

# DOWNEAST & ACADIA

## 2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022



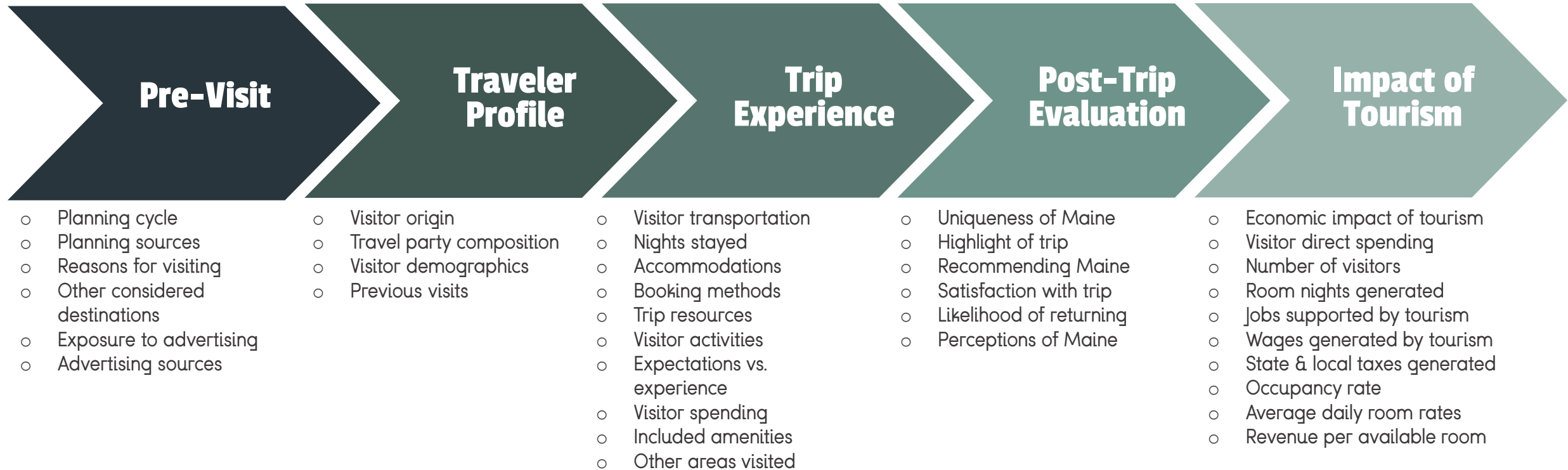
# INTRODUCTION



# STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Downeast & Acadia 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 Downeast & Acadia.





# EXECUTIVE SUMMARY





# DOWNEAST & ACADIA

***Compared to visitors to other regions, visitors to Downeast & Acadia region are more likely to:***

- » Visit Maine for nature and bird watching or sightseeing/touring
- » Have attended graduate school
- » Have a higher income
- » Be visiting Maine for the first time
- » Engage in touring/sightseeing and active outdoor activities
- » Be very satisfied with their trip to Maine
- » Stay in paid accommodations



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# ECONOMIC IMPACT

Visitor spending generated

**\$1,568,198,500**

in economic impact to Downeast & Acadia's  
economy, up **+2.5%** from 2021





# DIRECT SPENDING

Visitors to Downeast & Acadia spent

**\$1,080,655,600**

throughout the county in 2022 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up **+2.6%** from 2021



# VISITORS

Downeast & Acadia attracted

# 2,097,800

visitors in 2022, up **+1.0%** from 2021



# VISITORS DAYS\*

All visitors to Downeast & Acadia spent

# 9,766,500

days in Downeast & Acadia 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 Downeast & Acadia generated

# 1,518,500

nights in Downeast & Acadia accommodations  
throughout 2022, down **-2.7%** from 2021



# JOBS SUPPORTED

Visitors to Downeast & Acadia supported  
the creation of

# 16,100

jobs throughout the county in 2022, down  
**-1.8%** from 2021





# WAGES GENERATED

Visitors to Downeast & Acadia supported

**\$562,668,500**

in wages paid to Downeast & Acadia  
employees in 2022, up **+3.3%** from 2021





# VISITORS & JOBS

Every

130

visitors supports a new job in Downeast & Acadia



# HOUSEHOLD SAVINGS

Visitors to Downeast & Acadia saved local households

**\$3,574**

in state and local taxes in 2022



# LODGING METRICS

Occupancy Rate

**58.6%**

**+ 15.8% from 2021**

Average Daily Rate

**\$205.64**

**+ 4.0% from 2021**

Revenue per Available Room

**\$120.51**

**+ 20.5% from 2021**



# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

- » **72%** of visitors started planning their trip a month or more in advance of their trip
- » **Half** of visitors have a booking window of less than 3 months

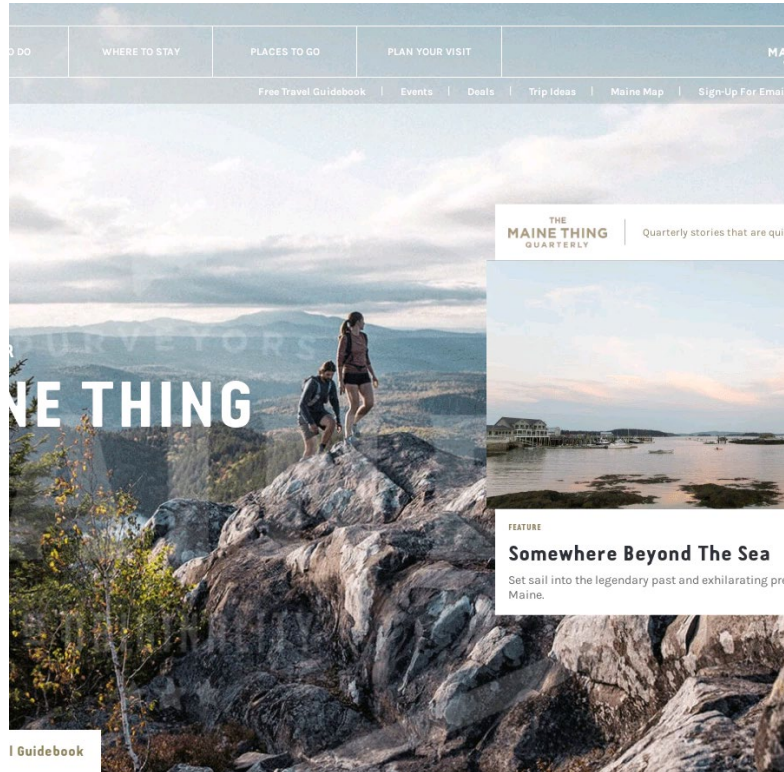


# TOP ONLINE TRIP PLANNING SOURCES\*

86% of visitors used one or more online resources to help them plan their trip in Downeast & Acadia



38% Online search engines



21% VisitMaine.com



20% TripAdvisor



# TOP OTHER TRIP PLANNING SOURCES\*



**37%** Advice from friends/family



**16%** Travel guides/brochures



**14%** Articles or travelogues

\*Multiple responses permitted.



# TOP REASONS FOR VISITING\*



**52%** Sightseeing/touring



**37%** Relax and unwind



**35%** Nature & bird watching

\*Multiple responses permitted.



# CONSIDERING MAINE AS A DESTINATION

- » **61%** (-5% points from 2021) of visitors did not consider visiting any U.S. state or Canadian province instead of Maine 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

- » **35%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip to Downeast & Acadia (+**1%** points from 2021)
- » This information influenced **20%** of all visitors to visit Maine

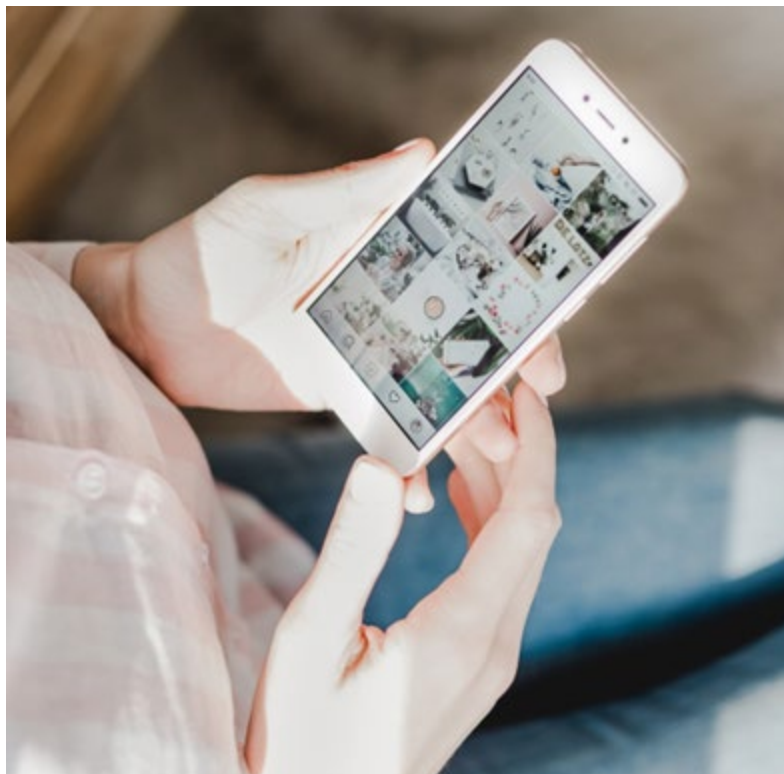


# TOP SOURCES OF ADVERTISING EXPOSURE\*

Base: 35% who noticed advertising



**38%** Internet



**33%** Social media



**17%** Magazine

\*Multiple responses permitted.

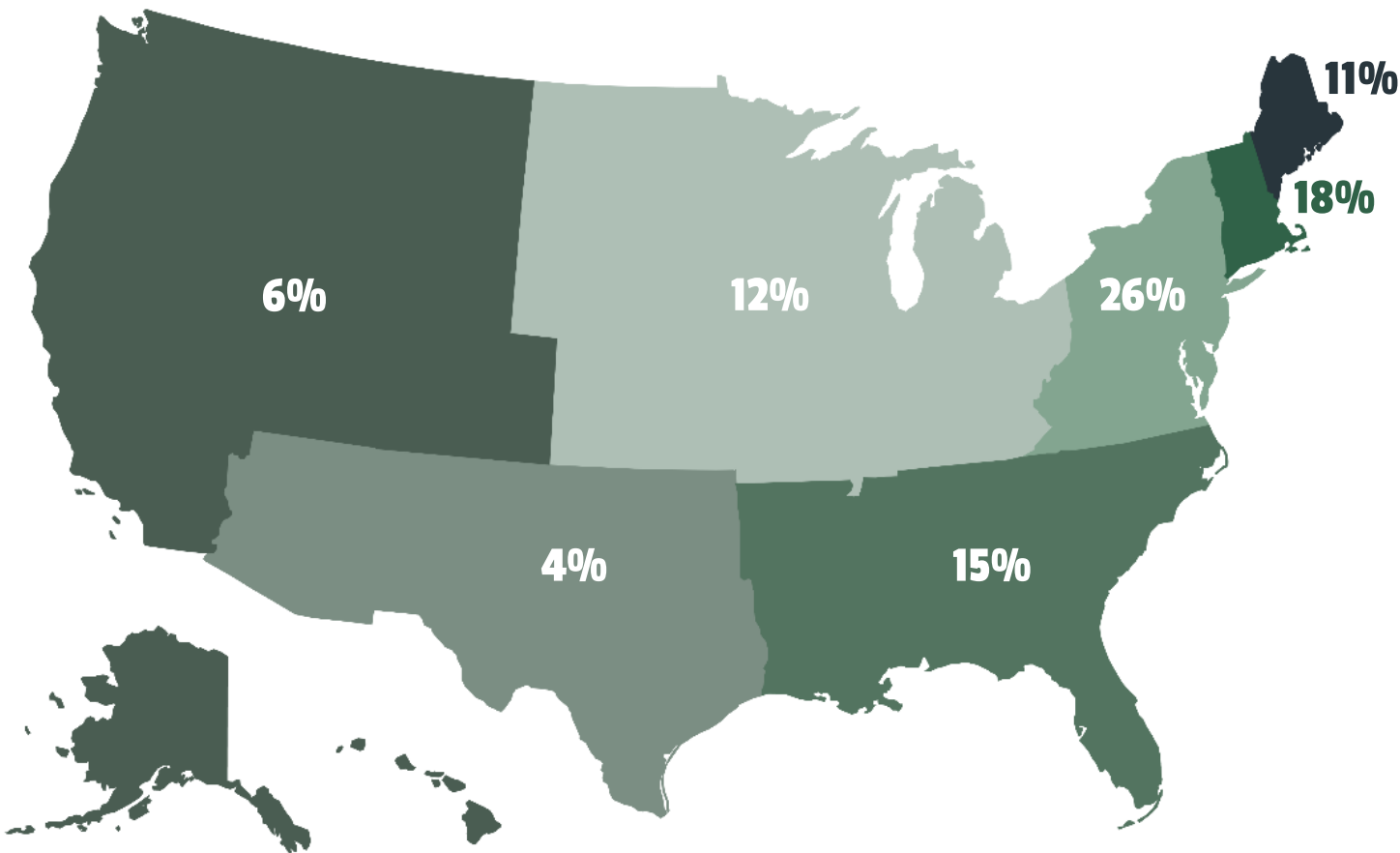
# TRIP PLANNING CYCLE : TRAVELER PROFILE





# REGIONS OF ORIGIN

International travel is rebounding as international visitation increased **+6% points** from 2021

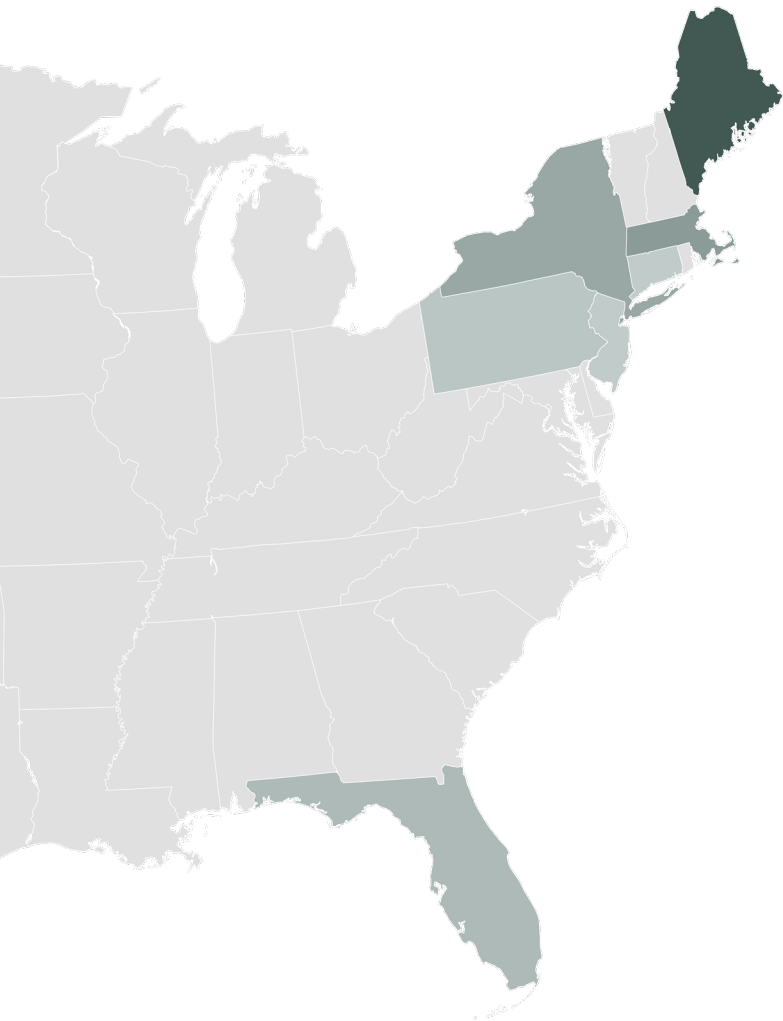


4% of visitors came from outside of the United States, not including Canada.



4% of visitors came Canada.

# TOP ORIGIN STATES & PROVINCES



# 47%

of visitors traveled from **7** U.S. states, including from other regions of Maine.

- |                   |                  |
|-------------------|------------------|
| 11 % Maine        | 6 % Pennsylvania |
| 8 % Massachusetts | 4 % Connecticut  |
| 8 % New York      | 4 % New Jersey   |
| 6 % Florida       |                  |

# TOP ORIGIN MARKETS



**9%** New York City<sup>1</sup>



**5%** Washington D.C. – Baltimore<sup>2</sup>



**5%** Boston

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

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



# TRAVEL PARTIES

The typical Downeast & Acadia visitor traveled with **3.3** people in their visitor party



**17%** visitors traveled with at least one person under the age of 18 in their travel party



# DEMOGRAPHIC PROFILE

» The typical Downeast & Acadia visitor:

- » Is **48** years old<sup>1</sup>
- » Female<sup>2</sup> - **53%**
- » Is white - **87%**



<sup>1</sup>Median age.

<sup>2</sup>Of visitors interviewed.

# LIFESTYLE PROFILE

- » The typical Downeast & Acadia visitor:
  - » Is a college graduate - **81%**
  - » Is married/in a domestic partnership - **78%**
  - » Is employed full-time - **59%**
  - » Has an annual household income<sup>1</sup> of **\$108,900**



<sup>1</sup> Median household income.



# NEW & RETURNING VISITORS

- » **39%** of visitors to Downeast & Acadia were traveling in Maine for the first time
- » **20%** of visitors to Downeast & Acadia had previously traveled in Maine more than 10 times



# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

- » **70%** of visitors drove to their Downeast & Acadia destination
- » **10%** of visitors to Downeast & Acadia flew to Maine through Boston Logan International Airport





# NIGHTS STAYED

- » **81%** of visitors spent one or more nights in Downeast & Acadia
- » Typical visitors stayed **4.7\*** nights in Downeast & Acadia on their trip



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

# TOP ACCOMMODATIONS



**32%** Hotel/motel/resort



**19%** Did not stay overnight



**12%** Vacation rental home



# TOP IN-MARKET VISITOR RESOURCES\*

Over **4 in 5** visitors used one or more in-market resources to help them plan places to go while in Downeast & Acadia



**43%** Navigation websites/apps



**30%** Visitor Information Centers



**20%** Restaurant website/app

\*Multiple responses permitted.



