

# MAINE OFFICE OF TOURISM

Summer Visitor Tracking Report  
May – August 2021



# INTRODUCTION

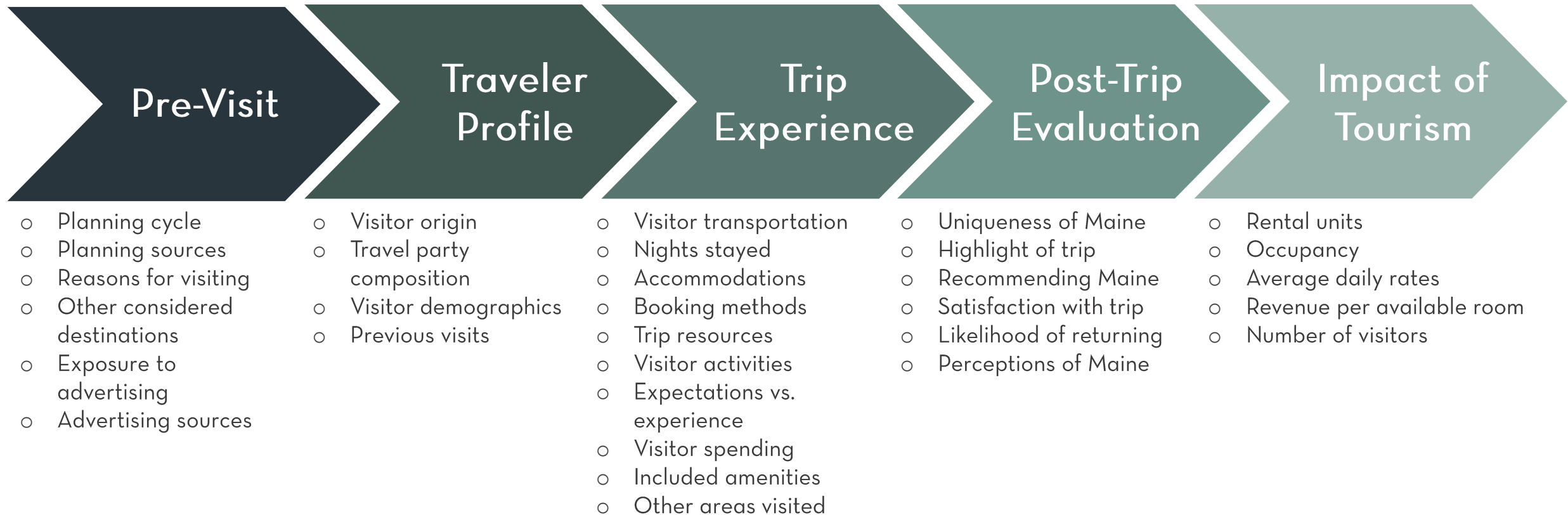




# STUDY OBJECTIVES – VISITOR JOURNEY

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 1<sup>st</sup>, 2021 and August 30<sup>th</sup>, 2021.

# EXECUTIVE SUMMARY



# TRIP PLANNING CYCLE : IMPACT OF TOURISM





# MAY – AUGUST 2021 KEY METRICS

Accommodation Metrics <sup>1</sup>	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 <sup>2</sup>	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%

<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 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 <sup>1</sup>	May – August 2019 <sup>2</sup>	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%

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

<sup>2</sup> 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 **7 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\*



