

# MAINE OFFICE OF TOURISM

*Summer Visitor Tracking Crosstab Report*

MAY 2022 – AUGUST 2022

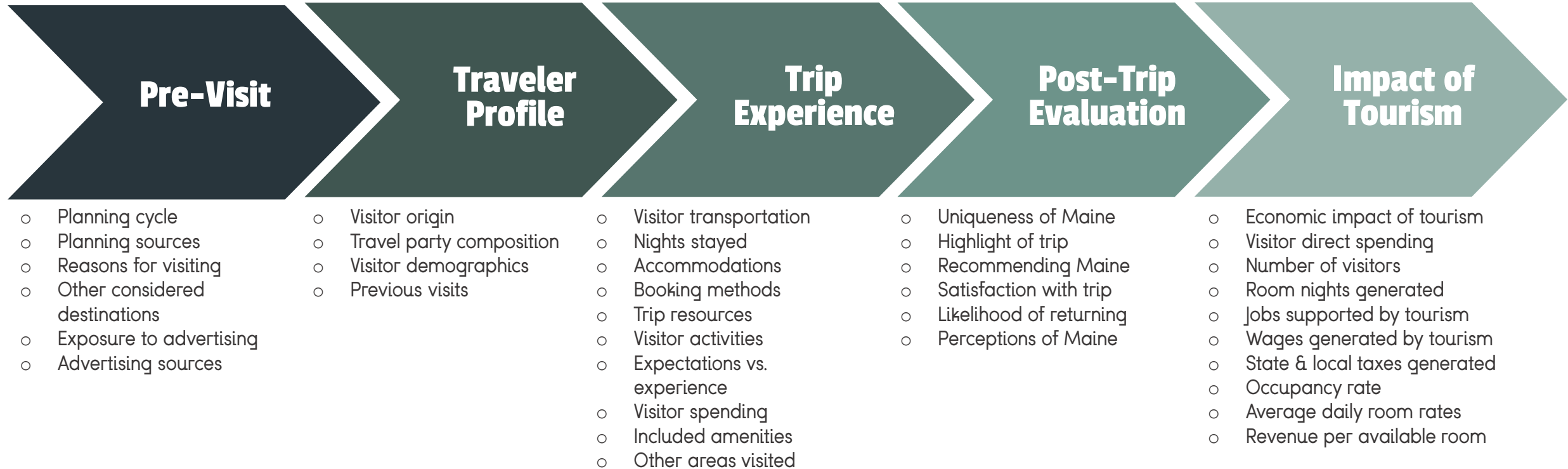




# INTRODUCTION



# STUDY OBJECTIVES: VISITOR JOURNEY





# DAY TRIPPERS & OVERNIGHT VISITORS



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

Trip Planning Cycle	Day Trip	Overnight Trip
A week or less	58%	9%
2 - 3 weeks	14%	12%
1 - 2 months	14%	25%
3 - 4 months	5%	18%
5 - 6 months	4%	16%
7 months - 1 year	3%	14%
More than 1 year	2%	6%
Days in Planning Cycle	7	67

Booking Window	Day Trip	Overnight Trip
A week or less	66%	14%
2 - 3 weeks	12%	15%
1 - 2 months	12%	25%
3 - 4 months	5%	17%
5 - 6 months	2%	15%
7 months - 1 year	2%	11%
More than 1 year	1%	3%
Days in Booking Window	6	55

