

# MAINE OFFICE OF TOURISM

Winter Visitor Tracking Report  
December 2020 – April 2021



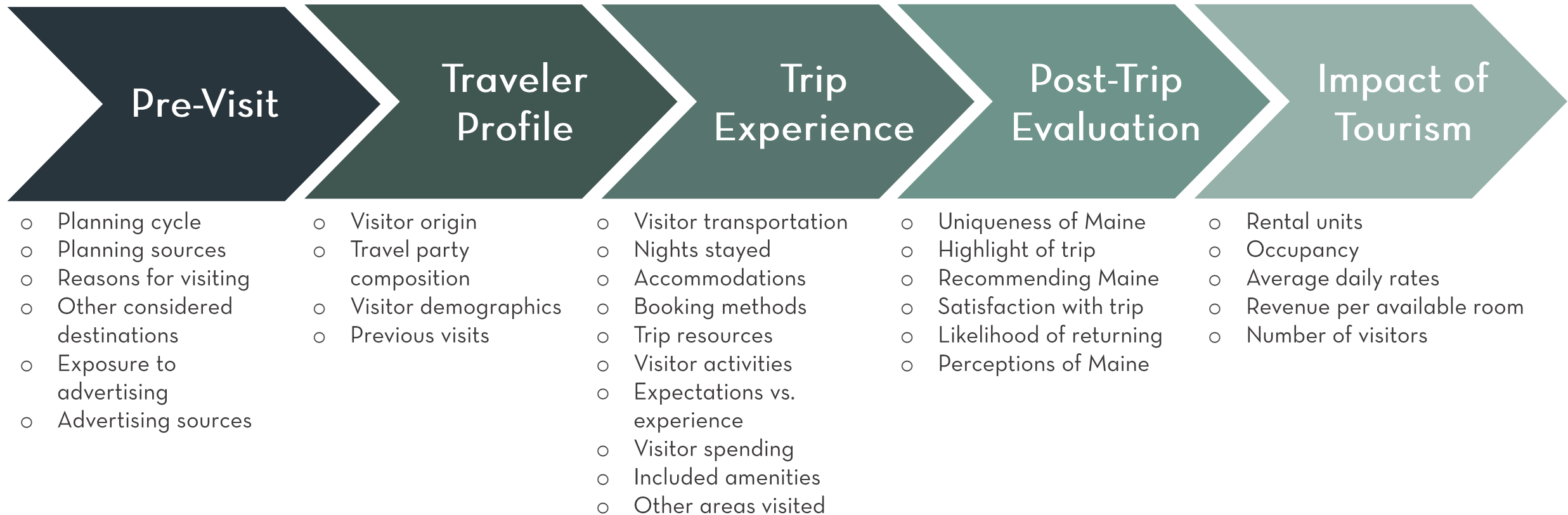
# INTRODUCTION



# STUDY OBJECTIVES – VISITOR JOURNEY

This report presents the information about visitors to Maine during December 2020 to April 2021.

In the report, we follow the visitors in their journeys from pre-trip planning to the impact of their expenditures in the state. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.





# METHODOLOGY



## *Visitor Tracking*

1,025 interviews were completed with visitors to the State of Maine online and in-person at local attractions, parks, hotels, and events between December 1<sup>st</sup>, 2020 and April 30<sup>th</sup>, 2021.



# EXECUTIVE SUMMARY



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# DECEMBER 2020 – APRIL 2021 LODGING PROFILE

Accommodation Metrics <sup>1</sup>	<i>Hotels</i>	<i>Vacation Rentals</i>	<i>Other Rentals</i>	<i>Total</i>
<i>Occupancy</i>	40.9%	17.3%	13.0%	27.0%
<i>ADR</i>	\$94.50	\$114.57	\$31.19	\$89.30
<i>RevPAR</i>	\$38.65	\$19.82	\$4.05	\$24.11

	<i>Maine Residents</i>	<i>Out-of-State Visitors</i>	<i>Total</i>
<i>December 2020 – April 2021 Visitors</i>	983,200	1,901,000	2,884,200 <sup>2</sup>
<i>December 2020 – April 2021 Visitors (%)</i>	34.1%	65.9%	100%

<sup>1</sup> Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

<sup>2</sup> Visitation estimates provided here are **preliminary** and reflect visitation from December 2020 through April 2021. Adjustments will be made to these estimates at the end of the year, to account for seasonal fluctuations.

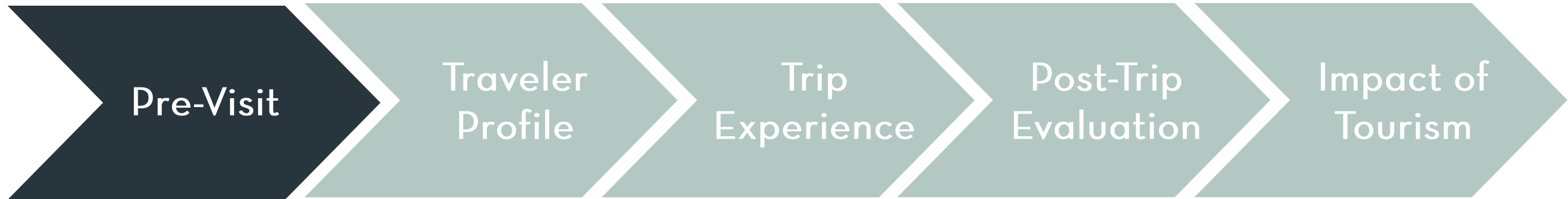


# 2020 VS. 2021 KEY METRICS

Key Metrics <sup>1</sup>	December 2019 – April 2020	December 2020 – April 2021	% Change
Number of Visitors	3,034,500	2,884,200	-5.0%
Occupancy	28.5%	27.0%	-5.3%
ADR	\$91.26	\$89.30	-2.1%
RevPAR	\$26.01	\$24.11	-7.3%

<sup>1</sup> Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

- » Over half of visitors started planning their trip in Maine less than a month in advance
- » Over 3 in 5 visitors booked their trip/decided to visit Maine less than a month in advance





# TOP ONLINE TRIP PLANNING SOURCES\*

Just over half of visitors used online sources to plan their trip. The top planning sources used by visitors are below:



20% Online search engines



10% Online travel agency



10% Hotel websites



9% Facebook

\*Multiple responses permitted.

# TOP OFFLINE TRIP PLANNING SOURCES\*



31% Advice from  
friends/family



7% Travel guides &  
brochures



6% Travel books &  
magazines



6% Travel planning apps

\*Multiple responses permitted.



# TOP REASONS FOR VISITING\*



33% Visiting  
friends/relatives



21% Relax and unwind



17% Snow activities



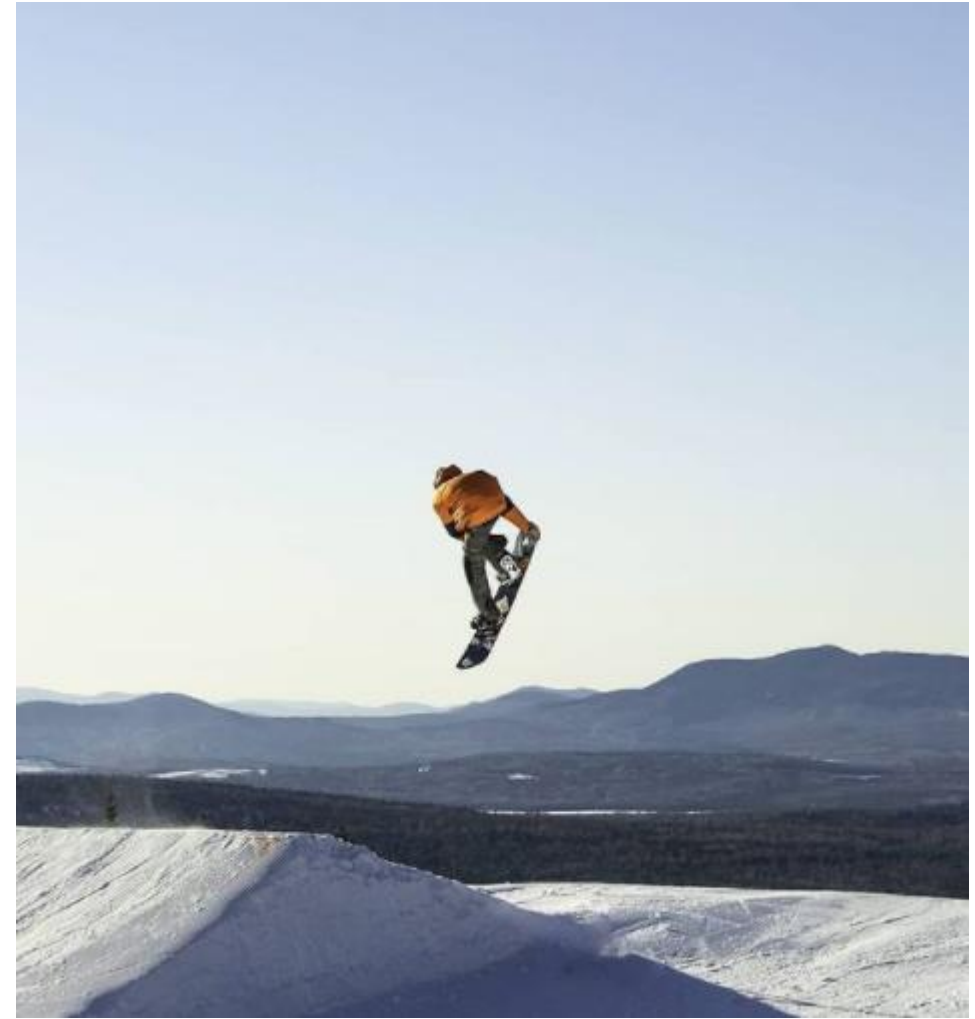
13% Shopping

\*Up to three responses permitted.



# CONSIDERING MAINE AS A DESTINATION

- » Nearly 3 in 4 visitors did not consider visiting any U.S. state or Canadian province instead of Maine while planning their trip
- » Over 1 in 8 visitors considered visiting New Hampshire



# PRE-TRIP EXPOSURE TO ADVERTISING

- » Nearly 1 in 3 visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip



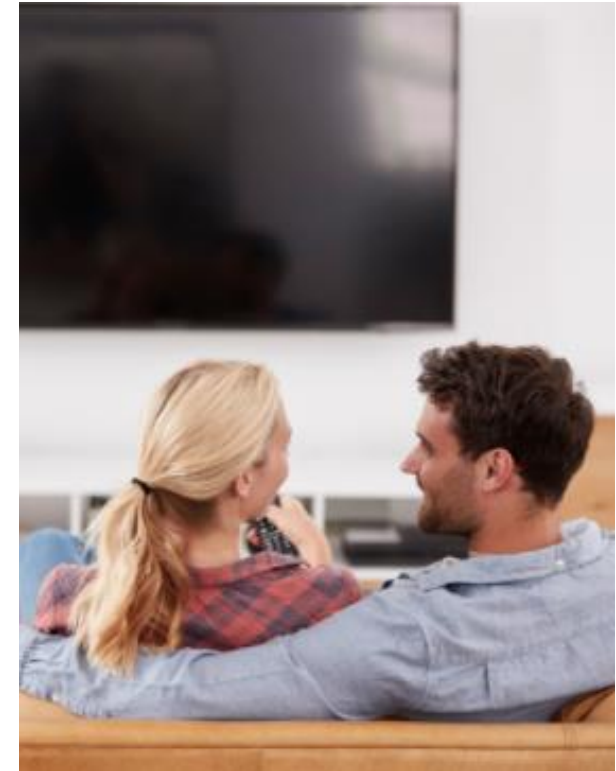
# TOP SOURCES OF ADVERTISING EXPOSURE\*



39% Social media



32% Internet



20% Cable or satellite  
television

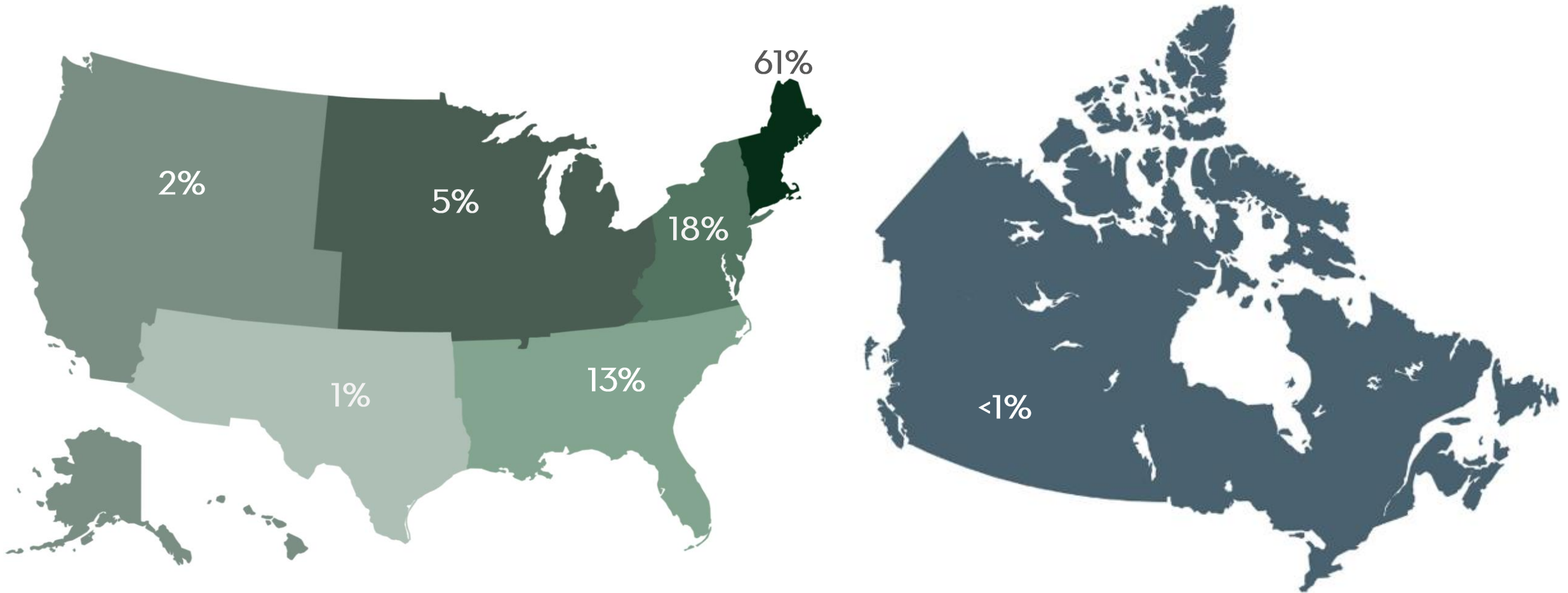
\*Multiple responses permitted.



# TRIP PLANNING CYCLE : TRAVELER PROFILE

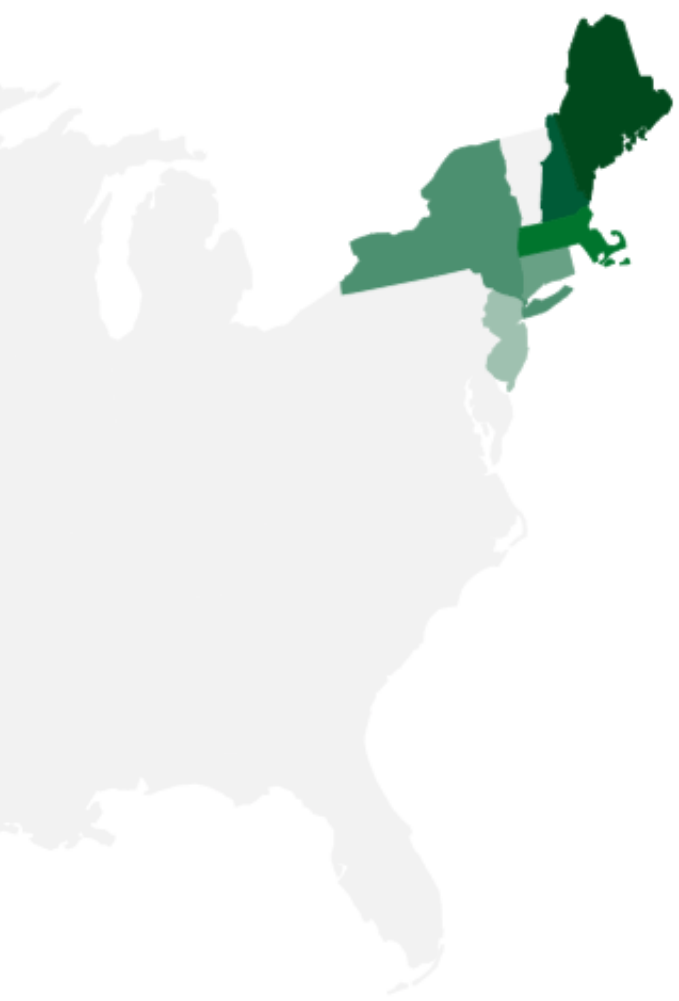


# REGIONS OF ORIGIN



<1% of visitors traveled to Maine from outside of the U.S. and Canada.

# TOP ORIGIN STATES & PROVINCES



68%

of visitors traveled from 6 U.S. states,  
including from other regions of Maine.



Maine (34%)



Massachusetts (11%)



New Hampshire (9%)

Pennsylvania (5%)

North Carolina (5%)

Florida (4%)

# TOP ORIGIN MARKETS



8% Boston, MA



6% Washington DC -  
Baltimore



4% New York City<sup>1</sup>

<sup>1</sup>Metro area includes counties in New Jersey, Pennsylvania, and Connecticut.



# TRAVEL PARTIES

The typical Maine visitor traveled with **2.2** people in their visitor party



**1 in 7** visitors traveled with at least one person under the age of 18 in their travel party



# VISITOR PROFILE



51% Male



59% College/technical graduate



61% Married/domestic partnership



54% Employed full-time



88% White/Caucasian



\$78,900 annual household income



# VISITOR PROFILE: DAY TRIPPERS

- » The typical day tripper<sup>1</sup>:
  - » Earned **\$68,300** per year
  - » Did not have a college/technical degree **(57%)**
  - » Was married or living with their partner **(56%)**
  - » Was employed full-time **(53%)**
  - » Was White/Caucasian **(91%)**
  - » **12%** traveled with children
  - » Was from Maine **(68%)** and other U.S. states in New England **(28%)**



<sup>1</sup> Did not stay overnight in Maine during their Winter trip.

# VISITOR PROFILE: OVERNIGHT VISITORS

- » The typical overnight visitor<sup>1</sup>:
  - » Earned **\$82,900** per year
  - » Had at least a college/technical degree **(59%)**
  - » Was married or living with their partner **(62%)**
  - » Was employed full-time **(54%)**
  - » Was White/Caucasian **(86%)**
  - » **15%** traveled with children
  - » Was from a state other than Maine in New England **(25%)**, the Mid-Atlantic **(24%)** or Maine **(23%)**



<sup>1</sup>Stayed one or more nights in Maine during their Winter trip.



# NEW & RETURNING VISITORS

- » 1 in 10 visitors were traveling in Maine for the first time
- » Nearly half of visitors had previously traveled in Maine more than 10 times



# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

- » 92% of visitors drove to their Maine destination
- » 3% of visitors flew to Maine through Portland International Jetport and 2% flew through Bangor International Airport





# NIGHTS STAYED

- » 72% of visitors spent one or more nights in Maine
- » Typical visitors stayed 5.3 nights in Maine on their trip





# TOP ACCOMMODATIONS



28% Friends/family home



28% Did not stay overnight



22% Hotel/motel/resort



9% Personal condo, house,  
timeshare



4% B&B/Inn



4% Rental condo, house

# TOP IN-MARKET VISITOR RESOURCES\*



23% Navigation websites/apps



13% Restaurant website/apps



11% Visitor Information Centers

\*Multiple responses permitted.



# TOP VISITOR ACTIVITIES\*



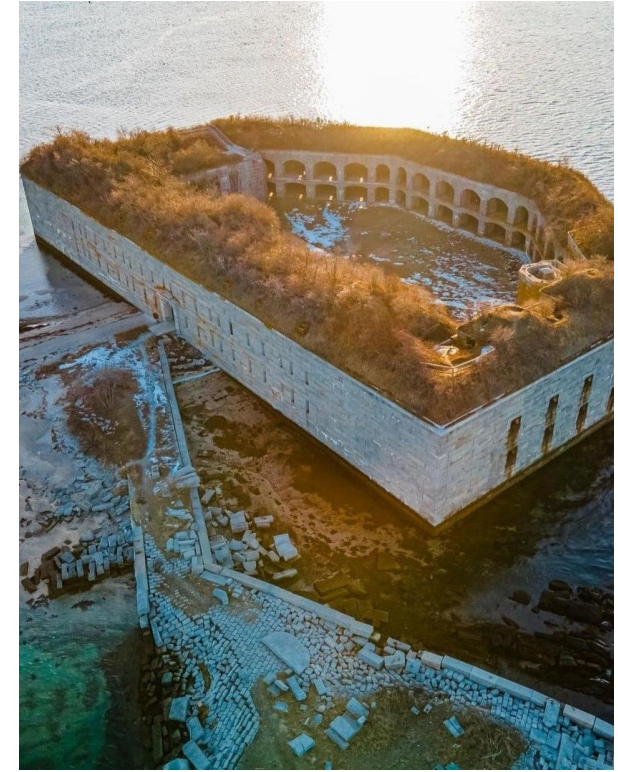
59% Food/beverage/  
culinary



42% Active outdoor  
activities



40% Shopping



35% Touring/sightseeing

\*Multiple responses permitted.



# TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Maine spent **\$542** per day and **\$2,983** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Maine spent **\$231** per day and **\$1,848** during their trip
- » Visitors who did not stay overnight in Maine spent **\$192** during their trip





# VISITING OTHER STATES & PROVINCES

- » 9 in 10 visitors did not visit any other U.S. state or Canadian province on their trip to Maine
- » 1 in 10 visitors also visited New Hampshire or Massachusetts on their trip



# TRAVELING WITHIN MAINE

- » Half of visitors traveled to regions other than their primary destination during their trips to Maine



# TRIP PLANNING CYCLE : POST-TRIP EVALUATION





# MAINE AS A UNIQUE DESTINATION



## *Fun snowy activities*

*"Maine is one of my favorite places to ride snowmobiles. It is my yearly thing to do with my buddies."*

## *Family & friends*

*"A white Christmas, my family and trees."*

## *Picturesque nature & wildlife*

*"We love the trails here. The best in Northeast."*

\*Coded open-ended responses.  
Multiple responses permitted.



# TOP TRIP HIGHLIGHTS\*



## *Spend time with friends & family*

*“Celebrating my sister’s upcoming wedding.”*

*“Sitting around a crackling fire with friends and a beer.”*

## *Skiing/snowmobiling/snowshoeing*

*“Being able to spend time outside ski touring.”*

*“Probably the snowmobile.”*

\*Coded open-ended responses.  
Multiple responses permitted.

# RECOMMENDING MAINE & ITS REGIONS

- » 98% of visitors would recommend Maine to a friend or relative as a vacation destination
- » 97% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip



# LIKELIHOOD OF RETURNING TO MAINE

» 98% of visitors will return to Maine for a future visit or vacation





# TOP PERCEPTIONS OF MAINE\*



## *Breathtaking & scenic*

*"I love coming here to get on the sled because the trails are great and I love the views."*

*"Maine is definitely one of the top choices because it is just absolutely beautiful, you cannot skip this place."*

*"No matter where you go in Maine, you can have a vacation of a lifetime. The visual saturation and views are spectacular."*

## *Friendly local communities*

*"We love coming here to ride snowmobiles every year. But there is also tons of stuff to do in Maine. People are just very nice up here."*

*"Laid back genuine and friendly people care about the land."*

*"It is like taking a step back in time. Pace is much slower. An air of innocence. Everyone is neighborly."*

\*Coded open-ended responses.  
Multiple responses permitted.



# DETAILED FINDINGS



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# DECEMBER 2020 – APRIL 2021 LODGING PROFILE

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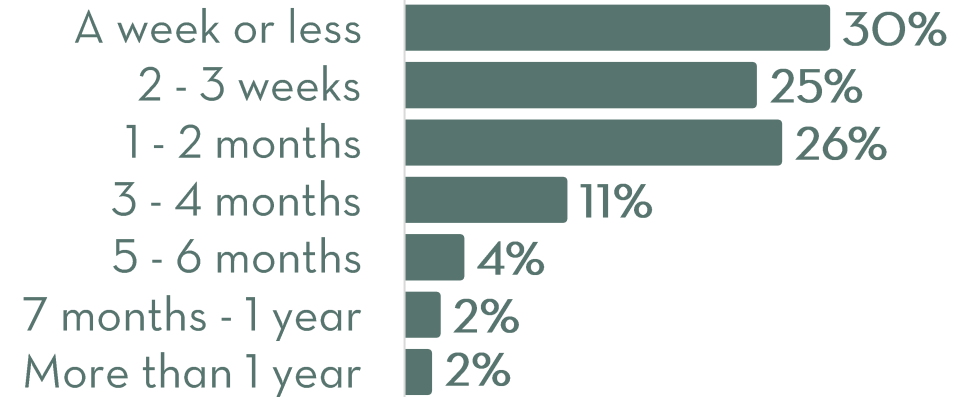
# TRIP PLANNING CYCLE : PRE-VISIT



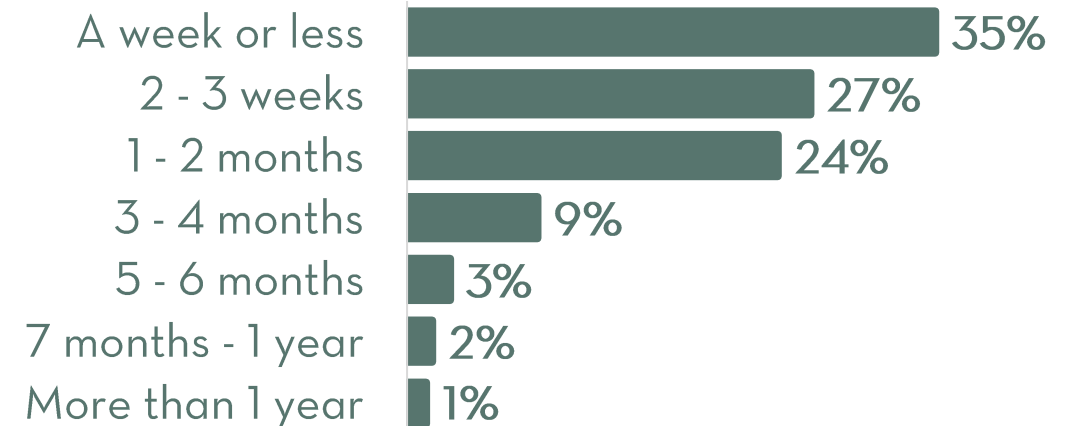
# TRIP PLANNING CYCLE

- » **Over half** of visitors started planning their trip within a month of their trip
- » Very few visitors (**8%**) had planning windows longer than 4 months
- » **Over 3 in 5** visitors had a booking window of less than 1 month
- » Very few visitors (**6%**) booked accommodations 5+ months in advance

## *Beginning of Trip Planning Cycle*

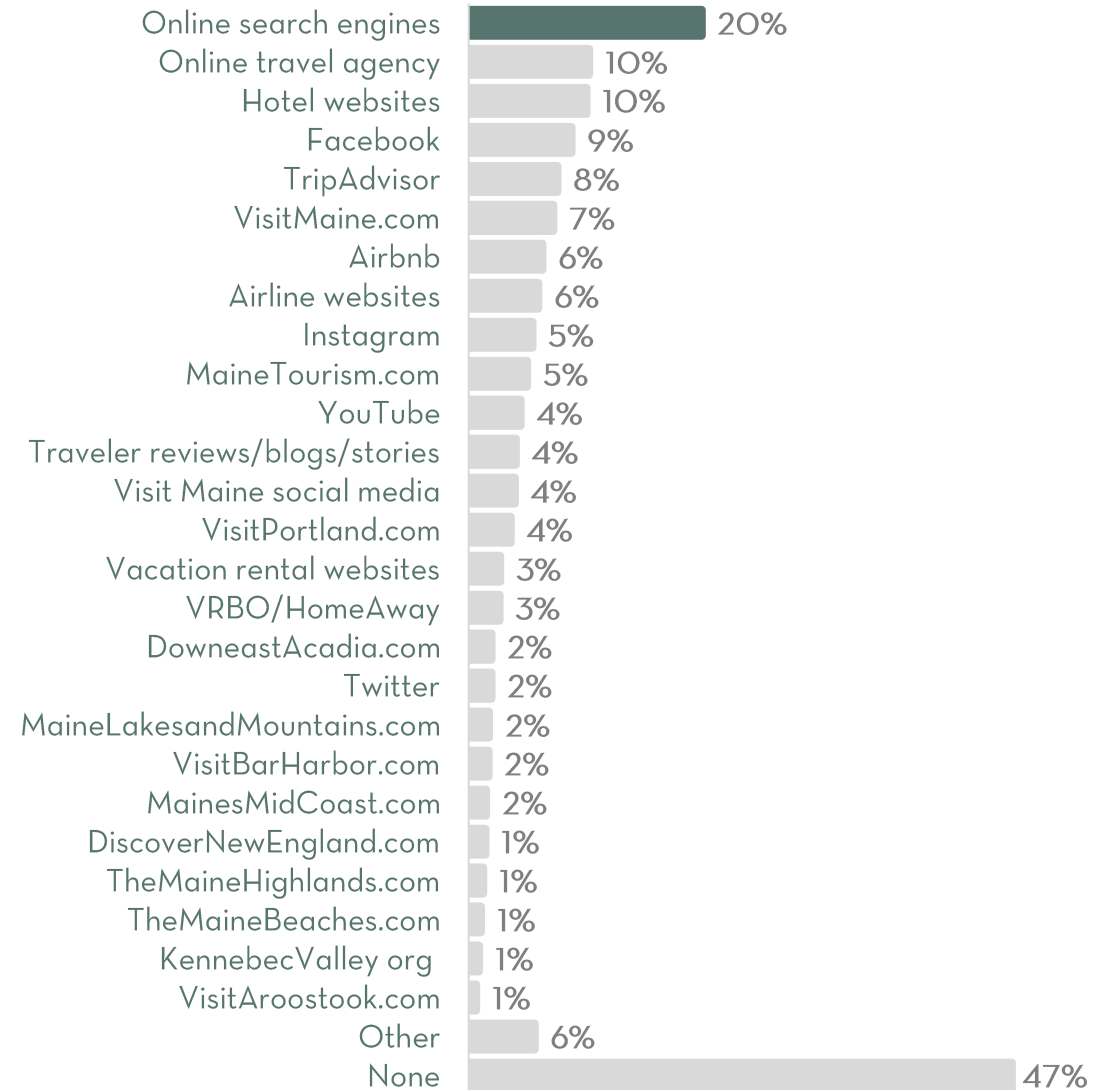


## *Booked Accommodations/Made Trip Decisions*



# ONLINE TRIP PLANNING SOURCES\*

- » **Over half** of visitors used one or more online resources to help them plan their trip in Maine
- » **1 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » **7%** of visitors used VisitMaine.com, and **5%** used MaineTourism.com



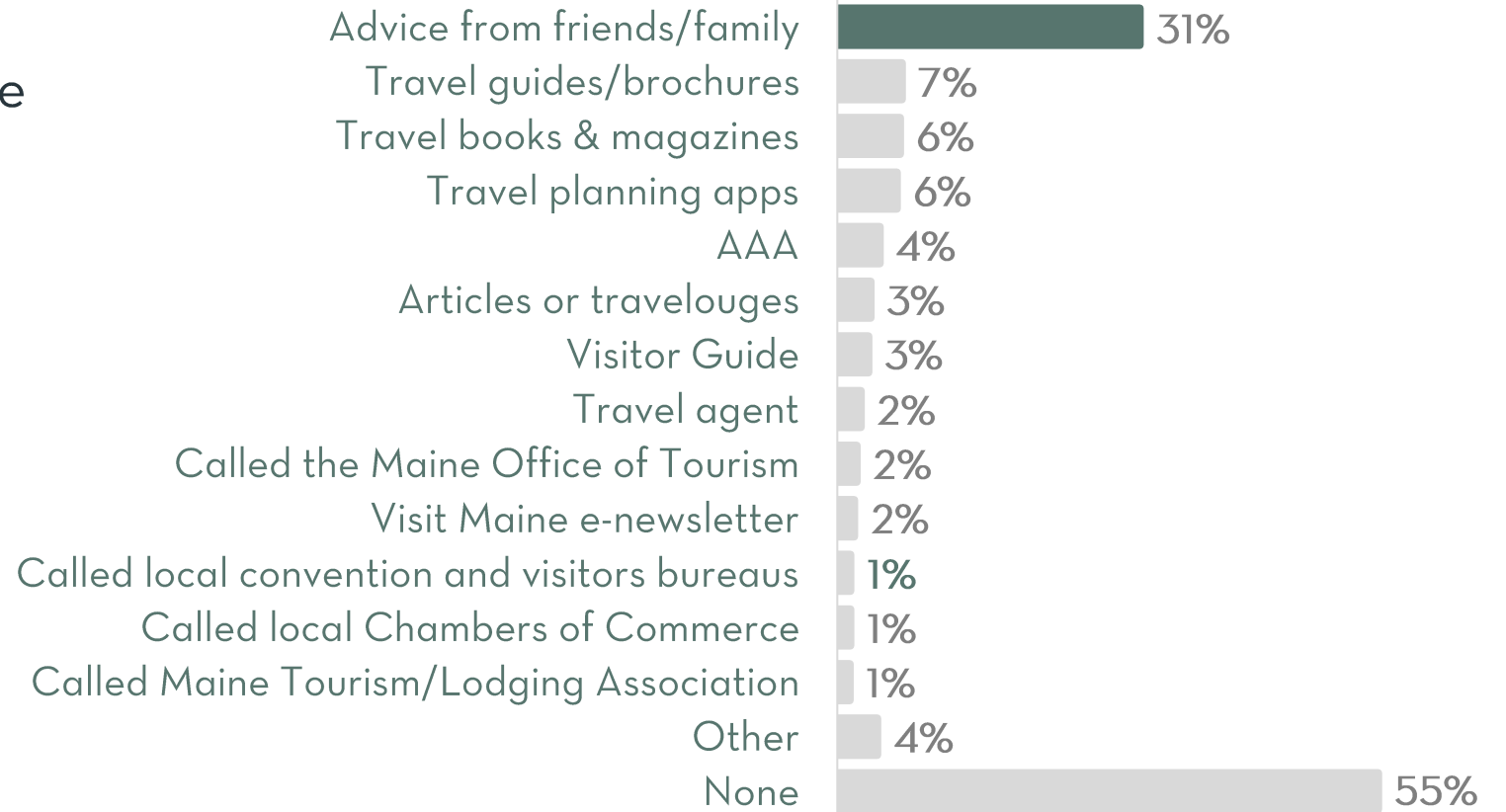
\*Multiple responses permitted.



# OFFLINE TRIP PLANNING SOURCES\*

» **31%** of visitors relied on advice from their friends and family to help them plan their trip in Maine

» **More than half** of visitors did not use any offline resources to help them plan their trip in Maine



# REASONS FOR VISITING\*

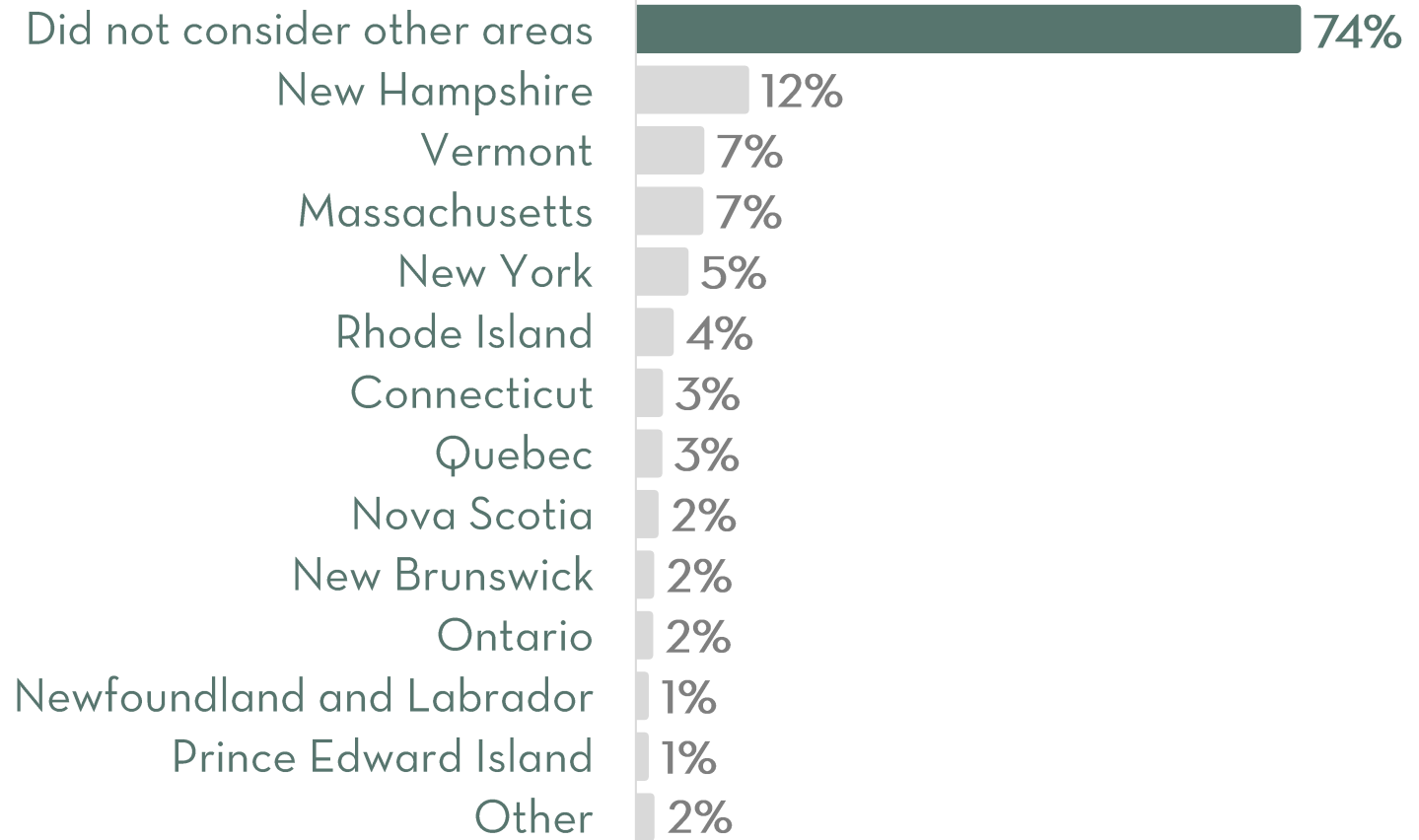
- » **1 in 3** visitors primarily traveled to Maine to visit friends and relatives
- » **Over 1 in 5** visitors visited Maine to relax and unwind
- » During Winter, about **1 in 6** visitors came to Maine for snow activities



\*Multiple responses permitted.

