

KENNEBEC VALLEY

2023 Summer Visitor Tracking Report
MAY – AUGUST 2023

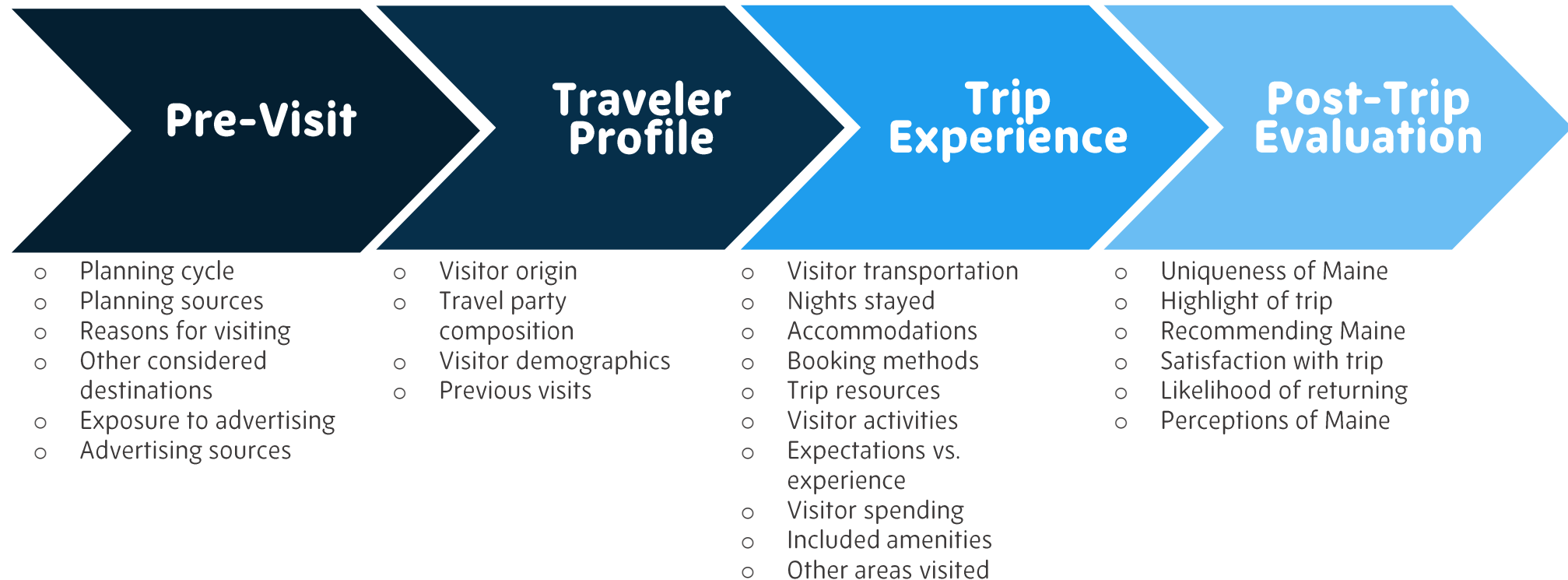


STUDY OBJECTIVES: VISITOR JOURNEY

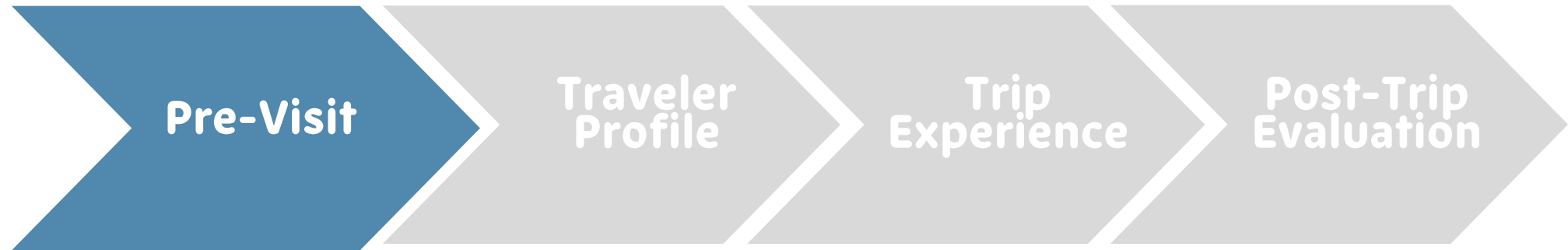
This report presents information about visitors to Maine from May to August 2023.

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.



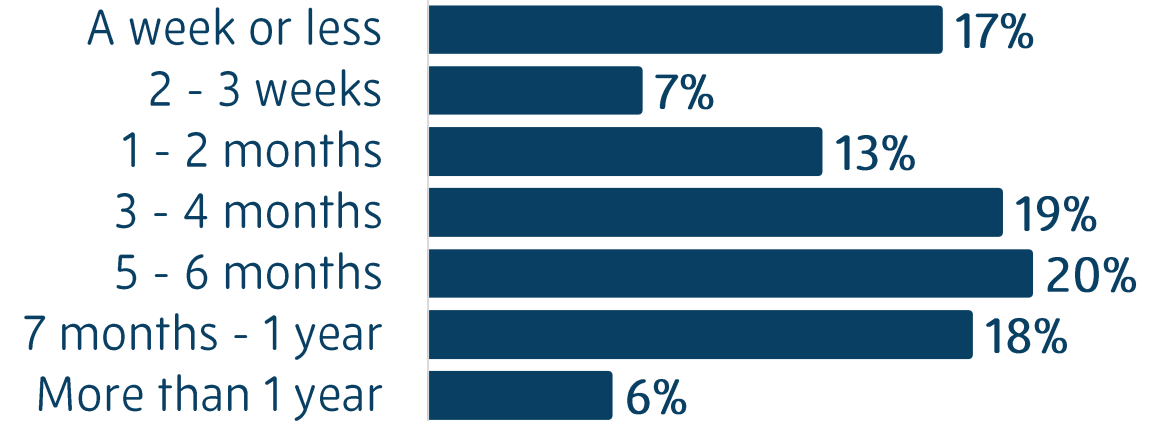
VISITOR JOURNEY: PRE-VISIT



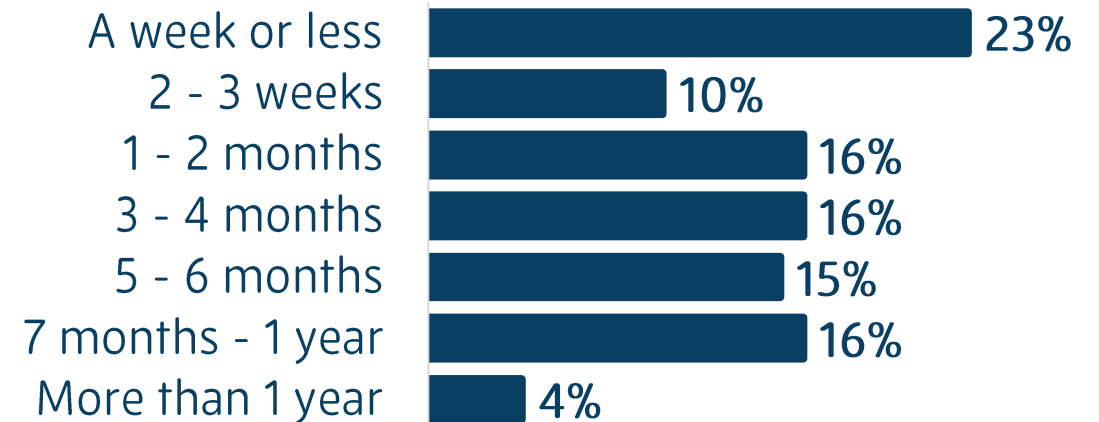
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **81 days** in advance
- » **76%** of visitors started planning their trip a month or more in advance
- » Typical visitors booked their accommodations **62 days** in advance
- » **49%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

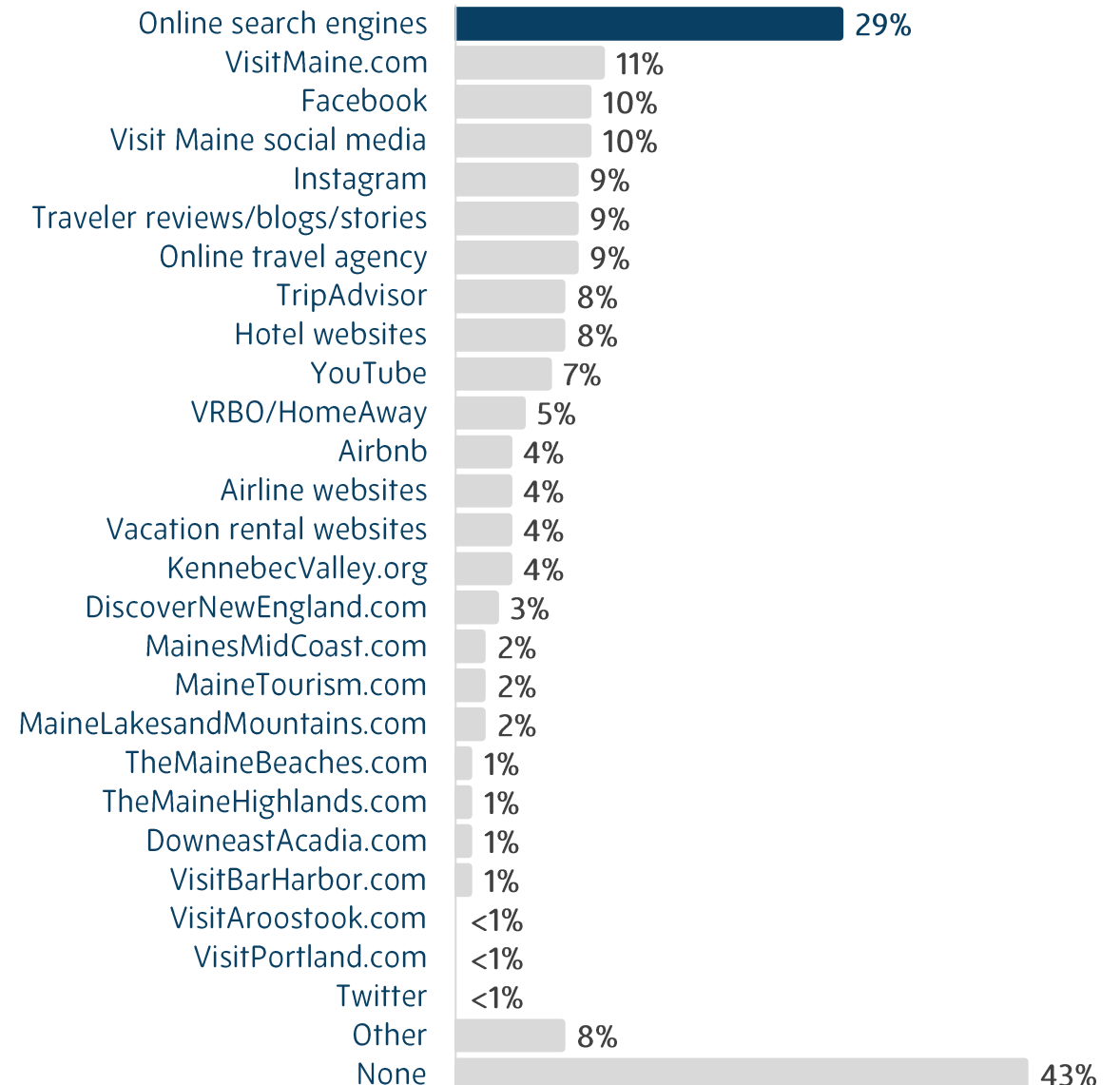


Booked Accommodations/Made Trip Decisions



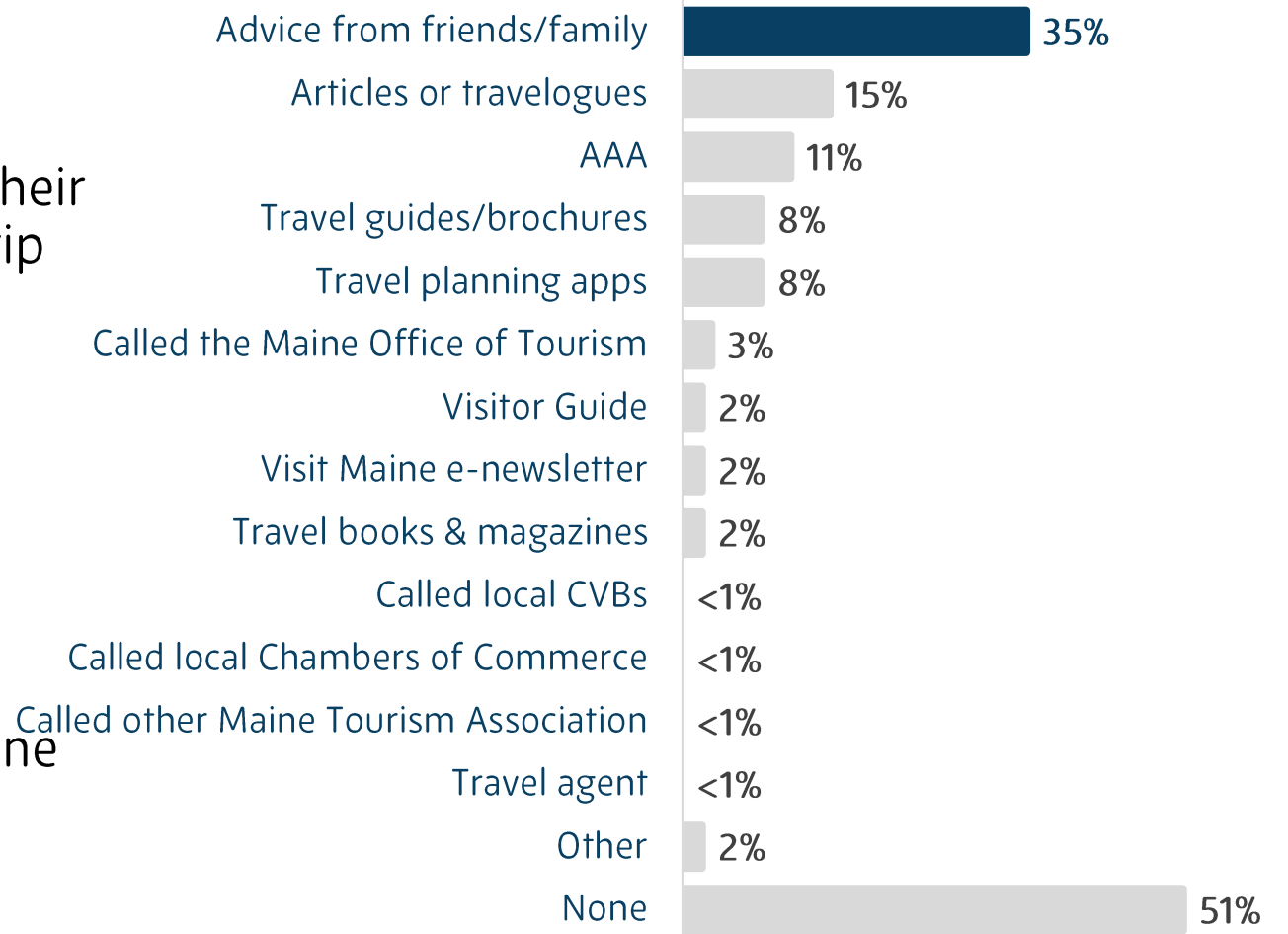
ONLINE TRIP PLANNING SOURCES*

- » Nearly **3 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **3 in 10** visitors used an online search engine, such as Google, to help them plan their trip in Maine



