

AROOSTOOK COUNTY

2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022



INTRODUCTION



STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Aroostook County 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 Aroostook County.



EXECUTIVE SUMMARY



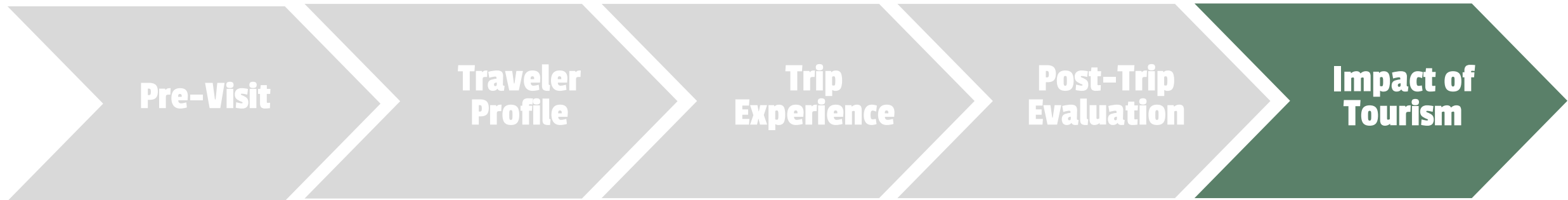
AROOSTOOK COUNTY

Compared to visitors to other regions, visitors to Aroostook County region are more likely to:

- » Have shorter planning and booking cycles
- » Be from the state of Maine
- » Be from Canada
- » Travel alone
- » Be retired
- » Stay in the home of a friend or relative
- » Engage in outdoor activities
- » Think the friendliness of residents exceeded expectations
- » Believe the region is less crowded



TRIP PLANNING CYCLE : IMPACT OF TOURISM



ECONOMIC IMPACT

Visitor spending generated

\$246,453,400

in economic impact to Aroostook County's
economy, up **13.0%** from 2021



DIRECT SPENDING

Visitors to Aroostook County spent

\$160,705,800

throughout the county in 2022 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up **13.2%** from 2021



VISITORS

Aroostook County attracted

282,900

visitors in 2022, down **1.2%** from 2021



VISITORS DAYS*

All visitors to Aroostook County spent

1,105,200

days in Aroostook County throughout 2022



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

ROOM NIGHTS

Visitors to Aroostook County generated

200,200

nights in Aroostook County accommodations
throughout 2022, up **24.7%** from 2021



JOBS SUPPORTED

Visitors to Aroostook County supported the creation of

2,650

jobs throughout the county in 2022, up
6.0% from 2021



WAGES GENERATED

Visitors to Aroostook County supported

\$75,777,400

in wages paid to Aroostook County employees
in 2022, up **12.5%** from 2021



VISITORS & JOBS

Every

107

visitors supports a new job in Aroostook County



HOUSEHOLD SAVINGS

Visitors to Aroostook County saved local households

\$794

in state and local taxes in 2022



LODGING METRICS

Occupancy Rate

50.1%

+ 21.0% from 2021

Average Daily Rate

\$133.48

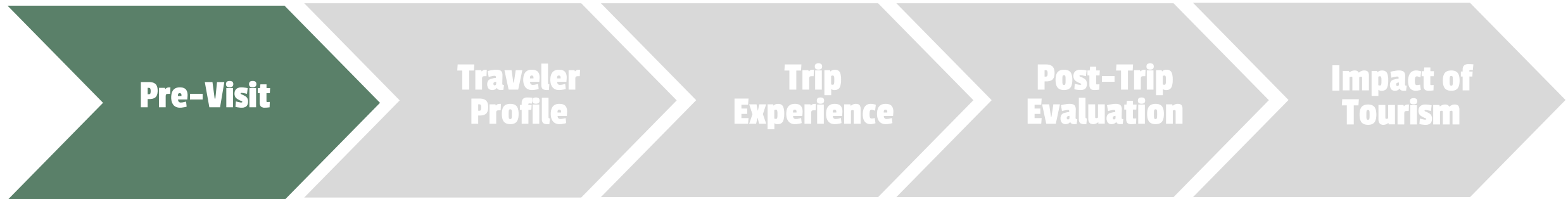
+ 10.2% from 2021

Revenue per Available Room

\$66.87

+ 33.3% from 2021

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **56%** of visitors started planning their trip a month or more in advance of their trip
- » **3 in 4** visitors have a booking window of less than 3 months



TOP ONLINE TRIP PLANNING SOURCES*

Over 7 in 10 visitors used one or more online resources to help them plan their trip in Aroostook County



23% Online search engines



14% Facebook



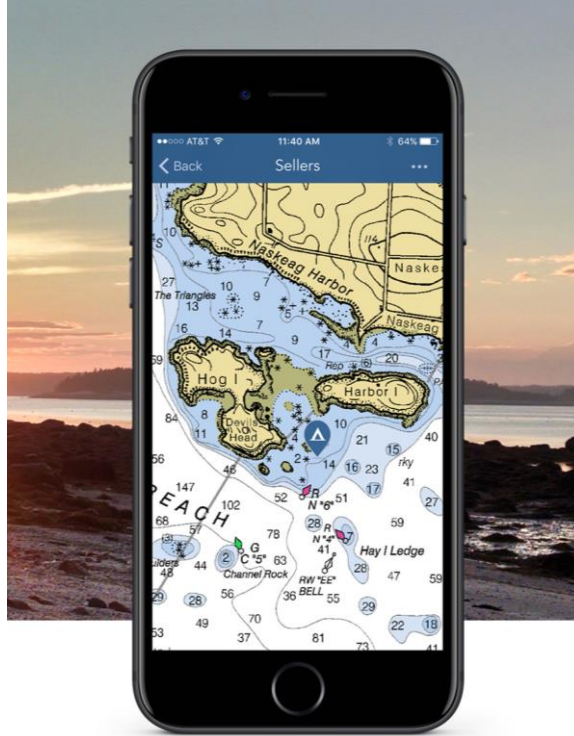
12% Online travel agency

*Multiple responses permitted.

TOP OTHER TRIP PLANNING SOURCES*



30% Advice from friends/family



17% Travel planning apps



10% AAA



10% Articles or travelogues

*Multiple responses permitted.

TOP REASONS FOR VISITING*



30% Visiting friends/family



24% Relax and unwind



21% Active outdoor activities

*Multiple responses permitted.

CONSIDERING MAINE AS A DESTINATION

- » **70%** (-7% points from 2021) of visitors did not consider visiting any U.S. state or Canadian province instead of Aroostook County while planning their trip
- » As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from



PRE-TRIP EXPOSURE TO ADVERTISING

- » **41%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to Aroostook County (**+14%** points from 2021)
- » This information influenced **27%** of all visitors to visit Maine



TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 41% who noticed advertising



37% Social media



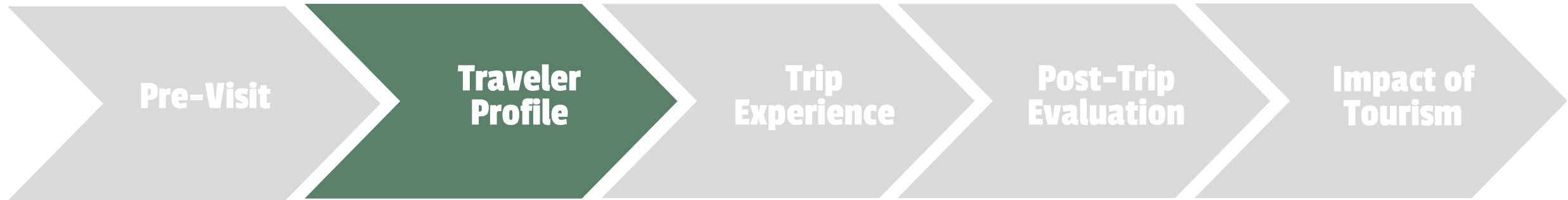
29% Internet



24% Billboard

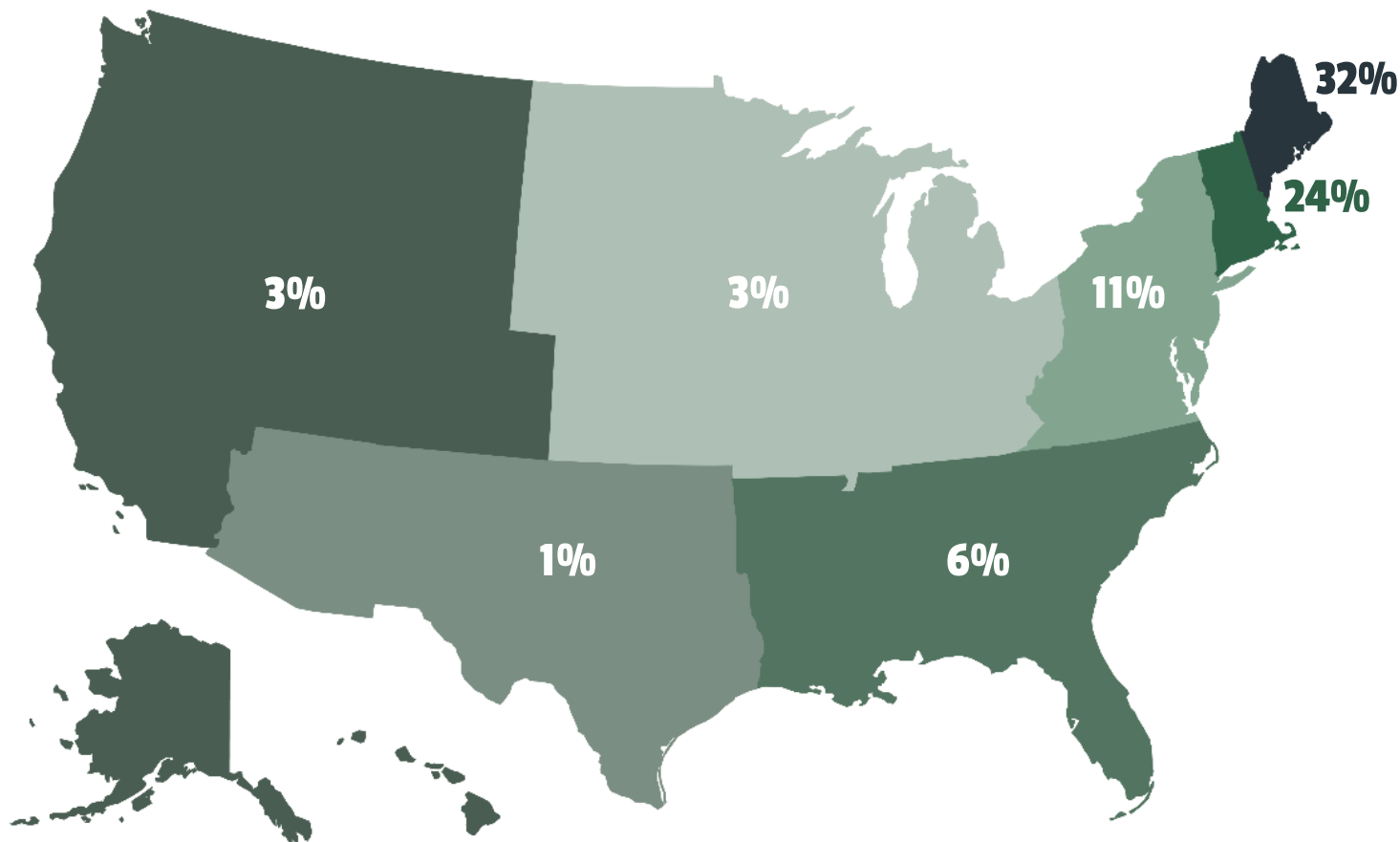
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TRIP PLANNING CYCLE : TRAVELER PROFILE



REGIONS OF ORIGIN

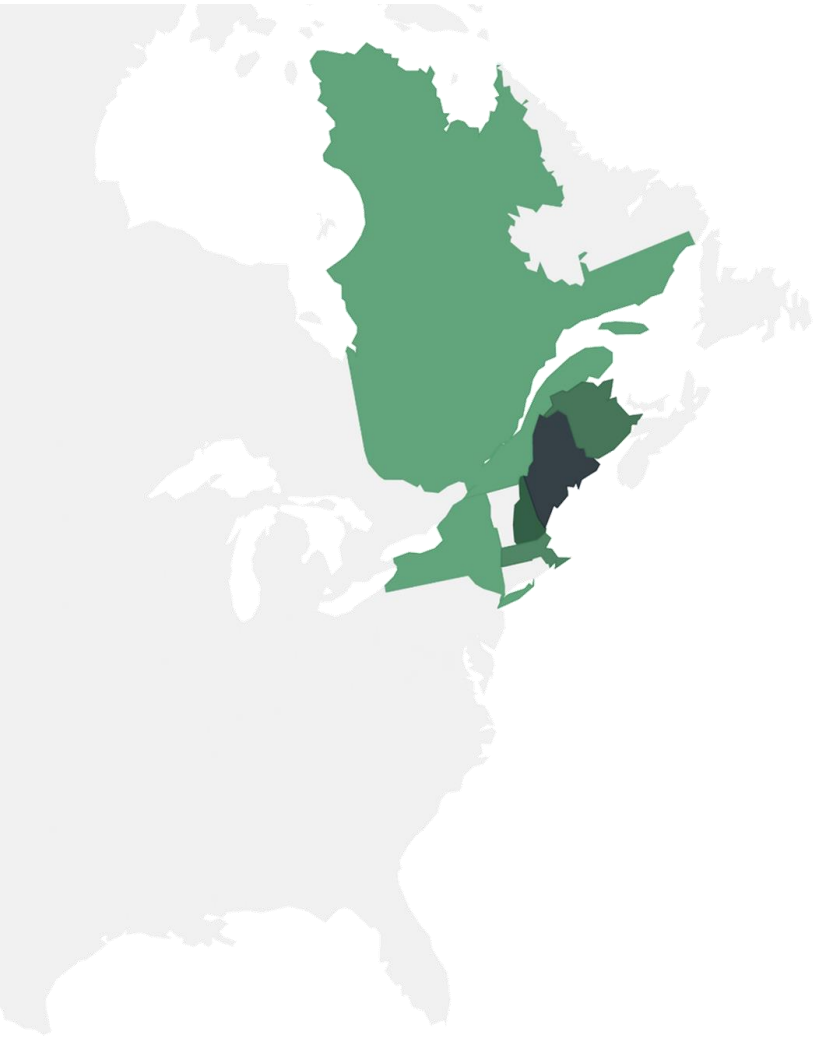
International travel is rebounding as international visitation increased **+18% points** from 2021



1% of visitors came from outside of the United States and Canada.

19% of visitors came Canada.

TOP ORIGIN STATES & PROVINCES



73%

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

32 %	Maine	6 %	Massachusetts
15 %	New Hampshire	5 %	Quebec
10 %	New Brunswick	5 %	New York

TOP ORIGIN MARKETS



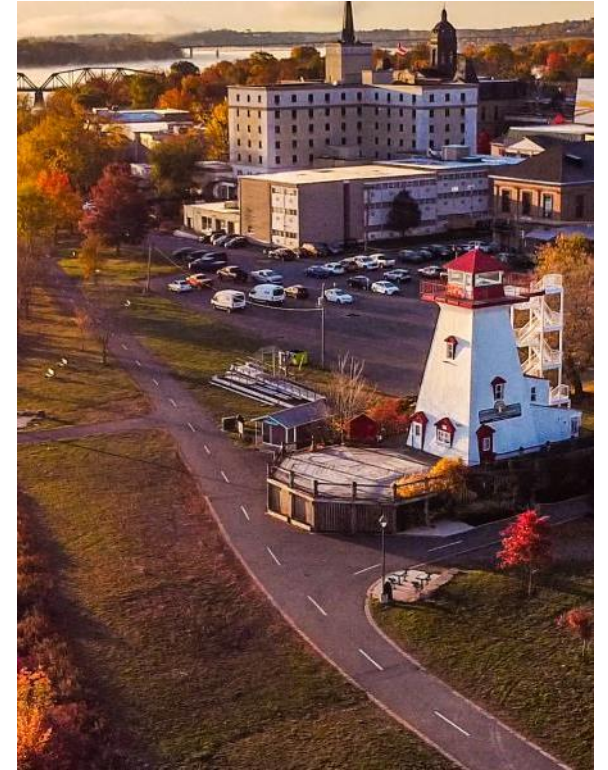
9% Rochester –
Portsmouth, NH



4% New York City¹



4% Bangor, ME



4% Fredericton, CAN

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

TRAVEL PARTIES

The typical Aroostook County visitor traveled with **2.5** people in their visitor party



15% visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE

» The typical Aroostook County visitor:

- » Is **49** years old¹
- » Male² - **55%**
- » Is white - **88%**



¹Median age.

²Of visitors interviewed.

LIFESTYLE PROFILE

- » The typical Aroostook County visitor:
 - » Is a college graduate - **59%**
 - » Is married/in a domestic partnership - **67%**
 - » Is employed full-time - **53%**
 - » Has an annual household income¹ of **\$75,000**



¹ Median household income.

