

DOWNEAST & ACADIA

2021 Economic Impact & Visitor Tracking Report

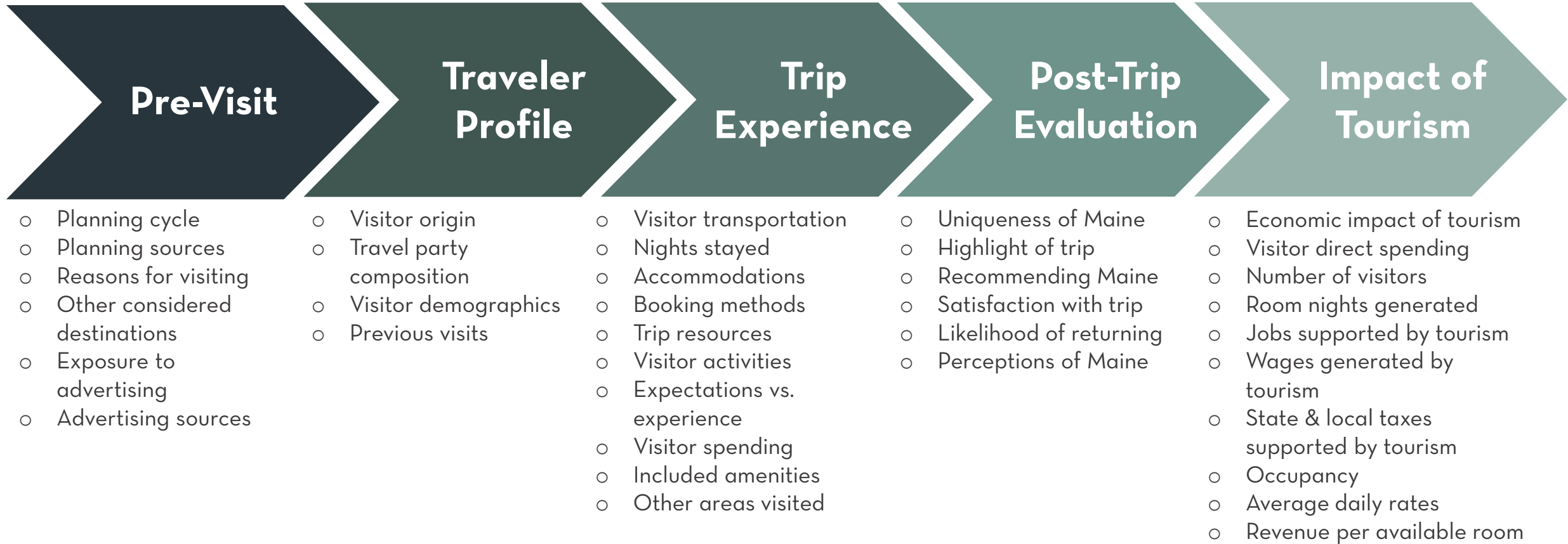


INTRODUCTION



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 **Downeast & Acadia** region.



METHODOLOGY



Visitor Tracking

730 interviews were completed with visitors to the Downeast & Acadia region online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2020, and November 30th, 2021*.

Economic Impact

Total economic impact of tourism on Downeast & Acadia 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.



DOWNEAST & ACADIA



Compared to visitors to other regions, visitors to Downeast & Acadia region are more likely to:

- » Use more trip planning sources
- » Visit Maine for the following purposes:
 - » Sightseeing/touring
 - » Nature & bird watching
- » Possess a graduate degree
- » Be first-time visitors
- » Utilize Visitor Information Centers while in Maine
- » Participate in these active outdoor activities during their trip:
 - » Sightseeing/touring
 - » Active outdoor activities

TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending in 2021 generated

\$1,529,974,800

in economic impact to the Downeast &
Acadia region



DIRECT SPENDING

Visitors who took a trip to Downeast & Acadia
in 2021 spent

\$1,052,960,800

in the region on accommodations, restaurants,
groceries, transportation, attractions,
entertainment, and shopping



VISITORS

Downeast & Acadia attracted

2,076,700

visitors in 2021

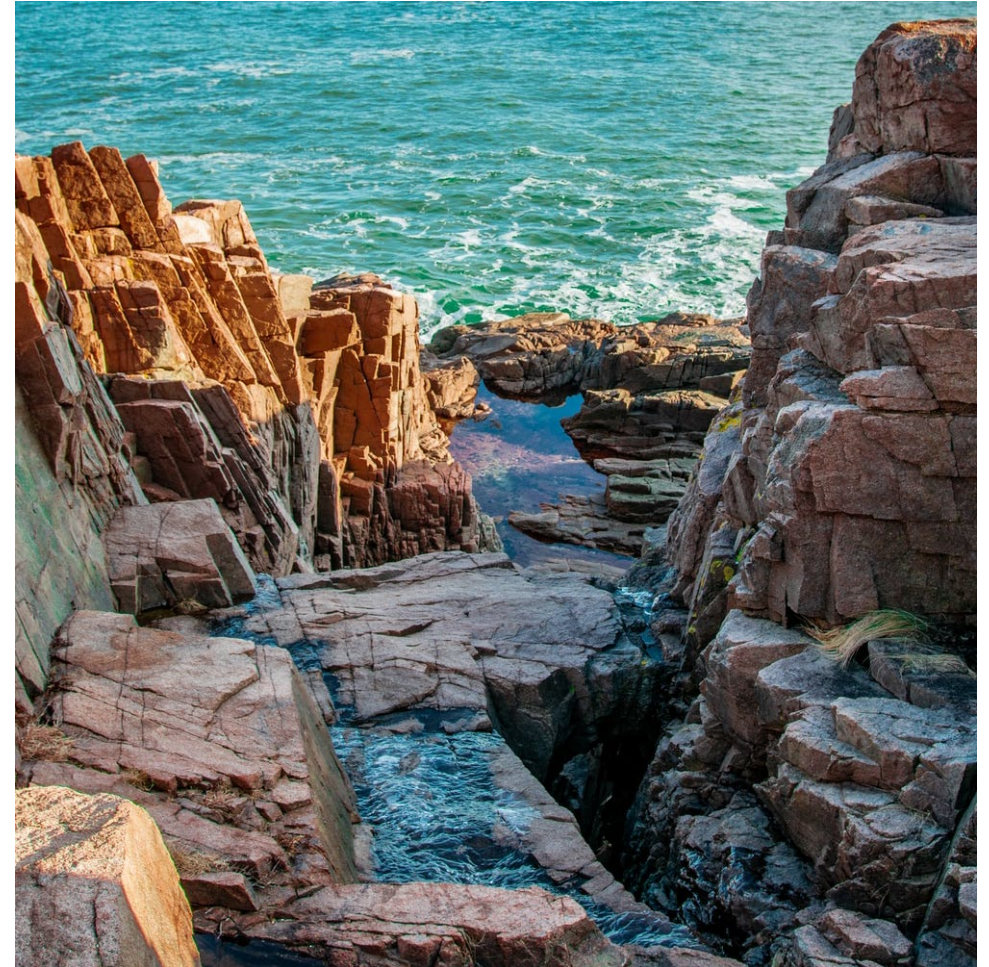


ROOM NIGHTS

Visitors to Downeast & Acadia
generated

1,560,700

room nights in paid accommodations in
2021



JOBS SUPPORTED

Visitors' **direct spending** supported

12,700

jobs in Downeast & Acadia, while the
total economic impact of tourism in
Downeast & Acadia supported

16,400

jobs



WAGES SUPPORTED

Visitors' **direct spending** supported

\$413,755,200

in wages for employees in Downeast & Acadia,
while the **total economic impact** of tourism in
Downeast & Acadia supported

\$544,821,600

in wages for employees in Downeast & Acadia



VISITORS CREATE JOBS

A Downeast & Acadia job
is supported by every

127

visitors

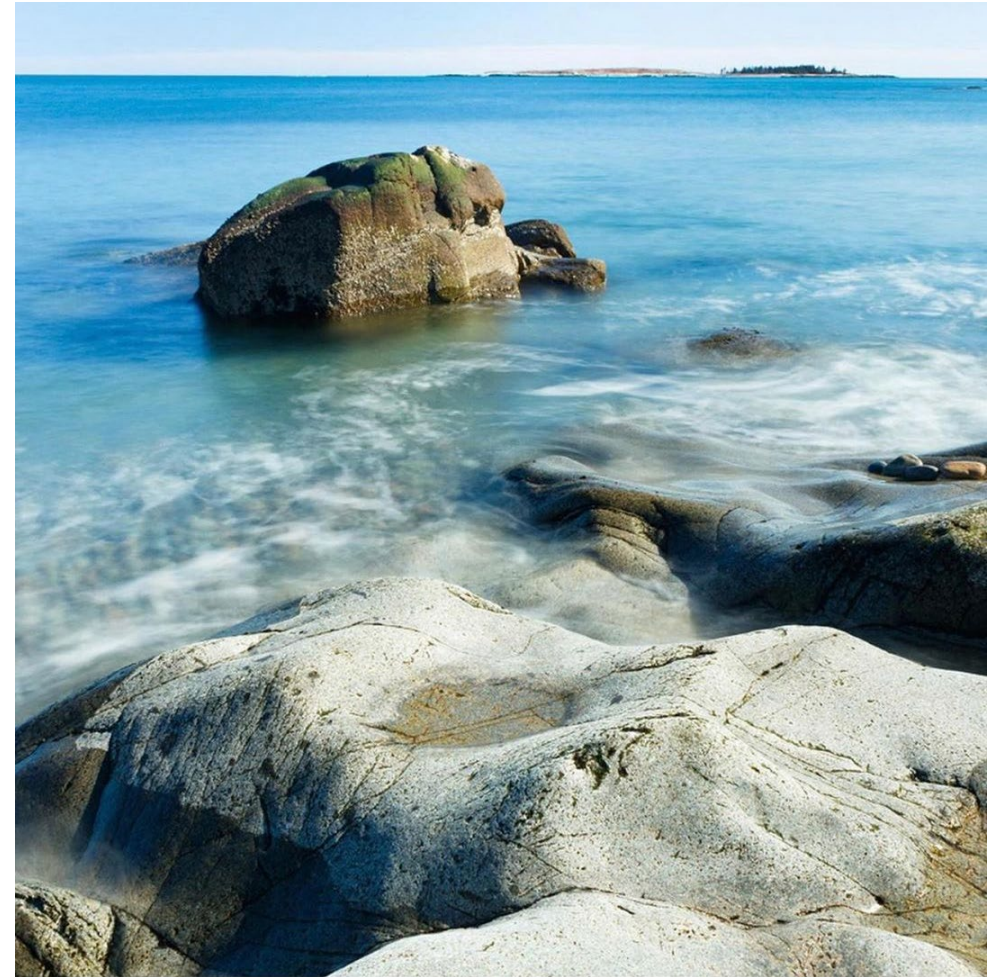


HOUSEHOLD SAVINGS

Visitors to Downeast & Acadia
saved local residents

\$3,554

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>36.7%</i>	<i>50.6%</i>	<i>+ 37.9%</i>
<i>Average Daily Rate</i>	<i>\$151.70</i>	<i>\$152.05</i>	<i>+ 0.2%</i>
<i>Revenue per Available Room</i>	<i>\$55.67</i>	<i>\$76.94</i>	<i>+ 38.2%</i>
<i>Total Accommodations Revenue</i>	<i>\$168,706,200</i>	<i>\$330,669,600</i>	<i>+ 96.0%</i>

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **21%** of visitors started planning their trip to Downeast & Acadia less than a month in advance while **51%** of visitors started planning their trip at least 3 months in advance
- » **26%** of visitors booked their trip or definitely decided to visit less than a month in advance while **43%** of visitors booked their trip or definitely decided to visit at least 3 months in advance



TOP ONLINE TRIP PLANNING SOURCES*



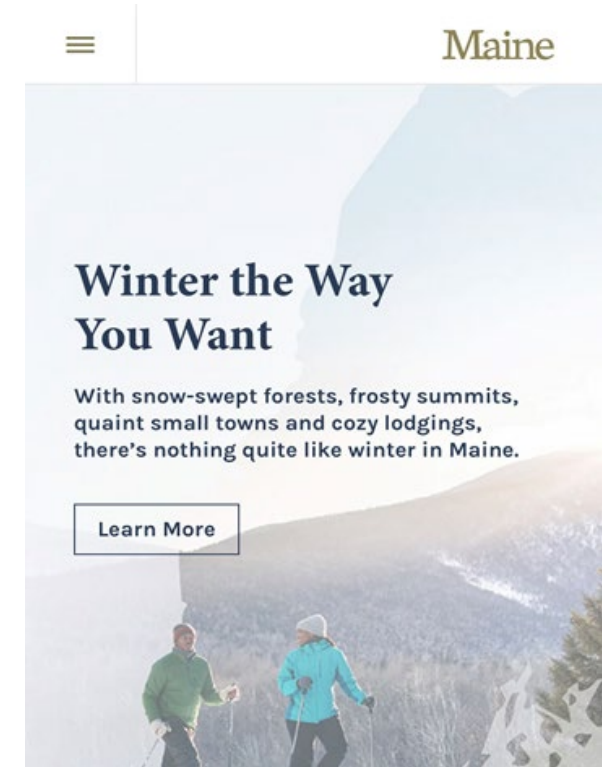
39% Online search engines



20% Online travel agency



20% TripAdvisor



17% VisitMaine.com

*Multiple responses permitted.

TOP OFFLINE TRIP PLANNING SOURCES*



32% Advice from friends/family



15% Travel guides/brochures



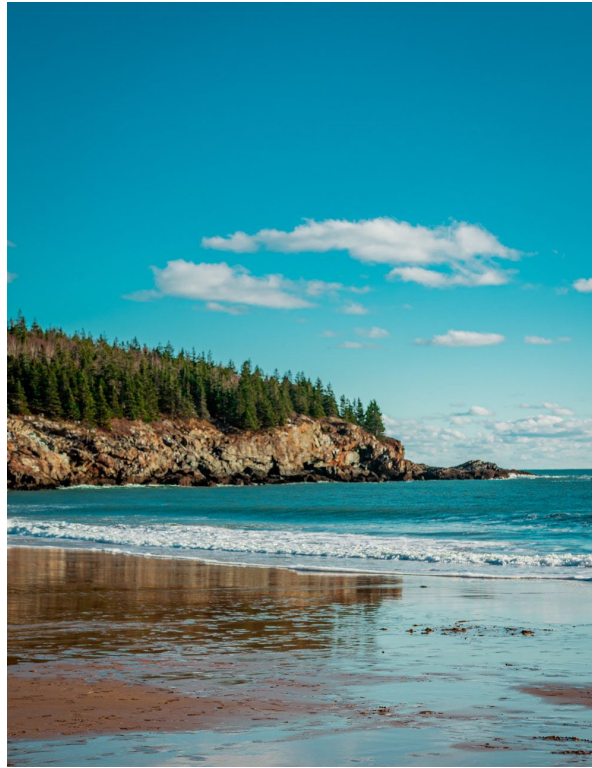
12% Travel books & magazines

*Multiple responses permitted.

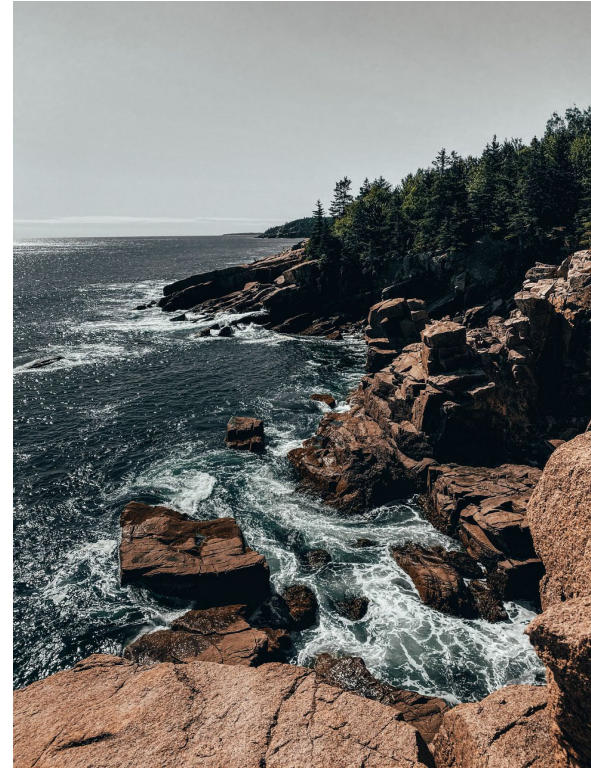
TOP REASONS FOR VISITING*



45% Sightseeing/touring



43% Relax and unwind



33% Nature & bird watching



19% Visiting friends/
relatives

*Up to three responses permitted.

