

THE MAINE HIGHLANDS

2021 Economic Impact & Visitor Tracking Report

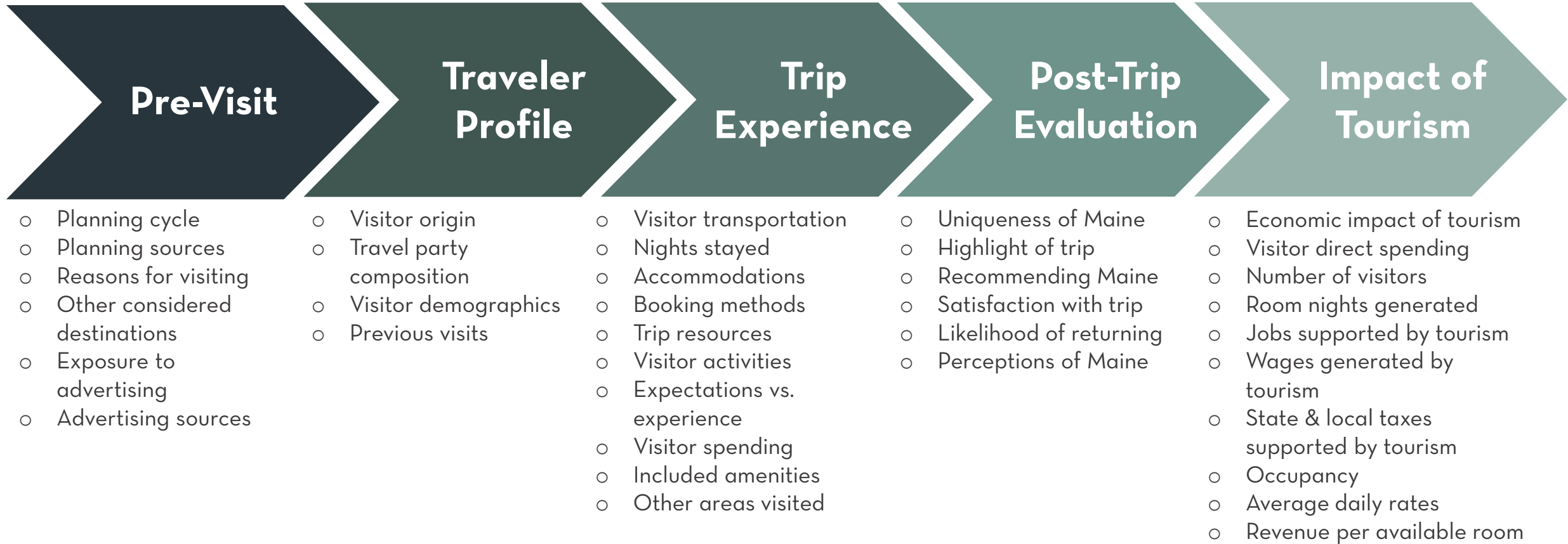


INTRODUCTION



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 **Maine Highlands** region.



METHODOLOGY



Visitor Tracking

533 interviews were completed with visitors to the Maine Highlands 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 the Maine Highlands 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.



THE MAINE HIGHLANDS



Compared to visitors to other regions, visitors to The Maine Highlands region are more likely to:

- » Utilize the following online sources when planning their trip:
 - » Airline websites
 - » Online travel agencies
- » Visit Maine for the primary purpose of visiting friends/relatives
- » Travel from Southeastern states
- » Travel alone
- » Fly into Bangor International Airport
- » Participate in active outdoor activities during their trip

TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending in 2021 generated

\$878,932,700

in economic impact to the Maine
Highlands region



DIRECT SPENDING

Visitors who took a trip to the Maine
Highlands in 2021 spent

\$538,820,900

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

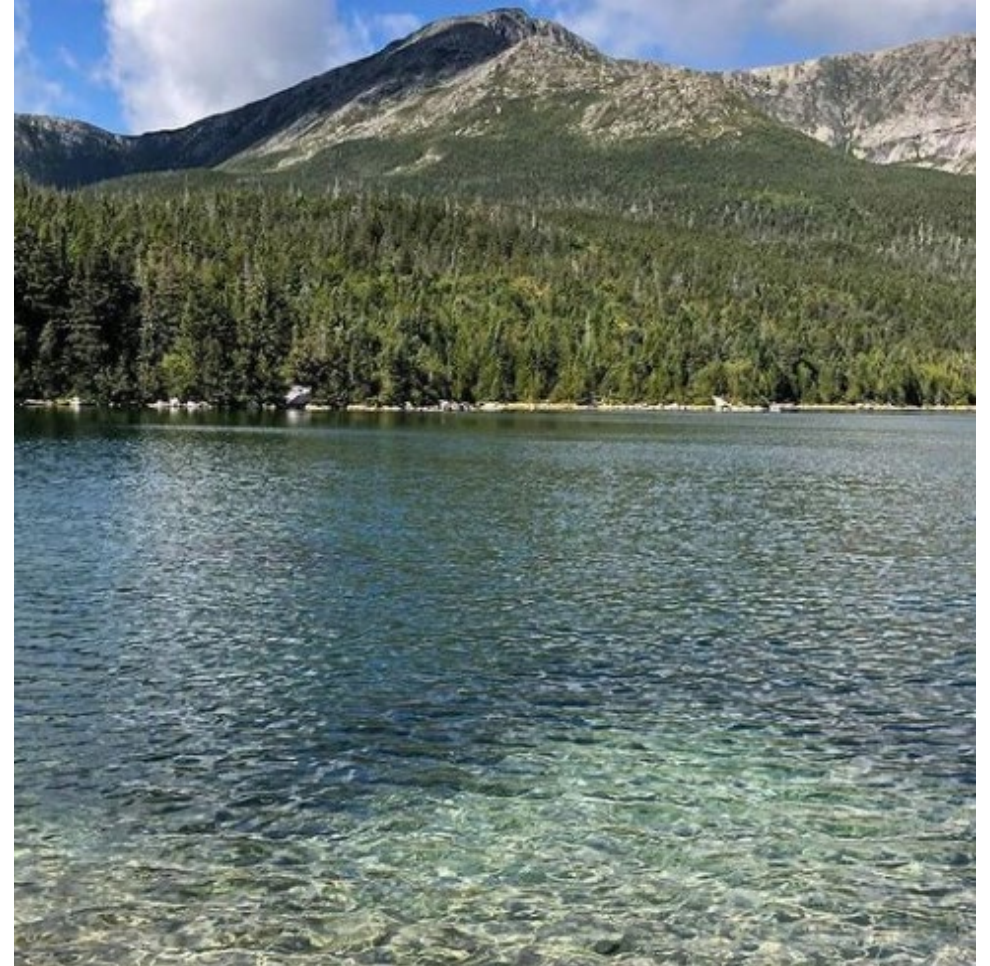


VISITORS

The Maine Highlands attracted

907,200

visitors in 2021



ROOM NIGHTS

Visitors to the Maine Highlands
region generated

755,800

room nights in paid
accommodations in 2021



JOBS SUPPORTED

Visitors' direct spending in Maine
Highlands supported

7,100

jobs, while the total economic impact
of tourism supported

9,400

jobs in the region in 2021



WAGES GENERATED

Visitors' direct spending in Maine
Highlands supported

\$195,111,700

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

\$296,048,200

in wages and salaries in 2021



VISITORS CREATE JOBS

A Maine Highlands job is
supported by every

97

visitors

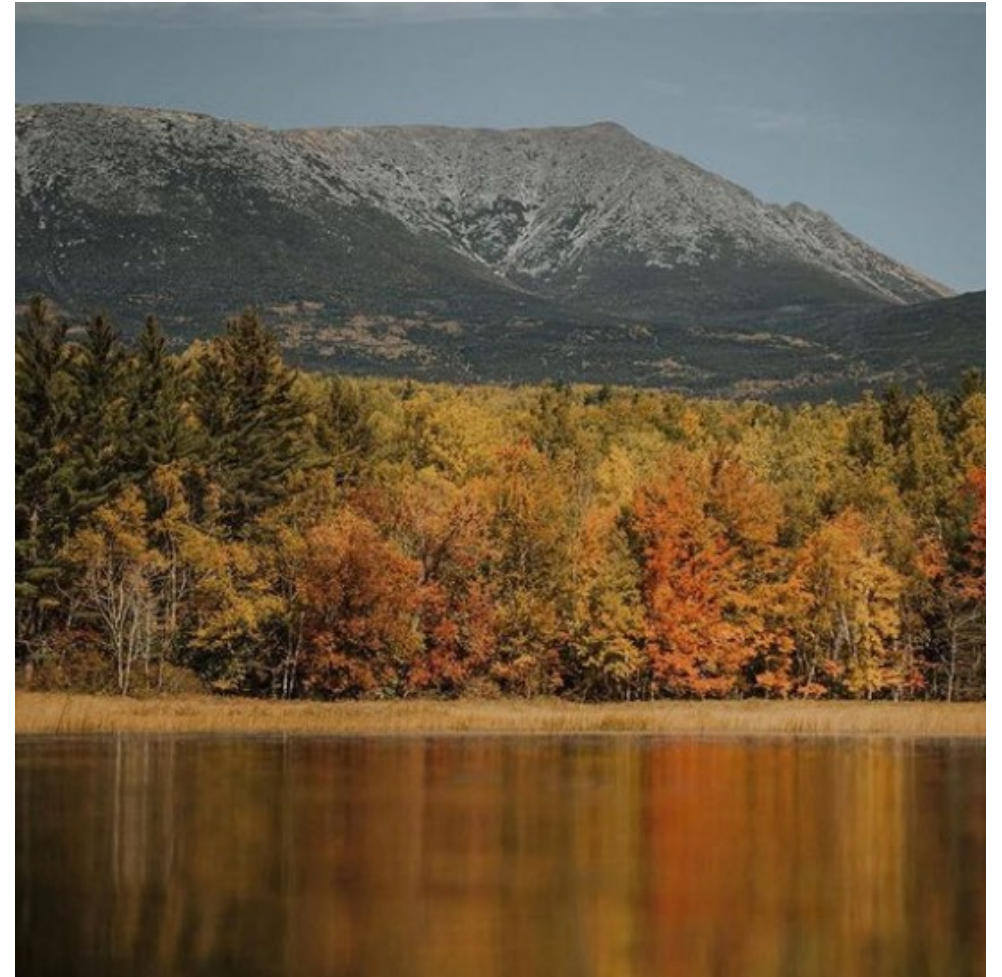


HOUSEHOLD SAVINGS

Visitors to the Maine Highlands
saved local residents

\$1,086

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>35.4%</i>	<i>43.3%</i>	<i>+ 22.3%</i>
<i>Average Daily Rate</i>	<i>\$96.82</i>	<i>\$106.43</i>	<i>+ 9.9%</i>
<i>Revenue per Available Room</i>	<i>\$34.27</i>	<i>\$46.08</i>	<i>+ 34.5%</i>
<i>Total Accommodations Revenue</i>	<i>\$60,734,200</i>	<i>\$115,576,100</i>	<i>+ 90.3%</i>

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **31%** of visitors started planning their trip to the Maine Highlands less than a month in advance
- » **39%** of visitors booked their trip/decided to visit the Maine Highlands less than a month in advance



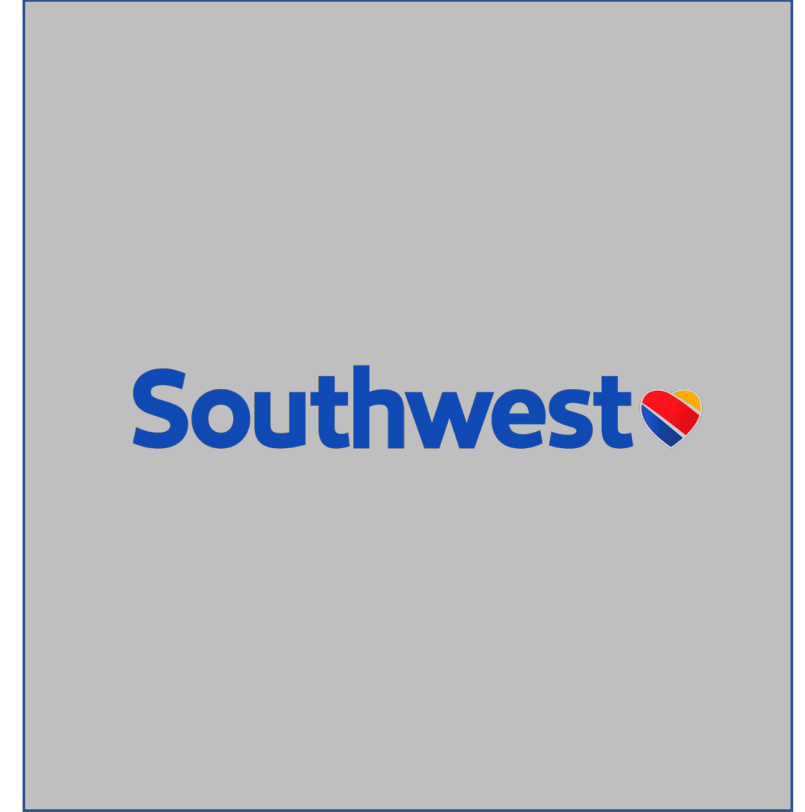
TOP ONLINE TRIP PLANNING SOURCES*



32% Online search engines



20% Online travel agency



20% Airline websites

*Multiple responses permitted.

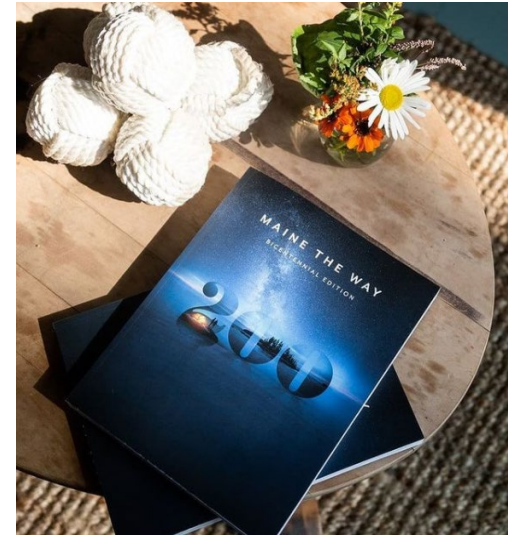
TOP OFFLINE TRIP PLANNING SOURCES*



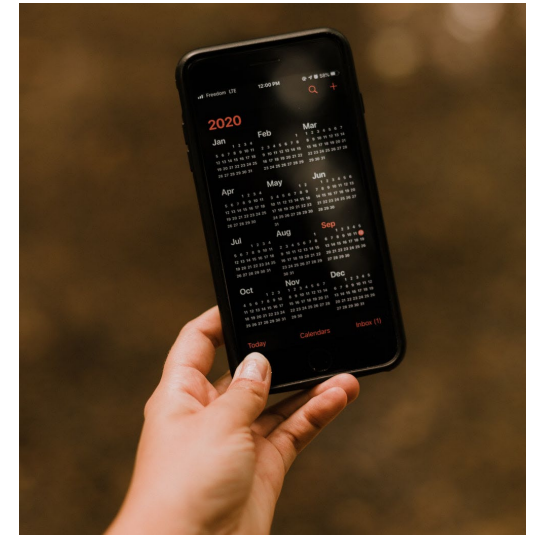
35% Advice from friends/family



10% Travel guides/brochures



10% Travel books & magazines



10% Travel planning apps

*Multiple responses permitted.

