INTRODUCTION
This report presents information about visitors to Maine from December 2021 to November 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.
» In 2022, visitors had a longer length of stay and there were fewer day trippers, resulting in a slight decrease in overall visitors compared to 2021.

» **2 in 3** visitors considered visiting only Maine while planning their trips (-6% points from 2021)
  
  » As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from

» **47%** of visitors noticed advertisements/travel stories/promotions about Maine prior to their trip (+10% points from 2021)

» This information influenced **28%** of all visitors to visit Maine (+9% points from 2021)

» International travel is rebounding as international visitation increased **+5%** points from 2021

» Over 1 in 7 visitors used VisitMaine.com (+5% points from 2021)
» **Maine’s market share in New England** when it comes to accommodation revenue, room nights, units, and travel spending **ranges between 11%-13%**.

» The consistency in the market share across multiple variables reinforces confidence in Maine’s overall market share in New England.

» Compared to the New England region, hotel occupancy in Maine was **+5%** higher and hotel room rates were **+4%** higher, resulting in RevPAR that was **+9%** higher than the rest of the region.

» Compared to the New England region, ADR in Maine is higher, but so is occupancy (demand), indicating **hotel room rates have not been a considerable deterrent for visitors**.

### Hotel Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Maine</th>
<th>New England</th>
<th>Δ% from NE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy Rate (%)</td>
<td>68.6%</td>
<td>65.2%</td>
<td>+ 5%</td>
</tr>
<tr>
<td>Average Daily Rate</td>
<td>$196.97</td>
<td>$190.40</td>
<td>+ 4%</td>
</tr>
<tr>
<td>RevPAR</td>
<td>$135.12</td>
<td>$124.14</td>
<td>+ 9%</td>
</tr>
</tbody>
</table>

*Source: US Travel Association. **Source: Smith Travel Research.
MARKET SHARE BY STATE

» Travel spending in Maine accounted for 11% of all visitor spending in the New England region.

» Among New England states, 2022 travel spending in Maine was only surpassed by Massachusetts and Connecticut.

*Source: US Travel Association.
TRIP PLANNING CYCLE : IMPACT OF TOURISM
Visitor spending generated

$15,851,046,200

in economic impact to Maine's economy, up 9.7% from 2021
DIRECT SPENDING*

Visitors to Maine spent

$8,644,145,000

throughout the state in 2022 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up 10.1% from 2021

*The inflation rate in 2022 was 8.0%. In 2021 it was 4.7%
Maine attracted 15,363,600 visitors in 2022, down 1.5% from 2021.

*There were fewer day trippers in 2022 resulting in fewer visitors overall.
All visitors to Maine spent

69,769,800

days in Maine throughout 2022,
up **10.2%** from 2021

*Visitor days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.
Visitors to Maine spent

12,138,100

nights in Maine accommodations throughout 2022, up 18.4% from 2021
Visitors to Maine supported the creation of **151,000** jobs throughout the state in 2022, up **5.5%** from 2021.
Visitors to Maine supported $5,557,607,900 in wages paid to Maine employees in 2022, up 10.0% from 2021.
Every 102 visitors supports a new job in Maine
Visitors to Maine saved local households $2,172 in state and local taxes in 2022.
LODGING METRICS

Occupancy Rate: 56.1% (+ 13.6% from 2021)
Average Daily Rate: $197.84 (+ 35.2% from 2021)
Revenue per Available Room: $110.99 (+ 53.6% from 2021)
TRIP PLANNING CYCLE : PRE-VISIT

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism
TRIP PLANNING CYCLE

» 69% of visitors started planning their trip a month or more in advance of their trip

» Typical trip planning cycle began **51 days** before the trip (50 days in 2021)

» **2 in 3** visitors have a booking window of less than 3 months

» Typical booking cycle began **43 days** before the trip (39 in 2021)
Nearly 3 in 4 visitors used one or more online resources to help them plan their trip in Maine.

**TOP ONLINE TRIP PLANNING SOURCES***

- **37%** Online search engines
- **18%** Hotel websites
- **15%** VisitMaine.com

*Multiple responses permitted.*
TOP OTHER TRIP PLANNING SOURCES*

39% Advice from friends/family

20% Articles or travelogues

14% AAA

*Multiple responses permitted.
TOP REASONS FOR VISITING*

- 34% Relax and unwind
- 31% Sightseeing/touring
- 26% Visiting friends/family

*Multiple responses permitted.
» **2 in 3** visitors considered visiting **only** Maine while planning their trips (-6% points from 2021)

» As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from
» 47% of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip (+10% points from 2021)

» This information influenced 28% of all visitors to visit Maine (+9% points from 2021)
TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 47% of visitors who noticed advertising

39% Social media
35% Internet
21% Magazine

*Multiple responses permitted.
TRIP PLANNING CYCLE: TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism
International travel is rebounding as international visitation increased **+5% points** from 2021.

2% of visitors came from outside of the United States and Canada.

4% of visitors came from Canada.
66% of visitors traveled from 8 U.S. states, including from other regions of Maine.

- 19% Maine
- 14% Massachusetts
- 8% New Hampshire
- 8% New York
- 5% Connecticut
- 4% Florida
- 4% New Jersey
- 4% Pennsylvania
TOP ORIGIN MARKETS

8% Boston

7% New York City\(^1\)

3% Washington D.C. - Baltimore\(^2\)

\(^1\) 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 2.9 people in their visitor party.

18% visitors traveled with at least one person under the age of 18 in their travel party.
» The typical Maine visitor:
  » Is 49 years old\(^1\)
  » Female\(^2\) - 55%
  » Is white – 89%
LIFESTYLE PROFILE

» The typical Maine visitor:
  » Is a college graduate - **77%**
  » Is married/in a domestic partnership - **76%**
  » Is employed full-time - **54%**
  » Has an annual household income\(^1\) of **$89,100**

\(^1\) Median household income.
NEW & RETURNING VISITORS

» **22%** of visitors were traveling in Maine for the first time

» **32%** of visitors had previously traveled in Maine more than 10 times
TRIP PLANNING CYCLE: TRIP EXPERIENCE

1. **Pre-Visit**
2. **Traveler Profile**
3. **Trip Experience**
4. **Post-Trip Evaluation**
5. **Impact of Tourism**
TRANSPORTATION

» 85% of visitors drove to their Maine destination

» 5% of visitors flew to Maine through Portland International Jetport
78% of visitors spent one or more nights in Maine (+6% points from 2021)

Typical visitors stayed 4.6* nights in Maine on their trip

* Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.
TOP ACCOMMODATIONS

26% Hotel/motel/resort

22% Did not stay overnight

20% Friends/family home
TOP IN-MARKET VISITOR RESOURCES*

Over 3 in 4 visitors used one or more in-market resources to help them plan places to go while in Maine.

- 45% Navigation websites/apps
- 29% Restaurant website/app
- 20% Personal social media
- 20% Visitor Information Centers

*Multiple responses permitted.
TOP VISITOR ACTIVITIES*

74% Food/beverage/ culinary

53% Touring/sightseeing

50% Shopping

*Multiple responses permitted.
TRAVEL PARTY SPENDING

» Visitors who stayed overnight in paid accommodations in Maine spent $601 per day and $2,705 during their trip.

» Visitors who stayed overnight in unpaid accommodations in Maine spent $285 per day and $2,176 during their trip.

» Visitors who did not stay overnight in Maine spent $229 during their trip.
» Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province on their trip to Maine (-6% points from 2021)

» Visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip
Half of visitors traveled to regions other than their primary destination during their trips to Maine.
TRIP PLANNING CYCLE: POST-TRIP EVALUATION

- Pre-Visit
- Traveler Profile
- Trip Experience
- Post-Trip Evaluation
- Impact of Tourism
“Beautiful sceneries, wildlife, lakes, mountains, rocky coastline, lighthouses, year-round activities, delicious seafood, all this in a relaxing and secure environment.”

“Maine has the best of the mountains and the ocean. Beaches, lakes, rivers. Swimming, hiking, boating. Beautiful scenery and wildlife everywhere.”


“Maine has a great blend of thriving urban scenery and relaxing rural. You can experience the nightlife or get away from it all. The music scene is fresh, and the culinary delights would dazzle the most refined epicurean.”

*Coded open-ended responses. Multiple responses permitted.
TOP TRIP HIGHLIGHTS*

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

“Spending most of my time sitting by the picture window at my friend’s home, watching the tides.”

“To discover and explore Maine for a few days particularly its beautiful coastline.”

“Springing the parents from the senior center and taking them for a leaf peeping drive.”
» 97% 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
  » 72% would definitely recommend
» **91%** of visitors will return to Maine for a future visit or vacation

» **69%** of visitors will “definitely return” in the future
98% of visitors were satisfied with their trip to Maine. However, increased cost and the current lack of work force negatively affected 2022 visitors’ trip experiences: 17% of visitors said that the customer service did not meet their expectations, 14% of visitors said value for their money did not meet their expectations, and 11% said the restaurants did not meet their expectations.
» **39%** of visitors thought the number of visitors during their trip to Maine was fine

» **34%** of visitors though it was a little overcrowded
“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.”

“You spend your time surrounded by beautiful sceneries, friendly people, in a safe and relaxing environment. What else can you ask for? Maine is the ideal place to enjoy a vacation.”

