MAINE OFFICE OF TOURISM

2022 Visitor Tracking Crosstab Report

DECEMBER 2021 – NOVEMBER 2022

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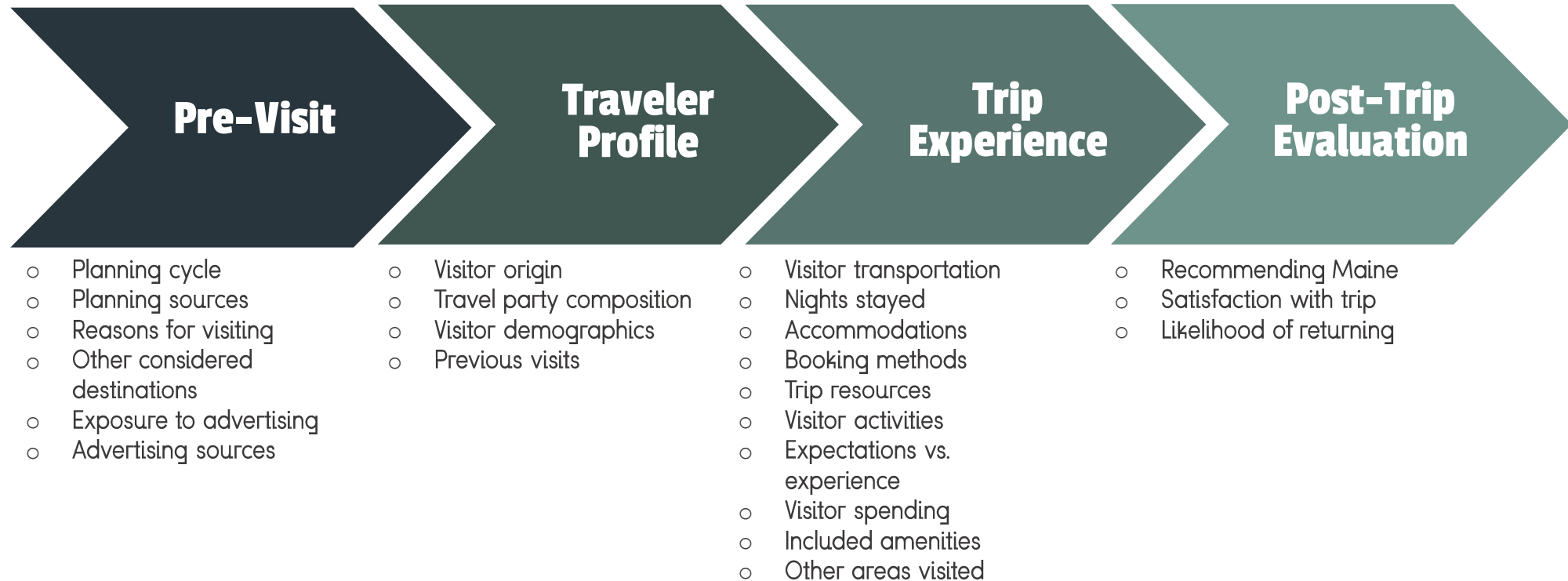
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INTRODUCTION

STUDY OBJECTIVES: VISITOR JOURNEY

The objective of this study is to examine visitors' journeys in their trips to Maine. This report examines trips to Maine for **first time visitors** and **loyalists** (visitors who have travelled to Maine at least 10 times).

Pre-Visit

- o Planning cycle
- o Planning sources
- o Reasons for visiting
- o Other considered destinations
- o Exposure to advertising
- o Advertising sources

Traveler Profile

- o Visitor origin
- o Travel party composition
- o Visitor demographics
- o Previous visits

Trip Experience

- o Visitor transportation
- o Nights stayed
- o Accommodations
- o Booking methods
- o Trip resources
- o Visitor activities
- o Expectations vs. experience
- o Visitor spending
- o Included amenities
- o Other areas visited

Post-Trip Evaluation

- o Recommending Maine
- o Satisfaction with trip
- o Likelihood of returning

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NEW & LOYAL VISITORS

TRIP PLANNING CYCLE : PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation

