

MAINE OFFICE OF TOURISM

Summer Visitor Tracking Report
May – August 2021



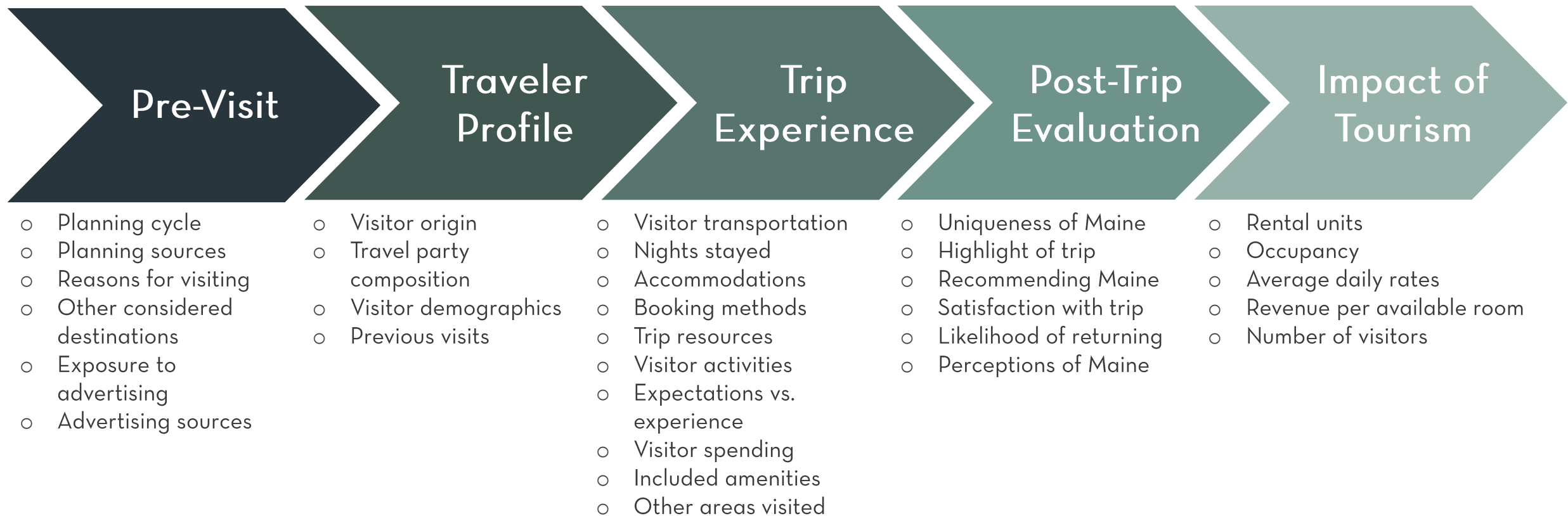
INTRODUCTION



STUDY OBJECTIVES – VISITOR JOURNEY

This report presents information about visitors to Maine during May 2021 to August 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.





Visitor Tracking

2,282 interviews were completed with visitors to the State of Maine online and in-person at local attractions, parks, hotels, and events between May 1st, 2021 and August 30th, 2021.

EXECUTIVE SUMMARY



TRIP PLANNING CYCLE : IMPACT OF TOURISM



MAY – AUGUST 2021 KEY METRICS

Accommodation Metrics ¹	Hotels	Vacation Rentals	Other Rentals	Total
Occupancy	74.2%	58.8%	44.1%	64.2%
ADR	\$190.67	\$249.43	\$62.92	\$189.51
RevPAR	\$141.48	\$146.66	\$27.75	\$121.66

Visitation ²	Maine Residents	Out-of-State Visitors	Total
May – August 2021 Visitors	1,616,800	8,488,300	10,105,100
May – August 2021 Visitors (%)	16.0%	84.0%	100%

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

² Visitation estimates provided here are **preliminary** and reflect visitation from May 2021 through August 2021. Adjustments will be made to these estimates at the end of the year, to account for seasonal fluctuations.

2019 VS. 2020 VS. 2021 KEY METRICS

The increase in the number of visitors is not as high as the increase in occupancy due to a longer length of stay and a higher percentage of visitors staying in paid accommodations in 2021 than in 2019 or 2020.

Key Metrics ¹	May – August 2019 ²	May – August 2020	May – August 2021	% Change '19 – '21
Number of Visitors	9,867,200	6,715,800	10,105,100	+2.4%
Occupancy	53.8%	36.4%	64.2%	+19.3%
ADR	\$173.03	\$177.78	\$189.51	+9.5%
RevPAR	\$93.07	\$64.71	\$121.66	+30.7%

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

² 2019 data have been adjusted to reflect 2020 and 2021 methodology.

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » 2 in 3 visitors started planning their trip in Maine at least a month in advance
- » 3 in 5 visitors booked their trip/decided to visit Maine at least a month in advance



TOP ONLINE TRIP PLANNING SOURCES*

Nearly **2 in 10** visitors used online sources to plan their trip. The top planning sources used by visitors are below:



32% Online search engines



13% Hotel websites



12% Online travel agency



12% TripAdvisor

*Multiple responses permitted.

TOP OFFLINE TRIP PLANNING SOURCES*



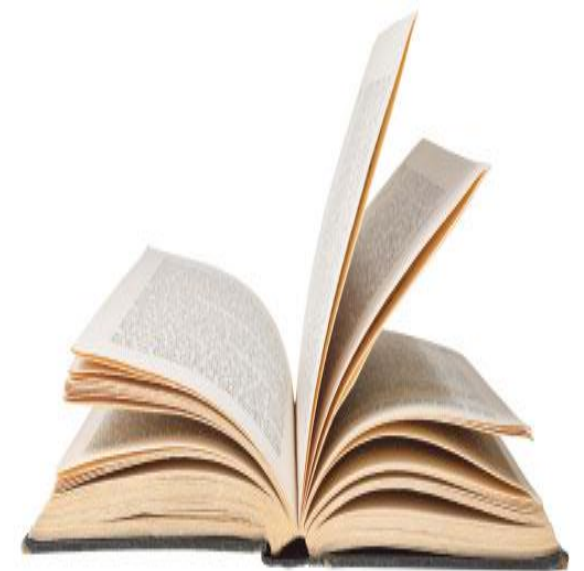
30% Advice from friends/family



8% Travel guides & brochures



8% Travel books & magazines



8% Articles or travelogues

*Multiple responses permitted.

TOP REASONS FOR VISITING*



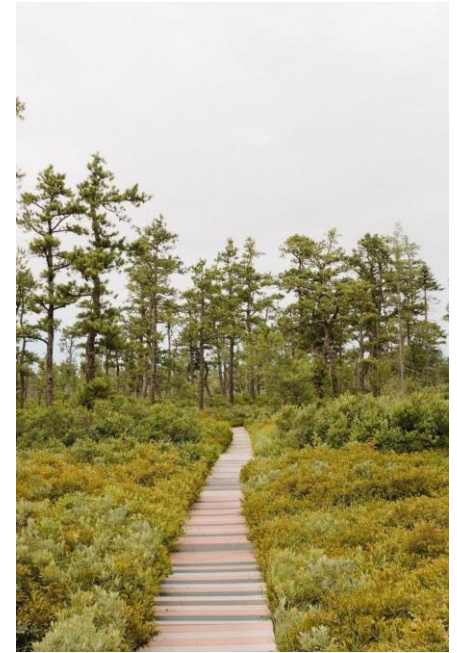
43% Relax & unwind



25%
Sightseeing/touring



25% Visiting
friends/relatives



15% Nature & bird
watching

*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
- » 1 in 10 visitors considered visiting New Hampshire or Massachusetts



PRE-TRIP EXPOSURE TO ADVERTISING

- » Nearly 2 in 5 visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip



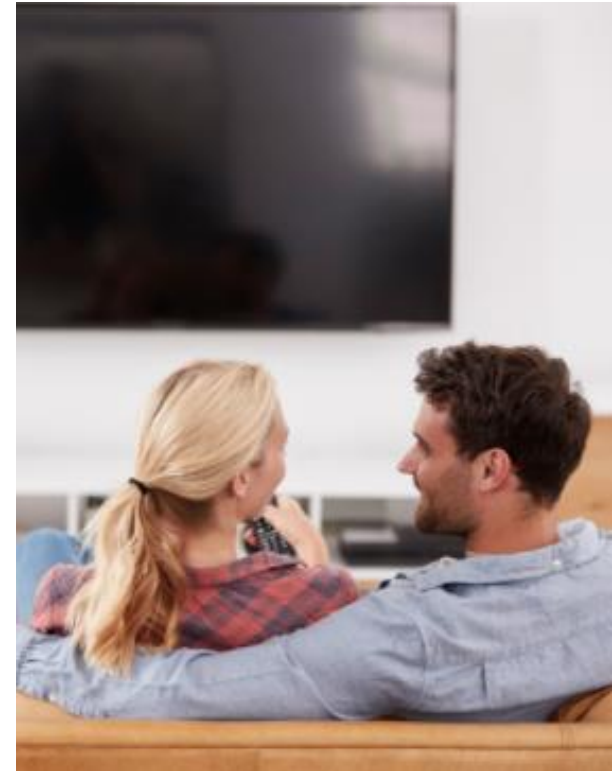
TOP SOURCES OF ADVERTISING EXPOSURE*



37% Social media



35% Internet



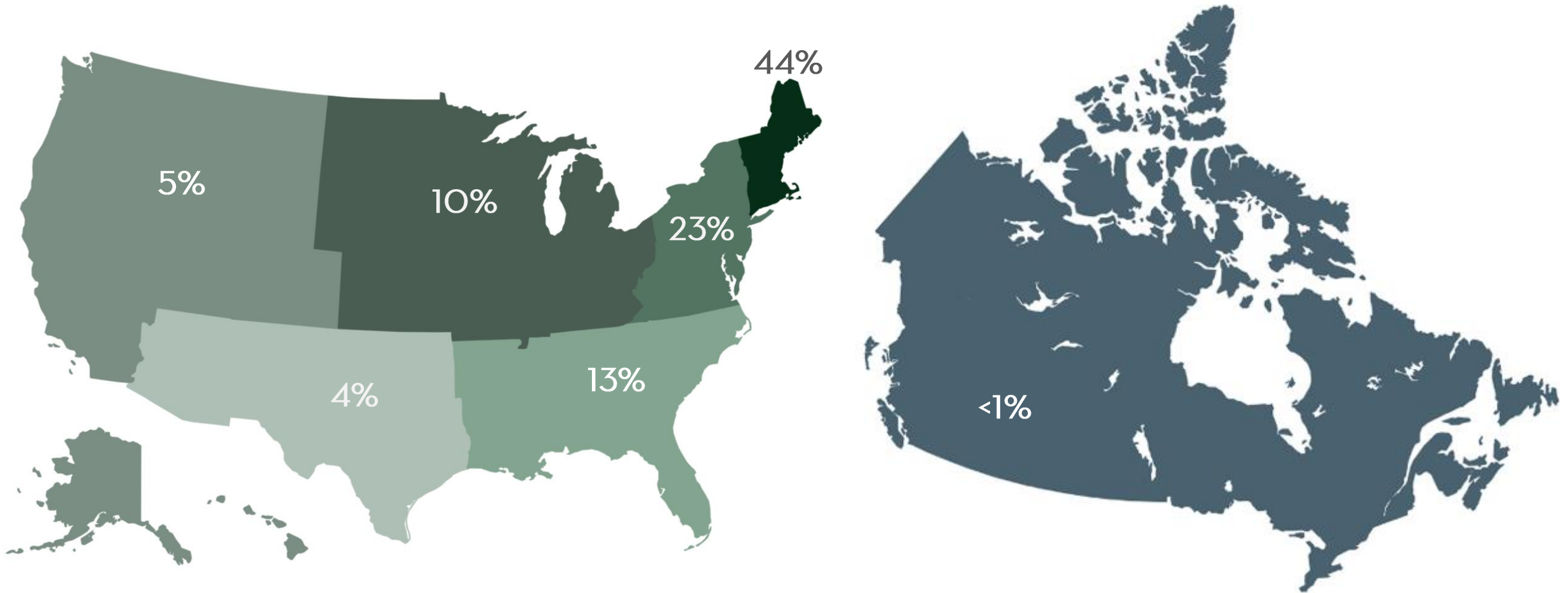
22% Cable or satellite
television

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

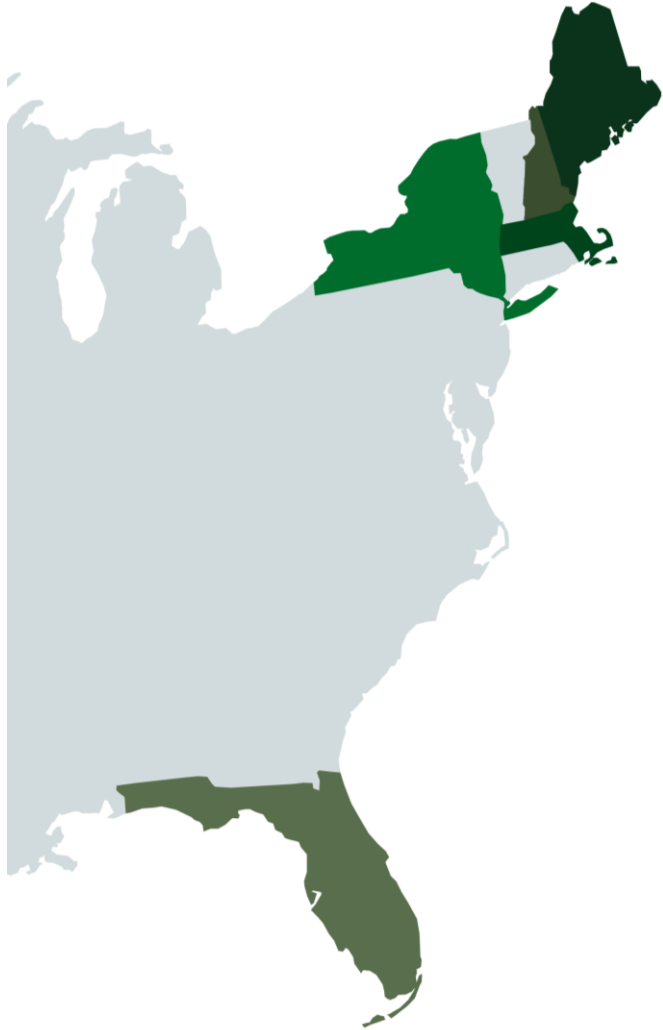


REGIONS OF ORIGIN



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

TOP ORIGIN STATES & PROVINCES



54%

of visitors traveled from 5 U.S. states, including from other regions of Maine.

Maine (16%)

Massachusetts (13%)

New York (11%)

New Hampshire (8%)

Florida (6%)

TOP ORIGIN MARKETS



11% New York City¹



7% Boston, MA



4% Washington DC -
Baltimore

¹Metro area includes counties in New Jersey, Pennsylvania, and Connecticut.

TRAVEL PARTIES

The typical Maine visitor traveled with **2.8** people in their visitor party



Nearly **1 in 4** visitors traveled with at least one person under the age of 18 in their travel party



VISITOR PROFILE



55% Female



75% College/technical graduate



76% Married/domestic partnership



56% Employed full-time



90% White/Caucasian



\$92,000 annual household income

NEW & RETURNING VISITORS

- » 1 in 4 visitors were traveling in Maine for the first time
- » Over 1 in 3 visitors had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » 81% of visitors drove to their Maine destination
- » 7% of visitors flew to Maine through Portland International Jetport and 4% flew through Boston Logan International Airport

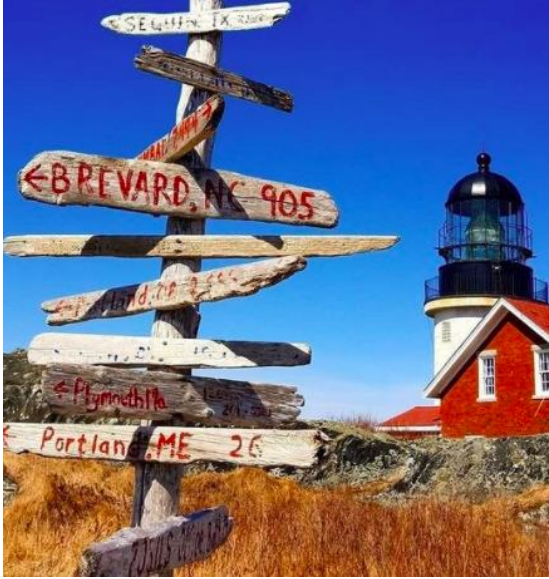


NIGHTS STAYED

- » 69% of visitors spent one or more nights in Maine
- » Typical visitors stayed 5.9 nights in Maine on their trip



TOP ACCOMMODATIONS



31% Did not stay overnight

24% Hotel/motel/resort

15% Friend/relative home

10% Rental condo, house

TOP IN-MARKET VISITOR RESOURCES*



37% Navigation websites/apps



20% Restaurant website/apps



18% Visitor Information Centers

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



64% Food/beverage/
culinary



53% Touring/sightseeing



40% Active outdoor
activities



38% Shopping

*Multiple responses permitted.

TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Maine spent **\$786** per day and **\$2,983** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Maine spent **\$402** per day and **\$3,257** during their trip
- » Visitors who did not stay overnight in Maine spent **\$184** during their trip



VISITING OTHER STATES & PROVINCES

- » Nearly 3 in 4 visitors did not visit any other U.S. state or Canadian province on their trip to Maine
- » Over 1 in 10 visitors also visited New Hampshire or Massachusetts on their trip



TRAVELING WITHIN MAINE

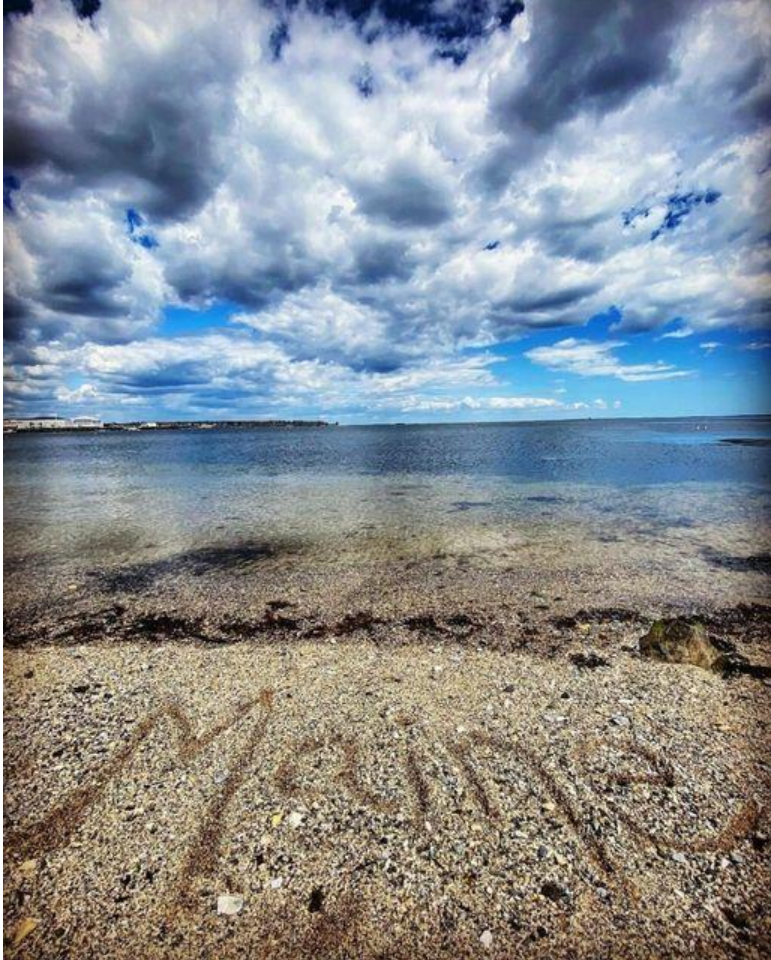
- » Nearly 3 in 5 visitors traveled to other regions within the state other than their primary destination during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



MAINE AS A UNIQUE DESTINATION



Breathtaking Coastal & Mountain Views

"Maine has beautiful views, including coasts and mountain regions. It also does not get overly hot making it a good summer destination. There are many seafood options and local foods/drinks. Although a tourist destination, it is not overly crowded."

Exciting & Fun Attractions

"Wooden Boat School, and [I] love the people. Whimsical, educational toy store in Belfast. Golf cart tour in Castine. Nervous nellies sculpture in Deer Isle."

Picturesque Nature & Wildlife

"Beautiful beaches, national parks, great food, mountains, wildlife, and great shopping."

*Coded open-ended responses.
Multiple responses permitted.

TOP TRIP HIGHLIGHTS*



Enjoy the Outdoors

“Enjoying nature and relaxing! Listening to the loons and hiking.”

“The highlight of my trip was visiting Mount Blue and spending the day hiking.”

“One of the highlights is definitely hiking up to the top of Cadillac Mountain yesterday, we sat by the ocean on the rocks and just listened to the waves.”

