



# Maine Office of Tourism Visitor Tracking Research 2017 Calendar Year Annual Report *Regional Insights: Downeast & Acadia*



*Prepared by*



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# Research Objectives and Methodology

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# Research Objectives and Methodology

Three distinct online surveys are used to accomplish the five primary goals of Maine’s visitor tracking research.

Research Objectives	Survey Instruments		
	National Travel Survey	Overnight Visitor	Day Visitor
Identify Maine’s share of the U.S. travel market	✓		
Estimate the number of visitors who come to Maine	✓	✓	✓
Provide a profile of Maine visitors		✓	✓
Estimate the amount of spending generated by tourism in Maine		✓	✓
Determine the Maine traveler’s level of satisfaction and view of Maine		✓	✓

## Description of Survey Instruments

### National Travel Survey

- Nationally representative sample of the U.S. population
- Surveyed bi-weekly

### Overnight Visitor Survey

- Sampled from core advertising markets: New England, NJ, NY, PA, MD, DE, DC, and Canada
- Have taken an overnight trip to Maine in the last four weeks
- Surveyed monthly

### Day Visitor Survey

- Sampled from Maine and a 100-mile radius of Maine’s borders
- Have taken a day trip greater than 50 miles from home in the last four weeks
- Surveyed monthly

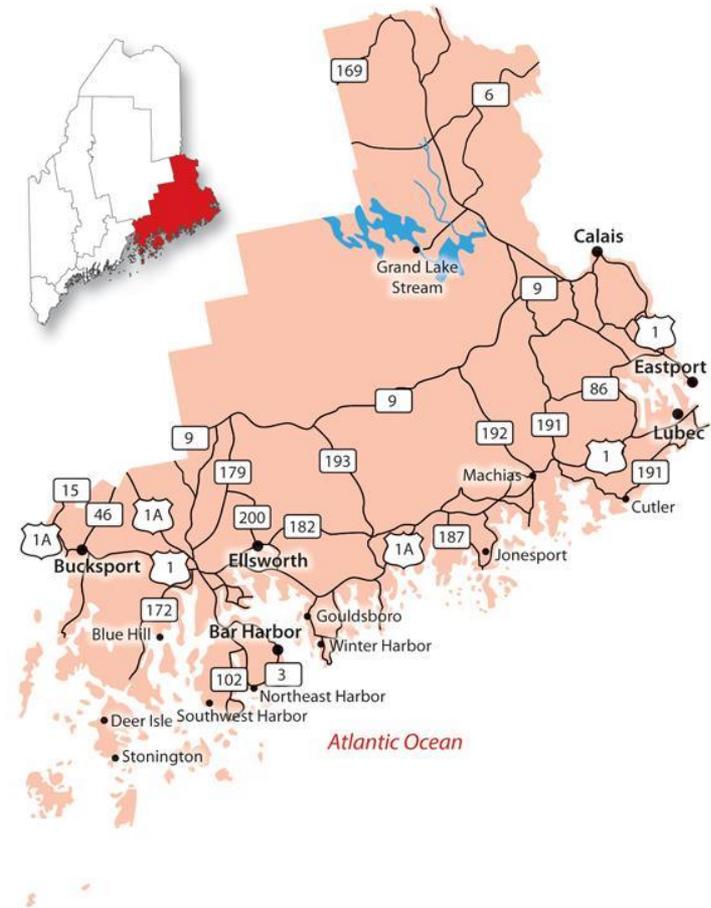
# Research Objectives and Methodology

- Survey results were collected during calendar year 2017, for travel to Maine occurring between December 2016 and November 2017. The number of respondents participating in each survey statewide is:

Research Component	2017 Completed Surveys
Overnight Visitor Survey	2,922
Day Visitor Survey	1,782
National Travel Survey	22,070

# Research Objectives and Methodology

- The following report provides a profile of visitors and their trips to the **Downeast & Acadia** tourism region during 2017, including:
  - 451 overnight visitors, and
  - 223 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 < >. *(A statistically significant difference means the observed difference is more than would be expected by chance 95 out of 100 times.)*
- Statistically significant differences between 2016 and 2017 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

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# Overnight Visitor Demographics

- Overnight visitors to the Downeast & Acadia Tourism region average between 40 and 41 years old and have average annual household incomes of \$96,000. Seven in ten have a college degree, a much higher proportion than for visitors to the State as a whole. Two-thirds are employed full-time.

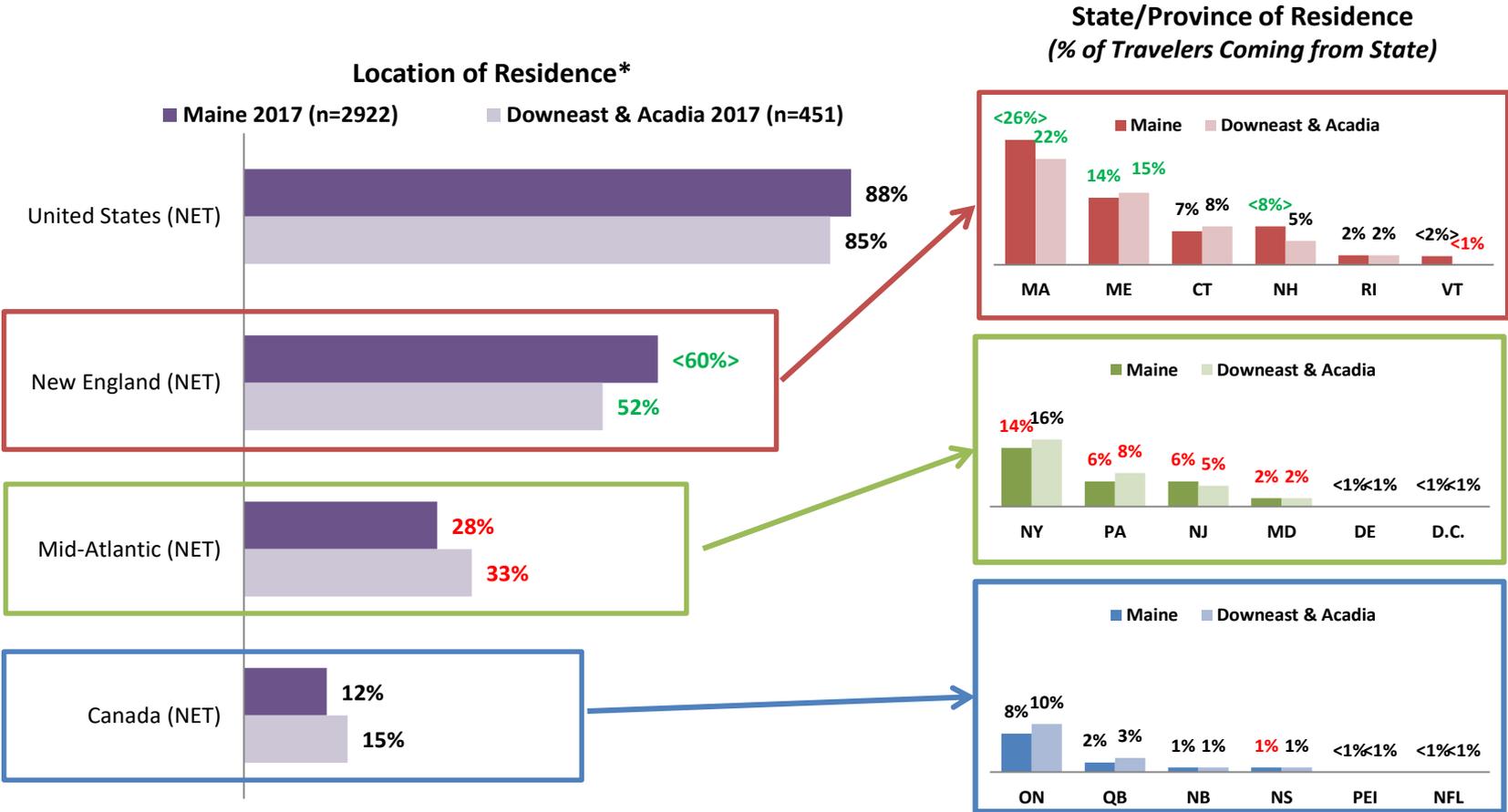
Overnight Visitors	Maine 2017 (n=2922)	Downeast & Acadia 2017 (n=451)
Age:		
< 35	39%	39%
35 - 44	23%	24%
45 - 54	16%	14%
55 +	22%	23%
Mean Age (Years)	40.7	40.5
Income:		
< \$50,000	23%	22%
\$50,000 - \$99,999	43%	44%
\$100,000 +	34%	34%
Mean Income	\$92,700	\$95,800
Female	70%	67%
College Degree or Higher	65%	<71%>
Married	50%	56%
Employed Full-Time	62%	64%

<> indicates a significant difference between this region and the State 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.

# Half of overnight visitors to the Downeast & Acadia region are from New England.

- The proportion of New England residents visiting the Downeast & Acadia region is lower than for the State of Maine overall.



\*Regions/states/provinces of residence reported here reflect the geographic target area included in the Visitor Profile surveying. Though people from other areas of the country do visit Maine, this study only includes those residing in Maine's core advertising markets.

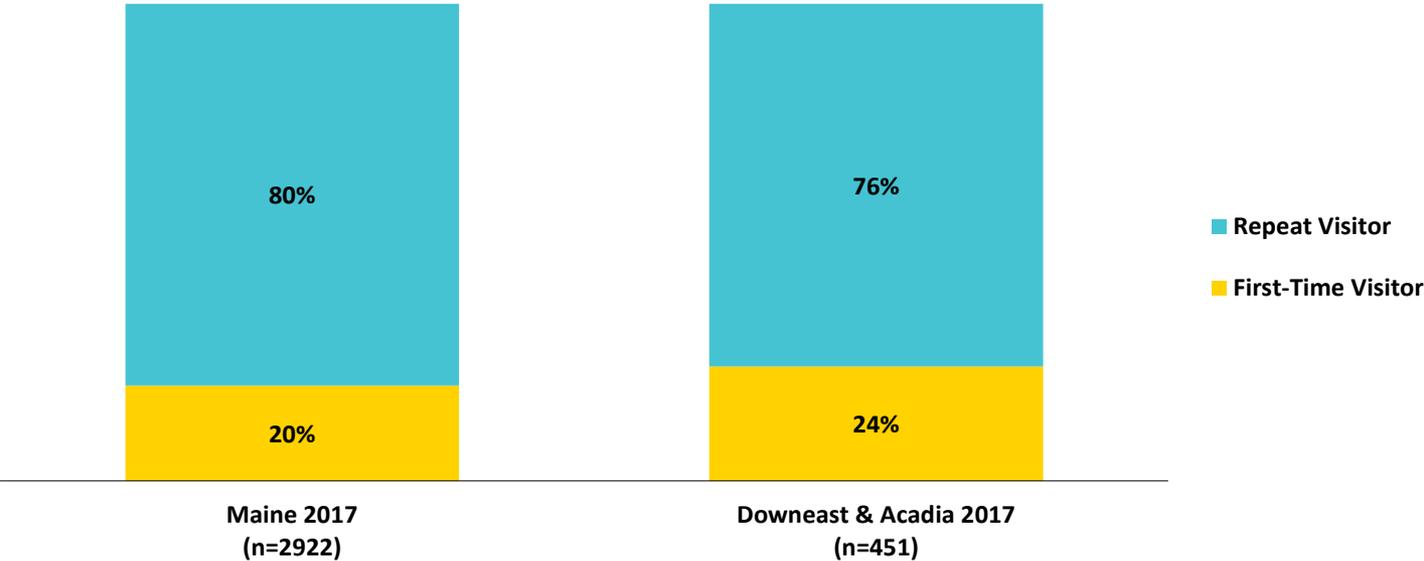
<> indicates a significant difference between this region and the State at the 95% confidence level.

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



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

### Repeat vs. First-Time Visitors

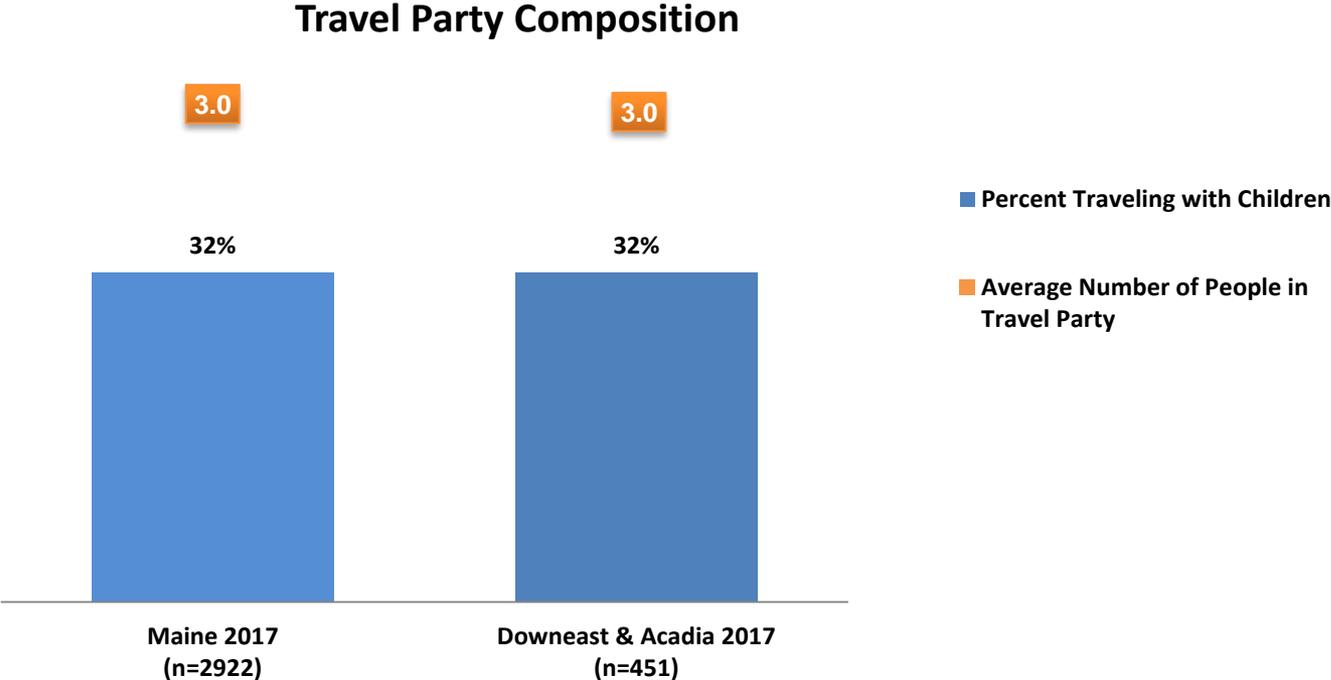


Q11. Was this your first visit in Maine?

<> indicates a significant difference between this region and the State 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 Downeast & Acadia region are traveling with children.



Q24. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip to Maine?

Q25. How many of these people were: Children?

<> indicates a significant difference between this region and the State at the 95% confidence level.

