

GREATER PORTLAND & CASCO BAY

2021 Economic Impact & Visitor Tracking Report

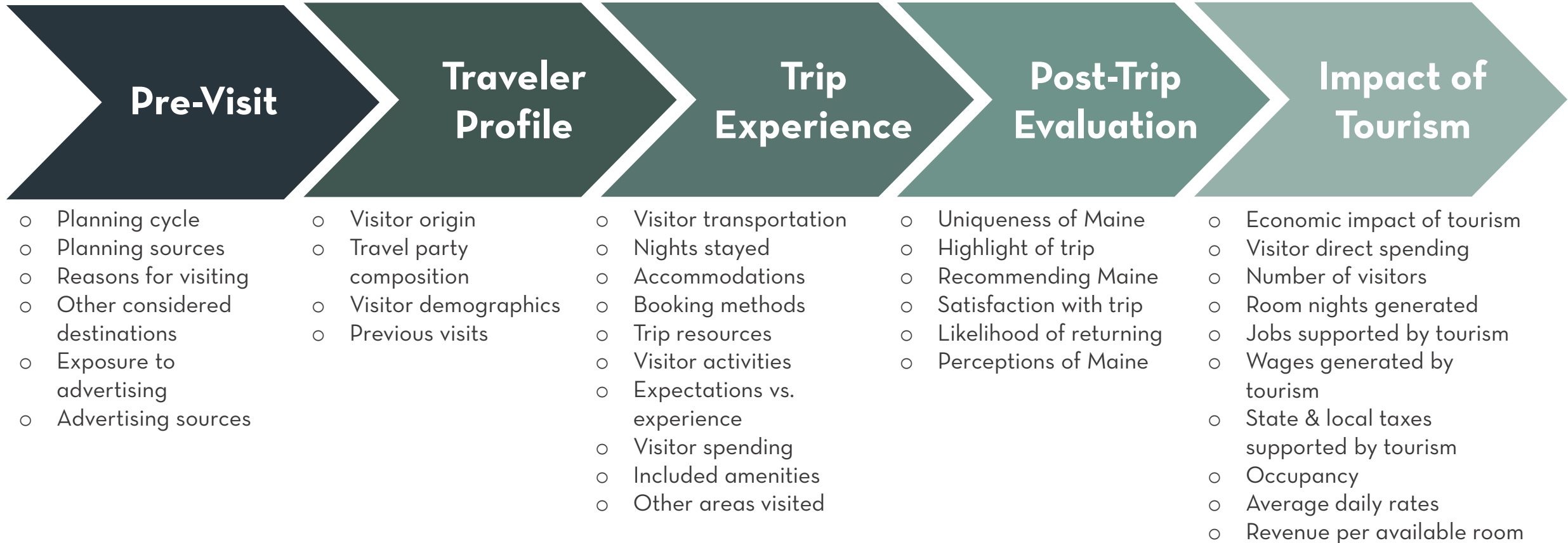


INTRODUCTION



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 **Greater Portland & Casco Bay** region.



METHODOLOGY



Visitor Tracking

802 interviews were completed with visitors to Greater Portland & Casco Bay 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 Greater Portland & Casco Bay 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.

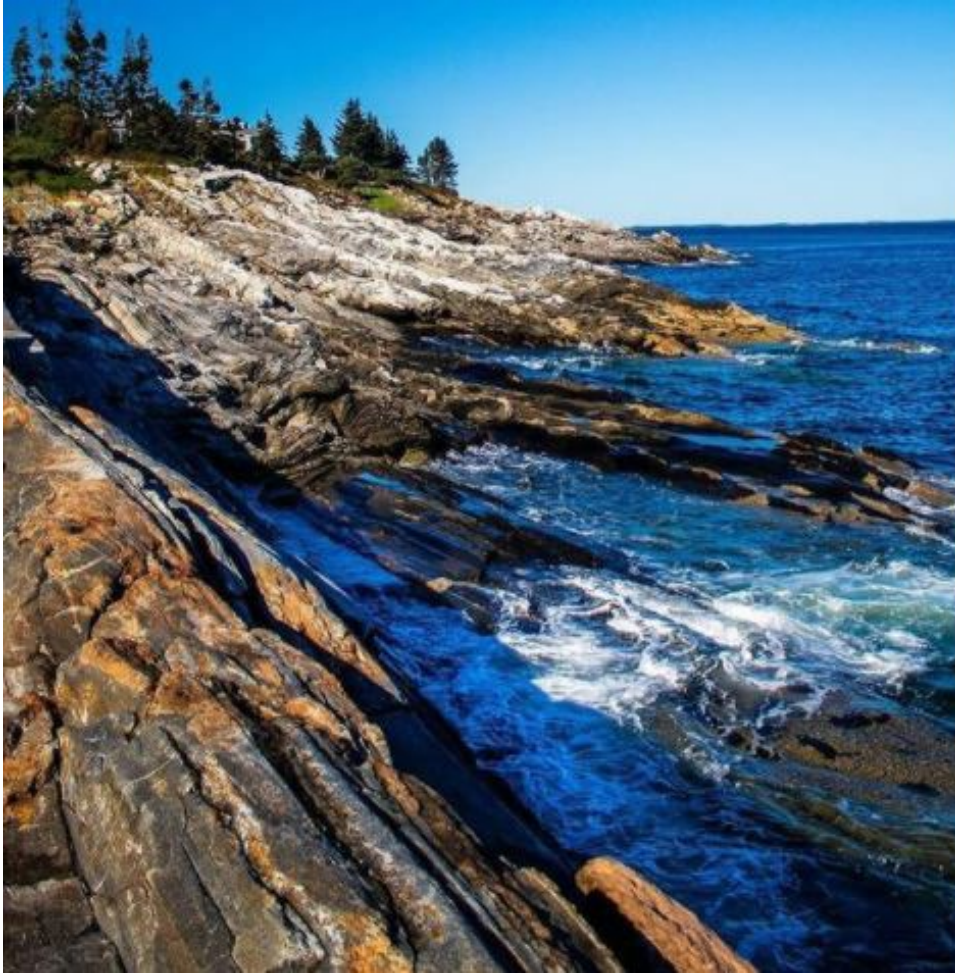
*This annual report runs from Dec 2020 - Nov 2021 in order to align with the Maine Office of Tourism's seasons.
(Winter/Spring: Dec - Apr, Summer: May - Aug, Fall: Sept - Nov)

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.



GREATER PORTLAND AND CASCO BAY



Compared to visitors to other regions, visitors to Greater Portland and Casco Bay region are more likely to:

- » Fly into Portland International Jetport
- » Stay at a hotel/motel/resort during their trip
- » Utilize navigation websites/apps while in Maine
- » Participate in history/cultural activities during their trip
- » Participate in culinary activities during their trip

TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending in 2021 generated

\$2,051,063,000

in economic impact to the Greater Portland &
Casco Bay region, up **71.6%** from 2020



DIRECT SPENDING

Visitors who took a trip to the Greater Portland and Casco Bay region in 2021 spent

\$1,162,939,800

in the area on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping, up **81.0%** from 2020



VISITORS

The Greater Portland & Casco
Bay region attracted

2,460,000

visitors in 2021, up **35.1%** from 2020



ROOM NIGHTS

Visitors to the Greater Portland &
Casco Bay region generated

1,628,500

room nights in paid
accommodations in 2021, up **54.1%**
from 2020



JOBS SUPPORTED

Visitors' **direct spending** supported

13,500

jobs in Greater Portland & Casco Bay,
while the **total economic impact** of tourism in
Greater Portland & Casco Bay supported

19,100

jobs



WAGES SUPPORTED

Visitors' **direct spending** supported

\$463,604,100

in wages for employees in Greater Portland
& Casco Bay, while the **total economic
impact** of tourism in Greater Portland &
Casco Bay supported

\$765,264,100

in wages for employees in Aroostook
County



VISITORS CREATE JOBS

A Greater Portland & Casco Bay region
job is supported by every

129

visitors



HOUSEHOLD SAVINGS

Visitors to the Greater Portland &
Casco Bay region saved local
residents

\$1,972

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>39.0%</i>	<i>51.0%</i>	<i>+ 30.8%</i>
<i>Average Daily Rate</i>	<i>\$127.75</i>	<i>\$154.00</i>	<i>+ 20.5%</i>
<i>Revenue per Available Room</i>	<i>\$49.82</i>	<i>\$78.54</i>	<i>+ 57.6%</i>
<i>Total Accommodations Revenue</i>	<i>\$134,965,000</i>	<i>\$302,098,800</i>	<i>+ 123.8%</i>

TRIP PLANNING CYCLE : PRE-VISIT

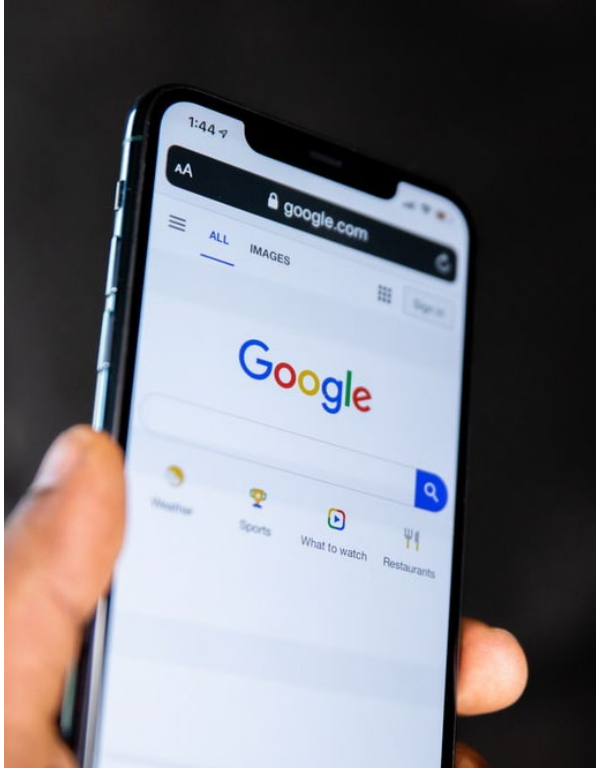


TRIP PLANNING CYCLE

- » **Nearly half** of visitors started planning their trip to Greater Portland & Casco Bay more than 3 months in advance
- » However, **nearly 2 in 3** visitors booked their trip/decided to visit Greater Portland & Casco Bay less than two months in advance



TOP ONLINE TRIP PLANNING SOURCES*



38% Online search engines



17% Hotel websites



16% Online travel agency



14% TripAdvisor

*Multiple responses permitted.

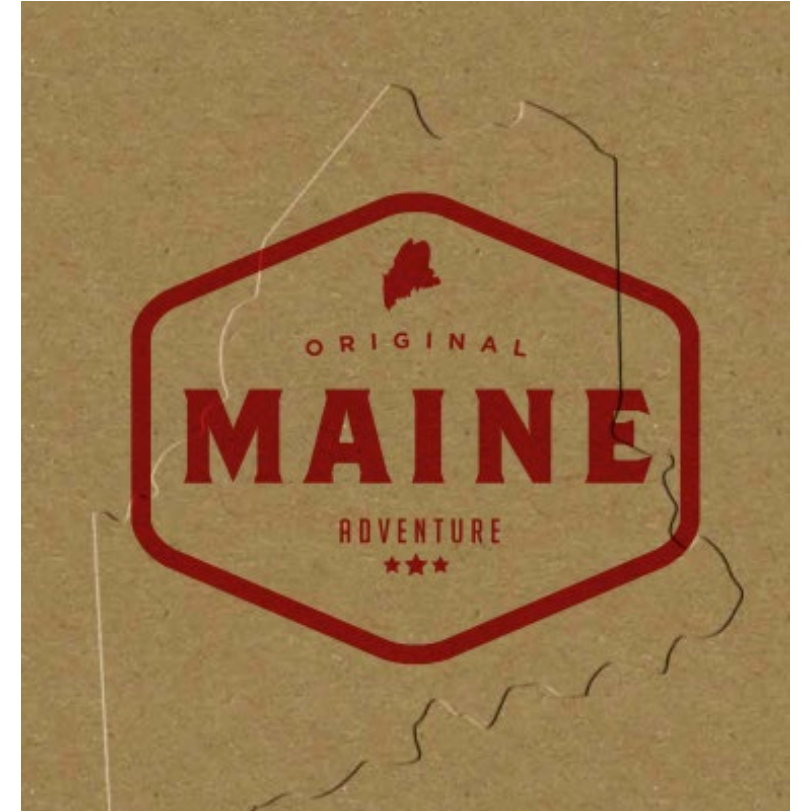
TOP OFFLINE TRIP PLANNING SOURCES*



35% Advice from friends/family



10% Travel books & magazines



10% Travel guides/brochures

*Multiple responses permitted.

TOP REASONS FOR VISITING*



43% Relax and unwind



31% Sightseeing/touring



30% Visiting friends/relatives

*Up to three responses permitted.

CONSIDERING MAINE AS A DESTINATION

» **2 in 3** visitors to Greater Portland & Casco Bay did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip



PRE-TRIP EXPOSURE TO ADVERTISING

- » **Nearly 2 in 5** visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to Greater Portland & Casco Bay

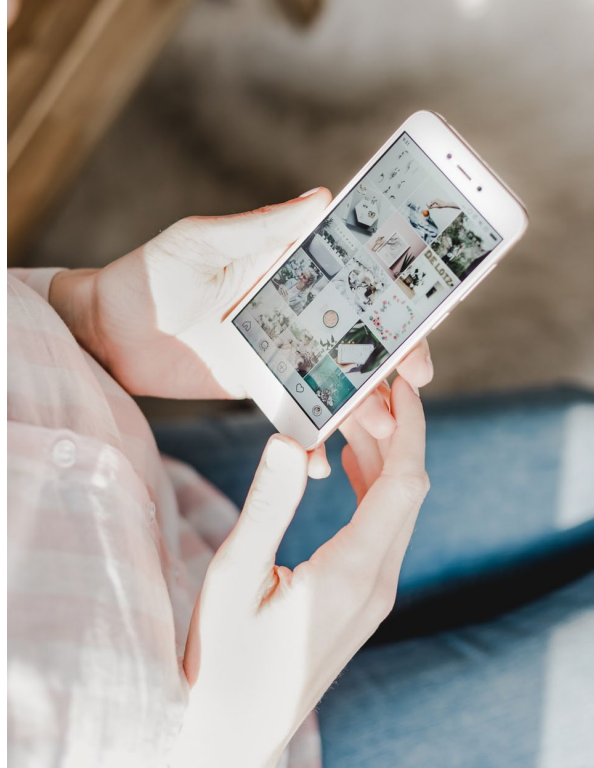


TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 38% who noticed advertising



