

# MAINE OFFICE OF TOURISM

*2023 Winter Visitor Tracking Report*

DECEMBER 2022 – APRIL 2023





# INTRODUCTION

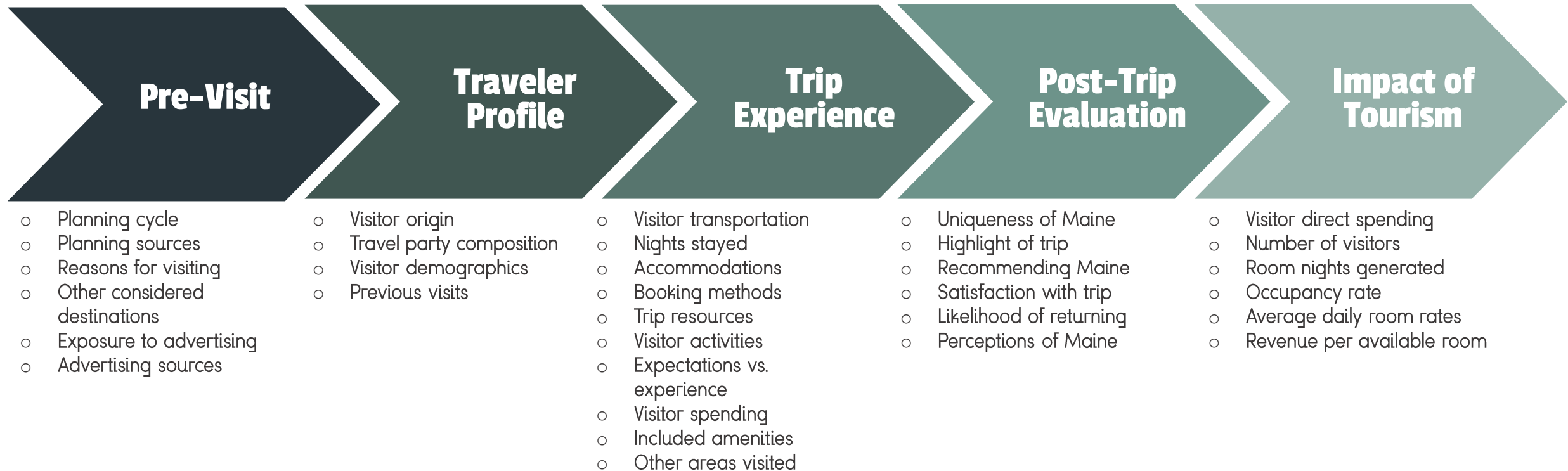




# STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2022 to April 2023.

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.





# SEASONAL SNAPSHOT

WINTER 2023

- » In Winter 2023, visitors had a shorter length of stay and there was a higher occupancy, resulting in an increase in overall visitors compared to Winter 2022.
- » **59%** of visitors noticed advertisements/travel stories/promotions about Maine prior to their trip (+13% points from 2022)
- » Winter visitors were more likely to use social media to plan their trip, recall in advertising, and while in market
- » **15%** of visitors used an online travel agency to help plan their trip to Maine (+6% points from 2022)
- » **40%** of visitors were primarily come to Maine to visit friends and family (+6% points from 2022)
- » Compared to Winter 2022, more visitors went to other states while on their trip to Maine (+5% points from 2022) which may have resulted in a shorter length of stay



3,996,100

TOTAL  
VISITORS

+ 15.3%



17,122,700

VISITOR  
DAYS

+ 0.1%



\$1,961,443,400

DIRECT  
SPENDING

+ 15.7%

vs. 2022



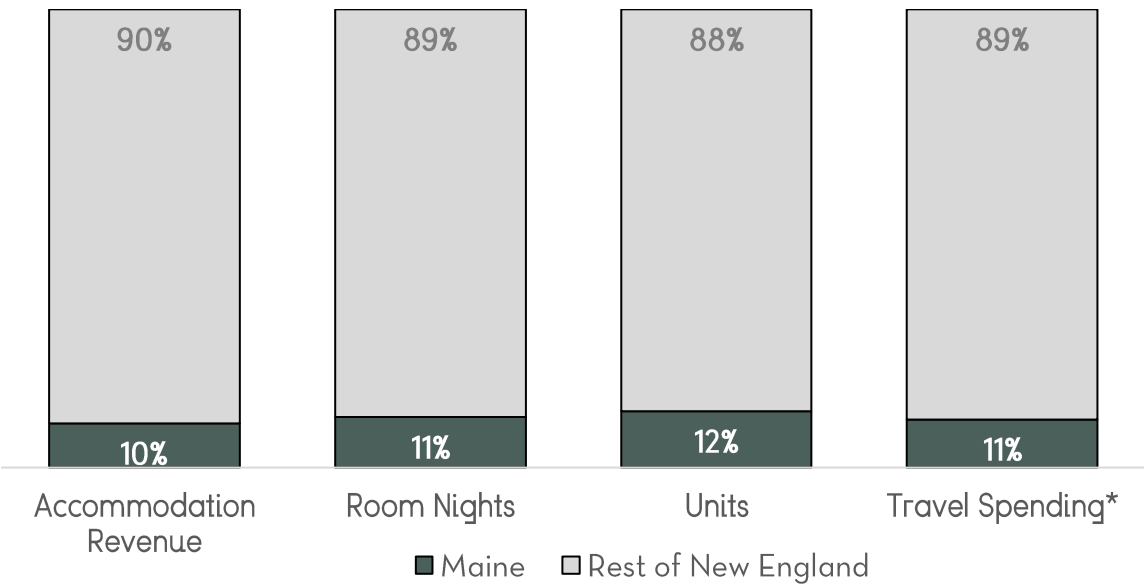
# EXECUTIVE SUMMARY





# MARKET SHARE & HOTEL METRIC COMPARISONS

- » **Maine’s market share in New England** when it comes to accommodation revenue, room nights, units, and travel spending **ranges between 10%-12%.**
- » The consistency in the market share across multiple variables reinforces confidence in Maine’s overall market share in New England.
- » Compared to the New England region, hotel occupancy in Maine was **-10%** lower and hotel room rates were **-13%** lower, resulting in RevPAR that was **-22%** lower than the rest of the region.



Hotel Metrics**	Maine	New England	Δ% from NE
Occupancy Rate (%)	49.2%	54.4%	- 10%
Average Daily Rate	\$132.09	\$152.48	- 13%
RevPAR	\$65.04	\$82.92	- 22%

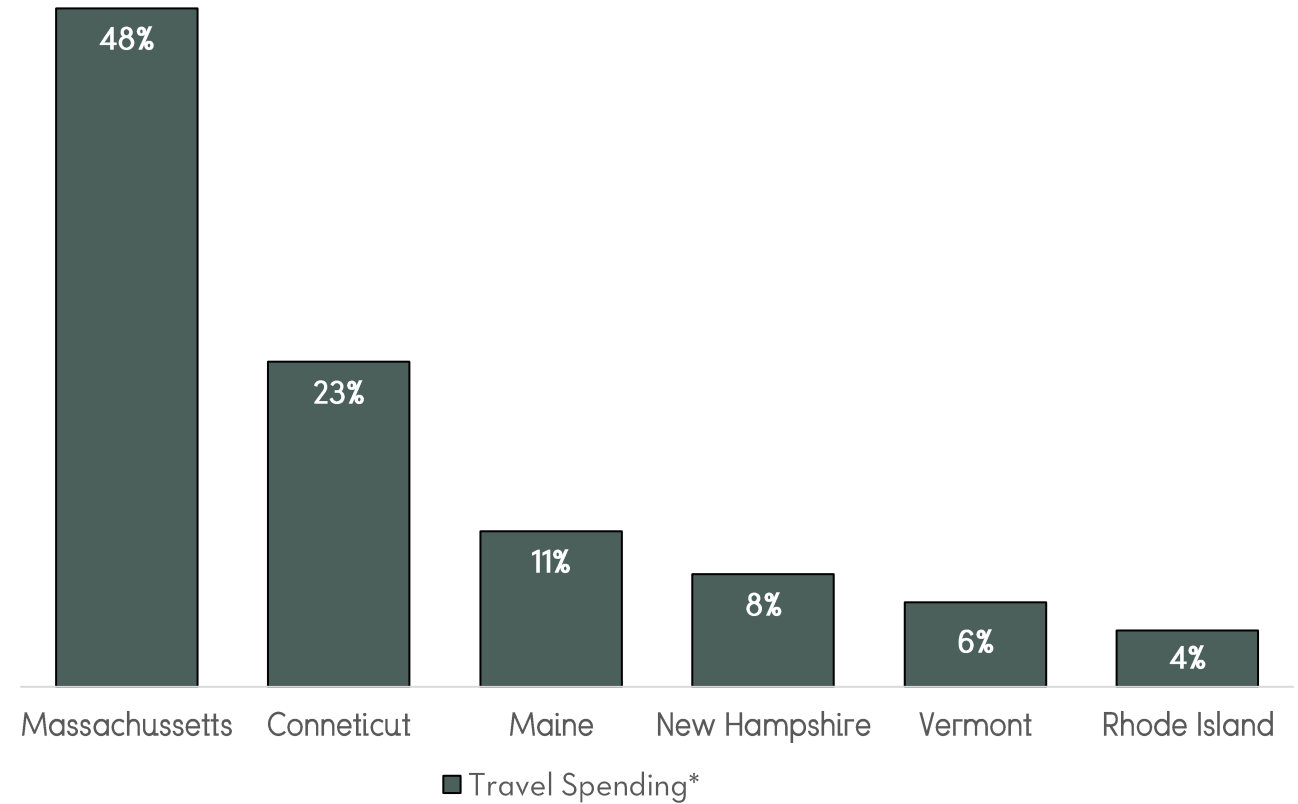
\*Source: US Travel Association.

\*\*Source: Smith Travel Research.



# MARKET SHARE BY STATE

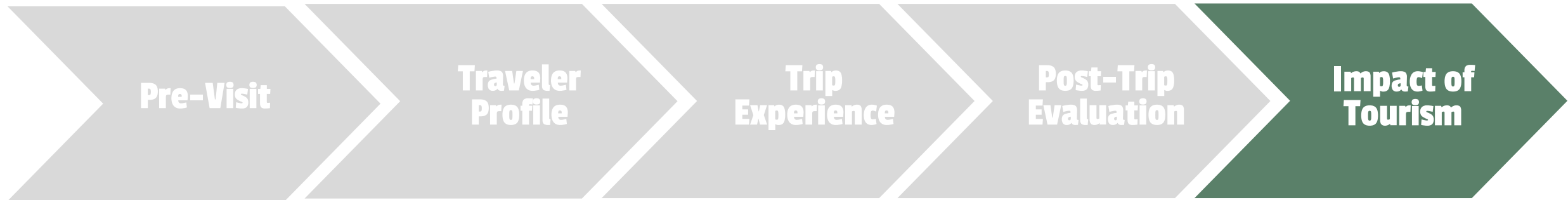
- » Travel spending in Maine accounted for 11% of all visitor spending in the New England region.
- » Among New England states, Winter 2023 travel spending in Maine was only surpassed by Massachusetts and Connecticut.



\*Source: US Travel Association.



# TRIP PLANNING CYCLE : IMPACT OF TOURISM





# KEY PERFORMANCE INDICATORS

In Winter 2023, visitors had a shorter length of stay, more rental units available, and there was a higher occupancy, resulting in an increase in overall visitors compared to Winter 2022. Additionally, the overall number of days spent by visitors in Maine and direct spending increased.

KPIs	2022	2023	Δ% from '22
Visitors (#)	3,465,100	3,996,100	+ 15.3%
Visitor Days <sup>1</sup>	17,110,800	17,122,700	+ 0.1%
Direct Spending	\$1,695,521,600	\$1,961,443,400	+ 15.7%
Room Nights	3,056,200	3,497,700	+ 14.4%

<sup>1</sup> 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 <sup>1</sup>	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	1,198,800	2,797,300	3,996,100
Visitor (%)	30%	70%	100%

<sup>1</sup> Visitation estimates provided here are **preliminary** and reflect visitation from December 2022 – April 2023. Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.



# LODGING METRICS

Occupancy Rate

**39.7%**

**+ 1.0% from 2022**

Average Daily Rate

**\$154.60**

**- 8.9% from 2022**

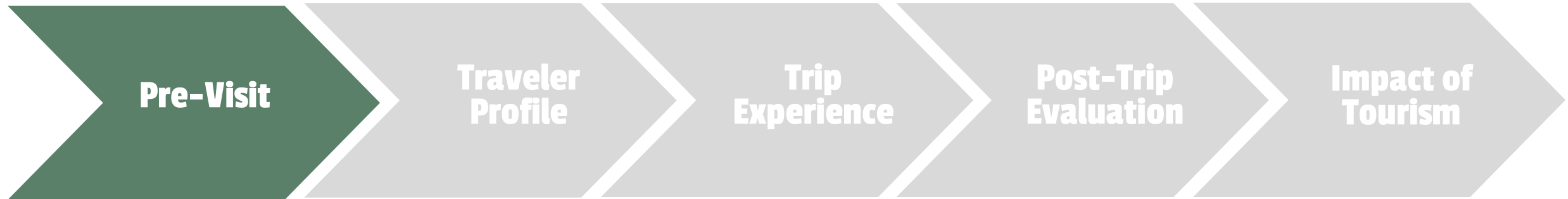
Revenue per Available Room

**\$61.39**

**- 8.0% from 2022**



# TRIP PLANNING CYCLE : PRE-VISIT





# TRIP PLANNING CYCLE

- » **58%** of visitors started planning their trip a month or more in advance of their trip
- » Typical trip planning cycle began **37 days** before the trip (35 days in 2022)
- » **86%** of visitors have a booking window of less than 3 months
- » Typical booking cycle began **21 days** before the trip (20 in 2022)





# TOP ONLINE TRIP PLANNING SOURCES\*

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



**33%** Online search engines



**21%** Facebook



**20%** Hotel websites

\*Multiple responses permitted.



# TOP OTHER TRIP PLANNING SOURCES\*



**47%** Advice from friends/family



**21%** Articles or travelogues

\*Multiple responses permitted.



# TOP REASONS FOR VISITING\*



**40%** Visiting friends/family



**22%** Relax and unwind



**19%** Shopping

\*Multiple responses permitted.



# CONSIDERING MAINE AS A DESTINATION

- » Over **3 in 5** visitors considered visiting **only** Maine while planning their trips (-9% points from 2022)
- » As other destinations and international borders opened up for visitation, potential visitors now have many more destination options to choose from





# TV SHOWS & FILM\*

- » **8%** of visitors said a TV show or film inspired their trip to Maine
- » **65%** of visitors who were inspired by a TV show or film said they visited a location of a TV show or film



\*Questions were not asked until January 2023.



# PRE-TRIP EXPOSURE TO ADVERTISING

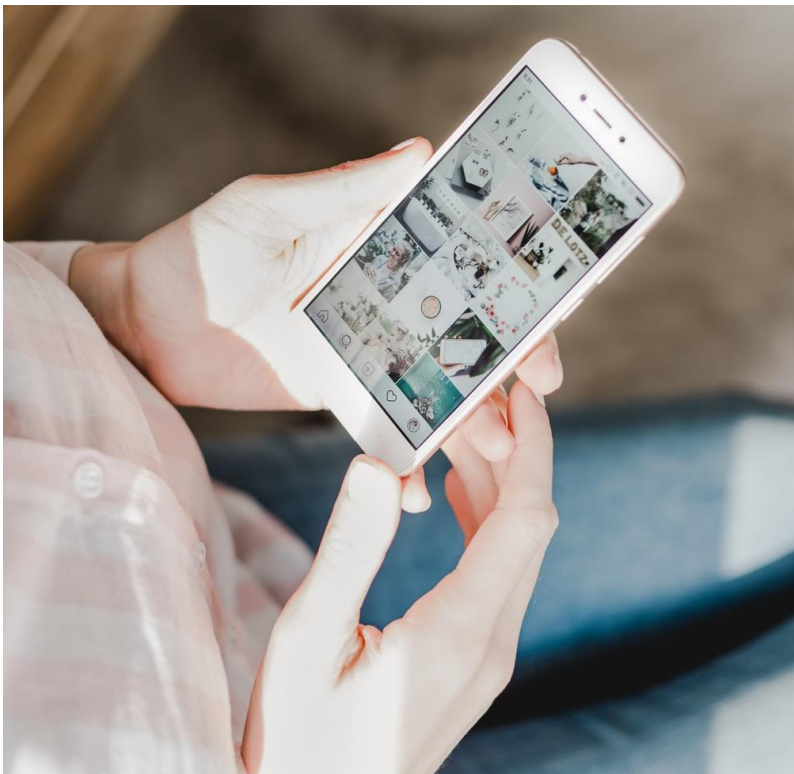
- » **59%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip (+13% points from 2022)
- » This information influenced **35%** of all visitors to visit Maine





# TOP SOURCES OF ADVERTISING EXPOSURE\*

Base: 59% of visitors who noticed advertising



**57%** Social media



**36%** Internet



**27%** Magazine

\*Multiple responses permitted.

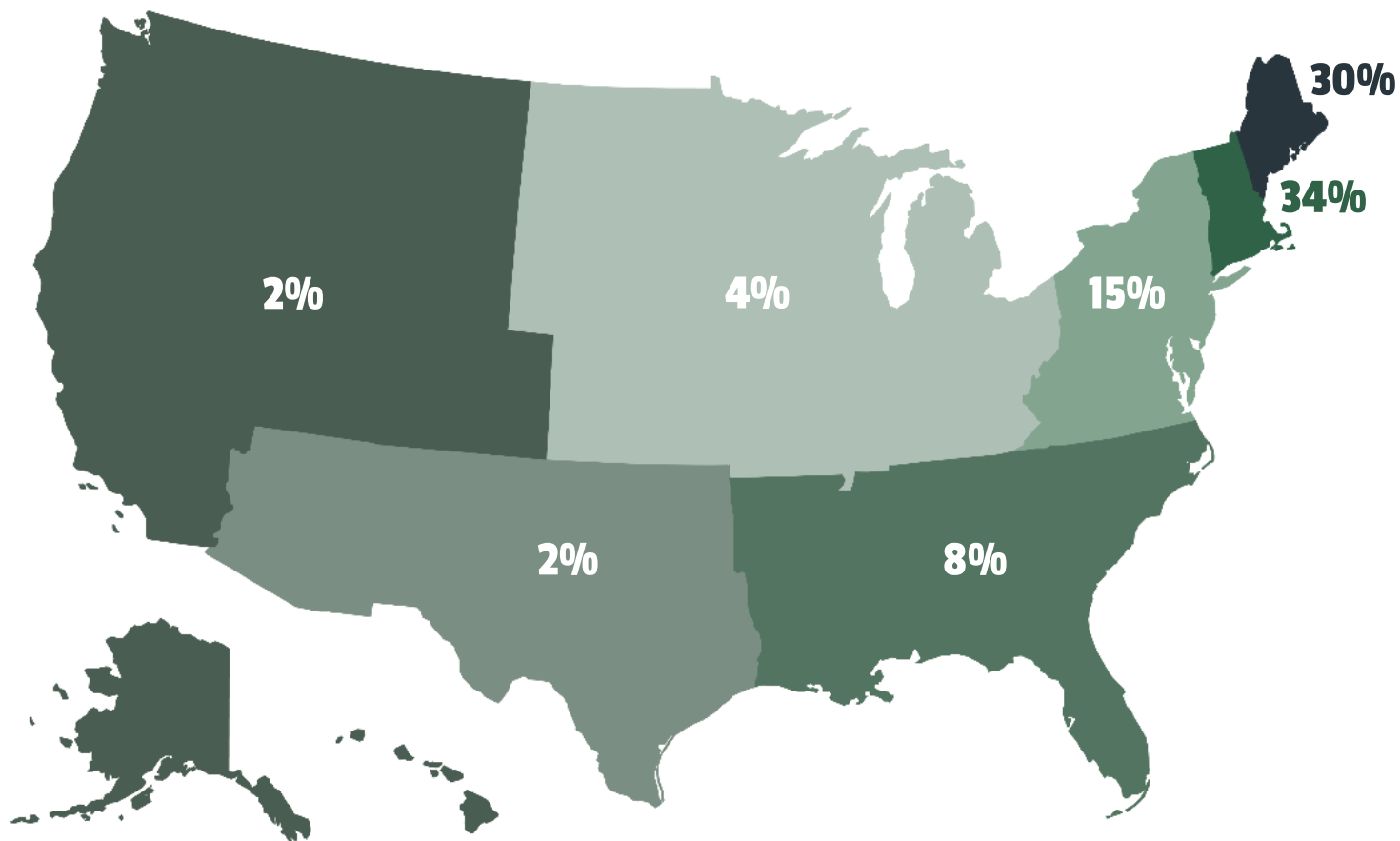


# TRIP PLANNING CYCLE : TRAVELER PROFILE





# REGIONS OF ORIGIN

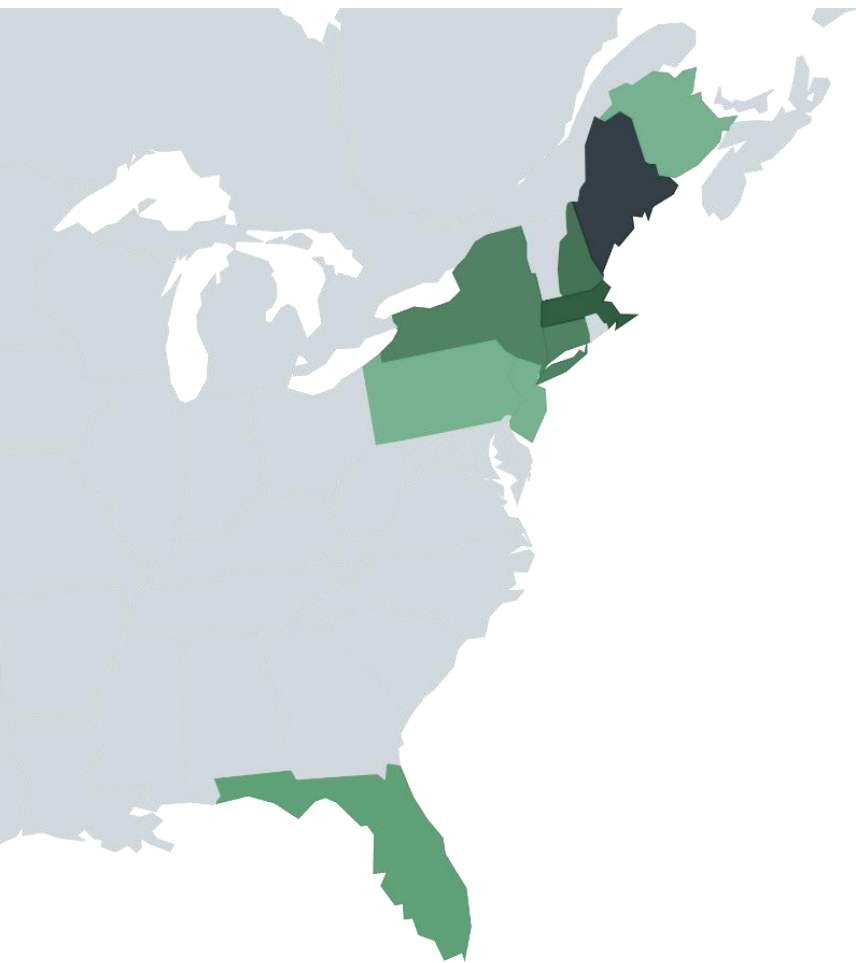


1% of visitors came from outside of the United States and Canada.