# OTHER STATES & PROVINCES CONSIDERED\*

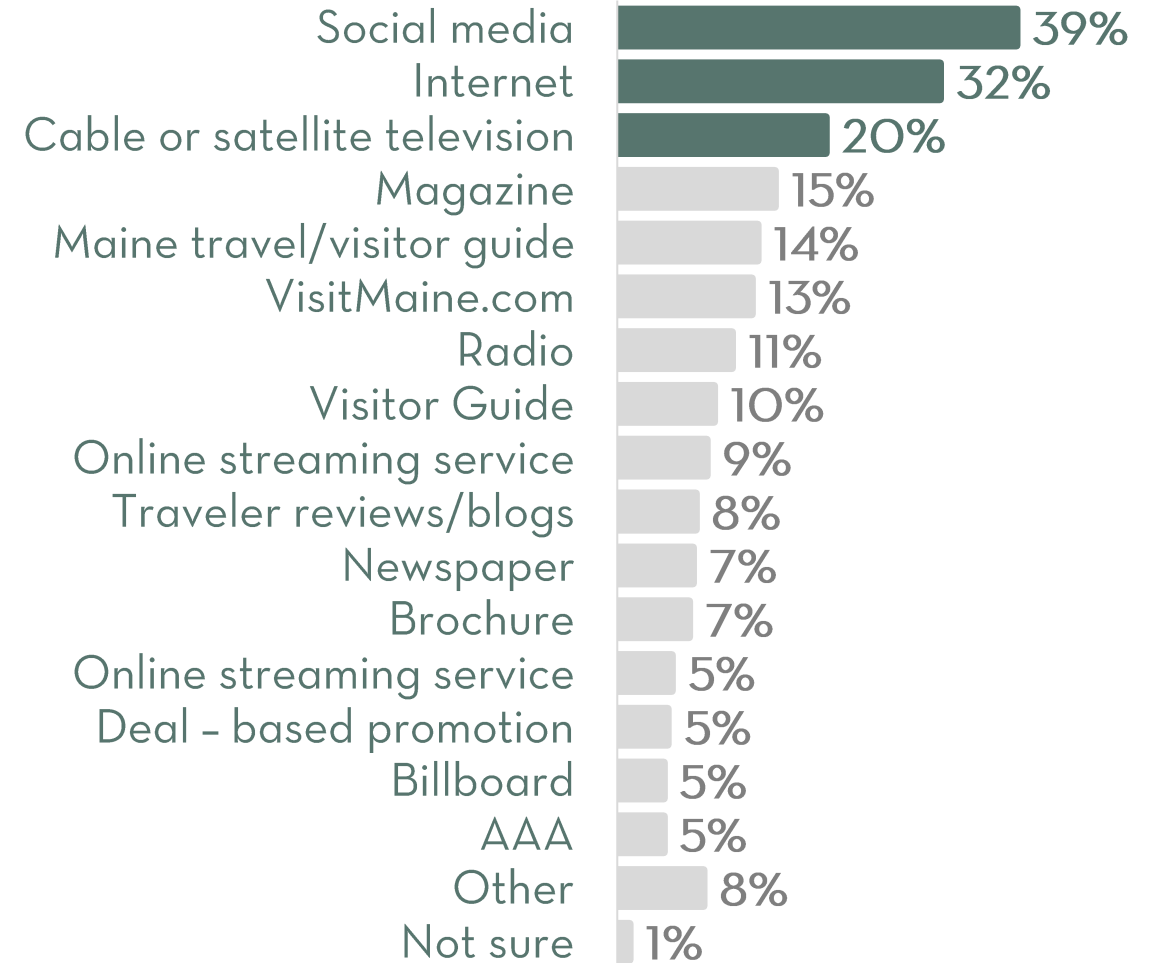
- » Nearly 3 in 4 visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province due to COVID-19 travel restrictions





# PRE-TRIP EXPOSURE TO ADVERTISING\*

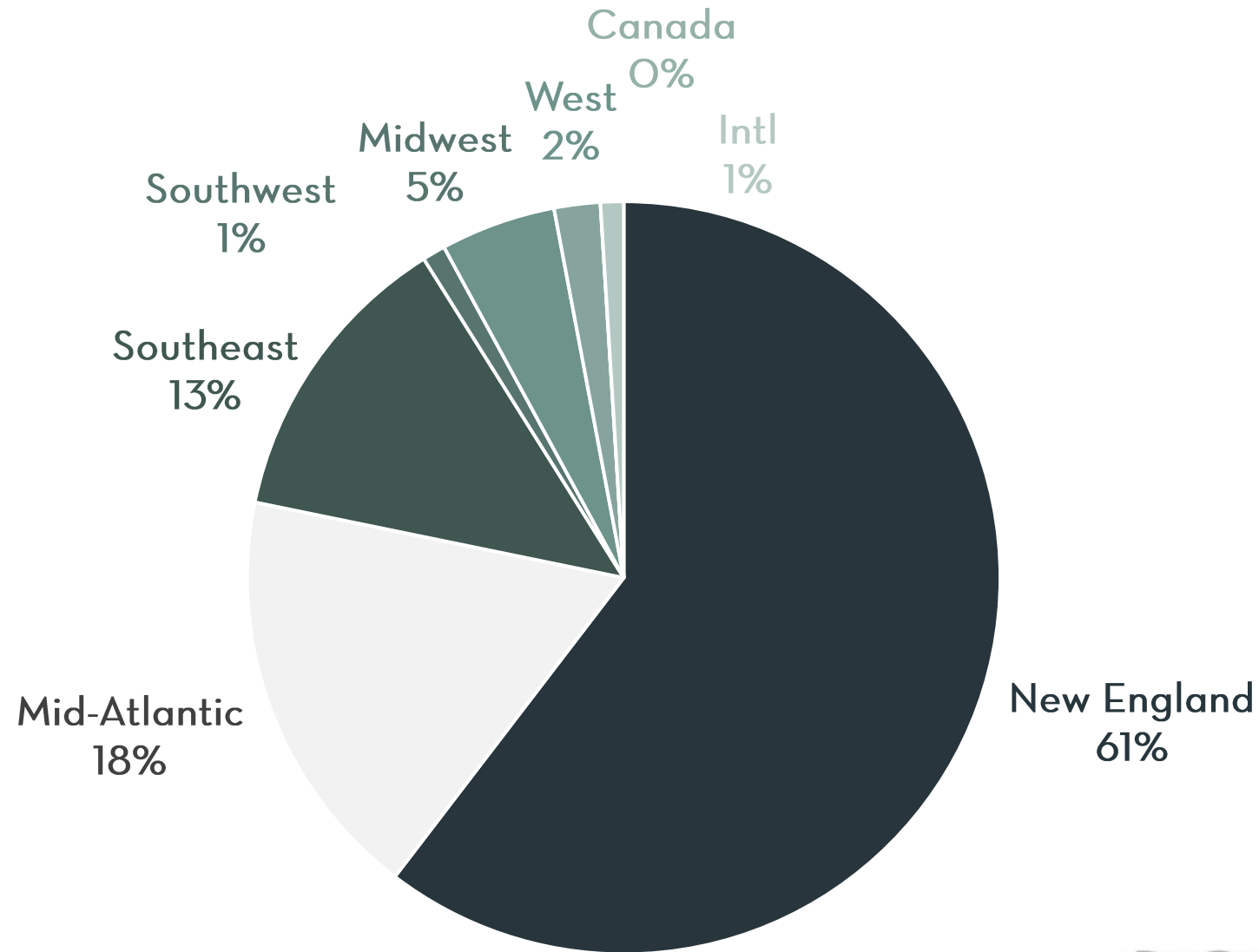
- » 32% of visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who were exposed to this advertising primarily saw it on social media, the internet or TV



# TRIP PLANNING CYCLE : TRAVELER PROFILE



# VISITOR ORIGINS





# TOP ORIGIN STATES & PROVINCES

- » **Over half** of visitors were from Maine, New Hampshire or Massachusetts
- » **84%** of visitors came from **13** U.S. states
- » **1 in 3** visitors traveled from another region of Maine

State/Country	Percent
Maine	34%
Massachusetts	11%
New Hampshire	9%
Pennsylvania	5%
North Carolina	5%
Florida	4%
New York	3%
Washington DC	3%
Connecticut	2%
New Jersey	2%
Virginia	2%
Maryland	2%
Michigan	2%

# TOP ORIGIN MARKETS

- » **Boston and Washington DC -Baltimore** were the key origin markets during the Winter
- » **Nearly half** of visitors traveled from **16** markets in Maine and other U.S. states

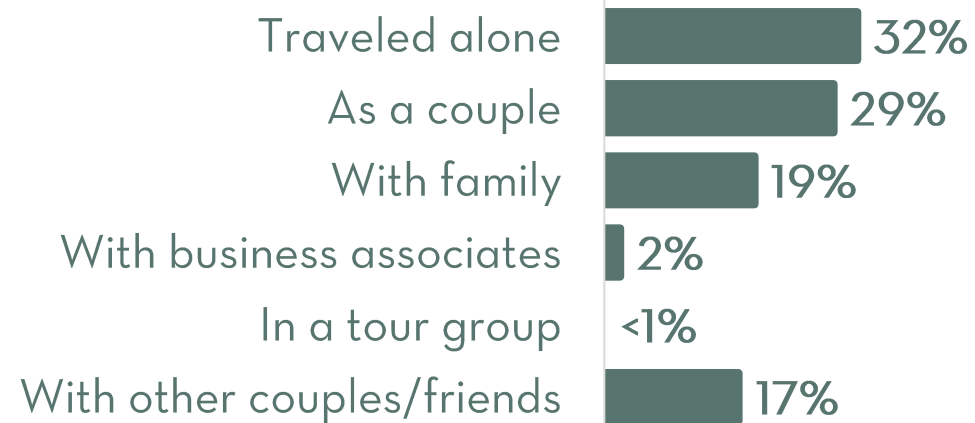
Market	Percent
Boston, MA	6%
Washington DC-Baltimore	6%
New York City, NY*	4%
Portland, ME	3%
Bangor, ME	3%
Waterville, ME	3%
Charlotte, NC	3%
Philadelphia, PA	3%
Rochester - Portsmouth, NH	2%
Ft. Kent - St Agatha, ME	2%
Hampton, NH	2%
Augusta, ME	2%
Detroit, MI	2%
Tampa - Clearwater - St. Pete, FL	2%
Springfield, MA	2%
Presque Isle, ME	2%

<sup>1</sup>Metro area includes counties in New Jersey, Pennsylvania, and Connecticut.

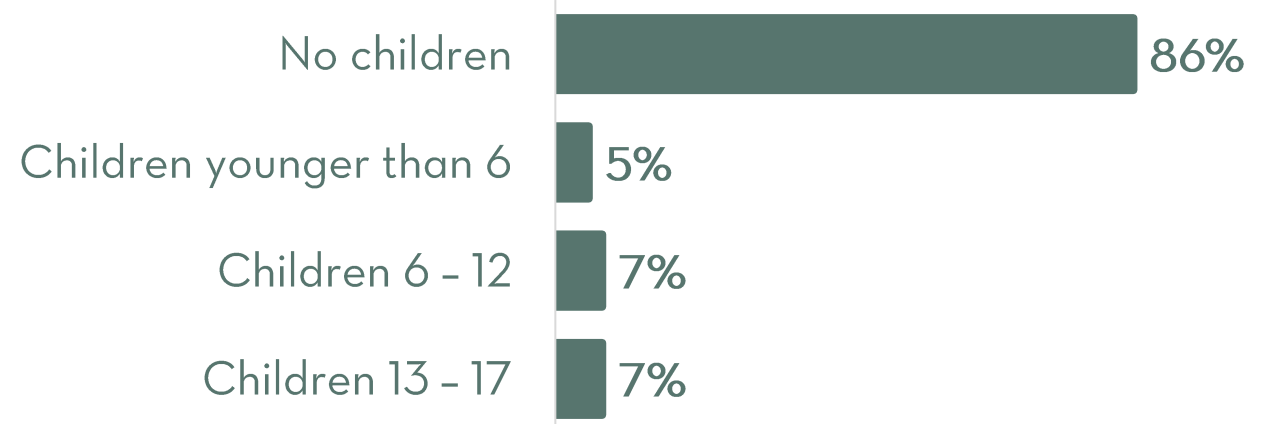
# TRAVEL PARTIES

- » Typical visitors traveled in Maine with a party of **2.2** people
- » Nearly 1 in 3 visitors traveled alone
- » Only 1 in 7 visitors traveled in Maine with one or more children in their travel party

## Travel Party Composition



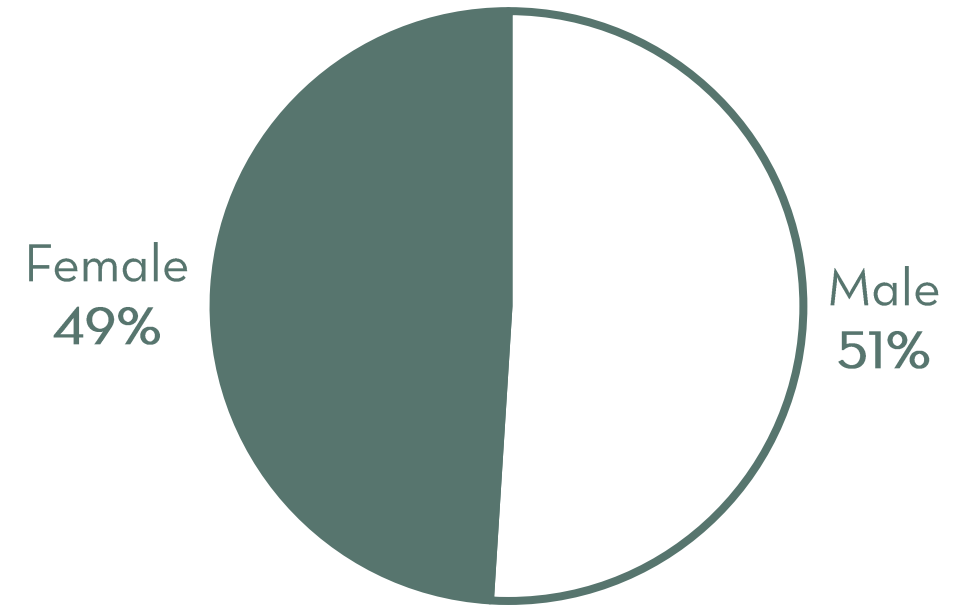
## Children in Travel Party\*



\*Multiple responses permitted.

# GENDER

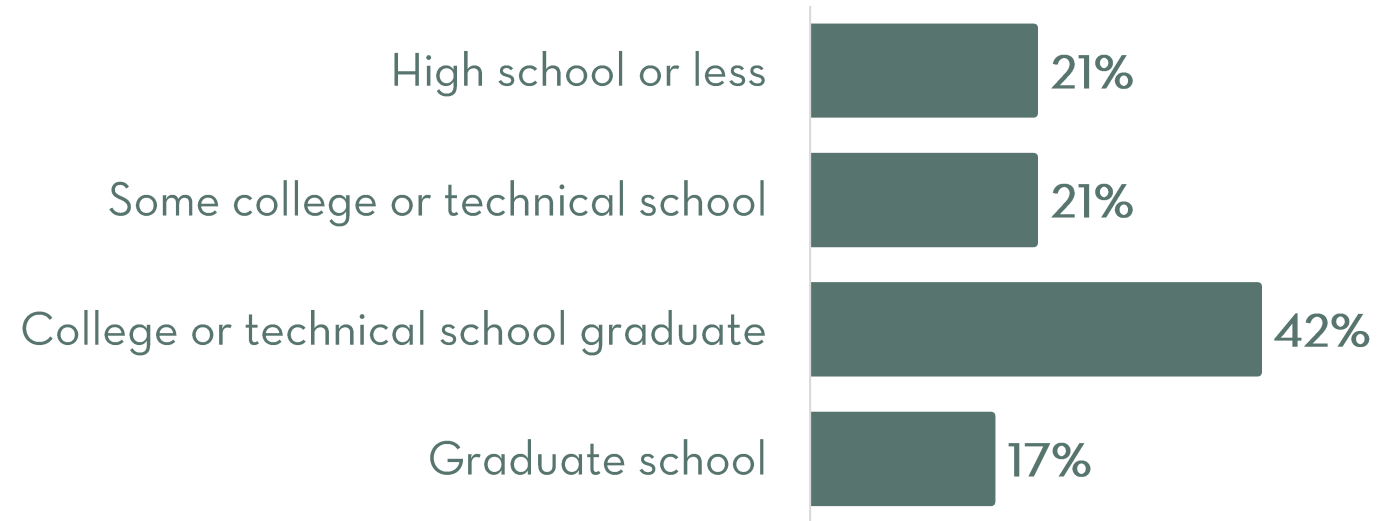
» **Half** of visitors to Maine were female





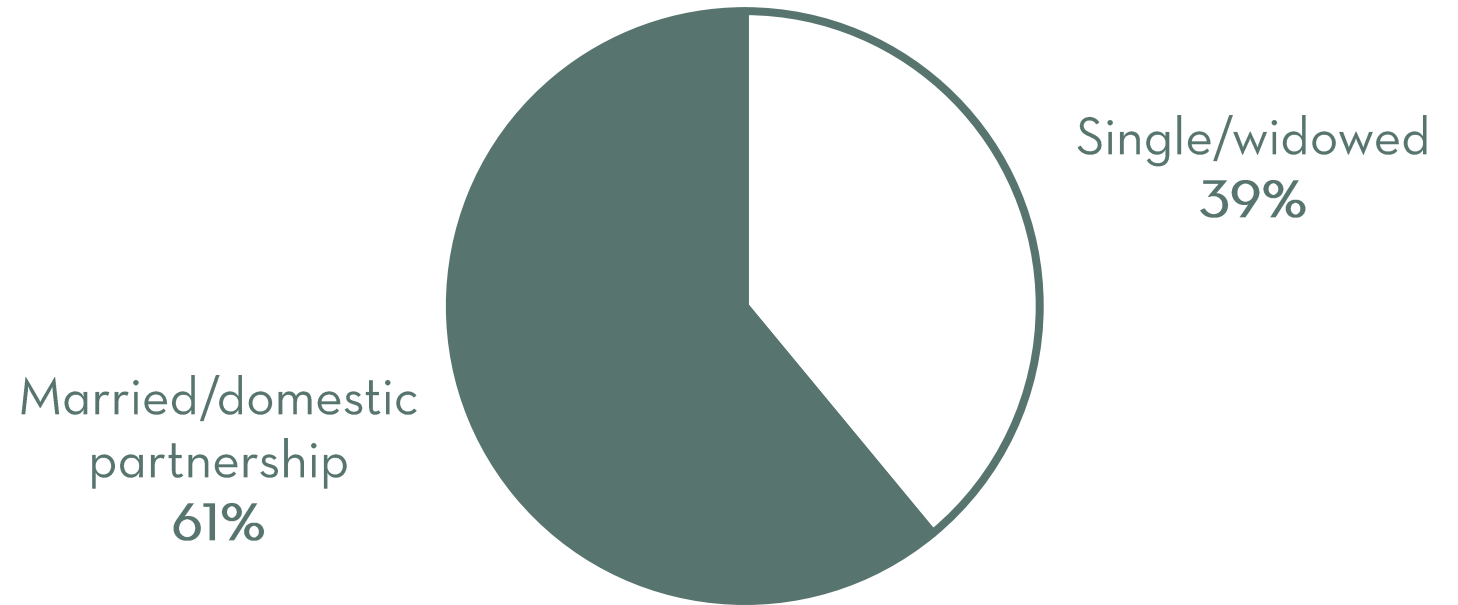
# EDUCATIONAL ATTAINMENT

- » Maine visitors have substantial formal educations, with **3 out of 5** having at least a college or technical school degree, and nearly **1 in 5** possessing a graduate degree



