

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

Regional Insights: Downeast & Acadia

Prepared by



April 2016

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Research Objectives and Methodology

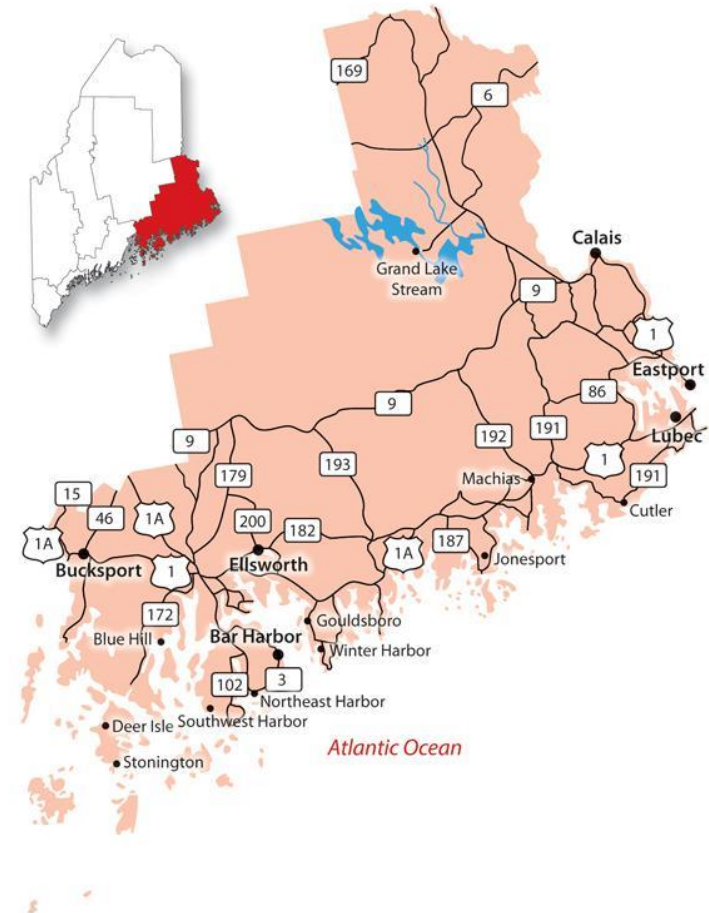


Research Objectives and Methodology

- 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 results among visitors to the Downeast & Acadia tourism region during 2015, including:
 - 451 overnight visitors, and
 - 194 day visitors.
- Throughout this report, data for the Downeast & Acadia 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 Downeast & Acadia 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 Downeast & Acadia Tourism region are 45 years old, on average, and have average annual household incomes of \$107,000. Four in five have a college degree; two-thirds are married; and two-thirds are employed full-time.
- Downeast & Acadia visitors are more likely to have a college degree than are visitors to Maine overall.

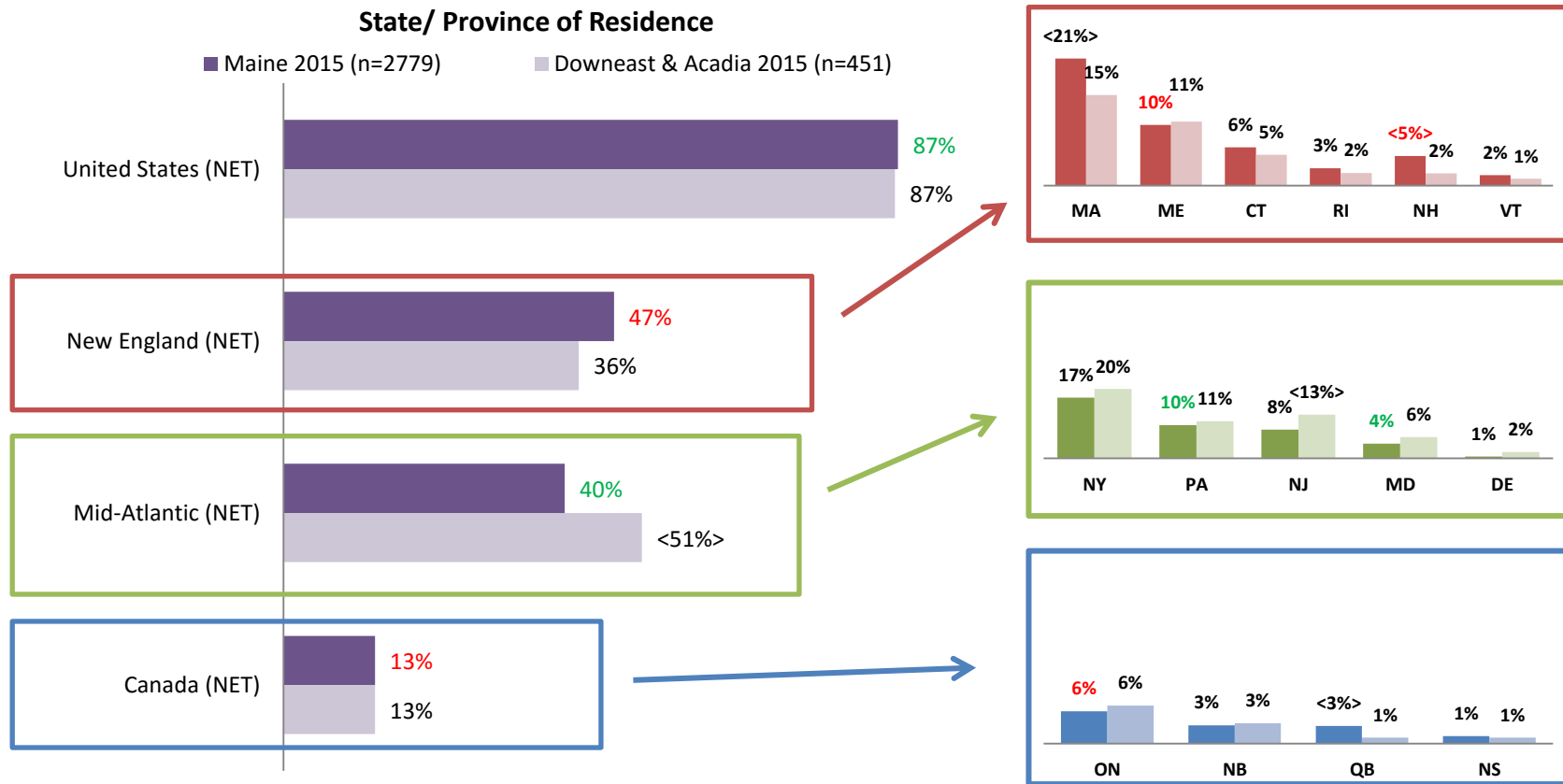
Overnight Visitors	Maine 2015 (n=2779)	Downeast & Acadia 2015 (n=451)
Age:		
< 35	30%	30%
35 - 44	19%	23%
45 - 54	19%	18%
55 +	31%	30%
Mean Age (Years)	45.4	44.8
Income:		
< \$50,000	17%	18%
\$50,000 - \$99,000	41%	39%
\$100,000 +	42%	44%
Mean Income (Thousands)	\$103,770	\$107,730
Female	58%	56%
College Degree or Higher	73%	<80%>
Married	64%	66%
Employed Full Time	63%	66%

<> 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.

Overnight visitors to the Downeast & Acadia region are most likely to reside in the United States.

- A higher proportion of overnight visitors to the Downeast & Acadia region originate from the Mid-Atlantic (51%) than New England (36%).
- The Downeast & Acadia region attracts a higher proportion of visitors from the Mid-Atlantic region than does the State of Maine overall.



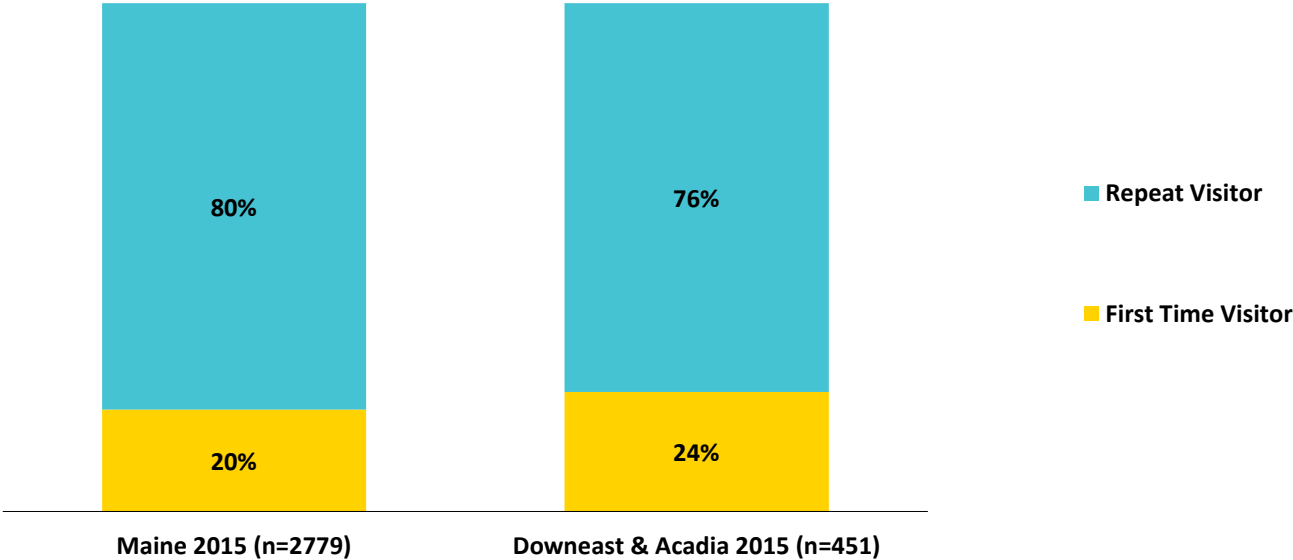
State/ Province of Residence

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One in four overnight visitors to the Downeast & Acadia region is visiting for the first time.

Repeat vs. First Time Visitors



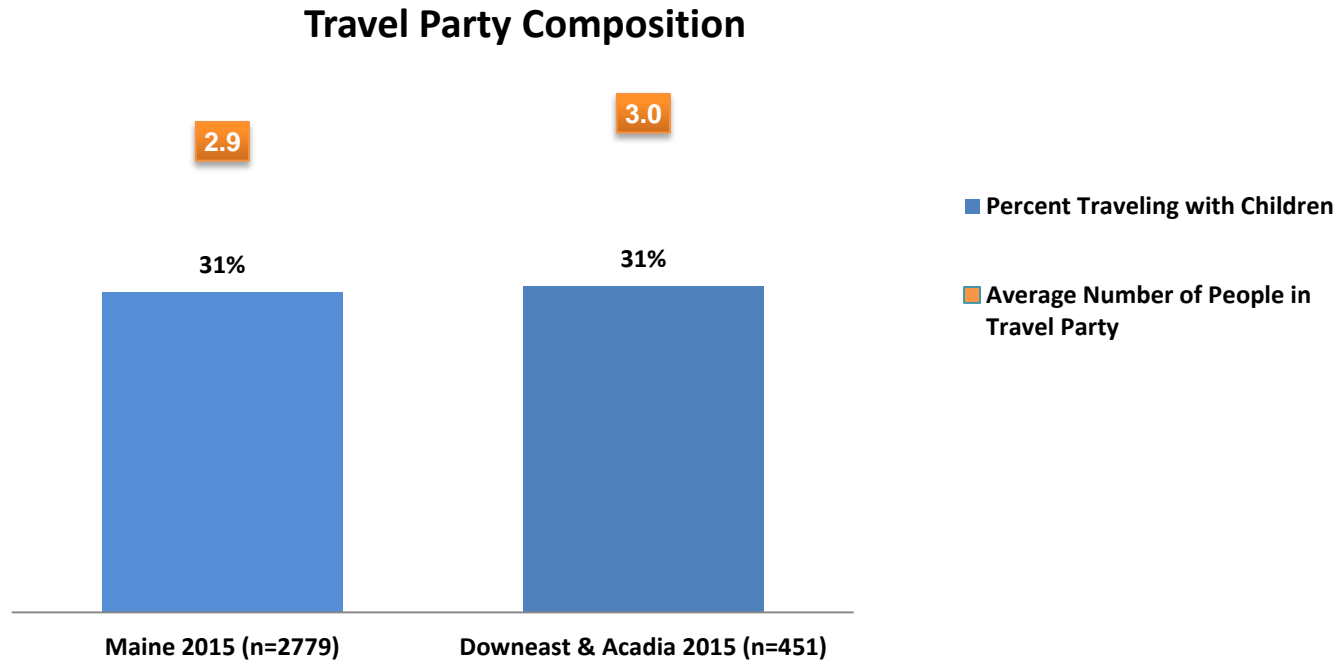
Q11. Was this your first visit in Maine?

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.

One-third of overnight visitors to the region 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?

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

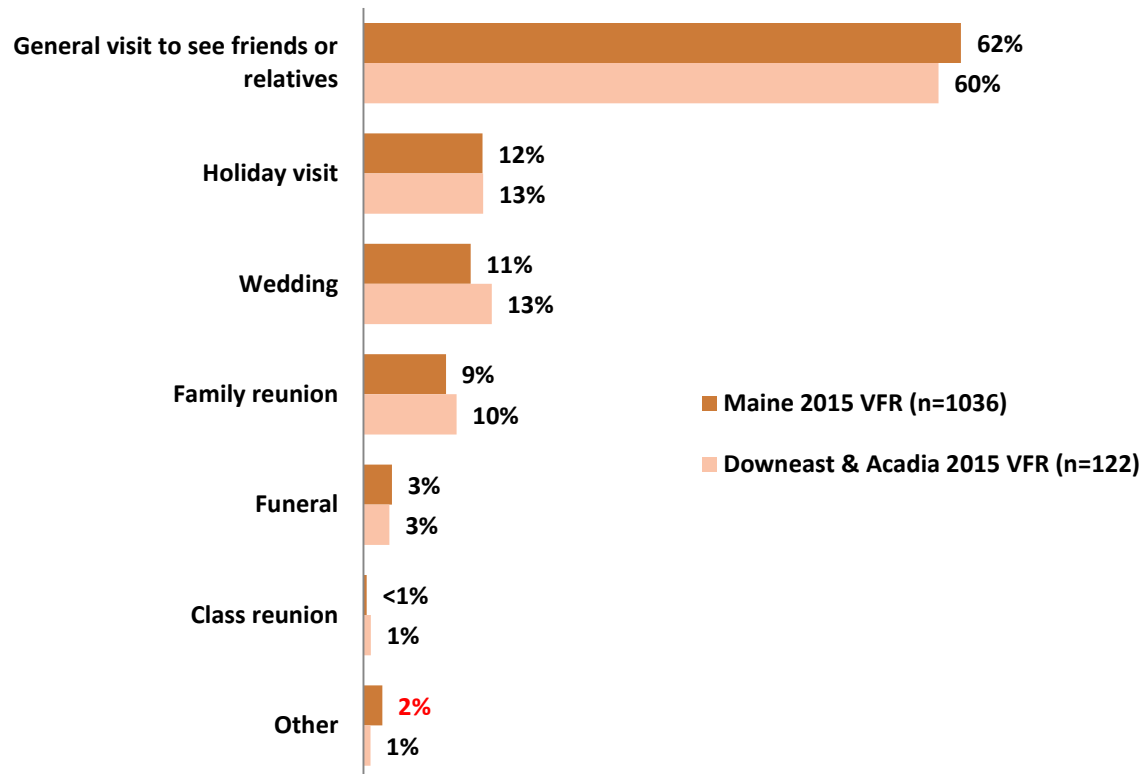
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: *Trip Experience*



The majority of overnight VFR visitors cite a *general visit to see friends or relatives* as their primary reason for visiting the Downeast & Acadia region.

