Maine Office of Tourism

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VisitMaine.com

Visitor Profile Research

Regional Insights 2019:
Aroostook County

Prepared by

dpa
providing direction in travel & tourism
A Division of DRI

April 2020

Regional Insights 2019: Aroostook County

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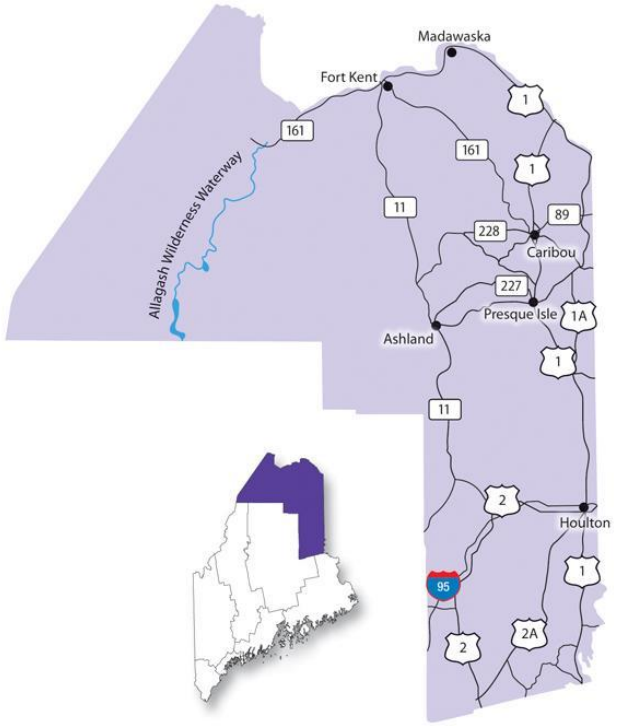
Introduction

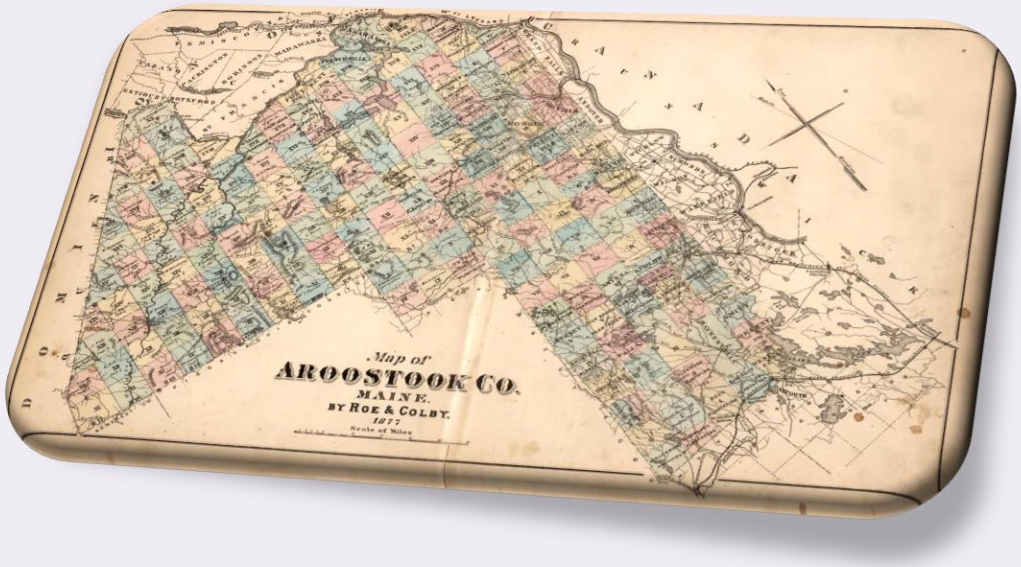
- This report provides a profile of visitors and their trips to the Aroostook County tourism region during 2019 from a survey of:
  - 101 overnight visitors, and
  - 77 day visitors.

- Throughout this report, data for the Aroostook County tourism region is presented alongside data for the state of Maine as a whole. Statistically significant differences between the tourism region and the state are calculated at the 95% confidence level and are noted throughout by < > around the larger figure. *(A statistically significant difference means the observed difference is more than would be expected by chance 95 times out of 100.)*

- Statistically significant differences between 2018 and 2019 are also highlighted for both Aroostook County 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.



Visitors to Aroostook County: How They Are Unique



Visitor Origin

Visitors to Aroostook County, compared to visitors statewide, were…

Overnight and Day Visitors

- Less likely to be U.S. residents and more likely to be Canadian residents
- Less likely to be from the Mid-Atlantic states

Day Visitors

- Less likely to be from Massachusetts or New Hampshire
- More likely to be from New Brunswick or Quebec

Visitor Demographics and Travel Parties

Visitors to Aroostook County, compared to visitors statewide…

Overnight Visitors

- Fewer were in the oldest age group (55+)

Day Visitors

- More were in the lowest income group (<$50K/year)
- Had a lower average income
- Had fewer people in their travel party, on average

Trip Purpose, Interest Areas and Drivers

Visitors to Aroostook County, compared to visitors statewide, were…

Overnight Visitors

- More likely to have trips driven by Active Outdoor (non-water) activities
- Less likely to have trips driven by Food, Beverage and Culinary activities

Day Visitors

- Less likely to have outdoor recreation as a primary reason for their day trip and more likely to be traveling for a family reunion
- Less likely to be interested in water activities
- More likely to have shopping as a travel-driver

Trip Activities

Visitors to Aroostook County, compared to visitors statewide, were…

Overnight Visitors

- More likely to take part in Family/Children's Summer Camps, hunting activities (game or bird), and/or wildlife/bird watching
- Less likely to have eaten lobster or other local seafood or shopped for products with the “Made in Maine” identifier

Day Visitors

- More likely to do general shopping at malls, downtown areas
- Less likely to shop at outlet stores and/or shop for antiques, local arts and crafts
- Less likely to have eaten lobster or other local seafood

Visitation and Economic Impact Summary

Visitation and Economic Impact Summary

2019 Regional Tourism Impact Estimates

Aroostook County

An estimated 1.47 million travelers visited the Aroostook County region in 2019 ~ steady (+0.8%) compared to 2018.

2018 Total	2019 Total
1.46 million	1.47 million
(3.2% of All Maine Visitors)	(3.2% of All Maine Visitors)

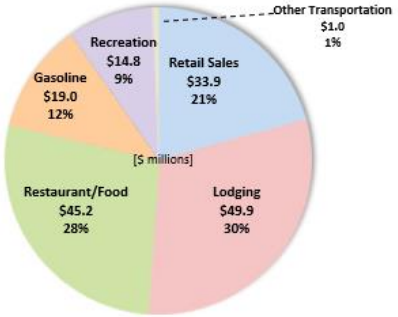
Number of Visitors to the Aroostook County Region

The visitation estimates shown above include all visitors on tourism-related trips. Tourism related trips include: all leisure trips, trips that are a general visit to see friends or relatives, a wedding, a holiday visit, and business trips that are for a convention/conference/trade show or training/professional development.

2019 Regional Tourism Impact Estimates

Aroostook County

In 2019, Aroostook County visitors spent $164 million ~ down 1.3% from 2018.



The $164 million spent by visitors to Aroostook County supported…

Economic impact begins when a visitor spends money in a region. But the benefits to a local economy go well beyond the impact of this initial spending. These "direct economic impact" dollars continue to circulate through the economy, as (for example) innkeepers pay wages, restauranteurs purchase raw ingredients, and so on. These additional rounds of spending are called "indirect economic impact." Total economic impact is the sum of the travelers' initial (direct) spending and the subsequent (indirect) spending by residents of the area. The jobs created, income earned, and tax dollars received are based on the total economic impact.

These economic impact estimates are based on all overnight visitors and out-of-state day visitors on tourism-related trips (as defined on the opposite page). Economic impact is estimated using DPA's visitor expenditure estimates and the RIMS II economic impact model.

OVERNIGHT VISITORS

Overnight Visitors: Profile

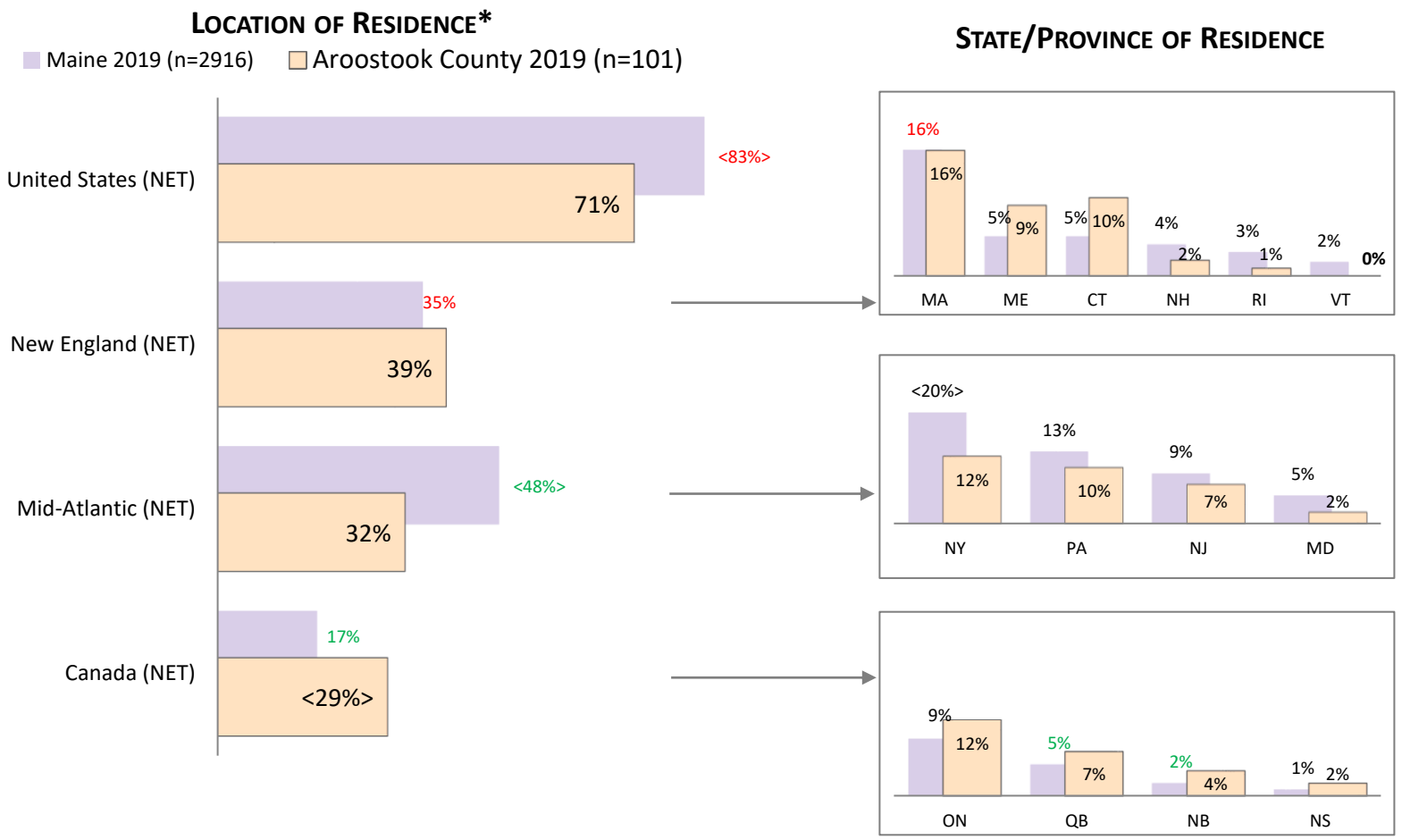
Overnight Visitor Demographics

	Maine 2019 (n=2916)	Aroostook County 2019 (n=101)
Age:		
< 35	49%	44%
35 - 44	22%	30%
45 - 54	14%	18%
55 +	<15%>	8%
Mean	38.0	36.7
Income:		
< $50,000	25%	29%
$50,000 - $99,999	43%	42%
$100,000 +	32%	29%
Mean	$89,060	$85,750
Female	61%	57%
College degree or higher	66%	69%
Married	44%	46%
Employed full-time	69%	72%

<> 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.

In what State or Province do you reside?

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.



