

# KENNEBEC VALLEY

2021 Economic Impact & Visitor Tracking Report

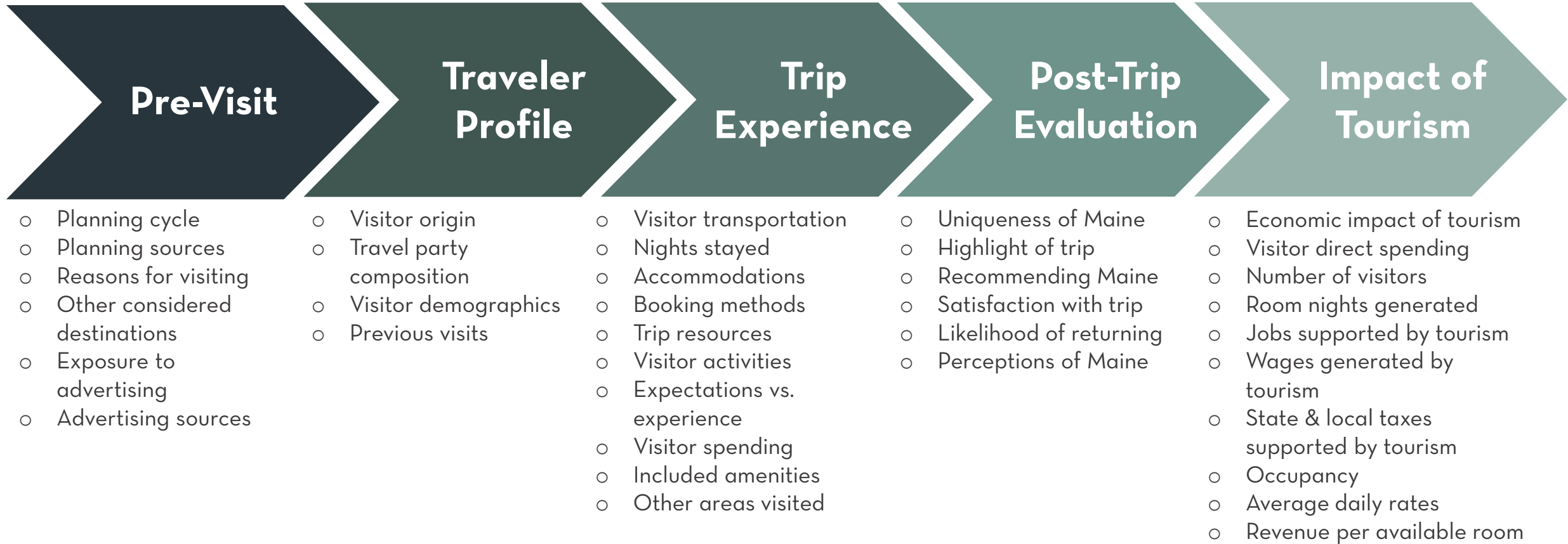


# INTRODUCTION



# 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 **Kennebec Valley** region.



# METHODOLOGY



## *Visitor Tracking*

313 interviews were completed with visitors to the Kennebec Valley region online and in-person at 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 the Kennebec Valley region 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.



# KENNEBEC VALLEY



***Compared to visitors to other regions, visitors to Kennebec Valley region are more likely to:***

- » Have a short trip planning and booking cycle
- » Use fewer resources when planning their trip to Maine
- » Visit Maine for the purpose of visiting friends/relatives
- » Have read about vacationing in Maine in a travel/visitor guide
- » Be from Maine
- » Be younger

# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# ECONOMIC IMPACT

Visitor spending in 2021 generated

**\$859,395,100**

in economic impact to the Kennebec Valley  
region





# DIRECT SPENDING

Visitors who took a trip to the Kennebec Valley region in 2021 spent

**\$546,020,200**

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



# VISITORS

The Kennebec Valley region  
attracted

**826,200**

visitors in 2021



# ROOM NIGHTS

Visitors to the Kennebec Valley  
region generated

**523,700**

room nights in paid  
accommodations in 2021



# JOBS SUPPORTED

Visitors' **direct spending** supported

**7,400**

jobs in Kennebec Valley, while the  
total **economic impact** of tourism  
supported

**9,700**

jobs in the region in 2021





# WAGES SUPPORTED

Visitors' **direct spending** supported

**\$201,072,000**

in wages and salaries in Kennebec Valley,  
while the total **economic impact** of  
tourism in the region supported

**\$295,583,900**

in wages and salaries in 2021



# VISITORS CREATE JOBS

A Kennebec Valley region job is  
supported by every

85

visitors



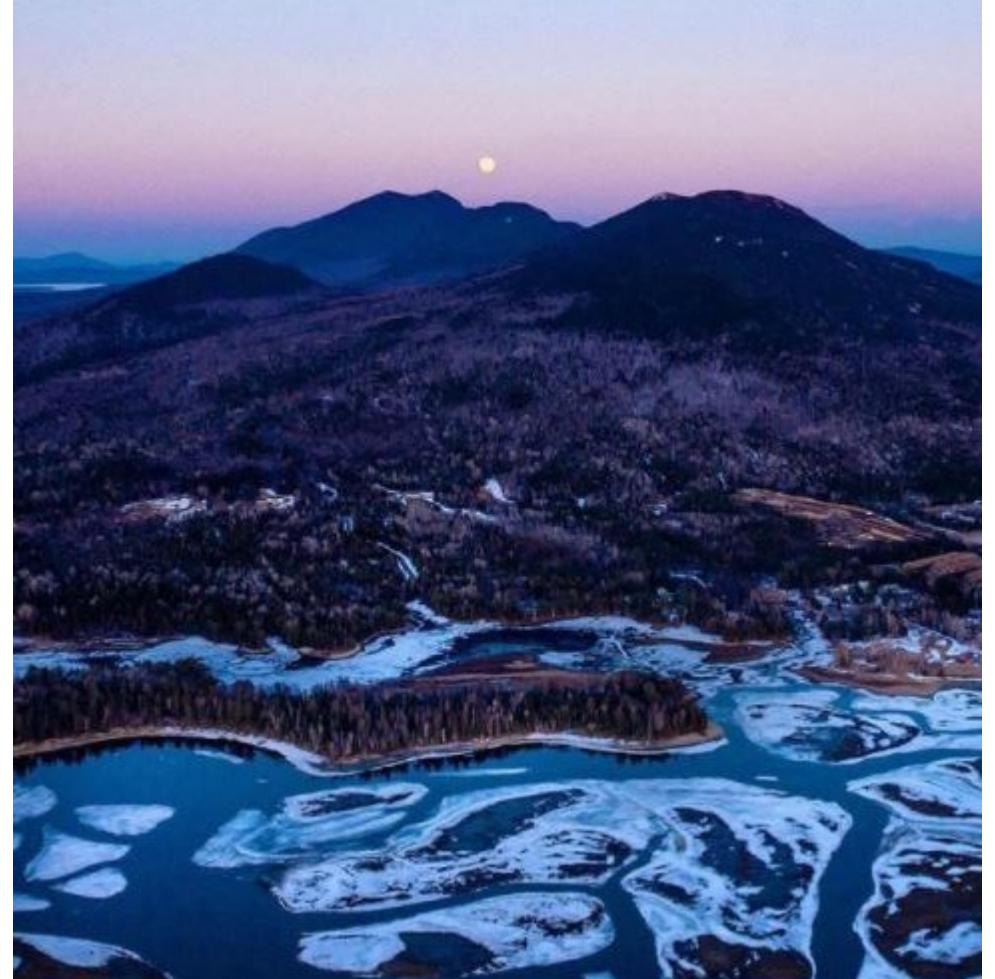


# HOUSEHOLD SAVINGS

Visitors to the Kennebec Valley  
region saved local residents

**\$1,043**

in taxes per household in 2021



# LODGING METRICS

<i>Lodging Metrics<sup>1</sup></i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>38.0%</i>	<i>49.3%</i>	<i>+ 29.7%</i>
<i>Average Daily Rate</i>	<i>\$127.07</i>	<i>\$110.79</i>	<i>- 12.8%</i>
<i>Revenue per Available Room</i>	<i>\$48.29</i>	<i>\$54.62</i>	<i>+ 13.1%</i>
<i>Total Accommodations Revenue</i>	<i>\$58,806,200</i>	<i>\$76,784,300</i>	<i>+ 30.6%</i>



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

- » **Nearly half** of visitors started planning their trip to the Kennebec Valley region less than a month in advance
- » **Over half** of visitors booked their trip/decided to visit the Kennebec Valley region less than a month in advance



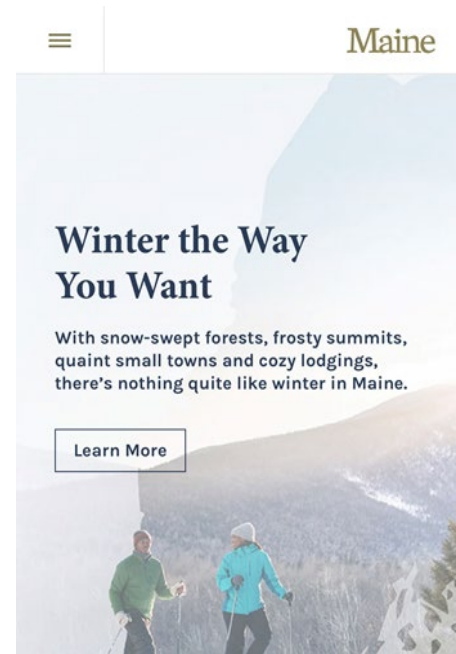
# TOP ONLINE TRIP PLANNING SOURCES\*



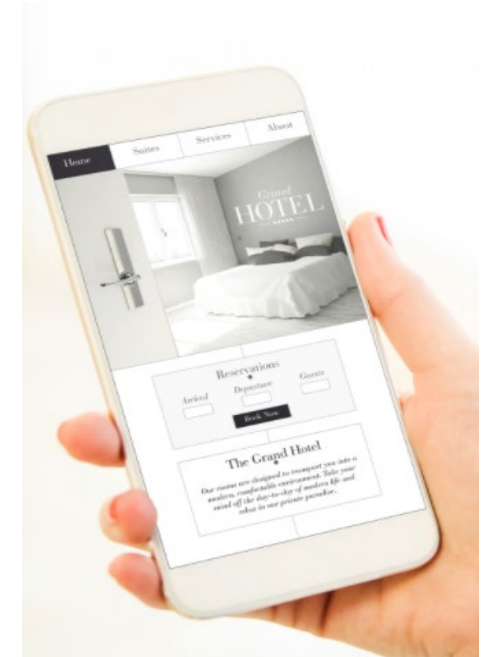
**21%** Online search engines



**13%** Online travel agency



**11%** VisitMaine.com



**10%** Hotel websites

\*Multiple responses permitted.



# OFFLINE TRIP PLANNING SOURCES\*



**31%** Advice from friends/family



**11%** Travel guides/brochures



**10%** Travel books & magazines

\*Multiple responses permitted.



# TOP REASONS FOR VISITING\*



**37%** Visiting friends/relatives



**29%** Relax and unwind



**19%** Sightseeing and touring

\*Up to three responses permitted.

# CONSIDERING MAINE AS A DESTINATION

- » **2 in 3** visitors to the Kennebec Valley region did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip





# PRE-TRIP EXPOSURE TO ADVERTISING

- » **39%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to the Kennebec Valley region



# TOP SOURCES OF ADVERTISING EXPOSURE\*

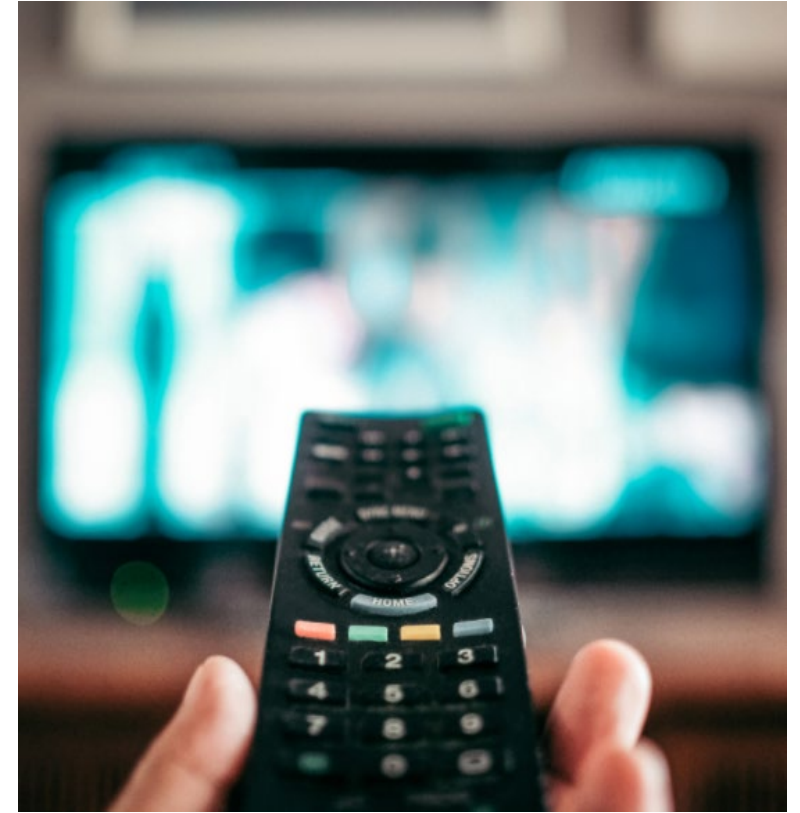
Base: 39% who noticed advertising



**37%** Social media



**34%** Internet



**18%** Cable or satellite television

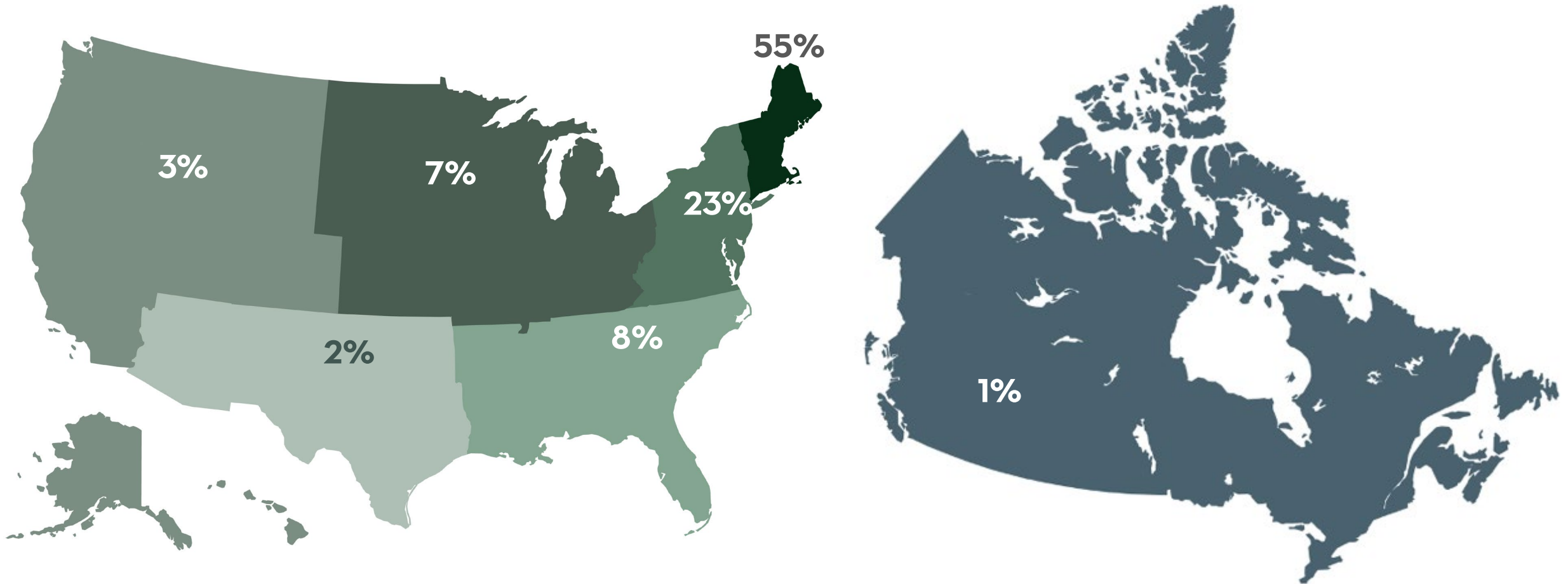
\*Multiple responses permitted.