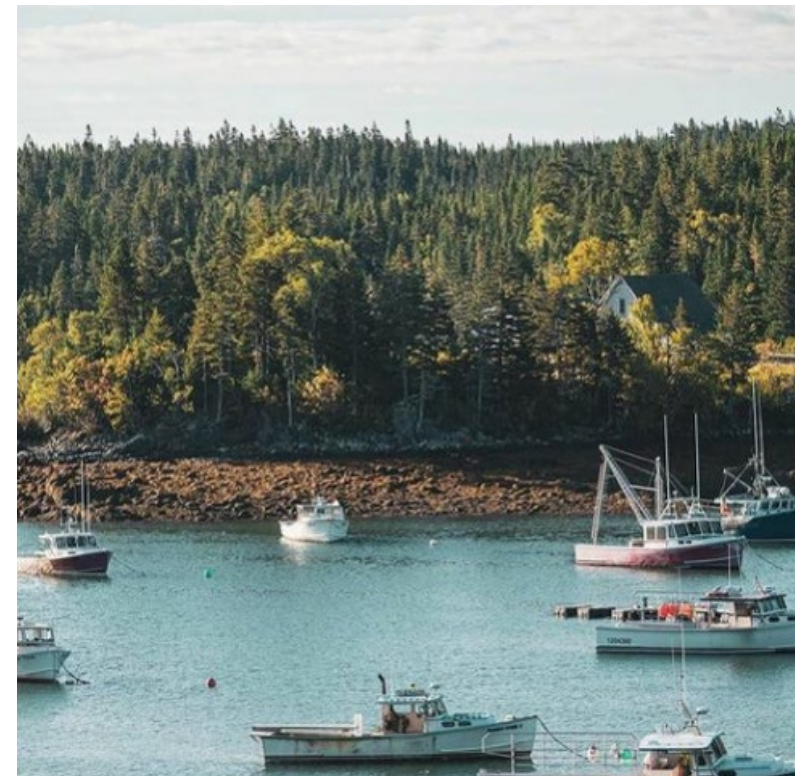
# TOP VISITOR ACTIVITIES\*



**70%** Touring/sightseeing



**68%** Food/beverage/culinary



**58%** Active outdoor activities

\*Multiple responses permitted.

# TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Downeast & Acadia spent **\$578** per day and **\$3,125** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Downeast & Acadia spent **\$247** per day and **\$2,444** during their trip
- » Visitors who did not stay overnight in Downeast & Acadia spent **\$203** during their trip





# VISITING OTHER STATES & PROVINCES

- » Nearly **3 in 5** visitors to Downeast & Acadia did not visit any other U.S. state or Canadian province
- » Downeast & Acadia 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

» Nearly **3 in 4** visitors to Downeast & Acadia traveled to other regions during their trips to Maine



# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors to Downeast & Acadia would recommend Maine to a friend or relative as a vacation destination
- » **92%** of visitors to Downeast & Acadia would recommend that their friends and family visit the region
  - » **79%** would definitely recommend Downeast & Acadia





# LIKELIHOOD OF RETURNING TO MAINE

- » **90%** of visitors to Downeast & Acadia will return to Maine for a future visit or vacation
- » **70%** of visitors will “definitely return” to Maine in the future



# SATISFACTION

- » **96%** of visitors were satisfied with their trip to Downeast & Acadia





# OVERCROWDING

- » **46%** of visitors thought the number of visitors during their trip to Downeast & Acadia was fine
- » **27%** of visitors though 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	2,076,700	2,097,800	+ 1.0%
Room nights generated	1,560,700	1,980,400	+ 26.9%
Direct expenditures	\$1,052,960,800	\$1,080,655,600	+ 2.6%
Total economic impact	\$1,529,974,800	\$1,568,198,500	+ 2.5%



# EMPLOYMENT IMPACTS

Downeast & Acadia Jobs	2021	2022	Δ% from '21
Jobs generated (direct)	12,700	12,400	- 2.4%
Total employment impact	16,400	16,100	- 1.8%

Downeast & Acadia Wages	2021	2022	Δ% from '21
Wages paid (direct)	\$413,755,200	\$427,967,000	+ 2.4%
Total impact on wages	\$544,821,600	\$562,668,500	+ 3.3%

# RETURN ON INVESTMENT

Return on Investment	2021	2022
Visitors per job supported	127	130
State & local taxes supported	\$133,087,700	\$133,523,700
Tax savings per household	\$3,554	\$3,574

# LODGING METRICS

Lodging Metrics	2021*	2022	Δ% from '21
Occupancy Rate (%)	50.6%	58.6%	+ 15.8%
Average Daily Rate	\$197.67	\$205.64	+ 4.0%
RevPAR	\$100.02	\$120.51	+ 20.5%
Total Lodging Revenue	\$330,669,600	\$353,189,600	+ 6.8%

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



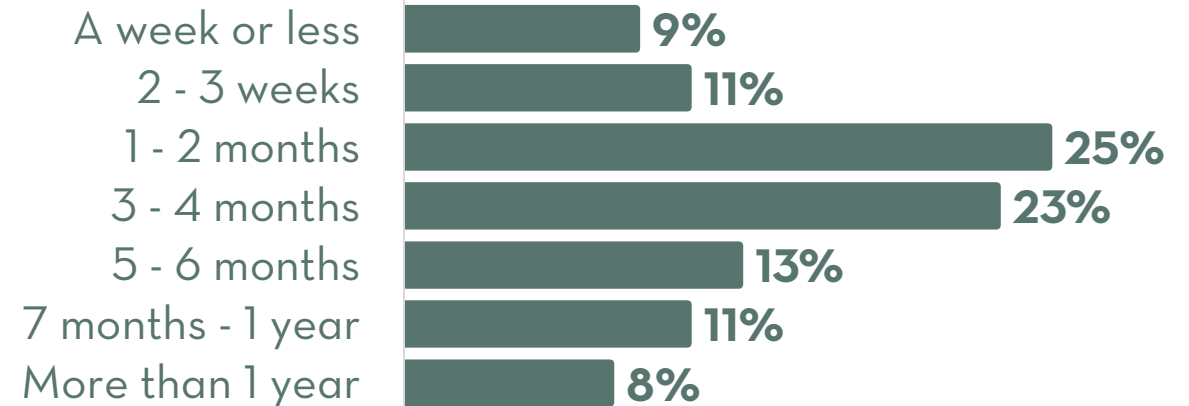
# TRIP PLANNING CYCLE : PRE-VISIT



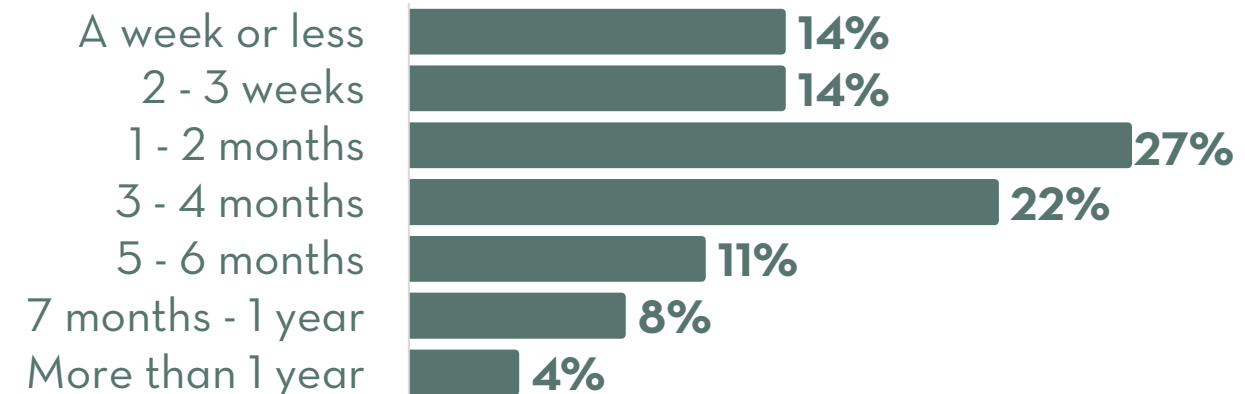
# TRIP PLANNING CYCLE

- » Typical visitors to Downeast & Acadia began planning their trip **67 days** in advance (+6 days from 2021)
- » **80%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **54 days** in advance (+2 days from 2021)
- » **Half** visitors have a booking window of less than 3 months

## Beginning of Trip Cycle

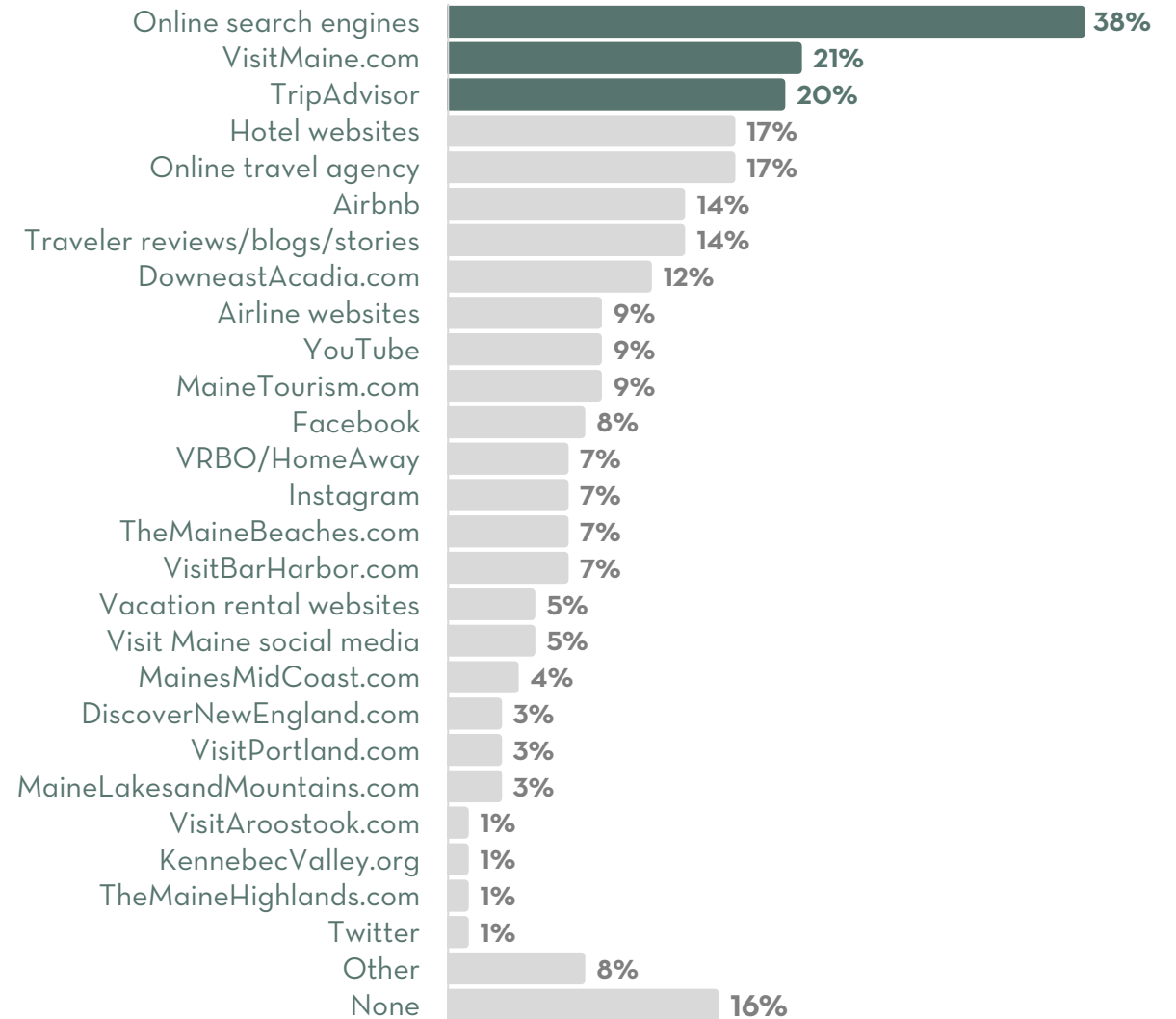


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

- » **84%** of visitors used one or more online resources to help them plan their trip to Downeast & Acadia
- » Nearly **2 in 5** visitors used an online search engine, such as Google, to help them plan their trip to Downeast & Acadia
- » About **1 in 5** visitors used VisitMaine.com (+4% points from 2021)
- » More visitors used traveler reviews/blogs/stories (+4% points) compared to 2021



\*Multiple responses permitted.



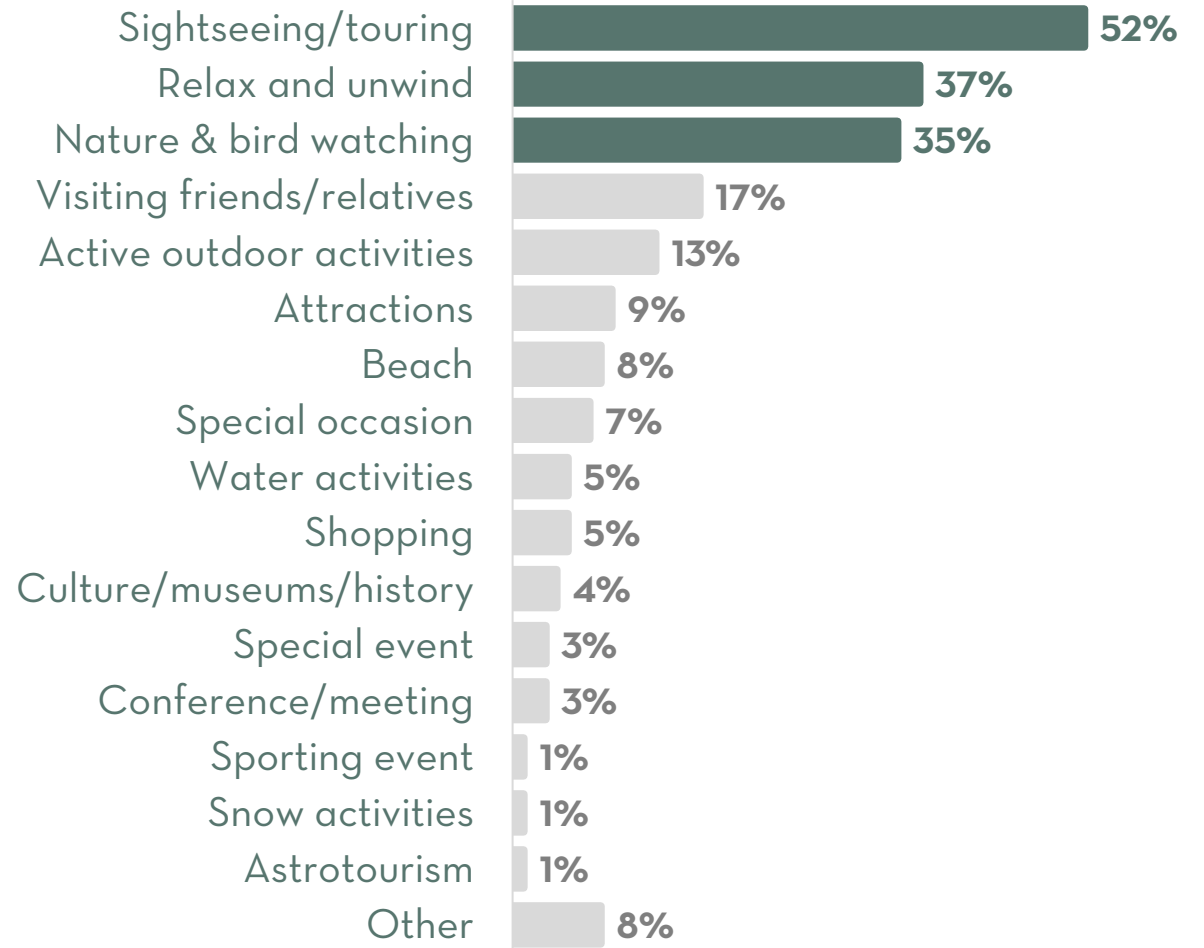
# OTHER TRIP PLANNING SOURCES\*

- » Nearly **2 in 5** visitors relied on advice from their friends and family to help them plan their trip to Downeast & Acadia
- » **1 in 3** visitors did not use any other resources to help them plan their trip to Downeast & Acadia



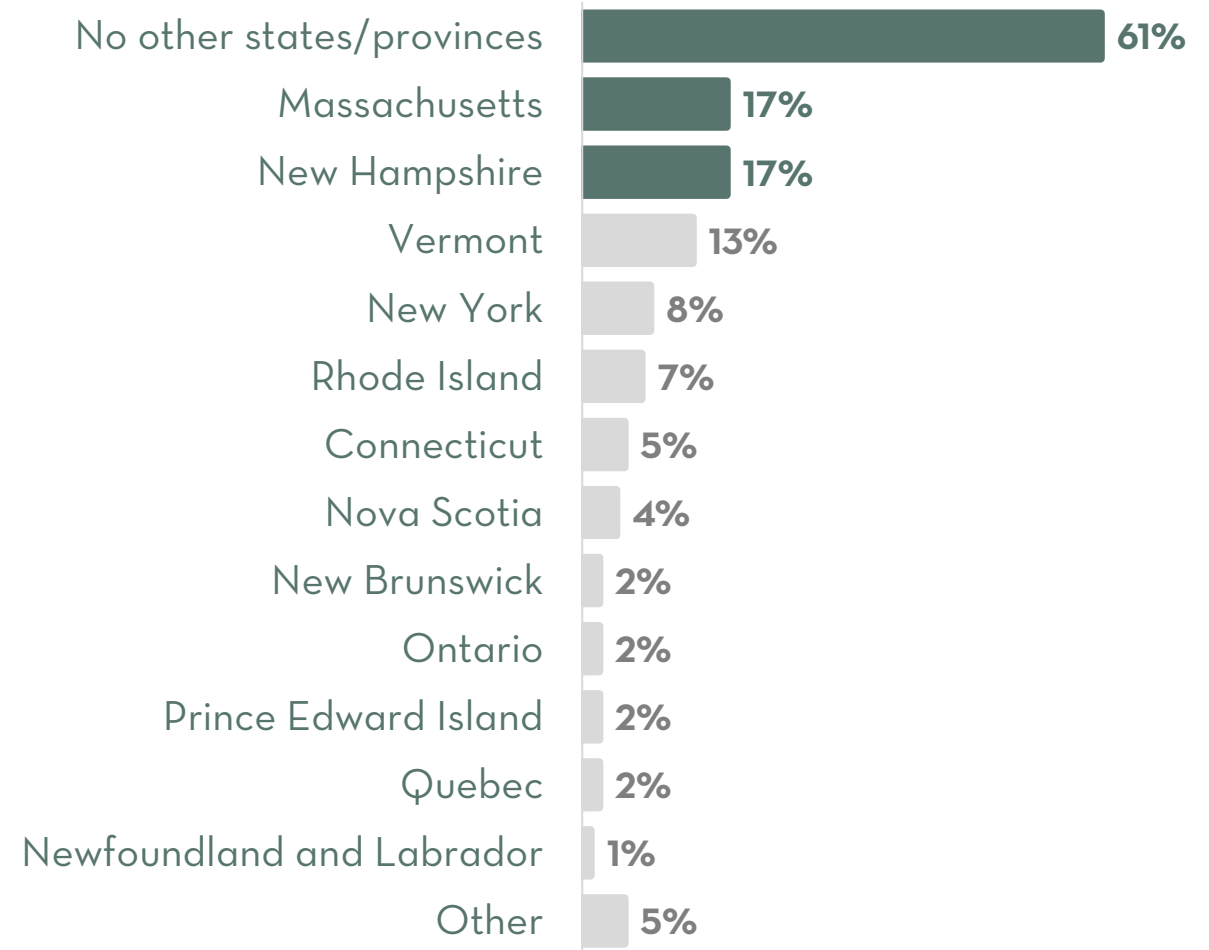
# REASONS FOR VISITING\*

- » Over **half** of visitors traveled to Downeast & Acadia to go sightseeing/touring
- » Nearly **2 in 5** visitors came to Downeast & Acadia to relax & unwind and for nature & bird watching