NEW & RETURNING VISITORS

- » **21%** of visitors to Aroostook County were traveling in Maine for the first time
- » **34%** of visitors to Aroostook County had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **78%** of visitors drove to their Aroostook County destination
- » **7%** of visitors to Aroostook County flew to Maine through Bangor International Airport
- » **4%** of visitors to Aroostook County flew to Maine through Presque Isle International Airport



NIGHTS STAYED

- » **88%** of visitors spent one or more nights in Aroostook County
- » Typical visitors stayed **4.0*** nights in Aroostook County on their trip



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

TOP ACCOMMODATIONS



31% Friends/family home



19% Hotel/motel/resort



15% Did not stay overnight

TOP IN-MARKET VISITOR RESOURCES*

3 in 4 visitors used one or more in-market resources to help them plan places to go while in Aroostook County



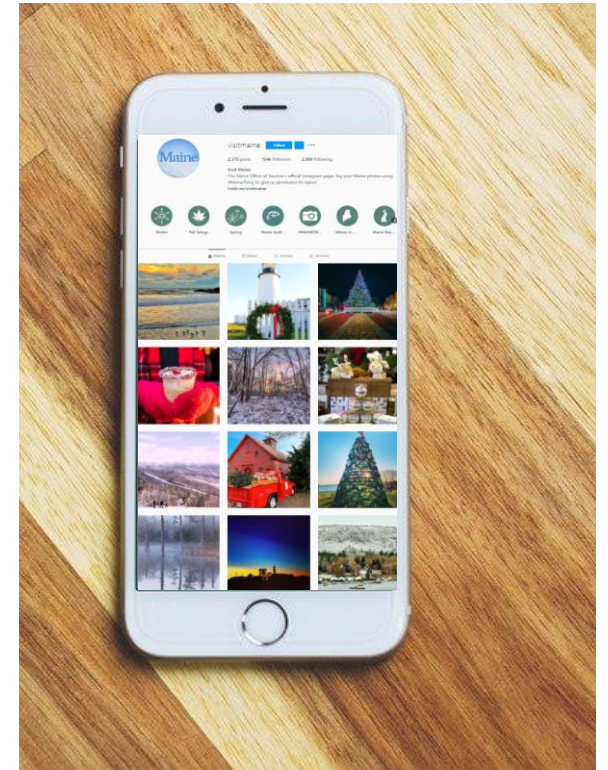
33% Navigation websites/apps



16% Trip planning app



15% Personal social media



14% Destination social media

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



51% Active outdoor activities



44% Touring/sightseeing



44% Food/beverage/culinary

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

- » Nearly **3 in 4** visitors to Aroostook County did not visit any other U.S. state or Canadian province
- » Aroostook County visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip



TRAVELING WITHIN MAINE

» Over **half** of visitors to Aroostook County traveled to other regions during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors to Aroostook County would recommend Maine to a friend or relative as a vacation destination
- » **95%** of visitors to Aroostook County would recommend that their friends and family visit the region
 - » **77%** would definitely recommend Aroostook County



LIKELIHOOD OF RETURNING TO AROOSTOOK COUNTY

- » **95%** of visitors to Aroostook County will return to Maine for a future visit or vacation
- » **75%** of visitors will “definitely return” to Maine in the future



SATISFACTION

- » **98%** of visitors were satisfied with their trip to Aroostook County
- » However, increased cost and the current lack of work force negatively affected visitors' trip experiences: **13%** of visitors said that the restaurants did not meet their expectations and **10%** said the shopping did not meet their expectations



OVERCROWDING

- » **34%** of visitors thought the number of visitors during their trip to Aroostook County was fine
- » **12%** of visitors thought it was a little overcrowded



DETAILED FINDINGS



TRIP PLANNING CYCLE : PRE-VISIT



KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	Δ% from '21
Number of Visitors	286,300	282,900	- 1.2%
Visitor Days*	NA	1,105,200	--
Room nights generated	160,600	200,200	+ 24.7%
Direct expenditures	\$141,986,400	\$160,705,800	+ 13.2%
Total economic impact	\$218,063,100	\$246,453,400	+ 13.0%

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

EMPLOYMENT IMPACTS

Aroostook County Jobs	2021	2022	Δ% from '21
Jobs generated (direct)	1,900	2,100	+ 10.5%
Total employment impact	2,500	2,650	+ 6.0%

Aroostook County Wages	2021	2022	Δ% from '21
Wages paid (direct)	\$48,074,200	\$54,005,300	+ 12.3%
Total impact on wages	\$67,358,700	\$75,777,400	+ 12.5%

RETURN ON INVESTMENT

Return on Investment	2021	2022
Visitors per job supported	115	107
State & local taxes supported	\$20,606,600	\$22,977,900
Tax savings per household	\$698	\$794

LODGING METRICS

Lodging Metrics	2021*	2022	Δ% from '21
Occupancy Rate (%)	41.4%	50.1%	+ 21.0%
Average Daily Rate	\$121.18	\$133.48	+ 10.2%
RevPAR	\$50.17	\$66.87	+ 33.3%
Total Lodging Revenue	\$27,757,000	\$34,197,100	+ 23.2%

*Calculation method was updated in 2022.
2021 metrics have been updated to reflect this change.

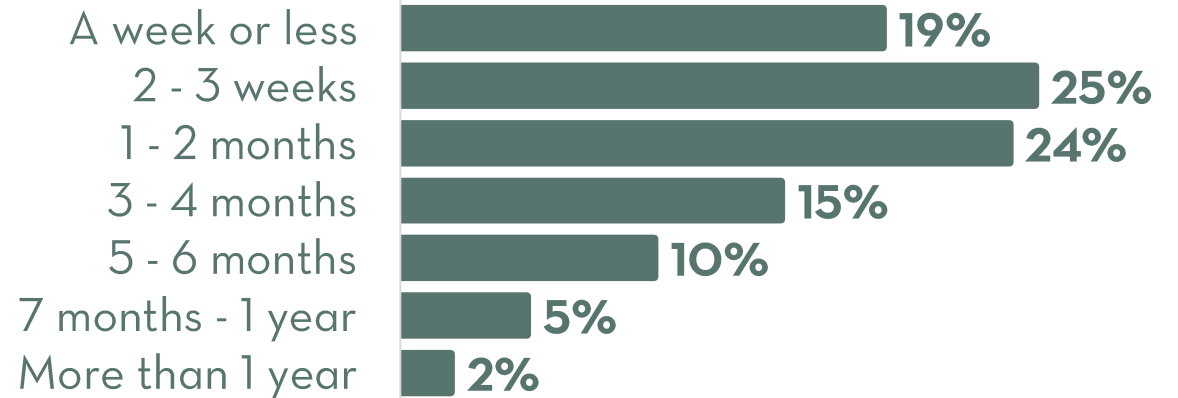
TRIP PLANNING CYCLE : PRE-VISIT



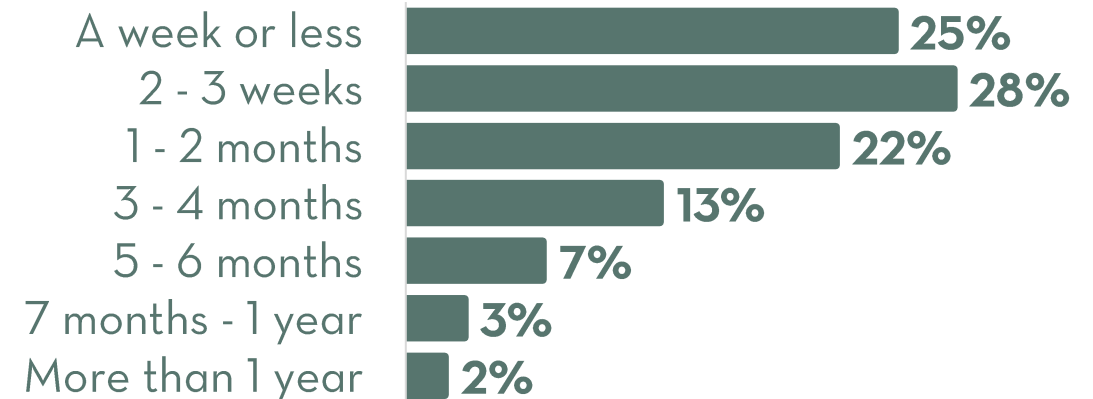
TRIP PLANNING CYCLE

- » Typical visitors to Aroostook County began planning their trip **38 days** in advance (21 days in 2021)
- » **56%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **20 days** in advance (19 days in 2021)
- » **3 in 4** visitors have a booking window of less than 3 months

Beginning of Trip Cycle

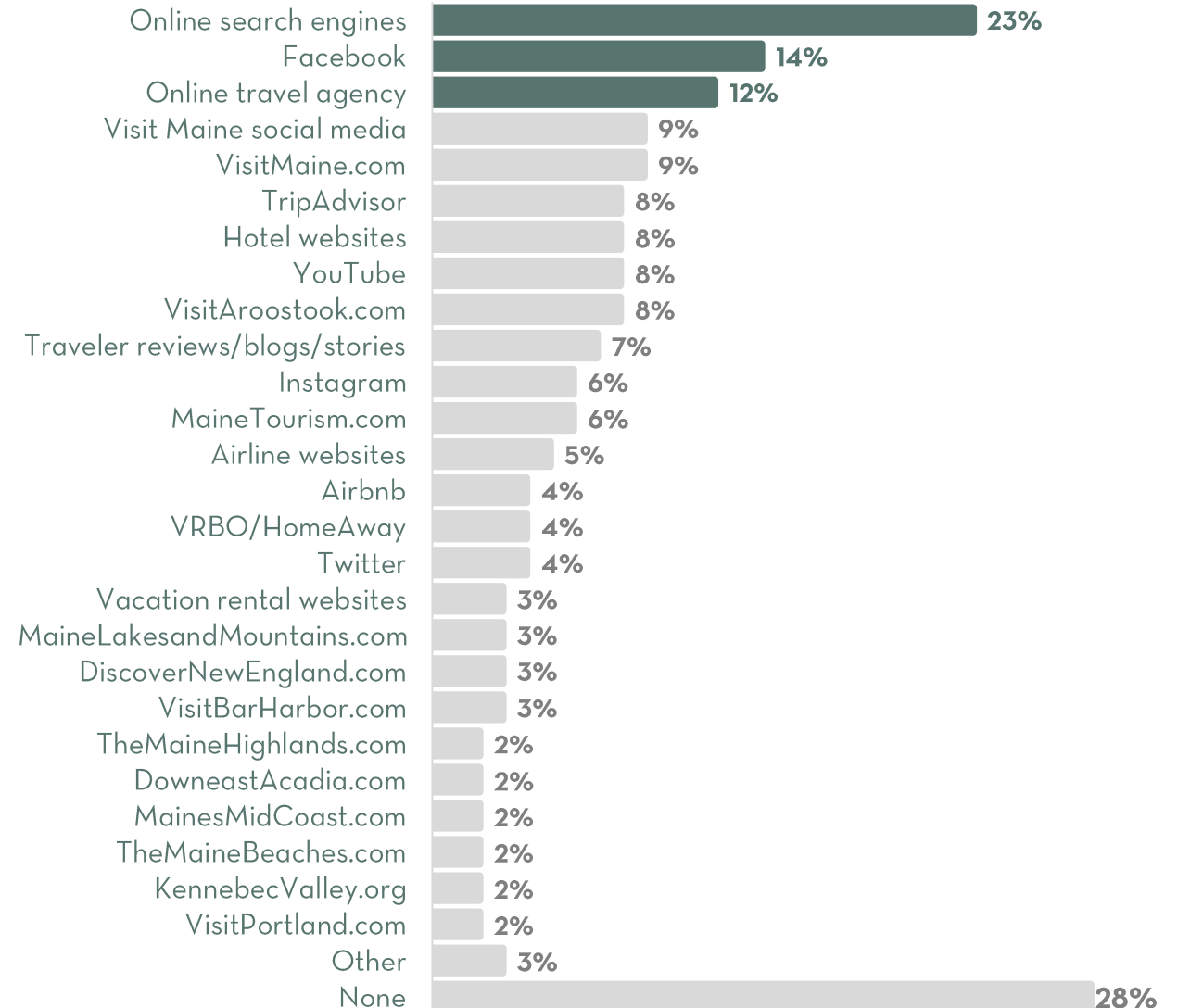


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

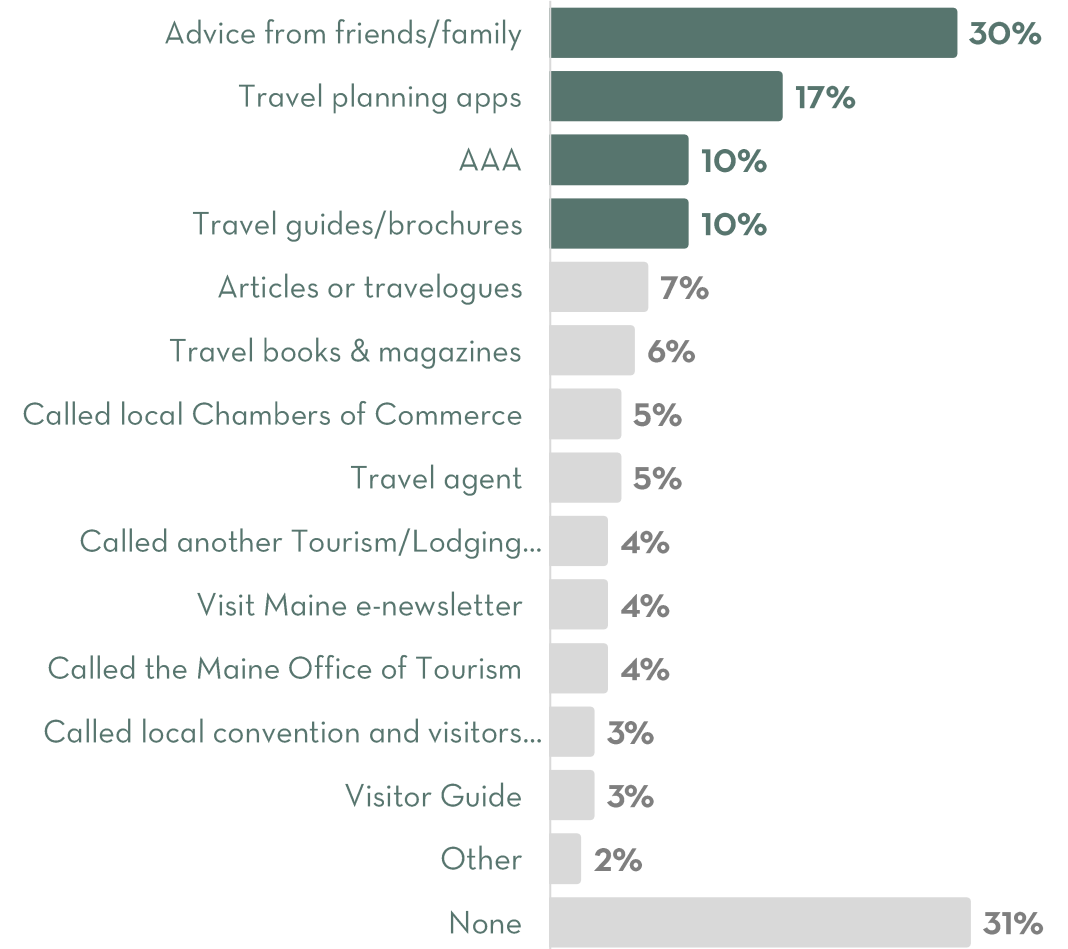
- » Over **7 in 10** visitors used one or more online resources to help them plan their trip to Aroostook County
- » Nearly **1 in 4** visitors used an online search engine, such as Google, to help them plan their trip to Aroostook County
- » **9%** of visitors used VisitMaine.com (+3% points from 2021)
- » More visitors used VisitAroostook.com (+6% points) compared to 2021



*Multiple responses permitted.