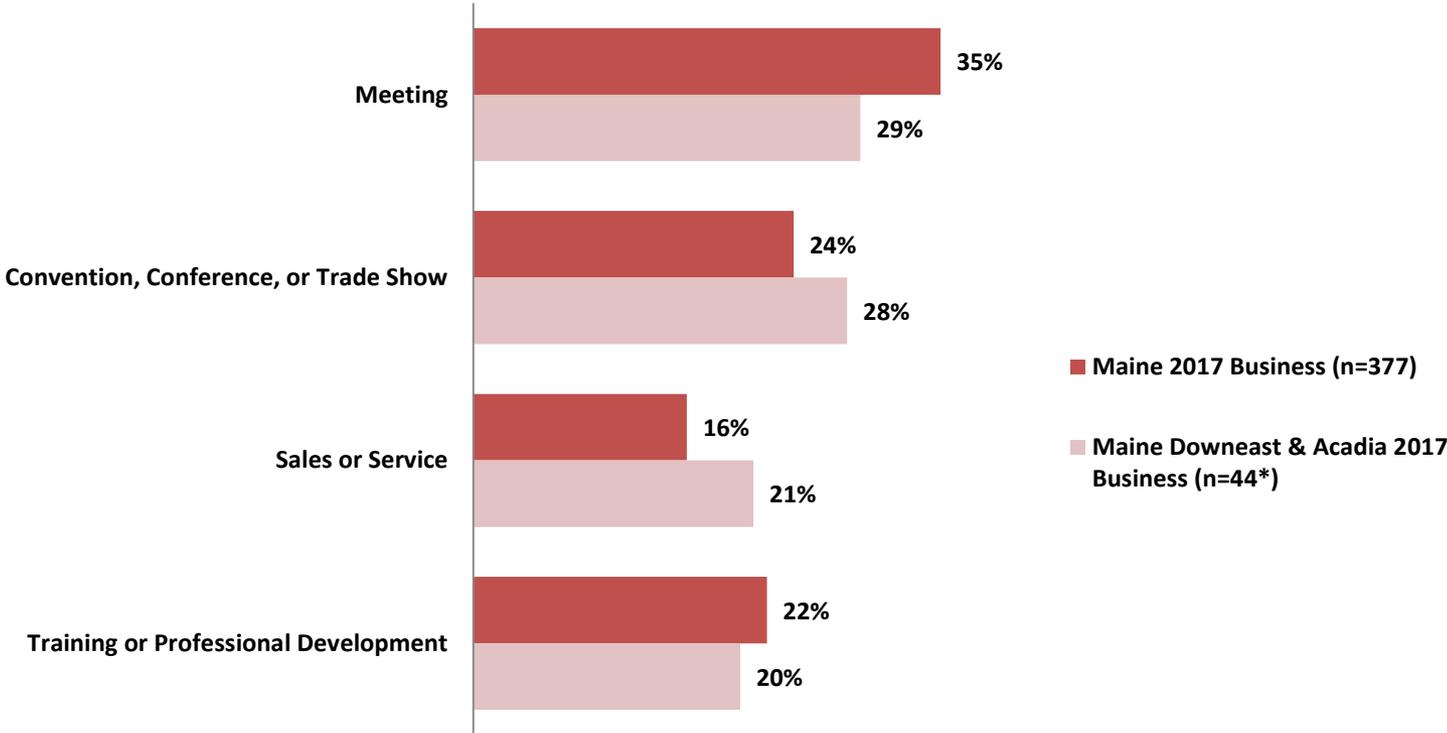
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Overnight Visitors: Trip Experience

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# There are a variety of reasons for overnight business trips to the Downeast & Acadia region.

### Primary Purpose of Overnight Business Trips



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

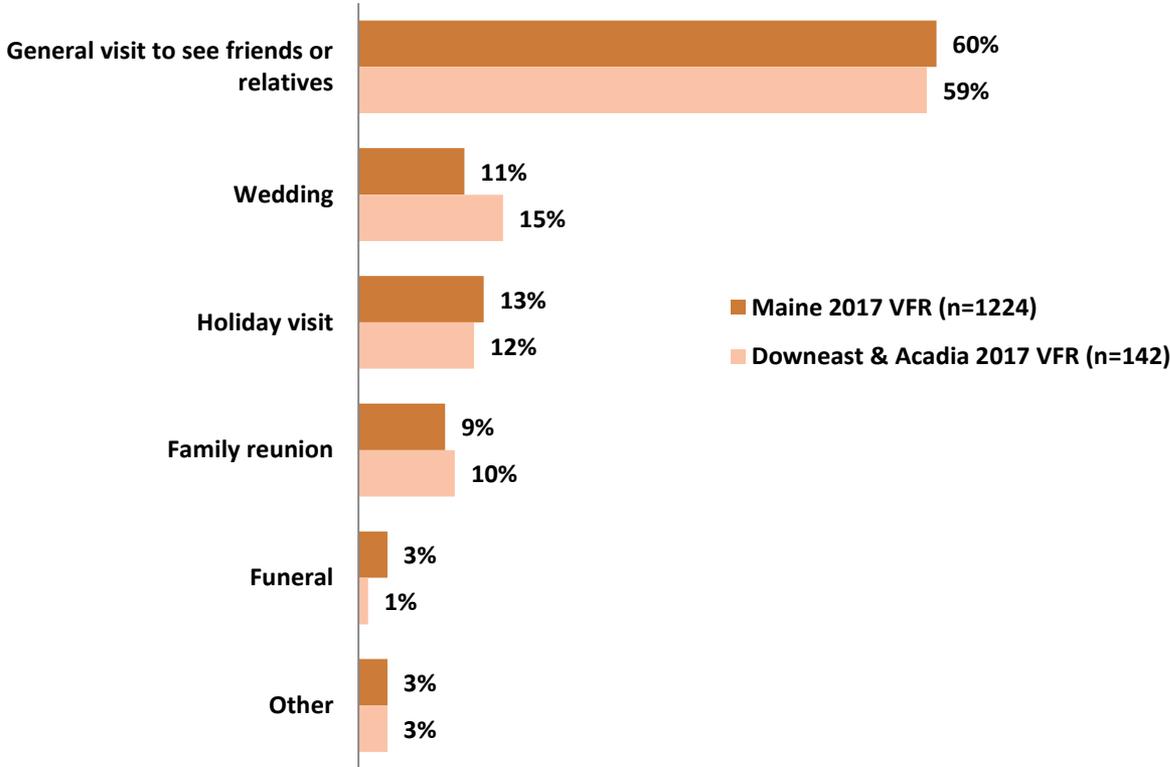
<> indicates a significant difference between this region and the State at the 95% confidence level.

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. Use caution when interpreting results.

# The majority of overnight VFR visitors cite a *general visit to see friends/relatives* as their 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?

<> indicates a significant difference between this region and the State at the 95% confidence level.

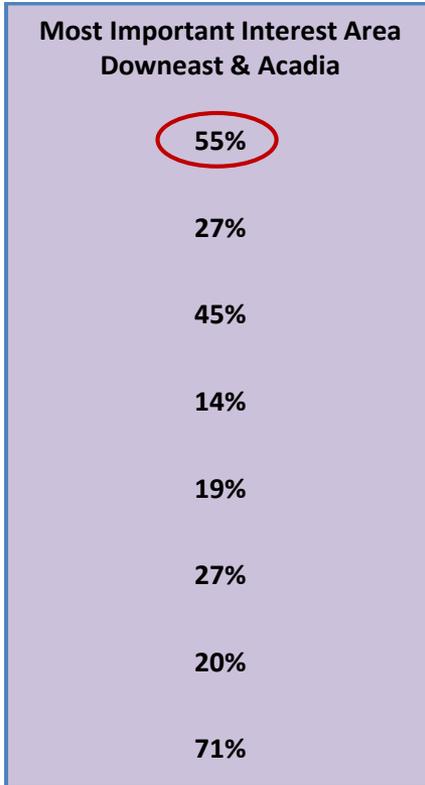
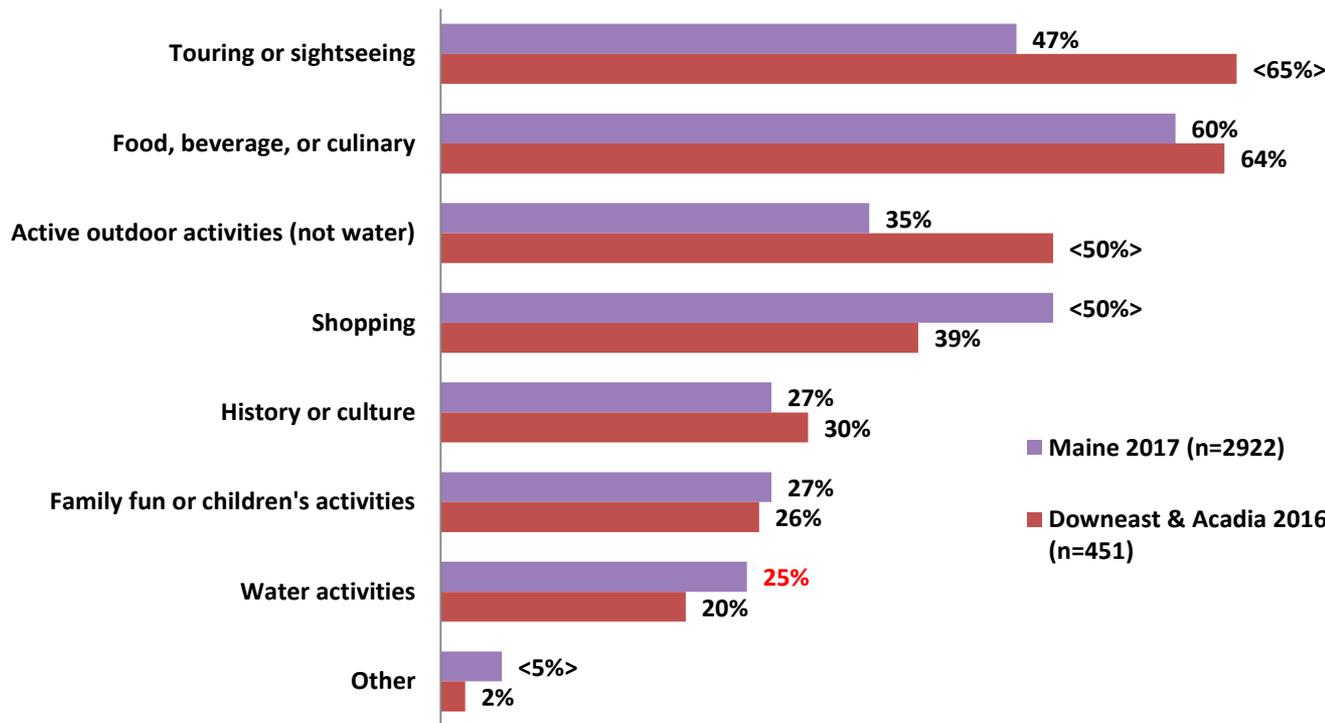
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

\*VFR = Visiting Friends and Relatives

# Two-thirds of overnight visitors to the region are interested in *touring or sightseeing* or *food/beverage/culinary* 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*.
- More than half of visitors listing *touring/sightseeing* as an interest area indicate that it was the most important consideration in their decision to visit.

2017 Interest Areas



Q35. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

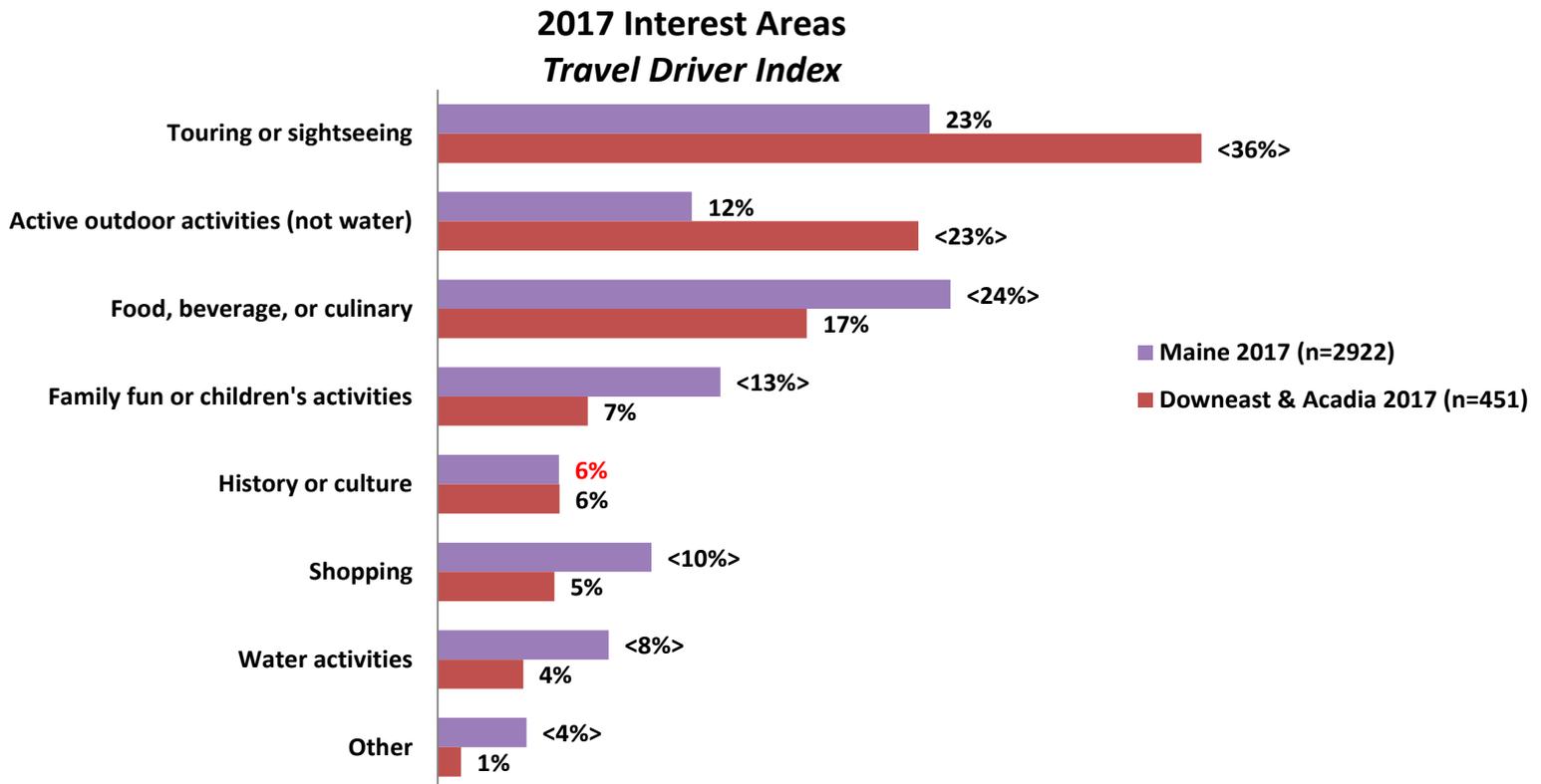
Q36. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 15

<> indicates a significant difference between this region and the State 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 considering both interest and importance in deciding to visit, *touring/sightseeing* ranks highest among overnight visitors.

- *Touring/sightseeing* activities and *active outdoor (non-aquatic)* activities are more of a visitation driver for Downeast & Acadia visitors than for visitors to the State as a whole.
- Many other activities are less popular for visitors to this region than for visitors to the State as a whole.