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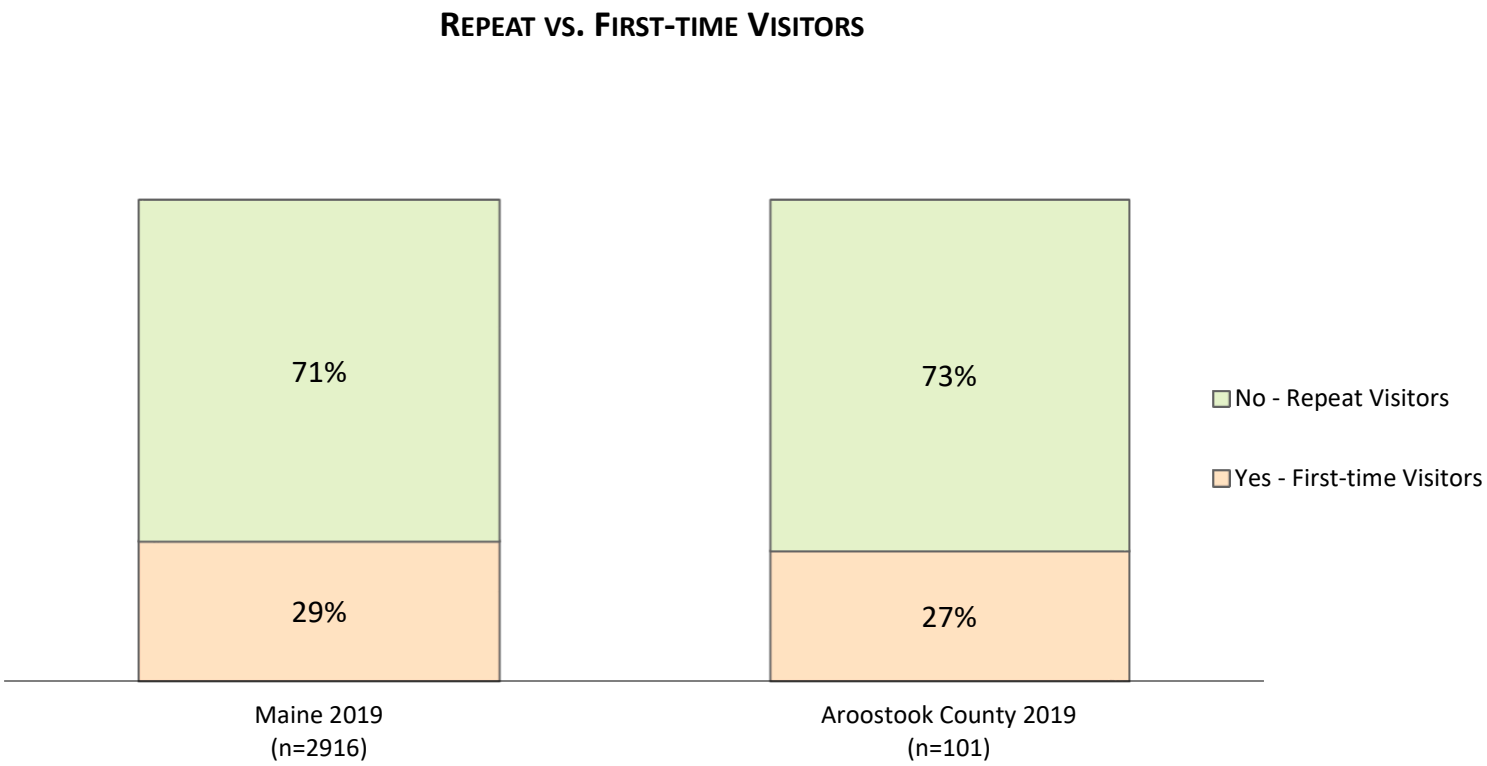
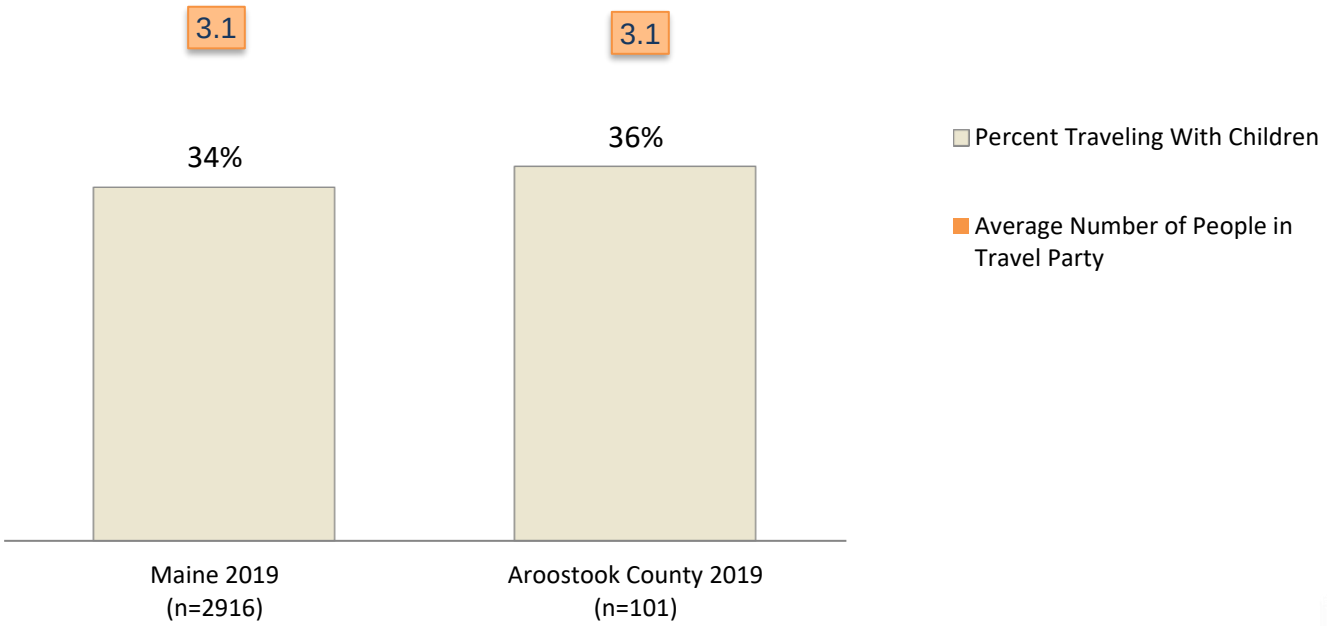
Was this your first visit in Maine?



Q11. <> 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.

How many people were in your immediate travel party on this specific trip? How many were children?

TRAVEL PARTY SIZE AND COMPOSITION



Q24. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip?
Q25. How many of these people were: Children?
<> indicates a significant difference between this region and the State at the 95% confidence level.
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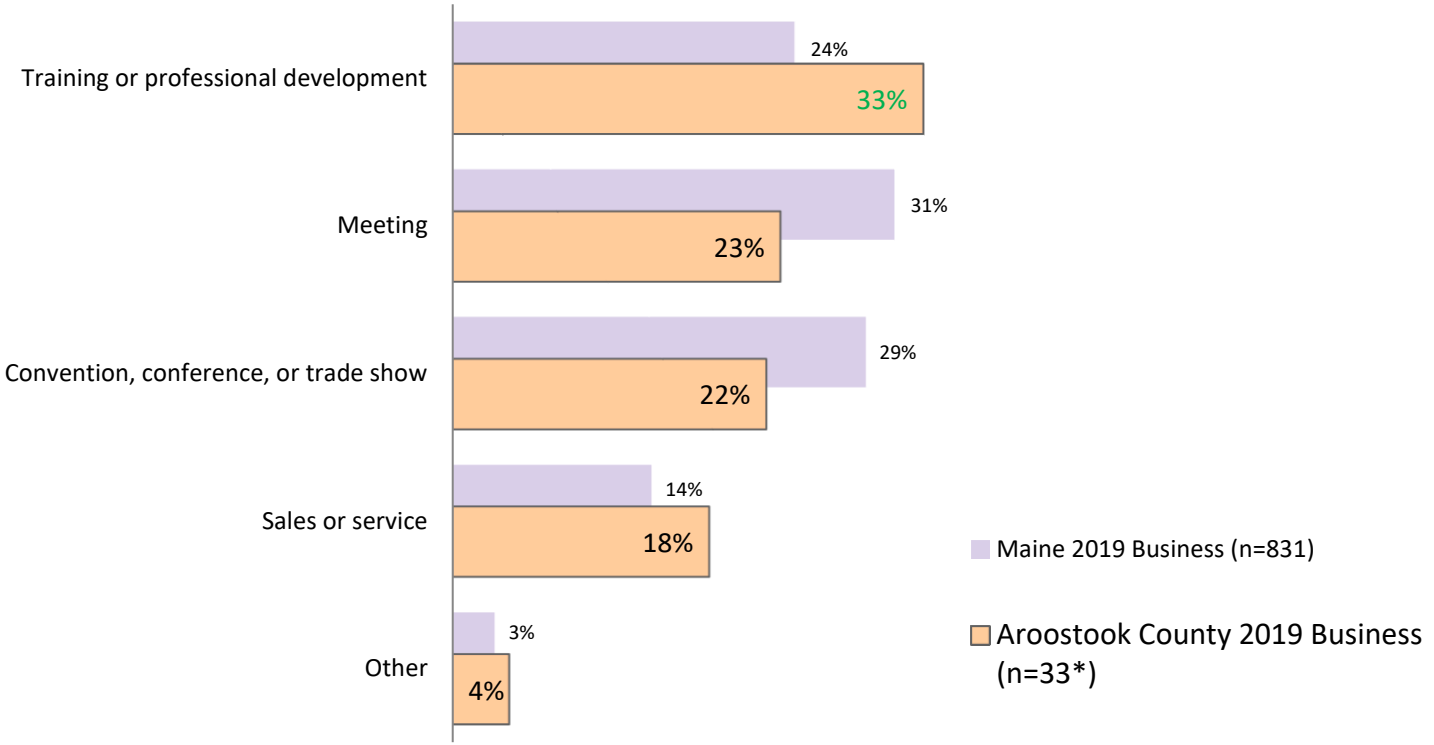
Overnight Visitors: Trip Experience

Sample Size Exclusions:
Data for some questions is not presented on the following pages because the sample sizes are too small.
The results are not shown for:

- Trip Activities: Water (n=24)

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

Primary Purpose of Overnight Business Trip



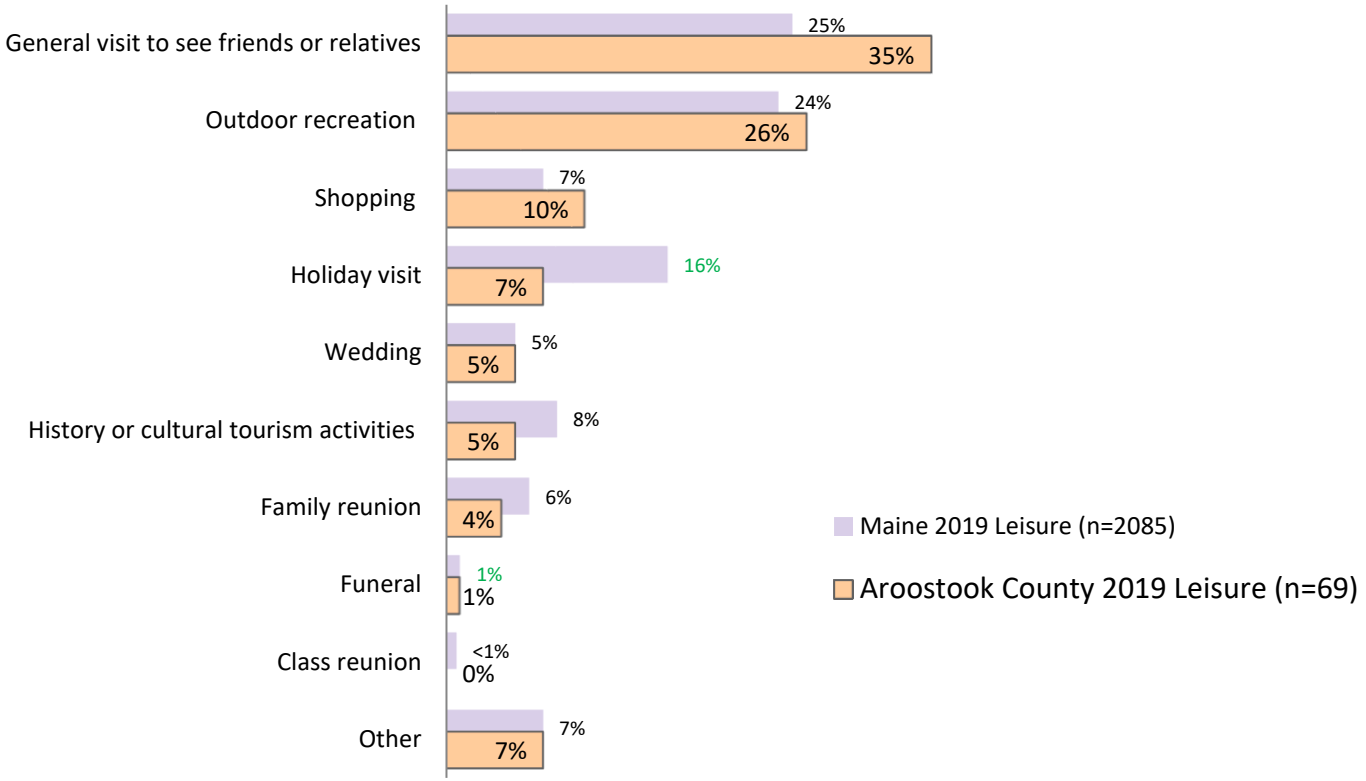
Q8. ***Please note small sample size. Use caution when interpreting results.***

<> 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.

