



Maine Office of Tourism Visitor Tracking Research 2017 Calendar Year Annual Report

Regional Insights: Mid-Coast



Prepared by



May 2018

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Research Objectives and Methodology

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 **Mid-Coast tourism region** during 2017, including:
 - 291 overnight visitors, and
 - 173 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 $< >$. *(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 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

- The average overnight visitor to the Mid-Coast tourism region is 41 years old and has an average annual household income of about \$95,000. Two-thirds have at least a college degree and half are married. Six in ten are employed full-time.

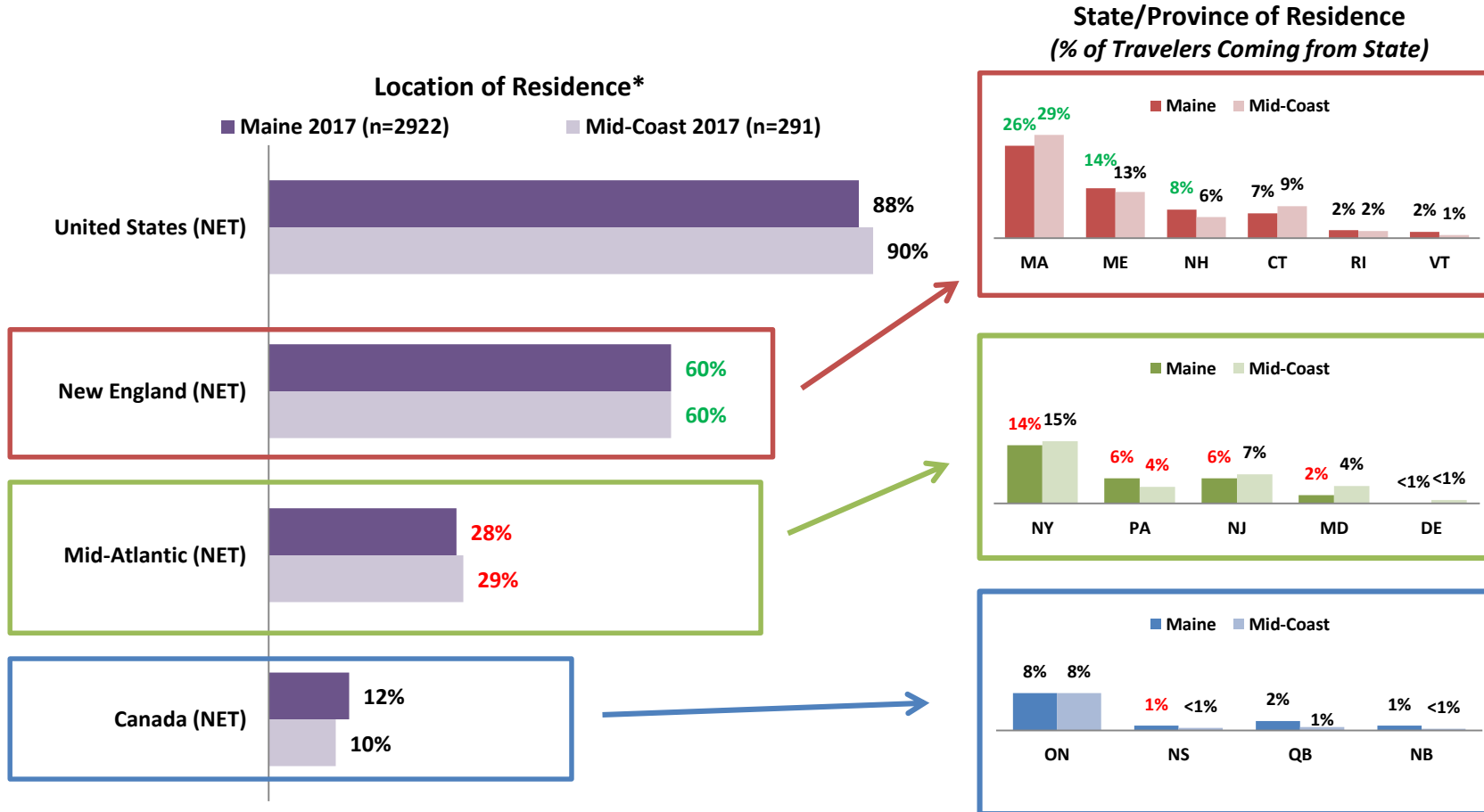
Overnight Visitors	Maine 2017 (n=2922)	Mid-Coast 2017 (n=291)
Age:		
< 35	39%	40%
35 - 44	23%	22%
45 - 54	16%	16%
55 +	22%	22%
Mean Age (Years)	40.7	41.0
Income:		
< \$50,000	23%	19%
\$50,000 - \$99,999	43%	47%
\$100,000 +	34%	33%
Mean Income	\$92,700	\$95,100
Female	70%	69%
College Degree or Higher	65%	66%
Married	50%	50%
Employed Full-Time	62%	61%

<> 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 overnight visitors to the Mid-Coast region are from the United States.

- The largest proportion of visitors to the Mid-Coast originate in Massachusetts.



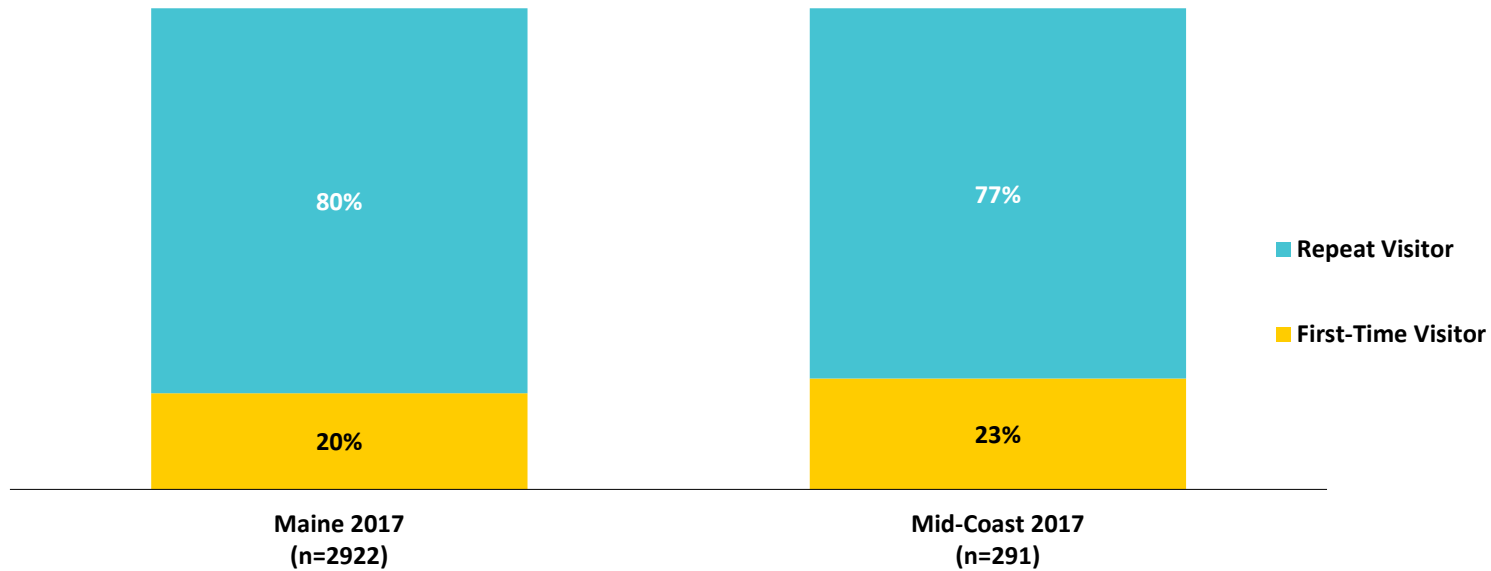
*Regions/states/provinces of residence reported here reflect the geographic target area included in the Visitor Profile surveying. Though people from other areas of the country do visit Maine, this study only includes those residing in Maine's core advertising markets.

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

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One-fourth of overnight visitors to the Mid-Coast region are visiting for the first time.

Repeat vs. First-Time Visitors

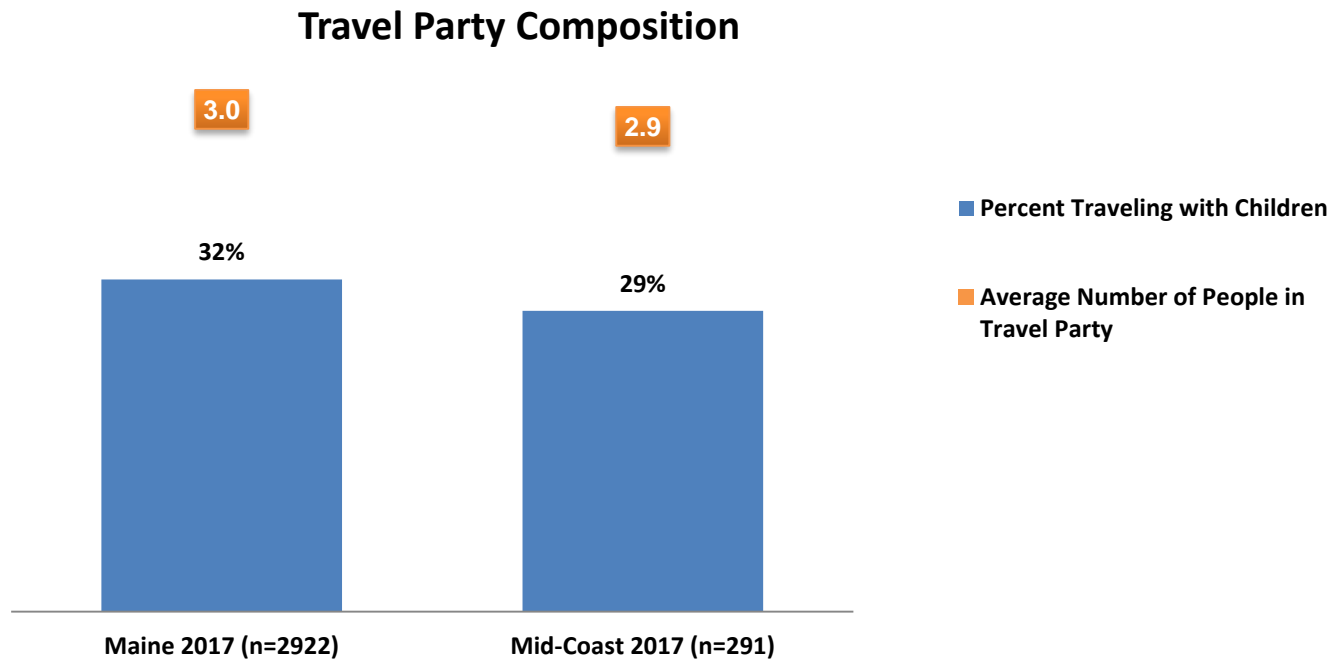


Q11. Was this your first visit in Maine?

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

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Three in ten Mid-Coast travel parties include children, with travel parties including an average of three people.



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

Q25. How many of these people were: Children?

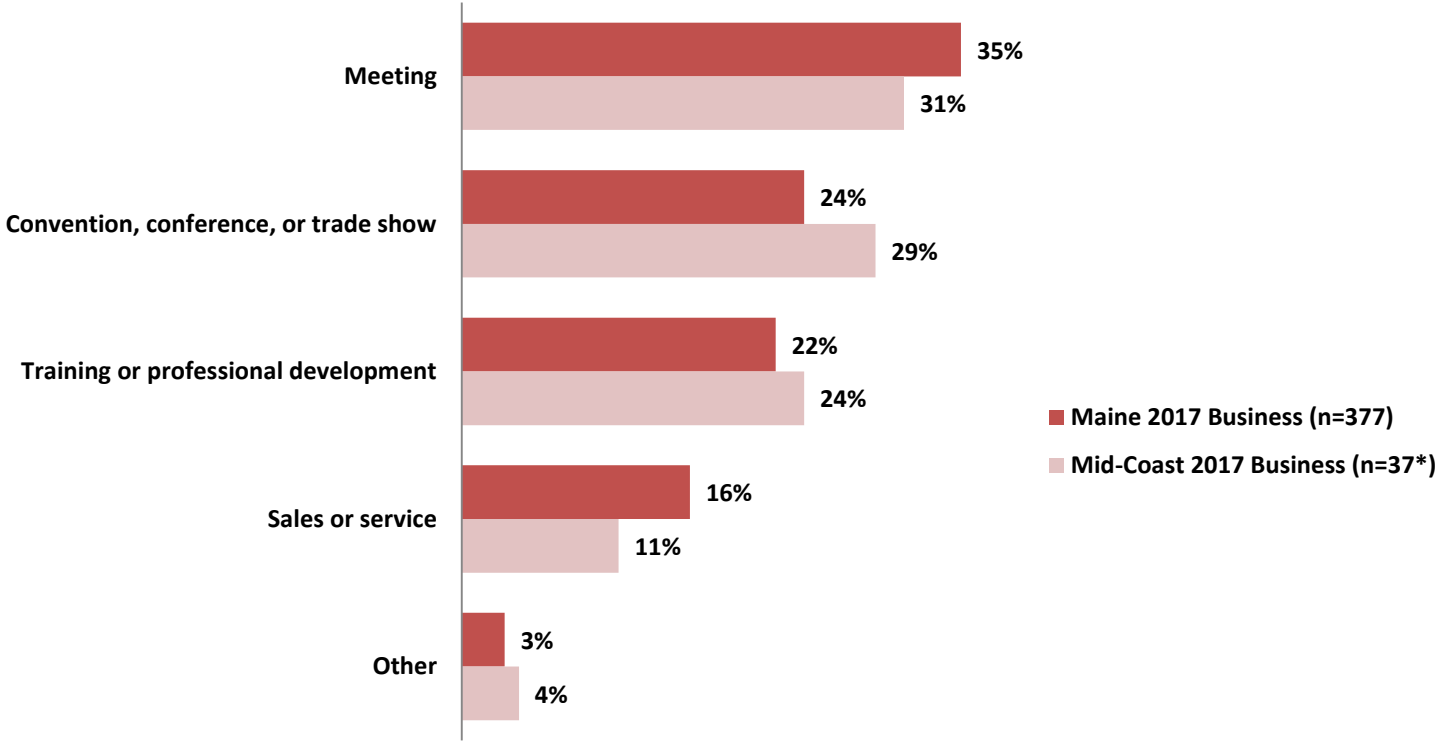
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Overnight Visitors: Trip Experience