OTHER TRIP PLANNING SOURCES*

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



REASONS FOR VISITING*

- » Nearly **1 in 3** visitors came to Maine to visit friends and relatives
- » Nearly **3 in 10** came to relax and unwind or for sightseeing/touring



TV SHOWS & FILM*

- » **9%** of visitors said a TV show or film inspired their trip to Maine
- » **Half** of visitors who were inspired by a TV show or film said they visited a show or film location while in Maine
- » **13%** 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: 9% of visitors who were inspired by a TV show or film

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

50%

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

33%

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

11%

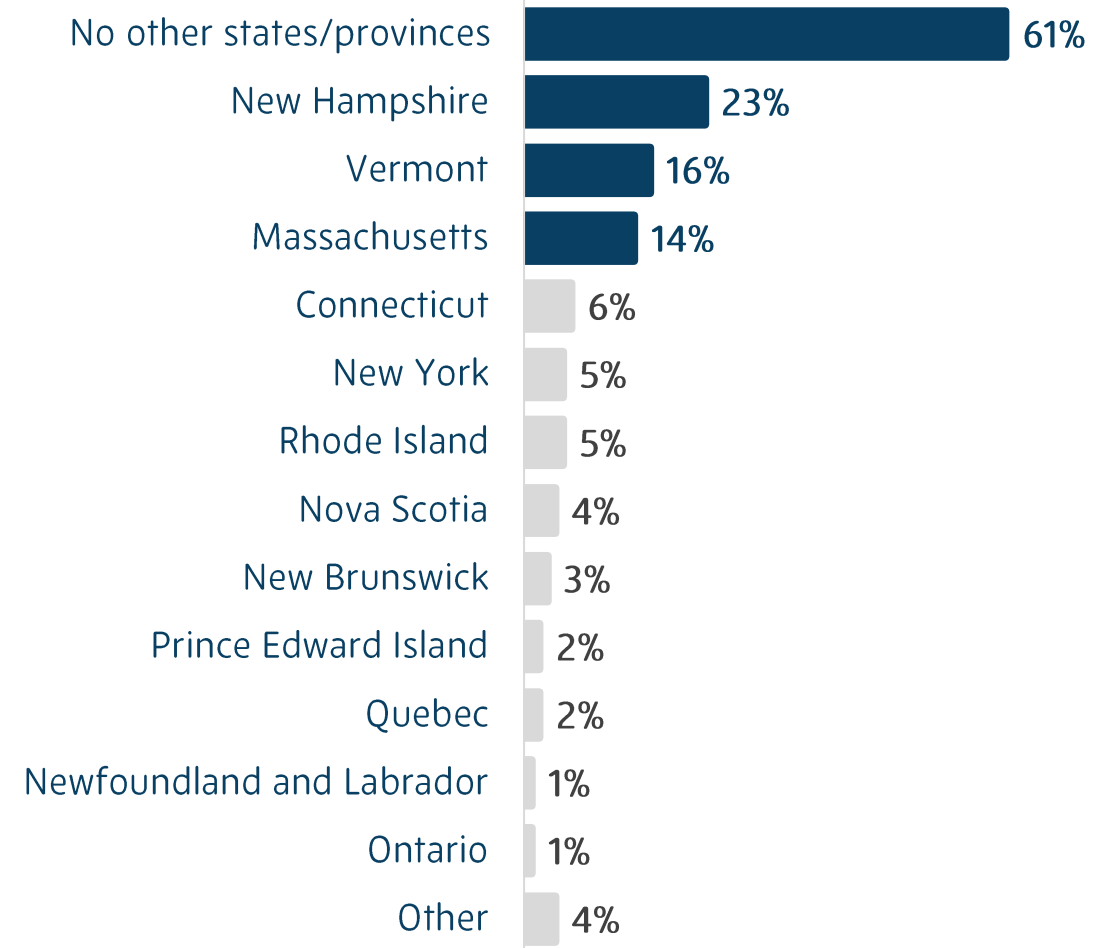
I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor

6%

*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

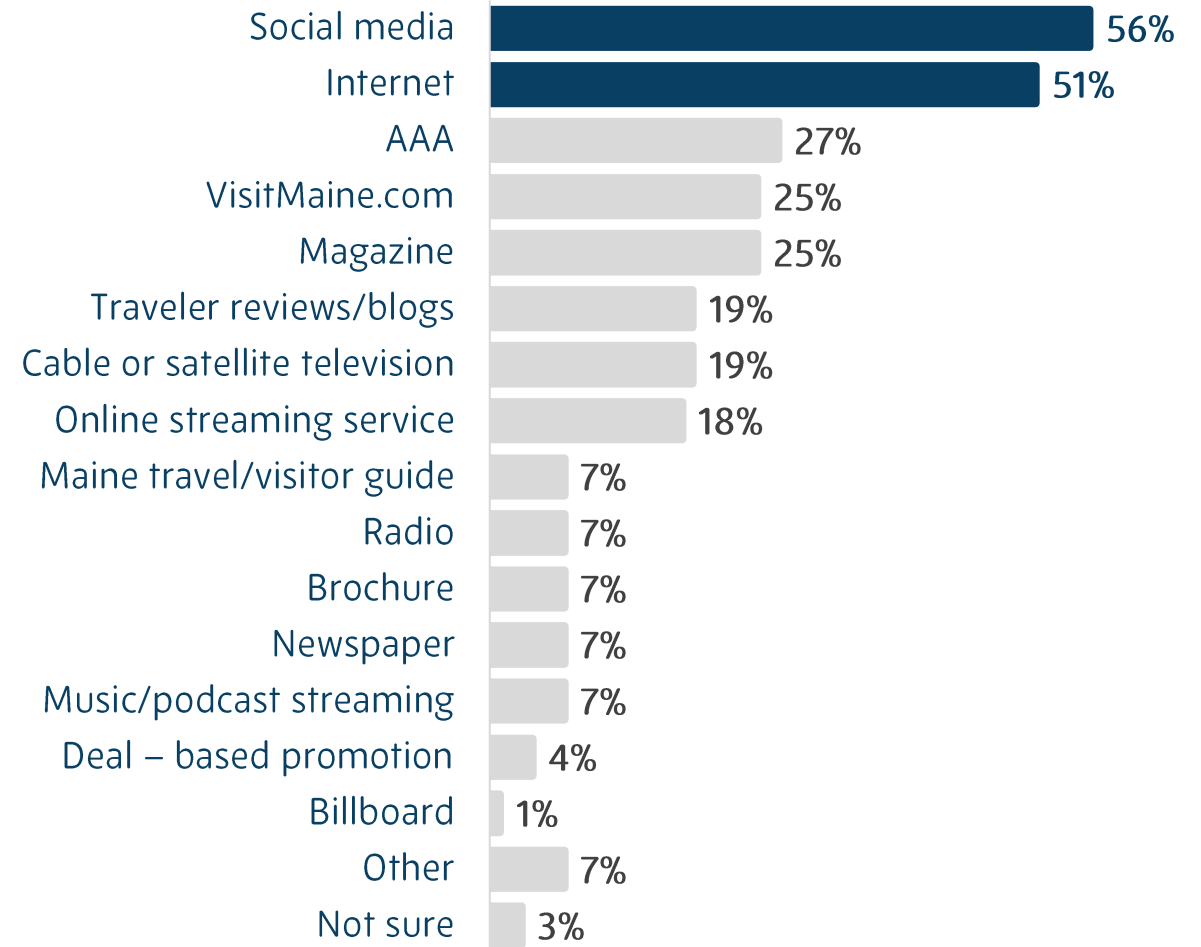
- » Over **3 in 5** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces
- » Nearly **1 in 4** visitors also considered New Hampshire
- » Around **1 in 6** also considered Vermont or Massachusetts



PRE-TRIP RECALL OF ADVERTISING*

- » Over **1 in 3** visitors noticed 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 **27% of all** visitors to visit Maine

Base: 36% of visitors who noticed advertising

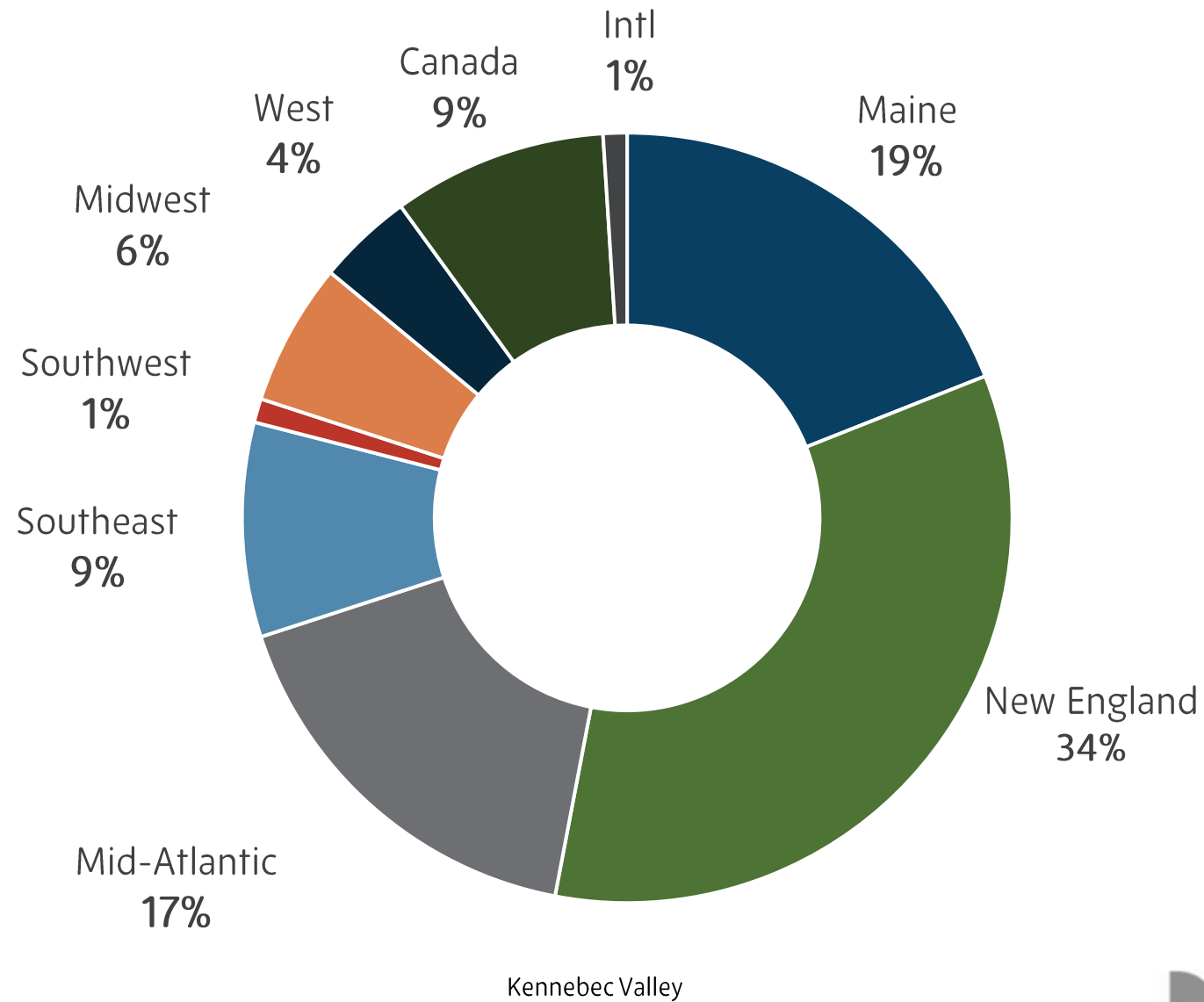


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **75%** of visitors traveled to/within Maine from 10 U.S. states and Canadian provinces
- » Nearly **1 in 5** visitors were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	20%
Maine	19%
Connecticut	6%
New York	6%
Quebec	6%
Florida	5%
New Hampshire	4%
Maryland	3%
New Jersey	3%
Virginia	3%

TOP ORIGIN MARKETS

- » **Half** of visitors traveled from **14** U.S. and international markets
- » **13%** of visitors traveled to Maine from Boston

Market	Percent
Boston	13%
New York City ¹	6%
Washington DC - Baltimore ²	6%
Portland, ME	5%
Augusta	2%
Cleveland	2%
Hartford, CT	2%
Lowell, MA	2%
Montreal, CAN	2%
Providence, RI	2%
Quebec City, CAN	2%
Rochester - Portsmouth, NH	2%
Waterville, ME	2%
Weymouth, MA	2%