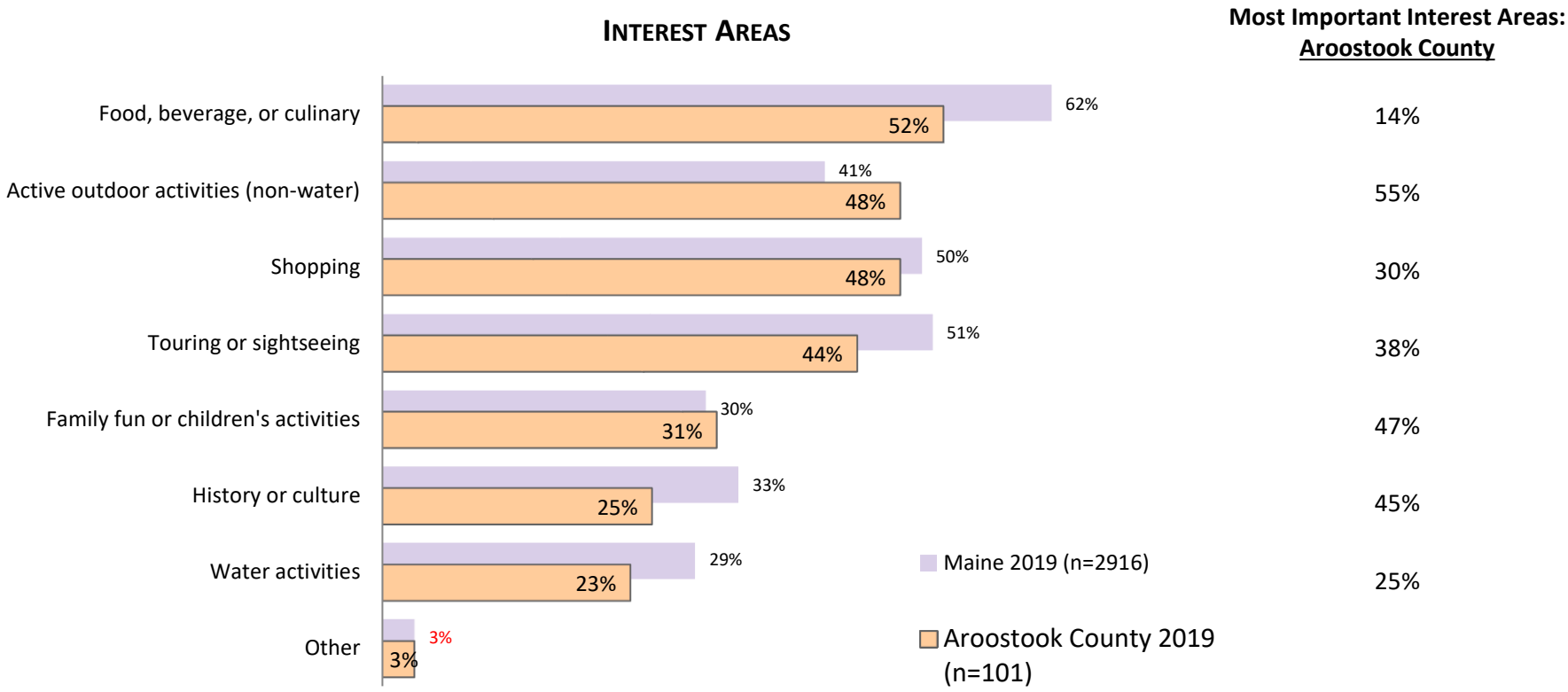
What was the primary purpose of your most recent leisure trip in Maine?

Primary Purpose of Overnight Leisure Trip



Q9. <> indicates a significant difference between this region and the State at the 95% confidence level.

Which interest areas did you want to pursue during this trip to Maine? Please rank them in order of their importance in your decision to come to Maine...



Q35. *Please check all that apply*. Q36. 1 being the most important.
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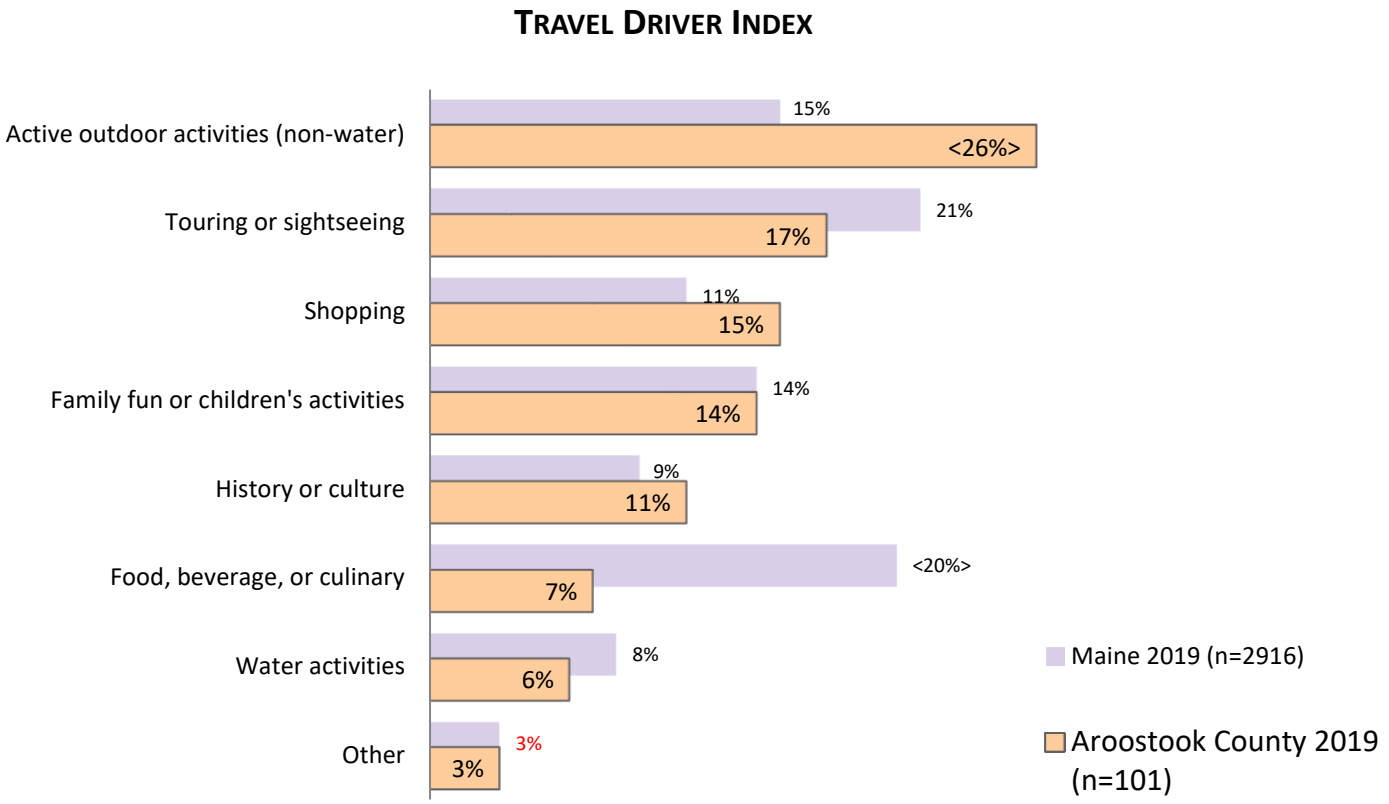
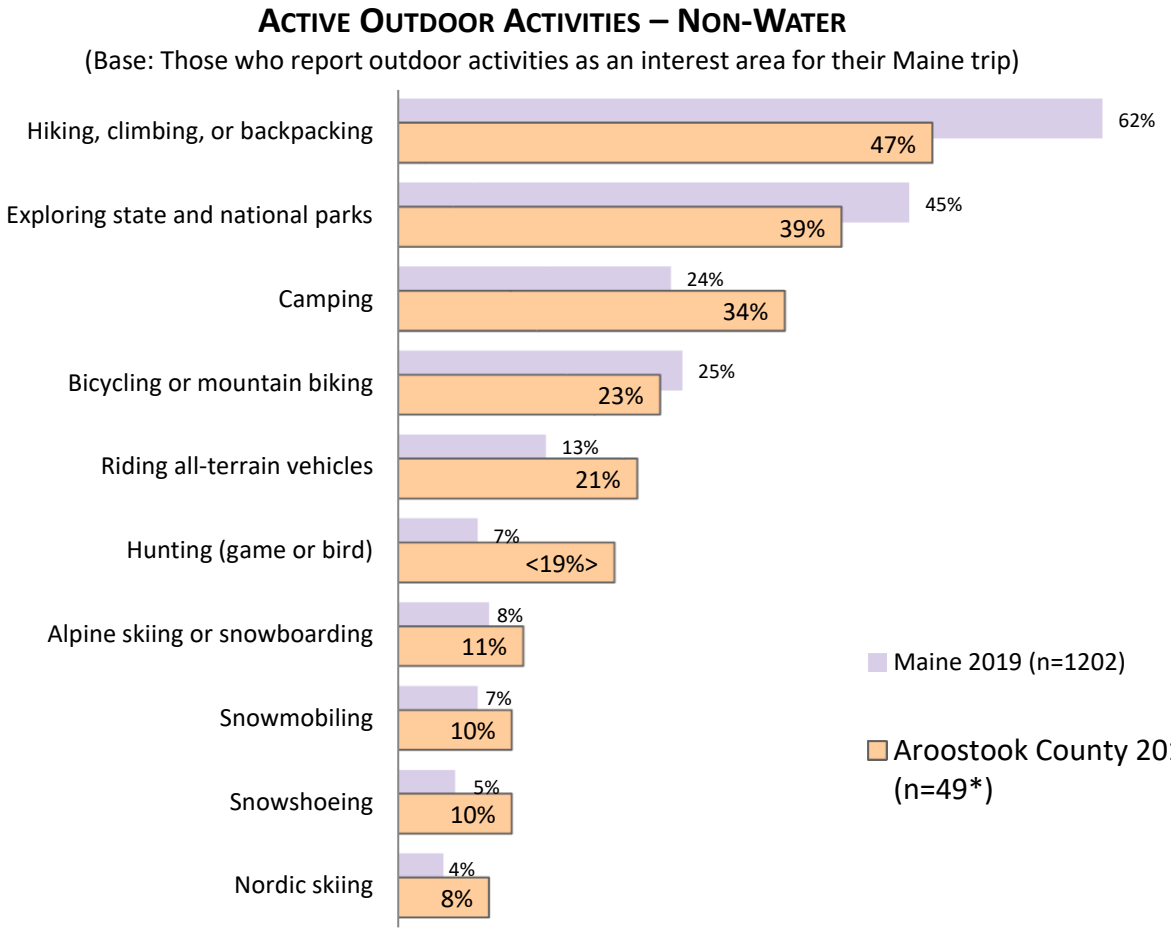
Travel Driver Index = percentage selecting category as interest area X percentage ranking same interest area as most important



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.
<> 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.