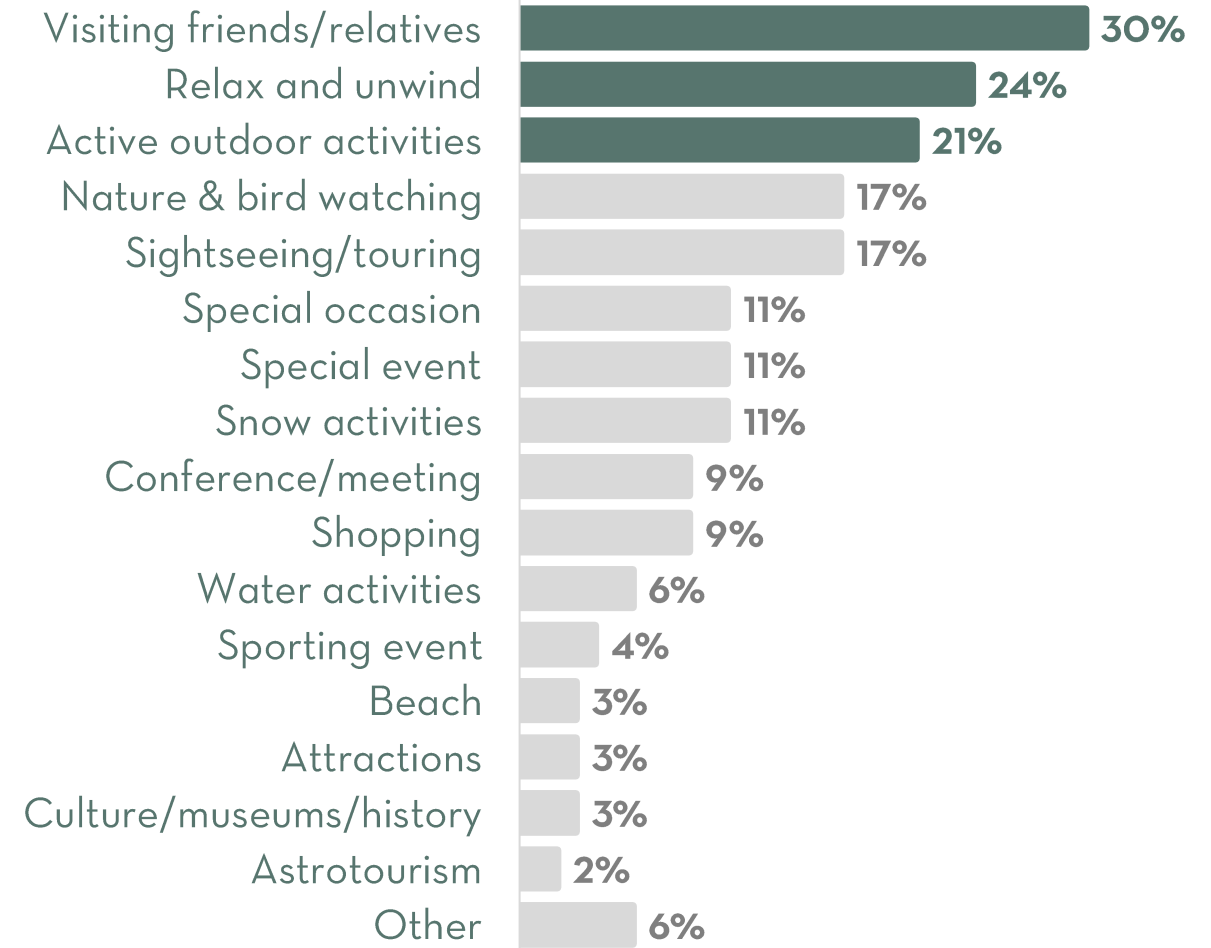
OTHER TRIP PLANNING SOURCES*

- » **3 in 10** visitors relied on advice from their friends and family to help them plan their trip to Aroostook County
- » **1 in 6** visitors used travel planning apps (+12 points from 2021) to help plan their trip to Aroostook County
- » Over **3 in 10** visitors did not use any other resources to help them plan their trip to Aroostook County



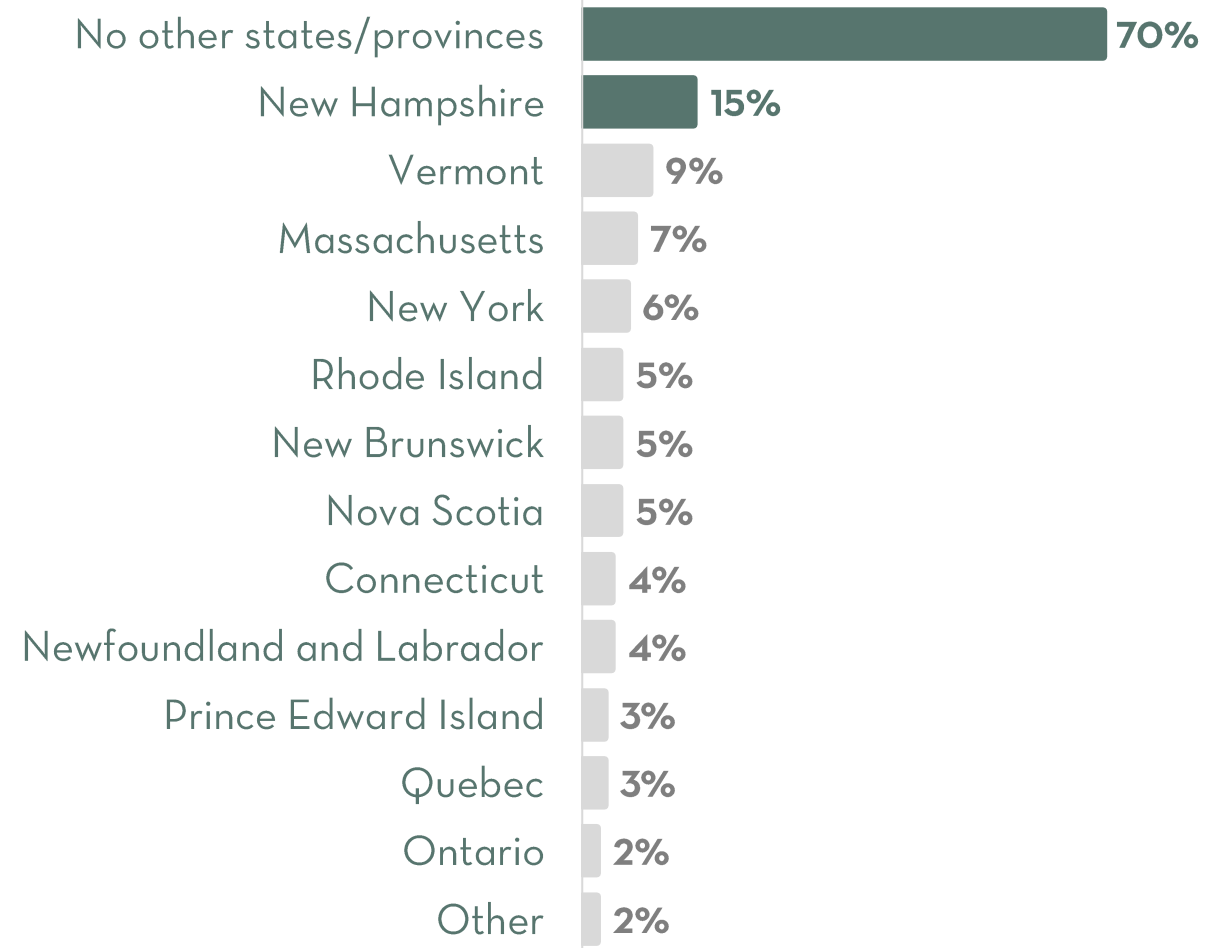
REASONS FOR VISITING*

- » **3 in 10** visitors traveled to Aroostook County to visit friends and relatives
- » **1 in 4** visitors came to Aroostook County to relax and unwind (+6% from 2021)
- » Over **1 in 5** visitors traveled to Aroostook County for active outdoor activities (+9% points from 2021)



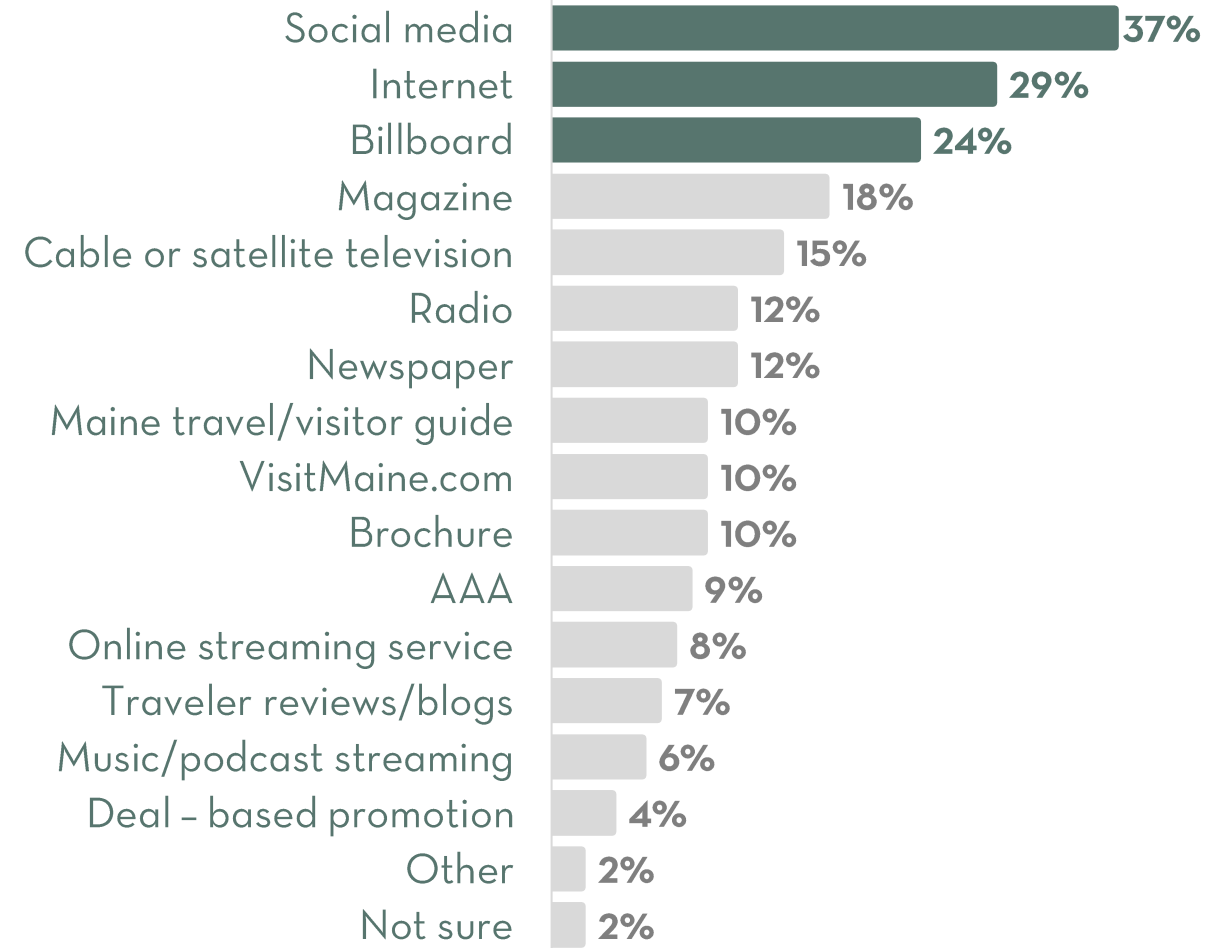
OTHER STATES & PROVINCES CONSIDERED*

- » **70%** (-7% points from 2021) of visitors considered visiting **only** Maine while planning their trips to Aroostook County
- » Visitors to Aroostook County were **more likely** to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

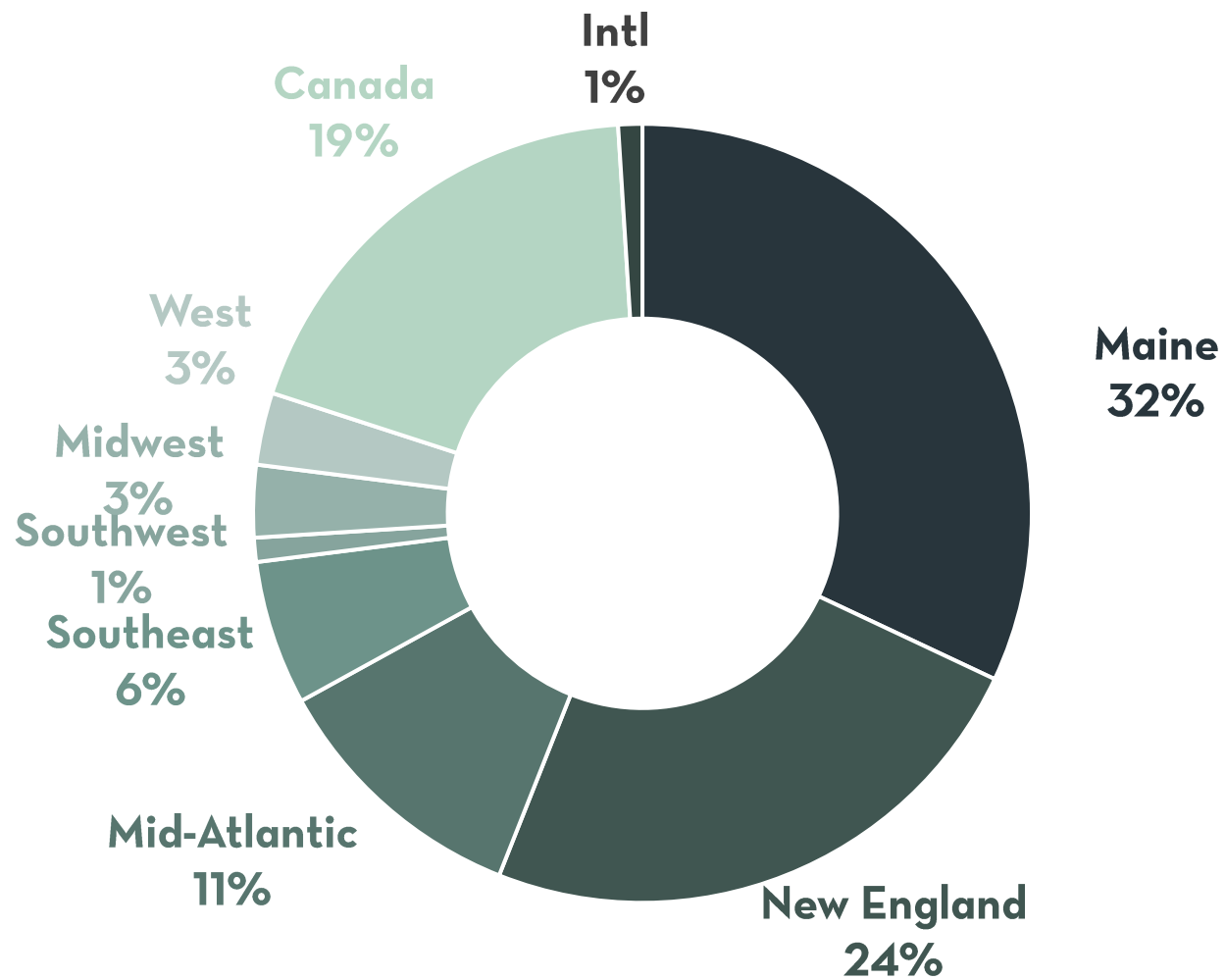
- » **41%** (+14% points from 2021) of visitors noticed advertising or promotions for Maine prior to their trip to Aroostook County
- » Visitors who recalled this advertising primarily saw it on **social media** or the **internet**
- » This information influenced **27%** of all Aroostook County visitors to visit Maine



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **87%** of visitors to Aroostook County were from 13 U.S. states, New Brunswick, Quebec, and Nova Scotia
- » Nearly **1 in 3** visitors were residents of Maine traveling throughout the state

State	Percent
Maine	32%
New Hampshire	15%
New Brunswick	10%
Massachusetts	6%
Quebec	5%
New York	5%
Nova Scotia	3%
Florida	2%
New Jersey	2%
Maryland	2%
Pennsylvania	2%
Connecticut	2%
North Carolina	1%

TOP ORIGIN MARKETS

- » **33%** of visitors to Aroostook County traveled from **6** U.S. and Canadian markets
- » **9%** of visitors traveled to Aroostook County from Rochester – Portsmouth, NH

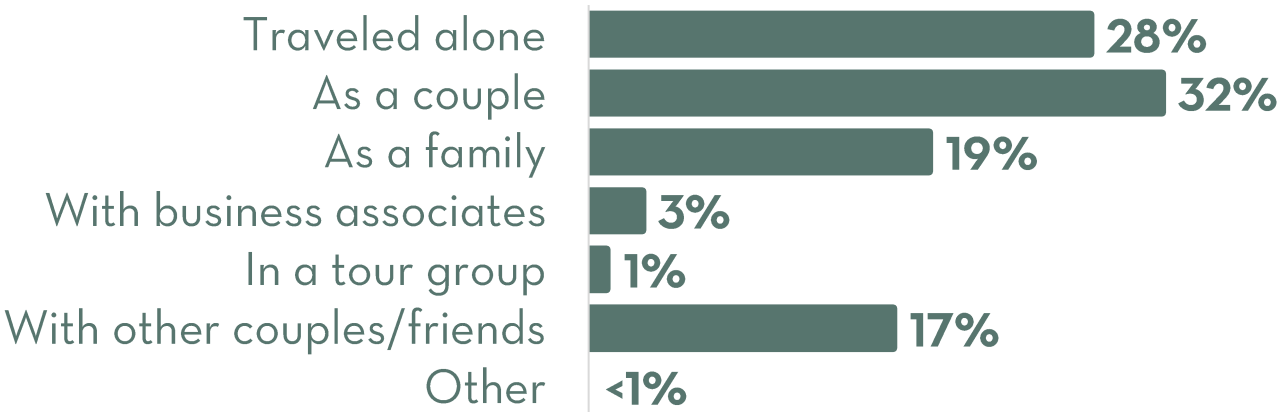
Market	Percent
Rochester – Portsmouth, NH	9%
New York City ¹	4%
Bangor	4%
Fredericton, CAN	4%
Ft. Kent – St. Agatha	3%
Boston	3%
Halifax, CAN	3%
Presque Isle	3%

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

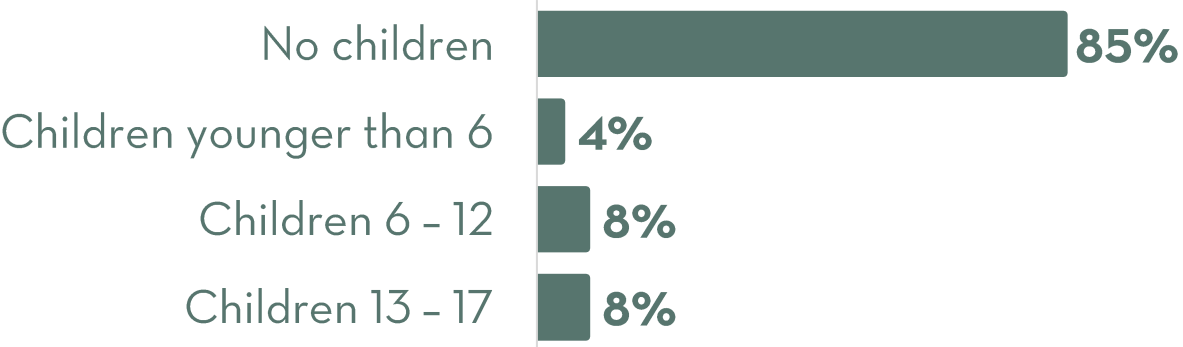
TRAVEL PARTIES

- » Typical visitors traveled to Aroostook County in parties of **2.5** people
- » Nearly **1 in 3** visitors traveled as a couple
- » **15%** of visitors traveled with one or more children in their travel party

Travel Party Composition

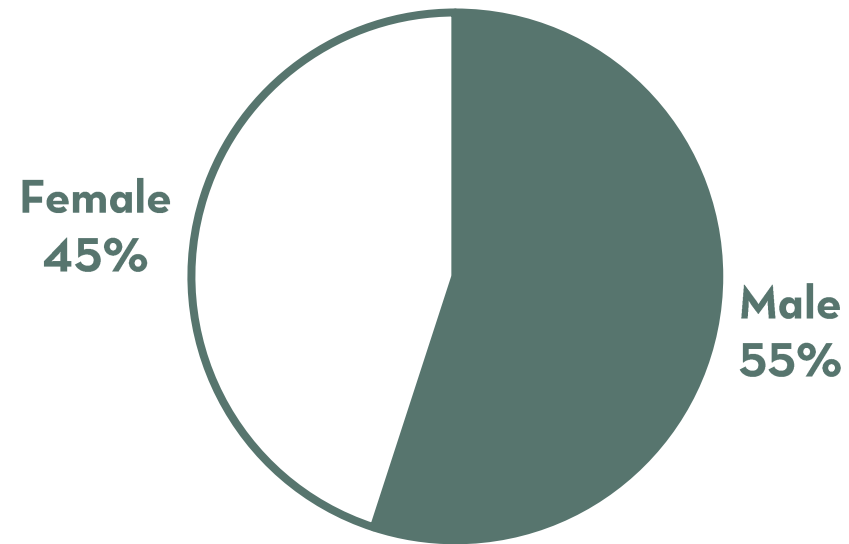


Children in Travel Party*



*Multiple responses permitted.