*Travel Driver Index* = percentage selecting category as interest area X percentage ranking same interest area as most important

Q35. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

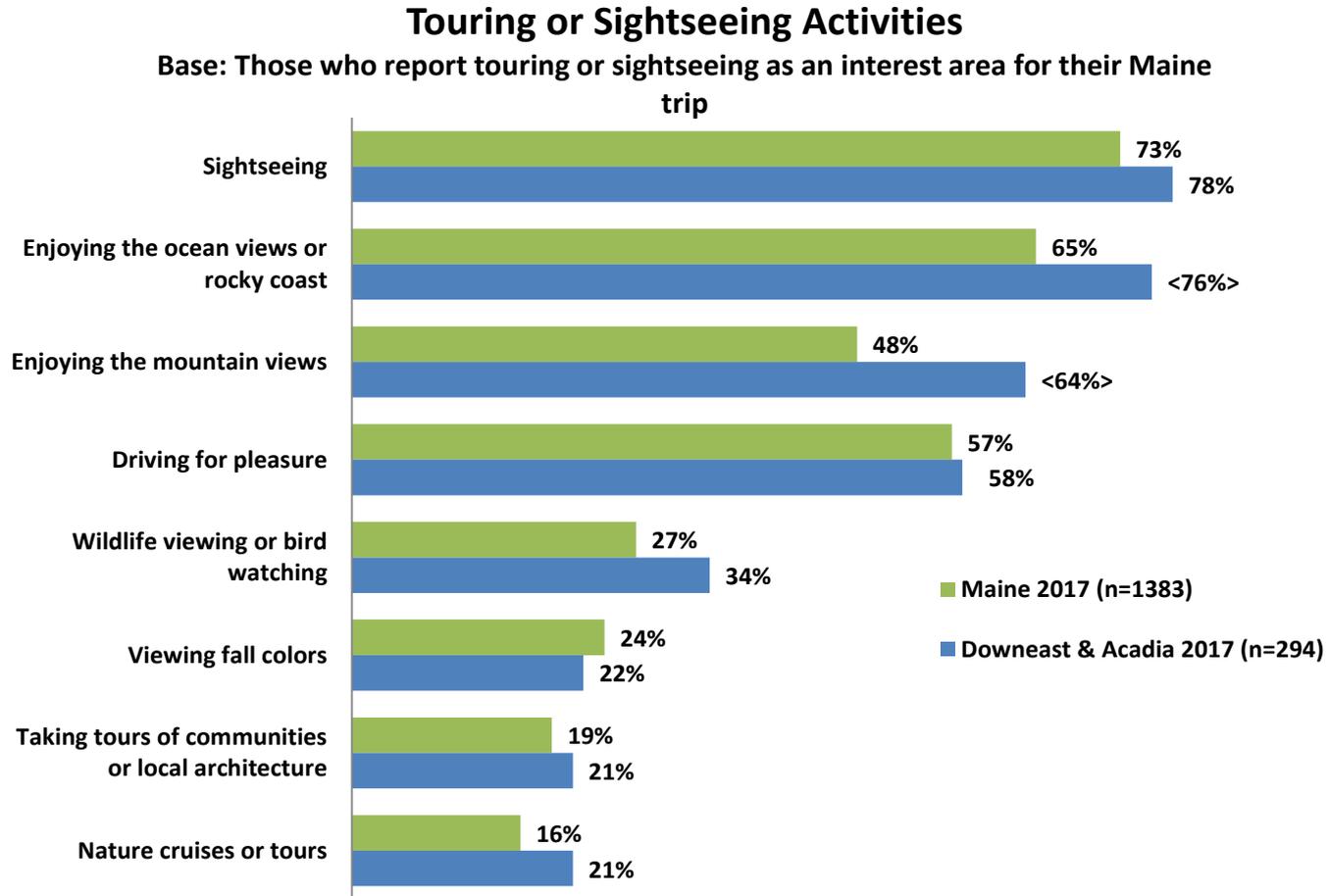
Q36. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 16

<> indicates a significant difference between this region and the State 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-fourths of visitors interested in touring/sightseeing do some general sightseeing or enjoy the ocean views/rocky coast while visiting.

- 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*.



Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between this region and the State at the 95% confidence level.

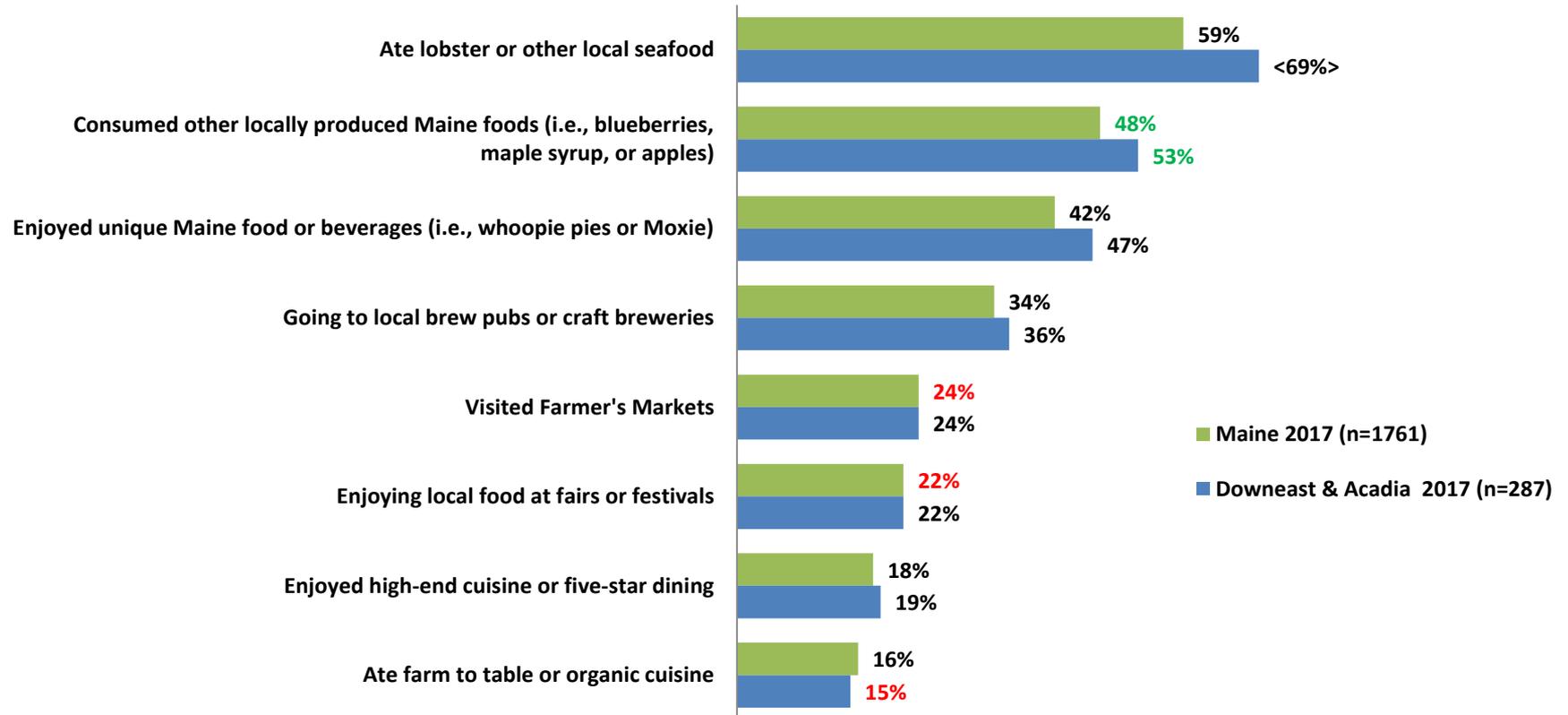
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Eating lobster/other local seafood is the most common activity among overnight visitors interested in food/beverage/culinary activities.

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

## Food, Beverage, or Culinary Activities

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



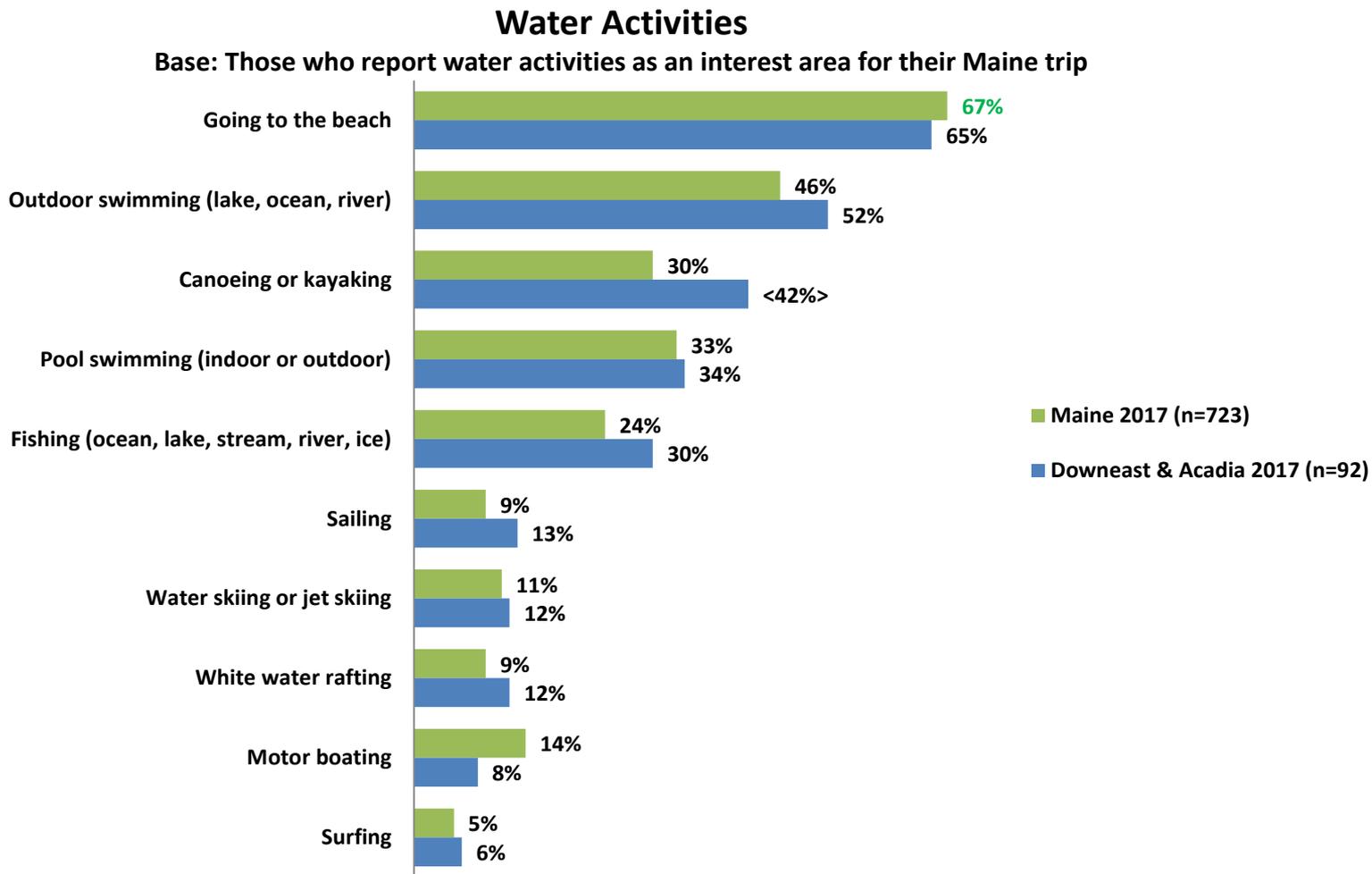
Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

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## Going to the beach is the most common water activity pursued by overnight visitors to the Downeast & Acadia region who are interested in water activities.

- Canoeing or kayaking is more popular among overnight visitors to the Downeast & Acadia region than among visitors to the State as a whole.



Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between this region and the State at the 95% confidence level.

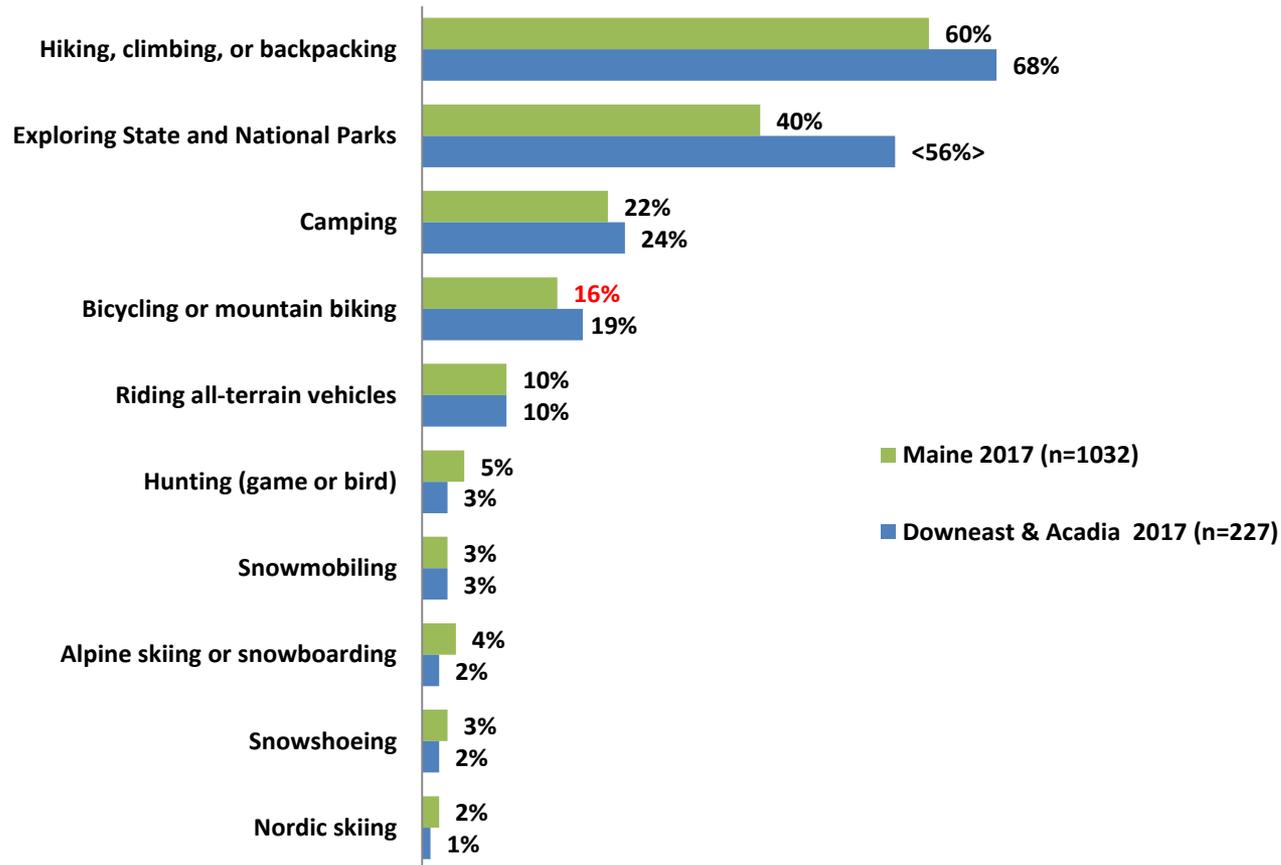
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# The most common active outdoor activity among overnight visitors is hiking/climbing/backpacking.

- Predictably, overnight visitors to the Downeast & Acadia region are more likely than visitors to the State of Maine overall to *explore State and National Parks*.

