

MAINE OFFICE OF TOURISM

2023 Summer Visitor Tracking Report

MAY – AUGUST 2023



SEASONAL SNAPSHOT

SUMMER 2023



42,380,000

VISITOR
DAYS

+ 8.1%



8,537,000

TOTAL
VISITORS

- 6.3%



\$5,171,973,400

DIRECT
SPENDING

+ 1.1%

vs. 2022

- » In Summer 2023, there was an **increase in visitor days (+8.1%)** and **visitor spending (+1.1%)**
- » Increased rainfall this season contributed to fewer day trips among Mainers, pushing overall visitation down
- » Compared to the previous year, occupancy decreased slightly (-4.0%), yet there was an **increase in room nights (+1.0%)** due to **increased length of stay and more available units**
- » Compared to last year, **more visitors would recommend Maine (+1% point)** and the **specific region they visited (+6% points)** and more visitors were **very satisfied with their trip (+10% points)**
- » **Fewer visitors felt Maine was overcrowded (-9% points)**
- » Visitors' ratings of Lodging (+5% points), Customer Service (+9% points), and Value for Money (+8% points) significantly increased this summer, returning to normal levels and showing less concern on the cost of lodging compared to Summer of 2022

EXECUTIVE SUMMARY



VISITOR JOURNEY: IMPACT OF TOURISM



SUMMER LODGING METRICS

Occupancy Rate

64.8%

- 4.0% from 2022

Average Daily Rate

\$231.45

- 1.8% from 2022

Revenue per Available Room

\$150.09

- 5.8% from 2022

SUMMER KEY PERFORMANCE INDICATORS

The number of visitor days in Summer 2023 increased by +8.1% compared to last summer. Visitor days were boosted by longer average stays and more rental units available to visitors.

Visitor spending was up slightly.

Occupancy dropped slightly and the number of day trippers dropped significantly resulting in fewer total visitors in Summer 2023.

KPIs	2022	2023	Δ% from '22
Visitors (#)	9,107,300	8,537,000	- 6.3%
Visitor Days ¹	39,191,400	42,380,000	+ 8.1%
Direct Spending	\$5,113,858,100	\$5,171,973,400	+ 1.1%
Room Nights	5,448,100	5,502,700	+ 1.0%

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

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE

- » 77% of visitors started planning their trip a month or more in advance of their trip
- » 47% of visitors have a booking window of more than 3 months



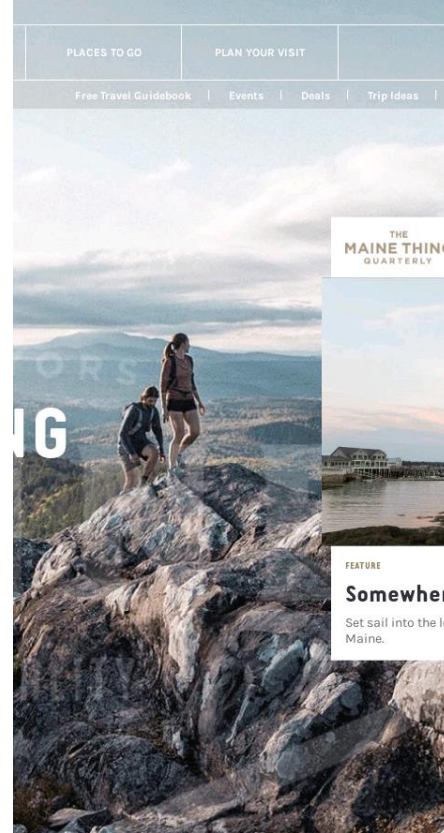
TOP TRIP PLANNING SOURCES*



33% Advice from family/friends



29% Online search engines



22% VisitMaine.com



19% Travel guides/brochures



18% Online travel agency

TOP REASONS FOR VISITING



37% Relax and unwind



37% Sightseeing and touring



23% Visit friends/family

CONSIDERING MAINE AS A DESTINATION

- » 2 in 3 visitors considered visiting **ONLY** Maine while planning their trips (+2% points from 2022)
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