CONSIDERING MAINE AS A DESTINATION

- » **2 in 3** visitors to Downeast & Acadia did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip



PRE-TRIP EXPOSURE TO ADVERTISING

- » **1 in 3** visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to Downeast & Acadia



TOP SOURCES OF ADVERTISING EXPOSURE*

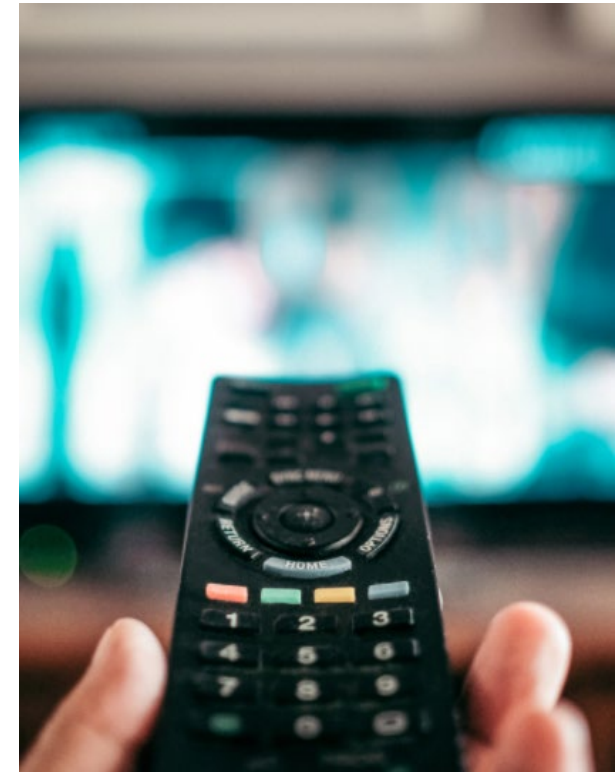
Base: 34% who noticed advertising



36% Internet



34% Social media



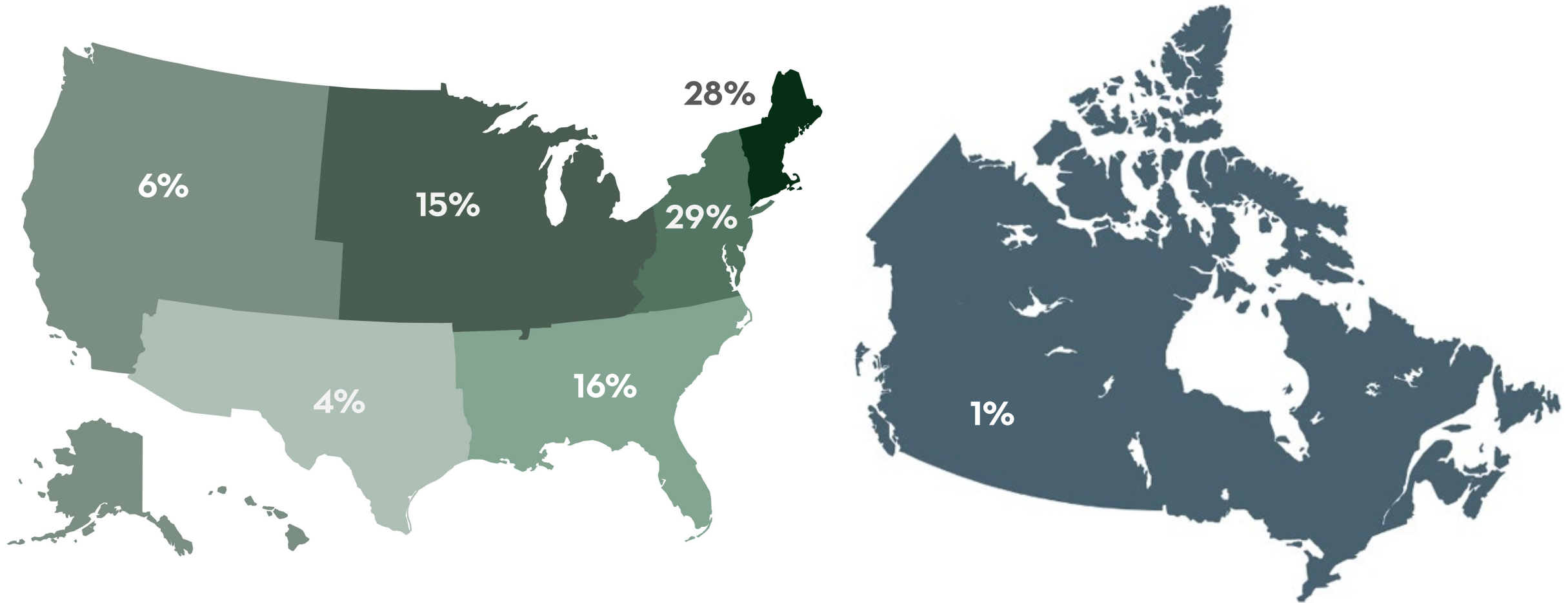
18% Cable or satellite
television

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

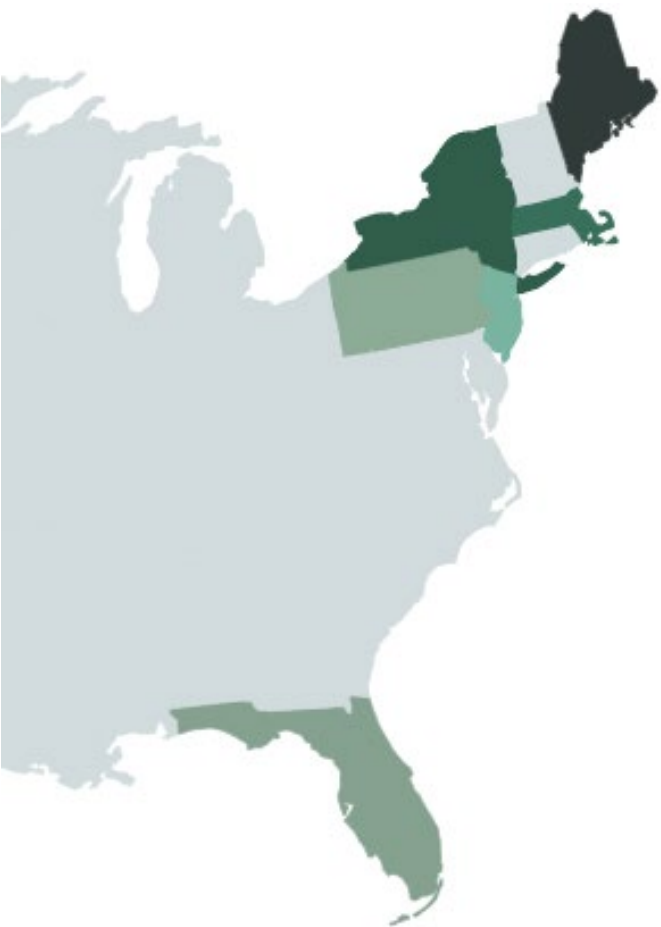


REGIONS OF ORIGIN



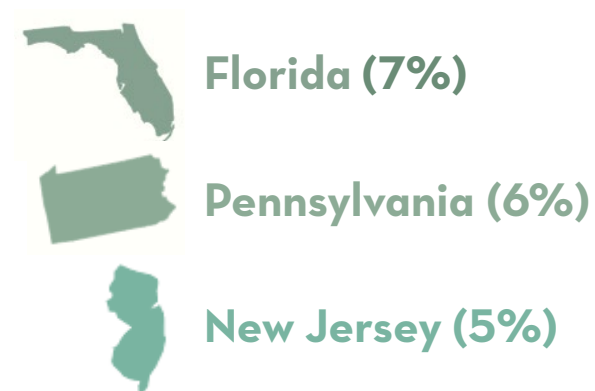
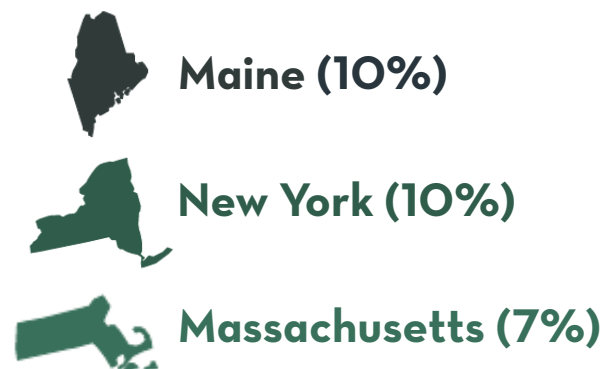
1% of visitors traveled to Downeast & Acadia from outside of the U.S. and Canada.

TOP ORIGIN STATES & PROVINCES



45%

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



TOP ORIGIN MARKETS



10% New York City¹



5% Washington D.C. –
Baltimore, MD²



4% Boston, MA



3% Philadelphia, PA

¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

² Includes parts of Maryland, Virginia, and West Virginia.

TRAVEL PARTIES

The typical visitor to Downeast & Acadia traveled with **2.9** people in their visitor party



1 in 5 visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE



48 Years old¹



53% Female*



88% White/Caucasian

*Of visitors interviewed.
¹Median age.

LIFESTYLE PROFILE



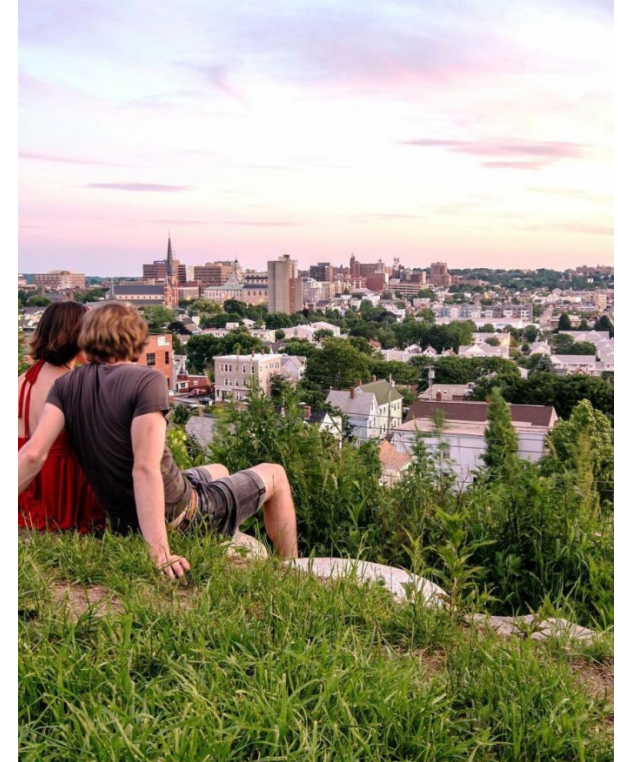
78% Married/domestic partnership



72% Employed



\$100,000 Annual household income¹

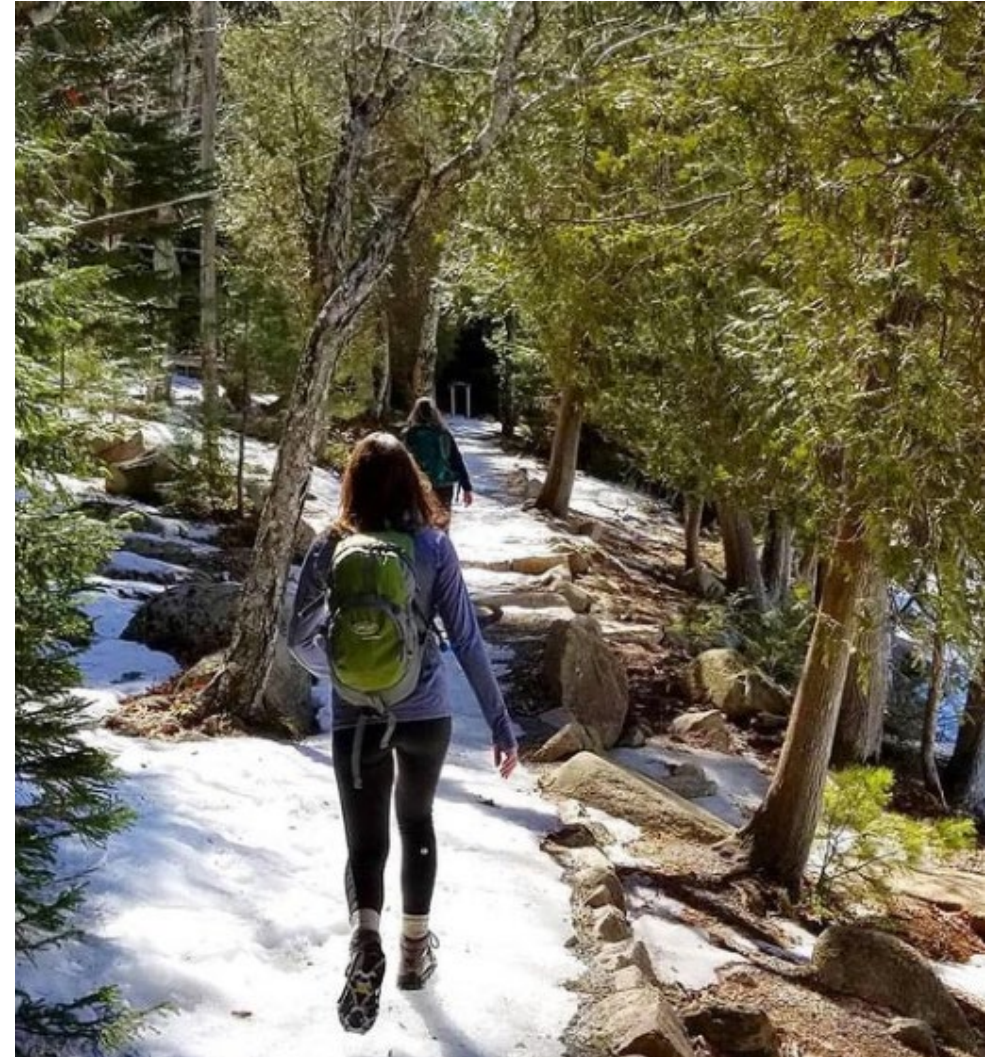


81% College graduate

¹ Median household income.

NEW & RETURNING VISITORS

- » **39%** of visitors to Downeast & Acadia were traveling in Maine for the first time
- » **21%** of visitors to Downeast & Acadia had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

» **3 in 4** visitors drove to
Downeast & Acadia



NIGHTS STAYED

- » **Over 4 in 5** visitors to Downeast & Acadia stayed overnight in paid accommodations
- » Typical visitors to Downeast & Acadia stayed **6.2** nights



TOP ACCOMMODATIONS



34% Hotel/motel/resort



19% Not spending the night



12% Vacation rental home



10% Personal second home

TOP IN-MARKET VISITOR RESOURCES*



47% Navigation websites/apps



32% Visitor Information Centers



19% Restaurant website/app



19% Materials from hotel/campground

*Multiple responses permitted.

