

MAINE OFFICE OF TOURISM

2022 Summer Visitor Tracking Report

MAY 2022 – AUGUST 2022



INTRODUCTION



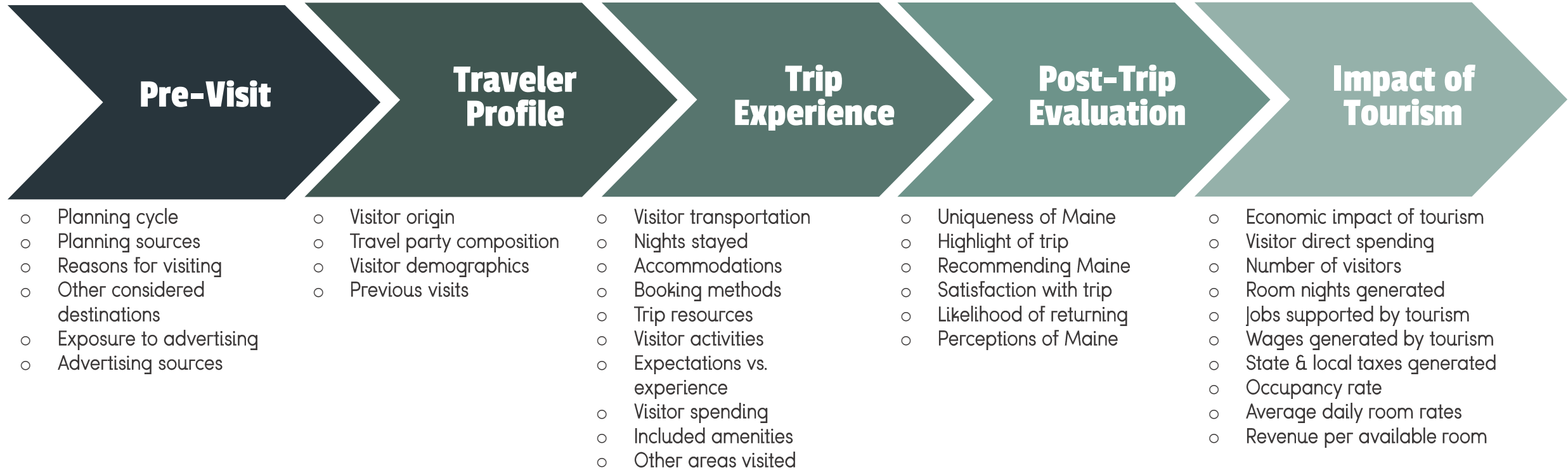
METHODOLOGY



Visitor Tracking

1,805 interviews were completed with visitors to the state of Maine online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between May 1st, 2022 and August 31st, 2022.

STUDY OBJECTIVES: VISITOR JOURNEY



EXECUTIVE SUMMARY



TRIP PLANNING CYCLE : IMPACT OF TOURISM



LODGING METRICS

Occupancy Rate

67.6%

+ 5.3% from 2021

Average Daily Rate

\$235.71

+ 24.4% from 2021

Revenue per Available Room

\$159.27

+ 30.9% from 2021

KEY PERFORMANCE INDICATORS

In Summer 2022, there was a higher percentage of visitors staying overnight in paid accommodations, visitors stayed longer, resulting in decrease of overall visitors for Summer 2022.

However, the overall number of days spent by visitors in Maine and direct spending increased.

KPIs	2021	2022	Δ% from '21
Visitors (#)	10,105,100	9,107,300	- 9.9%
Visitor Days ¹	40,897,300	41,114,900	+ 0.5%
Direct Spending	\$4,912,956,600	\$5,113,858,100	+ 4.1%

¹ Visitor Days is the total number of days spent by visitors in the state of Maine. This include overnight visitors and day trippers.

