

MAINE HIGHLANDS

2023 Summer Visitor Tracking Report

MAY – AUGUST 2023

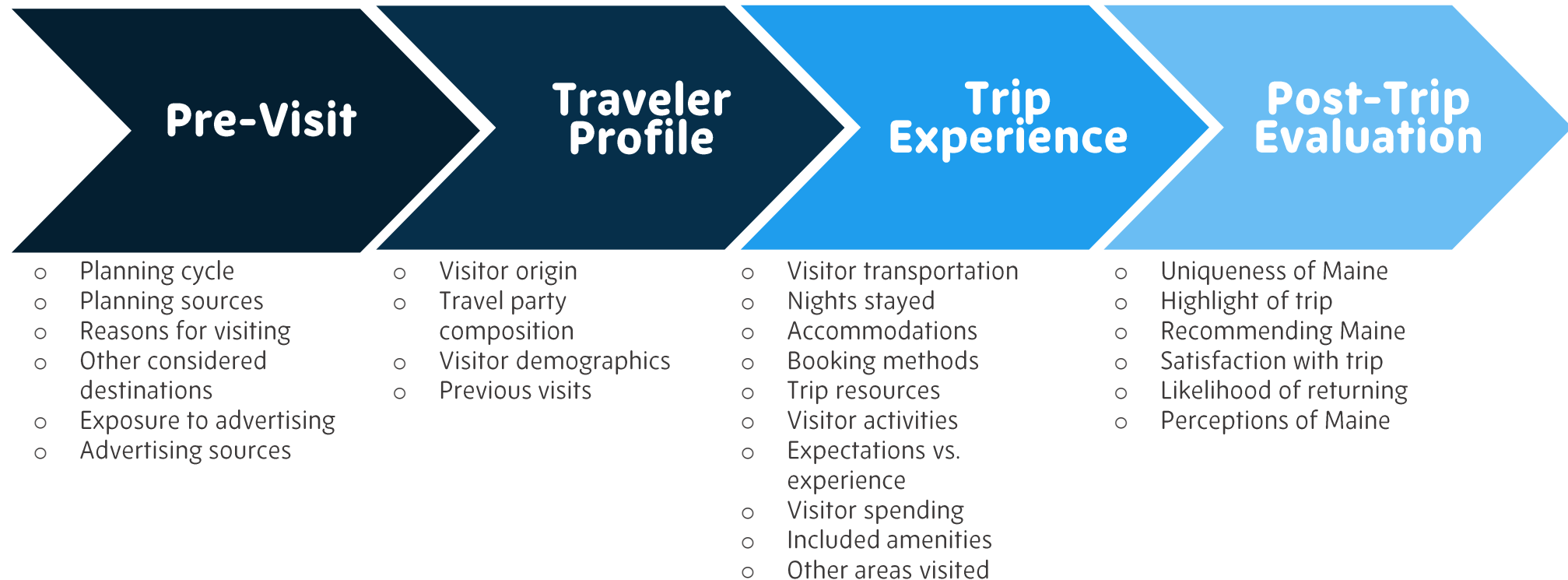


STUDY OBJECTIVES: VISITOR JOURNEY

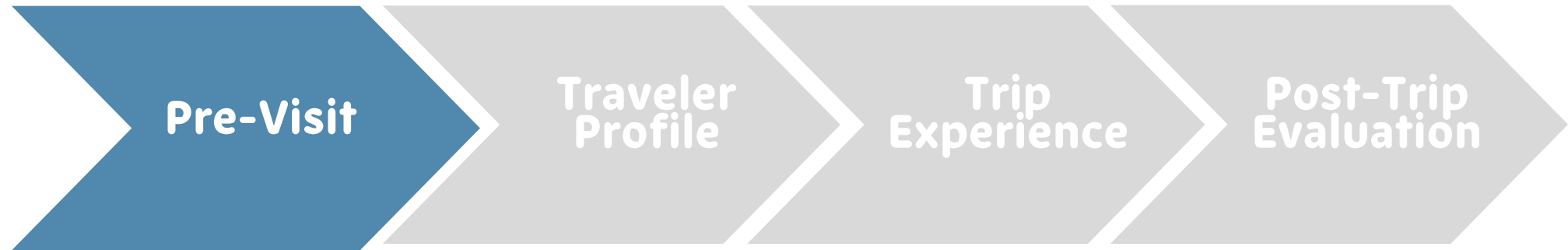
This report presents information about visitors to Maine from May to August 2023.

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

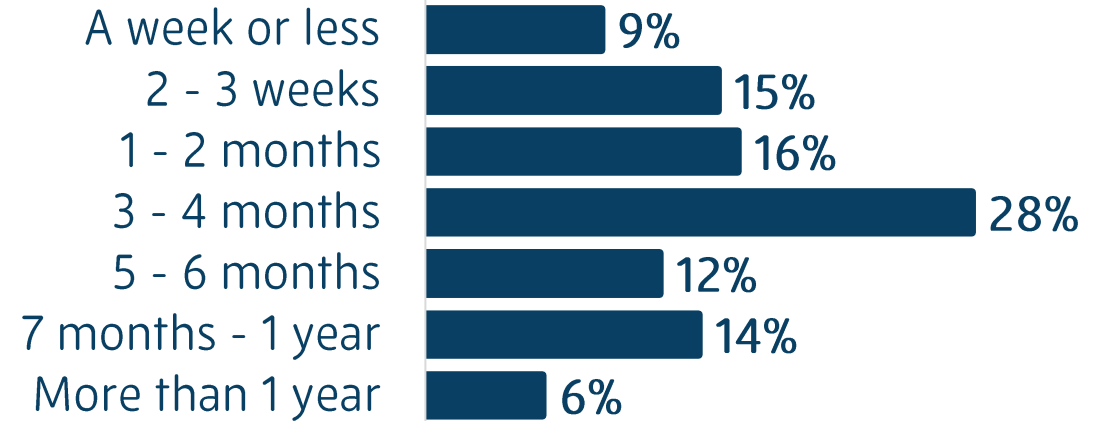
» Typical visitors began planning their trip **71 days** in advance

» **76%** of visitors started planning their trip a month or more in advance of their trip

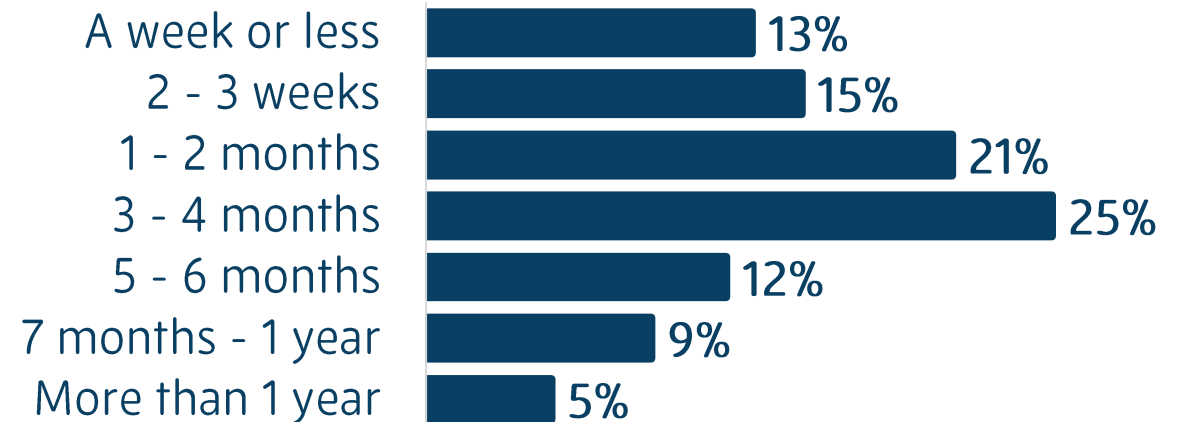
» Typical visitors booked their accommodations **61 days** in advance