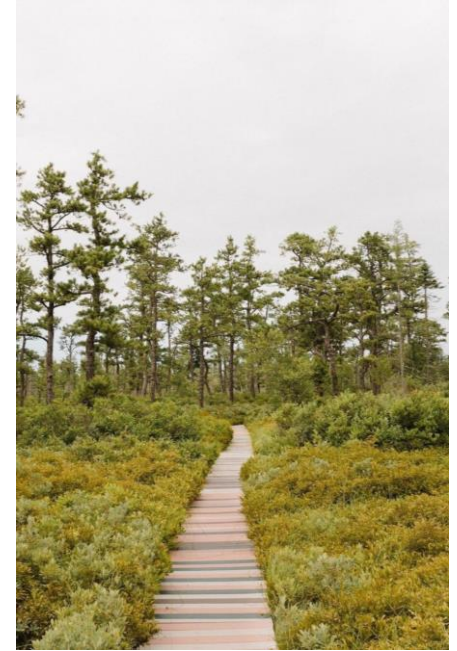
43% Relax & unwind



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



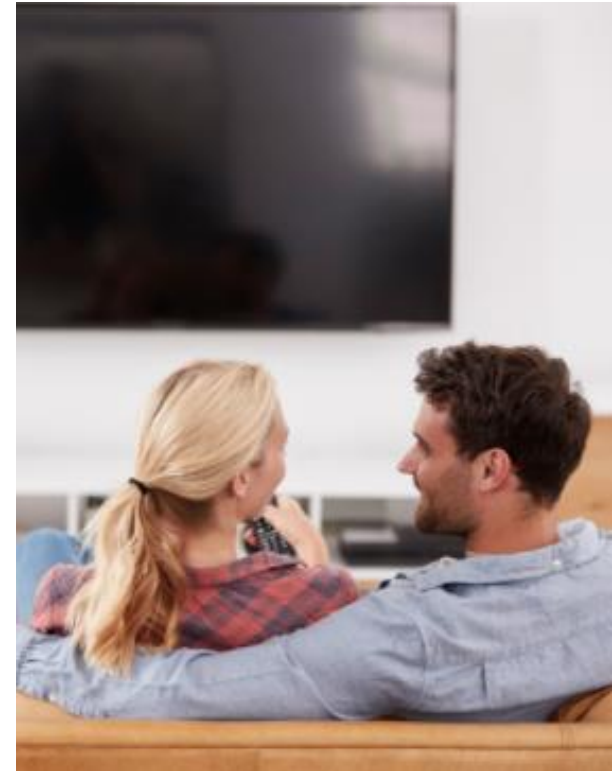
# TOP SOURCES OF ADVERTISING EXPOSURE\*



37% Social media



35% Internet



22% Cable or satellite  
television

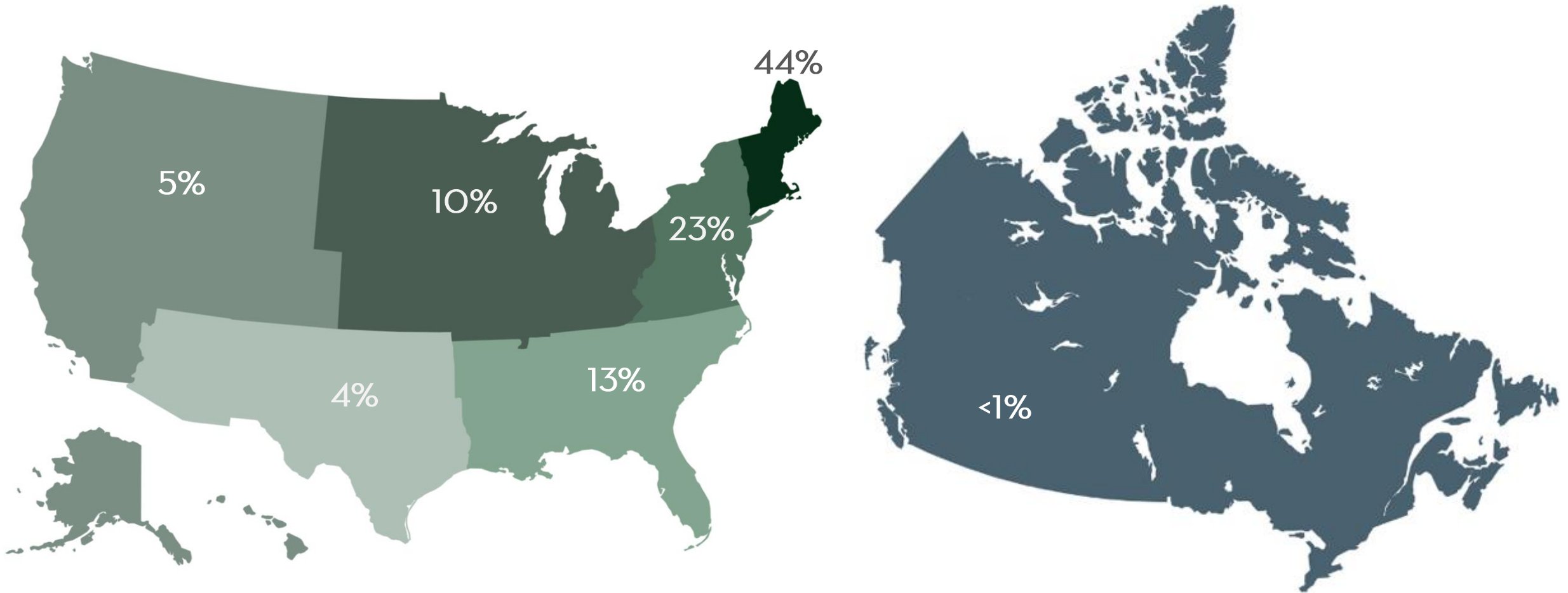
\*Multiple responses permitted.