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **74%** of visitors started planning their trip a month or more in advance of their trip
- » Nearly **3 in 5** visitors have a booking window of less than 3 months



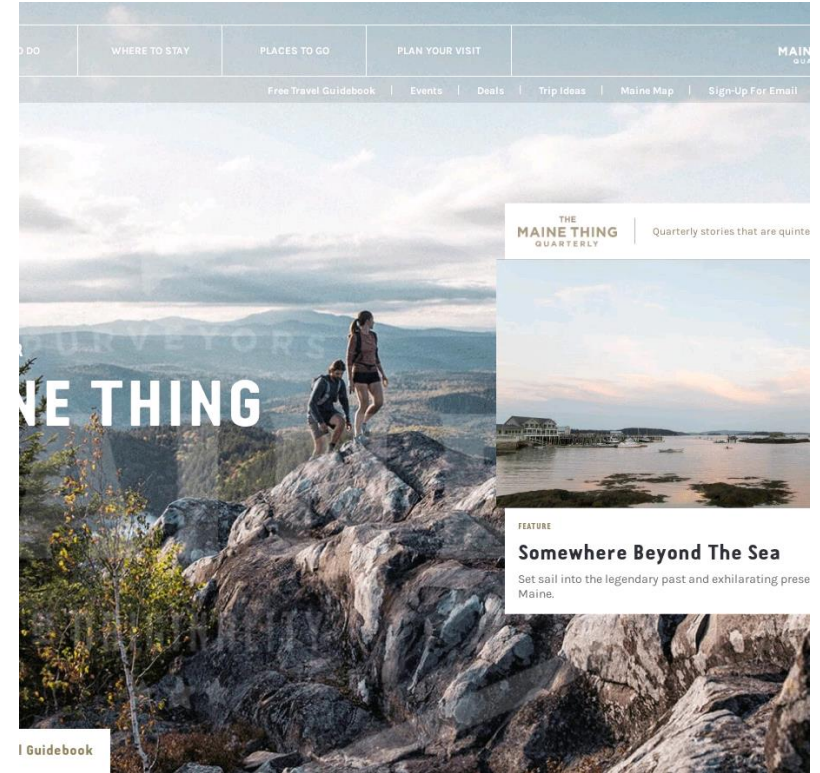
TOP ONLINE TRIP PLANNING SOURCES*



37% Online search engines



18% Hotel websites



15% VisitMaine.com

*Multiple responses permitted.

TOP OTHER TRIP PLANNING SOURCES*



38% Advice from friends/ family



21% Articles or travelogues



16% AAA

*Multiple responses permitted.

TOP REASONS FOR VISITING*



39% Relax and unwind



33% Sightseeing/touring



23% Visiting friends/family

*Multiple responses permitted.

CONSIDERING MAINE AS A DESTINATION

» **64%** of visitors did not consider visiting any U.S. state or Canadian province instead of Maine while planning their trip



PRE-TRIP EXPOSURE TO ADVERTISING

- » **47%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip
- » This information influenced **29%** of all visitors to visit Maine



