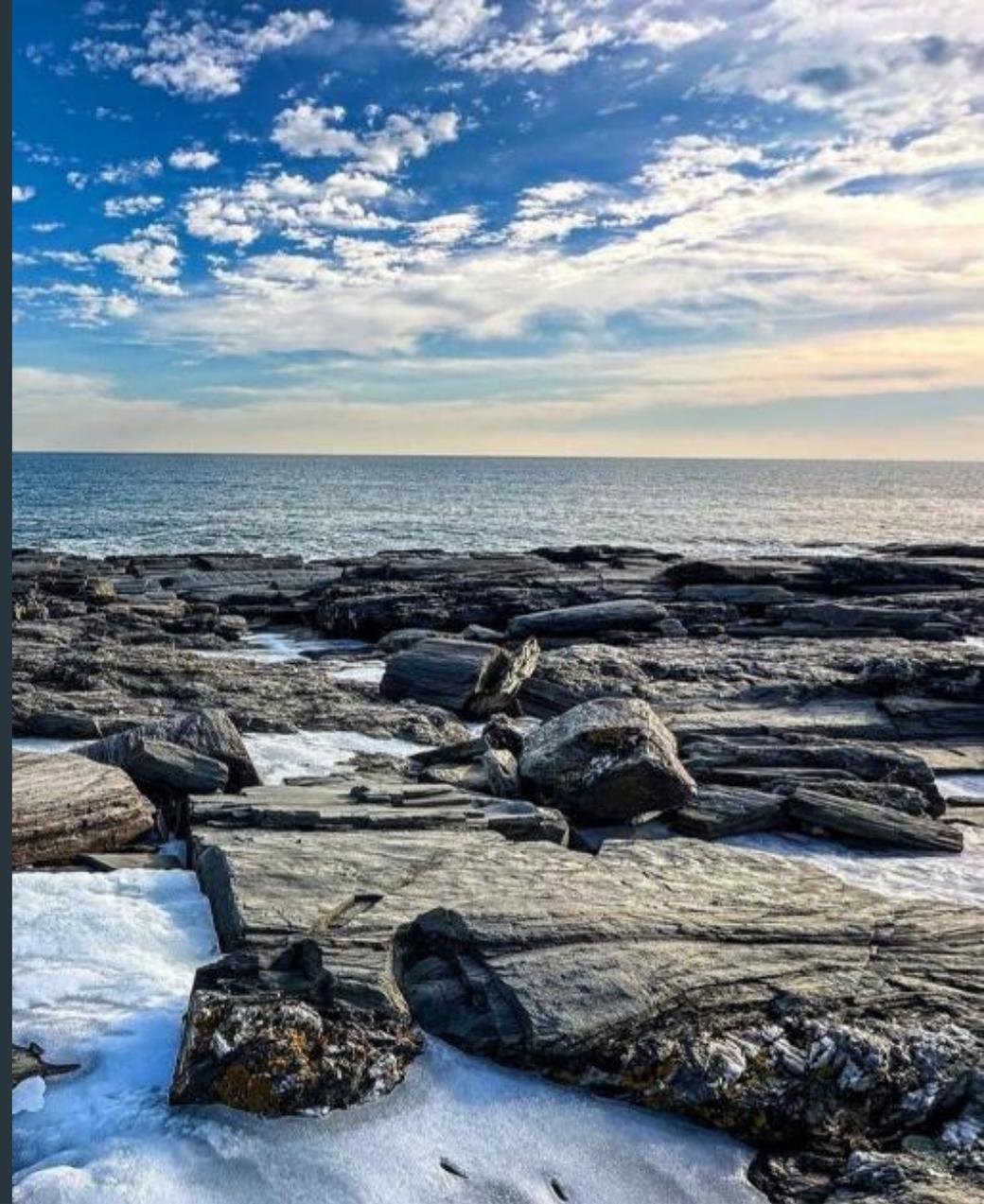


MAINE OFFICE OF TOURISM

2022 Profile of Canadian Visitors

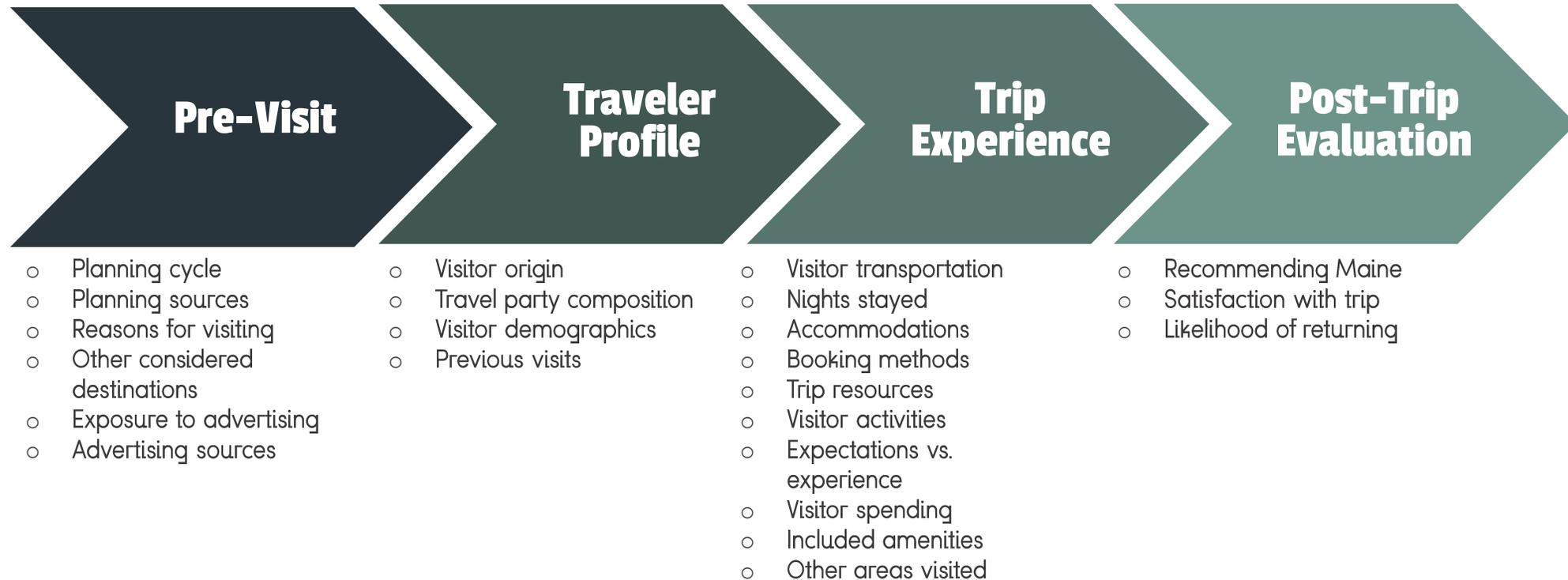
DECEMBER 2021 – NOVEMBER 2022



INTRODUCTION



STUDY OBJECTIVES: VISITOR JOURNEY



CANADIAN VISITORS

Canadian visitors are more likely to:

- » Use online resources to plan their trip, especially VisitMaine.com and hotel websites
- » Come to Maine to go to the beach
- » Stay in hotels motels and resorts
- » Use online travel agencies to book their accommodations
- » Use navigation apps and go to visitor information centers when in Maine
- » Engage in touring/sightseeing and water activities
- » Stay in one region of Maine

Canadian visitors are less likely to:

- » Notice advertising
- » Engage in active outdoor activities
- » Think Maine is crowded

EXECUTIVE SUMMARY



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **75%** of Canadian visitors started planning their trip a month or more in advance of their trip
- » Typical trip planning cycle began **55 days** before the trip
- » **3 in 5** Canadian visitors have a booking window of less than 3 months
- » Typical booking cycle began **50 days** before the trip



TOP ONLINE TRIP PLANNING SOURCES*

9 in 10 Canadian visitors used one or more online resources to help them plan their trip in Maine



44% Online search engines



27% Hotel websites



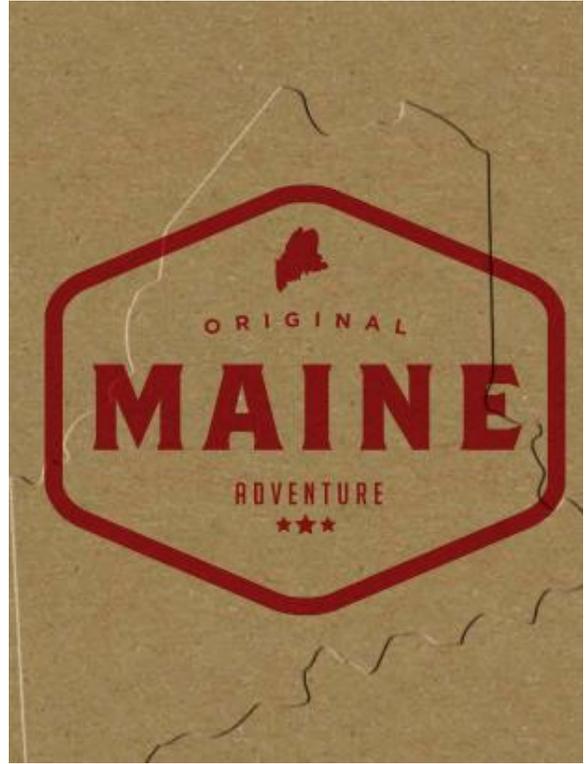
27% VisitMaine.com

*Multiple responses permitted.

TOP OTHER TRIP PLANNING SOURCES*



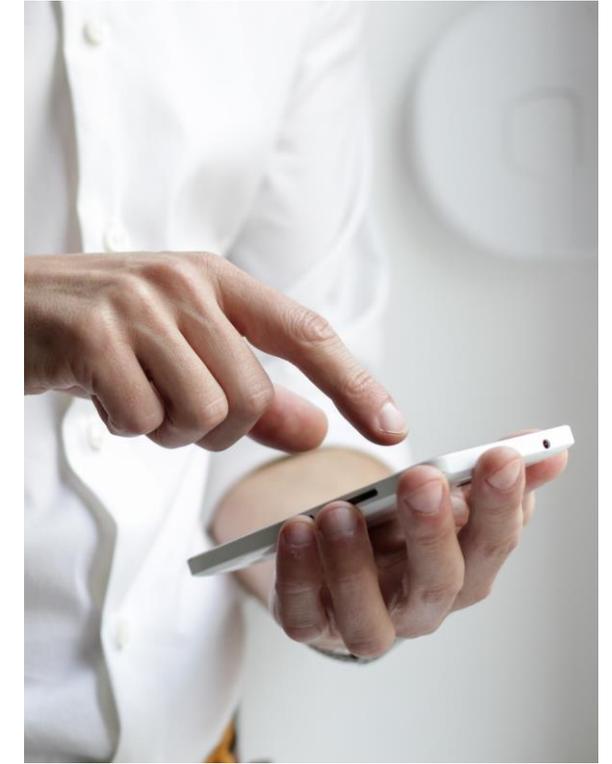
41% Advice from friends/family



23% Travel guides/brochures



20% Articles or travelogues



20% Travel planning apps

*Multiple responses permitted.

TOP REASONS FOR VISITING*



43% Relax and unwind



36% Sightseeing/touring



28% Beach

*Multiple responses permitted.

CONSIDERING MAINE AS A DESTINATION

» **2 in 3** Canadian visitors considered visiting **only** Maine while planning their trips



PRE-TRIP EXPOSURE TO ADVERTISING

- » **32%** of Canadian visitors noticed advertisements, travel stories, or promotions about *Maine* prior to their trip
- » This information influenced **21%** of all Canadian visitors to visit *Maine*

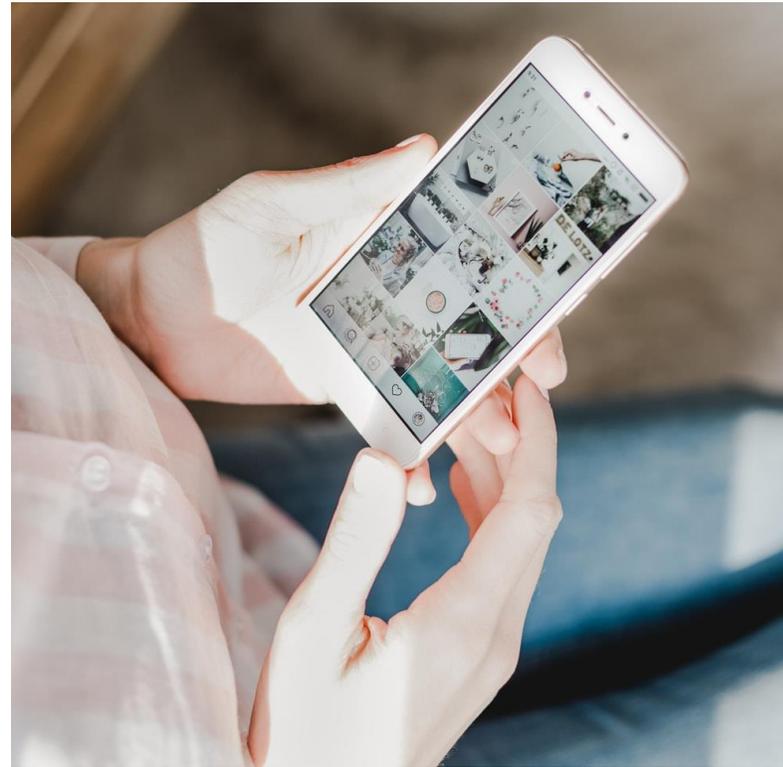


TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 32% of Canadian visitors who noticed advertising



45% Internet



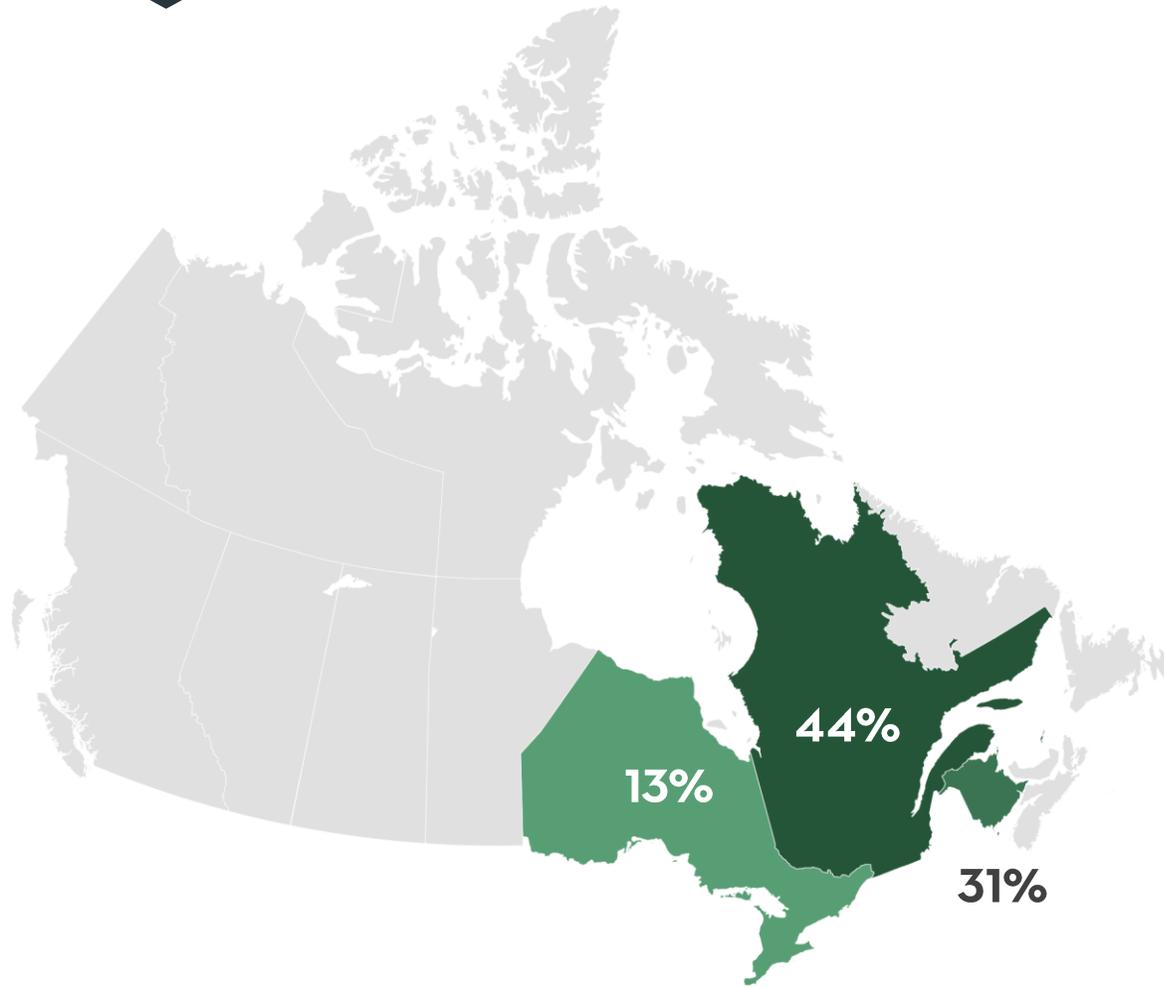
28% Social media

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



TOP ORIGIN PROVINCES



88%

of Canadian visitors traveled from **3** Canadian provinces

TOP ORIGIN MARKETS



12% Montreal



9% Fredericton



9% Quebec City

TRAVEL PARTIES

The typical Maine visitor traveled with **2.7** people in their visitor party



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



DEMOGRAPHIC PROFILE

» The typical Maine visitor:

- » Is **50** years old¹
- » Female² - **53%**
- » Is white - **83%**



¹Median age.

