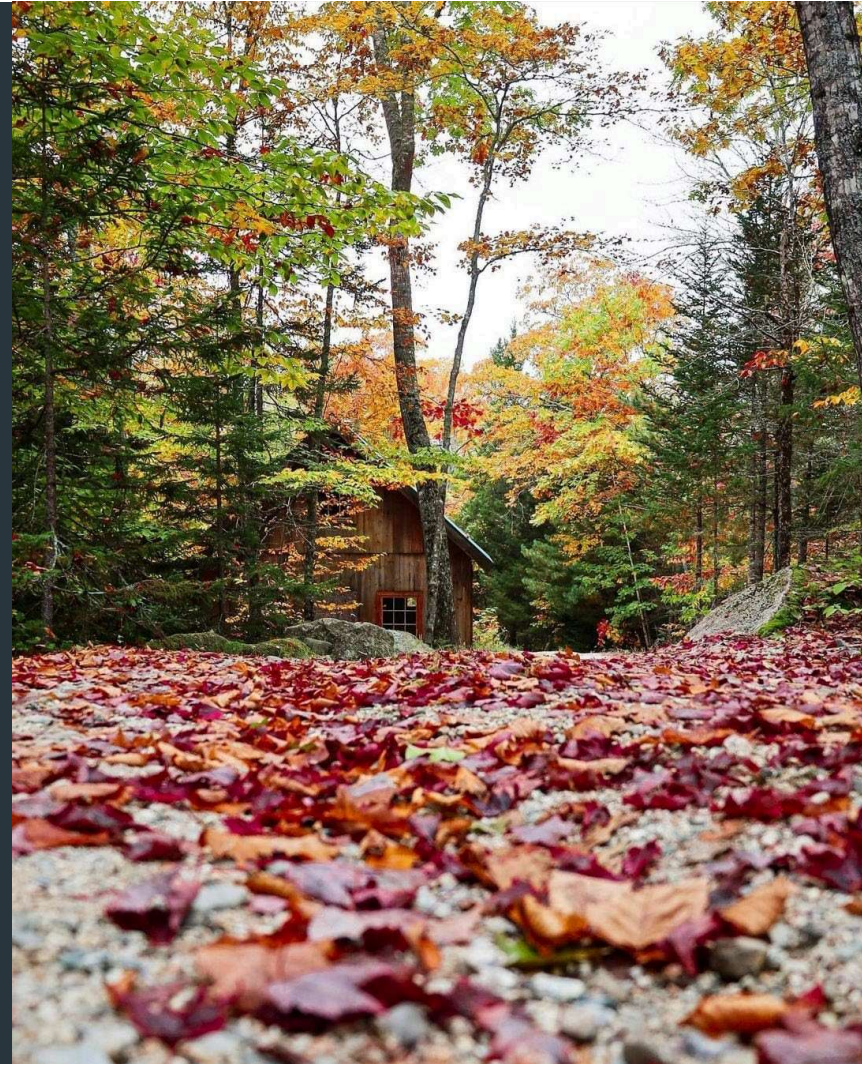


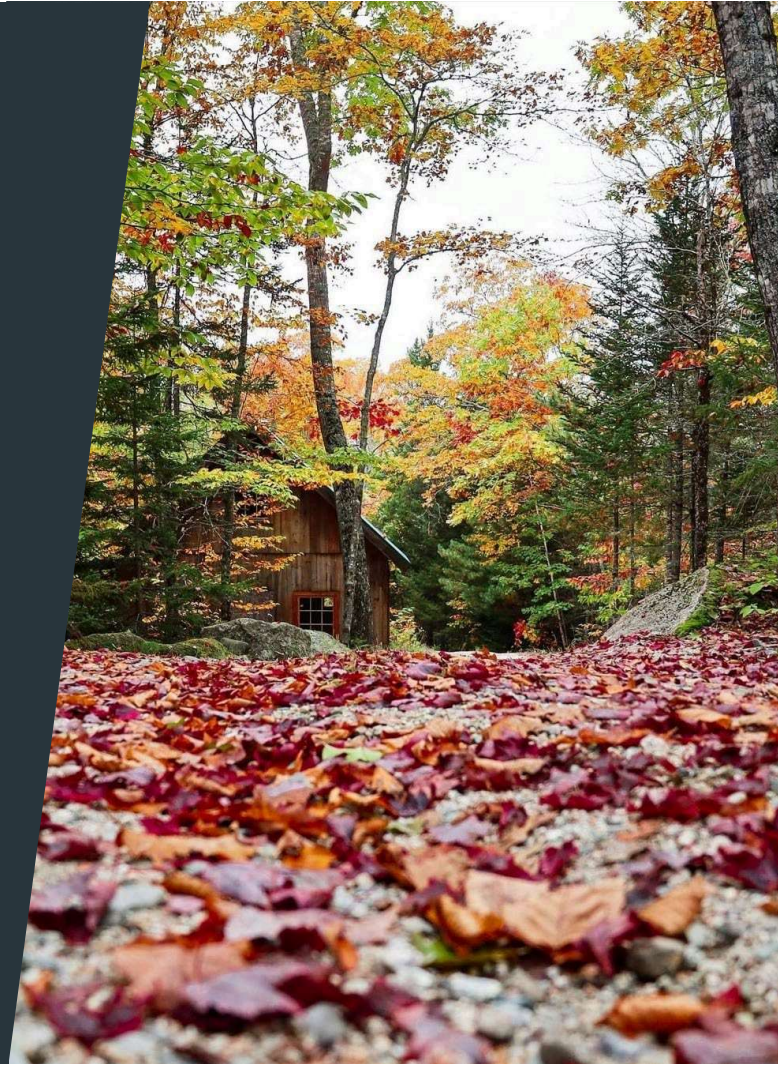
MAINE OFFICE OF TOURISM

2022 Fall Visitor Tracking Report

SEPTEMBER 2022 – NOVEMBER 2022



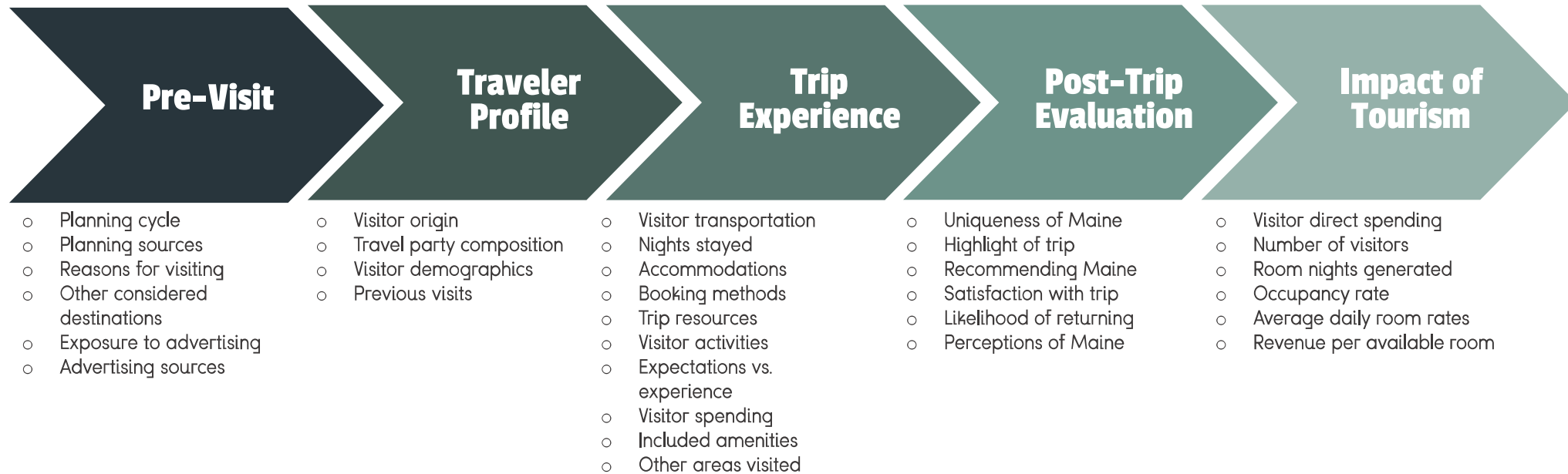
INTRODUCTION



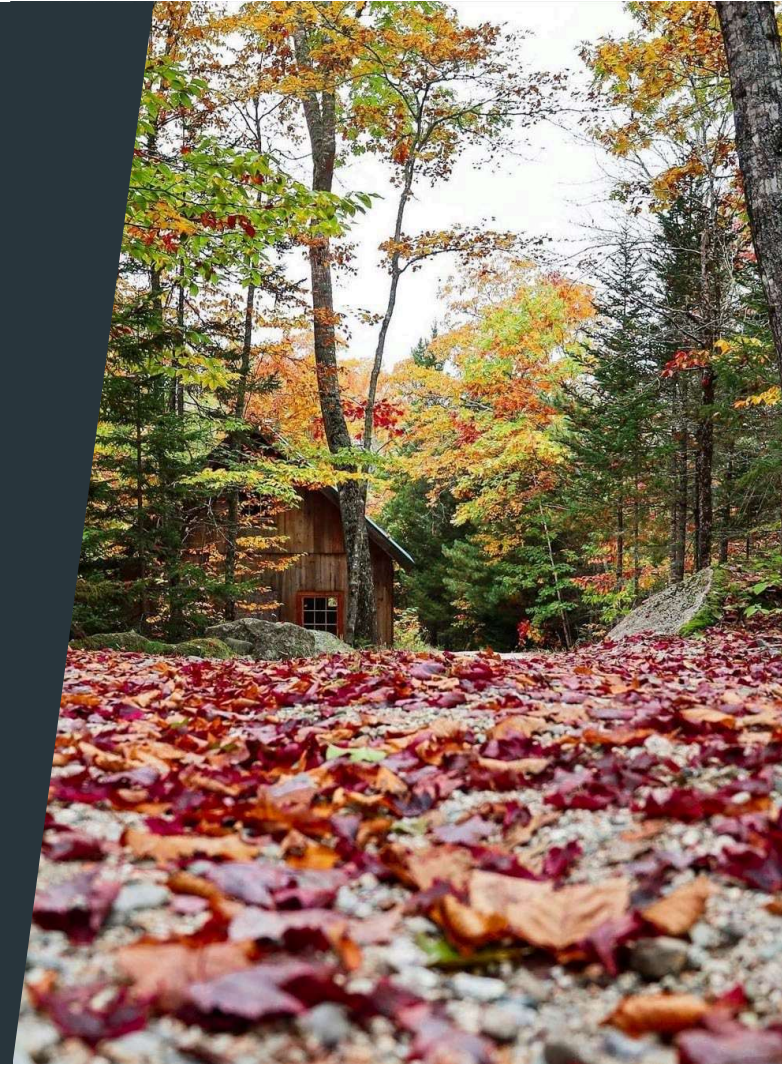
STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from September 2022 to November 2022.

In the report, we follow the visitors in their journeys from pre-trip planning to the impact of their expenditures in the state. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.



EXECUTIVE SUMMARY



SEASONAL SNAPSHOT

FALL 2022

- » In Fall 2022, visitors had a shorter length of stay and there was a higher occupancy, resulting in an increase in overall visitors compared to Fall 2021.
- » Additionally, the overall number of days spent by visitors in Maine and direct spending increased
- » Compared to last year, more visitors noticed advertising **(+9% points)** and were influenced by advertising **(+9% points)**
- » More visitors recalled noticing advertising on social media compared to last year **(+15% points)**
- » Compared to last year more visitors used traveler review/blogs/stories **(+6% points)** and Facebook **(+7% points)**
- » More visitors considered other states/provinces while planning their trips to Maine **(+7% points)**



2,791,200

TOTAL
VISITORS

+ 6.8%



13,467,600

VISITOR
DAYS

+ 3.5%



\$104.91

REVPAR

+ 29.5%

5

vs. 2021

TRIP PLANNING CYCLE : IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

In Fall 2022, visitors had a shorter length of stay and there was a higher occupancy, resulting in an increase in overall visitors compared to Fall 2021.

Additionally, the overall number of days spent by visitors in Maine and direct spending increased.

KPIs	2021	2022	Δ% from '21
Visitors (#)	2,612,500	2,791,200	+ 6.8%
Visitor Days ¹	13,008,600	13,467,600	+ 3.5%
Direct Spending	\$1,567,814,800	\$1,834,757,800	+ 17.0%
Room Nights	2,804,600	3,209,200	+14.4%

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

VISITATION METRICS

Visitation ¹	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	642,000	2,149,200	2,791,200
Visitor (%)	23.0%	77.0%	100.0%

¹ Visitation estimates provided here are **preliminary** and reflect visitation from September - November 2022. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

LODGING METRICS

Occupancy Rate

58.0%

+ 8.2% from 2021

Average Daily Rate

\$180.83

+ 19.6% from 2021

Revenue per Available Room

\$104.91

+ 29.5% 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
- » **2 in 3** visitors have a booking window of less than 3 months



TOP ONLINE TRIP PLANNING SOURCES*

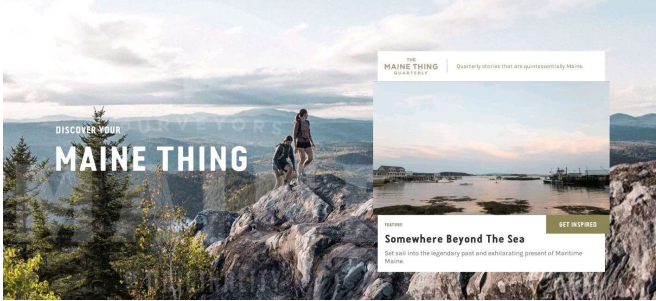
3 in 4 visitors used one or more online resources to help them plan their trip in Maine



41% Online search engines



18% Hotel websites



17% VisitMaine.com



17% TripAdvisor



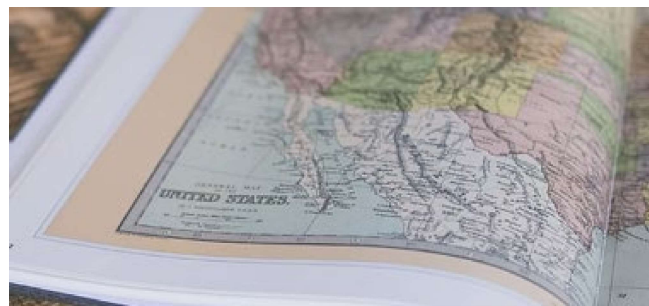
17% Online travel agency

*Multiple responses permitted.

TOP OTHER TRIP PLANNING SOURCES*



46% Advice from friends/family



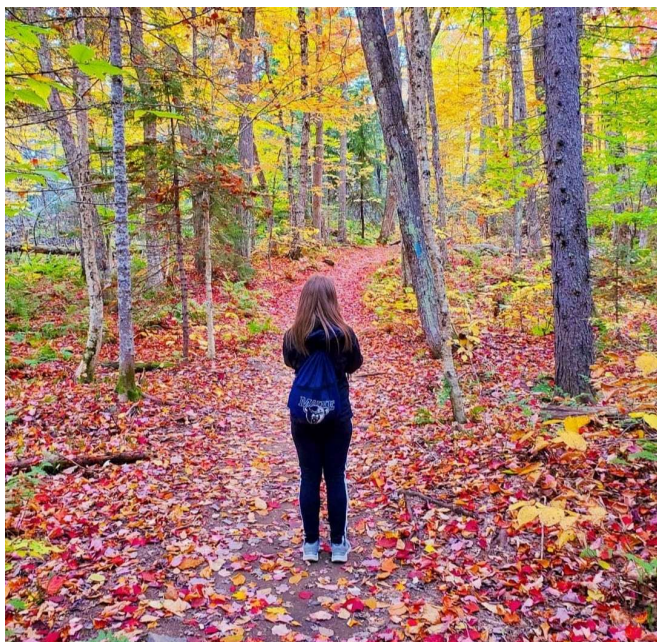
21% Articles or travelogues



15% AAA

*Multiple responses permitted.