TOP REASONS FOR VISITING*



38% Visiting friends/
relatives



28% Relax and unwind



25% Sightseeing/touring



20% Nature & bird
watching

*Up to three responses permitted.

CONSIDERING MAINE AS A DESTINATION

- » **Over 7 in 10** visitors to the Maine Highlands did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip



PRE-TRIP EXPOSURE TO ADVERTISING

- » **38%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to the Maine Highlands



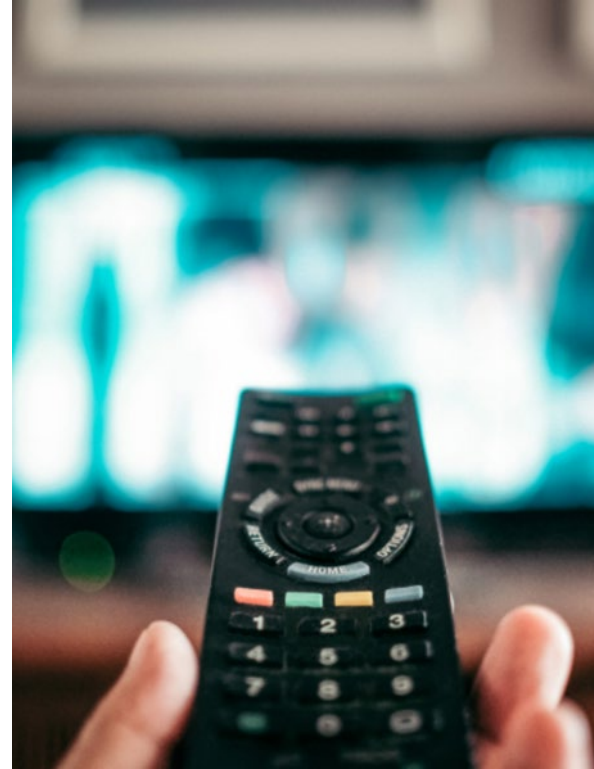
TOP SOURCES OF ADVERTISING EXPOSURE*



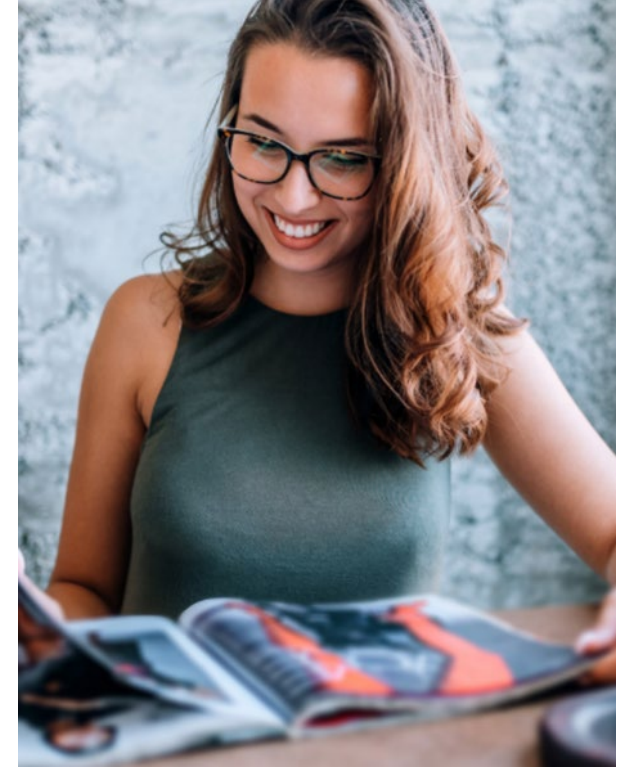
41% Social media



35% Internet



18% Cable or satellite
television



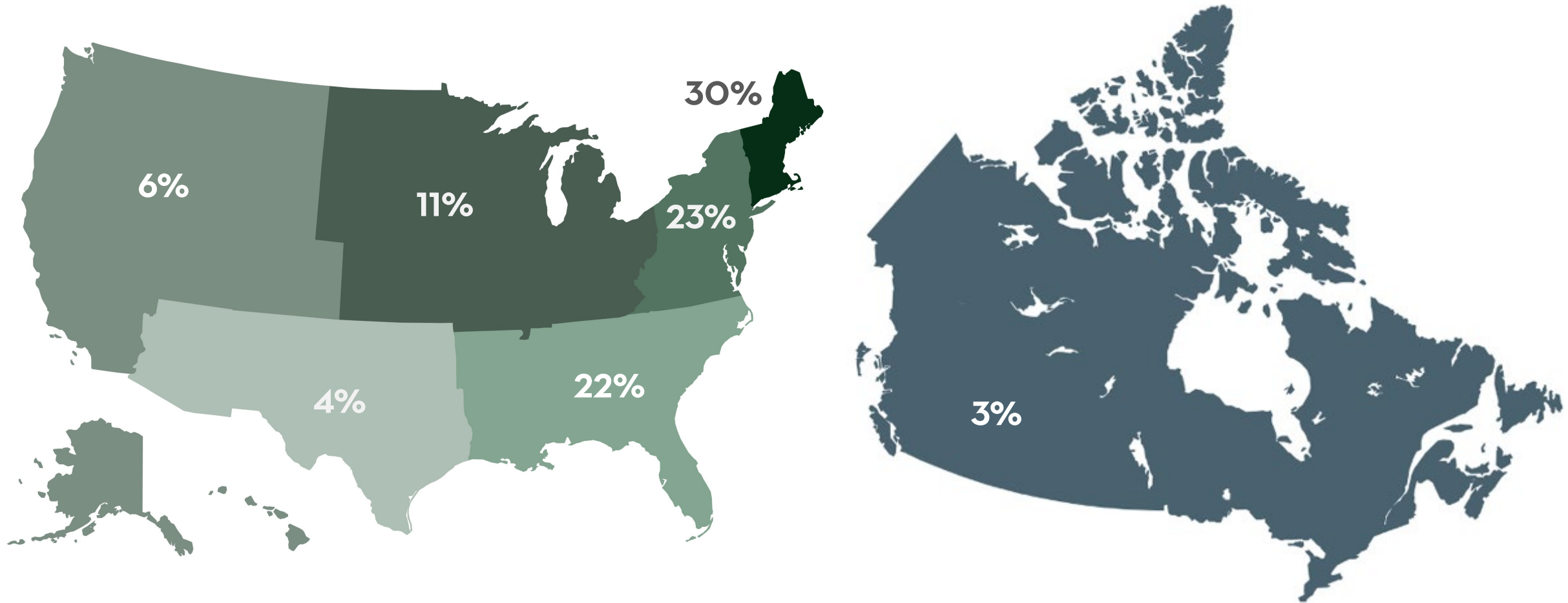
18% Magazine

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

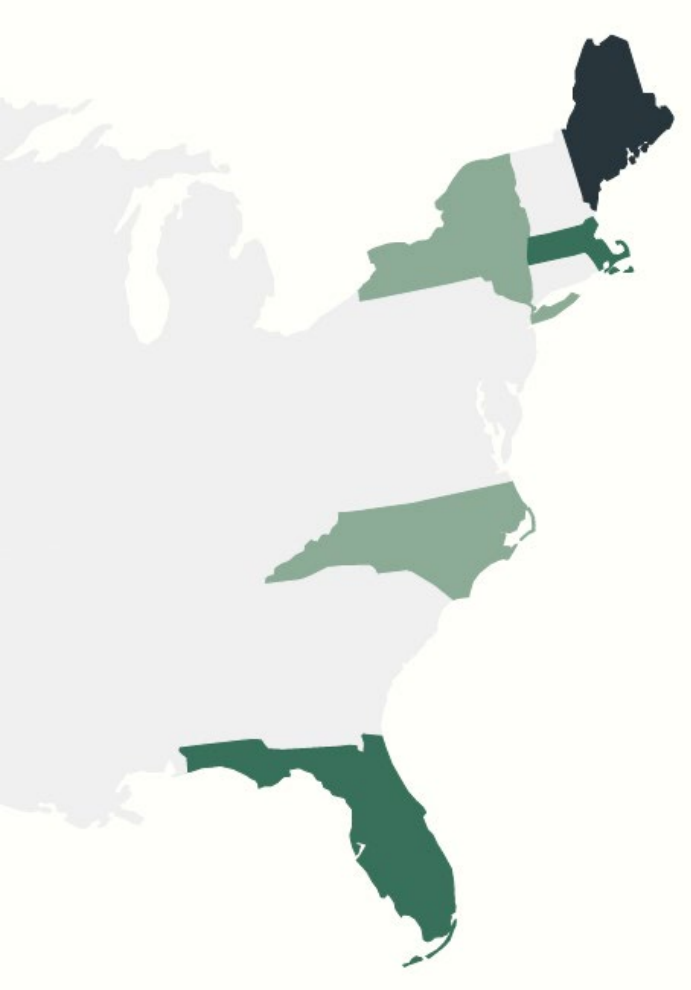


REGIONS OF ORIGIN



1% of visitors traveled to the Maine Highlands from outside of the U.S. and Canada.

TOP ORIGIN STATES & PROVINCES



45% of visitors to the Maine Highlands traveled from **5** U.S. states, including from other regions of Maine.



TOP ORIGIN MARKETS



8% New York City¹



6% Washington D.C. - Baltimore²



3% Charlotte, NC



3% Boston, MA

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 the Maine Highlands traveled with **2.4** people in their visitor party



1 in 6 visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE



45 Years old¹



52% Male*



87% White/Caucasian

*Of visitors interviewed.
¹Median age.

LIFESTYLE PROFILE



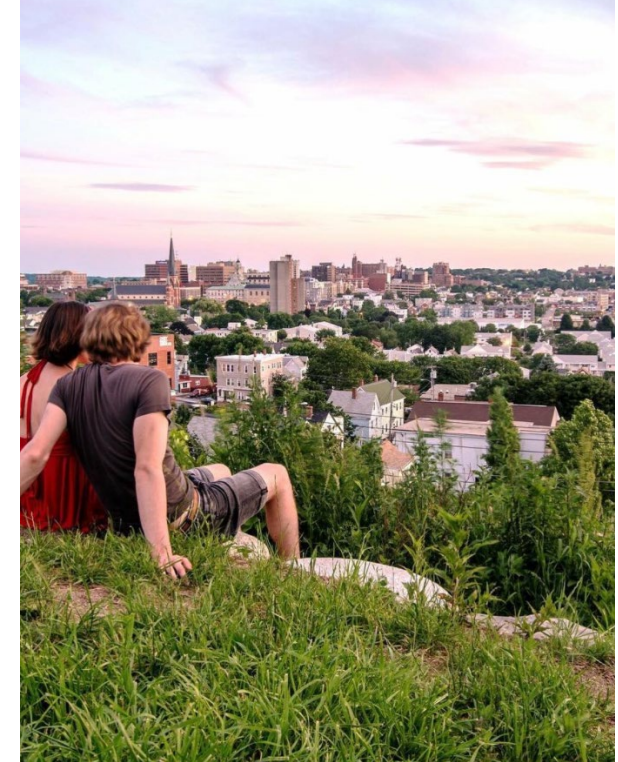
71% Married/domestic partnership



72% Employed



\$97,400 Annual household income¹



71% College graduate

¹ Median household income.

NEW & RETURNING VISITORS

- » **26%** of visitors to the Maine Highlands were traveling in Maine for the first time
- » **Over 3 in 10** visitors to the Maine Highlands had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **69%** of visitors drove to the Maine Highlands
- » **9%** of visitors to the Maine Highlands flew to Maine through Bangor International Airport



NIGHTS STAYED

- » **3 in 4** visitors to the Maine Highlands spent one or more nights
- » Typical visitors to the Maine Highlands stayed **6.9** nights



TOP ACCOMMODATIONS



25% Did not stay overnight



24% Hotel/motel/resort



22% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*



38% Navigation websites/apps



16% Restaurant website/app



14% Visitor Information Centers

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



65% Food/beverage/culinary



53% Touring/sightseeing



53% Active outdoor activities

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

- » **Nearly 4 in 5** visitors did not visit any other U.S. state or Canadian province on their trip to the Maine Highlands
- » Visitors to the Maine Highlands 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 3 in 4** visitors traveled to regions other than the Maine Highlands during their trip to Maine
- » **38%** of visitors to the Maine Highlands also visited Downeast & Acadia during their trip



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors to the Maine Highlands would recommend Maine to a friend or relative as a vacation destination
- » **85%** of visitors would recommend the Maine Highlands as a place to visit or vacation (**73%** definitely would recommend the Maine Highlands)



LIKELIHOOD OF RETURNING TO MAINE

» **95%** of visitors to the Maine Highlands will return to Maine for a future visit or vacation (**79%** will definitely return)



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>708,700</i>	<i>907,200</i>	<i>+ 28.0%</i>
<i>Room nights generated</i>	<i>627,300</i>	<i>755,800</i>	<i>+ 20.5%</i>
<i>Direct expenditures</i>	<i>\$369,295,100</i>	<i>\$538,820,900</i>	<i>+ 45.9%</i>
<i>Total economic impact</i>	<i>\$598,974,200</i>	<i>\$878,932,700</i>	<i>+ 46.7%</i>

IMPACT OF TOURISM

Maine Jobs	2020	2021	% Change
<i>Jobs supported (direct)</i>	<i>5,100</i>	<i>7,100</i>	<i>+ 39.2%</i>
<i>Total impact of tourism on Maine jobs</i>	<i>6,900</i>	<i>9,400</i>	<i>+ 36.2%</i>

Maine Wages	2020	2021	% Change
<i>Wages paid (direct)</i>	<i>\$140,134,000</i>	<i>\$195,111,700</i>	<i>+ 39.2%</i>
<i>Total impact of tourism on Maine wages</i>	<i>\$210,998,200</i>	<i>\$296,048,200</i>	<i>+ 40.3%</i>

IMPACT OF TOURISM

<i>Return on Investment</i>	2020	2021
<i>Visitors per job supported</i>	<i>103</i>	<i>97</i>
<i>State & local taxes supported</i>	<i>\$61,273,700</i>	<i>\$75,152,700</i>
<i>Tax savings per household</i>	<i>\$886</i>	<i>\$1,086</i>

LODGING METRICS

<i>Lodging Metrics</i>	<i>2020</i>	<i>2021</i>	<i>% Change</i>
<i>Occupancy (%)</i>	<i>35.4%</i>	<i>43.3%</i>	<i>+ 22.3%</i>
<i>Average Daily Rate</i>	<i>\$96.82</i>	<i>\$106.43</i>	<i>+ 9.9%</i>
<i>Revenue per Available Room</i>	<i>\$34.27</i>	<i>\$46.08</i>	<i>+ 34.5%</i>
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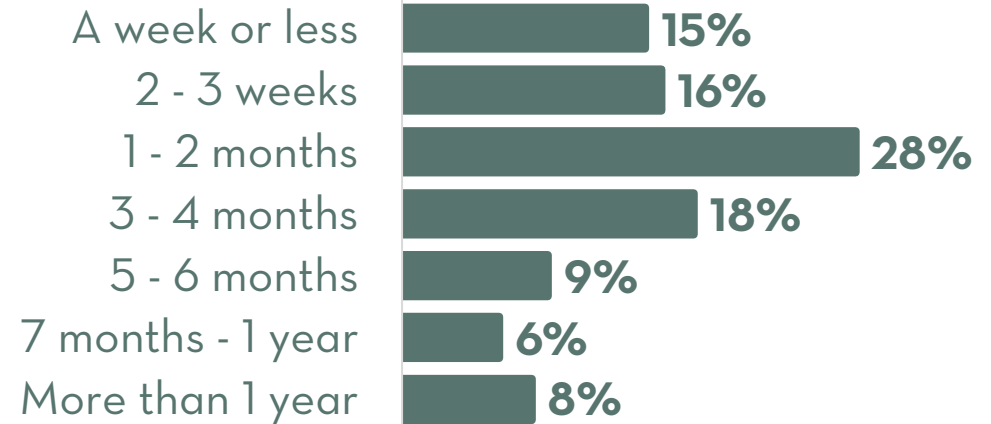
TRIP PLANNING CYCLE : PRE-VISIT