Touring & Sightseeing

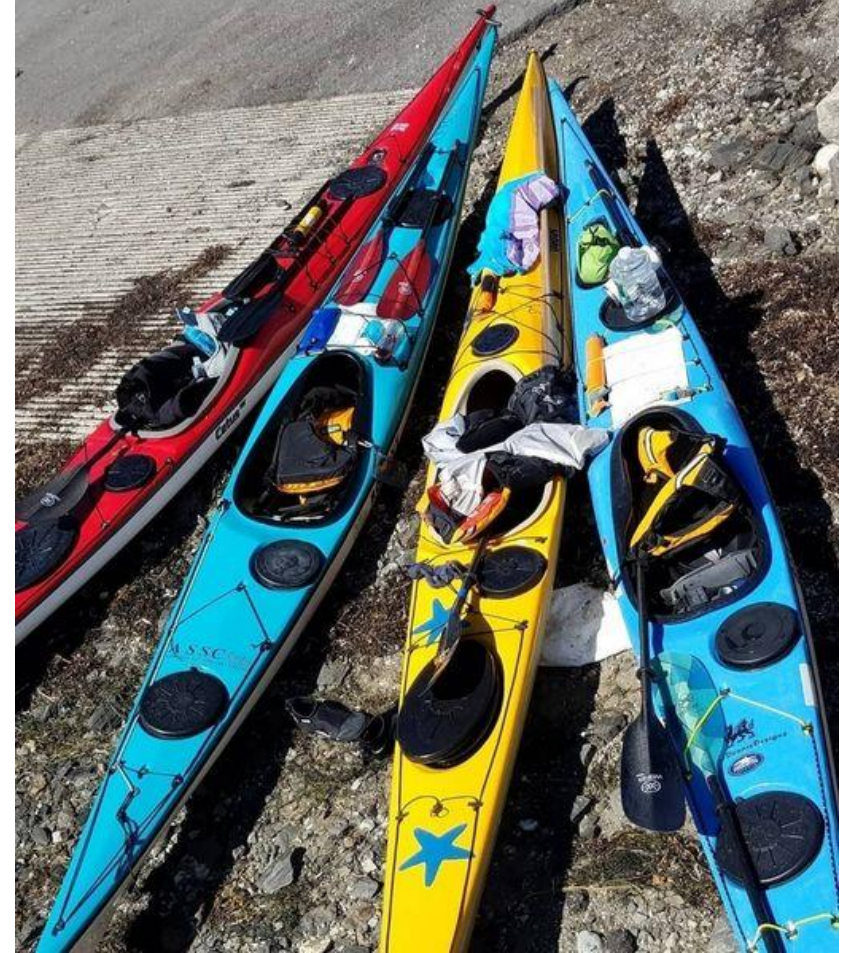
“To chill and look at the schooners and look at the lighthouses.”

“Golfing for me. Botanical Gardens for the wife.”

*Coded open-ended responses.
Multiple responses permitted.

RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend Maine to a friend or relative as a vacation destination
- » 92% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip

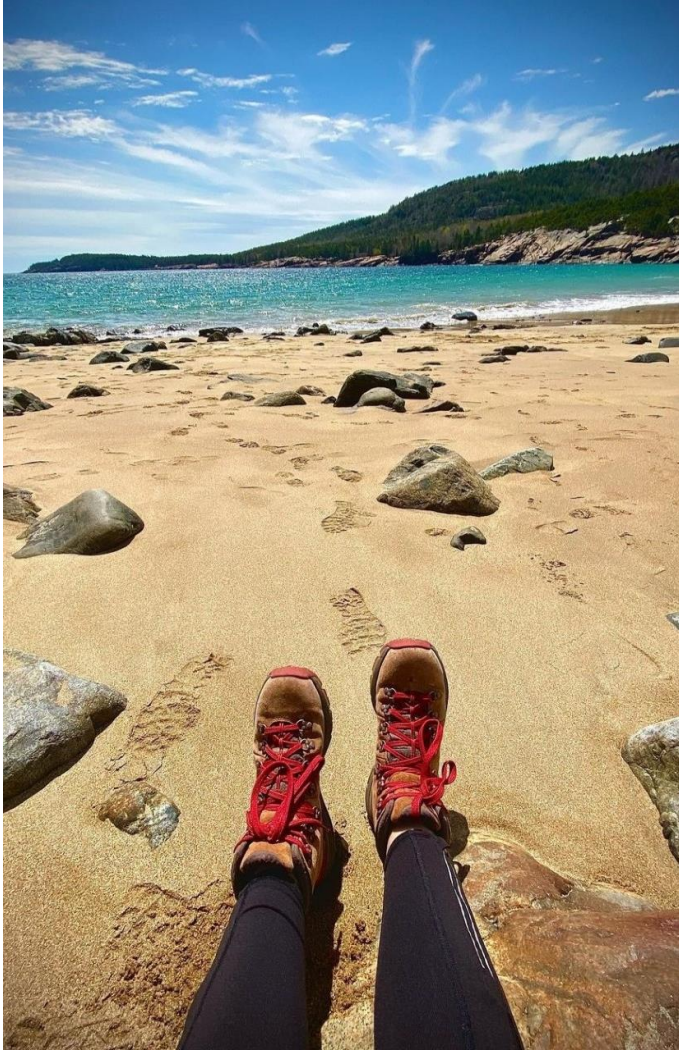


LIKELIHOOD OF RETURNING TO MAINE

» 95% of visitors will return to Maine for a future visit or vacation



TOP PERCEPTIONS OF MAINE*



Breathtaking & scenic

"Yesterday I sat on my screened-in porch with a good book, listening to the waves crashing on the rocks and watching fishing boats hauling their traps. Perfect."

"We've been coming here for decades. It helps us stay centered. Gorgeous."

"Great views and day trips to different islands. Beautiful places to visit all along the coast."

"The state is beautiful. The rocky coast and the islands and ocean views. The climate. The cooler days are welcome. Nice vibe."

"The most beautiful place in the world. Great hiking, biking, and kayaking in and around Acadia National Park. Super friendly people."

"Friendly people make you relaxed, so you can enjoy the scenic views that Maine offers."

*Coded open-ended responses.
Multiple responses permitted.

DETAILED FINDINGS



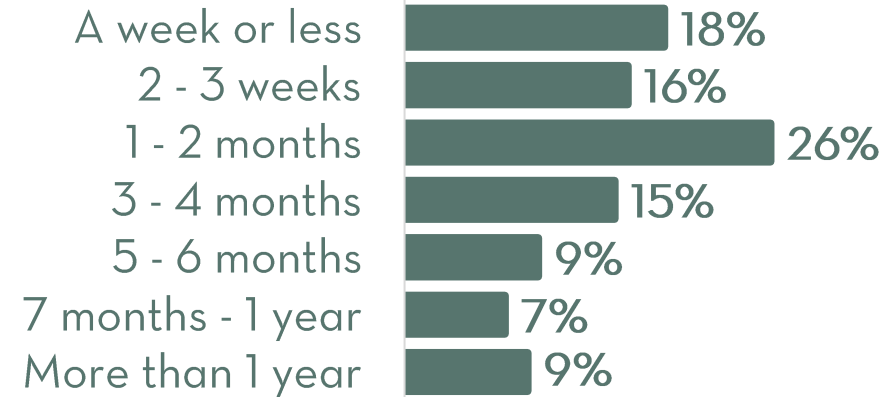
TRIP PLANNING CYCLE : PRE-VISIT



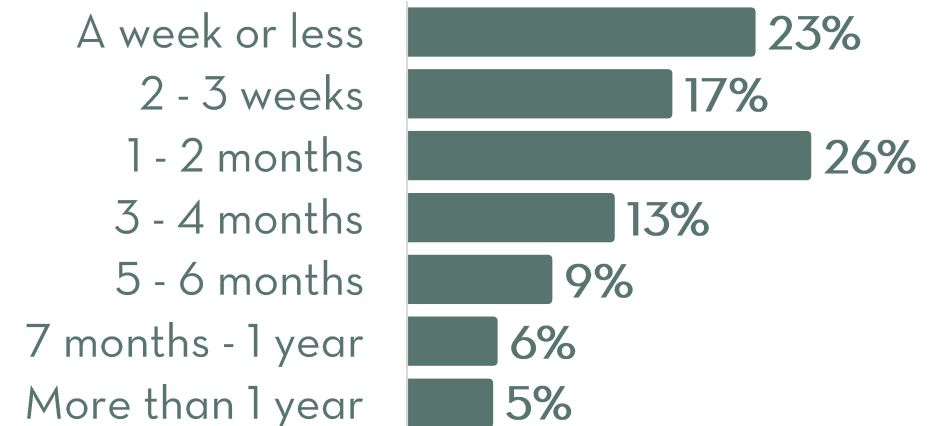
TRIP PLANNING CYCLE

- » 2 in 3 visitors started planning their trip at least a month in advance
- » Nearly 1 in 5 visitors (18%) starting planning their trips a week or less in advance, a significant decrease from 2020 (28%)
- » 2 in 5 visitors had a booking window of less than 1 month
- » 1 in 3 visitors booked accommodations 3+ months in advance

Beginning of Trip Planning Cycle

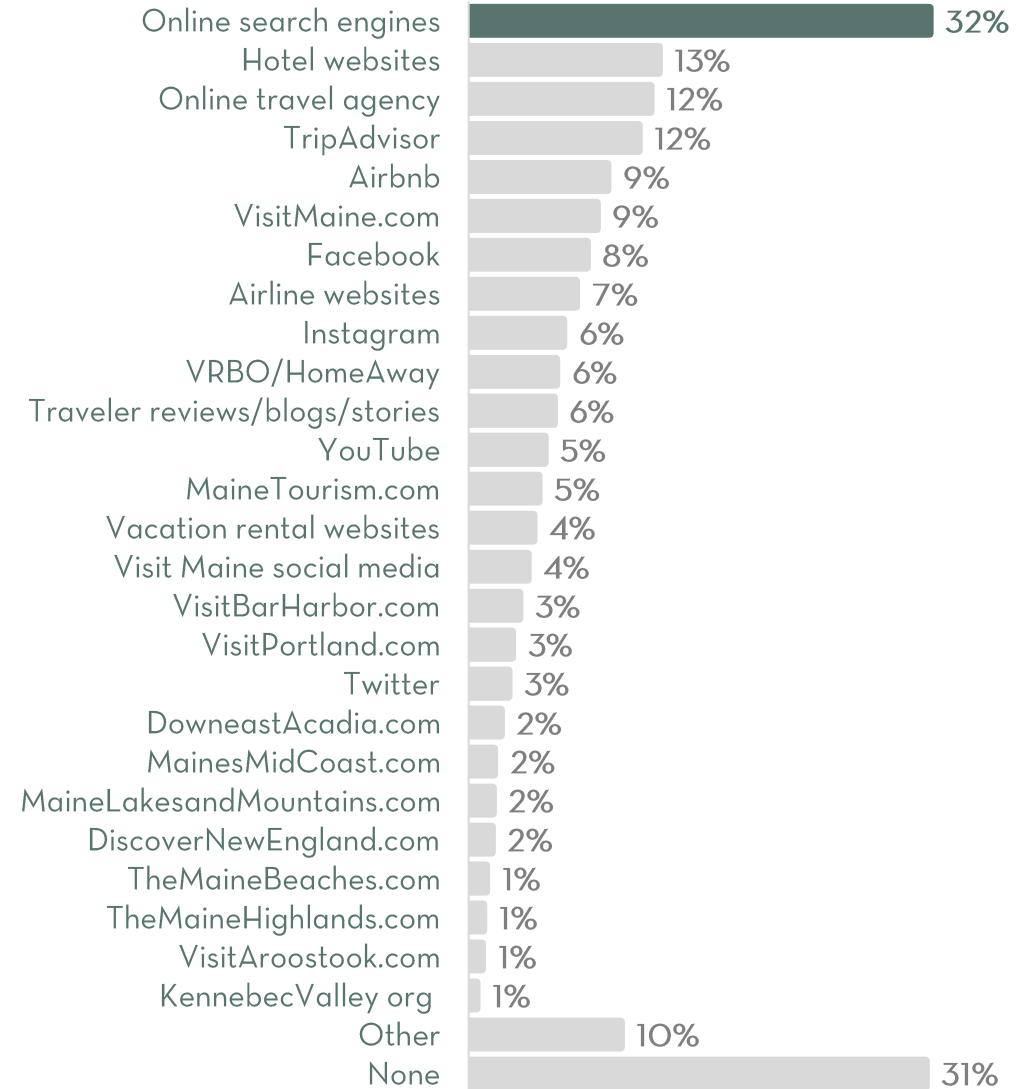


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

- » **7 in 10** visitors used one or more online resources to help them plan their trip in Maine
- » **1 in 3** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » **9%** of visitors used VisitMaine.com, and **5%** used MaineTourism.com

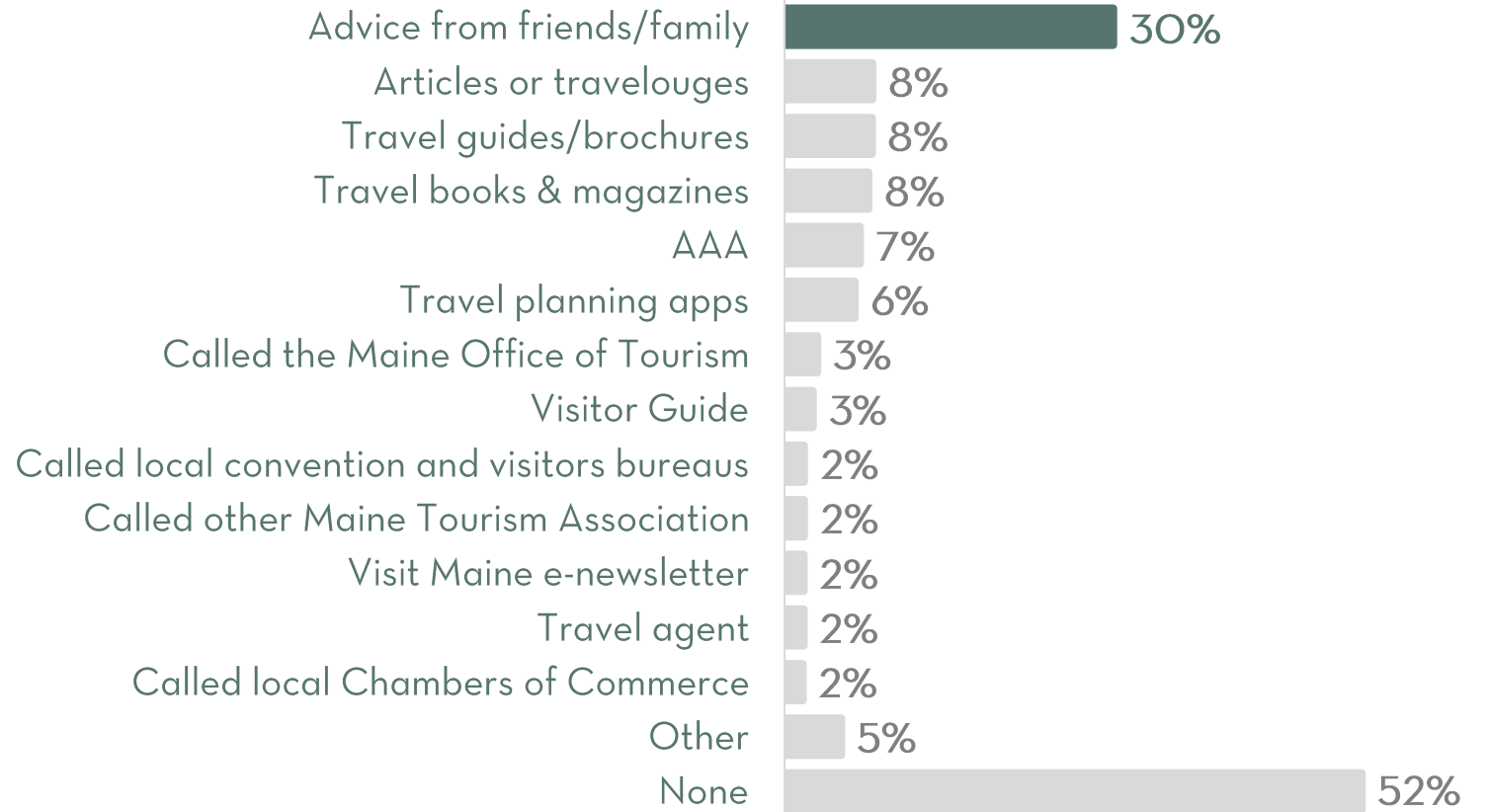


*Multiple responses permitted.

OFFLINE TRIP PLANNING SOURCES*

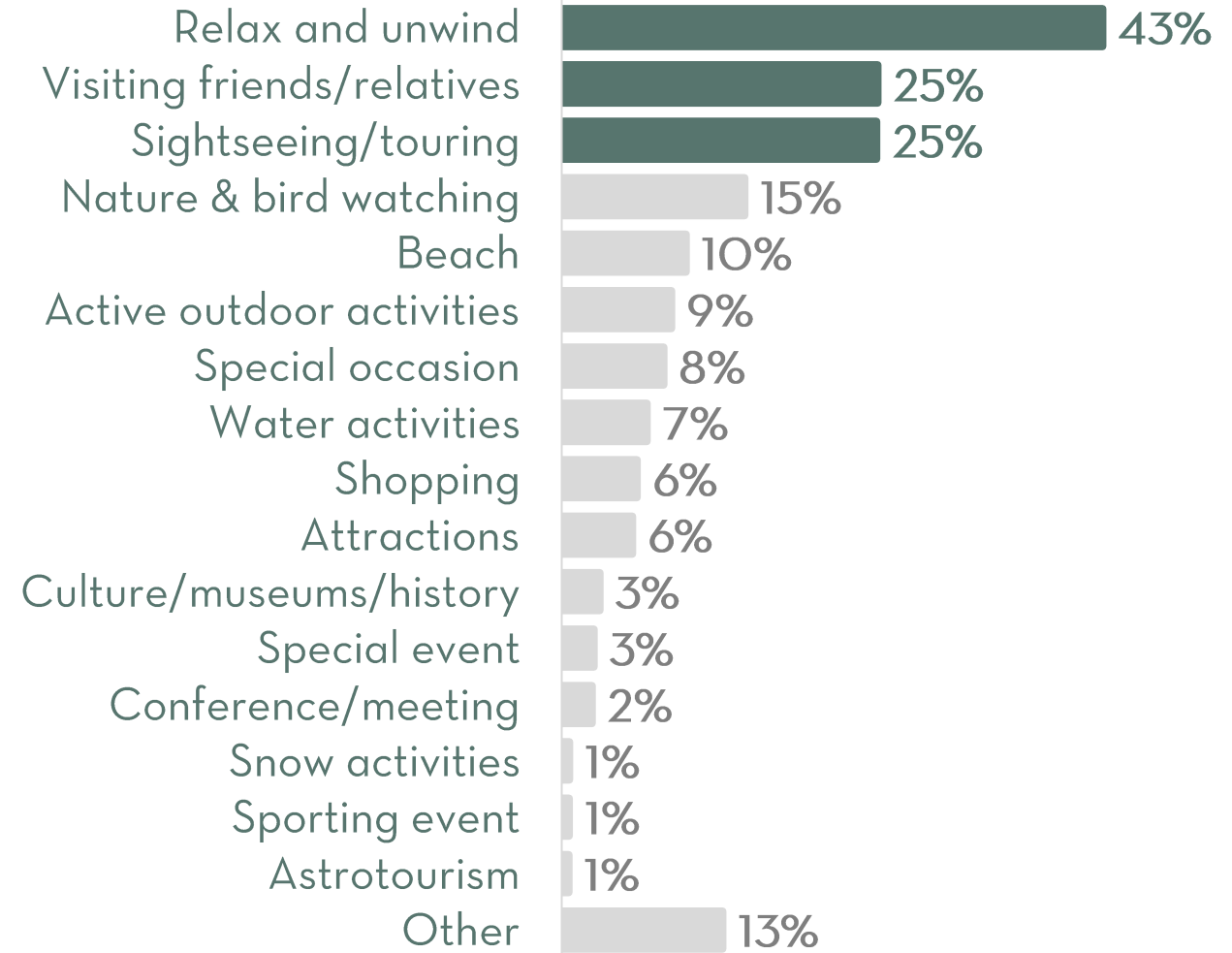
» **3 in 10** visitors relied on advice from their friends and family to help them plan their trip in Maine

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



REASONS FOR VISITING*

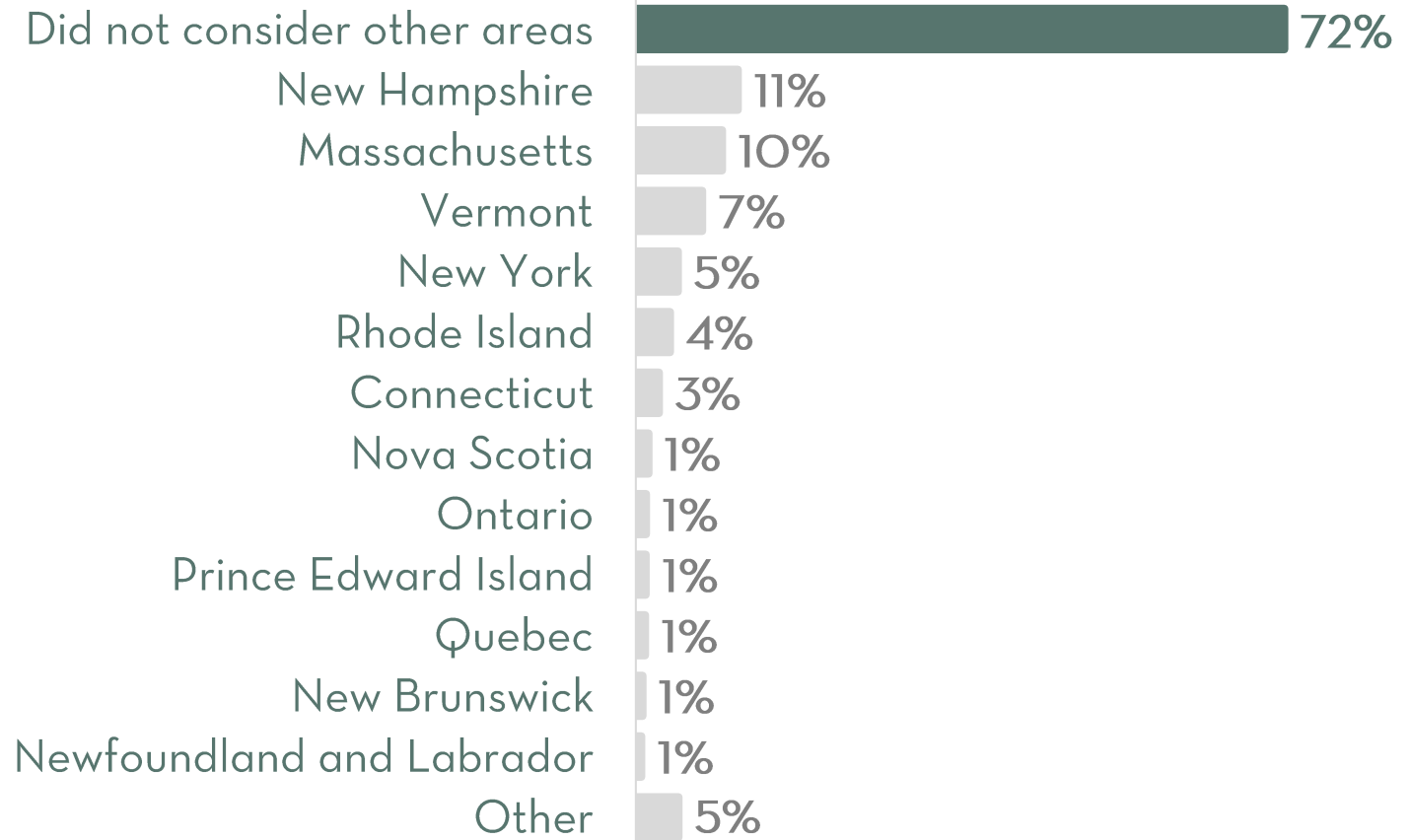
- » Over 2 in 5 visitors primarily traveled to Maine to relax and unwind
- » 1 in 4 visitors visited Maine to visit friends or relatives or go sightseeing or touring



*Multiple responses permitted.