# OTHER STATES & PROVINCES CONSIDERED\*

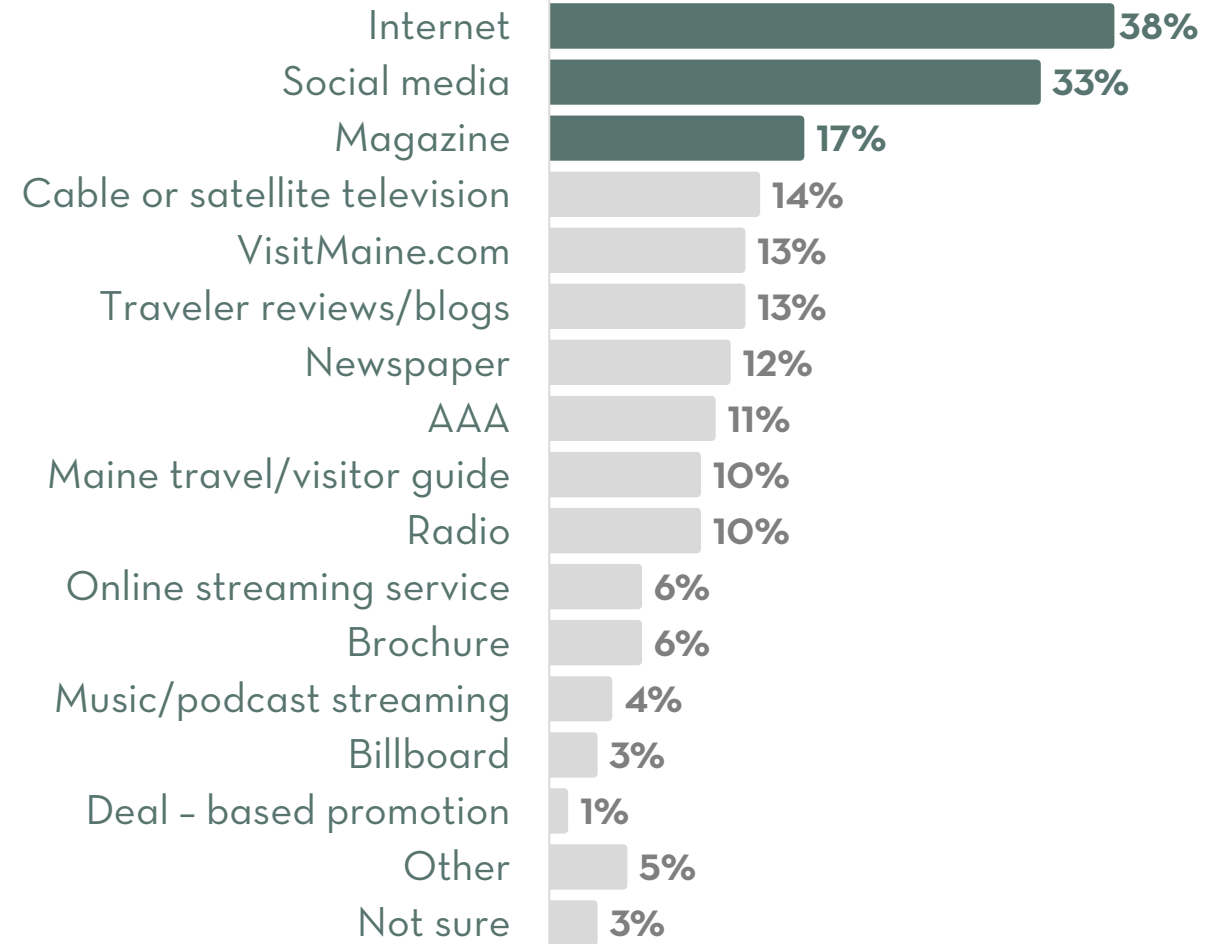
- » **61%** (-5% points from 2021) of visitors considered visiting **only** Maine while planning their trips to Downeast & Acadia
- » Visitors to Downeast & Acadia were **more likely** to consider visiting nearby U.S. states rather than visiting Canadian provinces



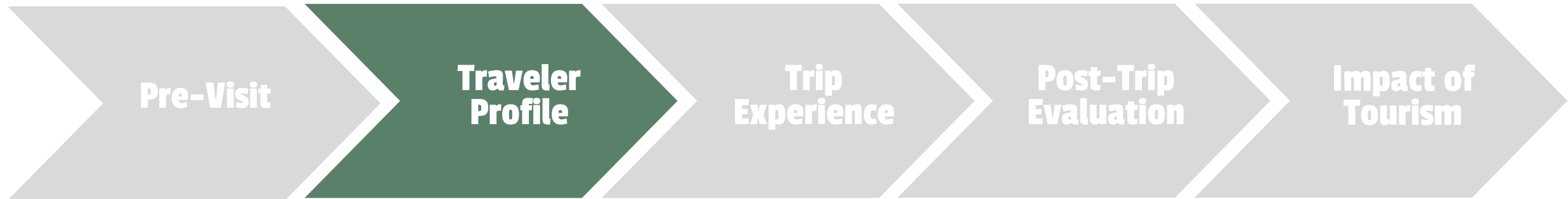


# PRE-TRIP RECALL OF ADVERTISING\*

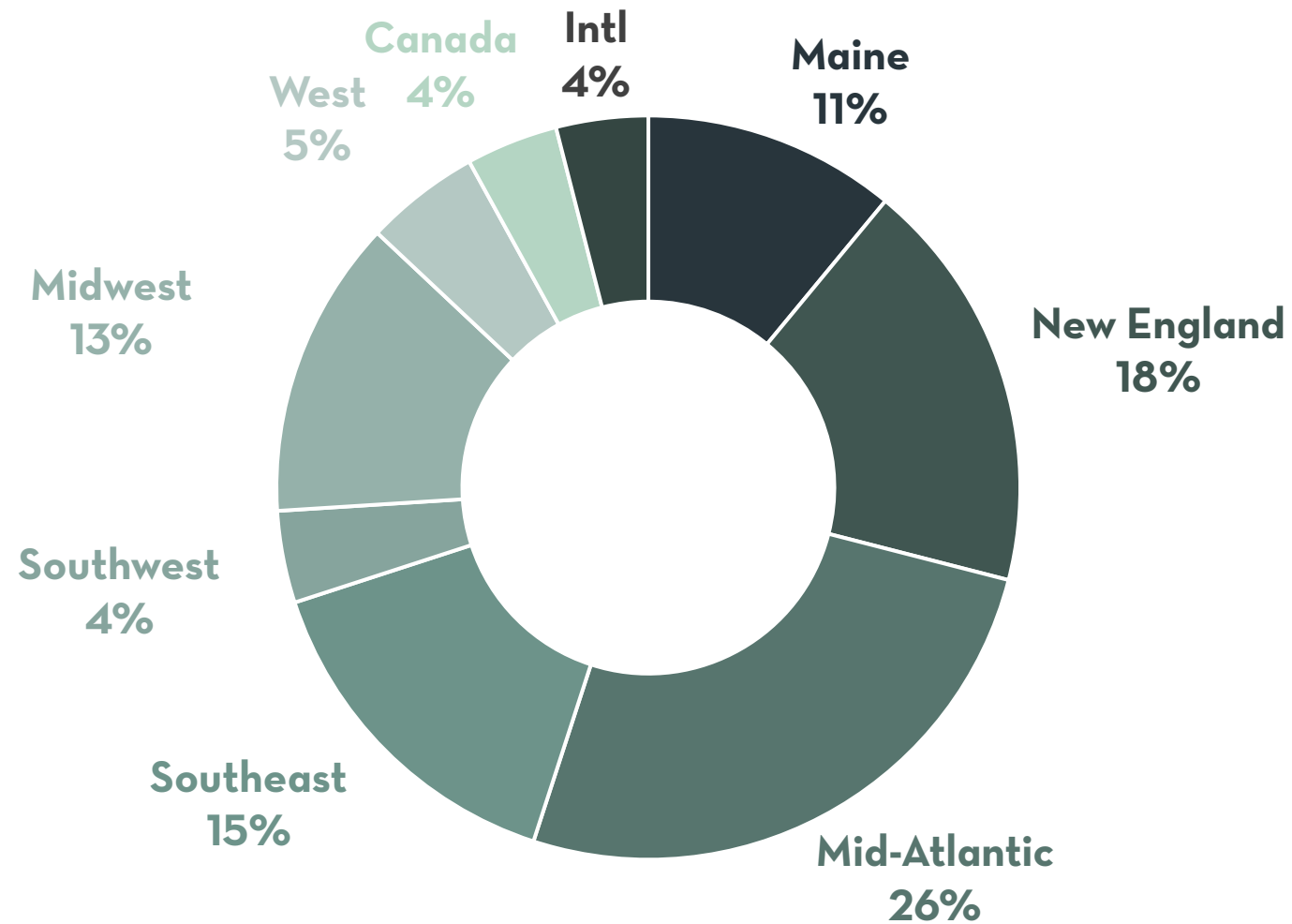
- » **35%** (+1% points from 2021) of visitors noticed advertising or promotions for Maine prior to their trip to Downeast & Acadia
- » Visitors who recalled this advertising primarily saw it on the **internet** (+2% points from 2021) or **social media**
- » This information influenced **20%** of all Downeast & Acadia visitors to visit Maine



# TRIP PLANNING CYCLE : TRAVELER PROFILE



# VISITOR ORIGINS





# TOP ORIGIN STATES & PROVINCES

- » **59%** of visitors to Downeast & Acadia were from 11 U.S. states
- » **11%** of visitors were residents of Maine traveling throughout the state

State	Percent
Maine	11%
Massachusetts	8%
New York	8%
Florida	6%
Pennsylvania	6%
Connecticut	4%
New Jersey	4%
New Hampshire	3%
Ohio	3%
Texas	3%
Virginia	3%

# TOP ORIGIN MARKETS

- » Nearly **3 in 10** visitors to Downeast & Acadia traveled from **7** U.S. markets
- » **9%** of visitors traveled to Downeast & Acadia from New York City

Market	Percent
New York City <sup>1</sup>	9%
Washington DC - Baltimore <sup>2</sup>	5%
Boston	5%
Philadelphia	3%
Atlanta	2%
Chicago	2%
Bangor	2%

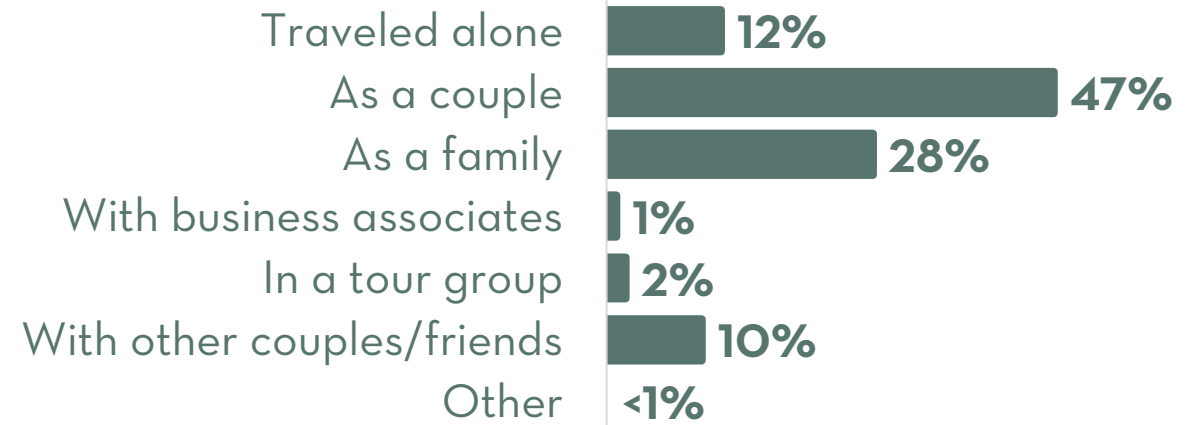
<sup>1</sup> Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

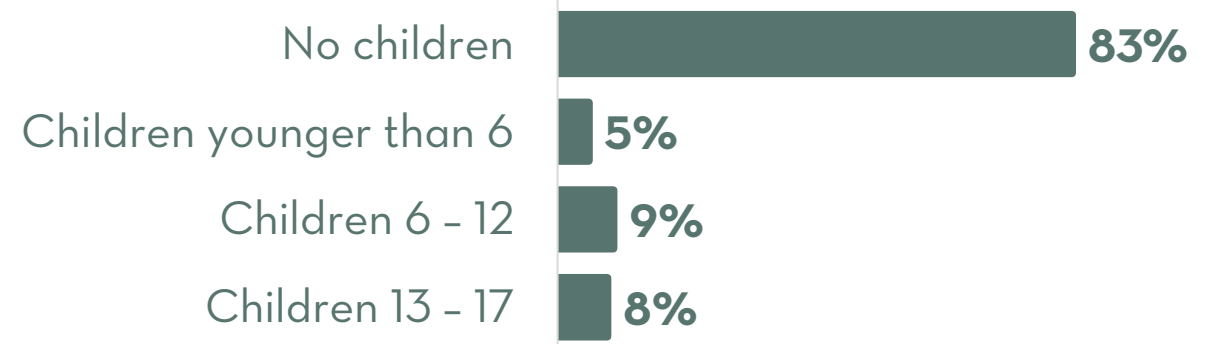
# TRAVEL PARTIES

- » Typical visitors traveled to Downeast & Acadia in parties of **3.3** people
- » Nearly **half** of visitors traveled as a couple
- » **17%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



## Children in Travel Party\*



\*Multiple responses permitted.

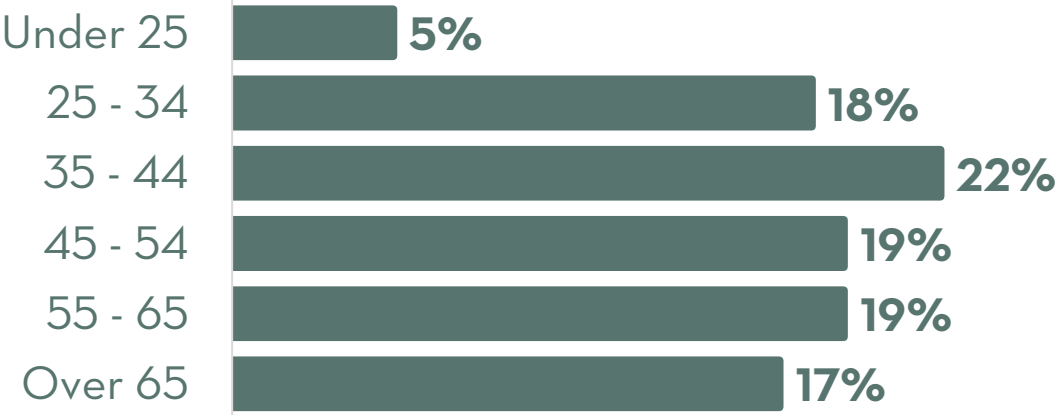


» Over **half** of visitors to Downeast & Acadia interviewed were females



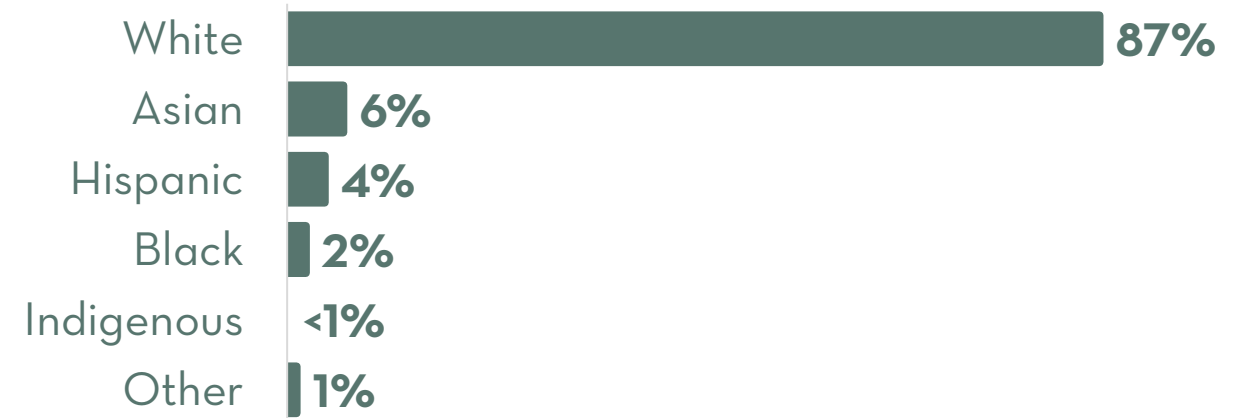
\*Of visitors interviewed.