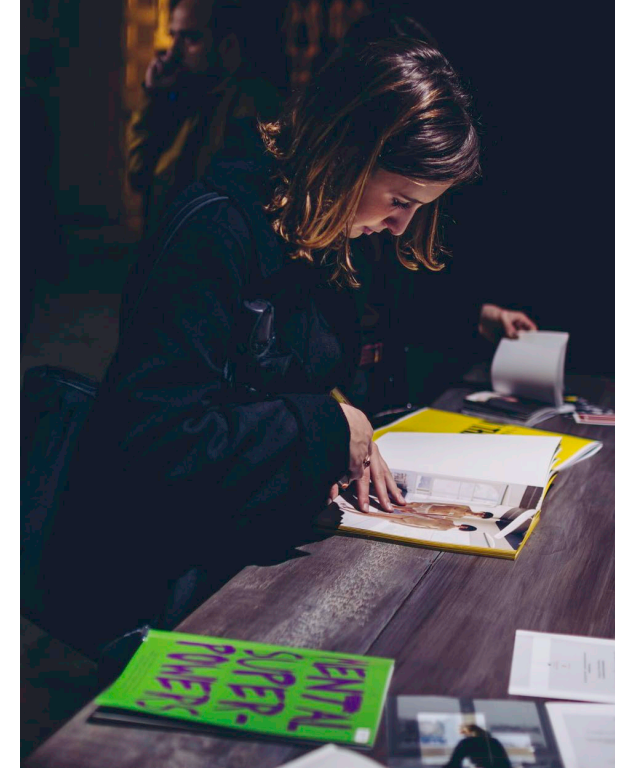
36% Internet



32% Social media



23% Cable or satellite television



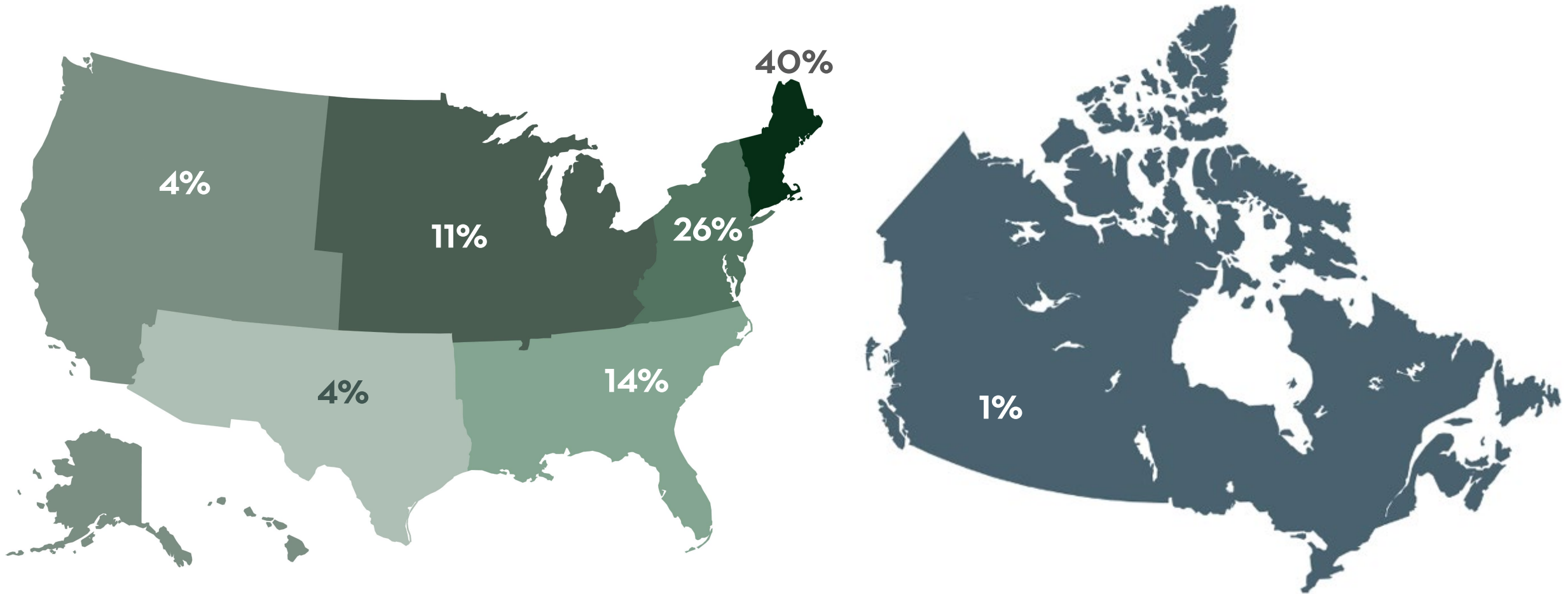
22% Magazine

*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



56%

of visitors to Greater Portland & Casco Bay traveled from **7** U.S. states, including from other regions of Maine.



Massachusetts (14%)



New Hampshire (5%)



Maine (11%)



New Jersey (5%)



New York (10%)



Pennsylvania (5%)



Florida (6%)

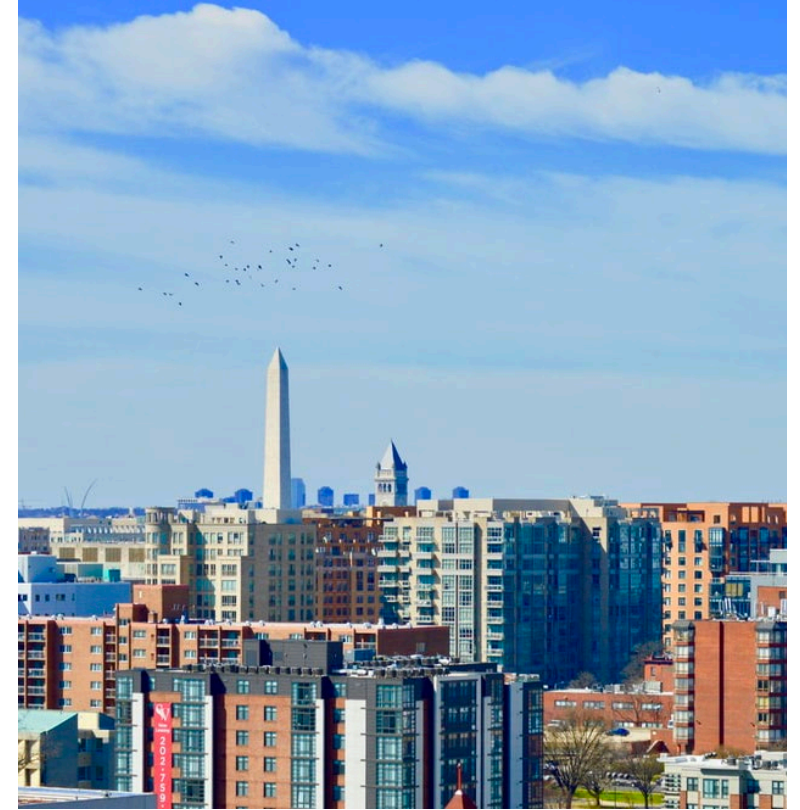
TOP ORIGIN MARKETS



10% New York City¹



8% Boston, MA



5% Washington DC -
Baltimore²

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 Greater Portland & Casco Bay traveled with **2.7** 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



47 Years old¹



54% Female*



86% White/Caucasian

*Of visitors interviewed.
¹Median age.

LIFESTYLE PROFILE



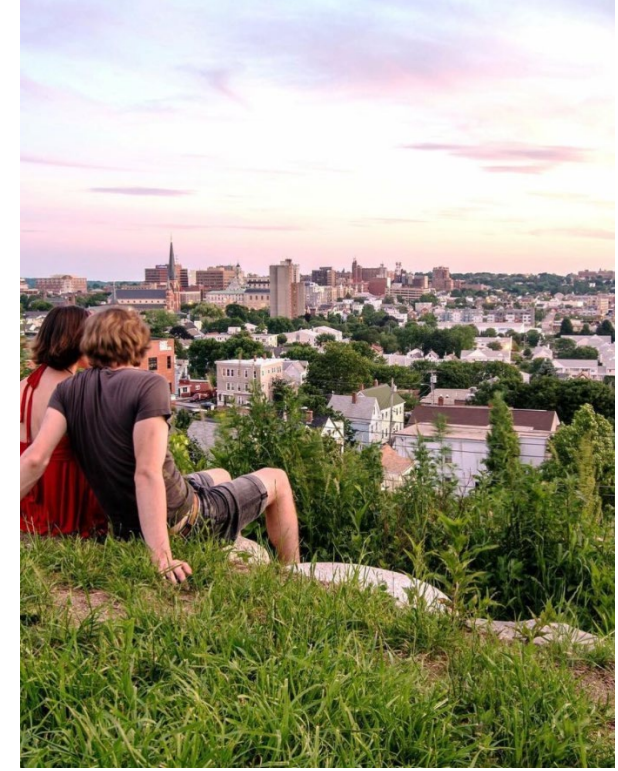
77% Married/domestic partnership



74% Employed



\$88,500 Annual household income¹



76% College graduate

¹ Median household income.

NEW & RETURNING VISITORS

- » **29%** of visitors to Greater Portland & Casco Bay were traveling in Maine for the first time
- » **1 in 4** visitors to Greater Portland & Casco Bay had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **Over 2 in 3** visitors drove to Greater Portland & Casco Bay
- » **13%** of visitors to Greater Portland & Casco Bay flew to Maine through Portland International Airport



NIGHTS STAYED

- » **78%** of visitors to Greater Portland & Casco Bay spent one or more nights in Maine
- » Typical visitors to Greater Portland & Casco Bay stayed **5.0** nights in Maine on their trip



TOP ACCOMMODATIONS



34% Hotel/motel/resort



22% Did not stay overnight



15% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*



53% Navigation websites/apps



27% Restaurant website/apps



25% Visitor Information Centers

*Multiple responses permitted.

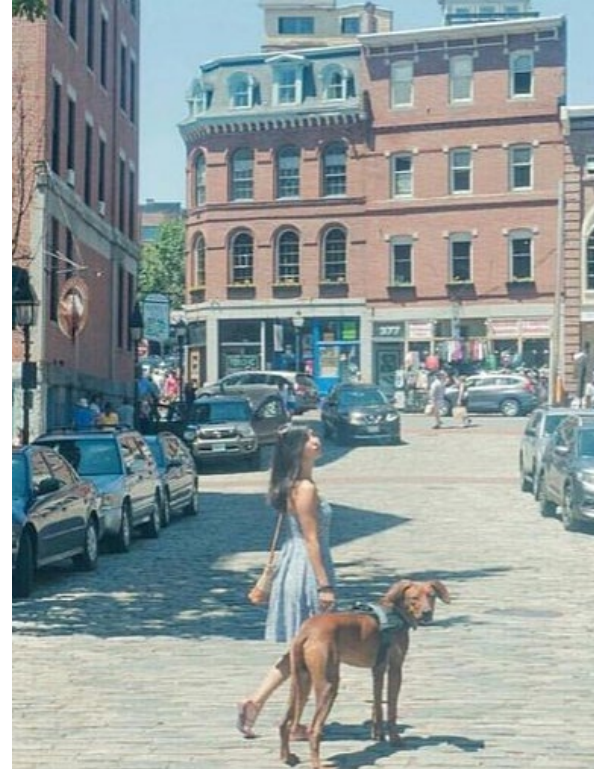
TOP VISITOR ACTIVITIES*



75% Food/beverage/
culinary



64%
Touring/sightseeing



47% Shopping



42% Active outdoor
activities

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

- » **Over 2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to Greater Portland & Casco Bay
- » Visitors to Greater Portland & Casco Bay 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** visitors traveled to regions other than Greater Portland & Casco Bay during their trips to Maine
- » **Midcoast & Islands** and **The Maine Beaches** were other regions most often visited



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors to Greater Portland & Casco Bay would recommend Maine to a friend or relative as a vacation destination
- » **93%** of visitors would recommend that their friends and family visit the Greater Portland & Casco Bay area (**79%** would definitely recommend Greater Portland & Casco Bay)



LIKLIHOOD OF RETURNING TO MAINE

- » **93%** of visitors to Greater Portland & Casco Bay will likely return to Maine for a vacation in the future
- » **71%** 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>Economic Impact</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Visitors</i>	<i>1,820,400</i>	<i>2,460,000</i>	<i>+ 35.1%</i>
<i>Room nights generated</i>	<i>1,056,500</i>	<i>1,628,500</i>	<i>+ 54.1%</i>
<i>Direct expenditures</i>	<i>\$642,669,400</i>	<i>\$1,162,939,800</i>	<i>+ 81.0%</i>
<i>Total economic impact</i>	<i>\$1,195,365,100</i>	<i>\$2,051,063,000</i>	<i>+ 71.6%</i>

IMPACT OF TOURISM

Maine Jobs	2020	2021	% Change
<i>Jobs supported (direct)</i>	<i>8,100</i>	<i>13,500</i>	<i>+ 66.7%</i>
<i>Total impact of tourism on Maine jobs</i>	<i>11,600</i>	<i>19,100</i>	<i>+ 64.7%</i>

Maine Wages	2020	2021	% Change
<i>Wages from visitors' spending</i>	<i>\$267,269,000</i>	<i>\$463,604,100</i>	<i>+ 73.5%</i>
<i>Wages from economic impact of tourism</i>	<i>\$448,718,400</i>	<i>\$765,264,100</i>	<i>+ 70.5%</i>

IMPACT OF TOURISM

<i>Return on Investment</i>	<i>2020</i>	<i>2021</i>
<i>Visitors per job supported</i>	<i>157</i>	<i>129</i>
<i>State & local taxes supported</i>	<i>\$102,422,300</i>	<i>\$147,883,200</i>
<i>Tax savings per household</i>	<i>\$1,366</i>	<i>\$1,972</i>

LODGING METRICS

<i>Lodging Metrics</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>39.0%</i>	<i>51.0%</i>	<i>+ 30.8%</i>
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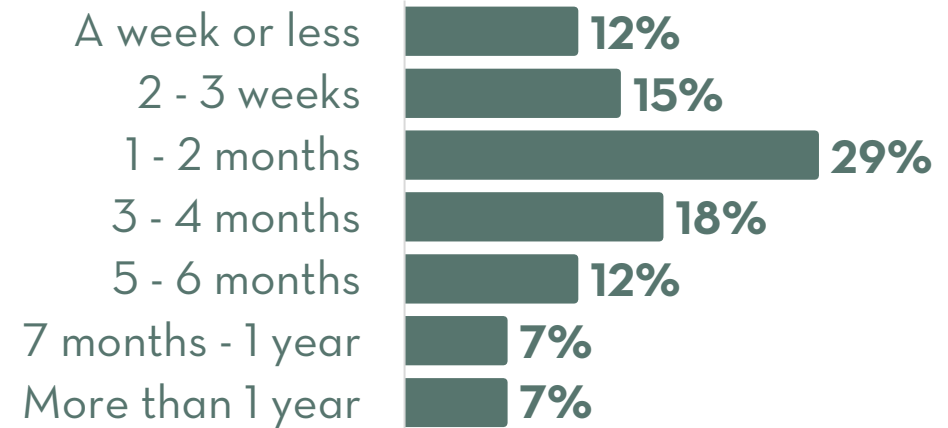
TRIP PLANNING CYCLE : PRE-VISIT



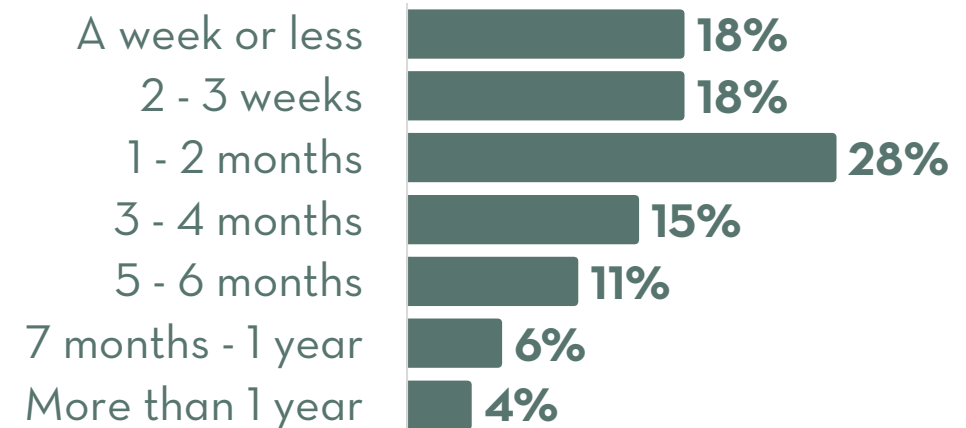
TRIP PLANNING CYCLE

- » **Over 1 in 4** visitors to Greater Portland & Casco Bay started planning their trip within a month of their trip
- » **About 1 in 4** visitors have planning windows longer than 4 months
- » **Over 1 in 3** visitors have a booking window of less than 1 month
- » **About 1 in 5** visitors booked accommodations 5+ months in advance