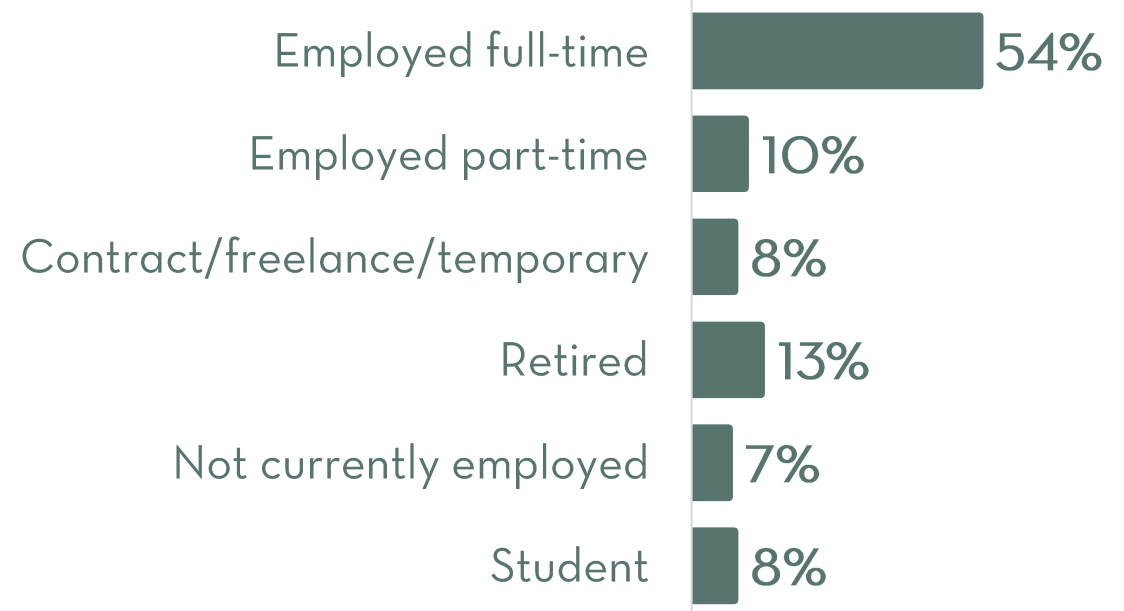
# MARITAL STATUS

» 3 in 5 visitors to Maine were married or living with their partner



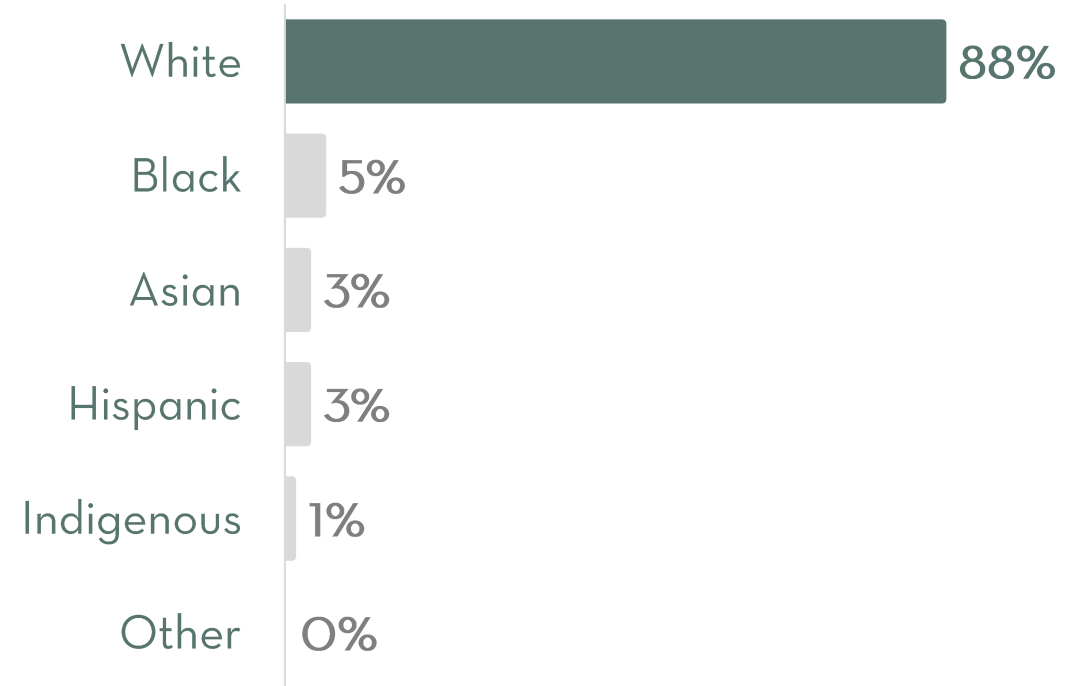
# EMPLOYMENT STATUS

- » Over 7 out of 10 visitors to Maine were employed, most full-time



# RACE & ETHNICITY

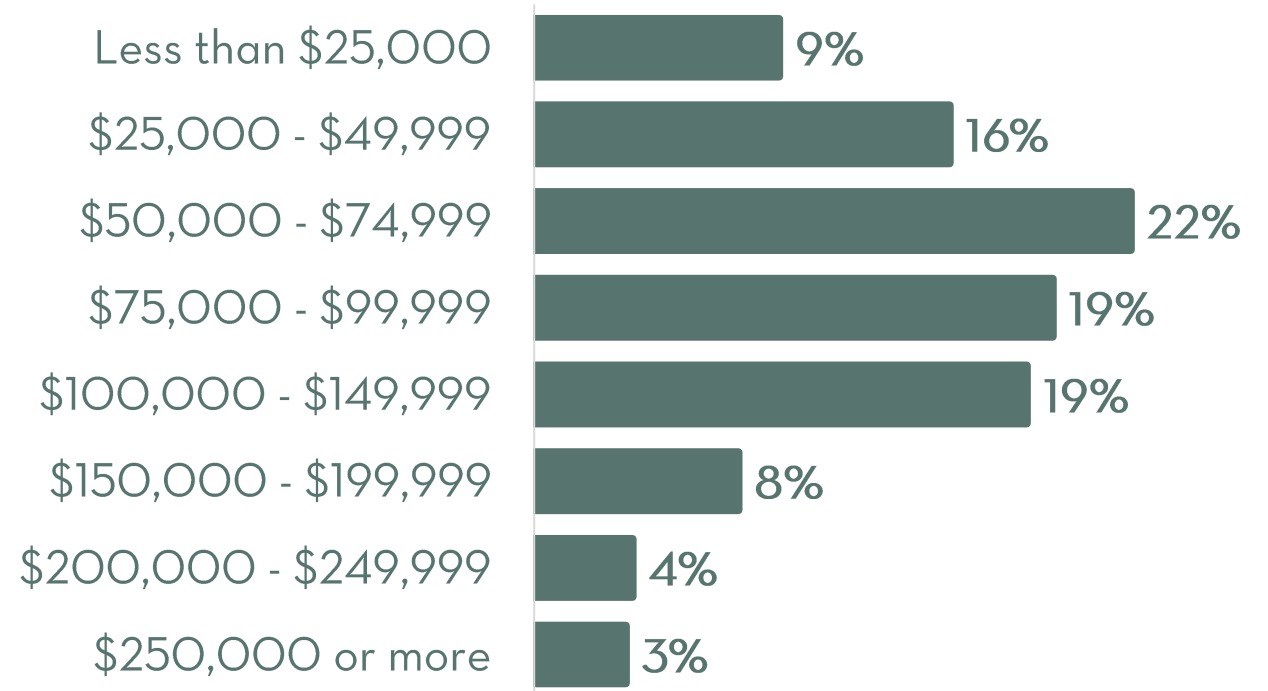
» Nearly 9 in 10 visitors to Maine were White





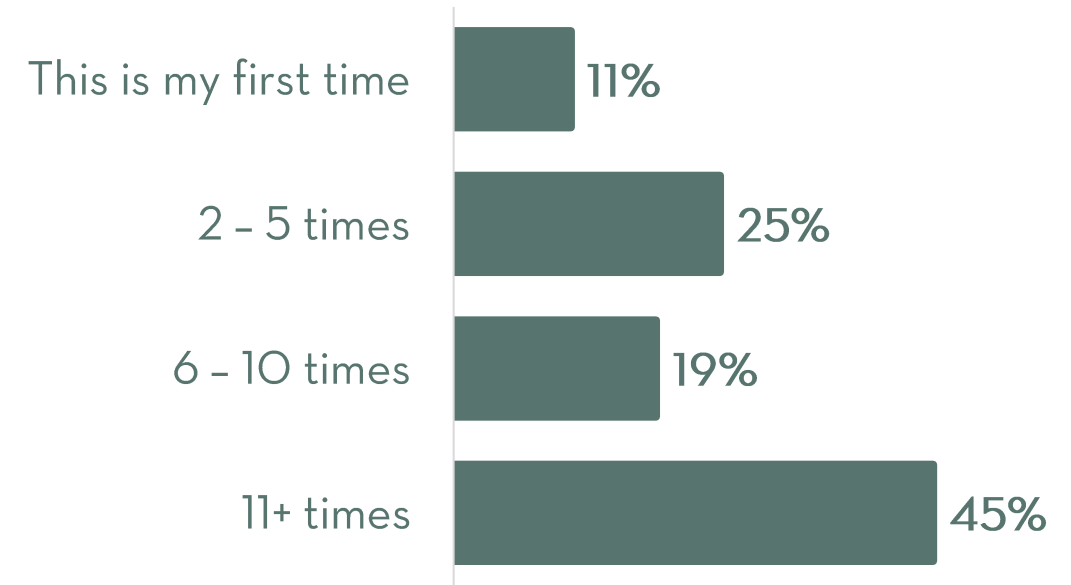
# HOUSEHOLD INCOME

- » Typical visitors to Maine earned **\$78,900** per year in household income
- » **15%** of Maine visitors have household incomes that exceed \$150,000



# NEW & RETURNING VISITORS

- » Over **1 in 10** visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **nearly half** had previously traveled in Maine more than 10 times

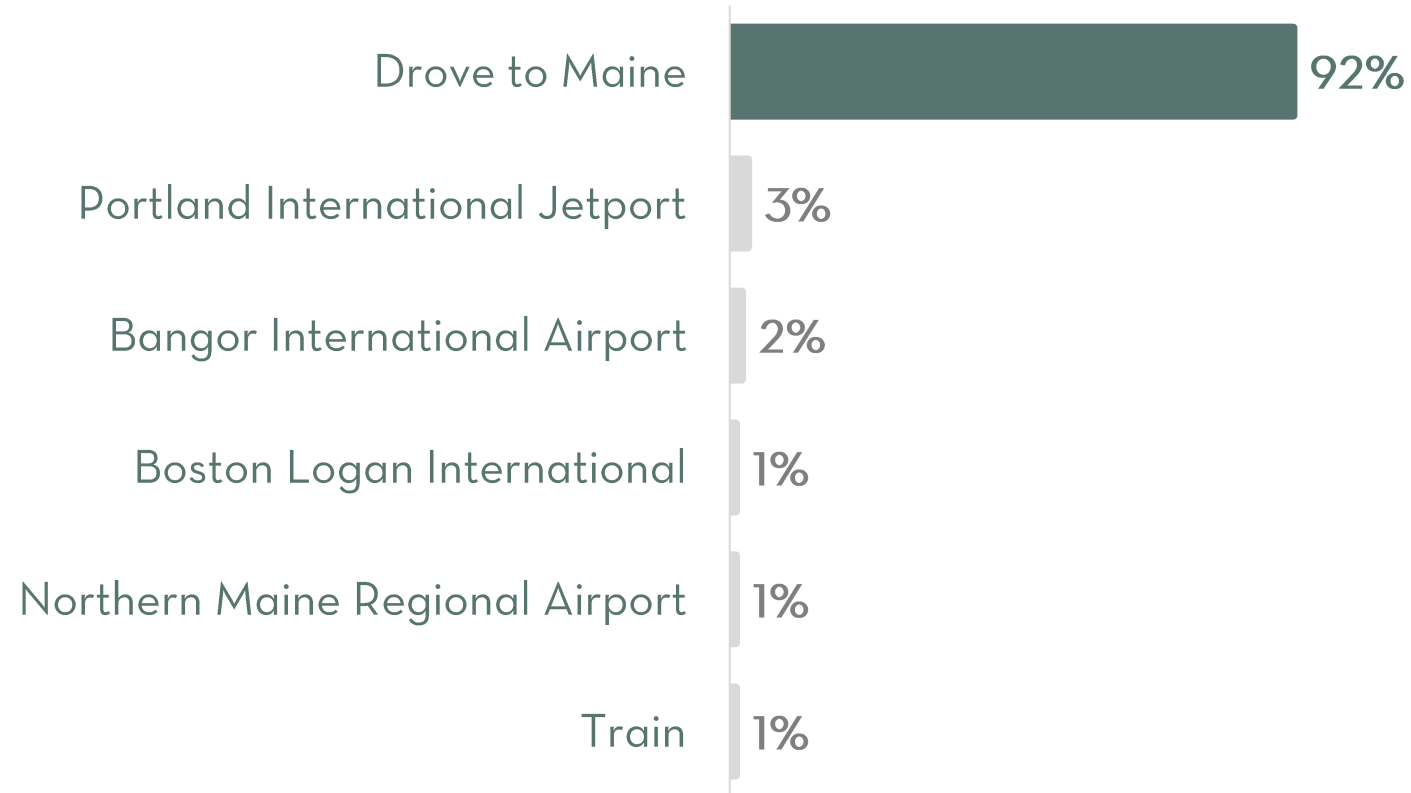


# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# MODES OF TRANSPORTATION

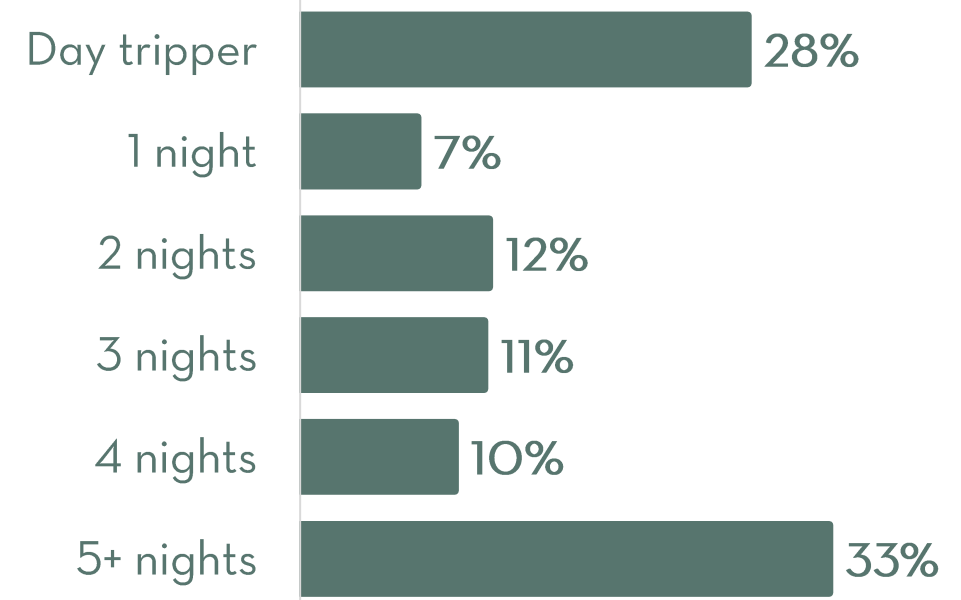
- » Maine is a drive-market for most visitors, with over **9 out of 10** choosing to travel by car rather than by plane, motor coach/bus, or train





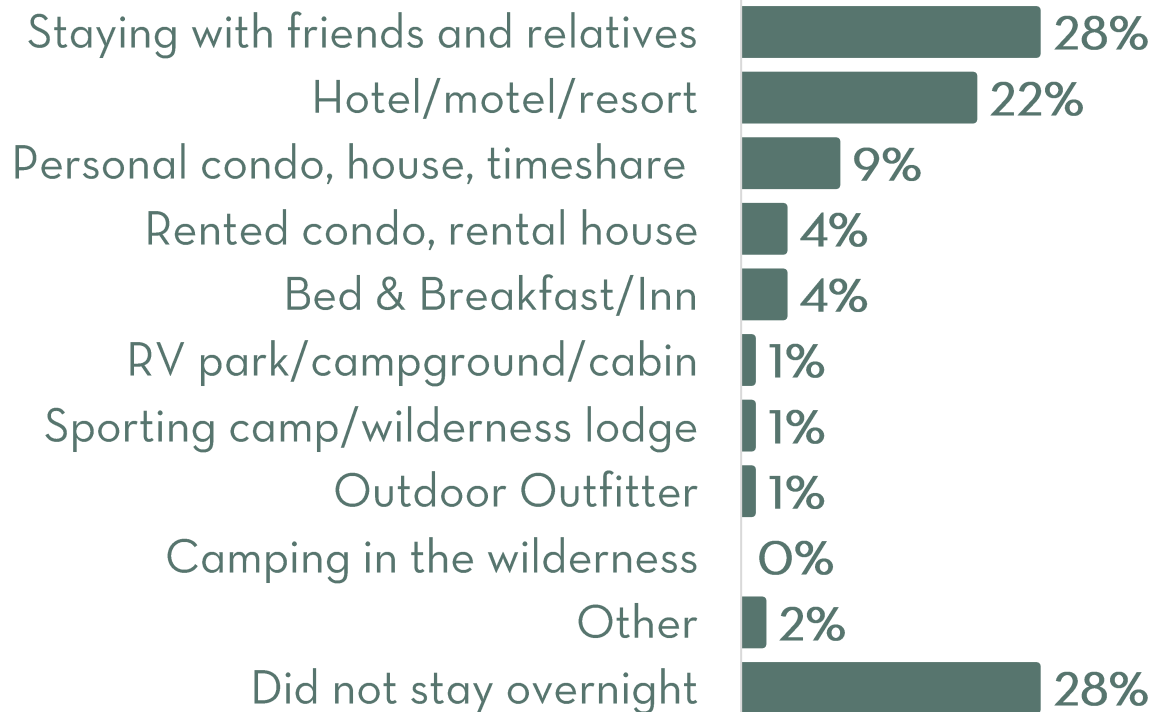
# NIGHTS STAYED

- » 72% of visitors stayed one night or more in Maine during their trip
- » Typical visitors stayed 5.3 nights in Maine
- » 1 in 3 visitors stayed 5 or more nights in Maine



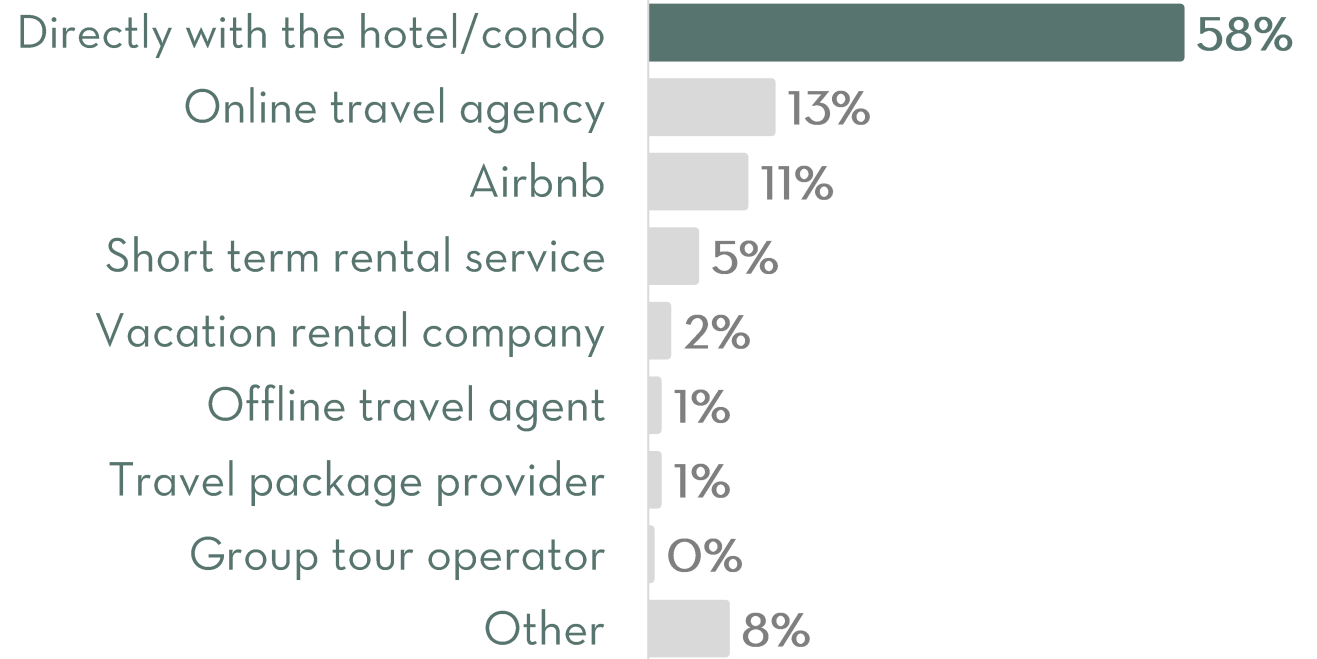
# ACCOMMODATIONS

- » **Over 1 in 4** visitors to Maine stayed overnight with friends or relatives
- » **Over 1 in 5** visitors stayed overnight in a hotel, motel or resort



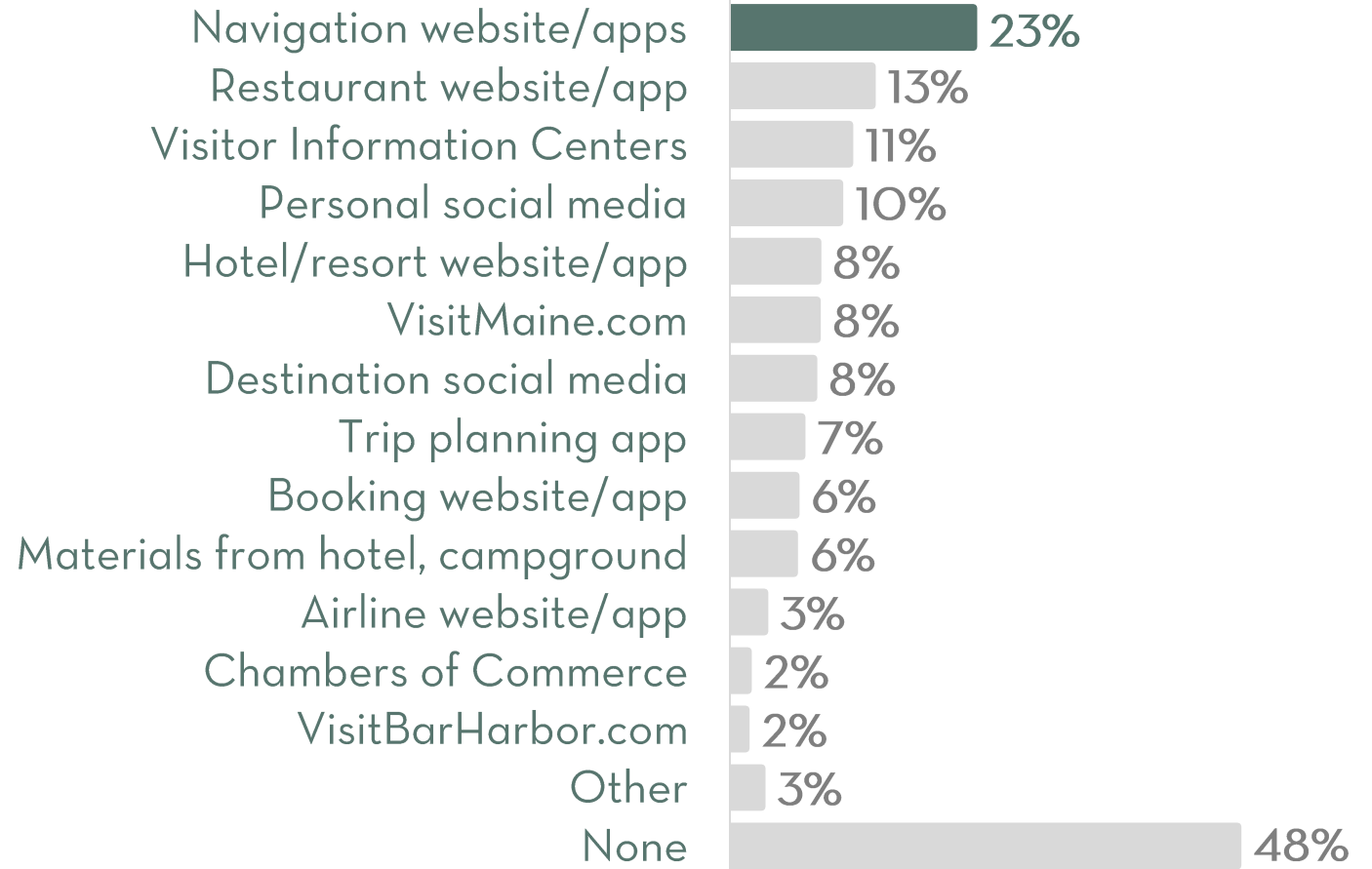
# BOOKING METHODS

- » Over 1 in 3 visitors stayed overnight in paid accommodations during their trip in Maine
- » 58% of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