4% of visitors came Canada.



# TOP ORIGIN STATES & PROVINCES



# 88%

of visitors traveled from **14** U.S. states and Canadian provinces, including from other regions of Maine.

<b>30</b> %	Maine	<b>5</b> %	Connecticut	<b>3</b> %	New Brunswick
<b>16</b> %	Massachusetts	<b>4</b> %	Florida		
<b>9</b> %	New Hampshire	<b>3</b> %	New Jersey		
<b>5</b> %	New York	<b>3</b> %	Pennsylvania		



# TOP ORIGIN MARKETS



**10%** Boston



**6%** New York City<sup>1</sup>



**4%** Portland, ME

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



# TRAVEL PARTIES

The typical Maine visitor traveled with **2.4** 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 visitor:

- » Is **49** years old<sup>1</sup>
- » Female<sup>2</sup> - **57%**
- » Is white - **89%**



<sup>1</sup>Median age.

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



# LIFESTYLE PROFILE

- » The typical Maine visitor:
  - » Is a college graduate - **75%**
  - » Is married/in a domestic partnership - **74%**
  - » Is employed full-time - **52%**
  - » Has an annual household income<sup>1</sup> of **\$82,000**



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



# NEW & RETURNING VISITORS

- » **11%** of visitors were traveling in Maine for the first time
- » **35%** of visitors had previously traveled in Maine more than 10 times





# TRIP PLANNING CYCLE : TRIP EXPERIENCE





# TRANSPORTATION

- » **90%** of visitors drove to their Maine destination
- » **4%** of visitors flew to Maine through Portland International Jetport





# NIGHTS STAYED

- » **86%** of visitors spent one or more nights in Maine (-4% points from 2022)
- » Typical visitors stayed **4.3\*** nights in Maine on their trip



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



# TOP ACCOMMODATIONS



**31%** Hotel/motel/resort



**25%** Friends/family home



**14%** Did not stay overnight



# TOP IN-MARKET VISITOR RESOURCES\*

Over **3 in 4** visitors used one or more in-market resources to help them plan places to go while in Maine



**41%** Restaurant website/app



**39%** Navigation websites/apps



**29%** Personal social media

\*Multiple responses permitted.



# TOP VISITOR ACTIVITIES\*



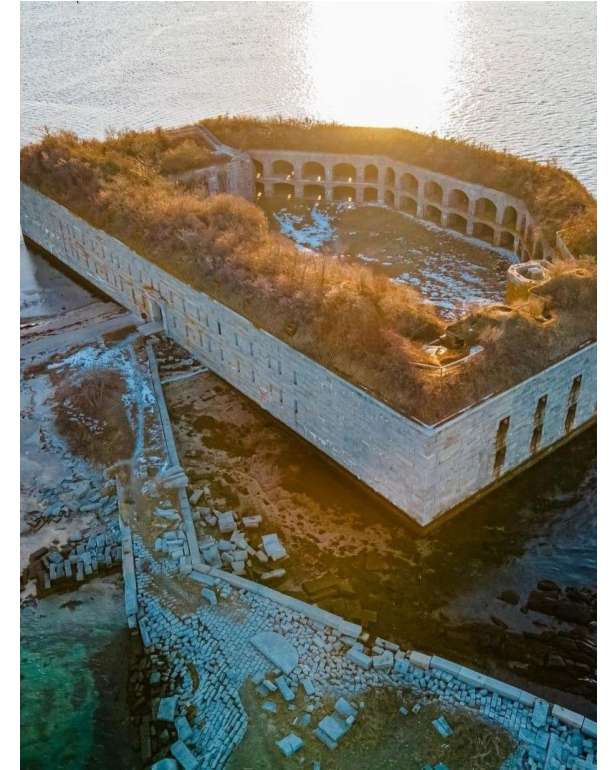
**75%** Food/beverage/  
culinary



**50%** Shopping



**41%** Active outdoor  
activities



**35%** Touring/sightseeing

\*Multiple responses permitted.



# TRAVEL PARTY SPENDING

- » Visitors who stayed overnight in paid accommodations in Maine spent **\$482** per day and **\$2,025** during their trip
- » Visitors who stayed overnight in unpaid accommodations in Maine spent **\$234** per day and **\$1,358** during their trip
- » Visitors who did not stay overnight in Maine spent **\$194** during their trip





# VISITING OTHER STATES & PROVINCES

- » Over **7 in 10** visitors did not visit any other U.S. state or Canadian province on their trip to Maine (-5% points from 2022)
- » Visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip





# TRAVELING WITHIN MAINE

» Over **half** of visitors traveled to regions other than their primary destination during their trips to Maine





# TRIP PLANNING CYCLE : POST-TRIP EVALUATION





# TOP UNIQUE DESTINATION ATTRIBUTES\*



*“Relaxation in a state that demands letting go of the rat race. Peaceful and beautiful.”*

*“Sweet escape from the city madness. Good fresh food. Clean and beautiful environment.”*

*“There are so many different areas to visit. You can be at the lighthouses on the ocean in the morning and then travel for a few hours and be in the mountains watching the sunset.”*

*“Welcoming and friendly people, a relaxing environment, numerous activities, great natural landmarks, and great seafood.”*

\*Coded open-ended responses.  
Multiple responses permitted.



# TOP TRIP HIGHLIGHTS\*



*“Spending time with family. Board games by the wood stove by candlelight.”*

*“The highlight of my trip was the driving part because, being a passenger, I got to see the sights as we were going to Bar Harbor.”*

*“Came up here for sled run at my old club, and because we don't have enough snow, Washburn and Mapleton have the best trails, and we rent the same house every other weekend. The warming hut they just built is amazing and very central to our runs.”*

*“Spending time with my mom and sister while relaxing and eating great food was the highlight of my trip because we never get to do that. We haven't spent time together like that in several years, and I honestly can't remember the last time we did. We had a really good time we had good food and we laughed a lot.”*

\*Coded open-ended responses.  
Multiple responses permitted.



# RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend Maine to a friend or relative as a vacation destination
- » **98%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip
  - » **64%** would definitely recommend





# LIKELIHOOD OF RETURNING TO MAINE

- » **95%** of visitors will return to Maine for a future visit or vacation
- » **72%** of visitors will “definitely return” in the future





# SATISFACTION

- » **99%** of visitors were satisfied with their trip to Maine
- » However, inflation and the continued lack of work force negatively affected 2023 visitors' trip experiences: **15%** of visitors said that the customer service did not meet their expectations and **10%** said the restaurants did not meet their expectations





# OVERCROWDING

- » **65%** of visitors thought the number of visitors during their trip to Maine was fine
- » **20%** of visitors thought it was not at all overcrowded
- » Only **13%** of visitors thought it was a little overcrowded





# TOP PERCEPTIONS OF MAINE\*



*“Very happy to finally discover the Pine Tree State. Extraordinary natural beauty. Vast expanses without urban scenes. Treat to eat fresh seafood. The craft brew and oysters were excellent. The Gardens are spectacular.”*

*“Very rural, and I was disappointed in the restaurant or lack of the only one in this town closes way to early, but all that is worth it if you love to be outside riding, and I really enjoy meeting folks from Canada on the trails and pitstops.”*

*“We decided to forgo our traditional small town holiday events and see how other towns did it up. Was not disappointed. Heart warming small town moments in little towns along the coast. Proof that you can live in Maine and still vacation in Maine.”*

\*Coded open-ended responses.  
Multiple responses permitted.

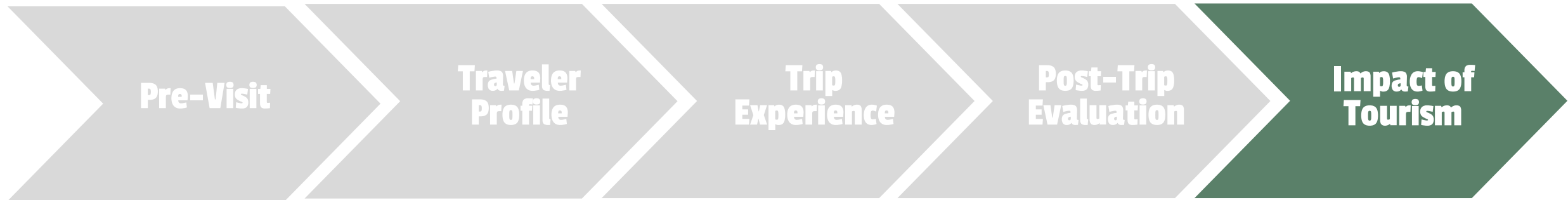


# DETAILED FINDINGS





# TRIP PLANNING CYCLE : PRE-VISIT





# KEY PERFORMANCE INDICATORS

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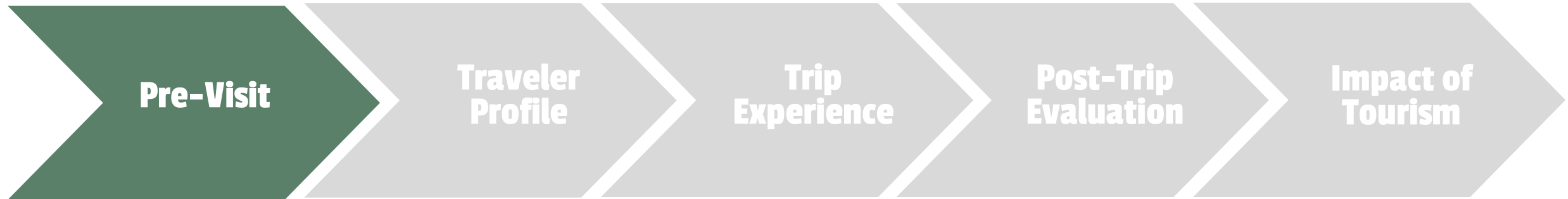
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# TRIP PLANNING CYCLE : PRE-VISIT

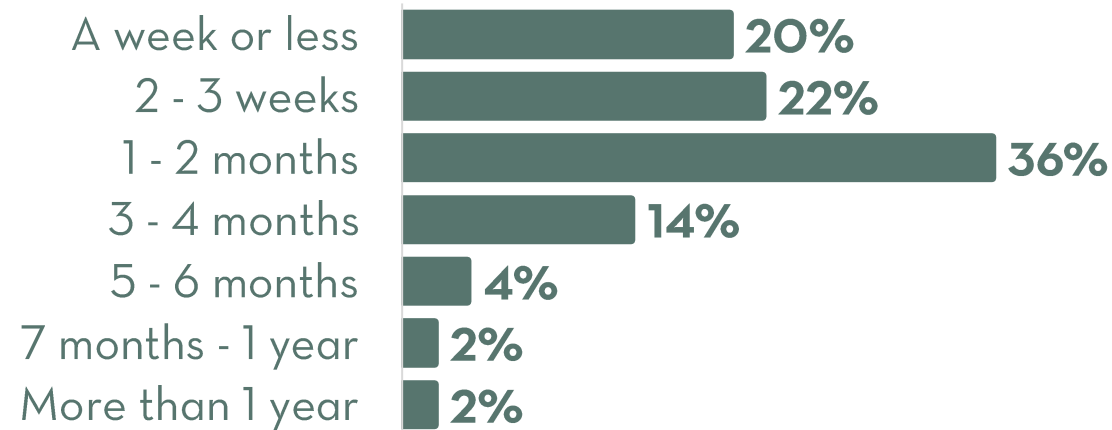




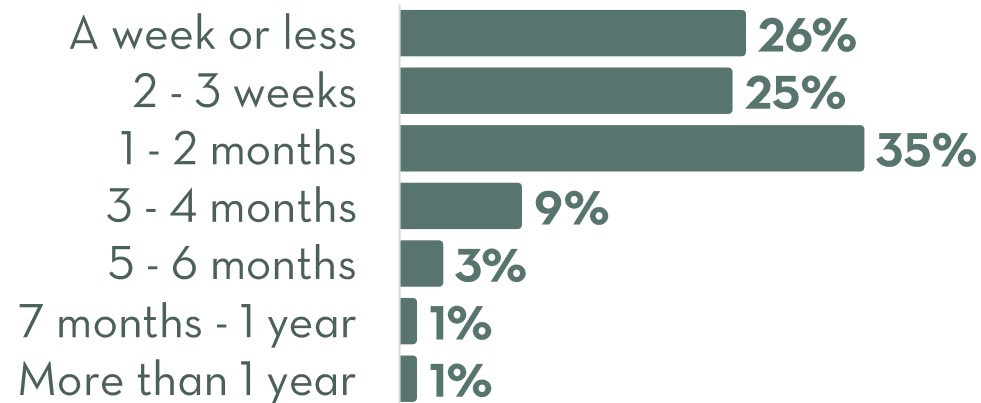
# TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **37 days** in advance (+2 days from 2022)
- » **58%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **21 days** in advance (+1 day from 2022)
- » **86%** of visitors have a booking window of less than 3 months

## Beginning of Trip Cycle



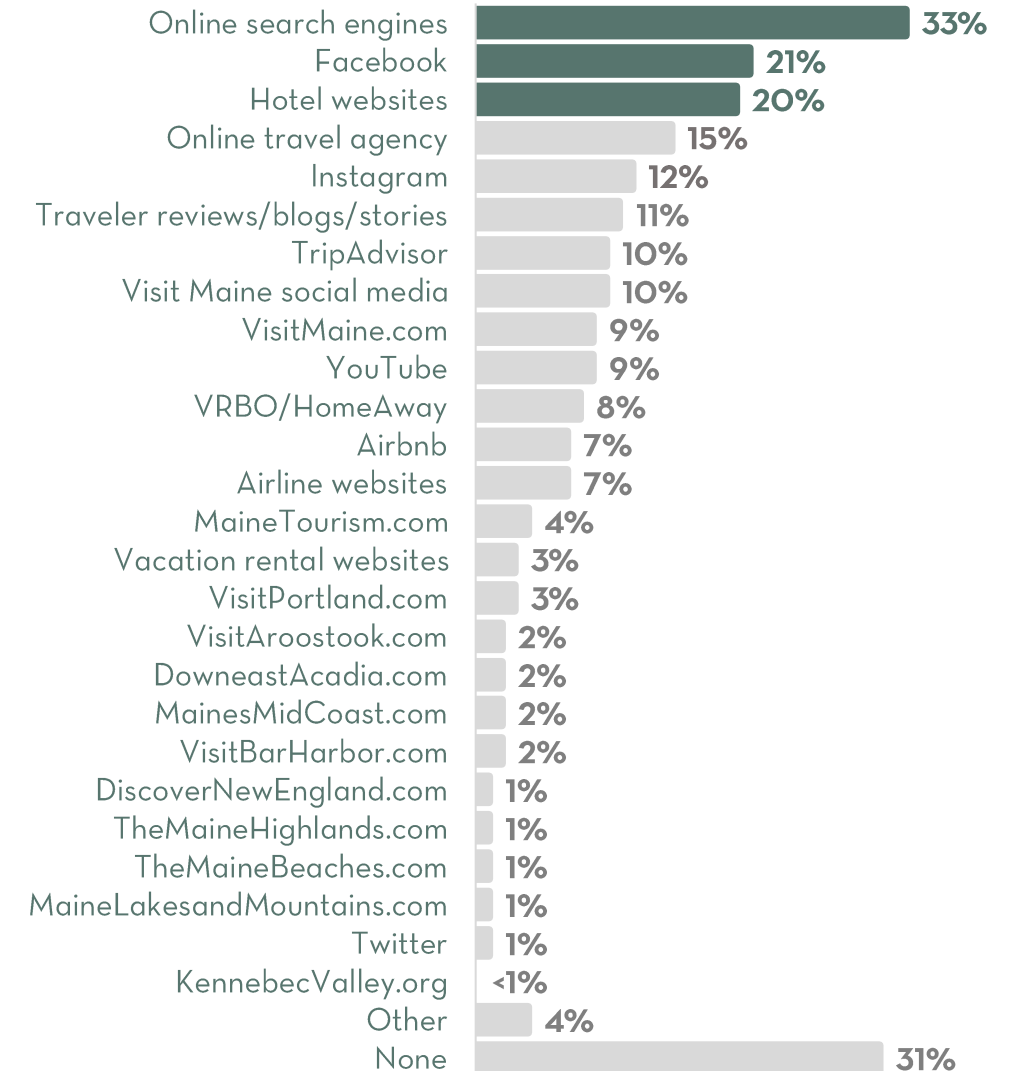
## Booked Accommodations/Made Trip Decisions





# ONLINE TRIP PLANNING SOURCES\*

- » **7 in 10** visitors used one or more online resources to help them plan their trip in Maine
- » **1 in 3** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » About **1 in 5** visitors used Facebook (+13% points from 2022) and hotel websites
- » **1 in 10** visitors used VisitMaine.com

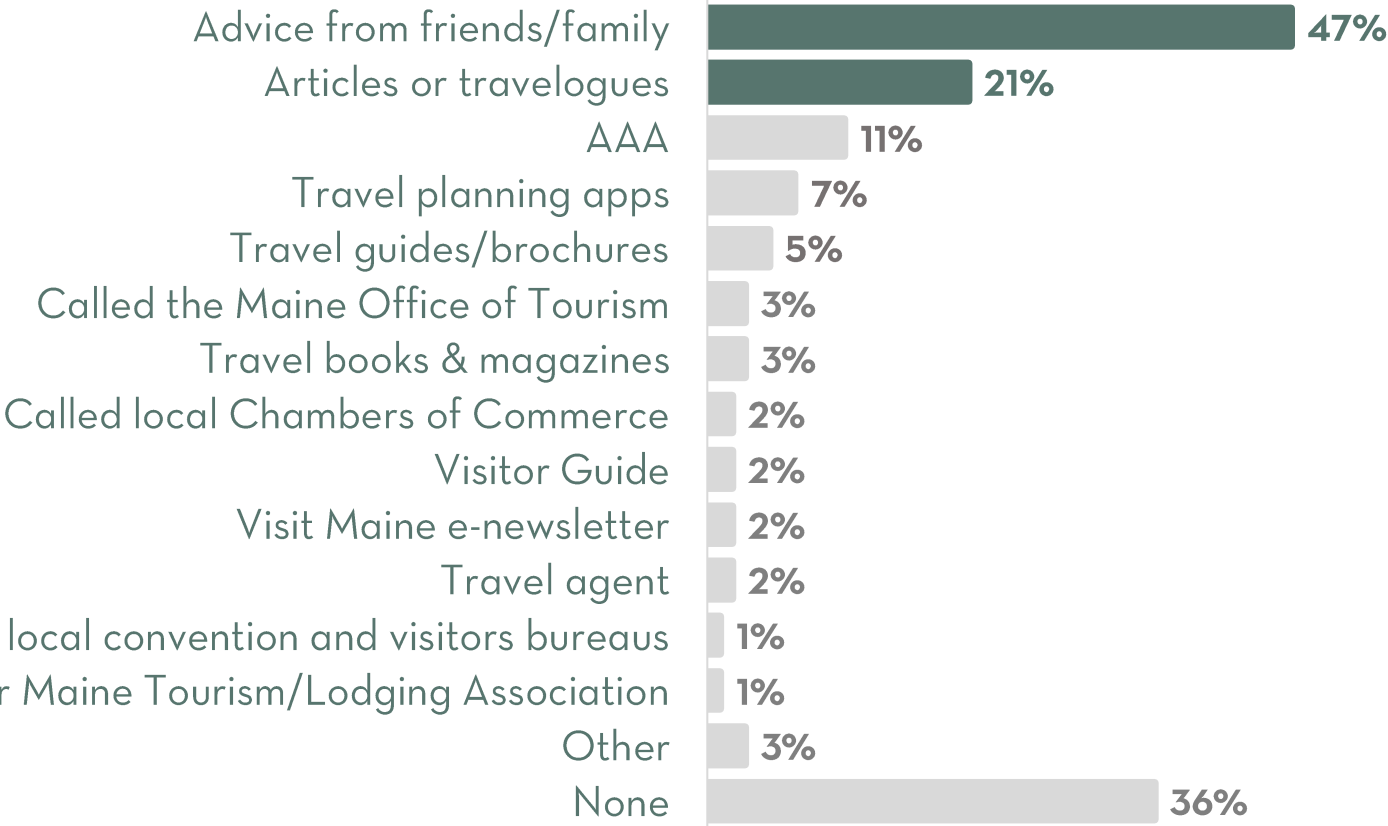


\*Multiple responses permitted.