Beginning of Trip Planning Cycle

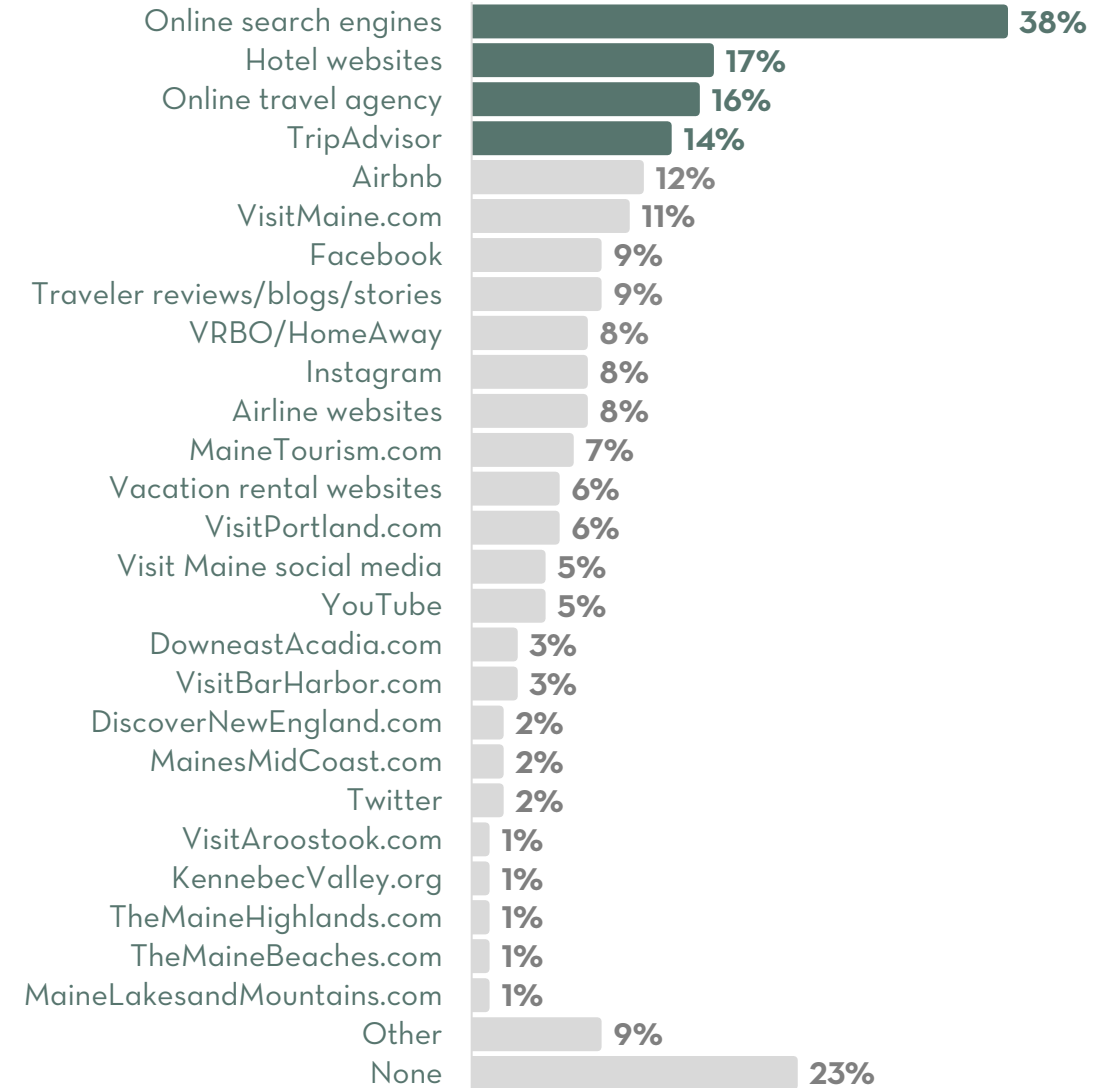


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

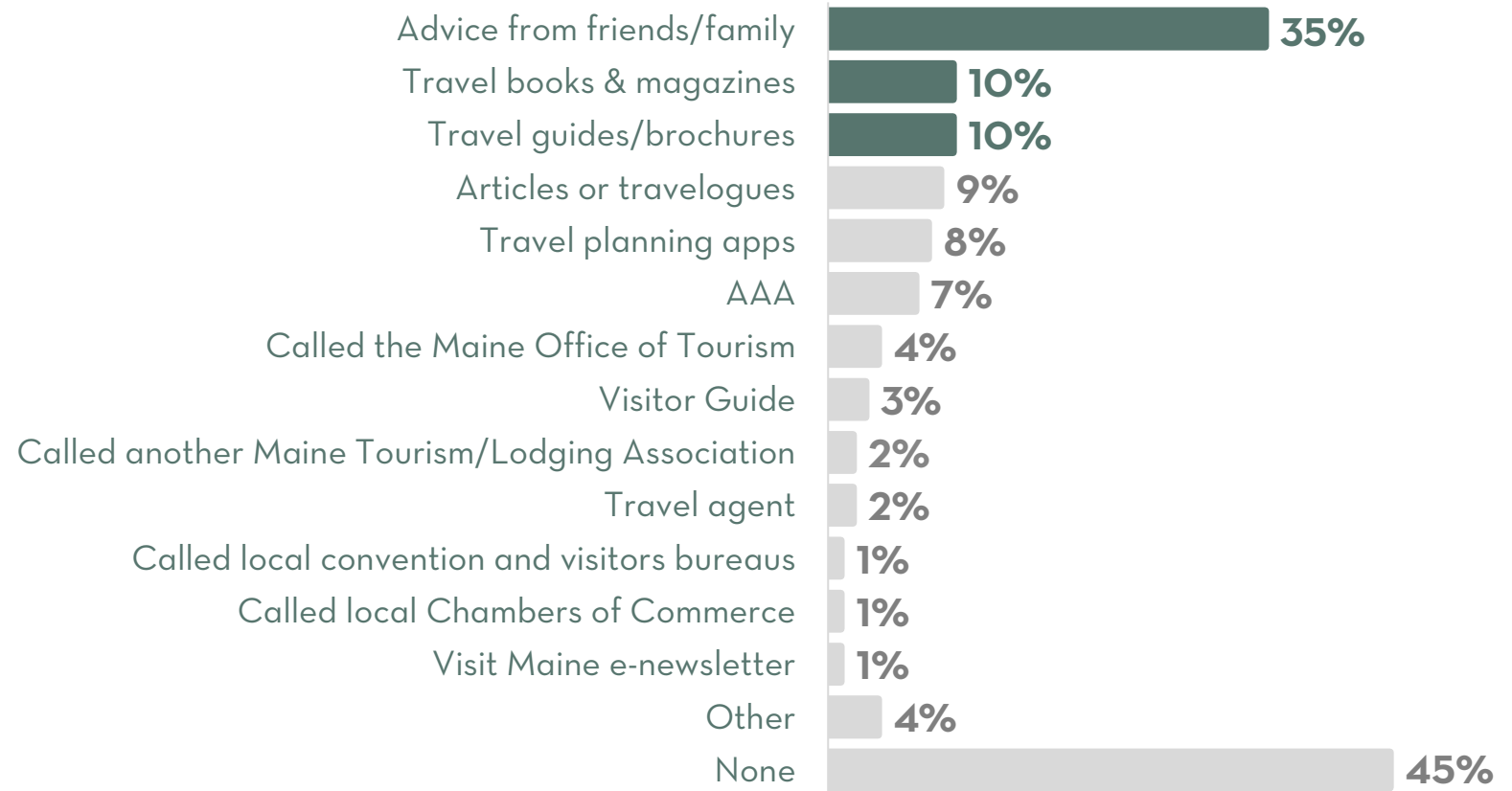
- » **Over 3 in 4** visitors used one or more online resources to help them plan their trip to Greater Portland & Casco Bay
- » **Nearly 2 in 5** visitors used an online search engine, such as Google, to help them plan their trip to Greater Portland & Casco Bay
- » **17%** of visitors used hotel websites, and **16%** used an online travel agency



*Multiple responses permitted.

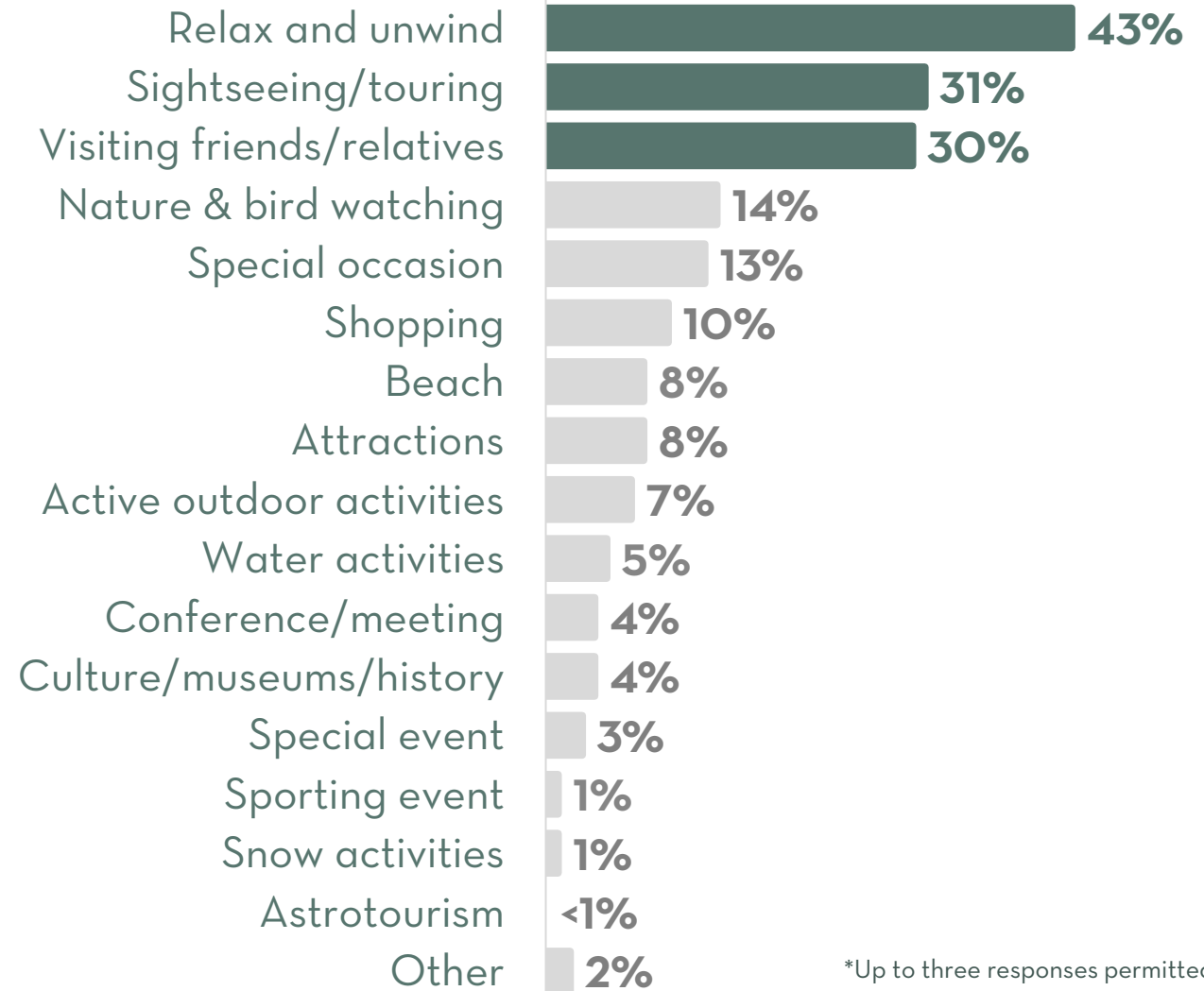
OFFLINE TRIP PLANNING SOURCES*

- » **35%** of visitors relied on advice from their friends and family to help them plan their trip to Greater Portland & Casco Bay
- » **Nearly half** of visitors did not use any offline resources to help them plan their trip to Greater Portland & Casco Bay



REASONS FOR VISITING*

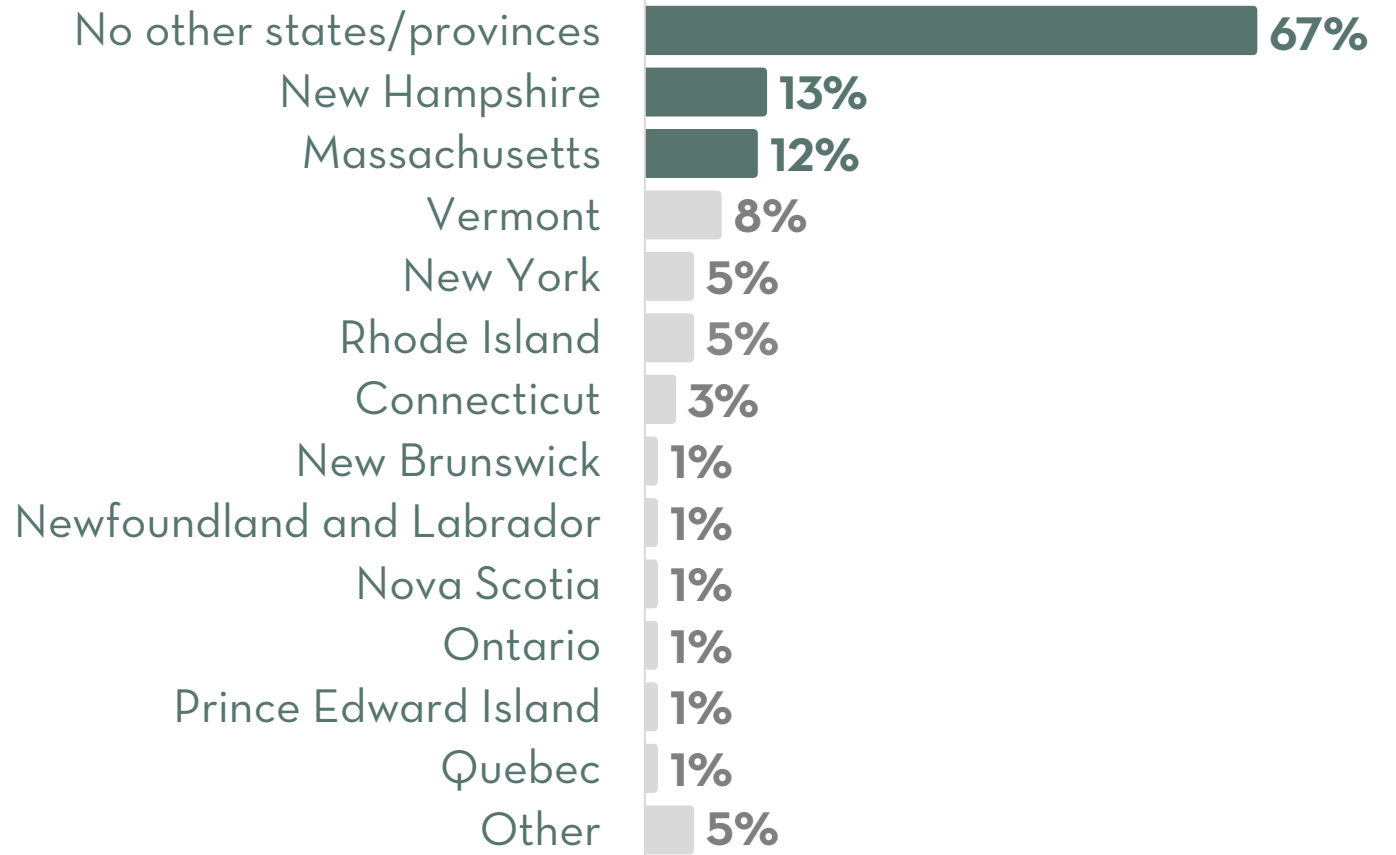
- » **Over 2 in 5** visitors primarily traveled to Greater Portland & Casco Bay to relax and unwind
- » **Nearly 1 in 3** visitors came to Greater Portland & Casco Bay for sightseeing and touring or to visit friends/relatives



*Up to three responses permitted.