## Active Outdoor Activities – Non-Water

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



Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

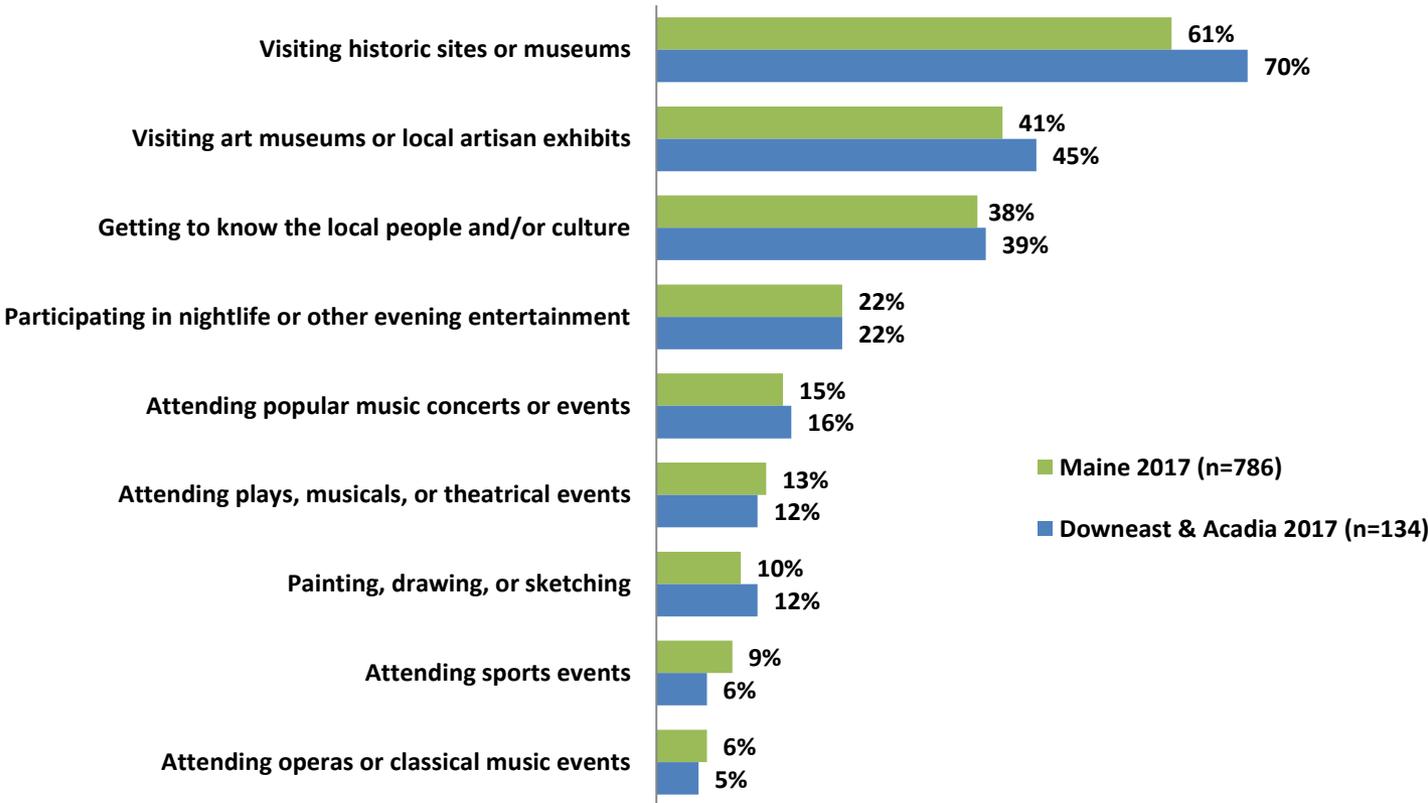
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

# Visiting historic sites/museums is the most popular cultural activity among overnight visitors who are interested in history/culture.

## History or Culture Activities

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



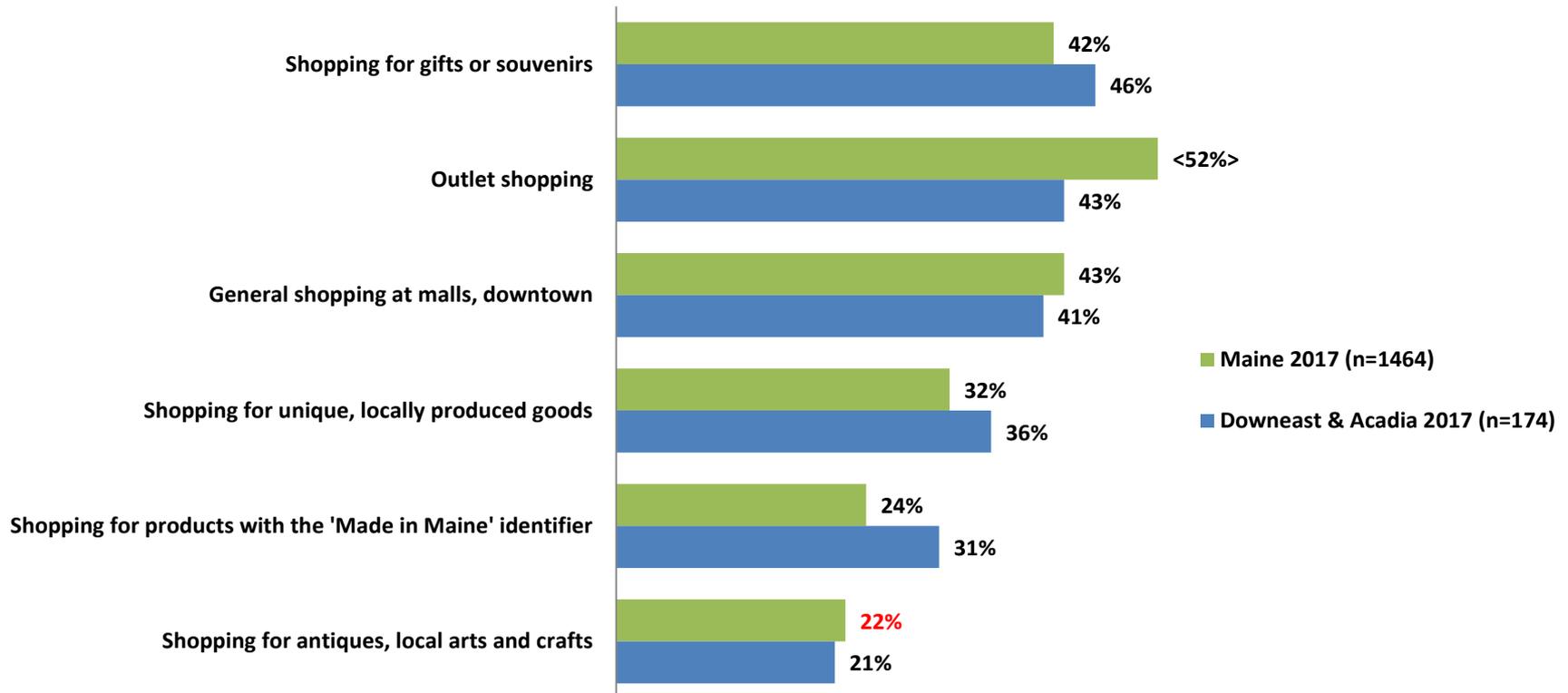
Q37. In which of the following activities did you participate during this trip? Please check all that apply.  
<> indicates a significant difference between this region and the State at the 95% confidence level.  
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

- *Outlet shopping* is less popular among shoppers in the Downeast & Acadia region than among shoppers to the State as a whole.

## Shopping Activities

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



Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

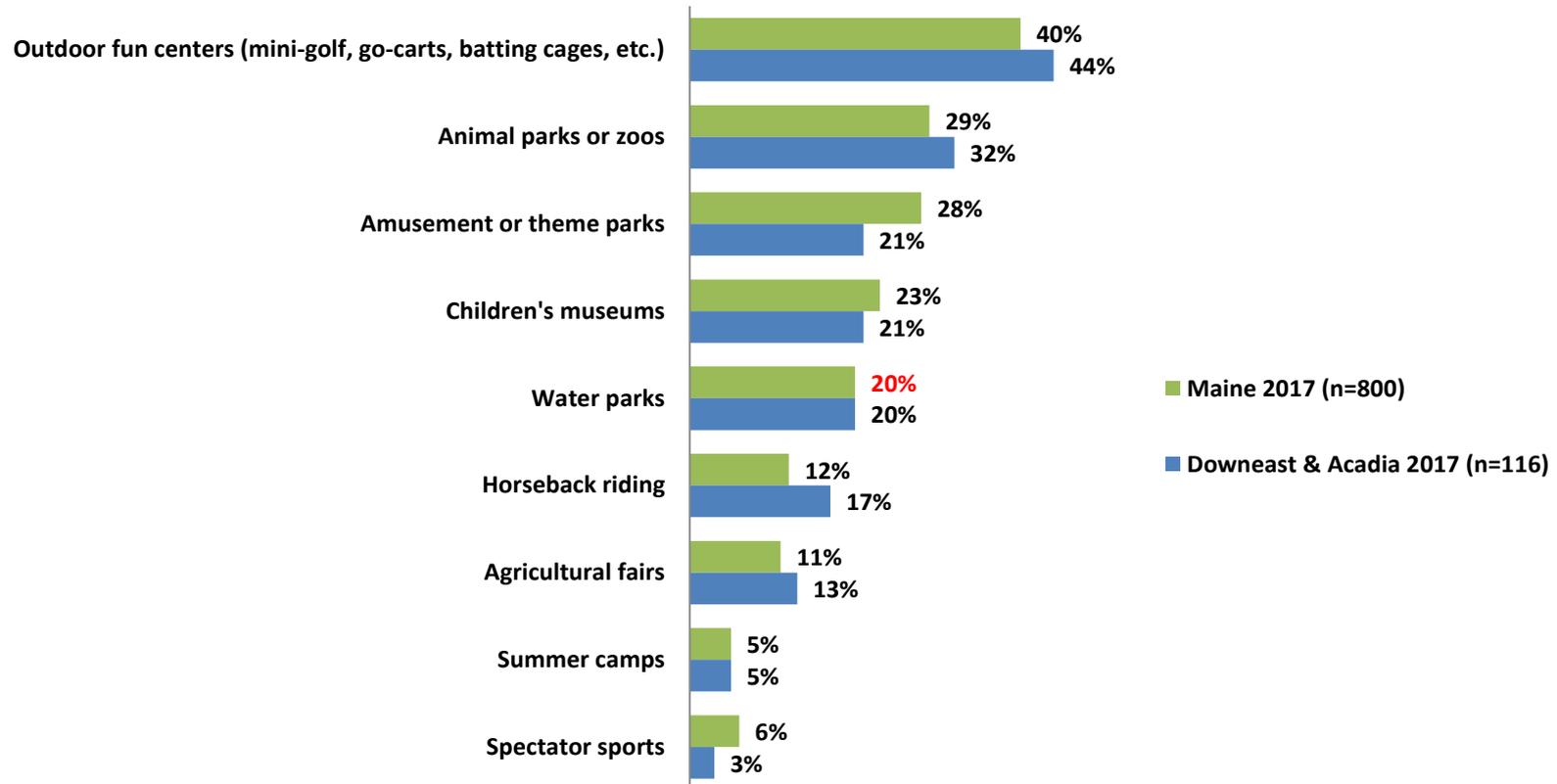
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

# Outdoor fun centers are the most popular family activity among overnight visitors 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 their Maine trip



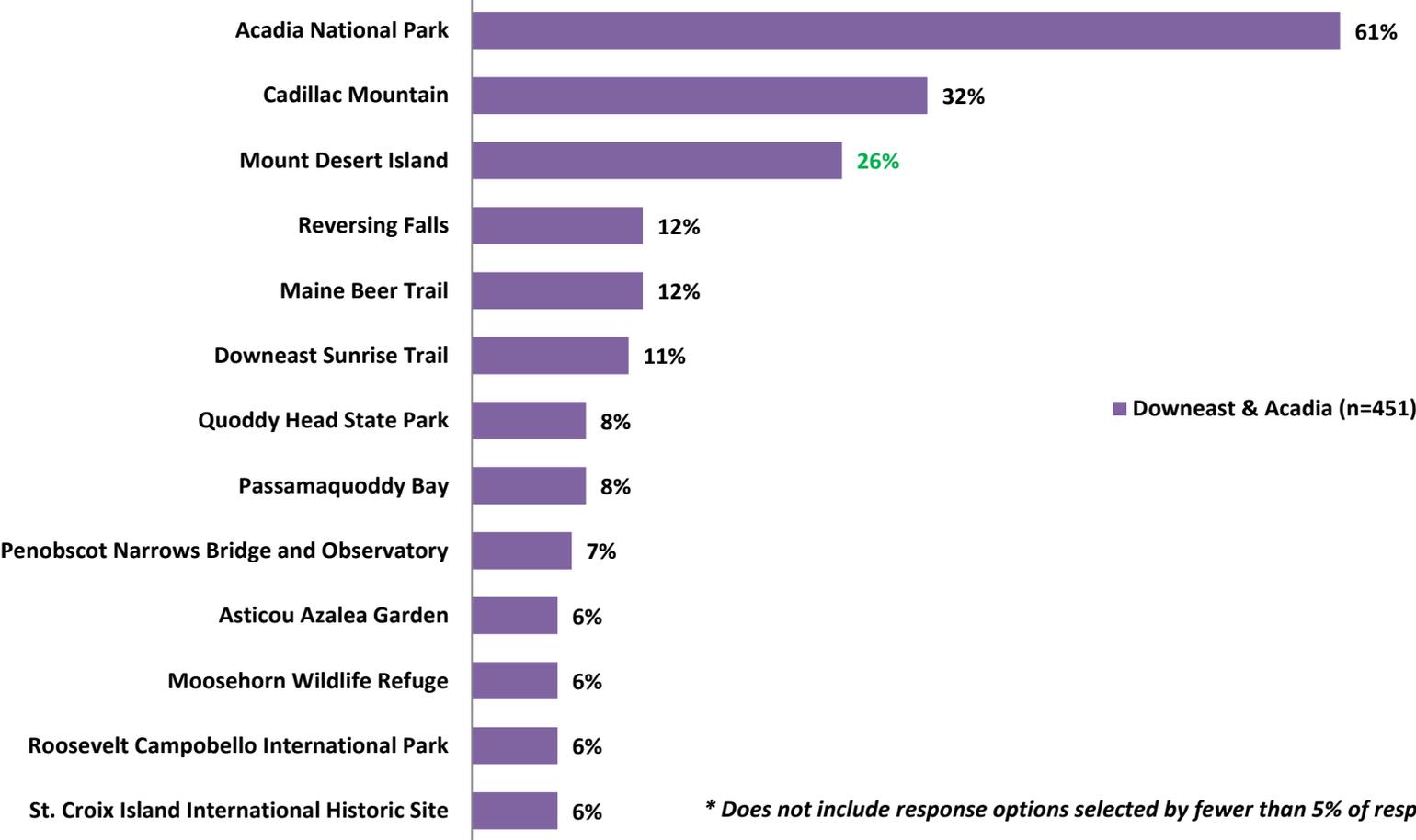
Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

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# Six in ten overnight visitors to the Downeast & Acadia region visited Acadia National Park.

