

# MAINE OFFICE OF TOURISM

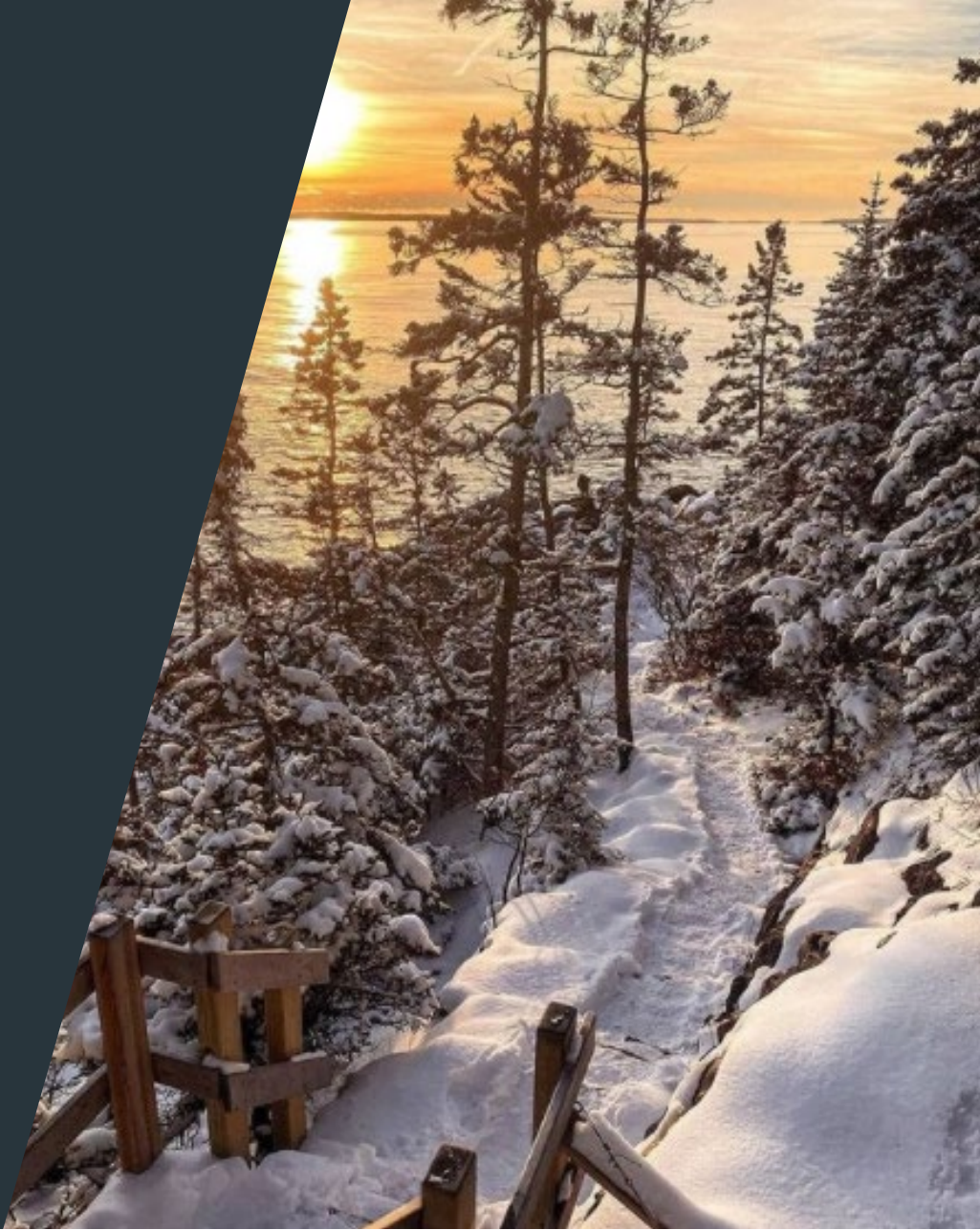
## Quarterly Stakeholder Update

July 21, 2022

Winter Visitor Tracking Report  
December 2021 – April 2022



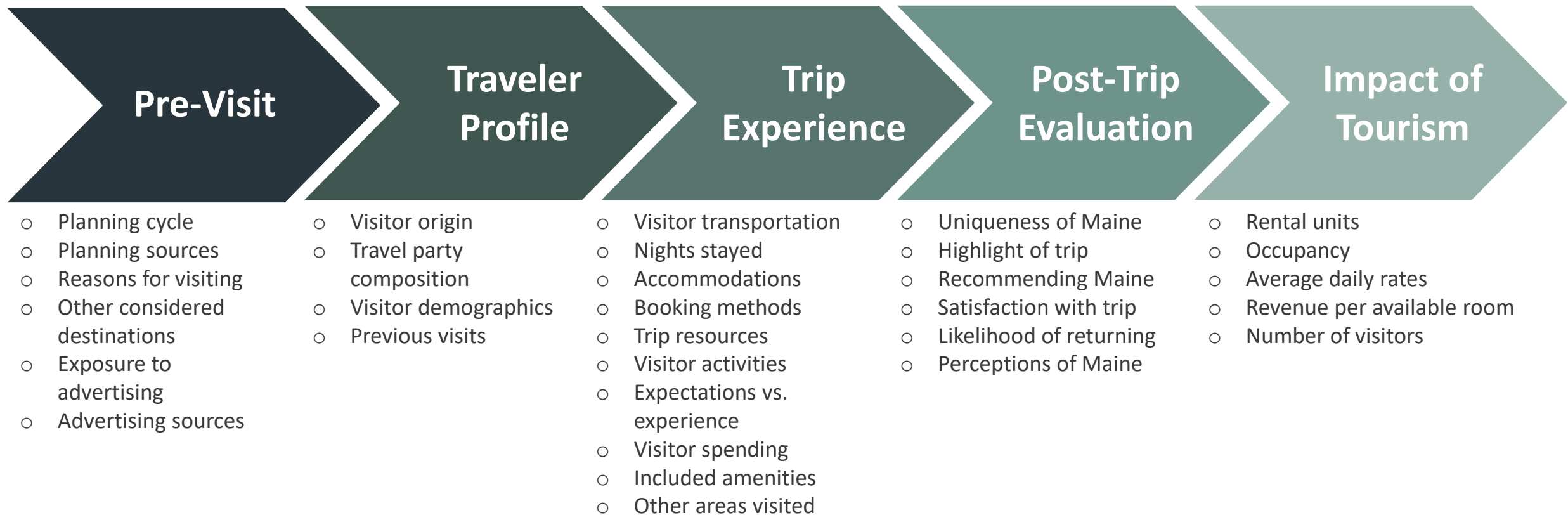
# INTRODUCTION



# 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.



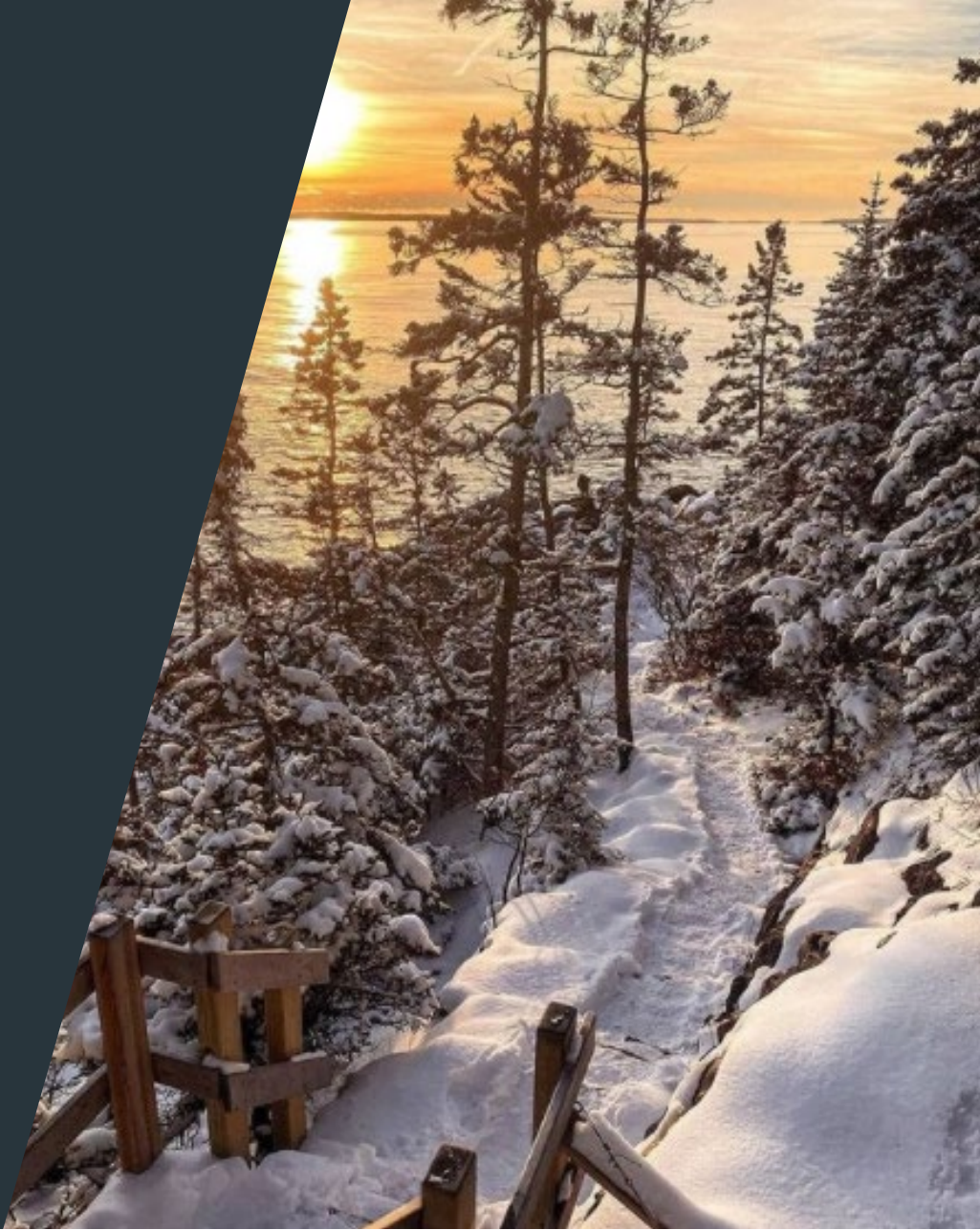




## *Visitor Tracking*

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>	<i>Hotels</i>	<i>Vacation Rentals</i>	<i>Other Rentals</i>	<i>Total</i>
<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

	<i>Maine Residents</i>	<i>Out-of-State Visitors</i>	<i>Total</i>
<b><i>December 2021 – April 2022 Visitors</i></b>	<b>658,400</b>	<b>2,806,700</b>	<b>3,465,100</b>
<b><i>December 2021 – April 2022 Visitors (%)</i></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
Number of Visitors	2,884,200	3,465,100	+20.1%
Occupancy	27.0%	39.3%	+45.6%
ADR	\$89.30	\$169.70	+90.0%
RevPAR	\$24.11	\$66.69	+176.6%