In which of the following activities did you participate during this trip? Active Outdoor (non-water)

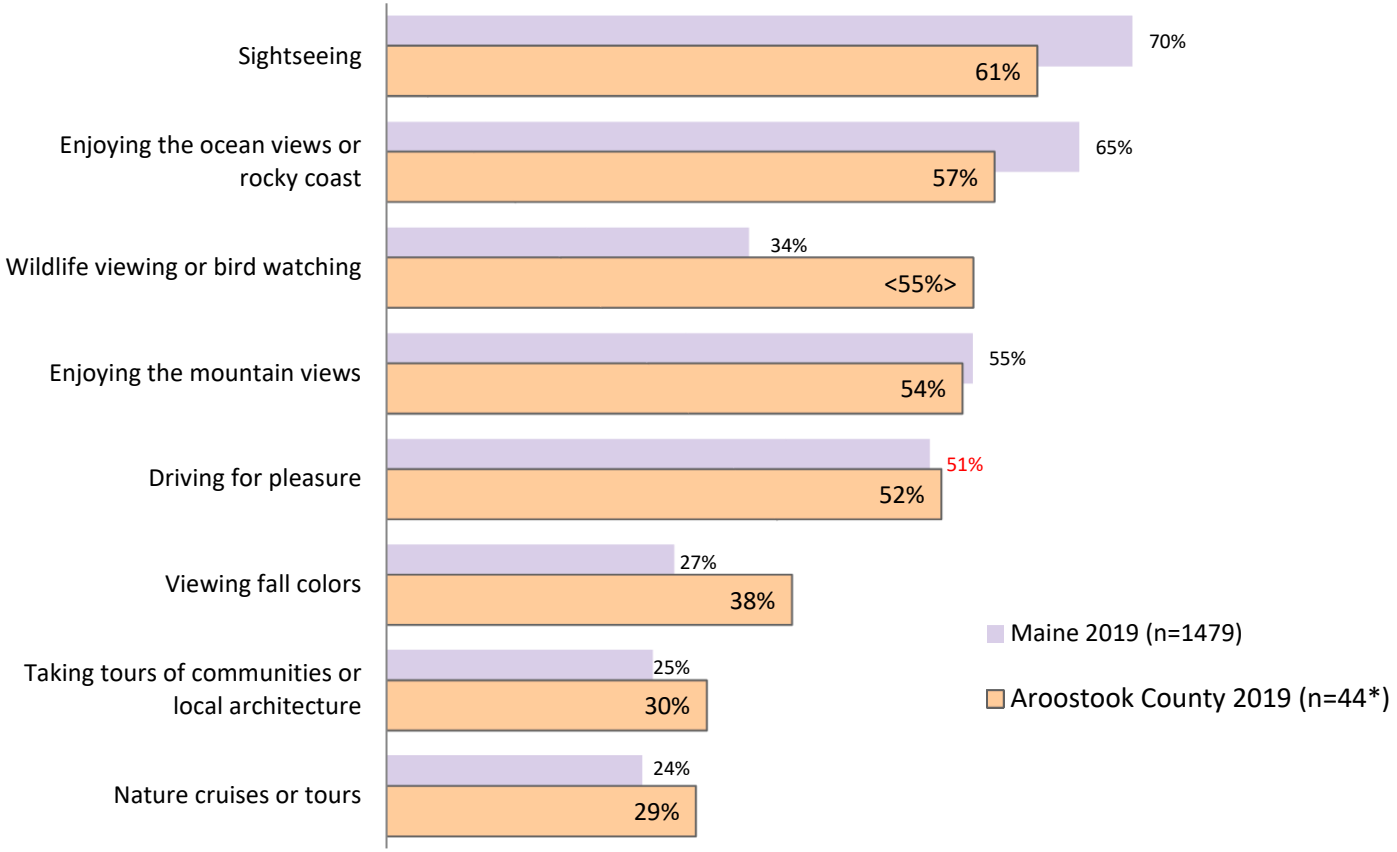


Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<> indicates a significant difference between this region and the State at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates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

In which of the following activities did you participate during this trip? Touring, Sightseeing

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*.
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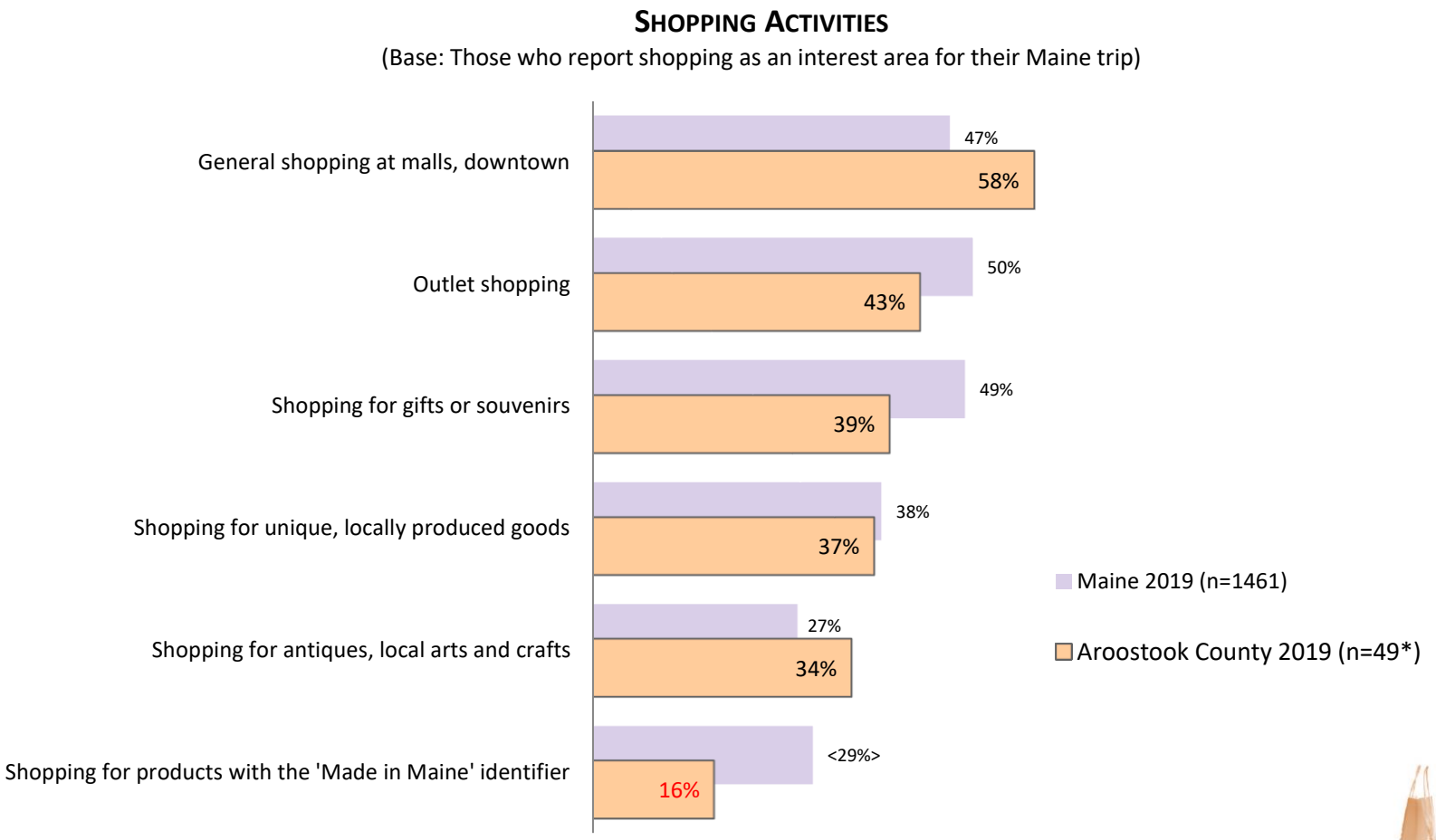
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.
Please note small sample size. Use caution when interpreting results.

In which of the following activities did you participate during this trip? Shopping



Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
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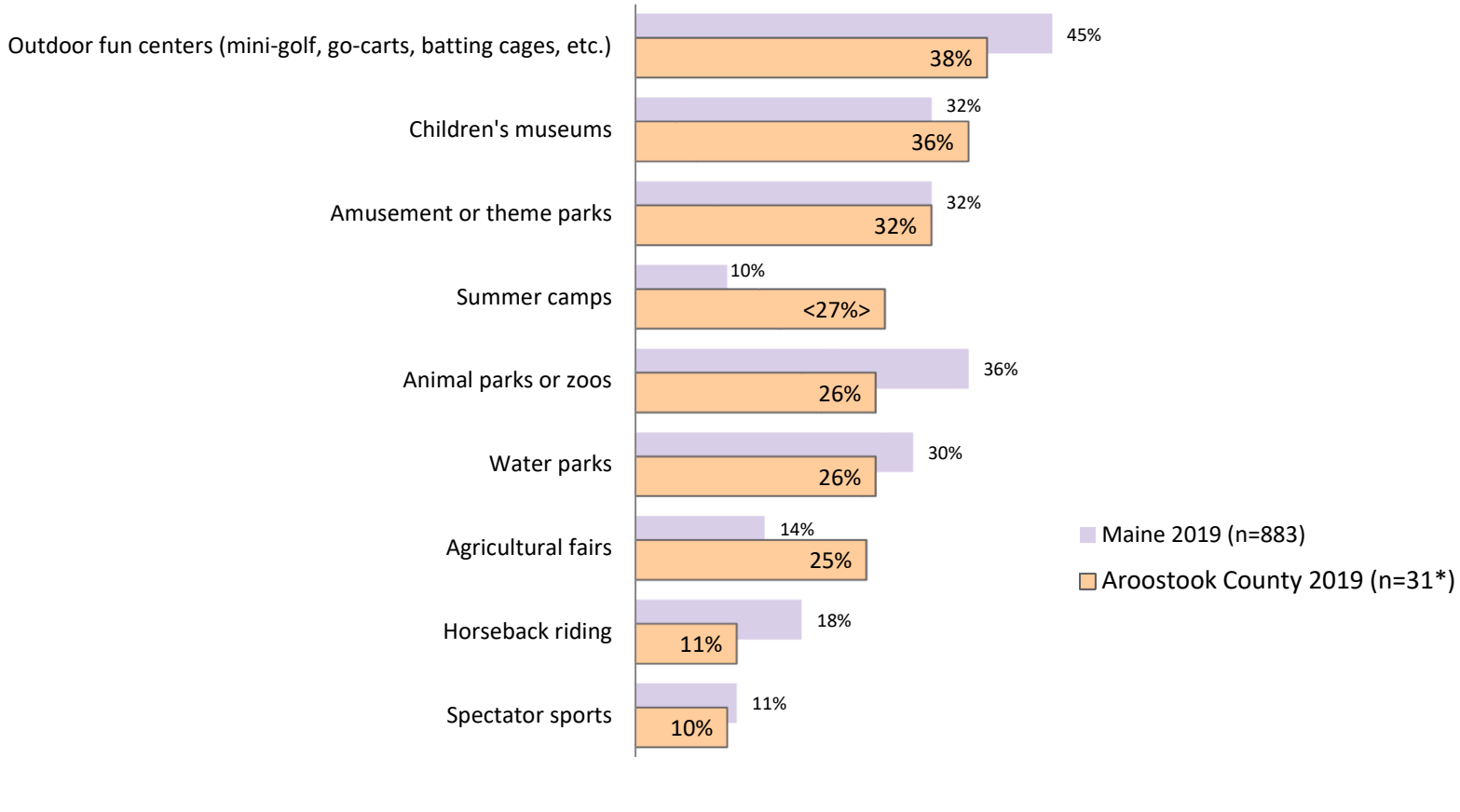
Please note small sample size. Use caution when interpreting results.