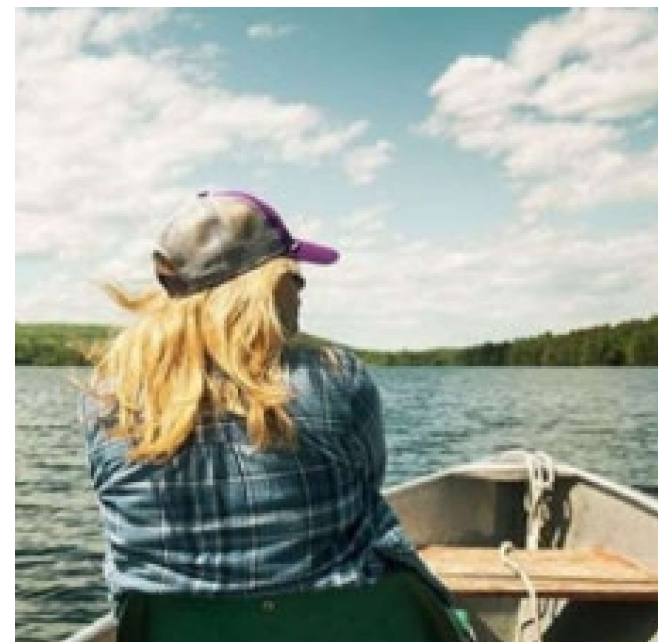
TOP REASONS FOR VISITING*



36% Sightseeing/touring



29% Relax and unwind



26% Visiting friends/family

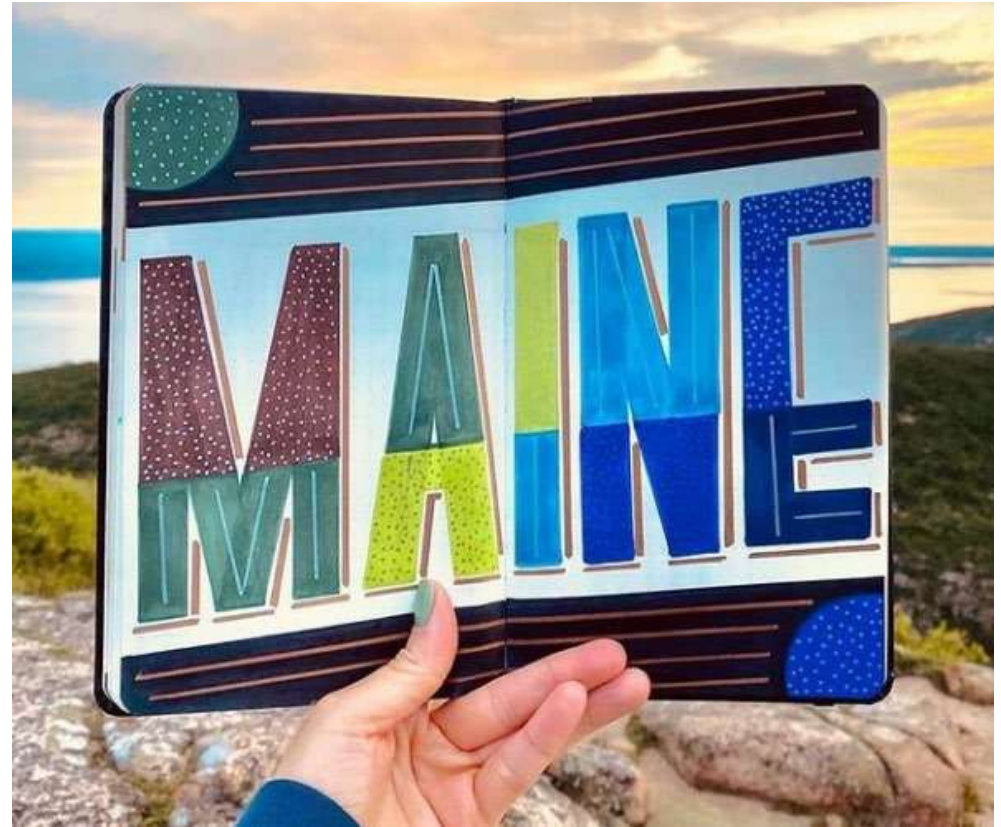
CONSIDERING MAINE AS A DESTINATION

- » **63%** (-7% 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

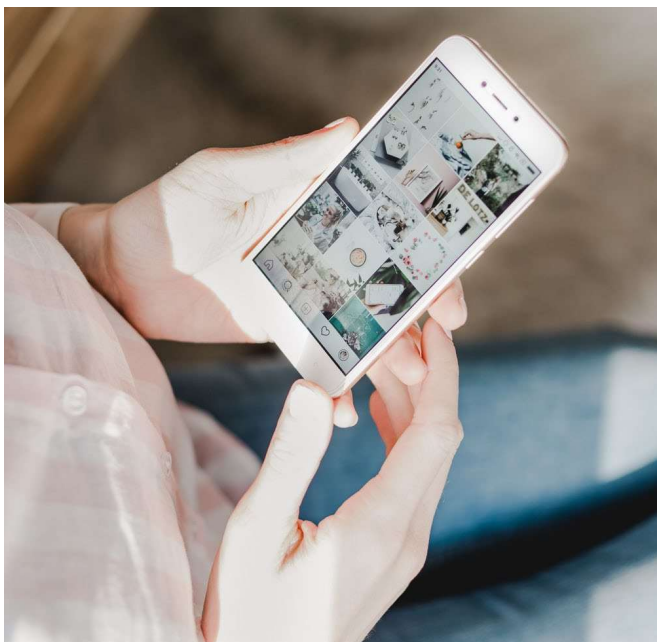


PRE-TRIP EXPOSURE TO ADVERTISING

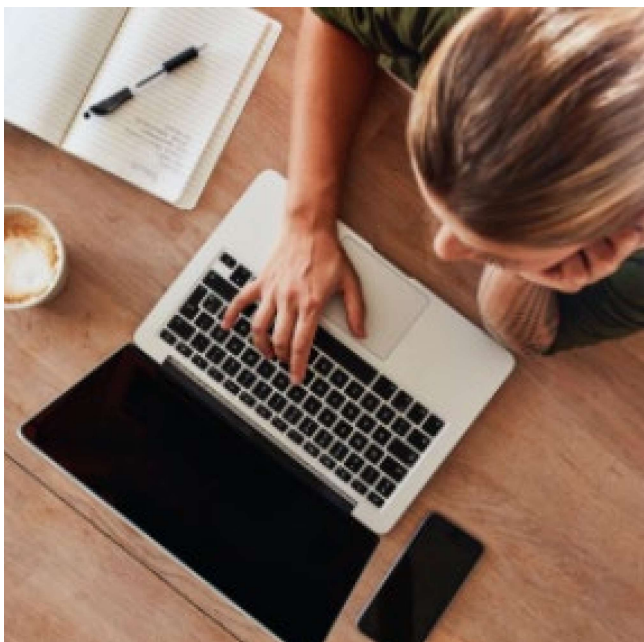
- » 50% of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip (+9% points from 2021)
- » This information influenced 28% of all visitors to visit Maine (+9% points from 2021)



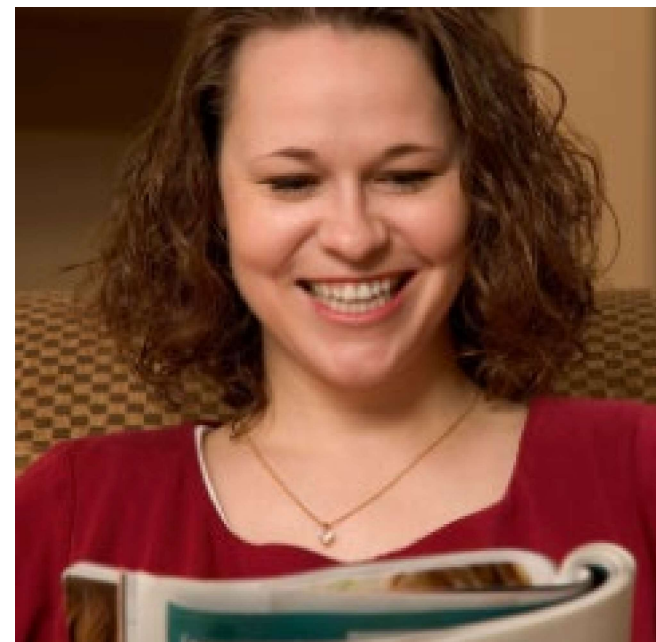
TOP SOURCES OF ADVERTISING EXPOSURE*



43% Social media



34% Internet



20% Magazine

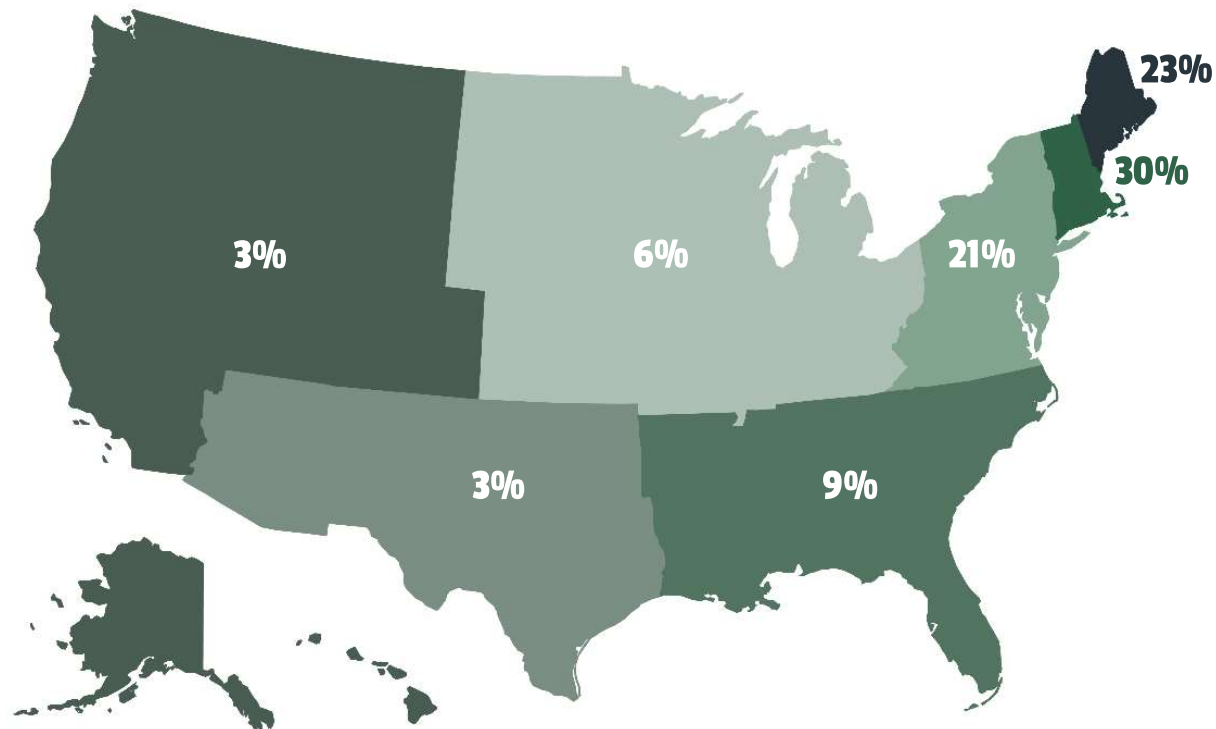
*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE



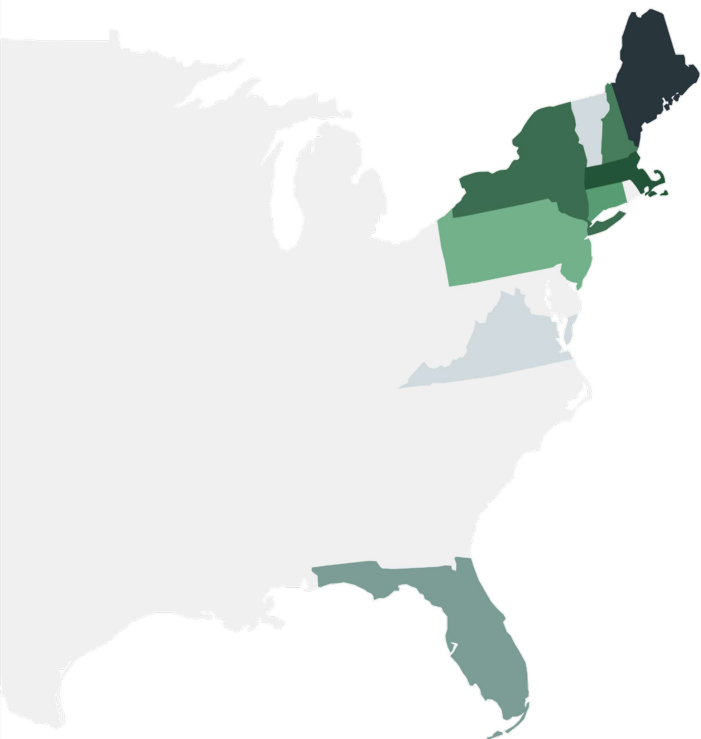
REGIONS OF ORIGIN

International travel is rebounding as international visitation increased **+4% points** from 2021



5% of visitors came from outside of the United States.

TOP ORIGIN STATES & PROVINCES



66%

of visitors traveled from **8** U.S. states, including from other regions of Maine.

22 %	Maine	5 %	Connecticut
13 %	Massachusetts	4 %	New Jersey
8 %	New York	4 %	Pennsylvania
7 %	New Hampshire	3 %	Florida

TOP ORIGIN MARKETS



7% Boston



7% New York City¹



3% Washington D.C. - Baltimore²

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

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

TRAVEL PARTIES

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



13% visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE

» The typical Maine Fall visitor:

- » Is **49** years old¹
- » Female² - **54%**
- » Is white - **87%**



LIFESTYLE PROFILE

- » The typical Maine Fall visitor:
 - » Is a college graduate – **79%**
 - » Is married/in a domestic partnership – **77%**
 - » Is employed full-time – **53%**
 - » Has an annual household income¹ of **\$87,000**



NEW & RETURNING VISITORS

- » **25%** of visitors were traveling in Maine for the first time
- » **26%** of visitors had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



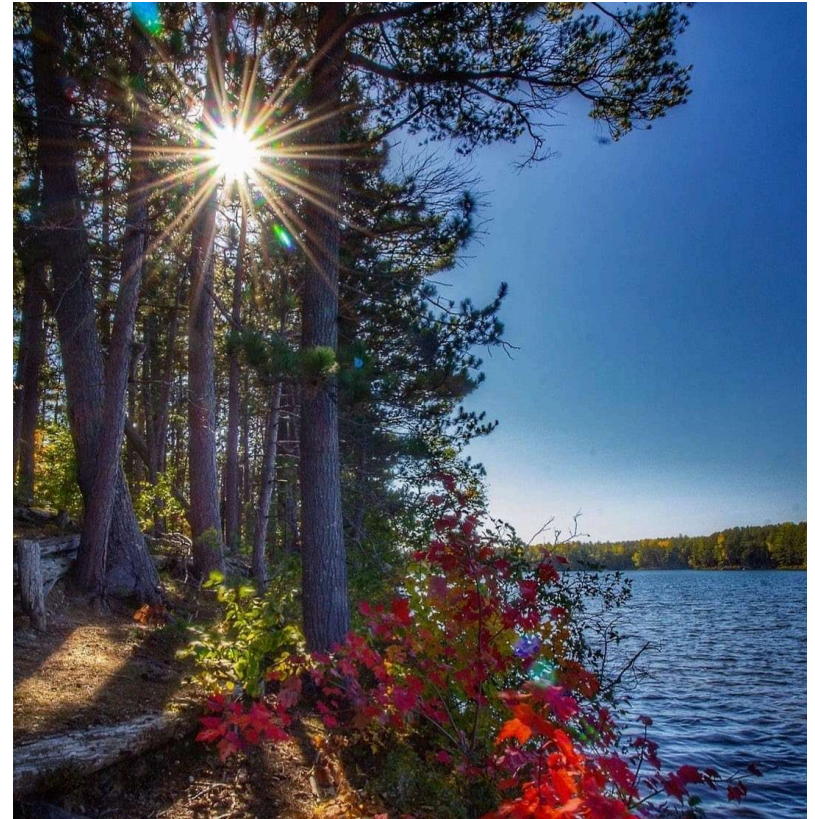
TRANSPORTATION

- » **85%** of visitors drove to their Maine destination
- » **5%** of visitors flew to Maine through Portland International Jetport



NIGHTS STAYED

- » **86%** of visitors spent one or more nights in Maine
- » Typical visitors stayed **4.8*** nights in Maine on their trip



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

TOP ACCOMMODATIONS



35% Hotel/motel/resort



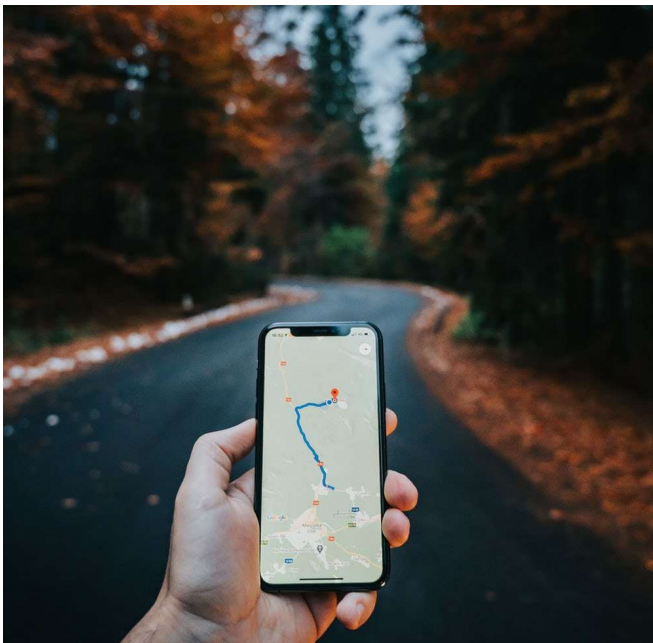
16% Friends/family home



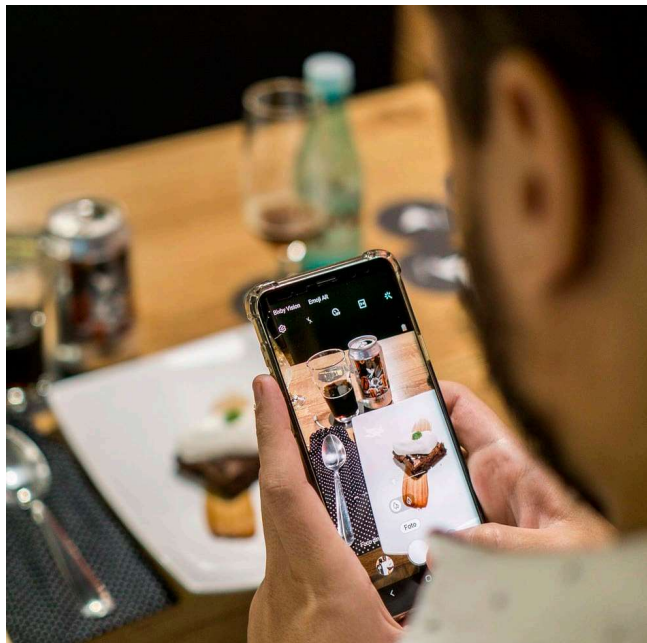
14% Did not stay overnight

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 Maine



54% Navigation websites/apps



28% Restaurant website/app



26% Visitor Information Centers

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



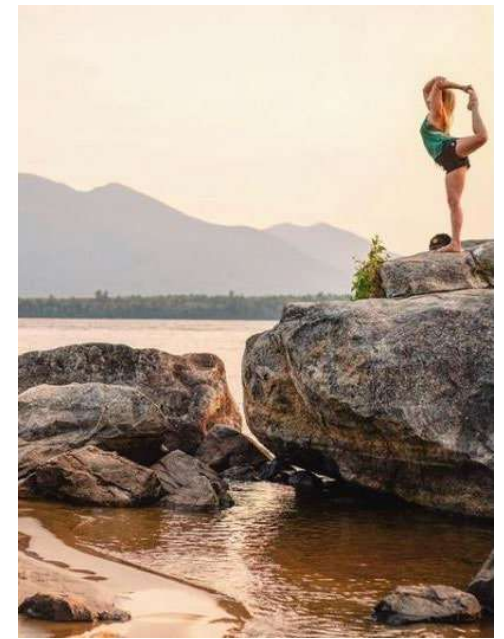
78% Food/beverage/
culinary



59% Touring/sightseeing



53% Shopping



43% Active outdoor
activities

*Multiple responses permitted.

TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Maine spent **\$552** per day and **\$2,700** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Maine spent **\$281** per day and **\$1,993** during their trip
- » Visitors who did not stay overnight in Maine spent **\$248** during their trip



VISITING OTHER STATES & PROVINCES

- » Nearly **2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to Maine
- » 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 5** visitors traveled to regions other than their primary destination during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



TOP UNIQUE DESTINATION ATTRIBUTES*



"There are a variety of natural areas that you can visit in a short amount of time. We can go to the beach and the mountains in one day. It is beautiful and there aren't a lot of people around."

"The prettiest fall foliage of New England, friendly and welcoming people, plenty of activities year around and the best seafood!"

"Special shops, the ocean, and the mountains together. Maine is just special."

"New England mystique. Wilderness and wildlife and small-town charm."

*Coded open-ended responses.
Multiple responses permitted.

TOP TRIP HIGHLIGHTS*



"Visiting the Botanical Gardens in Booth Bay Harbor. The trolls await all visitors!"

"Visiting my relatives and having a look at the famous Maine's fall foliage!"

"The rocky coastline with its numerous lighthouses, the long sandy beaches, the relaxed and quiet environment and of course the seafood."

*Coded open-ended responses.
Multiple responses permitted.

RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend Maine to a friend or relative as a vacation destination
- » **96%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip
 - » **66%** would definitely recommend



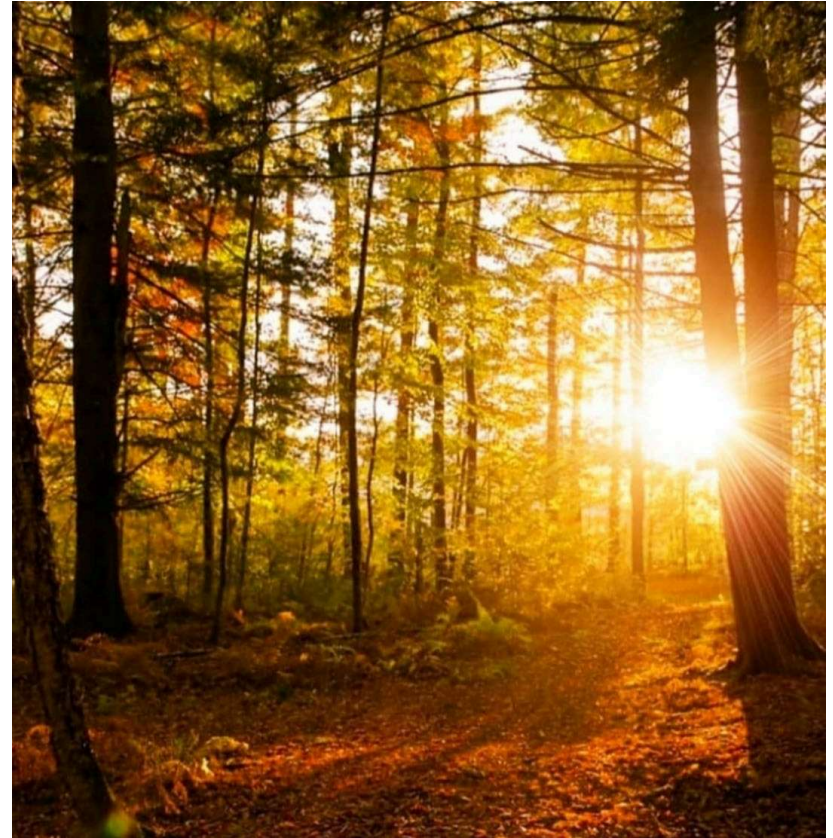
LIKELIHOOD OF RETURNING TO MAINE

- » **90%** of visitors will return to Maine for a future visit or vacation
- » **65%** of visitors will “definitely return” in the future



SATISFACTION

- » **98%** of visitors were satisfied with their trip to Maine
- » However, increased cost and the current lack of work force negatively affected Fall visitors' trip experiences: **17%** of visitors said that the restaurants did not meet their expectations and **16%** said the customer service did not meet their expectations

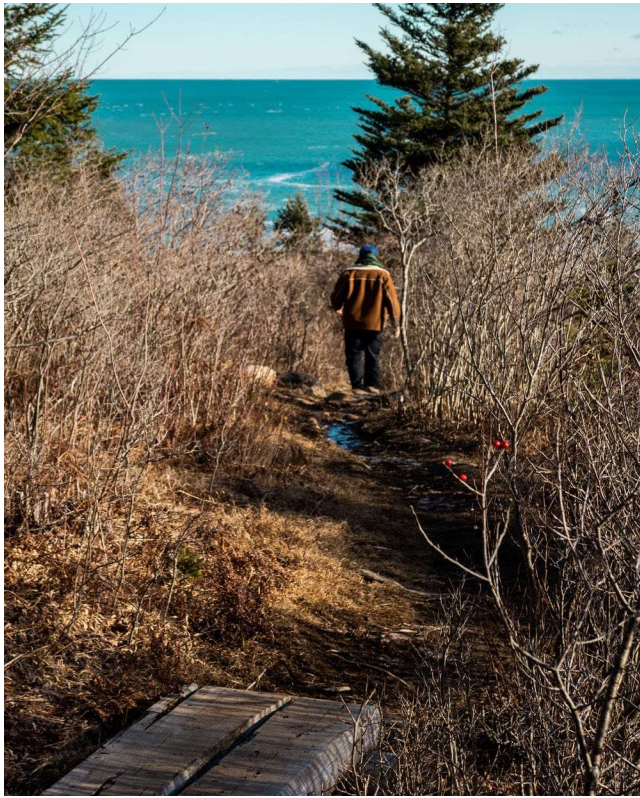


OVERCROWDING

- » **48%** of visitors thought the number of visitors during their trip to Maine was fine
- » **32%** of visitors thought it was a little overcrowded



TOP PERCEPTIONS OF MAINE*

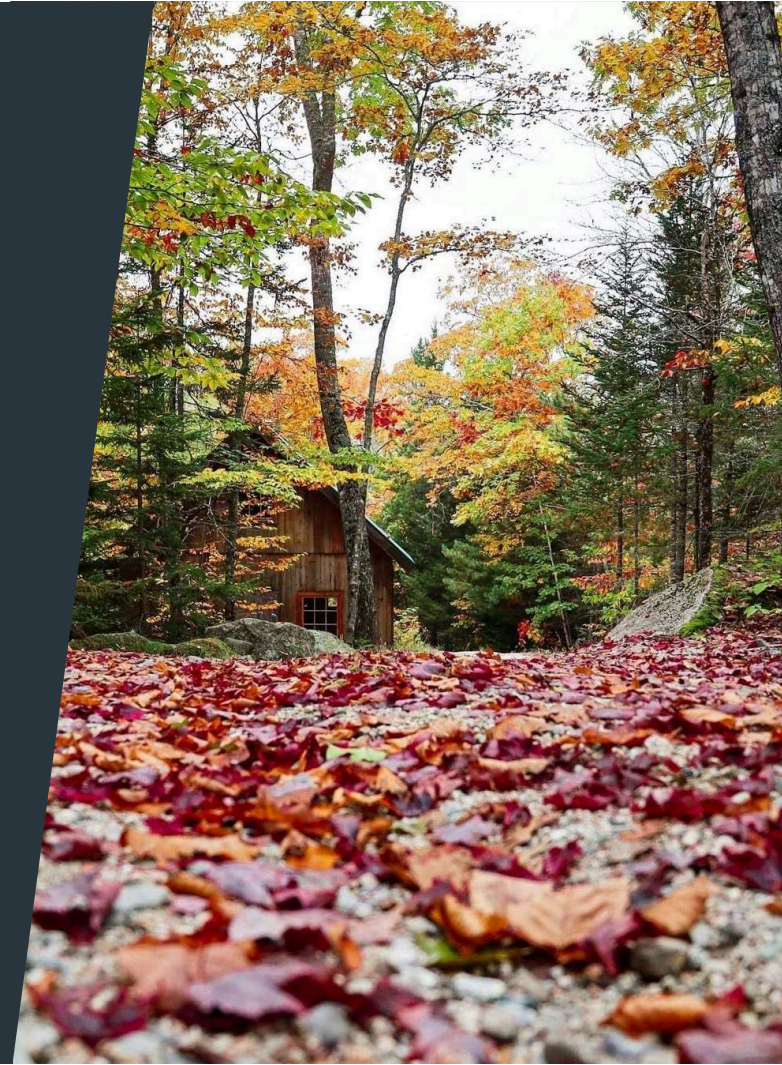


"You can just sense the rich history and how determined the settlers must have been to begin new lives here. The scenery is beautiful but challenging. Sad to hear the fishermen are struggling."

"When my life gets too crazy, Maine is my go-to for a reset. I hike the land trusts with my dog. Eat good food from the farmers' markets. Meditate and do my yoga practice outdoors. So much goodness to take in."

*Coded open-ended responses.
Multiple responses permitted.

DETAILED FINDINGS



TRIP PLANNING CYCLE : PRE-VISIT



KEY PERFORMANCE INDICATORS

In Fall 2022, visitors had a shorter length of stay and there was a higher occupancy, resulting in an increase in overall visitors compared to Fall 2021.

Additionally, the overall number of days spent by visitors in Maine and direct spending increased.

KPIs	2021	2022	Δ% from '21
Visitors (#)	2,612,500	2,791,200	+ 6.8%
Visitor Days ¹	13,008,600	13,467,600	+ 3.5%
Direct Spending	\$1,567,814,800	\$1,834,757,800	+ 17.0%
Room Nights	2,804,600	3,209,200	+14.4%

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

LODGING METRICS

Lodging Metrics ¹	Hotels	Vacation Rentals	Other rentals	Total
Occupancy Rate (%)	70.2%	43.4%	54.0%	58.0%
Average Daily Rate	\$193.73	\$208.71	\$82.87	\$180.83
RevPAR	\$136.06	\$90.68	\$44.75	\$104.91

¹ Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

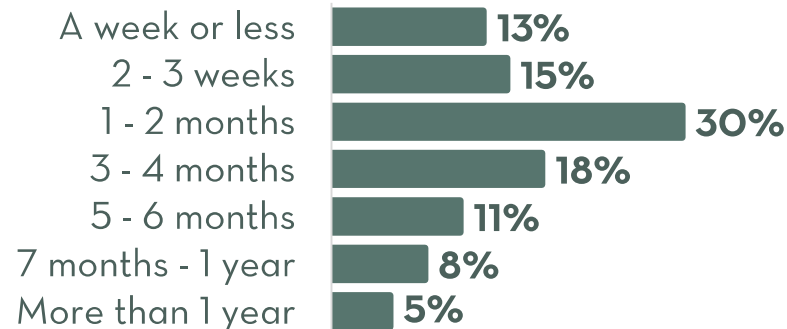
TRIP PLANNING CYCLE : PRE-VISIT



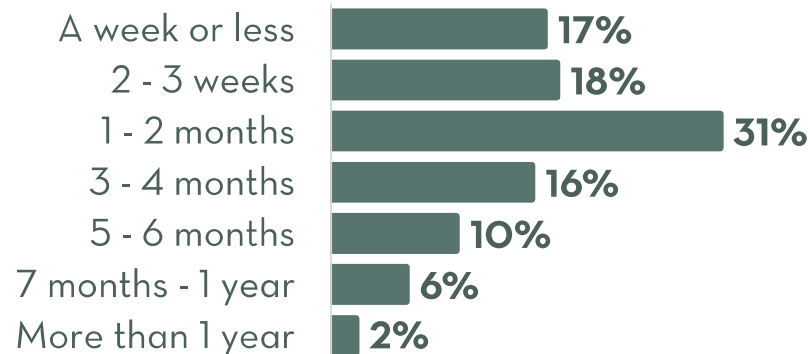
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **52 days** in advance (-6 days from 2021)
- » **72%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **45 days** in advance (-6 days from 2021)
- » **2 in 3** visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

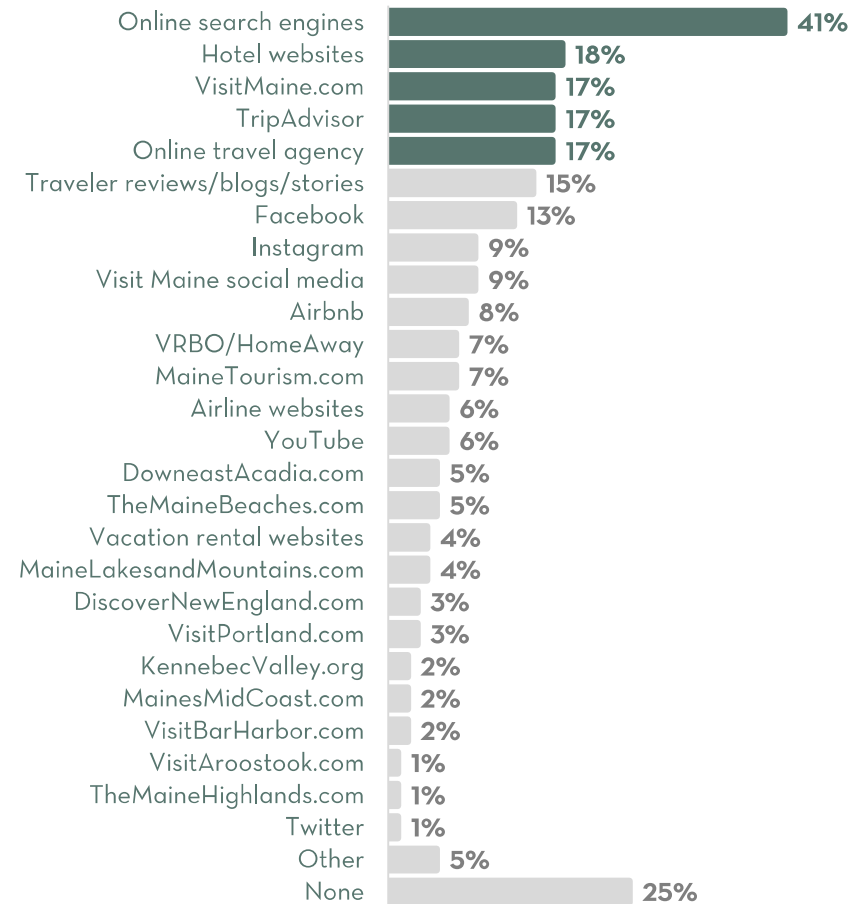


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

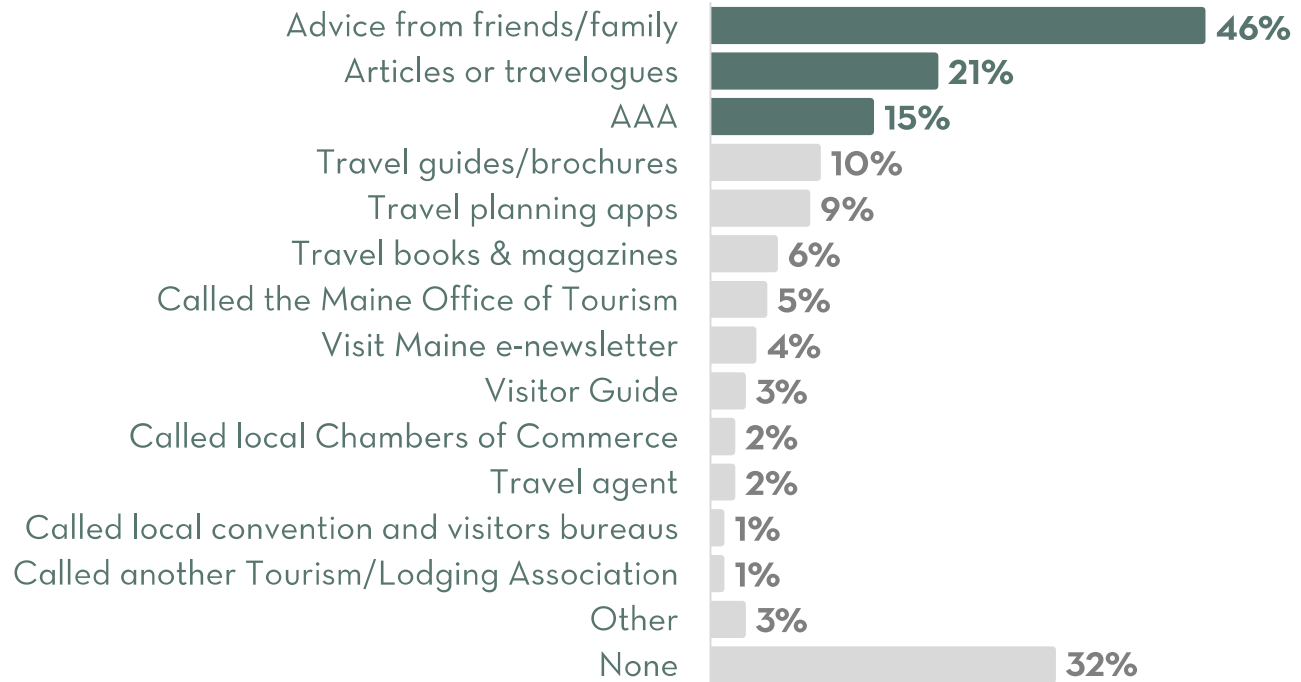
- » **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » Over **2 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » About **1 in 6** visitors used VisitMaine.com (+1% points from 2021)
- » More visitors used traveler reviews/blogs/stories (+6% points) and Facebook (+7% points) compared to 2021



*Multiple responses permitted.

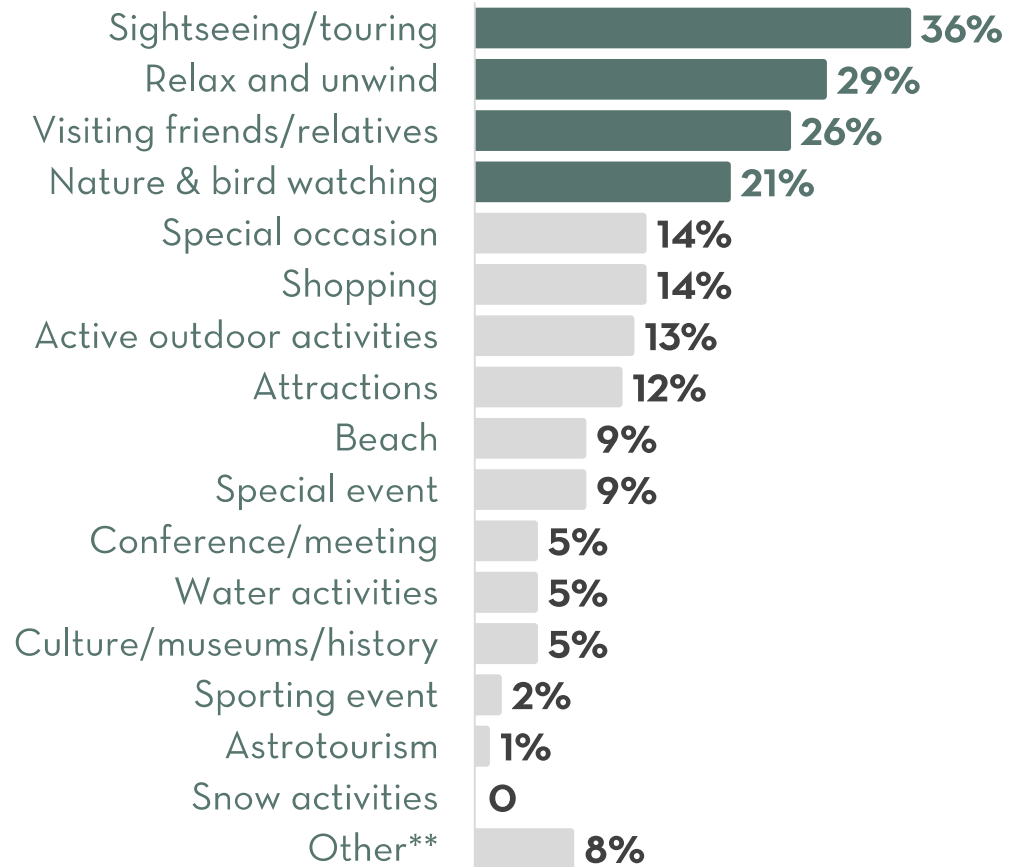
OTHER TRIP PLANNING SOURCES*

- » Nearly **half** of visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Over **1 in 5** visitors used articles or travelogues (+7% points from 2021), and over **1 in 7** used AAA (+3% points from 2021) to help plan their trip in Maine
- » Nearly **1 in 3** visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

- » Over **1 in 3** visitors visited Maine to go sightseeing/touring
- » **3 in 10** visitors came to Maine to relax and unwind
- » Over **1 in 4** visitors visited Maine to visit friends and relatives

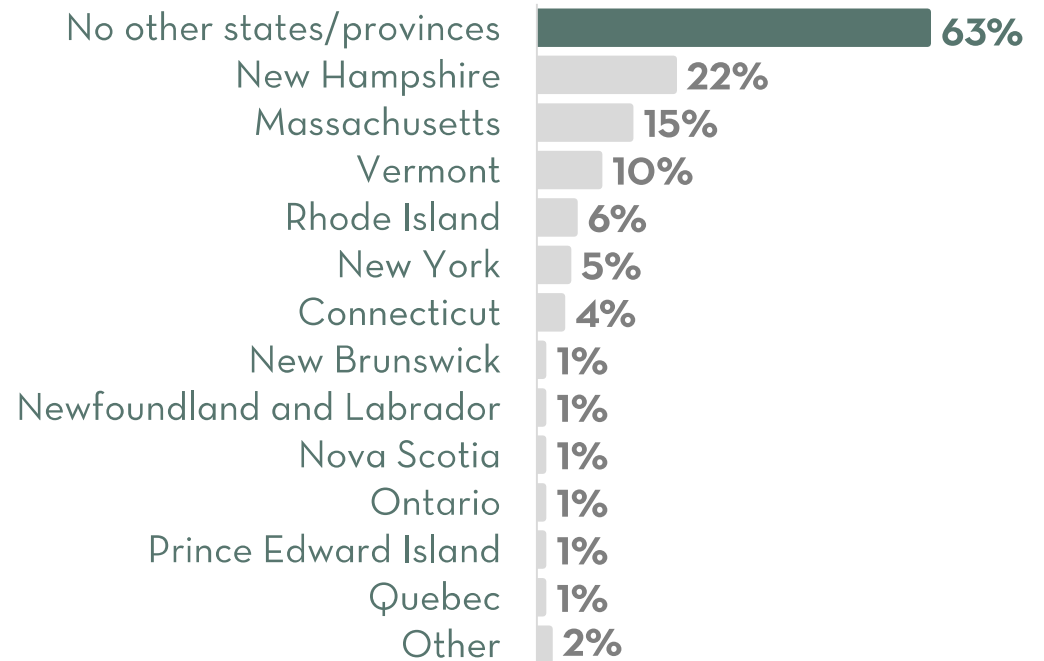


*Multiple responses permitted.

