

Maine Office of Tourism

Maine

VisitMaine.com

Visitor Profile Research

Regional Insights 2019: Maine Mid-Coast

Prepared by

dpa 
providing direction
in travel & tourism

A Division of DRI

April 2020



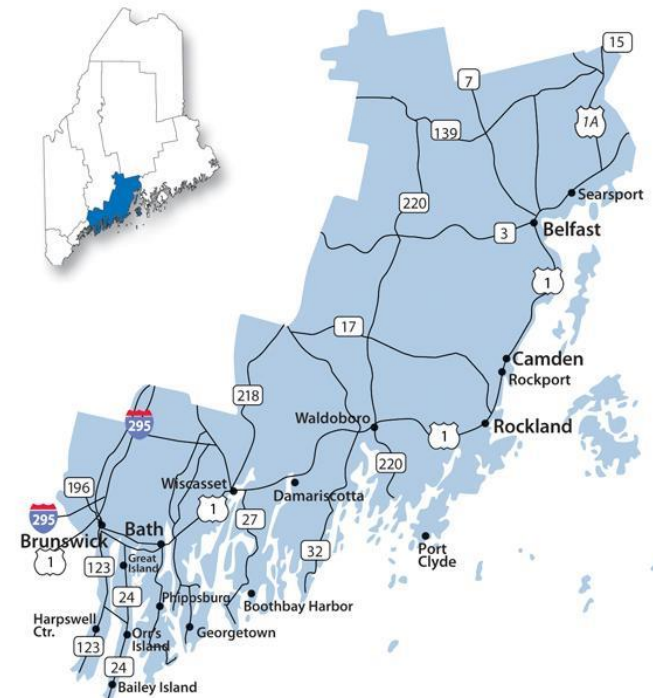
Regional Insights: Maine Mid-Coast

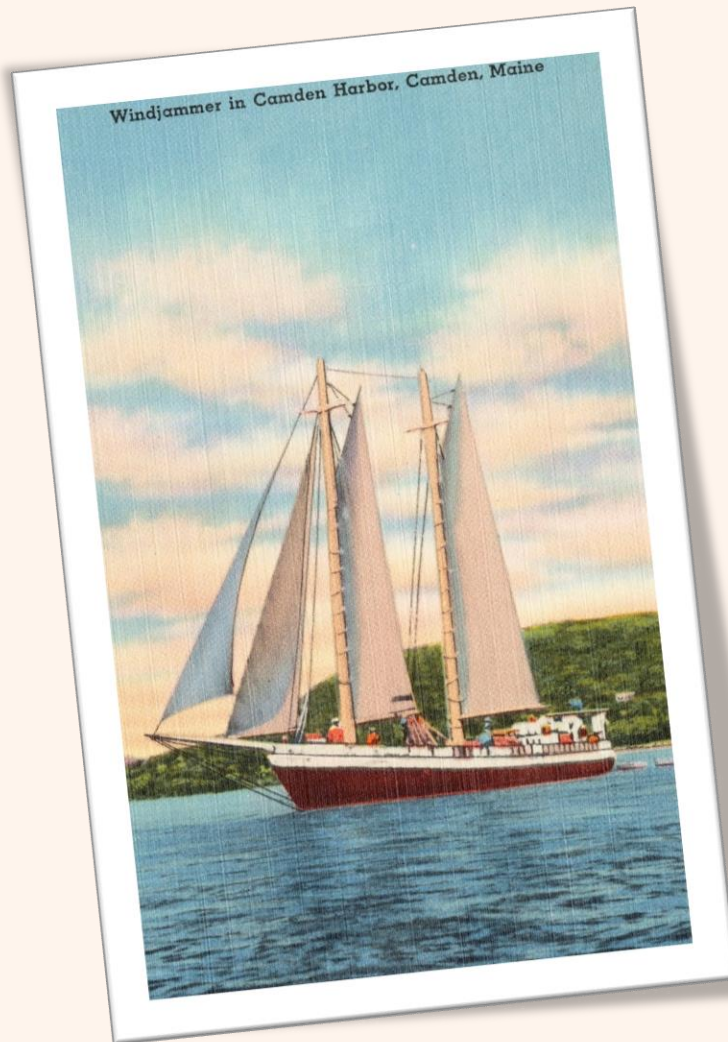
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Introduction

- The following report provides a profile of visitors and their trips to the Mid-Coast tourism region during 2019, from a survey of:
 - 309 overnight visitors, and
 - 175 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 < > around the larger figure. *(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 2018 and 2019 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.





Visitors to the
Mid-Coast Region:
How They Are
Unique

Visitor Origin

Visitors to the Maine Mid-Coast region, compared to visitors statewide, were...

Overnight visitors

- More likely to be from Pennsylvania
- Less likely to be from New Brunswick

Day visitors

- More likely to be U.S. residents, especially from Maine
- Less likely to be Canadian residents, especially from New Brunswick

Trip Interest Areas

Visitors to the Maine Mid-Coast region, compared to visitors statewide, were...

Overnight visitors

- More likely to be interested in Food/Beverage/Culinary activities and History/Culture
- Less likely to be interested in Active Outdoor (non-water) or Water activities

Trip Interests and Importance (Travel Driver Index)

Visitors to the Maine Mid-Coast region, compared to visitors statewide, were...

Overnight visitors

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

Day visitors

- Less likely to have trips driven by shopping

Trip Activities

Visitors to the Maine Mid-Coast region, compared to visitors statewide, were...

Overnight visitors

Less Likely to:

- Shop downtown areas/malls or outlet stores
- Enjoy mountain views
- Visit amusement/theme parks, animal parks/zoos, or summer camps
- Hunt game/birds

Day visitors

More likely to:

- Enjoy ocean views/the rocky coast
- Eat lobster/local seafood

Less likely to:

- Shop downtown areas/malls
- Go snowmobiling
- Enjoy mountain views

Visitation and Economic Impact Summary



Visitation and Economic Impact Summary

2019 Regional Tourism Impact Estimates



Mid-Coast



An estimated **5.2 million travelers** visited the Mid-Coast region in 2019 ~ a **6.5% increase** from 2018.



Number of Visitors to the Mid-Coast Region

* Percent of estimated total Maine day visitors

** Percent of estimated total Maine overnight visitors



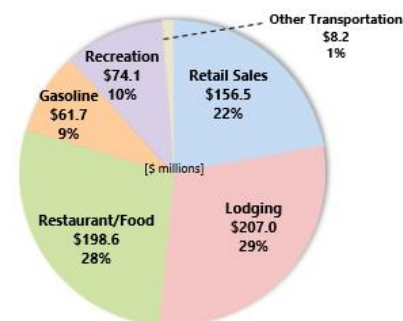
The visitation estimates shown above include all visitors on tourism-related trips. Tourism related trips include: all leisure trips, trips that are a general visit to see friends or relatives, a wedding, a holiday visit, and business trips that are for a convention/conference/trade show or training/professional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

2019 Regional Tourism Impact Estimates



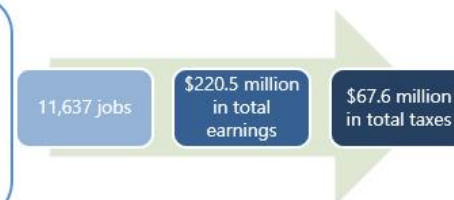
Mid-Coast

In 2019, Mid-Coast visitors spent **\$706 million** ~ up **7.7%** from 2018.



The \$706 million spent by visitors to the Mid-Coast 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

	Maine 2019 (n=2916)	Mid-Coast 2019 (n=309)
Age:		
< 35	49%	47%
35 - 44	22%	21%
45 - 54	14%	14%
55 +	15%	17%
Mean	38.0	38.8
Income:		
< \$50,000	25%	26%
\$50,000 - \$99,999	43%	46%
\$100,000 +	32%	28%
Mean	\$88,960	\$86,090
Female	61%	59%
College degree or higher	66%	62%
Married	44%	41%
Employed full-time	69%	70%

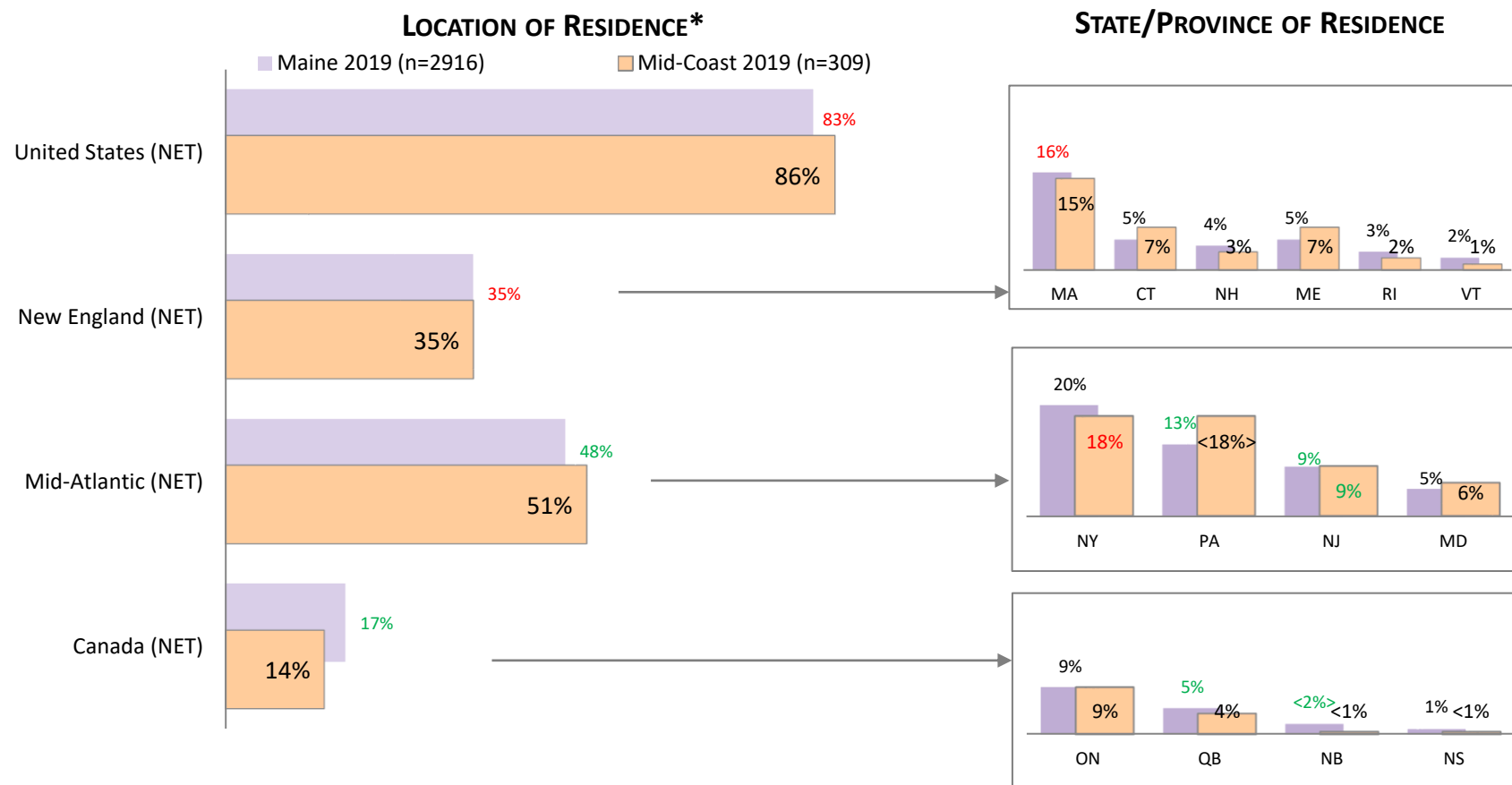
<> indicates a significant difference between this region and the State at the 95% confidence level.

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.

