

Maine Office of Tourism

Maine  
VisitMaine.com

Visitor Profile Research

Regional Insights 2019:  
Greater Portland & Casco Bay

Prepared by

dpa   
providing direction  
in travel & tourism  
A Division of DRI

April 2020



# Regional Insights 2019: Greater Portland & Casco Bay

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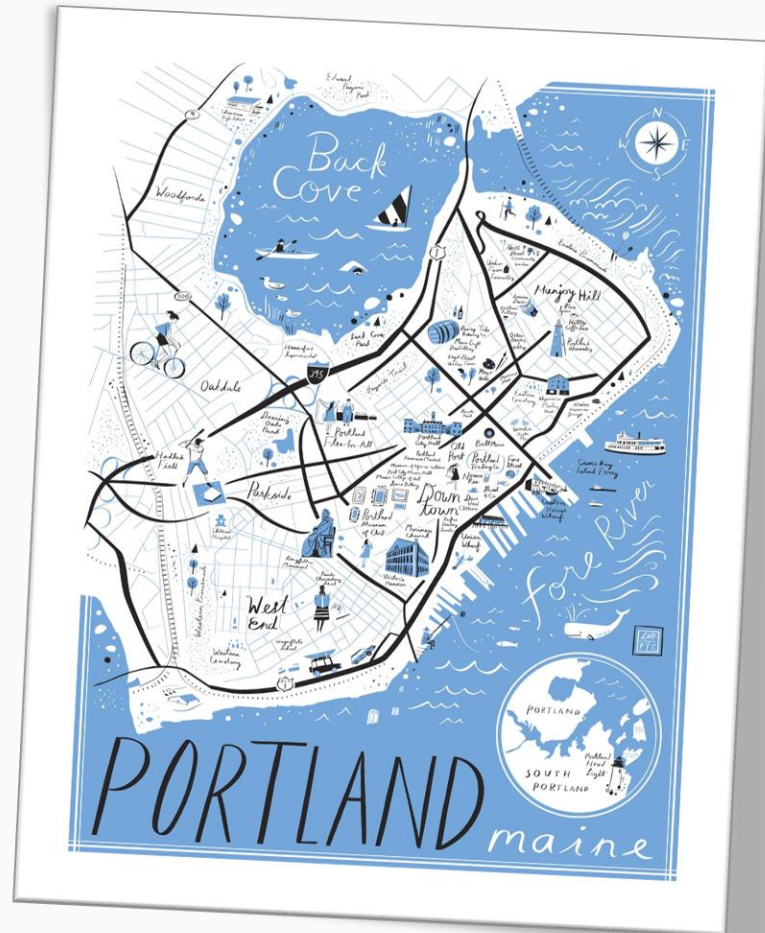
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# Introduction

- This report provides a profile of visitors and their trips to the Greater Portland & Casco Bay tourism region during 2019, from a survey of:
  - 232 overnight visitors, and
  - 211 day visitors.
- Throughout this report, data for the Greater Portland & Casco Bay 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 at this confidence level means the observed 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 Greater Portland & Casco Bay 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 Greater Portland & Casco Bay: How They Are Unique





# Visitor Origin, Demographics and Travel Party Composition

*Visitors to the Greater Portland & Casco Bay region, compared to visitors statewide, were...*

## Overnight Visitors

- More likely to be residents of New England states (especially Maine) and less likely to be from Mid-Atlantic states (especially New Jersey or Maryland)
- Less likely to be First-Time Visitors
- Less likely to be traveling with children
- Traveling in smaller-sized parties, on average

## Day Visitors

- More likely to have a college degree or more education
- Less likely to be in the lowest income group (<\$50K/year)
- More likely to be U.S. residents, especially from Maine or New Hampshire
- Less likely to be Canadian residents, especially from New Brunswick
- Less likely to be First-Time Visitors
- Traveling in smaller-sized parties, on average

# Trip Interest Areas

*Visitors to the Greater Portland & Casco Bay region, compared to visitors statewide, were...*

## Overnight Visitors

- More likely to be primarily traveling to visit family/ friends
- More likely to be interested in food, beverage, or culinary activities
- Less likely to be seeking outdoor recreation
- Less likely to be interested in active outdoor activities (water and non-water) or children's activities/ family fun

## Day Visitors

- More likely to be traveling primarily for shopping and less likely for outdoor recreation or a family reunion
- Less likely to be interested in touring/sightseeing, family fun, or water activities

# Trip Interests and Importance (Travel Driver Index)

*Visitors to the Greater Portland & Casco Bay region, compared to visitors statewide, were...*

## Overnight Visitors

- More likely to have trips driven by food, beverage or culinary activities
- Less likely to have trips driven by outdoor or water activities

## Day Visitors

- More likely to have trips driven by food/beverage/culinary activities or shopping
- Less likely to have trips driven by outdoor activities (water and non) or touring/sightseeing

# Trip Activities

*Visitors to the Greater Portland & Casco Bay region, compared to visitors statewide, were...*

## Overnight Visitors

- Less likely to shop for antiques, local arts and crafts
- Less likely to go snowboarding or camping
- Less likely to enjoy unique Maine foods and beverages or enjoy food at local fairs or festivals
- Less likely to enjoy mountain views or view wildlife/watch birds
- Less likely to paint, draw or sketch
- Less likely to attend a sporting event or attend an opera/classical music event
- Less likely to go to an amusement or theme park, animal park/zoo, water park, or go horseback riding
- Less likely to go surfing
- More likely to go to a children's museum

## Day Visitors

- More likely to go to a local brew pub/craft brewery
- Less likely to take a nature tour or cruise
- Less likely to go hunting for game/birds



# Visitation and Economic Impact Summary



# Visitation and Economic Impact Summary

## 2019 Regional Tourism Impact Estimates

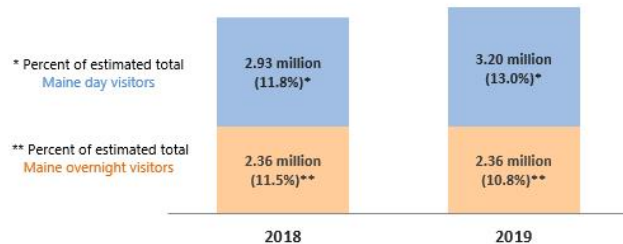
### Greater Portland & Casco Bay



An estimated **5.6 million visitors** came to the Greater Portland & Casco Bay region in 2019 ~ a **5.1% increase** from 2018.



Number of Visitors to the Portland & Casco Bay Region

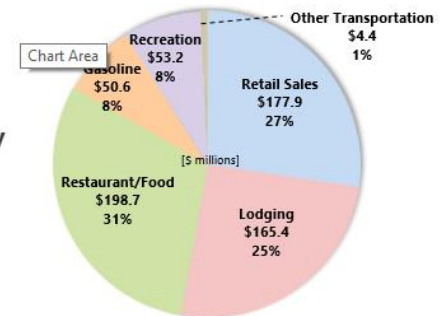


The visitation estimates shown above include all visitors on tourism-related trips. Tourism related trips include: all leisure trips, trips that are a general visit to see friends or relatives, a wedding, a holiday visit, and business trips that are for a convention/conference/trade show or training/professional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

## 2019 Regional Tourism Impact Estimates

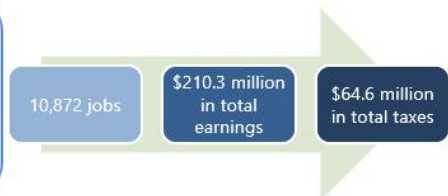
### Greater Portland & Casco Bay

In 2019, Greater Portland & Casco Bay visitors spent **\$650.2 million** ~ up **2.4%** from 2018.



The \$650.2 million spent by visitors in the Portland & Casco Bay region 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 (n=2916)	Greater Portland & Casco Bay (n=232)
<b>Age:</b>		
< 35	49%	43%
35 - 44	22%	17%
45 - 54	14%	16%
55 +	15%	<24%>
Mean Age (Years)	38.0	<41.4>
<b>Income:</b>		
< \$50,000	25%	21%
\$50,000 - \$99,999	43%	42%
\$100,000 +	32%	37%
Mean	\$89,960	\$94,700
<b>Female</b>	61%	60%
<b>College Degree or Higher</b>	66%	<74%>
<b>Married</b>	44%	44%
<b>Employed Full-Time</b>	69%	74%

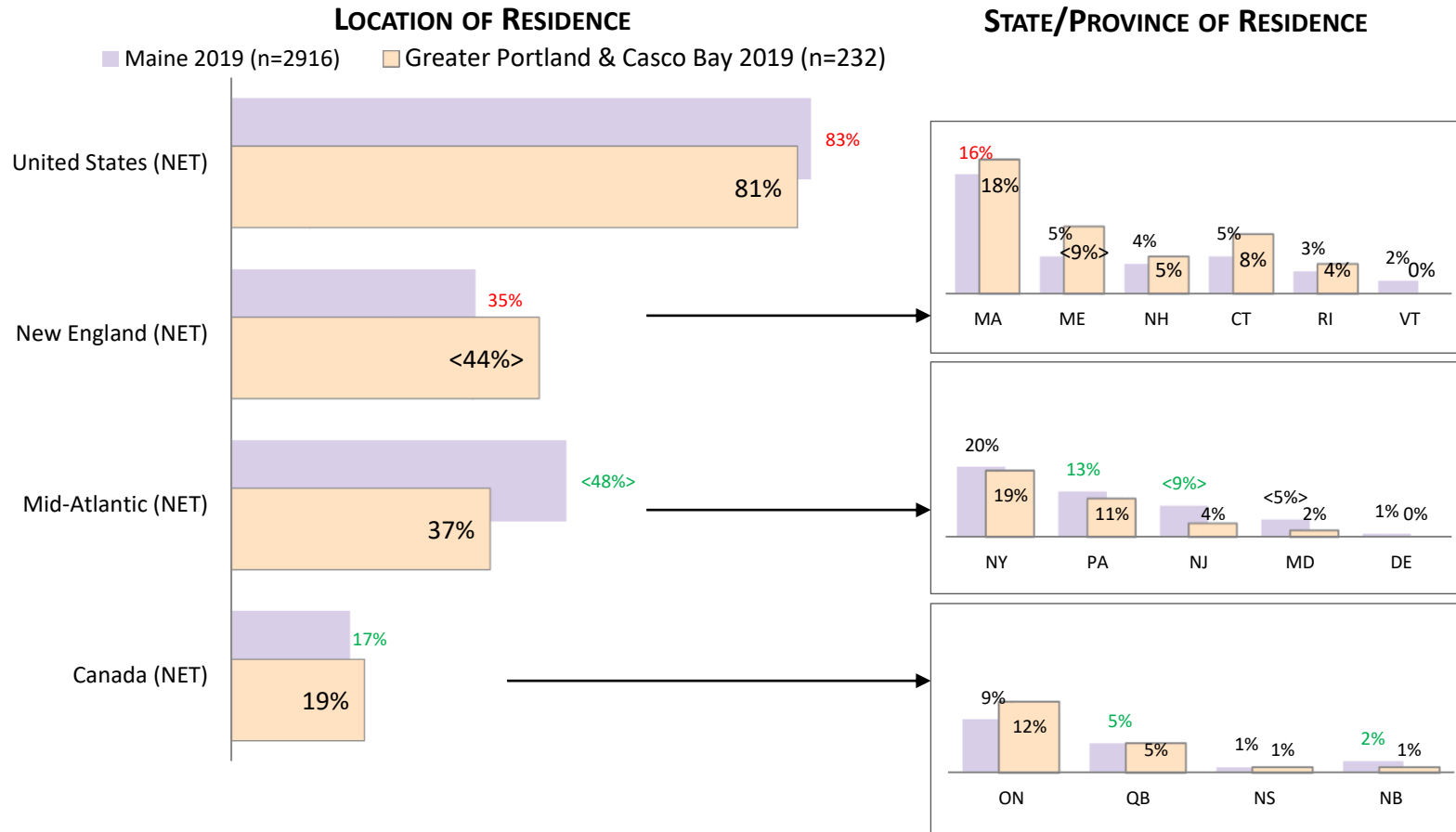
<> indicates a significant difference between this region and the State at the 95% confidence level.

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.



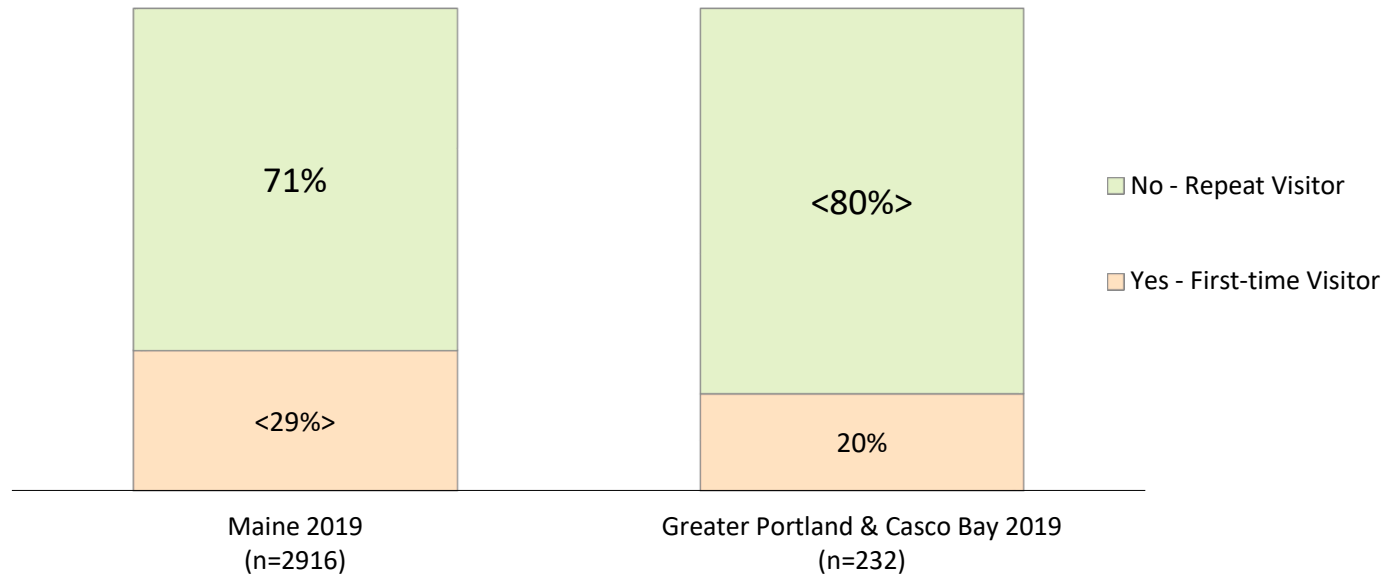
Q2.

< > 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 in Maine?

