

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

Regional Insights: Mid-Coast

Prepared by



April 2016

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Research Objectives and Methodology

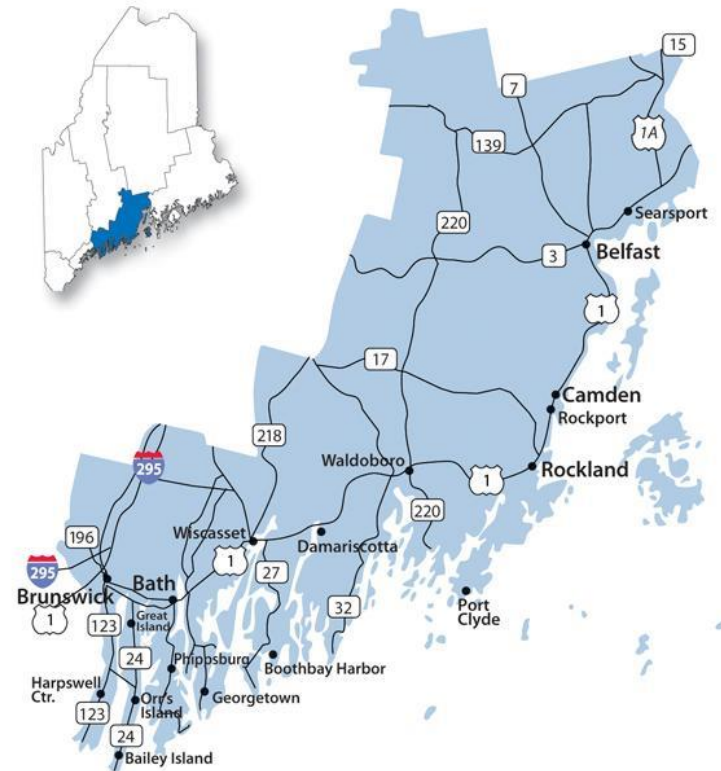


Research Objectives and Methodology

- 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 Mid-Coast tourism region during 2015, including:
 - 396 overnight visitors, and
 - 214 day visitors.
- Throughout this report, data for the Mid-Coast tourism region will be presented alongside data for the State of Maine as a whole. Statistically significant differences between the tourism region and the State were calculated at the 95% confidence level and are noted throughout by <>.
- Statistically significant differences between 2014 and 2015 are also highlighted for both the Mid-Coast region and the State of Maine. A statistically significant **increase** from the previous year is indicated by **green** text, and a significant **decrease** from the previous year is indicated by **red** text.



Overnight Visitors: *Traveler Description*



Overnight Visitor Demographics

- Overnight visitors to the Mid-Coast tourism region average 47 years old and have average annual household incomes of \$103,000. Three-fourths have at least a college degree and 58% are married. Nearly two-thirds are employed full-time.

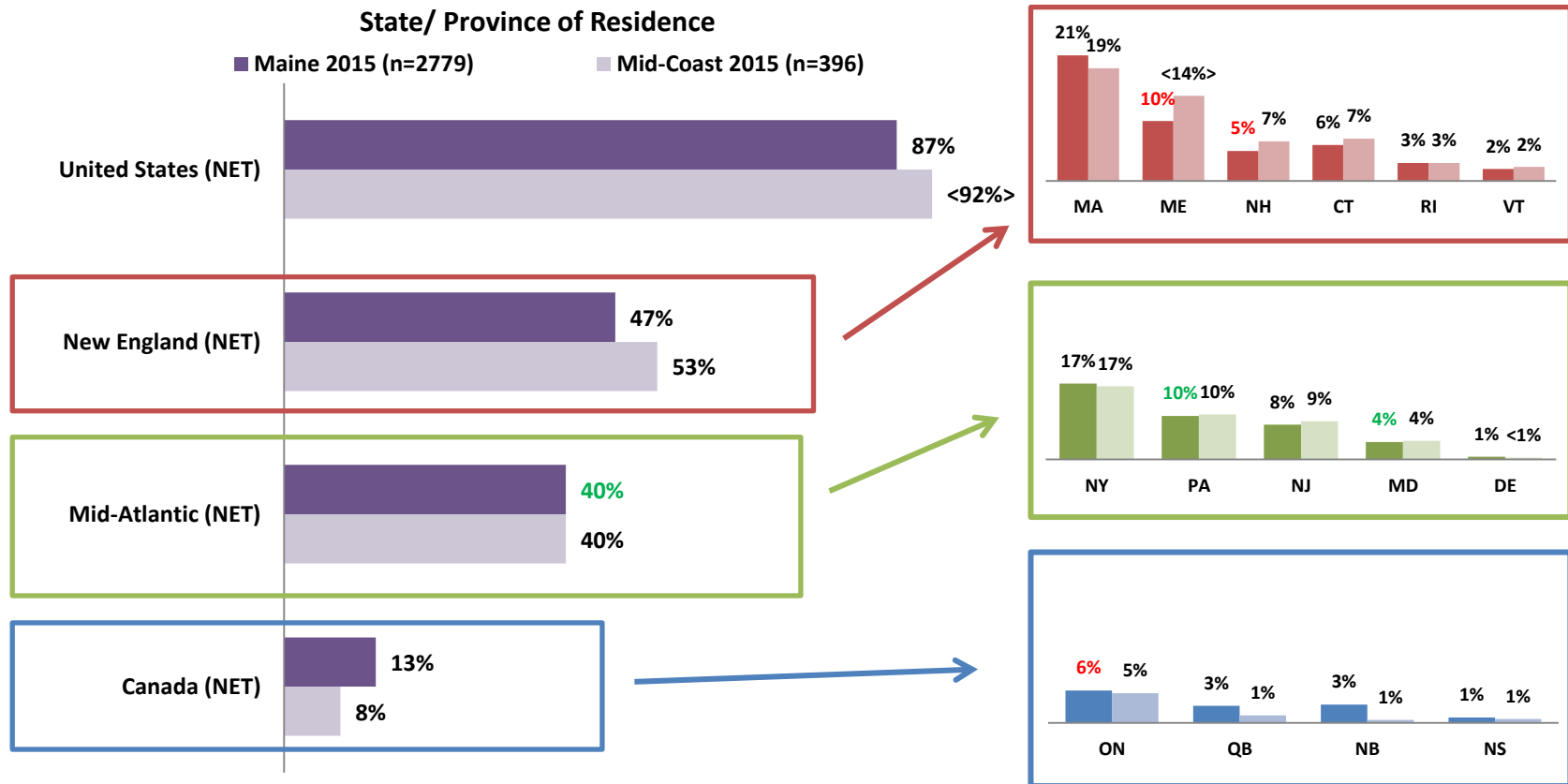
Overnight Visitors	Maine 2015 (n=2779)	Mid-Coast 2015 (n=396)
Age:		
< 35	30%	28%
35 - 44	19%	16%
45 - 54	19%	23%
55 +	31%	34%
Mean Age (Years)	45.4	47.2
Income:		
< \$50,000	17%	15%
\$50,000 - \$99,999	41%	40%
\$100,000 +	42%	45%
Mean Income (Thousands)	\$103,770	\$103,100
Female	58%	61%
College Degree or Higher	73%	74%
Married	64%	58%
Employed Full Time	63%	60%

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

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

Nine in ten overnight visitors to the Mid-Coast are from the United States, a higher proportion compared to visitors to Maine overall.

- The largest proportion of visitors to the Mid-Coast originate in Massachusetts (19%) and New York (17%).
- The Mid-Coast region attracts a greater proportion of in-state overnight visitors compared to the State of Maine as a whole.



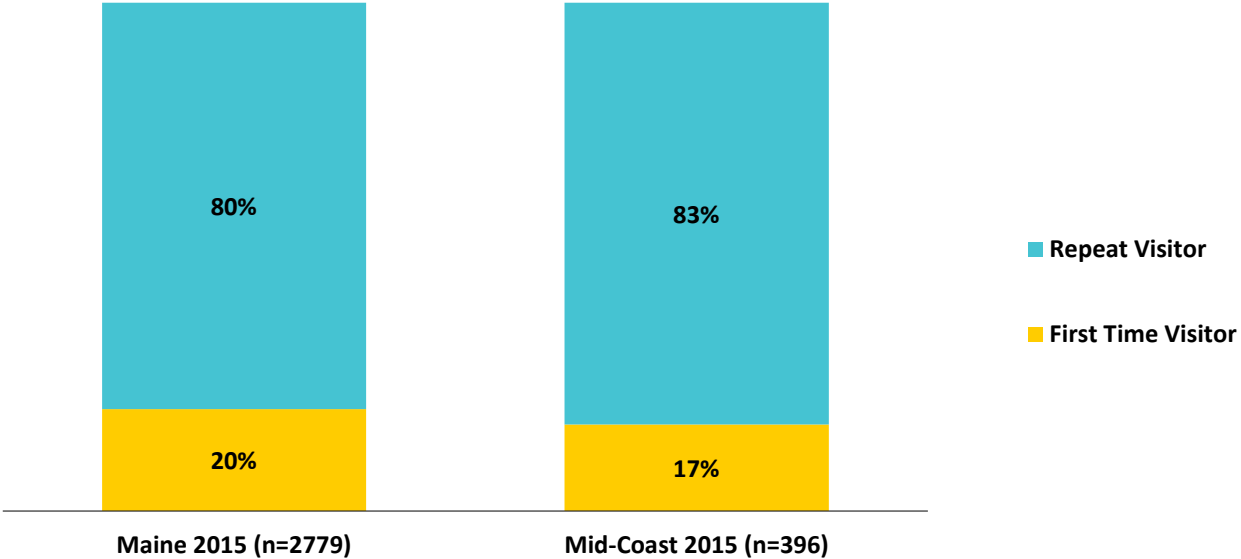
State/ Province of Residence

< > 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.

More than four out of five overnight visitors to the Mid-Coast region are repeat visitors.

Repeat vs. First Time Visitors



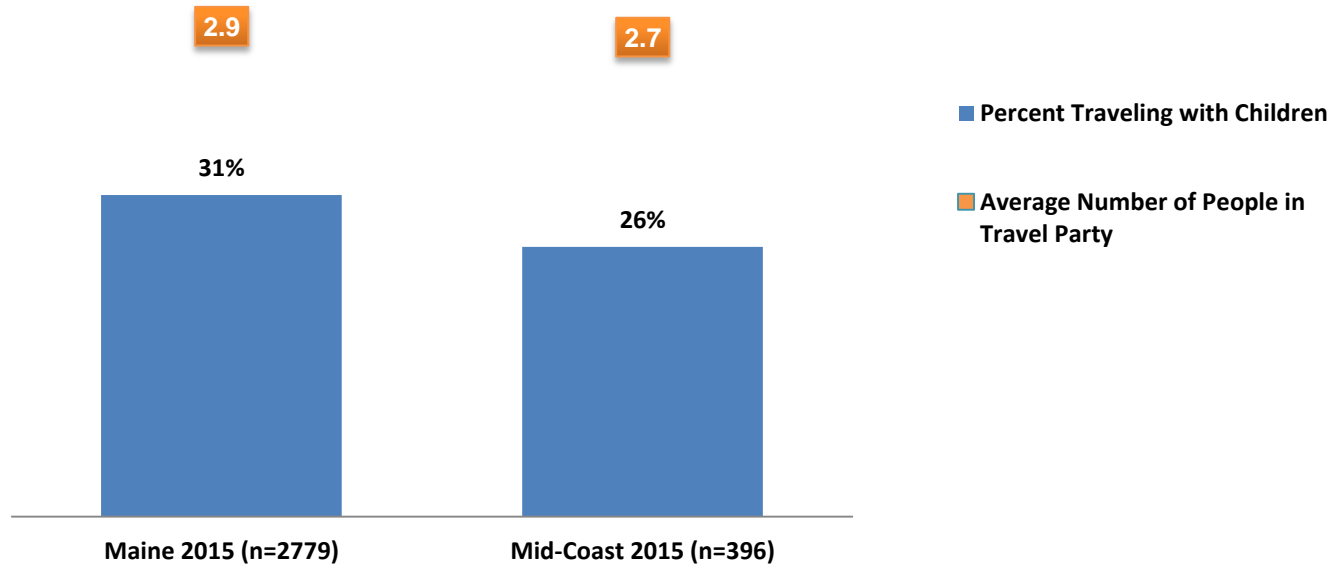
Q11. Was this your first visit in Maine?

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

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

One in four Mid-Coast travel parties includes children, with party sizes averaging about three people.

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?