# OTHER TRIP PLANNING SOURCES\*

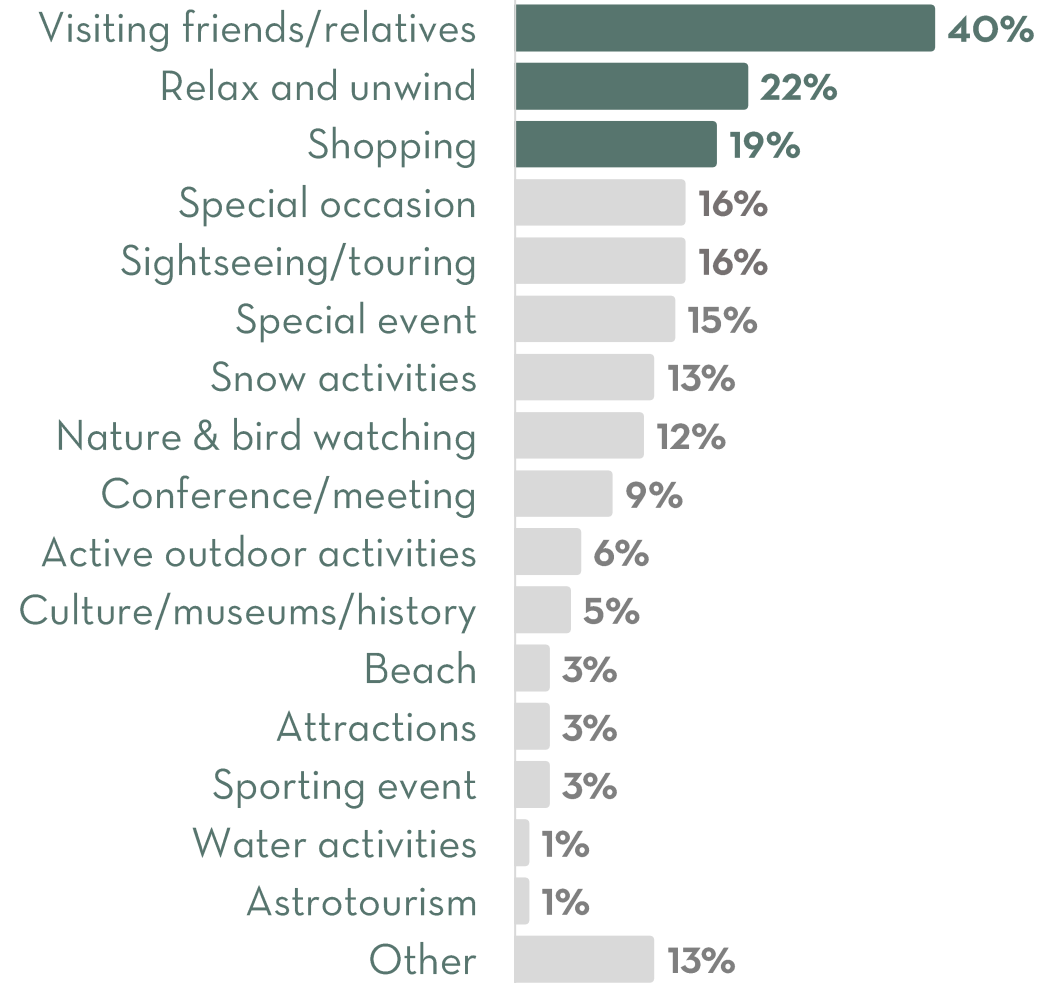
- » Nearly **half** of visitors relied on advice from their friends and family to help them plan their trip in Maine (+11% points from 2022)
- » **1 in 5** visitors used articles or travelogues to help plan their trip in Maine (+6% points from 2022)
- » Nearly **2 in 5** visitors did not use any other resources to help them plan their trip in Maine





# REASONS FOR VISITING\*

- » **2 in 5** visitors came to Maine to visit friends and family (+6% points from 2022)
- » Nearly **1 in 4** visitors came to Maine to relax and unwind
- » Nearly **1 in 5** visitors came to Maine to shop

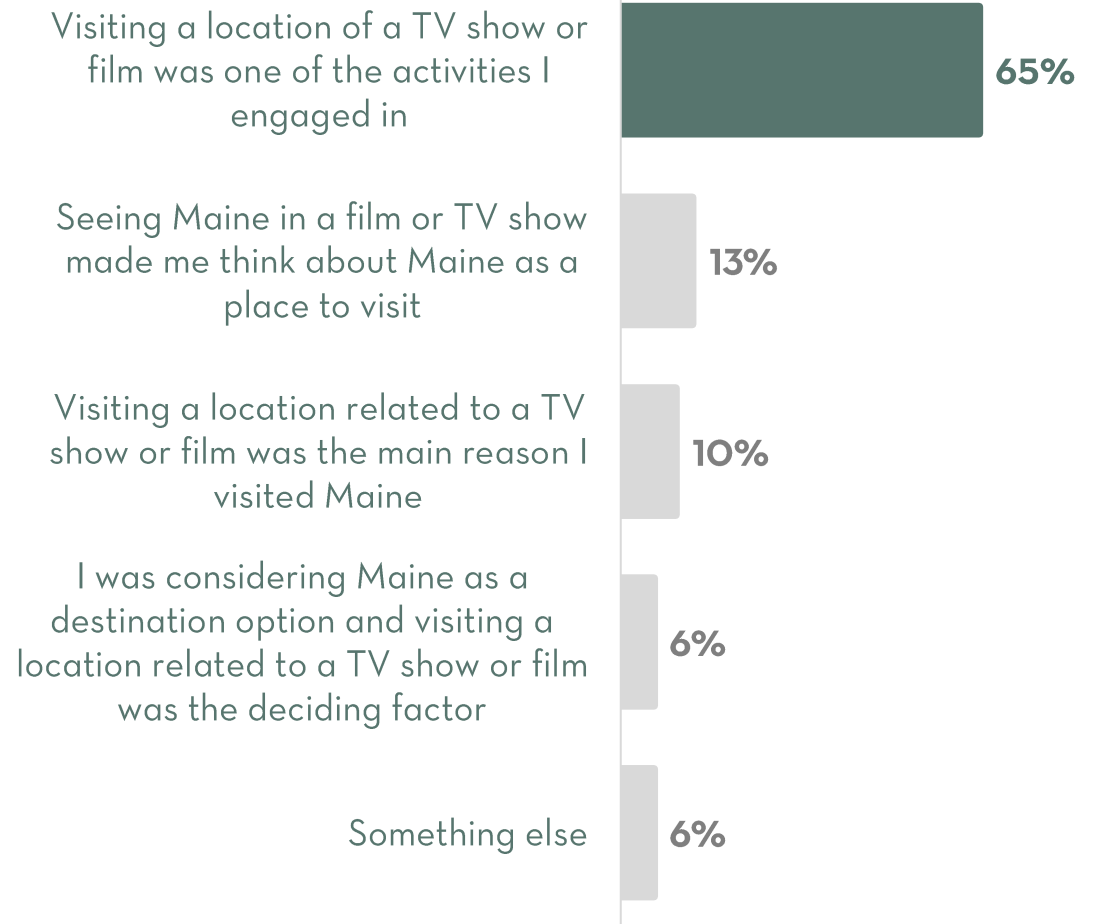


\*Multiple responses permitted.



# TV SHOWS & FILM\*

- » **8%** of visitors said a TV show or film inspired their tip to Maine
- » **65%** of visitors who were inspired by a TV show or film said they visited a location of a TV show or film
- » **4%** of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

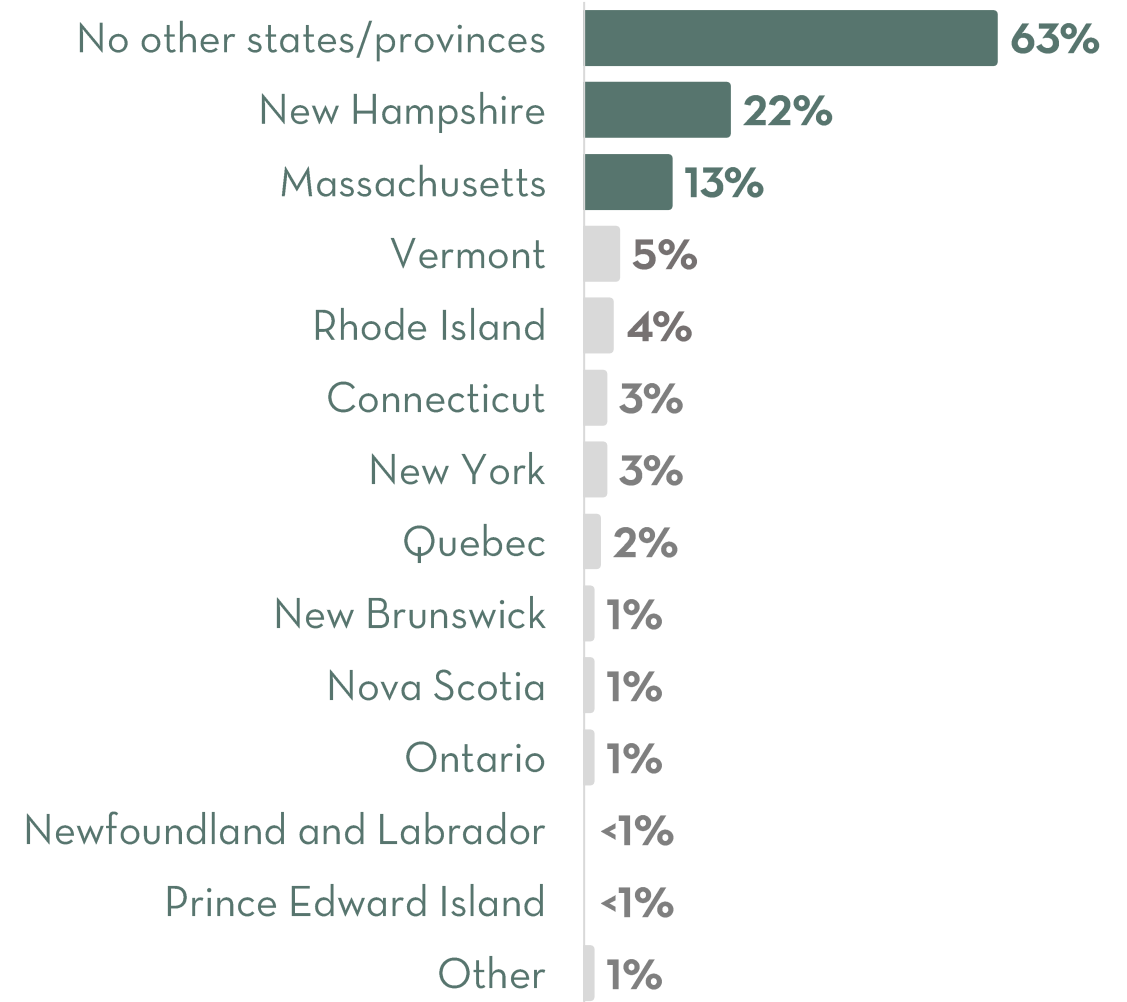


\*Questions were not asked until January 2023.



# OTHER STATES & PROVINCES CONSIDERED\*

- » Over **3 in 5** visitors considered visiting **only** Maine while planning their trips (-9% points from 2022)
- » Visitors continued to be **more likely** to consider visiting nearby U.S. states rather than visiting Canadian provinces

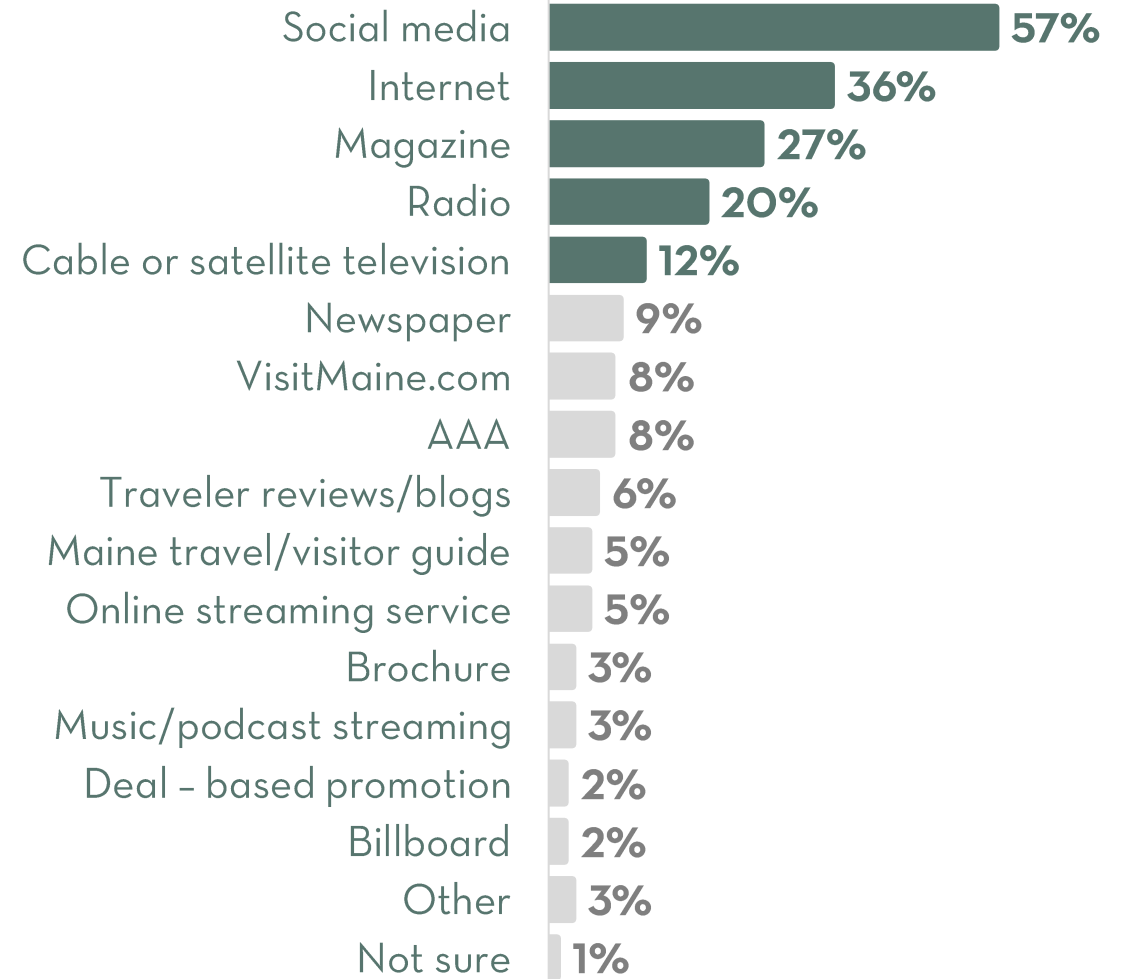




# PRE-TRIP RECALL OF ADVERTISING\*

- » **3 in 5** visitors noticed advertising or promotions for Maine prior to their trip (+13% points from 2022)
- » Visitors who recalled this advertising primarily saw it on **social media** (+18% points from 2022) or the **internet** (+5% points from 2022)
- » This information influenced **35%** of all visitors to visit Maine

Base: 59% of visitors who noticed advertising



\*Multiple responses permitted.

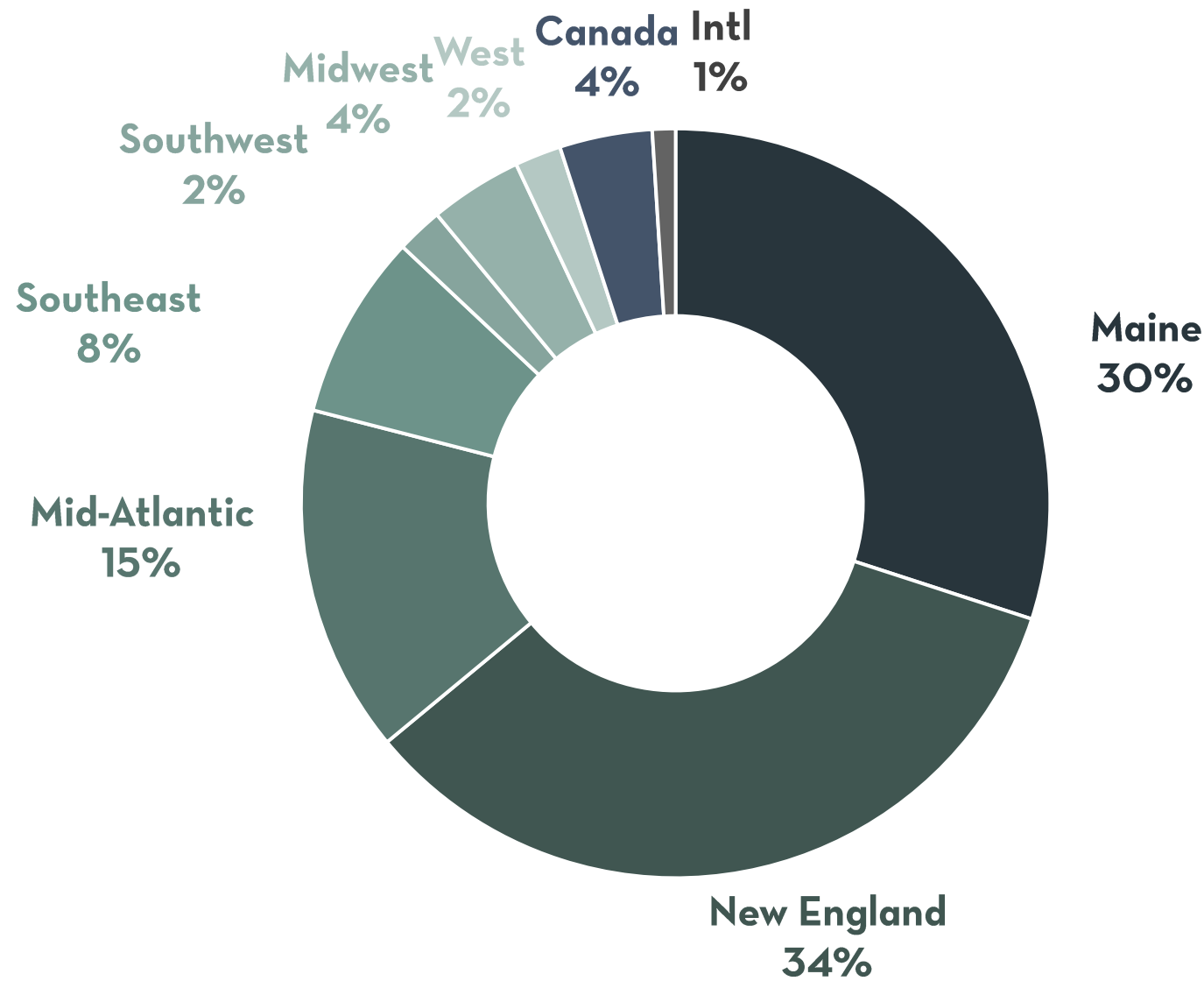


# TRIP PLANNING CYCLE : TRAVELER PROFILE





# VISITOR ORIGINS





# TOP ORIGIN STATES & PROVINCES

- » **88%** of visitors traveled to/within Maine from 14 U.S. states and Canadian provinces
- » **3 in 10** visitors were residents of Maine traveling throughout the state (+11% points from 2022)

State	Percent
Maine	30%
Massachusetts	16%
New Hampshire	9%
Connecticut	5%
New York	5%
Florida	4%
New Jersey	3%
Pennsylvania	3%
New Brunswick	3%
Rhode Island	2%
Vermont	2%
Virginia	2%
Maryland	2%
North Carolina	2%



# TOP ORIGIN MARKETS

- » **2 in 5** visitors traveled from **12** U.S. markets
- » **16%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	10%
New York City <sup>1</sup>	6%
Portland, ME	4%
Washington DC - Baltimore <sup>2</sup>	3%
Waterville	2%
Bangor	2%
Augusta	2%
Auburn - Lewiston	2%
Rochester - Portsmouth, NH	2%
Providence, RI	2%
Belfast	2%
Philadelphia	2%

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

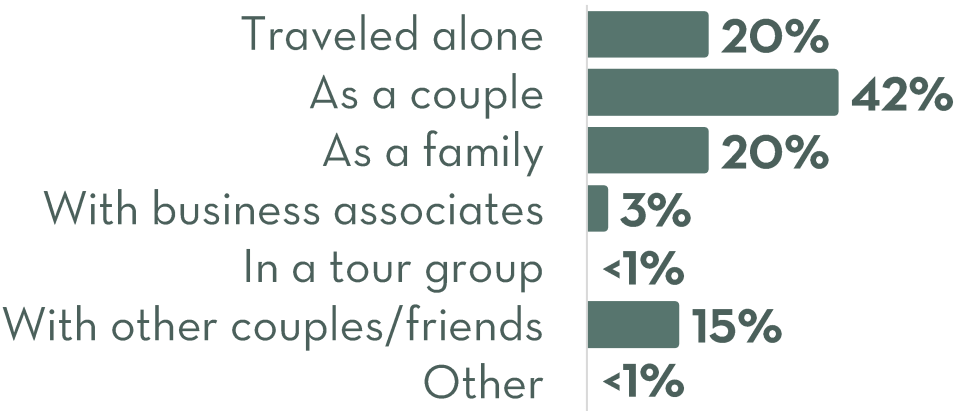
<sup>2</sup> Includes some markets in Maryland, Virginia, and West Virginia.