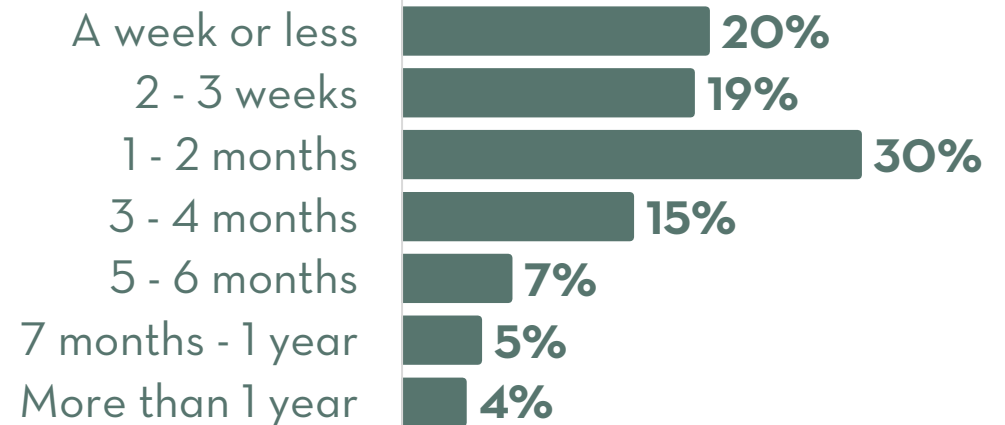
TRIP PLANNING CYCLE

- » **31%** of visitors to the Maine Highlands started planning their trip within a month of their trip
- » **Nearly 1 in 4** have planning windows longer than 4 months
- » **39%** of visitors have a booking window of less than 1 month
- » **16%** of visitors booked accommodations more than 4 months in advance

Beginning of Trip Planning Cycle

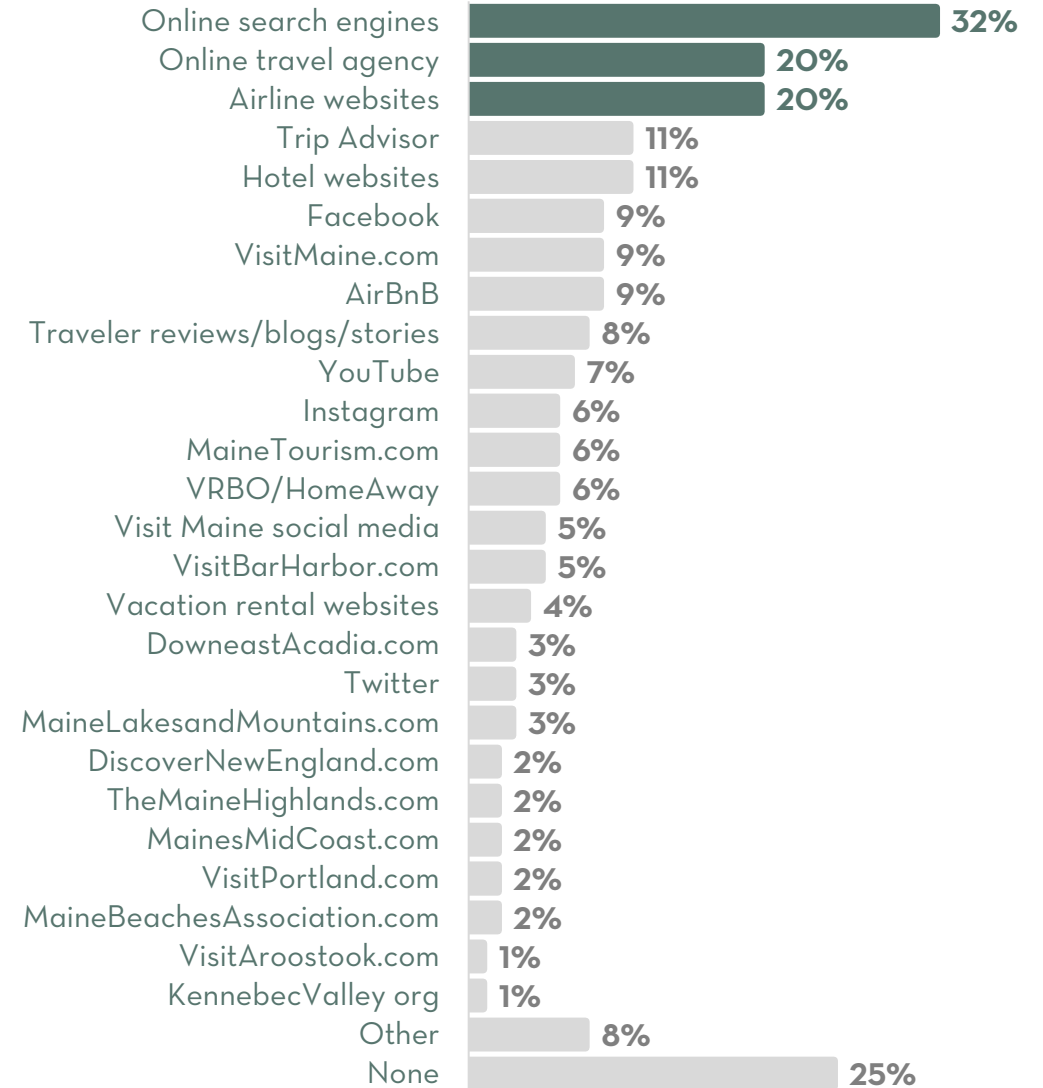


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

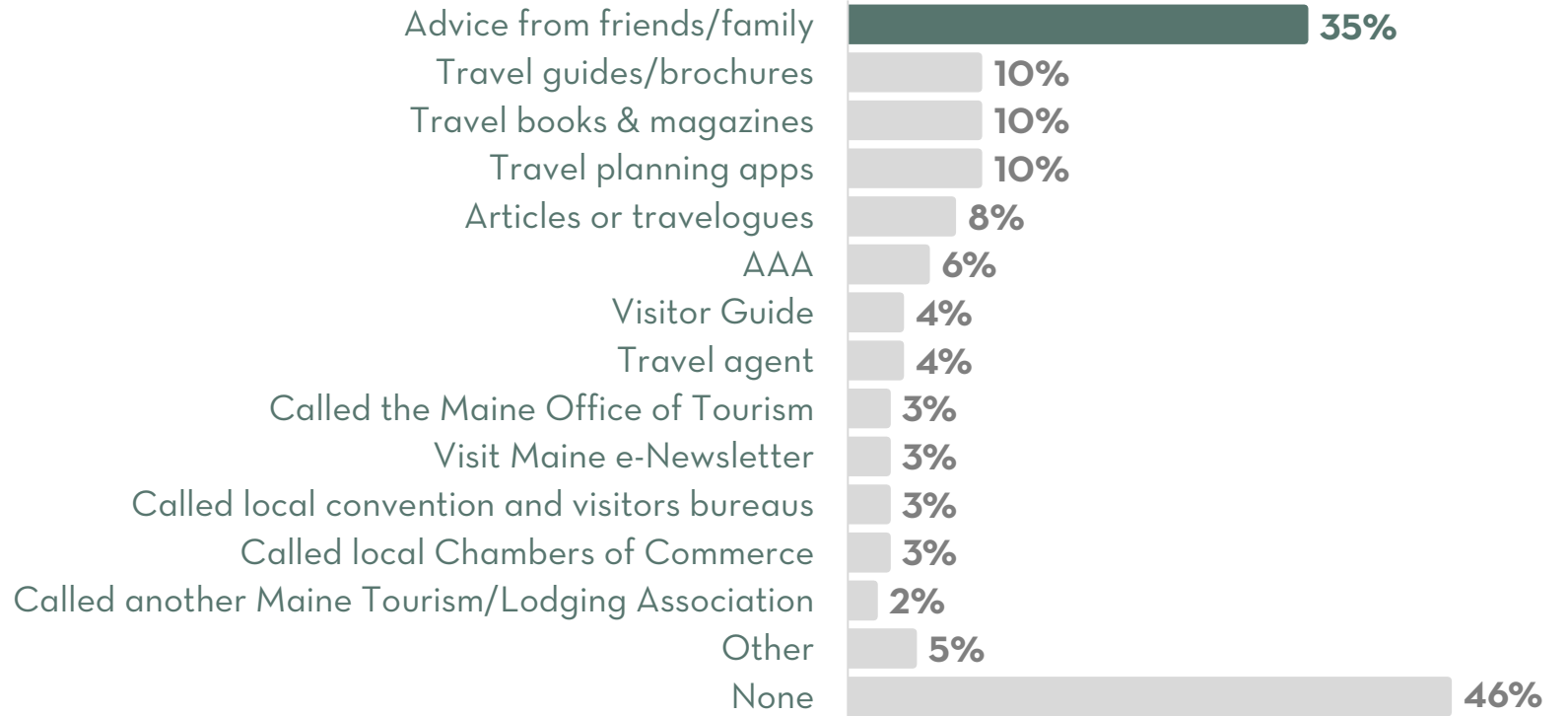
- » **3 in 4** visitors used one or more online resources to help them plan their trip to the Maine Highlands
- » **1 in 3** visitors to the Maine Highlands used an online search engine, such as Google, to help them plan their trip in Maine
- » **9%** of visitors used VisitMaine.com, and **6%** used MaineTourism.com



*Multiple responses permitted.

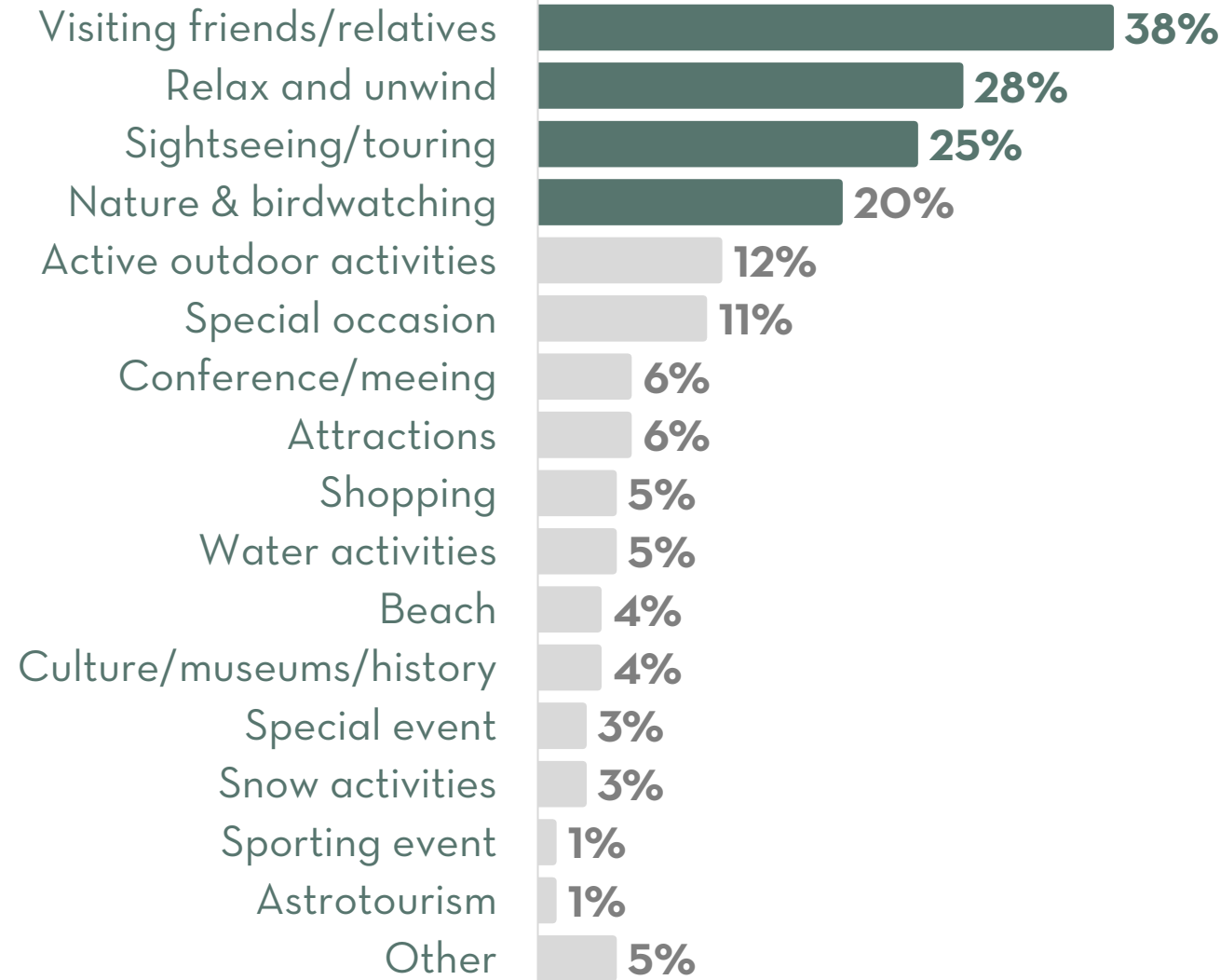
OFFLINE TRIP PLANNING SOURCES*

- » **Over 1 in 3** visitors relied on advice from their friends and family to help them plan their trip to the Maine Highlands
- » **46%** of visitors did not use any other resources to help them plan their trip to the Maine Highlands