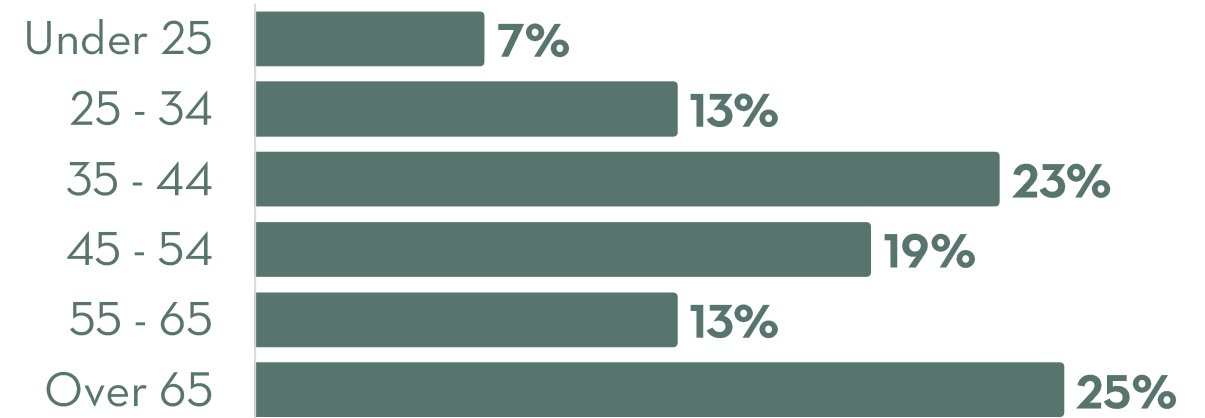
- » Over **55%** of visitors to Aroostook County interviewed were males



*Of visitors interviewed.

AGE

- » The average age of visitors to Aroostook County is **49** years old



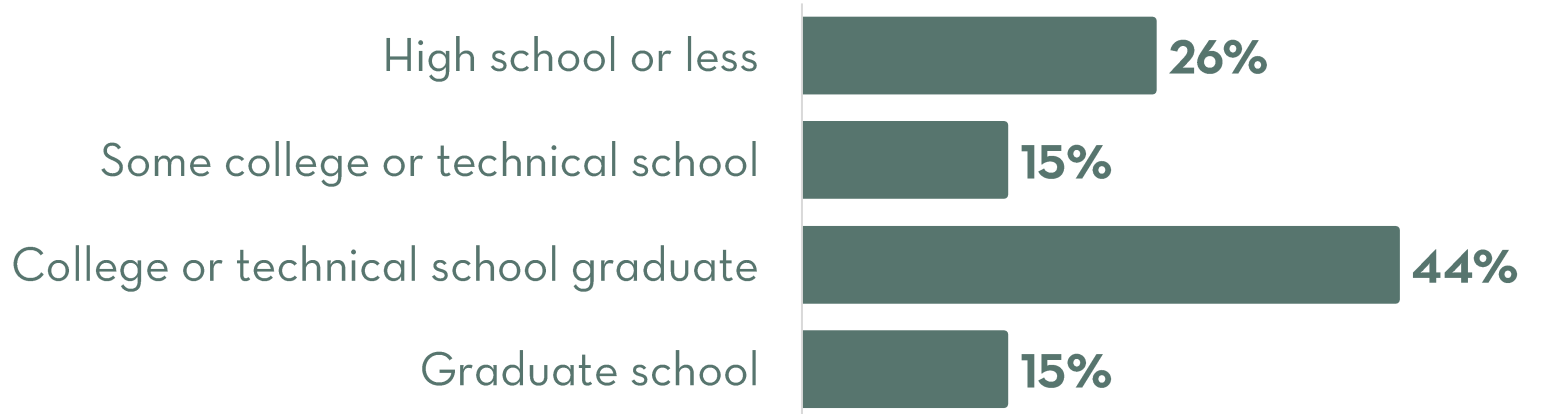
RACE & ETHNICITY

» Nearly **9 in 10** visitors to Aroostook County were white



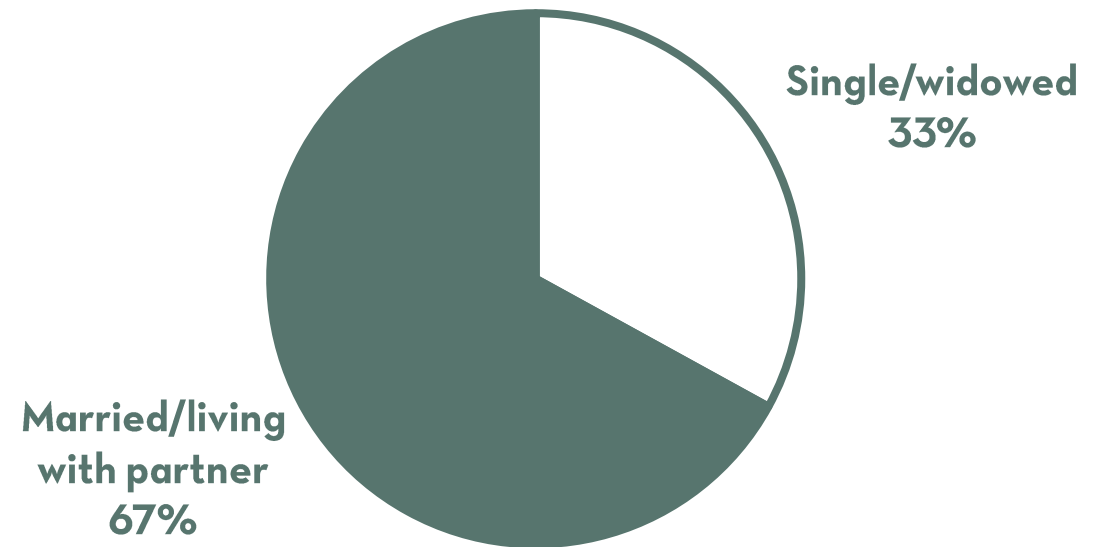
EDUCATIONAL ATTAINMENT

- » Nearly **3 in 5** visitors to Aroostook County have a college/technical school degree or higher



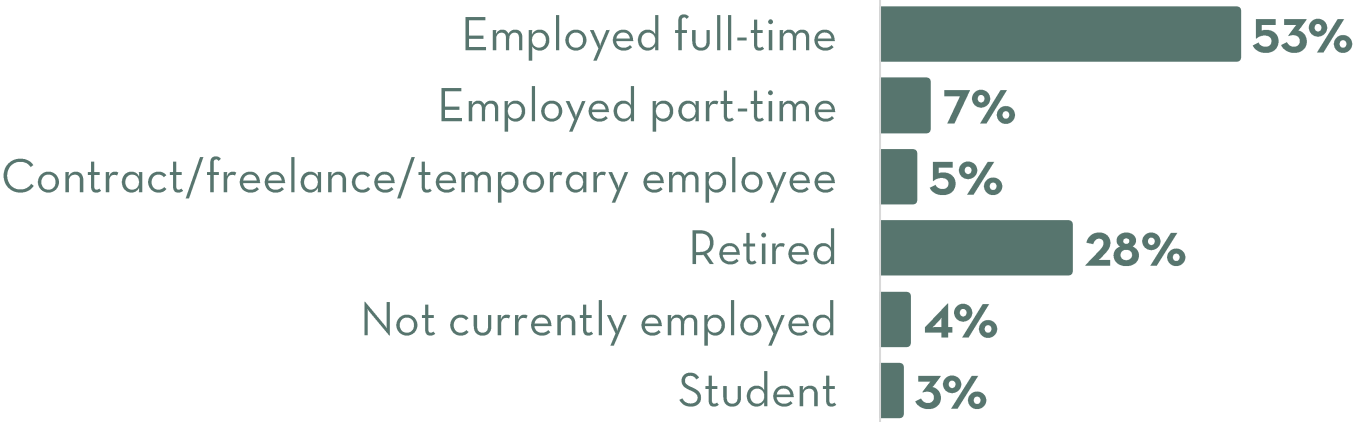
MARITAL STATUS

- » Over **2 in 3** visitors to Aroostook County were married or living with their partner



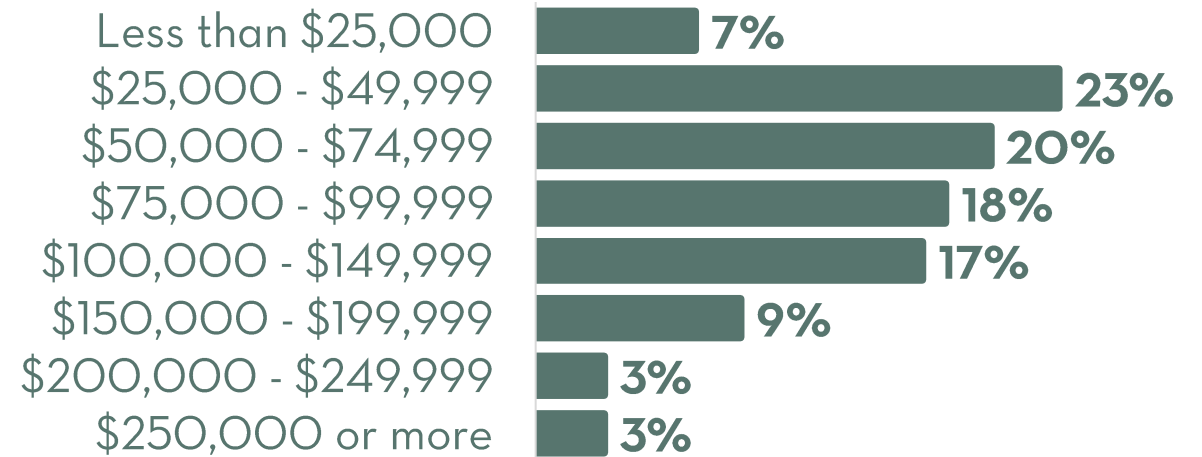
EMPLOYMENT STATUS

» Nearly **2 in 3** visitors to Aroostook County were employed, most full-time



HOUSEHOLD INCOME

- » The average household income of visitors to Aroostook County is **\$75,000** per year
- » **32%** of visitors to Aroostook County earned more than \$100,000 per year



NEW & RETURNING VISITORS

- » **21%** of visitors to Aroostook County were traveling in Maine for the first time
- » **34%** of visitors to Aroostook County had previously traveled in Maine more than 10 times

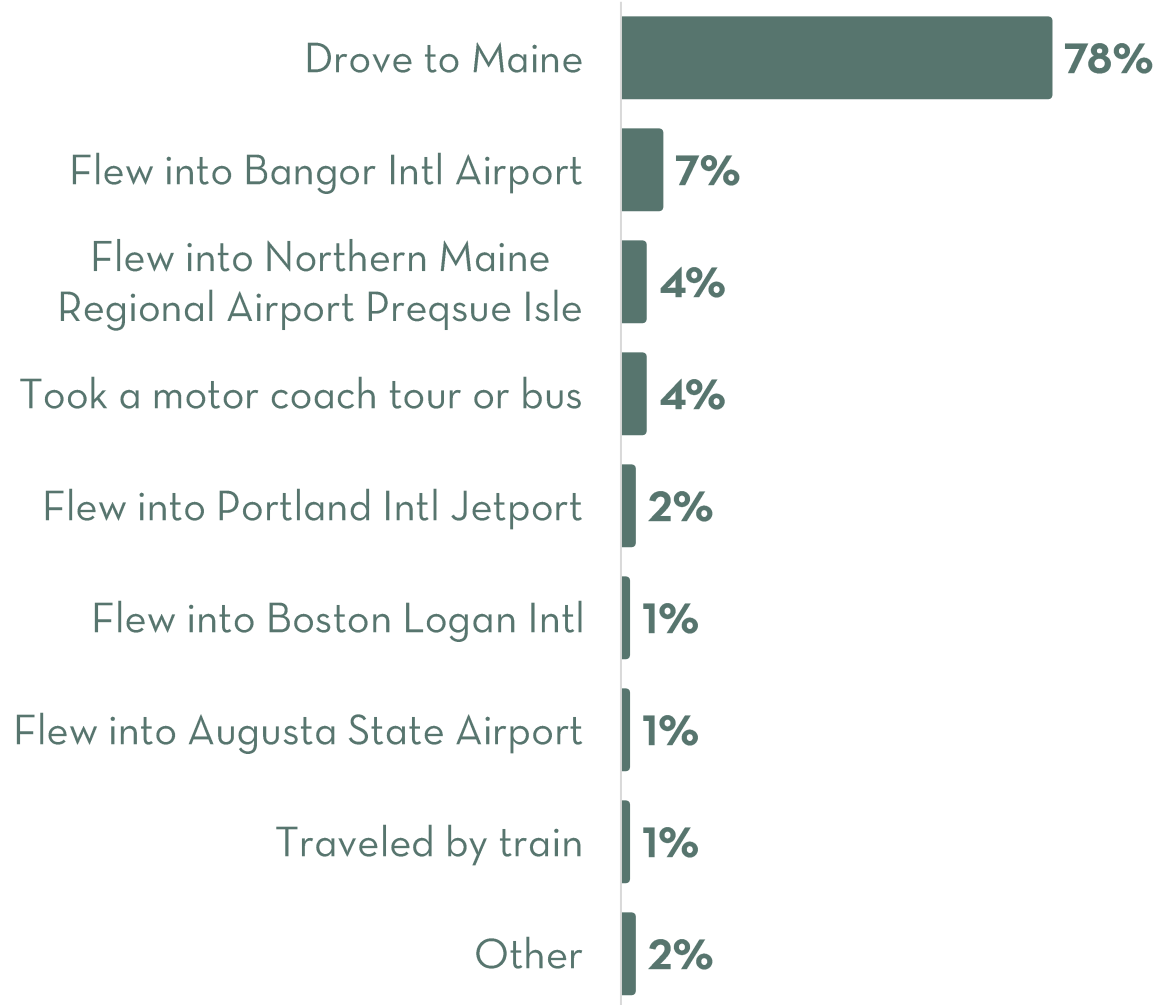


TRIP PLANNING CYCLE : TRIP EXPERIENCE



MODES OF TRANSPORTATION

- » Aroostook County is a drive-market for most visitors, with **78%** choosing to travel by car over plane, motor coach/bus, or train
- » Most Aroostook County visitors who flew to Maine arrived at Bangor International Airport or Northern Maine Regional Airport Presque Isle