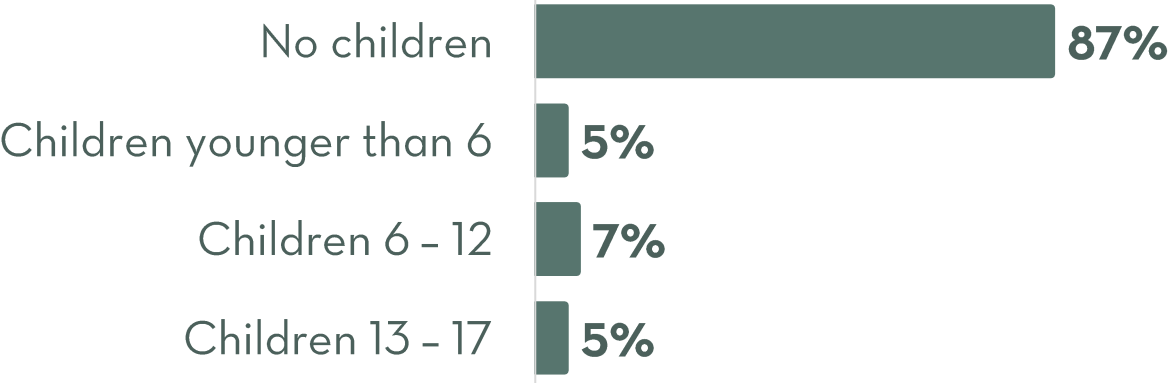
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.4** people
- » Over **2 in 5** 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.



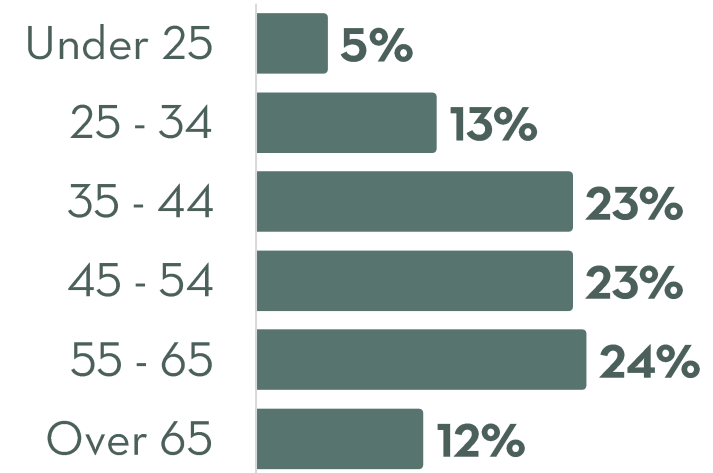
# GENDER

» Nearly **3 in 5** visitors to Maine interviewed were females





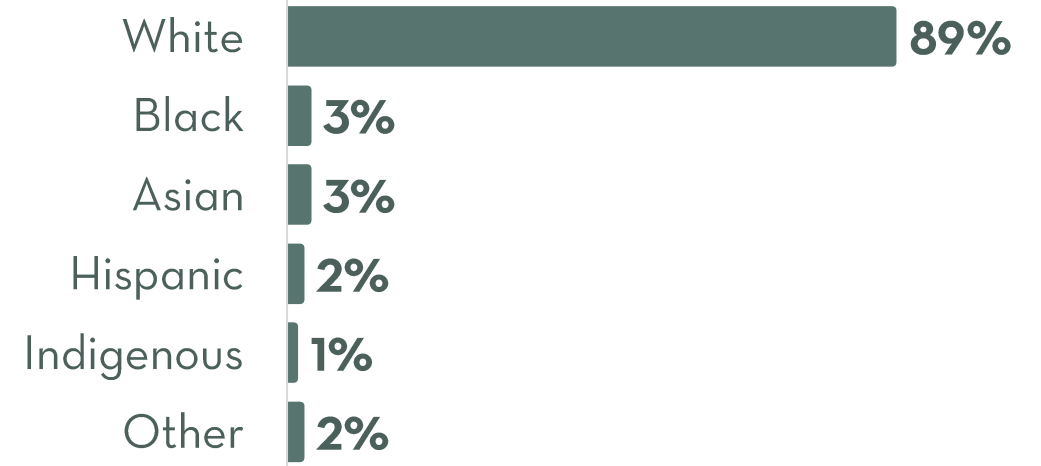
» The average age of visitors to Maine is **49** years old





# RACE & ETHNICITY

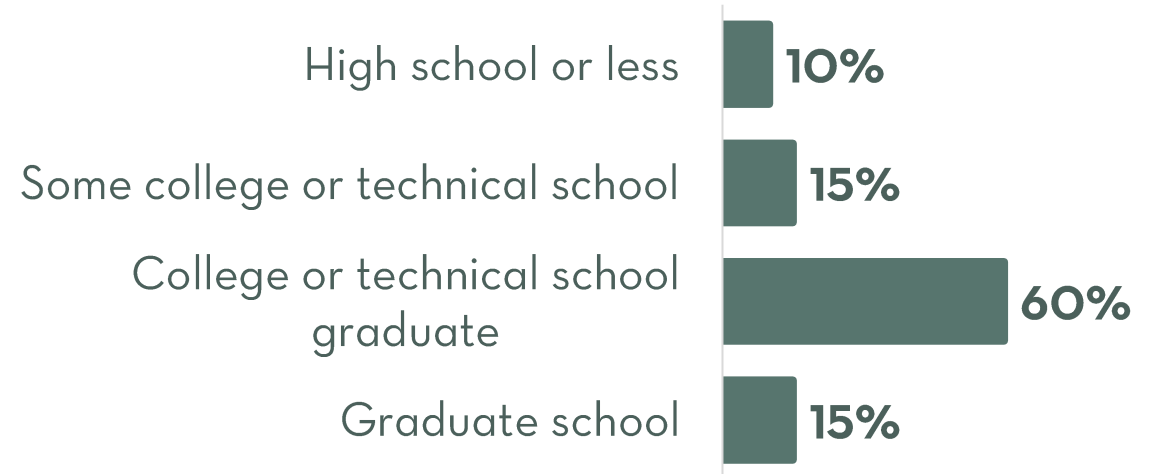
» Nearly **9 in 10** visitors to Maine were white





# EDUCATIONAL ATTAINMENT

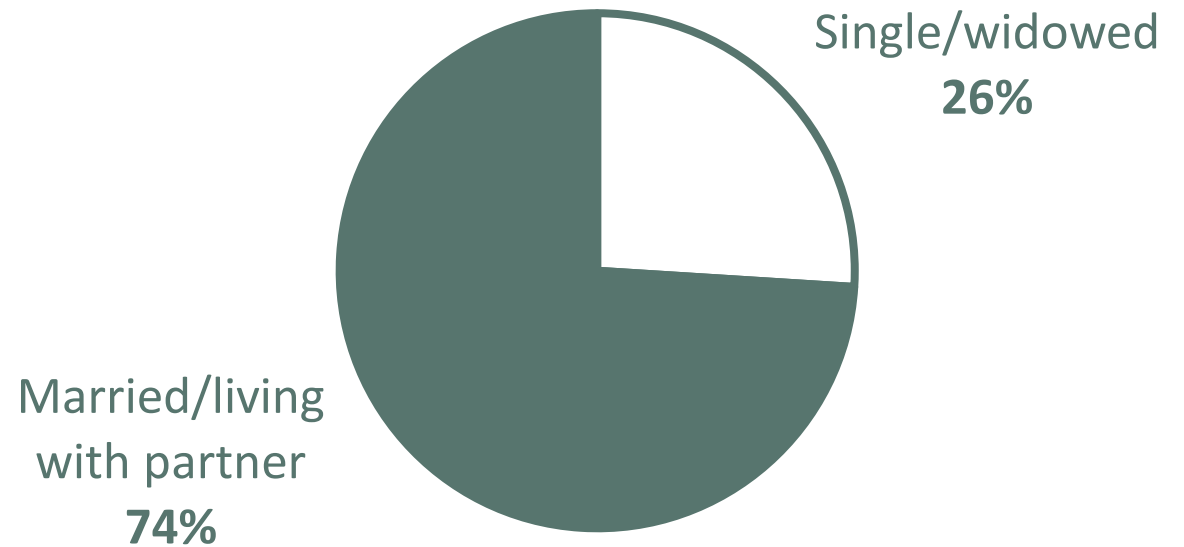
» **3 in 4** visitors have a college/technical school degree or higher





# MARITAL STATUS

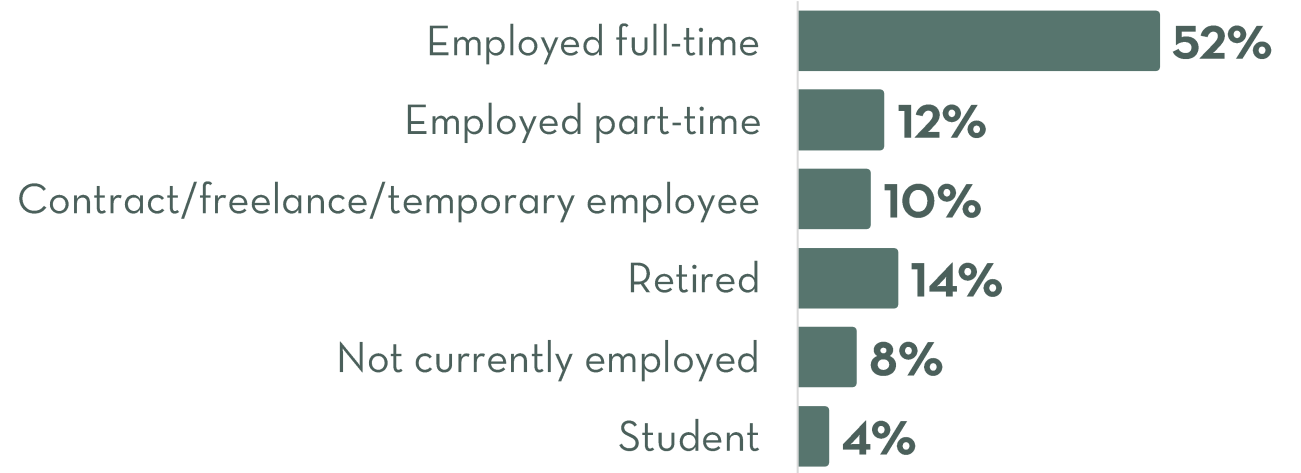
» Nearly **3 in 4** visitors to Maine were married or living with their partner





# EMPLOYMENT STATUS

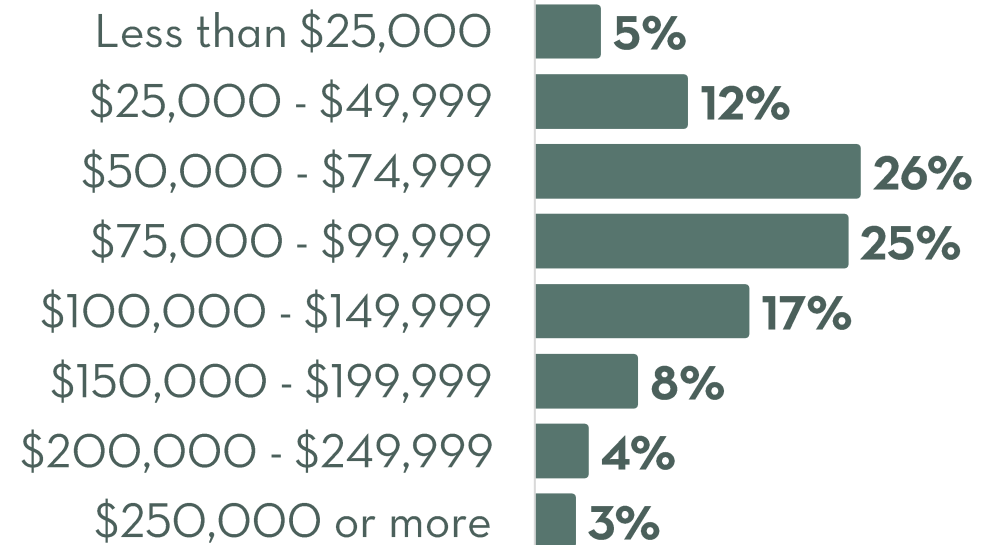
» Nearly **3 in 4** visitors to Maine were employed, most full-time





# HOUSEHOLD INCOME

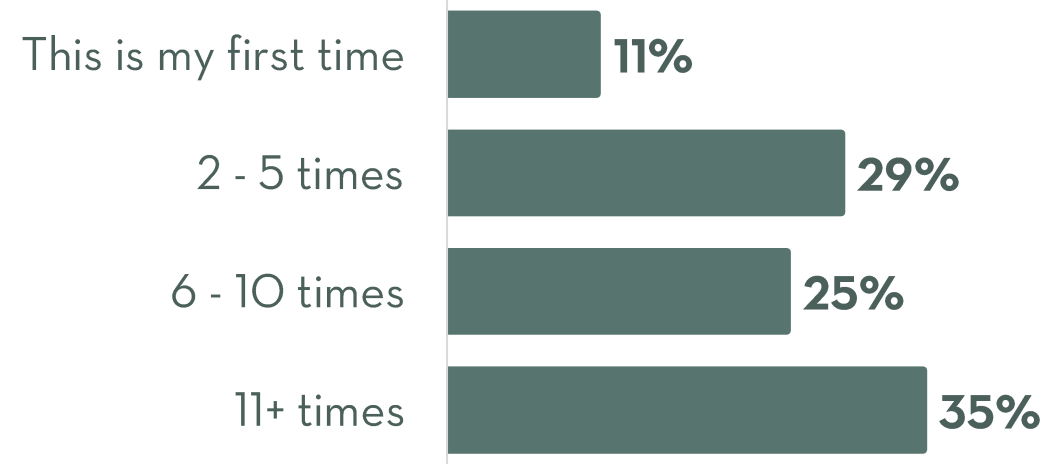
- » The average household income of visitors to Maine is **\$82,000** per year
- » **15%** of visitors to Maine earned more than \$150,000 per year





# NEW & RETURNING VISITORS

- » **11%** of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **35%** had previously traveled in Maine more than 10 times





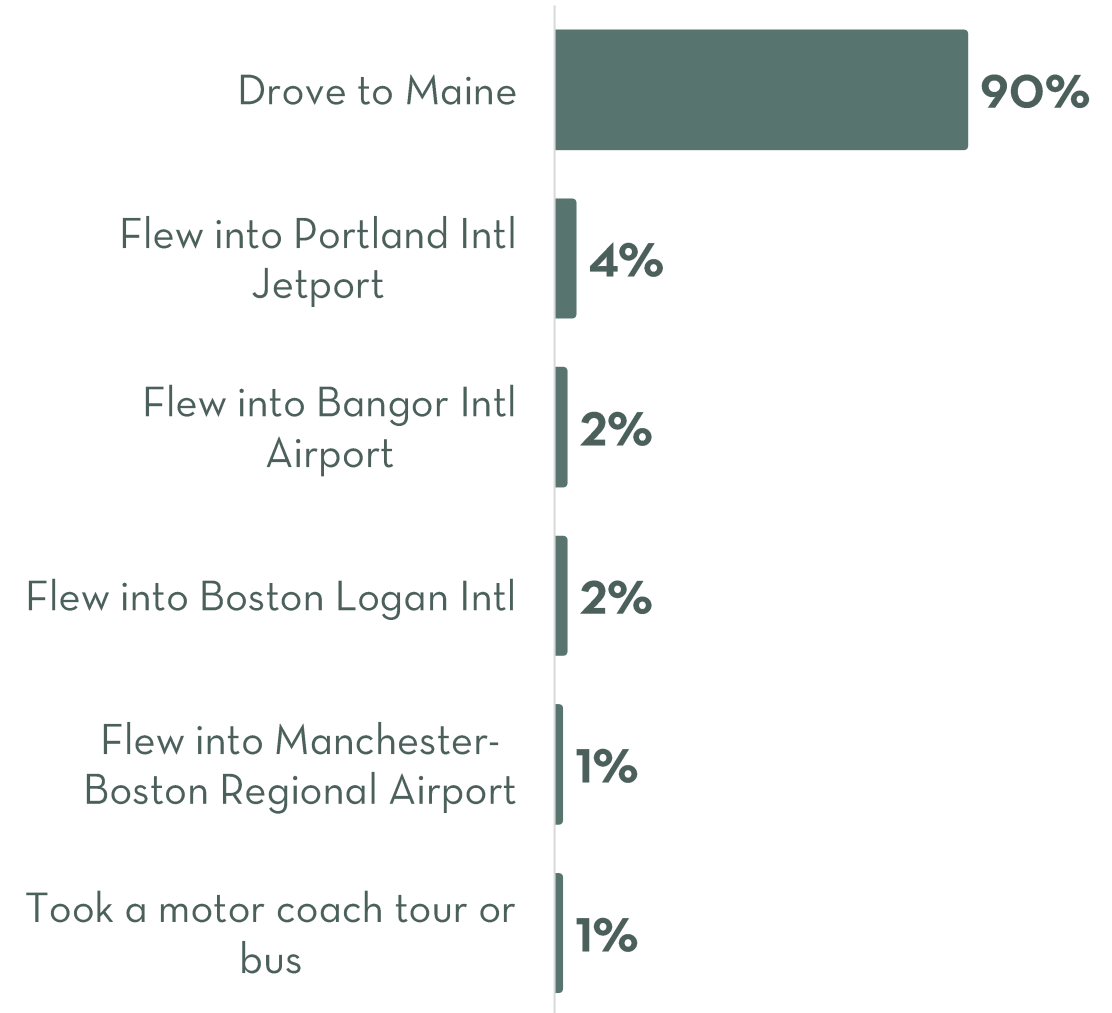
# TRIP PLANNING CYCLE : TRIP EXPERIENCE





# MODES OF TRANSPORTATION

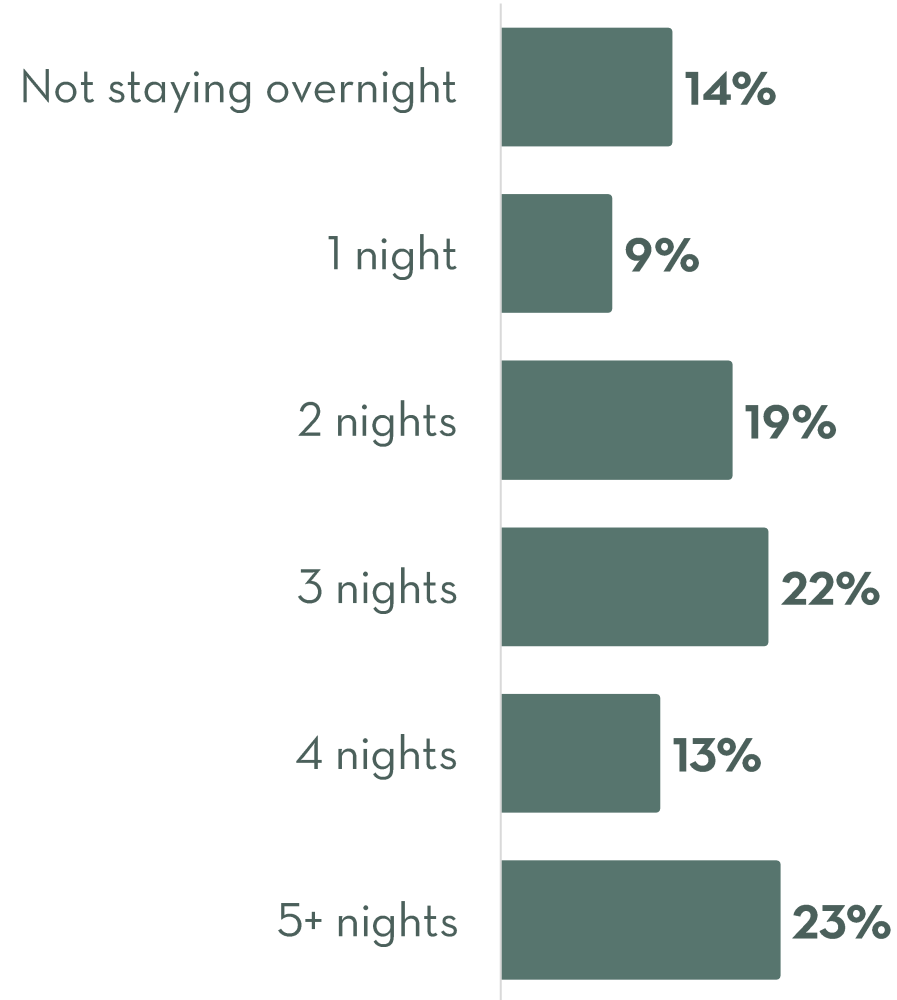
- » Maine is a drive-market for most visitors, with **90%** choosing to travel by car over plane, motor coach/bus, or train (+3% points from 2022)
- » Most visitors who flew to Maine arrived at Portland International Jetport or Bangor International Airport





# NIGHTS STAYED

- » **86%** of visitors stayed one or more nights in Maine on their trip (-4% points from 2022)
- » Typical visitors stayed **4.3\*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.2** nights in Maine on their trips

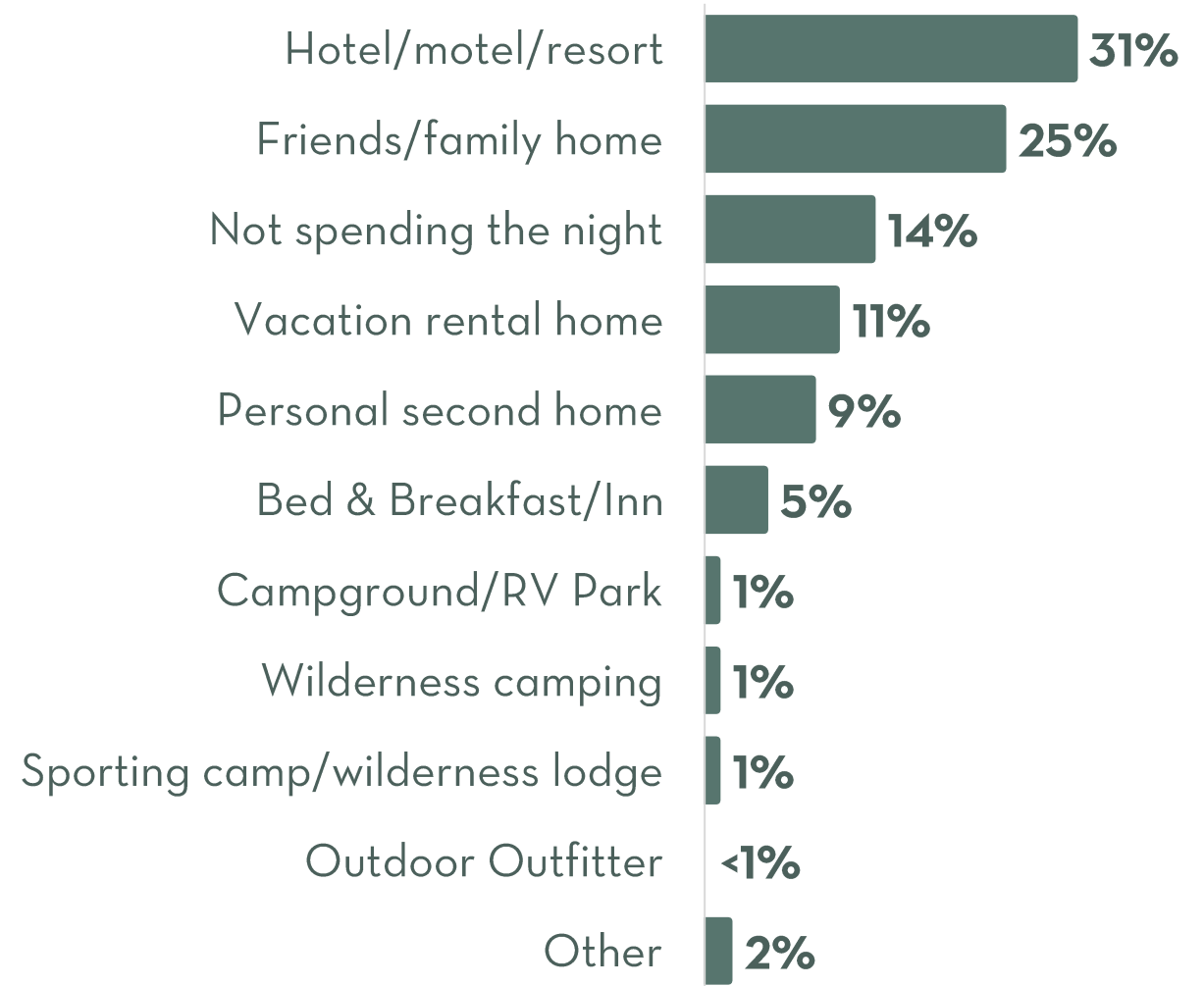


\*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.