### REPEAT VS. FIRST-TIME VISITORS



Q11.

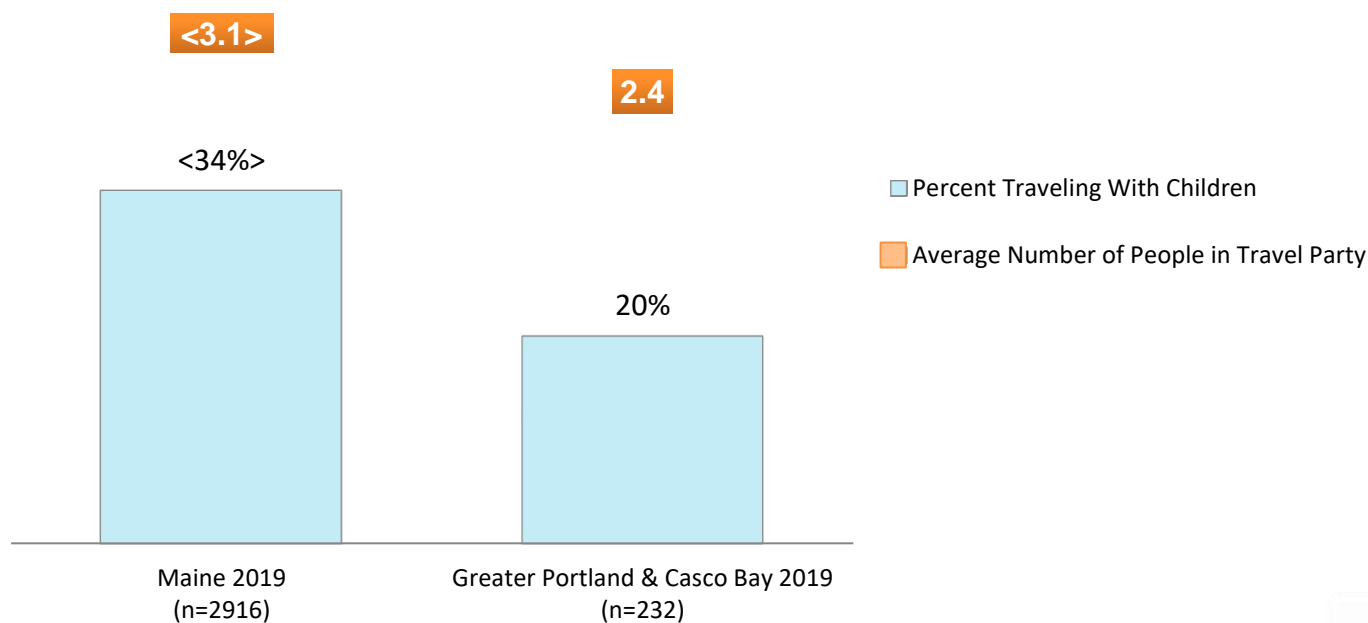
< > indicates a significant difference between this region and the State at the 95% confidence level.

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

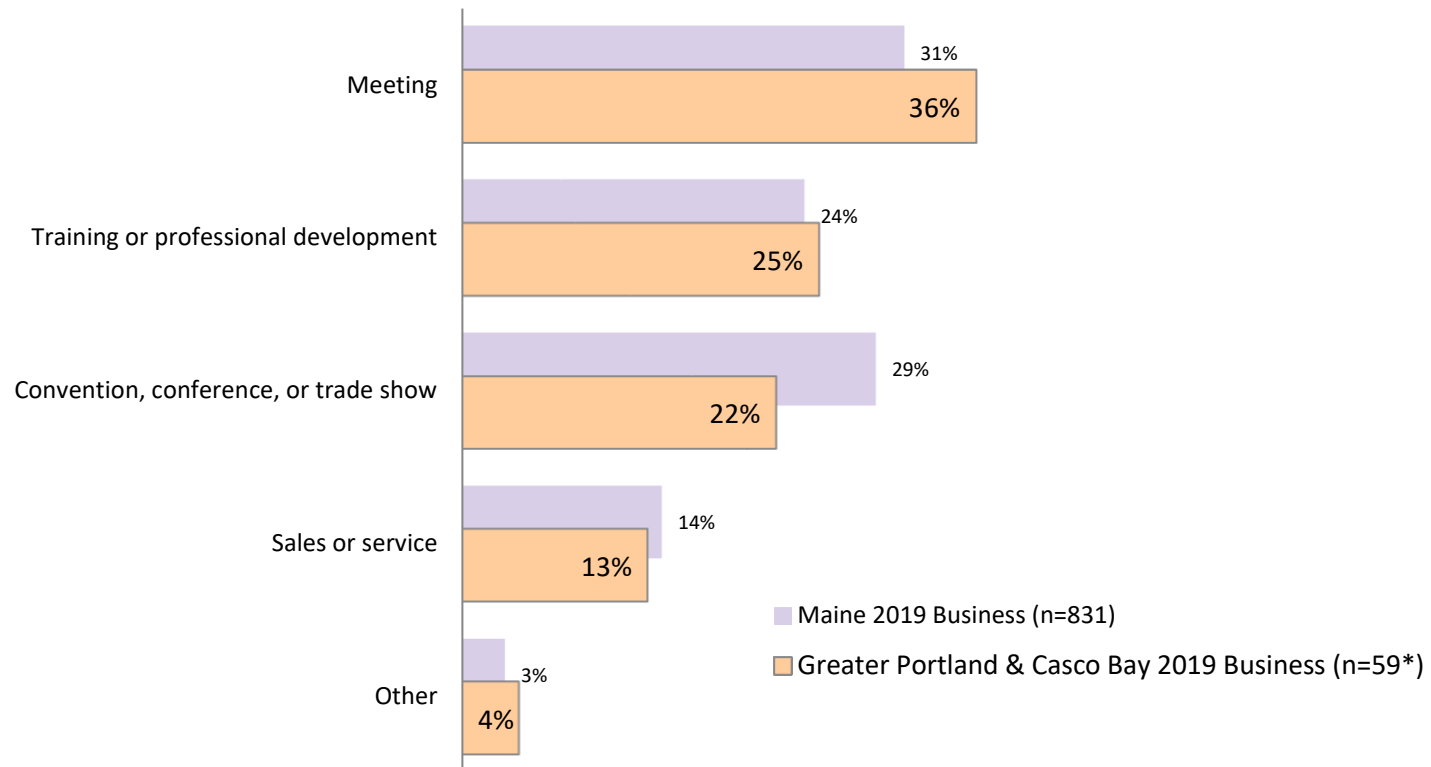




# Overnight Visitors: Trip Experience

# 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.*

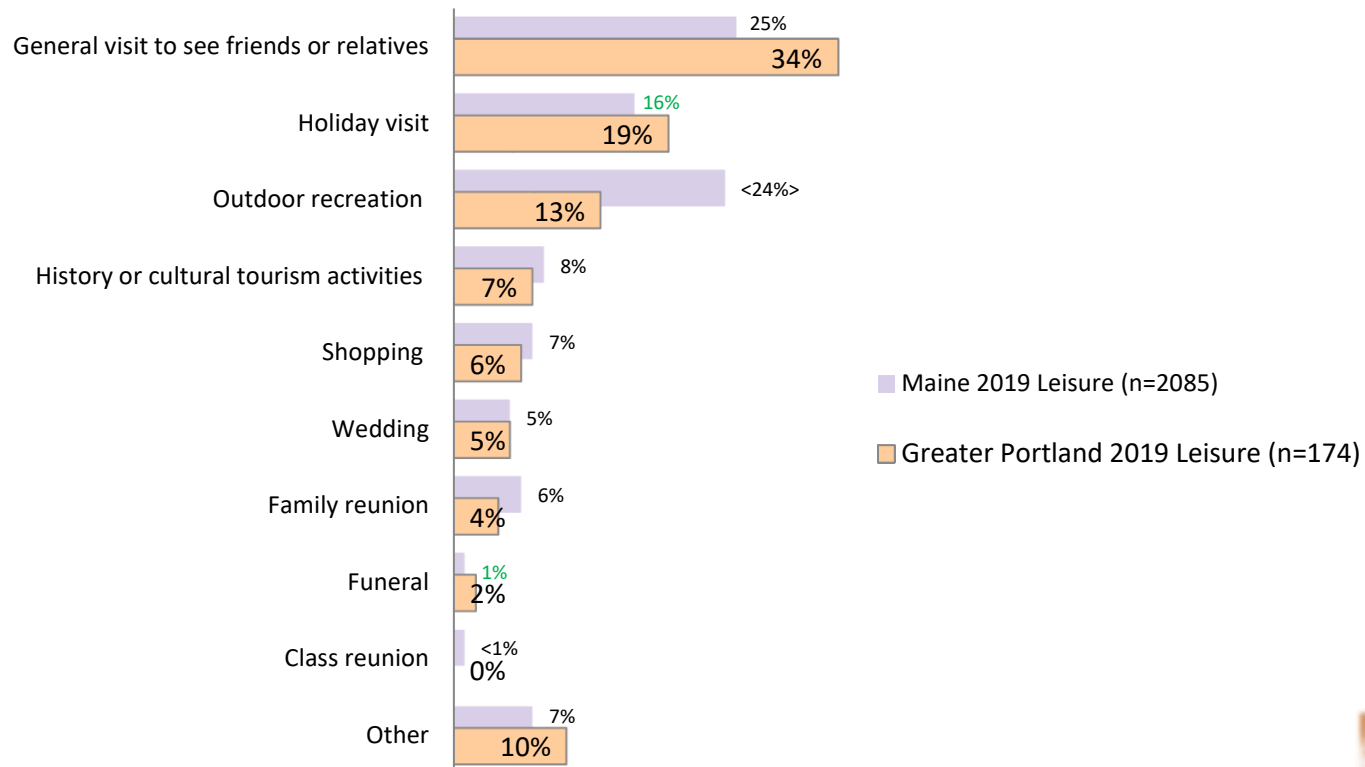
< > indicates a significant difference between this region and the State at the 95% confidence level.

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?

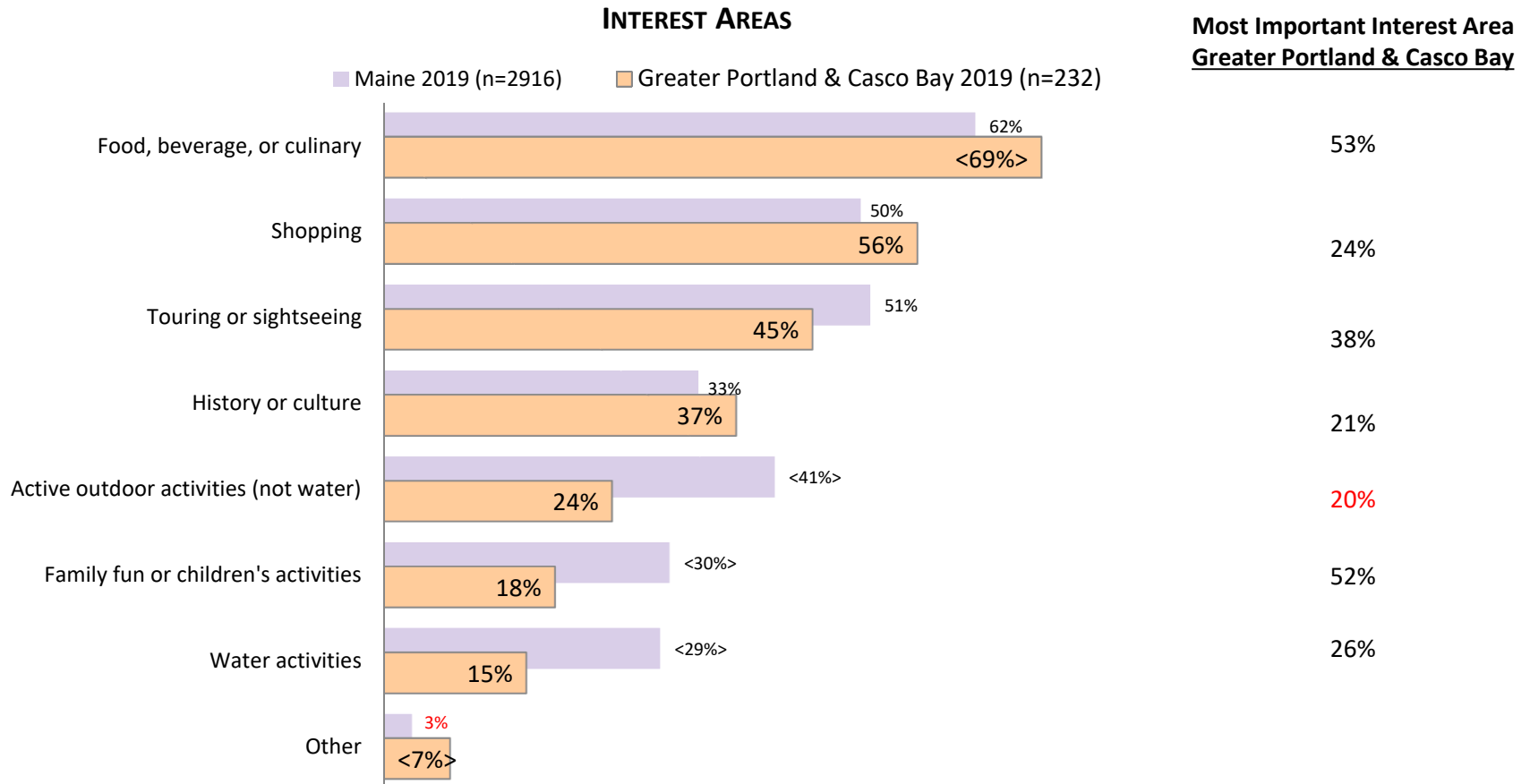
## PRIMARY PURPOSE OF OVERNIGHT LEISURE TRIP



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...