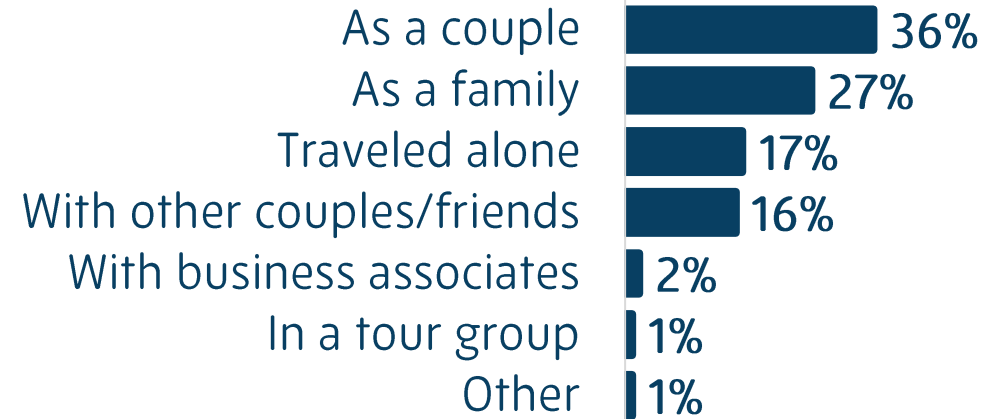
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

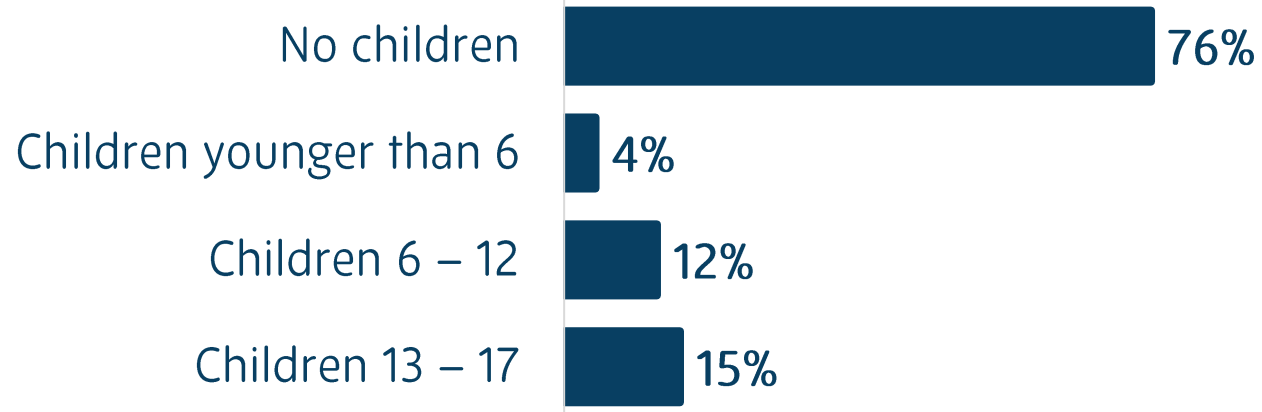
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.4** people
- » Nearly **2 in 5** visitors traveled as a couple
- » Nearly **3 in 10** traveled as a family
- » **24%** of visitors traveled with one or more children in their travel party

Travel Party Composition



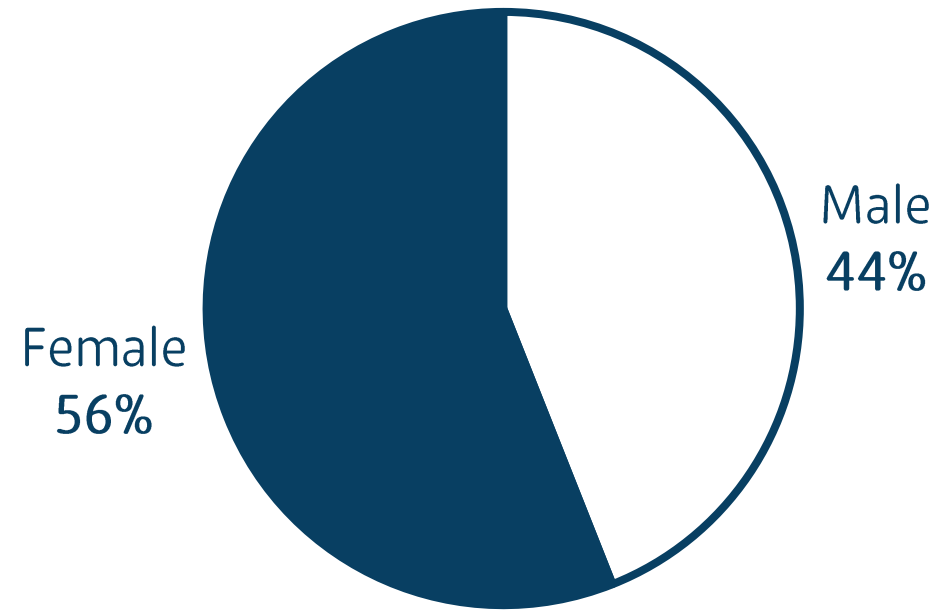
Children in Travel Party*



*Multiple responses permitted.

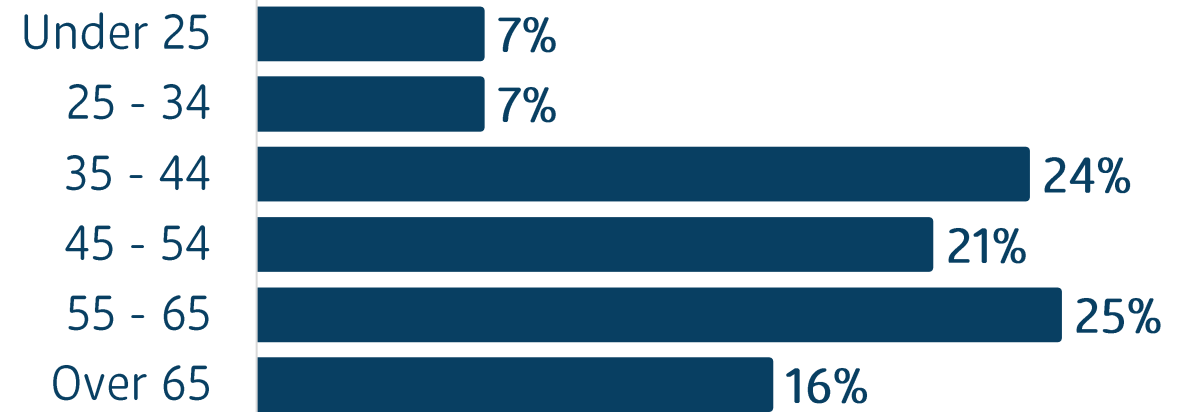
GENDER

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



AGE

» The average age of visitors to Maine is 51 years old



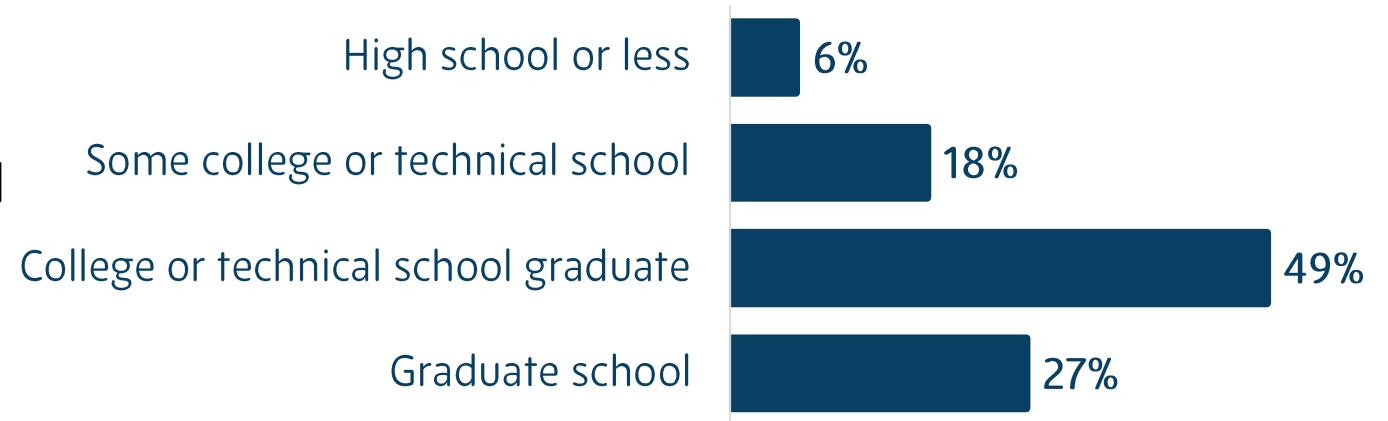
RACE & ETHNICITY

» 9 in 10 visitors to Maine were white



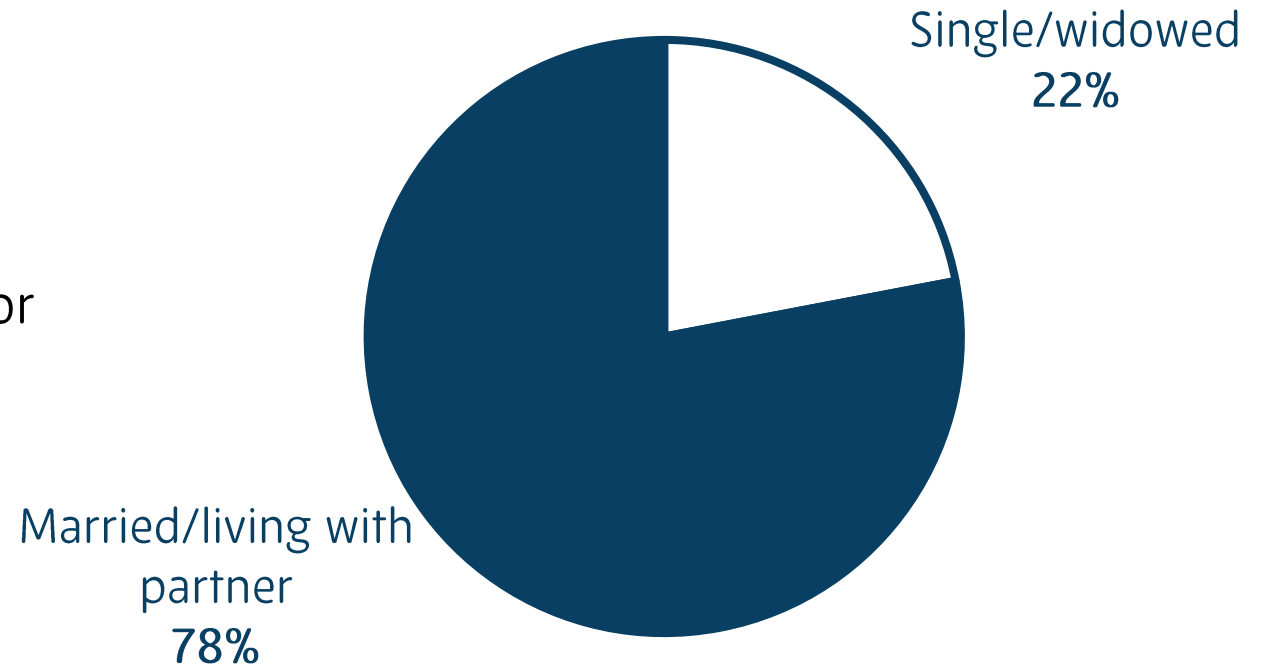
EDUCATIONAL ATTAINMENT

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



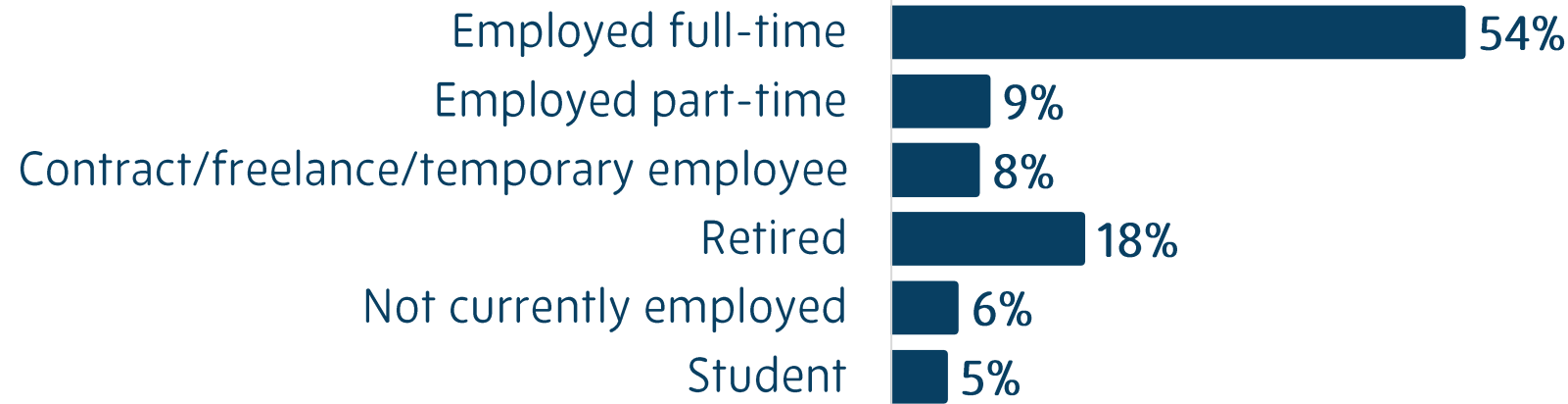
MARITAL STATUS

» Nearly **4 in 5** visitors to Maine were married or living with their partner



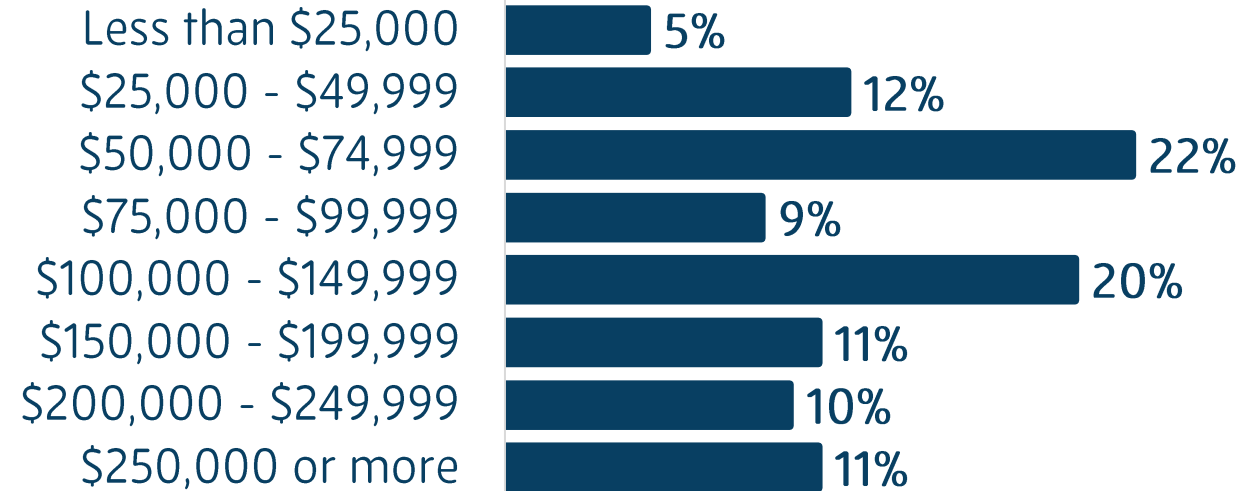
EMPLOYMENT STATUS

» Over **7 in 10** visitors to Maine were employed, most full-time



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$105,000** per year
- » **32%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