²Of Canadian visitors interviewed.

LIFESTYLE PROFILE

- » The typical Maine visitor:
 - » Is a college graduate - **78%**
 - » Is married/in a domestic partnership - **81%**
 - » Is employed full-time - **53%**
 - » Has an annual household income¹ of **\$94,200**



¹Median household income.

NEW & RETURNING VISITORS

- » **17%** of Canadian visitors were traveling in *Maine* for the first time
- » **29%** of Canadian visitors had previously traveled in *Maine* more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **87%** of Canadian visitors drove to their Maine destination
- » **5%** of Canadian visitors took a motor coach or bus



NIGHTS STAYED

- » **83%** of Canadian visitors spent one or more nights in Maine
- » Typical Canadian visitors stayed **4.6*** nights in Maine on their trip



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

TOP ACCOMMODATIONS



44% Hotel/motel/resort



17% Did not stay overnight



12% Campground/RV Park

TOP IN-MARKET VISITOR RESOURCES*

Nearly **9 in 10** Canadian visitors used one or more in-market resources to help them plan places to go while in Maine



58% Navigation websites/apps



42% Visitor Information Centers

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



68% Food/beverage/ culinary



67% Touring/sightseeing



53% Shopping

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

- » Nearly **2 in 3** Canadian visitors did not visit any other U.S. state or Canadian province on their trip to Maine



TRAVELING WITHIN MAINE

» Nearly **2 in 5** Canadian visitors traveled to regions other than their primary destination during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE & ITS REGIONS

- » **98%** of Canadian visitors would recommend Maine to a friend or relative as a vacation destination
- » **98%** of Canadian visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip
 - » **76%** would definitely recommend



LIKELIHOOD OF RETURNING TO MAINE

- » **86%** of Canadian visitors will return to Maine for a future visit or vacation
- » **63%** of Canadian visitors will “definitely return” in the future



SATISFACTION

- » **98%** of Canadian visitors were satisfied with their trip to Maine
- » About **2 in 5** Canadian visitors said activities & attractions and friendliness of people exceeded their expectations



OVERCROWDING

- » **48%** of Canadian visitors thought the number of visitors during their trip to Maine was fine
- » **24%** of Canadian visitors though it was a little overcrowded



DETAILED FINDINGS



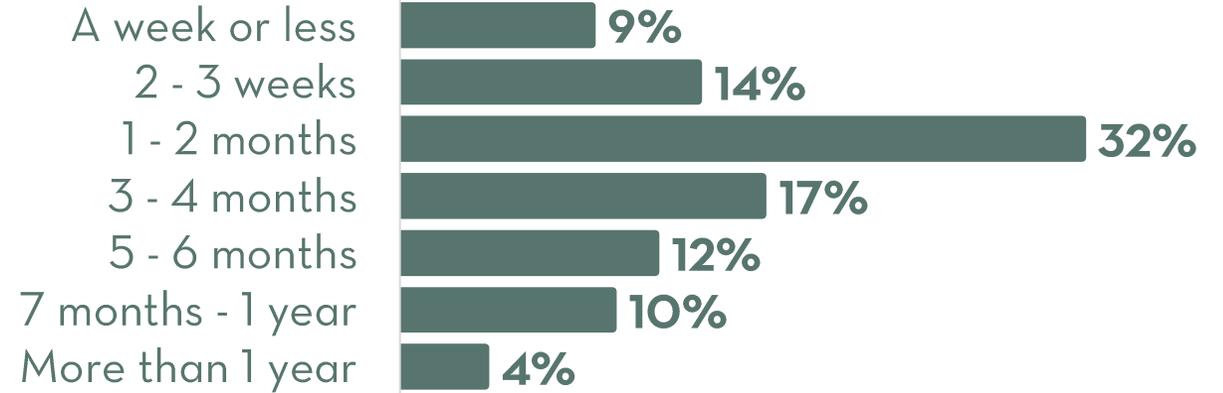
TRIP PLANNING CYCLE : PRE-VISIT



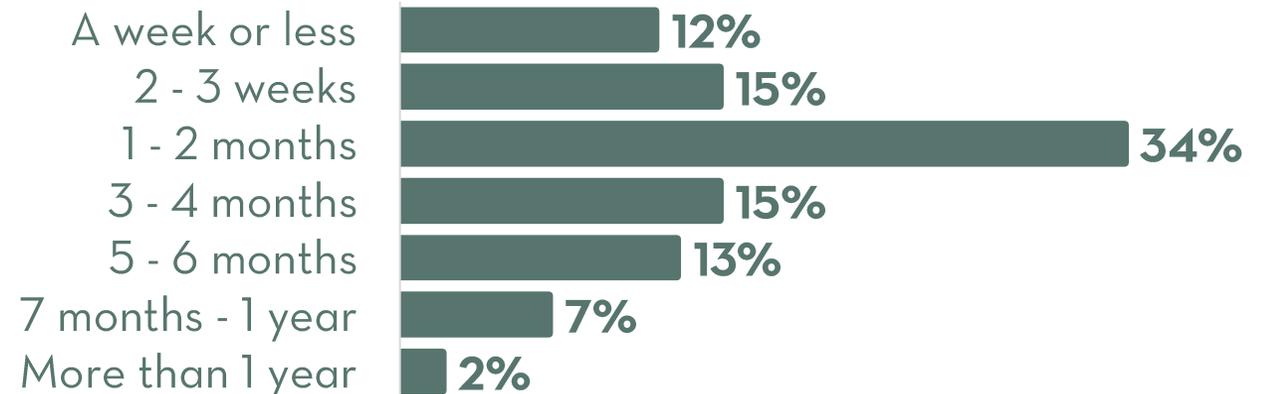
TRIP PLANNING CYCLE

- » Typical Canadian visitors began planning their trip **55 days** in advance
- » **75%** of Canadian visitors started planning their trip a month or more in advance of their trip
- » Typical Canadian visitors booked their accommodations **50 days** in advance
- » **3 in 5** Canadian visitors have a booking window of less than 3 months

Beginning of Trip Cycle

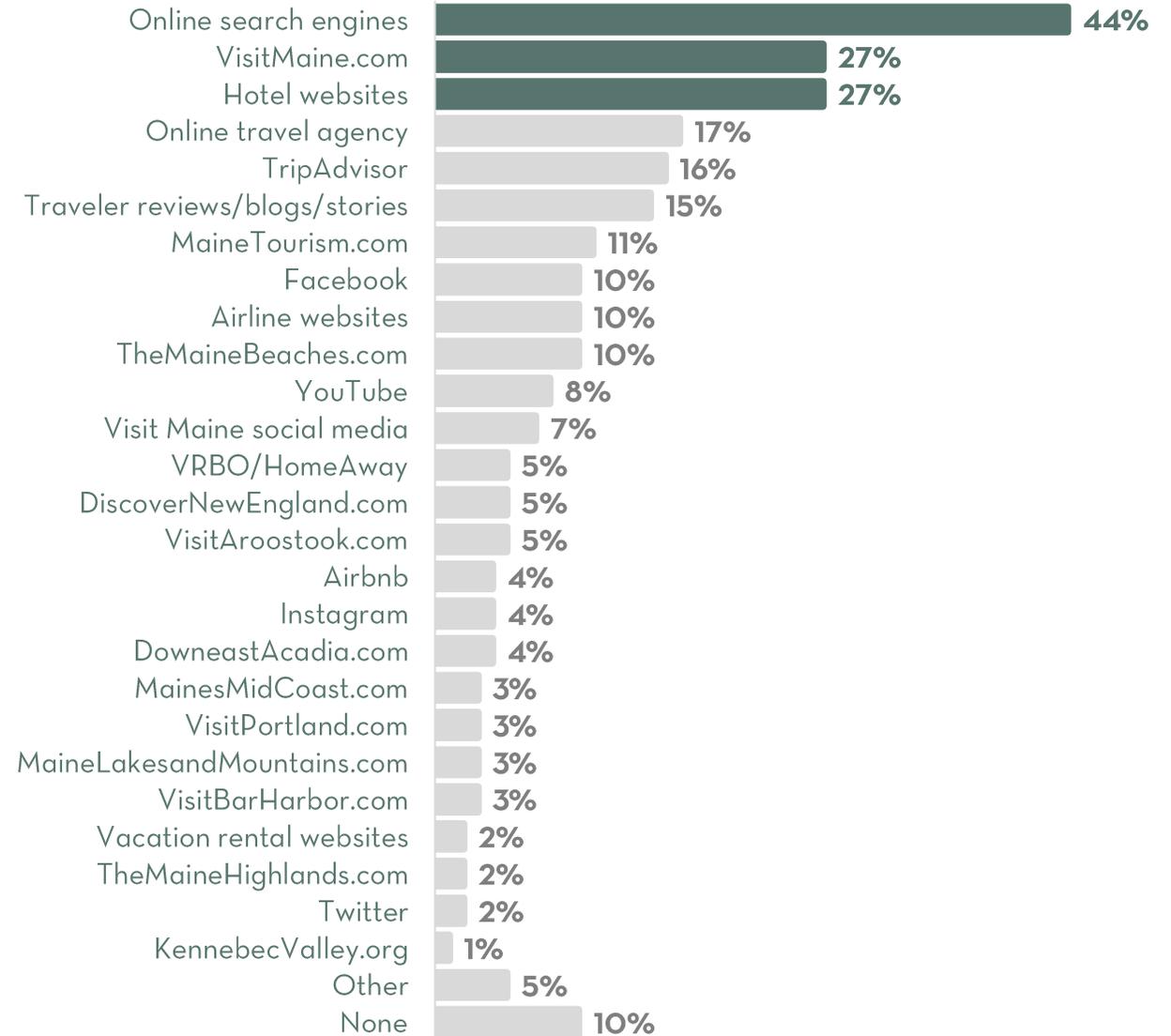


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

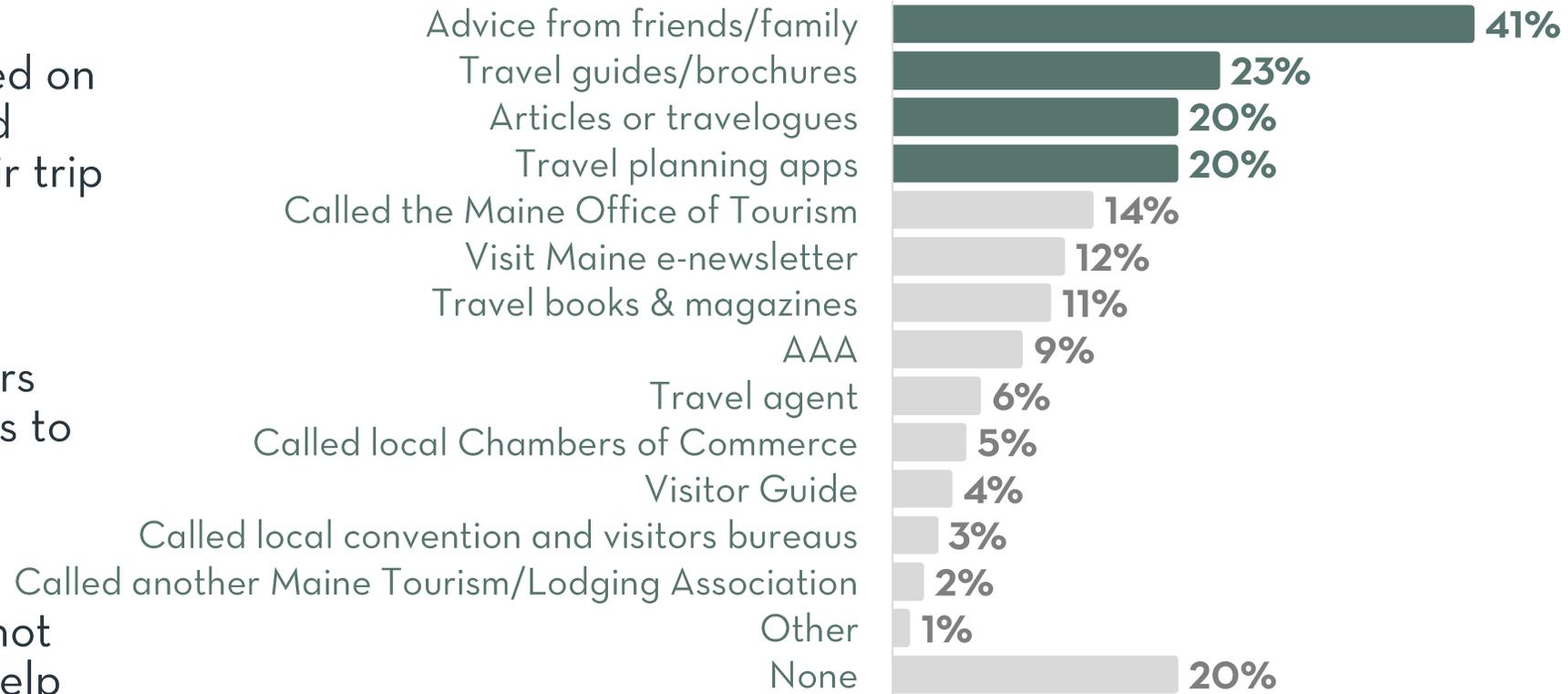
- » **9 in 10** Canadian visitors used one or more online resources to help them plan their trip in Maine
- » Over **2 in 5** Canadian visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Over **1 in 4** Canadian visitors used VisitMaine.com and hotel websites