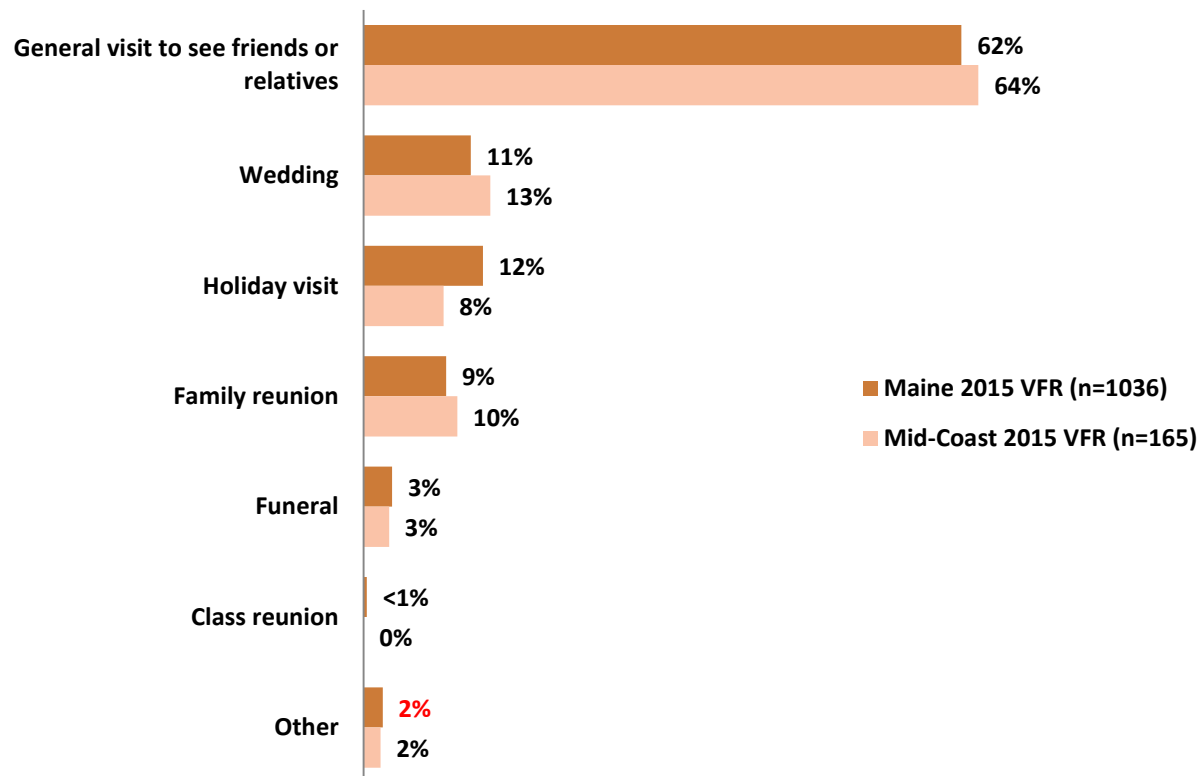
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitors: *Trip Experience*



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

Primary Purpose of Overnight VFR Trips



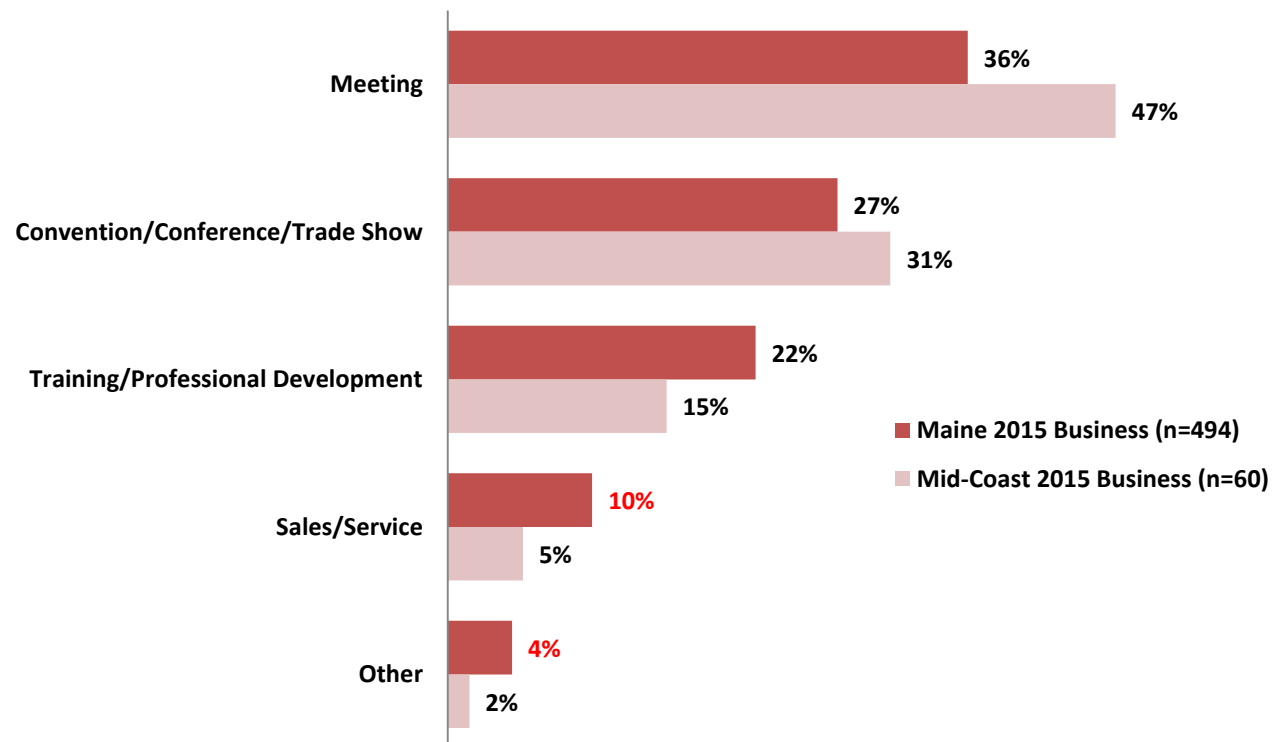
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

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

Primary Purpose of Overnight Business Trips



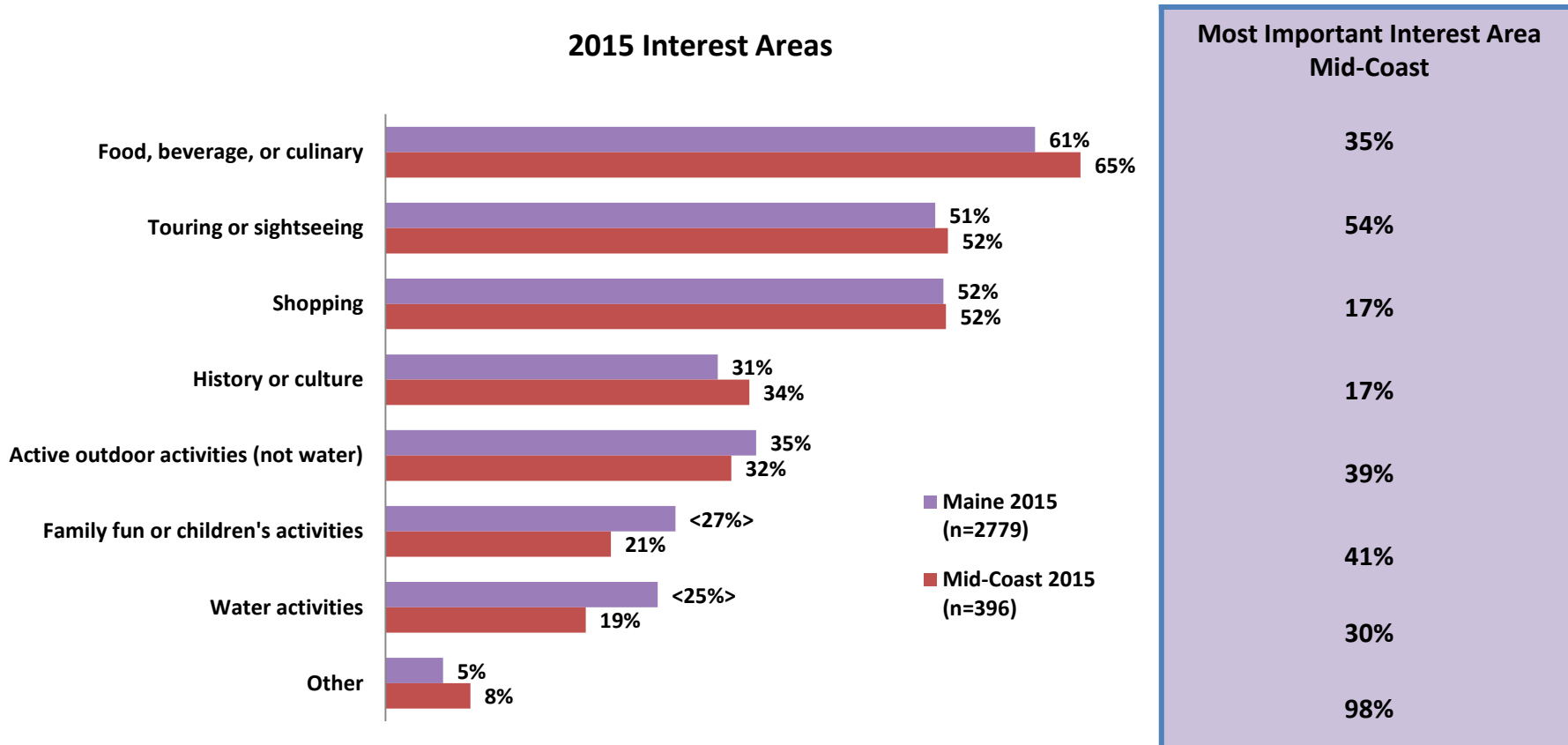
Q8. What was the primary purpose of your most recent business trip in Maine?

<> 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.

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

- Mid-Coast overnight visitors are less likely to pursue *family fun/children's activities* and *water activities* compared to visitors to Maine overall.



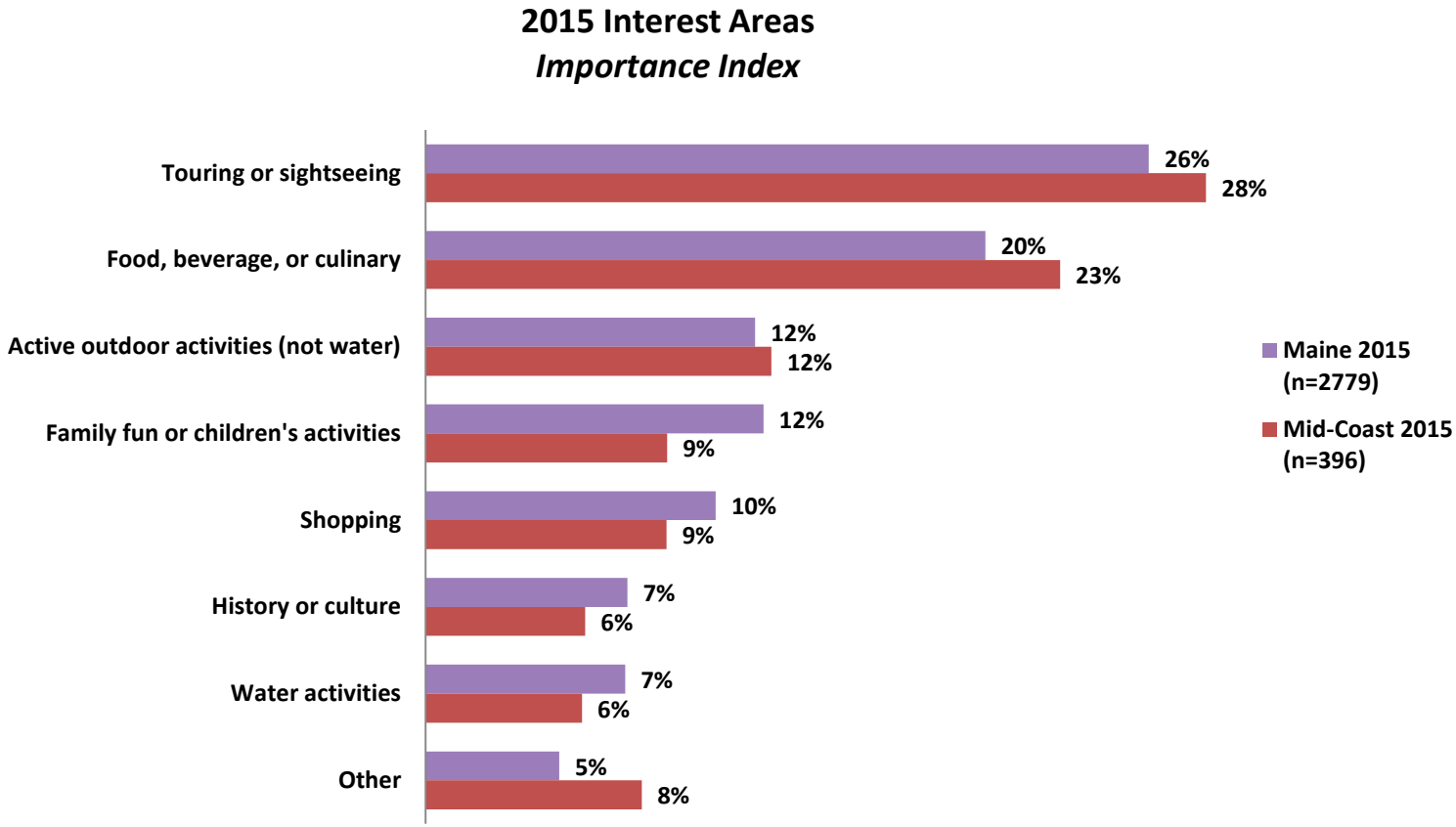
Q29. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

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 or sightseeing ranks highest among overnight visitors to the Mid-Coast region, followed by food/beverage/culinary 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.

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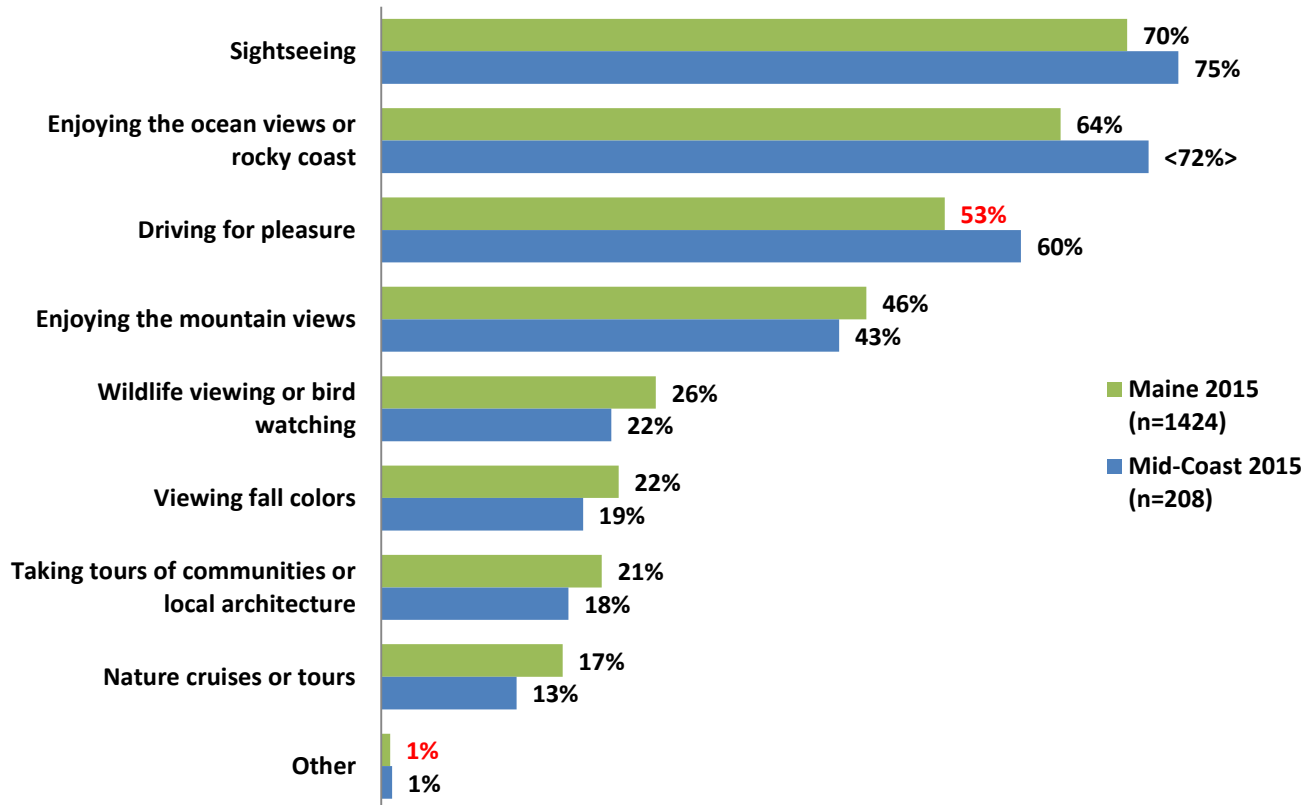


Sightseeing and enjoying the ocean views or rocky coast are the most common touring/sightseeing activities among Mid-Coast overnight visitors.