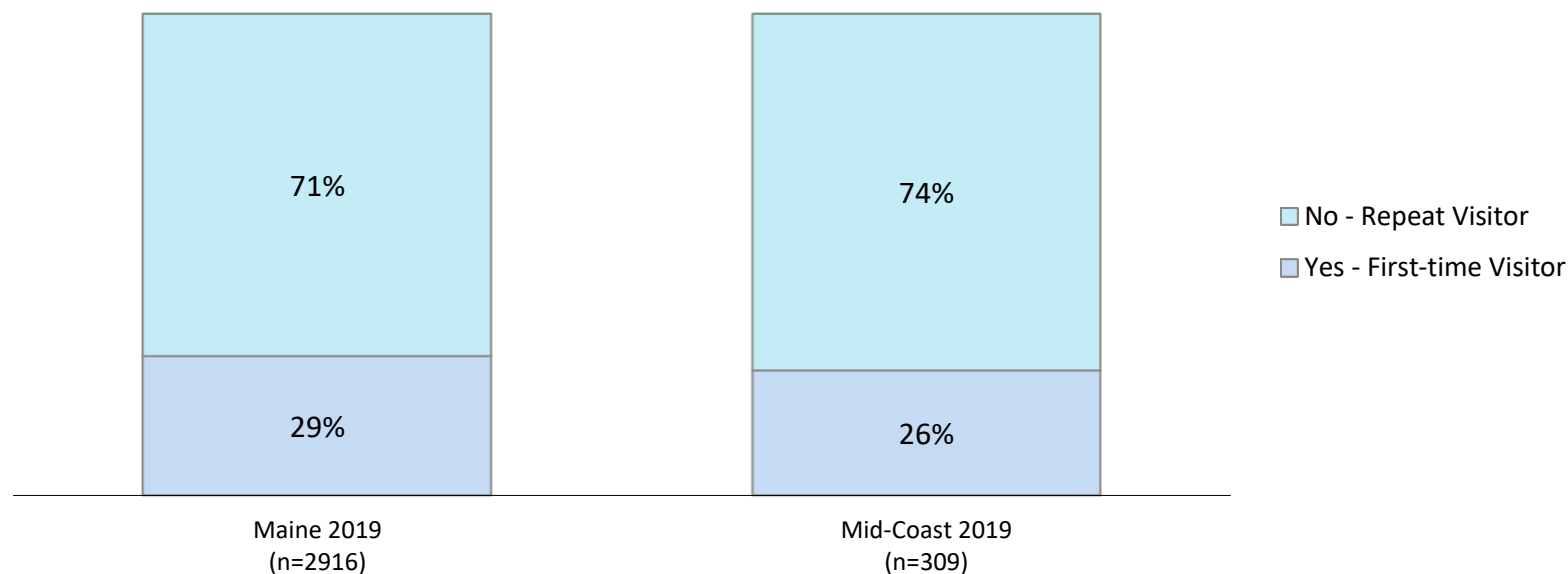


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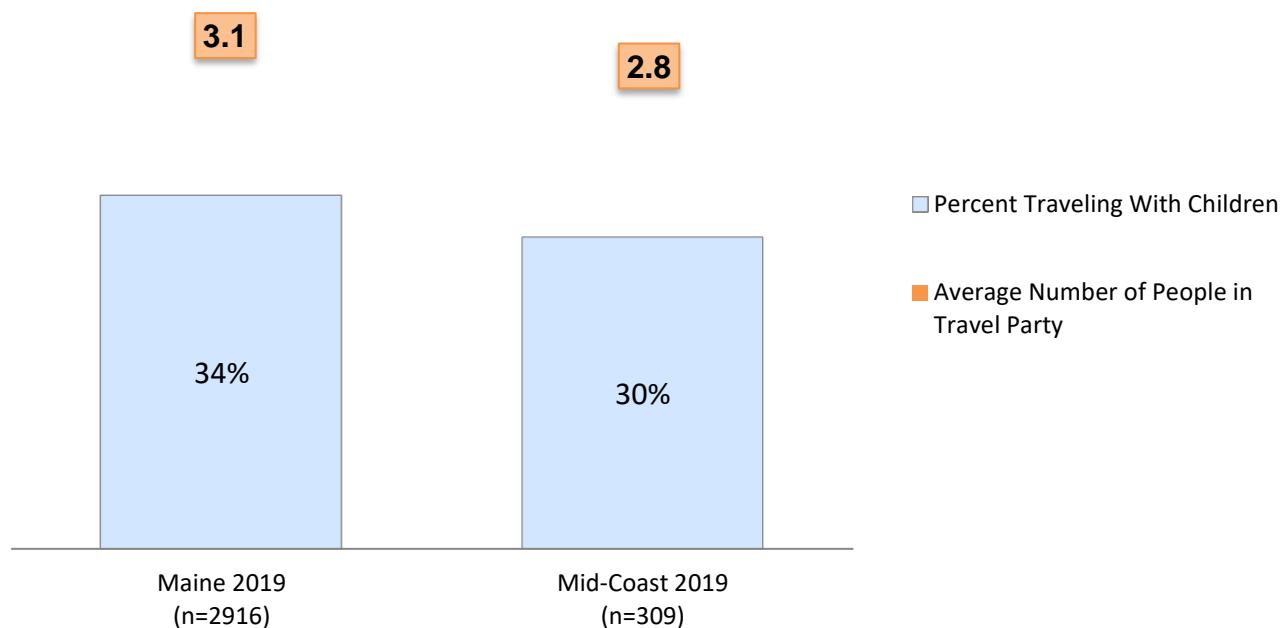
Was this your first visit in Maine?

REPEAT VS. FIRST-TIME VISITORS



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

TRAVEL PARTY SIZE & COMPOSITION

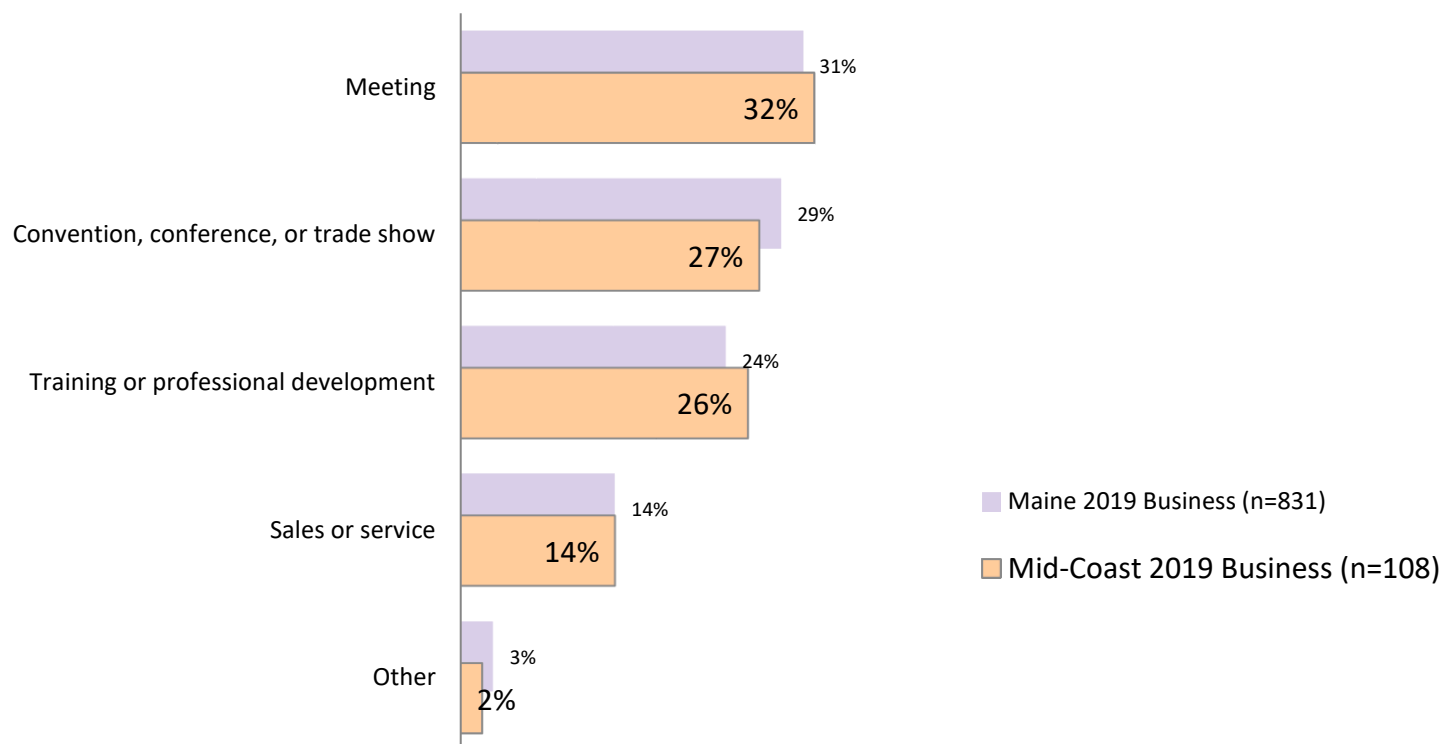




Overnight Visitors: Trip Experience

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

PRIMARY PURPOSE OF OVERNIGHT BUSINESS TRIP



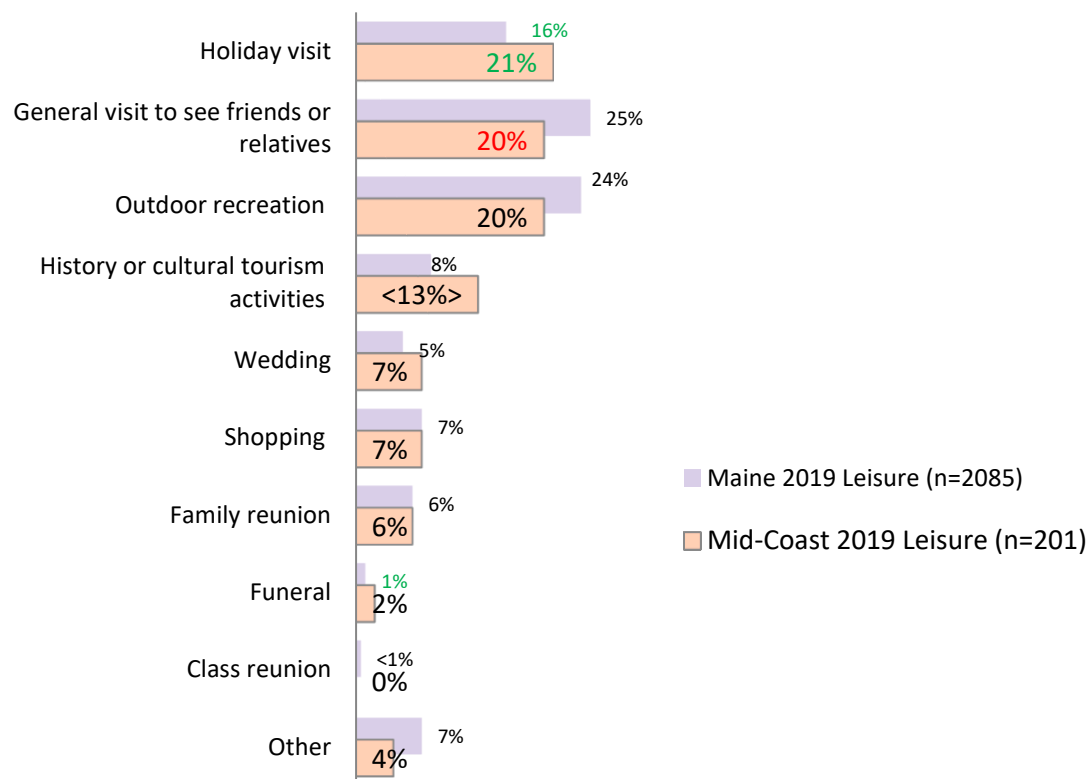
Q8.

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

PRIMARY PURPOSE OF OVERNIGHT LEISURE TRIP

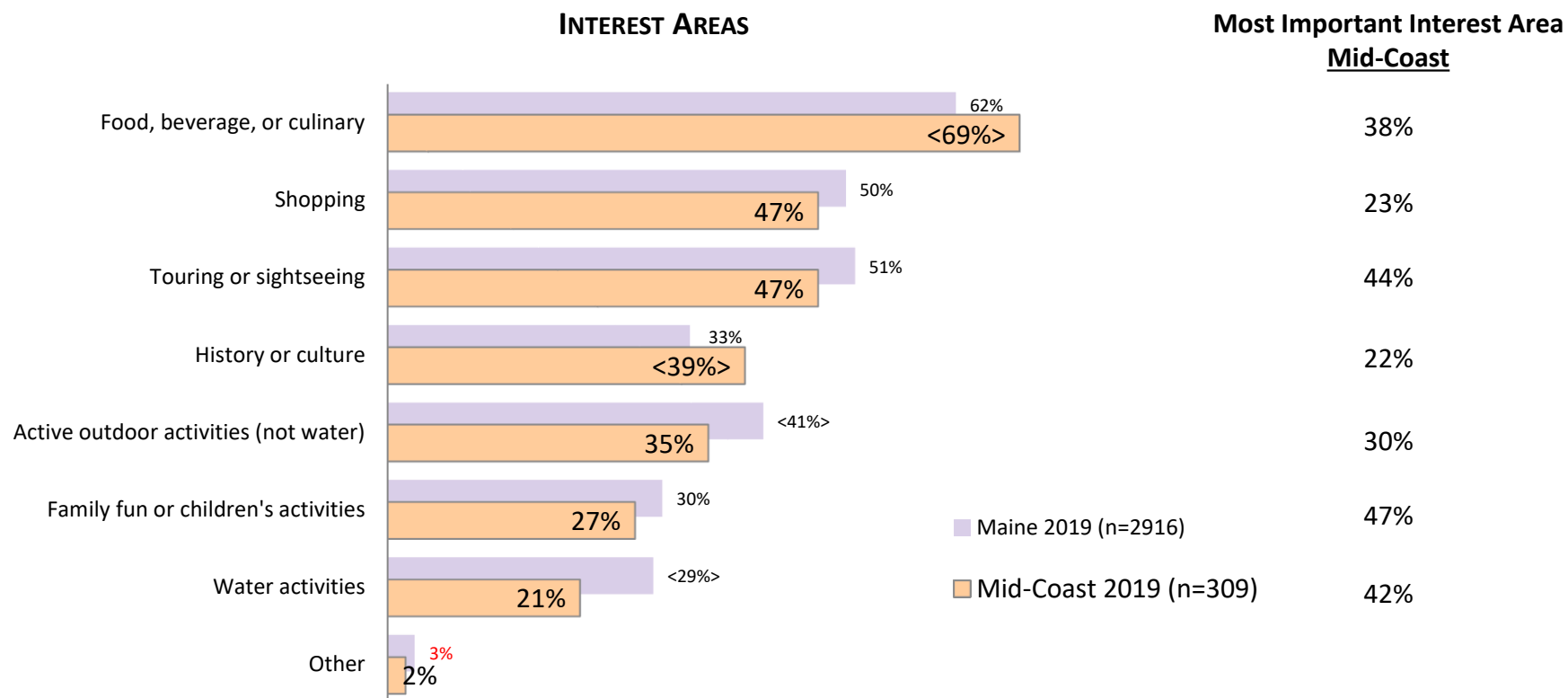


Q9.

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

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

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...



