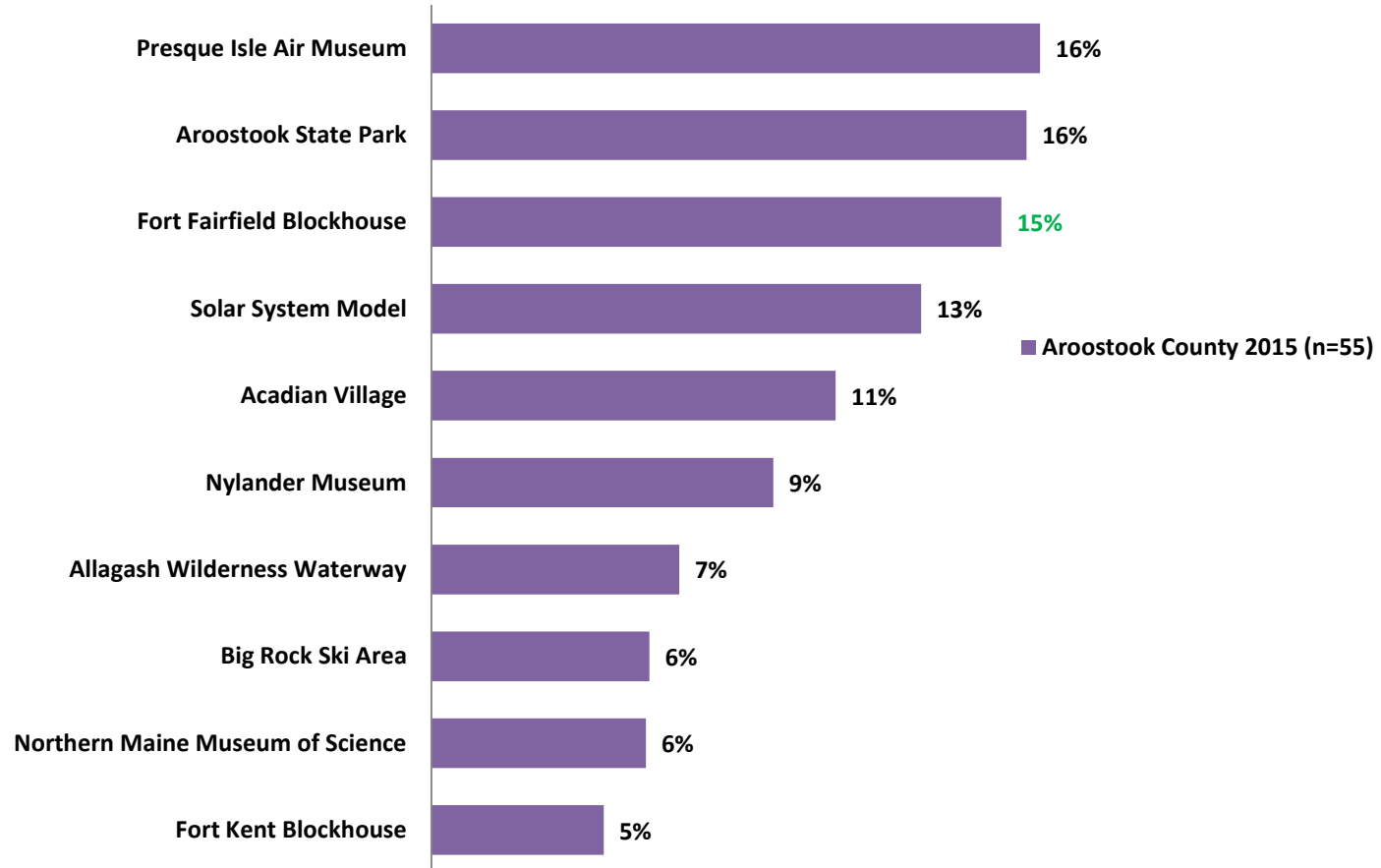
<> indicates a significant difference between subgroups at the 95% confidence level.

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

*Please note very small sample size.

The Presque Isle Air Museum, Aroostook State Park, and the Fort Fairfield Blockhouse are the most popular attractions among visitors to Aroostook County.

Top Attractions/Locations Visited*



* Does not include response options selected by fewer than 5% of respondents.

Q23: Within the region(s) you visited, what specific attractions or locations did you visit? Please select all that apply.

<> 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.

Note: Does not include response options selected by fewer than 5% of respondents.

Comparison of *Aroostook County* Visitors to Maine Visitors



Comparisons: Region vs. State

- Visitors to Aroostook County 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, the origin of the visitors, and the activities they participate in while visiting.
- Visitor origin closely follows the geographic location of Aroostook County – its proximity to Canada and greater distance from New England states such as Massachusetts.
- Highlights – Aroostook County vs. State visitors:

Visitor Origin

- A **greater proportion** of overnight and day visitors from **Canada**, specifically **New Brunswick**.
- A **smaller proportion** of overnight and day visitors from **New England**, specifically **Massachusetts**.

Visitor Demographics

- Both overnight and day visitors are **younger** on average.

Comparisons: Region vs. State

- Highlights Continued:

Trip Interest Areas – Overnight Visitors

- Less likely to want to pursue **food/beverage/culinary activities** while visiting.

Trip Interest Areas – Day Visitors

- Less likely to want to pursue **water activities, active outdoor activities, and touring/sightseeing** while visiting.

Maine Trip Interests and Importance (Importance Index) – Overnight and Day Visitors

- Less likely to place importance on **food/beverage/culinary activities**.

Maine Trip Interests and Importance (Importance Index) – Day Visitors

- More likely to place importance on **shopping** and less likely to place importance on **touring/sightseeing**.

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Overnight and Day Visitors

- **More likely to be:**
 - Shopping at malls or downtown
- **Less likely to be:**
 - Enjoying ocean views/rocky coast
 - Shopping at outlets

Trip Activities – Overnight Visitors

- **More likely to be:**
 - Camping
 - Snowshoeing
- **Less likely to be:**
 - Outdoor swimming
 - Motor boating
 - Shopping for antiques/local arts and crafts

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Day Visitors

- Less likely to be:
 - Shopping for unique, locally produced goods
 - Eating lobster or other local seafood



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