# TRIP PLANNING CYCLE : TRAVELER PROFILE

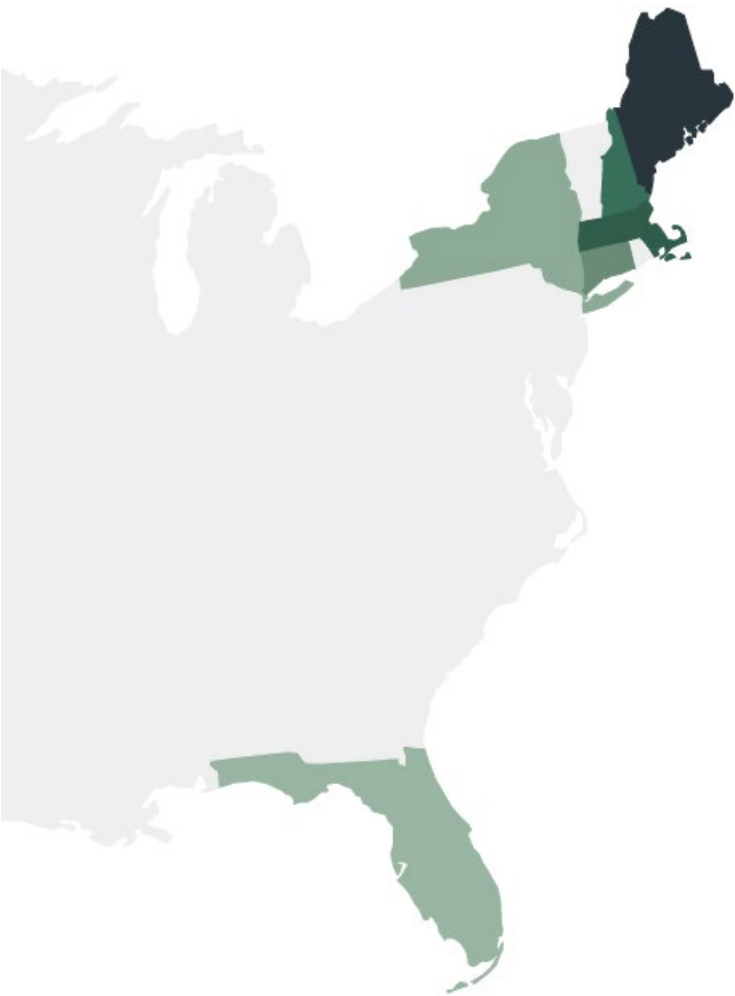


# REGIONS OF ORIGIN



**1%** of visitors traveled to Kennebec Valley from outside of the U.S. and Canada.

# TOP ORIGIN STATES & PROVINCES



# 66%

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



**Maine (29%)**

**Massachusetts (12%)**

**New York (10%)**



**New Hampshire (6%)**

**Connecticut (5%)**

**Florida (4%)**

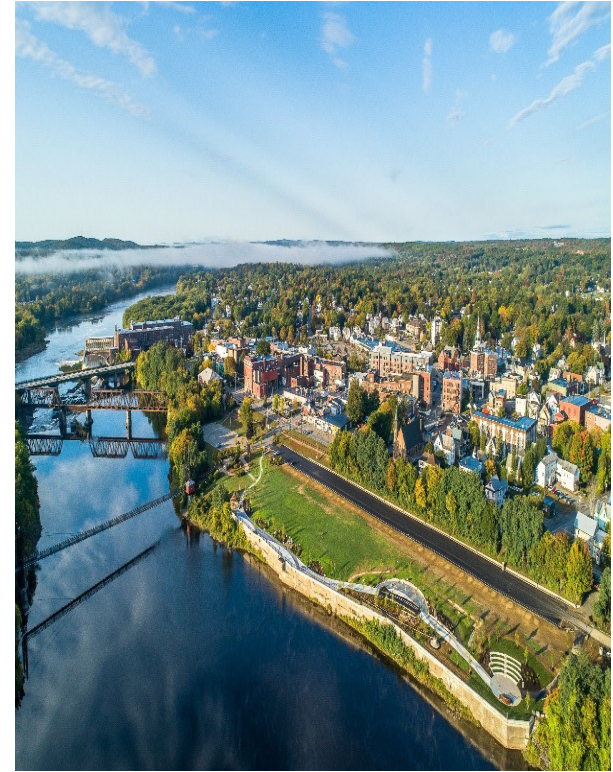
# TOP ORIGIN MARKETS



**10%** New York City<sup>1</sup>



**7%** Boston, MA



**5%** Waterville, ME

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



# TRAVEL PARTIES

The typical visitor to the Kennebec Valley region traveled with **2.7** people in their visitor party



**25%** of visitors traveled with at least one person under the age of 18 in their travel party





# DEMOGRAPHIC PROFILE



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



**54%** Female\*



**87%** White/Caucasian

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



# LIFESTYLE PROFILE



**64%** Married/domestic partnership



**69%** Employed



**\$85,200** Annual household income<sup>1</sup>



**61%** College graduate

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

# NEW & RETURNING VISITORS

- » **19%** of visitors to the Kennebec Valley region were traveling in Maine for the first time
- » **30%** of visitors to the Kennebec Valley region had previously traveled in Maine more than 10 times





# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

» **89%** of visitors drove to the Kennebec Valley region



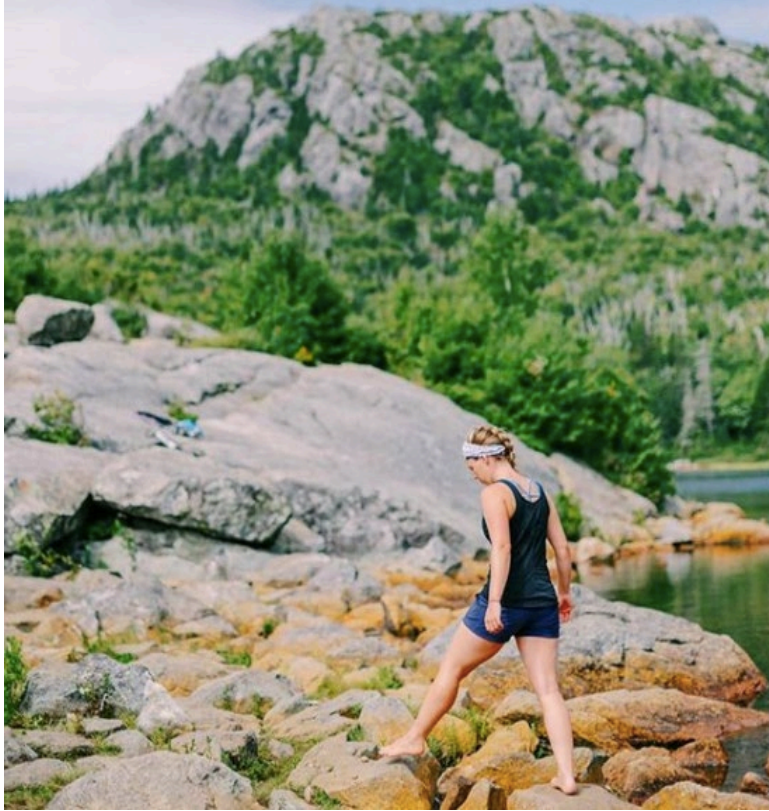
# NIGHTS STAYED

- » **67%** of visitors to the Kennebec Valley region spent one or more nights
- » Typical visitors to the Kennebec Valley region stayed **5.9** nights





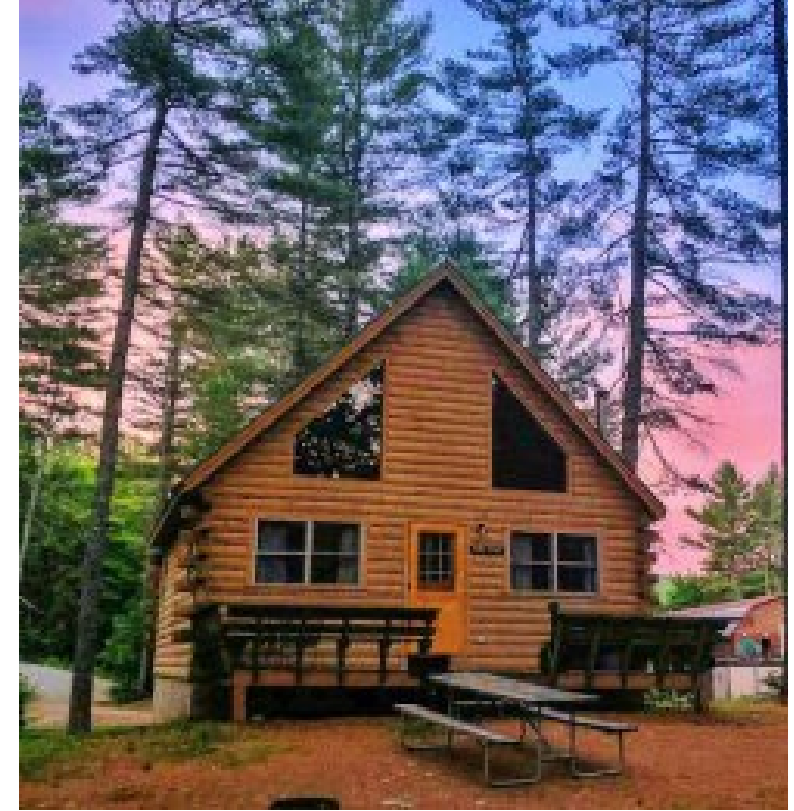
# TOP ACCOMMODATIONS



**33%** Did not stay overnight



**20%** Friends/family home



**20%** Hotel/motel/resort



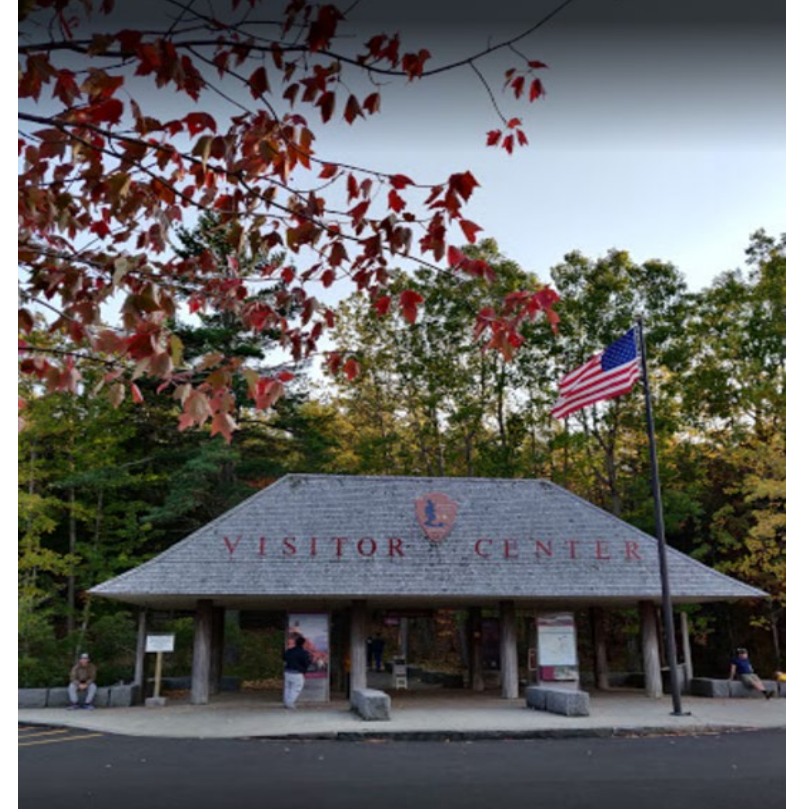
# TOP IN-MARKET VISITOR RESOURCES\*



**44%** Navigation websites/apps



**17%** Restaurant website/app



**15%** Visitor Information Centers

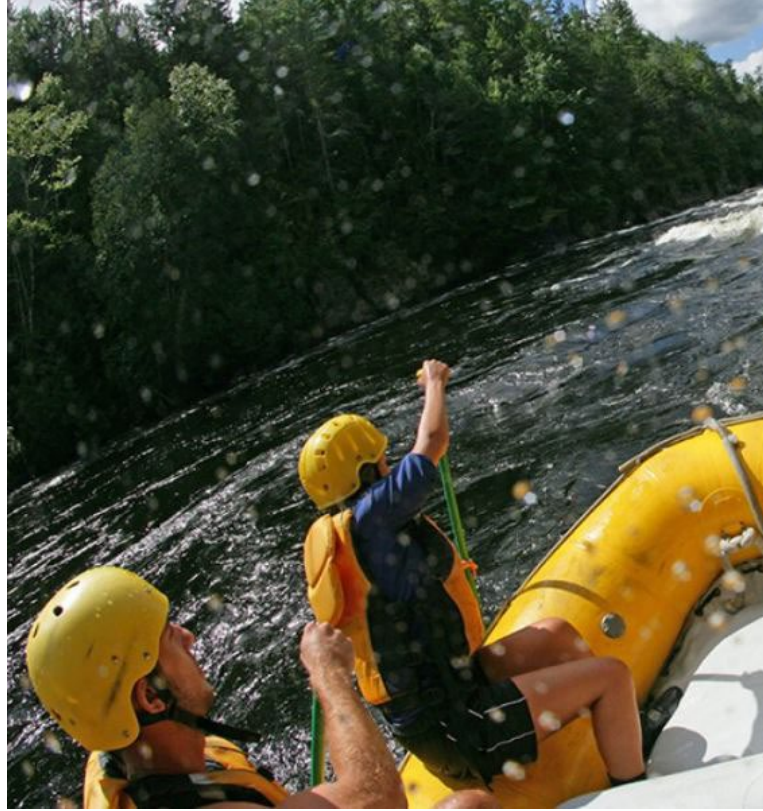
\*Multiple responses permitted.



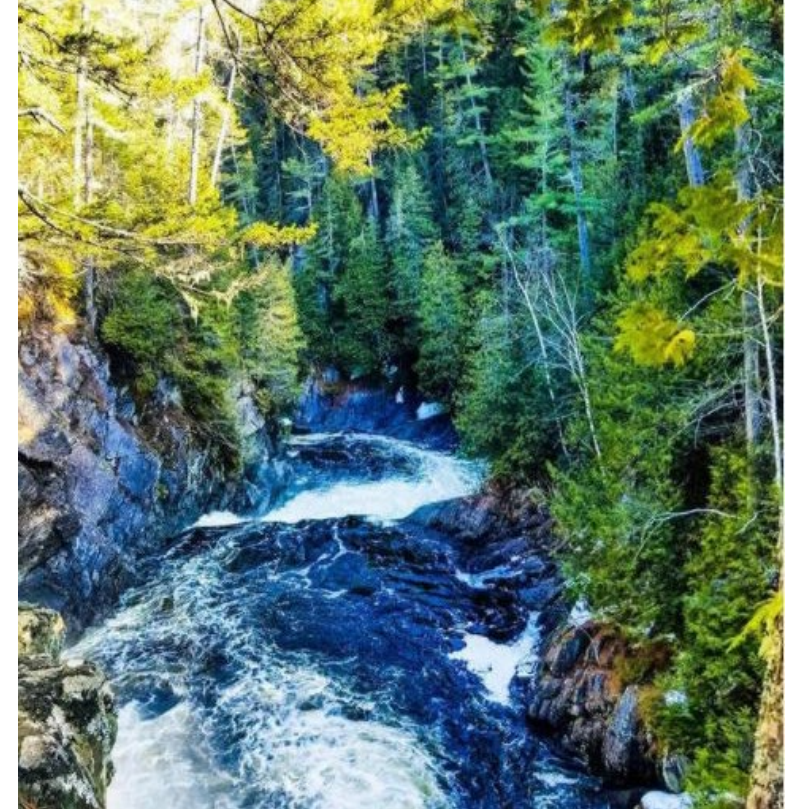
# VISITOR ACTIVITIES\*



**60%** Food/beverage/culinary



**46%** Active outdoor activities



**43%** Touring/sightseeing

\*Multiple responses permitted.