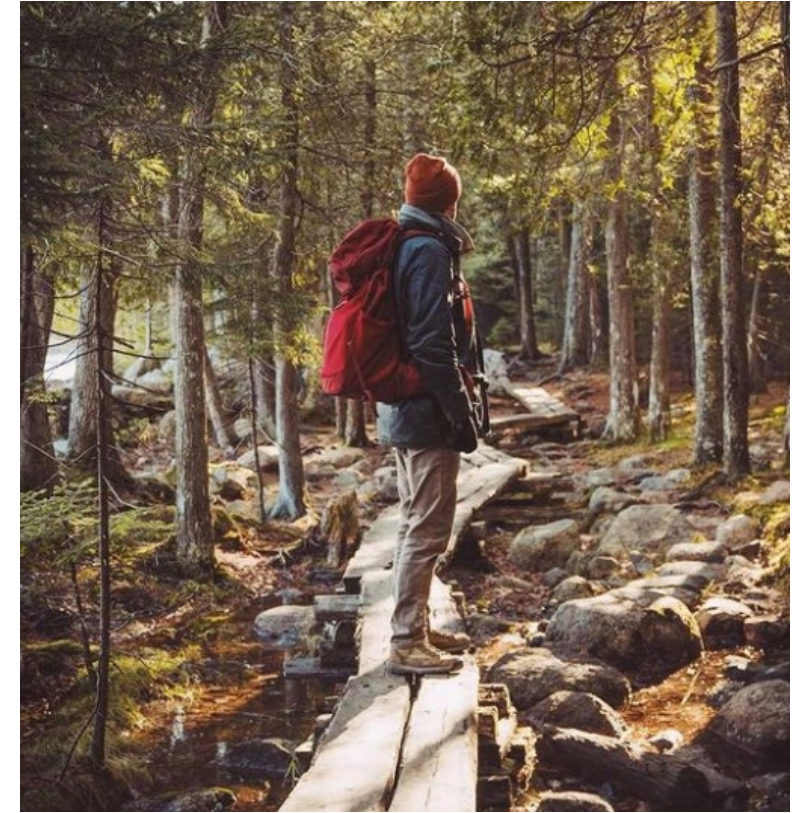
TOP VISITOR ACTIVITIES*



71% Touring/sightseeing



70% Food/beverage/culinary



59% Active outdoor activities

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

- » **Nearly 2 in 3** visitors to Downeast & Acadia did not visit any other U.S. state or Canadian province
- » Downeast & Acadia visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip



TRAVELING WITHIN MAINE

- » **Over 4 in 5** Downeast & Acadia visitors traveled to other regions during their trip as well
- » **Over 1 in 3** visitors to Downeast & Acadia also visited the Greater Portland & Casco Bay region



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **99%** of visitors to Downeast & Acadia would recommend Maine to a friend or relative as a vacation destination
- » **88%** of Downeast & Acadia visitors would recommend the region as a place to visit or vacation (**78%** would definitely recommend Downeast & Acadia)



LIKELIHOOD OF RETURNING TO MAINE

- » **93%** of visitors to Downeast & Acadia will likely return to Maine for vacation in the future
- » **73%** of visitors “definitely will return” to Maine for a future vacation



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>Economic Impact</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Visitors</i>	<i>1,564,400</i>	<i>2,076,700</i>	<i>+ 32.8%</i>
<i>Room nights generated</i>	<i>1,112,100</i>	<i>1,560,700</i>	<i>+ 40.3%</i>
<i>Direct expenditures</i>	<i>\$661,853,600</i>	<i>\$1,052,960,800</i>	<i>+ 59.1%</i>
<i>Total economic impact</i>	<i>\$972,924,800</i>	<i>\$1,529,974,800</i>	<i>+ 57.3%</i>

IMPACT OF TOURISM

Maine Jobs	2020	2021	% Change
<i>Jobs supported (direct)</i>	<i>8,100</i>	<i>12,700</i>	<i>+ 56.8%</i>
<i>Total impact of tourism on Maine jobs</i>	<i>10,600</i>	<i>16,400</i>	<i>+ 54.7%</i>

Maine Wages	2020	2021	% Change
<i>Wages paid (direct)</i>	<i>\$259,448,200</i>	<i>\$413,755,200</i>	<i>+ 59.5%</i>
<i>Total impact of tourism on Maine wages</i>	<i>\$345,516,500</i>	<i>\$544,821,600</i>	<i>+ 57.7%</i>

IMPACT OF TOURISM

<i>Return on Investment</i>	<i>2020</i>	<i>2021</i>
<i>Visitors per job supported</i>	<i>148</i>	<i>127</i>
<i>State & local taxes supported</i>	<i>\$99,709,000</i>	<i>\$133,087,700</i>
<i>Tax savings per household</i>	<i>\$2,662</i>	<i>\$3,554</i>

LODGING METRICS

<i>Lodging Metrics</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>36.7%</i>	<i>50.6%</i>	<i>+ 37.9%</i>
<i>Average Daily Rate</i>	<i>\$151.70</i>	<i>\$152.05</i>	<i>+ 0.2%</i>
<i>Revenue per Available Room</i>	<i>\$55.67</i>	<i>\$76.94</i>	<i>+ 38.2%</i>
<i>Total Accommodations Revenue</i>	<i>\$168,706,200</i>	<i>\$330,669,600</i>	<i>+ 96.0%</i>

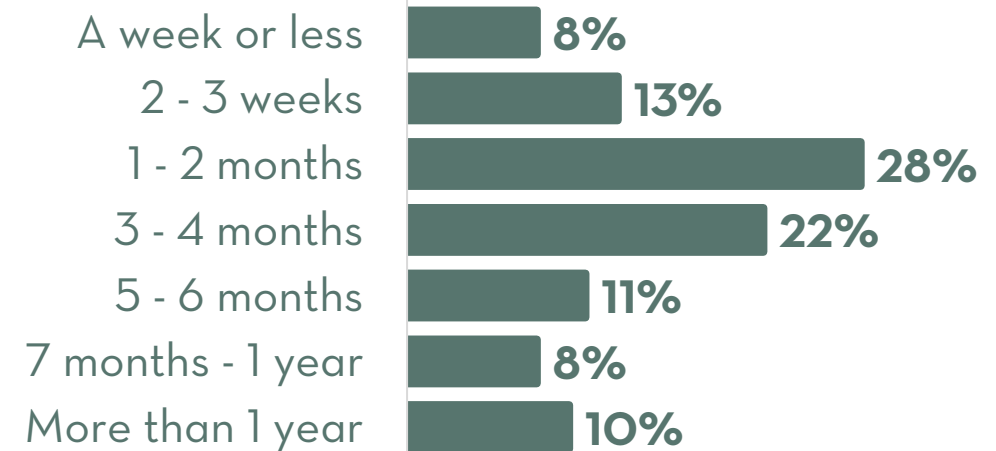
TRIP PLANNING CYCLE : PRE-VISIT



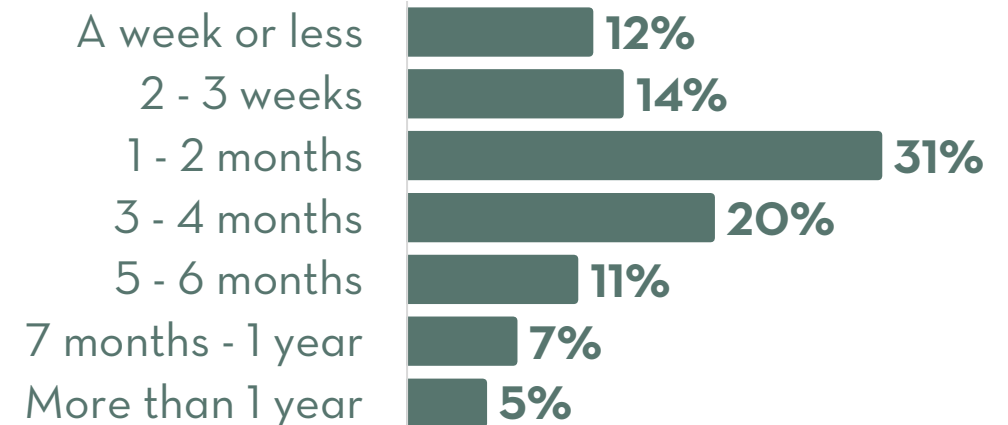
TRIP PLANNING CYCLE

- » **21%** of visitors to Downeast & Acadia started planning their trip less than a month in advance
- » **Over half** of visitors have a planning window longer than 3 months
- » **26%** of visitors have a booking window of less than 1 month
- » **Over 2 in 5** visitors booked accommodations 3+ months in advance

Beginning of Trip Planning Cycle

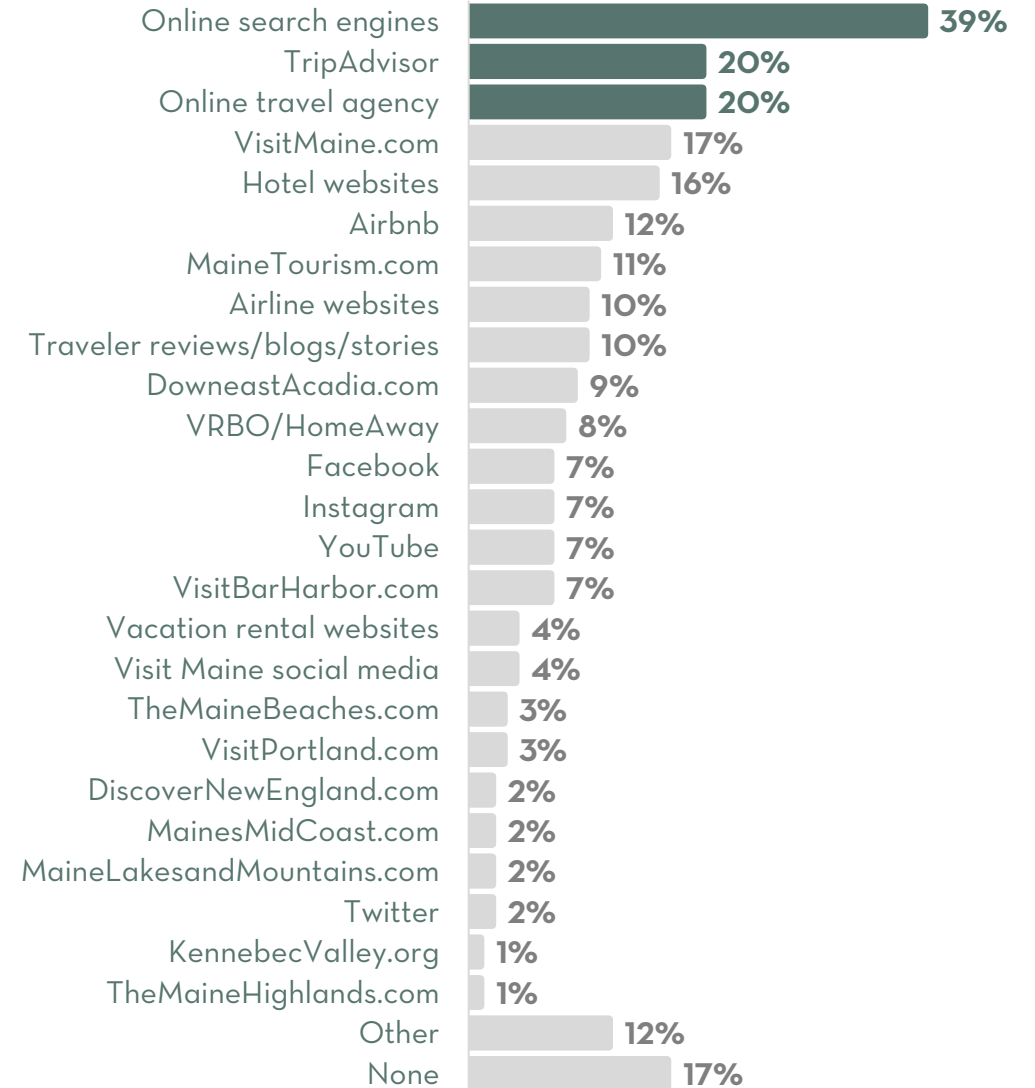


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

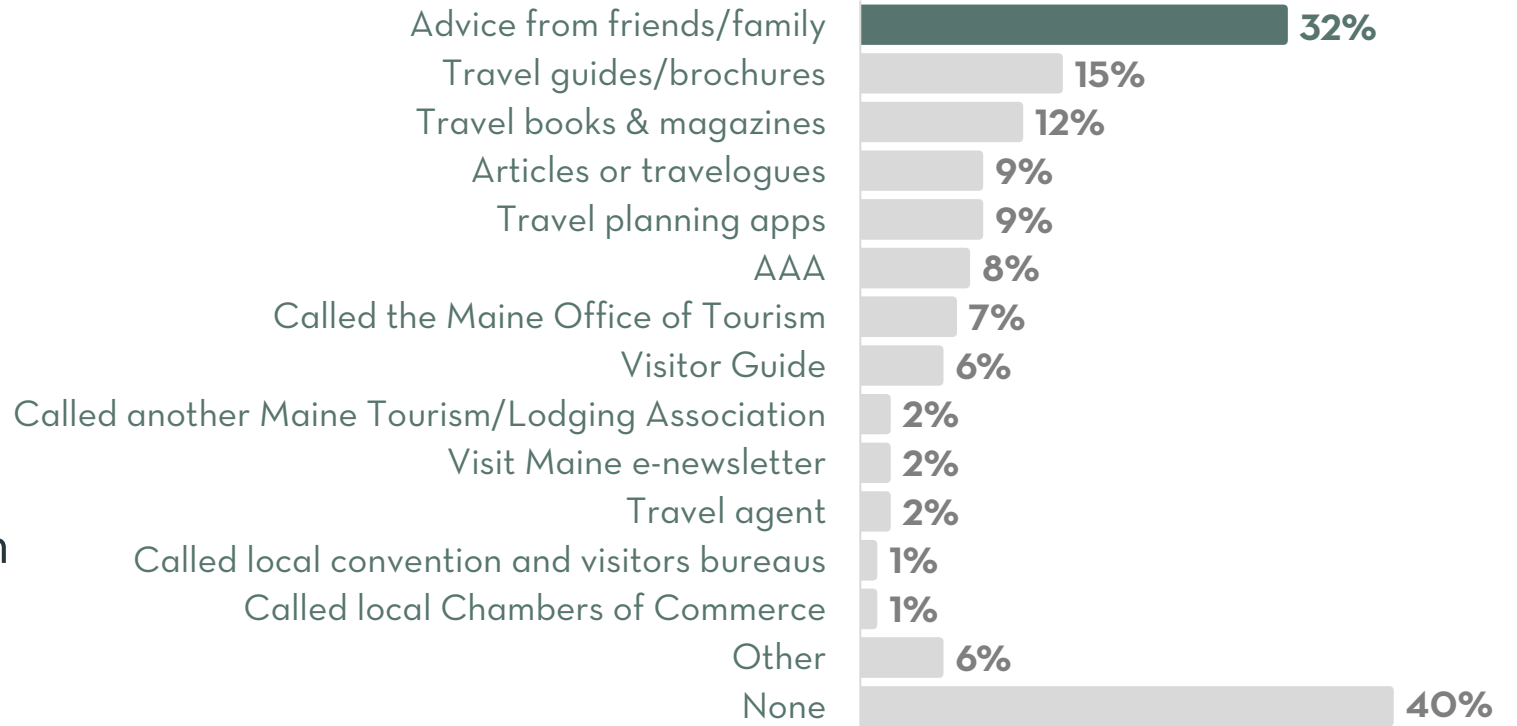
- » **Over 4 in 5** visitors used one or more online resources to help them plan their trip to Downeast & Acadia
- » **Nearly 2 in 5** visitors used an online search engine, such as Google, to help them plan their trip to Downeast & Acadia
- » **1 in 5** visitors used TripAdvisor or an online travel agency to help plan their trip



*Multiple responses permitted.