OTHER STATES & PROVINCES CONSIDERED*

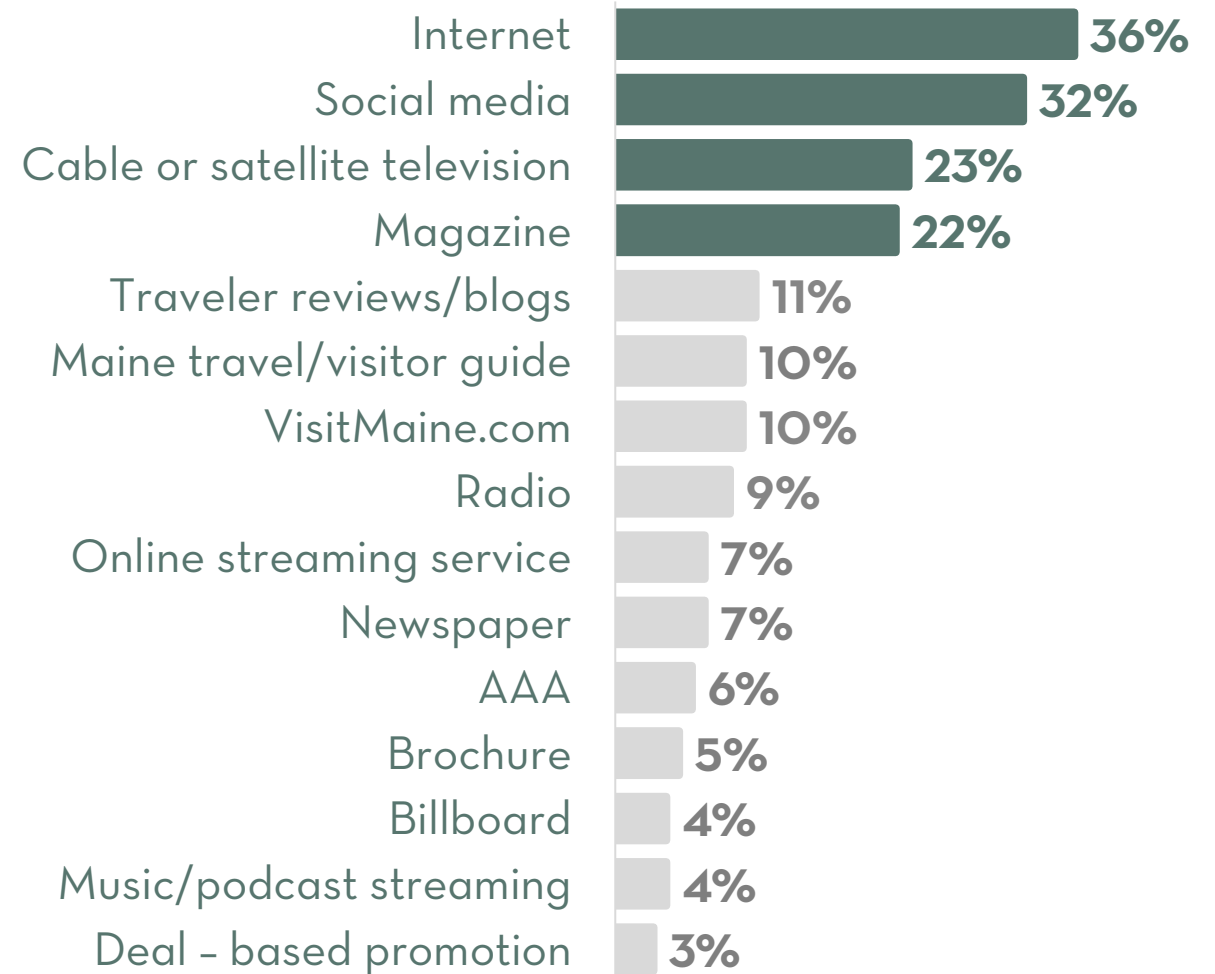
- » **2 in 3** visitors considered visiting **ONLY** Maine while planning their trip to Greater Portland & Casco Bay
- » Visitors were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province



PRE-TRIP EXPOSURE TO ADVERTISING*

- » **38%** of visitors noticed advertising or promotions for Maine prior to their trip to Greater Portland & Casco Bay
- » Visitors who were exposed to this advertising primarily saw it on **the internet** or **social media**

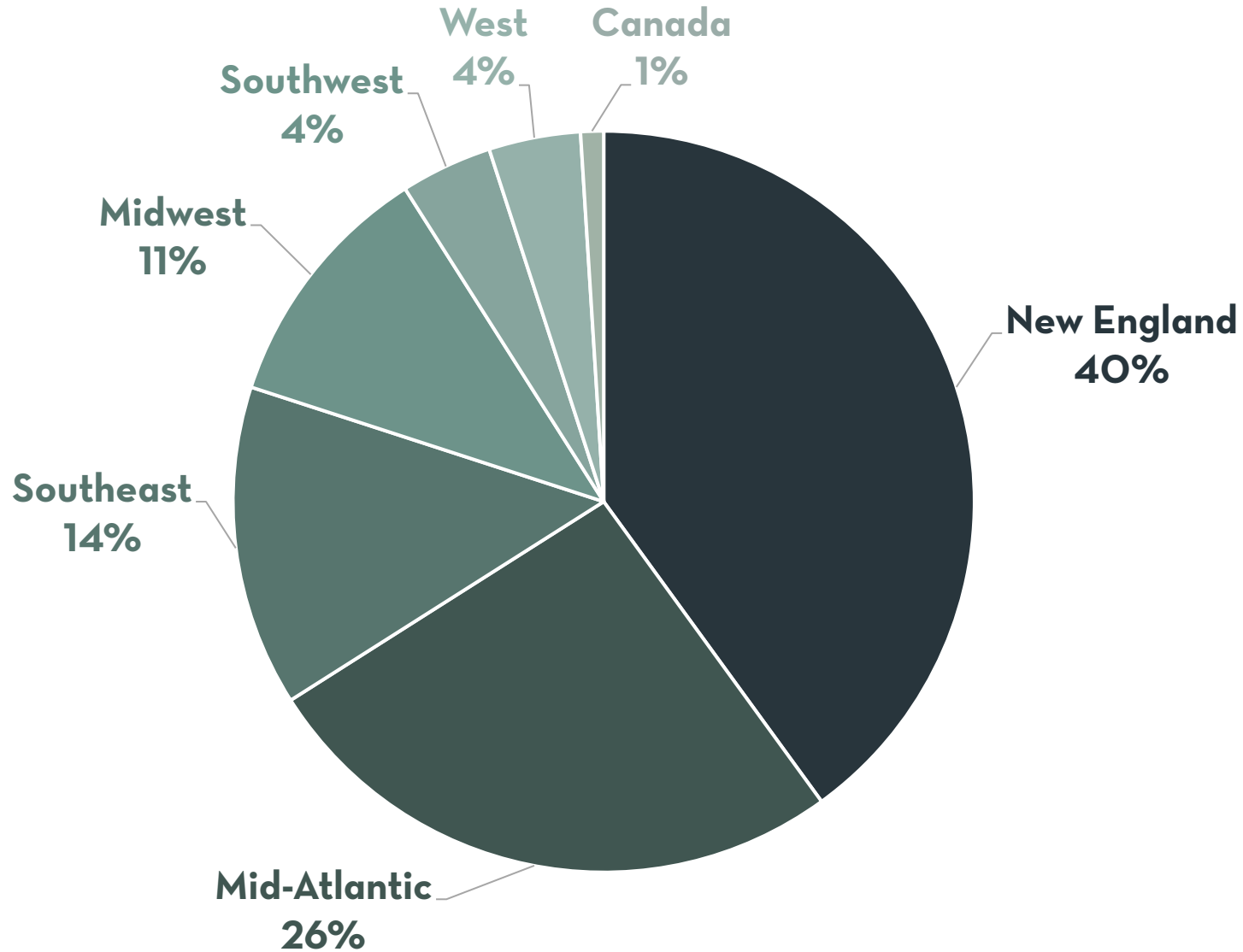
Base: 38% who noticed advertising



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **Over 1 in 3** visitors to Greater Portland & Casco Bay were from Massachusetts, Maine, or New York
- » **Over 4 in 5** visitors came from **17** U.S. states
- » **1 in 10** visitors to Greater Portland & Casco Bay were traveling from within Maine

State/Country	Percent
Massachusetts	14%
Maine	11%
New York	10%
Florida	6%
New Hampshire	5%
New Jersey	5%
Pennsylvania	5%
Connecticut	4%
Virginia	4%
Maryland	3%
Texas	3%
California	2%
Georgia	2%
Illinois	2%
Michigan	2%
North Carolina	2%
Ohio	2%

TOP ORIGIN MARKETS

- » More visitors traveled to Greater Portland & Casco Bay from the **New York City metro area** than from any other market
- » **Most** visitors to Greater Portland & Casco Bay traveled from markets outside of Maine

Market	Percent
New York City ¹	10%
Boston	8%
Washington DC - Baltimore ²	5%
Philadelphia	3%
Brockton, MA	3%
Atlanta	2%
Chicago	2%

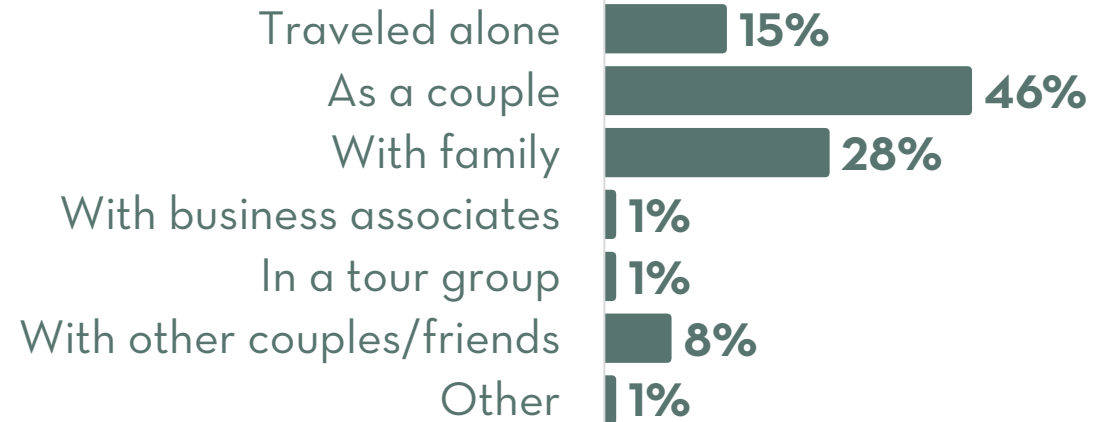
¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

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

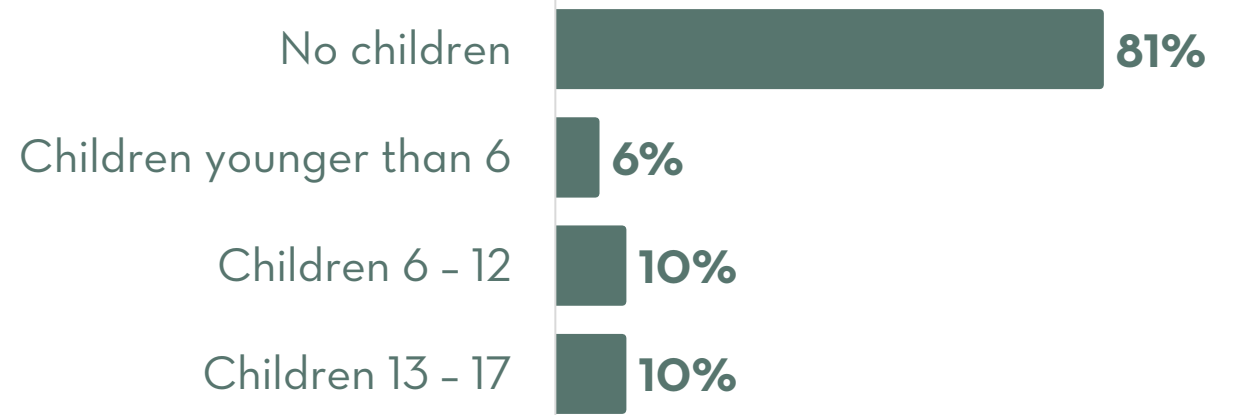
TRAVEL PARTIES

- » Typical visitors traveled in Greater Portland & Casco Bay with a party of **2.7** people
- » **Nearly half** of visitors to Greater Portland & Casco Bay traveled as a couple
- » **Roughly 1 in 5** visitors traveled in Greater Portland & Casco Bay with children in their travel party

Travel Party Composition



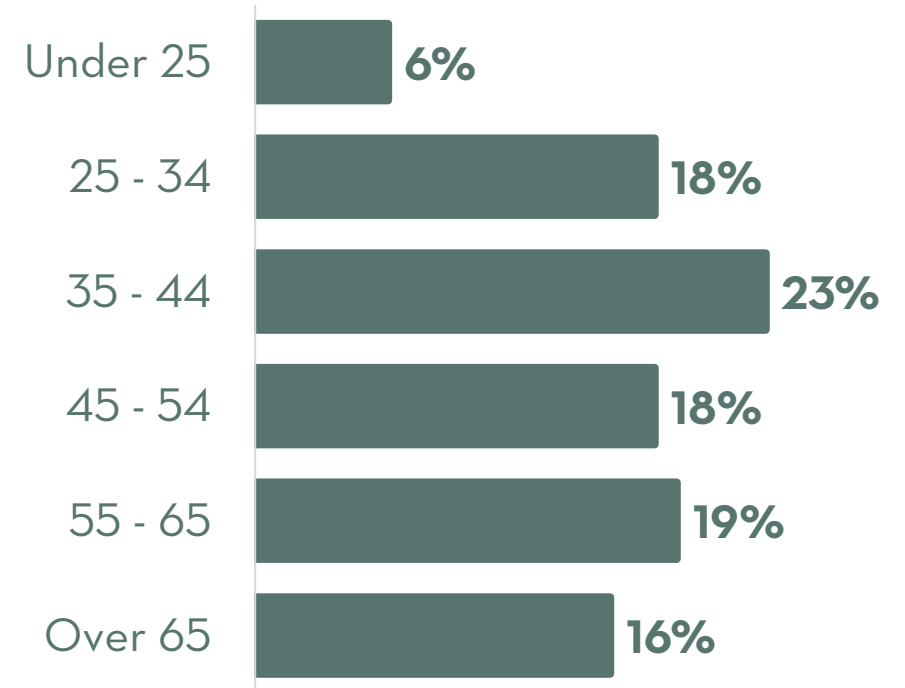
Children in Travel Party*



*Multiple responses permitted.