» **49%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

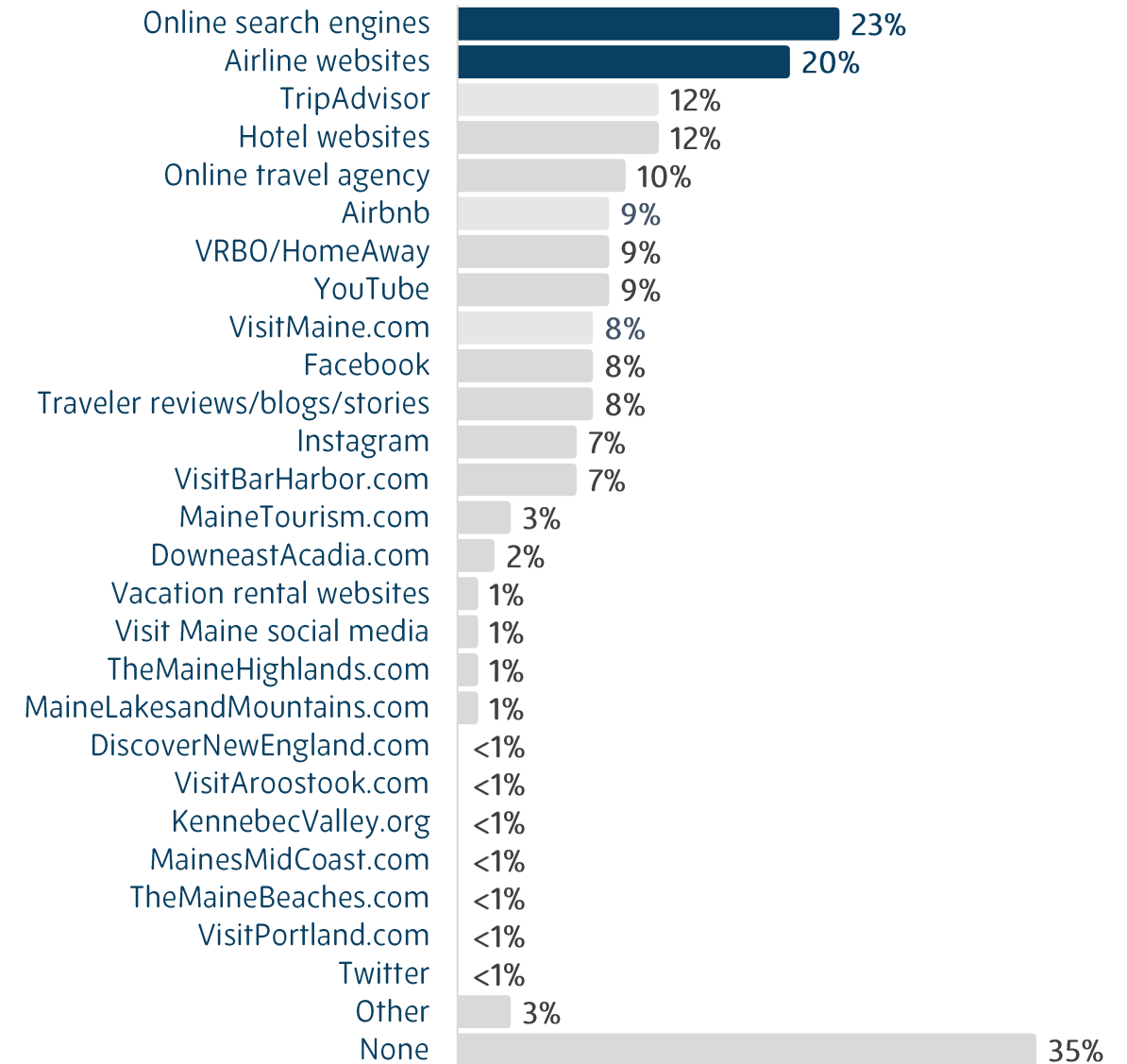


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

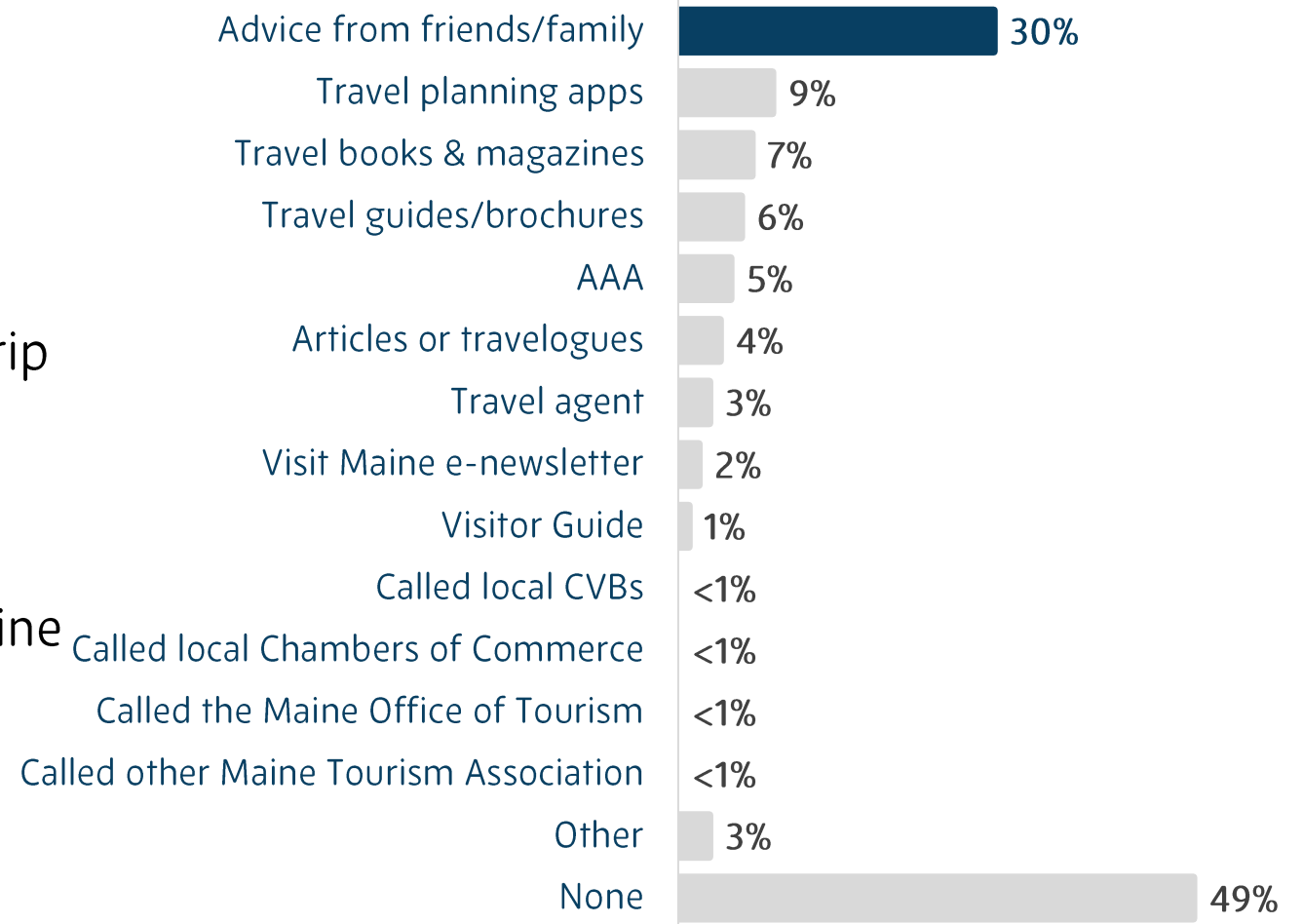
- » Nearly **2 in 3** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **1 in 4** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » **1 in 5** visitors used airline websites to help them plan their trip in Maine



*Multiple responses permitted.

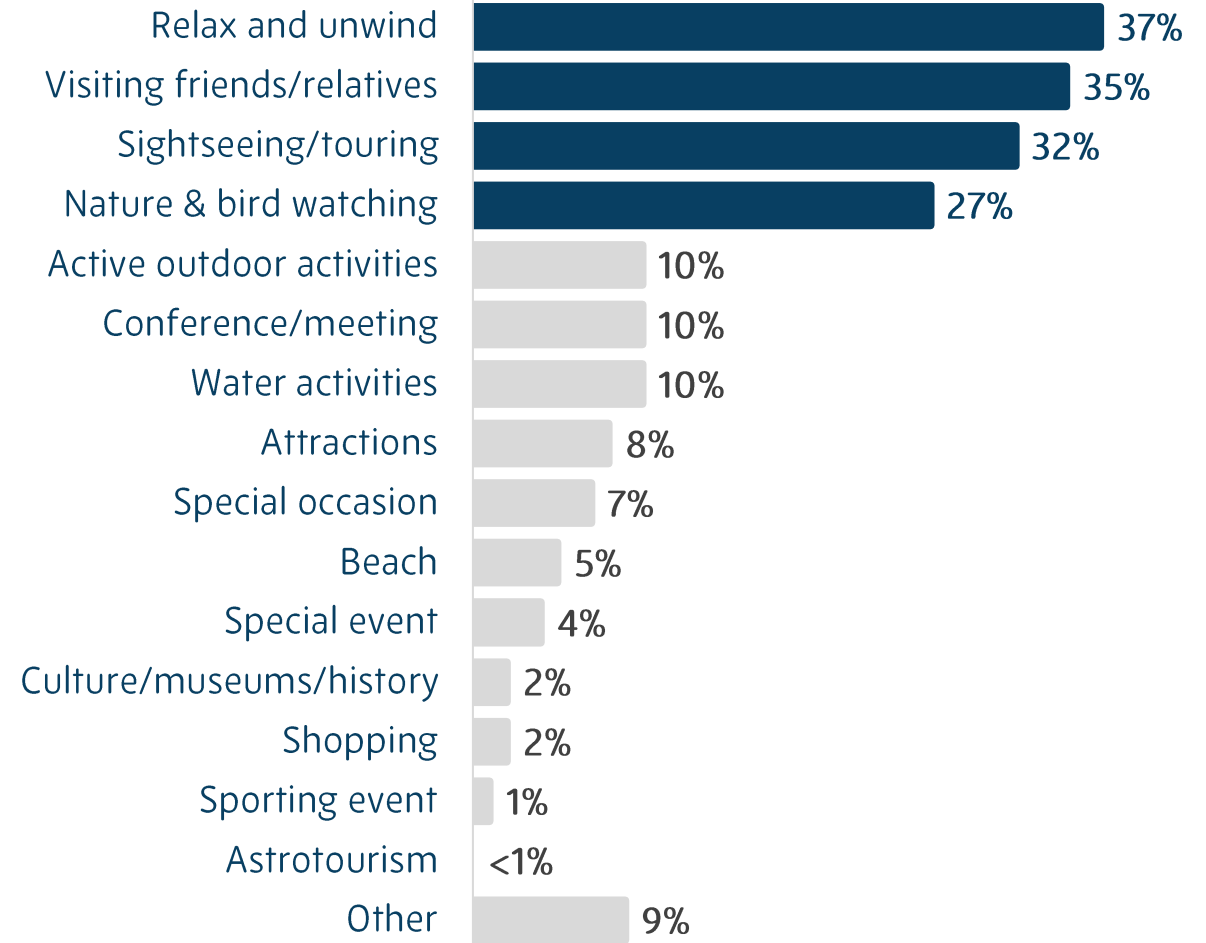
OTHER TRIP PLANNING SOURCES*

- » **3 in 10** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Nearly **half** of visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

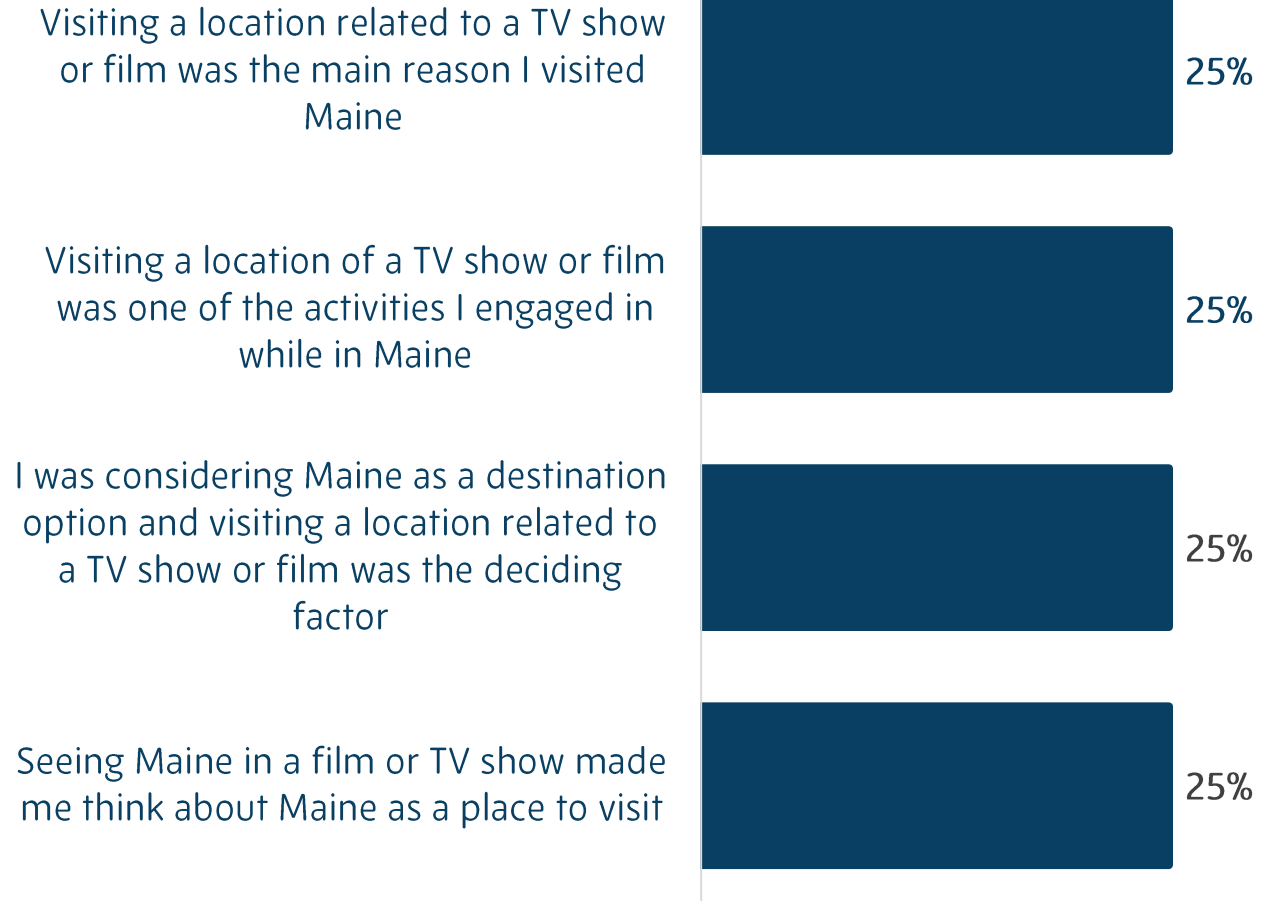
- » Nearly **2 in 5** visitors came to Maine to relax and unwind and visit friends/relatives
- » Nearly **1 in 3** visitors came to Maine for sightseeing/touring
- » Over **1 in 4** visitors came to Maine for nature & bird watching



