Maine Office of Tourism

Visitor Tracking Research

2019 Annual Report

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Maine
VisitMaine.com

Prepared by:

dpa
providing direction in travel & tourism
A Division of DRI

2019 Annual Report

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2019 HIGHLIGHTS

2019 HIGHLIGHTS

2019 was a healthy year for travel to Maine, especially regarding overnight visitation.

The Big Picture:

- The historically low U.S. unemployment rate likely helped contribute to an increase in overnight travel nationwide and for the state, with similar increases in business and leisure travel. Data suggest a 6.4% year-over-year increase in overnight visitation to Maine, with an estimated total of almost 22 million visitors. Day travel to Maine was stable from 2018 to 2019, with an estimated 24.5 million visitors. Together, travelers to Maine spent an estimated $6.5 billion in 2019 – a 4.6% increase for the year.

- Information and service sharing continue to influence travel, both before and during trips, as mobile apps and sharing networks gain popularity (especially within the lodging and transportation categories). 2019 saw significant increases in the use of Airbnb, VRBO, Uber and Lyft. Use of Twitter, airline websites and Vimeo also increased. Mobile, social, sharing: these technology trends are making travel more accessible and services more competitive.

- Attributes attracting visitors to Maine continue to focus on nature (scenery, outdoor activities, wildlife, parks, coast/beach and mountains, peacefulness), food and shopping. Overall, 2019 weather conditions cooperated with travelers, except for the extremely wet months of January and April. The cost of travel increased modestly for the year; the Canadian Exchange Rate dropped.

- Taken together, these broad elements support the findings of increases in spending on lodging, restaurant/food and transportation spending, and a slight drop in retail spending among visitors to Maine in 2019.

2019 HIGHLIGHTS (continued)

Specific Trends:

- 2019 saw a 12-year high in travel party size and the proportion of visitors traveling with children among Overnight travelers.
- 2019 saw a 12-year high in the proportion of First-time visitors in both Overnight and Day visitation.
- 2019 saw a year-over-year increase in Overnight visitors flying to Maine and staying in paid accommodations.

Focusing on Overnight Visitors:

- In 2019, proportionately more overnighters originated from the Mid-Atlantic states and Canada (and less from New England) – with notable increases from PA, NJ and Quebec – compared to 2018. Interestingly, there was an increase in Repeat Visitors from the Mid-Atlantic region.
- While the Maine Beaches, Downeast Acadia and Maine Highlands regions continue to be top destinations, the Maine Lakes & Mountains region saw an increase in overnight visitation. Also, the Mid-Coast region saw an increase in overnight business visitors.
- Trip interests and activities largely remained stable. 2019 did see a declining interest in pleasure drives and museum visits, but an increase in attending sporting events and participation in a few water activities. This may be related, in part, to the age of overnighters dropping to 38 years (on average) and a higher proportion of male travelers.
- In keeping with its rising popularity in the foodie culture, 2019 saw a significant increase in the percentage of overnighters saying Maine exceeded their expectations on the availability of fine dining.

2019 HIGHLIGHTS (continued)

Focusing on Day Visitors:

- As with prior years, a majority of day visitors in 2019 originated from Massachusetts or within the state of Maine.
- 2019 saw a decline in the proportion visiting the Maine Beaches region for the day. The reallocation of these visitors was spread across the other regions with no single region seeing a large uptick. We did see an increase in those defined as "Social Sophisticates" visiting the Greater Portland region for the day.
- There was a corresponding year-over-year decline in day visitor trips being driven by water-related activities. There was also reduced interest in going to Amusement/Theme Parks.

Focusing on Maine Residents vs. Non-Residents

- Only 5% of our Overnight travelers in 2019 were Maine residents, accounting for about 1 Million of the total 21.8 Million overnighters on a tourism-related trip. The bulk of overnighters (20.8 Million) were from a non-Maine core advertising market.
- As expected, the proportion of in-state travelers increases for Day visitation. Of the total 24.6 Million daytrippers in 2019, an estimated 9.1 were Maine residents whereas 15.5 Million were from other New England and Canadian locations within a 100-mile radius.
- Among non-residents, a majority of those visiting from the U.S. (roughly two-thirds) report they would consider moving to Maine full-time, as a second-home for vacations, or to retire. Canadian visitors – who were generally less satisfied with their trip across most metrics – were less inclined to consider this.

2019 HIGHLIGHTS (continued)

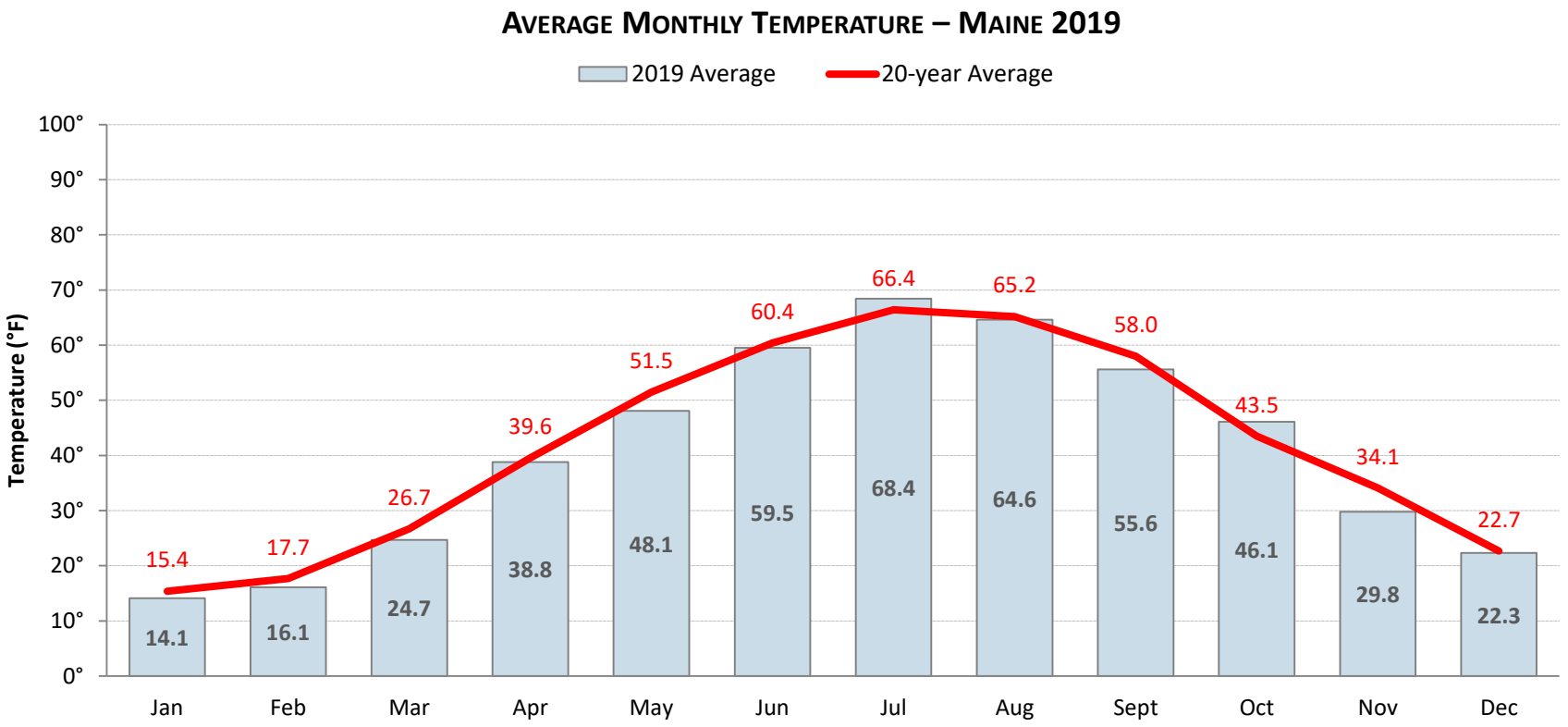
Other Things to Watch:

- Trip satisfaction, likelihood to recommend Maine as a destination, and plans to return to Maine remain high. Kennebec and Maine Highlands saw an increase in daytrippers likely to recommend the regions.
- For both Overnight and Day visitors, there were modest declines in those selecting various personality attributes to describe Maine (for example: inspiring, real, natural, family-oriented, enthusiastic) yet no obvious increases in other assigned attributes. It will be critical for Maine to further strengthen its brand – to remain special in the minds of travelers as offering unique, accessible activities in an exceptional environment.
- Compared to 2018, there was a significant drop in Day visitors describing Maine as "welcoming locals who make visitors feel comfortable." Addressing the longstanding issue of bringing together locals and tourists in a reciprocally positive relationship continues to be essential.

2019
IN CONTEXT

2019 Average Monthly Temperatures in Maine

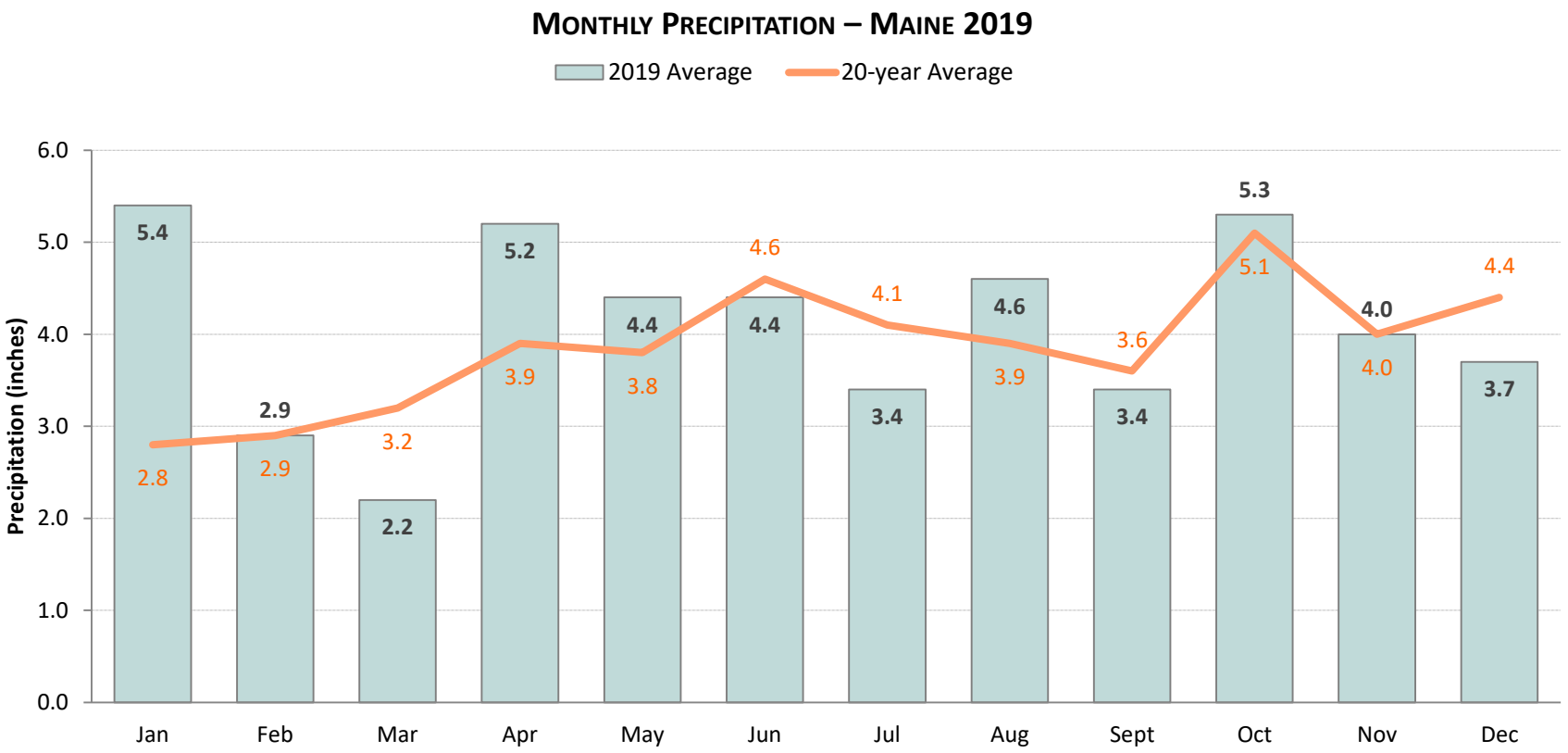
Most months were cooler than average, with the exceptions of July and October.



Data source: NOAA.gov

2019 Average Monthly Precipitation in Maine

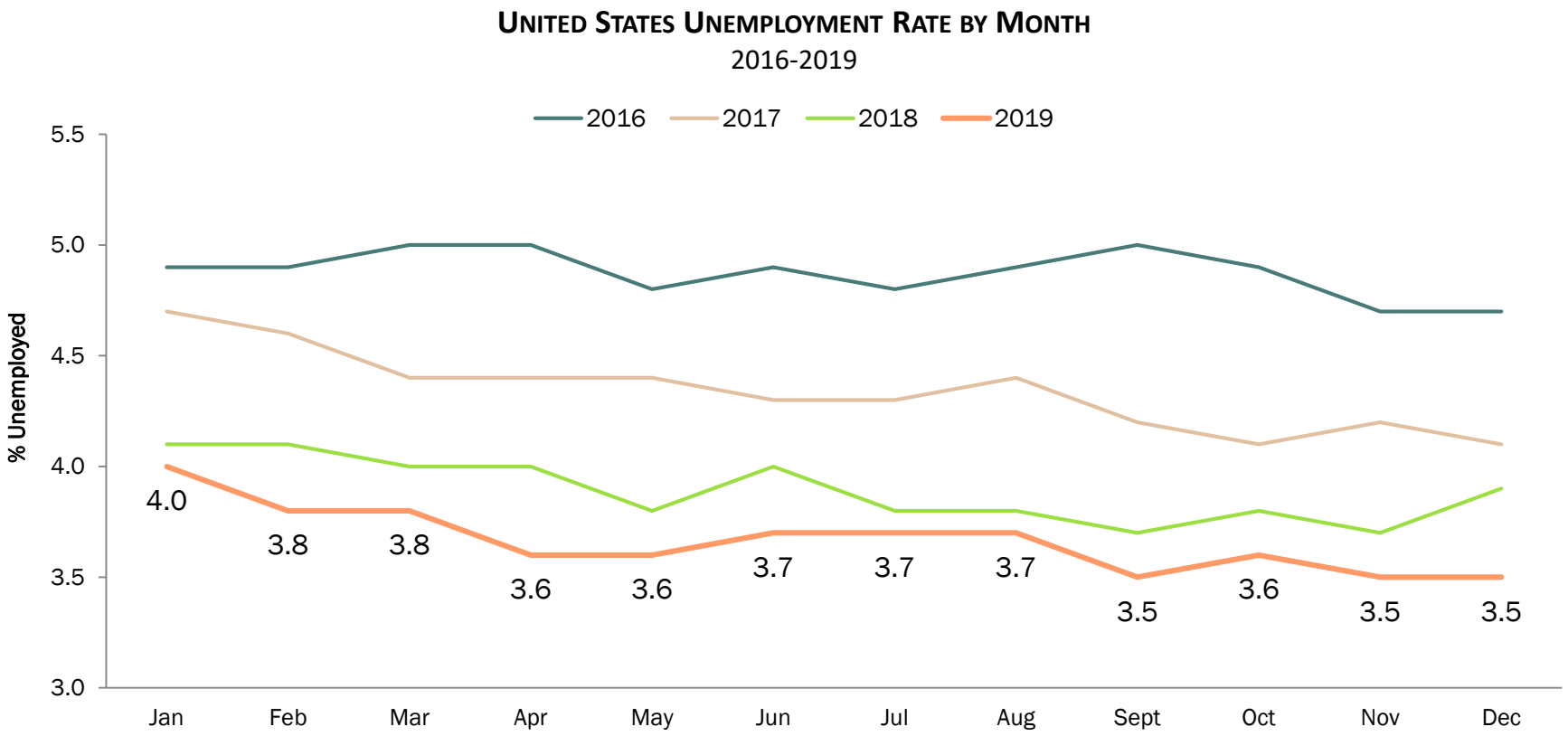
Some variations from the norm: wetter in January & April, drier in March, July & December.



Data source: NOAA.gov

U.S. Unemployment Rate, Past Four Years

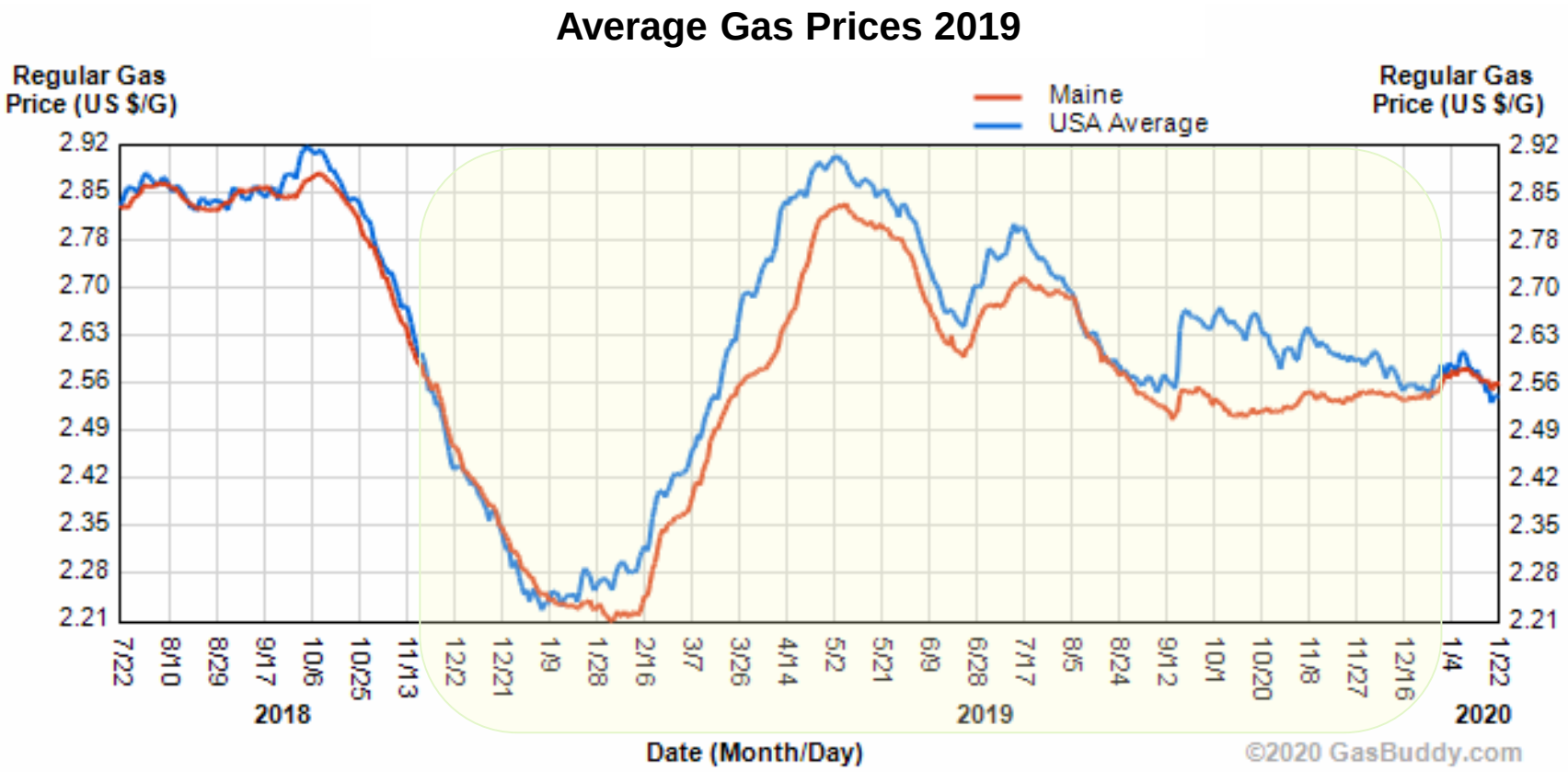
Steady drop in overall annual averages: 2016 = 4.9/ 2017 = 4.3/ 2018 = 3.9/ 2019 = 3.7



Data source: *U.S. Bureau of Labor Statistics, www.bls.gov*

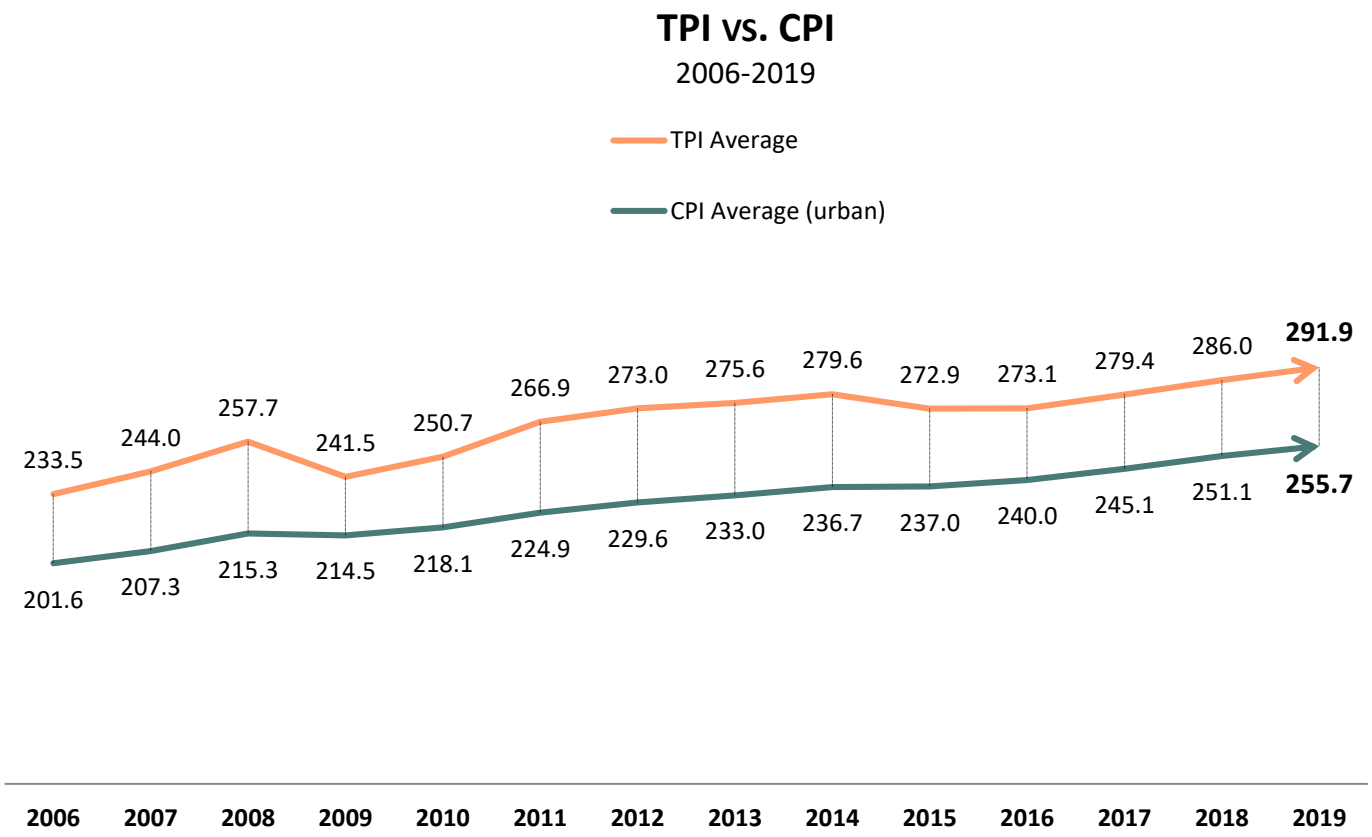
2019 Gas Prices

Average price in Maine in 2019: $2.66/gallon.



Trend in Travel Price Index and Consumer Price Index

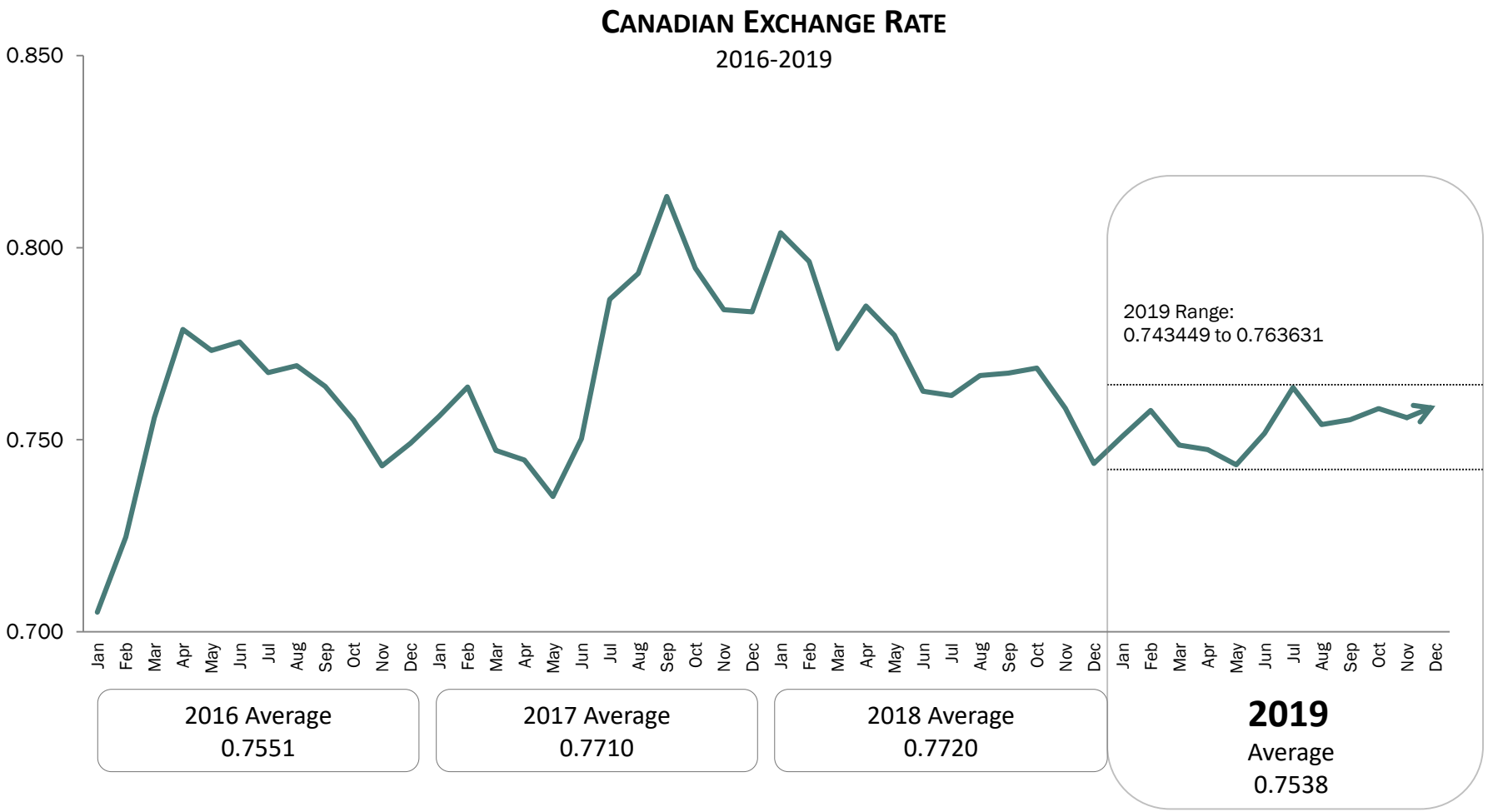
Cost of travel continues to steadily rise, in tandem with the cost of living since 2016.



*"Developed by the U.S. Travel Association, the Travel Price Index (TPI) measures the seasonally unadjusted inflation rate of the cost of travel away from home in the United States. The TPI is based on U.S. Department of Labor price data collected for the monthly Consumer Price Index (CPI). The TPI is released monthly and is directly comparable to the CPI." - **Source: U.S. Travel Association**

Canadian Dollar Exchange Rate

The Canadian dollar value remained low relative to the U.S. dollar and fluctuated in a very narrow range.



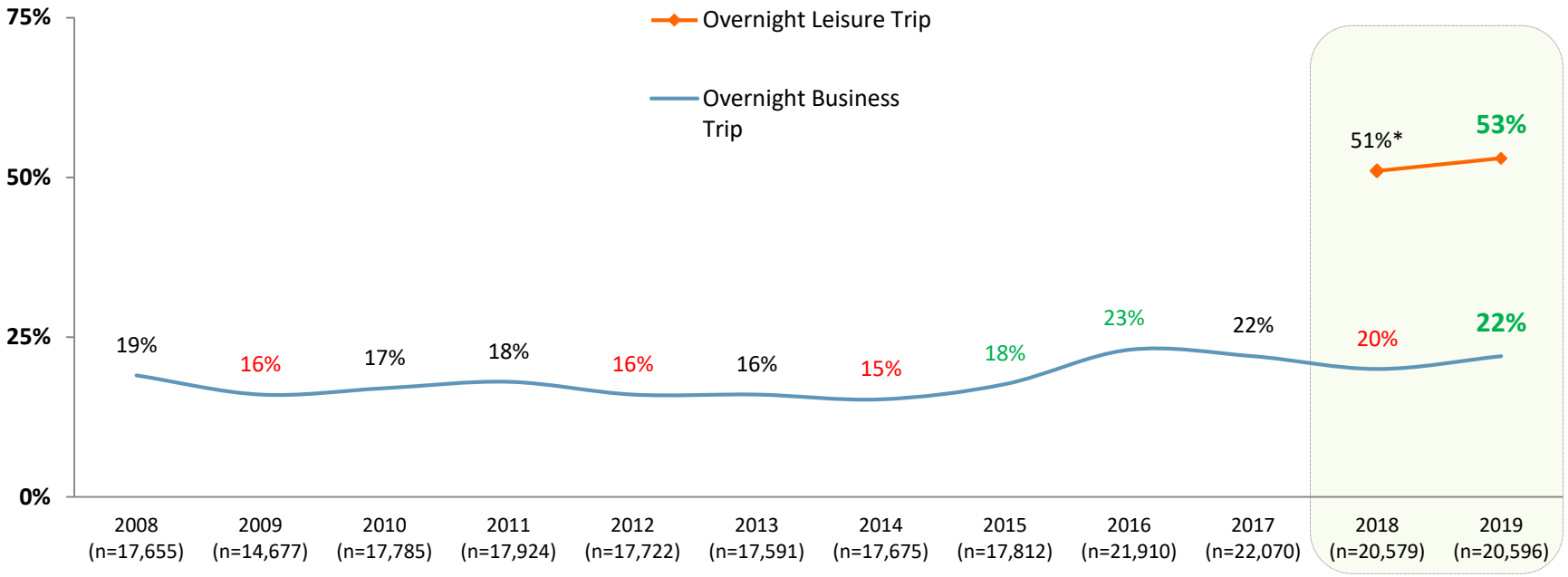
Data source: X-rates.com

SUMMARY
TRAVEL STATISTICS

American Leisure and Business Travel across years

2019 saw a significant increase in overnight business and leisure travel from 2018.

Proportion of Americans Taking a Trip*



** In 2018, data collection was modified from previous years to measure only leisure travel and business travel, eliminating the separate category of Visiting Friends or Relatives (VFR) travel. Therefore, leisure travel proportions are not directly comparable to prior years' data, as they now include travel to visit friends and relatives.*

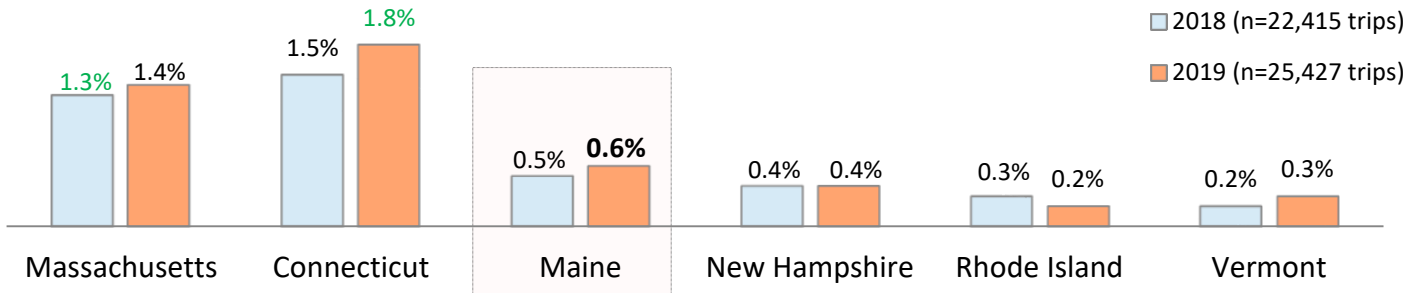
Nat'l Omnibus Q1. During the past four weeks, how many times have you taken a trip on which you spent at least one night away from home for either business, visiting friends/relatives, or leisure?

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

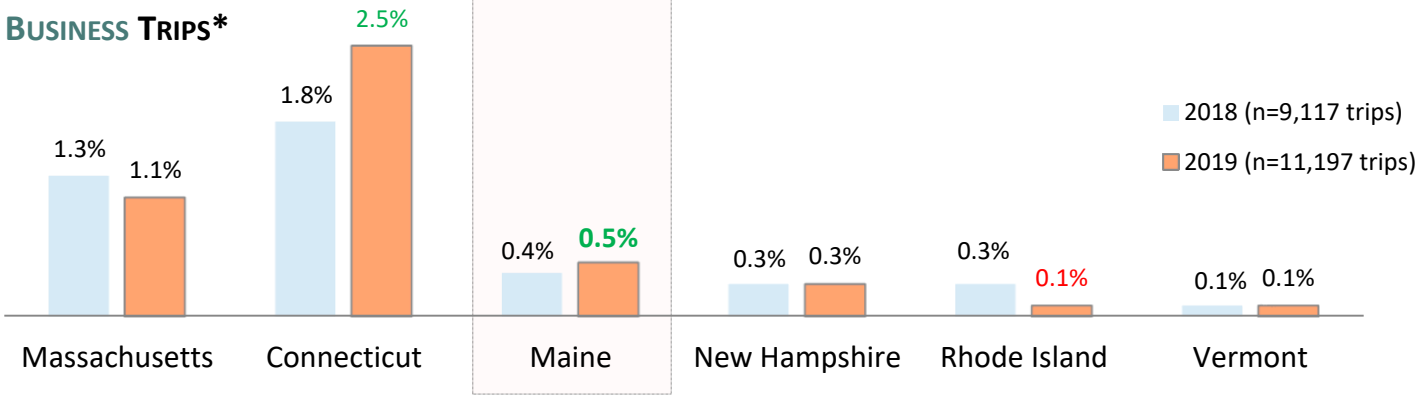
MAINE TRAVEL MARKET SHARE

Maine benefitted from 2019's increase in overnight travel.

OVERNIGHT LEISURE TRIPS*



OVERNIGHT BUSINESS TRIPS*



**Percentages shown for each state represent the share of total trips taken in 2018.*

MAINE OVERNIGHT VISITATION

OVERNIGHT visitation increased 6.4% in the past year to nearly 22 million visitors.

TOURISM-RELATED OVERNIGHT VISITATION*

[M=Million; K=Thousands]

	2018 Total	2019 Total	% change 2018-2019	2019 Leisure	2019 Business
NET Visitors	**20.52 M**	**21.83 M**	**6.4%**	**20.15 M**	**1.68 M**
Winter	3.63 M	3.36 M	-8.0%	3.06 M	304 K
Summer	11.00 M	12.01 M	11.3%	11.16 M	848 K
Fall	5.90 M	6.47 M	6.4%	5.94 M	530 K
NET Trips	**6.72 M**	**7.08 M**	**5.3%**	**6.52 M**	**552 K**
Winter	1.21 M	1.20 M	-1.0%	1.09 M	115 K
Summer	3.50 M	3.67 M	6.4%	3.42 M	252 K
Fall	2.01 M	2.21 M	7.2%	2.02 M	185 K

*For the purposes of visitation estimates, **only visitors on tourism-related trips are included**. This includes in-state and out-of-state residents for overnight travel. Tourism-related trips include:

- All leisure trips EXCEPT those for a funeral, family reunion, or class reunion.
- Business trips that are for a convention/conference/trade show or training/professional development.

MAINE DAY VISITATION

Daytime visitation remained stable at roughly 24.5 million visitors.