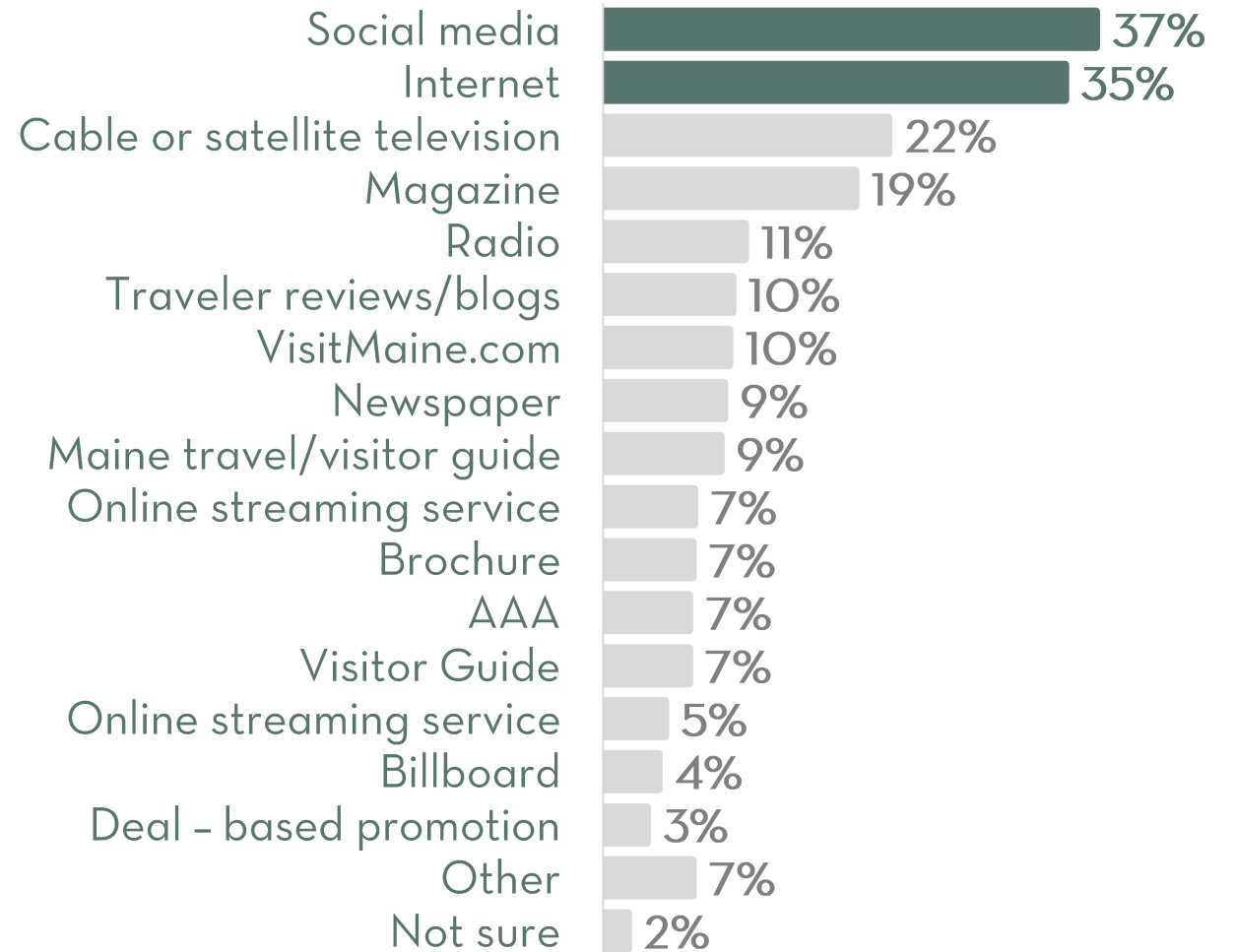
OTHER STATES & PROVINCES CONSIDERED*

- » 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*

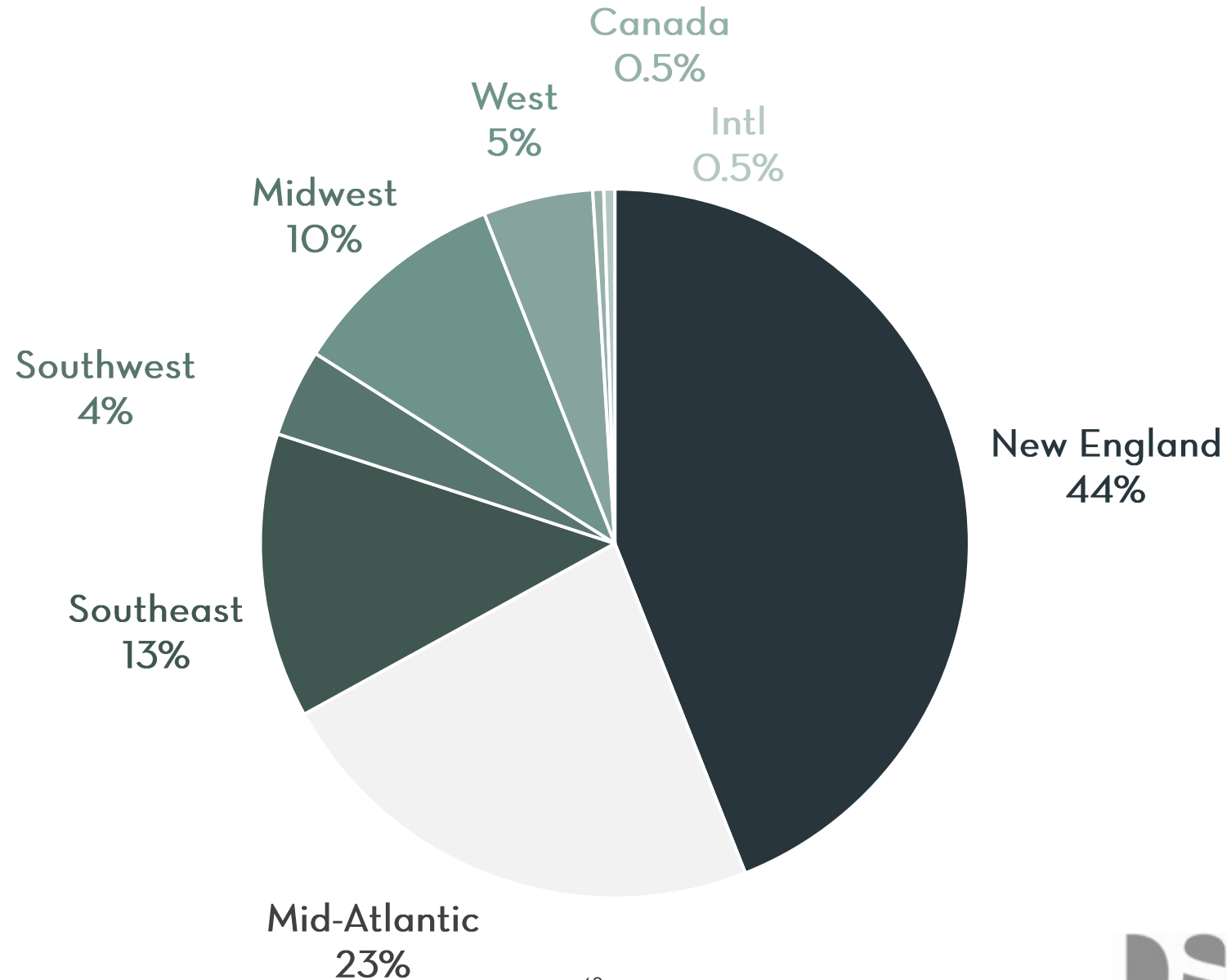
- » 37% of visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who were exposed to this advertising primarily saw it on **social media or the internet**



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **Nearly half** of visitors were from Massachusetts, Maine, New York, or New Hampshire
- » **72%** of visitors came from **10** U.S. states
- » **1 in 6** visitors traveled from another region of Maine

State/Country	Percent
Maine	16%
Massachusetts	13%
New York	11%
New Hampshire	8%
Florida	6%
Connecticut	4%
New Jersey	4%
Pennsylvania	4%
Virginia	3%
Texas	3%

TOP ORIGIN MARKETS

- » **New York City** was the key origin market during the Summer
- » **3 in 10** visitors traveled from **7** markets

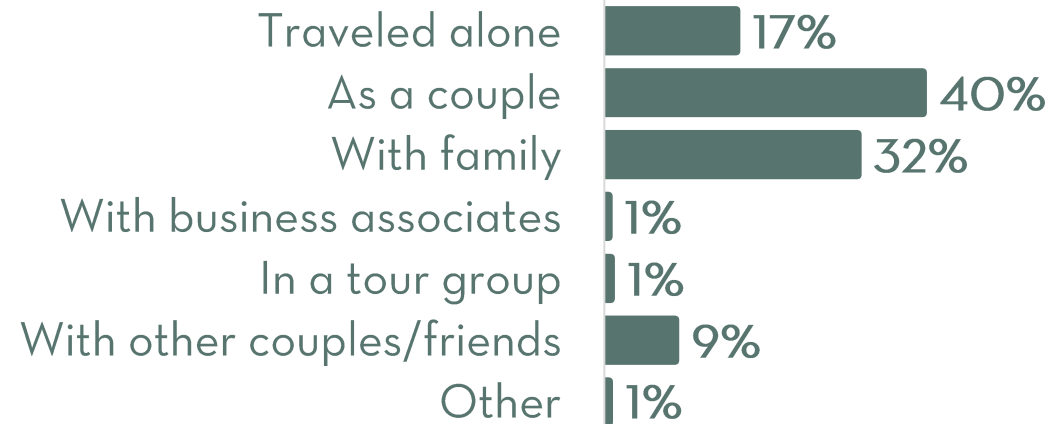
Market	Percent
New York City	11%
Boston, MA	7%
Washington DC - Baltimore	4%
Portland, ME	2%
Philadelphia	2%
Chicago	2%
Atlanta	2%

¹Metro area includes counties in New Jersey, Pennsylvania, and Connecticut.

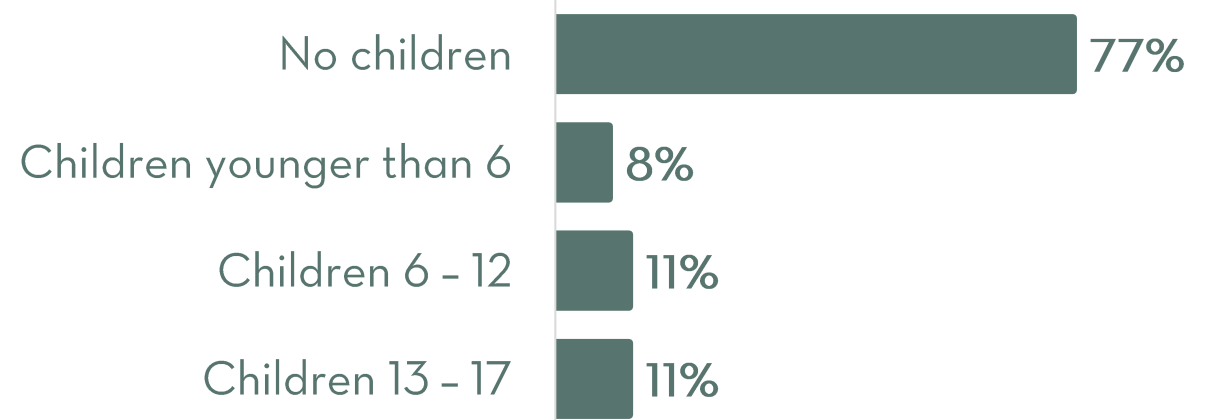
TRAVEL PARTIES

- » Typical visitors traveled in Maine with a party of **2.8** people
- » **2 in 5** visitors traveled as a couple, while **1 in 3** traveled as a family
- » **1 in 4** visitors traveled in Maine with one or more children in their travel party

Travel Party Composition



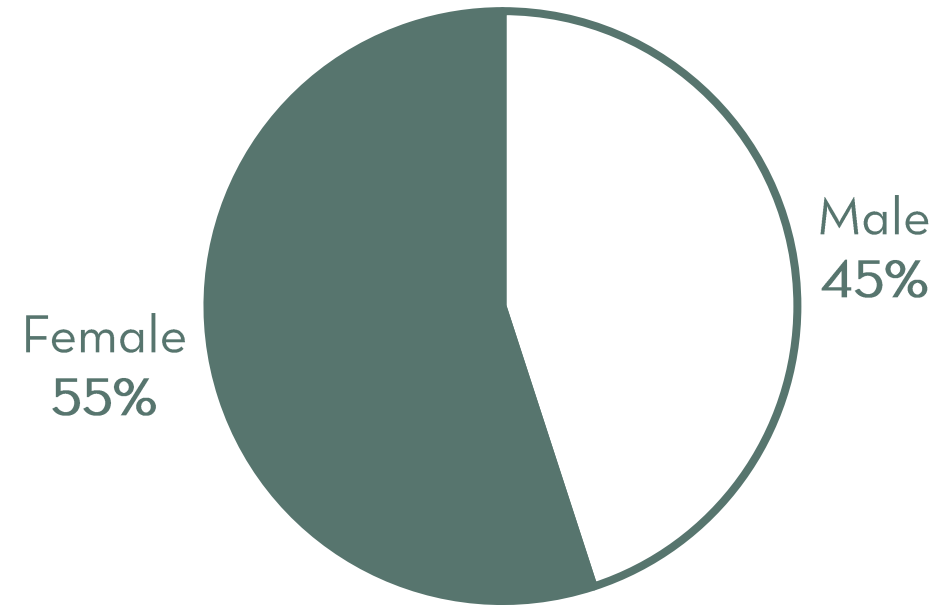
*Children in Travel Party**



*Multiple responses permitted.

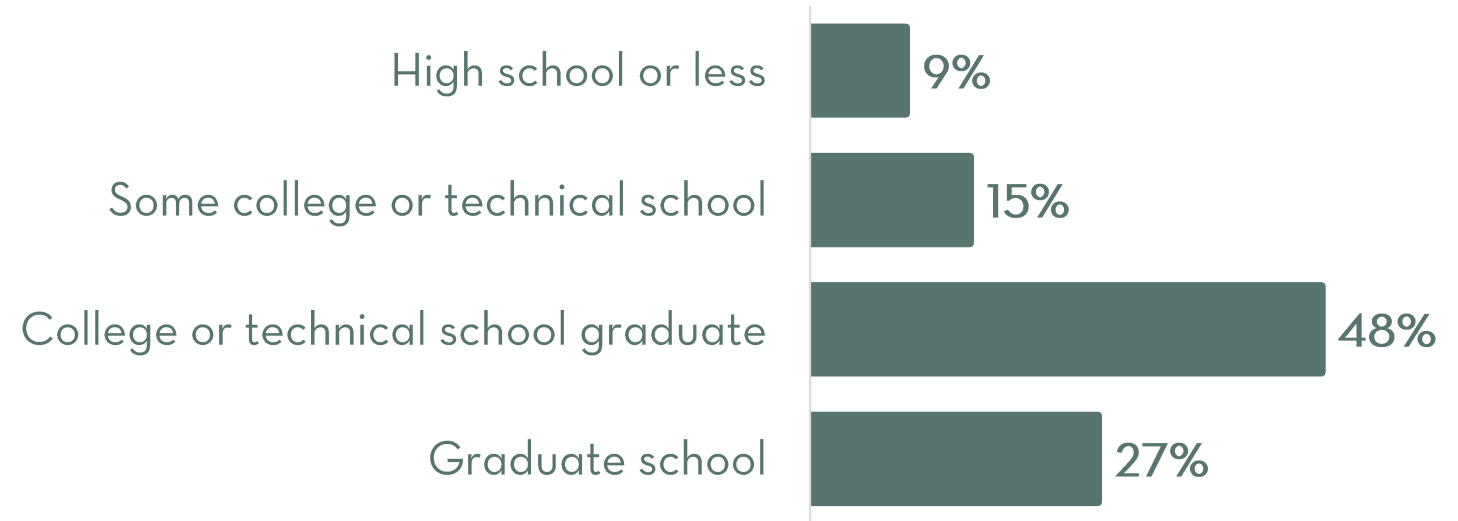
GENDER

» **Half** of visitors interviewed in Maine were female



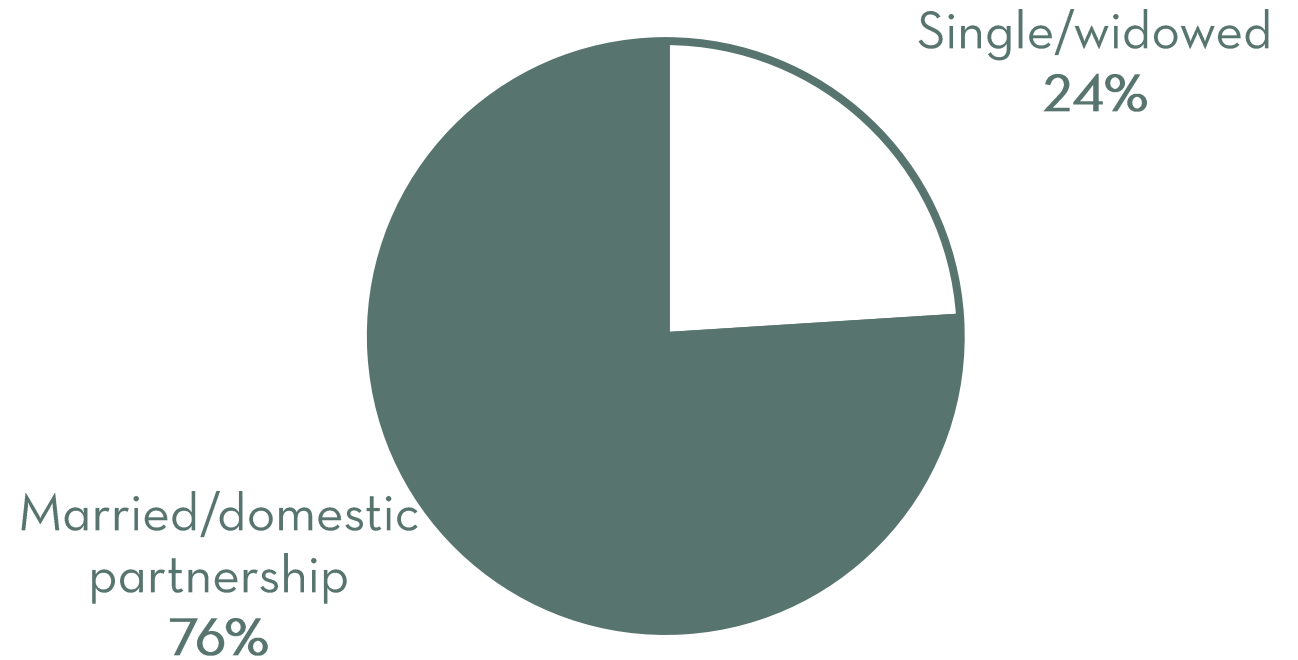
EDUCATIONAL ATTAINMENT

- » Maine visitors have substantial formal educations, with **3 out of 4** having at least a college or technical school degree, and over **1 in 4** possessing a graduate degree