NIGHTS STAYED

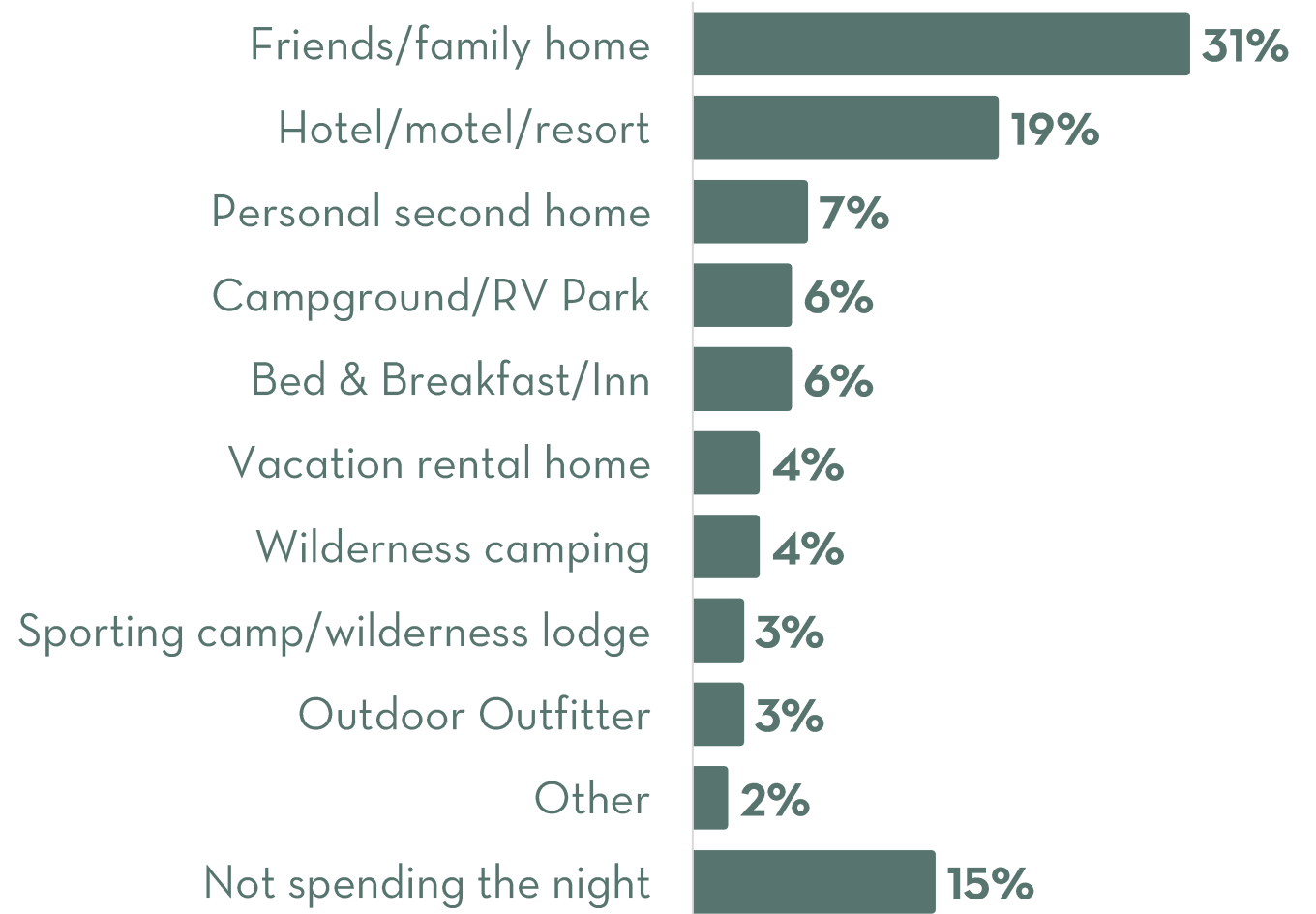
- » **85%** of visitors to Aroostook County stayed one or more nights in Maine on their trip
- » Typical visitors stayed **4.0*** nights in Aroostook County on their trips
- » Typical visitors to Aroostook County staying overnight in paid accommodations stayed **4.1** nights in Maine on their trips



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

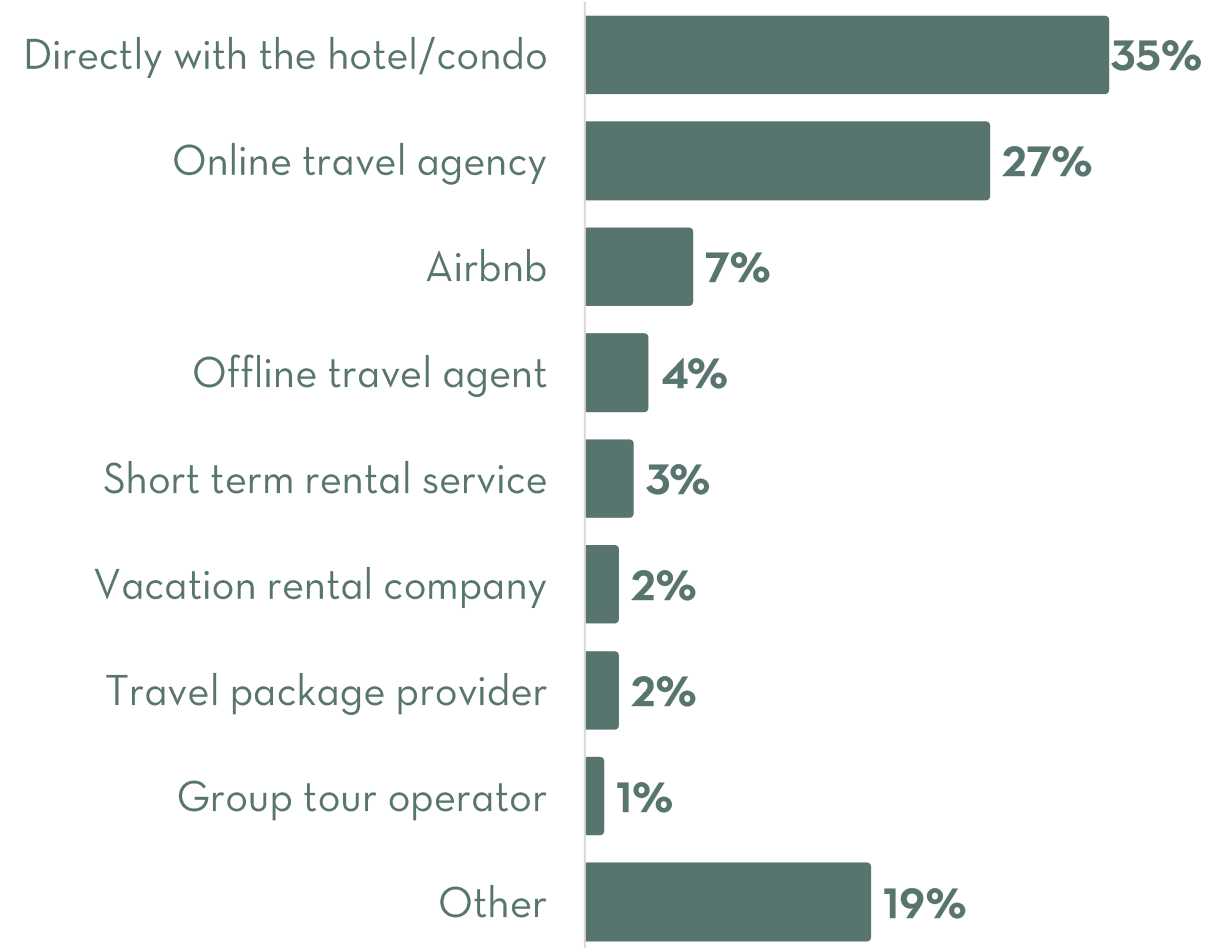
ACCOMMODATIONS

- » Over **3 in 10** visitors to Aroostook County stayed overnight at a friend or family home
- » About **1 in 5** visitors stayed at a hotel/motel/resort on their trip to Aroostook County



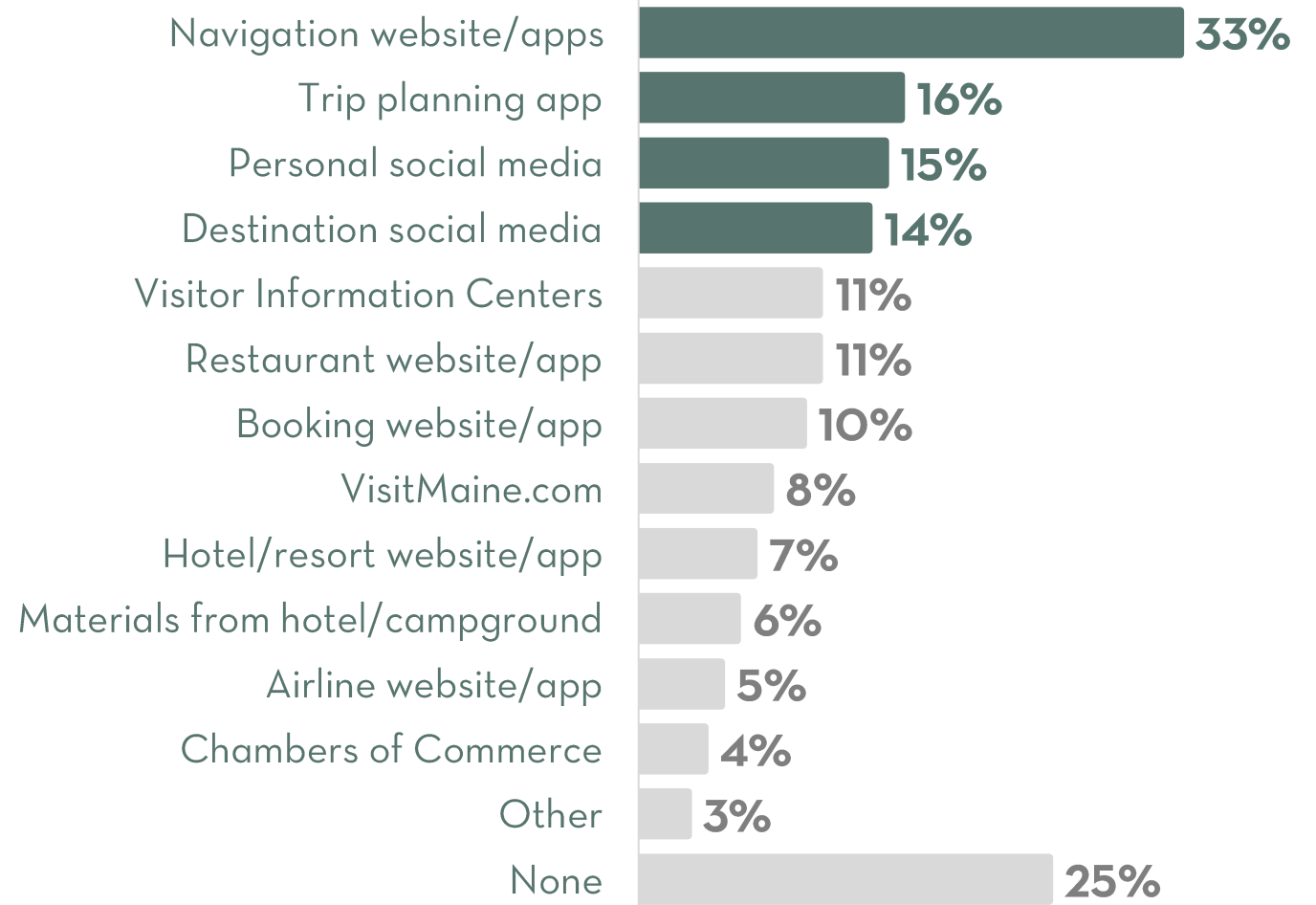
BOOKING METHODS

- » **35%** of visitors to Aroostook County who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



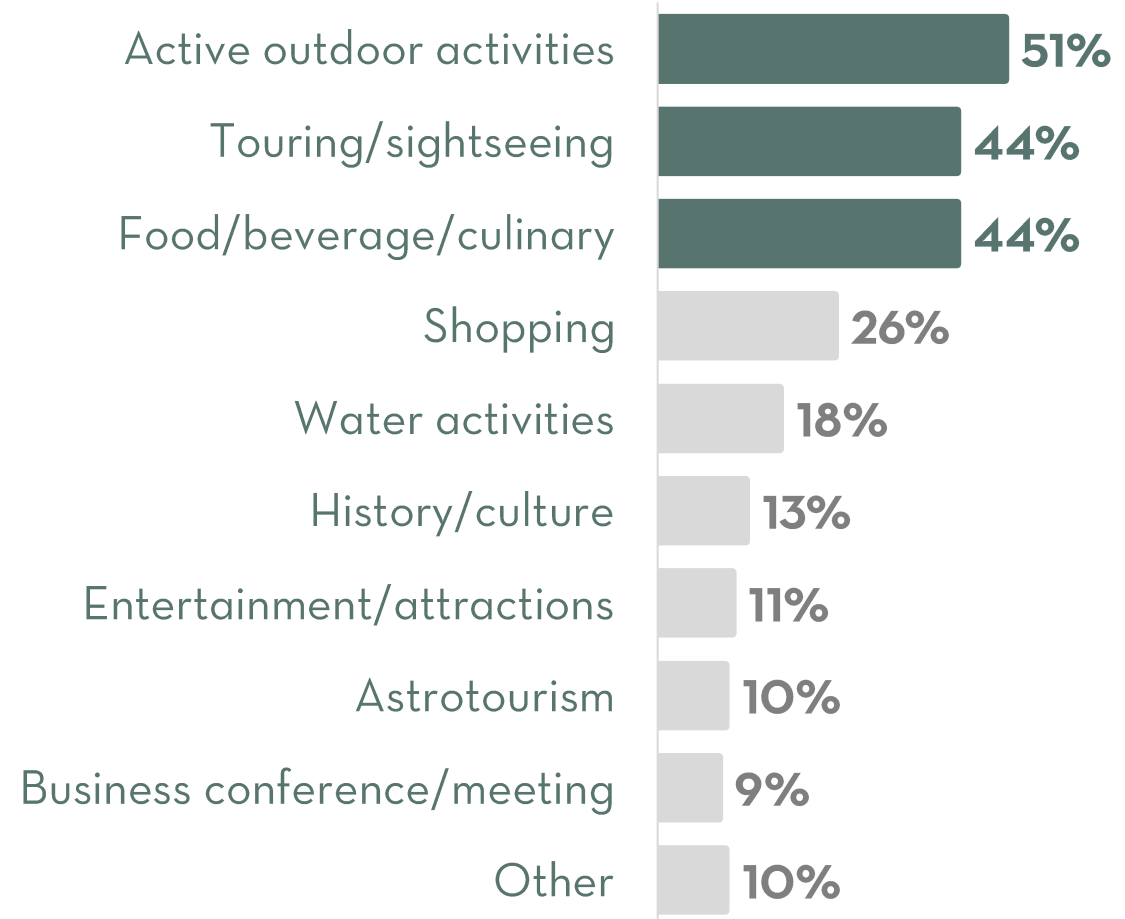
IN-MARKET VISITOR RESOURCES*

- » Visitors were more likely to rely on **navigation websites/apps** to plan activities in-market
- » Nearly **1 in 5** visitors used a trip planning app
- » **1 in 4** visitors did not use any resources to plan activities while they were in Aroostook County

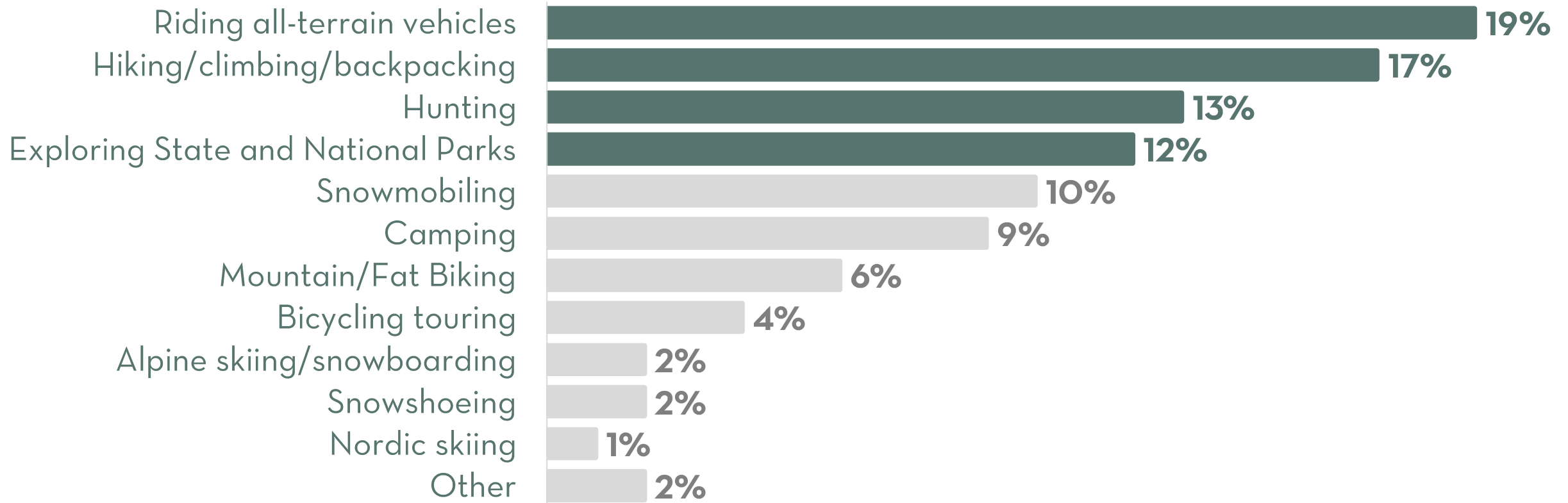


VISITOR ACTIVITIES*

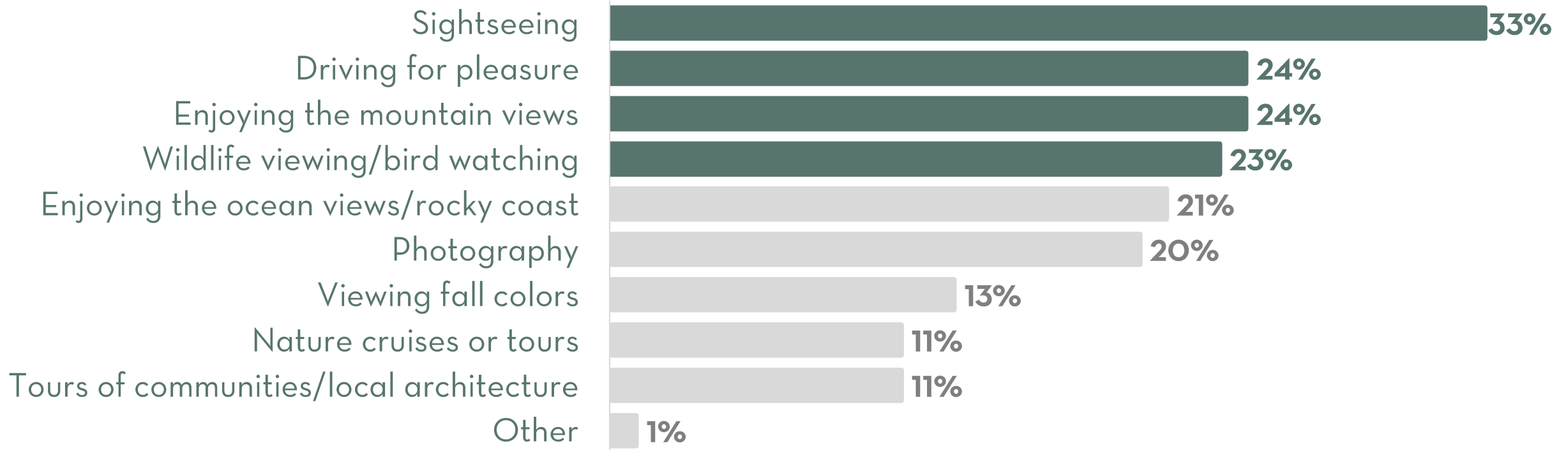
- » **51%** of visitors engaged in active outdoor activities during their trip to Aroostook County
- » Over **2 in 5** visitors went touring/sightseeing and enjoyed food/beverage/culinary activities during their trip to Aroostook County