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

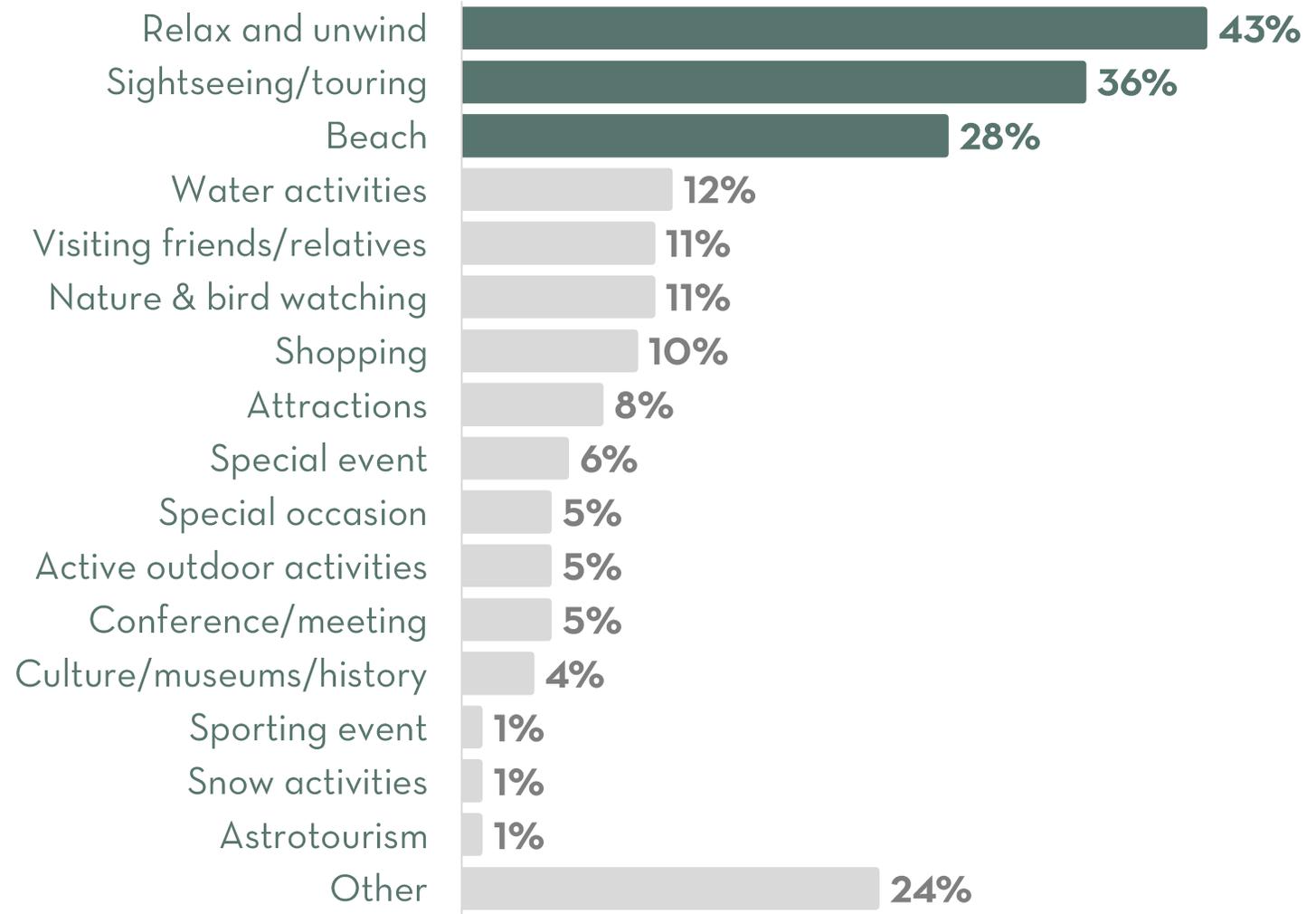
- » **2 in 5** Canadian visitors relied on advice from their friends and family to help them plan their trip in Maine
- » About **1 in 4** Canadian visitors used travel guides/brochures to help plan their trip in Maine
- » **1 in 5** Canadian visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

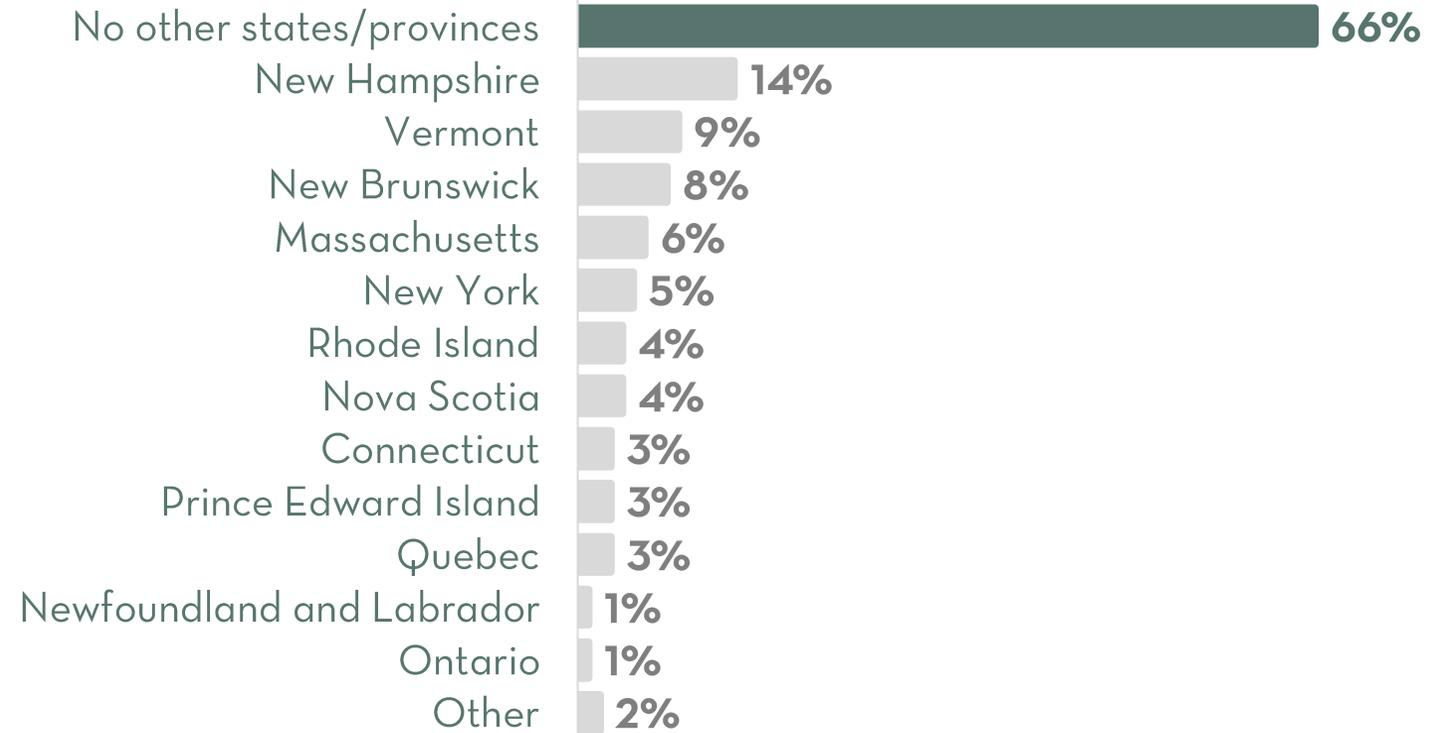
- » Over **2 in 5** Canadian visitors visited Maine to relax and unwind
- » Over **1 in 3** Canadian visitors came to Maine to go sightseeing and touring
- » Nearly **3 in 10** Canadian visitors visited Maine for the beach



*Multiple responses permitted.

OTHER STATES & PROVINCES CONSIDERED*

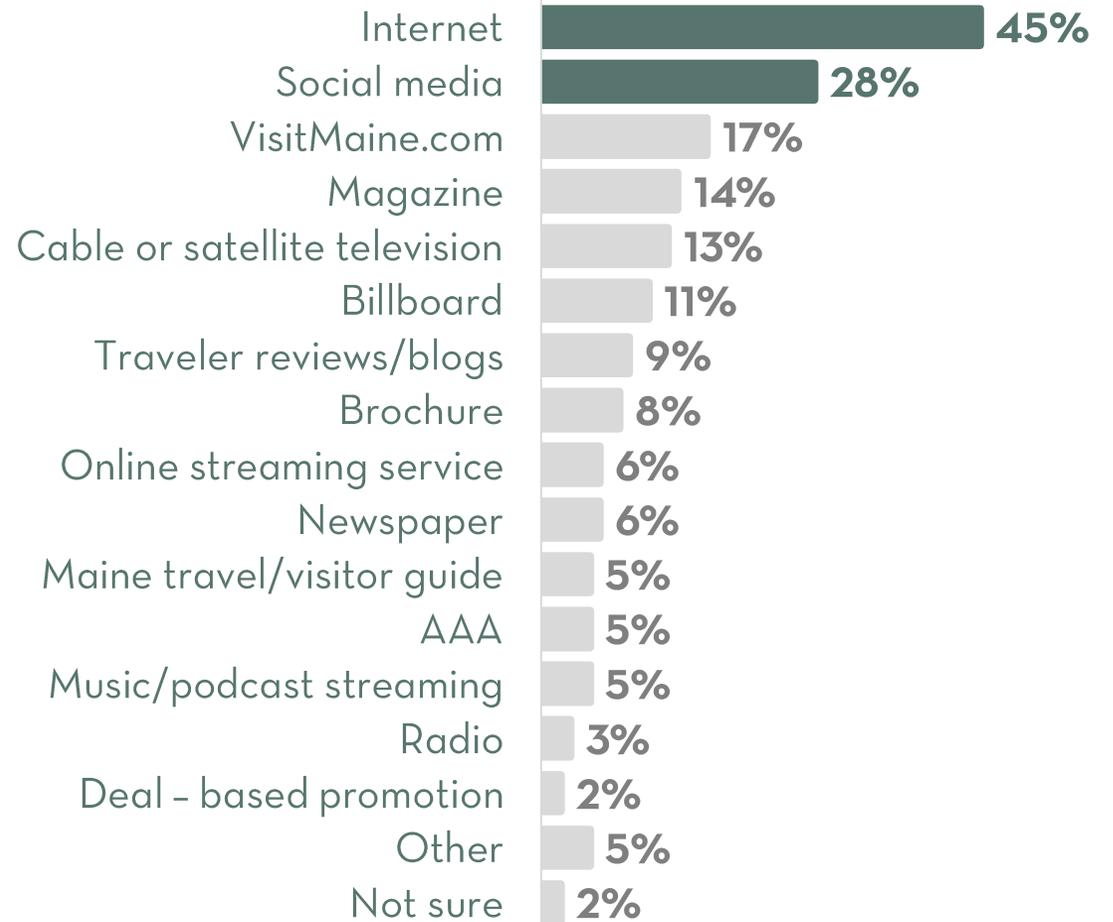
- » **2 in 3** Canadian visitors considered visiting **only** Maine
- » As other destinations and international borders opened up for visitation, potential Canadian visitors now have many more destination options to choose from



PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **1 in 3** Canadian visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on the **internet** or **social media**
- » This information influenced **21%** of all Canadian Canadian visitors to visit Maine

Base: 32% of Canadian visitors who noticed advertising



*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



TOP ORIGIN PROVINCES

- » **98%** of Canadian Canadian visitors traveled from **6** Canadian provinces
- » **44%** of Canadian visitors traveled to Maine from Quebec

Provinces	Percent
Quebec	44%
New Brunswick	31%
Ontario	13%
Nova Scotia	8%
Alberta	1%
Prince Edward Island	1%

ORIGIN MARKETS

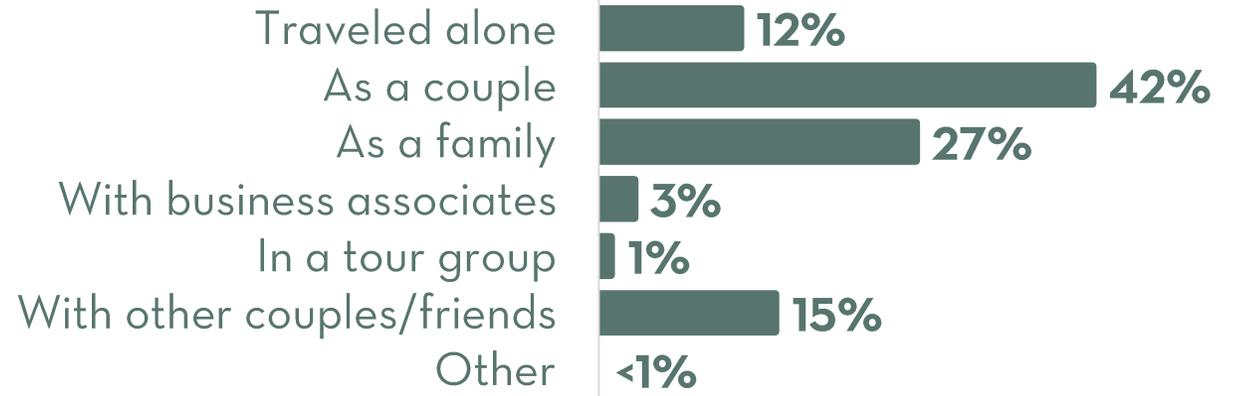
» Nearly **1 in 8** Canadian Canadian visitors traveled to Maine from Montreal

Market	Percent
Montreal	12%
Fredericton	9%
Quebec City	9%
Halifax	6%
Toronto	6%
Saint John	5%
Moncton	4%
St. Catharines – Niagara Falls	3%
London, CAN	1%
Windsor, CAN	1%
Ottawa – Gatineau	1%

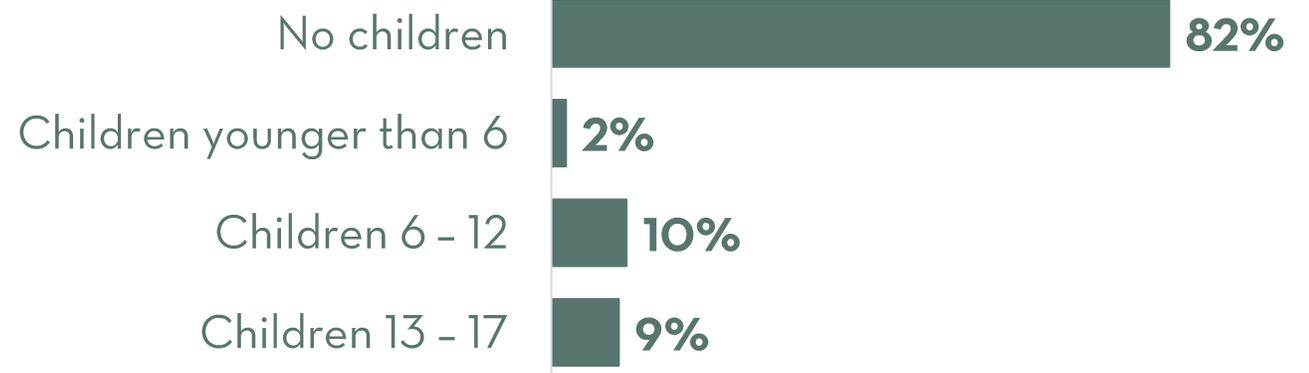
TRAVEL PARTIES

- » Typical Canadian visitors traveled to Maine in parties of **2.7** people
- » Over **2 in 5** Canadian visitors traveled as a couple
- » **18%** of Canadian visitors traveled with one or more children in their travel party

Travel Party Composition



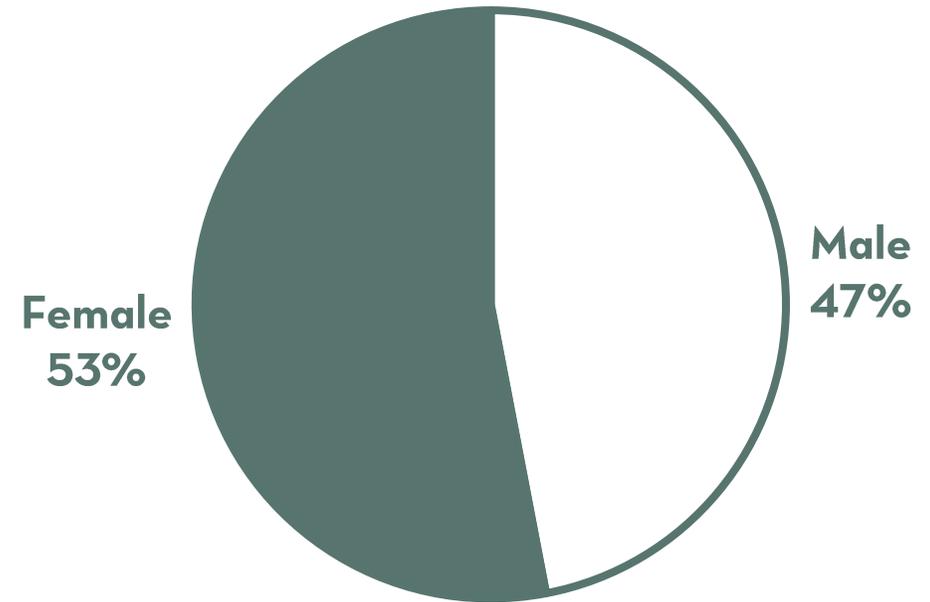
Children in Travel Party*



*Multiple responses permitted.

