

# AROOSTOOK COUNTY

2021 Economic Impact & Visitor Tracking Report

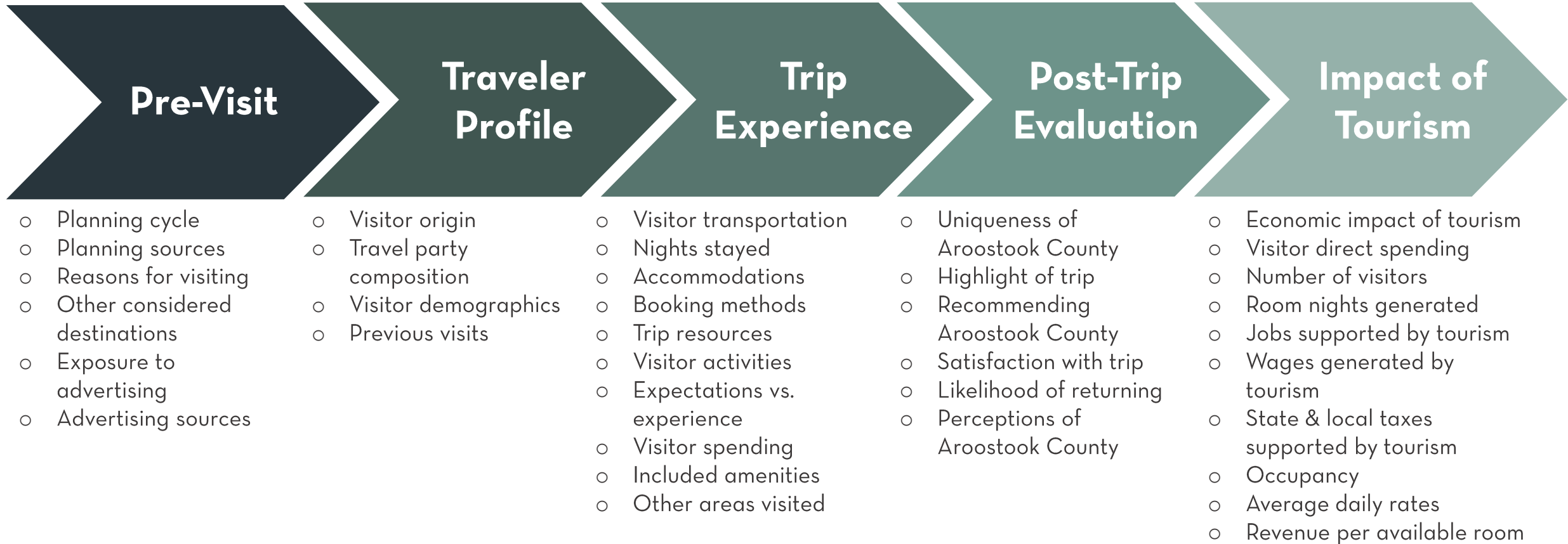


# INTRODUCTION



# STUDY OBJECTIVES – VISITOR JOURNEY

The objective of this study is to examine visitors' journeys in their trips to Maine and the subsequent economic impact of these journeys. This report examines trips to the **Aroostook County** region.



# METHODOLOGY



## *Visitor Tracking*

308 interviews were completed with visitors to Aroostook County online and in-person at local attractions, parks, hotels, visitor centers, service plazas, shops, downtown areas and events between December 1<sup>st</sup>, 2020, and November 30<sup>th</sup>, 2021\*.

## *Economic Impact*

Total economic impact of tourism on Aroostook County is a function of direct spending by visitors to the region, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

## *Multiplier*

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Maine. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.

\*This annual report runs from Dec 2020 – Nov 2021 in order to align with the Maine Office of Tourism's seasons.  
(Winter/Spring: Dec – Apr, Summer: May – Aug, Fall: Sept – Nov)



# PRESENTATION VERSION

This section of the report includes **topline results** from the 2021 Economic Impact and Visitor Tracking Study. It provides a visually pleasing, easy-to-read overview of key findings, and is typically used to present the data to government officials, media, etc.



# AROOSTOOK COUNTY



***Compared to visitors to other regions, visitors to Aroostook County region are more likely to:***

- » Have a shorter planning and booking cycle
- » Use less trip planning sources
- » Visit for the primary purpose of partaking in snow activities
- » Have seen, heard, or read about vacationing in Maine on social media
- » Stay with friends or family
- » Travel by themselves
- » Be a loyal visitor (11+ visits)
- » Indicate they “definitely will return” to Maine

# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# ECONOMIC IMPACT

Visitor spending in 2021 generated

**\$218,063,100**

in economic impact to Aroostook County,  
up **83.3%** from 2020





# DIRECT SPENDING

Visitors who took a trip to Aroostook  
County in 2021 spent

**\$141,986,400**

in the region on accommodations,  
restaurants, groceries, transportation,  
attractions, entertainment, and shopping,  
up **85.0%** from 2020



# VISITORS

Aroostook County attracted

**286,300**

visitors in 2021, up **32.3%** from 2020



# ROOM NIGHTS

Visitors to Aroostook County  
generated

**160,600**

room nights in paid  
accommodations in 2021, down  
**16.1%** from 2020





# JOBS SUPPORTED

Visitors' direct spending supported

**1,900**

jobs in Aroostook County, while the  
total economic impact of tourism in  
Aroostook County supported

**2,500**

jobs





# WAGES SUPPORTED

Visitors' direct spending supported

**\$48,074,200**

in wages for employees in Aroostook County,  
while the total economic impact of tourism in  
Aroostook County supported

**\$67,358,700**

in wages for employees in Aroostook County



# VISITORS CREATE JOBS

An Aroostook County job is supported by  
every

**115**

visitors



# HOUSEHOLD SAVINGS

Visitors to Aroostook County  
saved local residents

**\$698**

in taxes per household in 2021



# LODGING METRICS

<i>Lodging Metrics</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>33.1%</i>	<i>41.4%</i>	<i>+ 25.1%</i>
<i>Average Daily Rate</i>	<i>\$90.66</i>	<i>\$100.98</i>	<i>+ 11.4%</i>
<i>Revenue per Available Room</i>	<i>\$30.01</i>	<i>\$41.81</i>	<i>+ 39.3%</i>
<i>Total Accommodations Revenue</i>	<i>\$17,352,600</i>	<i>\$27,757,000</i>	<i>+ 60.0%</i>



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

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



# TOP ONLINE TRIP PLANNING SOURCES\*



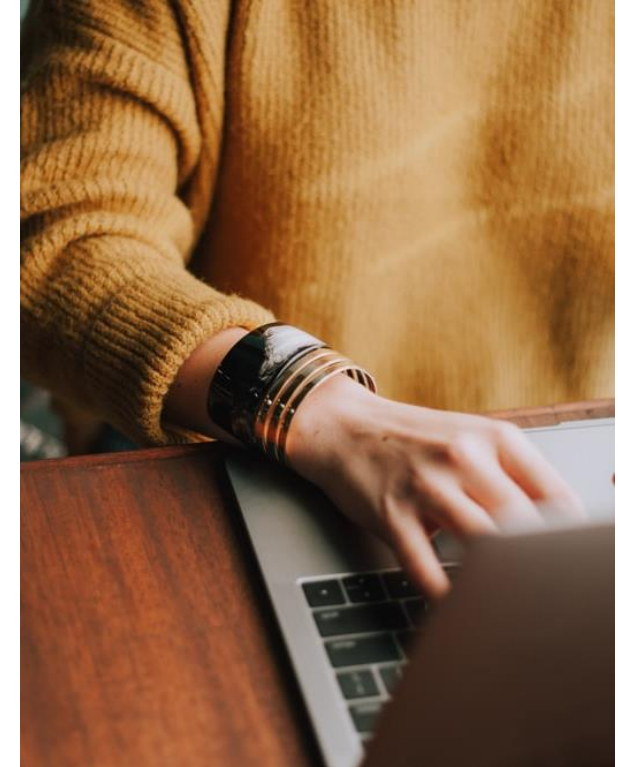
**19%** Online search engines



**11%** Facebook



**10%** Online travel agency



**7%** Hotel websites

\*Multiple responses permitted.

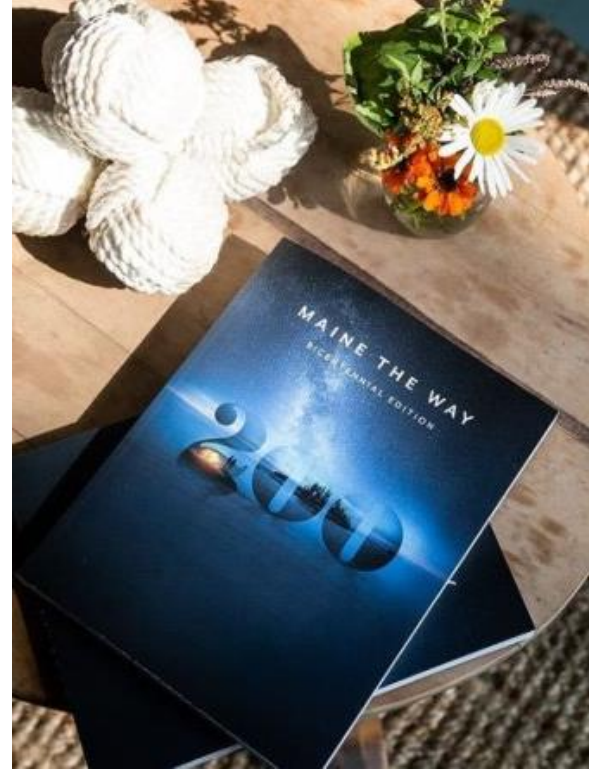
# TOP OFFLINE TRIP PLANNING SOURCES\*



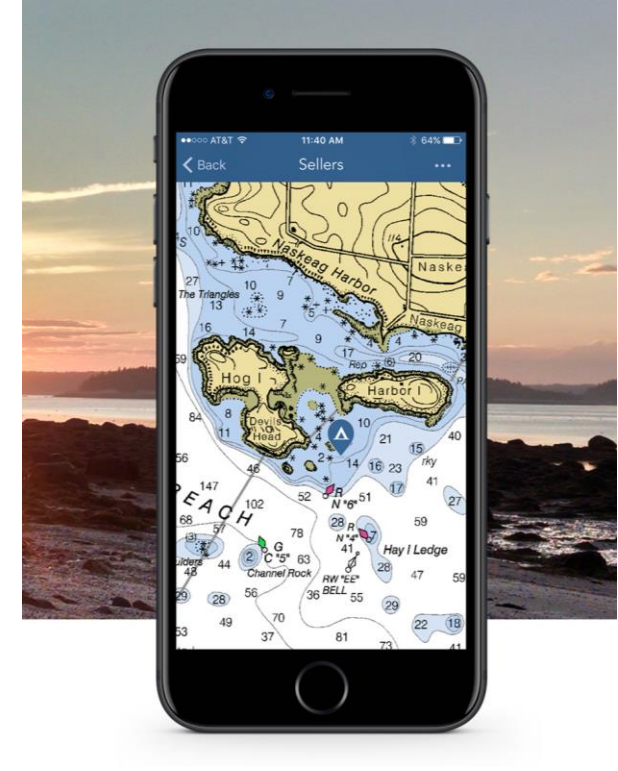
**26%** Advice from friends/family



**7%** Travel guides/brochures



**6%** Travel books & magazines



**5%** Travel planning apps

\*Multiple responses permitted.



# TOP REASONS FOR VISITING\*



**34%** Visiting friend/relatives



**27%** Snow activities



**18%** Relax and unwind

\*Up to three responses permitted.

# CONSIDERING MAINE AS A DESTINATION

» **Over 3 in 4** visitors to Aroostook County did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip





# PRE-TRIP EXPOSURE TO ADVERTISING

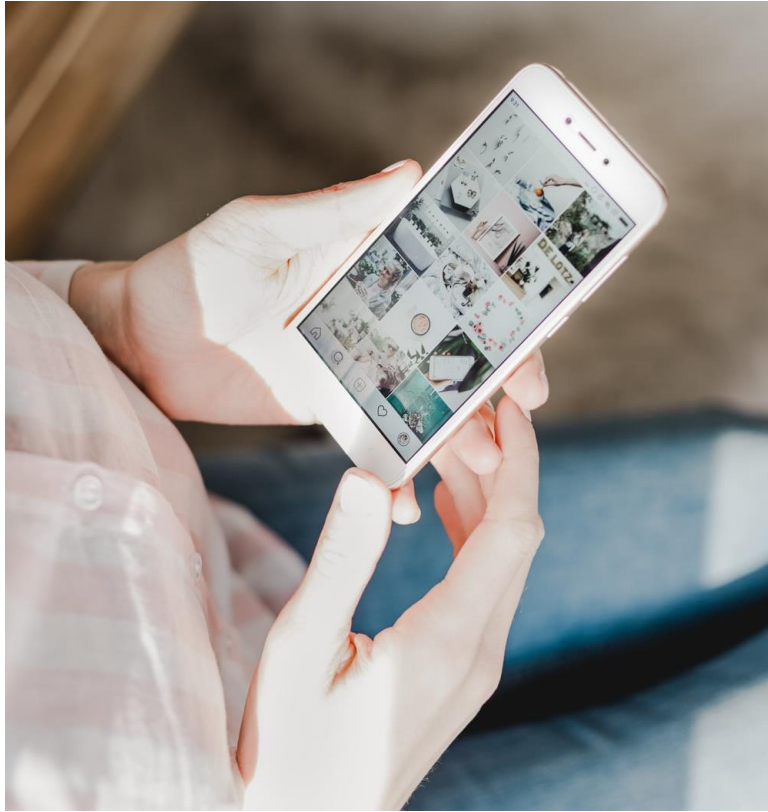
- » **Over 1 in 4** visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to Aroostook County