“You can't compare Maine with other states. Maine is far above with its beautiful nature, its friendly inhabitants, and its relaxing environment”
DETAILED FINDINGS
TRIP PLANNING CYCLE: PRE-VISIT

- Pre-Visit
- Traveler Profile
- Trip Experience
- Post-Trip Evaluation
- Impact of Tourism
### Economic Impact Indicators

<table>
<thead>
<tr>
<th>Economic Impact</th>
<th>2021</th>
<th>2022</th>
<th>Δ% from ’21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Visitors</td>
<td>15,601,800</td>
<td>15,363,600</td>
<td>- 1.5%</td>
</tr>
<tr>
<td>Room nights generated</td>
<td>10,247,600</td>
<td>12,138,100</td>
<td>+ 18.4%</td>
</tr>
<tr>
<td>Visitor Days¹</td>
<td>63,313,500</td>
<td>68,769,800</td>
<td>+10.2%</td>
</tr>
<tr>
<td>Taxes generated</td>
<td>$1,147,884,700</td>
<td>$1,240,445,900</td>
<td>+ 8.1%</td>
</tr>
<tr>
<td>Direct expenditures</td>
<td>$7,853,094,700</td>
<td>$8,644,145,000</td>
<td>+ 10.1%</td>
</tr>
<tr>
<td>Total economic impact</td>
<td>$14,451,155,200</td>
<td>$15,851,046,200</td>
<td>+ 9.7%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Visitors</th>
<th>2021</th>
<th>2022</th>
<th>Δ% from '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-State Visitors</td>
<td>12,609,900</td>
<td>12,423,900</td>
<td>- 1.5%</td>
</tr>
<tr>
<td>Maine Residents</td>
<td>2,991,900</td>
<td>2,939,700</td>
<td>- 1.7%</td>
</tr>
<tr>
<td>Total Visitors</td>
<td>15,601,800</td>
<td>15,363,600</td>
<td>- 1.5%</td>
</tr>
</tbody>
</table>
# Employment Impacts

**Maine Jobs 2021 vs. 2022**

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Δ% from '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs generated (direct)</td>
<td>98,800</td>
<td>104,400</td>
<td>+ 5.7%</td>
</tr>
<tr>
<td>Total employment impact</td>
<td>143,100</td>
<td>151,000</td>
<td>+ 5.5%</td>
</tr>
</tbody>
</table>

**Maine Wages 2021 vs. 2022**

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Δ% from '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages paid (direct)</td>
<td>$3,004,632,400</td>
<td>$3,319,266,400</td>
<td>+ 10.5%</td>
</tr>
<tr>
<td>Total impact on wages</td>
<td>$5,050,181,600</td>
<td>$5,557,607,900</td>
<td>+ 10.0%</td>
</tr>
</tbody>
</table>
## Return on Investment

<table>
<thead>
<tr>
<th>Return on Investment</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors per job supported</td>
<td>109</td>
<td>102</td>
</tr>
<tr>
<td>Tax savings per household</td>
<td>$2,050</td>
<td>$2,172</td>
</tr>
</tbody>
</table>
## LODGING METRICS

<table>
<thead>
<tr>
<th>Lodging Metrics</th>
<th>2021</th>
<th>2022</th>
<th>Δ% from '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy Rate (%)</td>
<td>49.4%</td>
<td>56.1%</td>
<td>+ 13.6%</td>
</tr>
<tr>
<td>Average Daily Rate</td>
<td>$146.32</td>
<td>$197.84</td>
<td>+ 35.2%</td>
</tr>
<tr>
<td>RevPAR</td>
<td>$72.28</td>
<td>$110.99</td>
<td>+ 53.6%</td>
</tr>
<tr>
<td>Total Lodging Revenue</td>
<td>$1,874,899,800</td>
<td>$2,145,627,000</td>
<td>+ 14.4%</td>
</tr>
</tbody>
</table>
### Visitor Type

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>2021</th>
<th>2022</th>
<th>Δ% from '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Accommodations</td>
<td>7,020,800</td>
<td>7,651,100</td>
<td>+ 9.0%</td>
</tr>
<tr>
<td>Unpaid Accommodations</td>
<td>4,212,500</td>
<td>4,347,900</td>
<td>+ 3.2%</td>
</tr>
<tr>
<td>Day Trippers</td>
<td>4,368,500</td>
<td>3,364,600</td>
<td>- 23.0%</td>
</tr>
<tr>
<td><strong>Total Visitors</strong></td>
<td><strong>15,601,800</strong></td>
<td><strong>15,363,600</strong></td>
<td><strong>-1.5%</strong></td>
</tr>
</tbody>
</table>
VISITORS BY SEASON

<table>
<thead>
<tr>
<th>Season</th>
<th>2021</th>
<th>2022</th>
<th>Δ% from '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>2,884,200</td>
<td>3,465,100</td>
<td>+20.1%</td>
</tr>
<tr>
<td>Summer</td>
<td>10,105,100</td>
<td>9,107,300</td>
<td>-9.9%</td>
</tr>
<tr>
<td>Fall</td>
<td>2,612,500</td>
<td>2,791,200</td>
<td>+6.8%</td>
</tr>
<tr>
<td>Total Visitors</td>
<td>15,601,800</td>
<td>15,363,600</td>
<td>-1.5%</td>
</tr>
</tbody>
</table>
## Direct Spending by Category

### Accommodations
- **2021**: $1,874,899,800
- **2022**: $2,145,627,000
- **Change**: $269,727,200 (+14.4%)

### Transportation
- **2021**: $982,932,100
- **2022**: $934,373,400
- **Change**: $-48,558,700 (-4.9%)

### Groceries
- **2021**: $849,218,100
- **2022**: $767,326,300
- **Change**: $-81,891,800 (-9.6%)

### Restaurants
- **2021**: $1,479,077,500
- **2022**: $1,972,353,200
- **Change**: $493,275,700 (+33.4%)

### Shopping
- **2021**: $1,404,976,300
- **2022**: $1,458,303,100
- **Change**: $53,326,800 (+3.8%)

### Entertainment
- **2021**: $908,595,300
- **2022**: $1,072,157,000
- **Change**: $163,561,700 (+18.0%)

### Other
- **2021**: $353,395,600
- **2022**: $294,005,000
- **Change**: $-59,390,600 (-16.8%)

### Total Spending
- **2021**: $7,853,094,700
- **2022**: $8,844,145,000
- **Change**: $991,050,300 (+10.1%)
### Direct Spending by Visitor Type

<table>
<thead>
<tr>
<th>Visitor Type</th>
<th>2021</th>
<th>2022</th>
<th>Δ% from '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Accommodations</td>
<td>$4,840,069,000</td>
<td>$5,385,929,500</td>
<td>+ 11.3%</td>
</tr>
<tr>
<td>Unpaid Accommodations</td>
<td>$2,774,505,700</td>
<td>$3,083,103,300</td>
<td>+ 11.1%</td>
</tr>
<tr>
<td>Day Trippers</td>
<td>$238,520,000</td>
<td>$175,112,200</td>
<td>- 26.6%</td>
</tr>
<tr>
<td><strong>Total Spending</strong></td>
<td><strong>$7,853,094,700</strong></td>
<td><strong>$8,644,145,000</strong></td>
<td><strong>+ 10.1%</strong></td>
</tr>
</tbody>
</table>
TRIP PLANNING CYCLE

» Typical visitors began planning their trip **51 days** in advance (+1 days from 2021)

» **69%** of visitors started planning their trip a month or more in advance of their trip

» Typical visitors booked their accommodations **43 days** in advance (+4 days from 2021)

» **2 in 3** visitors have a booking window of less than 3 months
» **3 in 4** visitors used one or more online resources to help them plan their trip in Maine

» **Nearly 2 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Maine

» **About 1 in 5** visitors used hotel websites

» **Over 1 in 7** visitors used VisitMaine.com (+5% points from 2021)

» More visitors used traveler reviews/blogs/stories (+6% points) compared to 2021

*Multiple responses permitted.*
» **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine (+8% points from 2021)

» **1 in 5** visitors used articles or travelogues (+12% points from 2021) to help plan their trip in Maine

» Nearly **2 in 5** visitors did not use any other resources to help them plan their trip in Maine
REASONS FOR VISITING*

» Over 1 in 3 visitors visited Maine to relax and unwind

» 3 in 10 visitors came to Maine to go sightseeing and touring (+6% points form 2021)

» Over 1 in 4 visitors visited Maine to visit friends and relatives

** Other reasons include, preparing second home for winter, searching for a home, touring schools, and for the seafood.

*Multiple responses permitted.
2 in 3 visitors considered visiting only Maine while planning their trips (-6% points from 2021)

As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from.

Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces.

No other states/provinces: 66%
New Hampshire: 17%
Massachusetts: 14%
Vermont: 8%
Rhode Island: 7%
New York: 6%
Connecticut: 5%
New Brunswick: 2%
Nova Scotia: 2%
Newfoundland and Labrador: 1%
Ontario: 1%
Prince Edward Island: 1%
Quebec: 1%
Other: 3%

*Multiple responses permitted.
Nearly half (47%) of visitors noticed advertising or promotions for Maine prior to their trip (+10% points from 2021).

Visitors who recalled this advertising primarily saw it on social media or the internet.

This information influenced 28% (+9% points from 2021) of all visitors to visit Maine.