Primary Purpose of Overnight VFR Trips



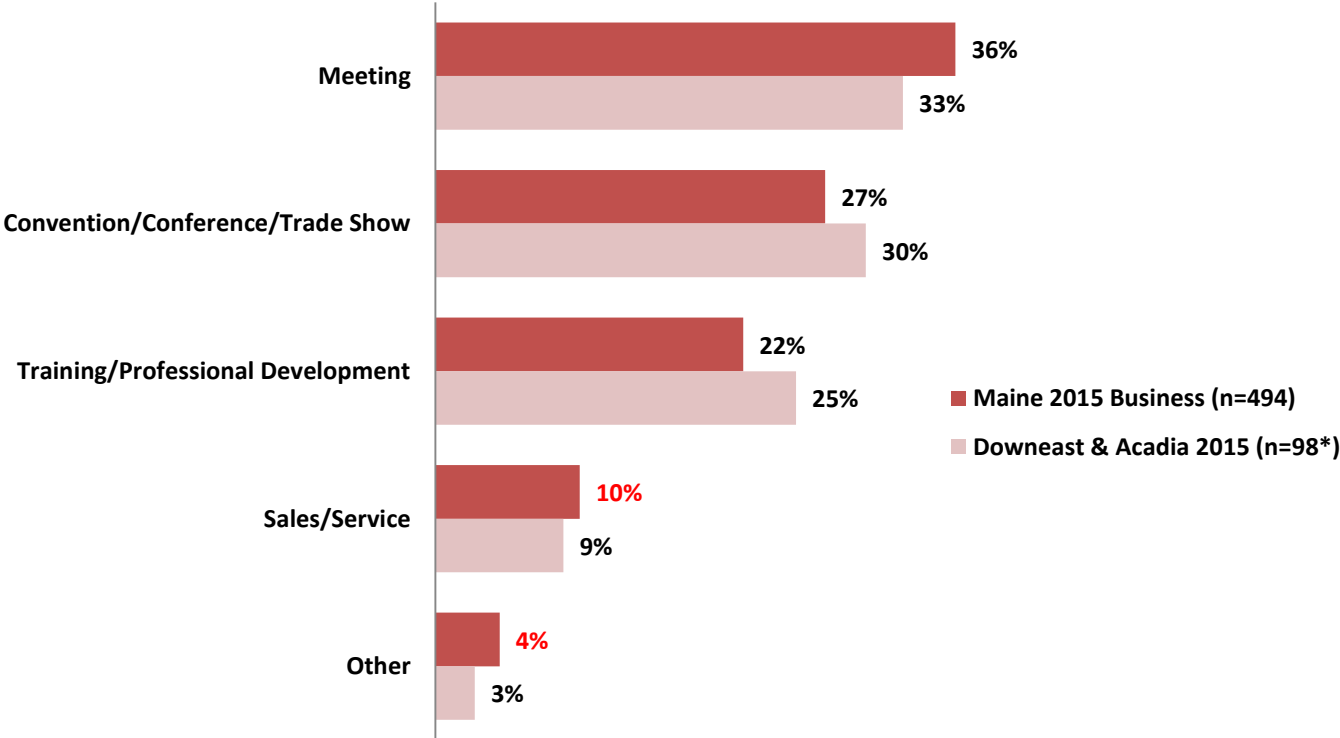
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

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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.

The highest proportion of overnight business travelers to Downeast & Acadia are attending a *meeting or convention/conference/trade show*.

Primary Purpose of Overnight Business Trips



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

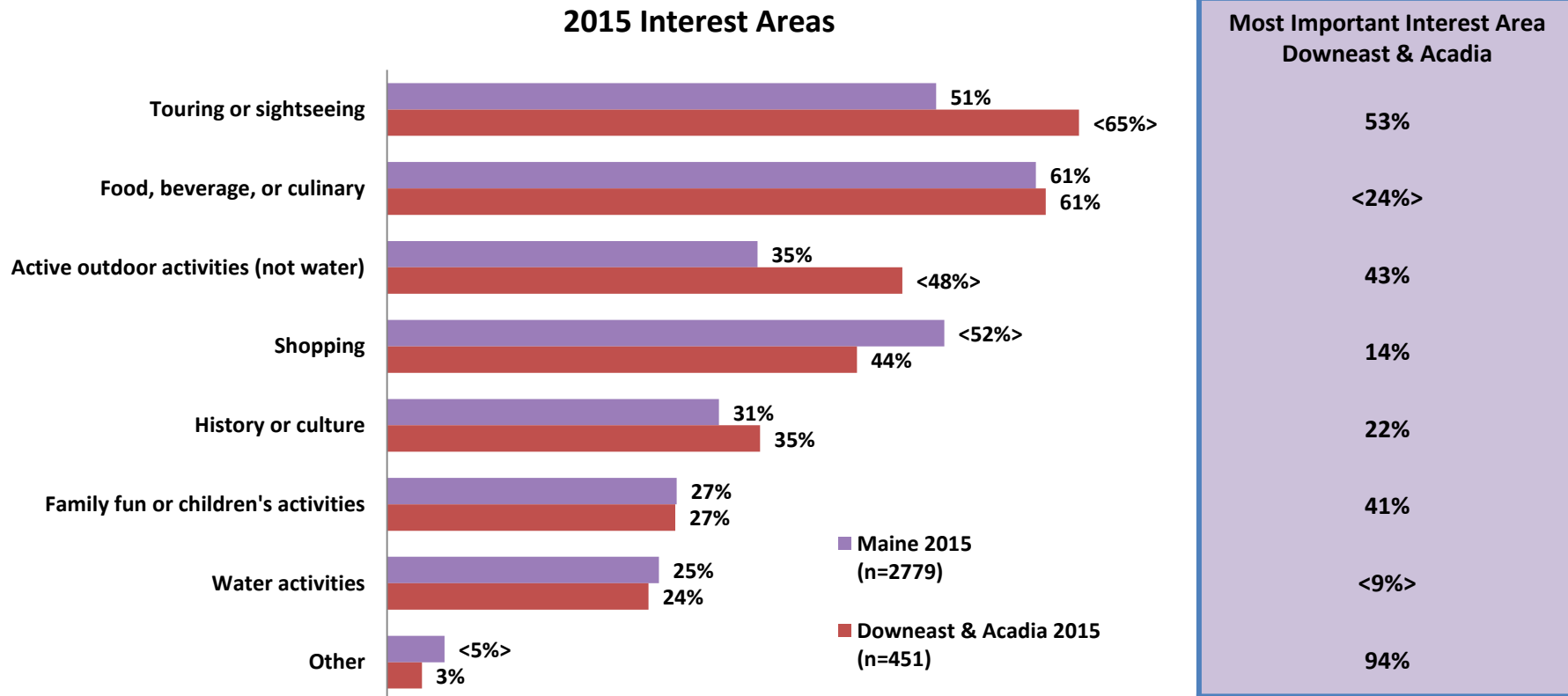
<> indicates a significant difference between subgroups at the 95% confidence level.

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



Two in three overnight visitors to Downeast & Acadia are interested in *touring or sightseeing* activities.

- Overnight visitors to the Downeast & Acadia region are more likely than visitors to the State of Maine as a whole to be interested in *touring/sightseeing activities* and *active outdoor activities*. They are less likely to be interested in *shopping*.



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

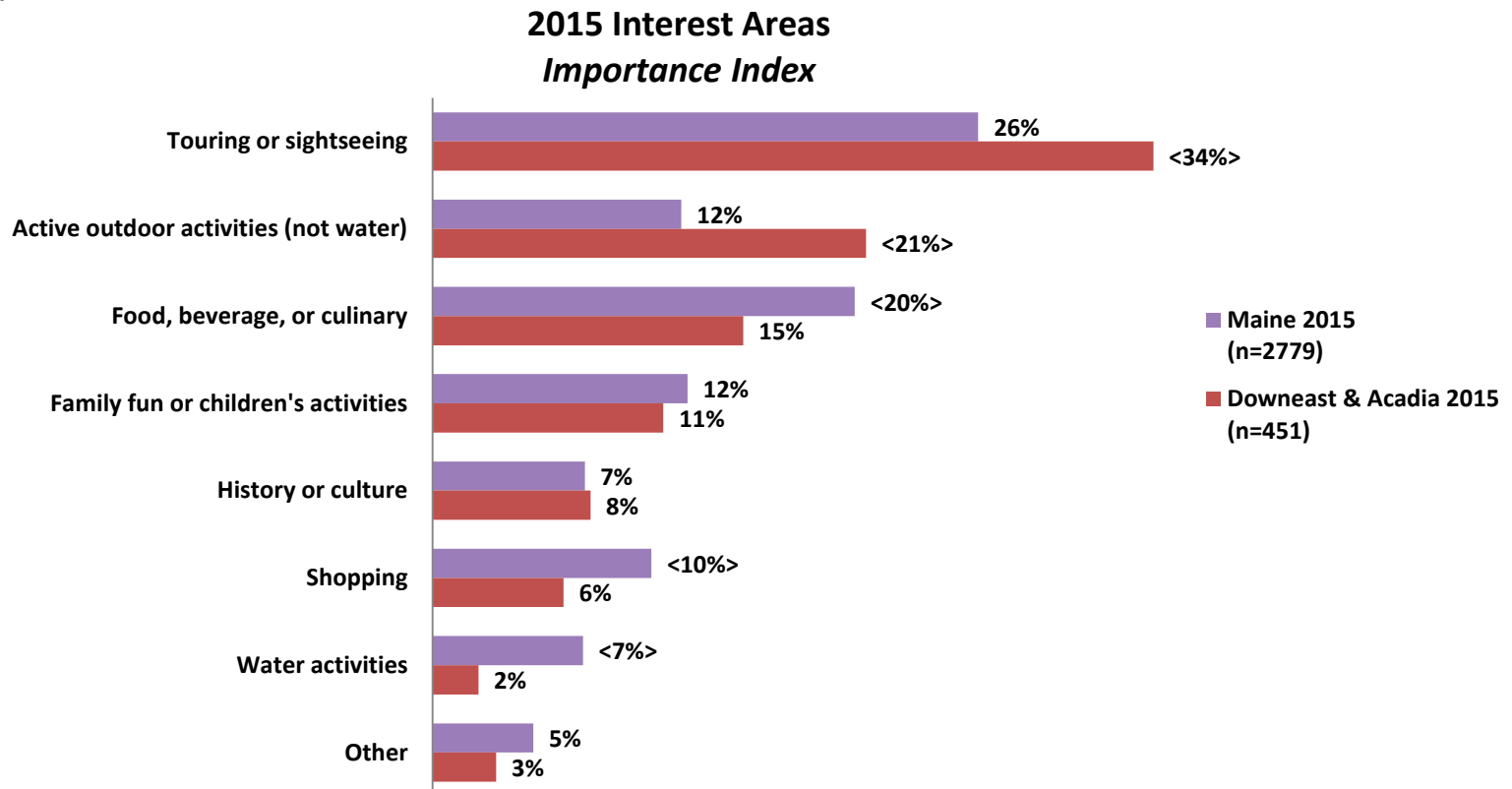
Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 14

<> 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 or sightseeing* ranks highest among overnight visitors to this region.

- When looking at visitors' interest in various activities along with the importance they placed on these activities in selecting Maine as a destination, visitors to the Downeast & Acadia region are more likely than visitors to the State as a whole to show interest in *touring/sightseeing activities* and *active outdoor activities*. They are less likely to show interest in *food/beverage/culinary activities*, *shopping*, and *water activities*.



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.*

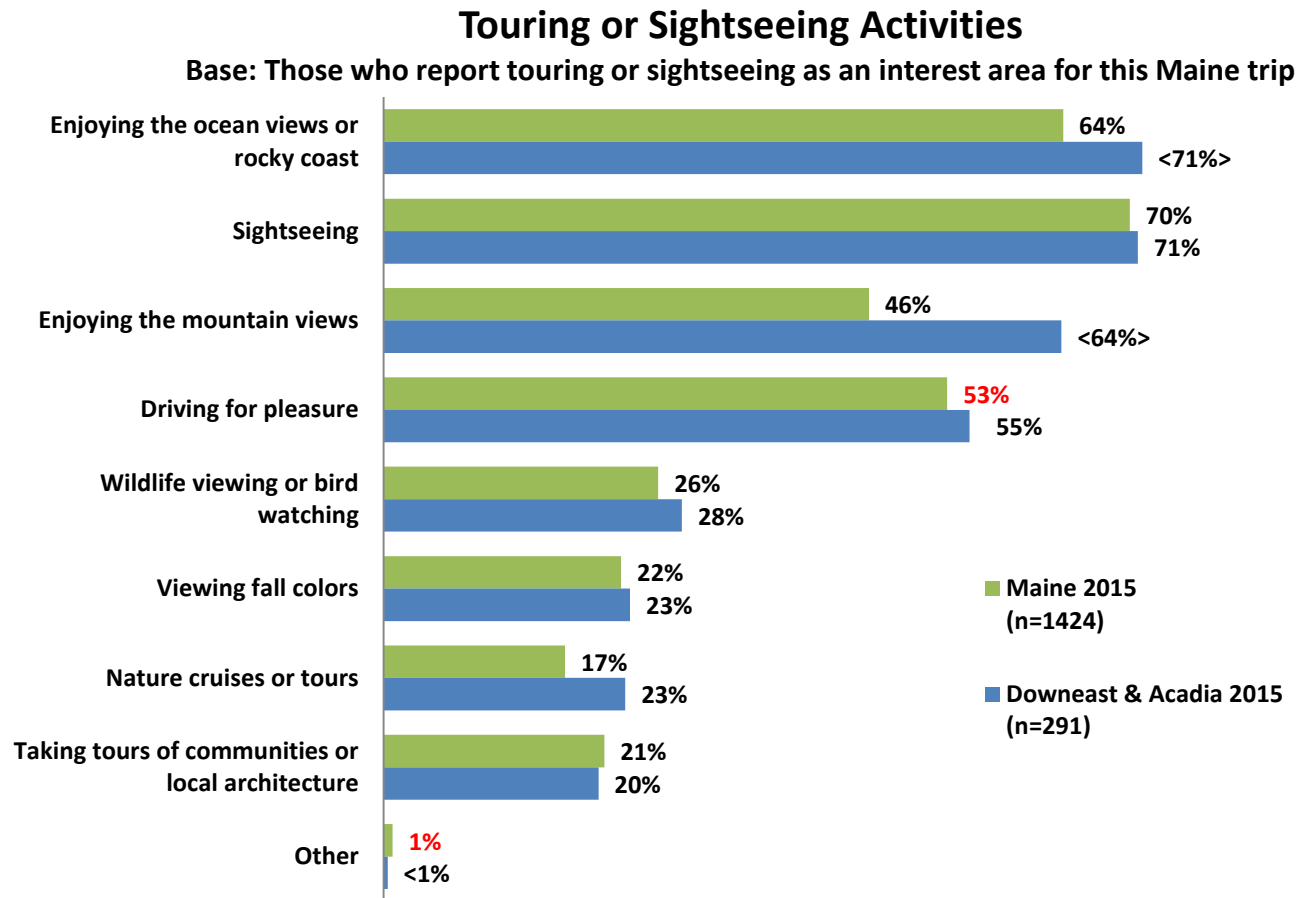
Q30. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 15

<> 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.

