MAINE LAKES & MOUNTAINS

2021 Economic Impact & Visitor Tracking Report
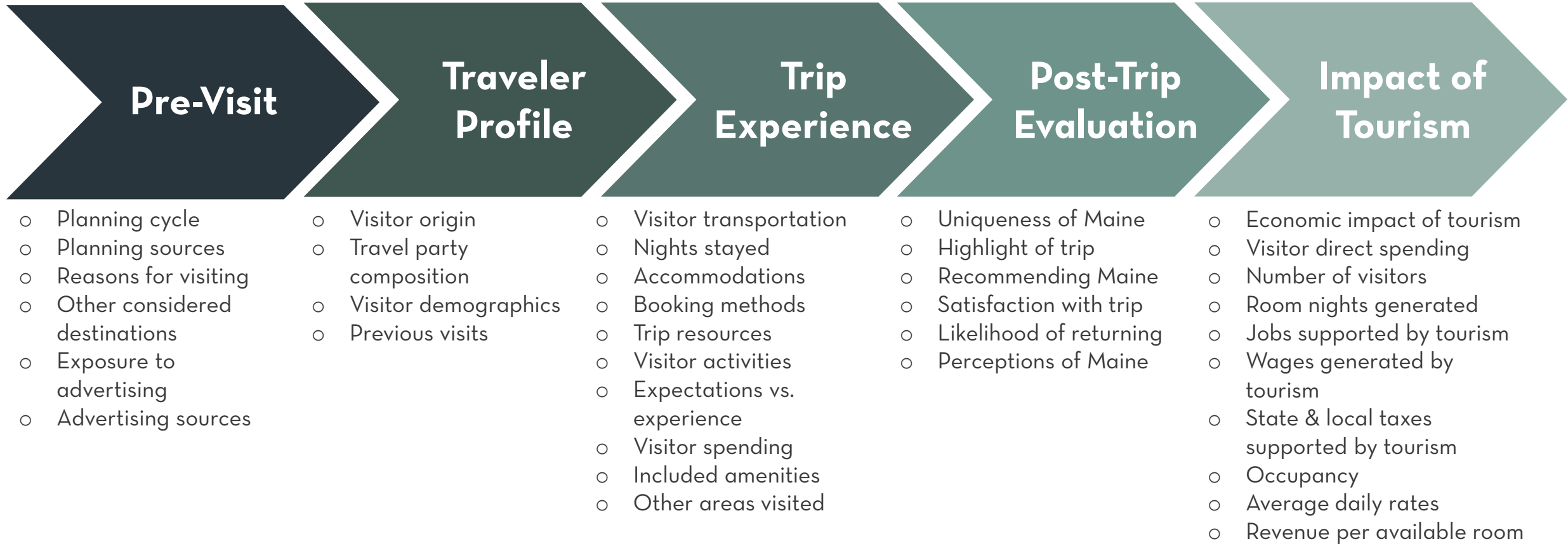
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INTRODUCTION

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 Lakes & Mountains** region.

Pre-Visit

- o Planning cycle
- o Planning sources
- o Reasons for visiting
- o Other considered destinations
- o Exposure to advertising
- o Advertising sources

Traveler Profile

- o Visitor origin
- o Travel party composition
- o Visitor demographics
- o Previous visits

Trip Experience

- o Visitor transportation
- o Nights stayed
- o Accommodations
- o Booking methods
- o Trip resources
- o Visitor activities
- o Expectations vs. experience
- o Visitor spending
- o Included amenities
- o Other areas visited

Post-Trip Evaluation

- o Uniqueness of Maine
- o Highlight of trip
- o Recommending Maine
- o Satisfaction with trip
- o Likelihood of returning
- o Perceptions of Maine

Impact of Tourism

- o Economic impact of tourism
- o Visitor direct spending
- o Number of visitors
- o Room nights generated
- o Jobs supported by tourism
- o Wages generated by tourism
- o State & local taxes supported by tourism
- o Occupancy
- o Average daily rates
- o Revenue per available room

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METHODOLOGY

Visitor Tracking

357 interviews were completed with visitors to the Maine Lakes & Mountains online and in-person at attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2020, and November 31st, 2021.*

Economic Impact

Total economic impact of tourism on the Maine Lakes & Mountains 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)

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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.

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Compared to visitors to other regions, visitors to Maine Lakes & Mountains region are more likely to:

» Utilize Traveler reviews/blogs/stories to plan their trip
» Visit Maine for the primary purpose of nature & bird watching
» Consider other states for their trip
» Have noticed advertising for Maine
» Be from New England states
» Stay at a campground/RV Park during their trip
» Participate in active outdoor activities during their trip

TRIP PLANNING CYCLE : IMPACT OF TOURISM

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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ECONOMIC IMPACT

Visitor spending in 2021 generated

$1,768,002,500

in economic impact to the Maine Lakes & Mountains region

DIRECT SPENDING

Visitors who took a trip to the Maine Lakes & Mountains region in 2021 spent

$1,116,494,700

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

The Maine Lakes & Mountains region attracted

2,002,000

visitors in 2021

ROOM NIGHTS

Visitors to the Maine Lakes & Mountains region generated

1,560,700

room nights in paid accommodations in 2021

JOBS SUPPORTED

Visitors' direct spending in Maine Lakes & Mountains supported

15,900

jobs, while the total economic impact of tourism supported

20,300

jobs in the region in 2021

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WAGES SUPPORTED

Visitors' direct spending in Maine Lakes & Mountains supported

$421,639,300

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

$616,167,700

in wages and salaries in 2021

VISITORS CREATE JOBS

A Maine Lakes & Mountains region job is supported by every

99

visitors

HOUSEHOLD SAVINGS

Visitors to the Maine Lakes & Mountains region saved local residents

$1,194

in taxes per household in 2021

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LODGING METRICS

| Lodging Metrics[1]	2020	2021	% Change
Occupancy (%)	35.0%	50.2%	+ 43.4%
Average Daily Rate	$139.94	$151.52	+ 8.3%
Revenue per Available Room	$48.98	$76.06	+ 55.3%
Total Accommodations Revenue	$121,468,500	$206,166,900	+ 69.7%

TRIP PLANNING CYCLE

» **40%** of visitors started planning their trip to the Maine Lakes & Mountains less than a month in advance

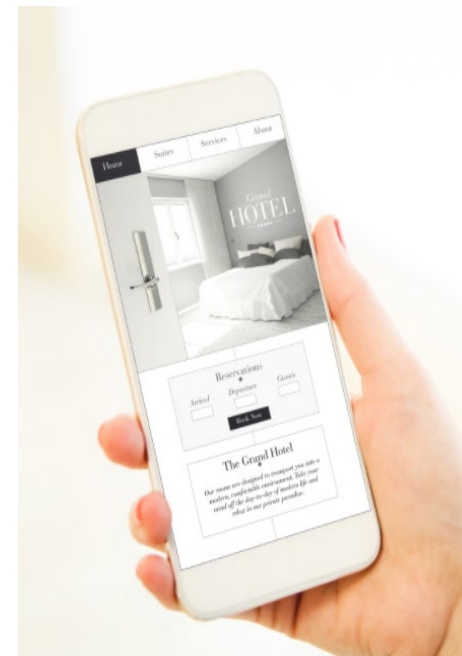» **48%** of visitors booked their trip/decided to visit the Maine Lakes & Mountains less than a month in advance

TOP ONLINE TRIP PLANNING SOURCES*

29% Online search engines
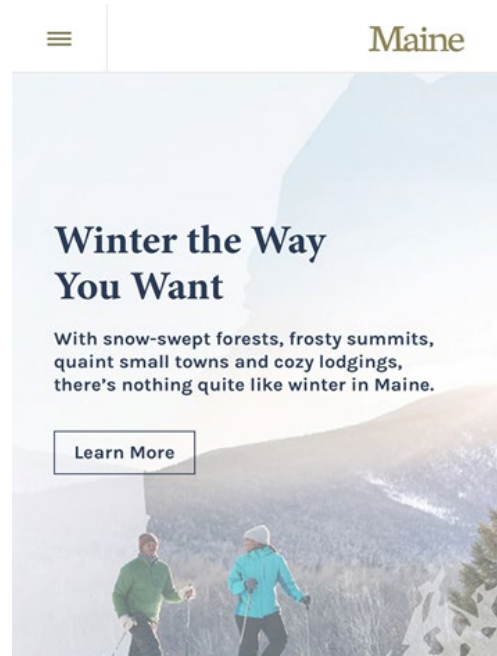
14% VisitMaine.com

13% Hotel websites

13% Traveler reviews/blogs/websites

TOP OFFLINE TRIP PLANNING SOURCES*

30% Advice from friends/family

15% Articles or travelogues

14% AAA

*Multiple responses permitted.

TOP REASONS FOR VISITING*

33% Relax and unwind

26% Sightseeing/touring

24% Visiting friends/relatives

*Up to three responses permitted.

CONSIDERING MAINE AS A DESTINATION

» **60%** of visitors to the Maine Lakes & Mountains did not consider visiting any U.S. state or Canadian province other than Maine while planning their trip

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» Nearly **Half** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to the Maine Lakes & Mountains

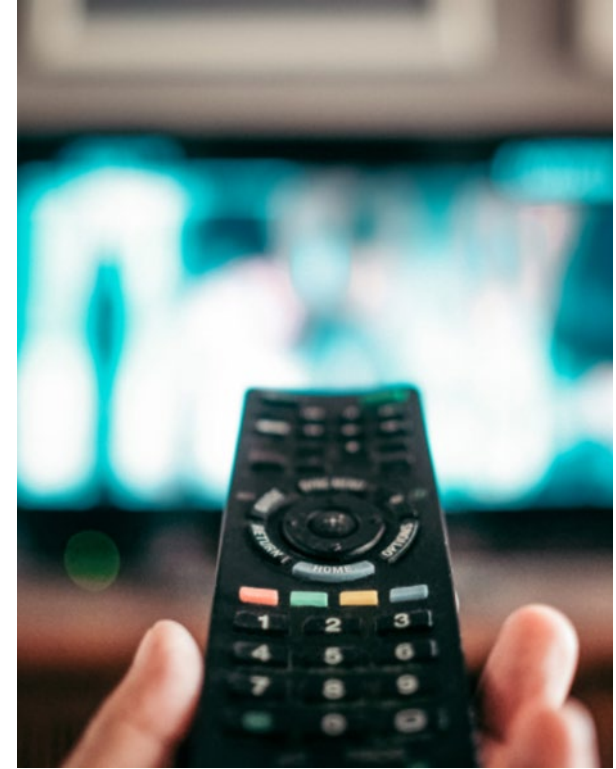# TOP SOURCES OF ADVERTISING EXPOSURE*

36% Social media

35% Internet

17% Magazine

15% Cable or satellite television

*Multiple responses permitted.
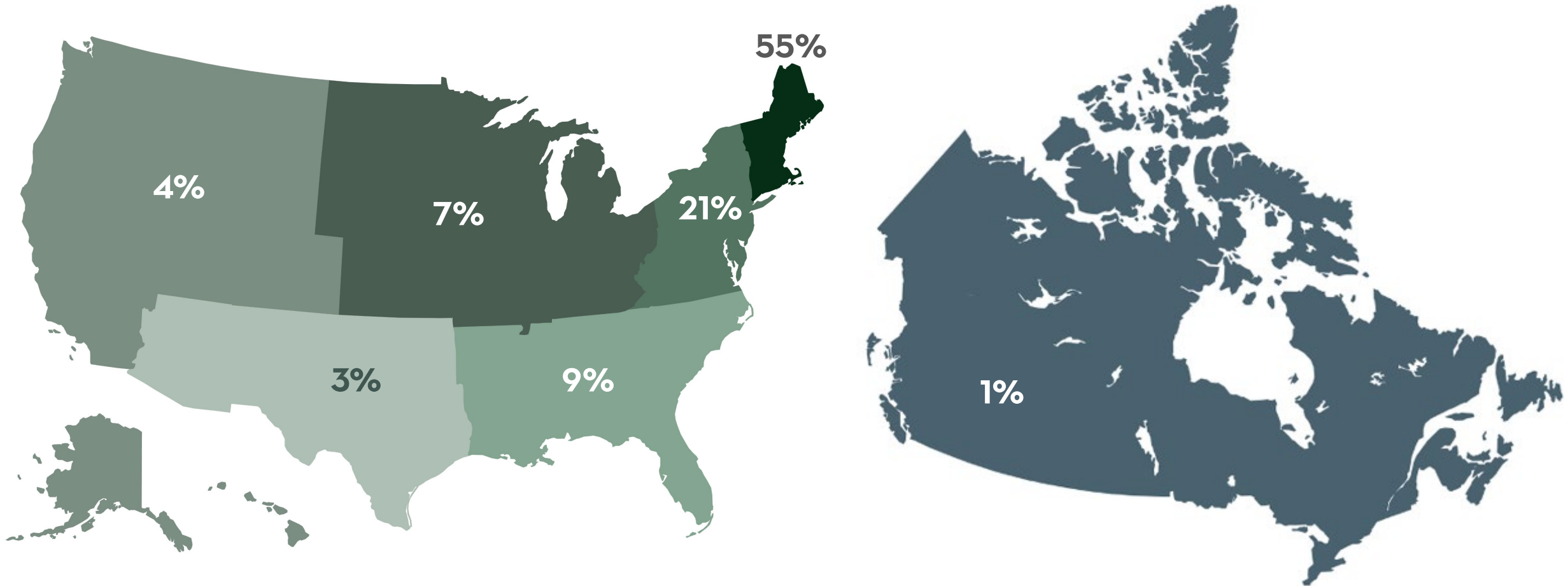
TRIP PLANNING CYCLE : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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REGIONS OF ORIGIN