REASONS FOR VISITING*

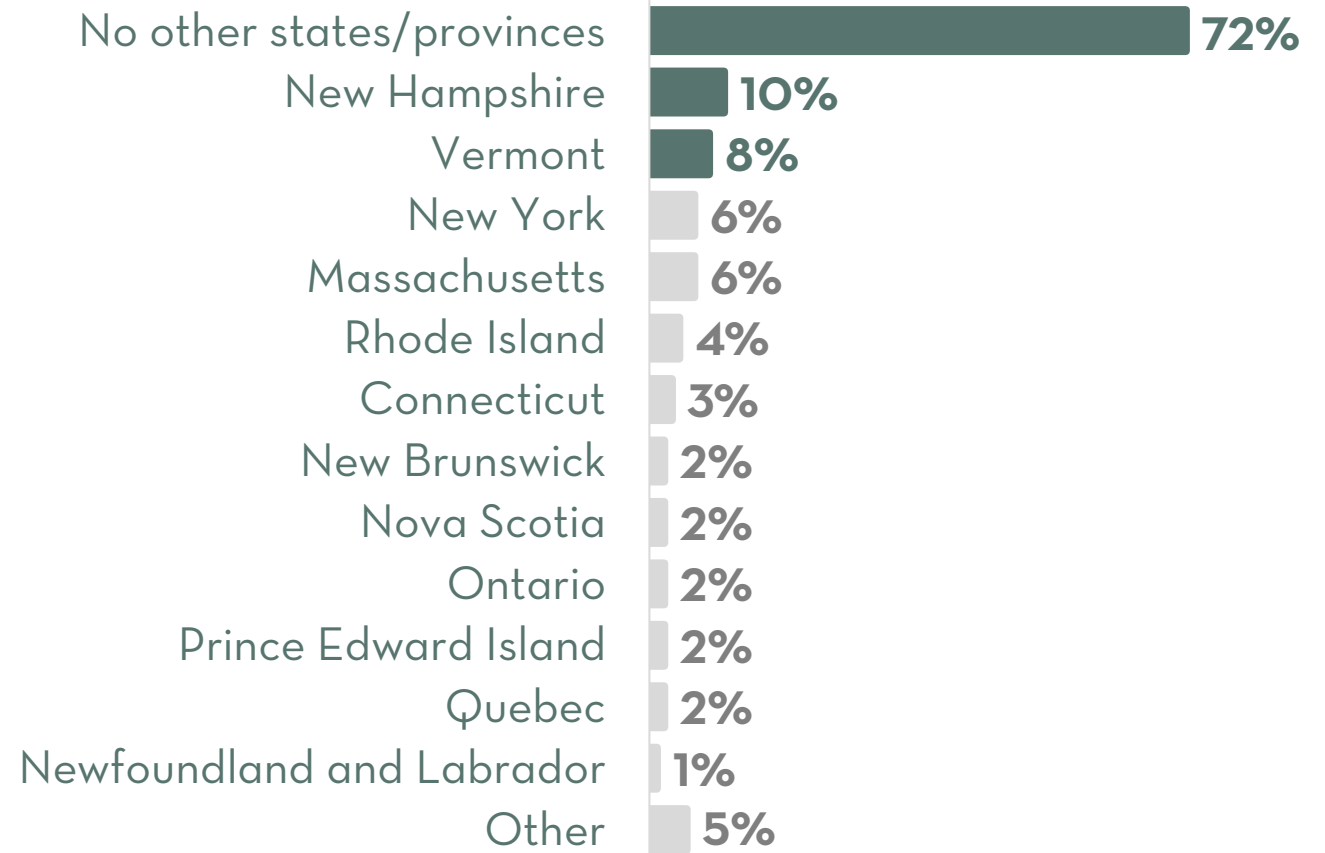
- » **38%** of visitors traveled to the Maine Highlands to visit friends/relatives
- » **Nearly 3 in 10** visitors came to the Maine Highlands to relax and unwind, and **1 in 4** visitors came for sightseeing/touring



*Multiple responses permitted.

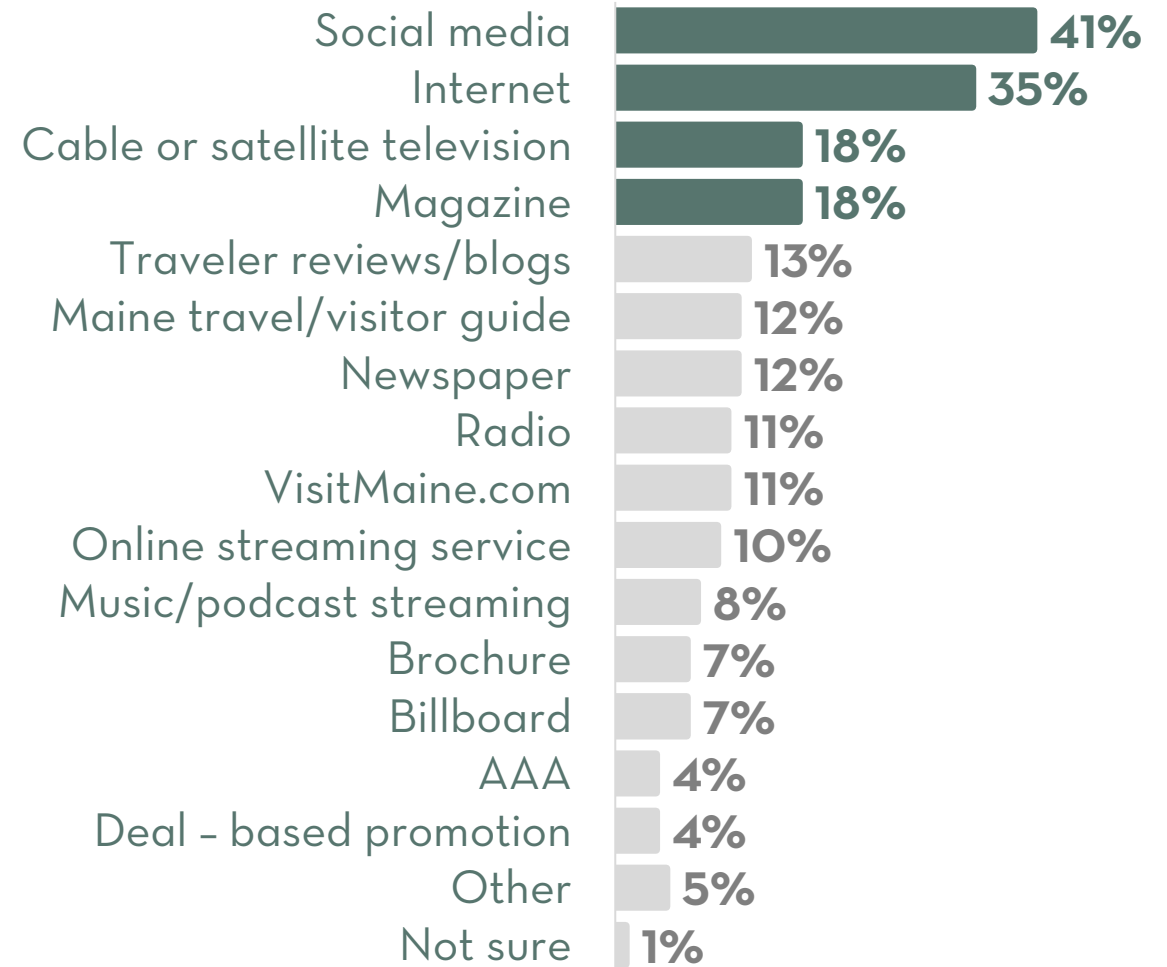
OTHER STATES & PROVINCES CONSIDERED*

- » **Over 7 in 10** visitors considered visiting **ONLY** Maine while planning their trip to the Maine Highlands
- » Visitors to the Maine Highlands were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province



PRE-TRIP EXPOSURE TO ADVERTISING*

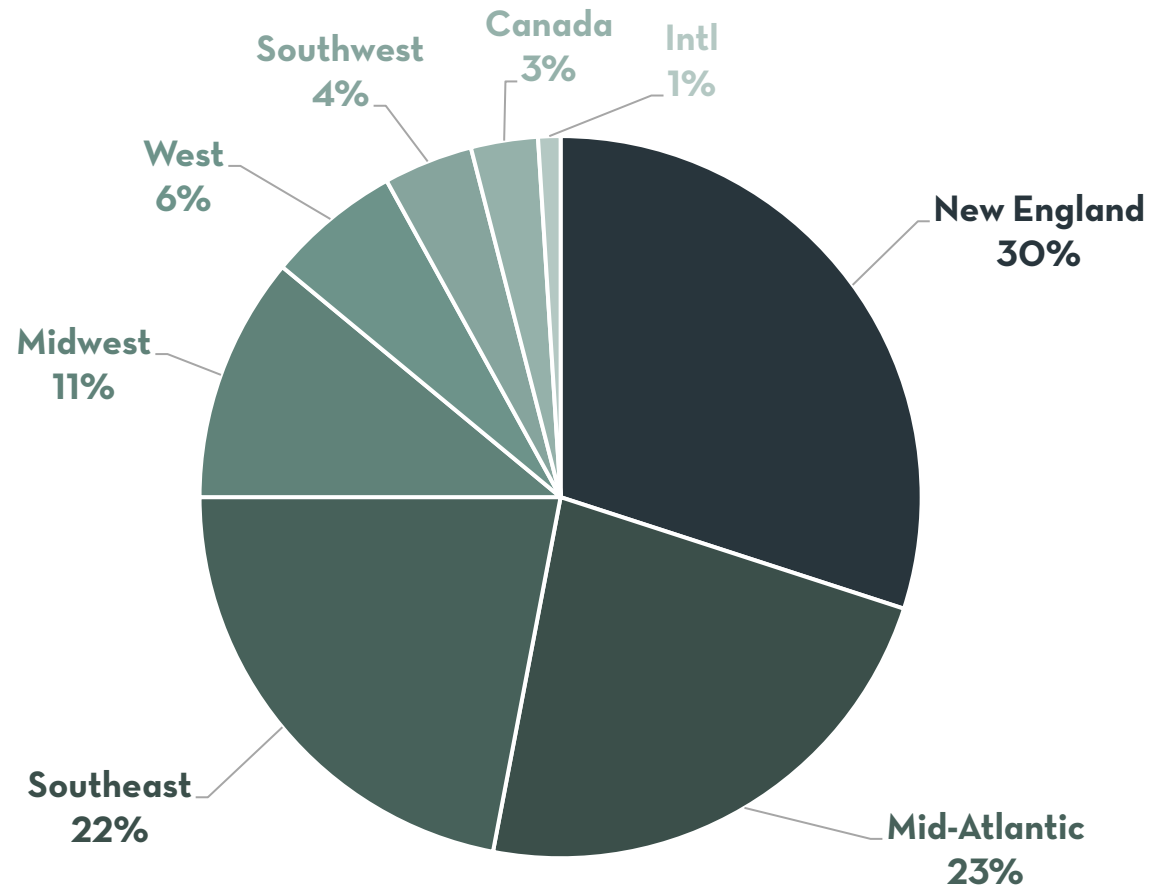
- » **38%** of visitors noticed advertising or promotions for Maine prior to their trip to the Maine Highlands
- » Visitors who were exposed to this advertising primarily saw it on **social media** and the **internet**



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **Over 1 in 3** visitors to the Maine Highlands were from Maine, Florida, or New York
- » **67%** of visitors to the Maine Highlands came from **12** U.S. states
- » **Nearly 1 in 5** visitors to the Maine Highlands were traveling from another region of Maine

State/Country	Percent
Maine	17%
Florida	10%
New York	8%
Massachusetts	5%
North Carolina	5%
Pennsylvania	4%
Connecticut	3%
Illinois	3%
New Hampshire	3%
New Jersey	3%
Virginia	3%
Texas	3%

TOP ORIGIN MARKETS

- » The **New York City** and **Washington D.C. - Baltimore** metro areas were the **top origin markets** for visitors to the Maine Highlands
- » **Nearly 1 in 3** visitors traveled from **10** markets in other U.S. states

Market	Percent
New York City ¹	8%
Washington D.C. - Baltimore ²	6%
Charlotte, NC	3%
Boston, MA	3%
Atlanta, GA	2%
Philadelphia, PA	2%
Chicago, IL	2%
Tampa - Clearwater - St. Pete	2%
Miami - Ft. Lauderdale	2%
Orlando, FL	2%

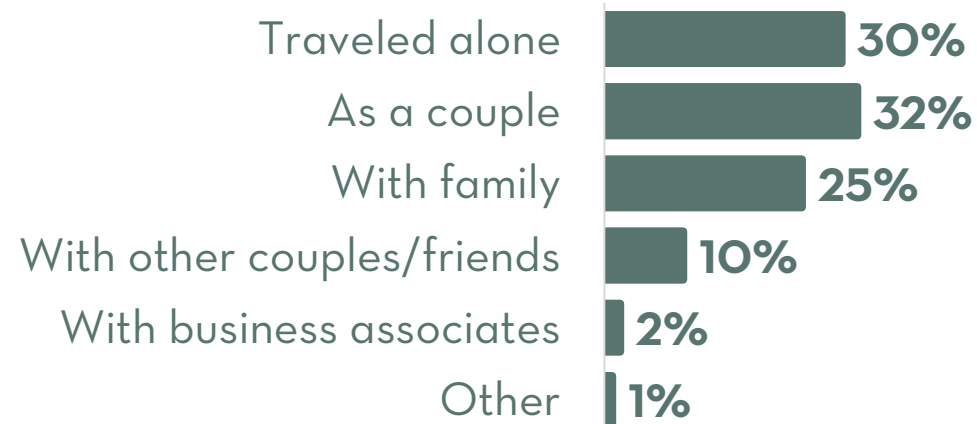
¹ Includes parts of New York, New Jersey, Pennsylvania, and Connecticut.

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

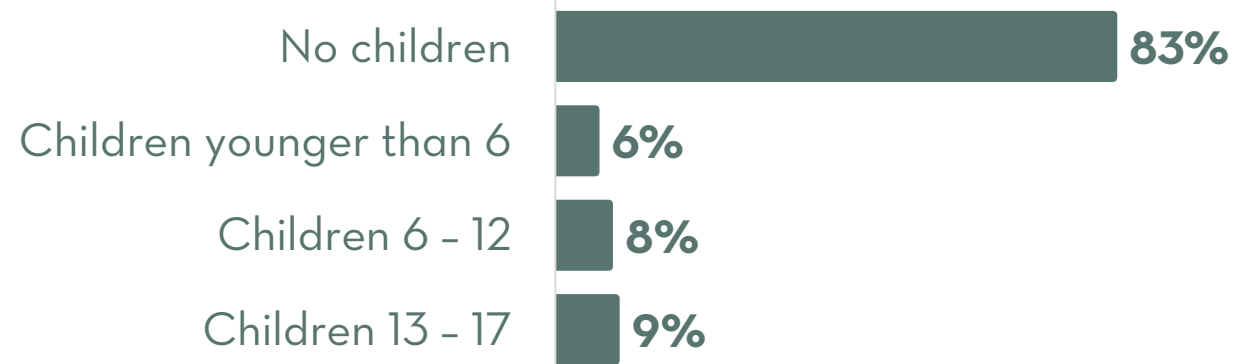
TRAVEL PARTIES

- » Typical visitors traveled in the Maine Highlands with a party of **2.4** people
- » **1 in 3** visitors as a couple
- » Only **1 in 6** visitors traveled in the Maine Highlands with one or more children in their travel party

Travel Party Composition



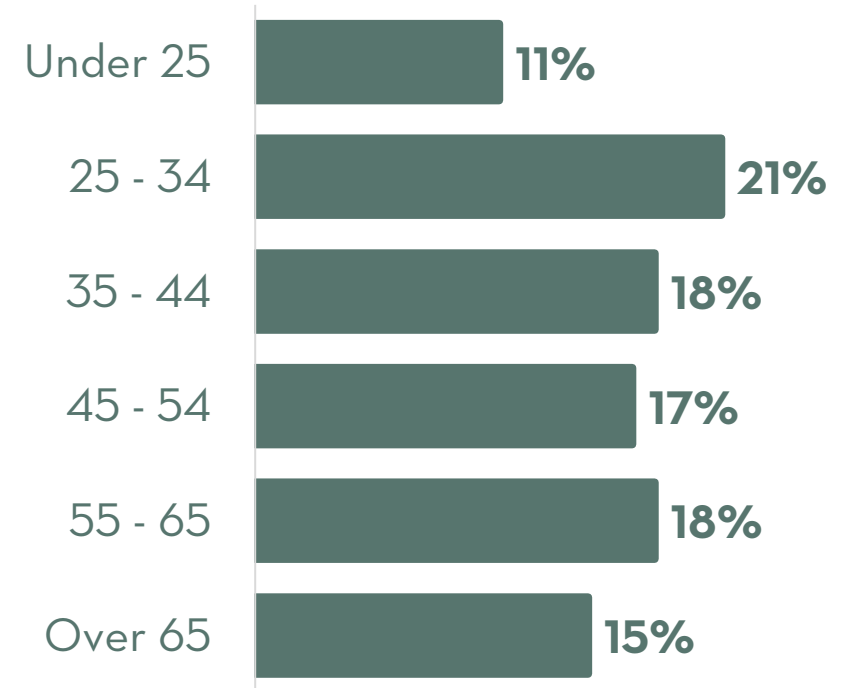
Children in Travel Party*



*Multiple responses permitted.