Nearly three in four visitors participating in touring/sightseeing activities do so through *enjoying the ocean views/rocky coast* or *general sightseeing*.

- Visitors to the Downeast & Acadia region are more likely than overnight visitors to Maine overall to *enjoy the ocean views/rocky coast* and the *mountain views*.



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.

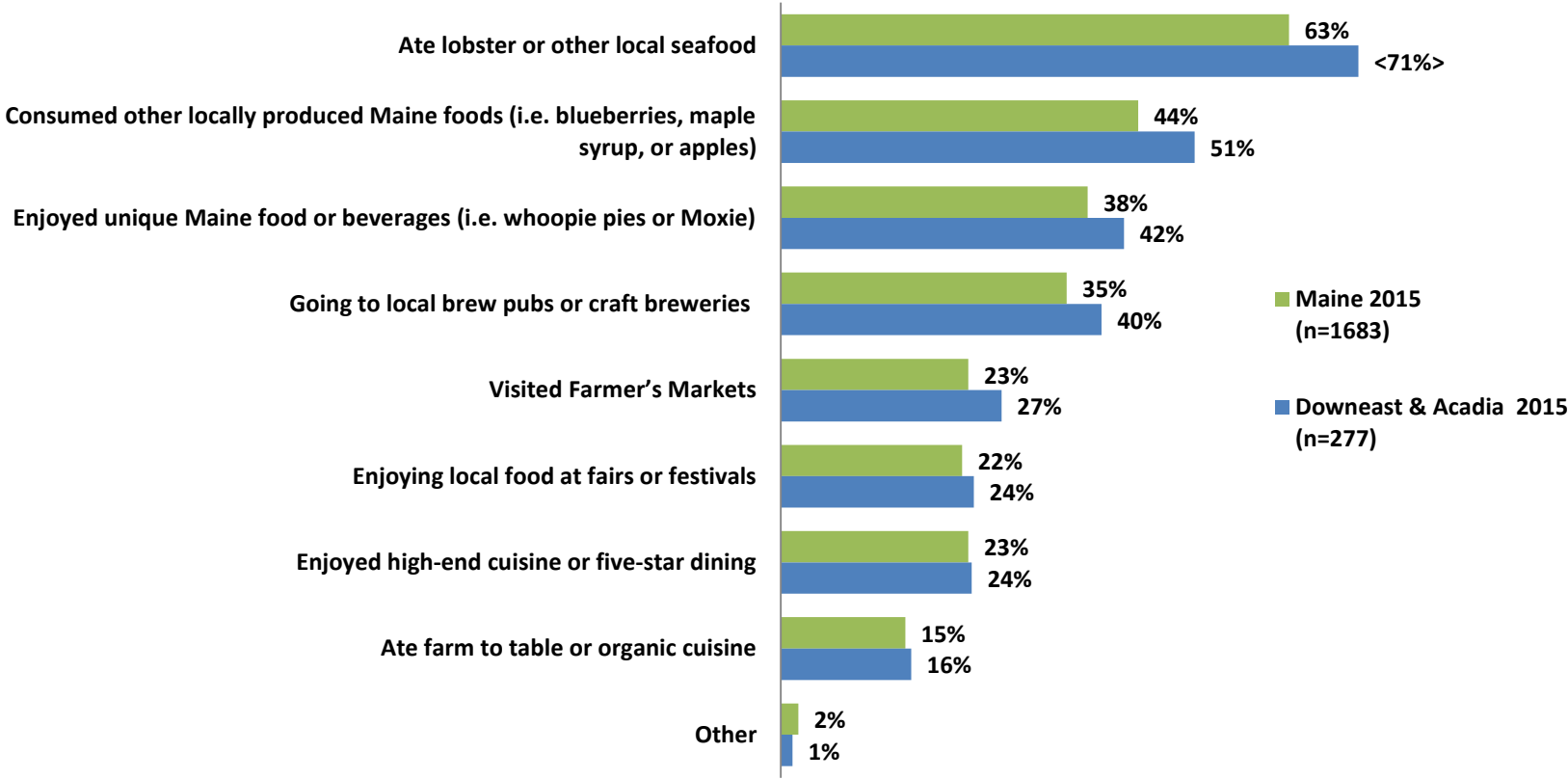
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Eating lobster or other local seafood is the most common activity among overnight visitors to this region who are interested in food/beverage/culinary activities.

- Visitors to the Downeast & Acadia region interested in food/beverage/culinary activities are even more likely to *eat lobster or other local seafood* than overnight visitors to Maine as a whole.

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.

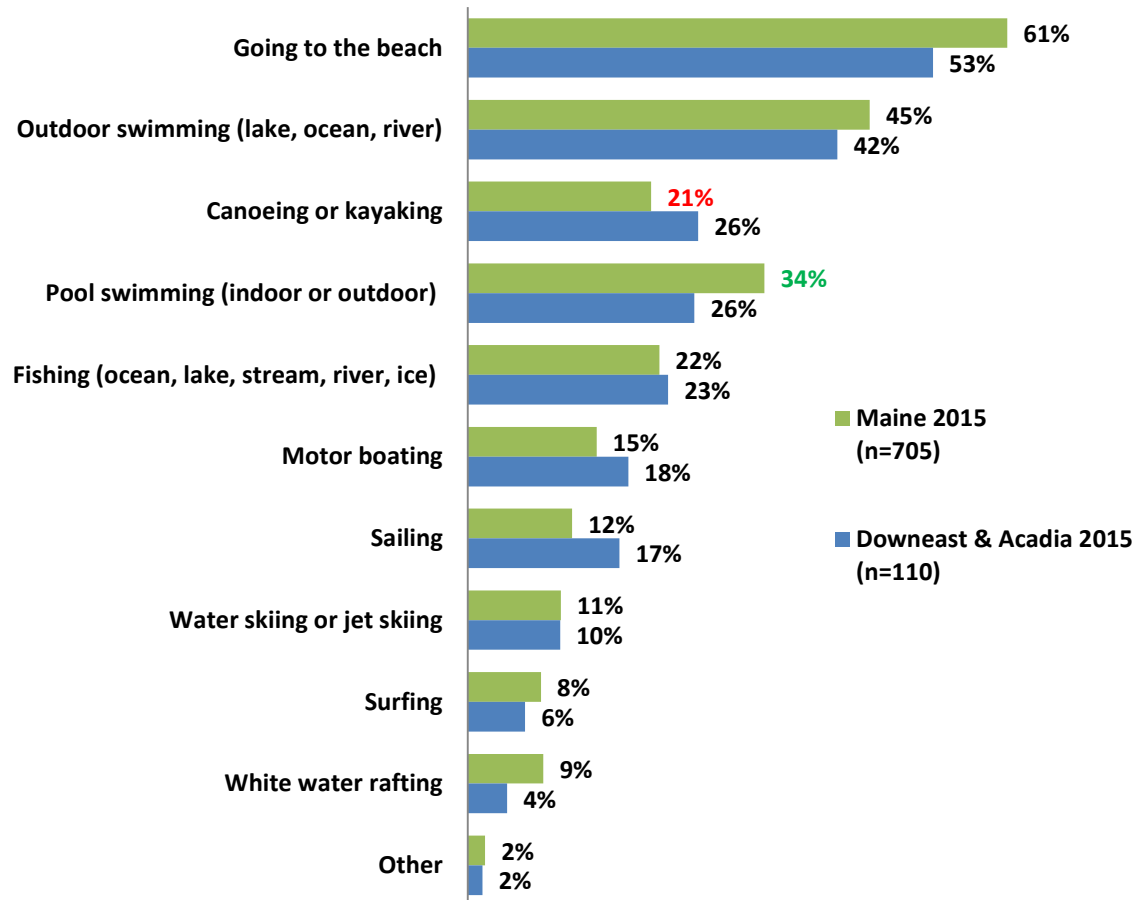
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Going to the beach is the most common water activity pursued by overnight visitors to the Downeast & Acadia region.

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.

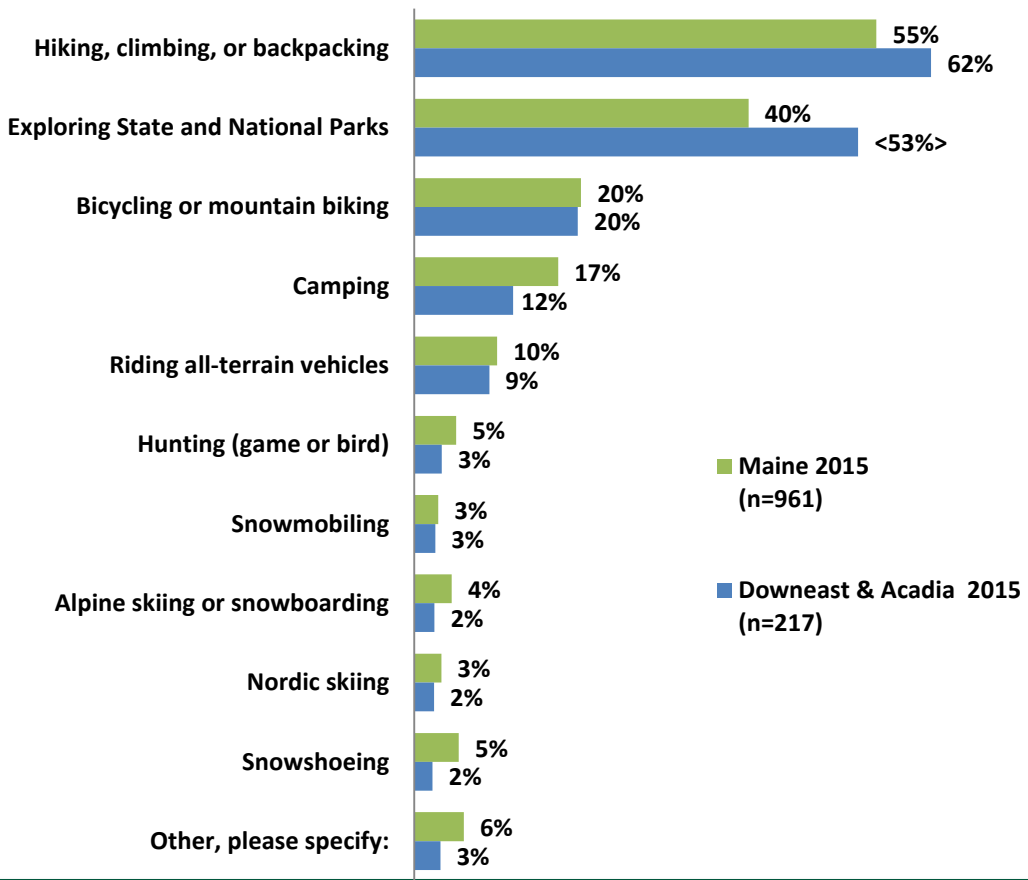
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

The most common active outdoor activities among overnight visitors to the region are *hiking/climbing/backpacking and exploring State and National Parks*.

- As expected, *exploring State and National Parks* is a more popular outdoor activity among visitors to the Downeast & Acadia region than among visitors to the State of Maine as a whole.

Active Outdoor Activities – Non-Water

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

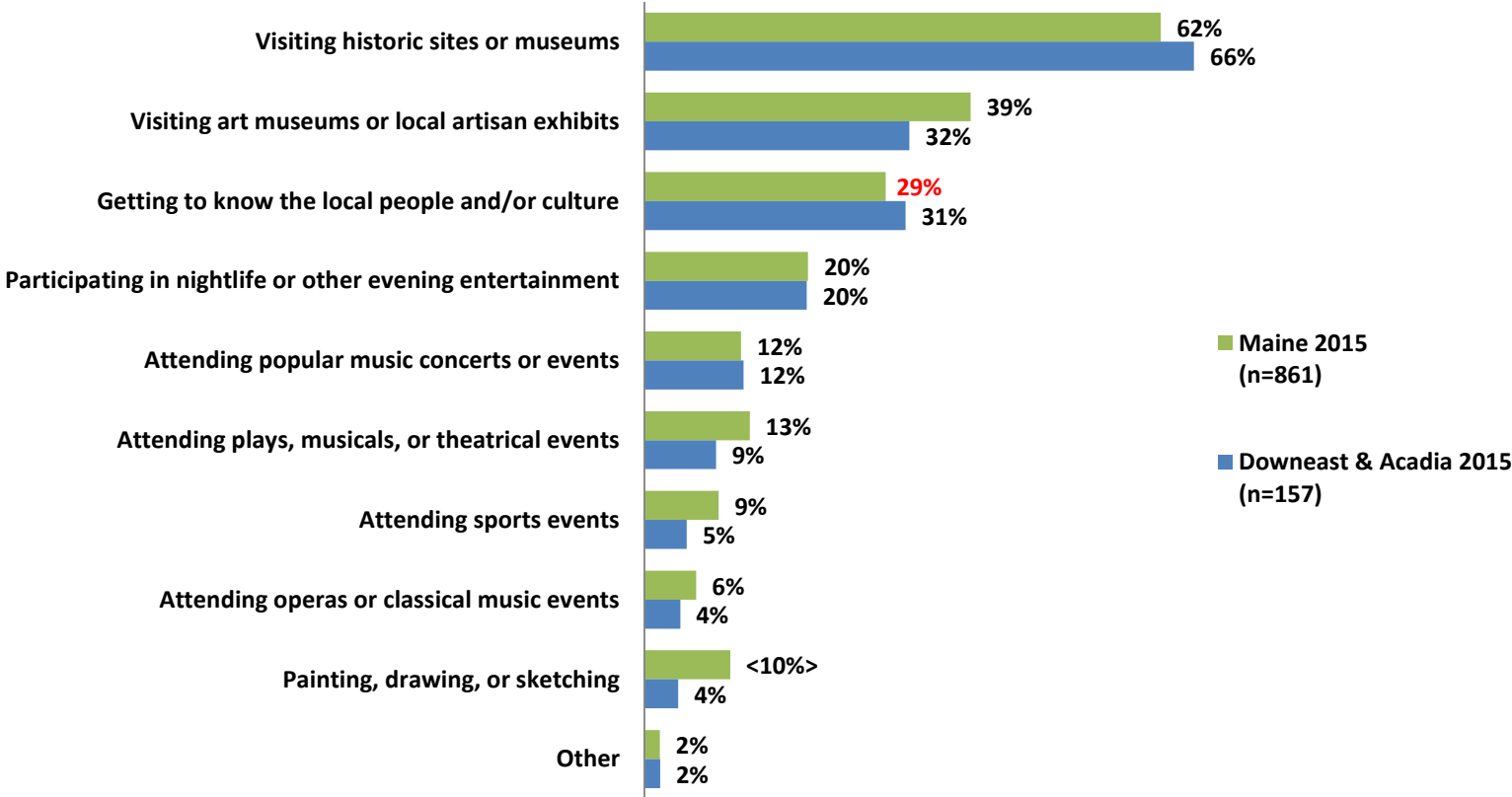


Q31. In which of the following activities did you participate during this trip? *Please check all that apply.*
 <> indicates a significant difference between subgroups at the 95% confidence level.
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Visiting historic sites or museums is the most popular activity among overnight visitors interested in history/culture.

