

AROOSTOOK COUNTY

2023 Fall Visitor Tracking Report

SEPTEMBER – NOVEMBER 2023

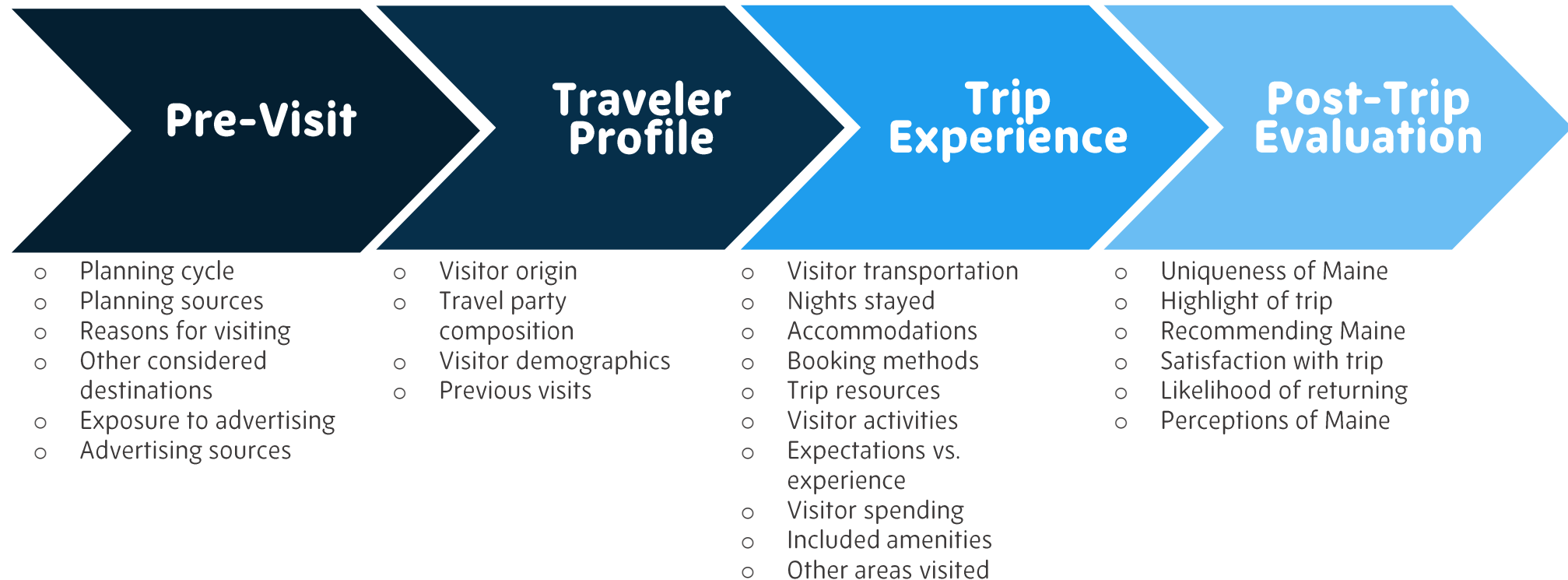


STUDY OBJECTIVES: VISITOR JOURNEY

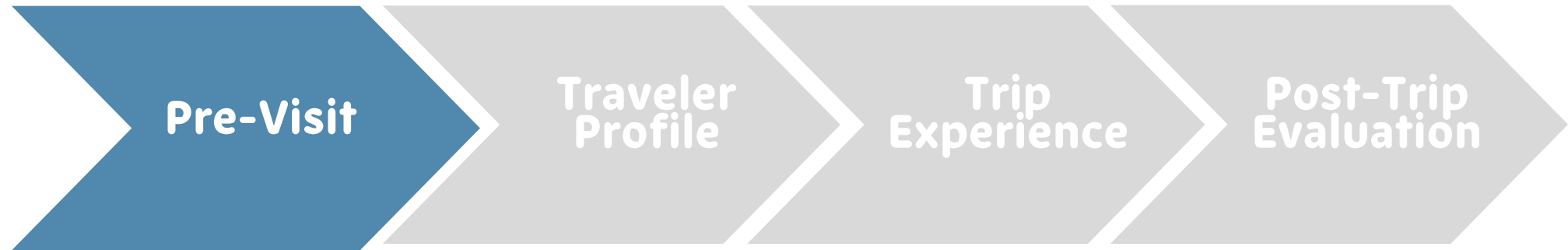
This report presents information about visitors to Maine from September to November 2023.

In the report, we follow the visitors in their journeys.

Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.



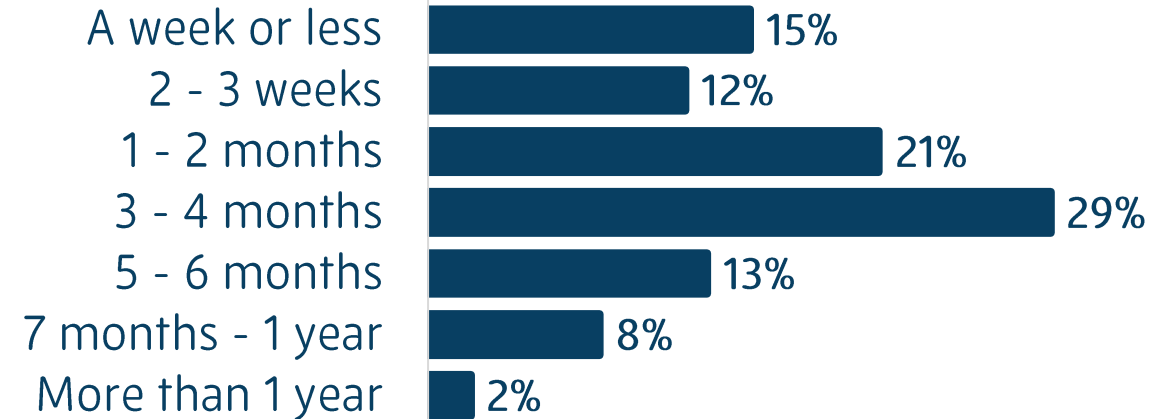
VISITOR JOURNEY: PRE-VISIT



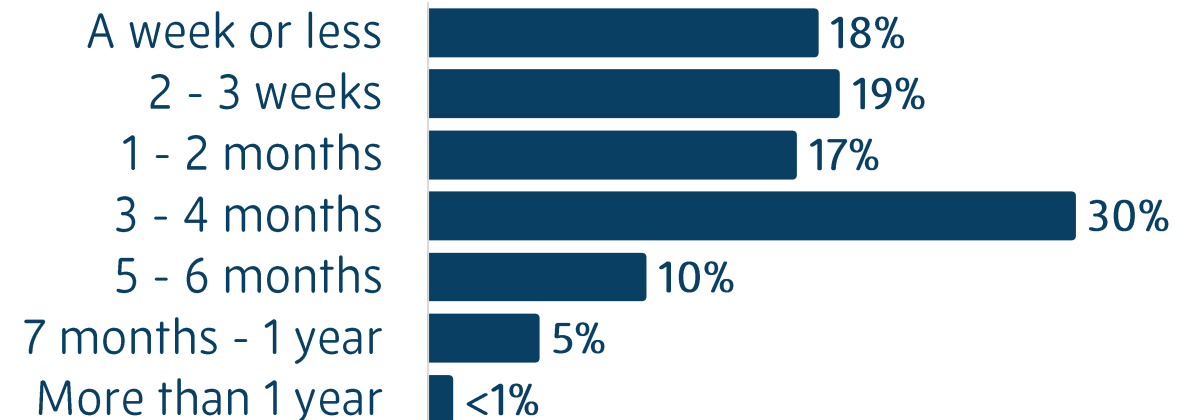
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **62 days** in advance
- » **73%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **53 days** in advance
- » **54%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

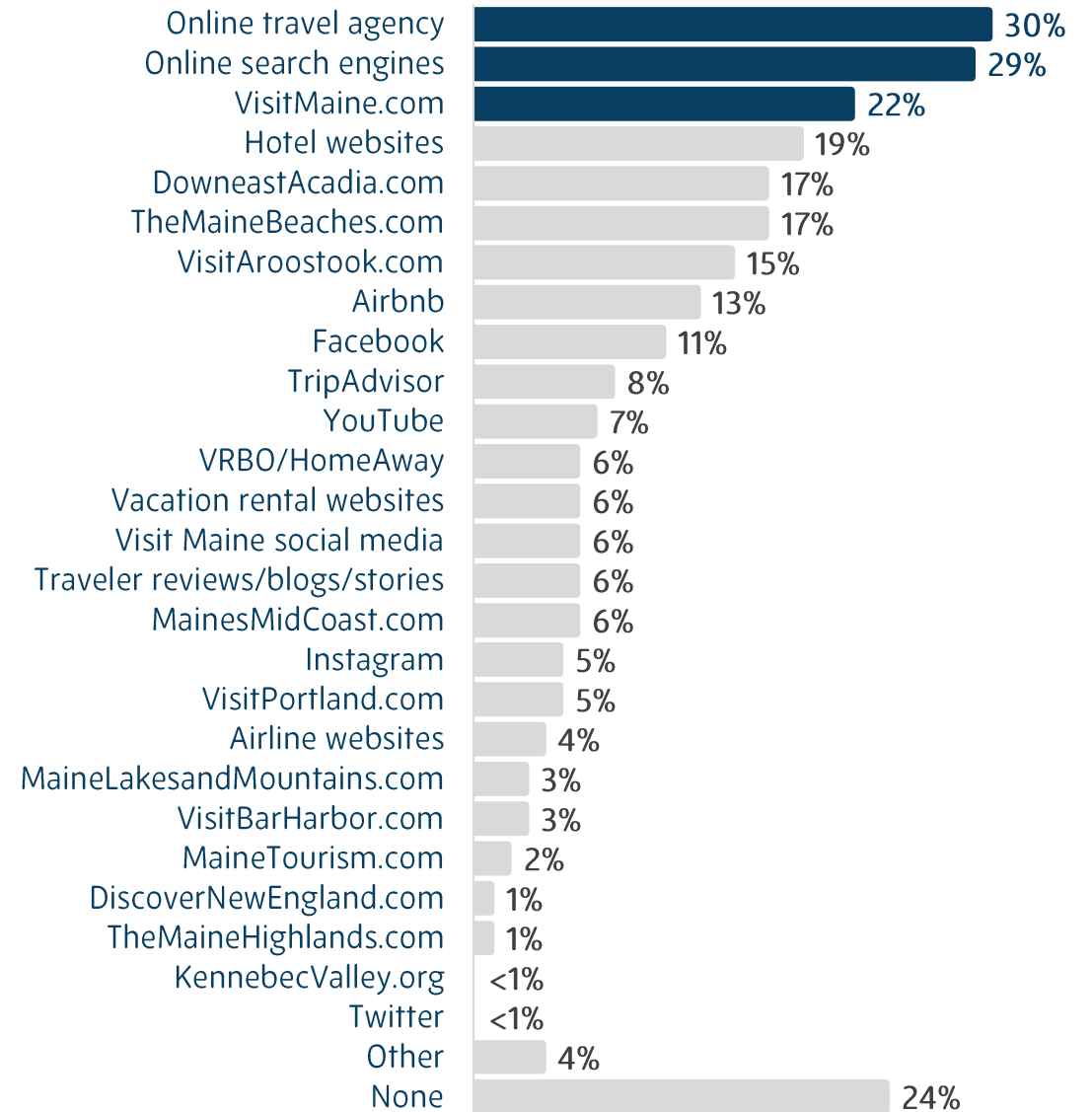


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

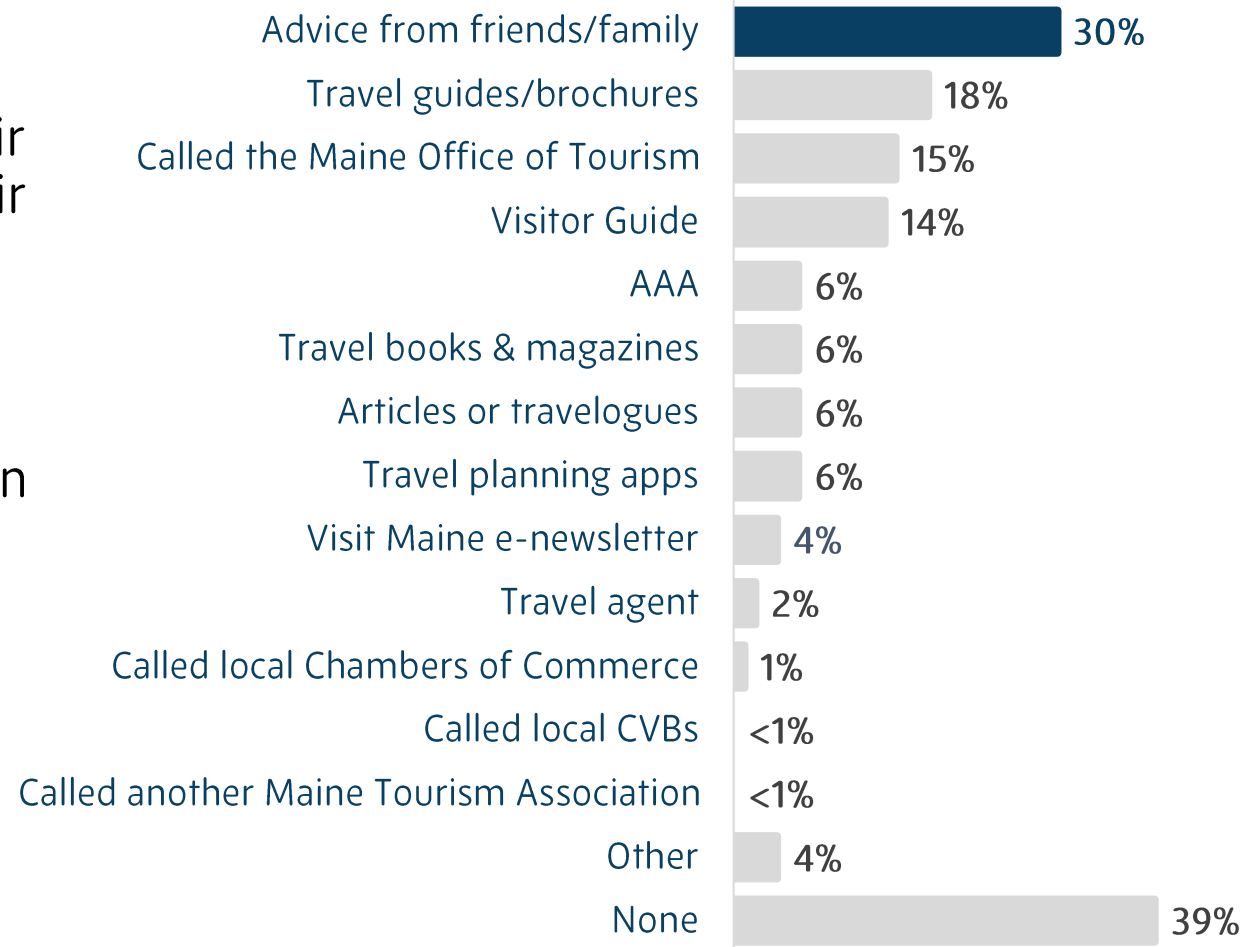
- » Over **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » **3 in 10** visitors used an online travel agency or online search engine, such as Google, to help them plan their trip in Maine
- » **22%** of visitors used VisitMaine.com



*Multiple responses permitted.