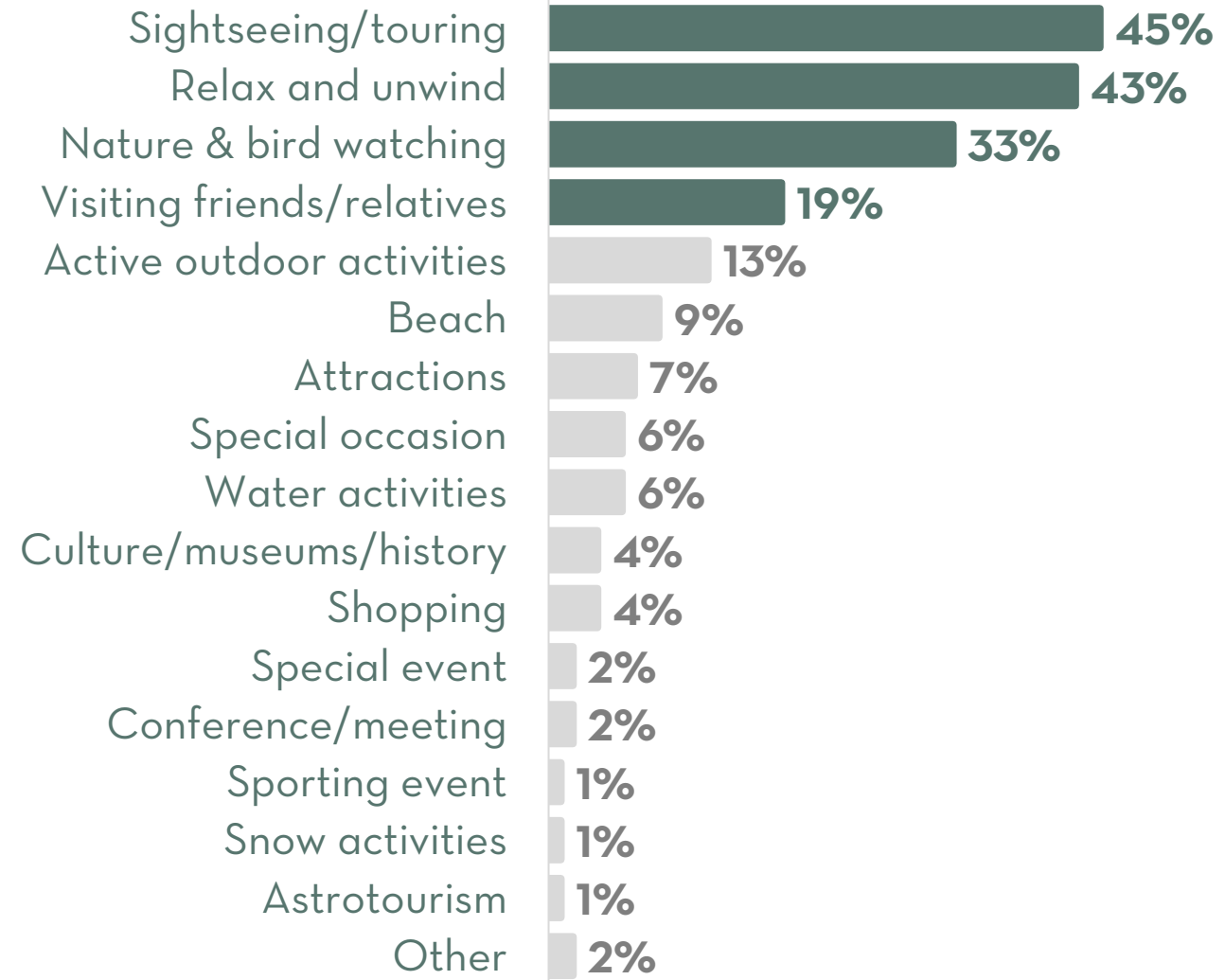
OFFLINE TRIP PLANNING SOURCES*

- » **32%** of visitors relied on advice from their friends and family to help them plan their trip to Downeast & Acadia
- » **2 in 5** visitors did not use any offline resources to help them plan their trip to Downeast & Acadia



REASONS FOR VISITING*

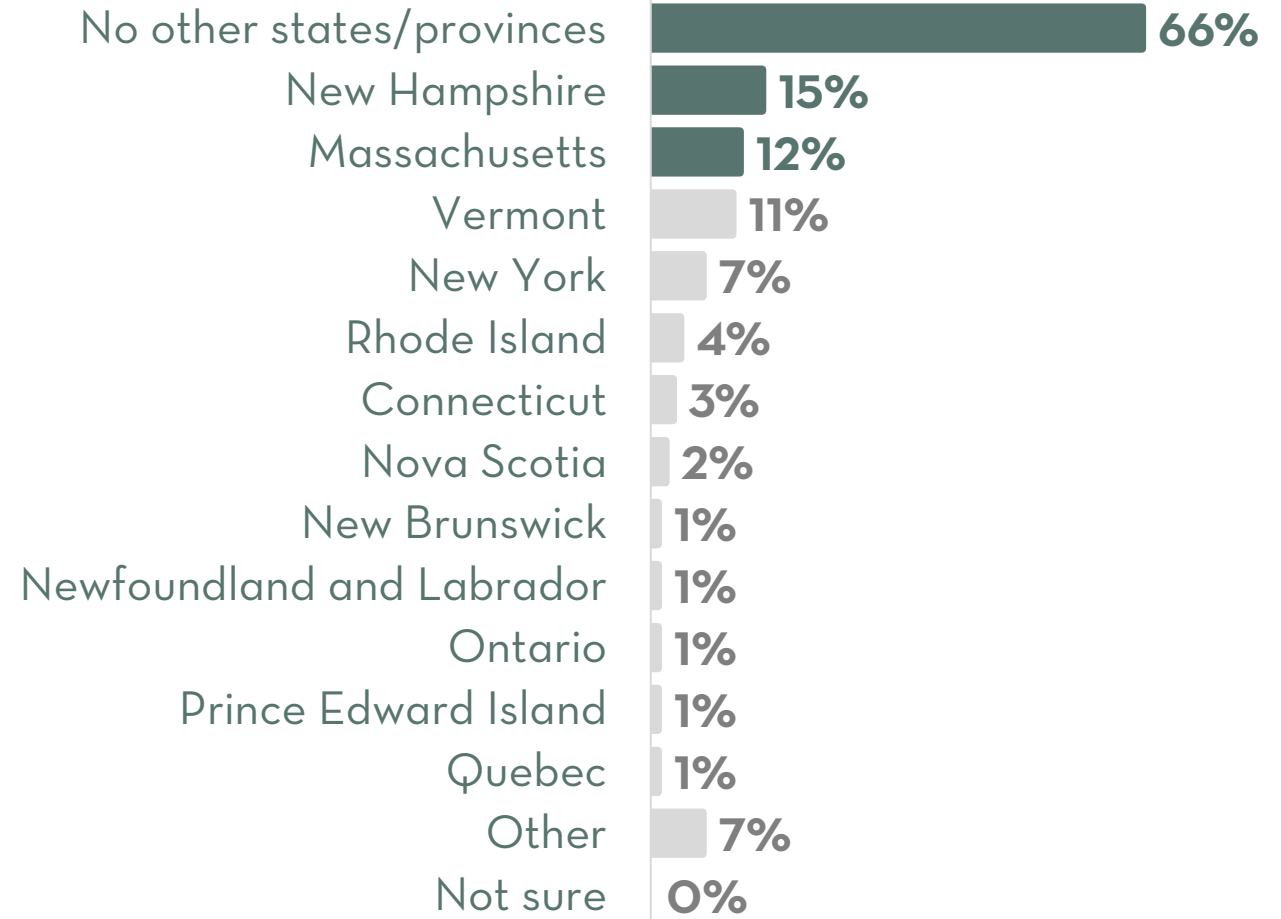
- » **Nearly half** of visitors traveled to the Downeast & Acadia region primarily to sightsee/tour or relax and unwind
- » **1 in 3** visitors came to Downeast & Acadia to nature and bird watch, and **nearly 1 in 5** came to visit their friends and relatives



*Multiple responses permitted.

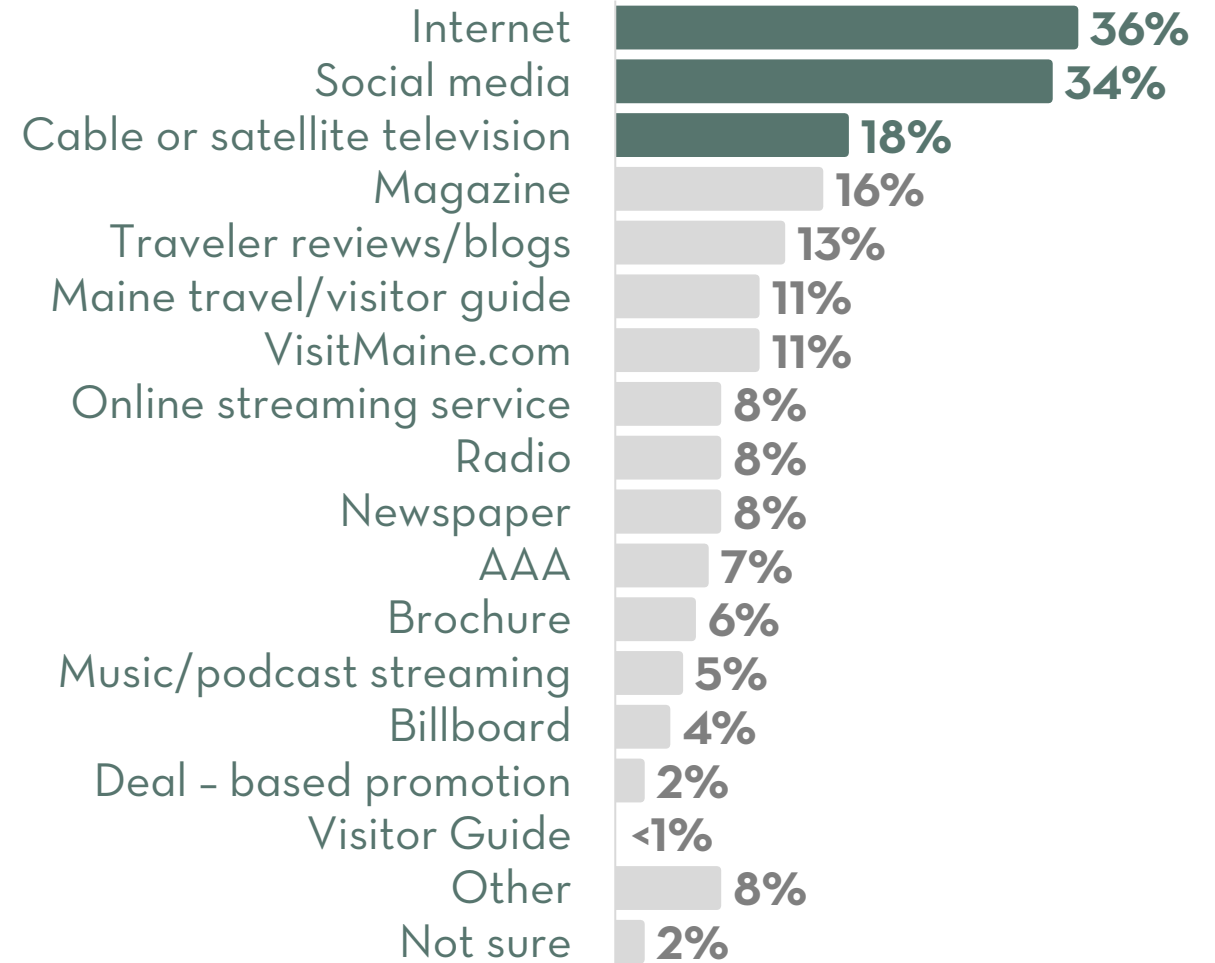
OTHER STATES & PROVINCES CONSIDERED*

- » **2 in 3** visitors considered visiting **ONLY** Maine while planning their trip to Downeast & Acadia
- » Visitors to Downeast & Acadia were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province



PRE-TRIP EXPOSURE TO ADVERTISING*

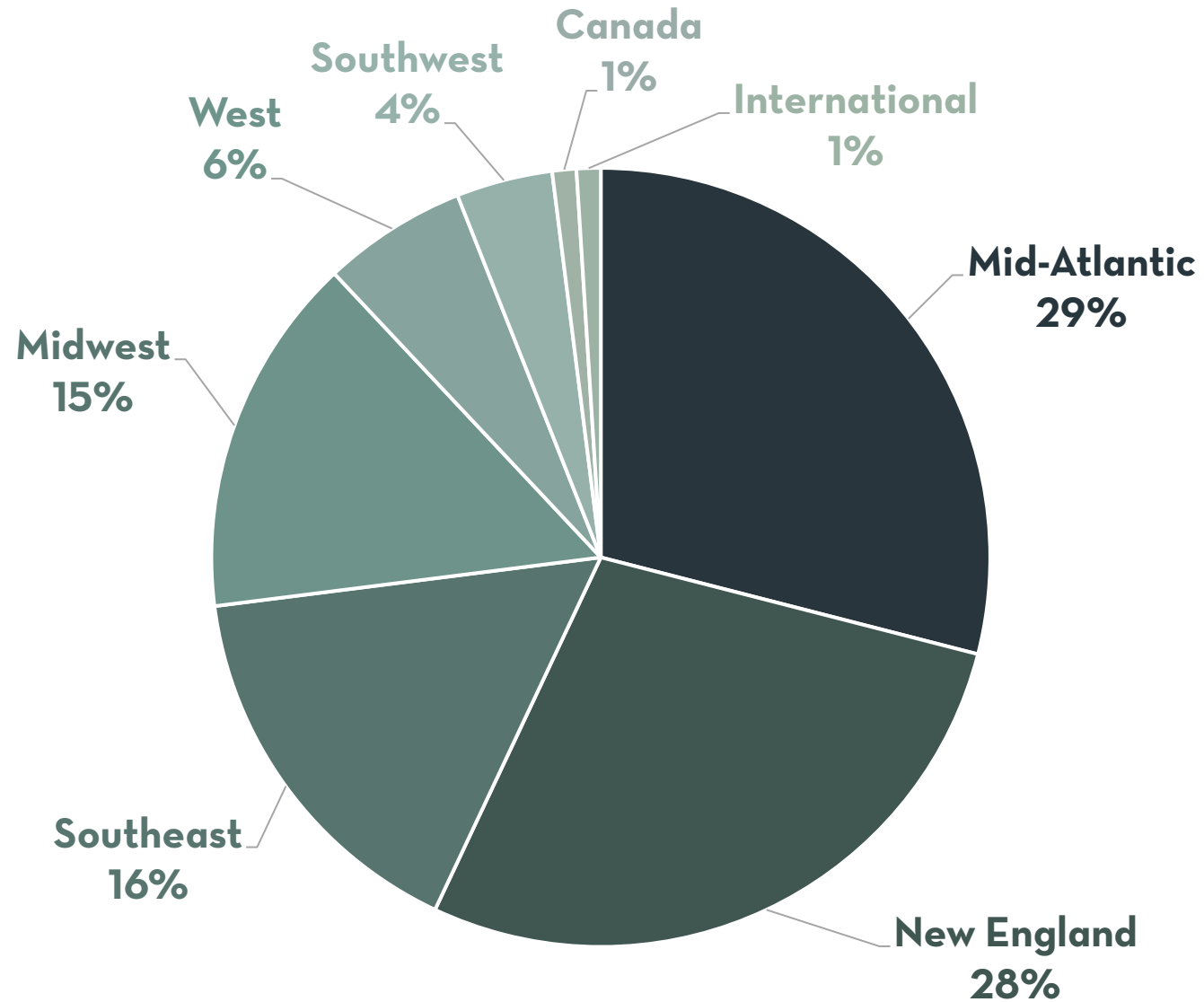
- » **34%** of visitors noticed advertising or promotions for Maine prior to their trip to Downeast & Acadia
- » Visitors who were exposed to this advertising primarily saw it on the **internet, social media, or television**
- » Visitors were more likely to notice Maine promotions on **digital** media rather than on **traditional** media



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **34%** of visitors to Downeast & Acadia were from Maine, New York, Florida, or Massachusetts
- » **72%** of visitors to Downeast & Acadia came from **14** U.S. states
- » **1 in 10** visitors to Downeast & Acadia were traveling from within Maine

State/Country	Percent
Maine	10%
New York	10%
Florida	7%
Massachusetts	7%
Pennsylvania	6%
New Jersey	5%
Connecticut	4%
New Hampshire	4%
Virginia	4%
Illinois	3%
Maryland	3%
North Carolina	3%
Ohio	3%
Texas	3%

TOP ORIGIN MARKETS

- » More visitors traveled to Downeast & Acadia from the **New York City metro area** than from any other market
- » **Over 1 in 4** visitors to Downeast & Acadia traveled from **6** U.S. markets

Market	Percent
New York City ¹	10%
Washington DC - Baltimore ²	5%
Boston	4%
Philadelphia	3%
Atlanta	2%
Chicago	2%

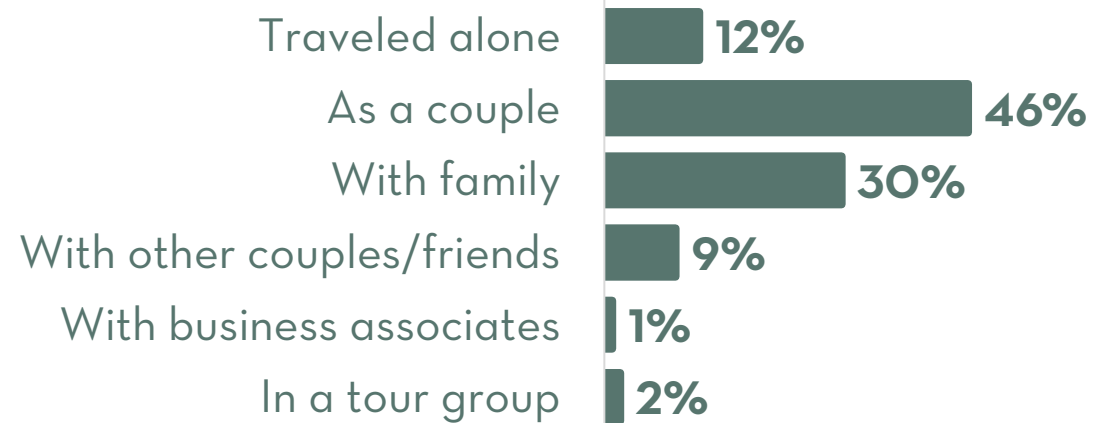
¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

² Includes parts of Maryland, Virginia, and West Virginia.