### Top Attractions/Locations Visited\*



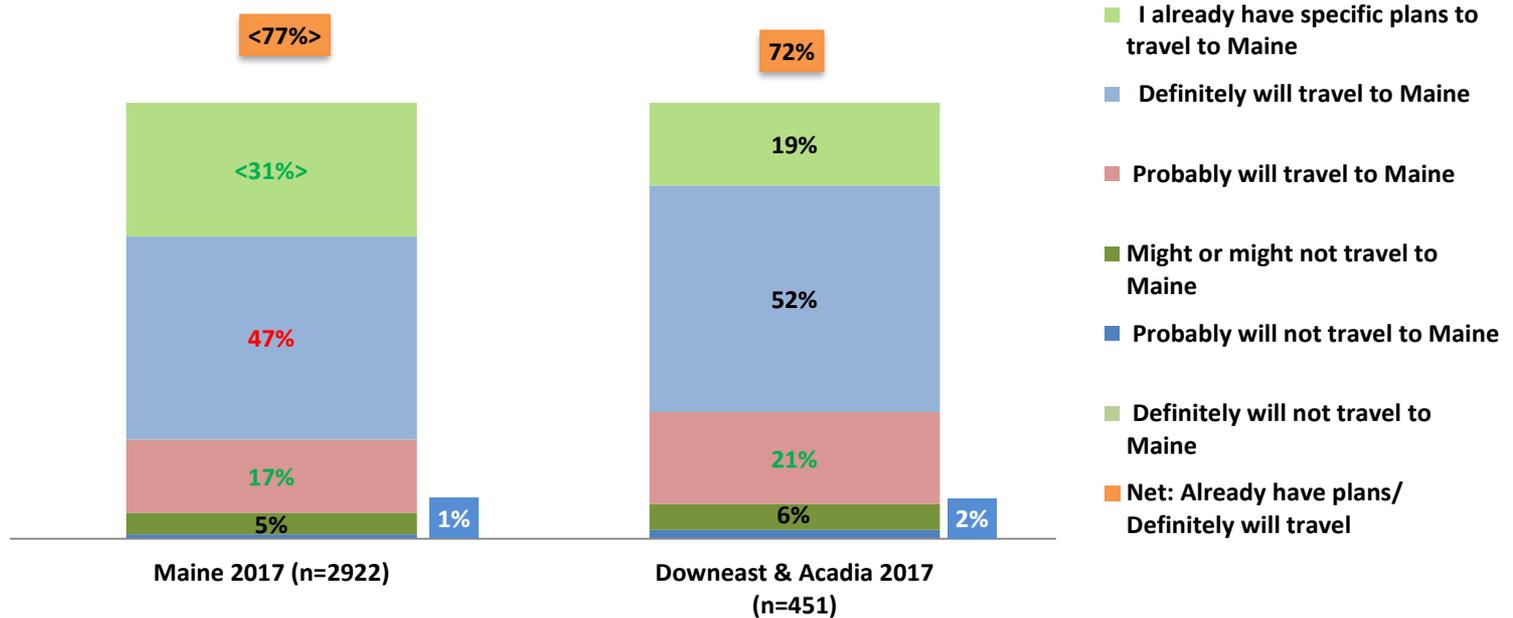
\* Does not include response options selected by fewer than 5% of respondents.

Q32: Within the region you visited, what specific towns or cities did you visit? *Please check all that apply.*  
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Three-fourths of overnight visitors to the region either already have plans to return to Maine or indicate 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



Q44. How likely will you be to travel in Maine in the next two 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.

# Day Visitors: Traveler Description

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# Day Visitor Demographics

- Day visitors to the Downeast & Acadia tourism region average between 43 and 44 years old and have annual household incomes of \$73,000. One-half have at least a college degree, and about half are married.
- Day visitors to this region have average household incomes that are lower than day visitors to the State overall.

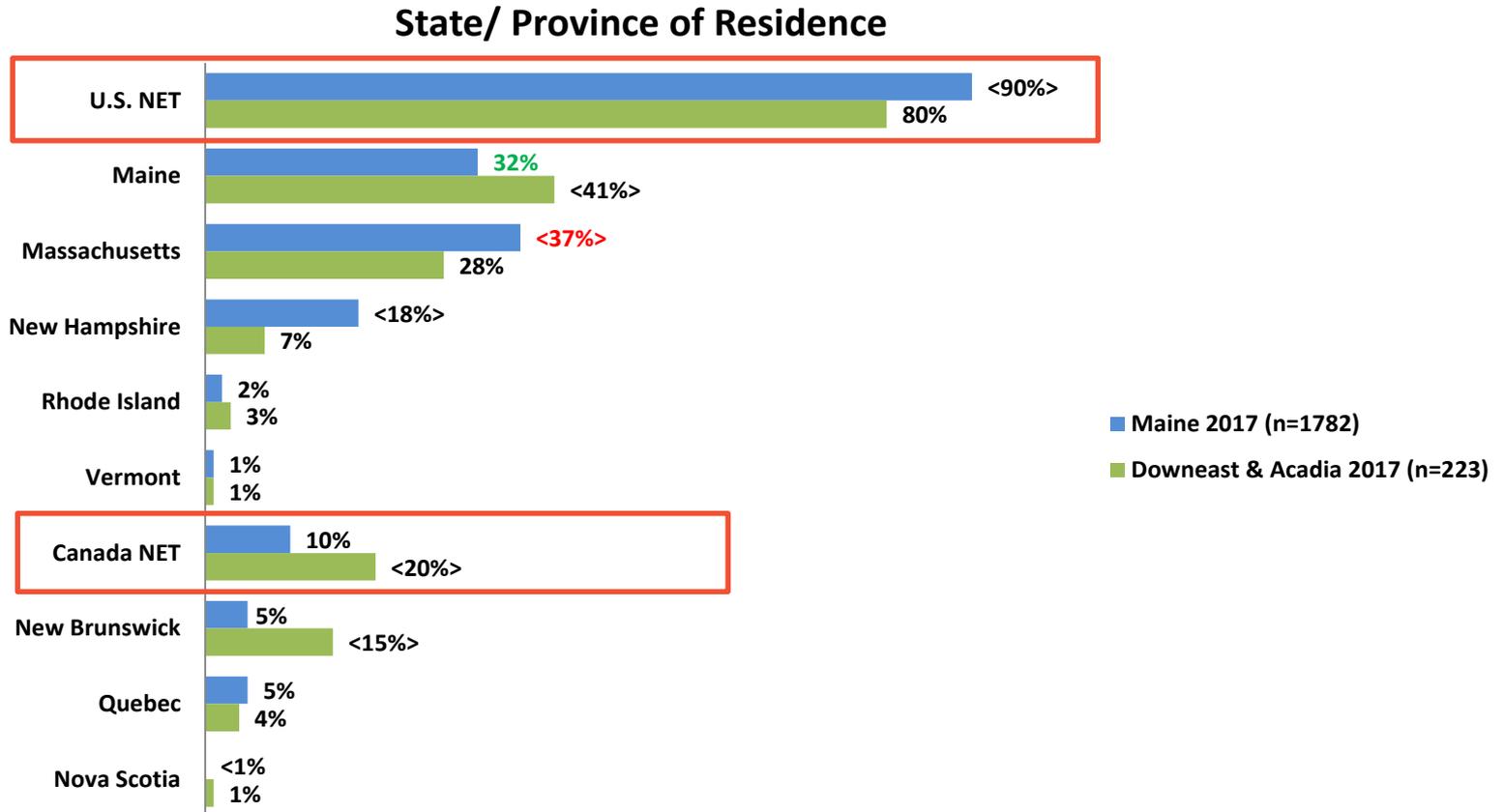
Day Visitors	Maine 2017 (n=1782)	Downeast & Acadia 2017 (n=223)
Age:		
< 35	33%	31%
35 - 44	19%	25%
45 - 54	19%	18%
55 +	29%	25%
Mean Age (Years)	44.1	43.5
Income:		
< \$50,000	32%	41%
\$50,000 - \$99,999	41%	39%
\$100,000 +	<27%>	20%
Mean Income	<\$80,800>	\$73,300
Female	76%	73%
College Degree or Higher	54%	52%
Married	48%	46%
Employed Full-Time	52%	45%

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

- The Downeast & Acadia region attracts a greater proportion of day visitors from Maine and Canada (particularly New Brunswick), as compared to the State 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.



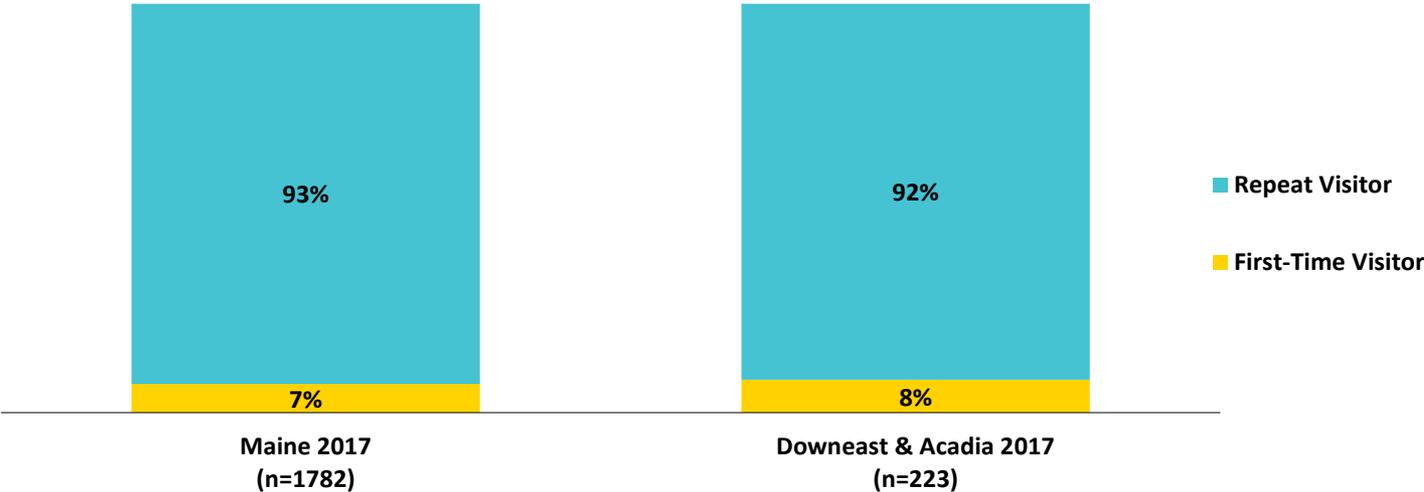
Q2. In what State or Province do you live?

<> indicates a significant difference between this region and the State 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 day visitors to the Downeast & Acadia region are repeat visitors.

## Repeat vs. First-Time Visitors

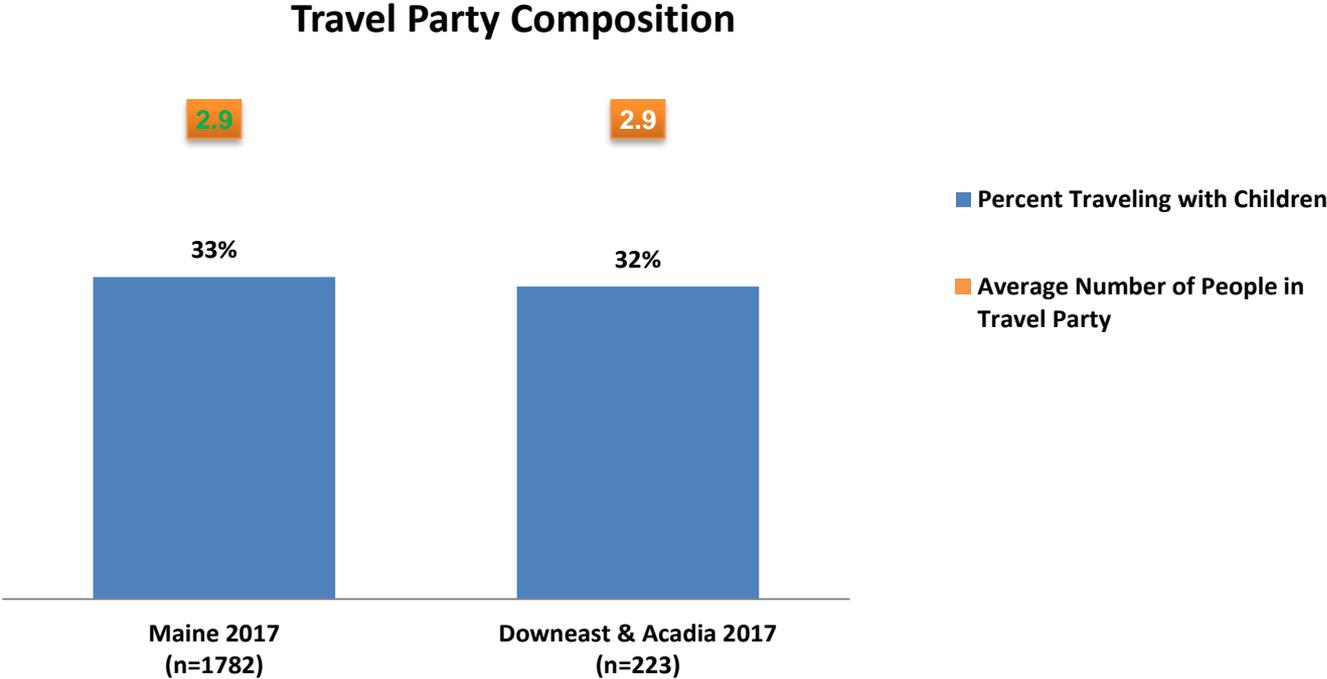


Q10. Was this your first visit to Maine?

<> indicates a significant difference between this region and the State 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 day visitors to the Downeast & Acadia region are traveling with children.



Q15. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip in Maine?

Q16. How many of these people were: Children

<> indicates a significant difference between this region and the State at the 95% confidence level.

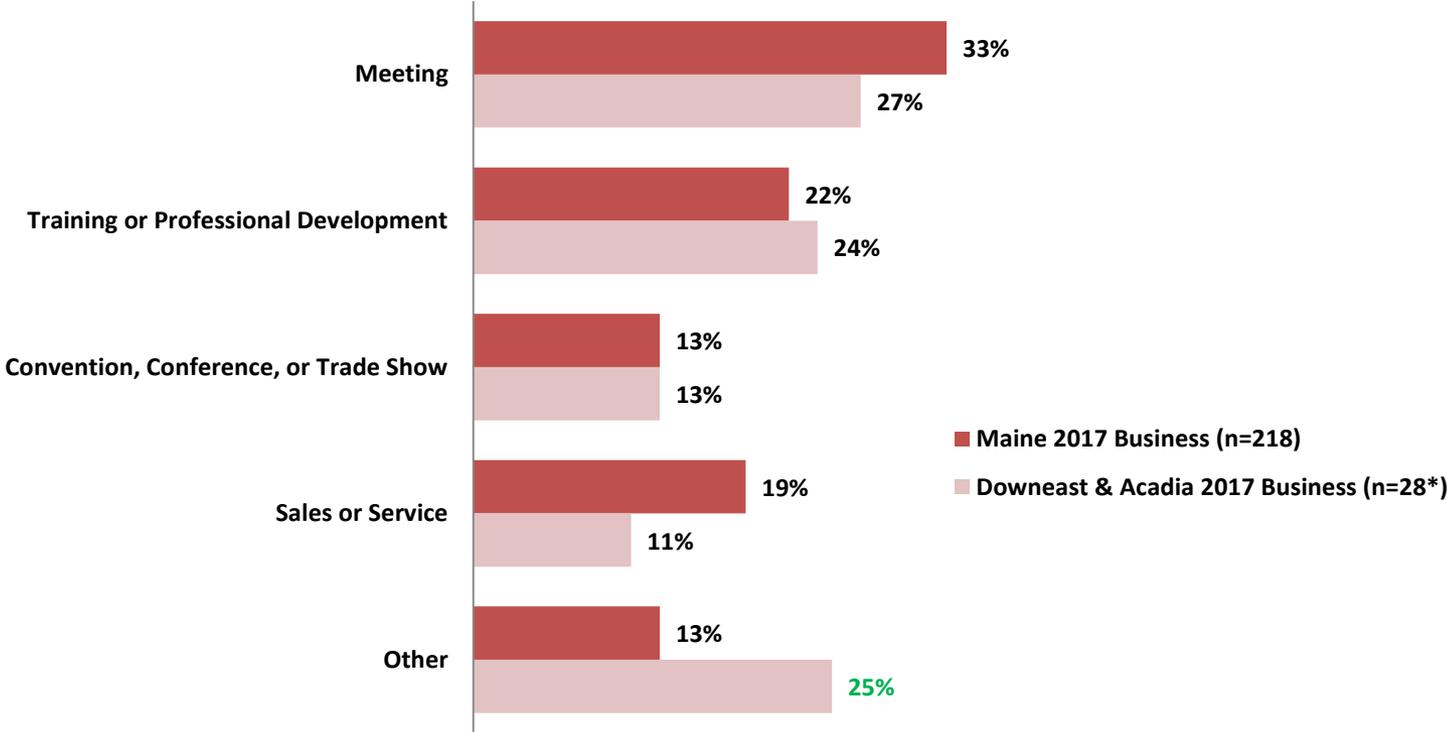
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Day Visitors: Trip Experience

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# One in four business day visitors are in the Downeast & Acadia region for a general meeting or training/professional development.