Base: 47% of visitors who noticed advertising

- Social media: 39%
- Internet: 35%
- Magazine: 21%
- Radio: 15%
- Cable or satellite television: 13%
- Newspaper: 9%
- AAA: 9%
- VisitMaine.com: 8%
- Traveler reviews/blogs: 7%
- Maine travel/visitor guide: 6%
- Online streaming service: 4%
- Brochure: 4%
- Billboard: 3%
- Music/podcast streaming: 3%
- Deal-based promotion: 2%
- Other: 5%
- Not sure: 1%
TRIP PLANNING CYCLE : TRAVELER PROFILE

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

- New England: 51%
- Mid-Atlantic: 20%
- Southeast: 10%
- Southwest: 3%
- Midwest: 7%
- Canada: 4%
- West: 3%
- Midwest: 7%
- Canada: 4%
- Int'l: 2%
80% of visitors traveled to/within Maine from 15 U.S. states and Quebec

Nearly 1 in 5 visitors were residents of Maine traveling throughout the state

<table>
<thead>
<tr>
<th>State</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maine</td>
<td>19%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>14%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>8%</td>
</tr>
<tr>
<td>New York</td>
<td>8%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>5%</td>
</tr>
<tr>
<td>Florida</td>
<td>4%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>4%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>4%</td>
</tr>
<tr>
<td>Maryland</td>
<td>2%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>2%</td>
</tr>
<tr>
<td>Ohio</td>
<td>2%</td>
</tr>
<tr>
<td>Texas</td>
<td>2%</td>
</tr>
<tr>
<td>Vermont</td>
<td>2%</td>
</tr>
<tr>
<td>Virginia</td>
<td>2%</td>
</tr>
<tr>
<td>Quebec</td>
<td>2%</td>
</tr>
</tbody>
</table>
TOP ORIGIN MARKETS

» 1 in 4 visitors traveled from 9 U.S. markets

» 15% of visitors traveled to Maine from New York City or Boston

<table>
<thead>
<tr>
<th>Market</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>8%</td>
</tr>
<tr>
<td>New York City¹</td>
<td>7%</td>
</tr>
<tr>
<td>Washington DC - Baltimore²</td>
<td>3%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>2%</td>
</tr>
<tr>
<td>Portland</td>
<td>2%</td>
</tr>
<tr>
<td>Bangor</td>
<td>1%</td>
</tr>
<tr>
<td>Rochester - Portsmouth, NH</td>
<td>1%</td>
</tr>
<tr>
<td>Providence, RI</td>
<td>1%</td>
</tr>
<tr>
<td>Augusta</td>
<td>1%</td>
</tr>
</tbody>
</table>

¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.
²Includes some markets in Maryland, Virginia, and West Virginia.
Typical visitors traveled to Maine in parties of **2.9** people.

Over **2 in 5** visitors traveled as a couple.

**18%** of visitors traveled with one or more children in their travel party.
Over half of visitors to Maine interviewed were females.
The average age of visitors to Maine is **49** years old.
Nearly 9 in 10 visitors to Maine were white.
Nearly 4 in 5 visitors have a college/technical school degree or higher.

- High school or less: 8%
- Some college or technical school: 15%
- College or technical school graduate: 56%
- Graduate school: 21%
Over 3 in 4 visitors to Maine were married or living with their partner.
Nearly **3 in 4** visitors to Maine were employed, most full-time.
The average household income of visitors to Maine is **$89,100** per year.

17% of visitors to Maine earned more than **$150,000** per year.

```
- Less than $25,000: 5%
- $25,000 - $49,999: 10%
- $50,000 - $74,999: 22%
- $75,000 - $99,999: 23%
- $100,000 - $149,999: 23%
- $150,000 - $199,999: 9%
- $200,000 - $249,999: 4%
- $250,000 or more: 4%
```
» **22%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **32%** 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
» Maine is a drive-market for most visitors, with **85%** choosing to travel by car over plane, motor coach/bus, or train

» Most visitors who flew to Maine arrived at Portland International Jetport or Boston Logan International Airport

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drove to Maine</td>
<td>85%</td>
</tr>
<tr>
<td>Flew into Portland Intl Jetport</td>
<td>5%</td>
</tr>
<tr>
<td>Flew into Boston Logan Intl</td>
<td>4%</td>
</tr>
<tr>
<td>Flew into Bangor Intl Airport</td>
<td>3%</td>
</tr>
<tr>
<td>Took a motor coach tour or bus</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
» **78%** of visitors stayed one or more nights in Maine on their trip (+6% points from 2021)

» Typical visitors stayed **4.6** nights in Maine on their trips

» Typical visitors staying overnight in paid accommodations stayed **4.5** nights in Maine on their trips

* *Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.*
ACCOMMODATIONS

» Over 1 in 4 visitors stayed overnight at a hotel/motel/resort

» About 1 in 5 visitors stayed with friends and relatives on their trip to Maine
» Over **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo (-7% points from 2021)

» Compared to 2021, more visitors staying in paid accommodations booked their lodging through an online travel agency (+5% points from 2021)

- Directly with the hotel/condo: **42%**
- Online travel agency: **22%**
- Airbnb: **12%**
- Short term rental service: **8%**
- Vacation rental company: **4%**
- Offline travel agent: **1%**
- Group tour operator: **1%**
- Travel package provider: **1%**
- Other*: **9%**

*Other methods include showing up the day of, having standing reservations, booking through another person (i.e., friend or employer), directly with the campground, or though a state park website.
Visitors were more likely to rely on **navigation websites/apps** to plan activities in-market.

About **3 in 10** visitors used a restaurant website or app.

**1 in 5** visitors used their personal social media or visitor information centers.

**1 in 4** visitors did not use any resources to plan activities while they were in-market.

**Multiple responses permitted.**

**Other resources include advice from locals, tour guides, and local newspapers.**
74% of visitors engaged in food/beverage/culinary activities during their trip to Maine (+9% points from 2021)

About half of visitors went touring/sightseeing and shopping (+10% points from 2021) during their trip to Maine
FOOD & BEVERAGE ACTIVITIES*

- Ate lobster: 45%
- Going to local brew pubs/craft breweries: 42%
- Ate other local seafood: 39%
- Consumed other locally produced Maine foods: 28%
- Enjoying local food at fairs/festivals: 20%
- Enjoyed unique Maine food or beverages: 18%
- Visited Farmer’s Markets: 18%
- Enjoyed high-end cuisine or five-star dining: 17%
- Ate farm-to-table or organic cuisine: 10%
- Other: 9%

*Multiple responses permitted.*
<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing</td>
<td>41%</td>
</tr>
<tr>
<td>Enjoying the ocean views/rocky coast</td>
<td>41%</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>32%</td>
</tr>
<tr>
<td>Wildlife viewing/bird watching</td>
<td>26%</td>
</tr>
<tr>
<td>Nature cruises or tours</td>
<td>22%</td>
</tr>
<tr>
<td>Enjoying the mountain views</td>
<td>21%</td>
</tr>
<tr>
<td>Photography</td>
<td>21%</td>
</tr>
<tr>
<td>Tours of communities/local architecture</td>
<td>14%</td>
</tr>
<tr>
<td>Viewing fall colors</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Multiple responses permitted.

*Source: VISITMAINE.COM*
**SHOPPING ACTIVITIES**

- Shopping in downtown areas: 25%
- Outlet shopping: 23%
- Shopping for gifts/souvenirs: 21%
- Shopping for antiques/local arts and crafts: 20%
- Shopping for unique/locally produced goods: 20%
- Shopping for “Made in Maine” products: 18%
- Shopping at malls: 9%
- Other: 10%

*Multiple responses permitted.*
<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking/climbing/backpacking</td>
<td>27%</td>
</tr>
<tr>
<td>Exploring State and National Parks</td>
<td>15%</td>
</tr>
<tr>
<td>Camping</td>
<td>6%</td>
</tr>
<tr>
<td>Bicycling touring</td>
<td>6%</td>
</tr>
<tr>
<td>Riding all-terrain vehicles</td>
<td>4%</td>
</tr>
<tr>
<td>Mountain/Fat Biking</td>
<td>4%</td>
</tr>
<tr>
<td>Hunting</td>
<td>3%</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>3%</td>
</tr>
<tr>
<td>Alpine skiing/snowboarding</td>
<td>2%</td>
</tr>
<tr>
<td>Nordic skiing</td>
<td>1%</td>
</tr>
<tr>
<td>Snowshoeing</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>
WATER ACTIVITIES*

*Multiple responses permitted.