TOURISM-RELATED DAY VISITATION*

[M=Million; K=Thousands]

	2018 Total	2019 Total	% change 2018-2019	2019 Leisure	2019 Business
NET Visitors	**24.79 M**	**24.59 M**	**-0.8%**	**23.30 M**	**1.29 M**
Winter	2.74 M	2.88 M	3.3%	2.61 M	266 K
Summer	17.27 M	17.09 M	-0.7%	16.40 M	687 K
Fall	4.78 M	4.63 M	-3.3%	4.29 M	335 K
NET Trips	**8.71 M**	**8.45 M**	**-3.0%**	**7.98 M**	**471 K**
Winter	1.01 M	1.11 M	9.0%	1.01 M	106 K
Summer	5.98 M	5.67 M	-4.9%	5.44 M	231 K
Fall	1.72 M	1.66 M	-3.2%	1.53 M	134 K

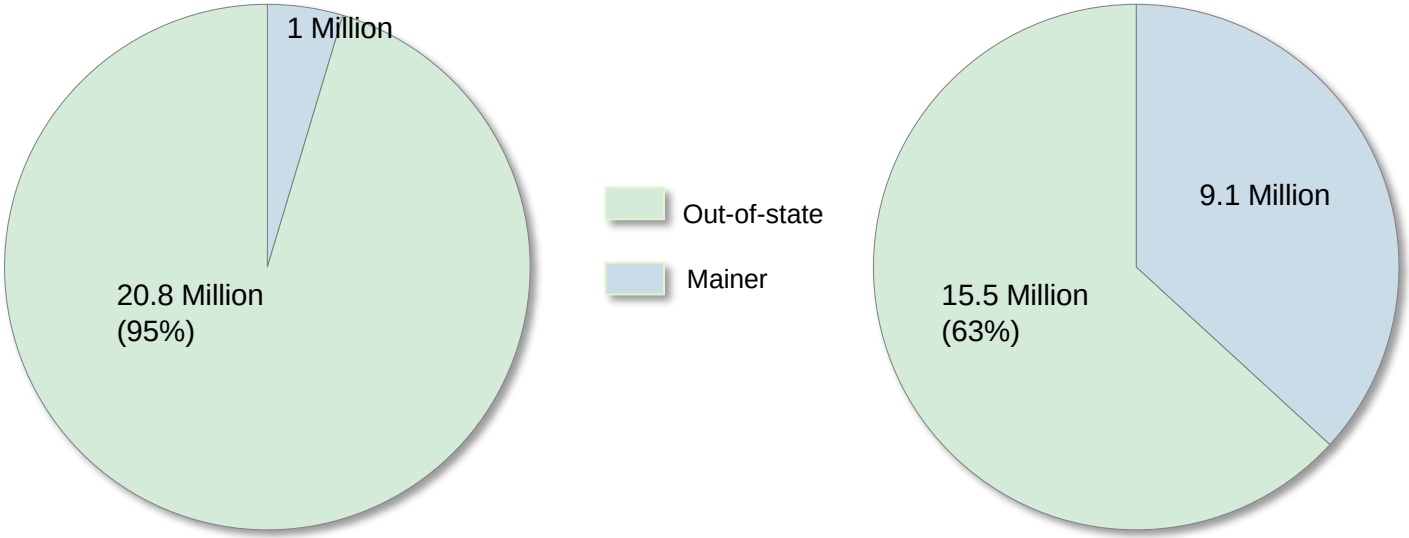
*For the purposes of visitation estimates, **only visitors on tourism-related trips** are included. This includes in-state and out-of-state residents for day travel. Tourism-related trips include:

- All leisure trips EXCEPT those for a funeral, family reunion, or class reunion.
- Business trips that are for a convention/conference/trade show or training/professional development.

2019 Tourism Visitation: Out-of-State vs. Maine Residents

Overnight visitors were largely from out-of-state compared to about 2/3 of Day visitors.

2019 Total (Millions)	46.4
Out-of-State Residents	36.3
Maine Residents	10.1



Overnight Visitors 2019
21.8 Million

Day Visitors 2019
24.6 Million

Overnight Visitor Spending

In 2019, overnight visitors spent almost $1,100, on average, while in Maine.

Average Trip Spending per Travel Party – Overnight Visitors*

Overnight Travel Spending:	2018 Total (n=2901)	2019 Total (n=2916)	2019 Leisure (n=2085)	2019 Business (n=831)
Total Net Spending	$1030	$1076	$1002	$1267
Lodging	**$525**	$563	$501	$703
% of travelers spending	*82%*	*85%*	*83%*	*92%*
Food	**$251**	$252	$251	$256
% of travelers spending	*96%*	*96%*	*97%*	*94%*
Retail Goods	**$207**	$201	$197	$212
% of travelers spending	*75%*	*72%*	*73%*	*71%*
Transportation	**$157**	$159	$146	$195
% of travelers spending	*91%*	*91%*	*93%*	*84%*
Recreation	**$129**	$131	$131	$130
% of travelers spending	*54%*	*53%*	*52%*	*57%*

**Reported figures represent the average amount of money spent per travel party, excluding parties who did NOT spend money in that expenditure category.*

Q38. Please tell us the total amount of money you and your immediate travel party spent on this trip in Maine in each of the categories listed below.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 Visitor Spending

Visitors traveling to Maine for the day spent, on average, almost $290.

Average Trip Spending per Travel Party – Day Visitors*

Day Travel Spending:	2018 Total (n=1756)	2019 Total (n=1755)	2019 Leisure (n=1480)	2019 Business (n=275)
Total Net Spending	**$306**	$288	$278	$340
Retail Goods	**$123**	$116	$112	$139
% of travelers spending	*70%*	*70%*	*69%*	*74%*
Food	**$126**	$119	$115	$140
% of travelers spending	*96%*	*97%*	*97%*	*97%*
Recreation	**$73**	$74	$74	$75
% of travelers spending	*50%*	*47%*	*45%*	*59%*
Transportation	**$75**	$70	$68	$86
% of travelers spending	*97%*	*98%*	*98%*	*96%*

**Reported figures represent the average amount of money spent per travel party, excluding parties who did NOT spend money in that expenditure category.*

Q27. Please tell us the total amount of money you and your immediate travel party spent on this trip in Maine in each of the categories listed below.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

2019 Direct Tourism Expenditures in Maine

Tourism generated an estimated $6.5 billion dollars in Maine.

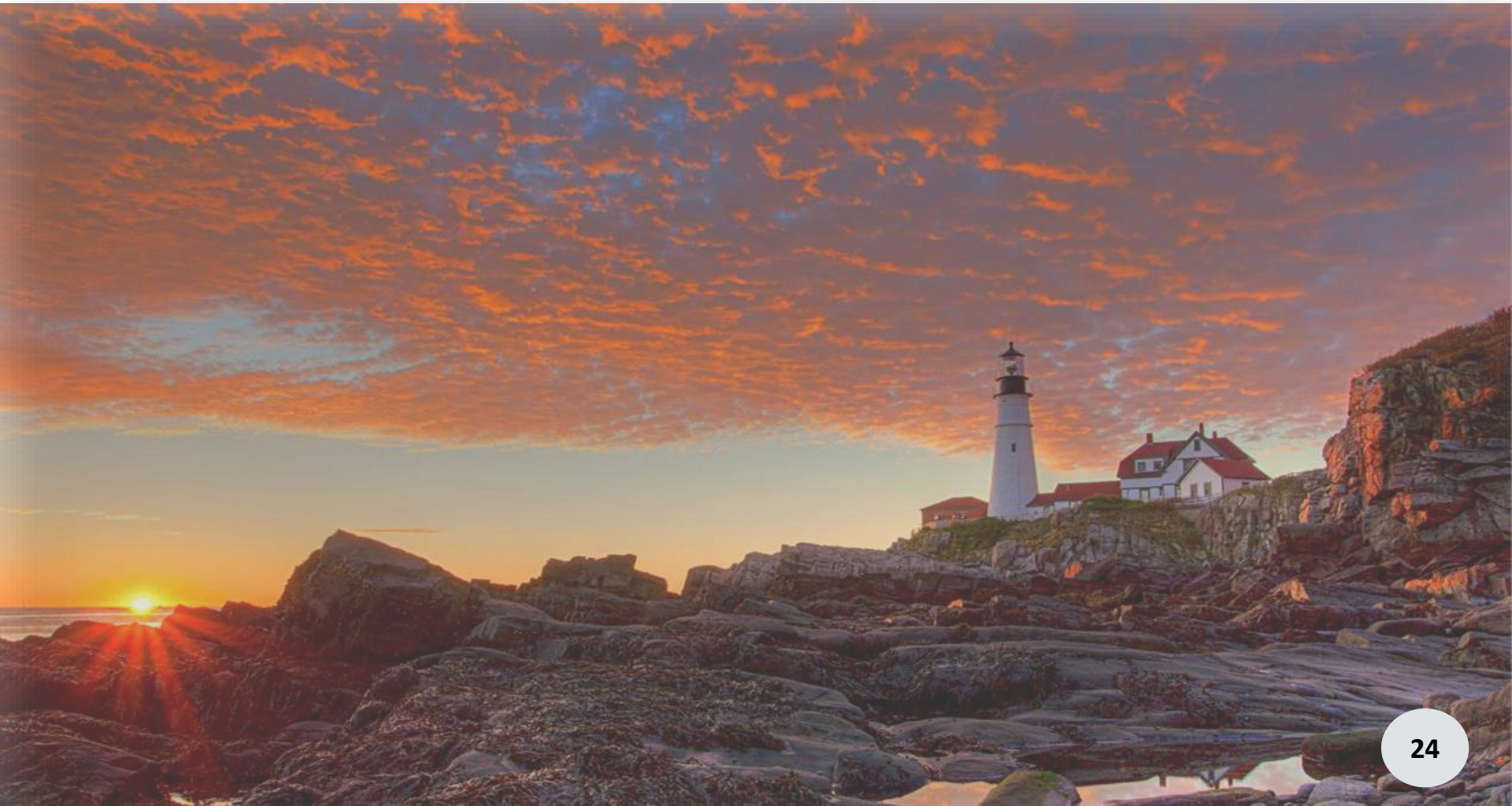
Direct Tourism Expenditures
Tourism-Related Trips
$ Millions

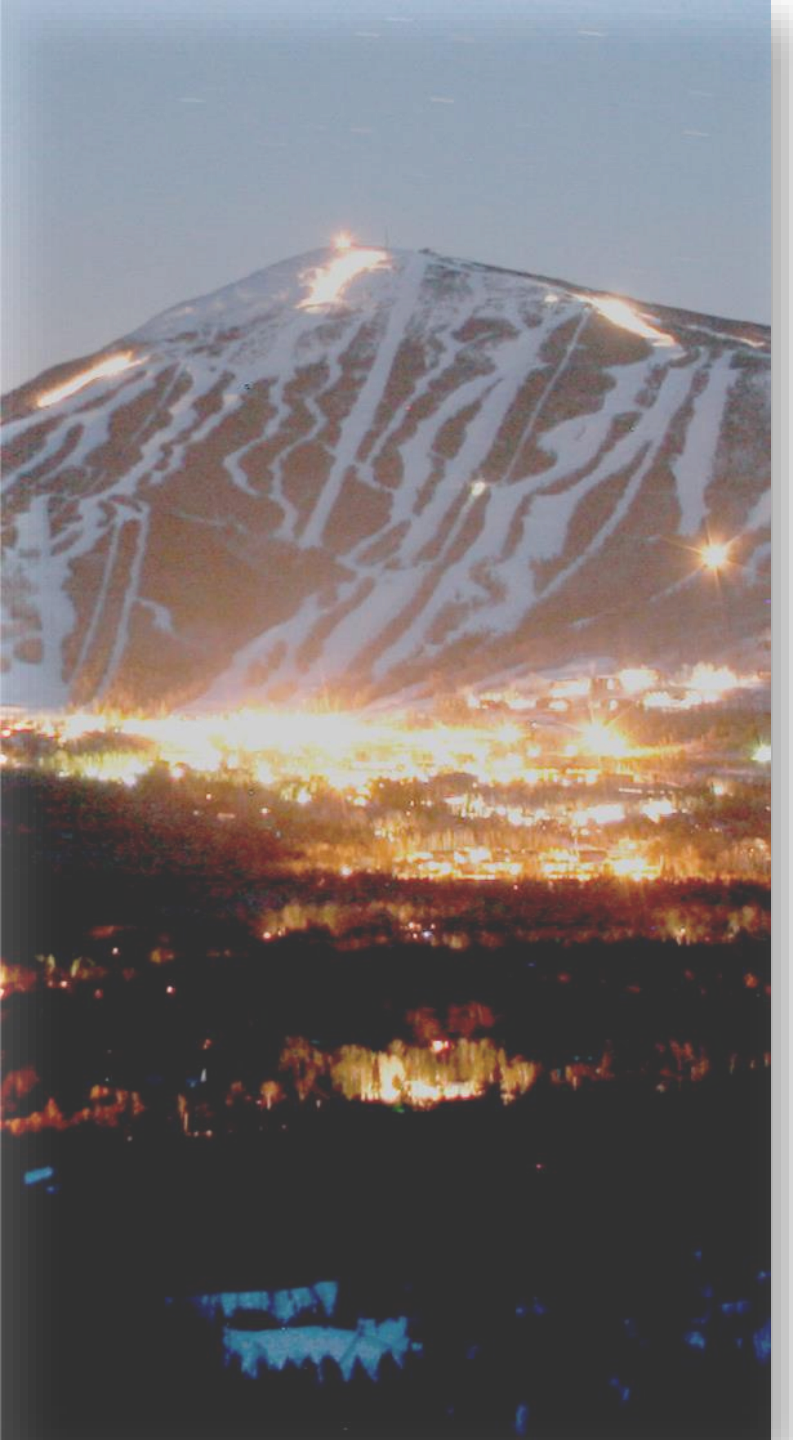
Direct Tourism Expenditures Tourism Related Trips*	Total 2018	Total 2019	Y/Y % Difference	2019 Seasons Winter	Summer	Fall
NET Spending	**$6,200**	**$6,490**	**4.6%**	**$1,010**	**$3,710**	**$1,770**
Lodging	$1,780	$1,940	9.0%	$300	$1,110	$530
Restaurant/Food	$1,640	$1,760	7.1%	$280	$1,010	$480
Retail Sales	$1,570	$1,530	-2.9%	$240	$870	$420
Recreation	$630	$660	4.3%	$100	$380	$180
Gasoline	$520	$540	3.6%	$80	$310	$150
Transportation	$50	$60	15.7%	$10	$30	$20

*For the purposes of expenditure estimates, visitors are defined as: **all overnight visitors plus all out-of-state day visitors, on tourism-related trips**.
Tourism-related trips include:

- All leisure trips EXCEPT those for a funeral, family reunion, or class reunion.
- Business trips that are for a convention/conference/trade show or training/professional development.

OVERNIGHT VISITORS





OVERNIGHT VISITOR TRIP PLANNING

When you were planning this recent trip in Maine, which of the following sources did you use?

Sources Used:	2019 TOTAL (n=2,916)	Leisure (n=2085) [a]	Business (n=831) [b]	Paid Accommodations (n=2207) [c]	Unpaid Accommodations (n=708) [d]
The Internet	65%	67% b	60%	69% d	53%
Friends/relatives/co-workers' advice	45%	48% b	38%	42%	55% c
Social Media such as Facebook, Twitter, etc.	27%	25%	33% a	28% d	23%
Travel planning apps	20%	16%	28% a	22% d	14%
Travel guides/brochures	18%	16%	23% a	20% d	14%
AAA	13%	12%	17% a	15% d	10%
Travel books	12%	8%	20% a	12%	10%
Travel magazines	11%	8%	21% a	12%	11%
Travel agent	10%	4%	23% a	10%	9%
Articles or travelogues	9%	7%	13% a	10% d	6%
State tourism office	8%	7%	11% a	9% d	5%
Local convention and visitors' bureaus	7%	4%	15% a	8% d	4%
Local Chambers of Commerce	4%	3%	7% a	4%	3%
Other	4%	5% b	2%	3%	7% c
AVERAGE # OF SOURCES CONSULTED	***2.5***	***2.3***	***3.1 a***	***2.6 d***	***2.2***

[Q21]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

Trip Planning Sources Used by Subgroup

➢ **Balanced Achievers**	3.0 sources	vs. 2.4 for Genuine Originals, 2.1 for Social Sophisticates
➢ **Mid-Atlantic residents**	2.8 sources	vs. 2.3 for Maine residents, 2.2 for New England residents
➢ **Visitors traveling w/children**	2.9 sources	vs. 2.4 for those traveling w/out children
➢ **First-time visitors**	2.9 sources	vs. 2.4 for repeat visitors
➢ **Summer visitors**	2.7 sources	vs. 2.4 for Fall and Winter

Also, the average number of sources used decreases with **age**….

35 years old	2.7 sources
35-44 years	2.6
45-54 years	2.3
55+	2.2

Q21. When you were planning this recent trip in Maine, which of the following sources did you use?
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

TREND: Trip Planning Sources Used across Years

Sources Used:	2019 (n=2,916)	2018 (n=2,901)	2017 (n=2,922)	2016 (n=2,909)	2015 (n=2,779)	2014 (n=2,930)	2013 (n=2,675)	2012 (n=2,497)	2011 (n=2,954)	2010 (n=2,992)	2009 (n=3,057)	2008 (n=3,320)
The Internet	**65%**	65%	64%	62%	65%	64%	64%	63%	65%	66%	66%	66%
Friends/relatives/co-workers' advice	**45%**	45%	45%	46%	44%	45%	34%	35%	42%	42%	43%	49%
Social Media	**27%**	27%	24%	24%	20%	18%	10%	8%	n/a	n/a	n/a	n/a
Travel planning apps	**20%**	16%	13%	15%	14%	11%	n/a	n/a	n/a	n/a	n/a	n/a
Travel guides/brochures	**18%**	16%	14%	17%	20%	17%	12%	13%	15%	14%	16%	15%
AAA	**13%**	12%	13%	16%	18%	16%	16%	18%	20%	20%	20%	21%
Travel magazines	**11%**	11%	7%	11%	13%	12%	9%	8%	8%	9%	9%	n/a
Travel Books	**12%**	11%	8%	12%	11%	10%	9%	8%	10%	10%	11%	13%
Travel agent	**10%**	8%	5%	7%	6%	5%	4%	0%	4%	6%	6%	5%
Articles or travelogues	**9%**	8%	5%	7%	8%	7%	7%	7%	7%	7%	8%	n/a
State tourism office	**8%**	9%	8%	11%	12%	11%	n/a	n/a	n/a	n/a	n/a	n/a
Contact local convention/visitors' bureaus	**7%**	8%	6%	7%	7%	6%	5%	5%	5%	5%	5%	4%
Contact local Chambers of Commerce	**4%**	5%	4%	4%	6%	5%	6%	0%	4%	4%	5%	4%

Q21. When you were planning this recent trip in Maine, which of the following sources did you use?
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Which of the following websites did you visit when planning this trip in Maine?

Top Websites Used Base: Visitors Who Used the Internet When Planning their Trip to Maine	2019 TOTAL (n=2,105)
TripAdvisor	41%
Google maps	39%
Online search engines	33%
VisitMaine.com	30%
Facebook	28%
Maine tourism region websites (NET)	27%
Booking websites	26%
Youtube	22%
Lodging/hotel/accommodation websites	20%
Google+	18%
Mainetourism.com	14%
Twitter	11%
Travel blogs	10%
Airline websites	10%

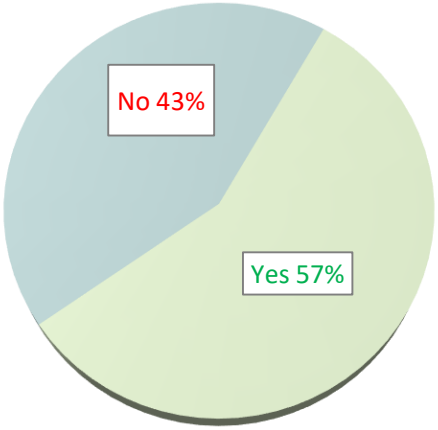
Other Websites Used Base: Visitors Who Used the Internet When Planning their Trip to Maine	2019 TOTAL (n=2,105)
DiscoverNewEngland.com	7%
LonelyPlanet	4%
Chambers of Commerce websites	4%
Convention and/or visitor bureau websites	4%
Vimeo	3%
Zagat	3%
Tripit	2%
Fodors	2%
Frommers	2%
Jetsetter	2%
igougo	1%
Other	3%

[Q22]

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

Which (if any) of the following peer-to-peer or shared networks did you use to book your lodging (Airbnb, VRBO, etc.) or transportation (Uber, Lyft, etc.)?

USED PEER-TO-PEER NETWORK
(n=2,916)



Peer-to-Peer Networks Used	2019 TOTAL (n=2,916)
Any (NET)	**57%**
For Lodging (NET)	**52%**
Airbnb	**30%**
VRBO (Vacation Rentals by Owner)	**9%**
One Fine Stay	**7%**
Flipkey	**4%**
Other lodging	**10%**
For Transportation (NET)	**48%**
Uber	**29%**
Lyft	**13%**
Sidecar	**4%**
Other transportation	**11%**

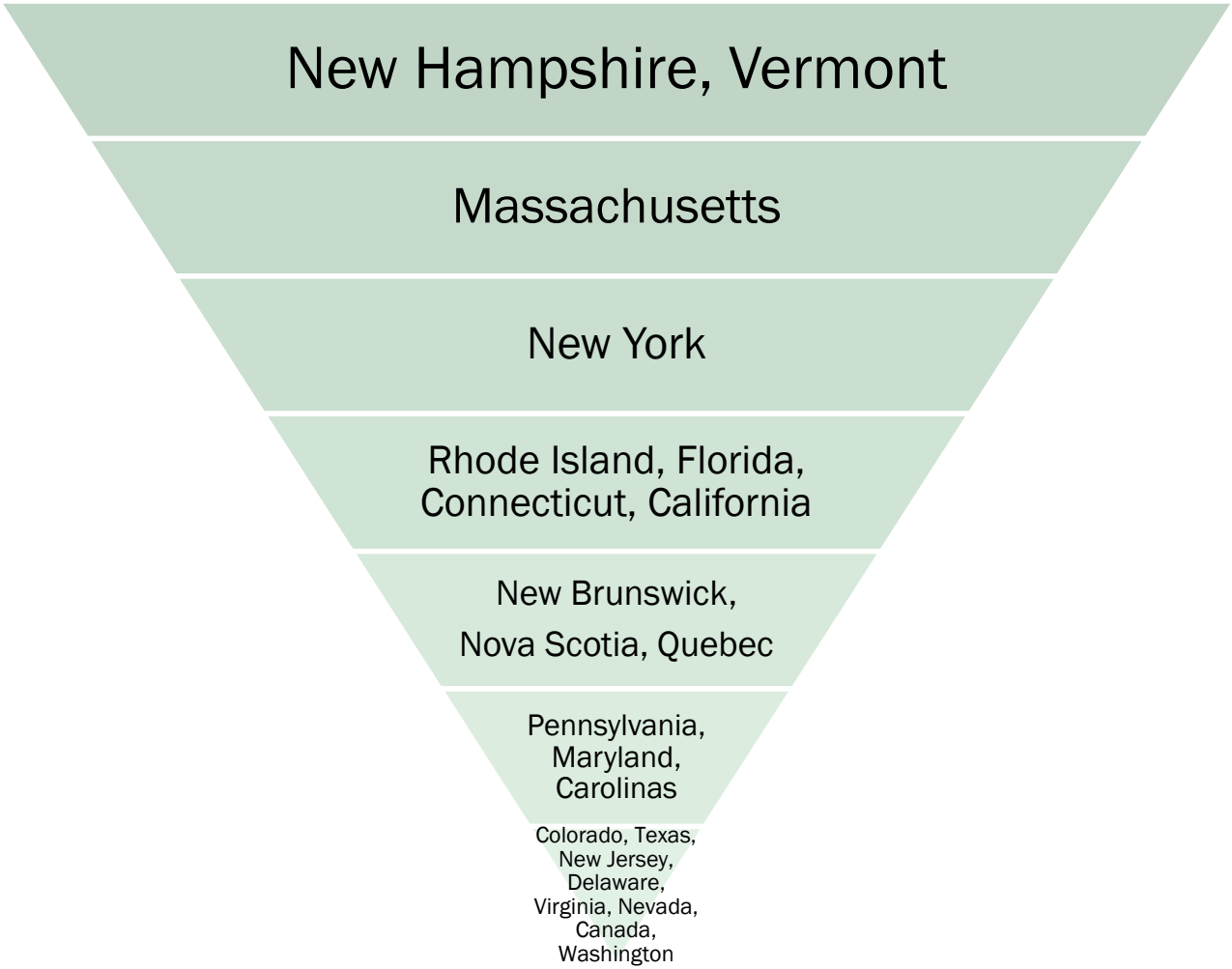
*Certain groups of travelers are more apt than their counterparts to **use shared networks**:*

- Travelers **younger than 55** years old
- Visitors from the **Mid-Atlantic** region
- **Balanced Achievers**
- **Business** travelers
- **First-time** visitors
- Travelers earning **$75K or more**

[Q23]

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

What other states or provinces, if any, did you consider for this specific trip?



[and a variety of other destinations each mentioned by less than 10 respondents]

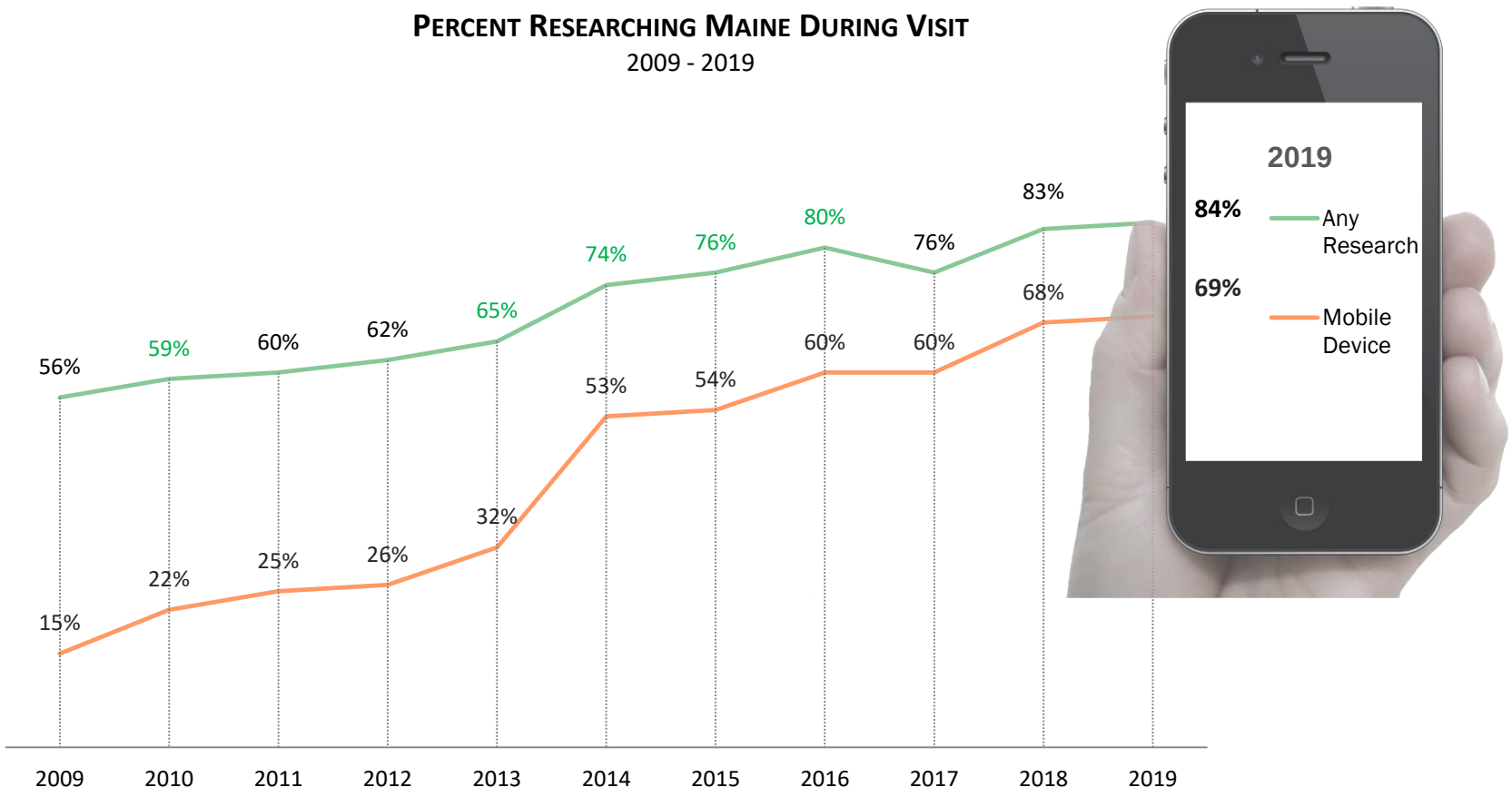
[Q16]

Thinking about all the places you could have chosen to visit on this trip, what specifically motivated you to choose Maine?

[Q17]

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

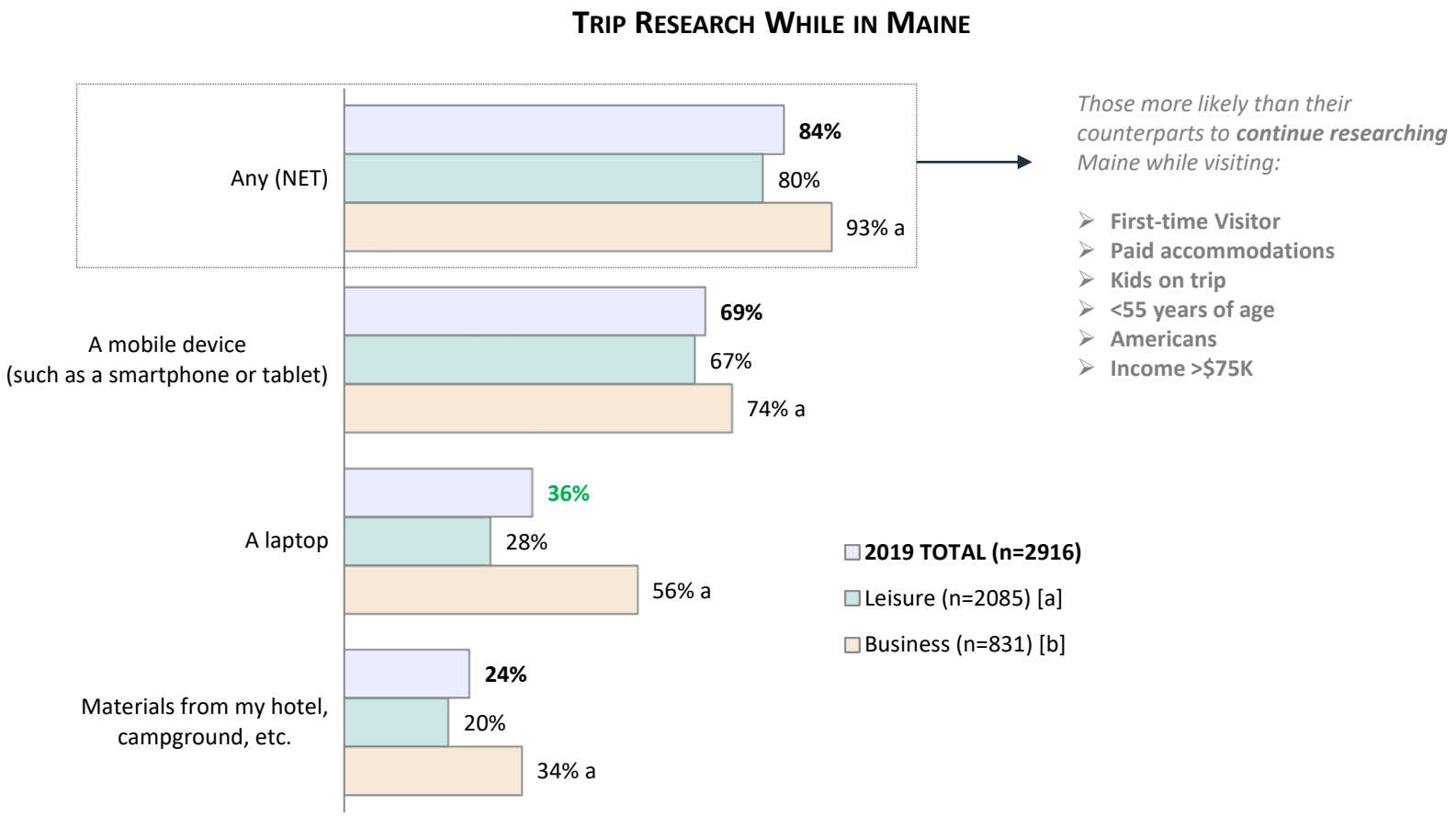
Once you arrived in Maine did you use any of the following to continue researching places to go or things to do during your visit?



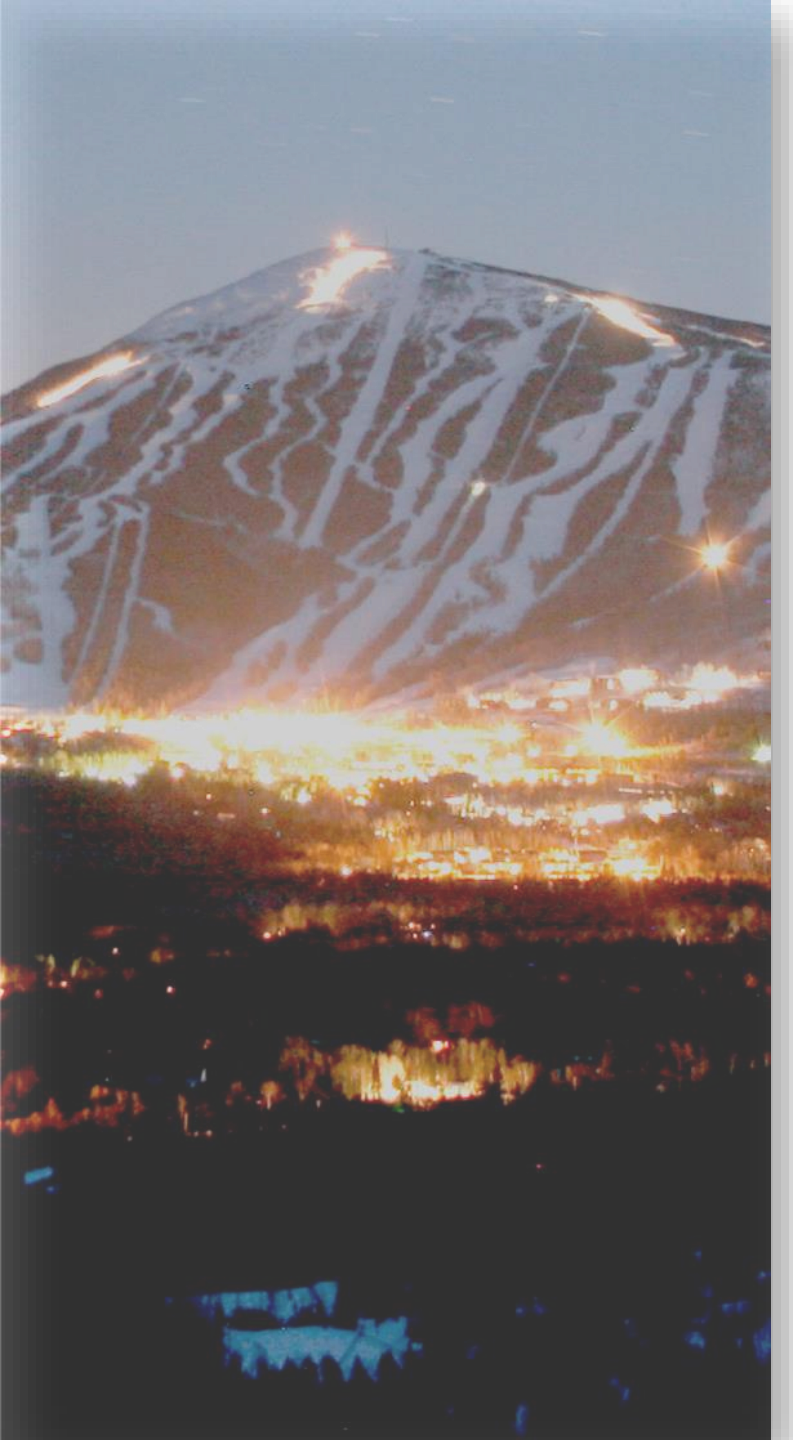
[Q333]

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

Devices Used for In-State Trip Planning by Subgroups



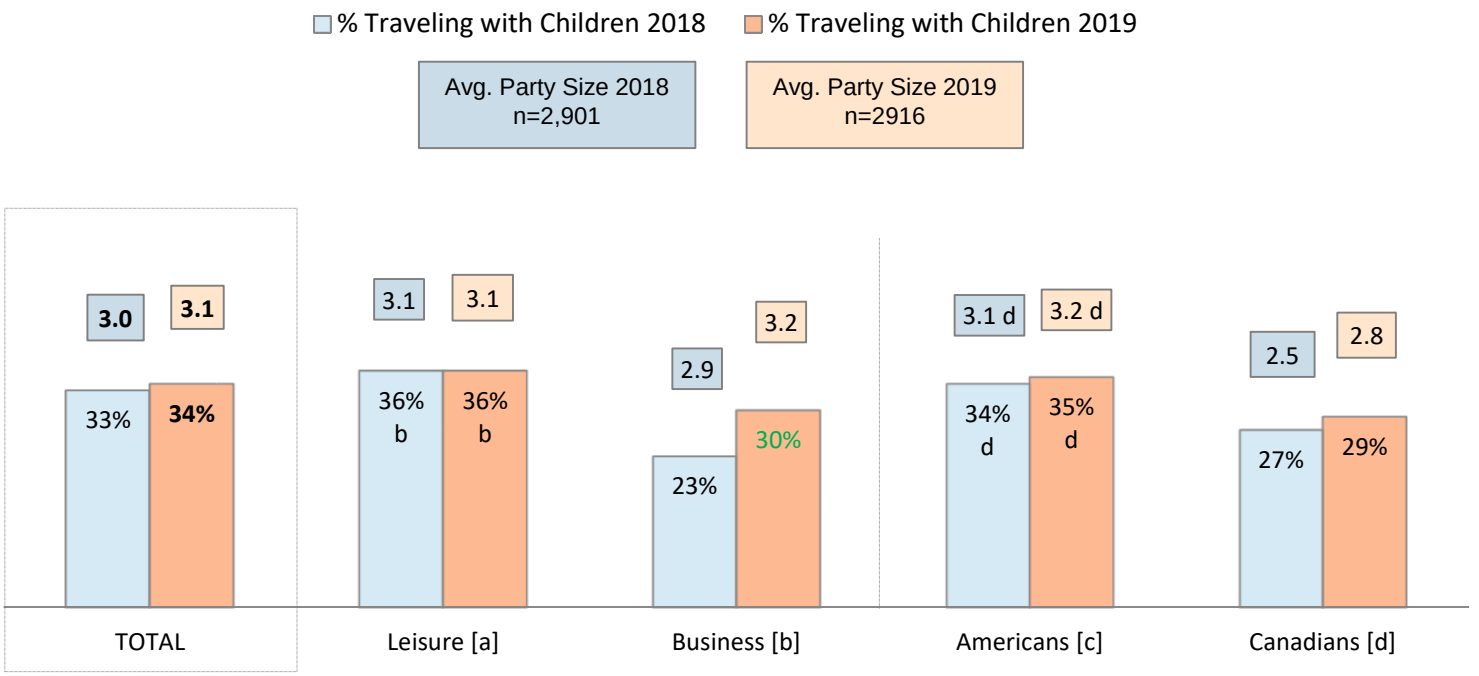
Q33. Once you arrived in Maine did you use any of the following to continue researching places to go or things to do during your visit?
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



OVERNIGHT VISITOR TRAVEL LOGISTICS

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

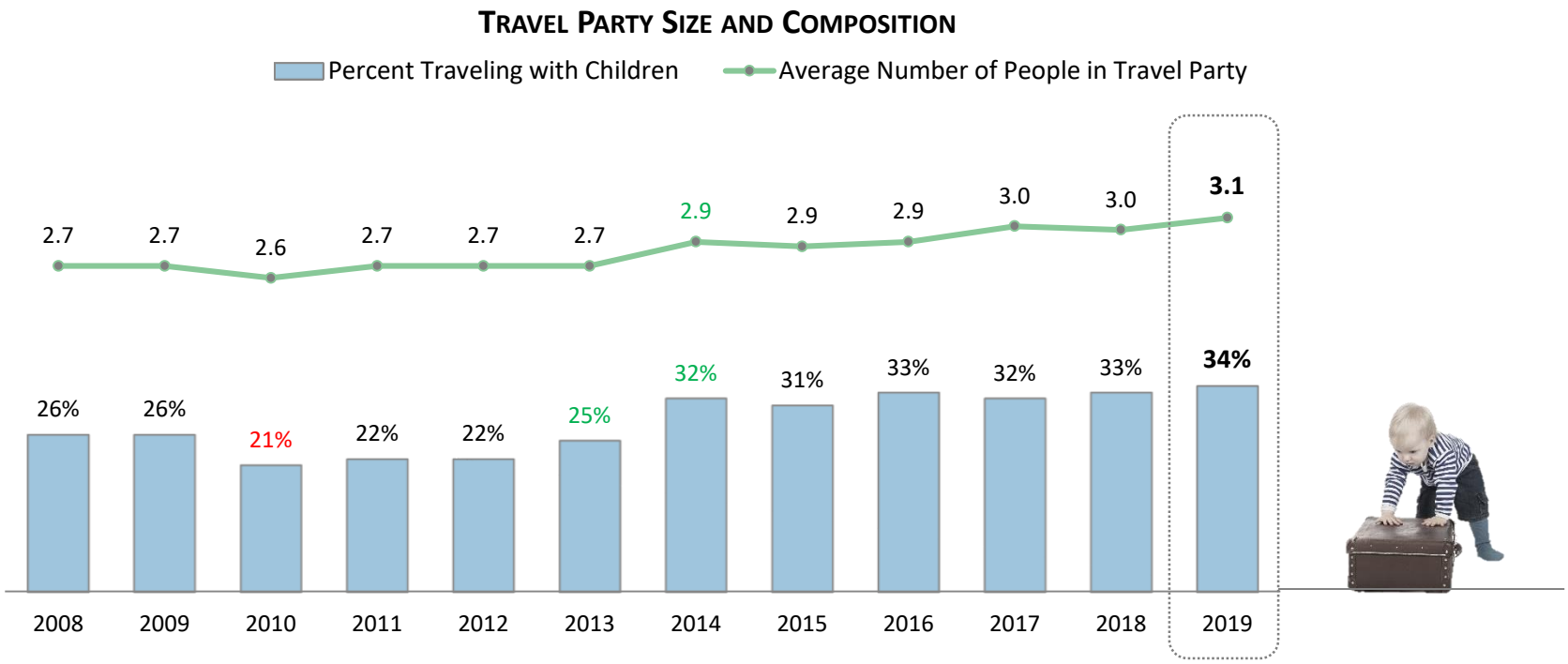


[Q24, Q25]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.