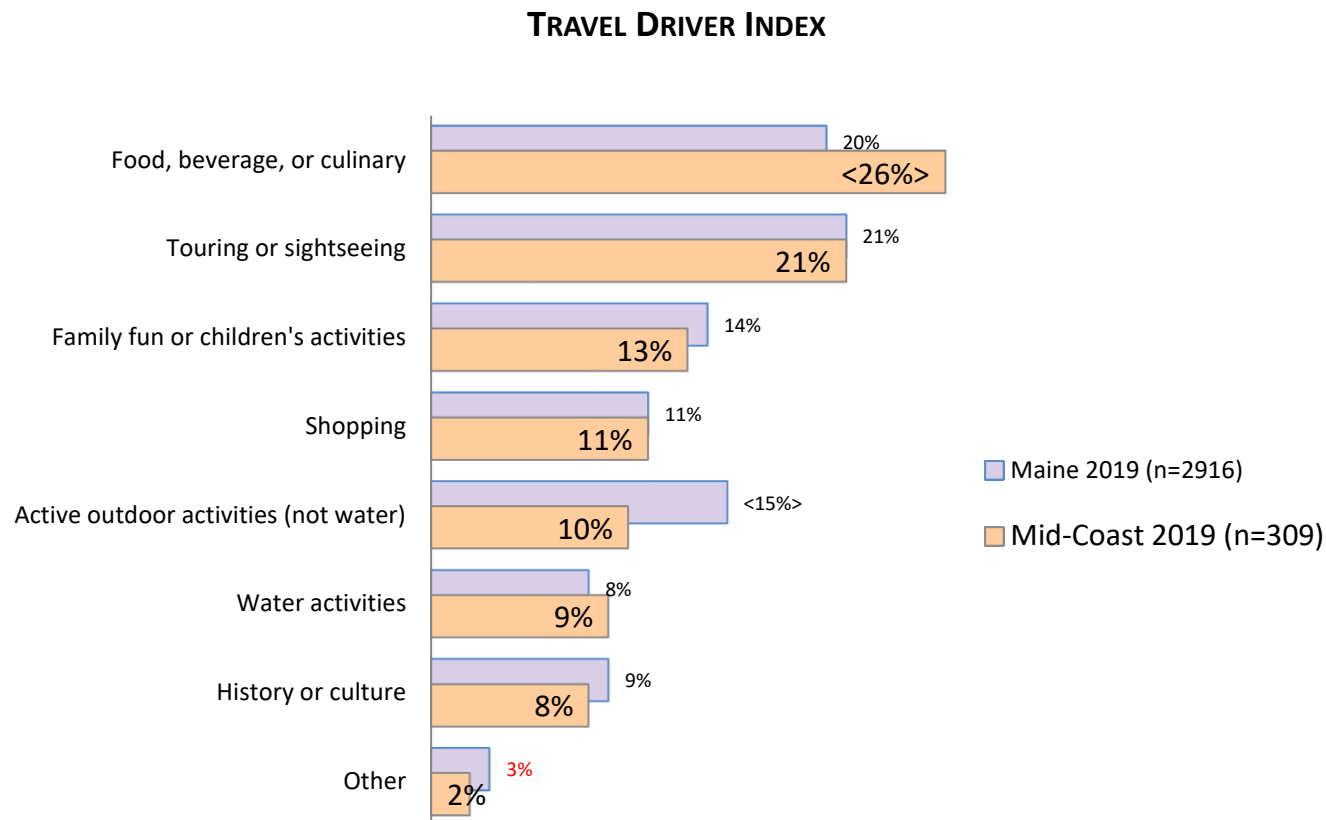
Q35. Please check all that apply.

Q36. Of these interest areas you selected,, 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



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.

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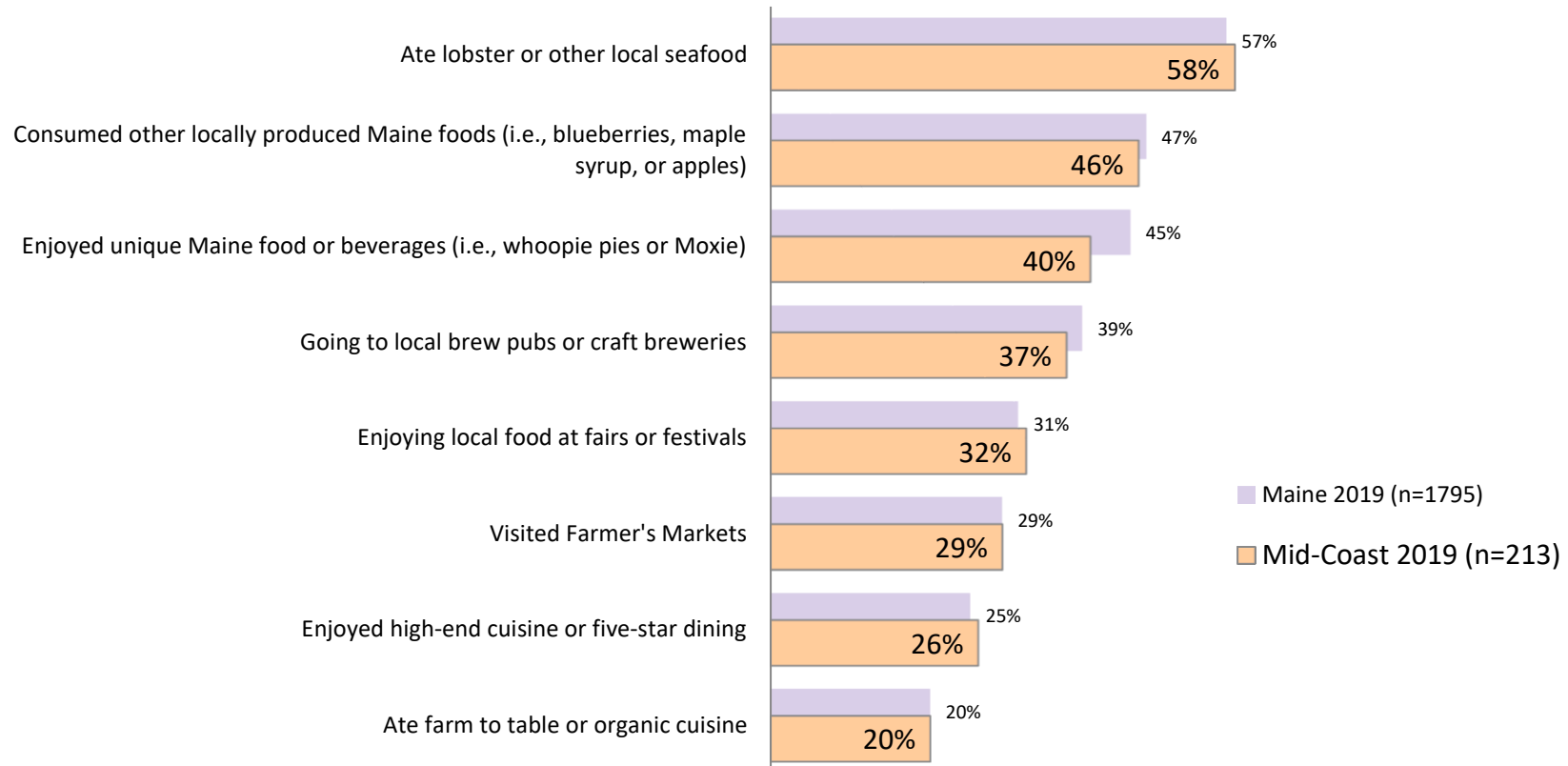
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

Food, Beverage, Culinary

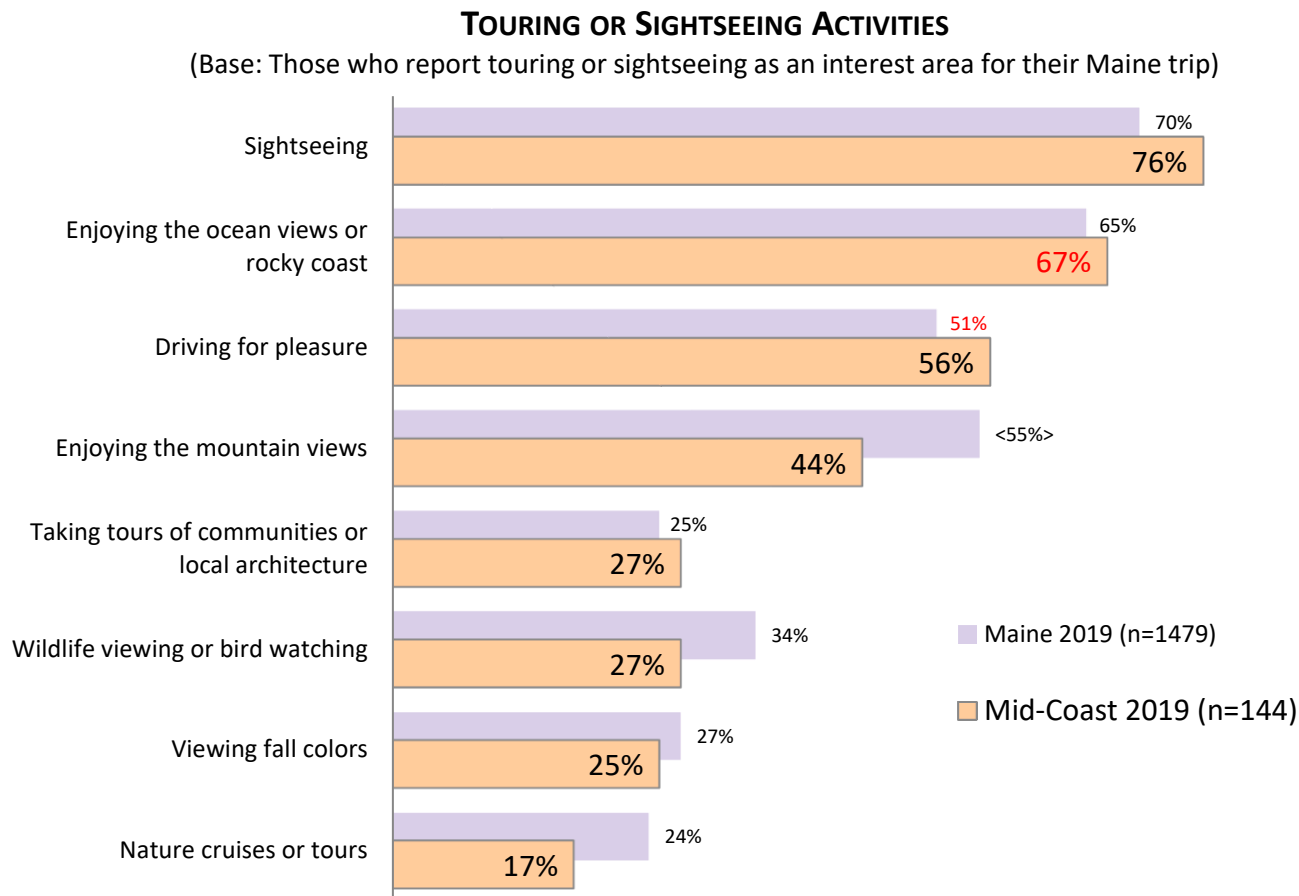
FOOD, BEVERAGE, OR CULINARY ACTIVITIES

(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?

Touring, Sightseeing

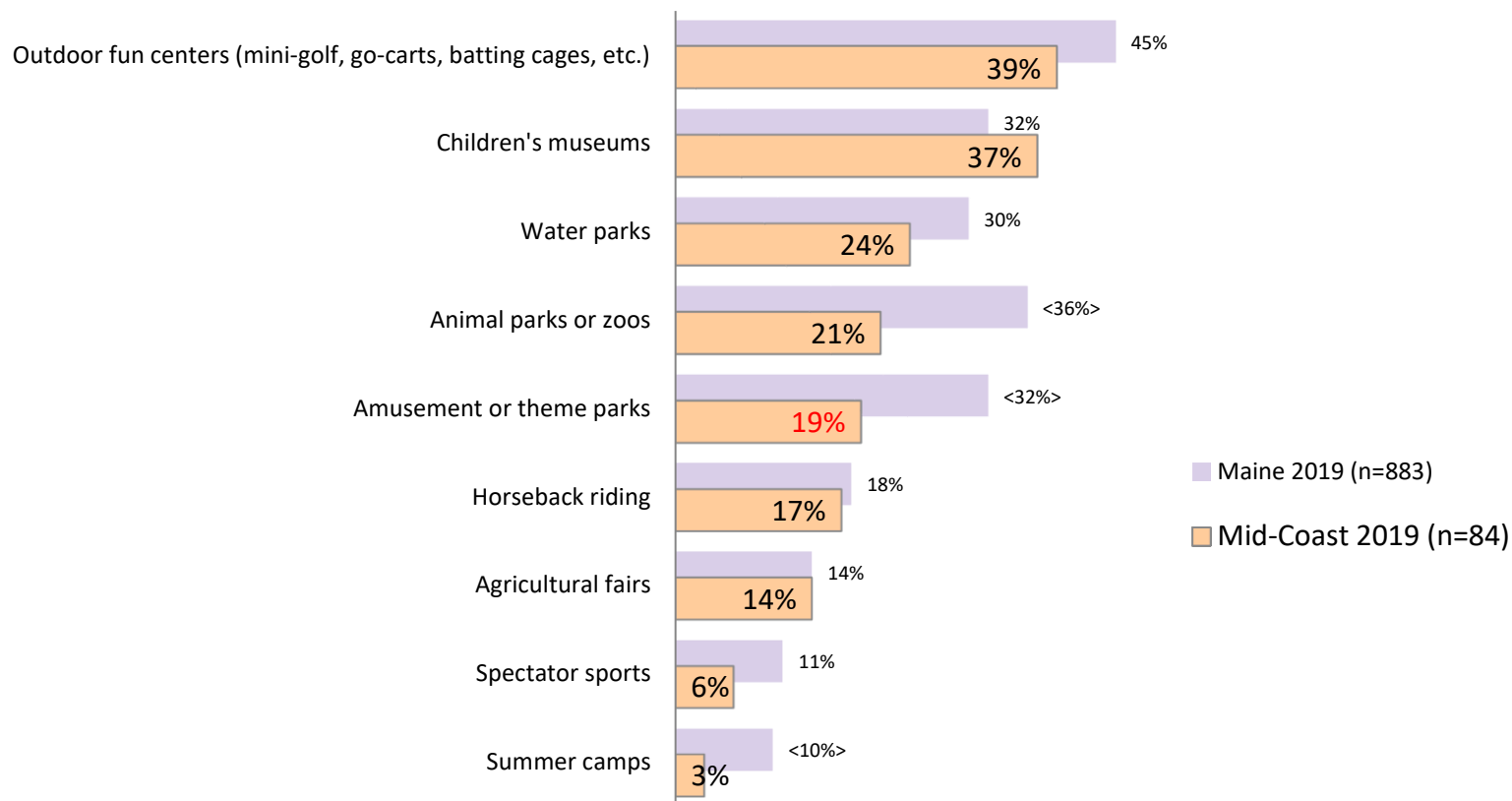


In which of the following activities did you participate during this trip?