TOP SOURCES OF ADVERTISING EXPOSURE*



38% Social media



36% Internet



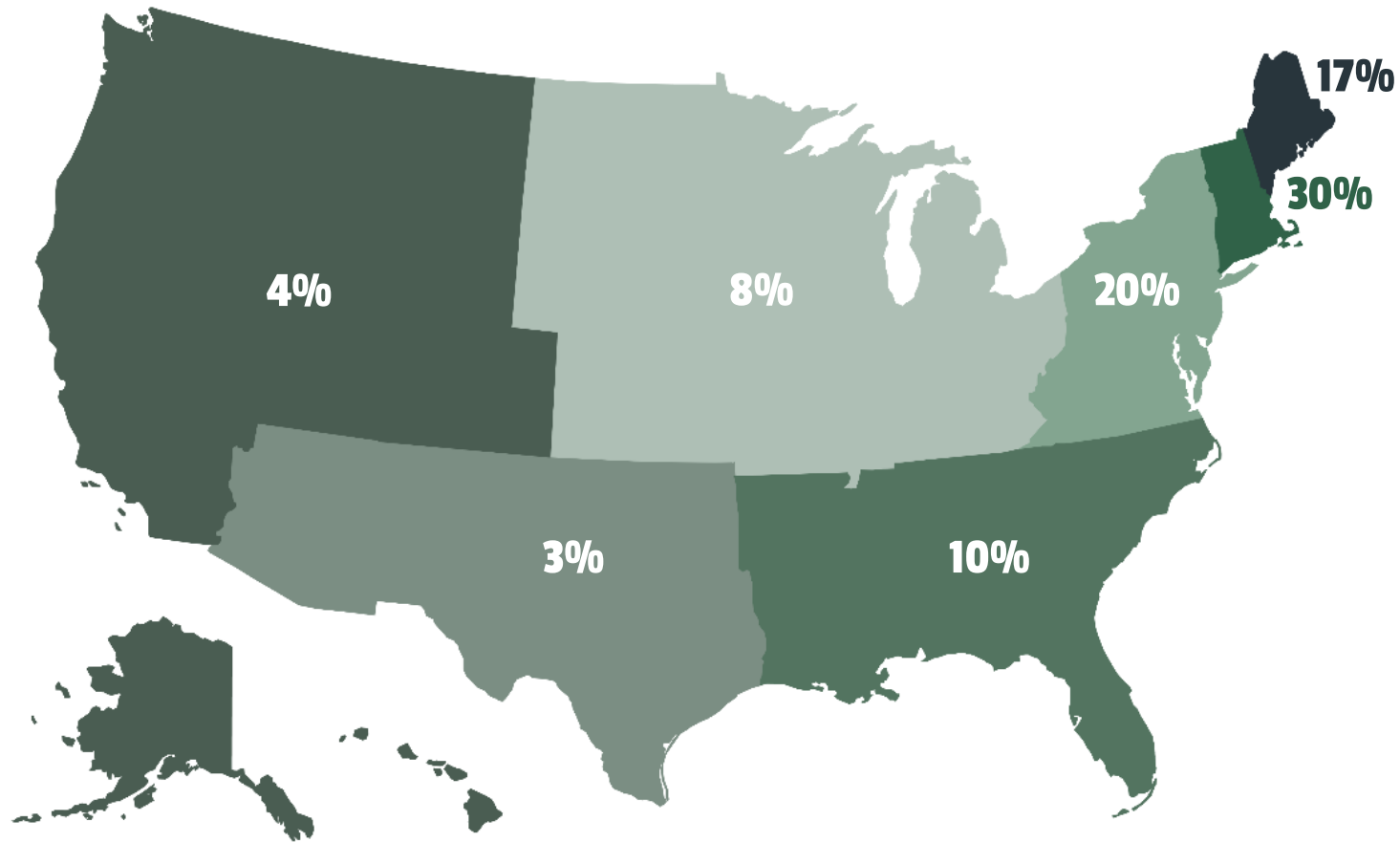
22% Magazine

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

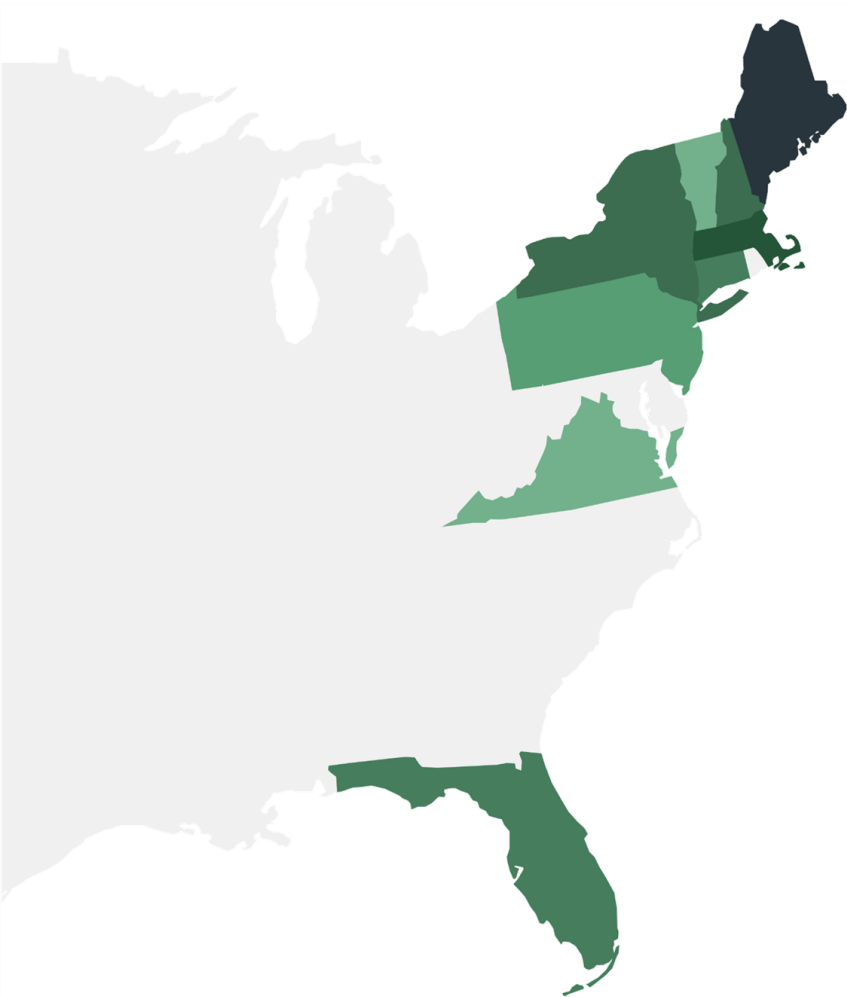


REGIONS OF ORIGIN



8% of visitors came from outside of the United States.