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.

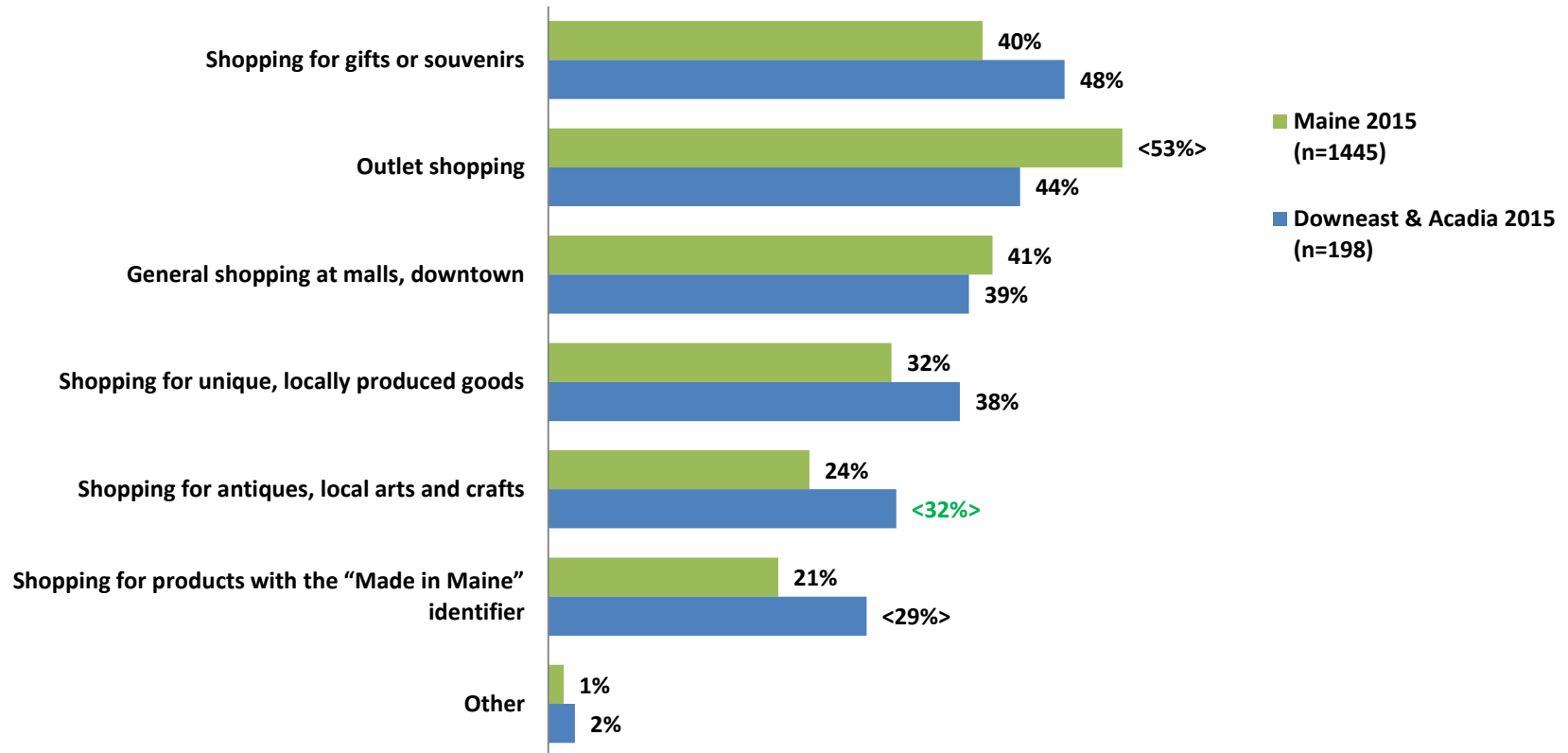
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight visitors to the region interested in shopping engage in a variety of shopping activities while visiting.

- Outlet shopping is less popular among shopping enthusiasts visiting the Downeast & Acadia region than among visitors to the State as a whole, while shopping for unique, locally produced goods and shopping for products with the “Made in Maine” identifier are more popular in this region.

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.

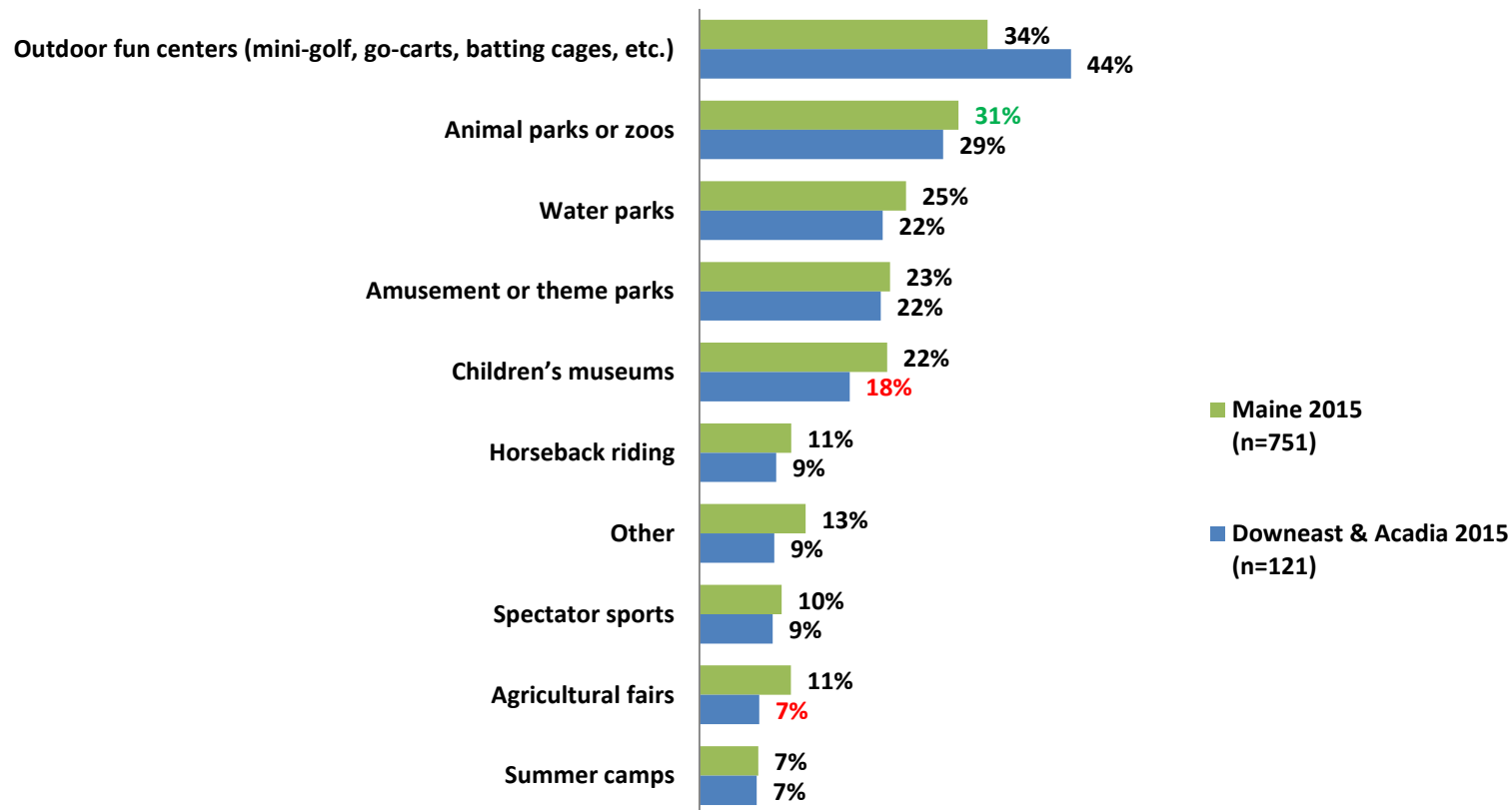
<> indicates a significant difference between subgroups at the 95% confidence level.

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 this region who are interested in family fun/children's activities spend time at *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



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

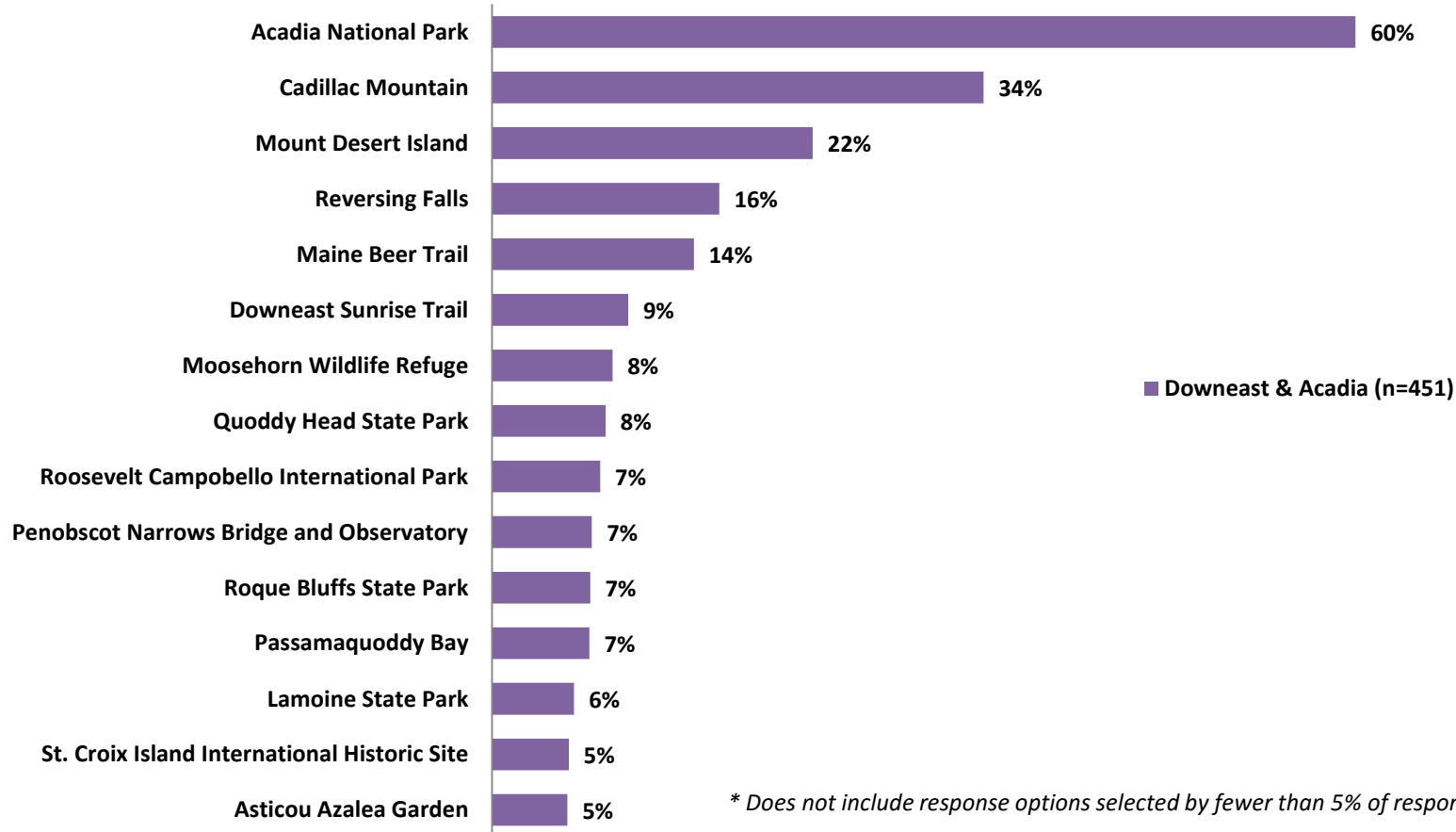
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A majority of visitors to the Downeast & Acadia region visit Acadia National Park during their trip.

- Cadillac Mountain is the next most visited location in this region.

Top Attractions/Locations Visited*



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

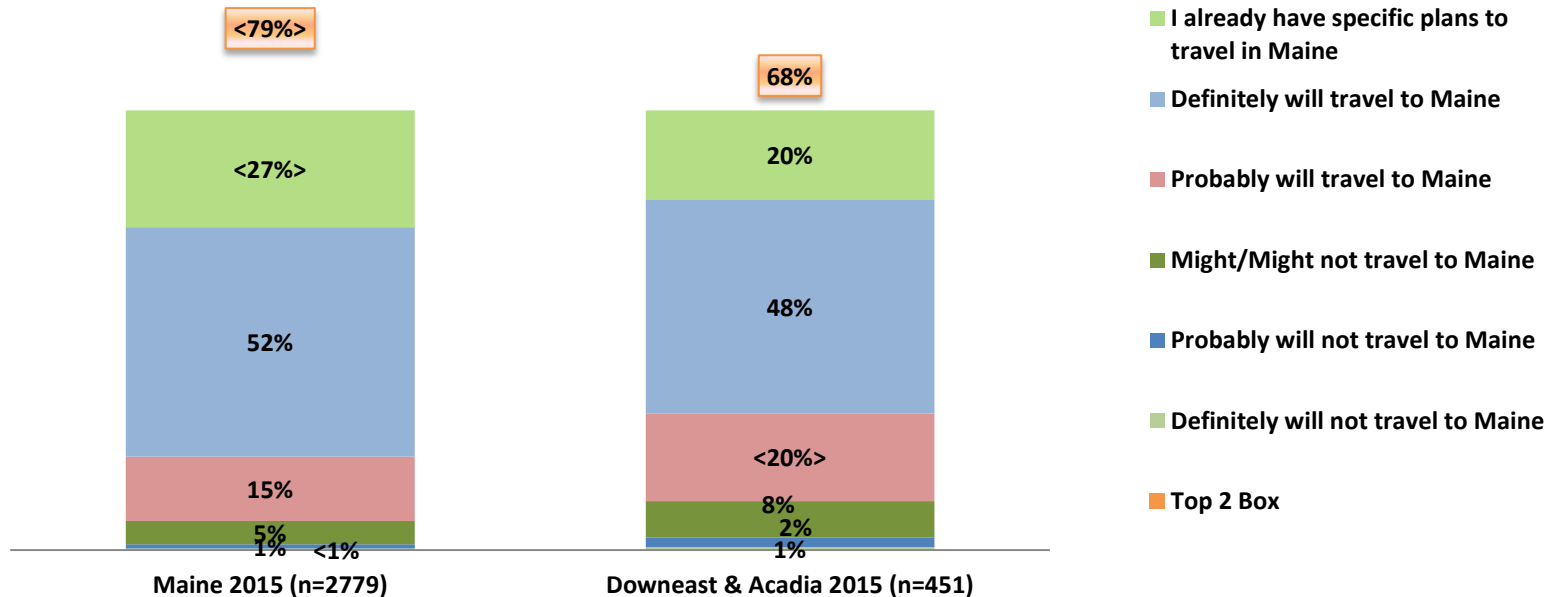
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Two-thirds of overnight visitors to the region either already have plans to return to Maine or state that they definitely will return.