In which of the following activities did you participate during this trip? 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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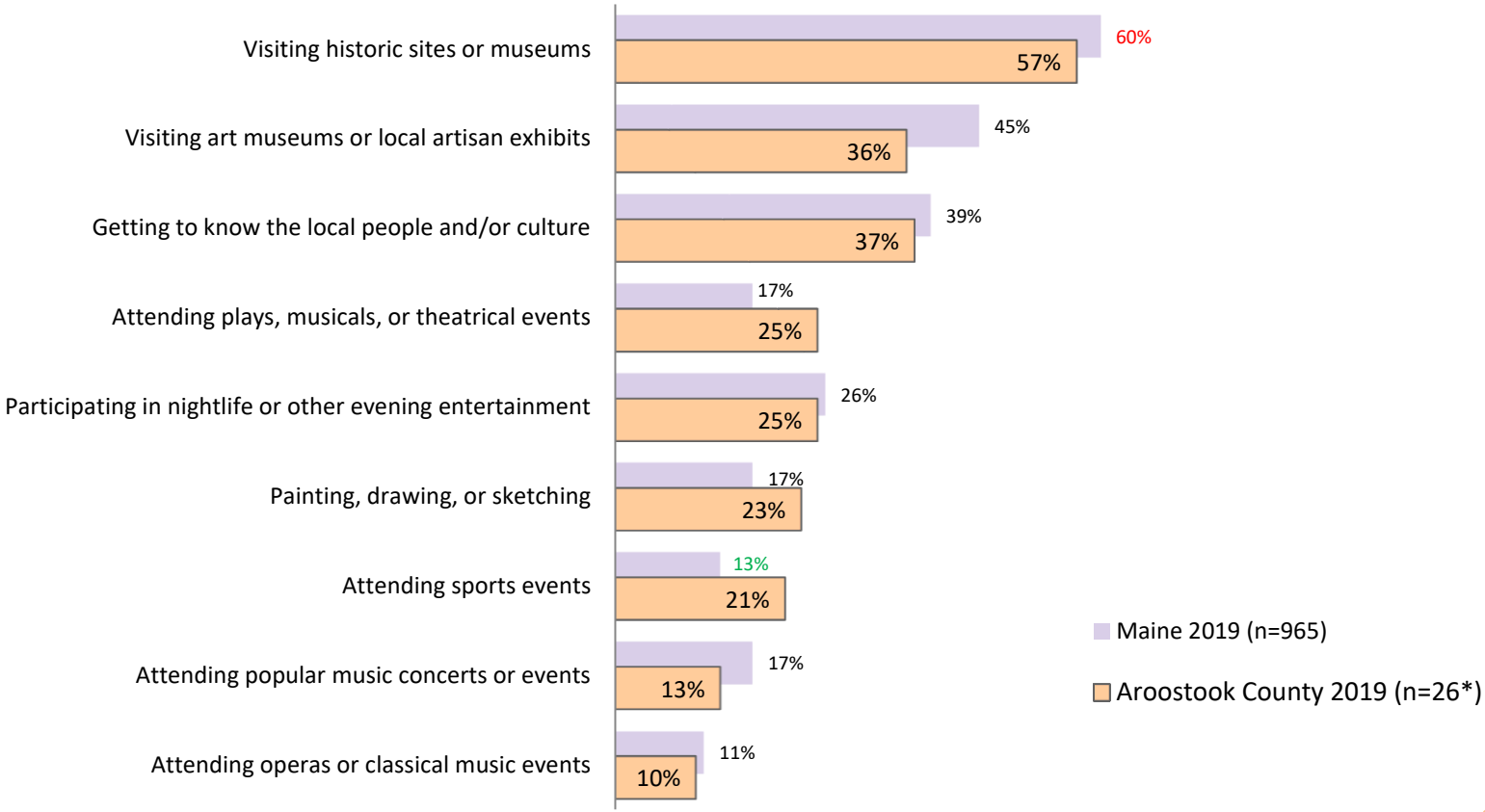
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

In which of the following activities did you participate during this trip? 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*.
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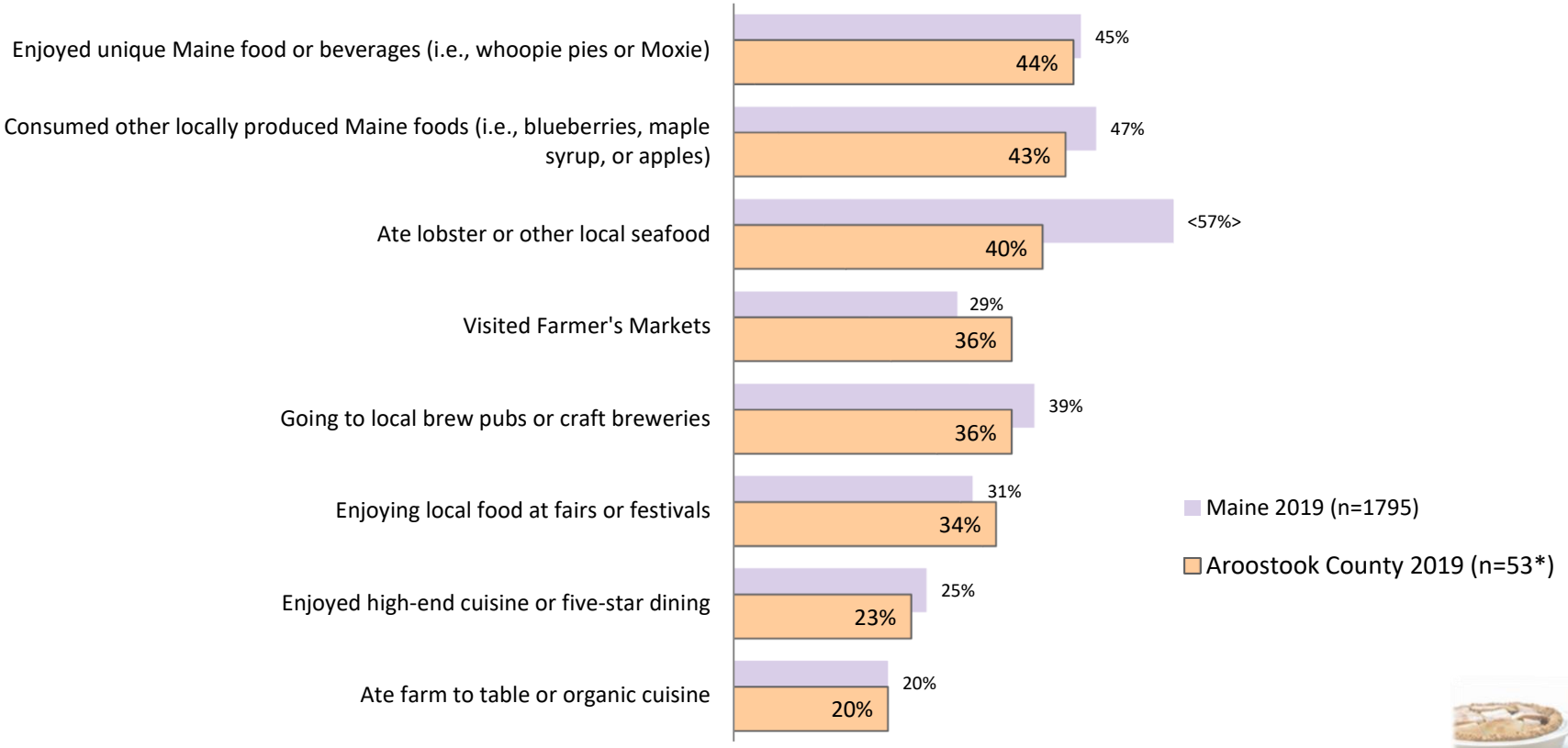
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.
Please note small sample size. Use caution when interpreting results.

In which of the following activities did you participate during this trip? Food, Beverage, Culinary

FOOD, BEVERAGE, OR CULINARY ACTIVITIES

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



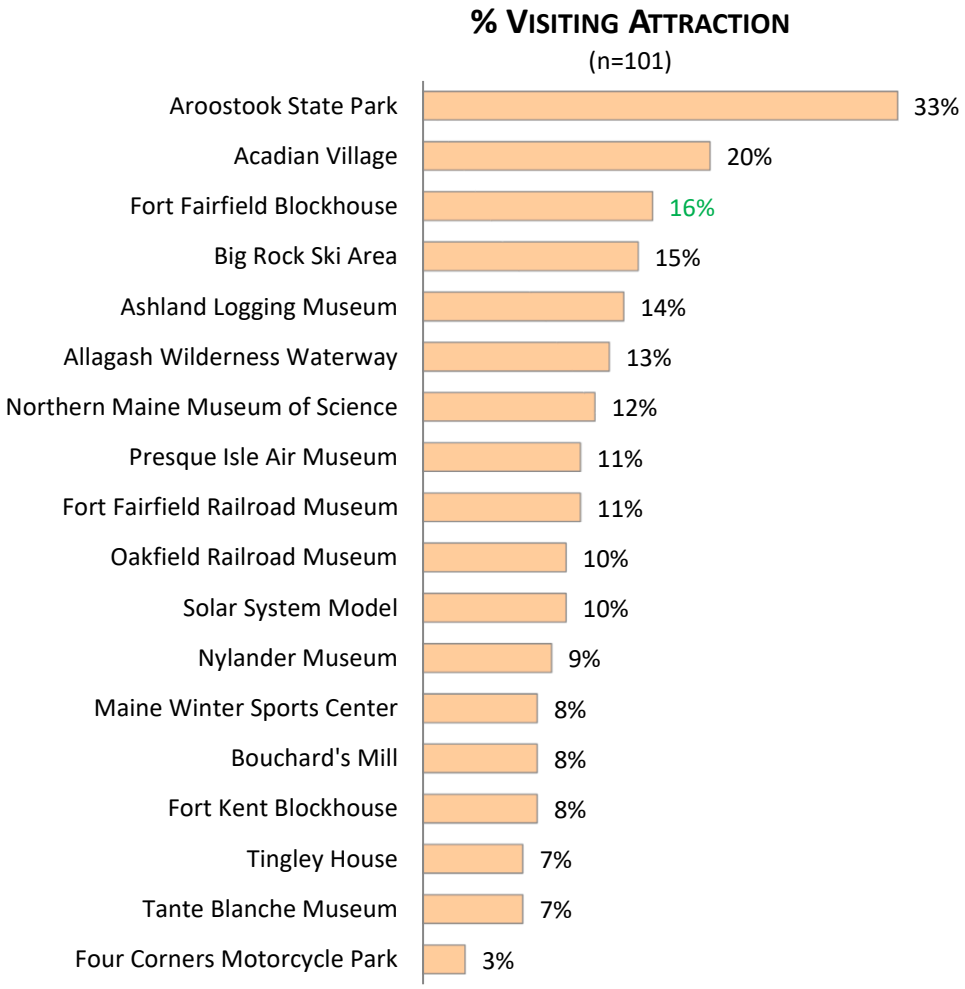
Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.

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

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.