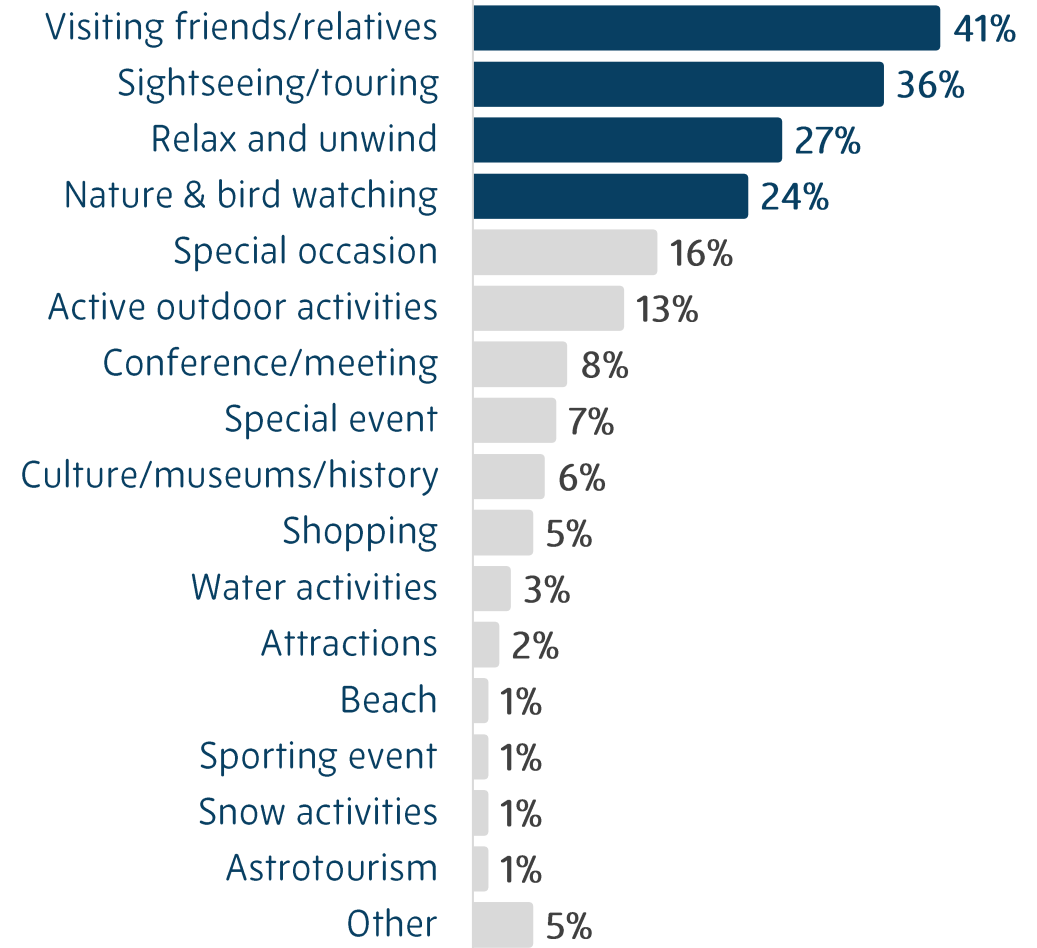
OTHER TRIP PLANNING SOURCES*

- » **3 in 10** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Nearly **1 in 5** visitors used travel guides/brochures to help plan their trip in Maine
- » **39%** of 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 relatives
- » Nearly **2 in 5** visitors came to Maine for sightseeing/touring



TV SHOWS & FILM*

- » **2%** of visitors said a TV show or film inspired their trip to Maine
- » **All** of the visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » **6%** 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

Base: 10% of visitors who were inspired by a TV show or film

Visiting a location related to a TV show or film was the main reason I visited Maine

100%

Visiting a location of a TV show or film was one of the activities I engaged in while in Maine

0%

I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor

0%

Seeing Maine in a film or TV show made me think about Maine as a place to visit

0%

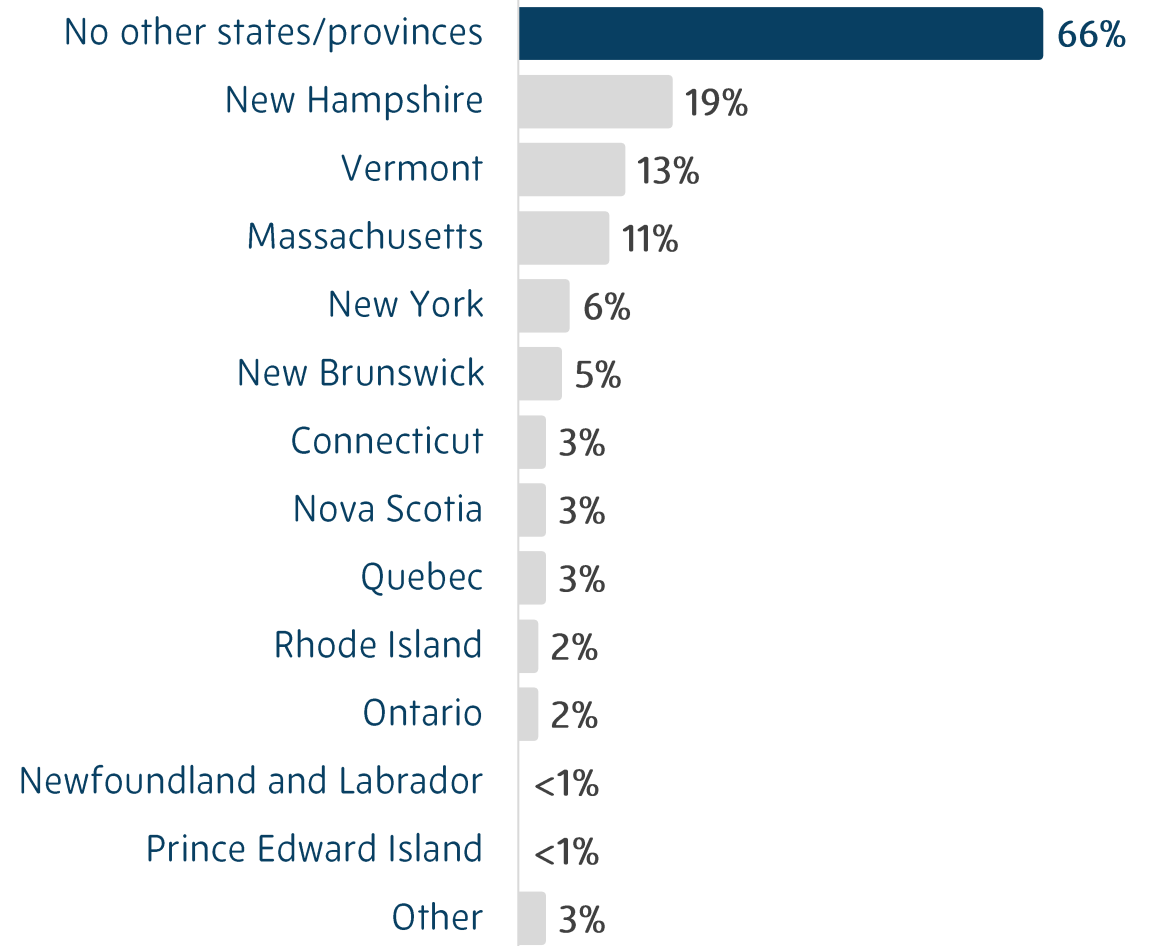
Something else

0%

*Questions were not asked until January 2023.