TV SHOWS & FILM*

- » 4% of visitors said a TV show or film inspired their trip to Maine
- » 1 in 4 visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » 2% 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

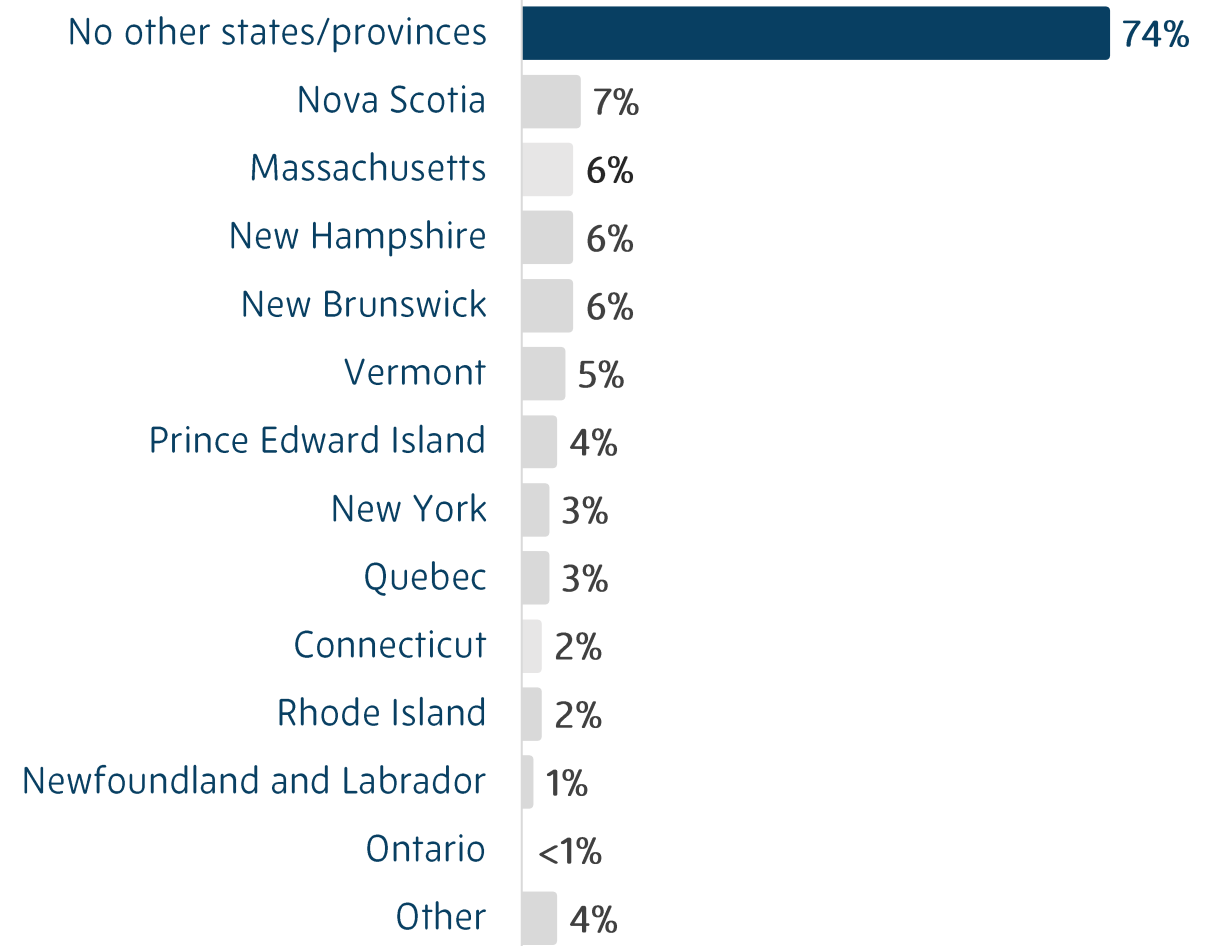
Base: 4% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

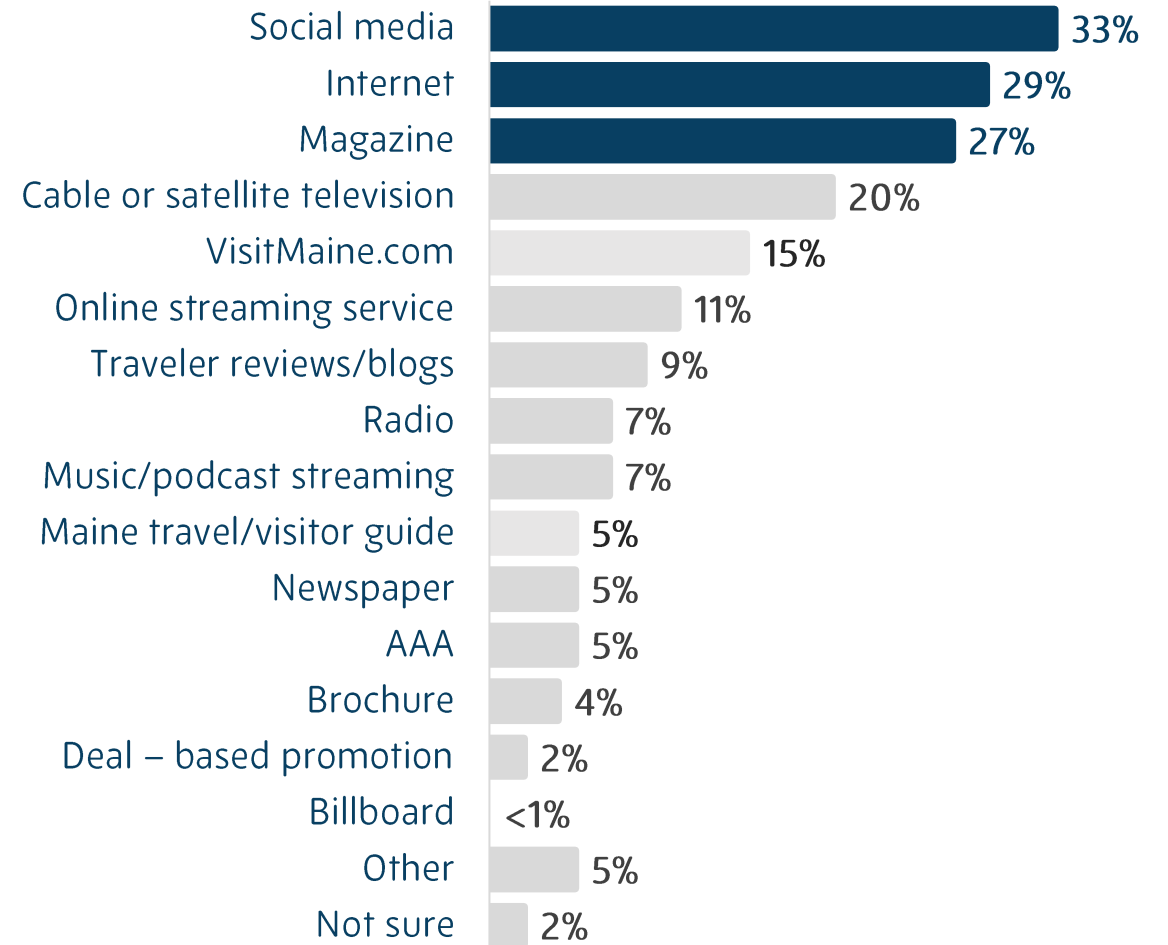
- » Nearly **3 in 4** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors considering visiting outside of Maine considered both nearby U.S. states and Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Over **1 in 4** visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on social media, the internet, or in a magazine
- » This information influenced **15% of all** visitors to visit Maine

Base: 27% of visitors who noticed advertising

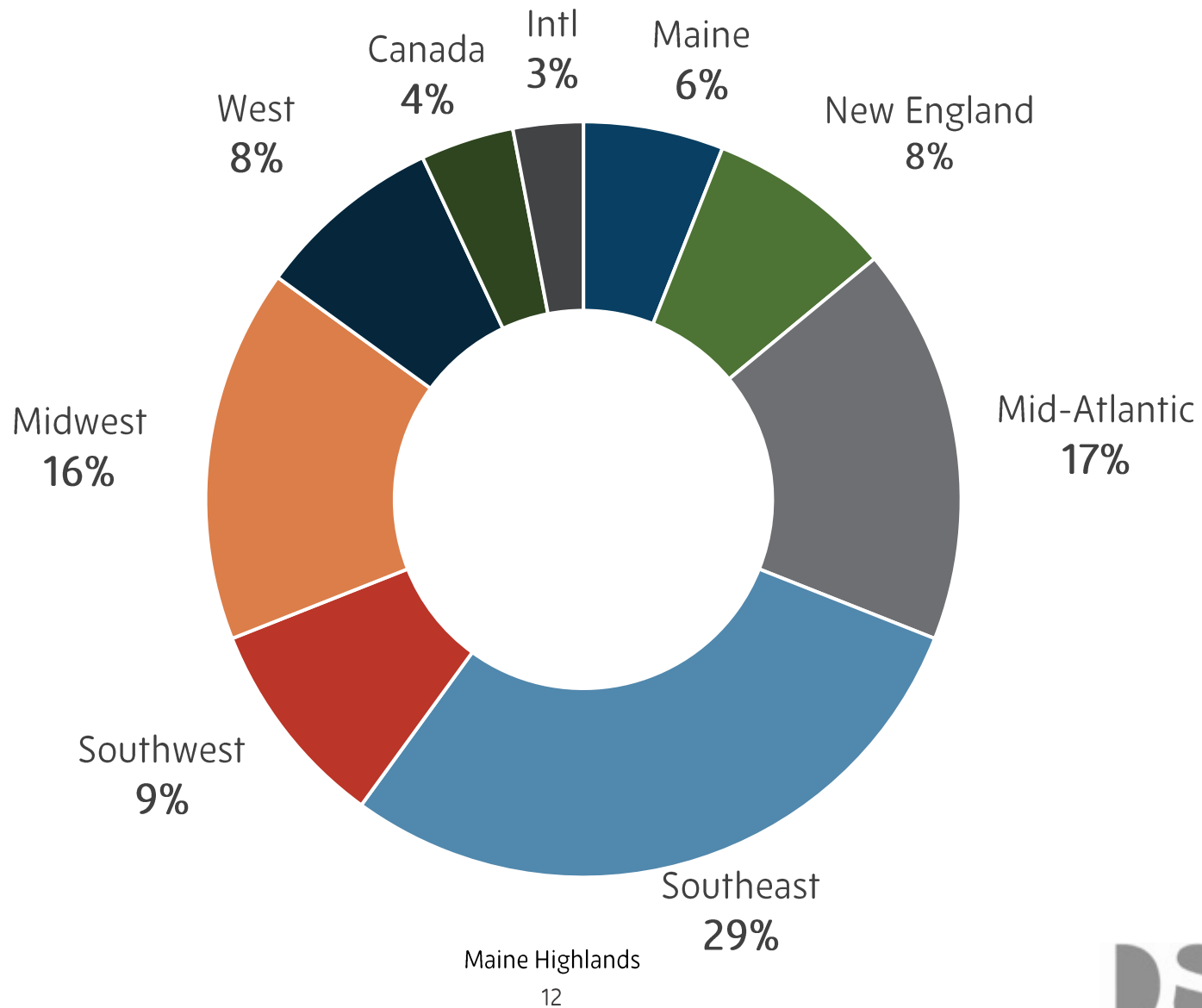


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **52%** of visitors traveled to/within Maine from 9 U.S. states and Canadian provinces
- » **6%** of visitors were residents of Maine traveling throughout the state