# TOP SOURCES OF ADVERTISING EXPOSURE\*

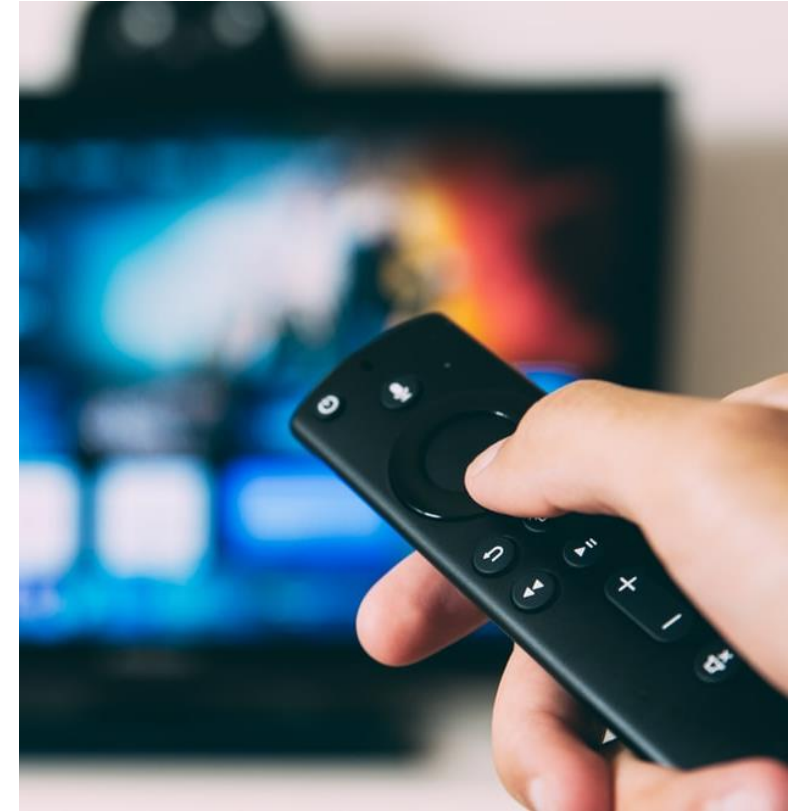
Base: 27% who noticed advertising



**53%** Social Media



**33%** Internet



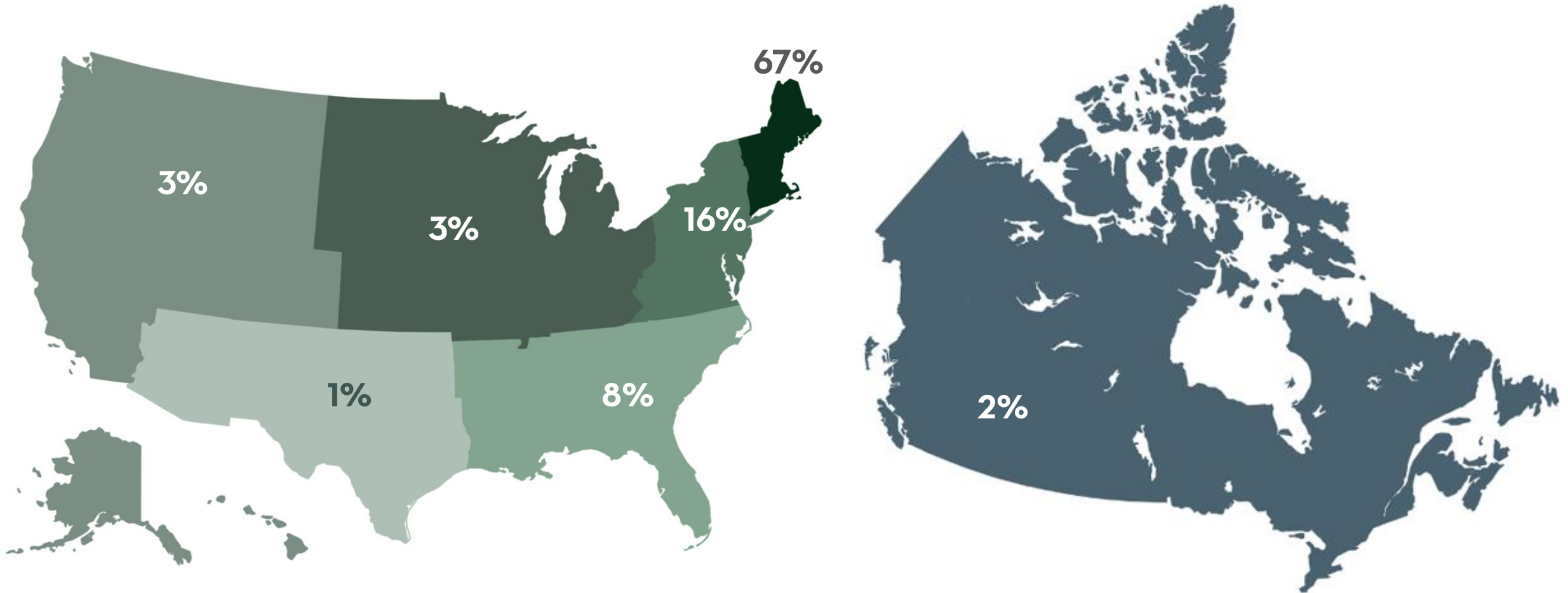
**17%** Cable or satellite television

\*Multiple responses permitted.

# TRIP PLANNING CYCLE : TRAVELER PROFILE



# REGIONS OF ORIGIN



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



# TOP ORIGIN STATES & PROVINCES



# 78%

of visitors to Aroostook County traveled from **6** U.S. states, including from other regions of Maine.



**Maine (45%)**



**Massachusetts (10%)**



**New York (8%)**



**New Hampshire (6%)**



**Connecticut (5%)**



**Florida (4%)**

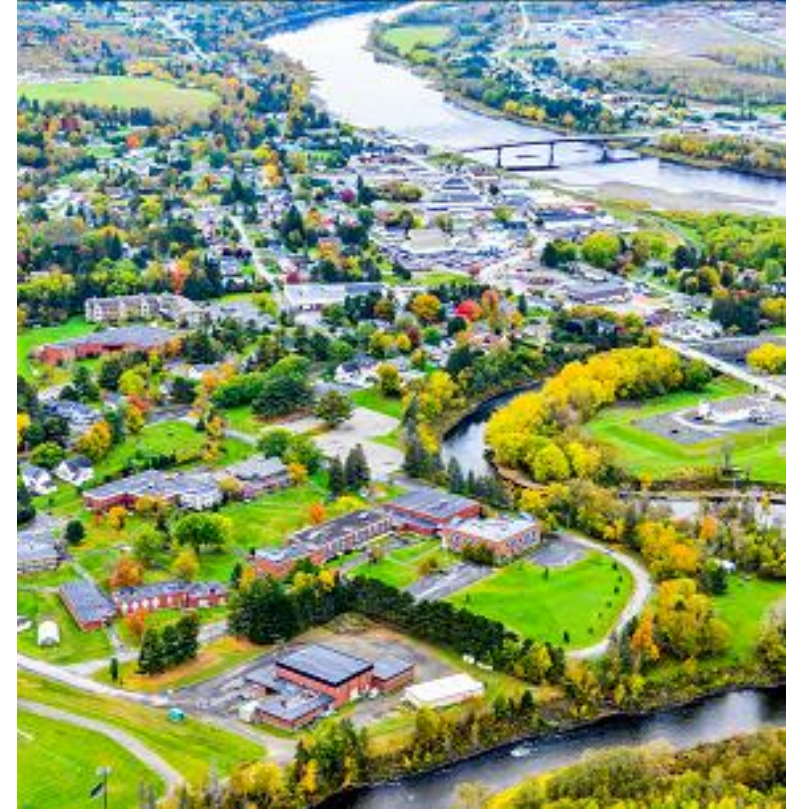
# TOP ORIGIN MARKETS



**8%** New York City<sup>1</sup>



**7%** Bangor, ME



**7%** Ft. Kent – St. Agatha, ME

<sup>1</sup> Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.



# TRAVEL PARTIES

The typical Aroostook County visitor traveled with **2.4** people in their visitor party



**14%** of visitors traveled with at least one person under the age of 18 in their travel party





# DEMOGRAPHIC PROFILE



**43** Years old<sup>1</sup>



**61%** Male\*



**94%** White/Caucasian

\*Of visitors interviewed.  
<sup>1</sup>Median age.



# LIFESTYLE PROFILE



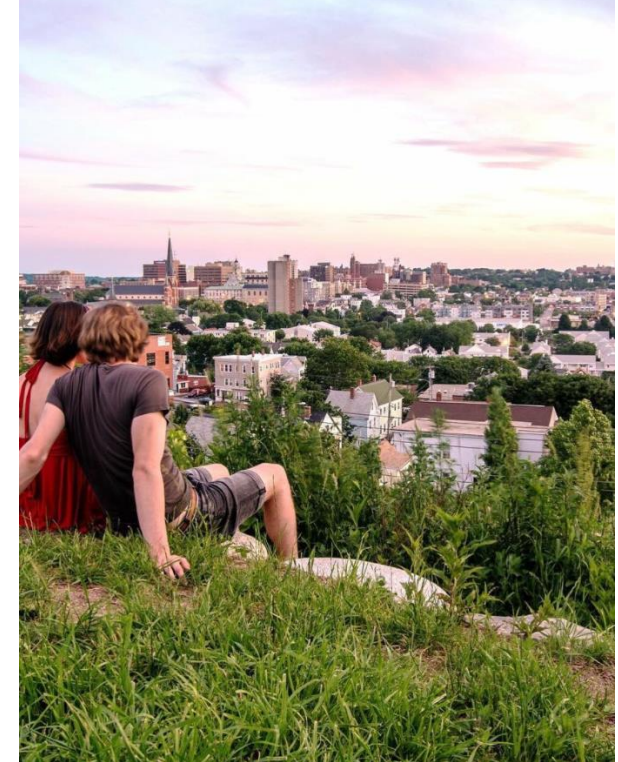
**71%** Married/domestic partnership



**73%** Employed



**\$77,500** Annual household income<sup>1</sup>



**60%** College graduate

<sup>1</sup>Median household income.

# NEW & RETURNING VISITORS

- » **10%** of visitors to Aroostook County were traveling in Maine for the first time
- » **Over half** of visitors to Aroostook County had previously traveled in Maine more than 10 times



# TRIP PLANNING CYCLE : TRIP EXPERIENCE





# TRANSPORTATION

- » **96%** of visitors drove to their Aroostook County destination
- » **2%** of Aroostook County visitors flew to Maine through Presque Isle International Airport



# NIGHTS STAYED

- » **69%** of visitors to Aroostook County spent at least one night in Maine
- » Typical visitors to Aroostook County stayed **5.1** nights in Maine on their trip





# TOP ACCOMMODATIONS



**31%** Did not stay overnight



**24%** Friends/family home



**23%** Hotel/motel/resort



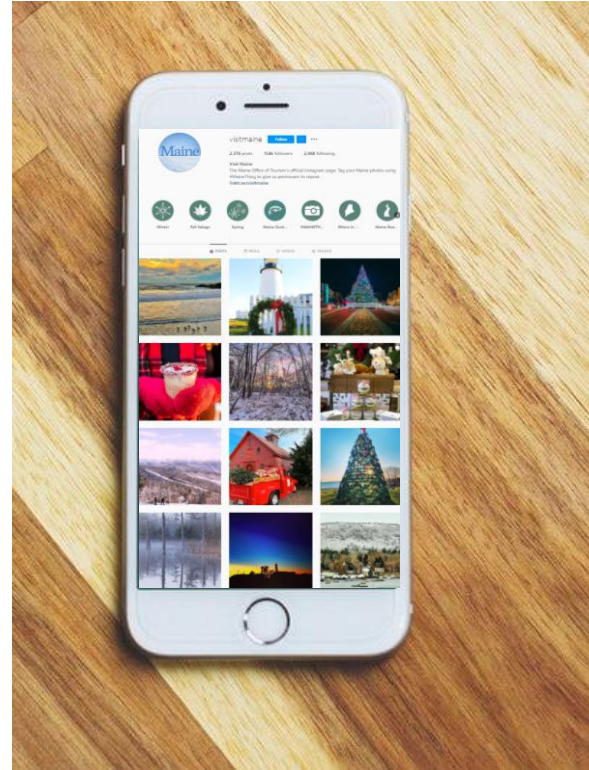
# TOP IN-MARKET VISITOR RESOURCES\*



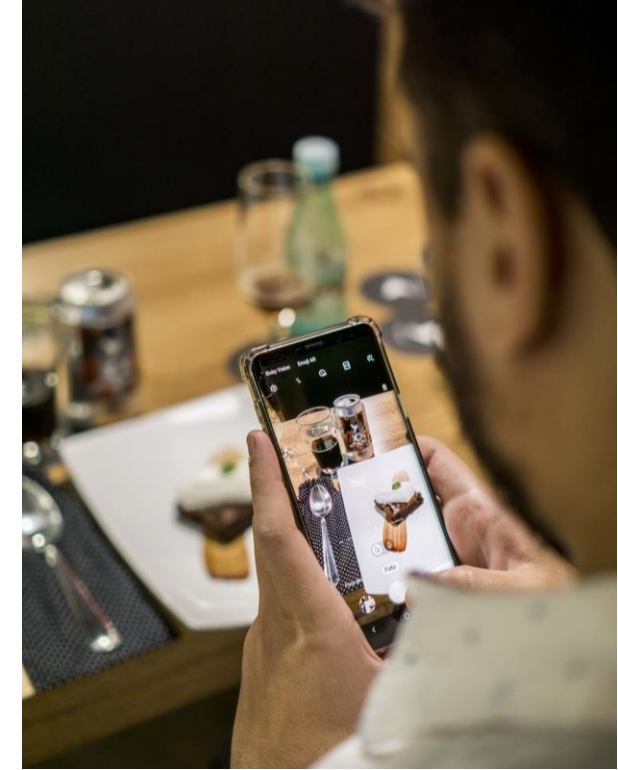
**26%** Navigation websites/apps



**13%** Personal social media



**11%** Destination social media



**10%** Restaurant website/app

\*Multiple responses permitted.



# TOP VISITOR ACTIVITIES\*



**53%** Food/beverage/ culinary



**52%** Active outdoor activities



**41%** Touring/sightseeing

\*Multiple responses permitted.

# VISITING OTHER STATES & PROVINCES

- » **Nearly 9 in 10** visitors did not visit any other U.S. state or Canadian province on their trip to Aroostook County
- » Visitors to Aroostook County were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip





# TRAVELING WITHIN MAINE

- » **Nearly half** of visitors traveled to regions other than Aroostook County during their trip to Maine
- » **The Maine Highlands & Downeast & Acadia** were regions most often visited





# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors to Aroostook County would recommend Maine to a friend or relative as a vacation destination
- » **96%** of visitors would recommend Aroostook County as a place to visit or vacation (**86%** would definitely recommend Aroostook County)





# LIKLIHOOD OF RETURNING TO MAINE

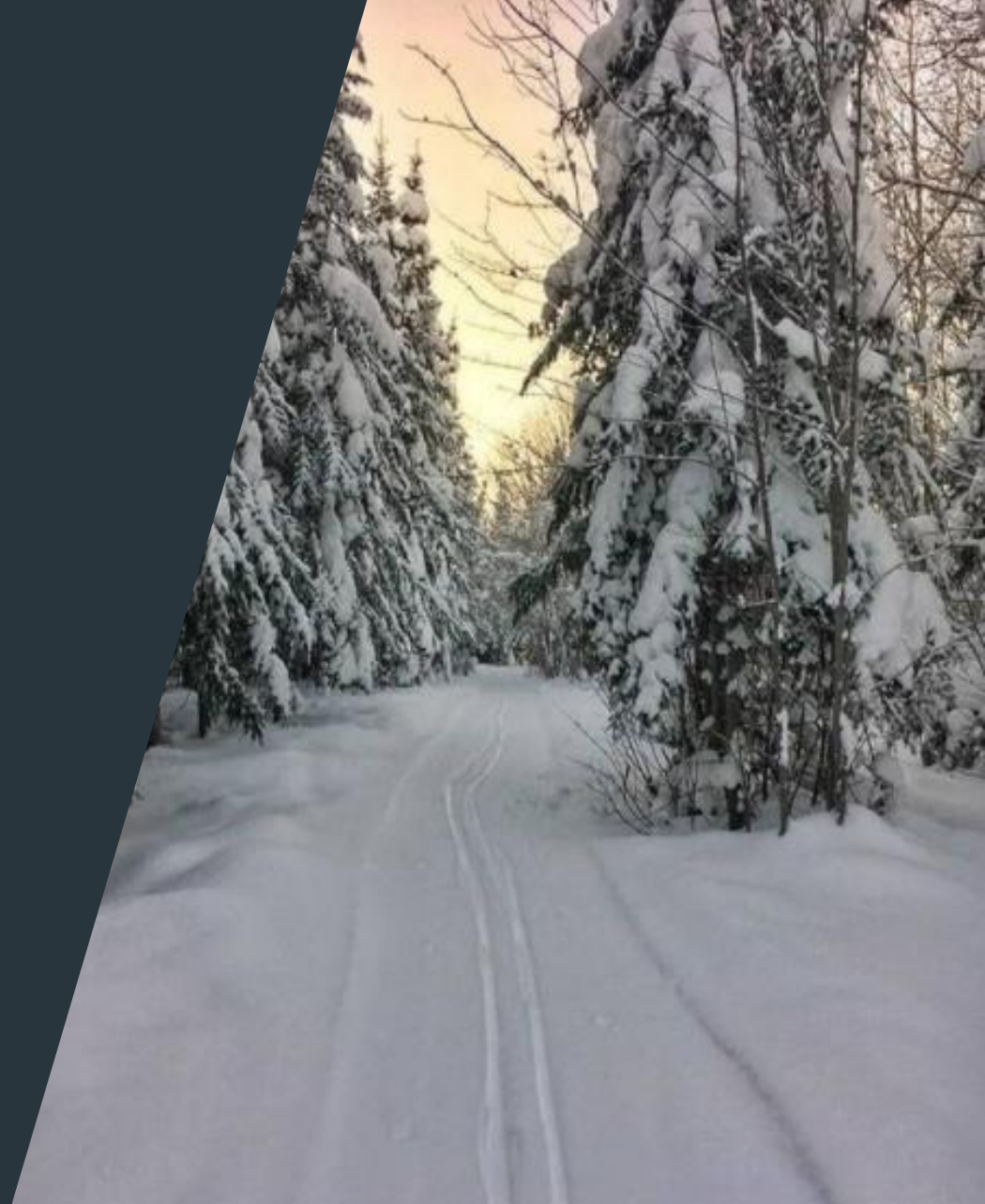
- » **99%** of visitors to Aroostook County will likely return to Maine for a vacation in the future
- » **91%** of visitors “definitely will return” to Maine for a vacation in the future





# DETAILED FINDINGS

This section of the report includes **detailed results** from the 2021 Economic Impact and Visitor Tracking Study and can be used to take a deeper dive into the data.