GENDER*

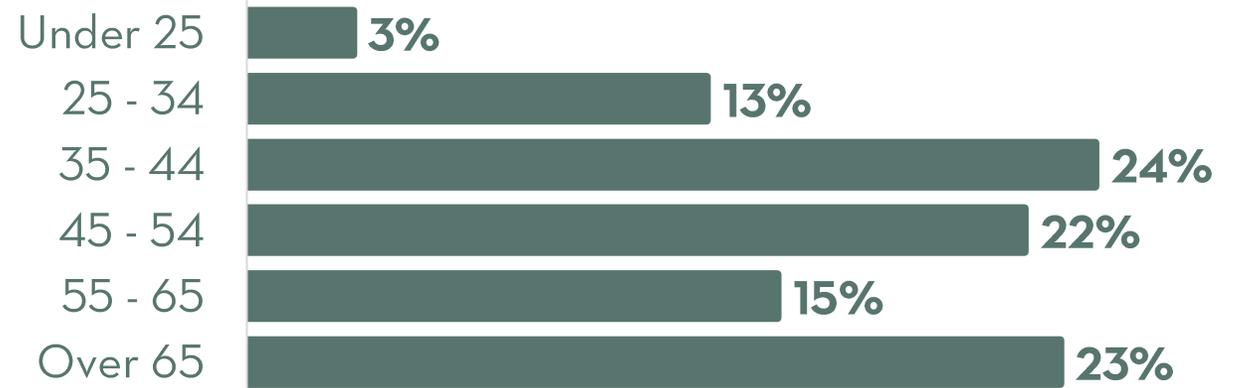
» Over **half** of Canadian visitors to Maine interviewed were females



*Of Canadian visitors interviewed.

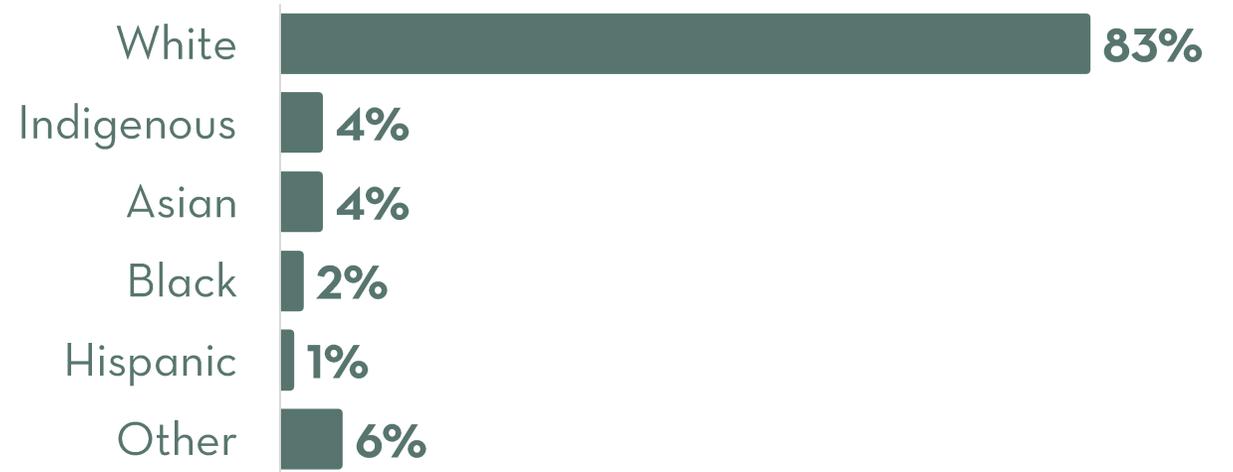
AGE

» The average age of Canadian visitors to Maine is **50** years old



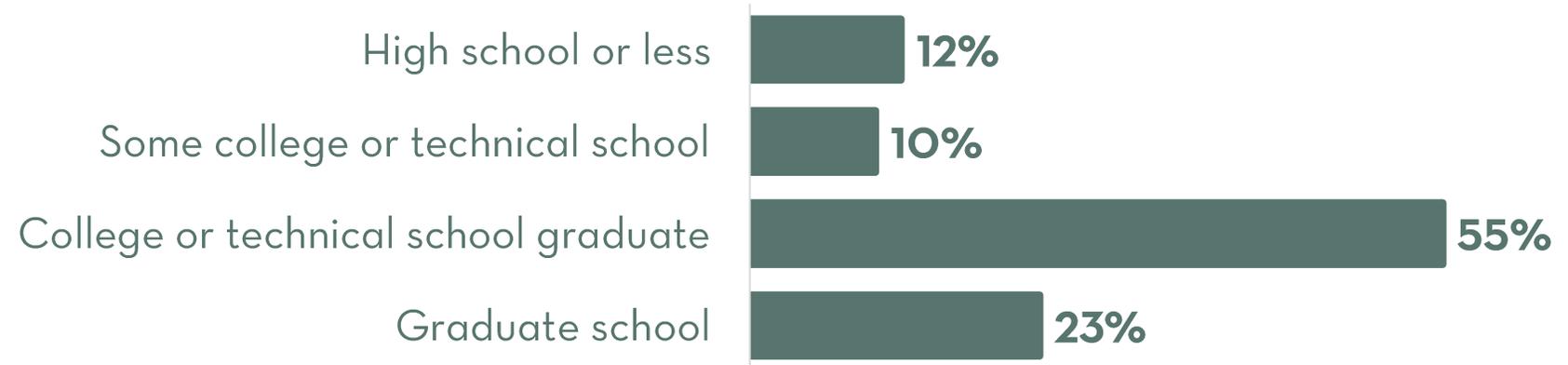
RACE & ETHNICITY

» Over **4 in 5** Canadian visitors to Maine were white



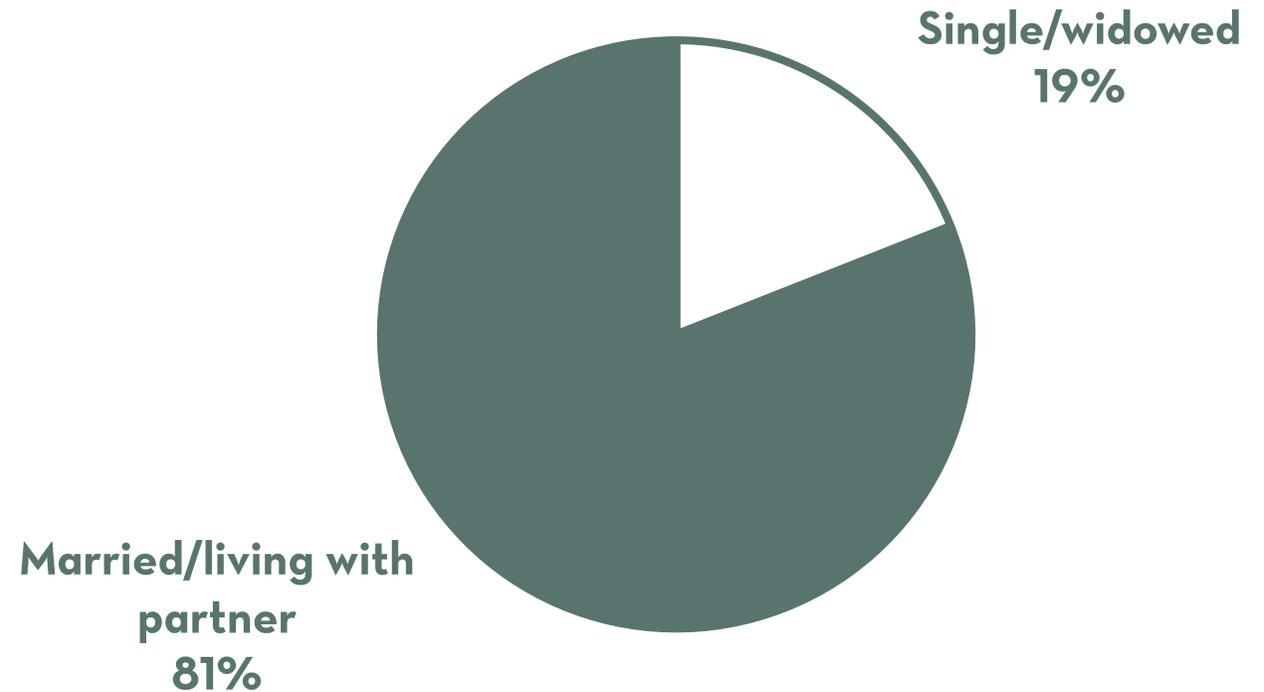
EDUCATIONAL ATTAINMENT

» Nearly **4 in 5** Canadian visitors have a college/technical school degree or higher



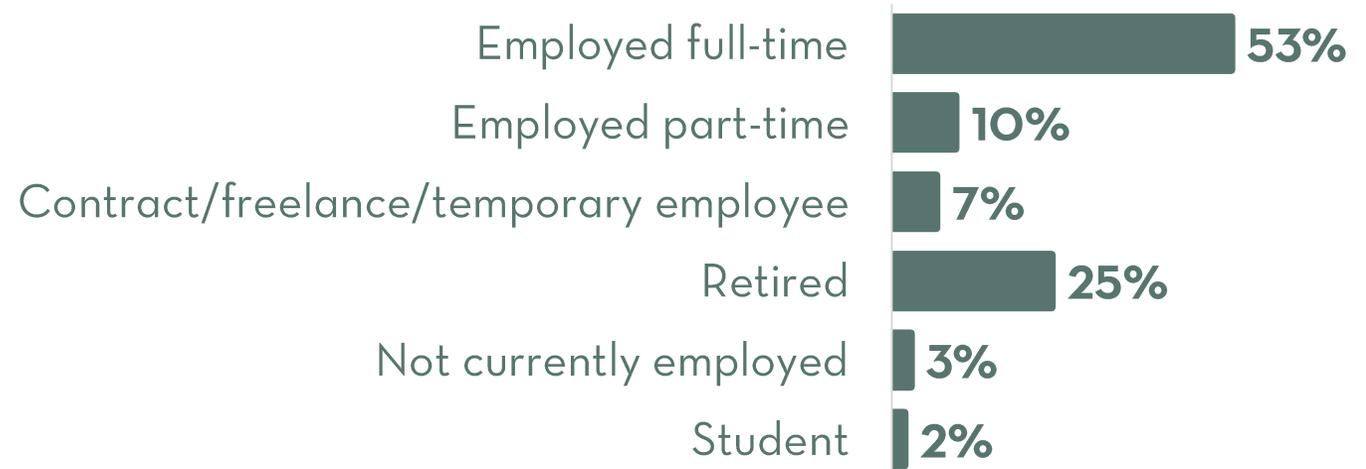
MARITAL STATUS

» Over **4 in 5** Canadian visitors to Maine were married or living with their partner



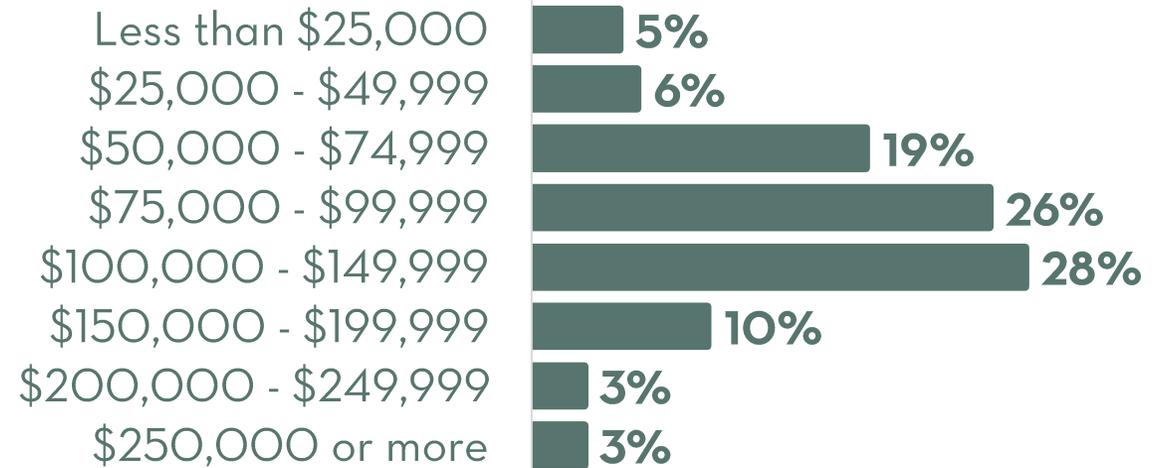
EMPLOYMENT STATUS

» **7 in 10** Canadian visitors to Maine were employed, most full-time



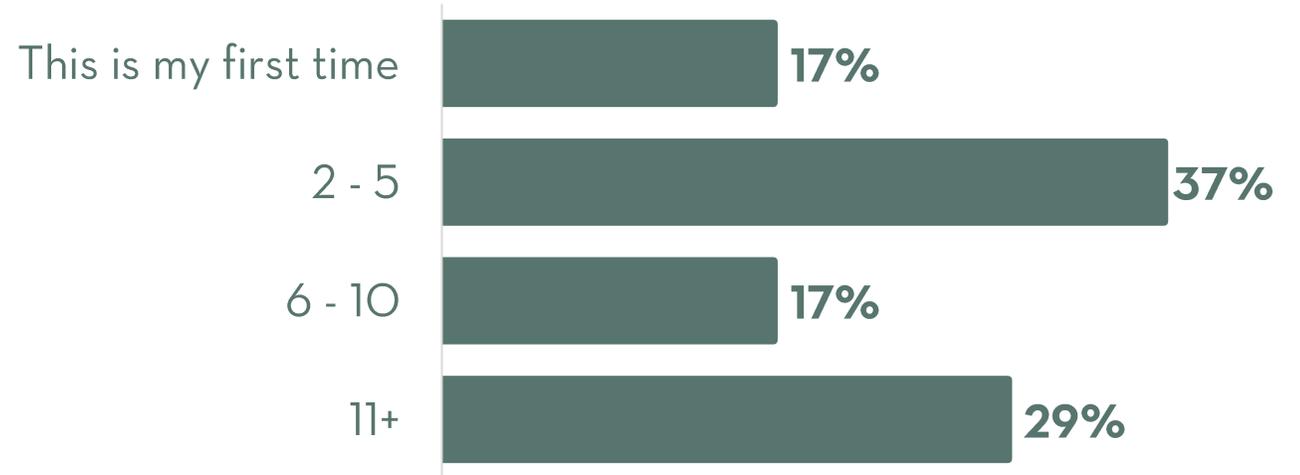
HOUSEHOLD INCOME

- » The average household income of Canadian visitors to Maine is **\$94,200** per year
- » **16%** of Canadian visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » **17%** of Canadian visitors were traveling in Maine for the first time
- » **29%** had previously traveled in Maine more than 10 times