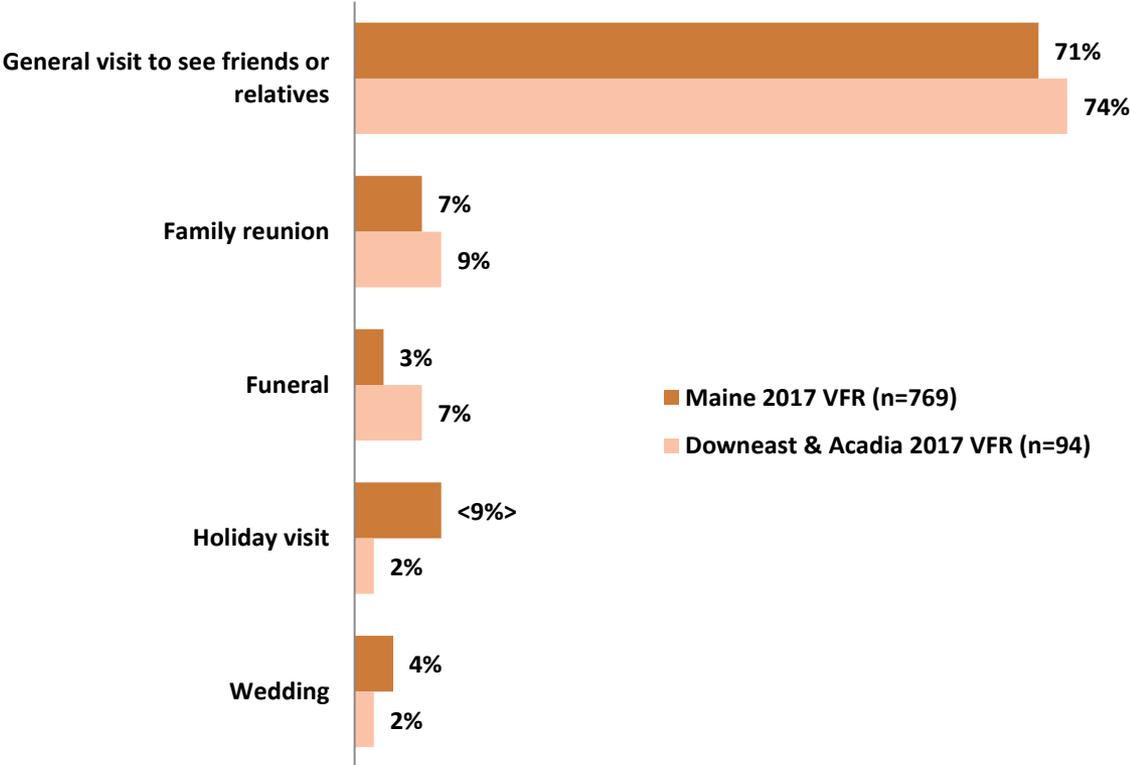
## Primary Purpose of Day Business Trips



Q8. What was the primary purpose of your most recent business trip in Maine?  
<> indicates a significant difference between this region and the State 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. Use caution when interpreting results.*

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

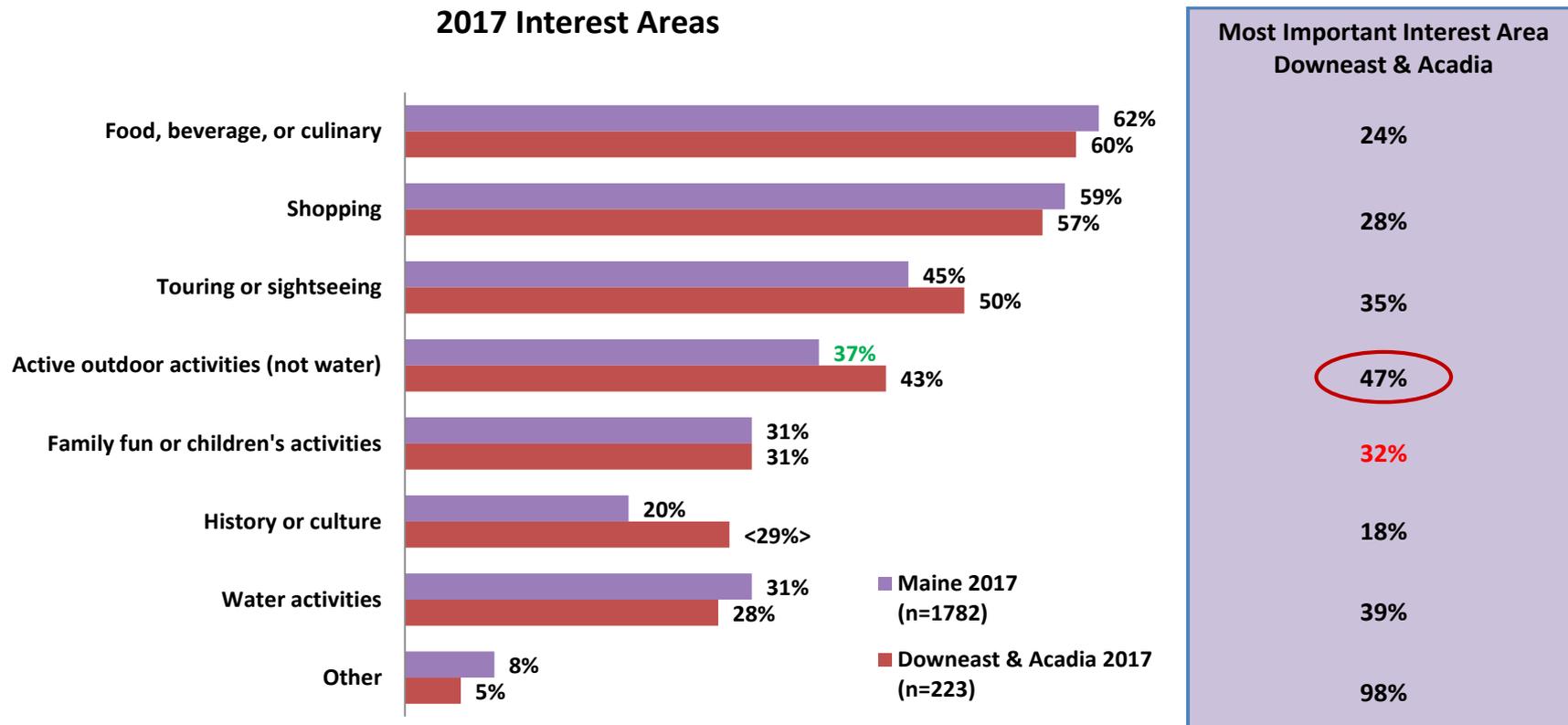
### Primary Purpose of Day VFR\* Trips



Q9. What was the primary purpose of your most recent visit to friends or relatives in Maine?  
<> indicates a significant difference between this region and the State 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.  
\*VFR = Visiting Friends and Relatives

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

- Day visitors to the Downeast & Acadia region are more likely than day visitors to Maine overall to be interested in pursuing *history/culture activities*.
- Nearly half of day visitors listing *active outdoor activities* as an interest area indicate that it was the most important consideration in their decision to visit.



Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

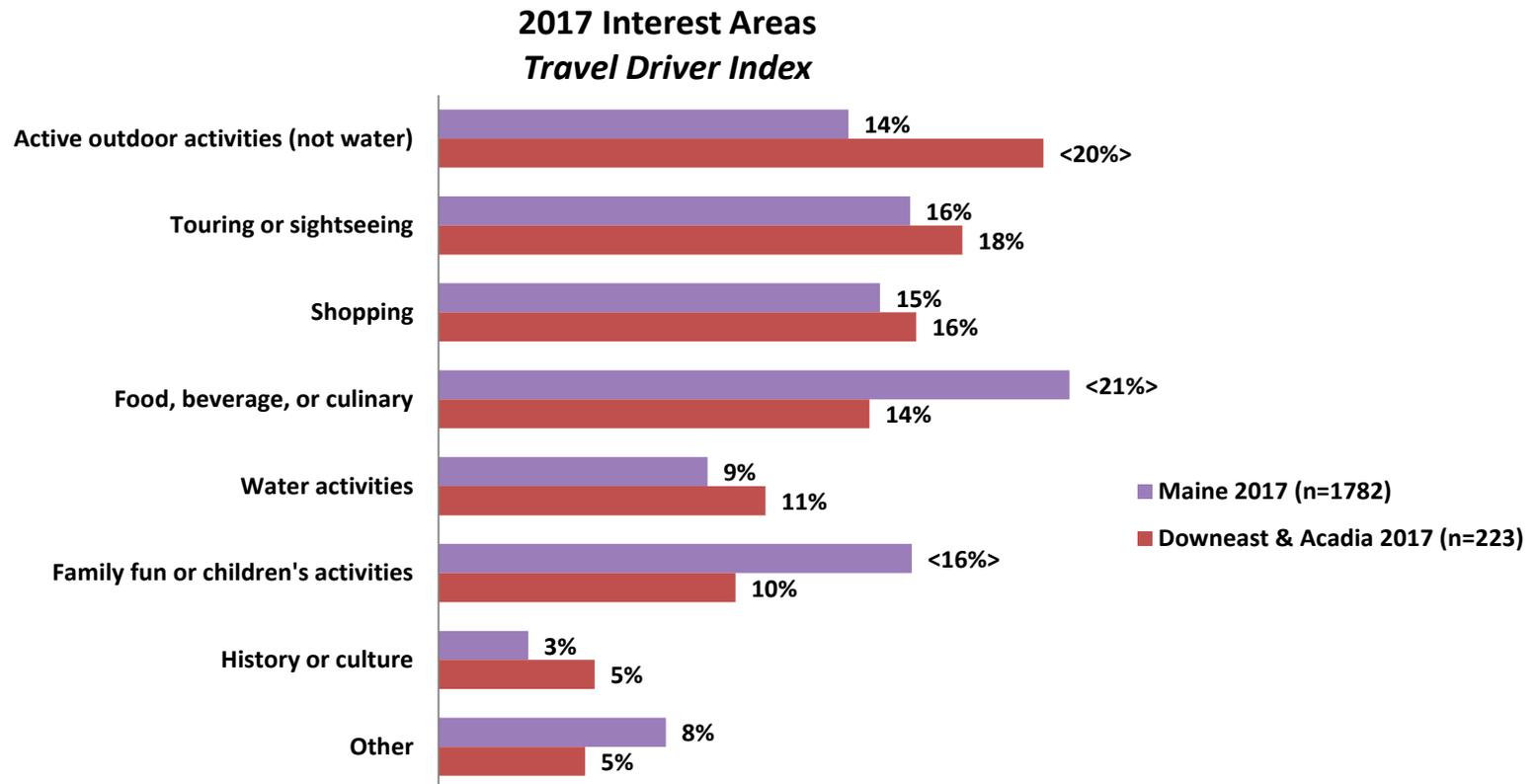
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 34

<> indicates a significant difference between this region and the State 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 areas among this region's day visitors are *non-aquatic outdoor activities* and *touring/sightseeing activities*.

- Active outdoor (non-aquatic) activities are a more important driver of day visitation to the Downeast & Acadia region than to the State as a whole. Food/beverage/culinary activities and family fun/children's activities are less important drivers for this region than for the State.



**Travel Driver Index** = percentage selecting category as interest area X percentage ranking same interest area as most important

Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? Please check all that apply.

Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 35

<> indicates a significant difference between this region and the State at the 95% confidence level.

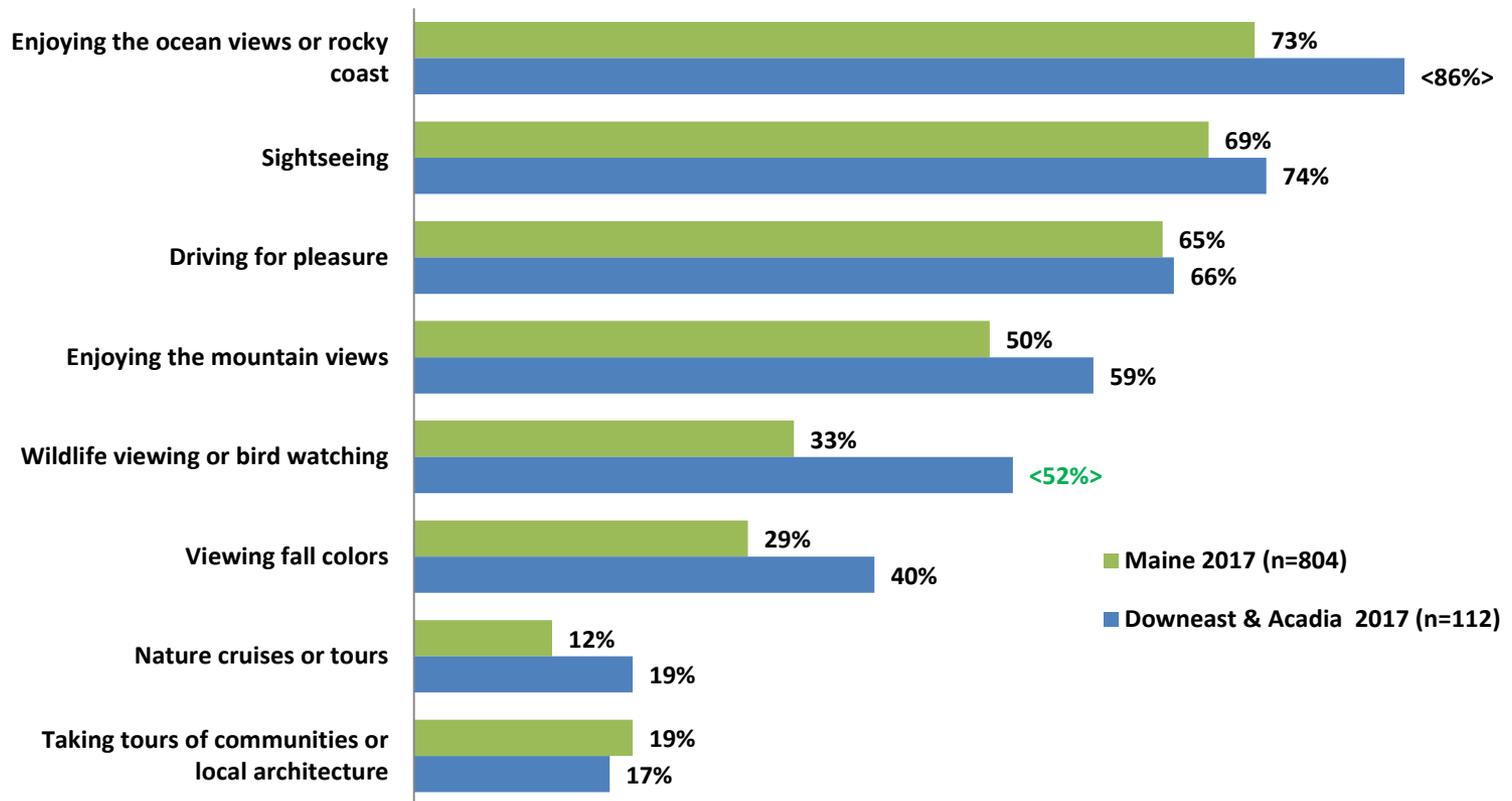
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Enjoying the ocean views/rocky coast is the most popular touring/sightseeing activity for day visitors to this region.