- Overnight visitors to the Downeast & Acadia region are less likely than visitors to the State of Maine as a whole to indicate that they *already have specific plans to travel in Maine* in the next two years.

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*



Day Visitor Demographics

- Day visitors to the Downeast & Acadia tourism region average 47 years old and have annual household incomes just over \$85,000. Two-thirds have at least a college degree, and two-thirds are married. Nearly half are employed full-time.

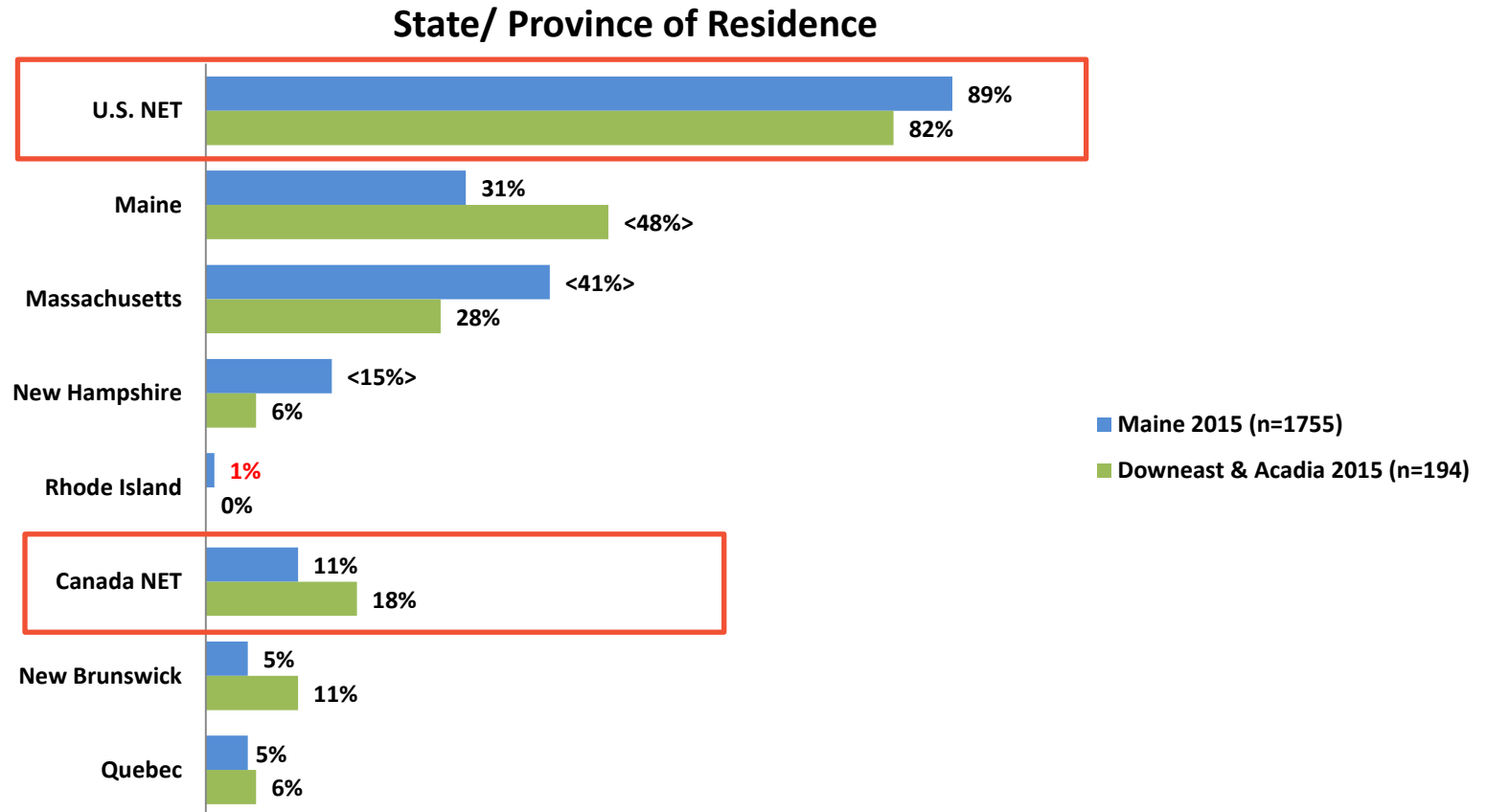
Day Visitors	Maine 2015 (n=1755)	Downeast & Acadia 2015 (n=194)
Age:		
< 35	25%	28%
35 - 44	16%	14%
45 - 54	21%	17%
55 +	38%	40%
Mean Age (Years)	48.0	47.2
Income:		
< \$50,000	22%	28%
\$50,000 - \$99,999	43%	44%
\$100,000 +	35%	28%
Mean Income (Thousands)	\$93,020	\$86,310
Female	62%	60%
College Degree or Higher	68%	66%
Married	60%	65%
Employed Full Time	55%	46%

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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.

Four in five day visitors to the Downeast & Acadia region are domestic visitors, with the highest proportion originating from Maine.

- The Downeast & Acadia region attracts a higher proportion of day visitors from Maine than does Maine as a whole. Day visitors from Massachusetts and New Hampshire, however, are less likely to be visiting this region than the rest of the State.



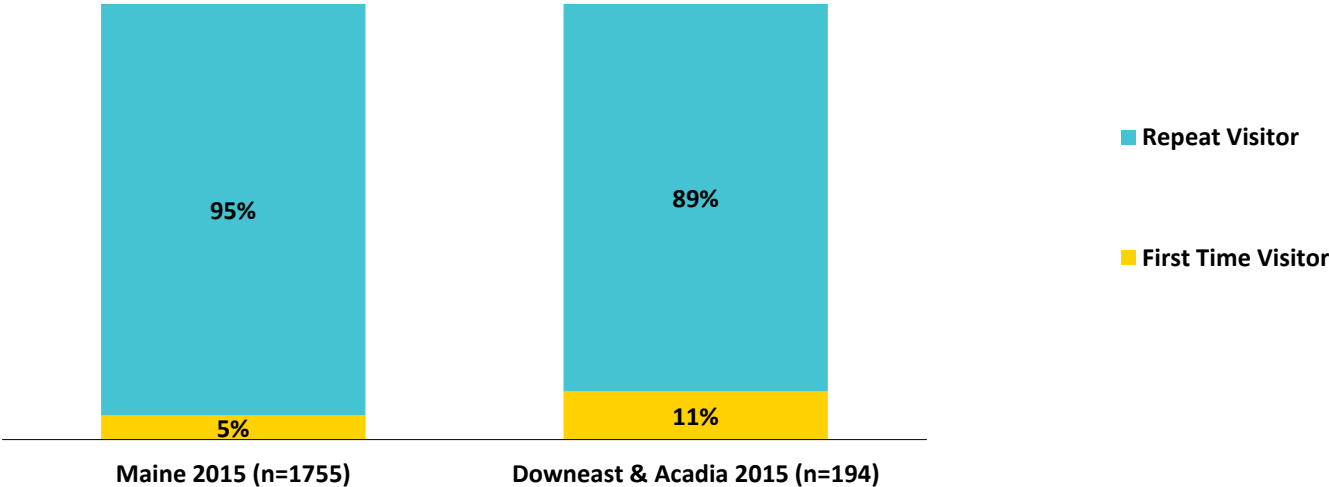
Q2. In what State or Province do you reside?

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Most day visitors to the Downeast & Acadia region are repeat visitors.

Repeat vs. First Time Visitors

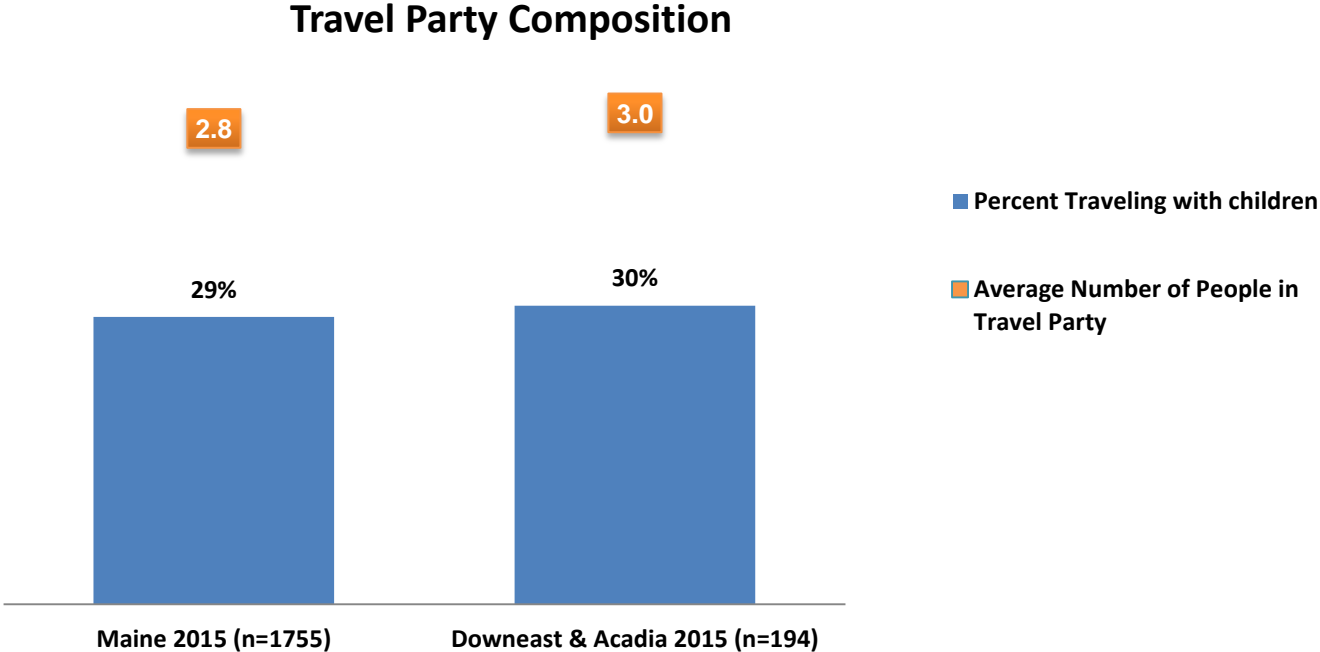


Q10. Was this your first trip to Maine?

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One in three day visitors to the Downeast & Acadia region are traveling with children, in party sizes averaging three people.



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

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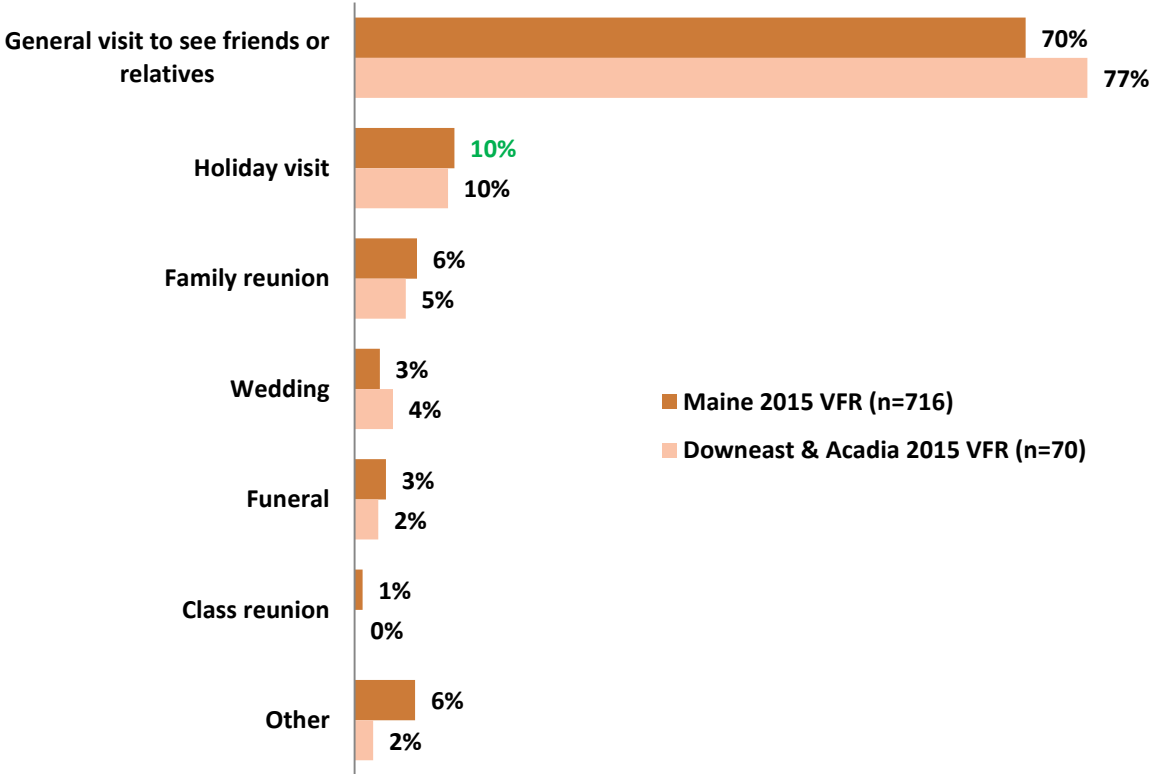
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: *Trip Experience*



Most Downeast & Acadia day visitors on a VFR trip are visiting primarily for a *general visit to see friends or relatives*.