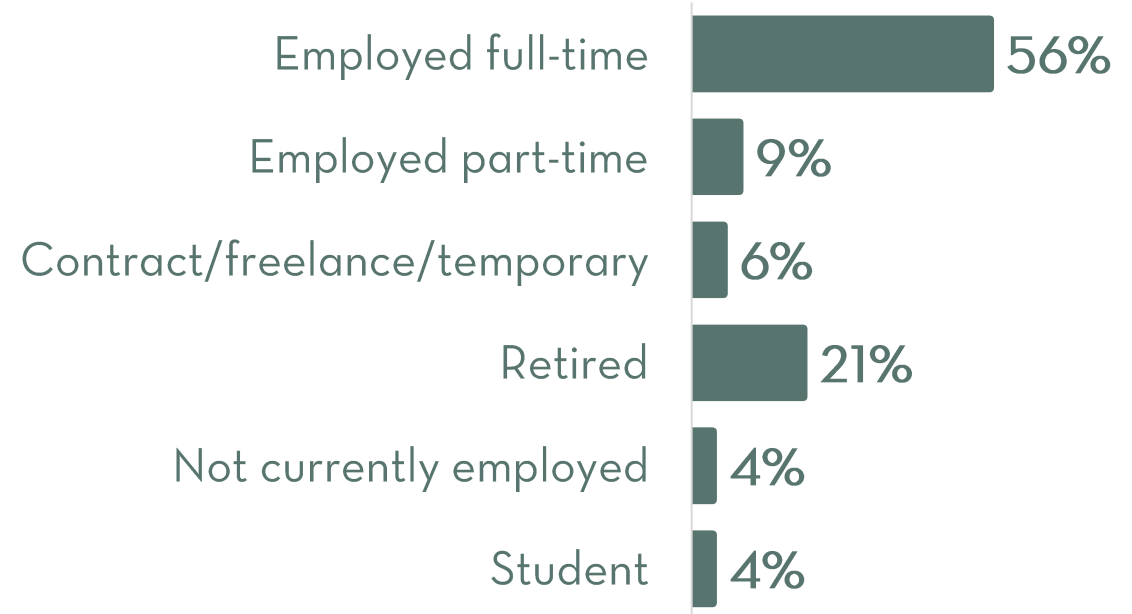
MARITAL STATUS

- » 3 in 4 visitors to Maine were married or living with their partner



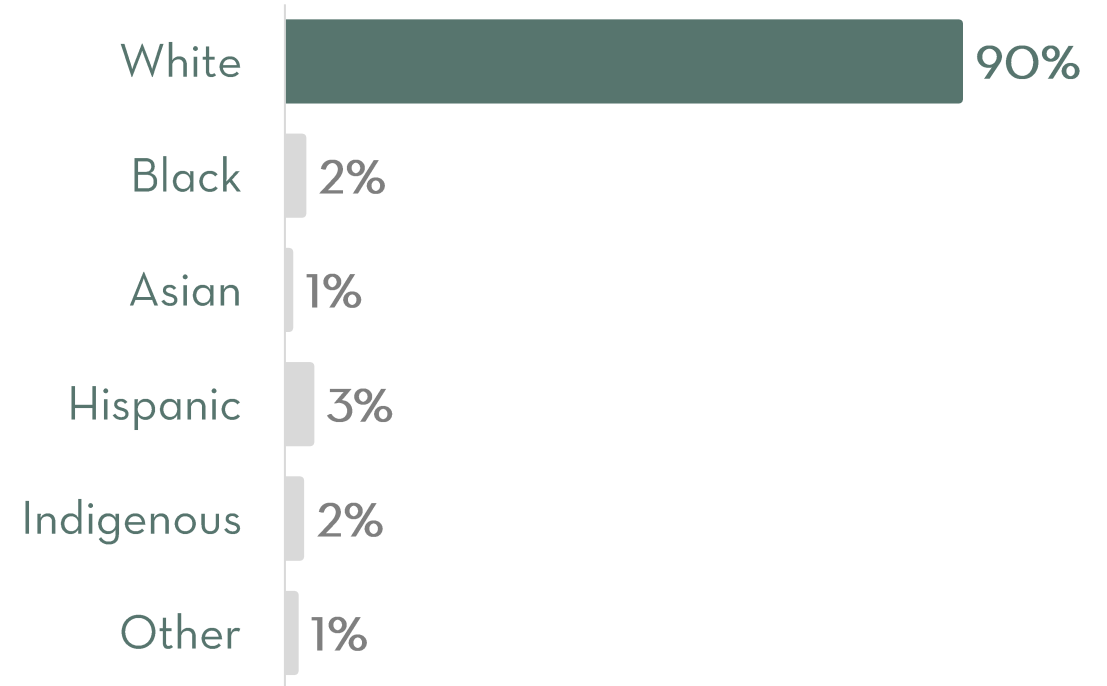
EMPLOYMENT STATUS

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



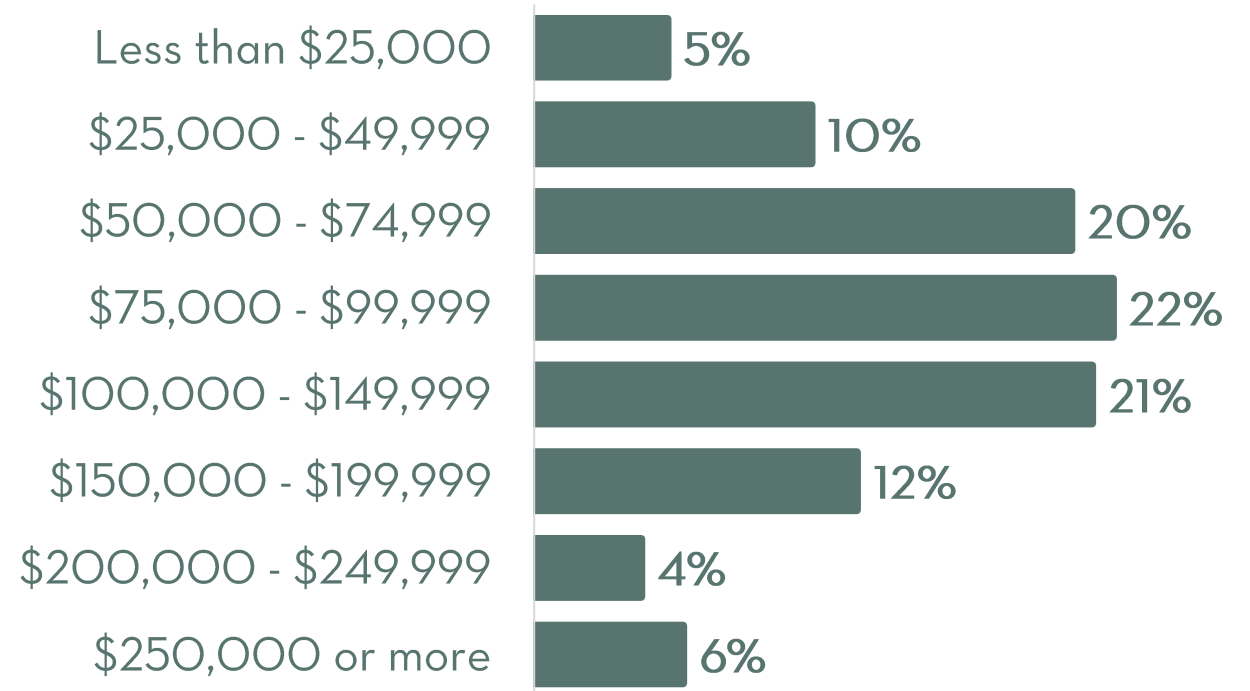
RACE & ETHNICITY

» 9 in 10 visitors to Maine were White



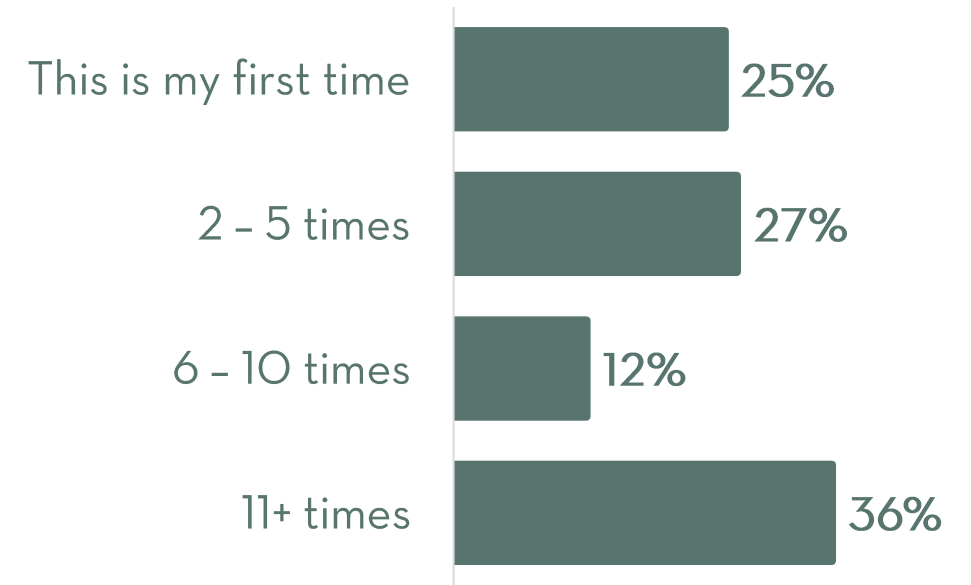
HOUSEHOLD INCOME

- » Typical visitors to Maine earned **\$92,000** per year in household income
- » **22%** of Maine visitors have household incomes that exceed \$150,000



NEW & RETURNING VISITORS

- » 1 in 4 visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as over 1 in 3 had previously traveled in Maine more than 10 times

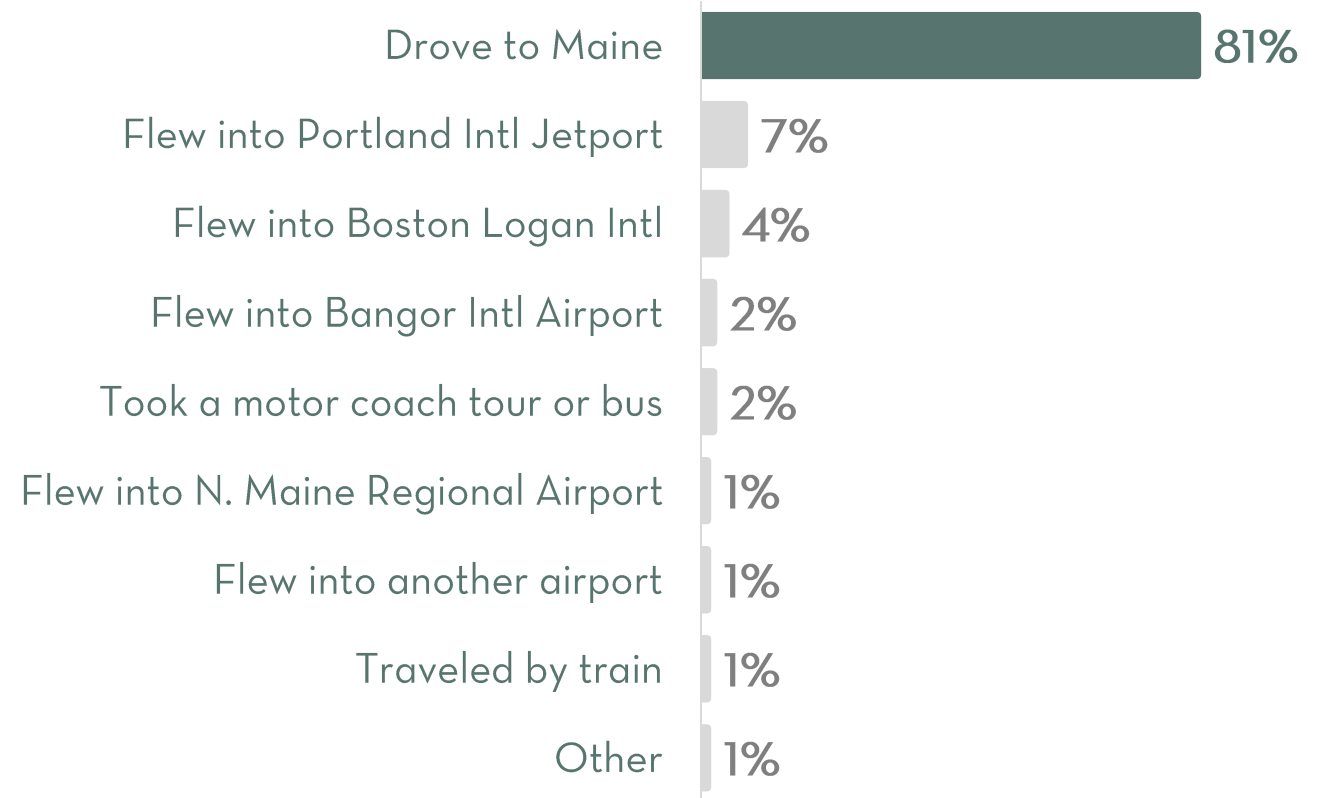


TRIP PLANNING CYCLE : TRIP EXPERIENCE



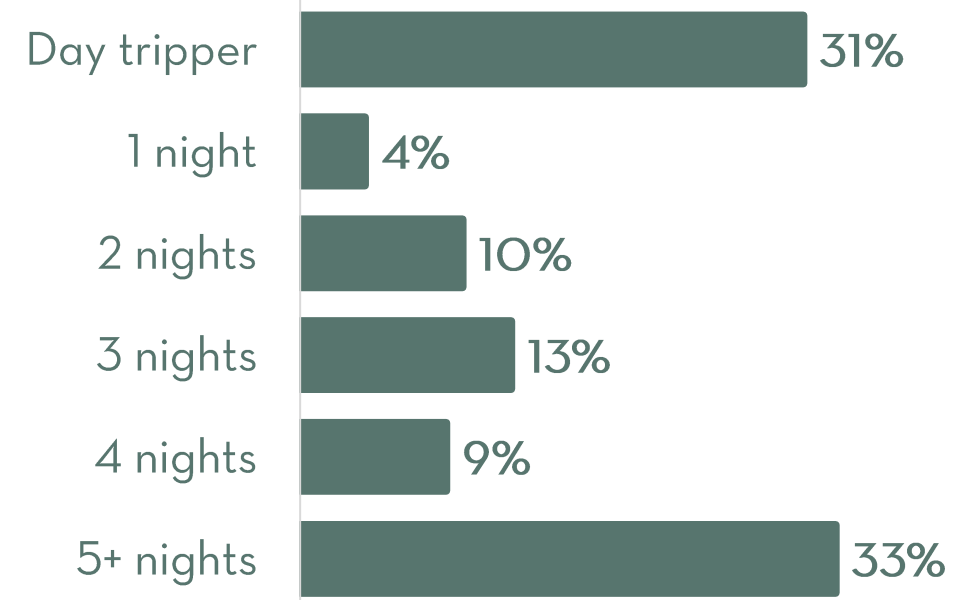
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with over **4 out of 5** choosing to travel by car rather than by plane, motor coach/bus, or train



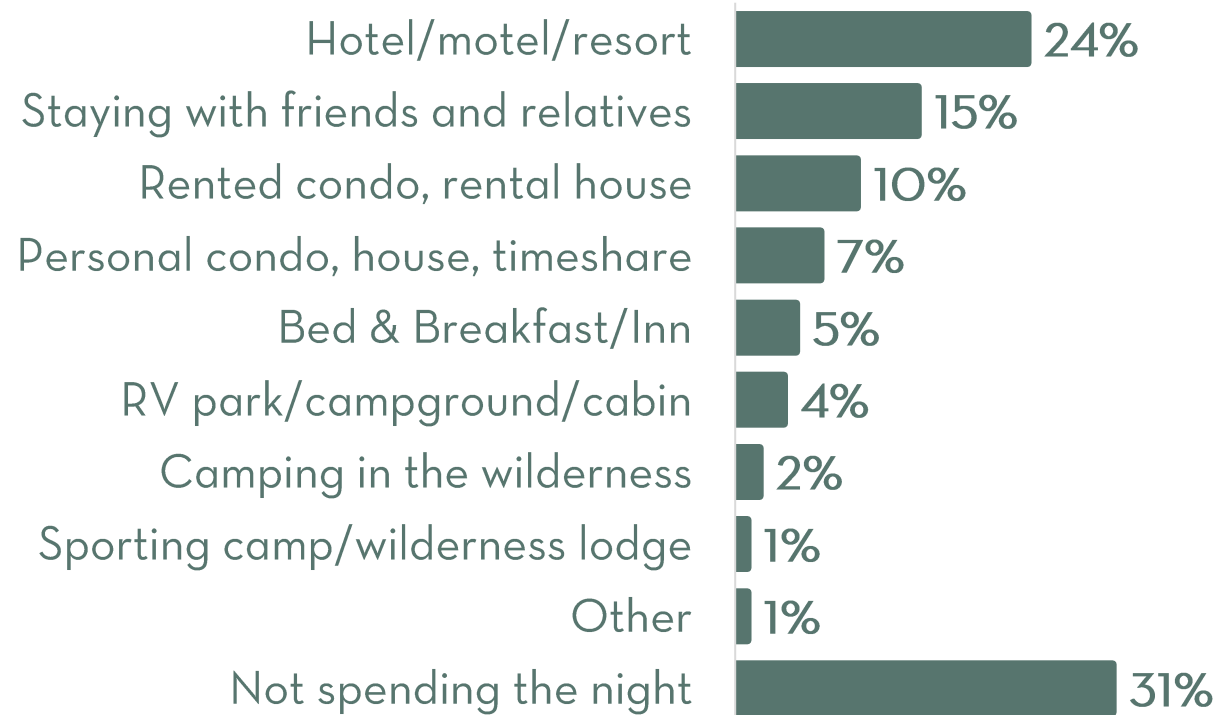
NIGHTS STAYED

- » 69% of visitors stayed one night or more in Maine during their trip
- » Typical visitors stayed 5.9 nights in Maine
- » 1 in 3 visitors stayed 5 or more nights in Maine



