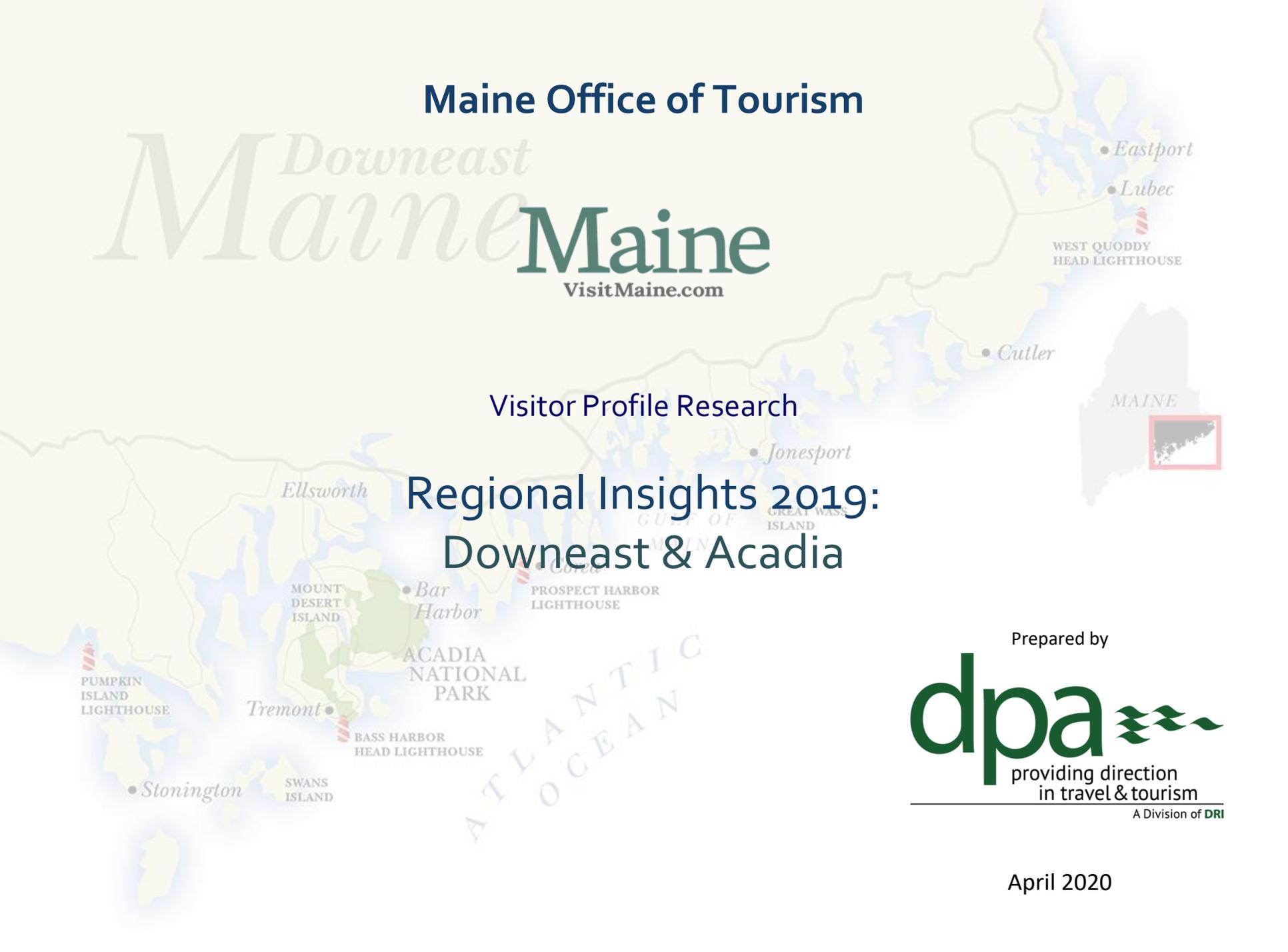


Maine Office of Tourism

Downeast
Maine
VisitMaine.com

Visitor Profile Research

Regional Insights 2019: Downeast & Acadia



Prepared by



April 2020

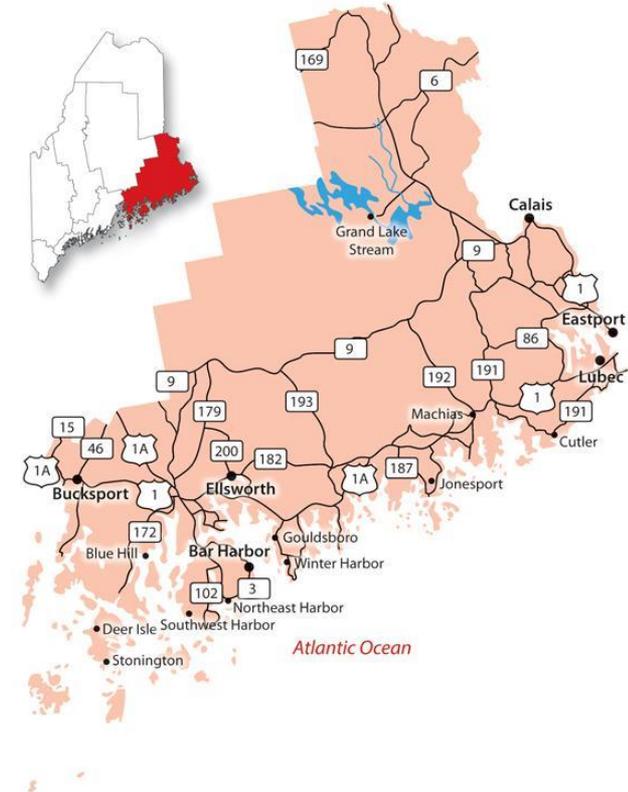


Regional Insights 2019: Downeast & Acadia Table of Contents

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Introduction

- This report provides a profile of visitors and their trips to the Downeast & Acadia tourism region during 2019, from a survey of:
 - 505 overnight visitors, and
 - 248 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 < > around the larger figure. *(A statistically significant difference is more than would be expected by chance 95 out of 100 times.)*
- Statistically significant differences between 2018 and 2019 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.



Visitors to Downeast & Acadia: How They Are Unique



Visitor Origin and Travel Party Composition

Visitors to the Downeast and Acadia region, compared to visitors statewide were...

Overnight Visitors

- Less likely to be from New England states (especially MA and VT)
- More likely to be from Mid-Atlantic states (especially PA and MD)
- Less likely to be traveling with children

Day Visitors

- Less likely to be U.S. residents and more likely to be from Canada, especially New Brunswick
- More likely to be from Maine and less likely to be from MA or NH
- Traveling with fewer people in their party, on average

Visitor Demographics

Visitors to the Downeast and Acadia region, compared to visitors statewide were...

Overnight Visitors

- Less likely to be in the lowest (<\$50K/year) income group

Day Visitors

- More likely to be in the lowest (<\$50K/year) income group and have lower annual incomes, on average

Trip Purpose and Interest Areas

Visitors to the Downeast and Acadia region, compared to visitors statewide were...

Overnight Visitors

- More likely to be seeking outdoor recreation as their primary reason for leisure travel
- More likely to be interested in pursuing touring/sightseeing activities and active outdoor activities (non-water) in Maine
- Less likely to be interested in pursuing shopping and family fun/children's activities

Day Visitors

- Less likely to be attending meetings as their primary reason for business travel
- Less likely to have a family reunion as their primary reason for leisure travel
- More likely to have history/cultural activities as a primary reason for leisure travel
- More interested in history/cultural activities, active outdoor activities (non-water) and touring/sightseeing while in Maine

Travel Drivers

Visitors to the Downeast and Acadia region, compared to visitors statewide had...

Overnight Visitors

- Trips more likely to be driven by active outdoor (non-water) activities and touring/sightseeing
- Trips less likely to be driven by shopping or family fun/children's activities

Day Visitors

- Trips more likely to be driven by touring/sightseeing
- Trips less likely to be driven by family/children's activities or water activities

Trip Activities

Visitors to the Downeast and Acadia region, compared to visitors statewide were...

Overnight Visitors

More likely to:

- Enjoy mountain views and/or views of the rocky coast and ocean
- View wildlife/ bird-watch
- Hike/climb/backpack and explore national/state parks
- Eat lobster or local seafood and visit Farmer's Markets
- Get to know the local people/culture

Less likely to:

- Hunt or snowshoe
- Visit amusement/theme parks
- Shop outlet stores
- Go to the beach, swim in a pool or go white water rafting

Trip Activities

Visitors to the Downeast and Acadia region, compared to visitors statewide were...

Day Visitors

More likely to:

- Explore state and national parks
- Shop downtown/malls and for antiques/local arts and crafts
- Enjoy mountain views and take nature tours/cruises
- Go horseback riding
- Visit Farmer's Markets
- Sail, Canoe/kayak, and/or go fishing

Less likely to:

- Shop outlet stores

Visitation and Economic Impact Summary



Visitation and Economic Impact Summary

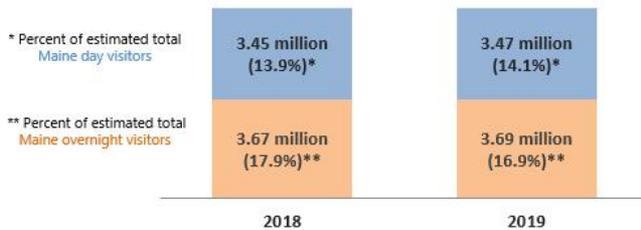
2019 Regional Tourism Impact Estimates



An estimated **7.16 million** travelers visited the Downeast & Acadia region in 2019 ~ **stable** (+0.5%) from 2018.



Number of Visitors to the Downeast & Acadia Region

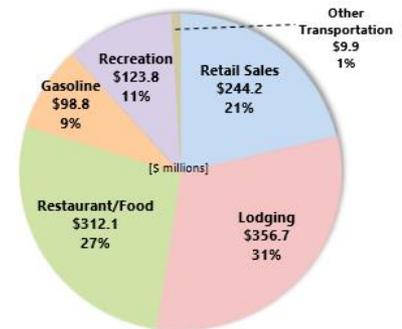


The visitation estimates shown above include all visitors on tourism-related trips. Tourism related trips include: all leisure trips, trips that are a general visit to see friends or relatives, a wedding, a holiday visit, and business trips that are for a convention/conference/trade show or training/professional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

2019 Regional Tourism Impact Estimates

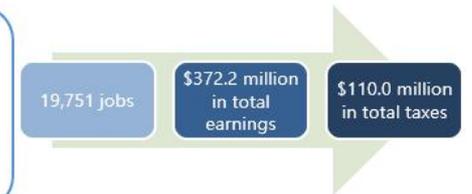


In 2019, Downeast & Acadia visitors spent **\$1.15 billion** ~ **up 0.9%** from 2018.



The \$1.15 billion spent by visitors to Downeast & Acadia 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, restaurateurs 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

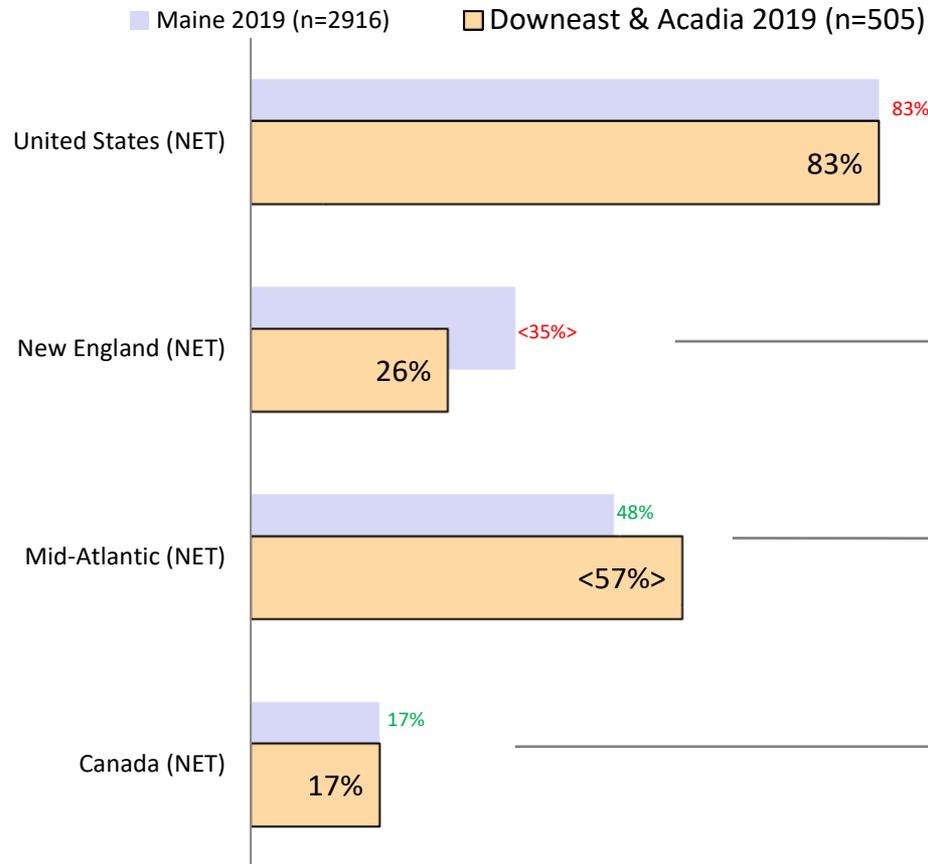
Overnight Visitor Demographics

	Maine 2019 (n=2916)	Downeast & Acadia 2019 (n=505)
Age:		
< 35	49%	48%
35 - 44	22%	22%
45 - 54	14%	14%
55 +	15%	16%
Mean	38.0	38.0
Income:		
< \$50,000	<25%>	21%
\$50,000 - \$99,999	43%	44%
\$100,000 +	32%	35%
Mean	\$88,960	\$93,520
Female	61%	62%
College degree or higher	66%	67%
Married	44%	46%
Employed full-time	69%	68%

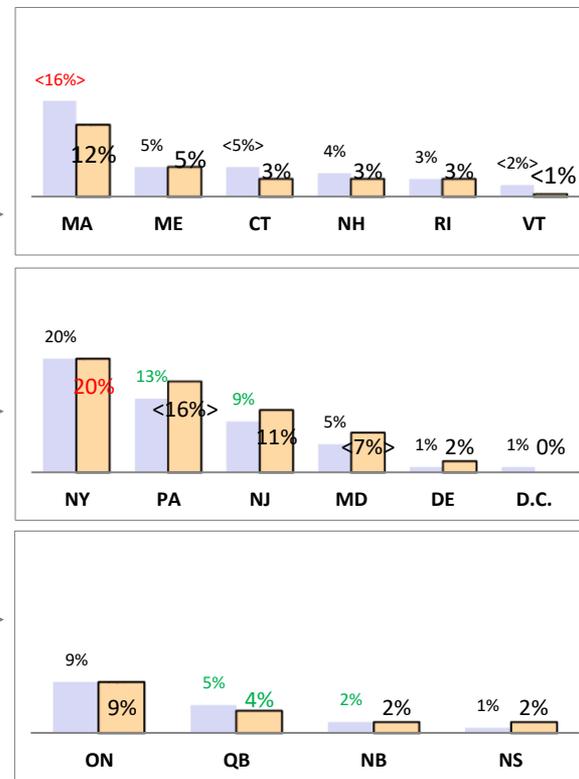
In which state or province do you live?