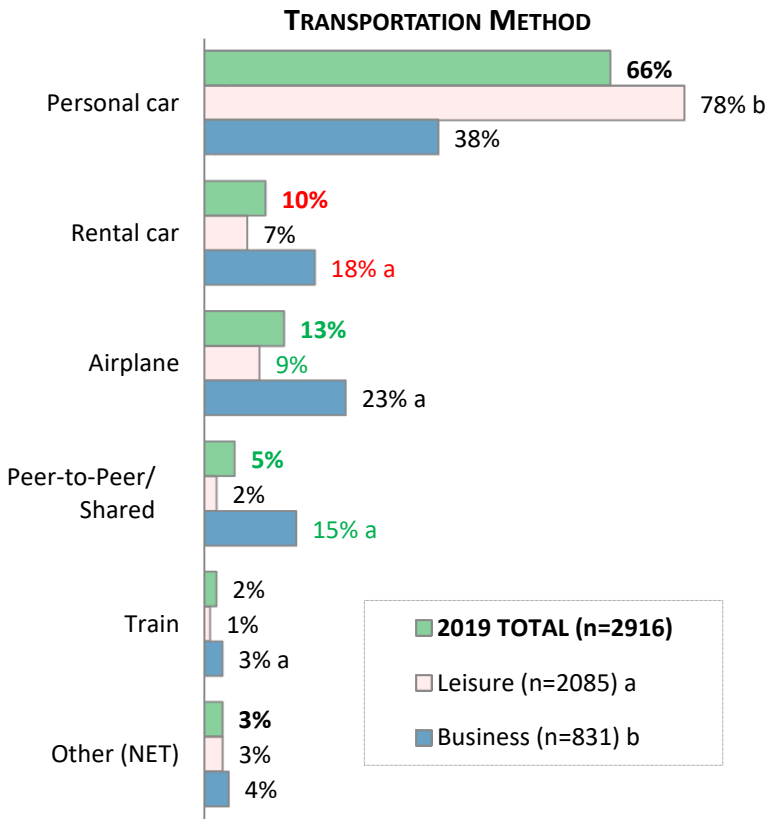
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

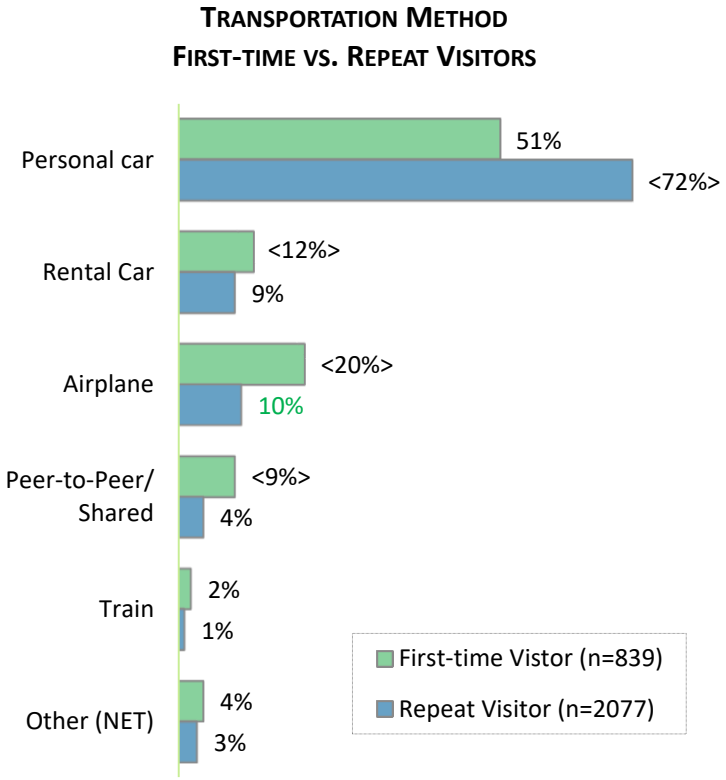
TREND: Party Size and Traveling with Children across Years



Q24. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?
Q25. How many of these people were: Children?
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Which of the following types of transportation did you use to travel the most miles from your home to get to your Maine destination?





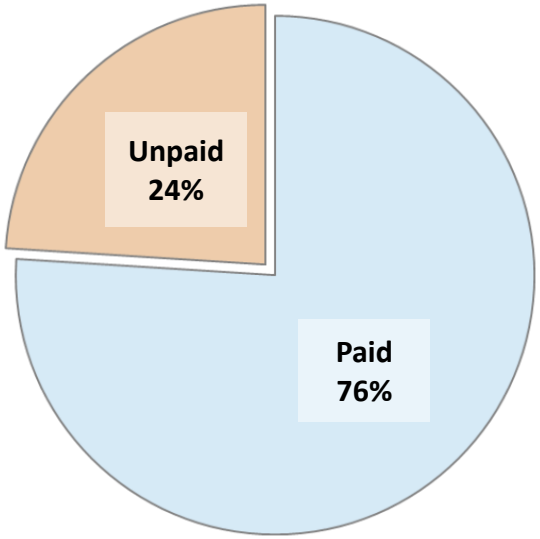
[Q26]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 types of accommodations did you spend the most nights on this trip to Maine?

STAYED IN PAID VS. UNPAID ACCOMMODATIONS
(n=2916)



Of those staying in Paid Accommodations…

65%	Hotel, motel or resort
18%	Cabin, cottage, condo, home that was rented
10%	Inn, Bed & Breakfast
3%	RV park/tent campground
1%	Sport camp or wilderness lodge

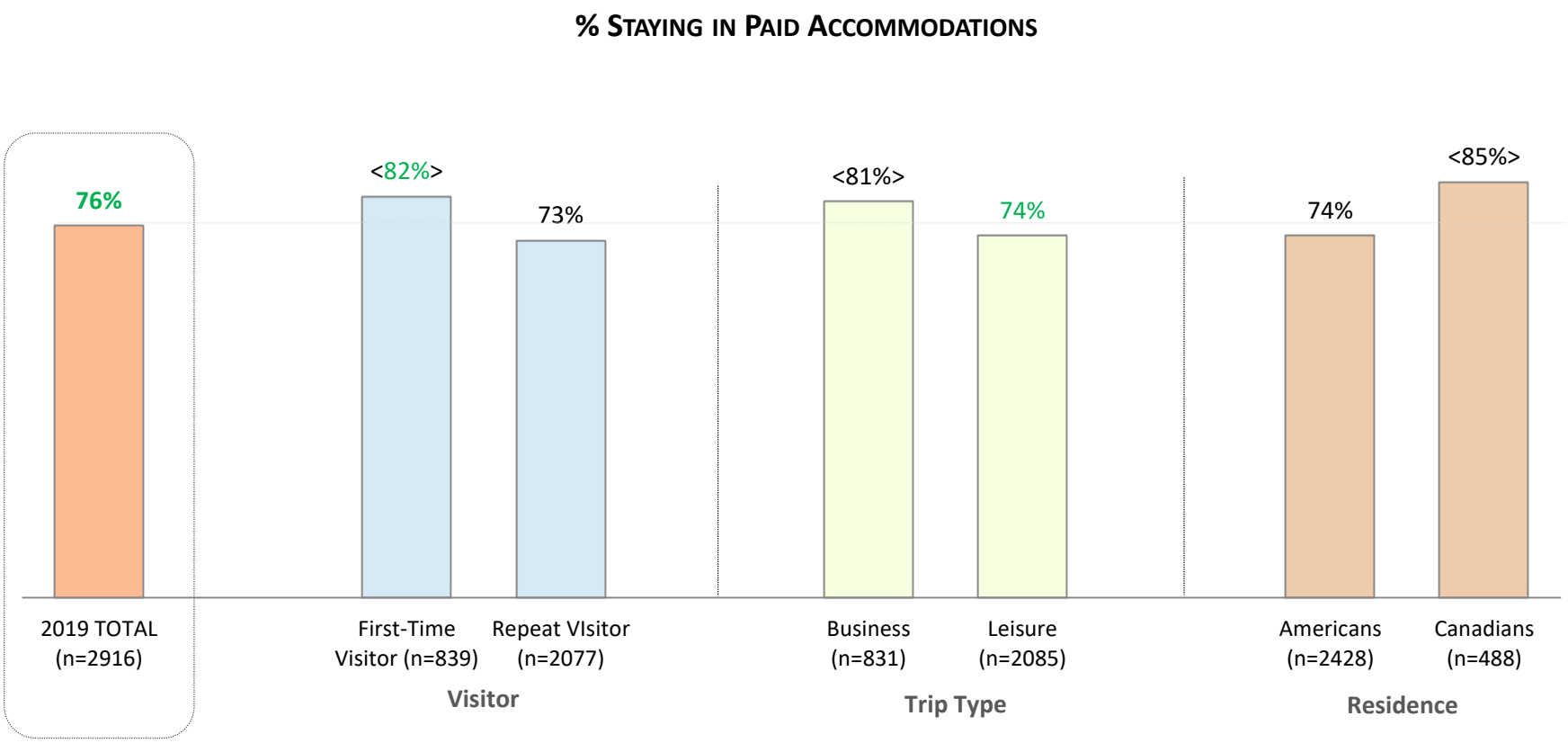
Of those staying in Unpaid Accommodations…

69%	Home, cabin, cottage, condo, of a friend/relative
14%	Own second home, cabin, cottage, condo
6%	Free campground
4%	Camping in wilderness area

[Q27]

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

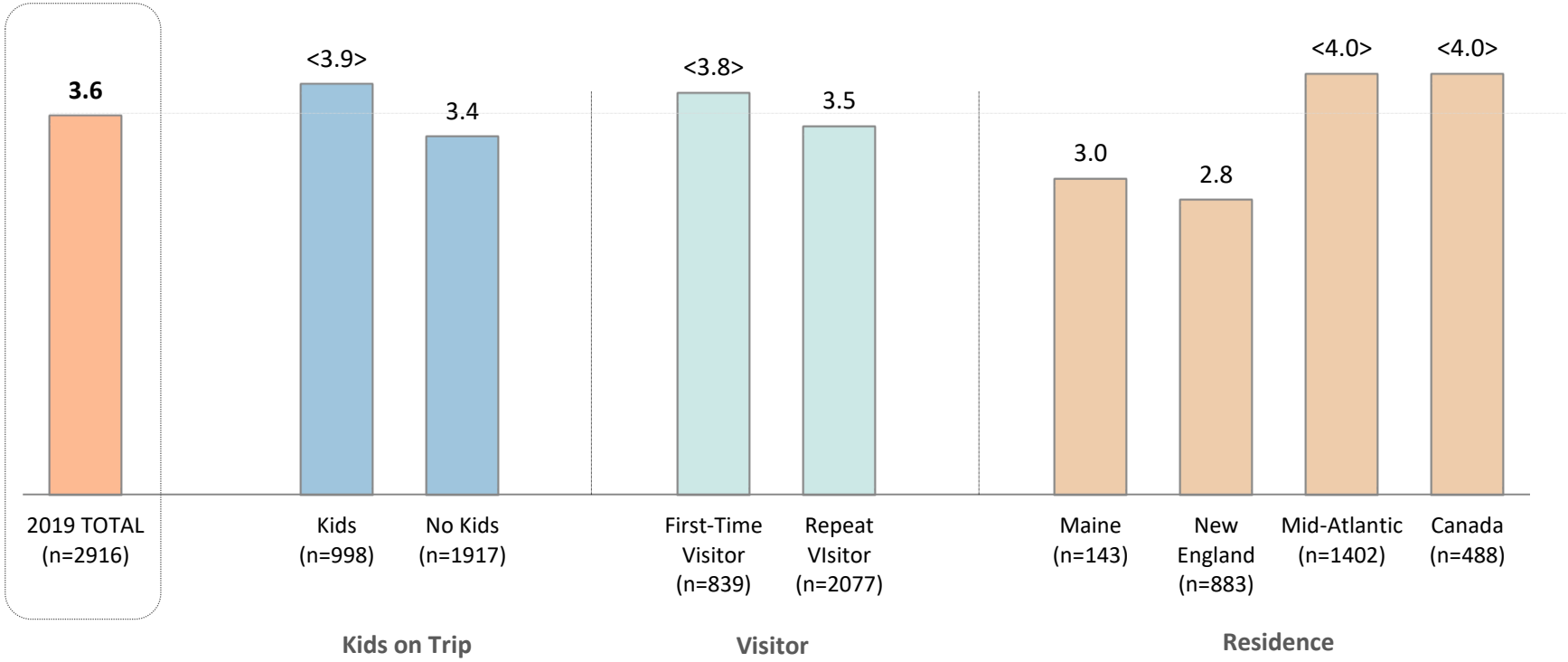
Paid Accommodations across Subgroups



Q27. In which of the following types of accommodations did you spend the most nights on this trip to Maine?
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

On this trip to Maine, how many nights were you away from home?

AVERAGE # OF NIGHTS AWAY FROM HOME

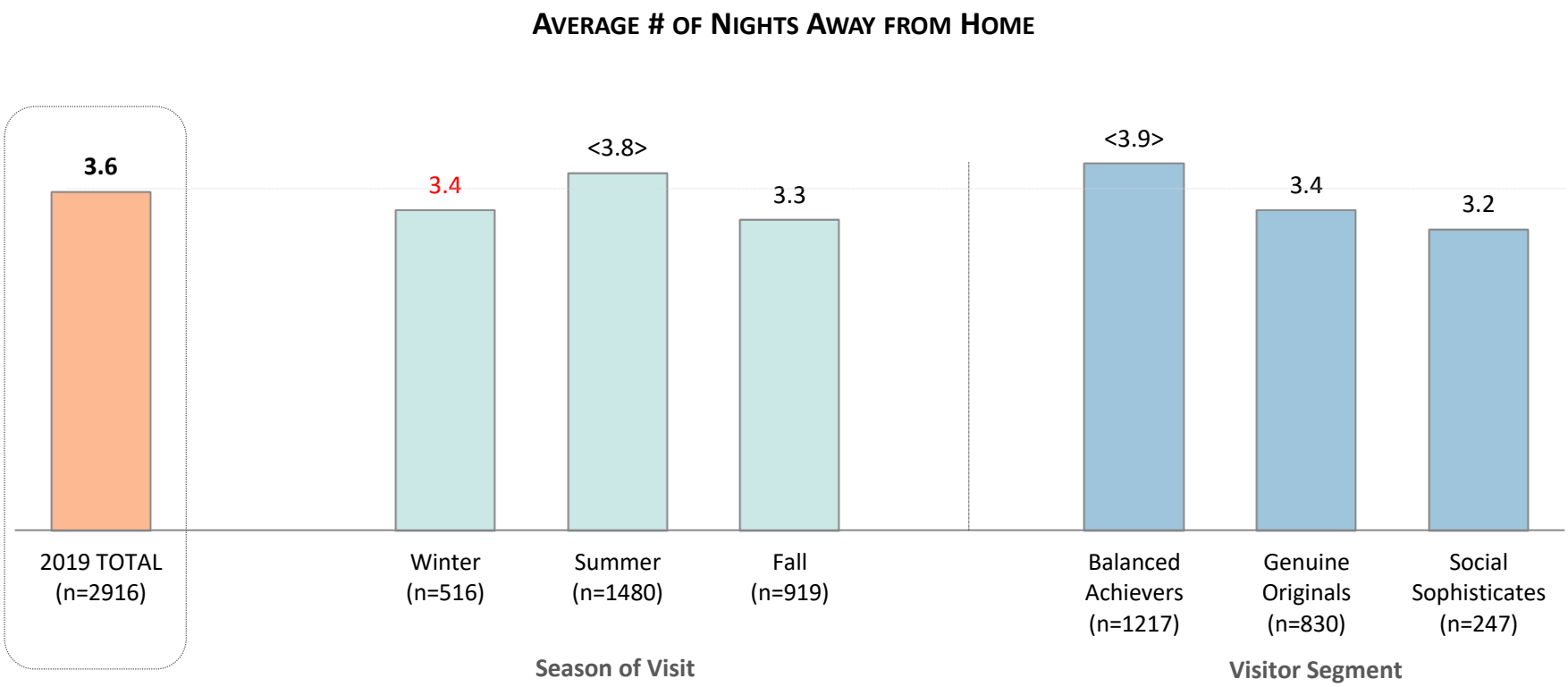


[Q10]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

Average Length of Stay across Seasons and Target Segment Groups



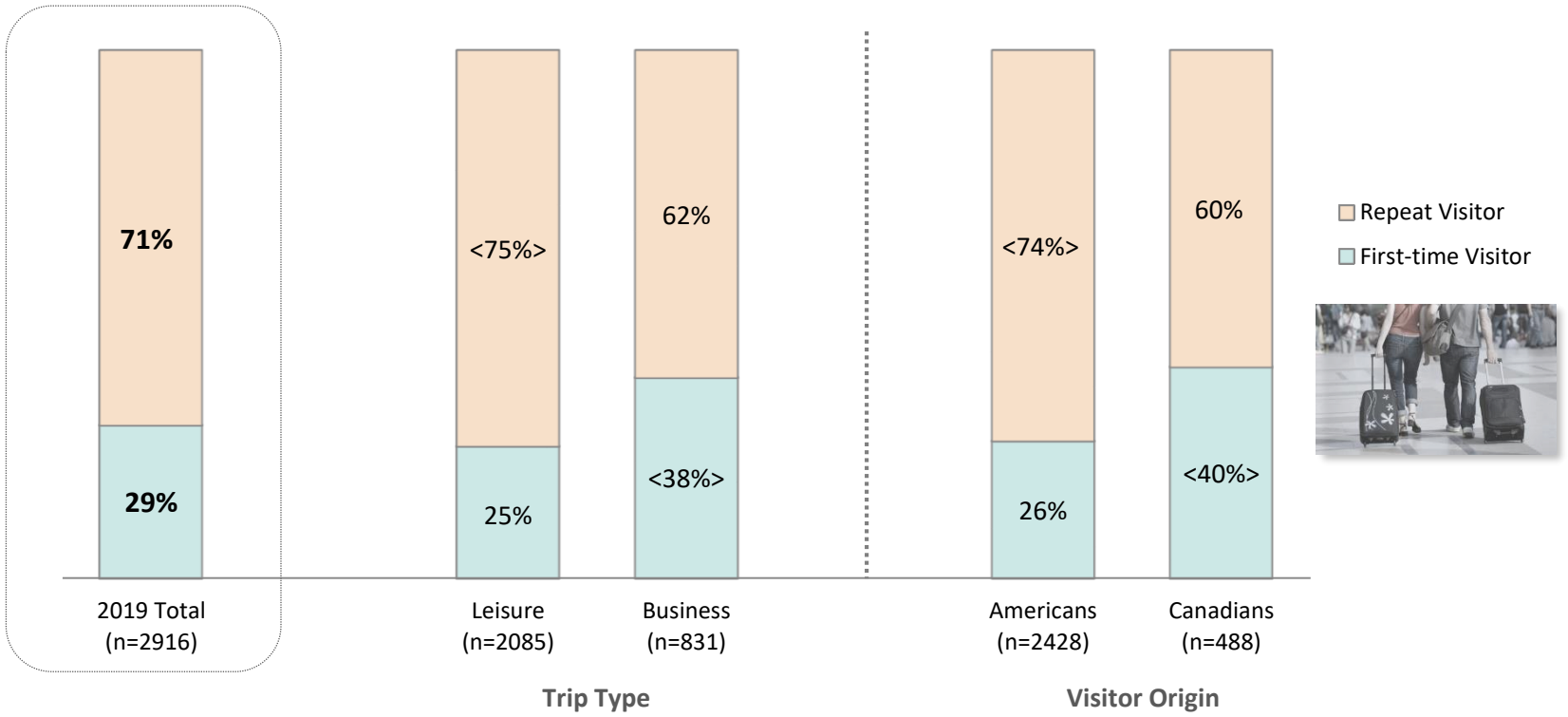
Q10. On this trip to Maine, how many nights were you away from home?

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 VERSUS FIRST-TIME VISITORS



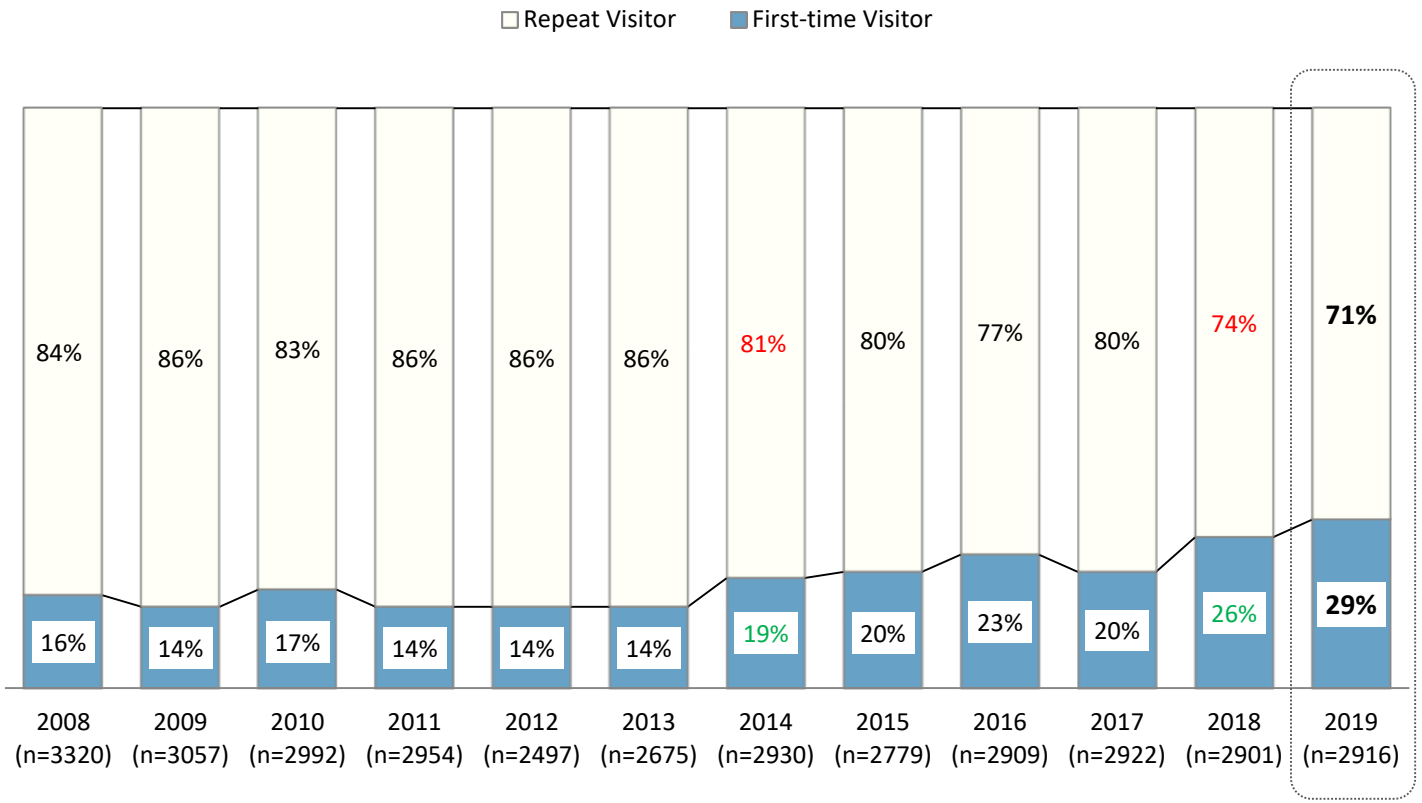
[Q11]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

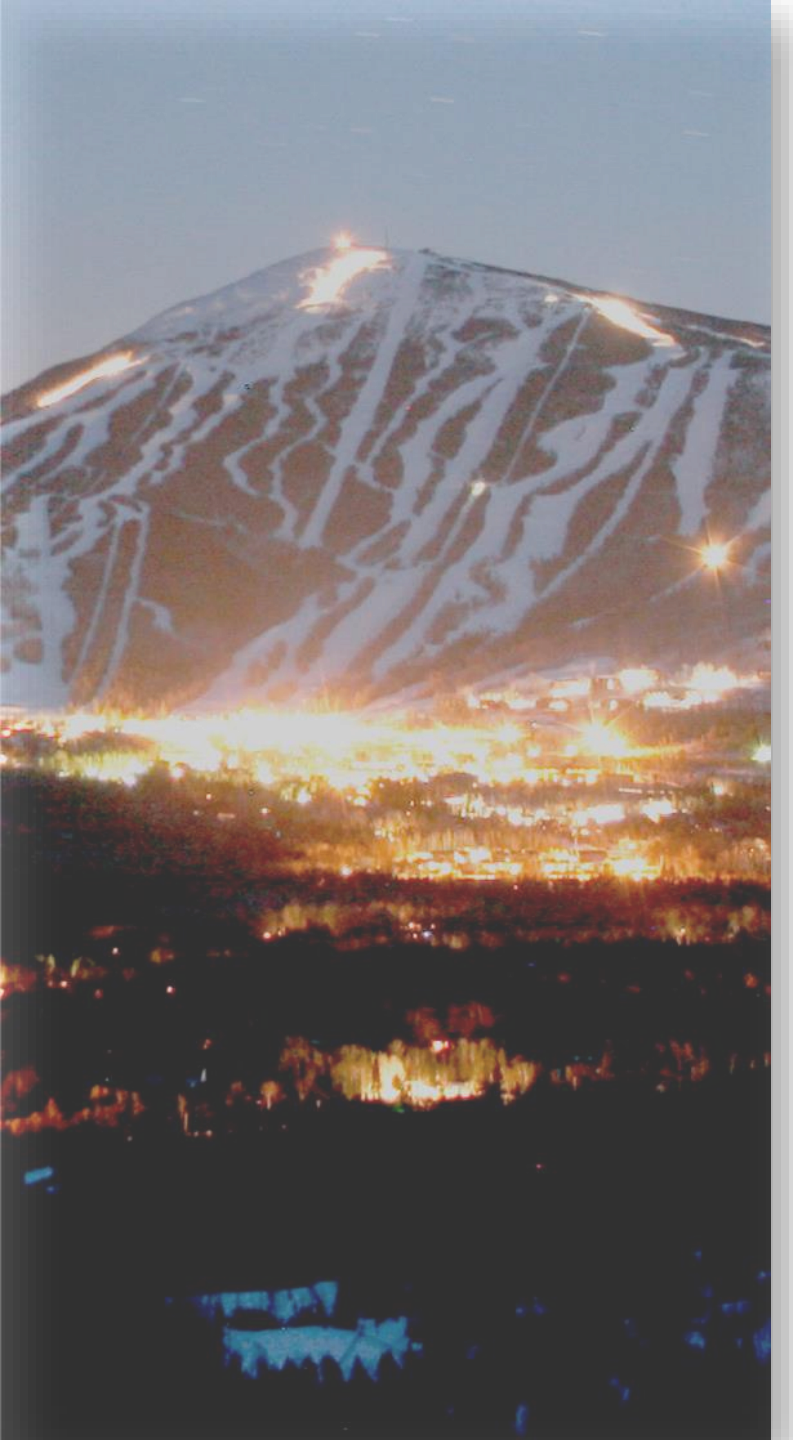
TREND: Visitation Status across Years

REPEAT VERSUS FIRST-TIME VISITORS TREND



Q11. Was this your first visit in Maine?

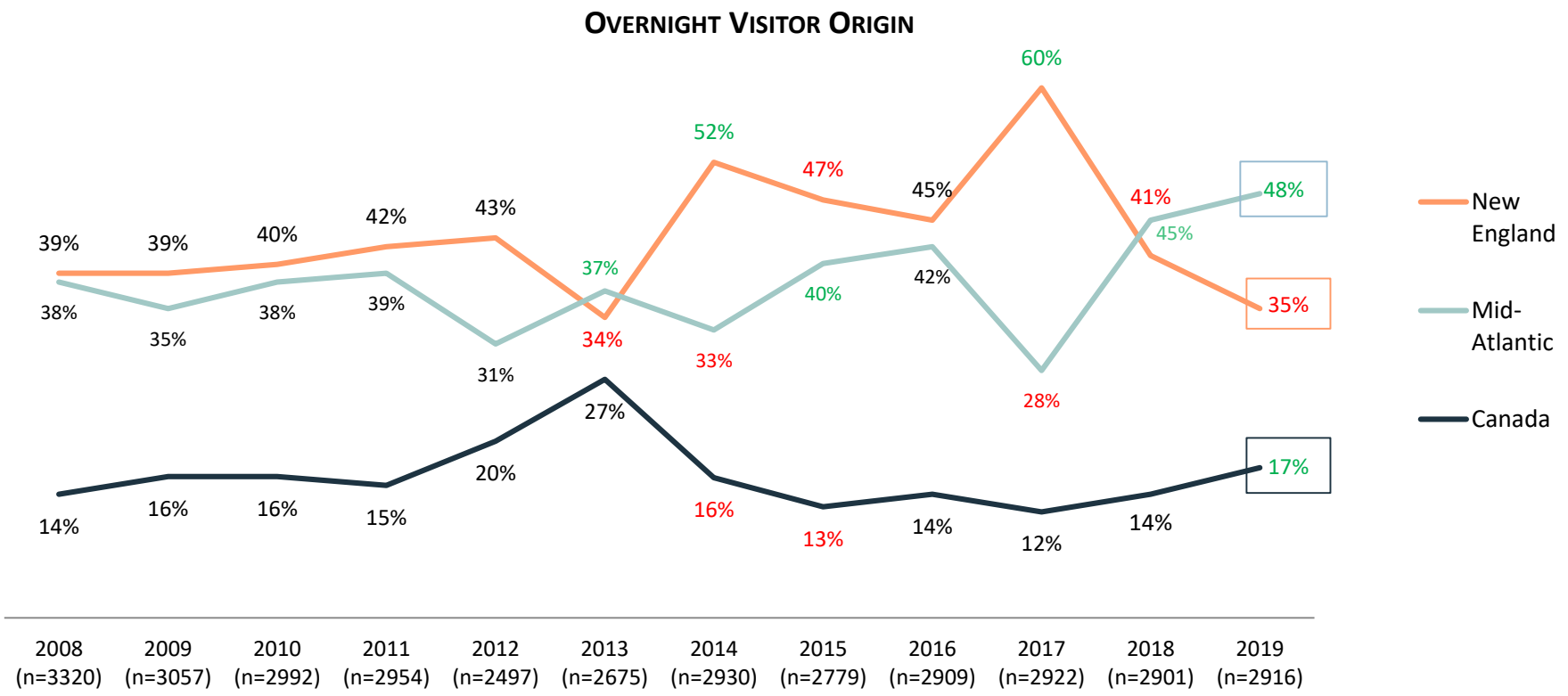
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



OVERNIGHT VISITOR ORIGIN

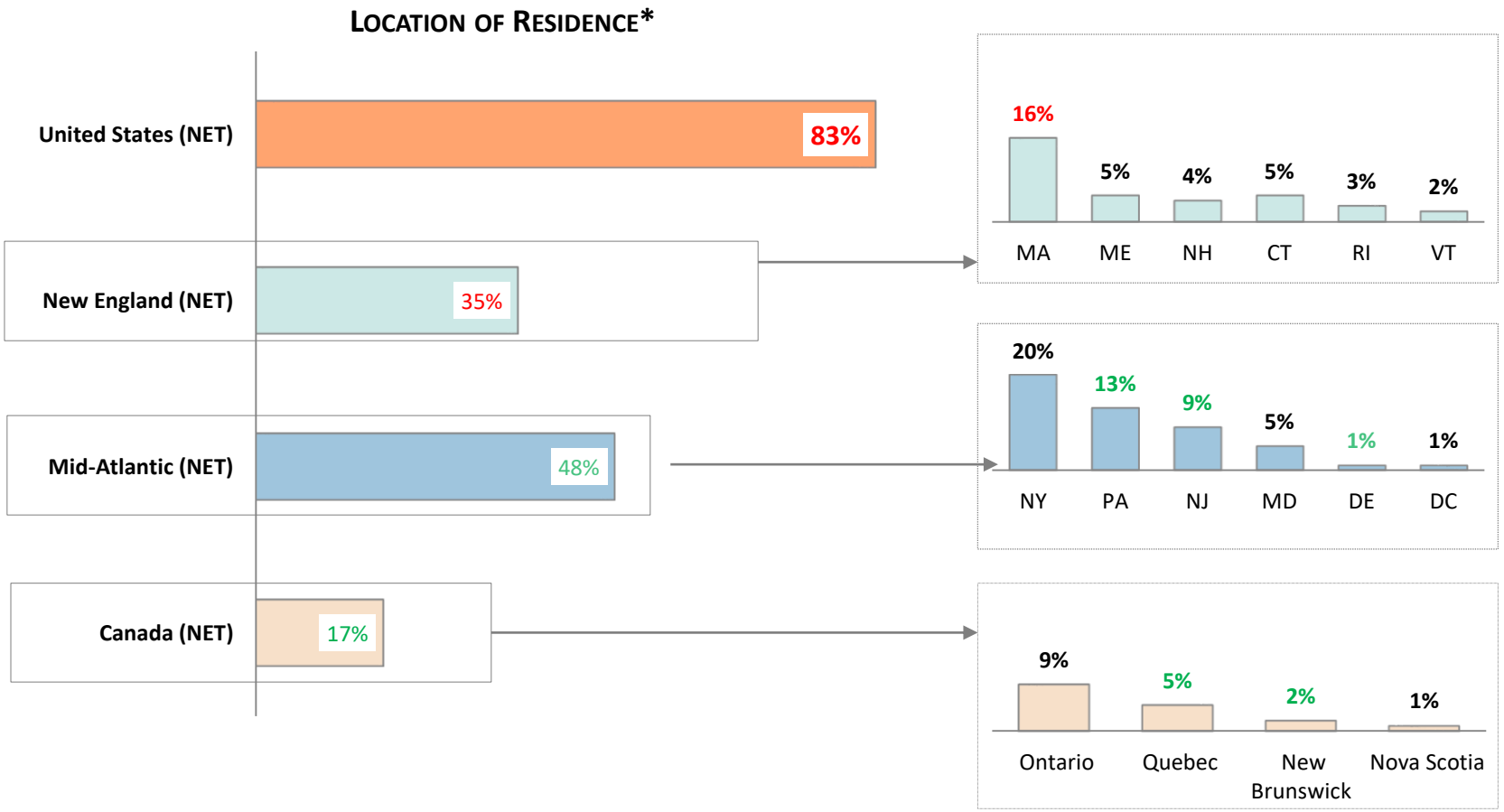
TREND: Residence of Overnight Visitors across Years

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.