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# ECONOMIC IMPACT INDICATORS

<i><b>Economic Impact</b></i>	<i><b>2020</b></i>	<i><b>2021</b></i>	<i><b>% Change</b></i>
<i>Visitors</i>	216,400	286,300	+ 32.3%
<i>Room nights generated</i>	191,400	160,600	- 16.1%*
<i>Direct expenditures</i>	\$76,736,700	\$141,986,400	+ 85.0%
<i>Total economic impact</i>	\$118,941,900	\$218,063,100	+ 83.3%

\*Fewer units available



# IMPACT OF TOURISM

<b>Aroostook County Jobs</b>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Jobs supported (direct)</i>	1,100	1,900	+ 72.7%
<i>Total impact of tourism on Aroostook County jobs</i>	1,400	2,500	+ 78.6%

<b>Aroostook County Wages</b>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Wages paid (direct)</i>	\$25,991,900	\$48,074,200	+ 85.0%
<i>Total impact of tourism on Aroostook County wages</i>	\$36,236,200	\$67,358,700	+ 85.9%

# IMPACT OF TOURISM

<i><b>Return on Investment</b></i>	<i><b>2020</b></i>	<i><b>2021</b></i>
<i>Visitors per job supported</i>	155	115
<i>State &amp; local taxes supported</i>	\$12,189,300	\$20,606,600
<i>Tax savings per household</i>	\$413	\$698

# LODGING METRICS

<i>Lodging Metrics</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>33.1%</i>	<i>41.4%</i>	<i>+ 25.1%</i>
<i>Average Daily Rate</i>	<i>\$90.66</i>	<i>\$100.98</i>	<i>+ 11.4%</i>
<i>Revenue per Available Room</i>	<i>\$30.01</i>	<i>\$41.81</i>	<i>+ 39.3%</i>
<i>Total Accommodations Revenue</i>	<i>\$17,352,600</i>	<i>\$27,757,000</i>	<i>+ 60.0%</i>



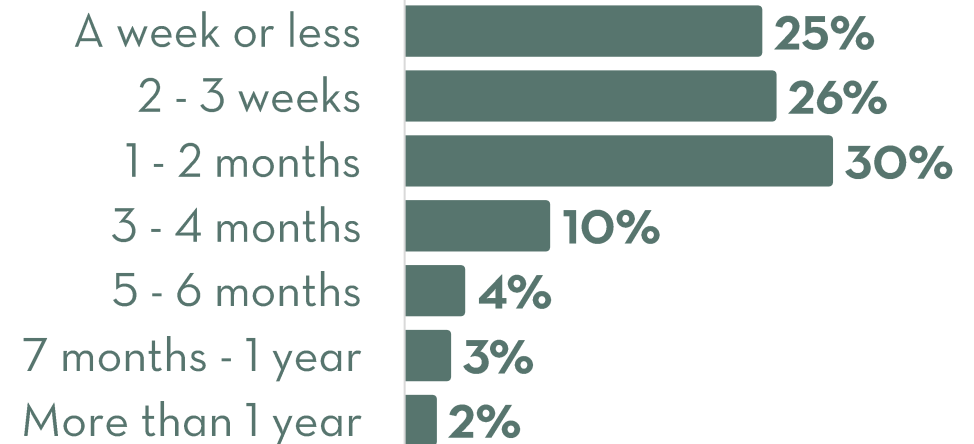
# TRIP PLANNING CYCLE : PRE-VISIT



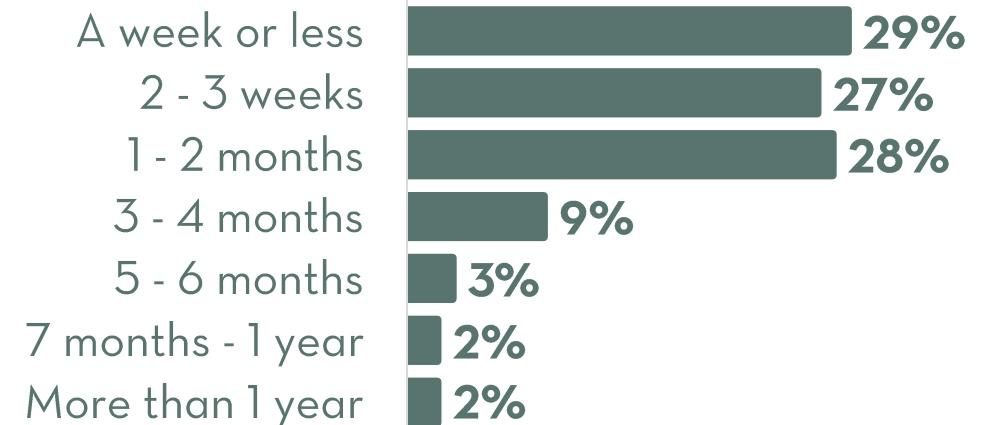
# TRIP PLANNING CYCLE

- » **Over half** of visitors started planning travel within a month of their trip
- » Very few visitors **(9%)** have planning windows longer than 4 months
- » **Nearly 3 in 5** visitors have a booking window of less than 1 month
- » Very few visitors **(7%)** booked accommodations 5+ months in advance

## *Beginning of Trip Planning Cycle*

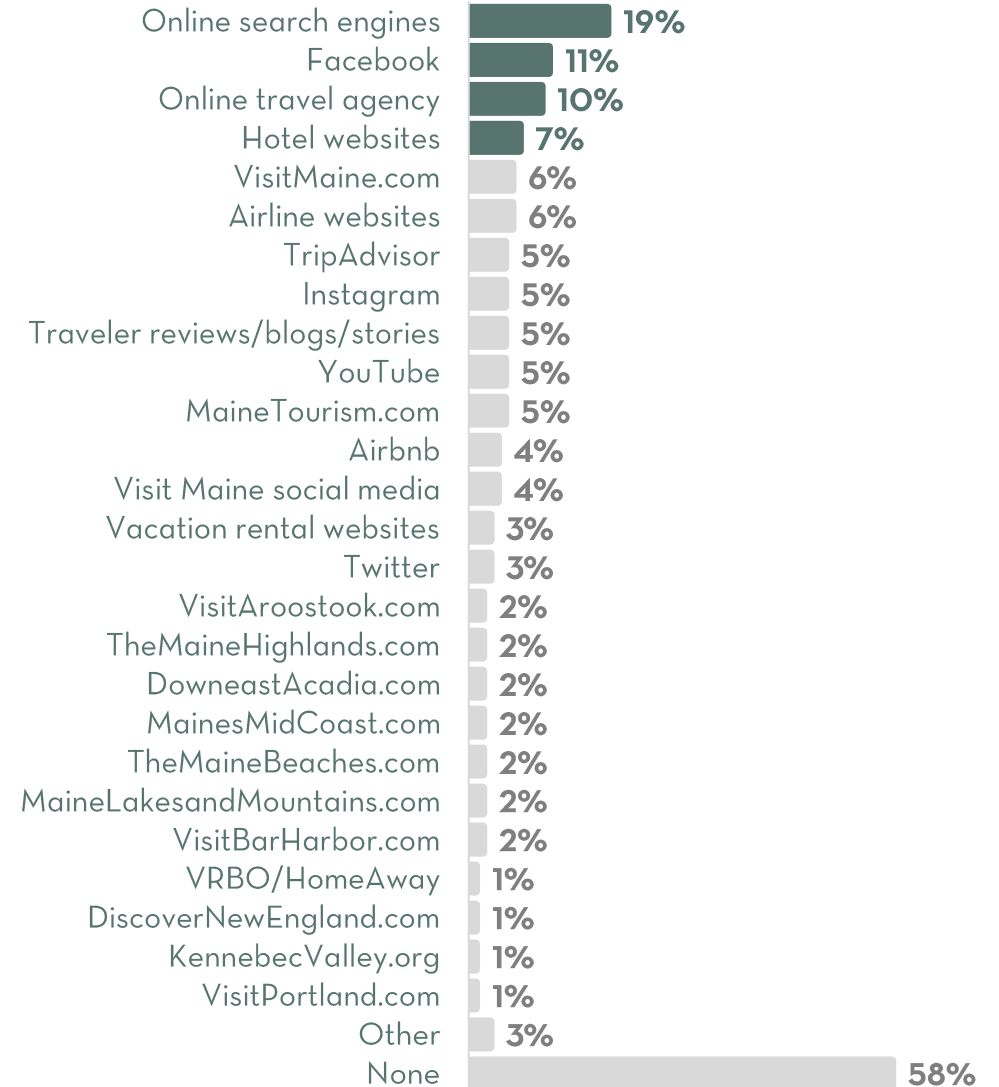


## *Booked Accommodations/Made Trip Decisions*



# ONLINE TRIP PLANNING SOURCES\*

- » **Over 2 in 5** visitors used one or more online resources to help them plan their trip in Aroostook County
- » **Nearly 1 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Aroostook County
- » **Roughly 1 in 10** visitors used Facebook or an online travel agency to help plan their trip

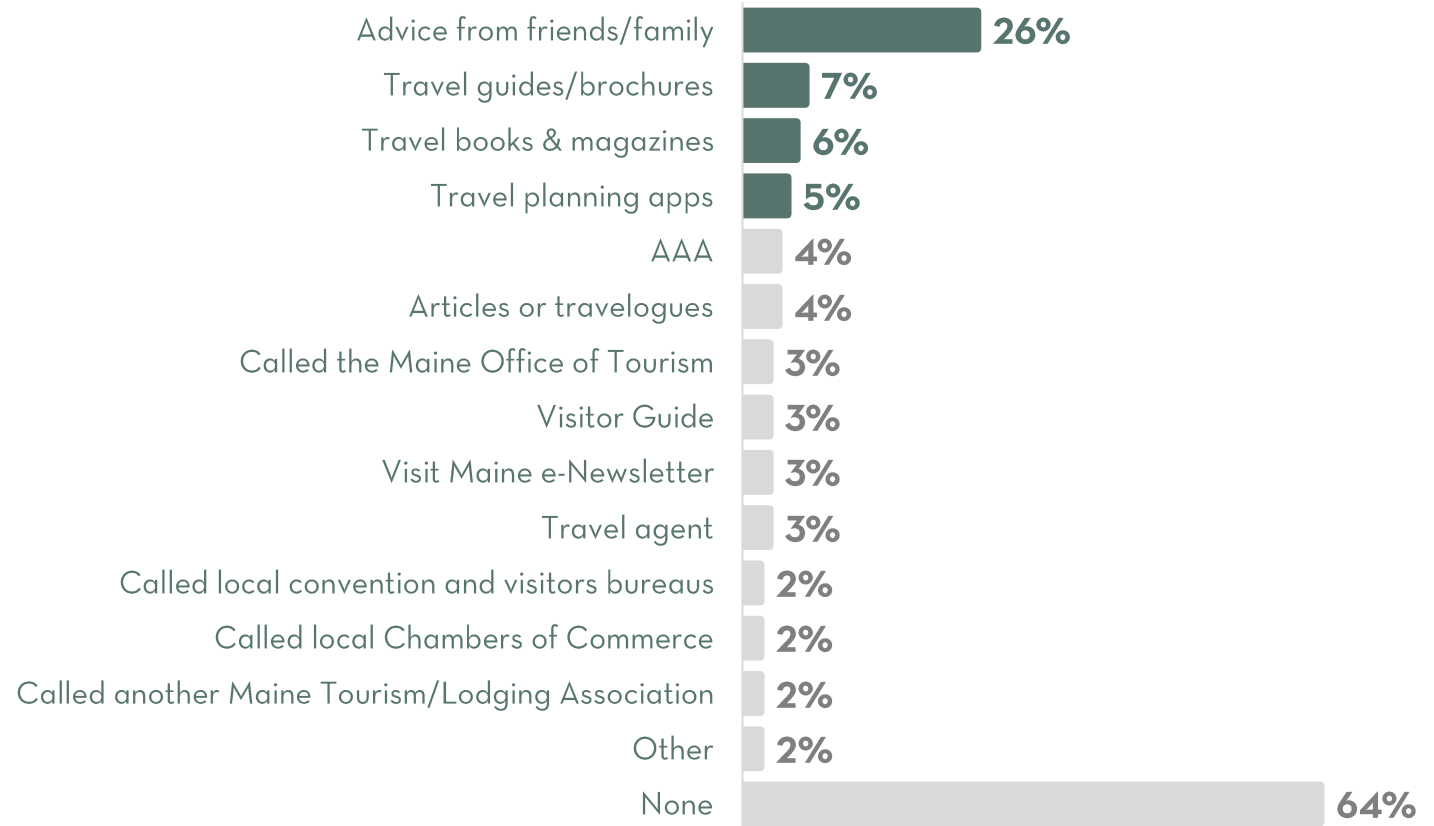


\*Multiple responses permitted.



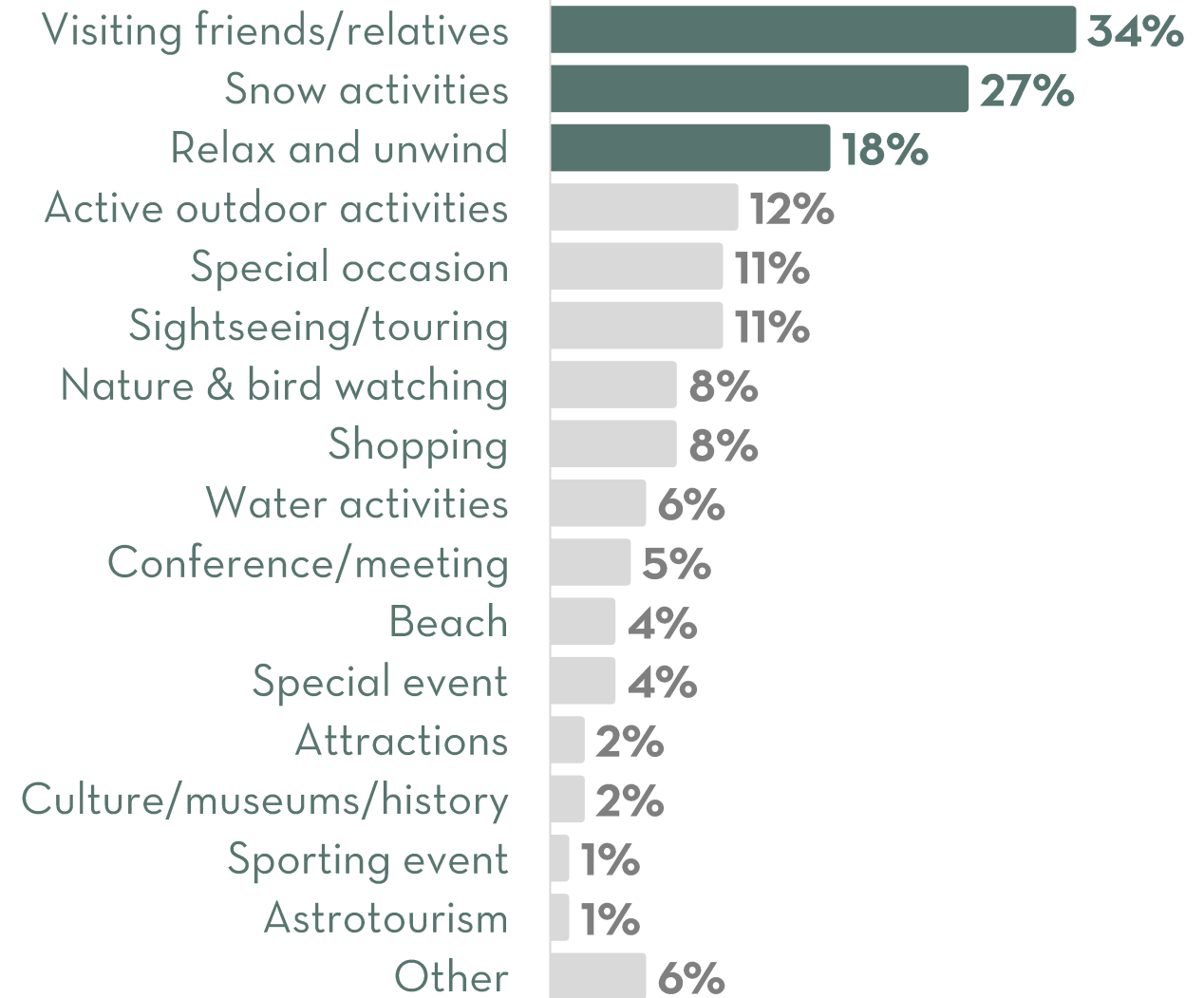
# OFFLINE TRIP PLANNING SOURCES\*

- » **26%** of visitors relied on advice from their friends and family to help them plan their trip in Aroostook County
- » **Nearly 2 in 3** visitors did not use any other resources to help them plan their trip in Aroostook County