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	Day Trip	Overnight Trip
Online search engines	15%	39%
Hotel websites	1%	19%
VisitMaine.com	4%	16%
Traveler reviews/blogs/stories	3%	15%
Facebook	10%	13%
Airbnb	<1%	13%
Online travel agency	2%	12%
TripAdvisor	3%	11%
Instagram	2%	11%
VRBO/HomeAway	<1%	10%
YouTube	2%	7%
Vacation rental websites	<1%	7%
Airline websites	2%	6%
Visit Maine social media	1%	6%
MaineTourism.com	2%	4%
DowneastAcadia.com	<1%	4%
VisitBarHarbor.com	1%	3%
TheMaineBeaches.com	<1%	3%
MainesMidCoast.com	1%	2%
Twitter	1%	2%
DiscoverNewEngland.com	<1%	2%
VisitPortland.com	<1%	2%
MaineLakesandMountains.com	<1%	2%
VisitAroostook.com	<1%	1%
KennebecValley.org	<1%	1%
TheMaineHighlands.com	<1%	1%
Other	7%	7%
None	60%	22%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	Day Trip	Overnight Trip
Advice from friends/family	26%	39%
Articles or travelogues	8%	21%
AAA	3%	16%
Travel guides/brochures	3%	13%
Travel planning apps	2%	9%
Called the Maine Office of Tourism	<1%	7%
Travel books & magazines	2%	6%
Visit Maine e-newsletter	<1%	5%
Visitor Guide	1%	4%
Called local Chambers of Commerce	1%	3%
Travel agent	2%	2%
Called local convention and visitors bureaus	<1%	1%
Called another Maine Tourism/Lodging Association	<1%	1%
Other	4%	4%
None	62%	35%



# REASON FOR VISITING\*

Reasons for Visiting	Day Trip	Overnight Trip
Relax and unwind	30%	40%
Sightseeing/touring	29%	34%
Visiting friends/relatives	16%	24%
Nature & bird watching	7%	18%
Beach	21%	16%
Attractions	10%	11%
Special occasion	3%	11%
Water activities	4%	10%
Active outdoor activities	3%	10%
Special event	4%	8%
Shopping	19%	6%
Conference/meeting	8%	5%
Culture/museums/history	2%	5%
Sporting event	<1%	2%
Astrotourism	1%	1%
Snow activities	<1%	<1%
Other	21%	11%

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	Day Trip	Overnight Trip
No other states/provinces	62%	64%
New Hampshire	9%	17%
Massachusetts	12%	16%
Rhode Island	3%	9%
Vermont	5%	8%
New York	3%	7%
Connecticut	3%	6%
Nova Scotia	5%	2%
New Brunswick	7%	1%
Newfoundland and Labrador	<1%	1%
Ontario	<1%	1%
Prince Edward Island	<1%	1%
Quebec	2%	1%
Other	3%	2%

# ADVERTISING/PROMOTIONS

Recalled Advertising	Day Trip	Overnight Trip
Yes	39%	48%
No	45%	40%
Not sure	16%	12%

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Influenced by Advertising	Day Trip	Overnight Trip
Yes	24%	30%

# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	Day Trip	Overnight Trip
Social media	30%	39%
Internet	28%	36%
Magazine	13%	23%
Radio	26%	14%
Cable or satellite television	26%	12%
AAA	8%	11%
Newspaper	25%	8%
VisitMaine.com	5%	8%
Traveler reviews/blogs	4%	7%
Maine travel/visitor guide	8%	5%
Online streaming service	6%	4%
Brochure	3%	4%
Billboard	4%	3%
Music/podcast streaming	3%	3%
Deal – based promotion	1%	2%
Other	7%	5%
Not sure	<1%	1%



# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	Day Trip	Overnight Trip
Maine	50%	14%
New England	19%	31%
Mid-Atlantic	7%	23%
Southeast	4%	10%
Southwest	1%	3%
Midwest	5%	8%
West	5%	4%
Intl	9%	8%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	Day Trip	Overnight Trip
Maine	50%	14%
Massachusetts	11%	13%
New York	3%	8%
New Hampshire	7%	8%
Connecticut	<1%	6%
New Jersey	2%	5%
Florida	2%	5%
Pennsylvania	1%	4%
Quebec	1%	3%
Vermont	1%	3%
Ohio	<1%	2%
Virginia	1%	3%
Maryland	1%	2%
Texas	1%	2%

# ORIGIN MARKET

Origin Markets	Day Trip	Overnight Trip
New York City <sup>1</sup>	3%	8%
Boston	8%	7%
Washington D.C. – Baltimore <sup>2</sup>	1%	4%
Philadelphia	2%	3%
Augusta	5%	2%
Portland	5%	1%
Rochester – Portsmouth, NH	2%	1%
Waterville	3%	1%
Atlanta	1%	1%
Auburn – Lewiston	6%	1%
Montreal, CAN	<1%	1%
Quebec City, CAN	1%	1%
Toronto, CAN	1%	1%

<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup> Includes some markets in Maryland, Virginia, and West Virginia.



# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	Day Trip	Overnight Trip
Traveled alone	18%	12%
As a couple	34%	43%
As a family	24%	31%
With business associates	3%	2%
In a tour group	8%	1%
With other couples/friends	13%	11%
Other	<1%	<1%
Average Travel Party Size	3.7	2.9

# TRAVEL WITH CHILDREN\*

Children in Travel Party	Day Trip	Overnight Trip
No children	83%	79%
Children younger than 6	8%	6%
Children 6 – 12	9%	12%
Children 13 – 17	7%	9%

Gender	Day Trip	Overnight Trip
Male	36%	45%
Female	64%	55%

# DEMOGRAPHIC PROFILE

Age	Day Trip	Overnight Trip
Under 25	7%	3%
25 – 34	12%	17%
35 – 44	16%	25%
45 – 54	17%	20%
55 – 65	28%	22%
Over 65	20%	12%
Median Age	54	47

Race/Ethnicity	Day Trip	Overnight Trip
White	89%	89%
Asian	2%	4%
Black	2%	2%
Hispanic	3%	2%
Indigenous	2%	1%
Other	2%	2%

# LIFESTYLE PROFILE

Marital Status	Day Trip	Overnight Trip
Single/widowed	34%	22%
Married/living with partner	66%	78%

Employment Status	Day Trip	Overnight Trip
Employed full-time	44%	55%
Employed part-time	14%	11%
Contract/freelance/temporary employee	5%	7%
Retired	25%	18%
Not currently employed	7%	6%
Student	5%	3%



# LIFESTYLE PROFILE

Household Income	Day Trip	Overnight Trip
Less than \$25,000	11%	5%
\$25,000 - \$49,999	18%	8%
\$50,000 - \$74,999	29%	20%
\$75,000 - \$99,999	20%	23%
\$100,000 - \$149,999	13%	25%
\$150,000 - \$199,999	5%	10%
\$200,000 - \$249,999	2%	4%
\$250,000 or more	2%	5%
Median Household Income	\$68,100	\$93,500

# LIFESTYLE PROFILE

Educational Attainment	Day Trip	Overnight Trip
High school or less	16%	6%
Some college or technical school	24%	15%
College or technical school graduate	44%	57%
Graduate school	16%	22%

# NEW & RETURNING VISITORS

Previous Trips to Maine	Day Trip	Overnight Trip
This is my first time	18%	25%
2 - 5 times	27%	31%
6 - 10 times	15%	15%
11+ times	40%	29%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE





# TRANSPORTATION

Means of Transportation	Day Trip	Overnight Trip
Drove to Maine	84%	83%
Flew into Portland Intl Jetport	<1%	6%
Flew into Boston Logan Intl	2%	4%
Flew into Bangor Intl Airport	1%	2%
Took a motor coach tour or bus	9%	2%
Traveled by train	<1%	1%
Other	4%	2%

# IN-MARKET VISITOR RESOURCES\*

In-Market Resources	Day Trip	Overnight Trip
Navigation website/apps	23%	48%
Restaurant website/app	11%	29%
Visitor Information Centers	16%	26%
Materials from hotel/campground	3%	22%
Personal social media	8%	20%
Trip planning app	10%	18%
VisitMaine.com	8%	17%
Hotel/resort website/app	1%	16%
Destination social media	10%	15%
Booking website/app	2%	5%
Chambers of Commerce	2%	5%
Airline website/app	1%	2%
VisitBarHarbor.com	1%	1%
Other	7%	6%
None	44%	19%