# VISITING OTHER STATES & PROVINCES

- » **2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to the Kennebec Valley region
- » Visitors to the Kennebec Valley region were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip





# TRAVELING WITHIN MAINE

- » **84%** of visitors traveled to regions other than the Kennebec Valley region during their trip to Maine
- » **Nearly 2 in 5** visitors to the Kennebec Valley region also visited Greater Portland & Casco Bay during their trip



# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » **96%** of visitors to the Kennebec Valley region would recommend Maine to a friend or relative as a vacation destination
- » **93%** of visitors would recommend the Kennebec Valley region as a place to visit or vacation (**74%** would definitely recommend Kennebec Valley)





# LIKELIHOOD OF RETURNING TO MAINE

- » **96%** of visitors to the Kennebec Valley region will likely return to Maine for a future visit or vacation
- » **78%** 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>	<i>627,700</i>	<i>826,200</i>	<i>+ 31.6%</i>
<i>Room nights generated</i>	<i>462,800</i>	<i>523,700</i>	<i>+ 13.2%</i>
<i>Direct expenditures</i>	<i>\$321,334,700</i>	<i>\$546,020,200</i>	<i>+ 69.9%</i>
<i>Total economic impact</i>	<i>\$501,282,100</i>	<i>\$859,395,100</i>	<i>+ 71.4%</i>

# IMPACT OF TOURISM

<b>Maine Jobs</b>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Jobs supported (direct)</i>	<i>4,300</i>	<i>7,400</i>	<i>+ 72.1%</i>
<i>Total impact of tourism on Maine jobs</i>	<i>5,600</i>	<i>9,700</i>	<i>+ 73.2%</i>

<b>Maine Wages</b>	<b>2020</b>	<b>2021</b>	<b>% Change</b>
<i>Wages paid (direct)</i>	<i>\$118,276,100</i>	<i>\$201,072,000</i>	<i>+ 70.0%</i>
<i>Total impact of tourism on Maine wages</i>	<i>\$173,694,500</i>	<i>\$295,593,900</i>	<i>+ 70.2%</i>

# 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>	<i>112</i>	<i>85</i>
<i>State &amp; local taxes supported</i>	<i>\$50,292,800</i>	<i>\$76,611,700</i>
<i>Tax savings per household</i>	<i>\$685</i>	<i>\$1,043</i>



# LODGING METRICS

<i>Lodging Metrics<sup>1</sup></i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>38.0%</i>	<i>49.3%</i>	<i>+ 29.7%</i>
<i>Average Daily Rate</i>	<i>\$127.07</i>	<i>\$110.79</i>	<i>- 12.8%</i>
<i>Revenue per Available Room</i>	<i>\$48.29</i>	<i>\$54.62</i>	<i>+ 13.1%</i>
<i>Total Accommodations Revenue</i>	<i>\$58,806,200</i>	<i>\$76,784,300</i>	<i>+ 30.6%</i>

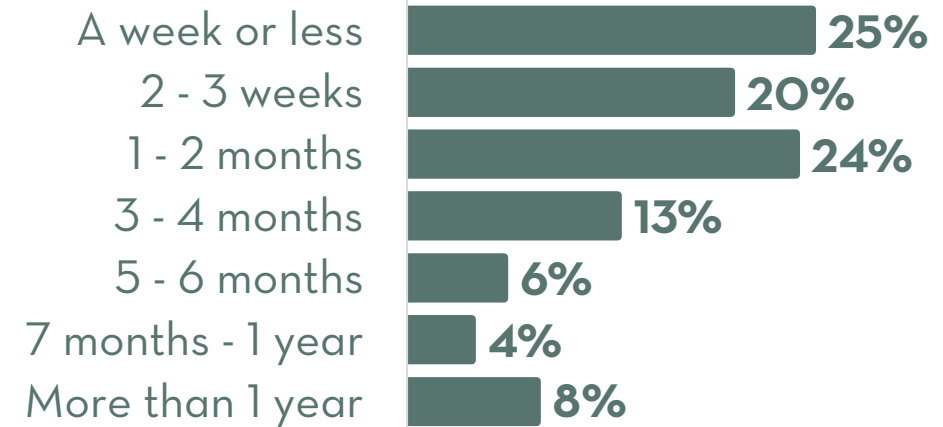
# TRIP PLANNING CYCLE : PRE-VISIT



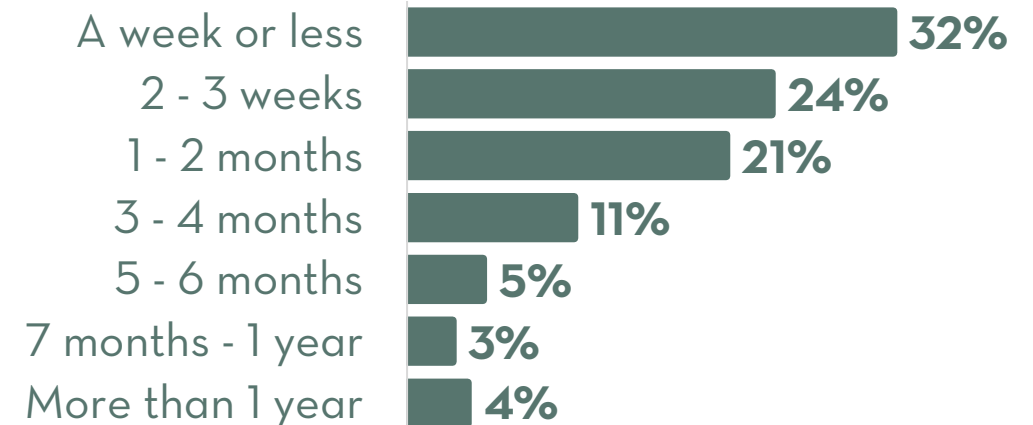
# TRIP PLANNING CYCLE

- » **Nearly half** of visitors to the Kennebec Valley region started planning their trip within a month of their trip
- » Very few visitors (**18%**) have planning windows longer than 4 months
- » **Over half** of visitors have a booking window of less than 1 month
- » Very few visitors (**12%**) booked accommodations 5+ months in advance

## *Beginning of Trip Planning Cycle*



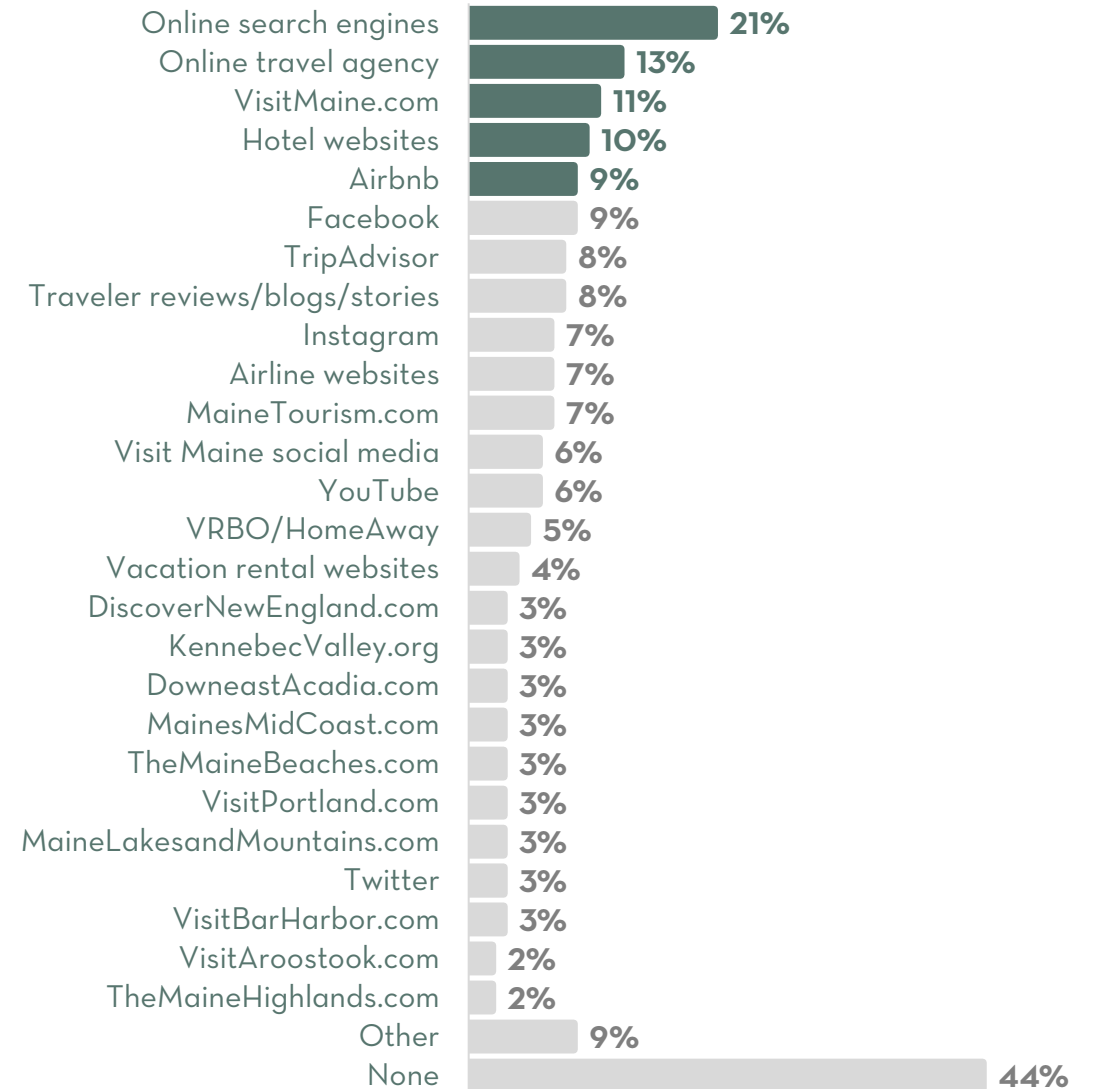
## *Booked Accommodations/Made Trip Decisions*





# ONLINE TRIP PLANNING SOURCES\*

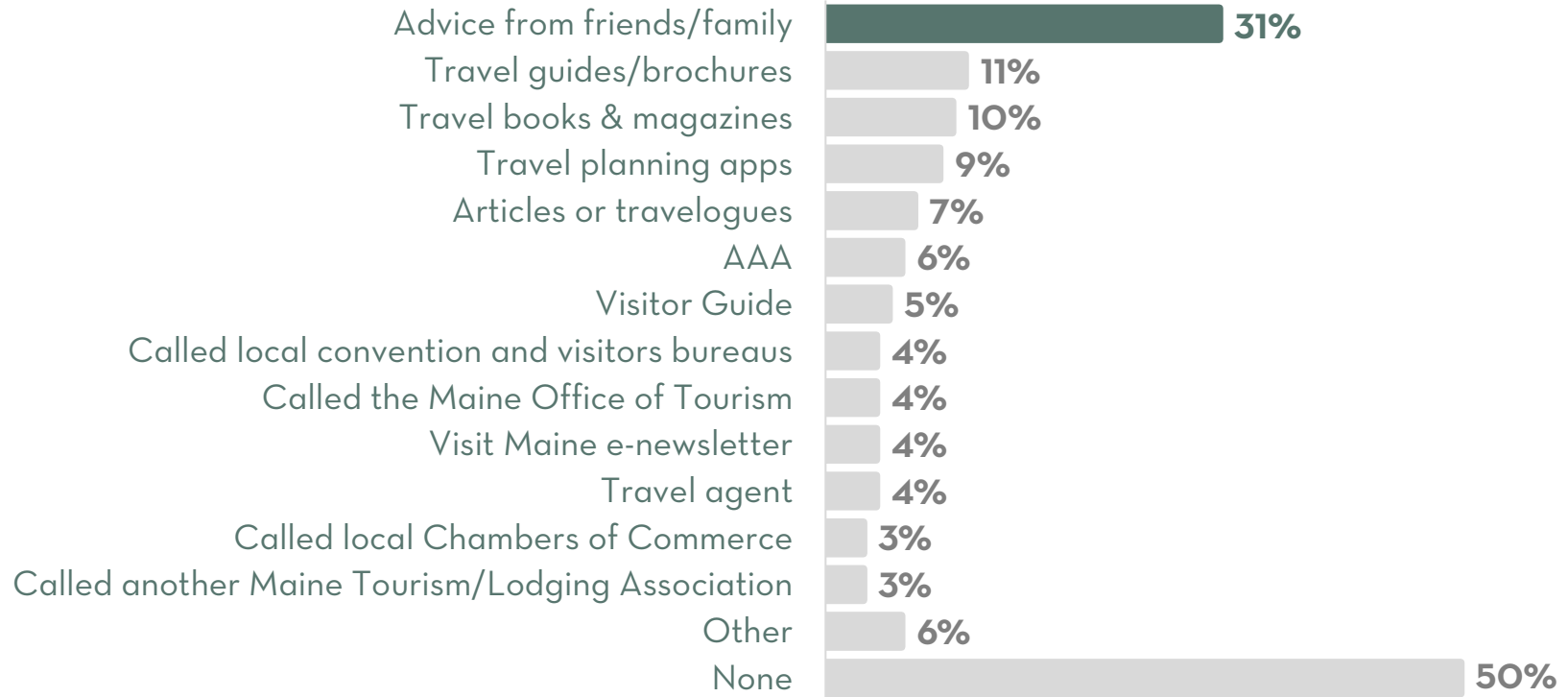
- » **Over half** of visitors used one or more online resources to help them plan their trip to Kennebec Valley
- » **1 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » **13%** of visitors to Kennebec Valley used an online travel agency, and roughly **1 in 10** used VisitMaine.com, Hotel websites, or Airbnb



\*Multiple responses permitted.