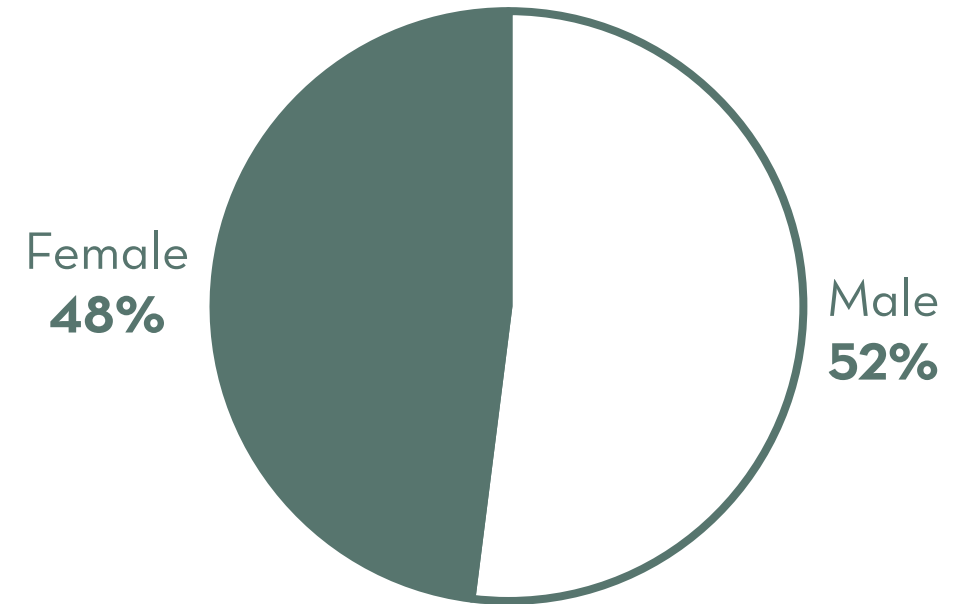
AGE

» The average age of visitors to Maine Highlands is **45** years old



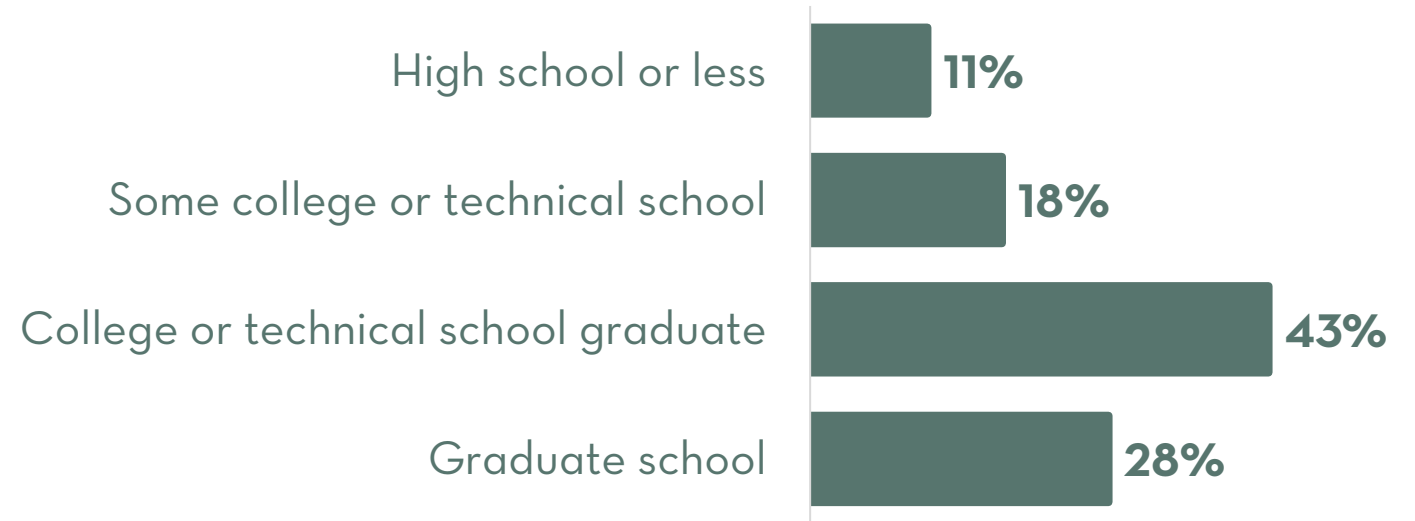
GENDER

- » **48%** of visitors to the Maine Highlands who were interviewed were female



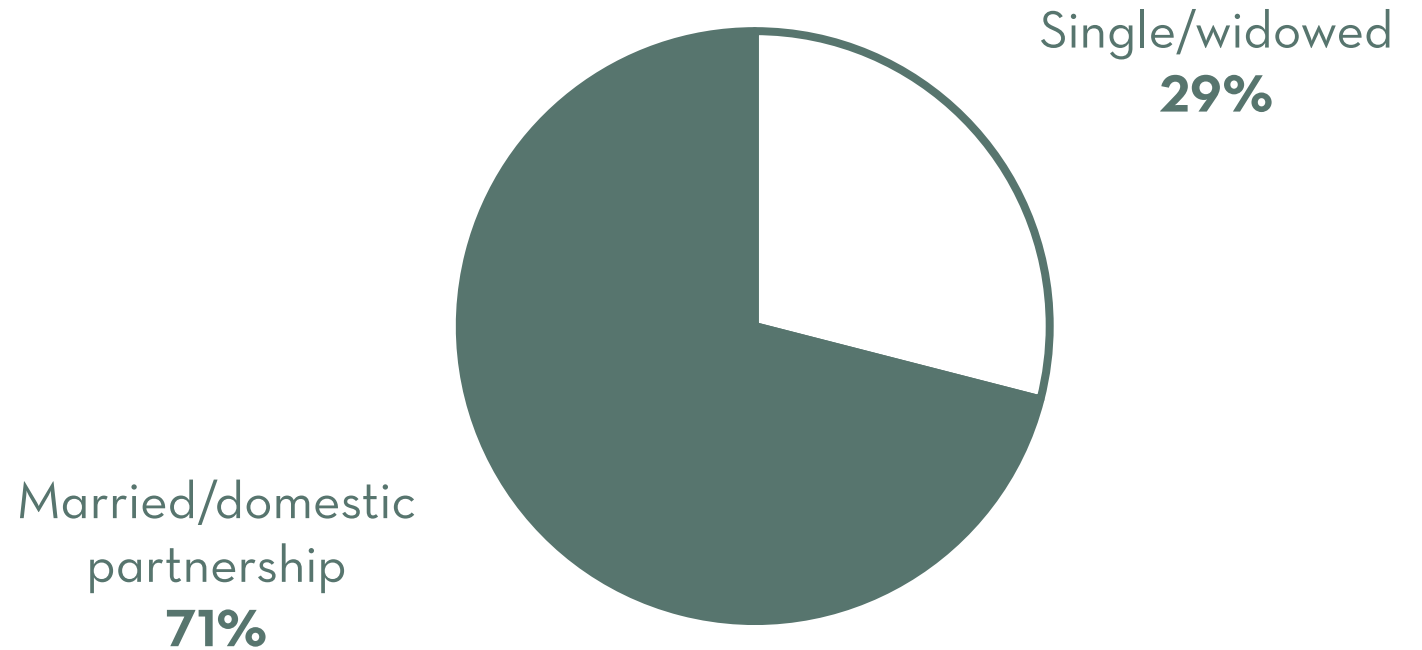
EDUCATIONAL ATTAINMENT

- » Visitors to the Maine Highlands have substantial formal educations, with **7 out of 10** having at least a college or technical school degree, and Nearly **3 in 10** possessing a graduate degree



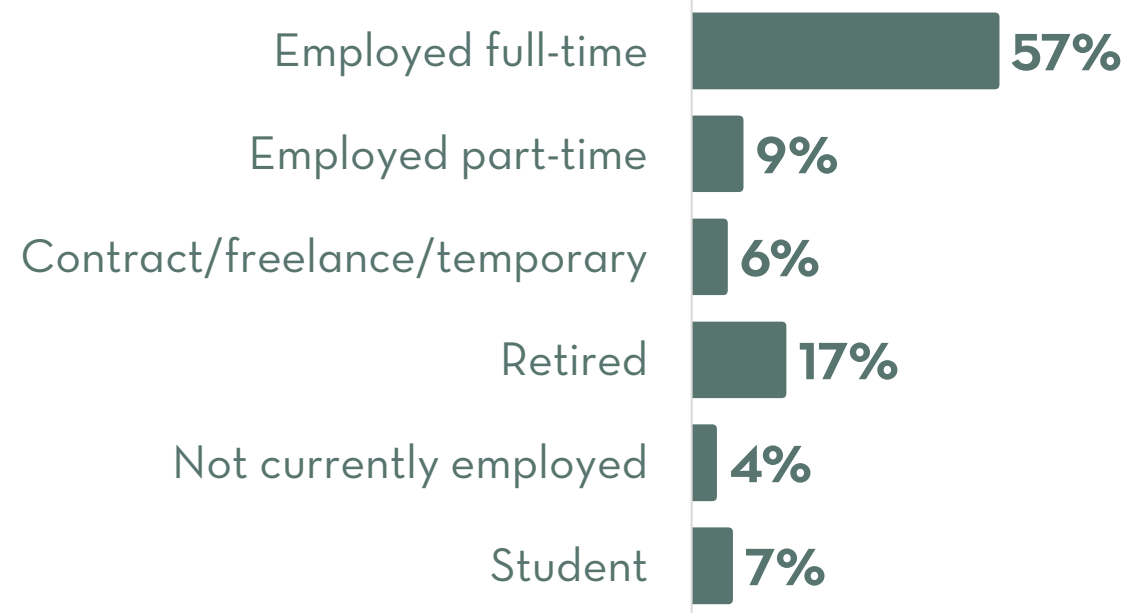
MARITAL STATUS

- » **7 in 10** visitors to the Maine Highlands were married or living with their partner



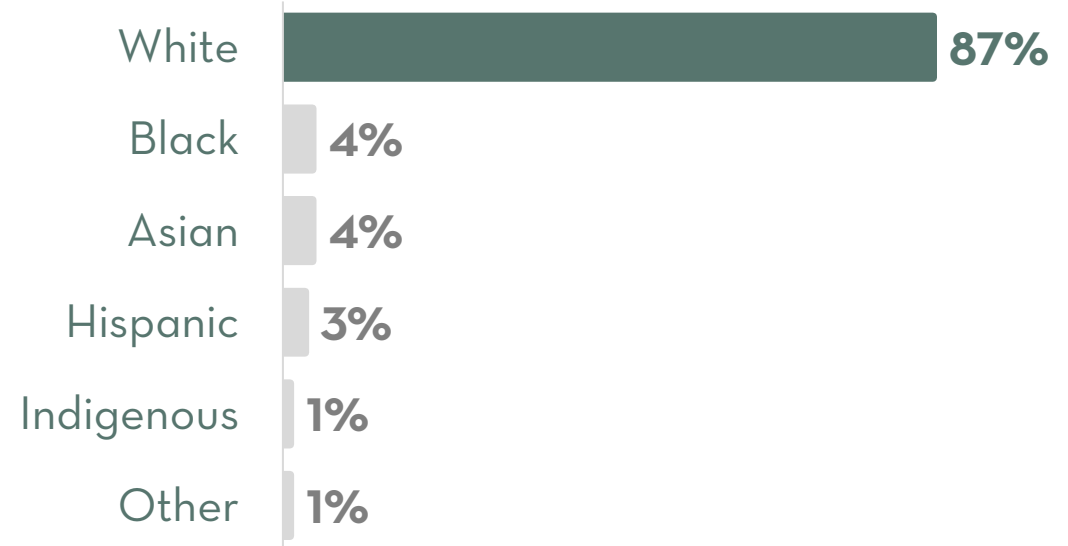
EMPLOYMENT STATUS

- » Over **7 in 10** visitors to the Maine Highlands were employed, most full-time



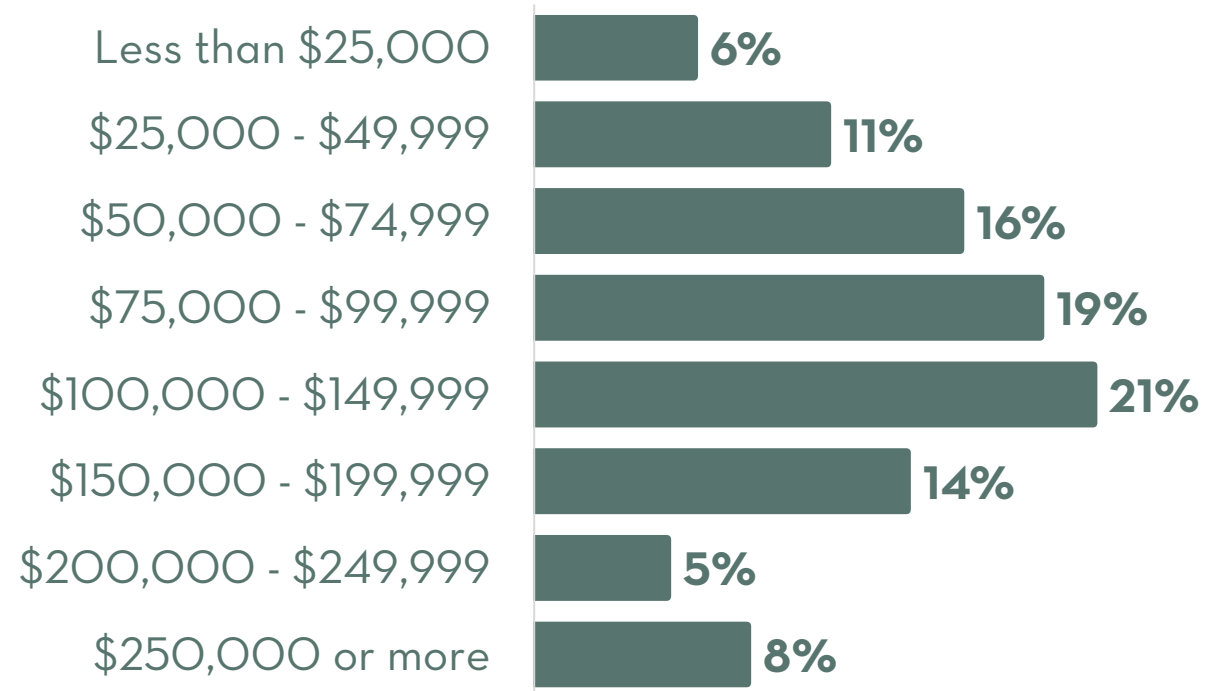
RACE & ETHNICITY

» **87%** of visitors to the Maine Highlands were White/Caucasian



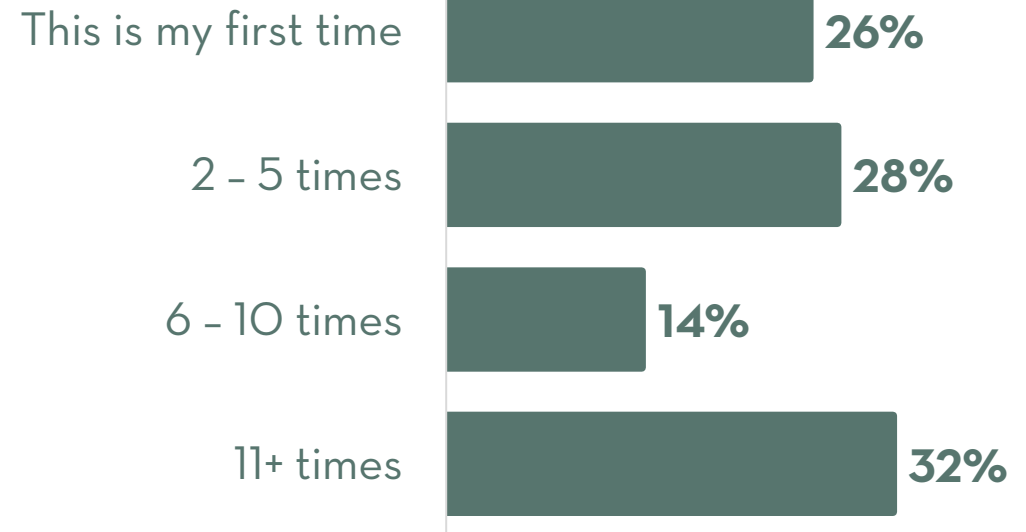
HOUSEHOLD INCOME

- » Typical visitors to the Maine Highlands earned **\$97,400** per year in household income
- » **27%** of visitors to the Maine Highlands have household incomes that exceed \$150,000