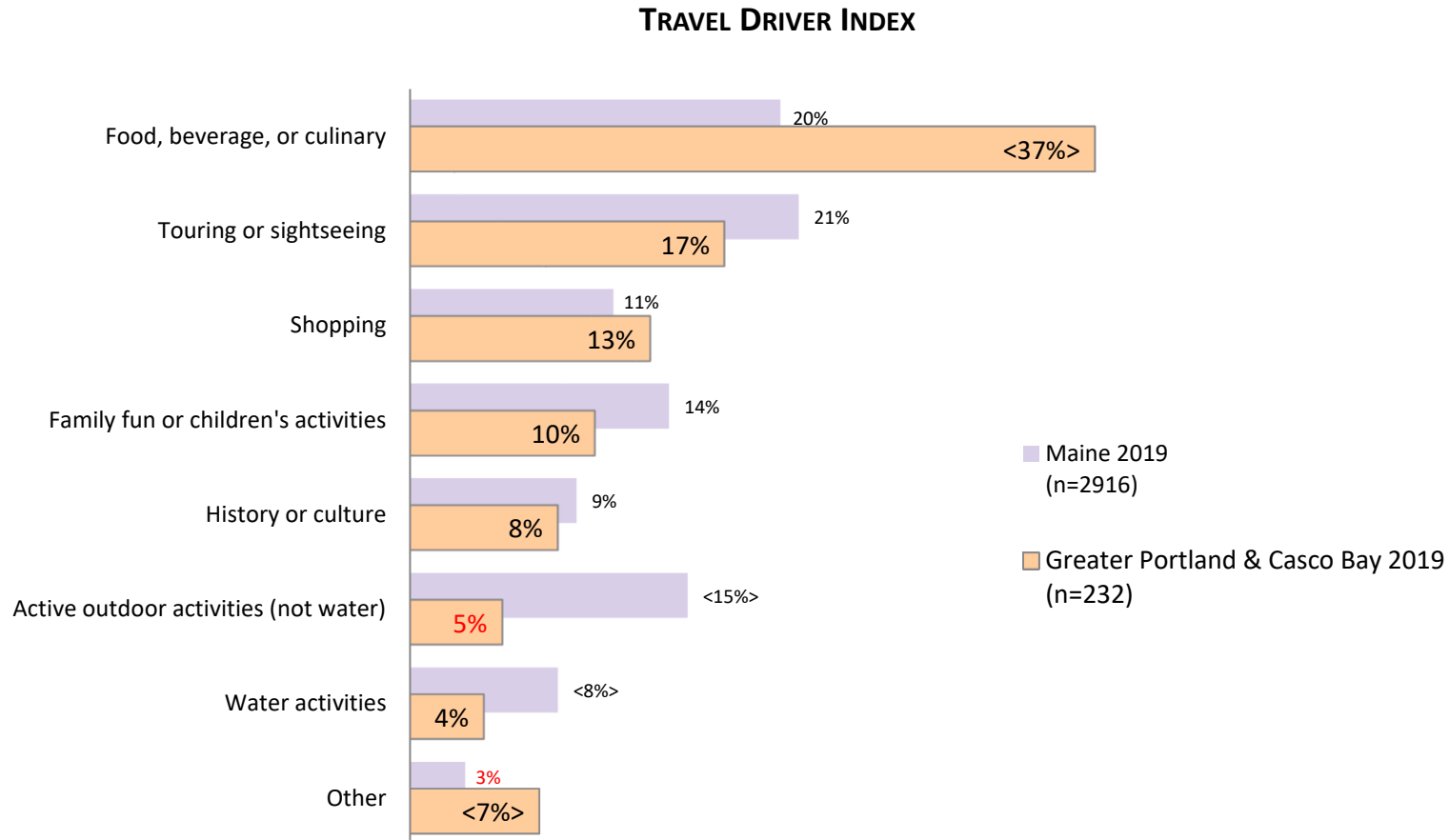


Q35. Please check all that apply. Q36. 1 being the most important.

< > 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.

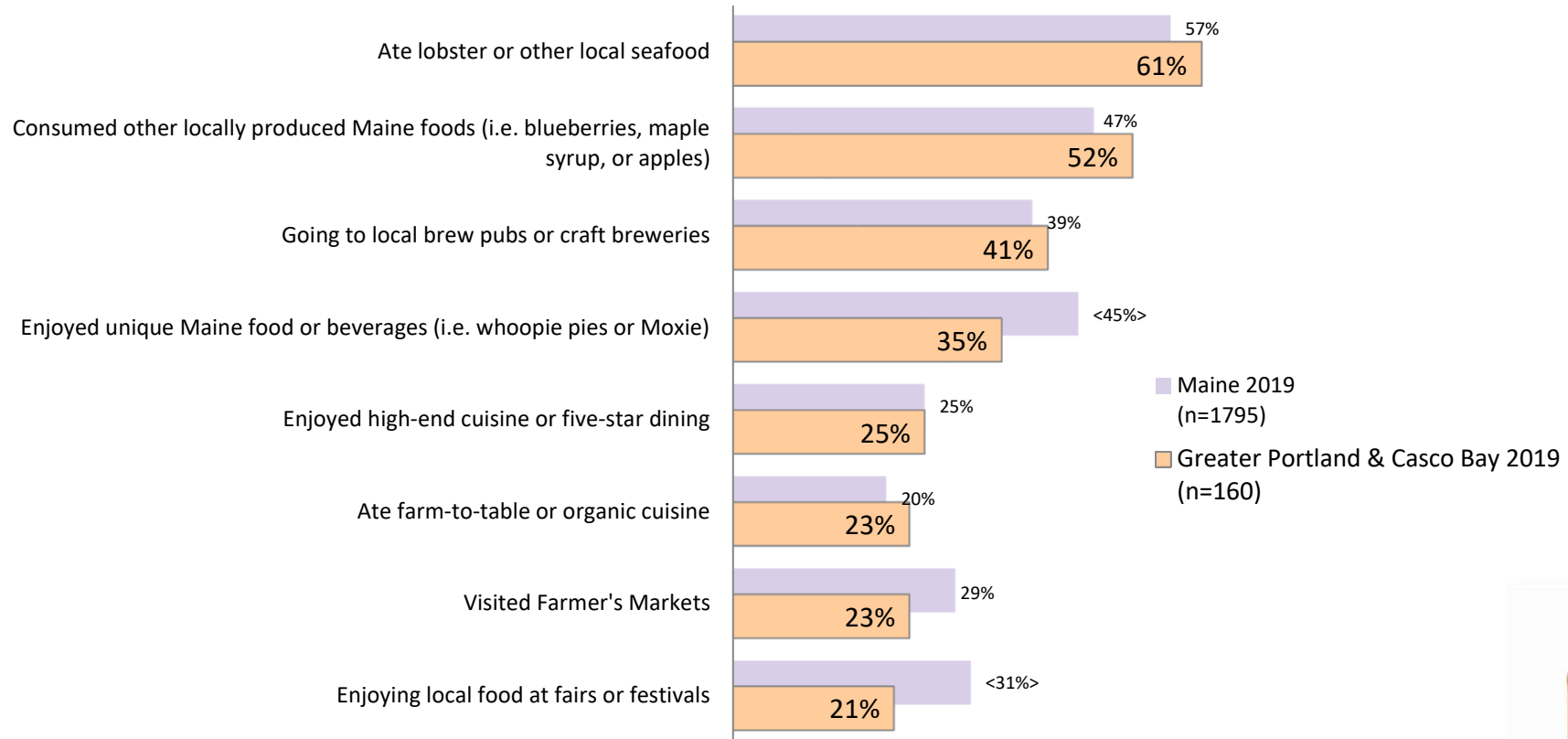
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

## 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. Please check all that apply.

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

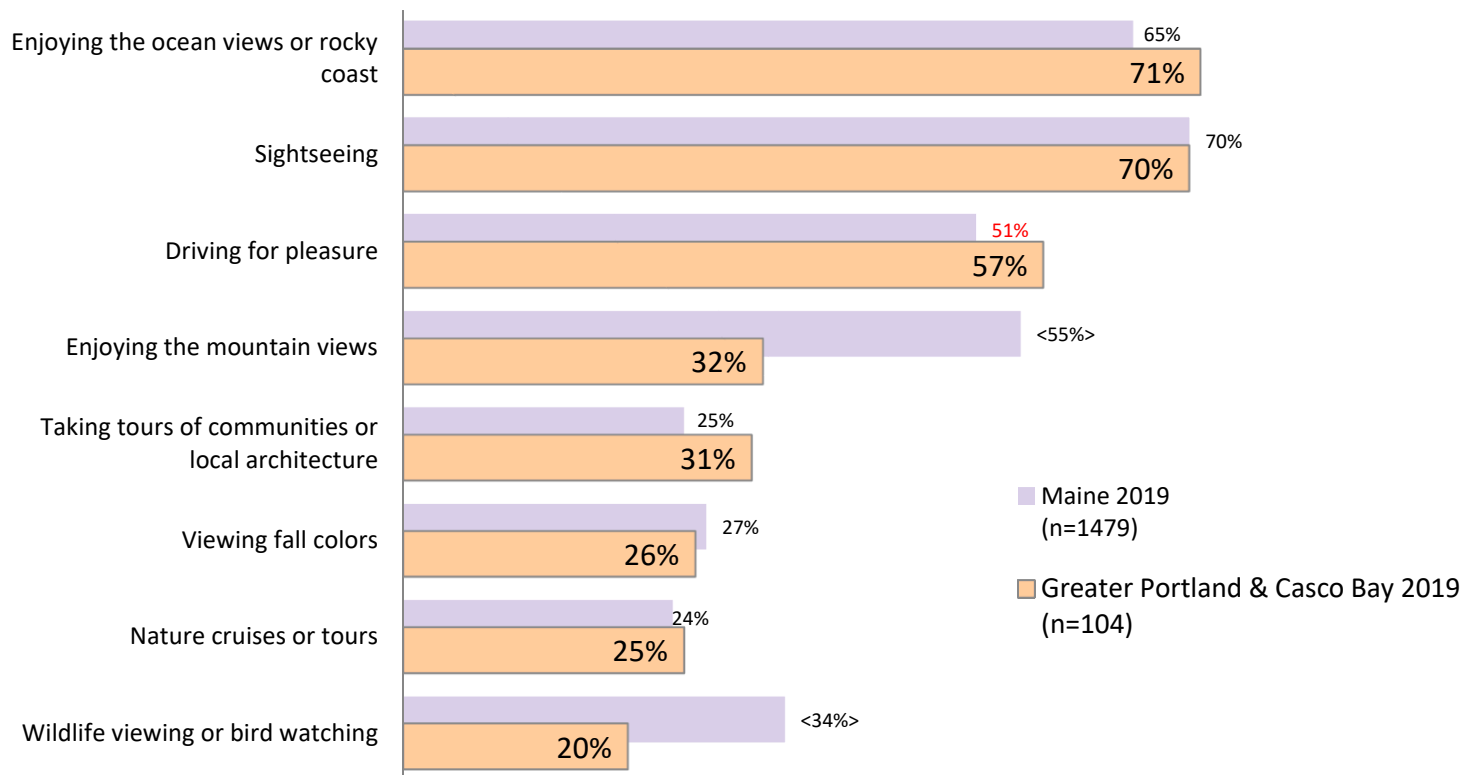
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

## Touring, Sightseeing

### TOURING OR SIGHTSEEING ACTIVITIES

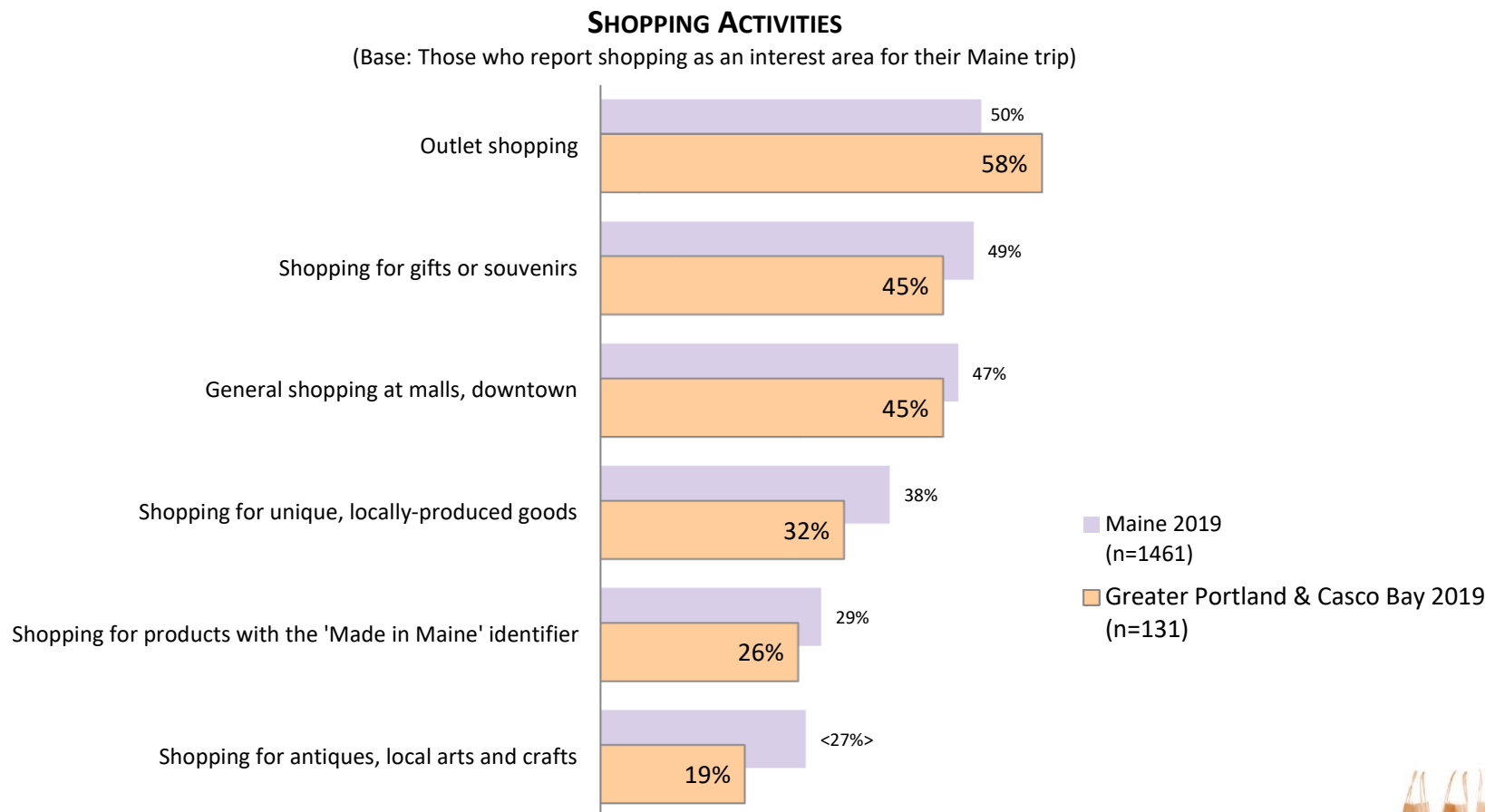
(Base: Those who report touring or sightseeing as an interest area for their Maine trip)





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

## Shopping



Q37. Please check all that apply.