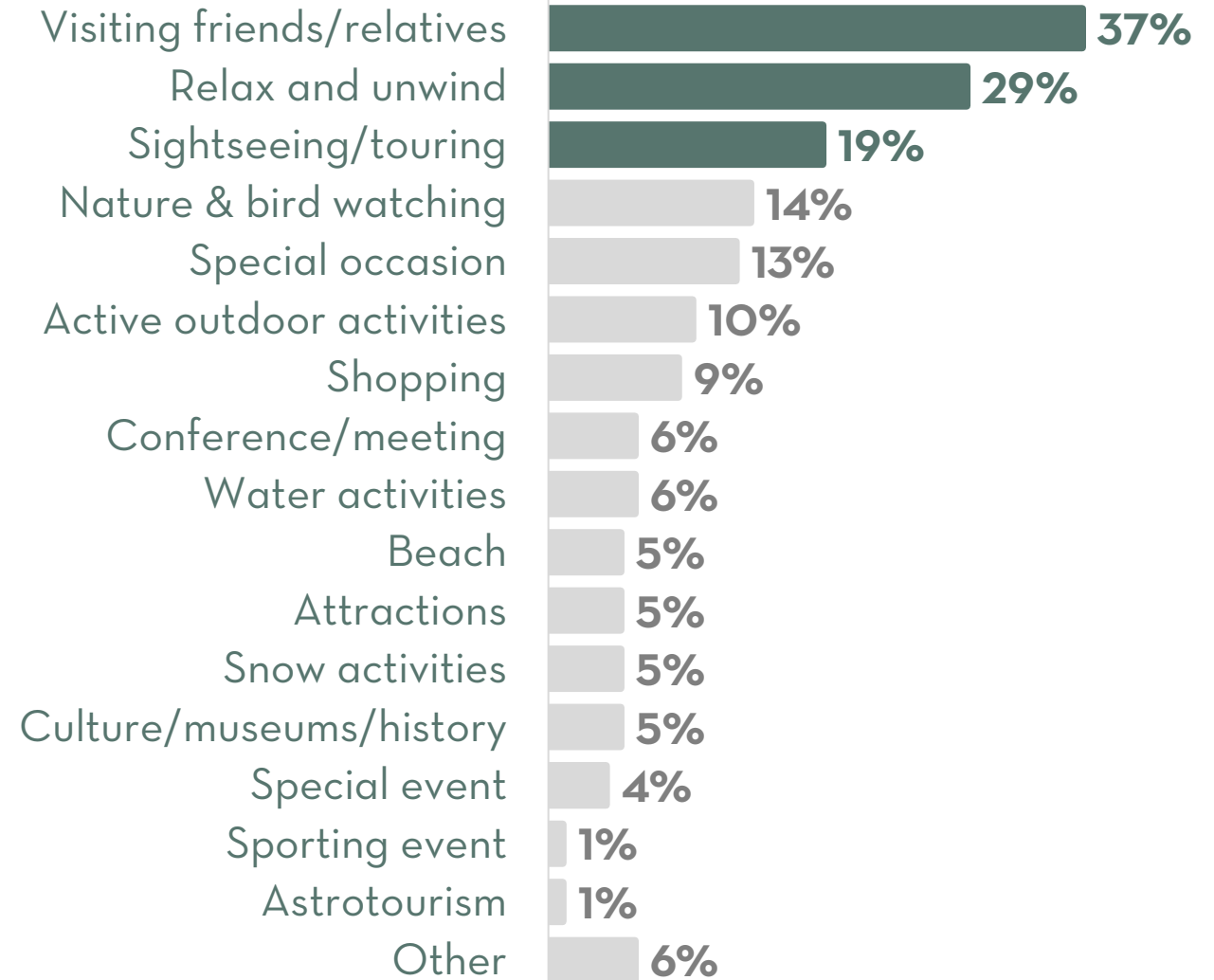
# OFFLINE TRIP PLANNING SOURCES\*

- » **1 in 3** visitors relied on advice from their friends and family to help them plan their trip to the Kennebec Valley region
- » **Half** of visitors did not use any other resources to help them plan their trip to the Kennebec Valley region



# REASONS FOR VISITING\*

- » **Nearly 2 in 5** visitors primarily traveled to the Kennebec Valley region to visit friends/relative
- » **29%** of visitors primarily visited to relax and unwind while **19%** of visitors came to the Kennebec Valley region for sightseeing/touring

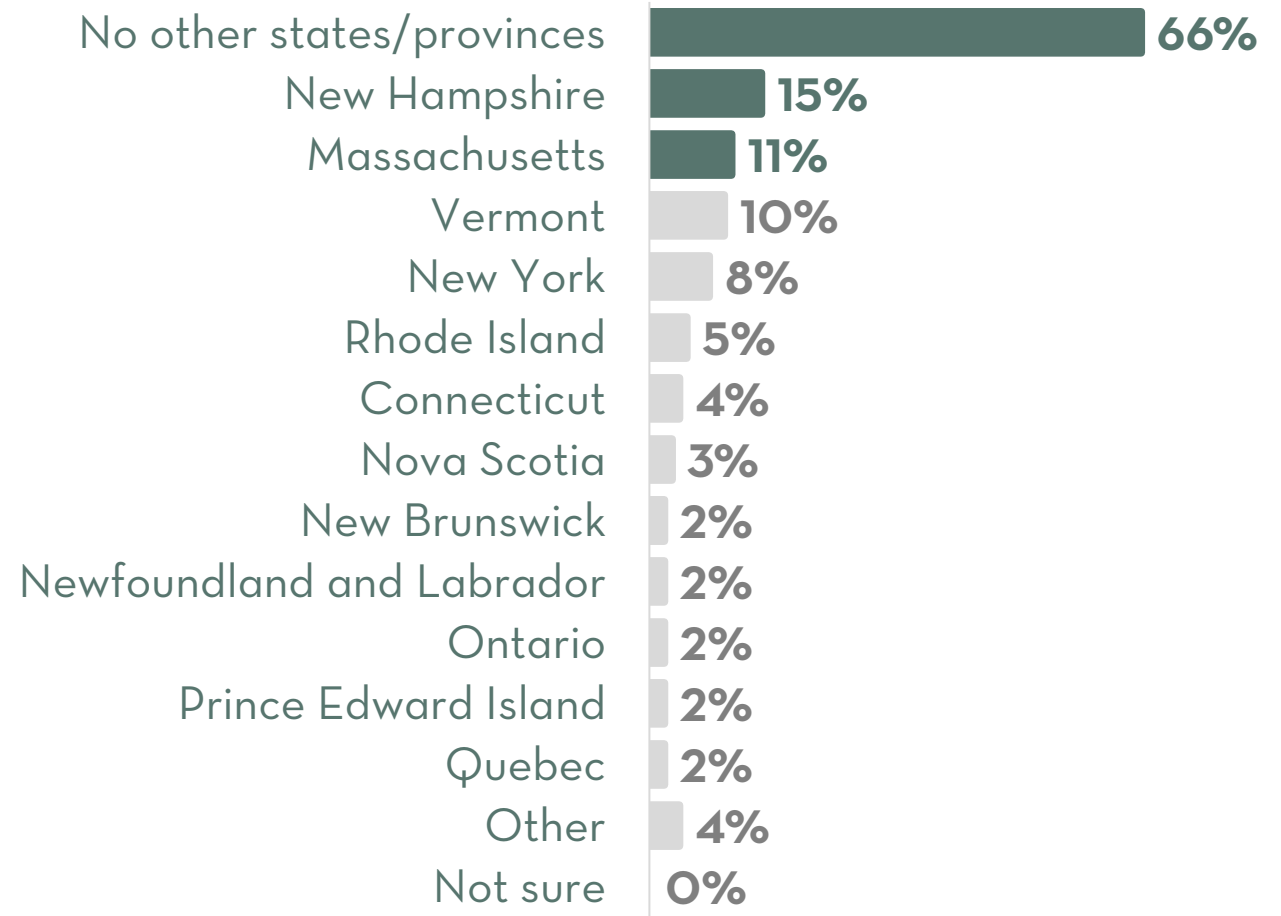


\*Multiple responses permitted.



# OTHER STATES & PROVINCES CONSIDERED\*

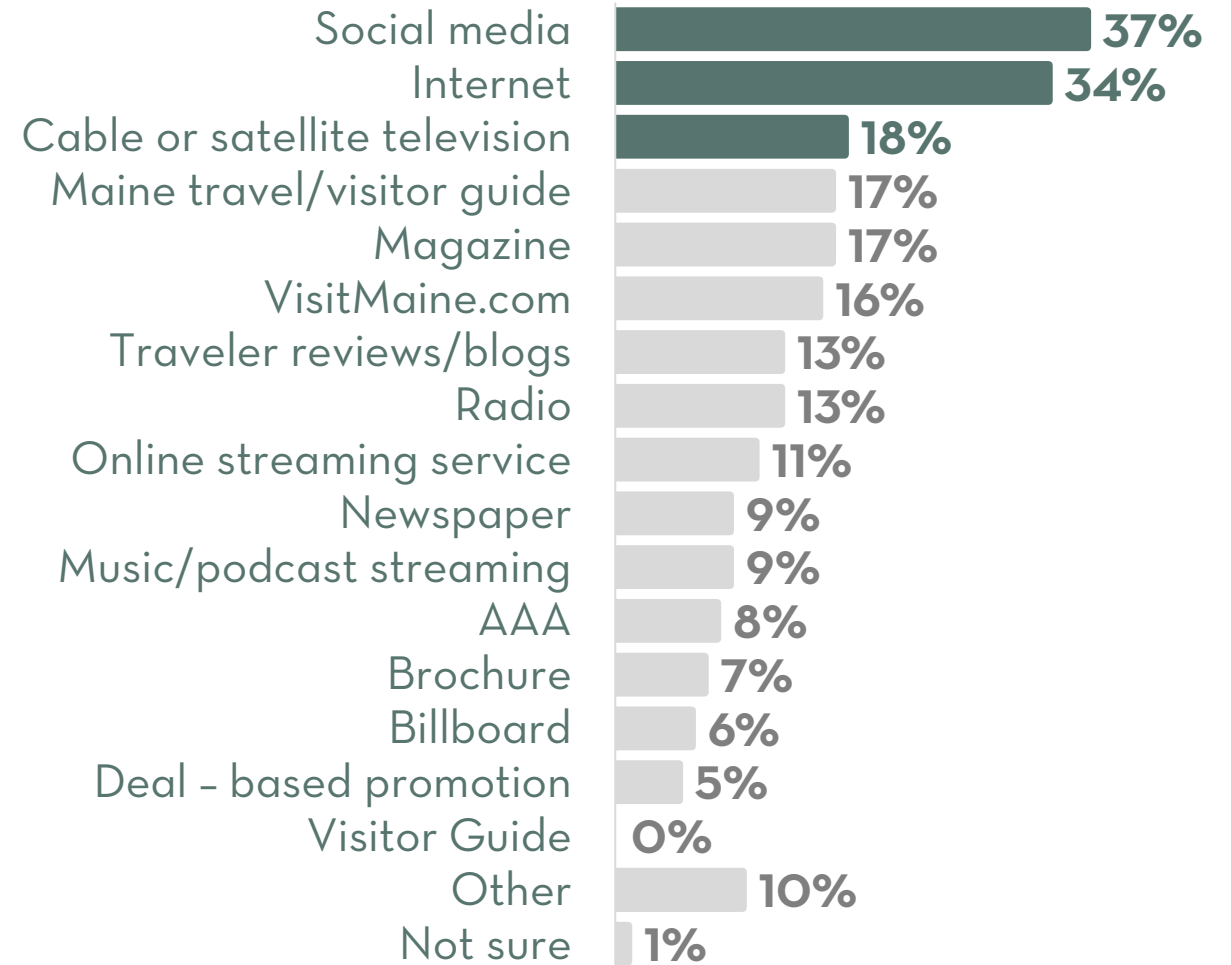
- » **2 in 3** visitors considered visiting **ONLY** Maine while planning their trip to the Kennebec Valley region
- » Visitors to Kennebec Valley were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province



# PRE-TRIP EXPOSURE TO ADVERTISING\*

- » **39%** of visitors noticed advertising or promotions for Maine prior to their trip to the Kennebec Valley region
- » Visitors who were exposed to this advertising primarily saw it on **social media** or the **internet**

Base: 39% who noticed advertising

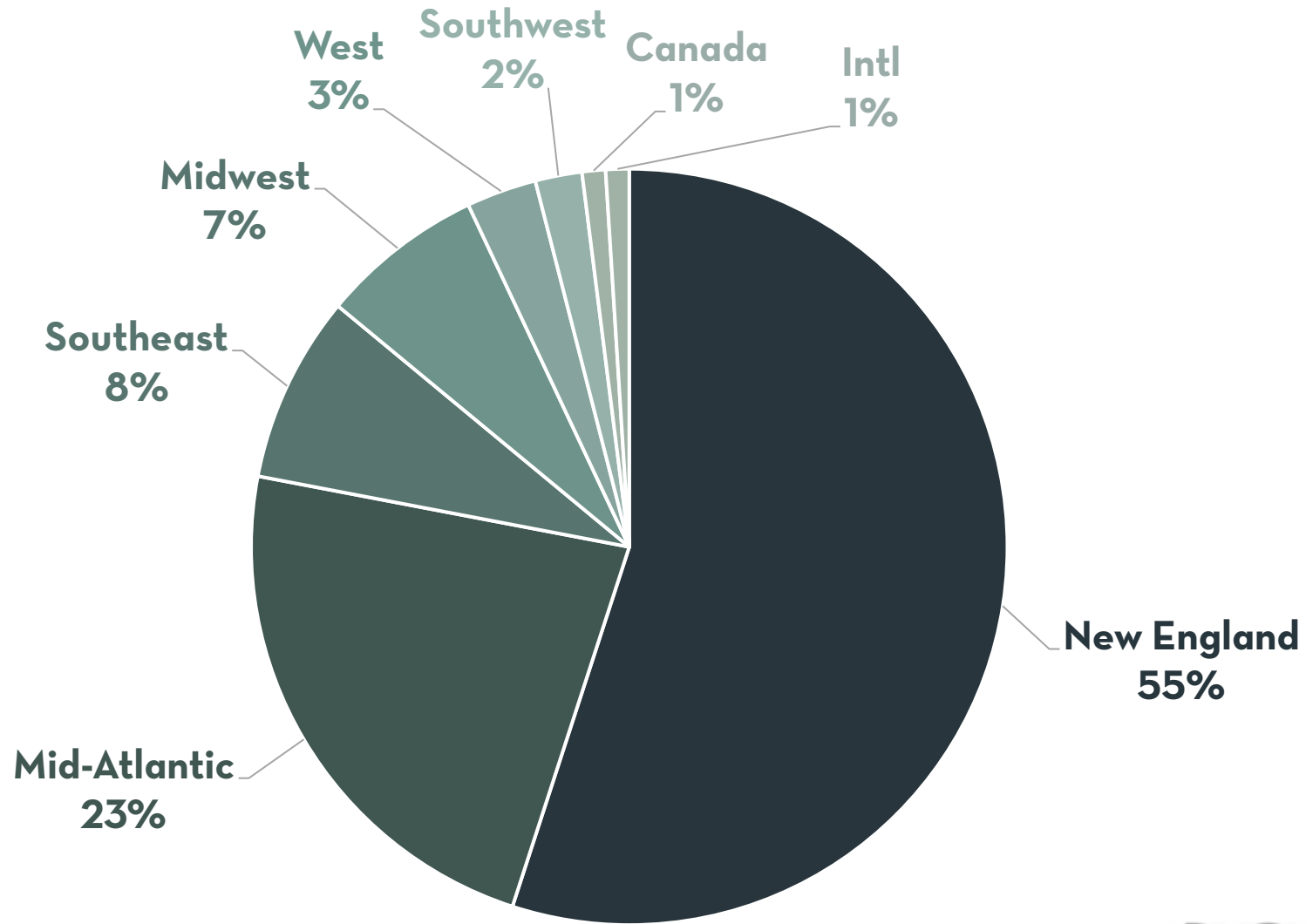


# TRIP PLANNING CYCLE : TRAVELER PROFILE





# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **Over half** of visitors to Kennebec Valley were from Maine, Massachusetts, or New York
- » **Over 8 in 10** visitors came from **12** U.S. states
- » **29%** of visitors to Kennebec Valley were traveling from other cities/towns in Maine

State/Country	Percent
Maine	29%
Massachusetts	12%
New York	10%
New Hampshire	6%
Connecticut	5%
Florida	4%
New Jersey	4%
Pennsylvania	4%
Maryland	3%
Michigan	2%
North Carolina	2%
Virginia	2%

# TOP ORIGIN MARKETS

- » More visitors traveled to the Kennebec Valley region from the **New York City metro area** than from any other market
- » **Over 1 in 3** visitors traveled from **7** markets in Maine and other U.S. states

Market	Percent
New York City <sup>1</sup>	10%
Boston	7%
Waterville	5%
Washington DC - Baltimore <sup>2</sup>	4%
Philadelphia	3%
Portland	3%
Bangor	2%

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

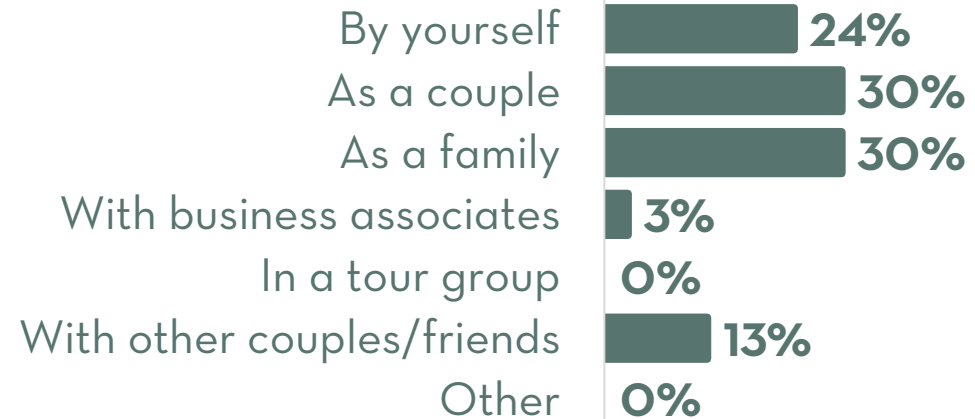
<sup>2</sup> Includes parts of Maryland, Virginia, and West Virginia.