TOP ORIGIN STATES & PROVINCES



70%

of visitors traveled from **10** U.S. states, including from other regions of Maine.

17 %	Maine	5 %	Florida
13 %	Massachusetts	4 %	New Jersey
8 %	New Hampshire	4 %	Pennsylvania
8 %	New York	3 %	Vermont
5 %	Connecticut	3 %	Virginia

TOP ORIGIN MARKETS



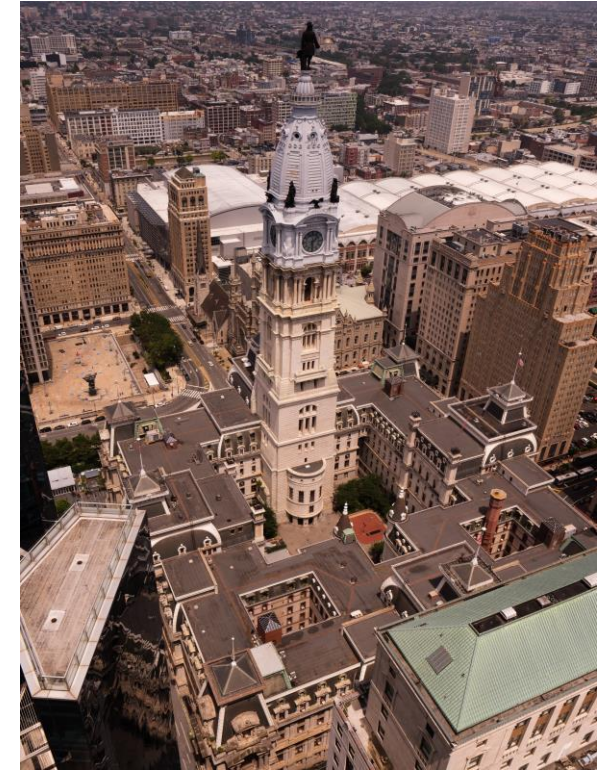
8% New York City¹



7% Boston



3% Washington D.C. –
Baltimore²



2% Philadelphia

¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

² Includes some markets in Maryland, Virginia, and West Virginia.