TRIP PLANNING CYCLE

Trip Planning Cycle	New Visitor	Loyal Visitor
A week or less	9%	23%
2 – 3 weeks	11%	16%
1 – 2 months	23%	30%
3 – 4 months	21%	10%
5 – 6 months	16%	8%
7 months – 1 year	14%	7%
More than 1 year	6%	6%
Days in Planning Cycle	70	41

Booking Window	New Visitor	Loyal Visitor
A week or less	13%	26%
2 – 3 weeks	14%	18%
1 – 2 months	24%	30%
3 – 4 months	19%	10%
5 – 6 months	16%	7%
7 months – 1 year	12%	5%
More than 1 year	2%	4%
Days in Booking Window	59	36

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ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	New Visitor	Loyal Visitor
Online search engines	49%	19%
VisitMaine.com	28%	7%
Traveler reviews/blogs/stories	21%	2%
Hotel websites	20%	11%
TripAdvisor	18%	8%
Online travel agency	16%	8%
Airbnb	14%	4%
Instagram	12%	4%
YouTube	11%	2%
Facebook	10%	5%
Visit Maine social media	10%	2%
VRBO/HomeAway	9%	4%
MaineTourism.com	9%	4%
Airline websites	8%	7%
Vacation rental websites	8%	2%
DowneastAcadia.com	7%	1%
DiscoverNewEngland.com	5%	0%
TheMaineBeaches.com	5%	2%
VisitPortland.com	5%	1%
MainesMidCoast.com	4%	1%
VisitBarHarbor.com	4%	1%
MaineLakesandMountains.com	2%	1%
Twitter	2%	1%
VisitAroostook.com	1%	0%
KennebecValley.org	1%	0%
TheMaineHighlands.com	1%	0%
Other	8%	6%
None	12%	48%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	New Visitor	Loyal Visitor
Advice from friends/family	41%	22%
Articles or travelogues	28%	4%
AAA	21%	4%
Travel guides/brochures	15%	9%
Travel planning apps	15%	3%
Called the Maine Office of Tourism	10%	6%
Travel books & magazines	8%	2%
Visitor Guide	7%	1%
Visit Maine e-newsletter	6%	3%
Called local Chambers of Commerce	4%	1%
Travel agent	2%	1%
Called local convention and visitors bureaus	1%	0%
Called another Maine Tourism/Lodging Association	1%	0%
Other	5%	3%
None	24%	60%

*Multiple responses permitted.

REASON FOR VISITING*

Reasons for Visiting	New Visitor	Loyal Visitor
Sightseeing/touring	51%	27%
Relax and unwind	30%	40%
Nature & bird watching	25%	12%
Visiting friends/relatives	14%	30%
Attractions	14%	3%
Beach	12%	20%
Active outdoor activities	11%	7%
Special occasion	10%	12%
Special event	7%	7%
Conference/meeting	7%	5%
Shopping	6%	7%
Water activities	5%	7%
Culture/museums/history	4%	3%
Astrotourism	3%	1%
Snow activities	2%	6%
Sporting event	1%	1%
Other	8%	14%

*Multiple responses permitted.

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OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	New Visitor	Loyal Visitor
No other states/provinces	49%	86%
New Hampshire	27%	6%
Massachusetts	26%	4%
Vermont	15%	2%
Rhode Island	12%	1%
New York	11%	1%
Connecticut	6%	1%
New Brunswick	2%	1%
Nova Scotia	2%	1%
Ontario	2%	0%
Newfoundland and Labrador	1%	0%
Prince Edward Island	1%	1%
Quebec	1%	0%
Other	5%	2%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

Recalled Advertising	New Visitor	Loyal Visitor
Yes	42%	40%
No	46%	48%
Not sure	12%	12%

Influenced by Advertising	New Visitor	Loyal Visitor
Yes	33%	10%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	New Visitor	Loyal Visitor
Internet	49%	21%
Social media	39%	33%
AAA	16%	4%
VisitMaine.com	13%	5%
Traveler reviews/blogs	13%	2%
Magazine	11%	27%
Radio	9%	14%
Newspaper	8%	7%
Cable or satellite television	7%	20%
Maine travel/visitor guide	4%	5%
Online streaming service	3%	3%
Brochure	3%	3%
Billboard	2%	4%
Music/podcast streaming	2%	3%
Deal – based promotion	1%	1%
Other	4%	8%
Not sure	2%	2%

*Multiple responses permitted.