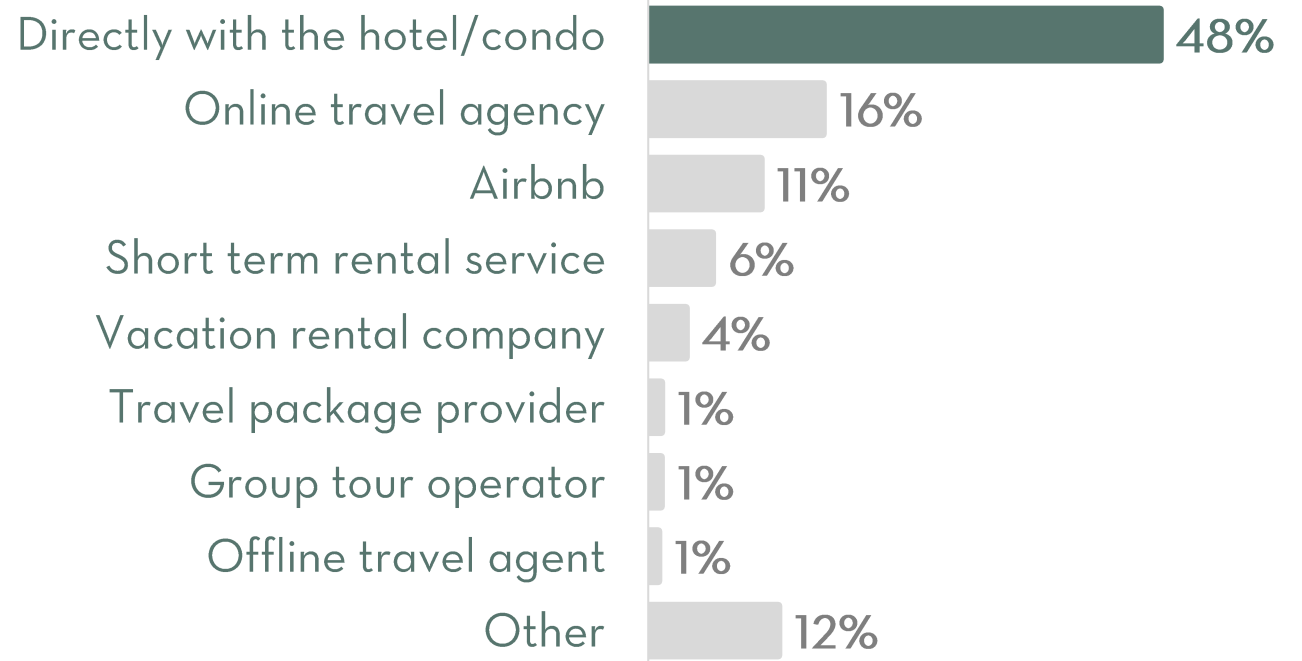
ACCOMMODATIONS

- » Nearly 1 in 4 visitors to Maine stayed overnight in a hotel, motel or resort



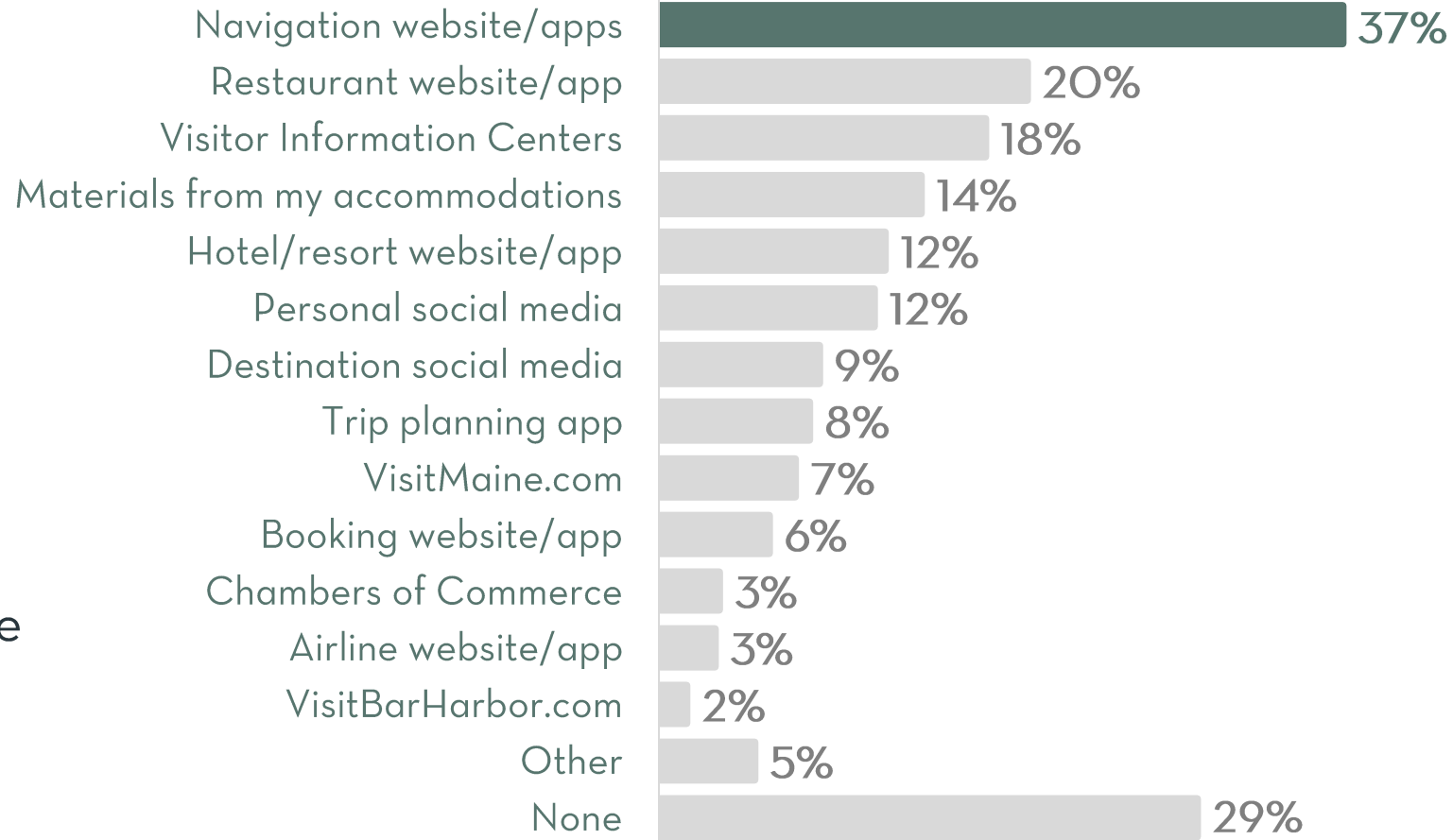
BOOKING METHODS

- » **Nearly half** of visitors stayed overnight in paid accommodations during their trip in Maine
- » **Nearly half** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



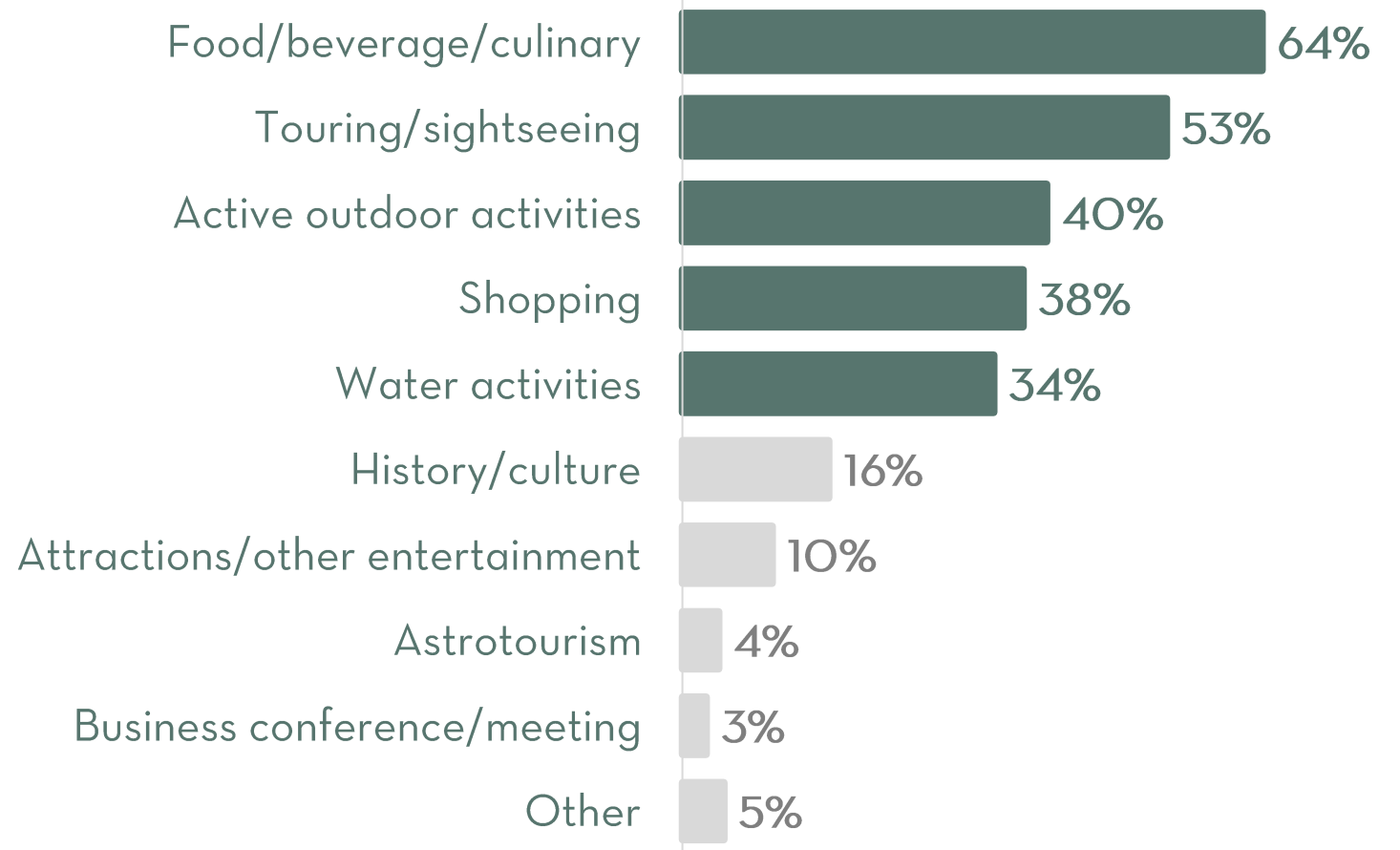
IN-MARKET VISITOR RESOURCES*

- » Visitors were **more likely** to rely on navigation websites and apps to plan activities in-market
- » **1 in 5** visitors used restaurant websites/apps and Visitor Information Centers
- » **Nearly 3 in 10** visitors did not use any resources to plan activities while they were in-market

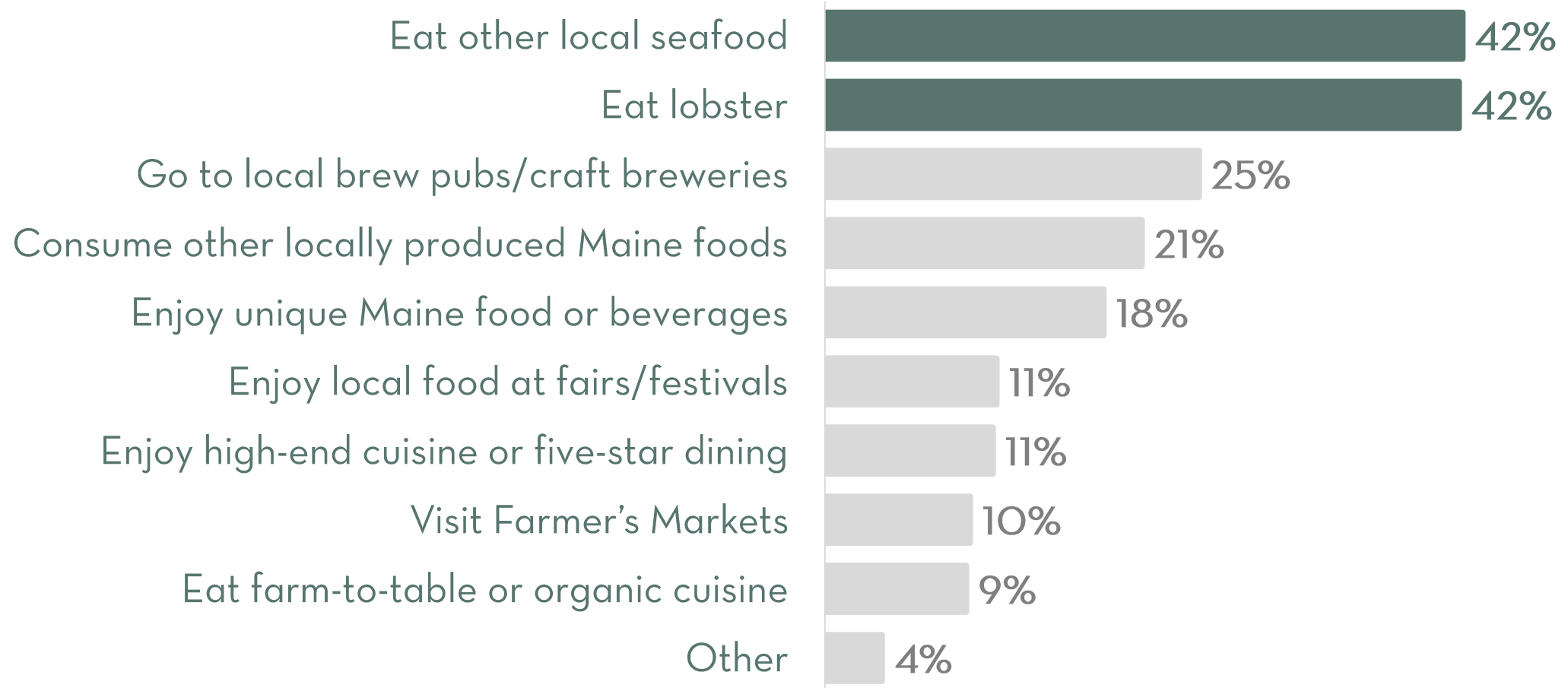


VISITOR ACTIVITIES*

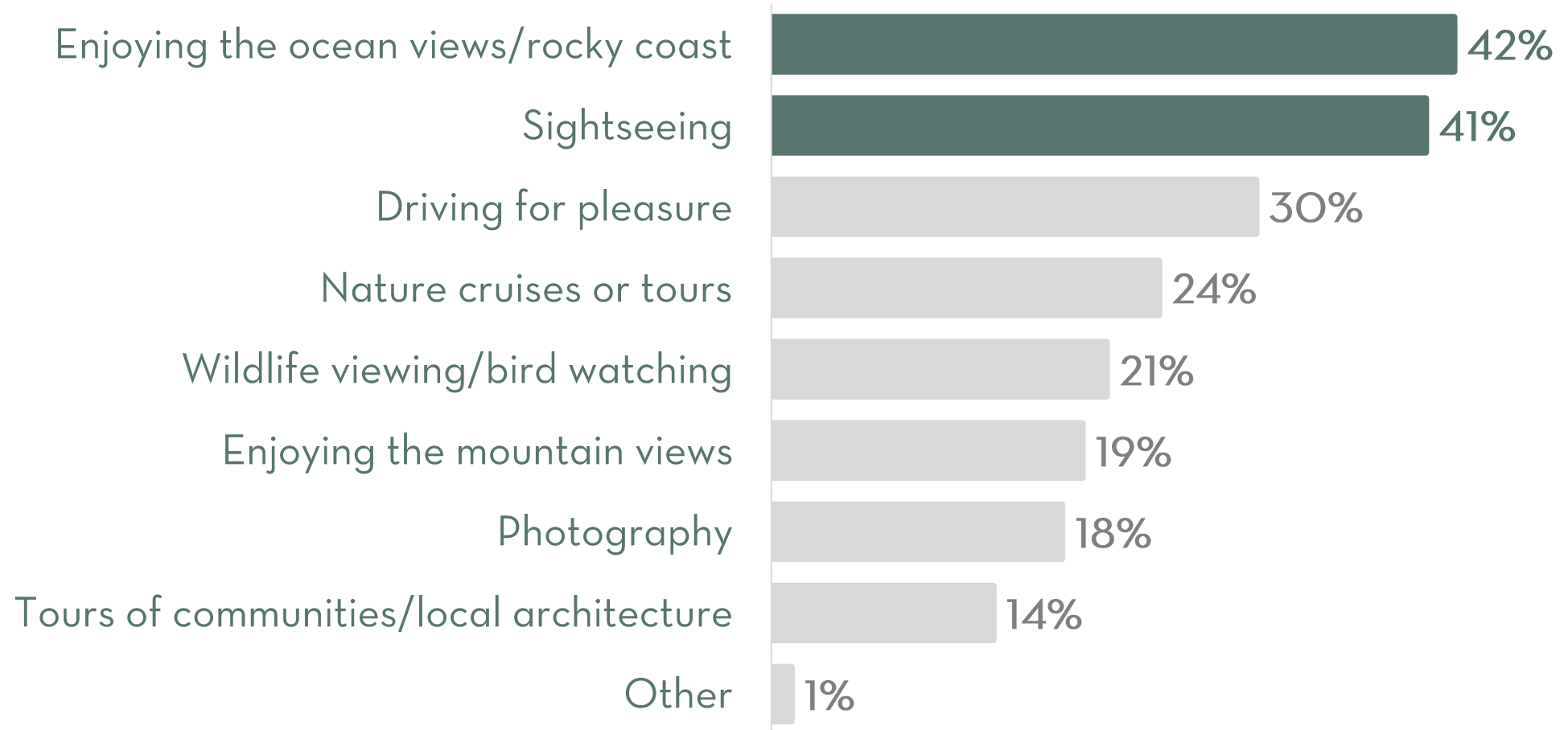
- » Nearly 2 in 3 visitors participated in food, beverage, and culinary activities during their trip in Maine
- » Over half of Maine visitors engaged in touring/sightseeing activities