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.

LOCATION OF RESIDENCE

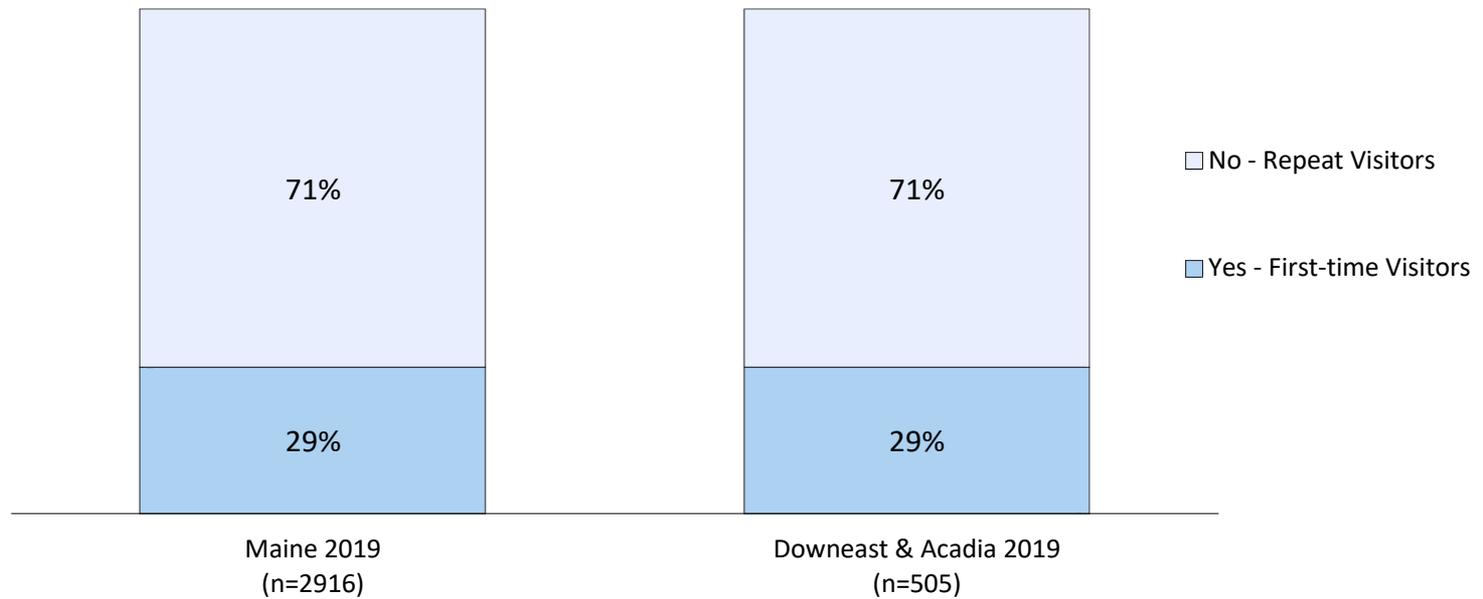


STATE/PROVINCE OF RESIDENCE



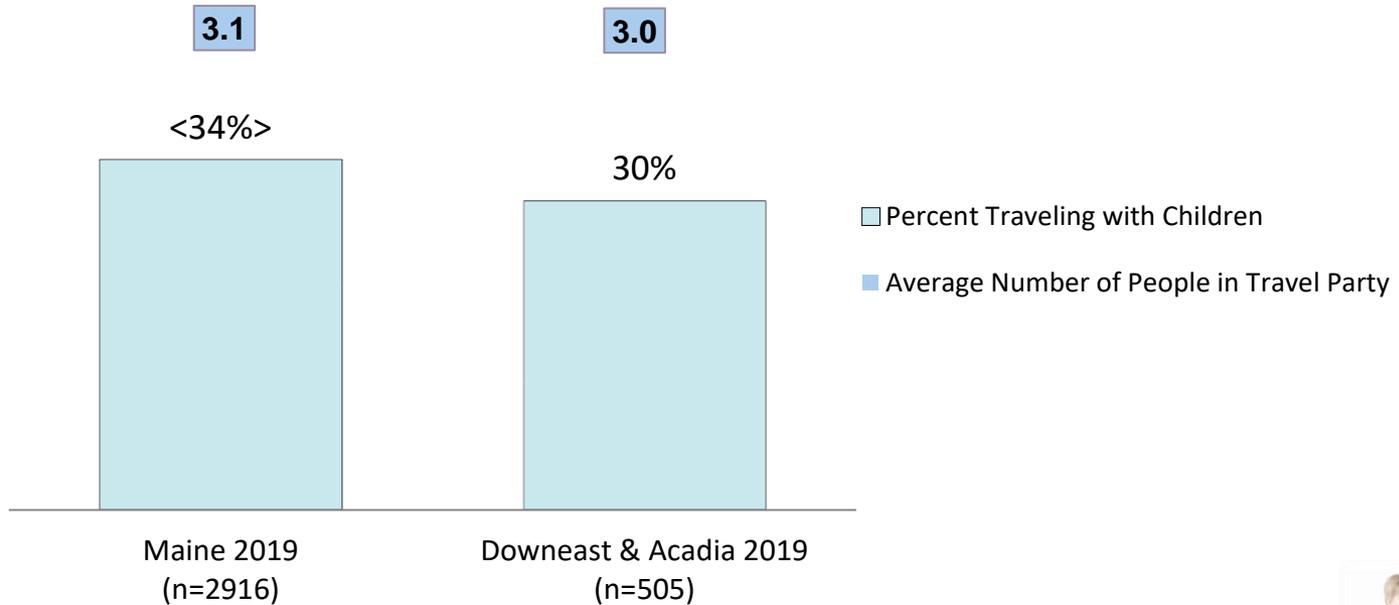
Was this your first visit in Maine?

REPEAT VS. FIRST-TIME VISITORS



How many people were in your immediate travel party on this specific trip to Maine?
How many of these people were children?

TRAVEL PARTY SIZE AND COMPOSITION

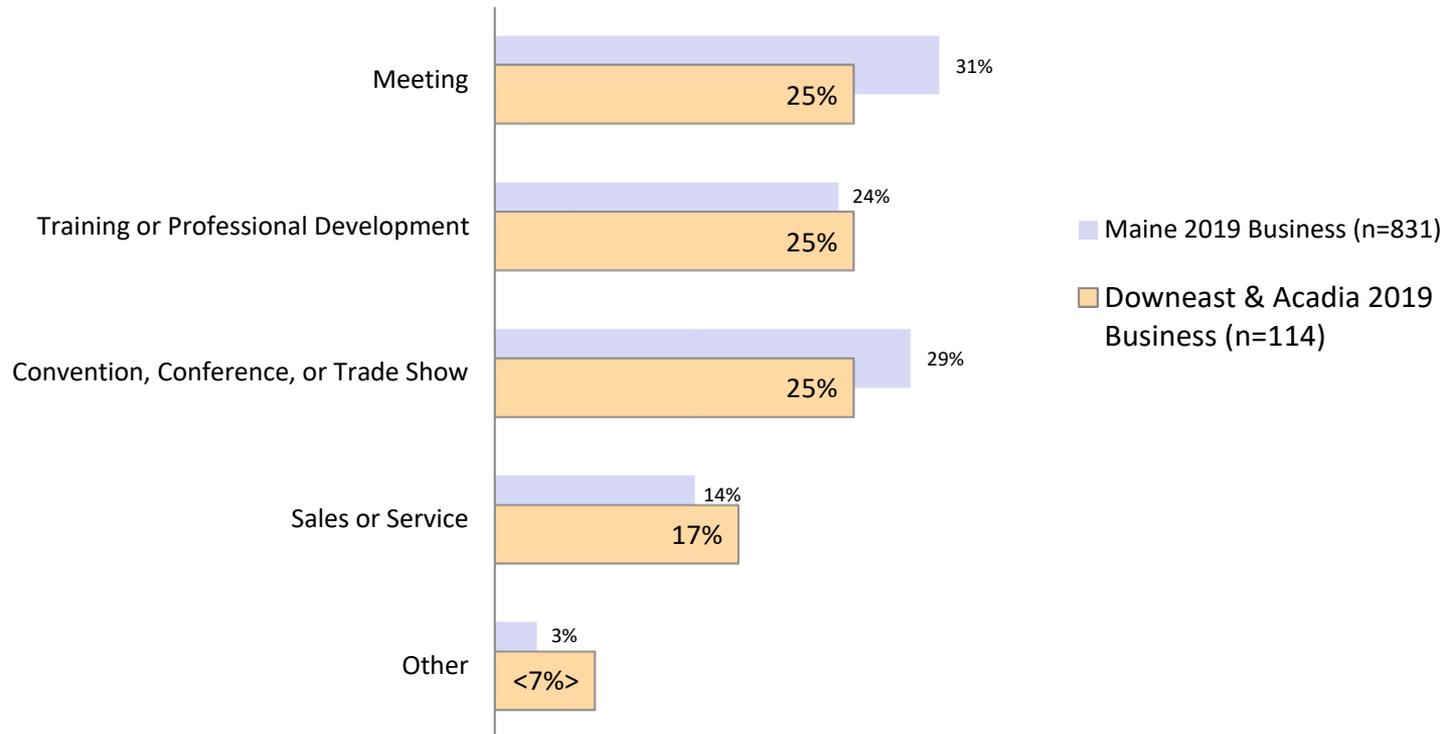




Overnight Visitors: Trip Experience

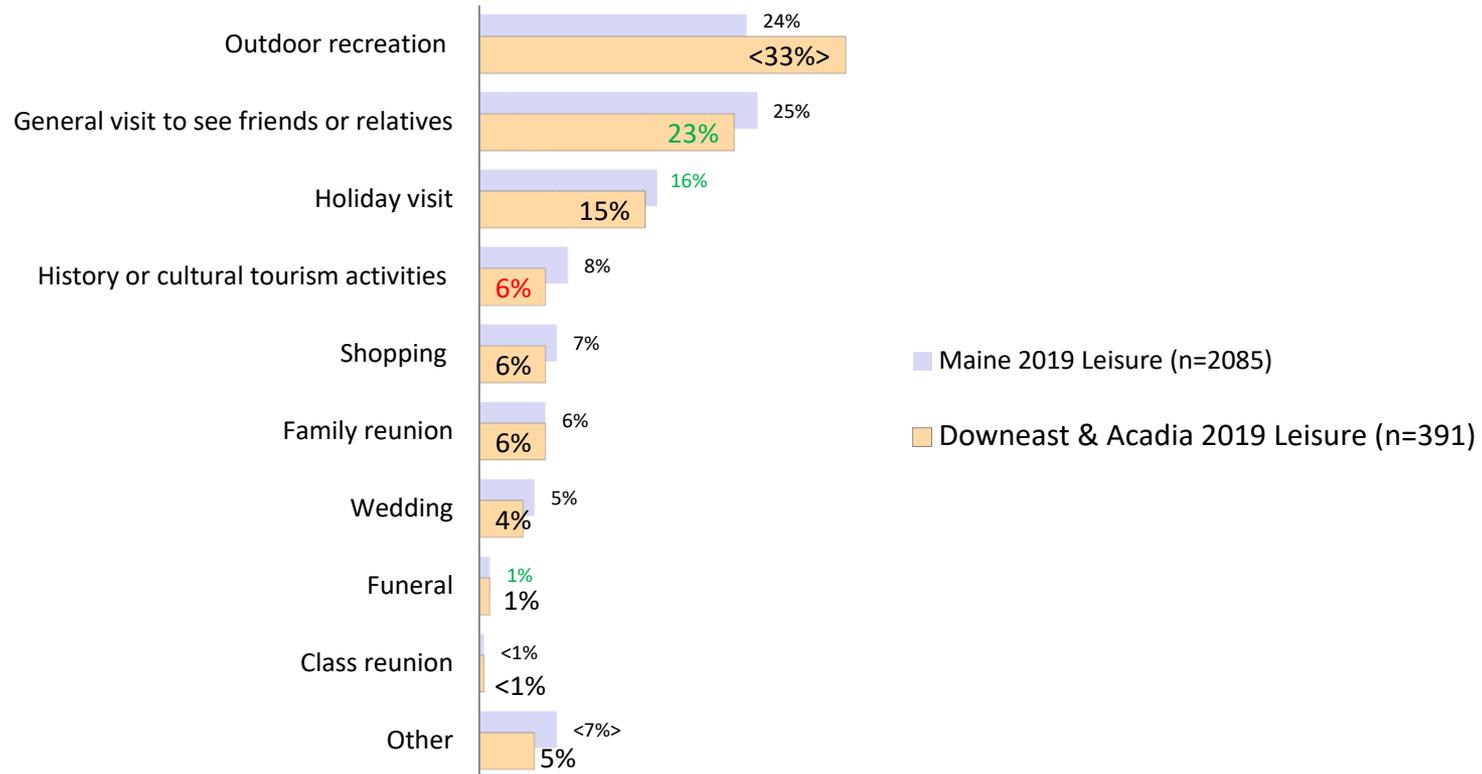
What was the primary purpose of your most recent business trip in Maine?