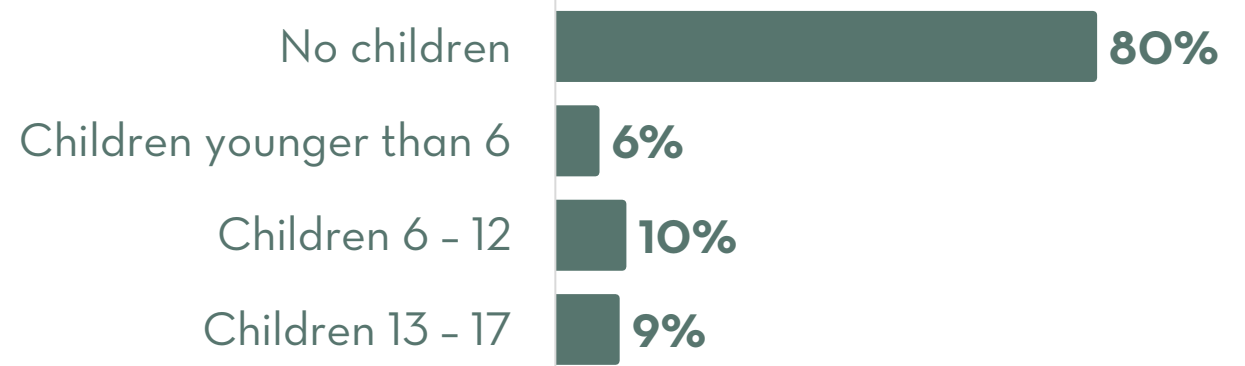
TRAVEL PARTIES

- » Typical visitors to Downeast & Acadia traveled with a party of **2.9** people
- » **46%** of visitors traveled as a couple
- » Only **1 in 5** visitors traveled in Downeast & Acadia with children

Travel Party Composition

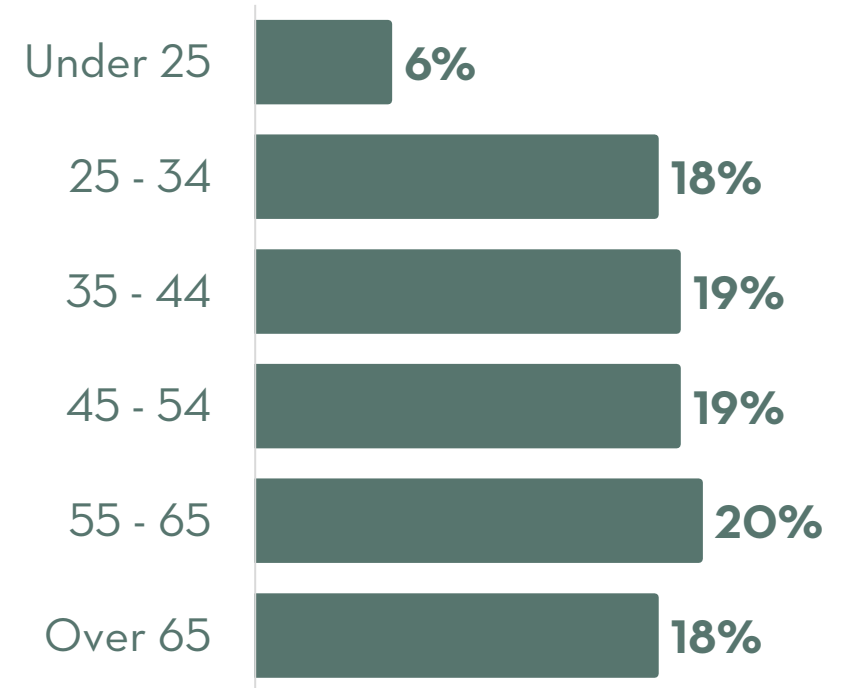


Children in Travel Party*



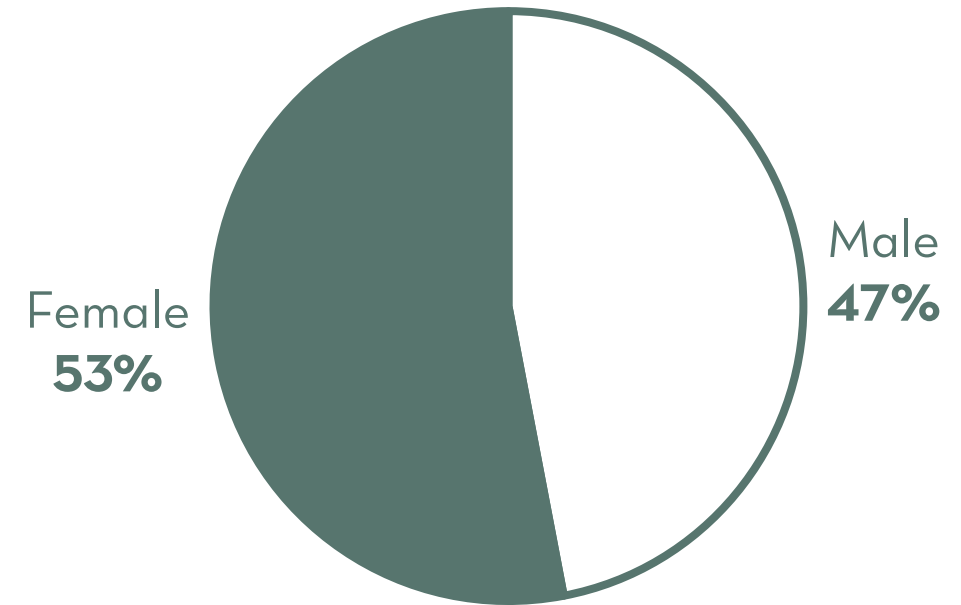
*Multiple responses permitted.

- » The average age of visitors to Downeast & Acadia is **48** years old



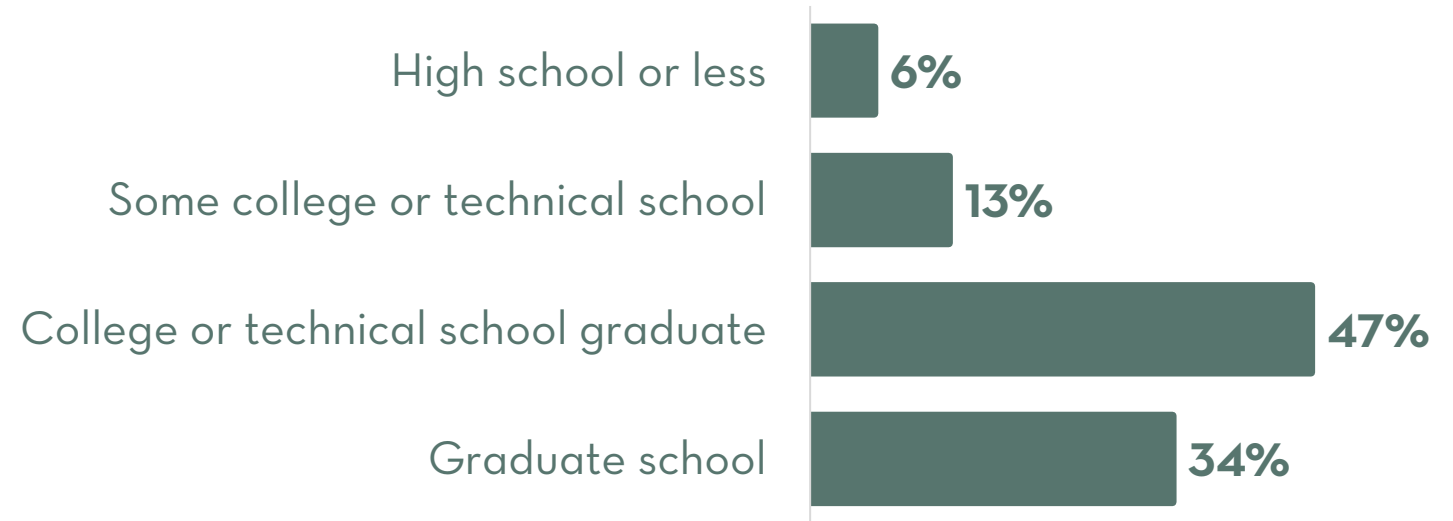
GENDER

- » **53%** of visitors to Downeast & Acadia who were interviewed were female



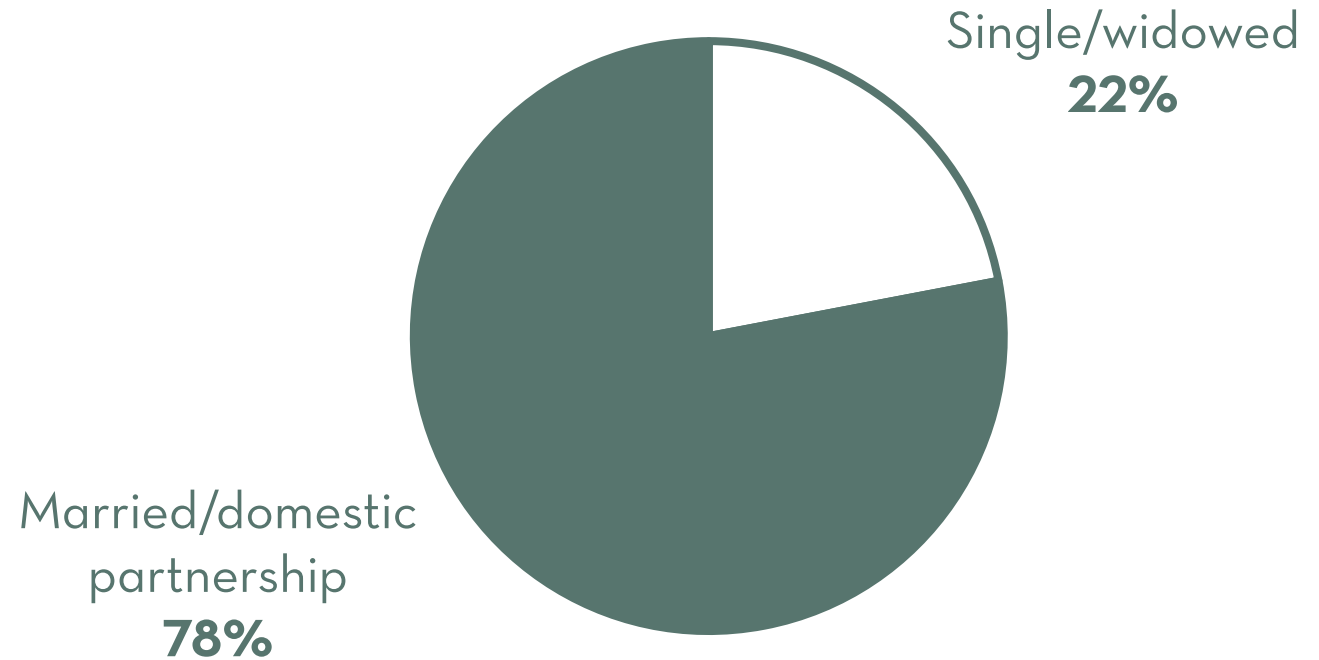
EDUCATIONAL ATTAINMENT

- » Downeast & Acadia visitors have substantial formal educations, with over **4 in 5** having at least a college or technical school degree, and over **1 in 3** possessing a graduate degree



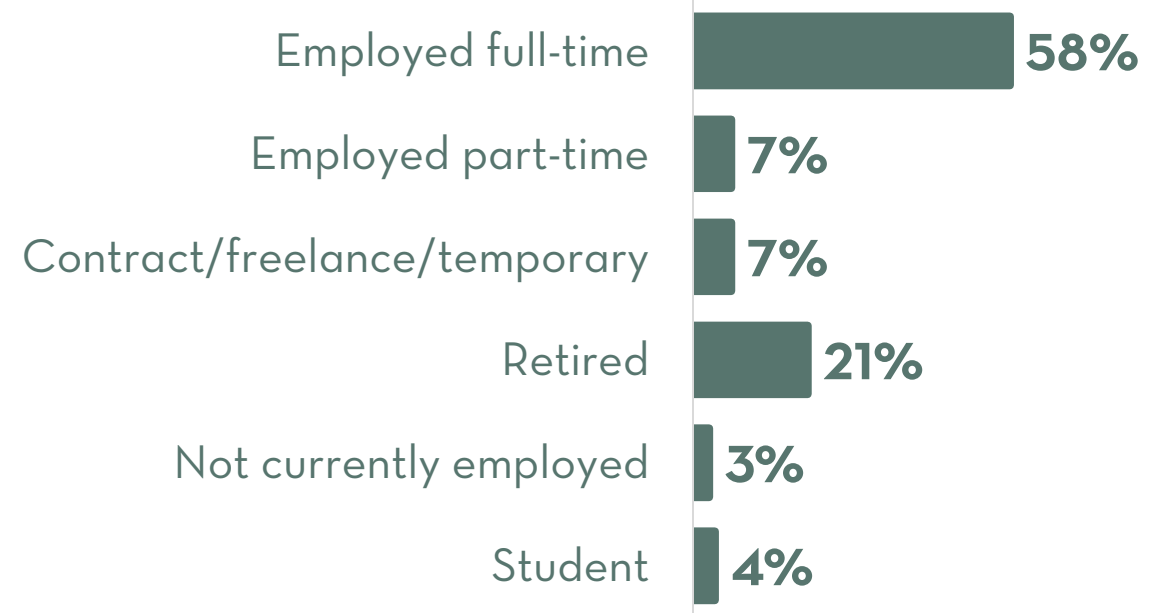
MARITAL STATUS

- » **78%** of visitors to Downeast & Acadia were married or living with their partner