# ACTIVITIES\*

Activities	Day Trip	Overnight Trip
Food/beverage/culinary	58%	67%
Touring/sightseeing	43%	56%
Shopping	40%	49%
Water activities	14%	39%
Active outdoor activities	13%	37%
Entertainment/attractions	10%	29%
History/culture	5%	21%
Astrotourism	2%	6%
Business conference/meeting	5%	4%
Other	8%	5%

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	Day Trip	Overnight Trip
No other states/provinces	76%	65%
Massachusetts	8%	18%
New Hampshire	4%	17%
New York	3%	7%
Rhode Island	1%	7%
Vermont	2%	7%
Connecticut	3%	6%
New Brunswick	4%	1%
Nova Scotia	3%	1%
Ontario	<1%	1%
Prince Edward Island	<1%	1%
Quebec	2%	1%
Newfoundland and Labrador	<1%	<1%
Other	3%	2%

# TRAVELING IN MAINE\*

Maine Regions Visited	Day Trip	Overnight Trip
No other regions	84%	45%
Midcoast & Islands	21%	38%
Downeast & Acadia	10%	31%
Greater Portland & Casco Bay	7%	31%
The Maine Beaches	32%	29%
The Maine Highlands	16%	18%
Maine Lakes & Mountains	10%	12%
Kennebec Valley	7%	7%
Aroostook County	5%	6%
Other	1%	1%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	Day Trip	Overnight Trip
Would recommend Maine	95%	97%
Would not recommend Maine	<1%	<1%
Not sure	5%	3%

Recommending Regions	Day Trip	Overnight Trip
Definitely recommend region	72%	69%
Probably would recommend region	22%	25%
Would not recommend region	2%	1%
Not sure	4%	5%



# SATISFACTION

Satisfaction	Day Trip	Overnight Trip
Very satisfied	61%	61%
Satisfied	37%	37%
Dissatisfied	<1%	<1%
Don't know	2%	2%

# RETURNING TO MAINE

Returning to Maine	Day Trip	Overnight Trip
Definitely will return	72%	65%
Probably will return	24%	24%
Probably will not return	<1%	1%
Not sure	4%	10%

# TRIP EXPECTATIONS

Exceeded Expectations	Day Trip	Overnight Trip
Activities & attractions	36%	57%
Friendliness of people	35%	43%
Lodging	NA	41%
Authentic & unique communities	28%	37%
Customer service	32%	33%
Restaurants	28%	31%
Shopping	29%	26%
Value for your money	24%	24%

# OVERCROWDING

Overcrowding	Day Trip	Overnight Trip
The number of visitors was fine	39%	36%
A little overcrowded	27%	36%
Overcrowded	13%	17%
Not at all overcrowded	18%	10%
Other	3%	1%

# NEW & LOYAL VISITORS



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

Trip Planning Cycle	New Visitor	Loyal Visitor
A week or less	9%	22%
2 - 3 weeks	10%	13%
1 - 2 months	21%	26%
3 - 4 months	20%	11%
5 - 6 months	16%	12%
7 months - 1 year	18%	10%
More than 1 year	6%	6%
Days in Planning Cycle	75	47

Booking Window	New Visitor	Loyal Visitor
A week or less	13%	24%
2 - 3 weeks	13%	16%
1 - 2 months	22%	26%
3 - 4 months	20%	11%
5 - 6 months	17%	9%
7 months - 1 year	13%	9%
More than 1 year	2%	5%
Days in Booking Window	63	42



# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	New Visitor	Loyal Visitor
Online search engines	48%	21%
Hotel websites	20%	13%
Online travel agency	15%	9%
VisitMaine.com	27%	8%
TripAdvisor	16%	8%
Facebook	12%	7%
Airbnb	17%	6%
VRBO/HomeAway	9%	6%
Airline websites	7%	5%
Instagram	14%	4%
Vacation rental websites	9%	3%
Traveler reviews/blogs/stories	23%	3%
MaineTourism.com	6%	3%
Visit Maine social media	8%	2%
YouTube	13%	2%
DowneastAcadia.com	5%	2%
TheMaineBeaches.com	3%	2%
VisitPortland.com	3%	2%
DiscoverNewEngland.com	5%	1%
VisitAroostook.com	1%	1%
MainesMidCoast.com	4%	1%
MaineLakesandMountains.com	2%	1%
Twitter	2%	1%
VisitBarHarbor.com	5%	1%
KennebecValley.org	1%	<1%
TheMaineHighlands.com	1%	<1%
Other	8%	6%
None	12%	44%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	New Visitor	Loyal Visitor
Advice from friends/family	33%	19%
Travel guides/brochures	15%	11%
Articles or travelogues	31%	8%
Called the Maine Office of Tourism	7%	5%
AAA	21%	5%
Visit Maine e-newsletter	5%	4%
Travel planning apps	17%	4%
Travel books & magazines	8%	3%
Visitor Guide	6%	2%
Called local convention and visitors bureaus	1%	1%
Called local Chambers of Commerce	7%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Travel agent	2%	1%
Other	5%	3%
None	27%	58%

# REASON FOR VISITING\*

Reasons for Visiting	New Visitor	Loyal Visitor
Relax and unwind	32%	47%
Beach	11%	28%
Visiting friends/relatives	12%	25%
Sightseeing/touring	51%	23%
Nature & bird watching	23%	14%
Water activities	6%	12%
Special occasion	9%	8%
Active outdoor activities	13%	8%
Special event	6%	5%
Shopping	5%	5%
Attractions	13%	4%
Conference/meeting	6%	3%
Culture/museums/history	5%	2%
Sporting event	1%	1%
Snow activities	<1%	<1%
Astrotourism	1%	<1%
Other	12%	16%

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	New Visitor	Loyal Visitor
No other states/provinces	42%	87%
New Hampshire	30%	4%
Massachusetts	31%	4%
Vermont	16%	3%
Connecticut	10%	3%
Rhode Island	18%	2%
New York	15%	1%
New Brunswick	2%	1%
Nova Scotia	4%	1%
Prince Edward Island	1%	1%
Quebec	2%	<1%
Newfoundland and Labrador	<1%	<1%
Ontario	1%	<1%
Other	4%	2%

# ADVERTISING/PROMOTIONS

Recalled Advertising	New Visitor	Loyal Visitor
Yes	43%	38%
No	44%	49%
Not sure	13%	13%

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Influenced by Advertising	New Visitor	Loyal Visitor
Yes	35%	12%

# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	New Visitor	Loyal Visitor
Social media	39%	31%
Magazine	14%	28%
Internet	48%	22%
Cable or satellite television	6%	22%
Radio	8%	12%
Newspaper	7%	9%
Billboard	1%	7%
VisitMaine.com	12%	5%
Maine travel/visitor guide	5%	4%
Online streaming service	4%	4%
Brochure	5%	4%
AAA	19%	4%
Traveler reviews/blogs	15%	2%
Music/podcast streaming	2%	2%
Deal – based promotion	1%	1%
Other	4%	10%
Not sure	1%	2%

# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	New Visitor	Loyal Visitor
Maine	7%	10%
New England	5%	53%
Mid-Atlantic	27%	16%
Southeast	17%	8%
Southwest	8%	1%
Midwest	17%	4%
West	10%	3%
Intl	9%	5%



# ORIGIN STATE/PROVINCE

Origin States & Provinces	New Visitor	Loyal Visitor
Massachusetts	2%	25%
New Hampshire	1%	13%
Maine	7%	10%
New York	6%	8%
Connecticut	1%	7%
Vermont	<1%	7%
Florida	5%	5%
Pennsylvania	8%	3%
Quebec	2%	2%
New Jersey	5%	2%
Ohio	4%	2%
Virginia	3%	2%
New Brunswick	<1%	2%

# ORIGIN MARKET

Origin Markets	New Visitor	Loyal Visitor
Boston	1%	14%
New York City <sup>1</sup>	7%	6%
Rochester – Portsmouth, NH	<1%	2%
Augusta	1%	2%
Washington DC – Baltimore <sup>2</sup>	5%	2%
Naples – Ft. Myers	<1%	2%
Other Canadian market	1%	2%
Philadelphia	5%	1%
Springfield, MA	<1%	1%
Worcester, MA	<1%	1%
Manchester, NH	<1%	1%
Nashua, NH	<1%	1%
Cincinnati	1%	1%
Albany	1%	1%

<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut.