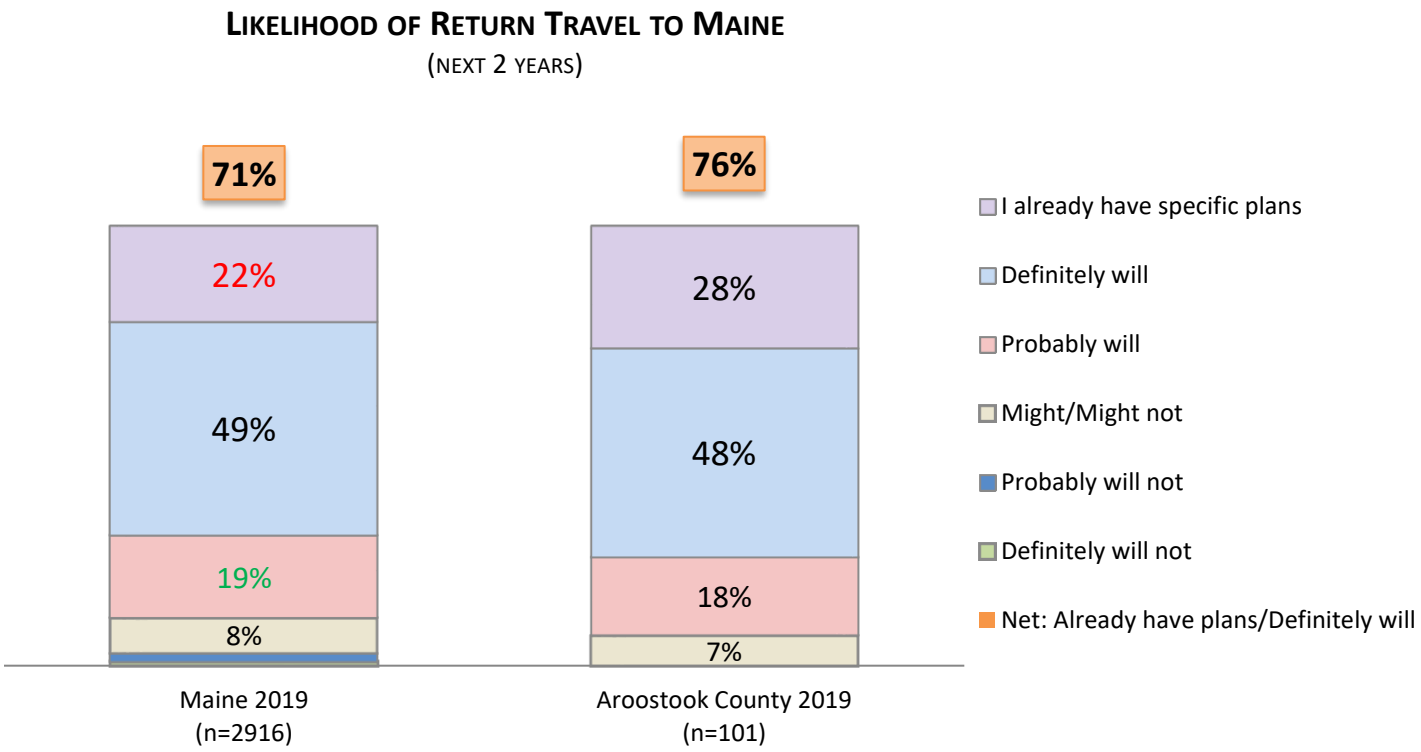
Within the region, what specific attractions or locations did you visit?



Q32. *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.

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



Q44.

<> 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

Day Visitors: Profile

Day Visitor Demographics

	Maine 2019 (n=1755)	Aroostook County 2019 (n=77)
Age:		
< 35	37%	41%
35 - 44	19%	13%
45 - 54	17%	16%
55 +	27%	31%
Mean	43.0	43.7
Income:		
< $50,000	39%	<54%>
$50,000 - $99,999	39%	31%
$100,000 +	22%	16%
Mean	<$72,900>	$58,700
Female	77%	66%
College degree or higher	59%	61%
Married	47%	47%
Employed full-time	53%	50%

<> indicates a significant difference between this region and the State at the 95% confidence level.
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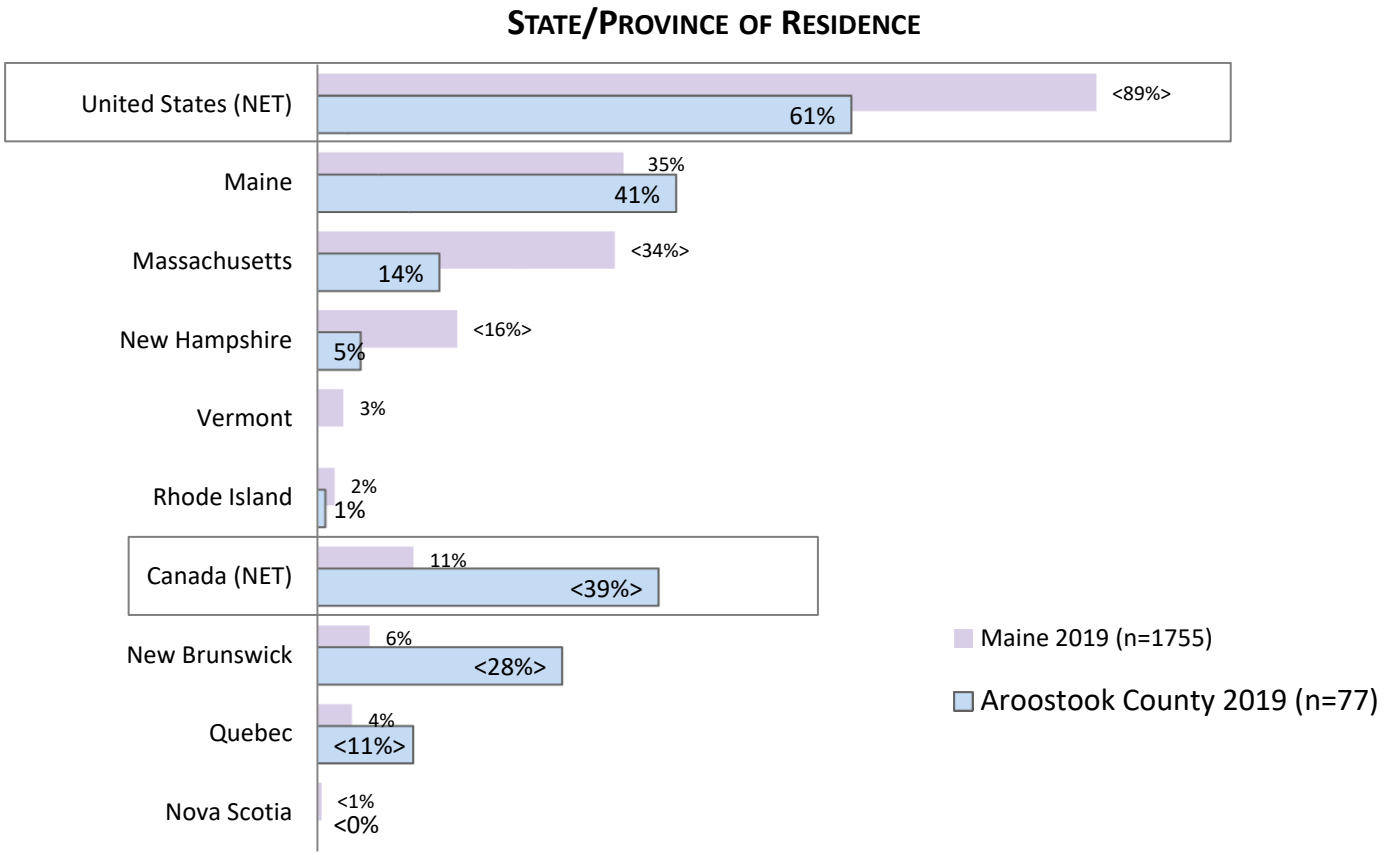
In what state or province do you reside?

Respondents sampled from Maine and a 100-mile radius of Maine's borders



Q2. In which State or Province do you live?

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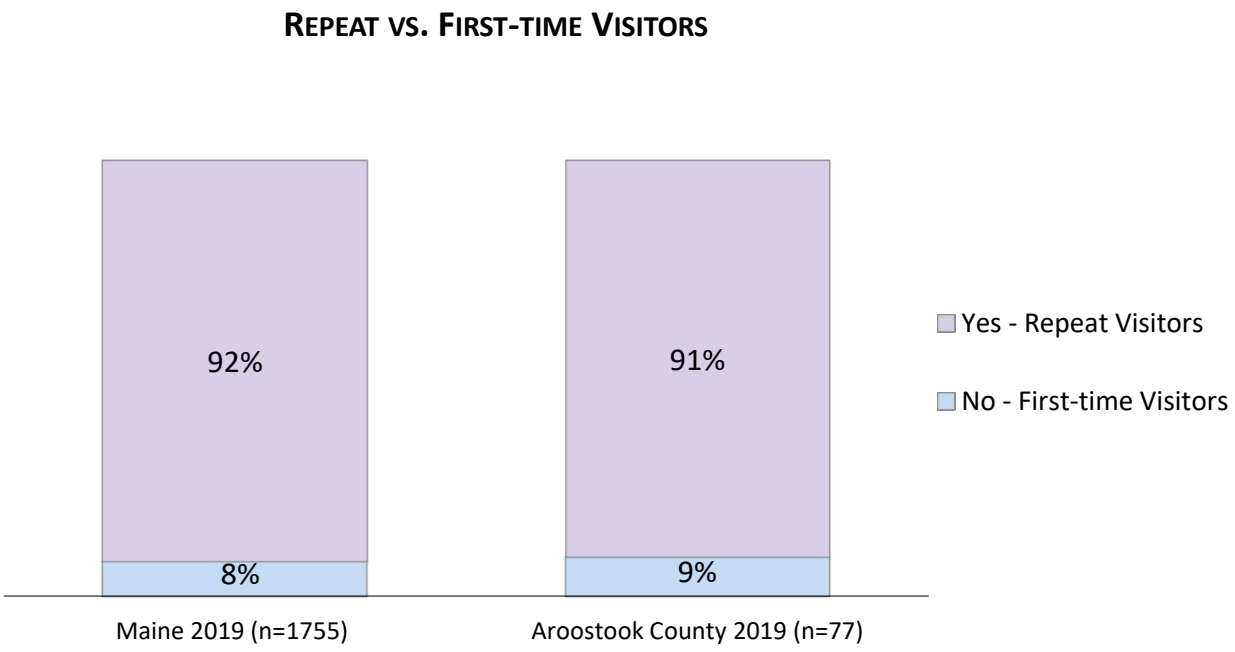
Was this your first trip to Maine?



Q10.

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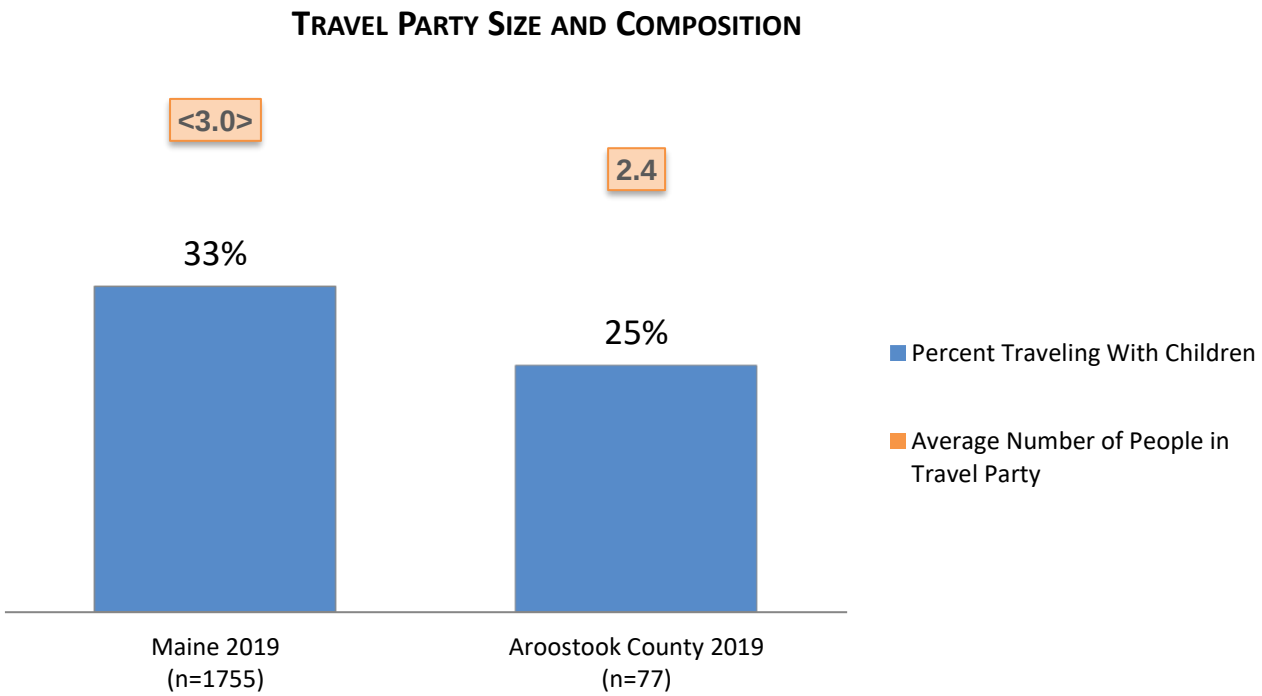
How many people were in your immediate travel party on this specific trip? How many were children?