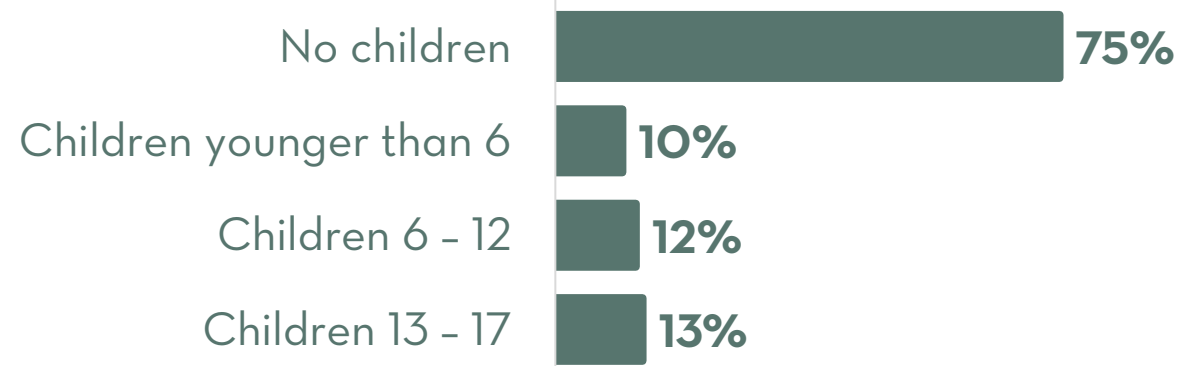
# TRAVEL PARTIES

- » Typical visitors traveled in the Kennebec Valley region with a party of **2.7** people
- » **3 in 5** visitors traveled either as a couple or as a family
- » Only **25%** of visitors traveled in the Kennebec Valley region with children in their travel party

## Travel Party Composition



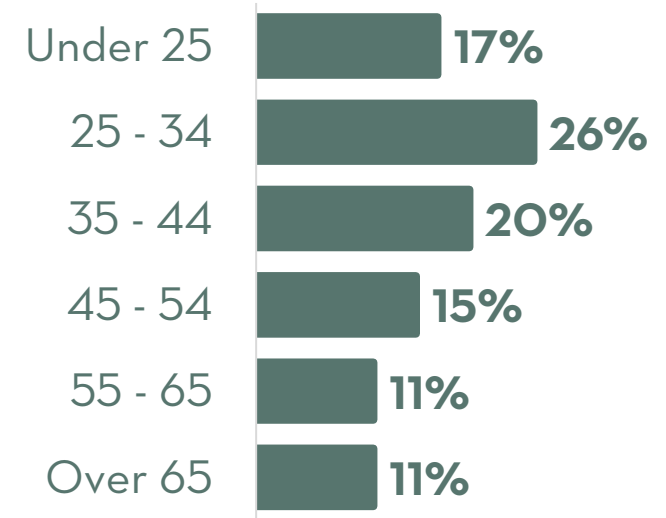
## Children in Travel Party\*



\*Multiple responses permitted.

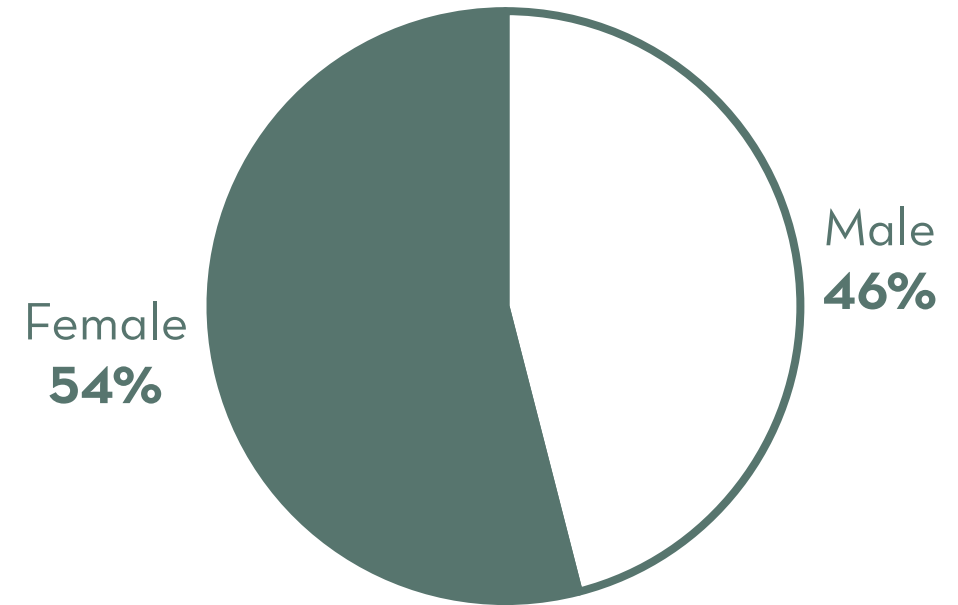
# AGE

- » The average age of visitors to Greater Portland & Casco Bay is **38** years old



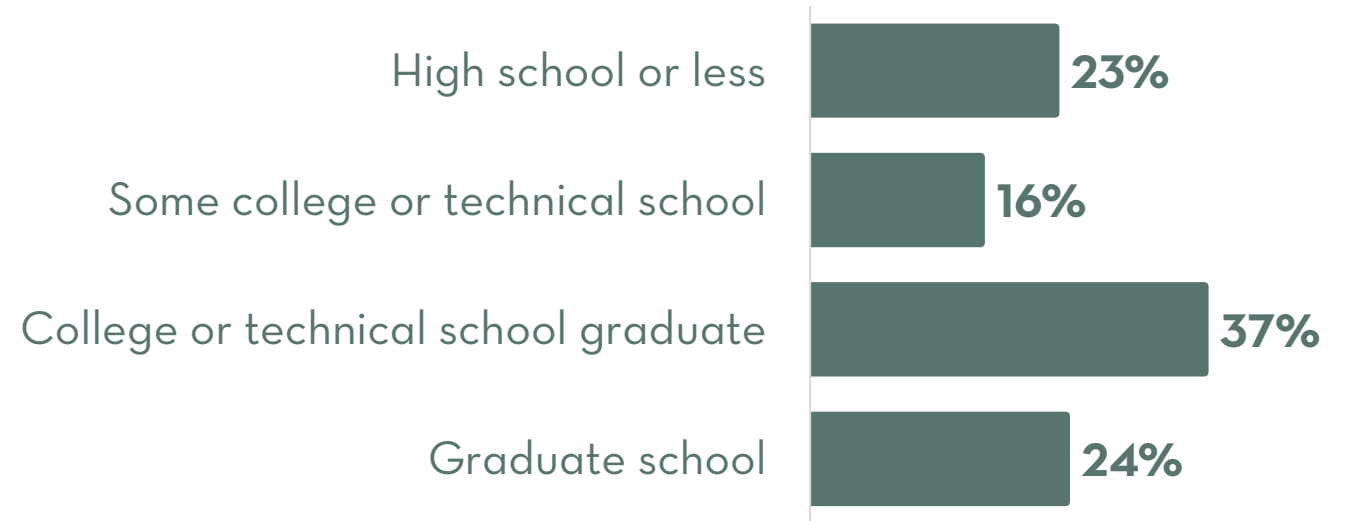
# GENDER

- » **54%** of visitors to the Kennebec Valley region who were interviewed were female



# EDUCATIONAL ATTAINMENT

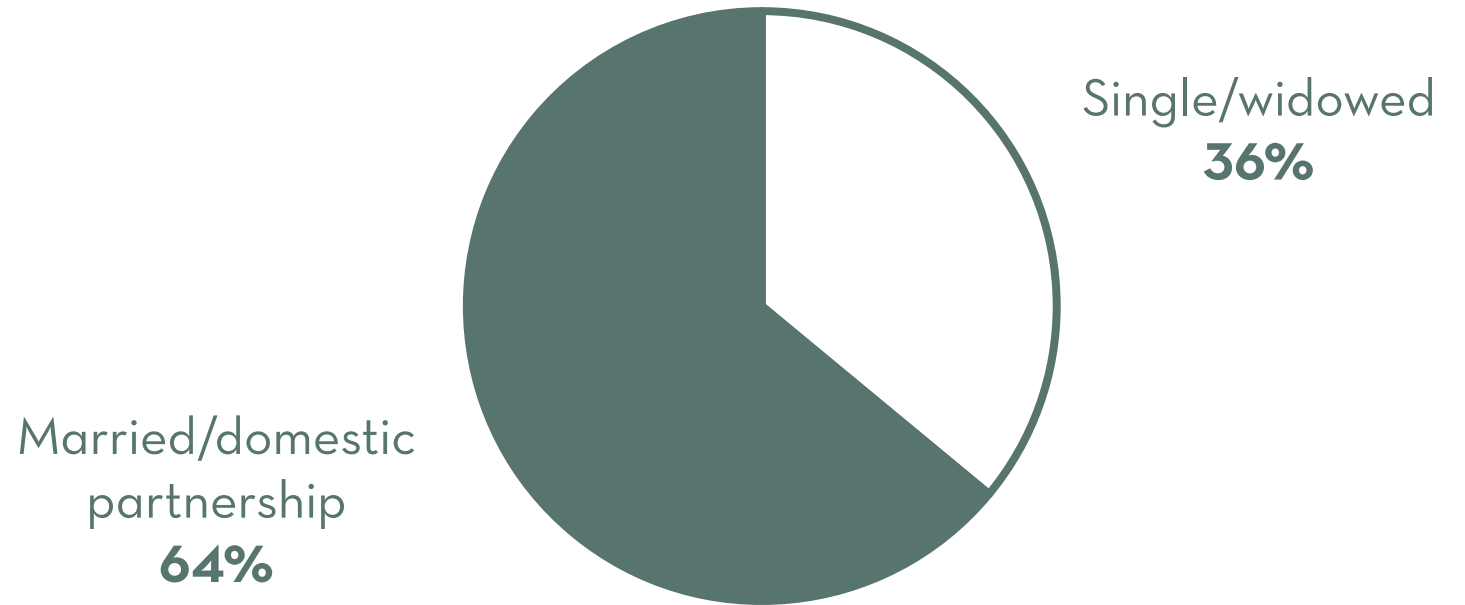
- » Visitors to the Kennebec Valley region have substantial formal educations, with **61%** having a college or technical school degree, and nearly **1 in 4** possessing a graduate degree





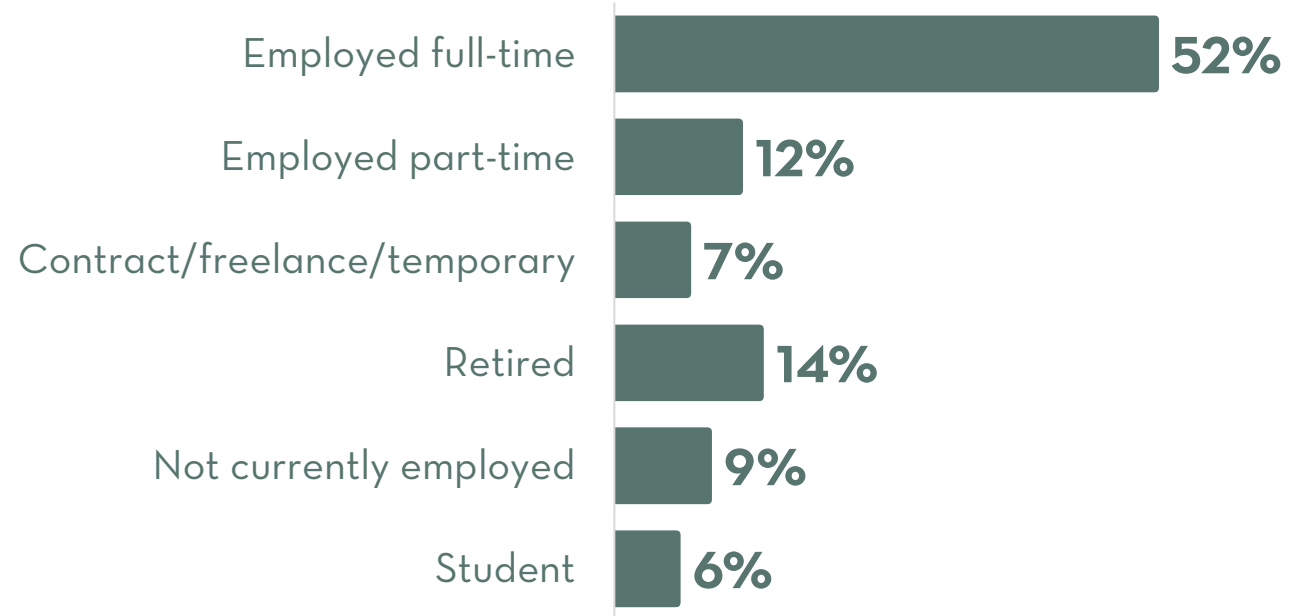
# MARITAL STATUS

- » **Roughly 2 in 3** visitors to the Kennebec Valley region were married or living with their partner



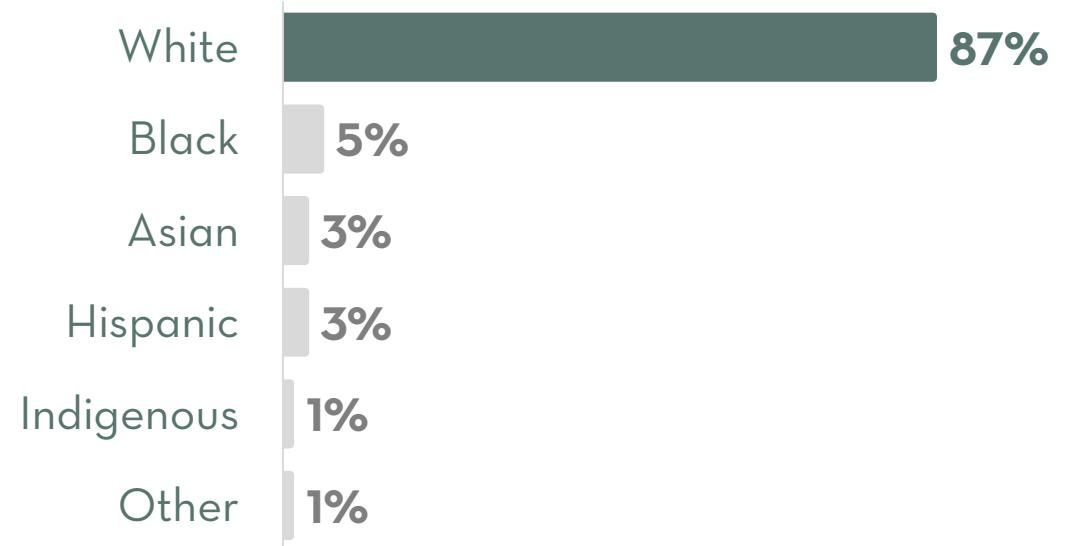
# EMPLOYMENT STATUS

- » **71%** of visitors to the Kennebec Valley region were employed, most full-time