PRIMARY PURPOSE OF OVERNIGHT BUSINESS TRIPS

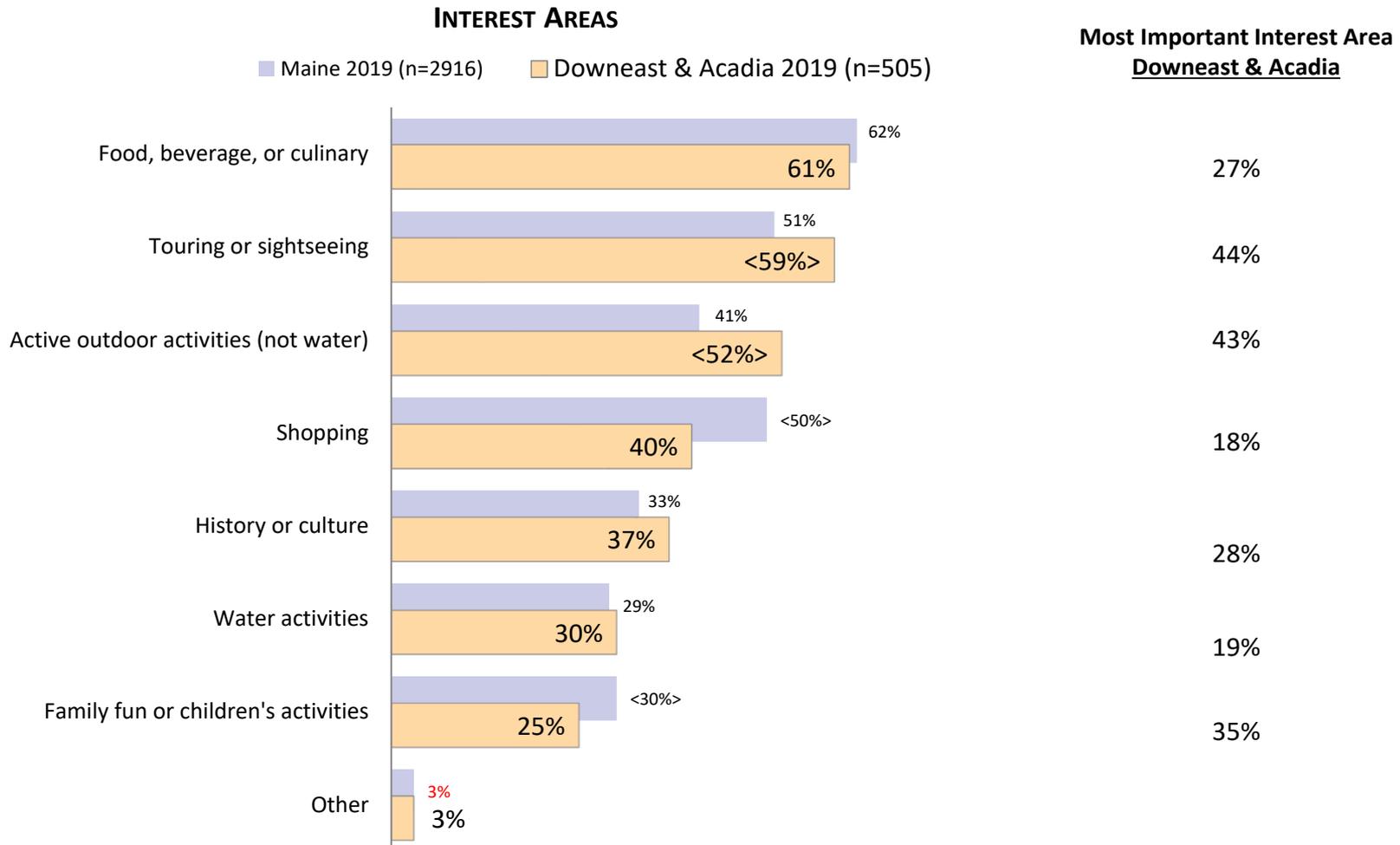


What was the primary purpose of your most recent leisure trip in Maine?

PRIMARY PURPOSE OF OVERNIGHT LEISURE TRIPS



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

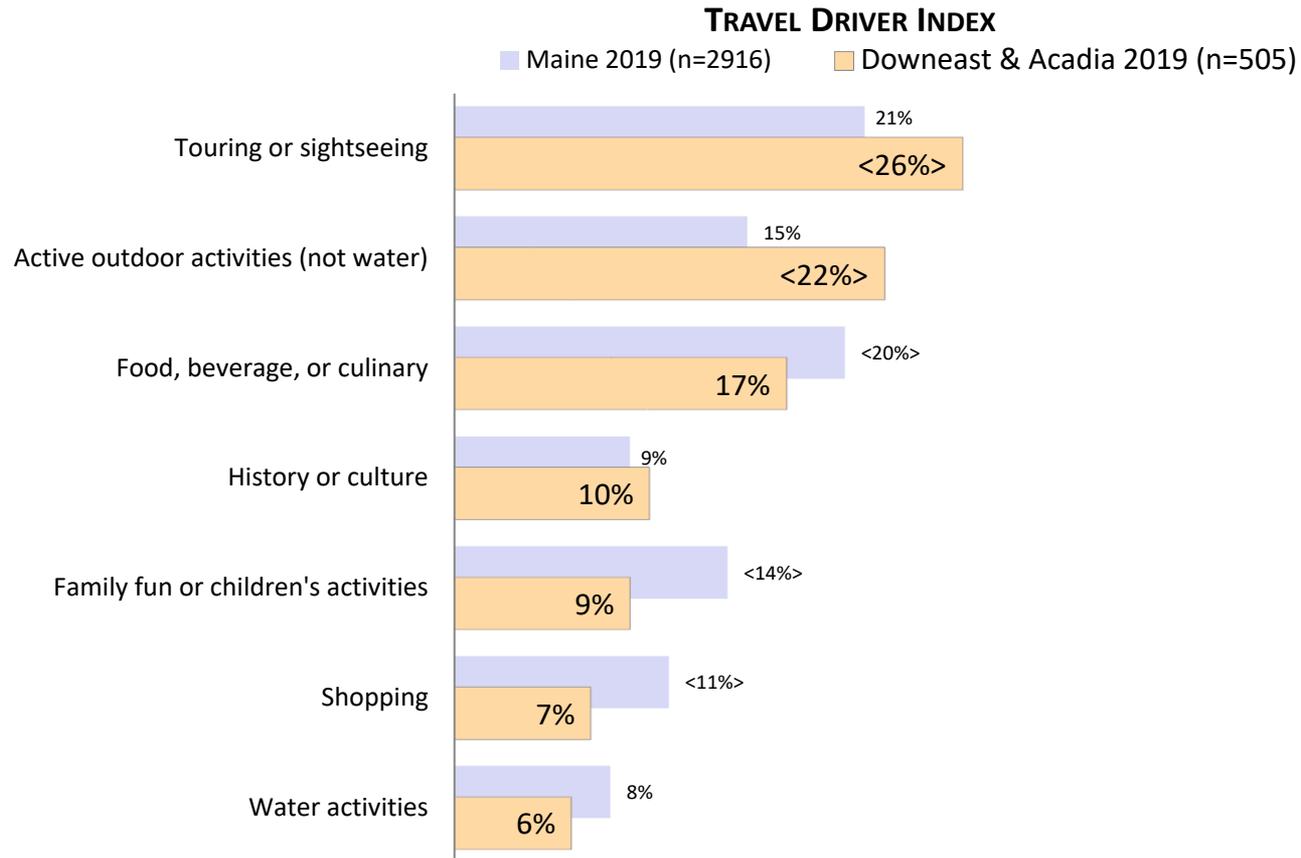


Q35. Q36.

< > 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.

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.

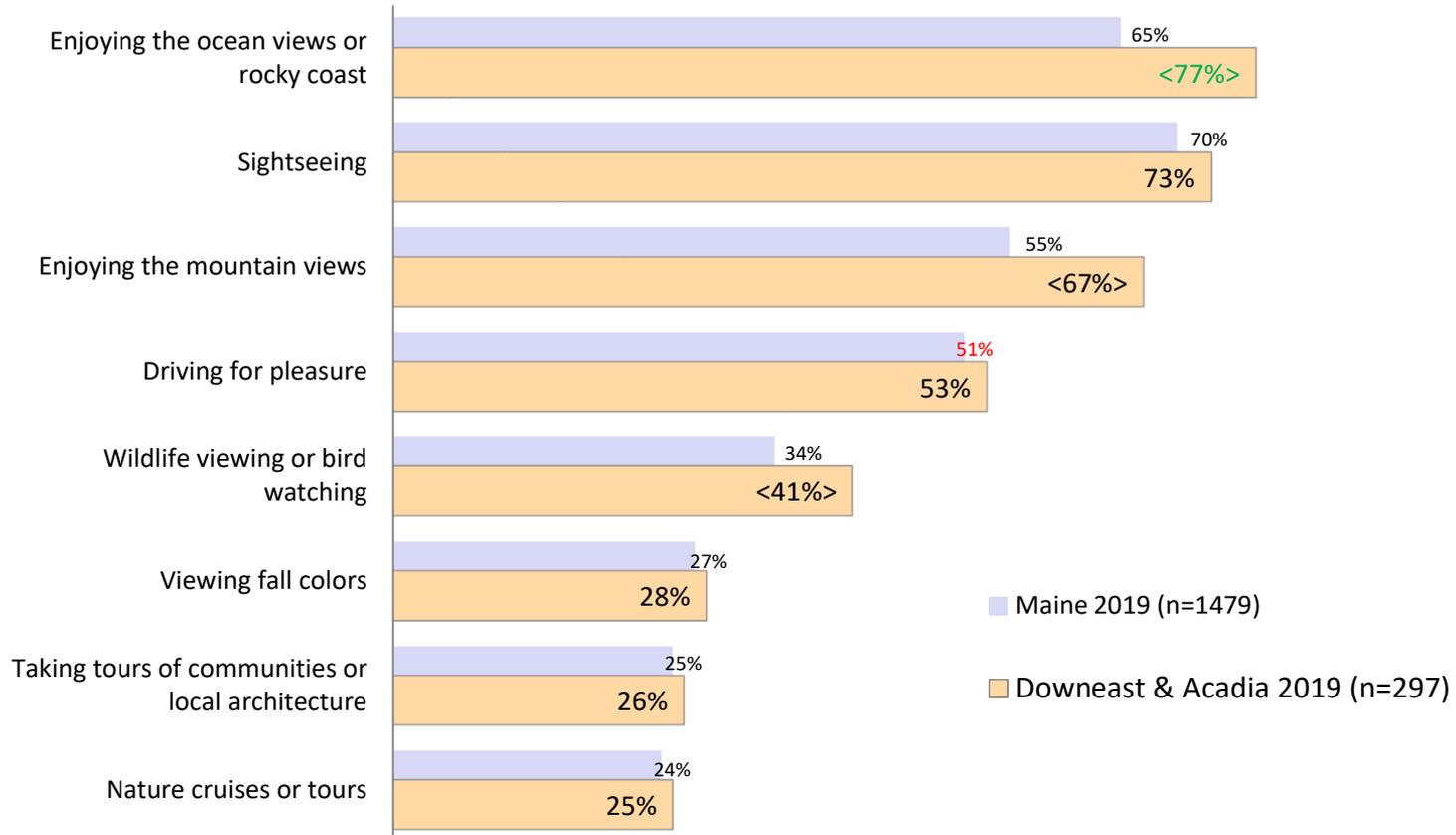
<> indicates a significant difference between this region and the State at the 95% confidence level.

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? Touring, Sightseeing

TOURING OR SIGHTSEEING ACTIVITIES

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



Q37. Please check all that apply.

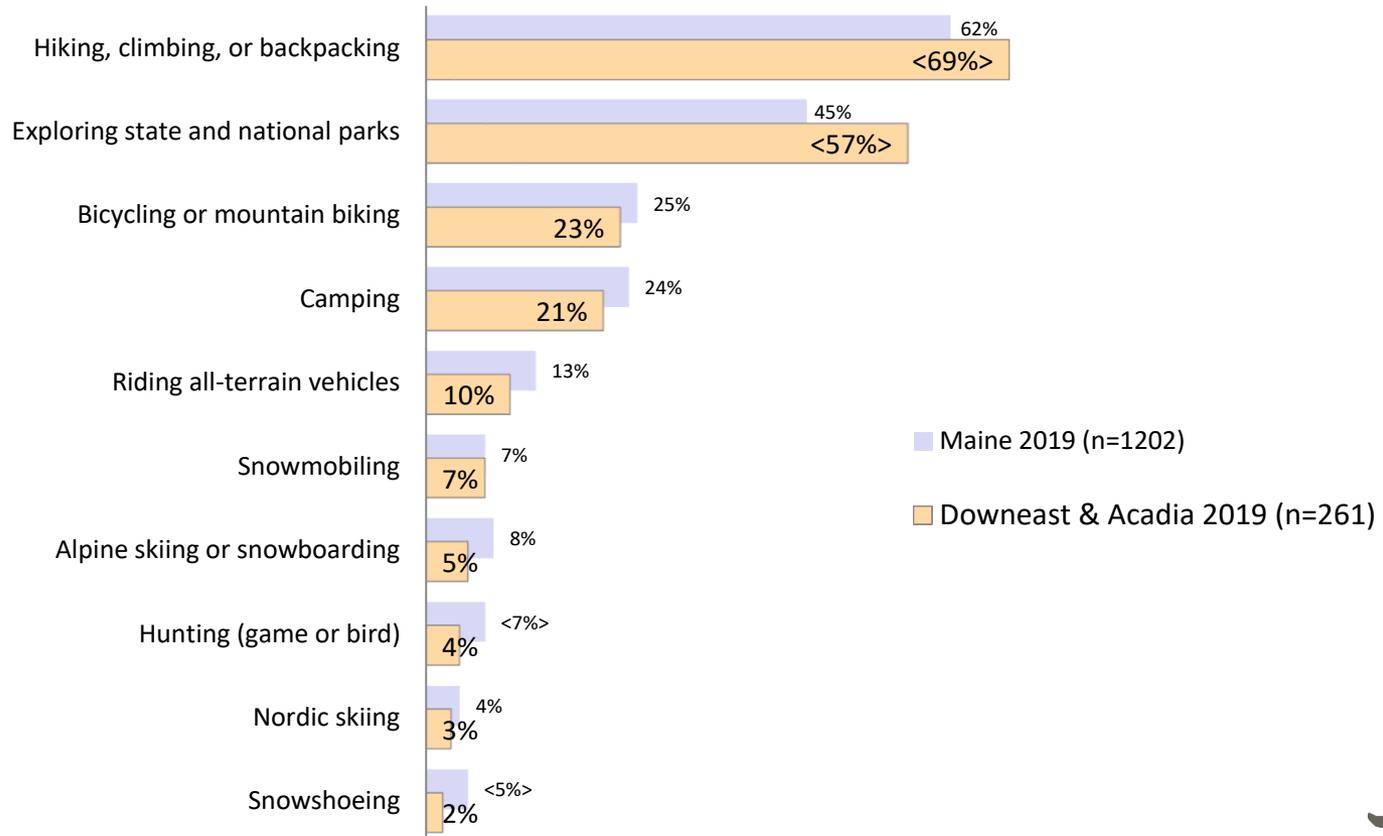
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

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

ACTIVE OUTDOOR ACTIVITIES – NON-WATER

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



Q37. Please check all that apply.