TV SHOWS & FILM*

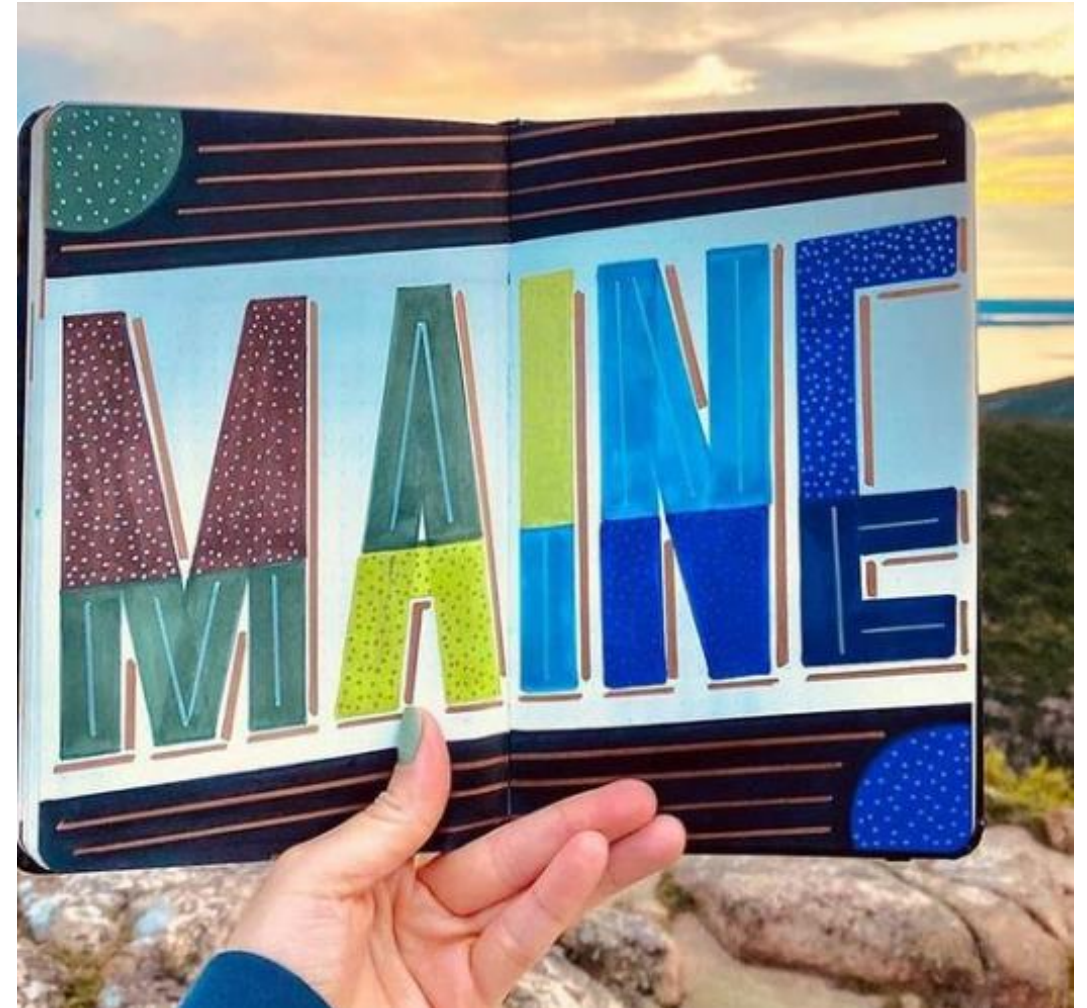
- » 3% of visitors said a TV show or film inspired their trip to Maine
- » 42% of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit



*Questions were not asked until January 2023.

PRE-TRIP EXPOSURE TO ADVERTISING

- » Over **2 in 5** visitors noticed advertising or promotions for Maine prior to their trip (-3% points from 2022)
- » This information influenced **23%** of all visitors to visit Maine



TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 44% of visitors who noticed advertising