<1% of visitors traveled to Maine Lakes & Mountains from outside of the U.S. and Canada.
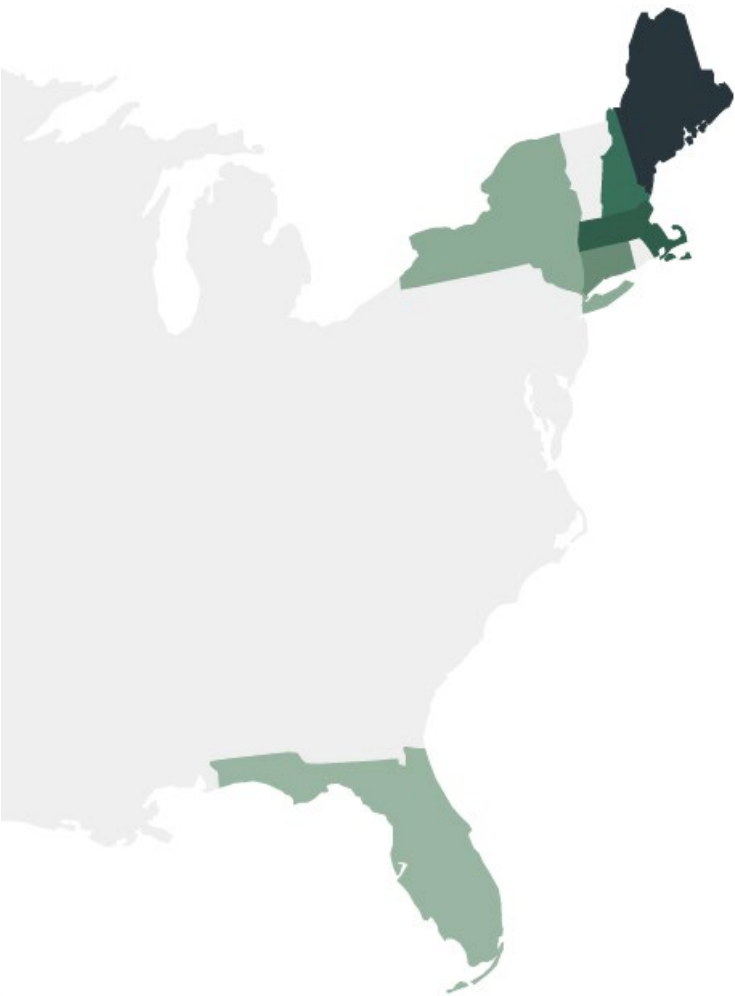
TOP ORIGIN MARKETS

12% New York City[1]

10% Boston, MA
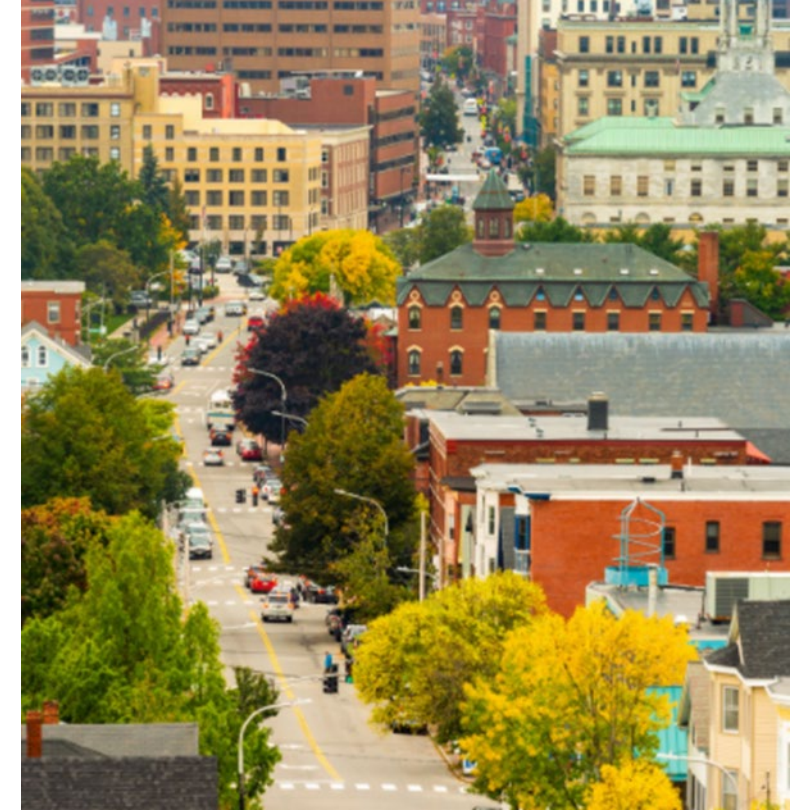
5% Portland, ME

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

TRAVEL PARTIES

The typical visitor to the Maine Lakes & Mountains traveled with **2.7** people in their visitor party

24% of visitors traveled with at least one person under the age of 18 in their travel party

DEMOGRAPHIC PROFILE

44 Years old[1]

50% Male*

91% White/Caucasian

*Of visitors interviewed.
[1] Median age.

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LIFESTYLE PROFILE

78% Married/domestic partnership

77% Employed

$92,400 Annual household income[1]
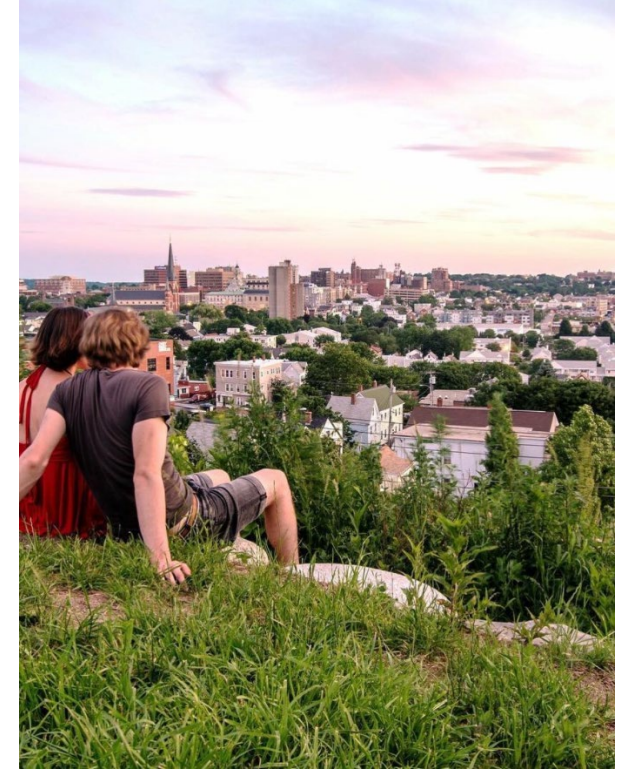
78% College graduate

[1] Median household income.

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NEW & RETURNING VISITORS

» **21%** of visitors to the Maine Lakes & Mountains were traveling in Maine for the first time

» Nearly **2 in 5** visitors to the Maine Lakes & Mountains had previously traveled in Maine more than 10 times

TRIP PLANNING CYCLE : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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TRANSPORTATION

» **86%** of visitors drove to the Maine Lakes & Mountains
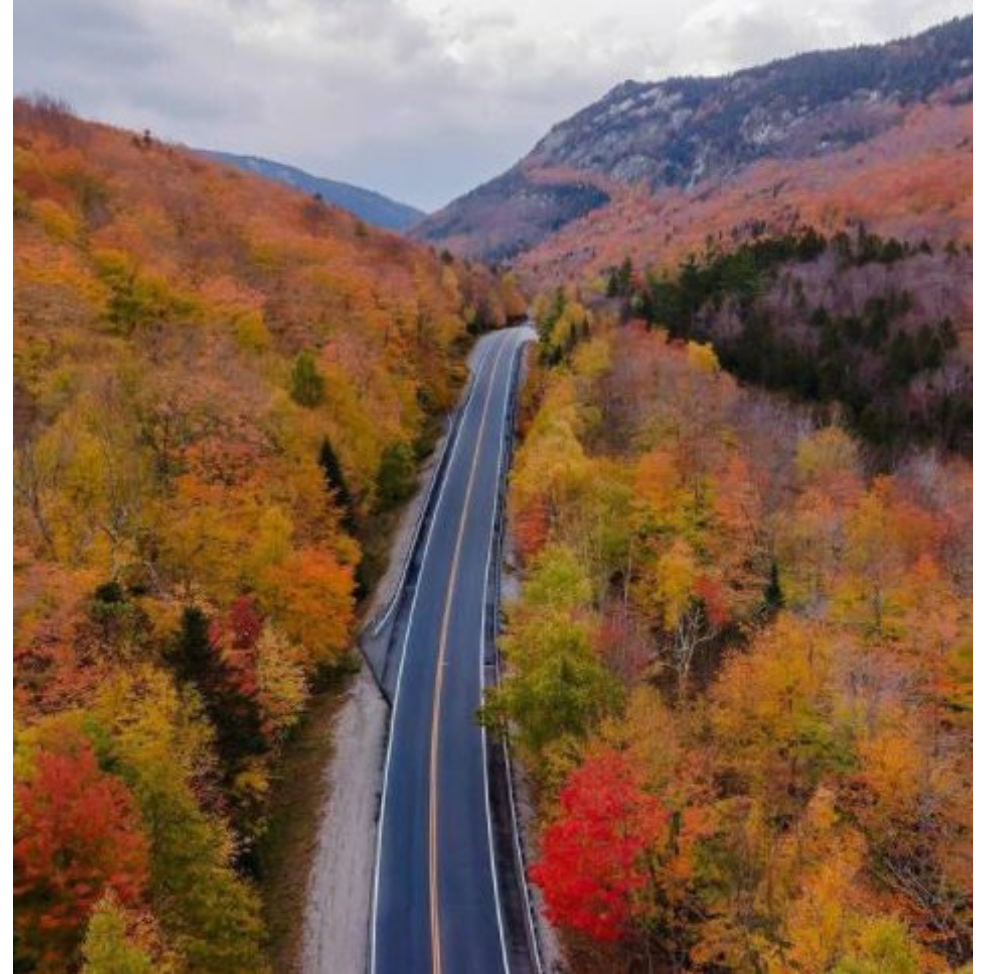
NIGHTS STAYED

» **70%** of visitors to the Maine Lakes & Mountains spent one or more nights in Maine

» Typical visitors to the Maine Lakes & Mountains stayed **6.0** nights in Maine

TOP ACCOMMODATIONS*

30% Did not stay overnight

20% Hotel/motel/resort

12% Friends/family home

*Multiple responses permitted.

TOP IN-MARKET VISITOR RESOURCES*

38% Navigation websites/apps

20% Visitor information centers
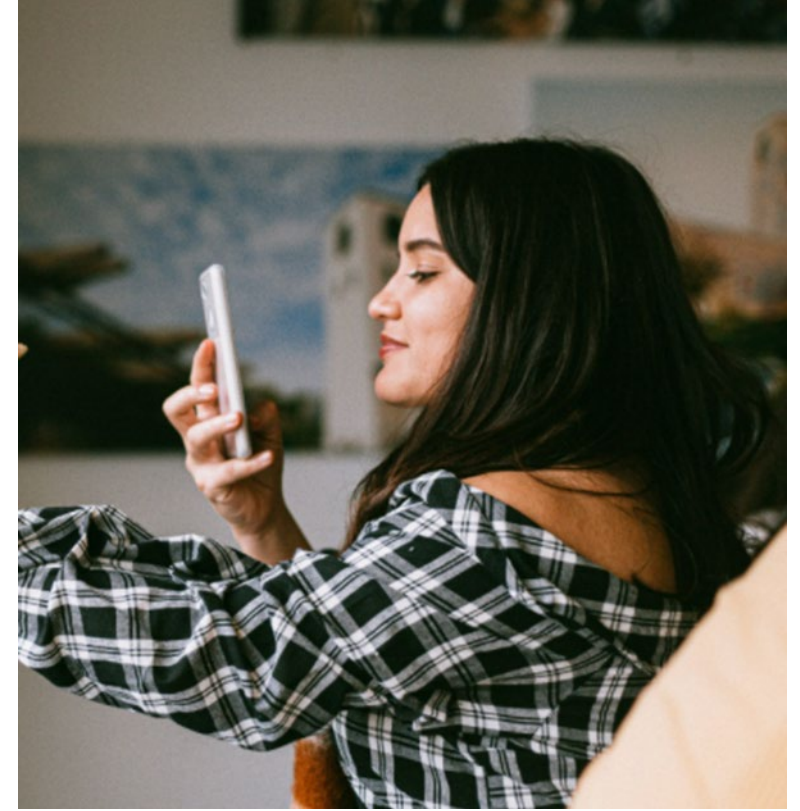
17% Restaurant website/app

*Multiple responses permitted.

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TOP VISITOR ACTIVITIES*

56% Food/beverage/culinary

55% Active outdoor activities
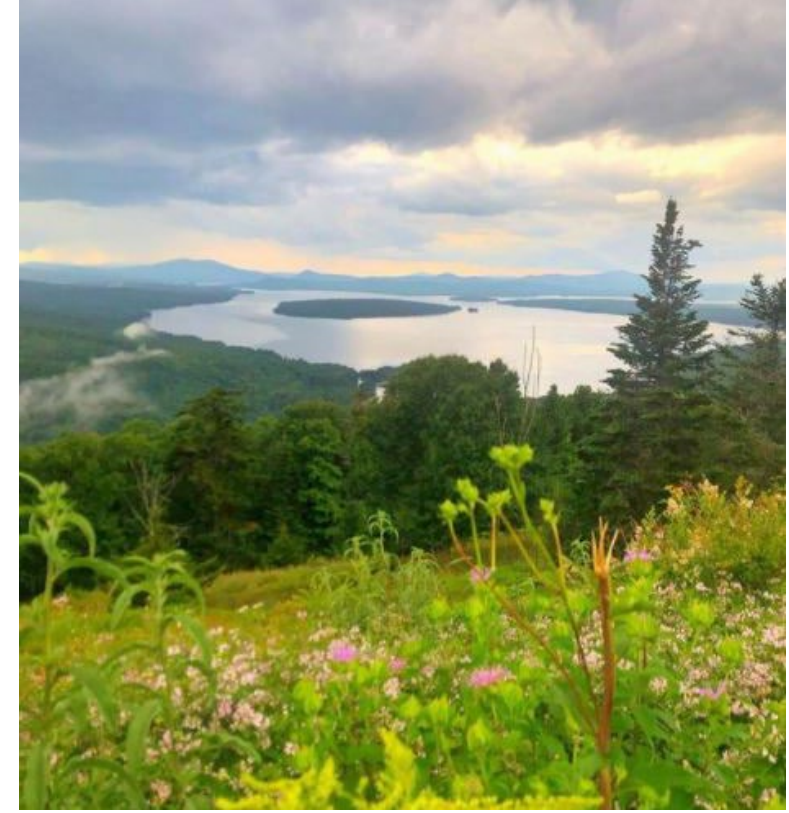
45% Touring/sightseeing

*Multiple responses permitted.