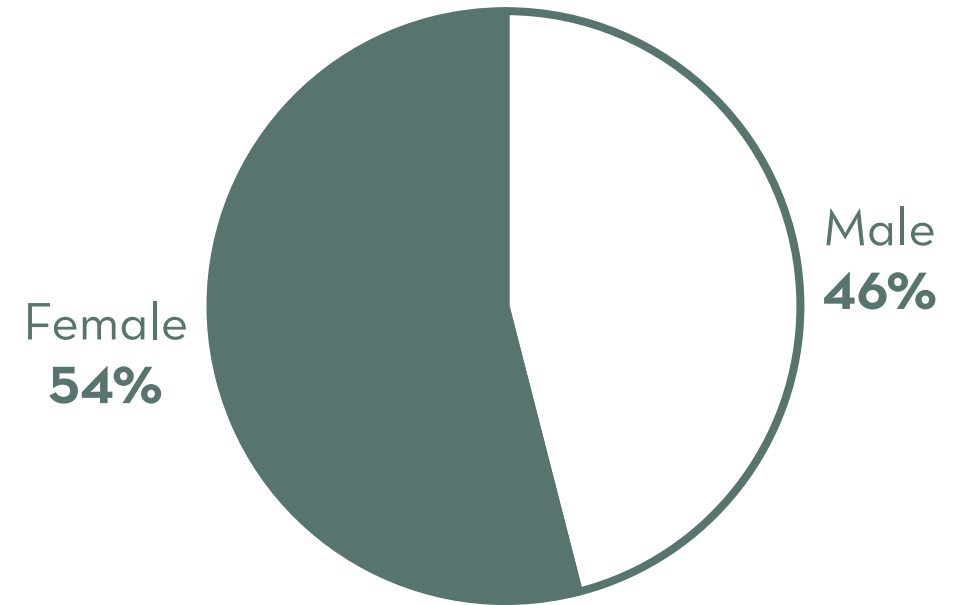
AGE

- » The average age of visitors to Greater Portland & Casco Bay is **47** years old



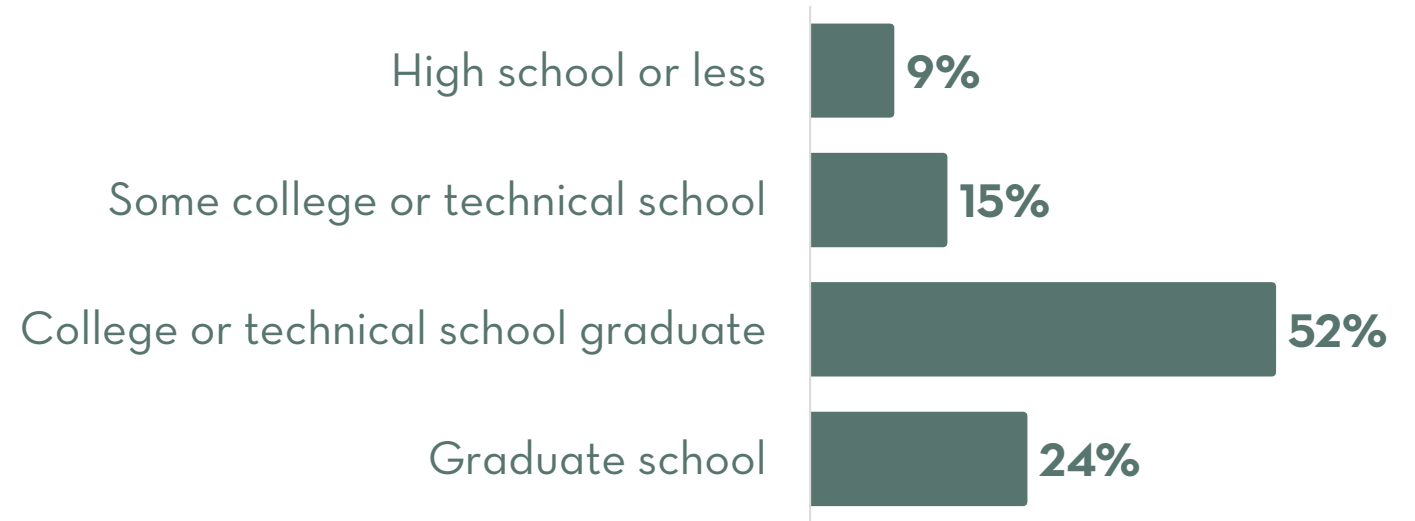
GENDER*

- » **Over half** of visitors to Greater Portland & Casco Bay were female*



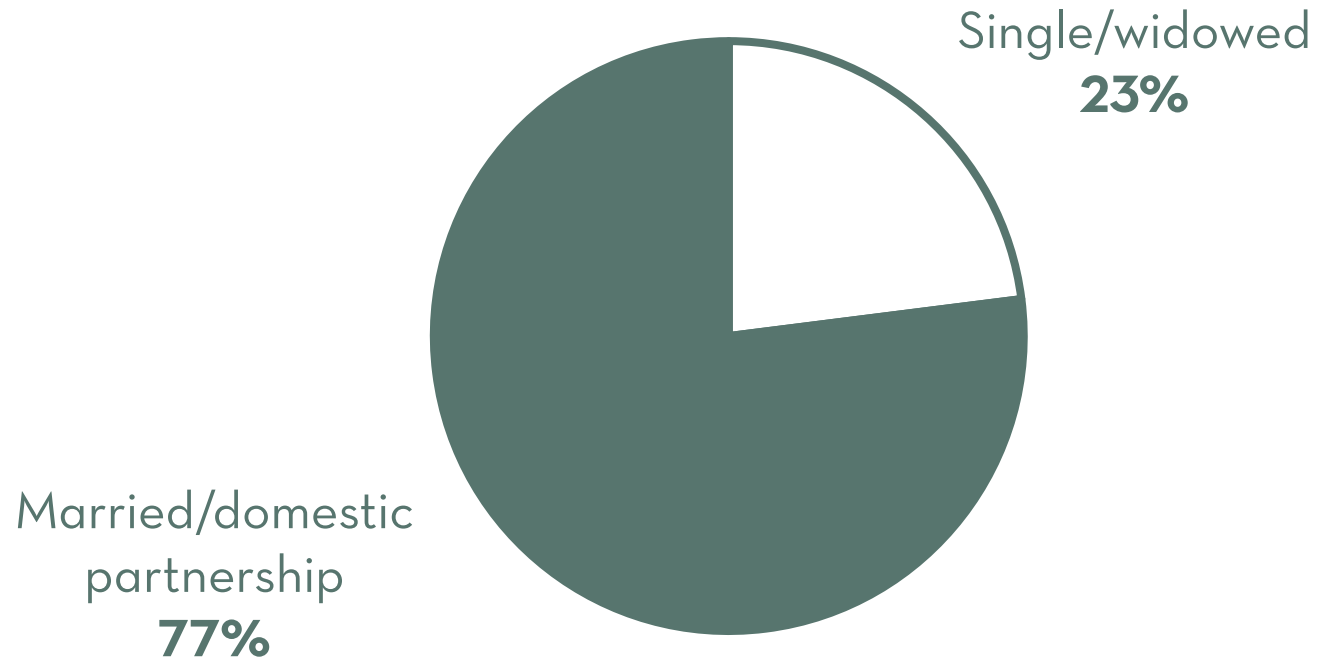
EDUCATIONAL ATTAINMENT

- » Greater Portland & Casco Bay visitors have substantial formal educations, with **3 in 4** having a college or technical school degree or higher



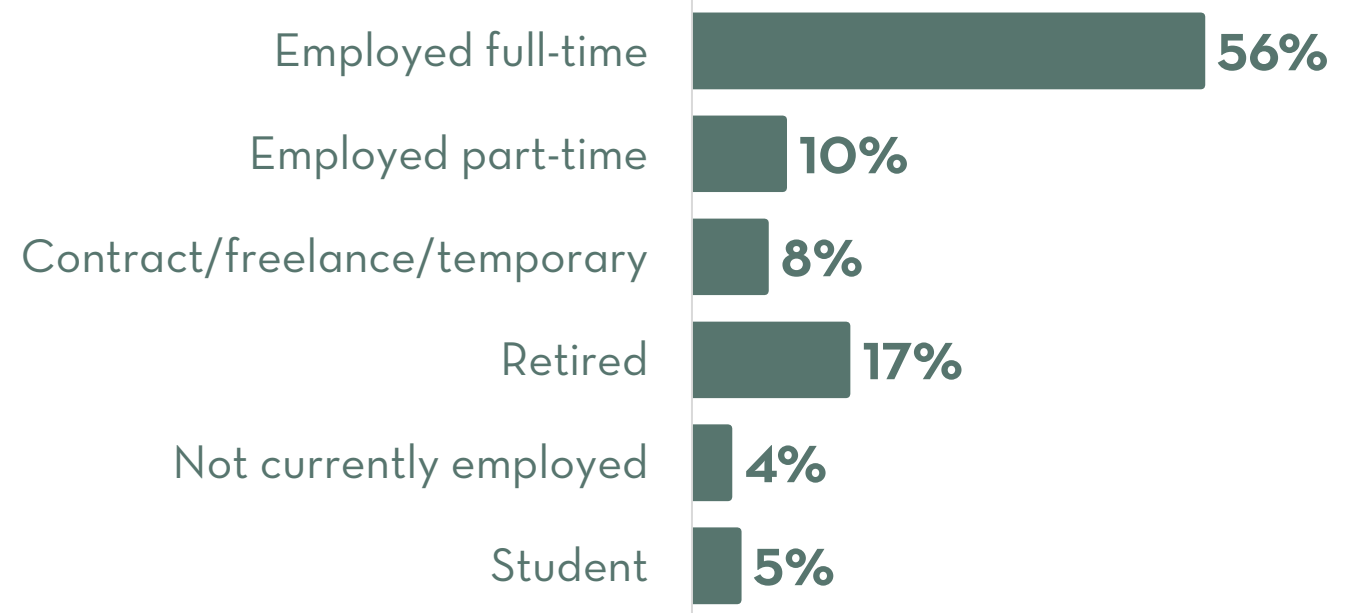
MARITAL STATUS

- » **3 in 4** visitors to Greater Portland & Casco Bay were married or living with their partner



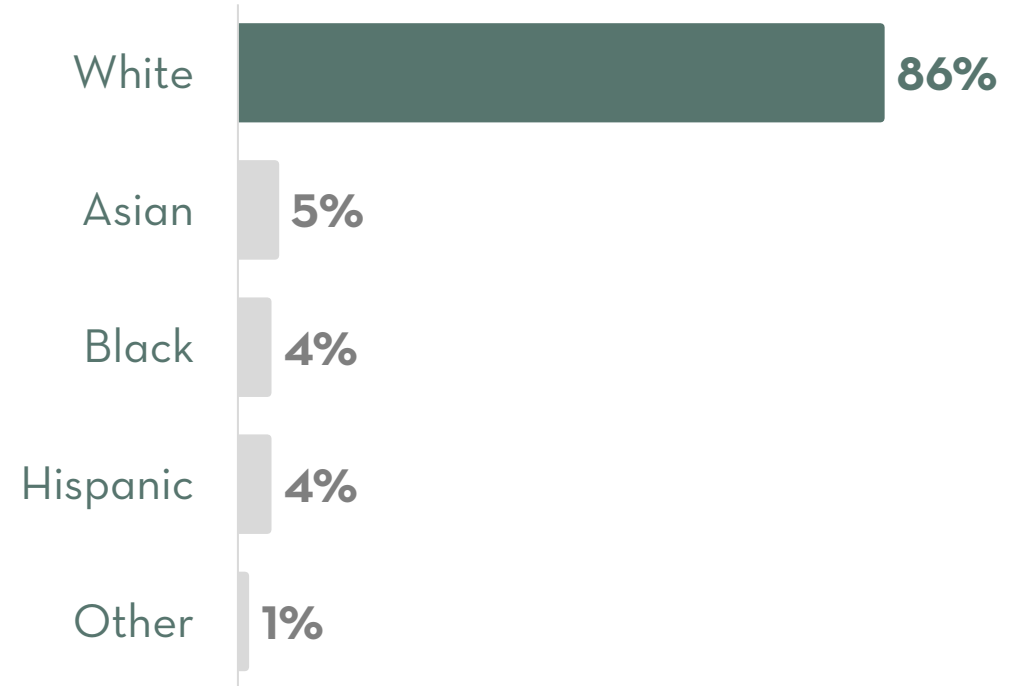
EMPLOYMENT STATUS

- » **Over 7 in 10** visitors to Greater Portland & Casco Bay were employed, most full-time



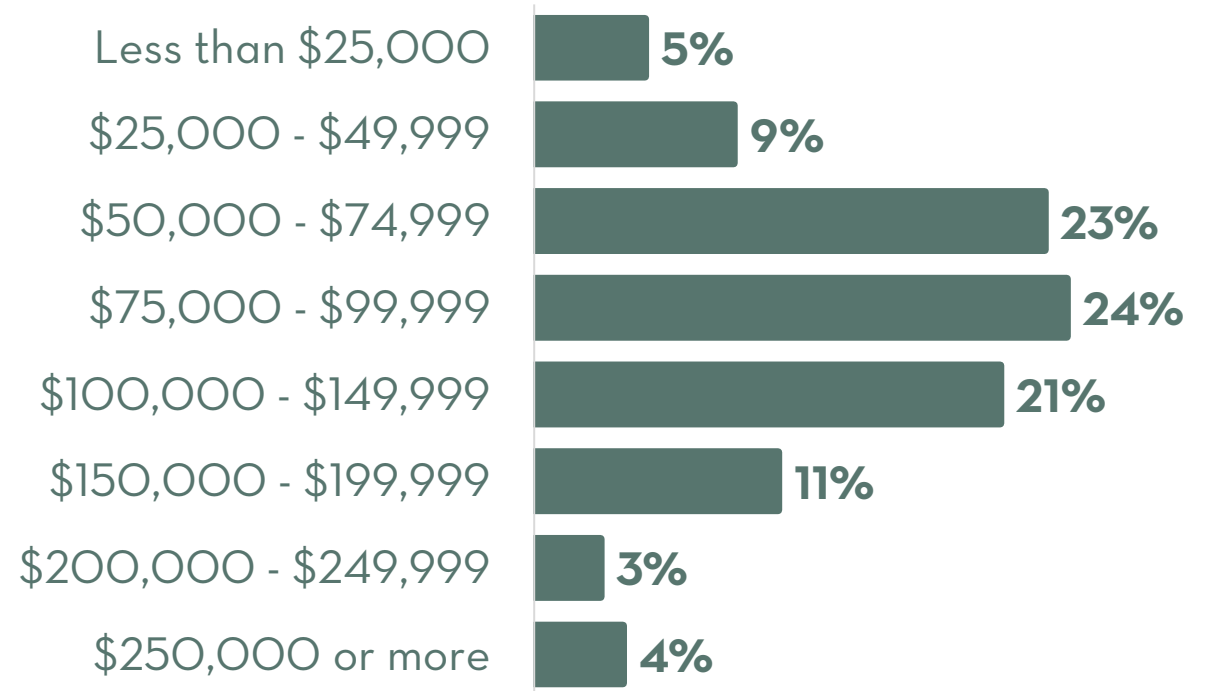
RACE & ETHNICITY

- » **Nearly 9 in 10** visitors to Greater Portland & Casco Bay were White/Caucasian