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

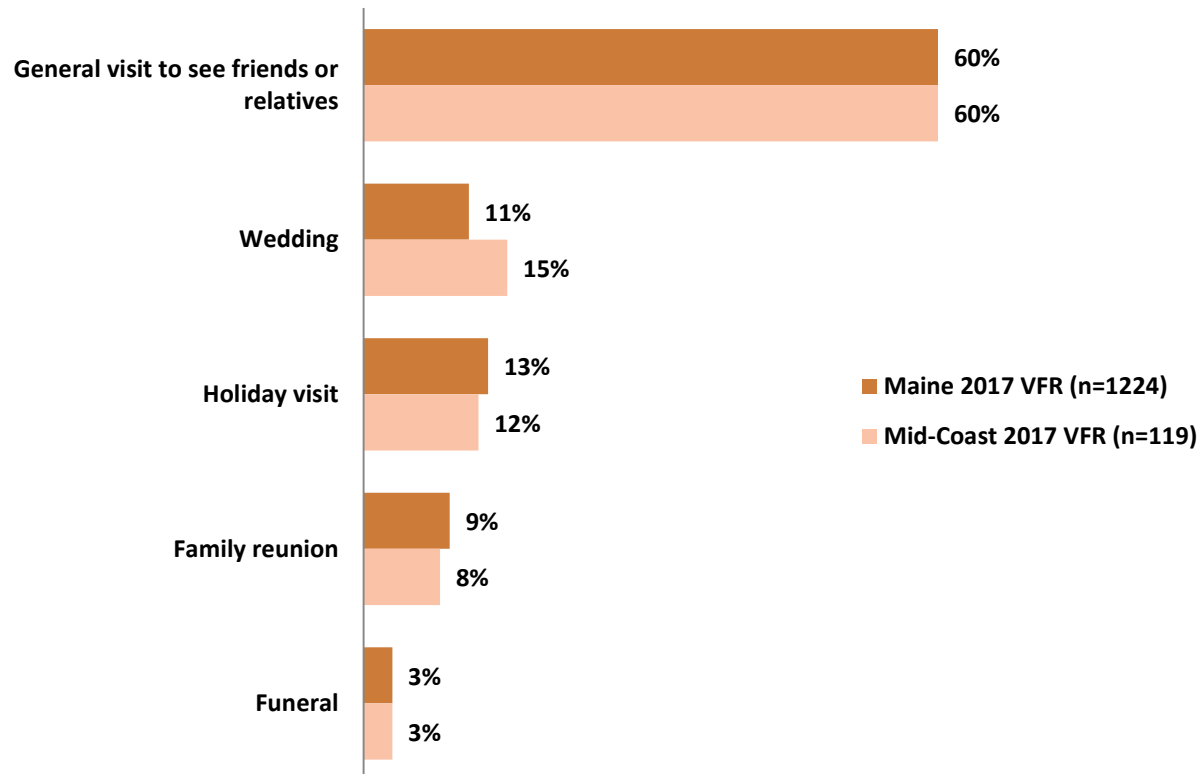
Primary Purpose of Overnight Business Trips



Q8. What was the primary purpose of your most recent business trip in Maine?
<> indicates a significant difference between 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.*

The most widely cited reason to visit the Mid-Coast for an overnight VFR trip, by far, is a *general visit to see friends/relatives*.

Primary Purpose of Overnight VFR* Trips



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

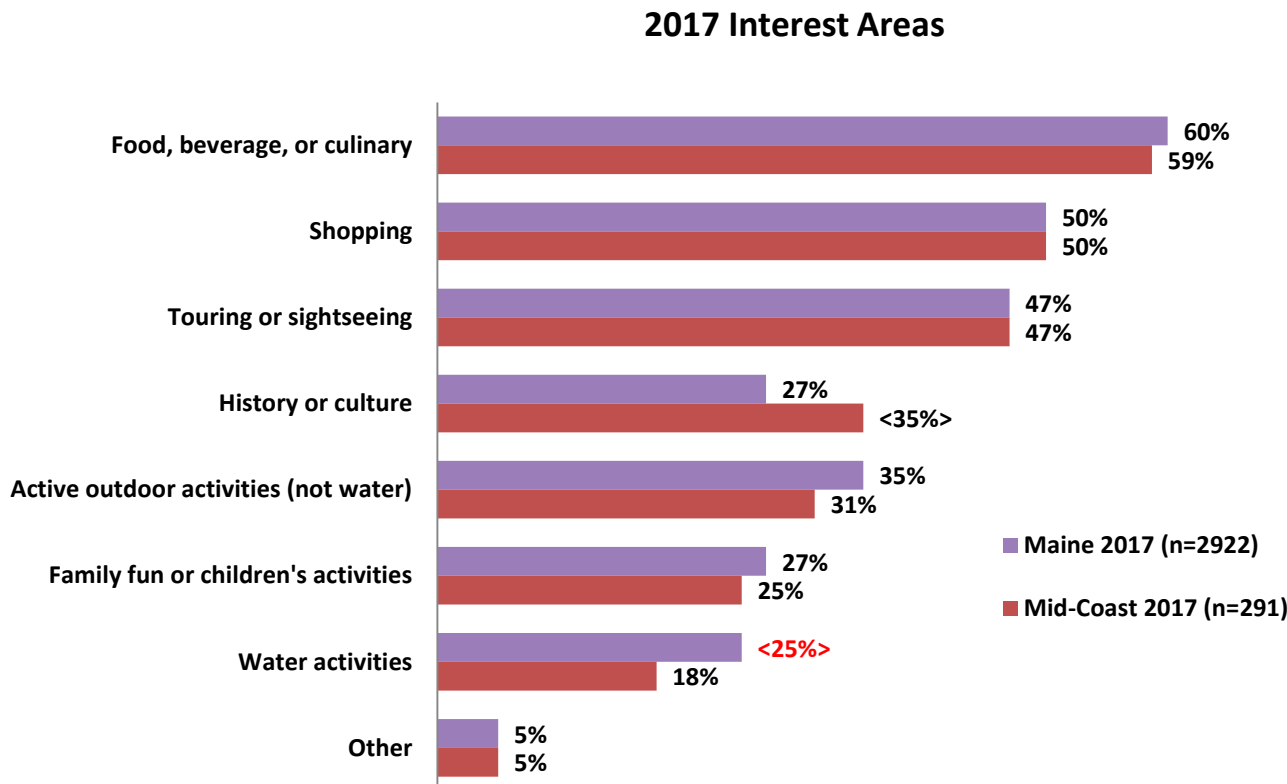
<> indicates a significant difference between this region and the State at the 95% confidence level.

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*VFR = Visiting Friends and Relatives

The most common interest area pursued by overnight visitors to the Mid-Coast region includes *food/beverage/culinary activities*.

- Mid-Coast visitors are more likely to select *history or culture* as an interest area, as compared to overnight visitors to the State as a whole.



**Most Important Interest Area
Mid-Coast**

Food, beverage, or culinary	45%
Shopping	19%
Touring or sightseeing	52%
History or culture	22%
Active outdoor activities (not water)	30%
Family fun or children's activities	54%
Water activities	25%
Other	87%

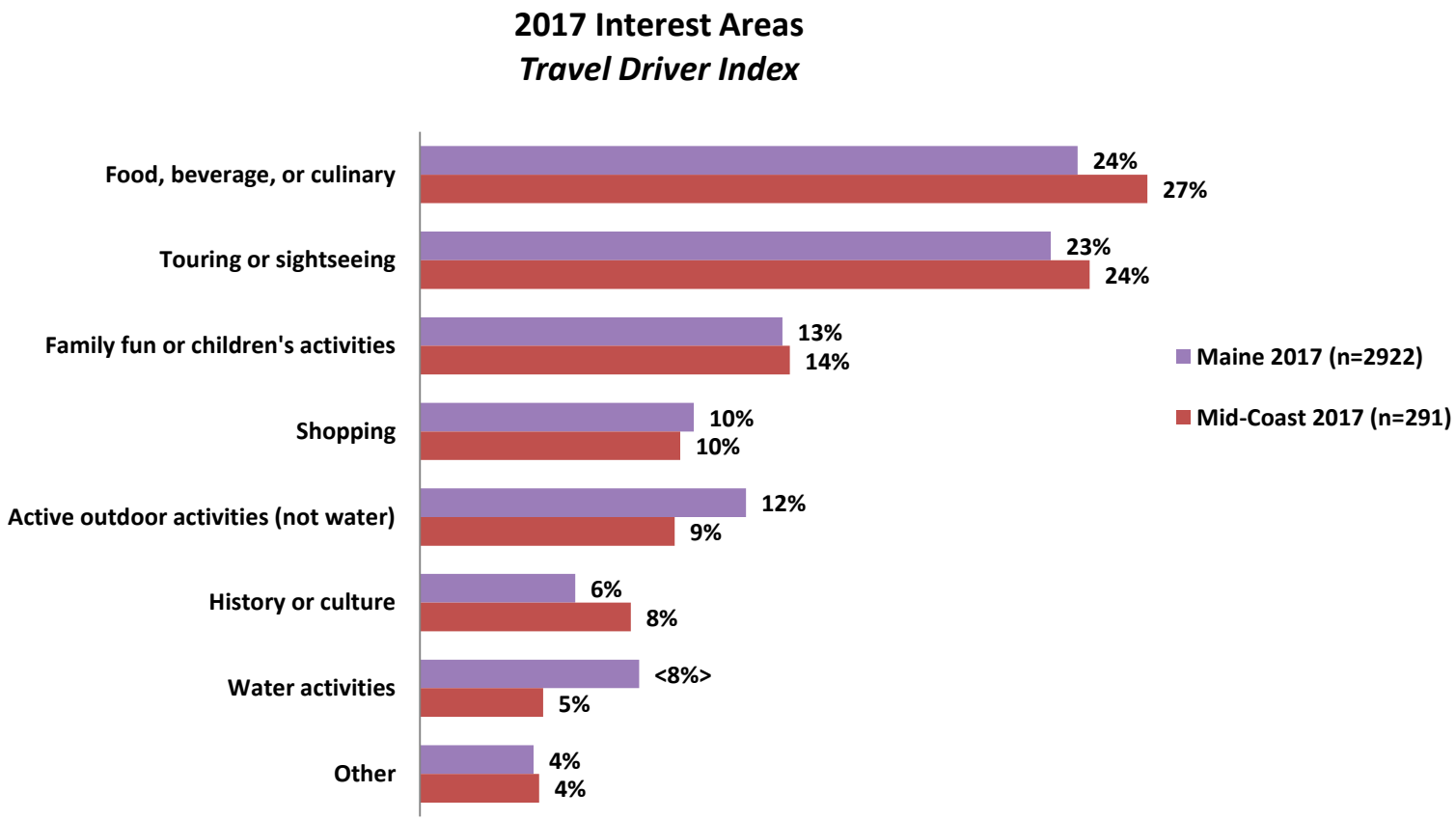
Q35. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*

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, food/beverage/culinary activities and touring/sightseeing rank highest among overnight visitors to the Mid-Coast region.



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

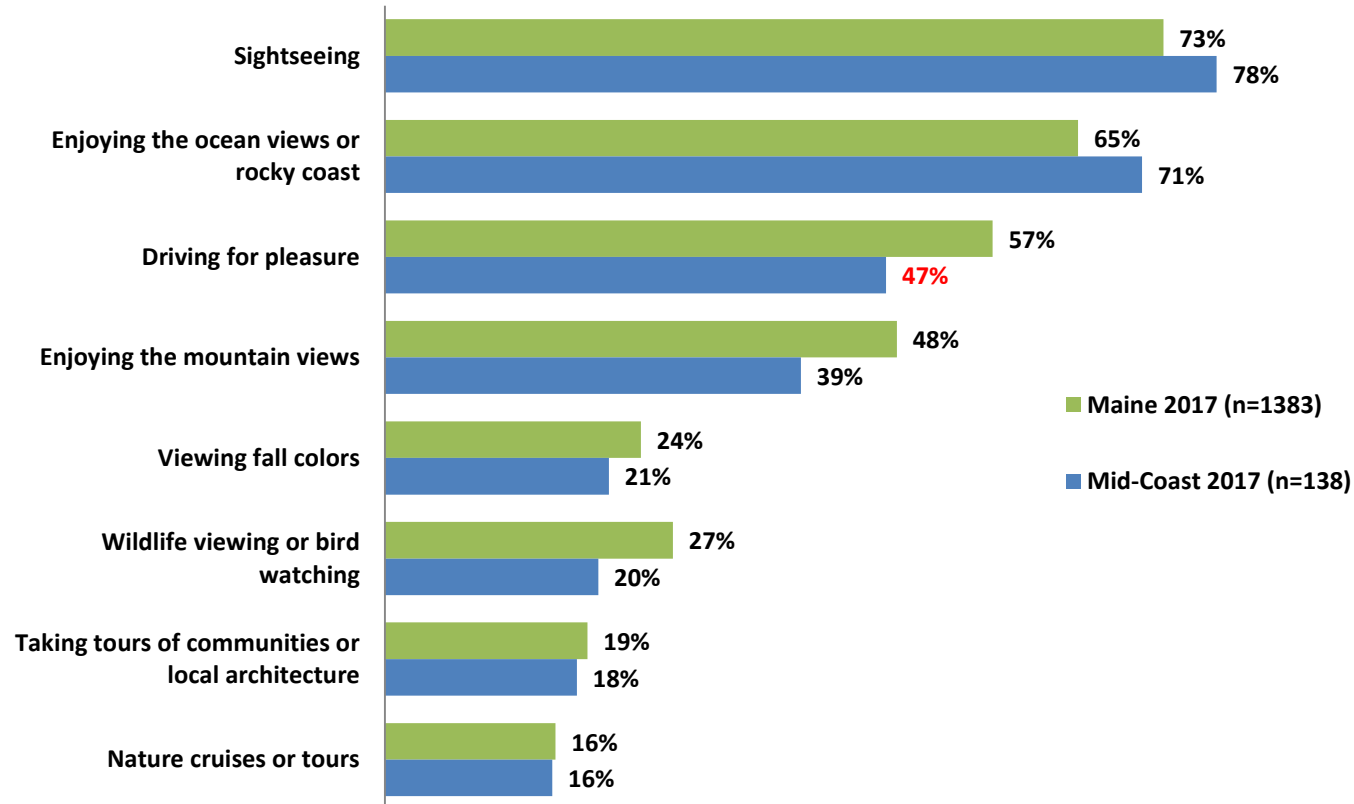


Q35. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*
 Q36. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 16
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Sightseeing and enjoying the ocean views/rocky coast are the most common touring/sightseeing activities among Mid-Coast overnight visitors.

Touring or Sightseeing Activities

Base: Those who report touring or sightseeing 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.