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)

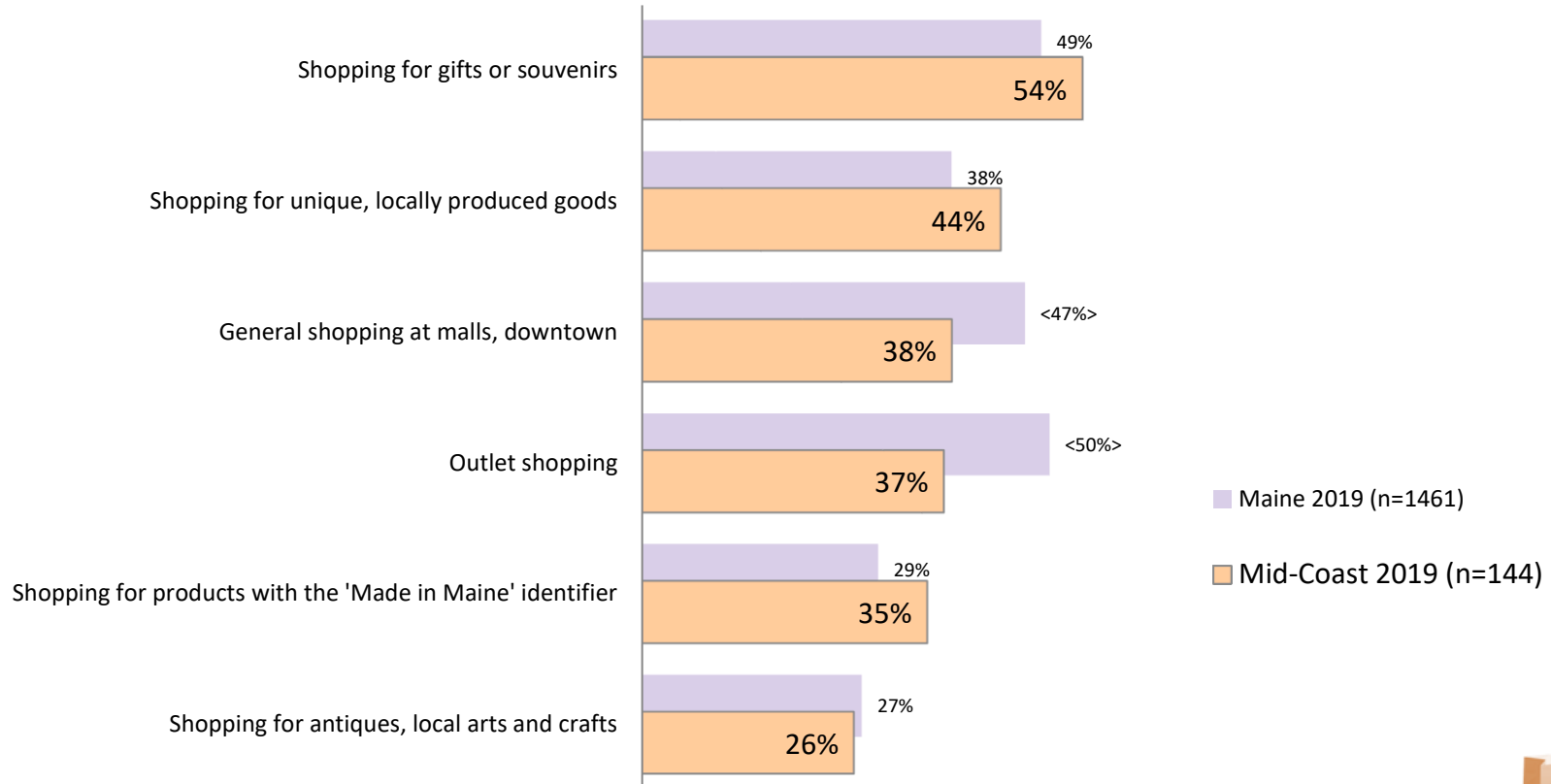


In which of the following activities did you participate during this trip?

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.

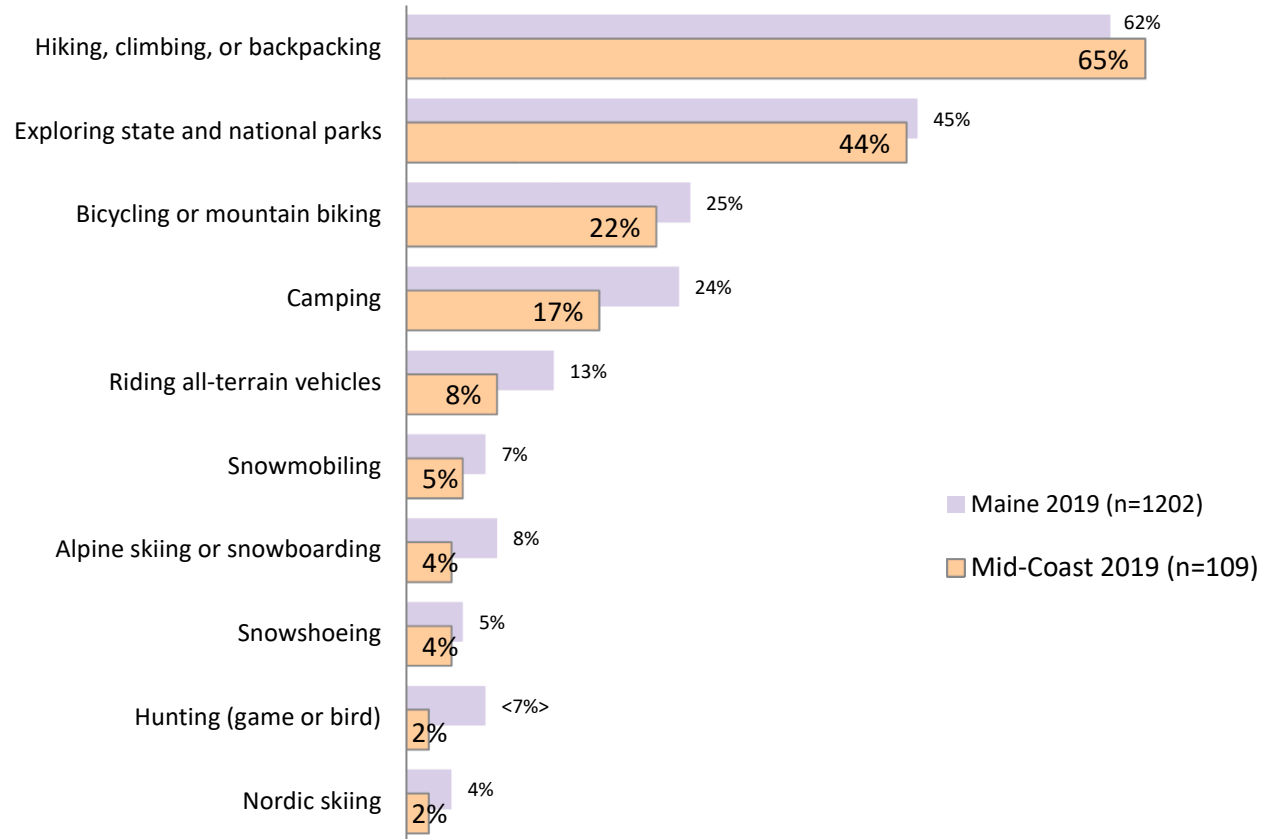
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

Active Outdoor (non-water)

ACTIVE OUTDOOR ACTIVITIES – NON-WATER

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



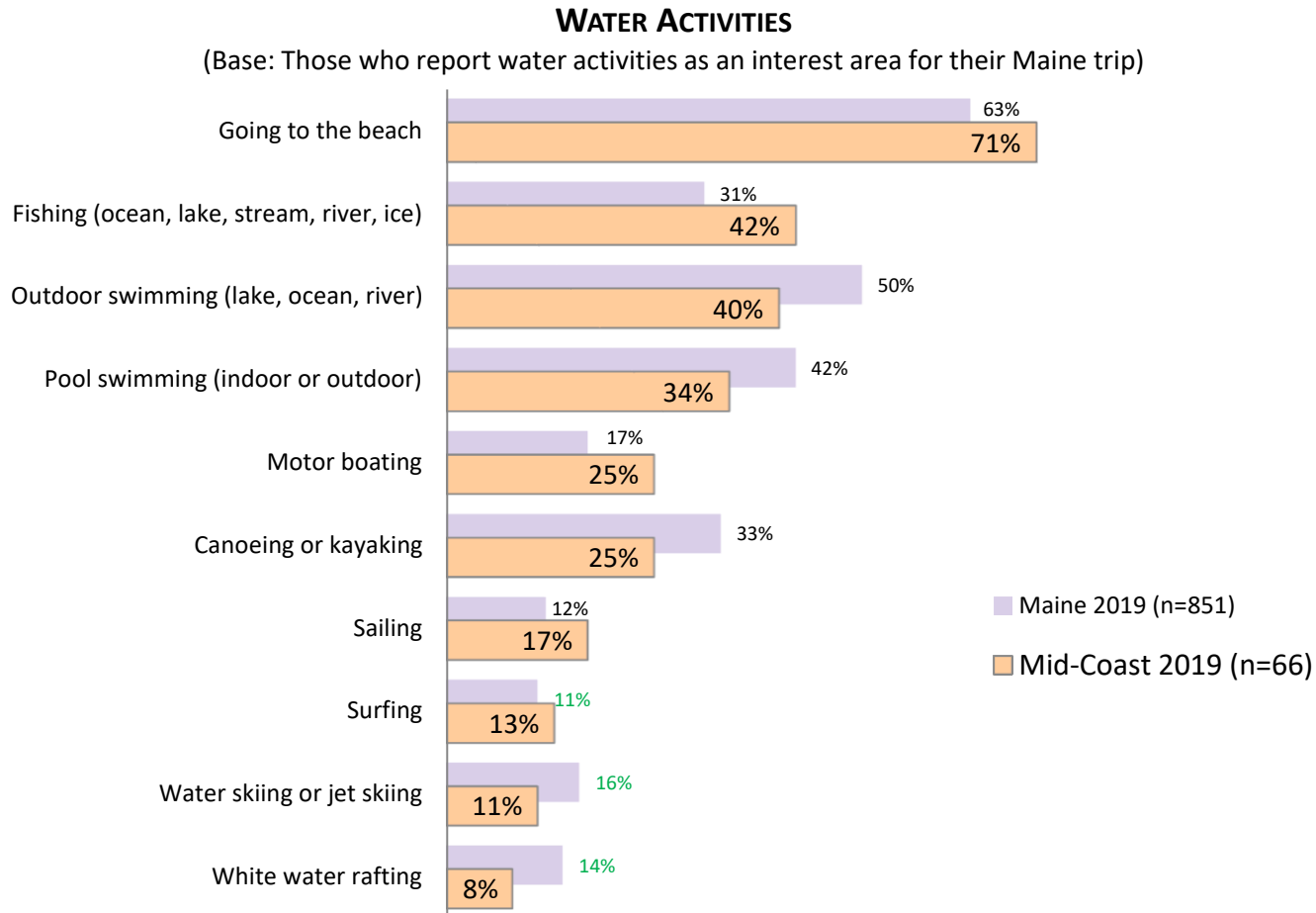
Q37. Please check all that apply.

<> 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?

Water Activities



Q37. Please check all that apply.

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

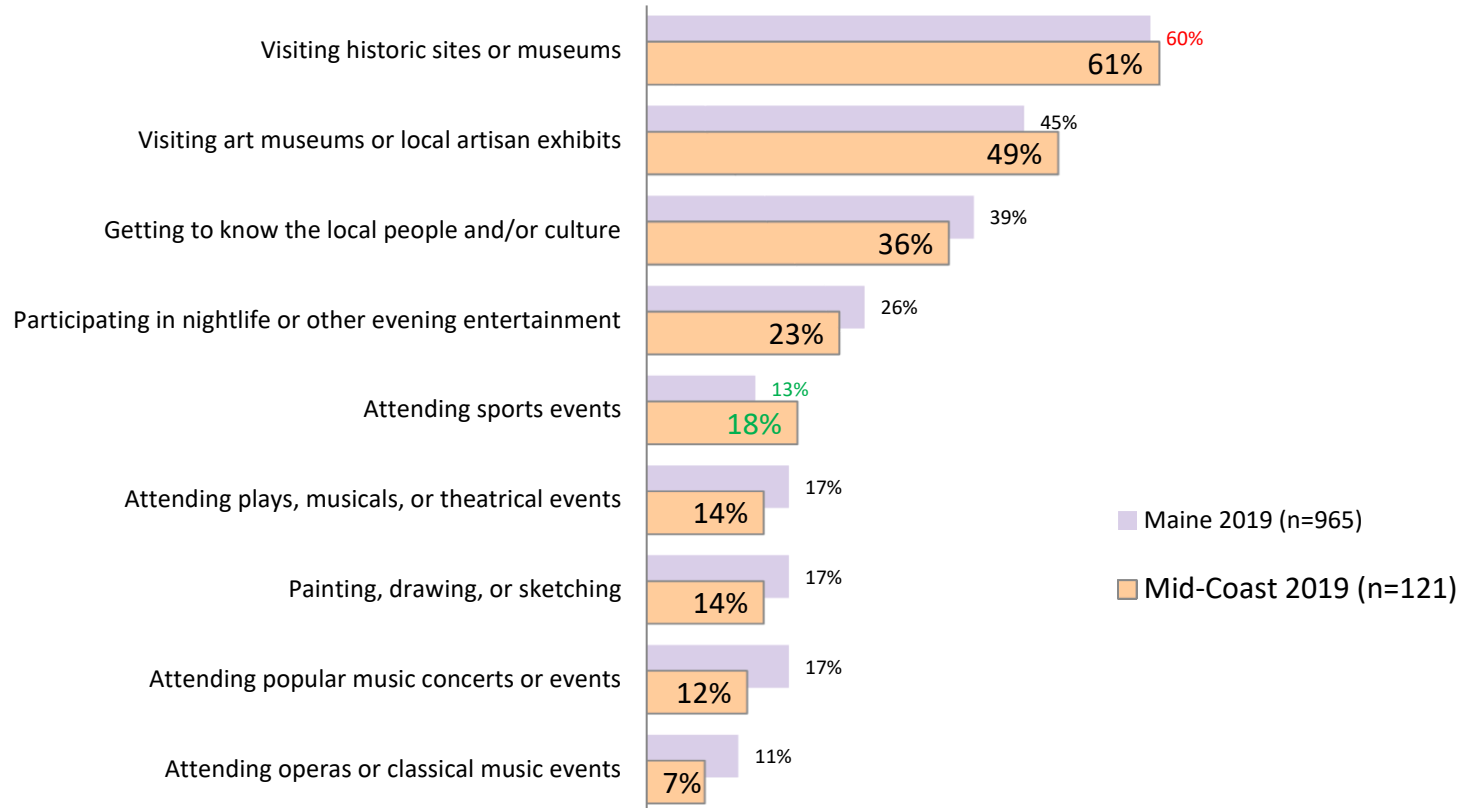
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

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

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.