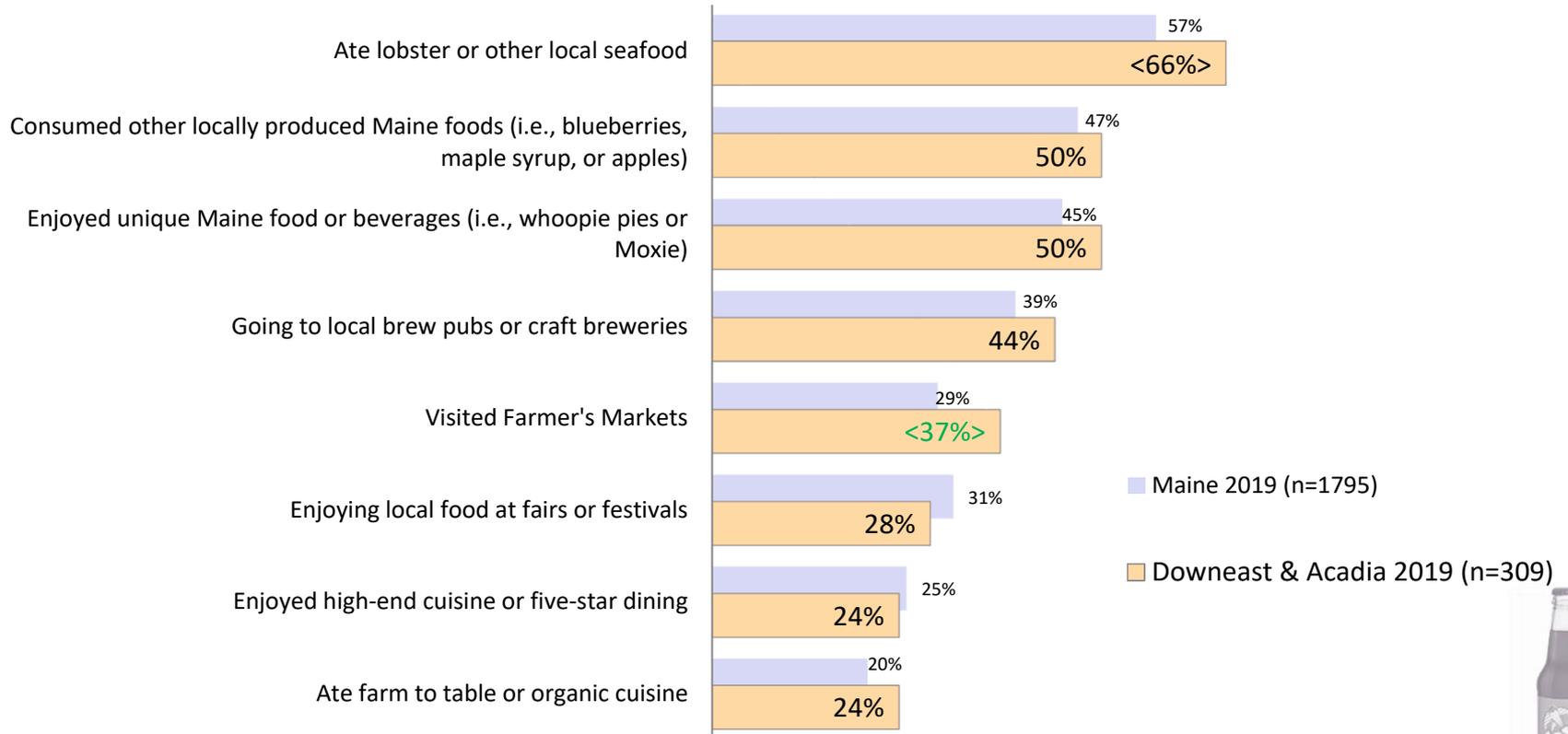
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

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

FOOD, BEVERAGE, OR CULINARY ACTIVITIES

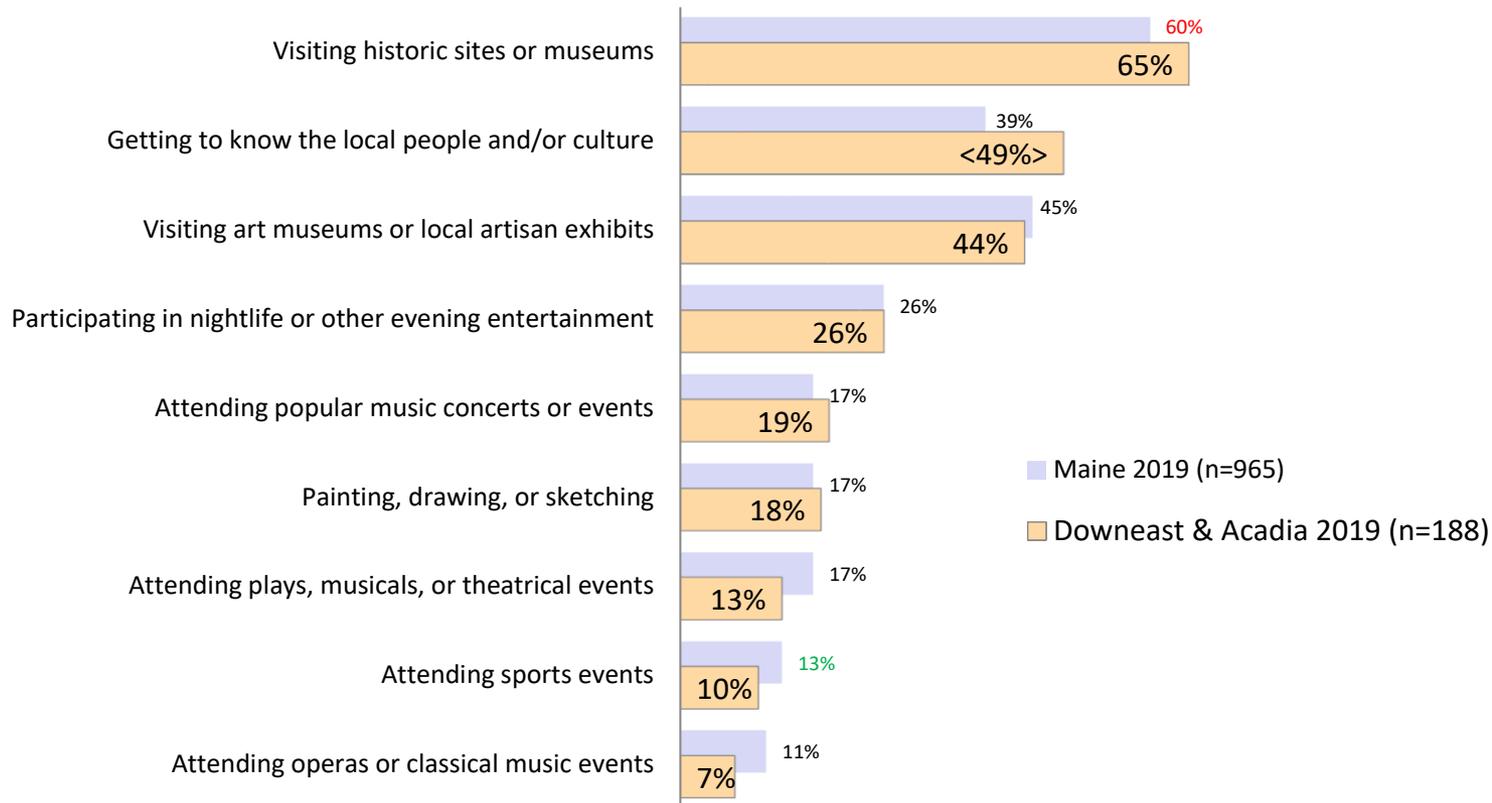
(Base: Those who report food, beverage, or culinary activities as an interest area for their Maine trip)



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. Please check all that apply.

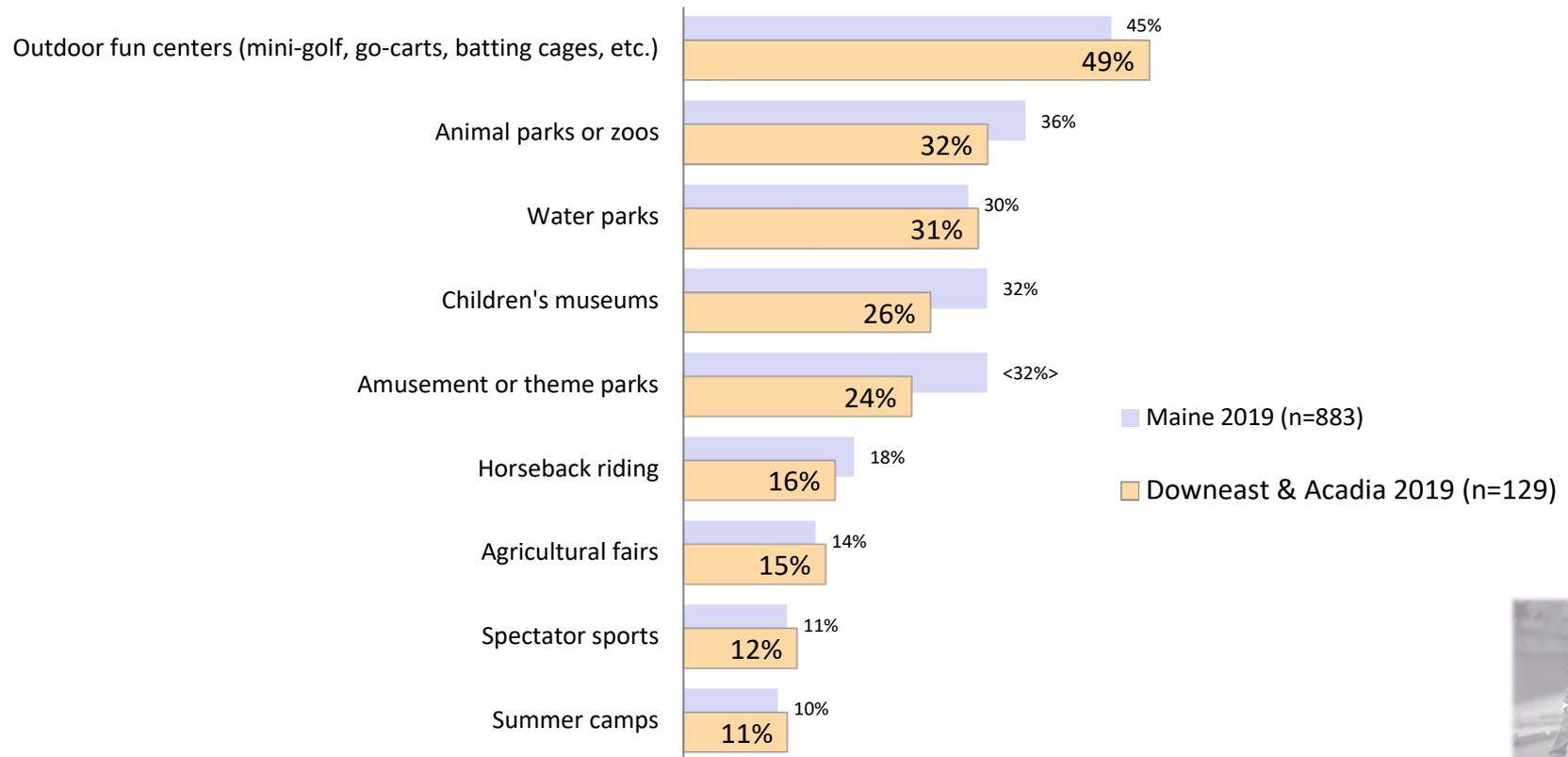
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

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. Please check all that apply.

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

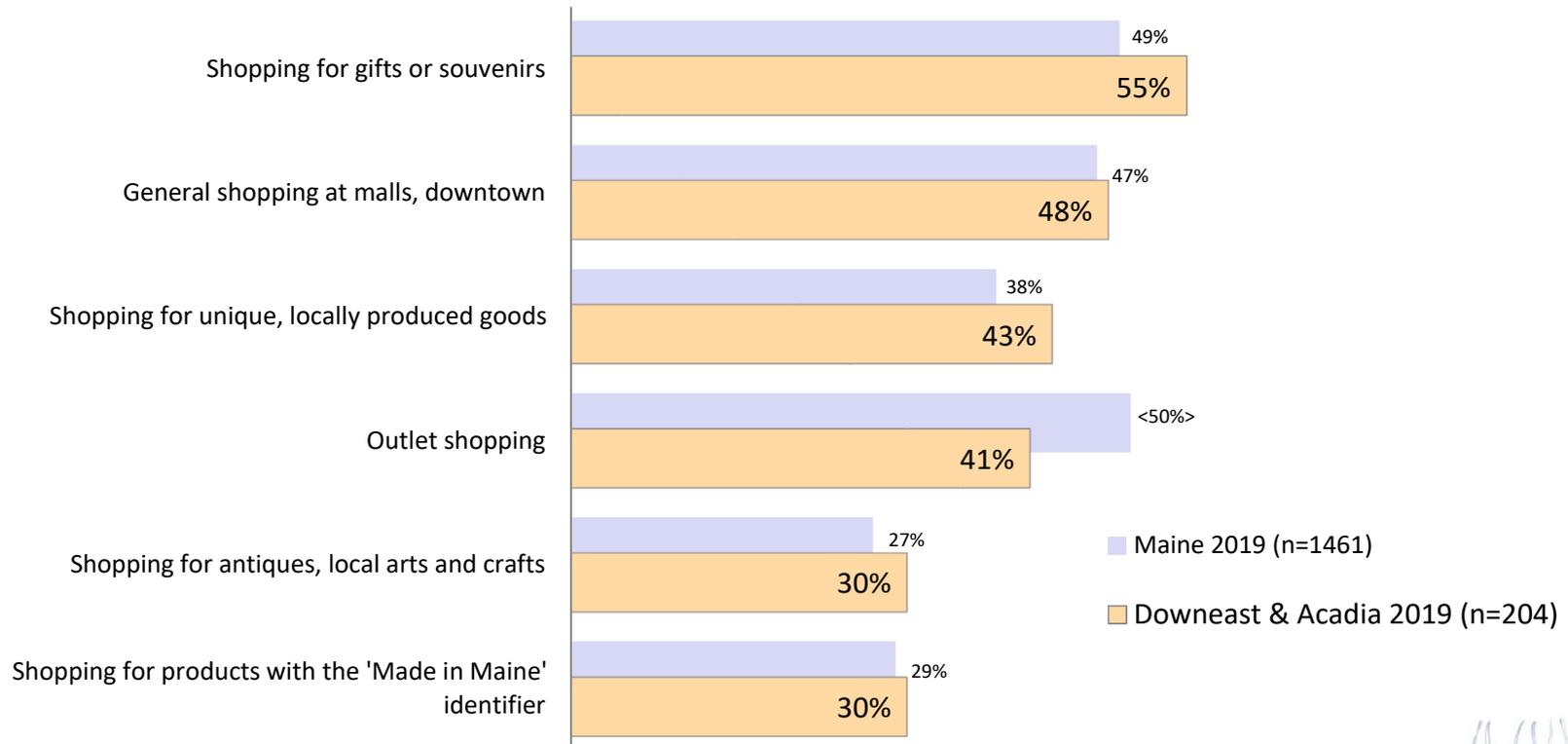
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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)



Q37. Please check all that apply.