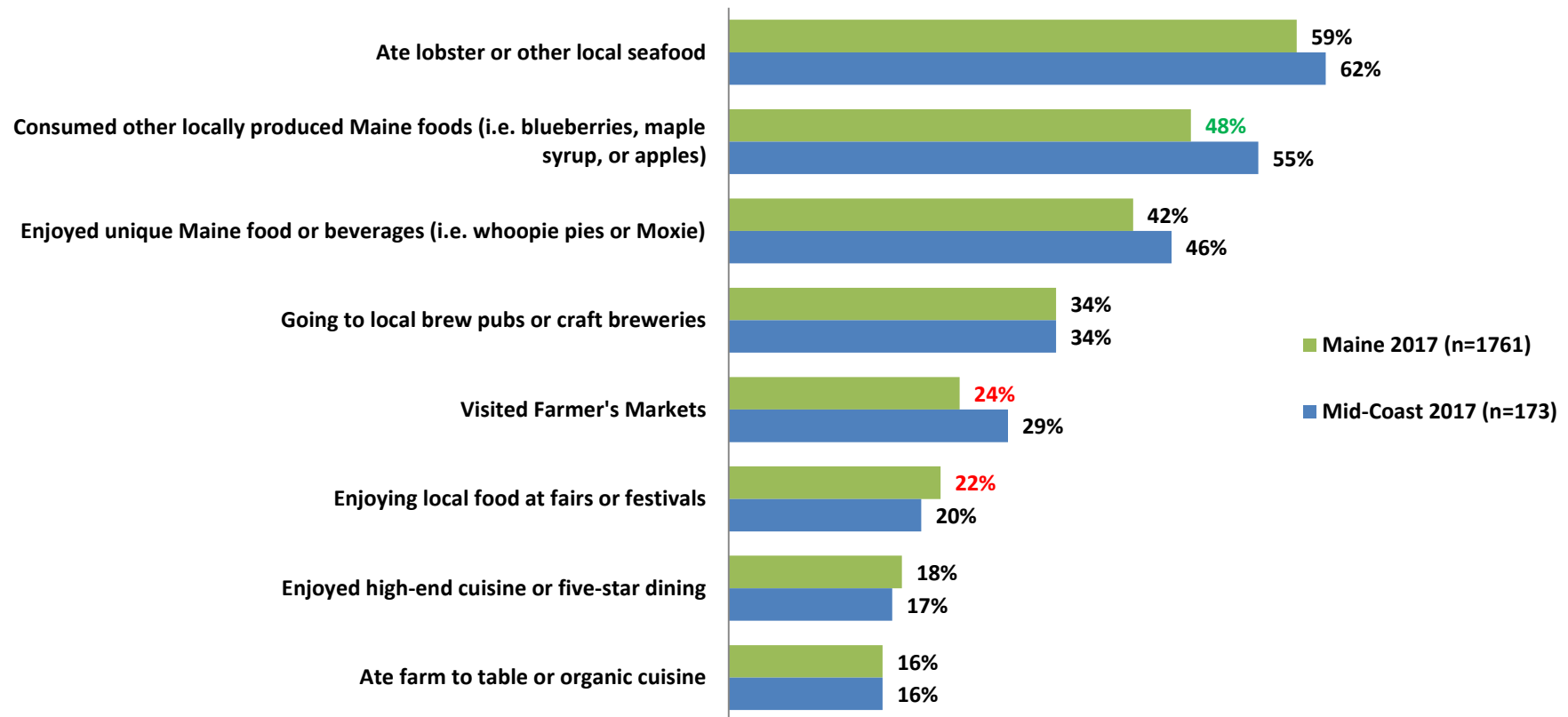
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

- Consuming other locally produced Maine foods is also popular among visitors to the Mid-Coast region.

Food, Beverage, or Culinary Activities

Base: Those who report food, beverage, or culinary 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.*

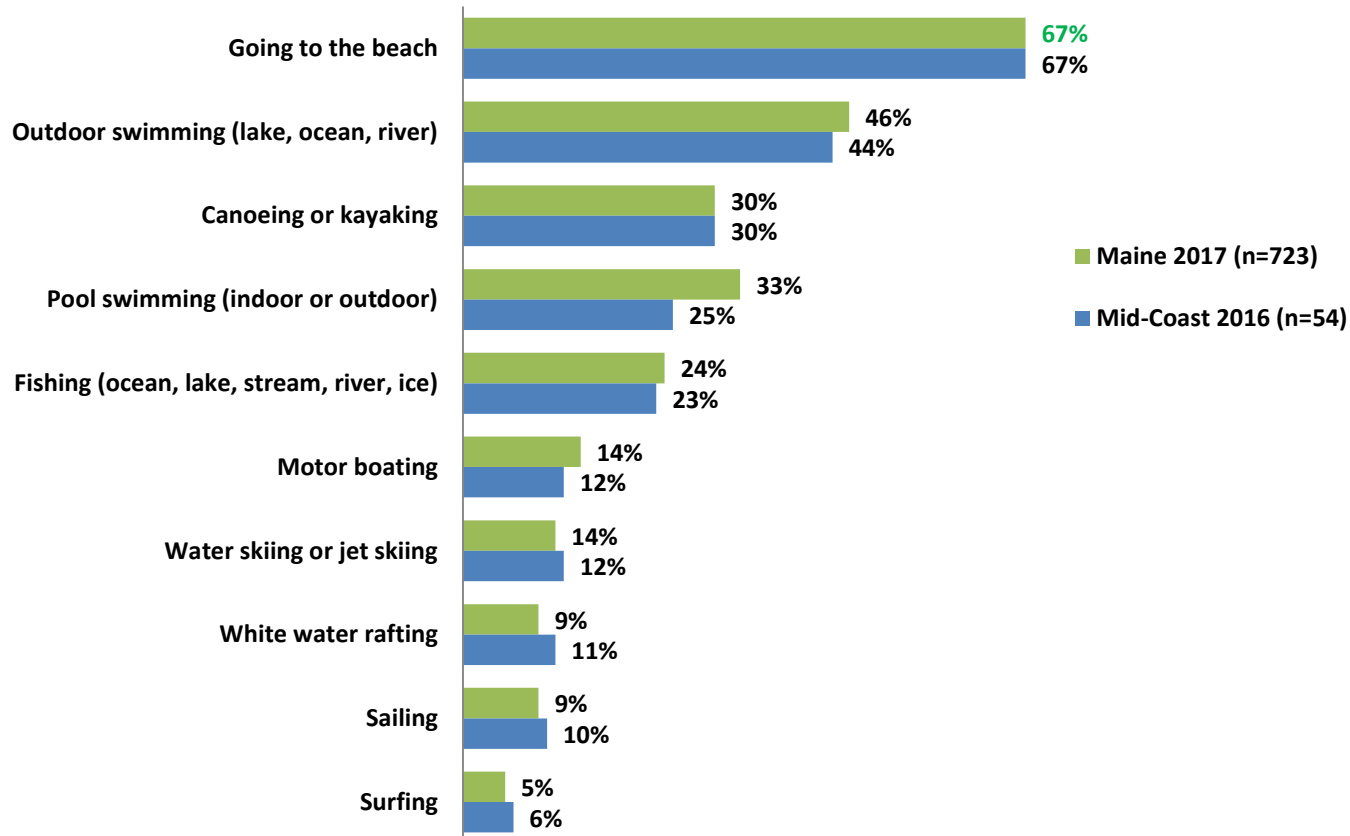
<> indicates a significant difference between this region and the State at the 95% confidence level.

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Two-thirds of overnight visitors interested in water activities *go to the beach* while visiting the Mid-Coast region.

Water Activities

Base: Those who report water 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.*

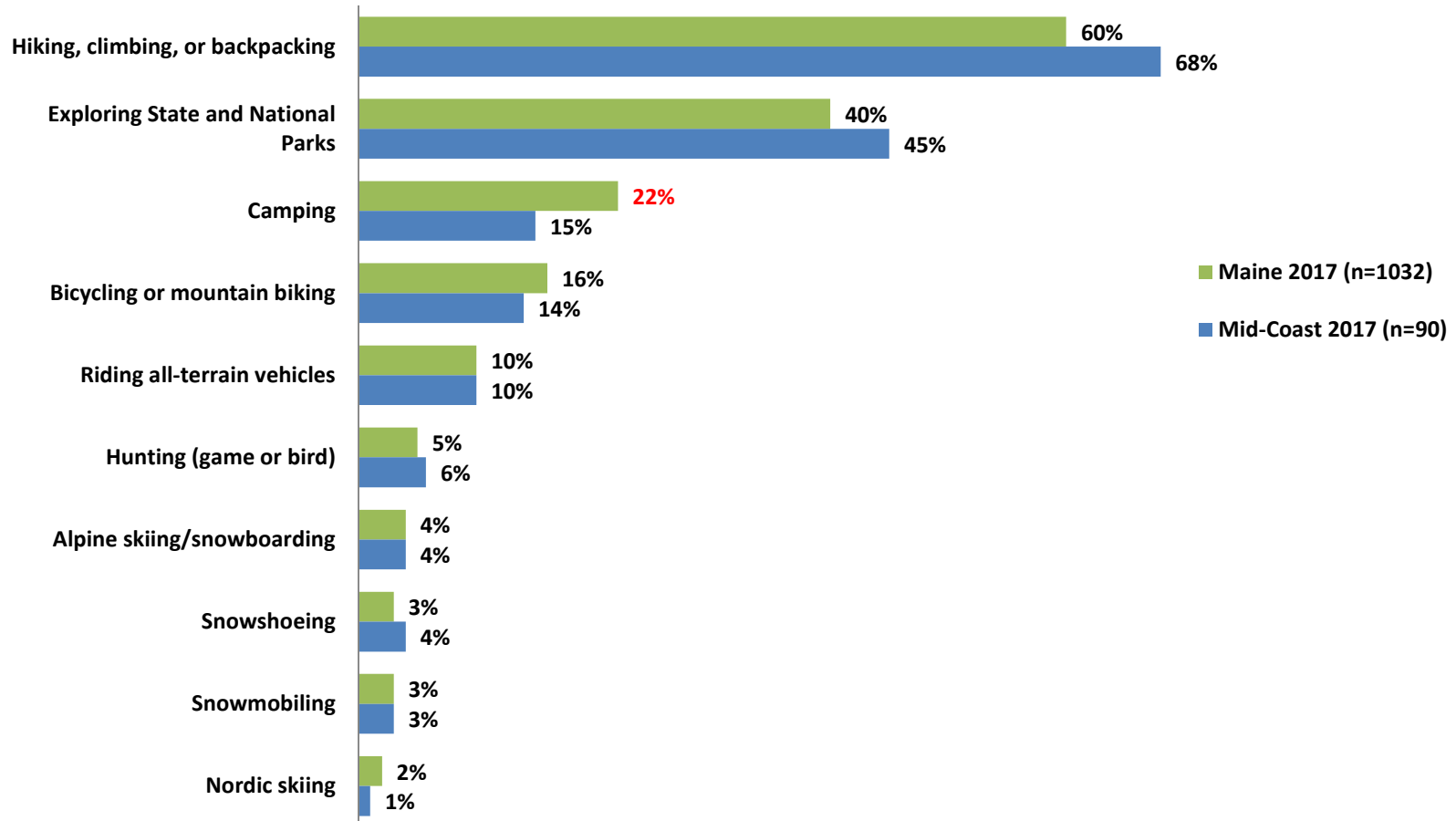
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

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

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.*

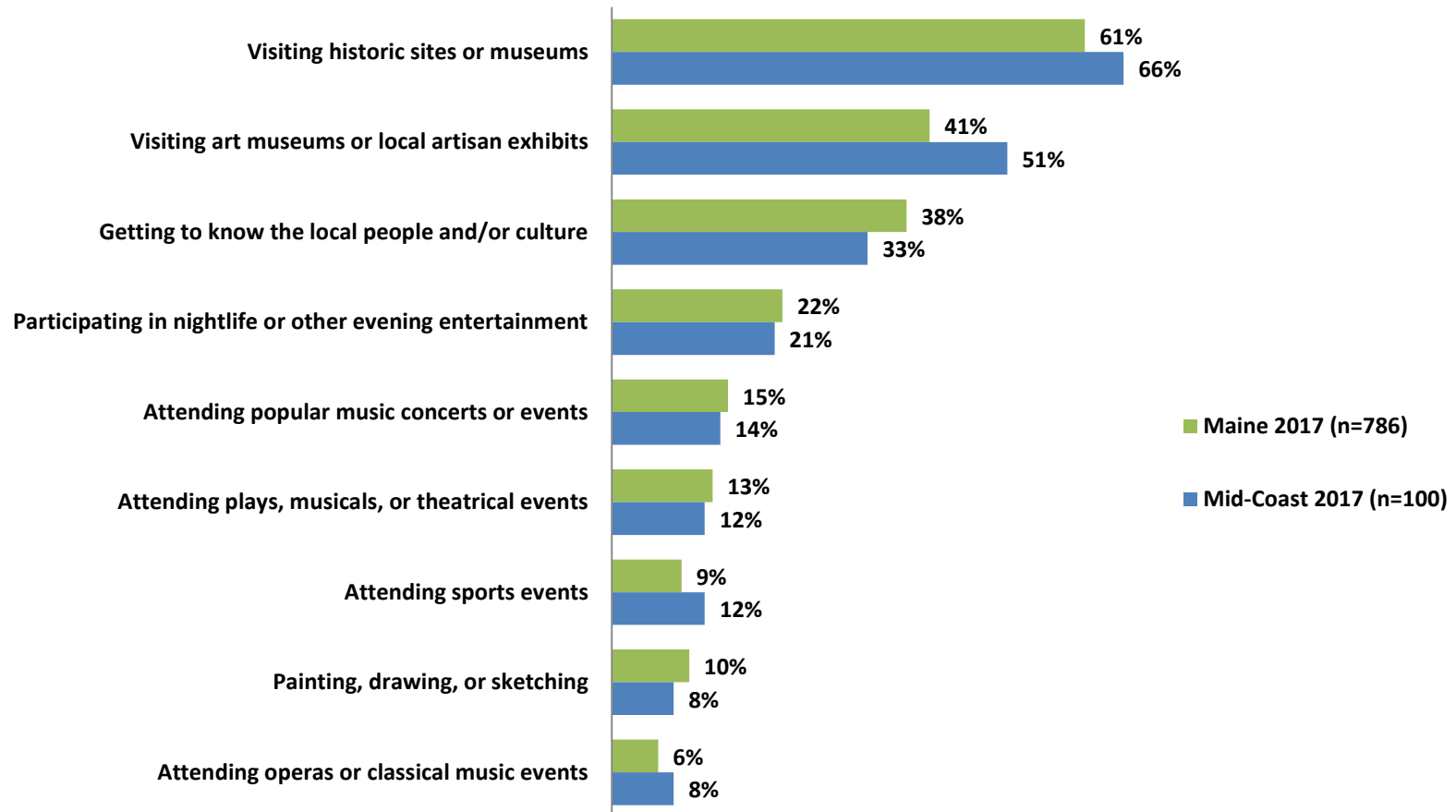
<> indicates a significant difference between this region and the State at the 95% confidence level.