Q15. Including yourself, how many people (adults and children) were in your immediate travel party on this specific trip to Maine?
Q16. How many of these people were: Children
<> indicates a significant difference between this region and the State at the 95% confidence level.
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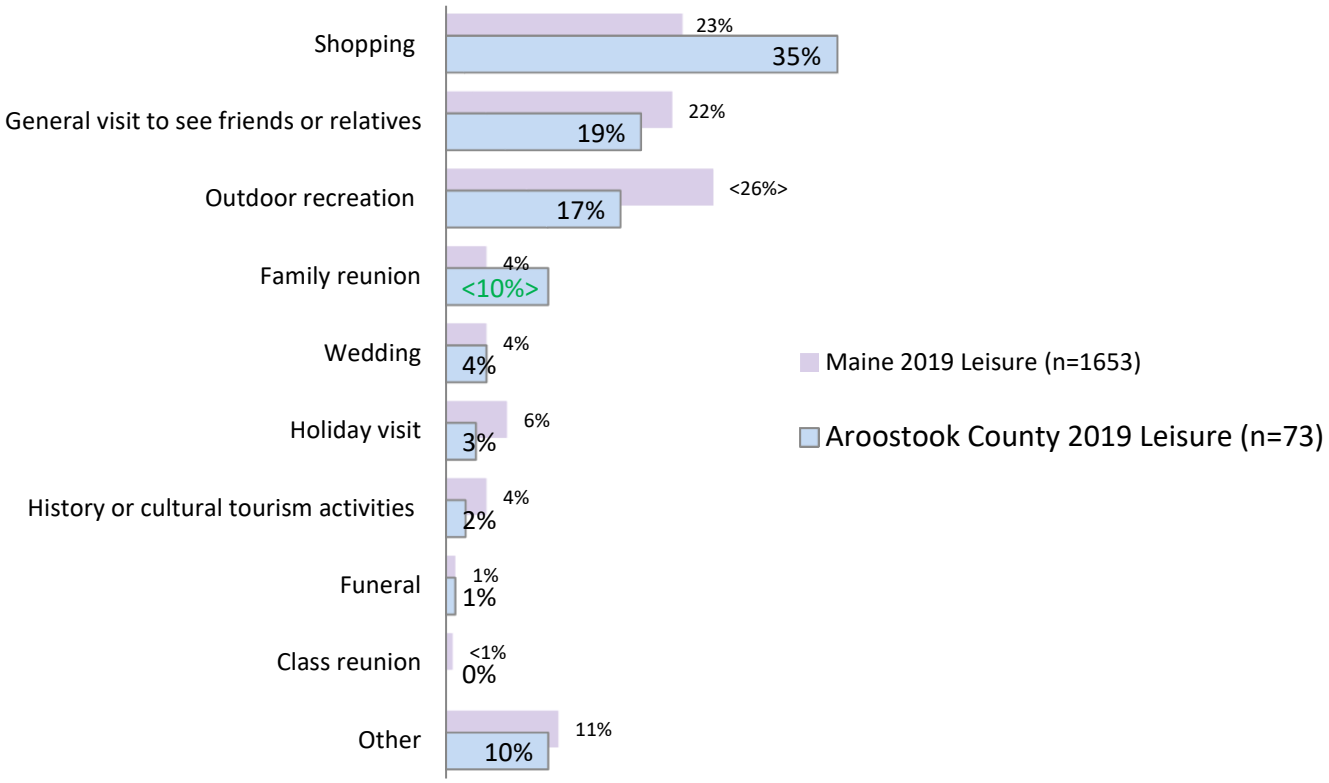
Day Visitors: Trip Experience

Sample Size Exclusions: Data for some questions is not presented on the following pages because the sample sizes are too small. The results are not shown for:

- Primary Purpose of Business Trips (n=15)
- Trip Activities: Water (n=16)
- Trip Activities: Active Outdoor Activities, non-aquatic (n=20)
- Trip Activities: History/Culture (n=9)
- Trip Activities: Touring or Sightseeing (n=24)
- Trip Activities: Family Fun/Children's Activities (n=19)

What was the primary purpose of your most recent day leisure trip in Maine?

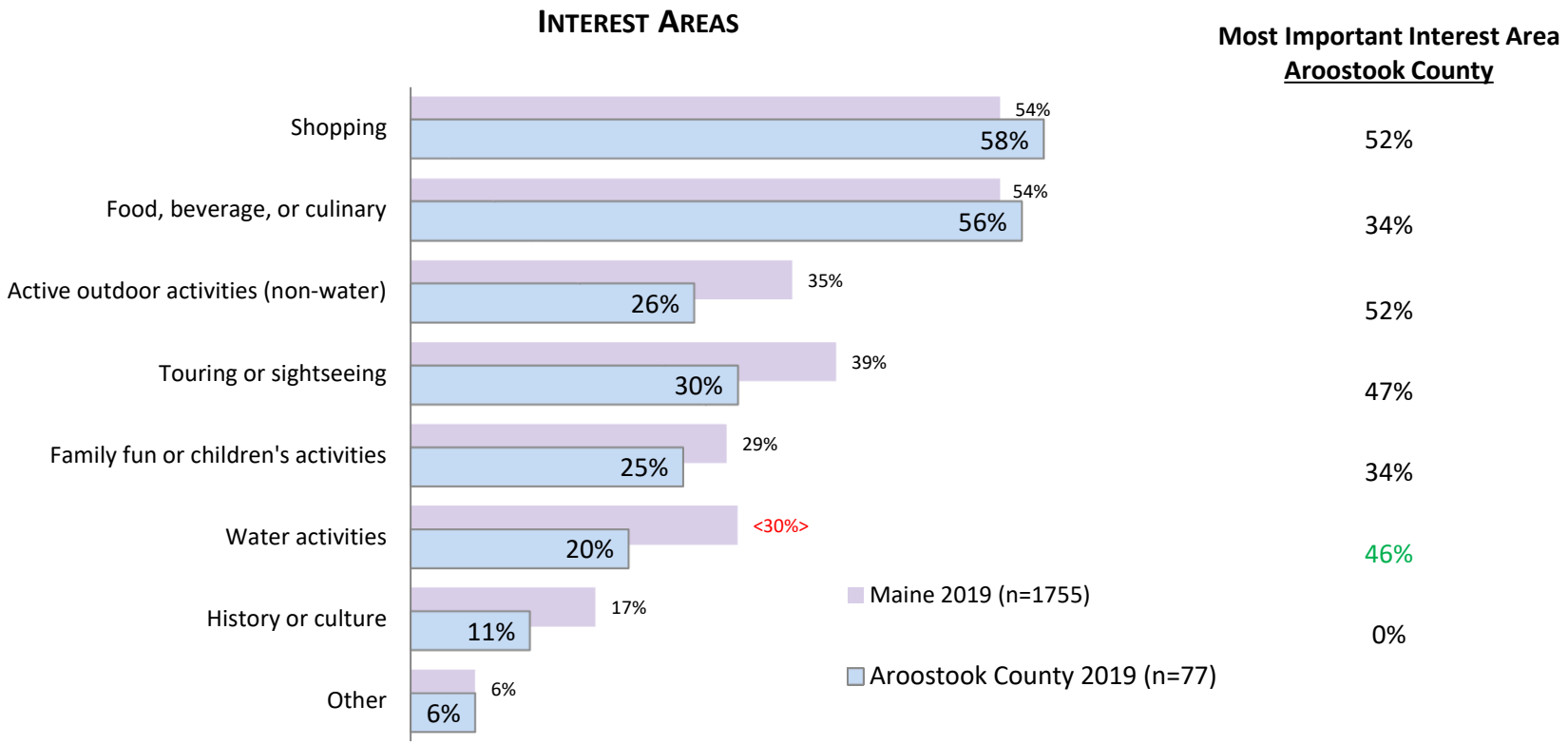
PRIMARY PURPOSE OF LEISURE DAY TRIP



Q9.

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

Which interest areas did you want to pursue during this trip to Maine? Please rank them in order of their importance in your decision to come to Maine...



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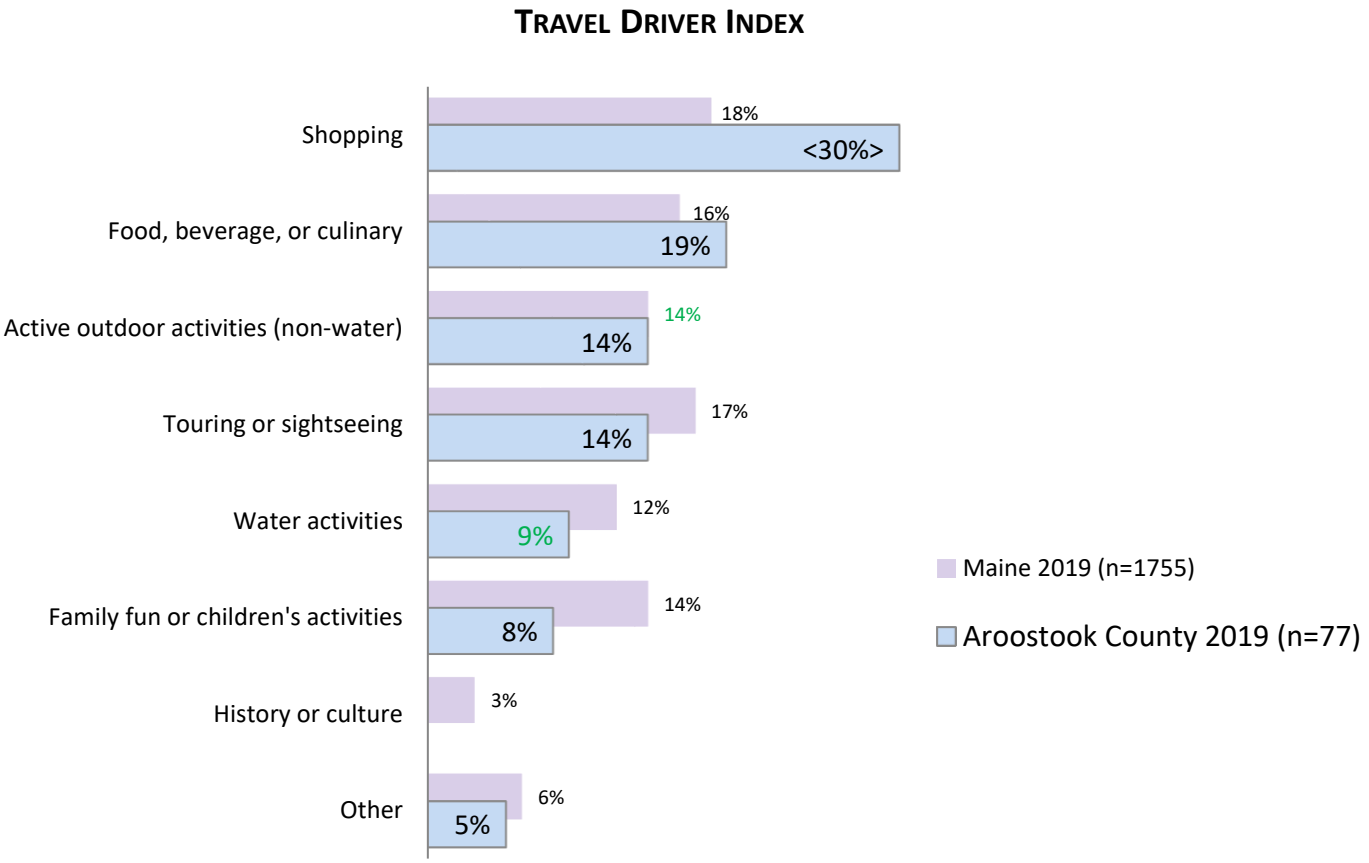
Travel Driver Index = percentage selecting category as interest area X percentage ranking same interest area as most important