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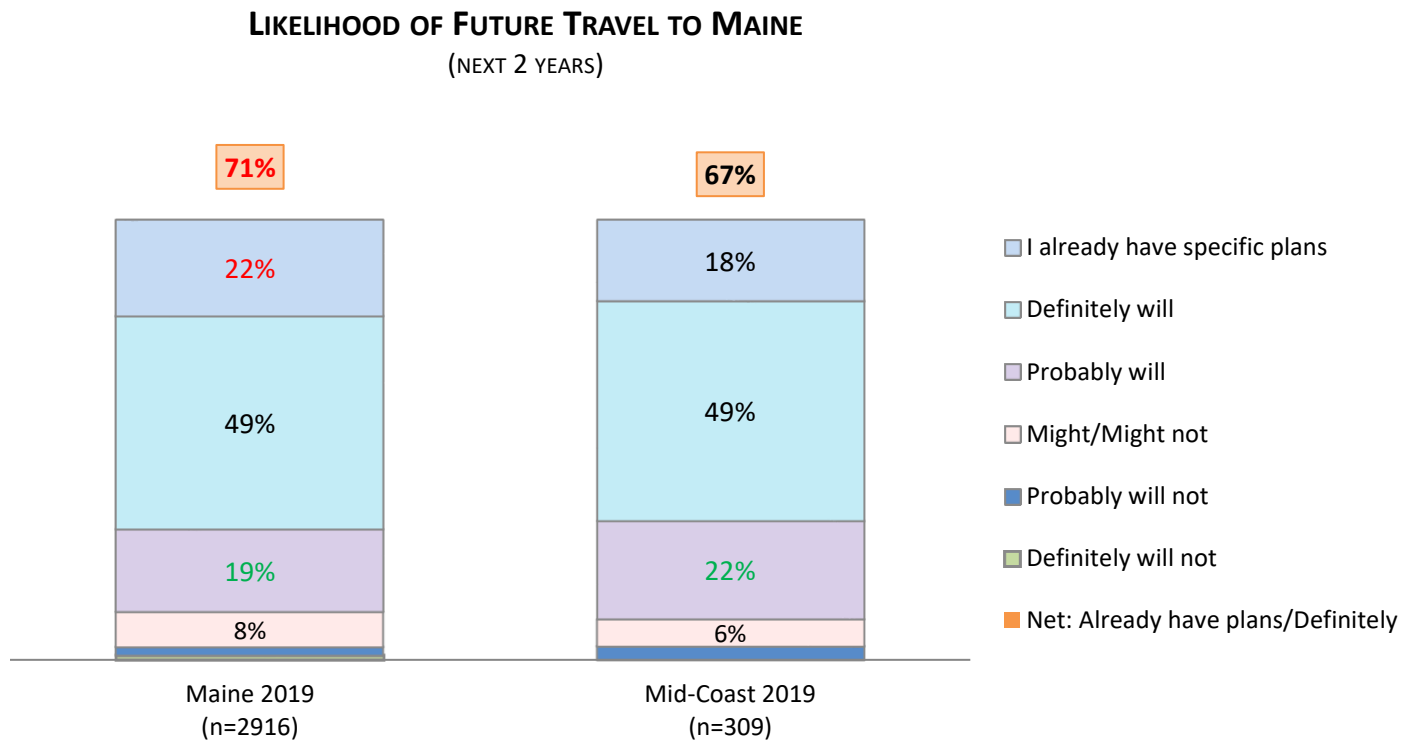
What specific attractions or locations did you visit in the region?

% VISITING ATTRACTION (n=309)

TOP ATTRACTIONS		OTHER ATTRACTIONS*	
28%	Boothbay Harbor	7%	Moody's Diner
14%	Fort Knox	7%	Popham Beach
14%	Maine Lighthouse Museum	7%	Heritage Park
13%	Coastal Maine Botanical Gardens	7%	Boothbay Railway Village
12%	Maine State Aquarium	7%	Owls Head State Park
11%	Camden Hills State Park	7%	Chocolate Church Arts Center
9%	Maine Lobster Festival	6%	Reid State Park
9%	Bowdoin College Museum of Art	6%	Maine Maritime Museum
8%	Maine Beer Trail	5%	Maine Wine Trail
8%	Pemaquid Point Lighthouse	5%	Waldoboro's Historic Village
		5%	Camden Snow Bowl
		5%	Joshua L. Chamberlain House
		5%	Puffin Project Visitor Center

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

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



Q44.

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DAY VISITORS





Day Visitors: Profile

Day Visitor Demographics

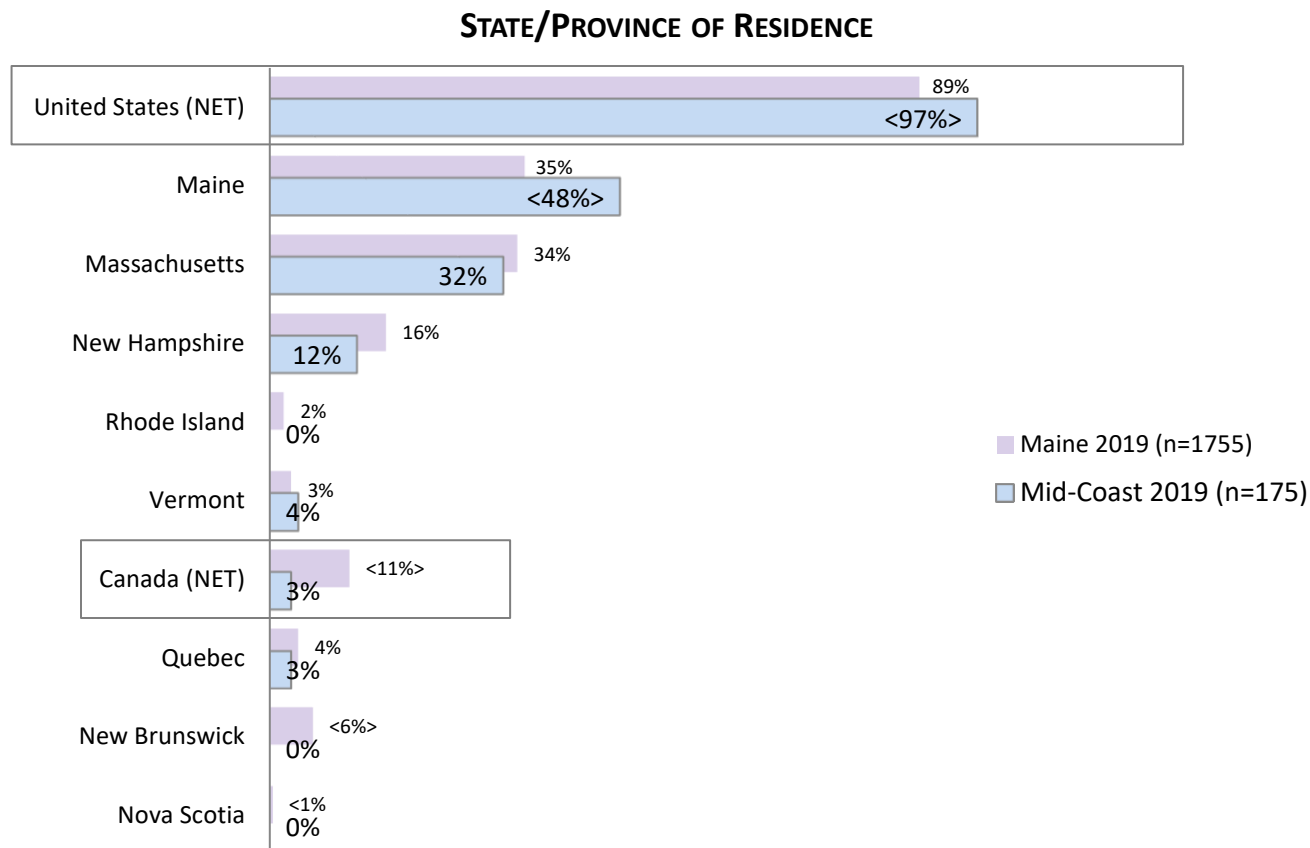
	Maine 2019 (n=1755)	Mid-Coast 2019 (n=175)
Age:		
< 35	37%	44%
35 - 44	19%	15%
45 - 54	17%	11%
55 +	27%	30%
Mean	43.0	42.8
Income:		
< \$50,000	39%	45%
\$50,000 - \$99,999	39%	37%
\$100,000 +	22%	17%
Mean	\$72,870	\$67,660
Female	77%	82%
College degree or higher	59%	64%
Married	47%	52%
Employed full-time	53%	46%

<> 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



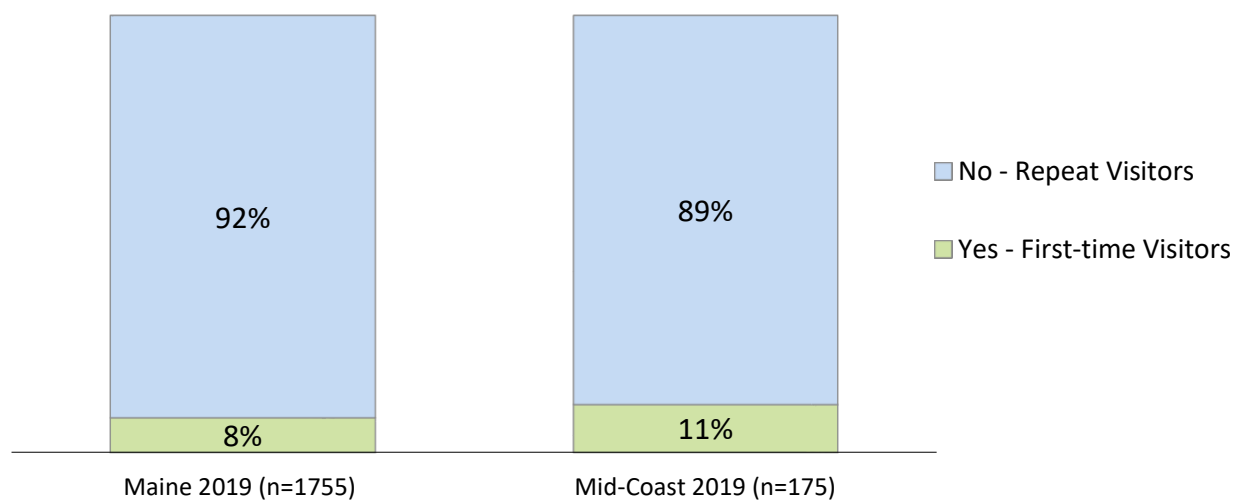
Q2.

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

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Was this your first trip to Maine?

REPEAT VS. FIRST-TIME VISITORS



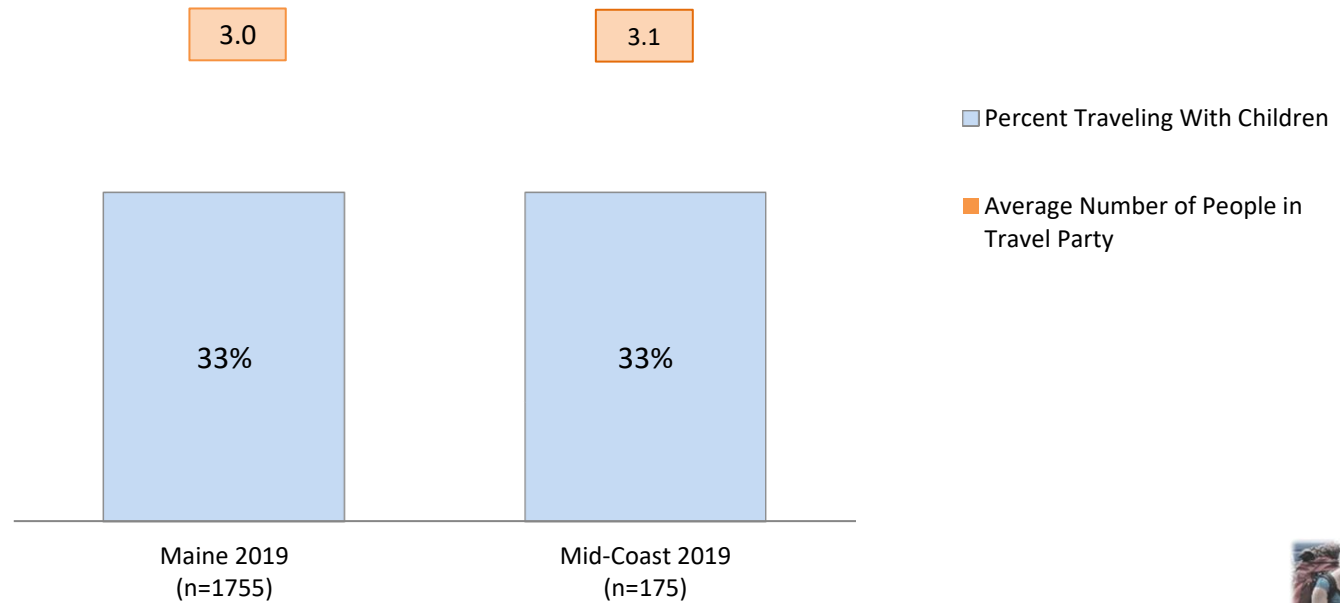
Q10.