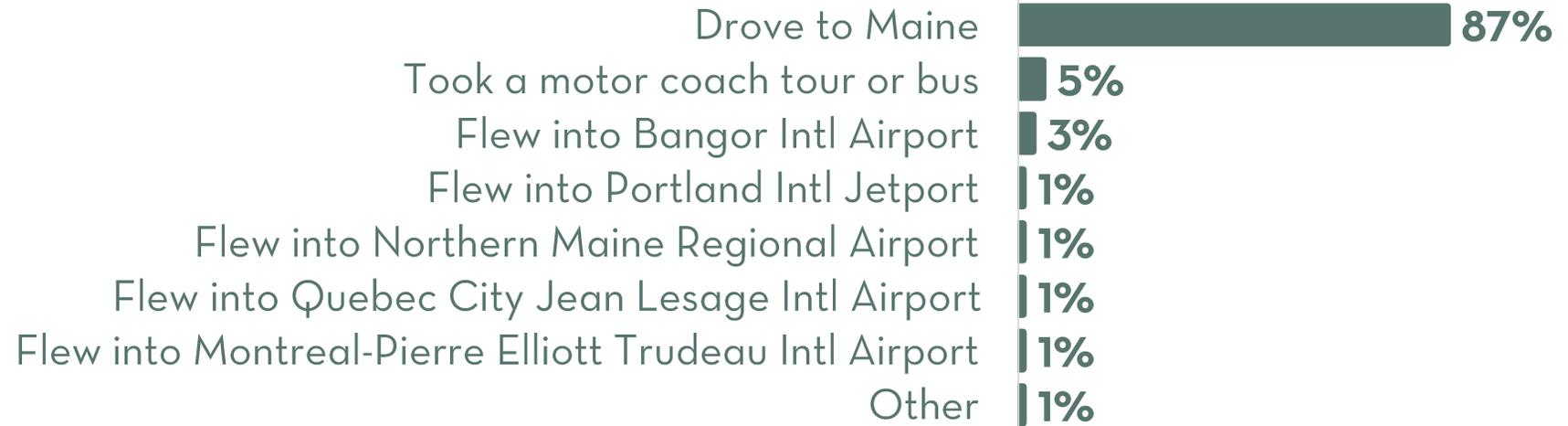


TRIP PLANNING CYCLE : TRIP EXPERIENCE



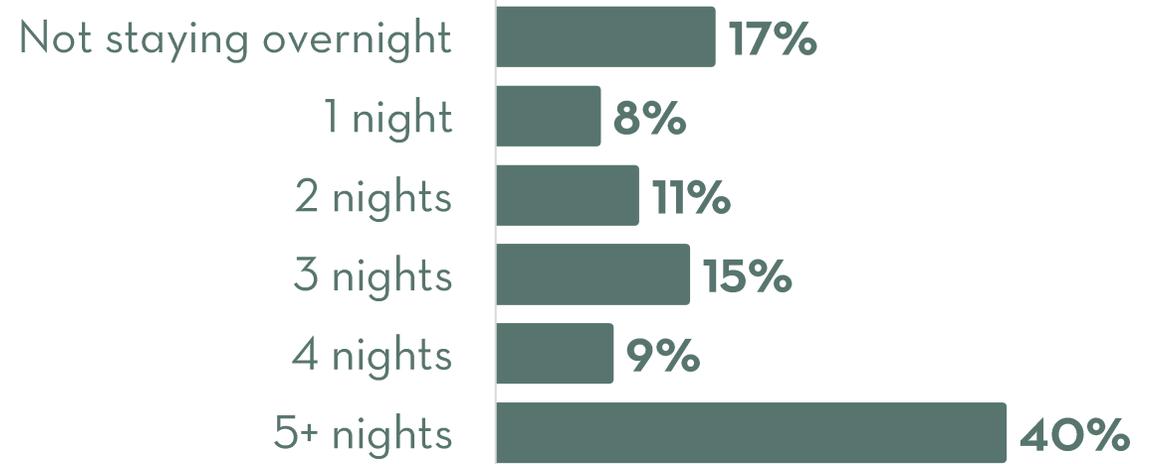
MODES OF TRANSPORTATION

» Maine is a drive-market for most Canadian visitors, with **87%** choosing to travel by car over plane, motor coach/bus, or train



NIGHTS STAYED

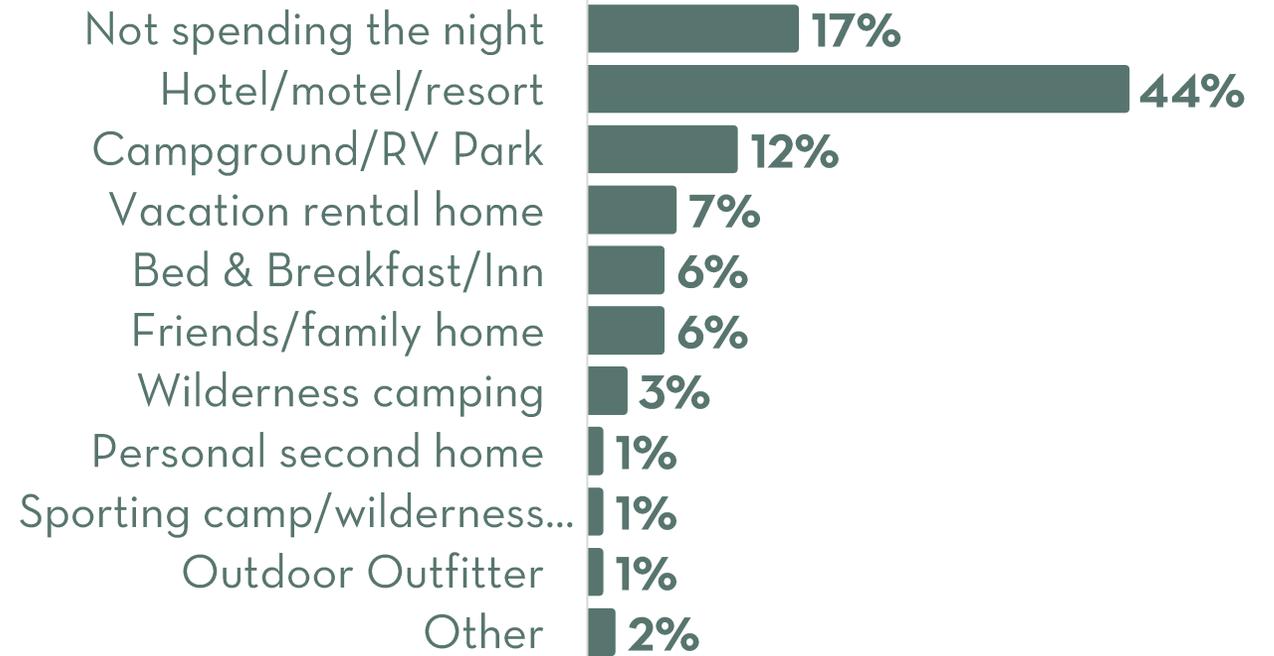
- » **83%** of Canadian visitors stayed one or more nights in Maine on their trip
- » Typical Canadian visitors stayed **4.6*** nights in Maine on their trips



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

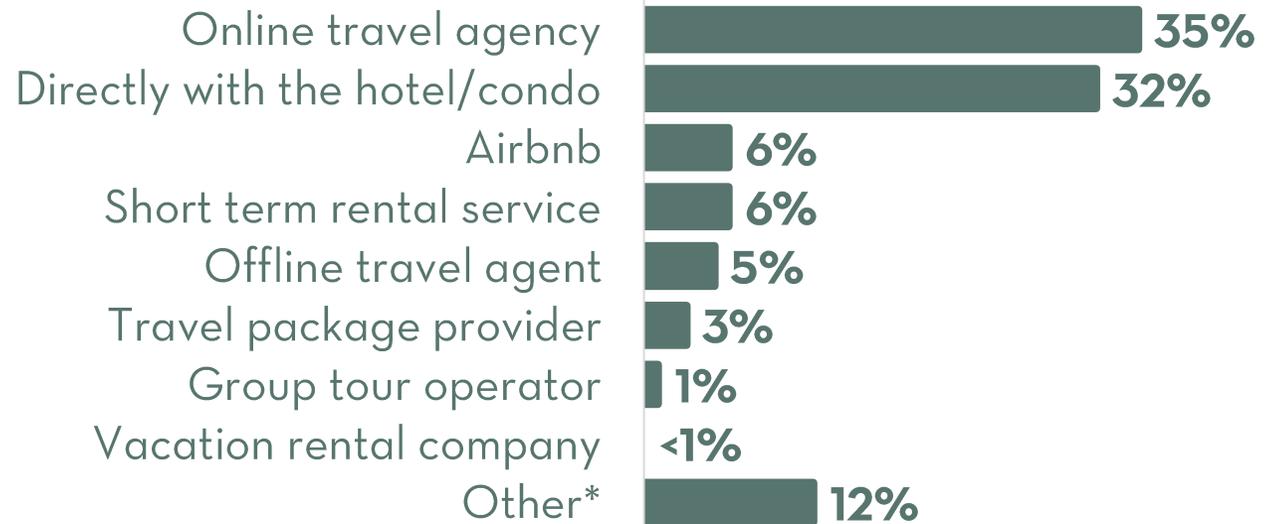
ACCOMMODATIONS

» Over **2 in 5** Canadian visitors stayed overnight at a hotel/motel/resort



BOOKING METHODS

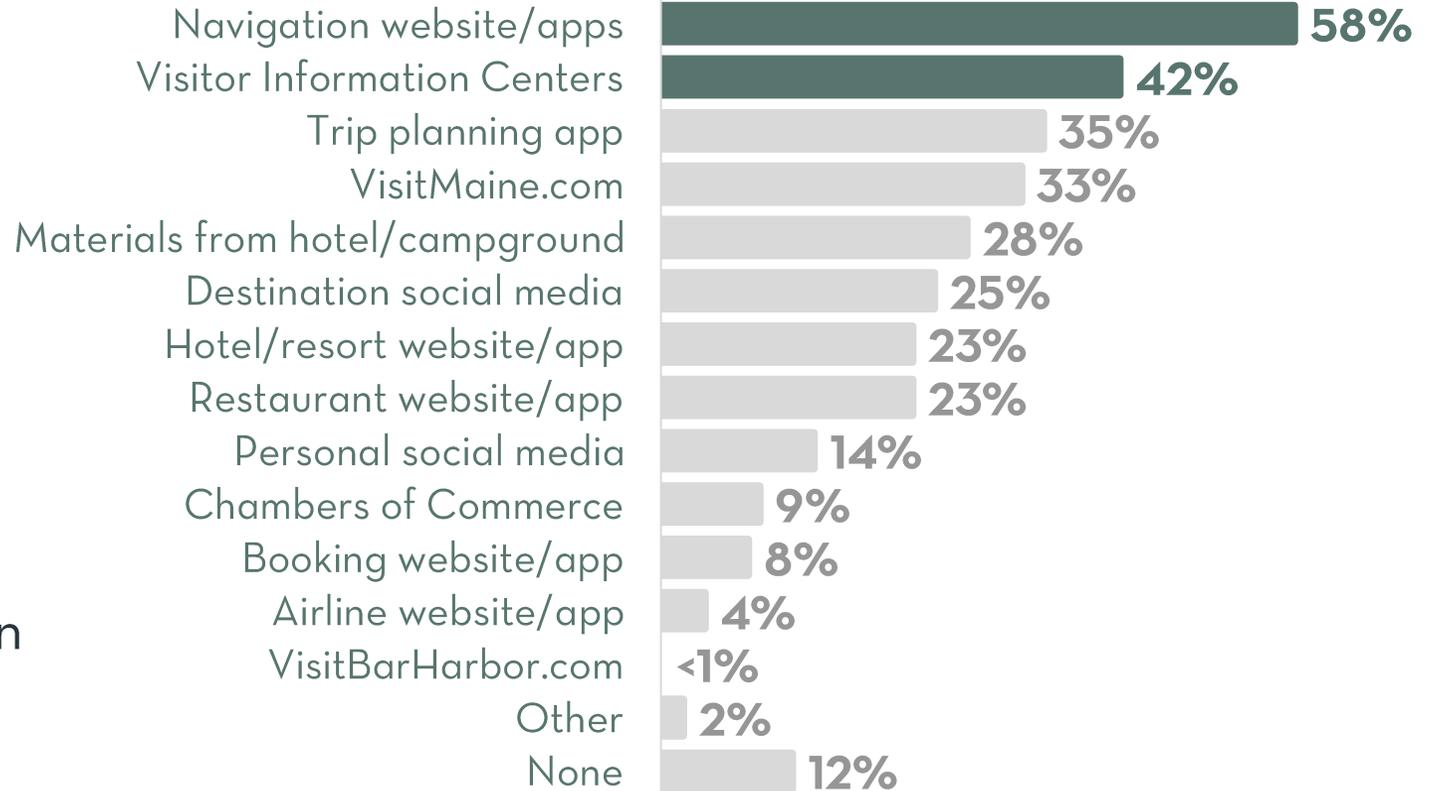
» Over **1 in 3** Canadian visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency



*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 through a state park website.