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TRIP PLANNING CYCLE : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

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ORIGIN REGION

Region of Origin	New Visitor	Loyal Visitor
Maine	8%	11%
New England	6%	55%
Mid-Atlantic	26%	14%
Southeast	20%	8%
Southwest	7%	2%
Midwest	15%	3%
West	9%	2%
International	9%	5%

ORIGIN STATE/PROVINCE

Origin States & Provinces	New Visitor	Loyal Visitor
Maine	8%	11%
Pennsylvania	8%	3%
New York	7%	6%
Florida	5%	5%
Texas	5%	1%
Georgia	4%	<1%
New Jersey	4%	2%
Virginia	3%	1%
Illinois	3%	1%
Maryland	3%	1%
North Carolina	3%	1%
California	3%	1%
Ohio	3%	1%
Tennessee	3%	<1%

ORIGIN MARKET

Origin Markets	New Visitor	Loyal Visitor
New York City[1]	6%	5%
Washington DC – Baltimore[2]	5%	2%
Philadelphia	4%	2%
Atlanta	3%	<1%
Chicago	2%	1%
Houston	2%	<1%
Dallas – Ft. Worth	2%	<1%

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

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TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	New Visitor	Loyal Visitor
Traveled alone	14%	20%
As a couple	47%	44%
As a family	24%	26%
With business associates	2%	1%
In a tour group	3%	<1%
With other couples/friends	10%	9%
Other	<1%	<1%
Average Travel Party Size	3.0	2.5

TRAVEL WITH CHILDREN*

Children in Travel Party*	New Visitor	Loyal Visitor
No children	86%	85%
Children younger than 6	4%	4%
Children 6 – 12	8%	9%
Children 13 – 17	6%	6%

Gender	New Visitor	Loyal Visitor
Male	46%	49%
Female	54%	51%

*Multiple responses permitted.

DEMOGRAPHIC PROFILE

Age	New Visitor	Loyal Visitor
Under 25	6%	5%
25 – 34	17%	11%
35 – 44	26%	16%
45 – 54	20%	20%
55 – 65	21%	29%
Over 65	10%	19%
Median Age	46	54

Race/Ethnicity	New Visitor	Loyal Visitor
White	79%	94%
Asian	7%	2%
Black	6%	1%
Hispanic	5%	2%
Indigenous	<1%	<1%
Other	3%	1%

LIFESTYLE PROFILE

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

Employment Status	New Visitor	Loyal Visitor
Employed full-time	57%	55%
Employed part-time	10%	8%
Contract/freelance/temporary employee	9%	4%
Retired	15%	24%
Not currently employed	5%	6%
Student	4%	3%

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LIFESTYLE PROFILE

Household Income	New Visitor	Loyal Visitor
Less than $25,000	4%	4%
$25,000 – $49,999	9%	8%
$50,000 – $74,999	22%	18%
$75,000 – $99,999	22%	24%
$100,000 – $149,999	23%	28%
$150,000 – $199,999	10%	10%
$200,000 – $249,999	4%	3%
$250,000 or more	6%	5%
Median Household Income	$92,000	$95,800

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LIFESTYLE PROFILE

Educational Attainment	New Visitor	Loyal Visitor
High school or less	7%	7%
Some college or technical school	15%	14%
College or technical school graduate	56%	54%
Graduate school	22%	25%

TRIP PLANNING CYCLE : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

TRANSPORTATION

Means of Transportation	New Visitor	Loyal Visitor
Drove to Maine	66%	94%
Flew into Boston Logan Intl	12%	1%
Flew into Portland Intl Jetport	8%	3%
Flew into Bangor Intl Airport	5%	1%
Took a motor coach tour or bus	5%	0%
Flew into Manchester-Boston Regional Airport	1%	0%
Flew into another airport	1%	0%
Other	2%	1%