# ACCOMMODATIONS

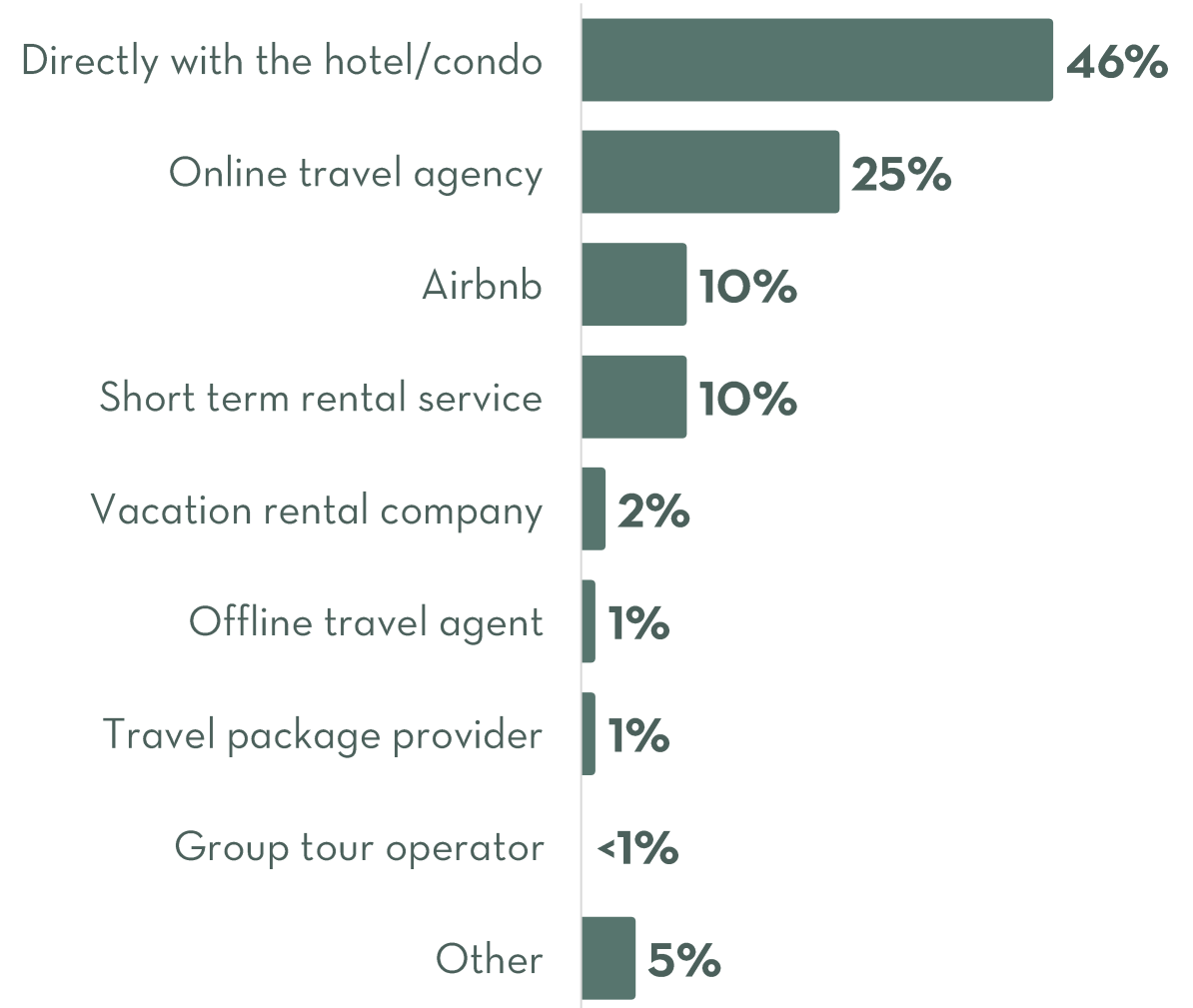
- » Over **3 in 10** visitors stayed overnight at a hotel/motel/resort
- » About **1 in 4** visitors stayed with friends and relatives on their trip to Maine





# BOOKING METHODS

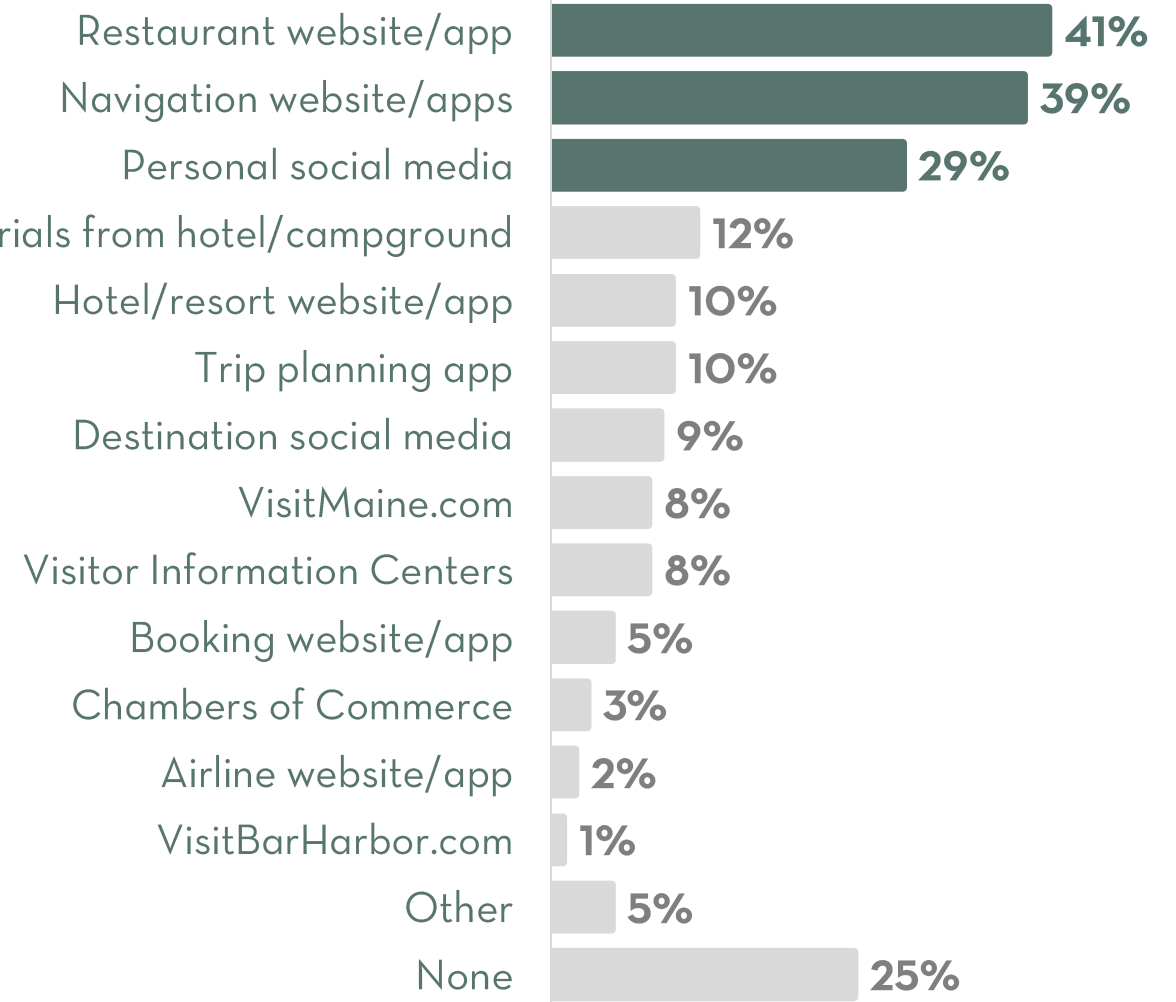
- » Nearly **half** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo (-6% points form 2022)





# IN-MARKET VISITOR RESOURCES\*

- » Visitors were more likely to rely on **restaurant** (+13% points from 2022) **and navigation websites/apps** to plan activities in-market
- » Nearly **3 in 10** visitors used their personal social media (+9% points from 2022)
- » **1 in 4** visitors did not use any resources to plan activities while they were in-market

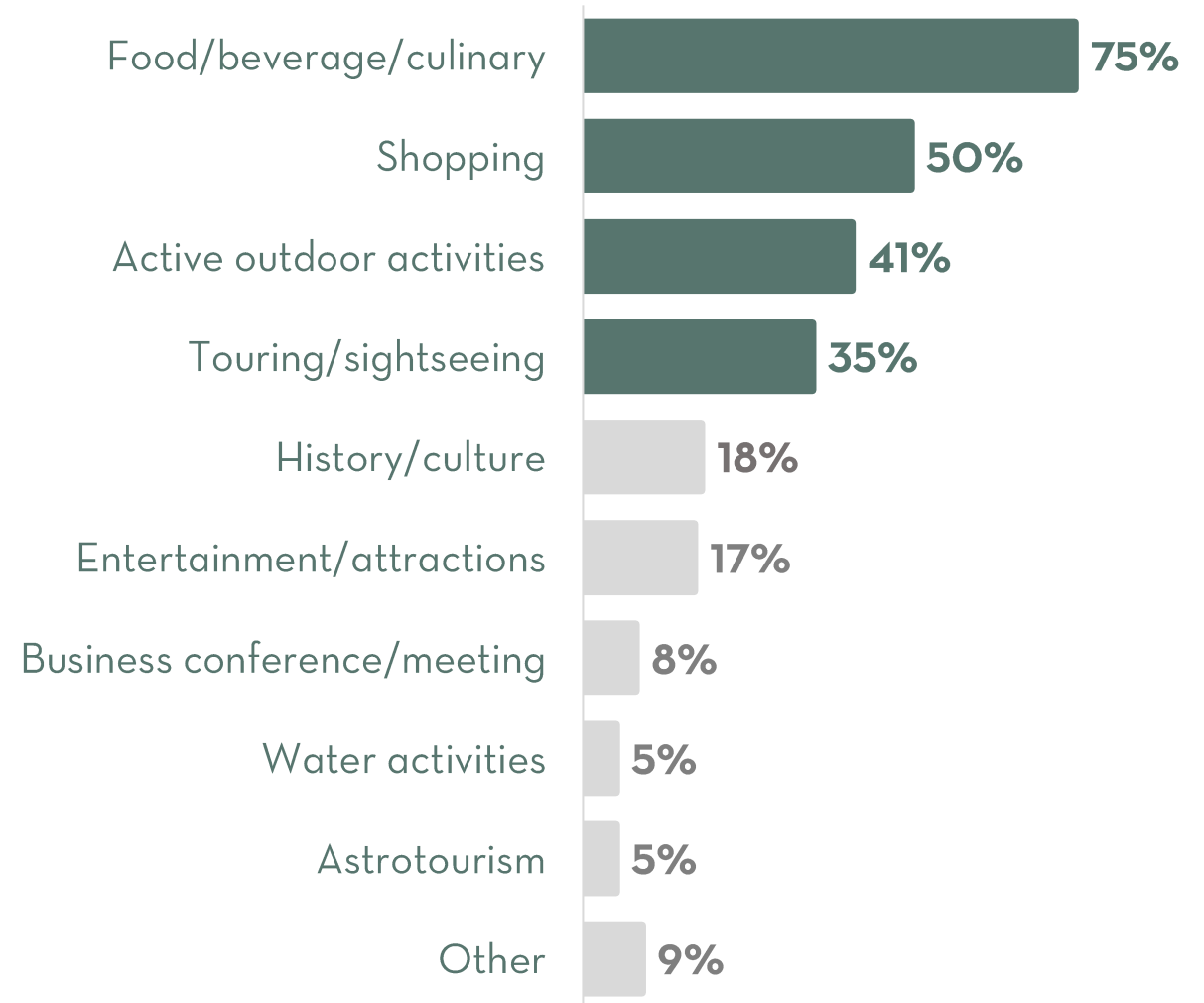


\*Multiple responses permitted.



# VISITOR ACTIVITIES\*

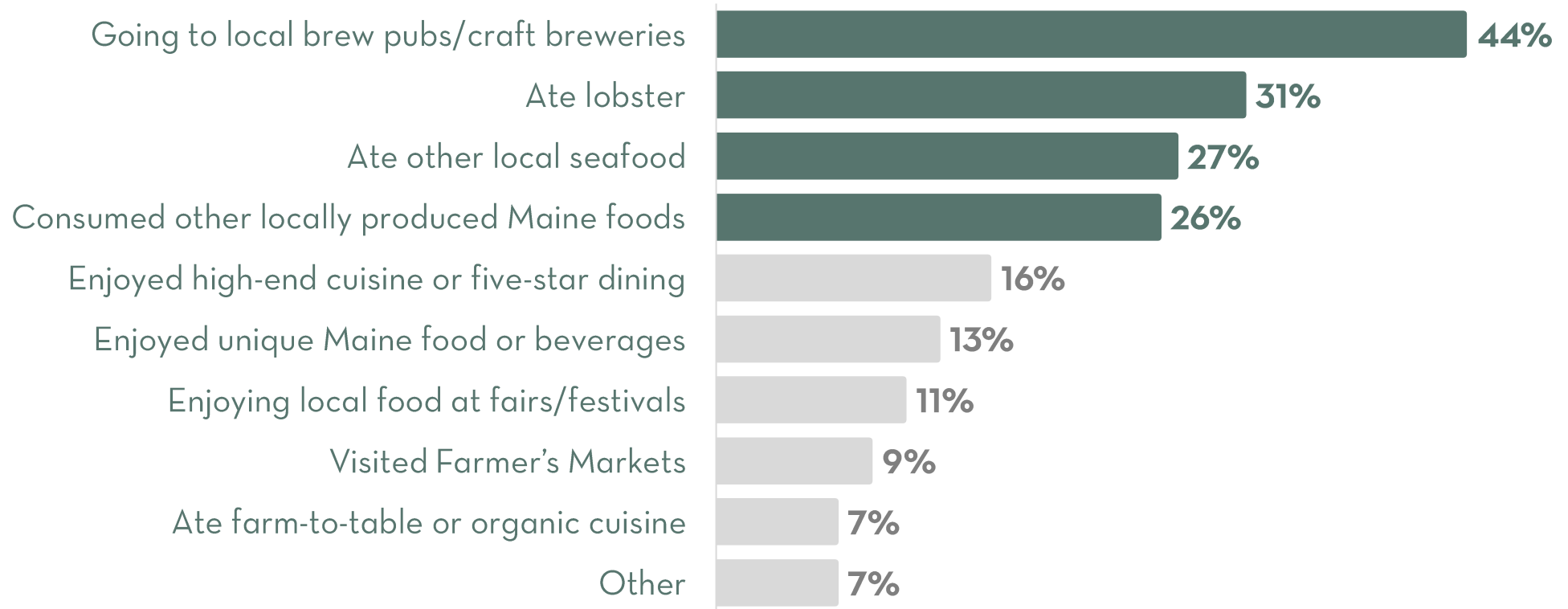
- » **75%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » **Half** of visitors went shopping during their trip to Maine



\*Multiple responses permitted.



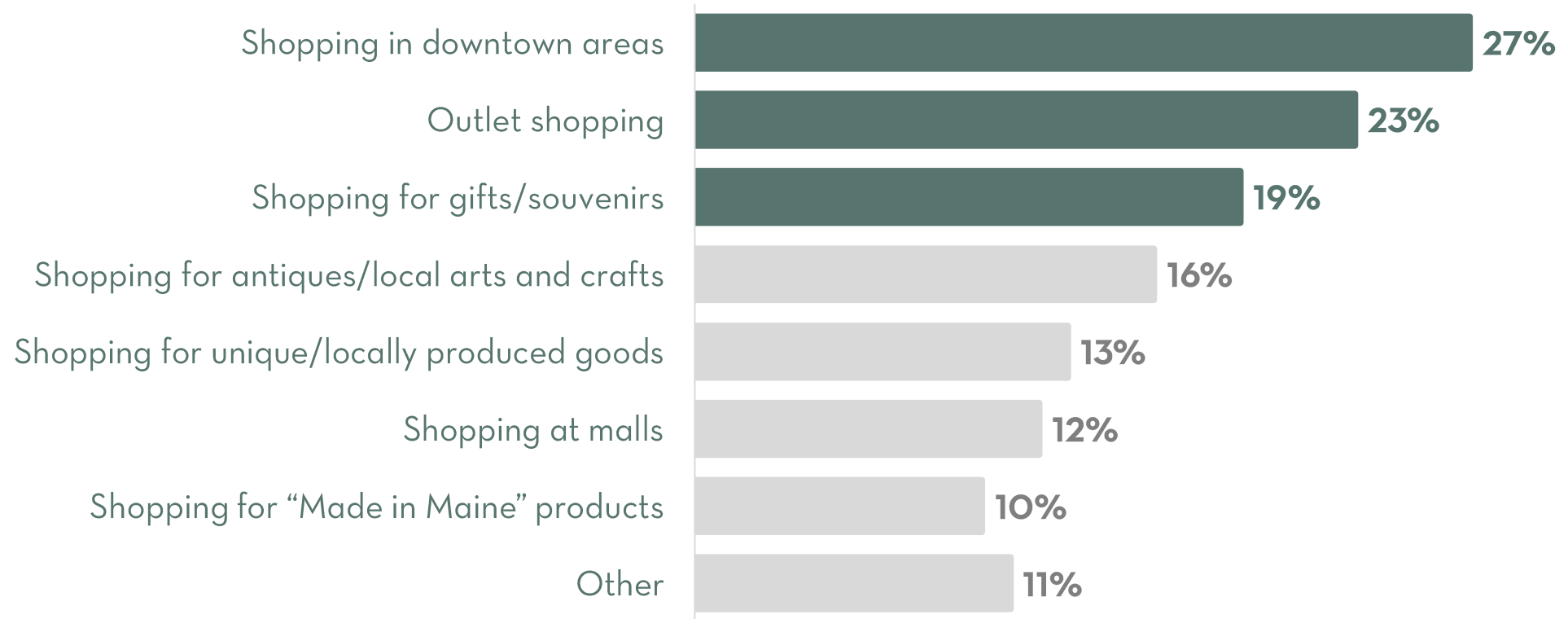
# FOOD & BEVERAGE ACTIVITIES\*



\*Multiple responses permitted.