# REASONS FOR VISITING\*

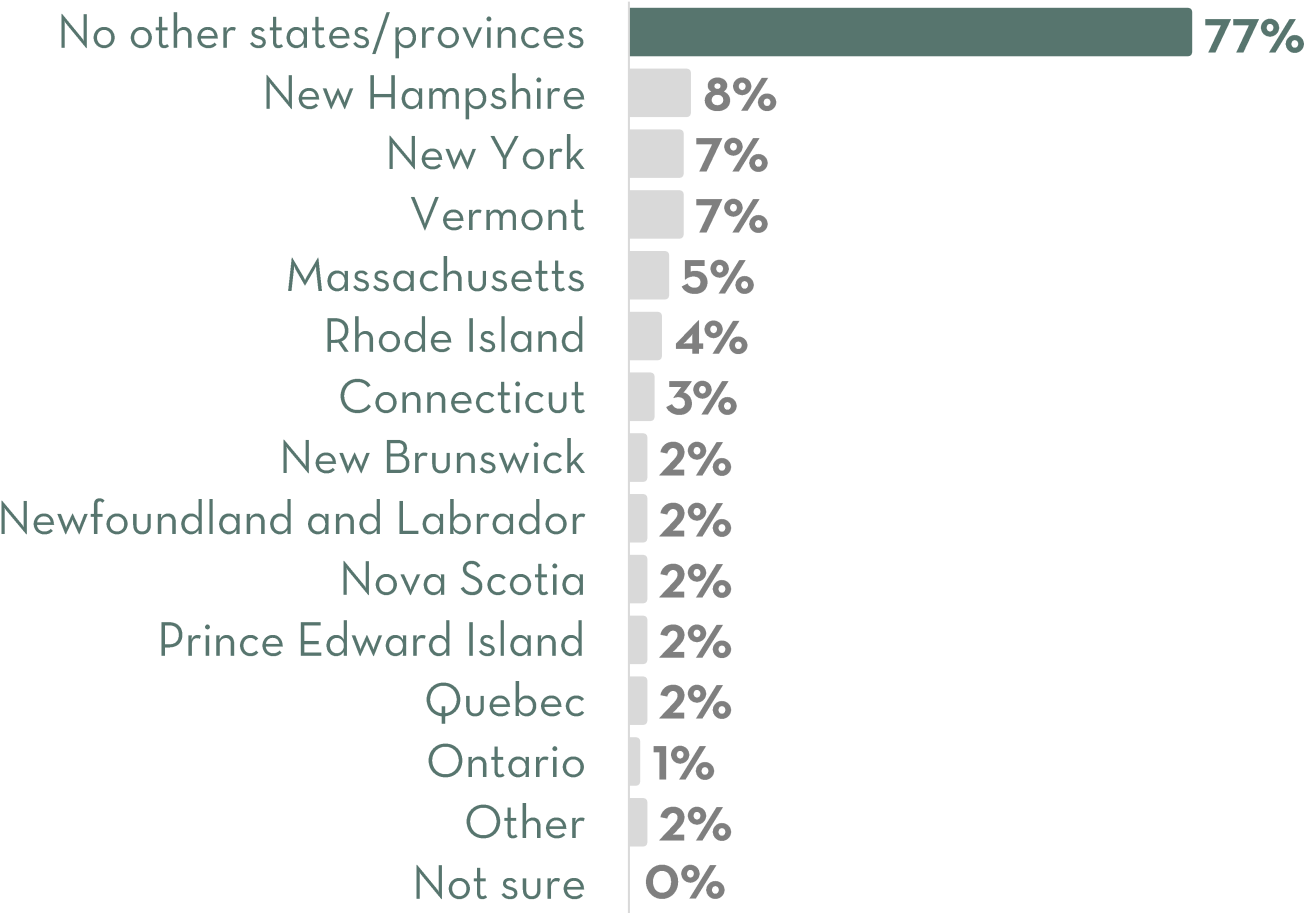
- » **Over 1 in 3** visitors primarily traveled to Aroostook County to visit friends and relatives
- » **Over 1 in 4** visitors primarily came to Aroostook County to partake in snow activities
- » During 2021, **18%** of visitors came to Aroostook County to relax and unwind



\*Multiple responses permitted.

# OTHER STATES & PROVINCES CONSIDERED\*

- » **Over 3 in 4** visitors to Aroostook County 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

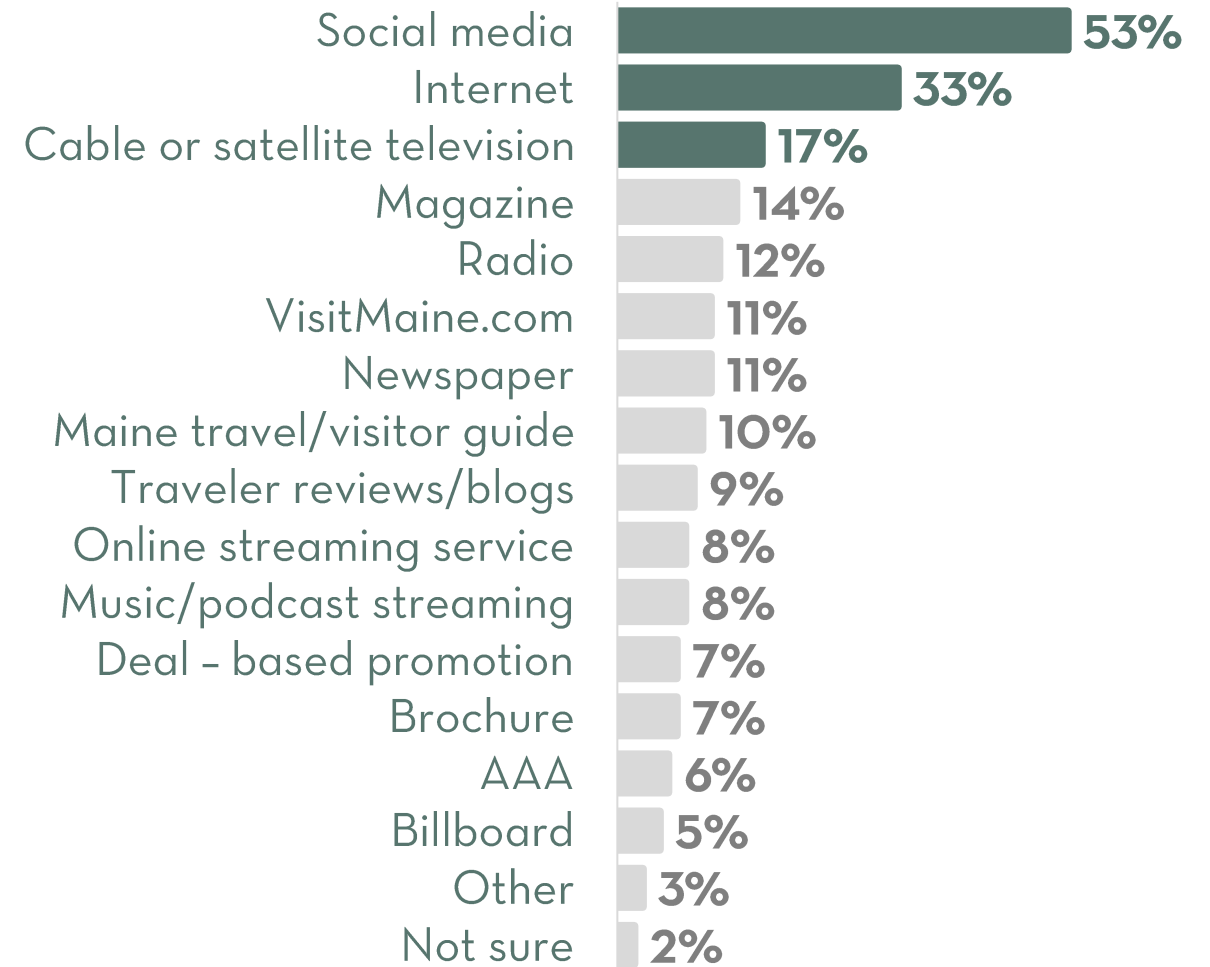




# PRE-TRIP EXPOSURE TO ADVERTISING\*

- » **27%** of visitors noticed advertising or promotions for Maine prior to their trip to Aroostook County
- » Visitors who were exposed to this advertising primarily saw it on **social media**, the **internet**, or **cable/satellite television**

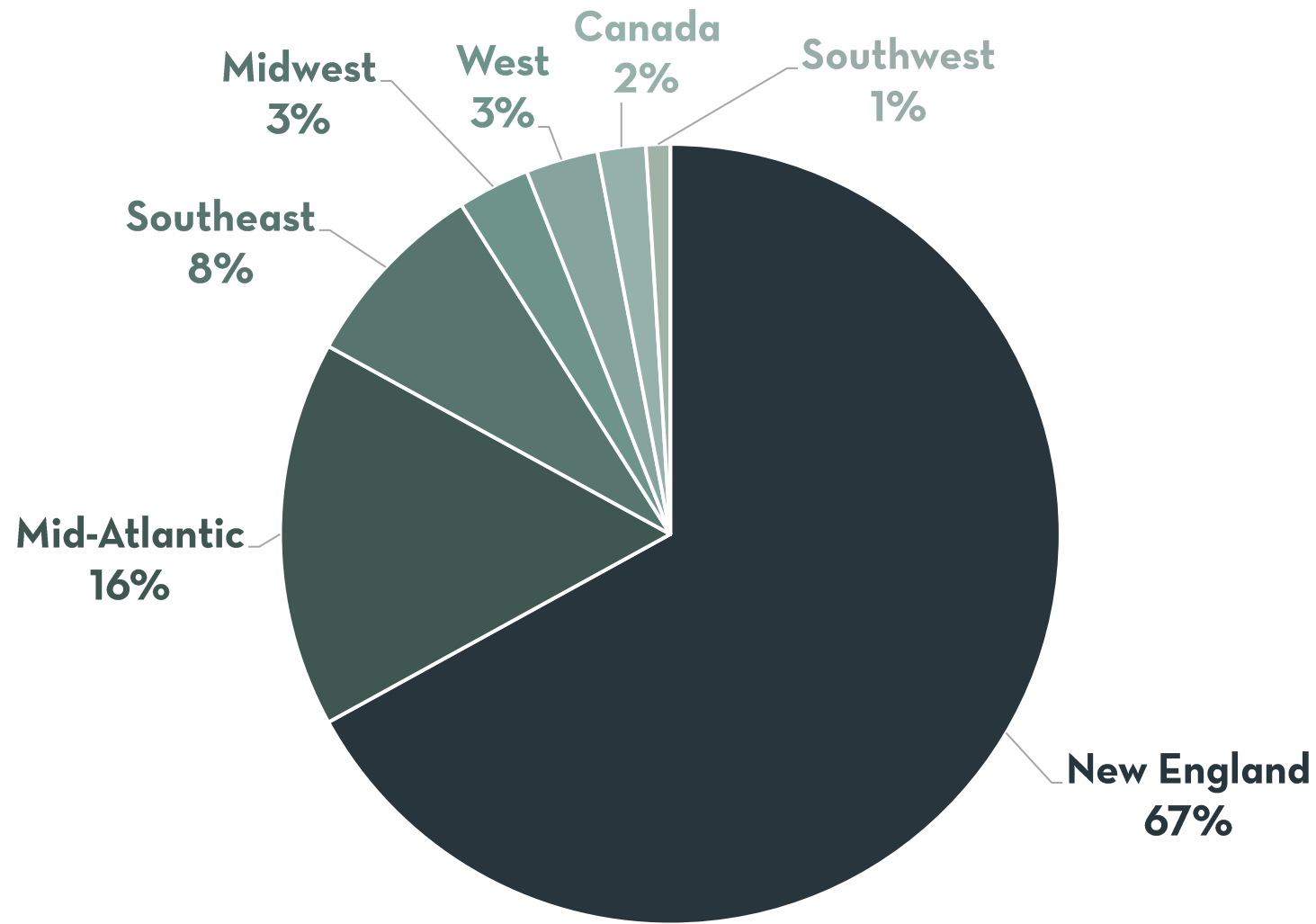
Base: 27% who noticed ads



# TRIP PLANNING CYCLE : TRAVELER PROFILE



# VISITOR ORIGINS





# TOP ORIGIN STATES & PROVINCES

- » **Nearly half** of Aroostook County visitors were from Maine
- » **Nearly 9 in 10** visitors came from **9** U.S. states

State/Country	Percent
Maine	45%
Massachusetts	10%
New York	8%
New Hampshire	6%
Connecticut	5%
Florida	4%
North Carolina	3%
Pennsylvania	3%
New Jersey	2%

# TOP ORIGIN MARKETS

- » More visitors traveled to Aroostook County from **New York City metro area** than from any other market
- » **Over 2 in 5** visitors traveled from **11** markets in Maine, other U.S. states, and Canada

Market	Percent
New York City <sup>1</sup>	8%
Bangor	7%
Ft. Kent - St. Agatha	7%
Presque Isle	4%
Boston	3%
Portland	3%
Washington DC - Baltimore <sup>2</sup>	2%
Augusta	2%
Millinocket	2%
Waterville	2%
Springfield, MA	2%

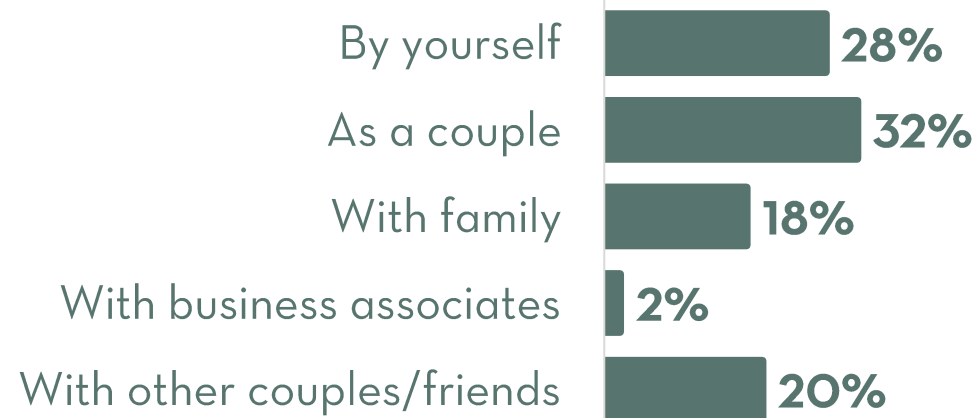
<sup>1</sup> Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup> Includes parts of Maryland, Virginia, and West Virginia.