NIGHTS STAYED

Nights stayed	New Visitor	Loyal Visitor
Not staying overnight	11%	23%
1 night	4%	6%
2 nights	10%	14%
3 nights	16%	16%
4 nights	18%	10%
5+ nights	41%	31%
Average Length of Stay	4.0	4.4

ACCOMMODATIONS

Accommodations	New Visitor	Loyal Visitor
Not spending the night	11%	23%
Hotel/motel/resort	40%	22%
Vacation rental home	16%	8%
Bed & Breakfast/Inn	8%	3%
Campground/RV Park	8%	5%
Friends/family home	7%	20%
Wilderness camping	3%	1%
Personal second home	2%	15%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	4%	2%

BOOKING METHODS

Booking Methods	New Visitor	Loyal Visitor
Directly with the hotel/condo	37%	52%
Online travel agency	27%	18%
Airbnb	13%	8%
Short term rental service	8%	7%
Vacation rental company	4%	3%
Group tour operator	3%	<1%
Offline travel agent	2%	1%
Travel package provider	1%	<1%
Other	5%	11%

IN-MARKET VISITOR RESOURCES*

In-Market Resources	New Visitor	Loyal Visitor
Navigation website/apps	54%	32%
Restaurant website/app	30%	16%
Materials from hotel/campground	28%	10%
Visitor Information Centers	27%	24%
Trip planning app	17%	16%
Personal social media	17%	13%
VisitMaine.com	16%	14%
Hotel/resort website/app	14%	14%
Destination social media	14%	11%
Chambers of Commerce	9%	1%
Booking website/app	5%	3%
Airline website/app	3%	2%
VisitBarHarbor.com	<1%	<1%
Other	8%	5%
None	14%	37%

*Multiple responses permitted.

ACTIVITIES*

Activities	New Visitor	Loyal Visitor
Food/beverage/culinary	73%	73%
Touring/sightseeing	70%	51%
Shopping	50%	50%
Active outdoor activities	44%	38%
Water activities	26%	29%
History/culture	26%	13%
Entertainment/attractions	25%	14%
Astrotourism	8%	5%
Business conference/meeting	6%	4%
Other	4%	7%

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OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	New Visitor	Loyal Visitor
No other states/provinces	51%	84%
Massachusetts	30%	6%
New Hampshire	27%	8%
New York	13%	2%
Vermont	13%	2%
Rhode Island	11%	1%
Connecticut	7%	2%
New Brunswick	1%	1%
Nova Scotia	1%	<1%
Ontario	1%	<1%
Prince Edward Island	1%	<1%
Quebec	1%	<1%
Newfoundland and Labrador	<1%	<1%
Other	2%	2%

*Multiple responses permitted.

TRAVELING IN MAINE*

Maine Regions Visited	New Visitor	Loyal Visitor
No other regions	36%	61%
Downeast & Acadia	46%	16%
Midcoast & Islands	41%	22%
Greater Portland & Casco Bay	34%	21%
The Maine Beaches	26%	38%
The Maine Highlands	23%	21%
Maine Lakes & Mountains	13%	12%
Kennebec Valley	7%	8%
Aroostook County	5%	8%
Other	1%	1%

*Multiple responses permitted.

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	New Visitor	Loyal Visitor
Would recommend Maine	93%	99%
Would not recommend Maine	0%	0%
Not sure	7%	1%

Recommending Regions	New Visitor	Loyal Visitor
Definitely recommend region	59%	88%
Probably would recommend region	32%	9%
Would not recommend region	0%	1%
Not sure	9%	2%

SATISFACTION

Satisfaction	New Visitor	Loyal Visitor
Very satisfied	52%	73%
Satisfied	43%	26%
Dissatisfied	0%	0%
Don't know	5%	1%

RETURNING TO MAINE

Returning to Maine	New Visitor	Loyal Visitor
Definitely will return	47%	93%
Probably will return	25%	6%
Probably will not return	1%	0%
Not sure	27%	1%

