

# MAINE OFFICE OF TOURISM

Winter Visitor Tracking Report  
December 2021 - April 2022



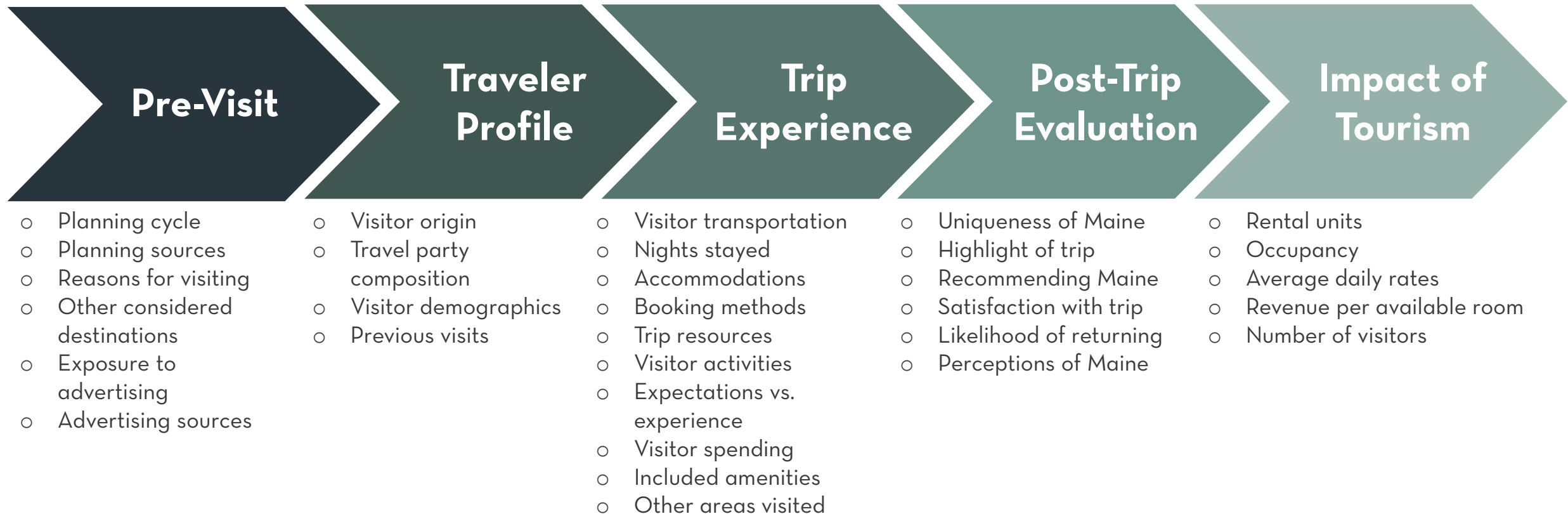
# INTRODUCTION



# STUDY OBJECTIVES – VISITOR JOURNEY

This report presents the information about visitors to Maine during December 2021 to April 2022.

In the report, we follow the visitors in their journeys from pre-trip planning to the impact of their expenditures in the state. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.





# METHODOLOGY



## *Visitor Tracking*

1,551 interviews were completed with visitors to the State of Maine online and in-person at local attractions, parks, hotels, and events between December 1<sup>st</sup>, 2021 and April 30<sup>th</sup>, 2022.

# EXECUTIVE SUMMARY



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# DECEMBER 2021 – APRIL 2022 LODGING PROFILE

Accommodation Metrics <sup>1</sup>	Hotels	Vacation Rentals	Other Rentals	Total
<i>Occupancy</i>	54.3%	30.6%	23.0%	39.3%
<i>ADR</i>	\$128.14	\$270.48	\$42.28	\$169.70
<i>RevPAR</i>	\$69.58	\$82.77	\$9.72	\$66.69

	Maine Residents	Out-of-State Visitors	Total
<b>December 2021 – April 2022 Visitors</b>	<b>658,400</b>	<b>2,806,700</b>	<b>3,465,100</b>
<b>December 2021 – April 2022 Visitors (%)</b>	<b>19%</b>	<b>81%</b>	<b>100%</b>

<sup>1</sup> Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

<sup>2</sup> Visitation estimates provided here are **preliminary** and reflect visitation from December 2021 through April 2022. Adjustments will be made to these estimates at the end of the year, to account for seasonal fluctuations.

# 2021 VS. 2022 KEY METRICS

Key Metrics <sup>1</sup>	December 2020 - April 2021	December 2021 - April 2022	% Change
<i>Number of Visitors</i>	<i>2,884,200</i>	<i>3,465,100</i>	<i>+20.1%</i>
<i>Occupancy</i>	<i>27.0%</i>	<i>39.3%</i>	<i>+45.6%</i>
<i>ADR</i>	<i>\$89.30</i>	<i>\$169.70</i>	<i>+90.0%</i>
<i>RevPAR</i>	<i>\$24.11</i>	<i>\$66.69</i>	<i>+176.6%</i>

<sup>1</sup> Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

- » **Nearly half** of visitors started planning their trip in Maine less than a month in advance – 39 days was the typical planning cycle
- » **Over half** of visitors booked their trip/decided to visit Maine less than a month in advance, and **1 in 3** booked 1-2 months in advance – the typical visitor booked 25 days in advance



# TOP ONLINE TRIP PLANNING SOURCES\*

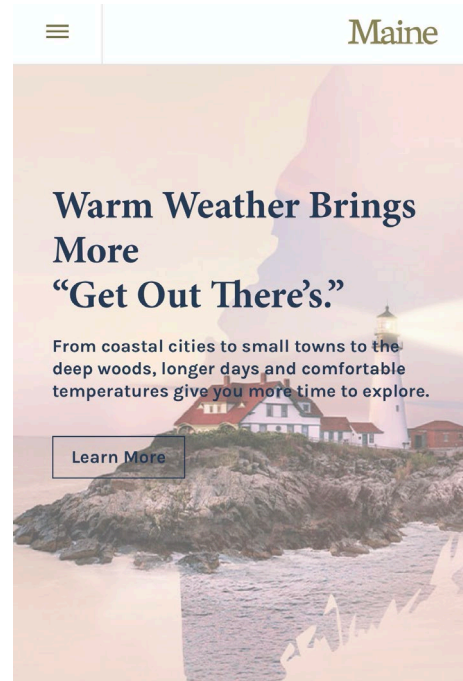
2 in 3 visitors used online sources to plan their trip. The top planning sources used by visitors are below:



**32%** Online search engines



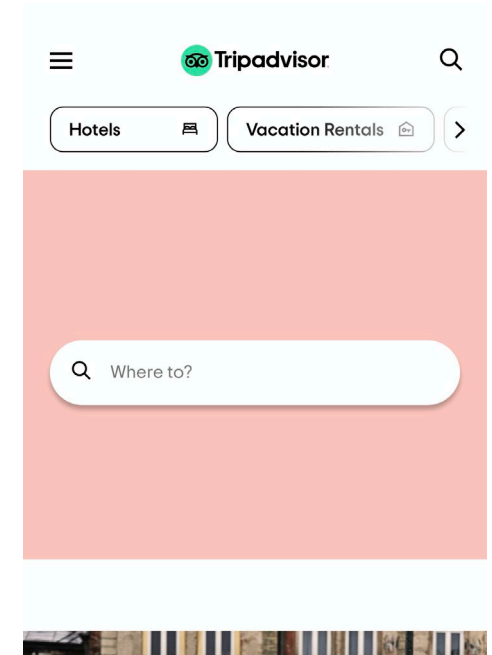
**18%** Hotel websites



**13%** VisitMaine.com



**9%** Online Travel Agency



**9%** TripAdvisor

\*Multiple responses permitted.



# TOP OFFLINE TRIP PLANNING SOURCES\*



**36%** Advice from friends/family



**15%** Articles or Travelogues



**10%** AAA



**9%** Travel guides & brochures

\*Multiple responses permitted.



# TOP REASONS FOR VISITING\*



**34%** Visiting friends/relatives



**26%** Relax and unwind



**22%** Sightseeing and touring

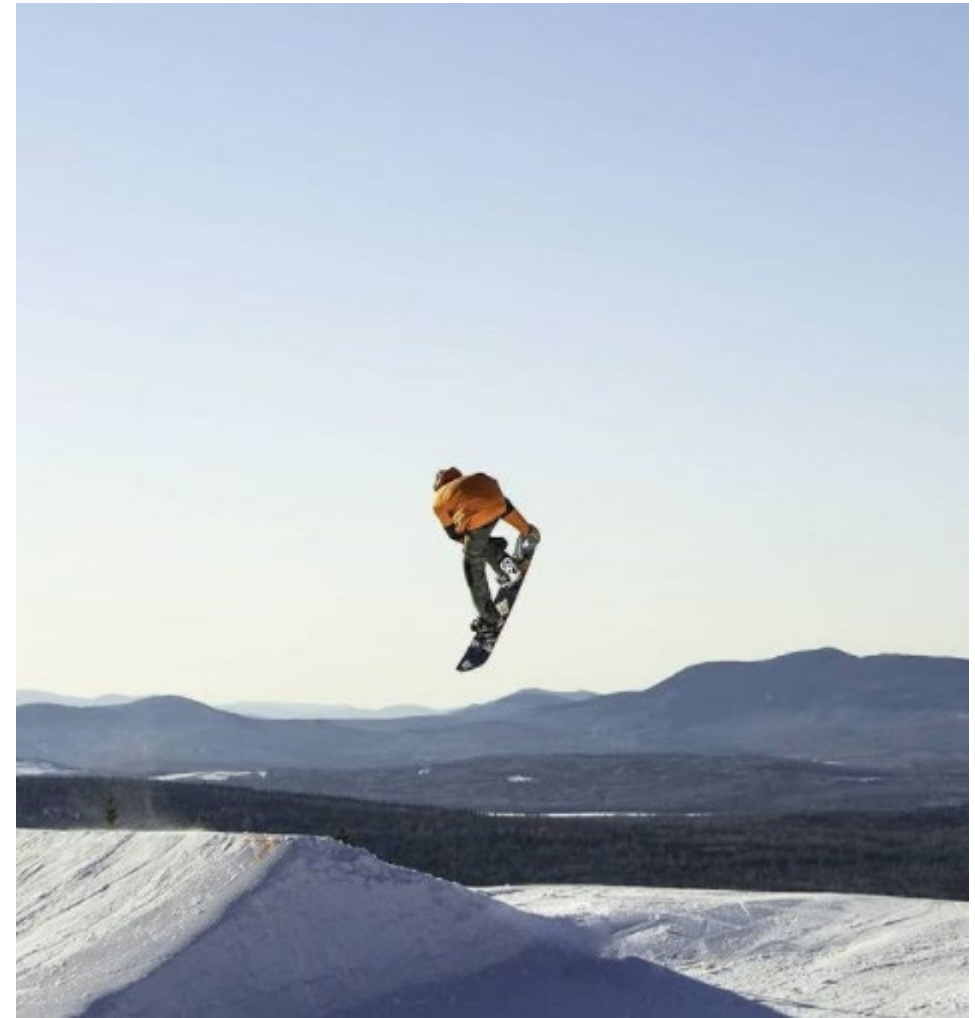


**15%** Special occasion

\*Up to three responses permitted.

# CONSIDERING MAINE AS A DESTINATION

- » **Nearly 3 in 4** visitors did not consider visiting any U.S. state or Canadian province instead of Maine while planning their trip
- » **1 in 7** visitors considered visiting New Hampshire and **1 in 10** considered visiting Massachusetts



# PRE-TRIP EXPOSURE TO ADVERTISING

- » **Nearly half** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip, up from 32% last winter





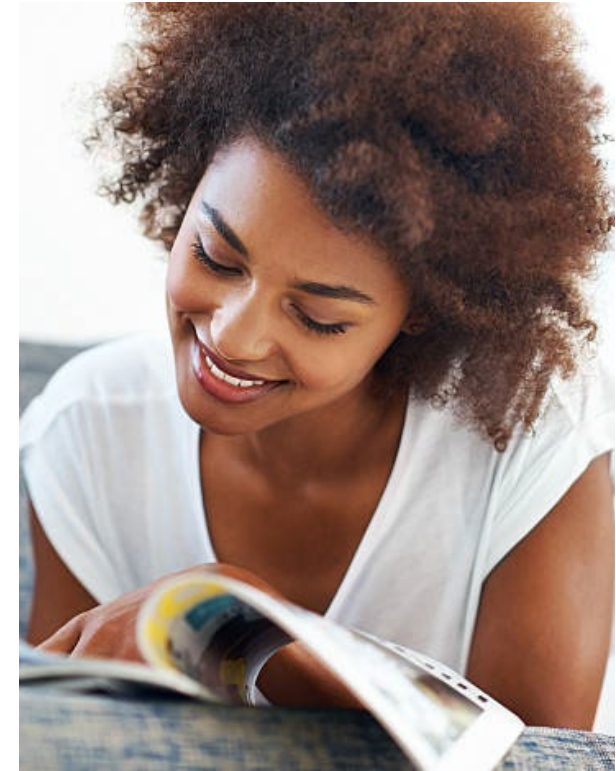
# TOP SOURCES OF ADVERTISING EXPOSURE\*



**39%** Social media



**31%** Internet



**19%** Magazine

Base = 46% of visitors who noticed advertising/promotions

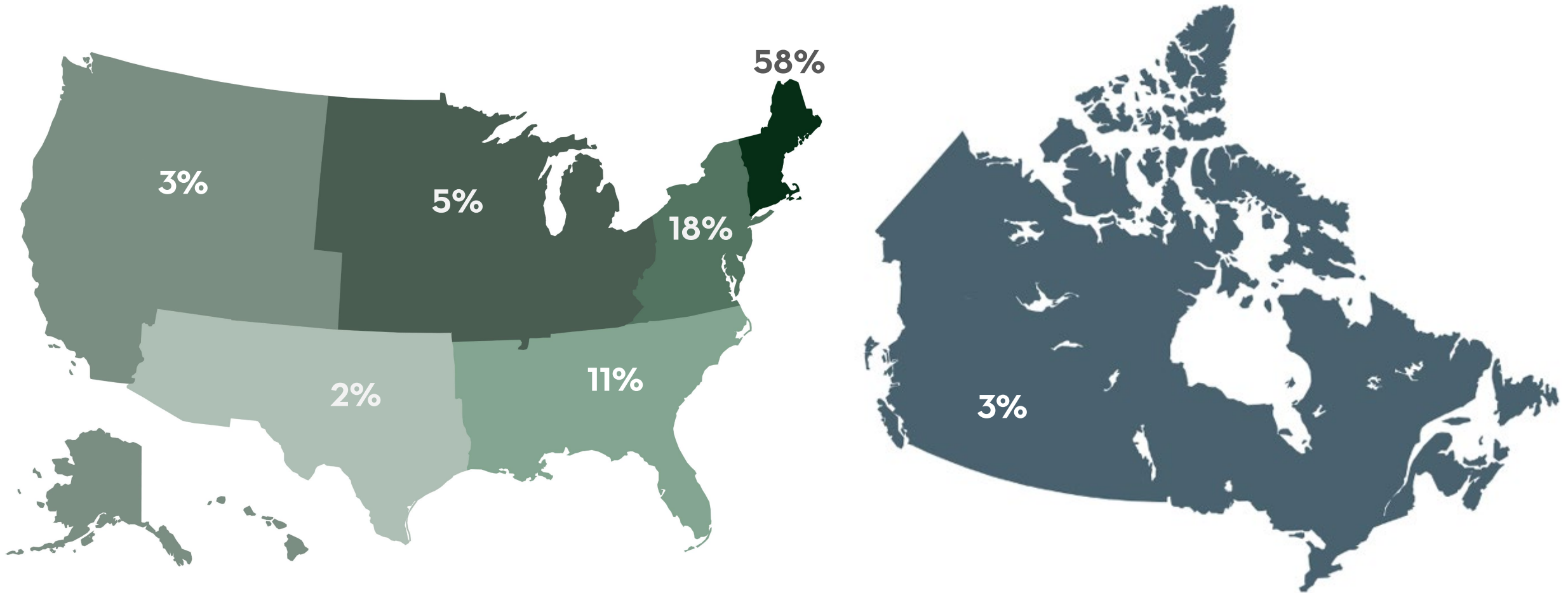
\*Multiple responses permitted.



# TRIP PLANNING CYCLE : TRAVELER PROFILE

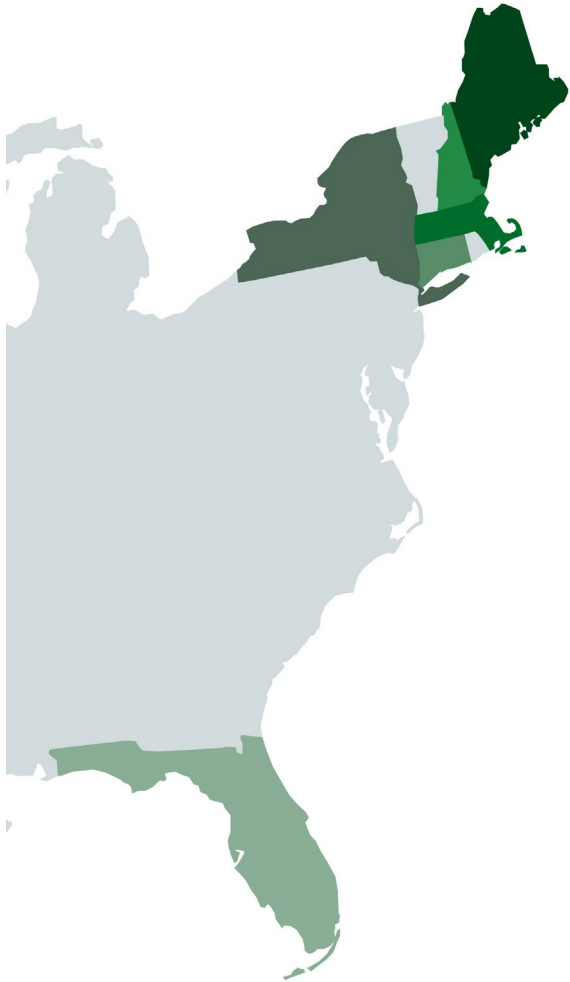


# REGIONS OF ORIGIN



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

# TOP ORIGIN STATES & PROVINCES



# 63%

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

**Maine (20%)**

**Massachusetts (19%)**

**New Hampshire (9%)**

**New York (6%)**

**Connecticut (5%)**

**Florida (4%)**

# TOP ORIGIN MARKETS



**11%** Boston, MA



**6%** New York City<sup>1</sup>



**4%** Washington DC -  
Baltimore

<sup>1</sup> Metro area includes counties in New Jersey, Pennsylvania, and Connecticut.



# TRAVEL PARTIES

The typical Maine visitor traveled with **2.3** people in their visitor party



**1 in 8** visitors traveled with at least one person under the age of 18 in their travel party



# VISITOR PROFILE



**51%** Female



**54%** College/technical graduate



**71%** Married/domestic partnership



**53%** Employed full-time



**89%** White/Caucasian



**\$84,400** annual household income



# NEW & RETURNING VISITORS

- » **Over 1 in 10** visitors were traveling in Maine for the first time
- » **Nearly 2 in 5** of visitors had previously traveled in Maine more than 10 times



# TRIP PLANNING CYCLE : TRIP EXPERIENCE





# TRANSPORTATION

- » **87%** of visitors drove to their Maine destination, down from 92% last winter
- » **5%** of visitors flew to Maine through Bangor International Airport



# NIGHTS STAYED

- » **82%** of visitors spent one or more nights in Maine, up from 72% last winter
- » Typical visitors stayed **4.9** nights in Maine on their trip





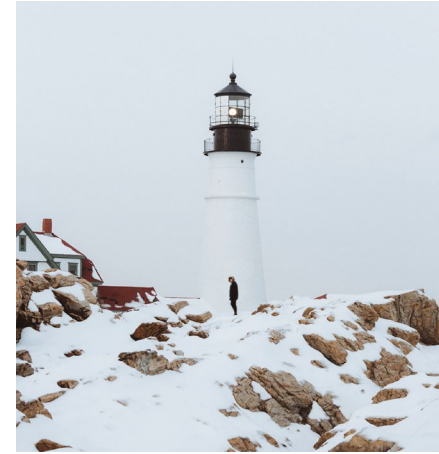
# TOP ACCOMMODATIONS



**29%** Hotel/motel/resort



**28%** Friends/family home



**18%** Did not stay overnight



**9%** Personal condo, house,  
timeshare



**8%** Rental condo, house



**5%** B&B/Inn

# TOP IN-MARKET VISITOR RESOURCES\*



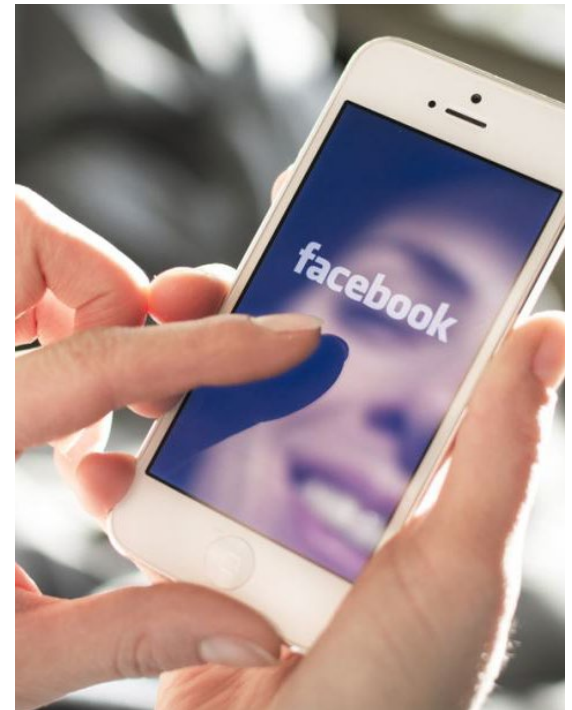
**38%**

Navigation websites/apps



**28%**

Restaurant website/apps



**20%**

Personal social media

\*Multiple responses permitted.