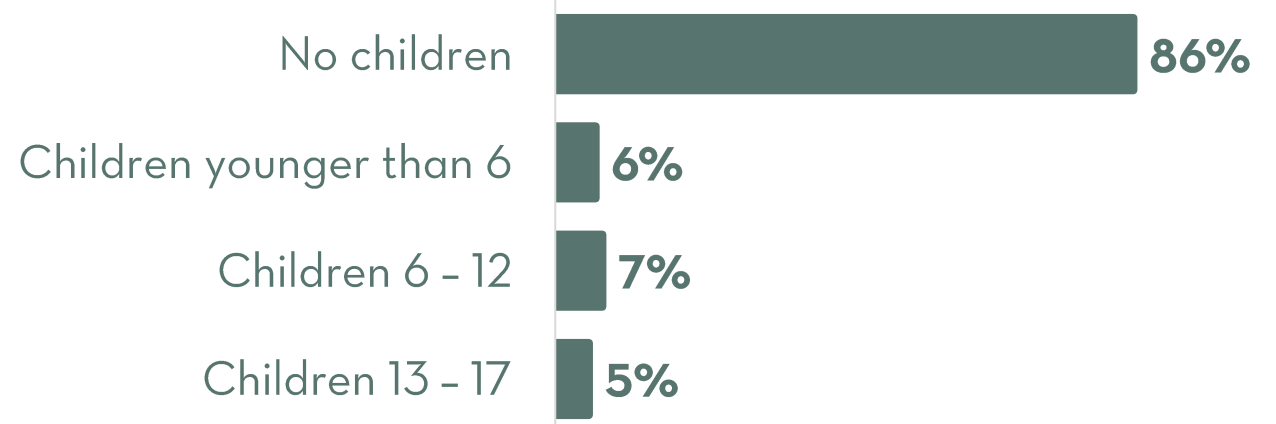
# TRAVEL PARTIES

- » Typical visitors traveled in Aroostook County with a party of **2.4** people
- » **Over 1 in 4** visitors traveled as a couple
- » Only **14%** of visitors traveled in Aroostook County with one or more children in their travel party

## Travel Party Composition



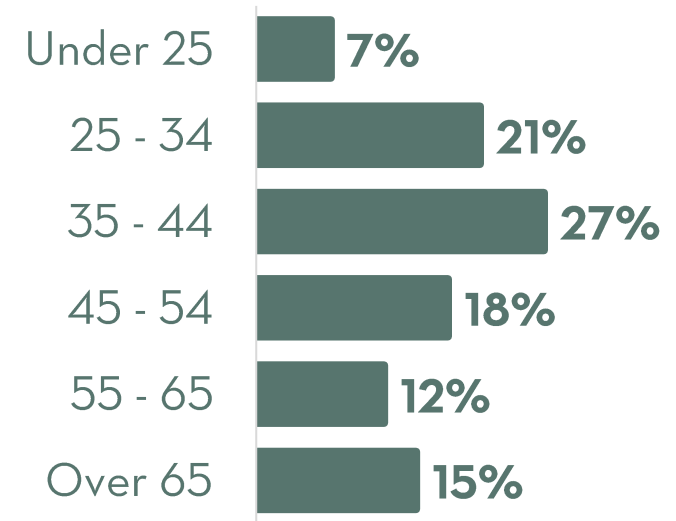
## Children in Travel Party\*



\*Multiple responses permitted.

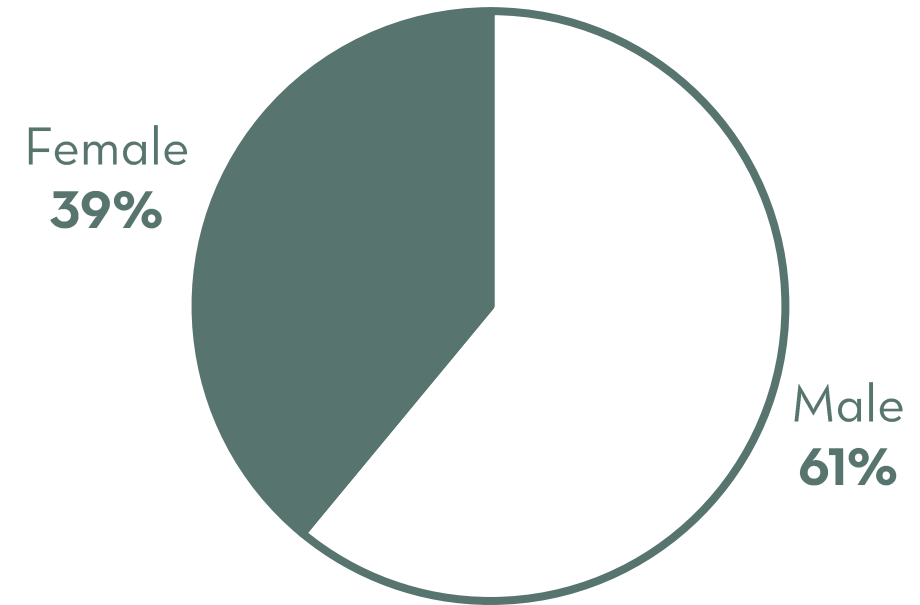


- » The average age of visitors to Aroostook County is **43** years old



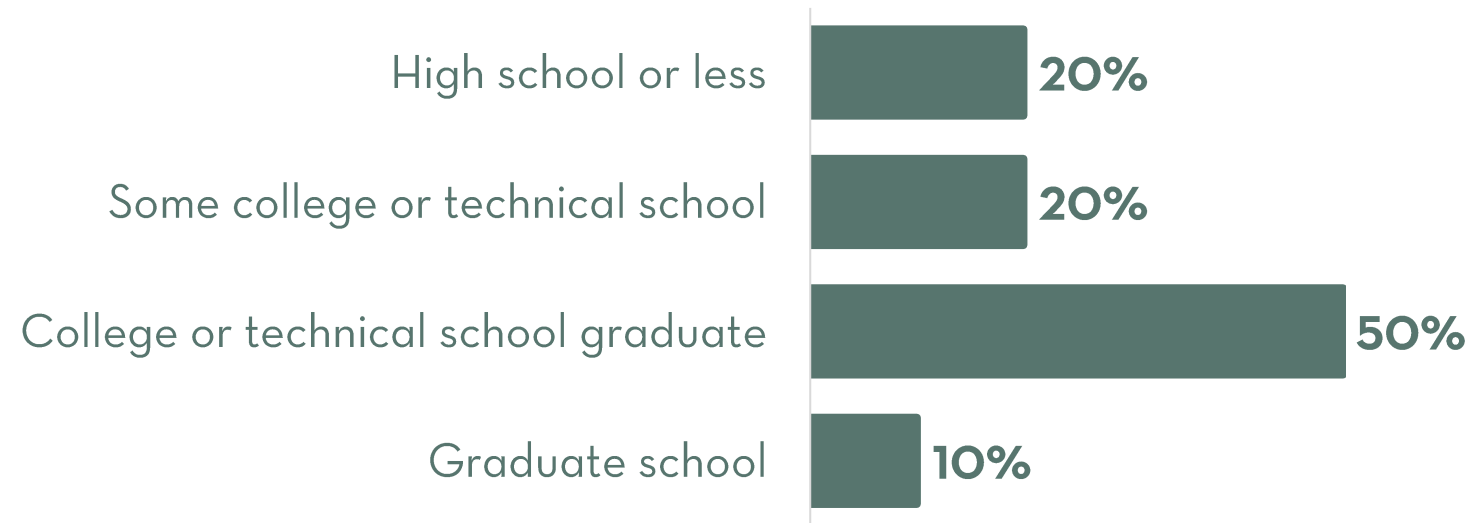
# GENDER

- » **Over 3 in 5** visitors to Aroostook County who were interviewed were male



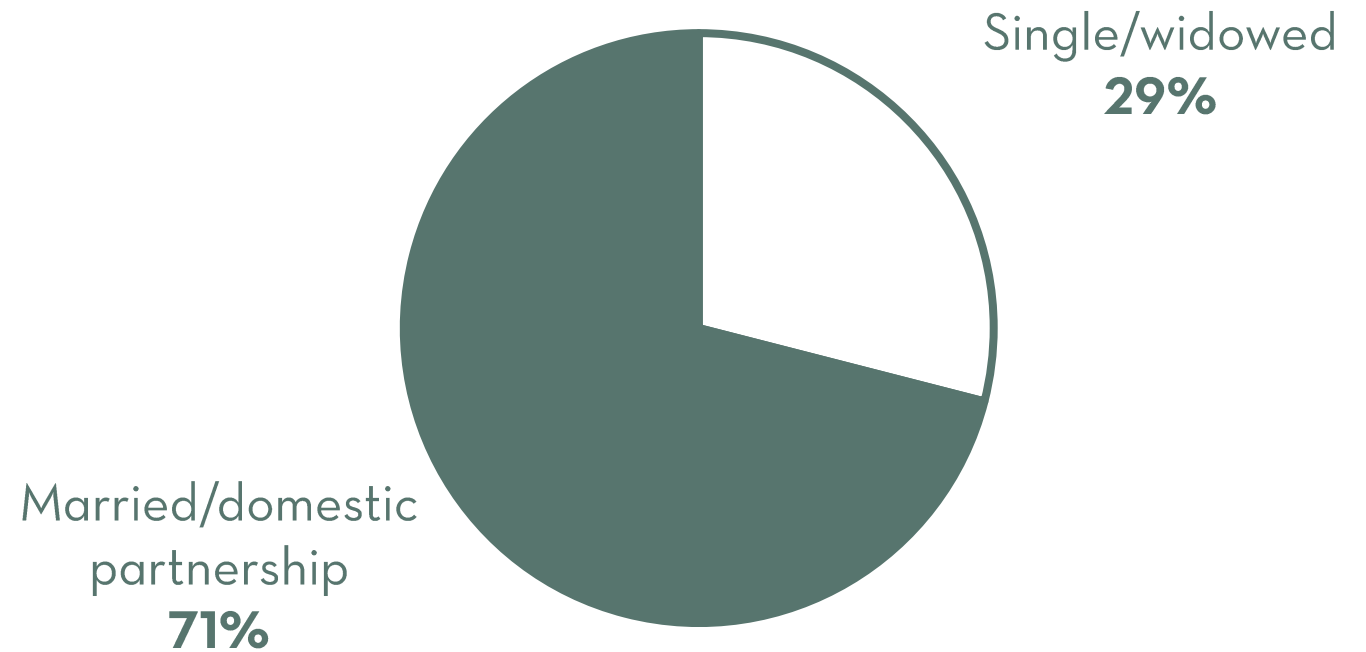
# EDUCATIONAL ATTAINMENT

- » Aroostook County visitors have substantial formal educations, with **3 in 5** having obtained at least a college or technical school degree



# MARITAL STATUS

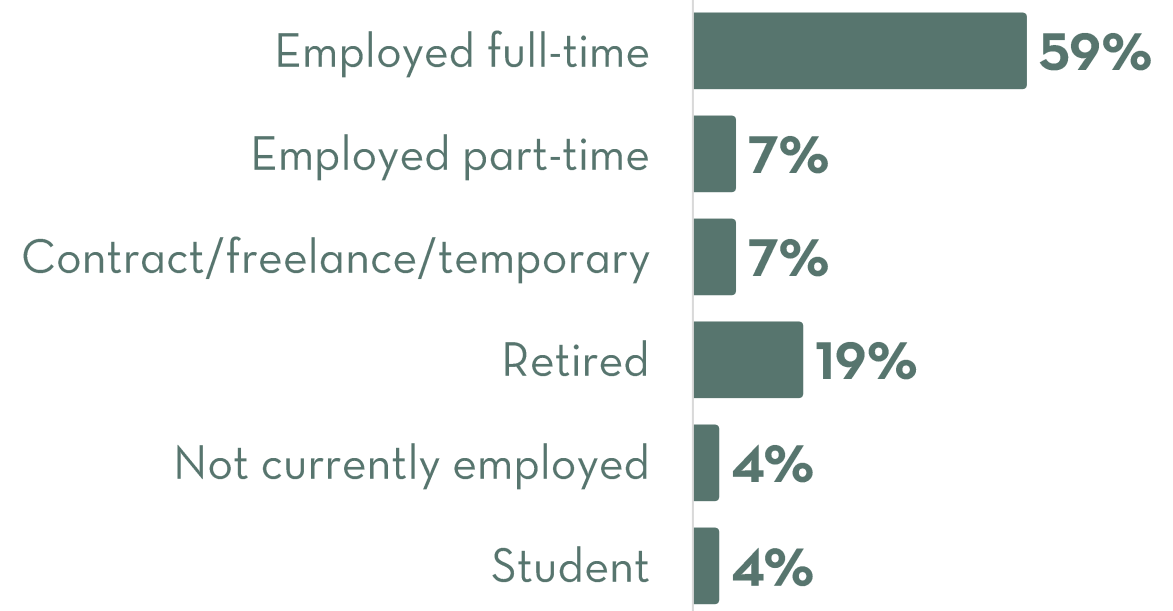
- » **Over 7 in 10** visitors to Aroostook County were married or living with their partner