TRIP EXPECTATIONS

Exceeded Expectations	New Visitor	Loyal Visitor
Activities & attractions	72%	42%
Lodging	56%	27%
Friendliness of people	55%	36%
Authentic & unique communities	54%	29%
Customer service	43%	28%
Shopping	37%	20%
Restaurants	36%	23%
Value for your money	32%	20%

OVERCROWDING

Overcrowding	New Visitor	Loyal Visitor
Not at all overcrowded	14%	17%
The number of visitors was fine	13%	3%
A little overcrowded	33%	30%
Overcrowded	38%	49%
Other	2%	1%

DAYTRIPPER & OVERNIGHT

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TRIP PLANNING CYCLE : PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation

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TRIP PLANNING CYCLE

Trip Planning Cycle	Day Tripper	Overnight Visitor
A week or less	60%	10%
2 – 3 weeks	17%	15%
1 – 2 months	11%	31%
3 – 4 months	5%	18%
5 – 6 months	3%	12%
7 months – 1 year	2%	10%
More than 1 year	2%	4%
Days in Planning Cycle	7	54

Booking Window	Day Tripper	Overnight Visitor
A week or less	64%	14%
2 – 3 weeks	14%	18%
1 – 2 months	12%	31%
3 – 4 months	4%	16%
5 – 6 months	2%	11%
7 months – 1 year	2%	8%
More than 1 year	2%	2%
Days in Booking Window	6	47

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	Day Tripper	Overnight Visitor
Online search engines	13%	40%
Facebook	9%	11%
TripAdvisor	5%	13%
Airline websites	5%	7%
VisitMaine.com	4%	16%
Instagram	3%	10%
MaineTourism.com	3%	6%
Hotel websites	2%	20%
Visit Maine social media	2%	7%
Online travel agency	2%	14%
Airbnb	1%	10%
Vacation rental websites	1%	6%
Traveler reviews/blogs/stories	1%	14%
YouTube	1%	6%
DowneastAcadia.com	1%	4%
MainesMidCoast.com	1%	2%
VisitPortland.com	1%	3%
Twitter	1%	1%
VisitBarHarbor.com	1%	2%
VRBO/HomeAway	<1%	9%
DiscoverNewEngland.com	<1%	2%
VisitAroostook.com	<1%	1%
KennebecValley.org	<1%	1%
TheMaineHighlands.com	<1%	1%
TheMaineBeaches.com	<1%	4%
MaineLakesandMountains.com	<1%	2%
Other	6%	6%
None	62%	24%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	Day Tripper	Overnight Visitor
Advice from friends/family	23%	39%
Articles or travelogues	4%	20%
Called the Maine Office of Tourism	2%	9%
AAA	2%	15%
Travel books & magazines	2%	5%
Travel guides/brochures	2%	12%
Travel planning apps	2%	8%
Called local Chambers of Commerce	1%	3%
Visitor Guide	1%	4%
Travel agent	1%	2%
Called local convention and visitors bureaus	<1%	1%
Called another Maine Tourism/Lodging Association	<1%	1%
Visit Maine e-newsletter	<1%	6%
Other	3%	4%
None	67%	34%

*Multiple responses permitted.

REASON FOR VISITING*

Reasons for Visiting	Day Tripper	Overnight Visitor
Relax and unwind	28%	35%
Sightseeing/touring	25%	33%
Shopping	22%	9%
Visiting friends/relatives	17%	28%
Beach	13%	11%
Nature & bird watching	9%	19%
Conference/meeting	8%	6%
Attractions	7%	10%
Special event	7%	10%
Special occasion	5%	14%
Active outdoor activities	4%	10%
Snow activities	3%	3%
Water activities	2%	6%
Culture/museums/history	2%	5%
Sporting event	1%	1%
Astrotourism	<1%	1%
Other	17%	8%

*Multiple responses permitted.