# IN-MARKET VISITOR RESOURCES\*

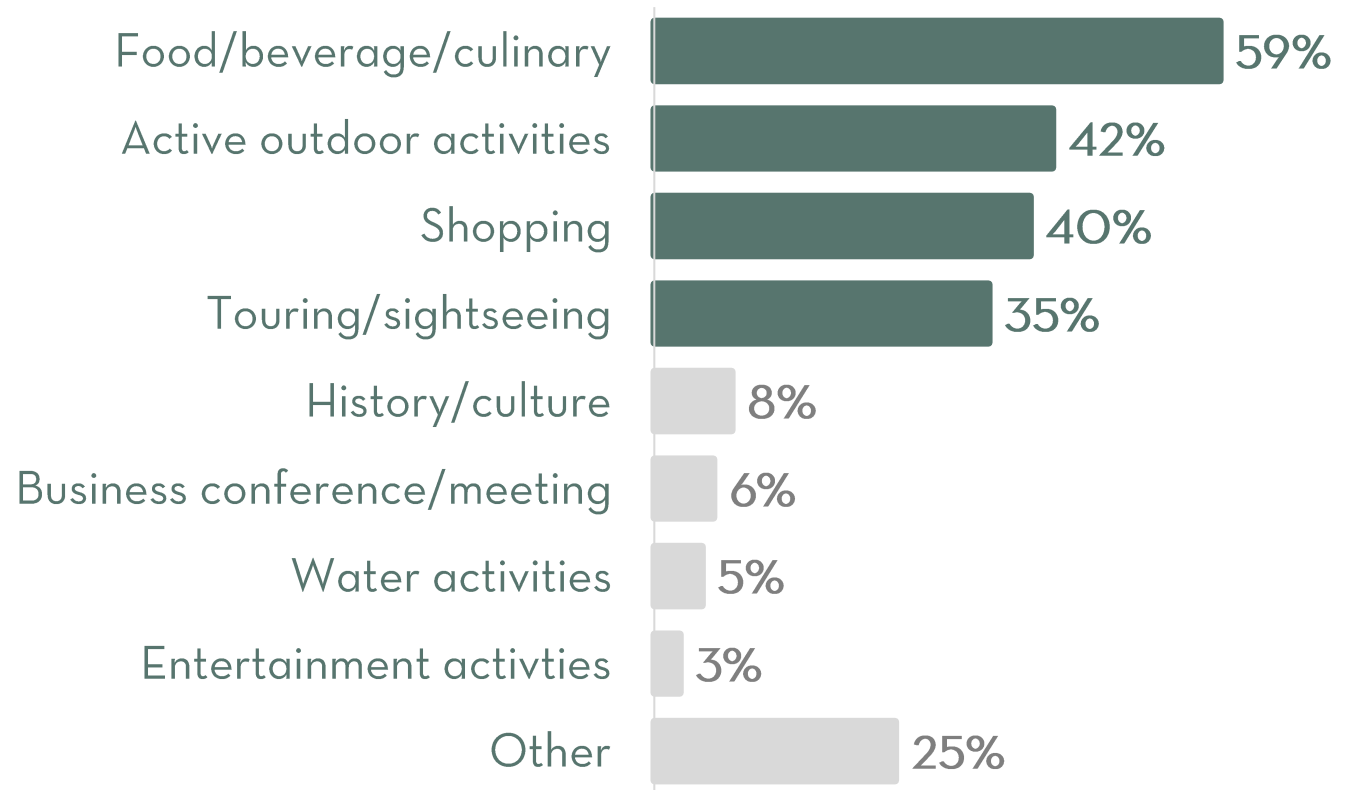
- » Visitors were **more likely** to rely on navigation websites and apps to plan activities in-market
- » **Over 1 in 10** visitors used restaurant websites/apps and Visitor Information Centers
- » **Nearly half** of visitors did not use any resources to plan activities while they were in-market



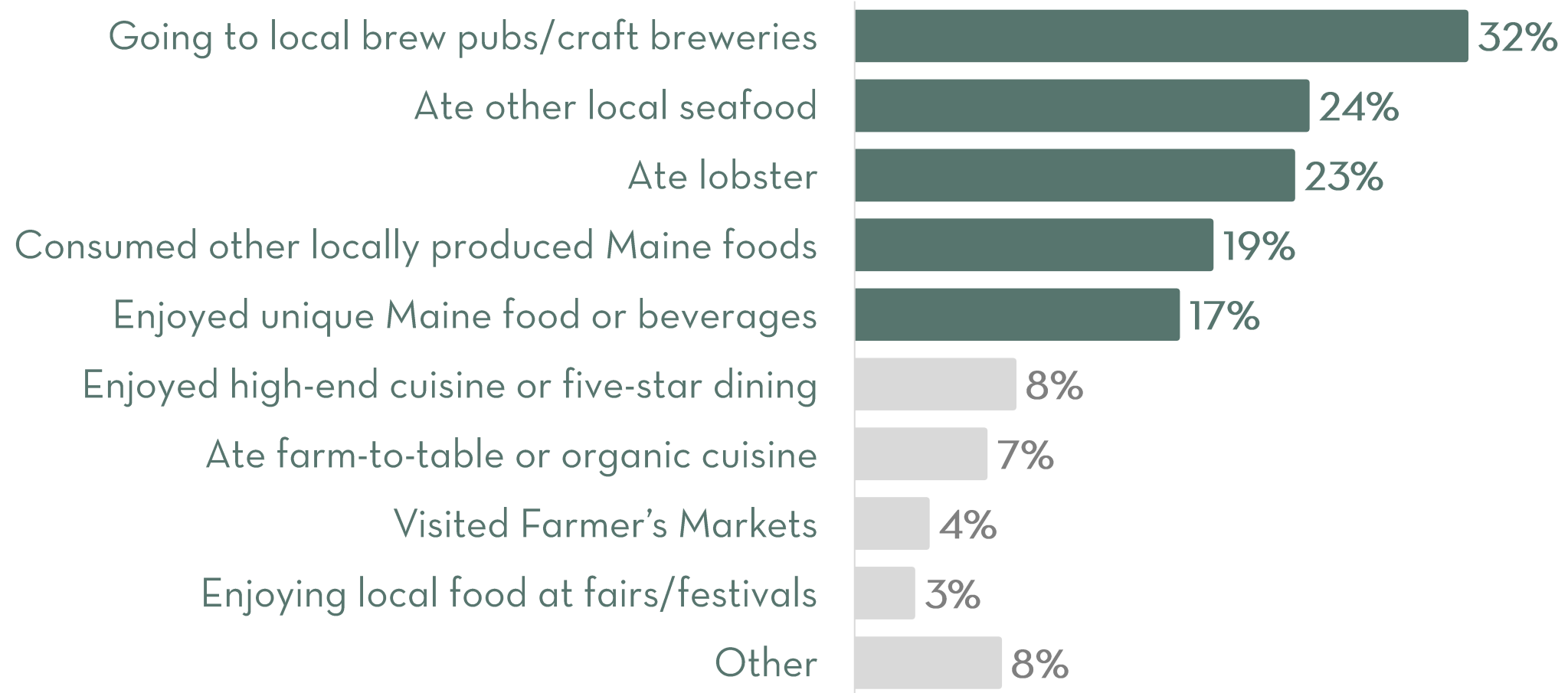


# VISITOR ACTIVITIES\*

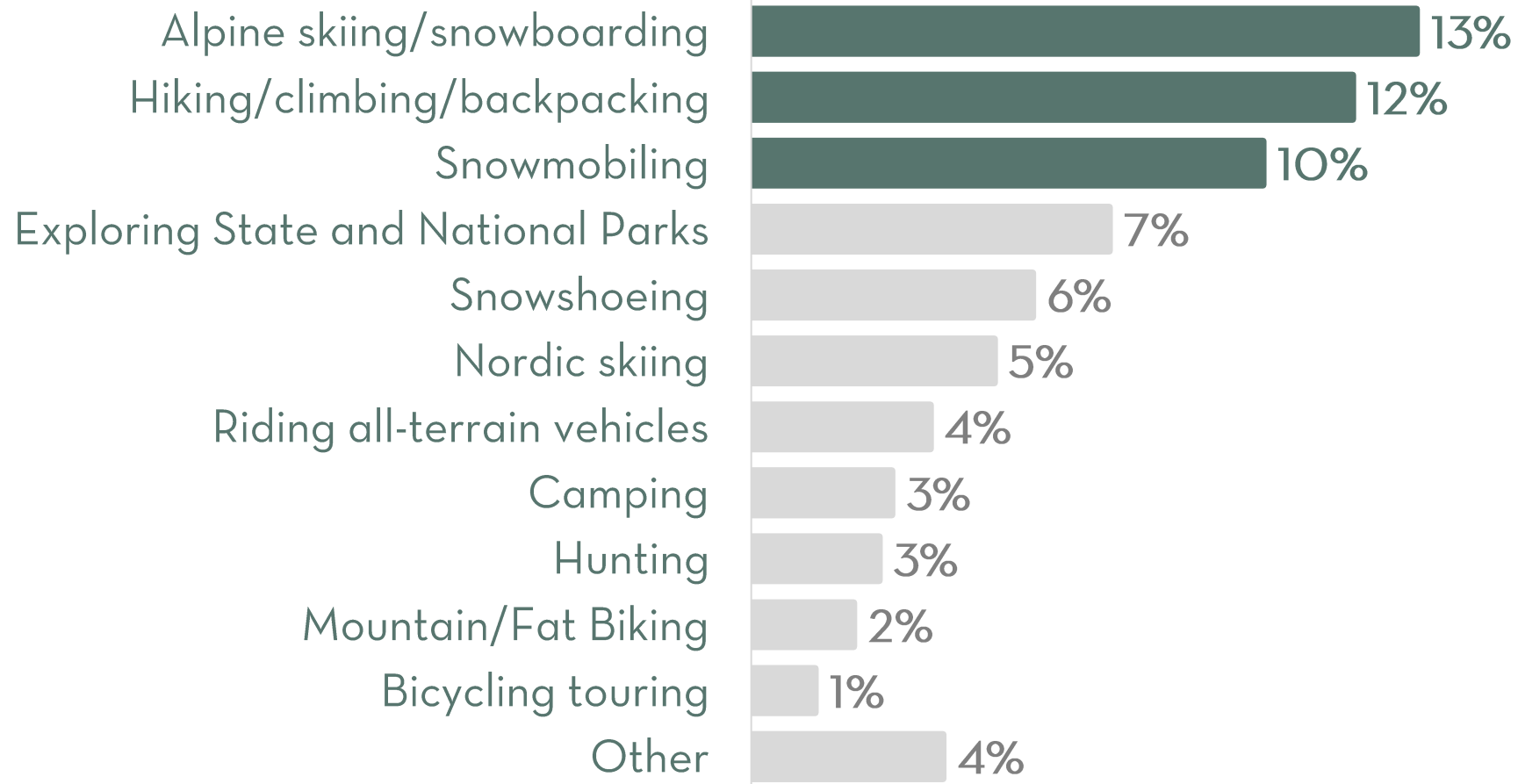
- » 3 in 5 visitors participated in food, beverage, and culinary activities during their trip in Maine
- » 2 in 5 Maine visitors engaged in active outdoor activities and shopping