» 18% of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as 41% had previously traveled in Maine more than 10 times

This is my first time

2 - 5 times

6 - 10 times

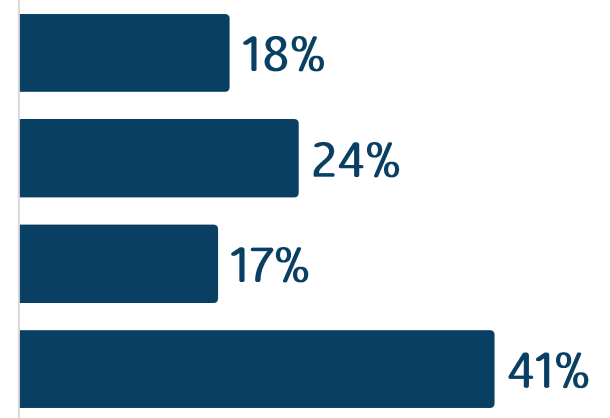
11+ times

18%

24%

17%

41%

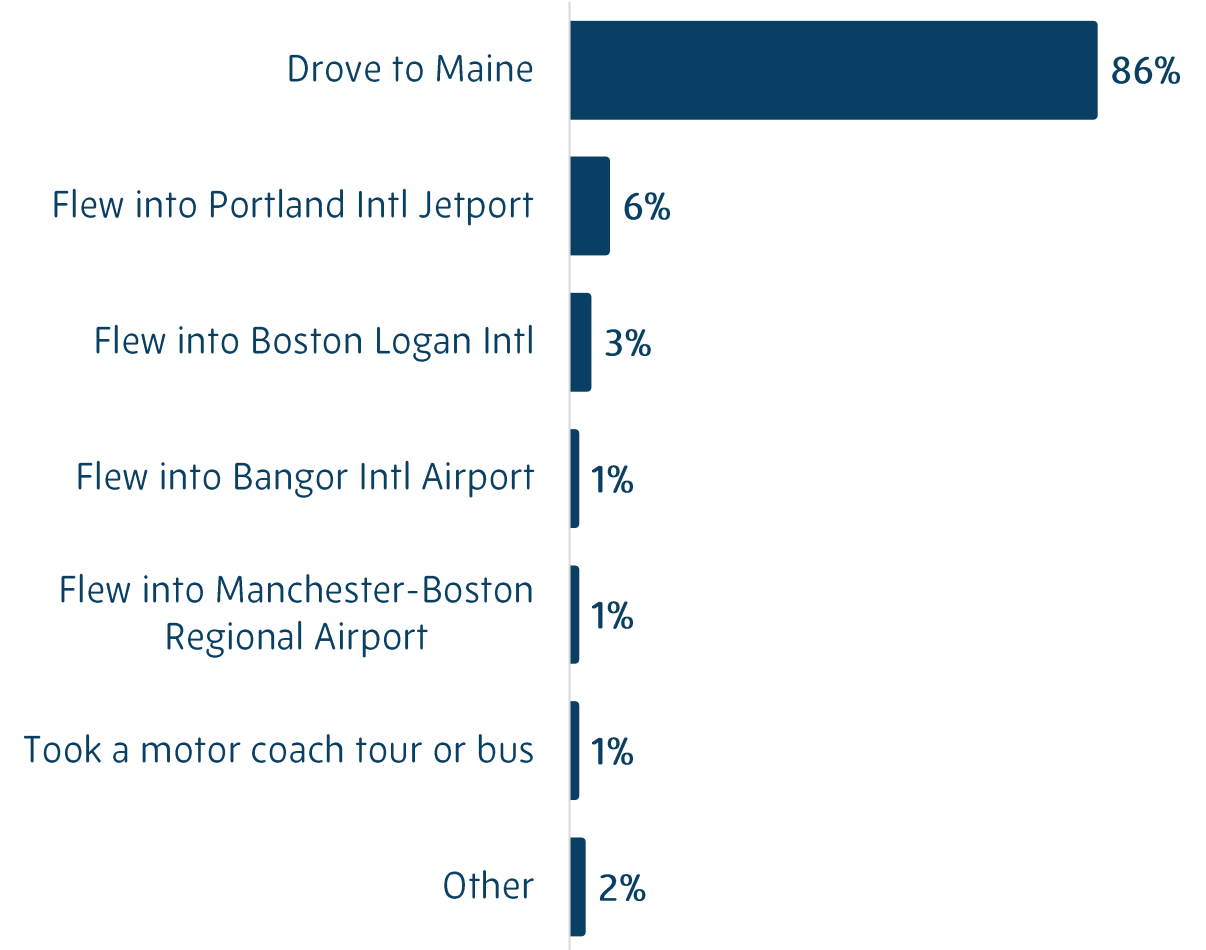


VISITOR JOURNEY: TRIP EXPERIENCE



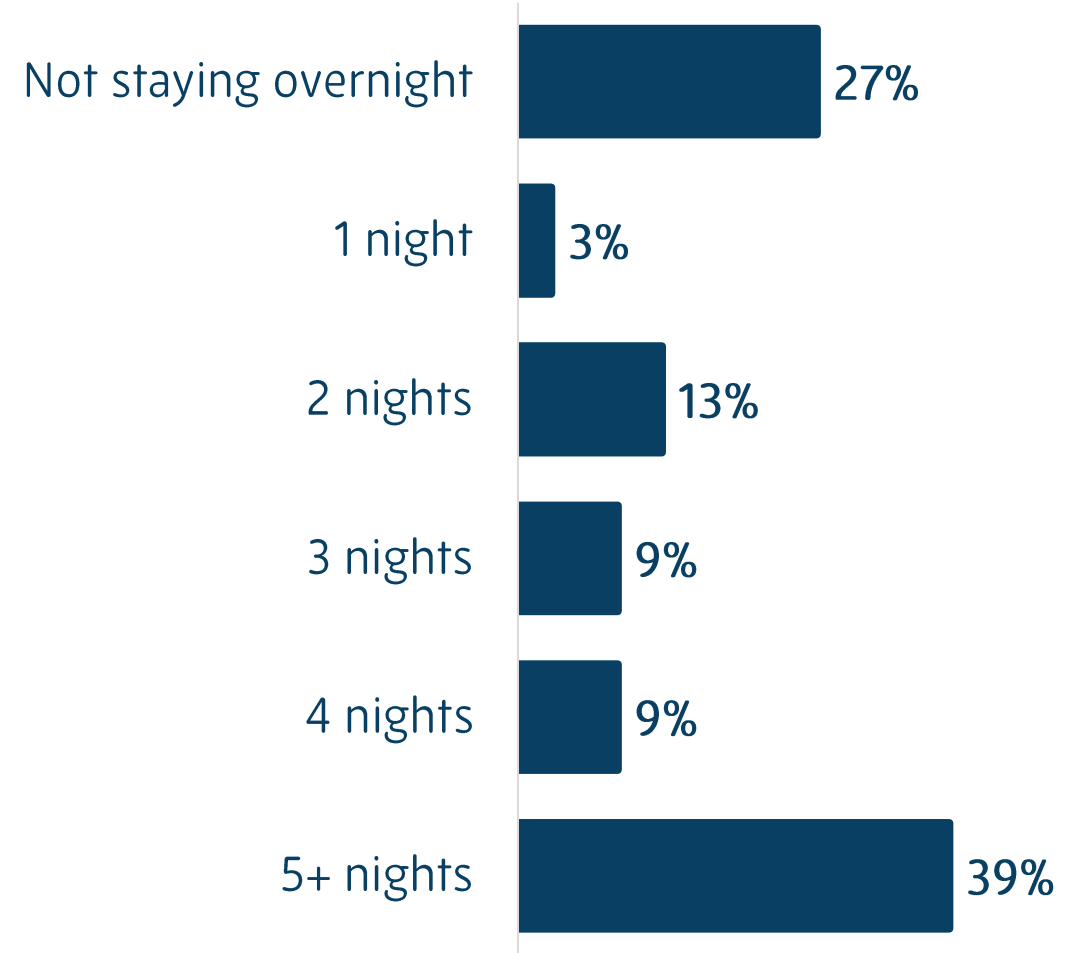
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **86%** 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

- » 73% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 5.5* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.8 nights in Maine on their trips