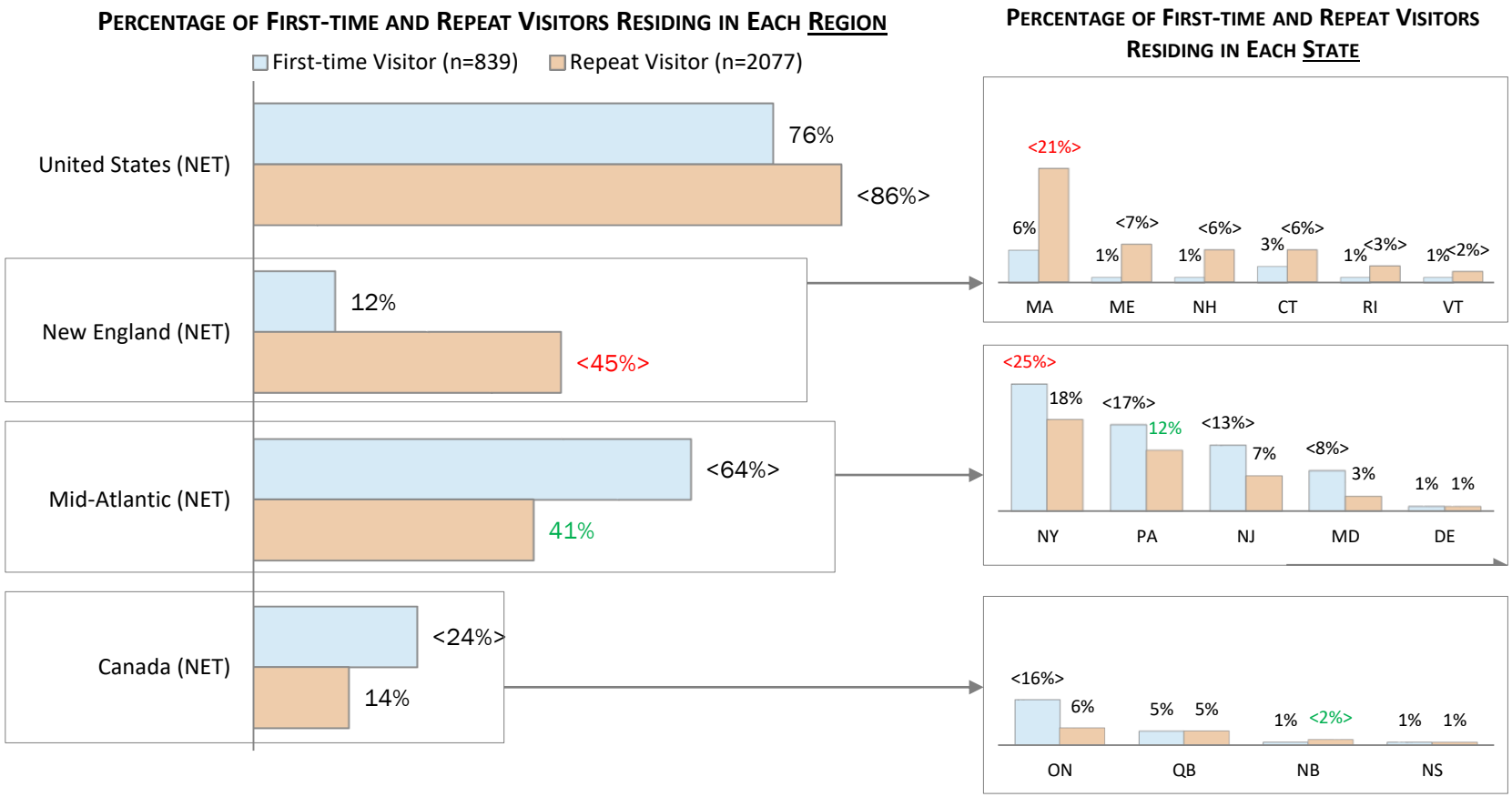
Residence within Regions

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.



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

Overnight Visitor Origin across First Time vs. Repeat Visitation



State/Province of Residence

<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.

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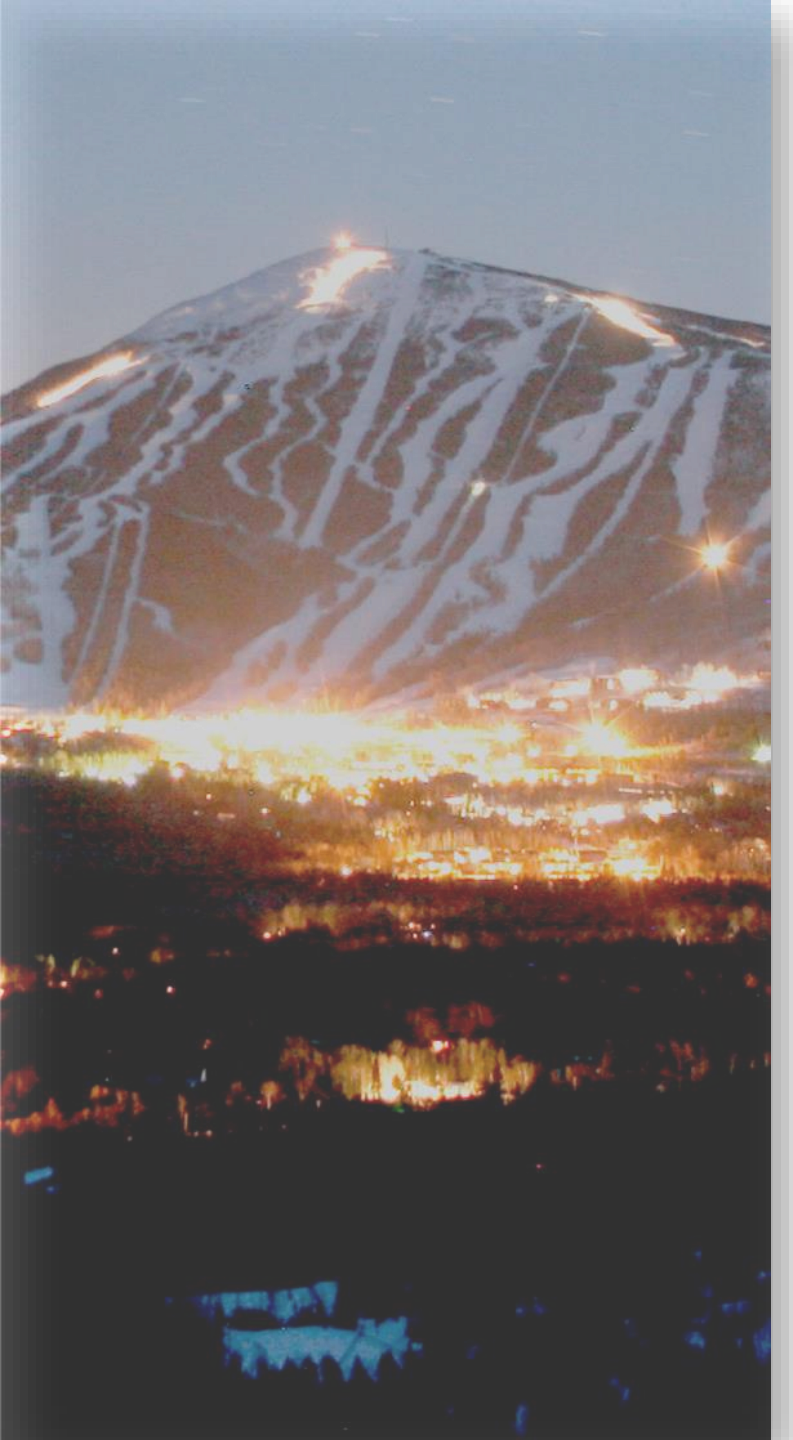
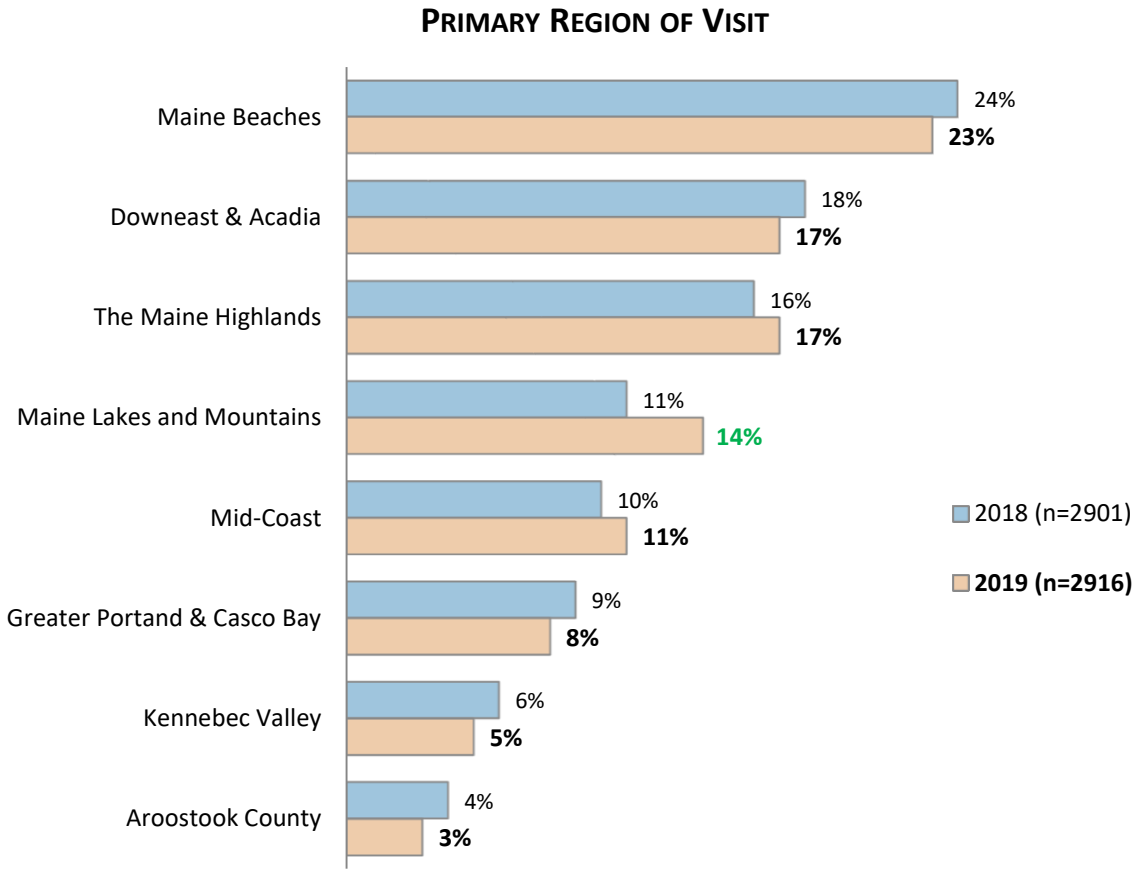


OVERNIGHT VISITOR EXPERIENCE IN MAINE

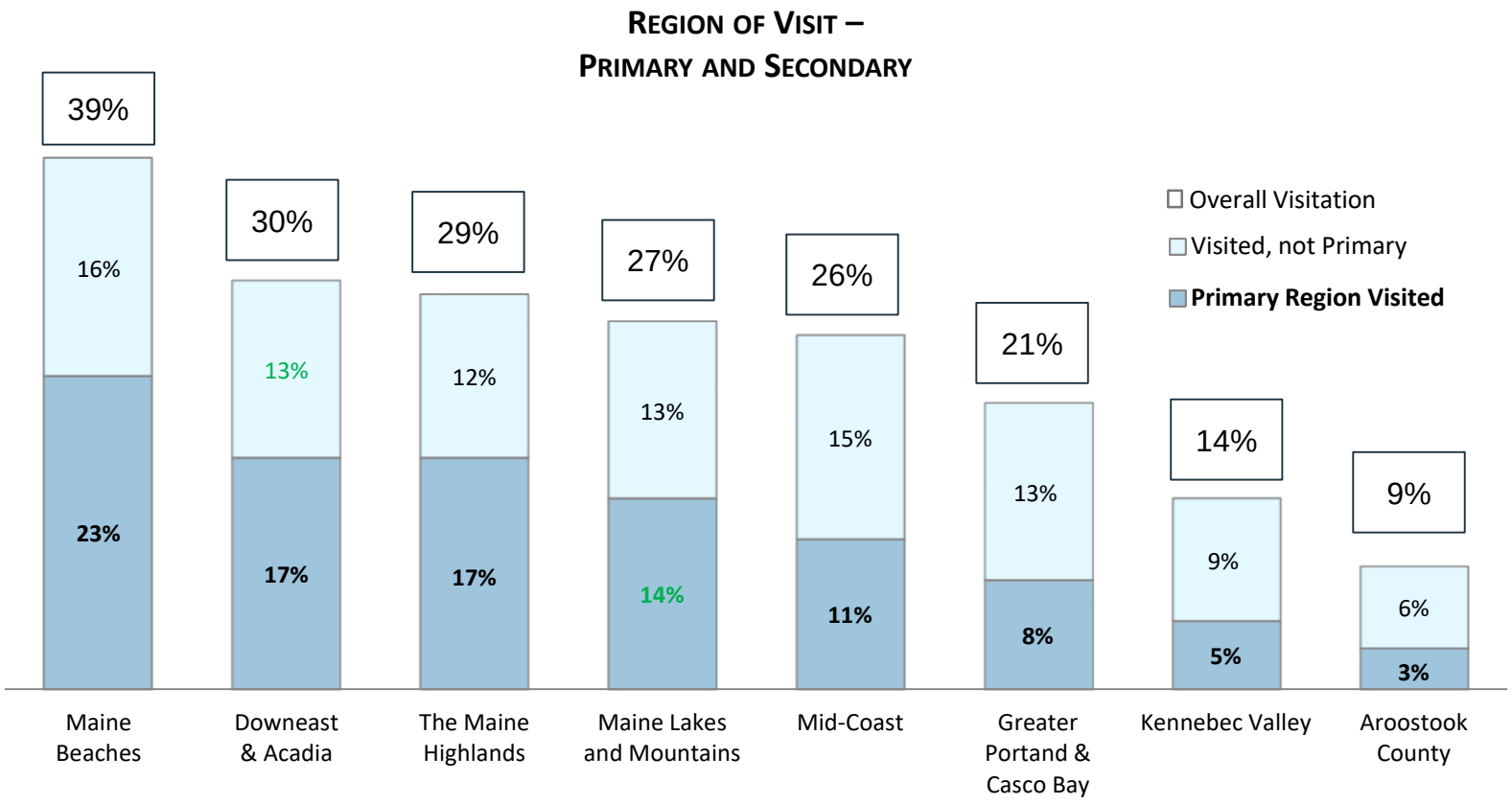
What region in Maine was your primary destination?



[Q28]

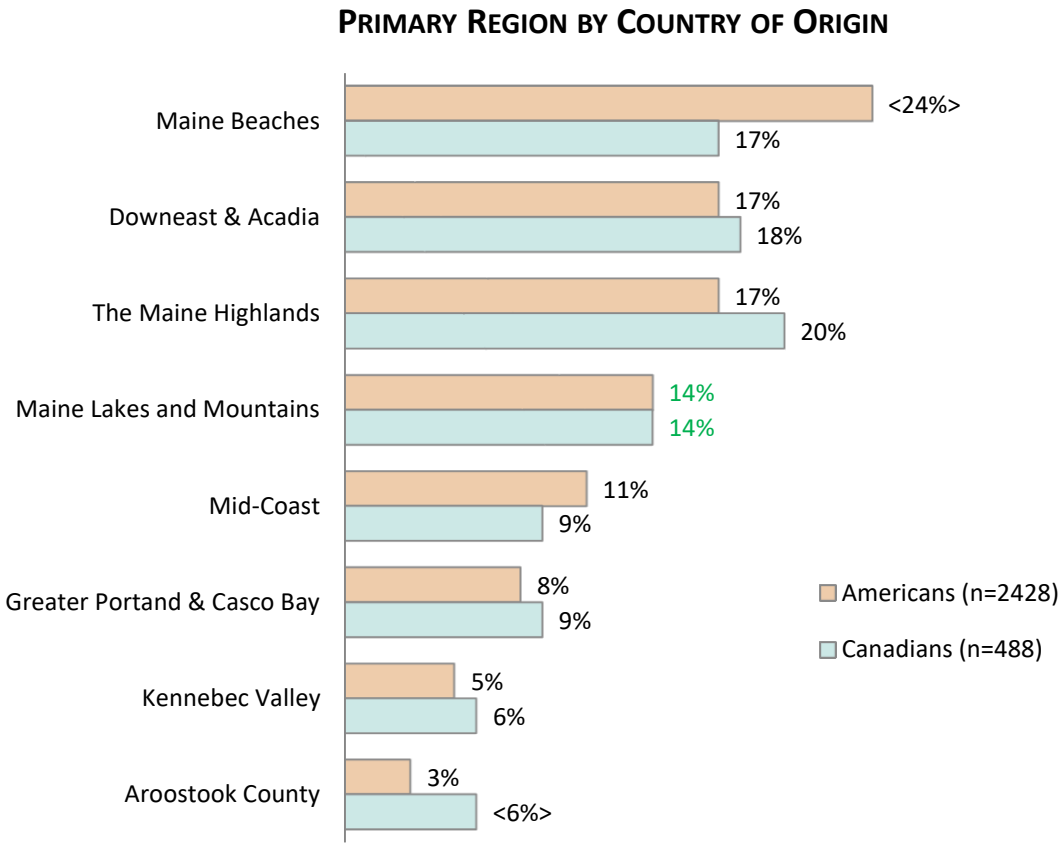
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Single vs. Multiple Visitation across Regions



Q28. What region in Maine was your primary destination?
Q30. What other regions, if any, did you visit while you were in Maine?
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Primary Region: Canadian vs. American Travelers

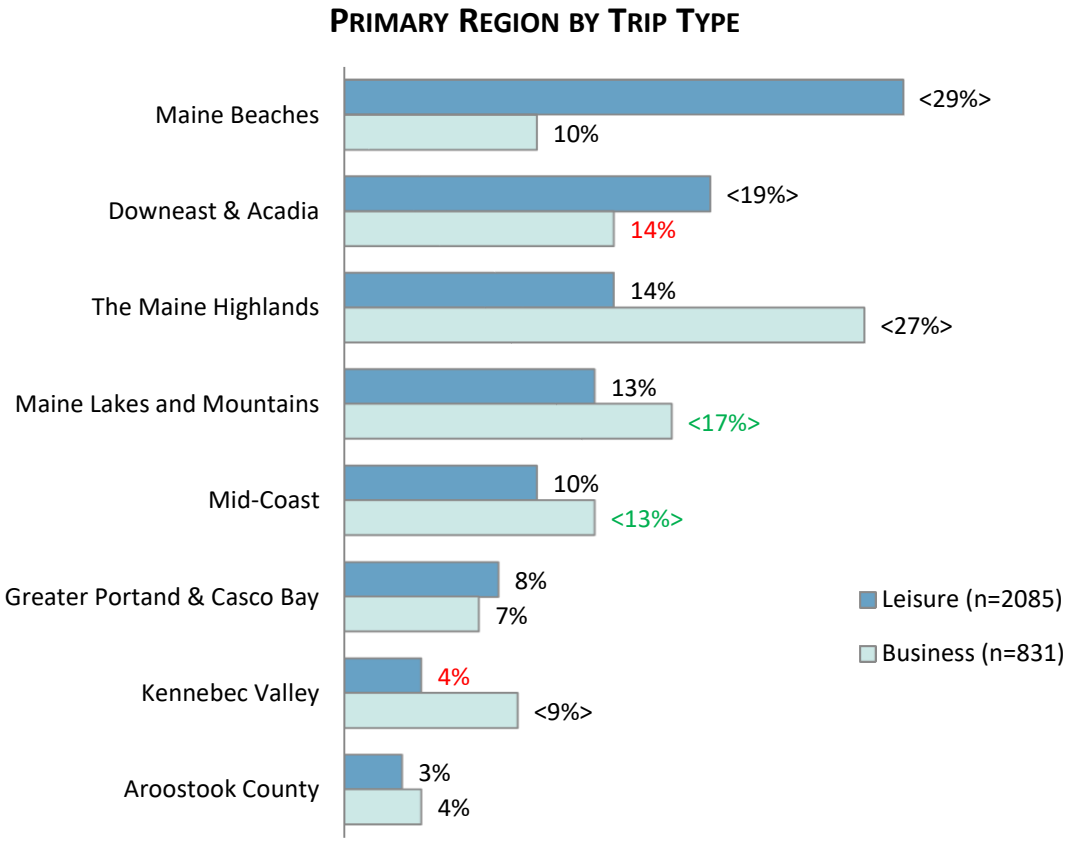


Q28. What region in Maine was your primary destination?

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

Primary Region: Business vs. Leisure Travelers

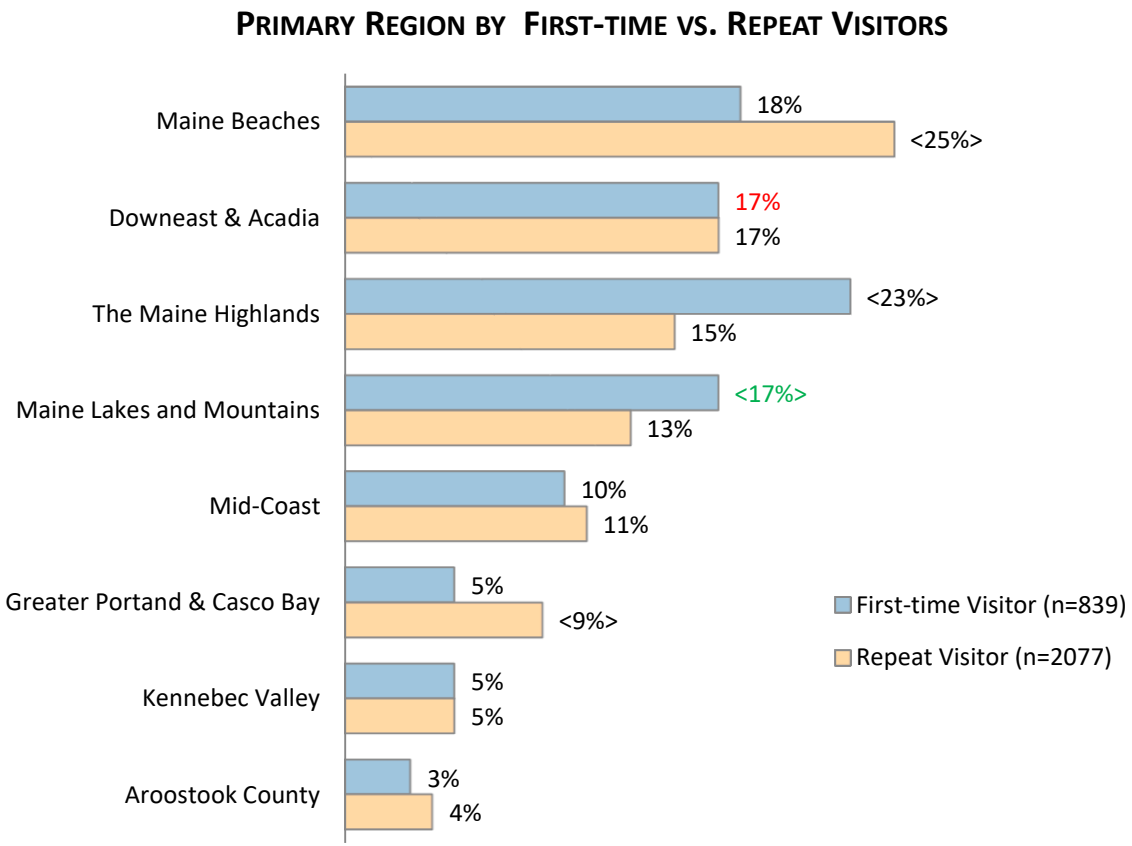


Q28. What region in Maine was your primary destination?

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

Primary Region: Repeat vs. First-Time Visitors

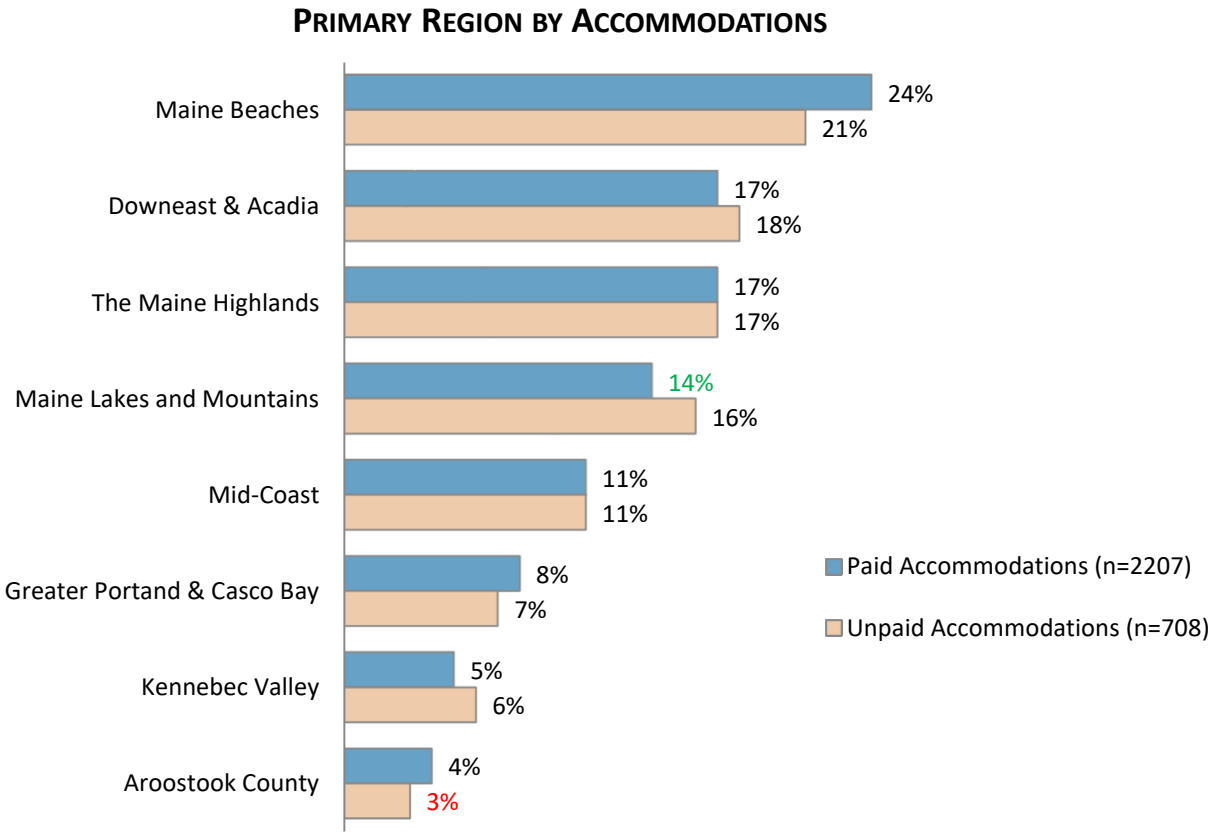


Q28. What region in Maine was your primary destination?

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

Primary Region: Paid vs. Unpaid Accommodations



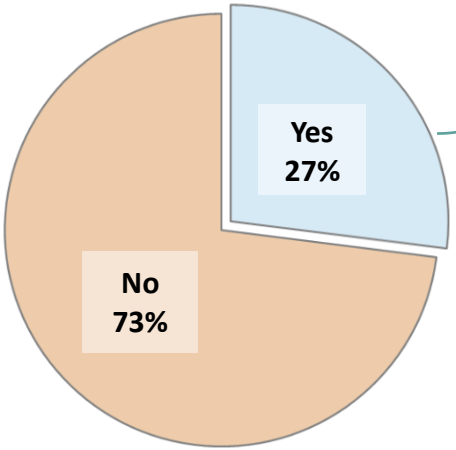
Q28. What region in Maine was your primary destination?

<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.

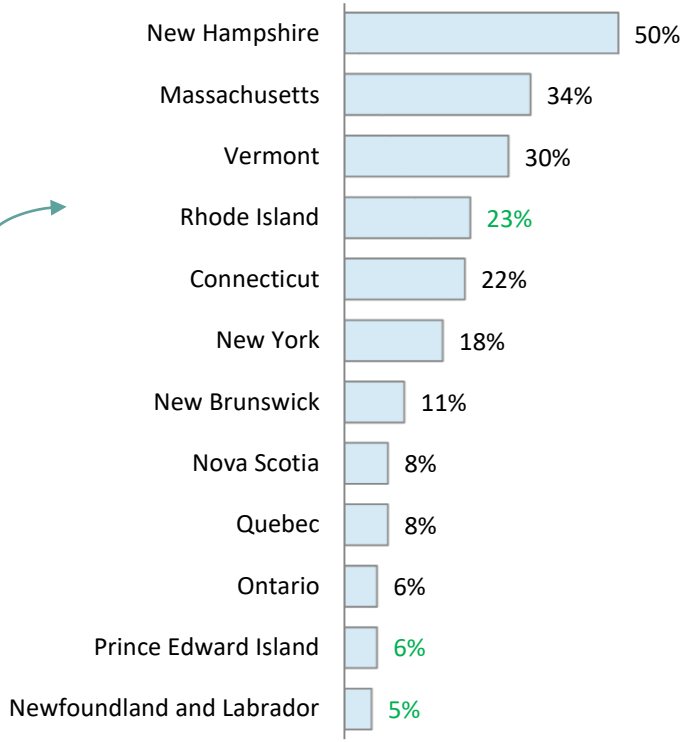
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Other Destinations Visited on Trip

VISITED NEARBY STATES/PROVIDENCES
2019 (n=2916)



STATE/PROVINCE VISITED

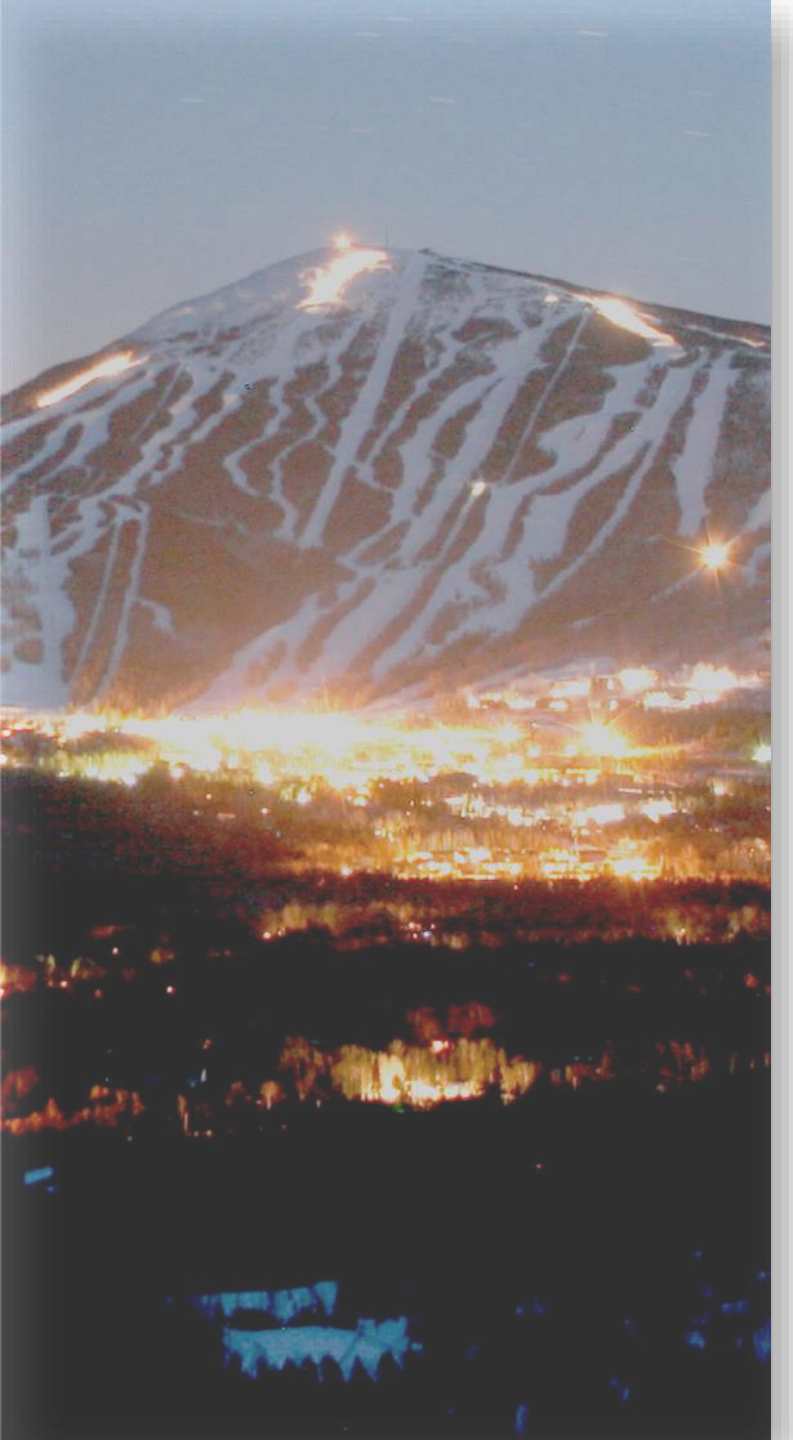


n=787

*Those more likely than their counterparts to **visit other destinations** while visiting Maine:*

- **First-time Visitor**
- **Kids on trip**
- **Mid-Atlantic residents**
- **Balanced Achievers, Genuine Originals**
- **Business travelers**

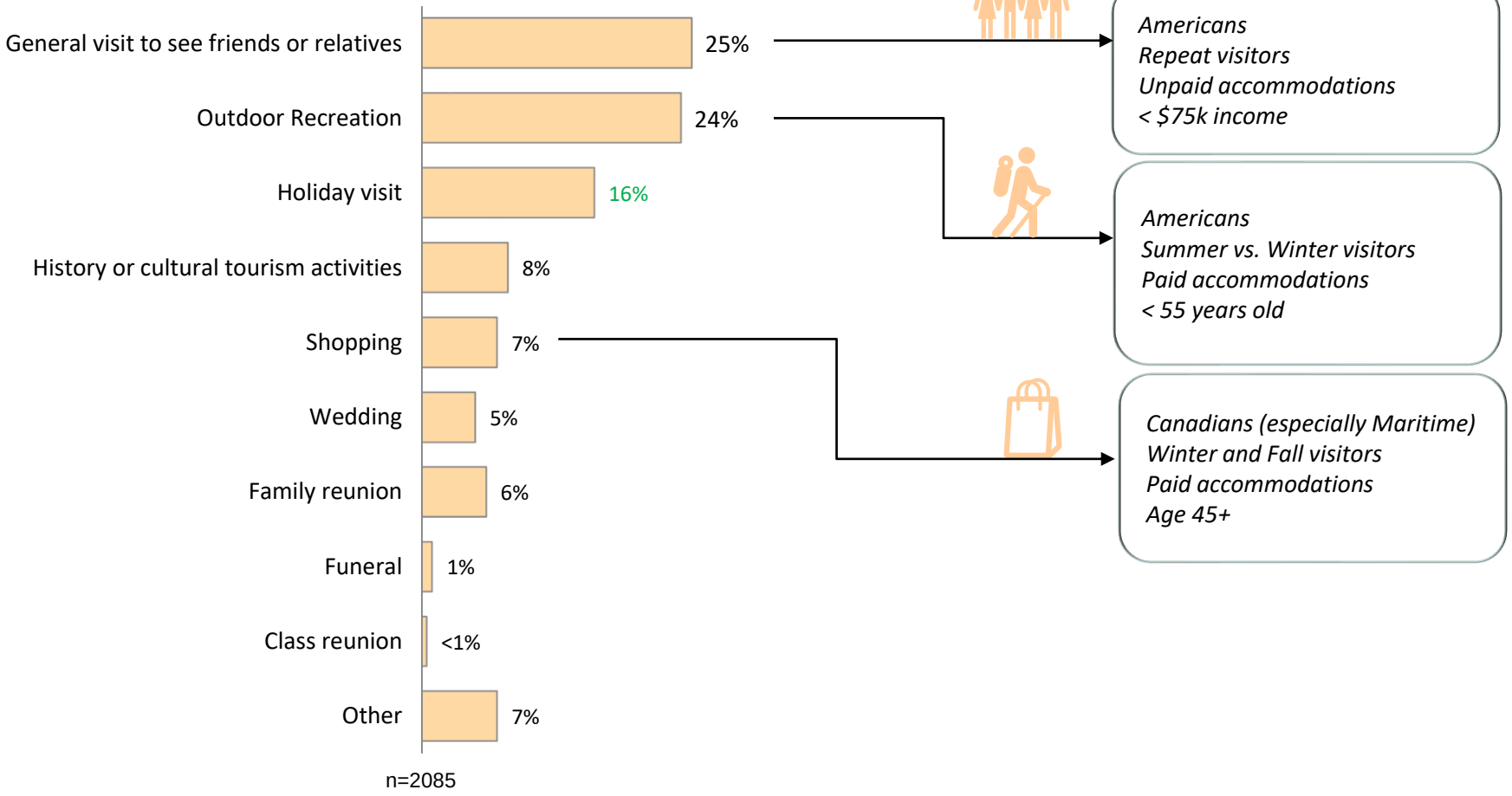
Q19. On this trip to Maine, did you also visit any other nearby states or provinces? Q20. What other states or provinces did you visit on this same trip?
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level. Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