49% Social media



33% Internet

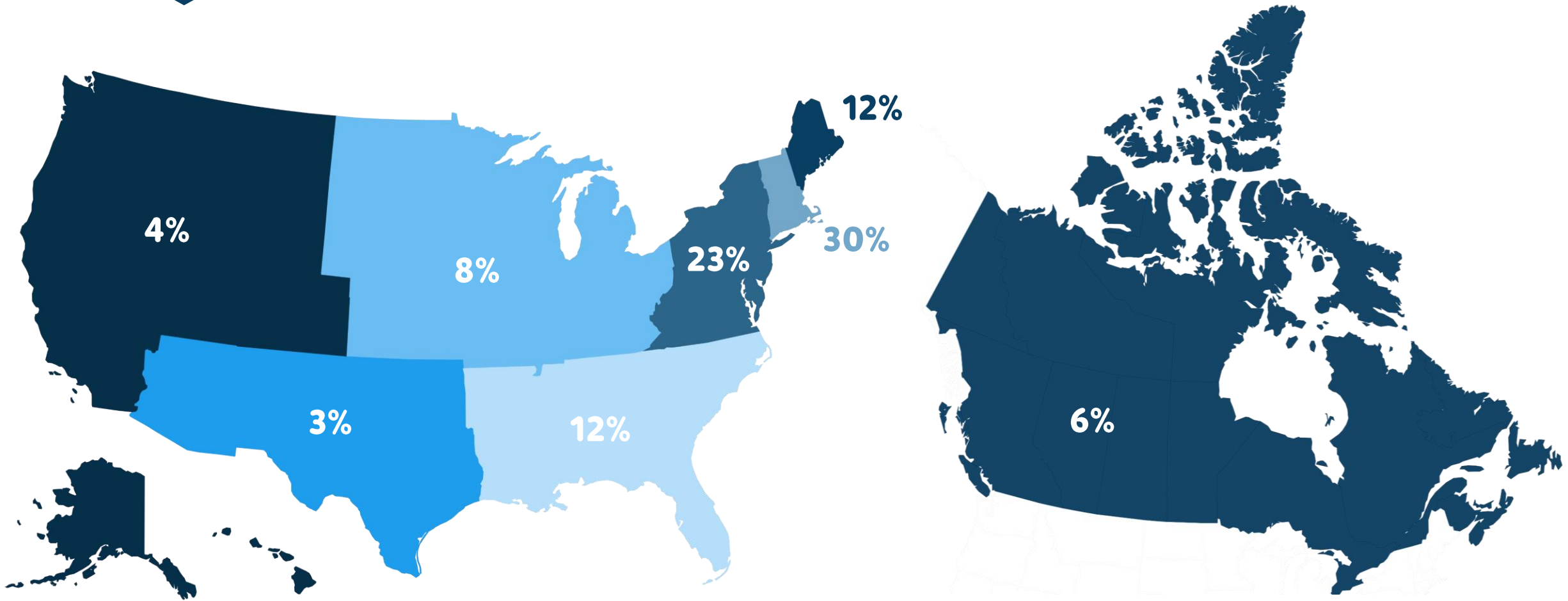


22% Magazine

VISITOR JOURNEY: TRAVELER PROFILE



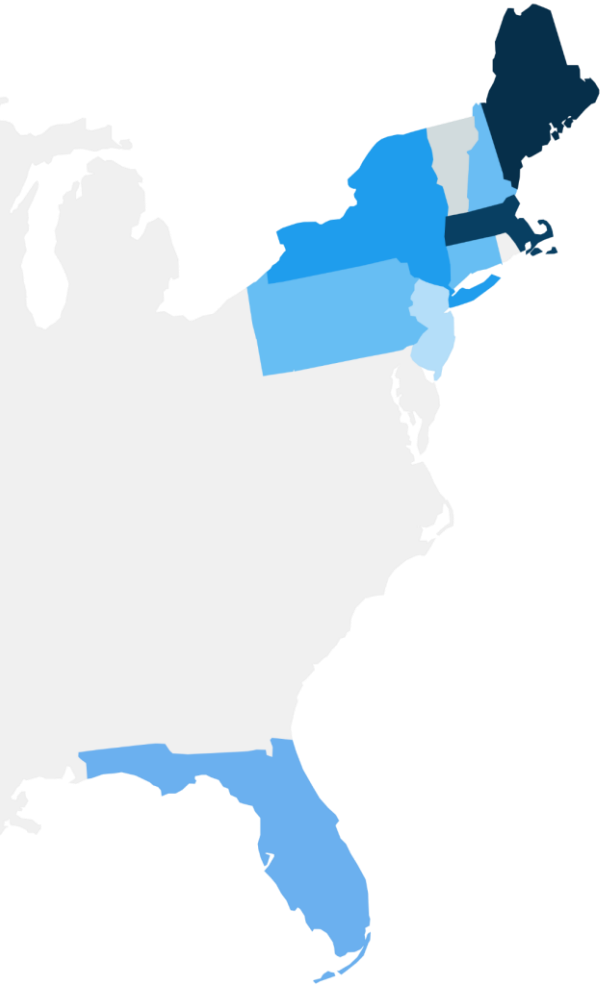
REGIONS OF ORIGIN



2% of visitors came from outside of the United States and Canada.

6% of visitors came from Canada.

TOP ORIGIN STATES & PROVINCES



62%

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

- | | |
|--------------------|------------------|
| 14 % Massachusetts | 6 % Florida |
| 12 % Maine | 5 % Connecticut |
| 9 % New York | 5 % Pennsylvania |
| 7 % New Hampshire | 4 % New Jersey |

TOP ORIGIN MARKETS



8% Boston



8% New York City¹



4% Washington DC – 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 **3.2** people in their visitor party



21% visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE

» The typical Maine visitor:

- » Is 52 years old¹
- » Female² - 55%
- » Is white – 89%



¹ Median age.