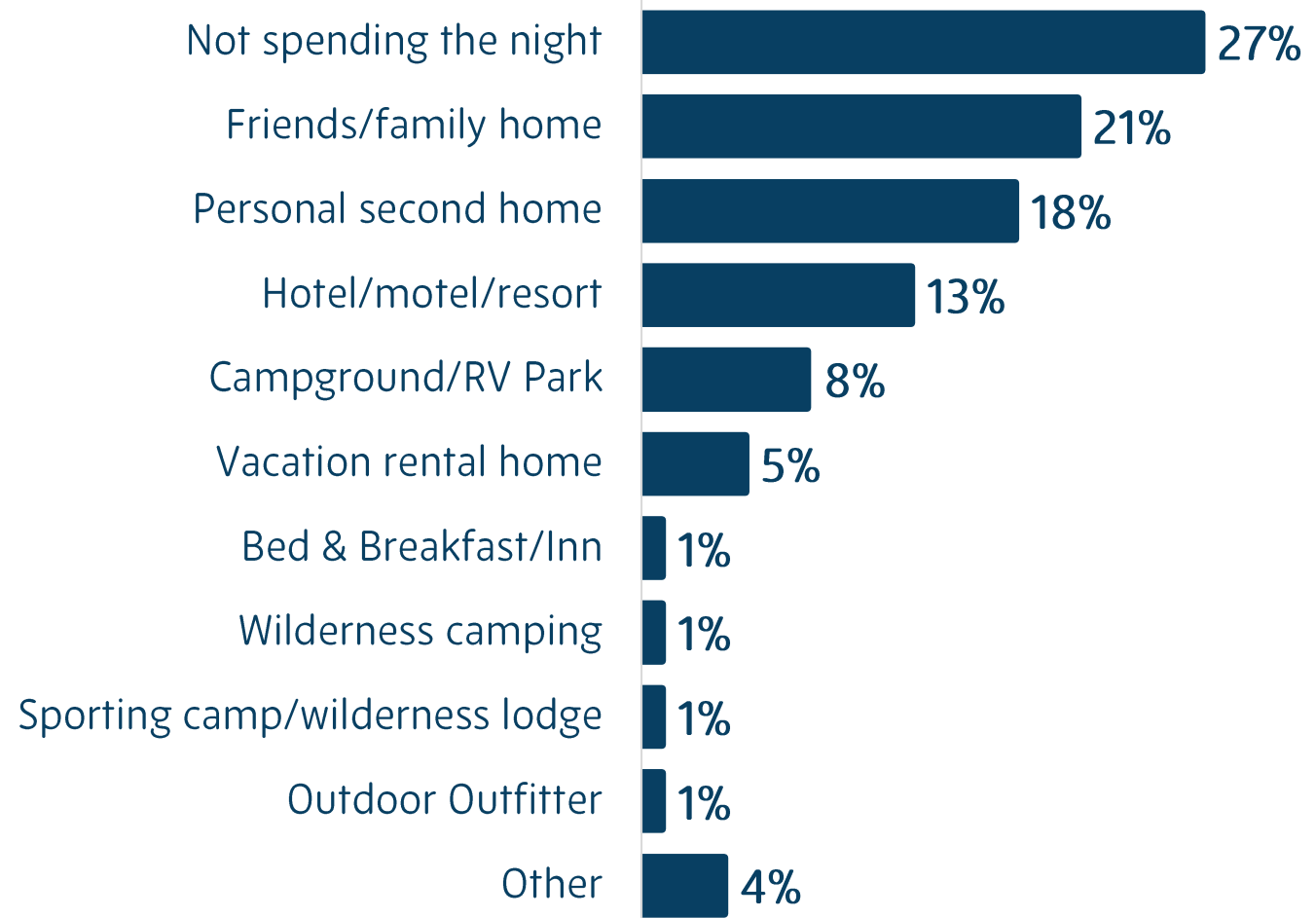


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Kennebec Valley

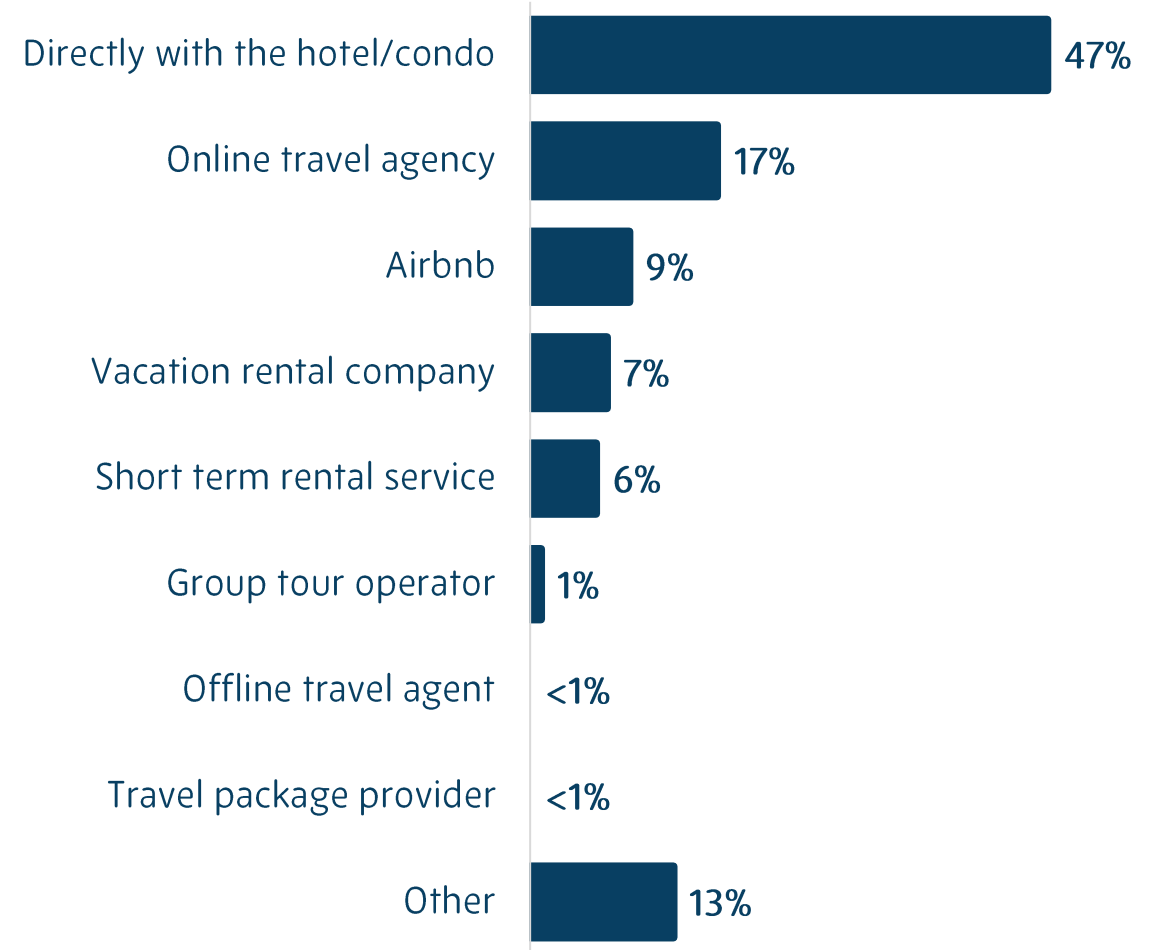
ACCOMMODATIONS

- » Nearly **3 in 10** visitors just visited the area for the day
- » About **1 in 5** visitors stayed with friends and relatives or in a personal second home on their trip to Maine



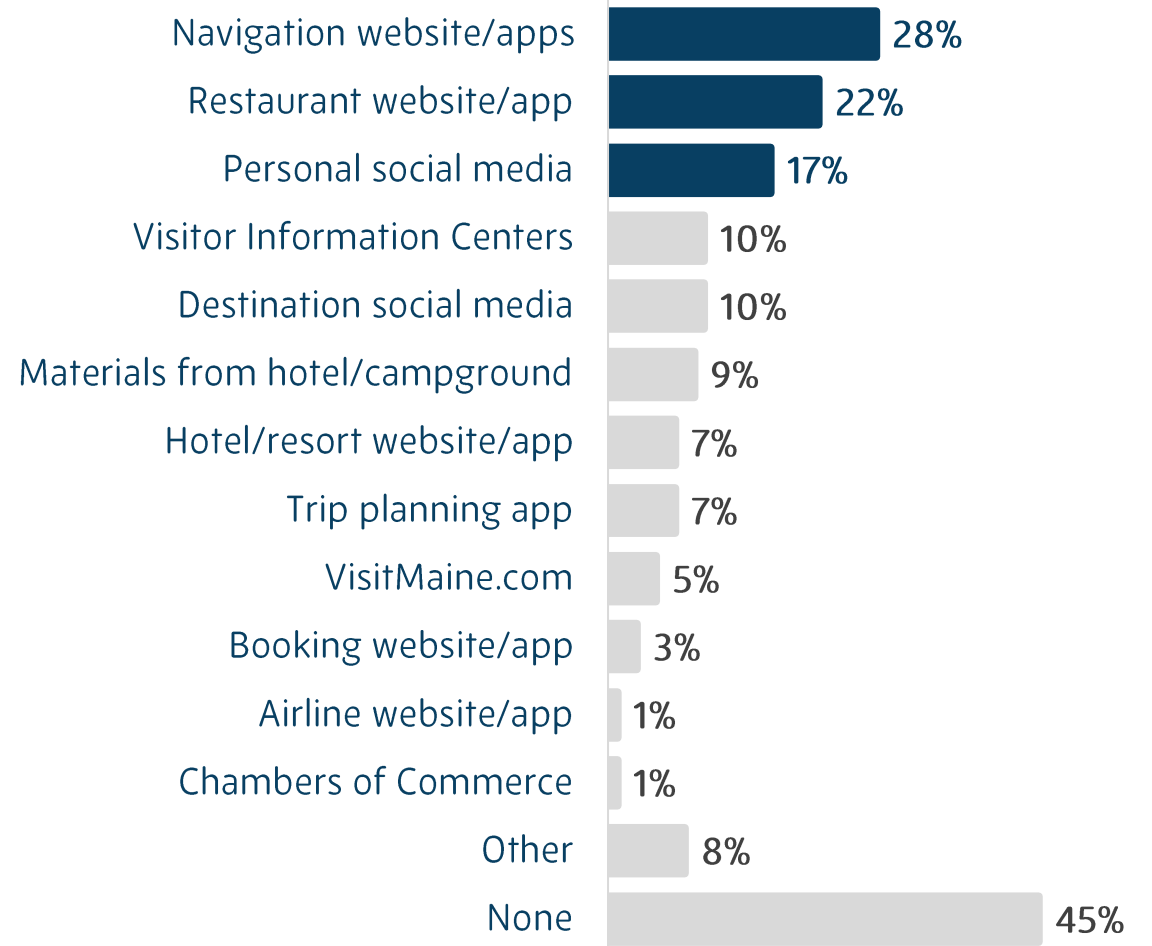
BOOKING METHODS

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



IN-MARKET VISITOR RESOURCES*

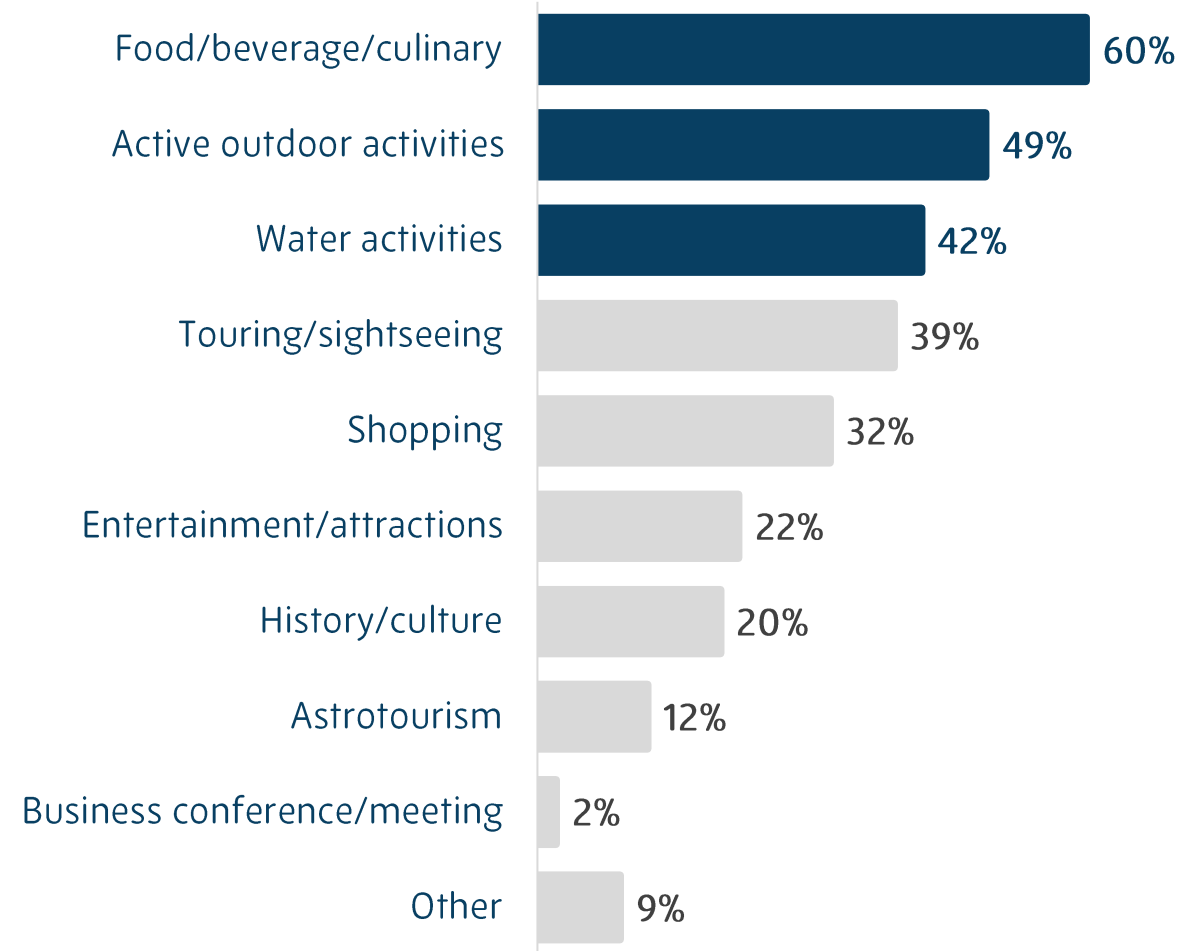
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **1 in 5** visitors went to restaurant websites or apps
- » Nearly **half** of visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

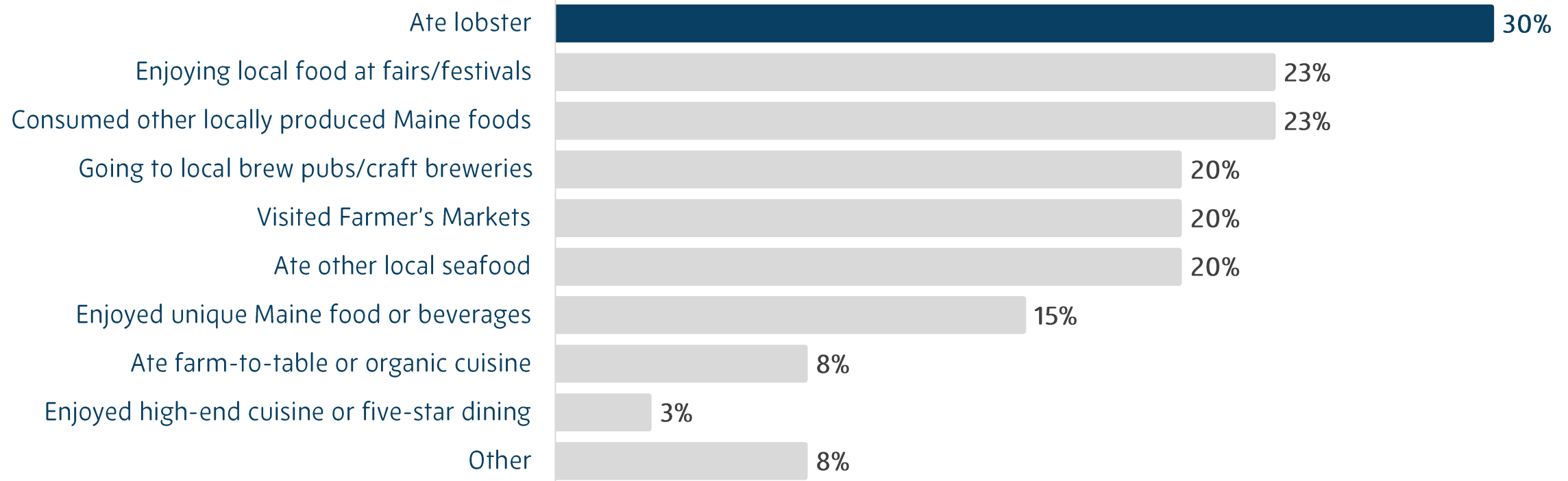
VISITOR ACTIVITIES*

- » 3 in 5 visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **half** of visitors engaged in active outdoor activities during their trip to Maine



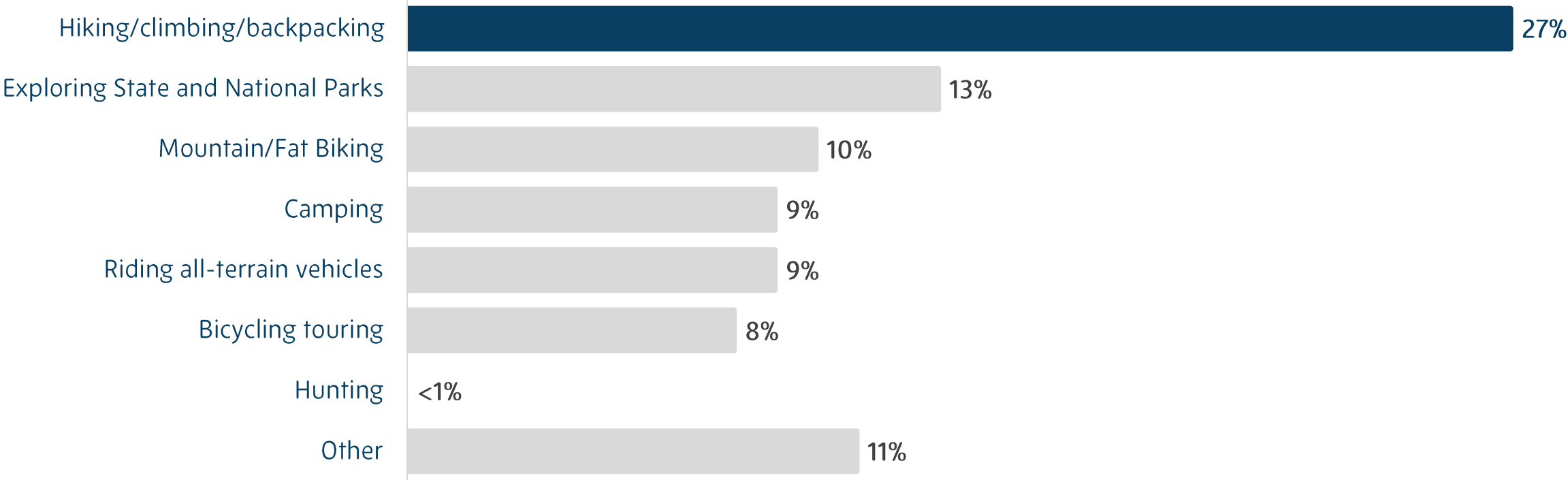
*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*