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



# TRIP PLANNING CYCLE : PRE-VISIT



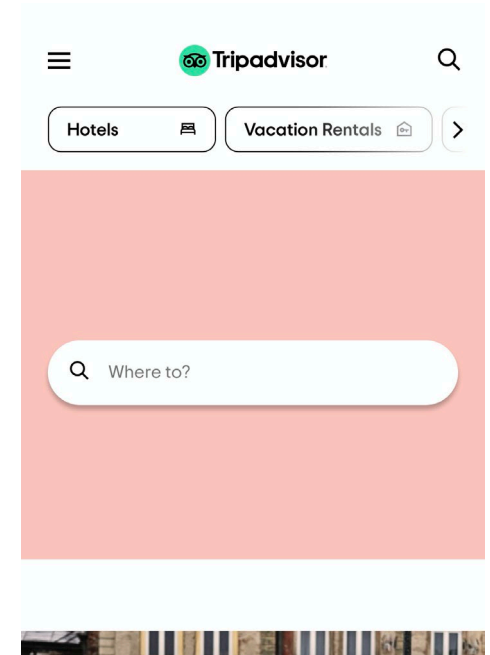
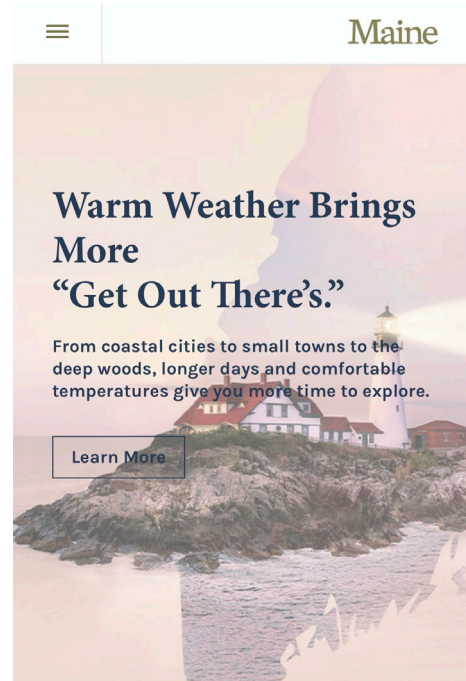
# TRIP PLANNING CYCLE