Primary Purpose of Day VFR Trips



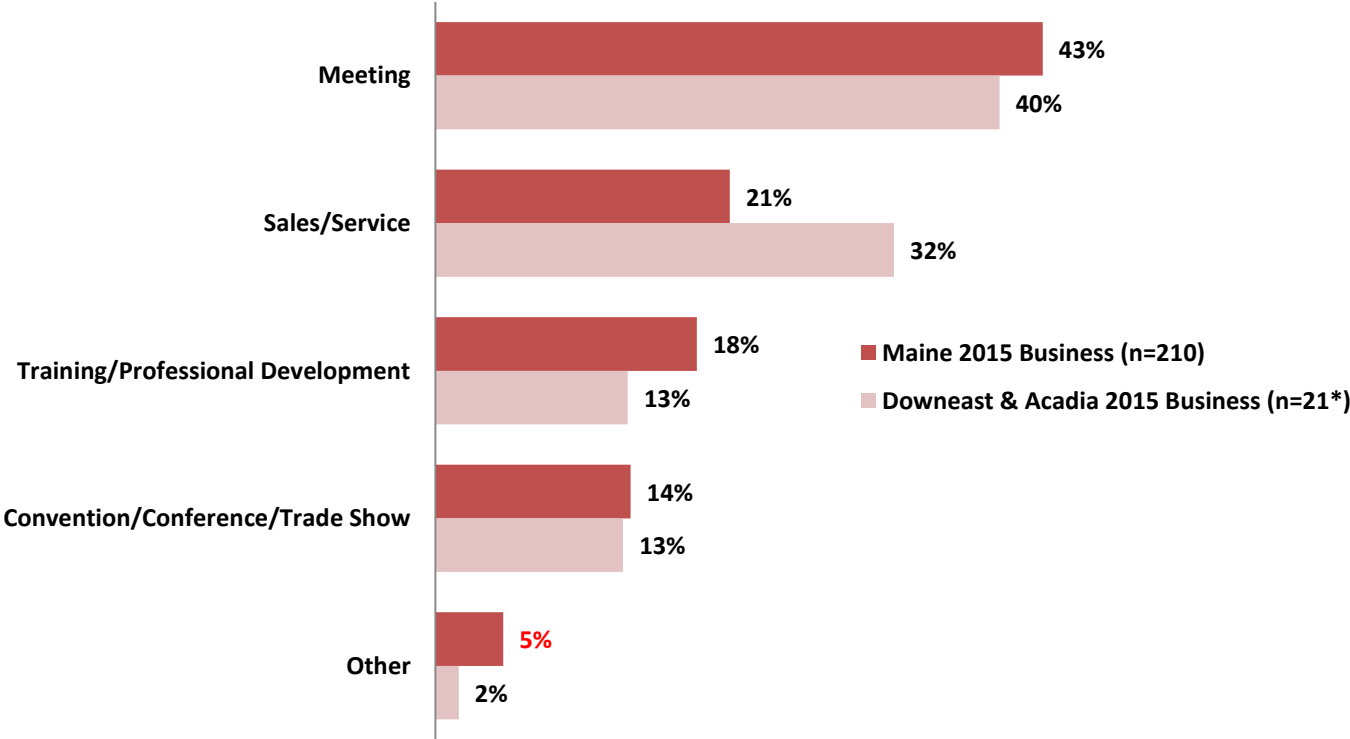
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

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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.

Two in five business day visitors are in the Downeast & Acadia region for a general meeting.

Primary Purpose of Day Business Trips



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

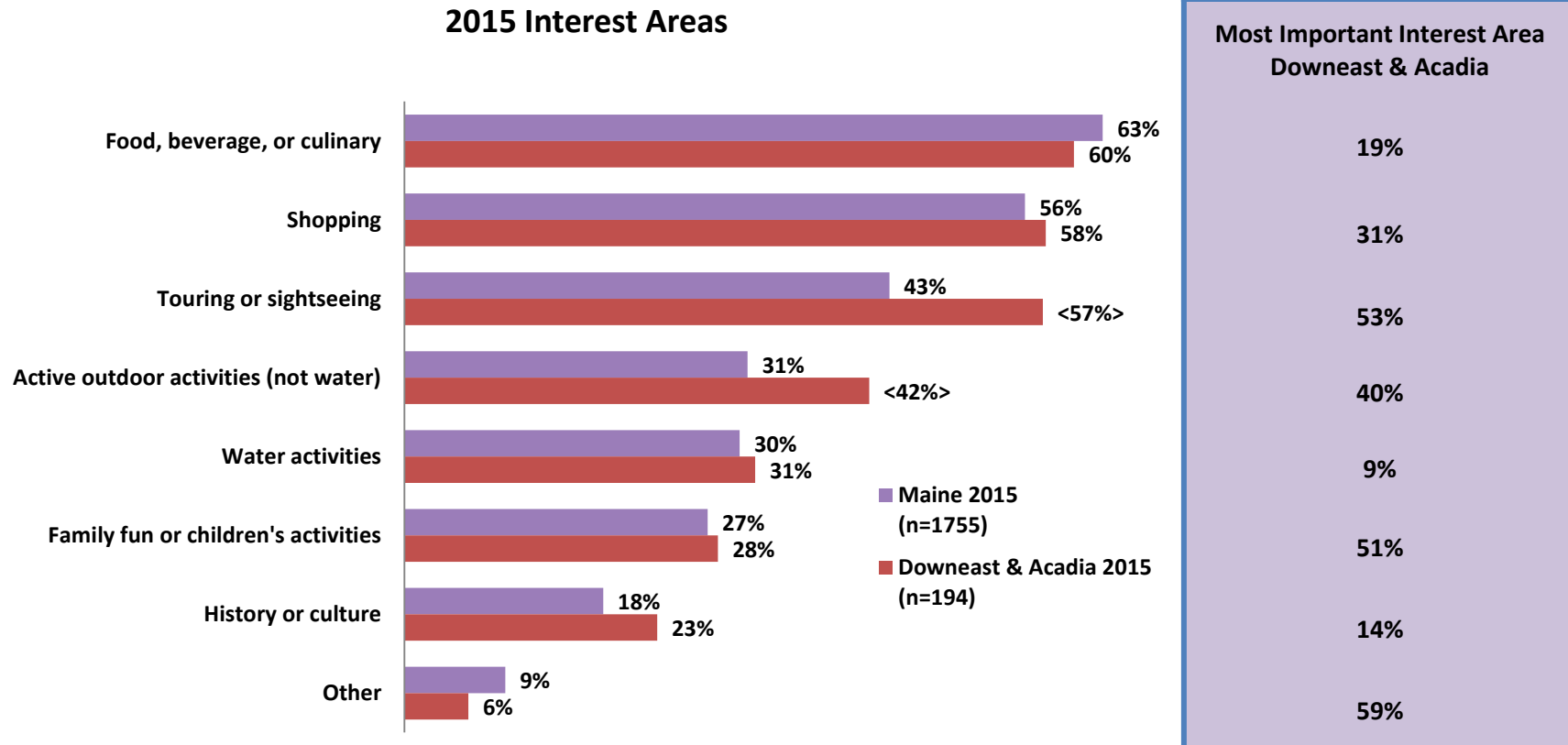
<> indicates a significant difference between subgroups at the 95% confidence level.

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.

The top interest areas pursued by day visitors to this region are *food/beverage/culinary activities, shopping, and touring/sightseeing.*

- Day visitors to the Downeast & Acadia region are more likely than day visitors to Maine overall to be interested in pursuing *touring/sightseeing activities and active outdoor activities.*



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

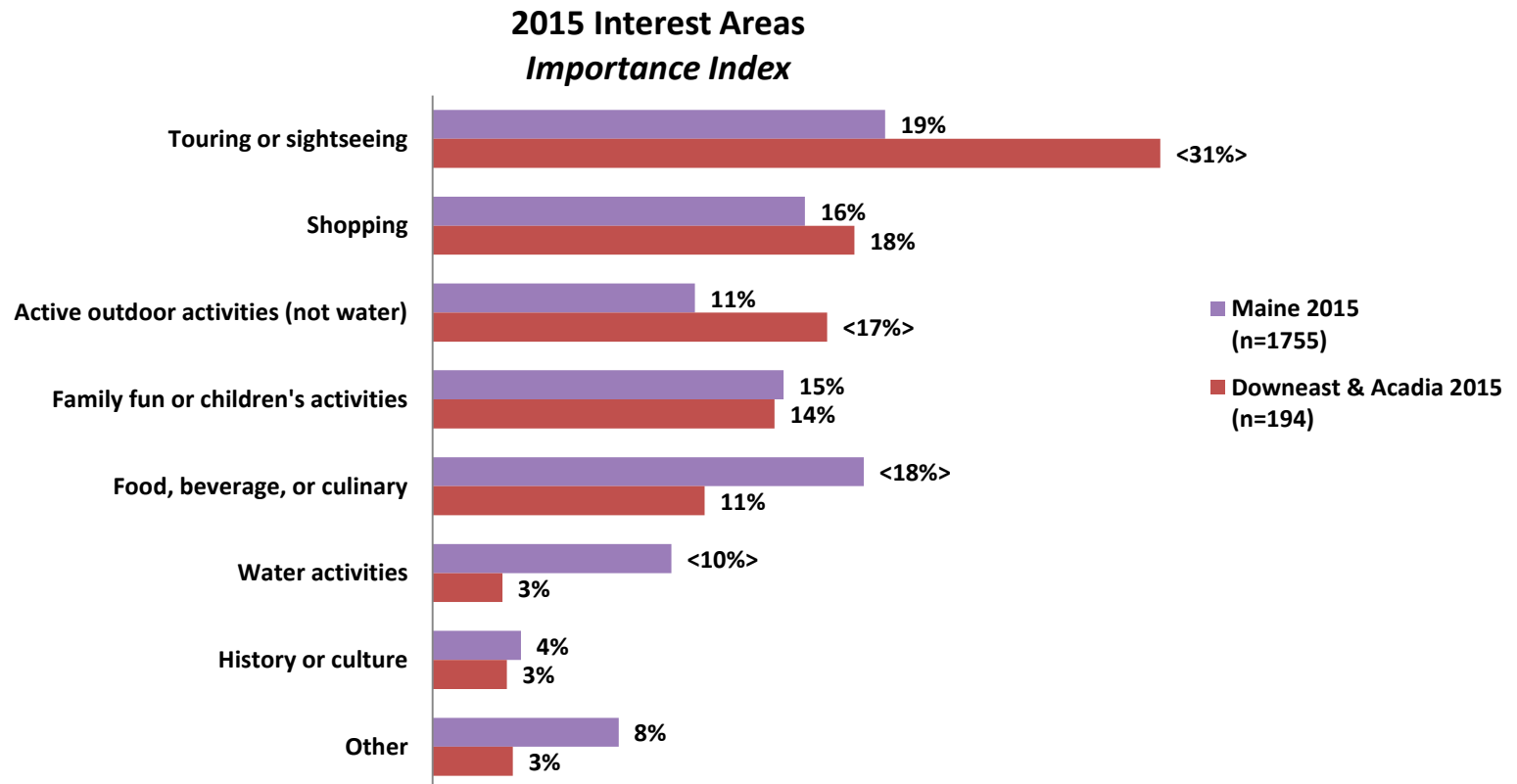
Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 33

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

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

When looking at both interest and importance, the highest ranked interest area among this region's day visitors is *touring/sightseeing*.

- When looking at visitors' interest in various activities along with the importance they placed on these activities in selecting Maine as a destination, day visitors to the Downeast & Acadia region are more likely than visitors to the State as a whole to show interest in *touring/sightseeing activities* and *active outdoor activities*. They are less likely to show interest in *food/beverage/culinary activities* and *water activities*.



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.*

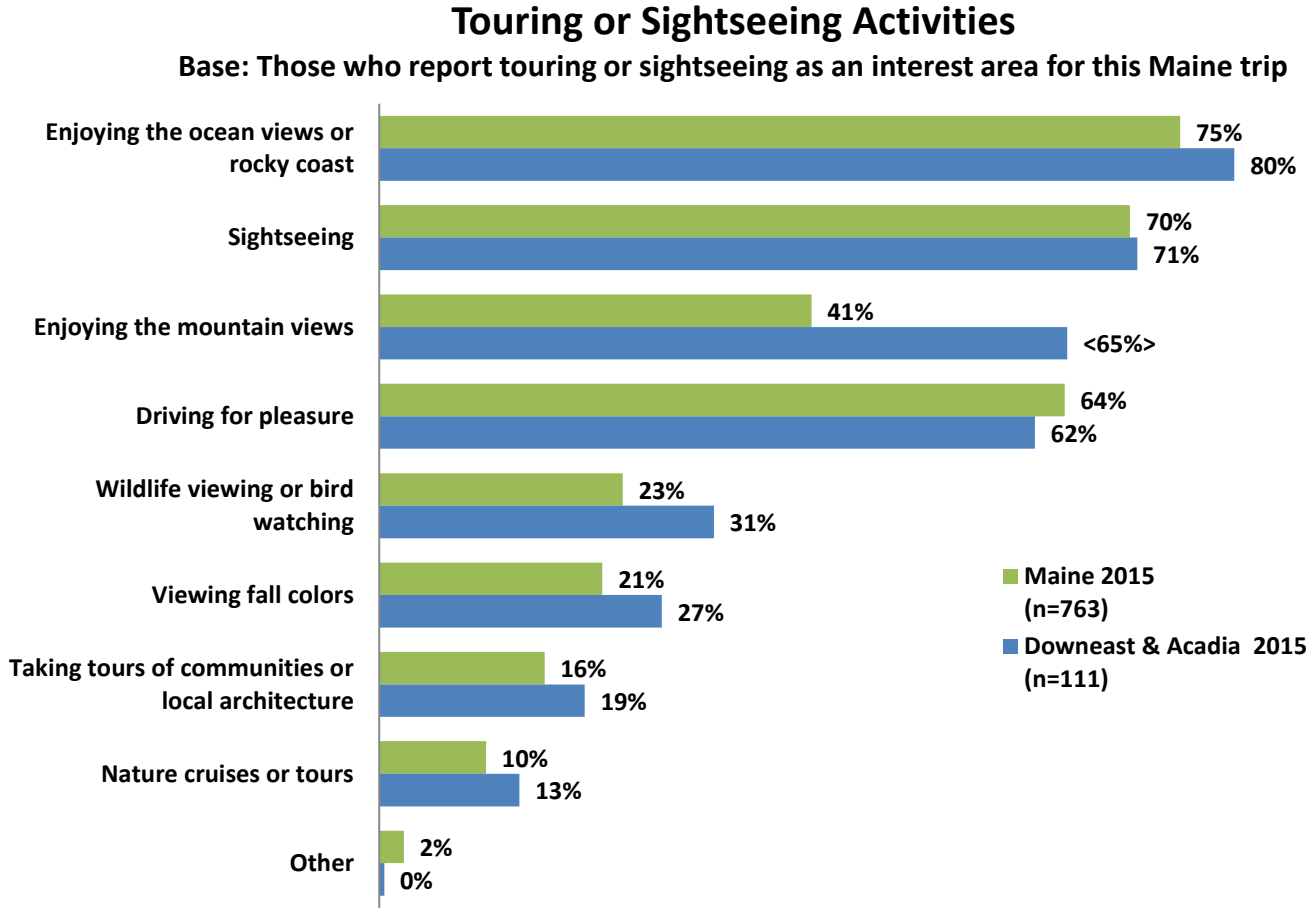
Q18. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 34

<> 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.

Enjoying the ocean views/rocky coast and sightseeing are the most popular activities among day visitors interested in touring/sightseeing activities.