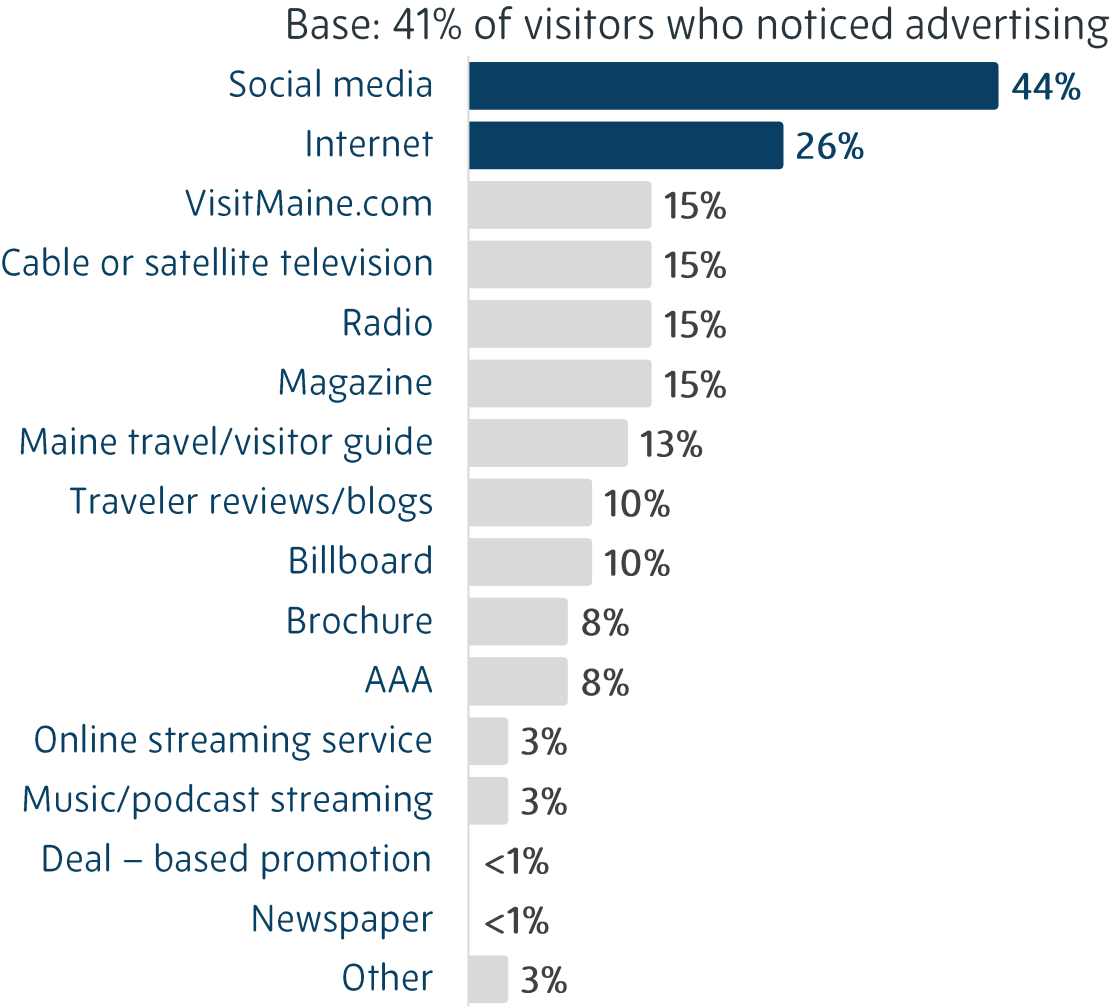
OTHER STATES & PROVINCES CONSIDERED*

- » 66% 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*

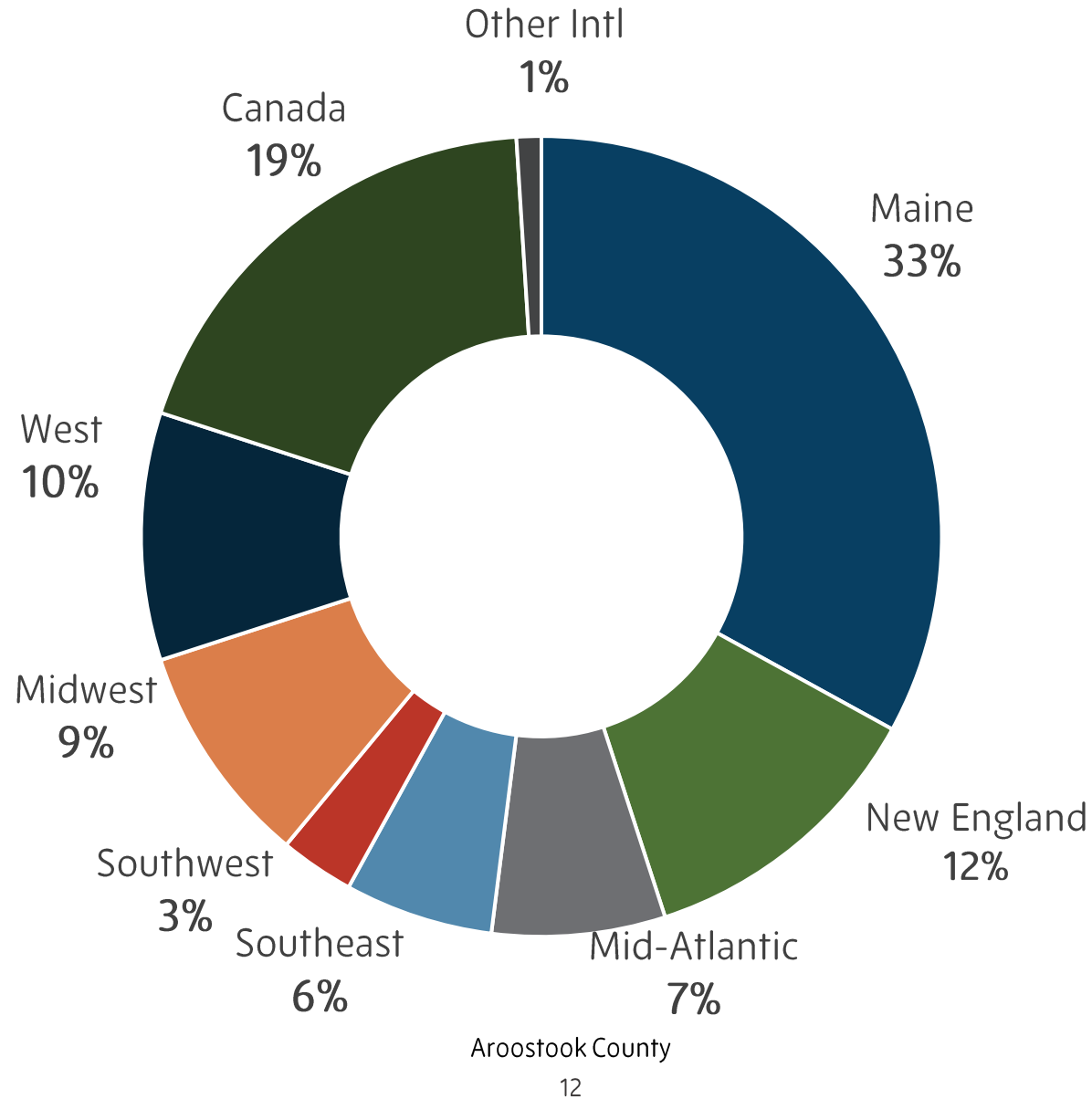
- » 2 in 5 visitors recalled advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on social media or the internet
- » This information influenced 26% of all visitors to visit Maine



VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **79%** of visitors traveled to/within Maine from these 16 U.S. states and Canadian provinces
- » **1 in 3** visitors were residents of Maine traveling throughout the state

State/Province	Percent
Maine	33%
New Brunswick	9%
Quebec	6%
Florida	4%
Massachusetts	4%
New Hampshire	3%
California	2%
Colorado	2%
Connecticut	2%
Illinois	2%
Indiana	2%
New Jersey	2%
Texas	2%
Virginia	2%
Washington	2%
Nova Scotia	2%

TOP ORIGIN MARKETS

- » 53% of visitors traveled from 19 U.S. and Canadian markets
- » 9% of visitors traveled from Bangor, ME

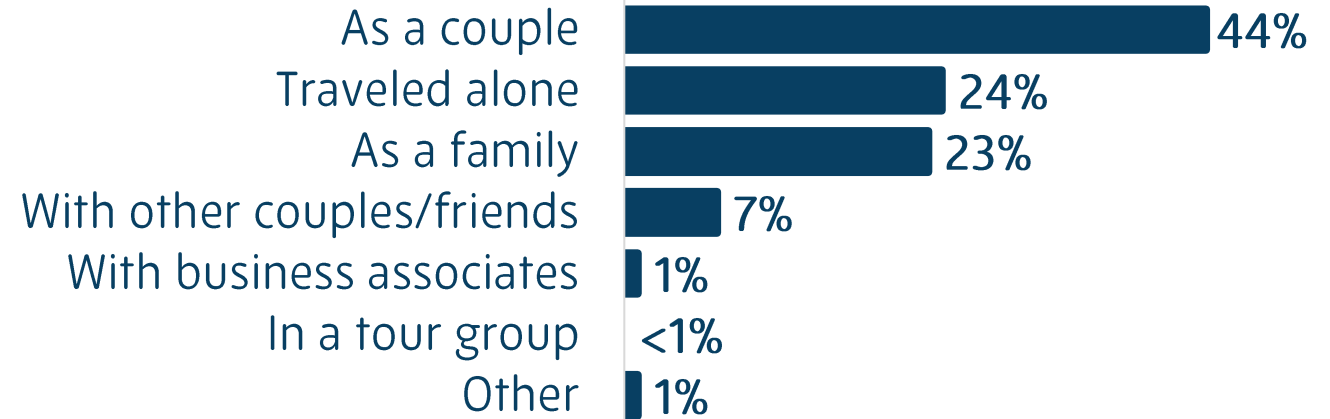
Market	Percent
Bangor	9%
Tampa - Clearwater - St. Petersburg	4%
Fredericton, CAN	4%
Kittery	3%
Presque Isle	3%
Saint John, CAN	3%
Montreal, CAN	3%
New York City ¹	2%
Indianapolis	2%
Boston	2%
Seattle - Tacoma - Bellevue, WA	2%
Auburn - Lewiston	2%
Bridgton	2%
Bucksport	2%
Portland, ME	2%
Waterboro	2%
Nashua, NH	2%
Halifax, CAN	2%
Quebec City, CAN	2%

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

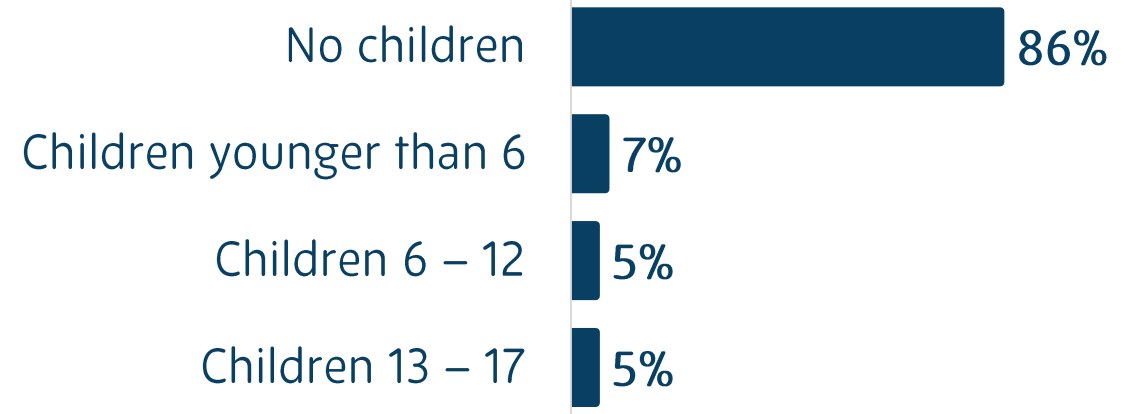
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 2.3 people
- » Over 2 in 5 visitors traveled as a couple
- » About 1 in 4 traveled alone or as a family
- » 14% of visitors traveled with one or more children in their travel party

Travel Party Composition



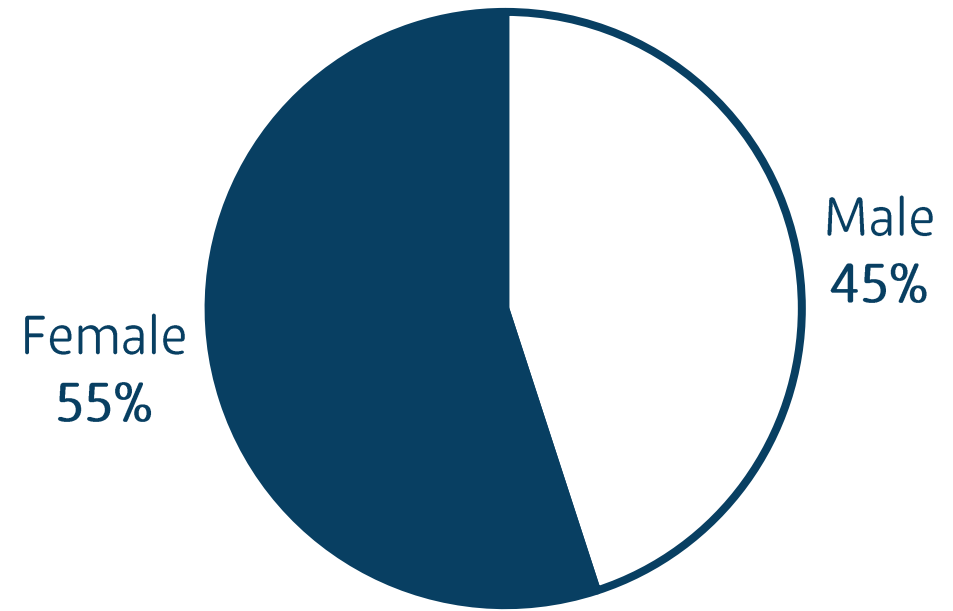
Children in Travel Party*



*Multiple responses permitted.