- » **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

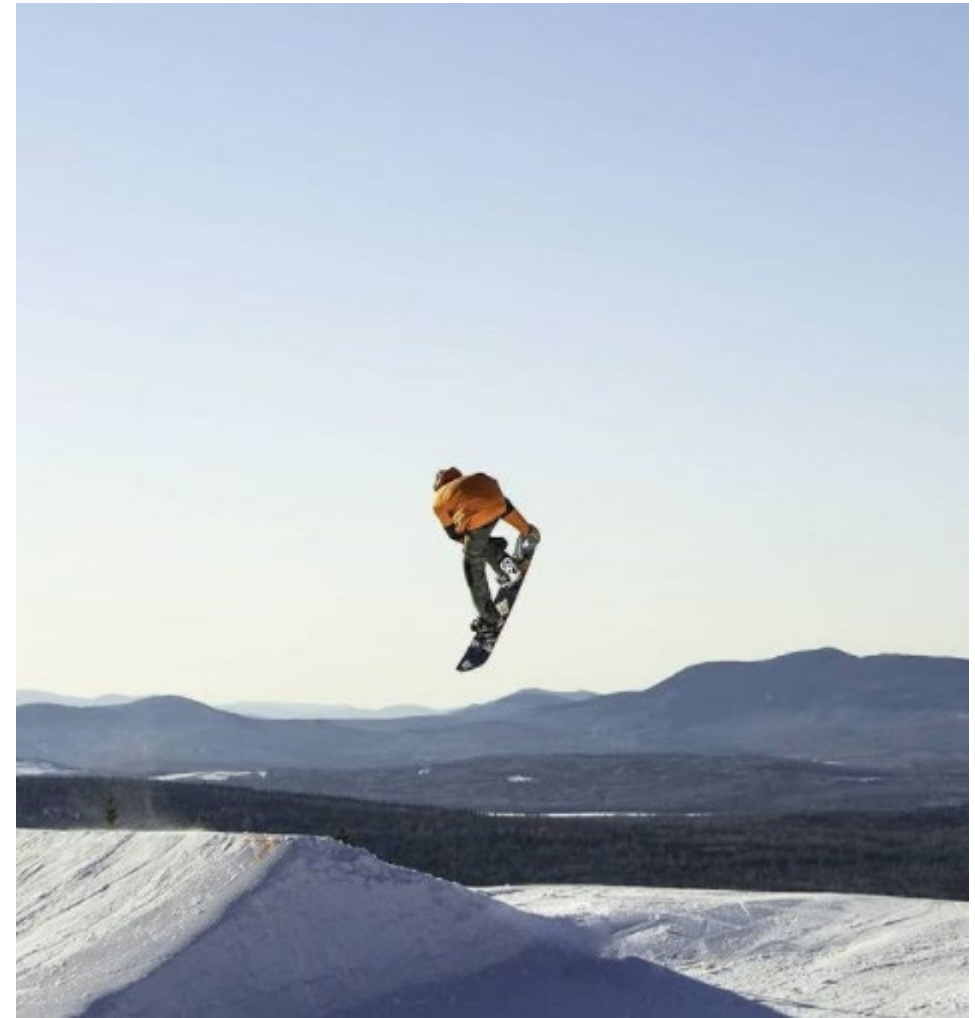


**15%** Special occasion

\*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





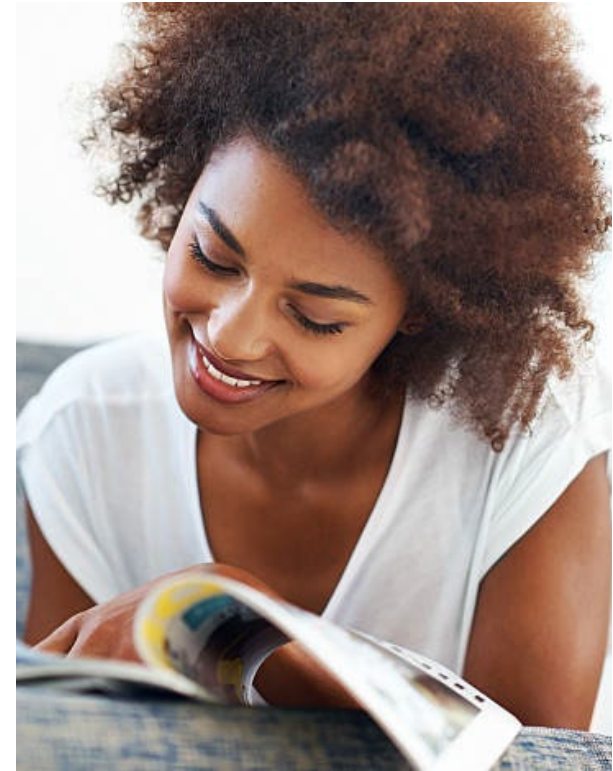