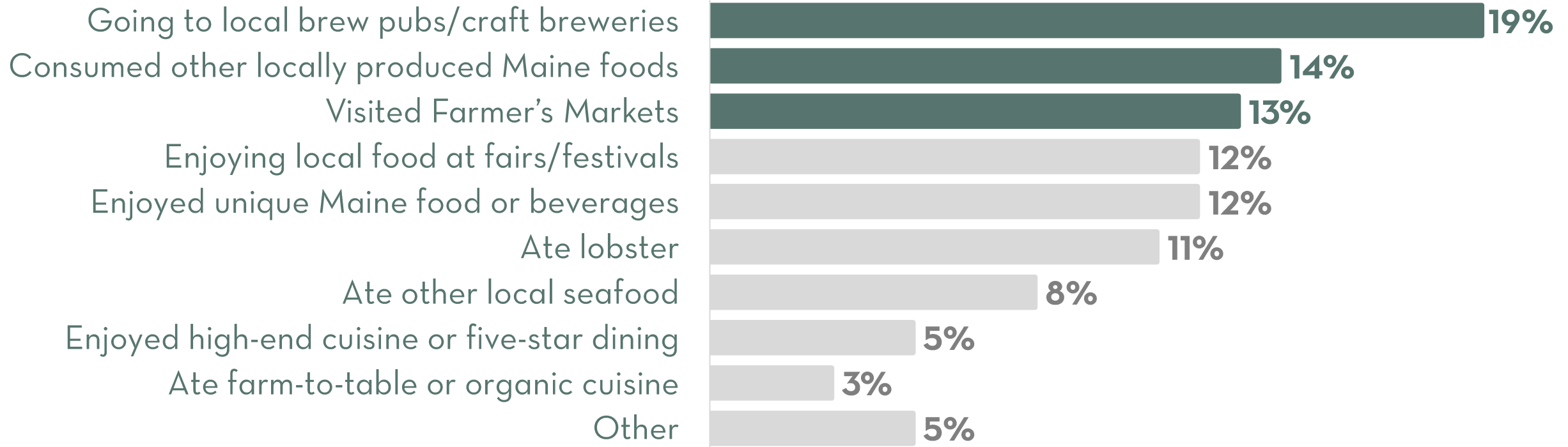
ACTIVE OUTDOOR ACTIVITIES*



TOURING & SIGHTSEEING ACTIVITIES*



FOOD & BEVERAGE ACTIVITIES*

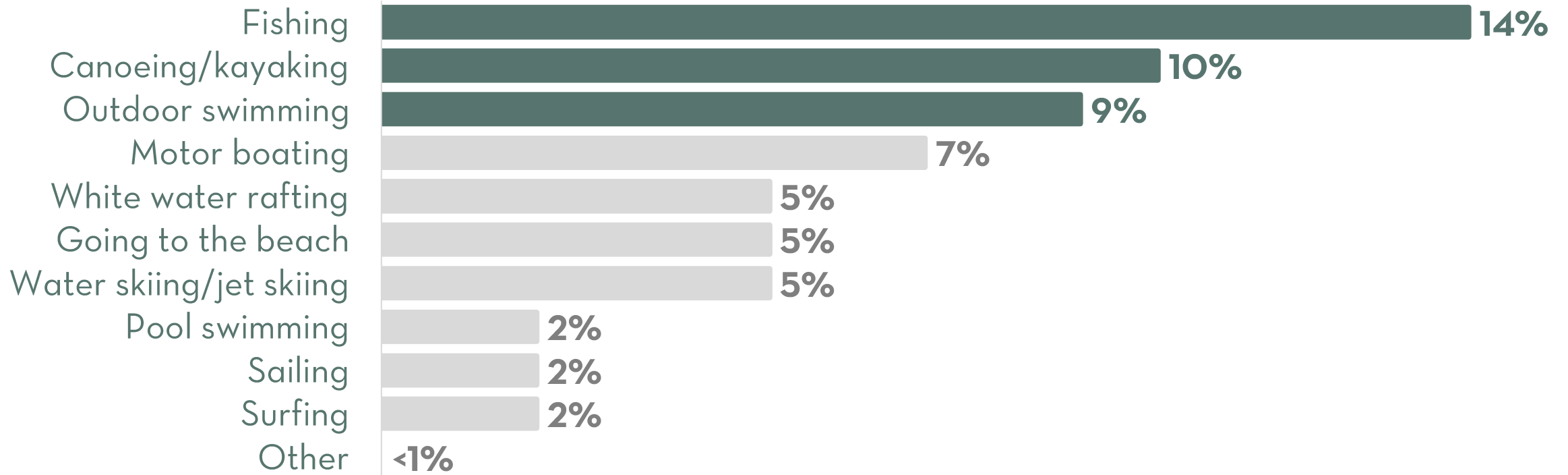


*Multiple responses permitted.

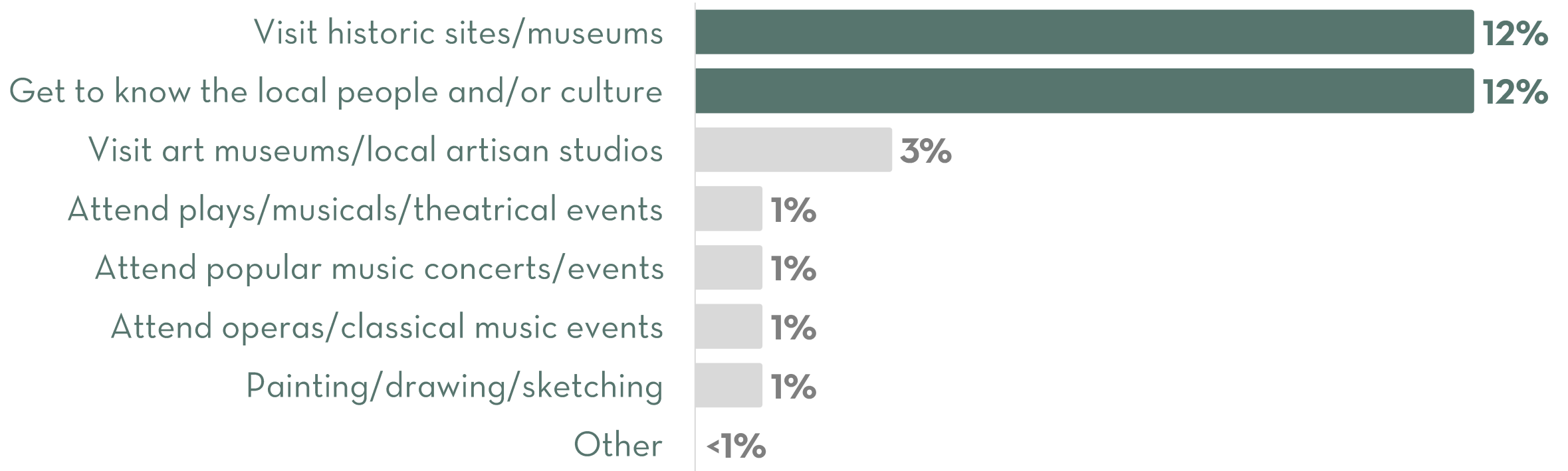
SHOPPING ACTIVITIES*



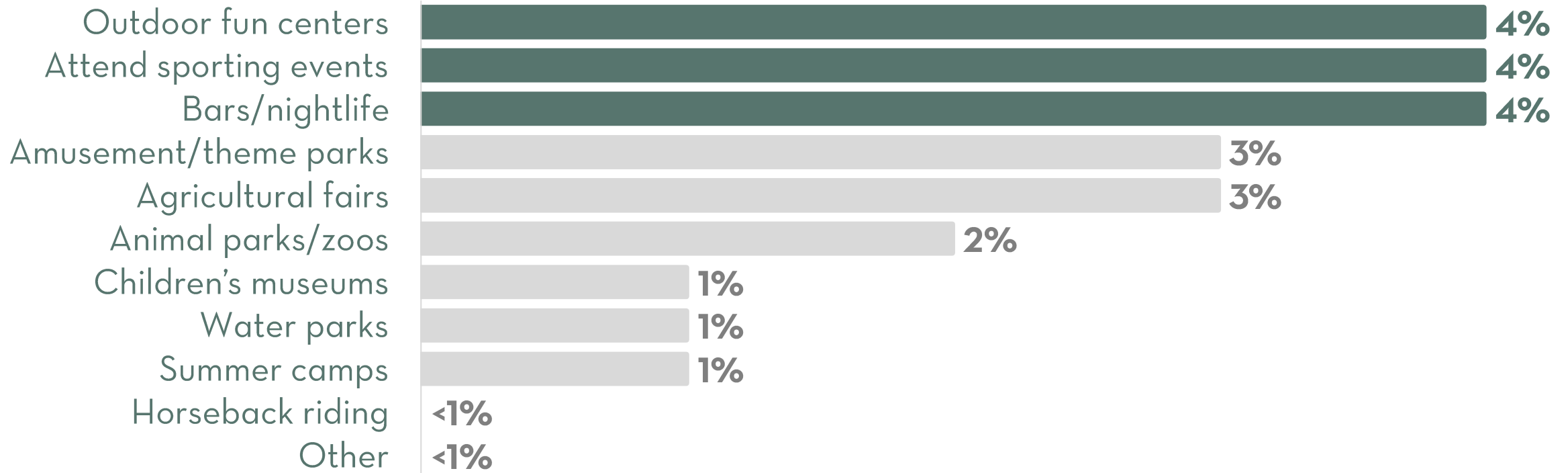
WATER ACTIVITIES*



HISTORICAL & CULTURAL ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

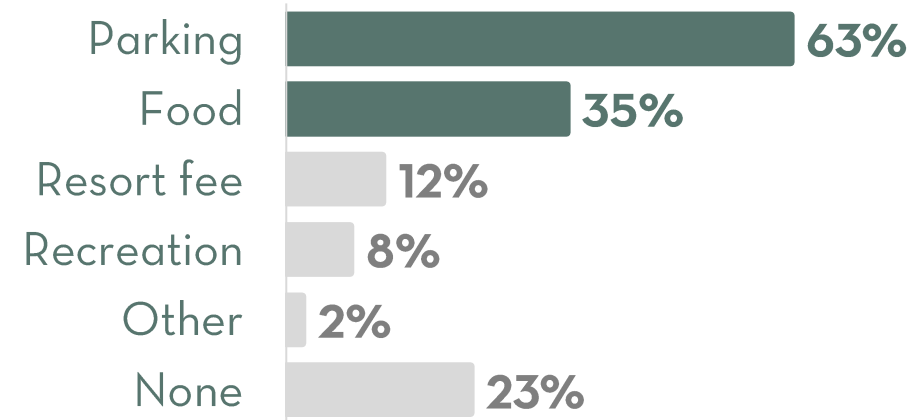
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$175	\$0	\$0
Restaurants	\$85	\$81	\$68
Groceries	\$42	\$43	\$28
Shopping	\$123	\$81	\$52
Activities & attractions	\$105	\$83	\$84
Transportation	\$92	\$38	\$12
Other	\$47	\$35	\$18
Daily Spending	\$669	\$361	\$262

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$769	\$0	\$0
Restaurants	\$374	\$483	\$68
Groceries	\$184	\$249	\$28
Shopping	\$548	\$493	\$52
Activities & attractions	\$460	\$490	\$84
Transportation	\$411	\$237	\$12
Other	\$214	\$218	\$18
Trip Spending	\$2,960	\$2,170	\$262

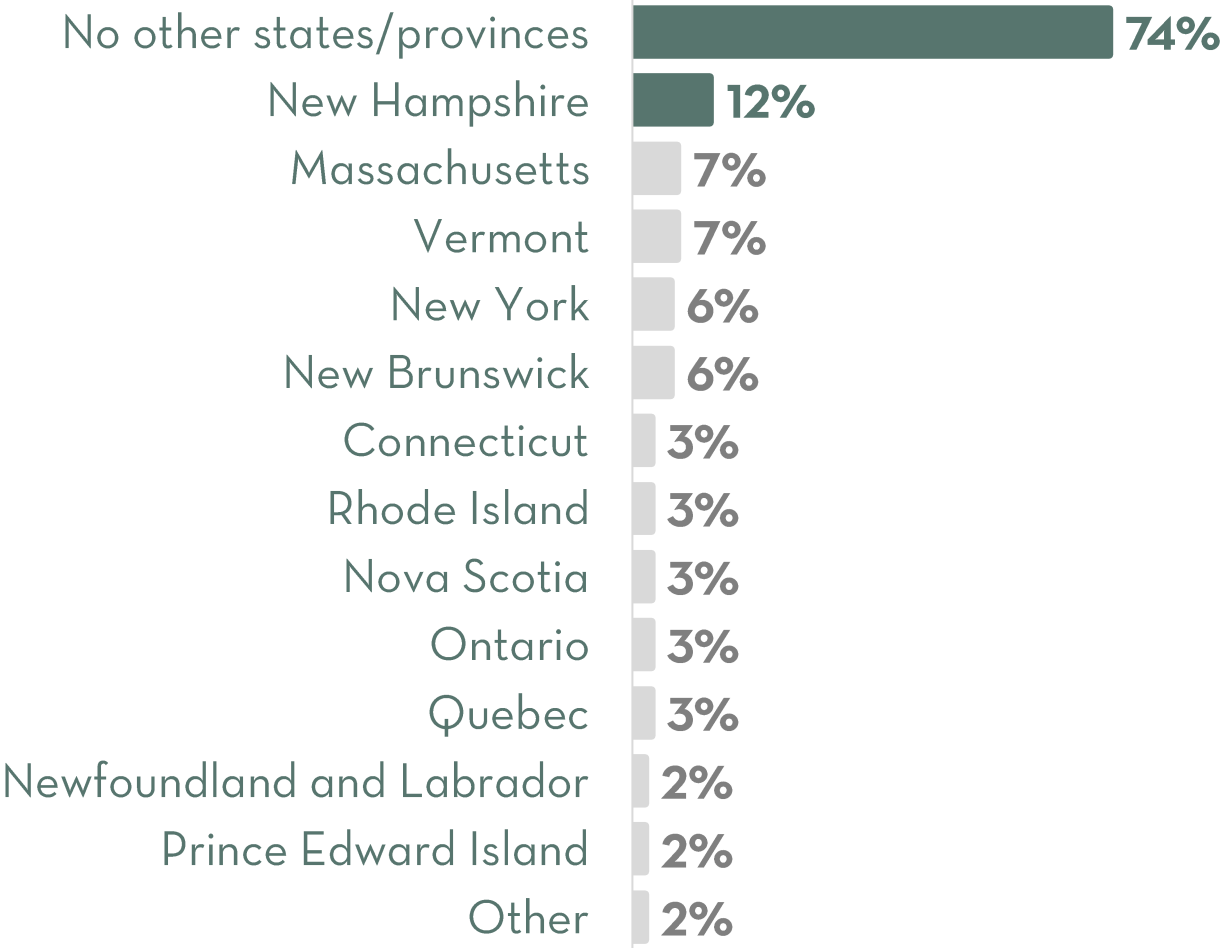
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for over **3 in 4** visitors
- » Price for accommodations included parking for over **3 in 5** visitors
- » Food was included in accommodations' pricing for over **1 in 3** visitors