- Overnight visitors to the Mid-Coast region are more likely than visitors to Maine overall to spend time *enjoying the ocean views or rocky coast* 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.

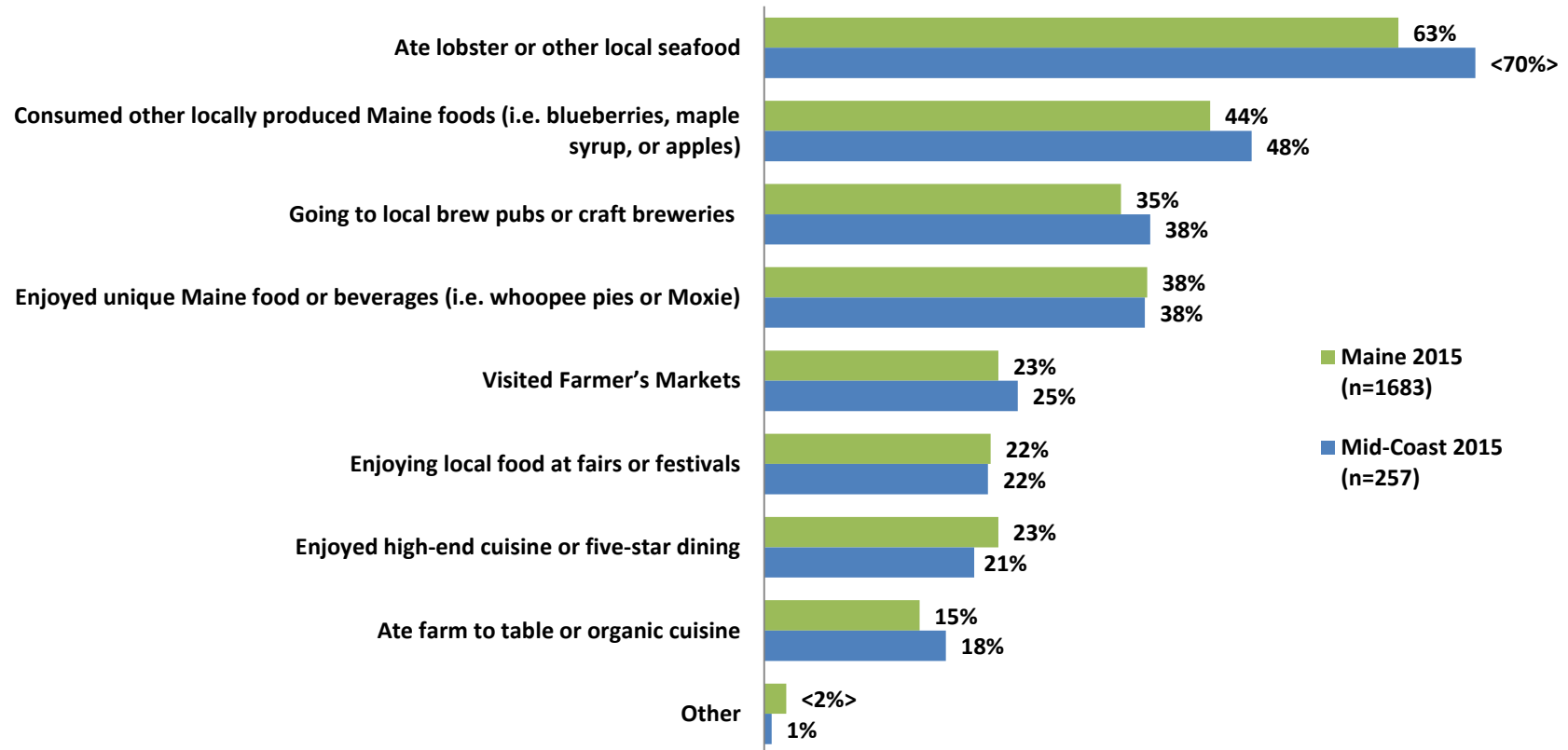
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

- *Eating lobster or other local seafood* is a more popular food/beverage/culinary activity in the Mid-Coast region than it is in the State 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.*

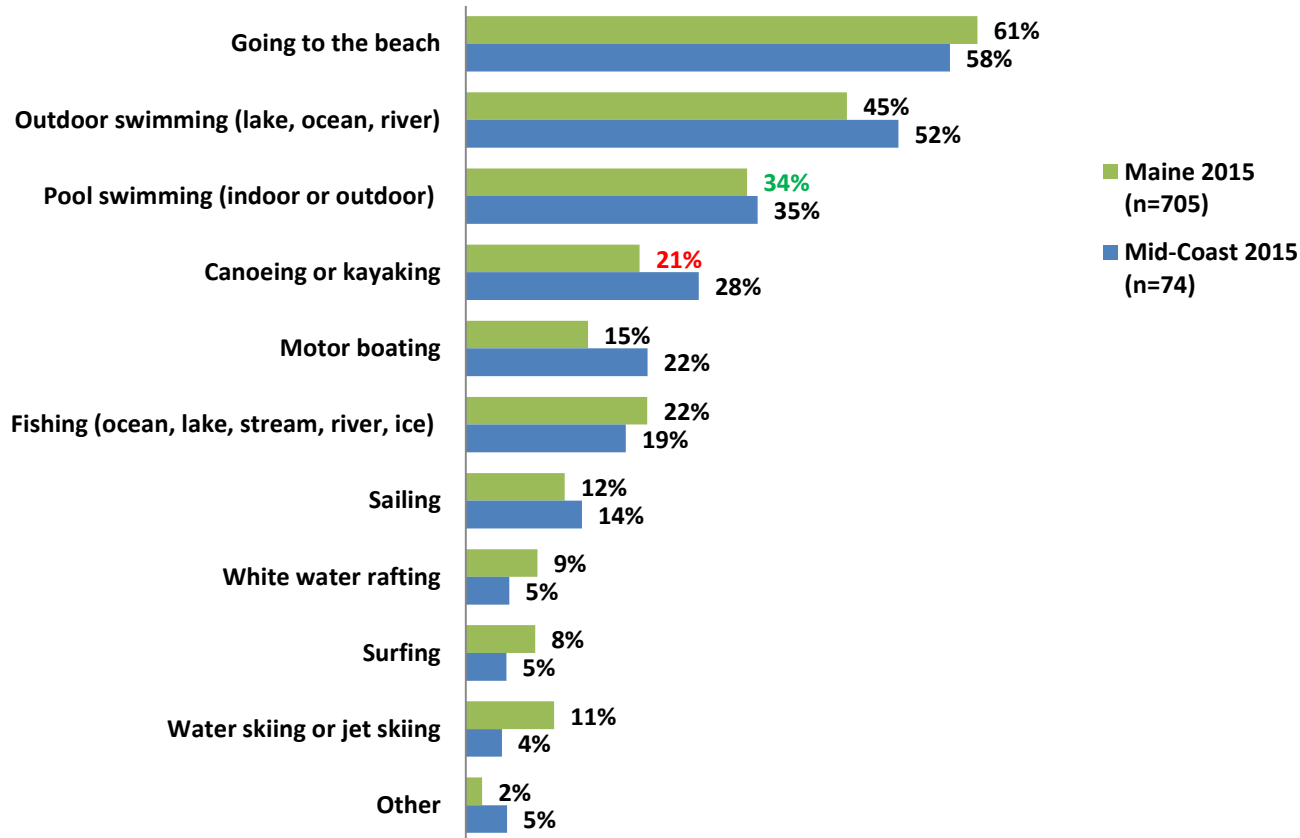
<> indicates a significant difference between subgroups at the 95% confidence level.

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Over half of overnight visitors interested in water activities go to the beach and enjoy outdoor swimming while visiting the Mid-Coast 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.

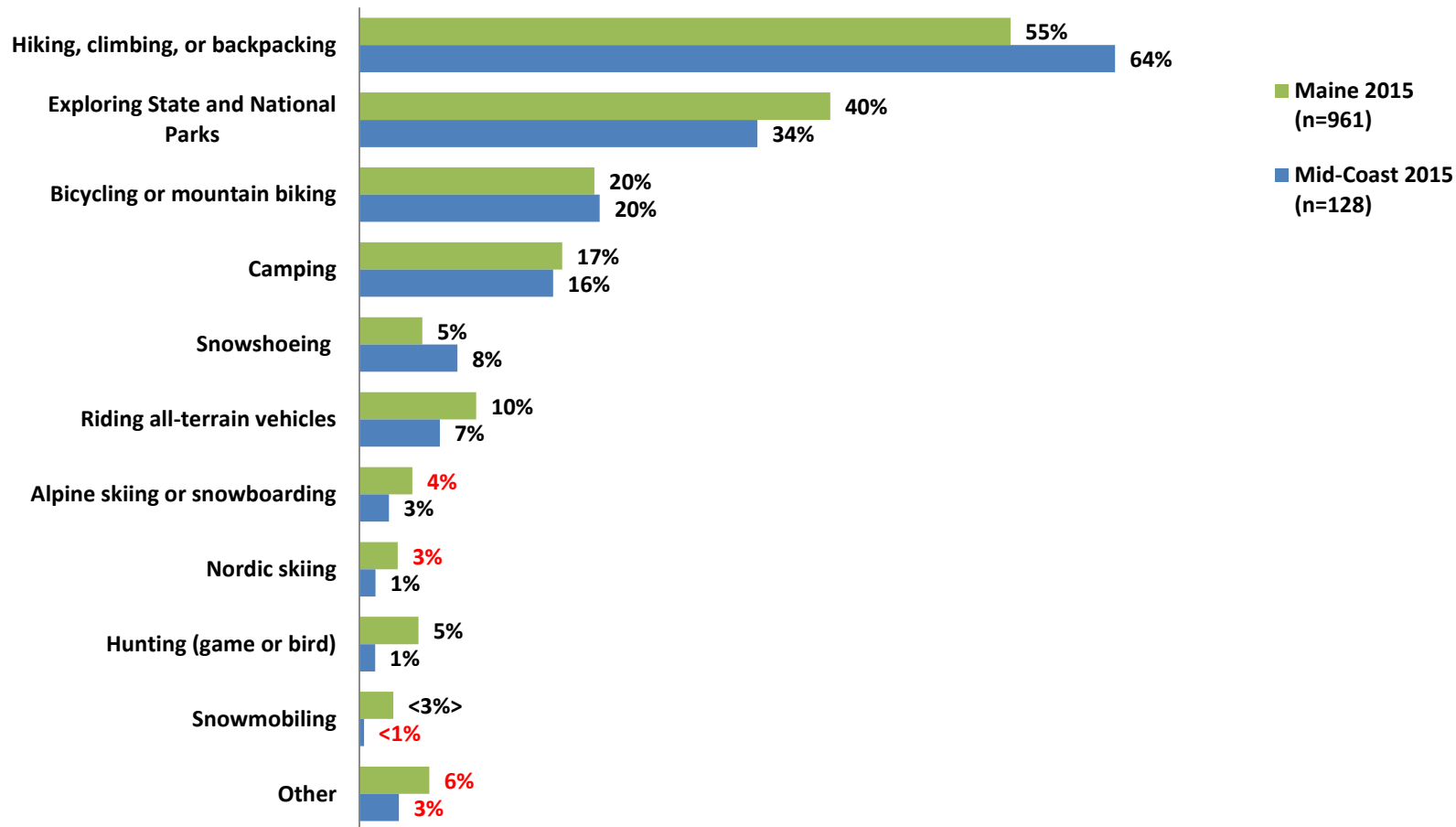
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Hiking/climbing/backpacking is the most common pursuit among overnight visitors interested in active outdoor activities.

Active Outdoor Activities – Non-Water

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



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

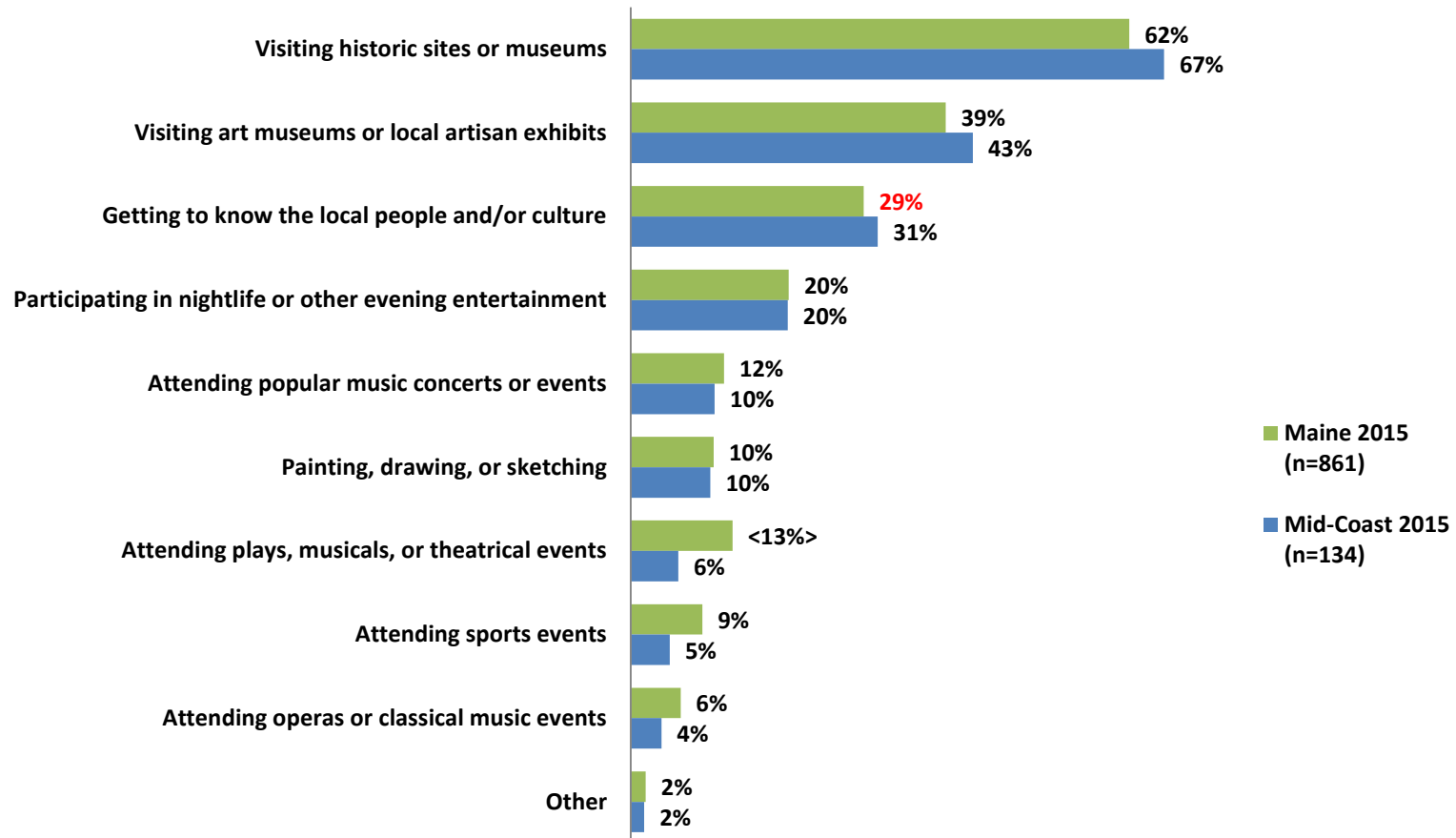
<> indicates a significant difference between subgroups at the 95% confidence level.