» The average age of visitors to Downeast & Acadia is **48** years old



# RACE & ETHNICITY

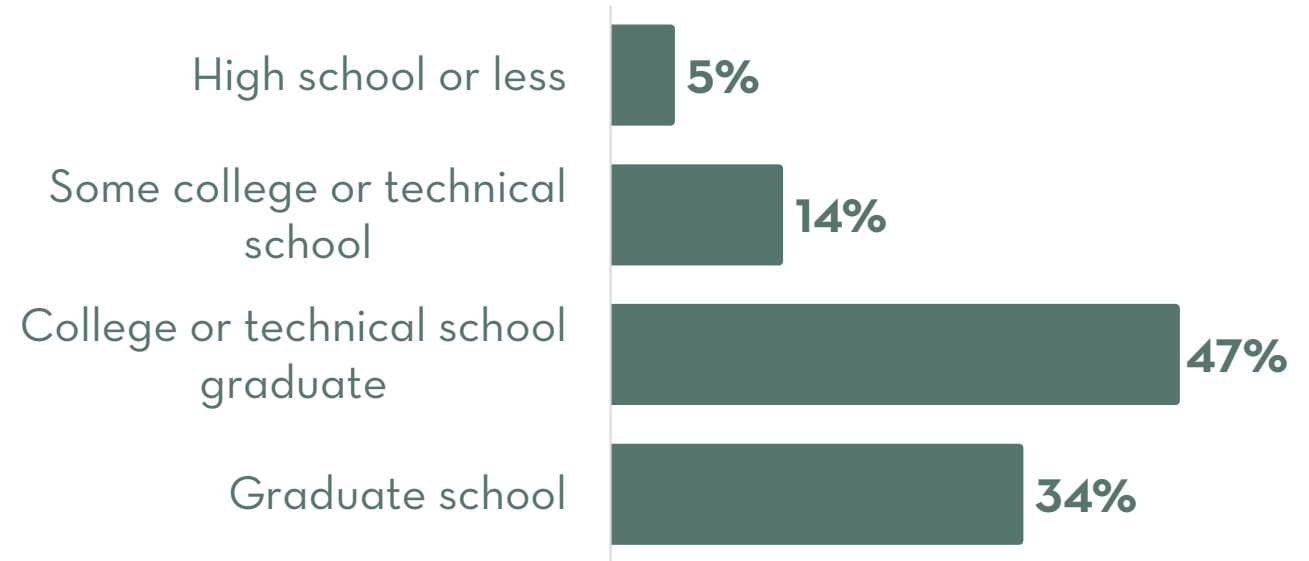
» Nearly **9 in 10** visitors to Downeast & Acadia were white





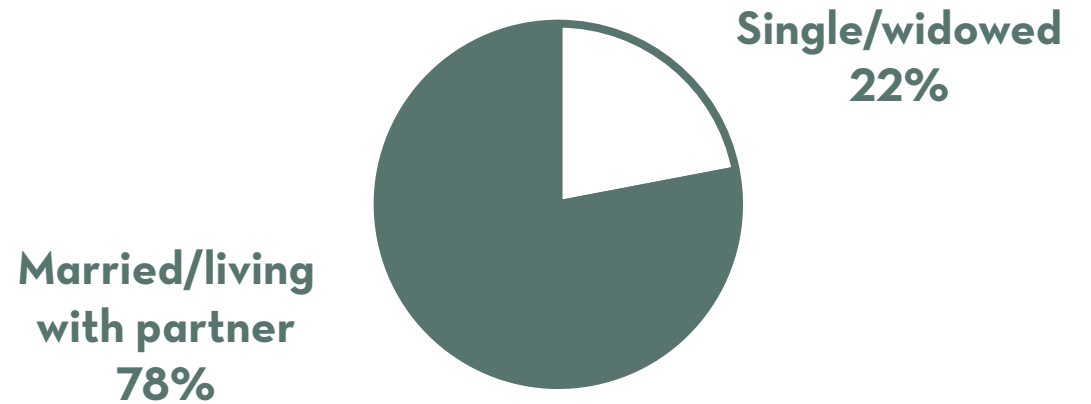
# EDUCATIONAL ATTAINMENT

» **4 in 5** visitors to Downeast & Acadia have a college/technical school degree or higher



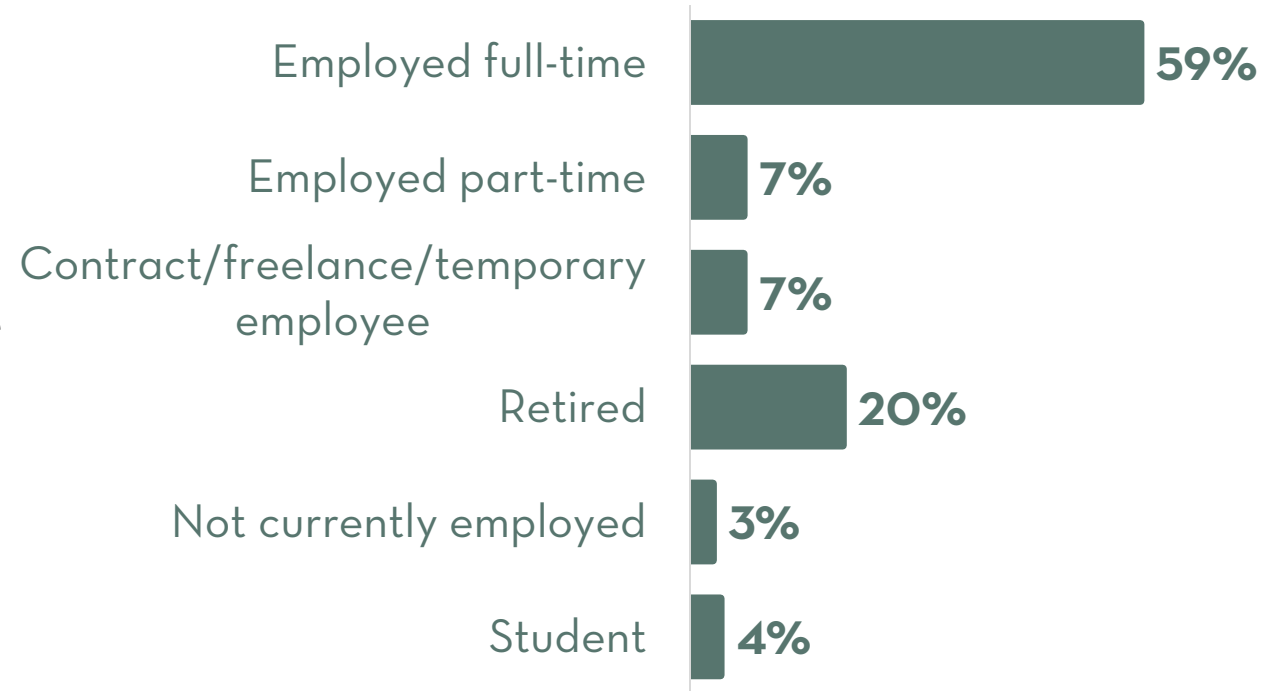
# MARITAL STATUS

» Over **3 in 4** visitors to Downeast & Acadia were married or living with their partner



# EMPLOYMENT STATUS

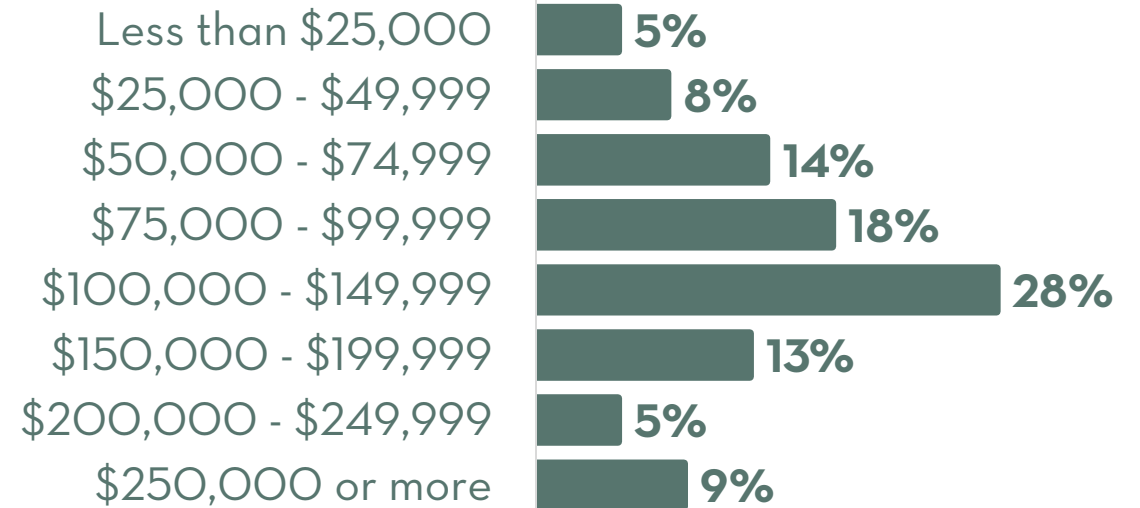
» Nearly **3 in 4** visitors to Downeast & Acadia were employed, most full-time





# HOUSEHOLD INCOME

- » The average household income of visitors to Downeast & Acadia is **\$108,900** per year
- » **27%** of visitors to Downeast & Acadia earned more than \$150,000 per year



# NEW & RETURNING VISITORS

» **39%** of visitors to Downeast & Acadia were traveling in Maine for the first time

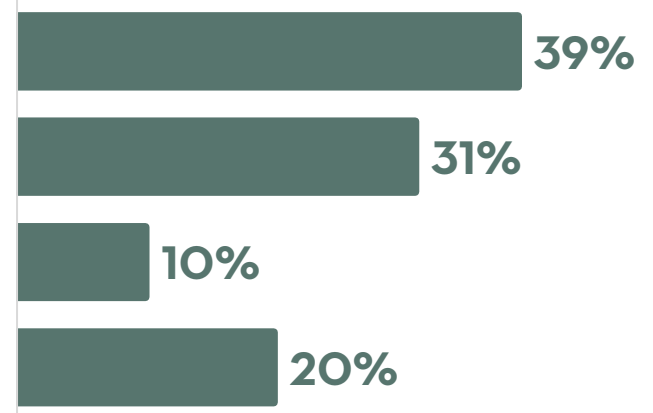
» **20%** of visitors to Downeast & Acadia had previously traveled in Maine more than 10 times

This is my first time

2 - 5 times

6 - 10 times

11+ times

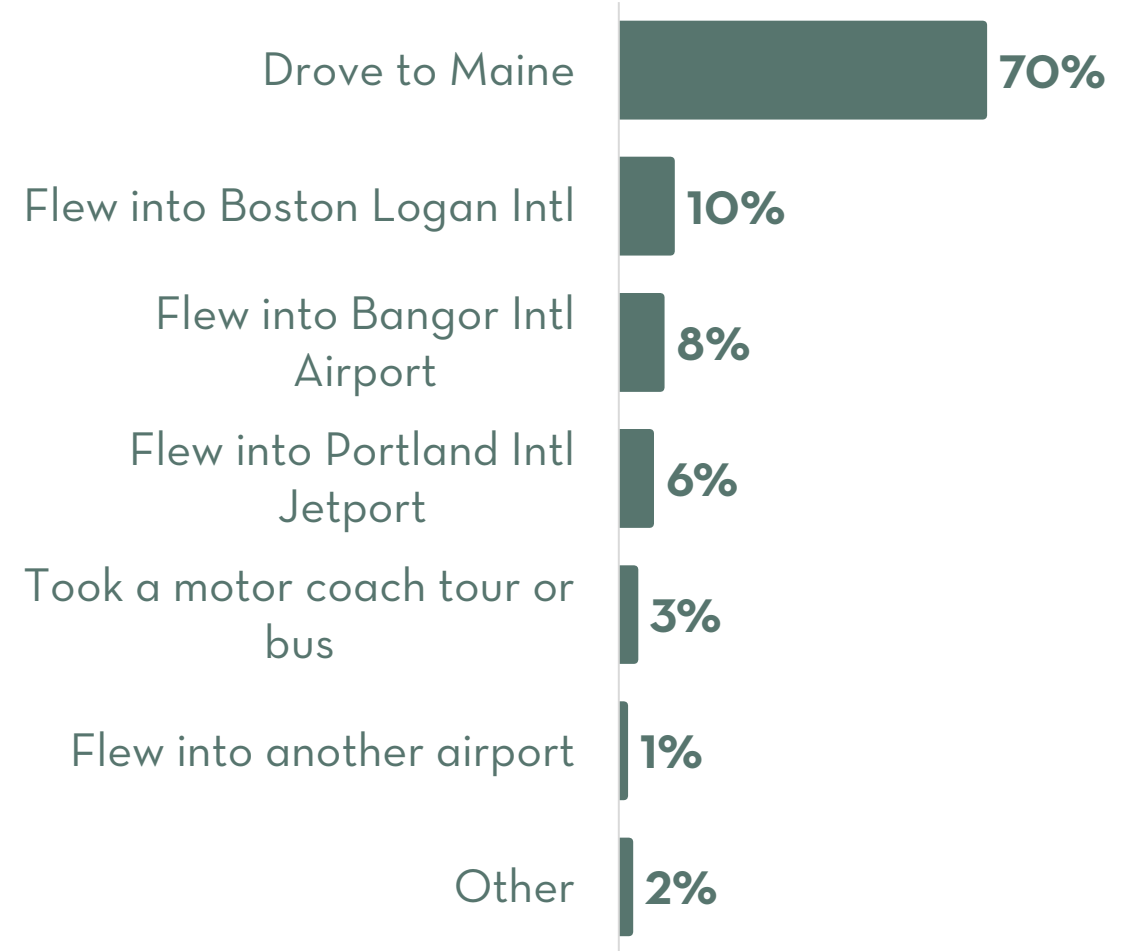


# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# MODES OF TRANSPORTATION

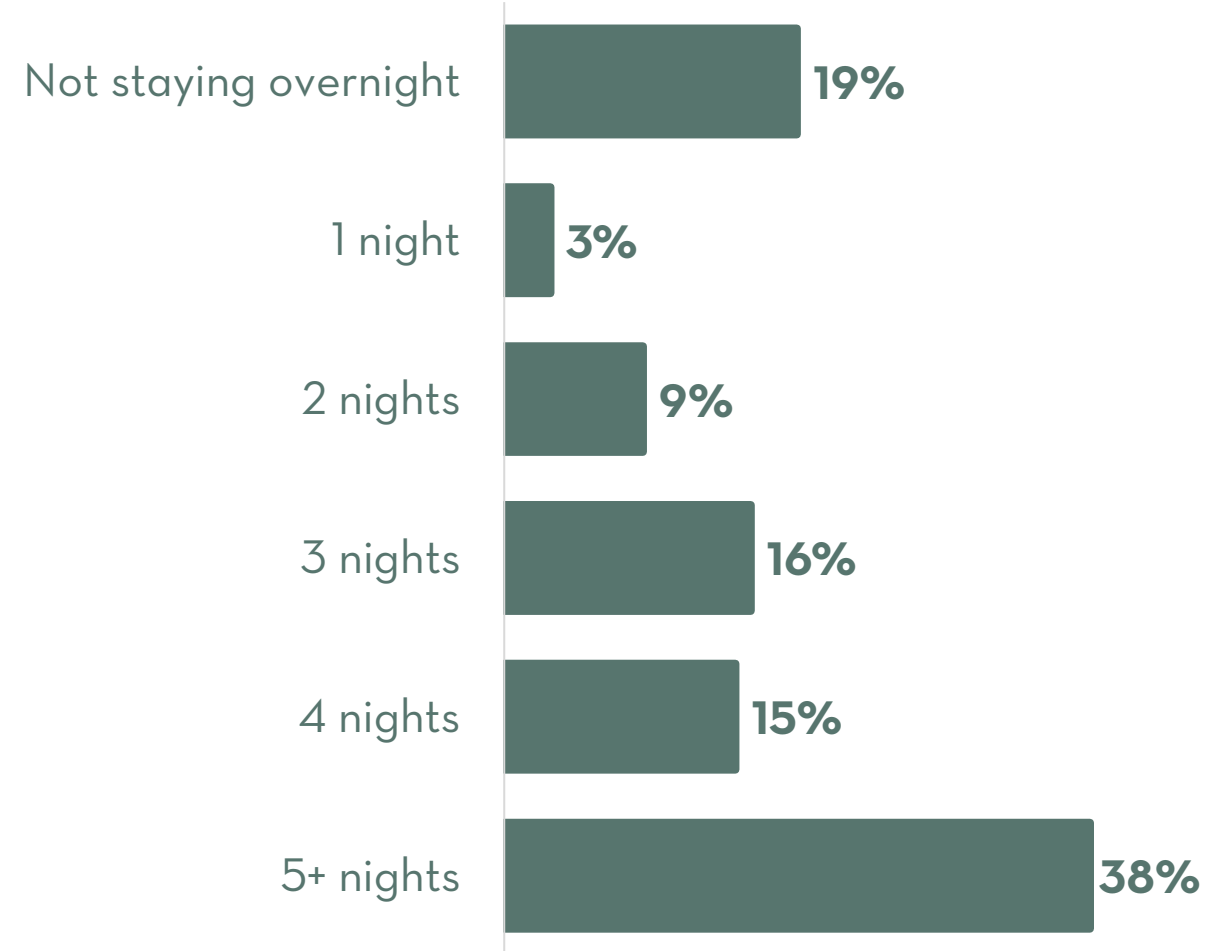
- » Downeast & Acadia is a drive-market for most visitors, with **70%** choosing to travel by car over plane, motor coach/bus, or train
- » Most Downeast & Acadia visitors who flew to Maine arrived at Boston Logan International Airport