TRAVEL PARTIES

The typical Maine visitor traveled with **3.2** people in their visitor party

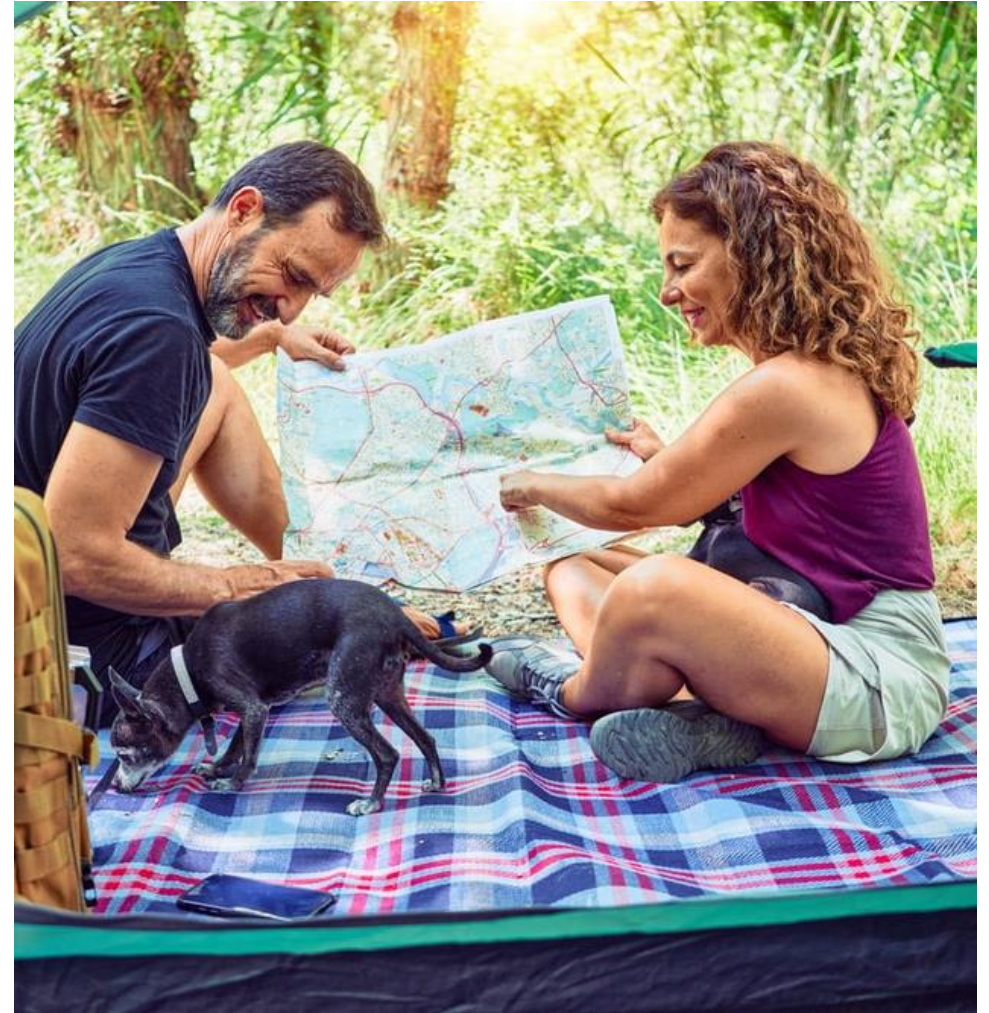


1 in 5 visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE

- » The typical Maine summer visitor:
 - » Is **48** years old¹
 - » Female² - **56%**
 - » Is white - **89%**