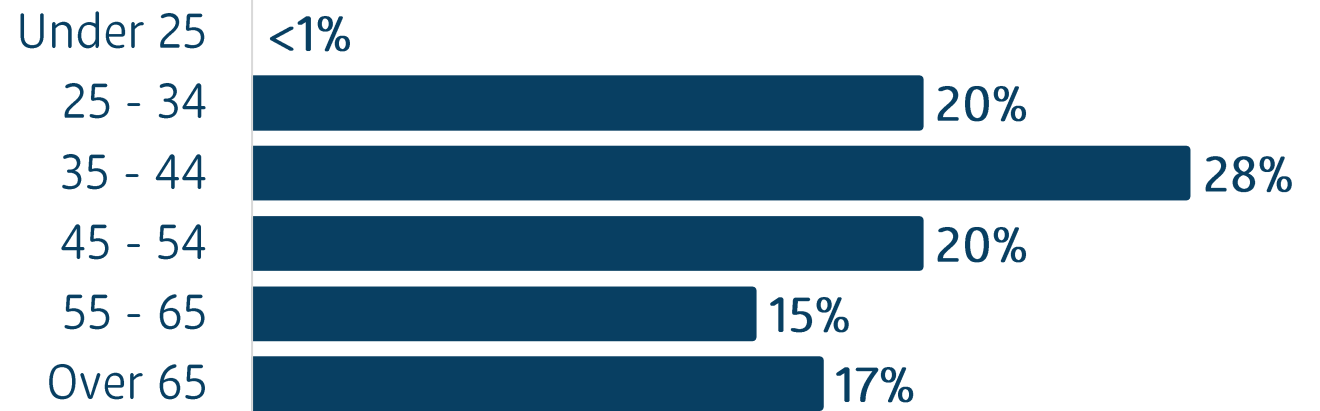
GENDER

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



AGE

» The average age of visitors to Maine is **46** years old



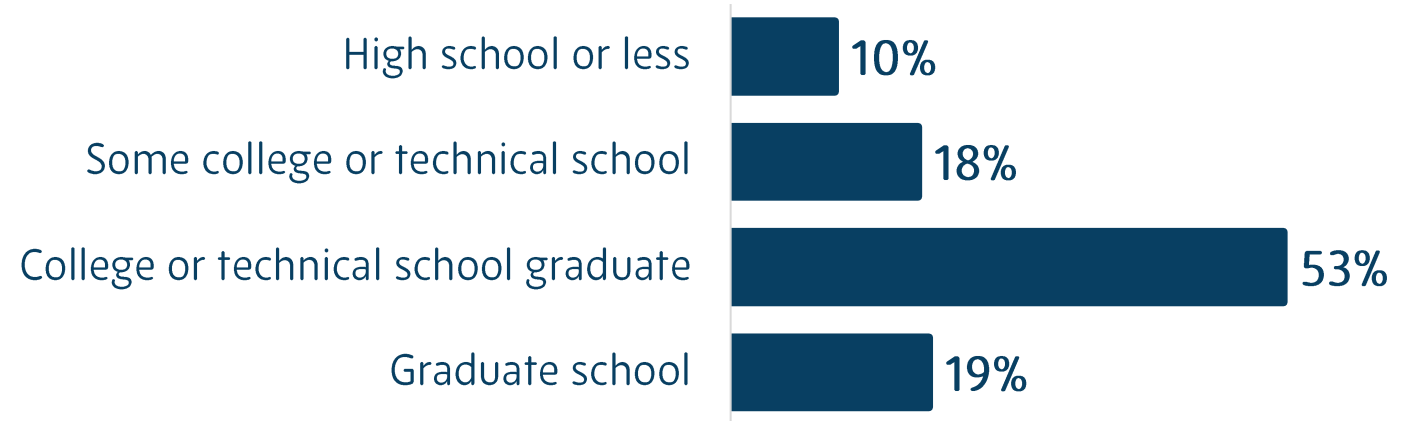
RACE & ETHNICITY

» Over 9 in 10 visitors to Maine were white



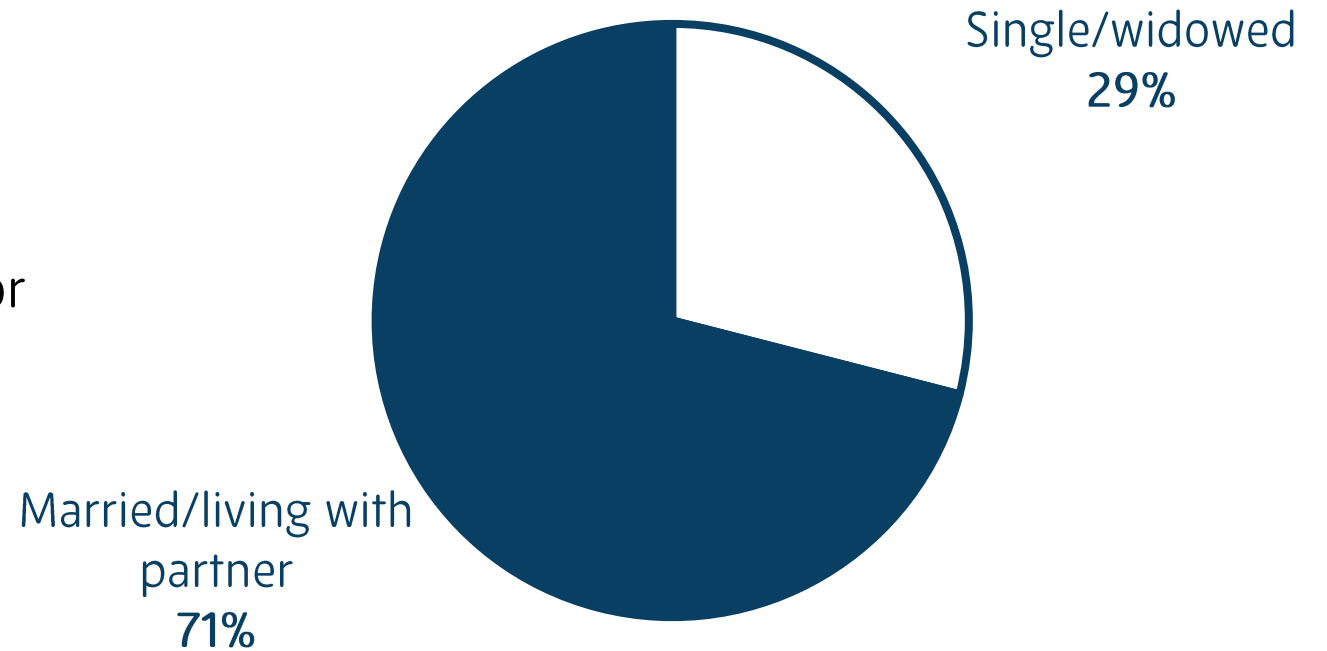
EDUCATIONAL ATTAINMENT

- » Over **7 in 10** visitors have a college/technical school degree or higher



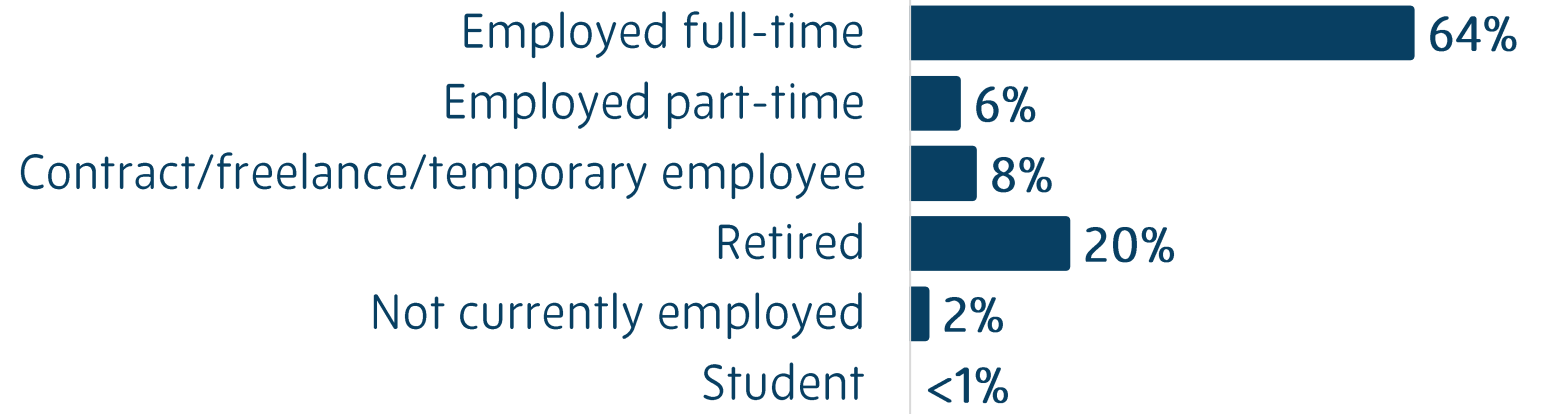
MARITAL STATUS

» Over **7 in 10** visitors to Maine were married or living with their partner



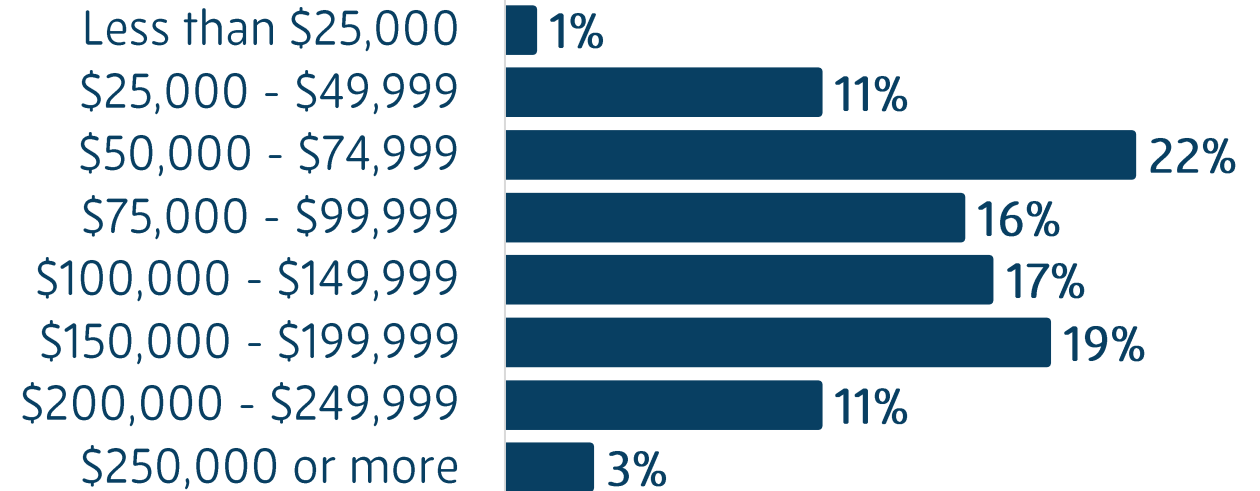
EMPLOYMENT STATUS

» Nearly **4 in 5** visitors to Maine were employed, most full-time



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$100,000** per year
- » **33%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

» 17% of visitors were traveling in Maine for the first time

» Aroostook County has high repeat and loyal visitors, as 36% had previously traveled in Maine more than 10 times

This is my first time

2 - 5 times

6 - 10 times

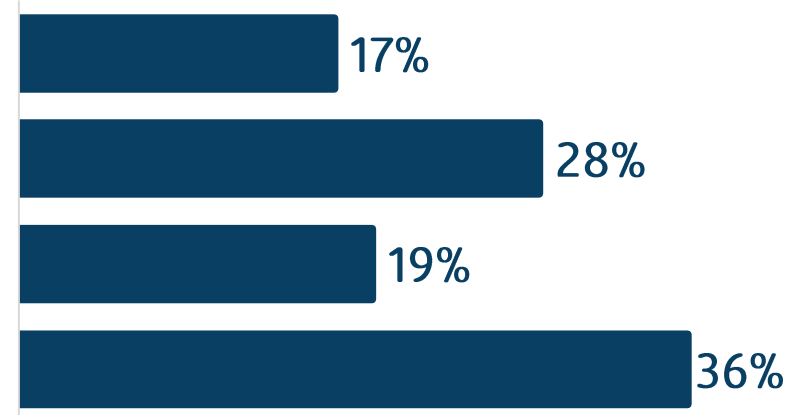
11+ times

17%

28%

19%

36%

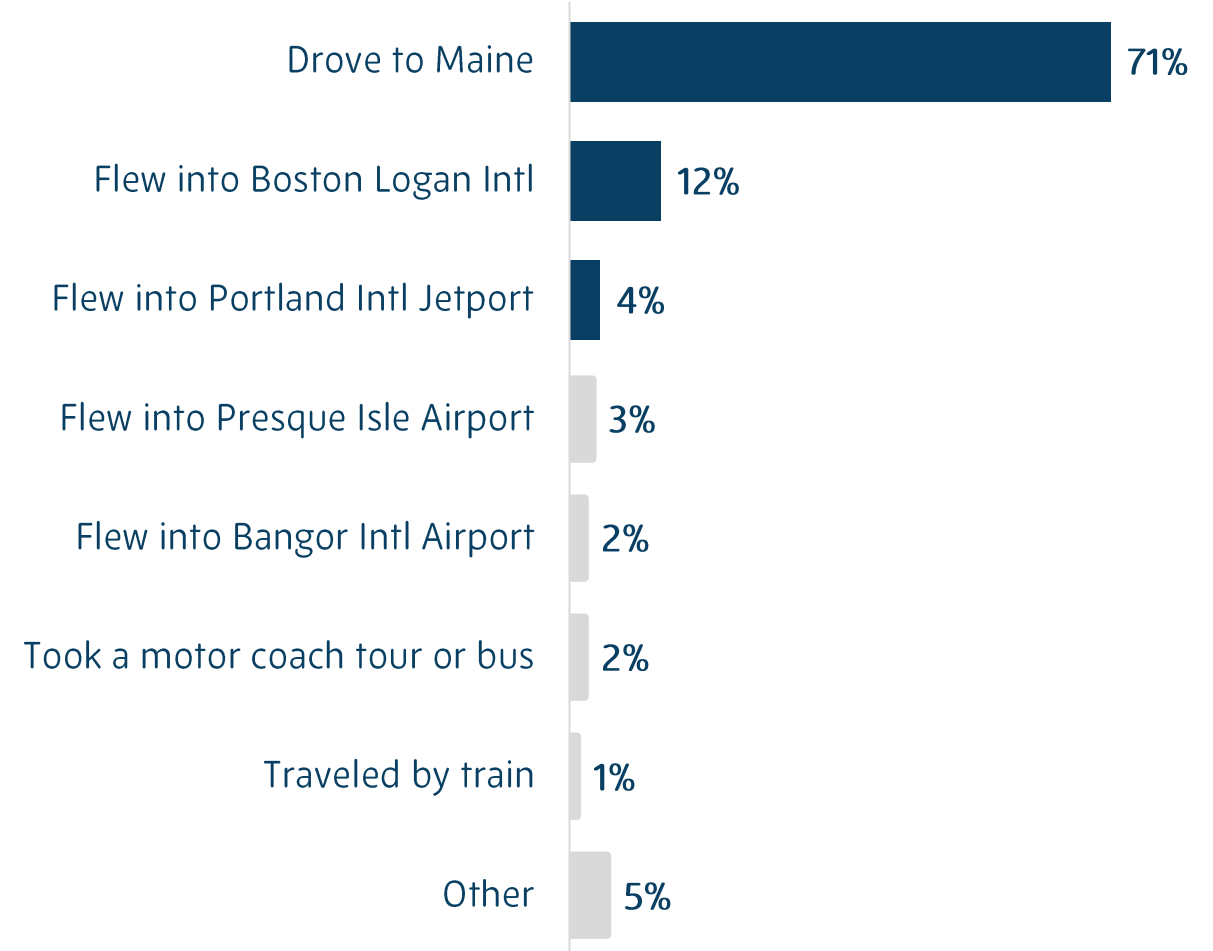


VISITOR JOURNEY: TRIP EXPERIENCE



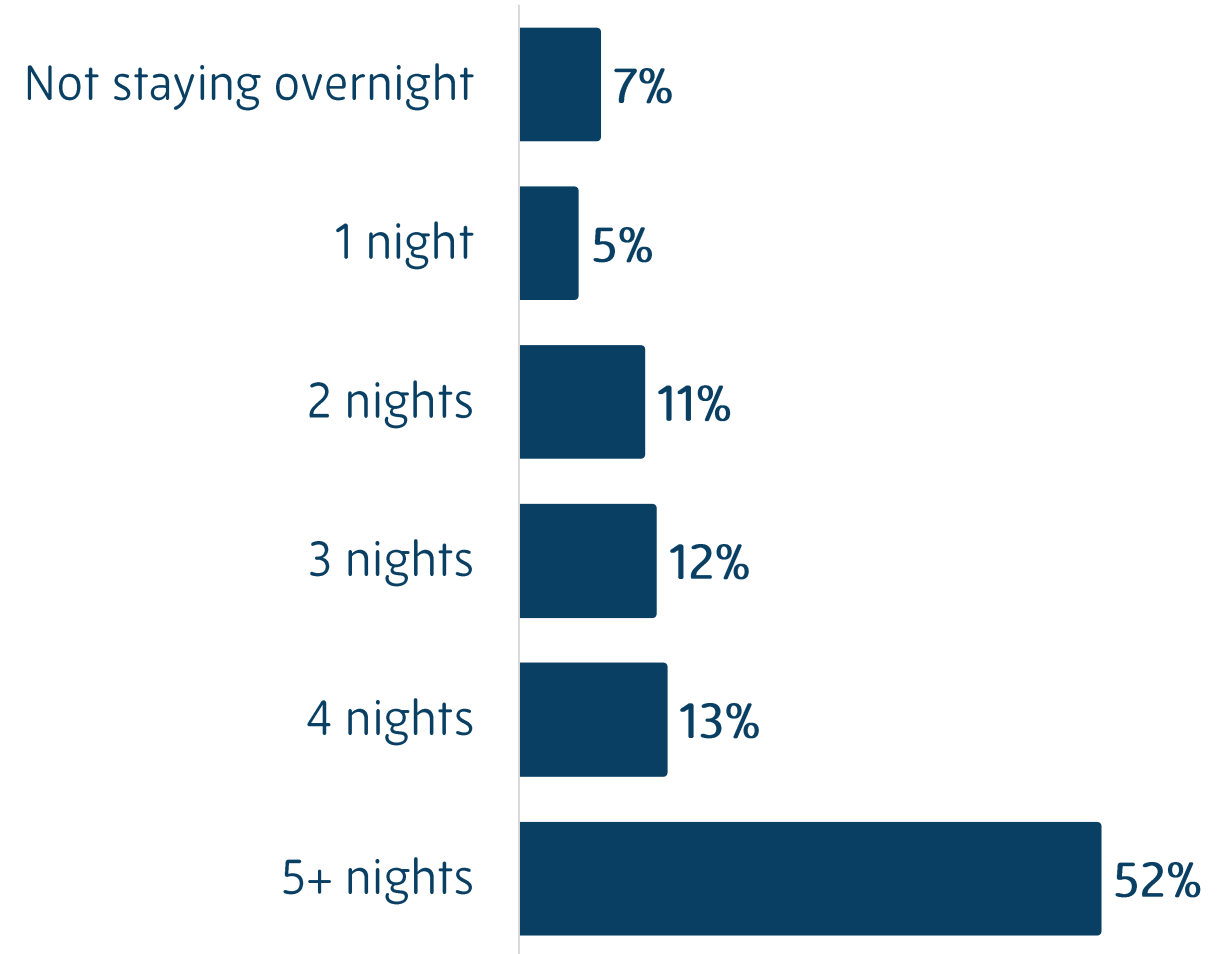
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **71%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Boston Logan International Airport