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

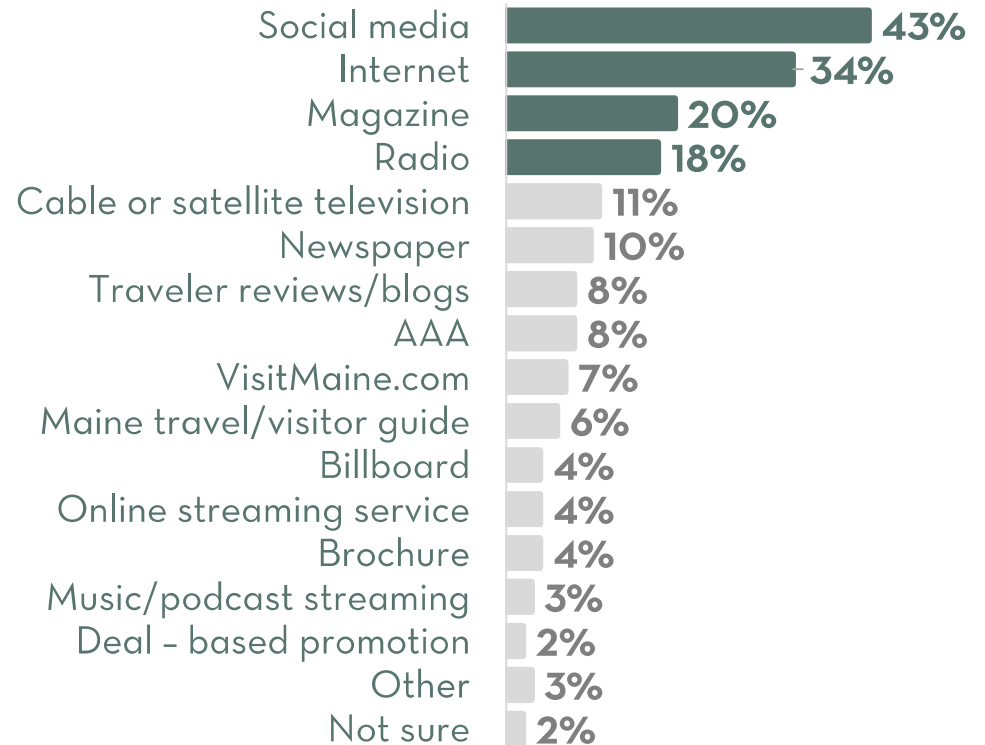
OTHER STATES & PROVINCES CONSIDERED*

- » **63%** (-7% points from 2021) of visitors considered visiting **only** Maine while planning their trips
- » Visitors continued to be **more likely** to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

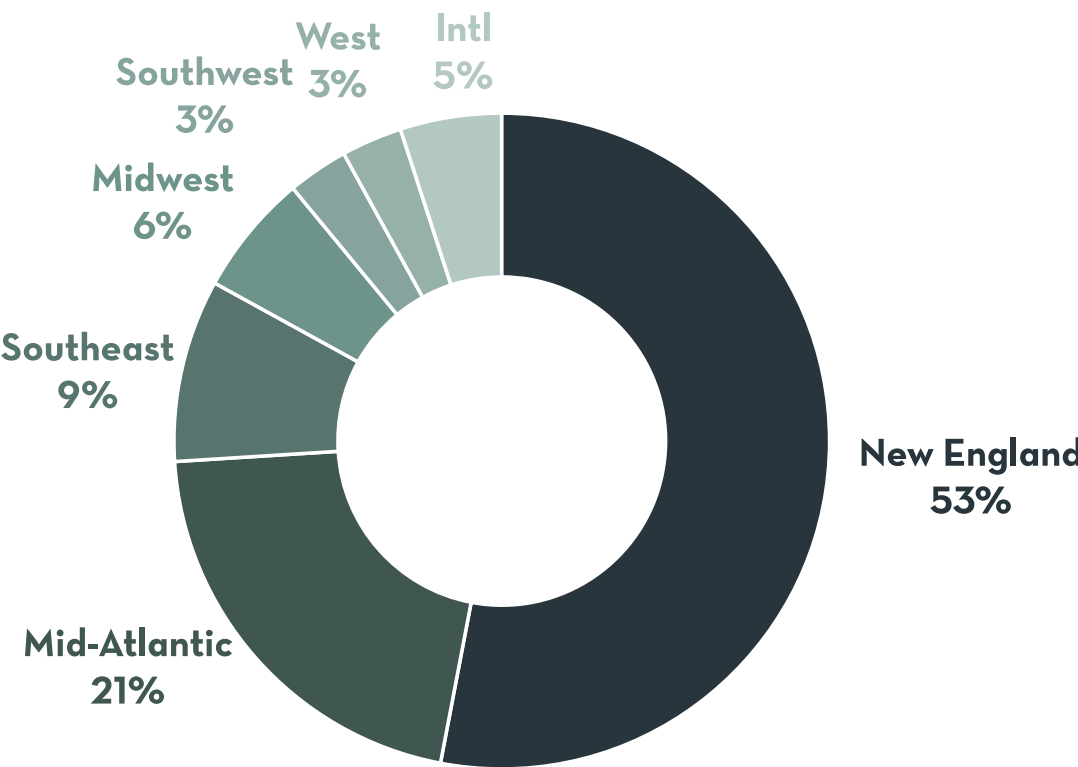
- » **50%** (+9% points from 2021) of visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on **social media** (+15% points from 2021) or the **internet**
- » This information influenced **28%** (+9% points from 2021) of all visitors to visit Maine



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **78%** of visitors traveled to/within Maine from 12 U.S. states, Quebec, and New Brunswick
- » Over **1 in 5** visitors were residents of Maine traveling throughout the state

State	Percent
Maine	22%
Massachusetts	13%
New York	8%
New Hampshire	7%
Connecticut	5%
New Jersey	4%
Pennsylvania	4%
Florida	3%
Vermont	2%
Quebec	2%
Maryland	2%
Texas	2%
Virginia	2%
New Brunswick	2%

TOP ORIGIN MARKETS

- » Nearly **3 in 10** visitors traveled from **9** U.S. markets
- » **14%** of visitors traveled to Maine from New York City or Boston

Market	Percent
Boston	7%
New York City ¹	7%
Washington DC – Baltimore ²	3%
Portland	2%
Philadelphia	2%
Augusta	2%
Rochester – Portsmouth, NH	2%
Bangor	2%
Albany	2%

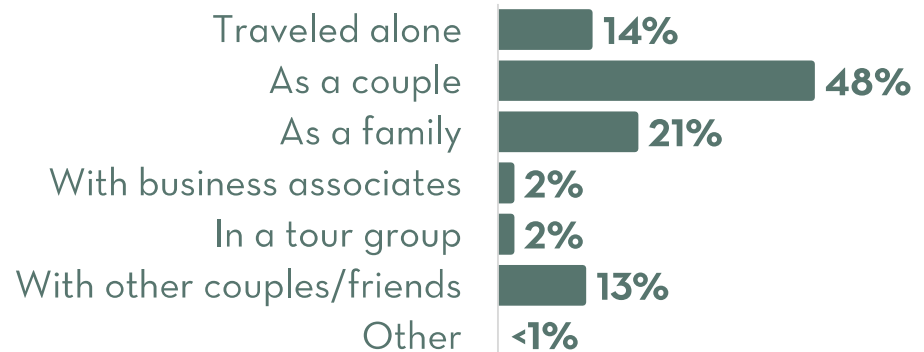
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

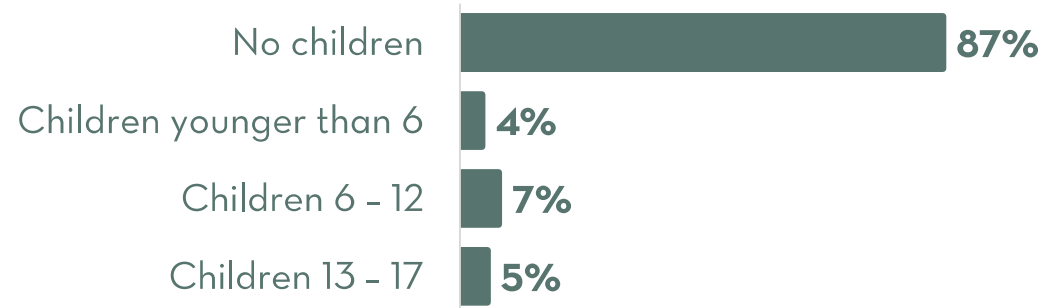
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.7** people
- » Nearly **half** of visitors traveled as a couple
- » **13%** of visitors traveled with one or more children in their travel party

Travel Party Composition



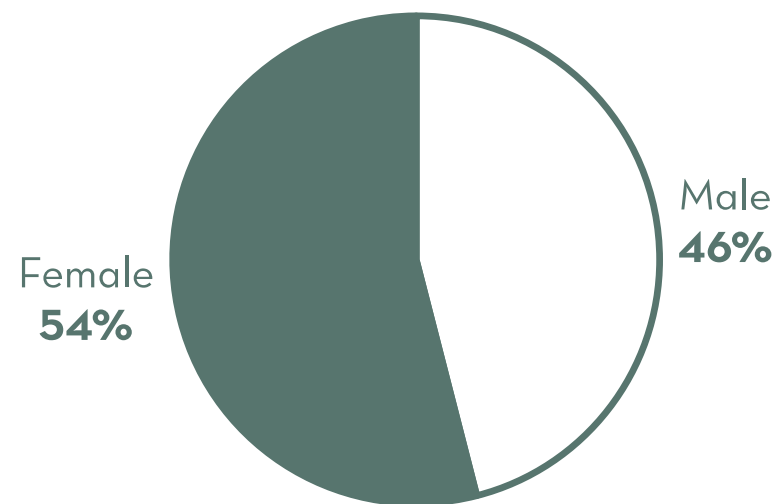
Children in Travel Party*



*Multiple responses permitted.

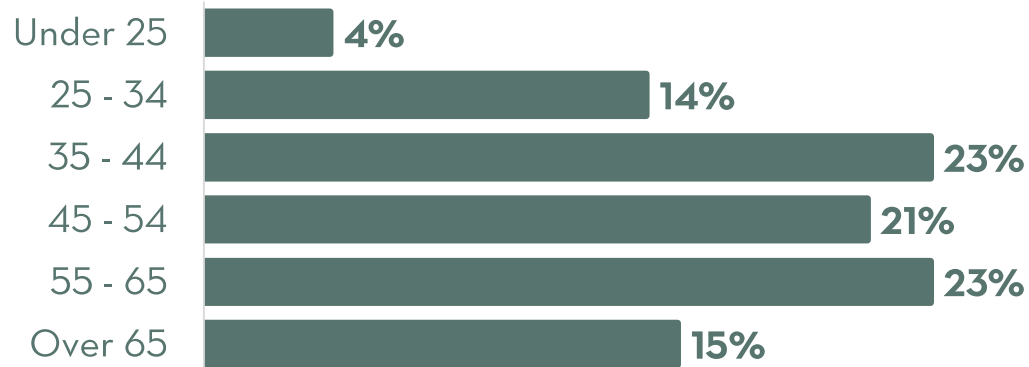
GENDER

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



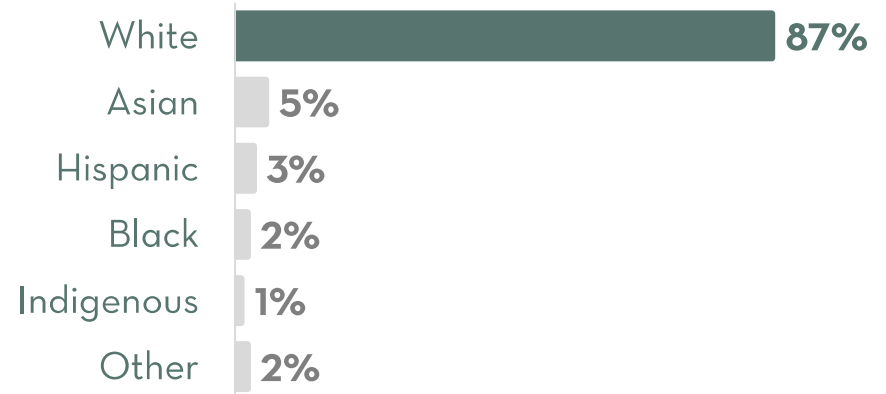
AGE

» The average age of visitors to Maine is **49** years old



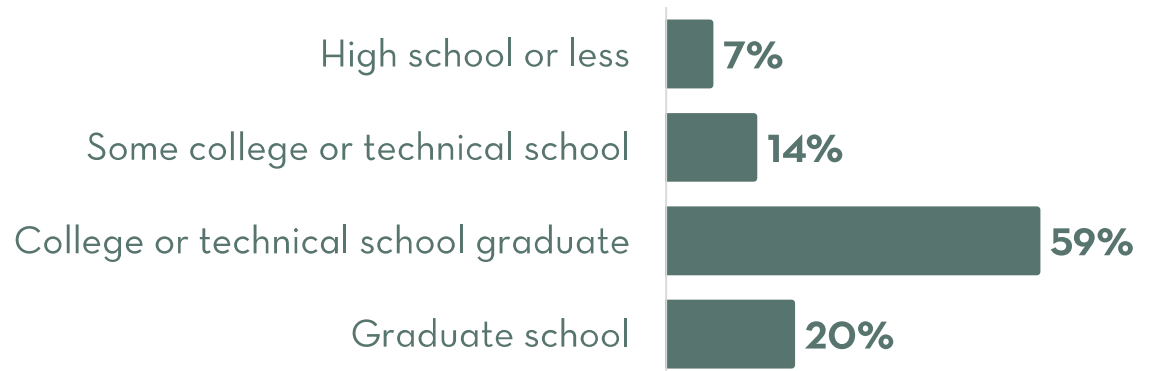
RACE & ETHNICITY

» Nearly **9 in 10** visitors to Maine were white



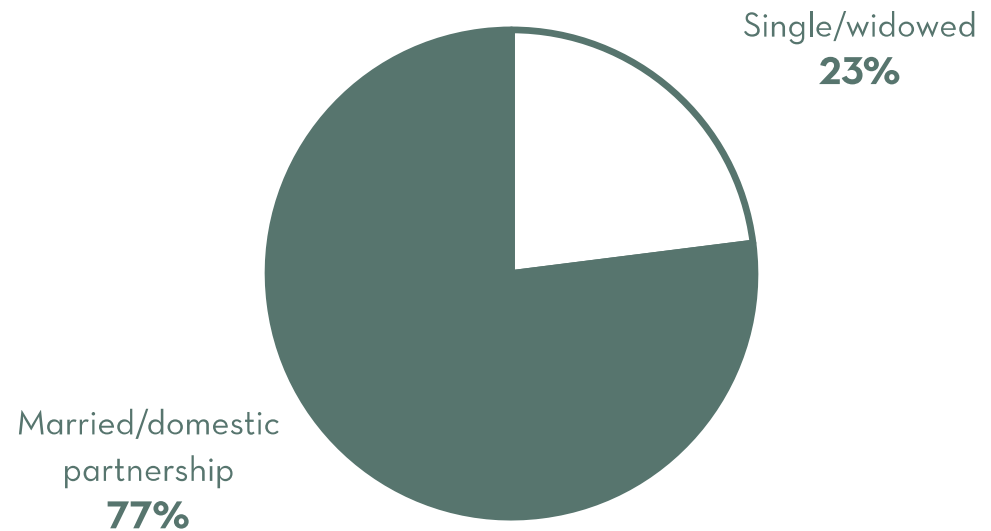
EDUCATIONAL ATTAINMENT

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



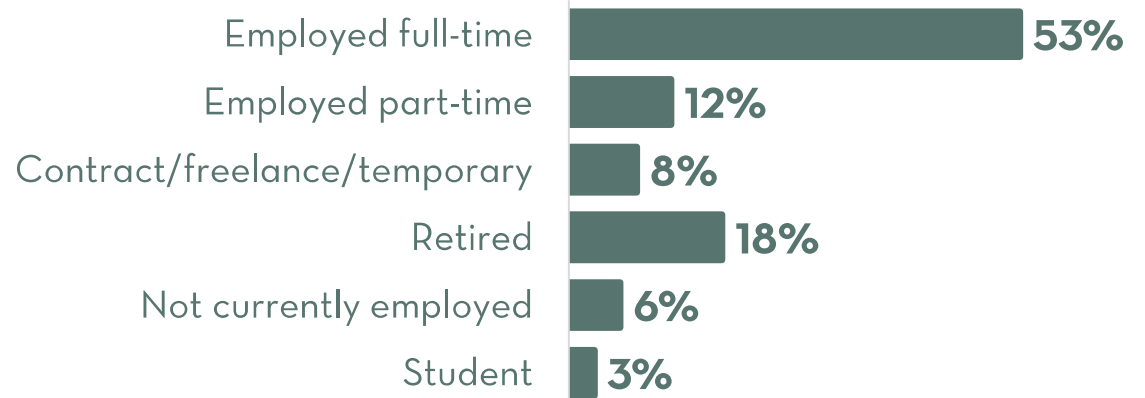
MARITAL STATUS

» Over **3 in 4** visitors to Maine were married or living with their partner



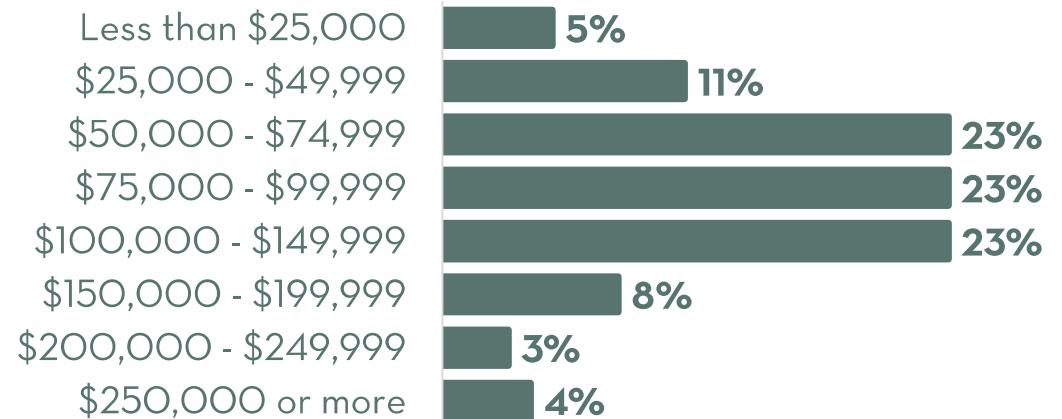
EMPLOYMENT STATUS

» Nearly **3 in 4** visitors to Maine were employed, most full-time



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$87,000** per year
- » **15%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » **25%** of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **26%** had previously traveled in Maine more than 10 times