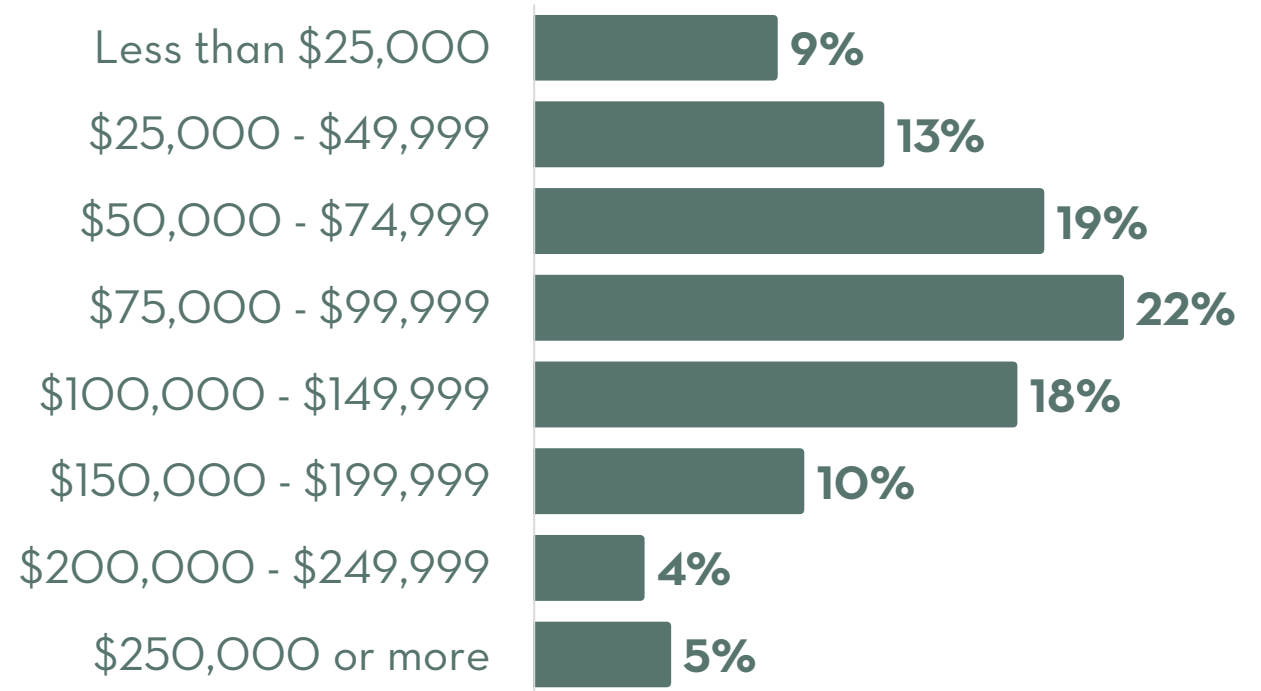
# RACE & ETHNICITY

» **87%** of visitors to the Kennebec Valley region were White/Caucasian



# HOUSEHOLD INCOME

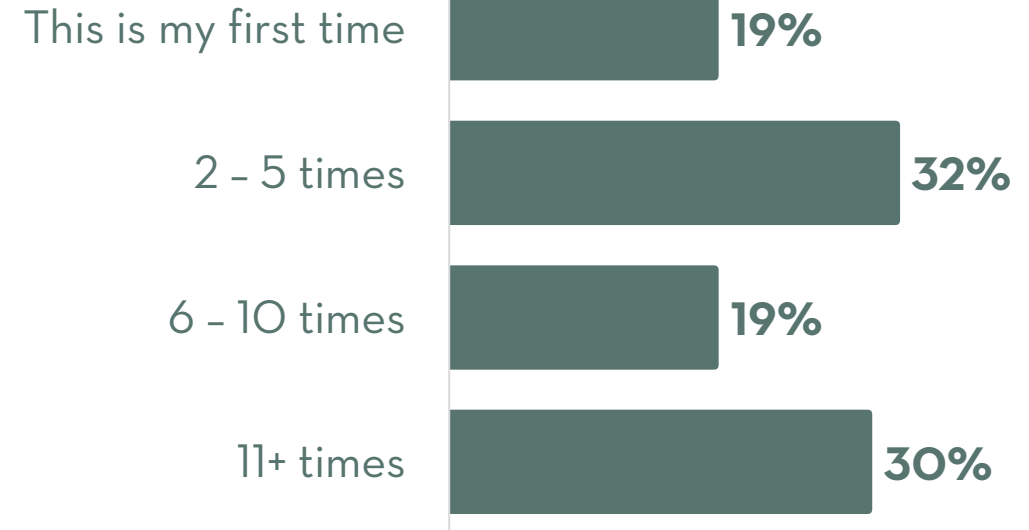
- » Typical visitors to the Kennebec Valley region earned **\$85,200** per year in household income
- » **19%** of visitors to the Kennebec Valley region have household incomes that exceed \$150,000





# NEW & RETURNING VISITORS

- » **19%** of visitors to the Kennebec Valley region were traveling in Maine for the first time
- » **30%** of visitors to the Kennebec Valley region had previously traveled in Maine more than 10 times

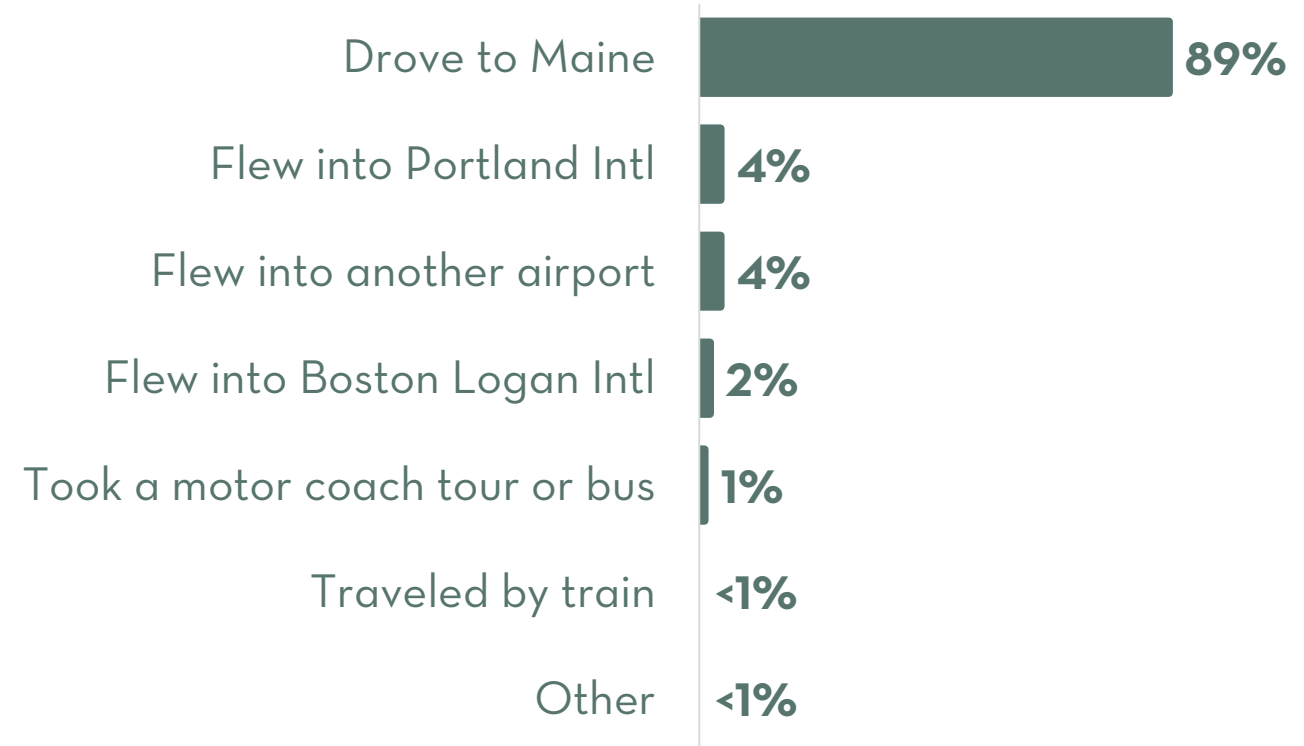


# TRIP PLANNING CYCLE : TRIP EXPERIENCE



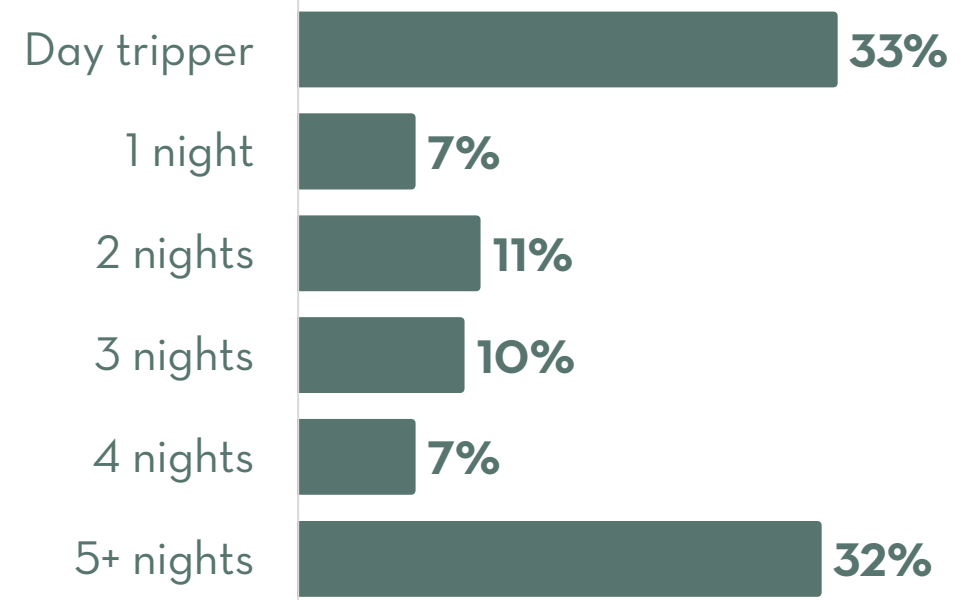
# MODES OF TRANSPORTATION

- » The Kennebec Valley region is a drive-market for most visitors as **nearly 9 in 10** choose to travel by car rather than by plane, motor coach/bus, or train



# NIGHTS STAYED

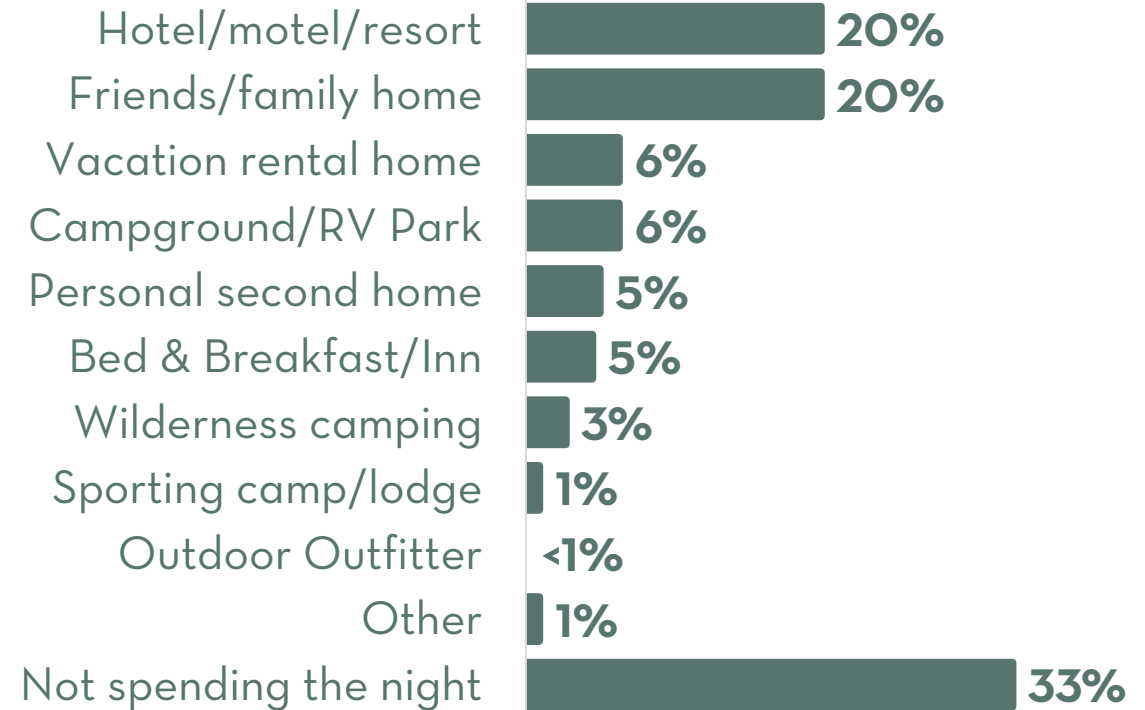
- » **67%** of visitors to the Kennebec Valley region stayed one night or more
- » Typical visitors to the Kennebec Valley region stayed **5.9** nights
- » **32%** of visitors to the Kennebec Valley region stayed 5 or more nights





# ACCOMMODATIONS

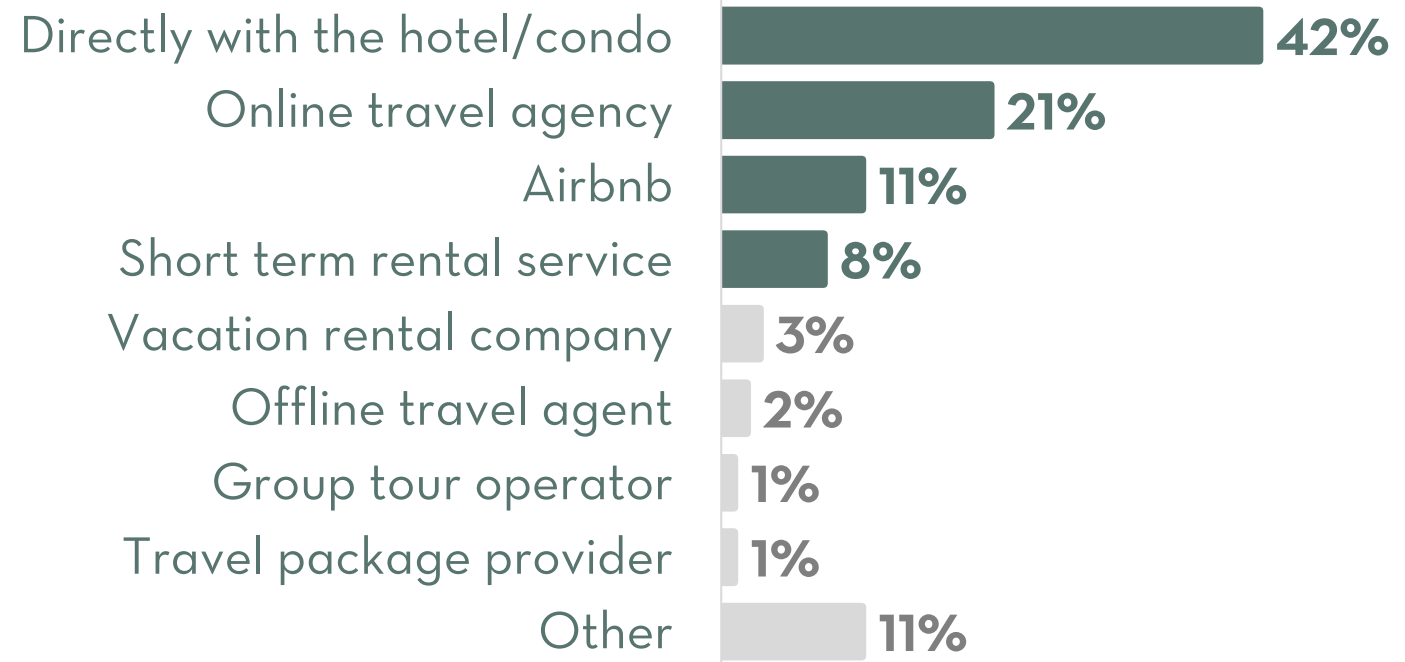
- » **1 in 5** visitors to the Kennebec Valley region stayed overnight in a hotel/motel/resort or a friends/family home
- » **1 in 3** visitors to the Kennebec Valley region did not stay overnight