# NIGHTS STAYED

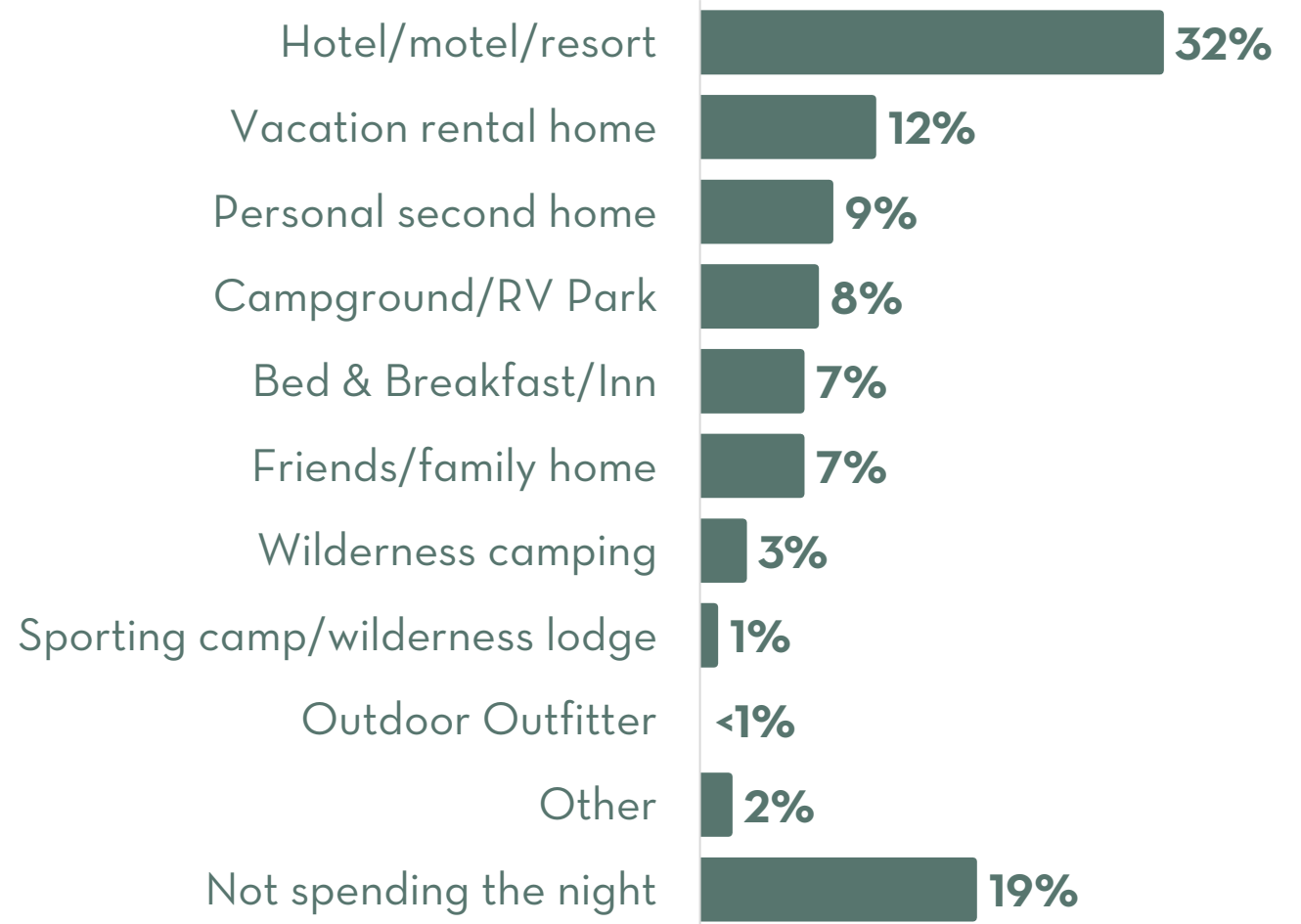
- » **81%** of visitors to Downeast & Acadia stayed one or more nights in Maine on their trip
- » Typical visitors stayed **4.7\*** nights in Downeast & Acadia on their trips
- » Typical visitors to Downeast & Acadia staying overnight in paid accommodations stayed **4.8** nights in Maine on their trips



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

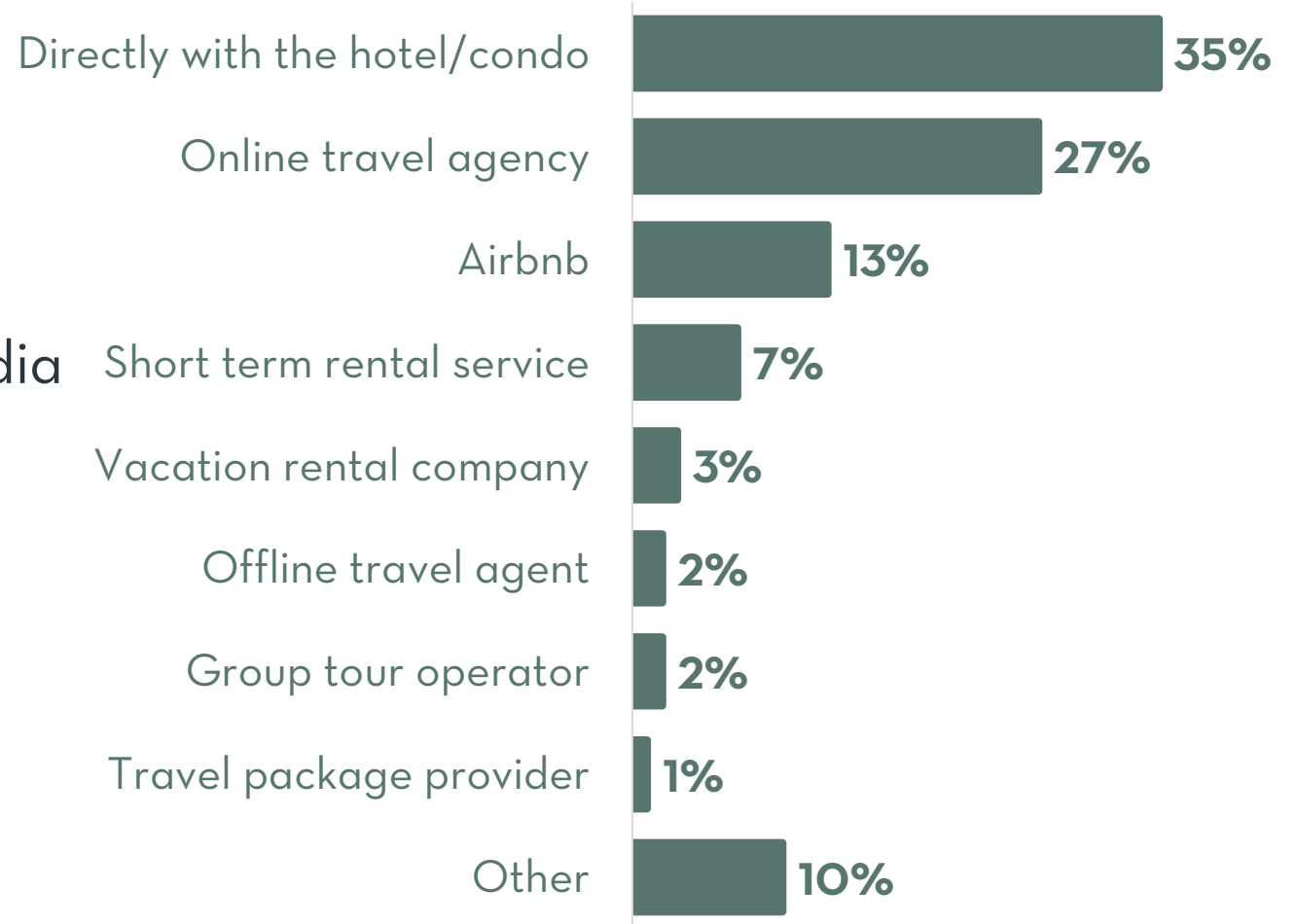
# ACCOMMODATIONS

- » Nearly **1 in 3** visitors to Downeast & Acadia stayed overnight at a hotel/motel/resort
- » About **1 in 5** visitors stayed with friends and relatives on their trip to Downeast & Acadia



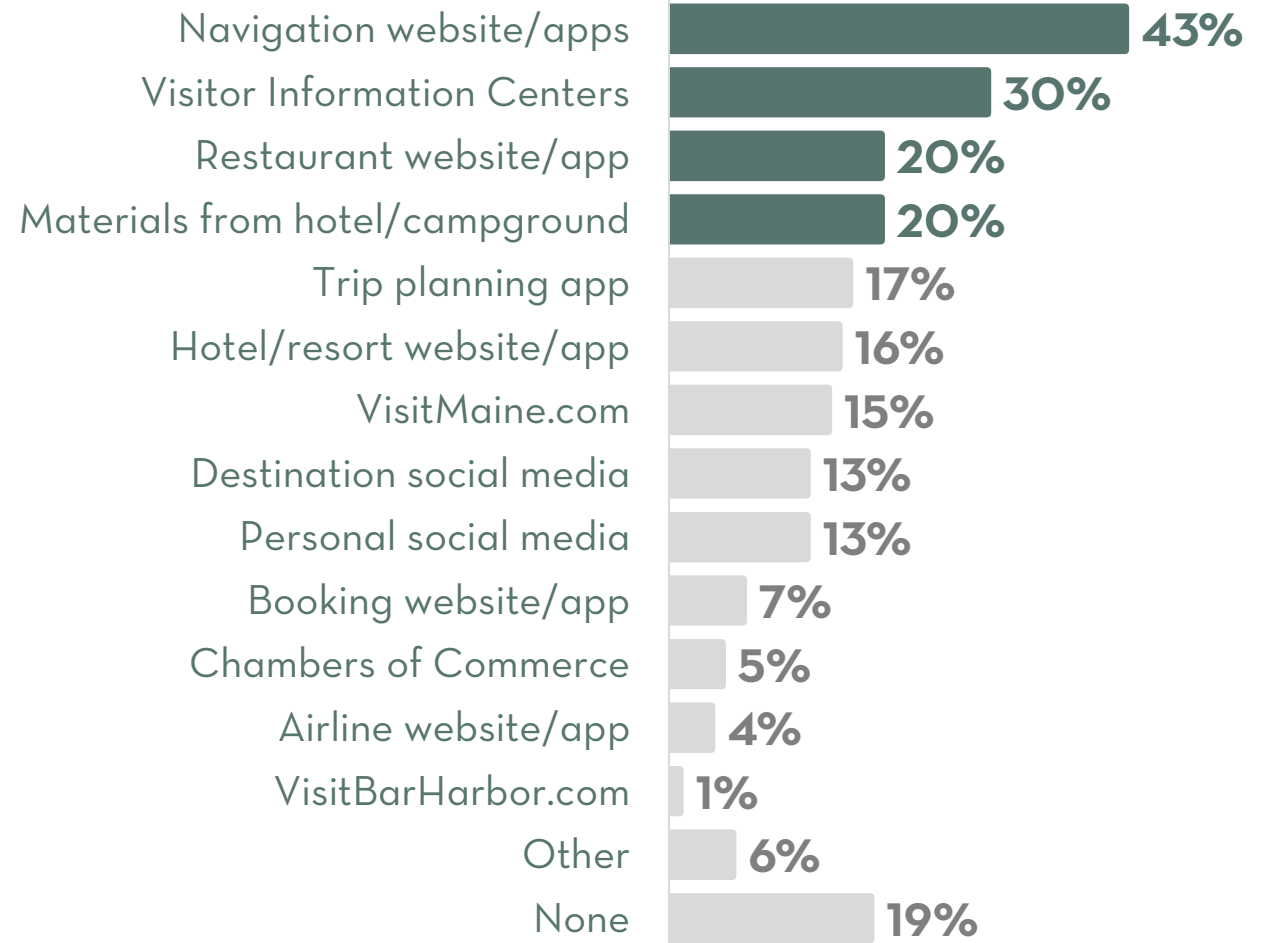
# BOOKING METHODS

» Over **1 in 3** visitors to Downeast & Acadia who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



# IN-MARKET VISITOR RESOURCES\*

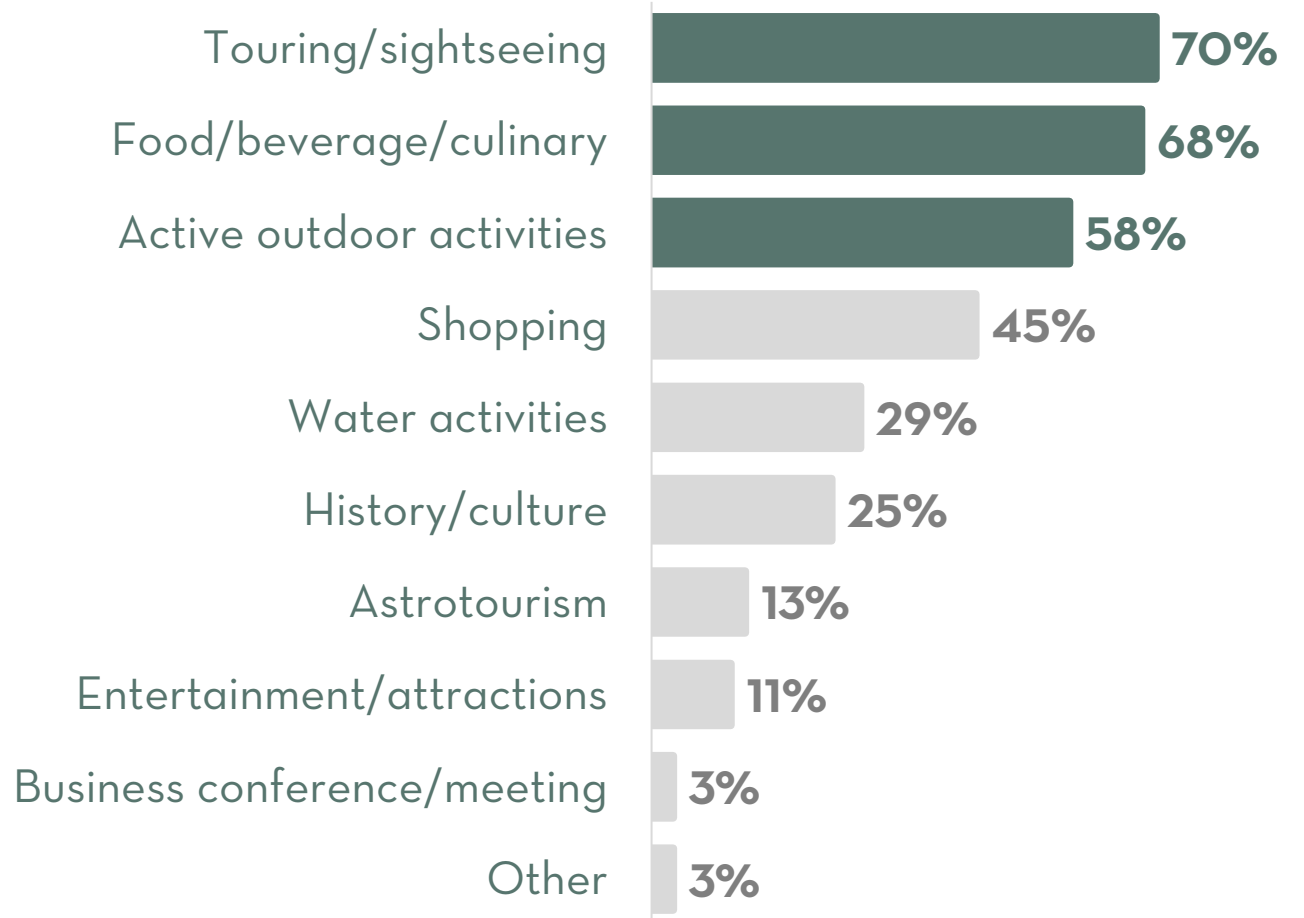
- » Visitors were more likely to rely on **navigation websites/apps** to plan activities in-market
- » **3 in 10** visitors used a Visitor Information Center
- » **1 in 5** visitors did not use any resources to plan activities while they were in Downeast & Acadia



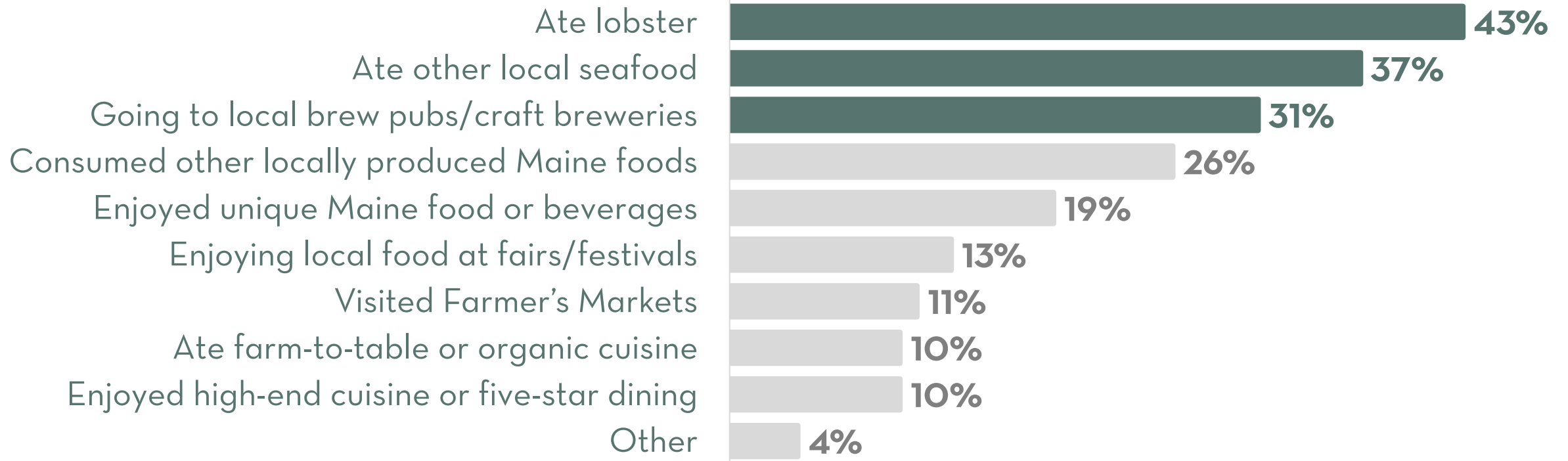


# VISITOR ACTIVITIES\*

- » **7 in 10** visitors went touring/sightseeing during their trip to Downeast & Acadia
- » **68%** of visitors engaged in food/beverage/culinary activities during their trip to Downeast & Acadia
- » Nearly **3 in 5** visitors participated in active outdoor activities during their trip to Downeast & Acadia