OVERNIGHT VISITOR INTERESTS & ACTIVITIES

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

PRIMARY PURPOSE OF OVERNIGHT LEISURE TRIPS

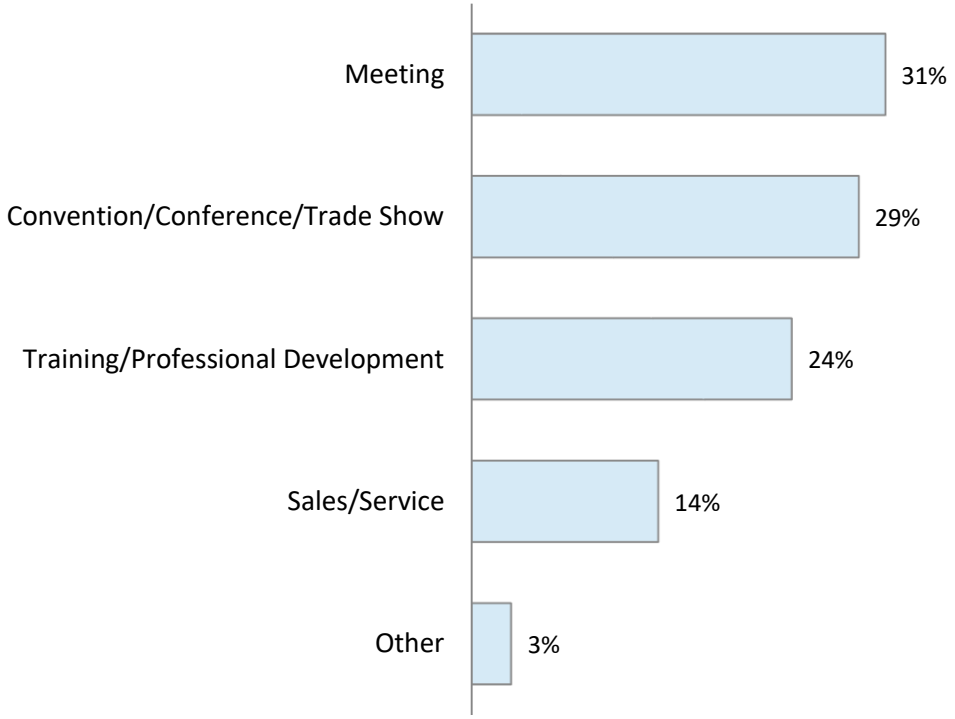


[Q9]

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

PRIMARY PURPOSE OF OVERNIGHT BUSINESS TRIPS

(n=831)

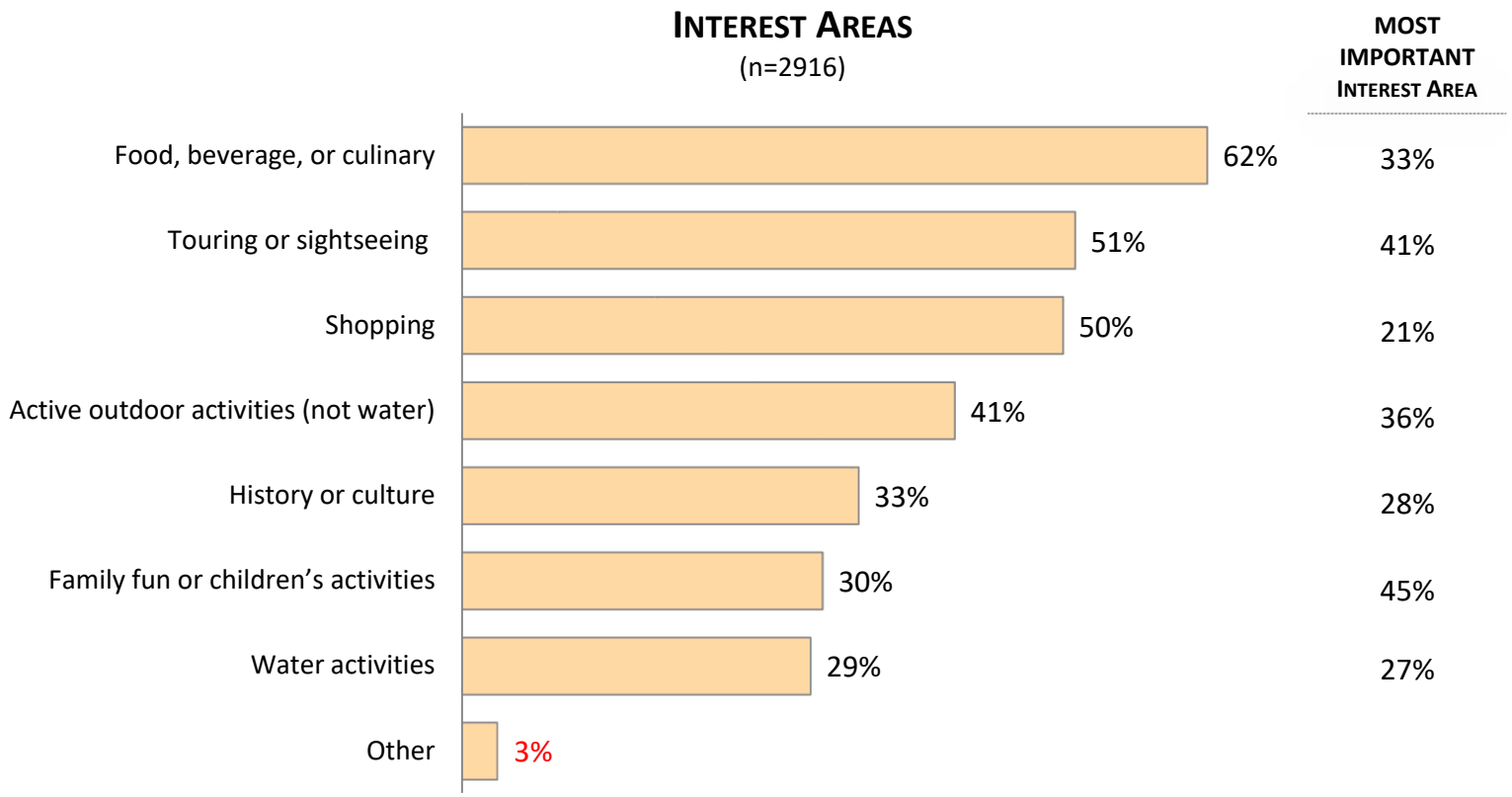


[Q8]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 of the following interest areas did you want to pursue during this trip to Maine? Please rank them in order of their importance…



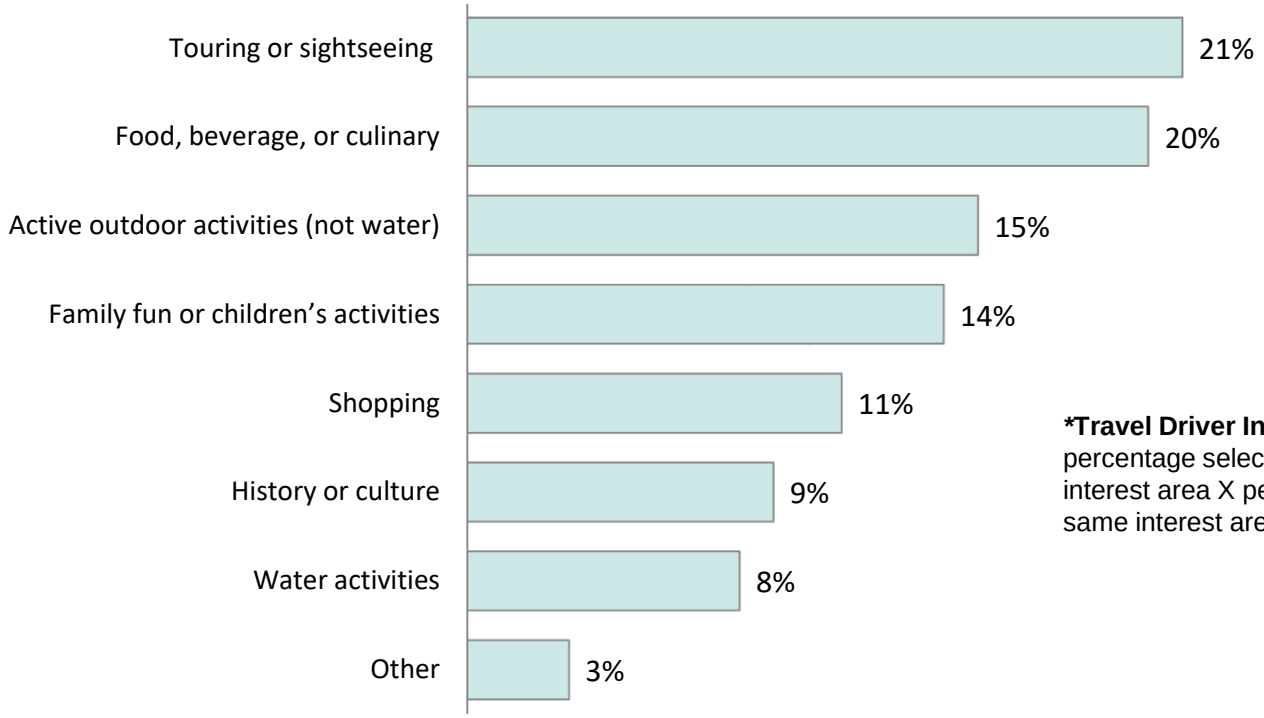
[Q35, Q36]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.

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

Overnight Visitor Trip Drivers

INTEREST AREAS
TRAVEL DRIVER INDEX*



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

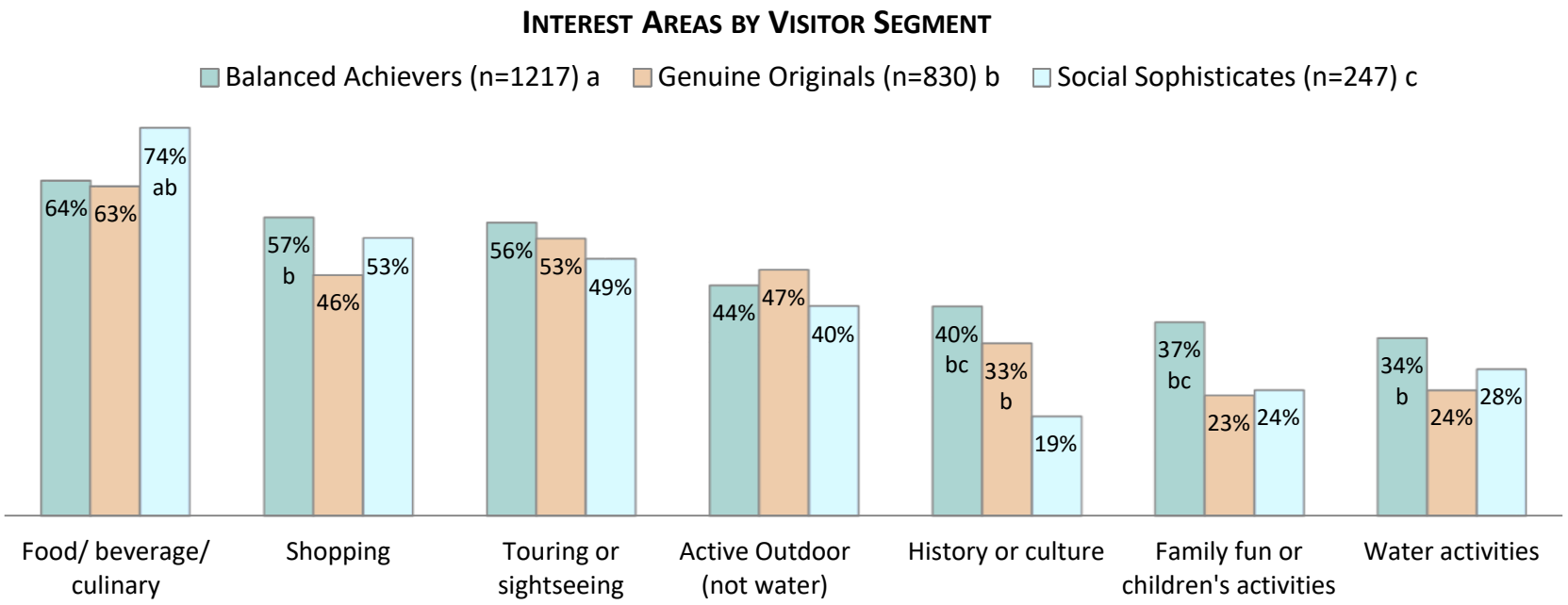
Q35. Which of the following ***interest areas*** did you want to pursue during this trip to Maine? *Please check all that apply*.
Q36. Of these interest areas you selected, please rank them in order of their importance in your decision to come to Maine, with 1 being the most important.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Interest Areas across Subgroups

INTEREST AREA:	2019 TOTAL (n=2916)	Kids on Trip?		First-time Visitor/ Repeat Visitor	
		Kids (n=998)	No Kids (n=1917)	First-time (n=839)	Repeat (n=2077)
Food, beverage, or culinary	62%	59%	<63%>	58%	<63%>
Touring or sightseeing	51%	50%	51%	<59%>	47%
Shopping	50%	<53%>	49%	47%	<51%>
Active outdoor activities (not water)	41%	<45%>	39%	42%	41%
History or culture	33%	33%	33%	<39%>	31%
Family fun or children's activities	30%	<62%>	14%	27%	31%
Water activities	29%	<40%>	24%	30%	29%
Other	3%	1%	<4%>	1%	<4%>

Q35. Which of the following ***interest areas*** did you want to pursue during this trip to Maine? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

Interest Areas across Priority Segments

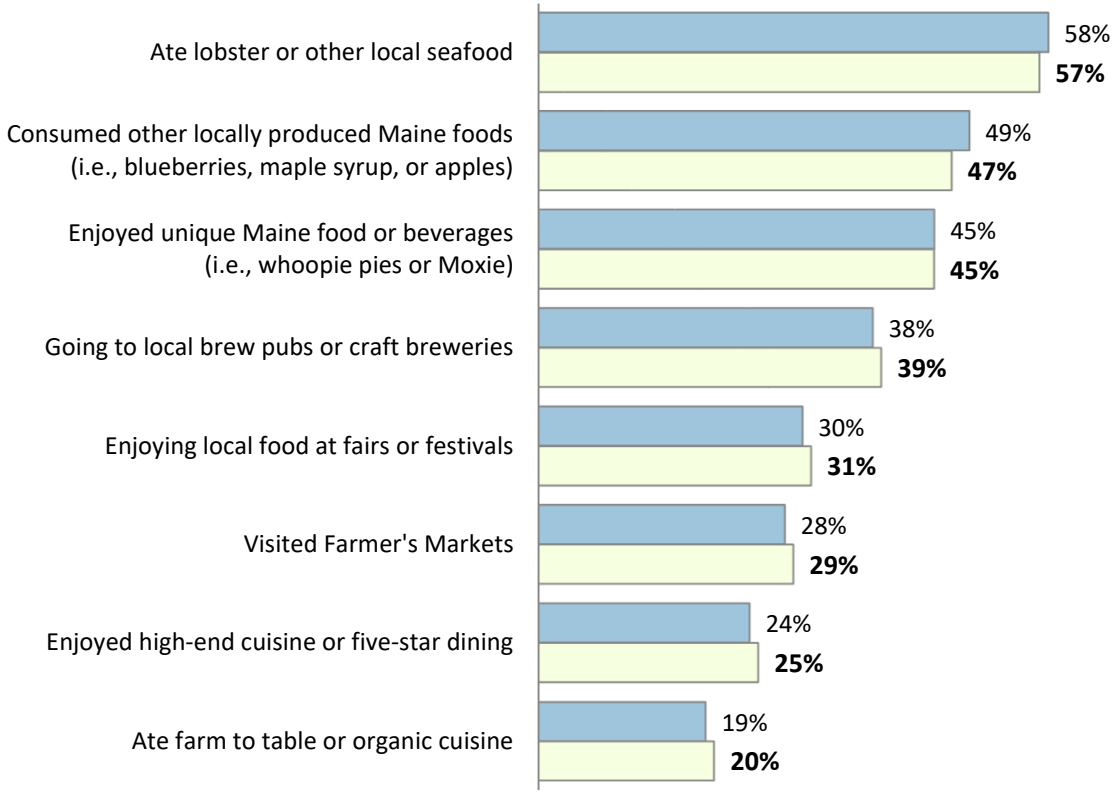


Q35. Which of the following ***interest areas*** did you want to pursue during this trip to Maine? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitor Trip Activities: Food, Beverage, Culinary

FOOD, BEVERAGE, OR CULINARY ACTIVITIES

Base: Those who report food/beverage/culinary as an interest area for their Maine trip



FOOD, BEVERAGE BY SEGMENT

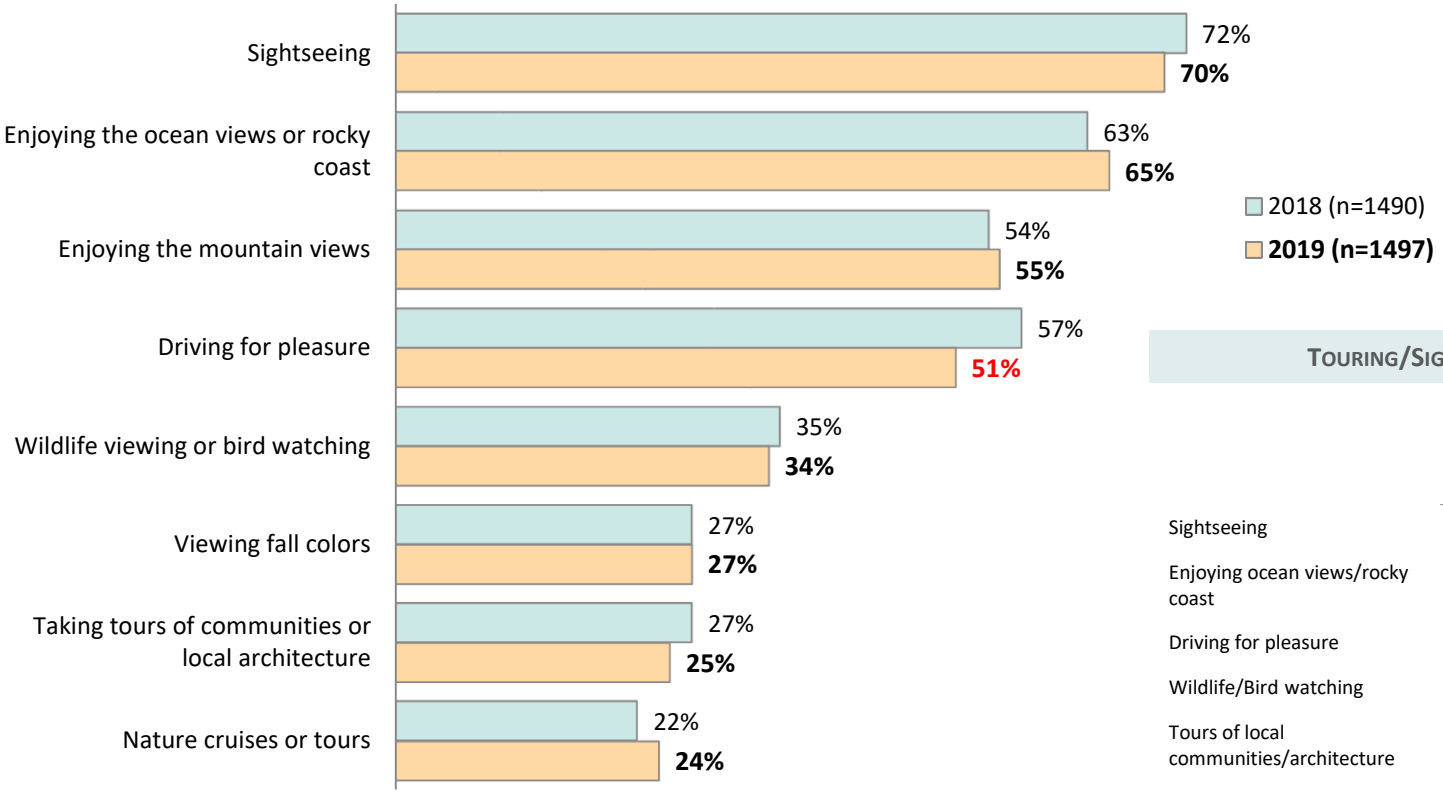
	Balanced Achievers (n=782) a	Genuine Originals (n=525) b	Social Soph. (n=182) c
Eating lobster, local seafood	51%	71% a	64% a
Local food at fairs, festivals	39% bc	22%	25%
Farmer's markets	35% bc	26%	23%

Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitor Trip Activities: Touring, Sightseeing

TOURING OR SIGHTSEEING ACTIVITIES

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



TOURING/SIGHTSEEING BY SEGMENT

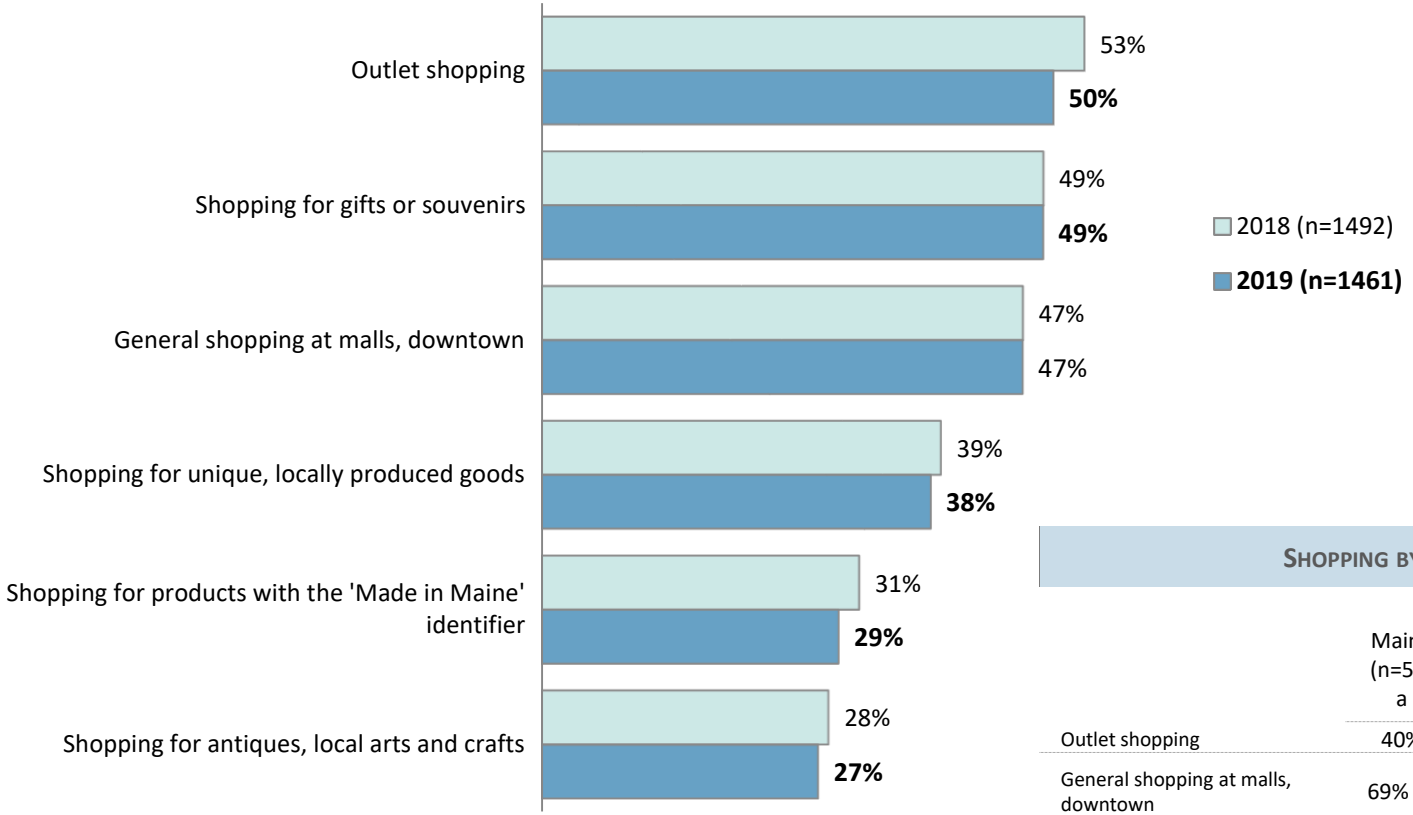
	Balanced Achievers (n=677) a	Genuine Originals (n=439) B	Social Soph. (n=121) C
Sightseeing	70%	76%	80% a
Enjoying ocean views/rocky coast	63%	71% a	75% a
Driving for pleasure	47%	60% a	57%
Wildlife/Bird watching	37% c	38% c	25%
Tours of local communities/architecture	32% bc	19%	18%
Nature cruises or tours	31% bc	19%	17%
Viewing Fall colors	30% b	21%	24%

Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitor Trip Activities: Shopping

SHOPPING ACTIVITIES

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



SHOPPING BY VISITOR ORIGIN

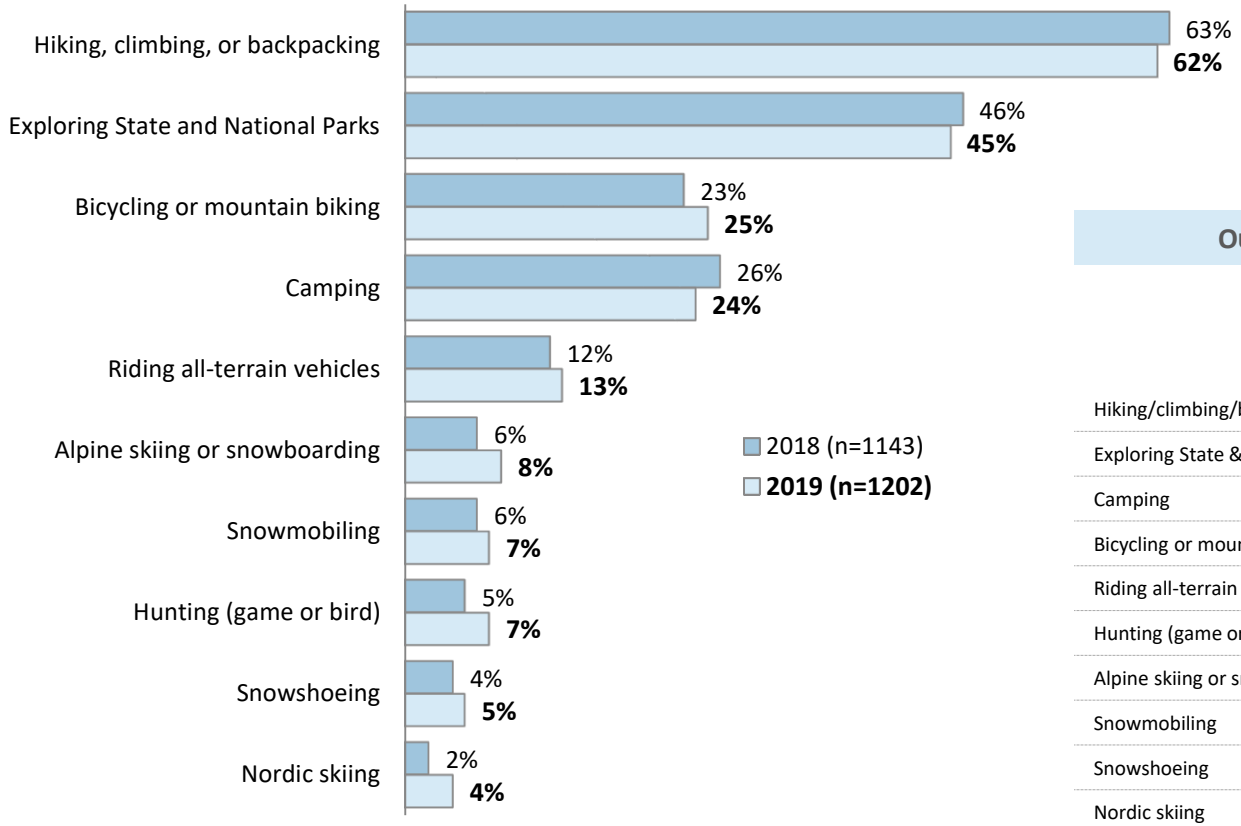
	Maine (n=58) a	New England (n=456) b	Mid-Atlantic (n=661) c	Canada (n=287) d
Outlet shopping	40%	60% ac	46%	46%
General shopping at malls, downtown	69% bc	39%	47% b	56% bc
Shopping for antiques, local arts and crafts	18%	27%	31% a	17%

Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitor Trip Activities: Active Outdoor (non-water)

ACTIVE OUTDOOR ACTIVITIES – NON-WATER

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



OUTDOOR RECREATION BY SEGMENT

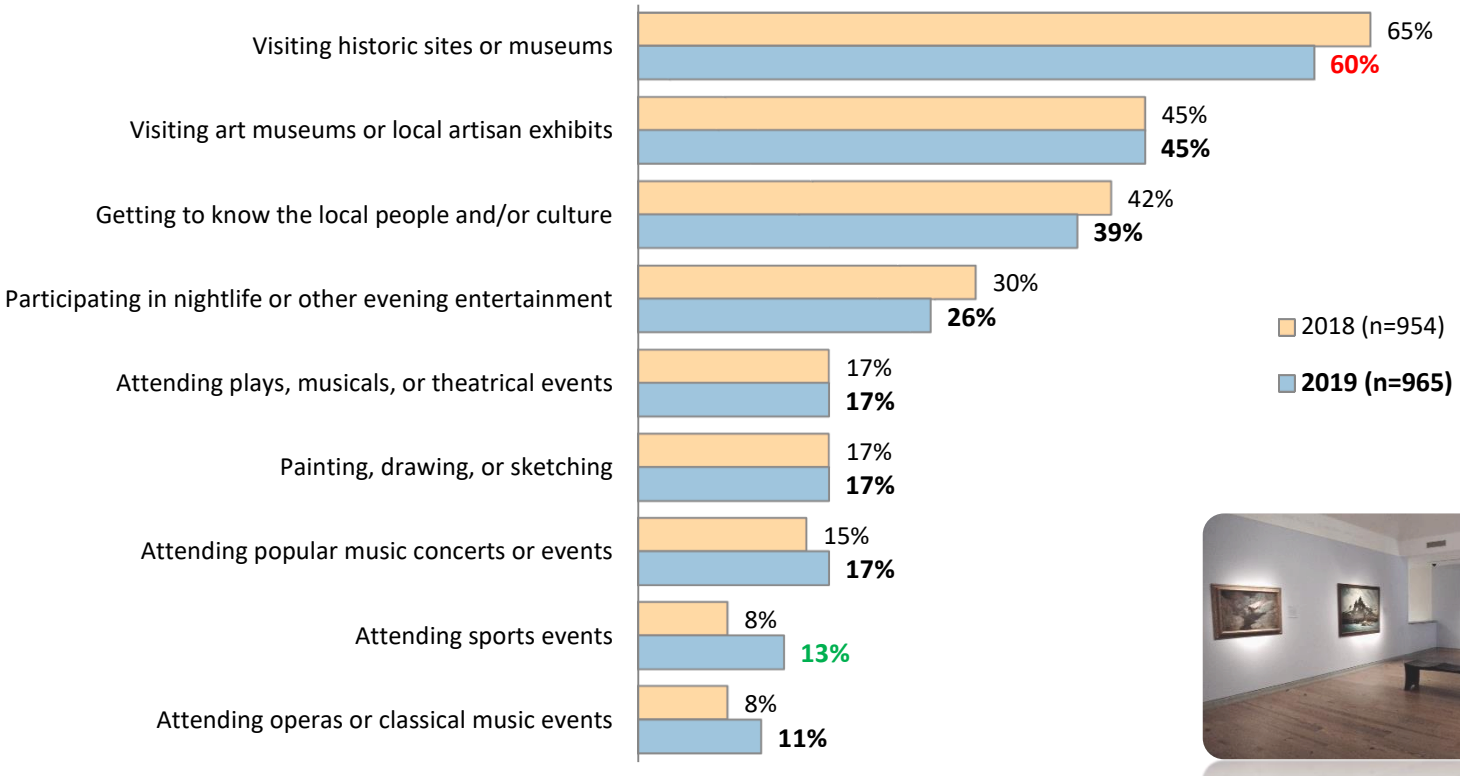
	Balanced Achievers (n=503) a	Genuine Originals (n=387) b	Social Soph. (n=100) c
Hiking/climbing/backpacking	57%	70% a	68%
Exploring State & Nat'l Parks	43%	52% a	47%
Camping	27% b	19%	18%
Bicycling or mountain biking	32% bc	16%	20%
Riding all-terrain vehicles	18% bc	8%	8%
Hunting (game or bird)	9% bc	3%	2%
Alpine skiing or snowboarding	11% bc	5%	5%
Snowmobiling	9% b	4%	4%
Snowshoeing	7% bc	3%	1%
Nordic skiing	6% b	1%	3%

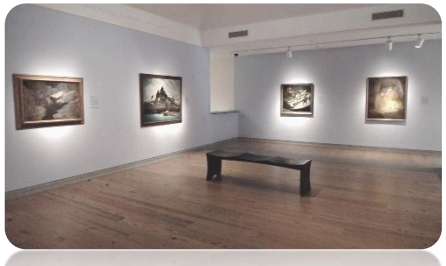
Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitor Trip Activities: History, Culture

HISTORY OR CULTURE ACTIVITIES

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



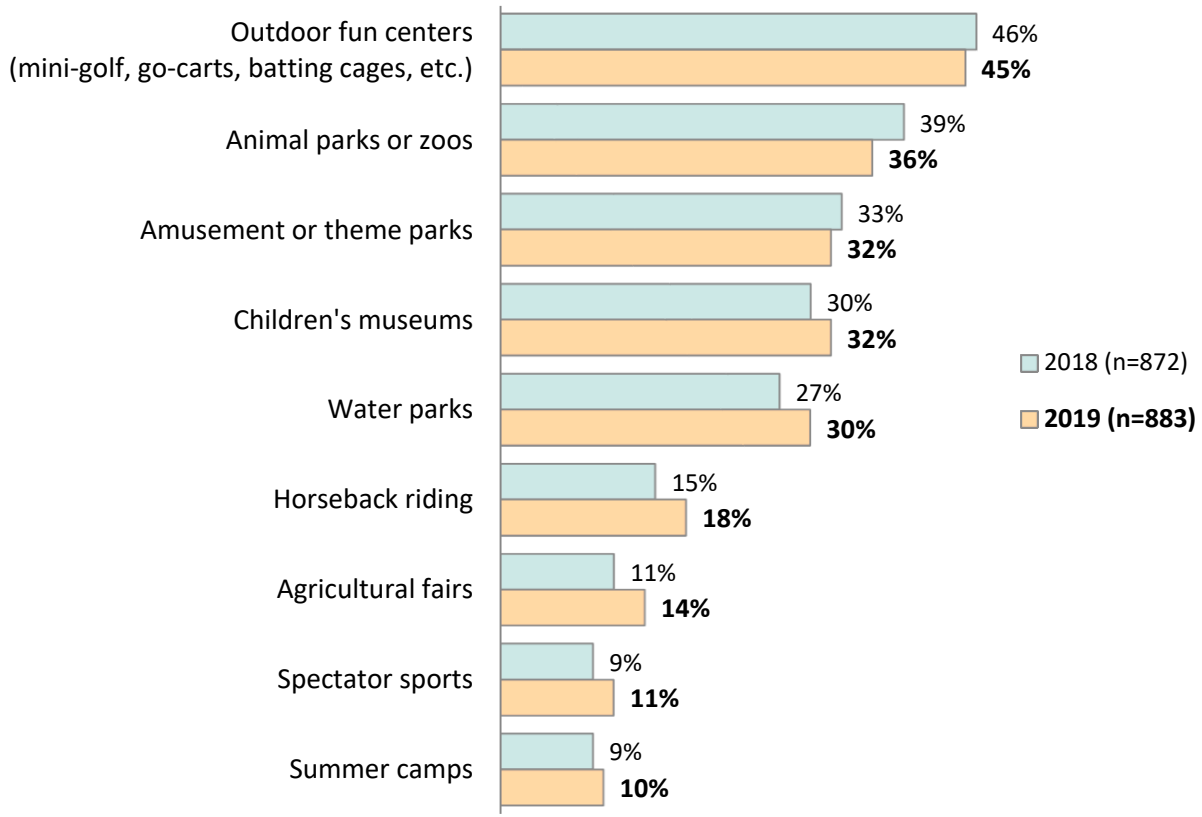


Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitor Trip Activities: Family/ Children's Fun