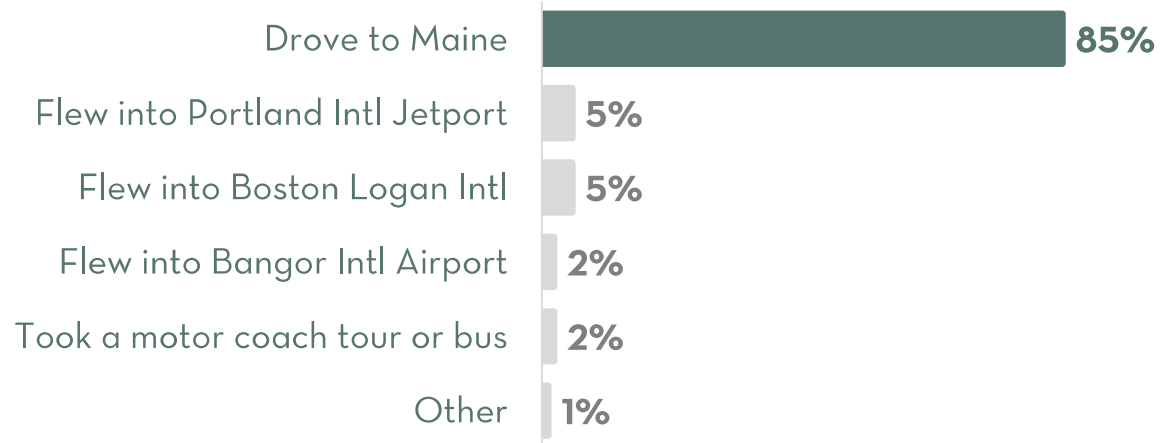


TRIP PLANNING CYCLE : TRIP EXPERIENCE



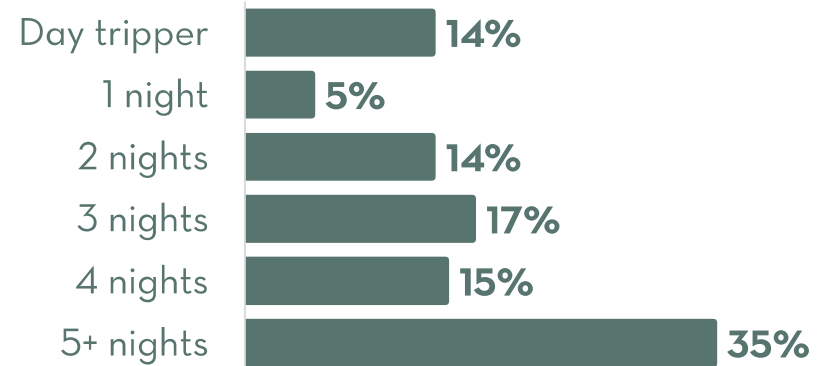
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **85%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Portland International Jetport or Boston Logan International Airport



NIGHTS STAYED

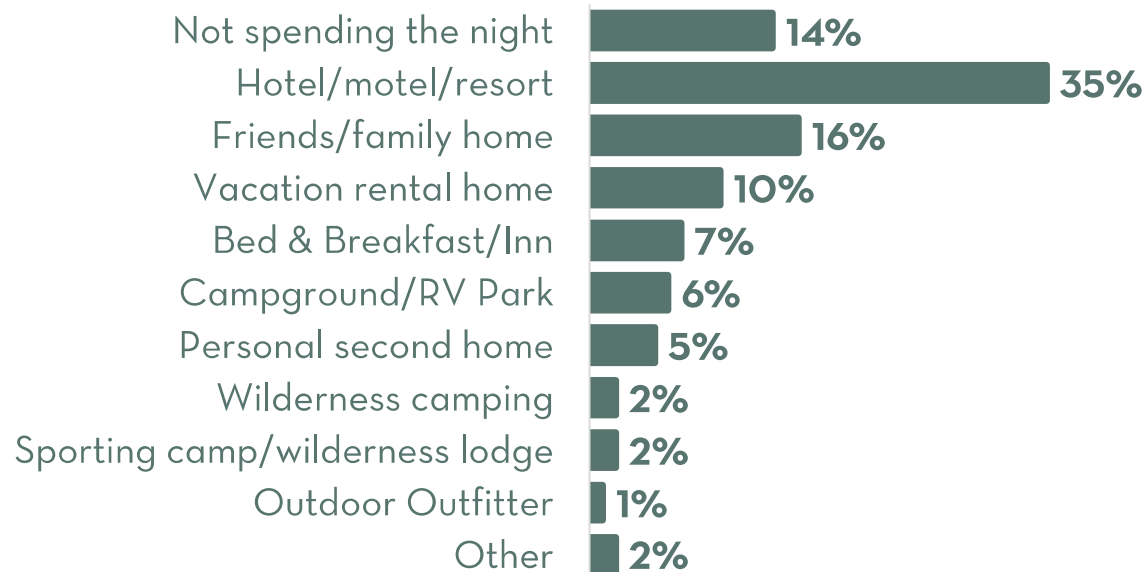
- » **86%** of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed **4.8*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.9** nights in Maine on their trips



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

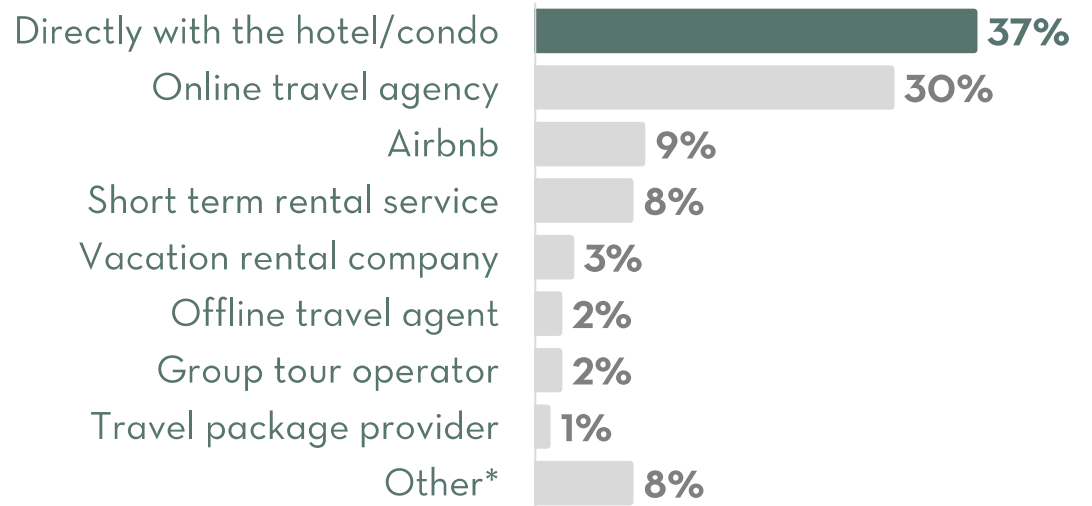
ACCOMMODATIONS

- » Over **1 in 3** visitors stayed overnight at a hotel/motel/resort
- » About **1 in 6** visitors stayed with friends and relatives on their trip to Maine



BOOKING METHODS

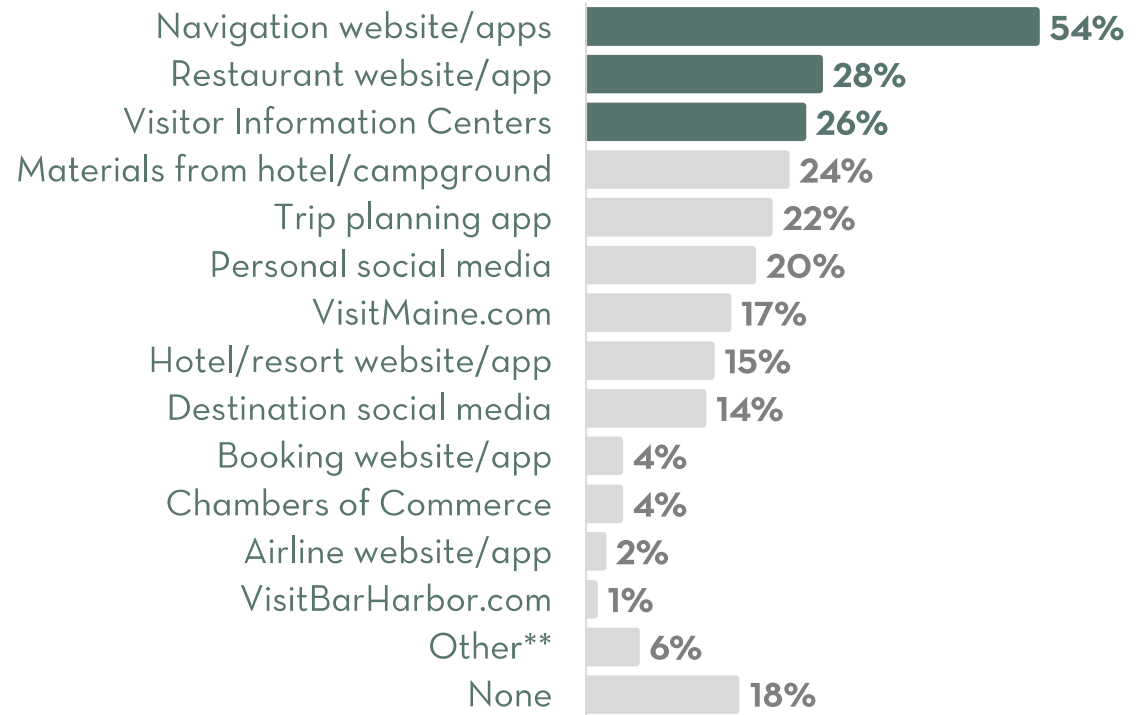
- » Nearly **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



*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
- » About **3 in 10** visitors used a restaurant website or app
- » **1 in 5** visitors did not use any resources to plan activities while they were in-market

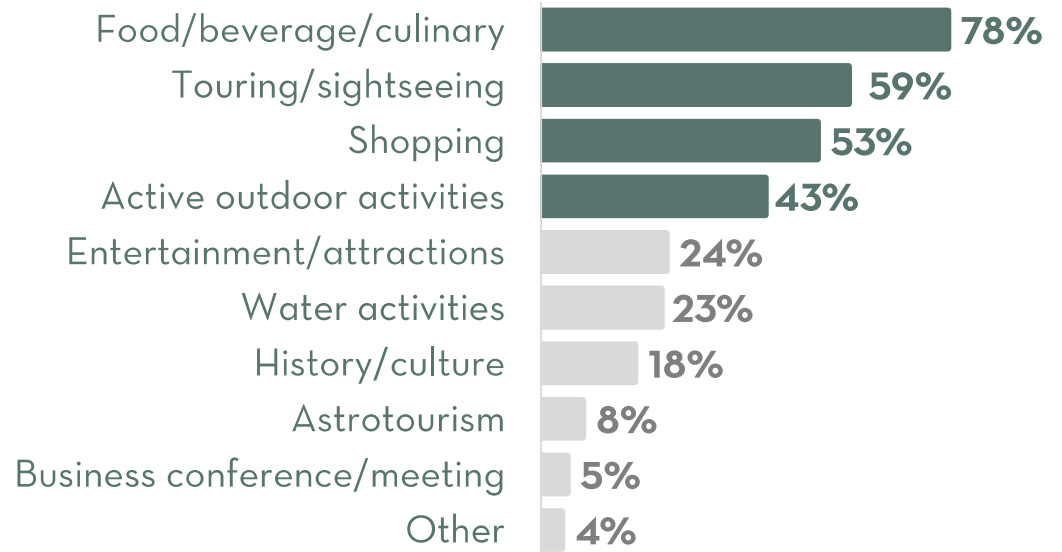


*Multiple responses permitted.

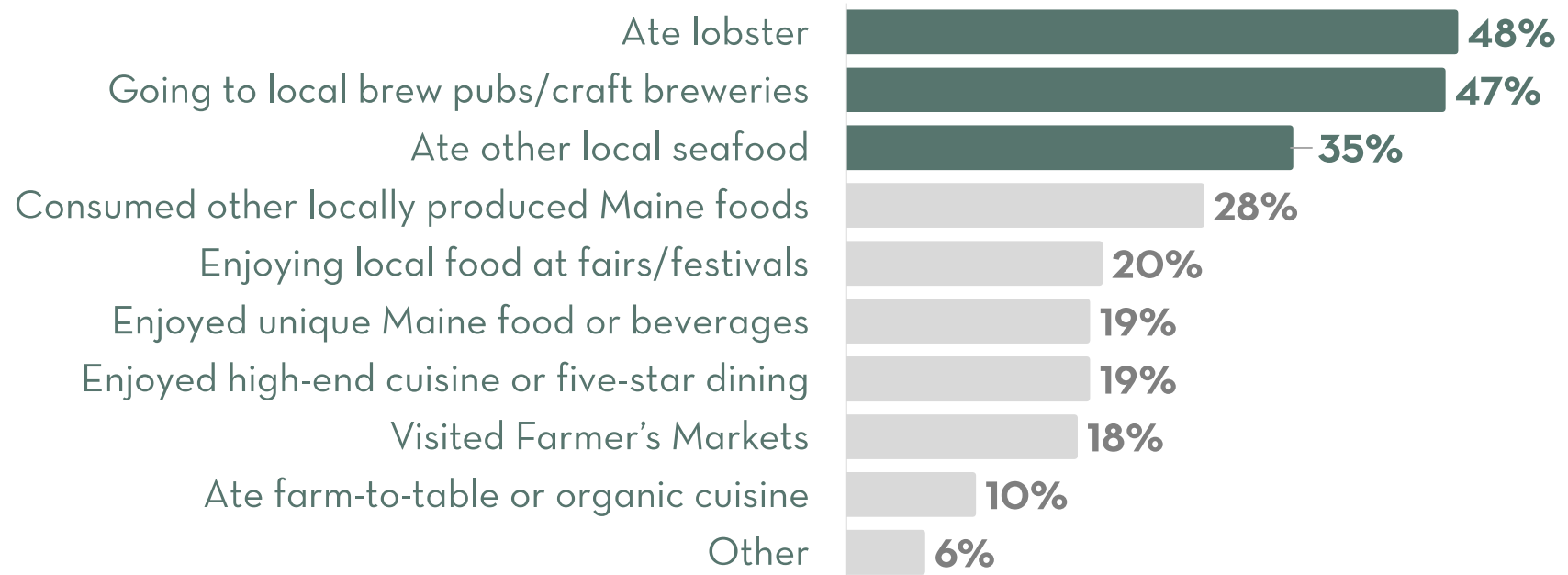
** Other resources include advice from locals, tour guides, and local newspapers.

VISITOR ACTIVITIES*

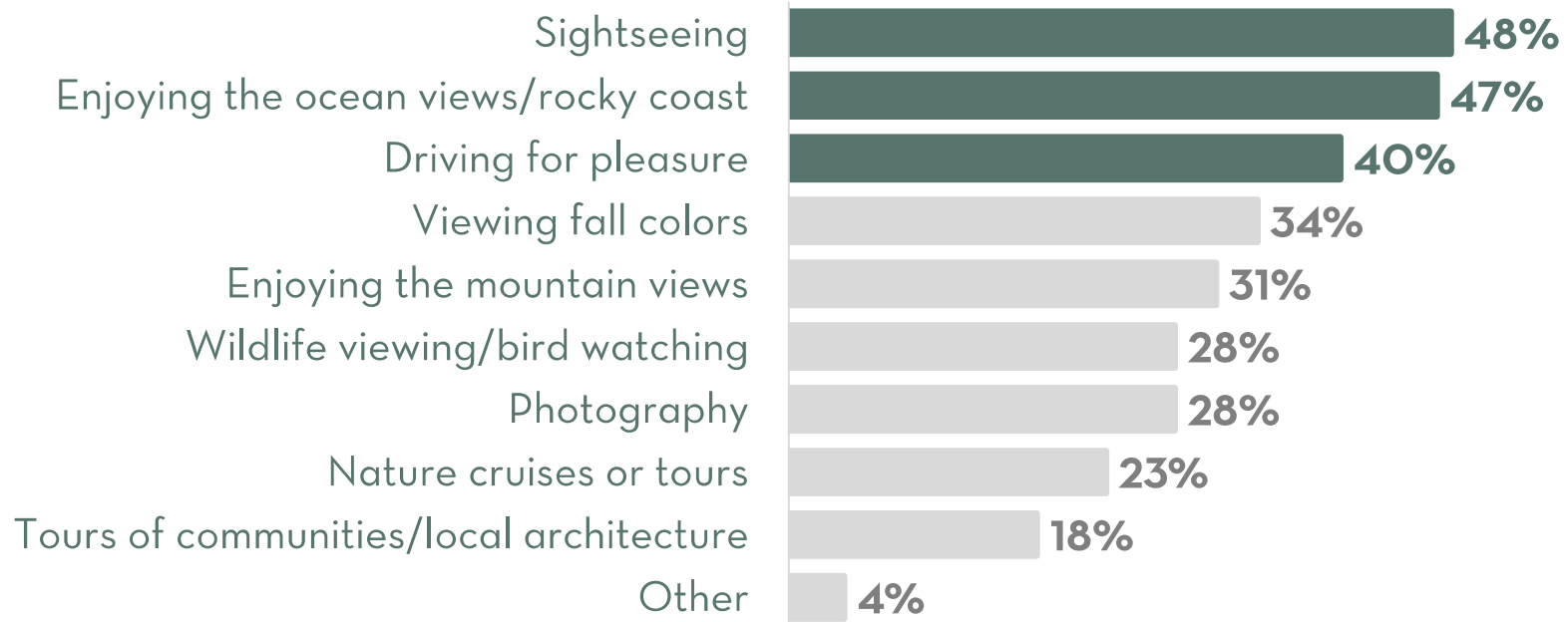
- » **78%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **3 in 5** visitors went touring/sightseeing during their trip to Maine
- » Over **half** of visitors went shopping during their trip to Maine