- Enjoying the ocean views/rocky coast and wildlife viewing/bird watching are more popular among day visitors to the Downeast & Acadia region than among day visitors to the State as a whole.

## Touring or Sightseeing Activities

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



Q20. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between this region and the State at the 95% confidence level.

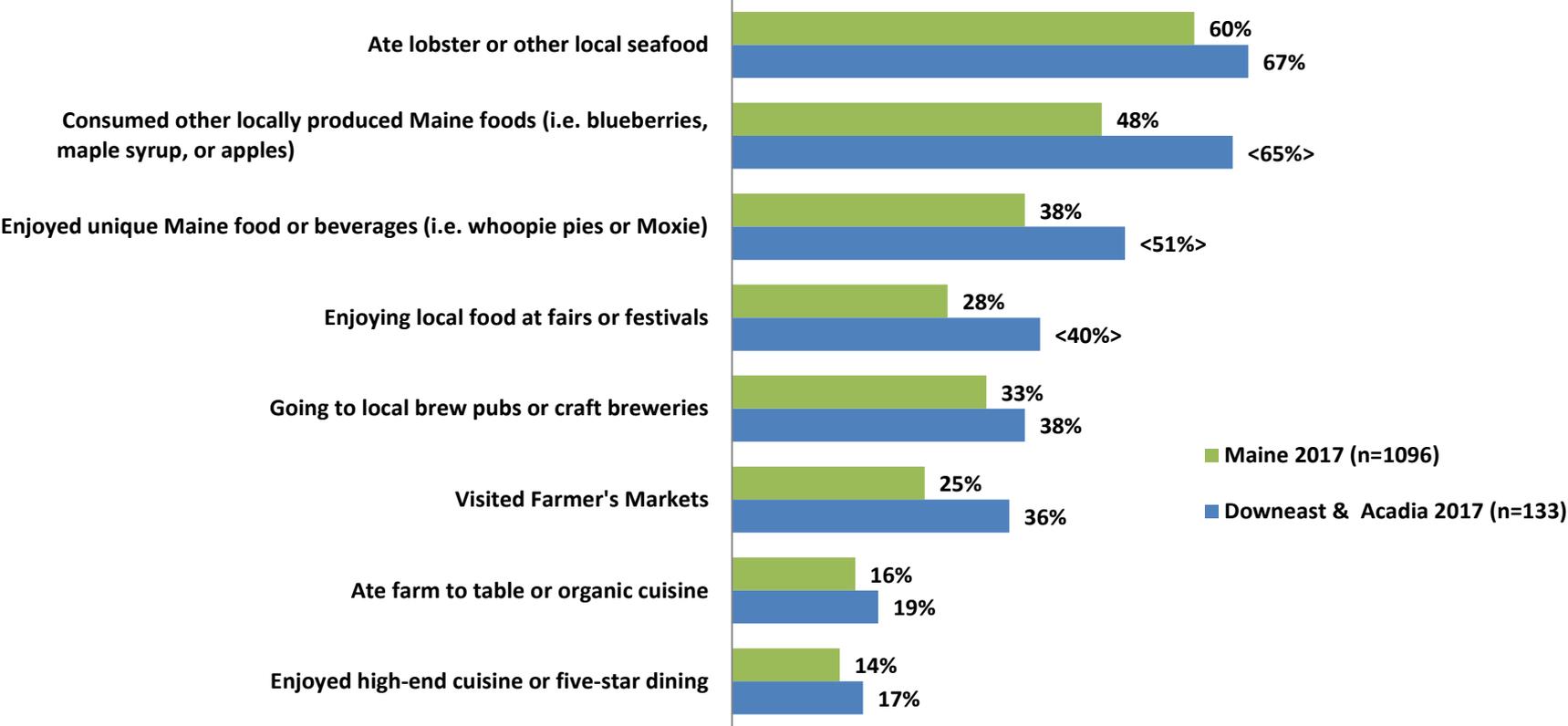
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Among day visitors interested in food/beverage/culinary activities, two-thirds say they ate lobster/other local seafood or consumed other locally produced Maine foods while visiting.

- Day visitors to the Downeast & Acadia region are more likely than visitors to the State as a whole to have consumed other locally produced Maine foods, enjoyed unique Maine food or beverages, and enjoyed local food at fairs or festivals while in the area.

## Food, Beverage, or Culinary Activities

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



Q20. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between this region and the State at the 95% confidence level.

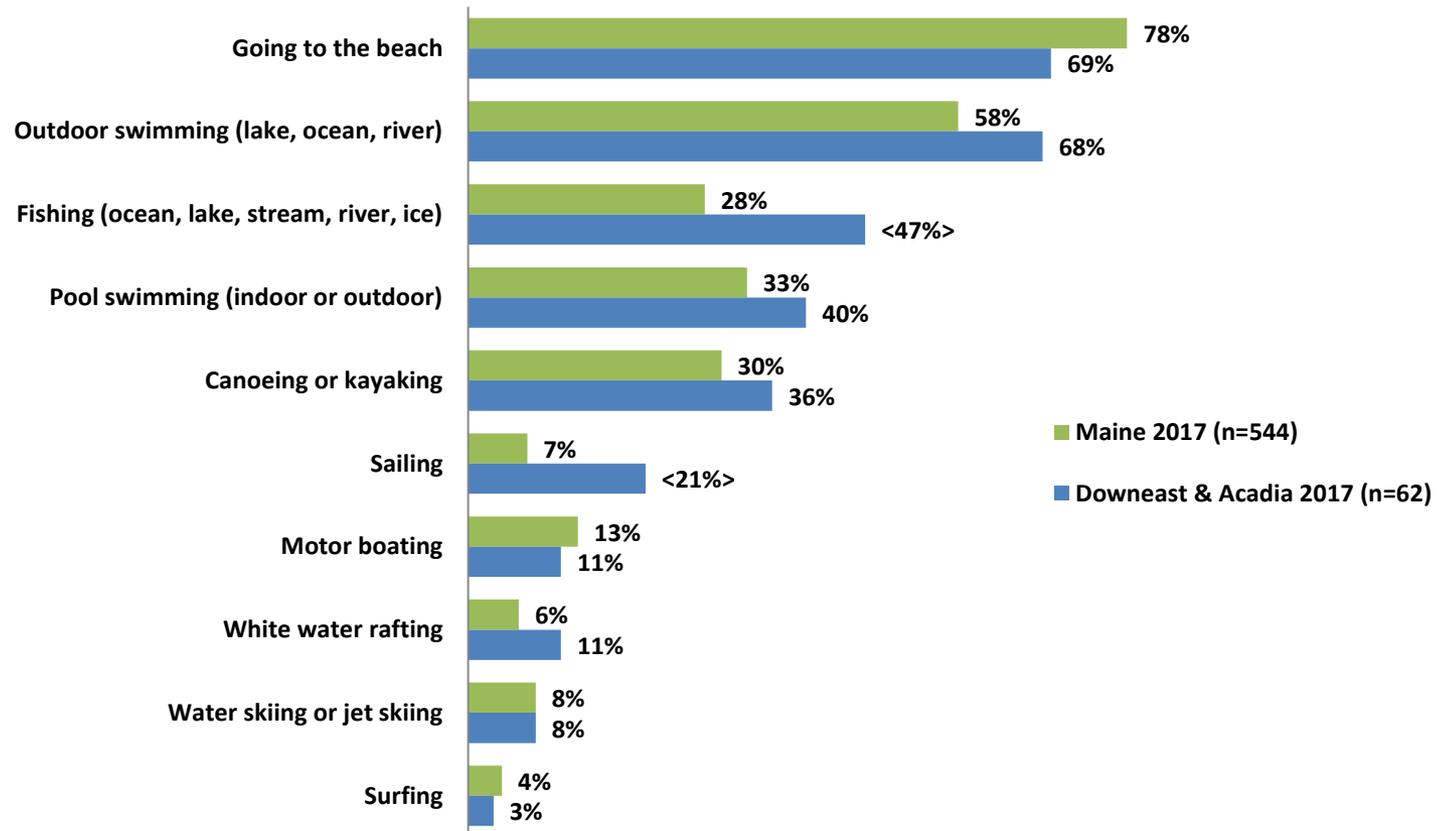
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Downeast & Acadia day visitors who are interested in water activities are most likely to *go to the beach* or *go swimming outdoors*.

- *Sailing* and *fishing* are more popular among day visitors to the Downeast & Acadia region than among day visitors to the State as a whole.

## Water Activities

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



Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between this region and the State at the 95% confidence level.

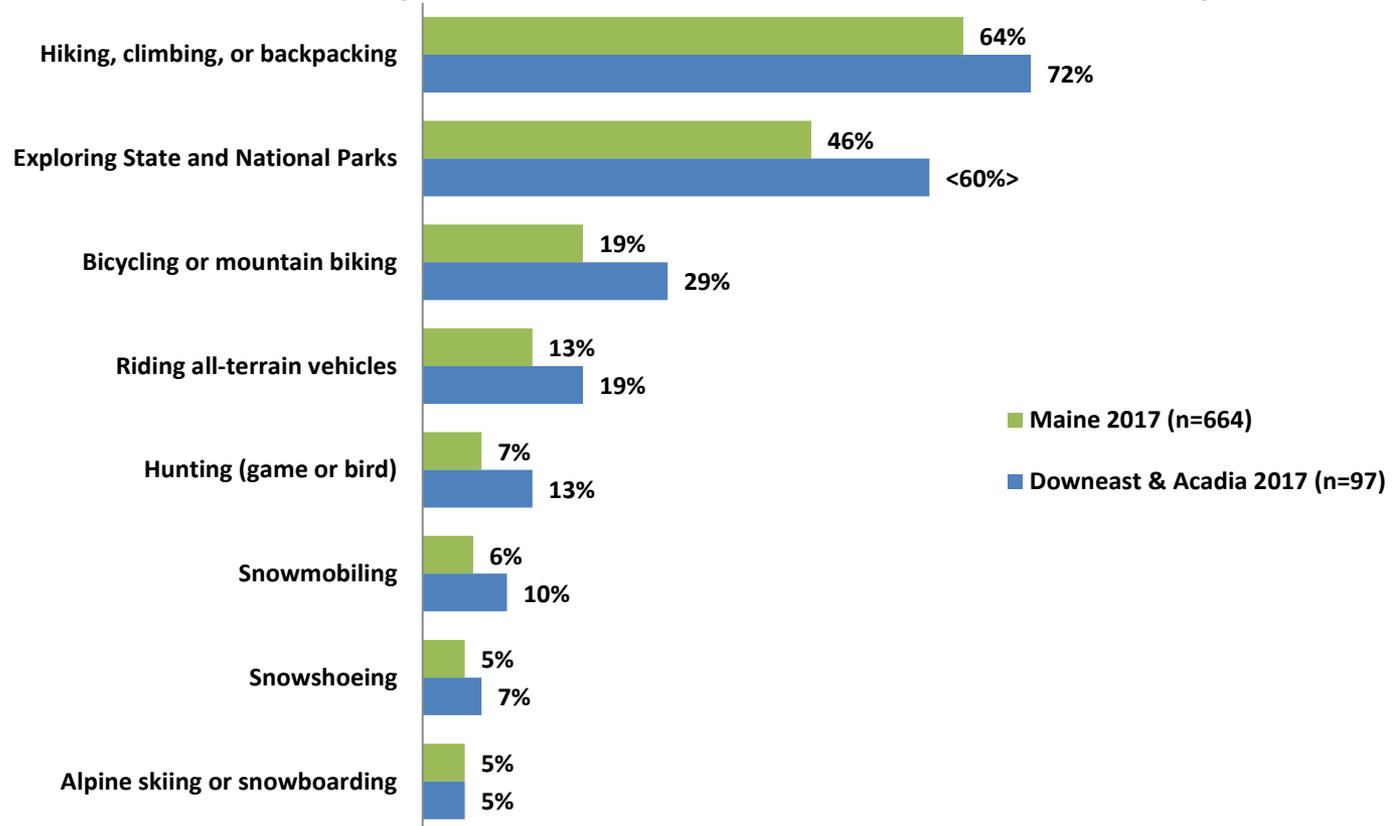
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

## Three in four day visitors who are interested in outdoor activities say they went hiking, climbing, or backpacking while visiting the Downeast & Acadia region.

- Six in ten day visitors *explore State and National Parks* while visiting the region.
- As may be expected, day visitors to the Downeast & Acadia region are more likely than visitors to the State as a whole to have spent time *exploring state and national parks* while in the area.

### Active Outdoor Activities – Non-Water

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



Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

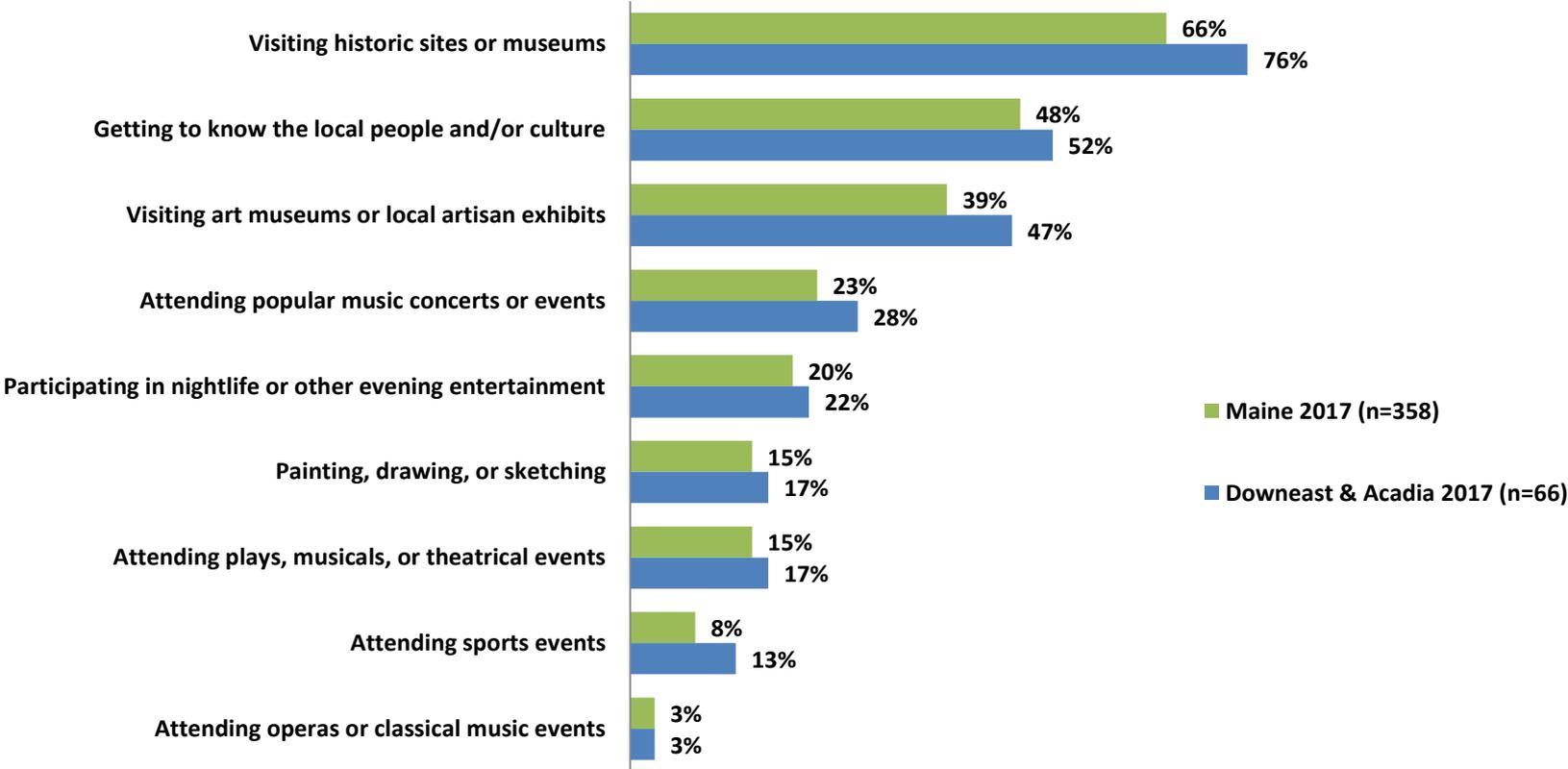
<> indicates a significant difference between this region and the State at the 95% confidence level.