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VISITING OTHER STATES & PROVINCES

» **63%** of visitors did not visit any other U.S. state or Canadian province on their trip to the Maine Lakes & Mountains

» Visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip

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TRAVELING WITHIN MAINE

» **68%** of visitors traveled to regions other the Maine Lakes & Mountains during their trip in Maine

» **1 in 4** visitors to the Maine Lakes & Mountains also visited Greater Portland & Casco Bay or The Maine Beaches during their trip

Pre-Visit ▸ Traveler Profile ▸ Trip Experience ▸ **Post-Trip Evaluation** ▸ Impact of Tourism

» **99%** of visitors would recommend Maine to a friend or relative as a vacation destination

» **98%** of visitors would recommend the Maine Lakes & Mountains as a place to visit or vacation (**85%** would definitely recommend the Maine Lakes & Mountains region)

» **91%** of visitors to the Maine Lakes & Mountains will likely return to Maine for a future visit or vacation (**80%** of visitors "definitely will return" to Maine for a vacation in the future)

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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.

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TRIP PLANNING CYCLE : IMPACT OF TOURISM

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

ECONOMIC IMPACT INDICATORS

Economic Impact	2020	2021	% Change
Visitors	1,528,800	2,002,000	+ 31.0%
Room nights generated	868,000	1,560,700	+ 79.7%
Direct expenditures	$613,893,200	$1,116,494,700	+ 81.9%
Total economic impact	$994,507,000	$1,768,002,500	+ 77.8%

IMPACT OF TOURISM

Maine Jobs	2020	2021	% Change
Jobs supported (direct)	8,600	15,900	+ 84.9%
Total impact of tourism on Maine jobs	11,200	20,300	+ 81.3%

Maine Wages	2020	2021	% Change
Wages paid (direct)	$230,293,200	$421,639,300	+ 83.1%
Total impact of tourism on Maine wages	$342,897,400	$616,167,700	+ 79.7%

IMPACT OF TOURISM

Return on Investment	2020	2021
Visitors per job supported	137	99
State & local taxes supported	$96,262,900	$148,609,400
Tax savings per household	$773	$1,194

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LODGING METRICS

Lodging Metrics[1]	2020	2021	% Change
Occupancy (%)	35.0%	50.2%	+ 43.4%
Average Daily Rate	$139.94	$151.52	+ 8.3%
Revenue per Available Room	$48.98	$76.06	+ 55.3%
Total Accommodations Revenue	$121,468,500	$206,166,900	+ 69.7%

TRIP PLANNING CYCLE

» **40%** of visitors started planning their trip within a month of their trip

» **23%** of visitors have planning windows longer than 4 months

» **48%** of visitors have a booking window of less than 1 month

» Few visitors **(18%)** booked accommodations 5 months or more in advance

Beginning of Trip Planning Cycle

A week or less	23%
2 - 3 weeks	17%
1 - 2 months	23%
3 - 4 months	14%
5 - 6 months	8%
7 months - 1 year	7%
More than 1 year	8%

Booked Accommodations/Made Trip Decisions

A week or less	29%
2 - 3 weeks	19%
1 - 2 months	21%
3 - 4 months	13%
5 - 6 months	7%
7 months - 1 year	7%
More than 1 year	4%
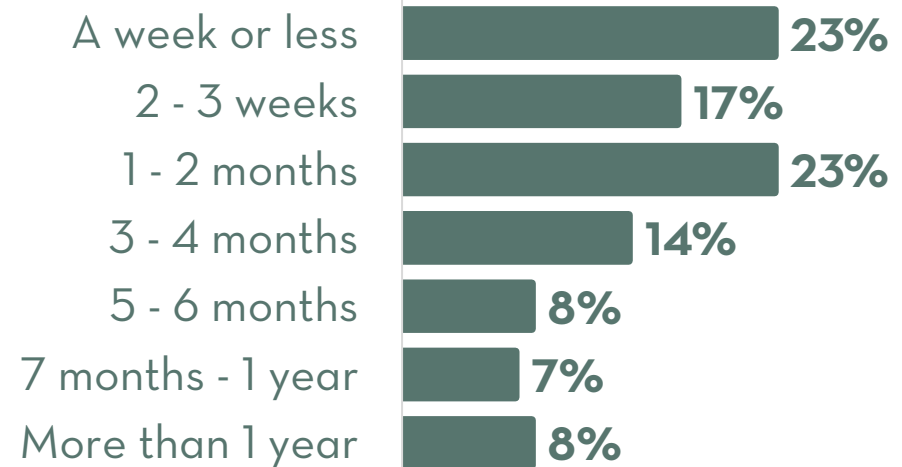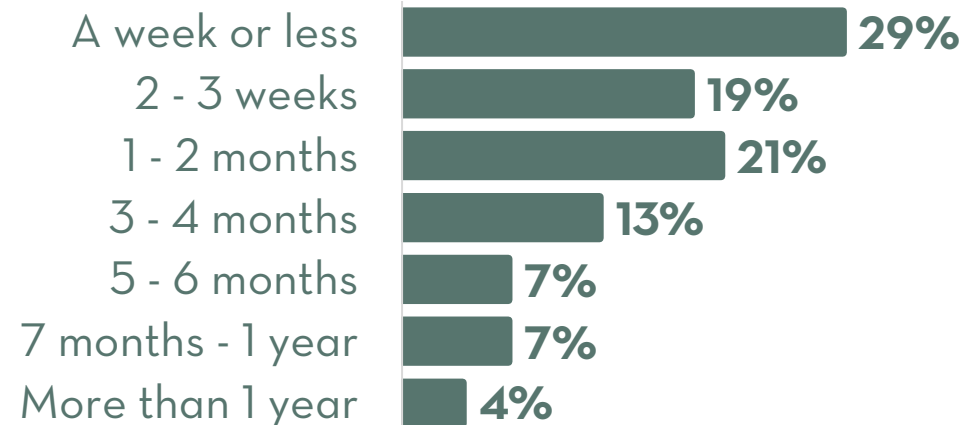
ONLINE TRIP PLANNING SOURCES*

» **68%** of visitors used one or more online resources to help them plan their trip in Maine

» **29%** of visitors used an online search engine, such as Google, to help them plan their trip in Maine

» **14%** of visitors used VisitMaine.com, and **12%** used MaineTourism.com

Source	%
Online search engines	29%
VisitMaine.com	14%
Hotel websites	13%
Traveler reviews/blogs/stories	13%
Online travel agency	12%
MaineTourism.com	12%
TripAdvisor	11%
Facebook	11%
YouTube	11%
Instagram	10%
Visit Maine social media	10%
Airbnb	9%
Airline websites	7%
MaineLakesandMountains.com	7%
VRBO/HomeAway	6%
Twitter	6%
Vacation rental websites	5%
TheMaineBeaches.com	5%
DiscoverNewEngland.com	5%
DowneastAcadia.com	4%
MainesMidCoast.com	4%
VisitPortland.com	3%
TheMaineHighlands.com	3%
VisitBarHarbor.com	2%
KennebecValley.org	2%
VisitAroostook.com	2%
Other	11%
None	32%

*Multiple responses permitted.

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OFFLINE TRIP PLANNING SOURCES*

» **30%** of visitors relied on advice from their friends and family to help them plan their trip to the Maine Lakes & Mountains

» **44%** of visitors did not use any other resources to help them plan their trip to the Maine Lakes & Mountains

Source	%
Advice from friends/family	30%
Articles or travelogues	15%
AAA	14%
Travel guides/brochures	13%
Travel books & magazines	12%
Travel planning apps	9%
Called the Maine Office of Tourism	7%
Visitor Guide	6%
Travel agent	6%
Visit Maine e-newsletter	5%
Called local convention and visitors bureaus	5%
Called another Maine Tourism/Lodging Association	4%
Called local Chambers of Commerce	3%
Other	7%
None	44%

*Multiple responses permitted.

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REASONS FOR VISITING*

» **1 in 3** visitors primarily traveled to the Maine Lakes & Mountains to relax and unwind

» **1 in 4** visitors came to the Maine Lakes & Mountains for sightseeing/touring

Reason	%
Relax and unwind	33%
Sightseeing/touring	26%
Visiting friends/relatives	24%
Nature & bird watching	23%
Active outdoor activities	12%
Beach	10%
Snow activities	9%
Special occasion	8%
Water activities	8%
Shopping	6%
Attractions	6%
Culture/museums/history	6%
Special event	4%
Conference/meeting	3%
Sporting event	1%
Astrotourism	1%
Other	10%

*Multiple responses permitted.

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OTHER STATES & PROVINCES CONSIDERED*

» **60%** of visitors considered visiting **ONLY** Maine while planning their trip to the Maine Lakes & Mountains

» Visitors were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province

Category	Percent
No other states/provinces	60%
New Hampshire	23%
Vermont	16%
New York	12%
Massachusetts	11%
Rhode Island	5%
Connecticut	4%
Nova Scotia	3%
Ontario	3%
Prince Edward Island	3%
Quebec	3%
New Brunswick	2%
Newfoundland and Labrador	2%
Not sure	1%
Other	3%

*Multiple responses permitted.

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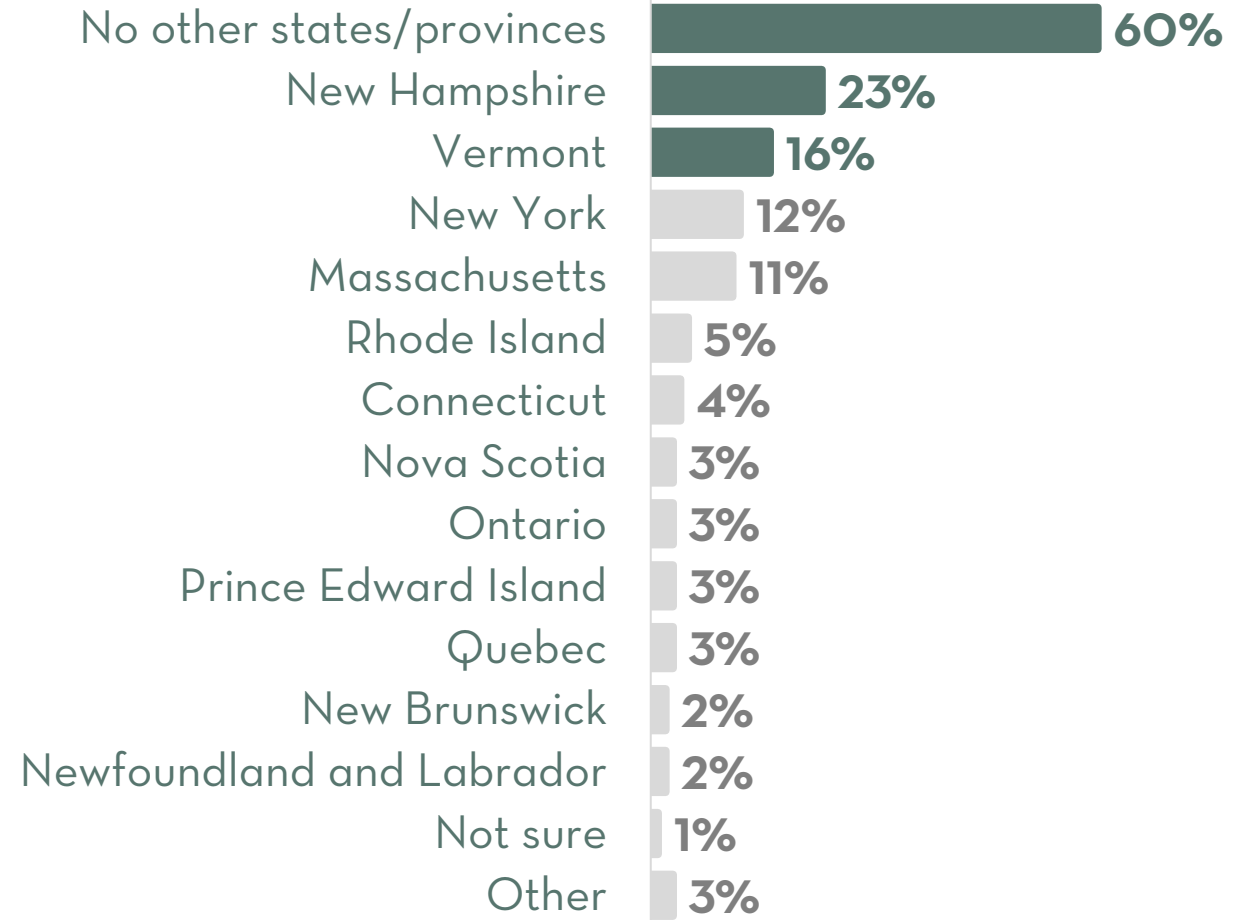
PRE-TRIP EXPOSURE TO ADVERTISING*

» **48%** of visitors noticed advertising or promotions for Maine prior to their trip to the Maine Lakes & Mountains