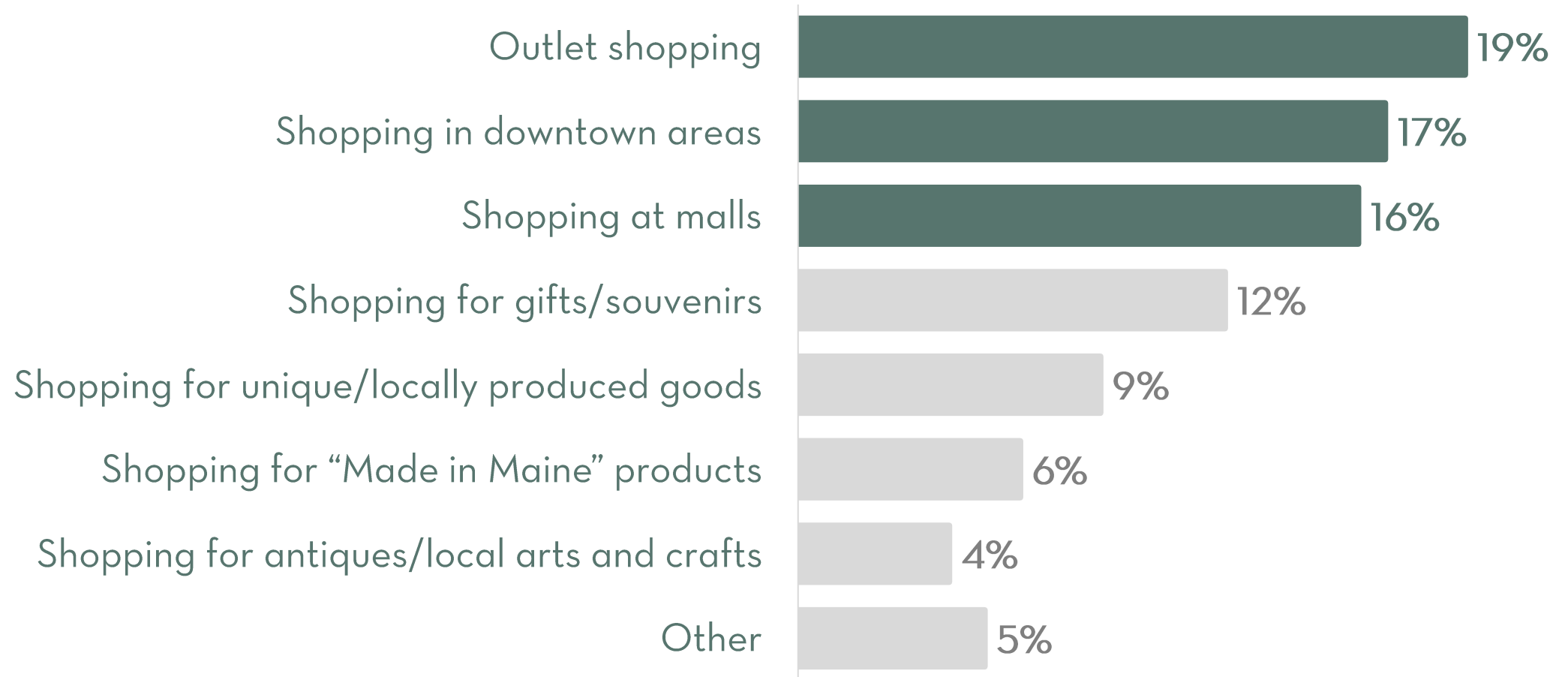
# FOOD & BEVERAGE ACTIVITIES\*



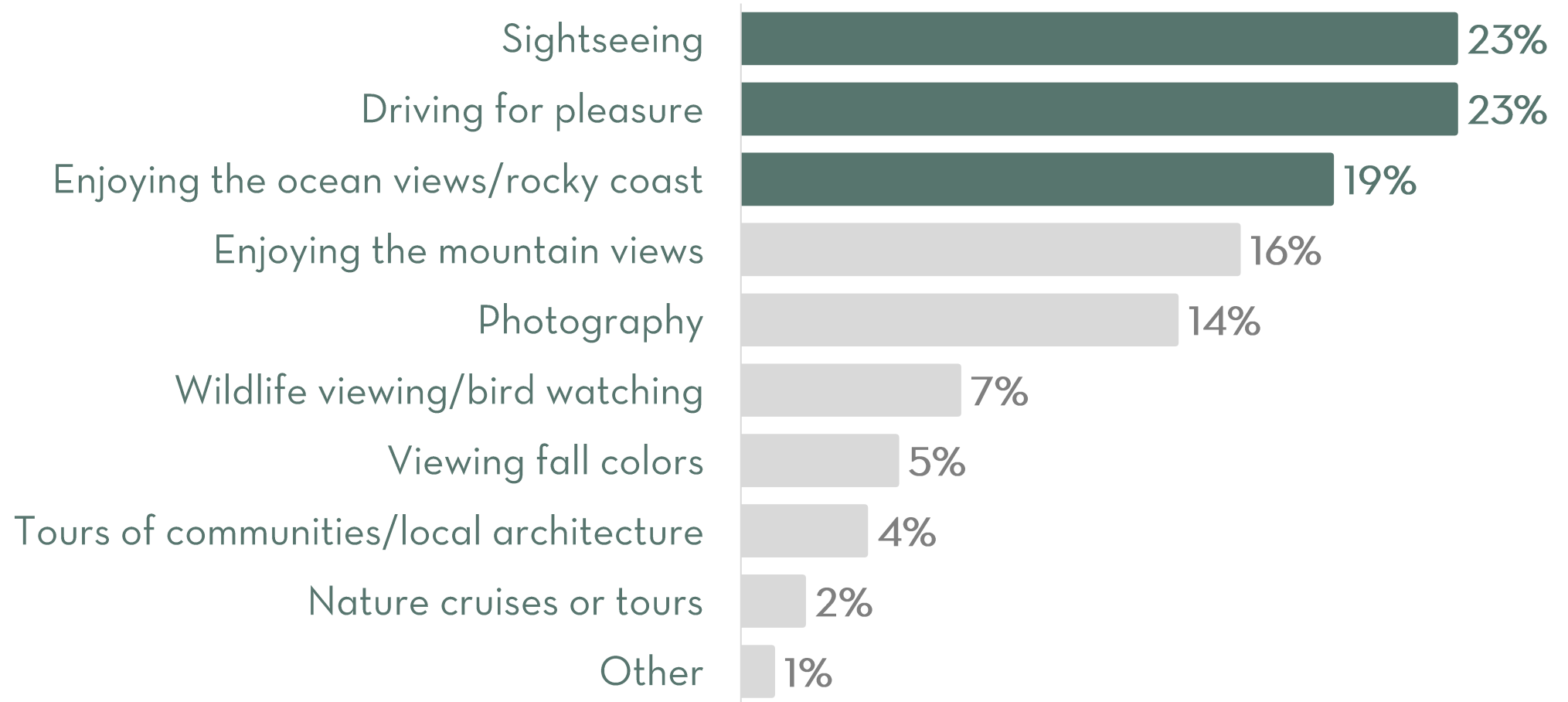
# ACTIVE OUTDOOR ACTIVITIES\*



# SHOPPING ACTIVITIES\*

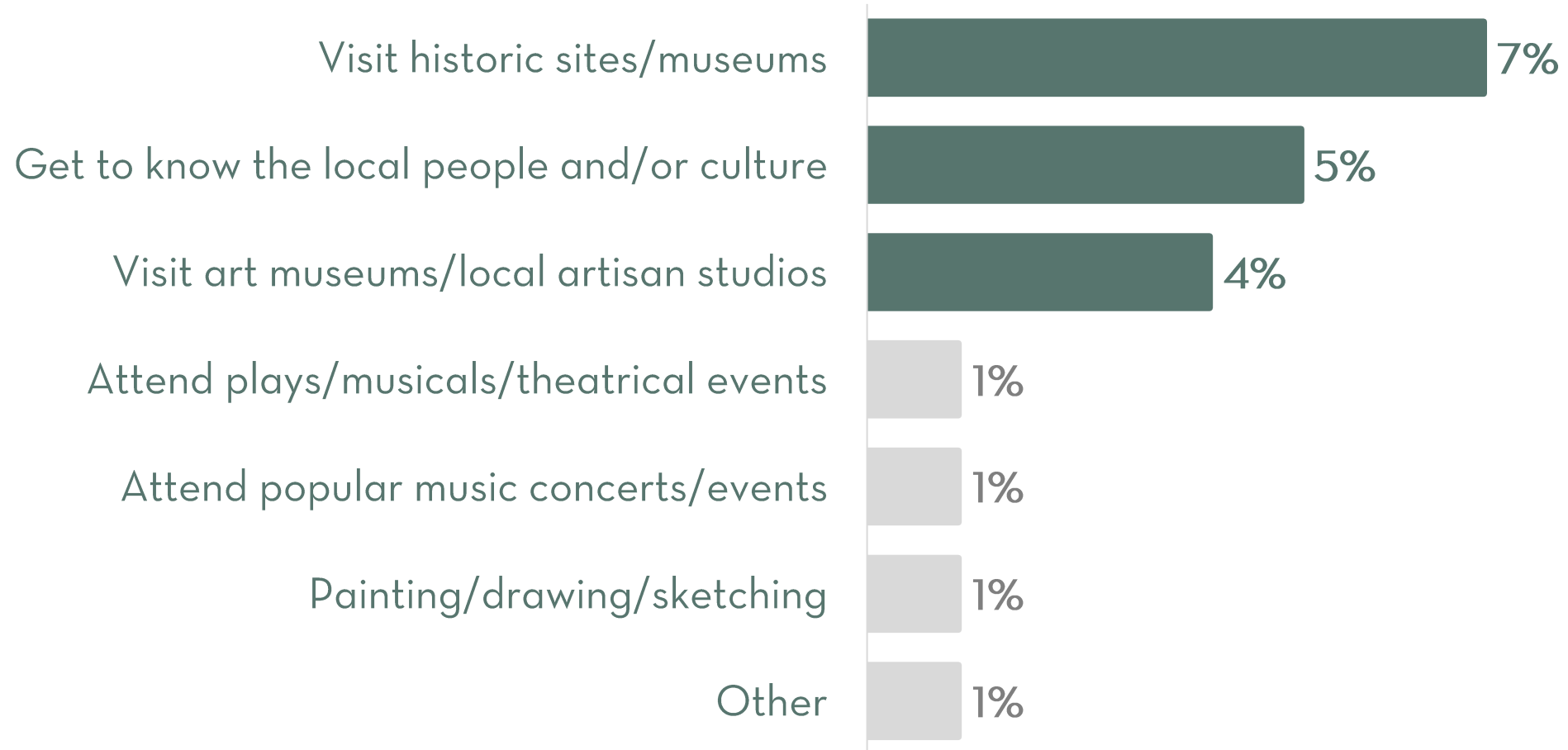


# TOURING & SIGHTSEEING ACTIVITIES\*

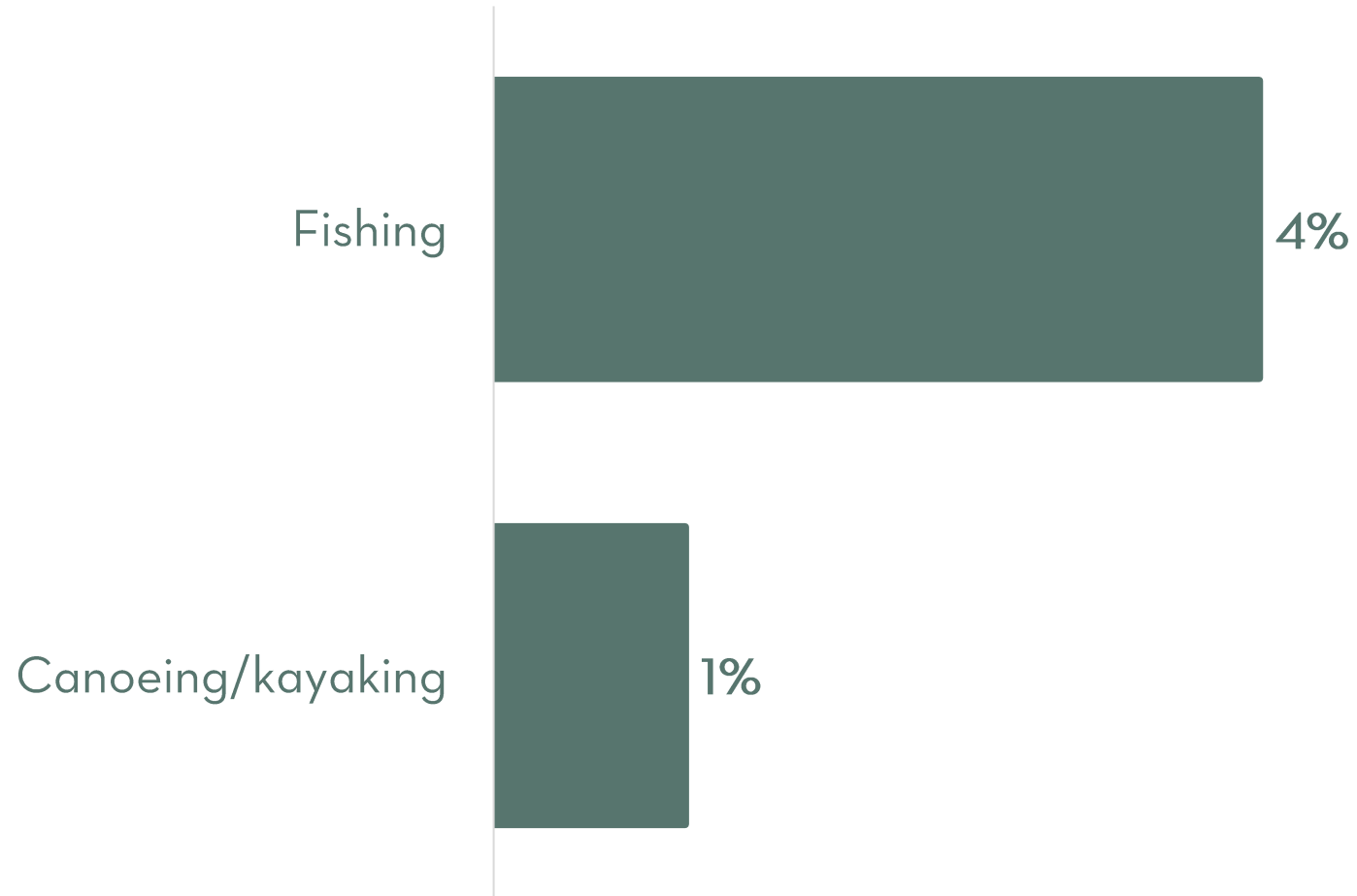




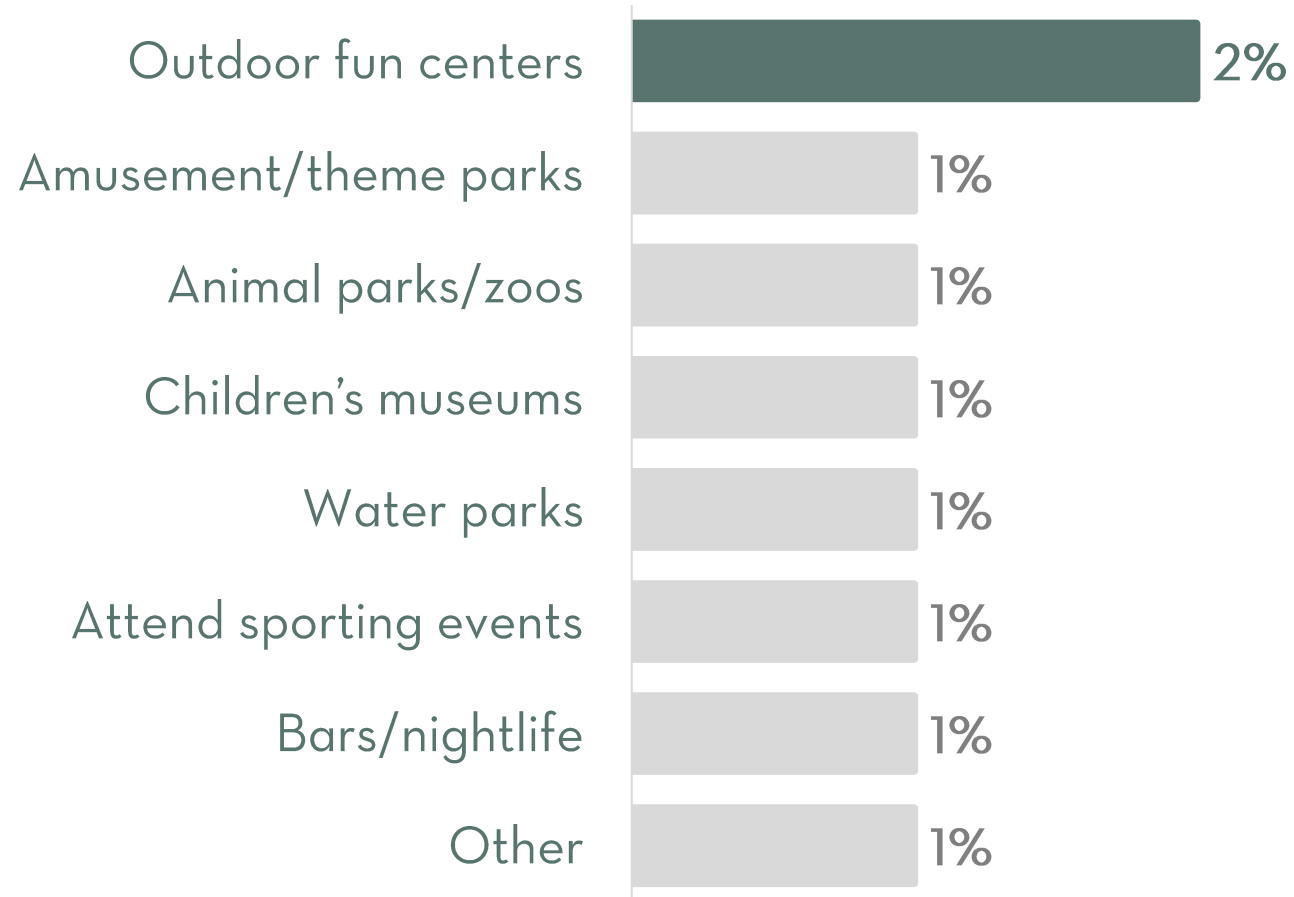
# HISTORICAL & CULTURAL ACTIVITIES\*



# WATER ACTIVITIES\*



# ENTERTAINMENT ACTIVITIES\*



# DAILY TRAVEL PARTY SPENDING

## *Travel Party Spending Per DAY*

	<i>Paid Lodging</i>	<i>Unpaid Lodging</i>	<i>Day Trippers</i>
<i>Accommodations</i>	\$172	\$0	\$0
<i>Transportation</i>	\$84	\$52	\$38
<i>Groceries</i>	\$31	\$32	\$10
<i>Restaurants</i>	\$91	\$55	\$28
<i>Shopping</i>	\$119	\$57	\$107
<i>Activities &amp; attractions</i>	\$31	\$23	\$3
<i>Other</i>	\$14	\$12	\$6
<i>Daily Spending</i>	\$542	\$231	\$192

# TOTAL TRAVEL PARTY SPENDING

## *Travel Party Spending Per TRIP<sup>1</sup>*

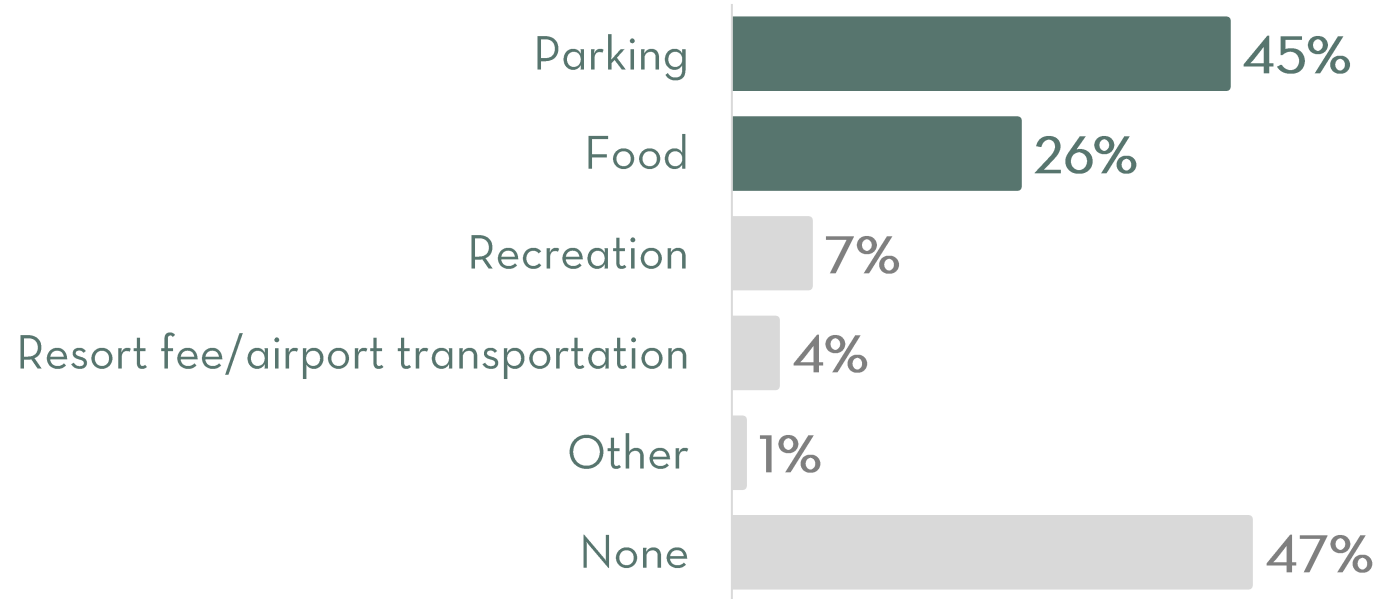
	<i>Paid Lodging</i>	<i>Unpaid Lodging</i>	<i>Day Trippers</i>
<i>Accommodations</i>	\$946	\$0	\$0
<i>Transportation</i>	\$462	\$416	\$38
<i>Groceries</i>	\$171	\$256	\$10
<i>Restaurants</i>	\$501	\$440	\$28
<i>Shopping</i>	\$655	\$456	\$107
<i>Activities &amp; attractions</i>	\$171	\$184	\$3
<i>Other</i>	\$77	\$96	\$6
<i>Daily Spending</i>	<b>\$2,983</b>	<b>\$1,848</b>	<b>\$192</b>

<sup>1</sup>Visitors staying in paid lodging stayed an average of 5.5 nights,  
Visitors staying in unpaid lodging stayed an average of 8.0 nights.



# LODGING AMENITIES\*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **over half** of visitors
- » Price for accommodations included parking for **45%** of visitors
- » Food was included in accommodations' pricing for over **1 in 4** visitors



# OTHER STATES & PROVINCES VISITED\*

- » 9 in 10 visitors did not visit any other U.S. state or Canadian province on their trip
- » Visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip, due to COVID-19 travel restrictions

No other states/provinces

New Hampshire

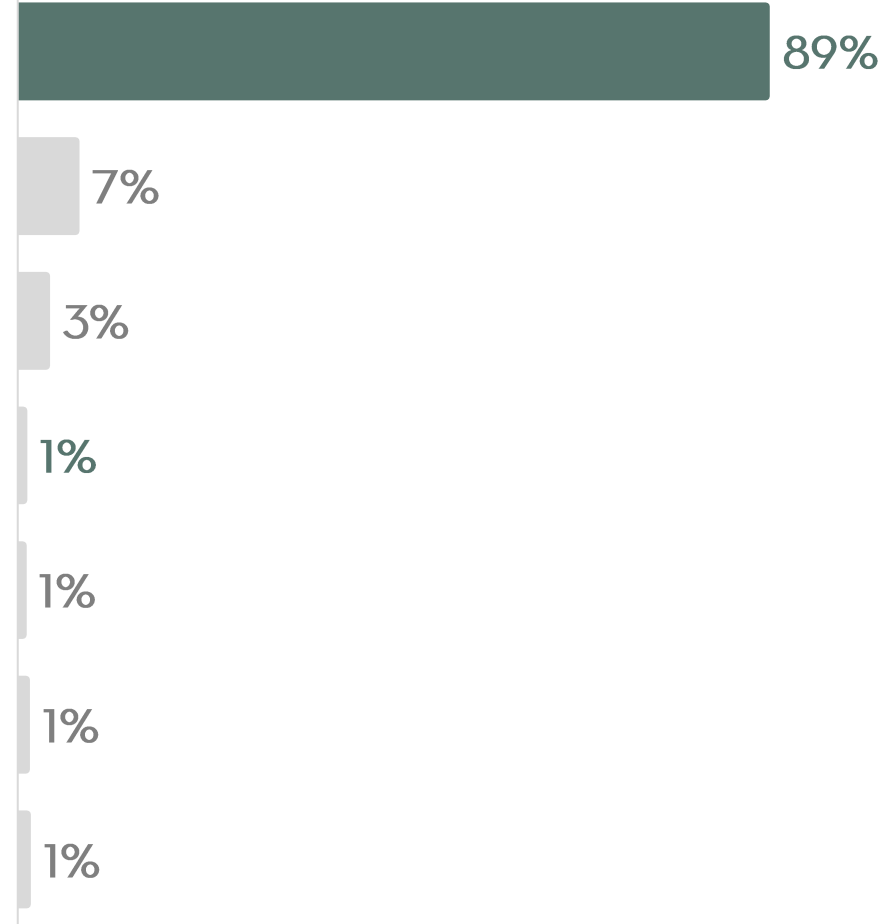
Massachusetts

Connecticut

New York

Vermont

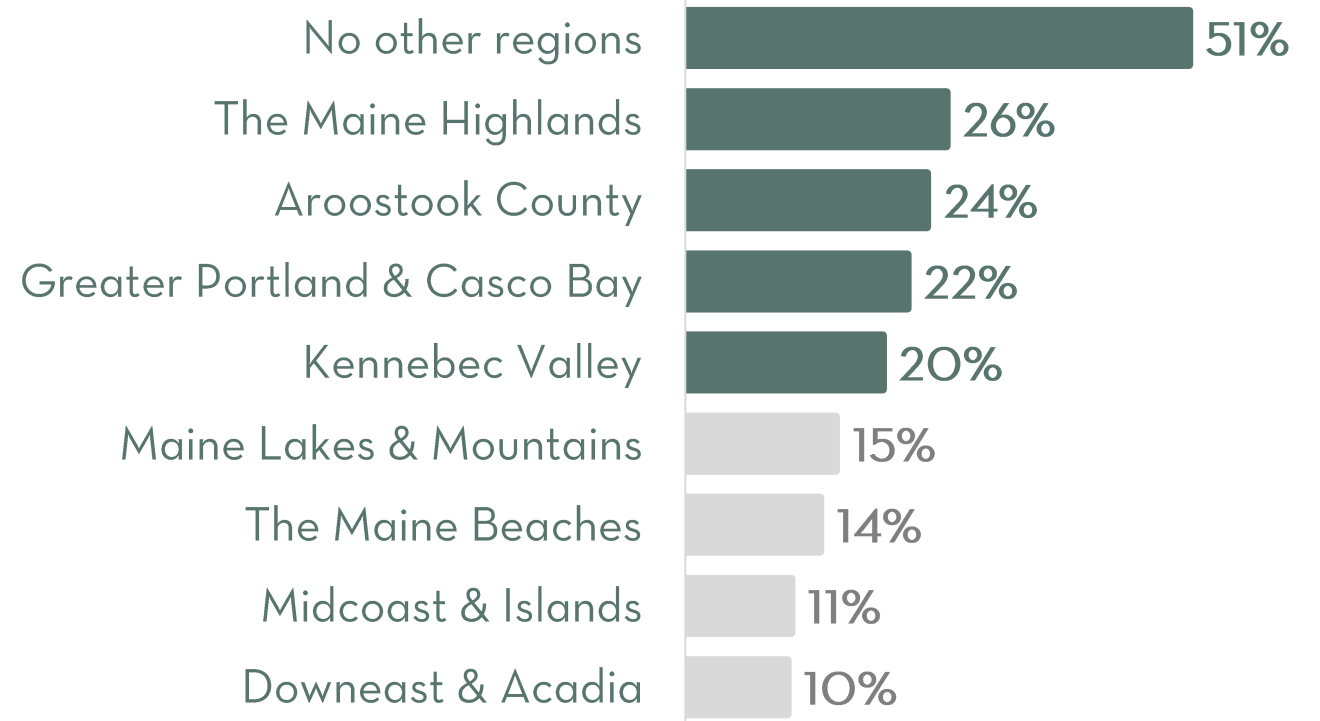
Other



# TRAVELING WITHIN MAINE\*

- » **Half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **1 in 4** visitors visited the Maine Highlands or Aroostook County areas in addition to their primary destinations within Maine, and **1 in 5** visited the Greater Portland and Kennebec Valley areas

## Other Regions Visited

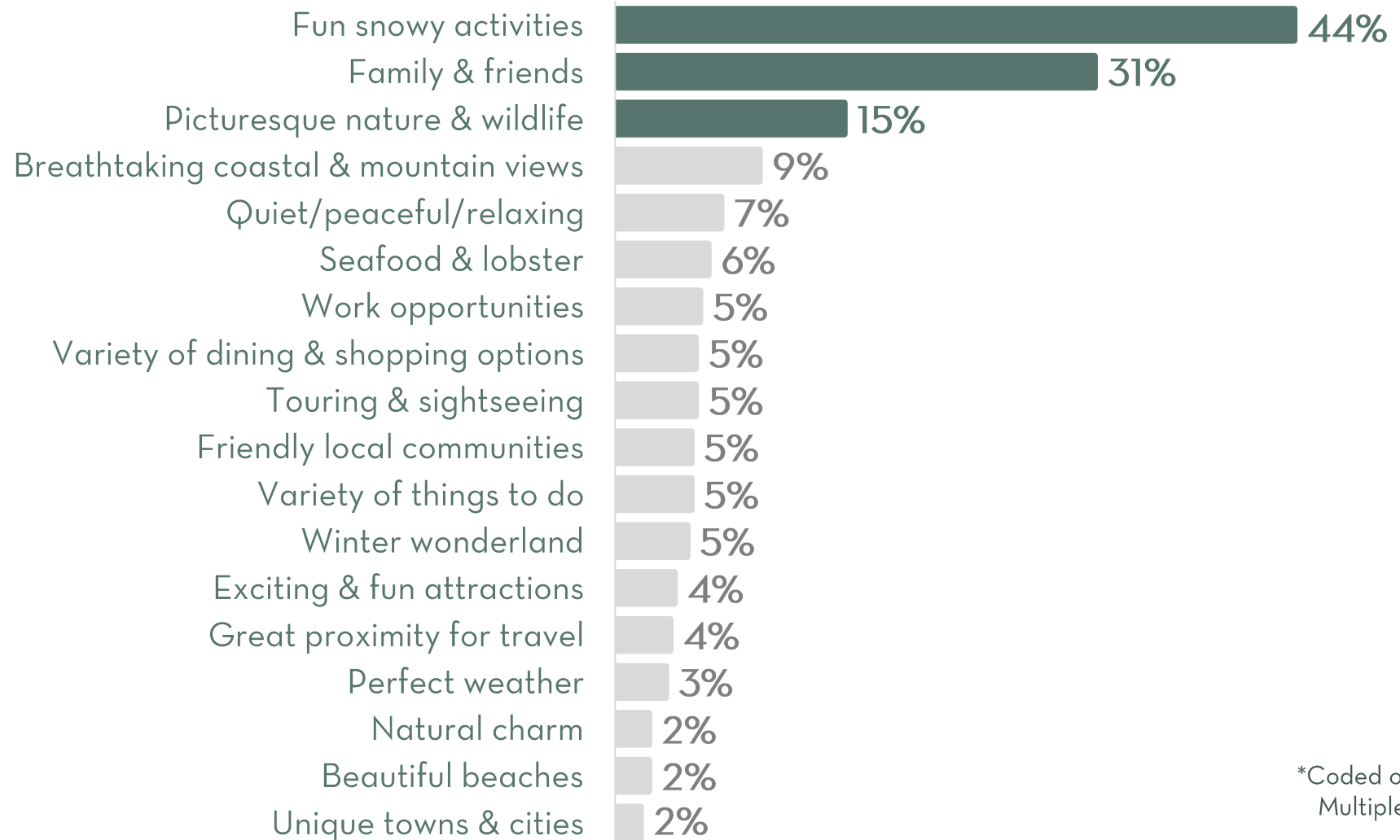


# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# MAINE AS A UNIQUE DESTINATION\*

“What does Maine offer that other similar destinations do not offer?”