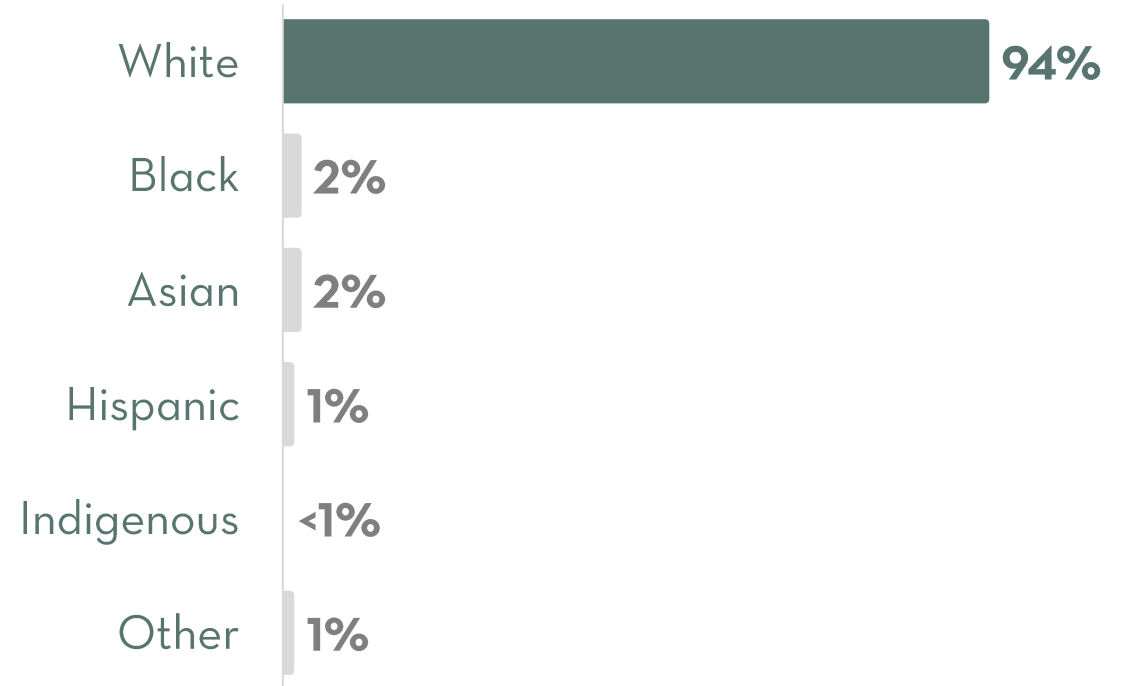
# EMPLOYMENT STATUS

- » **Nearly 3 in 4** visitors to Aroostook County were employed, most full-time



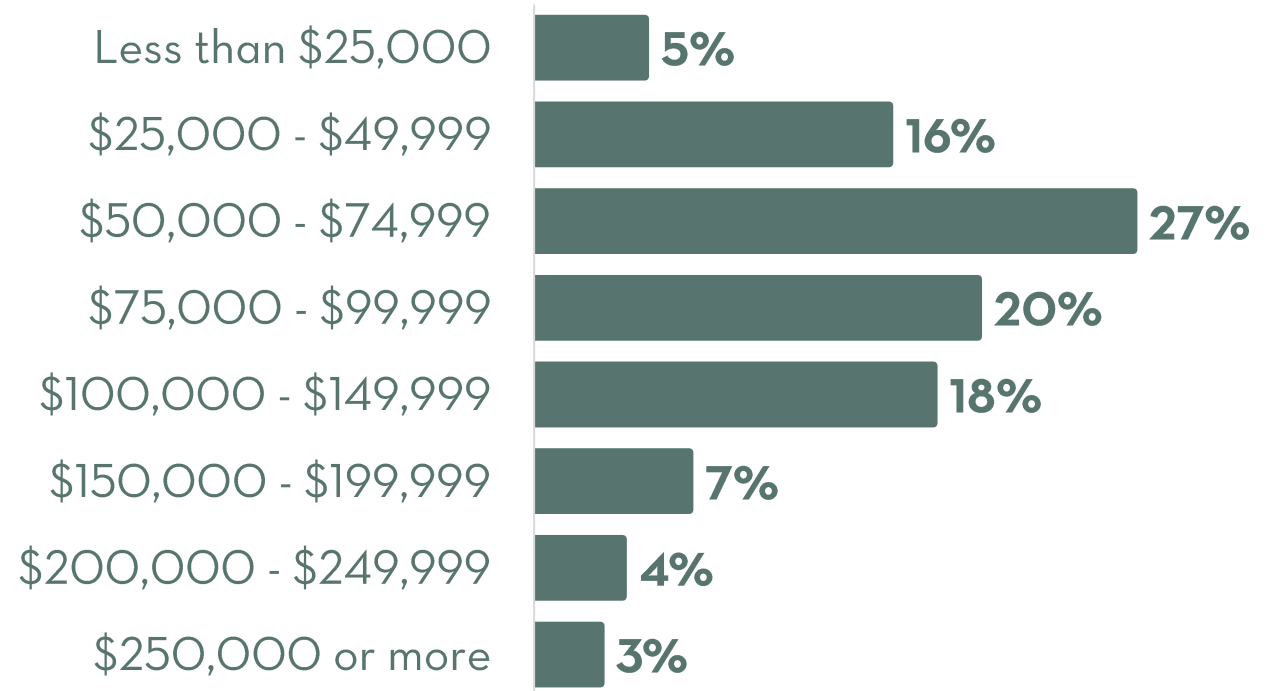
# RACE & ETHNICITY

» **More than 9 in 10** visitors to Aroostook County were White/Caucasian



# HOUSEHOLD INCOME

- » Typical visitors to Aroostook County earned **\$77,500** per year in household income
- » **14%** of Aroostook County visitors have household incomes that exceed \$150,000



# NEW & RETURNING VISITORS

- » **1 in 10** visitors to Aroostook County were traveling in Maine for the first time
- » **Over half** of visitors to Aroostook County had previously traveled in Maine more than 10 times

This is my first time



10%

2 - 5 times

19%

6 - 10 times

19%

11+ times

52%



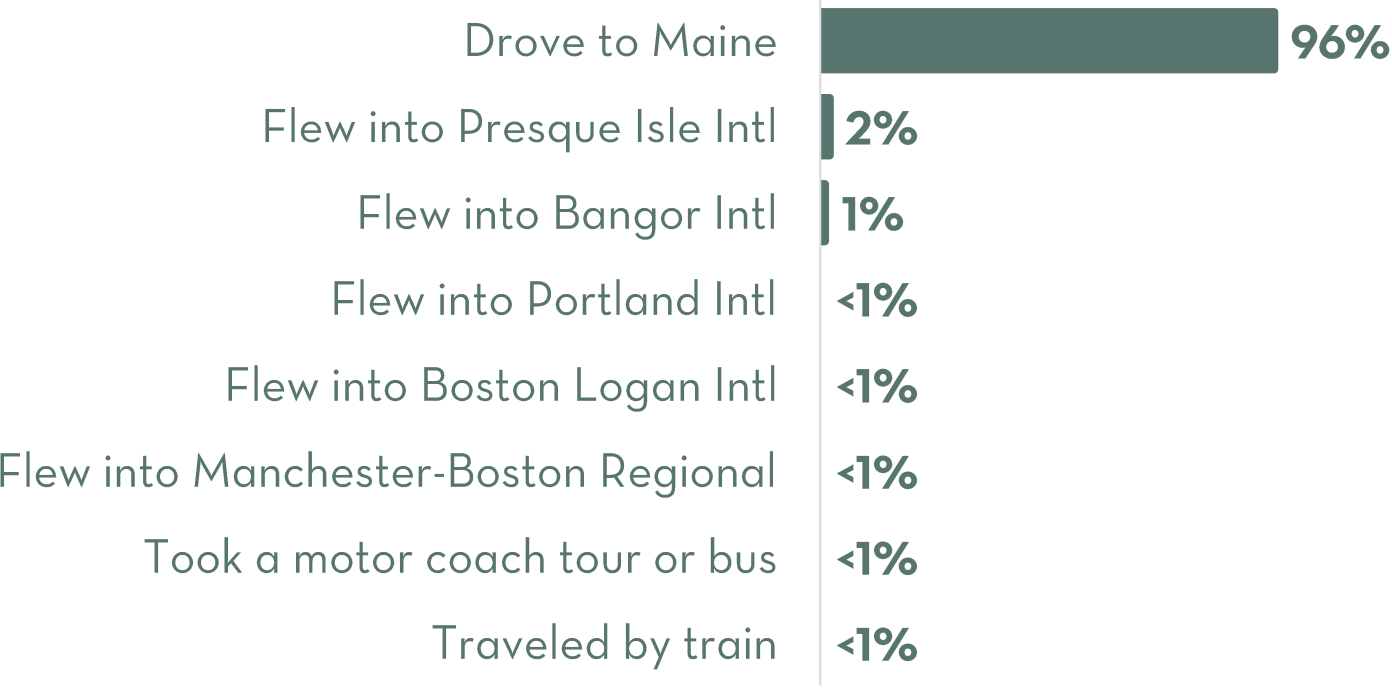
# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# MODES OF TRANSPORTATION

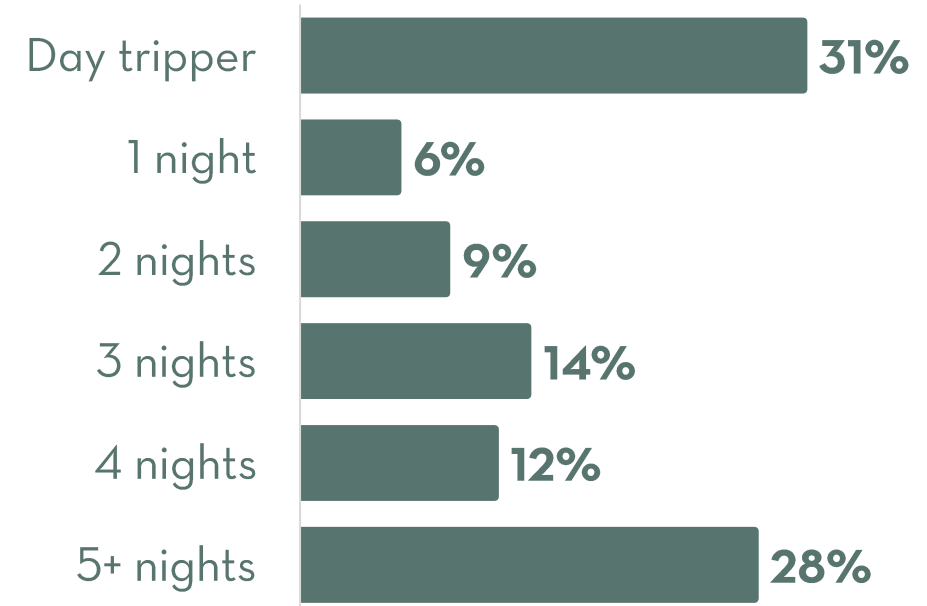
» Aroostook County is a drive-market as most visitors **(96%)** choose to travel by car rather than by plane, motor coach/bus, or train

» **Most** Aroostook County visitors who flew to Maine arrived at Presque Isle International Airport



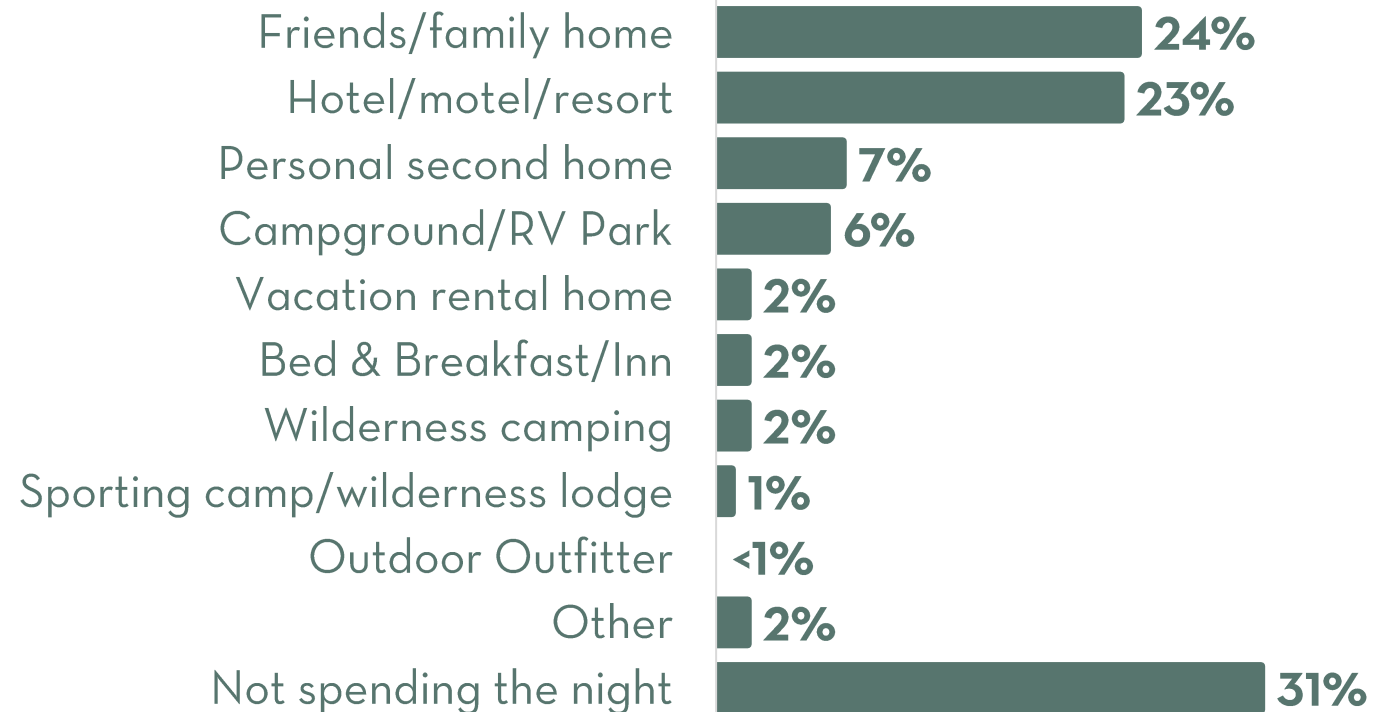
# NIGHTS STAYED

- » **69%** of visitors to Aroostook County stayed one night or more in Maine accommodations during their trip
- » Typical visitors to Aroostook County stayed **5.1** nights in Maine accommodations during their trip
- » **Over 1 in 4** visitors to Aroostook County stayed 5 or more nights in Maine



# ACCOMMODATIONS

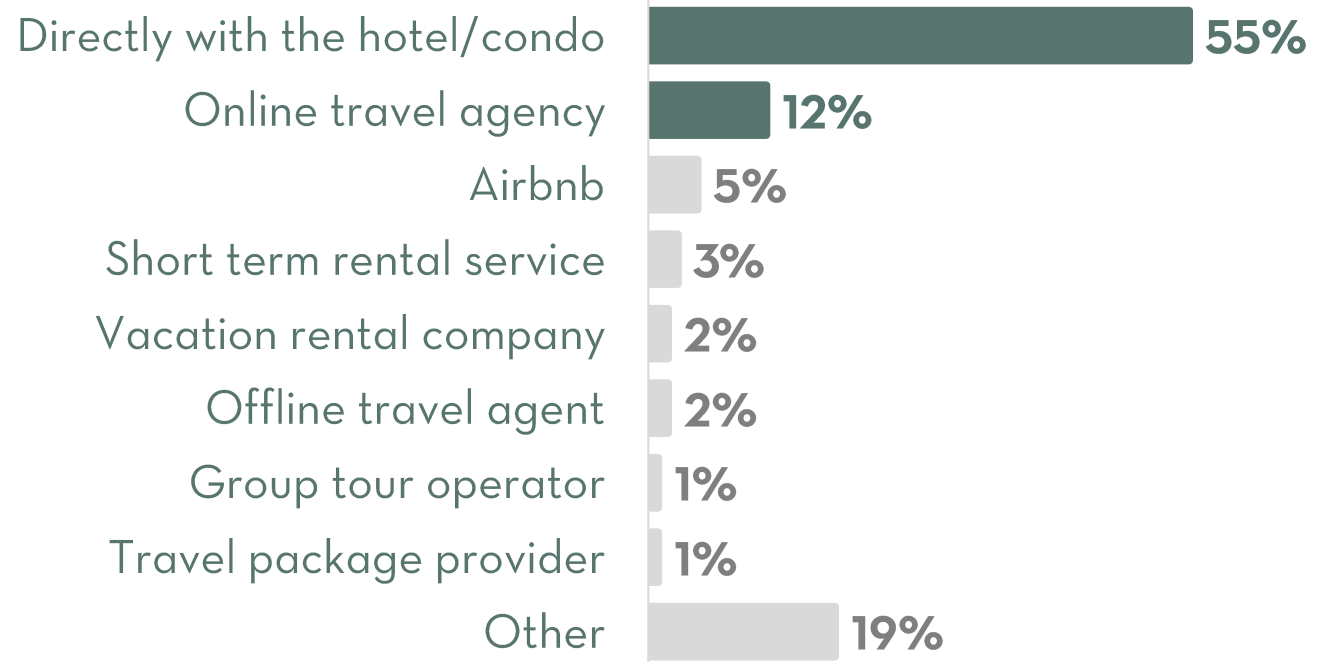
- » **Nearly 1 in 4** visitors to Aroostook County stayed overnight with friends or family
- » **Nearly 1 in 4** visitors to Aroostook County stayed overnight in a hotel, motel, or resort