» Visitors who were exposed to this advertising primarily saw it on the **social media** or **the internet**
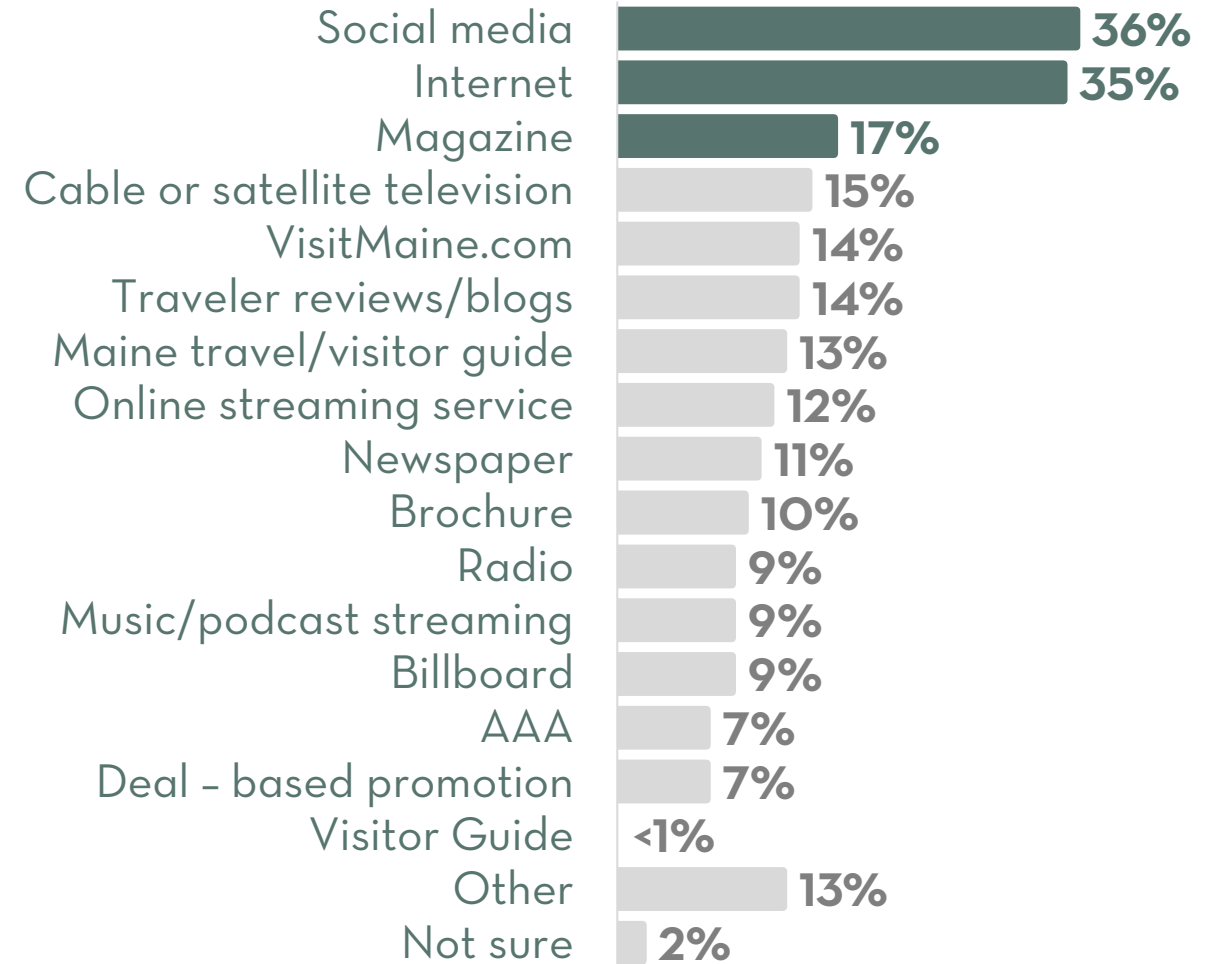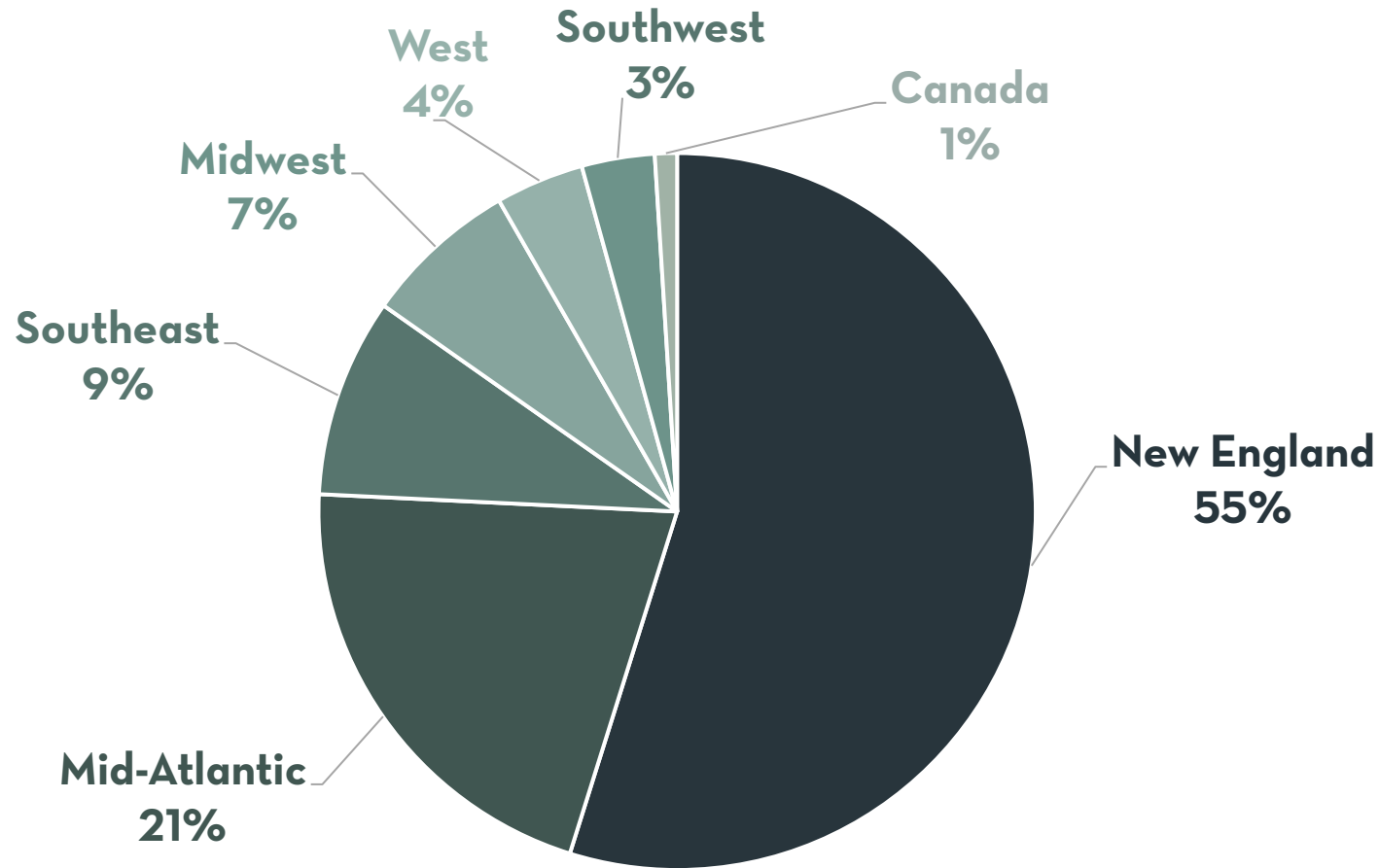
Social media	36%
Internet	35%
Magazine	17%
Cable or satellite television	15%
VisitMaine.com	14%
Traveler reviews/blogs	14%
Maine travel/visitor guide	13%
Online streaming service	12%
Newspaper	11%
Brochure	10%
Radio	9%
Music/podcast streaming	9%
Billboard	9%
AAA	7%
Deal – based promotion	7%
Visitor Guide	<1%
Other	13%
Not sure	2%

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

VISITOR ORIGINS

Southwest 3%

West 4%

Midwest 7%

Southeast 9%

Canada 1%

New England 55%

Mid-Atlantic 21%

<1% of visitors traveled to Maine Lakes & Mountains from outside of the U.S. and Canada.

TOP ORIGIN STATES & PROVINCES

» **47%** of visitors were from Maine, New York, or Massachusetts

» **77%** visitors came from **11** U.S. states and Canadian provinces

» **1 in 5** visitors were traveling from other cities/towns in Maine

State/Country	Percent
Maine	21%
Massachusetts	14%
New York	12%
New Hampshire	8%
Connecticut	5%
Florida	4%
Pennsylvania	3%
Maryland	3%
Vermont	3%
North Carolina	2%
New Jersey	2%

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TOP ORIGIN MARKETS

» More visitors traveled to the Maine Lakes & Mountains from the **New York City** and **Boston metro areas** than from any other markets

» **Nearly 2 in 5** visitors traveled from **7** markets in Maine and other U.S. states

Market	Percent
New York City[1]	12%
Boston	10%
Portland, ME	5%
Washington DC – Baltimore[2]	4%
Brockton, MA	3%
Philadelphia	2%
Conway, NH	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 Lakes & Mountains with a party of **2.7** people

» **2 in 5** visitors traveled as a couple

» **24%** of visitors traveled in the Maine Lakes & Mountains with children in their travel party

Travel Party Composition

By yourself	19%
As a couple	40%
As a family	30%
With other couples/friends	1%
With business associates	1%
In a tour group	9%
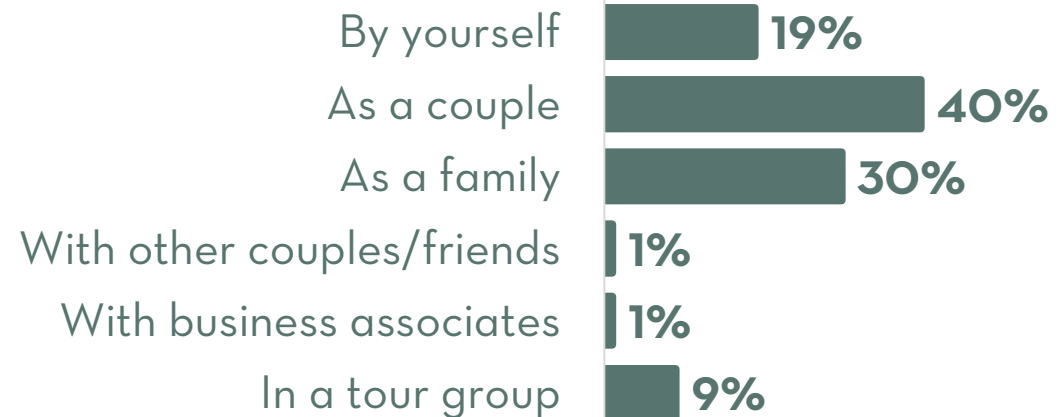
Children in Travel Party*

No children	76%
Children younger than 6	8%
Children 6 – 12	14%
Children 13 – 17	11%

*Multiple responses permitted.

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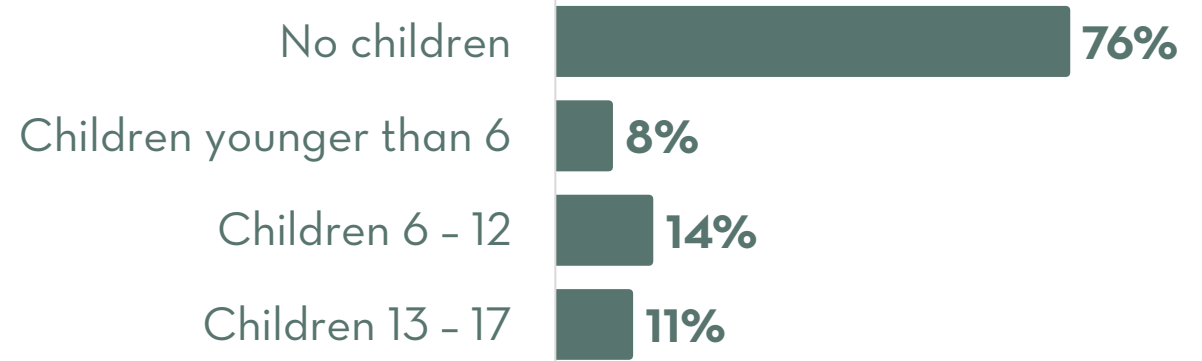
AGE

» The average age of visitors to Downeast & Acadia is **44** years old

Age	Percentage
Under 25	5%
25 - 34	20%
35 - 44	26%
45 - 54	18%
55 - 65	19%
Over 65	12%
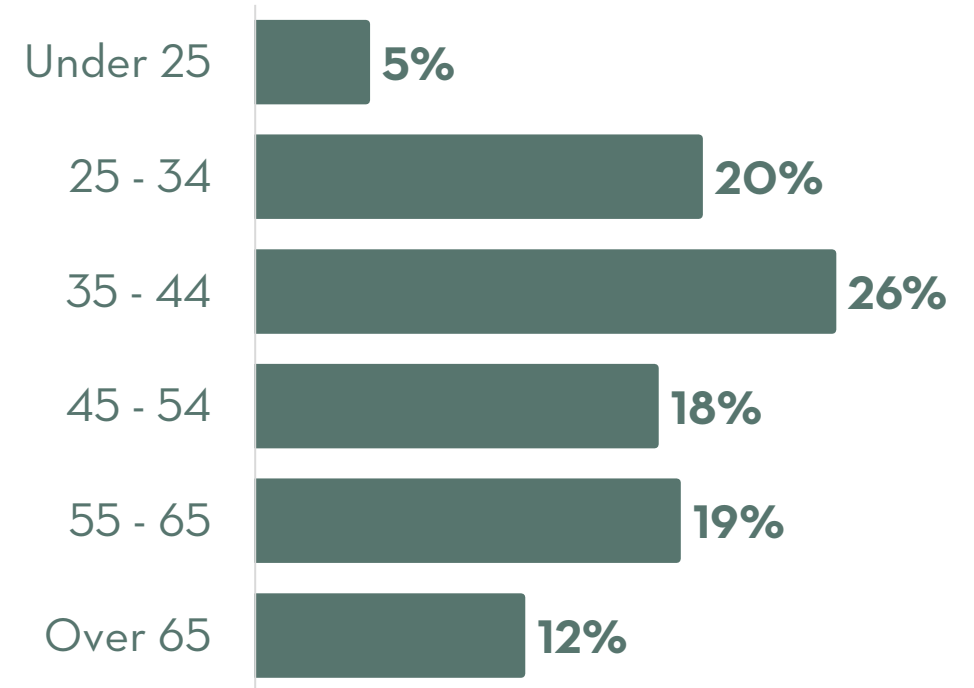
GENDER

» There was an **even split** between male and female visitors to the Maine Lakes & Mountains region