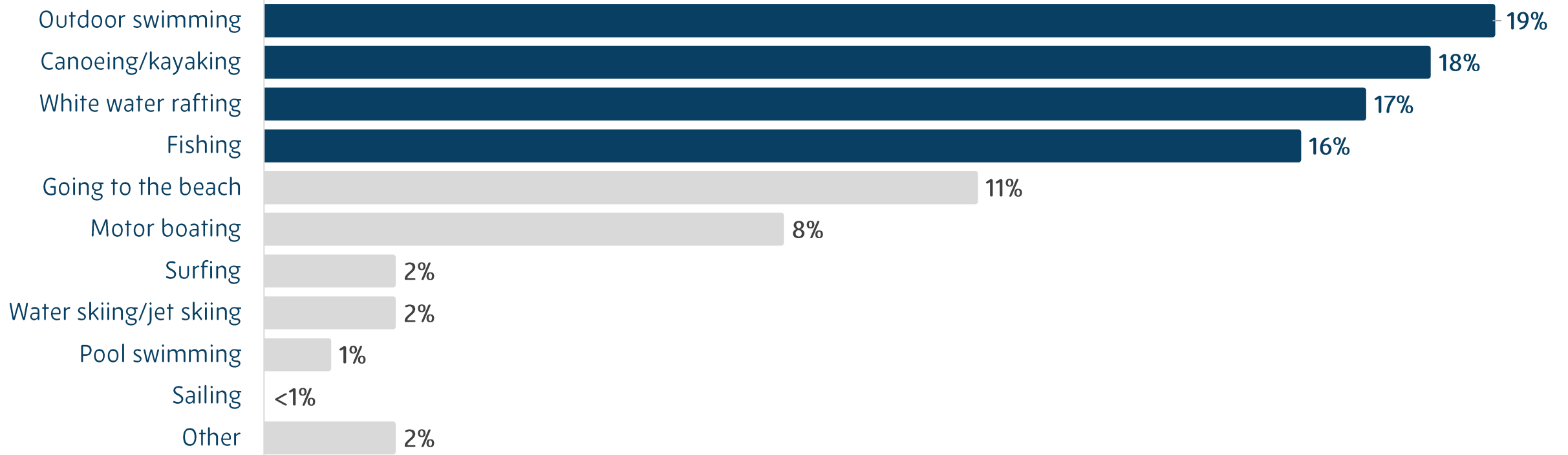


*Multiple responses permitted.

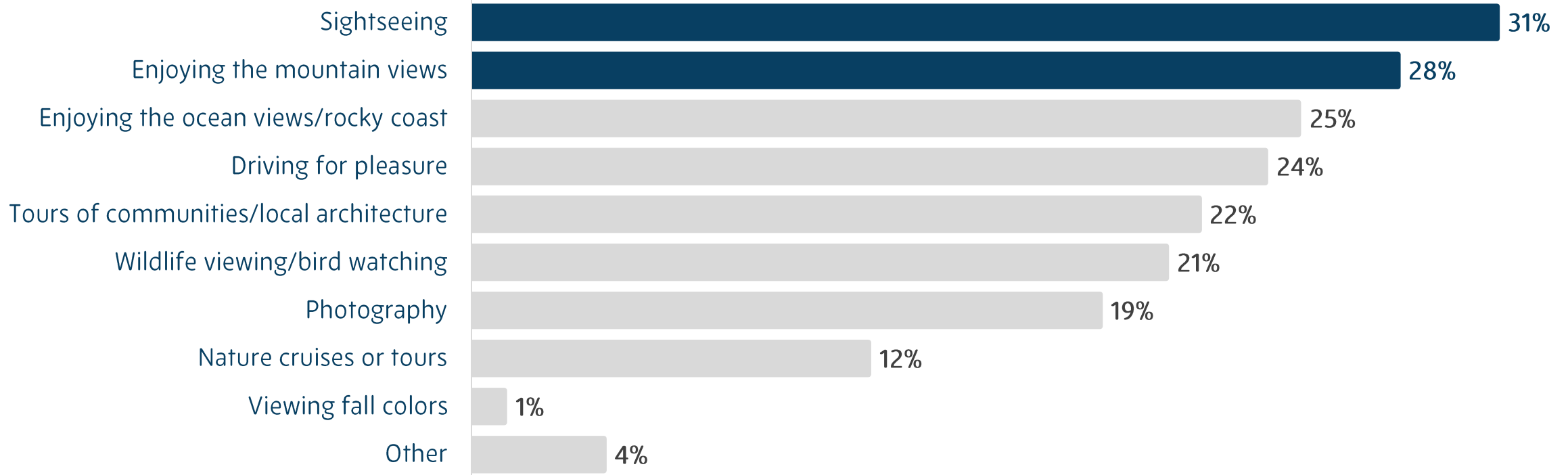
ACTIVE OUTDOOR ACTIVITIES*



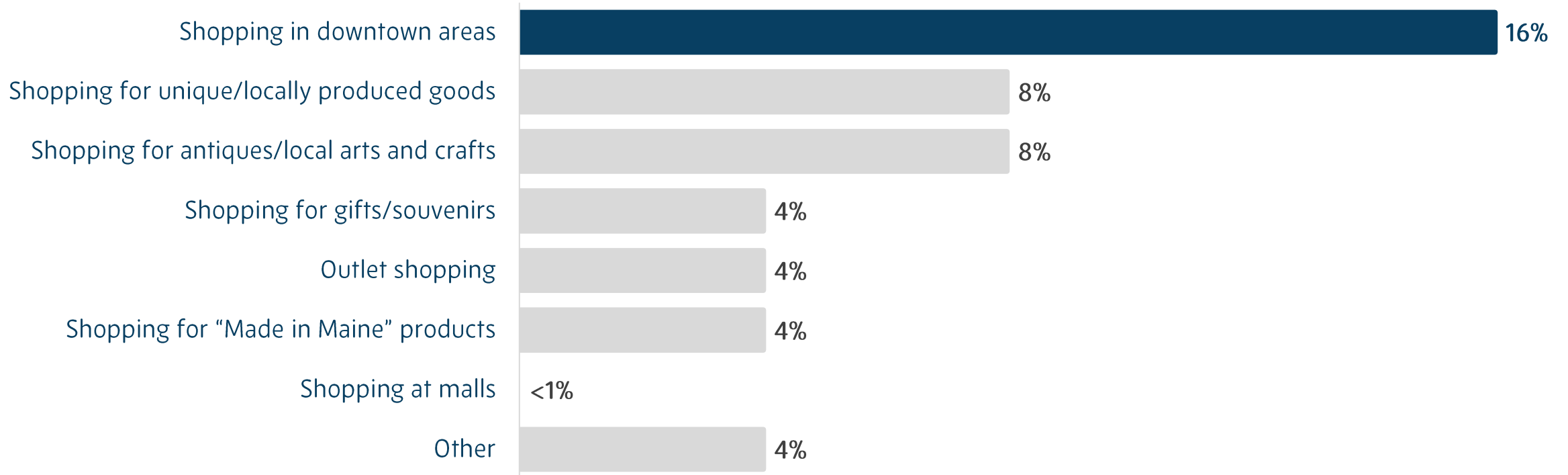
WATER ACTIVITIES*



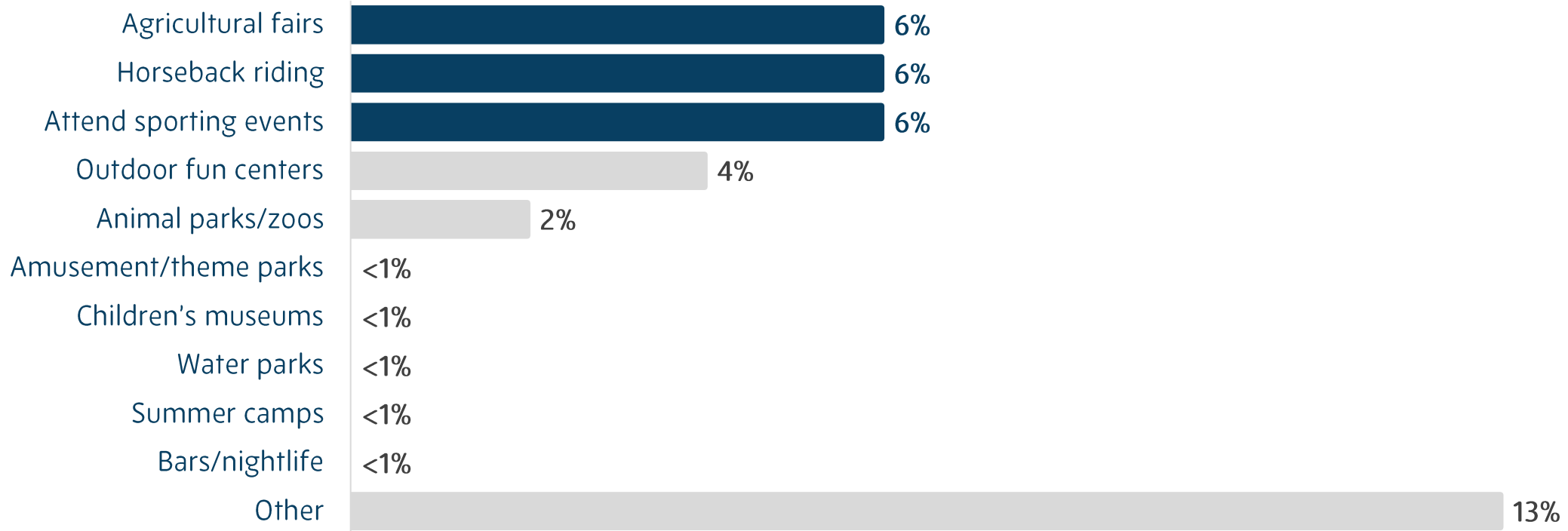
TOURING & SIGHTSEEING ACTIVITIES*



SHOPPING ACTIVITIES*



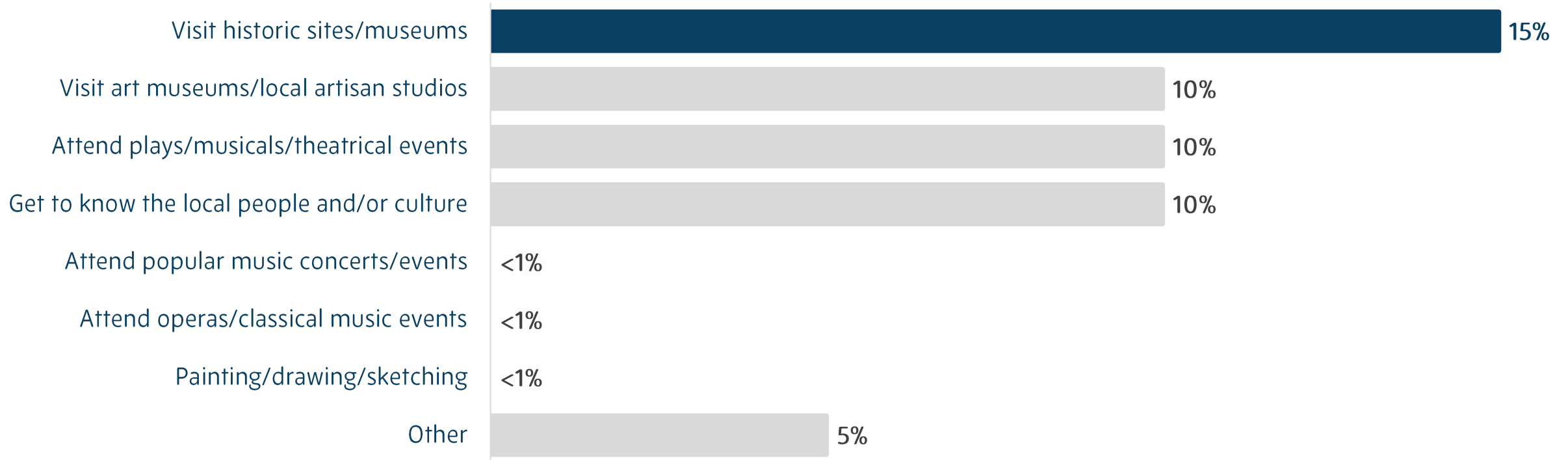
ENTERTAINMENT ACTIVITIES*



*Multiple responses permitted.