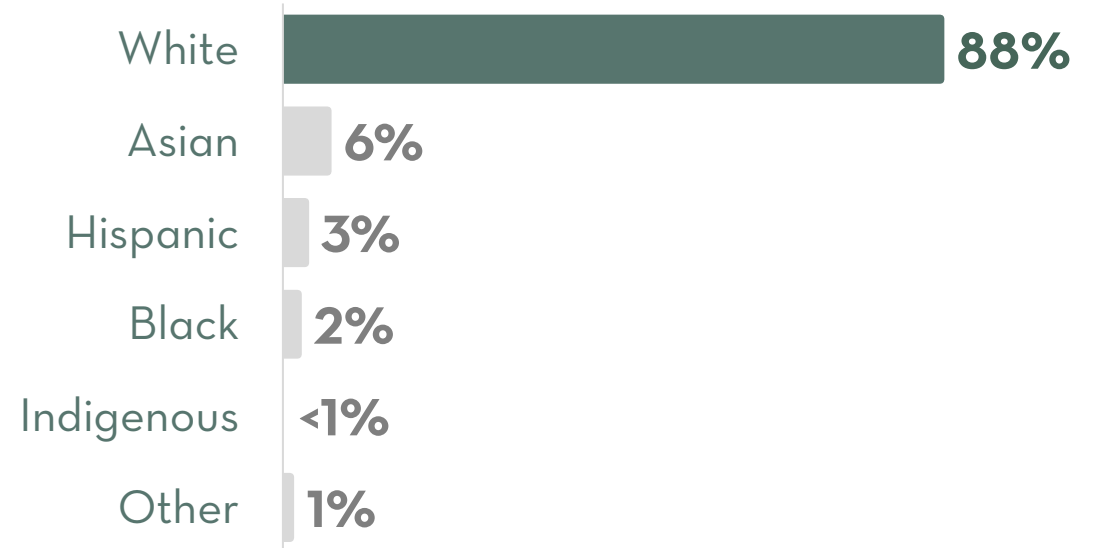
EMPLOYMENT STATUS

- » Nearly **3 in 4** visitors to Downeast & Acadia were employed, **most** full-time



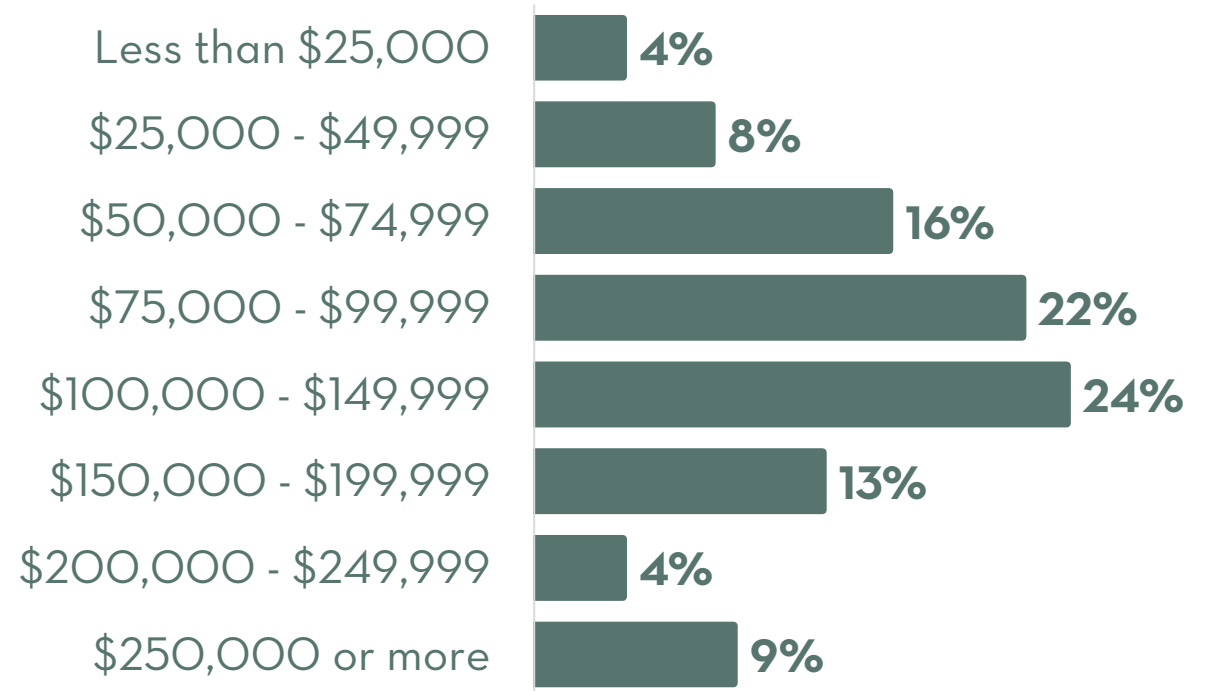
RACE & ETHNICITY

» **Nearly 9 in 10** visitors to Downeast & Acadia were White/Caucasian



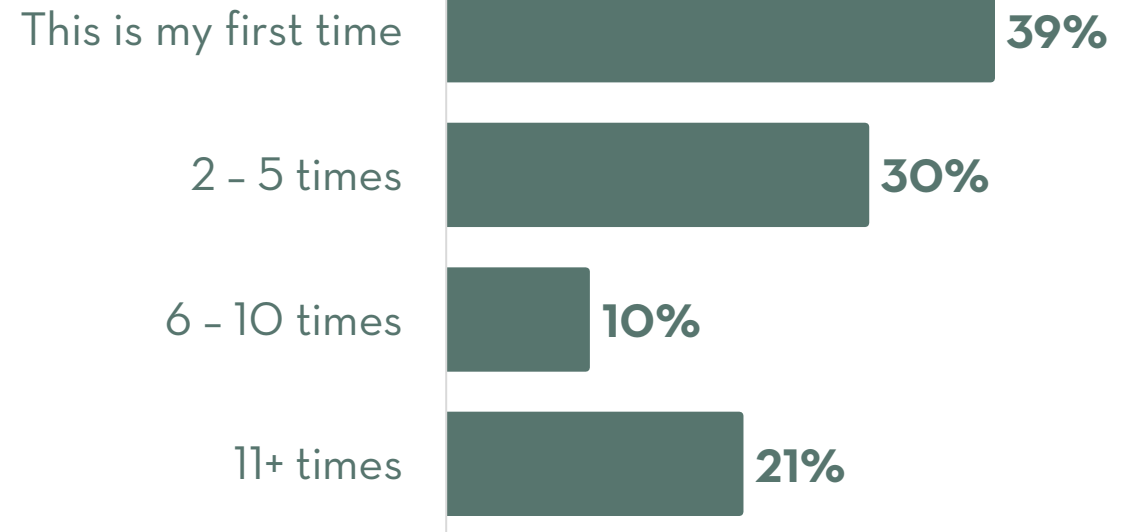
HOUSEHOLD INCOME

- » Typical visitors to Downeast & Acadia earned **\$100,000** per year in household income
- » **26%** of Downeast & Acadia visitors have household incomes that exceed \$150,000



NEW & RETURNING VISITORS

- » **39%** of visitors to Downeast & Acadia were traveling in Maine for the first time
- » **21%** of visitors to Downeast & Acadia had previously traveled in Maine more than 10 times

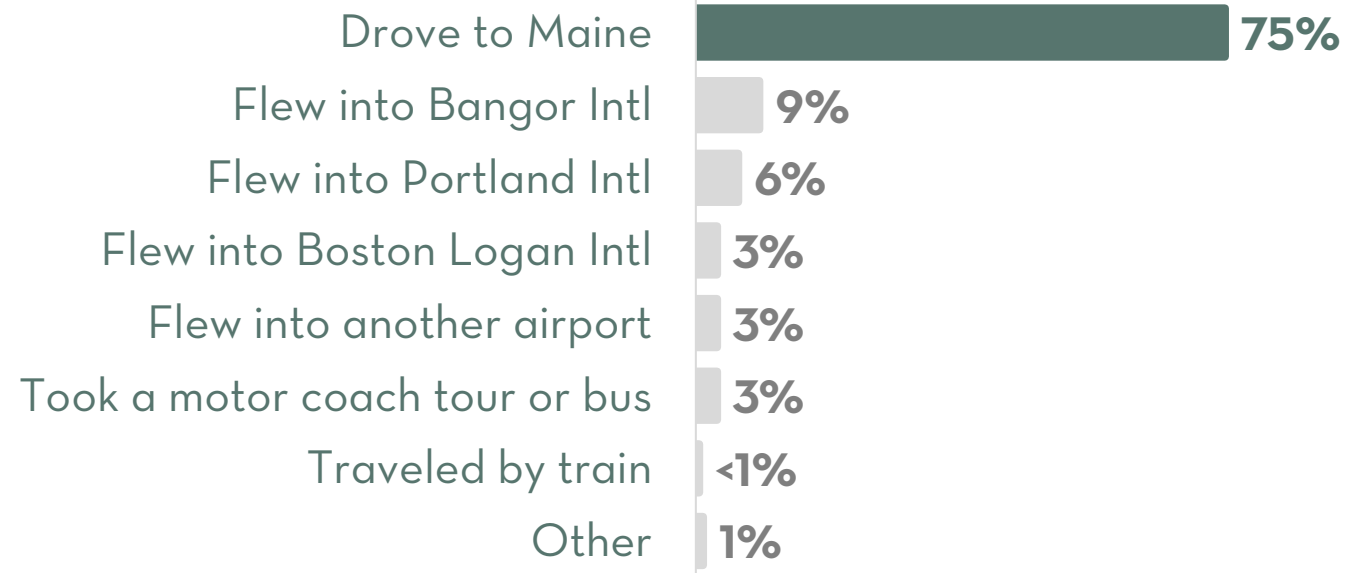


TRIP PLANNING CYCLE : TRIP EXPERIENCE



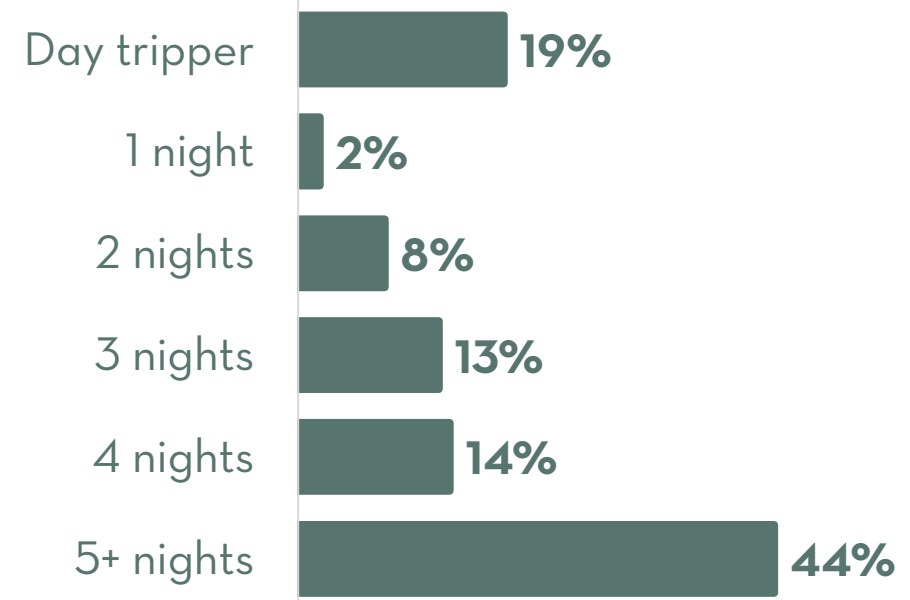
MODES OF TRANSPORTATION

- » Downeast & Acadia is a drive-market as the majority (**75%**) of visitors choose to travel by car rather than by plane, motor coach/bus, or train
- » **Most** Downeast & Acadia visitors who flew to Maine arrived at Bangor International Airport or Portland International Jetport



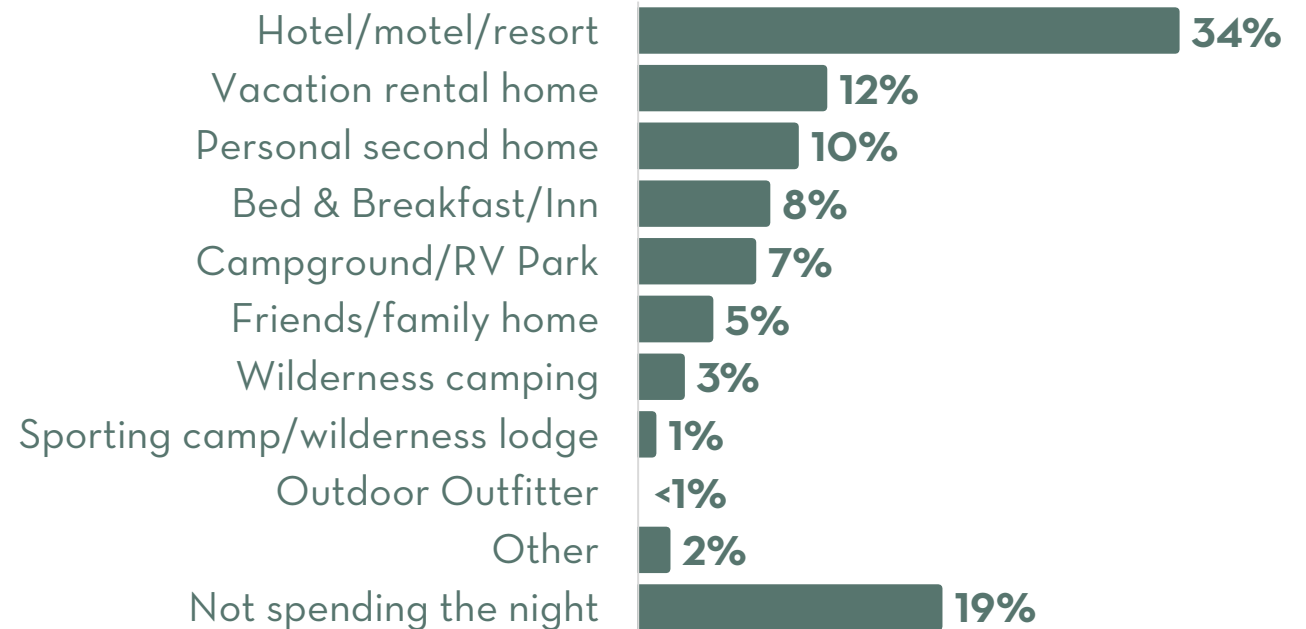
NIGHTS STAYED

- » **19%** of visitors to Downeast & Acadia were day trippers
- » Typical visitors to Downeast & Acadia stayed **6.2** nights in Maine accommodations during their trip
- » **44%** of visitors to Downeast & Acadia stayed 5 or more nights in Maine