FAMILY FUN/CHILDREN'S ACTIVITIES

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

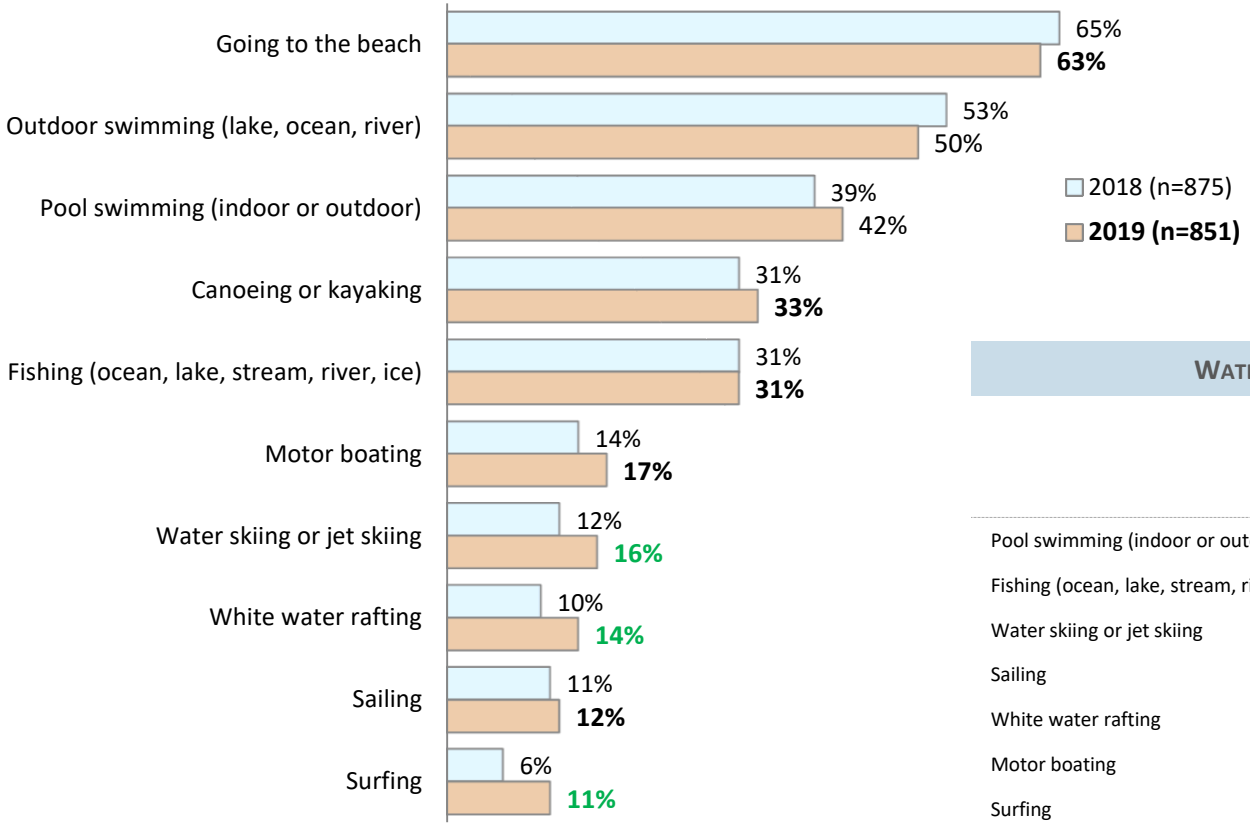


Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Overnight Visitor Trip Activities: Water

WATER ACTIVITIES

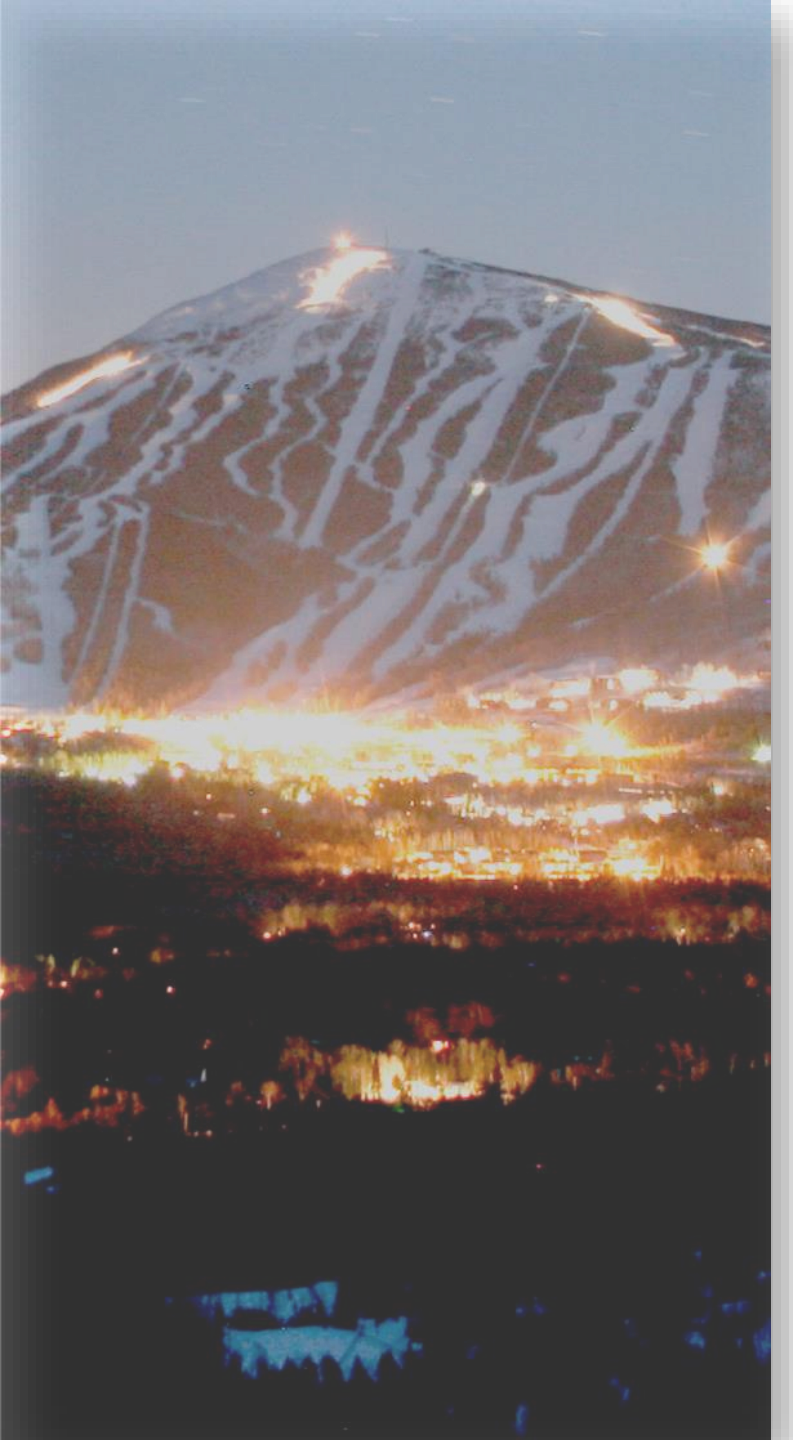
Base: Those who report water activities as an interest area for their Maine trip



WATER ACTIVITIES BY SEGMENT

	Balanced Achievers (n=419) a	Genuine Originals (n=200) b	Social Soph. (n=69) c
Pool swimming (indoor or outdoor)	45% b	35%	47%
Fishing (ocean, lake, stream, river, ice)	35% c	32%	21%
Water skiing or jet skiing	20% b	6%	13%
Sailing	17% b	5%	13%
White water rafting	16% bc	8%	6%
Motor boating	21% bc	10%	10%
Surfing	16% b	5%	8%

Q37. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.



OVERNIGHT VISITOR TRIP EVALUATIONS

Indicate whether this most recent trip to Maine exceeded, matched, or fell below your expectations for each…

MAINE ABOVE EXPECTATIONS ON…

(n=2,916)

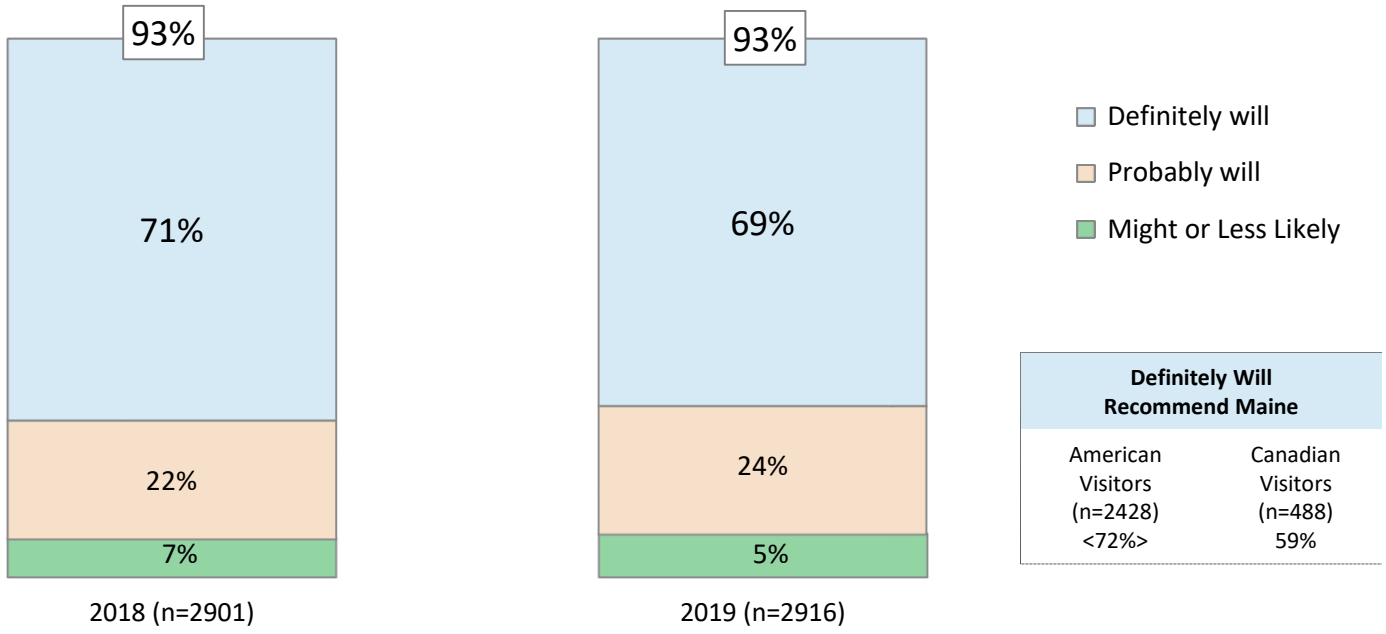
NET= Far Exceeded or Somewhat Above Expectations

[Q41]

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 recommend Maine as a vacation destination to friends or relatives?

LIKELIHOOD OF RECOMMENDING MAINE

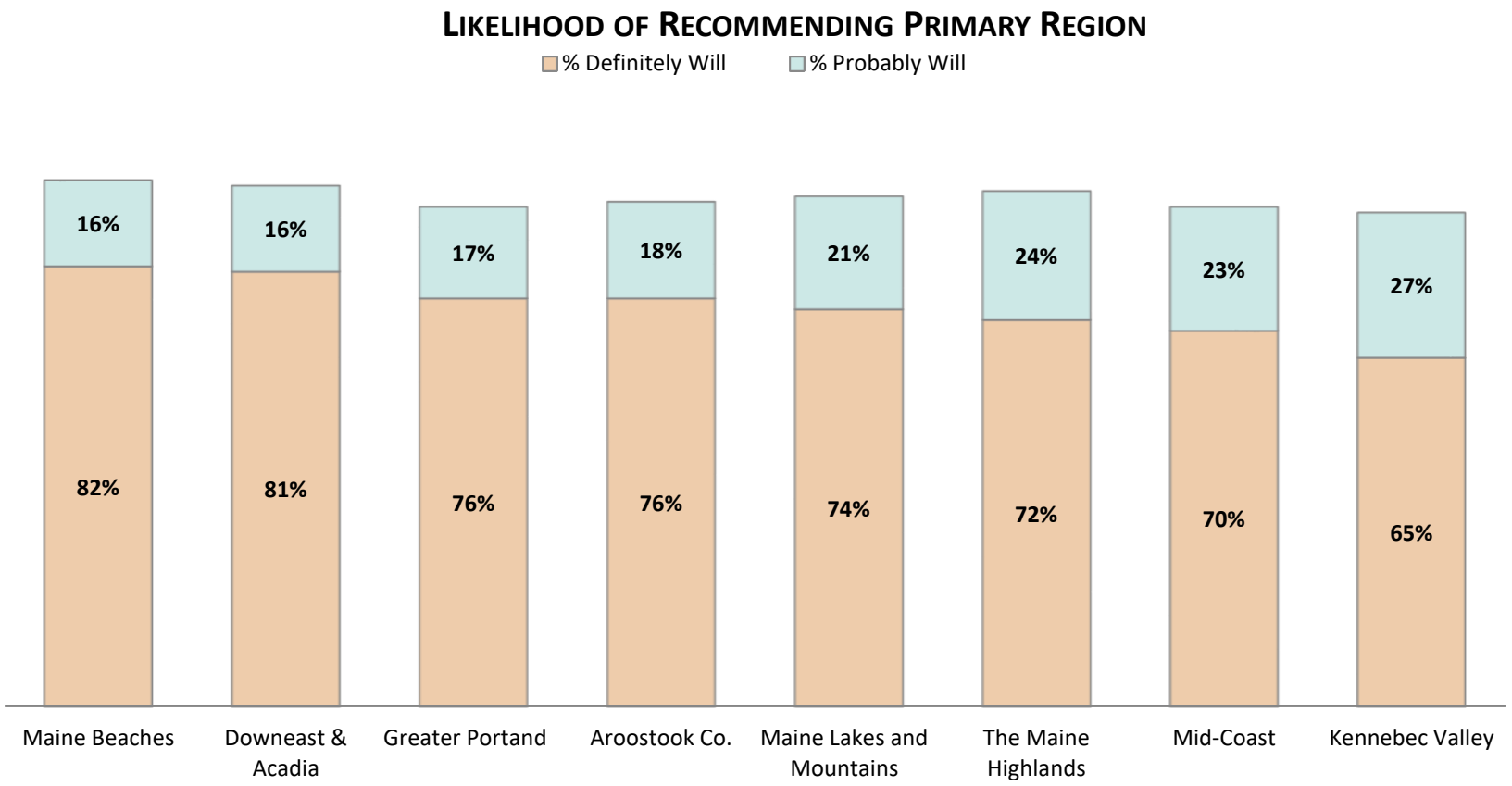


[Q45]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

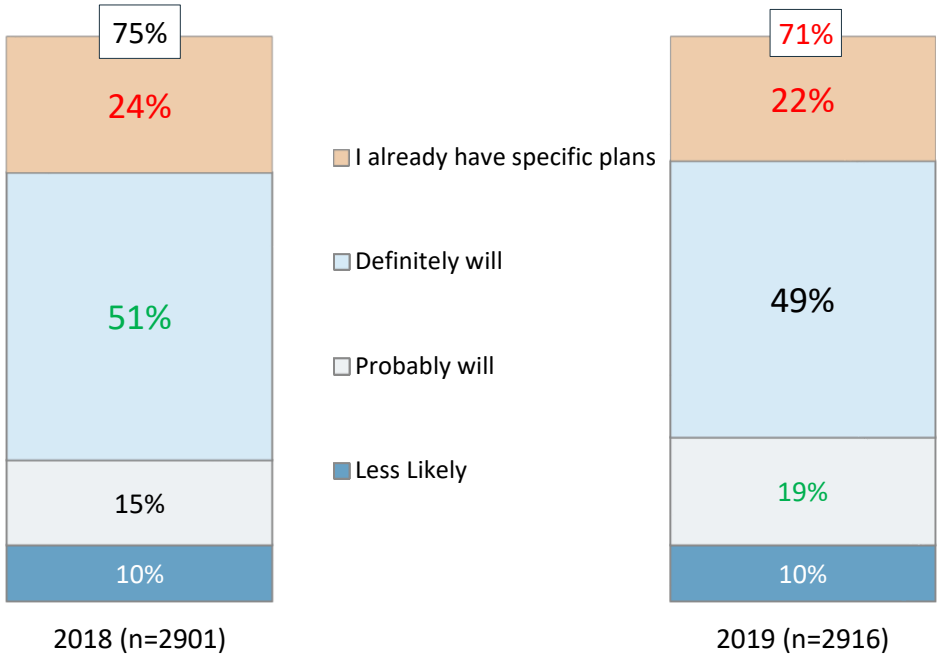
How likely will you be to recommend the [primary region visited] region to friends or relatives?



[Q29]
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 likely will you be to travel in Maine in the next two years?

LIKELIHOOD TO TRAVEL TO MAINE IN NEXT TWO YEARS



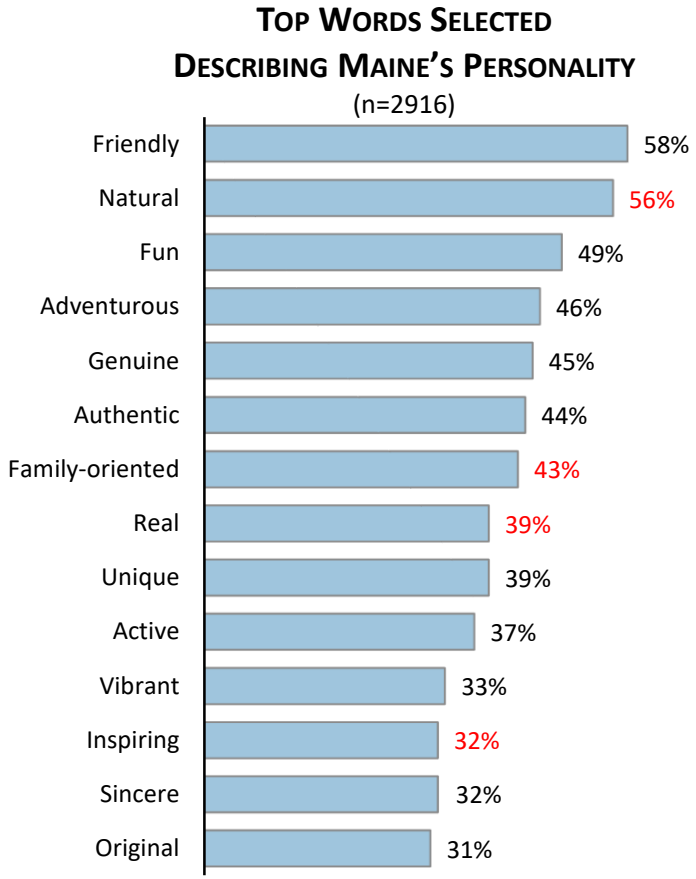
[Q44]

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

What does Maine offer as a destination that other similar destinations do not?

[Q18]
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

If Maine were a person, which of the following words would you choose to describe its personality?



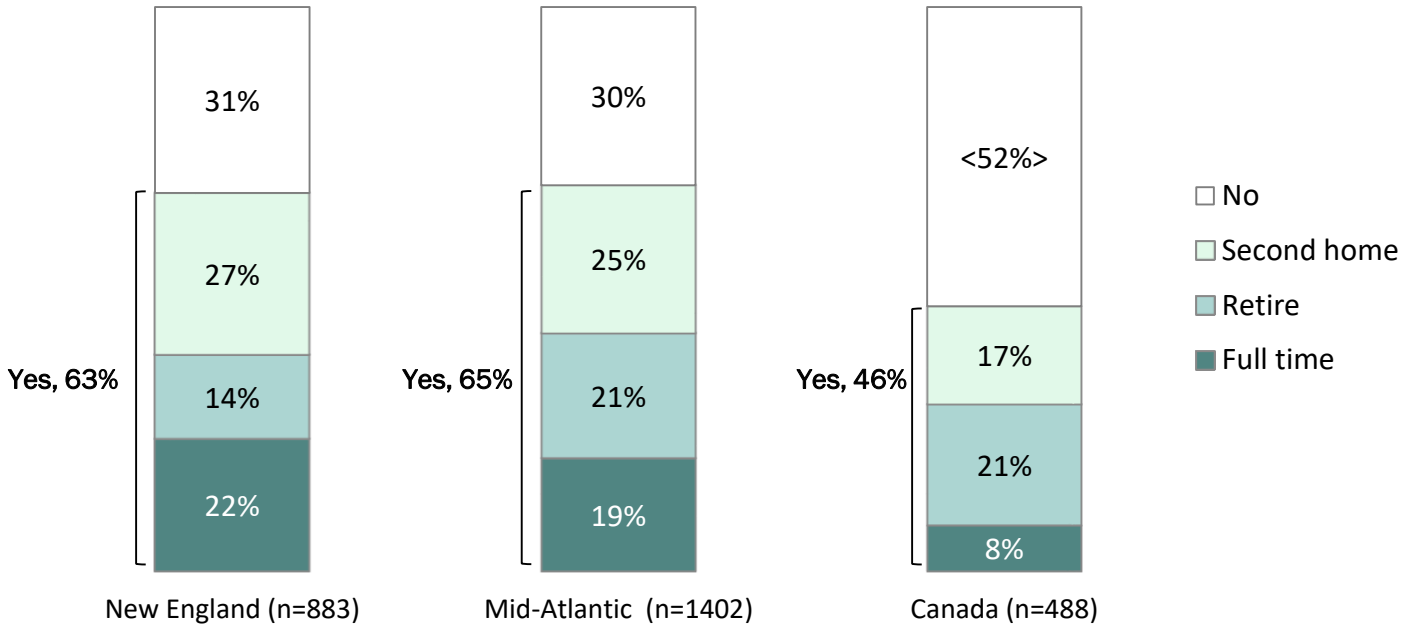
Less Frequently Selected	
Creative	27%
Old-fashioned	23%
Open-minded	23%
Passionate	22%
Imaginative	21%
Enthusiastic	21%
Dynamic	18%
Quirky	13%
Reserved	10%
Unexpected	9%
Offbeat	7%
Unusual	6%
Unconventional	6%
Boring	2%
Uninspiring	1%
Unpleasant	1%
Stodgy	1%
Fake	1%

[Q47]

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

Would you consider moving to Maine?

WILLING TO CONSIDER MOVING TO MAINE
BY VISITOR ORIGIN



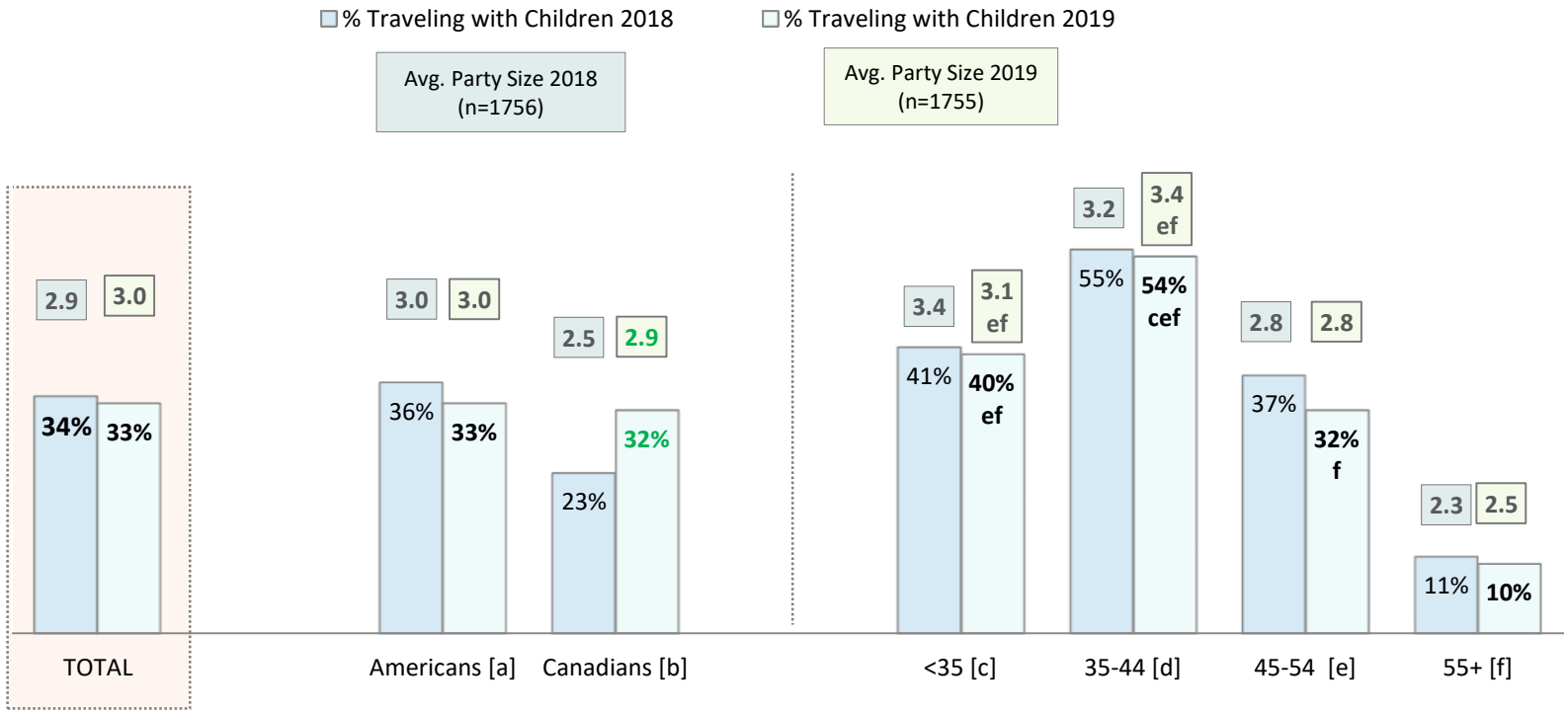
[Q67]

DAY VISITORS

DAY VISITOR TRAVEL LOGISTICS

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

TRAVEL PARTY SIZE AND COMPOSITION

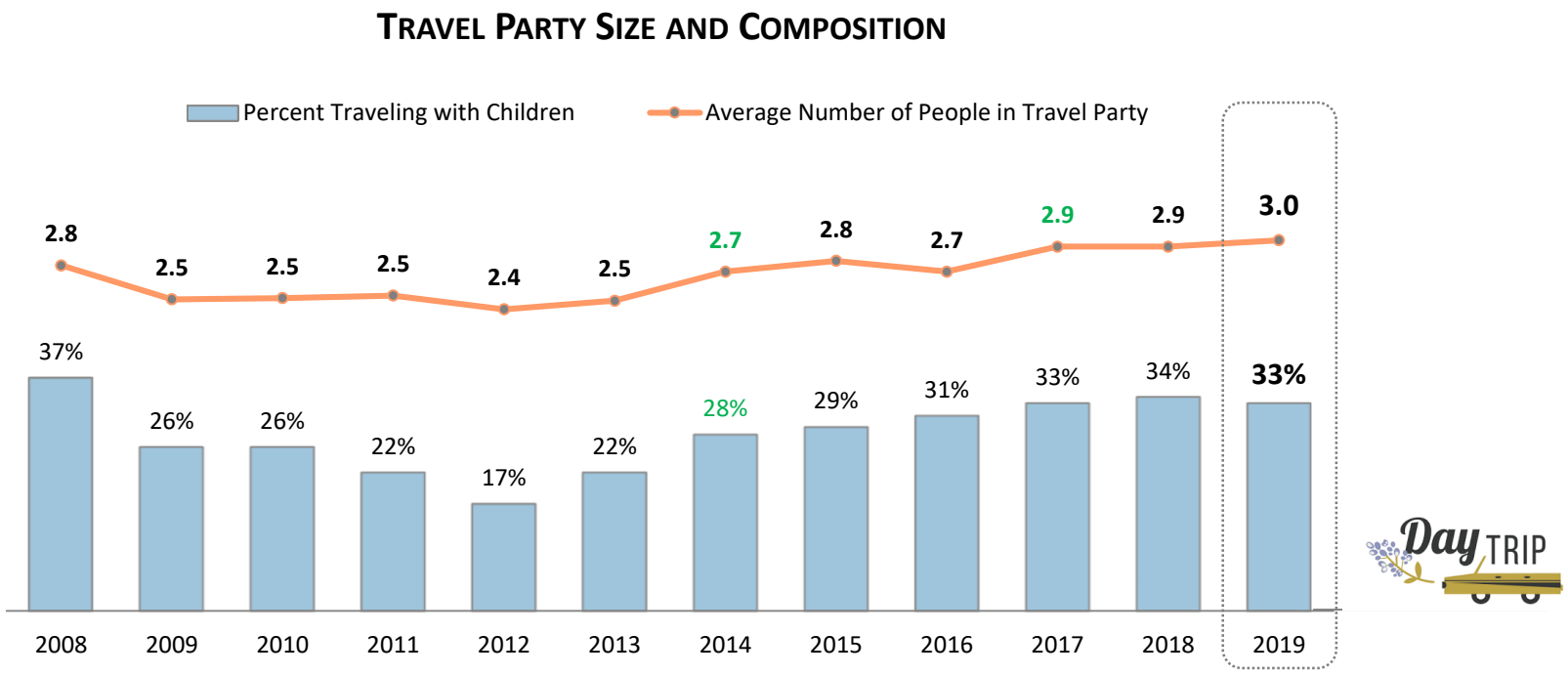


[Q15, Q16]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

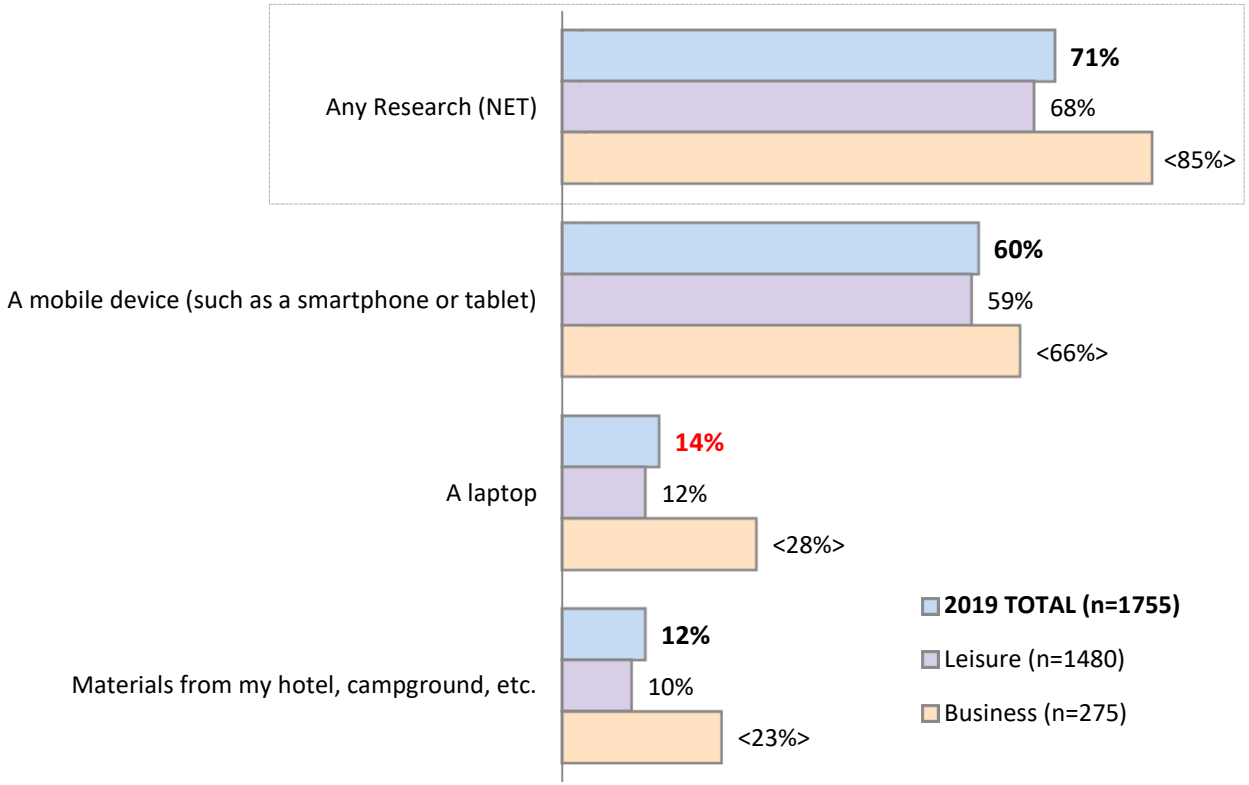
TREND: Party Size and Traveling with Children across Years



Q15. Including yourself and any children, how many people were in your immediate travel party on this specific trip to Maine?
Q16. How many of these people were: Children?
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Once you arrived in Maine did you use any of the following to continue researching places to go or things to do during your visit?

TRIP RESEARCH WHILE IN MAINE



Also **more likely** than their counterparts to continue researching...

First-time Visitor (n=141) <92%>	Repeat Visitor (n=1614) 69%
Kids on Trip (n=581) <80%>	No Kids (n=1174) 66%

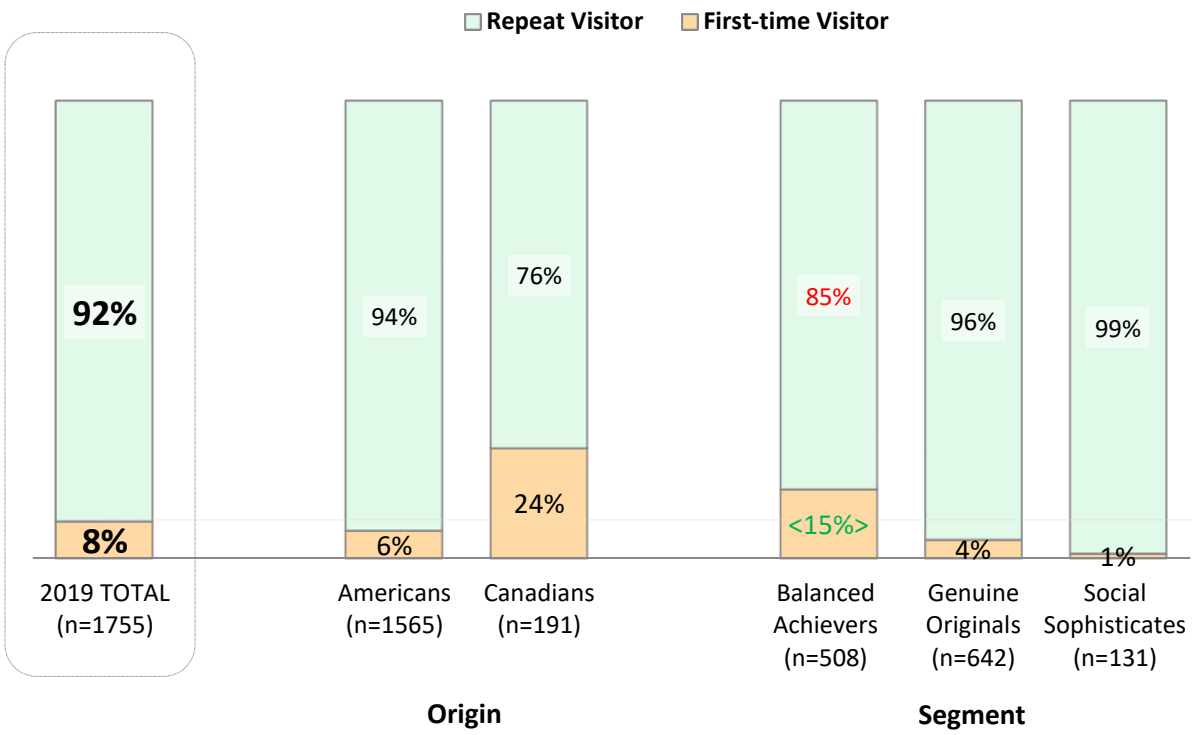
[Q25]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 trip to Maine?