State	Percent
Florida	10%
North Carolina	8%
Texas	7%
Maine	6%
California	5%
Massachusetts	4%
New Jersey	4%
Pennsylvania	4%
Georgia	4%

TOP ORIGIN MARKETS

- » Nearly **2 in 5** visitors traveled from **10** U.S. markets
- » **12%** of visitors traveled to Maine from Washington DC-Baltimore and New York City

Market	Percent
New York City ¹	6%
Washington DC - Baltimore ²	6%
Philadelphia	3%
Chicago	3%
Atlanta	3%
Miami - Ft. Lauderdale	3%
Dallas - Ft. Worth	3%
Raleigh - Durham, NC	3%
Los Angeles	3%
Orlando	3%

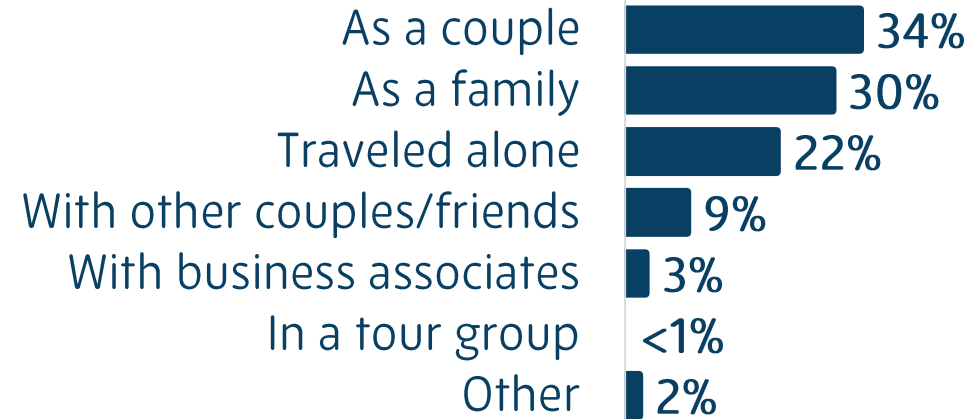
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

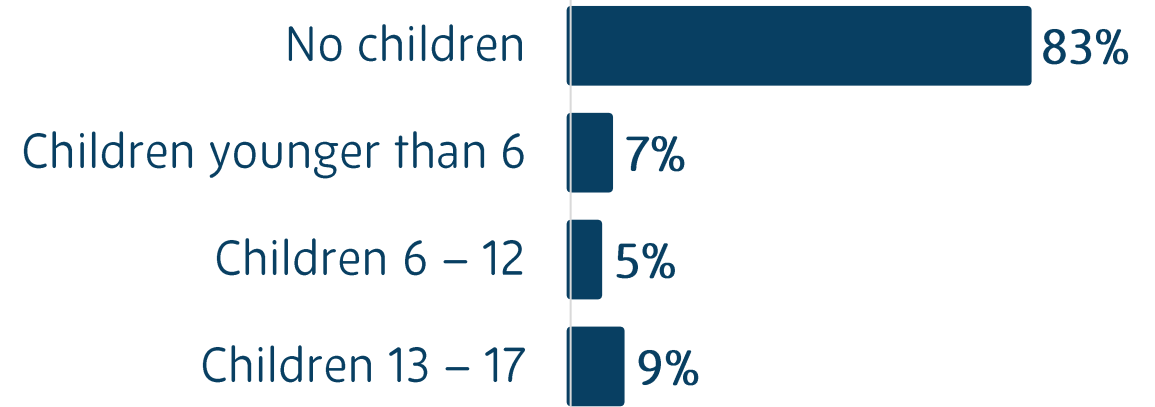
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.8** people
- » Over **1 in 3** visitors traveled as a couple
- » **3 in 10** traveled as a family
- » **17%** of visitors traveled with one or more children in their travel party

Travel Party Composition



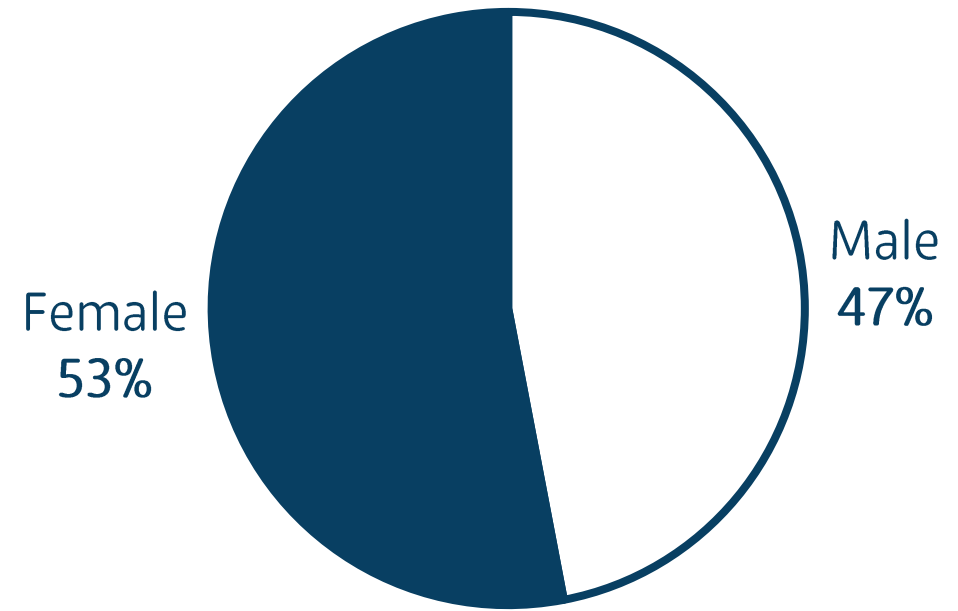
Children in Travel Party*



*Multiple responses permitted.

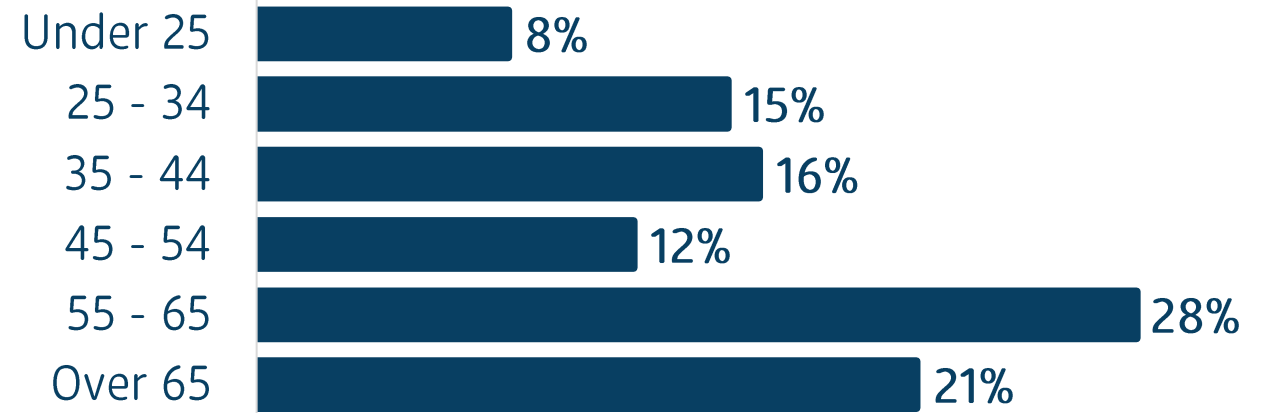
GENDER

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



AGE

» The average age of visitors to Maine is 54 years old



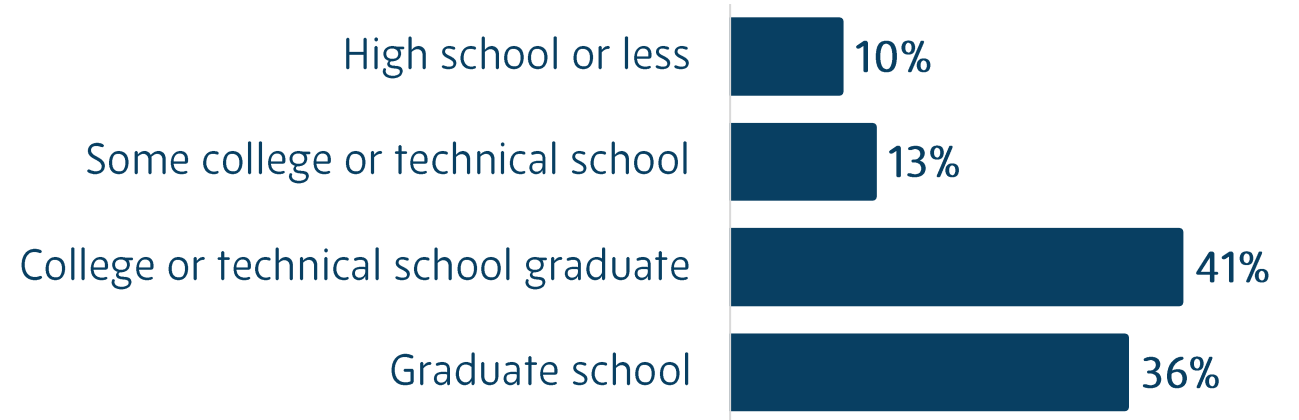
RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