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

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.*

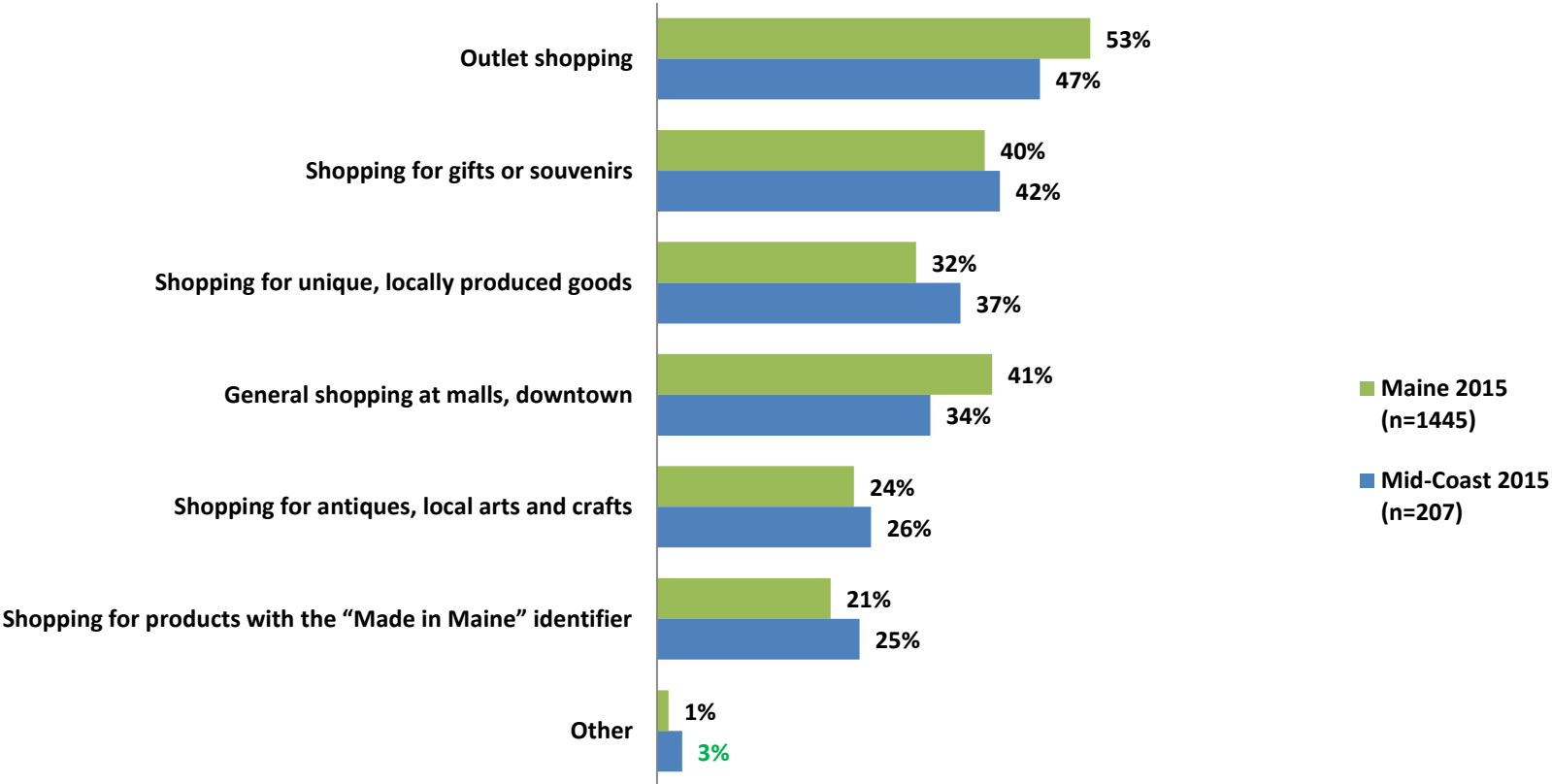
<> indicates a significant difference between subgroups at the 95% confidence level.

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Outlet shopping is the most common shopping activity among Mid-Coast overnight visitors.

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.

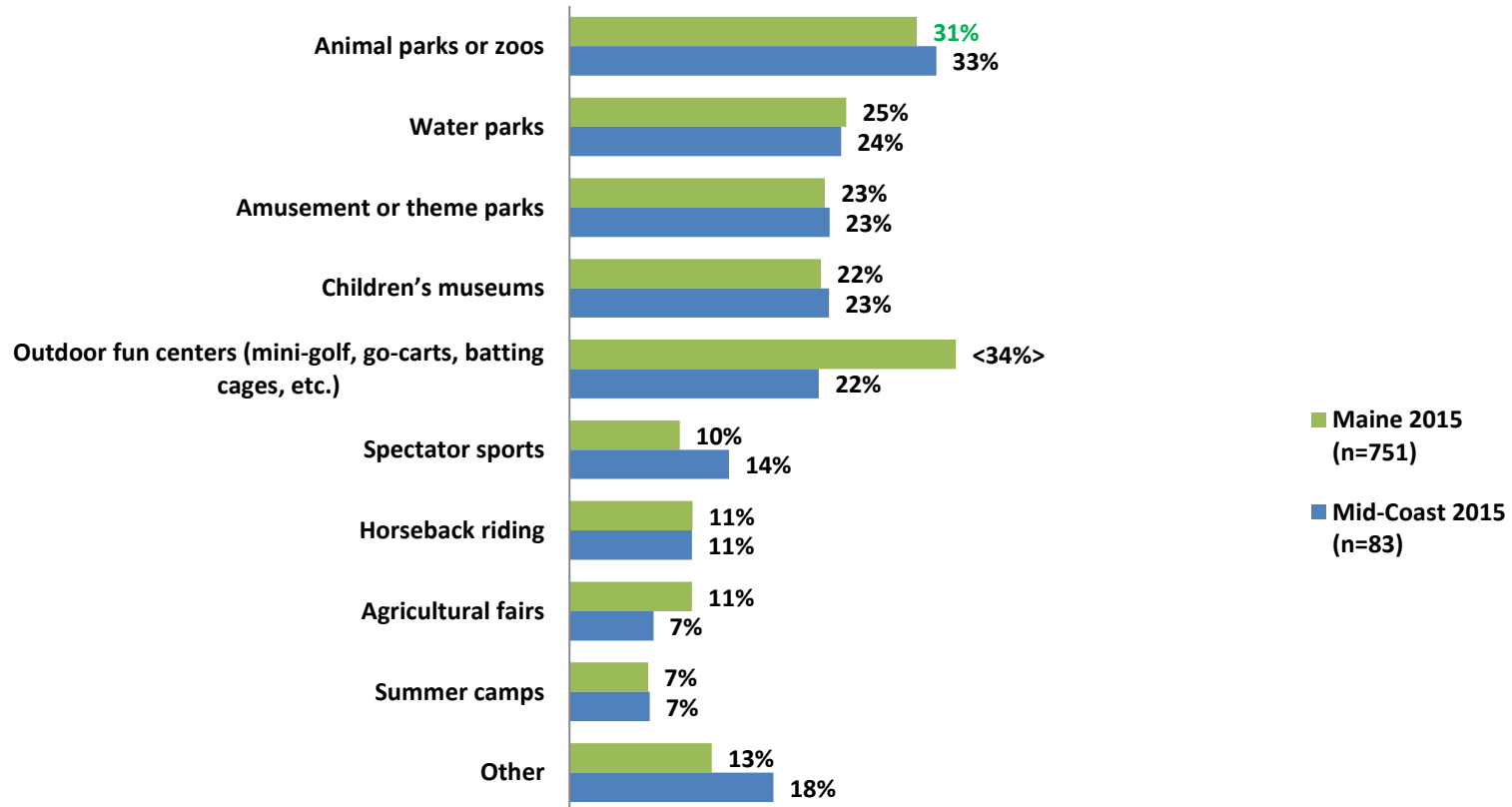
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Animal parks and zoos are enjoyed by one in three overnight visitors to the Mid-Coast who are interested in 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



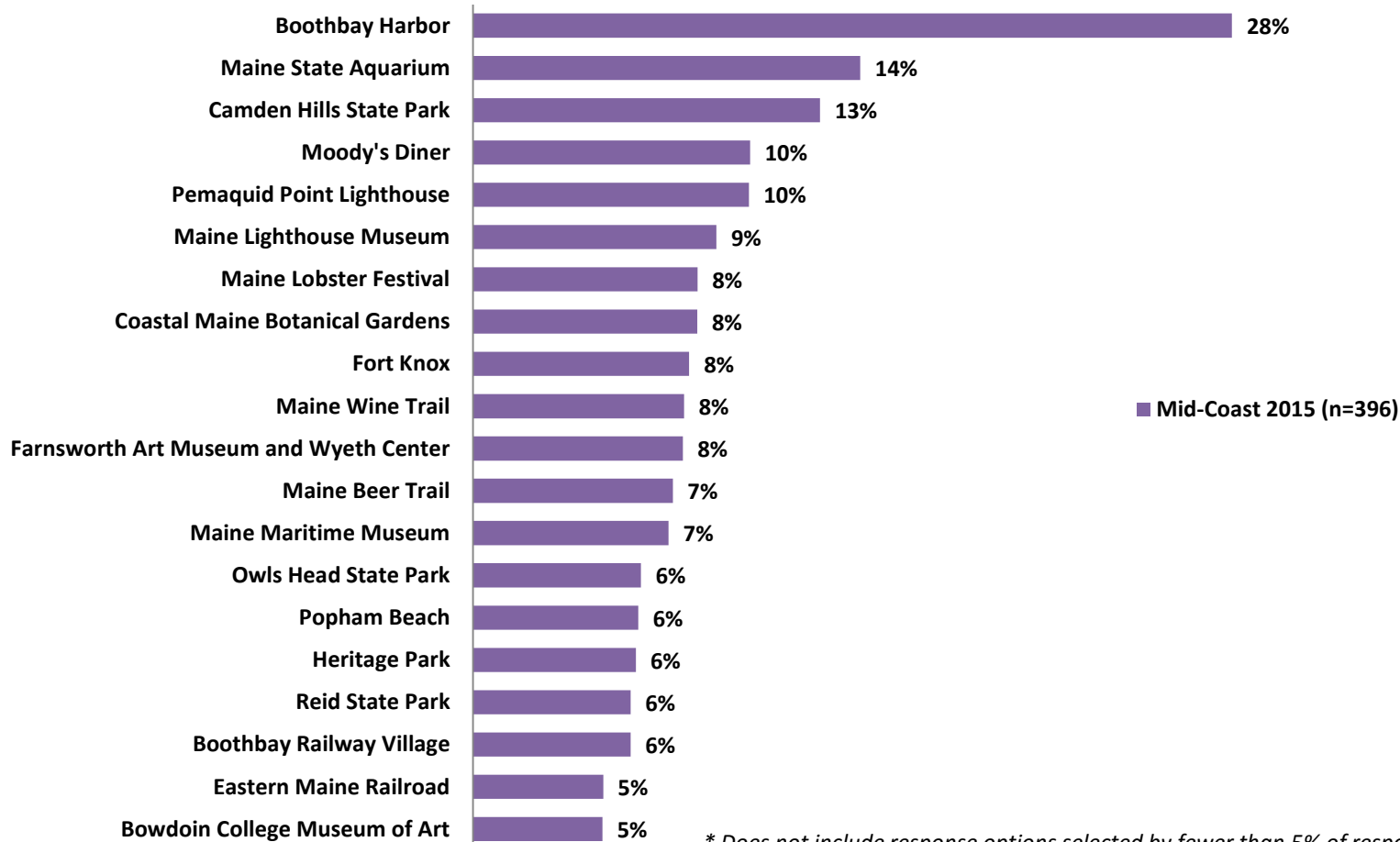
Q31. In which of the following activities did you participate during this trip? Please check all that apply.