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

HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$166
Transportation	\$56
Groceries	\$55
Restaurants	\$97
Shopping	\$97
Activities & Attractions	\$135
Other	\$37
Daily Spending	\$643

TOTAL TRAVEL PARTY SPENDING

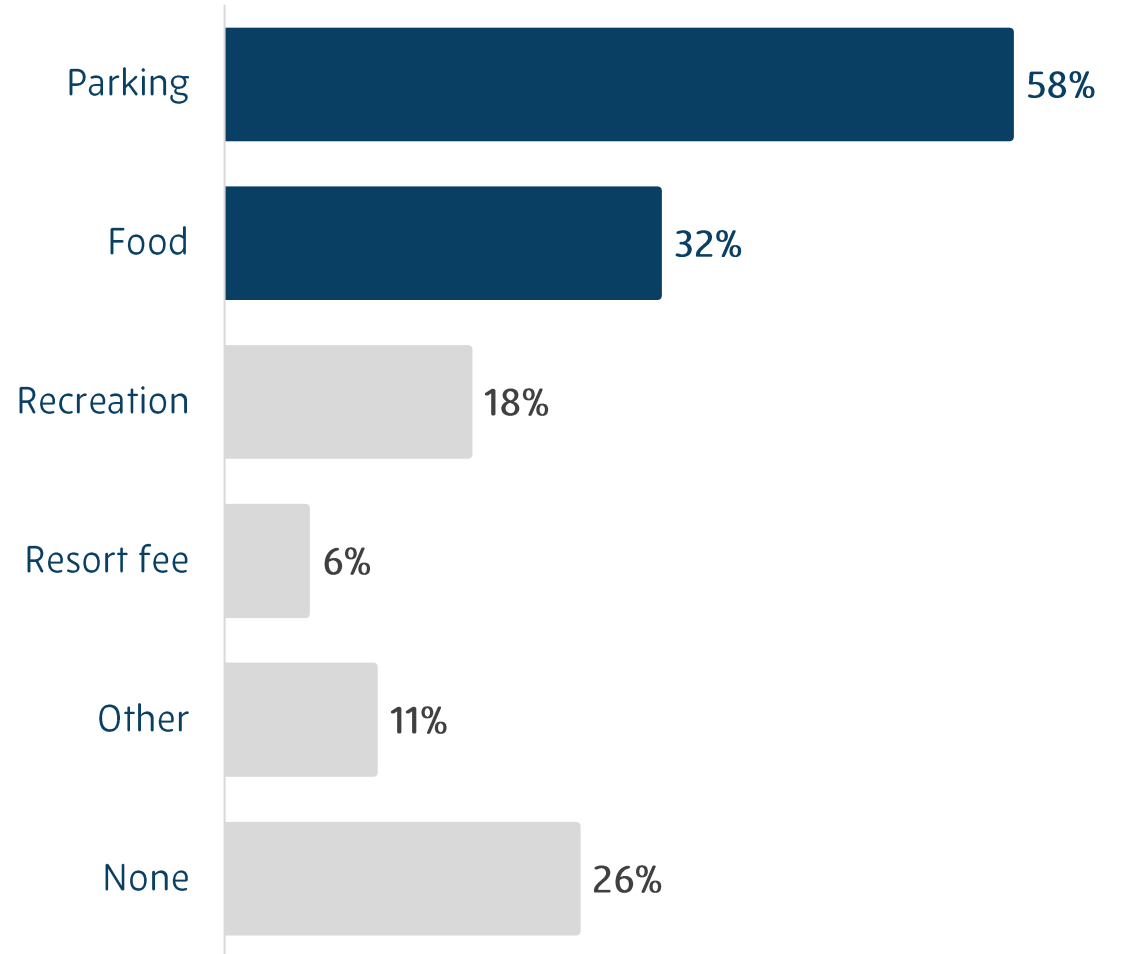
All Visitors

Accommodations	\$913
Transportation	\$308
Groceries	\$303
Restaurants	\$534
Shopping	\$534
Activities & Attractions	\$743
Other	\$204

Total Spending	\$3,537
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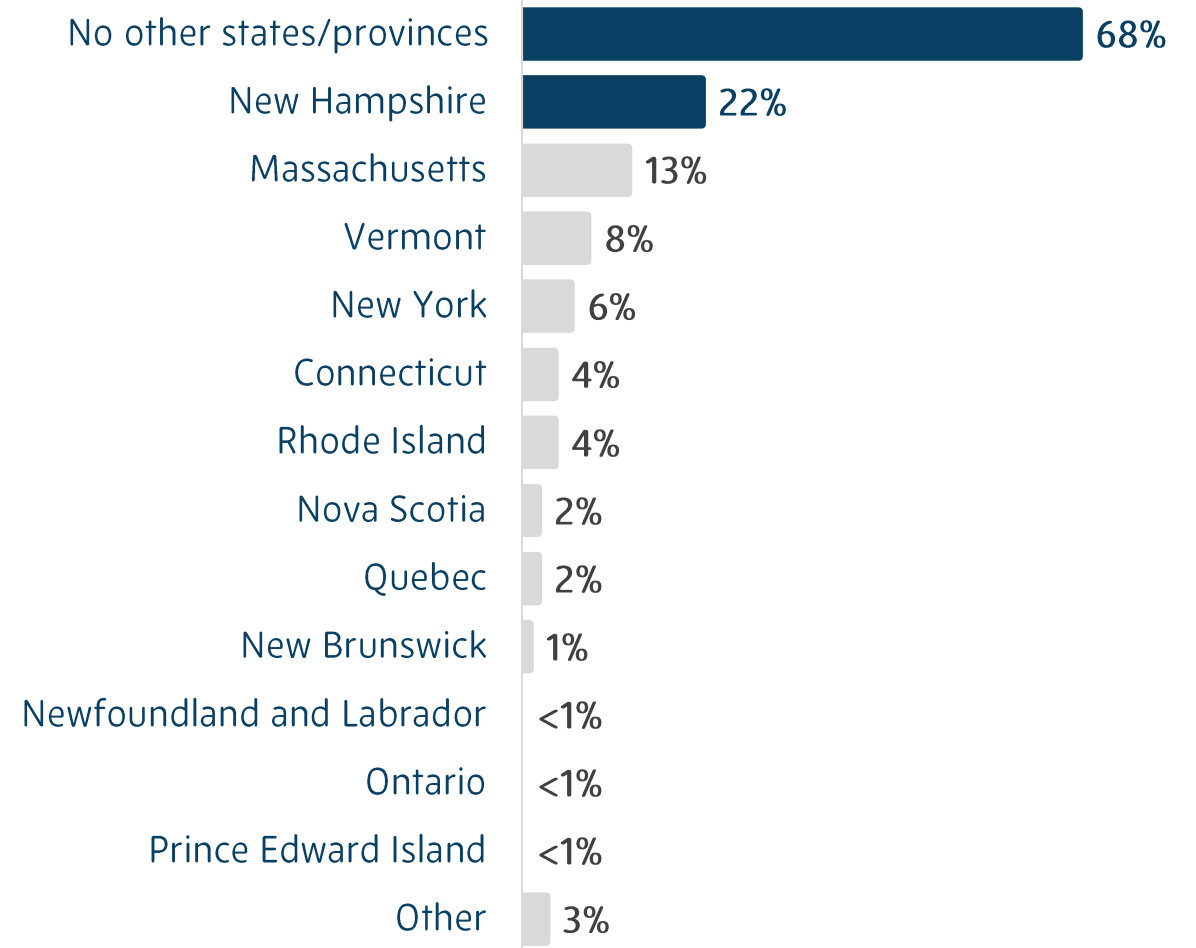
LODGING AMENITIES*

- » 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 nearly **3 in 5** visitors
- » Food was included in accommodations' pricing for nearly **1 in 3** visitors



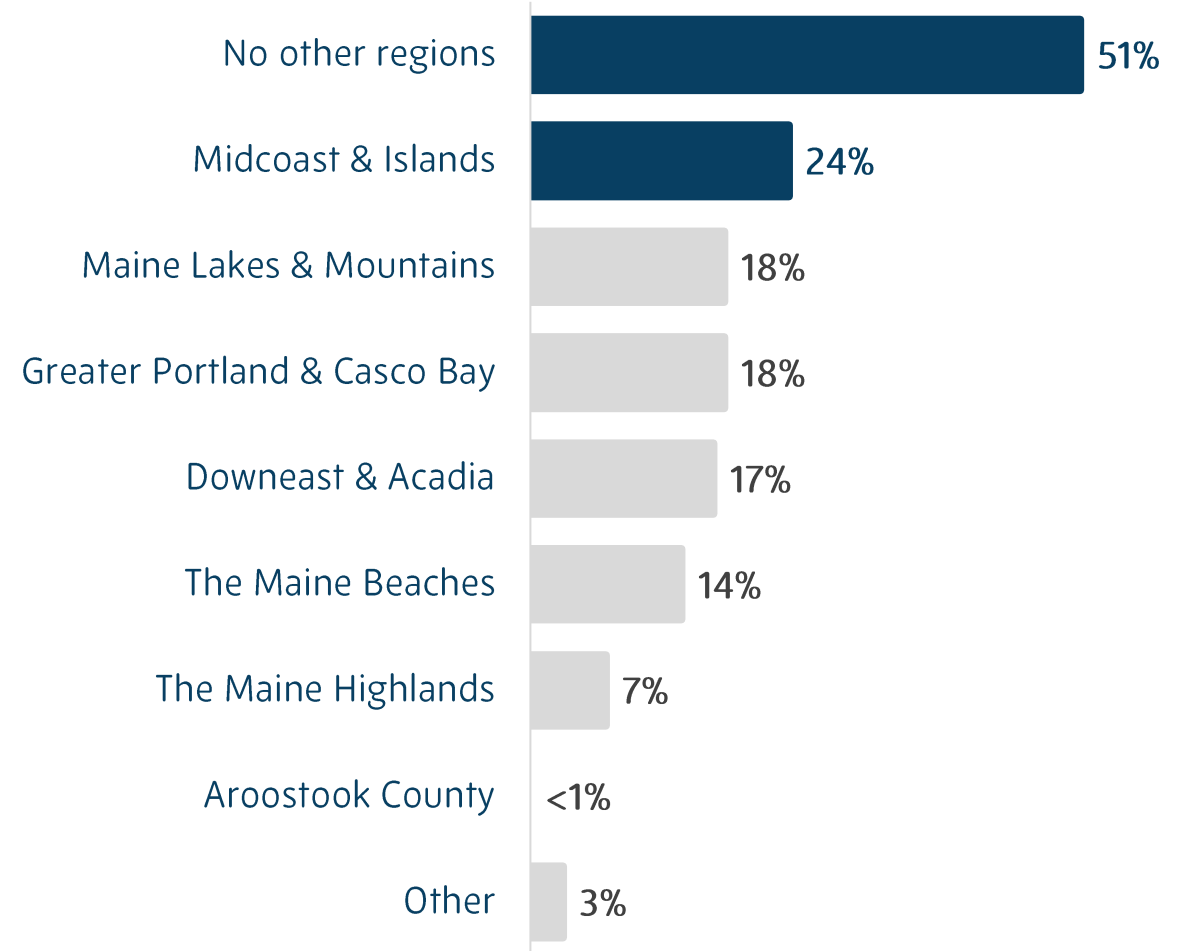
OTHER STATES & PROVINCES VISITED*

- » Over **2 in 3** visitors did not visit any other U.S. state or Canadian province during their trip
- » Visitors were more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

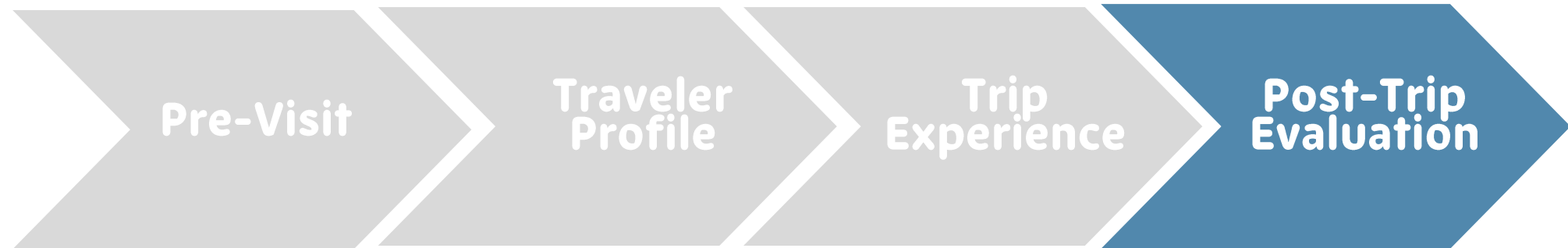


TRAVELING WITHIN MAINE*

- » Over **half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » Nearly **1 in 4** visitors visited the Midcoast & Islands area in addition to their primary destination within Maine



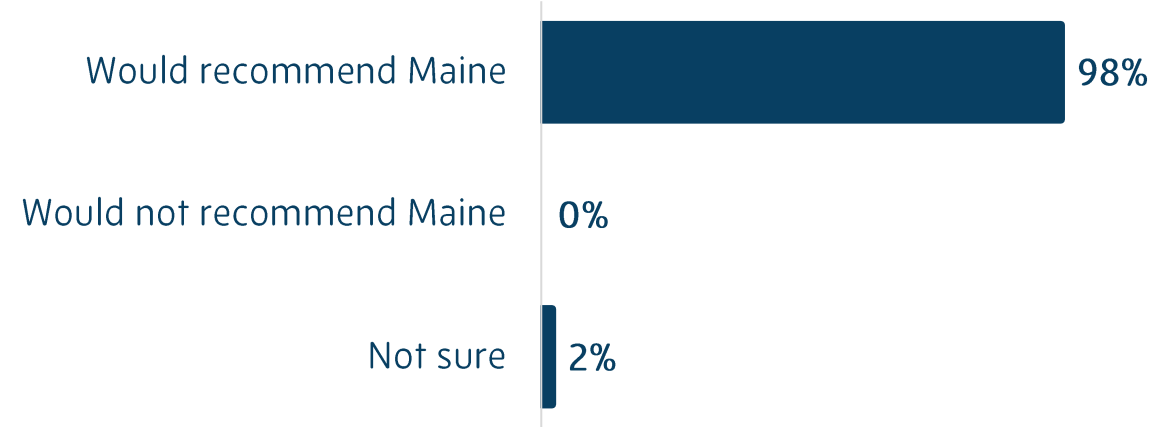
VISITOR JOURNEY: POST-TRIP EVALUATION



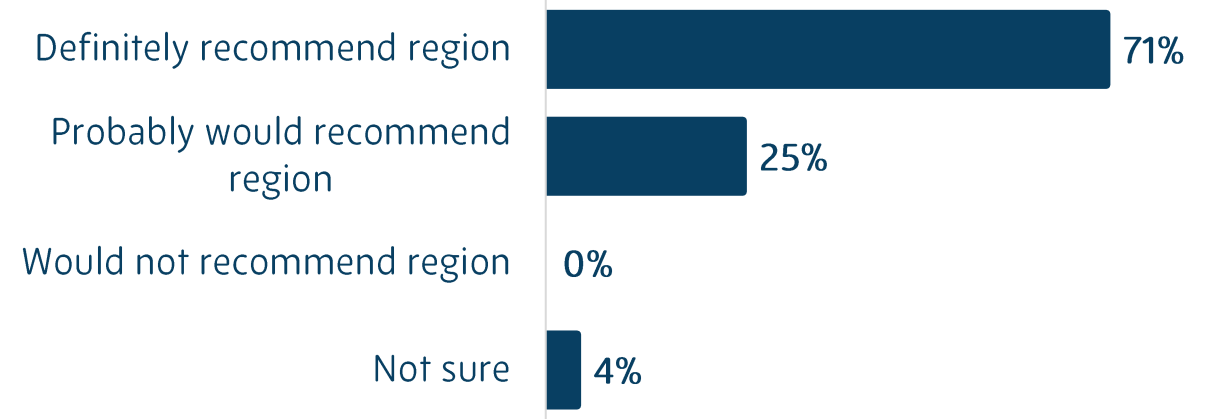
RECOMMENDING MAINE & ITS REGIONS

- » **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 – **71%** would definitely recommend