# 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 City<sup>1</sup>



7% Boston, MA



4% Washington DC -  
Baltimore

<sup>1</sup>Metro 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

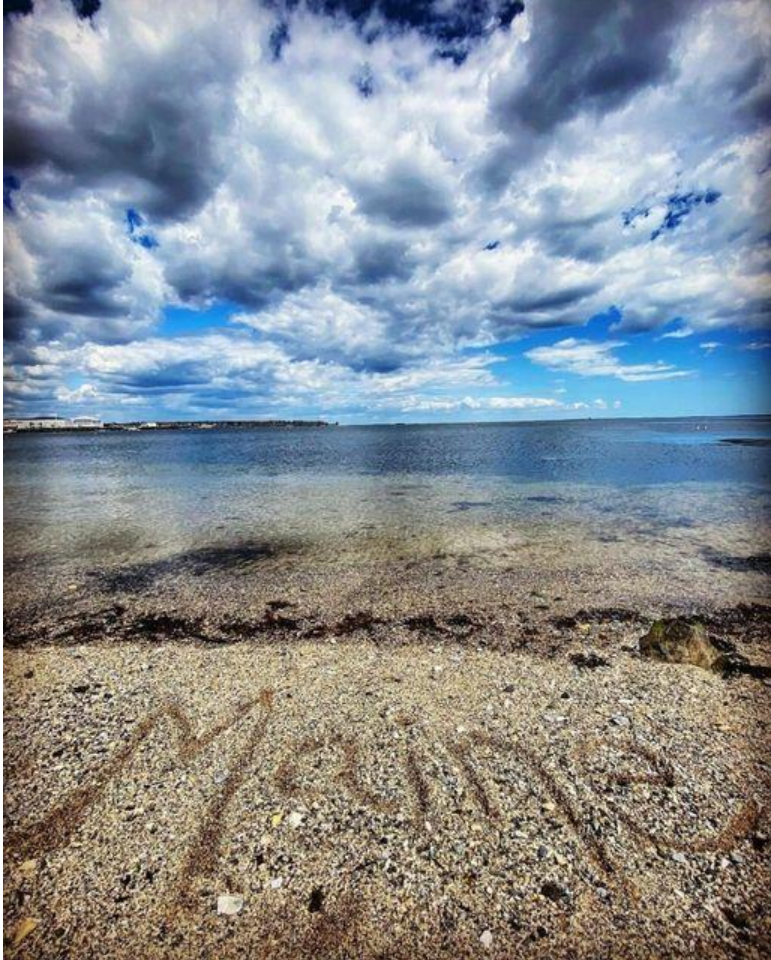




# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# 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."*