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

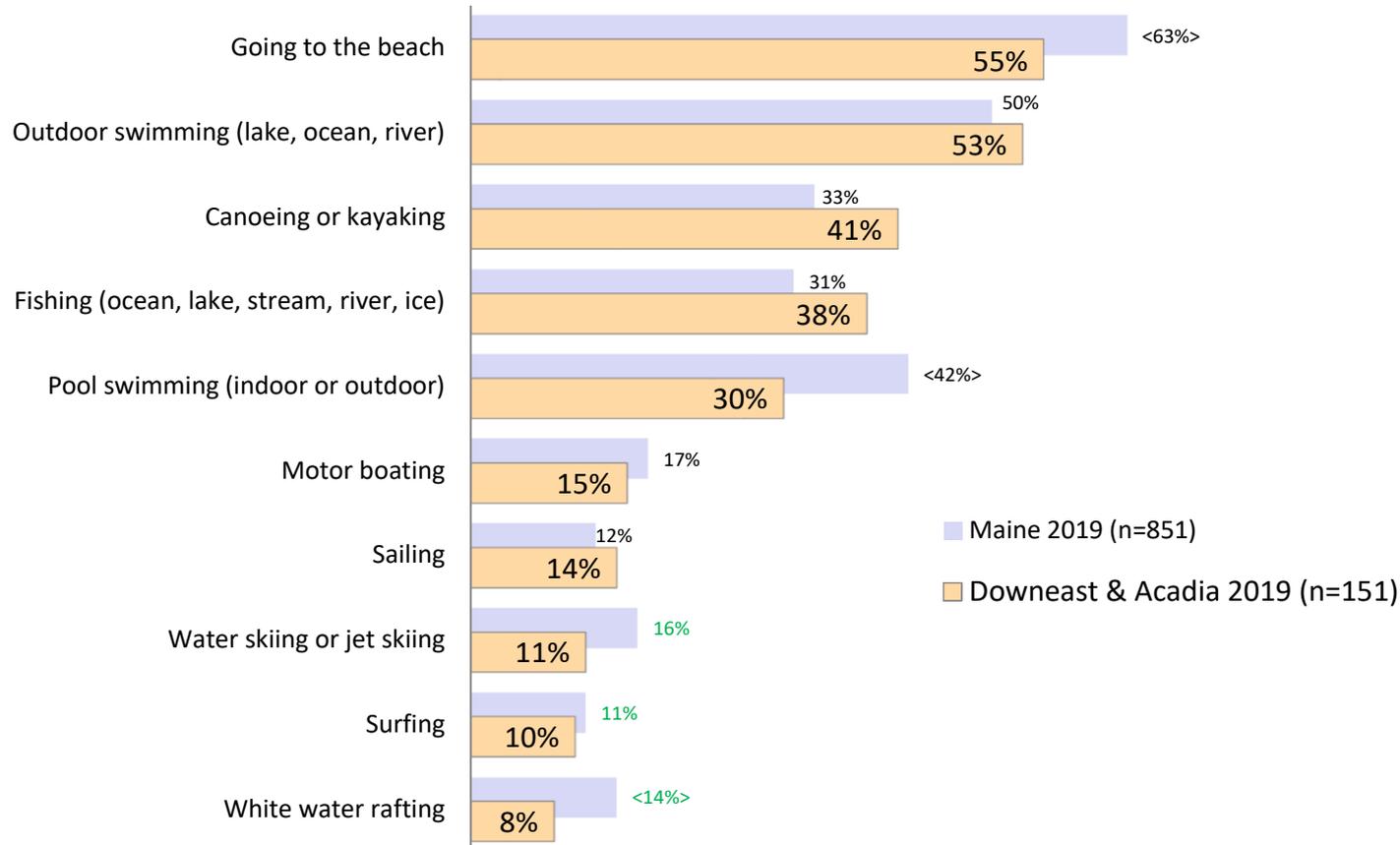
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

Water Activities

WATER ACTIVITIES

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



Q37. 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.

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

% VISITING REGIONAL ATTRACTIONS (n=505)

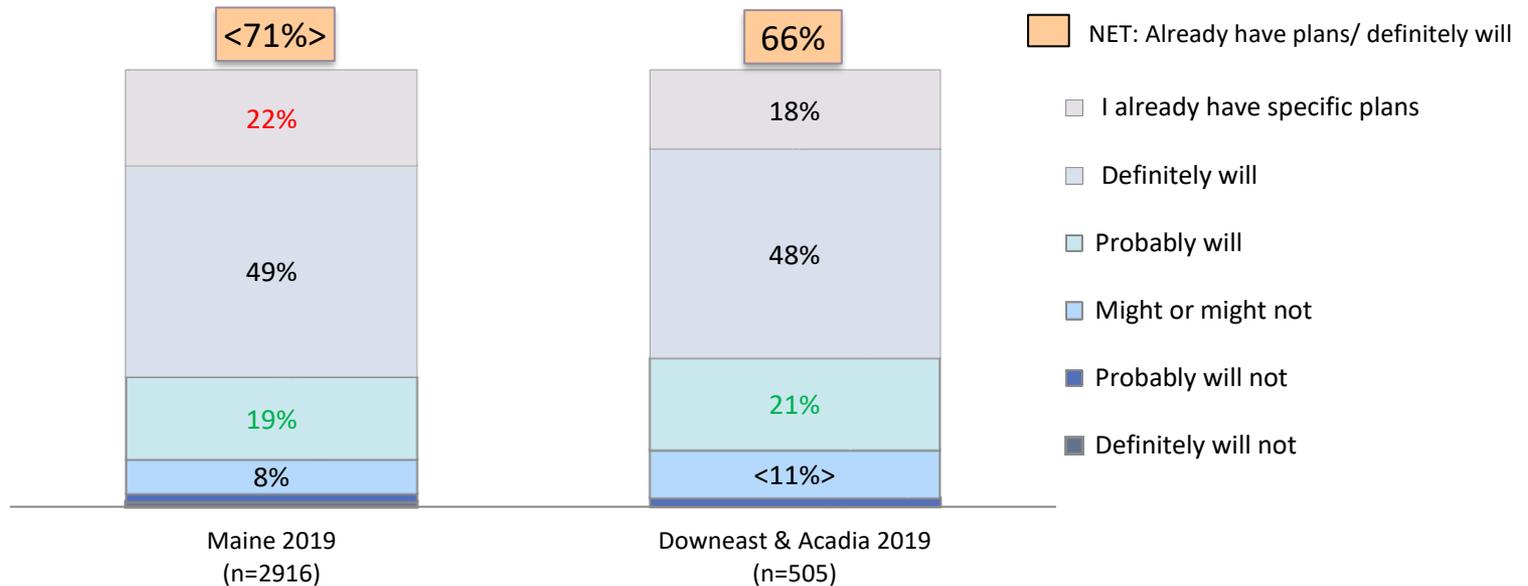
Top attractions		Other attractions	
56%	Acadia National Park	7%	Lamoine State Park
27%	Cadillac Mountain	7%	Asticou Azalea Garden
17%	Reversing Falls	7%	Abbe Museum
17%	Mount Desert Island	6%	Old Sow Whirlpool
15%	Maine Beer Trail	6%	Roque Bluffs State Park
14%	Downeast Sunrise Trail	5%	Burnham Tavern Museum
10%	Moosehorn Wildlife Refuge	5%	Roosevelt Campobello Int. Park
10%	Passamaquoddy Bay	5%	Woodlawn Museum
8%	St. Croix Island Int. Historic Site	4%	Schoodic Education Center
8%	Quoddy Head State Park	4%	Sculpture Symposium/Trail
8%	Penobscot Narrows Bridge & Obs.	4%	Cutler Coast Public Reserve

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?

LIKELIHOOD OF RETURN TRAVEL TO MAINE (next 2 years)



DAY VISITORS





Day Visitors: Profile

Day Visitor Demographics

	Maine 2019 (n=1755)	Downeast & Acadia 2019 (n=248)
Age:		
< 35	37%	35%
35 - 44	19%	22%
45 - 54	17%	21%
55 +	27%	22%
Mean	43.0	42.9
Income:		
< \$50,000	39%	<46%>
\$50,000 - \$99,999	39%	37%
\$100,000 +	22%	17%
Mean	<\$72,870>	\$65,360
Female	77%	77%
College degree or higher	59%	57%
Married	47%	43%
Employed full-time	53%	55%

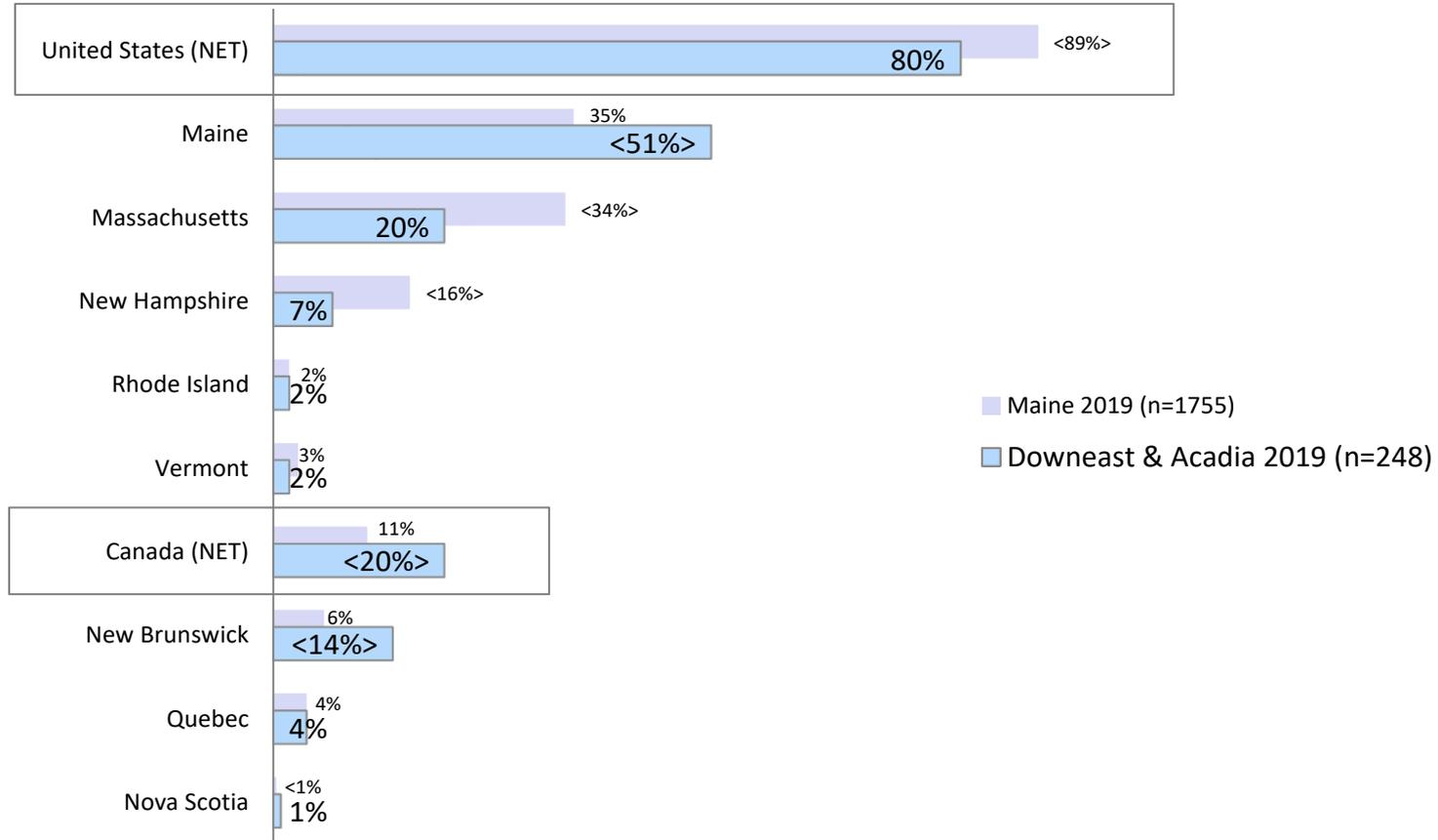
<> indicates a significant difference between this region and the State at the 95% confidence level.

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?

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

STATE/PROVINCE OF RESIDENCE



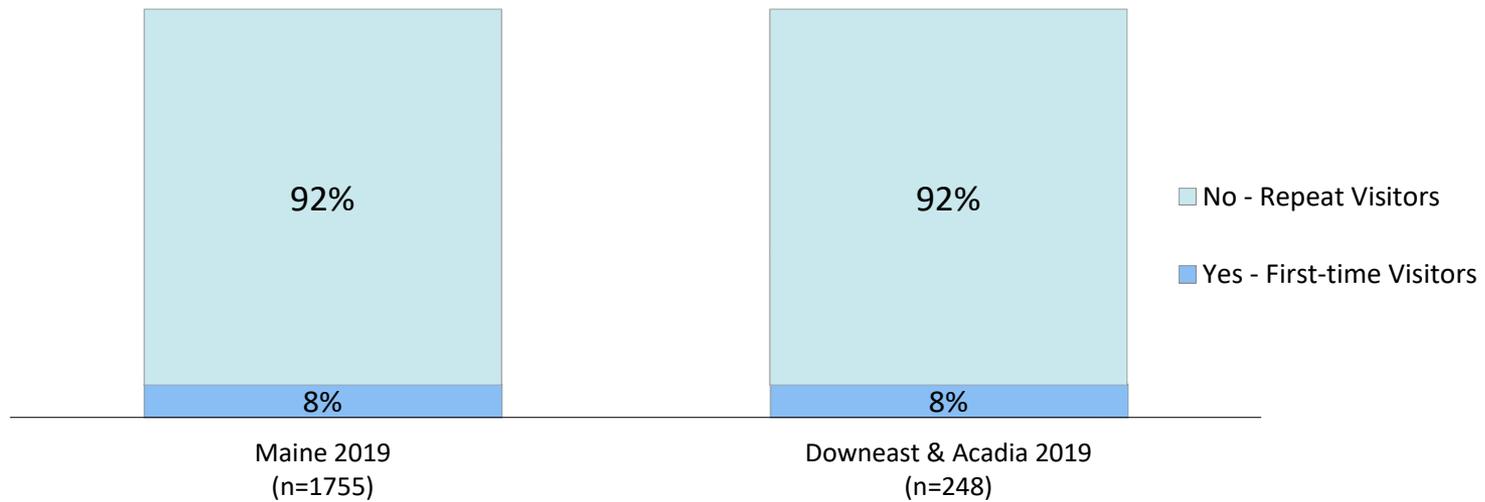
Q2.

<> 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.

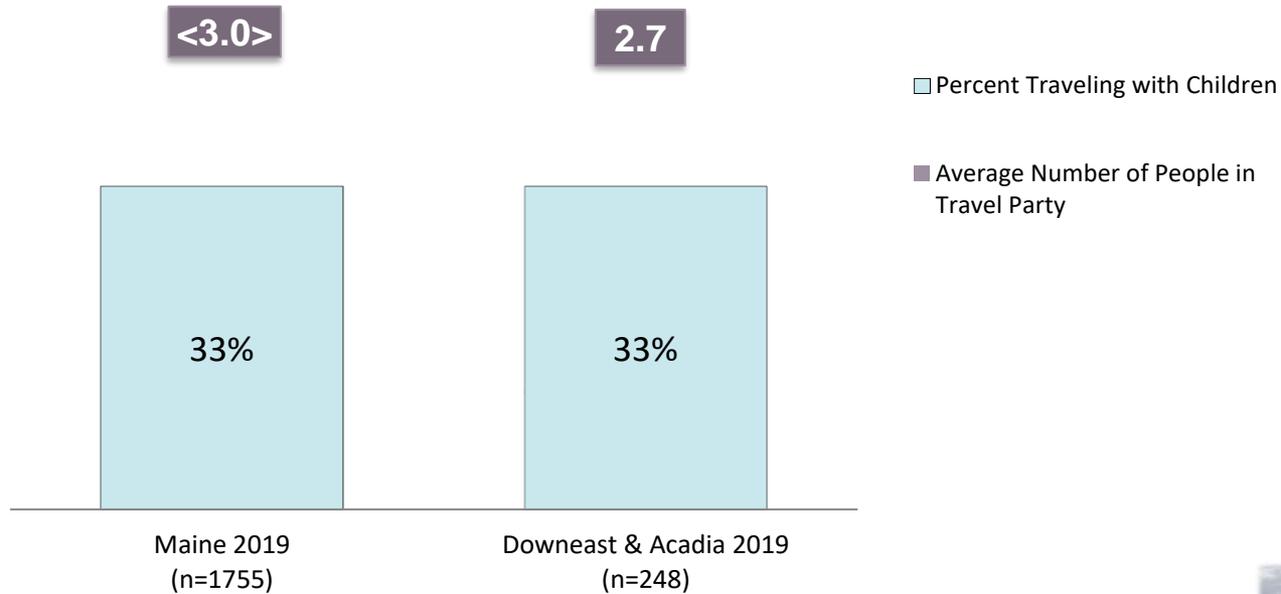
Was this your first visit to Maine?