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

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

Top Attractions/Locations Visited*



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

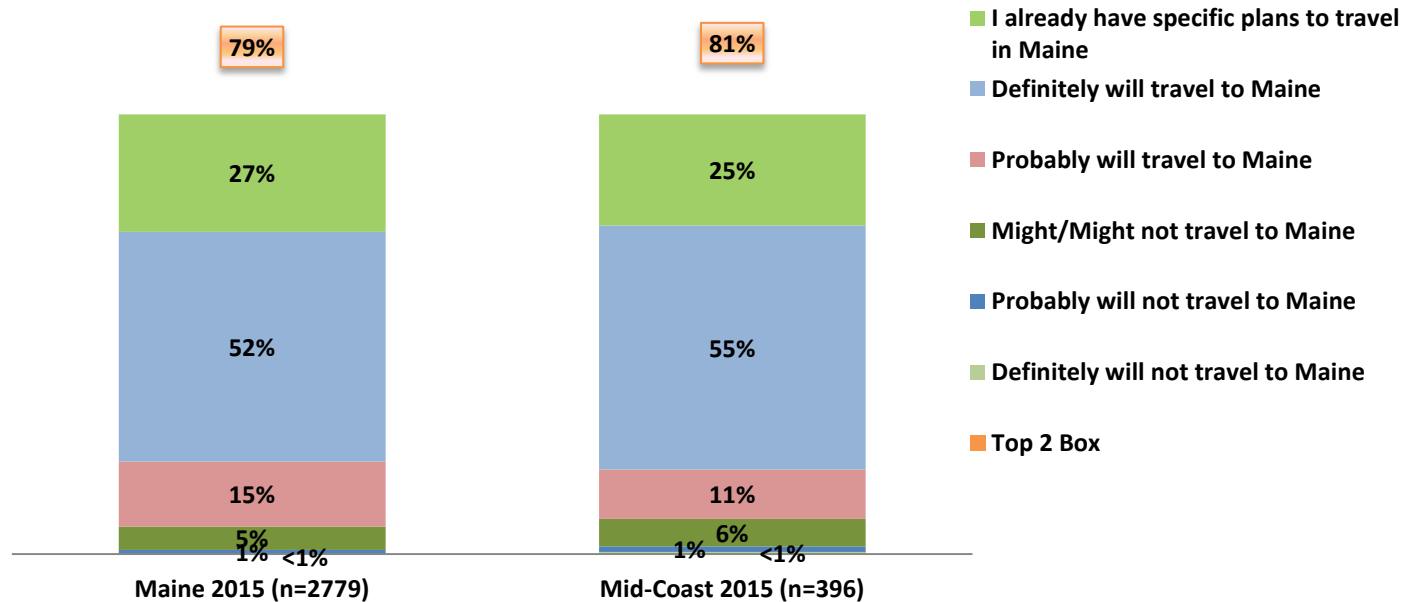
Q26: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

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

Future Travel Likelihood



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

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

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Day Visitors: *Traveler Description*



Day Visitor Demographics

- Day visitors to the Mid-Coast region average 51 years of age, earning about \$86,000 annually. Three in four have a college degree, and 56% are employed full-time. Two-thirds are married.
- Day visitors to the Mid-Coast region trend older compared to day visitors to Maine overall.

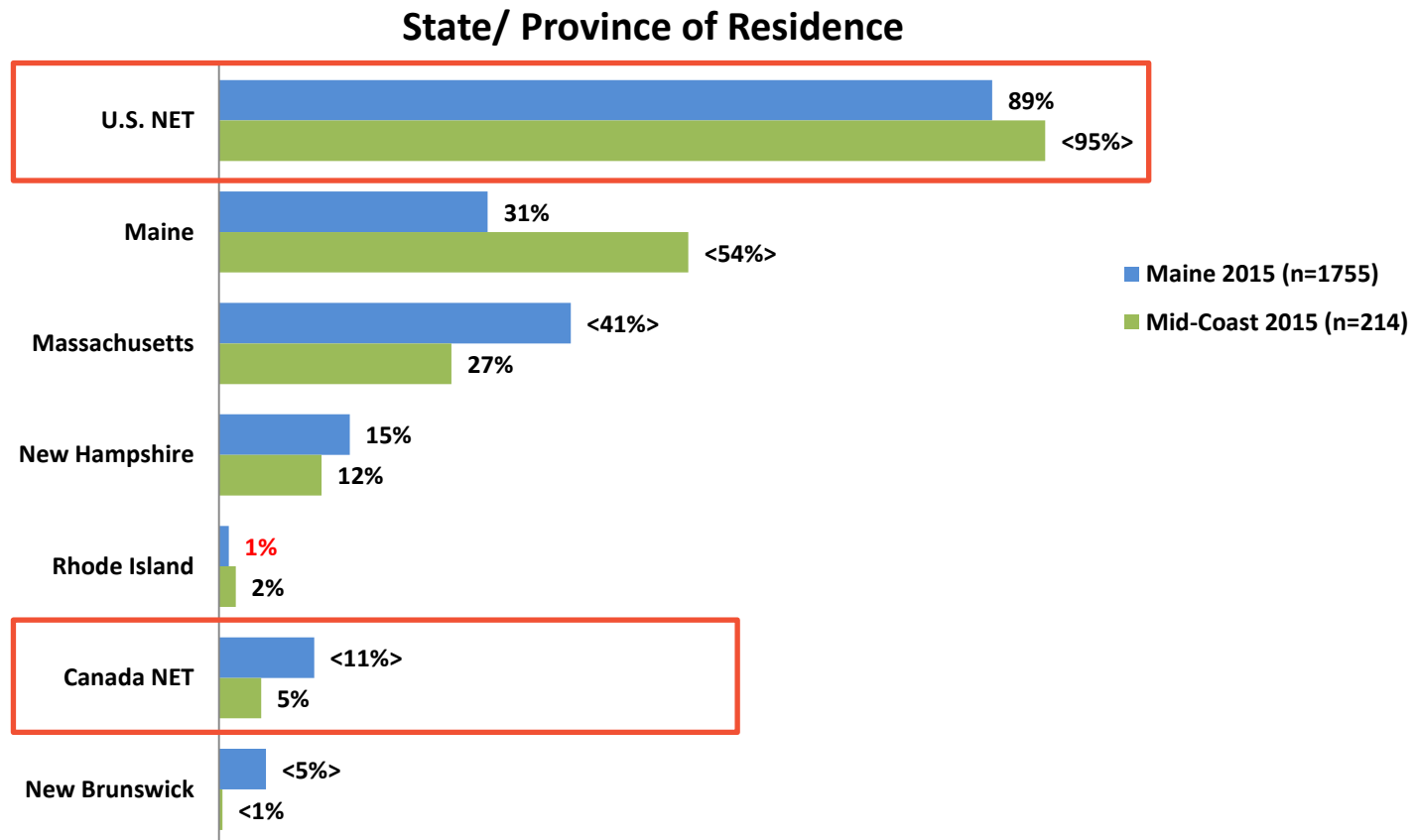
Day Visitors	Maine 2015 (n=1755)	Mid-Coast 2015 (n=214)
Age:		
< 35	<25%>	15%
35 - 44	16%	21%
45 - 54	21%	15%
55 +	38%	<49%>
Mean Age (Years)	48.0	<51.2>
Income:		
< \$50,000	22%	21%
\$50,000 - \$99,999	43%	47%
\$100,000 +	35%	32%
Mean Income (Thousands)	\$93,020	\$86,140
Female	62%	59%
College Degree or Higher	68%	74%
Married	60%	64%
Employed Full Time	55%	56%

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The majority of day visitors to the Mid-Coast region originate from Maine.

- The Mid-Coast region attracts a higher proportion of in-state day visitors compared to visitors to the State of Maine overall, while attracting a lower proportion of Canadian day visitors and day visitors from Massachusetts.



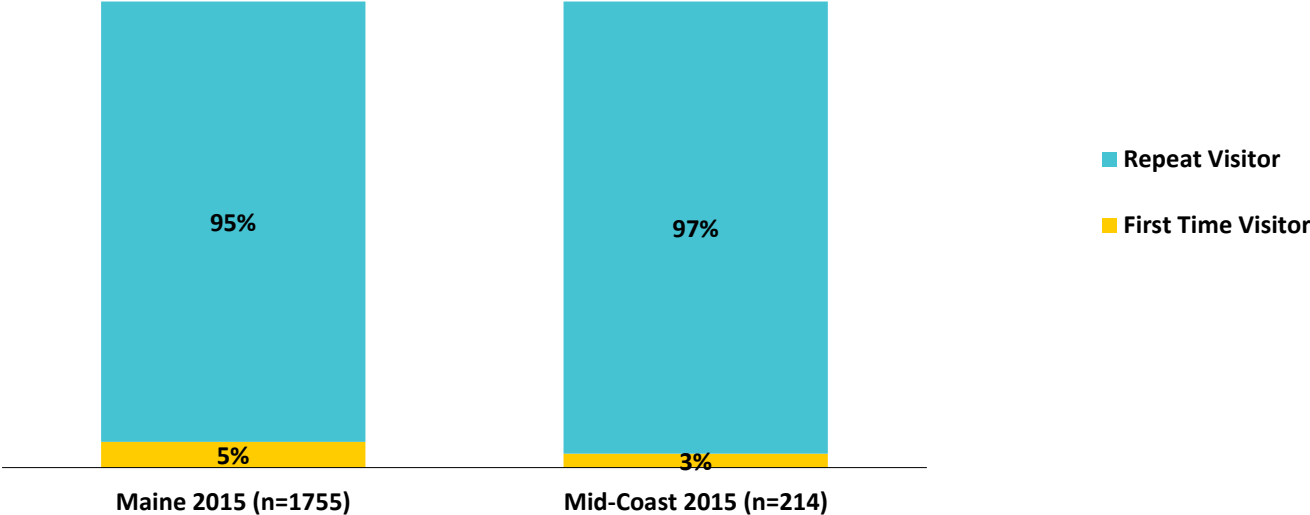
Q2. In what State or Province do you reside?

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Nearly all day visitors to the Mid-Coast region have visited Maine before.

Repeat vs. First Time Visitors



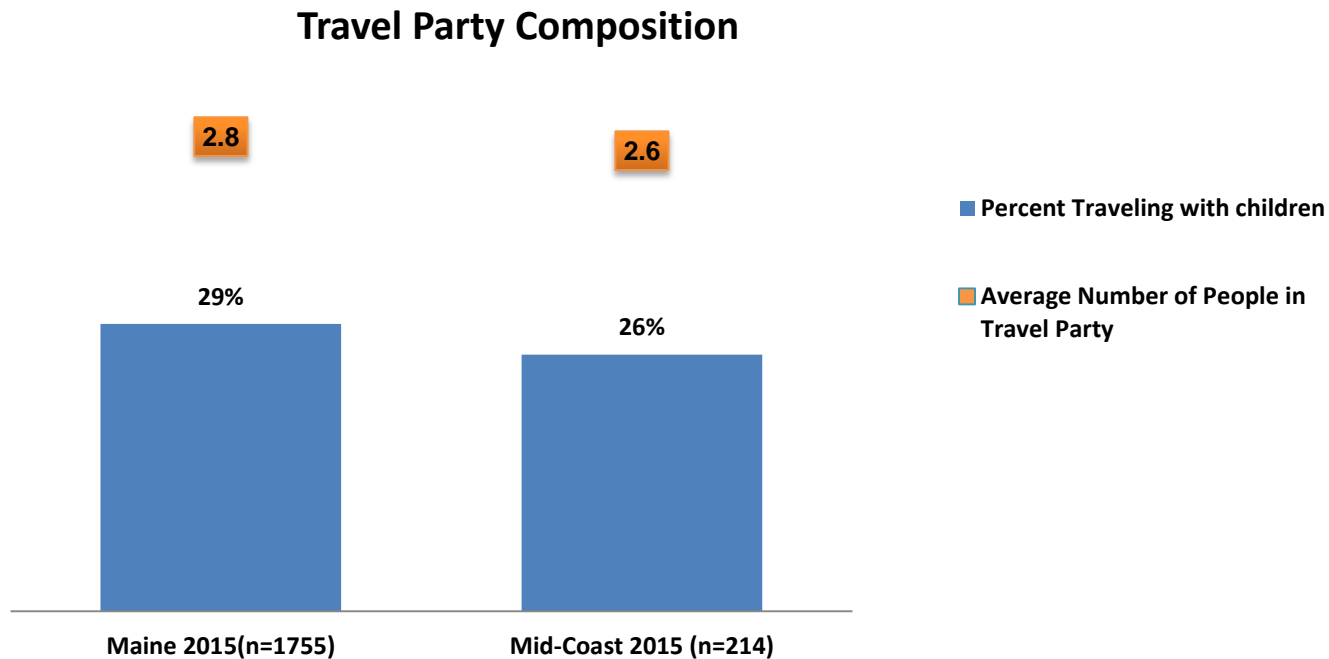
Q10. Was this your first trip to Maine?

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

<> 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 four day visitors to the Mid-Coast region travels with children.



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.

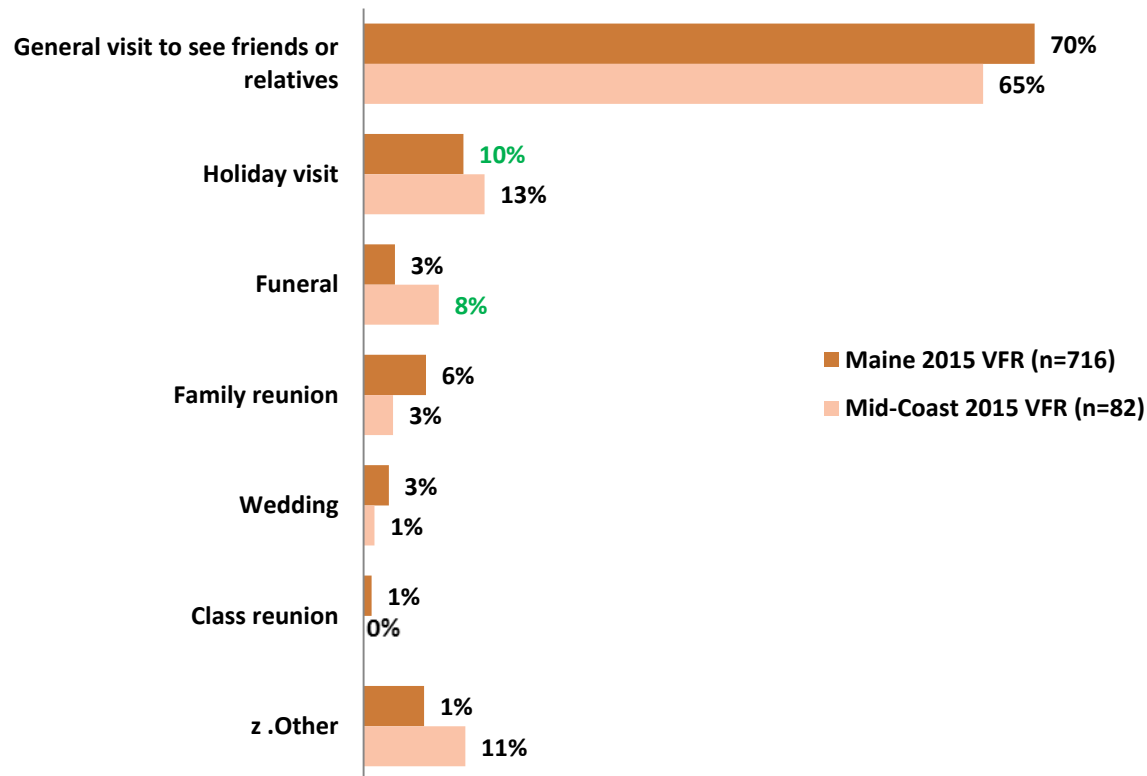
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitors: *Trip Experience*