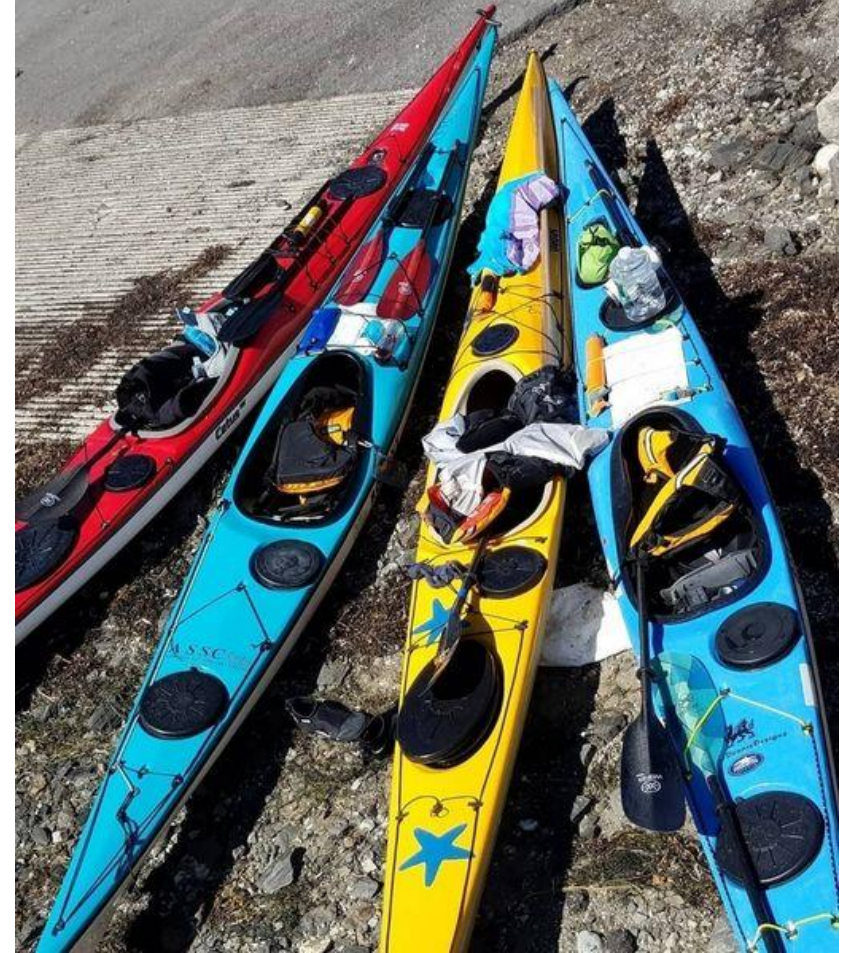
*"Golfing for me. Botanical Gardens for the wife."*

\*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



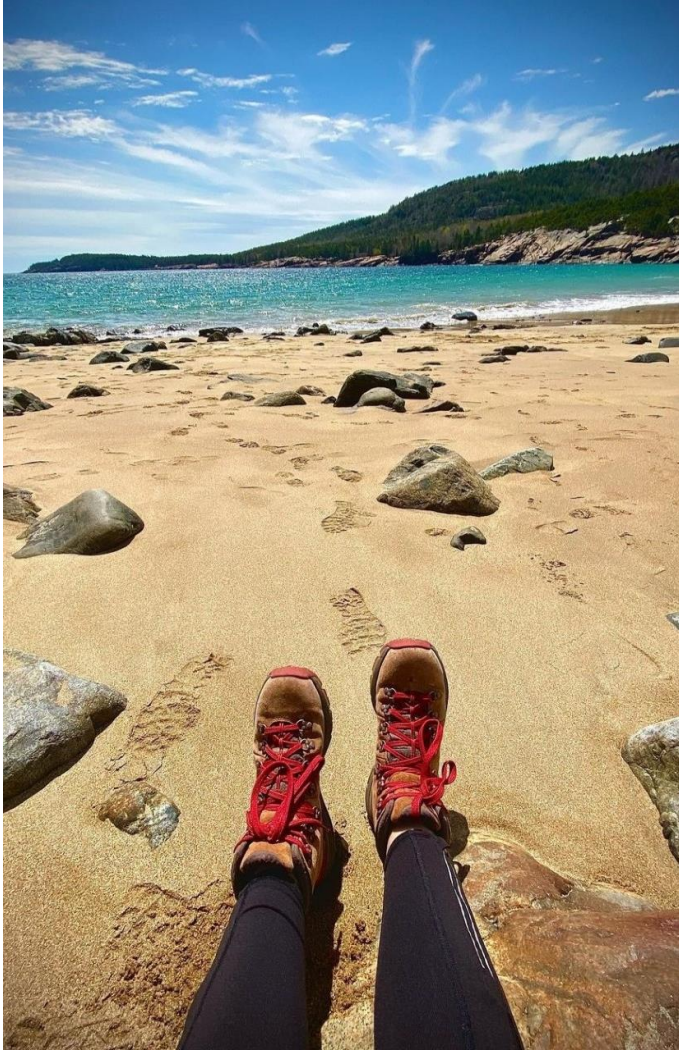
# LIKELIHOOD OF RETURNING TO MAINE

» 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.



# QUESTIONS??