Female
50%
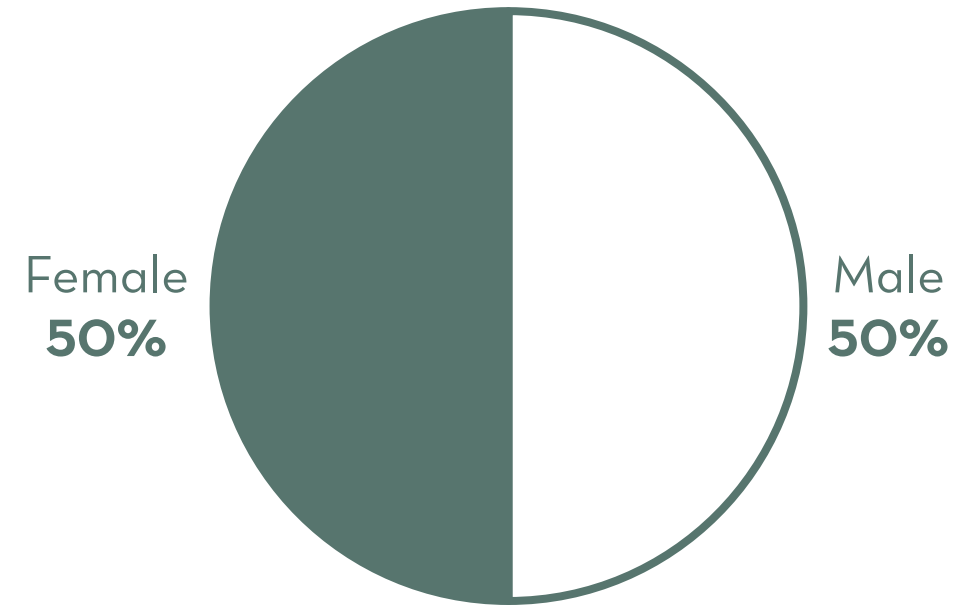
Male
50%

EDUCATIONAL ATTAINMENT

» Visitors to the Maine Lakes & Mountains have substantial formal educations, with **nearly 4 in 5** having at least a college or technical school degree, and **27%** possessing a graduate degree

High school or less — **8%**

Some college or technical school — **14%**

College or technical school graduate — **51%**

Graduate school — **27%**

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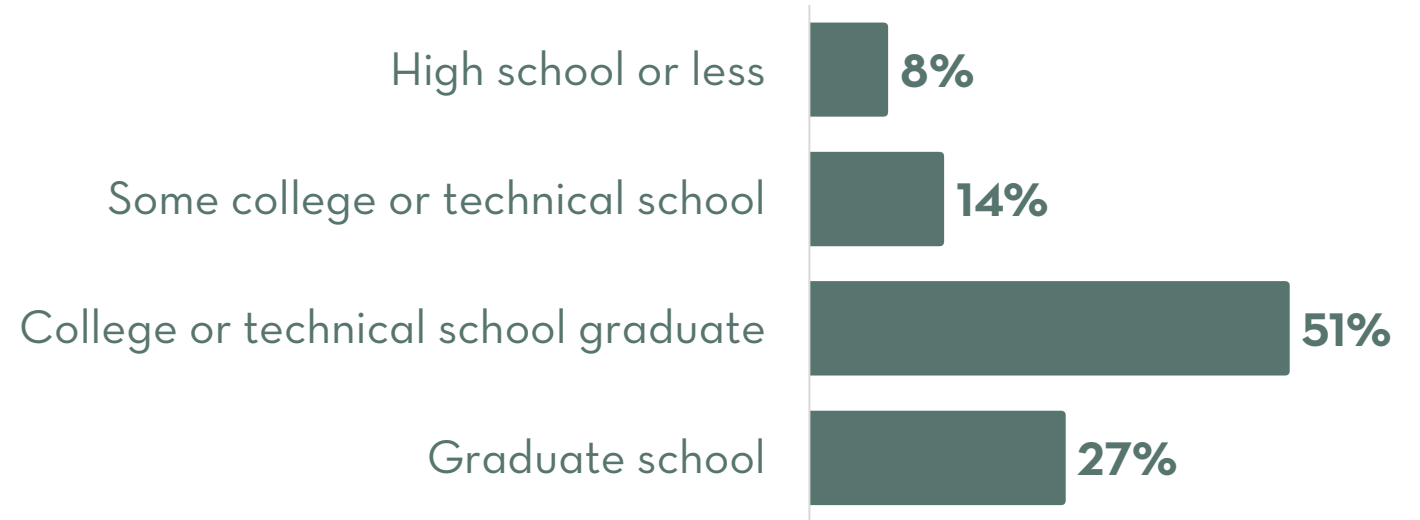
MARITAL STATUS

» **Nearly 4 in 5** visitors to the Maine Lakes & Mountains were married or living with their partner

Single/widowed
22%

Married/domestic partnership
78%
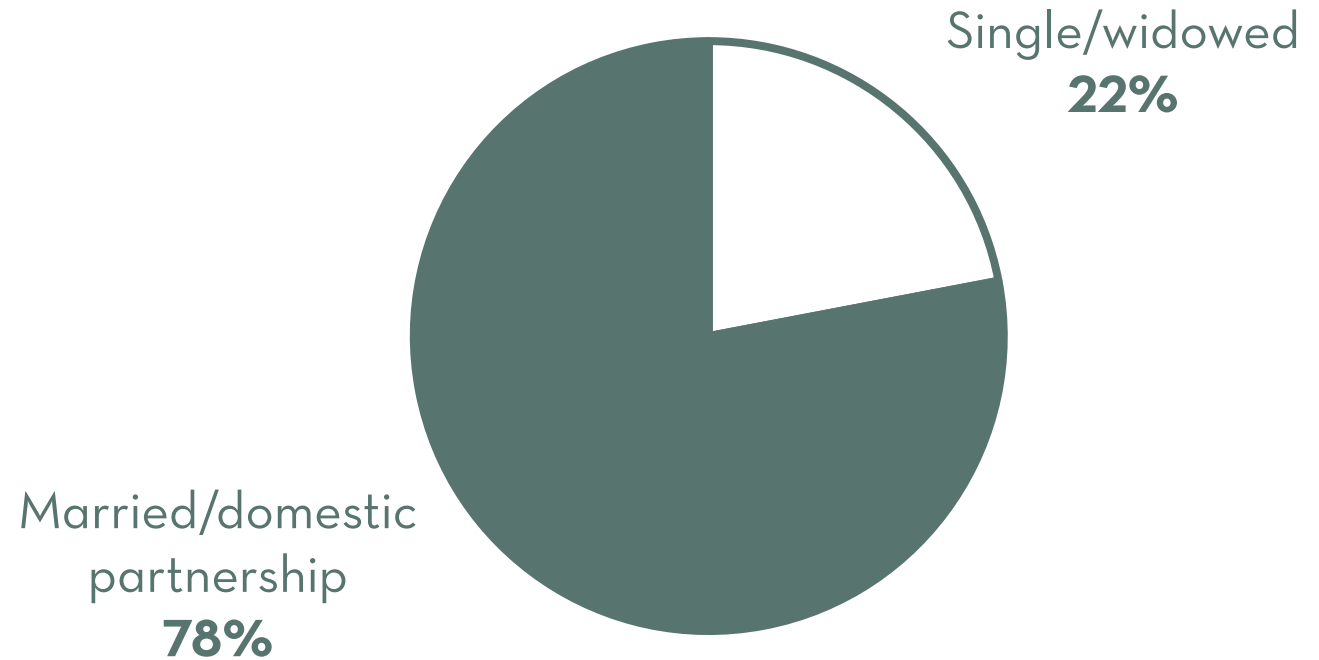
EMPLOYMENT STATUS

» **Nearly 4 in 5** visitors to the Maine Lakes & Mountains were employed, most full-time

Employed full-time — 55%

Employed part-time — 12%

Contract/freelance/temporary — 10%

Retired — 15%

Not currently employed — 4%

Student — 4%
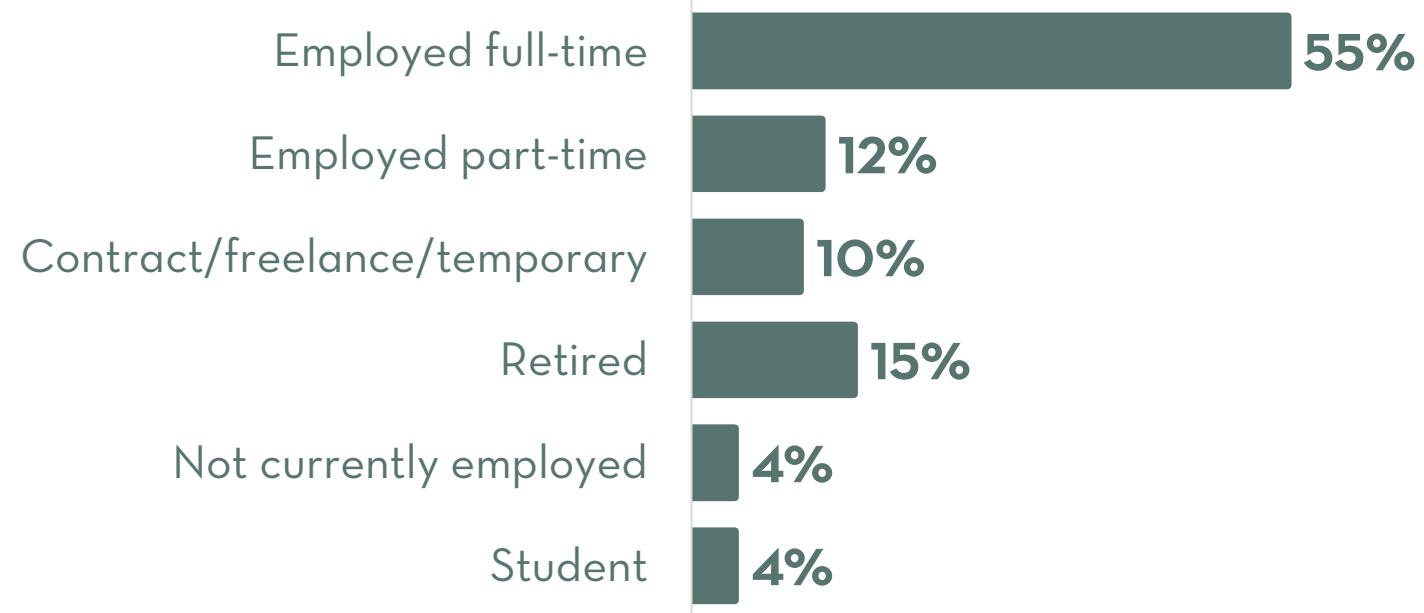
RACE & ETHNICITY

» **9 in 10** visitors to the Maine Lakes & Mountains were White/Caucasian

White **91%**
Hispanic **3%**
Black **2%**
Asian **2%**
Indigenous **1%**
Other **1%**
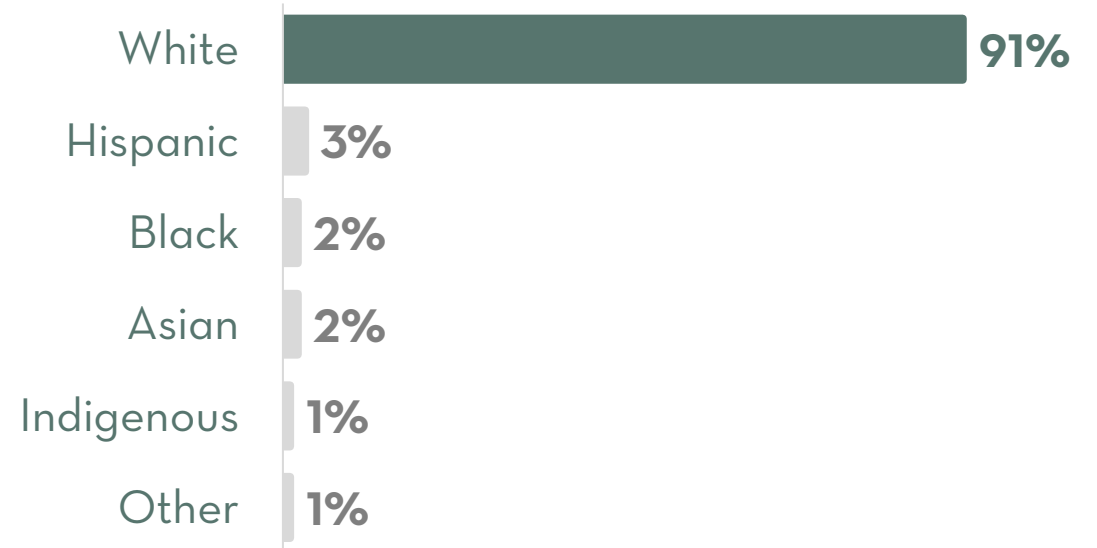
HOUSEHOLD INCOME

» Typical visitors to the Maine Lakes & Mountains earned **$92,400** per year in household income

» **22%** of visitors to the Maine Lakes & Mountains have household incomes that exceed $150,000
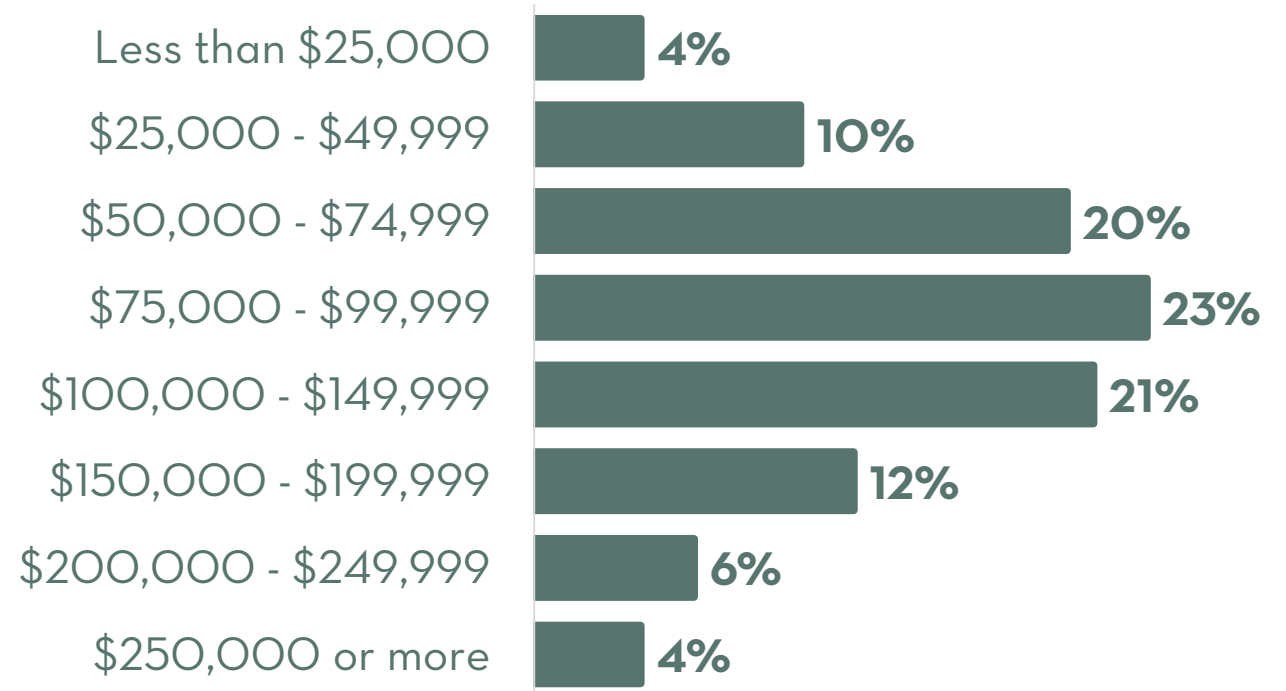
Income	Percent
Less than $25,000	4%
$25,000 - $49,999	10%
$50,000 - $74,999	20%
$75,000 - $99,999	23%
$100,000 - $149,999	21%
$150,000 - $199,999	12%
$200,000 - $249,999	6%
$250,000 or more	4%