<> 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 travel party on this specific trip to Maine? 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

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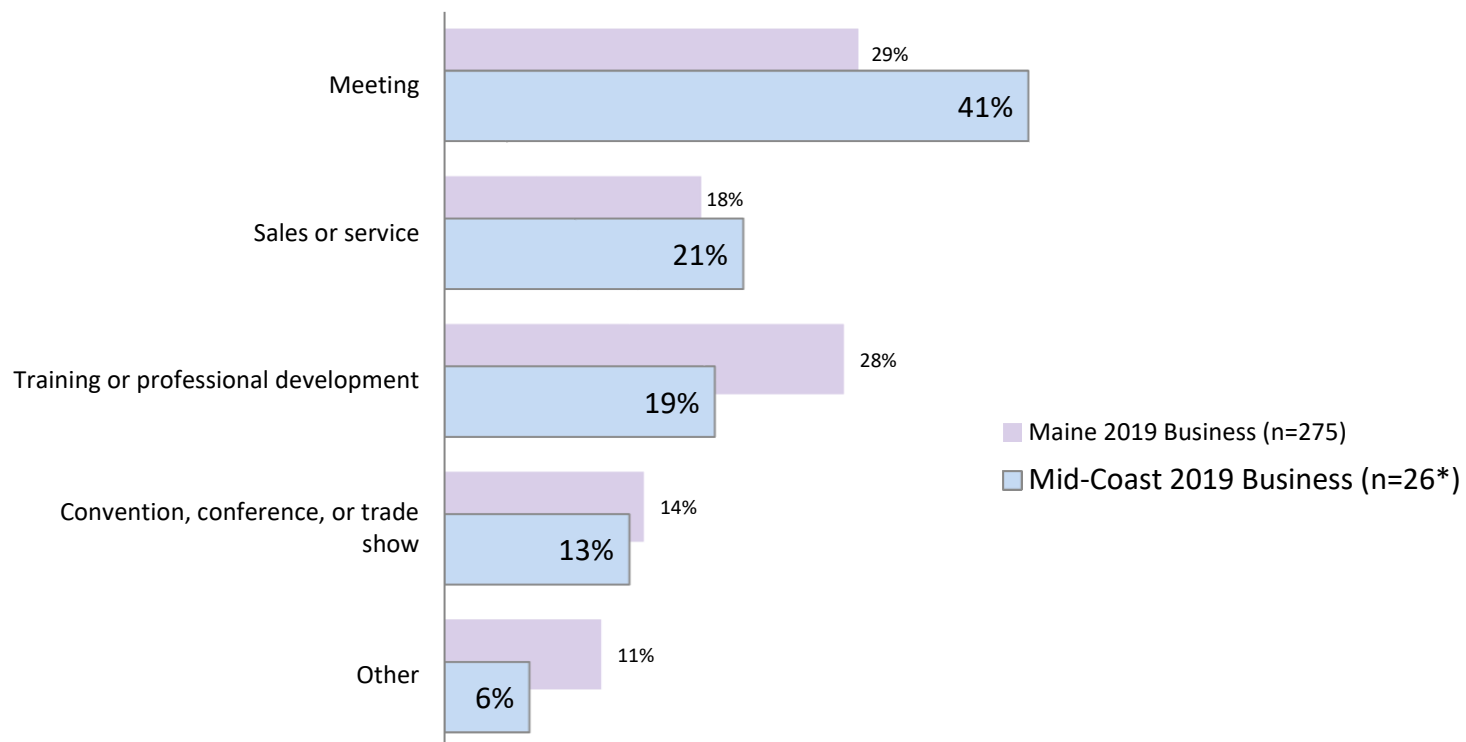
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Day Visitors: Trip Experience

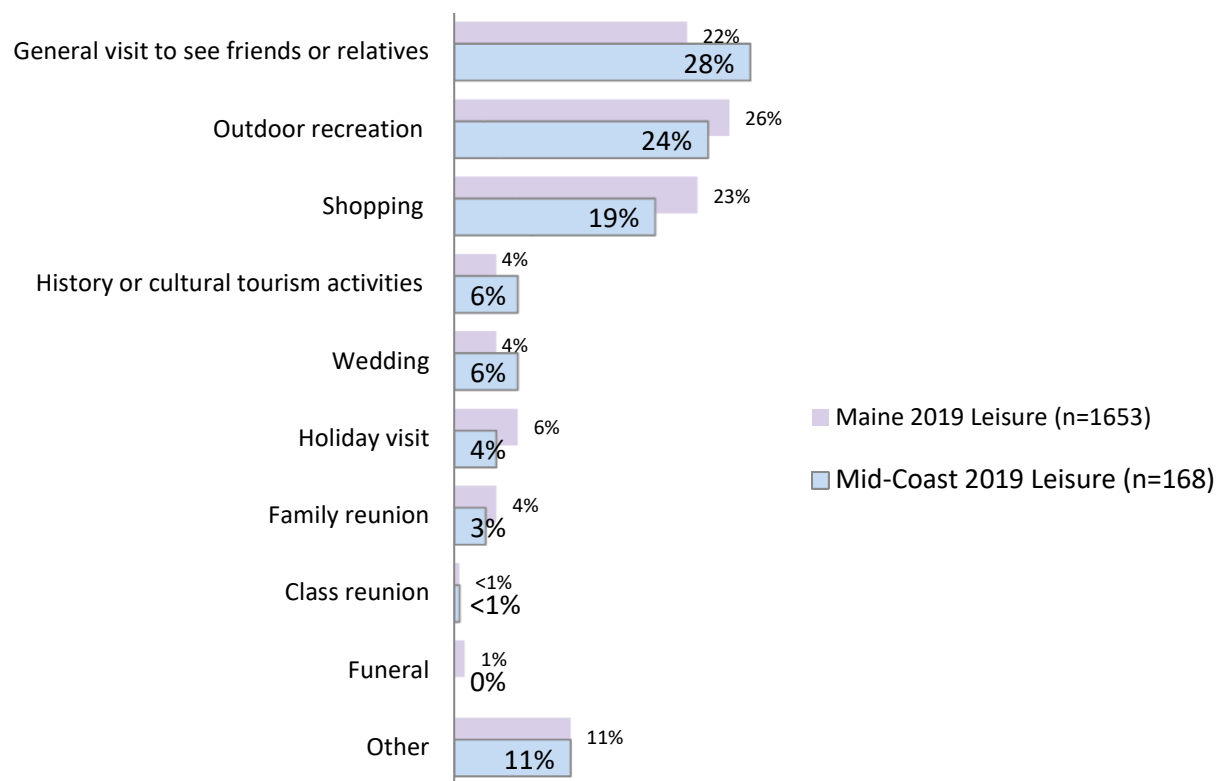
What was the primary purpose of your most recent business trip in Maine?

PRIMARY PURPOSE OF BUSINESS DAY TRIP

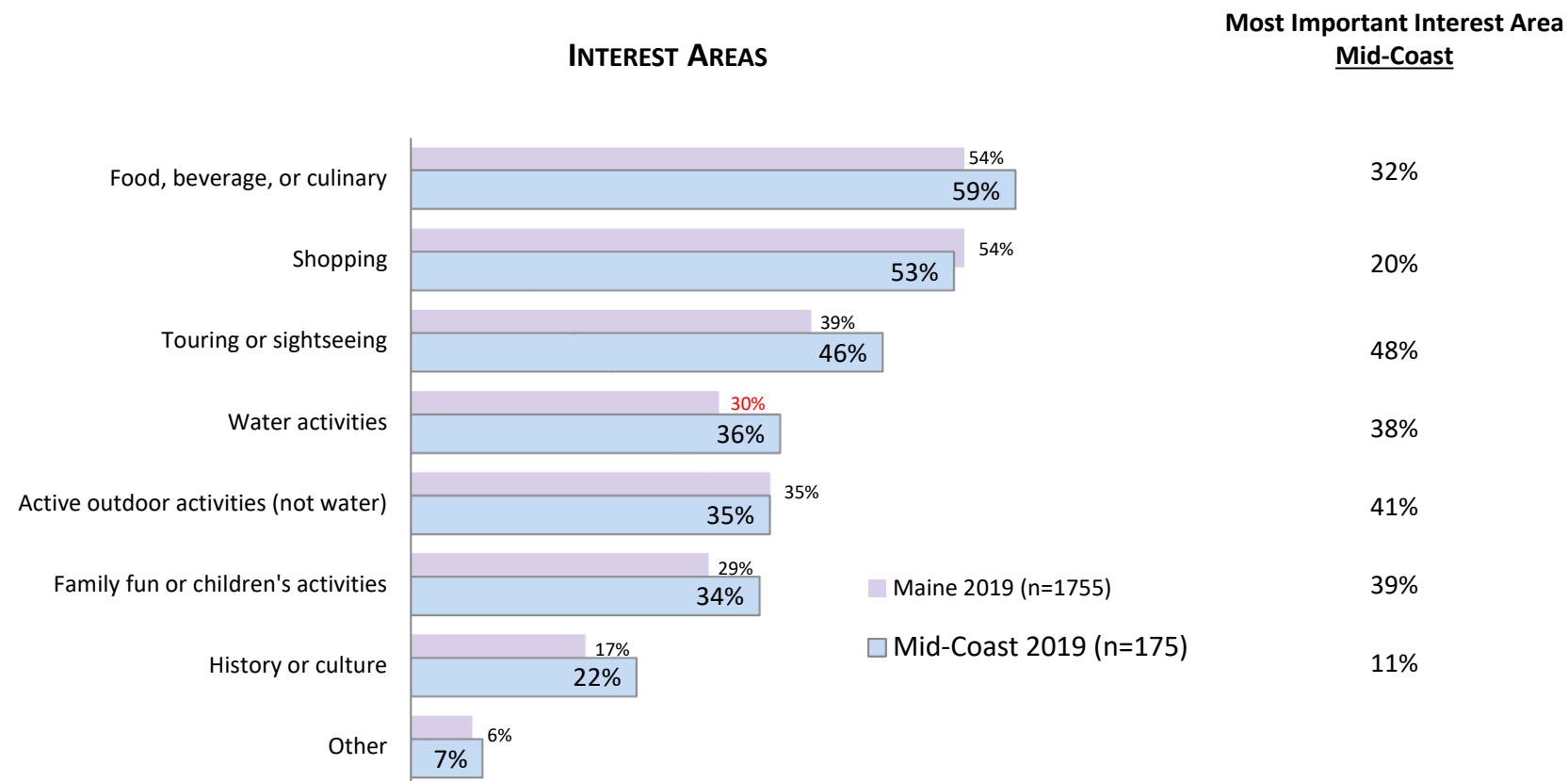


What was the primary purpose of your most recent day leisure trip in Maine?

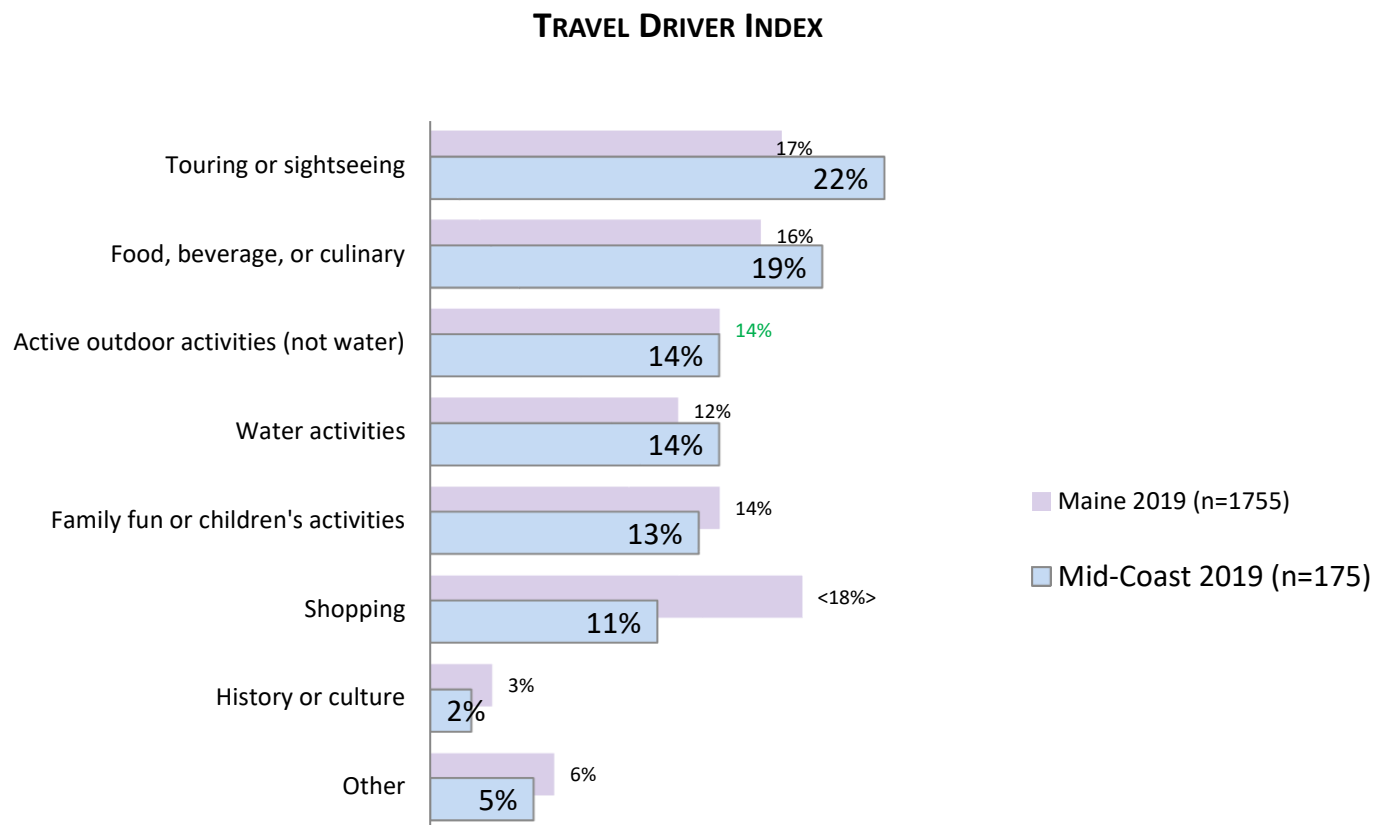
PRIMARY PURPOSE OF LEISURE DAY TRIP



Which interest areas did you want to pursue during this trip to Maine? 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