Going to the beach: 18%
Fishing: 15%
Canoeing/kayaking: 13%
Outdoor swimming: 13%
Pool swimming: 9%
Motor boating: 8%
Surfing: 5%
Sailing: 4%
White water rafting: 2%
Water skiing/jet skiing: 2%
Other: 3%
ENTERTAINMENT ACTIVITIES*

- Attend sporting events: 4%
- Amusement/theme parks: 3%
- Children's museums: 2%
- Outdoor fun centers: 2%
- Agricultural fairs: 2%
- Animal parks/zoos: 1%
- Water parks: 1%
- Summer camps: 1%
- Bars/nightlife: 1%
- Horseback riding: 1%
- Other: 5%

*Multiple responses permitted.
**Other includes visiting the Botanical Gardens and special events.
Visit historic sites/museums: 9%
Attend popular music concerts/events: 7%
Visit art museums/local artisan studios: 6%
Get to know the local people and/or culture: 4%
Attend plays/musicals/theatrical events: 2%
Painting/drawing/sketching: 2%
Attend operas/classical music events: 1%
Other: 6%
<table>
<thead>
<tr>
<th></th>
<th>Paid Lodging</th>
<th>Unpaid Lodging</th>
<th>Day Trippers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>$212</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Restaurants</td>
<td>$52</td>
<td>$44</td>
<td>$33</td>
</tr>
<tr>
<td>Groceries</td>
<td>$40</td>
<td>$39</td>
<td>$16</td>
</tr>
<tr>
<td>Shopping</td>
<td>$122</td>
<td>$84</td>
<td>$62</td>
</tr>
<tr>
<td>Activities &amp; attractions</td>
<td>$86</td>
<td>$63</td>
<td>$79</td>
</tr>
<tr>
<td>Transportation</td>
<td>$69</td>
<td>$44</td>
<td>$28</td>
</tr>
<tr>
<td>Other</td>
<td>$20</td>
<td>$11</td>
<td>$11</td>
</tr>
<tr>
<td><strong>Daily Spending</strong></td>
<td><strong>$601</strong></td>
<td><strong>$285</strong></td>
<td><strong>$229</strong></td>
</tr>
<tr>
<td></td>
<td>Paid Lodging</td>
<td>Unpaid Lodging</td>
<td>Day Trippers</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>--------------</td>
<td>----------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Accommodations</td>
<td>$954</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Restaurants</td>
<td>$234</td>
<td>$336</td>
<td>$33</td>
</tr>
<tr>
<td>Groceries</td>
<td>$180</td>
<td>$298</td>
<td>$16</td>
</tr>
<tr>
<td>Shopping</td>
<td>$549</td>
<td>$641</td>
<td>$62</td>
</tr>
<tr>
<td>Activities &amp; attractions</td>
<td>$387</td>
<td>$481</td>
<td>$79</td>
</tr>
<tr>
<td>Transportation</td>
<td>$311</td>
<td>$336</td>
<td>$28</td>
</tr>
<tr>
<td>Other</td>
<td>$90</td>
<td>$84</td>
<td>$11</td>
</tr>
<tr>
<td><strong>Trip Spending</strong></td>
<td><strong>$2,705</strong></td>
<td><strong>$2,176</strong></td>
<td><strong>$229</strong></td>
</tr>
</tbody>
</table>
LODGING AMENITIES*

» An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for 3 in 4 visitors.

» Price for accommodations included parking for nearly 2 in 3 visitors.

» Food was included in accommodations’ pricing for nearly 2 in 5 visitors.

** Other includes access to Trolly/Shuttle, EV charging station, and tickets to the light show.

*Multiple responses permitted.
Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip (-6% points from 2021)

Visitors continued to be **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip.
Half of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state.

35% of visitors visited the Midcoast & Islands area in addition to their primary destination within Maine (+8% points from 2021).
TRIP PLANNING CYCLE: POST-TRIP EVALUATION

Pre-Visit
Traveler Profile
Trip Experience
Post-Trip Evaluation
Impact of Tourism
“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.”
“Maine has the best of the mountains and the ocean. Beaches, lakes, rivers. Swimming, hiking, boating. Beautiful scenery and wildlife everywhere.”

“The most beautiful coastline, great sandy beaches, and a feeling of security and relaxation.”

“Beautiful coastline, nice people, lobster, quaint towns, lighthouses, and respect for nature.”
“Utter relaxation on the coast with good friends. Makes life seem right again.”

“Solitude and peaceful beauty.”

UNIQUENESS

“Old-fashioned, small-town life, and traditions. Gorgeous coastal scenery.”

“New England mystique. Wilderness and wildlife and small-town charm.”

“Maine has a great blend of thriving urban scenery and relaxing rural. You can experience the nightlife or get away from it all. The music scene is fresh, and the culinary delights would dazzle the most refined epicurean.”
“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.”
“Acadia National Park and the beautiful coastline.”

“The rocky coastline, the beaches, and the lighthouses.”

“To discover and explore Maine for a few days particularly its beautiful coastline.”
“The fall foliage and Acadia National Park.”

“Spending most of my time sitting by the picture window at my friend’s home, watching the tides.”

“Springing the parents from the senior center and taking them for a leaf peeping drive.”
97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation.

95% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip - 72% would definitely recommend.
91% of visitors will return to Maine for a future visit or vacation.

- **Definitely will return**: 69%
- **Probably will return**: 22%
- **Probably will not return**: 1%
- **Not sure**: 8%

*9% of all visitors are not sure or will probably not return to Maine for the following reasons: 1. Prefer a variety of destinations 2. Too expensive 3. Economy/inflation.*
» 98% of visitors were satisfied with their trip to Maine

» Nearly 3 in 5 visitors were very satisfied with their trip to Maine
TRIP EXPECTATIONS

- Activities & attractions: 54% Exceeded, 43% Met, 1% Did not meet expectations
- Friendliness of people: 56% Exceeded, 41% Met, 3% Did not meet expectations
- Lodging: 56% Exceeded, 35% Met, 11% Did not meet expectations
- Authentic & unique communities: 59% Exceeded, 31% Met, 11% Did not meet expectations
- Customer service: 52% Exceeded, 27% Met, 11% Did not meet expectations
- Restaurants: 59% Exceeded, 27% Met, 11% Did not meet expectations
- Shopping: 71% Exceeded, 25% Met, 4% Did not meet expectations
- Value for your money: 61% Exceeded, 25% Met, 4% Did not meet expectations
» 39% of visitors thought the number of visitors during their trip to Maine was fine

» 34% of visitors though it was a little overcrowded

*Overcrowding question was not included until Summer 2022.
“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.”

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

“Tranquil and beautiful, atmospheric, worth the drive.”
“You spend your time surrounded by beautiful sceneries, friendly people, in a safe and relaxing environment. What else can you ask for? Maine is the ideal place to enjoy a vacation.”

“Quiet and peaceful. Great place to unwind and collect your thoughts with clean air.”

“You can’t compare Maine with other states. Maine is far above with its beautiful nature, its friendly inhabitants, and its relaxing environment.”
SEASONAL COMPARISONS
TRIP PLANNING CYCLE : IMPACT OF TOURISM

Pre-Visit | Traveler Profile | Trip Experience | Post-Trip Evaluation | Impact of Tourism
### Number of Visitors

<table>
<thead>
<tr>
<th></th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-State Visitors</td>
<td>2,806,700</td>
<td>7,468,000</td>
<td>2,149,200</td>
<td>12,423,900</td>
</tr>
<tr>
<td>Maine Residents</td>
<td>658,400</td>
<td>1,639,300</td>
<td>642,000</td>
<td>2,939,700</td>
</tr>
<tr>
<td>Total Visitors</td>
<td>3,465,100</td>
<td>9,107,300</td>
<td>2,791,200</td>
<td>15,363,600</td>
</tr>
</tbody>
</table>

### Market Share

<table>
<thead>
<tr>
<th></th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-State Visitors</td>
<td>81%</td>
<td>82%</td>
<td>77%</td>
<td>81%</td>
</tr>
<tr>
<td>Maine Residents</td>
<td>19%</td>
<td>18%</td>
<td>23%</td>
<td>19%</td>
</tr>
</tbody>
</table>
# LODGING METRICS*

<table>
<thead>
<tr>
<th>Occupancy (%)</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Occupancy Rate</td>
<td>54.3%</td>
<td>76.5%</td>
<td>70.2%</td>
<td>67.0%</td>
</tr>
<tr>
<td>Vacation Rental Occupancy Rate</td>
<td>30.6%</td>
<td>57.7%</td>
<td>43.4%</td>
<td>43.9%</td>
</tr>
<tr>
<td>Total Occupancy Rate</td>
<td>39.3%</td>
<td>67.6%</td>
<td>58.0%</td>
<td>56.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Daily Rate</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel ADR</td>
<td>$128.14</td>
<td>$224.58</td>
<td>$193.73</td>
<td>$182.15</td>
</tr>
<tr>
<td>Vacation Rental ADR</td>
<td>$270.48</td>
<td>$303.58</td>
<td>$208.71</td>
<td>$260.92</td>
</tr>
<tr>
<td>Total ADR</td>
<td>$169.69</td>
<td>$235.71</td>
<td>$180.83</td>
<td>$197.84</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Revenue per Available Room</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel RevPAR</td>
<td>$69.63</td>
<td>$171.69</td>
<td>$136.06</td>
<td>$122.05</td>
</tr>
<tr>
<td>Vacation Rental RevPAR</td>
<td>$82.77</td>
<td>$175.10</td>
<td>$90.68</td>
<td>$114.57</td>
</tr>
<tr>
<td>Total RevPAR</td>
<td>$66.70</td>
<td>$159.27</td>
<td>$104.91</td>
<td>$110.99</td>
</tr>
</tbody>
</table>

*Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.
TRIP PLANNING CYCLE: PRE-VISIT

- Pre-Visit
- Traveler Profile
- Trip Experience
- Post-Trip Evaluation
- Impact of Tourism
## Trip Planning Cycle