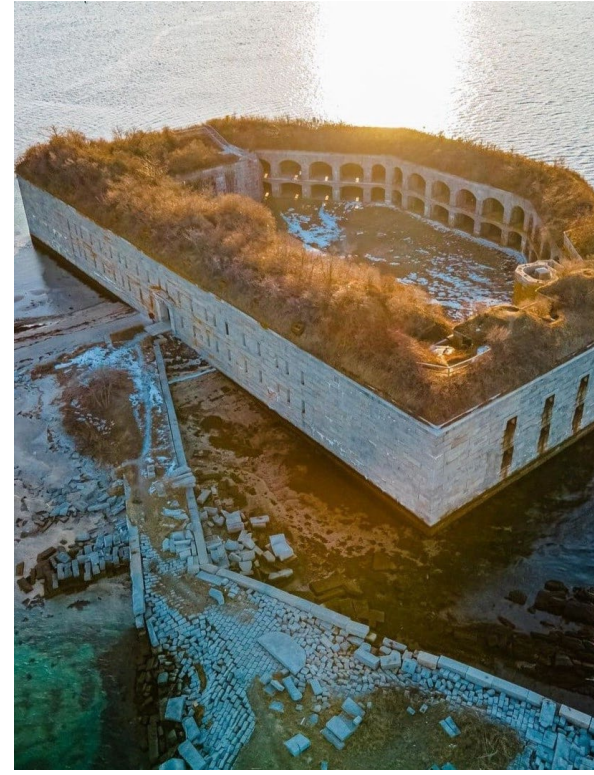
# TOP VISITOR ACTIVITIES\*



**72%** Food/beverage/  
culinary



**51%** Shopping



**41%** Touring/sightseeing



**37%** Active outdoor  
activities

\*Multiple responses permitted.



# TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Maine spent **\$477** per day and **\$2,290** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Maine spent **\$211** per day and **\$1,456** during their trip
- » Visitors who did not stay overnight in Maine spent **\$184** during their trip



# VISITING OTHER STATES & PROVINCES

- » **Nearly 4 in 5** visitors did not visit any other U.S. state or Canadian province on their trip to Maine
- » **About 1 in 10** visitors also visited New Hampshire or Massachusetts on their trip





# TRAVELING WITHIN MAINE

- » **2 in 5** of visitors traveled to regions other than their primary destination during their trips to Maine





# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# MAINE AS A UNIQUE DESTINATION\*



## **Family & friends**

*"My relatives, a beautiful coastline and a relaxing environment."*

*"Our daughter lives in Maine, and we always enjoy the coastline and the seafood."*

## **Breathtaking coastal & mountain views**

*"A beautiful rocky coastline, scenic views all over, and great national parks."*

*"A beautiful rocky coastline, my friends, great seafood and a relaxing environment."*

## **Quiet, peaceful & relaxing**

*"Decompression. Renewed appreciation for nature."*

*"Maine is peaceful, friendly, scenic, relaxing, clean, with a beautiful nature and wildlife."*

\*Coded open-ended responses.  
Multiple responses permitted.

# TOP TRIP HIGHLIGHTS\*



## ***Spend time with friends & family***

*"Seeing my sister. Taking walks along the shore."*

*"Hiking with grandkids. Spending time with them without their parents around."*

## ***Special occasions, events and holidays***

*"The Christmas preludes and Portland in wintertime."*

*"Taking grandkids to Gingerbread Spectacular and light show at the Botanical Gardens."*

\*Coded open-ended responses.  
Multiple responses permitted.



# RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend Maine to a friend or relative as a vacation destination
- » **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip



# LIKELIHOOD OF RETURNING TO MAINE

- » **95%** of visitors will return to Maine for a future visit or vacation
- » The current lack of work force negatively affected at least **1 in 7** Winter visitors' trip experiences: **14%** of visitors said that customer service did not meet their expectations and **7%** said that restaurants did not meet their expectations



# TOP PERCEPTIONS OF MAINE\*



## **Breathtaking & scenic**

*"It's the first time we've been to Maine in the winter. Wish we had done it sooner. Stunning beauty. Excellent light for photography."*

## **Relaxing & Peaceful**

*"Maine has always beautiful sceneries, no matter the season, and is always relaxing and friendly."*

## **Friendly Local Communities**

*"Clean air, friendly people, beautiful surroundings, the way life should be."*

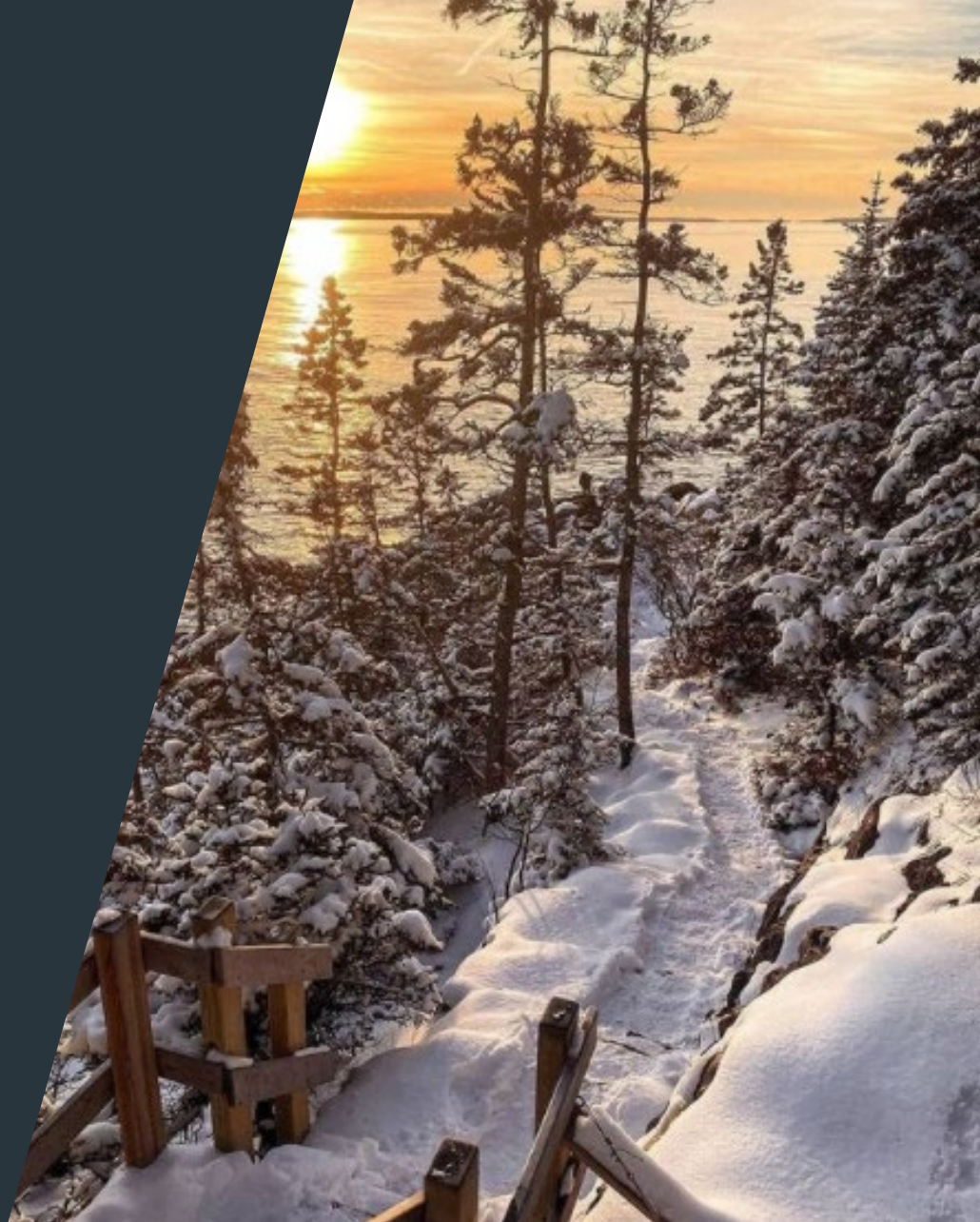
## **Perfect Place to Vacation**

*"No doubt in my mind, Maine is the perfect place to enjoy your vacation."*

\*Coded open-ended responses.  
Multiple responses permitted.



# DETAILED FINDINGS



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# DECEMBER 2021 – APRIL 2022 LODGING PROFILE

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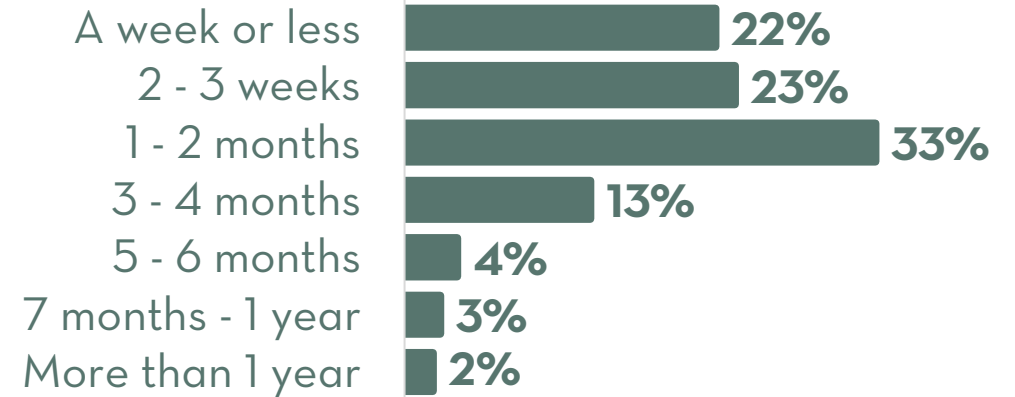
# TRIP PLANNING CYCLE : PRE-VISIT



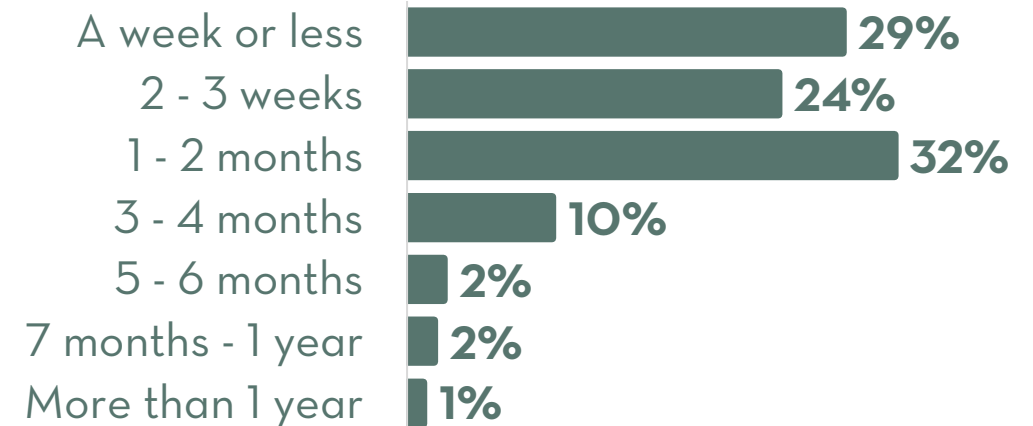
# TRIP PLANNING CYCLE

- » **Nearly half** of visitors started planning their trip within a month of their trip - the typical visitor started planning 39 days in advance
- » Very few visitors **(9%)** had planning windows longer than 4 months
- » **Over half** of visitors had a booking window of less than 1 month - the typical visitor booked 25 days prior to traveling
- » Very few visitors **(5%)** booked accommodations 5+ months in advance

## *Beginning of Trip Planning Cycle*



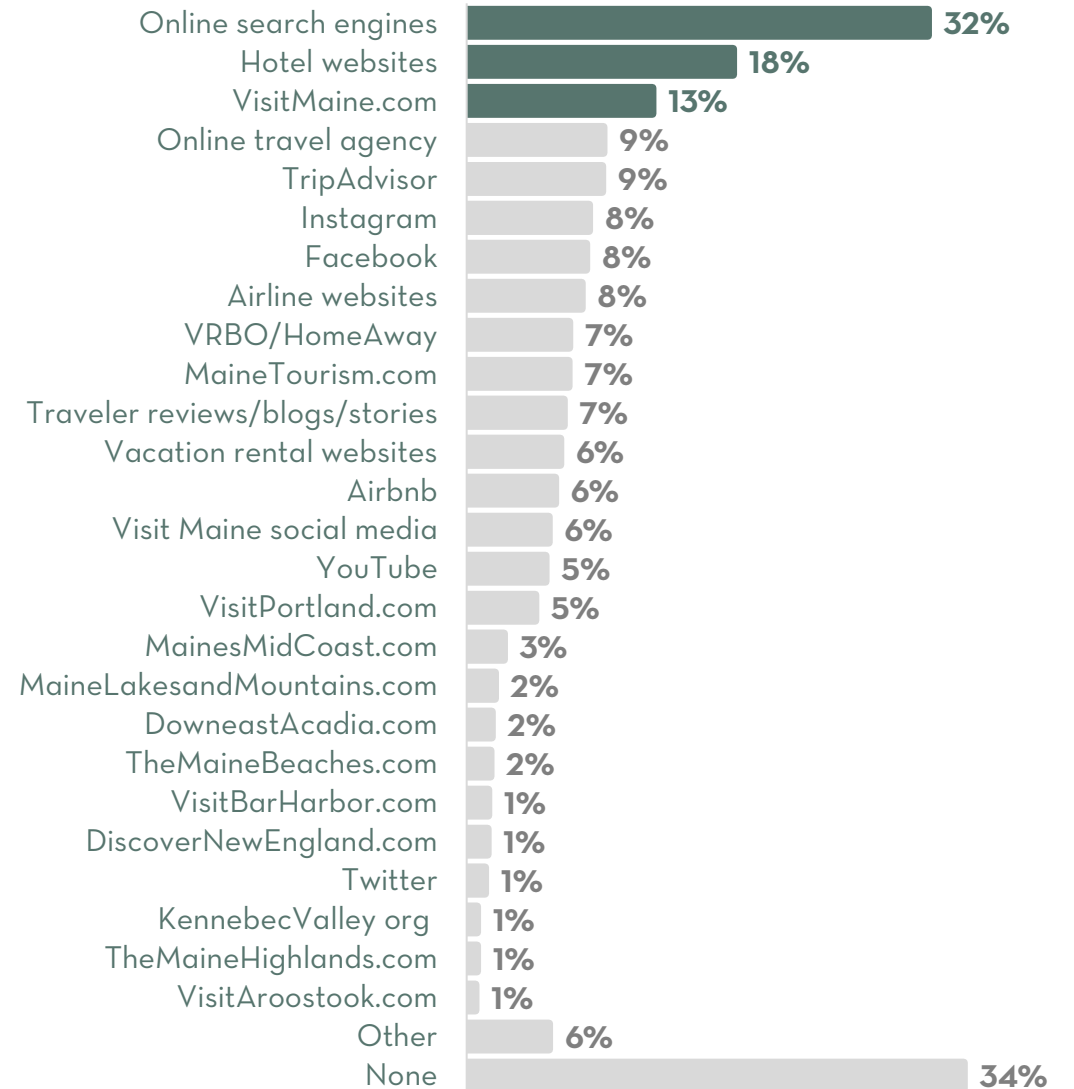
## *Booked Accommodations/Made Trip Decisions*





# ONLINE TRIP PLANNING SOURCES\*

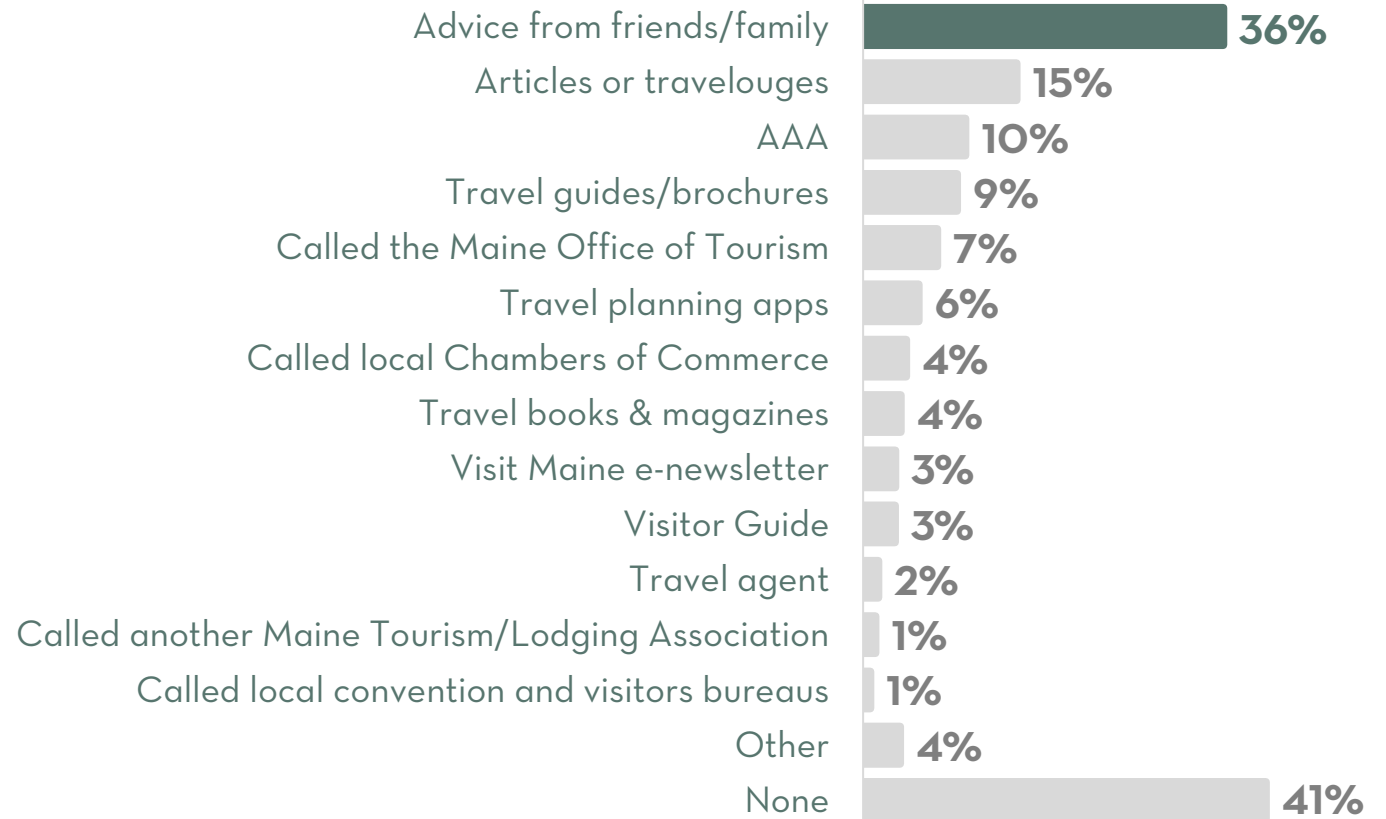
- » **Nearly 2 in 3** visitors used one or more online resources to help them plan their trip in Maine
- » **Nearly 1 in 3** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » **12%** of visitors used VisitMaine.com, up from 7% last year



\*Multiple responses permitted.