# TOP SOURCES OF ADVERTISING EXPOSURE\*



**39%** Social media



**31%** Internet



**19%** Magazine

Base = 46% of visitors who noticed advertising/promotions

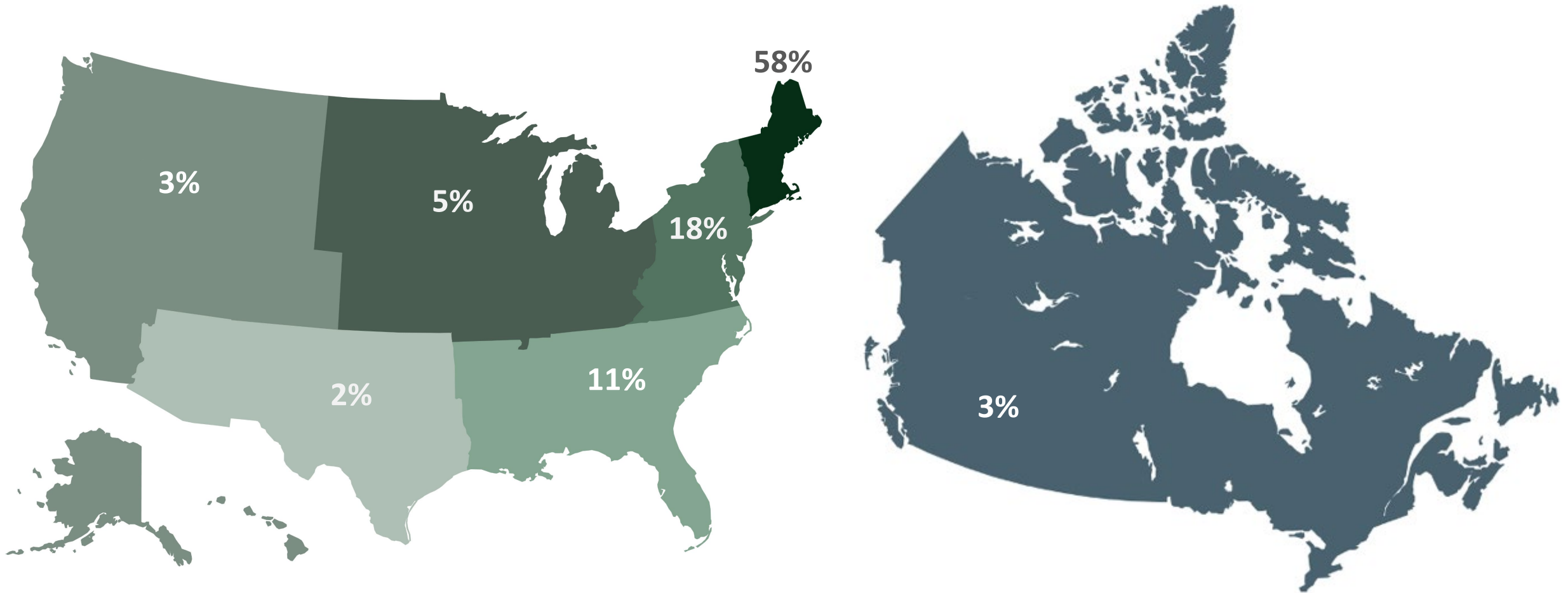
\*Multiple responses permitted.