REPEAT VS. FIRST-TIME VISITORS



How many people were in your immediate travel party on this specific trip to Maine?
How many of these people were children?

TRAVEL PARTY SIZE AND COMPOSITION

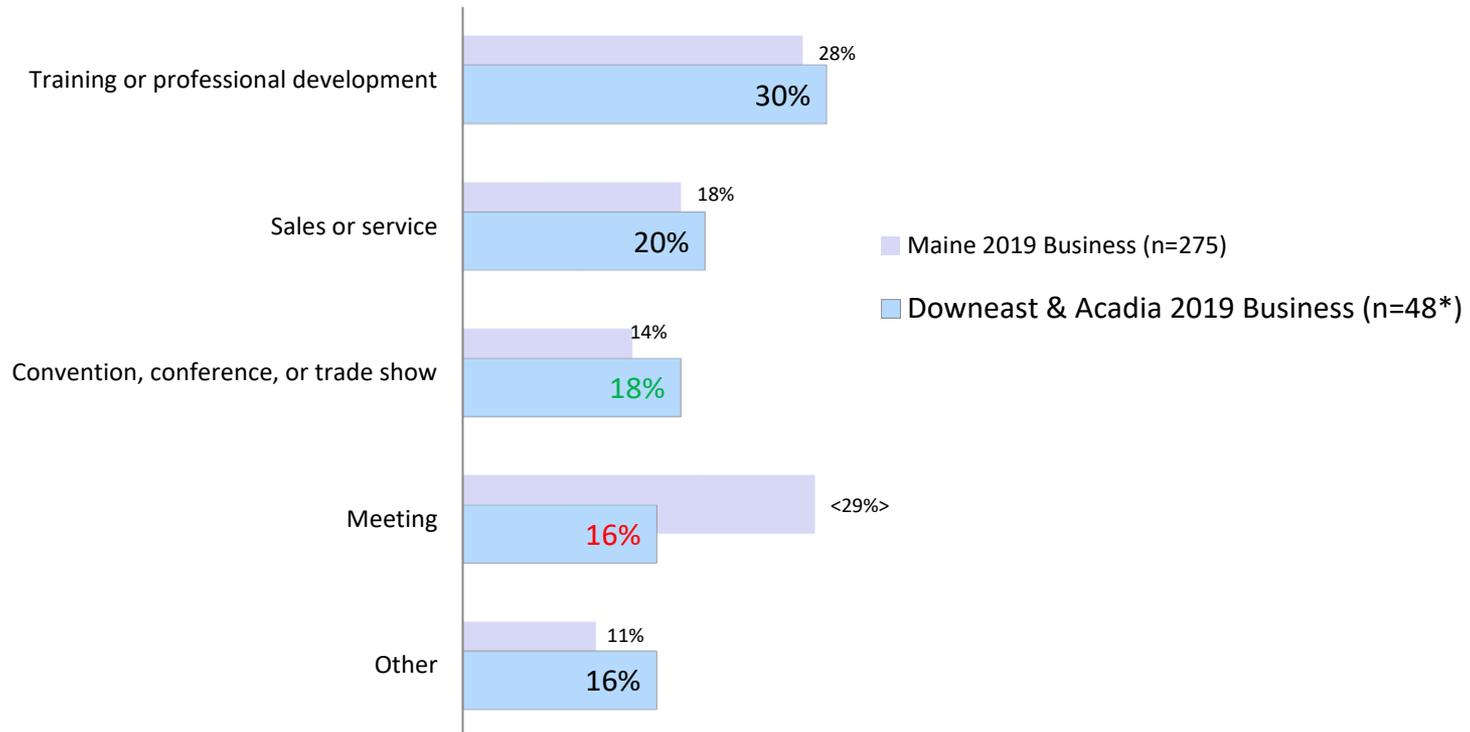




Day Visitors: Trip Experience

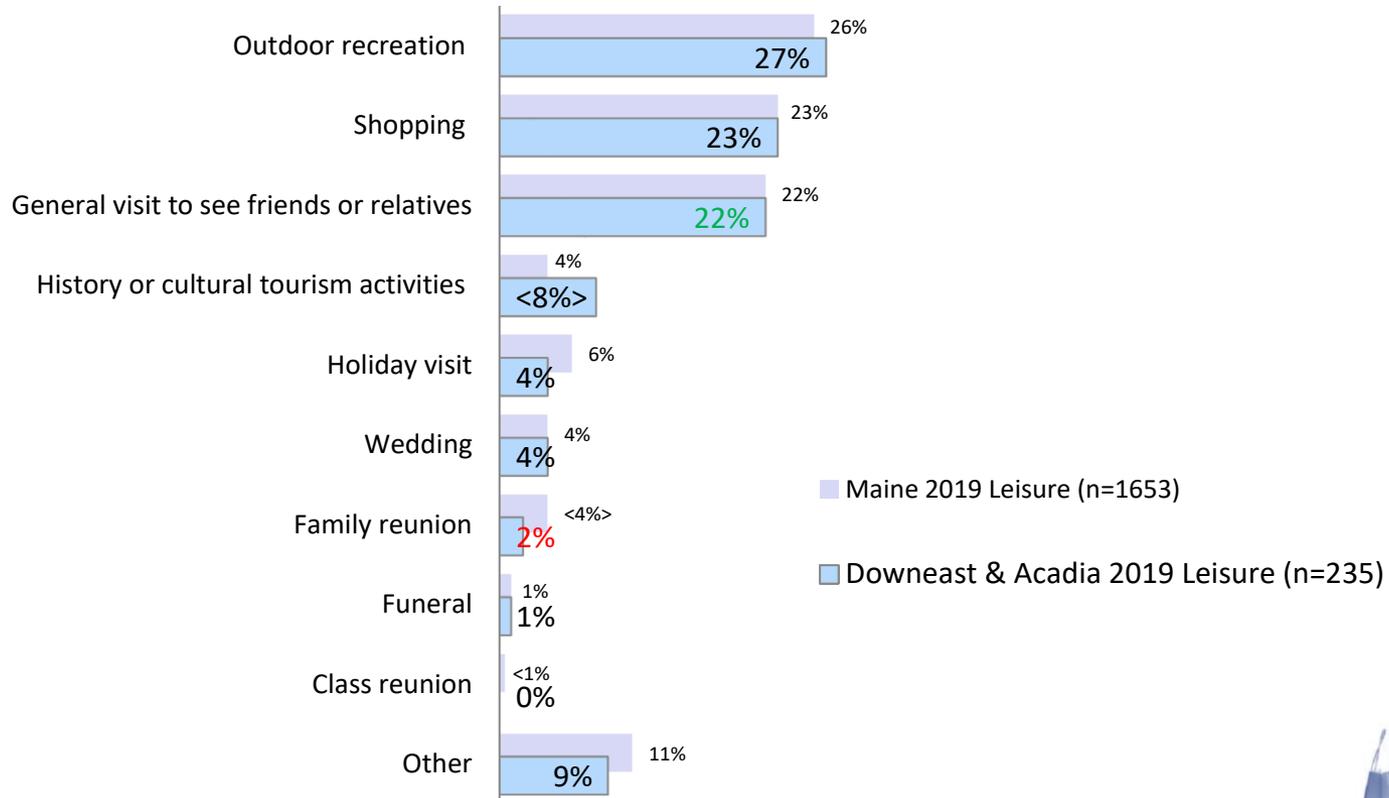
What was the primary purpose of your most recent business trip in Maine?

PRIMARY PURPOSE OF BUSINESS DAY TRIP

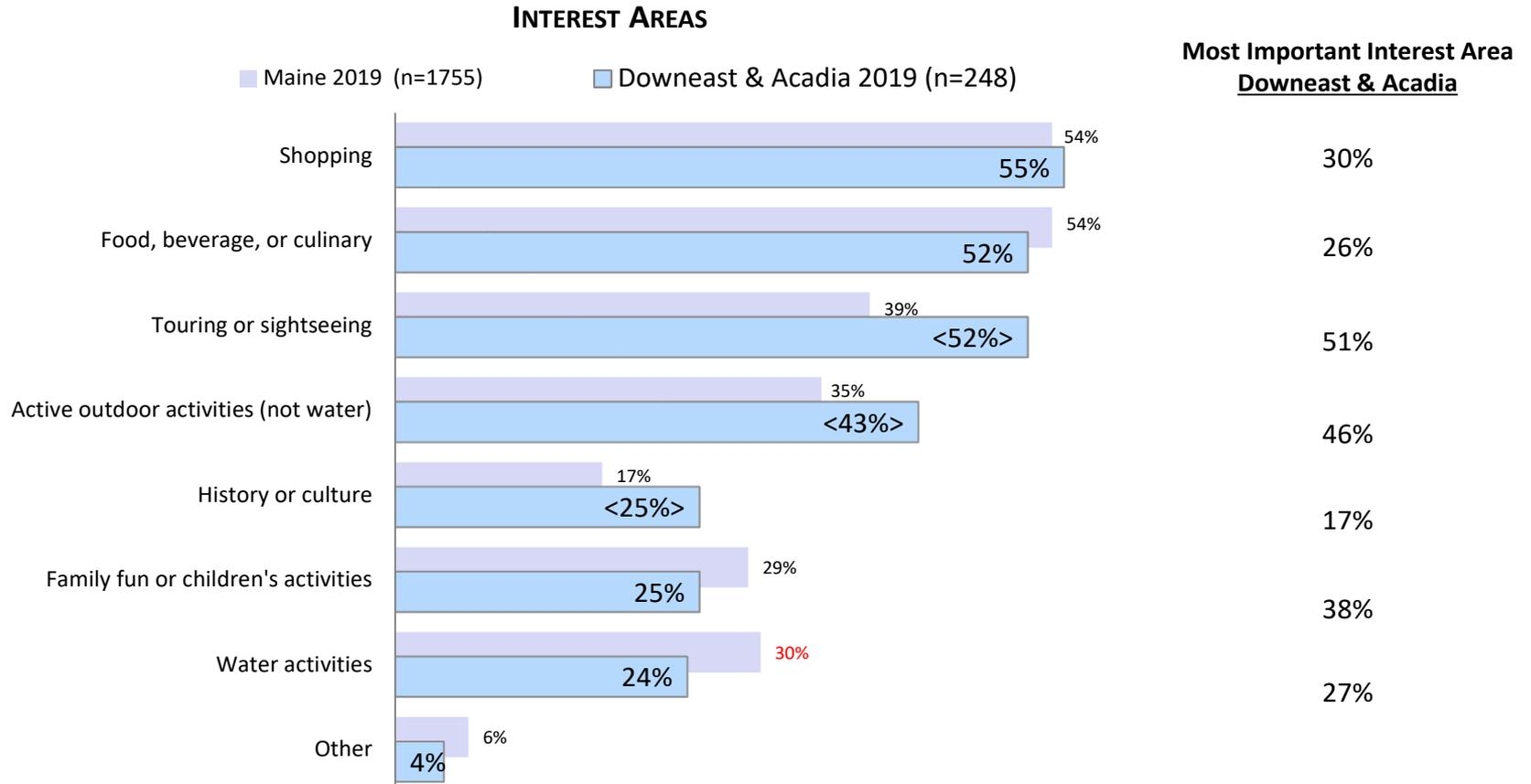


What was the primary purpose of your most recent day leisure trip in Maine?

PRIMARY PURPOSE OF LEISURE DAY TRIP



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...



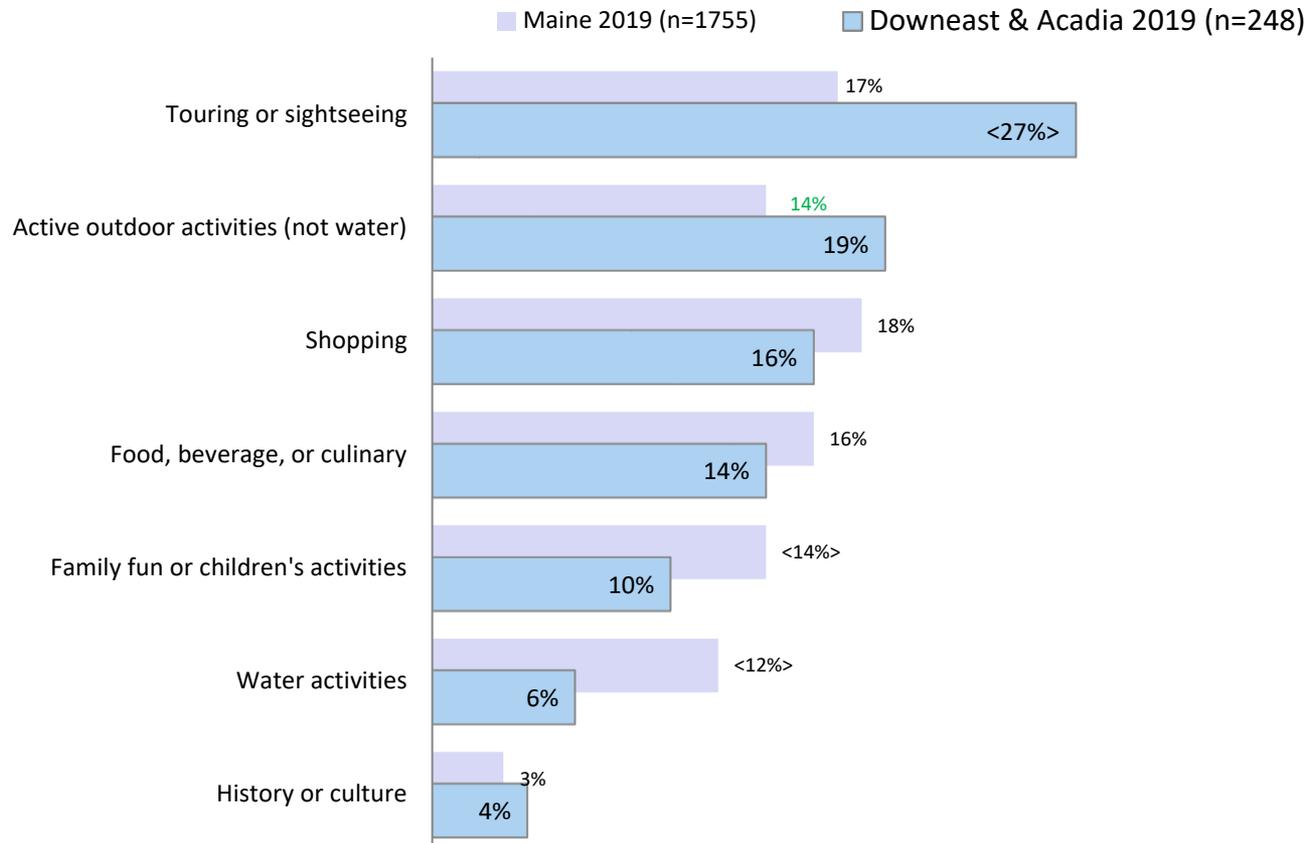
Q18. Please check all that apply. Q19. 1 being the most important.