<table>
<thead>
<tr>
<th>Trip Planning Cycle</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>A week or less</td>
<td>22%</td>
<td>14%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>2 - 3 weeks</td>
<td>23%</td>
<td>12%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>1 - 2 months</td>
<td>33%</td>
<td>24%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>3 - 4 months</td>
<td>13%</td>
<td>17%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>5 - 6 months</td>
<td>4%</td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>7 months - 1 year</td>
<td>3%</td>
<td>13%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>More than 1 year</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Days in Planning Cycle</strong></td>
<td><strong>35</strong></td>
<td><strong>60</strong></td>
<td><strong>52</strong></td>
<td><strong>51</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Booking Window</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>A week or less</td>
<td>29%</td>
<td>19%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>2 - 3 weeks</td>
<td>24%</td>
<td>14%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>1 - 2 months</td>
<td>32%</td>
<td>24%</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>3 - 4 months</td>
<td>10%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>5 - 6 months</td>
<td>2%</td>
<td>14%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>7 months - 1 year</td>
<td>2%</td>
<td>10%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>More than 1 year</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Days in Booking Window</strong></td>
<td><strong>20</strong></td>
<td><strong>51</strong></td>
<td><strong>45</strong></td>
<td><strong>43</strong></td>
</tr>
</tbody>
</table>
## Online Trip Planning Sources

<table>
<thead>
<tr>
<th>Online Trip Planning Sources</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online search engines</td>
<td>32%</td>
<td>37%</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>Hotel websites</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>VisitMaine.com</td>
<td>13%</td>
<td>15%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>9%</td>
<td>11%</td>
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*Multiple responses permitted.*
## Other Trip Planning Sources*

*Multiple responses permitted.

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*Multiple responses permitted.*
## Other States/Provinces Considered* 

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*Multiple responses permitted.*
### Recalled Advertising

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*The influence of advertising question was not included until Summer of 2022.*

### Influenced by Advertising*

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### ADVERTISING/PROMOTIONS*

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*Multiple responses permitted.
TRIP PLANNING CYCLE: TRAVELER PROFILE

- Pre-Visit
- Traveler Profile
- Trip Experience
- Post-Trip Evaluation
- Impact of Tourism
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<td>8%</td>
</tr>
<tr>
<td>New York City¹</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Washington DC - Baltimore²</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Portland</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Bangor</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Rochester - Portsmouth, NH</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Providence, RI</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Augusta</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Auburn - Lewiston</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Waterville</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Chicago</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Albany</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.
²Includes some markets in Maryland, Virginia, and West Virginia.
## TRAVEL PARTY SIZE/COMPOSITION

<table>
<thead>
<tr>
<th>Travel Party Composition</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traveled alone</td>
<td>22%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>As a couple</td>
<td>45%</td>
<td>42%</td>
<td>48%</td>
<td>44%</td>
</tr>
<tr>
<td>As a family</td>
<td>19%</td>
<td>30%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>With business associates</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>In a tour group</td>
<td>&lt;1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>With other couples/friends</td>
<td>12%</td>
<td>11%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Average Travel Party Size</strong></td>
<td>2.3</td>
<td>3.2</td>
<td>2.7</td>
<td>2.9</td>
</tr>
</tbody>
</table>
### TRAVEL WITH CHILDREN*

*Multiple responses permitted.

#### Children in Travel Party

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children</td>
<td>88%</td>
<td>79%</td>
<td>87%</td>
<td>82%</td>
</tr>
<tr>
<td>Children younger than 6</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Children 6 – 12</td>
<td>6%</td>
<td>12%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Children 13 – 17</td>
<td>5%</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

#### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
<td>44%</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>56%</td>
<td>54%</td>
<td>55%</td>
</tr>
</tbody>
</table>
# Demographic Profile

## Race/Ethnicity Winter Summer Fall 2022

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>89%</td>
<td>89%</td>
<td>87%</td>
<td>89%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Black</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Indigenous</td>
<td>&lt;1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

## Age Winter Summer Fall 2022

<table>
<thead>
<tr>
<th>Age</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>25 – 34</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>35 – 44</td>
<td>18%</td>
<td>23%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>45 – 54</td>
<td>23%</td>
<td>19%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>55 – 65</td>
<td>28%</td>
<td>24%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Over 65</td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Median Age</td>
<td>50</td>
<td>48</td>
<td>49</td>
<td>49</td>
</tr>
</tbody>
</table>
## LIFESTYLE PROFILE

### Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single/widowed</td>
<td>29%</td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Married/living with partner</td>
<td>71%</td>
<td>77%</td>
<td>77%</td>
<td>76%</td>
</tr>
</tbody>
</table>

### Employment Status

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>53%</td>
<td>55%</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>12%</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Contract/freelance/temporary employee</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Retired</td>
<td>15%</td>
<td>18%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Not currently employed</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Student</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Household Income</td>
<td>Winter</td>
<td>Summer</td>
<td>Fall</td>
<td>2022</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------</td>
<td>--------</td>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>Less than $25,000</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>$25,000 - $49,999</td>
<td>11%</td>
<td>9%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>24%</td>
<td>21%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>24%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>21%</td>
<td>24%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>$250,000 or more</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td><strong>$84,400</strong></td>
<td><strong>$91,300</strong></td>
<td><strong>$87,000</strong></td>
<td><strong>$89,100</strong></td>
</tr>
</tbody>
</table>
# LIFESTYLE PROFILE

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>11%</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Some college or technical school</td>
<td>16%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>College or technical school graduate</td>
<td>54%</td>
<td>56%</td>
<td>59%</td>
<td>56%</td>
</tr>
<tr>
<td>Graduate school</td>
<td>20%</td>
<td>22%</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>
## New & Returning Visitors

<table>
<thead>
<tr>
<th>Previous Trips to Maine</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is my first time</td>
<td>13%</td>
<td>24%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>2 - 5 times</td>
<td>26%</td>
<td>30%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>6 - 10 times</td>
<td>22%</td>
<td>15%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>11+ times</td>
<td>39%</td>
<td>31%</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>Means of Transportation</td>
<td>Winter</td>
<td>Summer</td>
<td>Fall</td>
<td>2022</td>
</tr>
<tr>
<td>-------------------------</td>
<td>--------</td>
<td>--------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Drove to Maine</td>
<td>87%</td>
<td>84%</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td>Flew into Portland Intl Jetport</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Flew into Boston Logan Intl</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Flew into Bangor Intl Airport</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Took a motor coach tour or bus</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
### LENGTH OF STAY

<table>
<thead>
<tr>
<th>Nights Stayed</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not staying overnight</td>
<td>18%</td>
<td>26%</td>
<td>14%</td>
<td>22%</td>
</tr>
<tr>
<td>1 night</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>2 nights</td>
<td>14%</td>
<td>10%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>3 nights</td>
<td>20%</td>
<td>14%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>4 nights</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>5+ nights</td>
<td>27%</td>
<td>35%</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Average Length of Stay</strong></td>
<td><strong>4.9</strong></td>
<td><strong>4.5</strong></td>
<td><strong>4.8</strong></td>
<td><strong>4.6</strong></td>
</tr>
</tbody>
</table>
## ACCOMMODATIONS

<table>
<thead>
<tr>
<th>Accommodations</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/motel/resort</td>
<td>29%</td>
<td>23%</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>Not spending the night</td>
<td>18%</td>
<td>26%</td>
<td>14%</td>
<td>22%</td>
</tr>
<tr>
<td>Friends/family home</td>
<td>28%</td>
<td>18%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Vacation rental home</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Personal second home</td>
<td>9%</td>
<td>9%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Bed &amp; Breakfast/Inn</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Campground/RV Park</td>
<td>1%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Wilderness camping</td>
<td>&lt;1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Sporting camp/wilderness lodge</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Outdoor Outfitter</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>
## Booking

<table>
<thead>
<tr>
<th>Booking Methods</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directly with the hotel/condo</td>
<td>52%</td>
<td>40%</td>
<td>37%</td>
<td>42%</td>
</tr>
<tr>
<td>Online travel agency</td>
<td>19%</td>
<td>21%</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Airbnb</td>
<td>9%</td>
<td>13%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Short term rental service</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Vacation rental company</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Offline travel agent</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Group tour operator</td>
<td>&lt;1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Travel package provider</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>11%</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>
**IN-MARKET RESOURCES**

<table>
<thead>
<tr>
<th>In-Market Resources</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navigation website/apps</td>
<td>38%</td>
<td>45%</td>
<td>54%</td>
<td>45%</td>
</tr>
<tr>
<td>Restaurant website/app</td>
<td>28%</td>
<td>29%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Personal social media</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Visitor Information Centers</td>
<td>10%</td>
<td>22%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Materials from hotel/campground</td>
<td>7%</td>
<td>19%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Trip planning app</td>
<td>16%</td>
<td>15%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>VisitMaine.com</td>
<td>15%</td>
<td>14%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Hotel/resort website/app</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Destination social media</td>
<td>9%</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Booking website/app</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Chambers of Commerce</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Airline website/app</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>VisitBarHarbor.com</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
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<tr>
<td>None</td>
<td>28%</td>
<td>22%</td>
<td>18%</td>
<td>23%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.*
# Activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food/beverage/culinary</td>
<td>72%</td>
<td>73%</td>
<td>78%</td>
<td>74%</td>
</tr>
<tr>
<td>Touring/sightseeing</td>
<td>41%</td>
<td>56%</td>
<td>59%</td>
<td>53%</td>
</tr>
<tr>
<td>Shopping</td>
<td>51%</td>
<td>49%</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>Active outdoor activities</td>
<td>37%</td>
<td>37%</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td>Water activities</td>
<td>7%</td>
<td>39%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Entertainment/attractions</td>
<td>14%</td>
<td>28%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>History/culture</td>
<td>16%</td>
<td>21%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Astrotourism</td>
<td>4%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Business conference/meeting</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
<td>7%</td>
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</tbody>
</table>