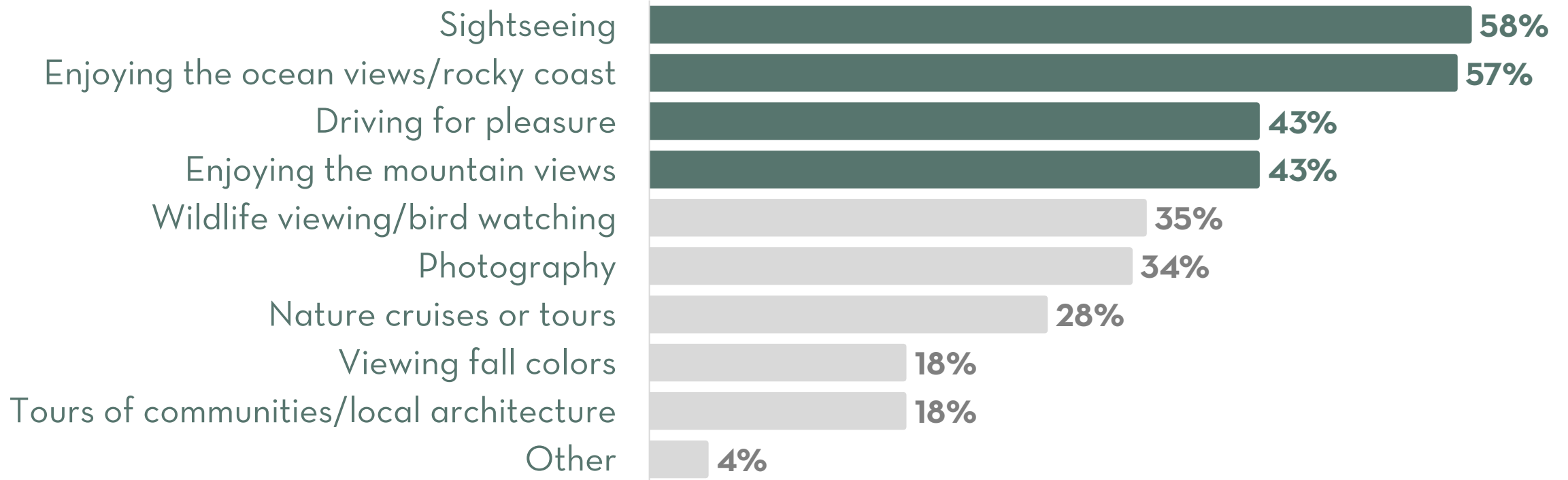


# FOOD & BEVERAGE ACTIVITIES\*

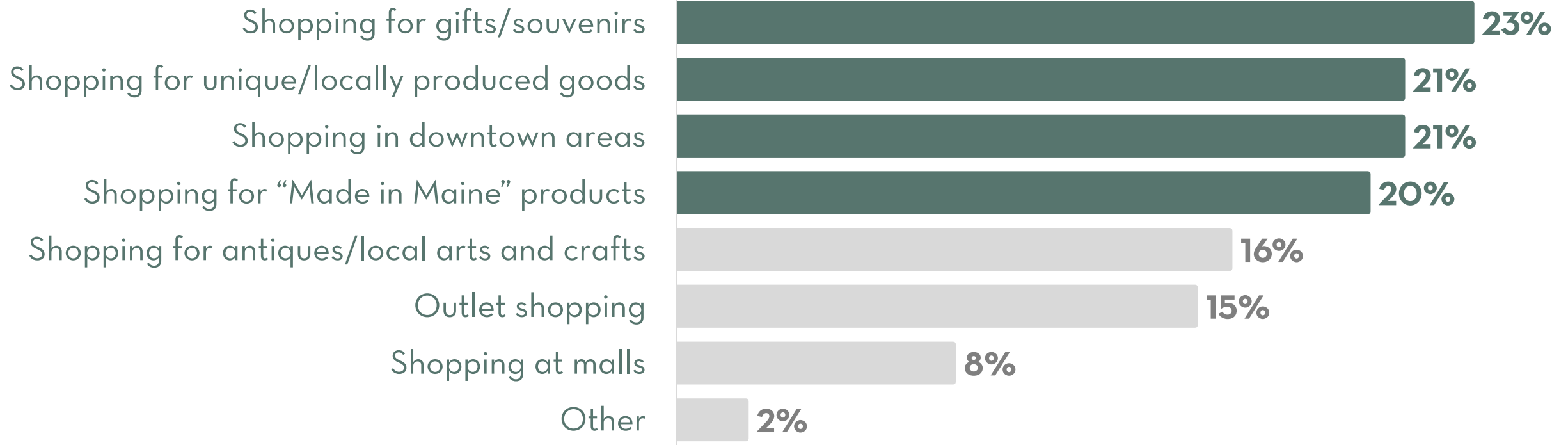


\*Multiple responses permitted.

# TOURING & SIGHTSEEING ACTIVITIES\*

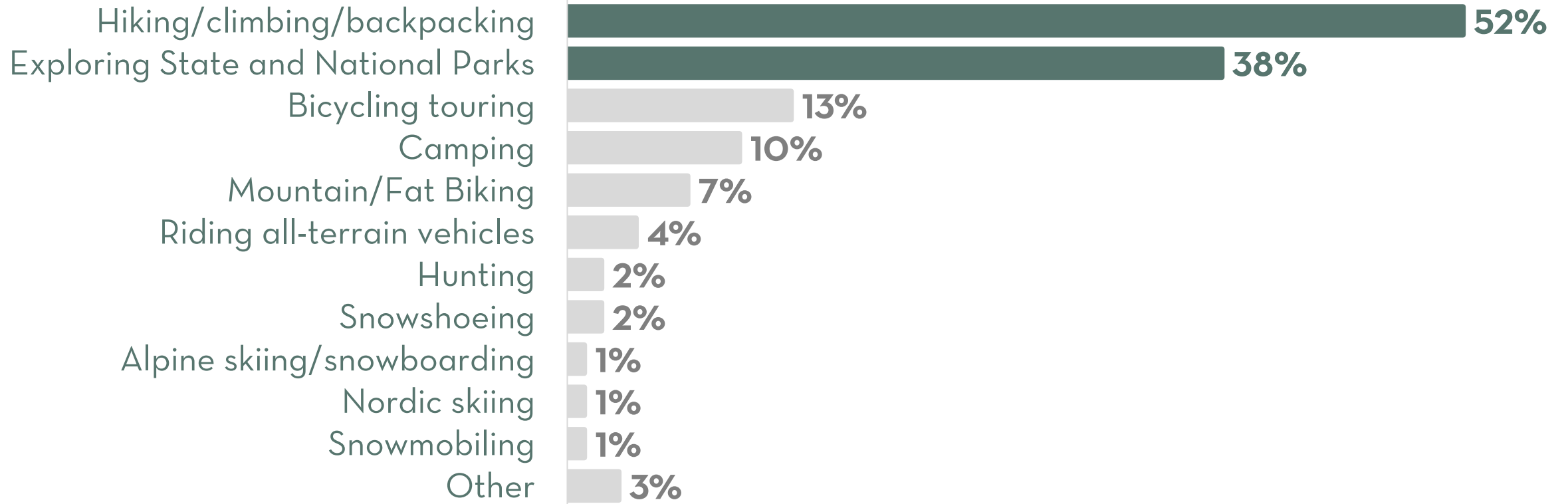


# SHOPPING ACTIVITIES\*

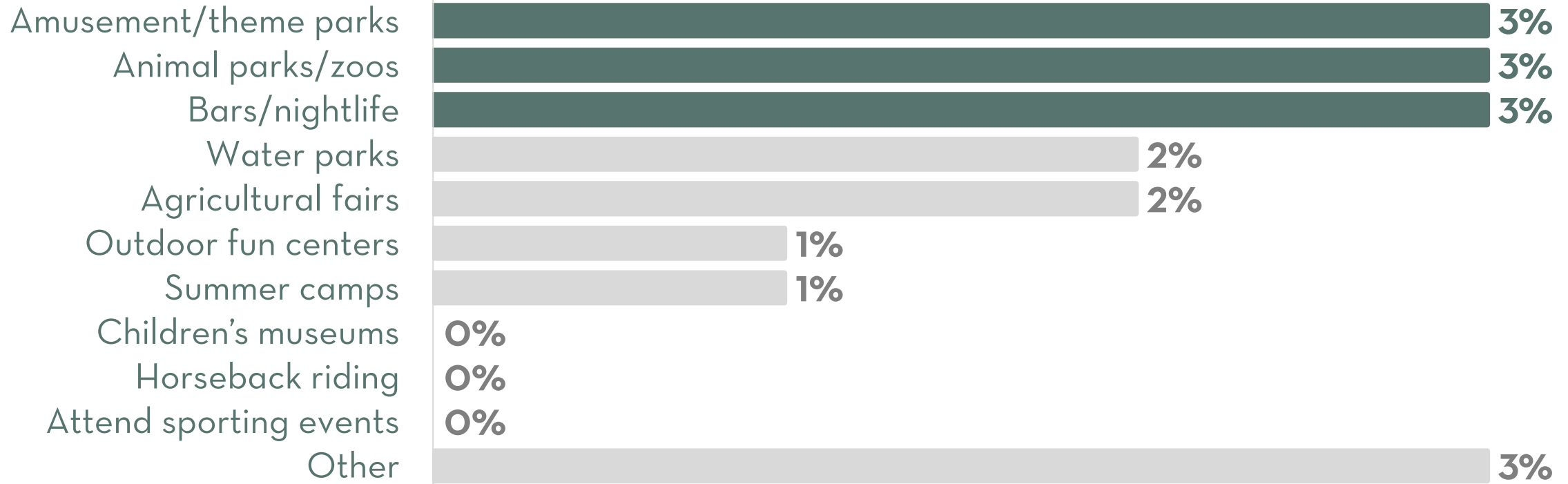




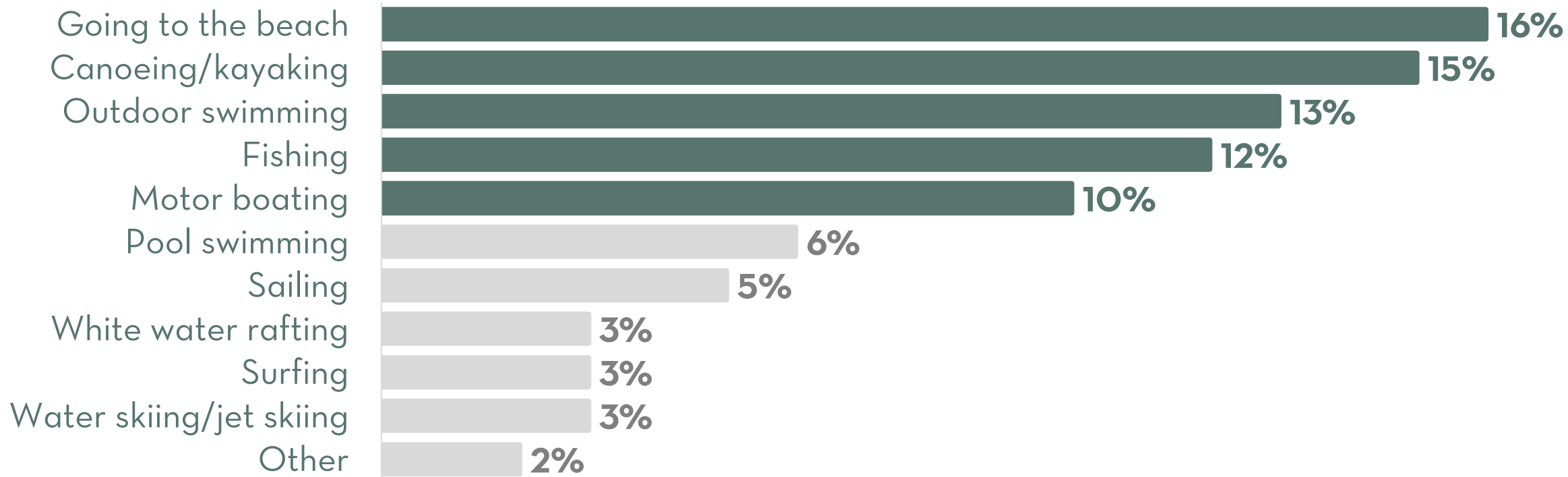
# ACTIVE OUTDOOR ACTIVITIES\*



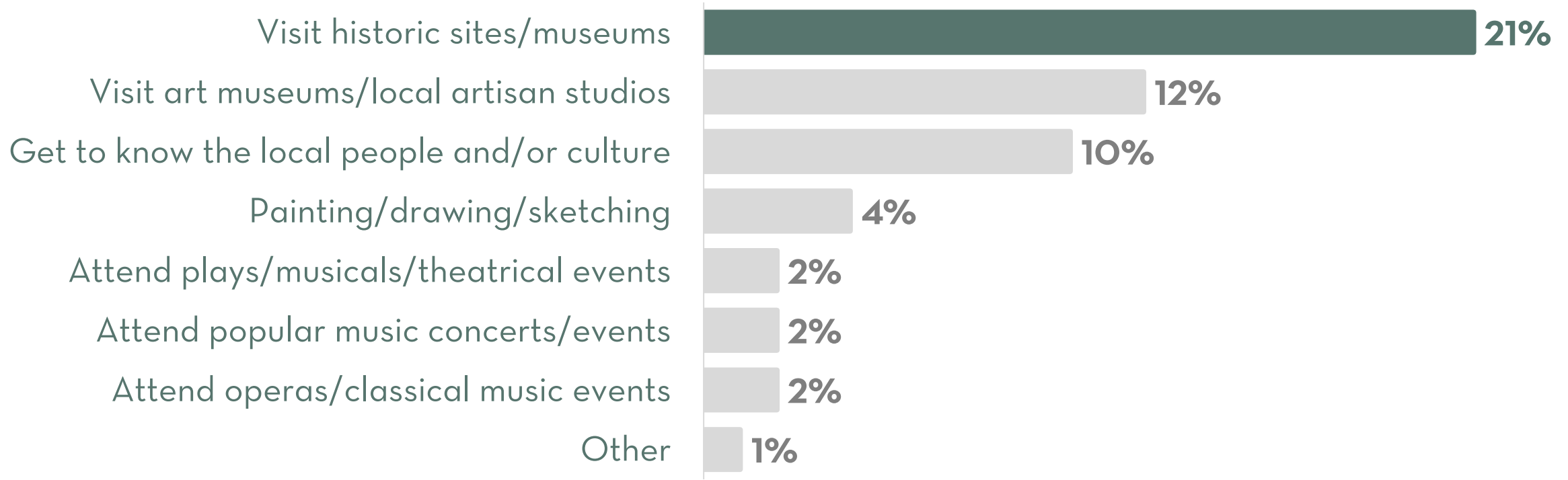
# ENTERTAINMENT ACTIVITIES\*



# WATER ACTIVITIES\*



# HISTORICAL & CULTURAL ACTIVITIES\*





# DAILY TRAVEL PARTY SPENDING

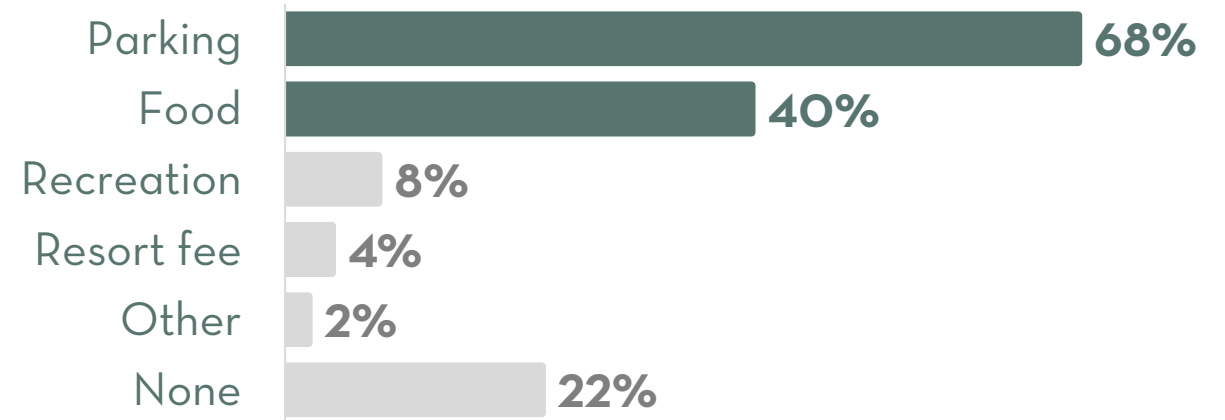
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$225	\$0	\$0
Restaurants	\$67	\$54	\$56
Groceries	\$29	\$45	\$19
Shopping	\$118	\$73	\$49
Activities & attractions	\$63	\$40	\$51
Transportation	\$65	\$26	\$23
Other	\$11	\$9	\$5
<b>Daily Spending</b>	<b>\$578</b>	<b>\$247</b>	<b>\$203</b>

# TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$1,218	\$0	\$0
Restaurants	\$359	\$539	\$56
Groceries	\$154	\$426	\$19
Shopping	\$650	\$755	\$49
Activities & attractions	\$335	\$381	\$51
Transportation	\$352	\$261	\$23
Other	\$57	\$82	\$5
<b>Trip Spending</b>	<b>\$3,125</b>	<b>\$2,444</b>	<b>\$203</b>

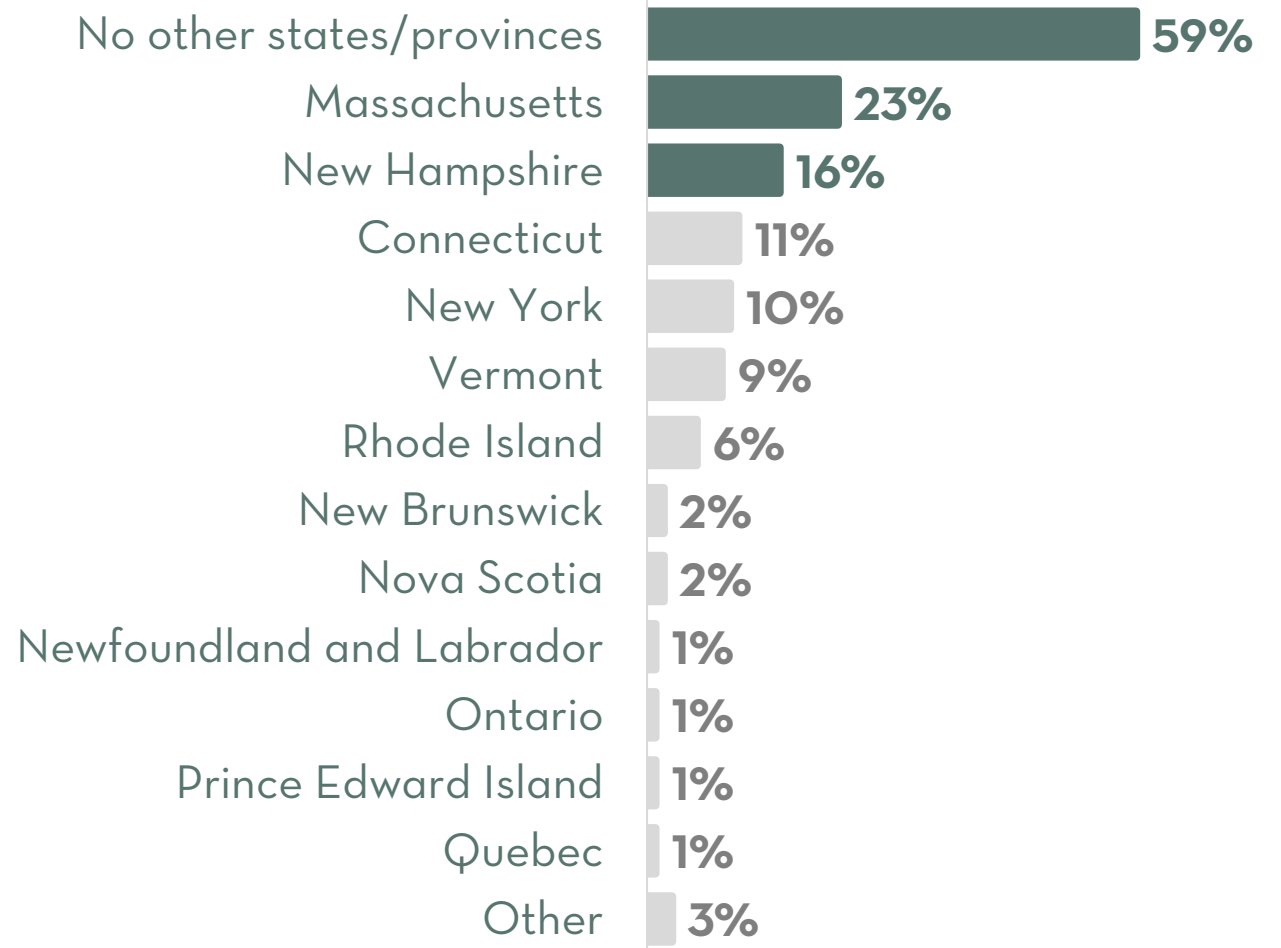
# LODGING AMENITIES\*

- » 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 **2 in 3** visitors
- » Food was included in accommodations' pricing for **40%** of visitors