REPEAT VS. FIRST TIME VISITORS



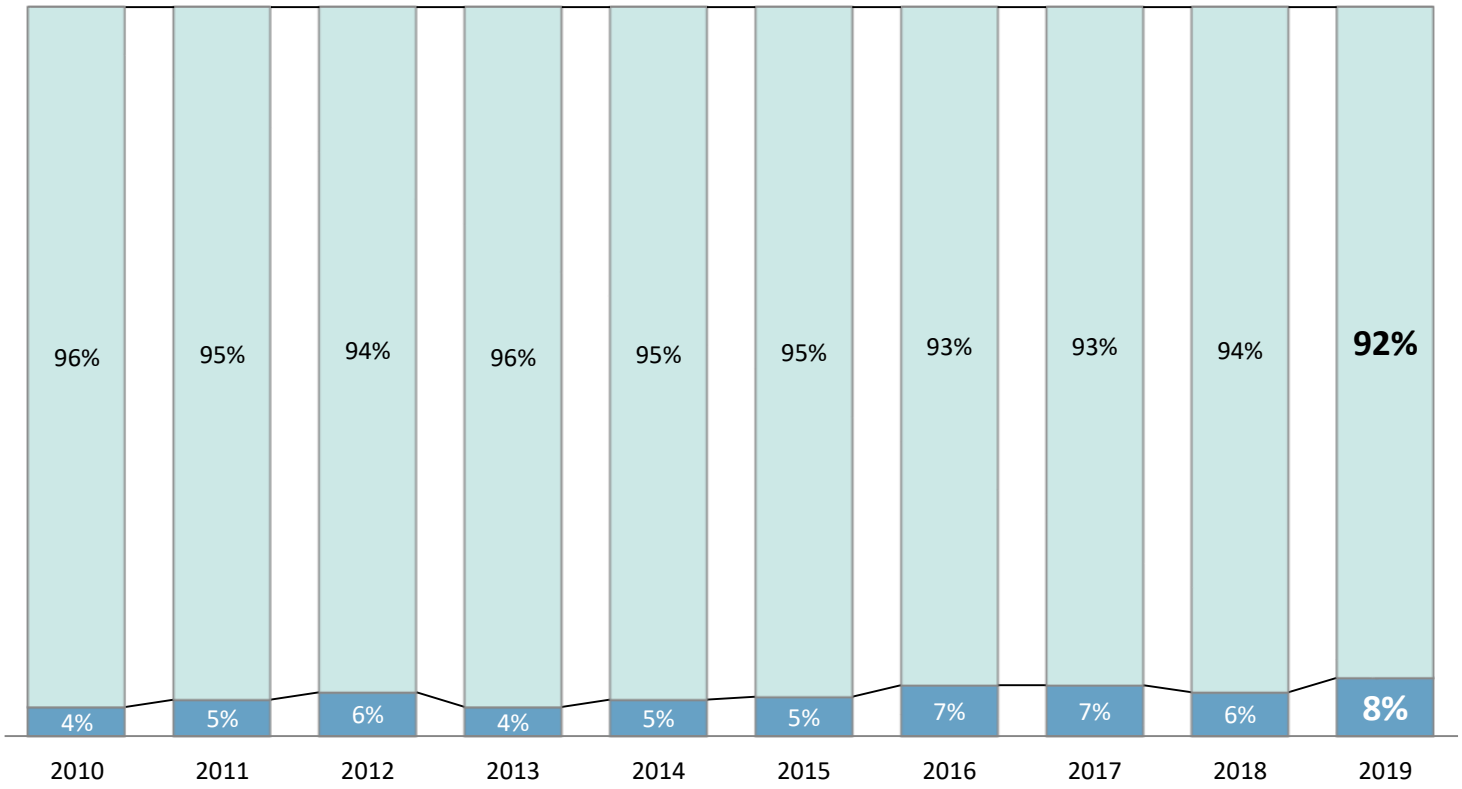
The proportion of first-time visitors also decreases with age…

<35	14%
35-44	7%
45-54	5%
55+	3%

[Q10]
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

TREND: Visitation Status across Years

REPEAT VS. FIRST-TIME VISITORS TREND 2010 TO 2019



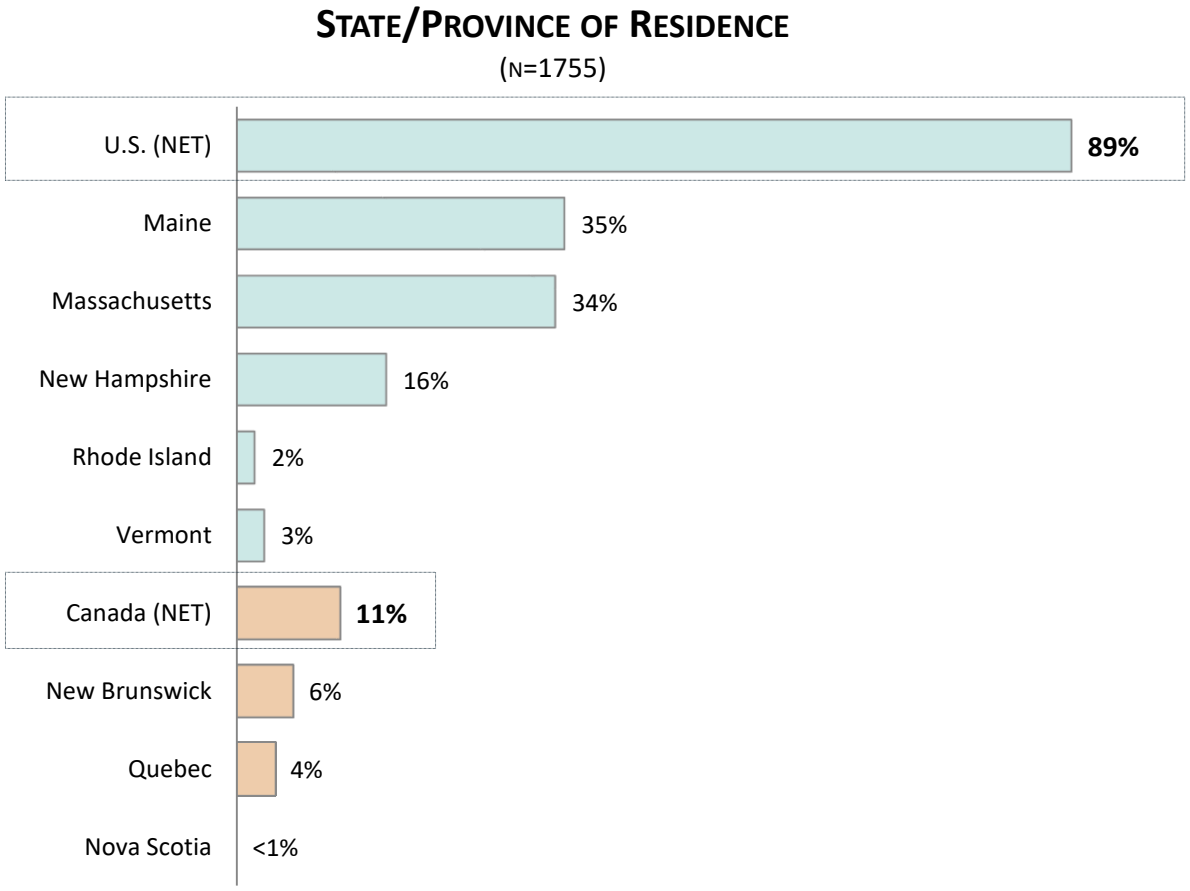
Q10. Was this your first trip to Maine?

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

DAY VISITOR ORIGIN

In which state or province do you live?

Sample includes only those within a 100-mile radius of Maine's borders.



Q2. <>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

TREND: Residence of Day Visitors across Years

Sample includes only those within a 100-mile radius of Maine's borders.

DAY VISITOR ORIGIN ACROSS YEARS

2008 - 2019

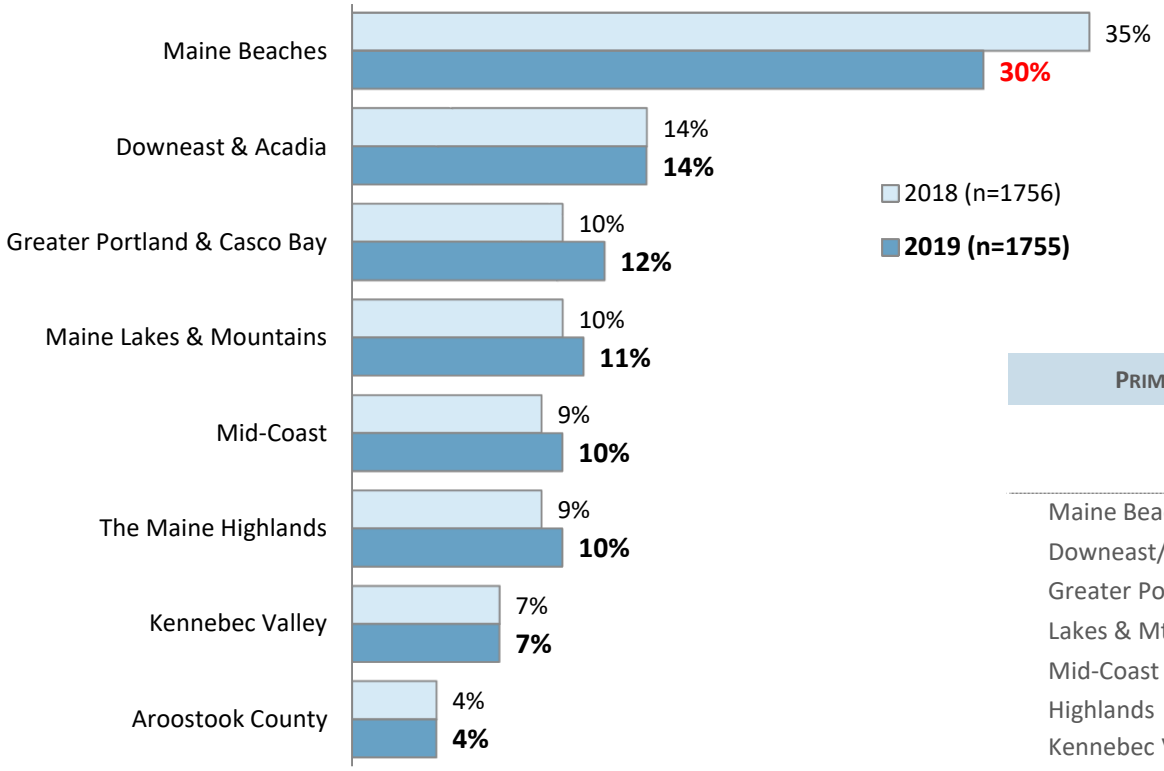
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Maine	47%	37%	35%	36%	39%	35%	29%	31%	26%	32%	35%	35%
Massachusetts	23%	33%	37%	37%	34%	39%	43%	41%	43%	37%	35%	34%
New Hampshire	13%	15%	14%	15%	15%	14%	15%	15%	16%	18%	16%	16%
New Brunswick	11%	7%	7%	6%	7%	6%	6%	5%	5%	5%	5%	6%
Quebec	4%	3%	2%	2%	2%	1%	3%	5%	7%	5%	4%	4%
Vermont	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	3%
Rhode Island	1%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%
Nova Scotia	--	--	1%	--	--	<1%	--	<1%	1%	--	--	<1%

Q2. In which state or province do you live?

DAY VISITOR EXPERIENCE IN MAINE

What region in Maine was your primary destination?

PRIMARY REGION OF VISIT



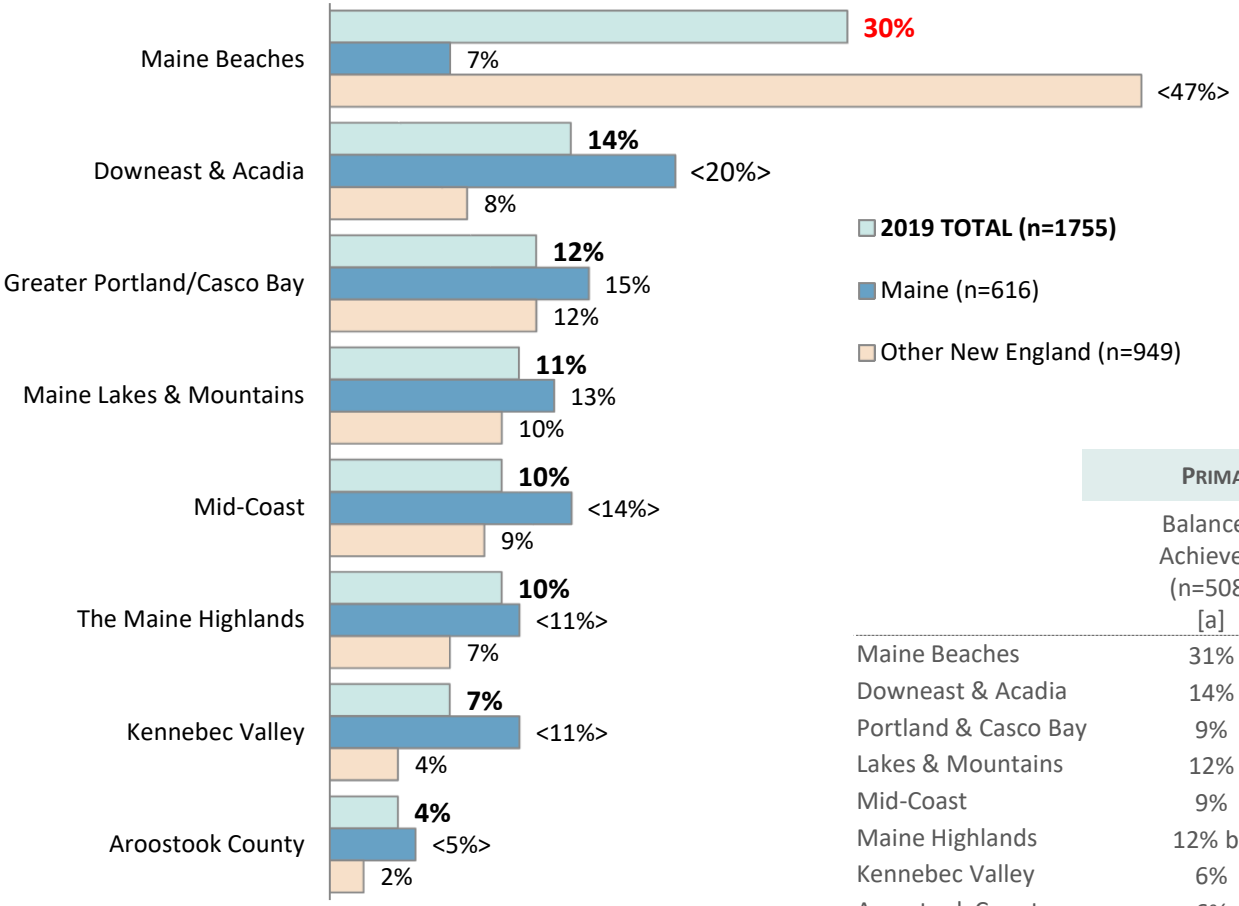
PRIMARY REGION BY VISITOR ORIGIN

	Americans (n=1565)	Canadians (n=191)
Maine Beaches	<31%>	17%
Downeast/Acadia	13%	<25%>
Greater Portland	<13%>	4%
Lakes & Mtns	<11%>	5%
Mid-Coast	<11%>	3%
Highlands	8%	<23%>
Kennebec Valley	7%	6%
Aroostook Co.	3%	<16%>

[Q21]
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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.

Primary Destination by Visitor Origin

PRIMARY REGION BY U.S. RESIDENCE



PRIMARY REGION BY SEGMENT TYPE

	Balanced Achievers (n=508) [a]	Genuine Originals (n=642) [b]	Social Sophisticates (n=131) [c]
Maine Beaches	31%	30%	39% ab
Downeast & Acadia	14%	16%	4%
Portland & Casco Bay	9%	13%	21% a
Lakes & Mountains	12%	12%	9%
Mid-Coast	9%	10%	9%
Maine Highlands	12% bc	7%	5%
Kennebec Valley	6%	6%	8%
Aroostook County	6%	3%	3%

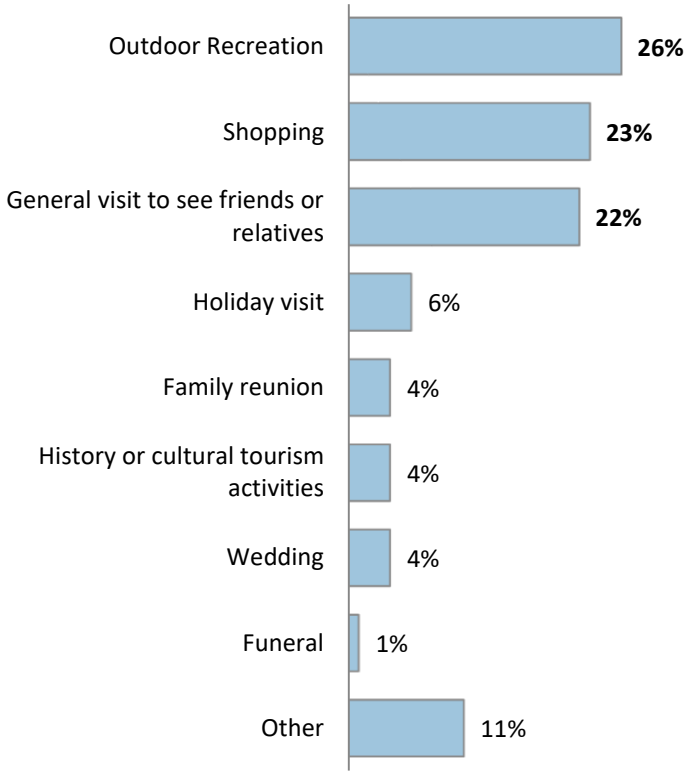
Q21. What region in Maine was your primary destination?
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

DAY VISITOR INTERESTS & ACTIVITIES

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

PRIMARY PURPOSE OF DAY LEISURE TRIPS

(N=1653)



PURPOSE OF LEISURE TRIP BY SUBGROUPS

	American Visitor (n=1484)	Canadian Visitor (n=169)
Outdoor recreation	<27%>	10%
General visit to see friends/relatives	<24%>	8%
Holiday visit	5%	<12%>
Shopping	20%	<51%>

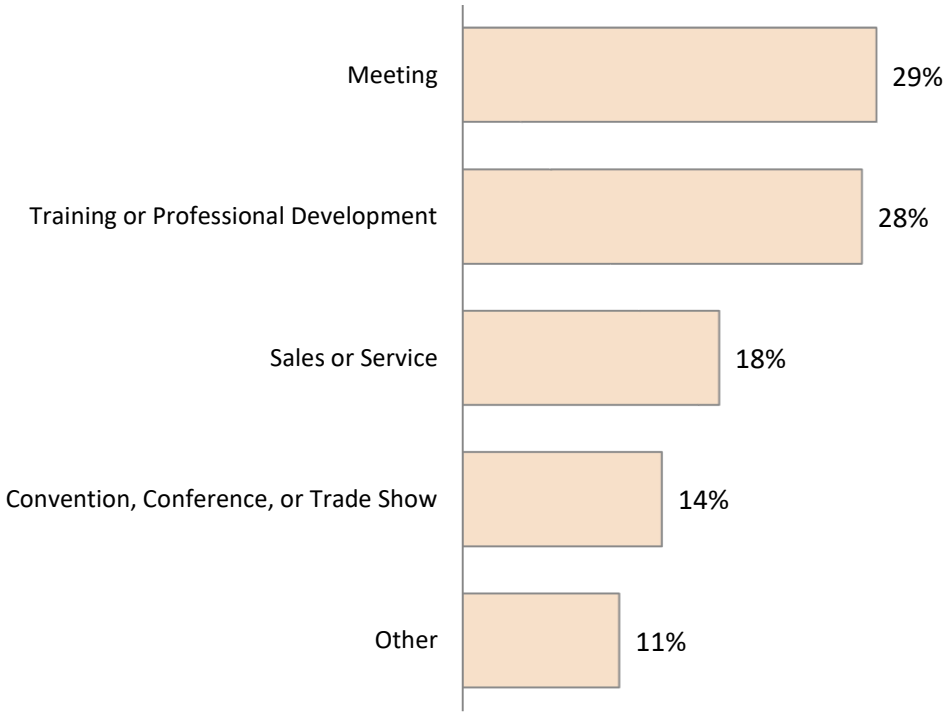
	Balanced Achievers (n=472) a	Genuine Originals (n=619) b	Social Sophisticates (n=121) c
Outdoor recreation	24%	31% a	26%
Shopping	25% b	19%	27%
Holiday visit	9% b	3%	8%

[Q9]
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.

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

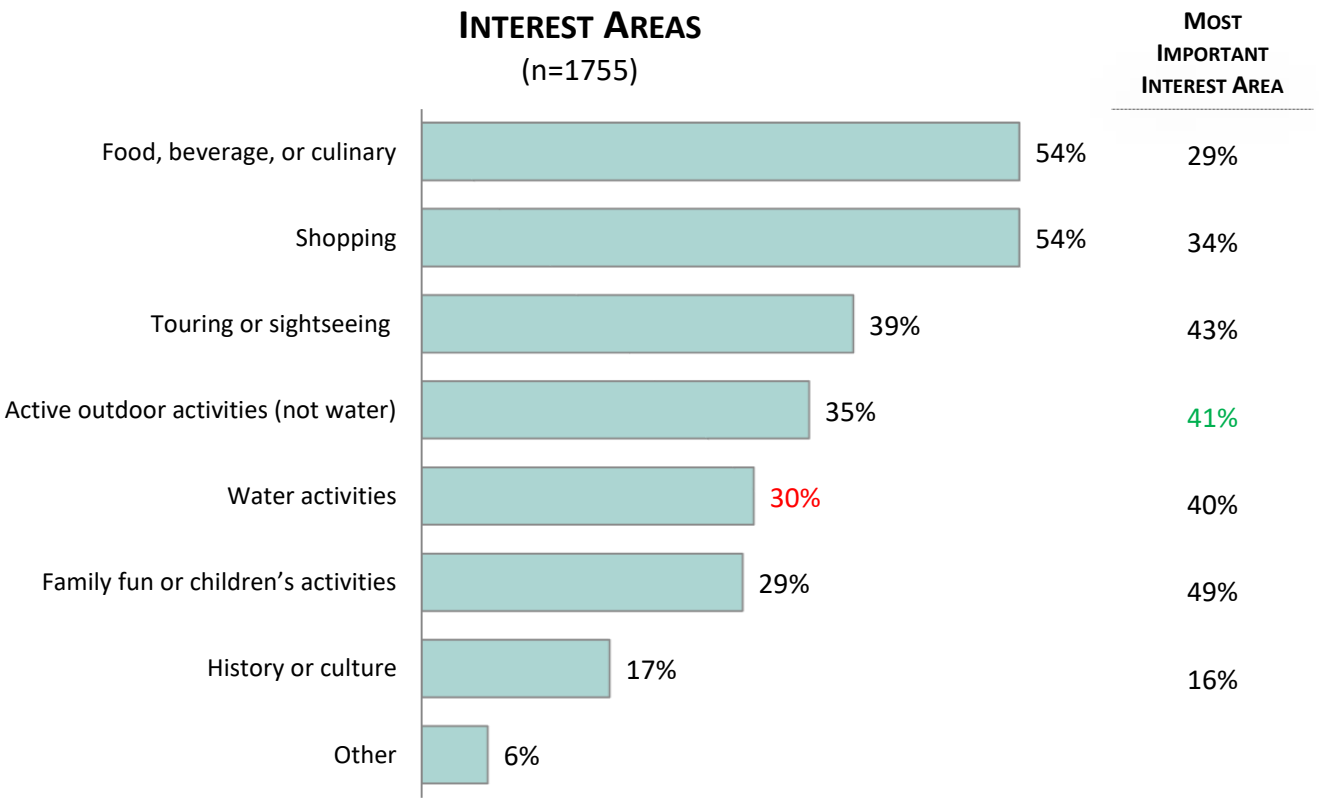
PRIMARY PURPOSE OF BUSINESS DAY TRIPS

(n=275)



[Q8]

Which of the following interest areas did you want to pursue during this trip to Maine? Please rank them in order of their importance…



SHOPPING INTEREST BY ORIGIN

American Visitor (n=1565) 51%	Canadian Visitor (n=191) <76%>
Maritime Provinces (n=119) <87%>	Quebec (n=72) 59%

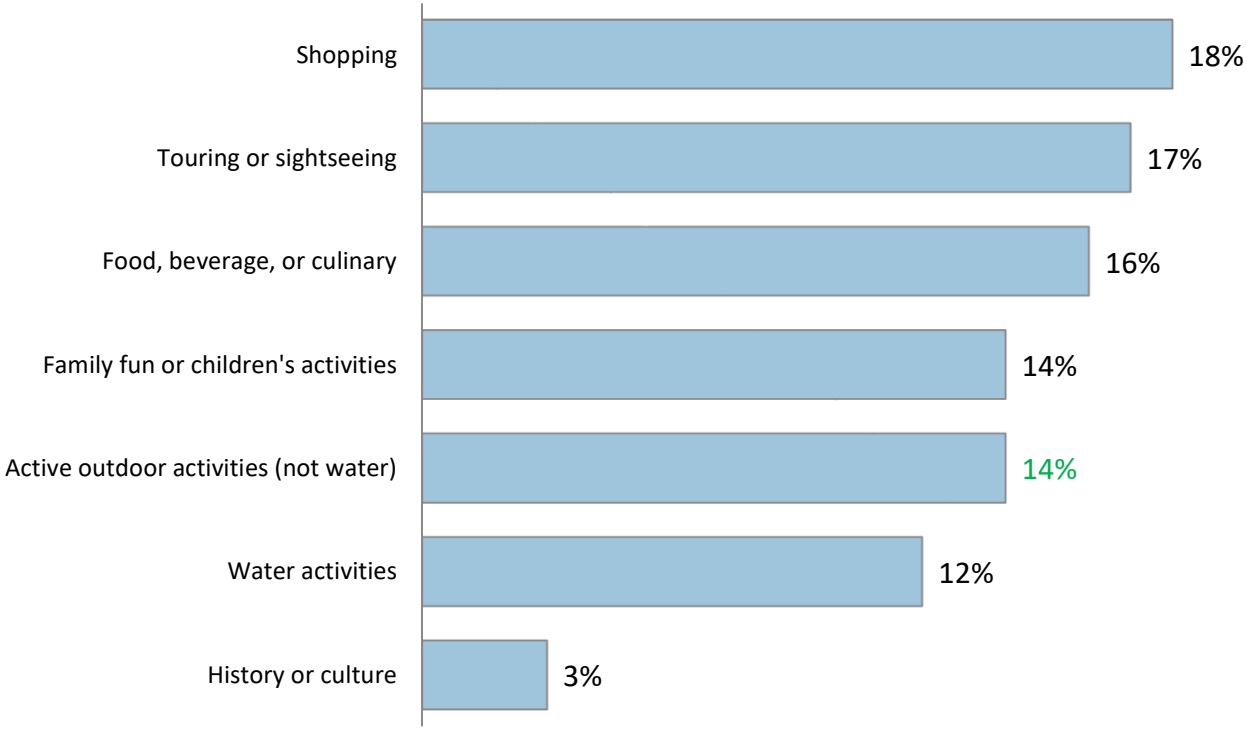
[Q18, Q19]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 Visitor Trip Drivers

INTEREST AREAS
TRAVEL DRIVER INDEX*



***Travel Driver Index =** percentage selecting category as interest area X percentage listing 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.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Interest Areas by Subgroups

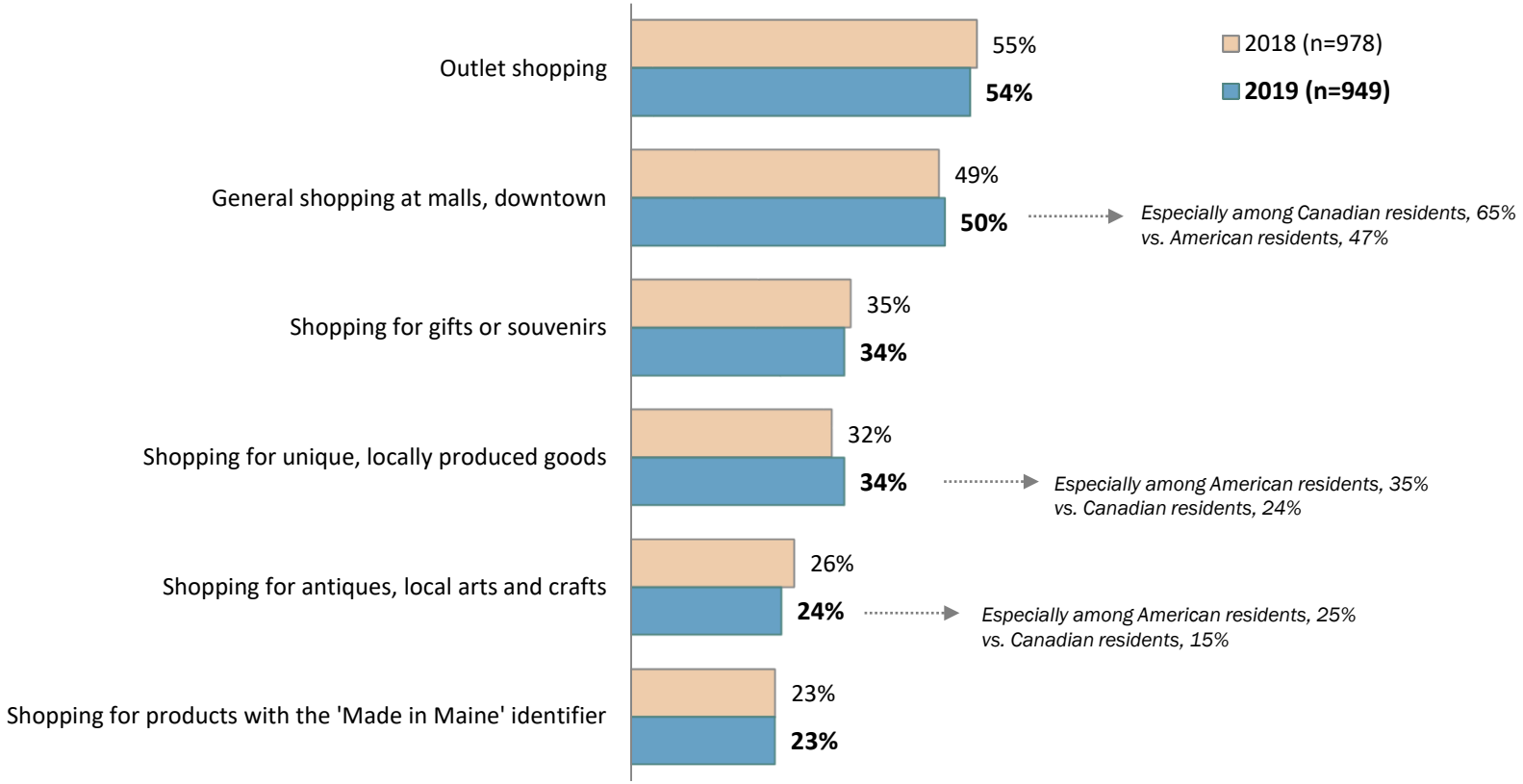
Interest Area:	2019 TOTAL (n=1755)	Residence		Visitor Segment		
		United States (n=1565) a	Canada (n=191) B	Balanced Achievers (n=508) e	Genuine Originals (n=642) f	Social Sophisticates (n=131) g
Food, beverage, or culinary	54%	55%	53%	56%	57%	64%
Shopping	54%	51%	76% a	59% f	51%	60%
Touring or sightseeing	39%	40% b	33%	43%	42%	38%
Active outdoor activities (not water)	35%	36% b	21%	40%	41% g	30%
Water Activities	30%	31% b	16%	31%	32%	29%
Family fun or children's activities	29%	31% b	19%	35% f	23%	35% f
History or culture	17%	17%	19%	23% g	18%	13%

Q18. Which of the following ***interest areas*** did you want to pursue during this trip to Maine? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 Visitor Trip Activities: Shopping

SHOPPING ACTIVITIES

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

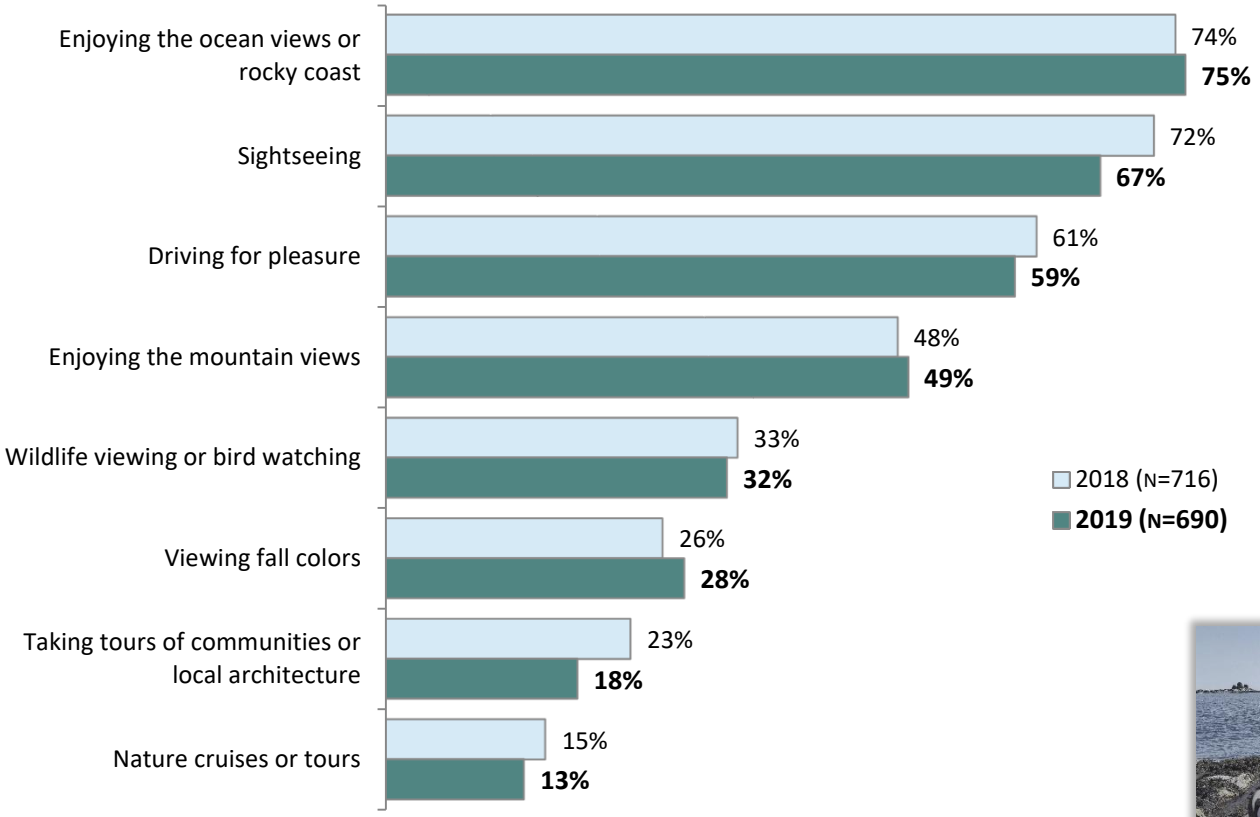


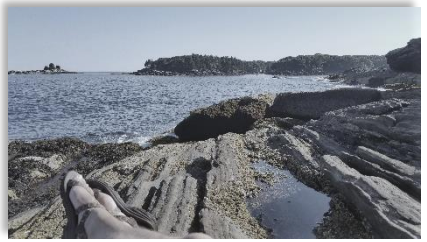
Q20. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitor Trip Activities: Touring, Sightseeing

TOURING OR SIGHTSEEING ACTIVITIES

Base: Those who report touring/sightseeing as an interest area for their Maine trip



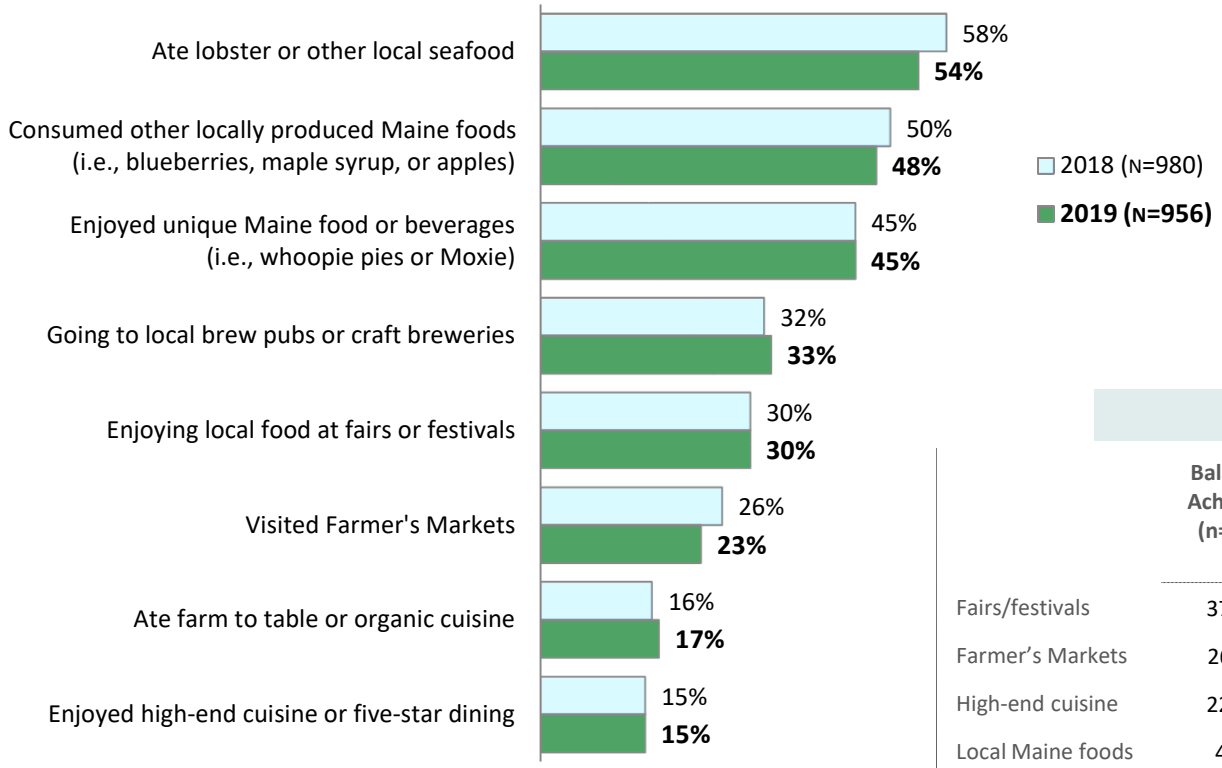


Q20. In which of the following activities did you participate during this trip? *Please check all that apply.*

Day Visitor Trip Activities: Food, Beverage, Culinary

FOOD, BEVERAGE, OR CULINARY ACTIVITIES

Base: Those who report food/beverage/culinary activities as an interest area for their Maine trip