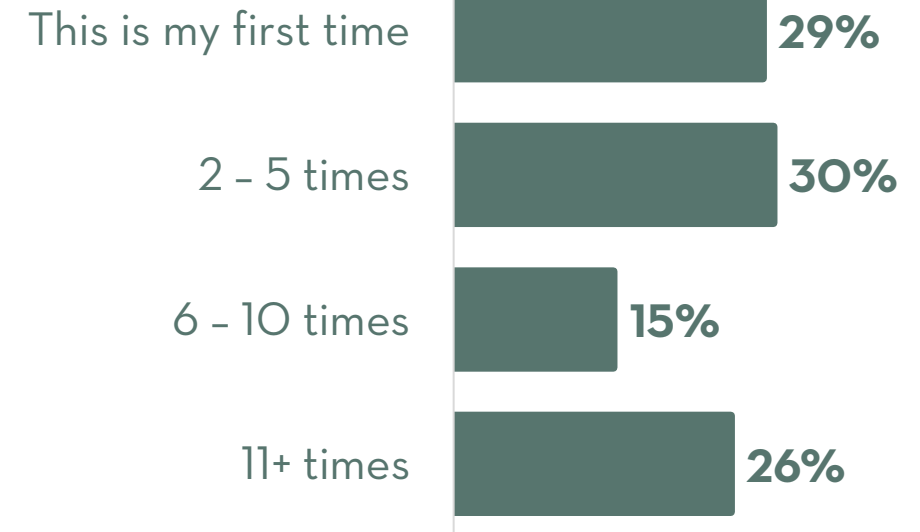
HOUSEHOLD INCOME

- » Typical visitors to Greater Portland & Casco Bay earned **\$88,500** per year in household income
- » **18%** of visitors to Greater Portland & Casco Bay have household incomes that exceed \$150,000



NEW & RETURNING VISITORS

- » Nearly **1 in 3** visitors to Greater Portland & Casco Bay traveled to Maine for the first time
- » **1 in 4** visitors to Greater Portland & Casco Bay had previously traveled in Maine more than 10 times

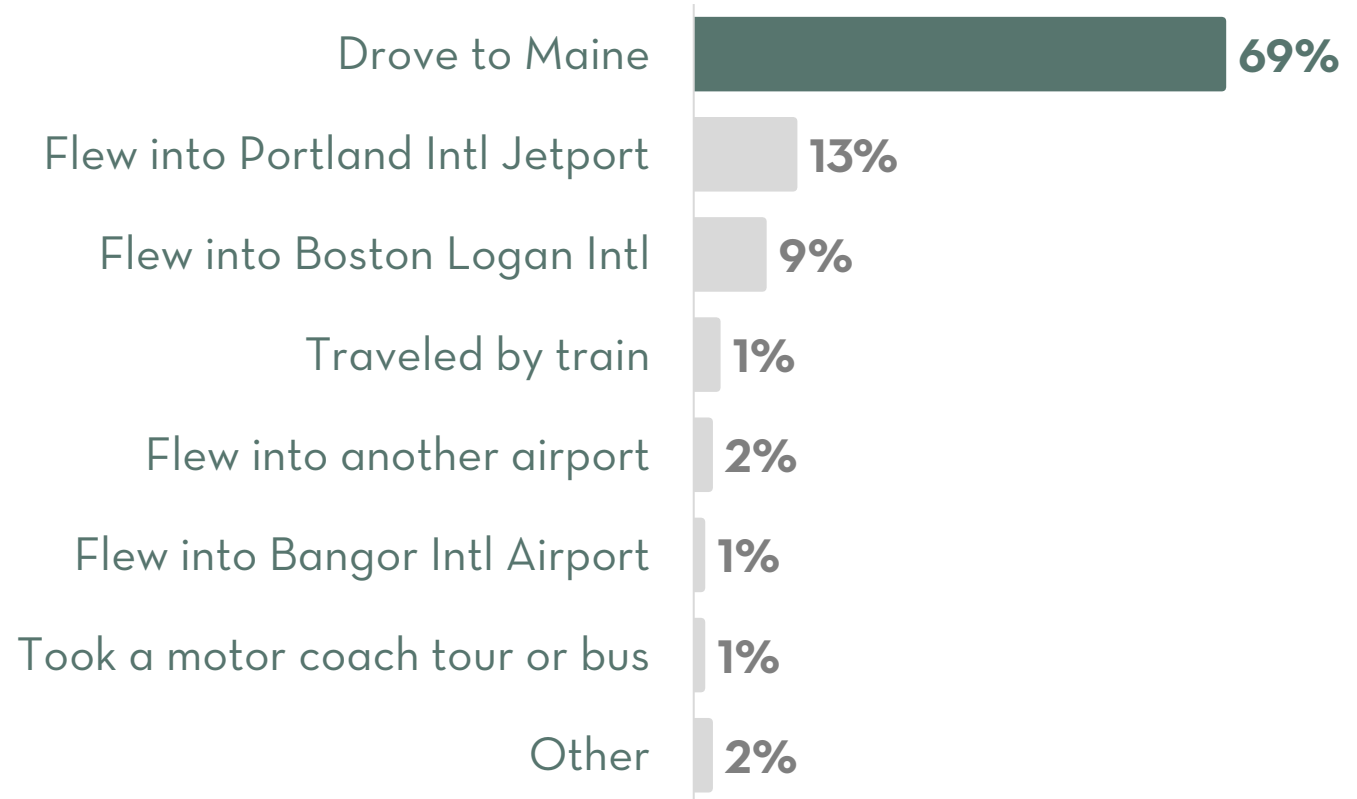


TRIP PLANNING CYCLE : TRIP EXPERIENCE



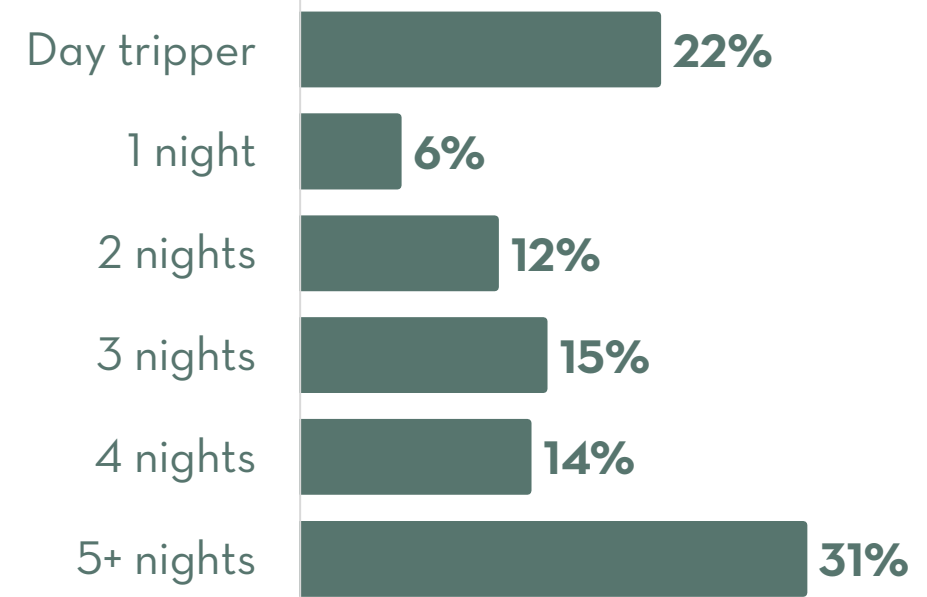
MODES OF TRANSPORTATION

- » Greater Portland & Casco Bay is a drive-market for most visitors as **Over 2 in 3** choose to travel by car rather than by plane, motor coach/bus, or train
- » **Most** visitors to Greater Portland & Casco Bay who flew to Maine arrived at Portland International Jetport or Boston Logan International



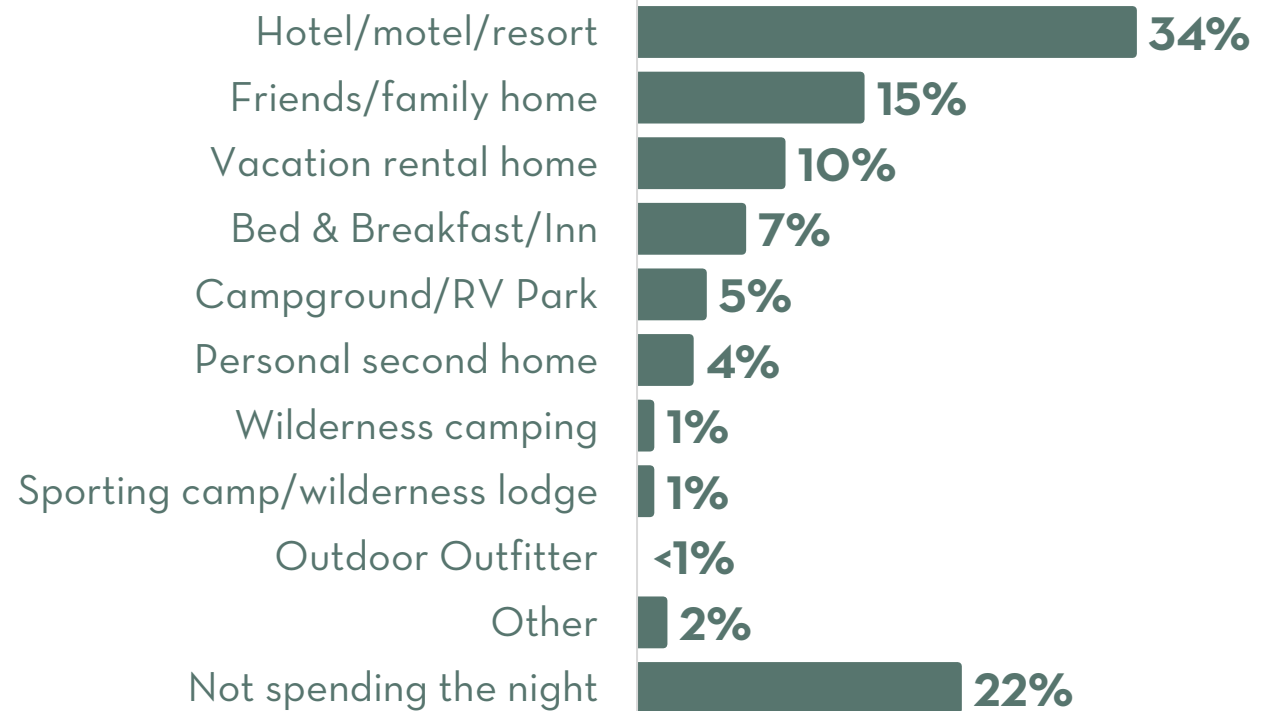
NIGHTS STAYED

- » **78%** of visitors to Greater Portland & Casco Bay stayed one night or more in Maine during their trip
- » Typical visitors to Greater Portland & Casco Bay stayed **5.0** nights in Maine
- » **Over 1 in 5** visitors to Greater Portland & Casco Bay did not stay overnight in Maine



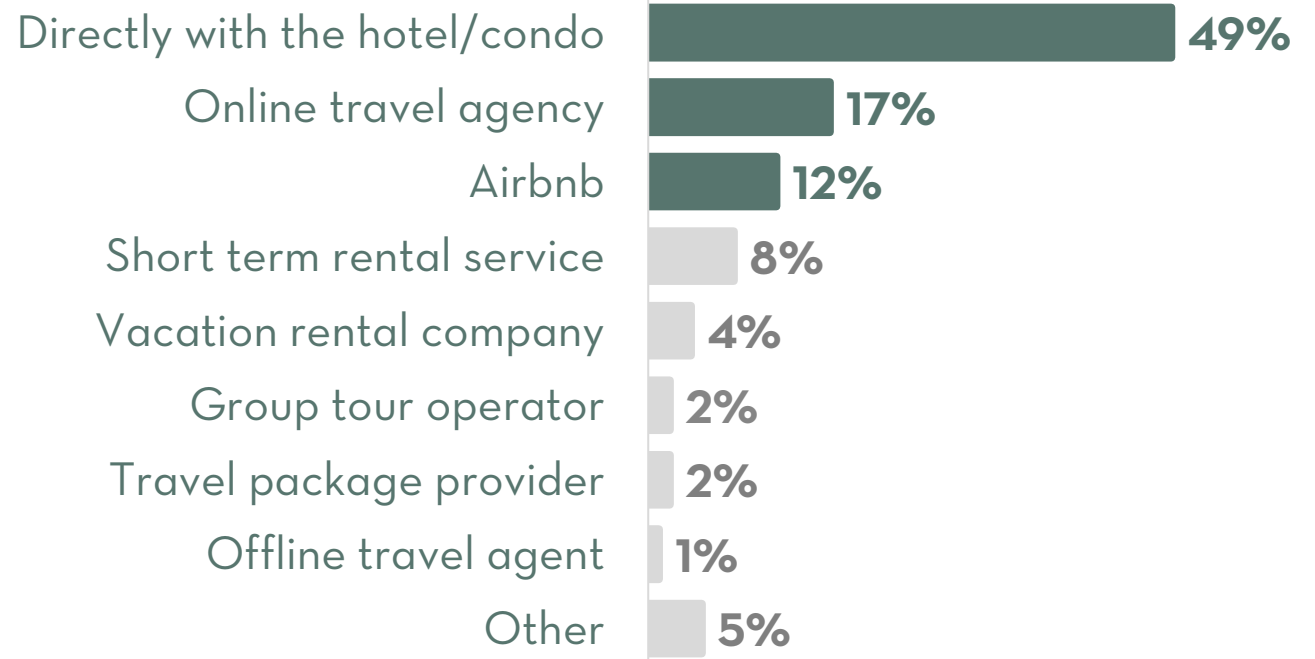
ACCOMMODATIONS

- » **1 in 3** visitors to Greater Portland & Casco Bay stayed overnight in a hotel, motel, or resort
- » **Over 1 in 7** visitors to Greater Portland & Casco Bay stayed overnight with friends or relatives



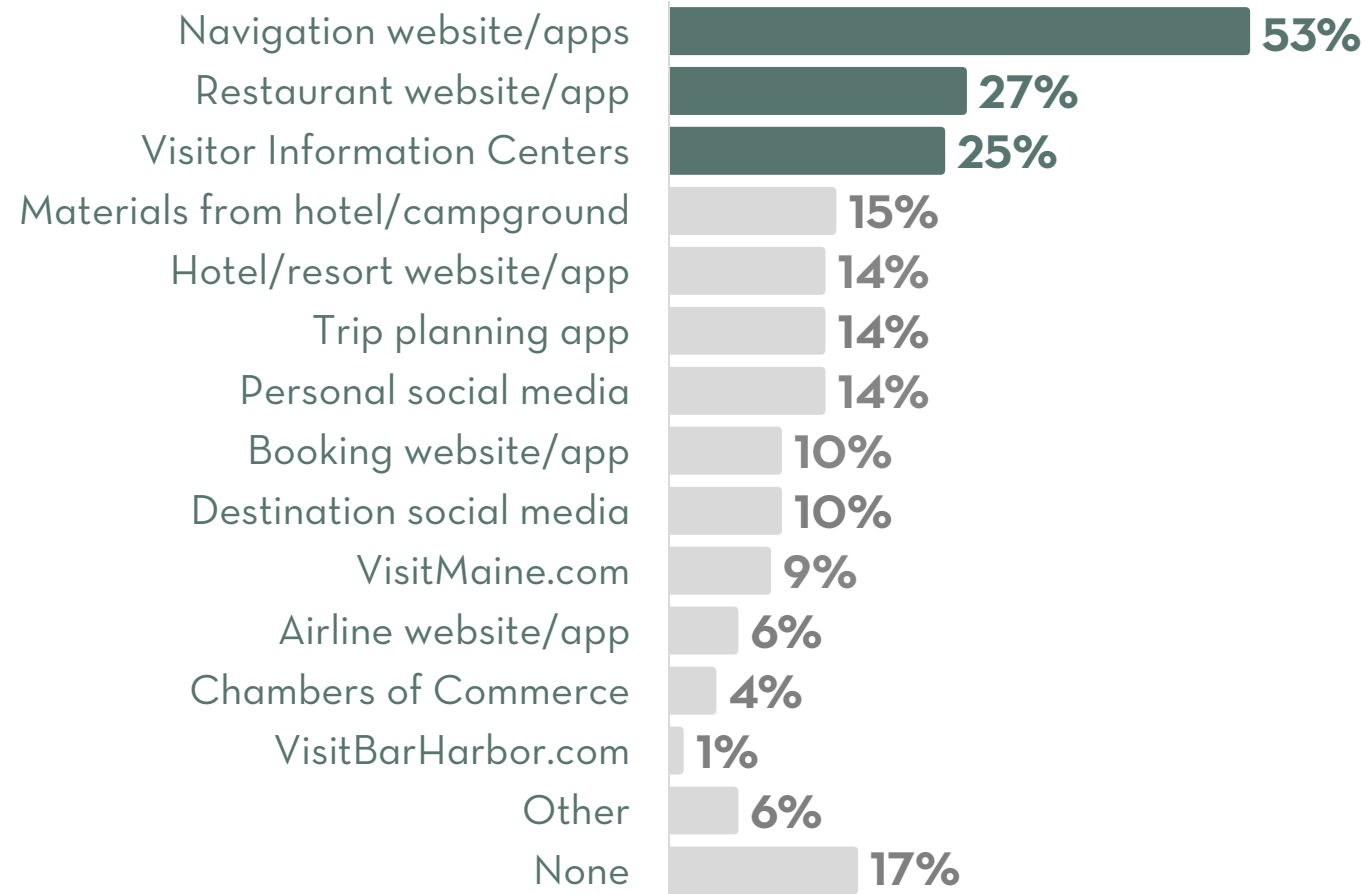
BOOKING METHODS

- » **3 in 5** visitors to Greater Portland & Casco Bay stayed overnight in paid accommodations during their trip in Maine
- » **Half** of visitors to Greater Portland & Casco Bay who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