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NEW & RETURNING VISITORS

» **21%** of visitors to the Maine Lakes & Mountains were traveling in Maine for the first time

» **Nearly 2 in 5** visitors to the Maine Lakes & Mountains had previously traveled in Maine more than 10 times

This is my first time	21%
2 – 5 times	26%
6 – 10 times	15%
11+ times	38%
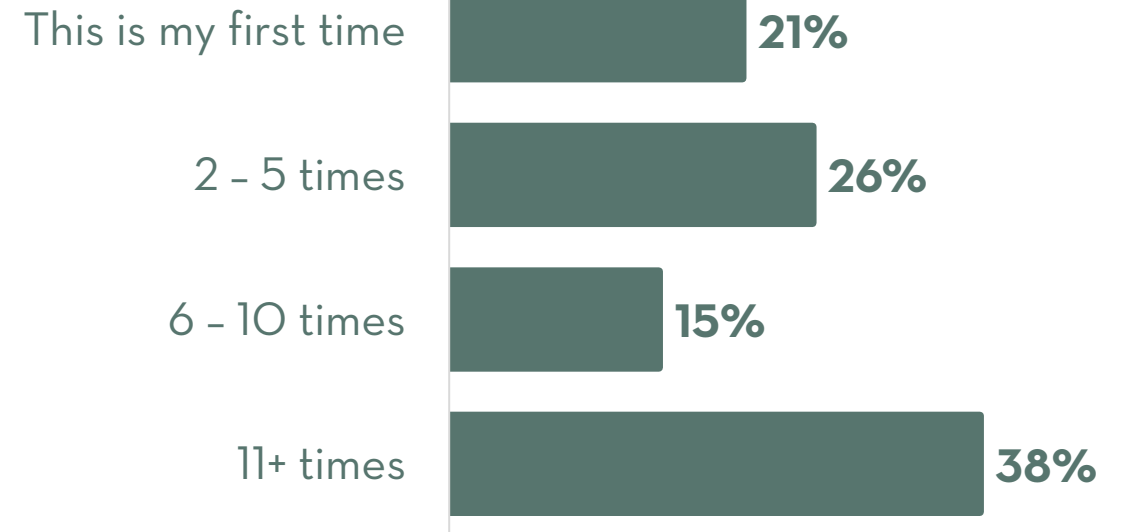
MODES OF TRANSPORTATION

» Maine is a drive-market for most visitors to the Maine Lakes & Mountains, with **86%** choosing to travel by car rather than by plane, motor coach/bus, or train

Mode	Percentage
Drove to Maine	86%
Flew into Portland Intl	4%
Flew into Boston Logan Intl	3%
Flew into Northern Maine Regional	2%
Took a motor coach tour or bus	2%
Flew into another airport	2%
Traveled by train	<1%
Other	1%

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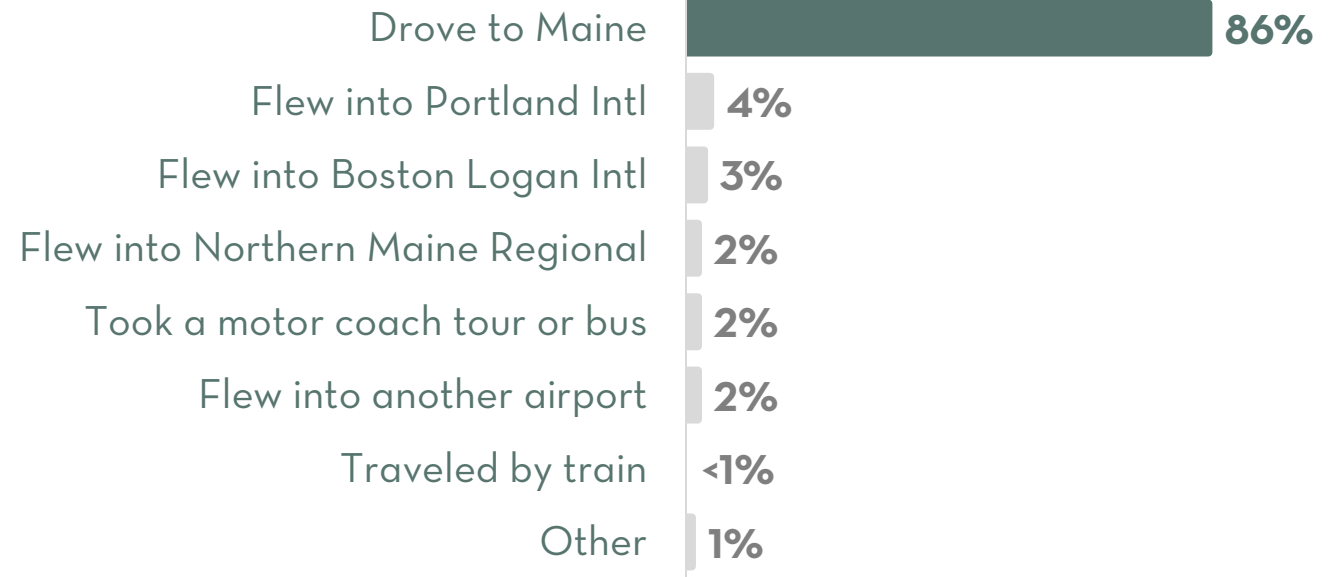
NIGHTS STAYED

» **70%** of visitors to the Maine Lakes & Mountains stayed one night or more Maine

» Typical visitors to the Maine Lakes & Mountains stayed **6.0** nights in Maine

» **Over 1 in 3** visitors to the Maine Lakes & Mountains stayed 5 or more nights in Maine

Day tripper — 30%
1 night — 4%
2 nights — 11%
3 nights — 11%
4 nights — 8%
5+ nights — 36%

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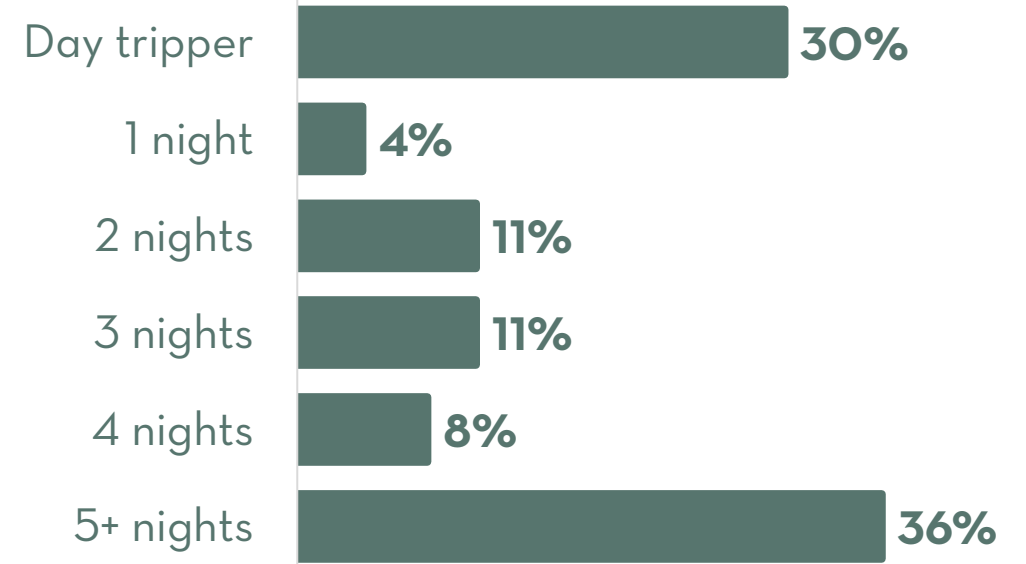
ACCOMMODATIONS

» **20%** of visitors to the Maine Lakes & Mountains stayed overnight in a hotel, motel, or resort

» **12%** of visitors to the Maine Lakes & Mountains stayed overnight with friends or in a family home

Accommodation	Percentage
Hotel/motel/resort	20%
Friends/family home	12%
Personal second home	9%
Campground/RV Park	9%
Vacation rental home	7%
Bed & Breakfast/Inn	5%
Wilderness camping	5%
Sporting camp/wilderness lodge	2%
Outdoor Outfitter	<1%
Other	2%
Not spending the night	30%
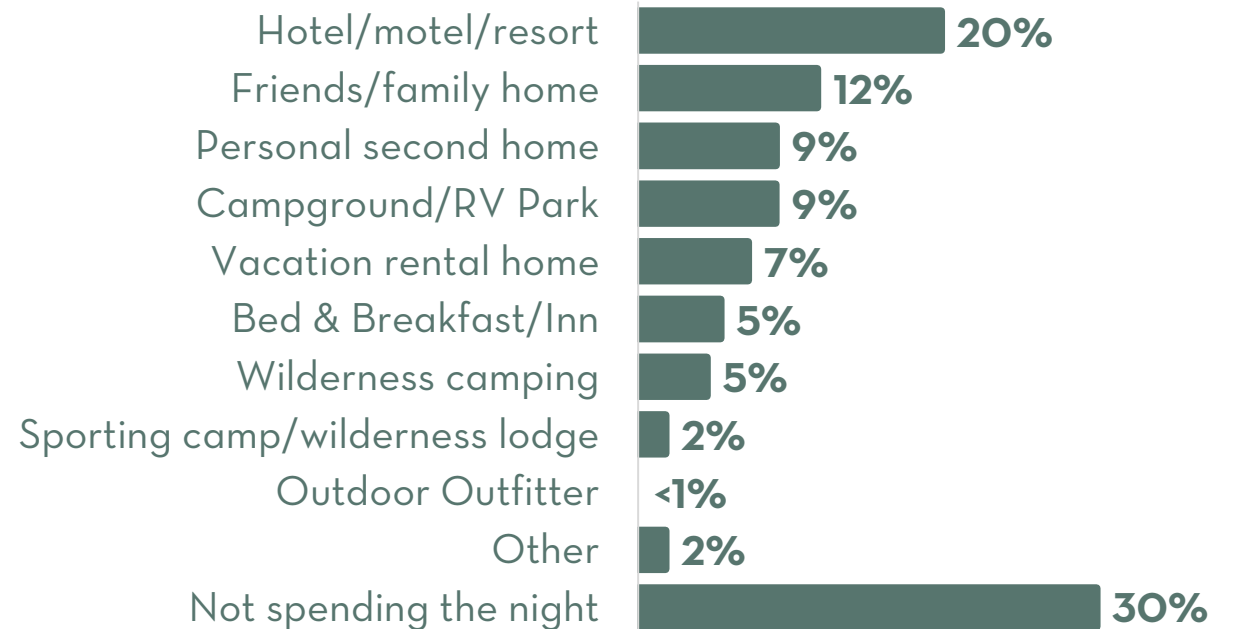
BOOKING METHODS

» **49%** of visitors to the Maine Lakes & Mountains stayed overnight in paid accommodations during their trip to Maine

» **1 in 3** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo

Booking Method	Percentage
Directly with the hotel/condo	34%
Online travel agency	22%
Airbnb	12%
Short term rental service	8%
Vacation rental company	3%
Offline travel agent	2%
Travel package provider	2%
Group tour operator	1%
Other	16%
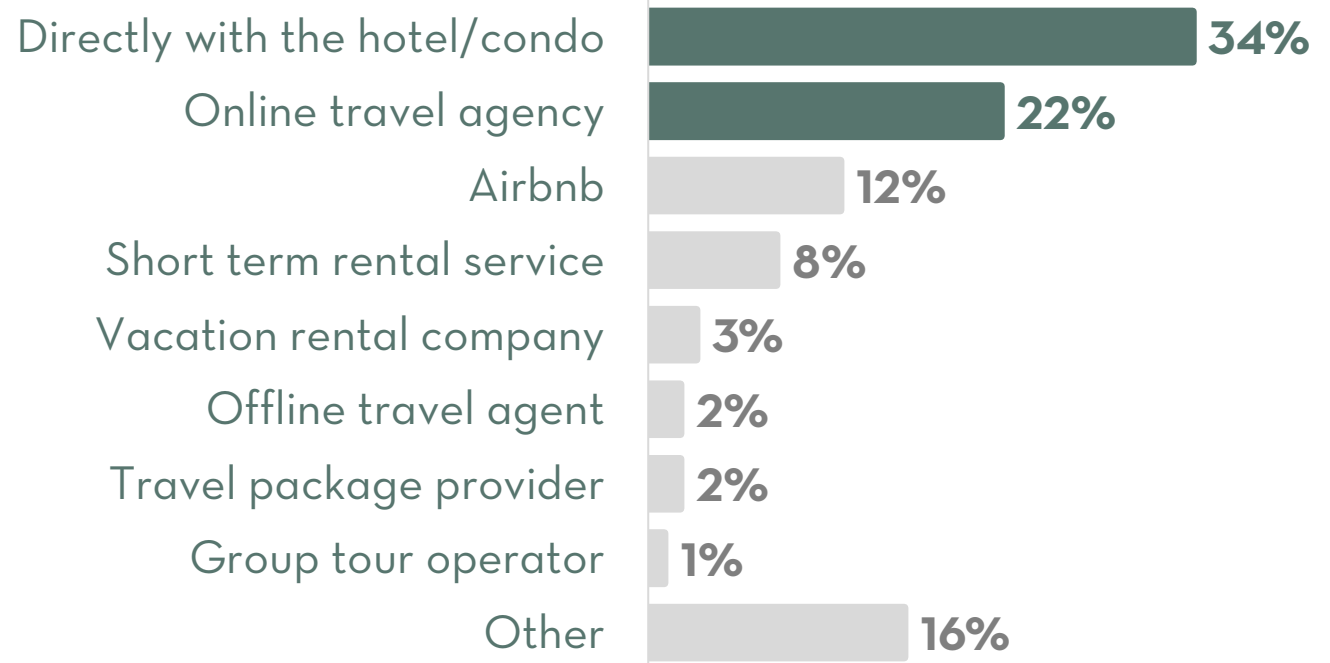
IN-MARKET VISITOR RESOURCES*

» **38%** of visitors used navigation websites and apps to plan activities during their trip to the Maine Lakes & Mountains

» **35%** of visitors did not use any resources to plan activities while they were in the Maine Lakes & Mountains

Resource	%
Navigation website/apps	38%
Visitor Information Centers	20%
Restaurant website/app	17%
Personal social media	16%
Hotel/resort website/app	14%
Destination social media	13%
Trip planning app	13%
VisitMaine.com	13%
Materials from hotel/campground	10%
Booking website/app	9%
Airline website/app	6%
Chambers of Commerce	3%
VisitBarHarbor.com	3%
Other	4%
None	35%

*Multiple responses permitted.