\*Coded open-ended responses.  
Multiple responses permitted.

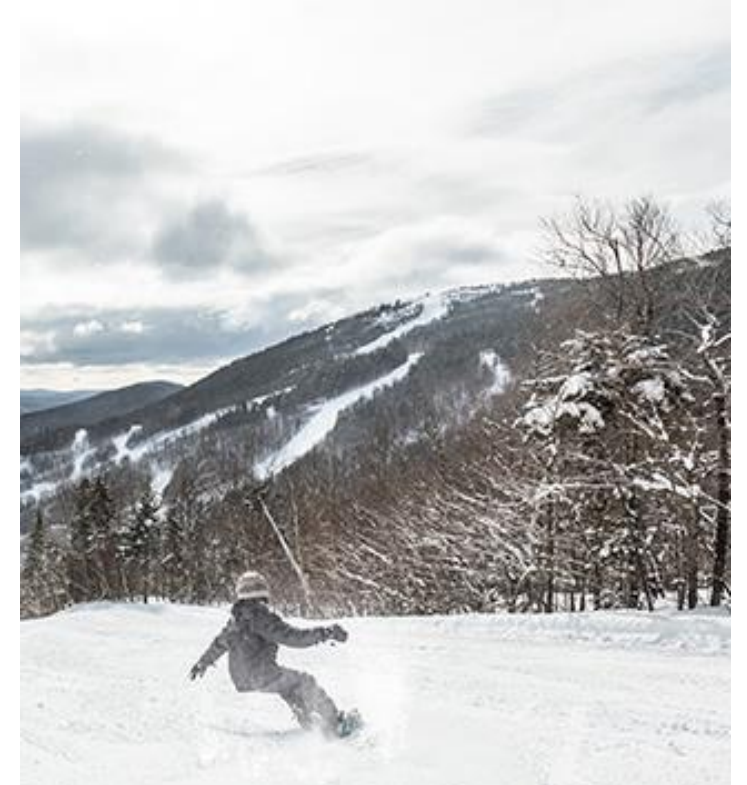


# UNIQUENESS: “FUN SNOWY ACTIVITIES”

*“We come here every winter for snowmobiling. Only Northern Maine has the best trails.”*



*“Access and short lines for skiing, beauty and nature.”*



*“Countryside and places to snowboard.”*



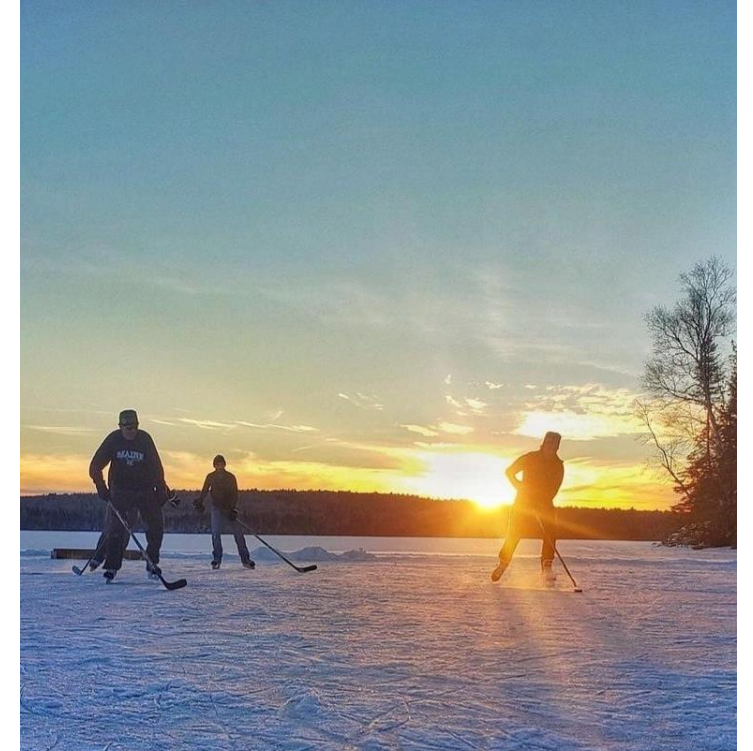


# UNIQUENESS: “FAMILY AND FRIENDS”

*“We come up here for a family reunion and riding snowmobiles.”*



*“We wanted to have the kids spend Christmas with their grandparents.”*



*“I have been coming up here with my buddies last few years. It is a great and fun time for us this time of year.”*



# UNIQUENESS: “PICTURESQUE NATURE & WILDLIFE”

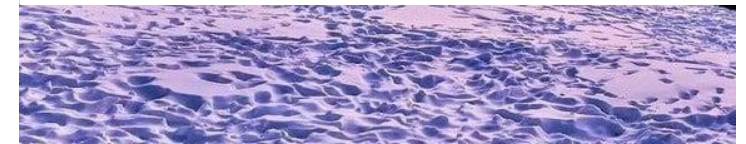
*“Even during a pandemic you can still access nature.”*



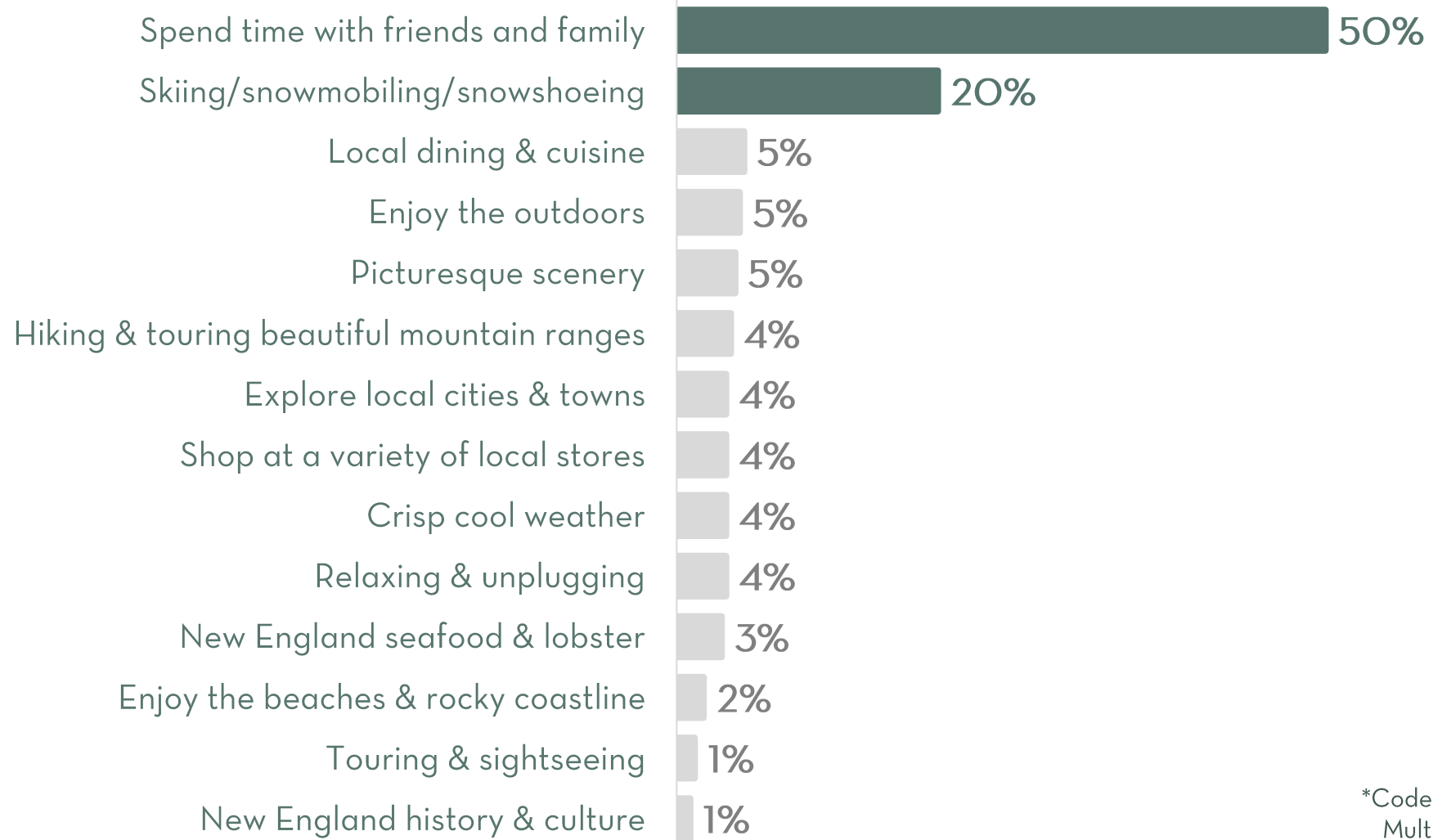
*“Trails for nature lovers that are kept super clean.”*



*“A lot of woods, nature, lakes, informal people that are wonderfully independent and comfortable.”*



# HIGHLIGHT OF TRIP\*

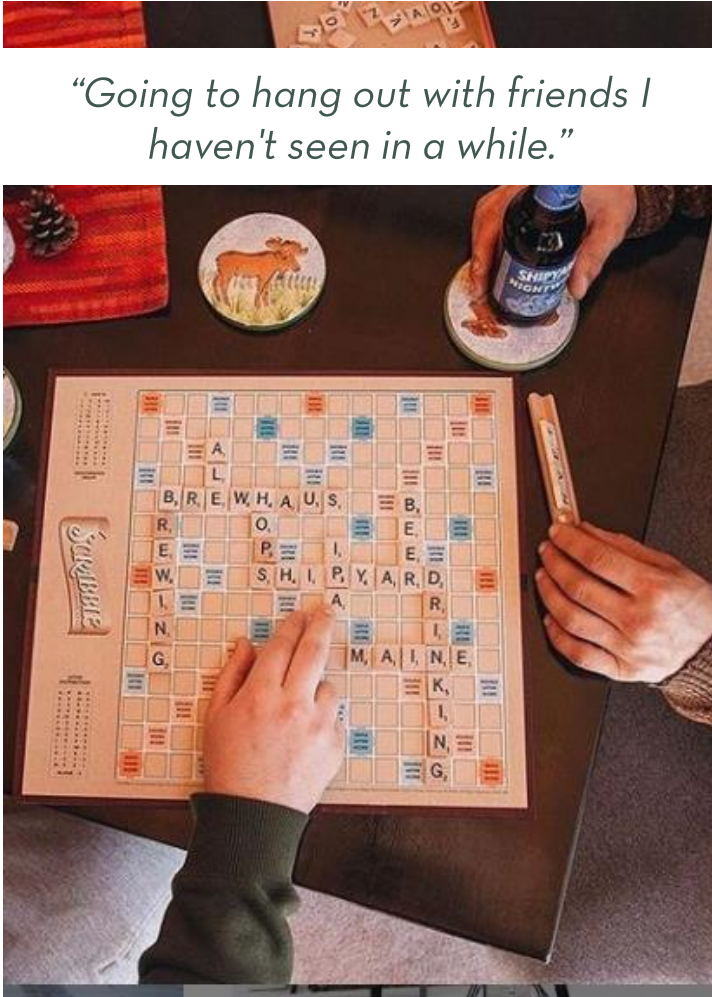


\*Coded open-ended responses.  
Multiple responses permitted.

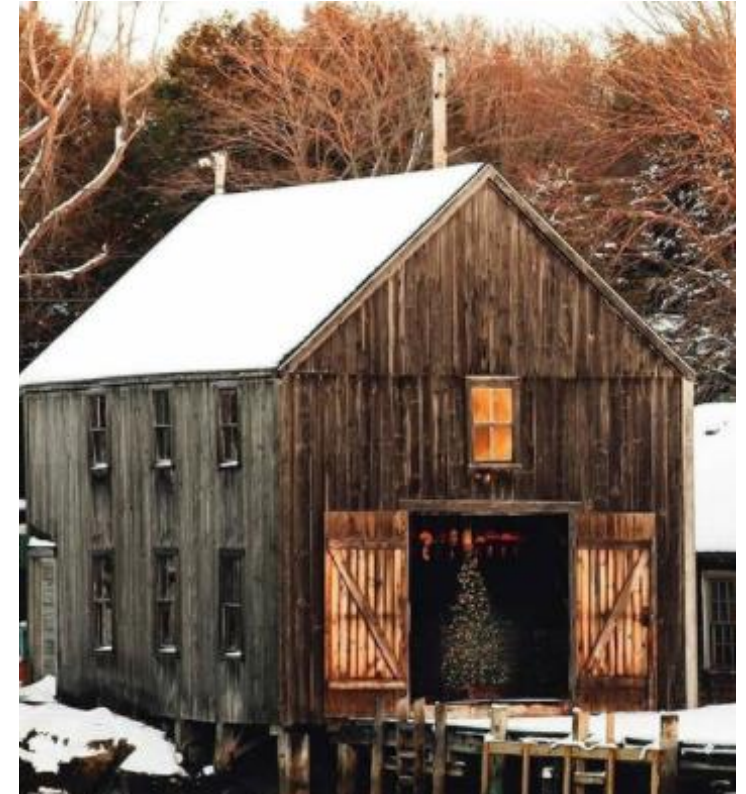


# HIGHLIGHTS: "FRIENDS & FAMILY"

*"Going to hang out with friends I haven't seen in a while."*



*"I visit to see family and friends a couple times a year. This year I limited it to family and was thrilled to get some real snow under my feet and see my niece."*