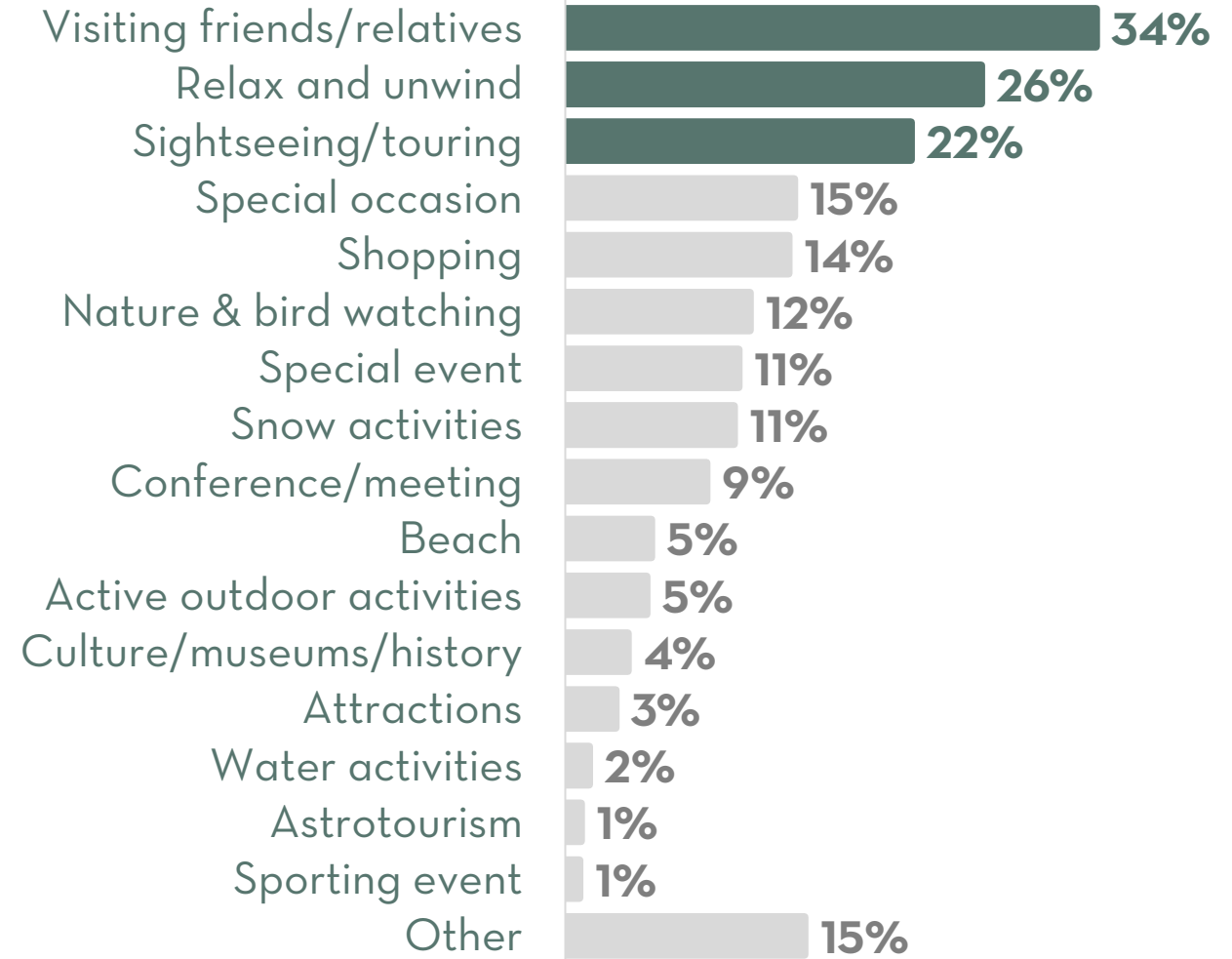
# OFFLINE TRIP PLANNING SOURCES\*

- » **36%** of visitors relied on advice from their friends and family to help them plan their trip in Maine
- » **More than 2 in 5** visitors did not use any offline resources to help them plan their trip in Maine



# REASONS FOR VISITING\*

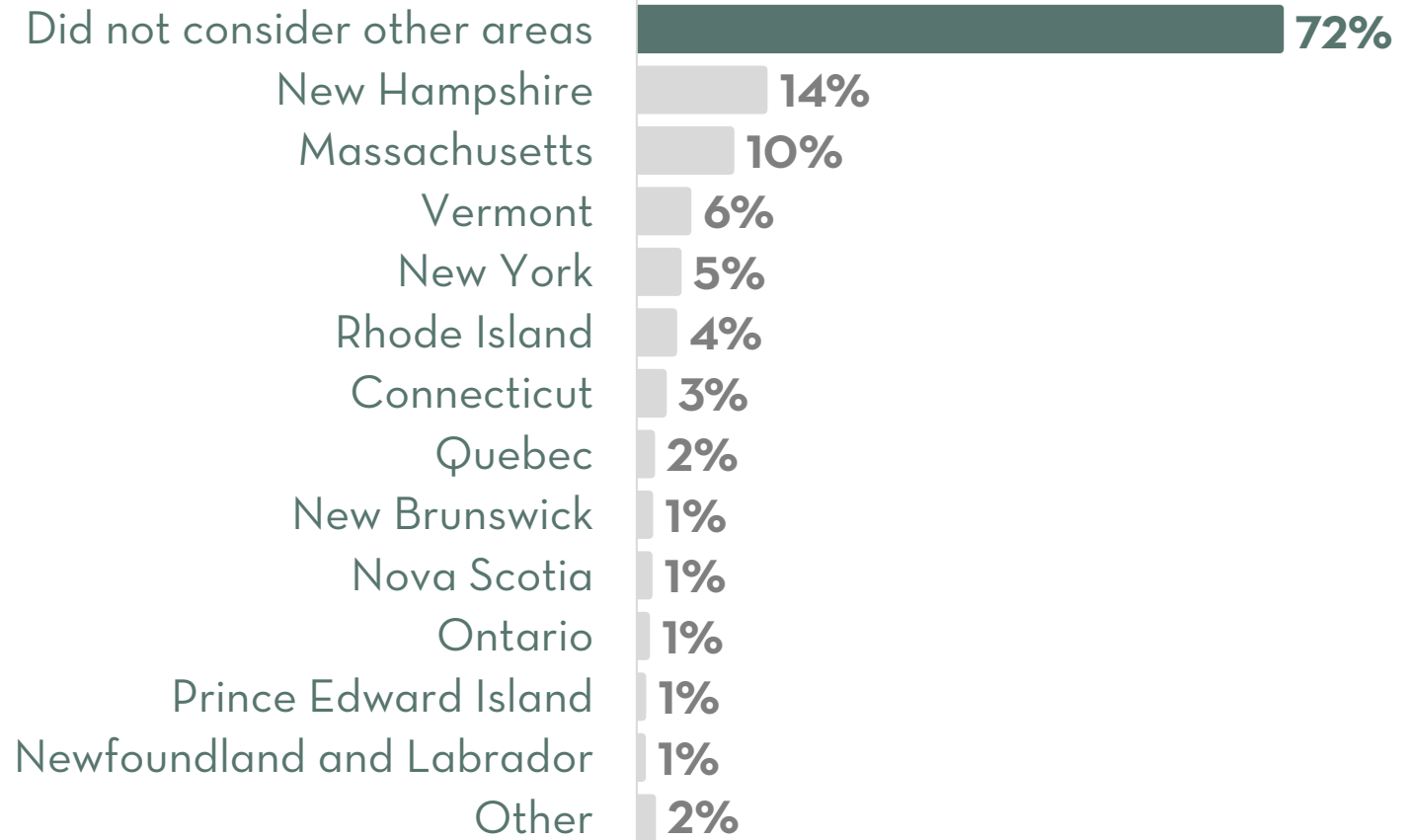
- » **Over 1 in 3** visitors primarily traveled to Maine to visit friends and relatives
- » **Nearly 1 in 4** visitors visited Maine to relax and unwind
- » During Winter, about **1 in 9** visitors came to Maine for snow activities





# OTHER STATES & PROVINCES CONSIDERED\*

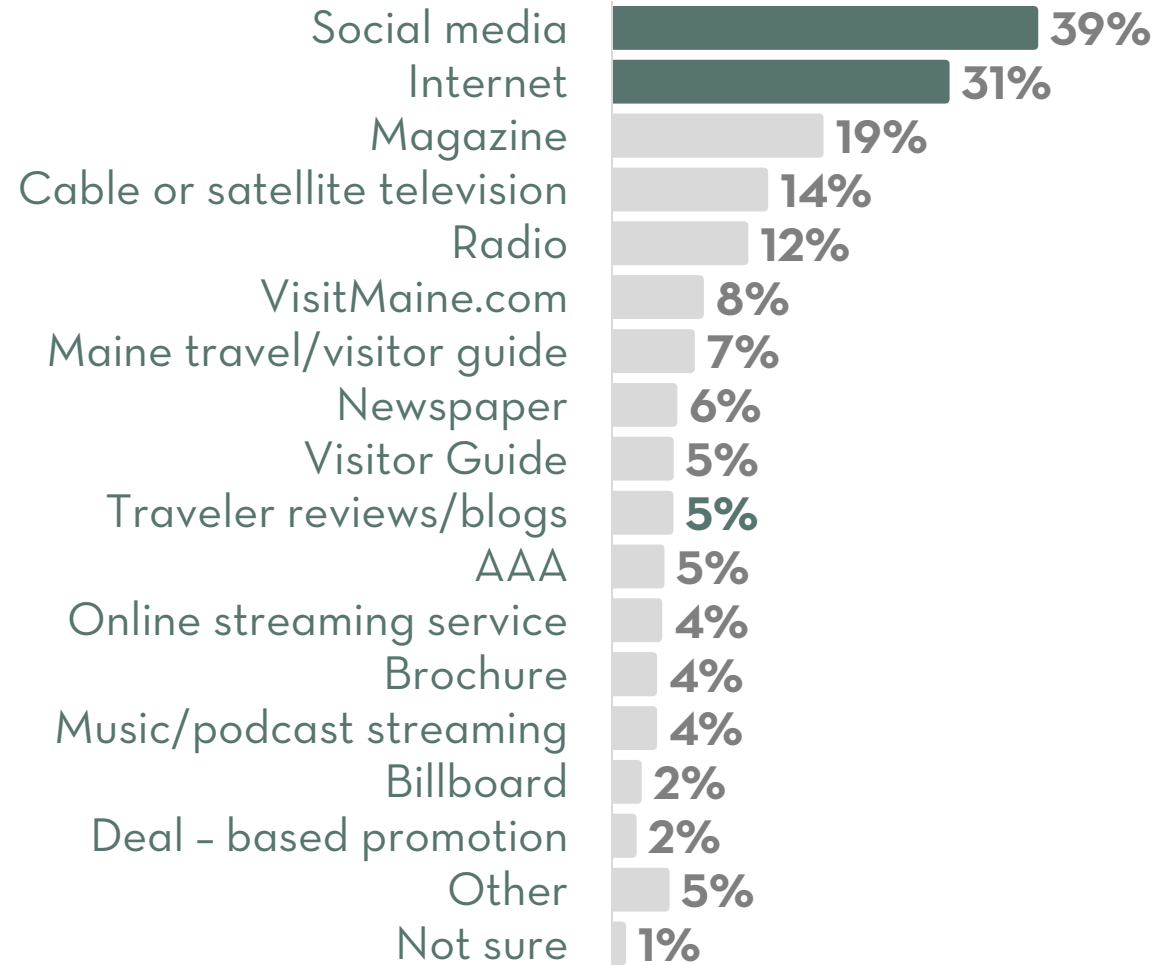
- » **Nearly 3 in 4** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were **more likely** to consider visiting nearby U.S. states rather than visiting a Canadian province



# PRE-TRIP EXPOSURE TO ADVERTISING\*

- » **46%** of visitors noticed advertising or promotions for Maine prior to their trip, up from 32% last winter
- » Visitors who were exposed to this advertising primarily saw it on **social media, the internet** or in a **magazine**

Base = 46% who noticed advertising

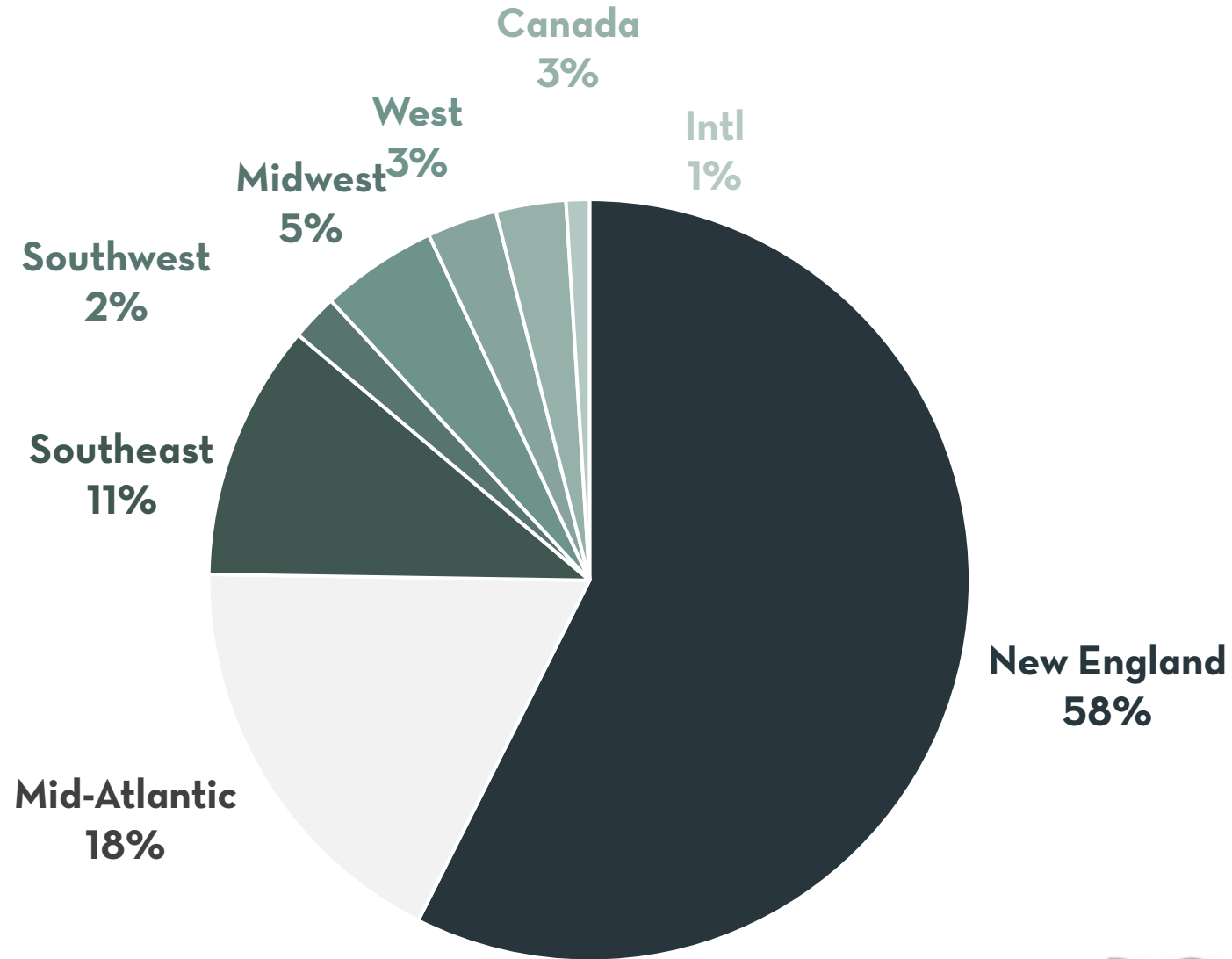


# TRIP PLANNING CYCLE : TRAVELER PROFILE





# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **Nearly 2 in 5** visitors were from Massachusetts or Maine
- » **85%** of visitors came from **15** U.S. states and **1** Canadian province

State/Country	Percent
Massachusetts	20%
Maine	19%
New Hampshire	9%
New York	6%
Connecticut	5%
Florida	4%
Pennsylvania	3%
New Jersey	3%
Rhode Island	2%
New Brunswick	2%
North Carolina	2%
Virginia	2%
Maryland	2%
Vermont	2%
California	2%
Georgia	2%

# TOP ORIGIN MARKETS

- » **Boston, New York City and Washington DC-Baltimore** were the key origin markets during the Winter
- » **Half** of visitors traveled from **27** markets in Maine and other U.S. states

Market	Percent
Boston, MA	11%
New York City <sup>1</sup>	6%
Washington DC-Baltimore	4%
Portland, ME	2%
Providence, NH	2%
Philadelphia, PA	2%
Bangor, ME	2%
Waterville, ME	2%
Rochester - Portsmouth, NH	1%
Worcester, MA	1%
Augusta, ME	1%
Springfield, MA	1%
Manchester, NH	1%
Nashua, NH	1%
Fredericton, CAN	1%
Charlotte, NC	1%
Tampa - Clearwater - St. Petersburg, FL	1%
Presque Isle, ME	1%
Ft. Kent - St Agatha, ME	1%
Atlanta, GA	1%
Chicago, IL	1%
Miami-Ft. Lauderdale, FL	1%
Lowell, MA	1%
Hartford, CT	1%
Concord, NH	1%
Hampton, NH	1%
Detroit, MI	1%

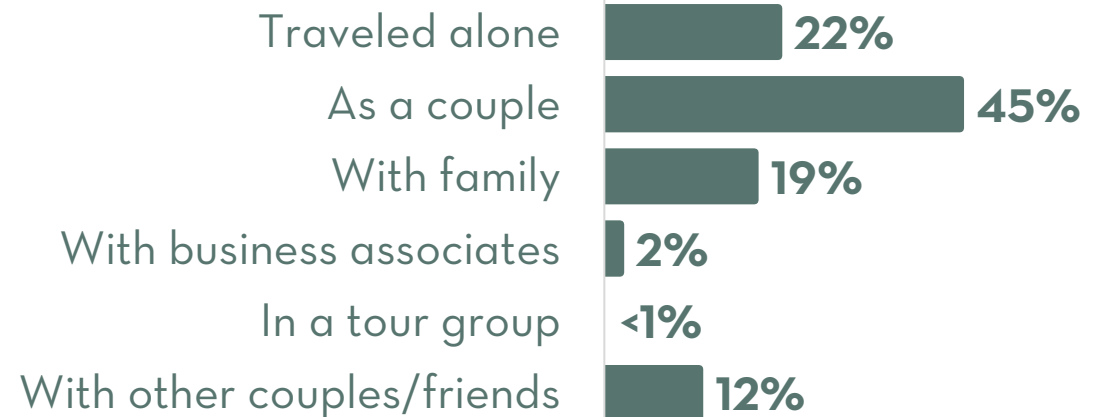
<sup>1</sup> Metro area includes counties in New Jersey, Pennsylvania, and Connecticut.



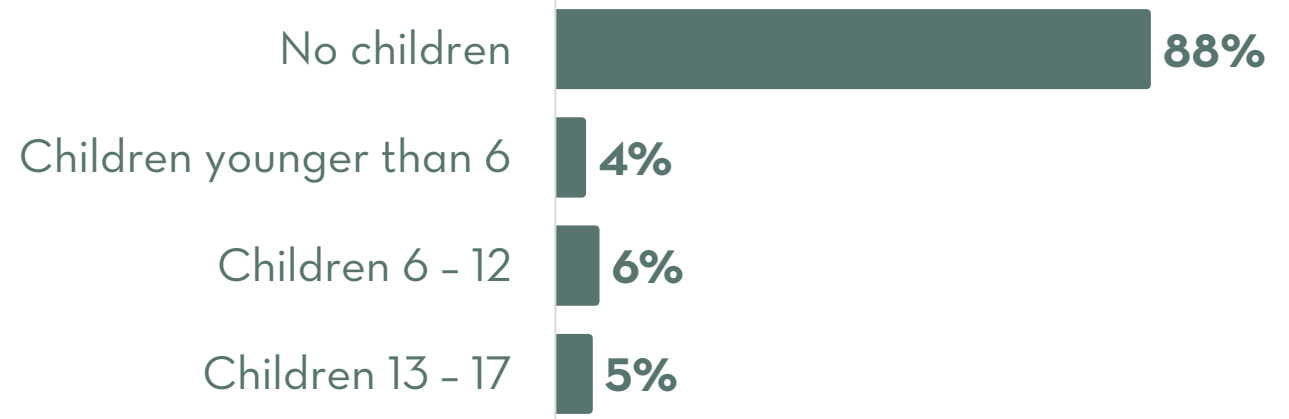
# TRAVEL PARTIES

- » Typical visitors traveled in Maine with a party of **2.3** people
- » **Nearly half** of visitors traveled as a couple
- » Only **1 in 8** visitors traveled in Maine with one or more children in their travel party

## Travel Party Composition



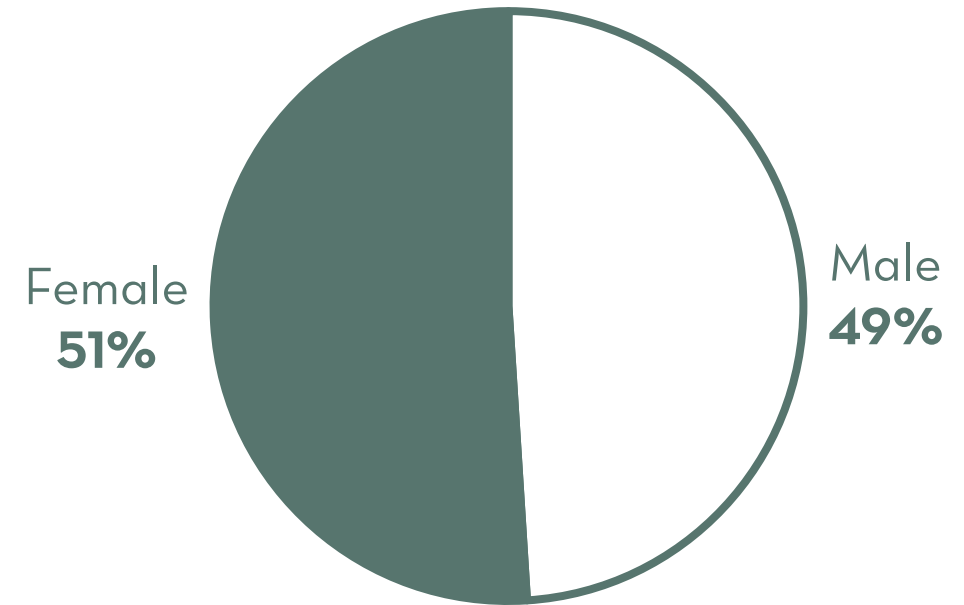
## Children in Travel Party\*



\*Multiple responses permitted.