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OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	Day Tripper	Overnight Visitor
No other states/provinces	77%	68%
New Hampshire	8%	17%
Massachusetts	6%	13%
New Brunswick	3%	1%
Rhode Island	2%	6%
Nova Scotia	2%	1%
Connecticut	1%	4%
New York	1%	5%
Vermont	1%	7%
Quebec	1%	1%
Newfoundland and Labrador	<1%	1%
Ontario	<1%	1%
Prince Edward Island	<1%	1%
Other	4%	2%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

Recalled Advertising	Day Tripper	Overnight Visitor
Yes	38%	49%
No	42%	39%
Not sure	20%	12%

Influenced by Advertising	Day Tripper	Overnight Visitor
Yes	17%	29%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	Day Tripper	Overnight Visitor
Social media	32%	40%
Internet	27%	34%
Radio	26%	14%
Cable or satellite television	22%	11%
Newspaper	18%	8%
Magazine	15%	21%
Maine travel/visitor guide	8%	4%
VisitMaine.com	7%	7%
Online streaming service	6%	3%
AAA	6%	8%
Brochure	5%	3%
Billboard	4%	3%
Music/podcast streaming	4%	2%
Traveler reviews/blogs	3%	7%
Deal – based promotion	2%	2%
Other	8%	4%
Not sure	1%	1%

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation

ORIGIN REGION

Region of Origin	Day Tripper	Overnight Visitor
Maine	54%	14%
New England	22%	35%
Mid-Atlantic	4%	21%
Southeast	5%	10%
Southwest	1%	3%
Midwest	2%	7%
West	2%	4%
International	10%	6%

ORIGIN STATE/PROVINCE

Origin States & Provinces	Day Tripper	Overnight Visitor
Maine	54%	14%
Massachusetts	13%	16%
New Hampshire	8%	7%
New Brunswick	8%	1%
Florida	2%	4%

ORIGIN MARKET

Origin Markets	Day Tripper	Overnight Visitor
Boston	8%	9%
Auburn – Lewiston	8%	1%
Augusta	7%	1%
Portland	7%	2%
Bangor	6%	1%
Waterville	3%	1%
Belfast	2%	1%
Concord, NH	2%	<1%
Camden – Rockland	2%	<1%
Fredericton, CAN	2%	<1%
New York City	2%	7%
Lowell, MA	2%	1%

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	Day Tripper	Overnight Visitor
Traveled alone	22%	15%
As a couple	35%	46%
As a family	22%	25%
With business associates	4%	1%
In a tour group	4%	1%
With other couples/friends	12%	12%
Other	1%	<1%
Average Travel Party Size	3.0	2.7

TRAVEL WITH CHILDREN*

Children in Travel Party*	Day Tripper	Overnight Visitor
No children	85%	84%
Children younger than 6	6%	5%
Children 6 – 12	8%	9%
Children 13 – 17	7%	7%

Gender	Day Tripper	Overnight Visitor
Male	43%	46%
Female	57%	54%

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DEMOGRAPHIC PROFILE

Age	Day Tripper	Overnight Visitor
Under 25	11%	5%
25 – 34	13%	14%
35 – 44	15%	23%
45 – 54	19%	21%
55 – 65	22%	25%
Over 65	20%	12%
Median Age	**51**	**49**

Race/Ethnicity	Day Tripper	Overnight Visitor
White	90%	88%
Hispanic	3%	3%
Black	2%	3%
Asian	2%	3%
Indigenous	1%	1%
Other	2%	2%

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LIFESTYLE PROFILE

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

Employment Status	Day Tripper	Overnight Visitor
Employed full-time	48%	54%
Employed part-time	11%	12%
Contract/freelance/temporary employee	5%	8%
Retired	24%	17%
Not currently employed	7%	6%
Student	5%	3%

LIFESTYLE PROFILE

Household Income	Day Tripper	Overnight Visitor
Less than $25,000	10%	4%
$25,000 – $49,999	20%	8%
$50,000 – $74,999	25%	23%
$75,000 – $99,999	21%	24%
$100,000 – $149,999	14%	25%
$150,000 – $199,999	6%	9%
$200,000 – $249,999	2%	3%
$250,000 or more	2%	4%
Median Household Income	$70,000	$90,600

LIFESTYLE PROFILE

Educational Attainment	Day Tripper	Overnight Visitor
High school or less	18%	6%
Some college or technical school	21%	14%
College or technical school graduate	42%	59%
Graduate school	19%	21%