*"Improving my fishing game with my grandsons."*





# HIGHLIGHTS: “SKIING/SNOWMOBILING/SNOWSHOEING”



*“Skiing, beautiful weather, good conditions.”*



*“Snowshoeing and the restaurants.”*



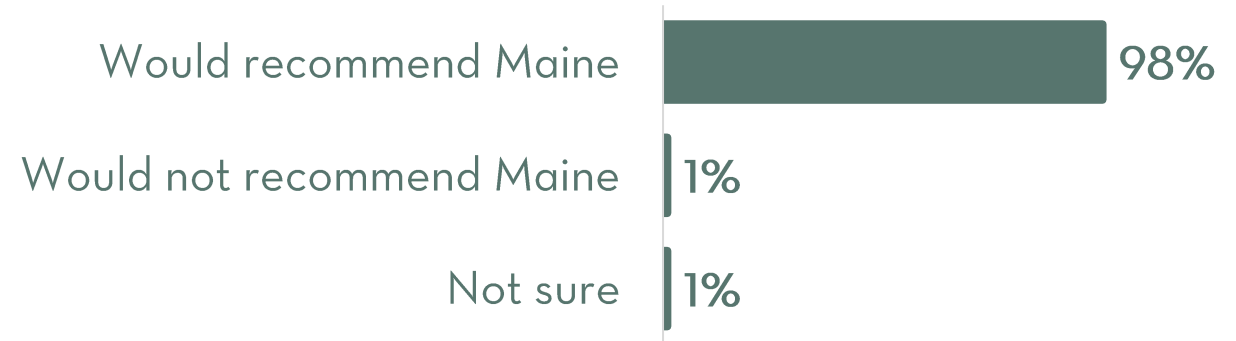
*“Getting my new snowmobile.”*



# RECOMMENDING MAINE & ITS REGIONS

- » 98% of visitors would recommend that their friends and family visit Maine

## *Likelihood of Recommending Maine*

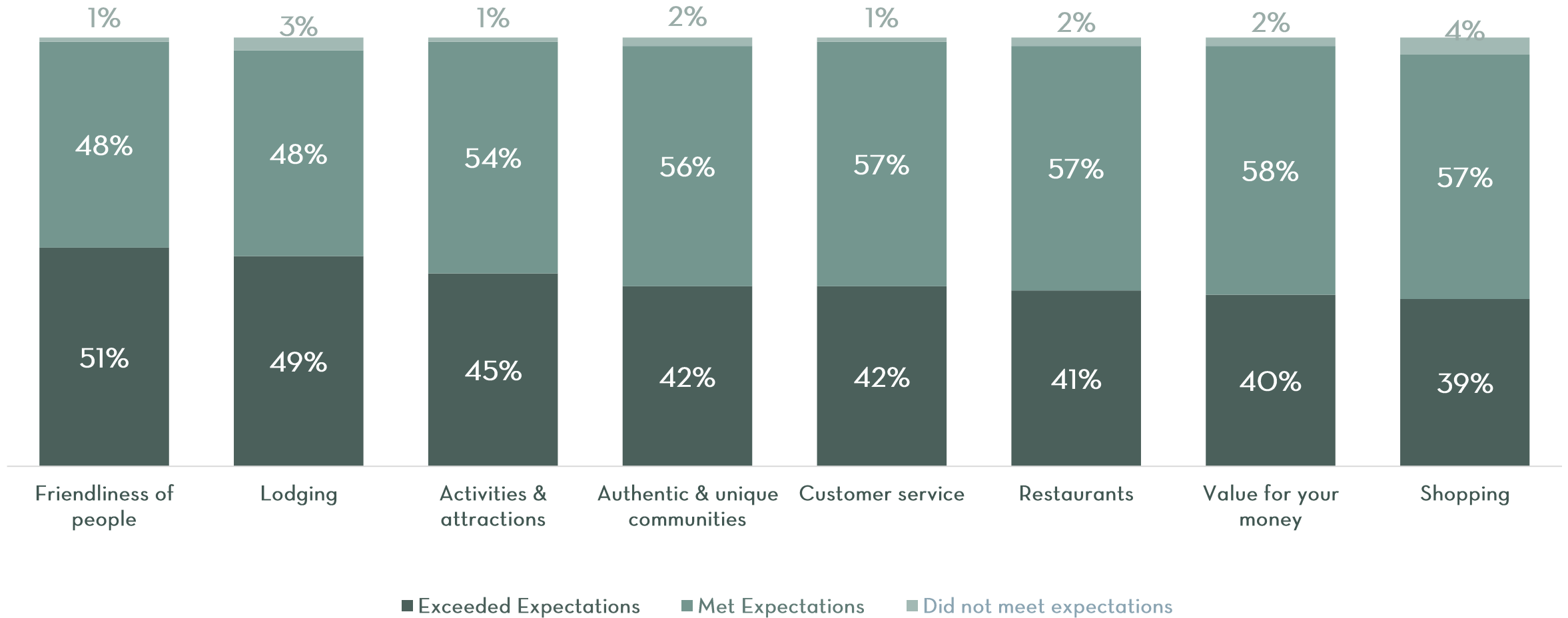


- » 97% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip

## *Likelihood of Recommending Region Visited*



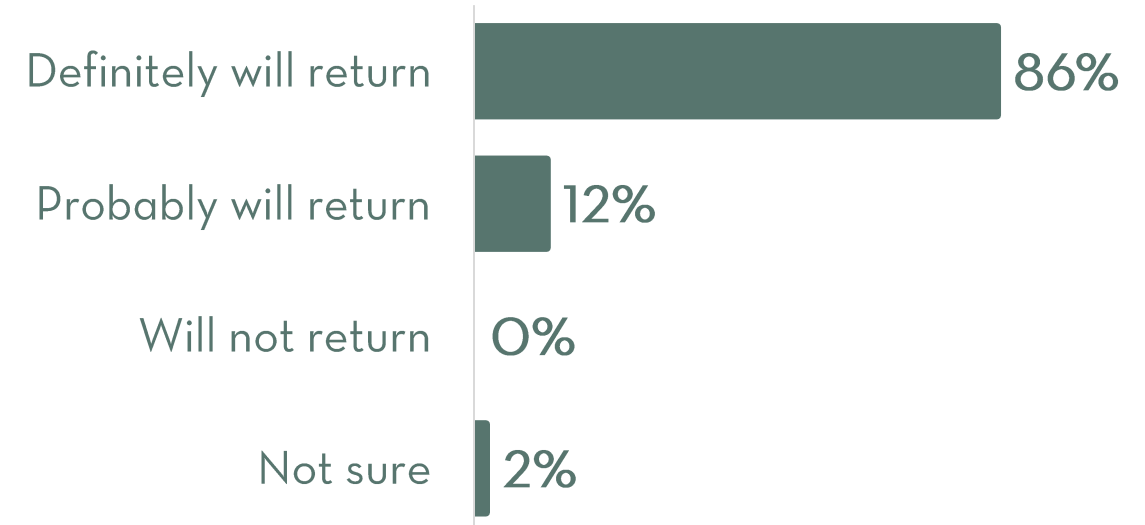
# TRIP EXPECTATIONS<sup>1</sup>



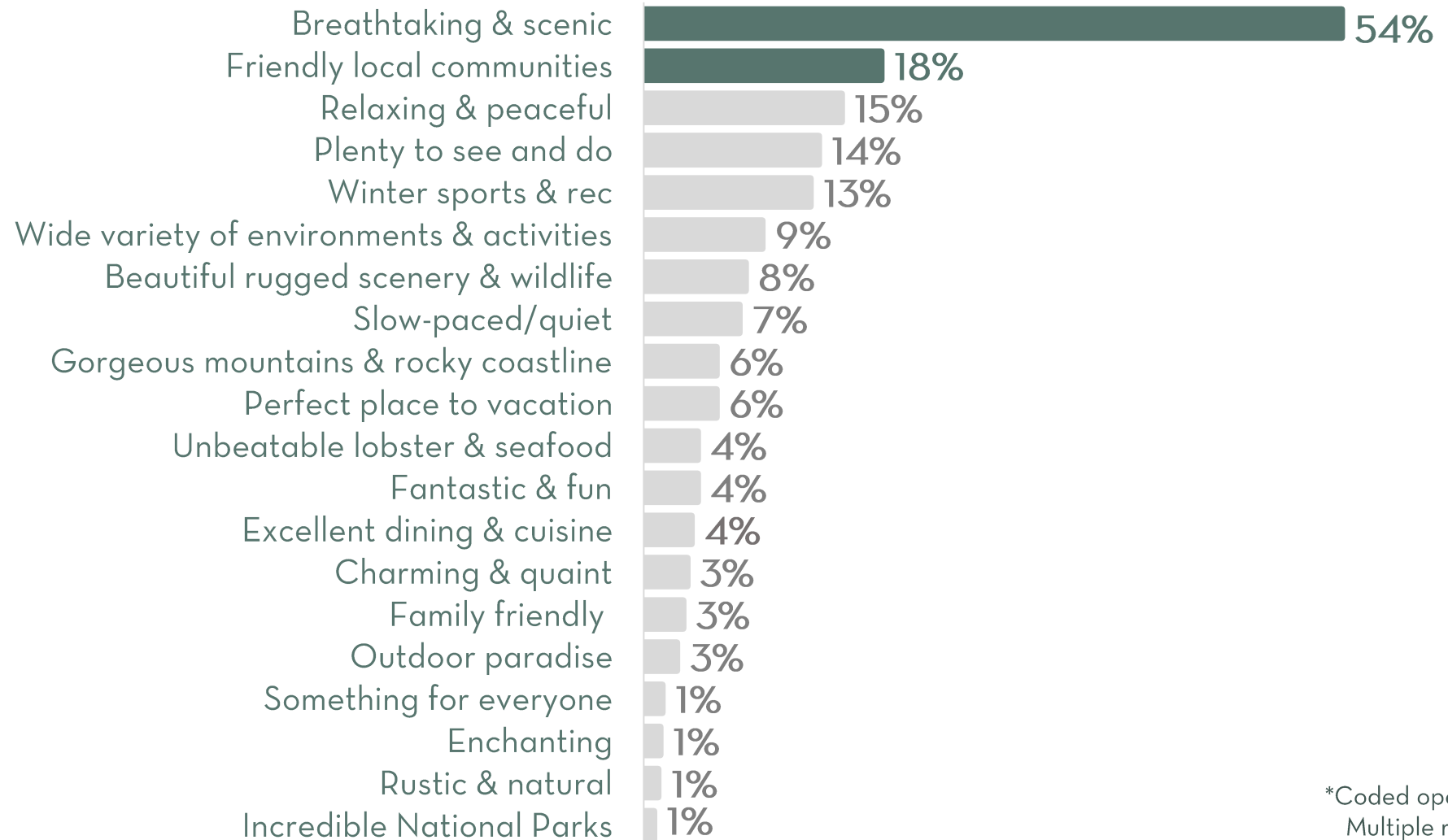
<sup>1</sup>"Don't know" responses omitted.

# LIKELIHOOD OF RETURNING TO MAINE

- » **98%** of visitors will return to Maine for a future visit or vacation



# PERCEPTIONS OF MAINE\*



\*Coded open-ended responses.  
Multiple responses permitted.



# PERCEPTIONS: “BREATHTAKING & SCENIC”

*“Beautiful parks and trails for hiking.  
Great mountain view and scenic  
views on trails. Very friendly people.”*



*“You cannot resist the beauty and the  
serenity here. We love to ride  
snowmobiles here because they have  
the best trails on the east coast.”*



*“Pretty skyline, oceans, forests,  
mountains, Maine is the peak  
vacation spot.”*





# PERCEPTIONS: “FRIENDLY LOCAL COMMUNITIES”



*“Peace and quiet, very friendly people who are willing to help, outdoor activities for different seasons.”*



*“How can you not fall in love with the place and people? That is why we have been coming here for many years.”*



*“Friendly people with quiet and peaceful countryside. Great trails to ride on. We love to come here to hike and hunt too. Just lots of things you can do here.”*





# YEAR-OVER-YEAR COMPARISONS



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

	Winter 2020	Winter 2021
A week or less	28%	30%
2 - 3 weeks	22%	25%
1 - 2 months	24%	26%
3 - 4 months	14%	11%
5 - 6 months	5%	4%
7 months - 1 year	4%	2%
More than 1 year	3%	2%



# BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	Winter 2020	Winter 2021
A week or less	37%	35%
2 - 3 weeks	21%	27%
1 - 2 months	22%	24%
3 - 4 months	10%	9%
5 - 6 months	5%	3%
7 months - 1 year	3%	2%
More than 1 year	2%	1%

# ONLINE TRIP PLANNING SOURCES\*

	Winter 2020	Winter 2021
Online search engines	22%	20%
Hotel websites	17%	10%
Online travel agency	10%	10%
Facebook	12%	9%
Trip Advisor	13%	8%
VisitMaine.com	12%	7%
Airbnb	9%	6%
Airline websites	4%	6%
Instagram	7%	5%
MaineTourism.com	9%	5%
Traveler reviews/blogs/stories	5%	4%
YouTube	8%	4%
Visit Maine social media	7%	4%
VisitPortland.com	5%	4%
Vacation rental websites	4%	3%
VRBO/HomeAway	3%	3%
DowneastAcadia.com	3%	2%
Twitter	3%	2%
MaineLakesandMountains.com	3%	2%
VisitBarHarbor.com	3%	2%
MainesMidCoast.com	2%	2%
DiscoverNewEngland.com	2%	1%
TheMaineHighlands.com	2%	1%
TheMaineBeaches.com	2%	1%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
Other	8%	6%
None	33%	47%

# OTHER TRIP PLANNING SOURCES\*

	Winter 2020	Winter 2021
Advice from friends/family	34%	31%
Travel guides/brochures	11%	7%
Travel books & magazines	10%	6%
Travel planning apps	8%	6%
AAA	7%	4%
Visitor Guide	6%	3%
Articles or travelogues	5%	3%
Travel agent	4%	2%
Maine Office of Tourism	3%	2%
Visit Maine e-Newsletter	3%	2%
Local CVBs	2%	1%
Local Chambers of Commerce	2%	1%
Other Maine Tourism/Lodging Association	2%	1%
Other	6%	4%
None	44%	55%

# REASON FOR VISITING\*

	Winter 2020	Winter 2021
Visiting friends/relatives	28%	33%
Relax and unwind	30%	21%
Snow activities	10%	17%
Shopping	18%	13%
Sightseeing/touring	15%	10%
Special occasion	7%	10%
Nature & birdwatching	9%	6%
Conference/meeting	4%	5%
Beach	0%	4%
Attractions	7%	4%
Culture/museums/history	4%	3%
Water activities	3%	2%
Special event	3%	2%
Sporting event	1%	1%
Other	9%	11%

# OTHER STATES/PROVINCES CONSIDERED\*

	Winter 2020	Winter 2021
Did not consider other areas	61%	74%
New Hampshire	18%	12%
Massachusetts	11%	7%
Vermont	13%	7%
New York	9%	5%
Rhode Island	7%	4%
Connecticut	5%	3%
Quebec	5%	3%
Nova Scotia	4%	2%
New Brunswick	3%	2%
Ontario	3%	2%
Newfoundland and Labrador	2%	1%
Prince Edward Island	2%	1%
Other	2%	2%



# ADVERTISING/PROMOTIONS

	Winter 2020	Winter 2021
Noticed Advertising/Promotions	40%	32%
Type of Promotion*:		
Social media	37%	39%
Internet	35%	32%
Cable or satellite television	25%	20%
Magazine	21%	15%
Maine travel/visitor guide	19%	14%
VisitMaine.com	19%	13%
Radio	13%	11%
Online streaming service	9%	9%
Music/podcast streaming	5%	9%
Traveler reviews/blogs	9%	8%
Newspaper	12%	7%
Brochure	13%	7%
AAA	8%	5%
Billboard	7%	5%
Deal - based promotion	5%	5%
Other	7%	8%
Not sure	1%	1%

# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

	Winter 2020	Winter 2021
New England	67%	61%
Mid Atlantic	8%	18%
Southeast	7%	13%
Southwest	1%	1%
Midwest	1%	5%
West	1%	2%
Canada	14%	0%
Other International	1%	1%

# ORIGIN STATE/PROVINCE

	Winter 2020	Winter 2021
Maine	22%	34%
Massachusetts	25%	11%
New Hampshire	14%	9%
Pennsylvania	2%	5%
North Carolina	1%	5%
Florida	3%	4%
New York	4%	3%
Washington DC	1%	3%
Connecticut	4%	2%
New Jersey	2%	2%
Virginia	1%	2%
Maryland	1%	2%
Michigan	1%	2%

# ORIGIN MARKET

	Winter 2020	Winter 2021
Boston, MA	15%	6%
Washington DC - Baltimore, MD	1%	6%
New York City, NY	4%	4%
Portland, ME	4%	3%
Bangor, ME	2%	3%
Waterville, ME	1%	3%
Philadelphia, PA	1%	3%
Charlotte, NC	1%	3%



# TRAVEL PARTY SIZE/COMPOSITION

	Winter 2020	Winter 2021
Travel Party Size	2.5	2.2
Traveled alone	21%	32%
As a couple	37%	29%
With family	31%	19%
With other couples/friends	8%	17%
With business associates	1%	2%
In a tour group	1%	<1%
Other	1%	0%

# TRAVEL WITH CHILDREN\*

	Winter 2020	Winter 2021
No children	77%	86%
Children younger than 6	7%	5%
Children 6 - 12	12%	7%
Children 13 - 17	11%	7%

# DEMOGRAPHIC PROFILE

Gender of Person Interviewed	Winter 2020	Winter 2021
Male	42%	51%
Female	58%	49%

Education	Winter 2020	Winter 2021
High school or less	12%	21%
Some college or technical school	20%	21%
College or technical school graduate	44%	42%
Graduate school	24%	17%

Income	Winter 2020	Winter 2021
Less than \$25,000	8%	9%
\$25,000 - \$49,999	18%	16%
\$50,000 - \$74,999	20%	22%
\$75,000 - \$99,999	20%	19%
\$100,000 - \$149,999	20%	19%
\$150,000 - \$199,999	7%	8%
\$200,000 - \$249,999	4%	4%
\$250,000 or more	3%	3%

# DEMOGRAPHIC PROFILE

Employment	Winter 2020	Winter 2021
Employed full-time	57%	54%
Employed part-time	11%	10%
Contract/freelance/temporary	2%	8%
Retired	16%	13%
Not currently employed	8%	7%
Student	6%	8%

Race	Winter 2020	Winter 2021
White	89%	88%
Asian	4%	3%
Black	3%	5%
Hispanic	2%	3%
Indigenous	1%	1%
Other	1%	0%

Marital Status	Winter 2020	Winter 2021
Single/widowed	33%	39%
Married/domestic partnership	67%	61%

# NEW & RETURNING VISITORS

	Winter 2020	Winter 2021
This is my first time	14%	11%
2 - 5 times	29%	25%
6 - 10 times	17%	19%
11+ times	40%	45%



# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

	Winter 2020	Winter 2021
Drove to Maine	84%	92%
Portland International Jetport	6%	3%
Bangor International Airport	5%	3%
Boston Logan International	2%	1%
Northern Maine Regional Airport	1%	1%
Motor coach/bus	1%	0%
Train	<1%	1%
Other	1%	0%

# LENGTH OF STAY

	Winter 2020	Winter 2021
Average Length of Stay	3.9	5.3
Day tripper	32%	28%
1 night	10%	7%
2 nights	16%	12%
3 nights	13%	11%
4 nights	9%	10%
5+ nights	20%	33%

# ACCOMMODATIONS

	Winter 2020	Winter 2021
Hotel/motel/resort	29%	22%
Friends/family home	19%	28%
Vacation rental home	5%	4%
Personal second home	6%	9%
Bed & Breakfast/Inn	4%	4%
RV Park/Campground	2%	1%
Camping in wilderness	1%	0%
Sporting camp/wilderness lodge	1%	1%
Other	1%	2%
Did not stay overnight	32%	28%

# BOOKING

	Winter 2020	Winter 2021
Directly with the hotel/condo	44%	58%
Online travel agency	28%	13%
Airbnb	9%	11%
VRBO, HomeAway etc.	4%	5%
Vacation rental company	2%	2%
Offline travel agent	2%	1%
Travel package provider	2%	1%
Group tour operator	1%	0%
Other	8%	8%



# IN-MARKET RESOURCES\*

	Winter 2020	Winter 2021
Navigation website/apps	20%	23%
Restaurant website/app	19%	13%
Visitor Information Centers	14%	11%
Personal social media	13%	10%
Destination social media	10%	8%
Hotel/resort website/app	13%	8%
VisitMaine.com	13%	8%
Trip planning app	10%	7%
Materials from hotel/campground	10%	6%
Booking website/app	9%	6%
Airline website/app	3%	3%
Chambers of Commerce	3%	2%
VisitBarHarbor.com	3%	2%
Other	5%	3%
None	34%	48%

# ACTIVITIES\*

	Winter 2020	Winter 2021
Food/beverage/culinary	57%	59%
Active outdoor activities	28%	42%
Shopping	47%	40%
Touring/sightseeing	36%	35%
History/culture	13%	8%
Conference/meeting	5%	6%
Water activities	9%	5%
Entertainment & attractions	8%	3%
Other	14%	25%

# FOOD & BEVERAGE ACTIVITIES\*

	Winter 2020	Winter 2021
Going to local brew pubs/craft breweries	22%	32%
Ate other local seafood	19%	24%
Ate lobster	18%	23%
Consumed other locally produced Maine foods	17%	19%
Enjoyed unique Maine food or beverages	19%	17%
Enjoyed high-end cuisine or five-star dining	9%	8%
Ate farm-to-table or organic cuisine	6%	7%
Visited Farmer's Markets	6%	4%
Enjoying local food at fairs/festivals	6%	3%
Other	6%	8%

# TOURING & SIGHTSEEING ACTIVITIES\*

	Winter 2020	Winter 2021
Sightseeing	21%	23%
Driving for pleasure	18%	23%
Enjoying the ocean views/rocky coast	20%	19%
Enjoying the mountain views	12%	16%
Photography	11%	14%
Wildlife viewing/bird watching	7%	7%
Viewing fall colors	0%	5%
Tours of communities/local architecture	8%	4%
Nature cruises or tours	4%	2%
Other	1%	1%

# ACTIVE OUTDOOR ACTIVITIES\*

	Winter 2020	Winter 2021
Snowmobiling	4%	20%
Alpine skiing/snowboarding	7%	13%
Hiking/climbing/backpacking	14%	12%
Exploring State and National Parks	7%	7%
Snowshoeing	4%	6%
Nordic skiing	4%	5%
Riding all-terrain vehicles	2%	4%
Camping	5%	3%
Hunting	1%	3%
Mountain/Fat Biking	2%	2%
Bicycling touring	2%	1%
Other	3%	4%



# SHOPPING ACTIVITIES\*

	Winter 2020	Winter 2021
Outlet shopping	18%	19%
Shopping in downtown areas	24%	17%
Shopping at malls	24%	16%
Shopping for gifts/souvenirs	12%	12%
Shopping for unique/locally produced goods	16%	9%
Shopping for "Made in Maine" products	7%	6%
Shopping for antiques/local arts and crafts	8%	4%
Other	3%	5%

# WATER ACTIVITIES\*

	Winter 2020	Winter 2021
Canoeing/kayaking	3%	1%
Fishing	4%	4%

# HISTORY/CULTURE ACTIVITIES\*

	Winter 2020	Winter 2021
Visit historic sites/museums	9%	7%
Visit art museums/local artisan studios	6%	4%
Painting/drawing/sketching	4%	1%
Get to know the local people and/or culture	4%	5%
Attend plays/musicals/theatrical events	3%	1%
Attend popular music concerts/events	2%	1%
Attend operas/classical music events	1%	0%
Other	0%	1%

# ENTERTAINMENT ACTIVITIES\*

	Winter 2020	Winter 2021
Outdoor fun centers	4%	2%
Bars/nightlife	2%	1%
Amusement/theme parks	4%	1%
Animal parks/zoos	3%	1%
Children's museums	2%	1%
Attend sporting events	2%	1%
Water parks	2%	0%
Agricultural fairs	1%	0%
Horseback riding	1%	0%
Summer camps	0%	0%
Other	1%	1%

# OTHER STATES/PROVINCES VISITED\*

	Winter 2020	Winter 2021
No other states/provinces	72%	89%
New Hampshire	16%	7%
Massachusetts	5%	3%
Vermont	9%	1%
New York	4%	1%
Connecticut	3%	1%
Rhode Island	3%	0%
Quebec	3%	0%
Nova Scotia	2%	0%
New Brunswick	2%	0%
Ontario	1%	0%
Prince Edward Island	1%	0%
Newfoundland and Labrador	1%	0%
Other	1%	1%



# TRAVELING IN MAINE\*

	Winter 2020	Winter 2021
No other regions	47%	51%
The Maine Highlands	11%	26%
Aroostook County	5%	24%
Greater Portland & Casco Bay	17%	22%
Kennebec Valley	7%	20%
Maine Lakes & Mountains	10%	15%
The Maine Beaches	16%	14%
Midcoast & Islands	9%	11%
Downeast & Acadia	11%	10%
Other	1%	0%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

	Winter 2020	Winter 2021
Would recommend Maine	97%	98%
Would not recommend Maine	2%	1%
Not sure	1%	1%

	Winter 2020	Winter 2021
Definitely recommend region	83%	84%
Probably would recommend region	13%	13%
Would not recommend region	1%	1%
Not sure	3%	2%

# RETURNING TO MAINE

	Winter 2020	Winter 2021
Definitely will return	84%	86%
Probably will return	13%	12%
Will not return	1%	0%
Not sure	2%	2%

# MAINE OFFICE OF TOURISM

Winter Visitor Tracking Report  
December 2020 – April 2021

Downs & St. Germain Research  
Joseph St. Germain, Ph.D., President  
Phillip Downs, Ph.D., Senior Partner  
Rachael Anglin, Director of Research  
Erin Dinkel, Senior Project Director  
Glencora Haskins, Project Director  
Isiah Lewis, Project Director  
850 – 906 – 3111 | [dsg-research.com](http://dsg-research.com)