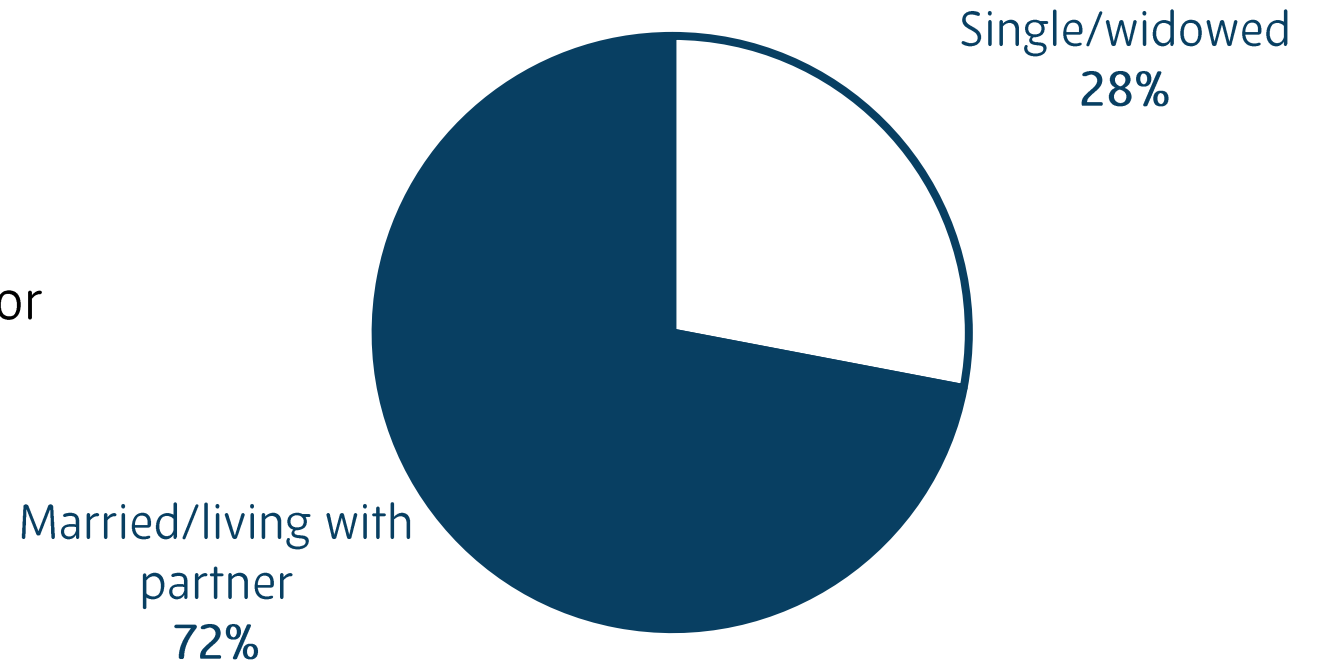
EDUCATIONAL ATTAINMENT

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



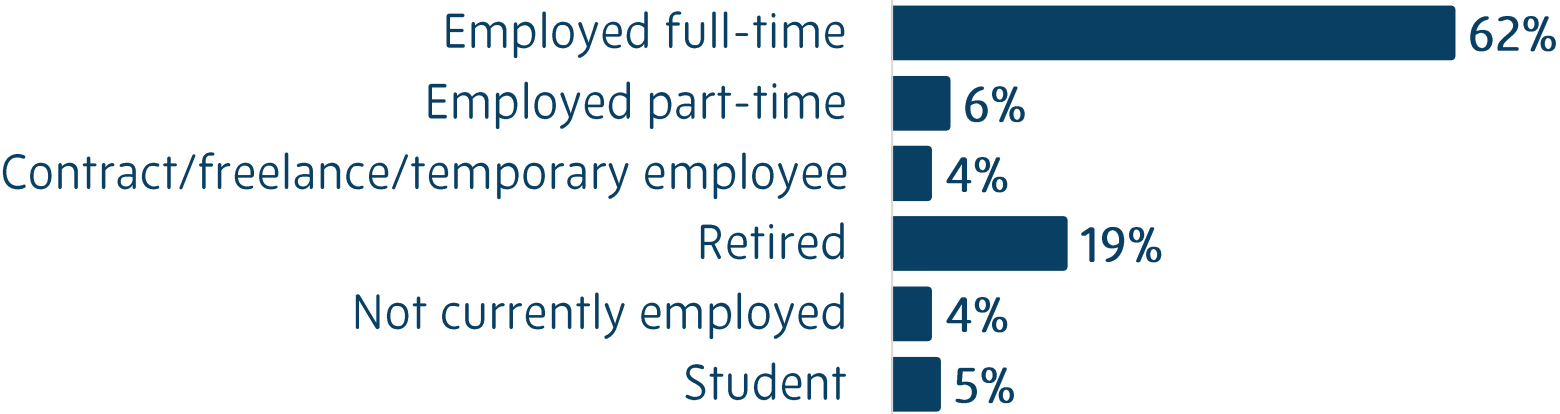
MARITAL STATUS

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



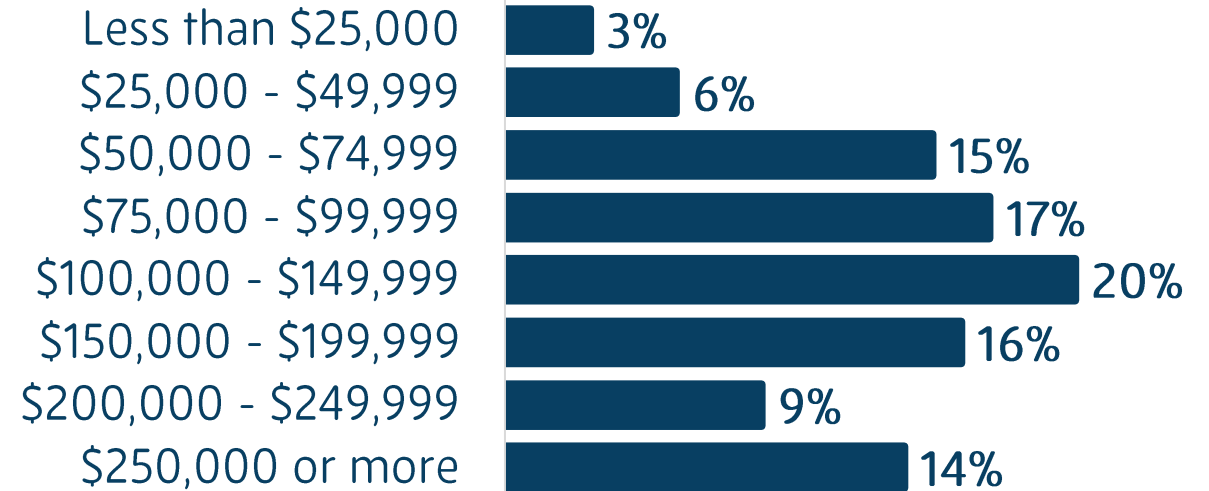
EMPLOYMENT STATUS

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



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$122,500** per year
- » **39%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

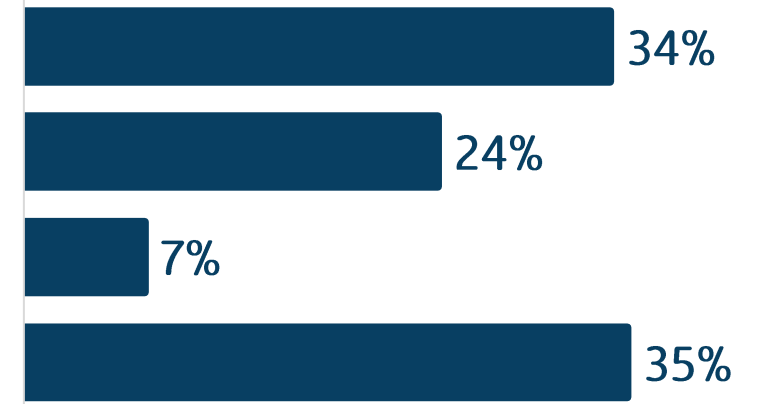
- » 34% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 35% had previously traveled in Maine more than 10 times

This is my first time

2 - 5 times

6 - 10 times

11+ times

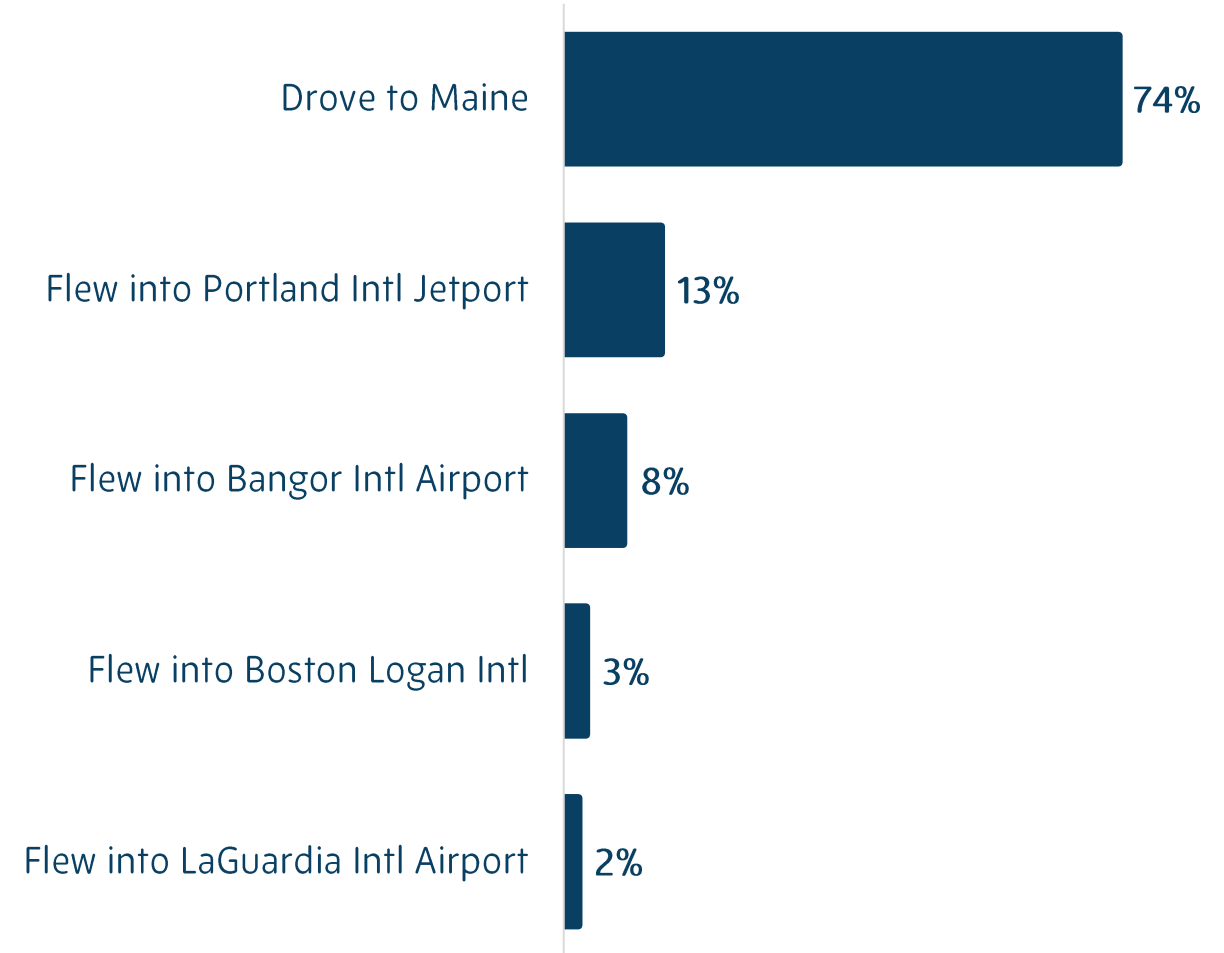


VISITOR JOURNEY: TRIP EXPERIENCE



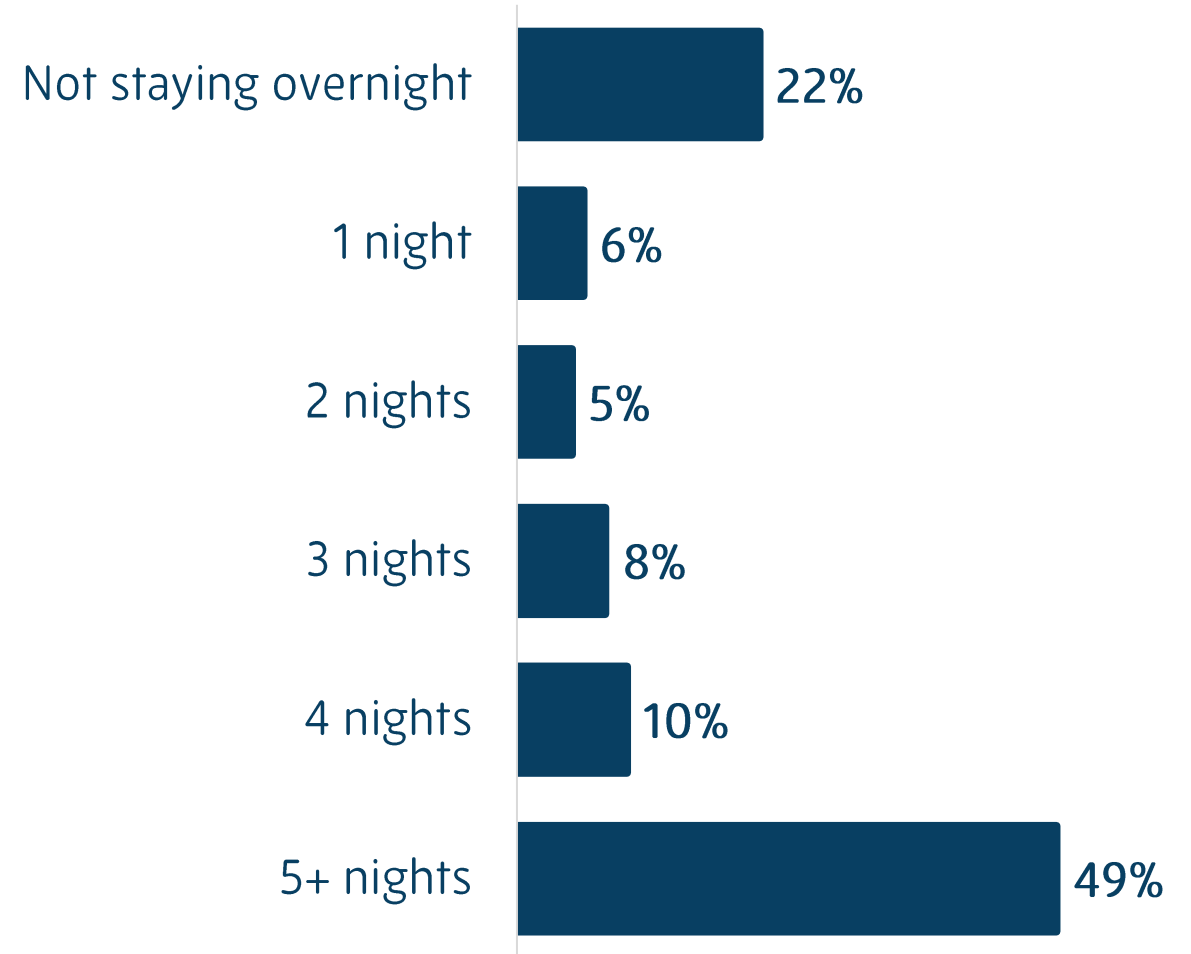
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **74%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Portland International Jetport