NIGHTS STAYED

- » 93% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 6.1* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 5.6 nights in Maine on their trips

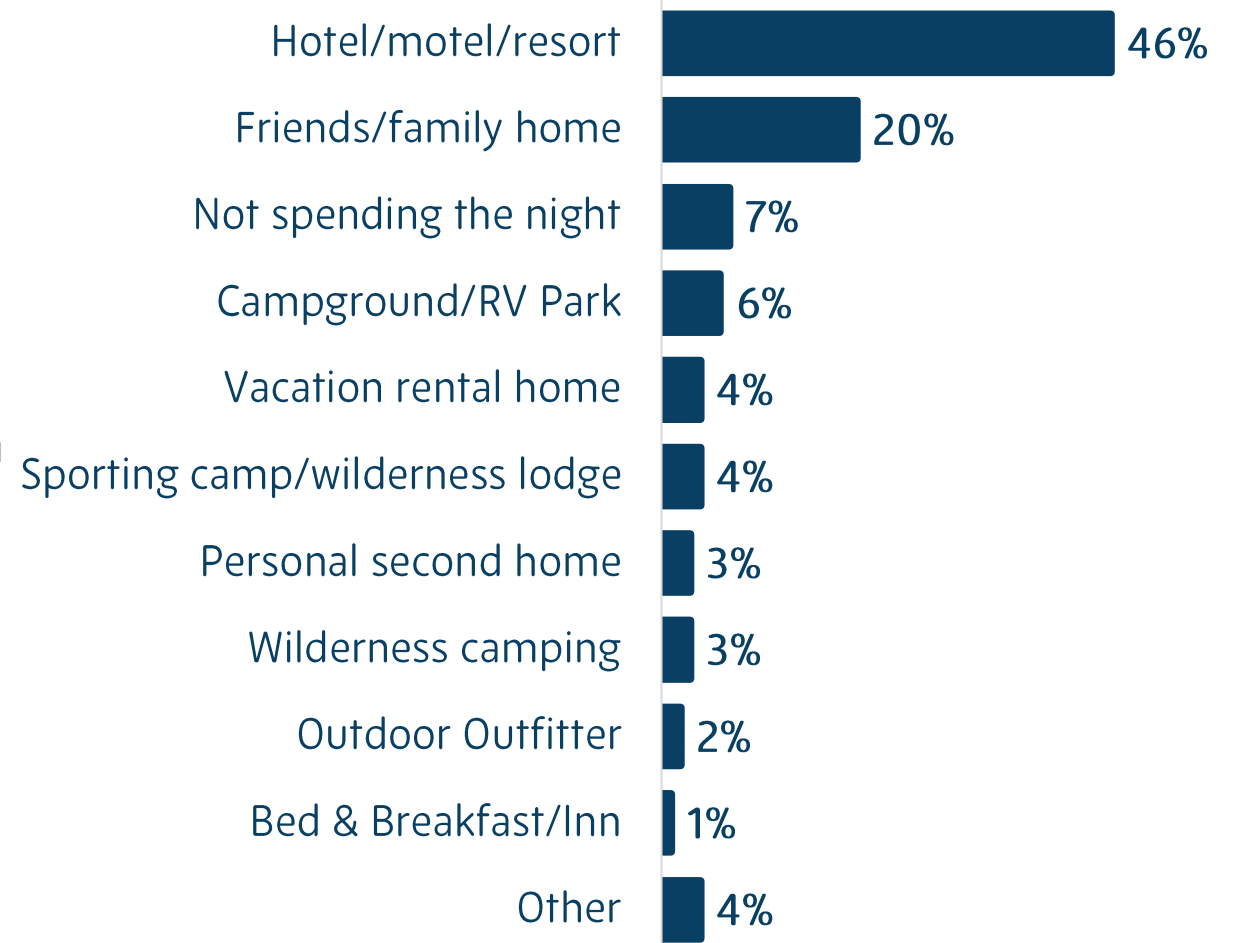


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Aroostook County

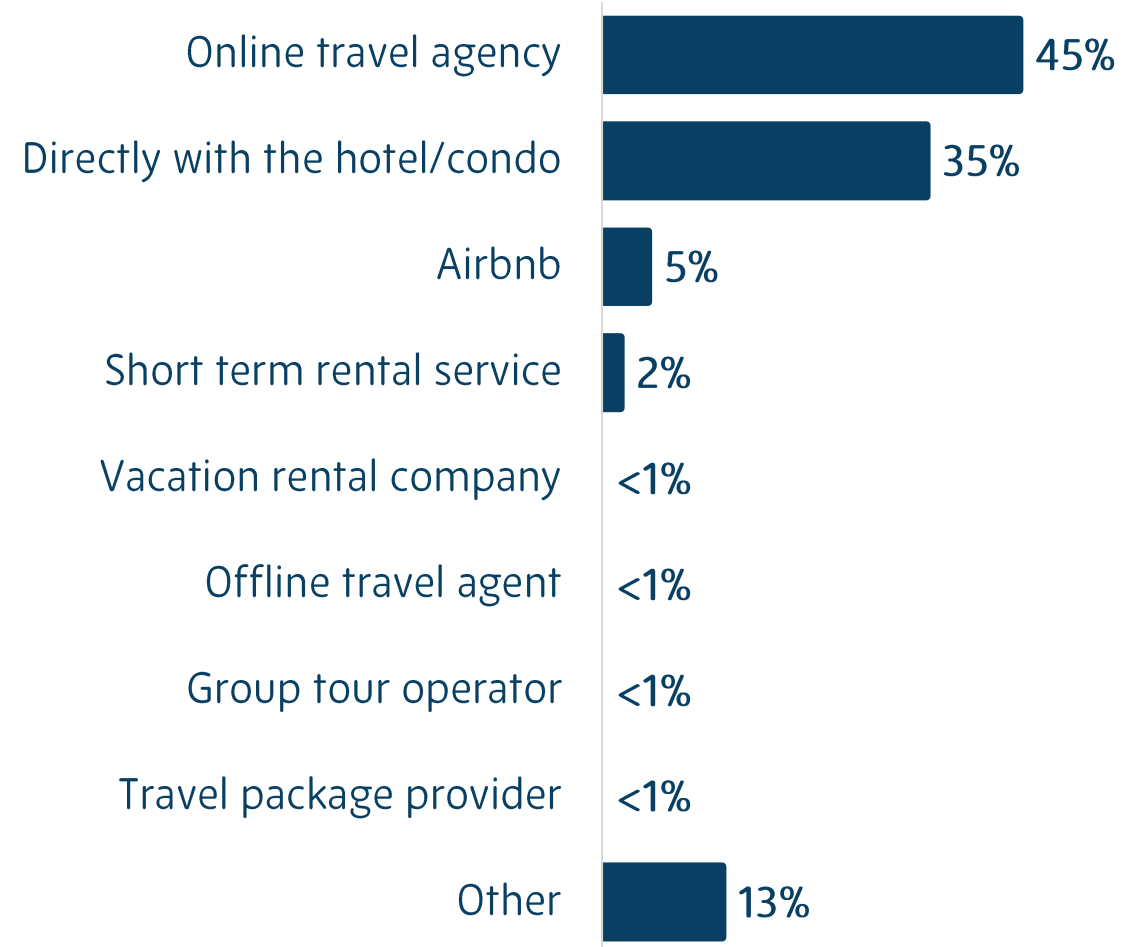
ACCOMMODATIONS

» Nearly **half** of visitors stayed overnight with at a hotel/motel/resort



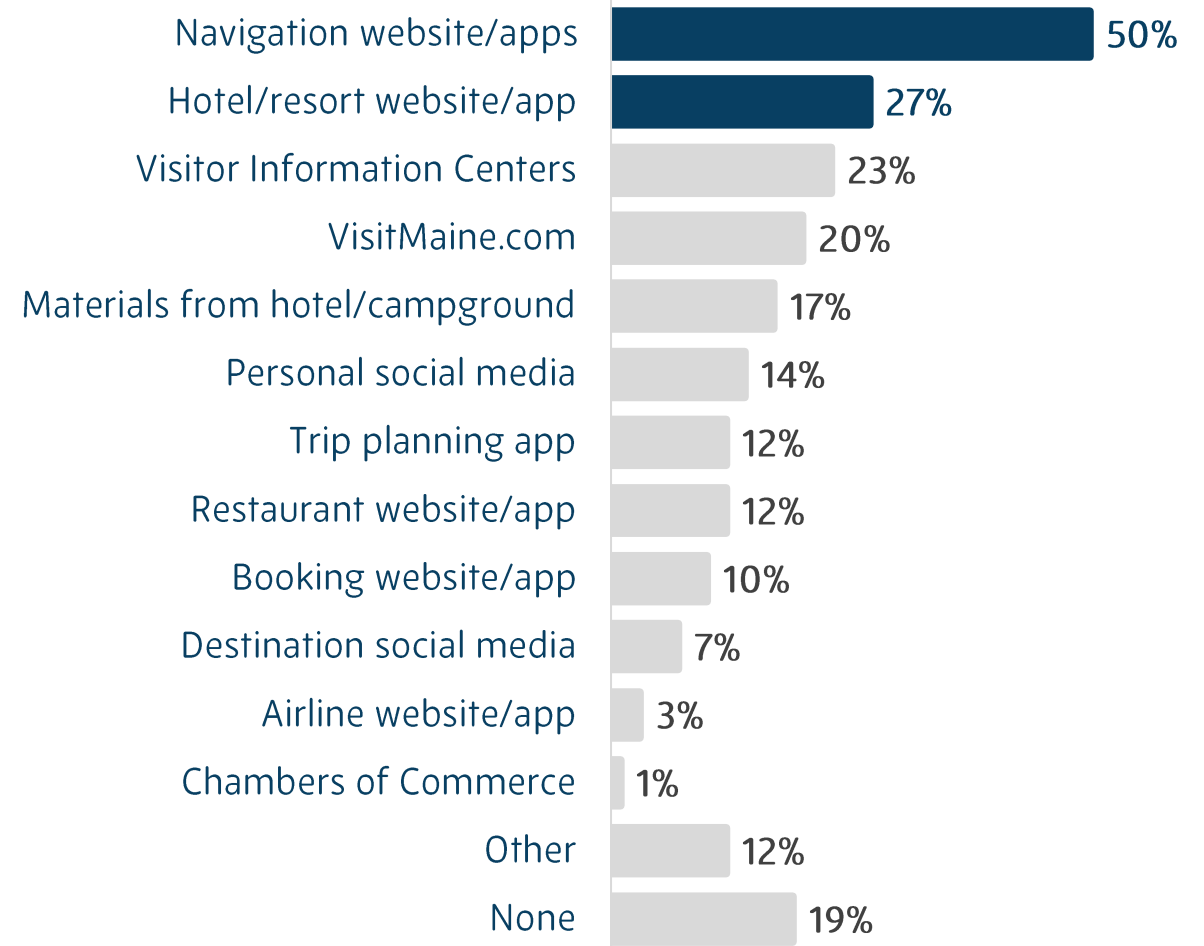
BOOKING METHODS

- » Over **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency



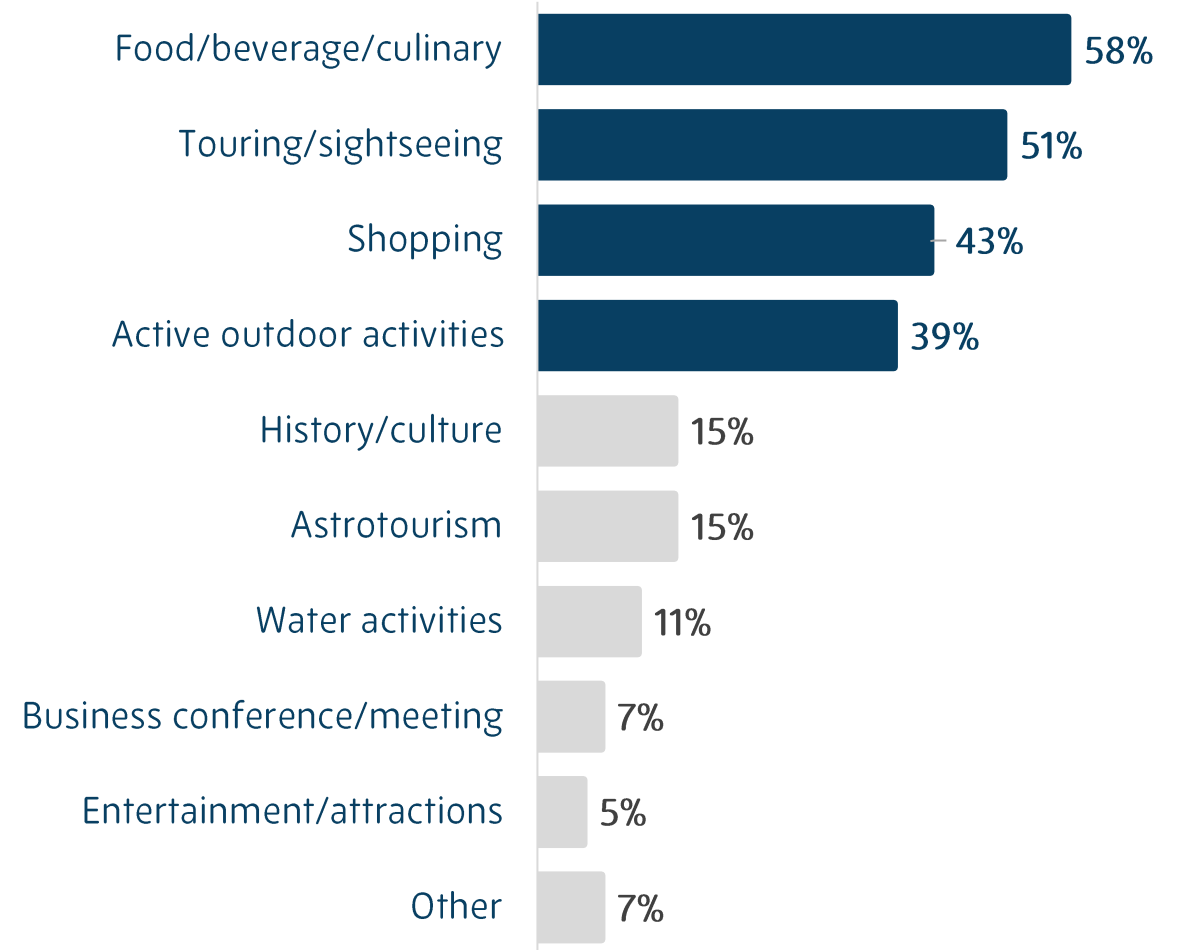
IN-MARKET VISITOR RESOURCES*

- » Visitors were more likely to rely on navigation websites/apps to plan activities in-market
- » 27% of visitors used hotel/resort websites/apps
- » 19% of visitors did not use any resources to plan activities while they were in-market