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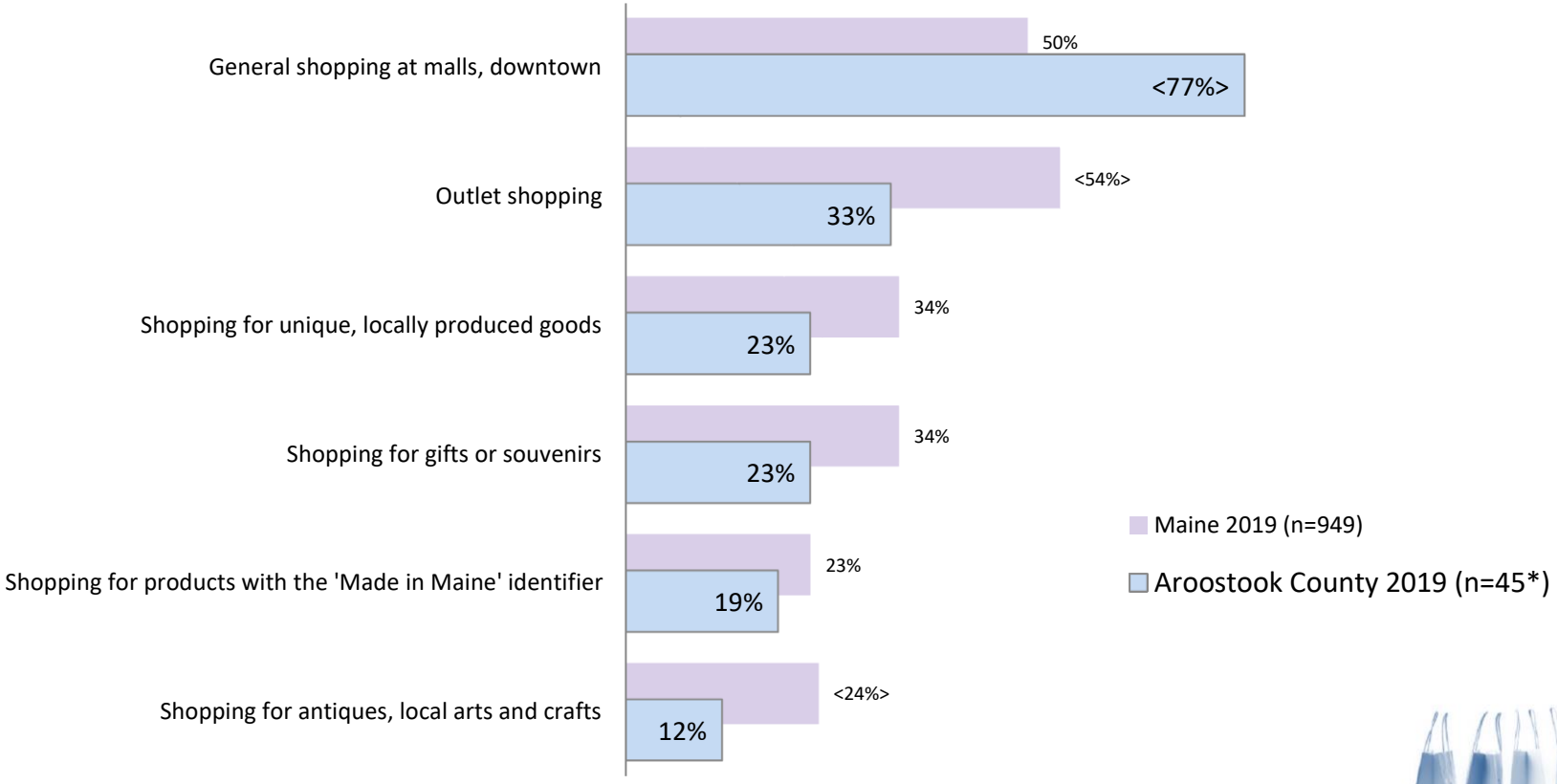
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

In which of the following activities did you participate during this trip? Shopping

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*.

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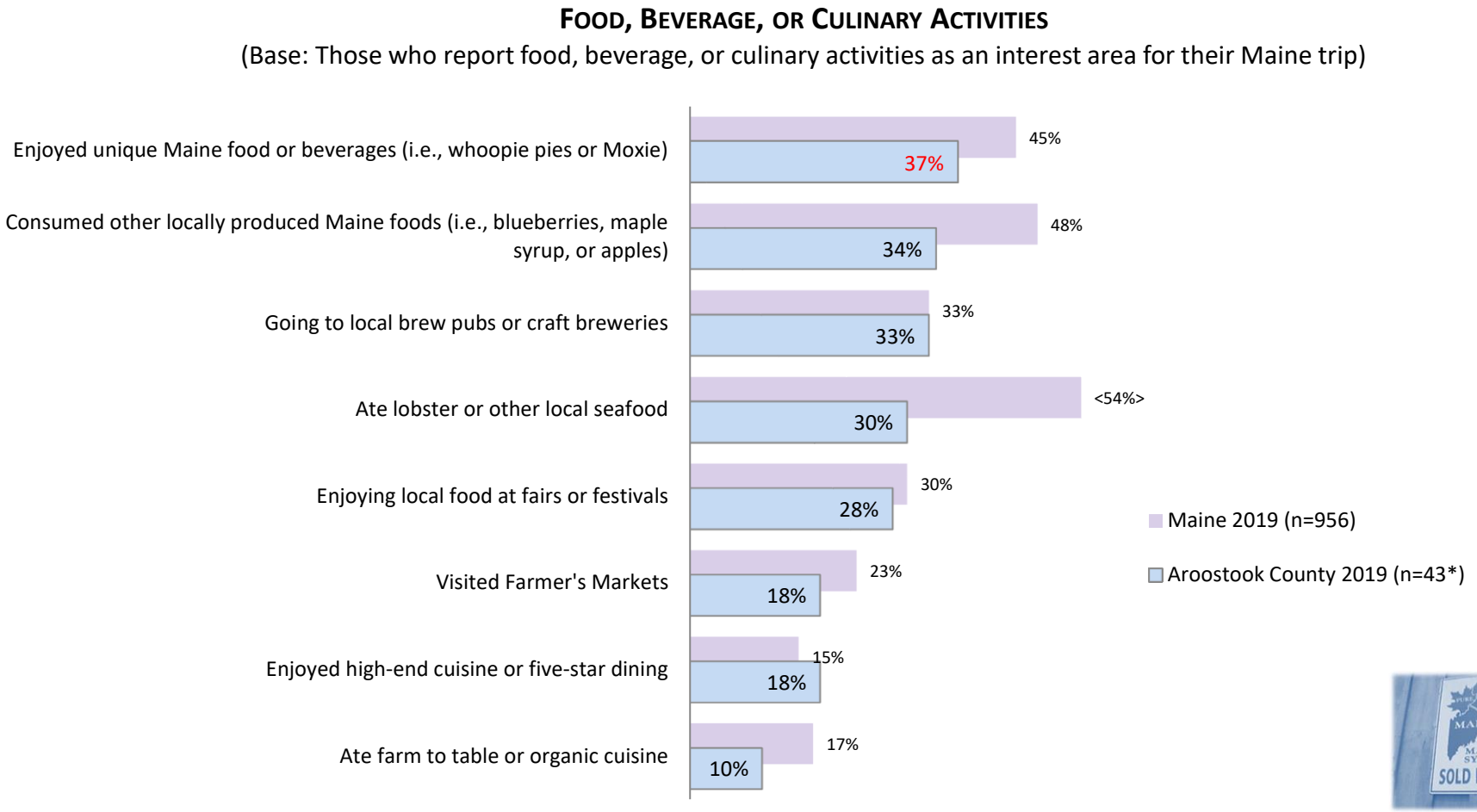
Please note small sample size. Use caution when interpreting results.

In which of the following activities did you participate during this trip? Food, Beverage, Culinary



Q20. In which of the following activities did you participate during this trip? *Please check all that apply*.
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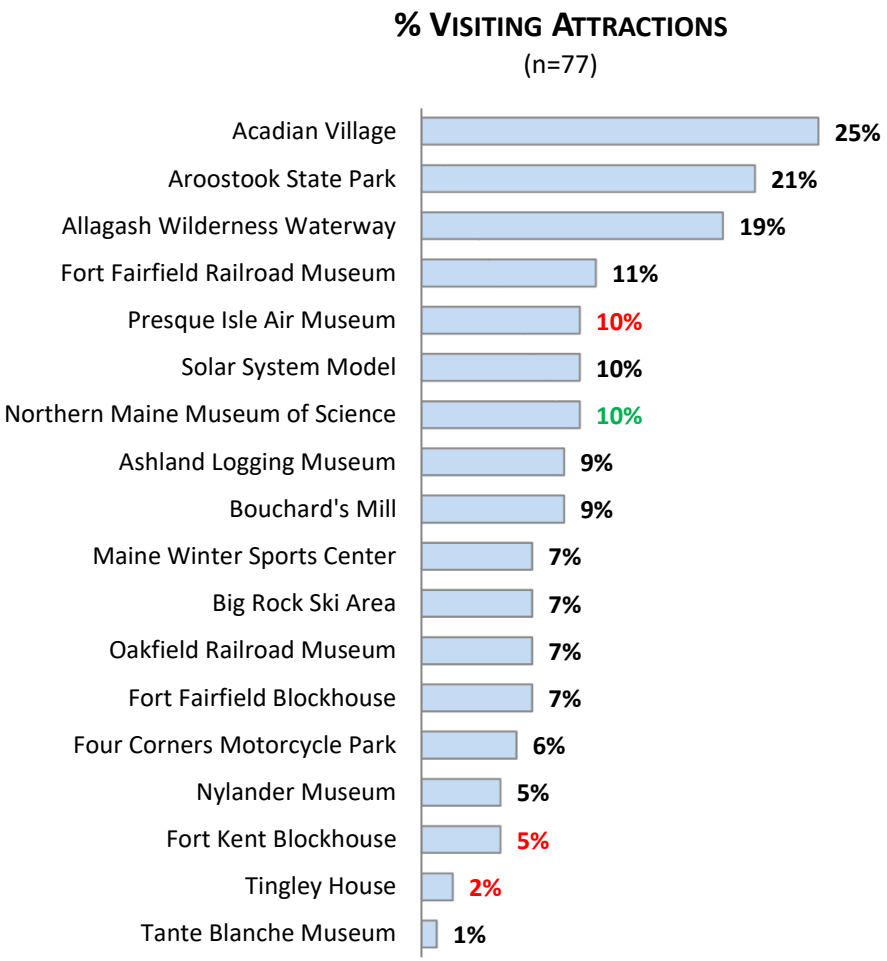
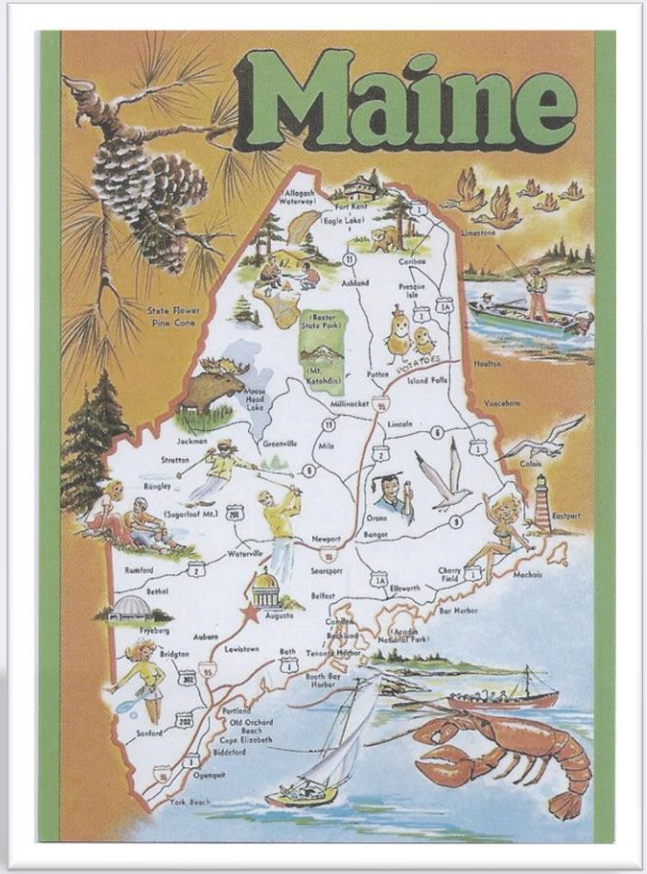
Within the region, what specific attractions or locations did you visit?



Q24: *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.

Research Objectives and Methodology



Research Objectives and Instruments

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

	Survey Instruments		
Research Objectives:	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

- 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

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

Survey Fielding

Survey results were collected monthly throughout 2019, gathering information on travel to Maine that occurred from December of 2018 through November of 2019.

The total number of respondents participating in each survey:

Research Component	2019 Completed Surveys
Overnight Visitor Survey	2,916
Day Visitor Survey	1,755
National Travel Survey	20,596

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