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

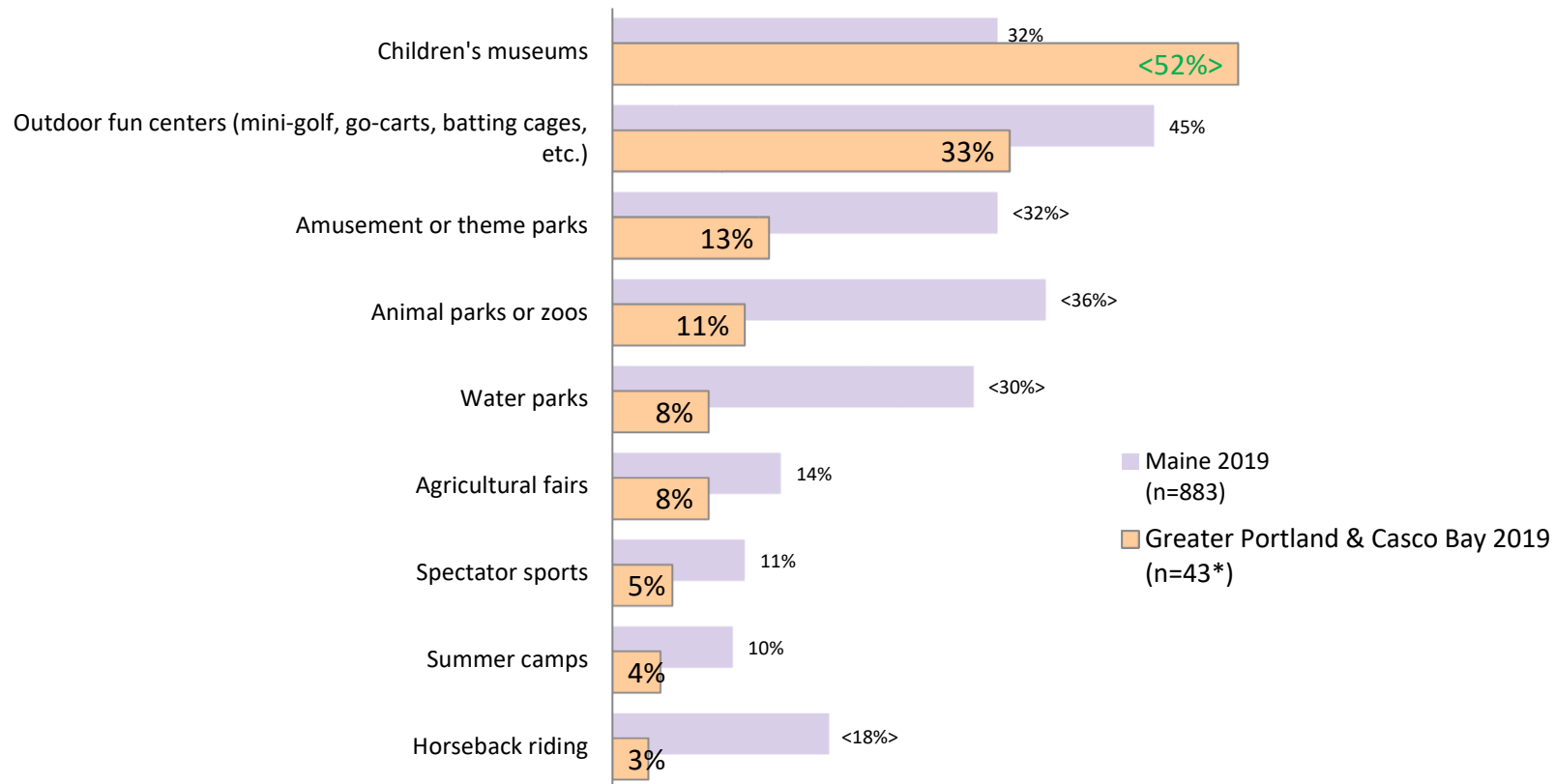
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# 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. *\*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.

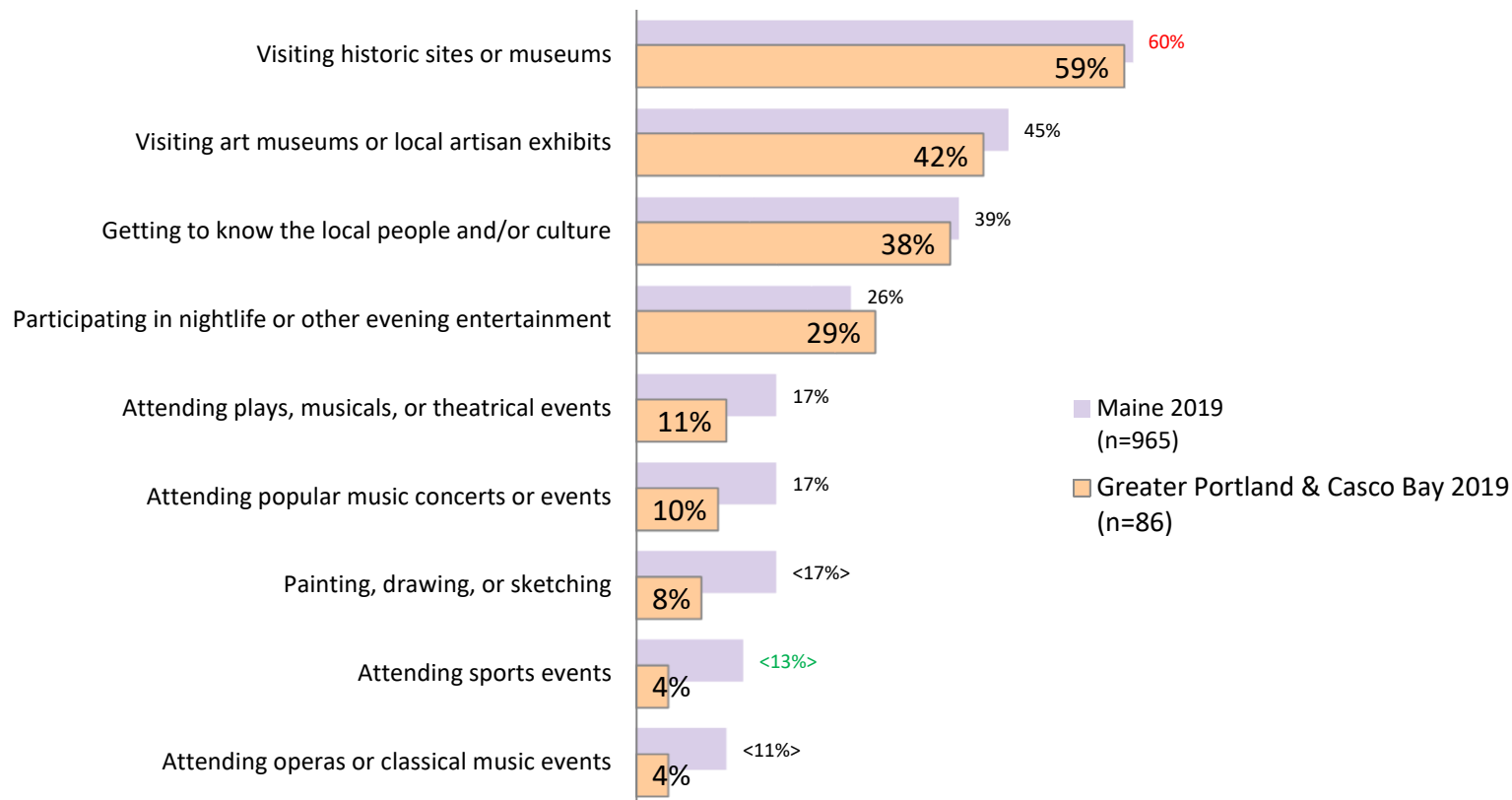
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

# 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.

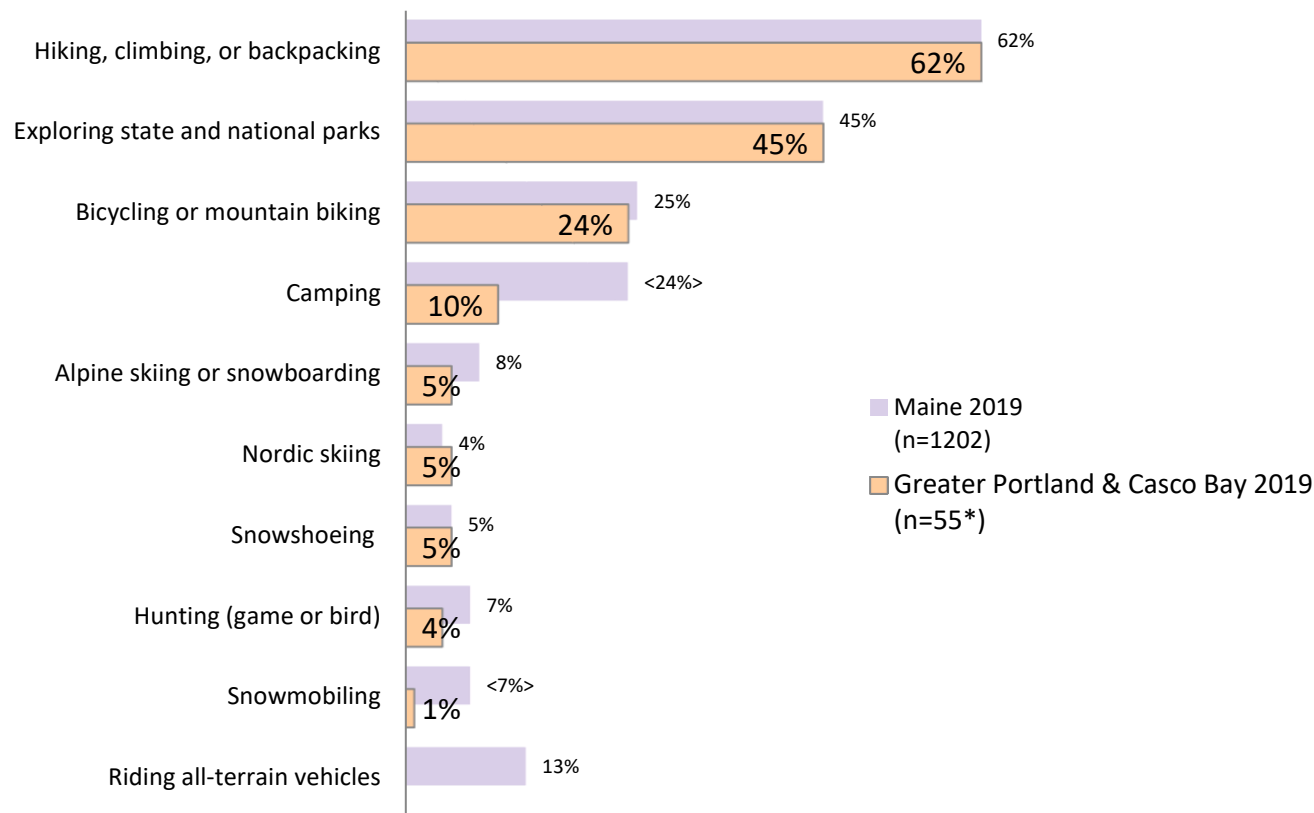
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

## Active Outdoor (non-water)

### ACTIVE OUTDOOR ACTIVITIES – NON-WATER

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



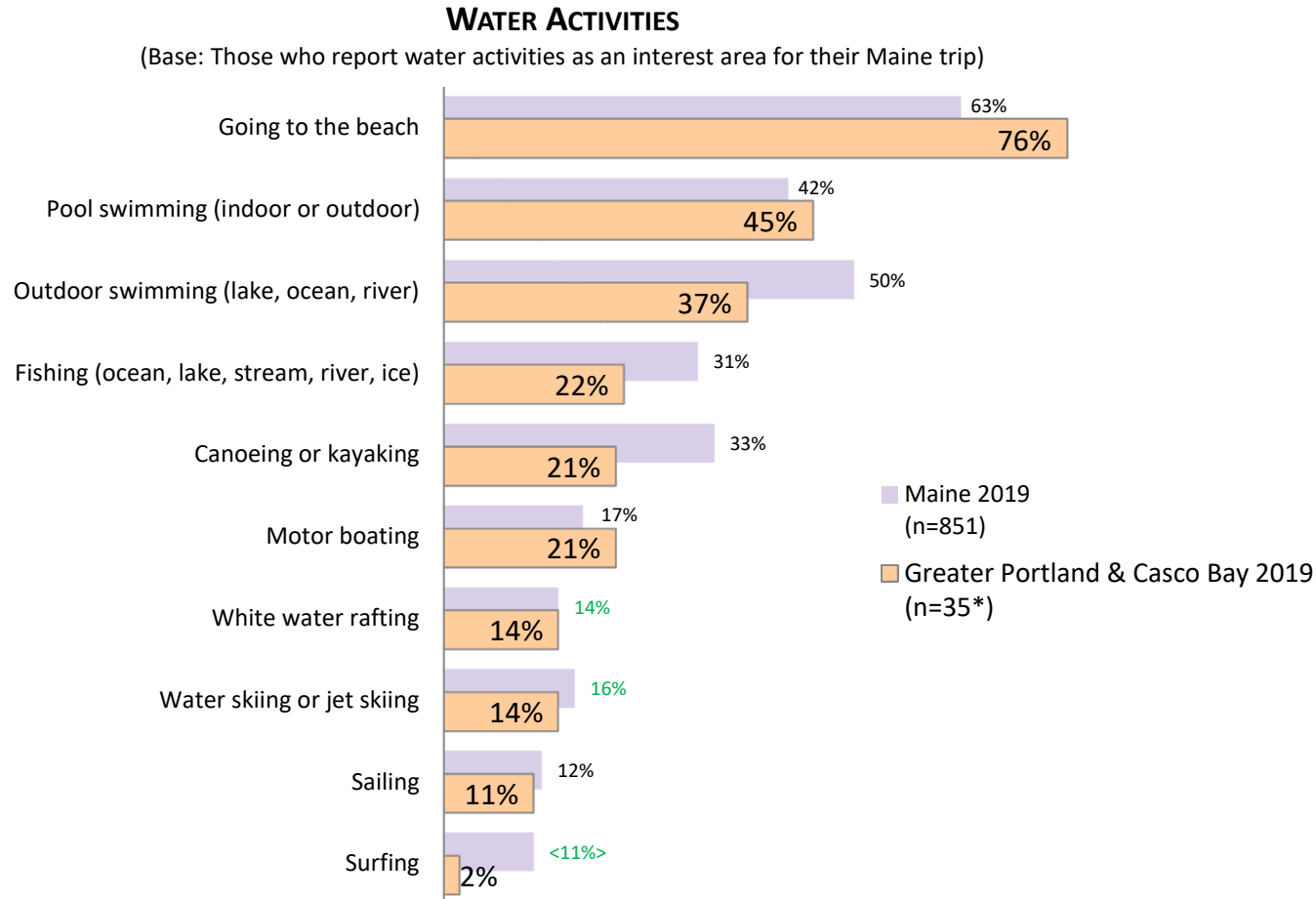
Q37. Please check all that apply. *\*Please note small sample size. Use caution when interpreting results.*

< > 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.