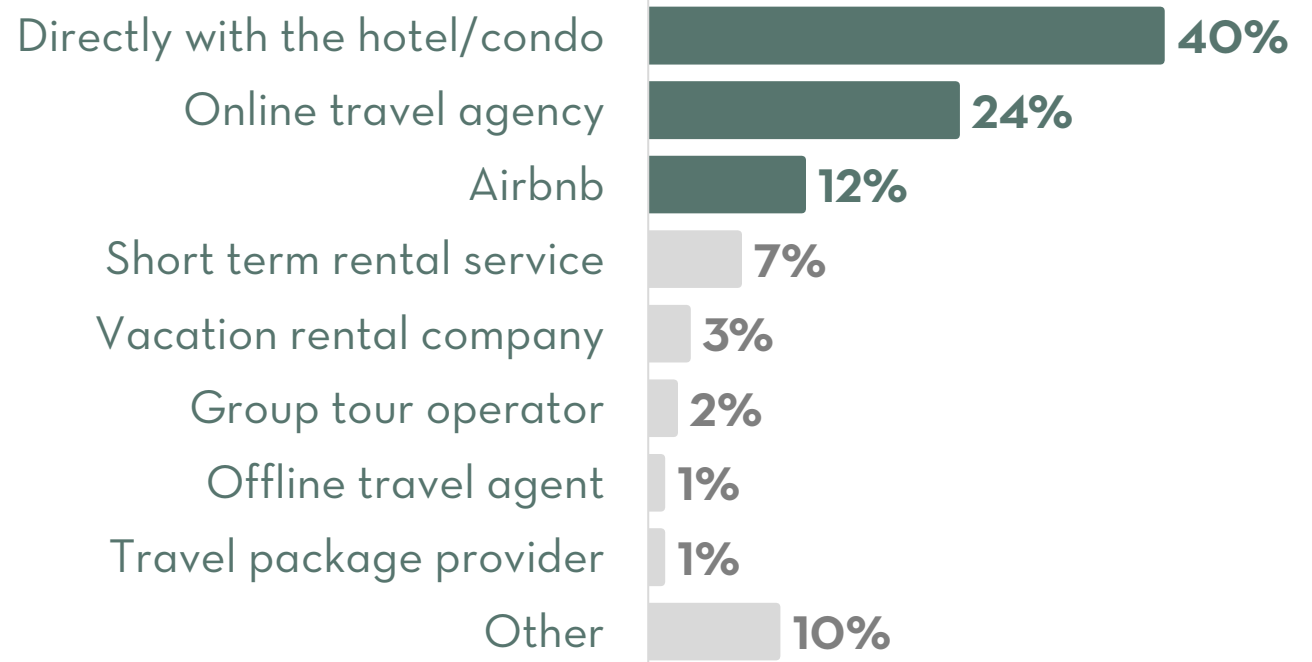
ACCOMMODATIONS

- » **Over 1 in 3** visitors to Downeast & Acadia stayed overnight in a hotel, motel, or resort
- » During 2021, **12%** of visitors to Downeast & Acadia stayed overnight in a vacation rental home, and **10%** stayed in a personal second home



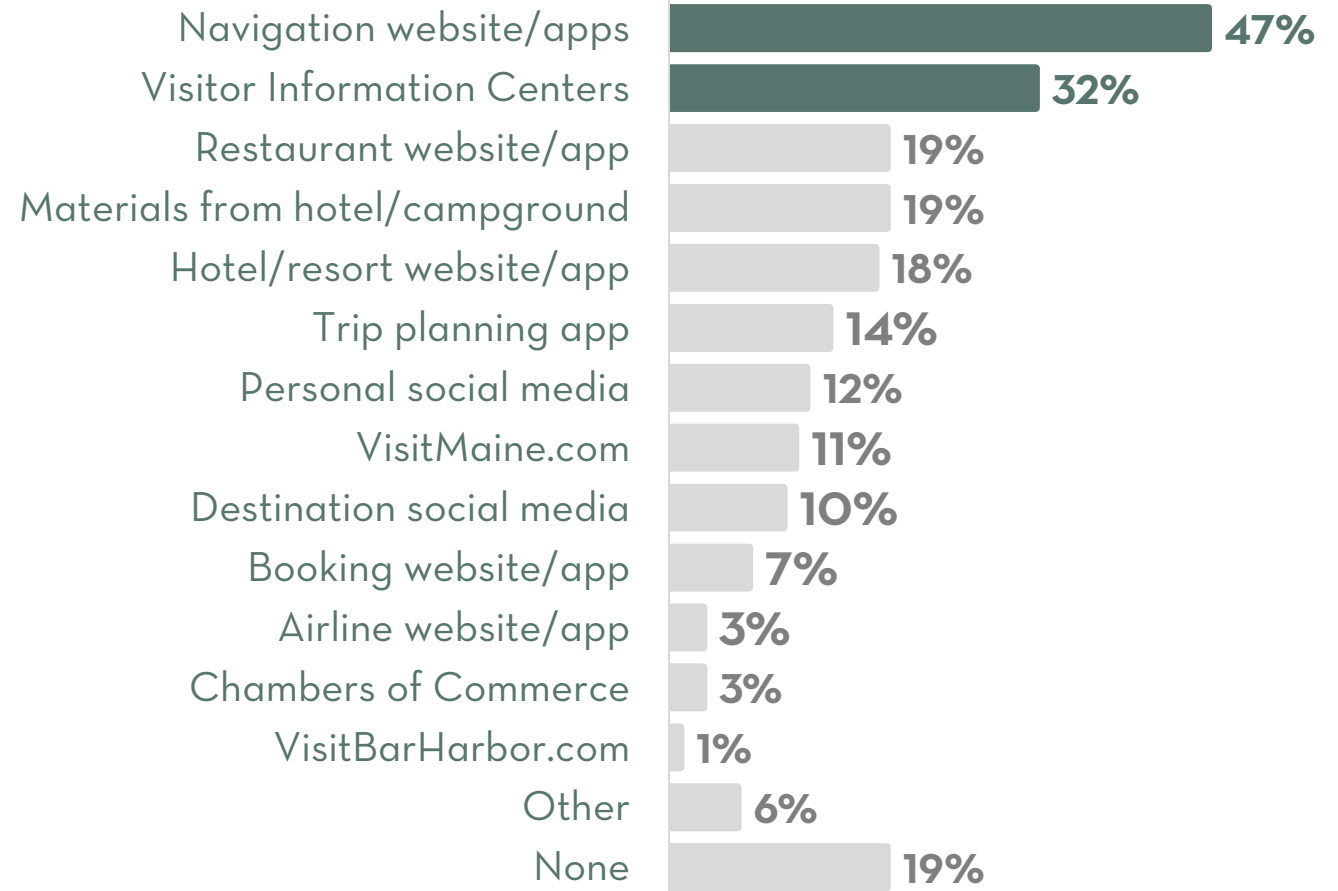
BOOKING METHODS

- » **Nearly 2 in 3** visitors to Downeast & Acadia stayed overnight in paid accommodations during their trip in Maine
- » **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



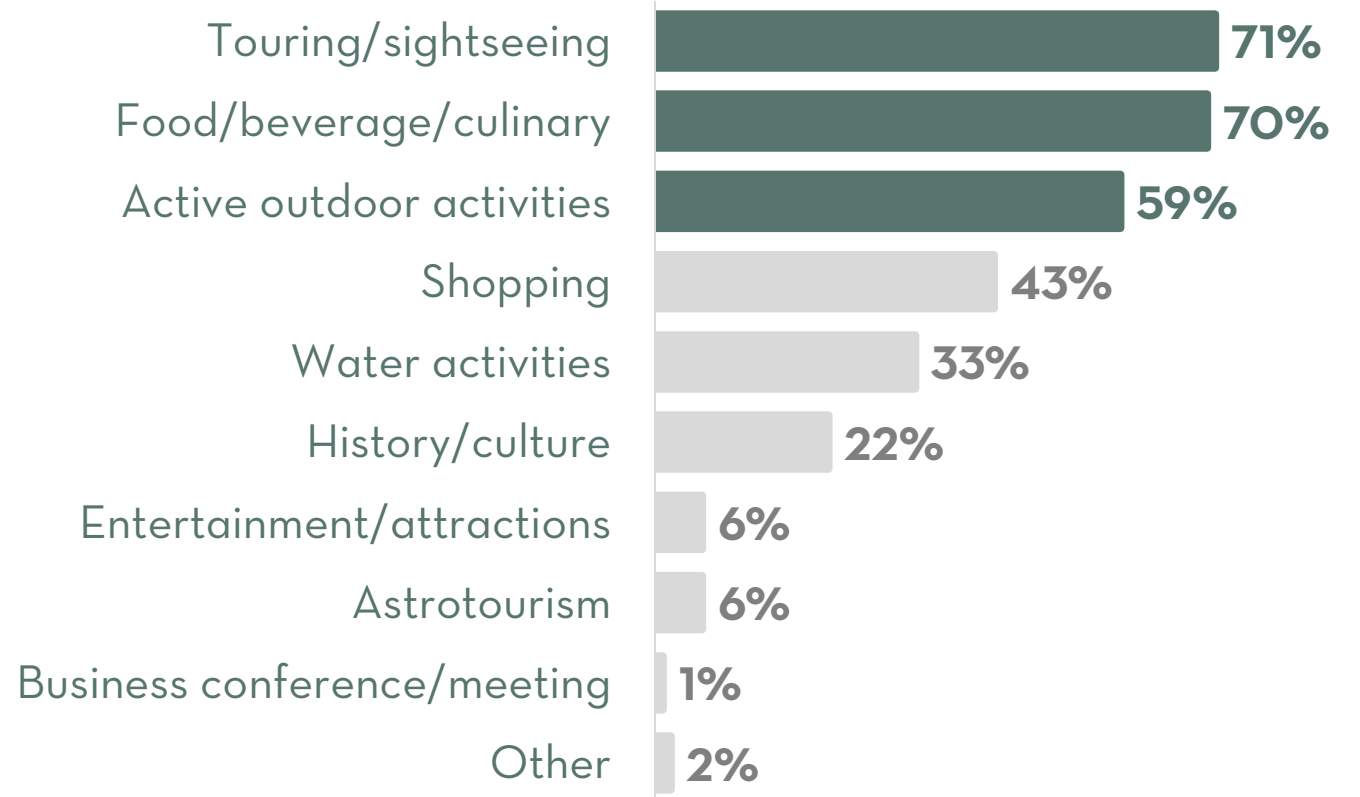
IN-MARKET VISITOR RESOURCES*

- » Visitors were **most likely** to rely on navigation websites and apps to plan activities in-market
- » **32%** of visitors used Visitor Information Centers
- » Almost **1 in 5** visitors did not use any resources to plan activities while they were in Downeast & Acadia



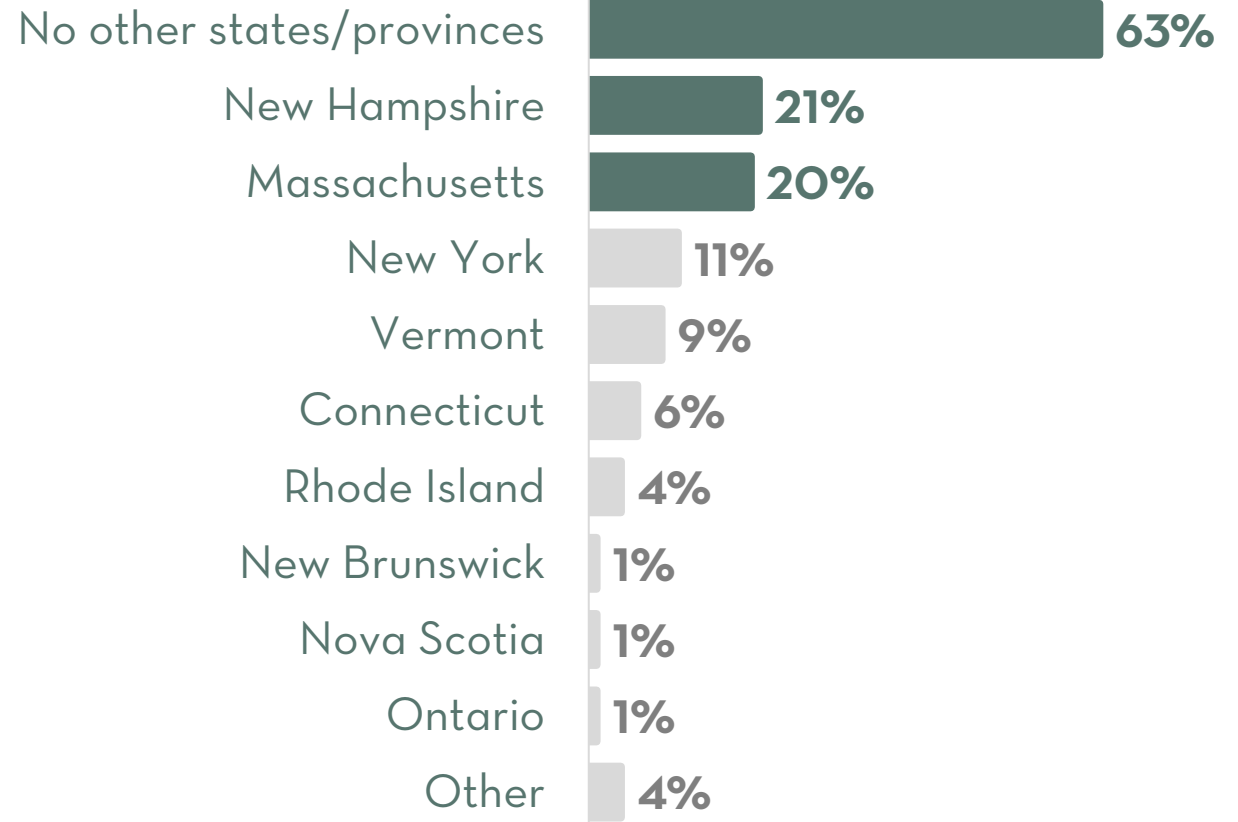
VISITOR ACTIVITIES*

- » **Just over 7 in 10** of visitors engaged in sightseeing/touring activities during their trip
- » **7 in 10** visitors participated in food, beverage, and culinary activities during their trip in Downeast & Acadia



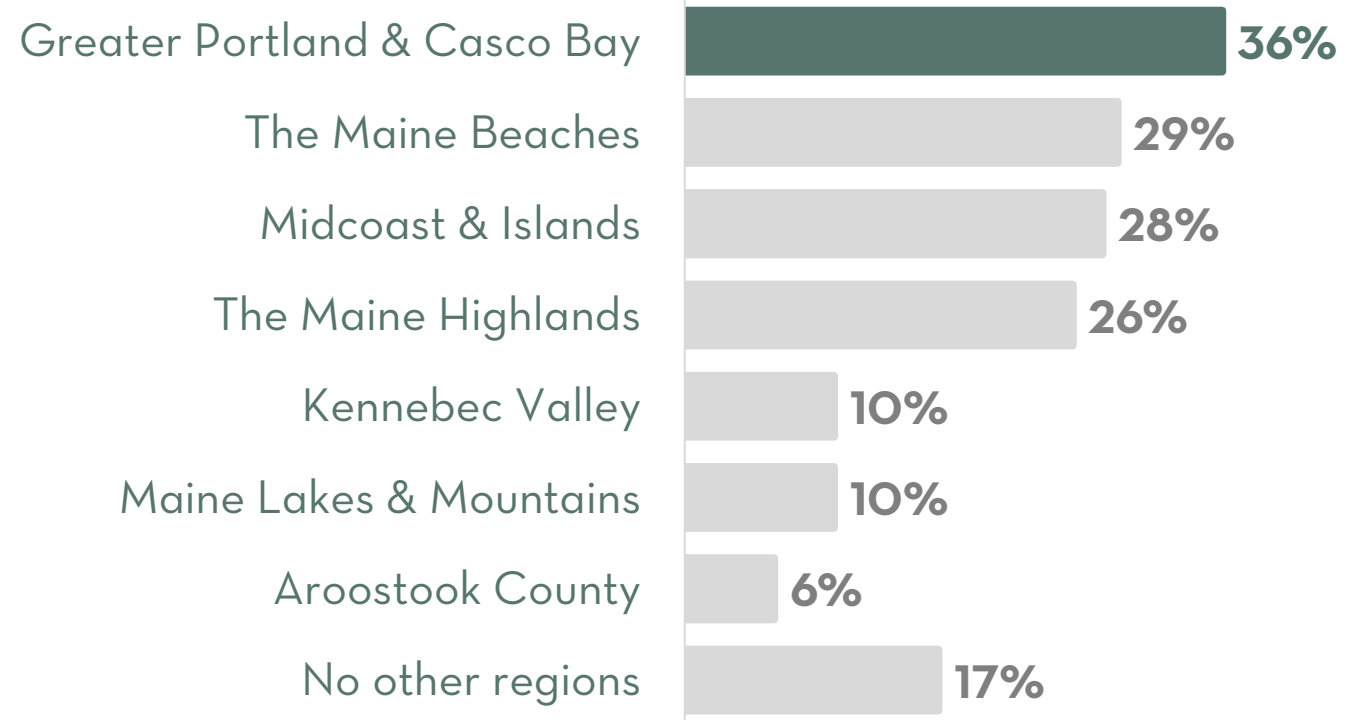
OTHER STATES & PROVINCES VISITED*

- » **Nearly 2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to Downeast & Acadia
- » Visitors 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