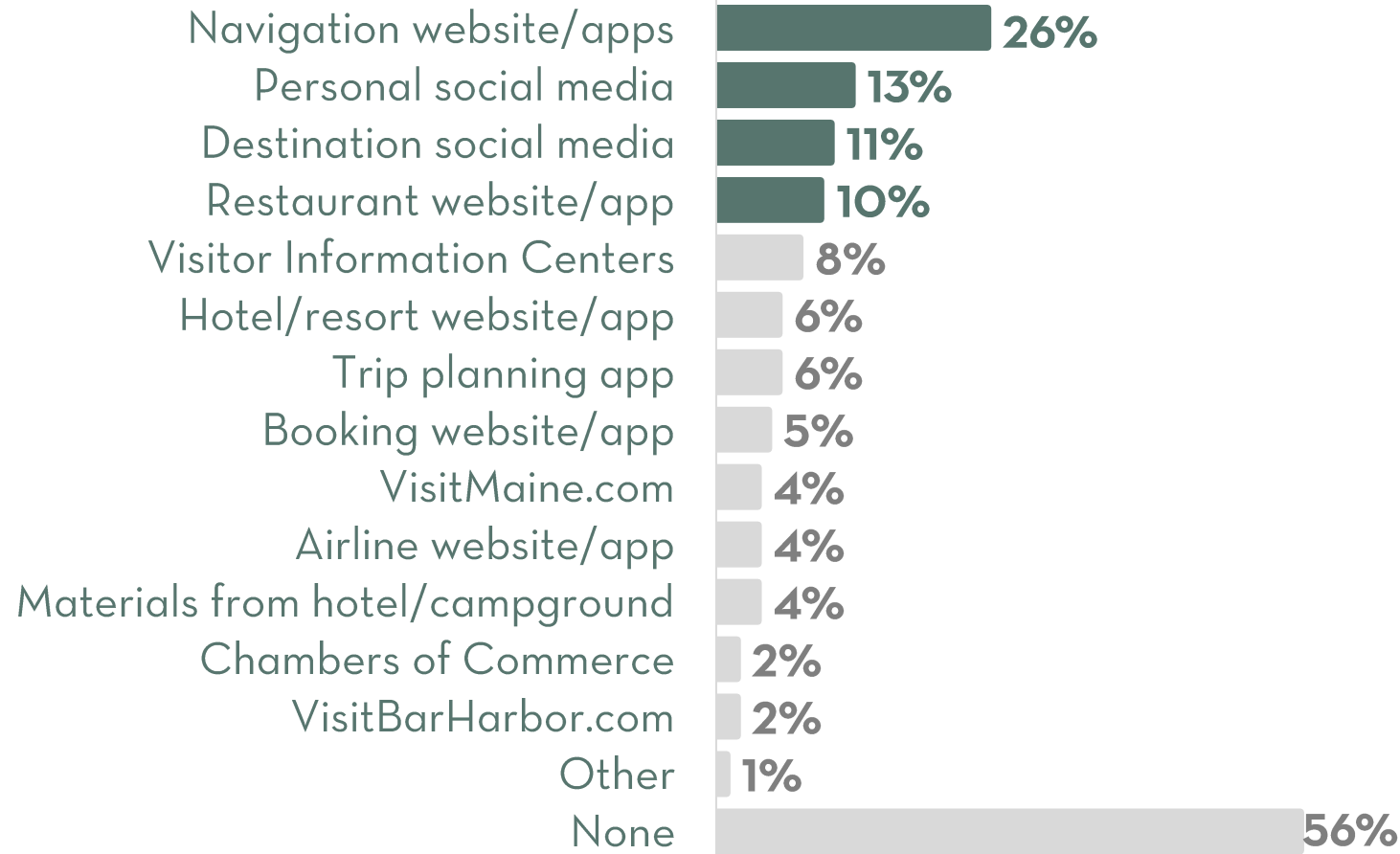
# BOOKING METHODS

- » **Nearly 1 in 3** visitors to Aroostook County stayed overnight in paid accommodations during their trip in Maine
- » **55%** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



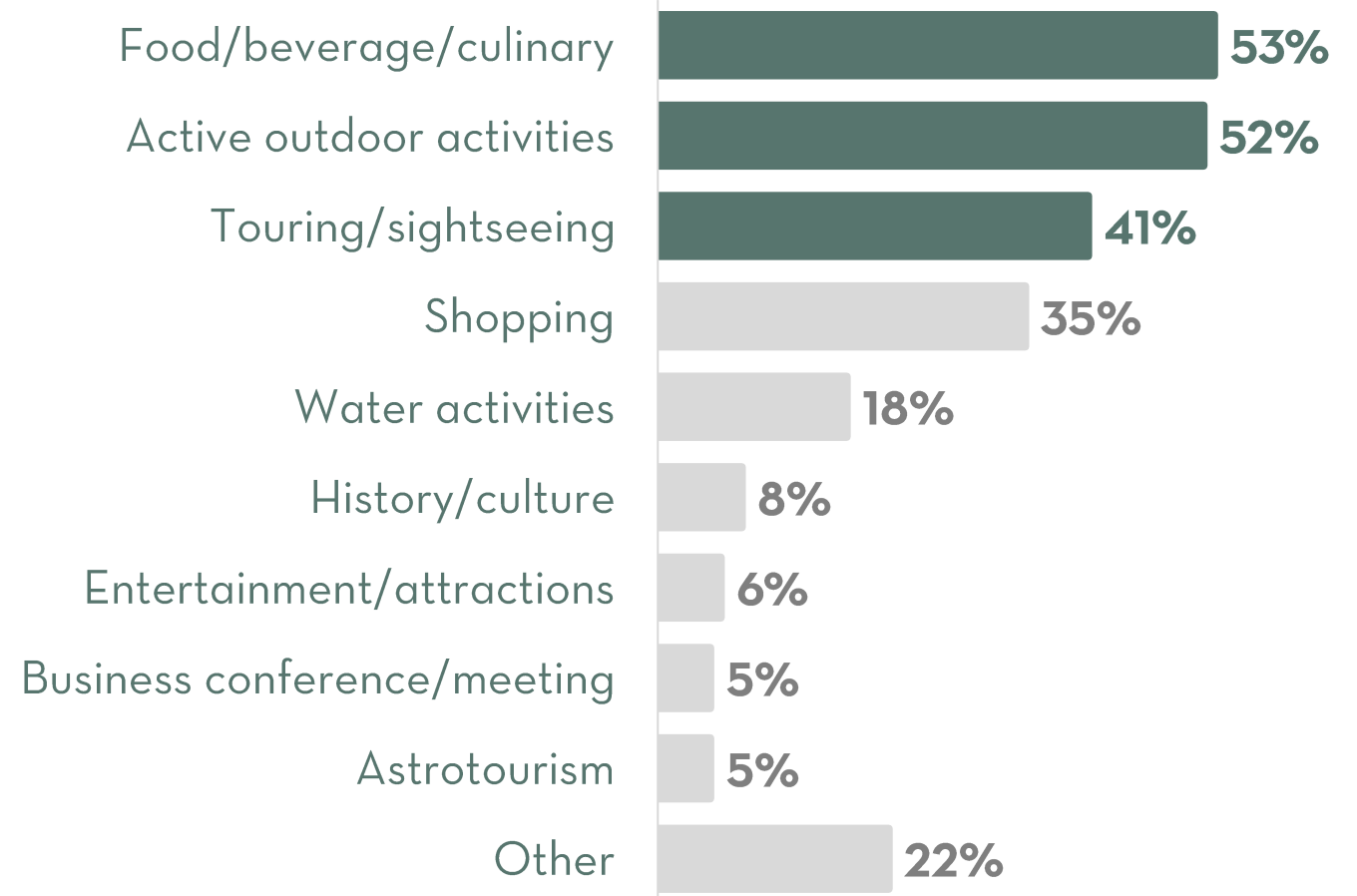
# IN-MARKET VISITOR RESOURCES\*

- » Aroostook County visitors were **more likely** to rely on navigation websites and apps to plan activities in-market
- » **Over 1 in 10** visitors used their personal social media or destination social media
- » **Over half** of visitors did not use any resources to plan activities while they were in Aroostook County



# VISITOR ACTIVITIES\*

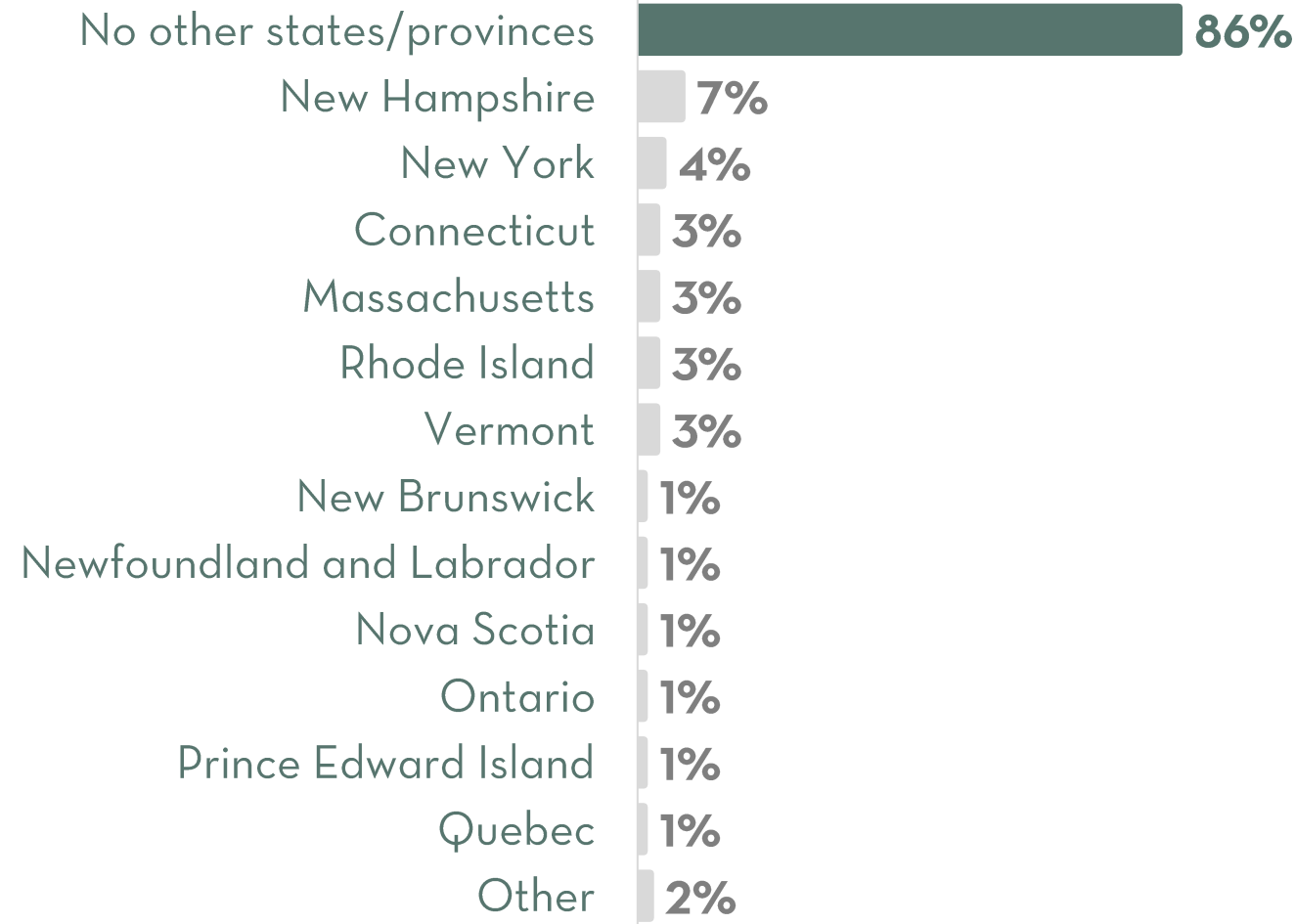
- » **Over half** of visitors participated in active outdoor activities and culinary activities during their trip in Aroostook County
- » **2 in 5** Aroostook County visitors engaged in touring/sightseeing activities during their trip



\*Multiple responses permitted.

# OTHER STATES & PROVINCES VISITED\*

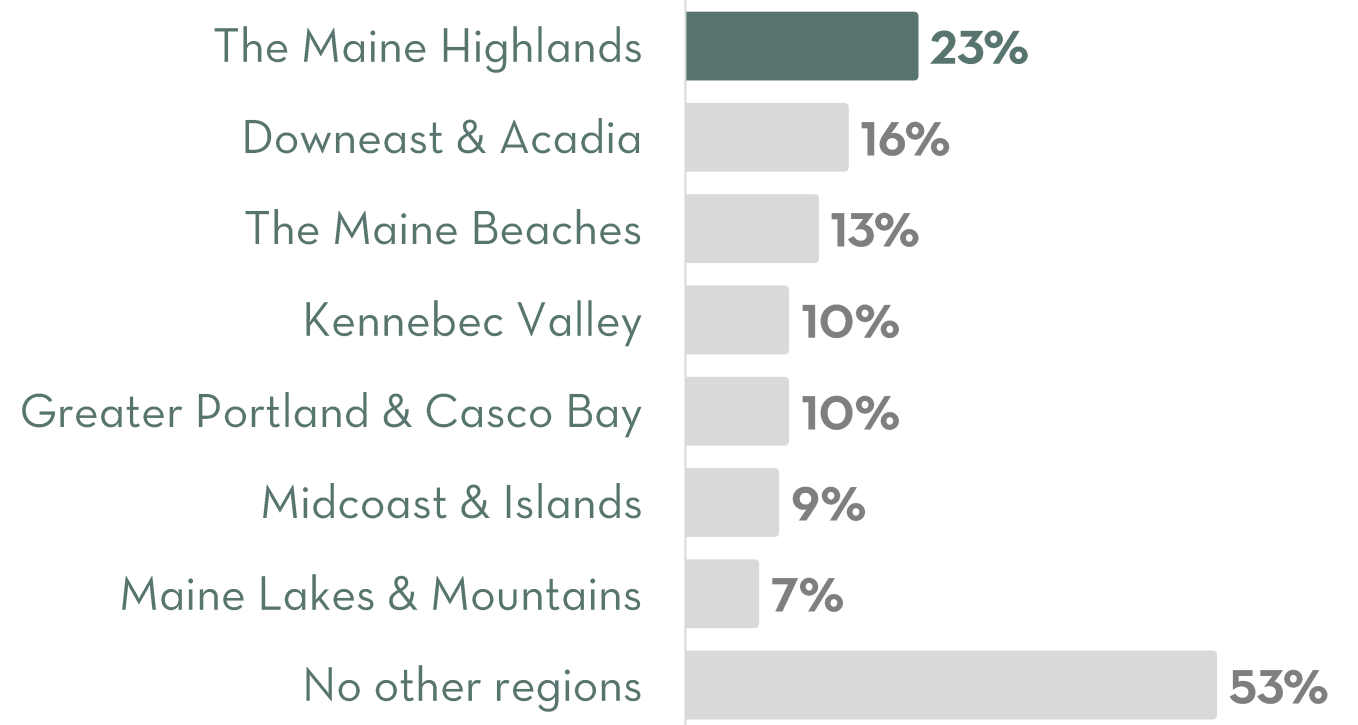
- » **Nearly 9 in 10** visitors did not visit any other U.S. state or Canadian province on their trip to Aroostook County
- » Visitors to Aroostook County were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip, due to Canadian COVID-19 travel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





# OTHER REGIONS VISITED WITHIN MAINE\*

- » **Over half** of visitors stayed within Aroostook County during their trip in Maine, rather than traveling throughout the state
- » Nearly **1 in 4** visitors to Aroostook County also visited the Maine Highlands region
- » Roughly **1 in 7** visited the Downeast & Acadia area as well



# TRIP PLANNING CYCLE : POST-TRIP EVALUATION

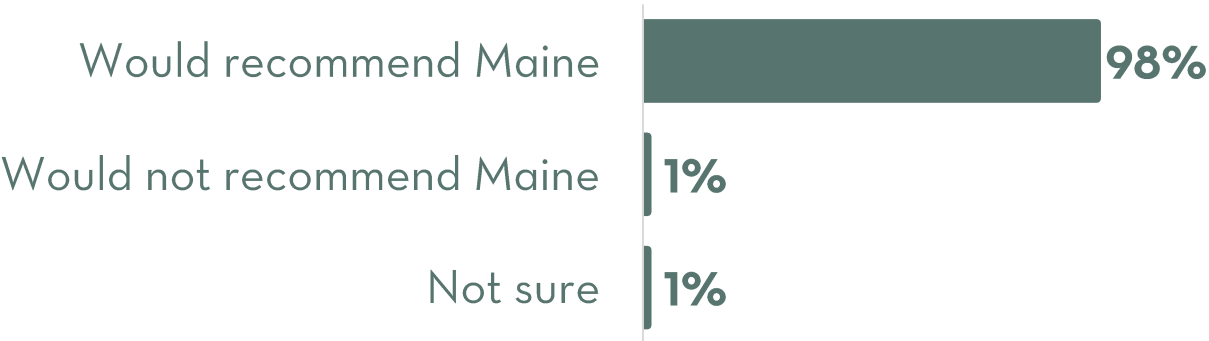


# RECOMMENDING MAINE & ITS REGIONS

» **98%** of visitors to Aroostook County would recommend that their friends and family visit Maine

» **96%** of visitors to Aroostook County would recommend that their friends and family visit the region