# 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





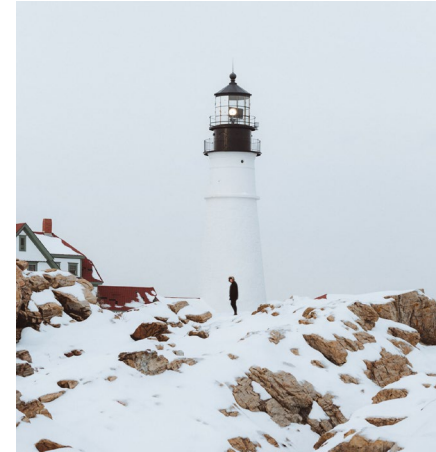
# TOP ACCOMMODATIONS



**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.



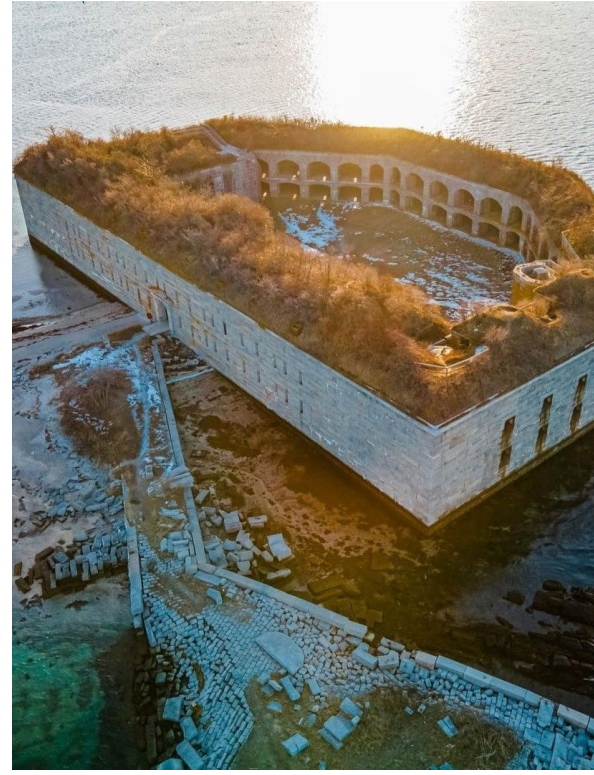
# TOP VISITOR ACTIVITIES\*



**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."*

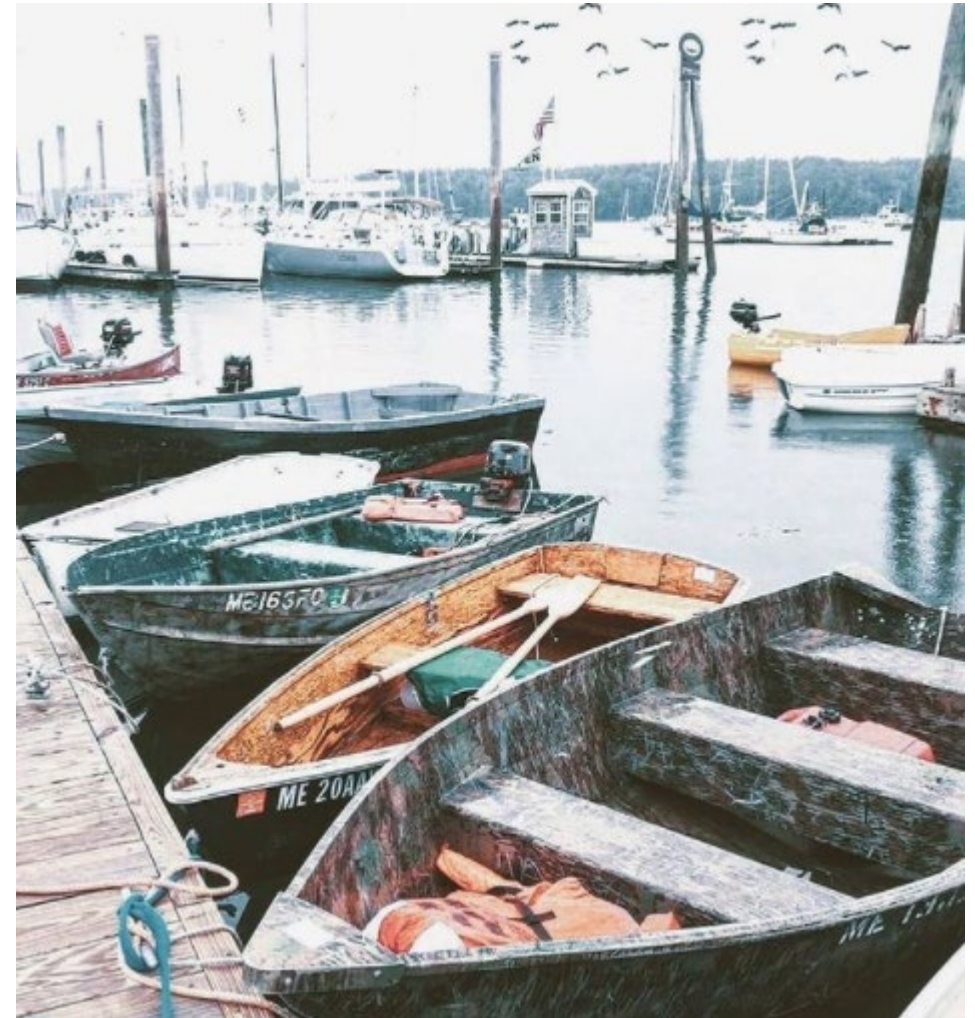
*"Taking grandkids to Gingerbread Spectacular and light show at the Botanical Gardens."*

\*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 customer service did not meet their expectations, and
  - » **7%** said 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.



# QUESTIONS?