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 activity Downeast & Acadia day visitors take part in is *visiting historic sites/museums*.

## History or Culture Activities

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



Q20. In which of the following activities did you participate during this trip? Please check all that apply.

<> indicates a significant difference between this region and the State at the 95% confidence level.

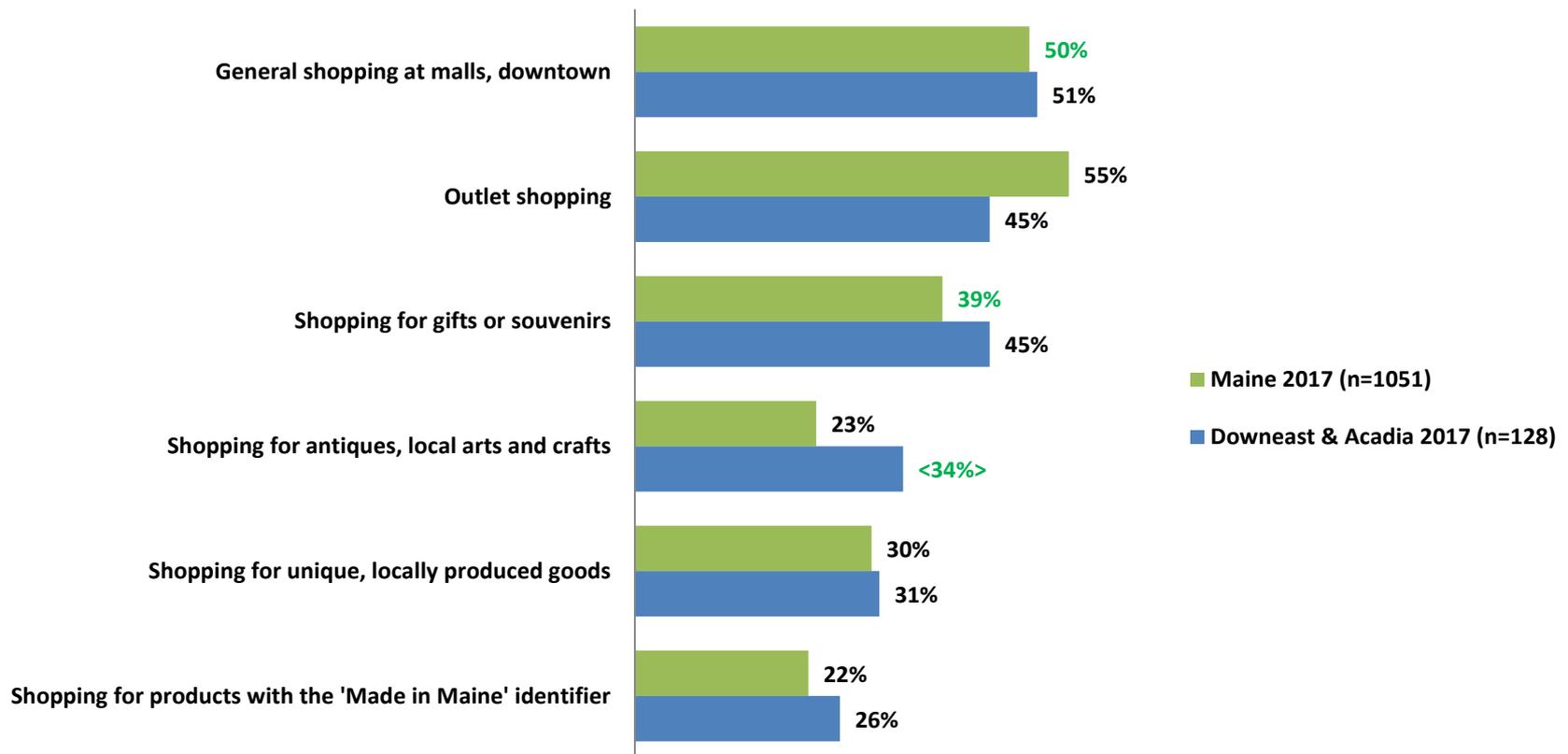
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

- Day visitors to the Downeast & Acadia region are more likely to *shop for antiques or local arts and crafts* than are day visitors to the State of Maine overall.

## Shopping Activities

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



Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between this region and the State at the 95% confidence level.

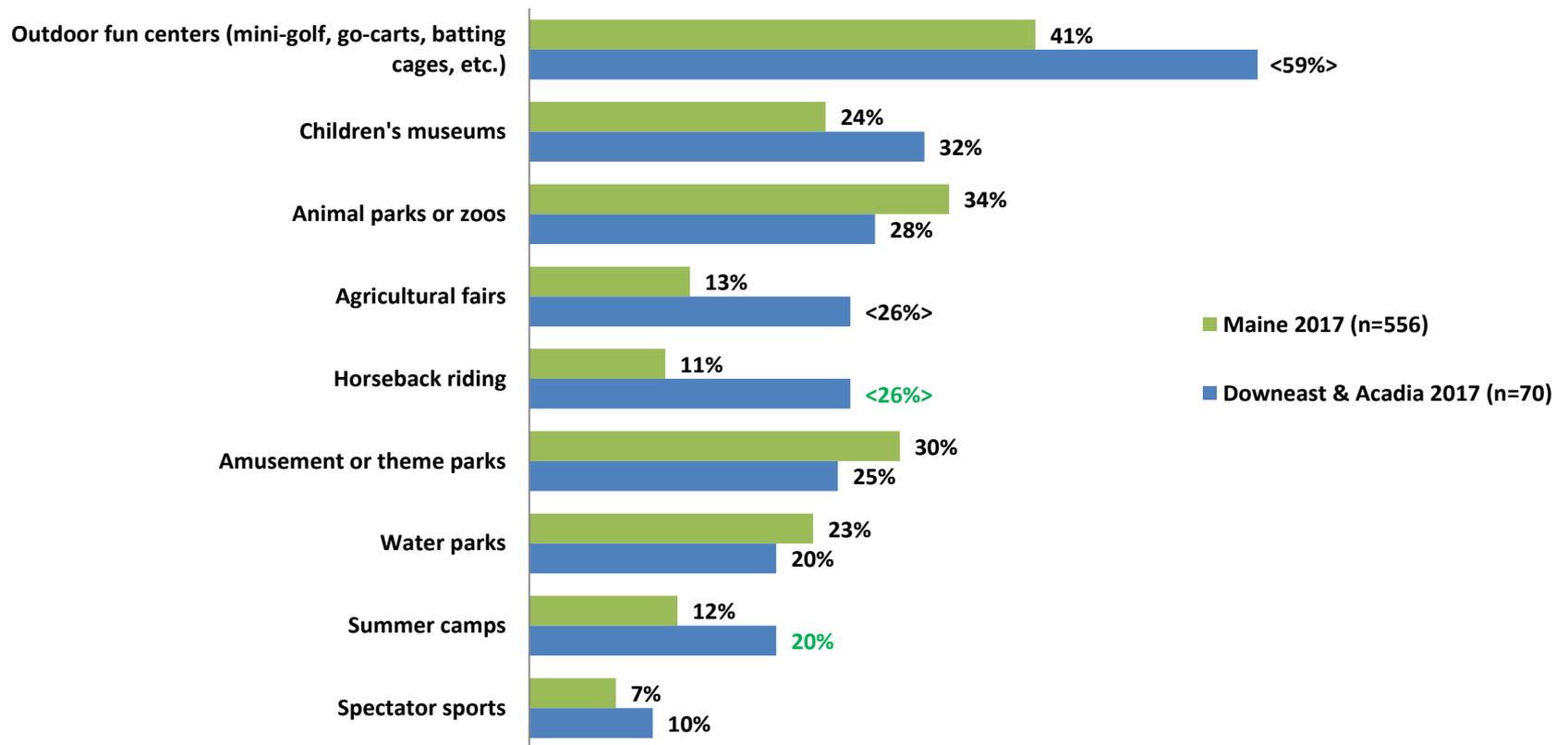
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Outdoor fun centers are the most common family fun/children's activity among Downeast & Acadia day trippers.

- Downeast & Acadia day visitors interested in family fun/children's activities are more likely than day visitors to the State of Maine as a whole to visit *outdoor fun centers, agricultural fairs, and go horseback riding*.

## Family Fun/Children's Activities

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



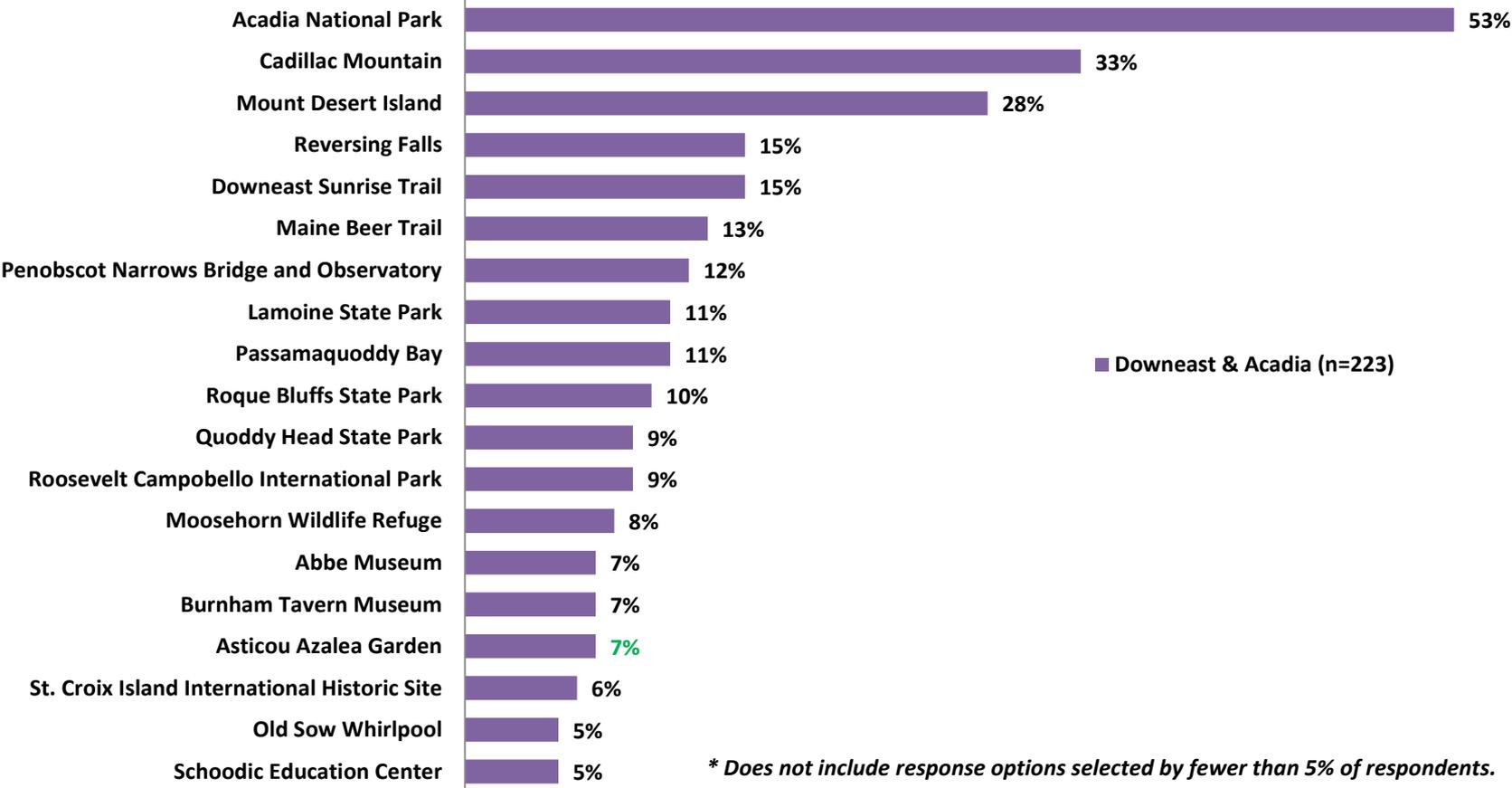
Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

<> indicates a significant difference between this region and the State 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.

# As seen with overnight visitors to the Downeast & Acadia region, Acadia National Park is also the most visited attraction among day visitors.

## Top Attractions/Locations Visited\*



Q24: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)  
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# Comparison of Downeast & Acadia Visitors to Maine Visitors

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# 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:
  - Visitor demographics,
  - Visitor origin,
  - Areas of interest, 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 of these differences are shown on the following pages.

## Visitor Origin

Compared to visitors to the entire State, visitors to the Downeast & Acadia region differ in the following ways:

**OVERNIGHT VISITORS**

**Lesser proportion from New England  
(specifically MA and NH)**

## Visitor Origin

### DAY VISITORS

**Greater** proportion  
from:  
**Maine**  
**Canada**  
**New Brunswick**

**Lesser** proportion  
from **MA** and **NH**

# Visitor Demographics

OVERNIGHT VISITORS

DAY VISITORS

**Greater** proportion with a college degree or higher

**Lower** annual household income

## Trip Interest Areas

### OVERNIGHT VISITORS

**More** likely to want to pursue:

**Active outdoor activities**  
**Touring or sightseeing**

**Less** likely to be interested in **shopping**

### DAY VISITORS

**More** likely to be interested in **history or culture** activities

## Trip Interests and Importance (Travel Driver Index)

### OVERNIGHT AND DAY VISITORS

**More likely to place  
importance on  
active outdoor  
activities**

**Less likely to place  
importance on:**  
**Food/beverage/culinary  
activities**  
**Family fun/children's  
activities**

## Trip Interests and Importance (Travel Driver Index)

### OVERNIGHT VISITORS

More likely to place importance on **touring** and **sightseeing**

Less likely to place importance on:  
**Water activities**  
**Shopping**

## Trip Activities

### OVERNIGHT VISITORS

#### More likely to be:

- Enjoying the mountain views
- Exploring State or National Parks
- Eating lobster or other local seafood
- Canoeing/kayaking
- Enjoying the ocean views and/or rocky coast

#### Less likely to be:

- Outlet shopping

# Trip Activities

## DAY VISITORS

**More likely to be:**

Exploring **State and National Parks**

Enjoying the **ocean views/rocky coast**

**Wildlife** viewing/**bird** watching

Consuming other **locally produced**  
**Maine foods**

Enjoying unique **Maine foods or**  
**beverages**

Enjoying local **food at fairs/festivals**

**Fishing**

**Sailing**

Shopping for **antiques/local arts & crafts**

Attending **agricultural fairs**

Horseback riding



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