NIGHTS STAYED

- » 78% 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 5.3 nights in Maine on their trips

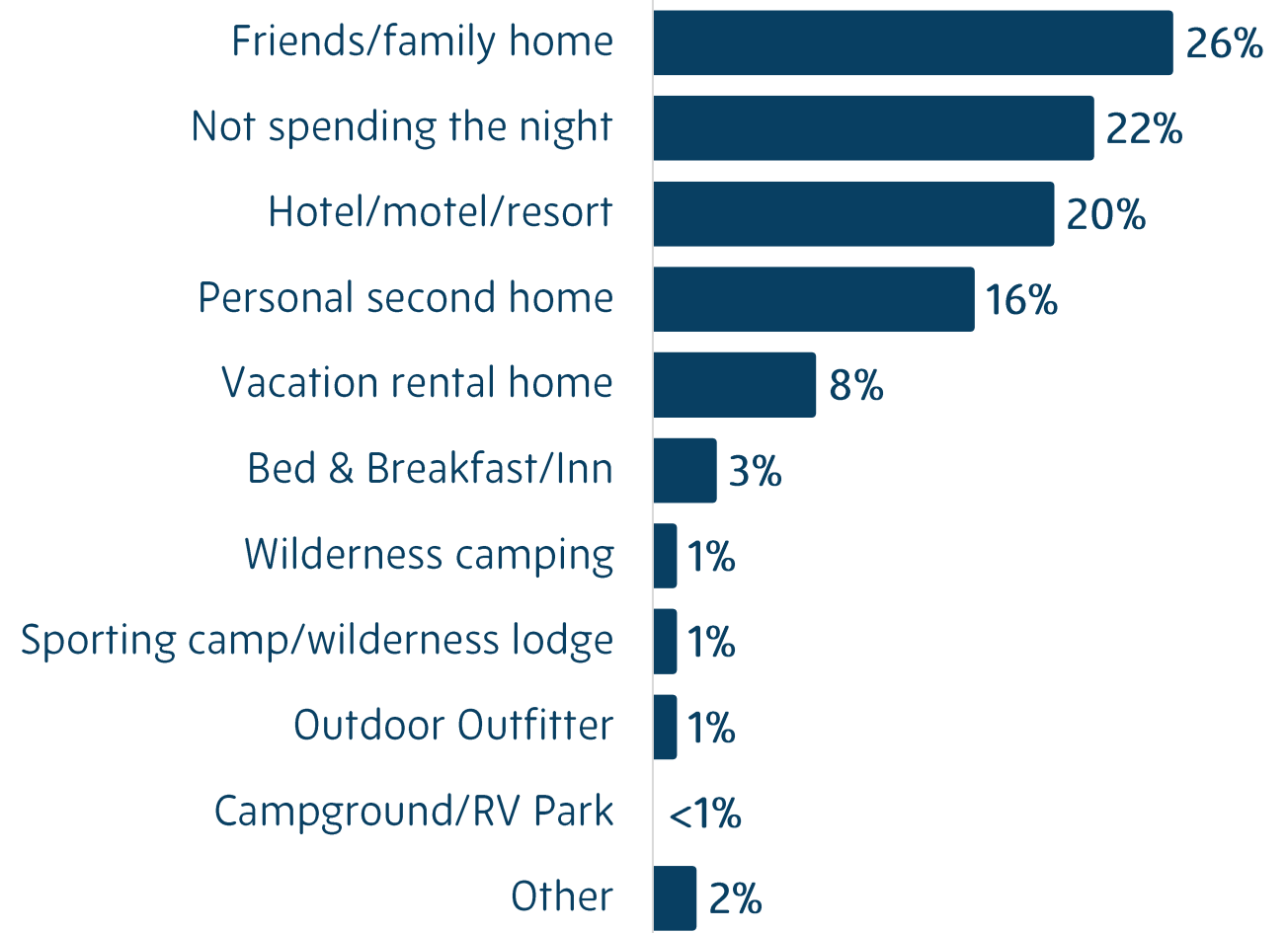


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Maine Highlands

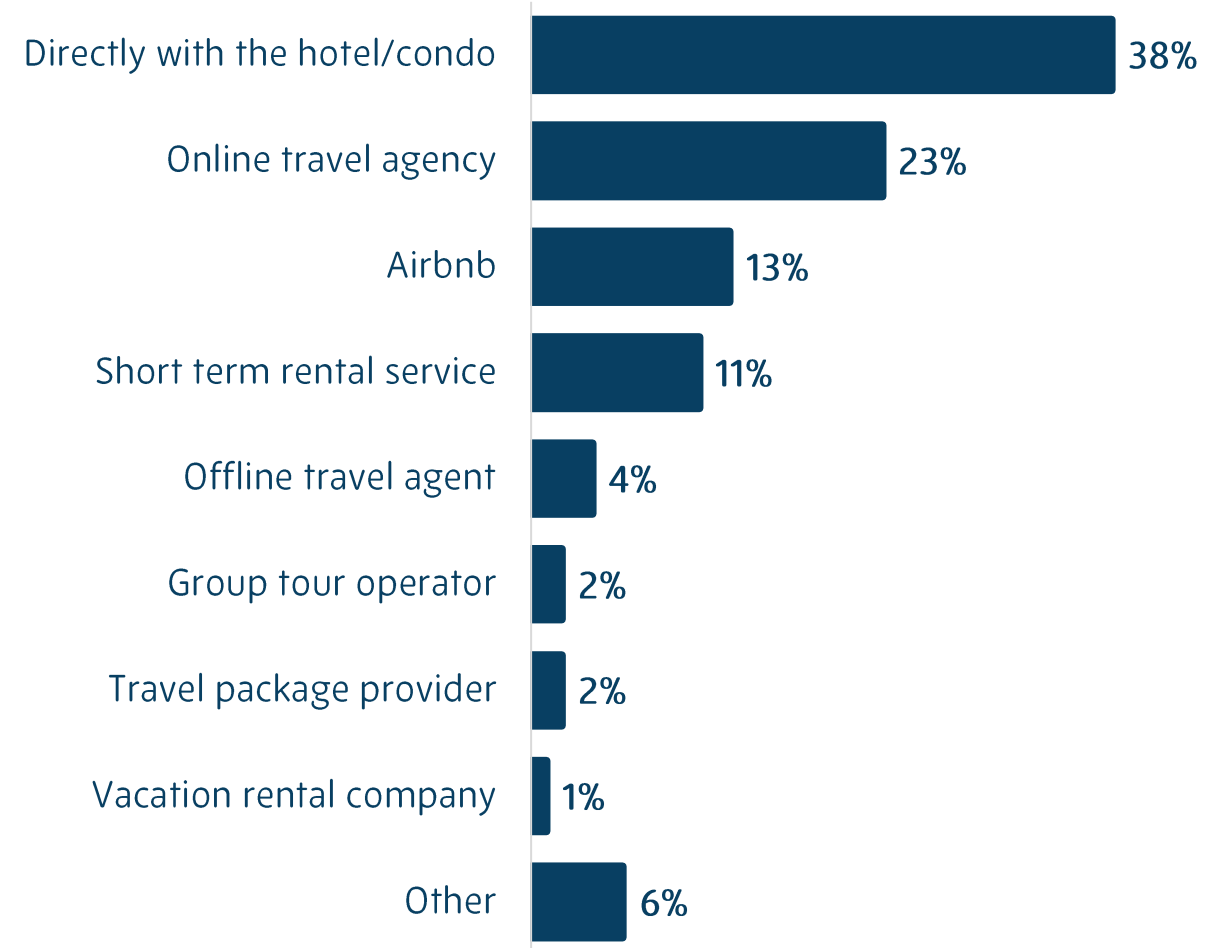
ACCOMMODATIONS

- » Nearly **3 in 10** visitors stayed overnight with friends and relatives
- » Nearly **1 in 4** visitors came just for the day