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

Primary Purpose of Day VFR Trips



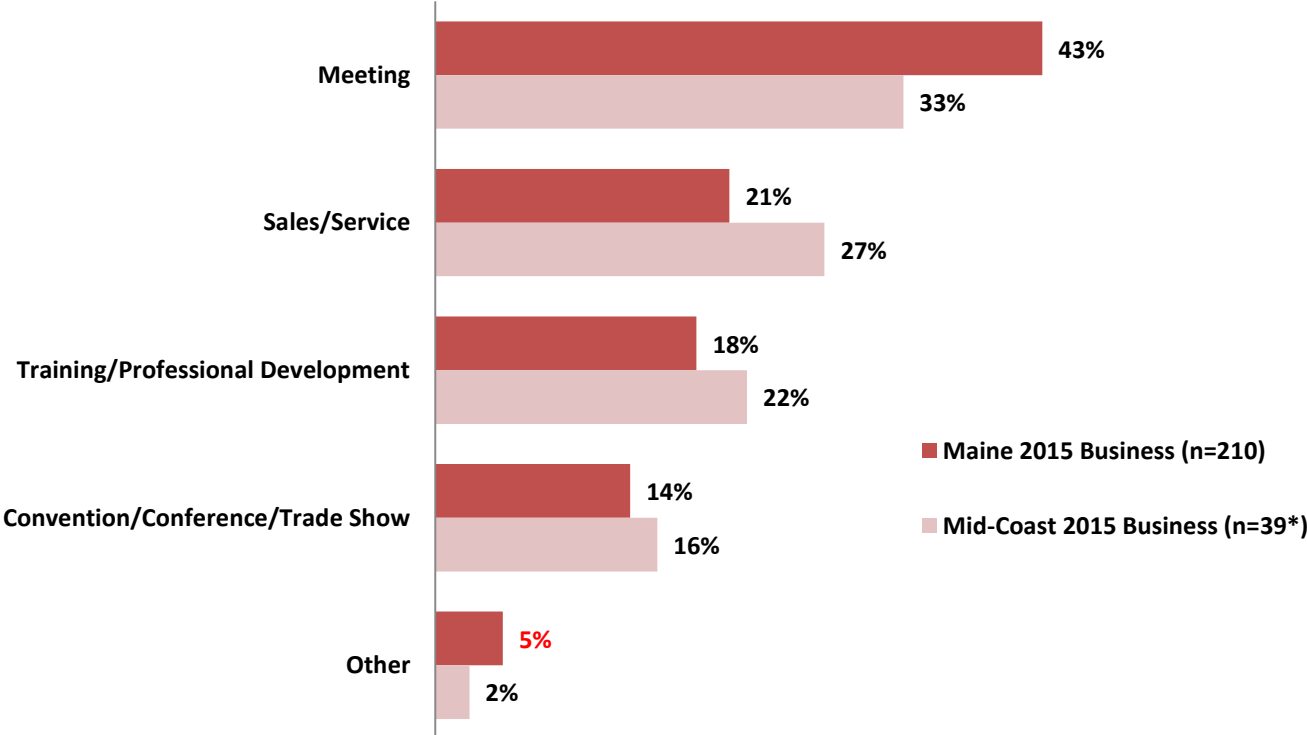
Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?

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Business day visitors to the Mid-Coast are most likely to be visiting for a meeting.

Primary Purpose of Day Business Trips

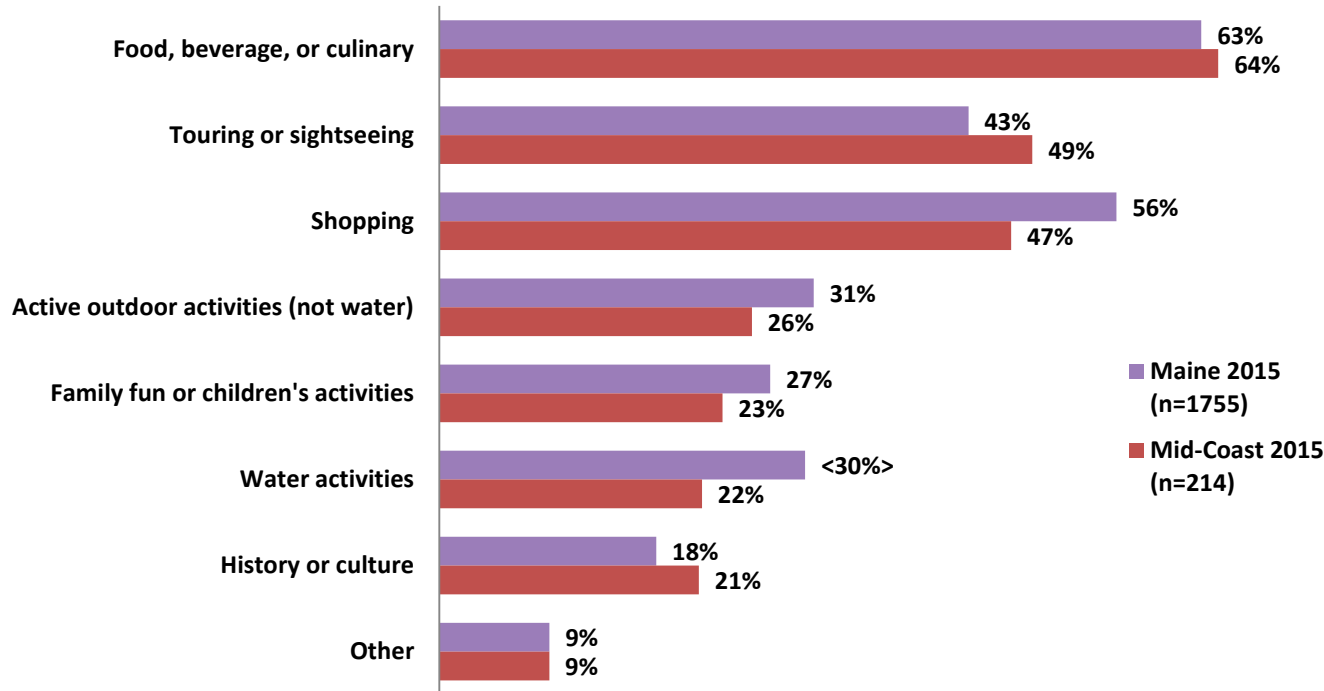


Q8. What was the primary purpose of your most recent business trip in Maine?
<> indicates a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.
*Please note small sample size.

Food/beverage/culinary activities are the most common interests pursued by Mid-Coast day visitors.

- Mid-Coast day visitors are less likely to be interested in pursuing *water activities* while visiting than are day visitors to the State as a whole.

2015 Interest Areas



Most Important Interest Area
Mid-Coast



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

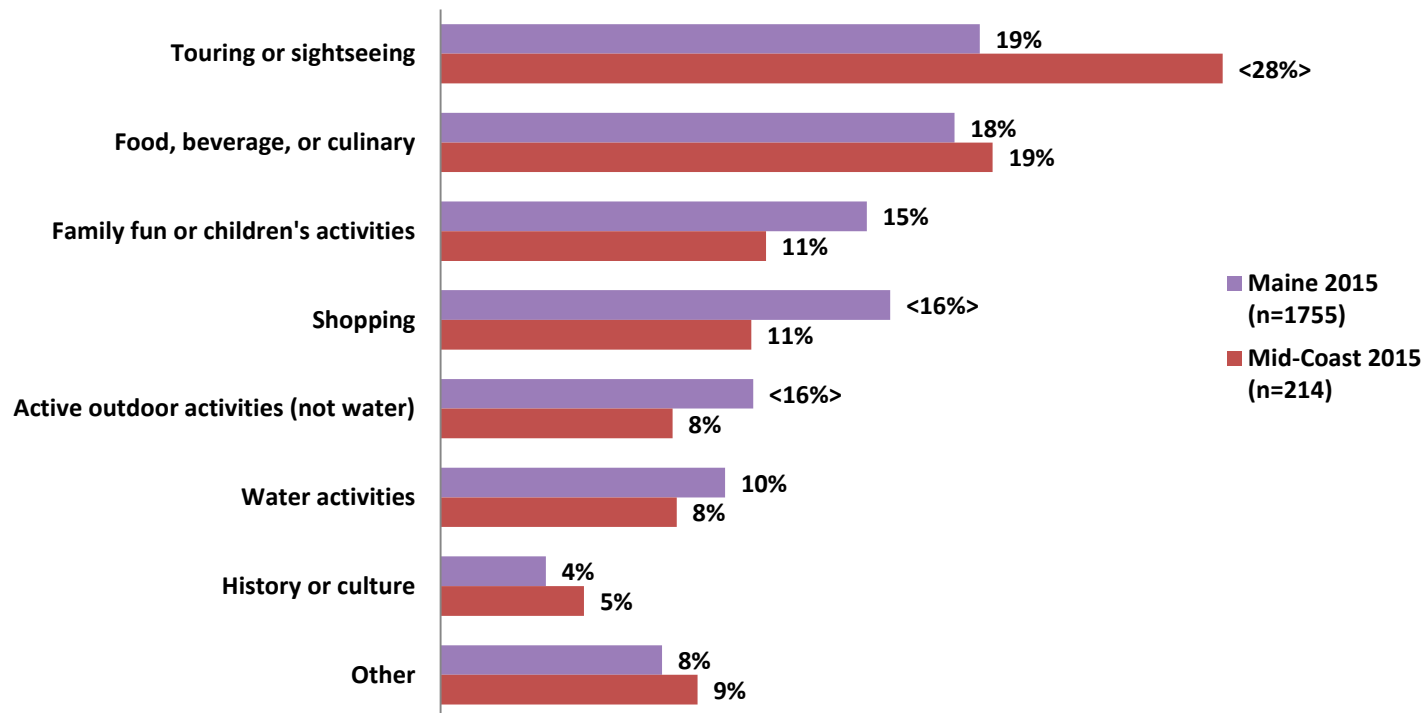
<> indicates a significant difference between subgroups at the 95% confidence level.

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

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

- When looking at both interest levels and importance in deciding to visit, Mid-Coast day visitors place more importance on *touring/sightseeing* and less importance on *shopping* and *active outdoor activities* than do day visitors to the State as a whole.

**2015 Interest Areas
Importance Index**



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

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

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

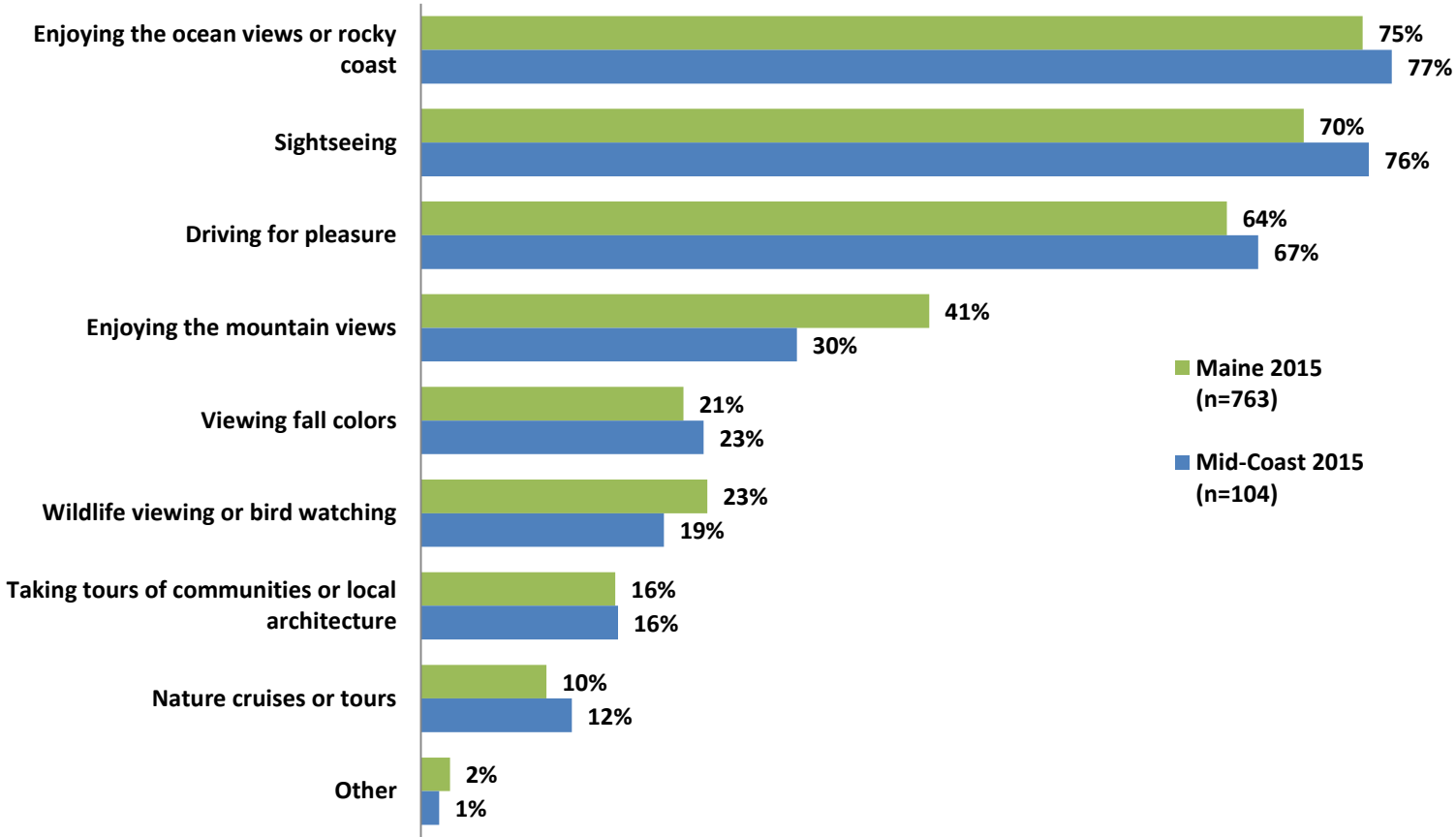
<> indicates a significant difference between subgroups at the 95% confidence level.