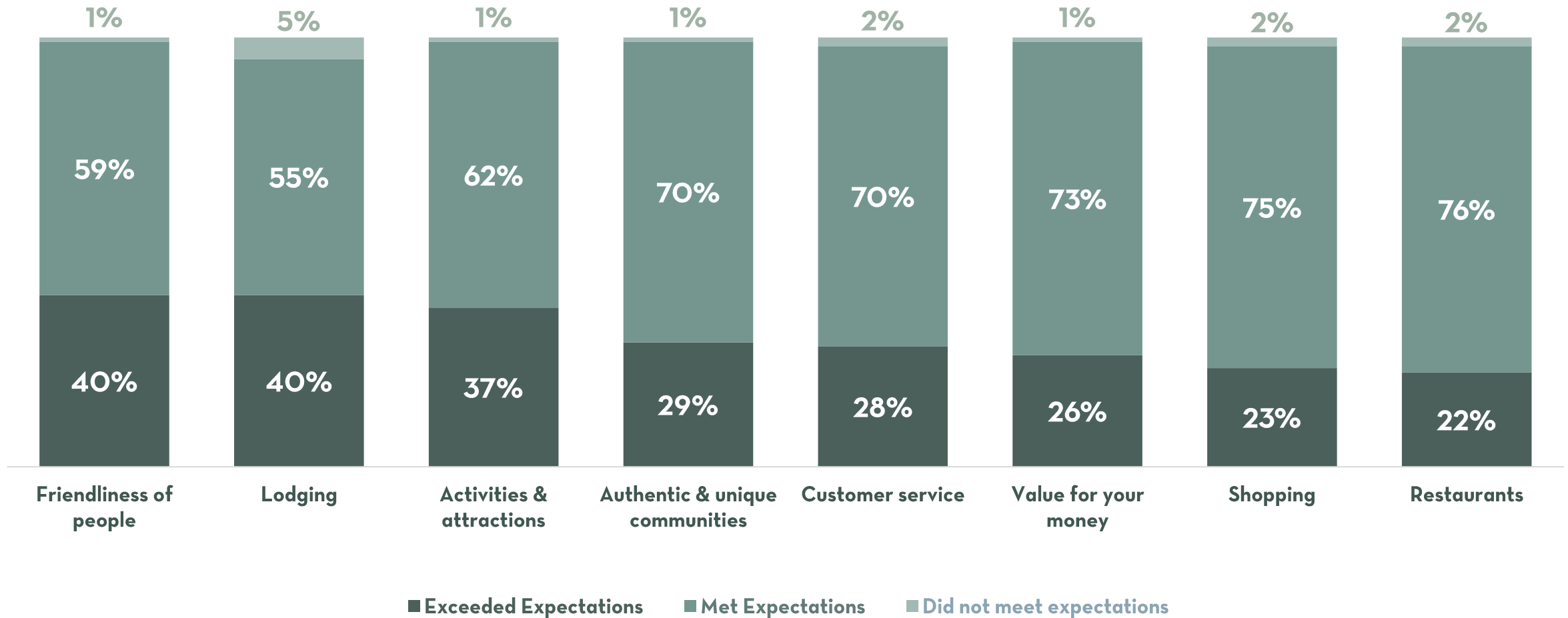
## Likelihood of Recommending Maine



## Likelihood of Recommending Aroostook County



# TRIP EXPECTATIONS

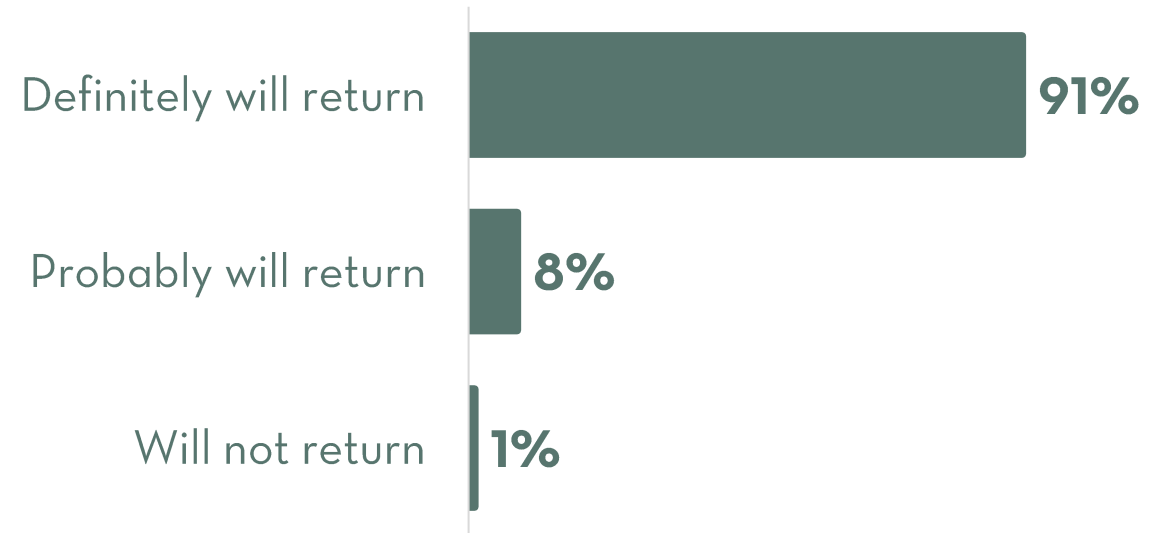


“Don’t know” responses omitted.



# LIKELIHOOD OF RETURNING TO MAINE

- » **99%** of visitors to Aroostook County will return to Maine for vacation in the future



# YEAR-OVER-YEAR COMPARISONS

This section of the report includes **year-to-year comparisons** for the Economic Impact and Visitor Tracking Study.

Detailed data is provided for **2020** and **2021**.



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

	2020	2021
A week or less	27%	25%
2 - 3 weeks	25%	26%
1 - 2 months	28%	30%
3 - 4 months	8%	10%
5 - 6 months	4%	4%
7 months - 1 year	4%	3%
More than 1 year	4%	2%

# BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	31%	29%
1 - 2 months	26%	27%
2 - 3 weeks	26%	28%
3 - 4 months	8%	9%
5 - 6 months	3%	3%
7 months - 1 year	3%	2%
More than 1 year	3%	2%



# ONLINE TRIP PLANNING SOURCES\*

	2020	2021
Online search engines	25%	19%
Facebook	15%	11%
Online travel agency	11%	10%
Hotel websites	11%	7%
VisitMaine.com	7%	6%
Airline websites	5%	6%
TripAdvisor	10%	5%
Instagram	6%	5%
Traveler reviews/blogs/stories	6%	5%
YouTube	7%	5%
MaineTourism.com	6%	5%
Airbnb	7%	4%
Visit Maine social media	6%	4%
Vacation rental websites	4%	3%
Twitter	4%	3%
VisitAroostook.com	4%	2%
TheMaineHighlands.com	3%	2%
DowneastAcadia.com	3%	2%
MainesMidCoast.com	2%	2%
TheMaineBeaches.com	2%	2%
MaineLakesandMountains.com	2%	2%
VisitBarHarbor.com	3%	2%
VRBO/HomeAway	2%	1%
DiscoverNewEngland.com	2%	1%
KennebecValley.org	2%	1%
VisitPortland.com	2%	1%
Other	6%	3%
None	45%	58%

\*Multiple responses permitted.

# OFFLINE TRIP PLANNING SOURCES\*

	2020	2021
Advice from friends/family	36%	26%
Travel guides/brochures	8%	7%
Travel books & magazines	7%	6%
Travel planning apps	9%	5%
AAA	5%	4%
Articles or travelogues	5%	4%
Called the Maine Office of Tourism	3%	3%
Visitor Guide	4%	3%
Visit Maine e-newsletter	3%	3%
Travel agent	4%	3%
Called local convention and visitors bureaus	2%	2%
Called local Chambers of Commerce	2%	2%
Called another Maine Tourism/Lodging Association	3%	2%
Other	3%	2%
None	50%	64%

# REASON FOR VISITING\*

	2020	2021
Visiting friends/relatives	40%	34%
Snow activities	6%	27%
Relax and unwind	20%	18%
Active outdoor activities	21%	12%
Special occasion	10%	11%
Sightseeing/touring	13%	11%
Nature & bird watching	13%	8%
Shopping	13%	8%
Water activities	8%	6%
Conference/meeting	6%	5%
Beach	5%	4%
Special event	3%	4%
Attractions	2%	2%
Culture/museums/history	2%	2%
Sporting event	1%	1%
Astrotourism	<1%	1%
Other	7%	6%

# OTHER STATES/PROVINCES CONSIDERED\*

	2020	2021
No other states/provinces	64%	77%
New Hampshire	15%	8%
New York	9%	7%
Vermont	9%	7%
Massachusetts	7%	5%
Rhode Island	9%	4%
Connecticut	5%	3%
New Brunswick	5%	2%
Newfoundland and Labrador	3%	2%
Nova Scotia	5%	2%
Prince Edward Island	3%	2%
Quebec	3%	2%
Ontario	3%	1%
Other	4%	2%

# ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	32%	27%
<b>Type of Promotion*:</b>	<b>Base: 32%</b>	<b>Base: 27%</b>
Social media	38%	53%
Internet	37%	33%
Cable or satellite television	34%	17%
Magazine	24%	14%
Radio	25%	12%
VisitMaine.com	17%	11%
Newspaper	18%	11%
Maine travel/visitor guide	16%	10%
Traveler reviews/blogs	11%	9%
Online streaming service	12%	8%
Music/podcast streaming	9%	8%
Deal - based promotion	8%	7%
Brochure	19%	7%
AAA	10%	6%
Billboard	8%	5%
Visitor Guide	<1%	<1%
Other	6%	3%
Not sure	2%	2%



# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

	2020	2021
New England	75%	67%
Mid-Atlantic	8%	16%
Southeast	5%	8%
Midwest	3%	3%
West	1%	3%
Canada	7%	2%
Southwest	1%	1%
Intl	<1%	<1%

# ORIGIN STATE/PROVINCE

	2020	2021
Maine	57%	45%
Massachusetts	6%	10%
New York	4%	8%
New Hampshire	6%	6%
Connecticut	4%	5%
Florida	4%	4%
North Carolina	2%	3%
Pennsylvania	2%	3%
New Jersey	2%	2%

# ORIGIN MARKET

	2020	2021
New York City <sup>1</sup>	5%	8%
Bangor	7%	7%
Ft. Kent - St. Agatha	8%	7%
Presque Isle	4%	4%
Boston	2%	3%
Portland	4%	3%
Washington DC - Baltimore <sup>2</sup>	<1%	2%
Augusta	2%	2%
Millinocket	1%	2%
Waterville	1%	2%
Springfield, MA	1%	2%

<sup>1</sup> Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup> Includes parts of Maryland, Virginia, and West Virginia.

# TRAVEL PARTY SIZE/COMPOSITION

	2020	2021
Travel Party Size	2.2	2.4
Traveled alone	31%	28%
As a couple	37%	32%
As a family	20%	18%
With business associates	2%	2%
In a tour group	<1%	<1%
With other couples/friends	9%	20%
Other	1%	<1%



# TRAVEL WITH CHILDREN\*

	2020	2021
No children	86%	86%
Children younger than 6	6%	6%
Children 6 - 12	8%	7%
Children 13 - 17	5%	5%

# DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	56%	61%
Female	44%	39%

Education	2020	2021
High school or less	18%	20%
Some college or technical school	23%	20%
College or technical school graduate	43%	50%
Graduate school	16%	10%

Income	2020	2021
Less than \$25,000	8%	5%
\$25,000 - \$49,999	25%	16%
\$50,000 - \$74,999	26%	27%
\$75,000 - \$99,999	17%	20%
\$100,000 - \$149,999	14%	18%
\$150,000 - \$199,999	5%	7%
\$200,000 - \$249,999	2%	4%
\$250,000 or more	3%	3%

# DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	49%	59%
Employed part-time	10%	7%
Contract/freelance/temporary employee	8%	7%
Retired	22%	19%
Not currently employed	5%	4%
Student	6%	4%

Race	2020	2021
White	92%	94%
Black	2%	2%
Asian	2%	2%
Hispanic	2%	1%
Indigenous	1%	<1%
Other	1%	1%

Marital Status	2020	2021
Married/living with partner	65%	71%
Single/widowed	35%	29%

# NEW & RETURNING VISITORS

	2020	2021
This is my first time	18%	10%
2 - 5 times	33%	19%
6 - 10 times	19%	19%
11+ times	30%	52%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE





# TRANSPORTATION

	2020	2021
Drove to Maine	93%	96%
Flew into Presque Isle Intl Airport	1%	2%
Flew into Bangor Intl Airport	2%	1%
Flew into Portland Intl Jetport	2%	<1%
Flew into Augusta State Airport	<1%	<1%
Flew into another airport	<1%	<1%
Took a motor coach tour or bus	<1%	<1%

# LENGTH OF STAY

	2020	2021
Average Length of Stay	5.2	5.1
Daytripper	33%	31%
1 night	9%	6%
2 nights	11%	9%
3 nights	9%	14%
4 nights	8%	12%
5+ nights	30%	28%

# ACCOMMODATIONS

	2020	2021
Friends/family home	28%	24%
Hotel/motel/resort	17%	23%
Personal second home	5%	7%
Campground/RV Park	6%	6%
Vacation rental home	2%	2%
Wilderness camping	4%	2%
Bed & Breakfast/Inn	1%	2%
Sporting camp/wilderness lodge	<1%	1%
Outdoor Outfitter	<1%	<1%
Other	4%	2%
Not spending the night	33%	31%

# BOOKING

	2020	2021
Directly with the hotel/condo	47%	55%
Online travel agency	20%	12%
Airbnb	8%	5%
Short term rental service	1%	3%
Vacation rental company	3%	2%
Offline travel agent	3%	2%
Group tour operator	2%	1%
Travel package provider	2%	1%
Other	14%	19%

# IN-MARKET RESOURCES\*

	2020	2021
Navigation website/apps	31%	26%
Personal social media	16%	13%
Destination social media	11%	11%
Restaurant website/app	17%	10%
Visitor Information Centers	13%	8%
Hotel/resort website/app	10%	6%
Trip planning app	9%	6%
Booking website/app	9%	5%
VisitMaine.com	6%	4%
Airline website/app	5%	4%
Materials from hotel/campground	9%	4%
Chambers of Commerce	3%	2%
VisitBarHarbor.com	3%	2%
Other	2%	1%
None	40%	56%

\*Multiple responses permitted.



# ACTIVITIES\*

	2020	2021
Food/beverage/culinary	47%	53%
Active outdoor activities	48%	52%
Touring/sightseeing	39%	41%
Shopping	32%	35%
Water activities	23%	18%
History/culture	12%	8%
Entertainment/attractions	6%	6%
Business conference/meeting	5%	5%
Astrotourism	-	5%
Other	23%	22%

# OTHER STATES/PROVINCES VISITED\*

	2020	2021
No other states/provinces	77%	86%
New Hampshire	12%	7%
New York	6%	4%
Connecticut	5%	3%
Massachusetts	8%	3%
Rhode Island	6%	3%
Vermont	4%	3%
New Brunswick	4%	1%
Newfoundland and Labrador	1%	1%
Nova Scotia	2%	1%
Ontario	2%	1%
Prince Edward Island	1%	1%
Quebec	2%	1%
Other	1%	2%

# TRAVELING IN MAINE\*

	2020	2021
The Maine Highlands	20%	23%
Downeast & Acadia	23%	16%
The Maine Beaches	19%	13%
Kennebec Valley	11%	10%
Greater Portland & Casco Bay	18%	10%
Midcoast & Islands	12%	9%
Maine Lakes & Mountains	11%	7%
No other regions	36%	53%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	98%	98%
Would not recommend Maine	1%	1%
Not sure	1%	1%

	2020	2021
Definitely recommend region	87%	86%
Probably would recommend region	11%	10%
Would not recommend region	1%	2%
Not sure	1%	2%



# RETURNING TO MAINE

	2020	2021
Definitely will return	87%	91%
Probably will return	11%	8%
Will not return	1%	1%
Not sure	1%	<1%

# AROOSTOOK COUNTY

## 2021 Visitor Tracking & Economic Impact Report

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