<sup>2</sup> Includes some markets in Maryland, Virginia, and West Virginia.

# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	New Visitor	Loyal Visitor
Traveled alone	12%	15%
As a couple	46%	42%
As a family	27%	33%
With business associates	3%	1%
In a tour group	3%	<1%
With other couples/friends	9%	9%
Other	<1%	<1%
Average Travel Party Size	2.8	2.8

# TRAVEL WITH CHILDREN\*

Children in Travel Party	New Visitor	Loyal Visitor
No children	82%	78%
Children younger than 6	4%	6%
Children 6 – 12	10%	13%
Children 13 – 17	8%	9%

Gender	New Visitor	Loyal Visitor
Male	47%	46%
Female	53%	54%

# DEMOGRAPHIC PROFILE

Age	New Visitor	Loyal Visitor
Under 25	5%	3%
25 – 34	15%	11%
35 – 44	27%	18%
45 – 54	20%	17%
55 – 65	23%	30%
Over 65	10%	21%
Median Age	47	55

Race/Ethnicity	New Visitor	Loyal Visitor
White	80%	94%
Hispanic	5%	2%
Black	4%	1%
Indigenous	2%	1%
Asian	5%	1%
Other	4%	1%

# LIFESTYLE PROFILE

Marital Status	New Visitor	Loyal Visitor
Single/widowed	24%	23%
Married/living with partner	76%	77%

Employment Status	New Visitor	Loyal Visitor
Employed full-time	58%	55%
Employed part-time	9%	8%
Contract/freelance/temporary employee	8%	4%
Retired	15%	26%
Not currently employed	6%	5%
Student	4%	2%

# LIFESTYLE PROFILE

Household Income	New Visitor	Loyal Visitor
Less than \$25,000	6%	4%
\$25,000 - \$49,999	8%	9%
\$50,000 - \$74,999	20%	17%
\$75,000 - \$99,999	21%	23%
\$100,000 - \$149,999	21%	29%
\$150,000 - \$199,999	12%	10%
\$200,000 - \$249,999	5%	3%
\$250,000 or more	7%	5%
Median Household Income	\$94,000	\$96,700

# LIFESTYLE PROFILE

Educational Attainment	New Visitor	Loyal Visitor
High school or less	5%	8%
Some college or technical school	16%	14%
College or technical school graduate	57%	53%
Graduate school	22%	25%



# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	New Visitor	Loyal Visitor
Drove to Maine	65%	90%
Flew into Portland Intl Jetport	10%	2%
Flew into Bangor Intl Airport	5%	2%
Flew into Boston Logan Intl	10%	1%
Flew into another airport	1%	1%
Took a motor coach tour or bus	4%	1%
Flew into LaGuardia Intl Airport	1%	<1%
Traveled by train	1%	1%
Other	3%	2%

# NIGHTS STAYED

Nights stayed	New Visitor	Loyal Visitor
Not staying overnight	8%	29%
1 night	4%	3%
2 nights	10%	10%
3 nights	14%	14%
4 nights	15%	8%
5+ nights	49%	36%
Average Length of Stay	4.5	4.6

# ACCOMMODATIONS

Accommodations	New Visitor	Loyal Visitor
Not spending the night	8%	29%
Hotel/motel/resort	33%	19%
Friends/family home	15%	14%
Personal second home	5%	13%
Vacation rental home	14%	12%
Campground/RV Park	10%	7%
Bed & Breakfast/Inn	7%	2%
Wilderness camping	4%	1%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	3%	2%