FOOD ACTIVITIES BY SEGMENT

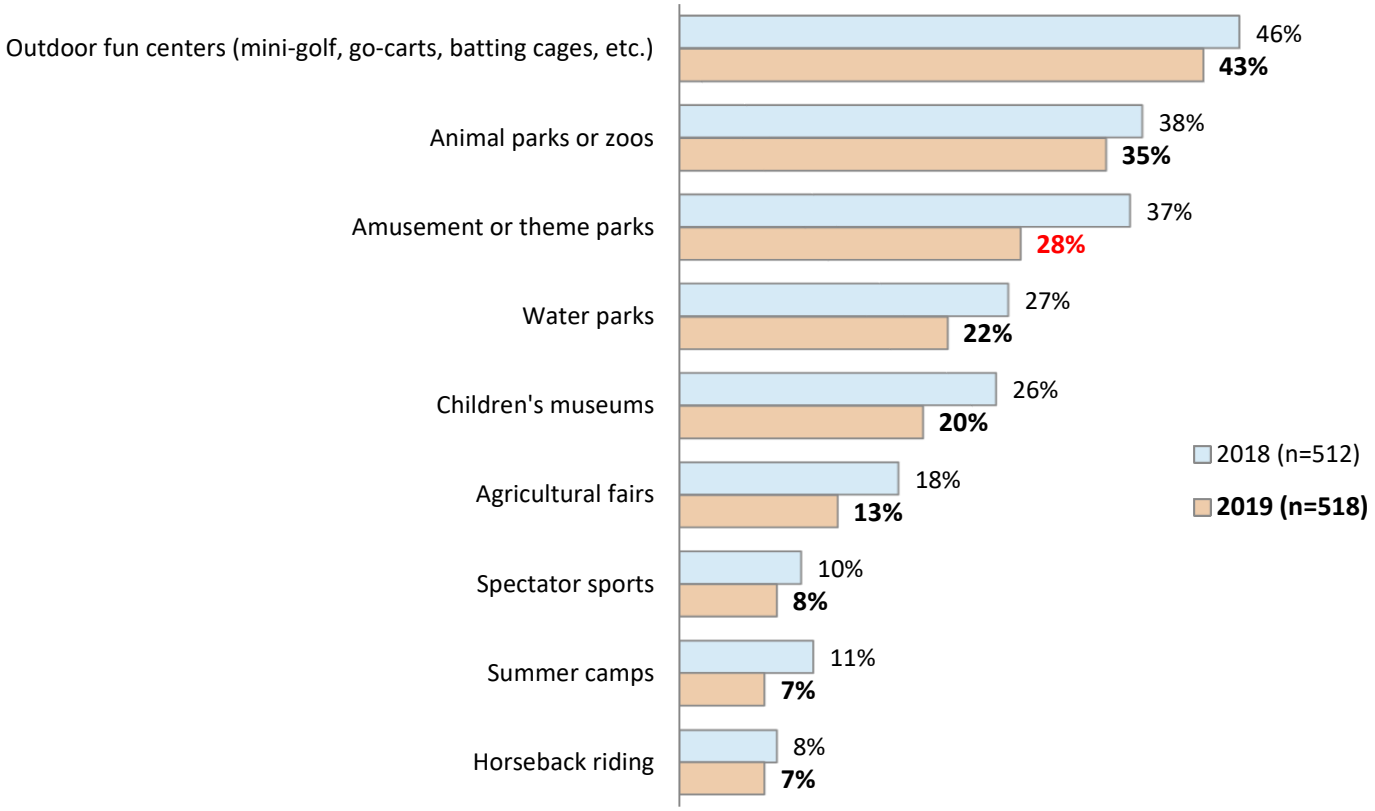
	Balanced Achievers (n=285) a	Genuine Originals (n=364) b	Social Sophisticates (n=85) c
Fairs/festivals	37% b	28%	26%
Farmer's Markets	26% c	27% c	15%
High-end cuisine	22% b	10%	17%
Local Maine foods	48%	59% ac	37%
Farm-to-table	22% c	19% c	10%

Q20. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 Visitor Trip Activities: Family/ Children's Fun

FAMILY FUN/CHILDREN'S ACTIVITIES

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



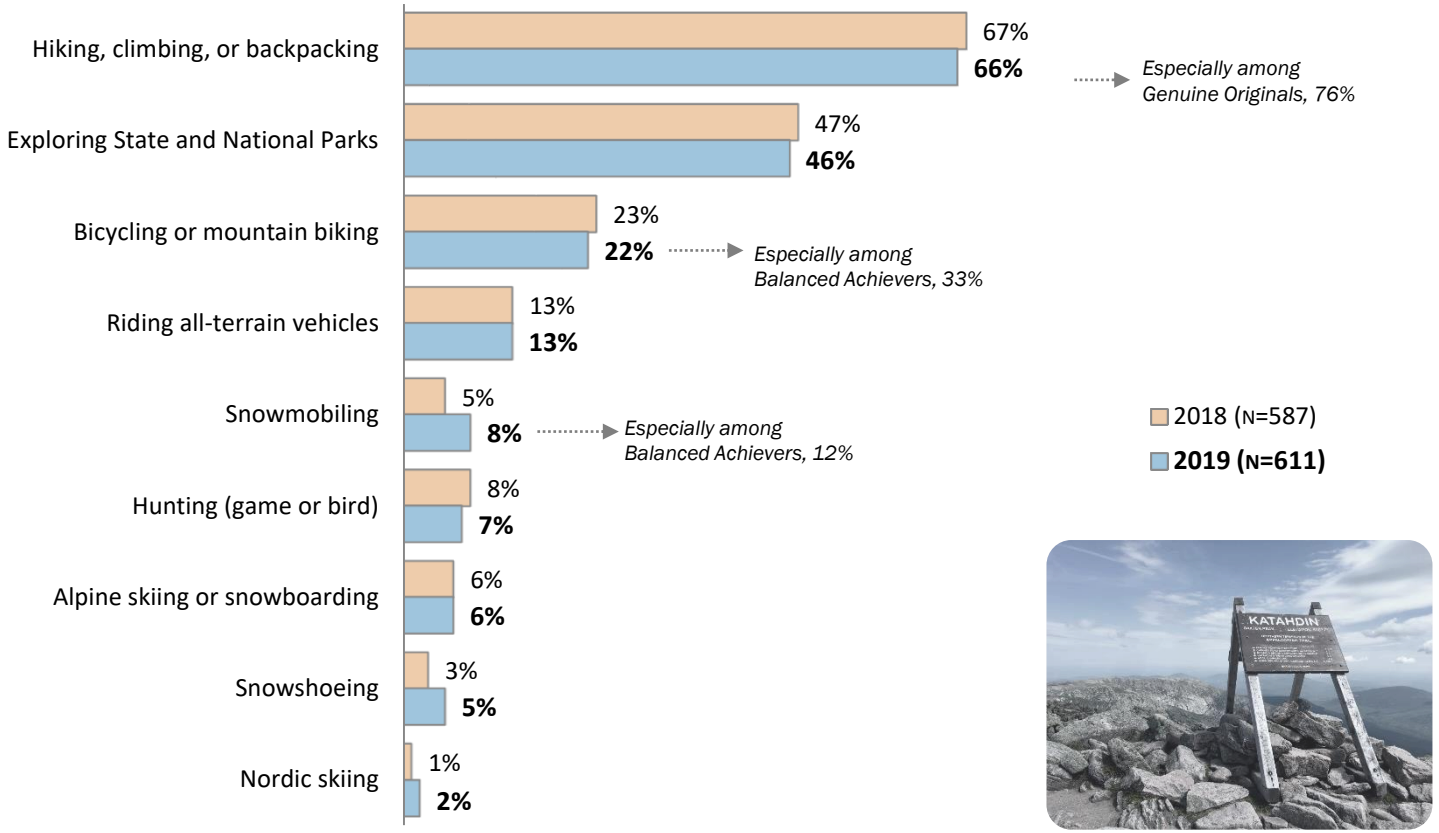
Q20. In which of the following activities did you participate during this trip? *Please check all that apply*.

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

Day Visitor Trip Activities: Active Outdoor (non-water)

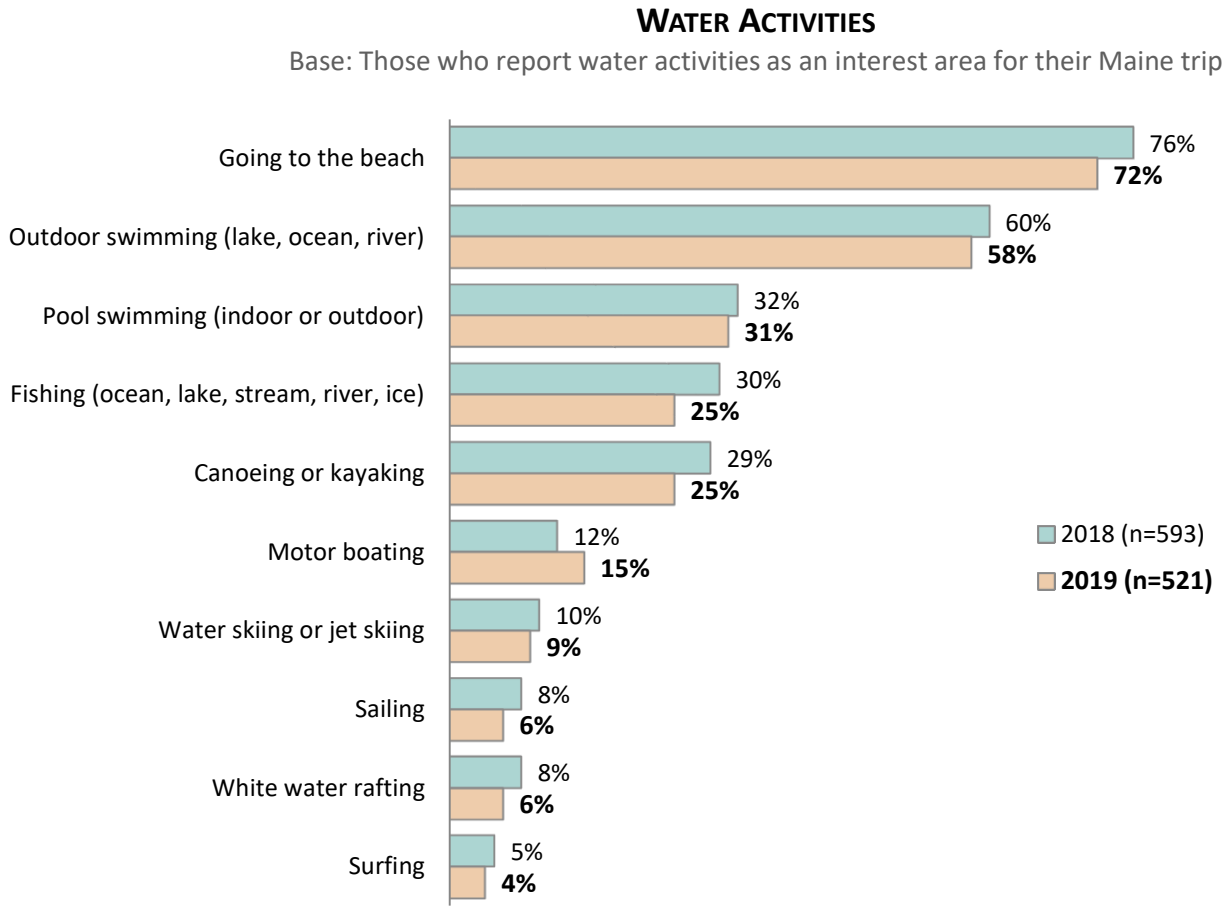
ACTIVE OUTDOOR ACTIVITIES (NON-WATER)

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



Q20. In which of the following activities did you participate during this trip? *Please check all that apply*.
<>, and/or a/b/c/etc. indicate a significant difference between subgroups 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 Visitor Trip Activities: Water

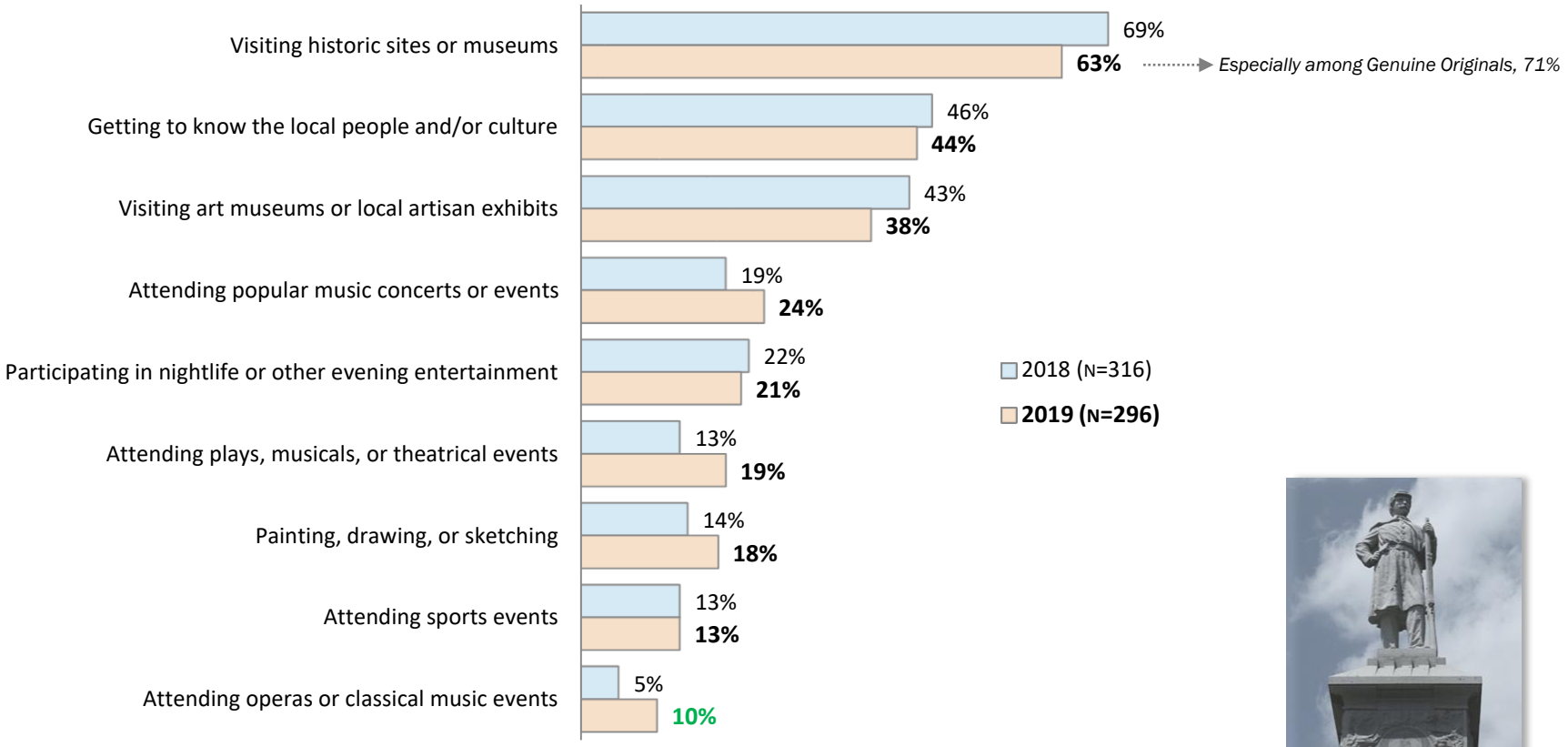


Q20. In which of the following activities did you participate during this trip? *Please check all that apply*.
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

Day Visitor Trip Activities: History, Culture

History or Culture Activities

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

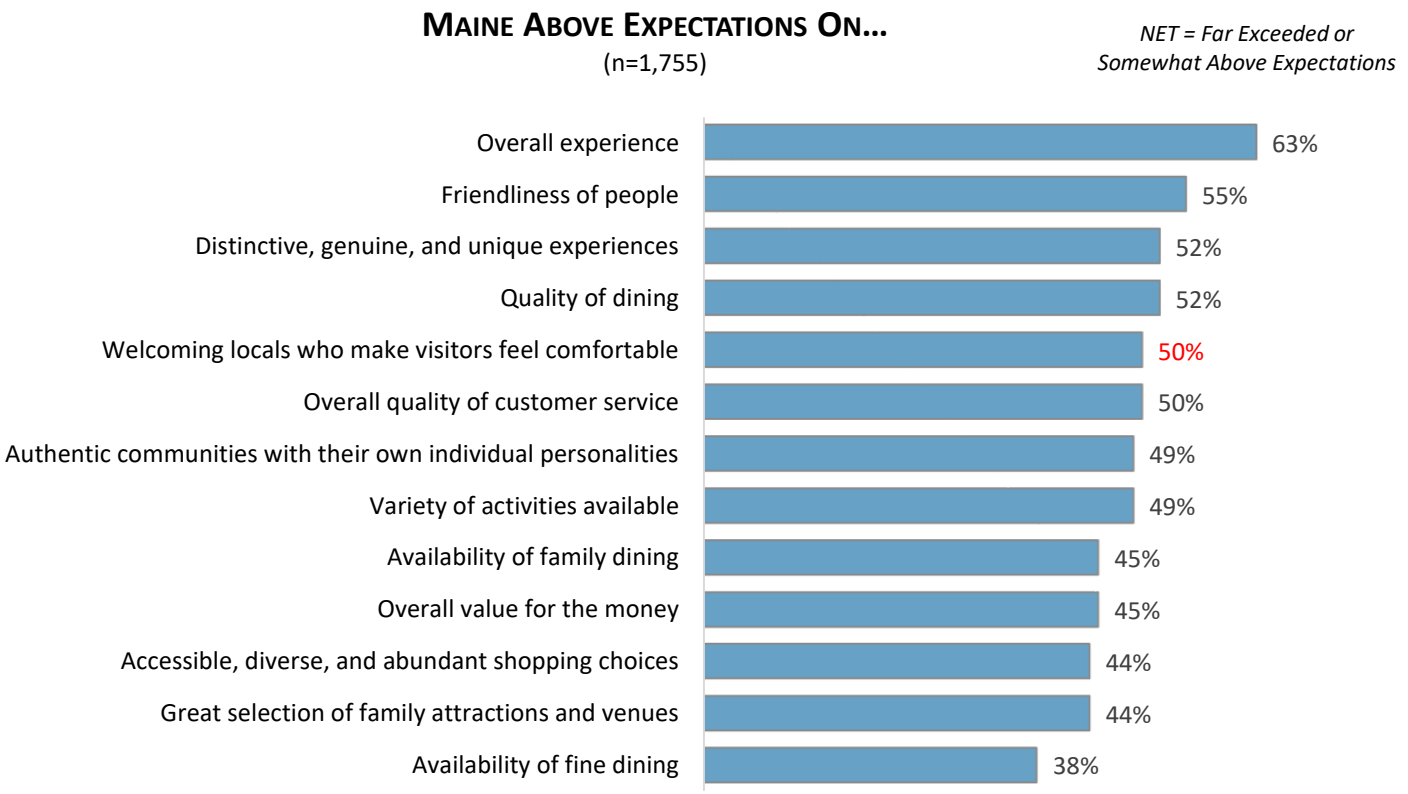


Q20. In which of the following activities did you participate during this trip? *Please check all that apply*.

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

DAY VISITOR TRIP EVALUATIONS

Indicate whether this most recent trip to Maine exceeded, matched, or fell below your expectations for each of the listed items…

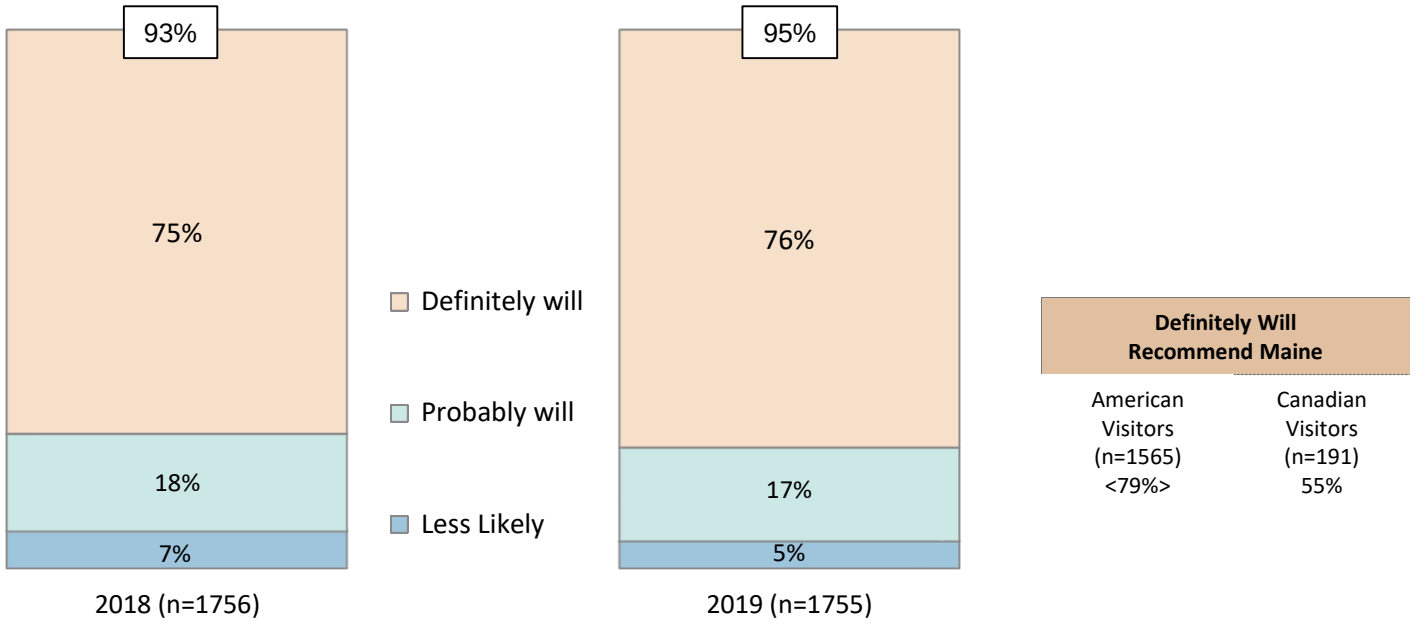


[Q28]

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 recommend Maine as a vacation destination to friends or relatives?

LIKELIHOOD OF RECOMMENDING MAINE

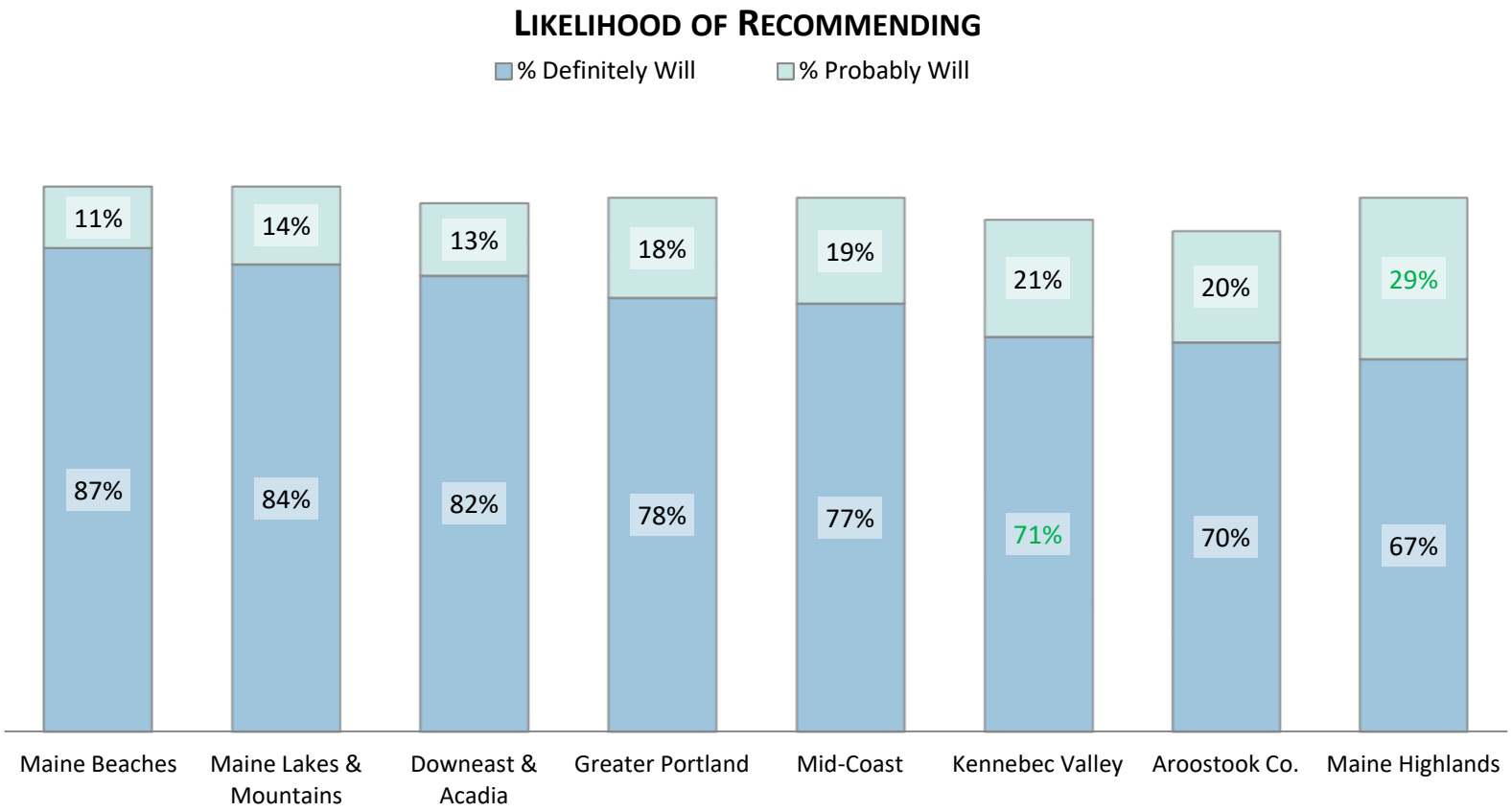


[Q33]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.

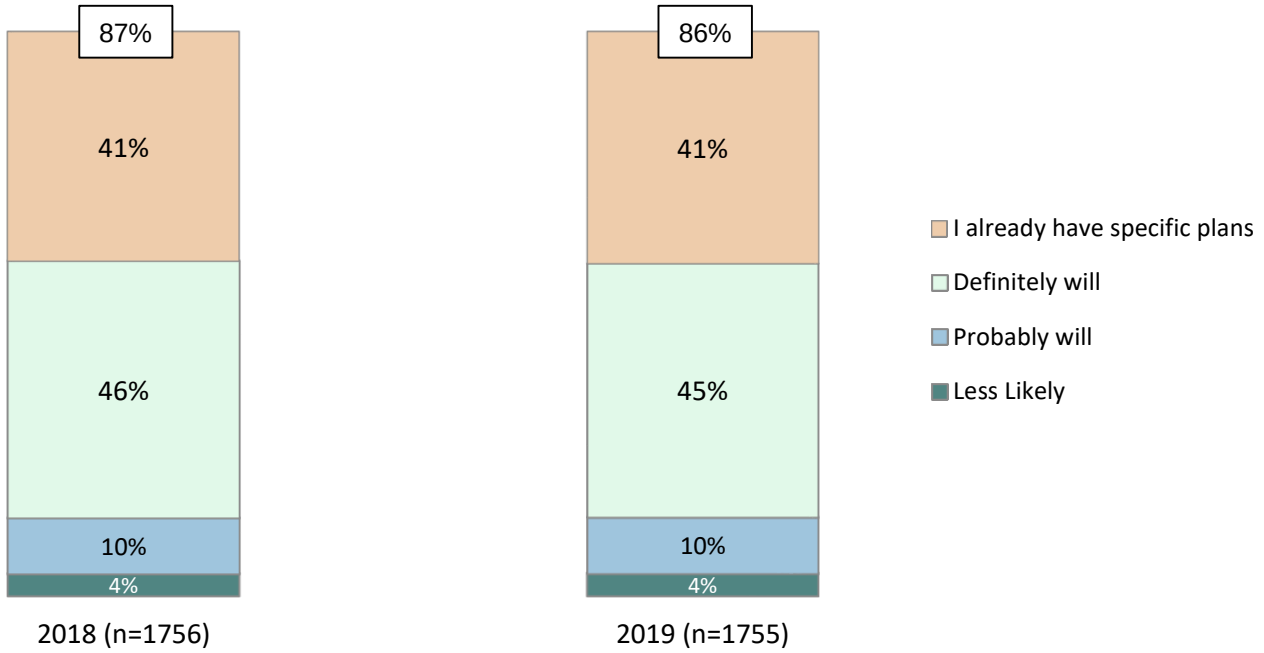
Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

How likely will you be to recommend the [primary region visited] region to friends or relatives?



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

LIKELIHOOD TO TRAVEL TO MAINE IN NEXT TWO YEARS



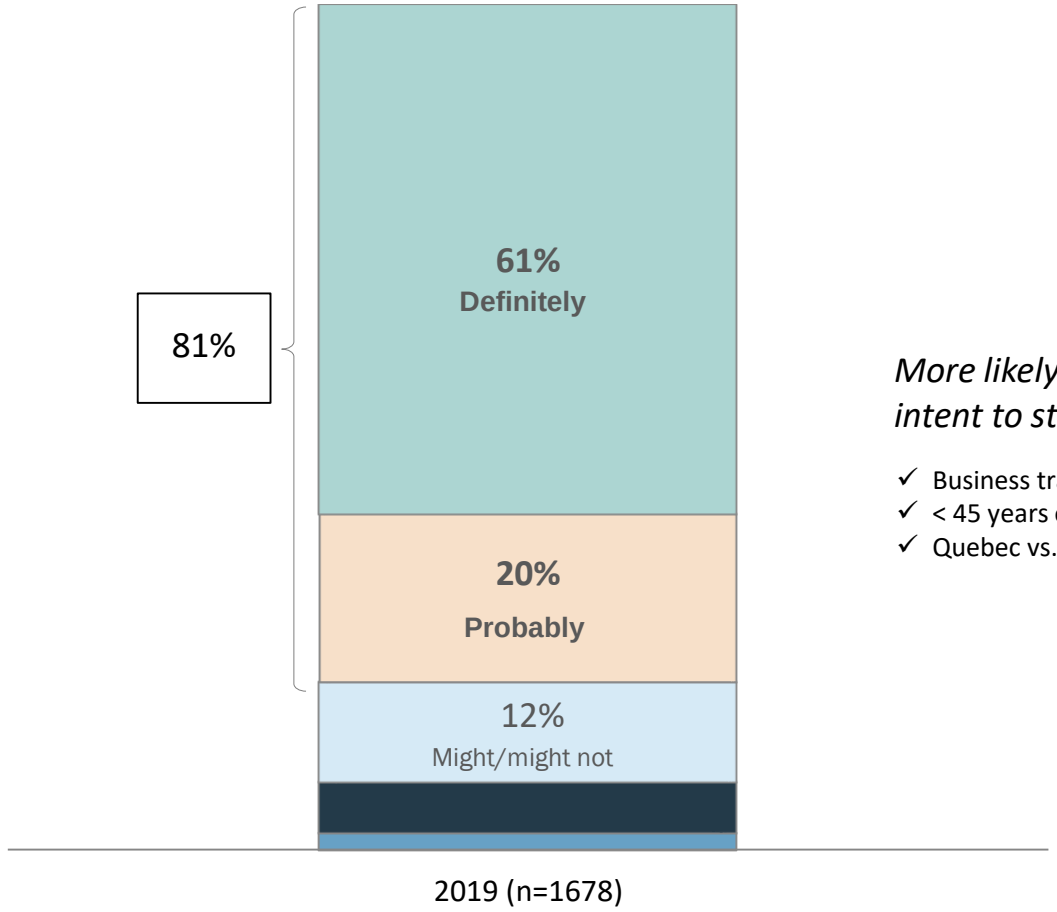
[Q31]

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

Assuming you travel in Maine again in the next two years, how likely are you to stay overnight in Maine on one or more of these trips?

LIKELIHOOD OF STAYING OVERNIGHT IN MAINE IN NEXT TWO YEARS

Base=Day Visitors Likely to Visit Maine in Next Two Years



More likely to claim intent to stay overnight:

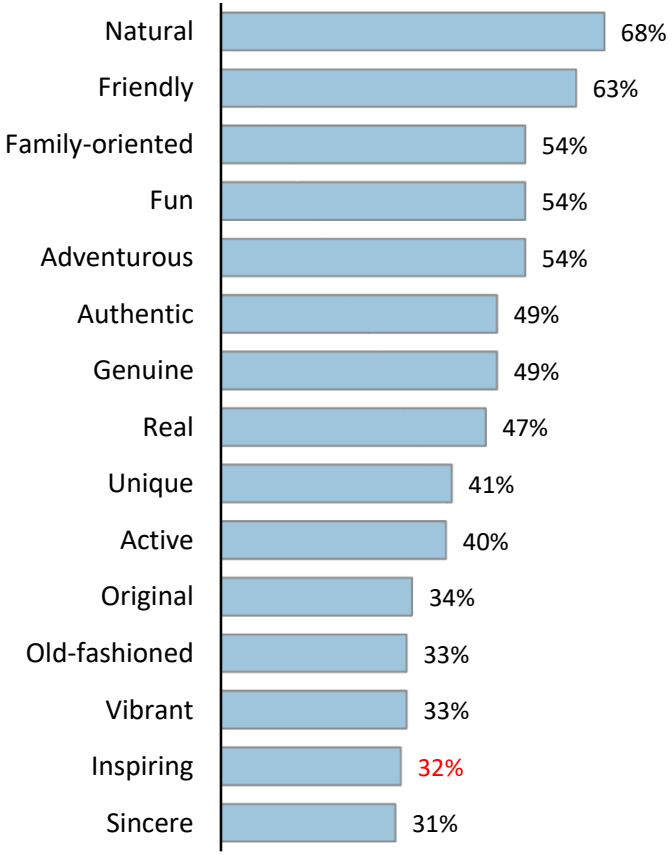
- ✓ Business travelers
- ✓ < 45 years of age
- ✓ Quebec vs. Maritime province residents

[Q32]

What does Maine offer as a destination that other similar destinations do not?

If Maine were a person, which of the following words would you choose to describe its personality?

TOP WORDS SELECTED DESCRIBING MAINE'S PERSONALITY
(n=1755)



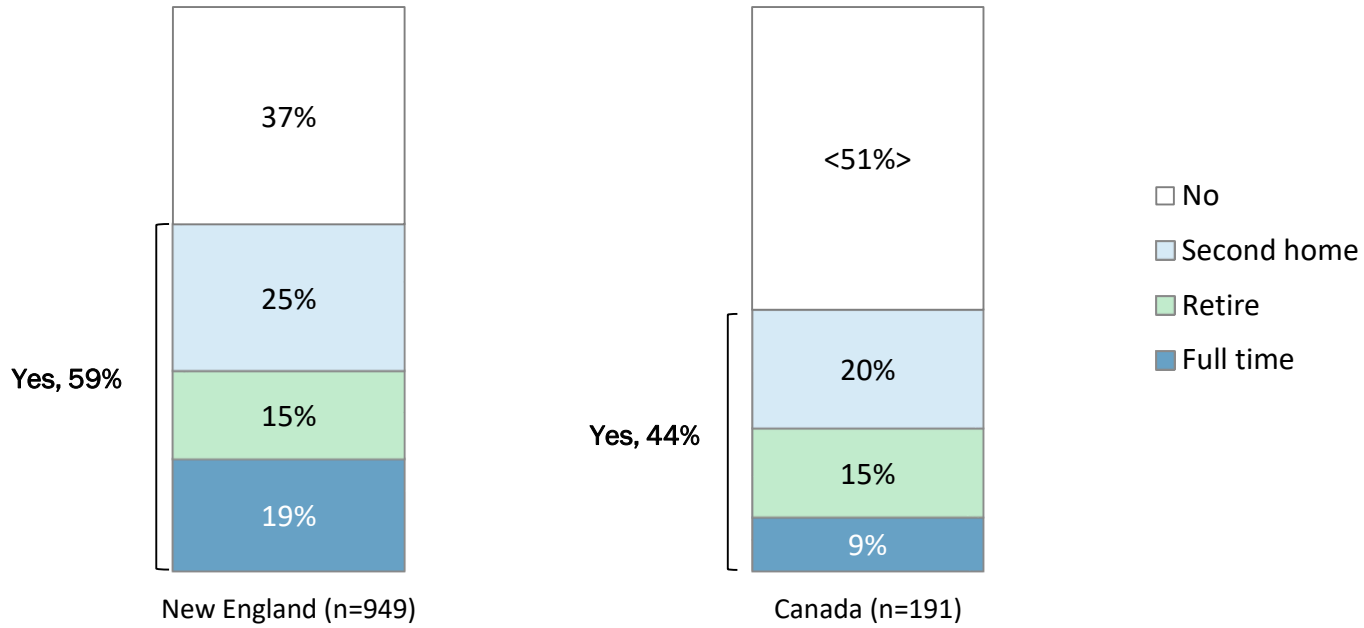
Less Frequently Selected	
Creative	26%
Open-minded	23%
Passionate	22%
Enthusiastic	19%
Imaginative	19%
Quirky	17%
Dynamic	16%
Offbeat	11%
Unexpected	9%
Reserved	9%
Unusual	6%
Unconventional	6%
Boring	2%
Uninspiring	1%
Stodgy	1%
Fake	1%
Unpleasant	1%

[Q35]

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

Would you consider moving to Maine?

WILLING TO CONSIDER MOVING TO MAINE
BY VISITOR ORIGIN



[Q55]

DEMOGRAPHIC PROFILE

Visitor Demographics

	Overnight Visitors		Day Visitors	
	2018 (n=2901)	**2019 (n=2916)**	2018 (n=1756)	**2019 (n=1755)**
Age:				
< 35	46%	**49%**	37%	**37%**
35 – 44	23%	**22%**	18%	**19%**
45 – 54	14%	**14%**	16%	**17%**
55 +	17%	**15%**	28%	**27%**
Mean Age (Years)	39.0	**38.0**	43.0	**43.0**
Income:				
< $50,000	27%	**25%**	38%	**39%**
$50,000 - $99,999	43%	**43%**	39%	**39%**
$100,000 +	30%	**32%**	22%	**22%**
Estimated Mean Income	$86,350	**$88,960**	$74,130	**$72,870**
Female	66%	**61%**	78%	**77%**
College Degree or Higher	65%	**66%**	58%	**59%**
Married	47%	**44%**	49%	**47%**
Employed Full-time	62%	**69%**	49%	**53%**

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

Visitor Segments

	Overnight Visitors		Day Visitors	
	2018 (n=2901)	**2019 (n=2916)**	2018 (n=1756)	**2019 (n=1755)**
Priority Segments:				
Balanced Achievers	41%	**42%**	32%	**29%**
Genuine Originals	30%	**28%**	34%	**37%**
Social Sophisticates	7%	**8%**	7%	**7%**

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

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

	Survey Instruments		
Research Objectives:	National Omnibus	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 Omnibus

- 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

Methodology

- This report presents results from 2019, describing travel that occurred between December 2018 and November 2019.

- Data collection occurred monthly between January 2 and December 15, 2019. The number of completed surveys collected for each research component are as follows:

Research Component	Completed Surveys
National Omnibus Survey	20,570
Overnight Visitor Survey	2,916
Day Visitor Survey	1,755

- Statistical significance of differences between subgroups was calculated at the 95% confidence level and is noted throughout by <> or a/b/c/etc.

- A statistically significant **increase** from the previous year is indicated throughout by **green** text, and a significant **decrease** from the previous year is indicated by **red** text.

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