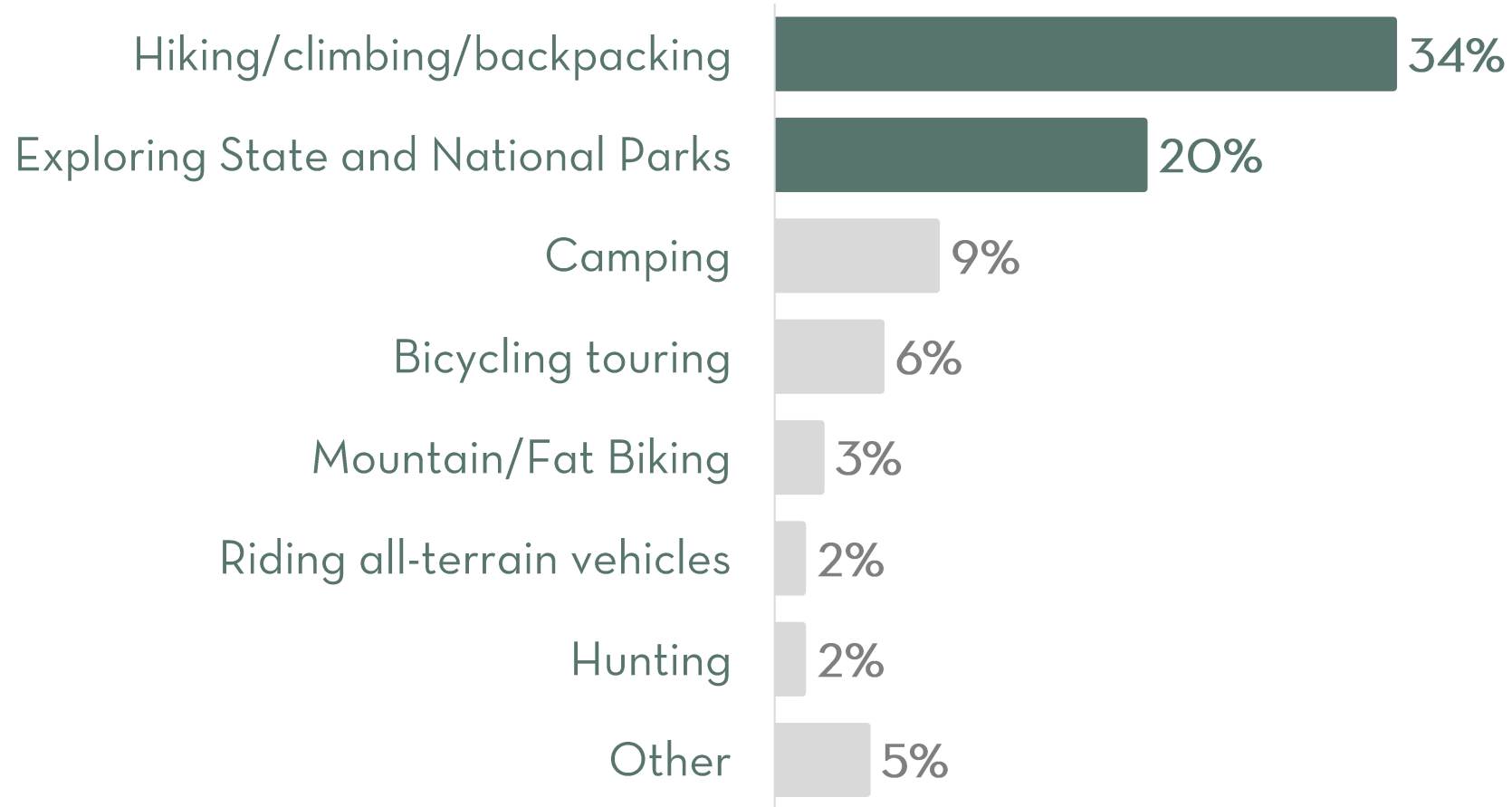
FOOD & BEVERAGE ACTIVITIES*



TOURING & SIGHTSEEING ACTIVITIES*



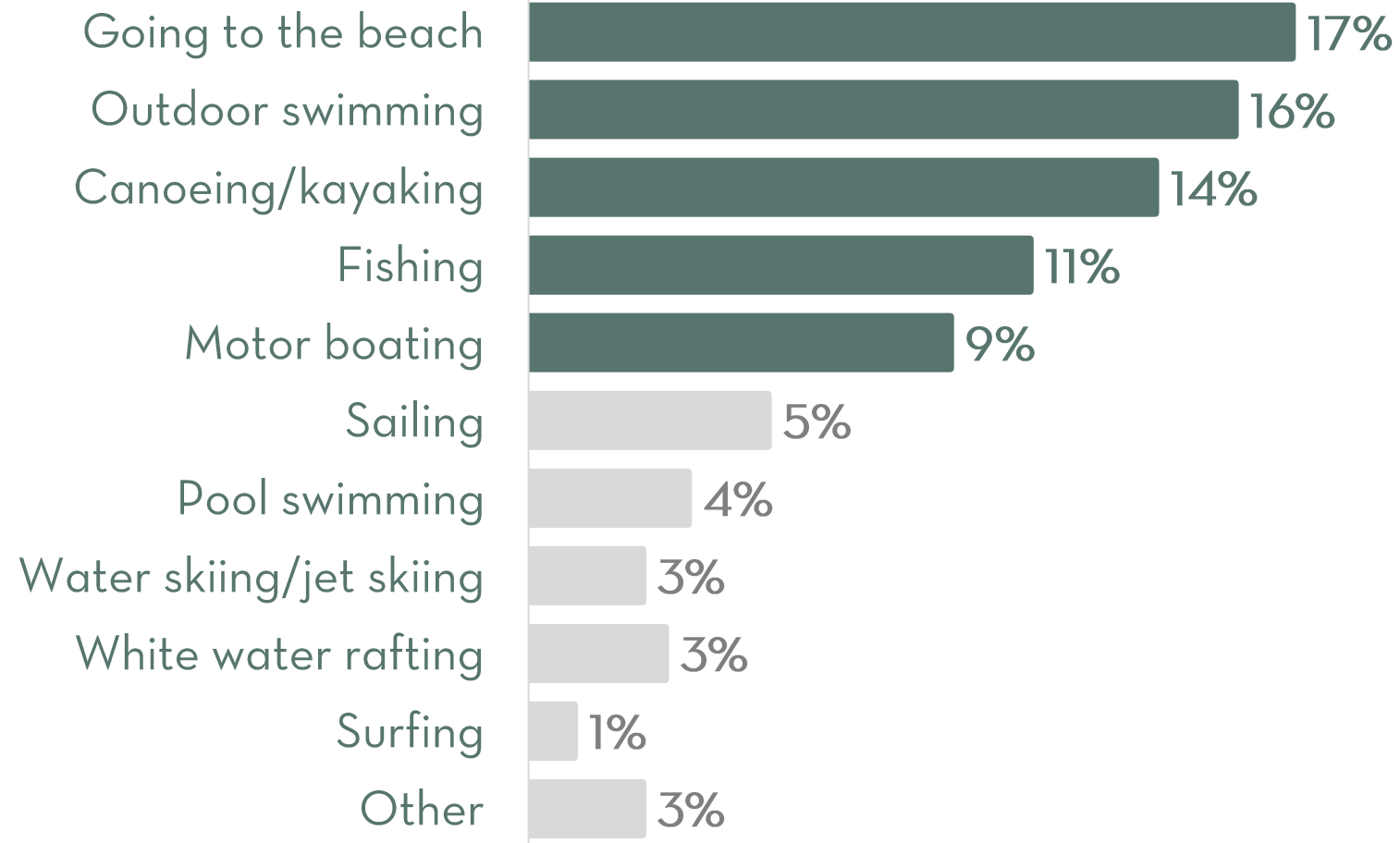
ACTIVE OUTDOOR ACTIVITIES*



SHOPPING ACTIVITIES*

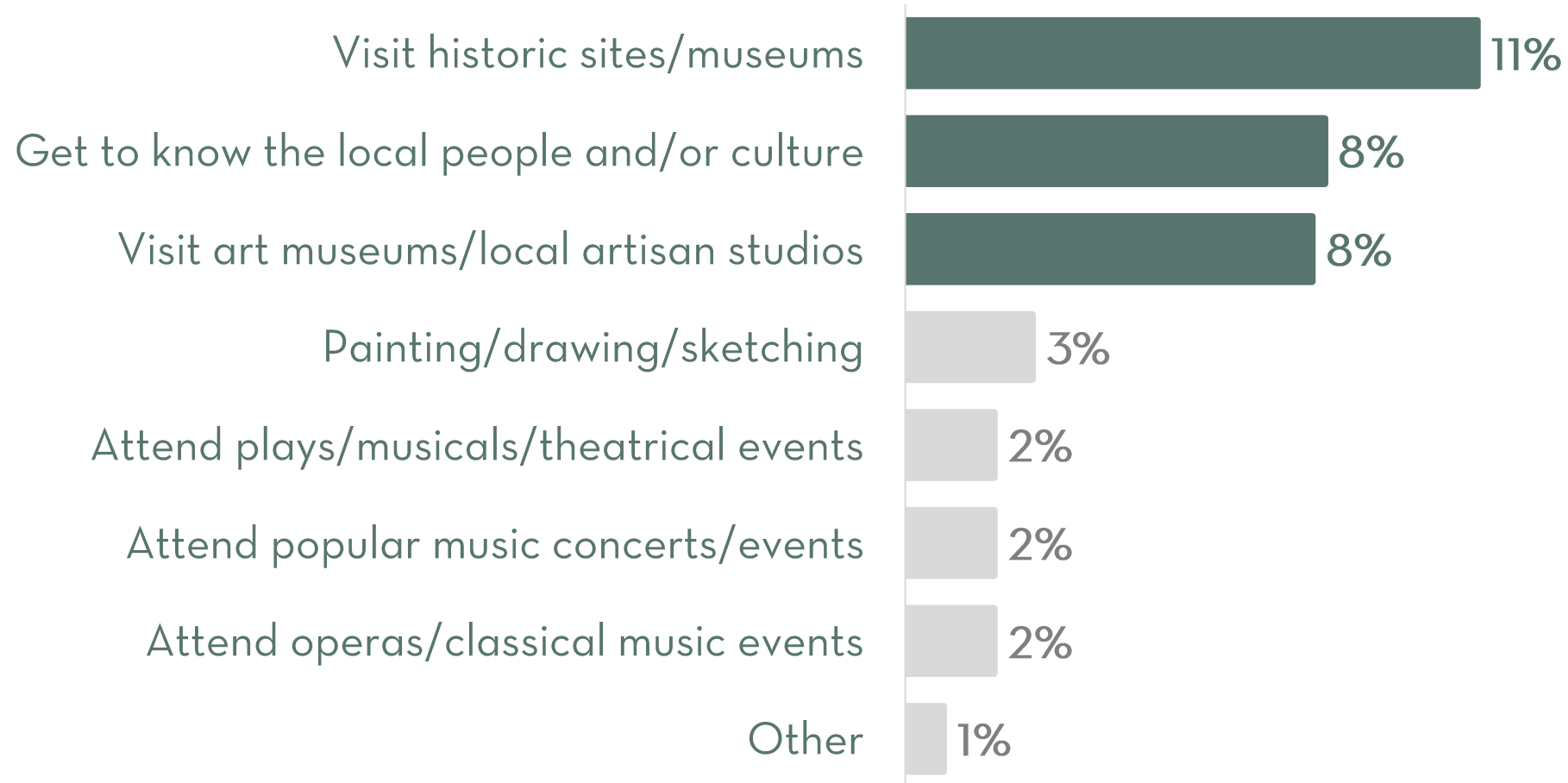


WATER ACTIVITIES*

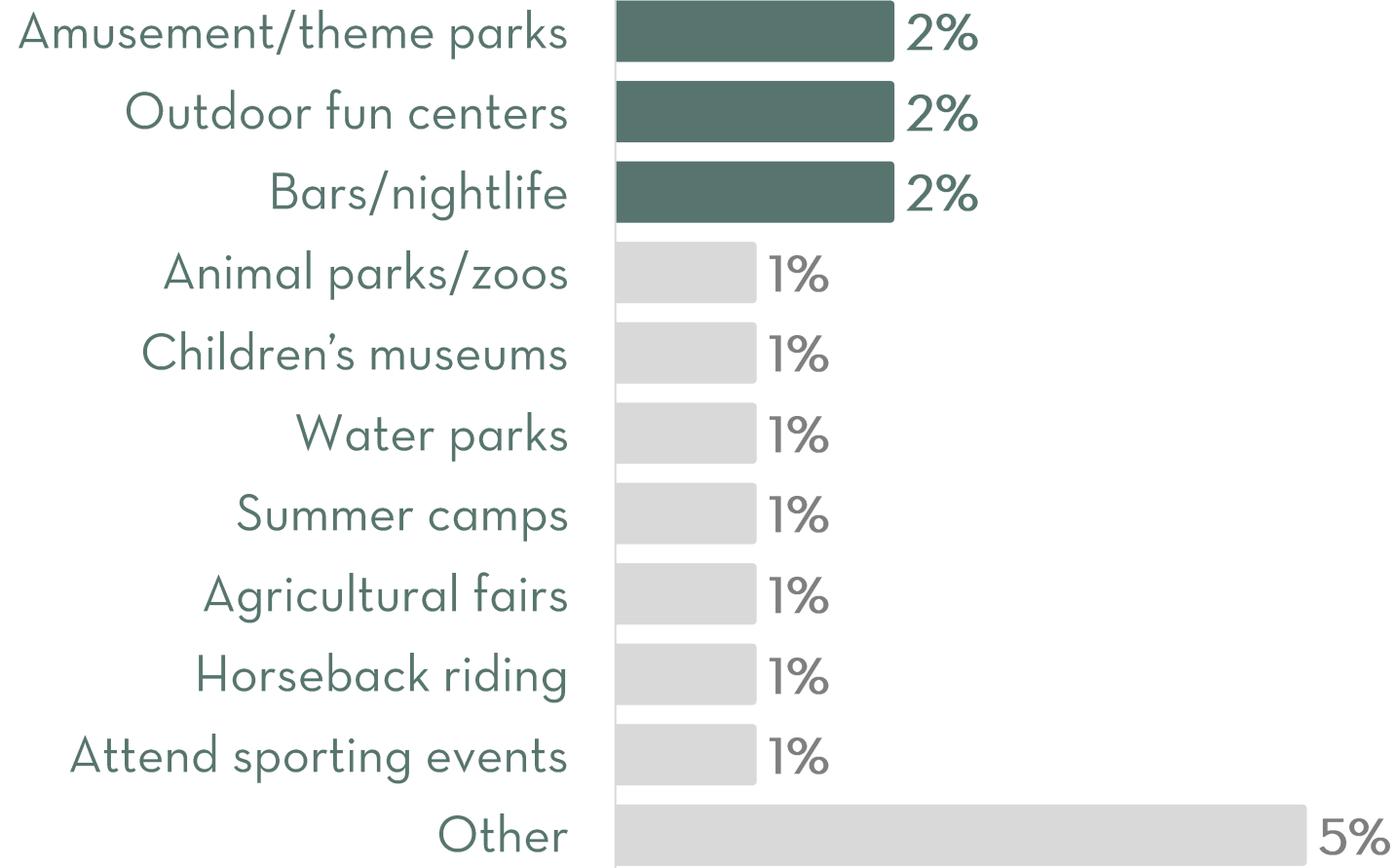


*Multiple responses permitted.

HISTORICAL & CULTURAL 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>	\$277	\$0	\$0
<i>Transportation</i>	\$73	\$69	\$22
<i>Groceries</i>	\$84	\$59	\$22
<i>Restaurants</i>	\$126	\$90	\$28
<i>Shopping</i>	\$102	\$96	\$69
<i>Activities & attractions</i>	\$87	\$65	\$25
<i>Other</i>	\$37	\$23	\$18
<i>Daily Spending</i>	\$786	\$402	\$184

TOTAL TRAVEL PARTY SPENDING

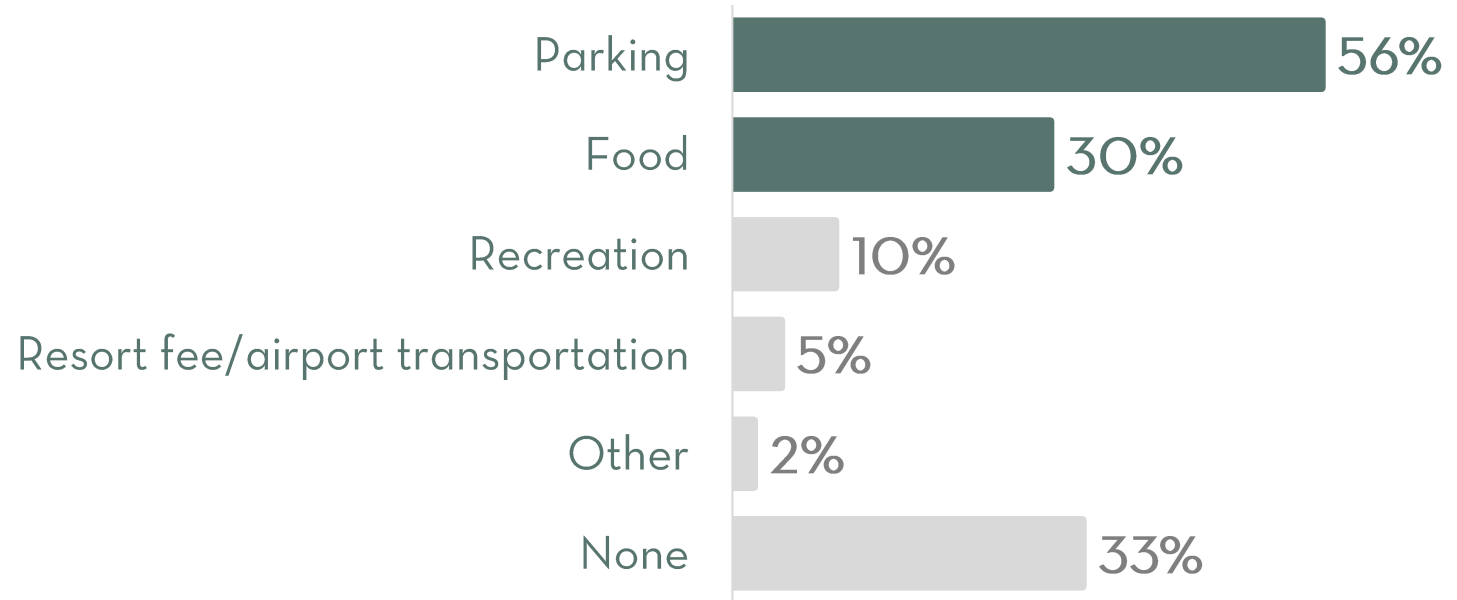
Travel Party Spending Per TRIP¹

	<i>Paid Lodging</i>	<i>Unpaid Lodging</i>	<i>Day Trippers</i>
<i>Accommodations</i>	\$1,052	\$0	\$0
<i>Transportation</i>	\$277	\$559	\$22
<i>Groceries</i>	\$319	\$478	\$22
<i>Restaurants</i>	\$478	\$729	\$28
<i>Shopping</i>	\$387	\$778	\$69
<i>Activities & attractions</i>	\$330	\$527	\$25
<i>Other</i>	\$140	\$186	\$18
<i>Daily Spending</i>	\$2,983	\$3,257	\$184

¹Visitors staying in paid lodging stayed an average of 3.8 nights,
Visitors staying in unpaid lodging stayed an average of 8.1 nights.

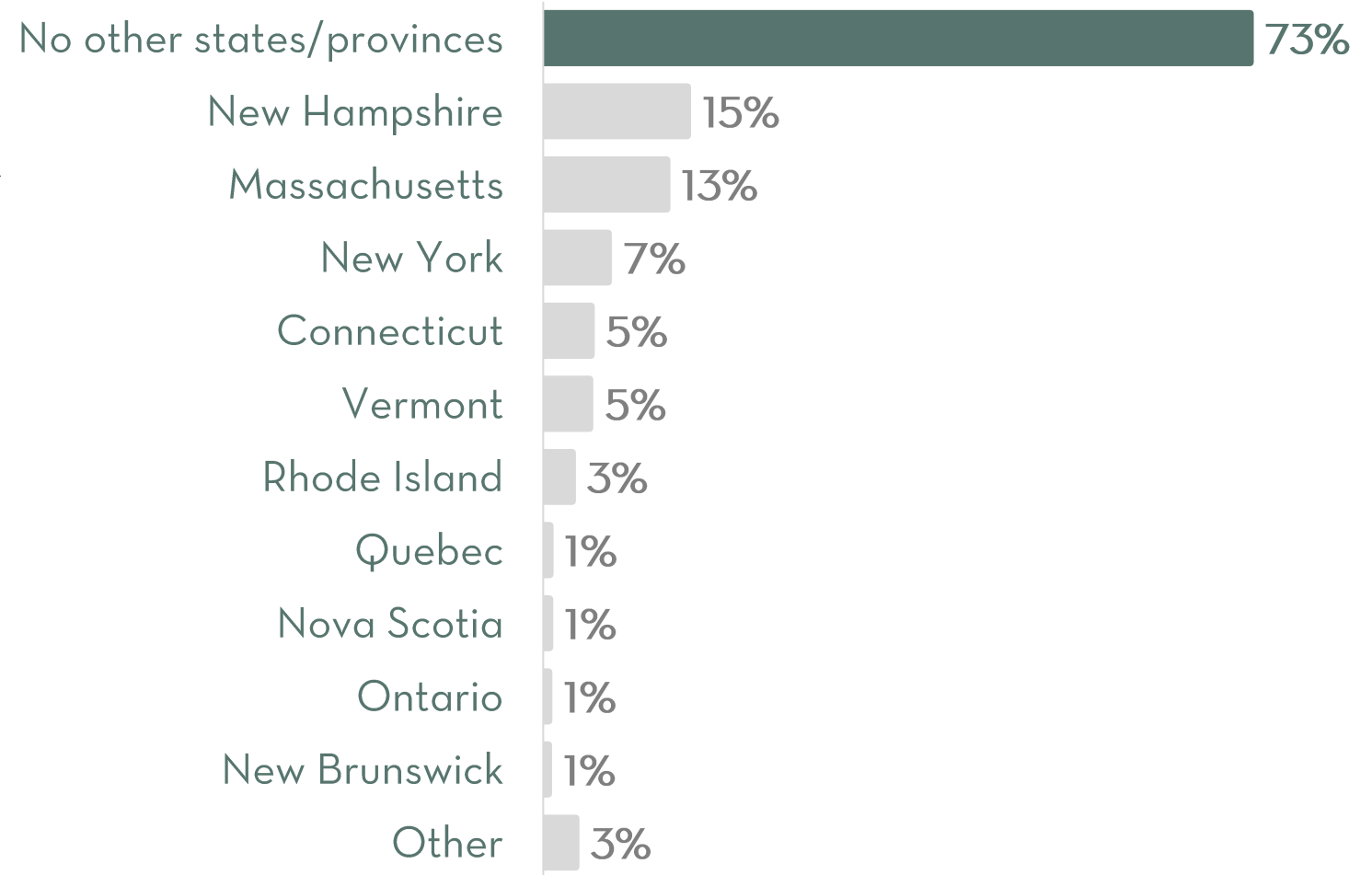
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **two thirds** of visitors
- » Price for accommodations included parking for **over half** of visitors
- » Food was included in accommodations' pricing for **3 in 10** visitors



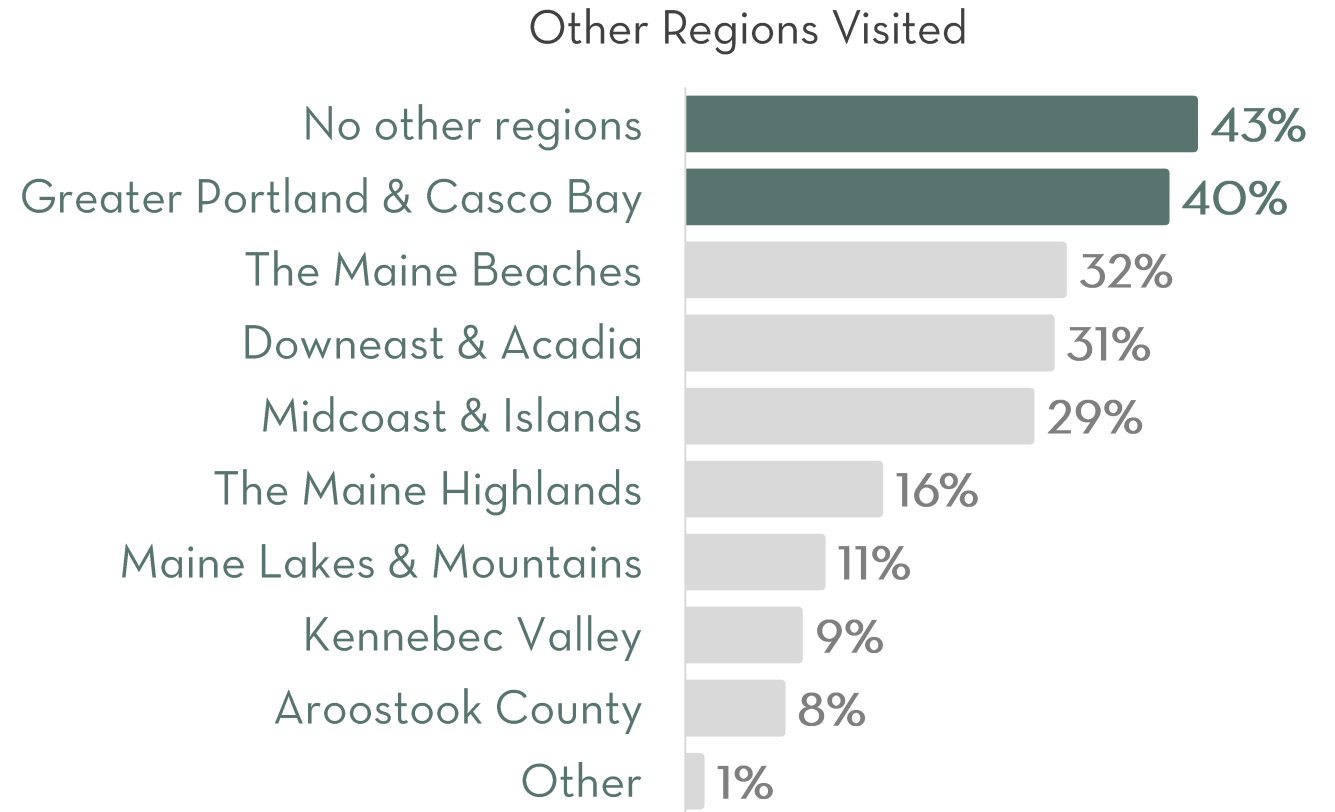
OTHER STATES & PROVINCES VISITED*

- » Nearly 3 in 4 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



TRAVELING WITHIN MAINE*

- » **Over 2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **2 in 5** visitors visited the Greater Portland & Casco Bay in addition to their primary destinations within Maine, and nearly **1 in 3** visited the Maine Beaches, Downeast & Acadia and Midcoast & Islands areas