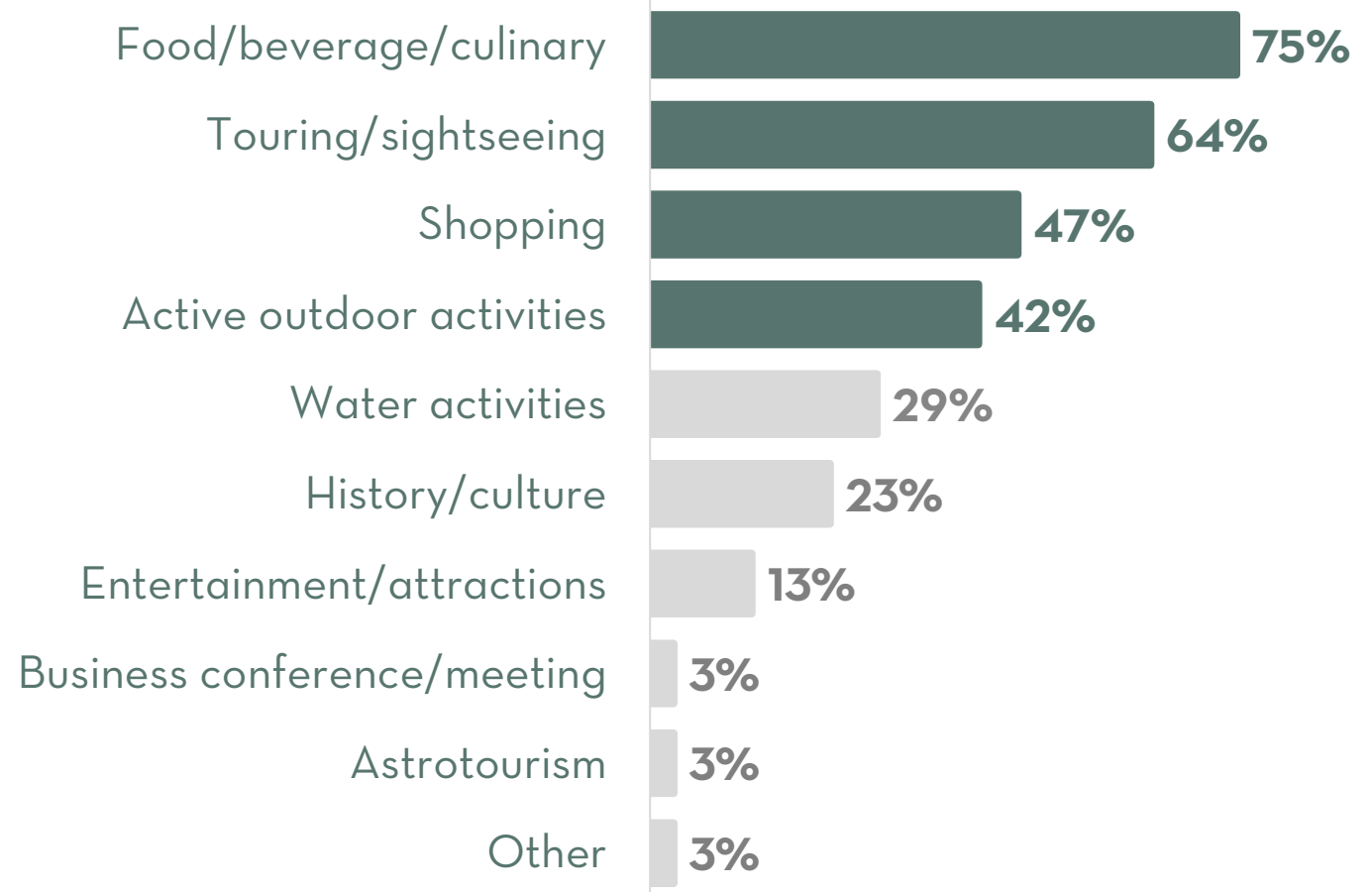
IN-MARKET VISITOR RESOURCES*

- » Visitors to Greater Portland & Casco Bay were **more likely** to rely on navigation websites/apps to plan activities in-market
- » About **1 in 4** visitors used restaurant websites/apps and/or Visitor Information Centers
- » **1 in 6** visitors did not use any resources to plan activities while they were in Greater Portland & Casco Bay



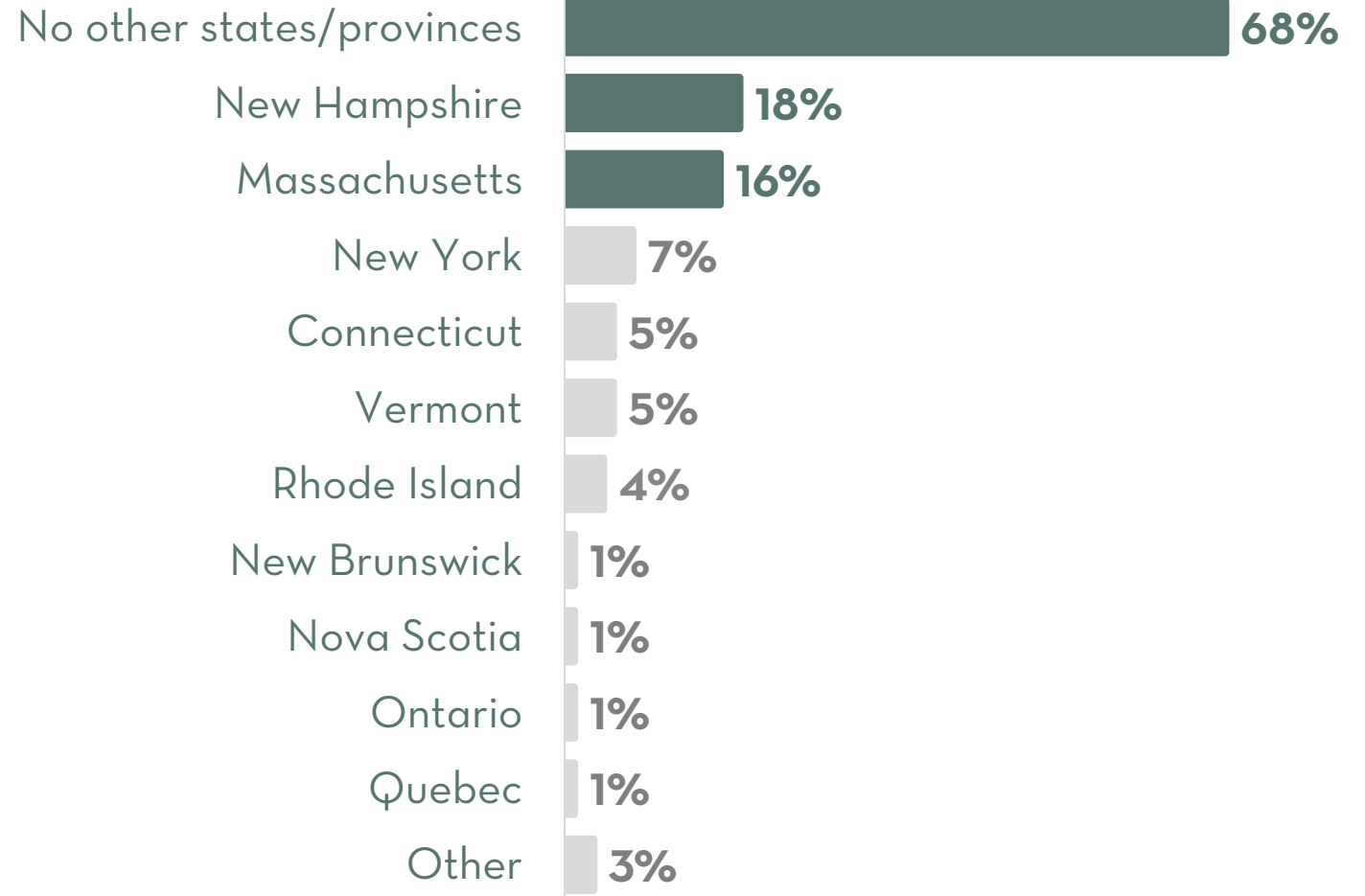
VISITOR ACTIVITIES*

- » **3 in 4** visitors participated in food, beverage, and culinary activities during their trip in Greater Portland & Casco Bay
- » **Nearly 2 in 3** visitors to Greater Portland & Casco Bay engaged in touring and sightseeing activities



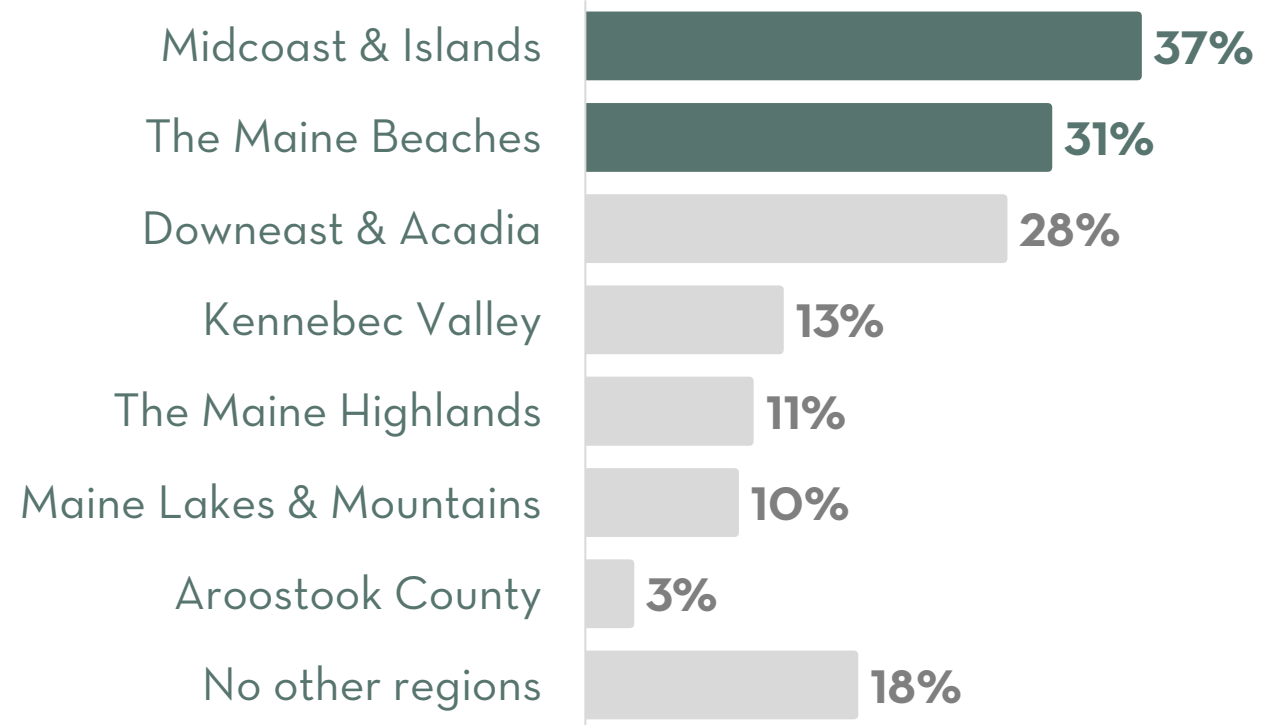
OTHER STATES & PROVINCES VISITED*

- » Over **2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to Greater Portland & Casco Bay
- » 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 Greater Portland & Casco Bay during their trip, rather than traveling throughout the state
- » **Nearly 2 in 5** visitors to Greater Portland & Casco Bay also visited the Midcoast & Islands and **nearly 1 in 3** also visited the Maine Beaches area during their trip



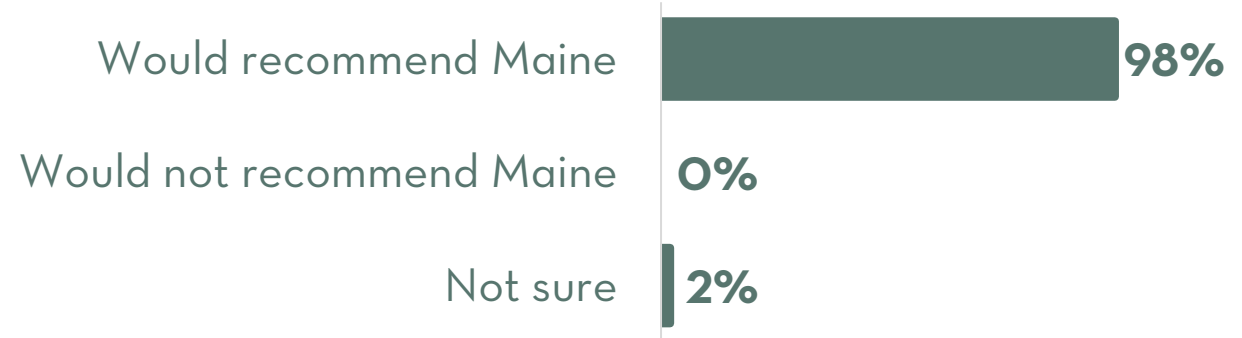
TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

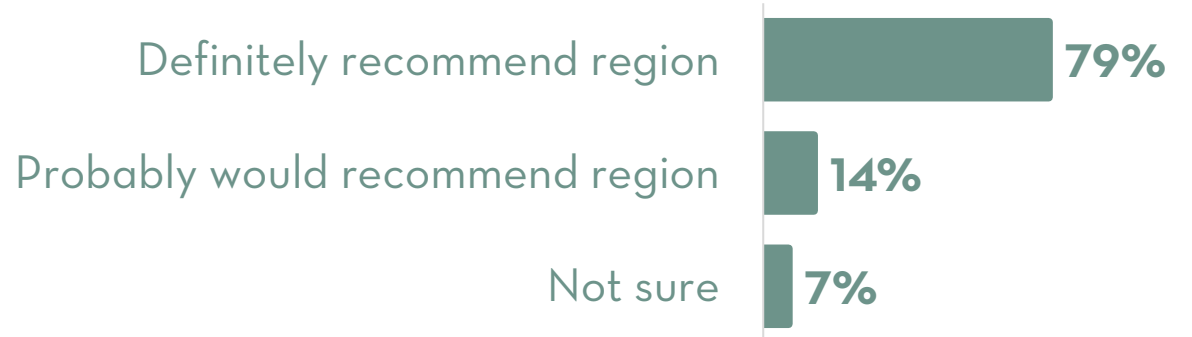
- » **98%** of visitors to Greater Portland & Casco Bay would recommend that their friends and family visit Maine