*Multiple responses permitted.
<table>
<thead>
<tr>
<th>Food &amp; Beverage Activities</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ate lobster</td>
<td>38%</td>
<td>47%</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>Going to local brew pubs/craft breweries</td>
<td>44%</td>
<td>40%</td>
<td>47%</td>
<td>42%</td>
</tr>
<tr>
<td>Ate other local seafood</td>
<td>35%</td>
<td>42%</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>Consumed other locally produced Maine foods</td>
<td>23%</td>
<td>30%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Enjoying local food at fairs/festivals</td>
<td>18%</td>
<td>21%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Enjoyed unique Maine food or beverages</td>
<td>14%</td>
<td>20%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Visited Farmer’s Markets</td>
<td>12%</td>
<td>20%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Enjoyed high-end cuisine or five-star dining</td>
<td>19%</td>
<td>16%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Ate farm-to-table or organic cuisine</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>10%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>
## Touring & Sightseeing Activities*

<table>
<thead>
<tr>
<th>Touring &amp; Sightseeing Activities</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing</td>
<td>32%</td>
<td>43%</td>
<td>48%</td>
<td>41%</td>
</tr>
<tr>
<td>Enjoying the ocean views/rocky coast</td>
<td>30%</td>
<td>43%</td>
<td>48%</td>
<td>41%</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>31%</td>
<td>30%</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>Wildlife viewing/bird watching</td>
<td>22%</td>
<td>27%</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Nature cruises or tours</td>
<td>7%</td>
<td>27%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Enjoying the mountain views</td>
<td>13%</td>
<td>21%</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Photography</td>
<td>15%</td>
<td>21%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Tours of communities/local architecture</td>
<td>9%</td>
<td>14%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Viewing fall colors</td>
<td>5%</td>
<td>1%</td>
<td>34%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>4%</td>
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</tbody>
</table>

*Multiple responses permitted.
## Active Outdoor Activities*

<table>
<thead>
<tr>
<th>Active Outdoor Activities</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking/climbing/backpacking</td>
<td>16%</td>
<td>30%</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Exploring State and National Parks</td>
<td>7%</td>
<td>17%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Camping</td>
<td>2%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Bicycling touring</td>
<td>3%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Riding all-terrain vehicles</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Mountain/Fat Biking</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Hunting</td>
<td>2%</td>
<td>2%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>11%</td>
<td>0%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Alpine skiing/snowboarding</td>
<td>7%</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Nordic skiing</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
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<tr>
<td>Snowshoeing</td>
<td>5%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
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*Multiple responses permitted.
# SHOPPING ACTIVITIES*

<table>
<thead>
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<th>Shopping Activities</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping in downtown areas</td>
<td>30%</td>
<td>22%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Outlet shopping</td>
<td>25%</td>
<td>20%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Shopping for gifts/souvenirs</td>
<td>24%</td>
<td>18%</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>Shopping for antiques/local arts and crafts</td>
<td>21%</td>
<td>20%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Shopping for unique/locally produced goods</td>
<td>20%</td>
<td>18%</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Shopping for “Made in Maine” products</td>
<td>19%</td>
<td>17%</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Shopping at malls</td>
<td>11%</td>
<td>8%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>14%</td>
<td>2%</td>
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</tbody>
</table>

*Multiple responses permitted.
## Water Activities*

<table>
<thead>
<tr>
<th>Water Activities</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to the beach</td>
<td>2%</td>
<td>25%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Fishing</td>
<td>4%</td>
<td>19%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Canoeing/kayaking</td>
<td>1%</td>
<td>18%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Outdoor swimming</td>
<td>0%</td>
<td>19%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Pool swimming</td>
<td>2%</td>
<td>13%</td>
<td>5%</td>
<td>9%</td>
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<tr>
<td>Motor boating</td>
<td>1%</td>
<td>12%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Surfing</td>
<td>0%</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Sailing</td>
<td>0%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>White water rafting</td>
<td>0%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Water skiing/jet skiing</td>
<td>0%</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>History/Culture Activities</td>
<td>Winter</td>
<td>Summer</td>
<td>Fall</td>
<td>2022</td>
</tr>
<tr>
<td>-------------------------------------------------</td>
<td>--------</td>
<td>--------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Visit historic sites/museums</td>
<td>7%</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Attend popular music concerts/events</td>
<td>5%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Visit art museums/local artisan studios</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Get to know the local people and/or culture</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Attend plays/musicals/theatrical events</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Painting/drawing/sketching</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Attend operas/classical music events</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Other</td>
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<td>8%</td>
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## ENTERTAINMENT ACTIVITIES*

*Multiple responses permitted.

<table>
<thead>
<tr>
<th>Entertainment Activities</th>
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<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend sporting events</td>
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<td>5%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Amusement/theme parks</td>
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<td>3%</td>
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<tr>
<td>Children’s museums</td>
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<td>2%</td>
<td>2%</td>
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<tr>
<td>Outdoor fun centers</td>
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<td>2%</td>
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<tr>
<td>Agricultural fairs</td>
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<td>2%</td>
<td>5%</td>
<td>2%</td>
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<tr>
<td>Animal parks/zoos</td>
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<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Water parks</td>
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<td>1%</td>
<td>1%</td>
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<tr>
<td>Summer camps</td>
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<td>1%</td>
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<td>1%</td>
</tr>
<tr>
<td>Bars/nightlife</td>
<td>0%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
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<tr>
<td>Other</td>
<td>4%</td>
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</table>
### Other States/Provinces Visited

<table>
<thead>
<tr>
<th>Other States/Provinces Visited</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>No other states/provinces</td>
<td>78%</td>
<td>66%</td>
<td>65%</td>
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<tr>
<td>New Hampshire</td>
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<td>16%</td>
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<tr>
<td>Massachusetts</td>
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<tr>
<td>New York</td>
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<td>8%</td>
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<tr>
<td>Rhode Island</td>
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<td>7%</td>
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<td>6%</td>
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<tr>
<td>Vermont</td>
<td>3%</td>
<td>7%</td>
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<tr>
<td>Connecticut</td>
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<td>5%</td>
<td>7%</td>
<td>5%</td>
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<td>New Brunswick</td>
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<td>2%</td>
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<td>Nova Scotia</td>
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<td>Ontario</td>
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<td>Prince Edward Island</td>
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<td>Quebec</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Newfoundland and Labrador</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
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<tr>
<td>Other</td>
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</table>

*Multiple responses permitted.*
## TRAVELING IN MAINE*

<table>
<thead>
<tr>
<th>Maine Regions Visited</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>No other regions</td>
<td>58%</td>
<td>49%</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>Midcoast &amp; Islands</td>
<td>27%</td>
<td>37%</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>Greater Portland &amp; Casco Bay</td>
<td>24%</td>
<td>28%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>The Maine Beaches</td>
<td>18%</td>
<td>29%</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Downeast &amp; Acadia</td>
<td>11%</td>
<td>29%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>The Maine Highlands</td>
<td>19%</td>
<td>18%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Maine Lakes &amp; Mountains</td>
<td>14%</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Kennebec Valley</td>
<td>19%</td>
<td>7%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Aroostook County</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
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<td>1%</td>
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</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Recommending Maine</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would recommend Maine</td>
<td>97%</td>
<td>96%</td>
<td>98%</td>
<td>97%</td>
</tr>
<tr>
<td>Would not recommend Maine</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Recommending Regions</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely recommend region</td>
<td>84%</td>
<td>70%</td>
<td>66%</td>
<td>72%</td>
</tr>
<tr>
<td>Probably would recommend region</td>
<td>13%</td>
<td>25%</td>
<td>30%</td>
<td>23%</td>
</tr>
<tr>
<td>Would not recommend region</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
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</table>
### SATISFACTION*

*The satisfaction question was not included until Summer 2022.