NEW & RETURNING VISITORS

- » **26%** of visitors to the Maine Highlands were traveling in Maine for the first time
- » **3 in 10** visitors to the Maine Highlands had previously traveled in Maine more than 10 times

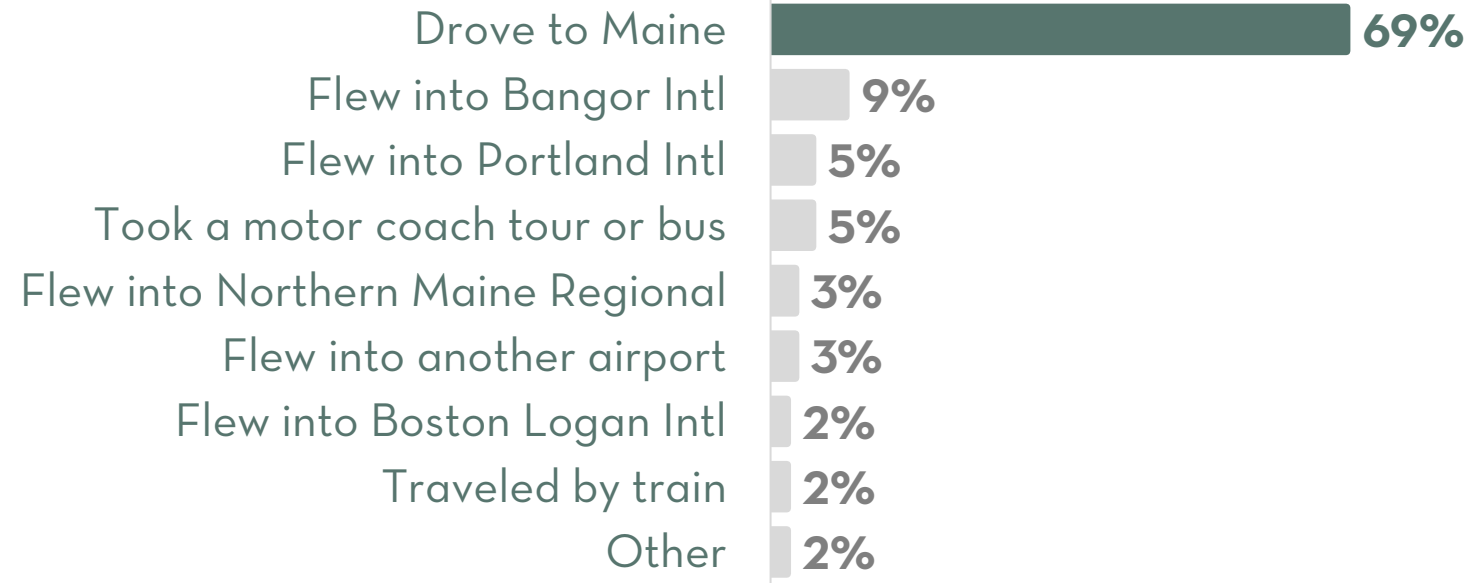


TRIP PLANNING CYCLE : TRIP EXPERIENCE



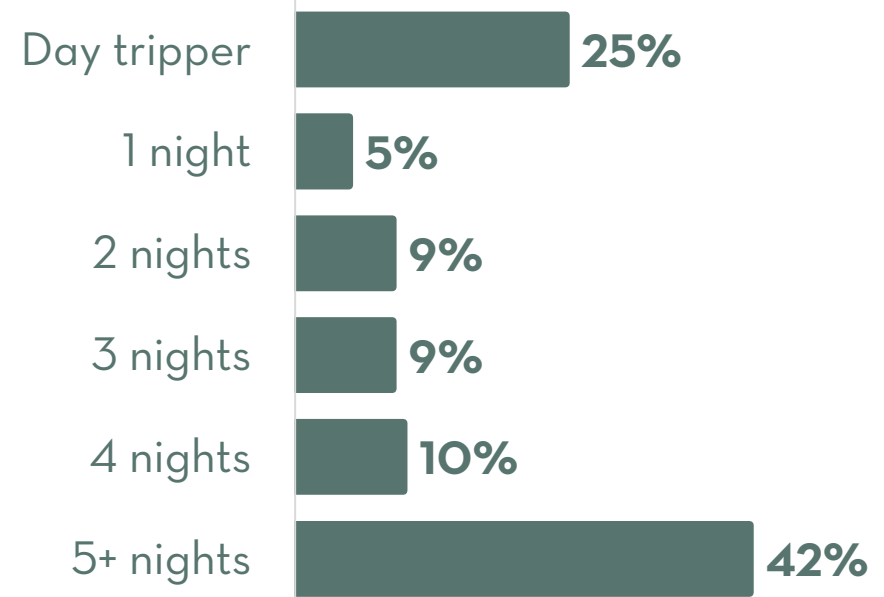
MODES OF TRANSPORTATION

- » Maine Highlands is a drive-market for most visitors as **69%** choose to travel by car rather than by plane, motor coach/bus, or train
- » **Most** visitors to the Maine Highlands who flew to Maine arrived at Bangor International Airport



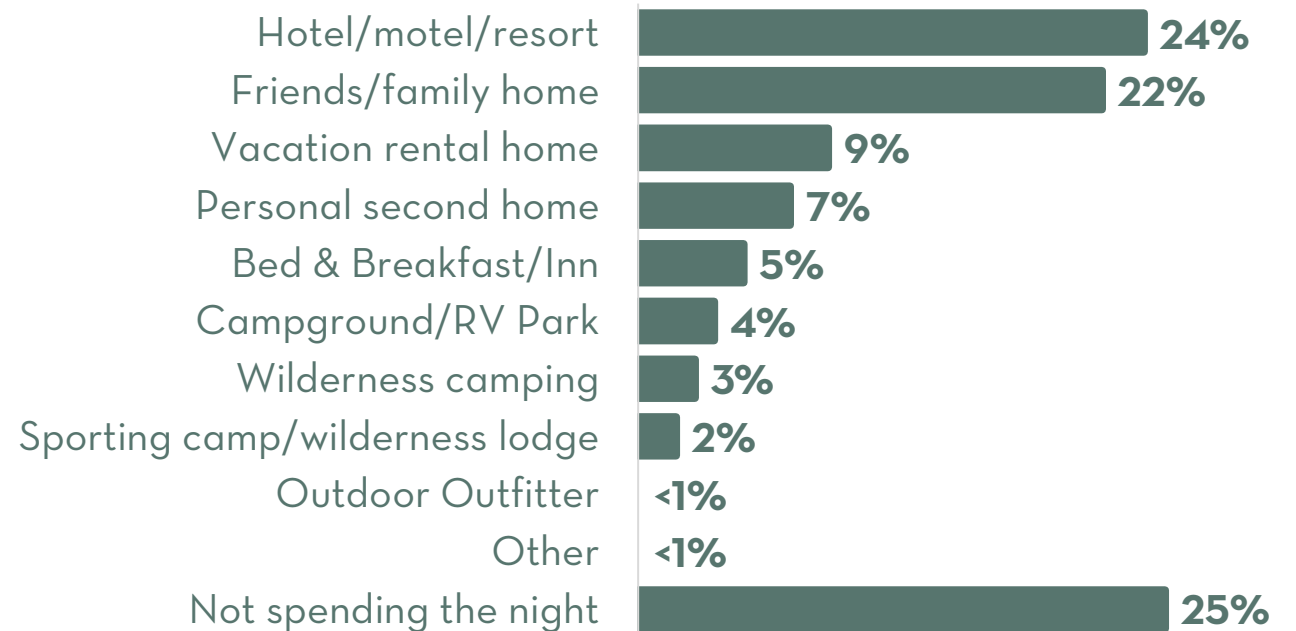
NIGHTS STAYED

- » **3 in 4** visitors to the Maine Highlands stayed one night or more in Maine during their trip
- » Typical visitors to the Maine Highlands stayed **6.9** nights Maine
- » **Over 2 in 5** visitors to the Maine Highlands stayed 5 or more nights in Maine



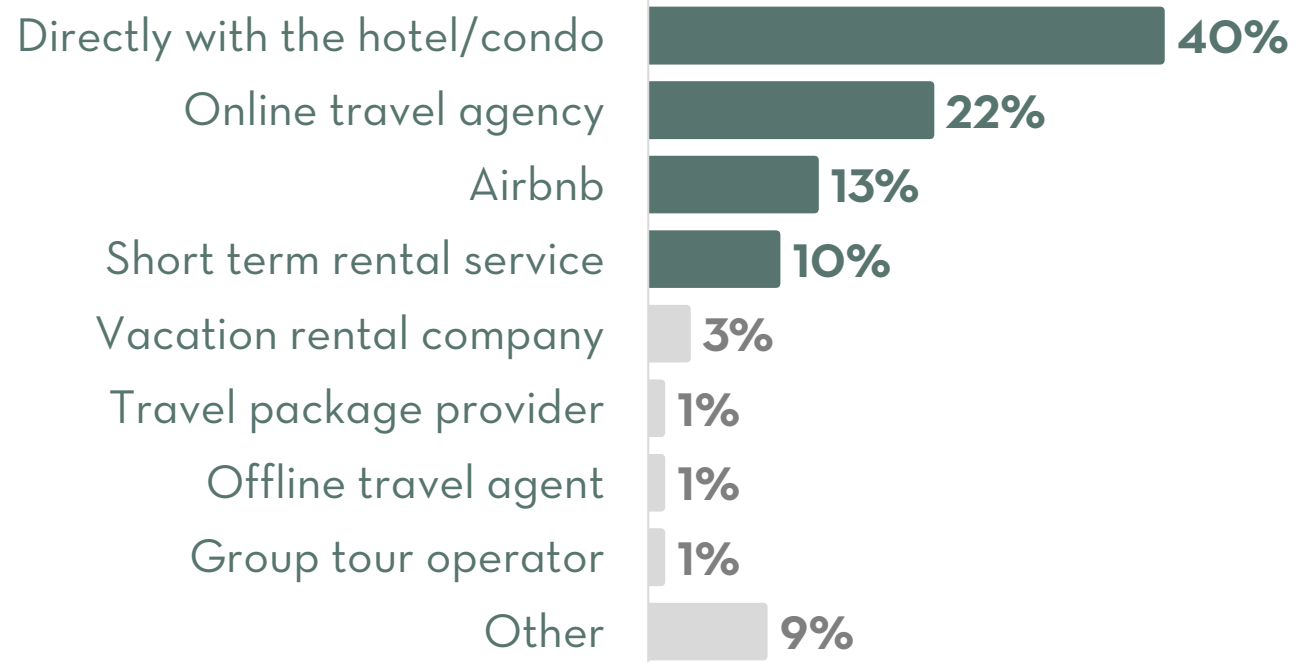
ACCOMMODATIONS

- » **Nearly 1 in 4** visitors to the Maine Highlands stayed overnight in a hotel, motel, or resort
- » **Nearly 1 in 4** visitors to the Maine Highlands stayed overnight with friends or relatives



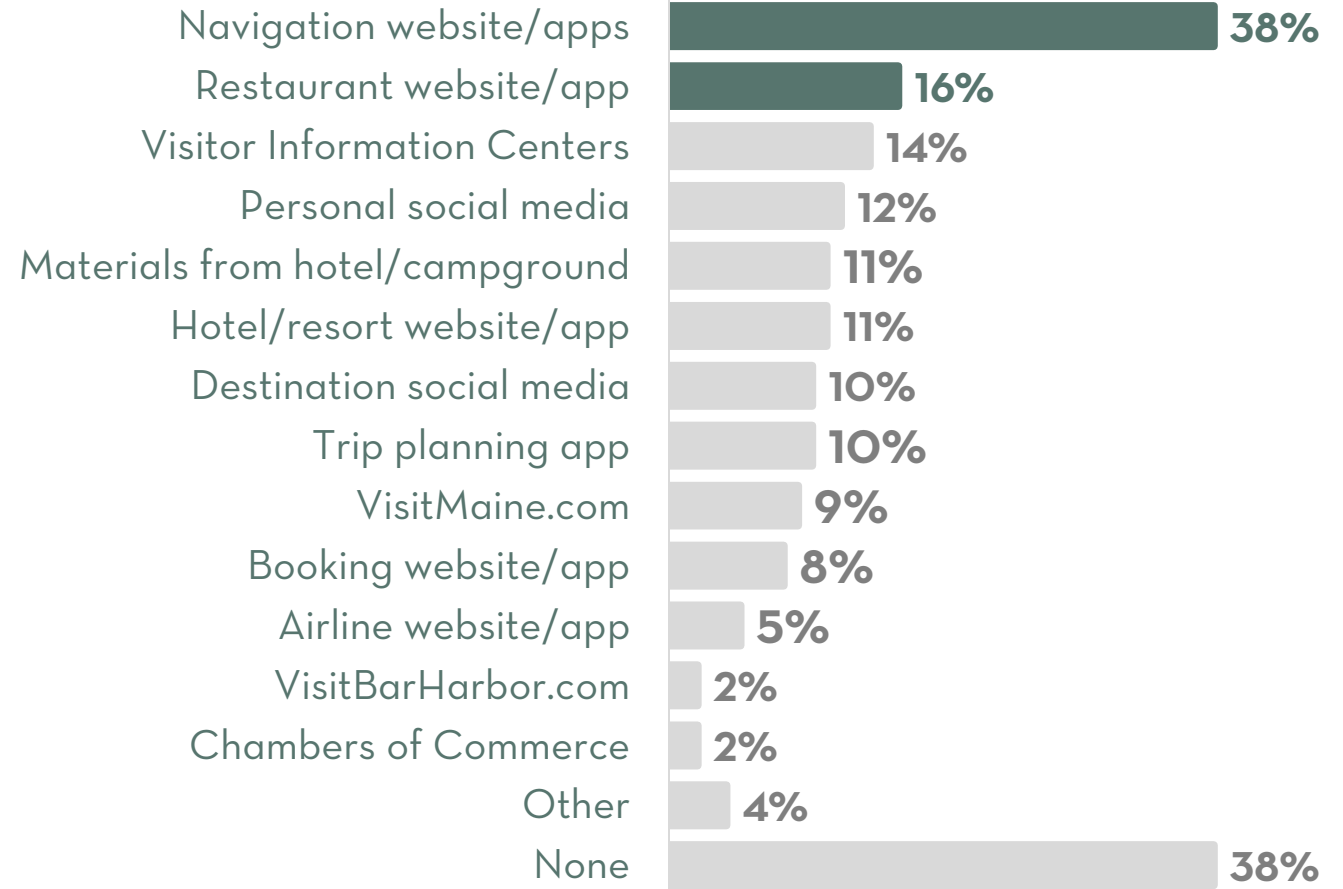
BOOKING METHODS

- » **46%** of visitors to the Maine Highlands 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