<> 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.

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

TRAVEL DRIVER INDEX



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.

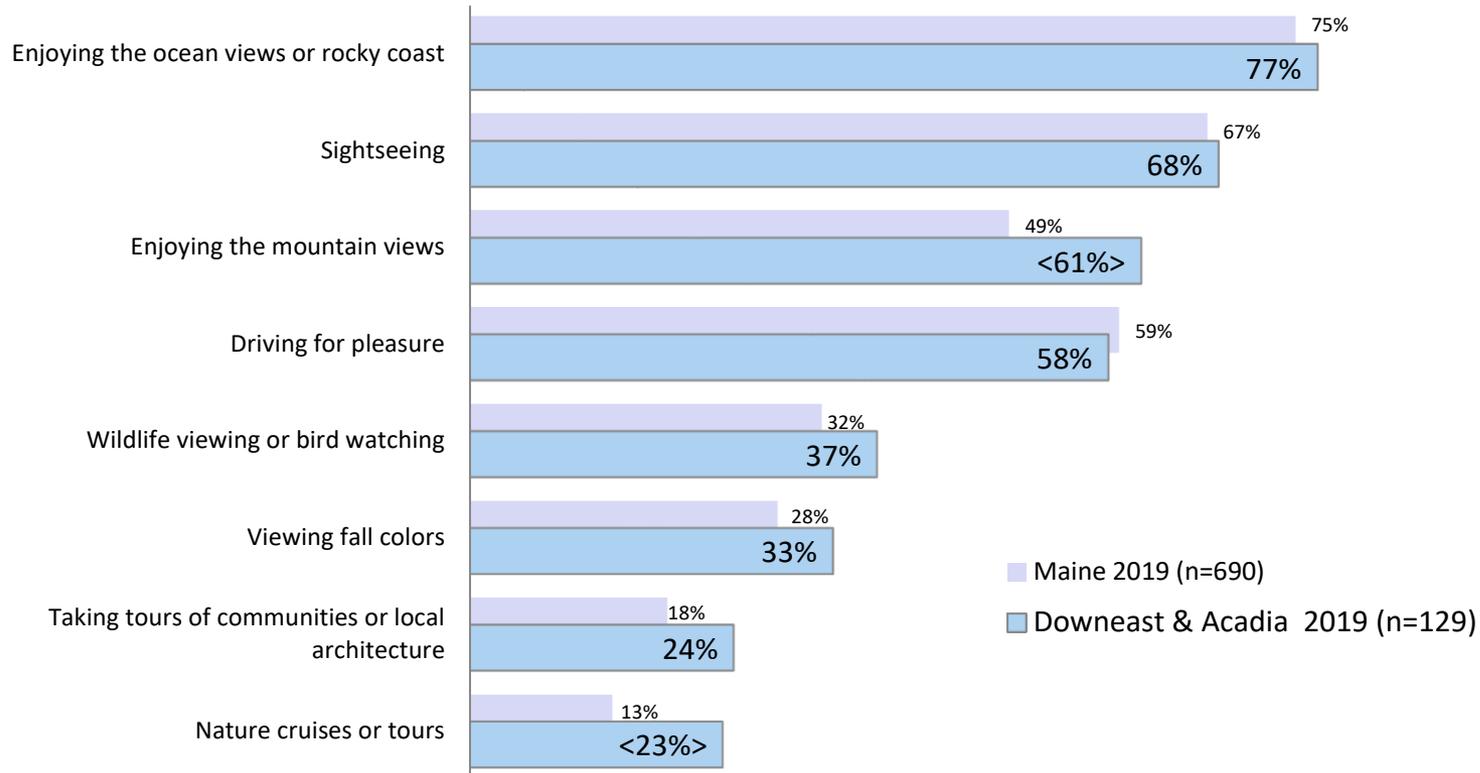
<> indicates a significant difference between this region and the State at the 95% confidence level.

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? Touring, Sightseeing

TOURING OR SIGHTSEEING ACTIVITIES

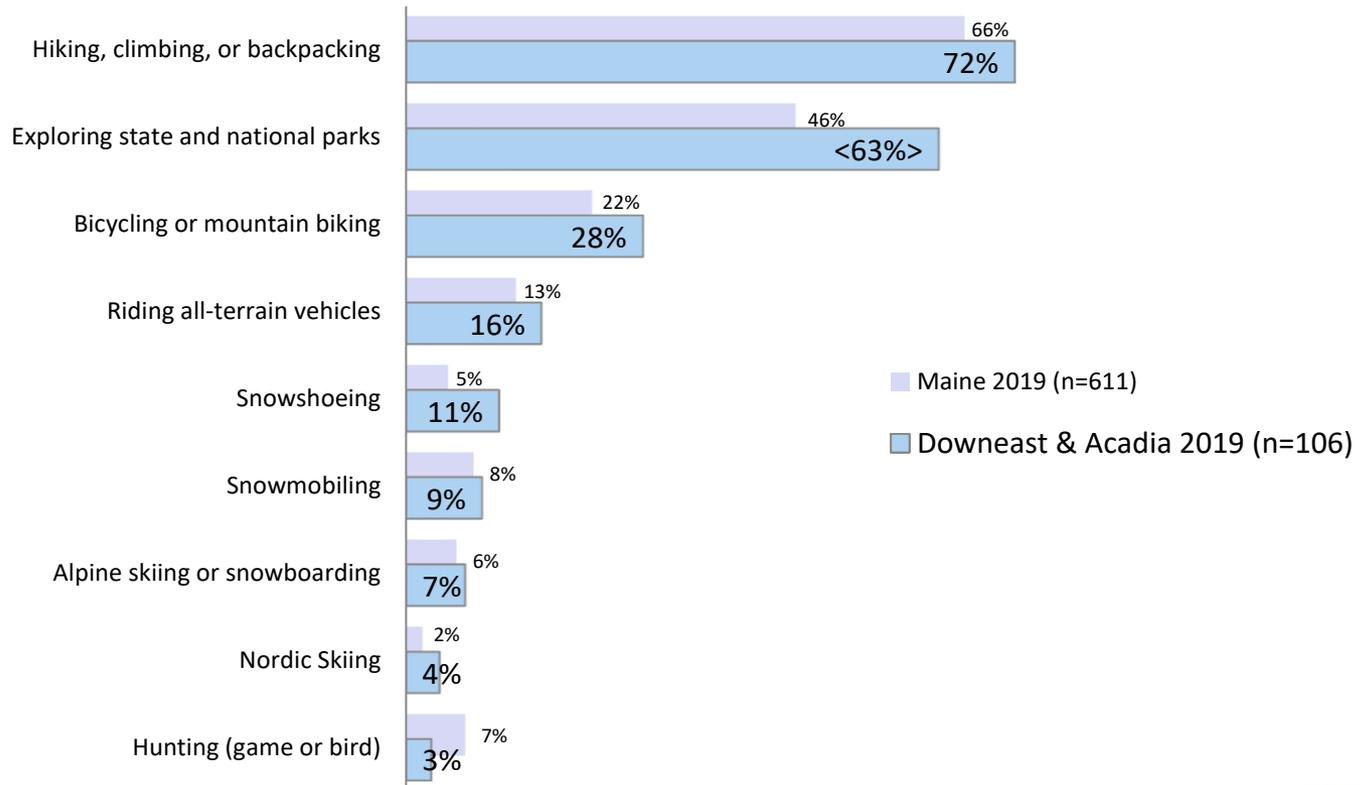
(Base: Those who report touring or sightseeing as an interest area for their Maine trip)



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

ACTIVE OUTDOOR ACTIVITIES – NON-WATER

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



Q20. Please check all that apply.

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

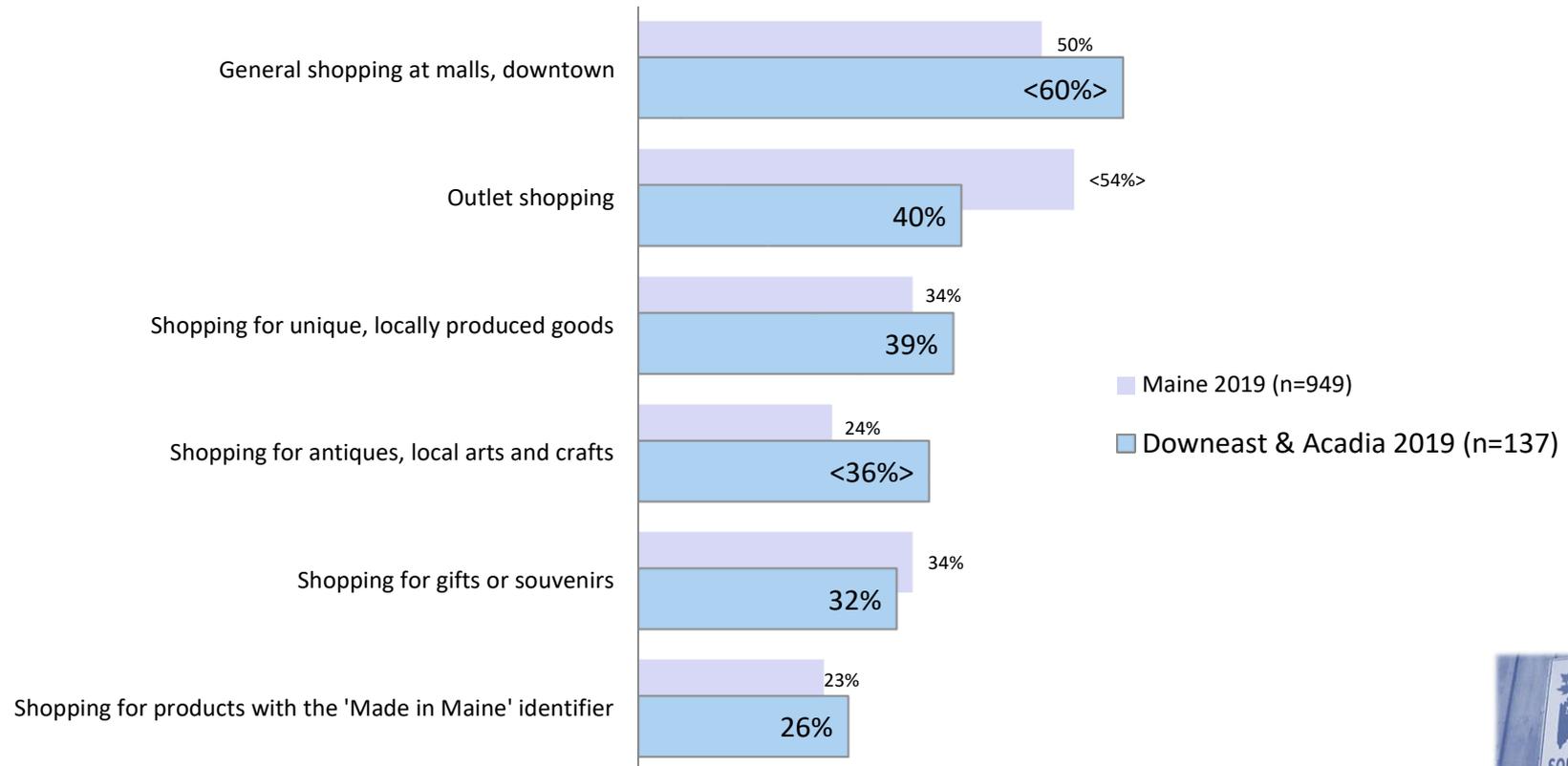
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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. Please check all that apply.

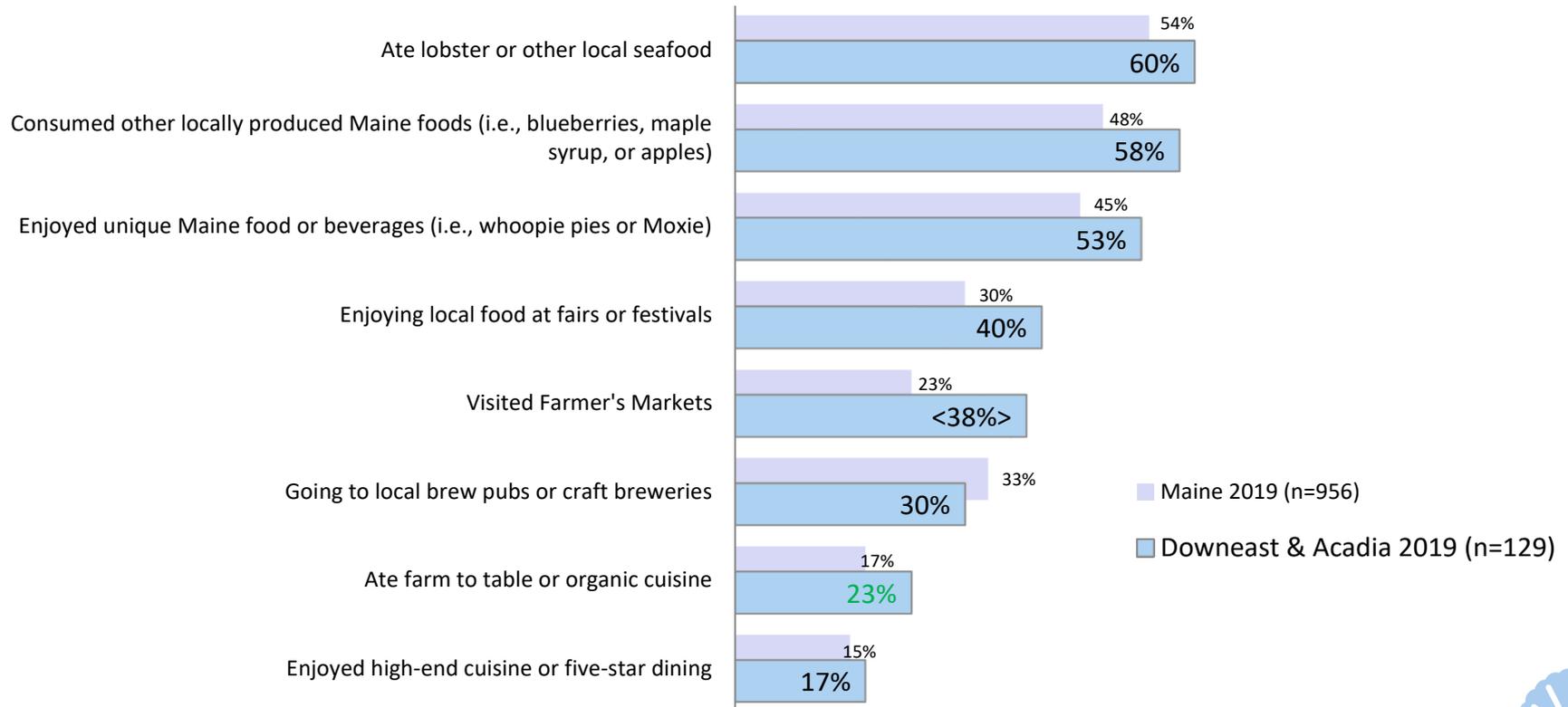
<> indicates a significant difference between this region and the State at the 95% confidence level.