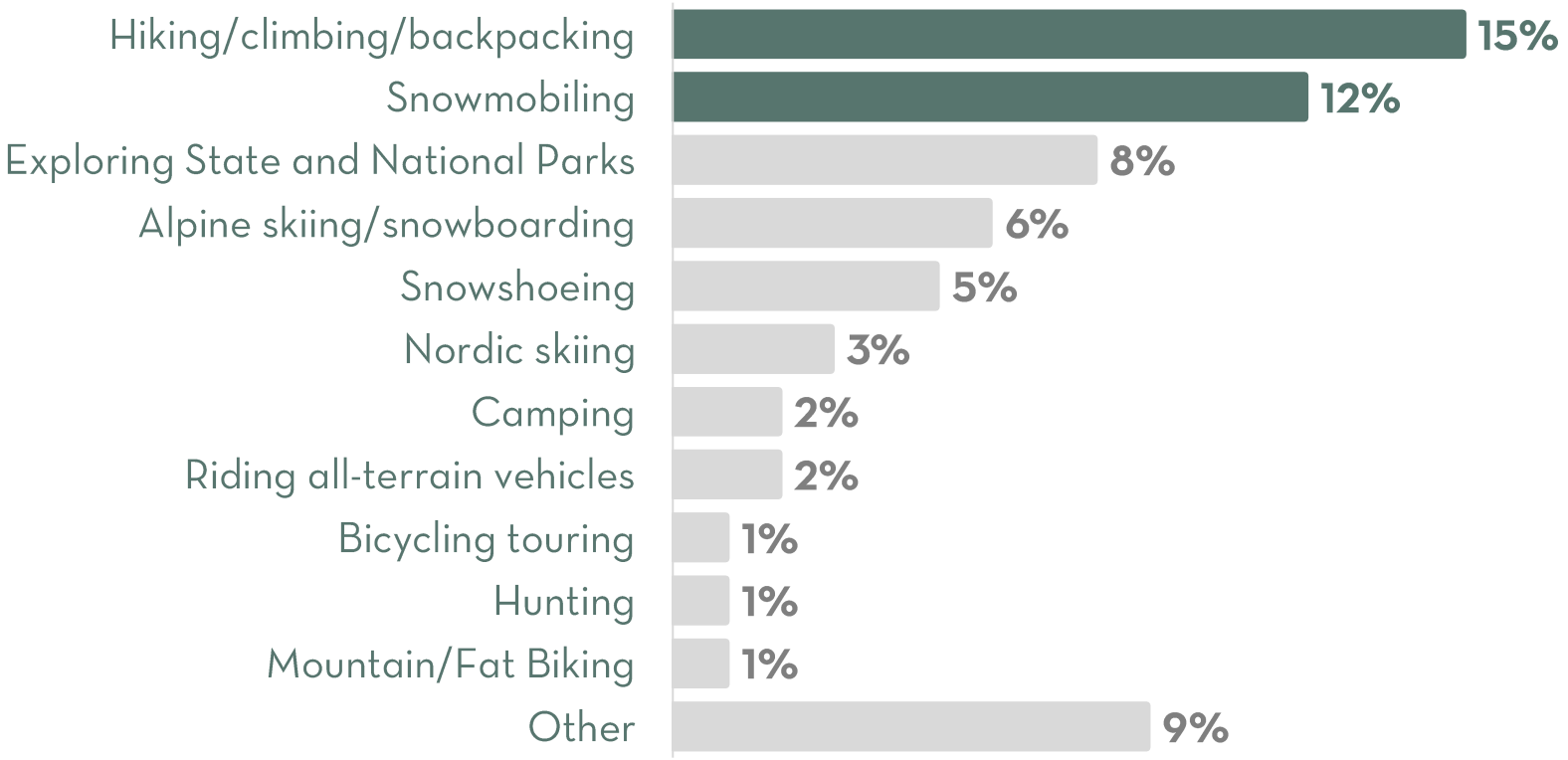


# SHOPPING ACTIVITIES\*



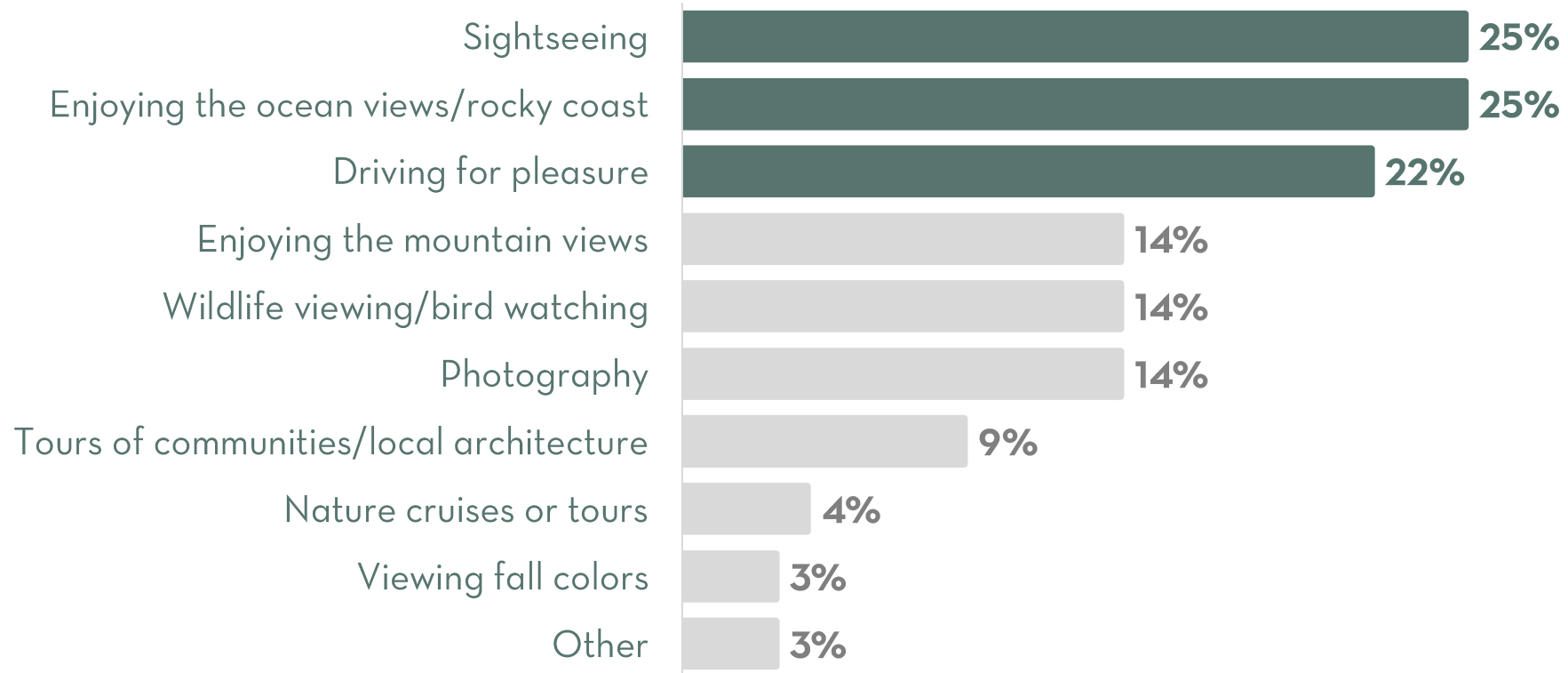


# ACTIVE OUTDOOR ACTIVITIES\*



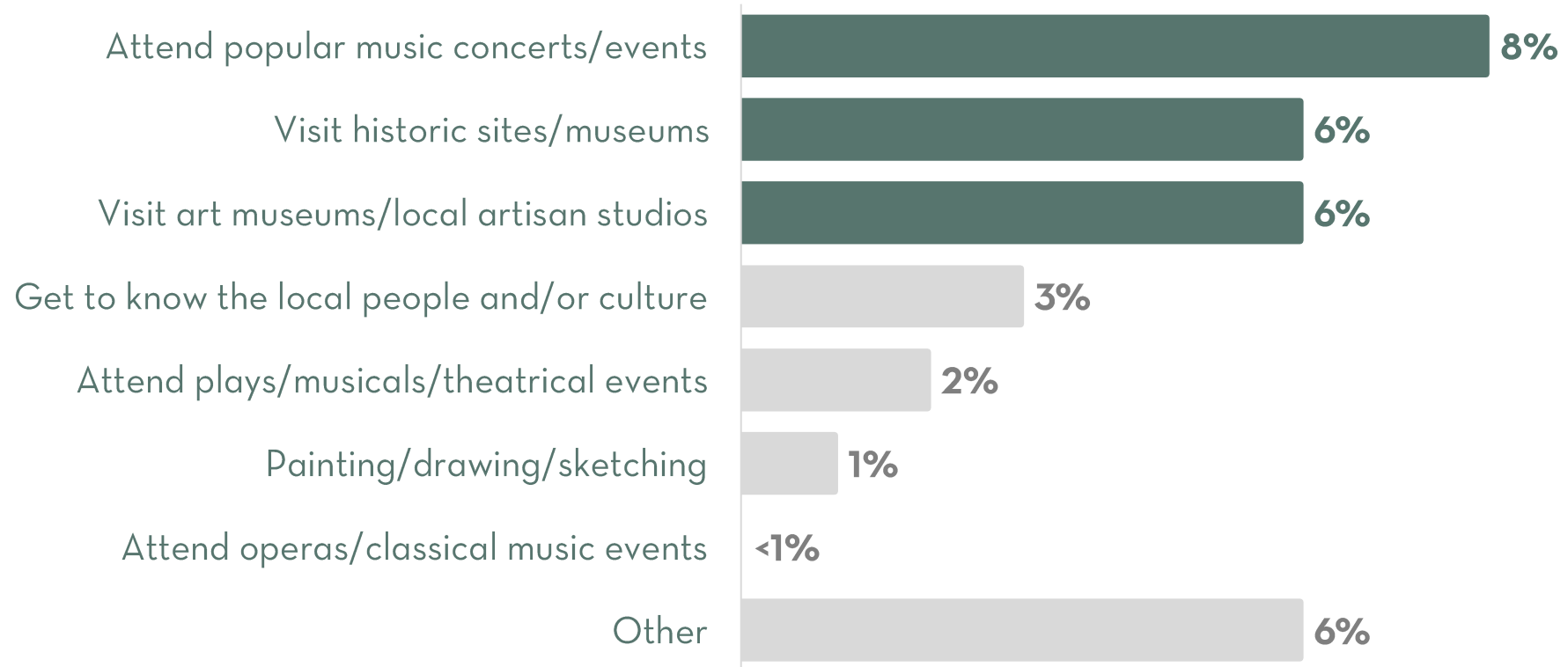


# TOURING & SIGHTSEEING ACTIVITIES\*



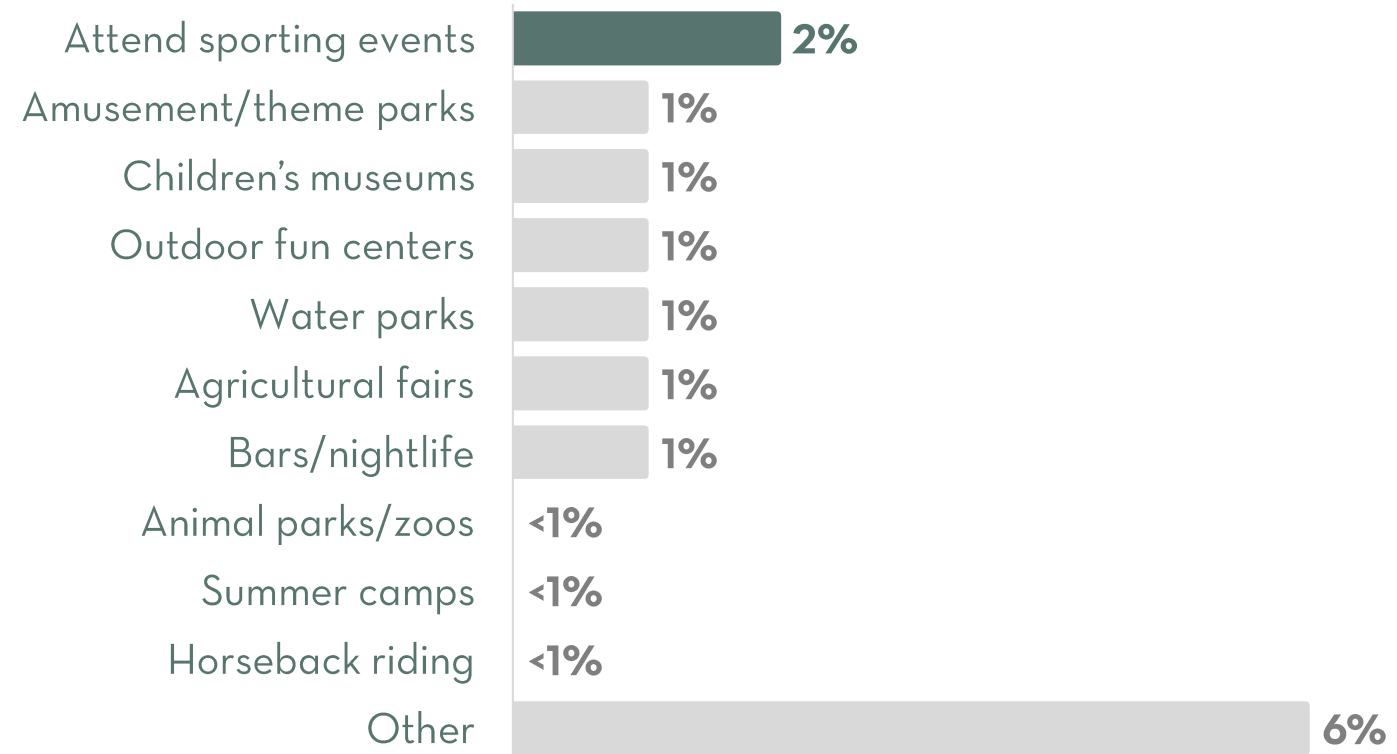


# HISTORICAL & CULTURAL ACTIVITIES\*





# ENTERTAINMENT ACTIVITIES\*

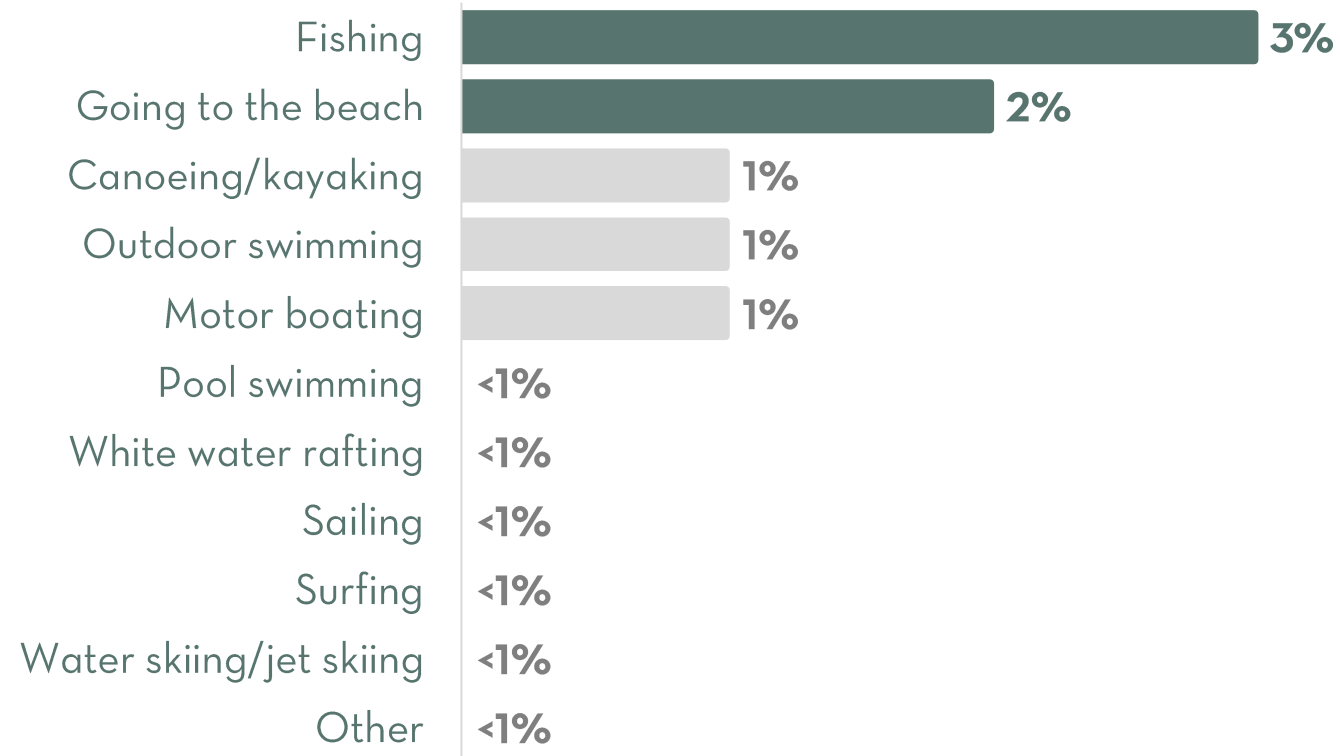


\*Multiple responses permitted.

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



# WATER ACTIVITIES\*





# DAILY TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$155	\$0	\$0
Restaurants	\$111	\$81	\$63
Groceries	\$25	\$32	\$8
Shopping	\$98	\$54	\$75
Activities & attractions	\$45	\$25	\$14
Transportation	\$38	\$35	\$29
Other	\$10	\$7	\$5
<b>Daily Spending</b>	<b>\$482</b>	<b>\$234</b>	<b>\$194</b>



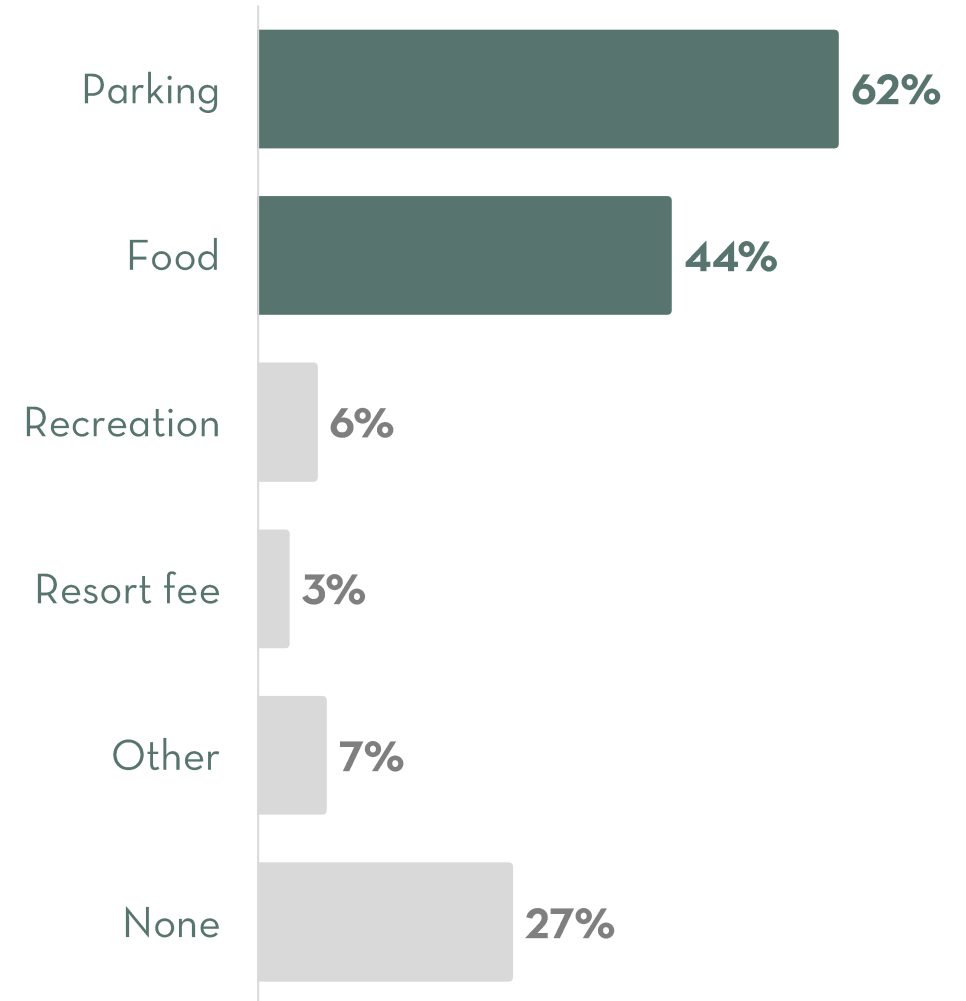
# TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$651	\$0	\$0
Restaurants	\$466	\$470	\$63
Groceries	\$105	\$186	\$8
Shopping	\$412	\$313	\$75
Activities & attractions	\$189	\$145	\$14
Transportation	\$160	\$203	\$29
Other	\$42	\$41	\$5
<b>Trip Spending</b>	<b>\$2,025</b>	<b>\$1,358</b>	<b>\$194</b>