REGIONS VISITED WITHIN MAINE*

- » **Nearly 1 in 5** visitors stayed within the Downeast & Acadia region during their trip in Maine, rather than traveling throughout the state
- » **Over 1 in 3** visitors to the Downeast & Acadia region also visited Greater Portland & Casco Bay during their trip in Maine



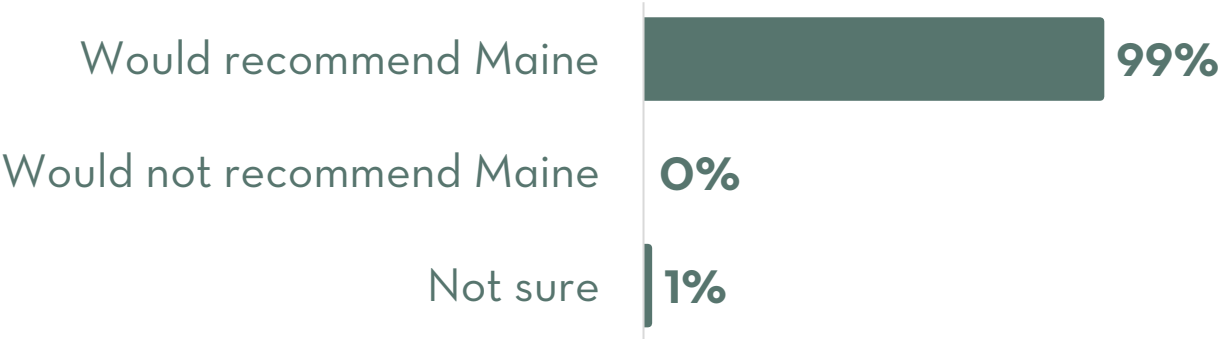
TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

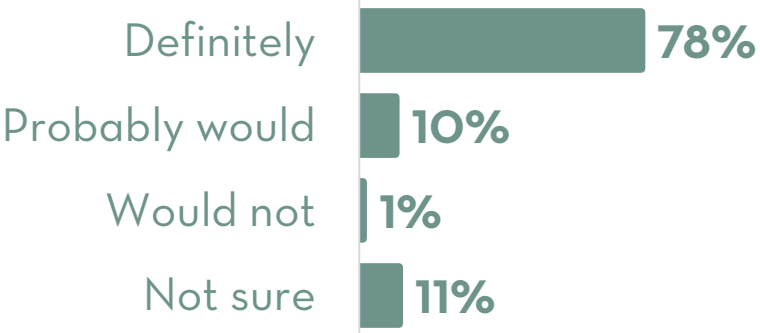
» **99%** of visitors would recommend that their friends and family visit Maine

Likelihood of Recommending Maine

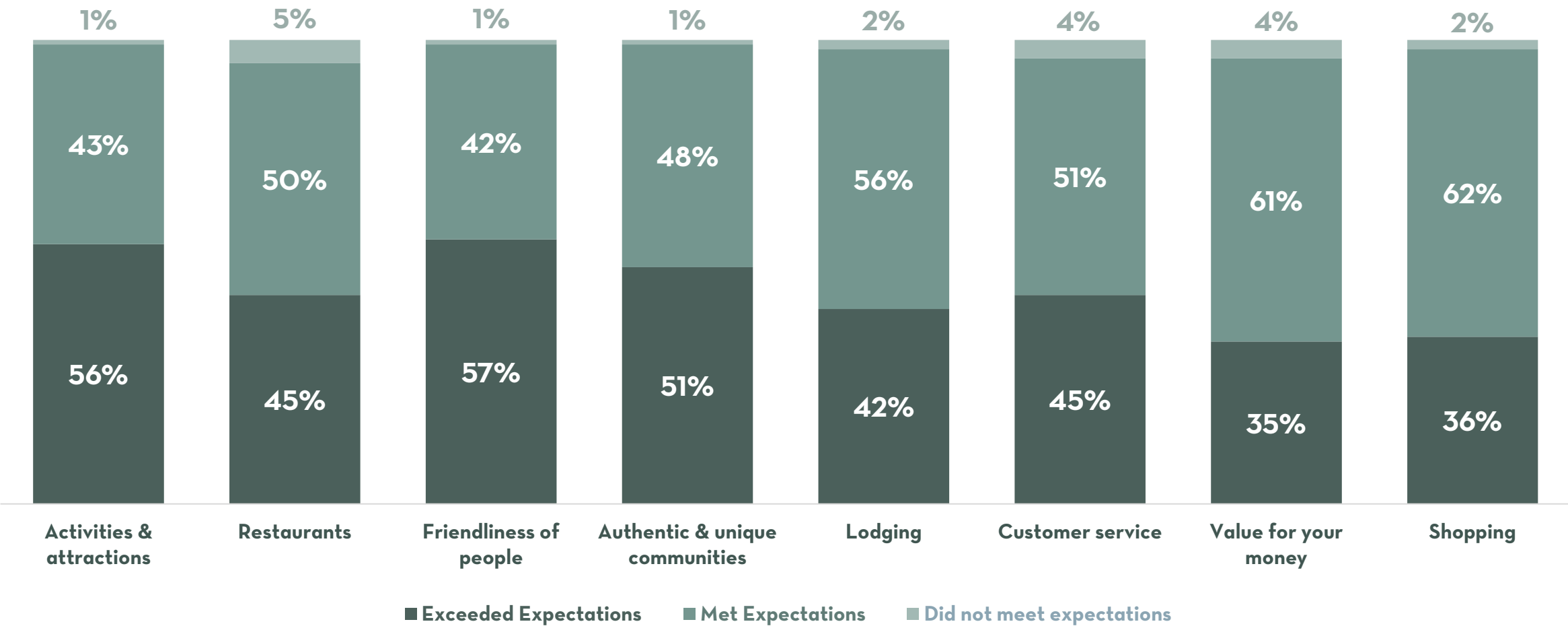


» **88%** of visitors would recommend that their friends and family visit the Downeast & Acadia region

Likelihood of Recommending Downeast & Acadia



TRIP EXPECTATIONS



“Don’t know” responses omitted.

LIKELIHOOD OF RETURNING TO MAINE

- » **93%** of visitors to Downeast & Acadia will likely return to Maine for a future visit or vacation



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	15%	8%
2 - 3 weeks	19%	13%
1 - 2 months	34%	28%
3 - 4 months	16%	22%
5 - 6 months	8%	11%
7 months - 1 year	4%	8%
More than 1 year	4%	10%

BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	20%	12%
2 - 3 weeks	22%	14%
1 - 2 months	34%	31%
3 - 4 months	11%	20%
5 - 6 months	6%	11%
7 months - 1 year	3%	7%
More than 1 year	4%	5%

ONLINE TRIP PLANNING SOURCES*

	2020	2021
Online search engines	42%	39%
TripAdvisor	16%	20%
Online travel agency	20%	20%
VisitMaine.com	10%	17%
Hotel websites	17%	16%
Airbnb	12%	12%
MaineTourism.com	7%	11%
Airline websites	7%	10%
Traveler reviews/blogs/stories	14%	10%
DowneastAcadia.com	9%	9%
VRBO/HomeAway	6%	8%
Facebook	13%	7%
Instagram	7%	7%
YouTube	5%	7%
VisitBarHarbor.com	6%	7%
Vacation rental websites	3%	4%
Visit Maine social media	4%	4%
TheMaineBeaches.com	2%	3%
VisitPortland.com	2%	3%
DiscoverNewEngland.com	3%	2%
MainesMidCoast.com	2%	2%
MaineLakesandMountains.com	1%	2%
Twitter	2%	2%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
VisitAroostook.com	1%	<1%
Other	8%	12%
None	21%	17%

*Multiple responses permitted.

OFFLINE PLANNING SOURCES*

	2020	2021
None	42%	40%
Advice from friends/family	37%	32%
Travel guides/brochures	13%	15%
Travel books & magazines	9%	12%
Articles or travelogues	6%	9%
Travel planning apps	7%	9%
AAA	6%	8%
Called the Maine Office of Tourism	2%	7%
Visitor Guide	4%	6%
Called another Maine Tourism/Lodging Association	2%	2%
Visit Maine e-Newsletter	3%	2%
Travel agent	3%	2%
Called local convention and visitors bureaus	2%	1%
Called local Chambers of Commerce	2%	1%
Other	5%	6%

REASON FOR VISITING*

	2020	2021
Sightseeing/touring	22%	45%
Relax and unwind	22%	43%
Nature & birdwatching	15%	33%
Visiting friends/relatives	19%	19%
Active outdoor activities	11%	13%
Beach	5%	9%
Attractions	5%	7%
Special occasion	7%	6%
Water activities	5%	6%
Culture/museums/history	4%	4%
Shopping	6%	4%
Special event	2%	2%
Conference/meeting	2%	2%
Sporting event	1%	1%
Snow activities	1%	1%
Astrotourism	-	1%
Other	4%	2%

OTHER STATES/PROVINCES CONSIDERED*

	2020	2021
Did not consider any other states or provinces	66%	66%
New Hampshire	14%	15%
Massachusetts	9%	12%
Vermont	10%	11%
New York	6%	7%
Rhode Island	6%	4%
Connecticut	3%	3%
Nova Scotia	3%	2%
New Brunswick	2%	1%
Newfoundland and Labrador	1%	1%
Ontario	2%	1%
Prince Edward Island	2%	1%
Quebec	2%	1%
Other	8%	7%

ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	41%	34%
Type of Promotion*:	Base: 41%	Base: 34%
Internet	32%	36%
Social media	38%	34%
Cable or satellite television	22%	18%
Magazine	17%	16%
Traveler reviews/blogs	19%	13%
Maine travel/visitor guide	18%	11%
VisitMaine.com	12%	11%
Online streaming service	8%	8%
Radio	11%	8%
Newspaper	10%	8%
AAA	7%	7%
Brochure	10%	6%
Music/podcast streaming	7%	5%
Billboard	7%	4%
Deal - based promotion	4%	2%
Visitor Guide	0%	0%
Other	6%	8%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

	2020	2021
Mid-Atlantic	26%	29%
New England	46%	28%
Southeast	12%	16%
Midwest	3%	15%
West	4%	6%
Southwest	5%	4%
Canada	3%	1%
International	1%	1%

ORIGIN STATE/PROVINCE

	2020	2021
Maine	20%	10%
New York	12%	10%
Florida	5%	7%
Massachusetts	9%	7%
Pennsylvania	3%	6%
New Jersey	6%	5%
Connecticut	6%	4%
New Hampshire	8%	4%
Virginia	2%	4%

ORIGIN MARKET

	2020	2021
New York City ¹	12%	10%
Washington DC - Baltimore ²	1%	5%
Boston	5%	4%
Philadelphia	3%	3%
Atlanta	1%	2%
Chicago	1%	2%

¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

² Includes parts of Maryland, Virginia, and West Virginia.

TRAVEL PARTY SIZE/COMPOSITION

	2020	2021
Travel Party Size	2.7	2.9
Traveled alone	13%	12%
As a couple	47%	46%
With family	29%	30%
With other couples/friends	10%	1%
With business associates	1%	1%
In a tour group	0%	9%
Other	0%	1%

TRAVEL WITH CHILDREN*

	2020	2021
No children	79%	80%
Children younger than 6	7%	6%
Children 6 - 12	11%	10%
Children 13 - 17	9%	9%

DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	45%	47%
Female	55%	53%

Education	2020	2021
High school or less	7%	6%
Some college or technical school	18%	13%
College or technical school graduate	49%	47%
Graduate school	26%	34%

Income	2020	2021
Less than \$25,000	7%	4%
\$25,000 - \$49,999	12%	8%
\$50,000 - \$74,999	17%	16%
\$75,000 - \$99,999	19%	22%
\$100,000 - \$149,999	22%	24%
\$150,000 - \$199,999	12%	13%
\$200,000 - \$249,999	4%	4%
\$250,000 or more	7%	9%

DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	57%	58%
Employed part-time	9%	7%
Contract/freelance/temporary	6%	7%
Retired	18%	21%
Not currently employed	5%	3%
Student	5%	4%

Race	2020	2021
White	90%	88%
Asian	4%	6%
Black	3%	2%
Hispanic	2%	3%
Indigenous	<1%	<1%
Other	1%	1%

Marital Status	2020	2021
Single/widowed	24%	22%
Married/domestic partnership	76%	78%

NEW & RETURNING VISITORS

	2020	2021
This is my first time	27%	39%
2 - 5 times	32%	30%
6 - 10 times	14%	10%
11+ times	27%	21%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

	2020	2021
Drove to Maine	74%	75%
Bangor International Airport	11%	9%
Portland International Jetport	11%	6%
Boston Logan International	3%	3%
Another airport	<1%	2%
Motor coach tour/bus	1%	3%
Traveled by train	<1%	<1%
Other	<1%	1%

LENGTH OF STAY

	2020	2021
Average Length of Stay	6.3	6.2
Day tripper	7%	19%
1 night	3%	2%
2 nights	9%	8%
3 nights	17%	13%
4 nights	14%	14%
5+ nights	50%	44%

ACCOMMODATIONS

	2020	2021
Hotel/motel/resort	36%	34%
Not spending the night	7%	19%
Vacation rental home	13%	12%
Personal second home	8%	10%
Bed & Breakfast/Inn	8%	8%
Campground/RV Park	7%	7%
Friends/family home	14%	5%
Wilderness camping	3%	3%
Sporting camp/wilderness lodge	1%	1%
Other	3%	2%

BOOKING

	2020	2021
Directly with the hotel/condo	40%	40%
Online travel agency	25%	24%
Airbnb	15%	12%
Short term rental service	7%	7%
Vacation rental company	3%	3%
Group tour operator	1%	2%
Offline travel agent	1%	1%
Travel package provider	1%	1%
Other	7%	10%

IN-MARKET RESOURCES*

	2020	2021
Navigation website/apps	38%	47%
Visitor Information Centers	23%	32%
Restaurant website/app	22%	19%
Materials from hotel/campground	18%	19%
Hotel/resort website/app	9%	18%
Trip planning app	11%	14%
Personal social media	11%	12%
VisitMaine.com	8%	11%
Destination social media	11%	10%
Booking website/app	6%	7%
Airline website/app	3%	3%
Chambers of Commerce	4%	3%
VisitBarHarbor.com	4%	1%
Other	7%	6%
None	27%	19%

ACTIVITIES*

	2020	2021
Touring/sightseeing	71%	71%
Food/beverage/culinary	73%	70%
Active outdoor activities	66%	59%
Shopping	44%	43%
Water activities	36%	33%
History/culture	14%	22%
Entertainment/attractions	6%	6%
Astrotourism	-	6%
Business conference/meeting	2%	1%
Other	4%	2%

OTHER STATES/PROVINCES VISITED*

	2020	2021
No other states/provinces	74%	63%
New Hampshire	14%	21%
Massachusetts	10%	20%
New York	5%	11%
Vermont	6%	9%
Connecticut	3%	6%
Rhode Island	5%	4%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	<1%
Quebec	1%	<1%
Other	2%	4%

TRAVELING IN MAINE*

	2020	2021
Greater Portland & Casco Bay	34%	36%
The Maine Beaches	23%	29%
Midcoast & Islands	18%	28%
The Maine Highlands	18%	26%
No other regions	21%	17%
Kennebec Valley	9%	10%
Maine Lakes & Mountains	10%	10%
Aroostook County	7%	6%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	99%	99%
Would not recommend Maine	0%	0%
Not sure	1%	1%

	2020	2021
Definitely recommend region	92%	78%
Probably would recommend region	6%	10%
Would not recommend region	0%	1%
Not sure	2%	11%

RETURNING TO MAINE

	2020	2021
Definitely will return	82%	73%
Probably will return	15%	20%
Will not return	1%	1%
Not sure	2%	6%

DOWNEAST & ACADIA

2021 Visitor Tracking & Economic Impact Report

Downs & St. Germain Research
contact@dsg-research.com
(850) 906 - 3111 | dsg-research.com