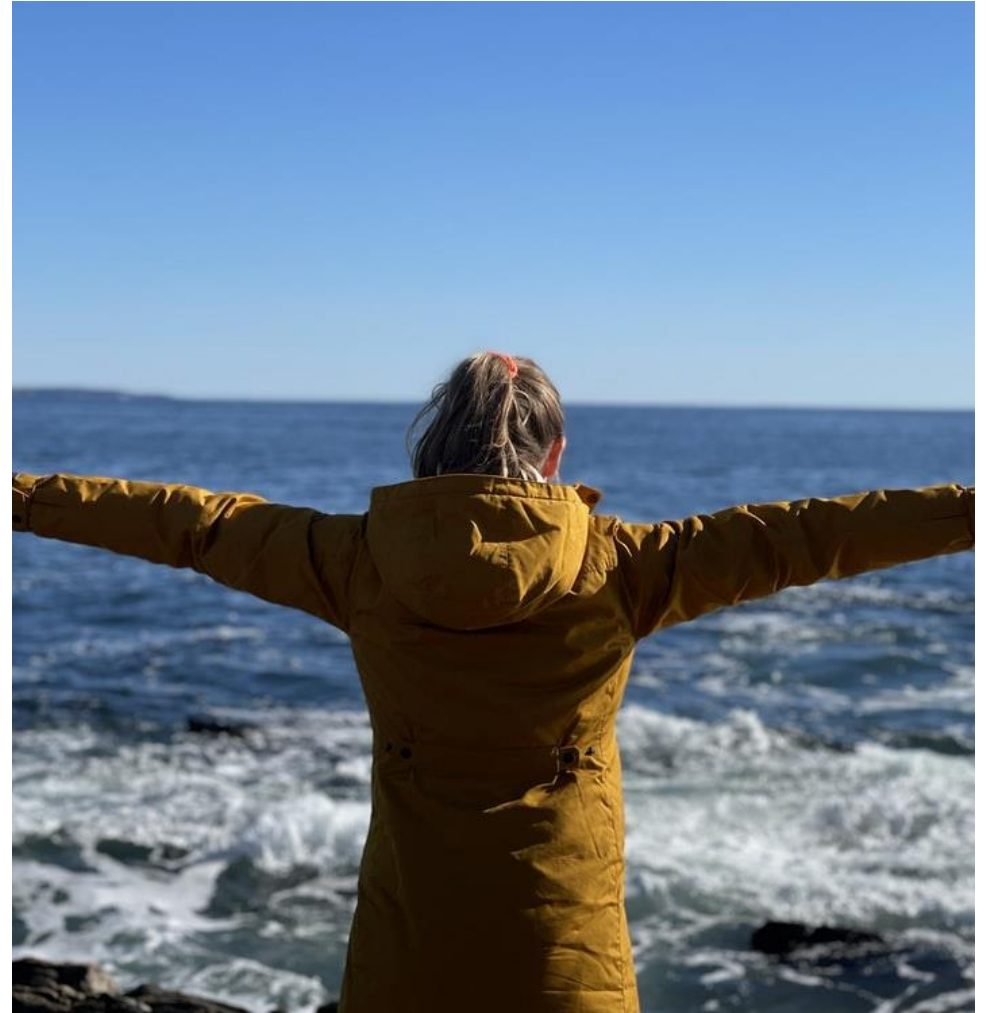


¹Median age.

²Of visitors interviewed.

LIFESTYLE PROFILE

- » The typical Maine summer visitor:
 - » Is a college graduate – **78%**
 - » Is married/in a domestic partnership – **77%**
 - » Is employed full-time – **55%**
 - » Has an annual household income¹ of **\$91,300**



¹Median household income.

NEW & RETURNING VISITORS

- » **24%** of visitors were traveling in Maine for the first time
- » **31%** of visitors had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **84%** of visitors drove to their Maine destination
- » **6%** of visitors flew to Maine through Portland International Jetport



NIGHTS STAYED

- » **74%** of visitors spent one or more nights in Maine
- » Typical visitors stayed **4.5** nights in Maine on their trip



TOP ACCOMMODATIONS



26% Did not stay overnight



23% Hotel/motel/resort



18% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*



45% Navigation websites/apps



29% Restaurant website/app



22% Visitor Information Centers

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



73% Food/beverage/ culinary



56% Touring/sightseeing



49% Shopping

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

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



TRAVELING WITHIN MAINE

» **Half** of visitors traveled to regions other than their primary destination during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