# LODGING AMENITIES\*

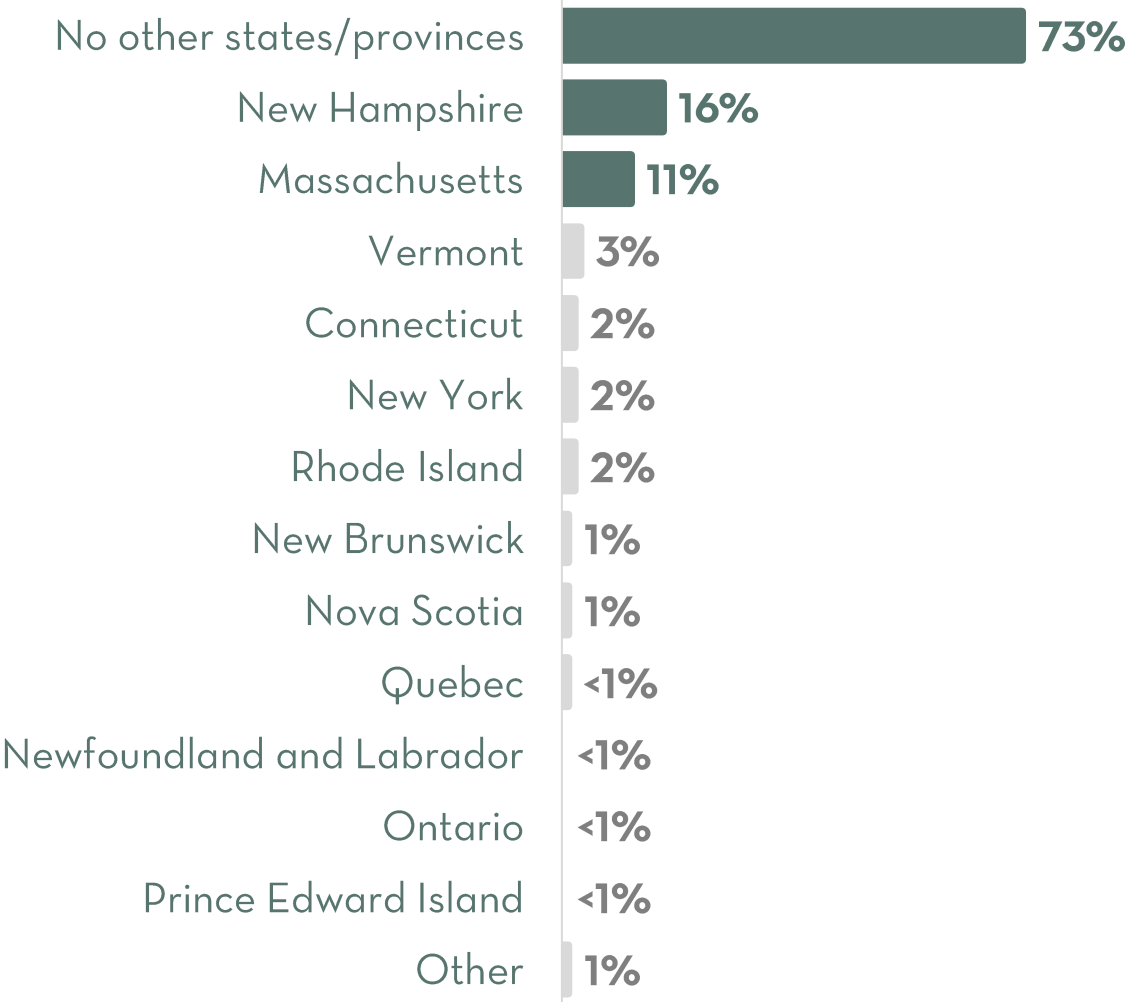
- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **3 in 4** visitors
- » Price for accommodations included parking for over **3 in 5** visitors
- » Food was included in accommodations' pricing for over **2 in 5** visitors





# OTHER STATES & PROVINCES VISITED\*

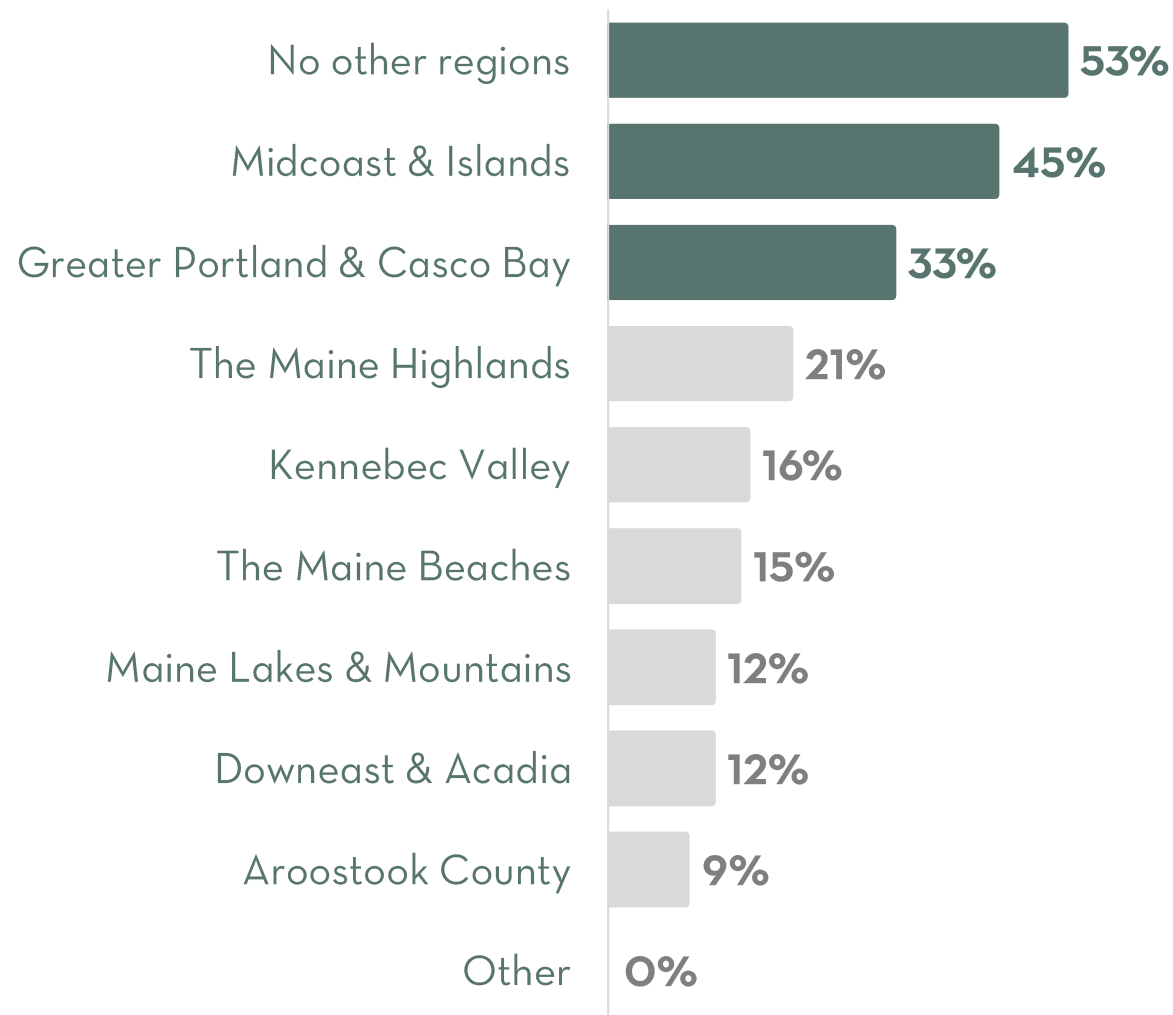
- » Over **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip (-5% points from 2022)
- » Visitors continued to be **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip





# TRAVELING WITHIN MAINE\*

- » Over **half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-5% points from 2022)
- » **45%** of visitors visited the Midcoast & Islands area in addition to their primary destination within Maine (+18% points from 2022)





# TRIP PLANNING CYCLE : POST-TRIP EVALUATION





# UNIQUENESS

*"Welcoming and friendly people, a relaxing environment, numerous activities, great natural landmarks, and great seafood."*



*"There are so many different areas to visit. You can be at the lighthouses on the ocean in the morning and then travel for a few hours and be in the mountains watching the sunset."*



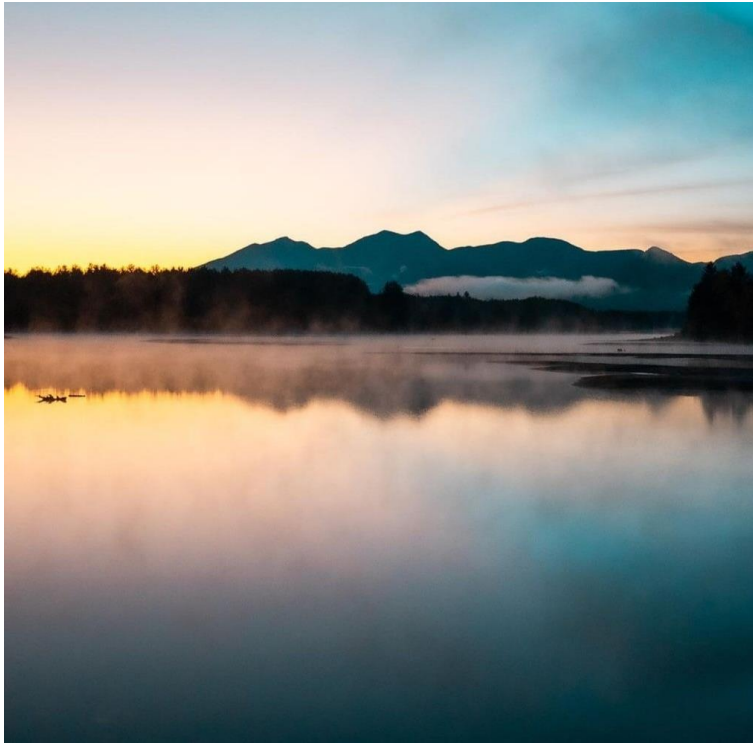
*"Sweet escape from the city madness. Good fresh food. Clean and beautiful environment."*





# UNIQUENESS

*“Relaxation in a state that demands letting go of the rat race. Peaceful and beautiful.”*



*“Outstanding performance arts. Visual arts. Scenery inland and coastline.”*



*“Maine has many attractions that may be found in other states. Maine is different because Maine has ALL of these attractions within its borders.”*





# HIGHLIGHTS

*"Spending time with my mom and sister while relaxing and eating great food was the highlight of my trip because we never get to do that. We haven't spent time together like that in several years, and I honestly can't remember the last time we did. We had a really good time we had good food and we laughed a lot."*



*"Came up here for sled run at my old club, and because we don't have enough snow, Washburn and Mapleton have the best trails, and we rent the same house every other weekend. The warming hut they just built is amazing and very central to our runs."*



*"The highlight of my trip was the driving part because, being a passenger, I got to see the sights as we were going to Bar Harbor."*





# HIGHLIGHTS

*"Spending time with family. Board games by the wood stove by candlelight."*



*"Snowmobile trails are amazing, and the cold was a bit crazy but worth it the clubs are great"*



*"Seeing the freshly fallen snow on the buildings and trees."*



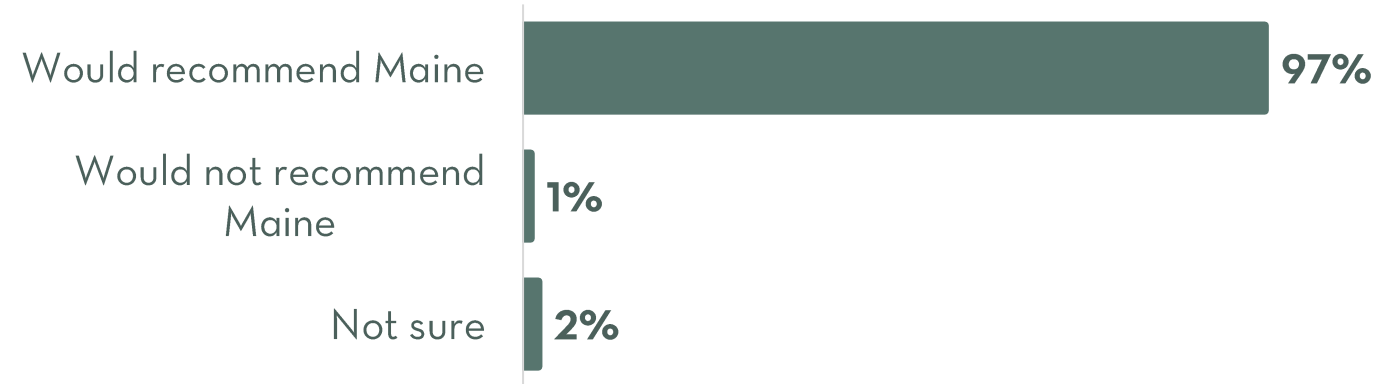


# RECOMMENDING MAINE & ITS REGIONS

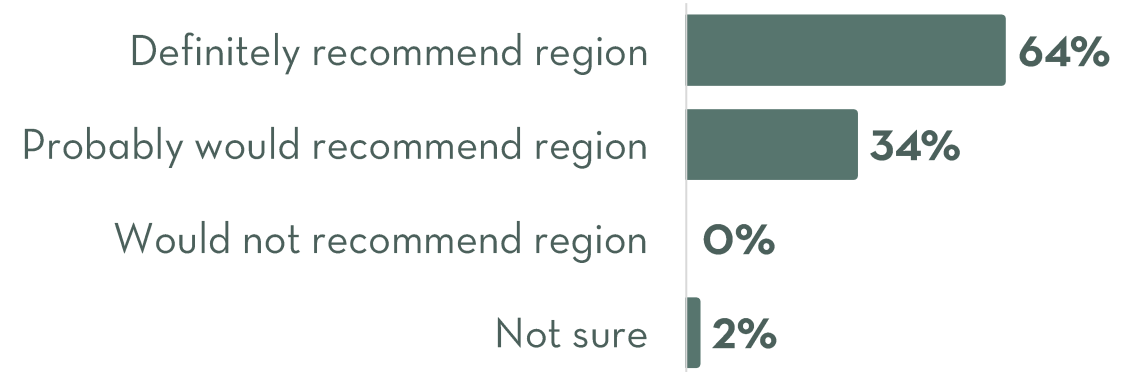
» **97%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

» **98%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **64%** would definitely recommend

## Likelihood of Recommending Maine



## Likelihood of Recommending Region Visited





# LIKELIHOOD OF RETURNING TO MAINE

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

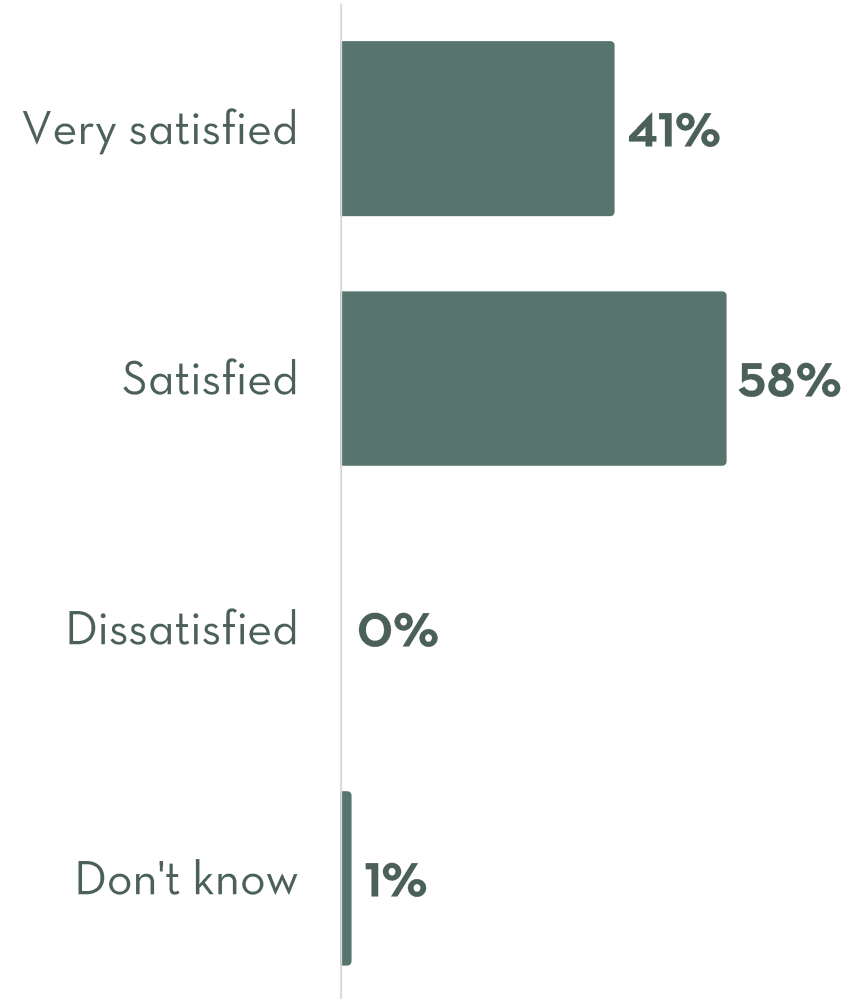


\*5% of all visitors are not sure or will probably not return to Maine for the following reasons:  
1. Airline service is too limited/too expensive 2. Traffic/difficult to drive 3. Prefer a variety of destinations.



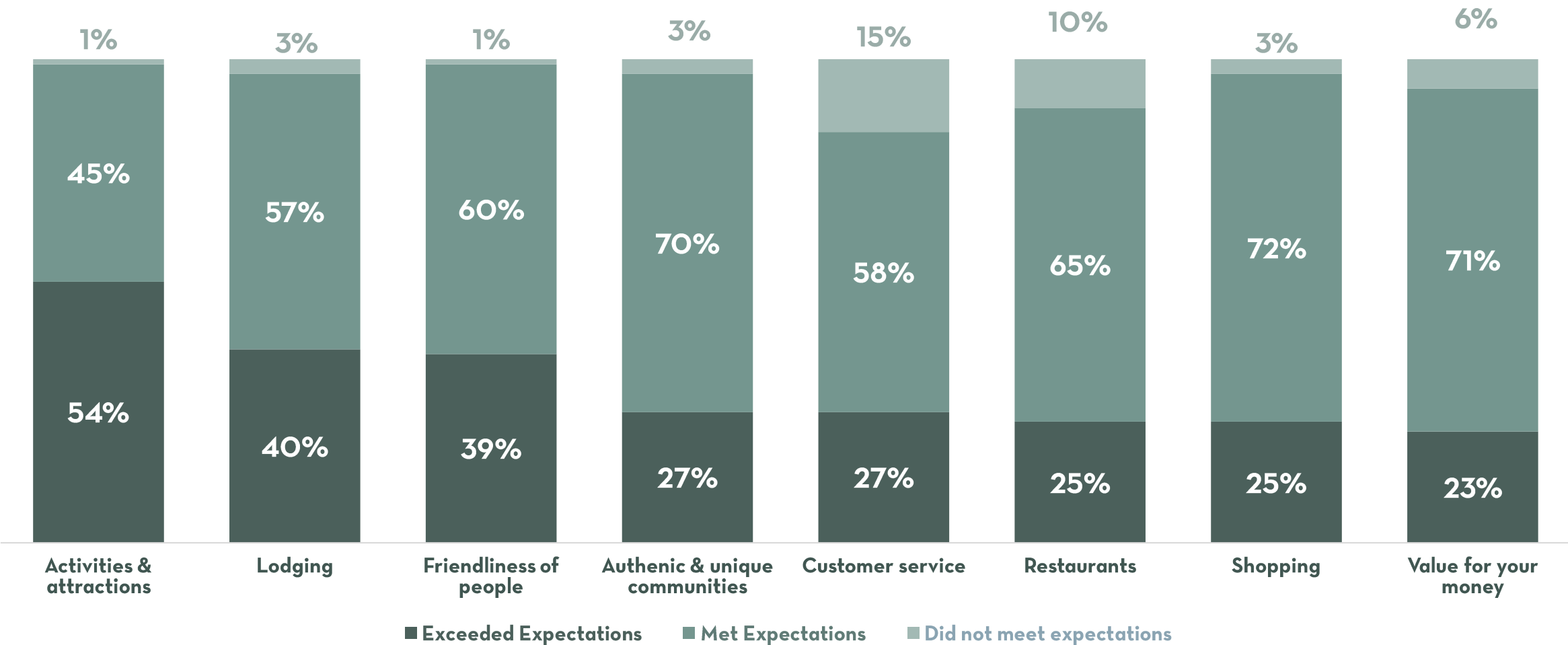
# SATISFACTION

- » **99%** of visitors were satisfied with their trip to Maine
- » Over **2 in 5** visitors were very satisfied with their trip to Maine





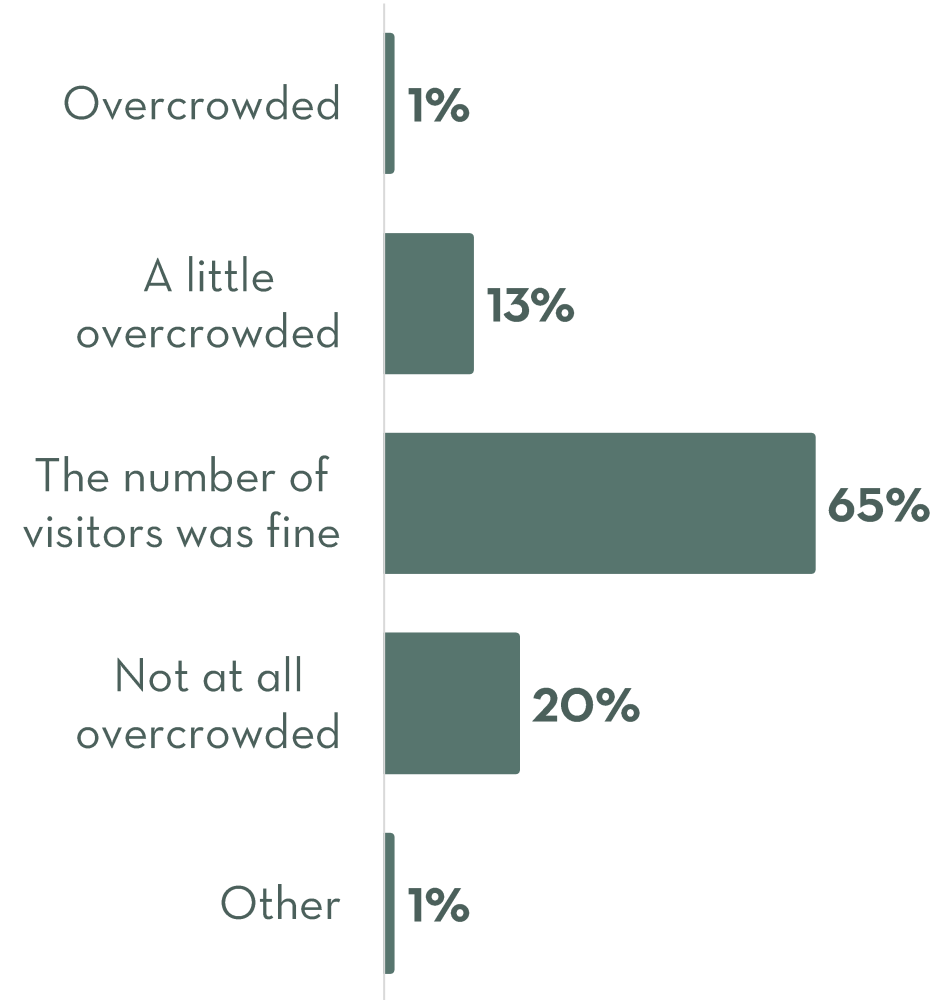
# TRIP EXPECTATIONS





# OVERCROWDING

- » **65%** of visitors thought the number of visitors during their trip to Maine was fine
- » Only **13%** of visitors thought it was a little overcrowded