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Mid-Coast overnight visitors who are interested in history/culture activities are most likely to *visit historic sites/museums* while in the area.

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.*

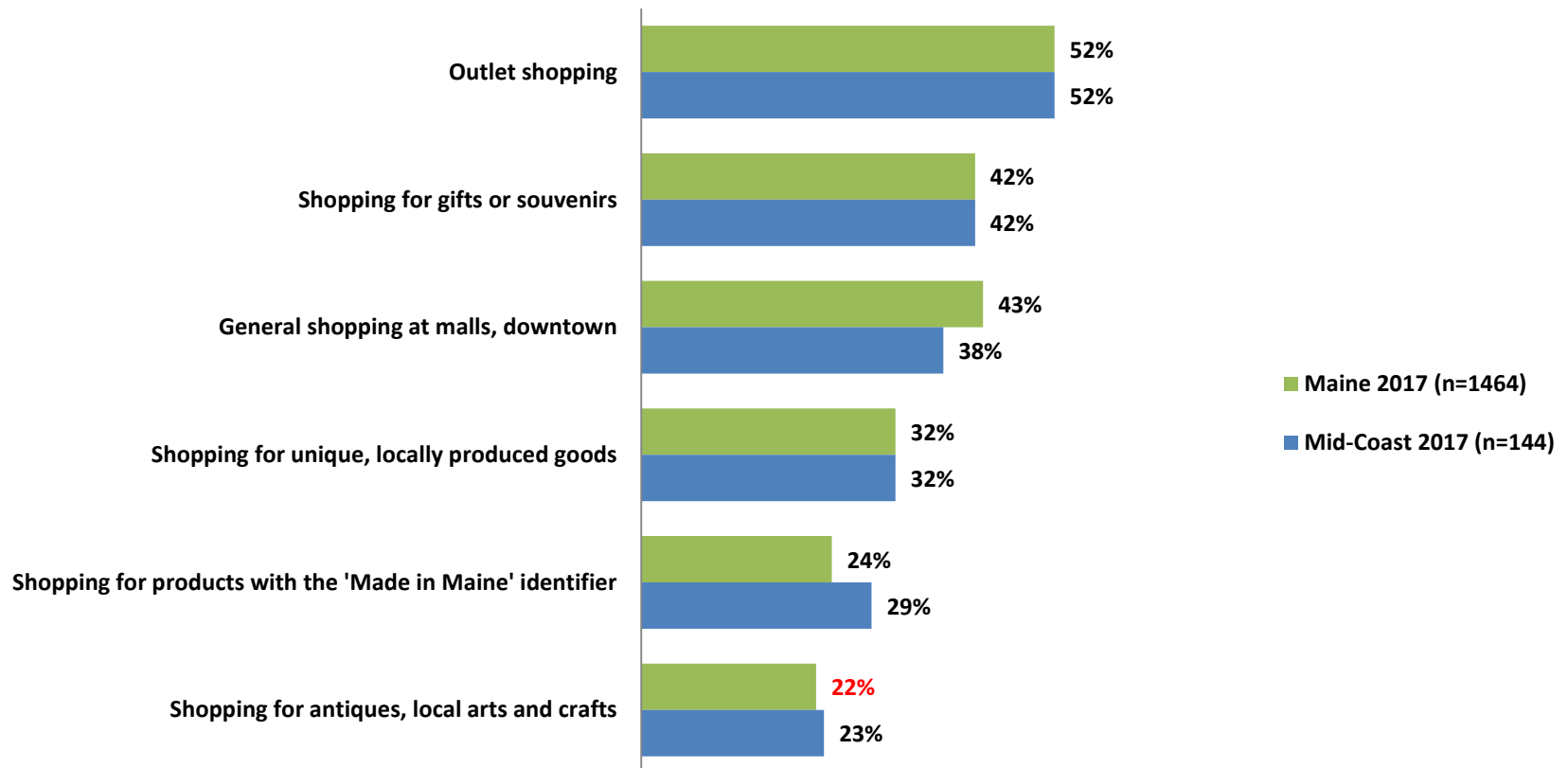
<> indicates a significant difference between this region and the State at the 95% confidence level.

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Among Mid-Coast overnight visitors who are interested in shopping, half do some outlet shopping while visiting.

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.

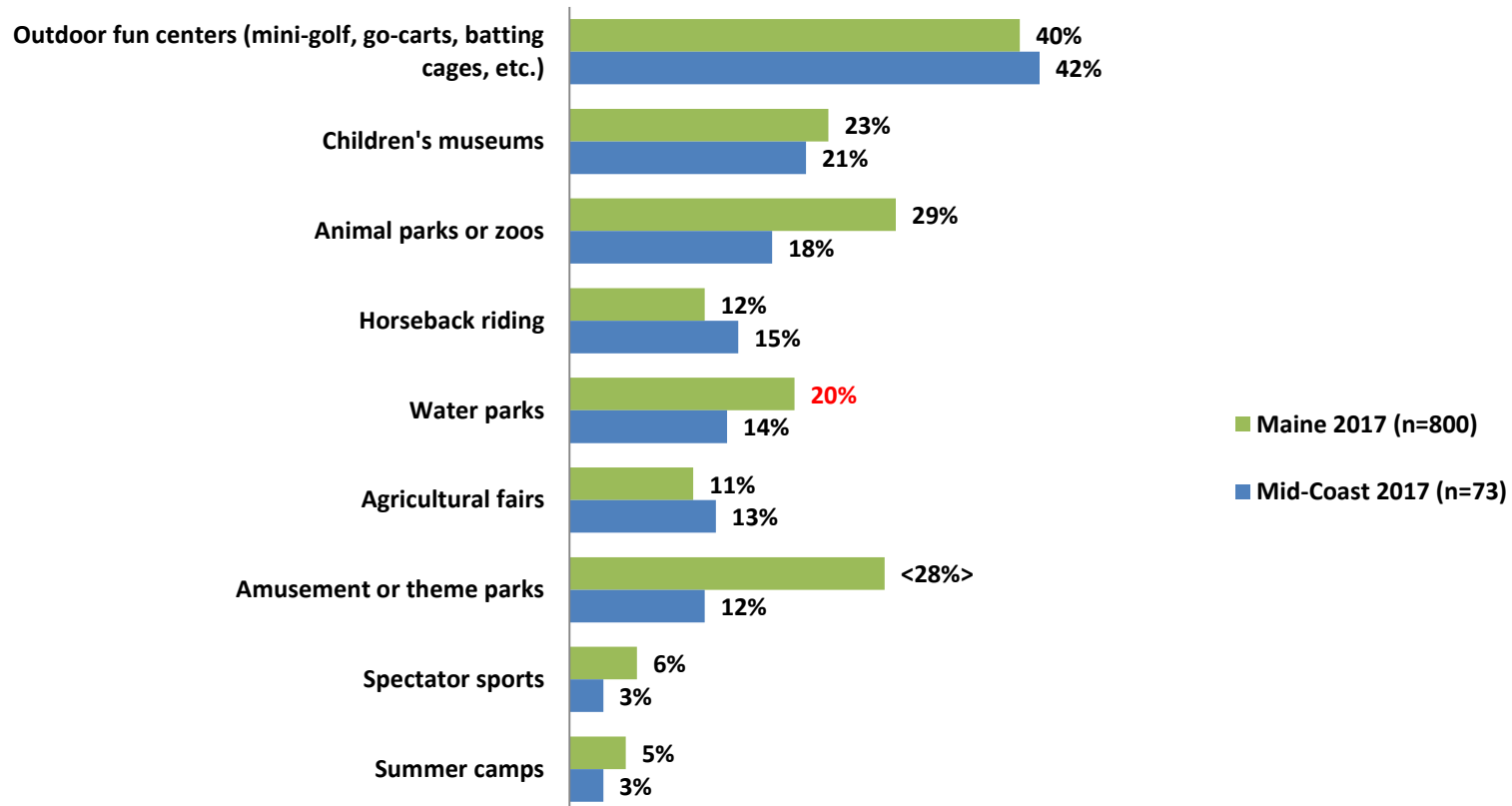
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Outdoor fun centers are the most popular family fun/children's activity among overnight visitors to the Mid-Coast.

- Mid-Coast visitors are less likely to visit *amusement or theme parks*, as compared to overnight visitors to the State as a whole.

Family Fun/Children's Activities

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

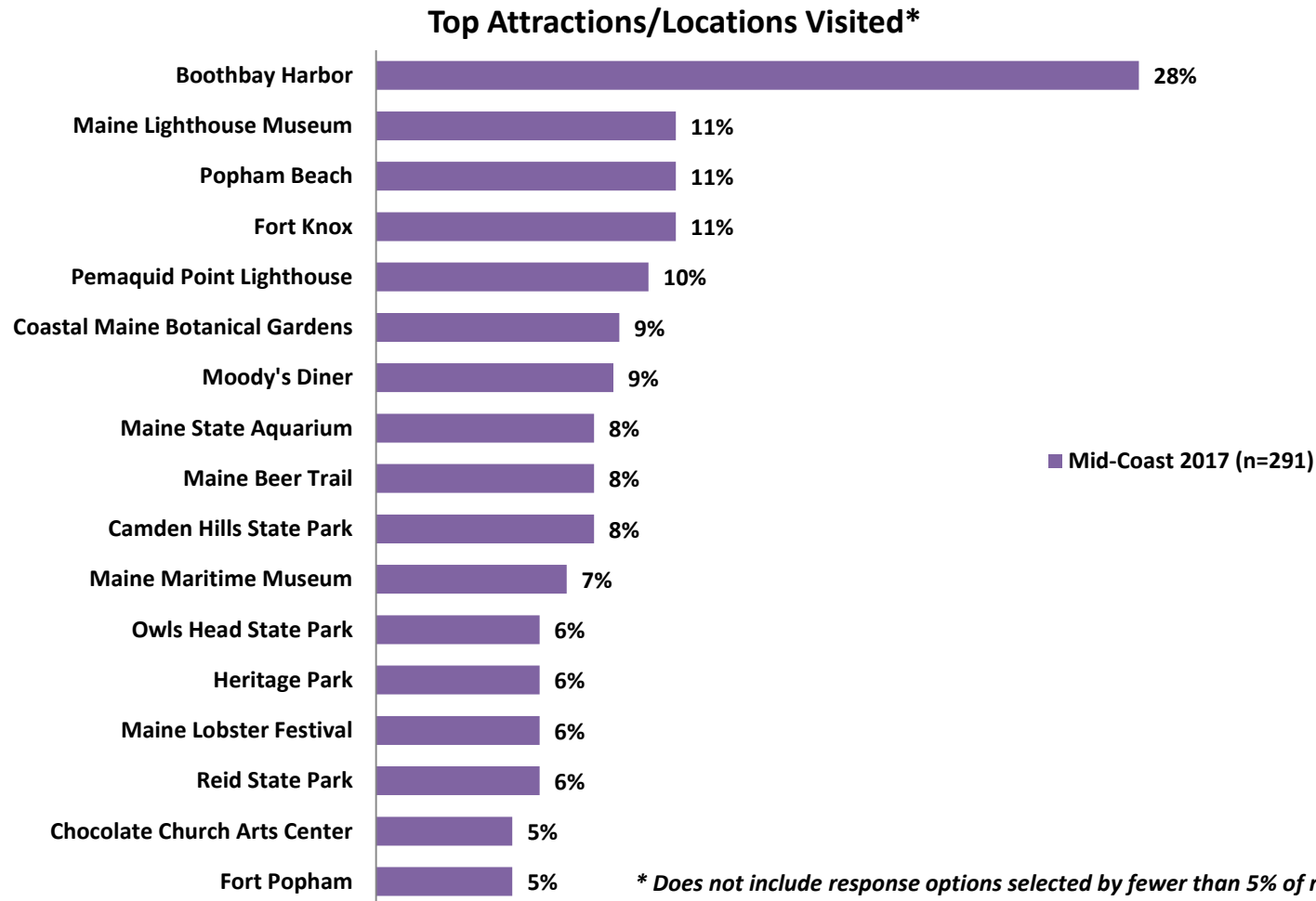


Q37. In which of the following activities did you participate during this trip? *Please check all that apply.*

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

Boothbay Harbor is, by far, the most frequently visited location among overnight visitors to the Mid-Coast region.

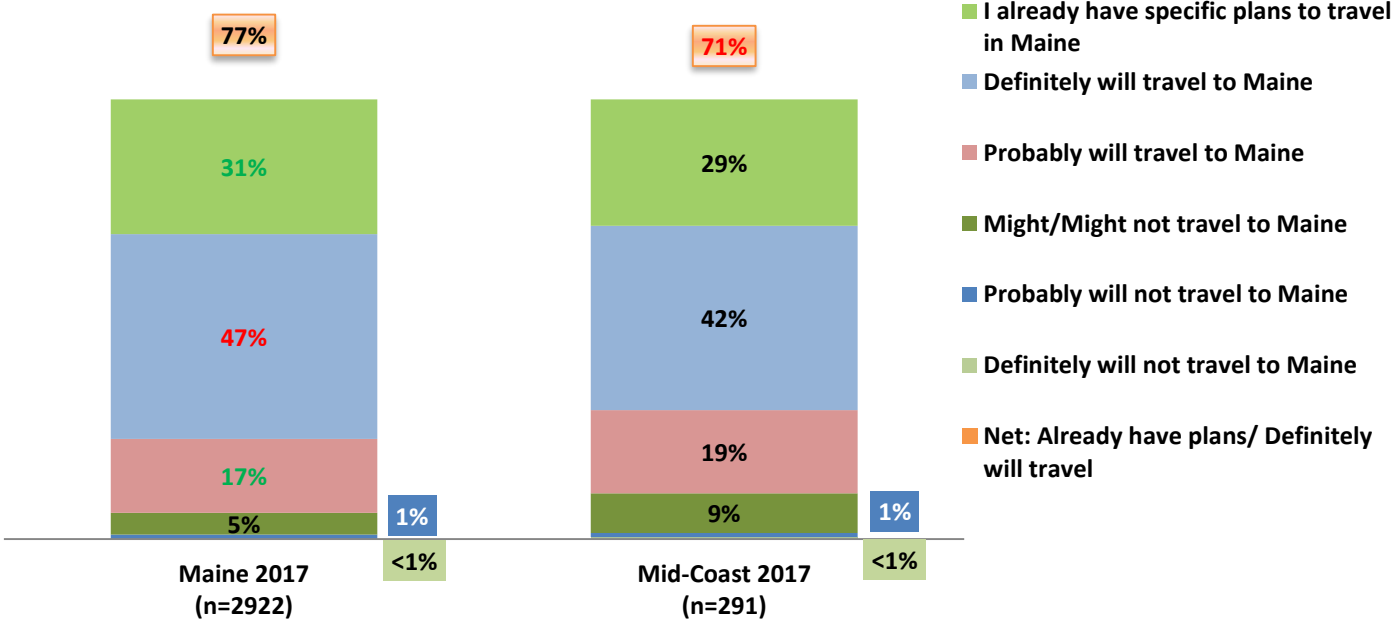


Q32: Within the region you visited, what specific towns or cities did you visit? (Please check all that apply)

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

Seven in ten visitors to the Mid-Coast region intend to visit Maine again 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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Day Visitors: Traveler Description

Day Visitor Demographics

- The typical day visitor to the Mid-Coast region is 45 years of age and earns about \$83,000 annually. Half of day visitors to this region have a college degree, and 57% are employed full-time. Just under half are married.