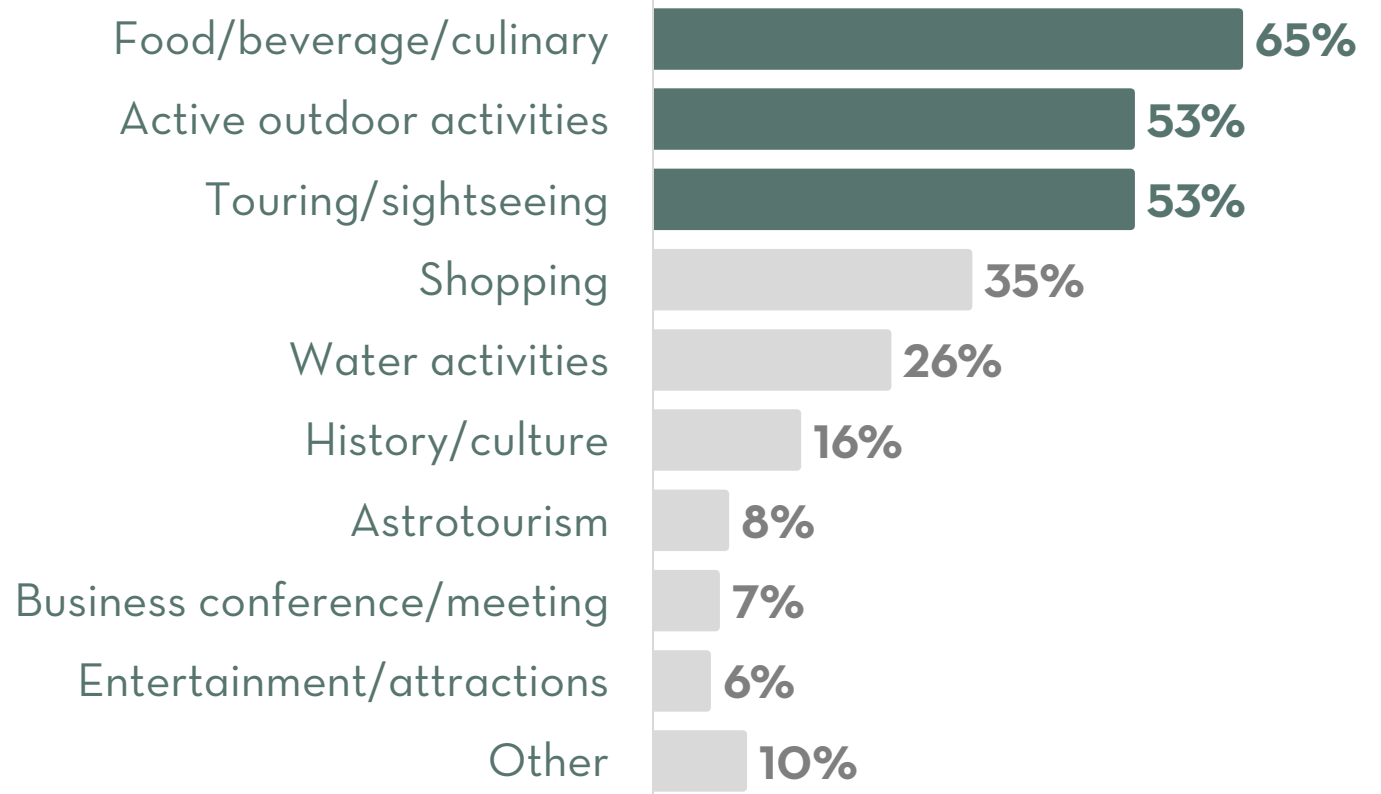
IN-MARKET VISITOR RESOURCES*

- » **Nearly 2 in 5** visitors used navigation websites and apps to plan activities during their trip to the Maine Highlands
- » **38%** of visitors did not use any resources to plan activities while they were in the Maine Highlands



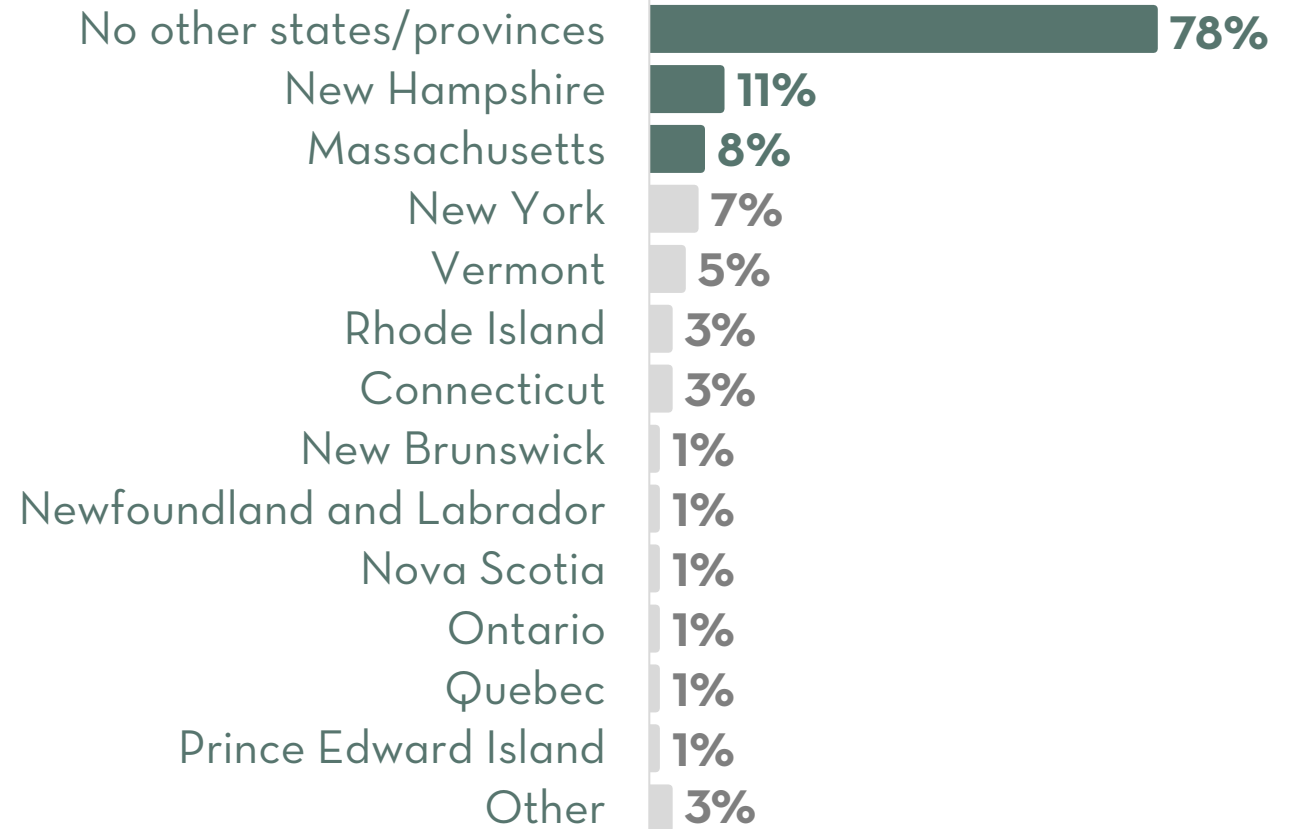
VISITOR ACTIVITIES*

- » **2 in 3** of visitors participated in food, beverage, and culinary activities during their trip in the Maine Highlands
- » **Over 1 in 2** visitors to the Maine Highlands engaged in active outdoor activities and/or sightseeing/touring activities during their trip



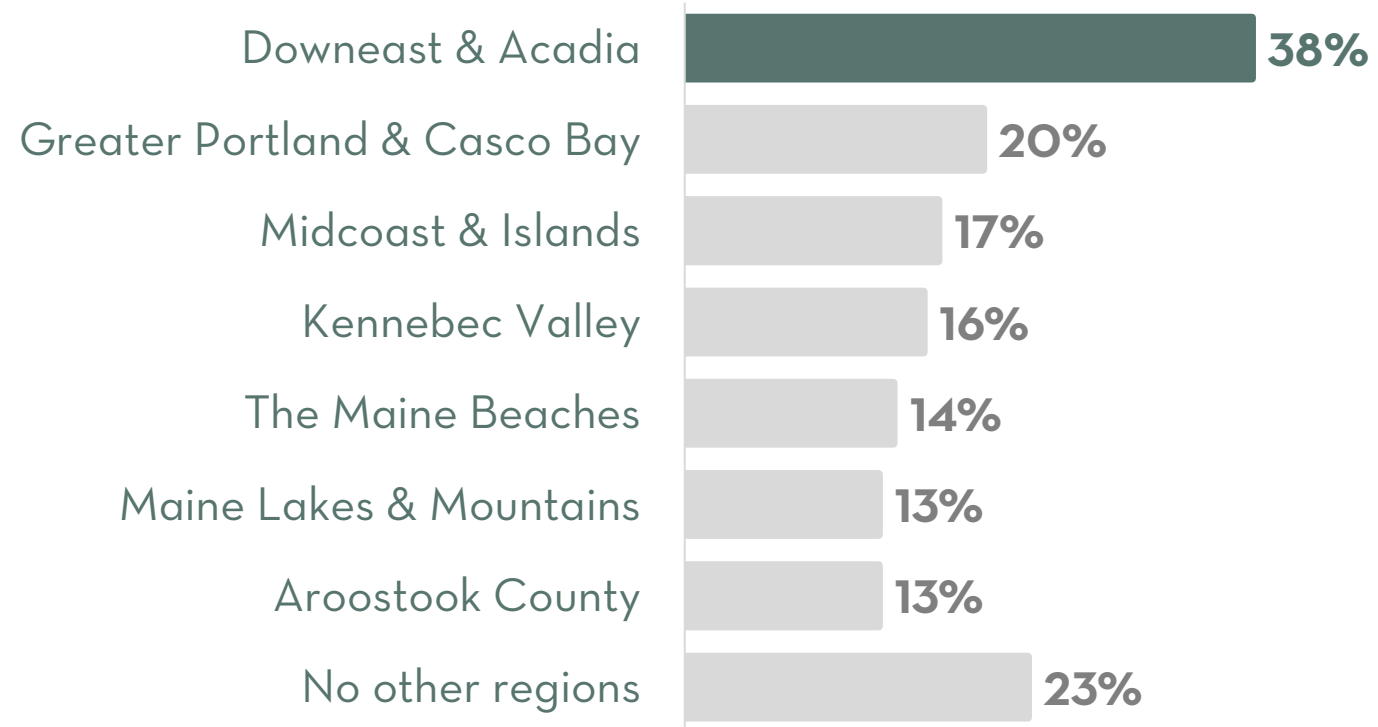
OTHER STATES & PROVINCES VISITED*

- » **4 in 5** visitors did not visit any other U.S. state or Canadian province on their trip to the Maine Highlands
- » 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*

- » **1 in 4** visitors stayed within the Maine Highlands during their trip in Maine, rather than traveling throughout the state
- » **38%** of visitors to the Maine Highlands also visited Downeast & Acadia during their trip in Maine



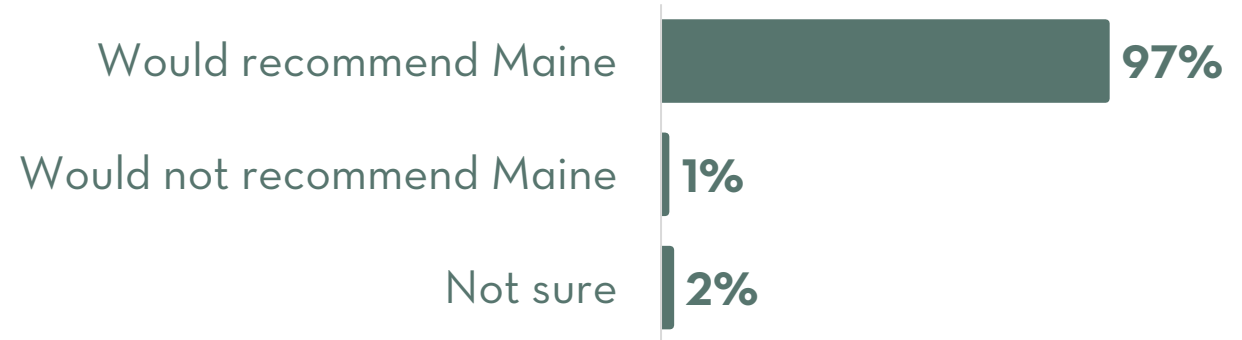
TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

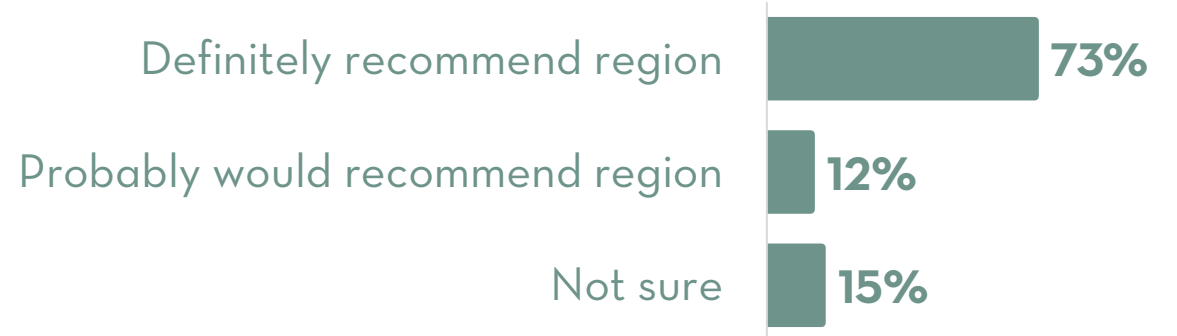
- » **97%** of visitors to the Maine Highlands would recommend that their friends and family visit Maine