# PERCEPTIONS

*"We decided to forgo our traditional small town holiday events and see how other towns did it up. Was not disappointed. Heart warming small town moments in little towns along the coast. Proof that you can live in Maine and still vacation in Maine."*



*"Very rural, and I was disappointed in the restaurant or lack of the only one in this town closes way to early, but all that is worth it if you love to be outside riding, and I really enjoy meeting folks from Canada on the trails and pitstops."*



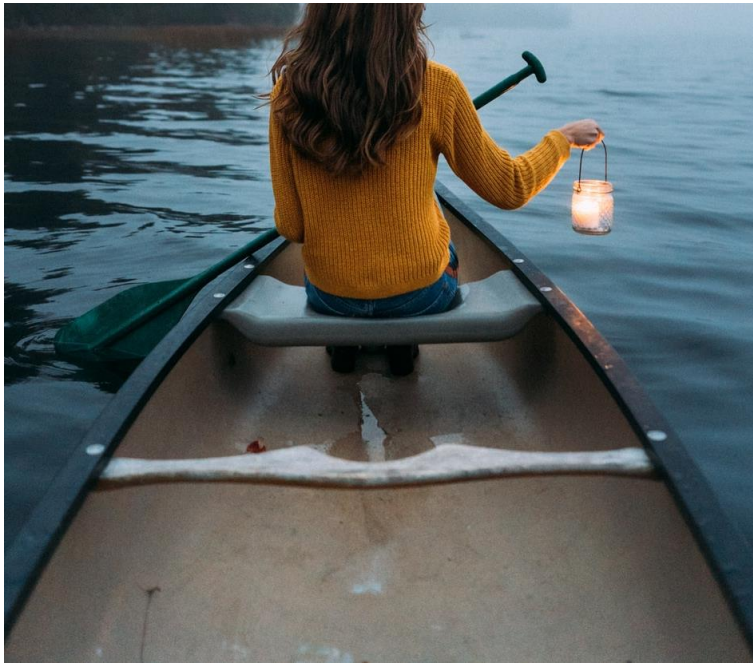
*"Very happy to finally discover the Pine Tree State. Extraordinary natural beauty. Vast expanses without urban scenes. Treat to eat fresh seafood. The craft brew and oysters were excellent. The Gardens are spectacular."*





# PERCEPTIONS

*"To get a good sense of early American history start in Maine. The historic cemeteries are beautiful. Very old. Lots of seniors who are willing to share recollections. It was warm and sunny. Beautiful."*



*"There's a saying in Maine that says if you don't like the weather, wait a minute. We had hopes to do snow activities, but it was so warm that people brought out their motorcycles. Today, ice. You learn to pivot in Maine and go with the flow. All good."*



*"The sparseness of the snowmobile trails and how well they are maintained and marked blew my mind, and the moose were all over the trails at night, but they were very easy to spot in the moonlight there. I've never seen a night sky like it."*



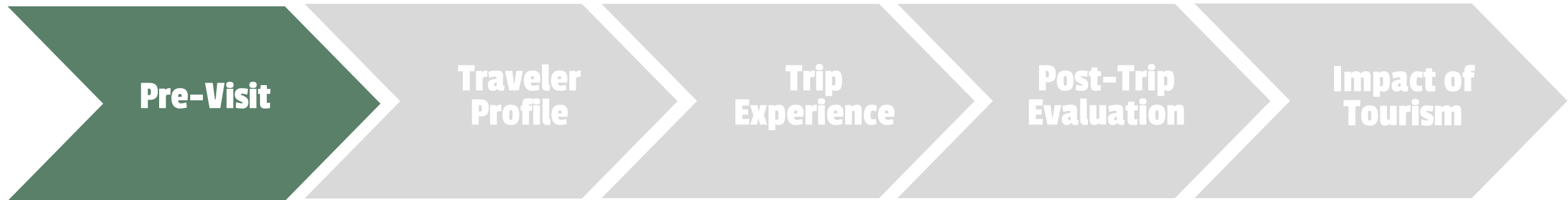


# ANNUAL COMPARISONS





# TRIP PLANNING CYCLE : PRE-VISIT





# TRIP PLANNING CYCLE

Trip Planning Cycle	2022	2023
A week or less	22%	20%
2 – 3 weeks	23%	22%
1 – 2 months	33%	36%
3 – 4 months	13%	14%
5 – 6 months	4%	4%
7 months – 1 year	3%	2%
More than 1 year	2%	2%
Days in Planning Cycle	35	37

Booking Window	2022	2023
A week or less	29%	26%
2 – 3 weeks	24%	25%
1 – 2 months	32%	35%
3 – 4 months	10%	9%
5 – 6 months	2%	3%
7 months – 1 year	2%	1%
More than 1 year	1%	1%
Days in Booking Window	20	21



# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	2022	2023
Online search engines	32%	33%
Facebook	8%	21%
Hotel websites	18%	20%
Online travel agency	9%	15%
Instagram	8%	12%
Traveler reviews/blogs/stories	7%	11%
TripAdvisor	9%	10%
Visit Maine social media	6%	10%
VisitMaine.com	13%	9%
YouTube	5%	9%
VRBO/HomeAway	7%	8%
Airbnb	6%	7%
Airline websites	8%	7%
MaineTourism.com	7%	4%
Vacation rental websites	6%	3%
VisitPortland.com	5%	3%
VisitAroostook.com	1%	2%
DowneastAcadia.com	2%	2%
MainesMidCoast.com	3%	2%
VisitBarHarbor.com	1%	2%
DiscoverNewEngland.com	1%	1%
TheMaineHighlands.com	1%	1%
TheMaineBeaches.com	2%	1%
MaineLakesandMountains.com	2%	1%
Twitter	1%	1%
KennebecValley.org	1%	<1%
Other	6%	4%
None	34%	31%

\*Multiple responses permitted.



# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	2022	2023
Advice from friends/family	36%	47%
Articles or travelogues	15%	21%
AAA	10%	11%
Travel planning apps	6%	7%
Travel guides/brochures	9%	5%
Called the Maine Office of Tourism	7%	3%
Travel books & magazines	4%	3%
Called local Chambers of Commerce	4%	2%
Visitor Guide	3%	2%
Visit Maine e-newsletter	3%	2%
Travel agent	2%	2%
Called local convention and visitors bureaus	1%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Other	4%	3%
None	41%	36%



# REASON FOR VISITING\*

Reasons for Visiting	2022	2023
Visiting friends/relatives	34%	40%
Relax and unwind	26%	22%
Shopping	14%	19%
Special occasion	15%	16%
Sightseeing/touring	22%	16%
Special event	11%	15%
Snow activities	11%	13%
Nature & bird watching	12%	12%
Conference/meeting	9%	9%
Active outdoor activities	5%	6%
Culture/museums/history	4%	5%
Beach	5%	3%
Attractions	3%	3%
Sporting event	1%	3%
Water activities	2%	1%
Astrotourism	1%	1%
Other	15%	13%



# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	2022	2023
No other states/provinces	72%	63%
New Hampshire	14%	22%
Massachusetts	10%	13%
Vermont	6%	5%
Rhode Island	4%	4%
Connecticut	3%	3%
New York	5%	3%
Quebec	2%	2%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Ontario	1%	1%
Newfoundland and Labrador	1%	<1%
Prince Edward Island	1%	<1%
Other	2%	1%



# ADVERTISING/PROMOTIONS

Recalled Advertising	2022	2023
Yes	46%	59%
No	40%	29%
Not sure	14%	12%

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Influenced by Advertising	2022*	2023
Yes	NA	60%

\*The influence of advertising question was not included until Summer of 2022.

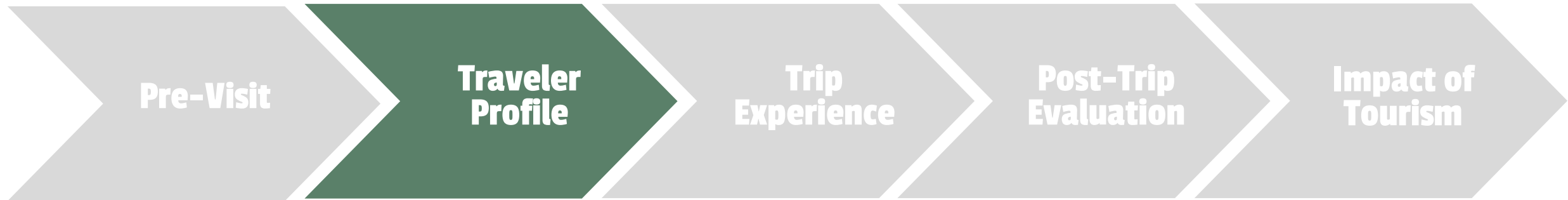


# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	2022	2023
Social media	39%	57%
Internet	31%	36%
Magazine	19%	27%
Radio	12%	20%
Cable or satellite television	14%	12%
Newspaper	6%	9%
VisitMaine.com	8%	8%
AAA	5%	8%
Traveler reviews/blogs	5%	6%
Maine travel/visitor guide	7%	5%
Online streaming service	4%	5%
Brochure	4%	3%
Music/podcast streaming	4%	3%
Deal – based promotion	2%	2%
Billboard	2%	2%
Other	5%	3%
Not sure	1%	1%



# TRIP PLANNING CYCLE : TRAVELER PROFILE





# ORIGIN REGION

Region of Origin	2022	2023
Maine	19%	30%
New England	39%	34%
Mid-Atlantic	18%	15%
Southeast	11%	8%
Southwest	2%	2%
Midwest	5%	4%
West	3%	2%
Canada	3%	4%
International	1%	1%



# ORIGIN STATE/PROVINCE

Origin States & Provinces	2022	2023
Maine	19%	30%
Massachusetts	20%	16%
New Hampshire	9%	9%
Connecticut	5%	5%
New York	6%	5%
Florida	4%	4%
New Jersey	3%	3%
Pennsylvania	3%	3%
New Brunswick	2%	3%
Rhode Island	2%	2%
Vermont	2%	2%
Virginia	2%	2%
Maryland	2%	2%
North Carolina	2%	2%



# ORIGIN MARKET

Origin Markets	2022	2023
Boston	11%	10%
New York City <sup>1</sup>	6%	6%
Portland	2%	4%
Washington DC - Baltimore <sup>2</sup>	4%	3%
Waterville	2%	2%
Bangor	2%	2%
Augusta	1%	2%
Auburn - Lewiston	1%	2%
Rochester - Portsmouth, NH	1%	2%
Providence, RI	2%	2%
Belfast	1%	2%
Philadelphia	2%	2%

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

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



# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2022	2023
Traveled alone	22%	20%
As a couple	45%	42%
As a family	19%	20%
With business associates	2%	3%
In a tour group	<1%	<1%
With other couples/friends	12%	15%
Other	<1%	<1%
Average Travel Party Size	2.4	2.4



# TRAVEL WITH CHILDREN\*

Children in Travel Party*	2022	2023
No children	88%	87%
Children younger than 6	4%	5%
Children 6 – 12	6%	7%
Children 13 – 17	5%	5%

Gender	2022	2023
Male	49%	43%
Female	51%	57%



# DEMOGRAPHIC PROFILE

Age	2022	2023
Under 25	6%	5%
25 – 34	14%	13%
35 – 44	18%	23%
45 – 54	23%	23%
55 – 65	28%	24%
Over 65	11%	12%
Median Age	50	49

Race/Ethnicity	2022	2023
White	89%	89%
Black	4%	3%
Asian	3%	3%
Hispanic	3%	2%
Indigenous	<1%	1%
Other	1%	2%



# LIFESTYLE PROFILE

Marital Status	2022	2023
Single/widowed	29%	26%
Married/living with partner	71%	74%

Employment Status	2022	2023
Employed full-time	53%	52%
Employed part-time	12%	12%
Contract/freelance/temporary employee	7%	10%
Retired	15%	14%
Not currently employed	8%	8%
Student	6%	4%



# LIFESTYLE PROFILE

Household Income	2022	2023
Less than \$25,000	6%	5%
\$25,000 - \$49,999	11%	12%
\$50,000 - \$74,999	24%	26%
\$75,000 - \$99,999	24%	25%
\$100,000 - \$149,999	21%	17%
\$150,000 - \$199,999	8%	8%
\$200,000 - \$249,999	3%	4%
\$250,000 or more	3%	3%
Median Household Income	\$84,400	\$82,000



# LIFESTYLE PROFILE

Educational Attainment	2022	2023
High school or less	11%	10%
Some college or technical school	16%	15%
College or technical school graduate	54%	60%
Graduate school	20%	15%



# NEW & RETURNING VISITORS

Previous Trips to Maine	2022	2023
This is my first time	13%	11%
2 - 5 times	26%	29%
6 - 10 times	22%	25%
11+ times	39%	35%



# TRIP PLANNING CYCLE : TRIP EXPERIENCE





# TRANSPORTATION

Means of Transportation	2022	2023
Drove to Maine	87%	90%
Flew into Portland Intl Jetport	5%	4%
Flew into Bangor Intl Airport	3%	2%
Flew into Boston Logan Intl	2%	2%
Flew into Manchester-Boston Regional Airport	1%	1%
Took a motor coach tour or bus	1%	1%



# LENGTH OF STAY

Nights Stayed	2022	2023
Not staying overnight	18%	14%
1 night	7%	9%
2 nights	14%	19%
3 nights	20%	22%
4 nights	14%	13%
5+ nights	27%	22%
Average Length of Stay	4.9	4.3



# ACCOMMODATIONS

Accommodations	2022	2023
Hotel/motel/resort	29%	31%
Friends/family home	28%	25%
Not spending the night	18%	14%
Vacation rental home	8%	11%
Personal second home	9%	9%
Bed & Breakfast/Inn	5%	5%
Campground/RV Park	1%	1%
Wilderness camping	<1%	1%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	2%



# BOOKING

Booking Methods	2022	2023
Directly with the hotel/condo	52%	46%
Online travel agency	19%	25%
Airbnb	9%	10%
Short term rental service	8%	10%
Vacation rental company	4%	2%
Offline travel agent	1%	1%
Travel package provider	1%	1%
Group tour operator	<1%	<1%
Other	5%	5%



# IN-MARKET RESOURCES\*

In-Market Resources	2022	2023
Restaurant website/app	28%	41%
Navigation website/apps	38%	39%
Personal social media	20%	29%
Materials from hotel/campground	7%	12%
Hotel/resort website/app	16%	10%
Trip planning app	16%	10%
Destination social media	9%	9%
VisitMaine.com	15%	8%
Visitor Information Centers	10%	8%
Booking website/app	5%	5%
Chambers of Commerce	4%	3%
Airline website/app	2%	2%
VisitBarHarbor.com	1%	1%
Other	4%	5%
None	28%	25%



# ACTIVITIES\*

Activities	2022	2023
Food/beverage/culinary	72%	75%
Shopping	51%	50%
Active outdoor activities	37%	41%
Touring/sightseeing	41%	35%
History/culture	16%	18%
Entertainment/attractions	14%	17%
Business conference/meeting	8%	8%
Water activities	7%	5%
Astrotourism	4%	5%
Other	11%	9%



# FOOD & BEVERAGE ACTIVITIES\*

Food & Beverage Activities	2022	2023
Going to local brew pubs/craft breweries	44%	44%
Ate lobster	38%	31%
Ate other local seafood	35%	27%
Consumed other locally produced Maine foods	23%	26%
Enjoyed high-end cuisine or five-star dining	19%	16%
Enjoyed unique Maine food or beverages	14%	13%
Enjoying local food at fairs/festivals	18%	11%
Visited Farmer's Markets	12%	9%
Ate farm-to-table or organic cuisine	8%	7%
Other	7%	7%



# SHOPPING ACTIVITIES\*

Shopping Activities	2022	2023
Shopping in downtown areas	30%	27%
Outlet shopping	25%	23%
Shopping for gifts/souvenirs	24%	19%
Shopping for antiques/local arts and crafts	21%	16%
Shopping for unique/locally produced goods	20%	13%
Shopping at malls	11%	12%
Shopping for “Made in Maine” products	19%	10%
Other	5%	11%



# ACTIVE OUTDOOR ACTIVITIES\*

Active Outdoor Activities	2022	2023
Hiking/climbing/backpacking	16%	15%
Snowmobiling	11%	12%
Exploring State and National Parks	7%	8%
Alpine skiing/snowboarding	7%	6%
Snowshoeing	5%	5%
Nordic skiing	4%	3%
Camping	2%	2%
Riding all-terrain vehicles	3%	2%
Bicycling touring	3%	1%
Hunting	2%	1%
Mountain/Fat Biking	2%	1%
Other	9%	9%



# TOURING & SIGHTSEEING ACTIVITIES\*

Touring & Sightseeing Activities	2022	2023
Sightseeing	32%	25%
Enjoying the ocean views/rocky coast	30%	25%
Driving for pleasure	31%	22%
Enjoying the mountain views	13%	14%
Wildlife viewing/bird watching	22%	14%
Photography	15%	14%
Tours of communities/local architecture	9%	9%
Nature cruises or tours	7%	4%
Viewing fall colors	5%	3%
Other	3%	3%



# HISTORY/CULTURE ACTIVITIES\*

History/Culture Activities	2022	2023
Attend popular music concerts/events	5%	8%
Visit historic sites/museums	7%	6%
Visit art museums/local artisan studios	6%	6%
Get to know the local people and/or culture	3%	3%
Attend plays/musicals/theatrical events	3%	2%
Painting/drawing/sketching	1%	1%
Attend operas/classical music events	1%	<1%
Other	3%	6%



# ENTERTAINMENT ACTIVITIES\*

Entertainment Activities	2022	2023
Attend sporting events	1%	2%
Amusement/theme parks	1%	1%
Children's museums	1%	1%
Outdoor fun centers	1%	1%
Water parks	1%	1%
Agricultural fairs	<1%	1%
Bars/nightlife	1%	1%
Animal parks/zoos	<1%	<1%
Summer camps	<1%	<1%
Horseback riding	<1%	<1%
Other	12%	14%



# WATER ACTIVITIES\*

Water Activities	2022	2023
Fishing	4%	3%
Going to the beach	2%	2%
Canoeing/kayaking	1%	1%
Outdoor swimming	1%	1%
Motor boating	1%	1%
Pool swimming	1%	<1%
White water rafting	<1%	<1%
Sailing	<1%	<1%
Surfing	<1%	<1%
Water skiing/jet skiing	<1%	<1%
Other	1%	<1%



# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	2022	2023
No other states/provinces	78%	73%
New Hampshire	12%	16%
Massachusetts	9%	11%
Vermont	3%	3%
Connecticut	2%	2%
New York	3%	2%
Rhode Island	2%	2%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Ontario	<1%	<1%
Prince Edward Island	<1%	<1%
Other	1%	1%



# TRAVELING IN MAINE\*

Maine Regions Visited	2022	2023
No other regions	58%	53%
Midcoast & Islands	27%	45%
Greater Portland & Casco Bay	24%	33%
The Maine Highlands	19%	21%
Kennebec Valley	19%	16%
The Maine Beaches	18%	15%
Maine Lakes & Mountains	14%	12%
Downeast & Acadia	11%	12%
Aroostook County	8%	9%
Other	0%	0%



# TRIP PLANNING CYCLE : POST-TRIP EVALUATION





# RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2022	2023
Would recommend Maine	97%	97%
Would not recommend Maine	1%	1%
Not sure	2%	2%

Recommending Regions	2022	2023
Definitely recommend region	84%	64%
Probably would recommend region	13%	34%
Would not recommend region	0%	0%
Not sure	3%	2%



# RETURNING TO MAINE

Returning to Maine	2022	2023
Definitely will return	81%	72%
Probably will return	14%	23%
Probably will not return	1%	0%
Not sure	4%	5%



# SATISFACTION

Satisfaction	2022*	2023
Very satisfied	NA	41%
Satisfied	NA	58%
Dissatisfied	NA	0%
Don't know	NA	1%

\*The satisfaction question was not included until Summer 2022.



# TRIP EXPECTATIONS

Exceeded Expectations	2022	2023
Activities & attractions	52%	54%
Lodging	41%	40%
Friendliness of people	46%	39%
Authentic & unique communities	29%	27%
Customer service	29%	27%
Restaurants	28%	25%
Shopping	25%	25%
Value for your money	27%	23%



# OVERCROWDING\*

Overcrowding	2022	2023
Overcrowded	NA	1%
A little overcrowded	NA	13%
The number of visitors was fine	NA	65%
Not at all overcrowded	NA	20%
Other	NA	1%

\*Overcrowding question was not included until Summer 2022.



# STUDY METHODS





# METHODOLOGY



## Visitor Tracking

1,134 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 December 1<sup>st</sup>, 2022 and April 30<sup>th</sup>, 2023.



# MAINE OFFICE OF TOURISM

## 2023 Winter Visitor Tracking Report

DECEMBER 2022 – APRIL 2023

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