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

## Water Activities



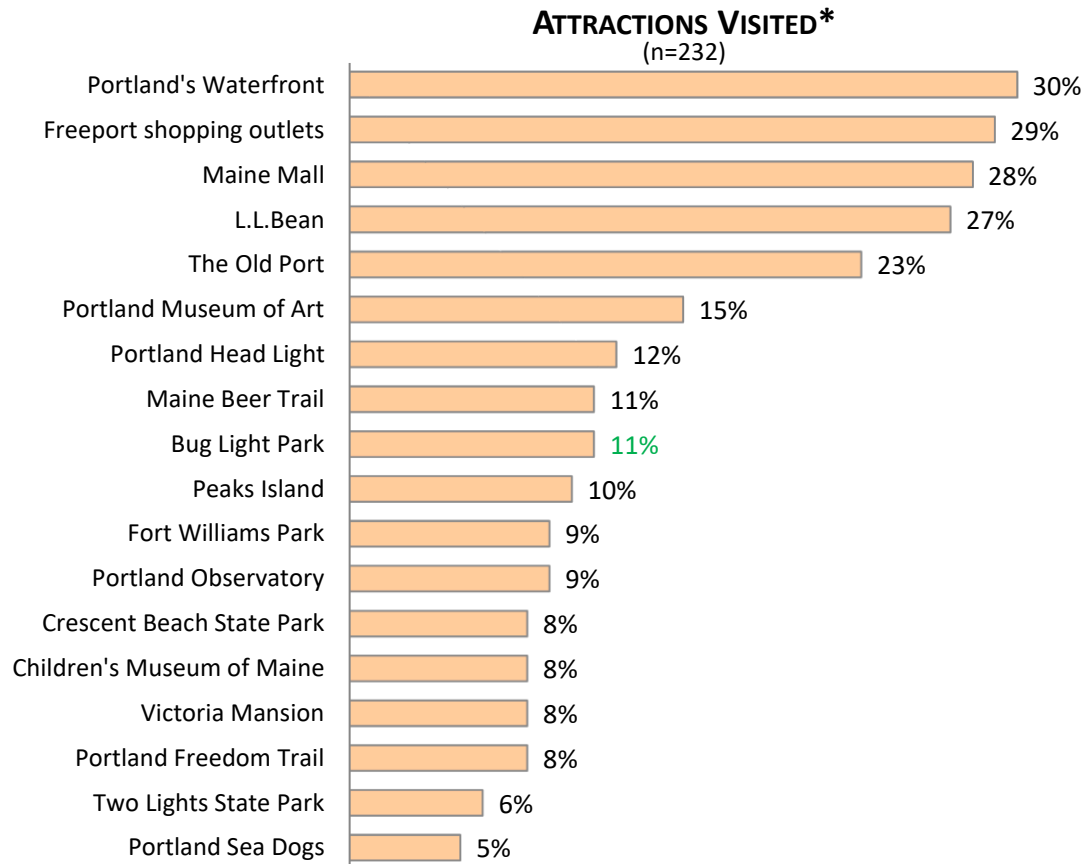
Q37. Please check all that apply. *\*Please note small sample size. Use caution when interpreting results.*

< > 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.



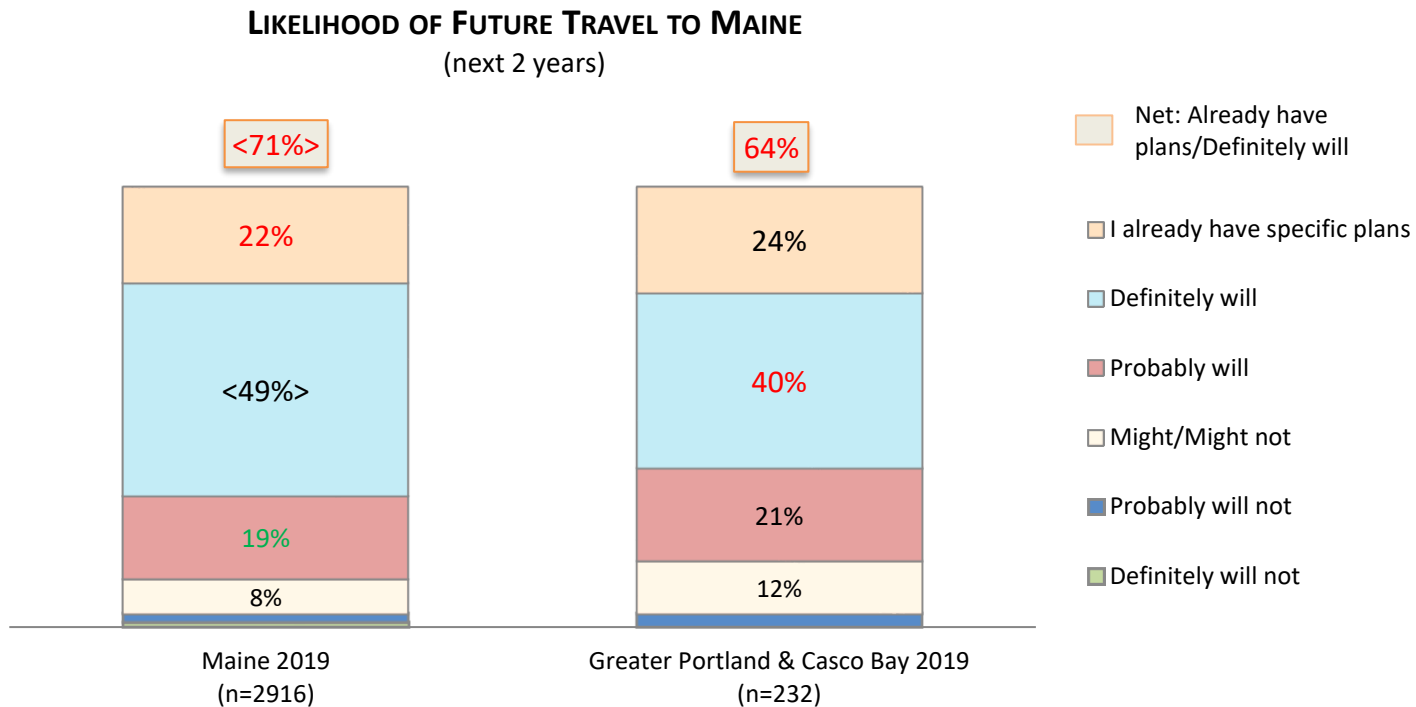
## Within the region, what specific attractions or locations did you visit?



\* Does not show attractions visited by fewer than 5% of respondents.



# 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

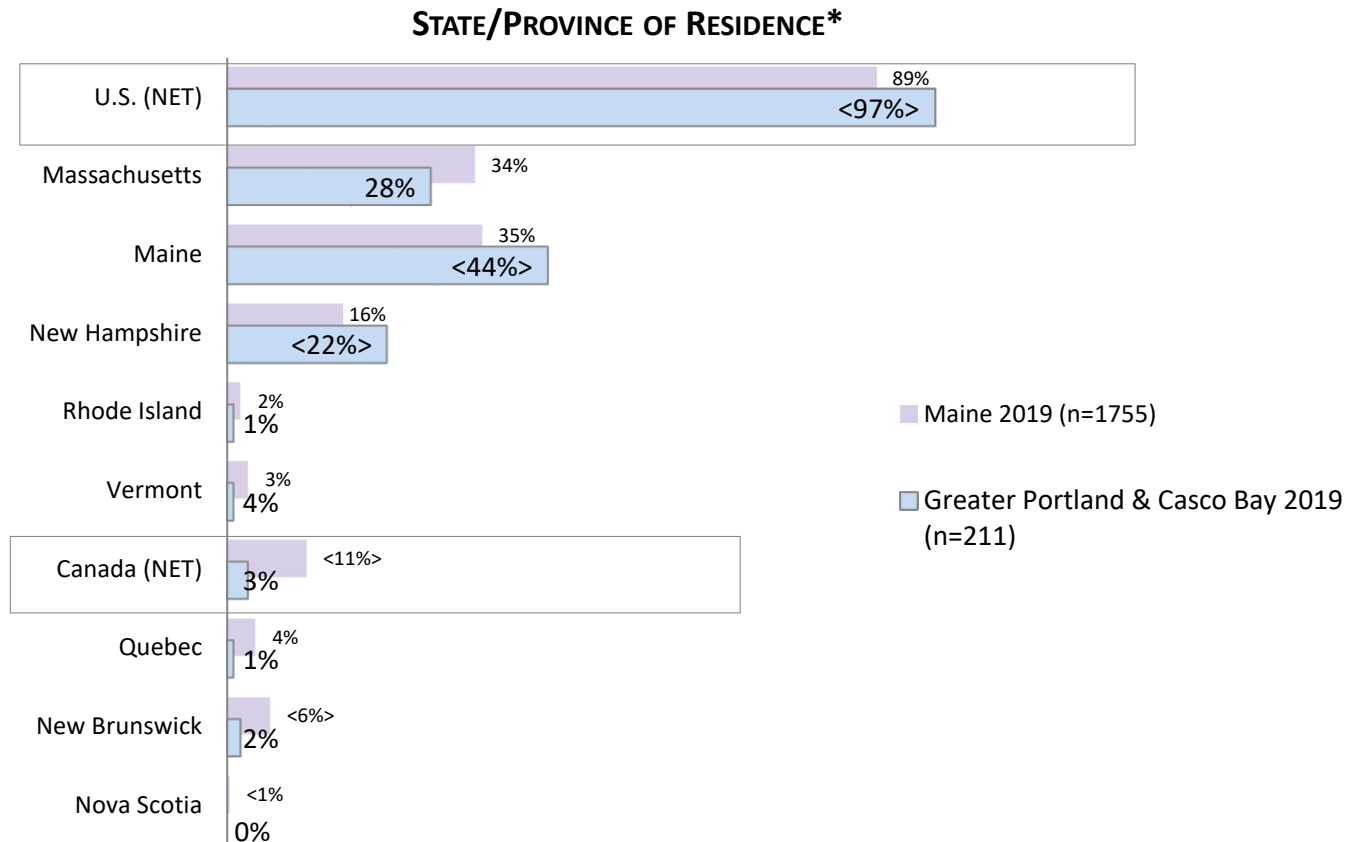
	Maine (n=1755)	Greater Portland & Casco Bay (n=211)
<b>Age:</b>		
< 35	37%	40%
35 - 44	19%	14%
45 - 54	17%	20%
55 +	27%	27%
Mean Age (Years)	43.0	43.2
<b>Income:</b>		
< \$50,000	<39%>	31%
\$50,000 - \$99,999	39%	44%
\$100,000 +	22%	25%
Mean	\$72,870	\$78,130
<b>Female</b>	77%	79%
<b>College Degree or Higher</b>	59%	<68%>
<b>Married</b>	47%	46%
<b>Employed Full-Time</b>	53%	56%

<> 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.

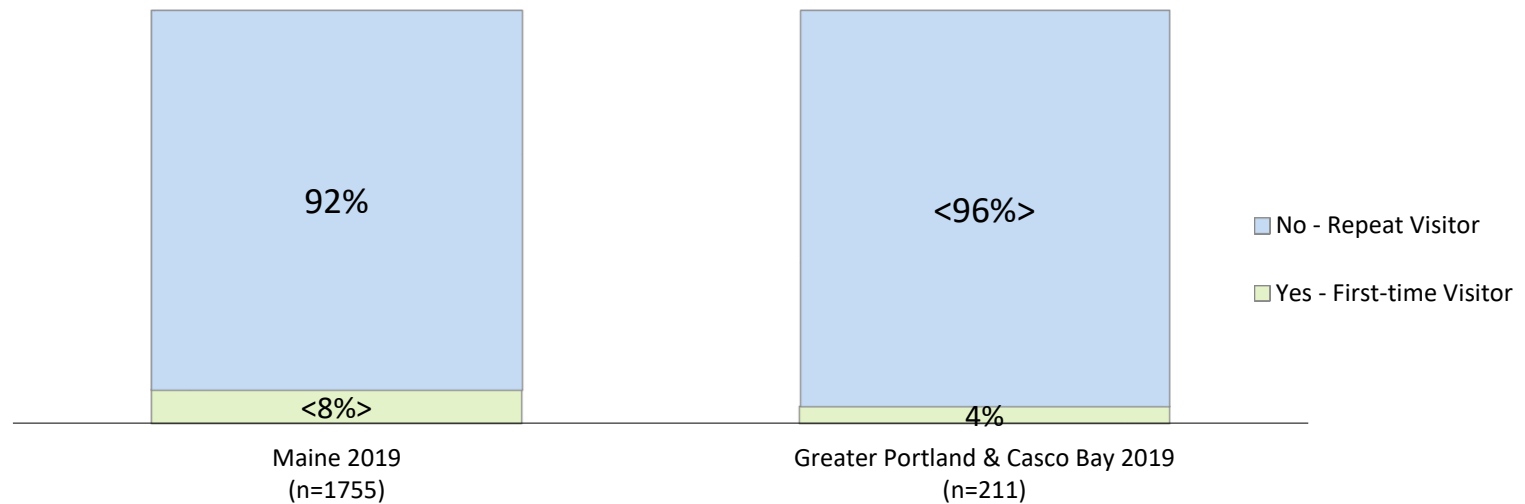
# In what state or province do you reside?

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



## Was this your first trip to Maine?

### REPEAT VS. FIRST-TIME VISITORS



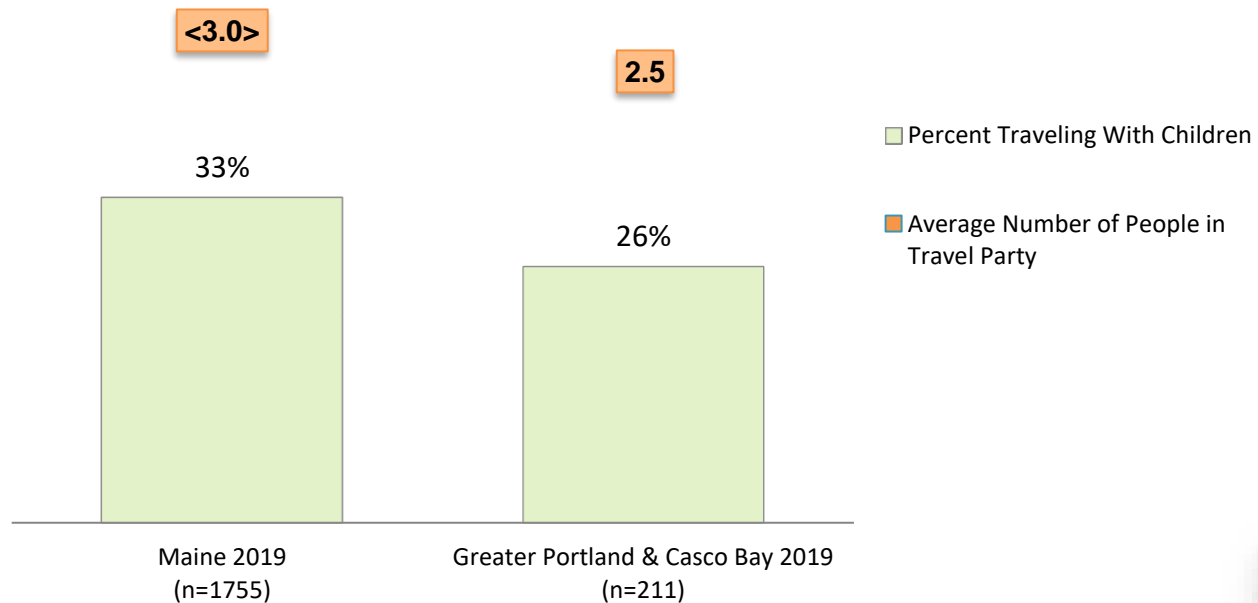
Q10. < > indicates a significant difference between this region and the State at the 95% confidence level.