FOOD & BEVERAGE ACTIVITIES*



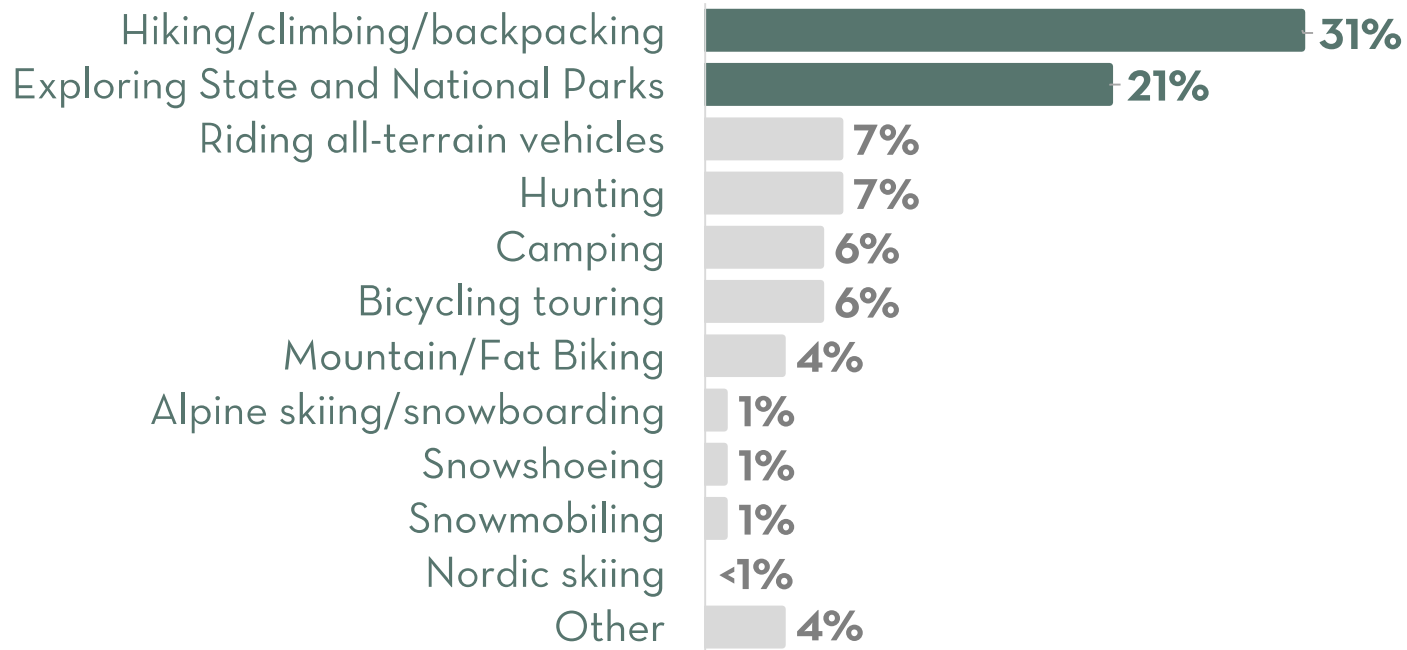
TOURING & SIGHTSEEING ACTIVITIES*



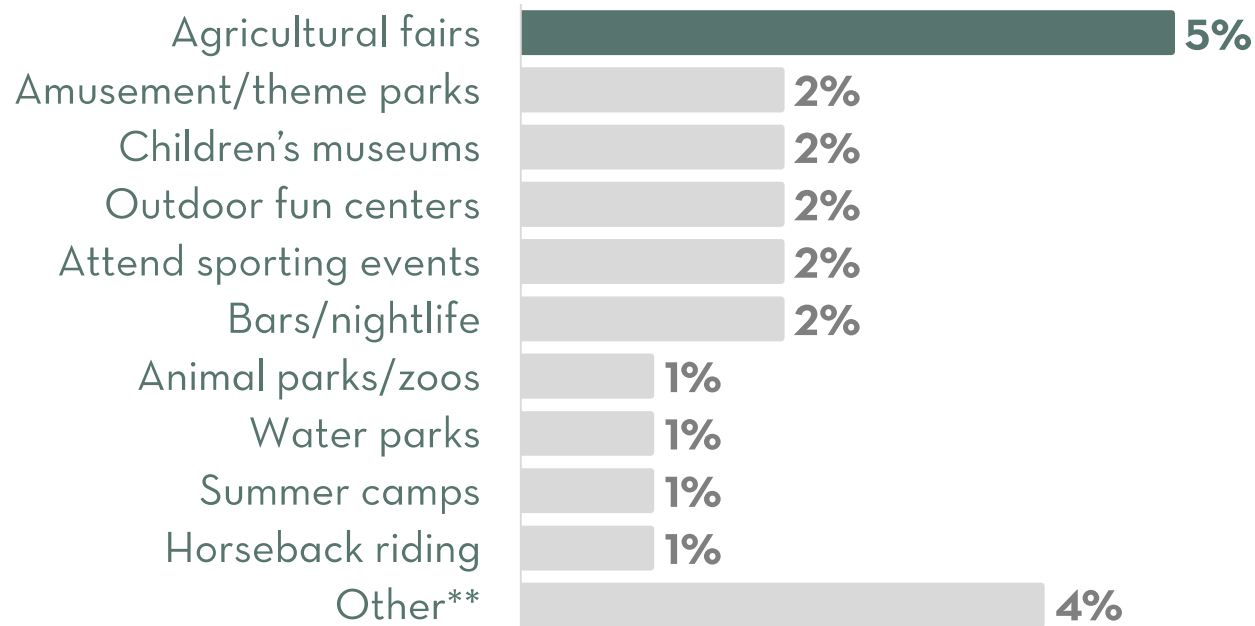
SHOPPING ACTIVITIES*



ACTIVE OUTDOOR ACTIVITIES*



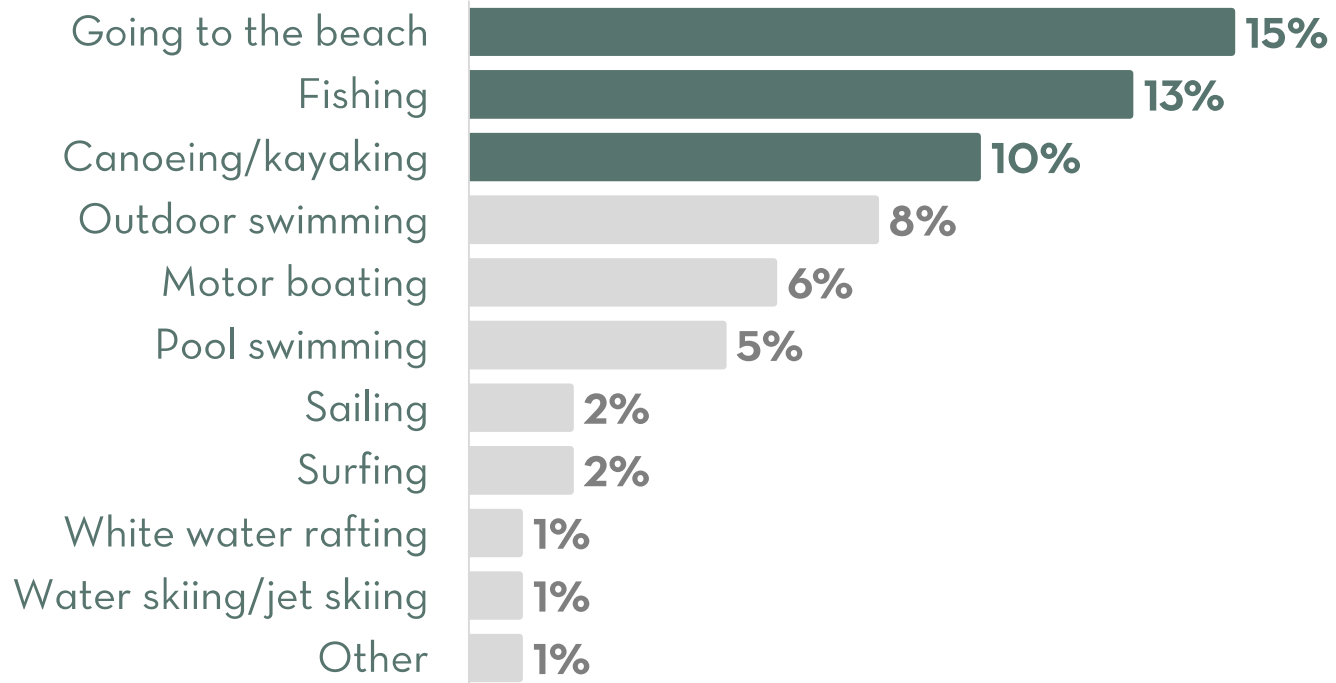
ENTERTAINMENT ACTIVITIES*



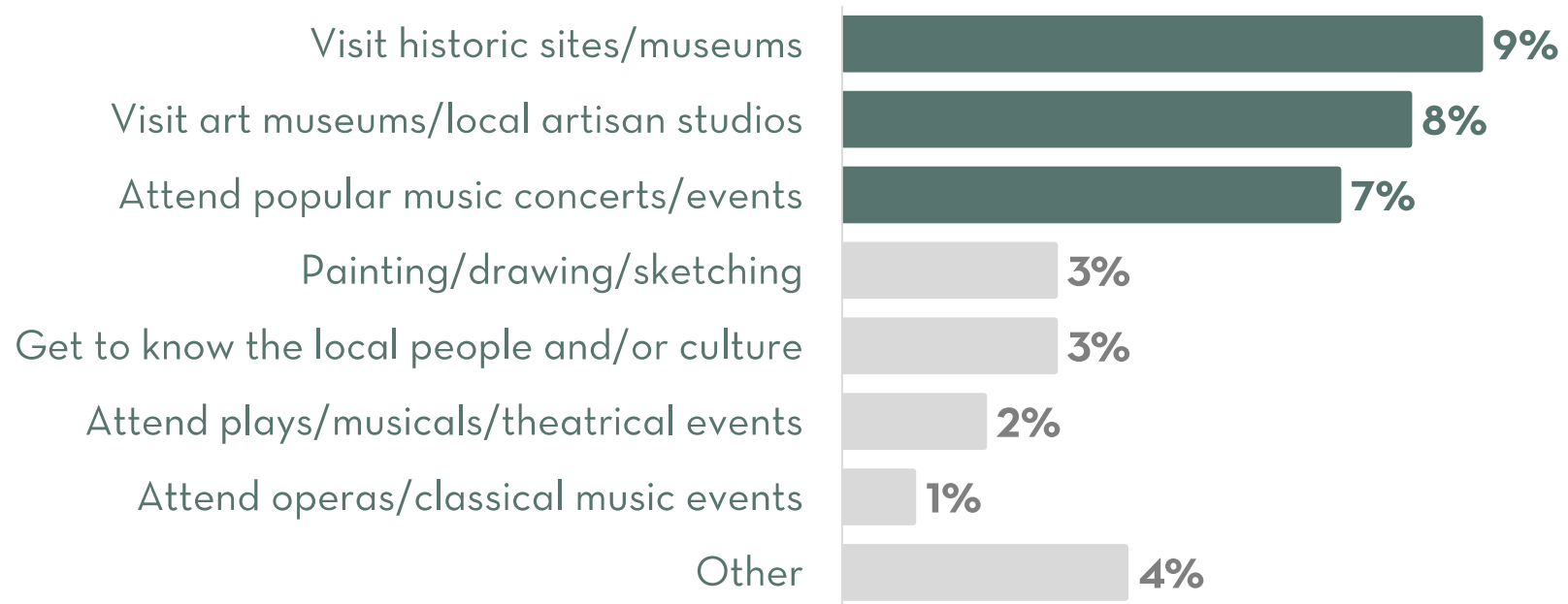
*Multiple responses permitted.

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

WATER ACTIVITIES*



HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

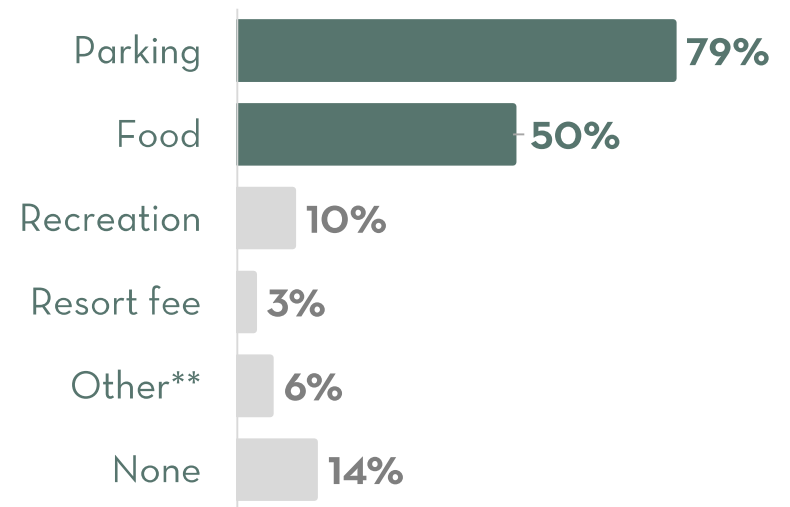
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$181	\$0	\$0
Restaurants	\$129	\$90	\$63
Groceries	\$26	\$37	\$16
Shopping	\$84	\$62	\$74
Activities & attractions	\$72	\$48	\$39
Transportation	\$43	\$33	\$48
Other	\$17	\$11	\$8
Daily Spending	\$552	\$281	\$248

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$886	\$0	\$0
Restaurants	\$630	\$636	\$63
Groceries	\$127	\$264	\$16
Shopping	\$410	\$442	\$74
Activities & attractions	\$355	\$340	\$39
Transportation	\$210	\$232	\$48
Other	\$82	\$79	\$8
Trip Spending	\$2,700	\$1,993	\$248

LODGING AMENITIES*

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

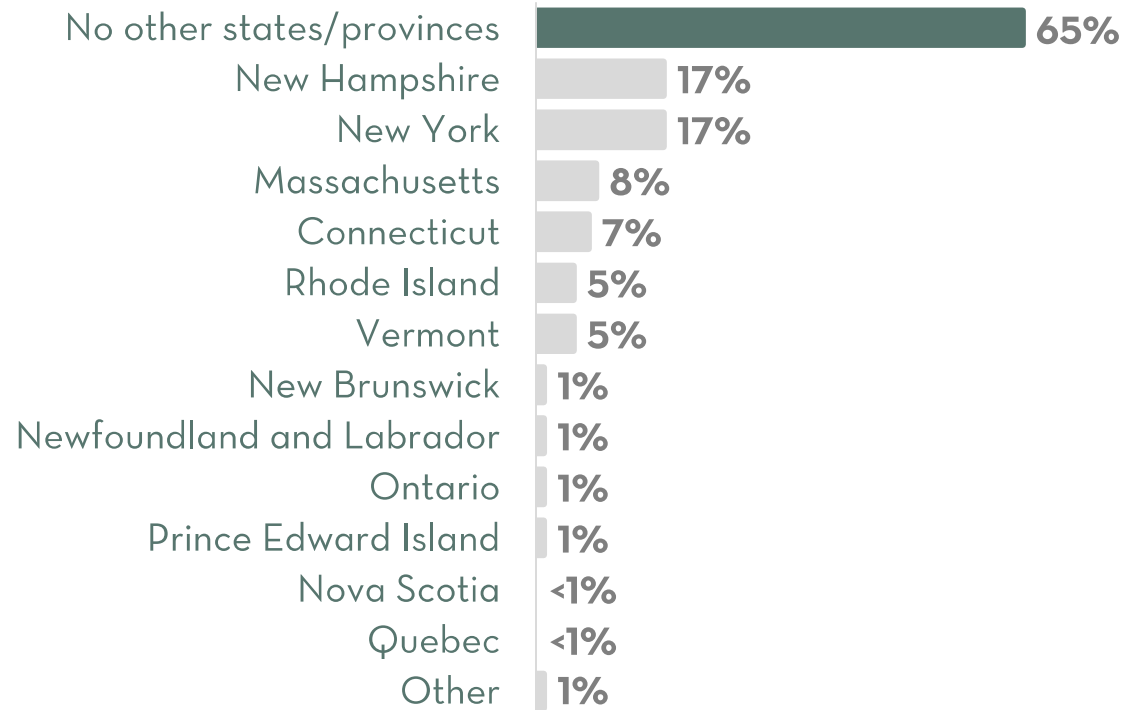


*Multiple responses permitted.

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

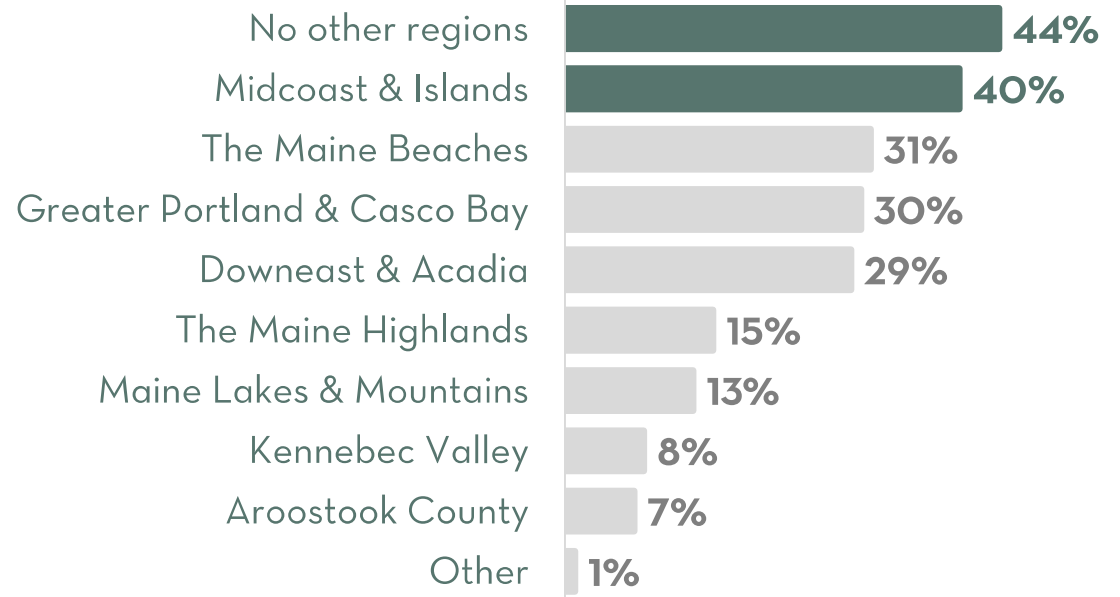
OTHER STATES & PROVINCES VISITED*

- » Nearly **2 in 3** 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*

- » Over **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » **2 in 5** visitors visited the Midcoast & Islands area in addition to their primary destination within Maine

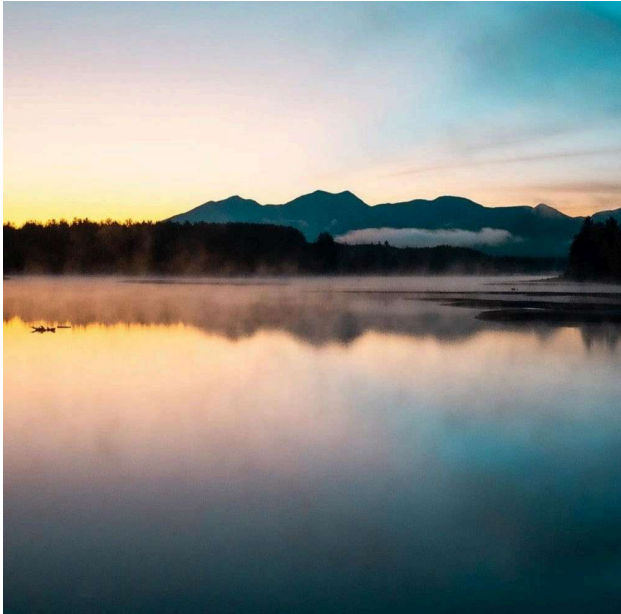


TRIP PLANNING CYCLE : POST-TRIP EVALUATION



UNIQUENESS

"There are a variety of natural areas that you can visit in a short amount of time. We can go to the beach and the mountains in one day. It is beautiful and there aren't a lot of people around."



"The prettiest fall foliage of New England, friendly and welcoming people, plenty of activities year around and the best seafood!"



"The ability to experience all aspects of the outdoors, culture, family, and friends."

UNIQUENESS

"Strong sense of pride in being American, work ethic, and stewardship."



"Special shops, the ocean, and the mountains together. Maine is just special."