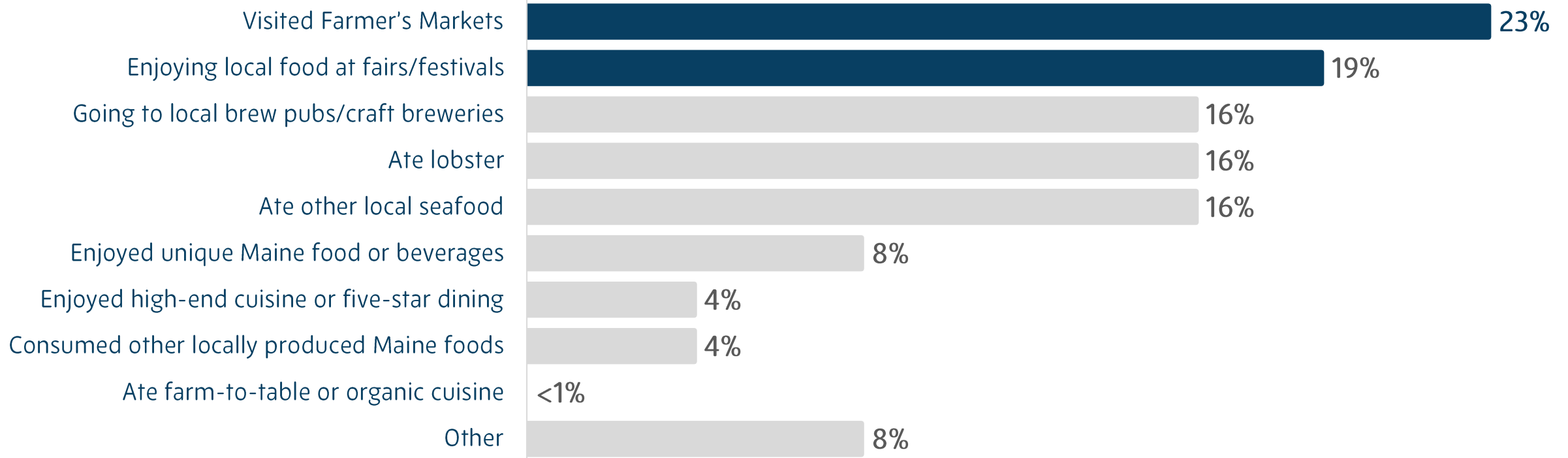


VISITOR ACTIVITIES*

- » Nearly 3 in 5 visitors participated in food/beverage/culinary activities during their trip to Maine
- » 51% of visitors engaged in touring and sightseeing
- » Over 2 in 5 visitors went shopping on their trip to Maine

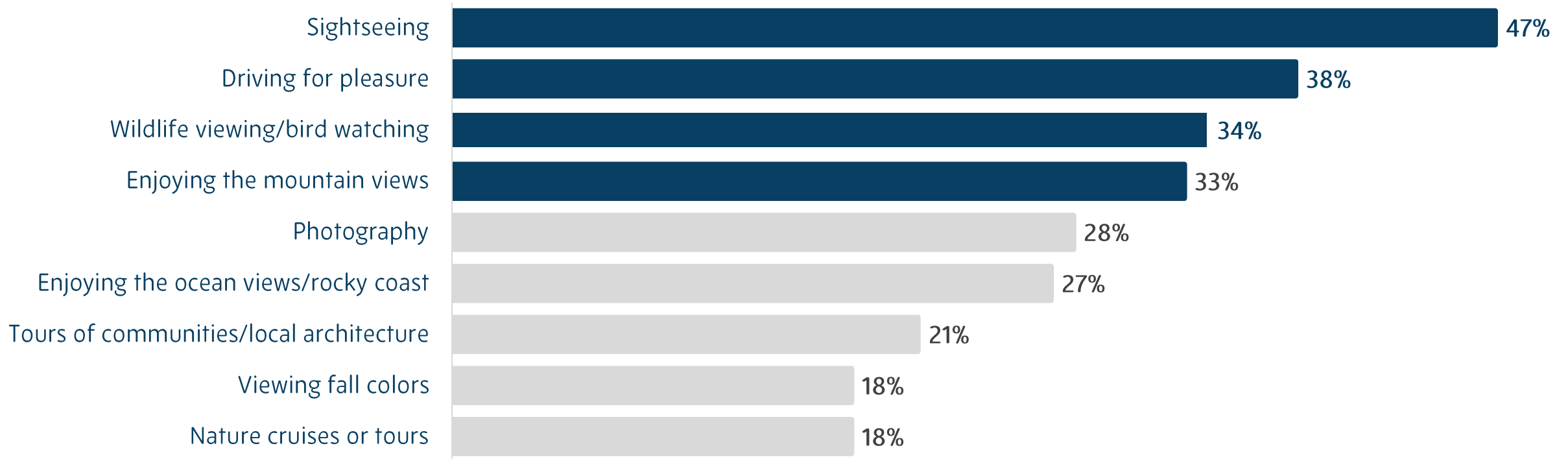


FOOD & BEVERAGE ACTIVITIES*

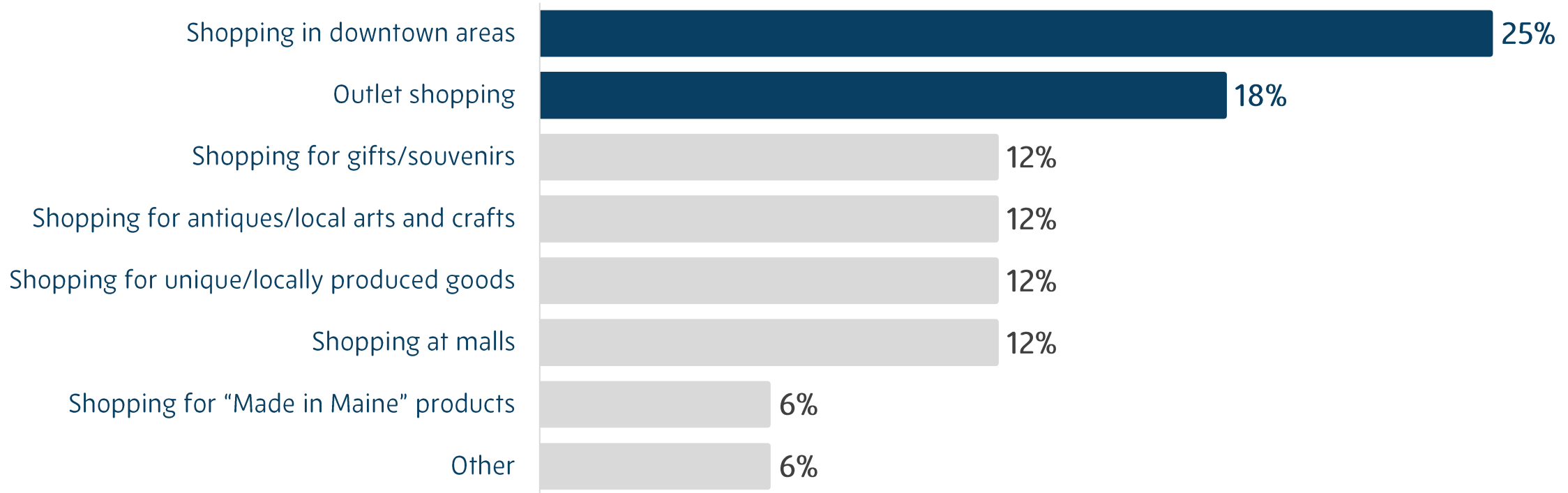


*Multiple responses permitted.

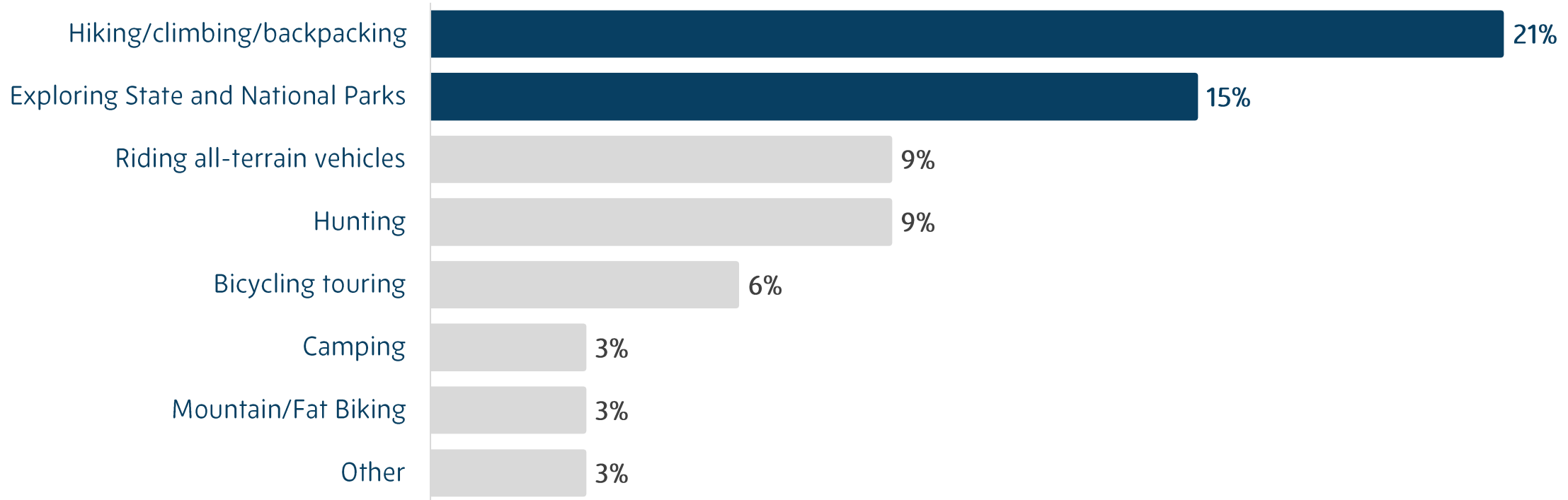
TOURING & SIGHTSEEING ACTIVITIES*



SHOPPING ACTIVITIES*



ACTIVE OUTDOOR ACTIVITIES*



HISTORICAL & CULTURAL ACTIVITIES*



WATER ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$127
Transportation	\$90
Groceries	\$44
Restaurants	\$138
Shopping	\$62
Activities & Attractions	\$60
Other	\$20
Daily Spending	\$541

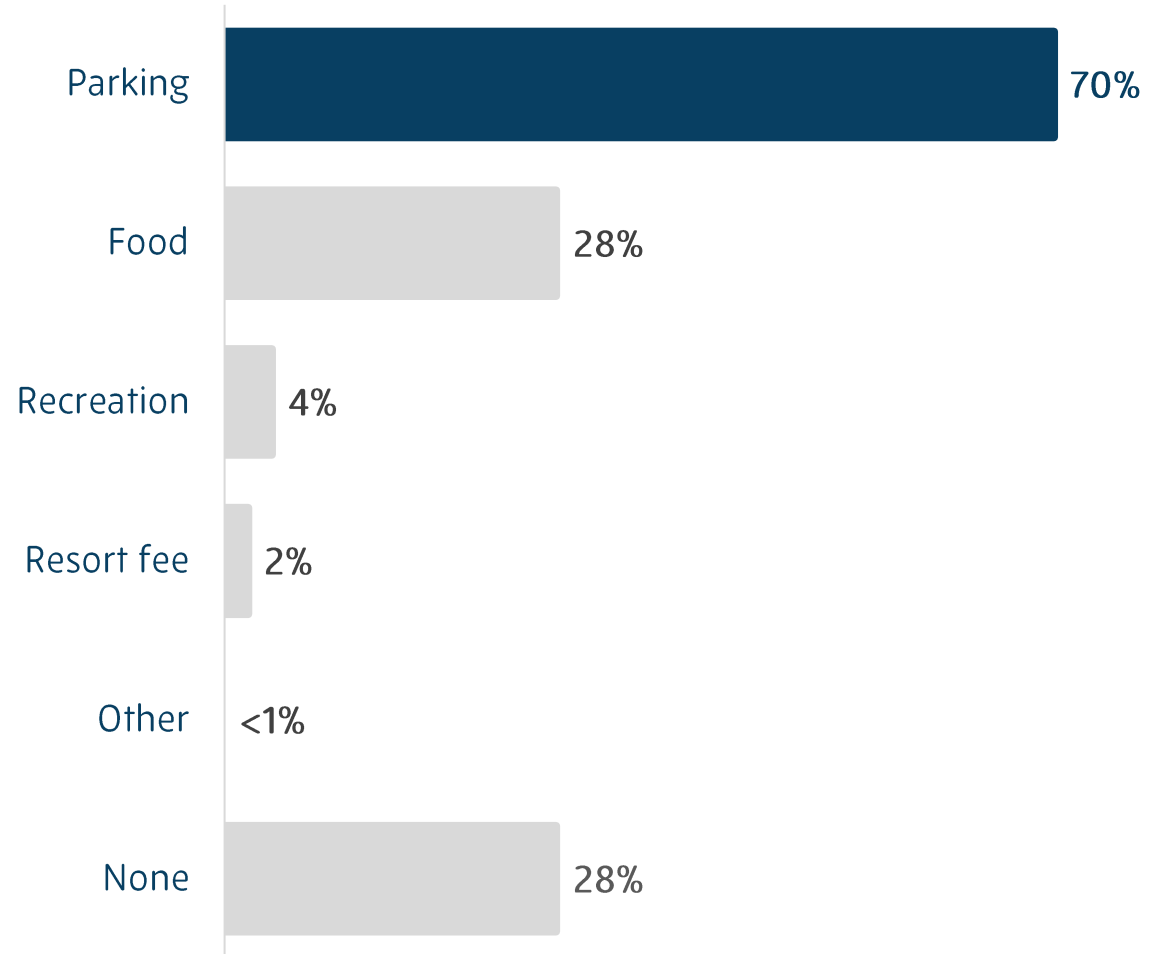
TOTAL TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$729
Transportation	\$549
Groceries	\$268
Restaurants	\$842
Shopping	\$378
Activities & Attractions	\$366
Other	\$122
Total Spending	\$3,254