² Of visitors interviewed.

LIFESTYLE PROFILE

- » The typical Maine visitor:
 - » Is a college graduate – **81%**
 - » Is married/in a domestic partnership – **79%**
 - » Is employed full-time – **59%**
 - » Has an annual household income¹ of **\$101,900**



¹Median household income.

NEW & RETURNING VISITORS

- » 22% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 37% had previously traveled in Maine more than 10 times



VISITOR JOURNEY : TRIP EXPERIENCE



TRANSPORTATION

- » Maine is a drive-market for most visitors, with **80%** choosing to travel by car over plane, motor coach/bus, or train (-4% points from 2022)
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



NIGHTS STAYED

- » 76% of visitors stayed one or more nights in Maine on their trip (+2% points from 2022)
- » Typical visitors stayed 5.0* nights in Maine on their trips



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

TOP ACCOMMODATIONS



26% Hotel/motel/resort



24% Did not stay overnight



17% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*



47% Navigation website/apps



30% Visitor information center



26% Trip planning app

TOP VISITOR ACTIVITIES*



71% Food/beverage/culinary



61% Touring/sightseeing



52% Shopping

VISITING OTHER STATES & PROVINCES

- » 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 **half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+3% points from 2022)



VISITOR JOURNEY : POST-TRIP EVALUATION



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
- » **95%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **76%** would definitely recommend



LIKELIHOOD OF RETURNING TO MAINE

- » 94% of visitors will return to Maine for a future visit or vacation
- » 76% of visitors were highly satisfied with their trip in Maine and will “definitely return” in the future



SATISFACTION

- » 98% of visitors were satisfied with their trip to Maine
- » Over 7 in 10 visitors were very satisfied with their trip to Maine



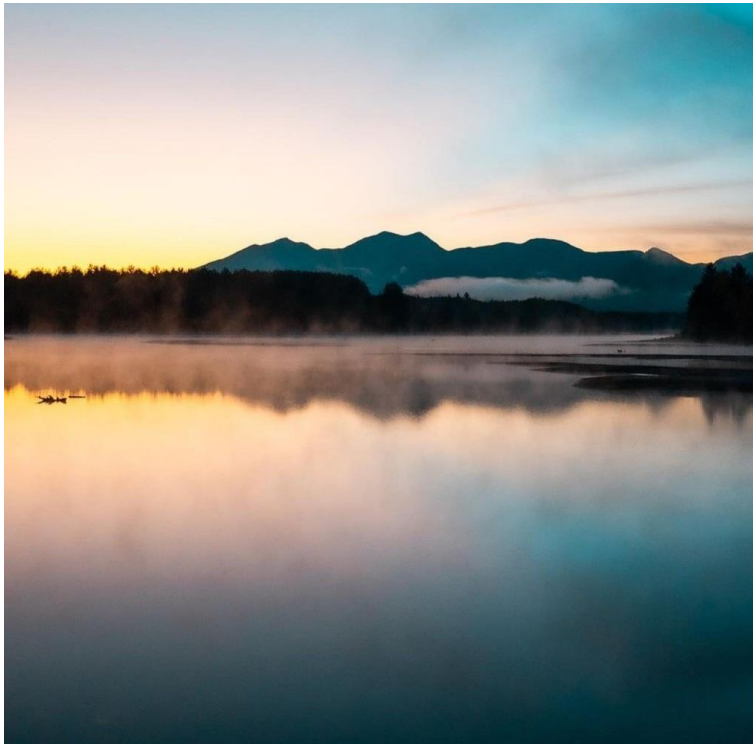
OVERCROWDING

- » 42% of visitors thought the number of visitors during their trip to Maine was fine
- » 34% of visitors thought it was a little overcrowded



UNIQUENESS

“Welcoming and friendly people, a relaxing and peaceful environment, great seafood, and many activities for all ages.”



“This beautiful rocky coastline with huge sandy beaches where birds of any sorts like to nest. Great seafood, friendly people, a relaxing and peaceful environment.”



“More history & culture, many interesting activities & tours, a lot of wildlife, and amazing rocky coastline with charming lighthouses, friendly people. The best seafood and a peaceful environment.”



MAINE OFFICE OF TOURISM

2023 Winter Visitor Tracking Report

DECEMBER 2022 – APRIL 2023



SEASONAL SNAPSHOT

WINTER 2023



17,122,700

VISITOR
DAYS

+ 0.1%



3,996,100

TOTAL
VISITORS

+ 15.3%



\$1,961,443,400

DIRECT
SPENDING

+ 15.7%

vs. 2022

- » 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 coming 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

WINTER 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

WINTER 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 ¹	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%

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

QUESTIONS?

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