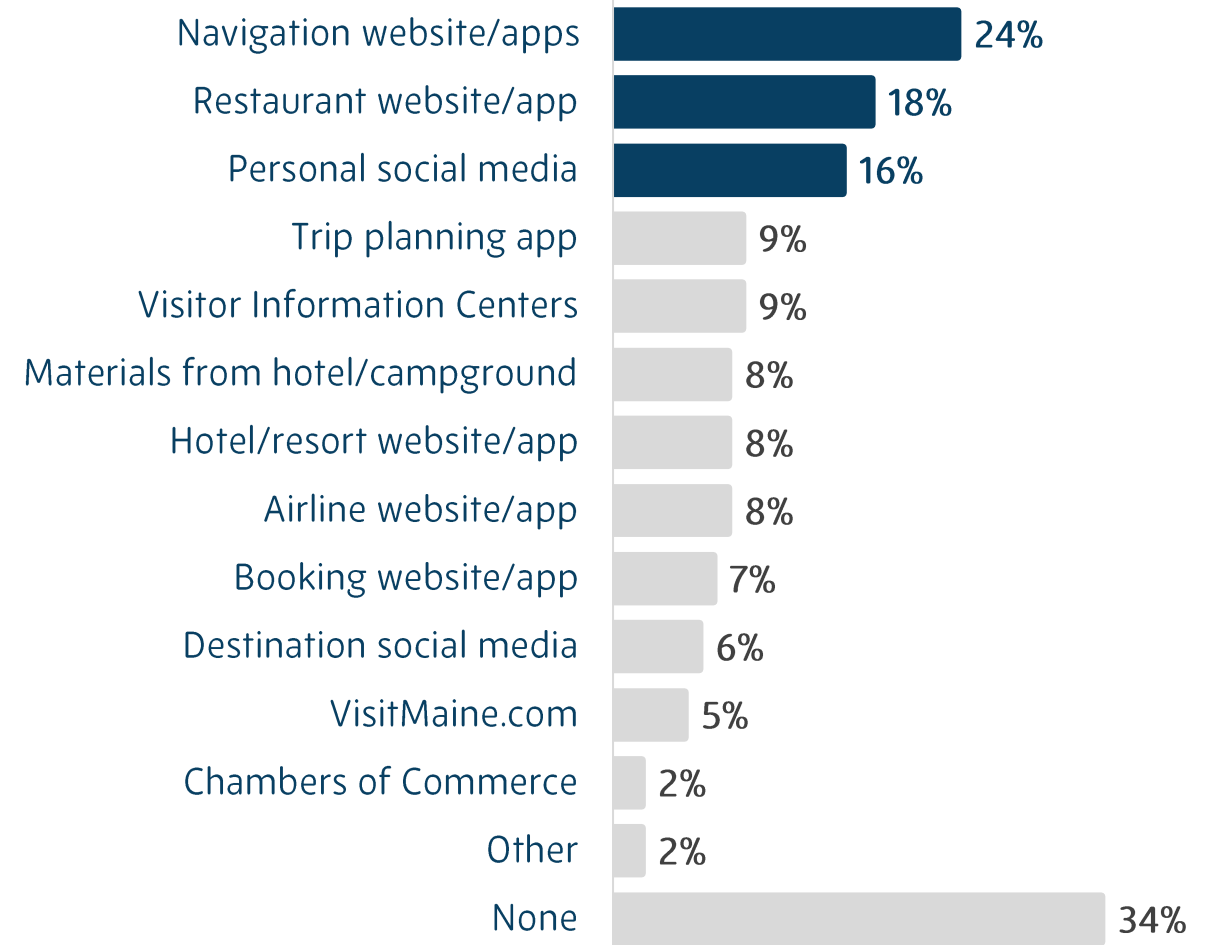
BOOKING METHODS

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



IN-MARKET VISITOR RESOURCES*

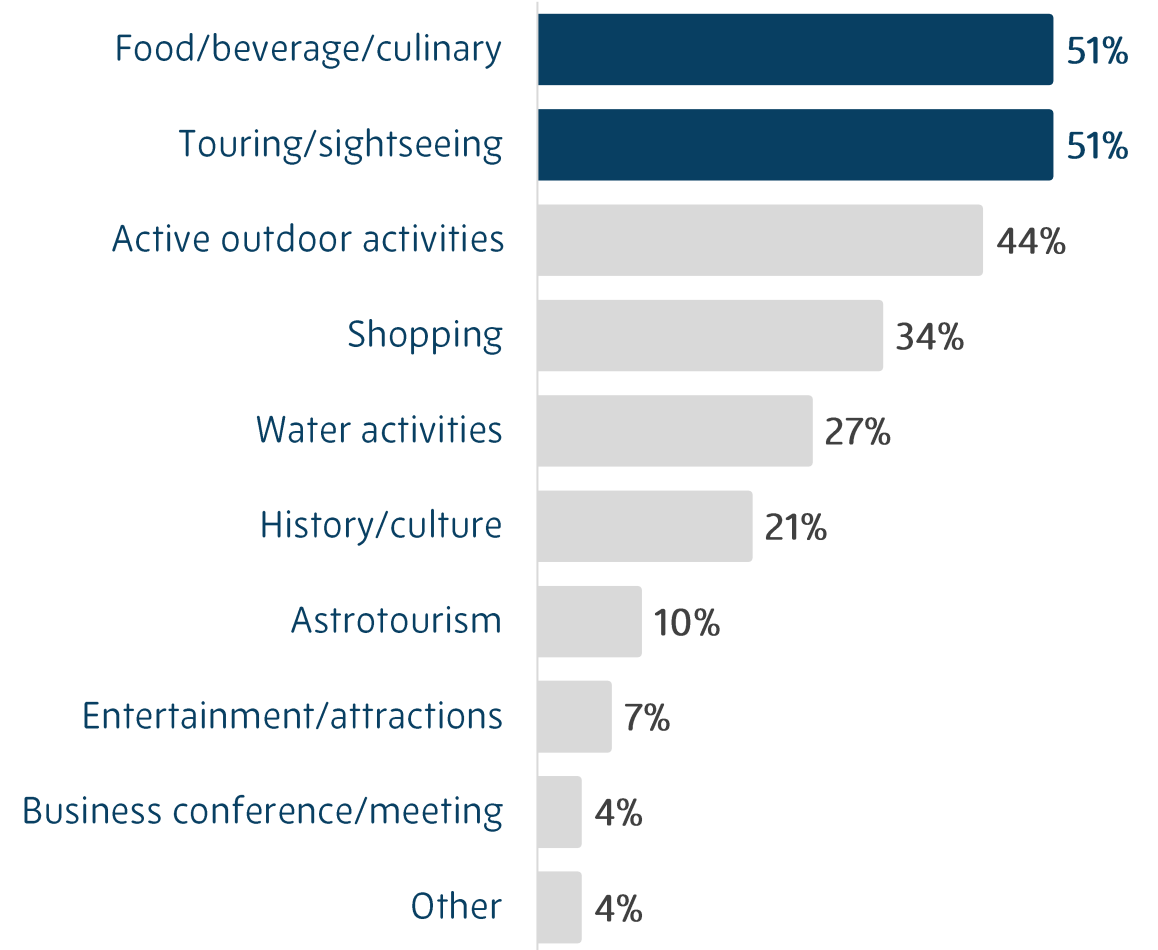
- » Visitors were more likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Nearly **1 in 5** visitors used restaurant websites/apps
- » Over **1 in 3** visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

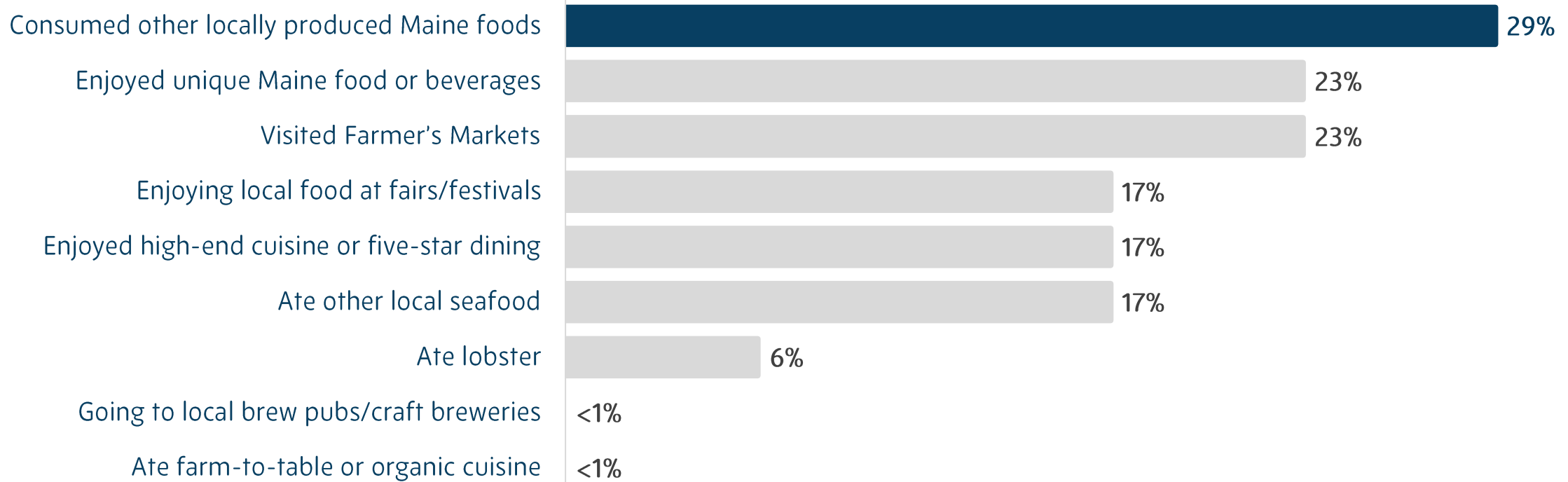
VISITOR ACTIVITIES*

- » Over **half** of visitors engaged in food/beverage/culinary activities and touring/sightseeing during their trip to Maine



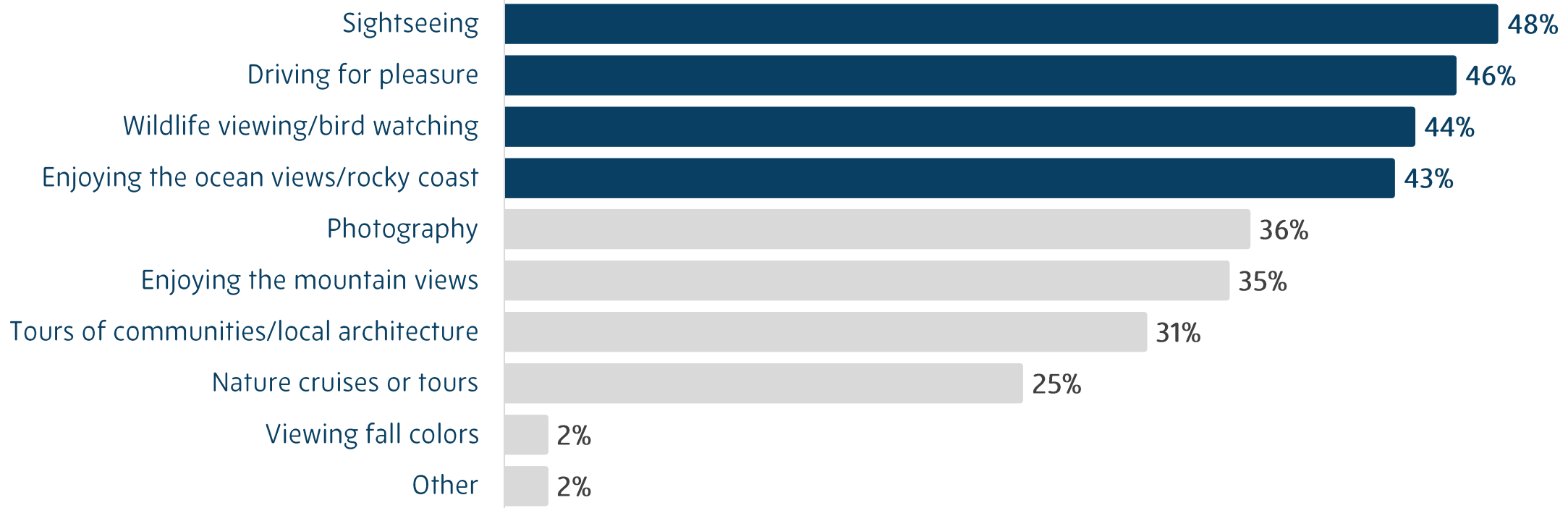
*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*