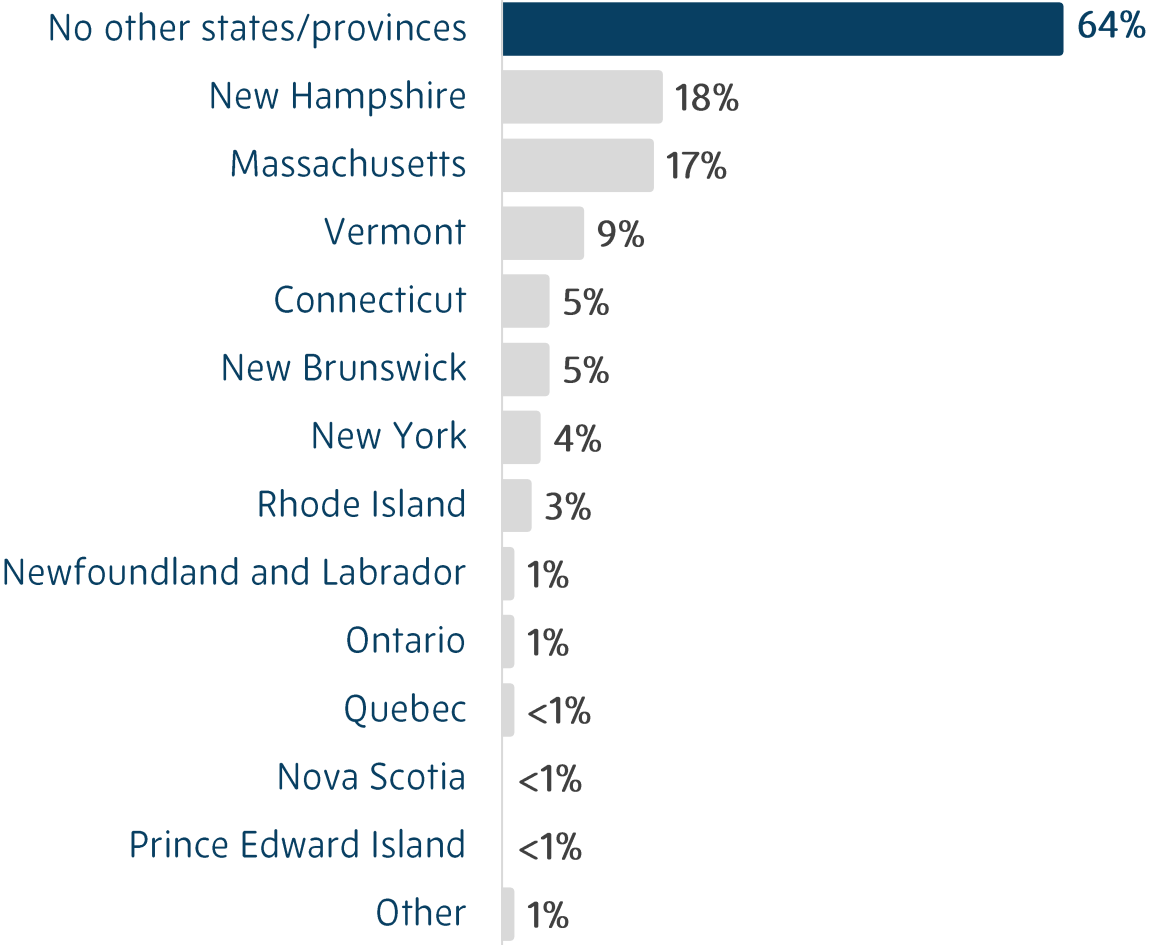
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **7 in 10** visitors
- » Price for accommodations included parking for over **7 in 10** visitors
- » Food was included in accommodations' pricing for nearly **3 in 10** visitors



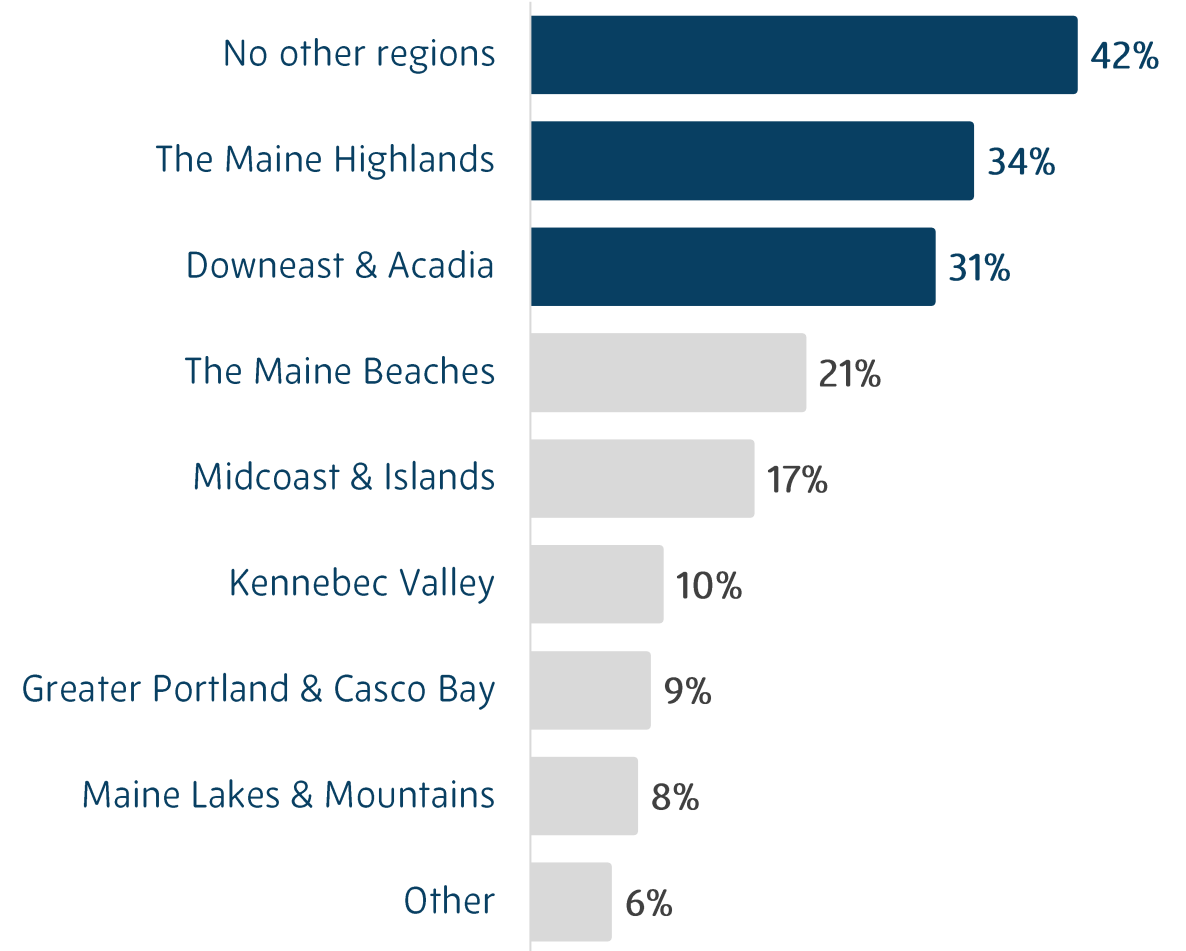
OTHER STATES & PROVINCES VISITED*

- » 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

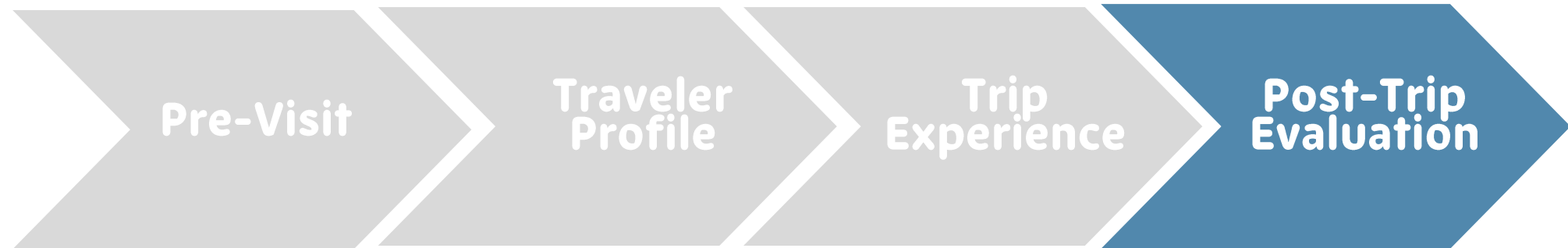


TRAVELING WITHIN MAINE*

- » Over **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » About **1 in 3** visitors visited the Maine Highlands and Downeast & Acadia in addition to their primary destination within Maine



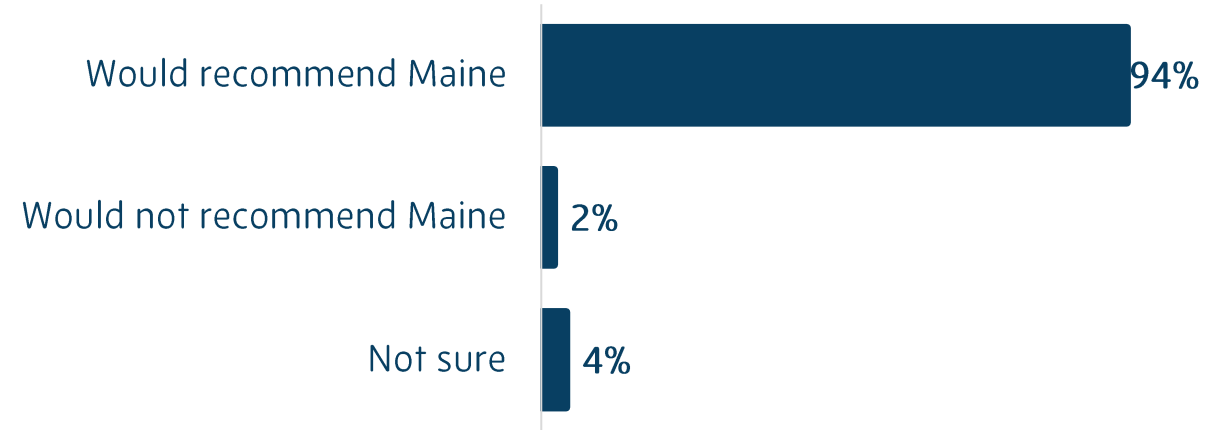
VISITOR JOURNEY: POST-TRIP EVALUATION



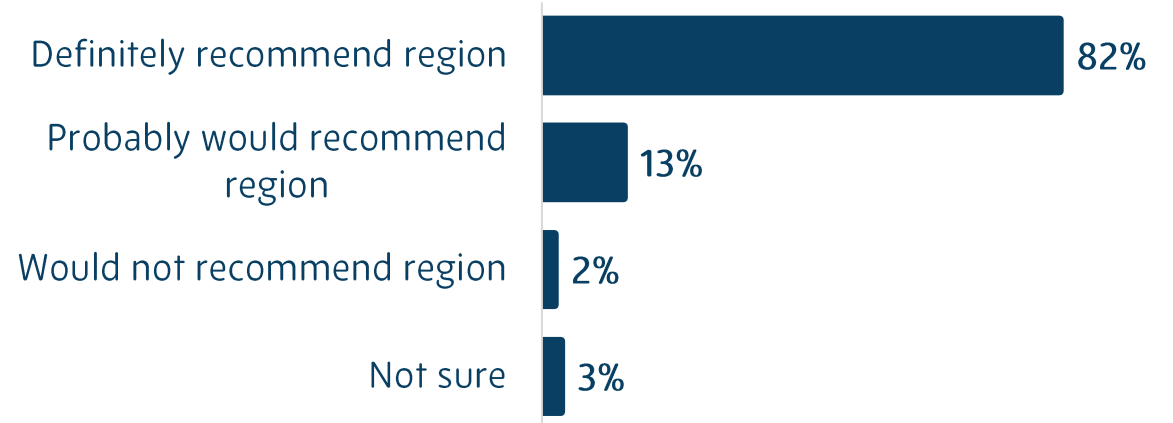
RECOMMENDING MAINE & ITS REGIONS

- » **94%** 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 – **82%** would definitely recommend