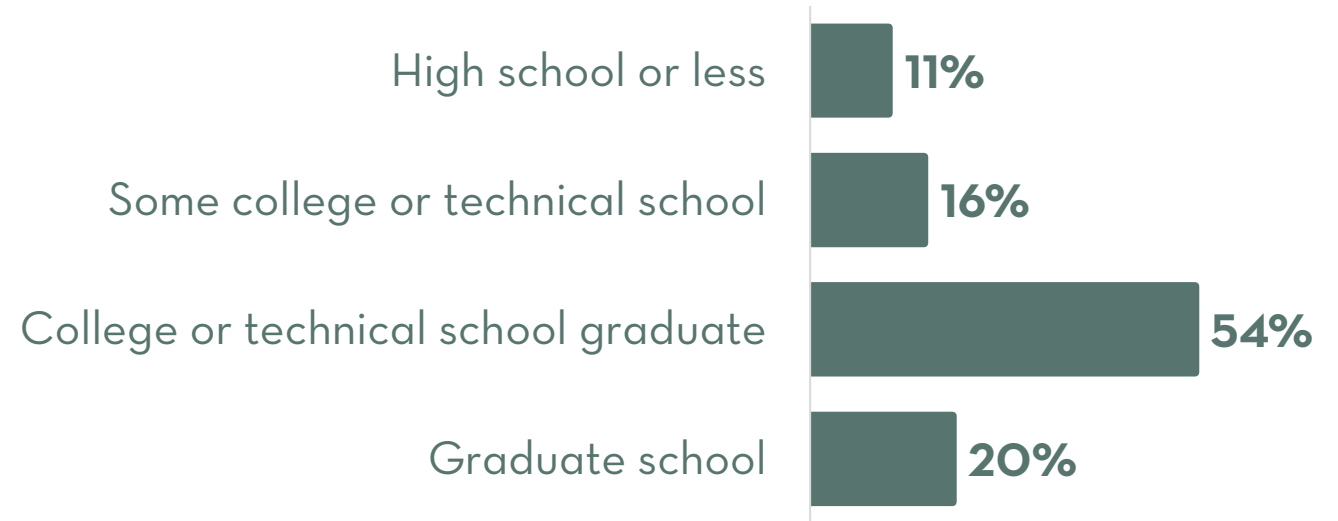
# GENDER

» **Half** of visitors to Maine were female



# EDUCATIONAL ATTAINMENT

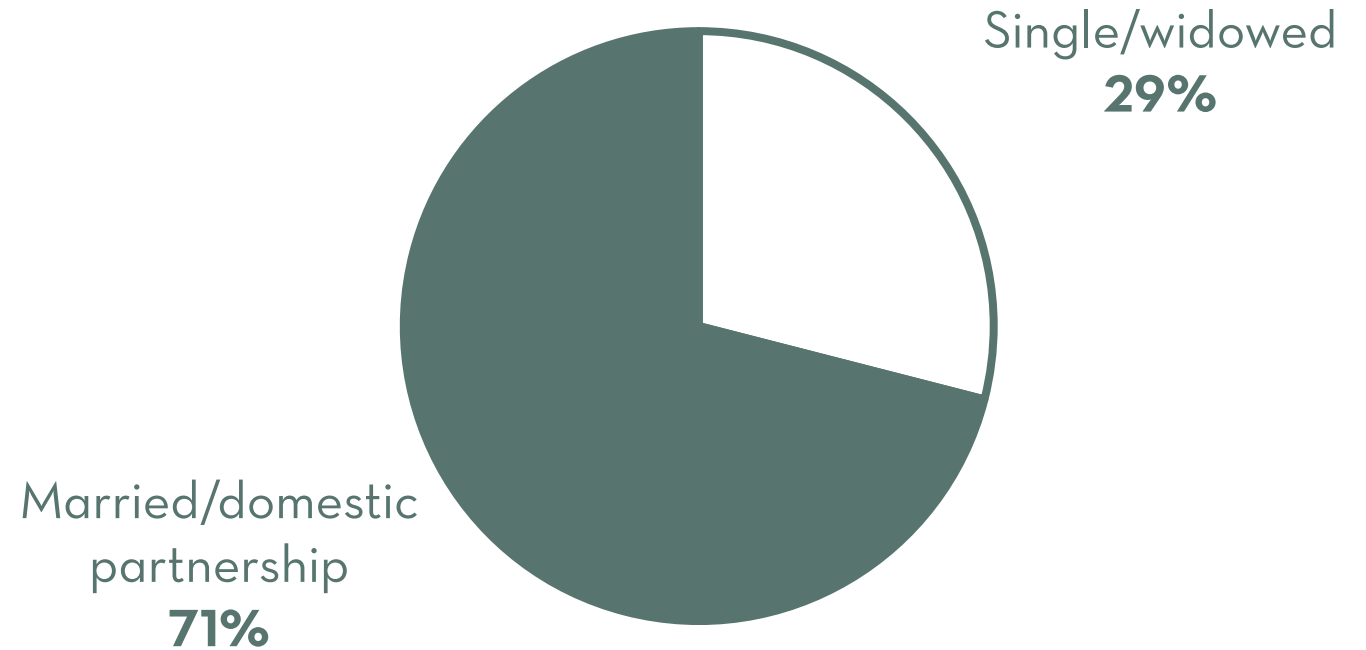
- » Maine visitors have substantial formal educations, with **3 out of 4** having at least a college or technical school degree, and **1 in 5** possessing a graduate degree





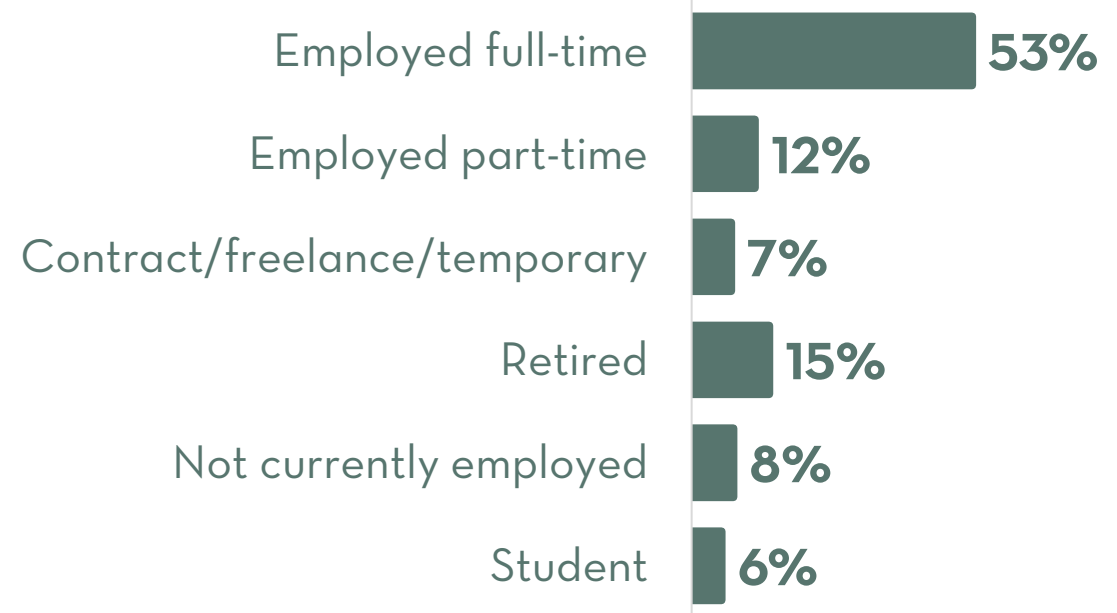
# MARITAL STATUS

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



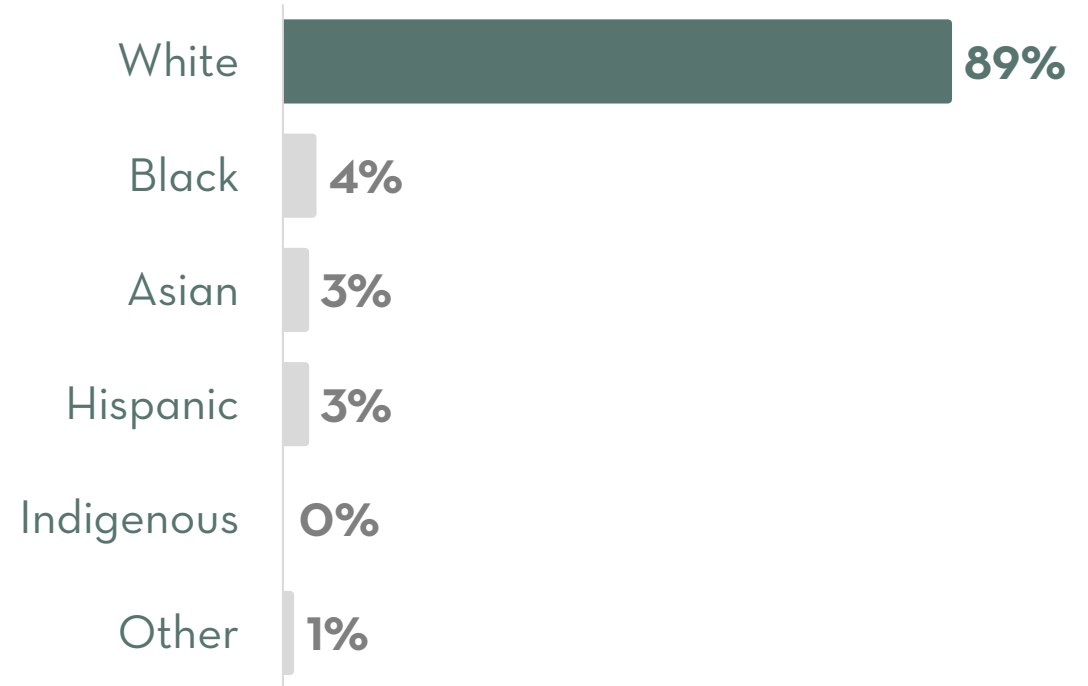
# EMPLOYMENT STATUS

- » **Nearly 3 out of 4** visitors to Maine were employed, most full-time



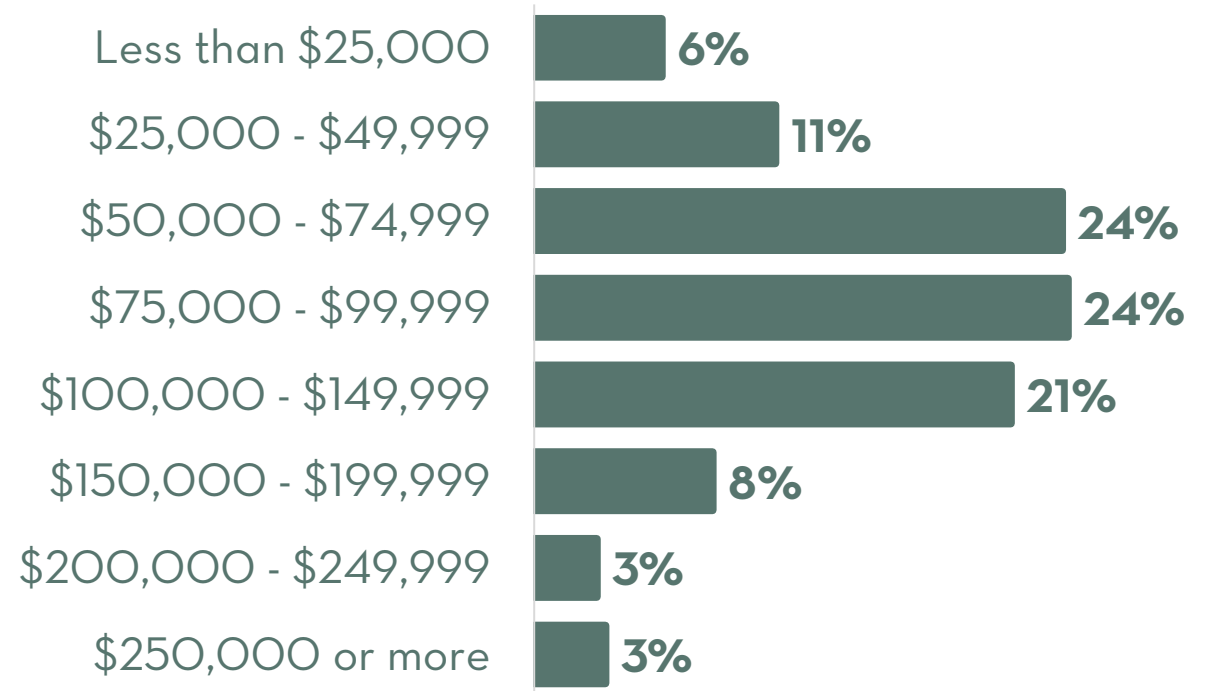
# RACE & ETHNICITY

» **Nearly 9 in 10** visitors to Maine were White



# HOUSEHOLD INCOME

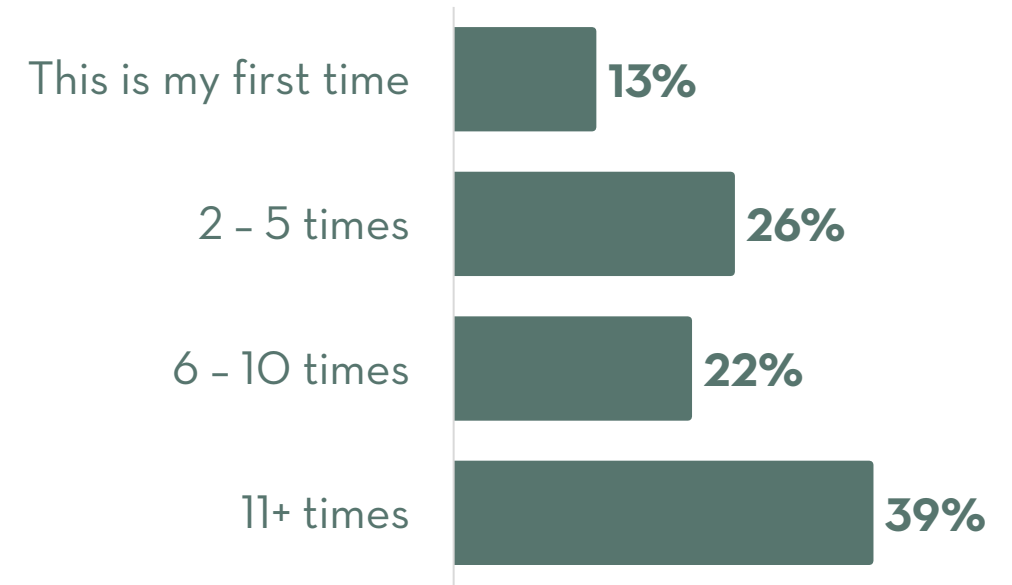
- » Typical visitors to Maine earned **\$84,400** per year in household income, up from \$78,900 last winter
- » **14%** of Maine visitors have household incomes that exceed \$150,000





# NEW & RETURNING VISITORS

- » Over **1 in 10** visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **nearly 2 in 5** had previously traveled in Maine more than 10 times



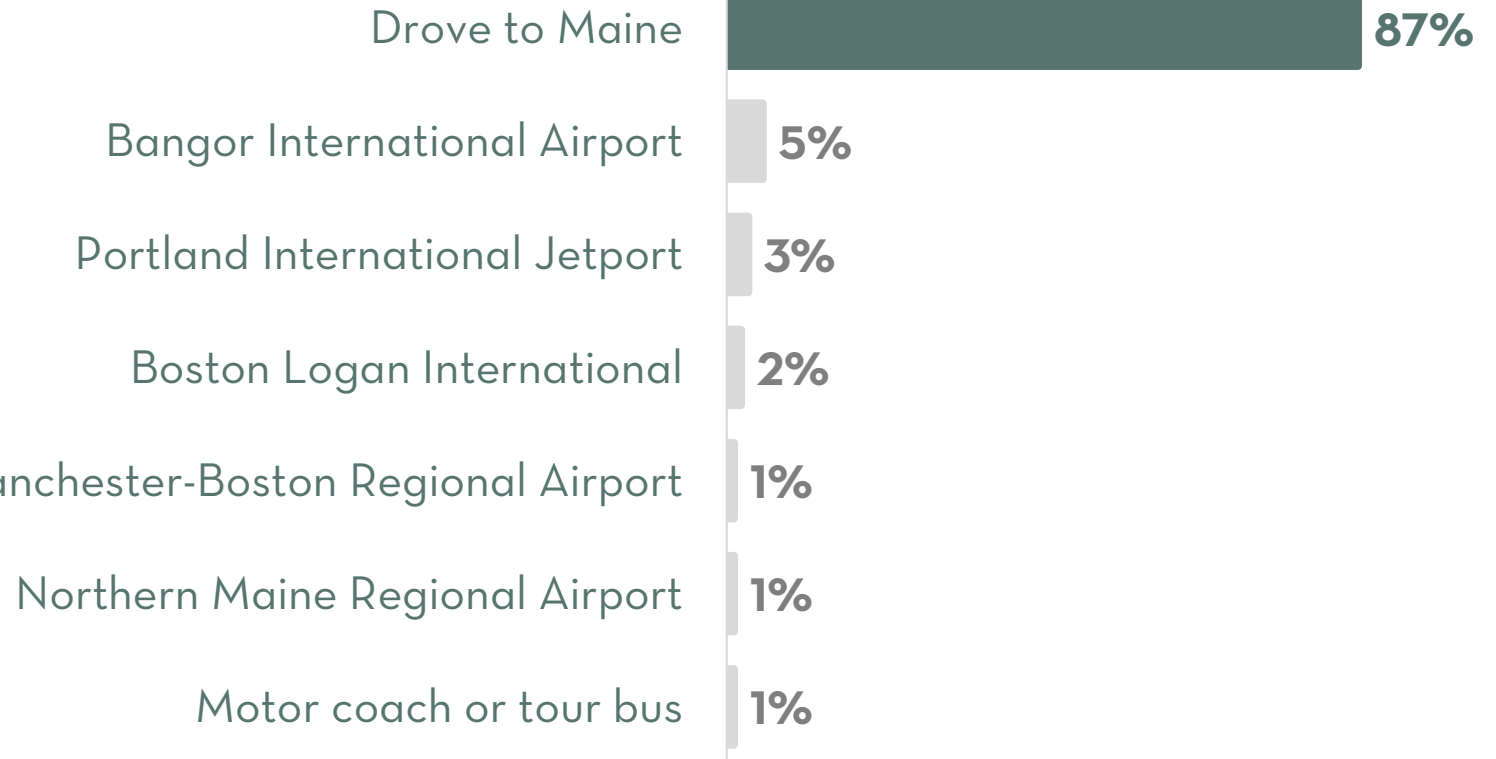
# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# MODES OF TRANSPORTATION

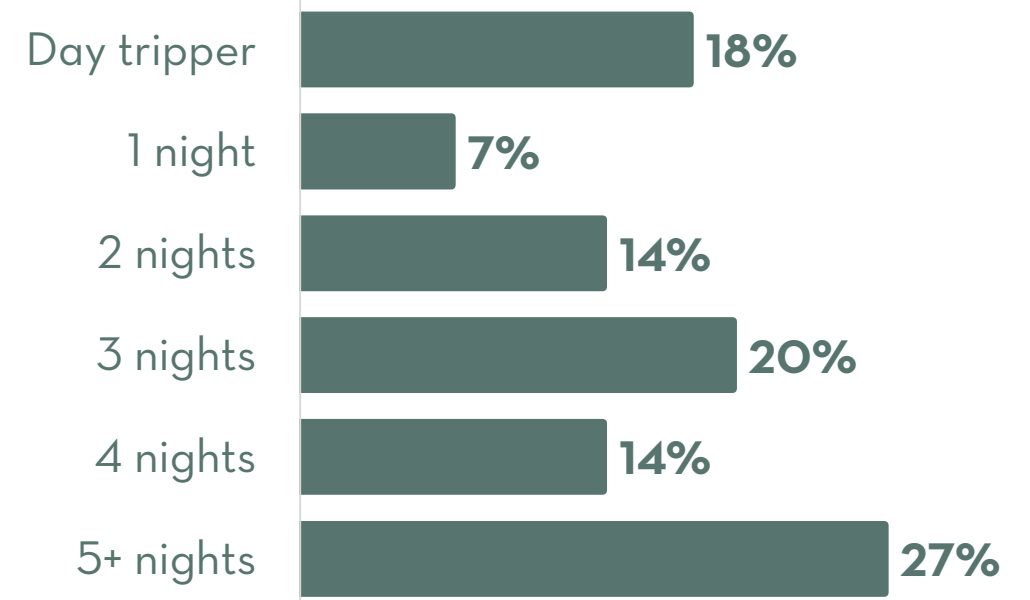
- » Maine is a drive-market for most visitors, with over **4 out of 5** choosing to travel by car rather than by plane, motor coach/bus, or train

- » **12%** of visitors flew to Maine, up from **7%** last winter



# NIGHTS STAYED

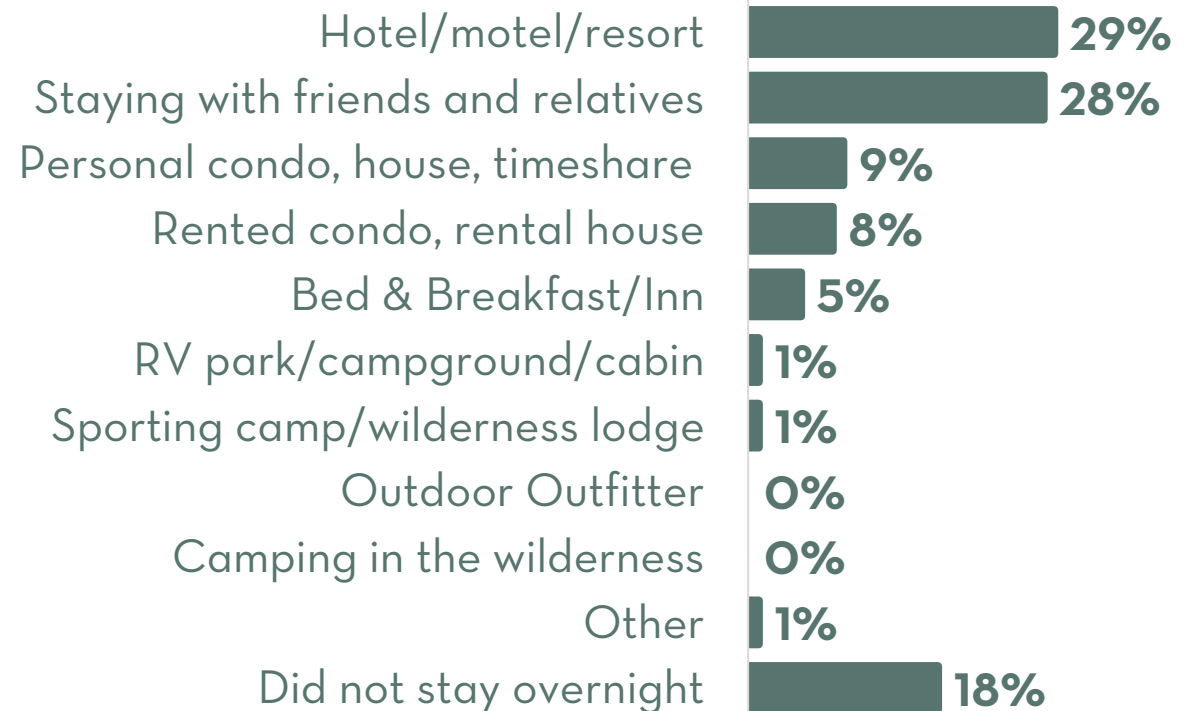
- » **82%** of visitors stayed one night or more in Maine during their trip, up 10% points from last winter
- » Typical visitors stayed **4.9** nights in Maine
- » **Over 1 in 4** visitors stayed 5 or more nights in Maine