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



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

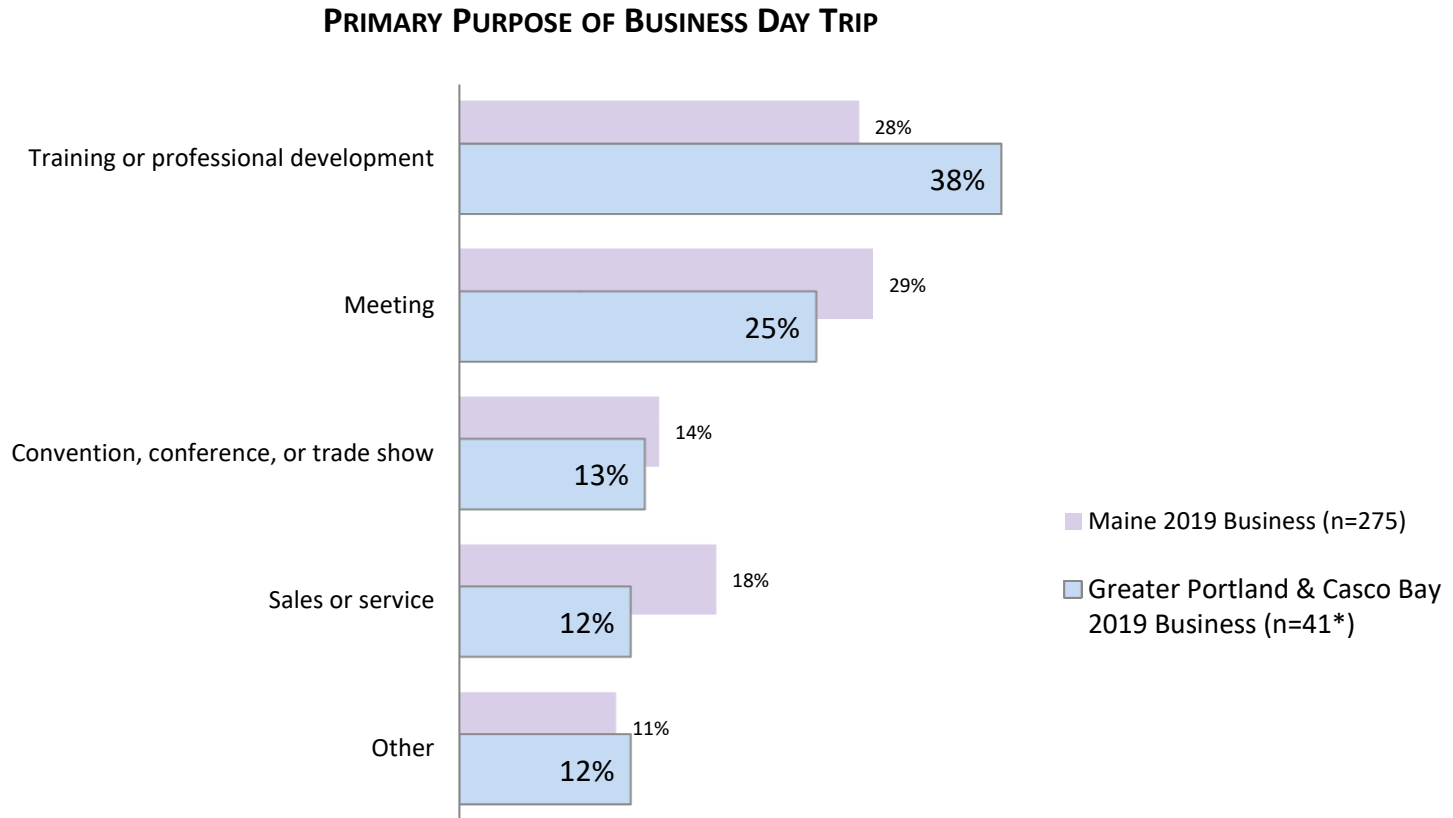
< > indicates a significant difference between this region and the State at the 95% confidence level.

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

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



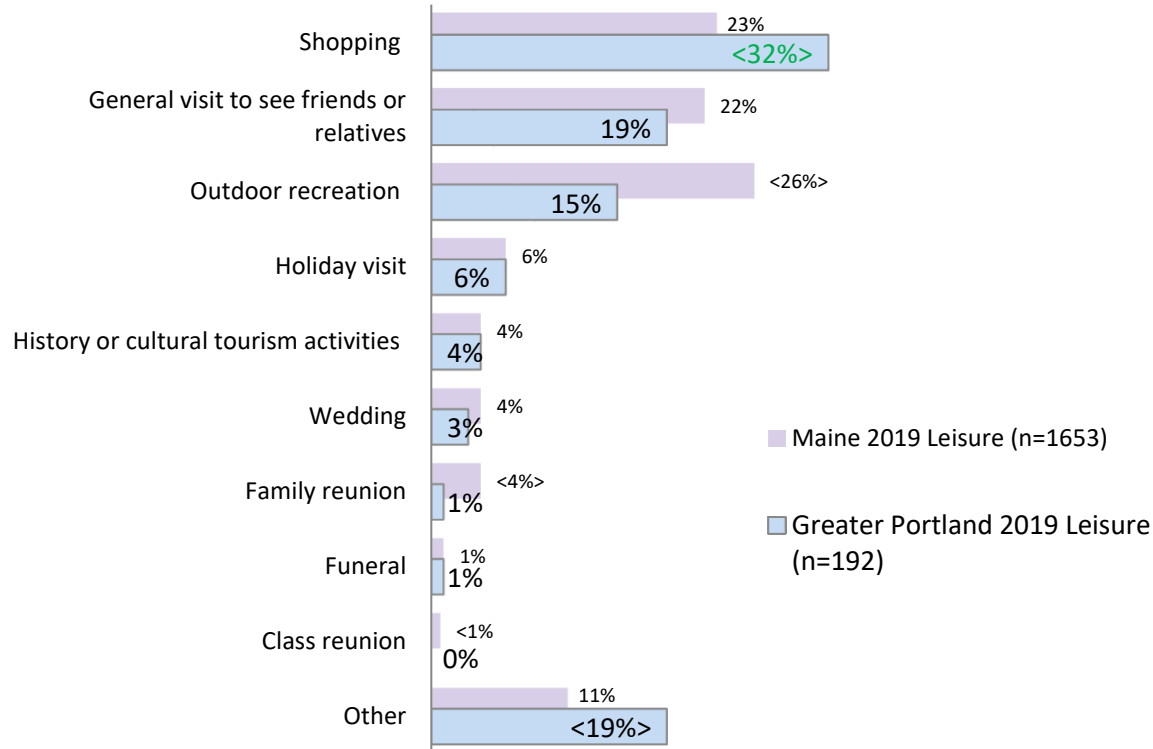
Q8. *\*Please note small sample size. Use caution when interpreting results.*

<> 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 day leisure trip in Maine?

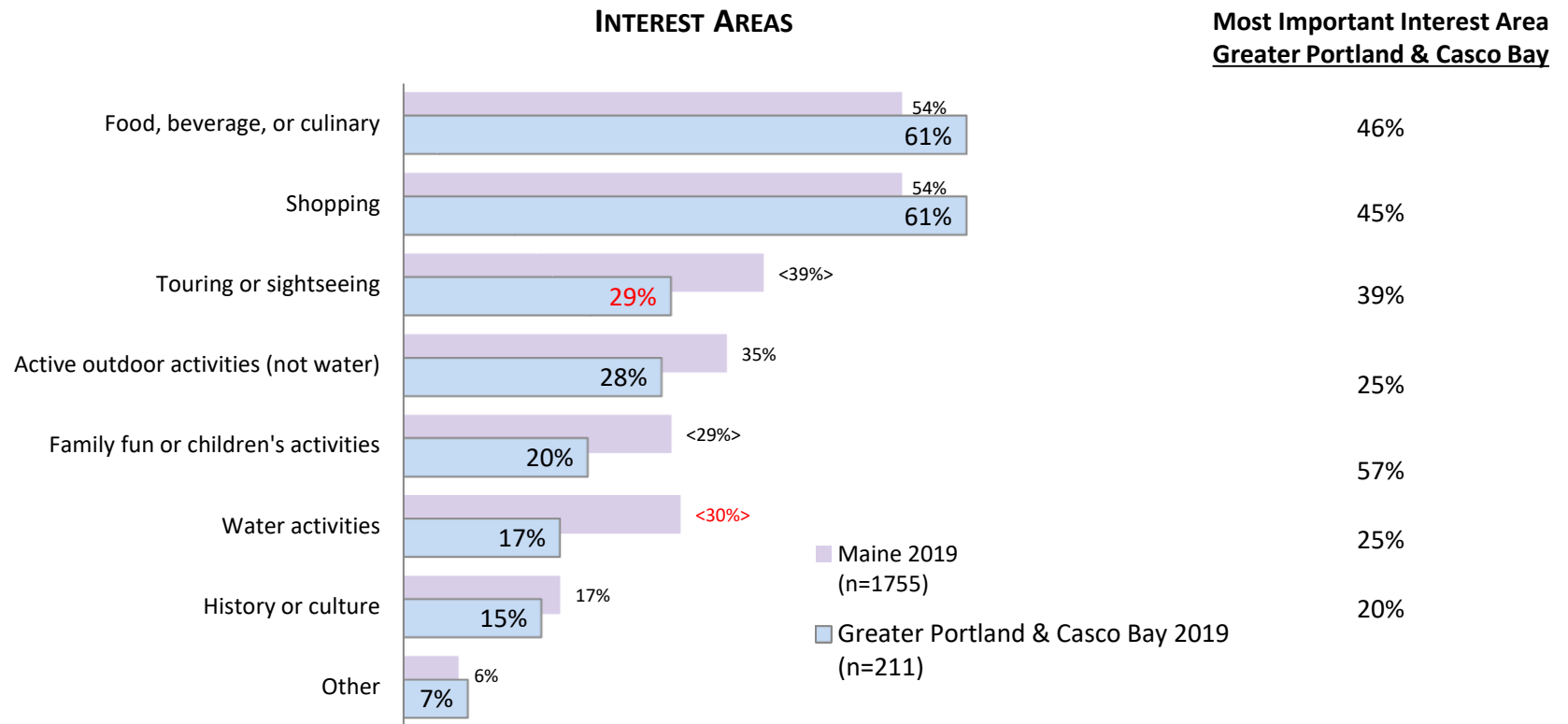
## PRIMARY PURPOSE OF LEISURE DAY TRIP



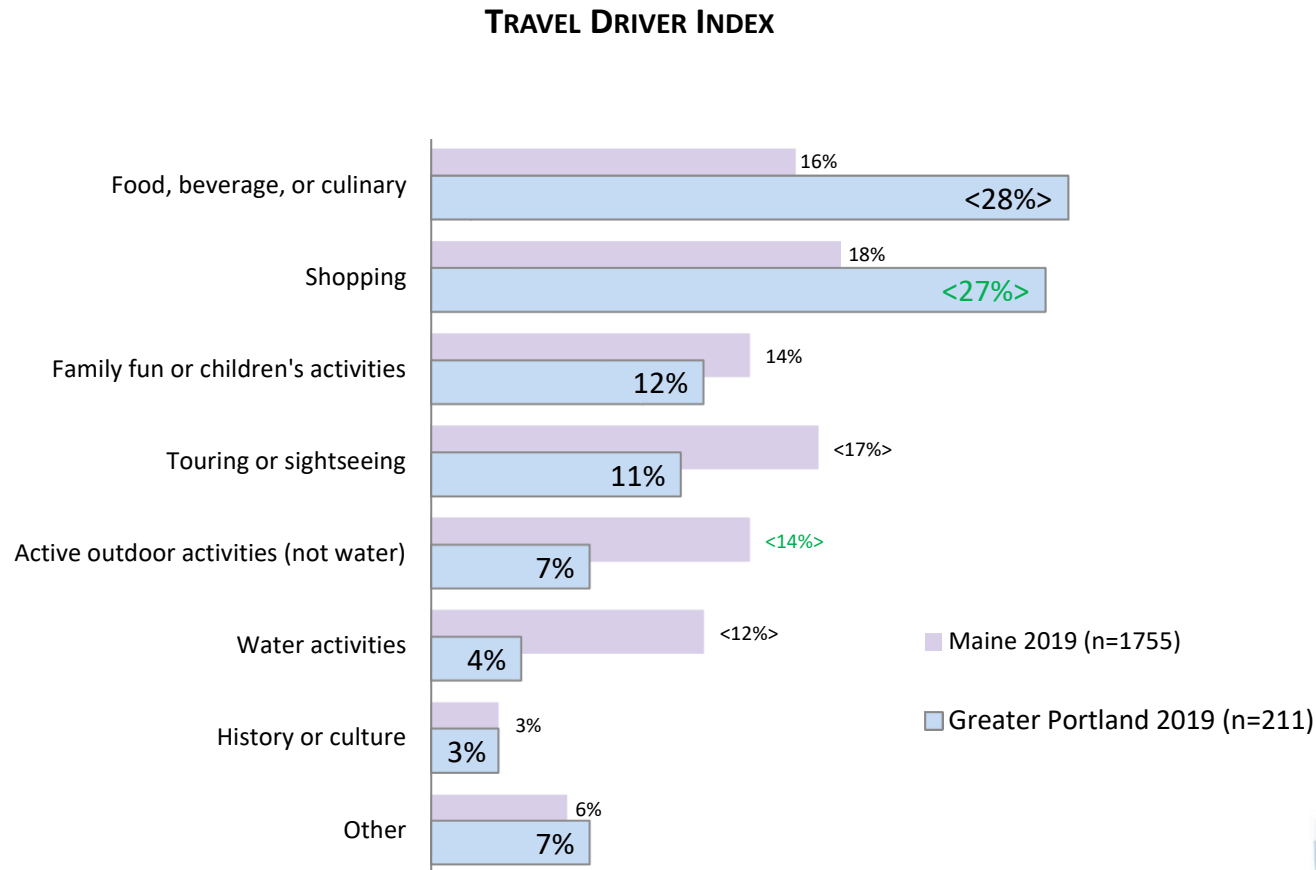
Q9.