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>NA</td>
<td>61%</td>
<td>54%</td>
<td>59%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>NA</td>
<td>37%</td>
<td>44%</td>
<td>39%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>NA</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>NA</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
## RETURNING TO MAINE

<table>
<thead>
<tr>
<th>Returning to Maine</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely will return</td>
<td>81%</td>
<td>65%</td>
<td>65%</td>
<td>69%</td>
</tr>
<tr>
<td>Probably will return</td>
<td>14%</td>
<td>24%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Probably will not return</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>4%</td>
<td>10%</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>
# TRIP EXPECTATIONS

<table>
<thead>
<tr>
<th>Exceeded Expectations</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities &amp; attractions</td>
<td>52%</td>
<td>56%</td>
<td>48%</td>
<td>54%</td>
</tr>
<tr>
<td>Friendliness of people</td>
<td>46%</td>
<td>43%</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>Lodging</td>
<td>41%</td>
<td>41%</td>
<td>40%</td>
<td>41%</td>
</tr>
<tr>
<td>Authentic &amp; unique communities</td>
<td>29%</td>
<td>37%</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>Customer service</td>
<td>29%</td>
<td>32%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>28%</td>
<td>31%</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Shopping</td>
<td>25%</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Value for your money</td>
<td>27%</td>
<td>25%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Overcrowding</td>
<td>Winter</td>
<td>Summer</td>
<td>Fall</td>
<td>2022</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>--------</td>
<td>--------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Overcrowded</td>
<td>NA</td>
<td>17%</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>A little overcrowded</td>
<td>NA</td>
<td>35%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>The number of visitors was fine</td>
<td>NA</td>
<td>36%</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>Not at all overcrowded</td>
<td>NA</td>
<td>10%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>NA</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Overcrowding question was not included until Summer 2022.
ANNUAL COMPARISONS
## Trip Planning Cycle

<table>
<thead>
<tr>
<th>Trip Planning Cycle</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>A week or less</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>2 - 3 weeks</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>1 - 2 months</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>3 - 4 months</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>5 - 6 months</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>7 months - 1 year</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>More than 1 year</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Days in Planning Cycle</strong></td>
<td>50</td>
<td>51</td>
</tr>
</tbody>
</table>

## Booking Window

<table>
<thead>
<tr>
<th>Booking Window</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>A week or less</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>2 - 3 weeks</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>1 - 2 months</td>
<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>3 - 4 months</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>5 - 6 months</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>7 months - 1 year</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>More than 1 year</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Days in Booking Window</strong></td>
<td>39</td>
<td>43</td>
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</tbody>
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# Online Trip Planning Sources*

<table>
<thead>
<tr>
<th>Online Trip Planning Sources</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online search engines</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>Hotel websites</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>VisitMaine.com</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Traveler reviews/blogs/stories</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>Online travel agency</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Facebook</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Airbnb</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Instagram</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>VRBO/HomeAway</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Airline websites</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Vacation rental websites</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Visit Maine social media</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>YouTube</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>MaineTourism.com</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>DowneastAcadia.com</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>TheMaineBeaches.com</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>VisitPortland.com</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>DiscoverNewEngland.com</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>MaineMidCoast.com</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>MaineLakesandMountains.com</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Twitter</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>VisitBarHarbor.com</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>VisitAroostook.com</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>KennebecValley.org</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>TheMaineHighlands.com</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
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<td>6%</td>
</tr>
<tr>
<td>None</td>
<td>33%</td>
<td>27%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
### Other Trip Planning Sources*

*Multiple responses permitted.

<table>
<thead>
<tr>
<th>Other Trip Planning Sources</th>
<th>2021</th>
<th>2022</th>
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</thead>
<tbody>
<tr>
<td>Advice from friends/family</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>Articles or travelogues</td>
<td>8%</td>
<td>20%</td>
</tr>
<tr>
<td>AAA</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Travel guides/brochures</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Travel planning apps</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Travel books &amp; magazines</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Called the Maine Office of Tourism</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Visitor Guide</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Visit Maine e-newsletter</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Called local Chambers of Commerce</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Travel agent</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Called local convention and visitors bureaus</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Called another Maine Tourism/Lodging Association</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>None</td>
<td>51%</td>
<td>37%</td>
</tr>
<tr>
<td>Reasons for Visiting</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
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<td>------</td>
</tr>
<tr>
<td>Relax and unwind</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Sightseeing/touring</td>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>Visiting friends/relatives</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Nature &amp; bird watching</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Beach</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Special occasion</td>
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<td>12%</td>
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<tr>
<td>Shopping</td>
<td>7%</td>
<td>10%</td>
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<tr>
<td>Attractions</td>
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<td>9%</td>
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<tr>
<td>Special event</td>
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<td>9%</td>
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<tr>
<td>Active outdoor activities</td>
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<td>9%</td>
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<tr>
<td>Water activities</td>
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<td>7%</td>
</tr>
<tr>
<td>Conference/meeting</td>
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<td>6%</td>
</tr>
<tr>
<td>Culture/museums/history</td>
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<td>5%</td>
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<tr>
<td>Snow activities</td>
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<tr>
<td>Sporting event</td>
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<td>1%</td>
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<tr>
<td>Astrotourism</td>
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<tr>
<td>Other</td>
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<td>12%</td>
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*Multiple responses permitted.
<table>
<thead>
<tr>
<th>Other States/Provinces Considered</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>No other states/provinces</td>
<td>72%</td>
<td>66%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>12%</td>
<td>17%</td>
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<tr>
<td>Massachusetts</td>
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<td>14%</td>
</tr>
<tr>
<td>Vermont</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>New York</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>New Brunswick</td>
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<td>2%</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Newfoundland and Labrador</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Ontario</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Prince Edward Island</td>
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<td>1%</td>
</tr>
<tr>
<td>Quebec</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Other</td>
<td>4%</td>
<td>3%</td>
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</table>
### Recalled Advertising

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>37%</td>
<td>47%</td>
</tr>
<tr>
<td>No</td>
<td>63%</td>
<td>40%</td>
</tr>
<tr>
<td>Not sure</td>
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<td>13%</td>
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</tbody>
</table>

*The influence of advertising question was not included until Summer of 2022.*

### Influenced by Advertising

<table>
<thead>
<tr>
<th></th>
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<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
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<td>NA</td>
<td>28%</td>
</tr>
</tbody>
</table>
## Advertising/Promotions*

<table>
<thead>
<tr>
<th>Sources of Advertising Noticed*</th>
<th>2021</th>
<th>2022</th>
</tr>
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<tbody>
<tr>
<td>Social media</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>Internet</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Magazine</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Radio</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Cable or satellite television</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>AAA</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>VisitMaine.com</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Traveler reviews/blogs</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Maine travel/visitor guide</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Online streaming service</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Brochure</td>
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<td>4%</td>
</tr>
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<td>Billboard</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Music/podcast streaming</td>
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<td>3%</td>
</tr>
<tr>
<td>Deal – based promotion</td>
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<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Not sure</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
TRIP PLANNING CYCLE : TRAVELER PROFILE

Pre-Visit  Traveler Profile  Trip Experience  Post-Trip Evaluation  Impact of Tourism
### ORIGIN REGION

<table>
<thead>
<tr>
<th>Region of Origin</th>
<th>2021</th>
<th>2022</th>
</tr>
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<tbody>
<tr>
<td>Maine</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>New England</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Southeast</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Southwest</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Midwest</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>West</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Canada</td>
<td>&lt;1%</td>
<td>4%</td>
</tr>
<tr>
<td>International</td>
<td>1%</td>
<td>2%</td>
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</tbody>
</table>
## ORIGIN STATE/PROVINCE

<table>
<thead>
<tr>
<th>Origin States &amp; Provinces</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maine</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>New York</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Florida</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Maryland</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Ohio</td>
<td>&lt;1%</td>
<td>2%</td>
</tr>
<tr>
<td>Texas</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Vermont</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Virginia</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Quebec</td>
<td>&lt;1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
## Origin Markets

<table>
<thead>
<tr>
<th>Origin Markets</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>New York City¹</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Washington DC - Baltimore²</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Portland</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Bangor</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Rochester - Portsmouth, NH</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Providence, RI</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Augusta</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.
²Includes some markets in Maryland, Virginia, and West Virginia.
## TRAVEL PARTY SIZE/COMPOSITION

<table>
<thead>
<tr>
<th>Travel Party Composition</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traveled alone</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>As a couple</td>
<td>40%</td>
<td>44%</td>
</tr>
<tr>
<td>As a family</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>With business associates</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>In a tour group</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>With other couples/friends</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Average Travel Party Size</strong></td>
<td>2.7</td>
<td>2.9</td>
</tr>
</tbody>
</table>
### TRAVEL WITH CHILDREN*

*Multiple responses permitted.

<table>
<thead>
<tr>
<th>Children in Travel Party</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children</td>
<td>80%</td>
<td>82%</td>
</tr>
<tr>
<td>Children younger than 6</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Children 6 – 12</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Children 13 – 17</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>54%</td>
<td>55%</td>
</tr>
</tbody>
</table>
## Demographic Profile

### Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>Asian</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Black</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Indigenous</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>25 – 34</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>35 – 44</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>45 – 54</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>55 – 65</td>
<td>19%</td>
<td>25%</td>
</tr>
<tr>
<td>Over 65</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Median Age</td>
<td>48</td>
<td>49</td>
</tr>
</tbody>
</table>
# LIFESTYLE PROFILE

## Marital Status

<table>
<thead>
<tr>
<th>Status</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single/widowed</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Married/living with partner</td>
<td>74%</td>
<td>76%</td>
</tr>
</tbody>
</table>

## Employment Status

<table>
<thead>
<tr>
<th>Status</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Contract/freelance/temporary employee</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Retired</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Not currently employed</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Student</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>
### Household Income

<table>
<thead>
<tr>
<th>Household Income</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>$25,000 - $49,999</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>$250,000 or more</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td><strong>$89,800</strong></td>
<td><strong>$89,100</strong></td>
</tr>
</tbody>
</table>
## LIFESTYLE PROFILE

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Some college or technical school</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>College or technical school graduate</td>
<td>48%</td>
<td>56%</td>
</tr>
<tr>
<td>Graduate school</td>
<td>25%</td>
<td>21%</td>
</tr>
</tbody>
</table>
# New & Returning Visitors