- Day visitors to the Downeast & Acadia region are more likely to enjoy the mountain views than visitors to Maine overall.



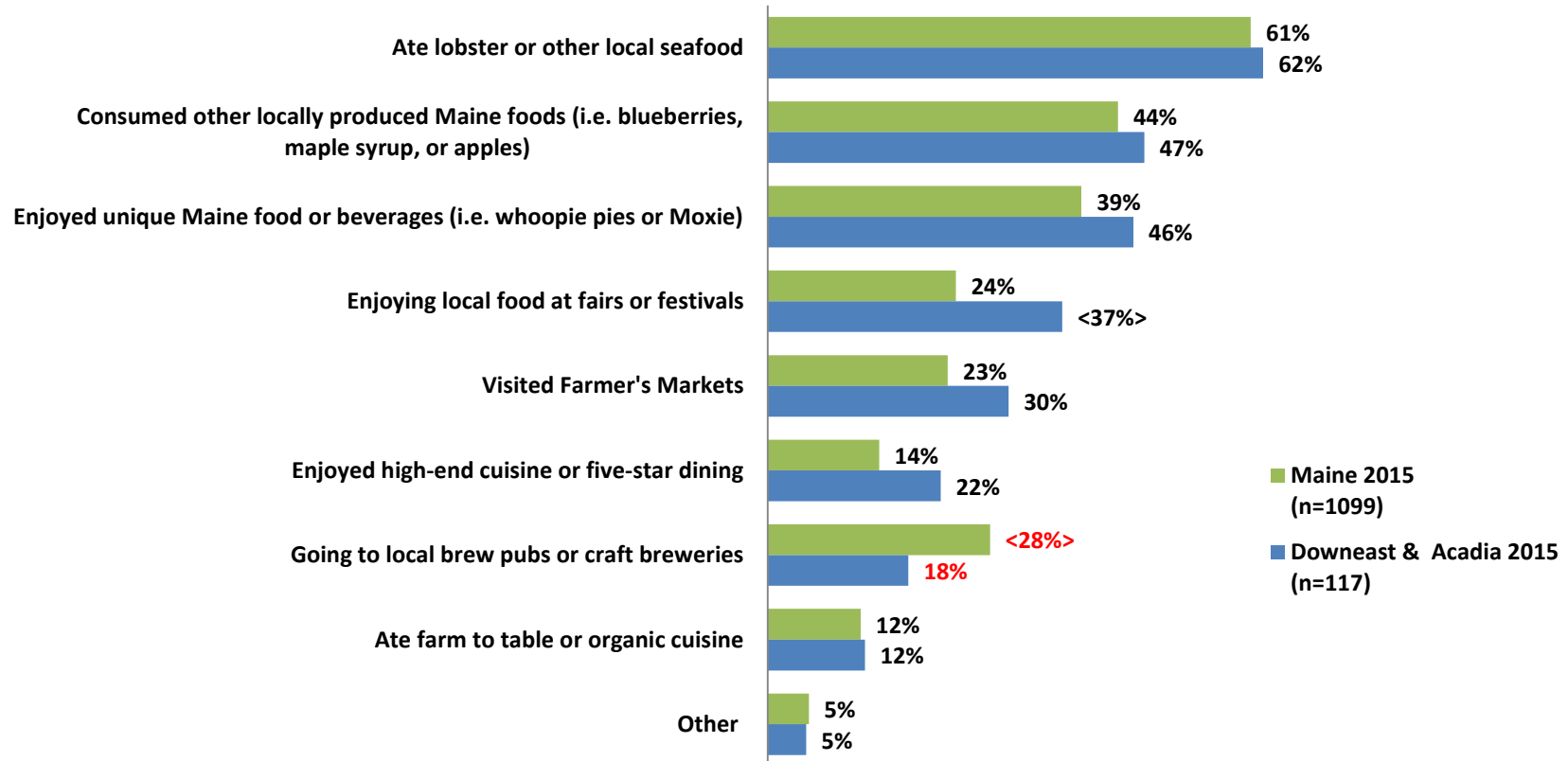
Q19. In which of the following activities did you participate during this trip? Please check all that apply.
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Among day visitors interested in food/beverage/culinary activities, nearly two-thirds say they ate lobster or other local seafood while visiting.

- Day visitors to the Downeast & Acadia region are more likely to enjoy local food at fairs/festivals than are Maine visitors in general, and less likely to go to local brew pubs or craft breweries.

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.

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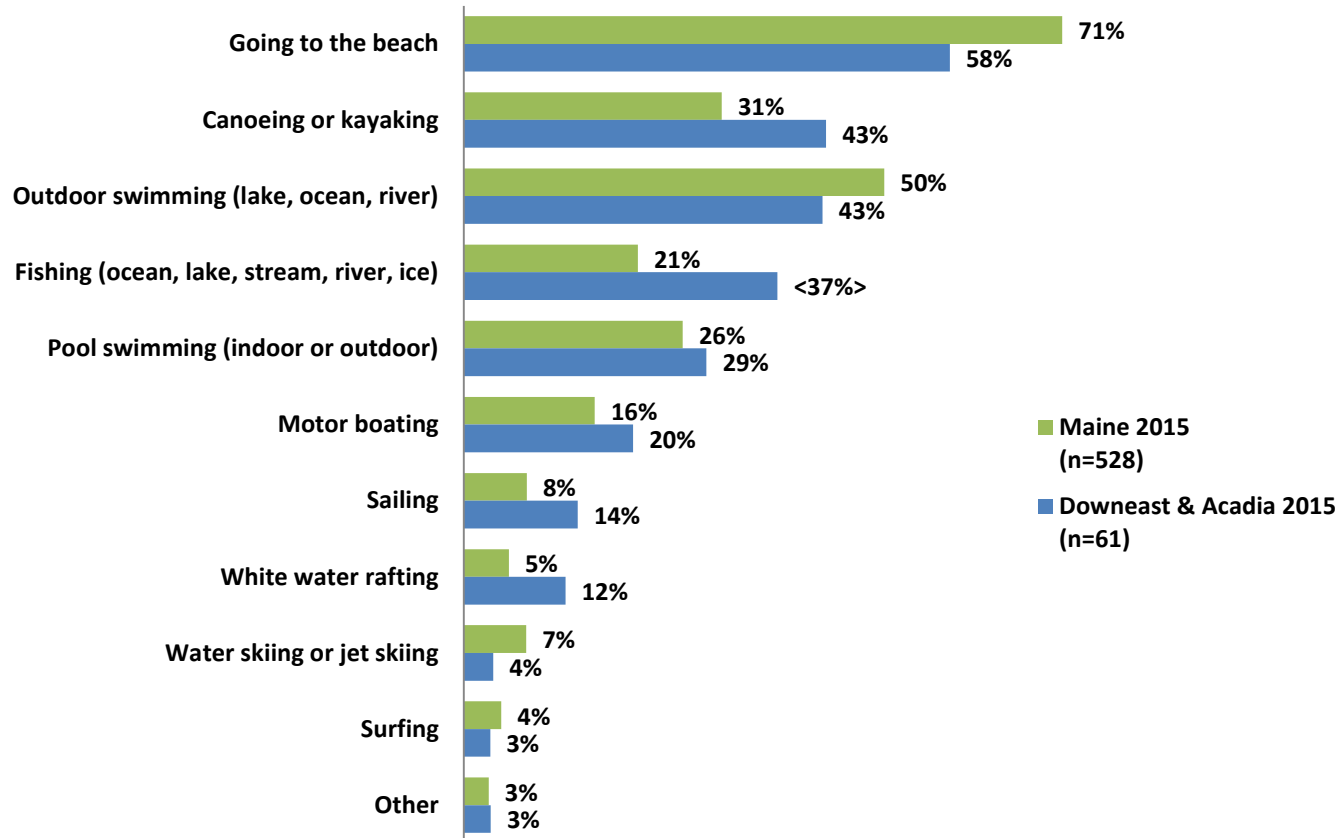
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day visitors interested in water activities are most likely to go to the beach, canoe or kayak, and swim outdoors.

- Downeast & Acadia day visitors are more likely to go *fishing* than visitors to Maine overall.

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.*

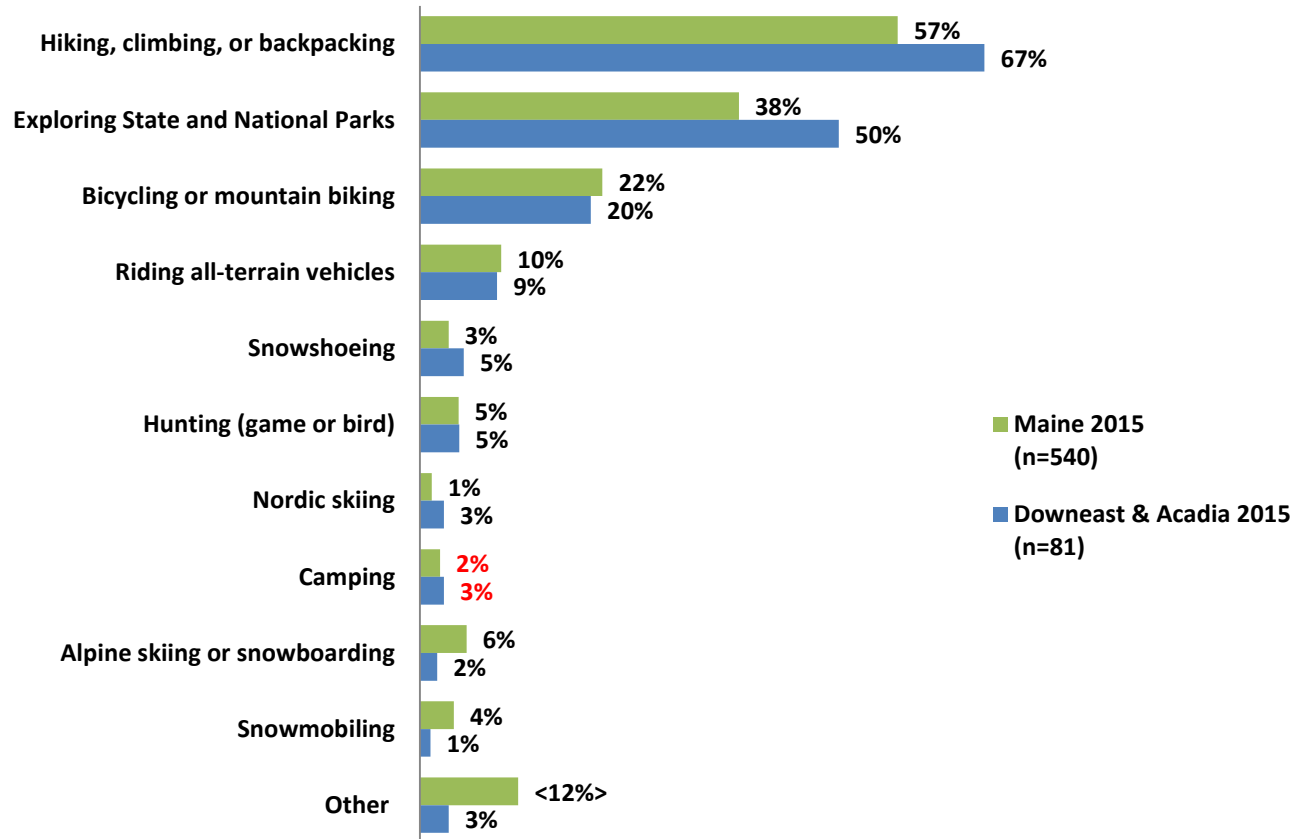
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Two in three day visitors to the Downeast & Acadia region who are interested in outdoor activities say they went *hiking, climbing, or backpacking* while visiting.

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.*

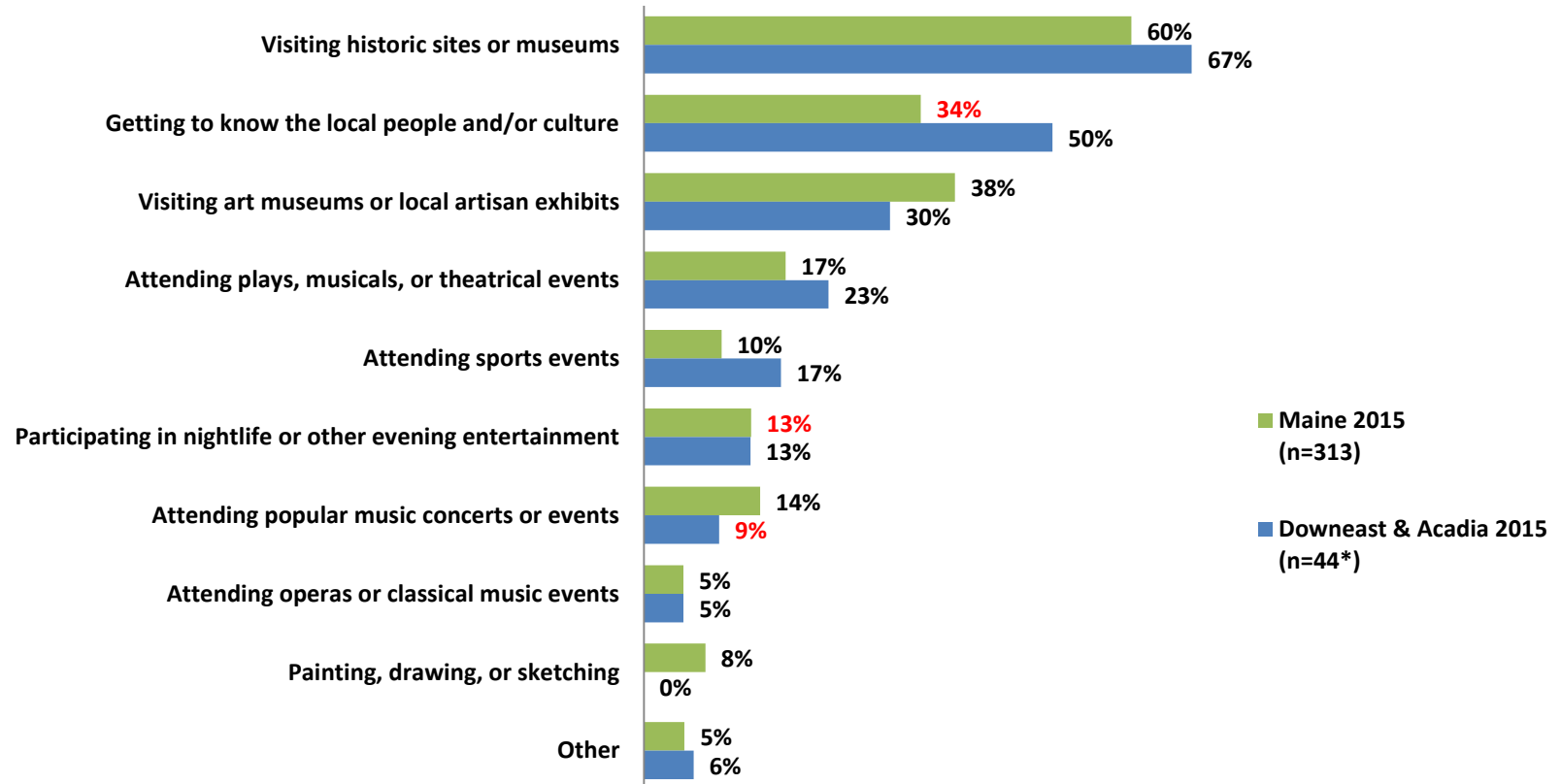
<> indicates a significant difference between subgroups at the 95% confidence level.