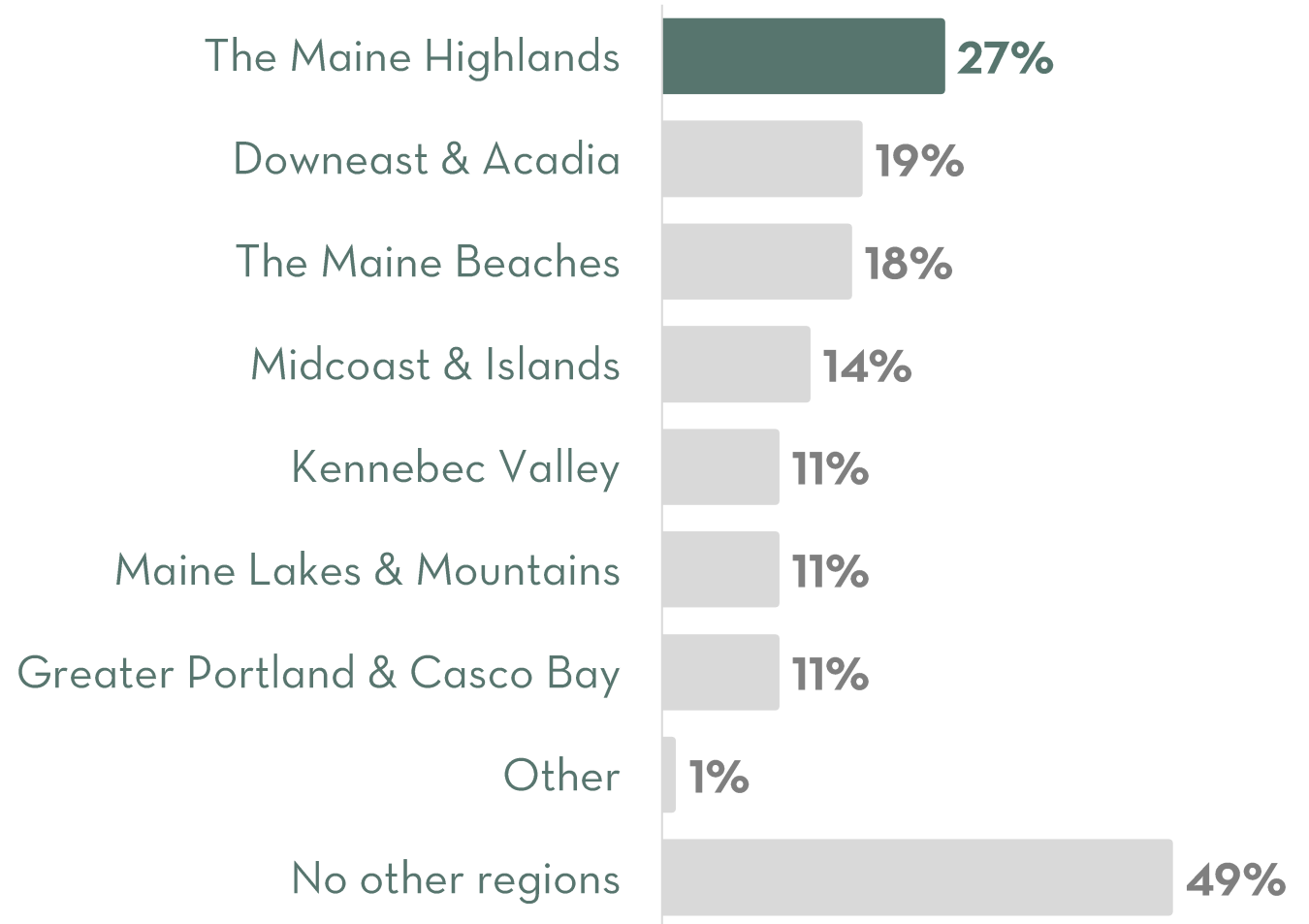
OTHER STATES & PROVINCES VISITED*

- » Nearly **3 in 4** visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors continued to be **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip

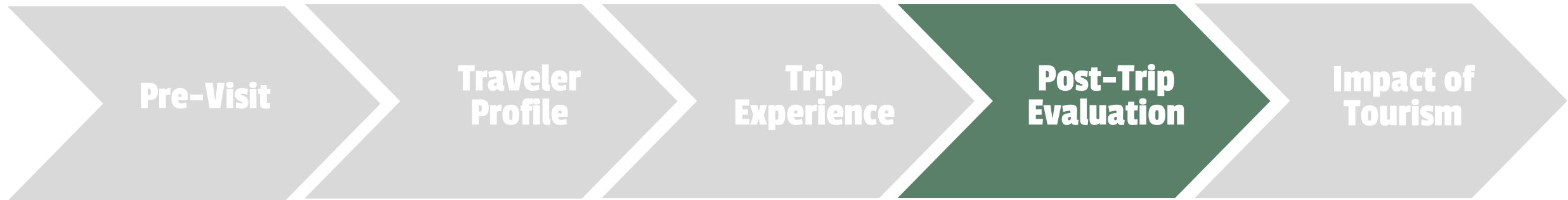


TRAVELING WITHIN MAINE*

- » Nearly **half** of visitors stayed within Aroostook County during their trip in Maine, rather than traveling throughout the state
- » **27%** of visitors to Aroostook County traveled to the Maine Highlands during their trip in Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION

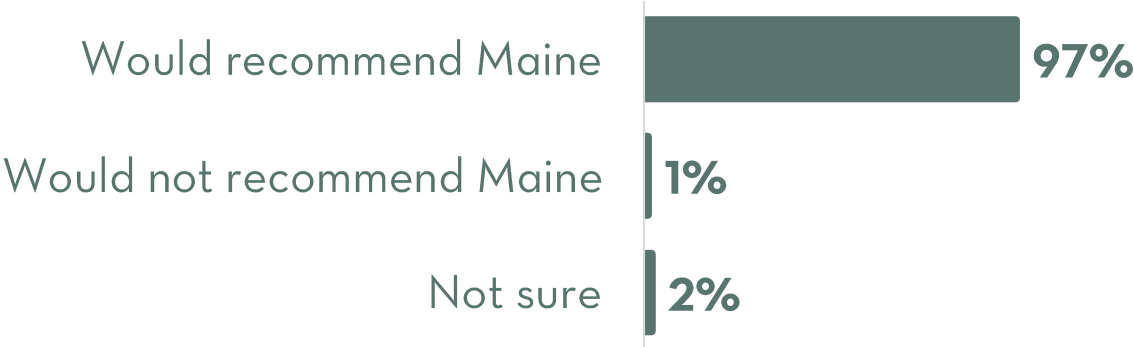


RECOMMENDING MAINE & ITS REGIONS

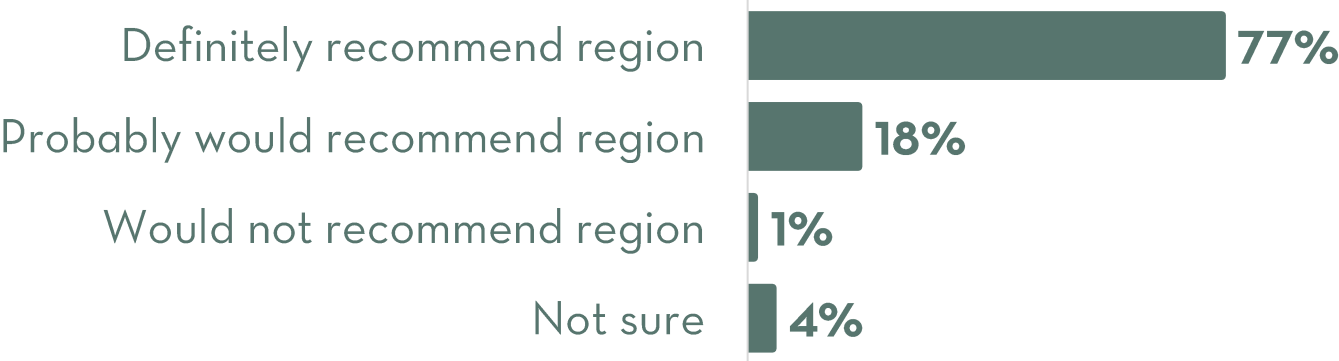
» **97%** of visitors to Aroostook County would recommend that their friends and family choose Maine as their destination for a future visit or vacation

» **95%** of visitors would recommend that their friends and family visit Aroostook County – **77%** would definitely recommend

Likelihood of Recommending Maine

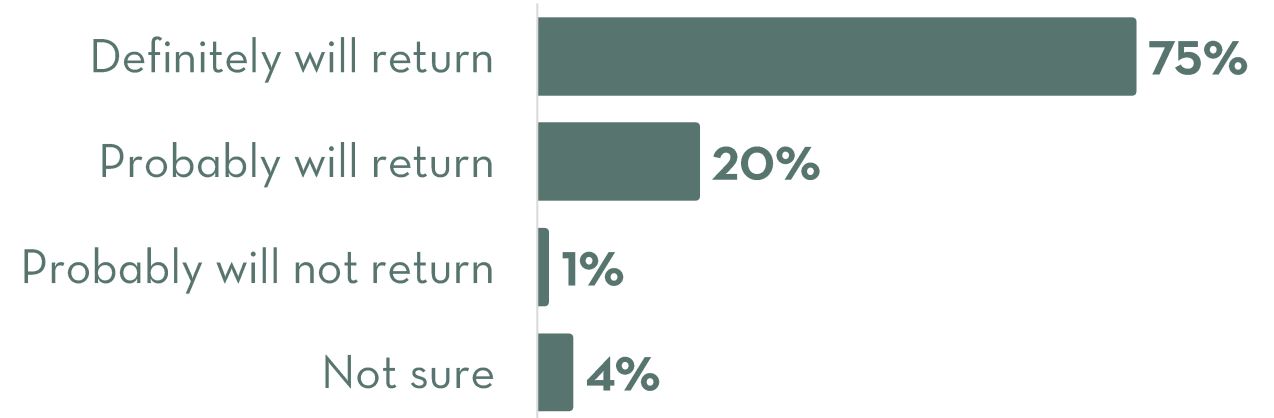


Likelihood of Recommending Region Visited



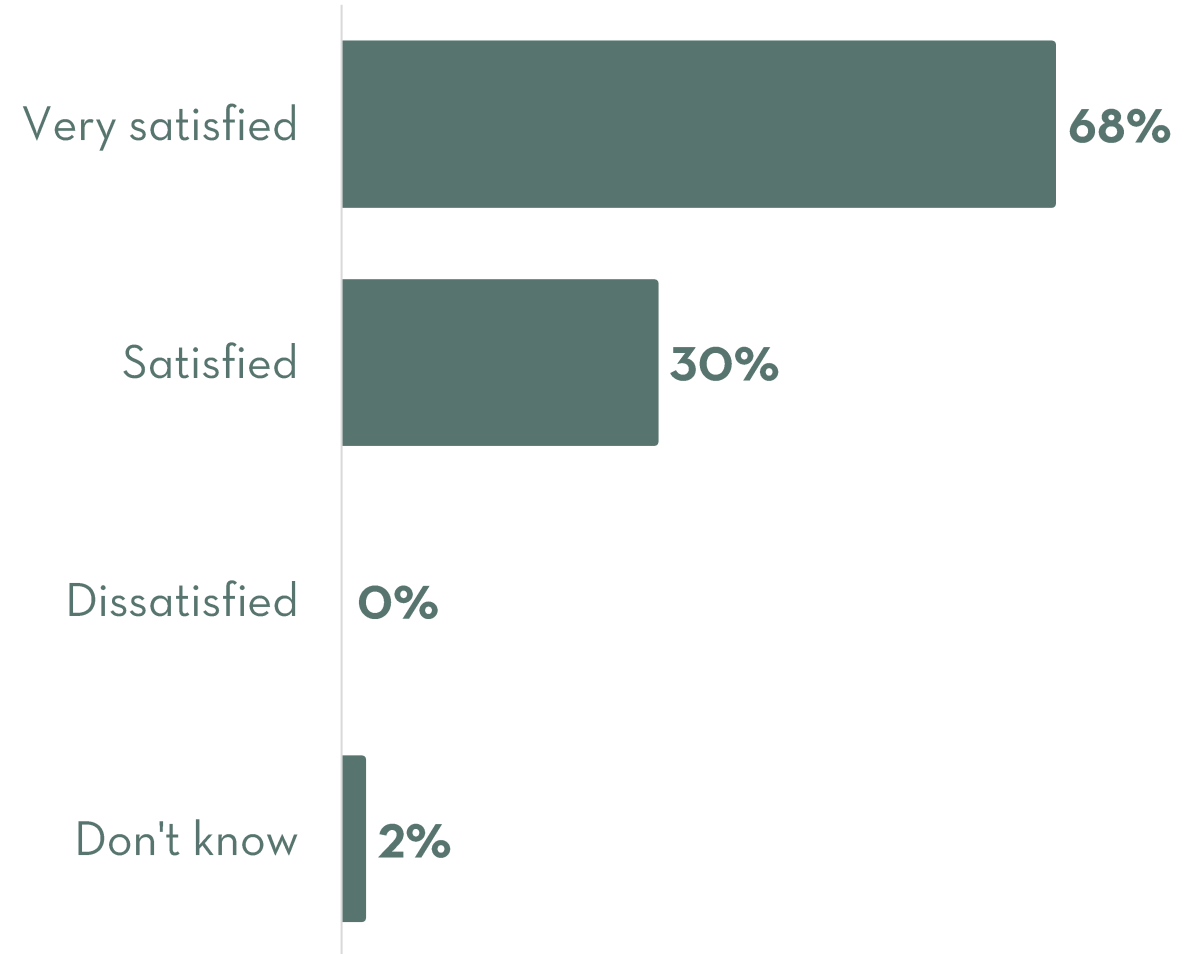
LIKELIHOOD OF RETURNING TO MAINE

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

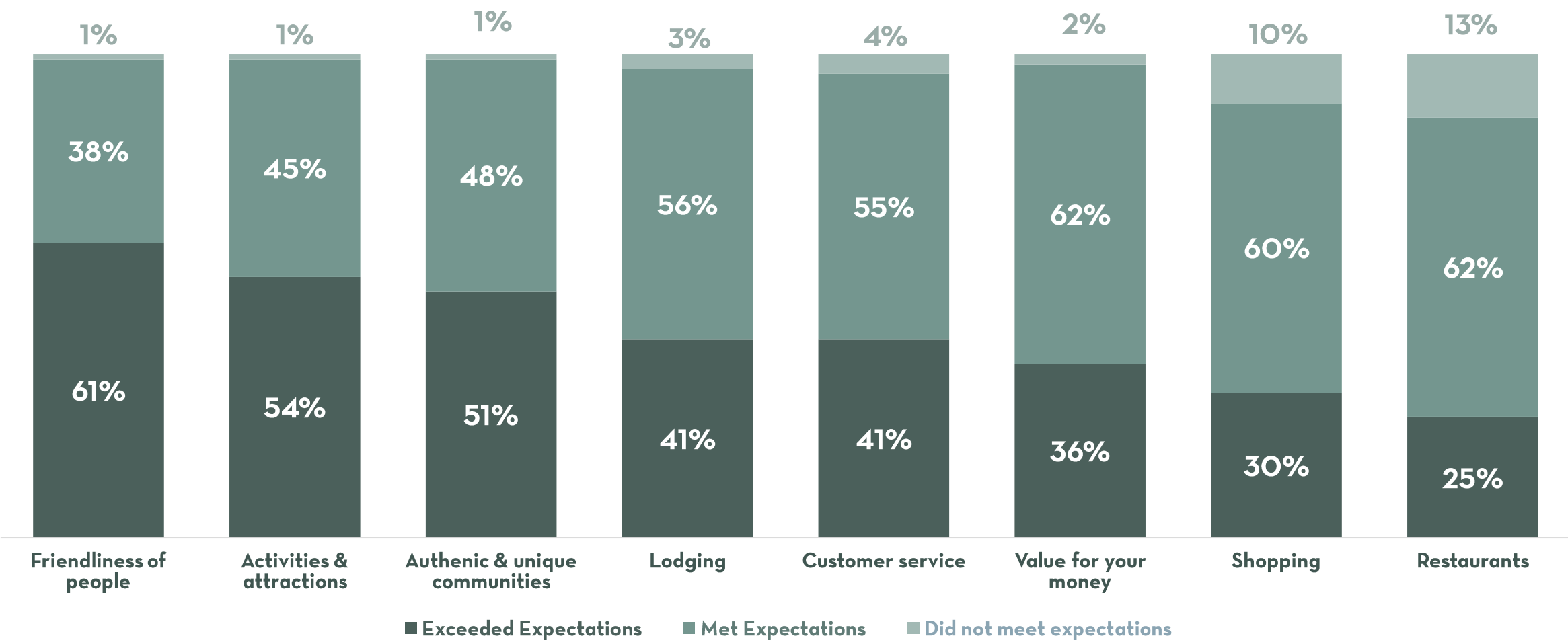


SATISFACTION

- » **98%** of visitors to Aroostook County were satisfied with their trip to Maine
- » Over **2 in 3** visitors were very satisfied with their trip to Maine