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

**A majority of Mid-Coast day visitors who are interested in touring/
sightseeing activities spent time *enjoying the ocean views or rocky
coast, sightseeing, and driving for pleasure.***

Touring or Sightseeing Activities

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



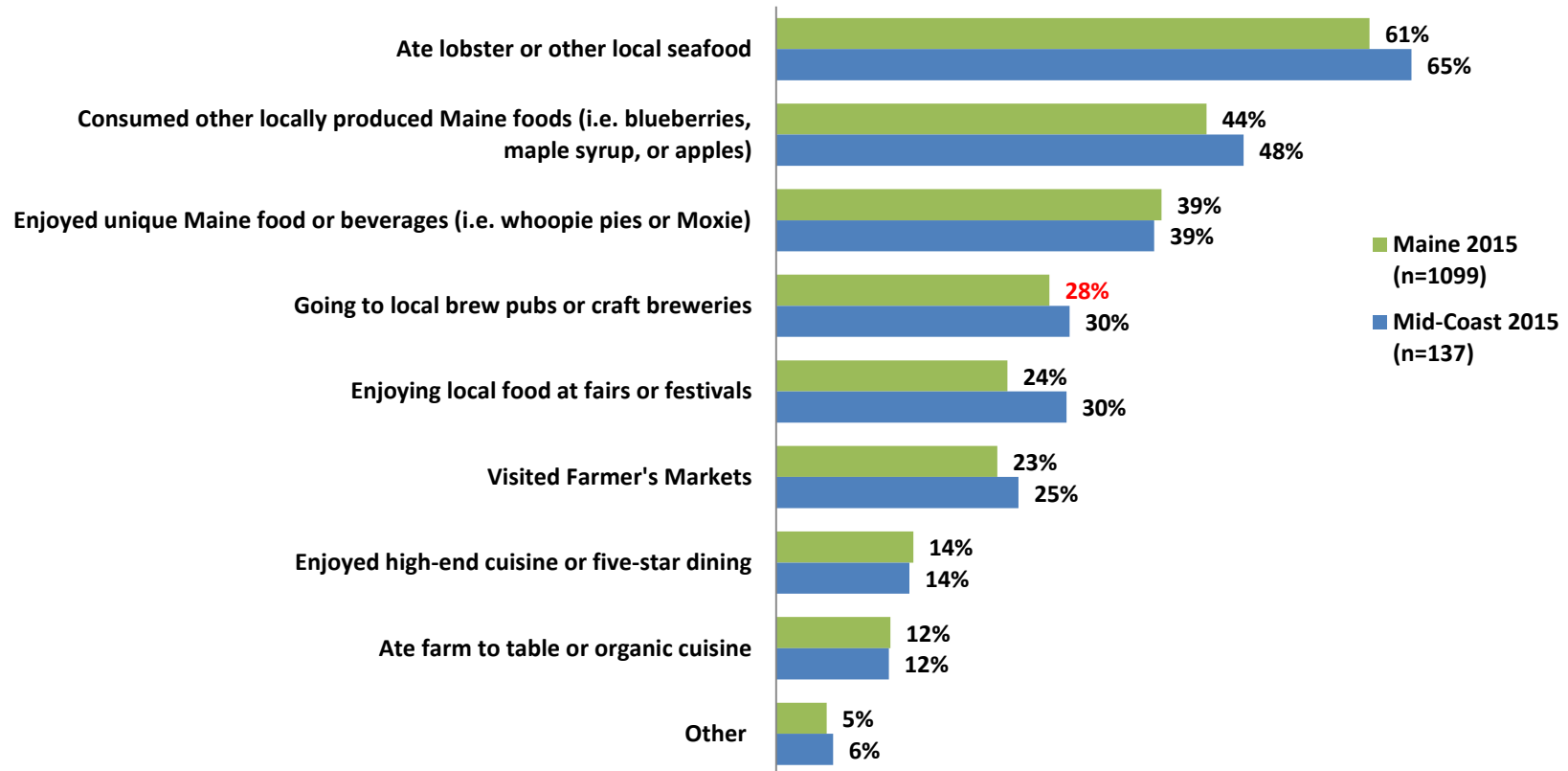
Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between subgroups at the 95% confidence level.
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 who are interested in food/beverage/culinary activities ate lobster or other local seafood while visiting the region.

Food, Beverage, or Culinary Activities

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



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

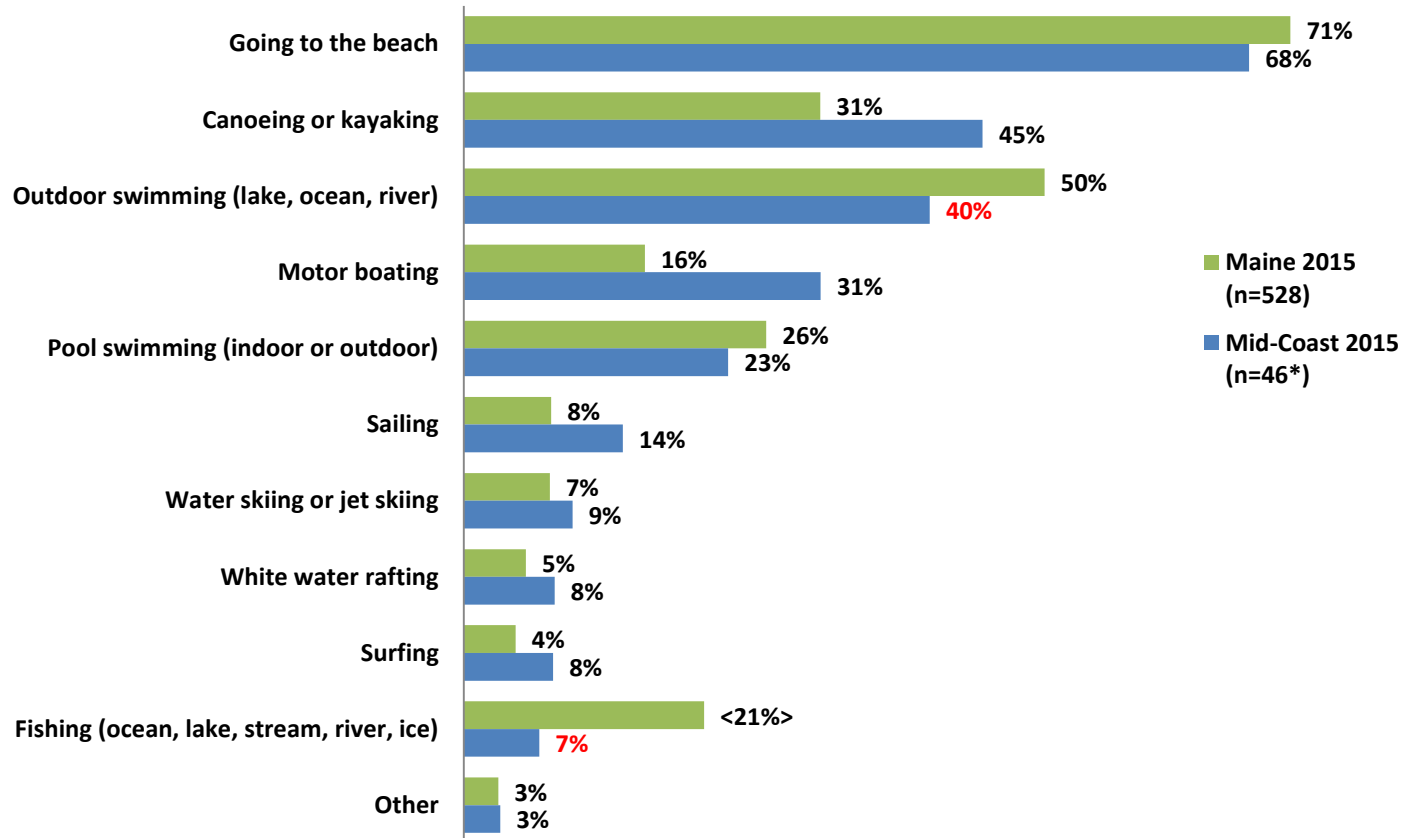
<> indicates a significant difference between subgroups at the 95% confidence level.

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 activity pursued by day visitors who are interested in water activities.

Water Activities

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



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

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

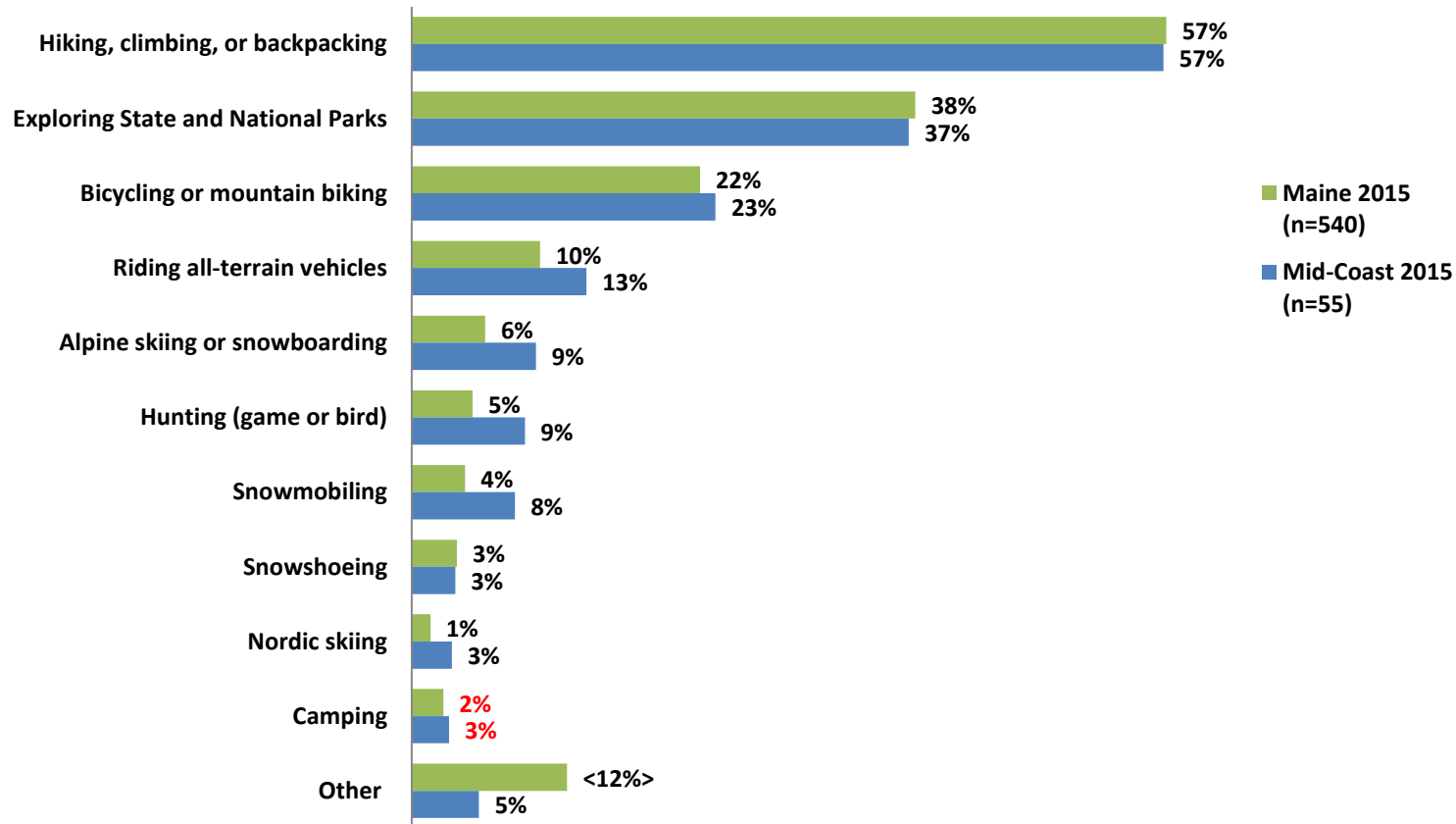
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.

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

Active Outdoor Activities – Non-Water

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



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

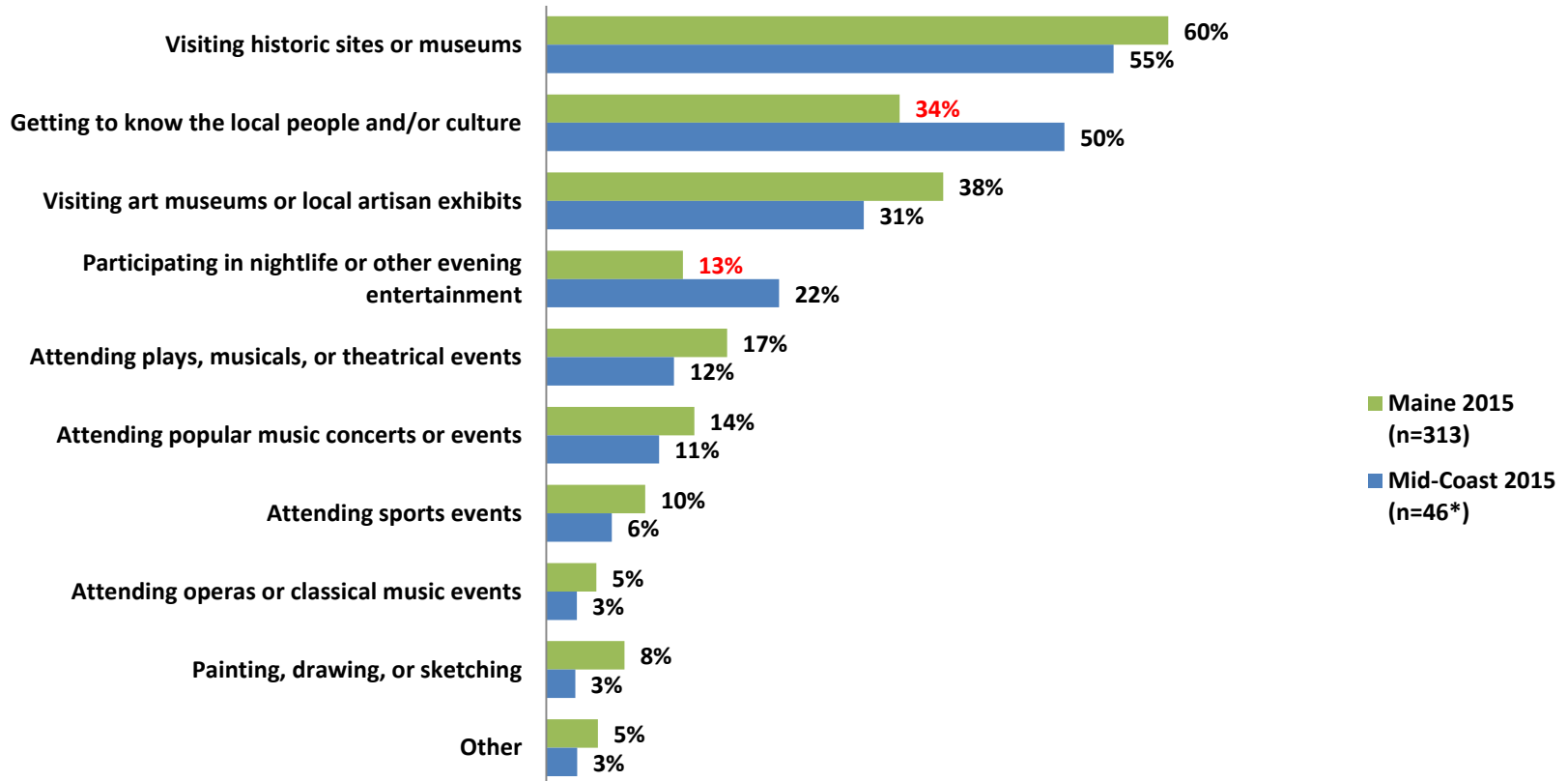
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Visiting historic sites or museums and getting to know the local people/culture are enjoyed by half of day visitors to the Mid-Coast region who are pursuing history or culture activities.