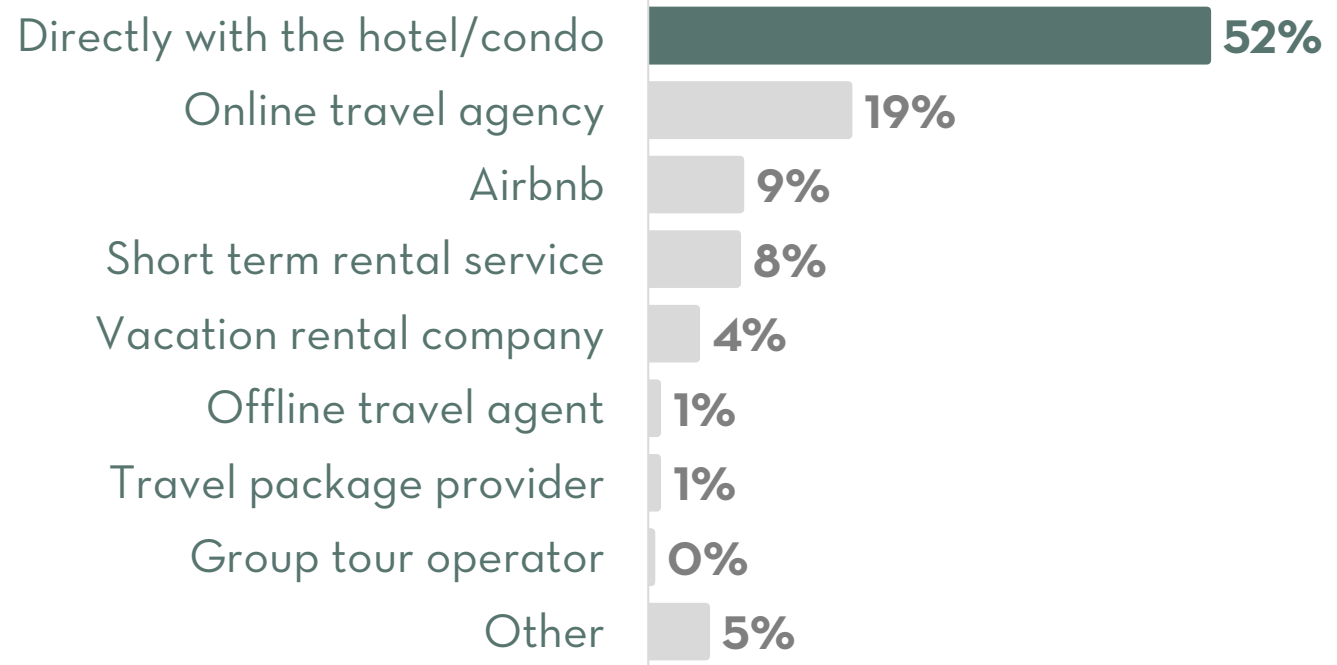
# ACCOMMODATIONS

» **Nearly 3 in 10** visitors stayed overnight in a hotel, motel or resort or with friends and relatives



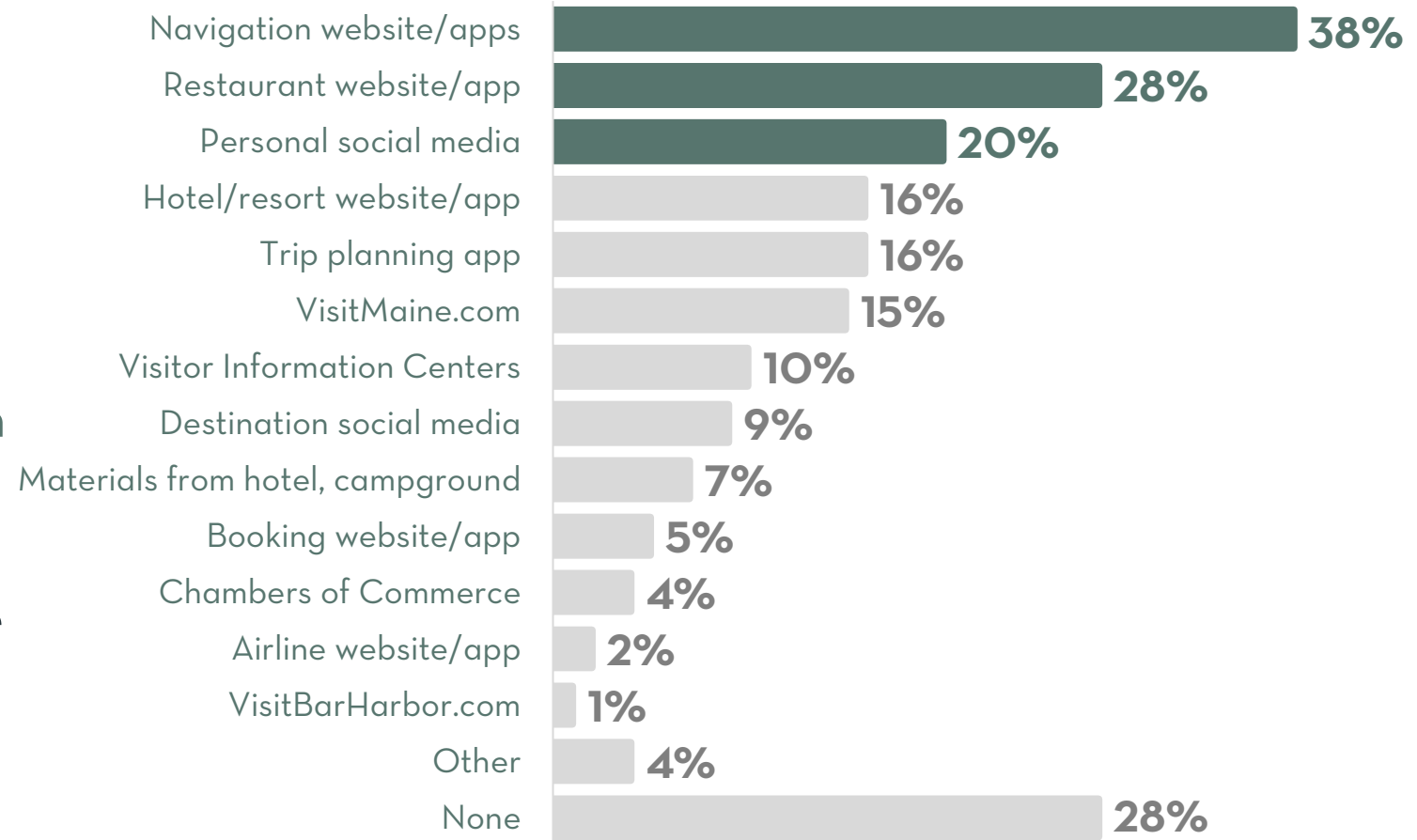
# BOOKING METHODS

- » **Over half** of visitors stayed overnight in paid accommodations during their trip in Maine
- » **52%** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



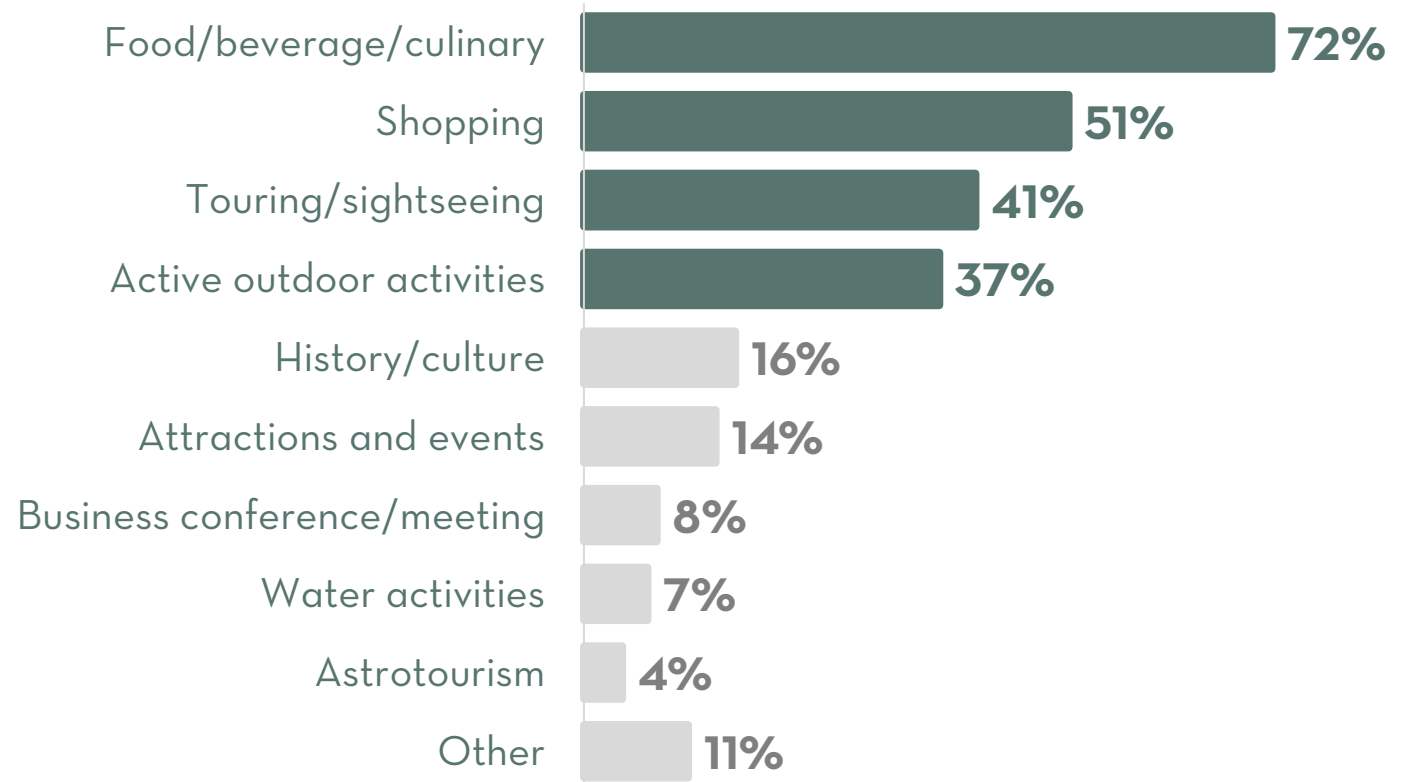
# IN-MARKET VISITOR RESOURCES\*

- » Visitors were **more likely** to rely on navigation websites and apps to plan activities in-market
- » **Nearly 3 in 10** visitors used restaurant websites/apps and **1 in 5** used personal social media
- » **Nearly 3 in 10** visitors did not use any resources to plan activities while they were in-market



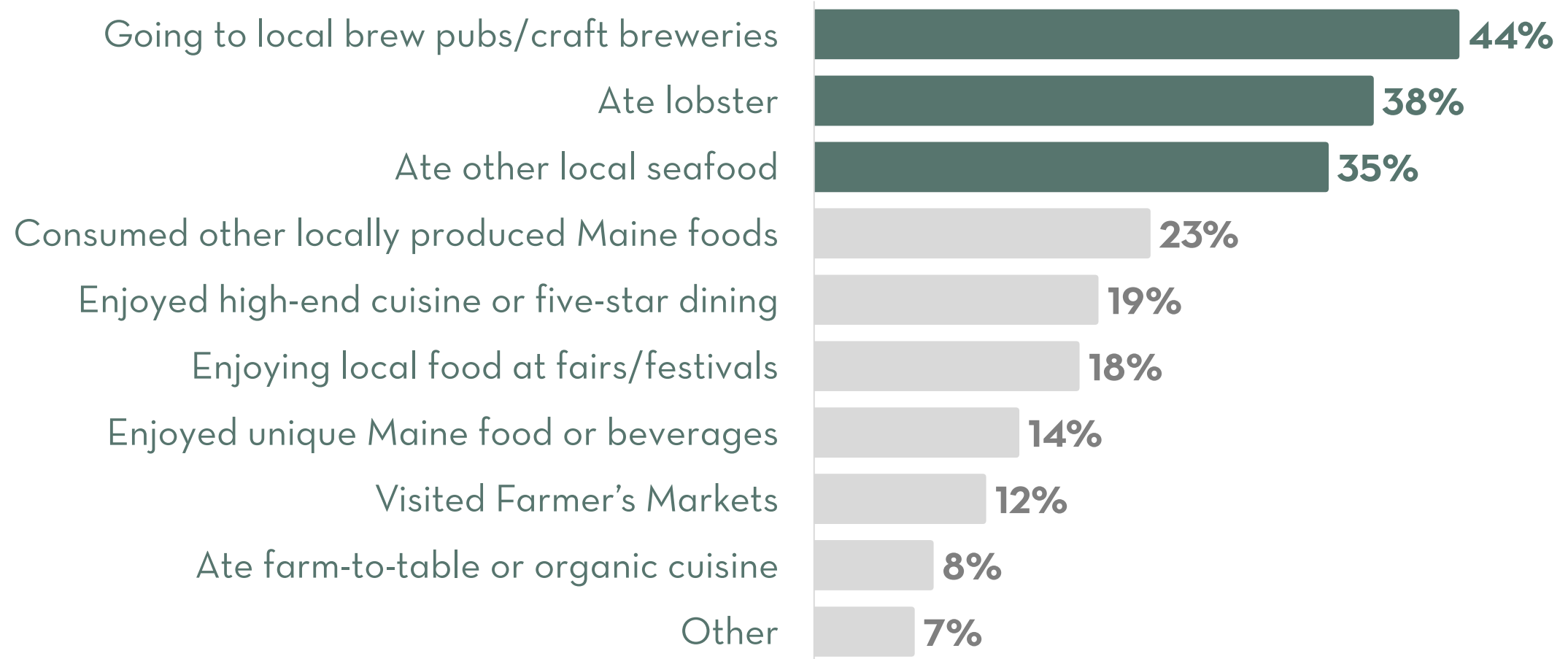
# VISITOR ACTIVITIES\*

- » **Nearly 3 in 4** visitors participated in food, beverage, and culinary activities during their trip in Maine
- » **Over half** engaged in shopping activities