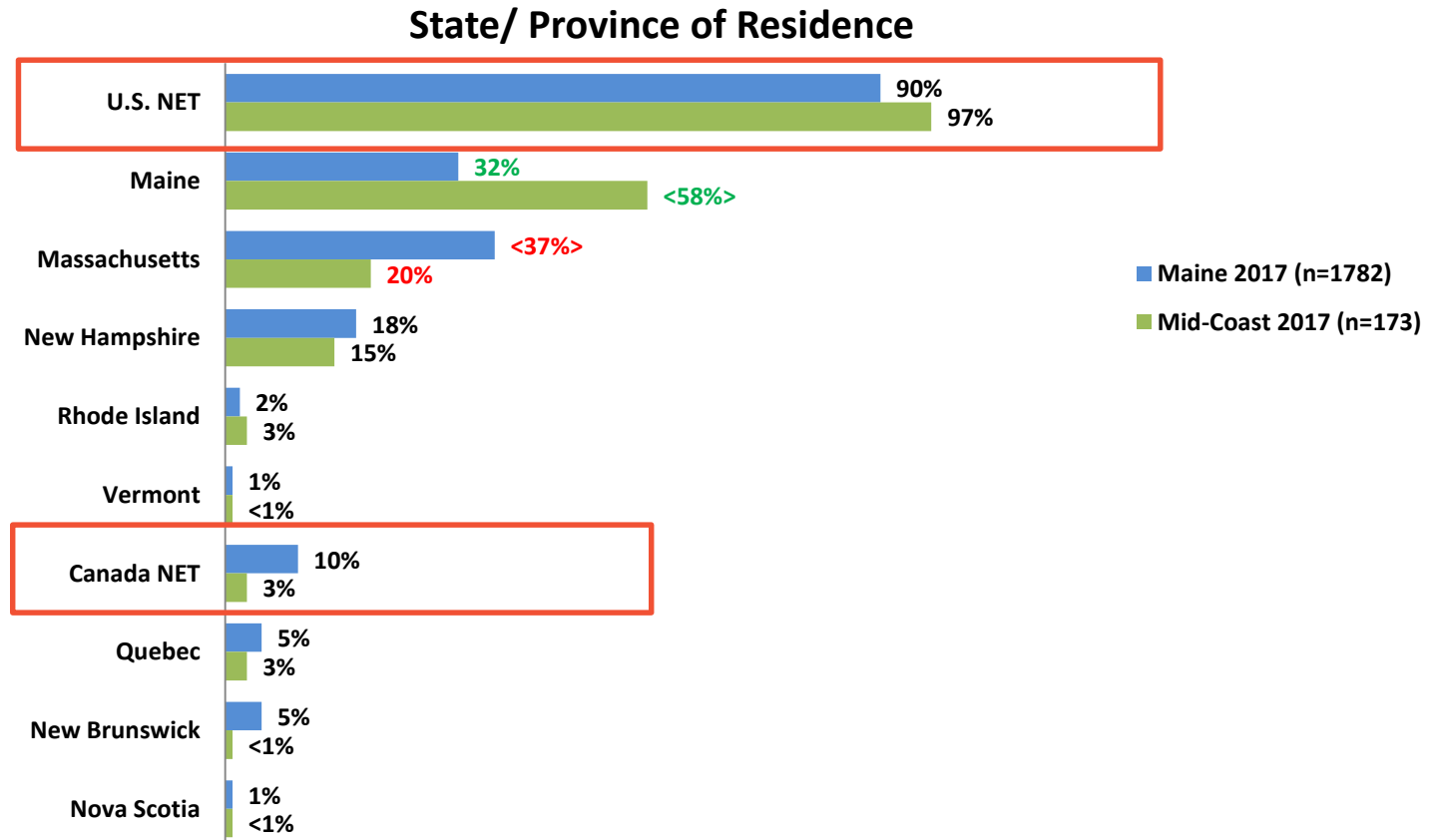
Day Visitors	Maine 2017 (n=1782)	Mid-Coast 2017 (n=173)
Age:		
< 35	33%	32%
35 - 44	19%	16%
45 - 54	19%	19%
55 +	29%	33%
Mean Age (Years)	44.1	45.5
Income:		
< \$50,000	32%	29%
\$50,000 - \$99,999	41%	44%
\$100,000 +	27%	27%
Mean Income	\$80,800	\$82,900
Female	76%	77%
College Degree or Higher	54%	51%
Married	48%	47%
Employed Full-Time	52%	57%

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Three-fourths of day visitors to the Mid-Coast region originate from Maine or Massachusetts.

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



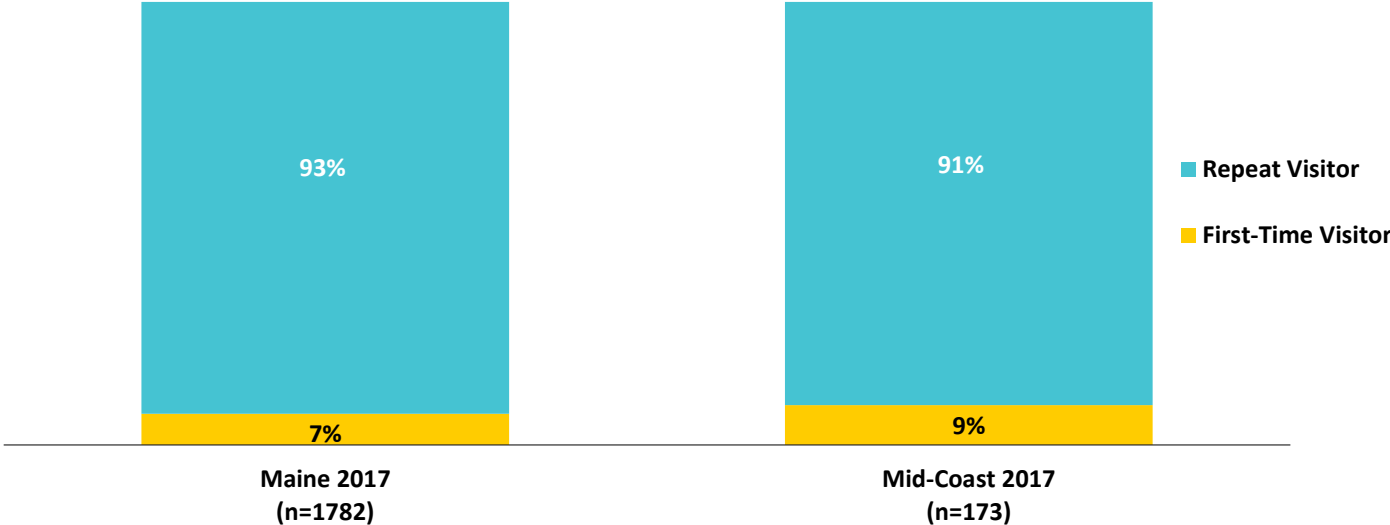
Q2. In what State or Province do you reside?

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Nine in ten day visitors to the Mid-Coast region have visited Maine before.

Repeat vs. First-Time Visitors

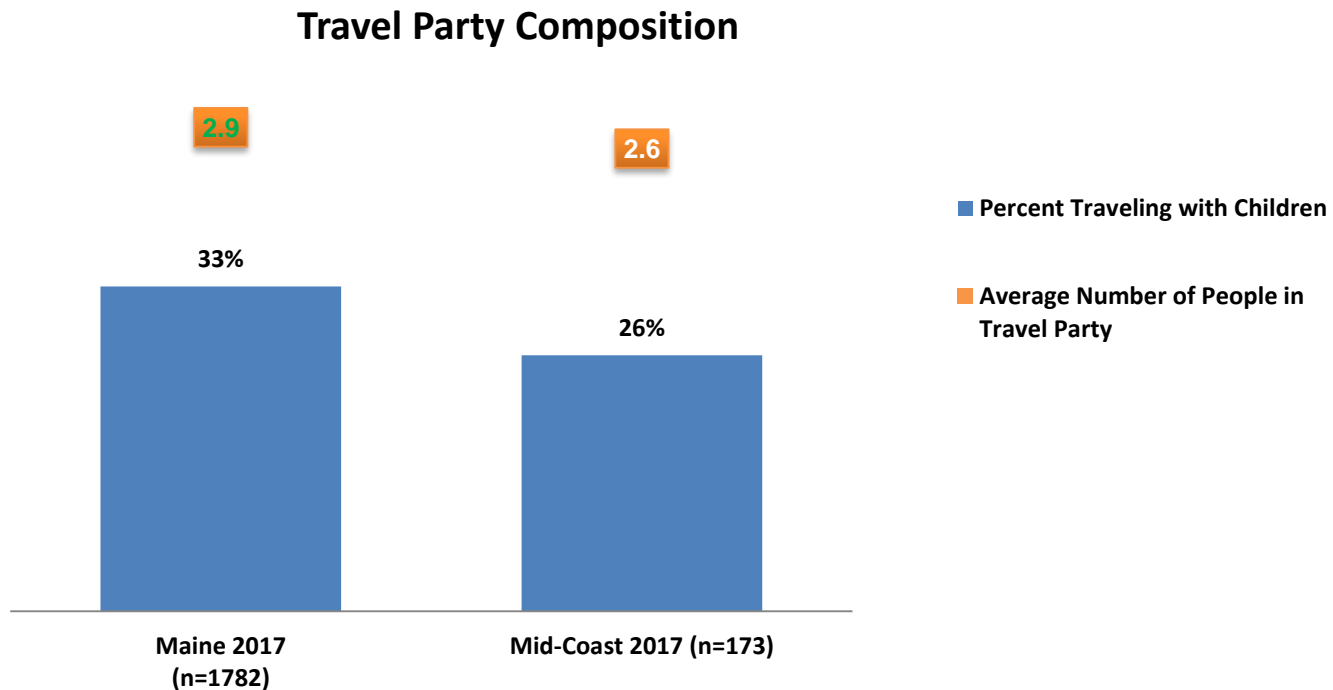


Q10. Was this your first trip to Maine?

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One in four day visitors to the Mid-Coast region travel with children.



Q15. Including yourself and any children, how many people were in your immediate travel party on this trip?

Q16. How many of these people were: Children

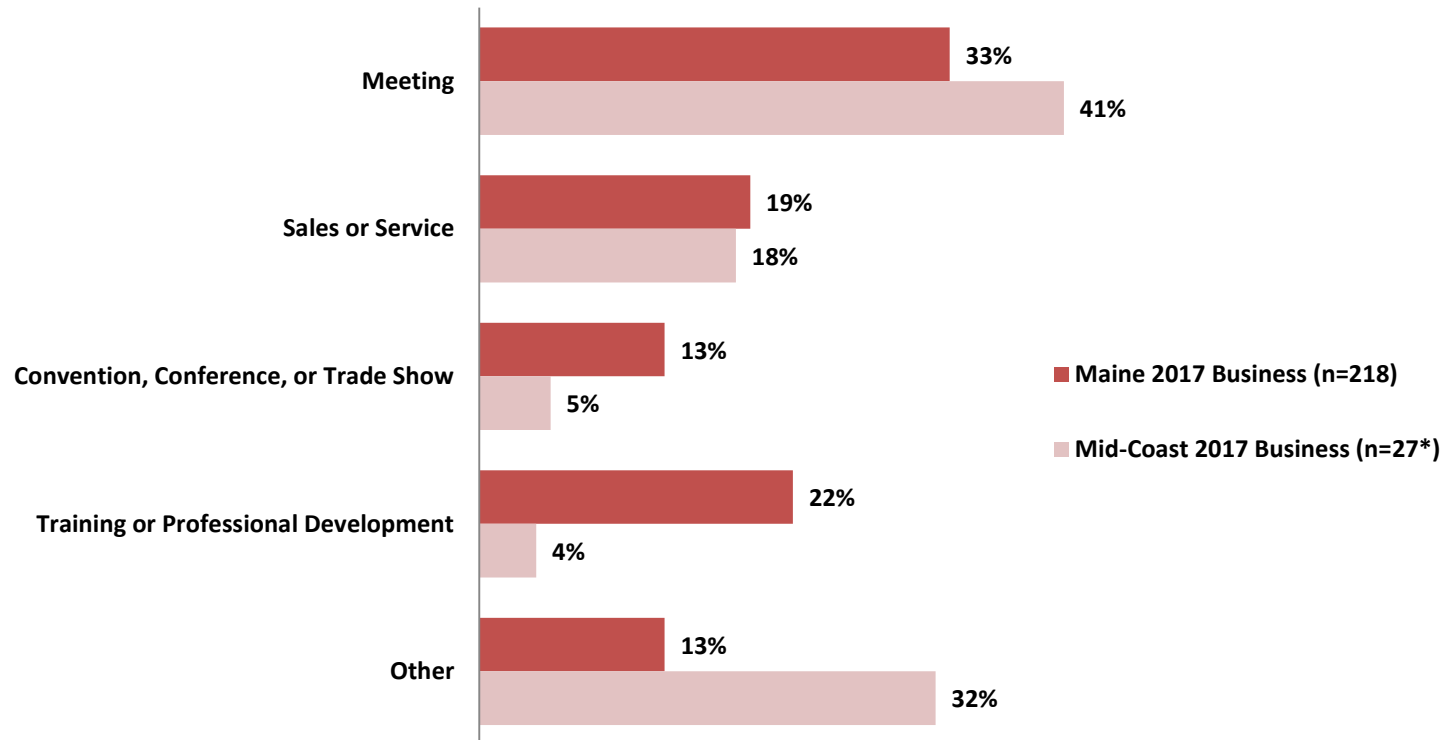
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Day Visitors: Trip Experience

Two in five business day visitors to the Mid-Coast come for a *meeting*.