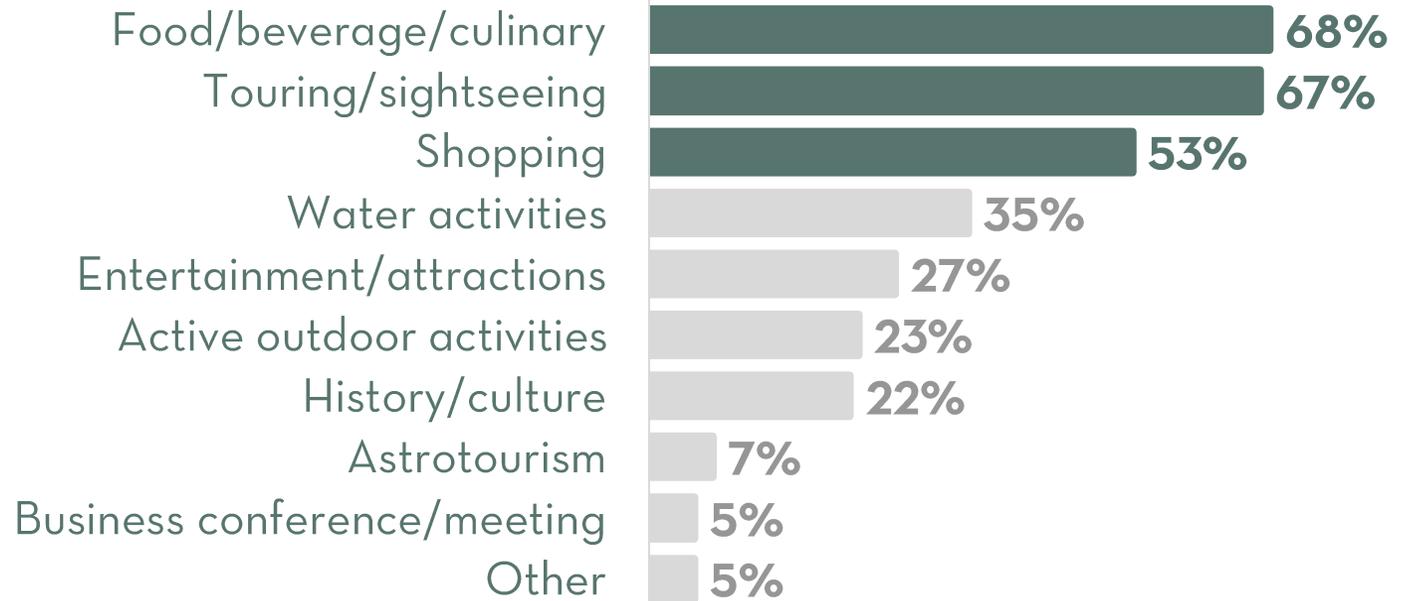
IN-MARKET VISITOR RESOURCES*

- » Visitors were more likely to rely on **navigation websites/apps** to plan activities in-market
- » Over **2 in 5** Canadian visitors used visitor information centers
- » Nearly **1 in 8** Canadian visitors did not use any resources to plan activities while they were in-market

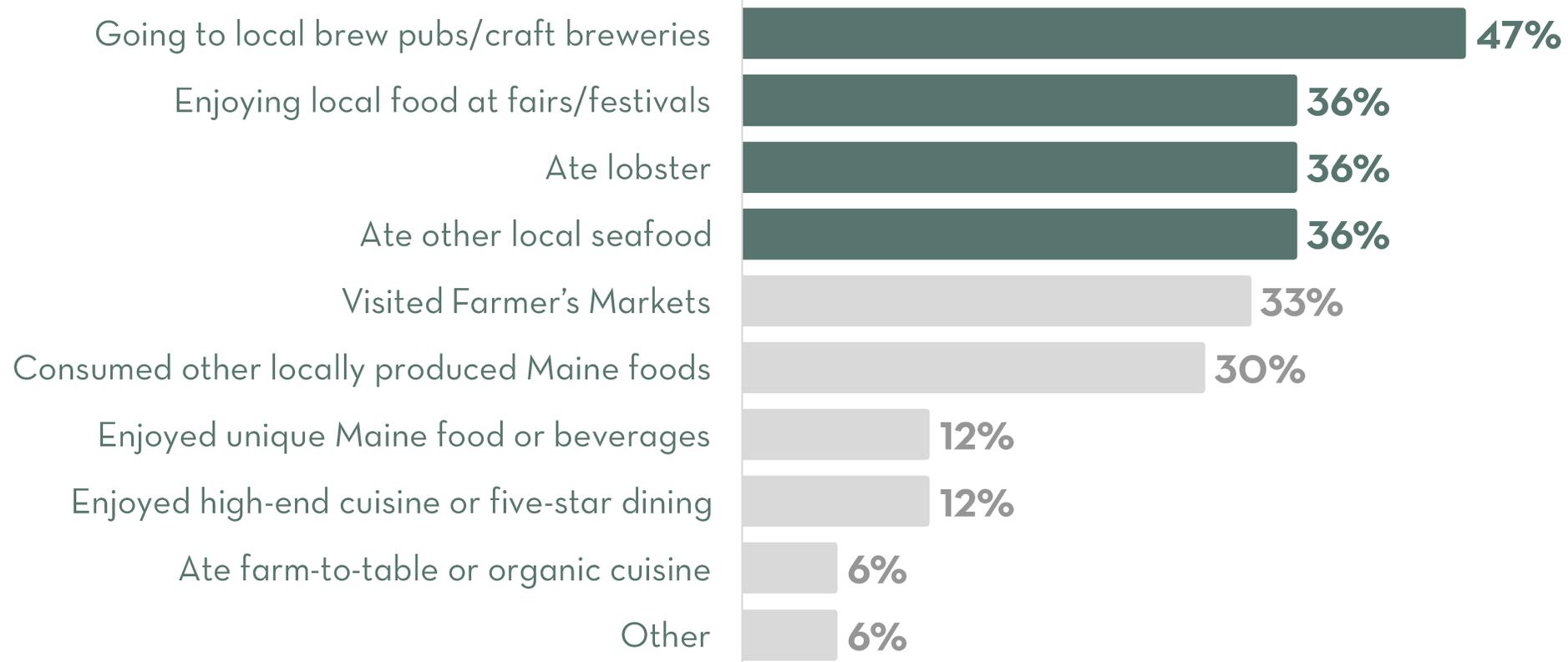


VISITOR ACTIVITIES*

- » Nearly **7 in 10** Canadian visitors engaged in food/beverage/culinary activities and touring/sightseeing during their trip to Maine
- » Over **half** of Canadian visitors went shopping during their trip to Maine

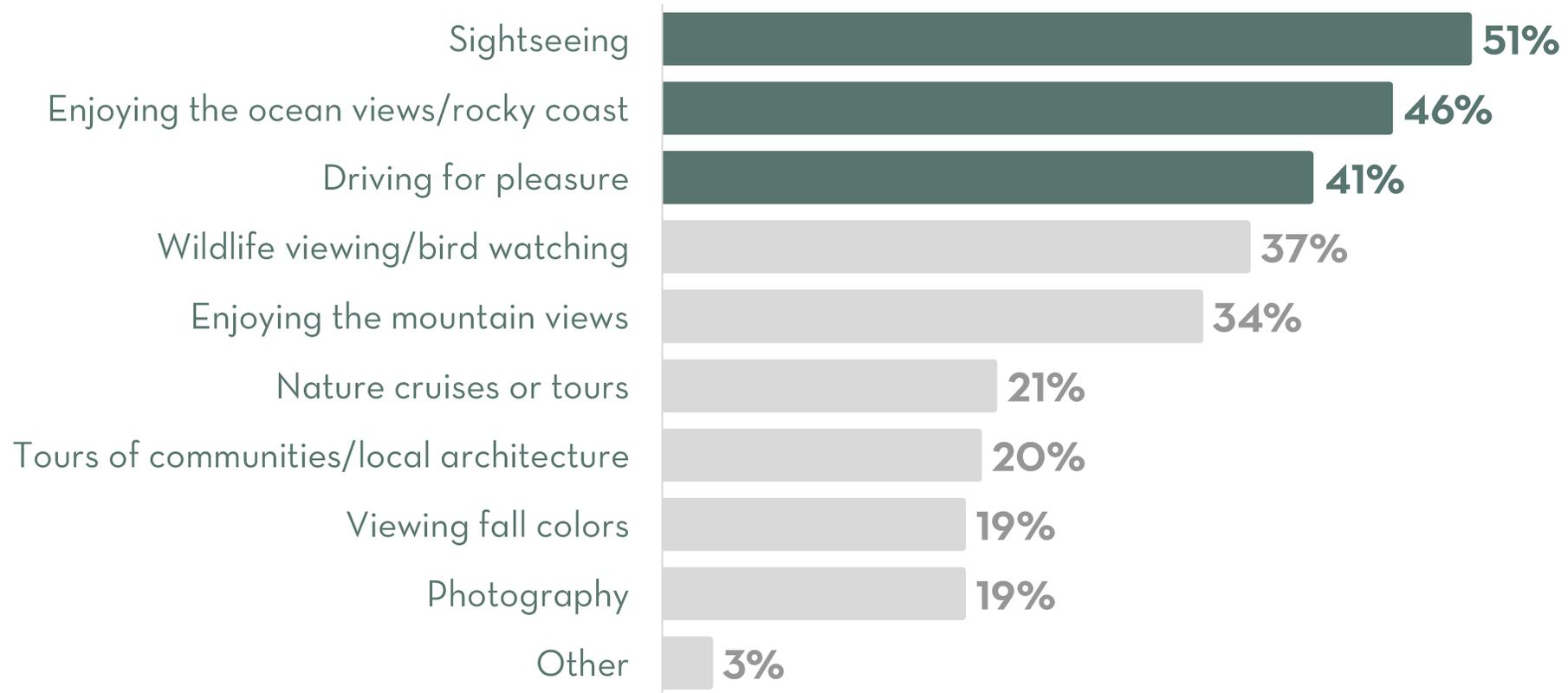


FOOD & BEVERAGE ACTIVITIES*



*Multiple responses permitted.