<> 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...



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

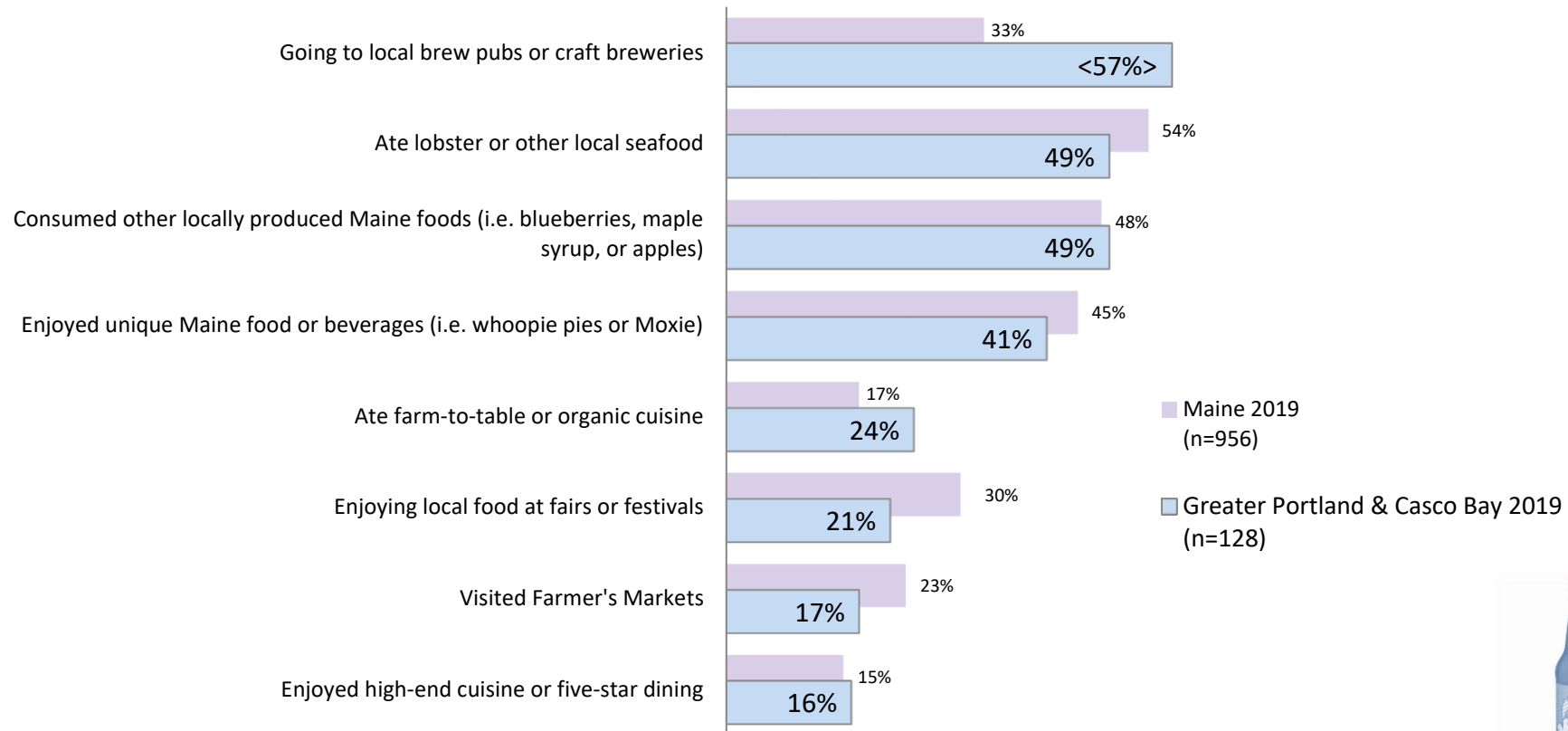


# In which of the following activities did you participate during this trip?

## 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)



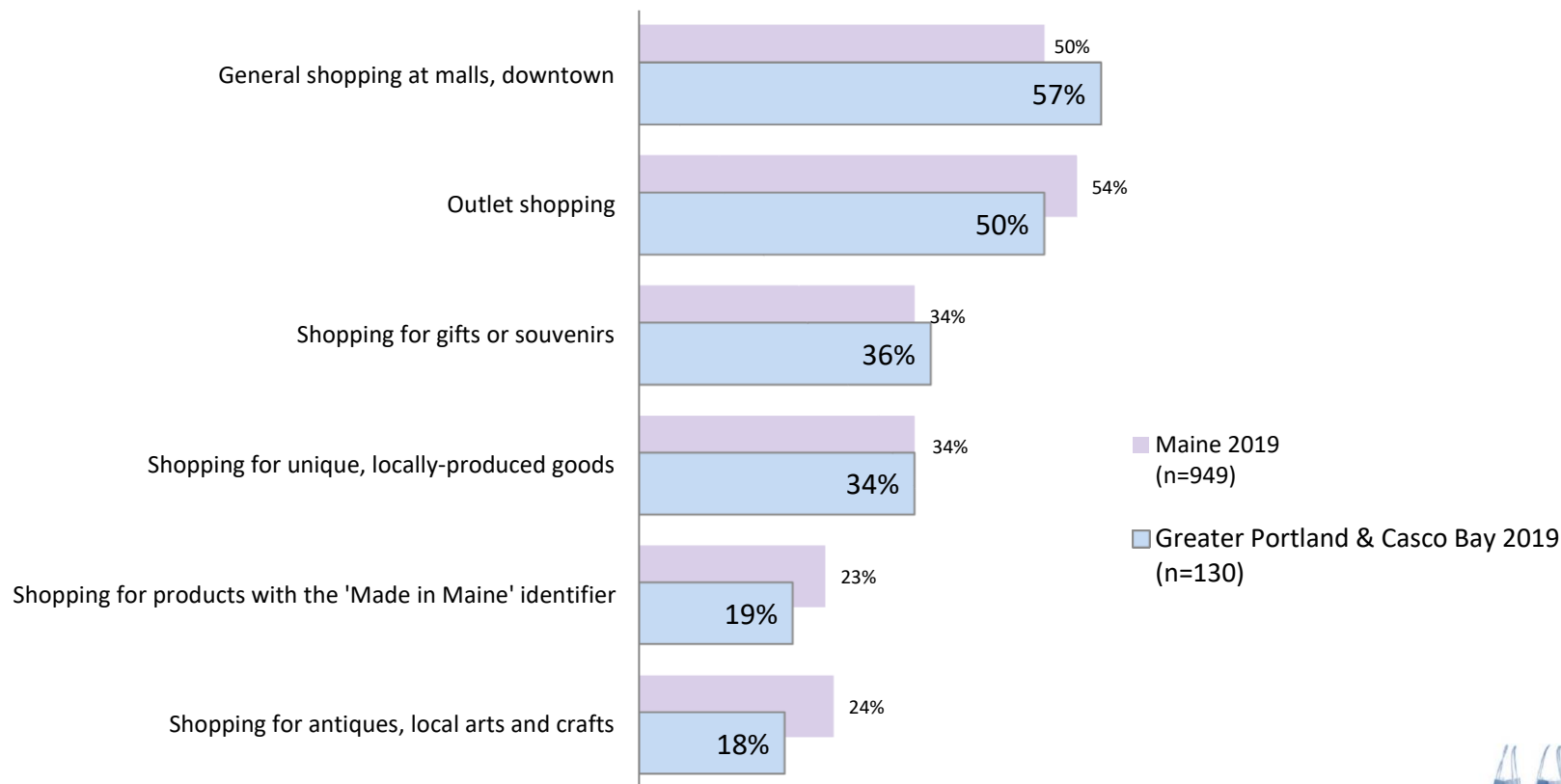


# In which of the following activities did you participate during this trip?

## 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.

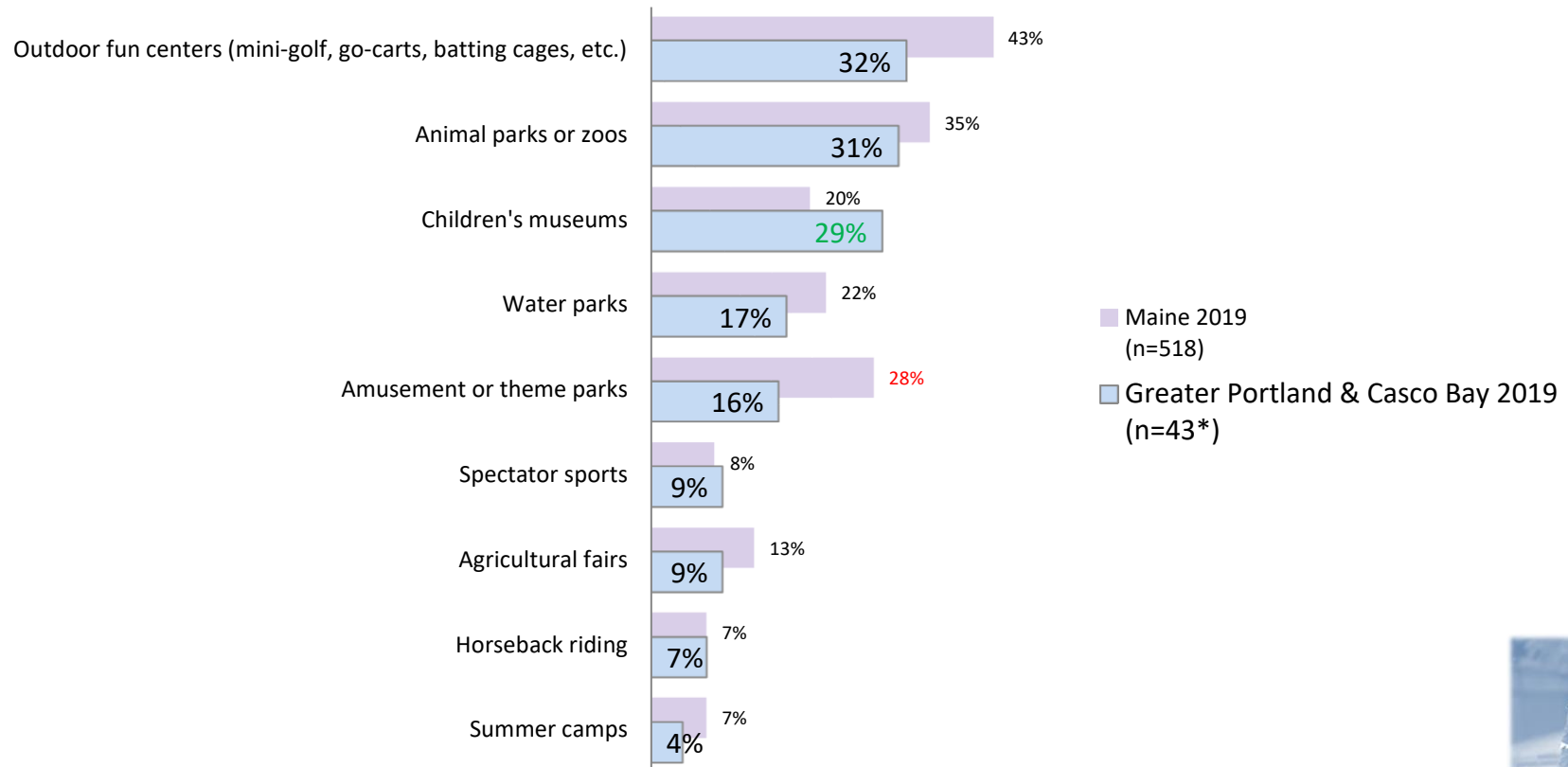
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