Primary Purpose of Day Business Trips



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

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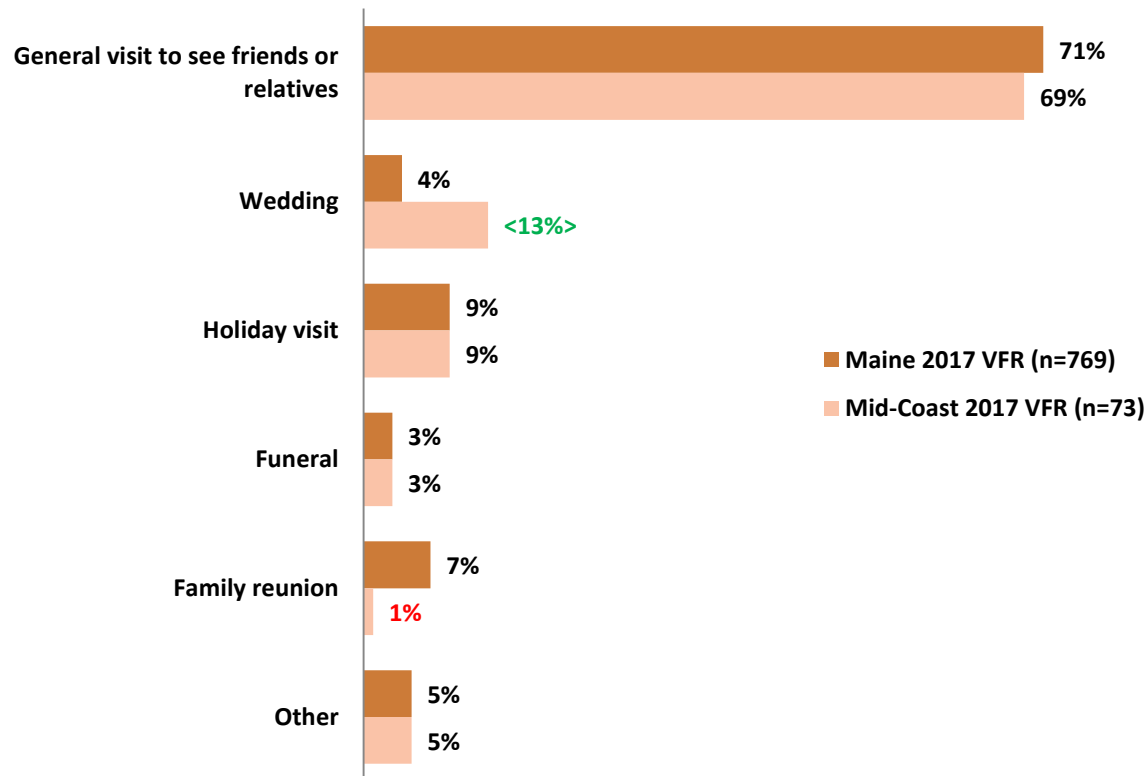
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size. Use caution when interpreting.

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

- Day visitors to the Mid-Coast region on a VFR trip are more likely than day visitors to the State as a whole to be visiting to attend a *wedding*.

Primary Purpose of Day VFR* Trips



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

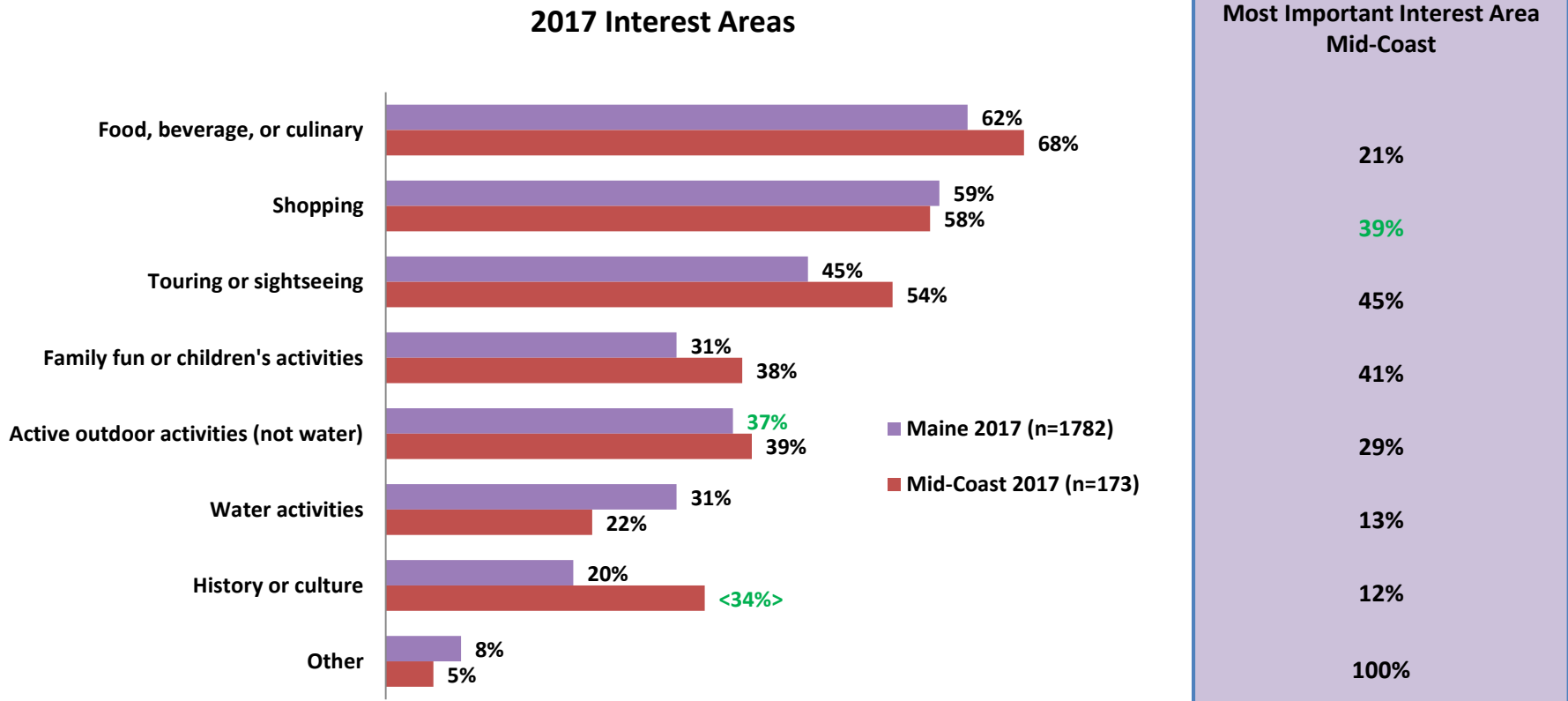
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*VFR = Visiting Friends and Relatives

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

- Mid-Coast day visitors are more likely to be interested in *history or culture* than are day visitors to the State as a whole.



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

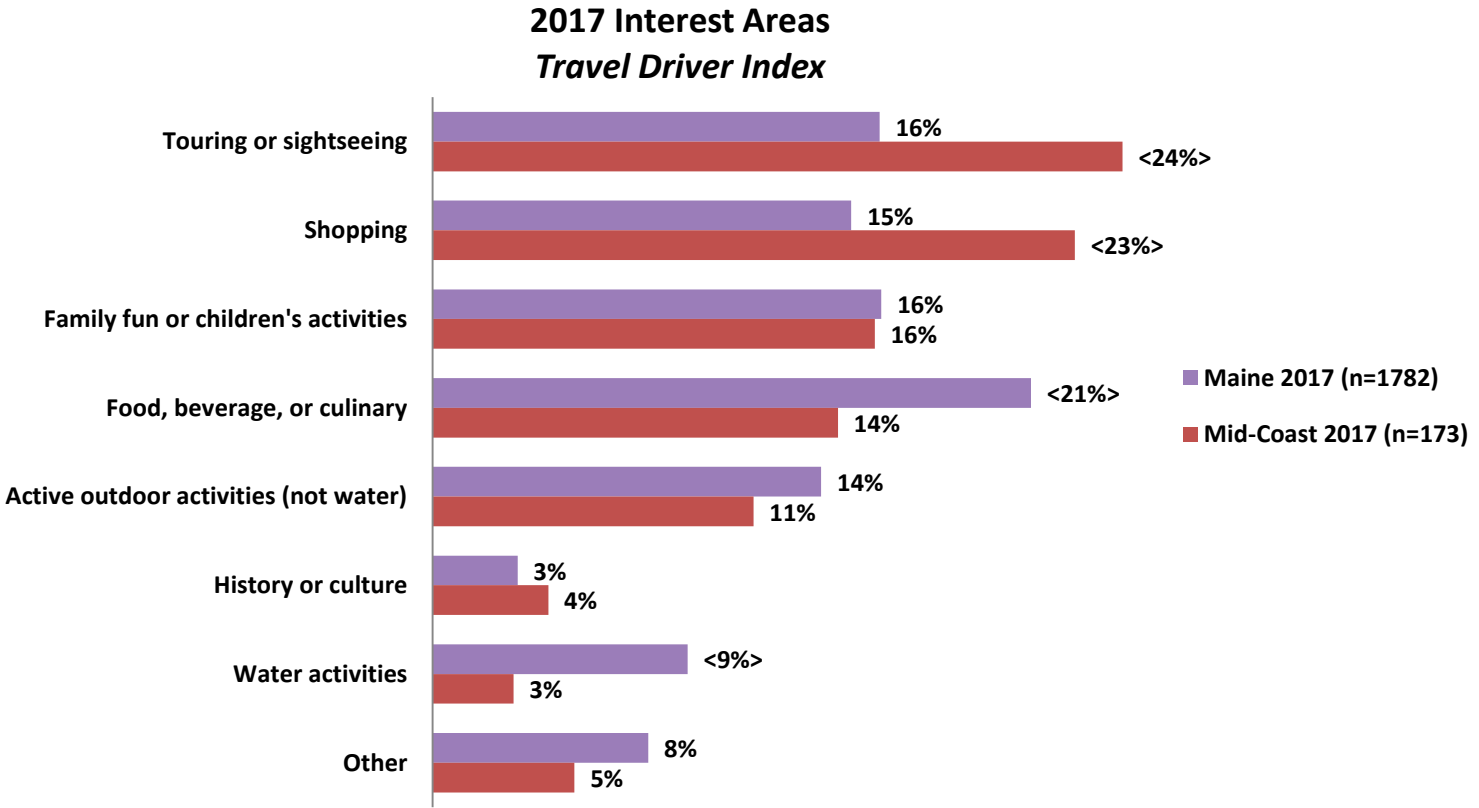
Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 34

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When considering both interest and importance in deciding to visit, touring/sightseeing activities and shopping rank highest among day visitors to the Mid-Coast region.

- Touring/sightseeing and shopping are stronger visitation drivers for day visitors to the Mid-Coast region as compared to day visitors to the State as a whole. Food/beverage/culinary and water activities are less important visitation drivers to the Mid-Coast region among day visitors, as compared to the State overall.



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



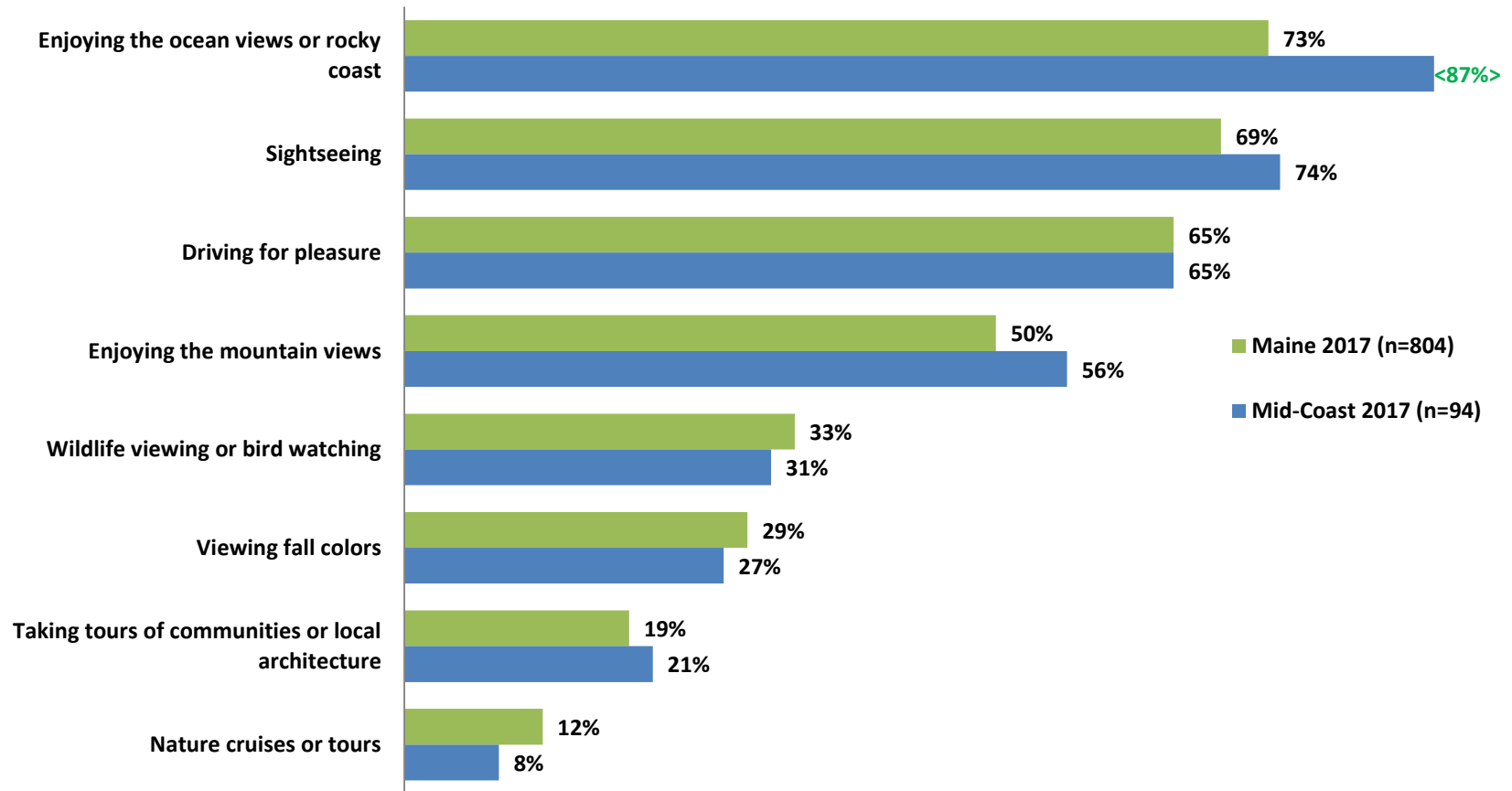
Q18. Which of the following *interest areas* did you want to pursue during this trip to Maine? *Please check all that apply.*
 Q19. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important. 35
 <> indicates 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.