Likelihood of Recommending Maine

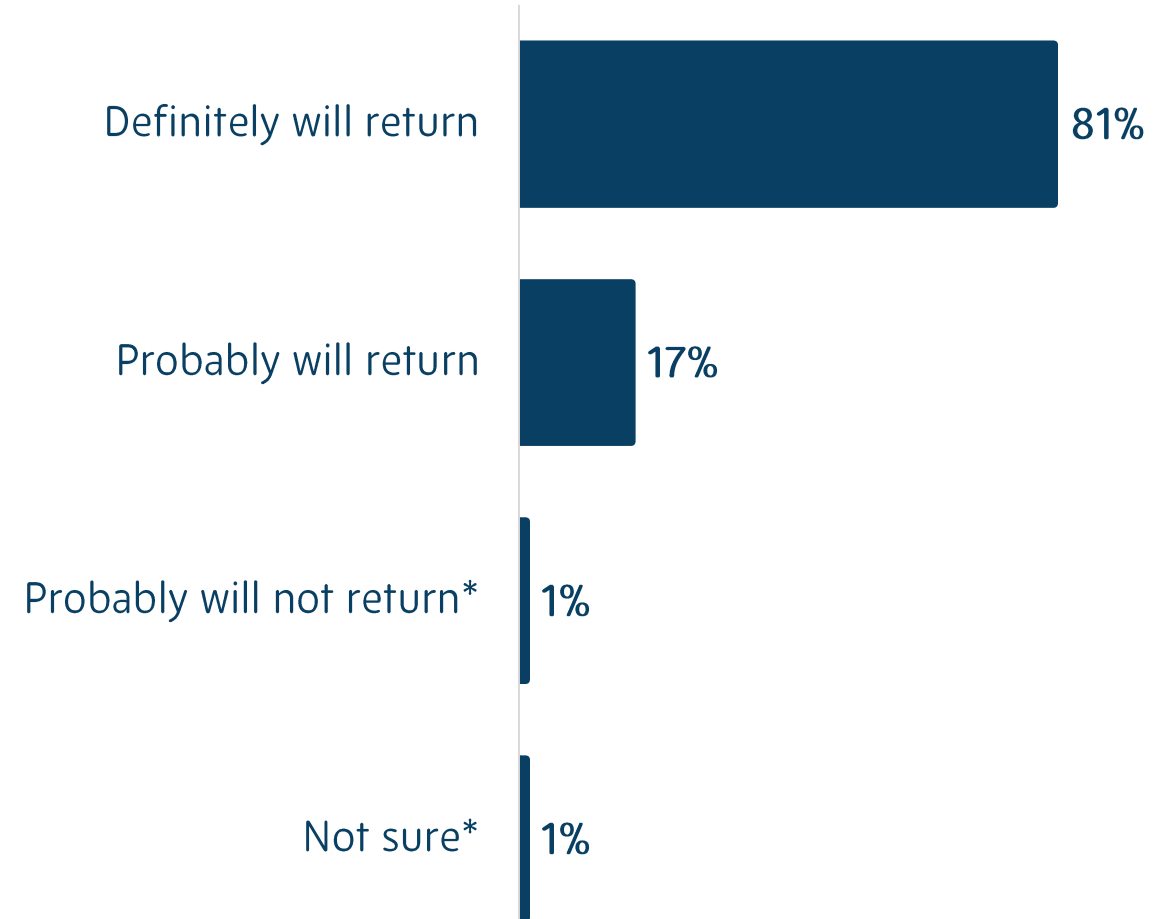


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

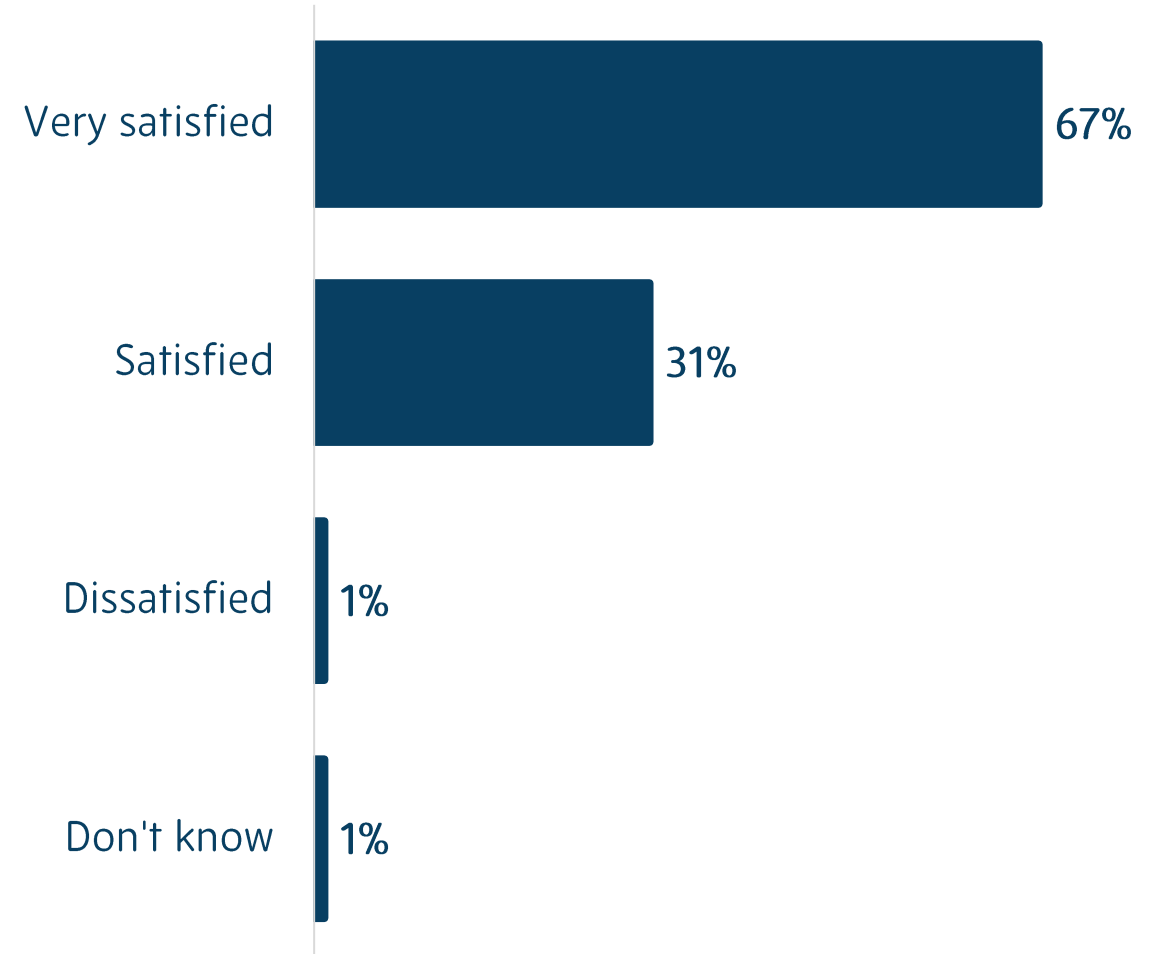
» **98%** of visitors will return to Maine for a future visit or vacation



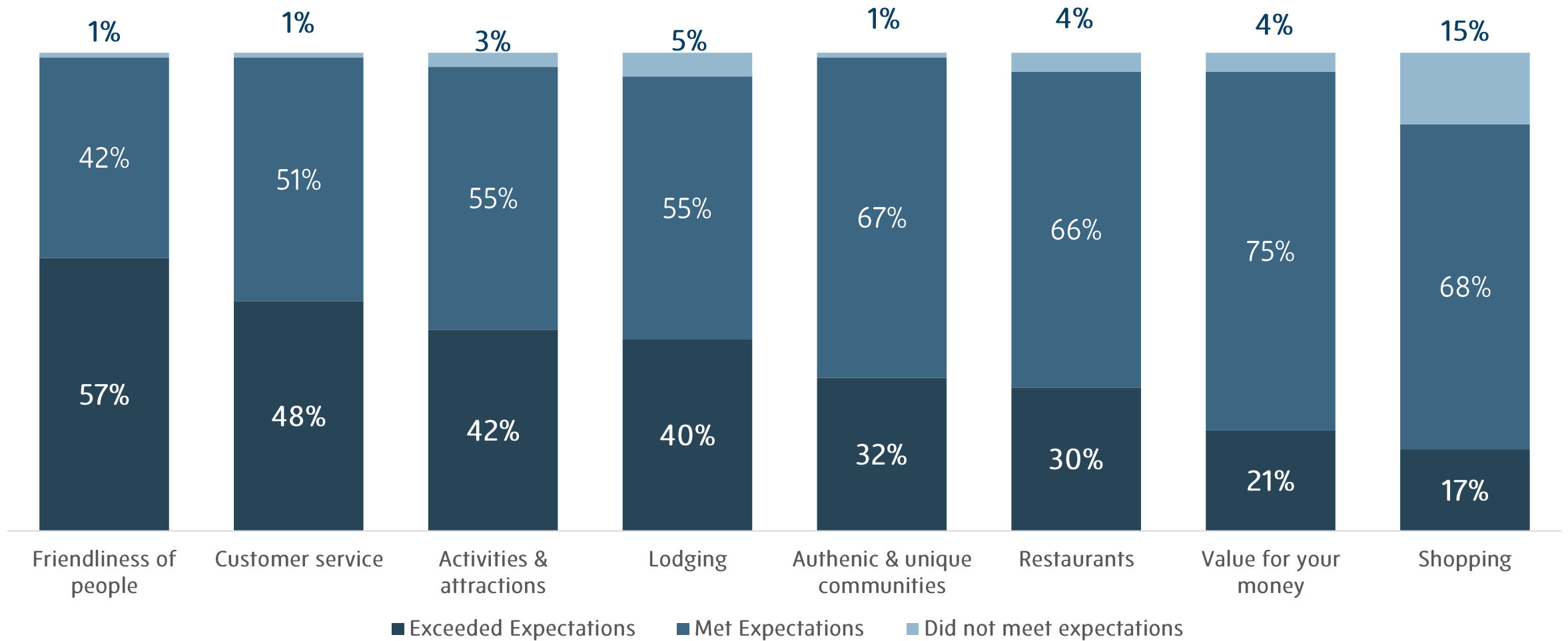
*2% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Once is enough to see and do everything 2. Quality of accommodations 3. Airline service is too limited/too expensive 4. Lack of activities/attractions 5. Lack of nightlife.

SATISFACTION

- » 98% of visitors were satisfied with their trip to Maine
- » Over 2 in 3 visitors were very satisfied with their trip to Maine

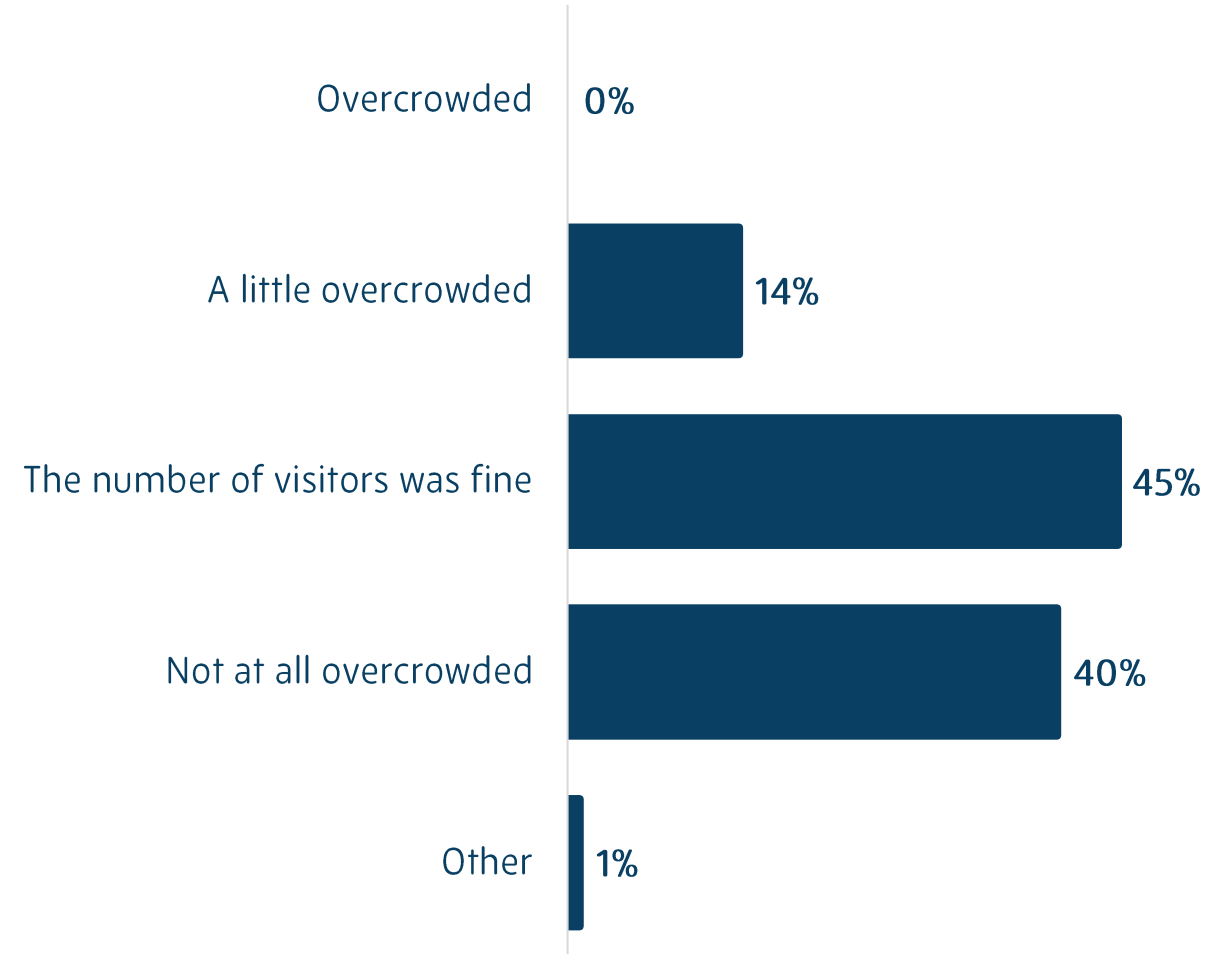


TRIP RATINGS



OVERCROWDING

- » Nearly **half** of visitors thought the number of visitors during their trip to Maine was fine
- » **14%** of visitors thought it was a little overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

96 interviews were completed with visitors to the Aroostook County online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between September 1st, 2023 and November 30th, 2023.

AROOSTOOK COUNTY

2023 Fall Visitor Tracking Report

SEPTEMBER – NOVEMBER 2023

Downs & St. Germain Research
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