Likelihood of Recommending Maine

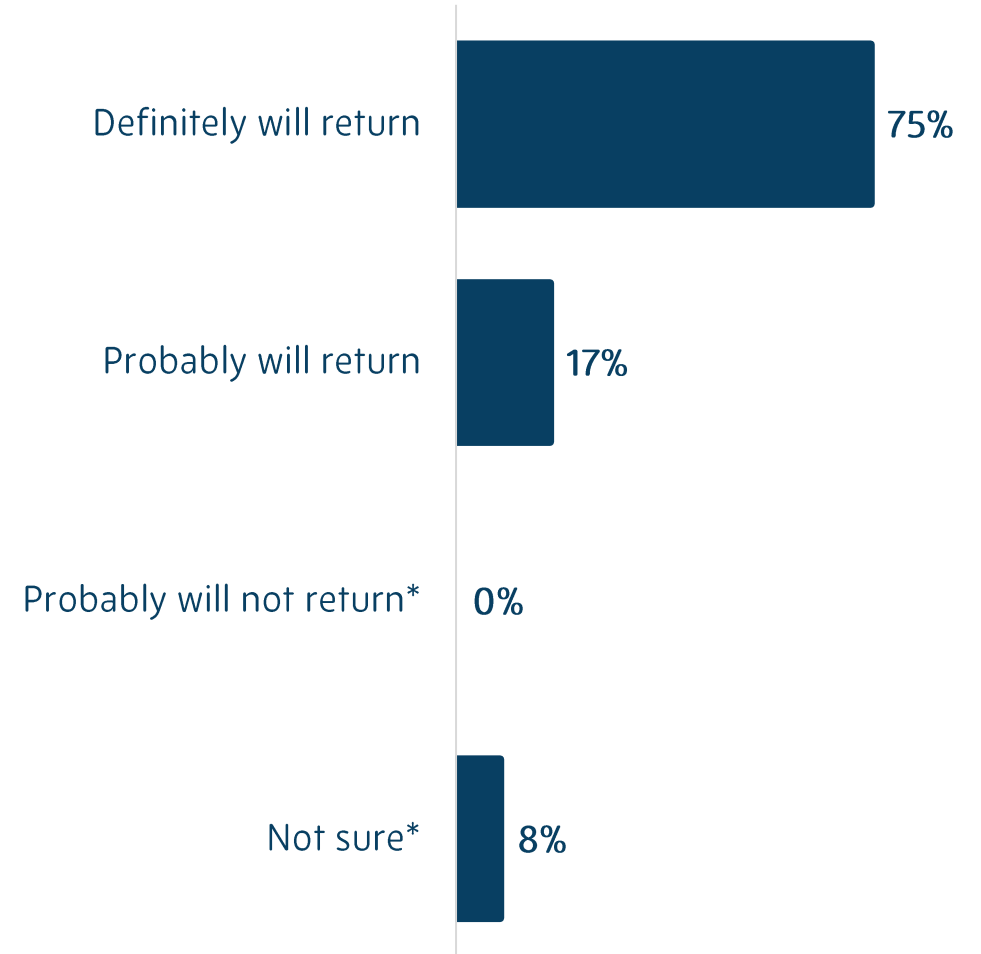


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

» **92%** of visitors will return to Maine for a future visit or vacation



*8% of all visitors are not sure if they will return to Maine for the following reasons:

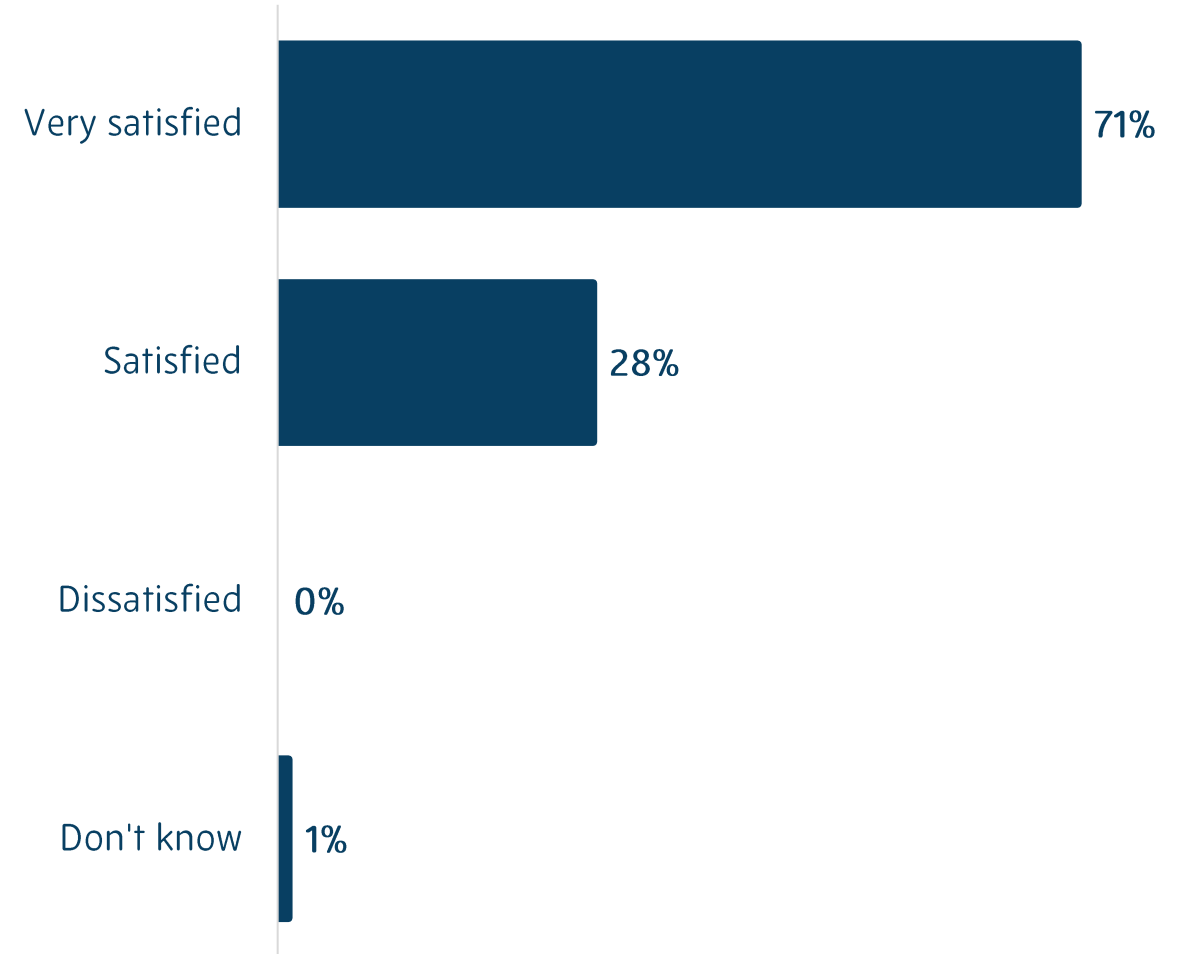
1. Prefer a variety of destinations 2. Traffic/difficult drive 2. Once is enough to see and do everything.

Kennebec Valley

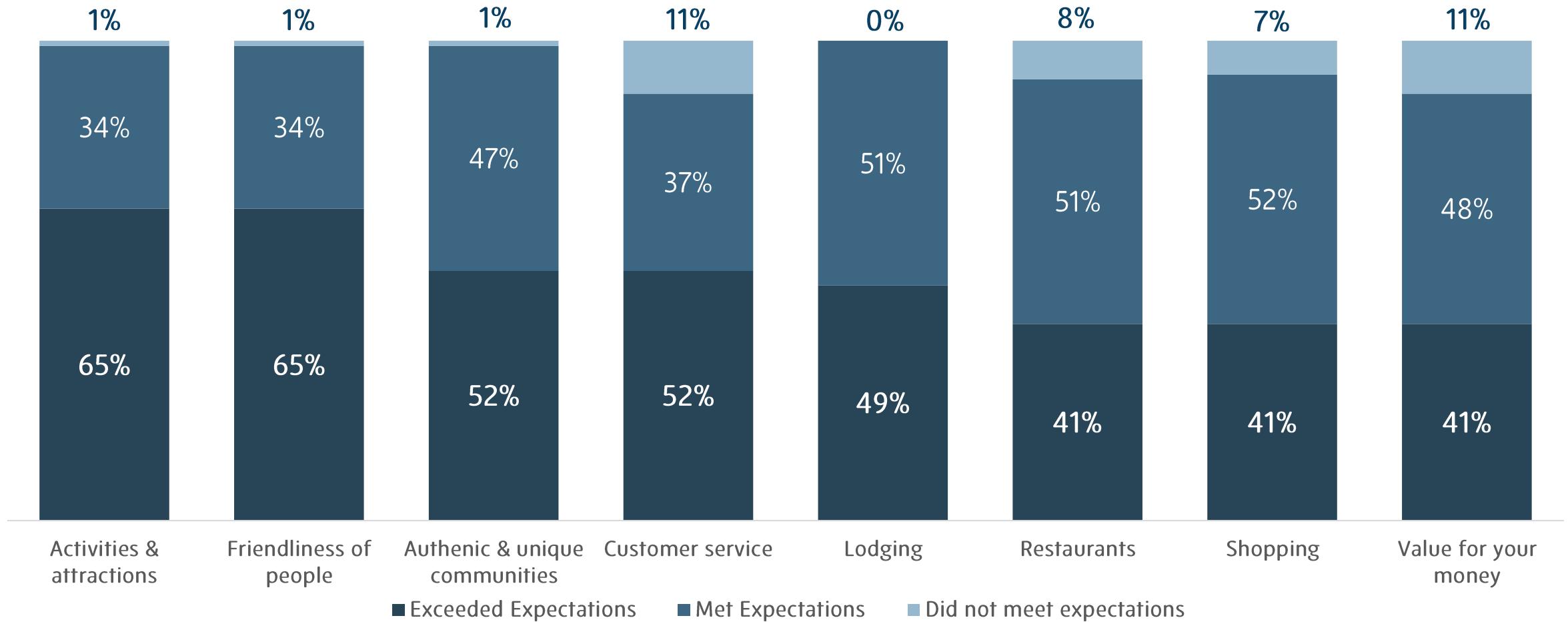
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SATISFACTION

- » 99% of visitors were satisfied with their trip to Maine
- » Over 7 in 10 visitors were very satisfied with their trip to Maine

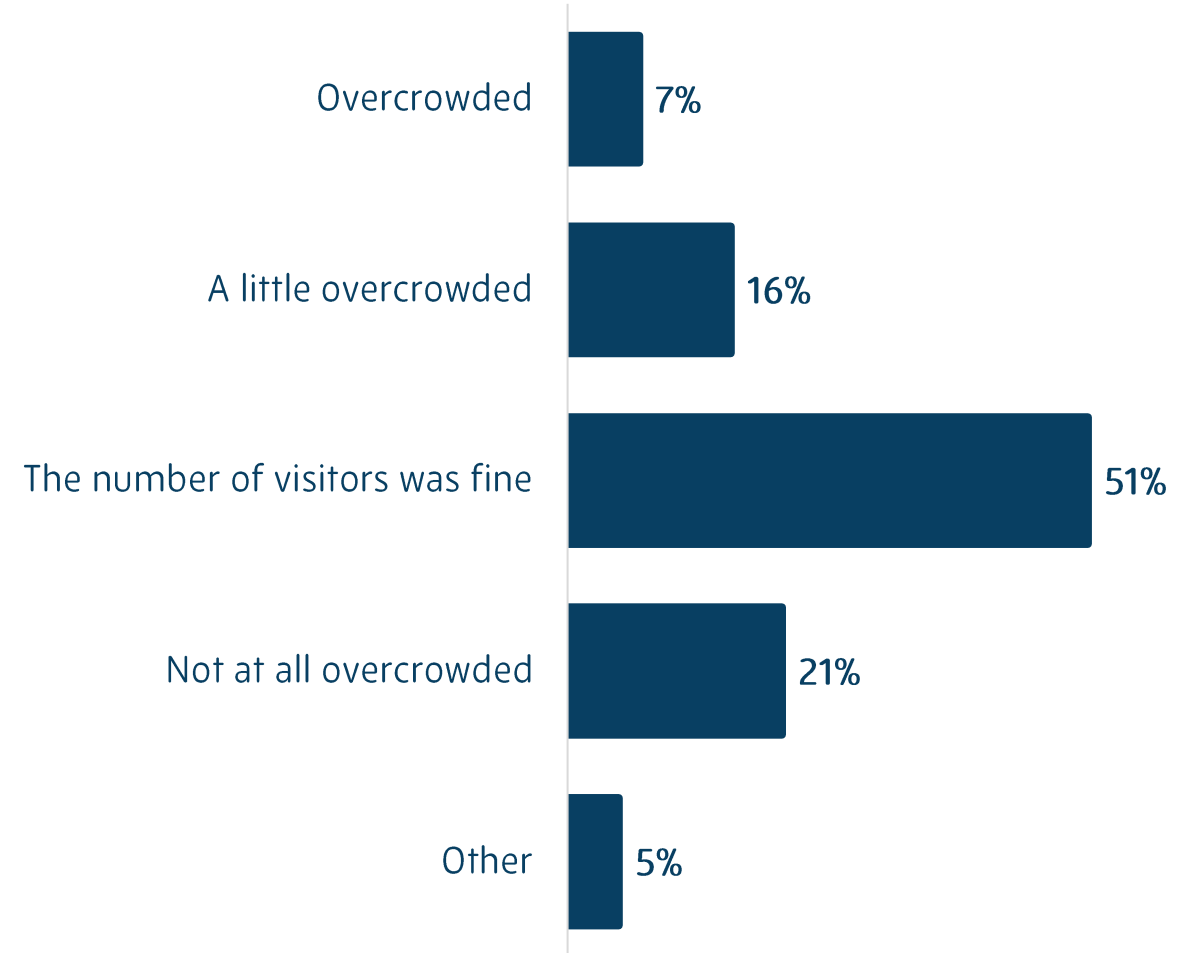


TRIP RATINGS



OVERCROWDING

- » 51% of visitors thought the number of visitors during their trip to Maine was fine
- » 16% of visitors thought it was a little overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

201 interviews were completed with visitors to the Kennebec Valley online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between May 1st, 2023 and August 31st, 2023.

KENNEBEC VALLEY

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MAY – AUGUST 2023

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