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

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

FOOD, BEVERAGE, OR CULINARY ACTIVITIES

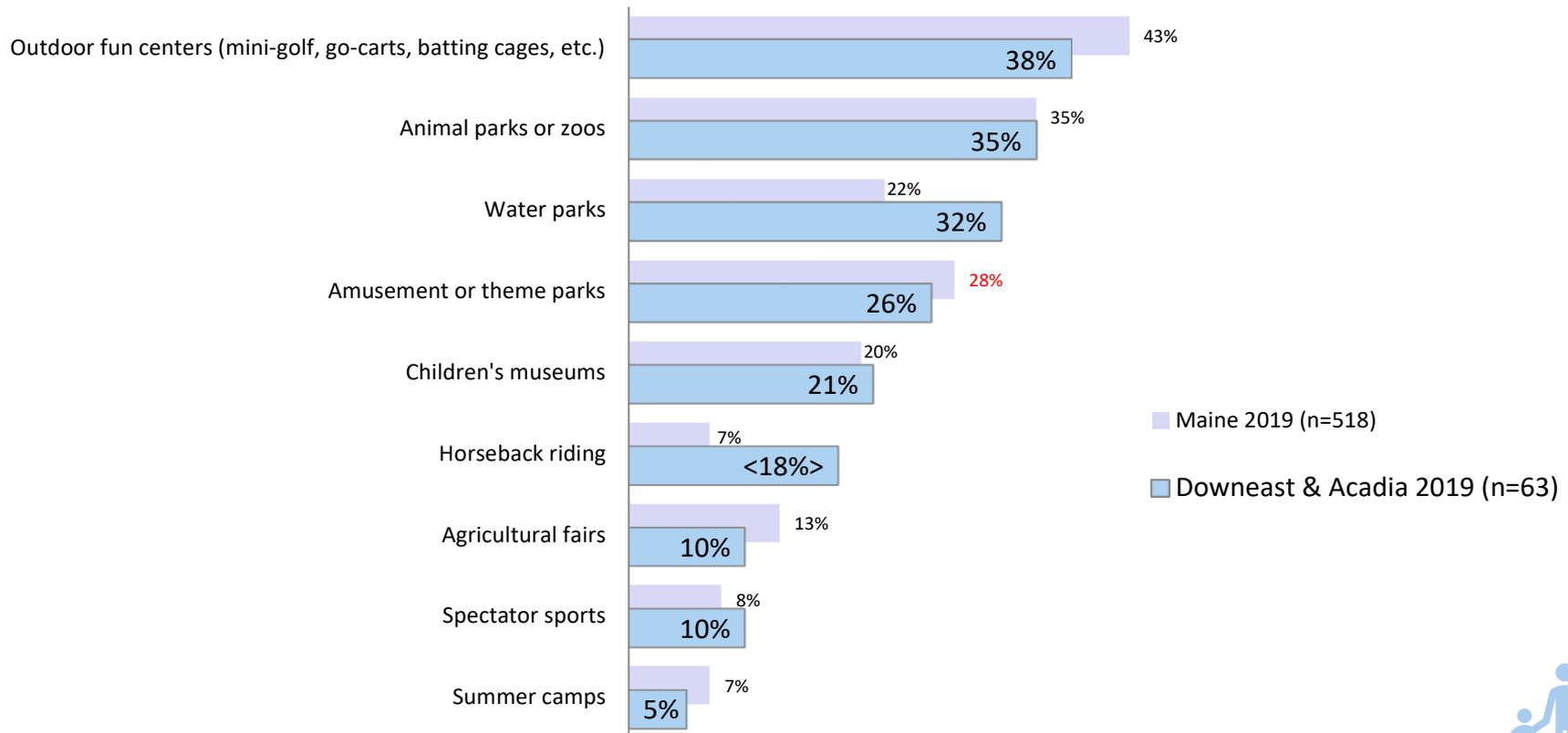
(Base: Those who report food, beverage, or culinary activities as an interest area for their Maine trip)



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)

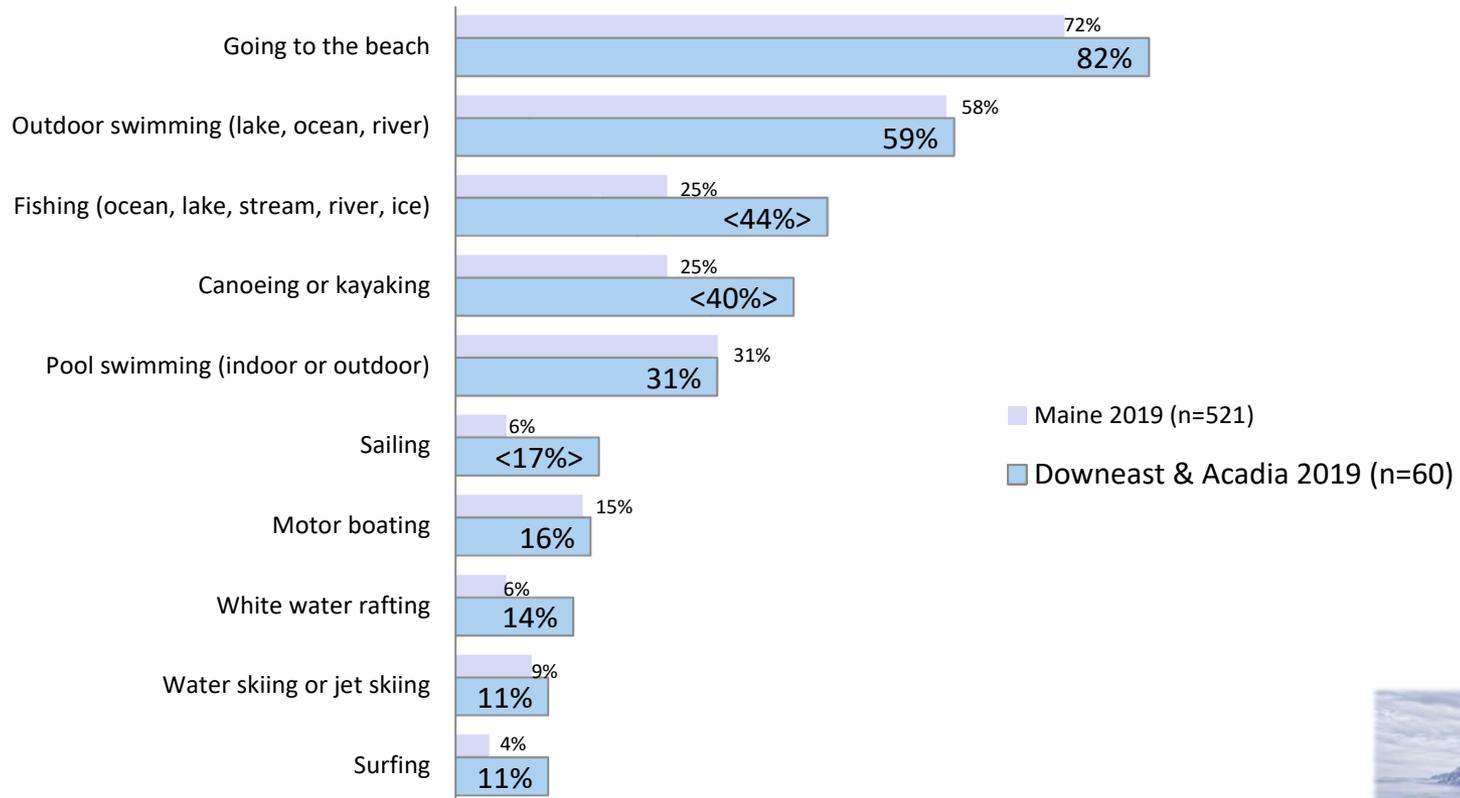


In which of the following activities did you participate during this trip?

Water Activities

WATER ACTIVITIES

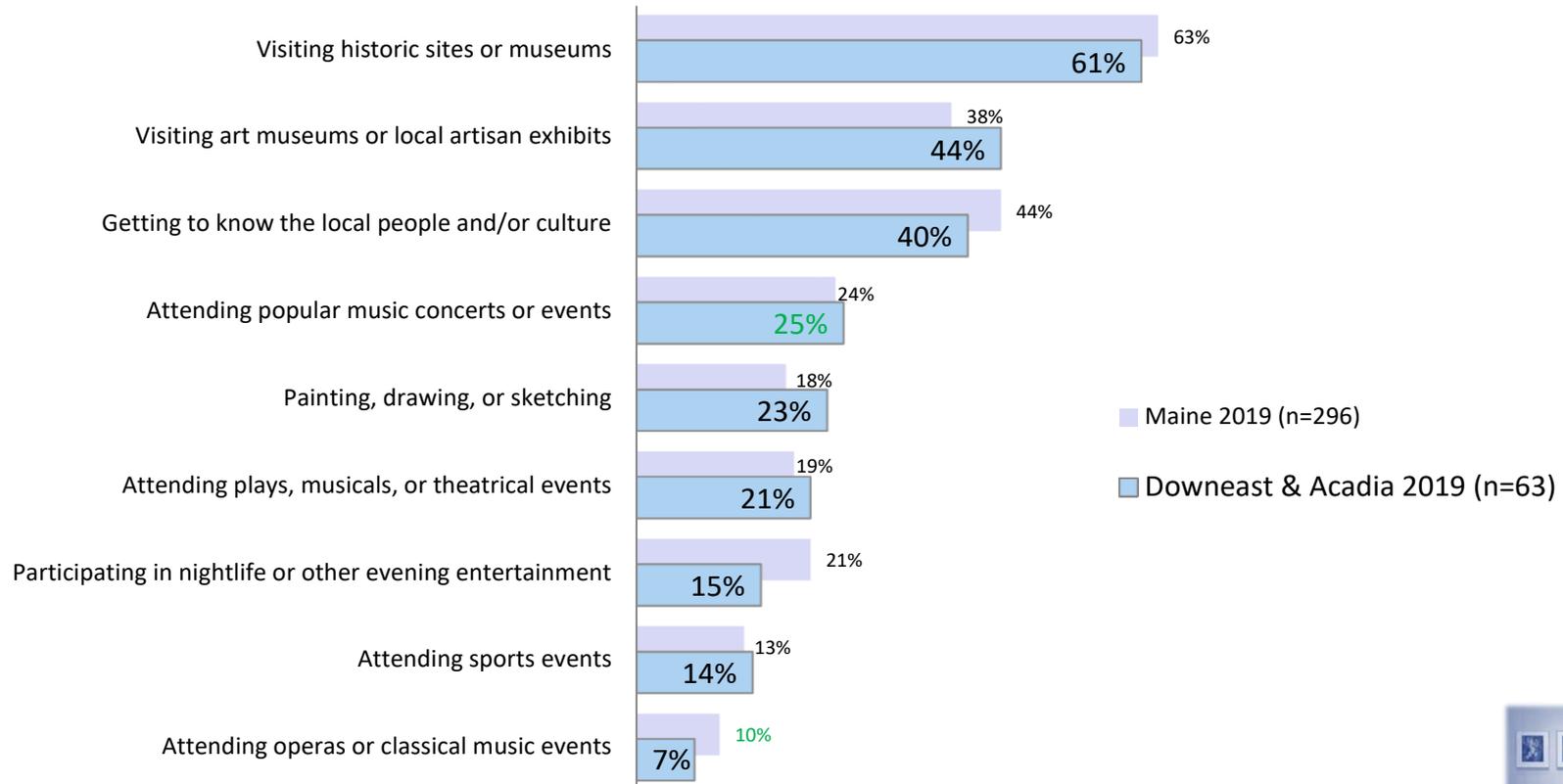
(Base: Those who report water activities as an interest area for their Maine trip)



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)



Q20. 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.

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

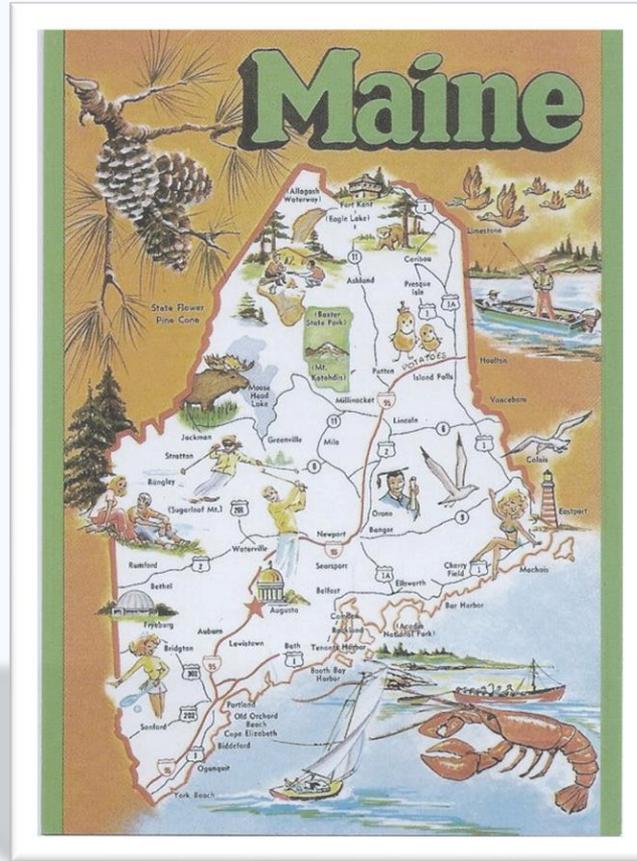
% VISITING REGIONAL ATTRACTIONS (n=248)

Top attractions		Other attractions	
57%	Acadia National Park	6%	Schoodic Education Center
33%	Cadillac Mountain	5%	Woodlawn Museum
24%	Mount Desert Island	5%	St. Croix Island Int. Historic Site
14%	Reversing Falls	5%	Maine Beer Trail
13%	Downeast Sunrise Trail	5%	Old Sow Whirlpool
11%	Quoddy Head State Park	4%	Asticou Azalea Garden
10%	Lamoine State Park	4%	Abbe Museum
9%	Moosehorn Wildlife Refuge	4%	Burnham Tavern Museum
9%	Passamaquoddy Bay	3%	Sculpture Symposium/ Trail
8%	Penobscot Narrows Bridge & Obs.	2%	Cutler Coast Public Reserve
8%	Roosevelt Campobello Int. Park		
8%	Roque Bluffs State Park		

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.

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

- 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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