## 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)

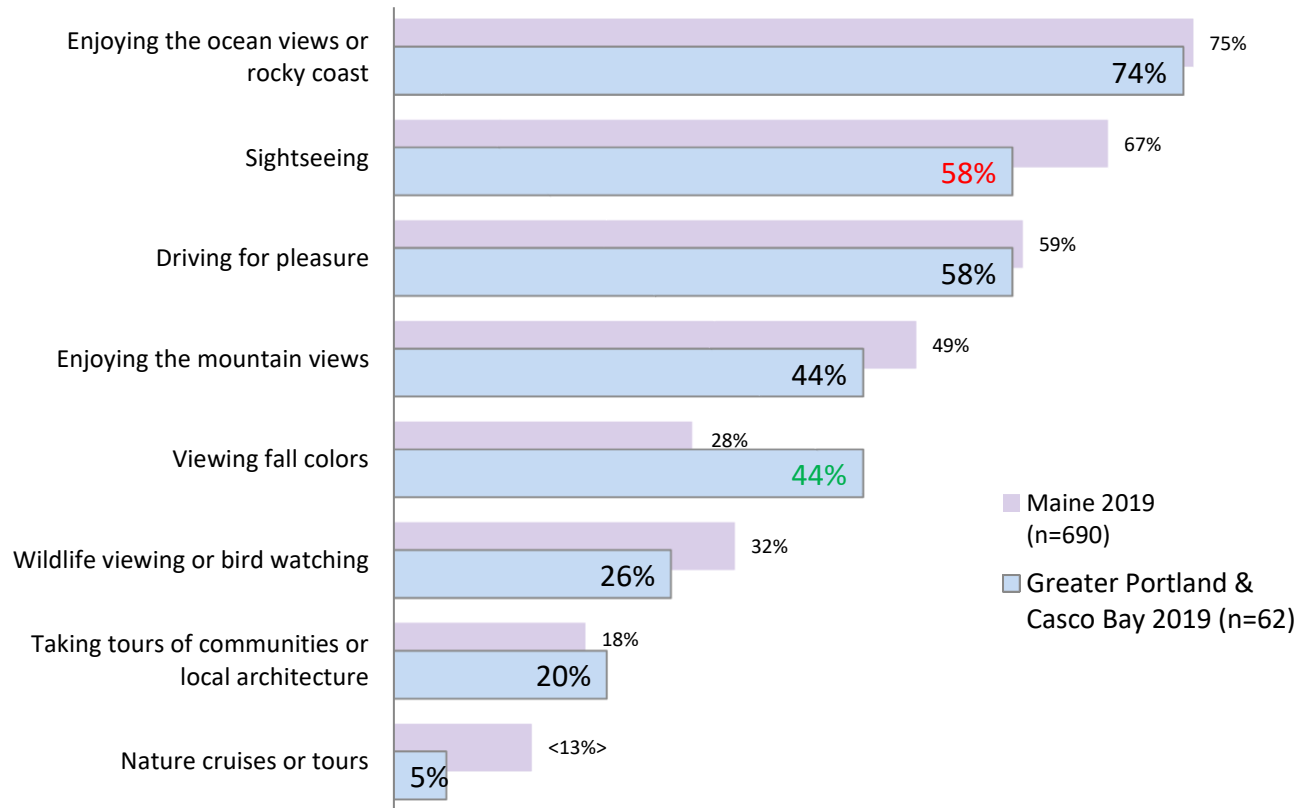


# In which of the following activities did you participate during this trip?

## Touring, Sightseeing

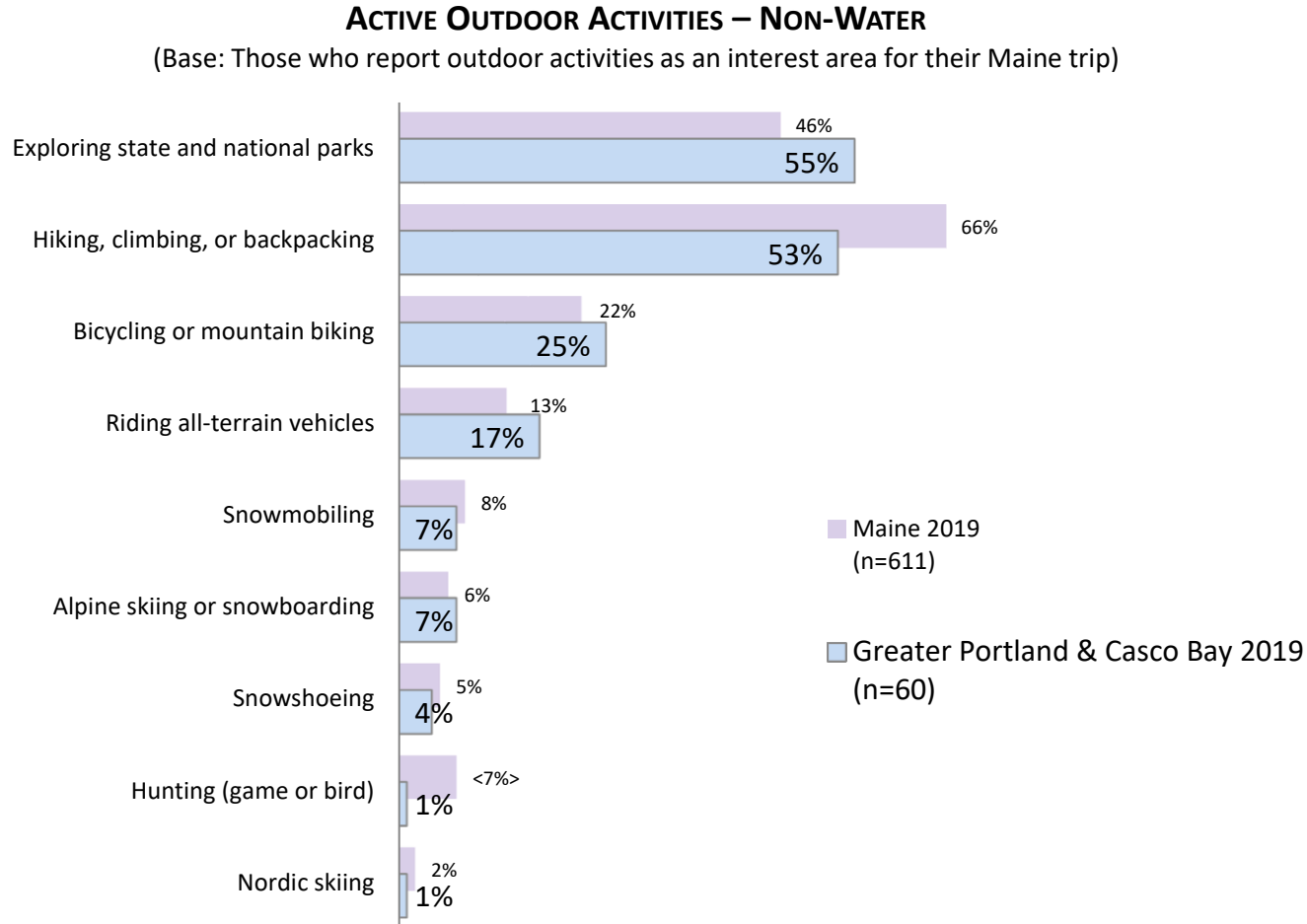
### TOURING OR SIGHTSEEING ACTIVITIES

(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)

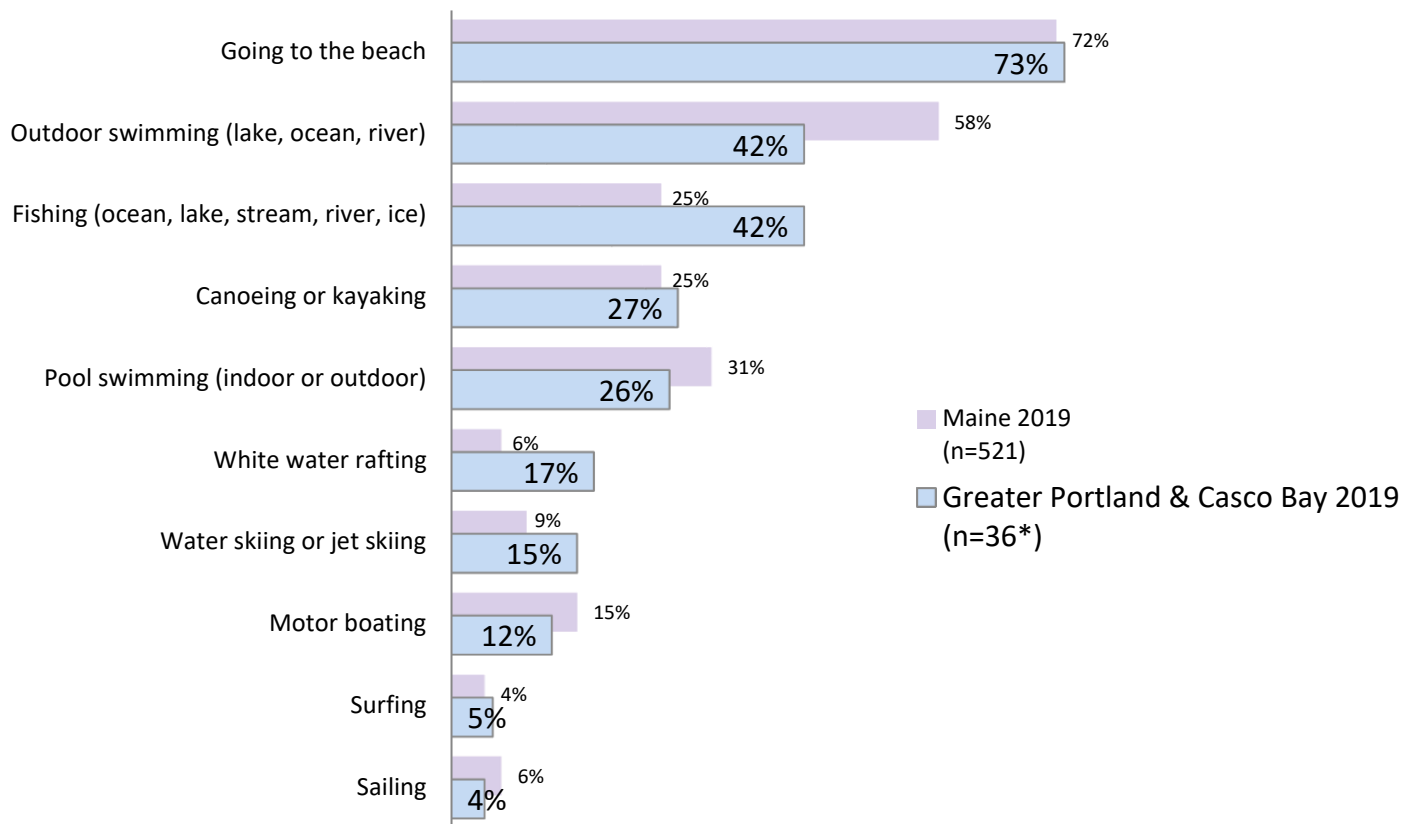


# In which of the following activities did you participate during this trip?

## Water Activities

### WATER ACTIVITIES

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

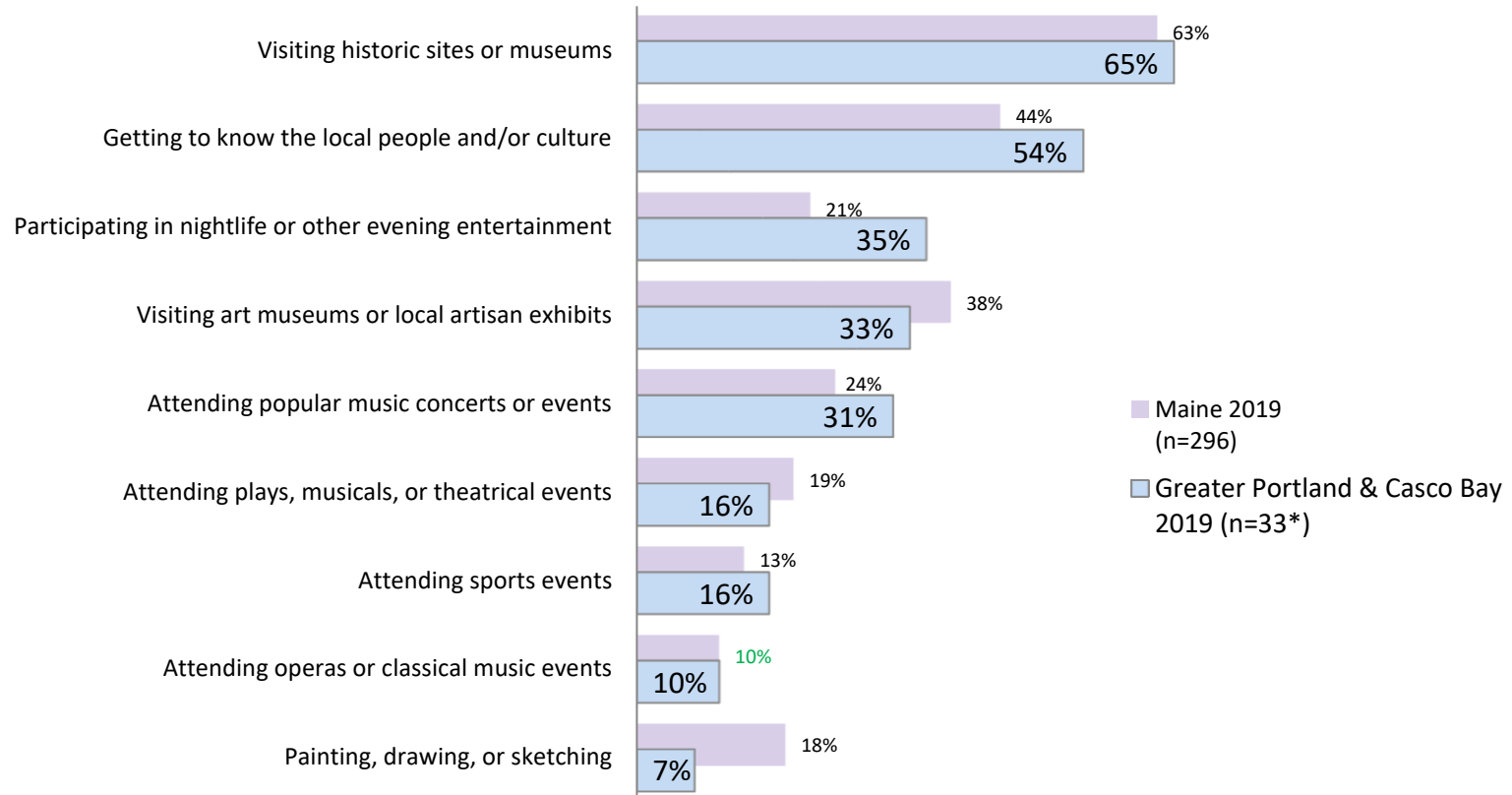


# In which of the following activities did you participate during this trip?

## 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. \*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.

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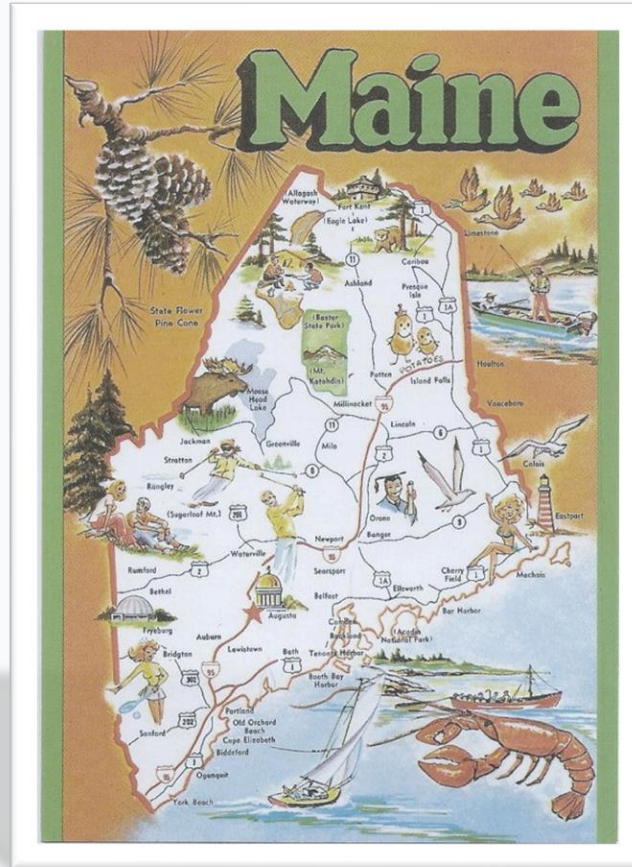
## Within the region, what specific attractions or locations did you visit?

% VISITING ATTRACTION (n=211)			
Top Attractions		Other Attractions*	
37%	L.L.Bean	7%	Crescent Beach State Park
37%	Maine Mall	7%	Bug Light Park
26%	The Old Port	7%	Portland Observatory
25%	Portland's Waterfront	6%	Children's Museum of Maine
24%	Freeport outlets	6%	Peaks Island
17%	Portland Head Light	5%	Two Lights State Park
15%	Portland Sea Dogs	5%	Desert of Maine
15%	Fort Williams Park		
9%	Portland Museum of Art		
9%	Maine Beer Trail		

\* Does not show attractions visited by fewer than 5% of respondents.



# 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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A Division of **DRI**

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