Likelihood of Recommending Maine

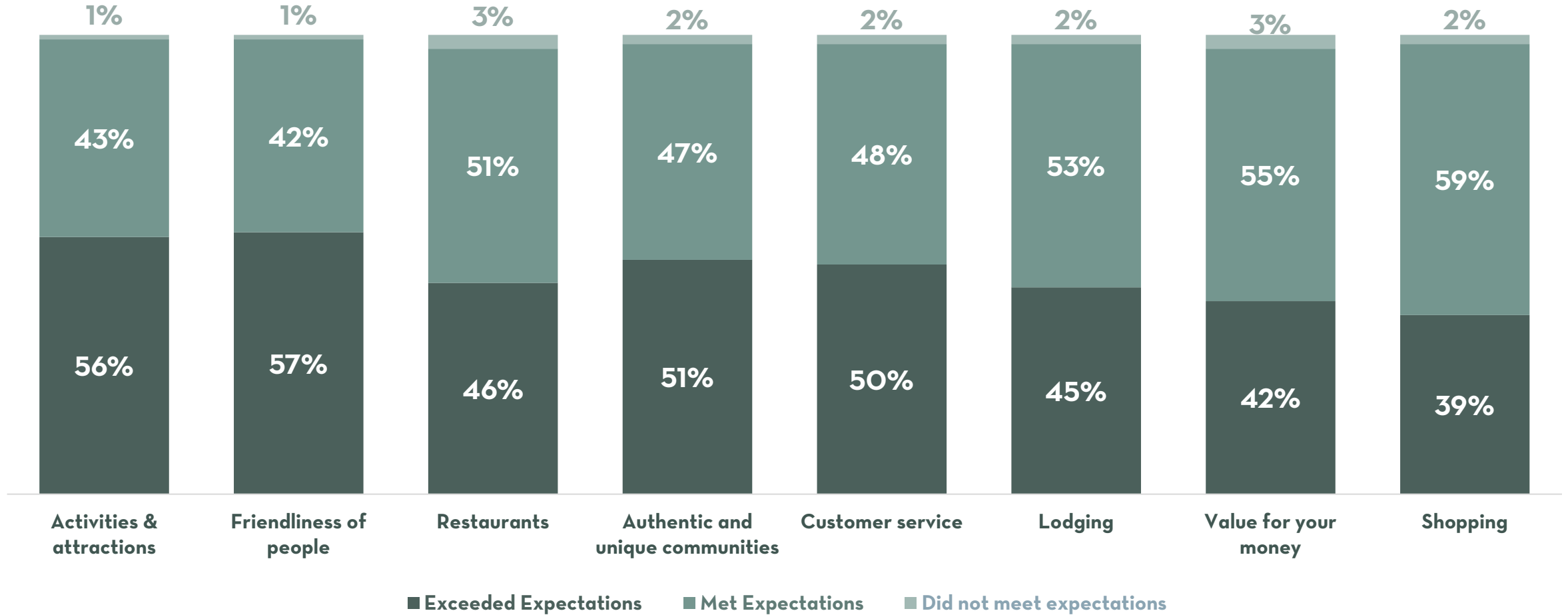


- » **85%** of visitors would recommend that their friends and family visit the Maine Highlands

Likelihood of Recommending the Maine Highlands



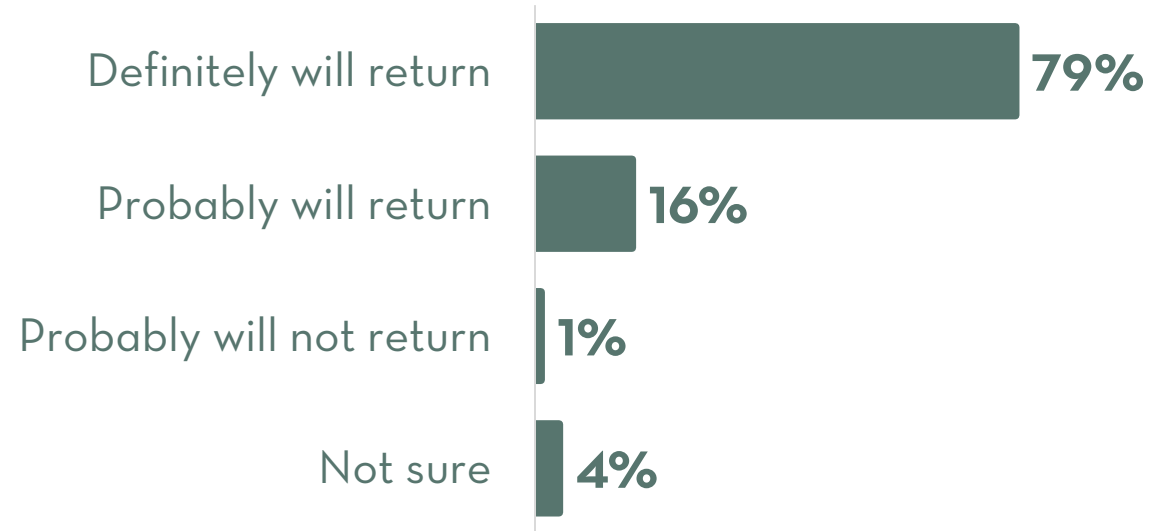
TRIP EXPECTATIONS



"Don't know" responses omitted.

LIKELIHOOD OF RETURNING TO MAINE

- » **95%** of visitors to the Maine Highlands 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	17%	15%
2 - 3 weeks	21%	16%
1 - 2 months	29%	28%
3 - 4 months	16%	18%
5 - 6 months	9%	9%
7 months - 1 year	5%	6%
More than 1 year	3%	8%

BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	24%	20%
2 - 3 weeks	22%	19%
1 - 2 months	29%	30%
3 - 4 months	13%	15%
5 - 6 months	6%	7%
7 months - 1 year	4%	5%
More than 1 year	2%	4%

ONLINE TRIP PLANNING SOURCES*

	2020	2021
Online search engines	33%	32%
Airline websites	10%	20%
Online travel agency	19%	20%
TripAdvisor	13%	11%
Hotel websites	13%	11%
VisitMaine.com	10%	9%
Airbnb	9%	9%
Facebook	16%	9%
Traveler reviews/blogs/stories	11%	8%
YouTube	8%	7%
VRBO/HomeAway	5%	6%
Instagram	8%	6%
MaineTourism.com	7%	6%
Visit Maine social media	7%	5%
VisitBarHarbor.com	3%	5%
Vacation rental websites	5%	4%
DowneastAcadia.com	4%	3%
MaineLakesandMountains.com	3%	3%
Twitter	4%	3%
DiscoverNewEngland.com	3%	2%
TheMaineHighlands.com	3%	2%
MainesMidCoast.com	3%	2%
TheMaineBeaches.com	2%	2%
VisitPortland.com	3%	2%
VisitAroostook.com	2%	1%
KennebecValley.org	2%	1%
Other	7%	8%
None	28%	25%

OFFLINE TRIP PLANNING SOURCES*

	2020	2021
Advice from friends/family	40%	35%
Travel books & magazines	10%	10%
Travel guides/brochures	11%	10%
Travel planning apps	9%	10%
Articles or travelogues	7%	8%
AAA	6%	6%
Visitor Guide	5%	4%
Travel agent	5%	4%
Called local convention and visitors bureaus	3%	3%
Called local Chambers of Commerce	3%	3%
Called the Maine Office of Tourism	4%	3%
Visit Maine e-newsletter	4%	3%
Called another Maine Tourism/Lodging Association	3%	2%
Other	4%	5%
None	41%	46%

REASON FOR VISITING*

	2020	2021
Visiting friends/relatives	31%	38%
Relax and unwind	21%	28%
Sightseeing/touring	17%	25%
Nature & bird watching	12%	20%
Active outdoor activities	11%	12%
Special occasion	8%	11%
Attractions	5%	6%
Conference/meeting	6%	6%
Water activities	6%	5%
Shopping	9%	5%
Beach	4%	4%
Culture/museums/history	4%	4%
Special event	3%	3%
Snow activities	2%	3%
Sporting event	2%	1%
Astrotourism	-	1%
Other	9%	5%

OTHER STATES/PROVINCES CONSIDERED*

	2020	2021
No other states/provinces	66%	72%
New Hampshire	13%	10%
Vermont	9%	8%
Massachusetts	6%	6%
New York	8%	6%
Rhode Island	6%	4%
Connecticut	3%	3%
New Brunswick	3%	2%
Nova Scotia	3%	2%
Ontario	3%	2%
Prince Edward Island	3%	2%
Quebec	3%	2%
Newfoundland and Labrador	2%	1%
Other	6%	5%

ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	42%	38%
Type of Promotion*:	Base: 42%	Base: 38%
Social media	42%	41%
Internet	35%	35%
Cable or satellite television	23%	18%
Magazine	21%	18%
Traveler reviews/blogs	16%	13%
Maine travel/visitor guide	19%	12%
Newspaper	13%	12%
VisitMaine.com	11%	11%
Radio	16%	11%
Online streaming service	10%	10%
Music/podcast streaming	10%	8%
Billboard	11%	7%
Brochure	12%	7%
Deal - based promotion	6%	4%
AAA	8%	4%
Other	6%	5%
Not sure	1%	1%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

	2020	2021
New England	54%	30%
Mid-Atlantic	15%	23%
Southeast	12%	22%
Midwest	4%	11%
West	2%	6%
Southwest	3%	4%
Canada	9%	3%
International	1%	1%

ORIGIN STATE/PROVINCE

	2020	2021
Maine	31%	17%
Florida	8%	10%
New York	6%	8%
Massachusetts	9%	5%
North Carolina	<1%	5%
Pennsylvania	2%	4%
Connecticut	4%	3%
Illinois	2%	3%
New Hampshire	7%	3%
New Jersey	3%	3%
Virginia	<1%	3%
Texas	<1%	3%

ORIGIN MARKET

	2020	2021
New York City ¹	5%	8%
Washington DC - Baltimore ²	2%	6%
Charlotte	1%	3%
Boston	4%	3%
Atlanta	1%	2%
Chicago	1%	2%
Orlando	2%	2%
Tampa - Clearwater - St. Petersburg	1%	2%
Miami - Ft. Lauderdale	3%	2%
Philadelphia	<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	2.4	2.4
By yourself	25%	30%
As a couple	37%	32%
As a family	27%	25%
With business associates	2%	2%
With other couples/friends	8%	10%
Other	1%	1%

TRAVEL WITH CHILDREN*

	2020	2021
No children	80%	83%
Children younger than 6	7%	6%
Children 6 - 12	10%	8%
Children 13 - 17	9%	9%

DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	49%	52%
Female	51%	48%

Education	2020	2021
High school or less	10%	11%
Some college or technical school	21%	18%
College or technical school graduate	47%	43%
Graduate school	22%	28%

Income	2020	2021
Less than \$25,000	8%	6%
\$25,000 - \$49,999	14%	11%
\$50,000 - \$74,999	21%	16%
\$75,000 - \$99,999	19%	19%
\$100,000 - \$149,999	21%	21%
\$150,000 - \$199,999	9%	14%
\$200,000 - \$249,999	4%	5%
\$250,000 or more	4%	8%

DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	57%	57%
Employed part-time	9%	9%
Contract/freelance/temporary employee	6%	6%
Retired	15%	17%
Not currently employed	7%	4%
Student	6%	6%

Race	2020	2021
White	87%	87%
Black	4%	4%
Asian	4%	4%
Hispanic	4%	3%
Indigenous	1%	1%
Other	<1%	1%

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

NEW & RETURNING VISITORS

	2020	2021
This is my first time	23%	26%
2 - 5 times	31%	28%
6 - 10 times	16%	14%
11+ times	30%	32%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

	2020	2021
Drove to Maine	72%	69%
Flew into Bangor Intl Airport	15%	9%
Flew into Portland Intl Jetport	2%	5%
Took a motor coach tour or bus	3%	5%
Flew into another airport	<1%	3%
Flew into Northern Maine Regional Airport	2%	3%
Flew into Boston Logan Intl	2%	2%
Traveled by train	1%	2%
Flew into Augusta State Airport	1%	<1%
Flew into Knox County Regional Airport	1%	<1%
Flew into LaGuardia Intl Airport	1%	<1%
Other	<1%	2%

LENGTH OF STAY

	2020	2021
Average Length of Stay	5.8	6.9
Not staying overnight	26%	25%
1 night	8%	5%
2 nights	10%	9%
3 nights	10%	9%
4 nights	7%	10%
5+ nights	39%	42%

ACCOMMODATIONS

	2020	2021
Not spending the night	26%	25%
Hotel/motel/resort	29%	24%
Friends/family home	17%	22%
Vacation rental home	7%	9%
Personal second home	5%	7%
Bed & Breakfast/Inn	5%	5%
Campground/RV Park	3%	4%
Wilderness camping	5%	3%
Sporting camp/wilderness lodge	3%	2%
Outdoor Outfitter	<1%	<1%
Other	<1%	<1%

BOOKING

	2020	2021
Directly with the hotel/condo	34%	40%
Online travel agency	26%	22%
Airbnb	15%	13%
Short term rental service	9%	10%
Vacation rental company	2%	3%
Offline travel agent	2%	1%
Group tour operator	1%	1%
Travel package provider	3%	1%
Other	8%	9%

IN-MARKET RESOURCES*

	2020	2021
Navigation website/apps	33%	38%
Restaurant website/app	20%	16%
Visitor Information Centers	12%	14%
Personal social media	12%	12%
Hotel/resort website/app	11%	11%
Materials from hotel/campground	12%	11%
Trip planning app	11%	10%
Destination social media	12%	10%
VisitMaine.com	10%	9%
Booking website/app	9%	8%
Airline website/app	5%	5%
Chambers of Commerce	3%	2%
VisitBarHarbor.com	4%	2%
Other	5%	4%
None	37%	38%

*Multiple responses permitted.

ACTIVITIES*

	2020	2021
Food/beverage/culinary	67%	65%
Touring/sightseeing	59%	53%
Active outdoor activities	55%	53%
Shopping	41%	35%
Water activities	28%	26%
History/culture	14%	16%
Astrotourism	-	8%
Business conference/meeting	6%	7%
Entertainment/attractions	8%	6%
Other	9%	10%

OTHER STATES/PROVINCES VISITED*

	2020	2021
No other states/provinces	75%	78%
New Hampshire	12%	11%
Massachusetts	8%	8%
New York	6%	7%
Vermont	5%	5%
Connecticut	3%	3%
Rhode Island	5%	3%
New Brunswick	2%	1%
Newfoundland and Labrador	2%	1%
Nova Scotia	2%	1%
Ontario	2%	1%
Prince Edward Island	1%	1%
Quebec	2%	1%
Other	2%	3%

TRAVELING IN MAINE*

	2020	2021
Downeast & Acadia	36%	38%
Greater Portland & Casco Bay	26%	20%
Midcoast & Islands	16%	17%
Kennebec Valley	15%	16%
The Maine Beaches	20%	14%
Aroostook County	13%	13%
Maine Lakes & Mountains	15%	13%
No other regions	20%	23%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	98%	97%
Would not recommend Maine	1%	1%
Not sure	1%	2%

	2020	2021
Definitely recommend region	86%	73%
Probably would recommend region	11%	12%
Would not recommend region	0%	0%
Not sure	3%	15%

RETURNING TO MAINE

	2020	2021
Definitely will return	83%	79%
Probably will return	14%	16%
Probably will not return	1%	1%
Not sure	2%	4%

THE MAINE HIGHLANDS

2021 Visitor Tracking & Economic Impact Report

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