TRANSPORTATION

Means of Transportation	Day Tripper	Overnight Visitor
Drove to Maine	91%	83%
Took a motor coach tour or bus	4%	3%
Flew into Portland Intl Jetport	1%	5%
Flew into Boston Logan Intl	1%	6%
Flew into Bangor Intl Airport	<1%	1%
Other	3%	2%

IN-MARKET VISITOR RESOURCES*

In-Market Resources	Day Tripper	Overnight Visitor
Navigation website/apps	22%	49%
Restaurant website/app	11%	31%
Personal social media	10%	22%
Visitor Information Centers	10%	23%
Destination social media	7%	12%
VisitMaine.com	6%	14%
Trip planning app	5%	16%
Booking website/app	2%	5%
Materials from hotel/campground	2%	22%
Chambers of Commerce	2%	5%
Airline website/app	1%	3%
Hotel/resort website/app	1%	14%
VisitBarHarbor.com	1%	1%
Other	5%	6%
None	50%	19%

*Multiple responses permitted.

ACTIVITIES*

Activities	Day Tripper	Overnight Visitor
Food/beverage/culinary	58%	77%
Shopping	39%	52%
Touring/sightseeing	37%	56%
Active outdoor activities	18%	41%
Entertainment/attractions	9%	25%
Water activities	8%	27%
History/culture	6%	21%
Business conference/meeting	5%	5%
Astrotourism	1%	6%
Other	11%	5%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	Day Tripper	Overnight Visitor
No other states/provinces	84%	68%
New Hampshire	6%	17%
Massachusetts	4%	16%
New York	2%	6%
New Brunswick	2%	1%
Nova Scotia	2%	1%
Connecticut	1%	4%
Rhode Island	1%	5%
Vermont	1%	6%
Prince Edward Island	1%	<1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Ontario	<1%	1%
Other	3%	2%

*Multiple responses permitted.

TRAVELING IN MAINE*

Maine Regions Visited	Day Tripper	Overnight Visitor
No other regions	81%	45%
The Maine Beaches	28%	29%
The Maine Highlands	21%	18%
Midcoast & Islands	16%	42%
Maine Lakes & Mountains	13%	12%
Greater Portland & Casco Bay	12%	32%
Kennebec Valley	11%	8%
Downeast & Acadia	8%	27%
Aroostook County	7%	7%
Other	1%	1%

*Multiple responses permitted.

TRIP PLANNING CYCLE : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Maine
VISITMAINE.COM

downs & st. germain
RESEARCH

RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	Day Tripper	Overnight Visitor
Would recommend Maine	96%	97%
Would not recommend Maine	1%	0%
Not sure	3%	3%

Recommending Regions	Day Tripper	Overnight Visitor
Definitely recommend region	73%	71%
Probably would recommend region	21%	24%
Would not recommend region	1%	0%
Not sure	5%	5%

SATISFACTION

Satisfaction	Day Tripper	Overnight Visitor
Very satisfied	64%	59%
Satisfied	34%	39%
Dissatisfied	0%	0%
Don't know	2%	2%

RETURNING TO MAINE

Returning to Maine	Day Tripper	Overnight Visitor
Definitely will return	78%	68%
Probably will return	19%	22%
Probably will not return	0%	1%
Not sure	3%	9%

TRIP EXPECTATIONS

Exceeded Expectations	Day Tripper	Overnight Visitor
Lodging	NA	40%
Friendliness of people	30%	40%
Activities & attractions	28%	58%
Customer service	25%	26%
Authentic & unique communities	24%	31%
Restaurants	20%	23%
Shopping	19%	22%
Value for your money	18%	21%

OVERCROWDING

Overcrowding	Day Tripper	Overnight Visitor
Not at all overcrowded	29%	15%
The number of visitors was fine	5%	9%
A little overcrowded	22%	29%
Overcrowded	41%	46%
Other	3%	1%

MAINE OFFICE OF TOURISM

2022 Visitor Tracking Crosstab Report

DECEMBER 2021 – NOVEMBER 2022

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