# BOOKING METHODS

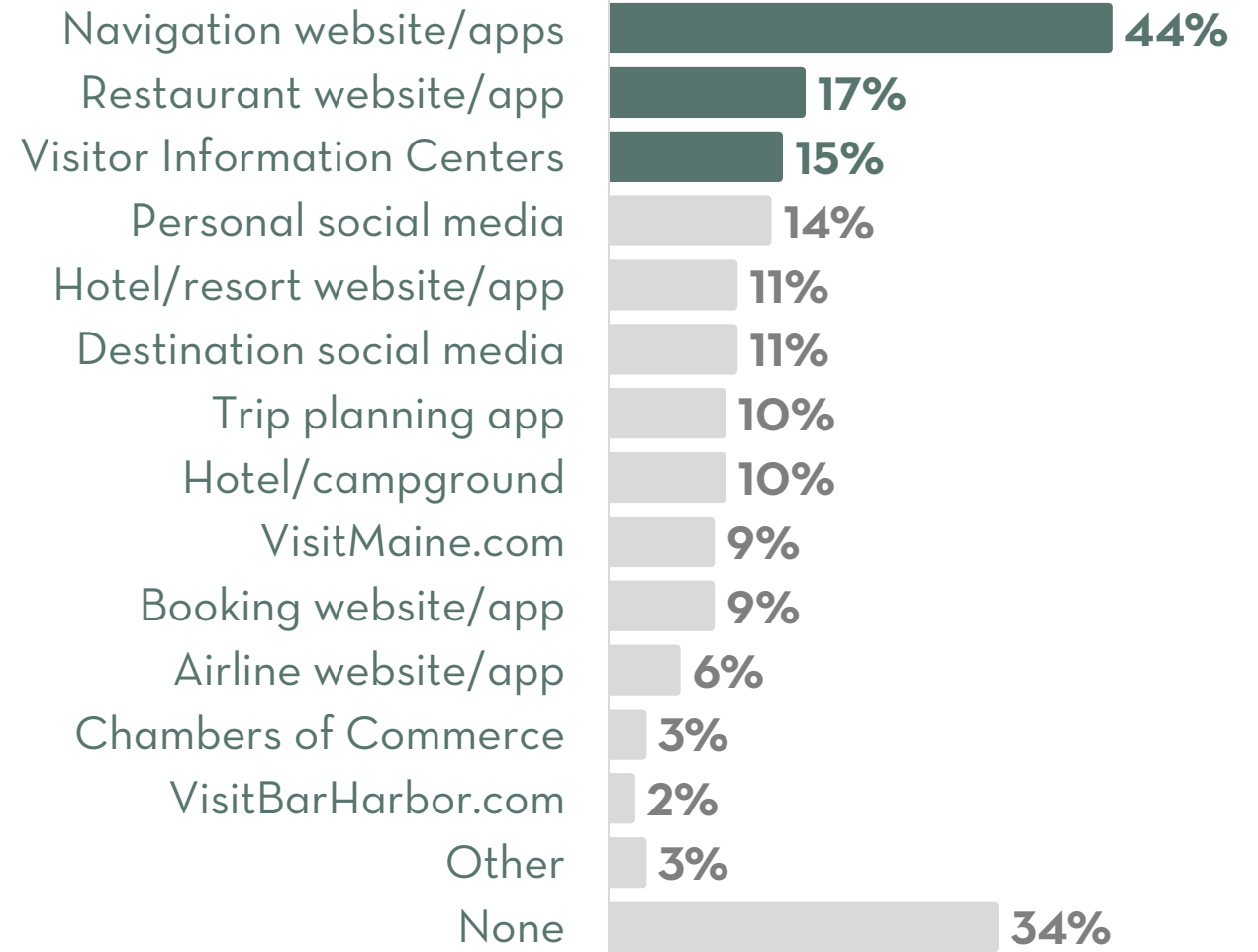
Base: 42% who stayed in paid accommodations

- » **42%** of visitors to the Kennebec Valley region stayed overnight in paid accommodations during their trip
- » **Over 4 in 10** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



# IN-MARKET VISITOR RESOURCES\*

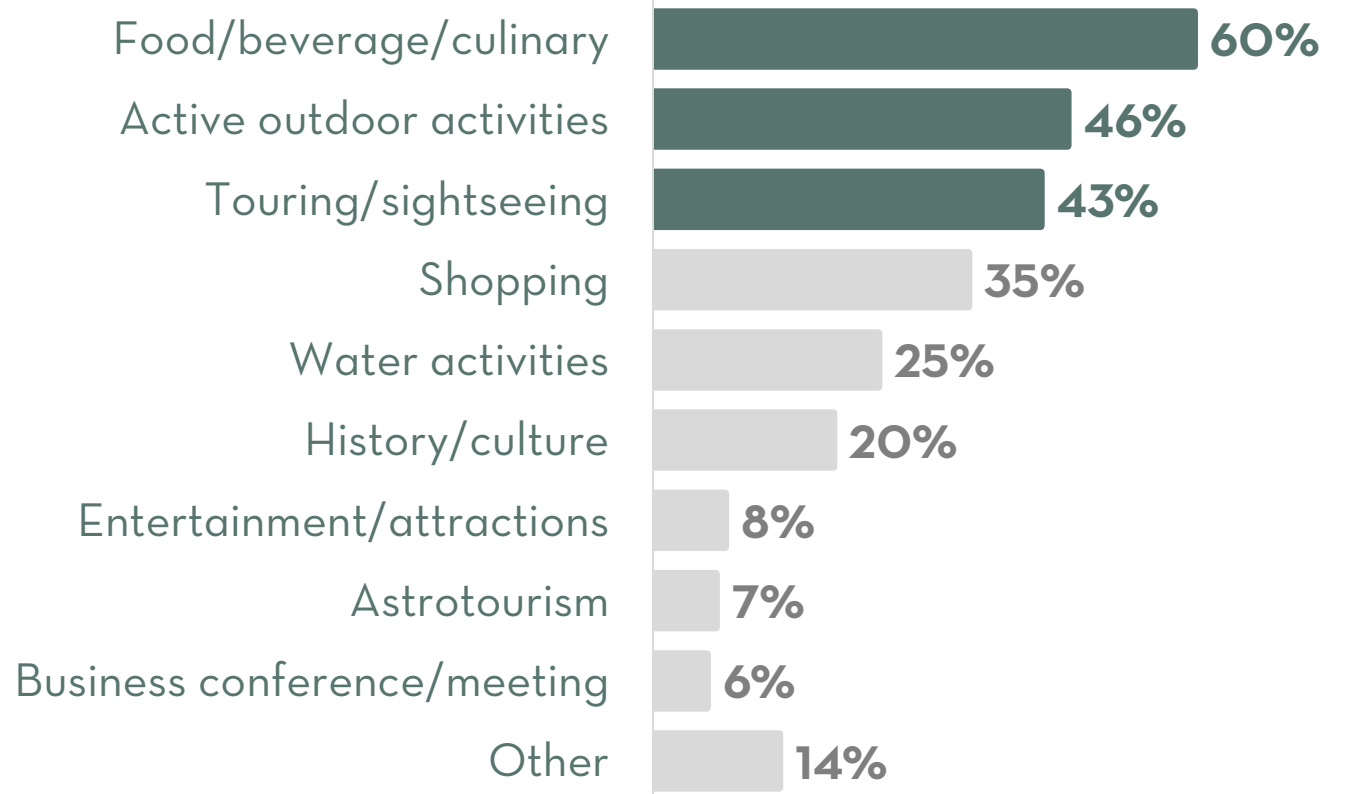
- » **44%** of visitors used navigation websites and apps to plan activities during their trip to the Kennebec Valley region
- » **34%** of visitors did not use any resources to plan activities while they were in the Kennebec Valley region



\*Multiple responses permitted.

# VISITOR ACTIVITIES\*

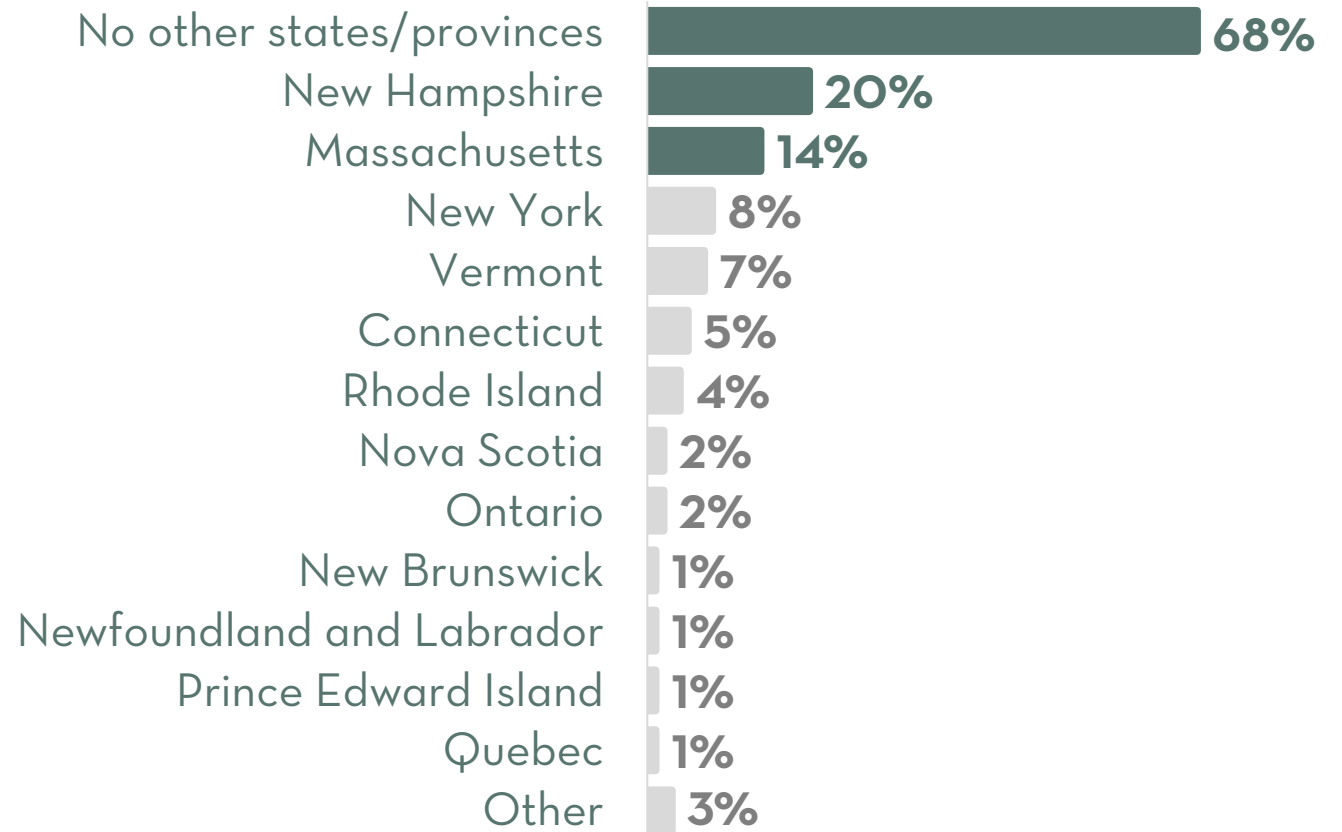
- » **3 in 5** visitors participated in food, beverage, and culinary activities during their trip in the Kennebec Valley region
- » **Nearly Half** of visitors to the Kennebec Valley region engaged in active outdoor activities or touring and sightseeing activities during their trip





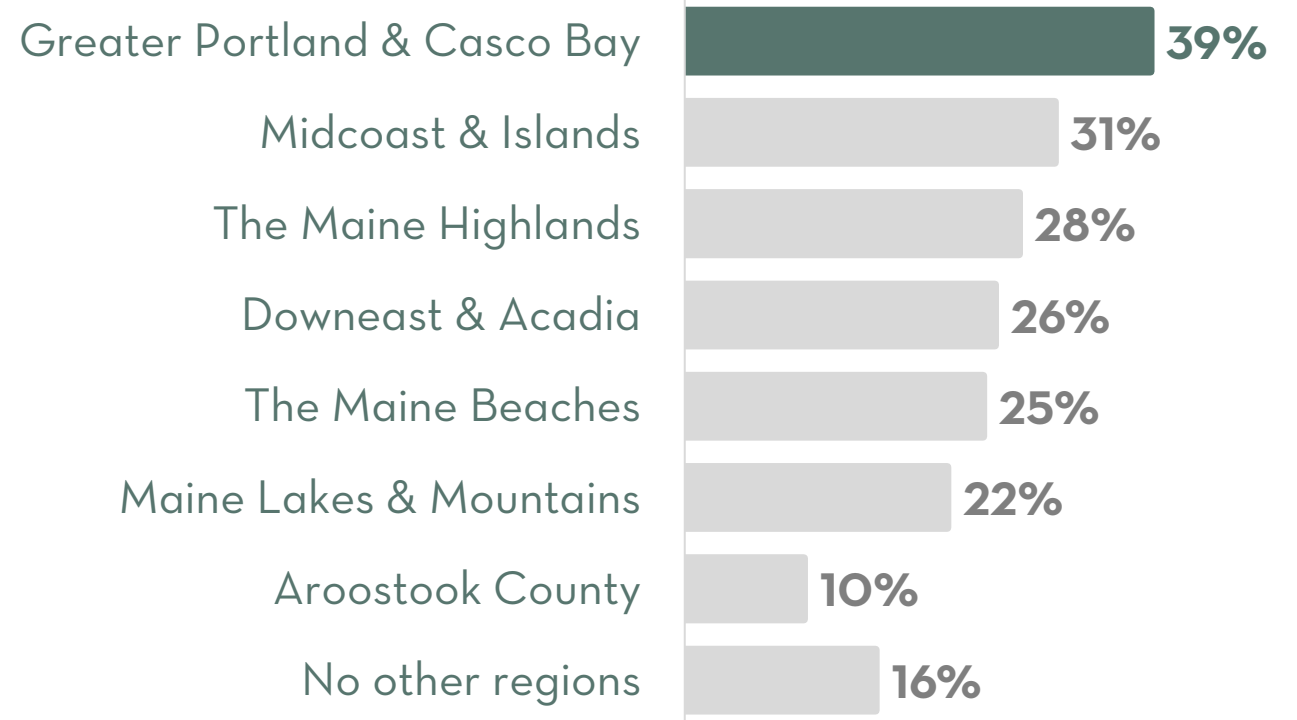
# OTHER STATES & PROVINCES VISITED\*

- » **Over 2 in 3** visitors did not visit any other U.S. states or Canadian provinces on their trip to the Kennebec Valley region
- » Visitors to the Kennebec Valley region 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\*

- » **16%** of visitors stayed within the Kennebec Valley region during their trip in Maine, rather than traveling throughout the state
- » **39%** of visitors to the Kennebec Valley region also visited Greater Portland & Casco Bay during their trip in Maine



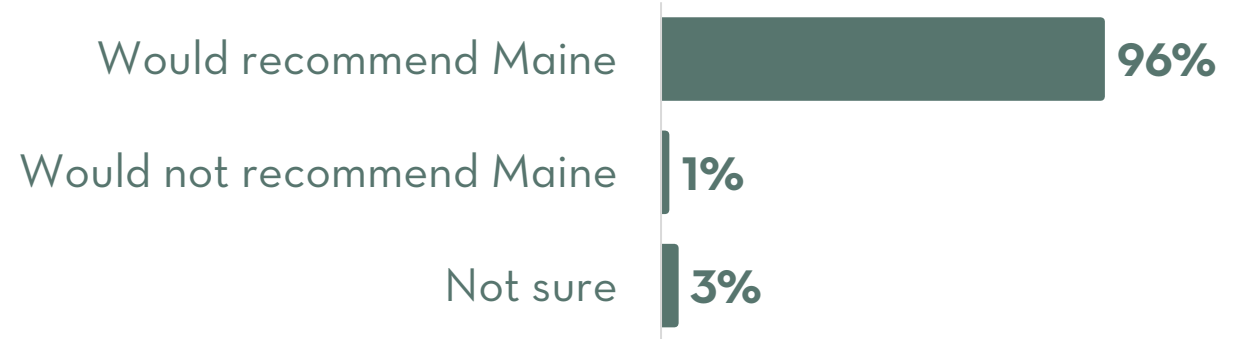
# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » **96%** of visitors to the Kennebec Valley region would recommend that their friends and family visit Maine