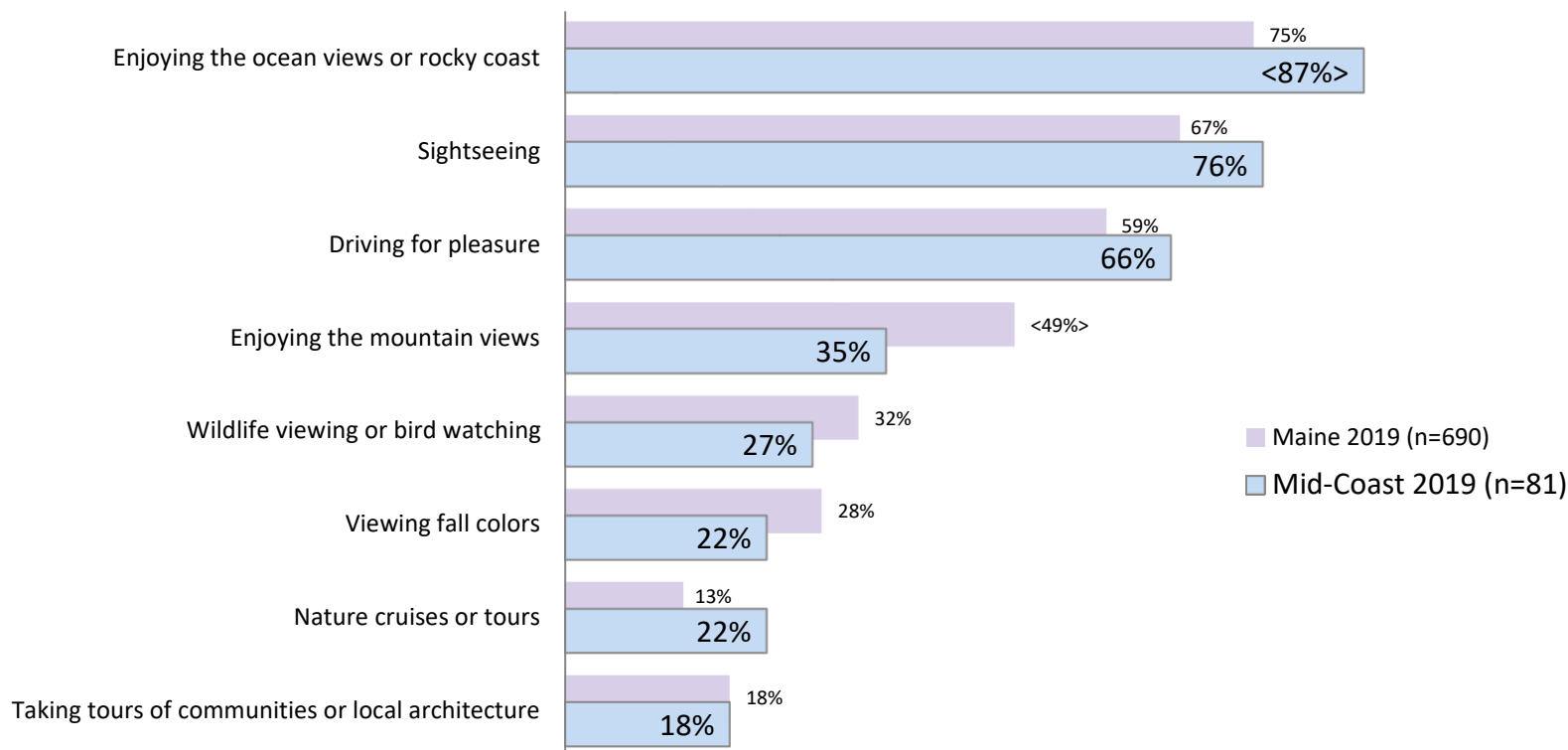


In which of the following activities did you participate during this trip?

Touring, Sightseeing

TOURING OR SIGHTSEEING ACTIVITIES

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

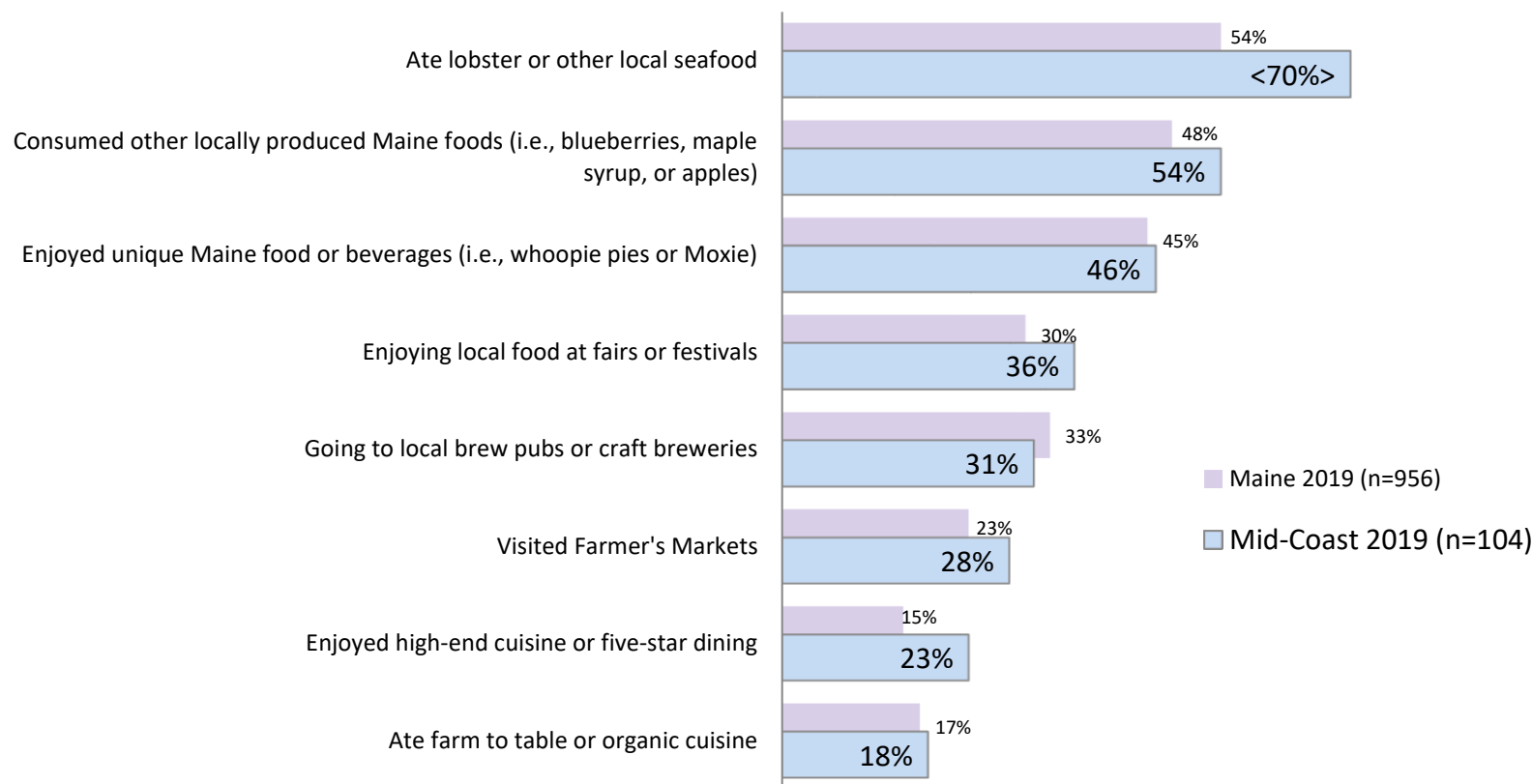


In which of the following activities did you participate during this trip?

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)

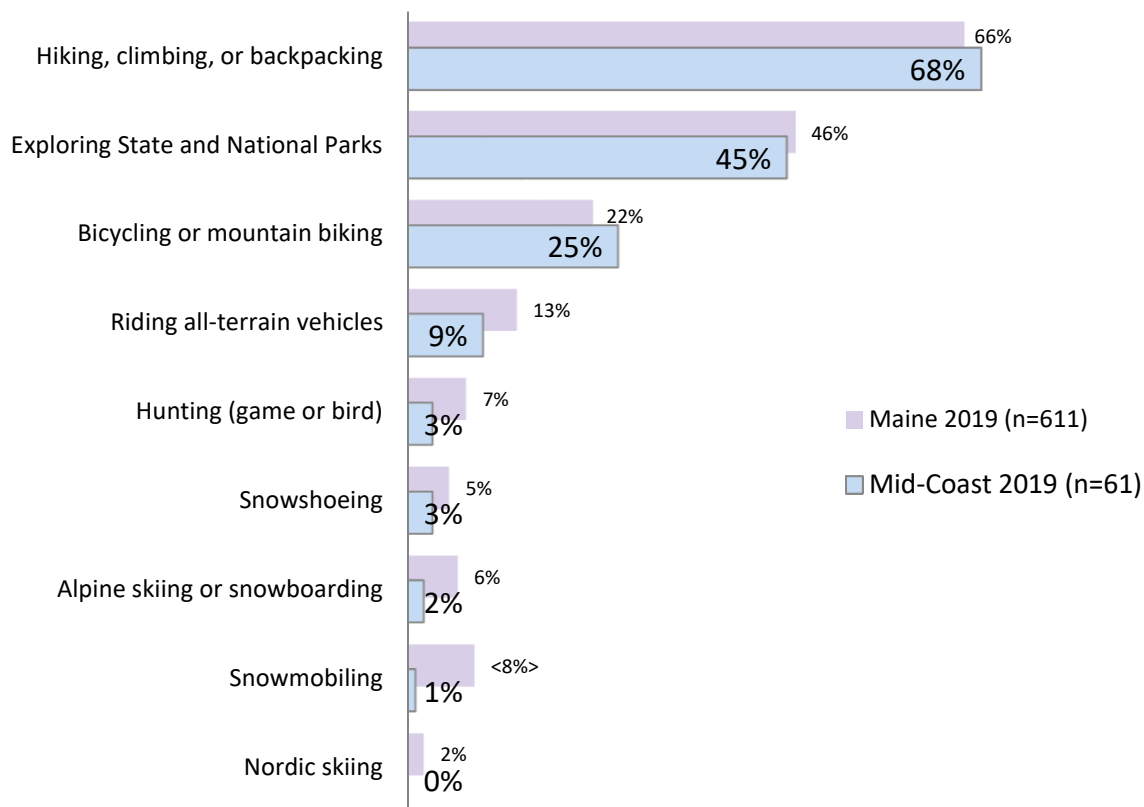


In which of the following activities did you participate during this trip?

Active Outdoor (non-water)

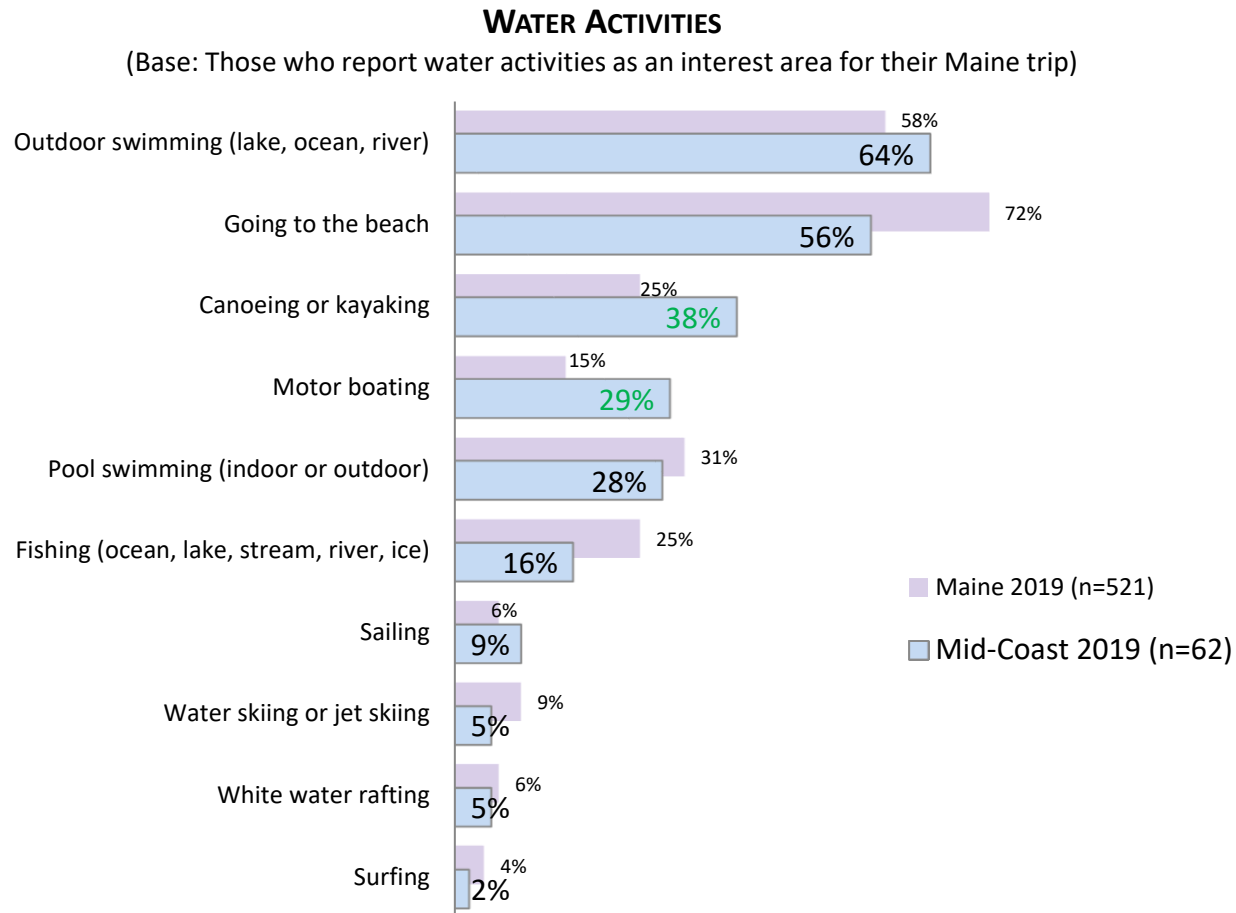
ACTIVE OUTDOOR ACTIVITIES – NON-WATER

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



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

Water Activities



Q20. Please check all that apply.