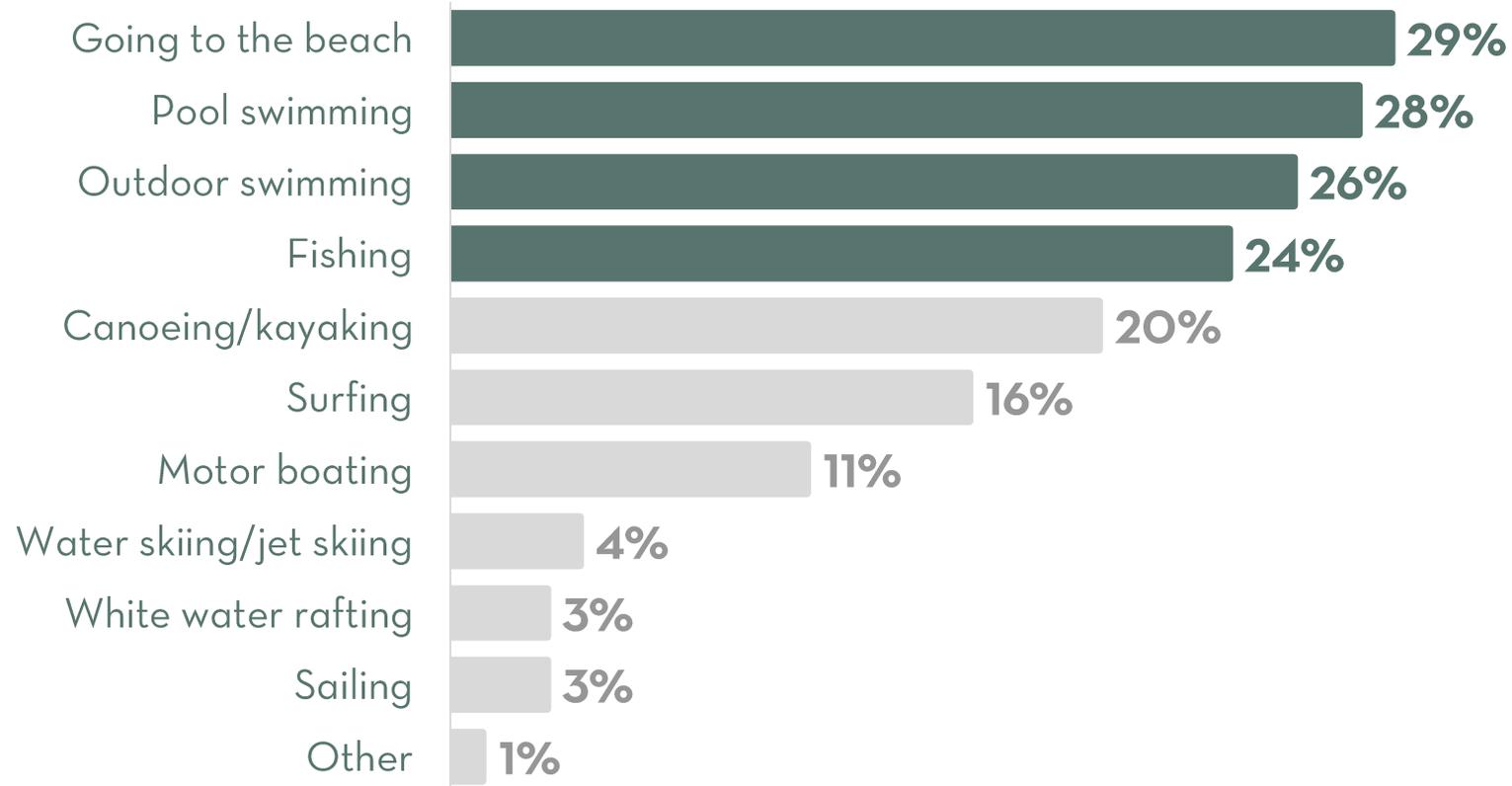
TOURING & SIGHTSEEING ACTIVITIES*



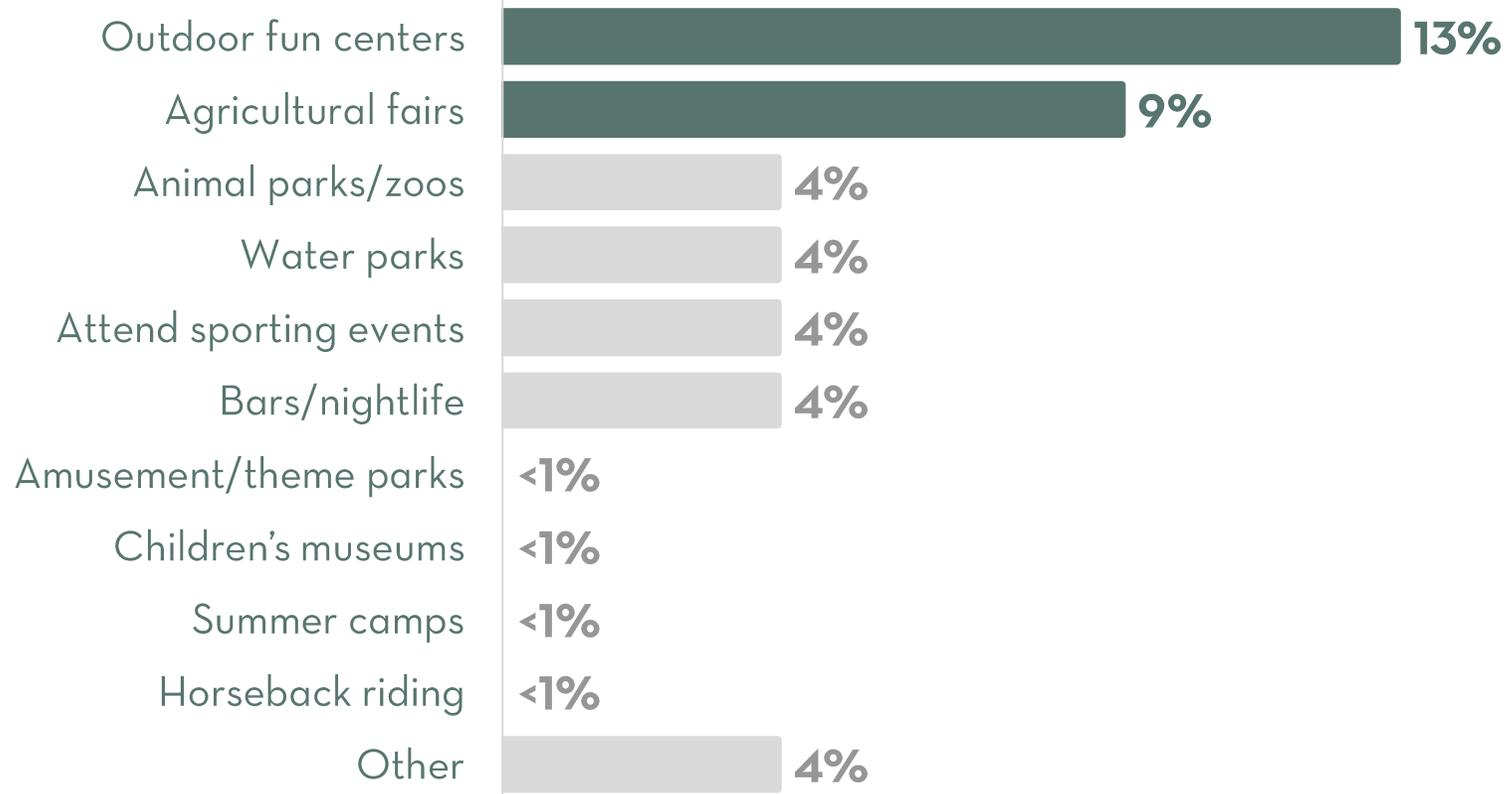
SHOPPING ACTIVITIES*



WATER ACTIVITIES*



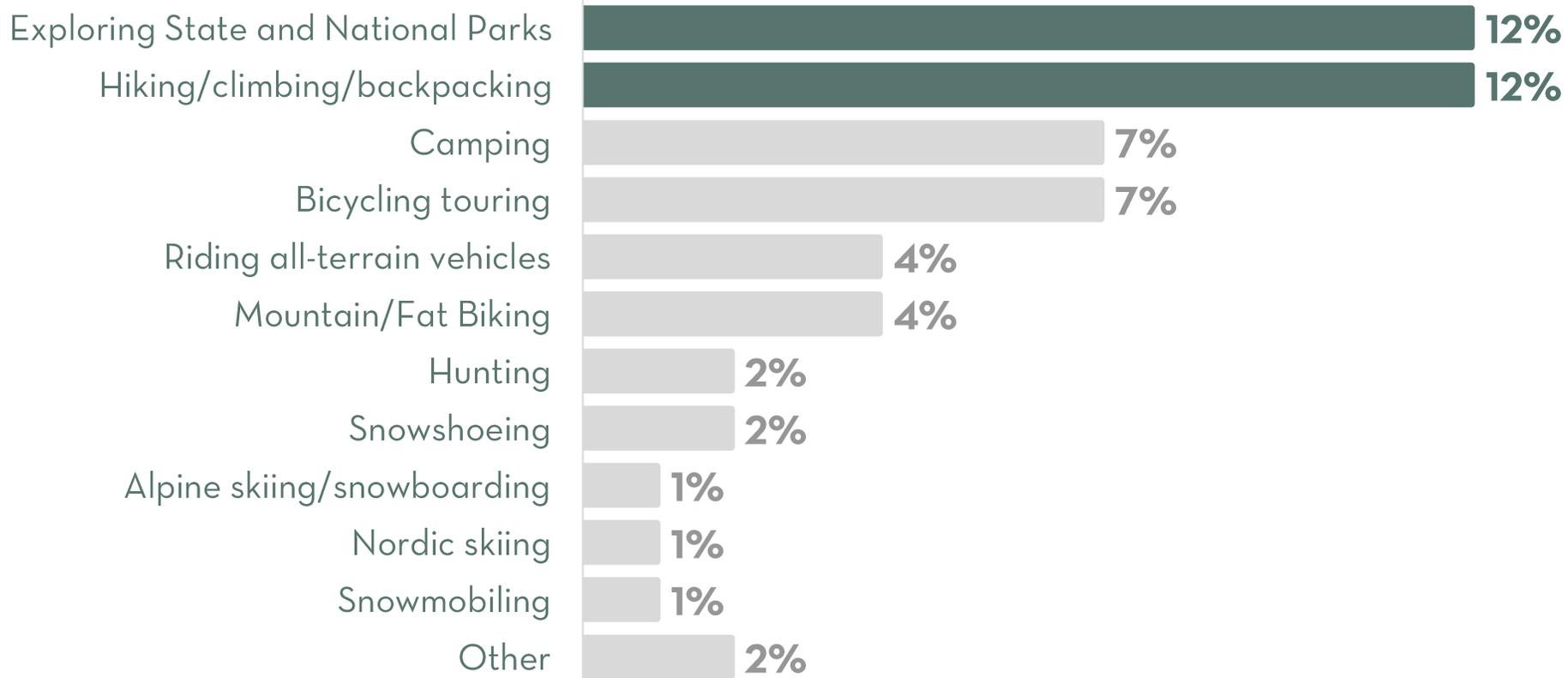
ENTERTAINMENT ACTIVITIES*



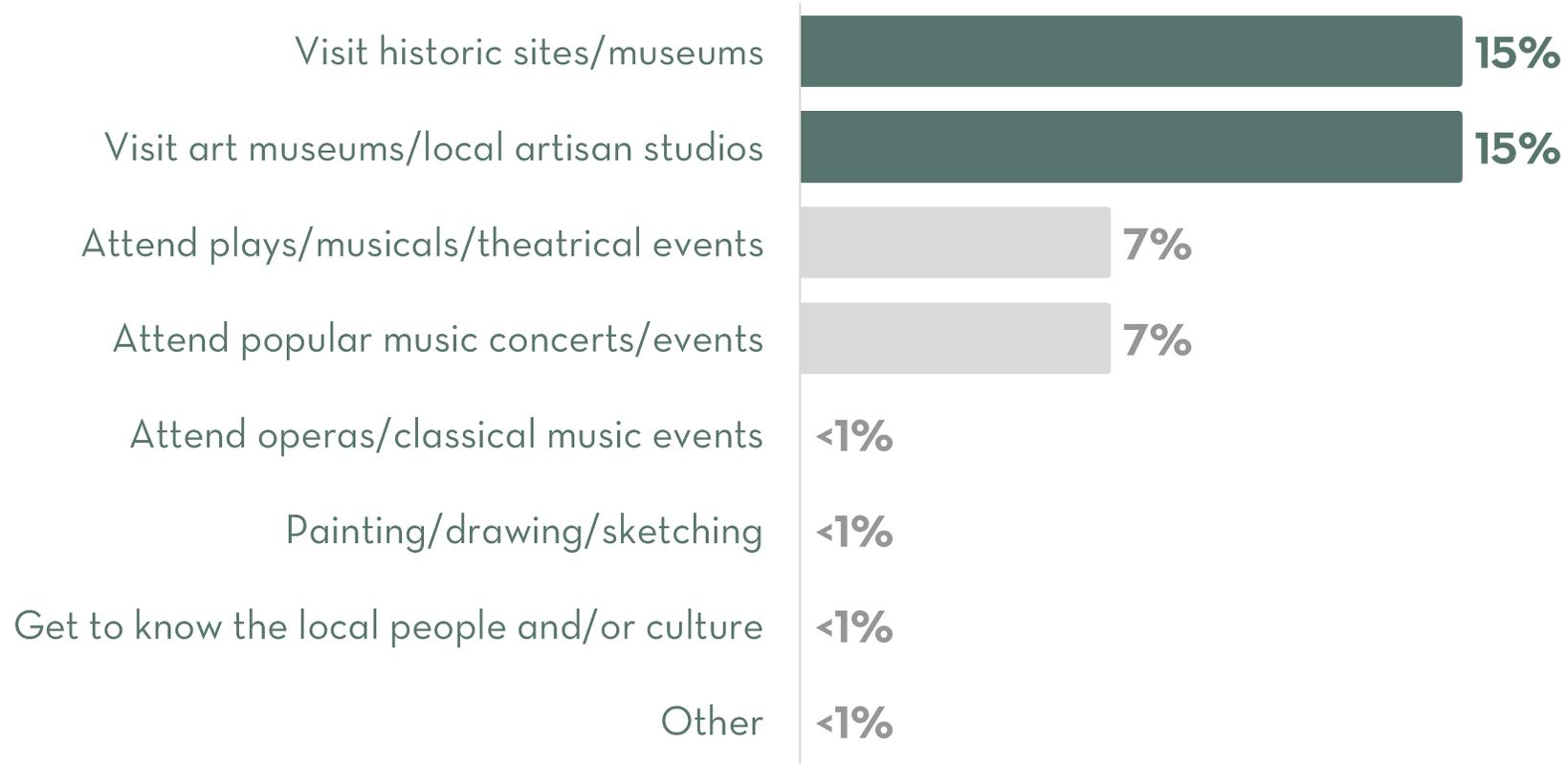
*Multiple responses permitted.

**Other includes visiting the Botanical Gardens and special events.

ACTIVE OUTDOOR ACTIVITIES*

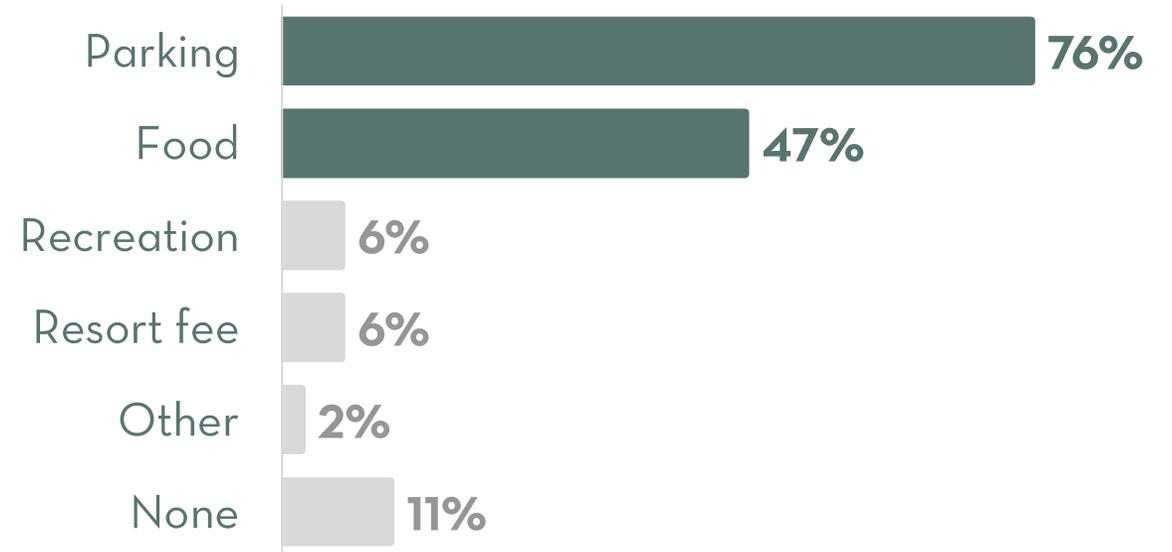


HISTORICAL & CULTURAL ACTIVITIES*



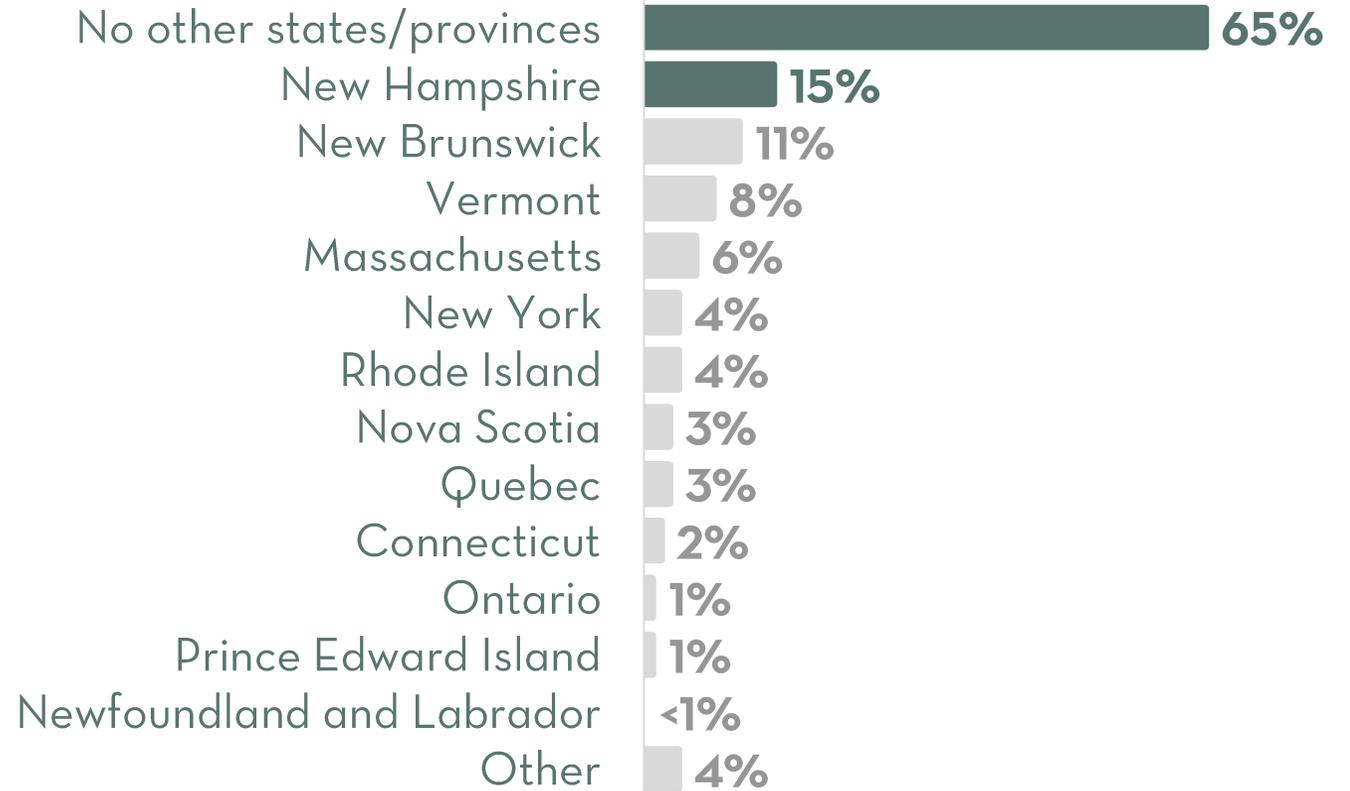
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **9 in 10** Canadian visitors
- » Price for accommodations included parking for **3 in 4** Canadian visitors
- » Food was included in accommodations' pricing for nearly **1 in 2** Canadian visitors