## Previous Trips to Maine

<table>
<thead>
<tr>
<th>Previous Trips to Maine</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is my first time</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>2 - 5 times</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>6 - 10 times</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>11+ times</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>Means of Transportation</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Drove to Maine</td>
<td>83%</td>
<td>85%</td>
</tr>
<tr>
<td>Flew into Portland Intl Jetport</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Flew into Boston Logan Intl</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Flew into Bangor Intl Airport</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Took a motor coach tour or bus</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
### LENGTH OF STAY

<table>
<thead>
<tr>
<th>Nights Stayed</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not staying overnight</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>1 night</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>2 nights</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>3 nights</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>4 nights</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>5+ nights</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Average Length of Stay</strong></td>
<td><strong>3.8</strong></td>
<td><strong>4.6</strong></td>
</tr>
<tr>
<td>Accommodations</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Not spending the night</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Hotel/motel/resort</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Friends/family home</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Vacation rental home</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Personal second home</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Bed &amp; Breakfast/Inn</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Campground/RV Park</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Wilderness camping</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Sporting camp/wilderness lodge</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Outdoor Outfitter</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Booking Methods</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Directly with the hotel/condo</td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td>Online travel agency</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Airbnb</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Short term rental service</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Vacation rental company</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Offline travel agent</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Group tour operator</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Travel package provider</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>
# IN-MARKET RESOURCES*

<table>
<thead>
<tr>
<th>In-Market Resources</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navigation website/apps</td>
<td>37%</td>
<td>45%</td>
</tr>
<tr>
<td>Restaurant website/app</td>
<td>19%</td>
<td>29%</td>
</tr>
<tr>
<td>Personal social media</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Visitor Information Centers</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Materials from hotel/campground</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Trip planning app</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>VisitMaine.com</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Hotel/resort website/app</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Destination social media</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Booking website/app</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Chambers of Commerce</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Airline website/app</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>VisitBarHarbor.com</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>None</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>Activities</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Food/beverage/culinary</td>
<td>65%</td>
<td>74%</td>
</tr>
<tr>
<td>Touring/sightseeing</td>
<td>52%</td>
<td>53%</td>
</tr>
<tr>
<td>Shopping</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Active outdoor activities</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Water activities</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Entertainment/attractions</td>
<td>10%</td>
<td>24%</td>
</tr>
<tr>
<td>History/culture</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Astrotourism</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Business conference/meeting</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Food &amp; Beverage Activities</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Ate lobster</td>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>Going to local brew pubs/craft breweries</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>Ate other local seafood</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Consumed other locally produced Maine foods</td>
<td>21%</td>
<td>28%</td>
</tr>
<tr>
<td>Enjoying local food at fairs/festivals</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Enjoyed unique Maine food or beverages</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Visited Farmer’s Markets</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>Enjoyed high-end cuisine or five-star dining</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Ate farm-to-table or organic cuisine</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.*
## TOURING & SIGHTSEEING ACTIVITIES*

<table>
<thead>
<tr>
<th>Touring &amp; Sightseeing Activities</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>Enjoying the ocean views/rocky coast</td>
<td>40%</td>
<td>41%</td>
</tr>
<tr>
<td>Driving for pleasure</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Wildlife viewing/bird watching</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>Nature cruises or tours</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Enjoying the mountain views</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Photography</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Tours of communities/local architecture</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Viewing fall colors</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.*
### SHOPPING ACTIVITIES*

<table>
<thead>
<tr>
<th>Shopping Activities</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping in downtown areas</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>Outlet shopping</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>Shopping for gifts/souvenirs</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Shopping for antiques/local arts and crafts</td>
<td>8%</td>
<td>20%</td>
</tr>
<tr>
<td>Shopping for unique/locally produced goods</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Shopping for “Made in Maine” products</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Shopping at malls</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
<table>
<thead>
<tr>
<th>Active Outdoor Activities</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking/climbing/backpacking</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Exploring State and National Parks</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Camping</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Bicycling touring</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Riding all-terrain vehicles</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Mountain/Fat Biking</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Hunting</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Snowmobiling</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Alpine skiing/snowboarding</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Nordic skiing</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Snowshoeing</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
## Entertainment Activities*

<table>
<thead>
<tr>
<th>Entertainment Activities</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend sporting events</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Amusement/theme parks</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Children’s museums</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Outdoor fun centers</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Agricultural fairs</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Animal parks/zoos</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Water parks</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Summer camps</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Bars/nightlife</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
### Water Activities

<table>
<thead>
<tr>
<th>Water Activities</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to the beach</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>Fishing</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Canoeing/kayaking</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Outdoor swimming</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Pool swimming</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Motor boating</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Surfing</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Sailing</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>White water rafting</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Water skiing/jet skiing</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.*
<table>
<thead>
<tr>
<th>History/Culture Activities</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit historic sites/museums</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Attend popular music concerts/events</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Visit art museums/local artisan studios</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Get to know the local people and/or culture</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Attend plays/musicals/theatrical events</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Painting/drawing/sketching</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Attend operas/classical music events</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Other States/Provinces Visited</td>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>No other states/provinces</td>
<td>75%</td>
<td>69%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>New York</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Vermont</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Ontario</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Quebec</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Newfoundland and Labrador</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
## TRAVELING IN MAINE*

<table>
<thead>
<tr>
<th>Maine Regions Visited</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>No other regions</td>
<td>45%</td>
<td>50%</td>
</tr>
<tr>
<td>Midcoast &amp; Islands</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Greater Portland &amp; Casco Bay</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>The Maine Beaches</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>Downeast &amp; Acadia</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>The Maine Highlands</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Maine Lakes &amp; Mountains</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Kennebec Valley</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Aroostook County</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
TRIP PLANNING CYCLE: POST-TRIP EVALUATION
## Recommending Maine/Region of Travel

<table>
<thead>
<tr>
<th>Recommending Maine</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would recommend Maine</td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>Would not recommend Maine</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recommending Regions</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely recommend region</td>
<td>80%</td>
<td>72%</td>
</tr>
<tr>
<td>Probably would recommend region</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td>Would not recommend region</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>2021*</td>
<td>2022</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>NA</td>
<td>59%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>NA</td>
<td>39%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>NA</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>NA</td>
<td>2%</td>
</tr>
</tbody>
</table>

*The satisfaction question was not included until Summer 2022.
## RETURNING TO MAINE

<table>
<thead>
<tr>
<th>Returning to Maine</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely will return</td>
<td>77%</td>
<td>69%</td>
</tr>
<tr>
<td>Probably will return</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Probably will not return</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Not sure</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>
## TRIP EXPECTATIONS

<table>
<thead>
<tr>
<th>Exceeded Expectations</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities &amp; attractions</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Friendliness of people</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>Lodging</td>
<td>40%</td>
<td>41%</td>
</tr>
<tr>
<td>Authentic &amp; unique communities</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>Customer service</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td>Shopping</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>Value for your money</td>
<td>31%</td>
<td>25%</td>
</tr>
</tbody>
</table>
## Overcrowding*

<table>
<thead>
<tr>
<th>Overcrowding</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overcrowded</td>
<td>NA</td>
<td>14%</td>
</tr>
<tr>
<td>A little overcrowded</td>
<td>NA</td>
<td>34%</td>
</tr>
<tr>
<td>The number of visitors was fine</td>
<td>NA</td>
<td>39%</td>
</tr>
<tr>
<td>Not at all overcrowded</td>
<td>NA</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>NA</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Overcrowding question was not included until Summer 2022.
STUDY METHODS
**METHODOLOGY**

**Visitor Tracking**

4,743 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 December 1st, 2021 and November 30th, 2022.

**Economic Impact**

Total economic impact of tourism on the state of Maine is a function of direct spending by visitors to Maine, 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. Maine’s multiplier is 1.83.
### METHODOLOGY

<table>
<thead>
<tr>
<th>Quotas by Region</th>
<th>Winter</th>
<th>Summer</th>
<th>Fall</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aroostook County</td>
<td>75</td>
<td>75</td>
<td>75</td>
<td>225</td>
</tr>
<tr>
<td>Kennebec Valley</td>
<td>125</td>
<td>100</td>
<td>75</td>
<td>300</td>
</tr>
<tr>
<td>The Maine Highlands</td>
<td>125</td>
<td>100</td>
<td>100</td>
<td>325</td>
</tr>
<tr>
<td>Maine Lakes &amp; Mountains</td>
<td>125</td>
<td>100</td>
<td>100</td>
<td>325</td>
</tr>
<tr>
<td>Downeast &amp; Acadia</td>
<td>125</td>
<td>325</td>
<td>200</td>
<td>650</td>
</tr>
<tr>
<td>Mid-Coast</td>
<td>125</td>
<td>325</td>
<td>200</td>
<td>650</td>
</tr>
<tr>
<td>Greater Portland &amp; Casco Bay</td>
<td>125</td>
<td>325</td>
<td>200</td>
<td>650</td>
</tr>
<tr>
<td>Maine Beaches</td>
<td>125</td>
<td>450</td>
<td>300</td>
<td>875</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>950</strong></td>
<td><strong>1,800</strong></td>
<td><strong>1,250</strong></td>
<td><strong>4,000</strong></td>
</tr>
</tbody>
</table>
MAINE OFFICE OF TOURISM

2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022

Downs & St. Germain Research
850 – 906 – 3111 | contact@dsg-research.com
dsg-research.com