The greatest proportion of Mid-Coast day visitors who are interested in touring/sightseeing activities spent time *enjoying the ocean views/rocky coast* while in the area.

- Day visitors to the Mid-Coast region are more likely than day visitors to the State as a whole to be *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 their Maine trip



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

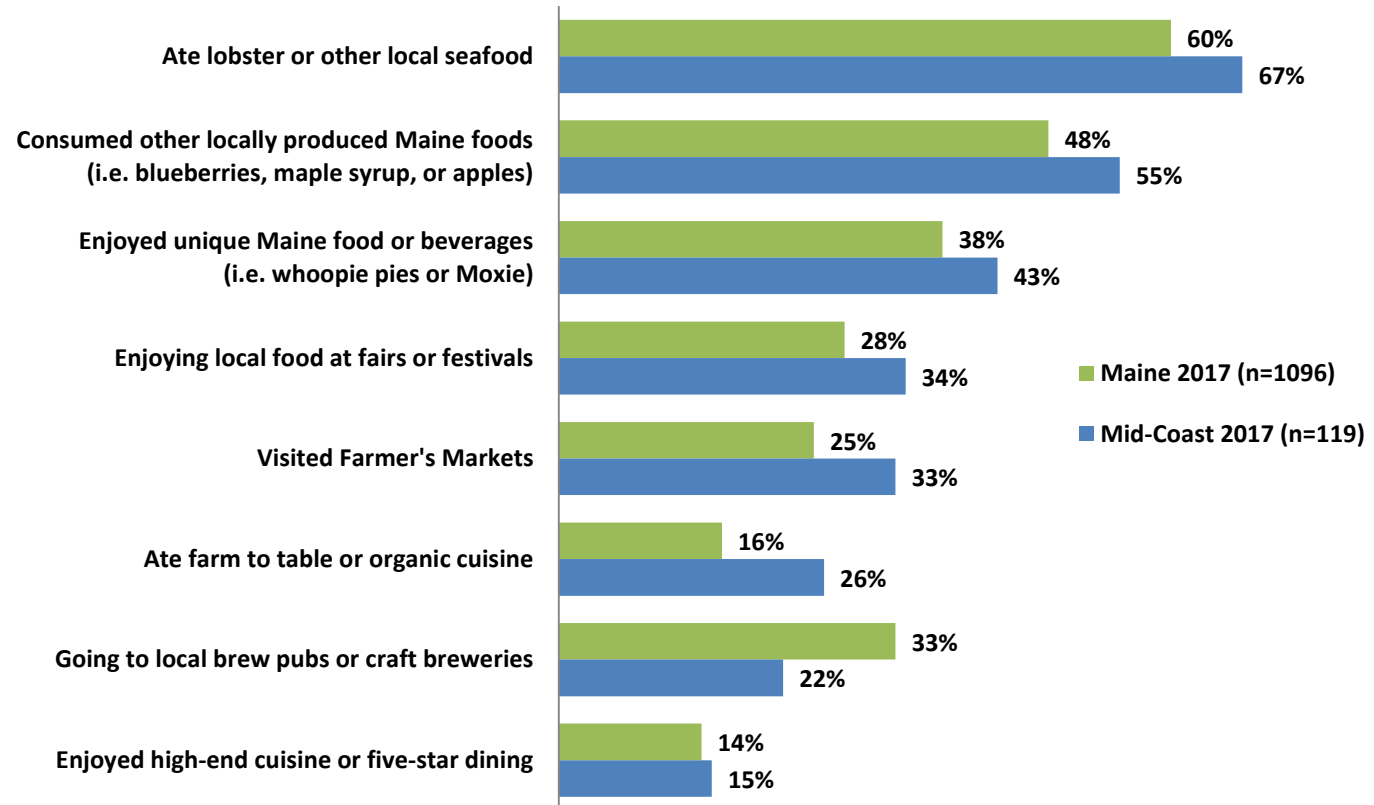
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

Day visitors interested in food/beverage/culinary activities are most likely to have eaten lobster/other local seafood or consumed other locally produced Maine foods while visiting the Mid-Coast.

Food, Beverage, or Culinary Activities

Base: Those who report food, beverage, or culinary 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.

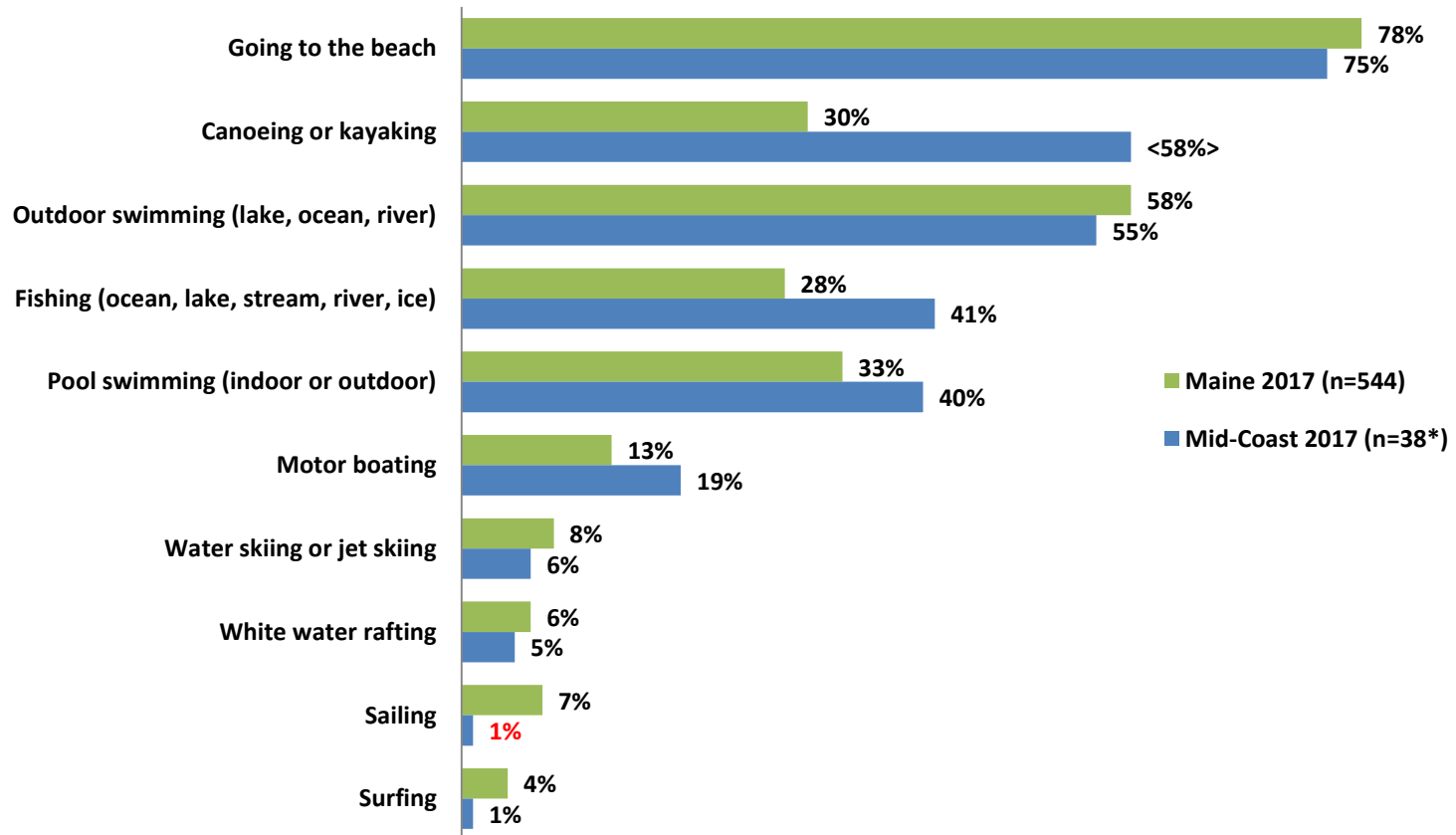
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Going to the beach is the most common activity pursued by day visitors who are interested in water activities.

- Day visitors to the Mid-Coast region are more likely than day visitors to the State as a whole to *canoe or kayak* while visiting.

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.*

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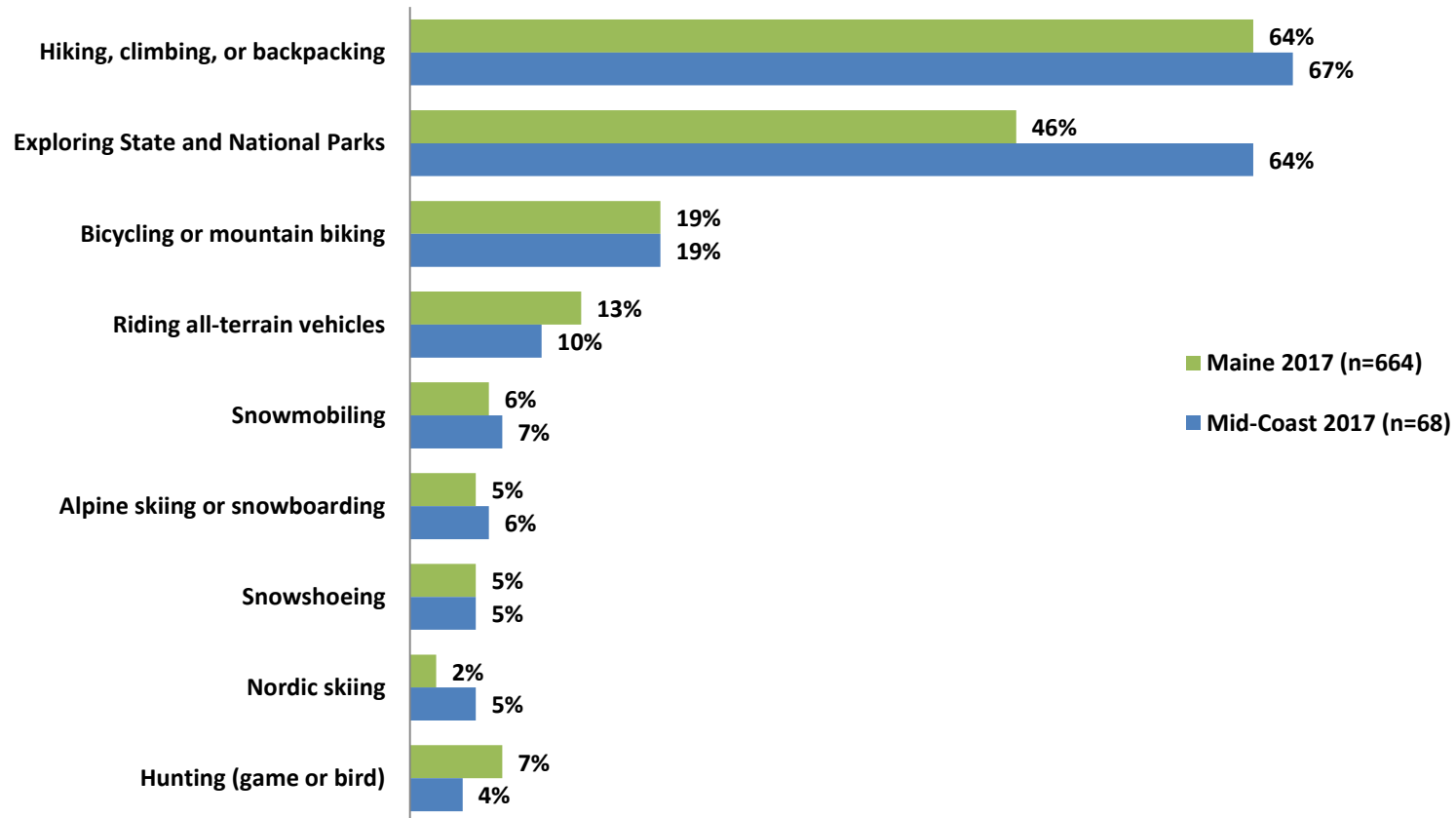
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

*Please note small sample size. Use caution when interpreting.

Hiking/climbing/backpacking and exploring state and national parks are the most common active outdoor activities pursued by day visitors to the Mid-Coast.

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.*

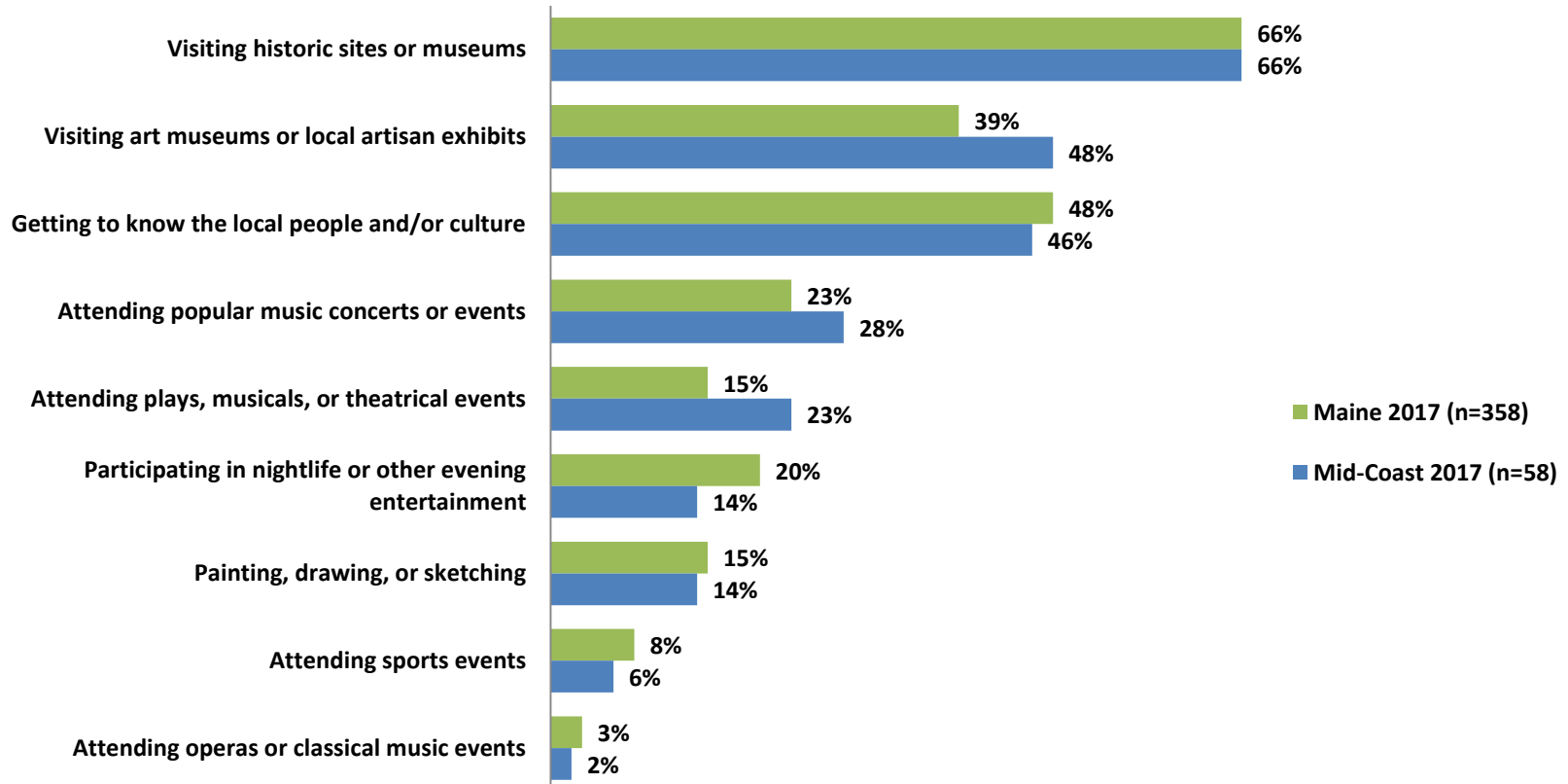
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Visiting historic sites/museums is the most popular activity among day visitors to the Mid-Coast region pursuing history/culture activities.