## *Likelihood of Recommending Maine*



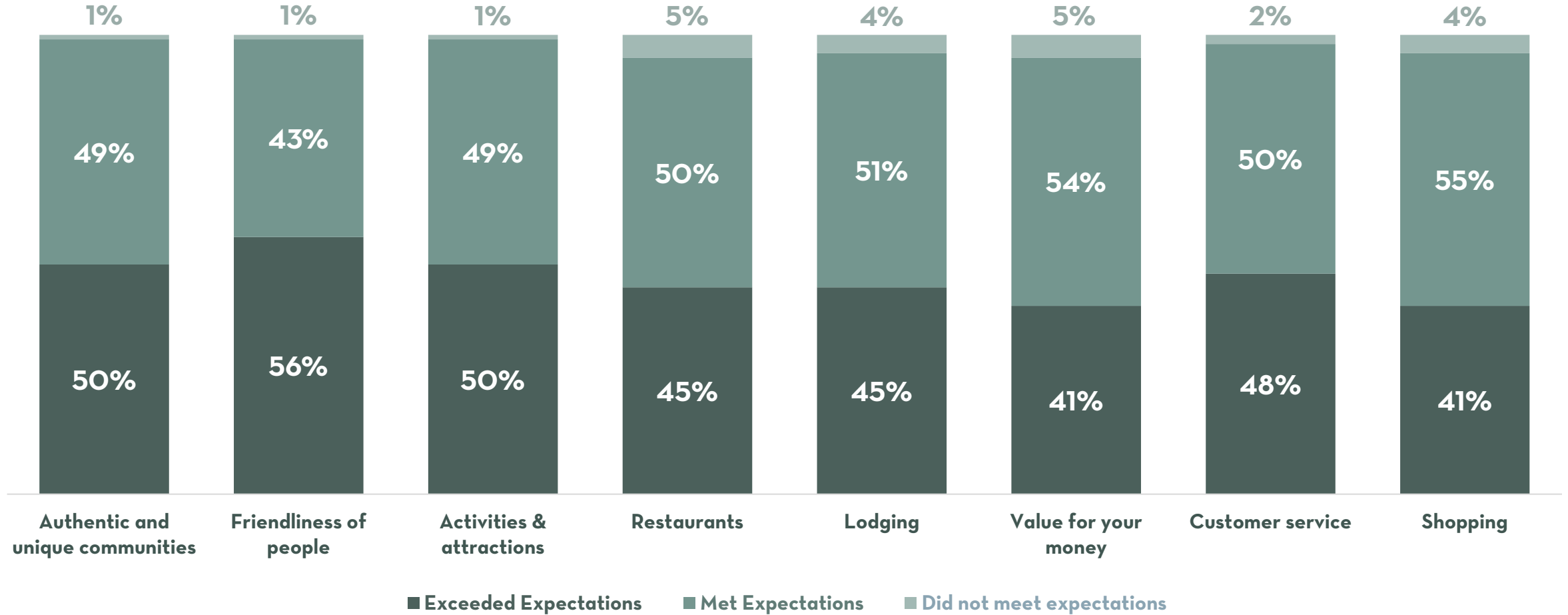
- » **93%** of visitors would recommend that their friends and family visit the Kennebec Valley region

## *Likelihood of Recommending Kennebec Valley*





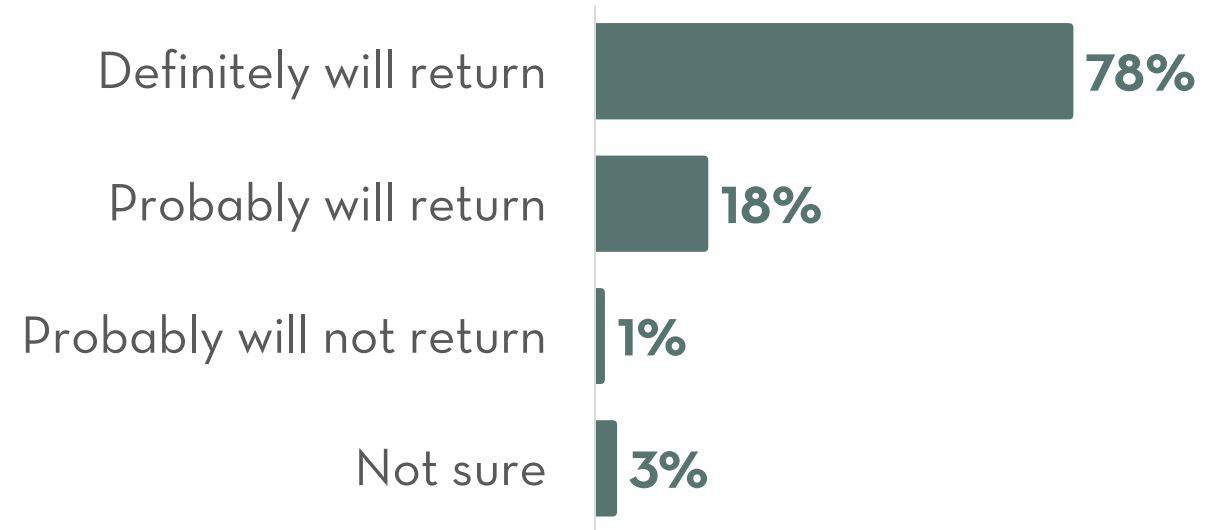
# TRIP EXPECTATIONS



“Don’t know” responses omitted.

# LIKELIHOOD OF RETURNING TO MAINE

- » **96%** of visitors to the Kennebec Valley region 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	26%	25%
2 - 3 weeks	24%	20%
1 - 2 months	23%	24%
3 - 4 months	12%	13%
5 - 6 months	6%	6%
7 months - 1 year	3%	4%
More than 1 year	6%	8%

# BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	35%	32%
2 - 3 weeks	26%	24%
1 - 2 months	20%	21%
3 - 4 months	8%	11%
5 - 6 months	4%	5%
7 months - 1 year	2%	3%
More than 1 year	5%	4%

# ONLINE TRIP PLANNING SOURCES\*

	2020	2021
Online search engines	25%	21%
Online travel agency	13%	13%
VisitMaine.com	11%	11%
Hotel websites	13%	10%
Airbnb	12%	9%
Facebook	17%	9%
TripAdvisor	13%	8%
Traveler reviews/blogs/stories	9%	8%
Instagram	12%	7%
Airline websites	7%	7%
MaineTourism.com	7%	7%
Visit Maine social media	9%	6%
YouTube	9%	6%
VRBO/HomeAway	6%	5%
Vacation rental websites	5%	4%
DiscoverNewEngland.com	4%	3%
KennebecValley.org	4%	3%
DowneastAcadia.com	4%	3%
MainesMidCoast.com	4%	3%
TheMaineBeaches.com	3%	3%
VisitPortland.com	4%	3%
MaineLakesandMountains.com	3%	3%
Twitter	6%	3%
VisitBarHarbor.com	2%	3%
VisitAroostook.com	3%	2%
TheMaineHighlands.com	3%	2%
Other	10%	9%
None	31%	44%

\*Multiple responses permitted.

# OFFLINE TRIP PLANNING SOURCES\*

	2020	2021
Advice from friends/family	39%	31%
Travel guides/brochures	13%	11%
Travel books & magazines	12%	10%
Travel planning apps	11%	9%
Articles or travelogues	7%	7%
AAA	8%	6%
Visitor Guide	6%	5%
Called local convention and visitors bureaus	3%	4%
Called the Maine Office of Tourism	5%	4%
Visit Maine e-newsletter	6%	4%
Travel agent	6%	4%
Called local Chambers of Commerce	3%	3%
Called another Maine Tourism/Lodging Association	3%	3%
Other	5%	6%
None	40%	50%

# REASON FOR VISITING\*

	2020	2021
Visiting friends/relatives	31%	37%
Relax and unwind	27%	29%
Sightseeing/touring	17%	19%
Nature & bird watching	13%	14%
Special occasion	8%	13%
Active outdoor activities	10%	10%
Shopping	13%	9%
Conference/meeting	5%	6%
Water activities	8%	6%
Beach	5%	5%
Attractions	4%	5%
Snow activities	2%	5%
Culture/museums/history	5%	5%
Special event	5%	4%
Sporting event	3%	1%
Astrotourism	-	1%
Other	11%	6%



# OTHER STATES/PROVINCES CONSIDERED\*

	2020	2021
No other states/provinces	61%	66%
New Hampshire	17%	15%
Massachusetts	12%	11%
Vermont	9%	10%
New York	8%	8%
Rhode Island	8%	5%
Connecticut	5%	4%
Nova Scotia	3%	3%
New Brunswick	2%	2%
Newfoundland and Labrador	2%	2%
Ontario	2%	2%
Prince Edward Island	2%	2%
Quebec	4%	2%
Other	3%	4%
Not sure	1%	0%

# ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	49%	39%
<b>Type of Promotion*:</b>	<b>Base: 49%</b>	<b>Base: 39%</b>
Social media	40%	37%
Internet	40%	34%
Cable or satellite television	26%	18%
Maine travel/visitor guide	20%	17%
Magazine	21%	17%
VisitMaine.com	15%	16%
Traveler reviews/blogs	13%	13%
Radio	17%	13%
Online streaming service	12%	11%
Newspaper	15%	9%
Music/podcast streaming	10%	9%
AAA	12%	8%
Brochure	12%	7%
Billboard	11%	6%
Deal - based promotion	5%	5%
Visitor Guide	0%	0%
Other	5%	10%
Not sure	0%	1%

\*Multiple responses permitted.

# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

	2020	2021
New England	79%	55%
Mid-Atlantic	12%	23%
Southeast	3%	8%
Midwest	<1%	7%
West	1%	3%
Southwest	1%	2%
Canada	4%	1%
Intl	<1%	1%

# ORIGIN STATE/PROVINCE

	2020	2021
Maine	38%	29%
Massachusetts	14%	12%
New York	6%	10%
New Hampshire	9%	6%
Connecticut	6%	5%
Florida	5%	4%
New Jersey	3%	4%
Pennsylvania	2%	4%
Maryland	3%	3%
Michigan	1%	2%
North Carolina	<1%	2%
Virginia	<1%	2%



# ORIGIN MARKET

	2020	2021
New York City <sup>1</sup>	6%	10%
Boston	9%	7%
Waterville	4%	5%
Washington DC - Baltimore <sup>2</sup>	4%	4%
Philadelphia	2%	3%
Portland	2%	3%
Bangor	2%	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	2.5	2.7
Traveled alone	24%	24%
As a couple	39%	30%
With family	27%	30%
With other couples/friends	2%	3%
With business associates	<1%	<1%
In a tour group	8%	13%
Other	<1%	<1%

# TRAVEL WITH CHILDREN\*

	2020	2021
No children	78%	75%
Children younger than 6	7%	10%
Children 6 - 12	10%	12%
Children 13 - 17	11%	13%

# DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	44%	46%
Female	56%	54%

Education	2020	2021
High school or less	12%	23%
Some college or technical school	24%	16%
College or technical school graduate	38%	37%
Graduate school	26%	24%

Income	2020	2021
Less than \$25,000	9%	9%
\$25,000 - \$49,999	19%	13%
\$50,000 - \$74,999	20%	19%
\$75,000 - \$99,999	20%	22%
\$100,000 - \$149,999	16%	18%
\$150,000 - \$199,999	8%	10%
\$200,000 - \$249,999	4%	4%
\$250,000 or more	4%	5%

# DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	54%	52%
Employed part-time	12%	12%
Contract/freelance/temporary	6%	7%
Retired	16%	14%
Not currently employed	8%	9%
Student	4%	6%

Race	2020	2021
White	86%	87%
Black	4%	5%
Asian	4%	3%
Hispanic	3%	3%
Indigenous	1%	1%
Other	2%	1%

Marital Status	2020	2021
Single/widowed	31%	36%
Married/domestic partnership	69%	64%



# NEW & RETURNING VISITORS

	2020	2021
This is my first time	15%	19%
2 - 5 times	32%	32%
6 - 10 times	18%	19%
11+ times	35%	30%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

	2020	2021
Drove to Maine	92%	89%
Flew into Portland Intl Jetport	3%	4%
Flew into another airport	<1%	4%
Flew into Boston Logan Intl	1%	2%
Took a motor coach tour or bus	2%	1%
Flew into Bangor Intl Airport	1%	<1%
Flew into Augusta State Airport	<1%	<1%
Flew into Northern Maine Regional Airport	<1%	<1%
Traveled by train	1%	<1%
Other	<1%	<1%

# LENGTH OF STAY

	2020	2021
Average Length of Stay	6.3	5.9
Day tripper	30%	33%
1 night	6%	7%
2 nights	12%	11%
3 nights	13%	10%
4 nights	9%	7%
5+ nights	30%	32%

# ACCOMMODATIONS

	2020	2021
Not spending the night	30%	33%
Hotel/motel/resort	21%	20%
Friends/family home	15%	20%
Vacation rental home	8%	6%
Campground/RV Park	4%	6%
Personal second home	12%	5%
Bed & Breakfast/Inn	4%	5%
Wilderness camping	3%	3%
Sporting camp/wilderness lodge	2%	1%
Outdoor Outfitter	1%	<1%
Other	<1%	1%



# BOOKING

	2020	2021
Directly with the hotel/condo	31%	42%
Online travel agency	23%	21%
Airbnb	15%	11%
Short term rental service	9%	8%
Vacation rental company	3%	3%
Offline travel agent	3%	2%
Group tour operator	2%	1%
Travel package provider	3%	1%
Other	11%	11%

# IN-MARKET RESOURCES\*

	2020	2021
Navigation website/apps	37%	44%
Restaurant website/app	22%	17%
Visitor Information Centers	15%	15%
Personal social media	17%	14%
Hotel/resort website/app	13%	11%
Destination social media	13%	11%
Trip planning app	13%	10%
Materials from hotel/campground	12%	10%
VisitMaine.com	11%	9%
Booking website/app	11%	9%
Airline website/app	7%	6%
Chambers of Commerce	4%	3%
VisitBarHarbor.com	3%	2%
Other	5%	3%
None	28%	34%

# ACTIVITIES\*

	2020	2021
Food/beverage/culinary	61%	60%
Active outdoor activities	50%	46%
Touring/sightseeing	46%	43%
Shopping	37%	35%
Water activities	31%	25%
History/culture	21%	20%
Entertainment/attractions	9%	8%
Astrotourism	-	7%
Business conference/meeting	7%	6%
Other	11%	14%

# OTHER STATES/PROVINCES VISITED\*

	2020	2021
No other states/provinces	66%	68%
New Hampshire	20%	20%
Massachusetts	14%	14%
New York	7%	8%
Vermont	6%	7%
Connecticut	4%	5%
Rhode Island	6%	4%
Nova Scotia	2%	2%
Ontario	3%	2%
New Brunswick	2%	1%
Newfoundland and Labrador	2%	1%
Prince Edward Island	2%	1%
Quebec	2%	1%
Other	2%	3%

# TRAVELING IN MAINE\*

	2020	2021
Greater Portland & Casco Bay	34%	39%
Midcoast & Islands	28%	31%
The Maine Highlands	25%	28%
Downeast & Acadia	30%	26%
The Maine Beaches	26%	25%
Maine Lakes & Mountains	24%	22%
No other regions	17%	16%
Aroostook County	12%	10%
Other	<1%	1%



# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	96%	96%
Would not recommend Maine	2%	1%
Not sure	2%	3%

	2020	2021
Definitely recommend region	77%	74%
Probably would recommend region	18%	19%
Would not recommend region	0%	1%
Not sure	5%	6%

# RETURNING TO MAINE

	2020	2021
Definitely will return	80%	78%
Probably will return	17%	18%
Will not return	1%	1%
Not sure	2%	3%

# KENNEBEC VALLEY

## 2021 Visitor Tracking & Economic Impact Report

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