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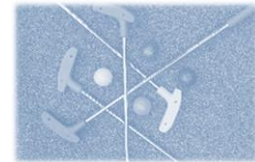
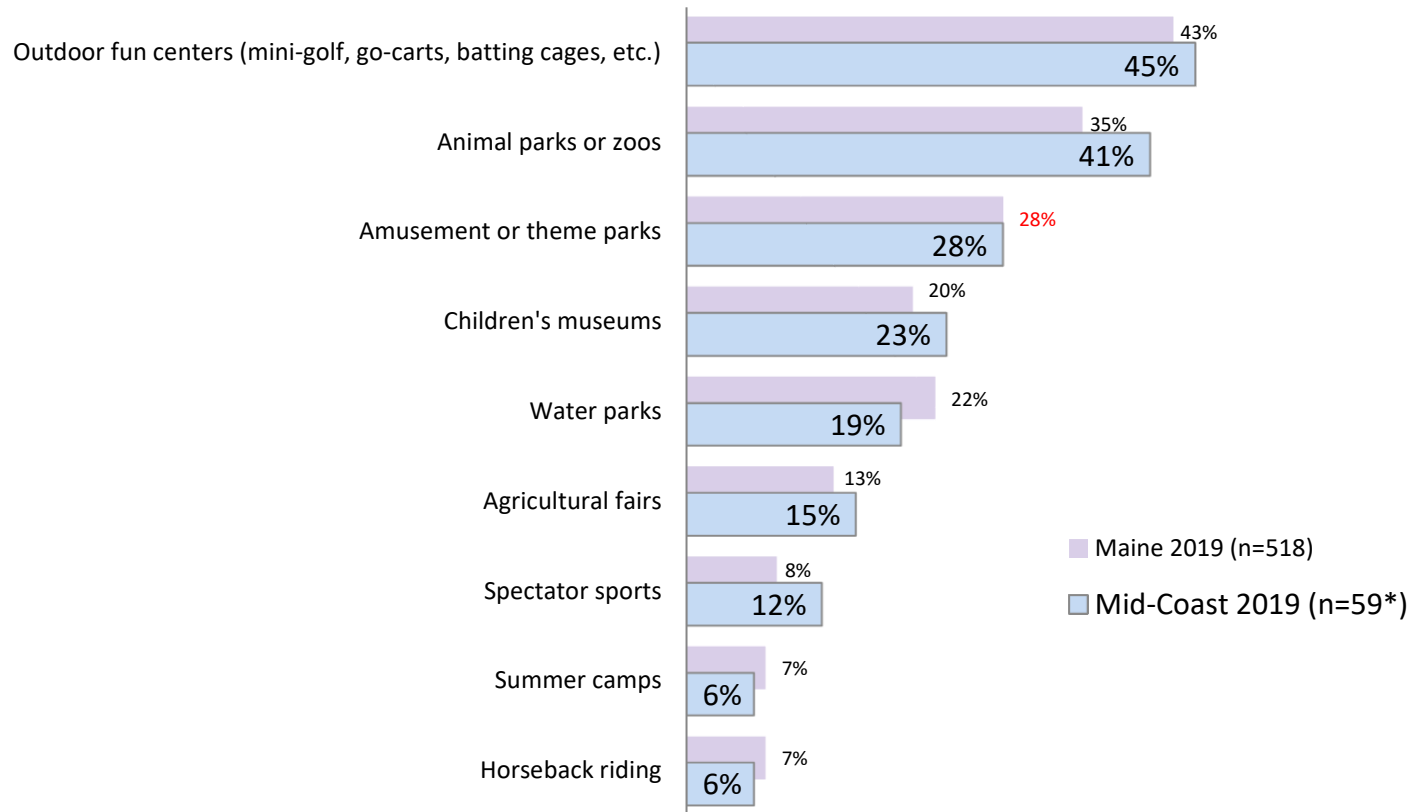
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In which of the following activities did you participate during this trip?

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)

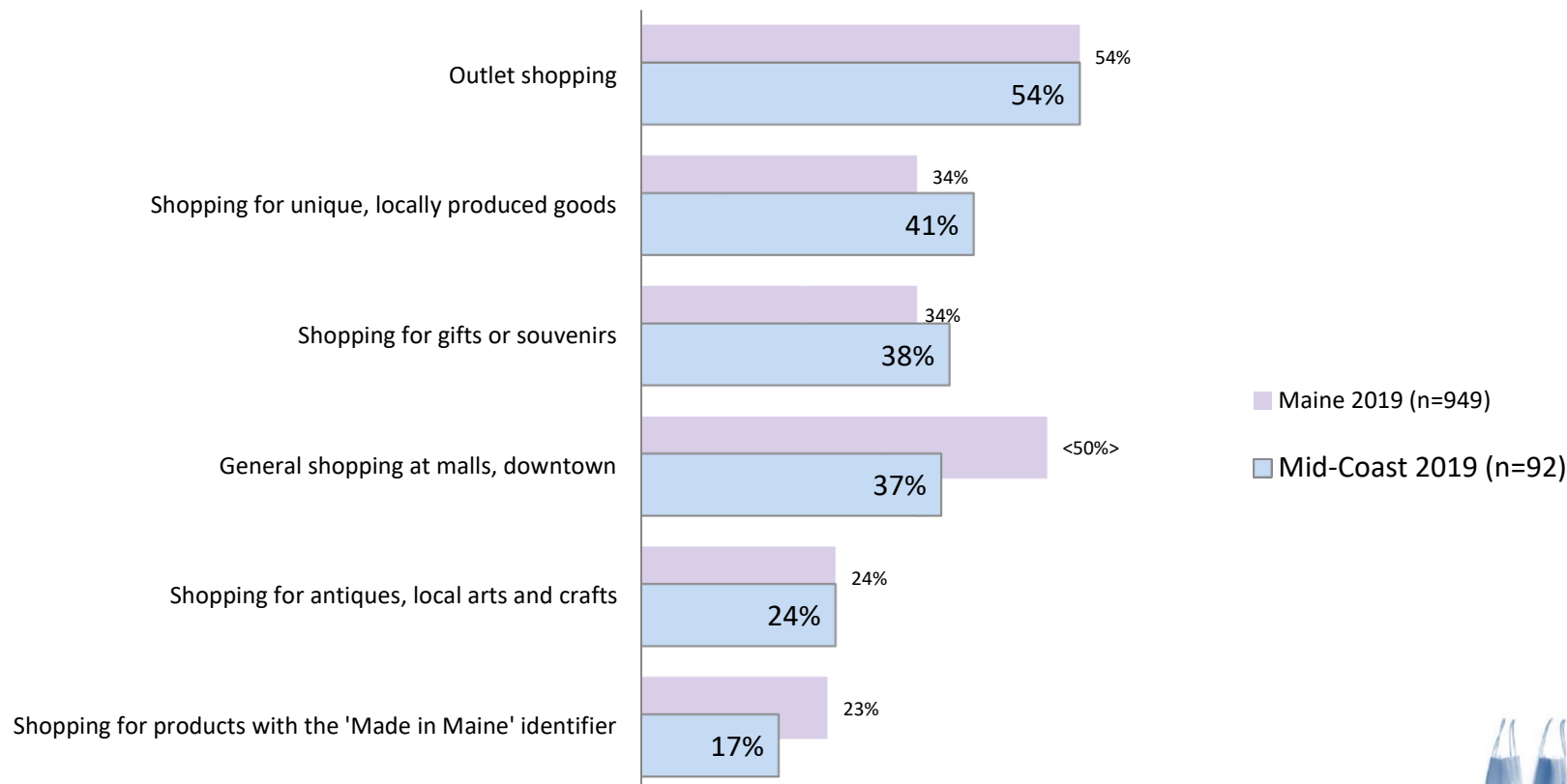


In which of the following activities did you participate during this trip?

Shopping

SHOPPING ACTIVITIES

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



Q20. Please check all that apply.

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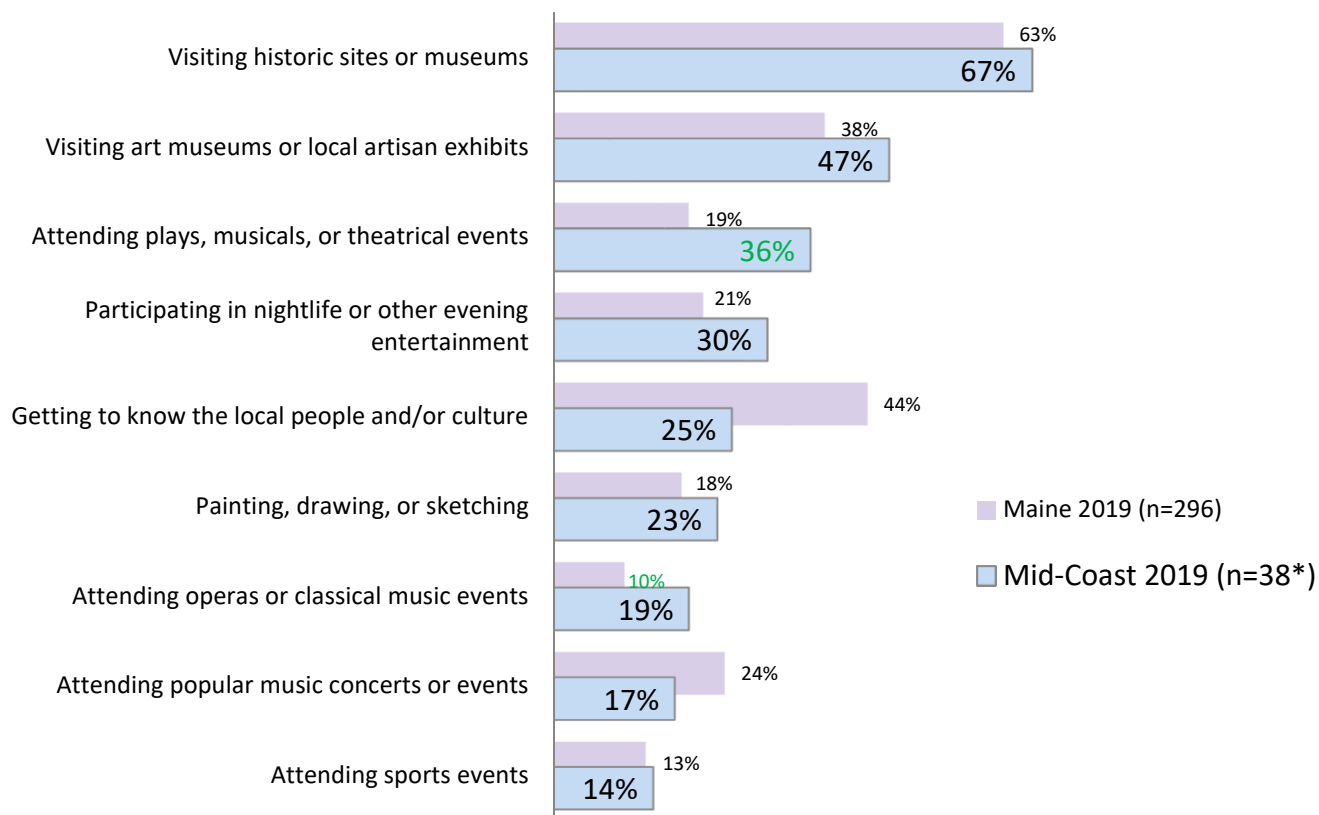
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In which of the following activities did you participate during this trip?

History, Culture

HISTORY OR CULTURE ACTIVITIES

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



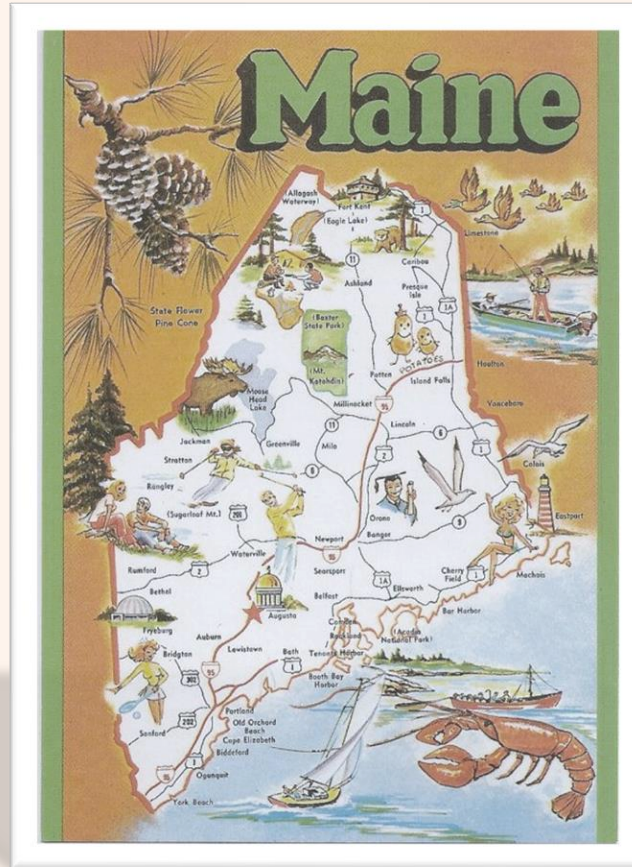
What specific attractions or locations did you visit in the region?

% VISITING ATTRACTION (n=175)

TOP ATTRACTIONS		OTHER ATTRACTIONS*	
40%	Boothbay Harbor	9%	Reid State Park
16%	Coastal Maine Botanical Gardens	9%	Owl's Head Transportation Museum
16%	Pemaquid Point Lighthouse	8%	Monhegan Island
15%	Popham Beach	8%	Owls Head State Park
12%	Fort Knox	8%	Farnsworth Art Museum and Wyeth Center
12%	Maine Lighthouse Museum	6%	Chocolate Church Arts Center
12%	Boothbay Railway Village	6%	Maine Beer Trail
11%	Moody's Diner	5%	Common Ground County Fair
11%	Fort Popham	5%	Penobscot Marine Museum
10%	Maine State Aquarium	5%	Monkey C, Monkey Do
10%	Bowdoin College Museum of Art	5%	Camden Snow Bowl
10%	Camden Hills State Park		

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

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 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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