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.

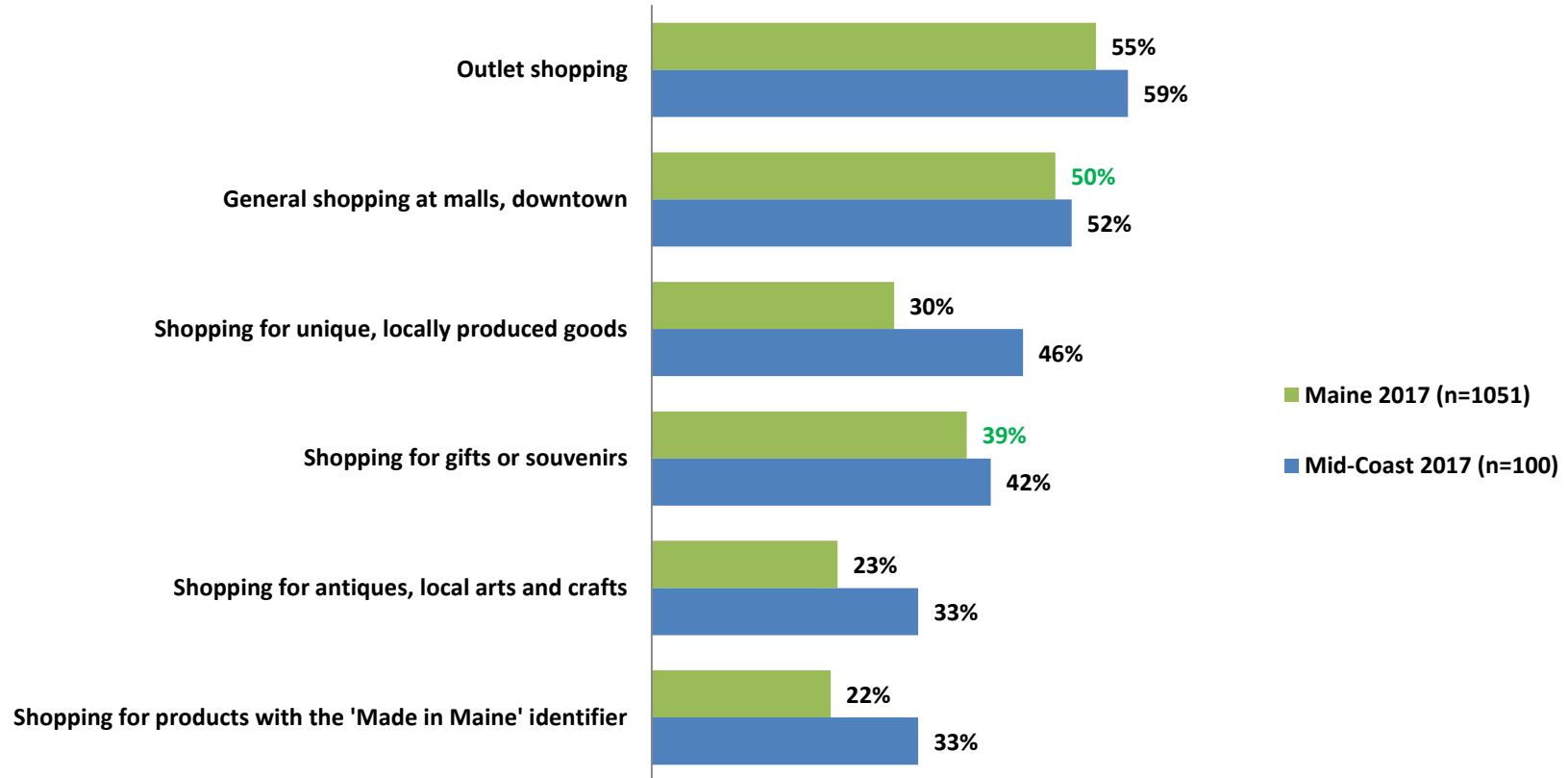
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

Mid-Coast day visitors who are interested in shopping participate in a number of different shopping activities while visiting.

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.*

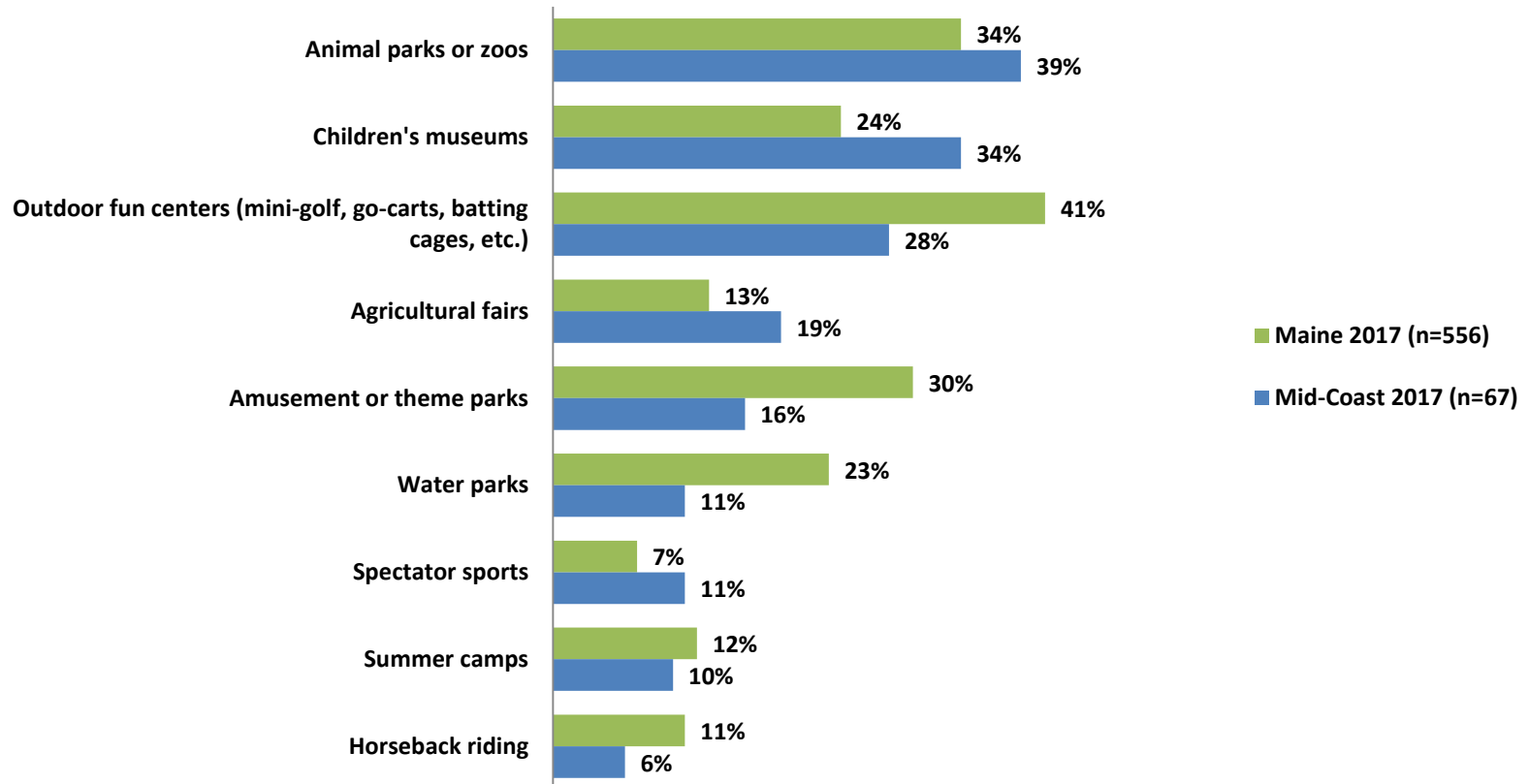
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

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

Family Fun/Children's Activities

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



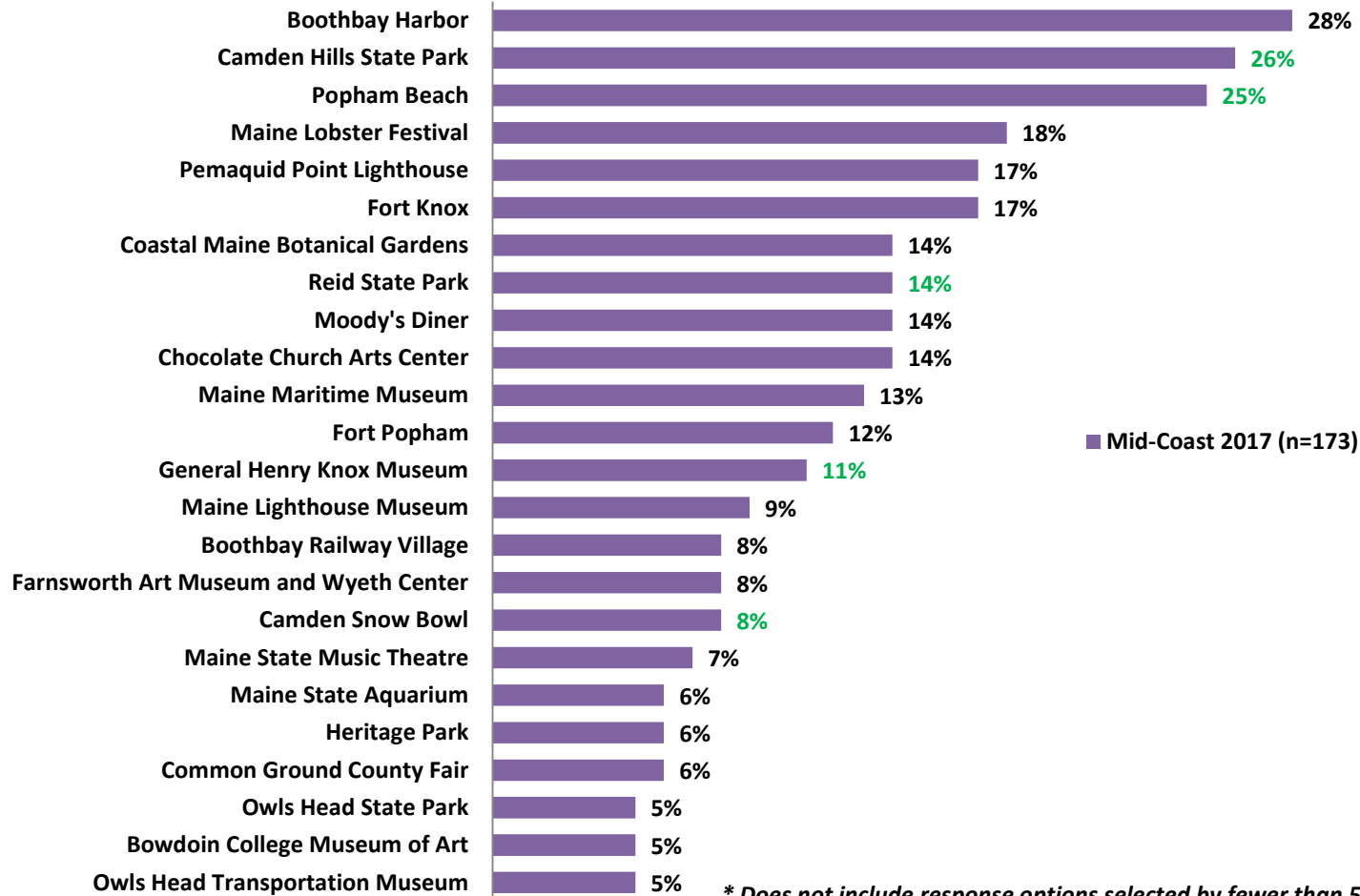
Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

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Boothbay Harbor, Camden Hills State Park, and Popham Beach are the most popular attractions enjoyed by day visitors to the Mid-Coast region.

Top Attractions/Locations Visited*



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

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 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,
 - Travel interests, and
 - The activities they participate in while visiting.
- Highlights of these differences are shown on the following pages.

Visitor Origin

Compared to visitors to the entire State, Mid-Coast visitors differ in the following ways:



Trip Interest Areas

OVERNIGHT AND DAY
VISITORS

OVERNIGHT VISITORS

More likely to want to
pursue **history/culture**
activities

Less likely to want to pursue
water activities

Trip Interests and Importance (Travel Driver Index)

DAY VISITORS

More likely to place
importance on:
Touring/sightseeing
Shopping

Less likely to place
importance on:
Food/beverage/culinary
activities

OVERNIGHT AND DAY
VISITORS



Less likely to place
importance on:
Water activities

Trip Activities

OVERNIGHT VISITORS

More likely to visit
amusement/theme parks

DAY VISITORS

More likely to enjoy the
ocean views or rocky coast



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Davidson-Peterson Associates
172 Commercial Street
Portland, ME 04101
207.985.7660
www.digitalresearch.com