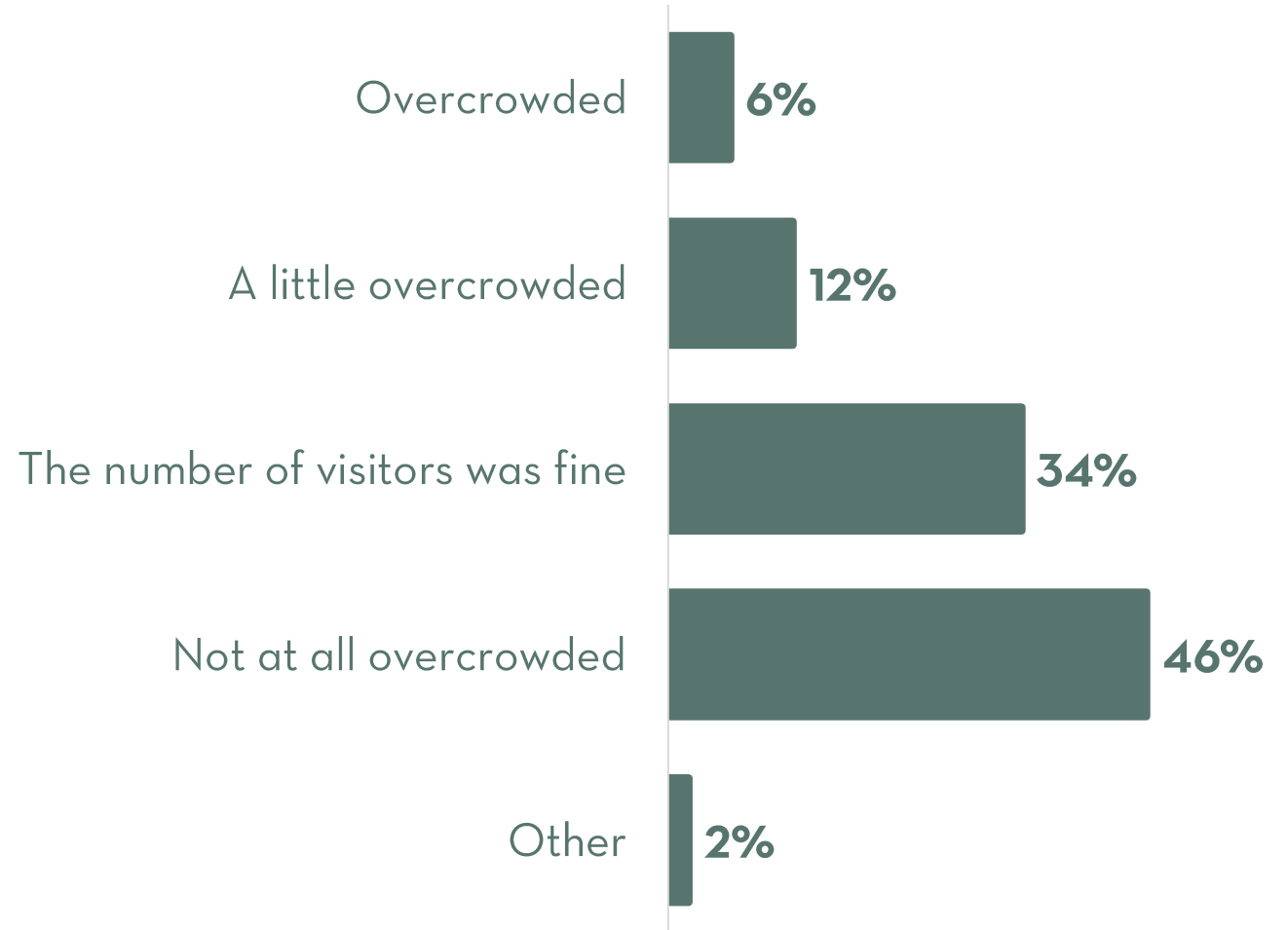


TRIP EXPECTATIONS



OVERCROWDING

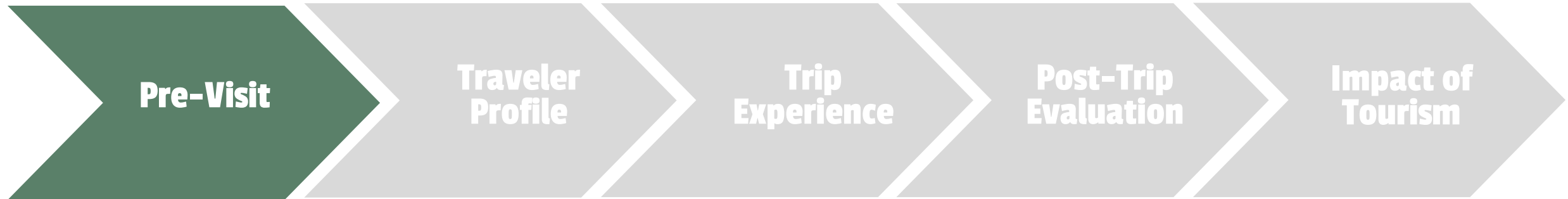
- » **46%** of visitors to Aroostook County thought the area was not at all overcrowded
- » **12%** of visitors though it was a little overcrowded



ANNUAL COMPARISONS



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2021	2022
A week or less	25%	19%
2 - 3 weeks	26%	25%
1 - 2 months	30%	24%
3 - 4 months	10%	15%
5 - 6 months	4%	10%
7 months - 1 year	3%	5%
More than 1 year	2%	2%
Days in Planning Cycle	21	38

Booking Window	2021	2022
A week or less	29%	25%
2 - 3 weeks	27%	28%
1 - 2 months	28%	22%
3 - 4 months	9%	13%
5 - 6 months	3%	7%
7 months - 1 year	2%	3%
More than 1 year	2%	2%
Days in Booking Window	19	20

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2021	2022
Online search engines	19%	23%
Facebook	11%	14%
Online travel agency	10%	12%
Visit Maine social media	4%	9%
VisitMaine.com	6%	9%
TripAdvisor	5%	8%
Hotel websites	7%	8%
YouTube	5%	8%
VisitAroostook.com	2%	8%
Traveler reviews/blogs/stories	5%	7%
Instagram	5%	6%
MaineTourism.com	5%	6%
Airline websites	6%	5%
Airbnb	4%	4%
VRBO/HomeAway	1%	4%
Twitter	3%	4%
Vacation rental websites	3%	3%
MaineLakesandMountains.com	2%	3%
DiscoverNewEngland.com	1%	3%
VisitBarHarbor.com	2%	3%
TheMaineHighlands.com	2%	2%
DowneastAcadia.com	2%	2%
MainesMidCoast.com	2%	2%
TheMaineBeaches.com	2%	2%
KennebecValley.org	1%	2%
VisitPortland.com	1%	2%
Other	3%	3%
None	58%	28%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2021	2022
Advice from friends/family	26%	30%
Travel planning apps	5%	17%
AAA	4%	10%
Travel guides/brochures	7%	10%
Articles or travelogues	4%	7%
Travel books & magazines	6%	6%
Called local Chambers of Commerce	2%	5%
Travel agent	3%	5%
Called another Tourism/Lodging Association	2%	4%
Visit Maine e-newsletter	3%	4%
Called the Maine Office of Tourism	3%	4%
Called local convention and visitors bureaus	2%	3%
Visitor Guide	3%	3%
Other	2%	2%
None	64%	31%

REASON FOR VISITING*

Reasons for Visiting	2021	2022
Visiting friends/relatives	34%	30%
Relax and unwind	18%	24%
Active outdoor activities	12%	21%
Nature & bird watching	8%	17%
Sightseeing/touring	11%	17%
Special occasion	11%	11%
Special event	4%	11%
Snow activities	27%	11%
Conference/meeting	5%	9%
Shopping	8%	9%
Water activities	6%	6%
Sporting event	1%	4%
Beach	4%	3%
Attractions	2%	3%
Culture/museums/history	2%	3%
Astrotourism	1%	2%
Other	6%	6%

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2021	2022
No other states/provinces	77%	70%
New Hampshire	8%	15%
Vermont	7%	9%
Massachusetts	5%	7%
New York	7%	6%
Rhode Island	4%	5%
New Brunswick	2%	5%
Nova Scotia	2%	5%
Connecticut	3%	4%
Newfoundland and Labrador	2%	4%
Prince Edward Island	2%	3%
Quebec	2%	3%
Ontario	1%	2%
Other	2%	2%

ADVERTISING/PROMOTIONS

Recalled Advertising	2021	2022
Yes	27%	41%
No	48%	34%
Not sure	25%	25%

Influenced by Advertising	2021	2022
Yes	NA	27%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2021	2022
Social media	53%	37%
Internet	33%	29%
Billboard	5%	24%
Magazine	14%	18%
Cable or satellite television	17%	15%
Radio	12%	12%
Newspaper	11%	12%
Maine travel/visitor guide	10%	10%
VisitMaine.com	11%	10%
Brochure	7%	10%
AAA	6%	9%
Online streaming service	8%	8%
Traveler reviews/blogs	9%	7%
Music/podcast streaming	8%	6%
Deal – based promotion	7%	4%
Other	3%	2%
Not sure	2%	2%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2021	2022
Maine	45%	32%
New England	22%	24%
Mid-Atlantic	16%	11%
Southeast	8%	6%
Southwest	1%	1%
Midwest	3%	3%
West	3%	3%
Canada	2%	19%
International	<1%	1%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2021	2022
Maine	45%	32%
New Hampshire	6%	15%
New Brunswick	1%	10%
Massachusetts	10%	6%
Quebec	<1%	5%
New York	8%	5%
Nova Scotia	<1%	3%
Florida	4%	2%
New Jersey	2%	2%
Maryland	1%	2%
Pennsylvania	3%	2%
Connecticut	5%	2%
North Carolina	3%	1%

ORIGIN MARKET

Origin Markets	2021	2022
Rochester – Portsmouth, NH	<1%	9%
New York City ¹	8%	4%
Bangor	7%	4%
Fredericton, CAN	1%	4%
Ft Kent – St Agatha	7%	3%
Boston	3%	3%
Halifax, CAN	<1%	3%
Presque Isle	4%	3%

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

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

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2021	2022
Traveled alone	28%	28%
As a couple	32%	32%
As a family	18%	19%
With business associates	2%	3%
In a tour group	<1%	1%
With other couples/friends	20%	17%
Other	<1%	<1%
Average Travel Party Size	2.4	2.5

TRAVEL WITH CHILDREN*

Children in Travel Party	2021	2022
No children	86%	85%
Children younger than 6	6%	4%
Children 6 – 12	7%	8%
Children 13 – 17	5%	8%

Gender	2021	2022
Male	61%	55%
Female	39%	45%

DEMOGRAPHIC PROFILE

Age	2021	2022
Under 25	7%	7%
25 – 34	21%	13%
35 – 44	27%	23%
45 – 54	18%	19%
55 – 65	12%	13%
Over 65	15%	25%
Median Age	43	49

Race/Ethnicity	2021	2022
White	94%	88%
Indigenous	<1%	4%
Asian	2%	3%
Black	2%	2%
Hispanic	1%	2%
Other	1%	1%

LIFESTYLE PROFILE

Marital Status	2021	2022
Single/widowed	29%	33%
Married/living with partner	71%	67%

Employment Status	2021	2022
Employed full-time	59%	53%
Employed part-time	7%	7%
Contract/freelance/temporary employee	7%	5%
Retired	19%	28%
Not currently employed	4%	4%
Student	4%	3%

LIFESTYLE PROFILE

Household Income	2021	2022
Less than \$25,000	5%	7%
\$25,000 - \$49,999	16%	23%
\$50,000 - \$74,999	27%	20%
\$75,000 - \$99,999	20%	18%
\$100,000 - \$149,999	18%	17%
\$150,000 - \$199,999	7%	9%
\$200,000 - \$249,999	4%	3%
\$250,000 or more	3%	3%
Median Household Income	\$77,500	\$75,000

LIFESTYLE PROFILE

Educational Attainment	2021	2022
High school or less	20%	26%
Some college or technical school	20%	15%
College or technical school graduate	50%	44%
Graduate school	10%	15%

NEW & RETURNING VISITORS

Previous Trips to Maine	2021	2022
This is my first time	10%	21%
2 - 5 times	19%	28%
6 - 10 times	19%	17%
11+ times	52%	34%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2021	2022
Drove to Maine	83%	78%
Flew into Bangor Intl Airport	9%	7%
Flew into Northern Maine Regional Airport Presque Isle	2%	4%
Took a motor coach tour or bus	1%	4%
Flew into Portland Intl Jetport	2%	2%
Flew into Boston Logan Intl	<1%	1%
Flew into Augusta State Airport	1%	1%
Traveled by train	<1%	1%
Other	1%	2%

LENGTH OF STAY

Nights Stayed	2021	2022
Not staying overnight	31%	15%
1 night	6%	8%
2 nights	9%	21%
3 nights	14%	16%
4 nights	12%	10%
5+ nights	28%	30%
Average Length of Stay	2.9	4.0

ACCOMMODATIONS

Accommodations	2021	2022
Friends/family home	24%	31%
Hotel/motel/resort	23%	19%
Personal second home	7%	7%
Campground/RV Park	6%	6%
Bed & Breakfast/Inn	2%	6%
Vacation rental home	2%	4%
Wilderness camping	2%	4%
Sporting camp/wilderness lodge	1%	3%
Outdoor Outfitter	0%	3%
Other	2%	2%
Not spending the night	31%	15%

BOOKING

Booking Methods	2021	2022
Directly with the hotel/condo	55%	35%
Online travel agency	12%	27%
Airbnb	5%	7%
Offline travel agent	2%	4%
Short term rental service	3%	3%
Vacation rental company	2%	2%
Travel package provider	1%	2%
Group tour operator	1%	1%
Other*	19%	19%

IN-MARKET RESOURCES*

In-Market Resources	2021	2022
Navigation website/apps	26%	33%
Trip planning app	6%	16%
Personal social media	13%	15%
Destination social media	11%	14%
Visitor Information Centers	8%	11%
Restaurant website/app	10%	11%
Booking website/app	5%	10%
VisitMaine.com	4%	8%
Hotel/resort website/app	6%	7%
Materials from hotel/campground	4%	6%
Airline website/app	4%	5%
Chambers of Commerce	2%	4%
Other	1%	3%
None	56%	25%

ACTIVITIES*

Activities	2021	2022
Active outdoor activities	52%	51%
Touring/sightseeing	41%	44%
Food/beverage/culinary	53%	44%
Shopping	35%	26%
Water activities	18%	18%
History/culture	8%	13%
Entertainment/attractions	6%	11%
Astrotourism	5%	10%
Business conference/meeting	5%	9%
Other	22%	10%

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2021	2022
Going to local brew pubs/craft breweries	18%	19%
Consumed other locally produced Maine foods	15%	14%
Visited Farmer's Markets	11%	13%
Enjoying local food at fairs/festivals	14%	12%
Enjoyed unique Maine food or beverages	14%	12%
Ate lobster	13%	11%
Ate other local seafood	10%	8%
Enjoyed high-end cuisine or five-star dining	7%	5%
Ate farm-to-table or organic cuisine	2%	3%
Other	5%	5%

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2021	2022
Sightseeing	20%	33%
Driving for pleasure	22%	24%
Enjoying the mountain views	23%	24%
Wildlife viewing/bird watching	9%	23%
Enjoying the ocean views/rocky coast	17%	21%
Photography	11%	20%
Viewing fall colors	5%	13%
Nature cruises or tours	6%	11%
Tours of communities/local architecture	4%	11%
Other	0%	1%

SHOPPING ACTIVITIES*

Shopping Activities	2021	2022
Shopping for gifts/souvenirs	6%	7%
Outlet shopping	4%	7%
Shopping for unique/locally produced goods	5%	7%
Shopping at malls	12%	7%
Shopping in downtown areas	9%	7%
Shopping for antiques/local arts and crafts	4%	5%
Shopping for “Made in Maine” products	3%	5%
Other	5%	3%

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2021	2022
Riding all-terrain vehicles	5%	19%
Hiking/climbing/backpacking	20%	17%
Hunting	4%	13%
Exploring State and National Parks	8%	12%
Snowmobiling	27%	10%
Camping	8%	9%
Mountain/Fat Biking	2%	6%
Bicycling touring	2%	4%
Alpine skiing/snowboarding	5%	2%
Snowshoeing	2%	2%
Nordic skiing	1%	1%
Other	2%	2%

ENTERTAINMENT ACTIVITIES*

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

WATER ACTIVITIES*

Water Activities	2021	2022
Fishing	10%	14%
Canoeing/kayaking	9%	10%
Outdoor swimming	7%	9%
Motor boating	5%	7%
White water rafting	1%	5%
Going to the beach	3%	5%
Water skiing/jet skiing	4%	5%
Pool swimming	1%	2%
Sailing	2%	2%
Surfing	1%	2%
Other	0%	0%

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2021	2022
Visit historic sites/museums	6%	12%
Get to know the local people and/or culture	5%	12%
Visit art museums/local artisan studios	7%	3%
Attend plays/musicals/theatrical events	3%	1%
Attend popular music concerts/events	4%	1%
Attend operas/classical music events	2%	1%
Painting/drawing/sketching	3%	1%
Other	<1%	<1%

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2021	2022
No other states/provinces	86%	74%
New Hampshire	7%	12%
Massachusetts	3%	7%
Vermont	3%	7%
New York	4%	6%
New Brunswick	1%	6%
Connecticut	3%	3%
Rhode Island	3%	3%
Nova Scotia	1%	3%
Ontario	1%	3%
Quebec	1%	3%
Newfoundland and Labrador	1%	2%
Prince Edward Island	1%	2%
Other	2%	2%

TRAVELING IN MAINE*

Maine Regions Visited	2021	2022
The Maine Highlands	23%	27%
Downeast & Acadia	16%	19%
The Maine Beaches	13%	18%
Midcoast & Islands	9%	14%
Kennebec Valley	10%	11%
Maine Lakes & Mountains	7%	11%
Greater Portland & Casco Bay	10%	11%
Other	<1%	1%
No other regions	53%	49%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING AROOSTOOK COUNTY/REGION OF TRAVEL

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

Recommending Regions	2021	2022
Definitely recommend region	86%	77%
Probably would recommend region	10%	18%
Would not recommend region	2%	1%
Not sure	2%	4%

SATISFACTION

Satisfaction	2021	2022
Very satisfied	NA	68%
Satisfied	NA	30%
Dissatisfied	NA	0%
Don't know	NA	2%

RETURNING TO MAINE

Returning to Maine	2021	2022
Definitely will return	91%	75%
Probably will return	8%	20%
Probably will not return	1%	1%
Not sure	0%	4%

TRIP EXPECTATIONS

Exceeded Expectations	2021	2022
Friendliness of people	40%	61%
Activities & attractions	37%	54%
Authentic & unique communities	29%	51%
Customer service	26%	41%
Value for your money	26%	36%
Shopping	23%	30%
Lodging	22%	25%
Restaurants	22%	25%

OVERCROWDING

Overcrowding	2021	2022
Overcrowded	NA	6%
A little overcrowded	NA	12%
The number of visitors was fine	NA	34%
Not at all overcrowded	NA	46%
Other	NA	2%

STUDY METHODS



METHODOLOGY



Visitor Tracking

253 interviews were completed with visitors to Aroostook County 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 Aroostook County is a function of direct spending by visitors to Aroostook County, 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 Aroostook County. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Aroostook County's multiplier is 1.53.

AROOSTOOK COUNTY

2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022

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