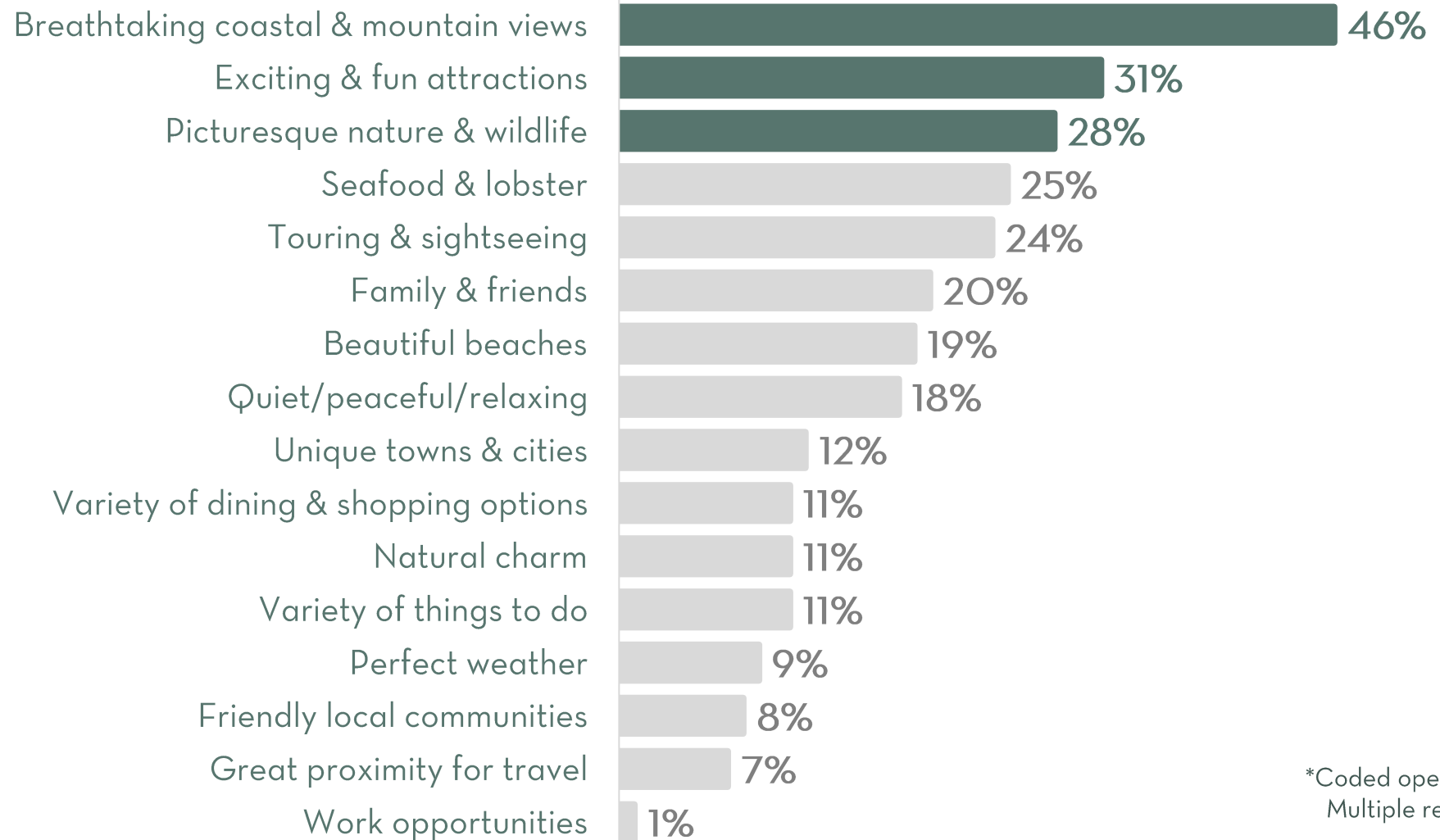


TRIP PLANNING CYCLE : POST-TRIP EVALUATION



MAINE AS A UNIQUE DESTINATION*

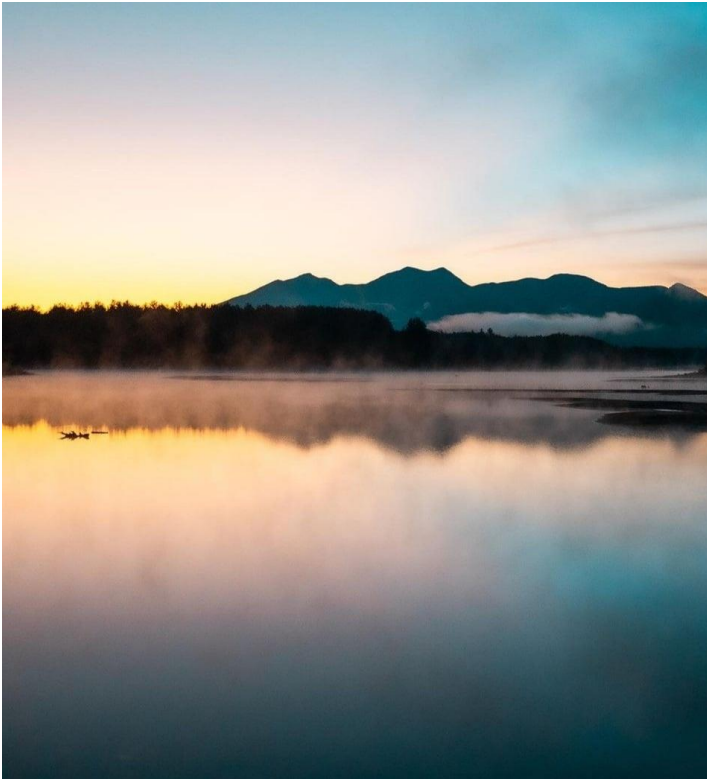
“What does Maine offer that other similar destinations do not offer?”



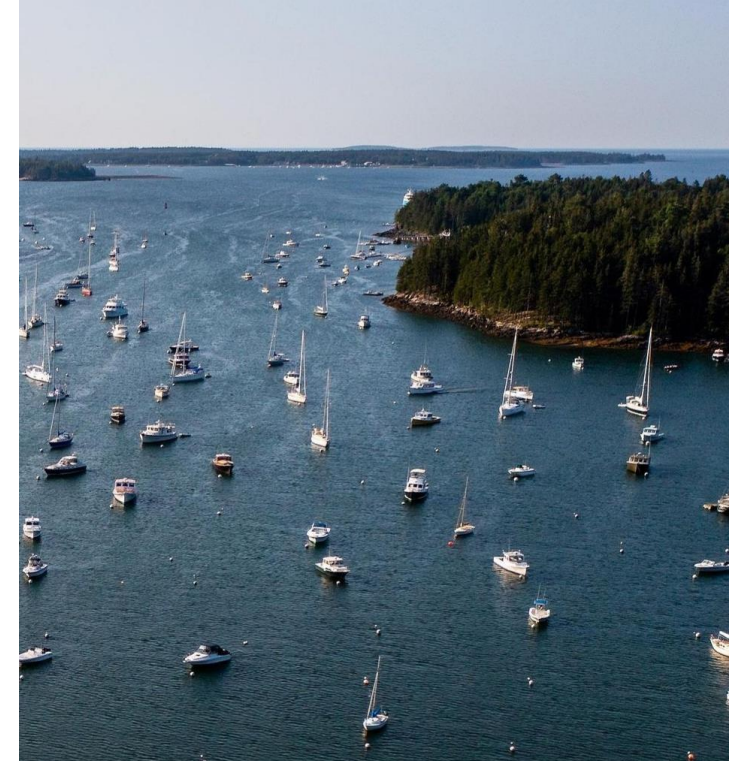
*Coded open-ended responses.
Multiple responses permitted.

UNIQUENESS: “BREATHTAKING COSTAL & MOUNTAIN VIEWS”

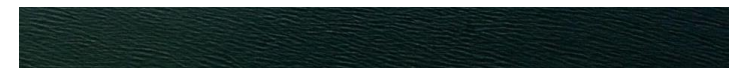
“Beautiful rocky coastline. The trees and wildflowers. Room to move and breathe. Good peaceful people.”



“Maine has beautiful views, including coasts and mountain regions. It also does not get overly hot making it a good summer destination. There are many seafood options and local foods/drinks. Although a tourist destination, it is not overly crowded.”



“Maine offers both the beauty of lakes and mountain as well as beaches and urban cities.”



UNIQUENESS: “EXCITING & FUN ATTRACTIONS”

“Wonderful hiking trails, lakes, and parks.”



“Outdoor activities, State Parks, National Parks and lots of great seafood.”



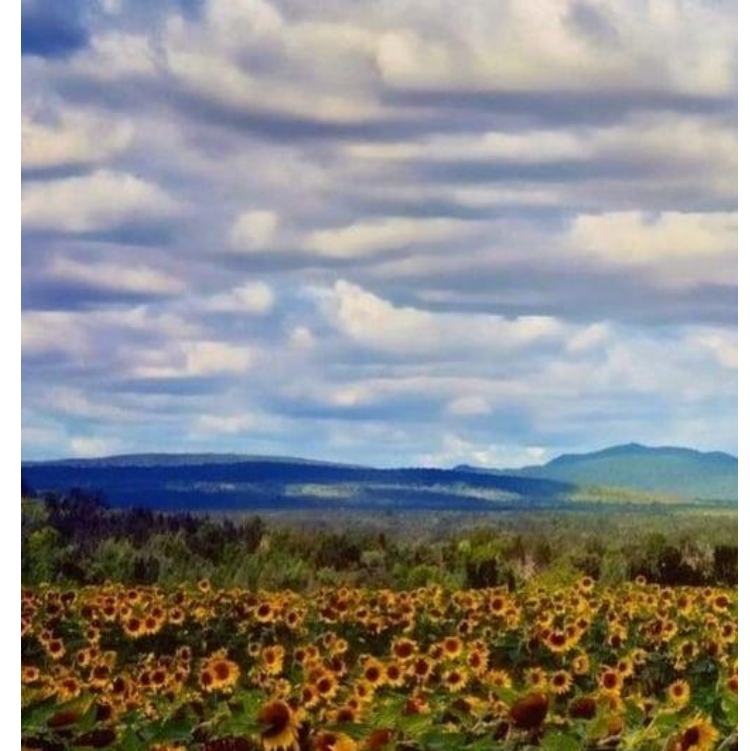
“I drove up today to see the Botanical Gardens and treat myself to an ice cream cone.”

UNIQUENESS: “PICTURESQUE NATURE & WILDLIFE”

“Amazing nature diversity, all sorts of physical activities, wide range for kids activities, hiking, kayaking.”

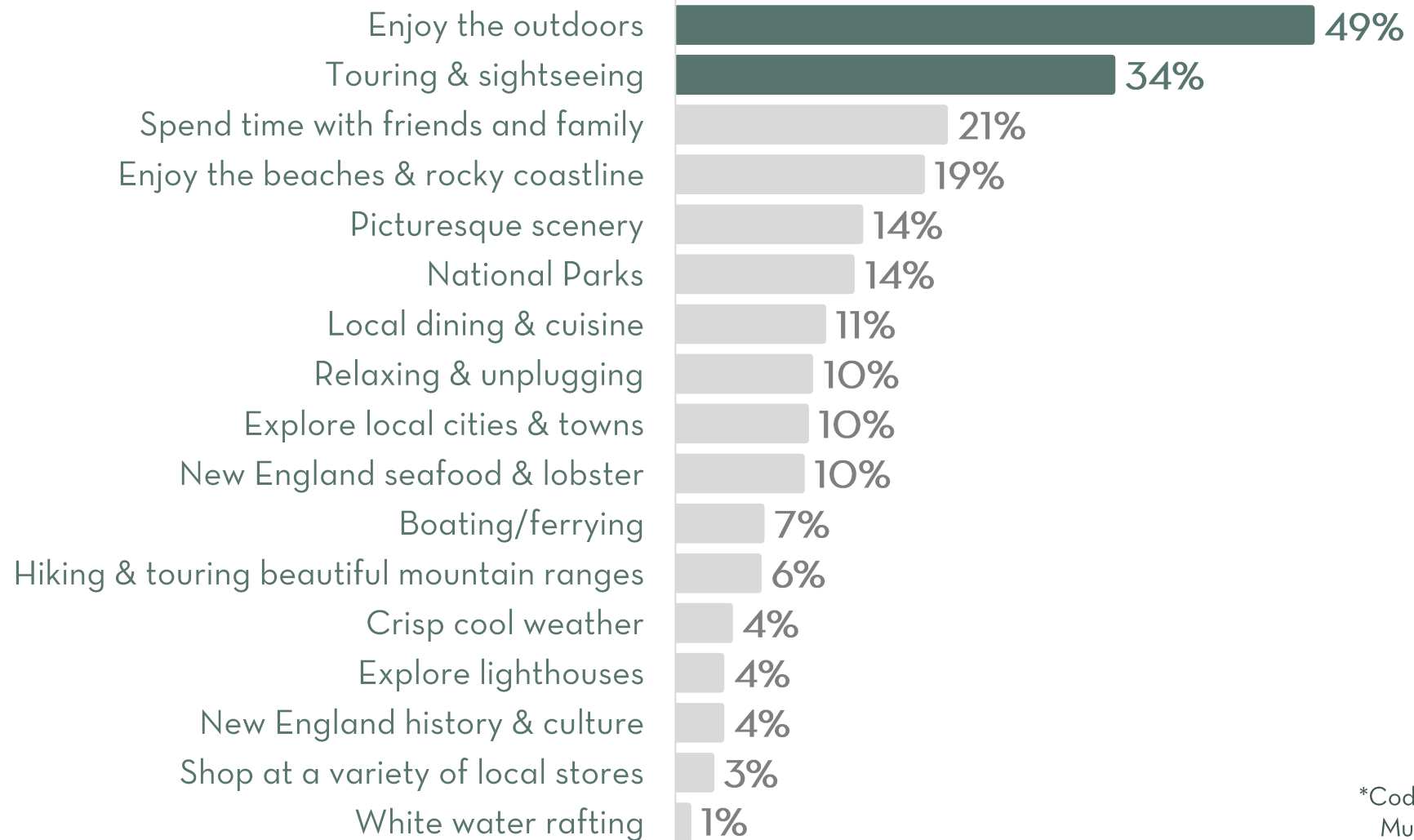


“Lovely parks and lakes with many wonderful hiking trails and camping sites.”



“Access to wildlife and the weather. Having lived in Boston, Mainers are genuinely kind.”

HIGHLIGHT OF TRIP*



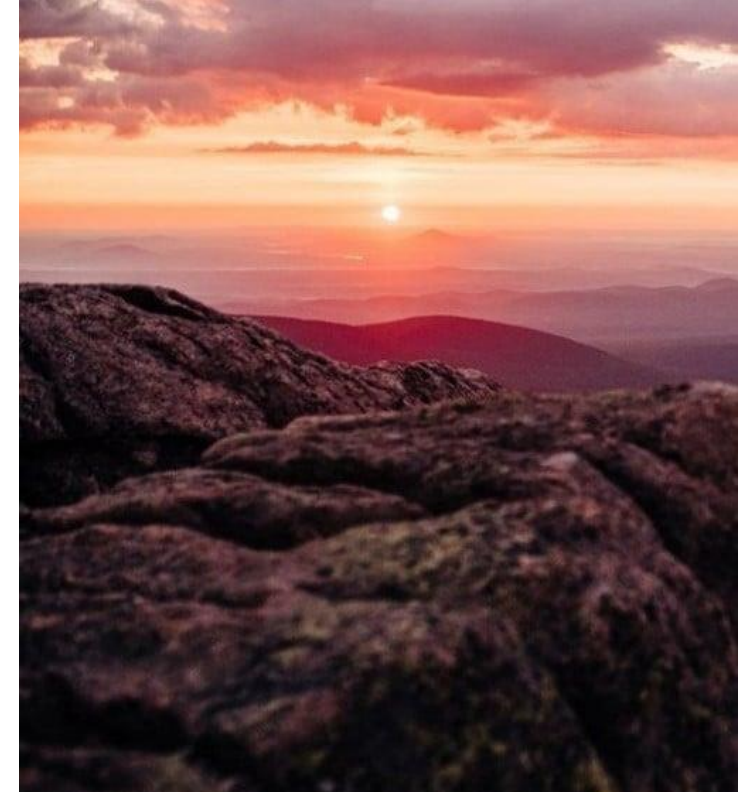
*Coded open-ended responses.
Multiple responses permitted.

HIGHLIGHTS: “ENJOY THE OUTDOORS”

“The highlight of our trip has been being able to relax on the dock and take the boat out on the lake.”



“We just like walking on the beach. Picking up shells and seeing the Blue Jays.”



“I think it was when I was in the mountains in Maine where the nature was so beautiful.”

HIGHLIGHTS: “TOURING & SIGHTSEEING”



“I attended a local fun event and I learned about other customs.”



“We're looking forward to the Puffin Cruise. And seeing all the old tall ships in the harbor.”



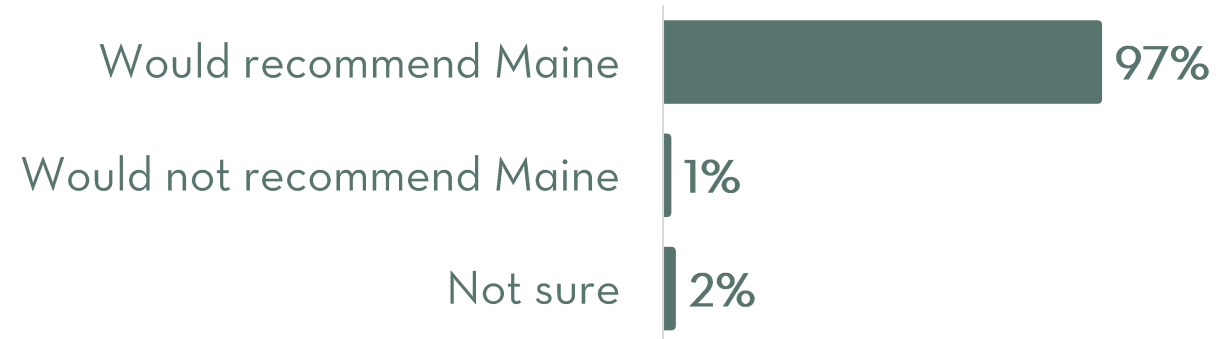
“So far, the Maine State Aquarium.”



RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend that their friends and family visit Maine

Likelihood of Recommending Maine

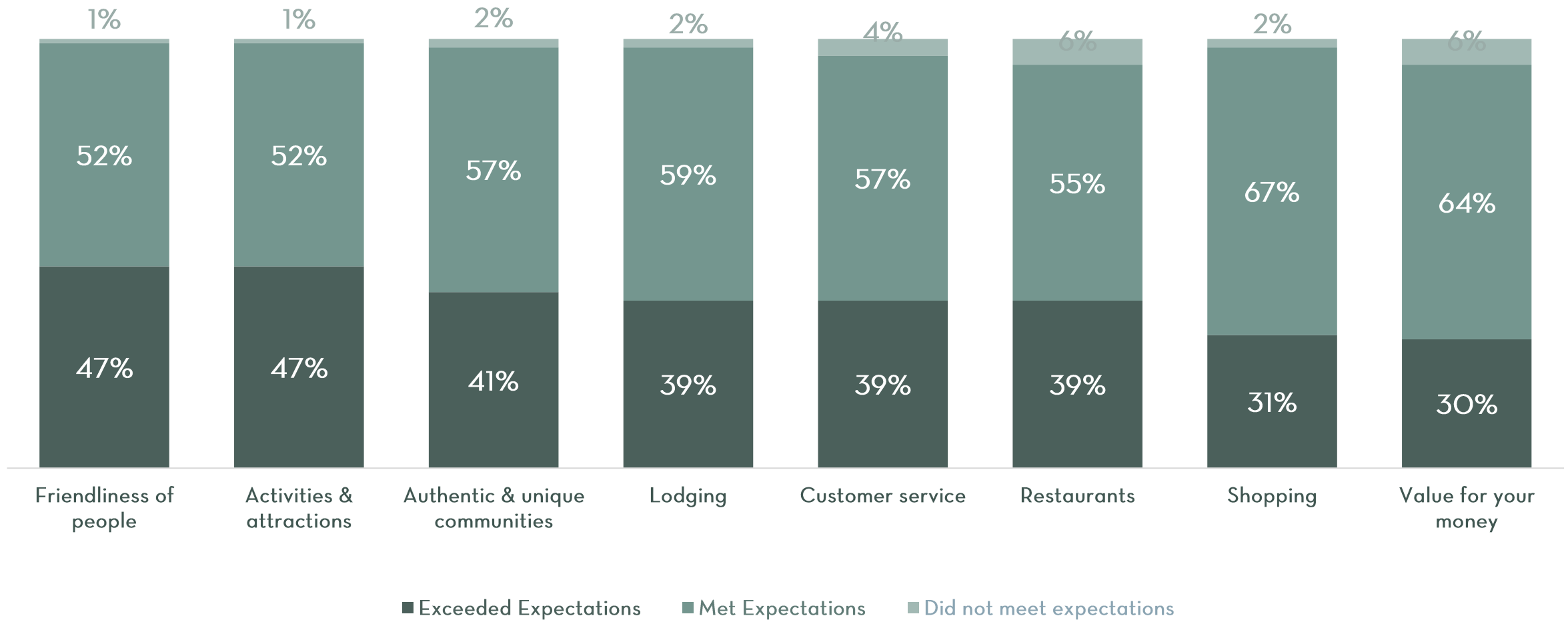


- » **92%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip

Likelihood of Recommending Region Visited



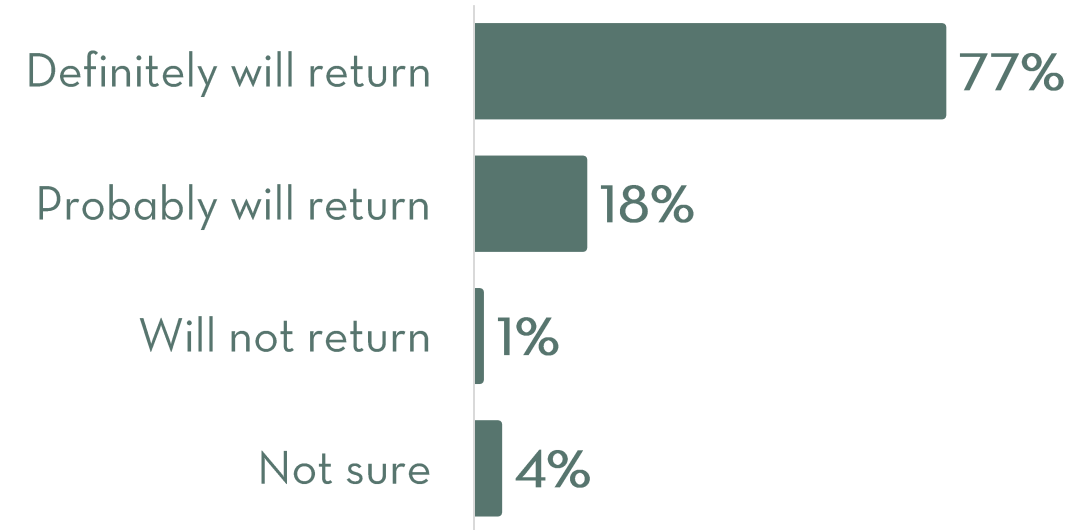
TRIP EXPECTATIONS¹



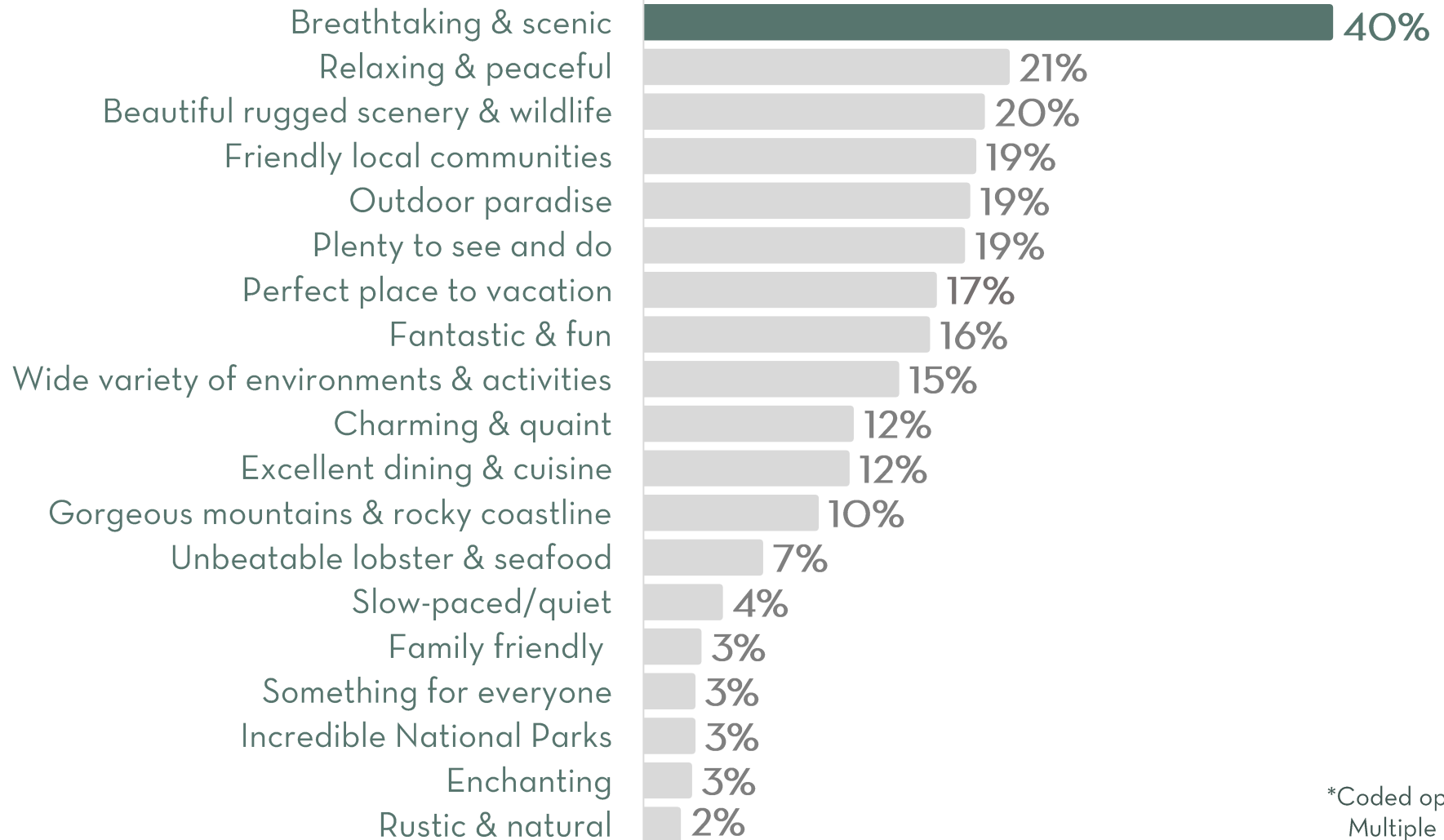
¹"Don't know" responses omitted.

LIKELIHOOD OF RETURNING TO MAINE

- » **95%** 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”

*“Naturally beautiful, gorgeous coast,
good place to get away- it's different.
Nice local people.”*



*“Maine is great for all-season
vacations. It provides beautiful views
of the mountains and ocean. Lovely
people and great food.”*



*“We love the summer here because it
is just beautiful with nice weather. We
love the wilderness and nature. Maine
is a place for people just to relax and
unwind for sure.”*

YEAR-OVER-YEAR COMPARISONS



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

	Summer 2020	Summer 2021
A week or less	28%	18%
2 - 3 weeks	26%	16%
1 - 2 months	24%	26%
3 - 4 months	9%	15%
5 - 6 months	5%	9%
7 months - 1 year	4%	7%
More than 1 year	4%	9%

BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	Summer 2020	Summer 2021
A week or less	36%	23%
2 - 3 weeks	27%	17%
1 - 2 months	22%	26%
3 - 4 months	6%	13%
5 - 6 months	3%	9%
7 months - 1 year	2%	6%
More than 1 year	4%	5%

ONLINE TRIP PLANNING SOURCES*

	Summer 2020	Summer 2021
Online search engines	30%	32%
Hotel websites	15%	13%
TripAdvisor	12%	12%
Online travel agency	12%	12%
VisitMaine.com	8%	9%
Airbnb	11%	9%
Facebook	15%	8%
Airline websites	3%	7%
VRBO/HomeAway	4%	6%
Instagram	8%	6%
Traveler reviews/blogs/stories	4%	6%
YouTube	4%	5%
MaineTourism.com	4%	5%
Vacation rental websites	5%	4%
Visit Maine social media	5%	4%
VisitPortland.com	4%	3%
Twitter	3%	3%
VisitBarHarbor.com	3%	3%
DiscoverNewEngland.com	2%	2%
DowneastAcadia.com	3%	2%
MainesMidCoast.com	2%	2%
MaineLakesandMountains.com	2%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
TheMaineBeaches.com	2%	1%
Other	8%	10%
None	33%	31%

OTHER TRIP PLANNING SOURCES*

	Summer 2020	Summer 2021
Advice from friends/family	37%	30%
Travel books & magazines	6%	8%
Articles or travelogues	5%	8%
Travel guides/brochures	8%	8%
AAA	5%	7%
Travel planning apps	7%	6%
Called the Maine Office of Tourism	2%	3%
Visitor Guide	2%	3%
Called local convention and visitors bureaus	2%	2%
Called local Chambers of Commerce	1%	2%
Called another Maine Tourism/Lodging Association	2%	2%
Visit Maine e-newsletter	2%	2%
Travel agent	2%	2%
Other	5%	5%
None	46%	52%

REASON FOR VISITING*

	Summer 2020	Summer 2021
Relax and unwind	33%	43%
Visiting friends/relatives	30%	25%
Sightseeing/touring	16%	25%
Nature & bird watching	13%	15%
Beach	16%	10%
Active outdoor activities	9%	9%
Special occasion	7%	8%
Water activities	10%	7%
Attractions	4%	6%
Shopping	10%	6%
Special event	2%	3%
Culture/museums/history	2%	3%
Conference/meeting	3%	2%
Sporting event	1%	1%
Astrotourism	NA	1%
Other	6%	13%

OTHER STATES/PROVINCES CONSIDERED*

	Summer 2020	Summer 2021
No other states/provinces	71%	72%
New Hampshire	15%	11%
Massachusetts	10%	10%
Vermont	7%	7%
New York	4%	5%
Rhode Island	3%	4%
Connecticut	3%	3%
New Brunswick	1%	1%
Newfoundland and Labrador	1%	1%
Nova Scotia	1%	1%
Ontario	3%	1%
Prince Edward Island	2%	1%
Quebec	2%	1%
Other	3%	5%

ADVERTISING/PROMOTIONS

	Summer 2020	Summer 2021
Noticed Advertising/Promotions	42%	37%
Type of Promotion*:		
Social media	39%	37%
Internet	36%	35%
Cable or satellite television	24%	22%
Magazine	19%	19%
Radio	14%	11%
VisitMaine.com	11%	10%
Traveler reviews/blogs	13%	10%
Maine travel/visitor guide	13%	9%
Newspaper	11%	9%
Online streaming service	9%	7%
Brochure	9%	7%
AAA	9%	7%
Visitor Guide	13%	7%
Online music/podcast streaming service	6%	5%
Billboard	6%	4%
Deal - based promotion	5%	3%
Other	4%	7%
Not sure	2%	2%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

	Summer 2020	Summer 2021
New England	83%	44%
Mid Atlantic	8%	23%
Southeast	1%	13%
Southwest	1%	4%
Midwest	3%	10%
West	2%	5%
Canada	1%	0.5%
Other International	1%	0.5%

ORIGIN STATE/PROVINCE

	Summer 2020	Summer 2021
Maine	35%	16%
Massachusetts	15%	13%
New York	6%	11%
New Hampshire	14%	8%
Florida	4%	6%
Connecticut	5%	4%
New Jersey	2%	4%
Pennsylvania	2%	4%
Virginia	2%	3%
Texas	1%	3%
Vermont	3%	2%

ORIGIN MARKET

	Summer 2020	Summer 2021
New York City	6%	11%
Boston, MA	10%	7%
Washington DC - Baltimore	2%	4%
Portland, ME	3%	2%
Philadelphia	2%	2%
Chicago	1%	2%
Atlanta	1%	2%

TRAVEL PARTY SIZE/COMPOSITION

	Summer 2020	Summer 2021
Travel Party Size	2.7	2.8
Traveled alone	20%	17%
As a couple	35%	40%
With family	34%	32%
With other couples/friends	9%	9%
With business associates	1%	1%
In a tour group	1%	1%
Other	1%	1%

TRAVEL WITH CHILDREN*

	Summer 2020	Summer 2021
No children	74%	77%
Children younger than 6	10%	8%
Children 6 - 12	13%	11%
Children 13 - 17	11%	11%

DEMOGRAPHIC PROFILE

Gender of Person Interviewed	Summer 2020	Summer 2021
Male	39%	45%
Female	61%	55%

Education	Summer 2020	Summer 2021
High school or less	10%	9%
Some college or technical school	22%	15%
College or technical school graduate	46%	48%
Graduate school	22%	27%

Income	Summer 2020	Summer 2021
Less than \$25,000	11%	5%
\$25,000 - \$49,999	16%	10%
\$50,000 - \$74,999	18%	20%
\$75,000 - \$99,999	20%	22%
\$100,000 - \$149,999	19%	21%
\$150,000 - \$199,999	9%	12%
\$200,000 - \$249,999	3%	4%
\$250,000 or more	4%	6%

DEMOGRAPHIC PROFILE

Employment	Summer 2020	Summer 2021
Employed full-time	51%	56%
Employed part-time	12%	9%
Contract/freelance/temporary	6%	6%
Retired	16%	21%
Not currently employed	8%	4%
Student	7%	4%

Race	Summer 2020	Summer 2021
White	92%	90%
Asian	2%	3%
Black	2%	2%
Hispanic	2%	2%
Indigenous	1%	1%
Other	1%	1%

Marital Status	Summer 2020	Summer 2021
Single/widowed	34%	24%
Married/domestic partnership	66%	76%

NEW & RETURNING VISITORS

	Summer 2020	Summer 2021
This is my first time	14%	25%
2 - 5 times	28%	27%
6 - 10 times	19%	12%
11+ times	39%	36%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

	Summer 2020	Summer 2021
Drove to Maine	88%	81%
Flew into Portland Intl Jetport	6%	7%
Flew into Boston Logan Intl	2%	4%
Flew into Bangor Intl Airport	1%	2%
Took a motor coach tour or bus	1%	2%
Flew into N. Maine Regional Airport	<1%	1%
Flew into another airport	<1%	1%
Traveled by train	<1%	1%
Other	1%	1%

LENGTH OF STAY

	Summer 2020	Summer 2021
Average Length of Stay	6.2	5.9
Day tripper	35%	31%
1 night	5%	4%
2 nights	11%	10%
3 nights	11%	13%
4 nights	7%	9%
5+ nights	31%	33%

ACCOMMODATIONS

	Summer 2020	Summer 2021
Hotel/motel/resort	21%	24%
Staying with friends and relatives	15%	15%
Rented condo, rental house	9%	10%
RV park/campground/cabin	5%	4%
Personal condo, house, timeshare, etc.	8%	10%
Bed & Breakfast/Inn	3%	5%
Camping in the wilderness	2%	2%
Sporting camp or wilderness lodge	1%	1%
Other	1%	1%
Did not stay overnight	35%	31%

BOOKING

	Summer 2020	Summer 2021
Directly with the hotel/condo	39%	48%
Online travel agency	22%	16%
Airbnb	15%	11%
Short term rental service	3%	6%
Vacation rental company	3%	4%
Offline travel agent	2%	1%
Group tour operator	1%	1%
Travel package provider	2%	1%
Other	12%	12%

IN-MARKET RESOURCES*

	Summer 2020	Summer 2021
Navigation website/apps	33%	37%
Restaurant website/app	23%	20%
Visitor Information Centers	11%	18%
Materials from my hotel, campground, etc.	13%	14%
Hotel/resort website/app	9%	12%
Personal social media	17%	12%
Destination social media	13%	9%
Trip planning app	9%	8%
VisitMaine.com	7%	7%
Booking website/app	7%	6%
Airline website/app	3%	3%
Chambers of Commerce	3%	3%
VisitBarHarbor.com	3%	2%
Other	5%	5%
None	31%	29%

ACTIVITIES*

	Summer 2020	Summer 2021
Food/beverage/culinary	58%	64%
Touring/sightseeing	44%	53%
Active outdoor activities	42%	40%
Shopping	31%	38%
Water activities	43%	34%
History/culture	12%	16%
Attractions/entertainment	6%	10%
Business conference/meeting	3%	3%
Astrotourism	NA	4%
Other	8%	5%

FOOD & BEVERAGE ACTIVITIES*

	Summer 2020	Summer 2021
Ate lobster	31%	42%
Ate other local seafood	32%	42%
Going to local brew pubs/craft breweries	20%	25%
Consumed other locally produced Maine foods	26%	21%
Enjoyed unique Maine food or beverages	22%	18%
Enjoying local food at fairs/festivals	6%	11%
Enjoyed high-end cuisine or five- star dining	11%	11%
Visited Farmer's Markets	8%	10%
Ate farm-to-table or organic cuisine	16%	9%
Other	3%	4%

TOURING & SIGHTSEEING ACTIVITIES*

	Summer 2020	Summer 2021
Enjoying the ocean views/rocky coast	31%	42%
Sightseeing	30%	41%
Driving for pleasure	18%	30%
Nature cruises or tours	9%	24%
Wildlife viewing/bird watching	11%	21%
Enjoying the mountain views	20%	19%
Photography	15%	18%
Tours of communities/local architecture	13%	14%
Other	2%	1%

ACTIVE OUTDOOR ACTIVITIES*

	Summer 2020	Summer 2021
Hiking/climbing/backpacking	35%	34%
Exploring State and National Parks	20%	20%
Camping	14%	9%
Bicycling touring	5%	6%
Other	5%	5%
Mountain/Fat Biking	4%	3%
Riding all-terrain vehicles	3%	2%
Hunting	3%	2%

SHOPPING ACTIVITIES*

	Summer 2020	Summer 2021
Shopping in downtown areas	13%	17%
Shopping for gifts/souvenirs	10%	16%
Outlet shopping	14%	16%
Shopping for unique/locally produced goods	11%	13%
Shopping for “Made in Maine” products	6%	8%
Shopping for antiques/local arts and crafts	4%	7%
Shopping at malls	13%	7%
Other	2%	2%

WATER ACTIVITIES*

	Summer 2020	Summer 2021
Going to the beach	28%	17%
Outdoor swimming	26%	16%
Canoeing/kayaking	19%	14%
Fishing	14%	11%
Motor boating	10%	9%
Sailing	6%	5%
Pool swimming	5%	4%
Water skiing/jet skiing	4%	3%
White water rafting	1%	1%
Surfing	1%	1%
Other	1%	3%

HISTORY/CULTURE ACTIVITIES*

	Summer 2020	Summer 2021
Visit historic sites/museums	9%	11%
Visit art museums/local artisan studios	5%	8%
Get to know the local people and/or culture	6%	8%
Painting/drawing/sketching	4%	3%
Attend plays/musicals/theatrical events	1%	2%
Attend popular music concerts/events	1%	2%
Attend operas/classical music events	1%	2%
Other	0%	1%

ENTERTAINMENT ACTIVITIES*

	Summer 2020	Summer 2021
Amusement/theme parks	2%	2%
Outdoor fun centers	2%	2%
Bars/nightlife	2%	2%
Animal parks/zoos	1%	1%
Children's museums	1%	1%
Water parks	2%	1%
Summer camps	0%	1%
Agricultural fairs	0%	1%
Horseback riding	1%	1%
Attend sporting events	0%	1%
Other	0%	5%

OTHER STATES/PROVINCES VISITED*

	Summer 2020	Summer 2021
No other states/provinces	78%	73%
New Hampshire	13%	15%
Massachusetts	8%	13%
New York	3%	7%
Connecticut	3%	5%
Vermont	4%	5%
Rhode Island	2%	3%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	1%	0%
Prince Edward Island	1%	0%
Other	1%	3%

TRAVELING IN MAINE*

	Summer 2020	Summer 2021
No other regions	40%	43%
Greater Portland & Casco Bay	27%	40%
The Maine Beaches	22%	32%
Downeast & Acadia	22%	31%
Midcoast & Islands	13%	29%
The Maine Highlands	10%	16%
Maine Lakes & Mountains	10%	11%
Kennebec Valley	6%	9%
Aroostook County	6%	8%
Other	1%	1%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

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

	Summer 2020	Summer 2021
Definitely recommend region	86%	79%
Probably would recommend region	12%	13%
Would not recommend region	1%	1%
Not sure	1%	8%

RETURNING TO MAINE

	Summer 2020	Summer 2021
Definitely will return	83%	77%
Probably will return	15%	18%
Will not return	0%	1%
Not sure	2%	5%

MAINE OFFICE OF TOURISM

Summer Visitor Tracking Report
May – August 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