Likelihood of Recommending Maine

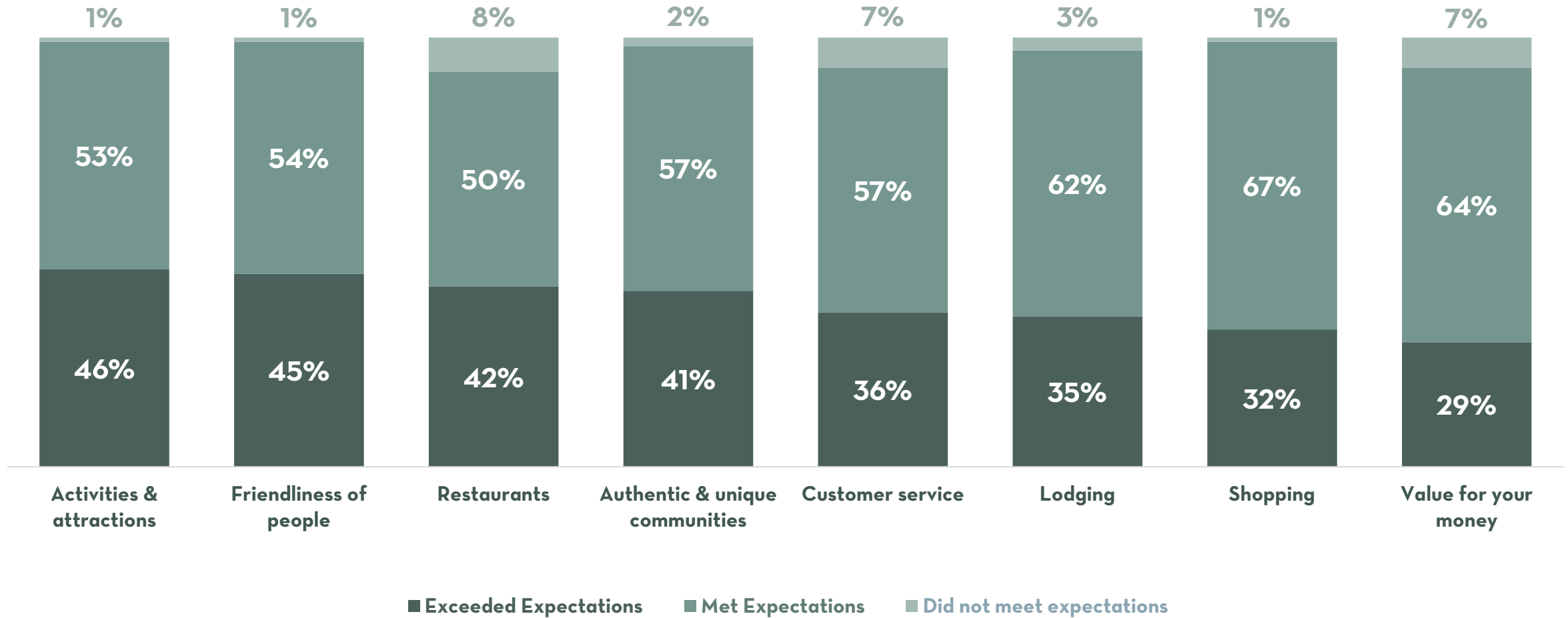


- » **93%** of visitors would recommend that their friends and family visit the Greater Portland & Casco Bay area

Likelihood of Recommending Greater Portland



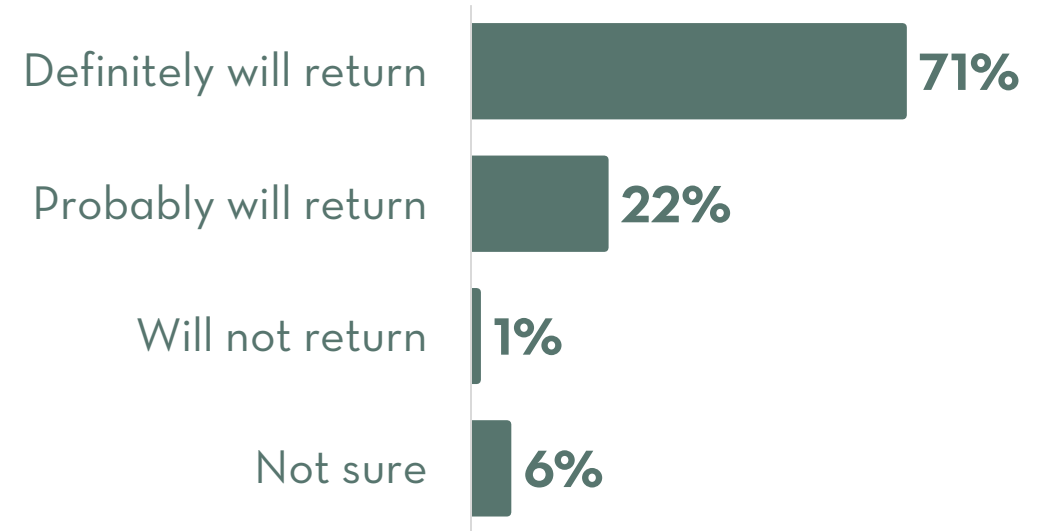
TRIP EXPECTATIONS



“Don’t know” responses omitted.

LIKELIHOOD OF RETURNING TO MAINE

- » **93%** of visitors to Greater Portland & Casco Bay will 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	19%	12%
2 - 3 weeks	24%	15%
1 - 2 months	29%	29%
3 - 4 months	15%	18%
5 - 6 months	6%	12%
7 months - 1 year	3%	7%
More than 1 year	4%	7%

BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	30%	18%
2 - 3 weeks	27%	18%
1 - 2 months	27%	28%
3 - 4 months	9%	15%
5 - 6 months	3%	11%
7 months - 1 year	2%	6%
More than 1 year	2%	4%

ONLINE TRIP PLANNING SOURCES*

	2020	2021
Online search engines	34%	38%
Hotel websites	16%	17%
Online travel agency	17%	16%
TripAdvisor	14%	14%
Airbnb	13%	12%
VisitMaine.com	10%	11%
Facebook	21%	9%
Traveler reviews/blogs/stories	14%	9%
VRBO/HomeAway	5%	8%
Instagram	14%	8%
Airline websites	7%	8%
MaineTourism.com	6%	7%
Vacation rental websites	5%	6%
VisitPortland.com	8%	6%
Visit Maine social media	6%	5%
YouTube	6%	5%
DowneastAcadia.com	3%	3%
VisitBarHarbor.com	2%	3%
DiscoverNewEngland.com	3%	2%
MainesMidCoast.com	1%	2%
Twitter	4%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
TheMaineBeaches.com	2%	1%
MaineLakesandMountains.com	2%	1%
Other	6%	9%
None	24%	23%

*Multiple responses permitted.

OFFLINE TRIP PLANNING SOURCES*

	2020	2021
Advice from friends/family	44%	35%
Travel books & magazines	9%	10%
Travel guides/brochures	12%	10%
Articles or travelogues	6%	9%
Travel planning apps	11%	8%
AAA	5%	7%
Called the Maine Office of Tourism	3%	4%
Visitor Guide	4%	3%
Called another Maine Tourism/Lodging Association	2%	2%
Travel agent	2%	2%
Called local convention and visitors bureaus	2%	1%
Called local Chambers of Commerce	1%	1%
Visit Maine e-newsletter	2%	1%
Other	4%	4%
None	38%	45%

REASON FOR VISITING*

	2020	2021
Relax and unwind	25%	43%
Sightseeing/touring	22%	31%
Visiting friends/relatives	32%	30%
Nature & bird watching	10%	14%
Special occasion	11%	13%
Shopping	14%	10%
Beach	9%	8%
Attractions	6%	8%
Active outdoor activities	9%	7%
Water activities	7%	5%
Conference/meeting	4%	4%
Culture/museums/history	5%	4%
Special event	4%	3%
Sporting event	2%	1%
Snow activities	1%	1%
Astrotourism	0%	0%
Other	4%	2%

OTHER STATES/PROVINCES CONSIDERED*

	2020	2021
No other states/provinces	64%	67%
New Hampshire	17%	13%
Massachusetts	13%	12%
Vermont	10%	8%
New York	6%	5%
Rhode Island	4%	5%
Connecticut	4%	3%
New Brunswick	1%	1%
Newfoundland and Labrador	1%	1%
Nova Scotia	2%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	2%	1%
Other	4%	5%
Not sure	0%	0%

ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	44%	38%
Type of Promotion*:	Base: 44%	Base: 38%
Internet	43%	36%
Social media	40%	32%
Cable or satellite television	28%	23%
Magazine	19%	22%
Traveler reviews/blogs	18%	11%
Maine travel/visitor guide	16%	10%
VisitMaine.com	11%	10%
Radio	18%	9%
Online streaming service	11%	7%
Newspaper	10%	7%
AAA	6%	6%
Brochure	10%	5%
Billboard	8%	4%
Music/podcast streaming	7%	4%
Deal - based promotion	5%	3%
Visitor Guide	0%	0%
Other	4%	5%
Not sure	1%	2%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

	2020	2021
New England	69%	40%
Mid-Atlantic	15%	26%
Southeast	6%	14%
Midwest	5%	11%
Southwest	1%	4%
West	2%	4%
Canada	2%	1%
Intl	<1%	<1%

ORIGIN STATE/PROVINCE

	2020	2021
Massachusetts	18%	14%
Maine	25%	11%
New York	7%	10%
Florida	4%	6%
New Hampshire	9%	5%
New Jersey	4%	5%
Pennsylvania	3%	5%
Connecticut	4%	4%
Virginia	2%	4%
Maryland	2%	3%
Texas	2%	3%
California	0%	2%
Georgia	1%	2%
Illinois	1%	2%
Michigan	1%	2%
North Carolina	0%	2%
Ohio	1%	2%

ORIGIN MARKET

	2020	2021
New York City ¹	8%	10%
Boston	10%	8%
Washington DC - Baltimore ²	4%	5%
Philadelphia	1%	3%
Brockton, MA	10%	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

Travel Party Size	2020	2021
Travel Party Size	2.5	2.7

Travel Party Composition	2020	2021
Traveled alone	19%	15%
As a couple	43%	46%
With family	25%	28%
With other couples/friends	2%	1%
With business associates	0%	1%
In a tour group	10%	8%
Other	1%	1%

TRAVEL WITH CHILDREN*

	2020	2021
No children	81%	81%
Children younger than 6	6%	6%
Children 6 - 12	9%	10%
Children 13 - 17	9%	10%

DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	46%	46%
Female	54%	54%

Education	2020	2021
High school or less	8%	9%
Some college or technical school	25%	15%
College or technical school graduate	45%	52%
Graduate school	22%	24%

Income	2020	2021
Less than \$25,000	10%	5%
\$25,000 - \$49,999	15%	9%
\$50,000 - \$74,999	19%	23%
\$75,000 - \$99,999	19%	24%
\$100,000 - \$149,999	20%	21%
\$150,000 - \$199,999	9%	11%
\$200,000 - \$249,999	3%	3%
\$250,000 or more	5%	4%

DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	50%	56%
Employed part-time	12%	10%
Contract/freelance/temporary	9%	8%
Retired	15%	17%
Not currently employed	6%	4%
Student	8%	5%

Race	2020	2021
White	85%	86%
Asian	5%	5%
Black	3%	4%
Hispanic	6%	4%
Indigenous	<1%	<1%
Other	1%	1%

Marital Status	2020	2021
Single/widowed	32%	23%
Married/domestic partnership	68%	77%

NEW & RETURNING VISITORS

	2020	2021
This is my first time	22%	29%
2 - 5 times	29%	30%
6 - 10 times	18%	15%
11+ times	31%	26%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

	2020	2021
Drove to Maine	82%	69%
Flew into Portland Intl Jetport	10%	13%
Flew into Boston Logan Intl	3%	9%
Traveled by train	2%	3%
Flew into another airport	0%	2%
Flew into Bangor Intl Airport	0%	1%
Took a motor coach tour or bus	3%	1%
Other	0%	2%

LENGTH OF STAY

	2020	2021
Average Length of Stay	4.1	5.0
Day tripper	33%	22%
1 night	11%	6%
2 nights	18%	12%
3 nights	11%	15%
4 nights	9%	14%
5+ nights	18%	31%

ACCOMMODATIONS

	2020	2021
Hotel/motel/resort	23%	34%
Friends/family home	20%	15%
Vacation rental home	6%	10%
Bed & Breakfast/Inn	7%	7%
Campground/RV Park	5%	5%
Personal second home	3%	4%
Wilderness camping	1%	1%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	2%
Not spending the night	33%	22%

BOOKING

	2020	2021
Directly with the hotel/condo	39%	49%
Online travel agency	23%	17%
Airbnb	17%	12%
Short term rental service	8%	8%
Vacation rental company	2%	4%
Group tour operator	1%	2%
Travel package provider	2%	2%
Offline travel agent	3%	1%
Other	5%	5%

IN-MARKET RESOURCES*

	2020	2021
Navigation website/apps	61%	53%
Restaurant website/app	32%	27%
Visitor Information Centers	20%	25%
Materials from hotel/campground	12%	15%
Hotel/resort website/app	8%	14%
Trip planning app	22%	14%
Personal social media	23%	14%
Booking website/app	18%	10%
Destination social media	18%	10%
VisitMaine.com	8%	9%
Airline website/app	13%	6%
Chambers of Commerce	1%	4%
VisitBarHarbor.com	0%	1%
Other	1%	6%
None	16%	17%

ACTIVITIES*

	2020	2021
Food/beverage/culinary	74%	75%
Touring/sightseeing	62%	64%
Shopping	44%	47%
Active outdoor activities	50%	42%
Water activities	34%	29%
History/culture	21%	23%
Entertainment/attractions	8%	13%
Business conference/meeting	4%	3%
Astrotourism	-	3%
Other	6%	3%

OTHER STATES/PROVINCES VISITED*

	2020	2021
No other states/provinces	74%	68%
New Hampshire	17%	18%
Massachusetts	10%	16%
New York	3%	7%
Connecticut	2%	5%
Vermont	4%	5%
Rhode Island	3%	4%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Quebec	1%	1%
Other	1%	3%

TRAVELING IN MAINE*

	2020	2021
Midcoast & Islands	22%	37%
The Maine Beaches	28%	31%
Downeast & Acadia	26%	28%
No other regions	16%	18%
Kennebec Valley	11%	13%
The Maine Highlands	13%	11%
Maine Lakes & Mountains	13%	10%
Aroostook County	5%	3%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	98%	98%
Would not recommend Maine	1%	0%
Not sure	1%	2%

	2020	2021
Definitely recommend region	84%	79%
Probably would recommend region	14%	14%
Would not recommend region	0%	0%
Not sure	2%	7%

RETURNING TO MAINE

	2020	2021
Definitely will return	76%	71%
Probably will return	19%	22%
Will not return	2%	1%
Not sure	3%	6%

GREATER PORTLAND & CASCO BAY

2021 Visitor Tracking & Economic Impact Report

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