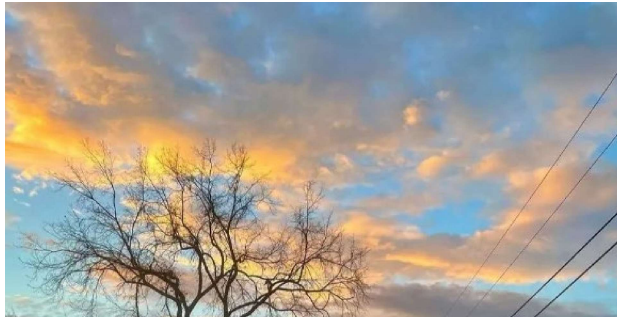
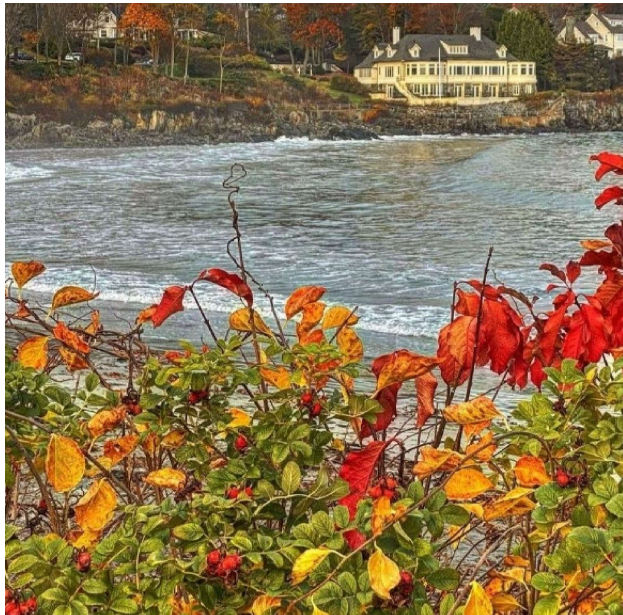


"Small town charm. Diverse geography. Pride of place."

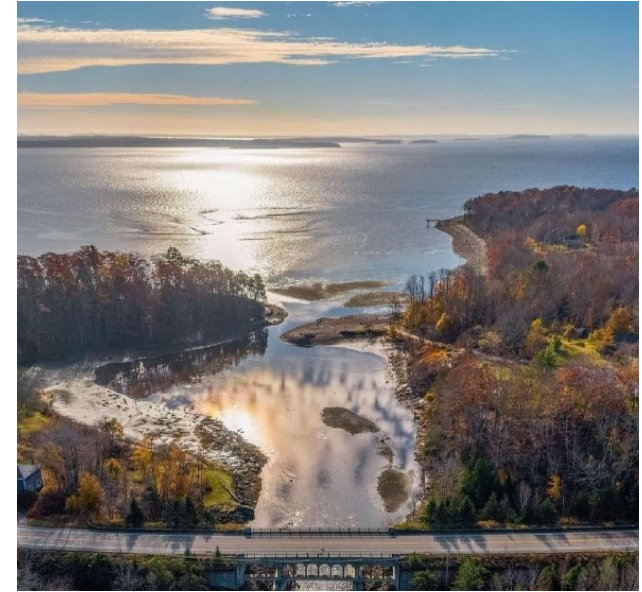


UNIQUENESS

"The Rocky Coast and a Hallmark Christmas feeling!"



"Relatively easy getaway with beautiful back roads. Very beautiful. Excellent kayaking. Short drives to more urban attractions."

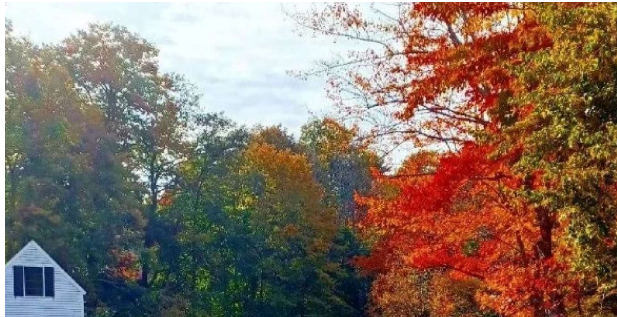


"Quiet calmness and an unadulterated natural beauty."



UNIQUENESS

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



"New England mystique. Wilderness and wildlife and small-town charm."

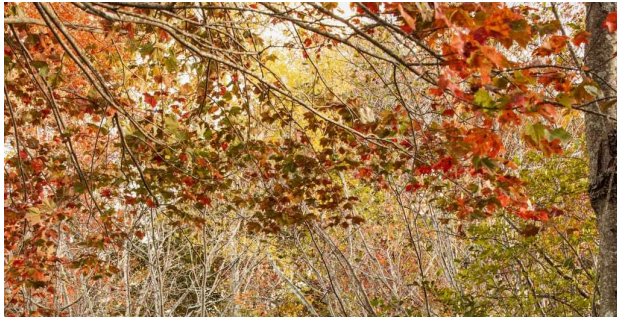


"Maine has a great blend of thriving urban scenery and relaxing rural. You can experience the nightlife or get away from it all. The music scene is fresh, and the culinary delights would dazzle the most refined epicurean."

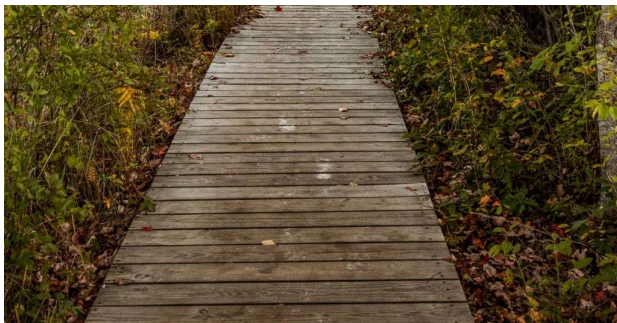


HIGHLIGHTS

"Wedding ceremony on the rocks on Monhegan Island."



"Watching grandpa in the Pumpkinfest Regatta!"



"Visiting the Botanical Gardens in Booth Bay Harbor. The trolls await all visitors!"

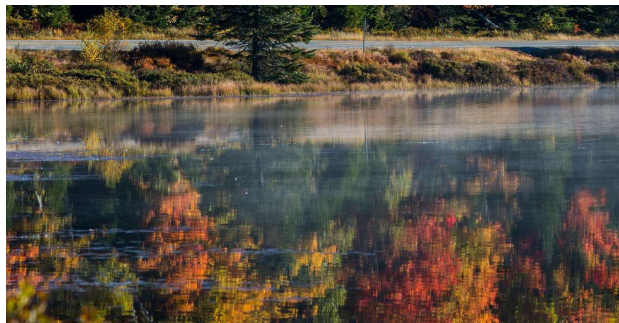


HIGHLIGHTS

"Visiting my relatives and having a look at the famous Maine's fall foliage!"



"Toss up between the corn maze at Beth's Farm Market or the Freeport Fall Festival."

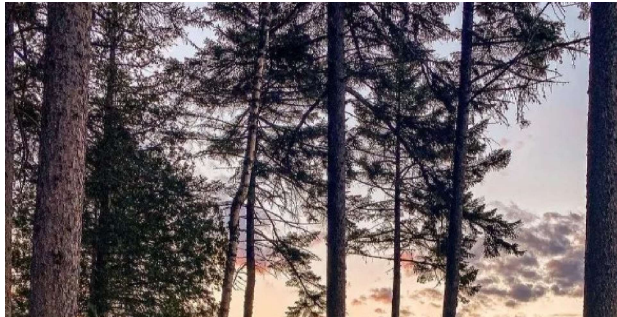


"The rocky coastline with its numerous lighthouses, the long sandy beaches, the relaxed and quiet environment and of course the seafood."

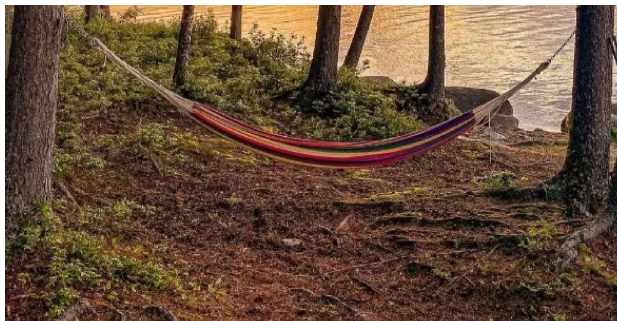


HIGHLIGHTS

"The fall foliage and Acadia National Park."



"Spending most of my time sitting by the picture window at my friend's home, watching the tides."



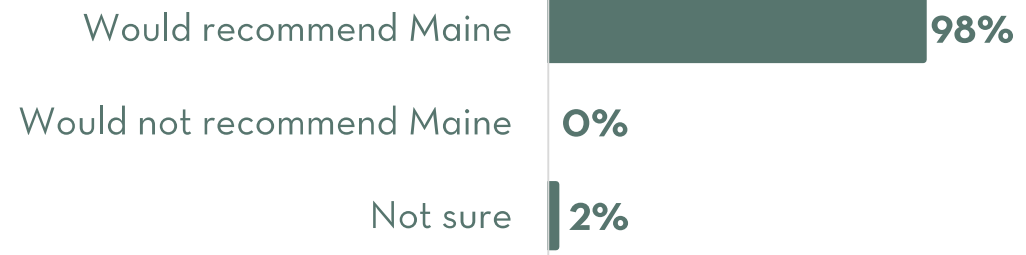
"Springing the parents from the senior center and taking them for a leaf peeping drive."



RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **96%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip - **66%** would definitely recommend

Likelihood of Recommending Maine

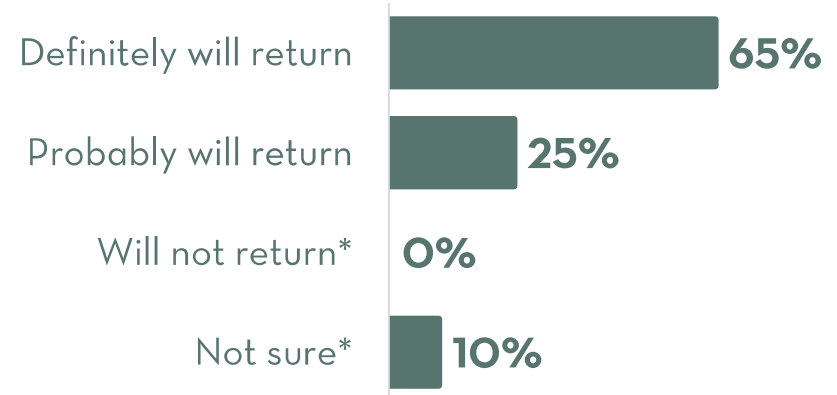


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

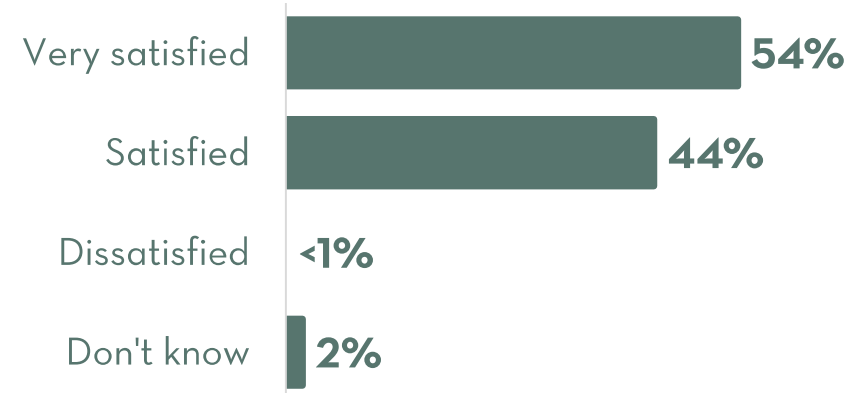
» **90%** of visitors will return to Maine for a future visit or vacation



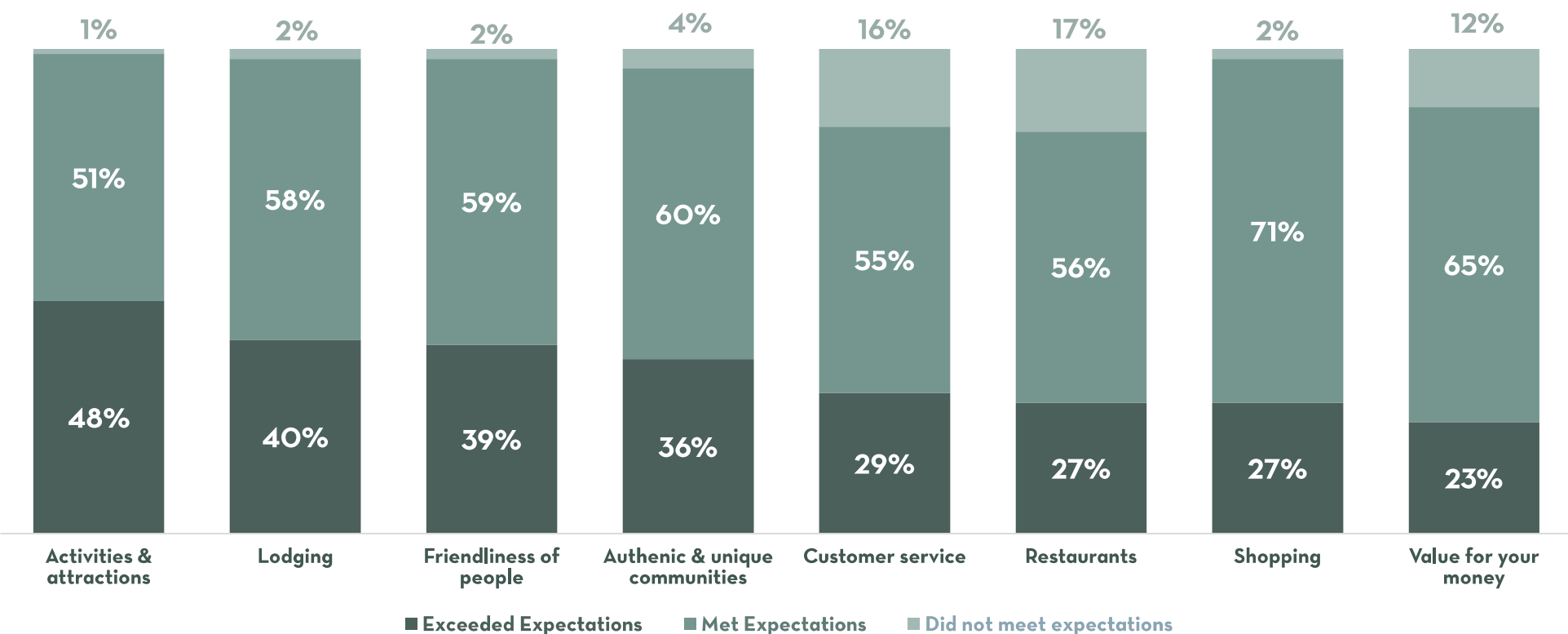
*10% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Quality/variety of dining options 3. Economy/inflation 4. Not accessible in terms of walkability (especially for older travelers).

SATISFACTION

- » **98%** of visitors were satisfied with their trip to Maine
- » Over **half** of visitors were very satisfied with their trip to Maine

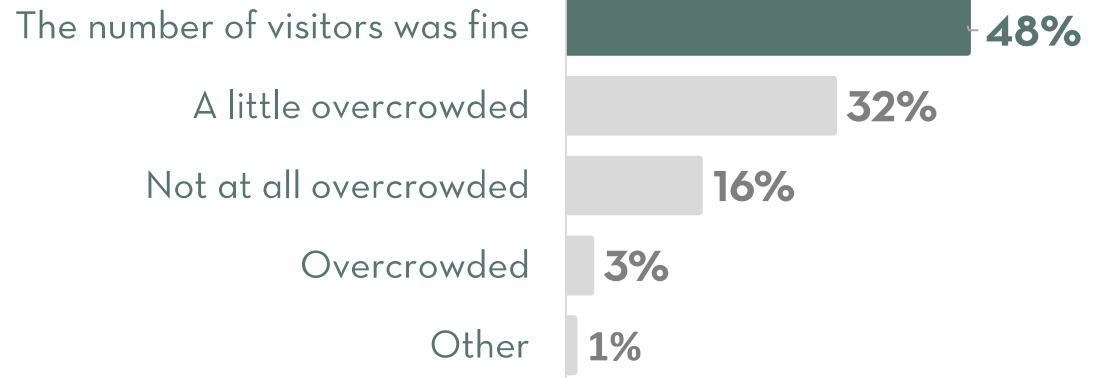


TRIP EXPECTATIONS



OVERCROWDING

- » **48%** of visitors thought the number of visitors during their trip to Maine was fine
- » **32%** of visitors thought it was a little overcrowded

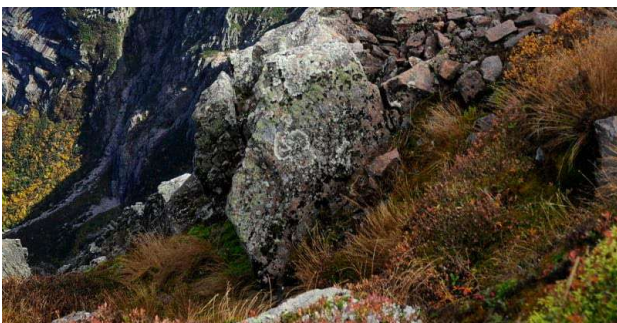


PERCEPTIONS

"You will see in Maine, many things that other states don't have like a beautiful rocky coastline, the fall foliage, welcoming and friendly people. Great seafood and a feeling of relaxation all over."



"You can't help getting into the holiday spirit by spending time in Maine. Everything is all done up to a T. Pretty. The little festivals in the smaller towns are adorable."



"You can just sense the rich history and how determined the settlers must have been to begin new lives here. The scenery is beautiful but challenging. Sad to hear the fishermen are struggling."

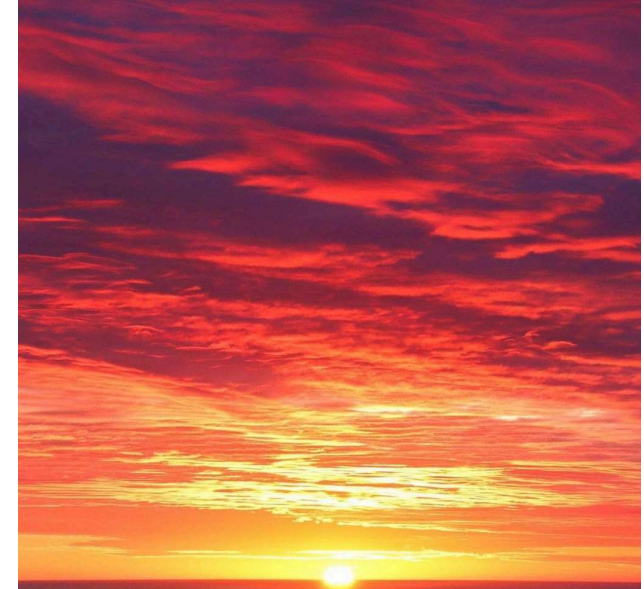


PERCEPTIONS

"Worthy for placing on a bucket list. Quite beautiful. The foliage is stunning. There are actual old churches with steeples nestled in bright colors. Ocean views. Fresh seafood."