VISITOR ACTIVITIES*

» **56%** of visitors participated in food, beverage, and culinary activities during their trip in the Maine Lakes & Mountains

» **55%** of visitors to the Maine Lakes & Mountains engaged active outdoor activities, while **45%** of visitors engaged in touring/sightseeing during their trip

Activity	Percentage
Food/beverage/culinary	56%
Active outdoor activities	55%
Touring/sightseeing	45%
Shopping	33%
Water activities	32%
History/culture	19%
Entertainment/attractions	12%
Astrotourism	7%
Business conference/meeting	3%
Other	6%

*Multiple responses permitted.

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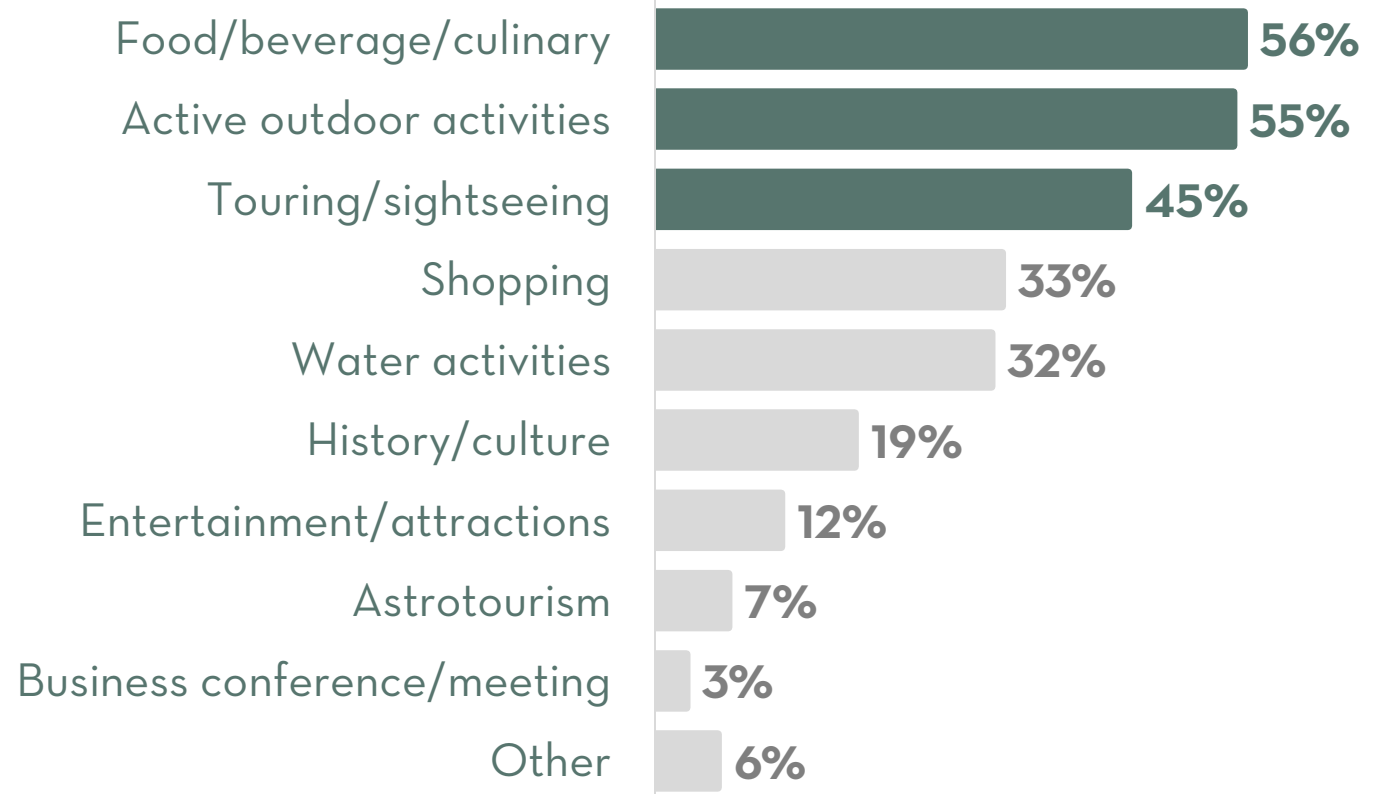
OTHER STATES & PROVINCES VISITED*

» **63%** of visitors did not visit any other U.S. state or Canadian province on their trip to the Maine Lakes & Mountains

» 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

No other states/provinces	63%
New Hampshire	21%
Massachusetts	13%
New York	11%
Vermont	10%
Connecticut	4%
Rhode Island	4%
Nova Scotia	2%
Ontario	2%
New Brunswick	1%
Quebec	1%
Newfoundland and Labrador	1%
Prince Edward Island	1%
Other	3%

*Multiple responses permitted.

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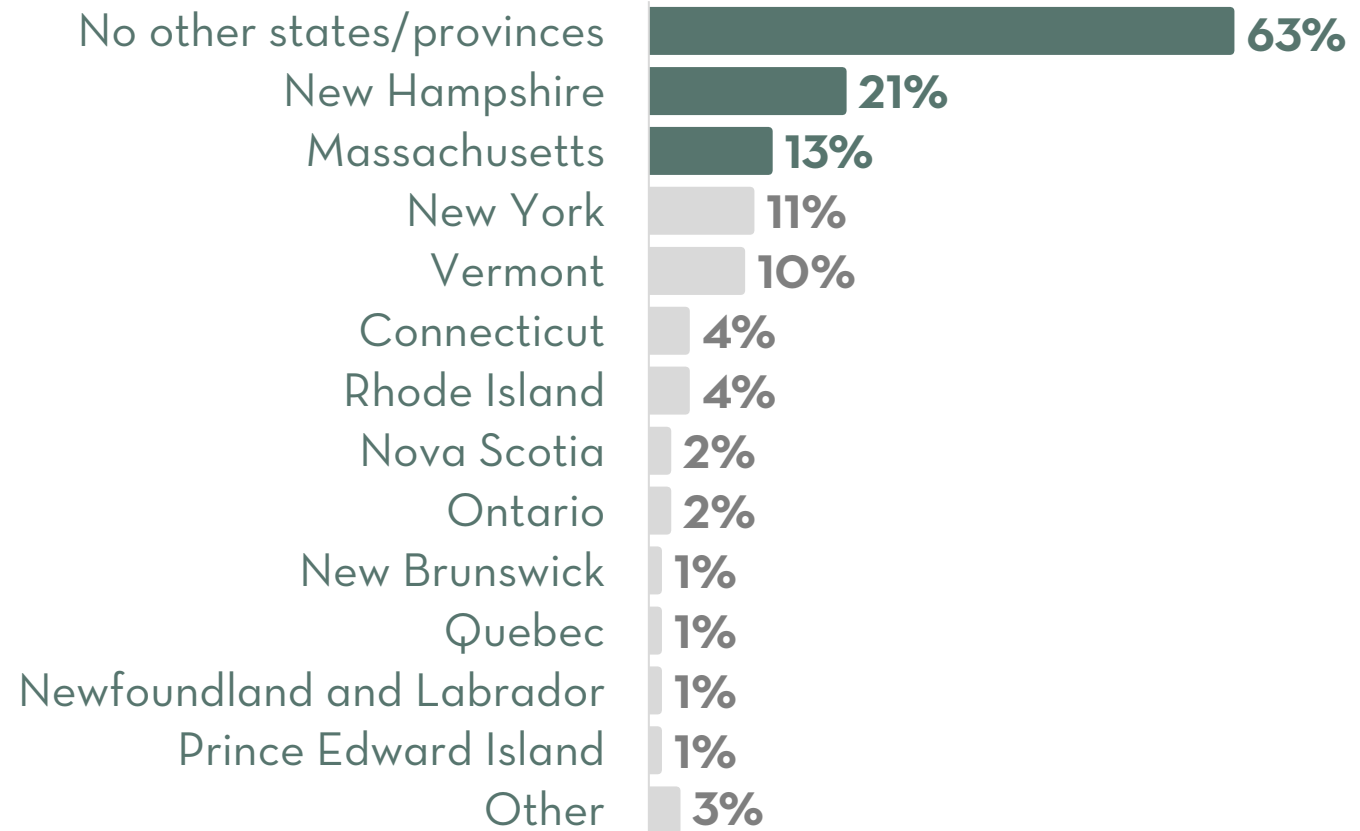
TRAVELING WITHIN MAINE*

» **32%** of visitors stayed within the Maine Lakes & Mountains during their trip in Maine, rather than traveling throughout the state

» **1 in 4** visitors to the Maine Lakes & Mountains also visited Greater Portland & Casco Bay and/or the Maine Beaches during their trip in Maine

Greater Portland & Casco Bay	26%
The Maine Beaches	26%
Midcoast & Islands	24%
Downeast & Acadia	20%
Kennebec Valley	18%
The Maine Highlands	17%
Aroostook County	6%
No other regions	32%

*Multiple responses permitted.

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TRIP PLANNING CYCLE : POST-TRIP EVALUATION

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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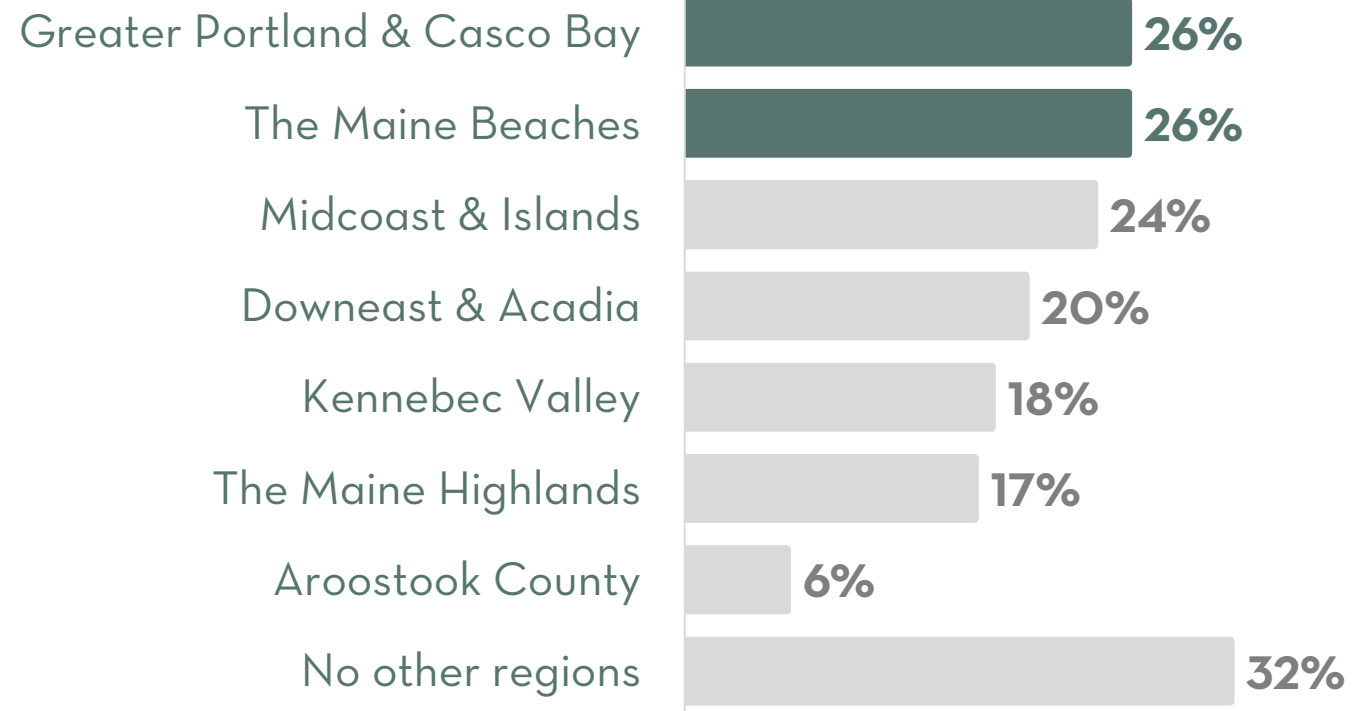
RECOMMENDING MAINE & ITS REGIONS

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

Likelihood of Recommending Maine

Would recommend Maine	**99%**
Would not recommend Maine	**0%**
Not sure	**1%**
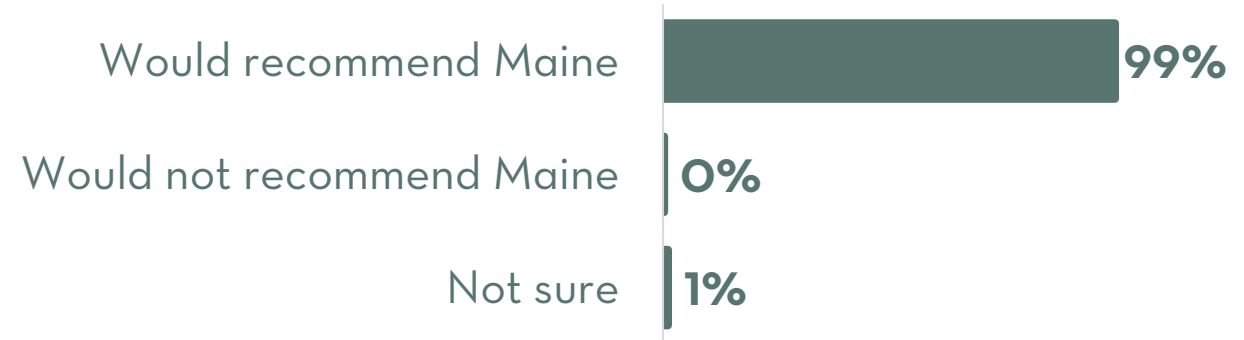
» **98%** of visitors would recommend that their friends and family visit the Maine Lakes & Mountains

Likelihood of Recommending Region Visited

Definitely recommend region	**85%**
Probably would recommend region	**13%**
Not sure	**2%**

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TRIP EXPECTATIONS

	Activities & attractions	Friendliness of people	Authentic and unique communities	Restaurants	Lodging	Value for your money	Customer service	Shopping
Did not meet expectations	2%	2%	2%	11%	2%	6%	6%	2%
Met Expectations	45%	44%	50%	50%	57%	55%	52%	56%
Exceeded Expectations	53%	55%	48%	39%	40%	40%	43%	42%

■ Exceeded Expectations   ■ Met Expectations   ■ Did not meet expectations

"Don't know" responses omitted.