# OTHER STATES & PROVINCES VISITED\*

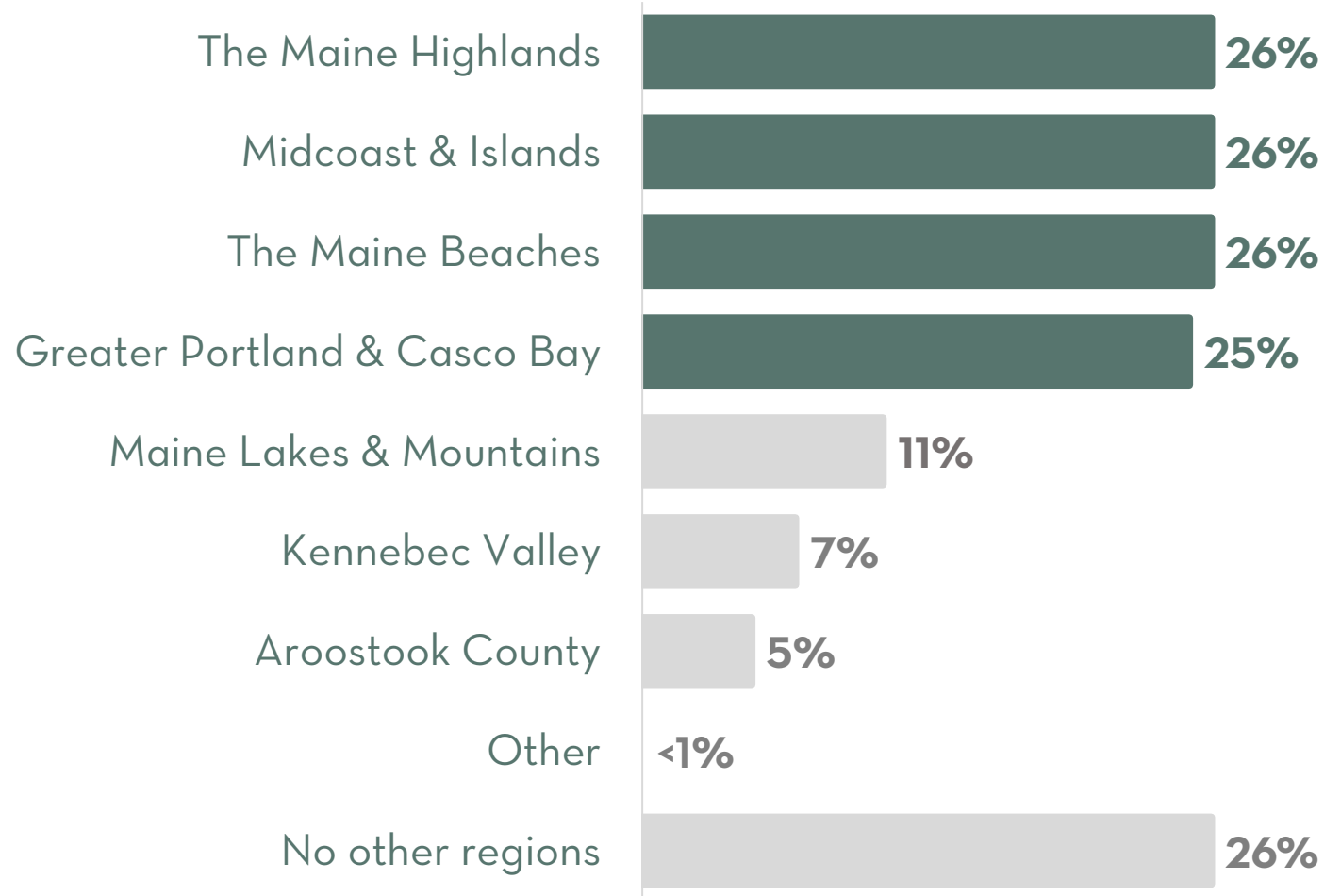
- » Nearly **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors continued to be **more likely** to visit U.S. states near Downeast & Acadia than they were to visit a Canadian province during their trip





# TRAVELING WITHIN MAINE\*

- » Over **1 in 4** visitors stayed within Downeast & Acadia during their trip in Maine, rather than traveling throughout the state
- » **1 in 4** visitors to Downeast & Acadia also traveled to the Midcoast & Islands, Maine Highlands, Maine Beaches, and Greater Portland & Casco Bay during their trip in Maine



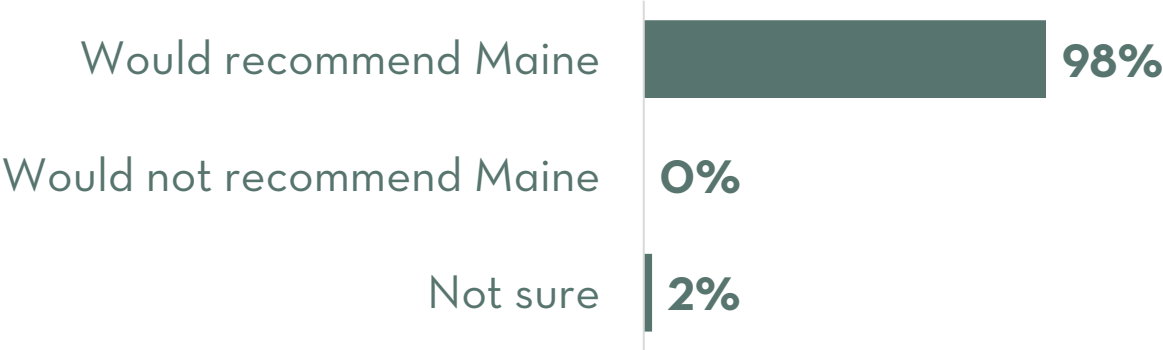
# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

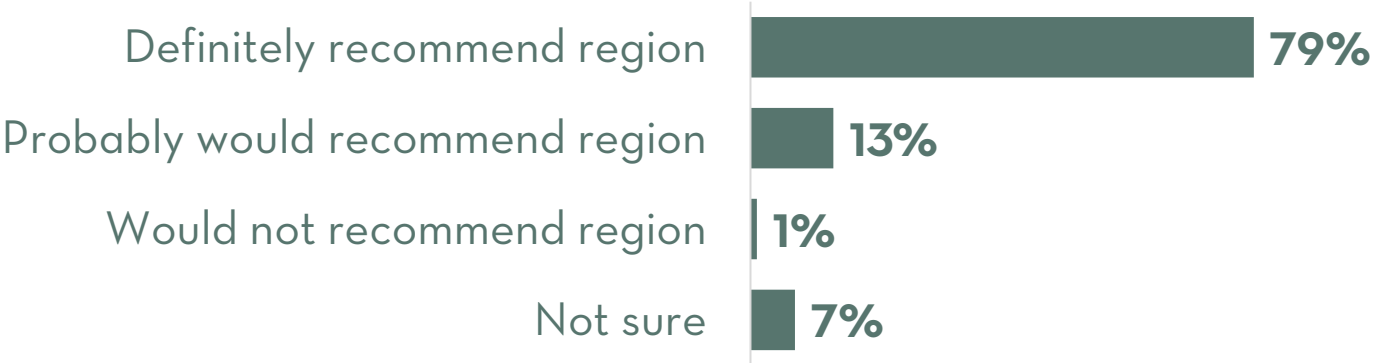
» **98%** of visitors to Downeast & Acadia would recommend that their friends and family choose Maine as their destination for a future visit or vacation

## Likelihood of Recommending Maine



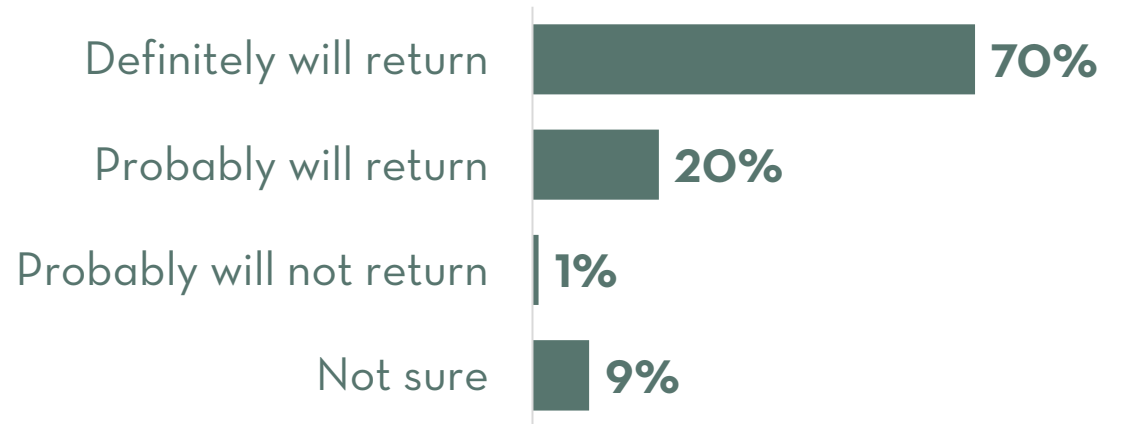
» **92%** of visitors would recommend that their friends and family visit Downeast & Acadia - **79%** would definitely recommend

## Likelihood of Recommending Region Visited



# LIKELIHOOD OF RETURNING TO MAINE

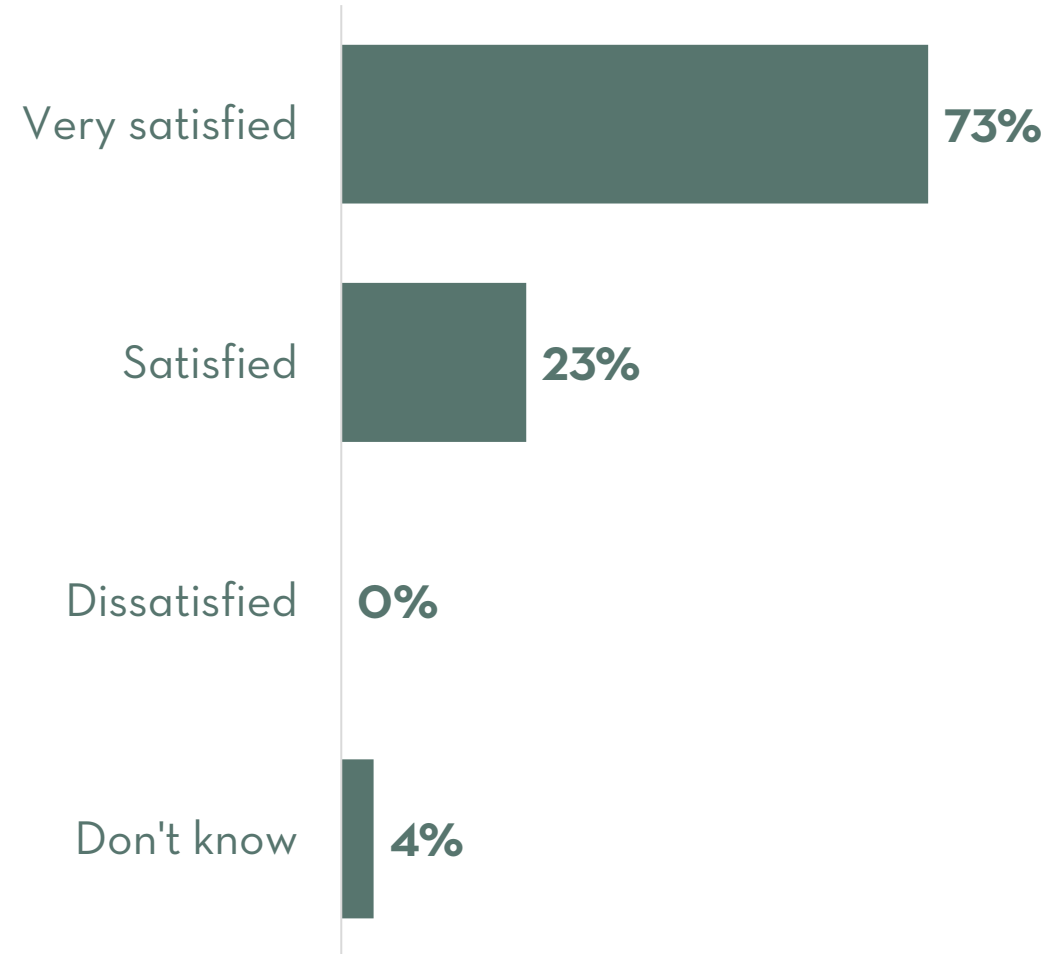
- » **90%** of visitors to Downeast & Acadia will return to Maine for a future visit or vacation



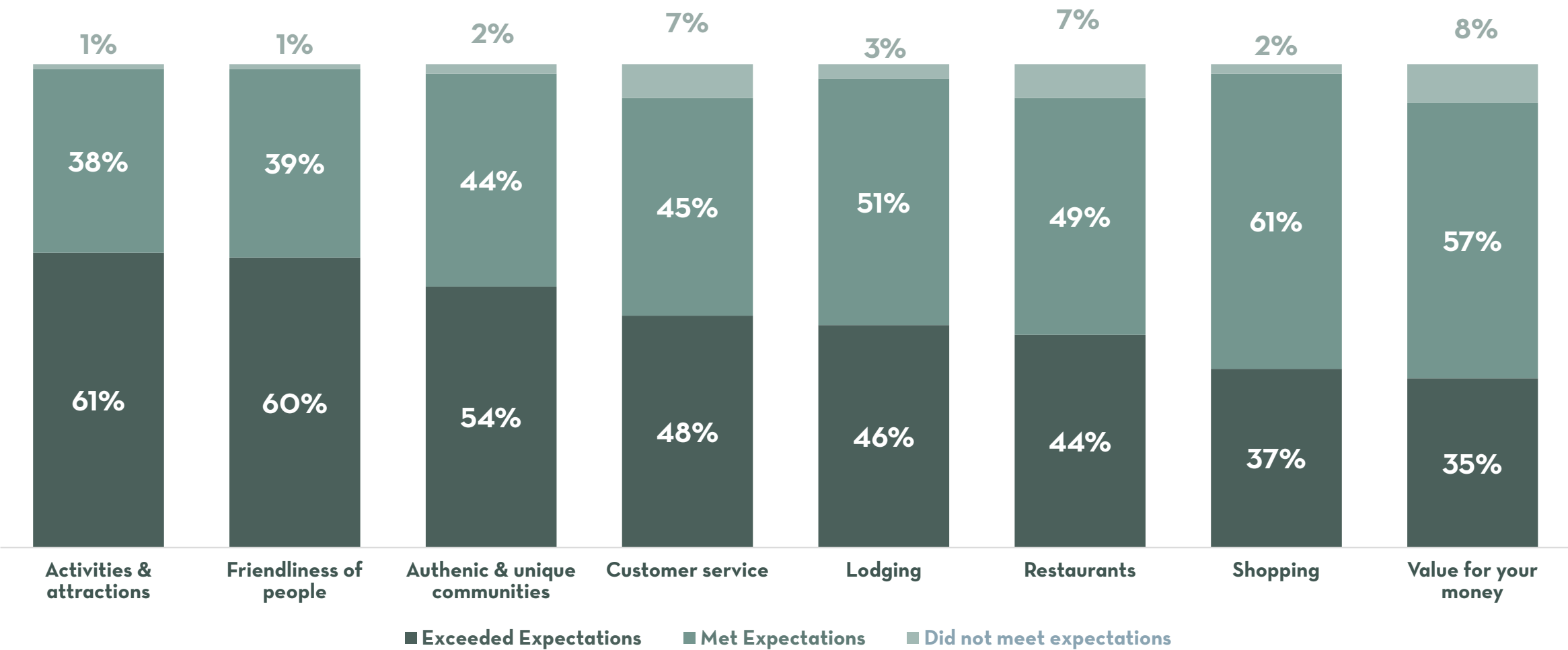


# SATISFACTION

- » **96%** of visitors to Downeast & Acadia were satisfied with their trip to Maine
- » Over **7 in 10** visitors were very satisfied with their trip to Maine