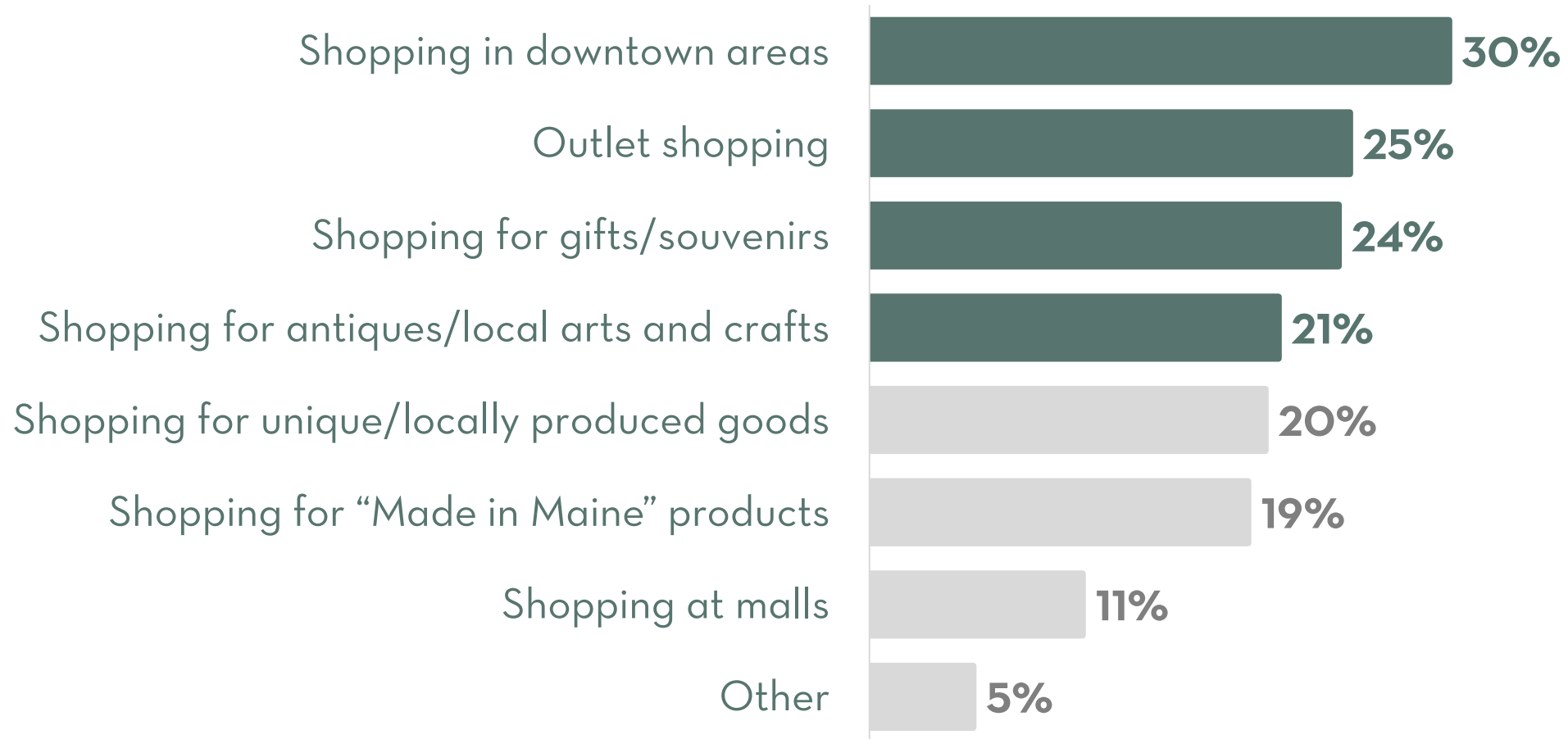




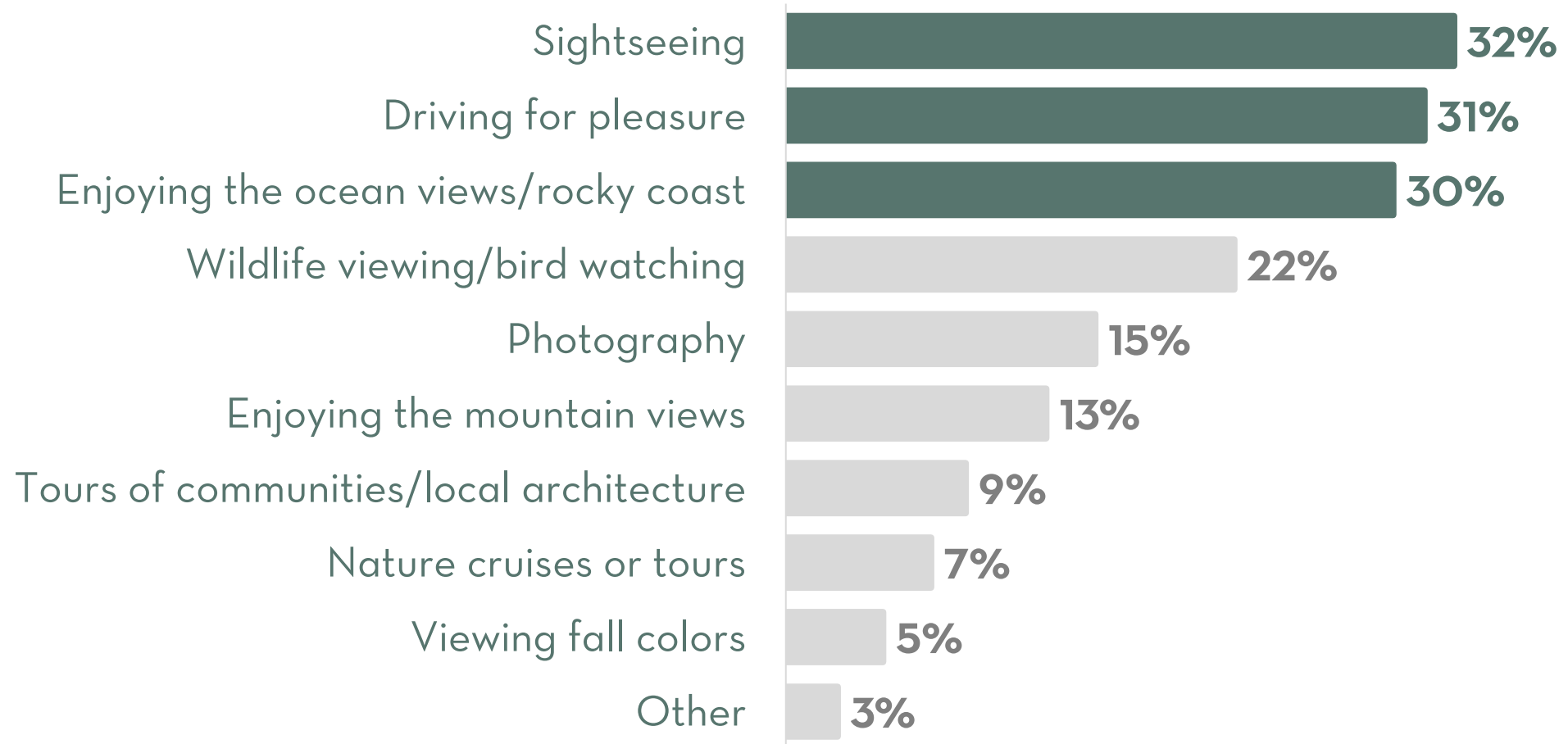
# FOOD & BEVERAGE ACTIVITIES\*



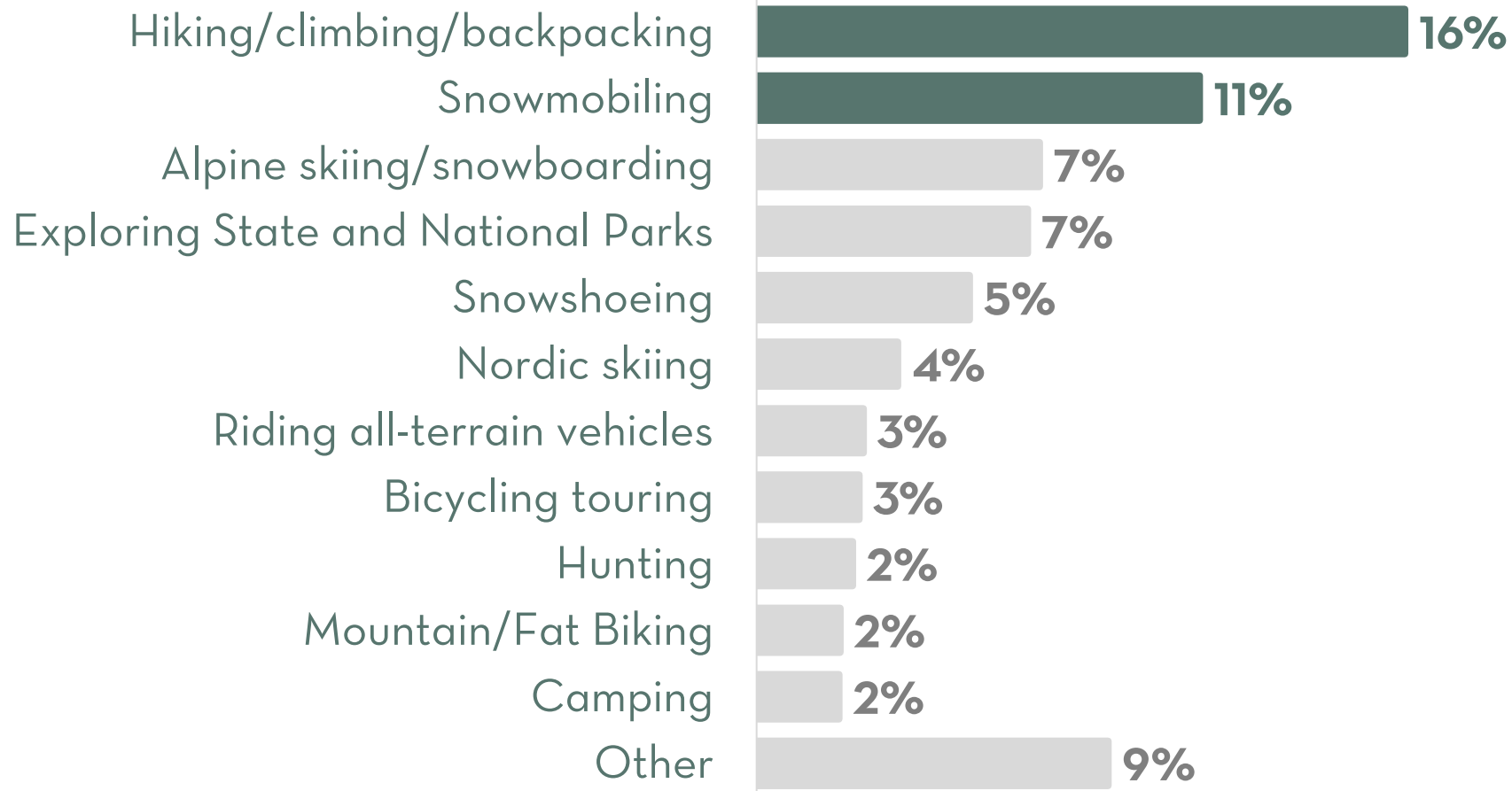
# SHOPPING ACTIVITIES\*



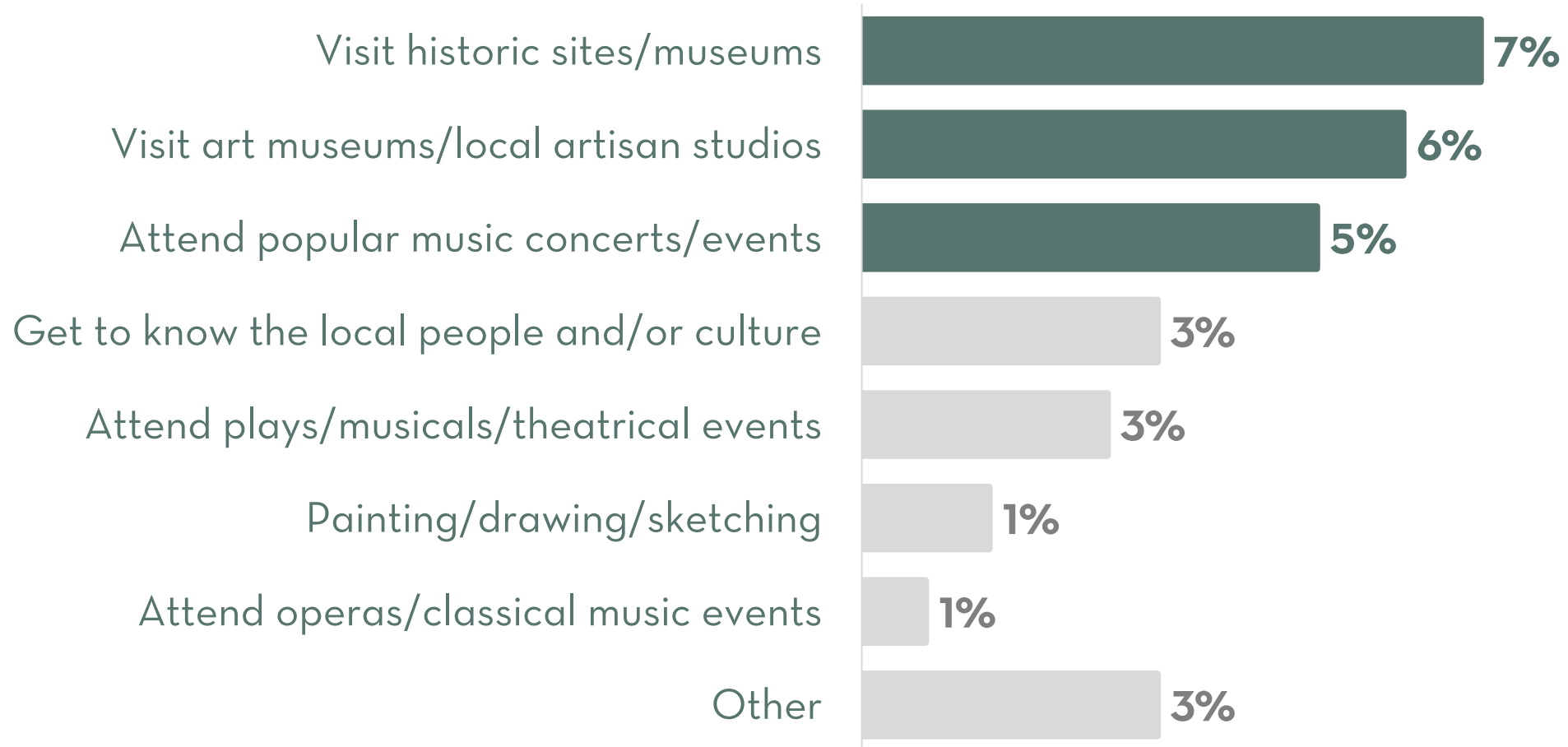
# TOURING & SIGHTSEEING ACTIVITIES\*



# ACTIVE OUTDOOR ACTIVITIES\*

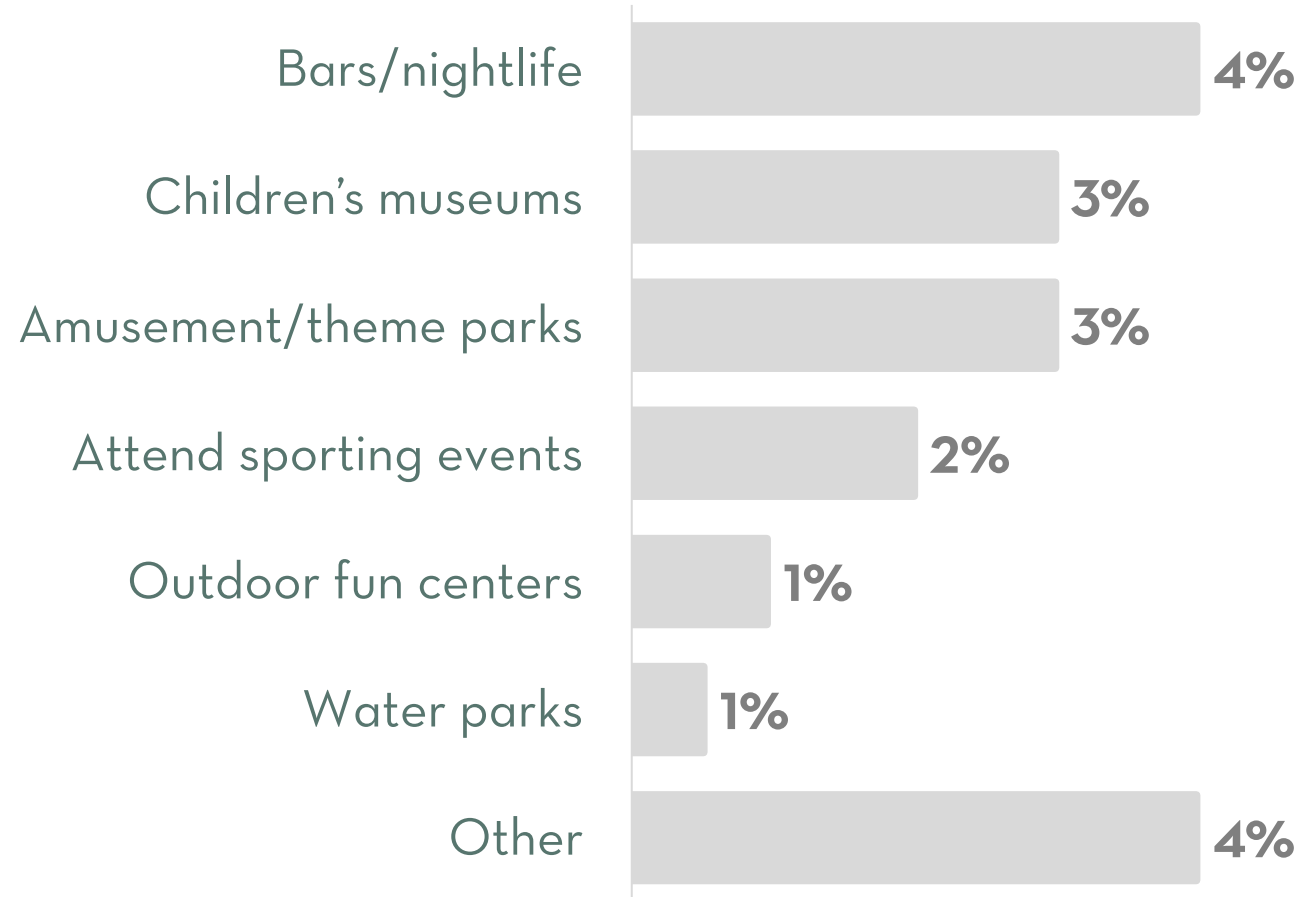


# HISTORICAL & CULTURAL ACTIVITIES\*

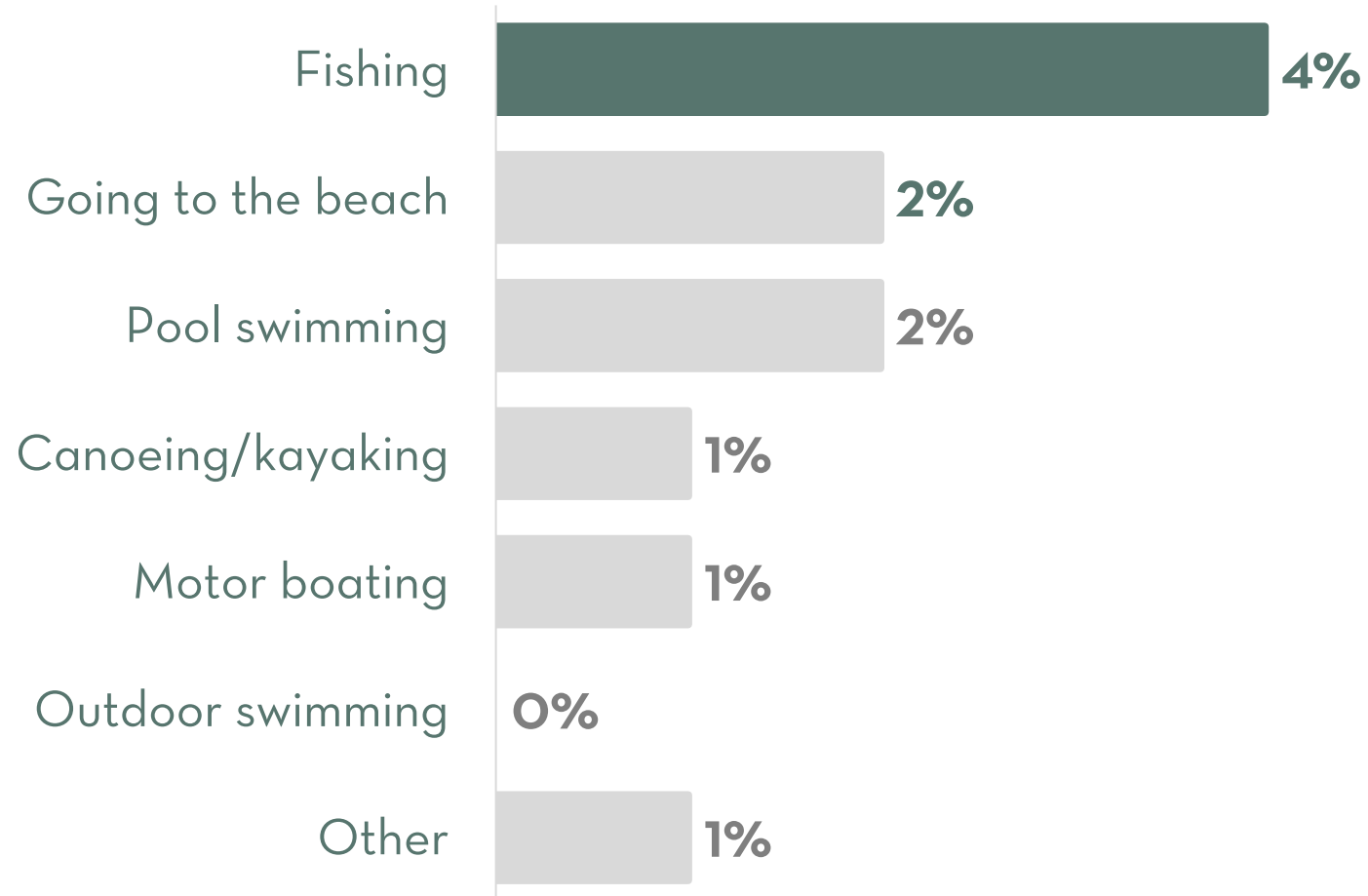




# ENTERTAINMENT ACTIVITIES\*



# WATER ACTIVITIES\*



# DAILY TRAVEL PARTY SPENDING

## *Travel Party Spending Per DAY*

	<i><b>Paid Lodging</b></i>	<i><b>Unpaid Lodging</b></i>	<i><b>Day Trippers</b></i>
<i>Accommodations</i>	<i>\$173</i>	<i>\$0</i>	<i>\$0</i>
<i>Transportation</i>	<i>\$40</i>	<i>\$33</i>	<i>\$22</i>
<i>Groceries</i>	<i>\$25</i>	<i>\$29</i>	<i>\$8</i>
<i>Restaurants</i>	<i>\$106</i>	<i>\$73</i>	<i>\$61</i>
<i>Shopping</i>	<i>\$92</i>	<i>\$48</i>	<i>\$75</i>
<i>Activities &amp; attractions</i>	<i>\$32</i>	<i>\$22</i>	<i>\$11</i>
<i>Other</i>	<i>\$9</i>	<i>\$6</i>	<i>\$7</i>
<i><b>Daily Spending</b></i>	<i><b>\$477</b></i>	<i><b>\$211</b></i>	<i><b>\$184</b></i>

# TOTAL TRAVEL PARTY SPENDING

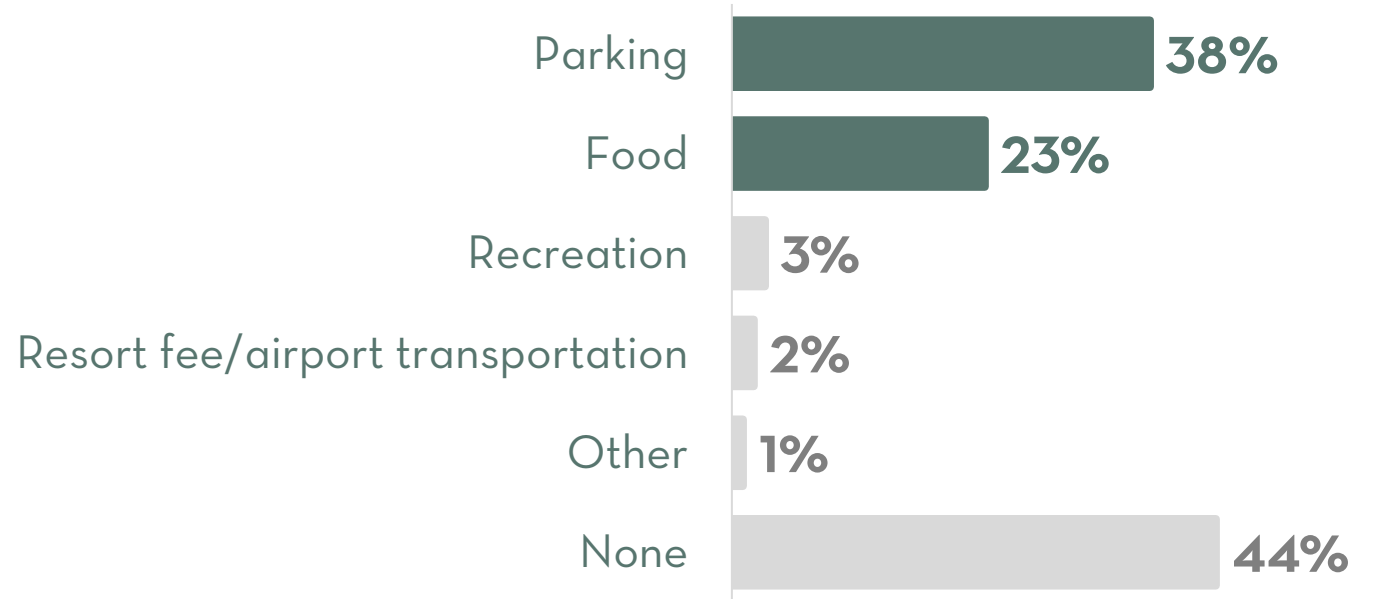
## *Travel Party Spending Per **TRIP**<sup>1</sup>*

	<i><b>Paid Lodging</b></i>	<i><b>Unpaid Lodging</b></i>	<i><b>Day Trippers</b></i>
<i>Accommodations</i>	<i>\$830</i>	<i>\$0</i>	<i>\$0</i>
<i>Transportation</i>	<i>\$192</i>	<i>\$228</i>	<i>\$22</i>
<i>Groceries</i>	<i>\$120</i>	<i>\$200</i>	<i>\$8</i>
<i>Restaurants</i>	<i>\$509</i>	<i>\$504</i>	<i>\$61</i>
<i>Shopping</i>	<i>\$442</i>	<i>\$331</i>	<i>\$75</i>
<i>Activities &amp; attractions</i>	<i>\$154</i>	<i>\$152</i>	<i>\$11</i>
<i>Other</i>	<i>\$43</i>	<i>\$41</i>	<i>\$7</i>
<i><b>Daily Spending</b></i>	<i><b>\$2,290</b></i>	<i><b>\$1,456</b></i>	<i><b>\$184</b></i>

<sup>1</sup>Visitors staying in paid lodging stayed an average of 4.8 nights,  
Visitors staying in unpaid lodging stayed an average of 6.9 nights.