LIKELIHOOD OF RETURNING TO MAINE

» **91%** of visitors to the Maine Lakes & Mountains will likely return to Maine for a future visit or vacation

Definitely will return — **80%**

Probably will return — **11%**

Probably will not return — **1%**

Not sure — **8%**
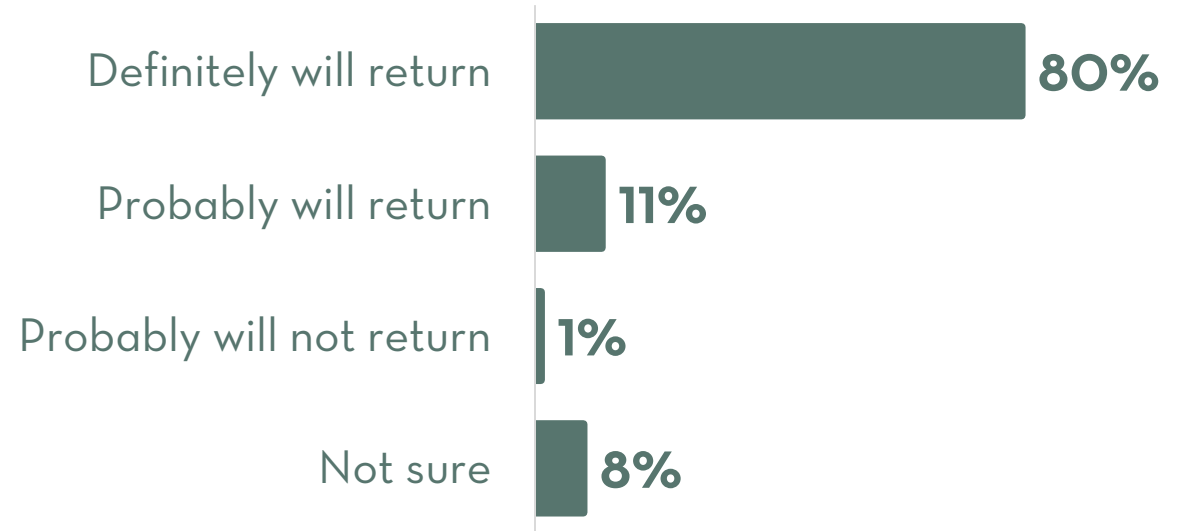
YEAR-OVER-YEAR COMPARISONS

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

Pre-Visit > Traveler Profile > Trip Experience > Post-Trip Evaluation > Impact of Tourism

TRIP PLANNING CYCLE

	2020	2021
A week or less	25%	23%
2 - 3 weeks	23%	17%
1 - 2 months	23%	23%
3 - 4 months	12%	14%
5 - 6 months	6%	8%
7 months - 1 year	5%	7%
More than 1 year	6%	8%

BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	2020	2021
A week or less	34%	29%
2 - 3 weeks	22%	19%
1 - 2 months	22%	21%
3 - 4 months	10%	13%
5 - 6 months	5%	7%
7 months - 1 year	3%	7%
More than 1 year	4%	4%

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ONLINE TRIP PLANNING SOURCES*

	2020	2021
Online search engines	28%	29%
VisitMaine.com	12%	14%
Hotel websites	11%	13%
Traveler reviews/blogs/stories	10%	13%
Online travel agency	13%	12%
MaineTourism.com	8%	12%
TripAdvisor	15%	11%
Facebook	18%	11%
YouTube	8%	11%
Instagram	11%	10%
Visit Maine social media	7%	10%
Airbnb	11%	9%
Airline websites	6%	7%
MaineLakesandMountains.com	5%	7%
VRBO/HomeAway	5%	6%
Twitter	5%	6%
Vacation rental websites	5%	5%
TheMaineBeaches.com	2%	5%
DiscoverNewEngland.com	3%	5%
DowneastAcadia.com	3%	4%
MainesMidCoast.com	3%	4%
VisitPortland.com	5%	3%
TheMaineHighlands.com	2%	3%
VisitBarHarbor.com	2%	2%
KennebecValley.org	2%	2%
VisitAroostook.com	2%	2%
Other	11%	11%
None	27%	32%

*Multiple responses permitted.

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OFFLINE TRIP PLANNING SOURCES*

	2020	2021
Advice from friends/family	38%	30%
Articles or travelogues	8%	15%
AAA	7%	14%
Travel guides/brochures	12%	13%
Travel books & magazines	12%	12%
Travel planning apps	10%	9%
Called the Maine Office of Tourism	4%	7%
Travel agent	5%	6%
Visitor Guide	5%	6%
Called local convention and visitors bureaus	4%	5%
Visit Maine e-newsletter	5%	5%
Called another Maine Tourism/Lodging Association	4%	4%
Called local Chambers of Commerce	3%	3%
Other	8%	7%
None	38%	44%

*Multiple responses permitted.

REASON FOR VISITING*

	2020	2021
Relax and unwind	29%	33%
Sightseeing/touring	16%	26%
Visiting friends/relatives	28%	24%
Nature & bird watching	14%	23%
Active outdoor activities	11%	12%
Beach	7%	10%
Snow activities	10%	9%
Special occasion	8%	8%
Water activities	11%	8%
Attractions	5%	6%
Culture/museums/history	5%	6%
Shopping	8%	6%
Special event	5%	4%
Conference/meeting	2%	3%
Sporting event	1%	1%
Astrotourism	-	1%
Other	6%	10%

*Multiple responses permitted.

OTHER STATES/PROVINCES CONSIDERED*

	2020	2021
No other states/provinces	57%	60%
New Hampshire	22%	23%
Vermont	15%	16%
New York	11%	12%
Massachusetts	11%	11%
Rhode Island	7%	5%
Connecticut	5%	4%
Nova Scotia	3%	3%
Ontario	4%	3%
Prince Edward Island	3%	3%
Quebec	5%	3%
New Brunswick	2%	2%
Newfoundland and Labrador	2%	2%
Other	3%	3%
Not sure	2%	1%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

	2020	2021
Noticed Advertising/Promotions	51%	48%
Type of Promotion*:	**Base: 51%**	**Base: 48%**
Social media	39%	36%
Internet	39%	35%
Magazine	22%	17%
Cable or satellite television	25%	15%
VisitMaine.com	15%	14%
Traveler reviews/blogs	16%	14%
Maine travel/visitor guide	18%	13%
Online streaming service	13%	12%
Newspaper	15%	11%
Brochure	12%	10%
Billboard	9%	9%
Radio	16%	9%
Music/podcast streaming	10%	9%
Deal – based promotion	5%	7%
AAA	9%	7%
Visitor Guide	0%	0%
Other	5%	13%
Not sure	1%	2%

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

ORIGIN REGION

	2020	2021
New England	77%	55%
Mid-Atlantic	10%	21%
Southeast	5%	9%
Midwest	1%	7%
West	2%	4%
Southwest	1%	3%
Canada	4%	1%
Intl	<1%	<1%

ORIGIN STATE/PROVINCE

	2020	2021
Maine	33%	21%
Massachusetts	18%	14%
New York	5%	12%
New Hampshire	11%	8%
Connecticut	5%	5%
Florida	6%	4%
Maryland	2%	3%
Pennsylvania	2%	3%
Vermont	2%	3%
New Jersey	2%	2%
North Carolina	<1%	2%

ORIGIN MARKET

	2020	2021
New York City[1]	5%	12%
Boston, MA	12%	10%
Portland, ME	4%	5%
Washington, DC – Baltimore[2]	2%	4%
Brockton, MA	12%	3%
Philadelphia, PA	<1%	2%
Conway, NH	<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	2.8	2.7
Traveled alone	18%	19%
As a couple	37%	40%
With family	35%	30%
With other couples/friends	1%	1%
With business associates	1%	1%
In a tour group	8%	9%

TRAVEL WITH CHILDREN*

	2020	2021
No children	72%	76%
Children younger than 6	11%	8%
Children 6 - 12	13%	14%
Children 13 - 17	13%	11%

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DEMOGRAPHIC PROFILE

Gender of Person Interviewed	2020	2021
Male	45%	50%
Female	55%	50%

Education	2020	2021
High school or less	12%	8%
Some college or technical school	21%	14%
College or technical school graduate	45%	51%
Graduate school	22%	27%

Income	2020	2021
Less than $25,000	9%	4%
$25,000 - $49,999	18%	10%
$50,000 - $74,999	19%	20%
$75,000 - $99,999	19%	23%
$100,000 - $149,999	17%	21%
$150,000 - $199,999	9%	12%
$200,000 - $249,999	5%	6%
$250,000 or more	4%	4%

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DEMOGRAPHIC PROFILE

Employment	2020	2021
Employed full-time	54%	55%
Employed part-time	13%	12%
Contract/freelance/temporary	4%	10%
Retired	16%	15%
Not currently employed	8%	4%
Student	5%	4%

Race	2020	2021
White	89%	91%
Black	3%	2%
Indigenous	1%	1%
Asian	3%	2%
Hispanic	3%	3%
Other	1%	1%

Marital Status	2020	2021
Single/widowed	29%	22%
Married/domestic partnership	71%	78%

NEW & RETURNING VISITORS

	2020	2021
This is my first time	13%	21%
2 – 5 times	26%	26%
6 – 10 times	20%	15%
11+ times	41%	38%

TRIP PLANNING CYCLE : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

TRANSPORTATION

	2020	2021
Drove to Maine	92%	86%
Flew into Portland Intl Jetport	4%	4%
Flew into Boston Logan Intl	<1%	3%
Flew into another airport	<1%	2%
Flew into Northern Maine Regional Airport	1%	2%
Took a motor coach tour or bus	3%	2%
Flew into Bangor Intl Airport	<1%	<1%
Other	<1%	1%

LENGTH OF STAY

	2020	2021
Average Length of Stay	5.8	6.0
Day tripper	35%	30%
1 night	7%	4%
2 nights	11%	11%
3 nights	12%	11%
4 nights	8%	8%
5+ nights	27%	36%

ACCOMMODATIONS

	2020	2021
Not spending the night	35%	30%
Hotel/motel/resort	12%	20%
Friends/family home	16%	12%
Campground/RV Park	6%	9%
Personal second home	11%	9%
Vacation rental home	8%	7%
Bed & Breakfast/Inn	4%	5%
Wilderness camping	4%	5%
Sporting camp/wilderness lodge	2%	2%
Other	1%	2%
Outdoor Outfitter	1%	<1%

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BOOKING

	2020	2021
Directly with the hotel/condo	29%	34%
Online travel agency	22%	22%
Airbnb	19%	12%
Short term rental service	8%	8%
Vacation rental company	3%	3%
Offline travel agent	3%	2%
Travel package provider	3%	2%
Group tour operator	2%	1%
Other	11%	16%

IN-MARKET RESOURCES*

	2020	2021
Navigation website/apps	35%	38%
Visitor Information Centers	16%	20%
Restaurant website/app	21%	17%
Personal social media	18%	16%
Hotel/resort website/app	12%	14%
VisitMaine.com	12%	13%
Trip planning app	13%	13%
Destination social media	14%	13%
Materials from hotel/campground	12%	10%
Booking website/app	10%	9%
Airline website/app	6%	6%
Chambers of Commerce	4%	3%
VisitBarHarbor.com	4%	3%
Other	6%	4%
None	29%	35%

*Multiple responses permitted.

ACTIVITIES*

	2020	2021
Food/beverage/culinary	58%	56%
Active outdoor activities	57%	55%
Touring/sightseeing	48%	45%
Shopping	33%	33%
Water activities	36%	32%
History/culture	17%	19%
Entertainment/attractions	11%	12%
Astrotourism	-	7%
Business conference/meeting	4%	3%
Other	6%	6%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

	2020	2021
No other states/provinces	64%	63%
New Hampshire	21%	21%
Massachusetts	11%	13%
New York	6%	11%
Vermont	9%	10%
Connecticut	5%	4%
Rhode Island	5%	4%
Nova Scotia	2%	2%
Ontario	3%	2%
New Brunswick	1%	1%
Newfoundland and Labrador	1%	1%
Prince Edward Island	2%	1%
Quebec	2%	1%
Other	2%	3%

*Multiple responses permitted.

TRAVELING IN MAINE*

	2020	2021
No other regions	28%	32%
Greater Portland & Casco Bay	32%	26%
The Maine Beaches	28%	26%
Midcoast & Islands	19%	24%
Downeast & Acadia	20%	20%
Kennebec Valley	16%	18%
The Maine Highlands	17%	17%
Aroostook County	7%	6%

*Multiple responses permitted.

TRIP PLANNING CYCLE : POST-TRIP EVALUATION

Pre-Visit → Traveler Profile → Trip Experience → **Post-Trip Evaluation** → Impact of Tourism

RECOMMENDING MAINE/REGION OF TRAVEL

	2020	2021
Would recommend Maine	98%	99%
Would not recommend Maine	1%	0%
Not sure	1%	1%

	2020	2021
Definitely recommend region	97%	85%
Probably would recommend region	1%	13%
Would not recommend region	0%	0%
Not sure	2%	2%

RETURNING TO MAINE

	2020	2021
Definitely will return	85%	80%
Probably will return	13%	11%
Will not return	1%	1%
Not sure	1%	8%

MAINE LAKES & MOUNTAINS

2021 Visitor Tracking & Economic Impact Report

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