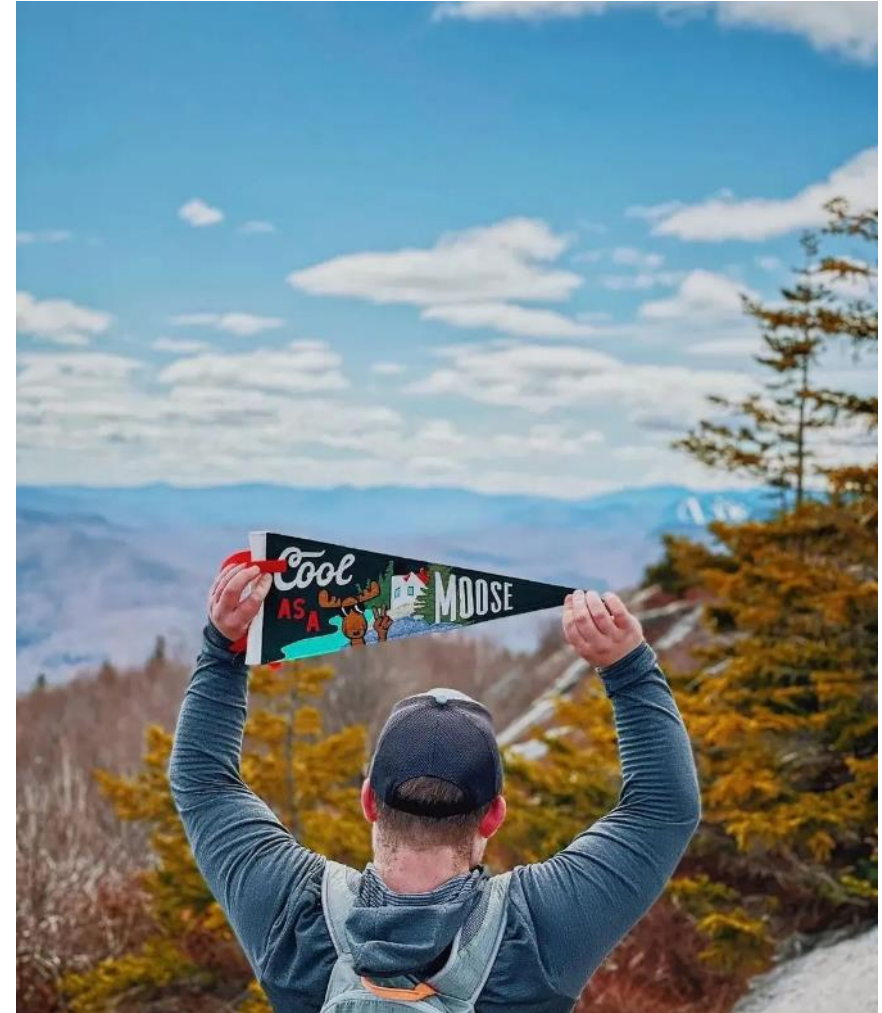
RECOMMENDING MAINE & ITS REGIONS

- » **96%** of visitors would recommend Maine to a friend or relative as a vacation destination
- » **95%** 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

- » **89%** of visitors will return to Maine for a future visit or vacation
- » **65%** of visitors were highly-satisfied with their trip in Maine and will “definitely return” in the future



SATISFACTION

- » **98%** of visitors were satisfied with their trip to Maine
- » However, increased cost and the current lack of work force negatively affected Summer visitors' trip experiences:
19% of visitors said that value for their money did not meet their expectations and **11%** said the restaurants did not meet their expectations

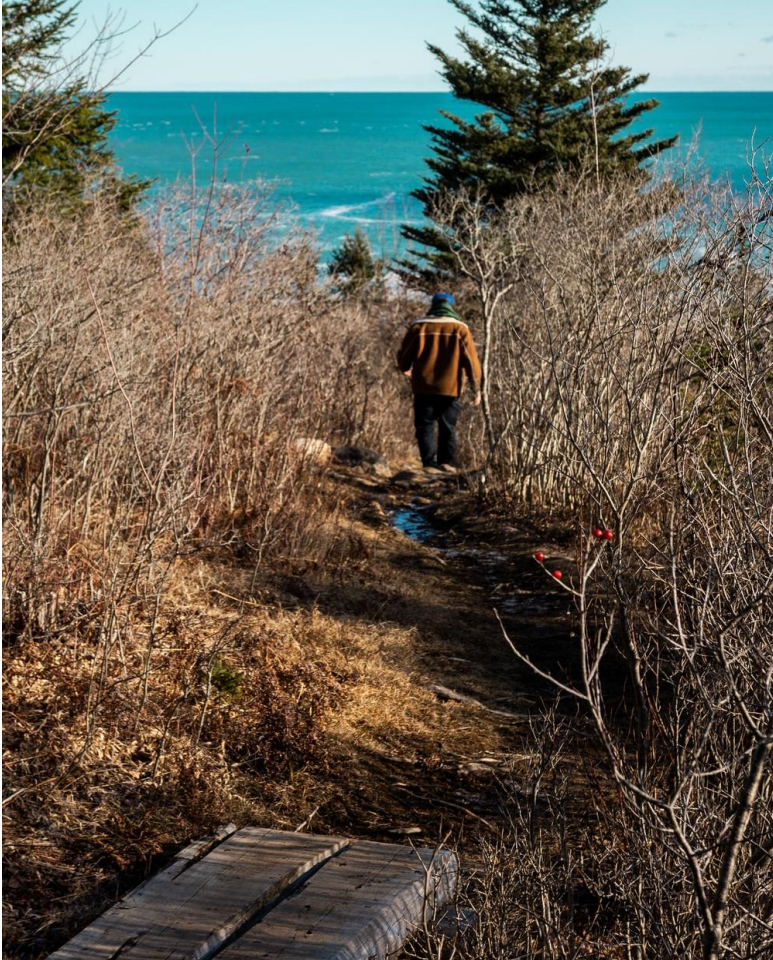


OVERCROWDING

- » **36%** of visitors thought the number of visitors during their trip to Maine was fine
- » **35%** of visitors thought it was a little overcrowded



TOP PERCEPTIONS OF MAINE*



Breathtaking & scenic

"We had an unforgettable vacation, from activities to seafood, from the rocky coastline to beautiful moments of relaxation overlooking at the ocean."

Relaxing & peaceful

"You can't compare Maine with other states. Maine is far above with its beautiful nature, its friendly inhabitants, and its relaxing environment."

*Coded open-ended responses.
Multiple responses permitted.

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