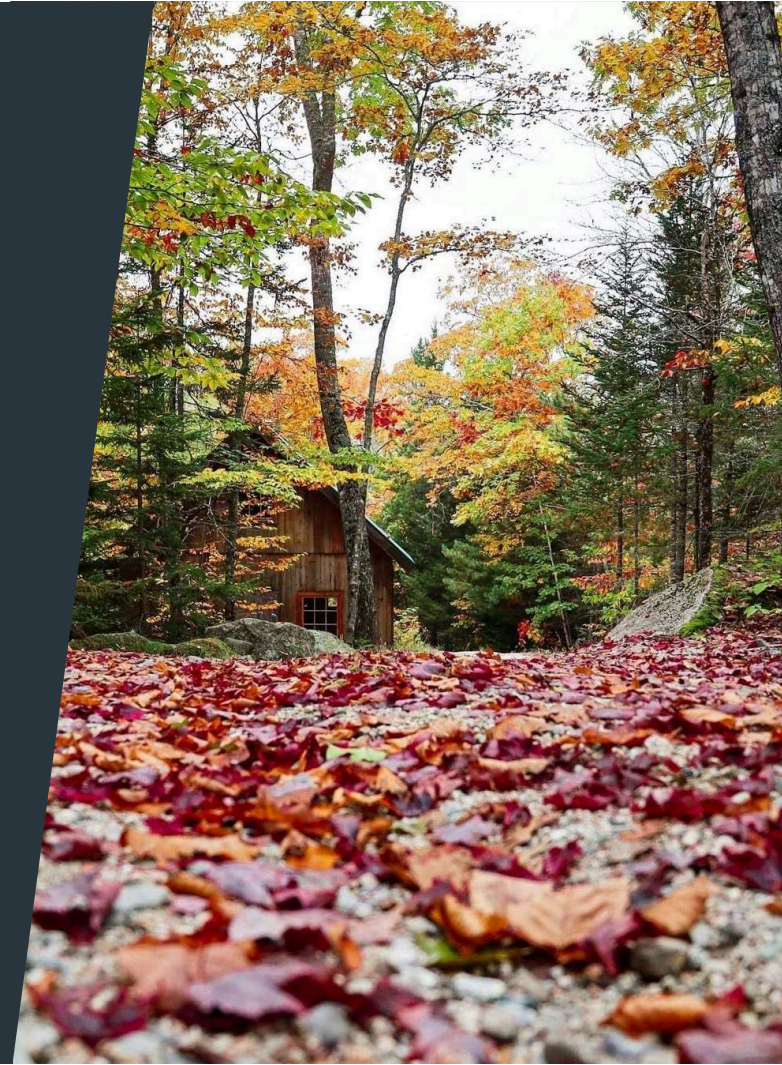
"When my life gets too crazy, Maine is my go-to for a reset. I hike the land trusts with my dog. Eat good food from the farmers' markets. Meditate and do my yoga practice outdoors. So much goodness to take in."



"The air was crystal clear. You could see for miles. The sky was extra blue. Sweater weather. Enjoyed seafood. Beautiful backdrop for a wedding."



ANNUAL COMPARISONS



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2021	2022
A week or less	11%	13%
2 - 3 weeks	14%	15%
1 - 2 months	27%	30%
3 - 4 months	18%	18%
5 - 6 months	12%	11%
7 months - 1 year	11%	8%
More than 1 year	7%	5%
Days in Planning Cycle	58	52

Booking Window	2021	2022
A week or less	15%	17%
2 - 3 weeks	15%	18%
1 - 2 months	29%	31%
3 - 4 months	17%	16%
5 - 6 months	12%	10%
7 months - 1 year	10%	6%
More than 1 year	2%	2%
Days in Booking Window	51	45

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2021	2022
Online search engines	42%	41%
Hotel websites	18%	18%
VisitMaine.com	16%	17%
TripAdvisor	17%	17%
Online travel agency	16%	17%
Traveler reviews/blogs/stories	9%	15%
Facebook	6%	13%
Instagram	7%	9%
Visit Maine social media	7%	9%
Airbnb	9%	8%
VRBO/HomeAway	9%	7%
MaineTourism.com	13%	7%
Airline websites	6%	6%
YouTube	5%	6%
DowneastAcadia.com	5%	5%
TheMaineBeaches.com	3%	5%
Vacation rental websites	7%	4%
MaineLakesandMountains.com	2%	4%
DiscoverNewEngland.com	3%	3%
VisitPortland.com	2%	3%
KennebecValley.org	1%	2%
MainesMidCoast.com	1%	2%
VisitBarHarbor.com	2%	2%
VisitAroostook.com	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	2%	1%
Other	7%	5%
None	24%	25%

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2021	2022
Advice from friends/family	35%	46%
Articles or travelogues	14%	21%
AAA	12%	15%
Travel guides/brochures	13%	10%
Travel planning apps	5%	9%
Travel books & magazines	8%	6%
Called the Maine Office of Tourism	8%	5%
Visit Maine e-newsletter	2%	4%
Visitor Guide	5%	3%
Called local Chambers of Commerce	1%	2%
Travel agent	3%	2%
Called local convention and visitors bureaus	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Other	4%	3%
None	40%	32%

REASON FOR VISITING*

Reasons for Visiting	2021	2022
Sightseeing/touring	42%	36%
Relax and unwind	37%	29%
Visiting friends/relatives	21%	26%
Nature & bird watching	26%	21%
Special occasion	11%	14%
Shopping	7%	14%
Active outdoor activities	12%	13%
Attractions	9%	12%
Beach	15%	9%
Special event	3%	9%
Conference/meeting	2%	5%
Water activities	4%	5%
Culture/museums/history	4%	5%
Sporting event	<1%	2%
Astrotourism	1%	1%
Snow activities	<1%	<1%
Other	10%	8%

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2021	2022
No other states/provinces	70%	63%
New Hampshire	16%	22%
Massachusetts	10%	15%
Vermont	9%	10%
Rhode Island	5%	6%
New York	6%	5%
Connecticut	3%	4%
New Brunswick	1%	1%
Newfoundland and Labrador	1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Other	3%	2%

ADVERTISING/PROMOTIONS

Recalled Advertising	2021	2022
Yes	41%	50%
No	43%	36%
Not sure	16%	14%

Influenced by Advertising	2021	2022
Yes	19%	28%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2021	2022
Social media	28%	43%
Internet	34%	34%
Magazine	19%	20%
Radio	11%	18%
Cable or satellite television	20%	11%
Newspaper	7%	10%
Traveler reviews/blogs	10%	8%
AAA	3%	8%
VisitMaine.com	7%	7%
Maine travel/visitor guide	8%	6%
Billboard	4%	4%
Online streaming service	6%	4%
Brochure	4%	4%
Music/podcast streaming	5%	3%
Deal – based promotion	3%	2%
Other	5%	3%
Not sure	3%	2%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2021	2022
New England	33%	30%
Maine	17%	23%
Mid-Atlantic	26%	21%
Southeast	11%	9%
Midwest	6%	6%
Southwest	3%	3%
West	3%	3%
Canada	1%	3%
International	1%	2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2021	2022
Maine	17%	22%
Massachusetts	16%	13%
New York	12%	8%
New Hampshire	6%	7%
Connecticut	8%	5%
New Jersey	5%	4%
Pennsylvania	5%	4%
Florida	4%	3%
Vermont	3%	2%
Quebec	0%	2%
Maryland	2%	2%
Texas	3%	2%
Virginia	3%	2%
New Brunswick	<1%	2%

ORIGIN MARKET

Origin Markets	2021	2022
Boston	8%	7%
New York City ¹	10%	7%
Washington DC – Baltimore ²	4%	3%
Portland	1%	2%
Philadelphia	3%	2%
Augusta	<1%	2%
Rochester – Portsmouth, NH	1%	2%
Bangor	<1%	2%
Albany	3%	2%

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	12%	14%
As a couple	53%	48%
As a family	23%	21%
With business associates	1%	2%
In a tour group	1%	2%
With other couples/friends	9%	13%
Other	1%	<1%
Average Travel Party Size	2.8	2.7

TRAVEL WITH CHILDREN*

Children in Travel Party	2021	2022
No children	85%	87%
Children younger than 6	4%	4%
Children 6 – 12	7%	7%
Children 13 – 17	4%	5%

Gender	2021	2022
Male	47%	46%
Female	53%	54%

DEMOGRAPHIC PROFILE

Age	2021	2022
Under 25	2%	4%
25 – 34	12%	14%
35 – 44	21%	23%
45 – 54	21%	21%
55 – 65	27%	23%
Over 65	17%	15%
Median Age	52	49

Race/Ethnicity	2021	2022
White	87%	87%
Asian	6%	5%
Hispanic	2%	3%
Black	2%	2%
Indigenous	1%	1%
Other	2%	2%

LIFESTYLE PROFILE

Marital Status	2021	2022
Single/widowed	18%	23%
Married/living with partner	82%	77%

Employment Status	2021	2022
Employed full-time	53%	53%
Employed part-time	12%	12%
Contract/freelance/temporary employee	7%	8%
Retired	21%	18%
Not currently employed	4%	6%
Student	3%	3%

LIFESTYLE PROFILE

Household Income	2021	2022
Less than \$25,000	3%	5%
\$25,000 - \$49,999	9%	11%
\$50,000 - \$74,999	24%	23%
\$75,000 - \$99,999	25%	23%
\$100,000 - \$149,999	22%	23%
\$150,000 - \$199,999	9%	8%
\$200,000 - \$249,999	4%	3%
\$250,000 or more	4%	4%
Median Household Income	\$89,000	\$87,000

LIFESTYLE PROFILE

Educational Attainment	2021	2022
High school or less	5%	7%
Some college or technical school	12%	14%
College or technical school graduate	59%	59%
Graduate school	24%	20%

NEW & RETURNING VISITORS

Previous Trips to Maine	2021	2022
This is my first time	31%	25%
2 – 5 times	27%	31%
6 – 10 times	13%	18%
11+ times	29%	26%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2021	2022
Drove to Maine	79%	85%
Flew into Portland Intl Jetport	6%	5%
Flew into Boston Logan Intl	5%	5%
Flew into Bangor Intl Airport	5%	2%
Took a motor coach tour or bus	2%	2%
Traveled by train	1%	<1%
Other	1%	1%

LENGTH OF STAY

Nights Stayed	2021	2022
Not staying overnight	17%	14%
1 night	3%	5%
2 nights	10%	14%
3 nights	13%	17%
4 nights	16%	15%
5+ nights	41%	35%
Average Length of Stay	5.0	4.8

ACCOMMODATIONS

Accommodations	2021	2022
Not spending the night	17%	14%
Hotel/motel/resort	32%	35%
Friends/family home	15%	16%
Vacation rental home	10%	10%
Bed & Breakfast/Inn	8%	7%
Campground/RV Park	7%	6%
Personal second home	7%	5%
Wilderness camping	3%	2%
Sporting camp/wilderness lodge	1%	2%
Outdoor Outfitter	1%	1%
Other	<1%	2%

BOOKING

Booking Methods	2021	2022
Directly with the hotel/condo	45%	37%
Online travel agency	23%	30%
Airbnb	9%	9%
Short term rental service	7%	8%
Vacation rental company	5%	3%
Offline travel agent	2%	2%
Group tour operator	2%	2%
Travel package provider	1%	1%
Other	7%	8%

IN-MARKET RESOURCES*

In-Market Resources	2021	2022
Navigation website/apps	54%	54%
Restaurant website/app	19%	28%
Visitor Information Centers	24%	26%
Materials from hotel/campground	16%	24%
Trip planning app	13%	22%
Personal social media	12%	20%
VisitMaine.com	11%	17%
Hotel/resort website/app	20%	15%
Destination social media	11%	14%
Booking website/app	4%	4%
Chambers of Commerce	5%	4%
Airline website/app	2%	2%
VisitBarHarbor.com	1%	1%
Other	7%	6%
None	20%	18%

ACTIVITIES*

Activities	2021	2022
Food/beverage/culinary	78%	78%
Touring/sightseeing	67%	59%
Shopping	48%	53%
Active outdoor activities	40%	43%
Entertainment/attractions	18%	24%
Water activities	27%	23%
History/culture	21%	18%
Astrotourism	5%	8%
Business conference/meeting	2%	5%
Other	5%	4%

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2021	2022
Ate lobster	52%	48%
Going to local brew pubs/craft breweries	44%	47%
Ate other local seafood	37%	35%
Consumed other locally produced Maine foods	23%	28%
Enjoying local food at fairs/festivals	11%	20%
Enjoyed unique Maine food or beverages	13%	19%
Enjoyed high-end cuisine or five-star dining	19%	19%
Visited Farmer's Markets	7%	18%
Ate farm-to-table or organic cuisine	7%	10%
Other	3%	6%

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2021	2022
Sightseeing	50%	48%
Enjoying the ocean views/rocky coast	55%	47%
Driving for pleasure	45%	40%
Viewing fall colors	38%	34%
Enjoying the mountain views	29%	31%
Wildlife viewing/bird watching	30%	28%
Photography	31%	28%
Nature cruises or tours	28%	23%
Tours of communities/local architecture	17%	18%
Other	4%	4%

SHOPPING ACTIVITIES*

Shopping Activities	2021	2022
Shopping in downtown areas	25%	29%
Outlet shopping	24%	28%
Shopping for gifts/souvenirs	26%	27%
Shopping for unique/locally produced goods	20%	24%
Shopping for "Made in Maine" products	19%	22%
Shopping for antiques/local arts and crafts	16%	18%
Shopping at malls	9%	12%
Other	2%	2%

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2021	2022
Hiking/climbing/backpacking	32%	31%
Exploring State and National Parks	22%	21%
Riding all-terrain vehicles	3%	7%
Hunting	3%	7%
Camping	6%	6%
Bicycling touring	7%	6%
Mountain/Fat Biking	3%	4%
Alpine skiing/snowboarding	1%	1%
Snowshoeing	<1%	1%
Snowmobiling	<1%	1%
Nordic skiing	<1%	<1%
Other	2%	4%

ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2021	2022
Agricultural fairs	2%	5%
Amusement/theme parks	2%	2%
Children's museums	3%	2%
Outdoor fun centers	3%	2%
Attend sporting events	2%	2%
Bars/nightlife	3%	2%
Animal parks/zoos	2%	1%
Water parks	3%	1%
Summer camps	2%	1%
Horseback riding	2%	1%
Other	2%	4%

WATER ACTIVITIES*

Water Activities	2021	2022
Going to the beach	16%	15%
Fishing	11%	13%
Canoeing/kayaking	9%	10%
Outdoor swimming	12%	8%
Motor boating	5%	6%
Pool swimming	3%	5%
Sailing	3%	2%
Surfing	<1%	2%
White water rafting	<1%	1%
Water skiing/jet skiing	1%	1%
Other	1%	1%

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2021	2022
Visit historic sites/museums	15%	9%
Visit art museums/local artisan studios	11%	8%
Attend popular music concerts/events	2%	7%
Painting/drawing/sketching	4%	3%
Get to know the local people and/or culture	4%	3%
Attend plays/musicals/theatrical events	2%	2%
Attend operas/classical music events	2%	1%
Other	2%	4%

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2021	2022
No other states/provinces	67%	65%
New Hampshire	16%	17%
New York	7%	17%
Massachusetts	17%	8%
Connecticut	4%	7%
Rhode Island	4%	5%
Vermont	7%	5%
New Brunswick	<1%	1%
Newfoundland and Labrador	<1%	1%
Ontario	1%	1%
Prince Edward Island	<1%	1%
Nova Scotia	<1%	<1%
Quebec	<1%	<1%
Other	1%	1%

TRAVELING IN MAINE*

Maine Regions Visited	2021	2022
No other regions	46%	44%
Midcoast & Islands	35%	40%
The Maine Beaches	34%	31%
Greater Portland & Casco Bay	27%	30%
Downeast & Acadia	29%	29%
The Maine Highlands	15%	15%
Maine Lakes & Mountains	12%	13%
Kennebec Valley	6%	8%
Aroostook County	4%	7%
Other	1%	1%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

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

Recommending Regions	2021	2022
Definitely recommend region	77%	66%
Probably would recommend region	17%	30%
Would not recommend region	1%	0%
Not sure	5%	4%

SATISFACTION

Satisfaction	2021	2022
Very satisfied	52%	54%
Satisfied	45%	44%
Dissatisfied	0%	0%
Don't know	3%	2%

RETURNING TO MAINE

Returning to Maine	2021	2022
Definitely will return	69%	65%
Probably will return	19%	25%
Probably will not return	1%	0%
Not sure	11%	10%

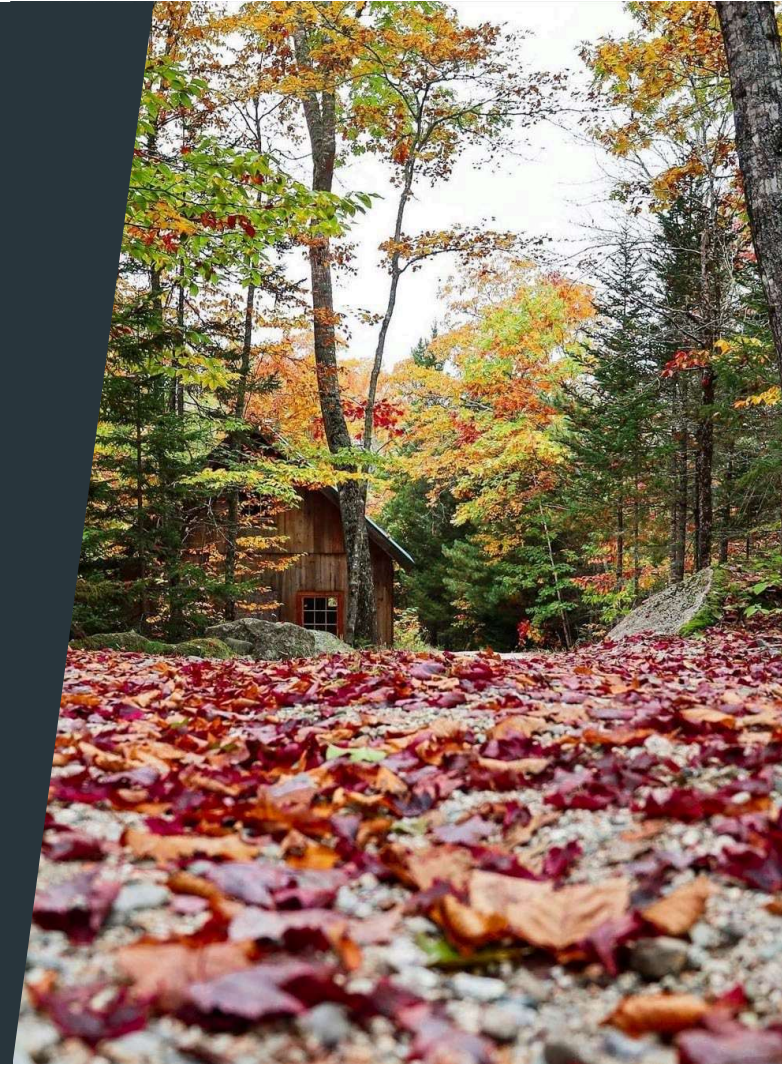
TRIP EXPECTATIONS

Exceeded Expectations	2021	2022
Activities & attractions	44%	48%
Lodging	36%	40%
Friendliness of people	39%	39%
Authentic & unique communities	35%	36%
Customer service	27%	29%
Restaurants	30%	27%
Shopping	27%	27%
Value for your money	24%	23%

OVERCROWDING

Overcrowding	2021	2022
Overcrowded	NA	3%
A little overcrowded	NA	32%
The number of visitors was fine	NA	48%
Not at all overcrowded	NA	16%
Other	NA	1%

STUDY METHODS



METHODOLOGY



Visitor Tracking

1,387 interviews were completed with visitors to the state of Maine online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between September 1st, 2022 and November 31st, 2022.

MAINE OFFICE OF TOURISM

2022 Fall Visitor Tracking Report

SEPTEMBER 2022 – NOVEMBER 2022

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