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.

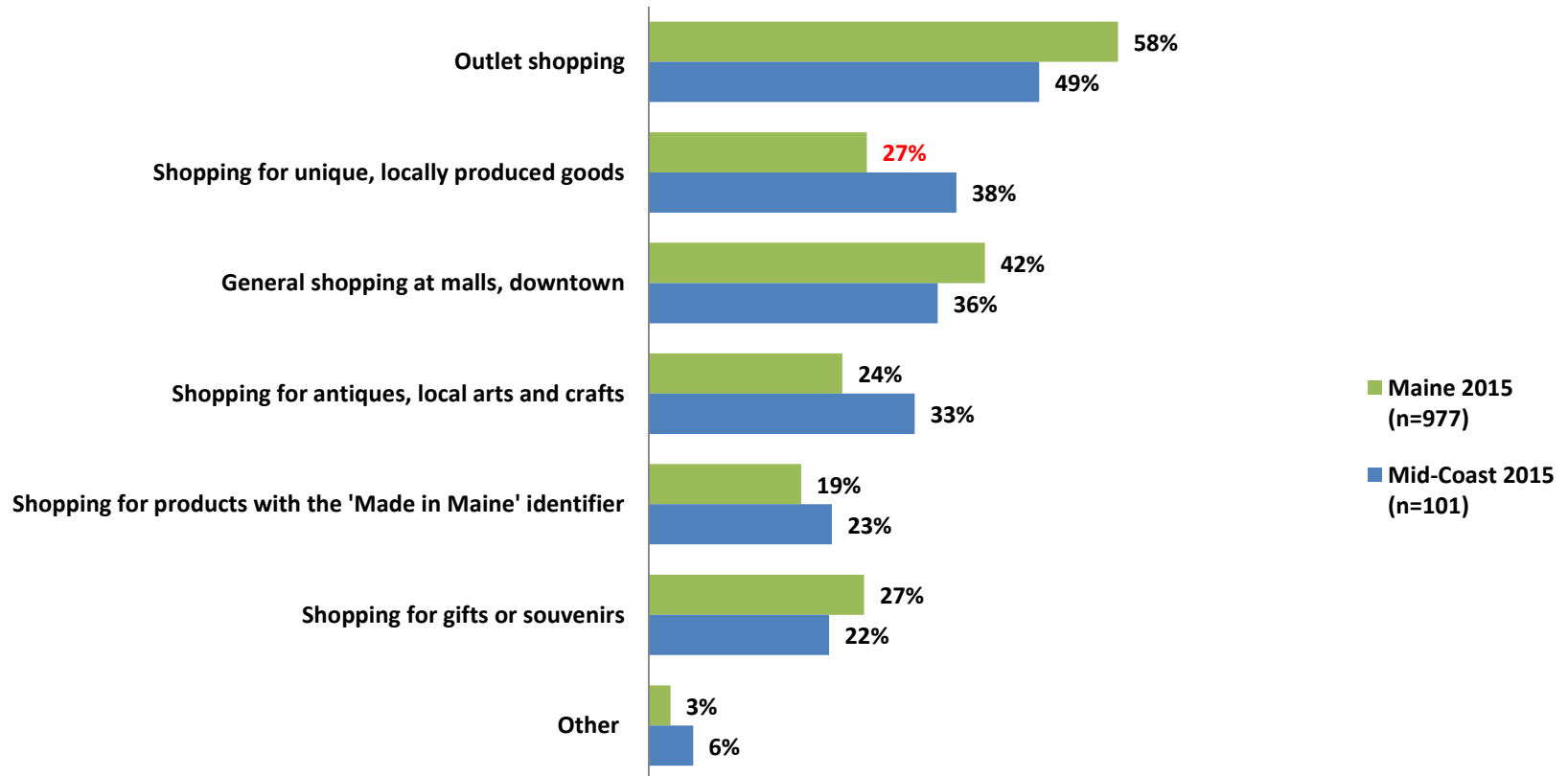
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size.

Outlet shopping is the most common shopping activity among Mid-Coast day 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.*

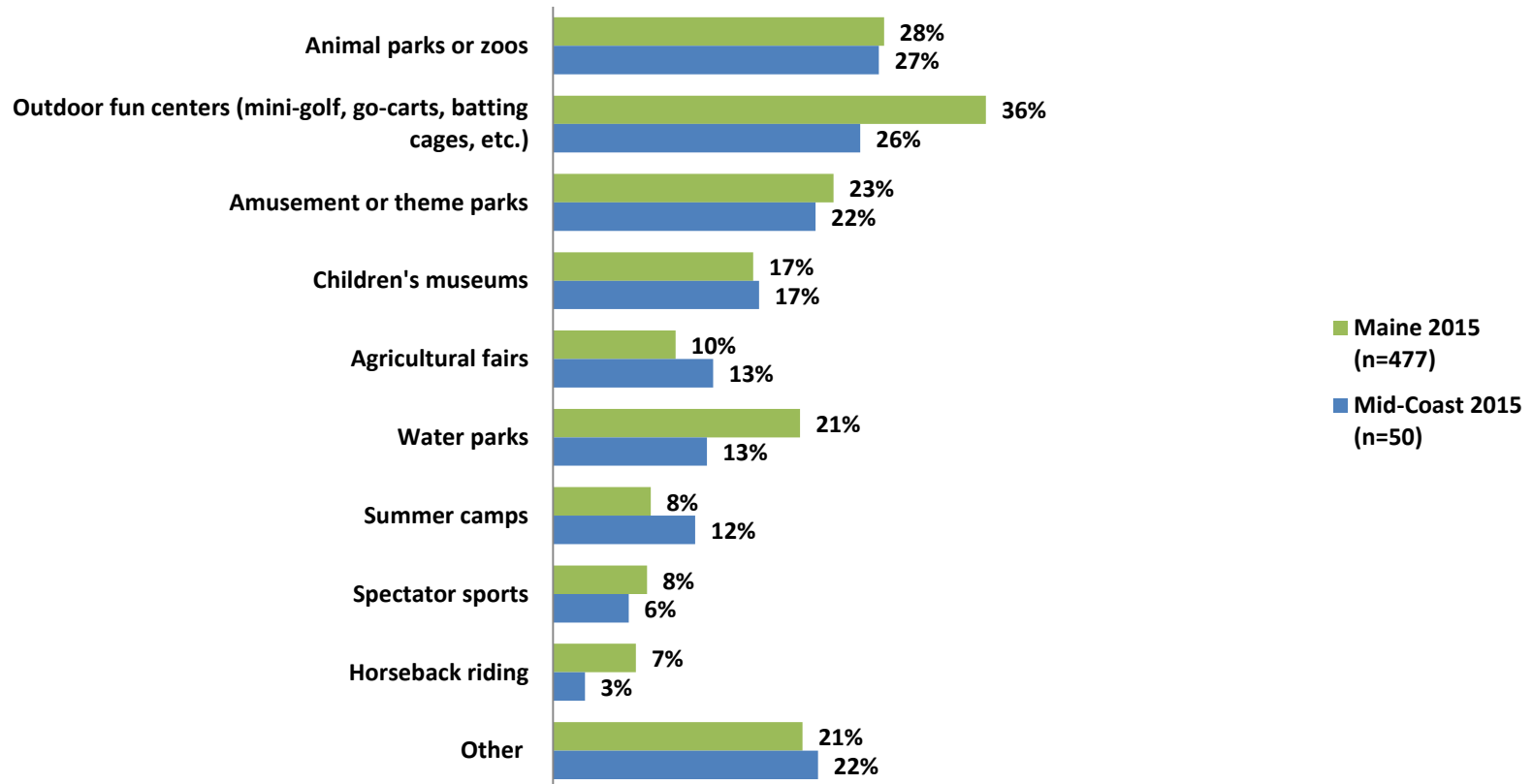
<> indicates a significant difference between subgroups at the 95% confidence level.

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

Day visitors to the region who are interested in family fun/children's activities are most likely to visit *animal parks or zoos* and *outdoor fun centers*.

Family Fun/Children's Activities

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



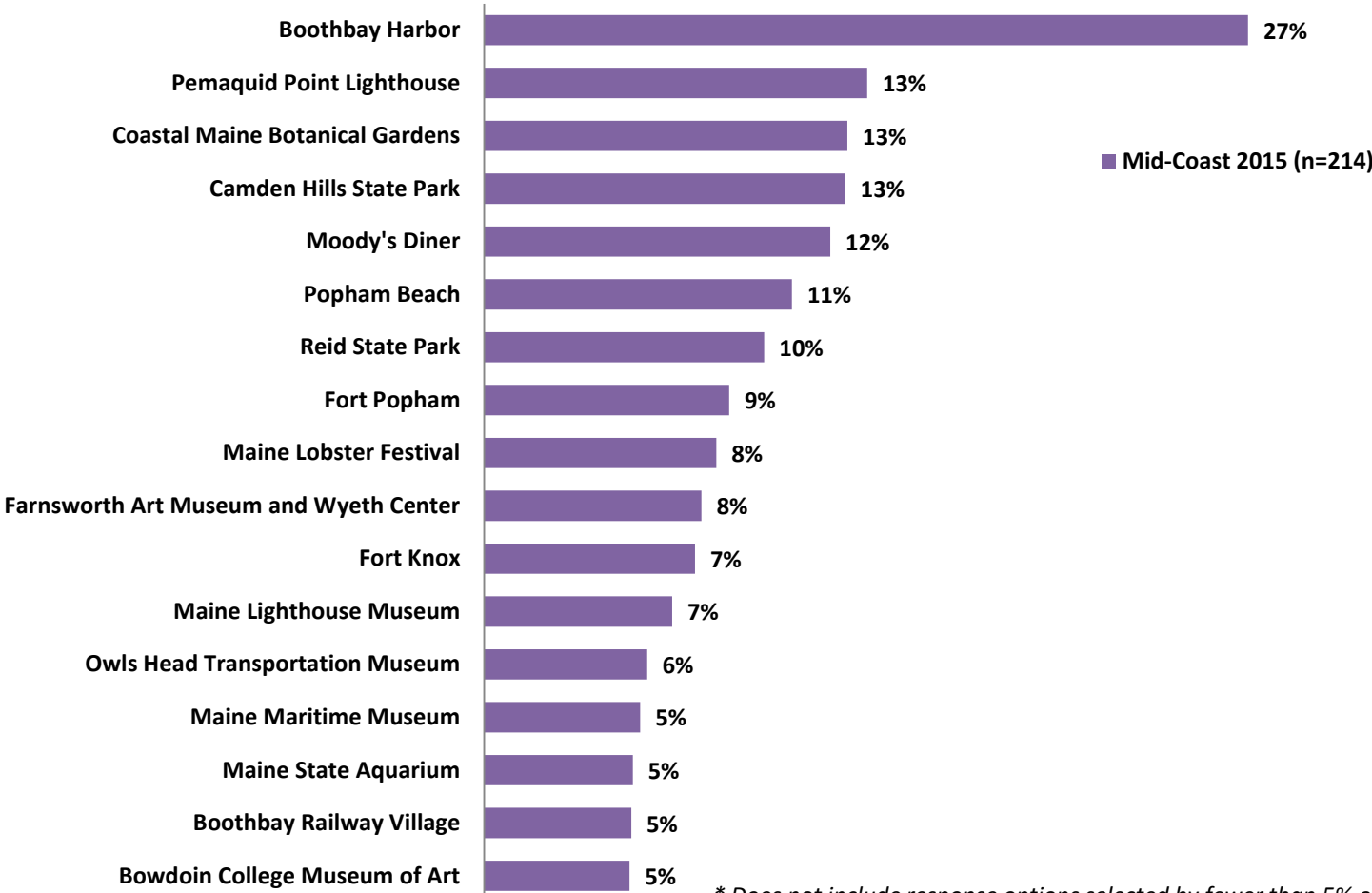
Q19. In which of the following activities did you participate during this trip? *Please check all that apply.*

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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-fourth of day visitors to the Mid-Coast region visits *Boothbay Harbor*.

Top Attractions/Locations Visited*



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

Comparison of *Mid-Coast* Visitors to Maine Visitors



Comparisons: Region vs. State

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

Visitor Origin

- A **higher proportion** of overnight and day visitors to the region from **the United States**.
- A **lower proportion** of day visitors to the region from **Canada**.
- A **higher proportion** of overnight and day visitors to the region from **Maine**.
- A **lower proportion** of day visitors to the region from **Massachusetts and New Brunswick**.

Comparisons: Region vs. State

- Highlights Continued:

Trip Interest Areas – Overnight Visitors

- Less likely to want to pursue **family fun/children’s activities** and **water activities**.

Trip Interest Areas – Day Visitors

- Less likely to want to pursue **water activities**.

Maine Trip Interests and Importance (Importance Index)

Day Visitors

- More likely to place importance on **touring or sightseeing activities**.
- Less likely to place importance on **shopping** and **active outdoor activities**.

Comparisons: Region vs. State

- Highlights Continued:

Trip Activities – Overnight Visitors

- **More likely to be:**
 - Enjoying the ocean views or rocky coast
 - Eat lobster or other local seafood
- **Less likely to be:**
 - Snowmobiling
 - Attending plays, musical, or theatrical events
 - Visiting outdoor fun centers (mini-golf, go-carts, batting cages, etc.)

Trip Activities – Day Visitors

- **Less likely to be:**
 - Fishing (ocean, lake, stream, river, ice)



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