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

The most common history or culture activities Downeast & Acadia day visitors take part in are *visiting historic sites or museums* and *getting to know the local people/culture*.

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.

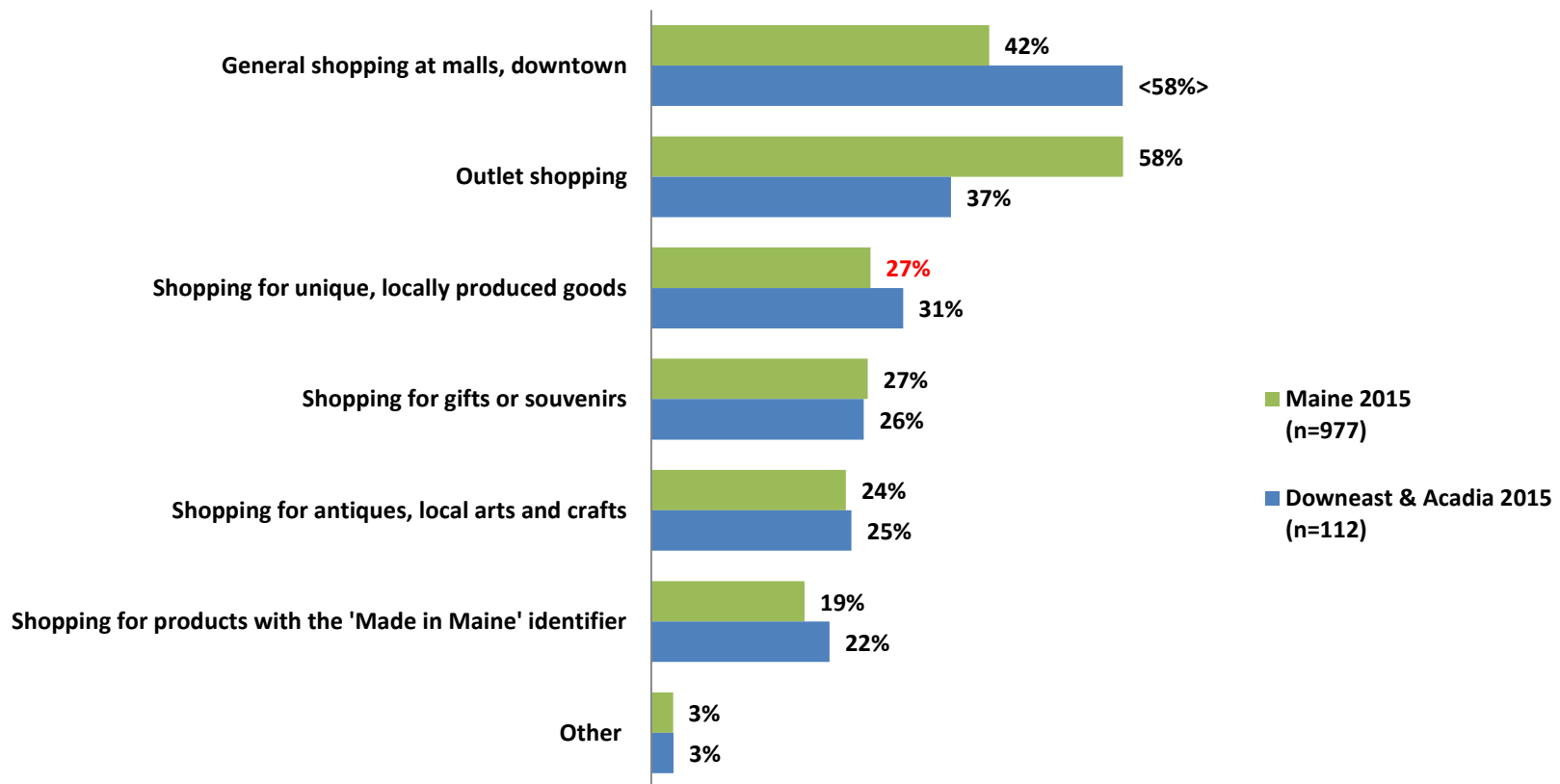
*Please note small sample size.

Downeast & Acadia day visitors interested in shopping are most likely to do some *general shopping at malls/downtown*.

- More Downeast & Acadia day visitors *shop at malls/downtown* than day visitors to Maine in general.

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.*

$\langle \rangle$ indicates a significant difference between subgroups at the 95% confidence level.

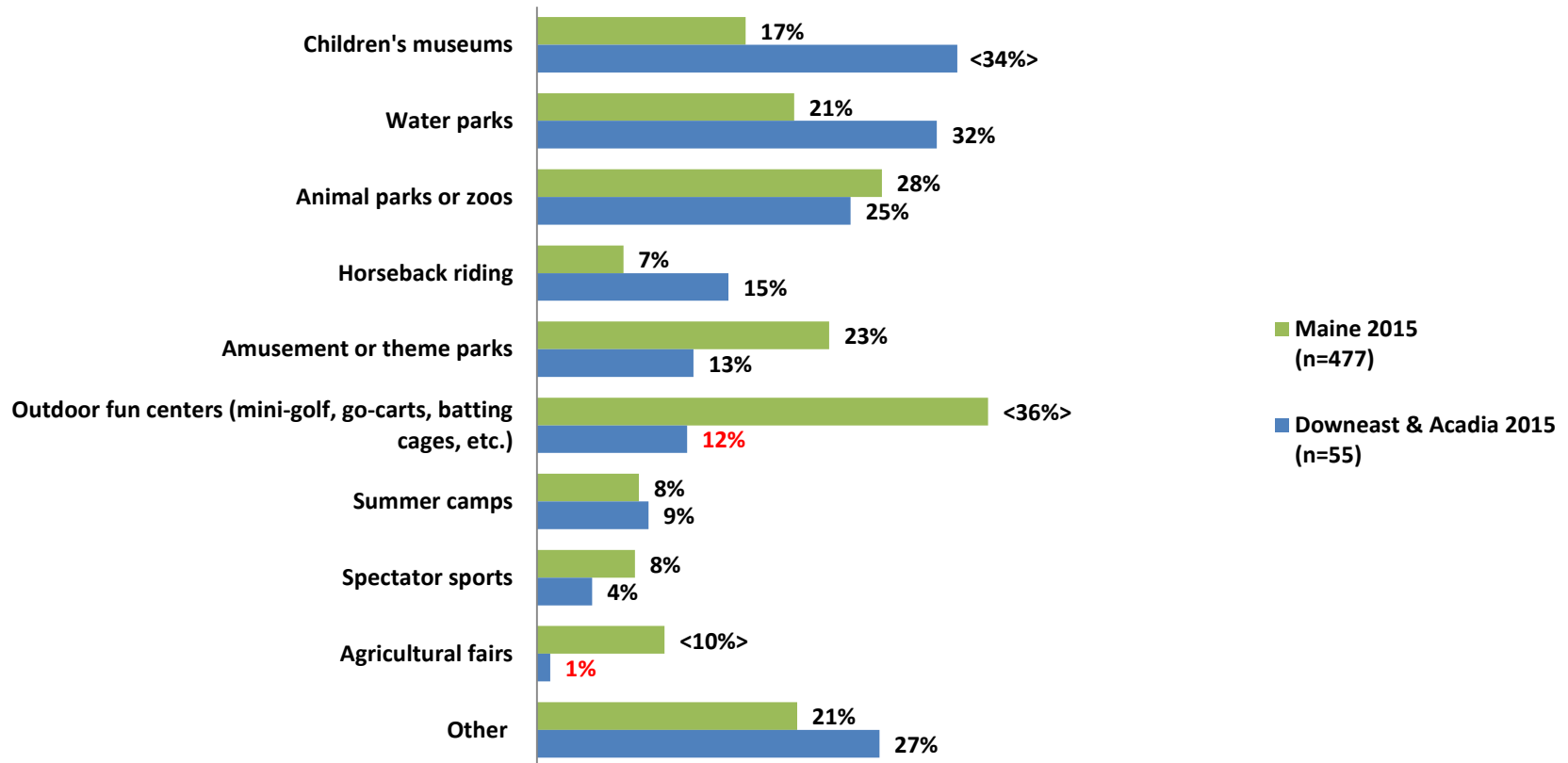
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Children's museums and water parks are the most common family fun/children's activities among Downeast & Acadia day trippers.

- Among day visitors interested in family fun/children's activities, fewer Downeast & Acadia visitors go to *outdoor fun centers* than day visitors to Maine in general, while more visit *children's museums*.

Family Fun/Children's Activities

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



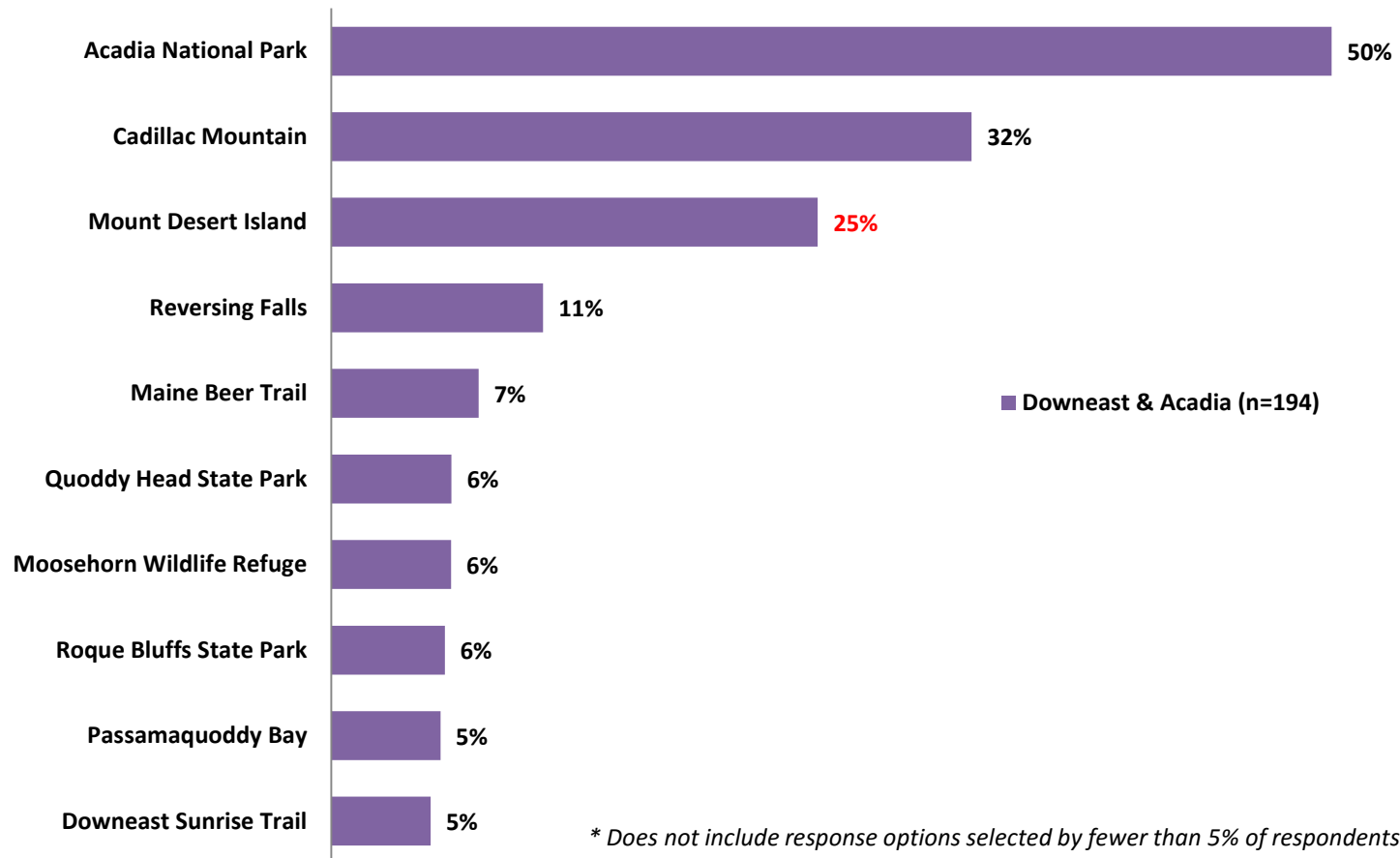
Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> 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.

Acadia National Park is the most visited attraction in the Downeast & Acadia region among day visitors.

Top Attractions/Locations Visited*



Q23: Within the region you visited, what specific towns or cities did you visit? (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.

Comparison of Downeast & Acadia Visitors to Maine Visitors



Comparisons: Region vs. State

- Visitors to the Downeast & Acadia region and visitors to the State of Maine as a whole differ in a number of areas. These variations can be seen in some visitor demographics, their origins, their reasons for traveling, and the activities they participate in while visiting.
- Popular trip activities and stated purpose of trips closely follow the sightseeing and outdoor activities available in the Downeast & Acadia region.
- Highlights – Downeast & Acadia region visitors versus State visitors:

Visitor Origin

- **A greater proportion** of overnight visitors from **the Mid-Atlantic (especially New Jersey)**.
- **A lesser proportion** of overnight visitors from **New England (especially Massachusetts and New Hampshire)**.
- **A greater proportion** of day visitors from **Maine**, and a **lesser proportion** from **Massachusetts and New Hampshire**.

Visitor Demographics

- A higher proportion of overnight visitors have a college degree than visitors to Maine overall.

Comparisons: Region vs. State

- Highlights Continued:

Trip Interest Areas – Overnight and Day Visitors

- More likely to be interested in pursuing:
 - Active outdoor activities
 - Touring or sightseeing activities

Trip Interest Areas – Overnight Visitors

- Less likely to be interested in shopping.

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

- More likely to place importance on **touring/sightseeing activities** and **active outdoor activities**.
- Less likely to place importance on **food/beverage/culinary activities** and **water activities**.

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

- Less likely to place importance on **shopping**.

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Overnight and Day Visitors

- **More likely to be:**
 - Enjoying the mountain views

Trip Activities – Overnight Visitors

- **More likely to be:**
 - Enjoying the ocean views/rocky coast
 - Eating lobster or other local seafood
 - Exploring State and National Parks
 - Shopping for antiques, local arts and crafts
 - Shopping for products with the “Made in Maine” identifier
- **Less likely to be:**
 - Painting, drawing or sketching
 - Outlet shopping

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Day Visitors

- **More** likely to be:
 - Enjoying local food at fairs or festivals
 - Fishing (ocean, lake, stream, river, ice)
 - General shopping at malls/downtown
 - Going to children’s museums
- **Less** likely to be:
 - Going to local brew pubs or craft breweries
 - Going to outdoor fun centers



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