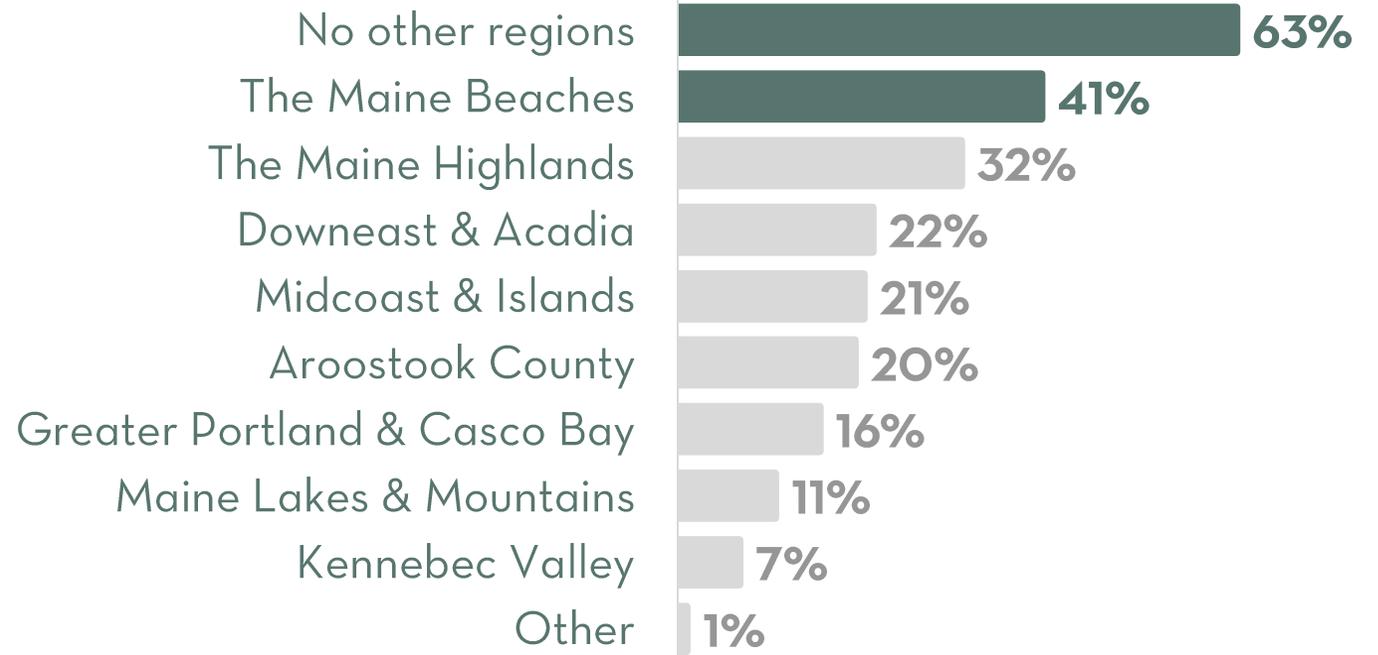
OTHER STATES & PROVINCES VISITED*

» Nearly **2 in 3** Canadian visitors did not visit any other U.S. state or Canadian province during their trip



TRAVELING WITHIN MAINE*

- » **3 in 5** Canadian visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **41%** of Canadian visitors visited the Maine Beaches in addition to their primary destination within Maine



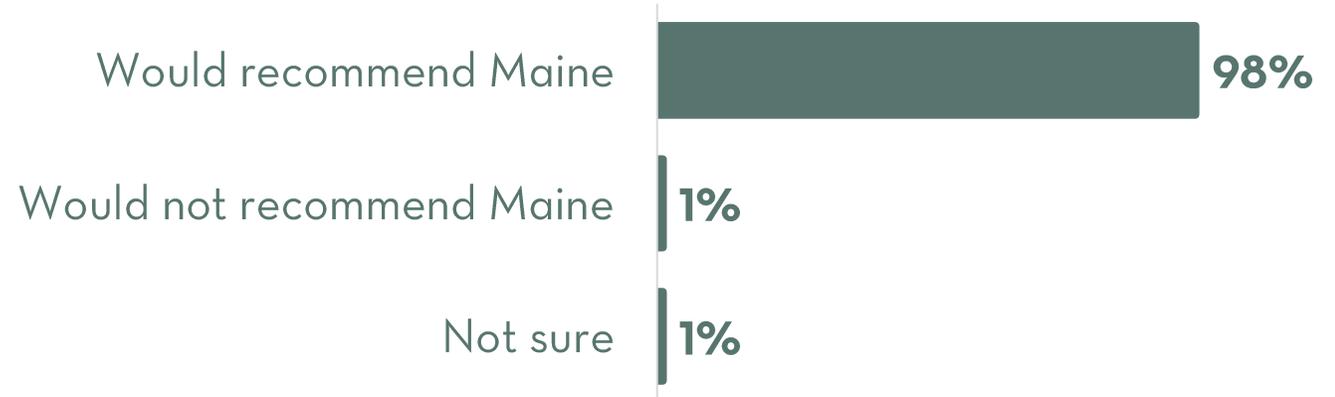
TRIP PLANNING CYCLE : POST-TRIP EVALUATION



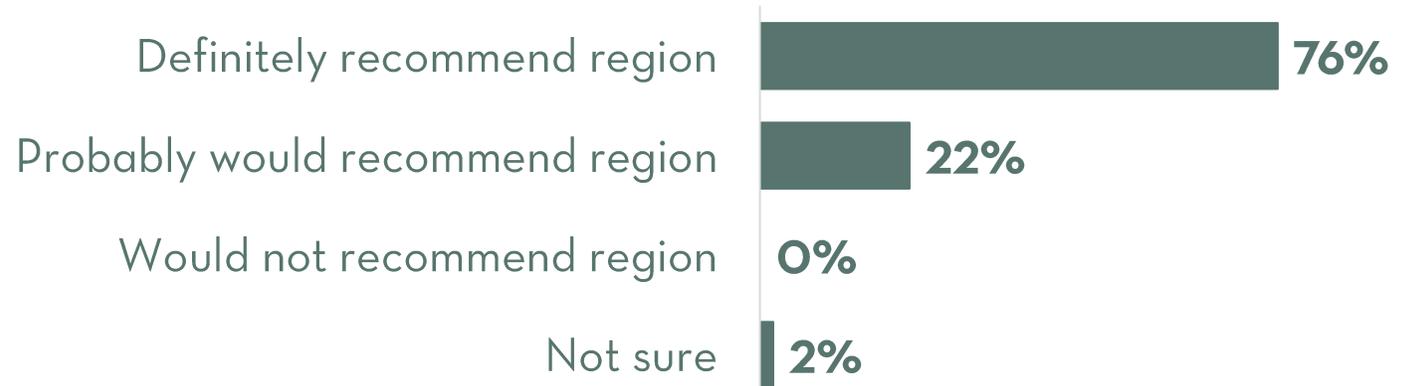
RECOMMENDING MAINE & ITS REGIONS

- » **98%** of Canadian visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **98%** of Canadian visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip - **76%** would definitely recommend

Likelihood of Recommending Maine

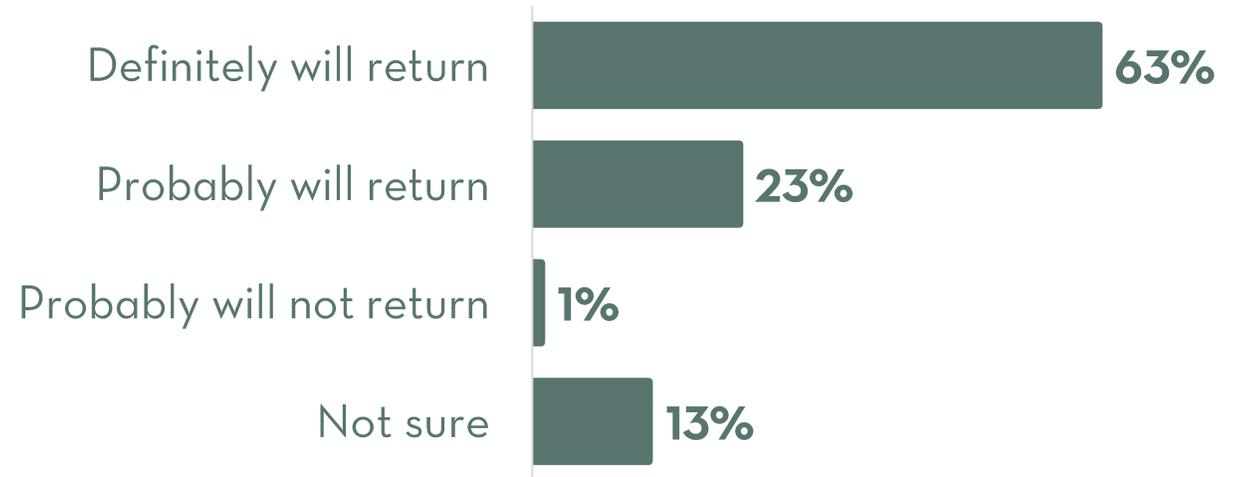


Likelihood of Recommending Region Visited



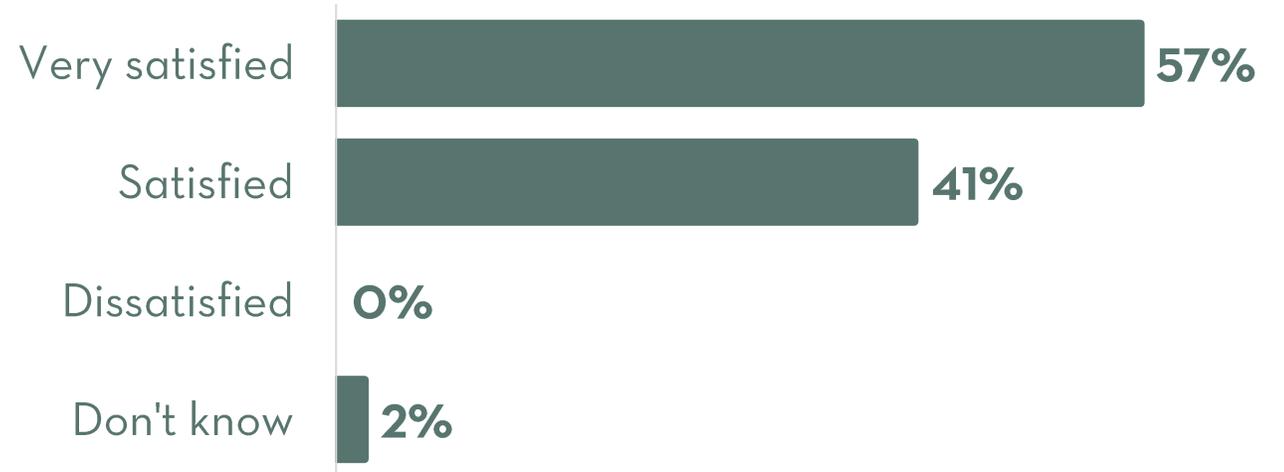
LIKELIHOOD OF RETURNING TO MAINE

» **86%** of Canadian visitors will return to Maine for a future visit or vacation

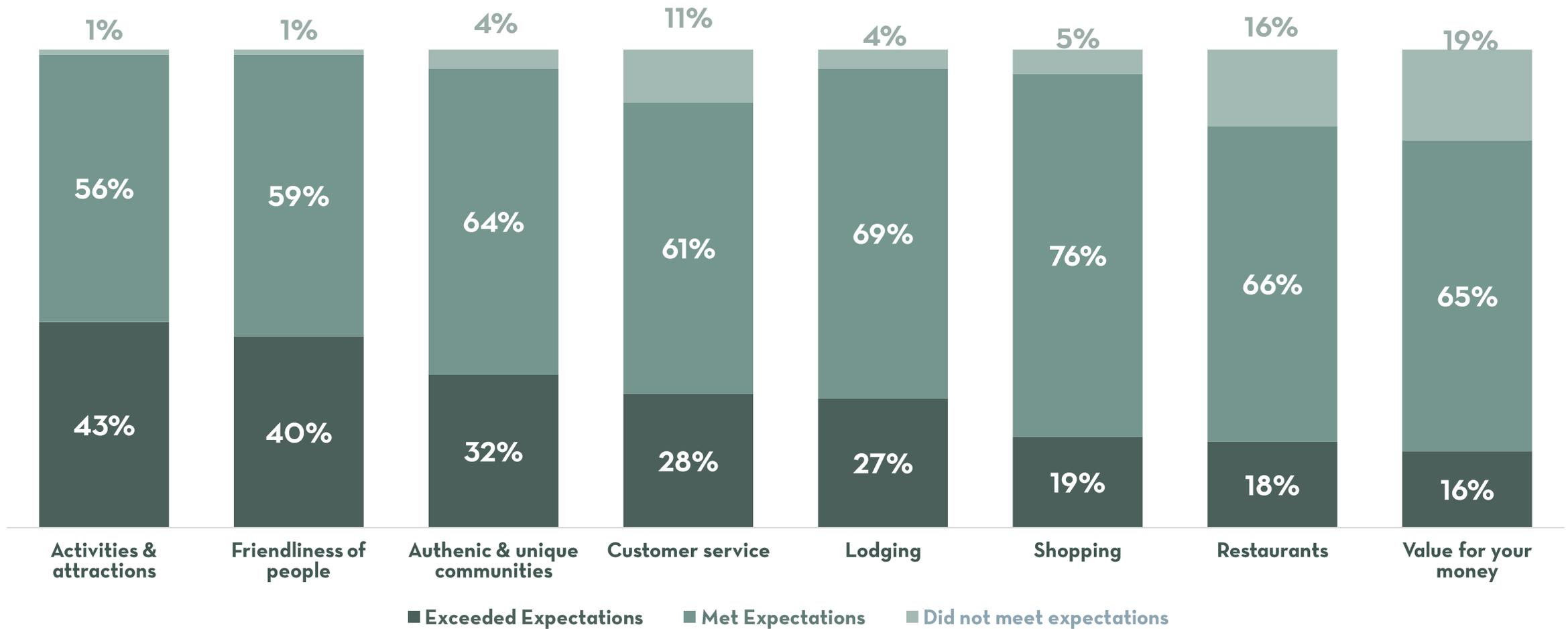


SATISFACTION

- » **98%** of Canadian visitors were satisfied with their trip to Maine
- » Nearly **3 in 5** Canadian visitors were very satisfied with their trip to Maine

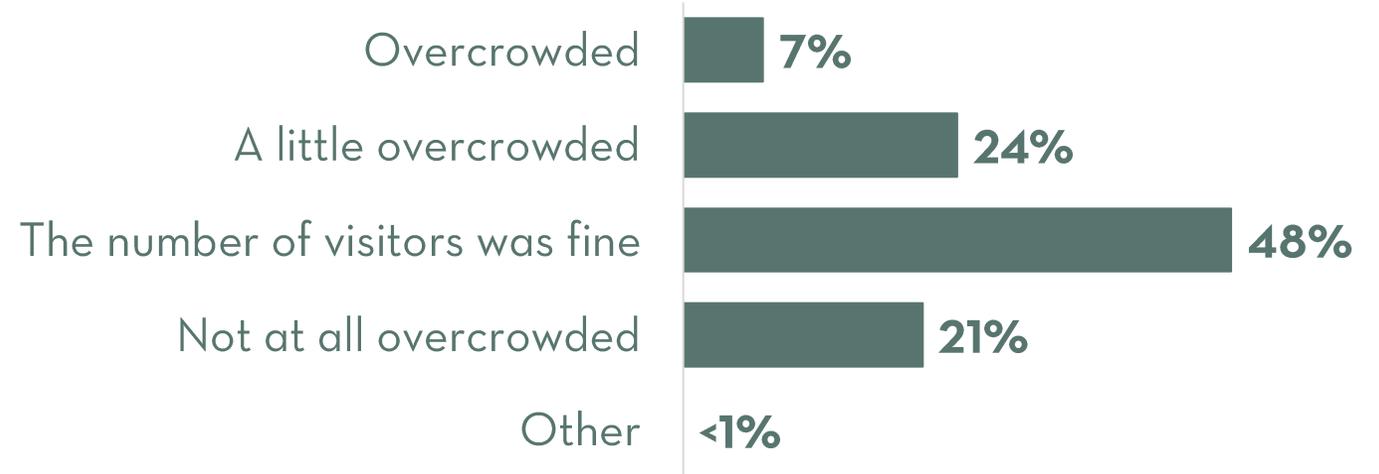


TRIP EXPECTATIONS



OVERCROWDING*

- » **48%** of Canadian visitors thought the number of Canadian visitors during their trip to Maine was fine
- » **24%** of Canadian visitors though it was a little overcrowded



*Overcrowding question was not included until Summer 2022.

MAINE OFFICE OF TOURISM

2022 Profile of Canadian Visitors

DECEMBER 2021 – NOVEMBER 2022

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