# LODGING AMENITIES\*

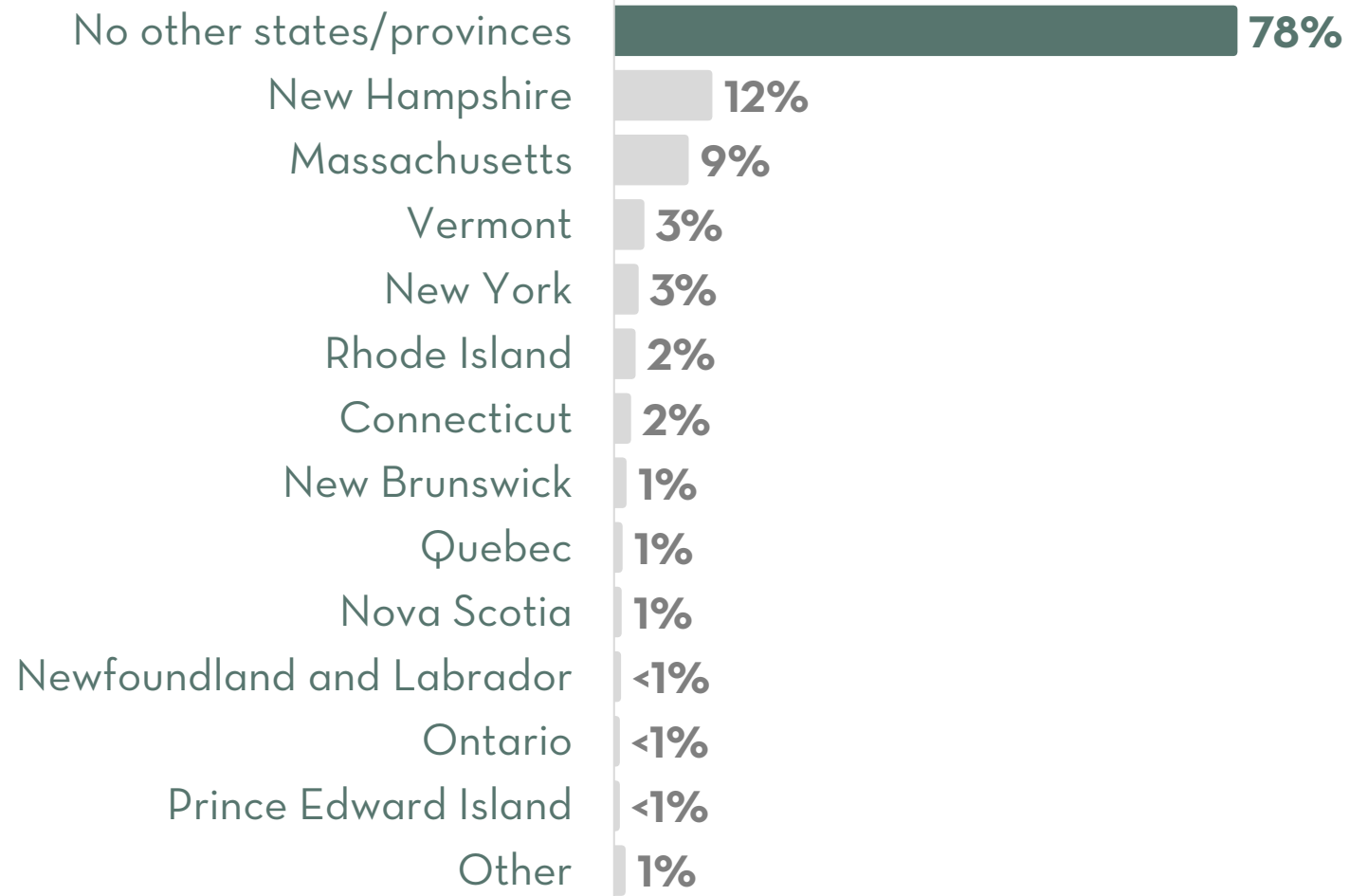
- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **over half** of visitors
- » Price for accommodations included parking for **38%** of visitors
- » Food was included in accommodations' pricing for nearly **1 in 4** visitors





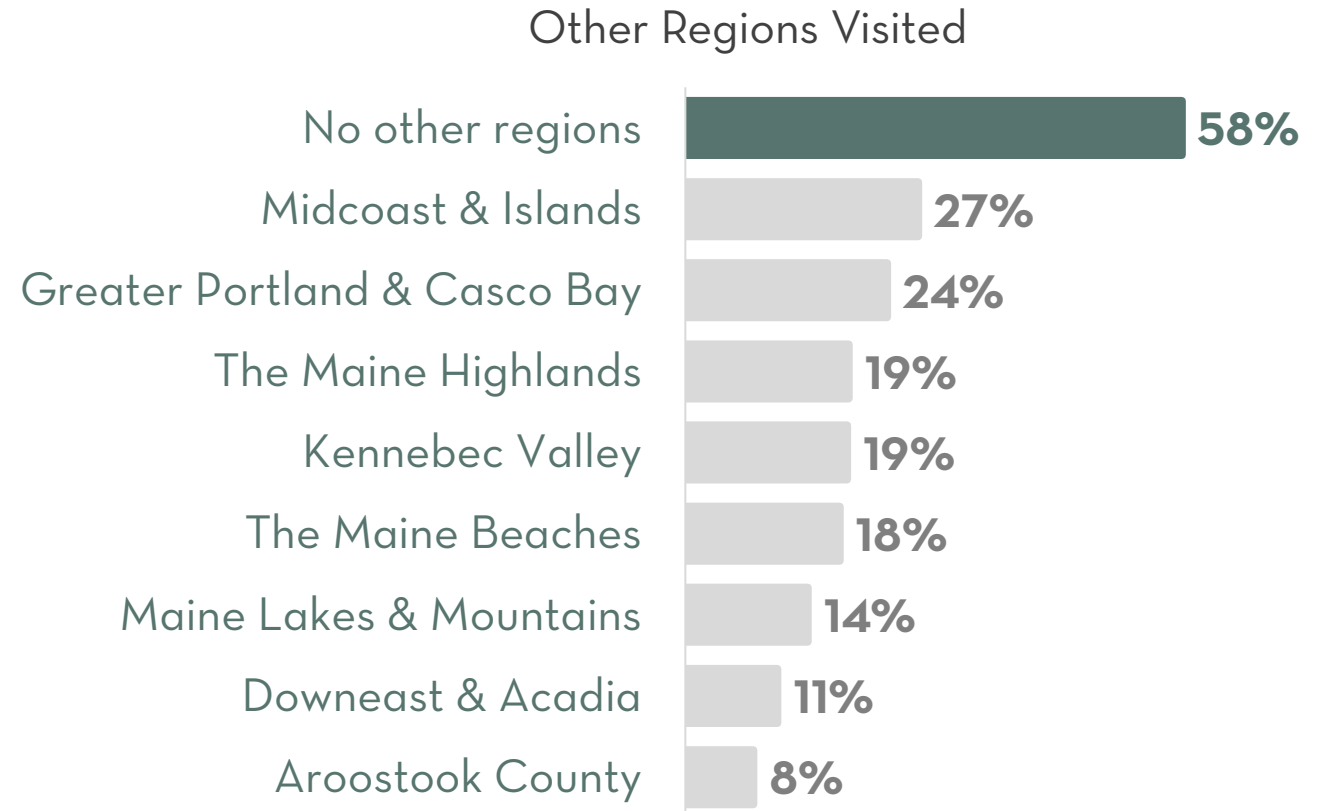
# OTHER STATES & PROVINCES VISITED\*

- » **Nearly 4 in 5** visitors did not visit any other U.S. state or Canadian province on their trip, down from 89% last winter
- » Visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trips



# TRAVELING WITHIN MAINE\*

- » **Nearly 3 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state, up from 51% last winter
- » **1 in 4** visitors visited the Midcoast & Islands or Greater Portland & Casco Bay areas in addition to their primary destinations within Maine, and **1 in 5** visited the Maine Highlands, Kennebec Valley, or Maine Beaches areas

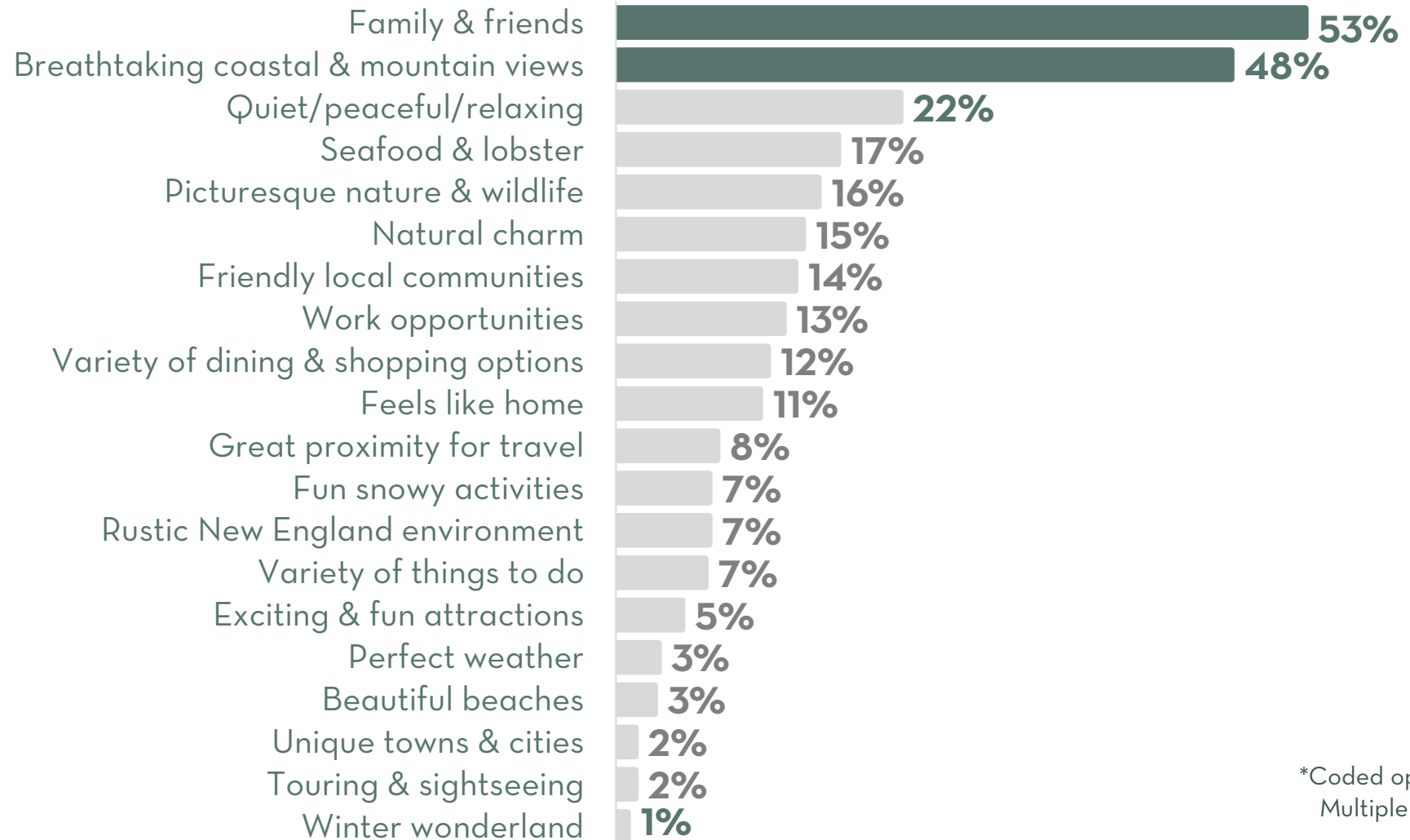


# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# MAINE AS A UNIQUE DESTINATION\*

“What does Maine offer that other similar destinations do not offer?”



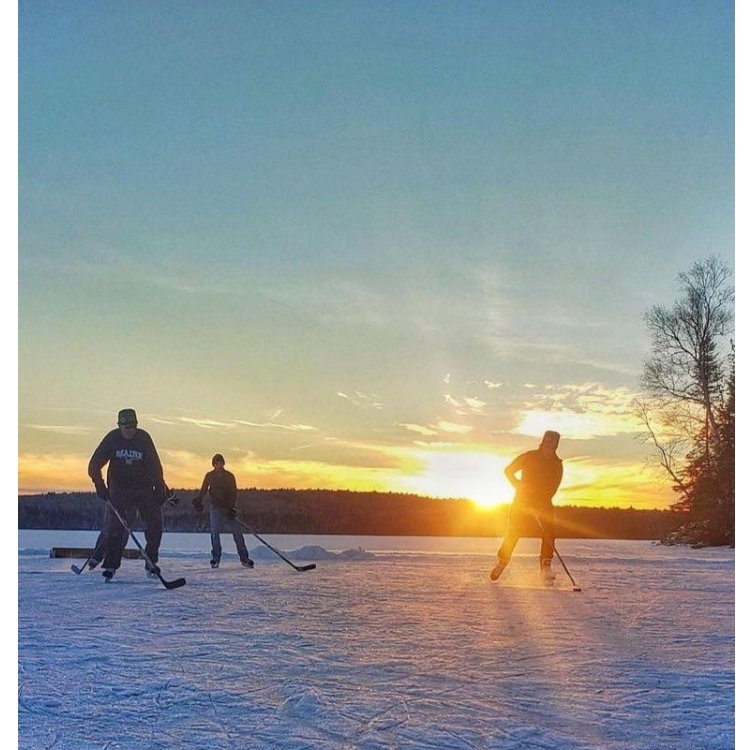
\*Coded open-ended responses.  
Multiple responses permitted.

# UNIQUENESS: “FRIENDS & FAMILY”

*“My relatives and beautiful sceneries  
by the coastline.”*



*“Good friends. Slower pace. Plenty of  
holiday attractions.”*



*“My grandchildren and daughter. A  
place to take a deep breath of clean air  
and relax.”*



# UNIQUENESS: “BREATHTAKING VIEWS”

*“Maine has a great balance between great mountains and outdoors while maintaining a shore and some cities.”*

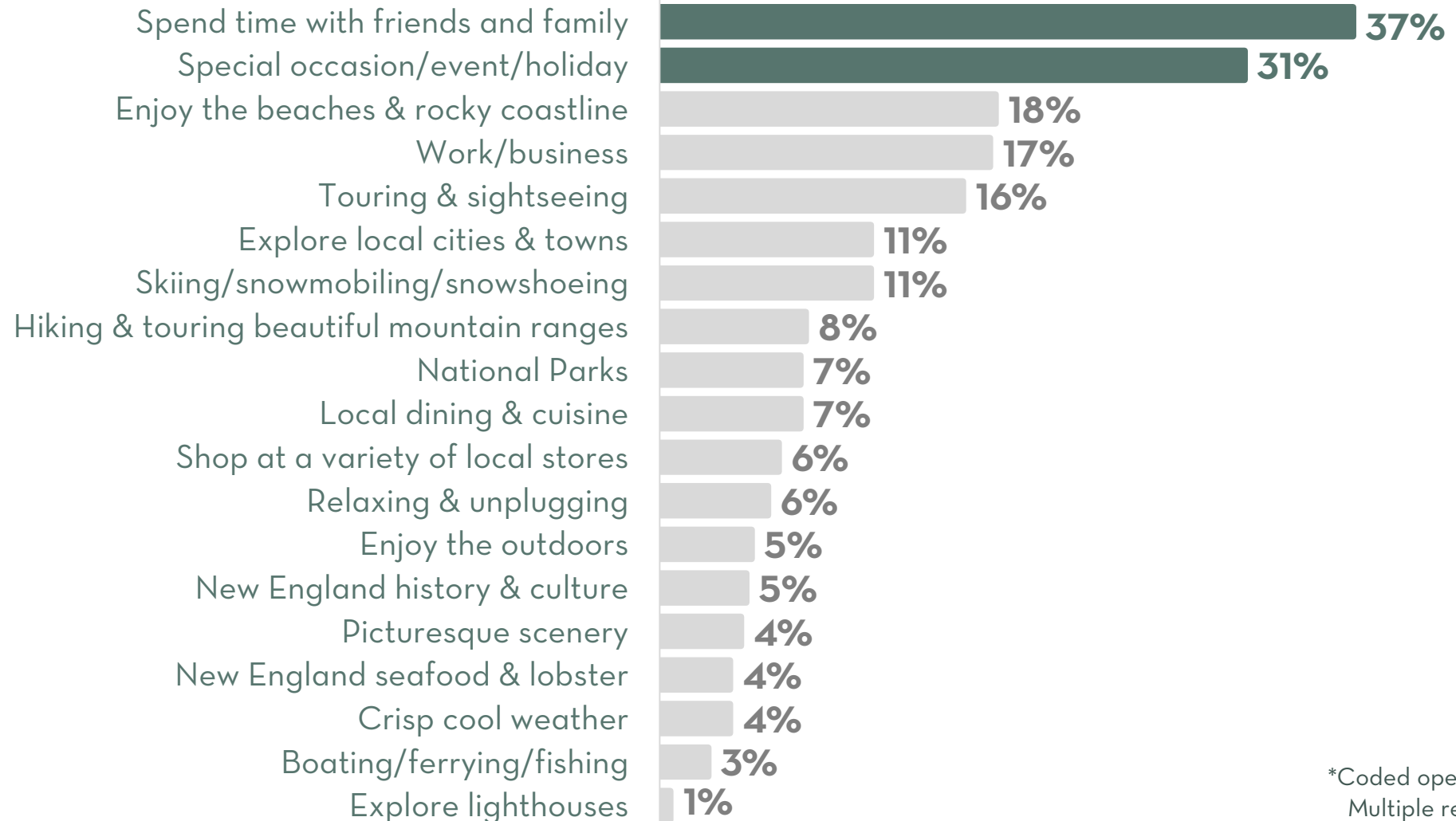


*“So far we've fallen in love with coast and the islands. The towns aren't too big. Friendly people.”*



*“Beautiful sceneries, wildlife, lakes, mountains, rocky coastline, lighthouses , year-round activities, delicious seafood, all this in a relaxing and secure environment.”*

# HIGHLIGHT OF TRIP\*

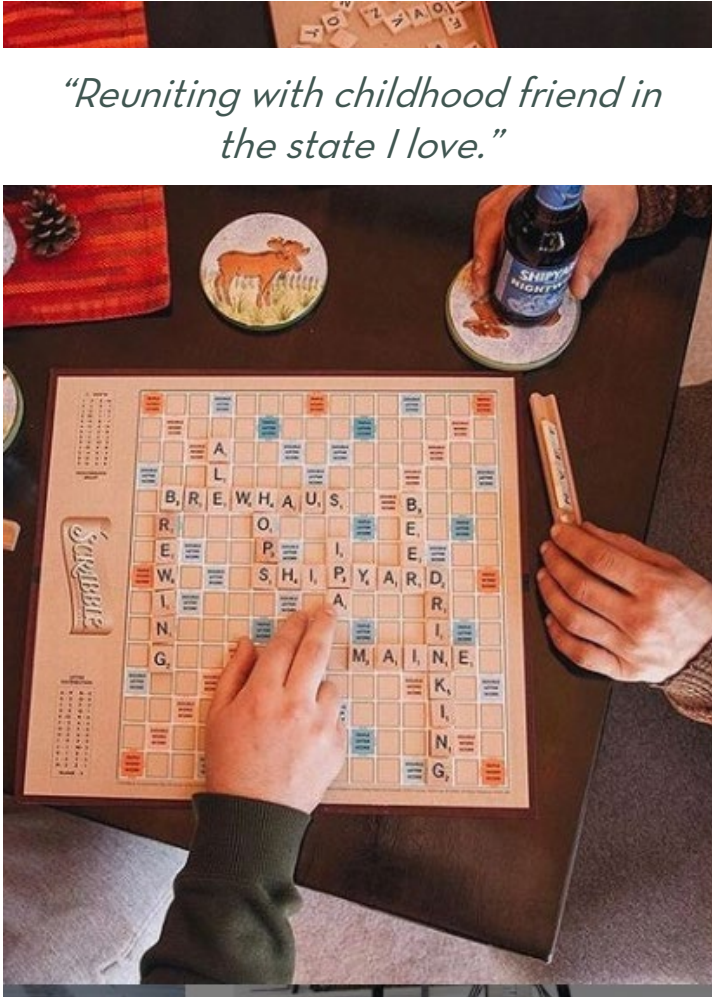


\*Coded open-ended responses.  
Multiple responses permitted.



# HIGHLIGHTS: “FRIENDS & FAMILY”

*“Reuniting with childhood friend in the state I love.”*



*“Spending time with my son and my grandkids and eating a few lobsters.”*



*“Taking the grandchildren birdwatching. Looking for and finding the Steller’s Eagle.”*



# HIGHLIGHTS: “SPECIAL OCCASION/EVENT/HOLIDAY”



*“Gardens Aglow with the kids.”*



*“Spending the Christmas holidays with my relatives.”*



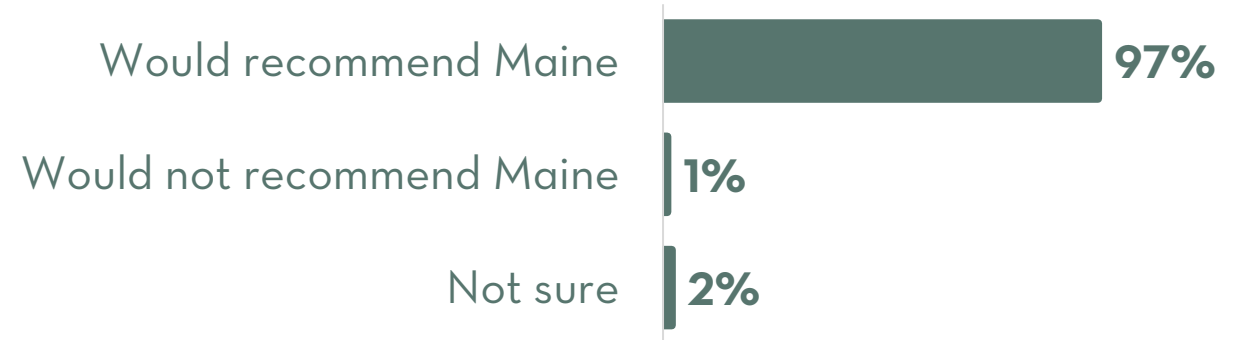
*“Gingerbread Spectacular and driving to Bar Harbor area.”*



# RECOMMENDING MAINE & ITS REGIONS

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

## *Likelihood of Recommending Maine*



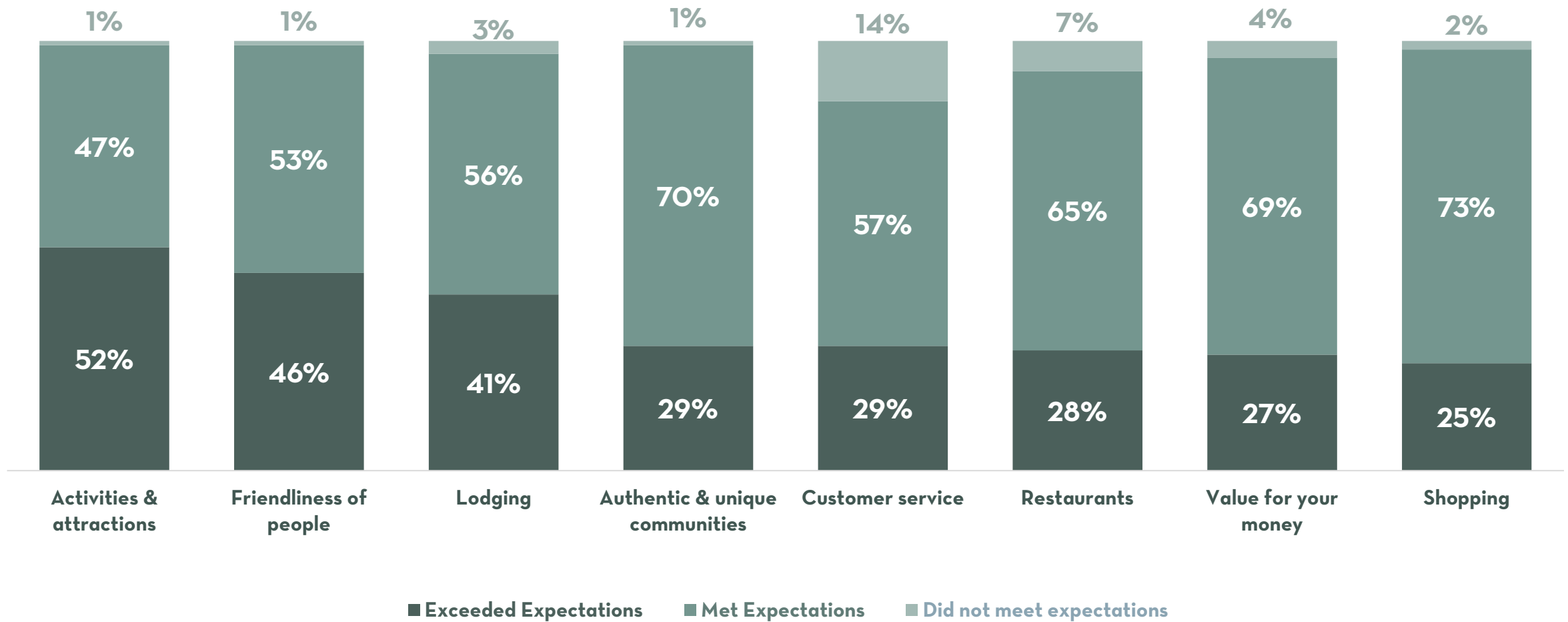
- » **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip