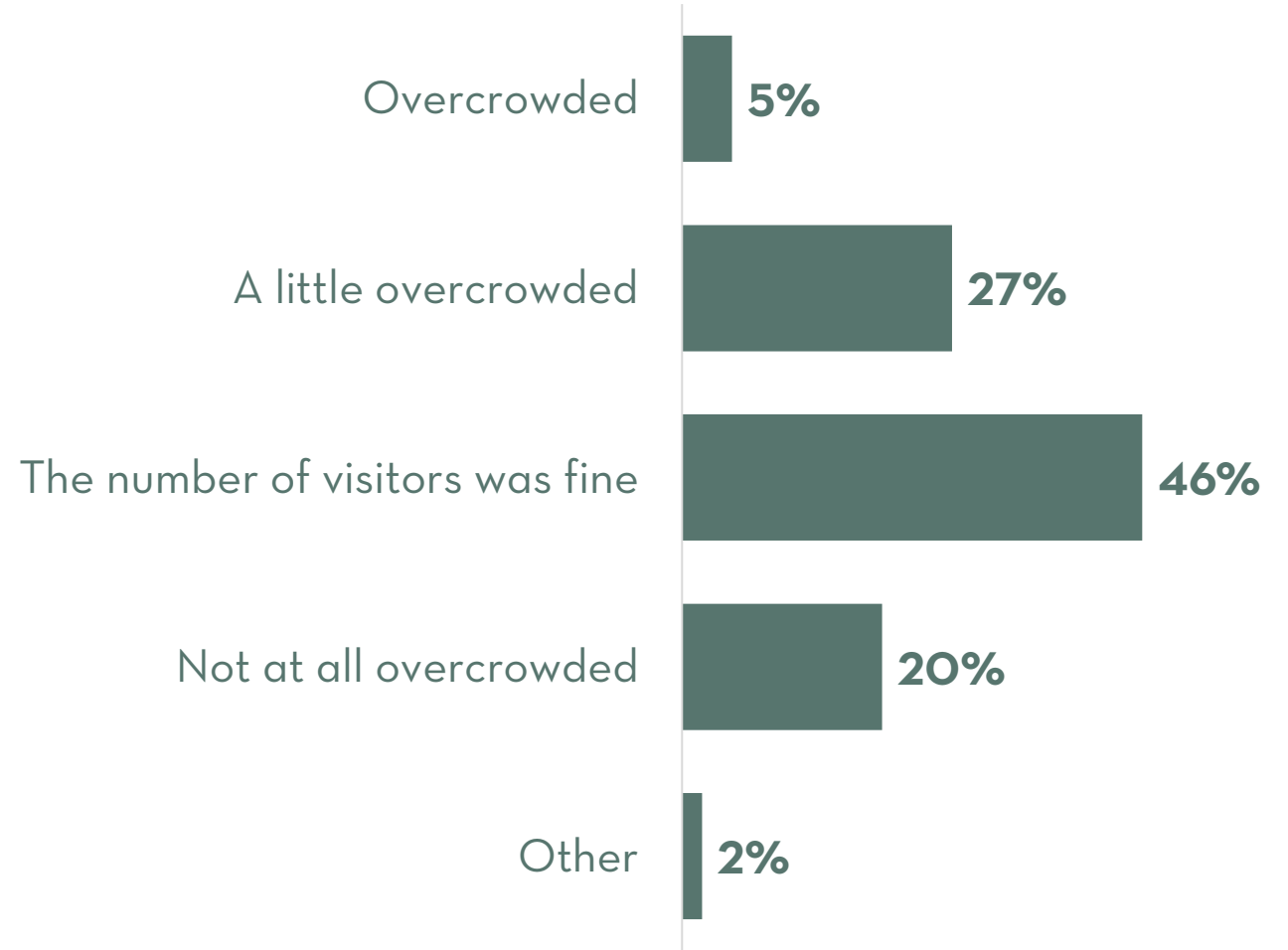


# TRIP EXPECTATIONS



# OVERCROWDING

- » **46%** of visitors to Downeast & Acadia thought the number of visitors during their trip was fine
- » **27%** 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	8%	9%
2 - 3 weeks	13%	11%
1 - 2 months	28%	25%
3 - 4 months	22%	23%
5 - 6 months	11%	13%
7 months - 1 year	8%	11%
More than 1 year	10%	8%
Days in Planning Cycle	61	67

Booking Window	2021	2022
A week or less	12%	14%
2 - 3 weeks	15%	14%
1 - 2 months	31%	27%
3 - 4 months	20%	22%
5 - 6 months	11%	11%
7 months - 1 year	7%	7%
More than 1 year	4%	5%
Days in Booking Window	52	54

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	2021	2022
Online search engines	39%	38%
VisitMaine.com	17%	21%
TripAdvisor	20%	20%
Hotel websites	16%	17%
Online travel agency	20%	17%
Airbnb	12%	14%
Traveler reviews/blogs/stories	10%	14%
DowneastAcadia.com	9%	12%
Airline websites	10%	9%
YouTube	7%	9%
MaineTourism.com	11%	9%
Facebook	7%	8%
VRBO/HomeAway	8%	7%
Instagram	7%	7%
TheMaineBeaches.com	3%	7%
VisitBarHarbor.com	7%	7%
Vacation rental websites	4%	5%
Visit Maine social media	4%	5%
MainesMidCoast.com	2%	4%
DiscoverNewEngland.com	2%	3%
VisitPortland.com	3%	3%
MaineLakesandMountains.com	2%	3%
VisitAroostook.com	0%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	2%	1%
Other	12%	8%
None	17%	16%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	2021	2022
Advice from friends/family	32%	37%
Travel guides/brochures	15%	16%
Articles or travelogues	9%	14%
Travel planning apps	9%	12%
AAA	8%	11%
Travel books & magazines	12%	10%
Called the Maine Office of Tourism	7%	7%
Visitor Guide	6%	6%
Visit Maine e-newsletter	2%	5%
Called local Chambers of Commerce	1%	2%
Travel agent	2%	2%
Called local convention and visitors bureaus	1%	1%
Called another Maine Tourism/Lodging Association	2%	1%
Other	6%	5%
None	40%	33%



# REASON FOR VISITING\*

Reasons for Visiting	2021	2022
Sightseeing/touring	45%	52%
Relax and unwind	43%	37%
Nature & bird watching	33%	35%
Visiting friends/relatives	19%	17%
Active outdoor activities	13%	13%
Attractions	7%	9%
Beach	9%	8%
Special occasion	6%	7%
Water activities	6%	5%
Shopping	4%	5%
Culture/museums/history	4%	4%
Special event	2%	3%
Conference/meeting	2%	3%
Sporting event	1%	1%
Snow activities	1%	1%
Astrotourism	1%	1%
Other	2%	8%

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	2021	2022
No other states/provinces	66%	61%
Massachusetts	12%	17%
New Hampshire	15%	17%
Vermont	11%	13%
New York	7%	8%
Rhode Island	4%	7%
Connecticut	3%	5%
Nova Scotia	2%	4%
New Brunswick	1%	2%
Ontario	1%	2%
Prince Edward Island	1%	2%
Quebec	1%	2%
Newfoundland and Labrador	1%	1%
Other	7%	5%

# ADVERTISING/PROMOTIONS

Recalled Advertising	2021	2022
Yes	34%	35%
No	53%	50%
Not sure	13%	15%

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Influenced by Advertising	2021	2022
Yes	NA	20%

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# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	2021	2022
Internet	36%	38%
Social media	34%	33%
Magazine	16%	17%
Cable or satellite television	18%	14%
VisitMaine.com	11%	13%
Traveler reviews/blogs	13%	13%
Newspaper	8%	12%
AAA	7%	11%
Maine travel/visitor guide	11%	10%
Radio	8%	10%
Online streaming service	8%	6%
Brochure	6%	6%
Music/podcast streaming	5%	4%
Billboard	4%	3%
Deal – based promotion	2%	1%
Other	8%	5%
Not sure	2%	3%



# TRIP PLANNING CYCLE : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	2021	2022
Maine	10%	11%
New England	28%	18%
Mid-Atlantic	29%	26%
Southeast	16%	15%
Southwest	4%	4%
Midwest	15%	13%
West	6%	5%
Canada	1%	4%
International	1%	4%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	2021	2022
Maine	10%	11%
Massachusetts	7%	8%
New York	10%	8%
Florida	7%	6%
Pennsylvania	6%	6%
Connecticut	4%	4%
New Jersey	5%	4%
New Hampshire	4%	3%
Ohio	3%	3%
Texas	3%	3%
Virginia	4%	3%

# ORIGIN MARKET

Origin Markets	2021	2022
New York City <sup>1</sup>	10%	9%
Washington DC - Baltimore <sup>2</sup>	5%	5%
Boston	4%	5%
Philadelphia	3%	3%
Atlanta	2%	2%
Chicago	2%	2%
Bangor	1%	2%

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

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

# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2021	2022
Traveled alone	12%	12%
As a couple	46%	47%
As a family	30%	28%
With business associates	1%	1%
In a tour group	9%	2%
With other couples/friends	1%	10%
Other	1%	<1%
Average Travel Party Size	2.9	3.3



# TRAVEL WITH CHILDREN\*

Children in Travel Party	2021	2022
No children	80%	83%
Children younger than 6	6%	5%
Children 6 – 12	10%	9%
Children 13 – 17	9%	8%

Gender	2021	2022
Male	47%	47%
Female	53%	53%

# DEMOGRAPHIC PROFILE

Age	2021	2022
Under 25	6%	5%
25 – 34	18%	18%
35 – 44	19%	22%
45 – 54	19%	19%
55 – 65	20%	19%
Over 65	18%	17%
Median Age	49	48

Race/Ethnicity	2021	2022
White	88%	87%
Asian	6%	6%
Hispanic	3%	4%
Black	2%	2%
Indigenous	<1%	<1%
Other	1%	1%

# LIFESTYLE PROFILE

Marital Status	2021	2022
Single/widowed	22%	22%
Married/living with partner	78%	78%

Employment Status	2021	2022
Employed full-time	58%	59%
Employed part-time	7%	7%
Contract/freelance/temporary employee	7%	7%
Retired	21%	20%
Not currently employed	3%	3%
Student	4%	4%

# LIFESTYLE PROFILE

Household Income	2021	2022
Less than \$25,000	4%	5%
\$25,000 - \$49,999	8%	8%
\$50,000 - \$74,999	16%	14%
\$75,000 - \$99,999	22%	18%
\$100,000 - \$149,999	24%	28%
\$150,000 - \$199,999	13%	13%
\$200,000 - \$249,999	4%	5%
\$250,000 or more	9%	9%
Median Household Income	\$100,000	\$108,900

# LIFESTYLE PROFILE

Educational Attainment	2021	2022
High school or less	6%	5%
Some college or technical school	13%	14%
College or technical school graduate	47%	47%
Graduate school	34%	34%



# NEW & RETURNING VISITORS

Previous Trips to Maine	2021	2022
This is my first time	39%	39%
2 - 5 times	30%	31%
6 - 10 times	10%	10%
11+ times	21%	20%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	2021	2022
Drove to Maine	75%	70%
Flew into Boston Logan Intl	3%	10%
Flew into Bangor Intl Airport	9%	8%
Flew into Portland Intl Jetport	6%	6%
Took a motor coach tour or bus	3%	3%
Flew into another airport	2%	1%
Other	1%	2%

# LENGTH OF STAY

Nights Stayed	2021	2022
Not staying overnight	19%	19%
1 night	2%	3%
2 nights	8%	9%
3 nights	13%	16%
4 nights	14%	15%
5+ nights	44%	38%
Average Length of Stay	4.1	4.7

# ACCOMMODATIONS

Accommodations	2021	2022
Hotel/motel/resort	34%	32%
Vacation rental home	12%	12%
Personal second home	10%	9%
Campground/RV Park	7%	8%
Bed & Breakfast/Inn	8%	7%
Friends/family home	5%	7%
Wilderness camping	3%	3%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	2%	2%
Not spending the night	19%	19%



# BOOKING

Booking Methods	2021	2022
Directly with the hotel/condo	40%	35%
Online travel agency	24%	27%
Airbnb	12%	13%
Short term rental service	7%	7%
Vacation rental company	3%	3%
Offline travel agent	1%	2%
Group tour operator	2%	2%
Travel package provider	1%	1%
Other	10%	10%

# IN-MARKET RESOURCES\*

In-Market Resources	2021	2022
Navigation website/apps	47%	43%
Visitor Information Centers	32%	30%
Restaurant website/app	19%	20%
Materials from hotel/campground	19%	20%
Trip planning app	14%	17%
Hotel/resort website/app	18%	16%
VisitMaine.com	11%	15%
Destination social media	10%	13%
Personal social media	12%	13%
Booking website/app	7%	7%
Chambers of Commerce	3%	5%
Airline website/app	3%	4%
VisitBarHarbor.com	1%	1%
Other	6%	6%
None	19%	19%

# ACTIVITIES\*

Activities	2021	2022
Touring/sightseeing	71%	70%
Food/beverage/culinary	70%	68%
Active outdoor activities	59%	58%
Shopping	43%	45%
Water activities	33%	29%
History/culture	22%	25%
Astrotourism	6%	13%
Entertainment/attractions	6%	11%
Business conference/meeting	1%	3%
Other	2%	3%

# FOOD & BEVERAGE ACTIVITIES\*

Food & Beverage Activities	2021	2022
Ate lobster	50%	43%
Ate other local seafood	46%	37%
Going to local brew pubs/craft breweries	29%	31%
Consumed other locally produced Maine foods	25%	26%
Enjoyed unique Maine food or beverages	23%	19%
Enjoying local food at fairs/festivals	10%	13%
Visited Farmer's Markets	10%	11%
Ate farm-to-table or organic cuisine	12%	10%
Enjoyed high-end cuisine or five-star dining	12%	10%
Other	3%	4%

# TOURING & SIGHTSEEING ACTIVITIES\*

Touring & Sightseeing Activities	2021	2022
Sightseeing	57%	58%
Enjoying the ocean views/rocky coast	60%	57%
Driving for pleasure	45%	43%
Enjoying the mountain views	43%	43%
Wildlife viewing/bird watching	31%	35%
Photography	35%	34%
Nature cruises or tours	28%	28%
Viewing fall colors	18%	18%
Tours of communities/local architecture	18%	18%
Other	3%	4%



# SHOPPING ACTIVITIES\*

Shopping Activities	2021	2022
Shopping for gifts/souvenirs	23%	23%
Shopping for unique/locally produced goods	14%	21%
Shopping in downtown areas	15%	21%
Shopping for “Made in Maine” products	14%	20%
Shopping for antiques/local arts and crafts	8%	16%
Outlet shopping	14%	15%
Shopping at malls	10%	8%
Other	3%	2%

# ACTIVE OUTDOOR ACTIVITIES\*

Active Outdoor Activities	2021	2022
Hiking/climbing/backpacking	54%	52%
Exploring State and National Parks	43%	38%
Bicycling touring	13%	13%
Camping	10%	10%
Mountain/Fat Biking	6%	7%
Riding all-terrain vehicles	4%	4%
Hunting	2%	2%
Snowshoeing	2%	2%
Alpine skiing/snowboarding	2%	1%
Nordic skiing	0%	1%
Snowmobiling	1%	1%
Other	3%	3%

# ENTERTAINMENT ACTIVITIES\*

Entertainment Activities	2021	2022
Amusement/theme parks	2%	3%
Animal parks/zoos	2%	3%
Bars/nightlife	2%	3%
Water parks	1%	2%
Agricultural fairs	1%	2%
Outdoor fun centers	1%	1%
Summer camps	1%	1%
Children's museums	1%	0%
Horseback riding	1%	0%
Attend sporting events	1%	0%
Other	2%	3%

# WATER ACTIVITIES\*

Water Activities	2021	2022
Going to the beach	17%	16%
Canoeing/kayaking	16%	15%
Outdoor swimming	15%	13%
Fishing	11%	12%
Motor boating	10%	10%
Pool swimming	3%	6%
Sailing	7%	5%
White water rafting	1%	3%
Surfing	0%	3%
Water skiing/jet skiing	3%	3%
Other	3%	2%

# HISTORY/CULTURE ACTIVITIES\*

History/Culture Activities	2021	2022
Visit historic sites/museums	19%	21%
Visit art museums/local artisan studios	11%	12%
Get to know the local people and/or culture	10%	10%
Painting/drawing/sketching	2%	4%
Attend plays/musicals/theatrical events	3%	2%
Attend popular music concerts/events	2%	2%
Attend operas/classical music events	2%	2%
Other	0%	1%



# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	2021	2022
No other states/provinces	63%	59%
Massachusetts	20%	23%
New Hampshire	21%	16%
Connecticut	6%	11%
New York	11%	10%
Vermont	9%	9%
Rhode Island	4%	6%
New Brunswick	1%	2%
Nova Scotia	1%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	0%	1%
Quebec	0%	1%
Other	4%	3%

# TRAVELING IN MAINE\*

Maine Regions Visited	2021	2022
The Maine Highlands	26%	26%
Midcoast & Islands	28%	26%
The Maine Beaches	29%	26%
Greater Portland & Casco Bay	36%	25%
Maine Lakes & Mountains	10%	11%
Kennebec Valley	10%	7%
Aroostook County	6%	5%
Other	<1%	<1%
No other regions	17%	26%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2021	2022
Would recommend Maine	99%	98%
Would not recommend Maine	0%	0%
Not sure	1%	2%

Recommending Regions	2021	2022
Definitely recommend region	78%	79%
Probably would recommend region	10%	13%
Would not recommend region	1%	1%
Not sure	11%	7%

# SATISFACTION

Satisfaction	2021	2022
Very satisfied	NA	73%
Satisfied	NA	23%
Dissatisfied	NA	0%
Don't know	NA	4%



# RETURNING TO MAINE

Returning to Maine	2021	2022
Definitely will return	73%	70%
Probably will return	20%	20%
Probably will not return	1%	1%
Not sure	6%	9%

# TRIP EXPECTATIONS

Exceeded Expectations	2021	2022
Activities & attractions	56%	61%
Friendliness of people	57%	60%
Authentic & unique communities	50%	54%
Customer service	45%	48%
Lodging	41%	46%
Restaurants	45%	44%
Shopping	36%	37%
Value for your money	35%	35%

# OVERCROWDING

Overcrowding	2021	2022
Overcrowded	NA	5%
A little overcrowded	NA	27%
The number of visitors was fine	NA	46%
Not at all overcrowded	NA	20%
Other	NA	2%

# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

694 interviews were completed with visitors to Downeast & Acadia online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1<sup>st</sup>, 2021 and November 30<sup>th</sup>, 2022.

## Economic Impact

Total economic impact of tourism on Downeast & Acadia is a function of direct spending by visitors to Downeast & Acadia, 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 Downeast & Acadia. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Downeast & Acadia's multiplier is 1.45.



# DOWNEAST & ACADIA

## 2022 Economic Impact & Visitor Tracking Report

DECEMBER 2021 – NOVEMBER 2022

Downs & St. Germain Research  
850 – 906 – 3111 | [contact@dsg-research.com](mailto:contact@dsg-research.com)