# BOOKING METHODS

Booking Methods	New Visitor	Loyal Visitor
Directly with the hotel/condo	37%	43%
Online travel agency	27%	19%
Airbnb	14%	9%
Short term rental service	7%	8%
Vacation rental company	3%	4%
Offline travel agent	2%	1%
Group tour operator	2%	<1%
Travel package provider	1%	<1%
Other	7%	16%

# IN-MARKET VISITOR RESOURCES\*

In-Market Resources	New Visitor	Loyal Visitor
Navigation website/apps	52%	35%
Visitor Information Centers	22%	28%
Trip planning app	19%	25%
VisitMaine.com	21%	21%
Hotel/resort website/app	14%	17%
Destination social media	18%	16%
Materials from hotel/campground	26%	14%
Restaurant website/app	29%	13%
Personal social media	16%	11%
Booking website/app	7%	5%
VisitBarHarbor.com	6%	4%
Airline website/app	3%	2%
Chambers of Commerce	8%	1%
Other	8%	5%
None	15%	32%

# ACTIVITIES\*

Activities	New Visitor	Loyal Visitor
Food/beverage/culinary	70%	71%
Touring/sightseeing	70%	54%
Shopping	48%	51%
Water activities	38%	48%
Active outdoor activities	43%	37%
Entertainment/attractions	27%	19%
History/culture	26%	14%
Astrotourism	8%	5%
Business conference/meeting	4%	3%
Other	6%	5%

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	New Visitor	Loyal Visitor
No other states/provinces	42%	85%
Massachusetts	34%	6%
New Hampshire	31%	4%
Connecticut	11%	3%
Vermont	15%	2%
New York	18%	1%
Rhode Island	16%	1%
New Brunswick	2%	1%
Newfoundland and Labrador	<1%	<1%
Nova Scotia	2%	<1%
Ontario	1%	<1%
Prince Edward Island	1%	<1%
Quebec	1%	<1%
Other	2%	2%



# TRAVELING IN MAINE\*

Maine Regions Visited	New Visitor	Loyal Visitor
No other regions	36%	60%
The Maine Beaches	25%	41%
The Maine Highlands	22%	19%
Downeast & Acadia	47%	19%
Midcoast & Islands	40%	19%
Greater Portland & Casco Bay	35%	19%
Maine Lakes & Mountains	13%	13%
Aroostook County	5%	8%
Kennebec Valley	7%	6%
Other	1%	1%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	New Visitor	Loyal Visitor
Would recommend Maine	93%	99%
Would not recommend Maine	<1%	<1%
Not sure	7%	1%

Recommending Regions	New Visitor	Loyal Visitor
Definitely recommend region	58%	90%
Probably would recommend region	32%	8%
Would not recommend region	1%	<1%
Not sure	9%	2%

# SATISFACTION

Satisfaction	New Visitor	Loyal Visitor
Very satisfied	55%	76%
Satisfied	40%	23%
Dissatisfied	1%	<1%
Don't know	4%	<1%

# RETURNING TO MAINE

Returning to Maine	New Visitor	Loyal Visitor
Definitely will return	44%	92%
Probably will return	28%	7%
Probably will not return	2%	<1%
Not sure	26%	1%

# TRIP EXPECTATIONS

Exceeded Expectations	New Visitor	Loyal Visitor
Activities & attractions	67%	45%
Friendliness of people	51%	43%
Authentic & unique communities	50%	38%
Lodging	51%	35%
Customer service	40%	34%
Restaurants	37%	33%
Value for your money	29%	29%
Shopping	34%	27%

# OVERCROWDING

Overcrowding	New Visitor	Loyal Visitor
The number of visitors was fine	38%	43%
A little overcrowded	29%	38%
Overcrowded	20%	6%
Not at all overcrowded	11%	13%
Other	2%	<1%

# MAINE OFFICE OF TOURISM

## *Summer Visitor Tracking Crosstab Report*

MAY 2022 – AUGUST 2022

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