## *Likelihood of Recommending Region Visited*





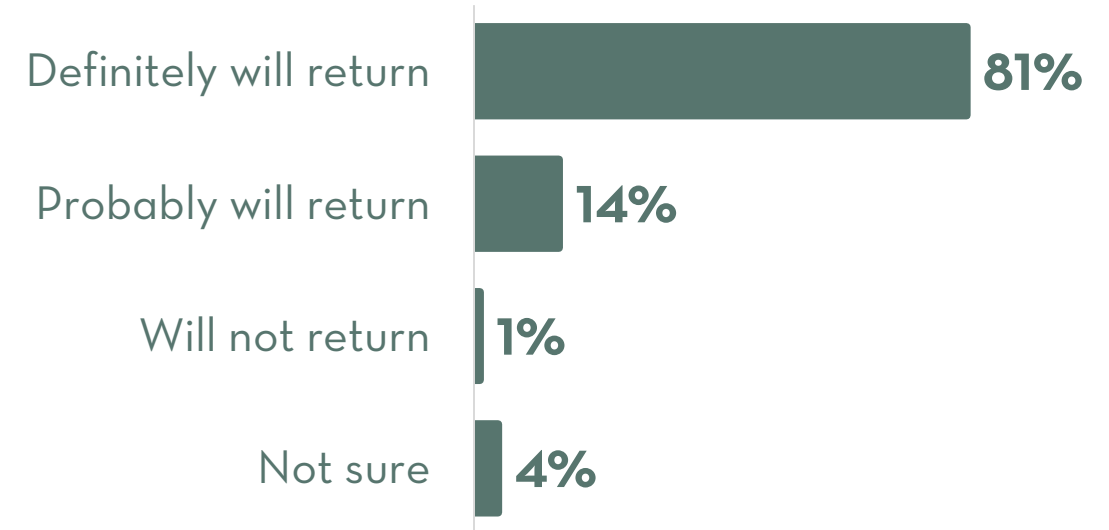
# TRIP EXPECTATIONS<sup>1</sup>



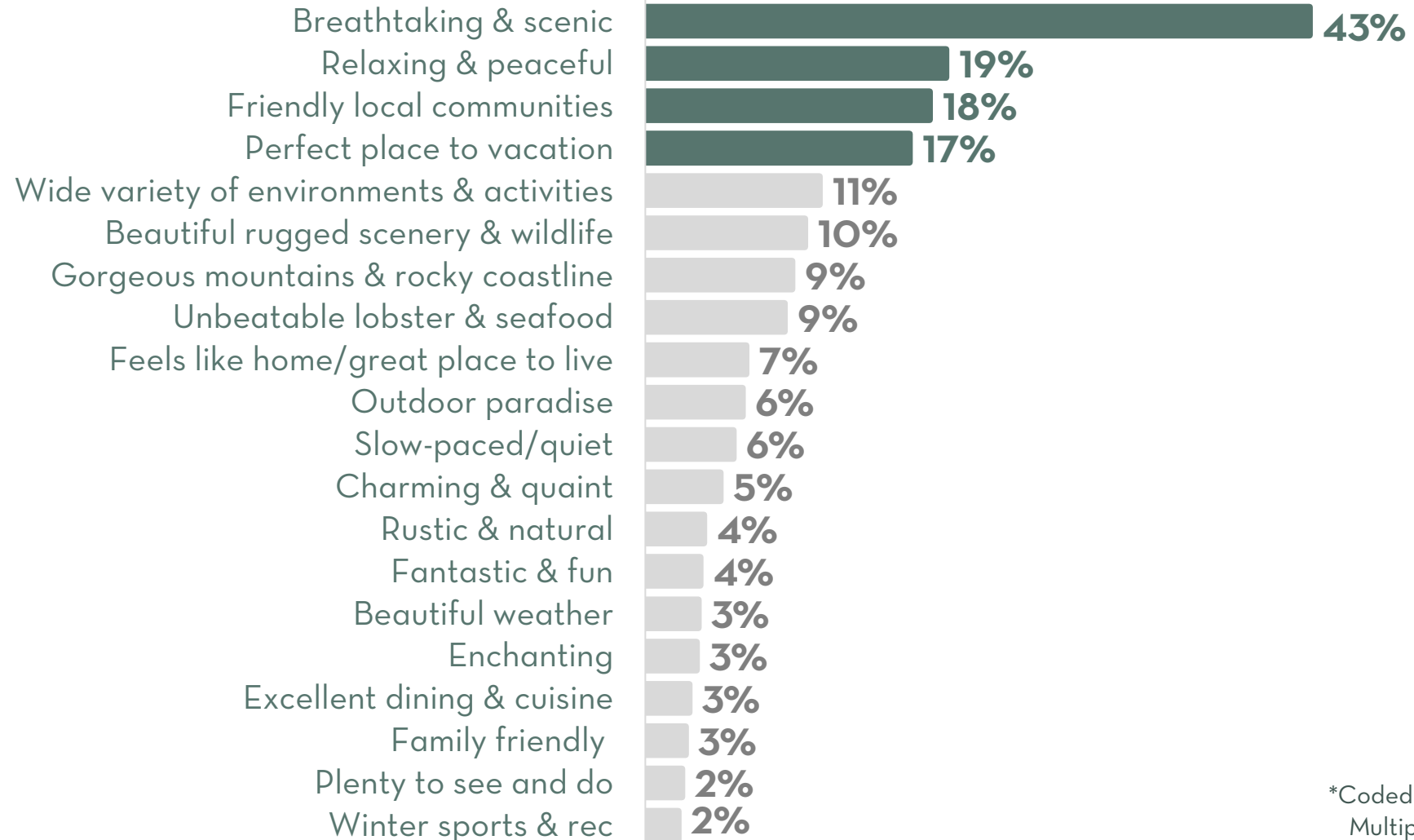
<sup>1</sup>"Don't know" responses omitted.

# LIKELIHOOD OF RETURNING TO MAINE

» **95%** of visitors will return to Maine for a future visit or vacation



# PERCEPTIONS OF MAINE\*



\*Coded open-ended responses.  
Multiple responses permitted.

# PERCEPTIONS: “BREATHTAKING & SCENIC”

*“Maine is really an exceptional experience. Beautiful scenery. Good people. Appreciation for simple living.”*



*“Maine is definitely the only state where you will enjoy all the beautiful sceneries in a safe and relaxing environment.”*



*“It's our go to place when we need a break. Top of the short list. More authentic. Beautiful trails and scenery.”*

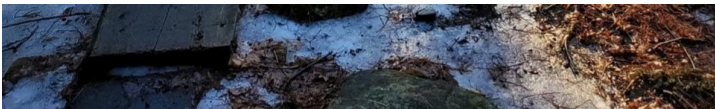




# PERCEPTIONS: “RELAXING & PEACEFUL”



*“You can feel the stress leave your body the minute you cross the state line.”*



*“Winter along the Maine coast is an introvert’s paradise. My go to place when in need of a mental health holiday. Not a lot of stressed-out vibes here.”*



*“Tranquil and beautiful, atmospheric, worth the drive.”*





# PERCEPTIONS: “FRIENDLY LOCAL COMMUNITIES”



*“You will find in Maine a unique environment that other states don't have. The people are very friendly, and the scenery is great.”*



*“Even though it's just across the Piscataquis [River], it always feels like going somewhere far far away. Very different sense of community. Everyone is chill. We love it here.”*



*“A part of the United States unlike any other. We love just driving the backroads. A special breed of people.”*





# PERCEPTIONS: “PERFECT PLACE TO VACATION”



*“If you are a fisherman and like seafood and wild outdoors, Maine is the perfect place to enjoy some vacation.”*



*“Our new boat should be done soon, and we can't wait to cruise along the Maine coast. No better place on earth. Really.”*



*“Besides amazing sceneries, Maine is a friendly, well organized and safe state where you will enjoy your vacation year after year.”*





# YEAR-OVER-YEAR COMPARISONS



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

	Winter 2021	Winter 2022
A week or less	30%	22%
2 - 3 weeks	25%	23%
1 - 2 months	26%	33%
3 - 4 months	11%	13%
5 - 6 months	4%	4%
7 months - 1 year	2%	3%
More than 1 year	2%	2%
Median Days	25	39



# BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	Winter 2021	Winter 2022
A week or less	35%	29%
2 - 3 weeks	27%	24%
1 - 2 months	24%	32%
3 - 4 months	9%	10%
5 - 6 months	3%	2%
7 months - 1 year	2%	2%
More than 1 year	1%	1%
Median Days	15	25

# ONLINE TRIP PLANNING SOURCES\*

	Winter 2021	Winter 2022
Online search engines	20%	32%
Hotel websites	10%	18%
VisitMaine.com	7%	13%
Online travel agency	10%	9%
Trip Advisor	8%	9%
Facebook	9%	8%
Airline websites	6%	8%
Instagram	5%	8%
MaineTourism.com	5%	7%
Traveler reviews/blogs/stories	4%	7%
VRBO/HomeAway	3%	7%
Airbnb	6%	6%
Visit Maine social media	4%	6%
Vacation rental websites	3%	6%
YouTube	4%	5%
VisitPortland.com	4%	5%
MainesMidCoast.com	2%	3%
DowneastAcadia.com	2%	2%
MaineLakesandMountains.com	2%	2%
TheMaineBeaches.com	1%	2%
Twitter	2%	1%
VisitBarHarbor.com	2%	1%
DiscoverNewEngland.com	1%	1%
TheMaineHighlands.com	1%	1%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
Other	6%	6%
None	47%	34%

# OTHER TRIP PLANNING SOURCES\*

	Winter 2021	Winter 2022
Advice from friends/family	31%	36%
Articles or travelogues	3%	15%
AAA	4%	10%
Travel guides/brochures	7%	9%
Maine Office of Tourism	2%	7%
Travel planning apps	6%	6%
Travel books & magazines	6%	4%
Local Chambers of Commerce	1%	4%
Visitor Guide	3%	3%
Visit Maine e-Newsletter	2%	3%
Travel agent	2%	2%
Local CVBs	1%	1%
Other Maine Tourism/Lodging Association	1%	1%
Other	4%	4%
None	55%	41%

# REASON FOR VISITING\*

	Winter 2021	Winter 2022
Visiting friends/relatives	33%	34%
Relax and unwind	21%	26%
Sightseeing/touring	10%	22%
Special occasion	10%	15%
Shopping	13%	14%
Nature & birdwatching	6%	12%
Snow activities	17%	11%
Special event	2%	11%
Conference/meeting	5%	9%
Beach	4%	5%
Culture/museums/history	3%	4%
Attractions	4%	3%
Water activities	2%	2%
Sporting event	1%	1%
Astrotourism	NA	1%
Other	11%	15%



# OTHER STATES/PROVINCES CONSIDERED\*

	Winter 2021	Winter 2022
Did not consider other areas	74%	72%
New Hampshire	12%	14%
Massachusetts	7%	10%
Vermont	7%	6%
New York	5%	5%
Rhode Island	4%	4%
Connecticut	3%	3%
Quebec	3%	2%
Nova Scotia	2%	1%
New Brunswick	2%	1%
Ontario	2%	1%
Newfoundland and Labrador	1%	1%
Prince Edward Island	1%	1%
Other	2%	2%

# ADVERTISING/PROMOTIONS

	Winter 2021	Winter 2022
Noticed Advertising/Promotions	32%	46%
Type of Promotion*:	Base = 32%	Base = 46%
Social media	39%	39%
Internet	32%	31%
Magazine	15%	19%
Cable or satellite television	20%	14%
Radio	11%	12%
VisitMaine.com	13%	8%
Maine travel/visitor guide	14%	7%
Newspaper	7%	6%
Traveler reviews/blogs	8%	5%
AAA	5%	5%
Online streaming service	9%	4%
Music/podcast streaming	9%	4%
Brochure	7%	4%
Billboard	5%	2%
Deal - based promotion	5%	2%
Other	8%	5%
Not sure	1%	1%

# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

	Winter 2021	Winter 2022
New England	61%	58%
Mid Atlantic	18%	18%
Southeast	13%	11%
Southwest	1%	2%
Midwest	5%	5%
West	2%	3%
Canada	0%	3%
Other International	1%	1%

# ORIGIN STATE/PROVINCE

	Winter 2021	Winter 2022
Massachusetts	11%	20%
Maine	34%	19%
New Hampshire	9%	9%
New York	3%	6%
Connecticut	2%	5%
Florida	4%	4%
Pennsylvania	5%	3%
New Jersey	2%	3%
Rhode Island	1%	2%
New Brunswick	0%	2%
North Carolina	5%	2%
Virginia	2%	2%
Maryland	2%	2%



# ORIGIN MARKET

	Winter 2021	Winter 2022
Boston, MA	6%	11%
New York City, NY	4%	6%
Washington DC-Baltimore, MD	6%	4%
Portland, ME	3%	2%
Providence, RI	1%	2%
Philadelphia, PA	3%	2%
Bangor, ME	3%	2%
Waterville, ME	3%	2%

# TRAVEL PARTY SIZE/COMPOSITION

	Winter 2021	Winter 2022
Travel Party Size	2.2	2.3
Traveled alone	32%	22%
As a couple	29%	45%
With family	19%	19%
With other couples/friends	17%	12%
With business associates	2%	2%
In a tour group	<1%	<1%
Other	0%	0%

# TRAVEL WITH CHILDREN\*

	Winter 2021	Winter 2022
No children	86%	88%
Children younger than 6	5%	4%
Children 6 - 12	7%	6%
Children 13 - 17	7%	5%

# DEMOGRAPHIC PROFILE

Gender of Person Interviewed	Winter 2021	Winter 2022
Male	51%	49%
Female	49%	51%

Education	Winter 2021	Winter 2022
High school or less	21%	11%
Some college or technical school	21%	16%
College or technical school graduate	42%	54%
Graduate school	17%	20%

Income	Winter 2021	Winter 2022
Less than \$25,000	9%	6%
\$25,000 - \$49,999	16%	11%
\$50,000 - \$74,999	22%	24%
\$75,000 - \$99,999	19%	24%
\$100,000 - \$149,999	19%	21%
\$150,000 - \$199,999	8%	8%
\$200,000 - \$249,999	4%	3%
\$250,000 or more	3%	3%

# DEMOGRAPHIC PROFILE

Employment	Winter 2021	Winter 2022
Employed full-time	54%	53%
Employed part-time	10%	12%
Contract/freelance/temporary	8%	7%
Retired	13%	15%
Not currently employed	7%	8%
Student	8%	6%

Race	Winter 2021	Winter 2022
White	88%	89%
Asian	3%	3%
Black	5%	4%
Hispanic	3%	3%
Indigenous	1%	0%
Other	0%	1%

Marital Status	Winter 2021	Winter 2022
Single/widowed	39%	29%
Married/domestic partnership	61%	71%



# NEW & RETURNING VISITORS

	Winter 2021	Winter 2022
This is my first time	11%	13%
2 - 5 times	25%	26%
6 - 10 times	19%	22%
11+ times	45%	39%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

	Winter 2021	Winter 2022
Drove to Maine	92%	87%
Bangor International Airport	3%	5%
Portland International Jetport	3%	3%
Boston Logan International	1%	2%
Northern Maine Regional Airport	1%	1%
Manchester-Boston Regional Airport	0%	1%
Motor coach/bus	0%	1%
Train	1%	0%
Other	0%	0%

# LENGTH OF STAY

	Winter 2021	Winter 2022
Average Length of Stay	5.3	4.9
Day tripper	28%	18%
1 night	7%	7%
2 nights	12%	14%
3 nights	11%	20%
4 nights	10%	14%
5+ nights	33%	27%

# ACCOMMODATIONS

	Winter 2021	Winter 2022
Hotel/motel/resort	22%	29%
Friends/family home	28%	28%
Vacation rental home	4%	8%
Personal second home	9%	9%
Bed & Breakfast/Inn	4%	5%
RV Park/Campground	1%	1%
Camping in wilderness	0%	0%
Sporting camp/wilderness lodge	1%	1%
Other	2%	1%
Did not stay overnight	28%	18%



# BOOKING

	Winter 2021	Winter 2022
Directly with the hotel/condo	58%	52%
Online travel agency	13%	19%
Airbnb	11%	9%
VRBO, HomeAway etc.	5%	8%
Vacation rental company	2%	4%
Offline travel agent	1%	1%
Travel package provider	1%	1%
Group tour operator	0%	0%
Other	8%	5%

# IN-MARKET RESOURCES\*

	Winter 2021	Winter 2022
Navigation website/apps	23%	38%
Restaurant website/app	13%	28%
Personal social media	10%	20%
Hotel/resort website/app	8%	16%
Trip planning app	7%	16%
VisitMaine.com	8%	15%
Visitor Information Centers	11%	10%
Destination social media	8%	9%
Materials from hotel/campground	6%	7%
Booking website/app	6%	5%
Chambers of Commerce	2%	4%
Airline website/app	3%	2%
VisitBarHarbor.com	2%	1%
Other	3%	4%
None	48%	28%

# ACTIVITIES\*

	Winter 2021	Winter 2022
Food/beverage/culinary	59%	72%
Shopping	40%	51%
Touring/sightseeing	35%	41%
Active outdoor activities	42%	37%
History/culture	8%	16%
Entertainment & attractions	3%	14%
Conference/meeting	6%	8%
Water activities	5%	7%
Astrotourism	NA	4%
Other	25%	11%

# FOOD & BEVERAGE ACTIVITIES\*

	Winter 2021	Winter 2022
Going to local brew pubs/craft breweries	32%	44%
Ate lobster	23%	38%
Ate other local seafood	24%	35%
Consumed other locally produced Maine foods	19%	23%
Enjoyed high-end cuisine or five-star dining	8%	19%
Enjoying local food at fairs/festivals	3%	18%
Enjoyed unique Maine food or beverages	17%	14%
Visited Farmer's Markets	4%	12%
Ate farm-to-table or organic cuisine	7%	8%
Other	8%	7%

# SHOPPING ACTIVITIES\*

	Winter 2021	Winter 2022
Shopping in downtown areas	17%	30%
Outlet shopping	19%	25%
Shopping for gifts/souvenirs	12%	24%
Shopping for antiques/local arts and crafts	4%	21%
Shopping for unique/locally produced goods	9%	20%
Shopping for "Made in Maine" products	6%	19%
Shopping at malls	16%	11%
Other	5%	5%



# TOURING & SIGHTSEEING ACTIVITIES\*

	Winter 2021	Winter 2022
Sightseeing	23%	32%
Driving for pleasure	23%	31%
Enjoying the ocean views/rocky coast	19%	30%
Wildlife viewing/bird watching	7%	22%
Photography	14%	15%
Enjoying the mountain views	16%	13%
Tours of communities/local architecture	4%	9%
Nature cruises or tours	2%	7%
Viewing fall colors	5%	5%
Other	1%	3%

# ACTIVE OUTDOOR ACTIVITIES\*

	Winter 2021	Winter 2022
Hiking/climbing/backpacking	12%	16%
Snowmobiling	20%	11%
Alpine skiing/snowboarding	13%	7%
Exploring State and National Parks	7%	7%
Snowshoeing	6%	5%
Nordic skiing	5%	4%
Riding all-terrain vehicles	4%	3%
Bicycling touring	1%	3%
Camping	3%	2%
Hunting	3%	2%
Mountain/Fat Biking	2%	2%
Other	4%	9%

# HISTORY/CULTURE ACTIVITIES\*

	Winter 2021	Winter 2022
Visit historic sites/museums	7%	7%
Visit art museums/local artisan studios	4%	6%
Attend popular music concerts/events	1%	5%
Get to know the local people and/or culture	5%	3%
Attend plays/musicals/theatrical events	1%	3%
Painting/drawing/sketching	1%	1%
Attend operas/classical music events	0%	1%
Other	1%	3%

# ENTERTAINMENT ACTIVITIES\*

	Winter 2021	Winter 2022
Bars/nightlife	1%	4%
Amusement/theme parks	1%	3%
Children's museums	1%	3%
Attend sporting events	1%	2%
Outdoor fun centers	2%	1%
Water parks	0%	1%
Animal parks/zoos	1%	0%
Agricultural fairs	0%	0%
Horseback riding	0%	0%
Summer camps	0%	0%
Other	1%	4%

# WATER ACTIVITIES\*

	Winter 2021	Winter 2022
Fishing	4%	4%
Going to the beach	0%	2%
Canoeing/kayaking	1%	1%
Pool swimming	0%	2%
Motor boating	0%	1%
Outdoor swimming	0%	0%
Other	0%	1%



# OTHER STATES/PROVINCES VISITED\*

	Winter 2021	Winter 2022
No other states/provinces	89%	78%
New Hampshire	7%	12%
Massachusetts	3%	9%
Vermont	1%	3%
New York	1%	3%
Connecticut	1%	2%
Rhode Island	0%	2%
Quebec	0%	1%
Nova Scotia	0%	1%
New Brunswick	0%	1%
Ontario	0%	<1%
Prince Edward Island	0%	<1%
Newfoundland and Labrador	0%	<1%
Other	1%	1%

# TRAVELING IN MAINE\*

	Winter 2021	Winter 2022
No other regions	51%	58%
Midcoast & Islands	11%	27%
Greater Portland & Casco Bay	22%	24%
The Maine Highlands	26%	19%
Kennebec Valley	20%	19%
The Maine Beaches	14%	18%
Maine Lakes & Mountains	15%	14%
Downeast & Acadia	10%	11%
Aroostook County	24%	8%
Other	0%	0%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

	Winter 2021	Winter 2022
Would recommend Maine	98%	97%
Would not recommend Maine	1%	1%
Not sure	1%	2%

	Winter 2021	Winter 2022
Definitely recommend region	84%	84%
Probably would recommend region	13%	13%
Would not recommend region	1%	0%
Not sure	2%	3%

# RETURNING TO MAINE

	Winter 2021	Winter 2022
Definitely will return	86%	81%
Probably will return	12%	14%
Will not return	0%	1%
Not sure	2%	4%



# MAINE OFFICE OF TOURISM

Winter Visitor Tracking Report  
December 2021 – April 2022

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