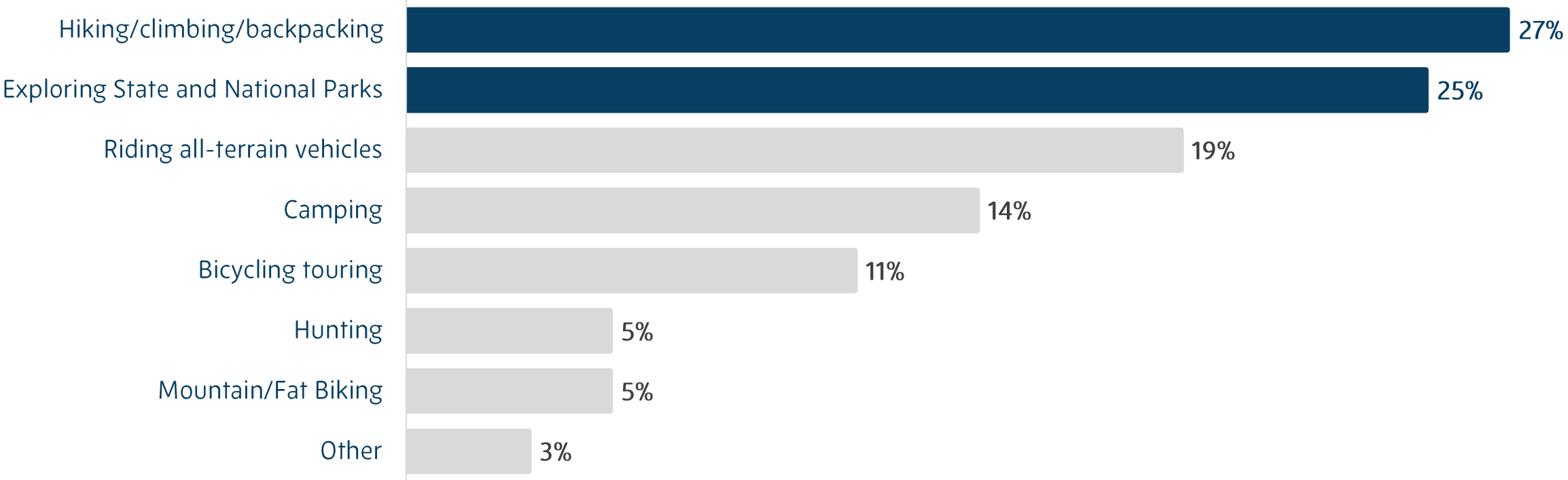


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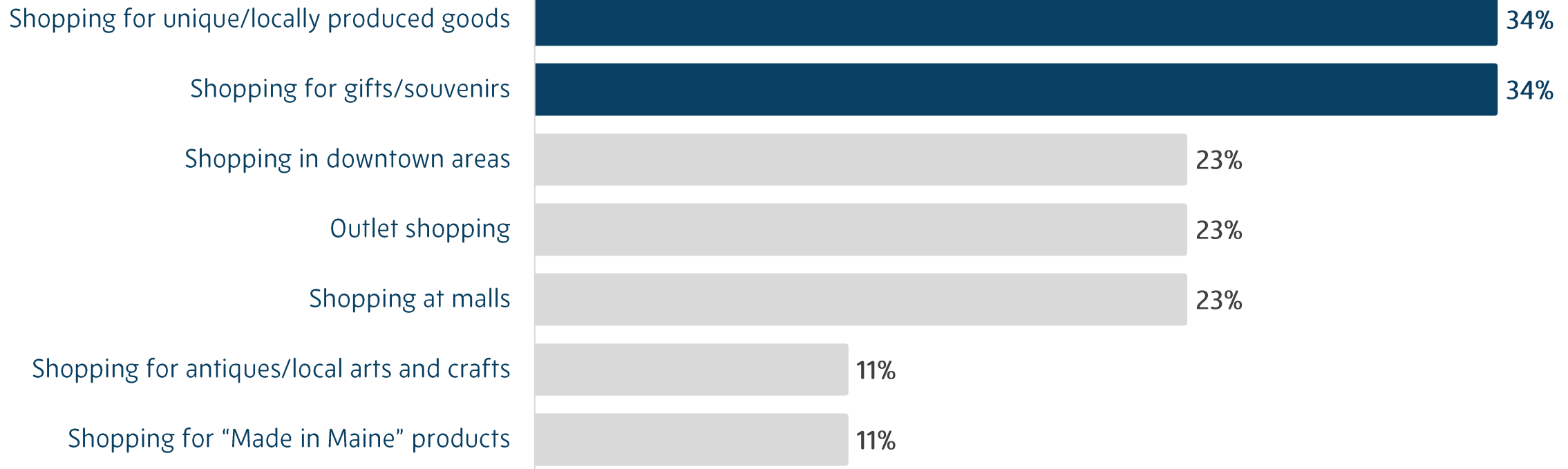
TOURING & SIGHTSEEING ACTIVITIES*



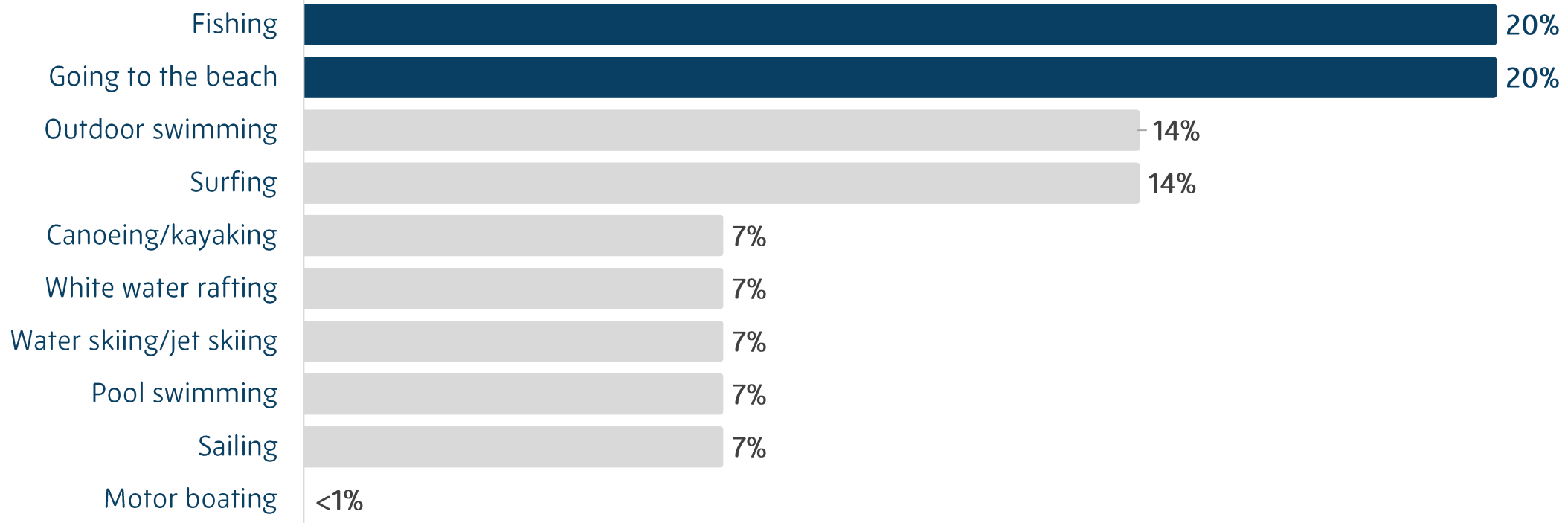
ACTIVE OUTDOOR ACTIVITIES*



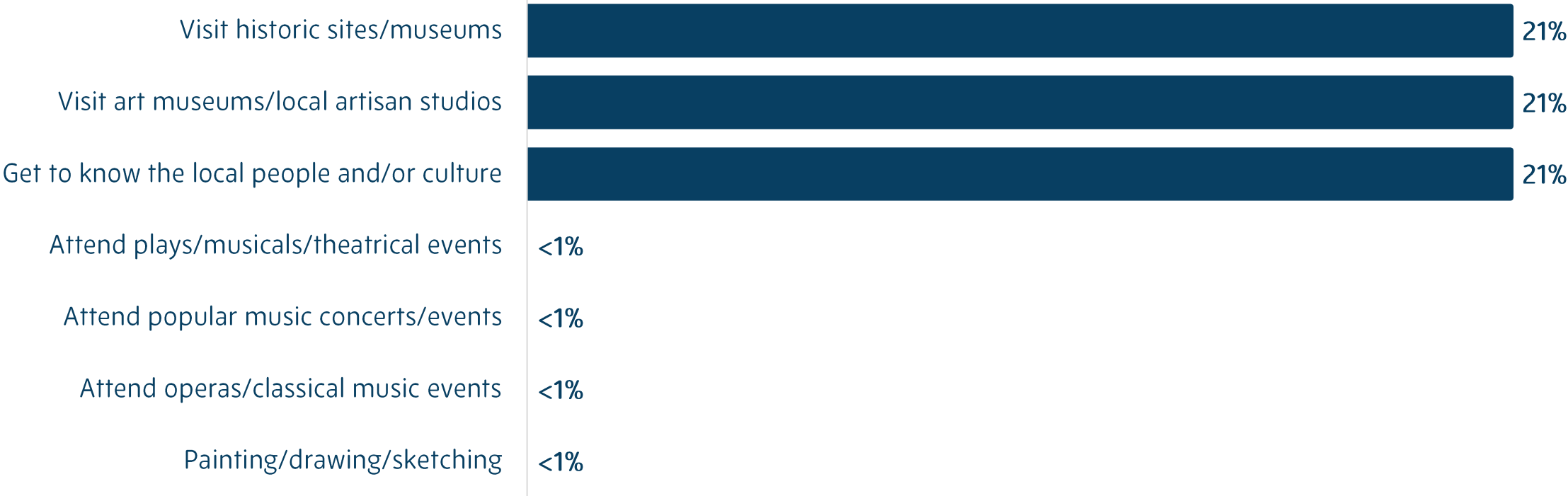
SHOPPING ACTIVITIES*



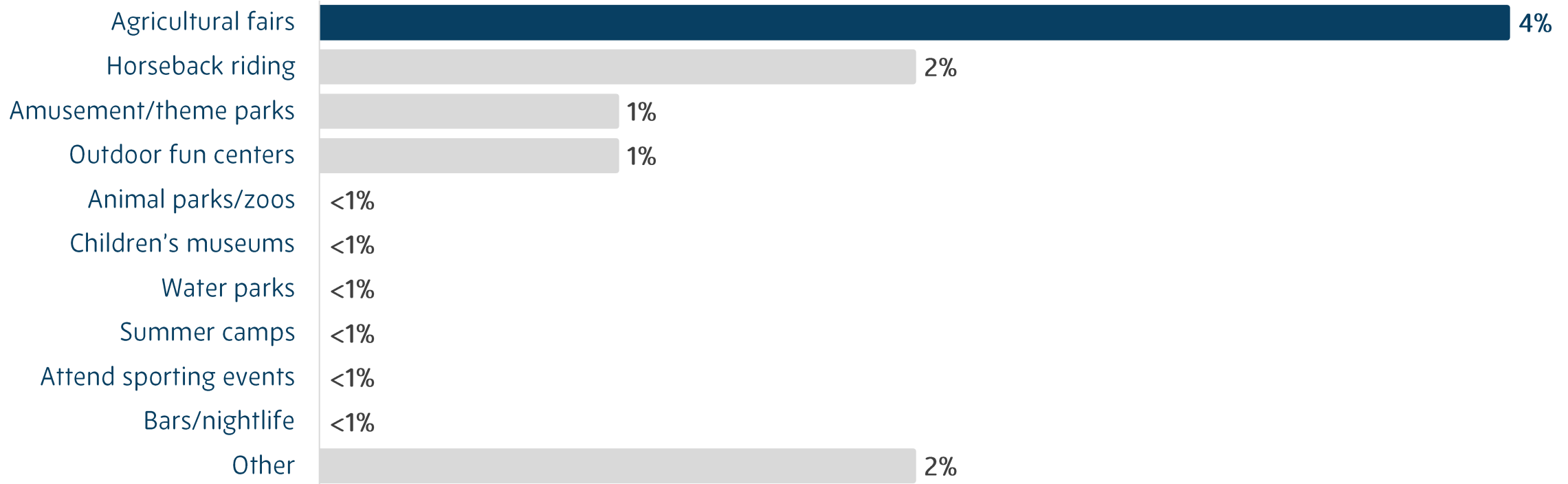
WATER ACTIVITIES*



HISTORICAL & CULTURAL ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$201
Transportation	\$71
Groceries	\$40
Restaurants	\$107
Shopping	\$52
Activities & Attractions	\$29
Other	\$9
Daily Spending	\$509

TOTAL TRAVEL PARTY SPENDING

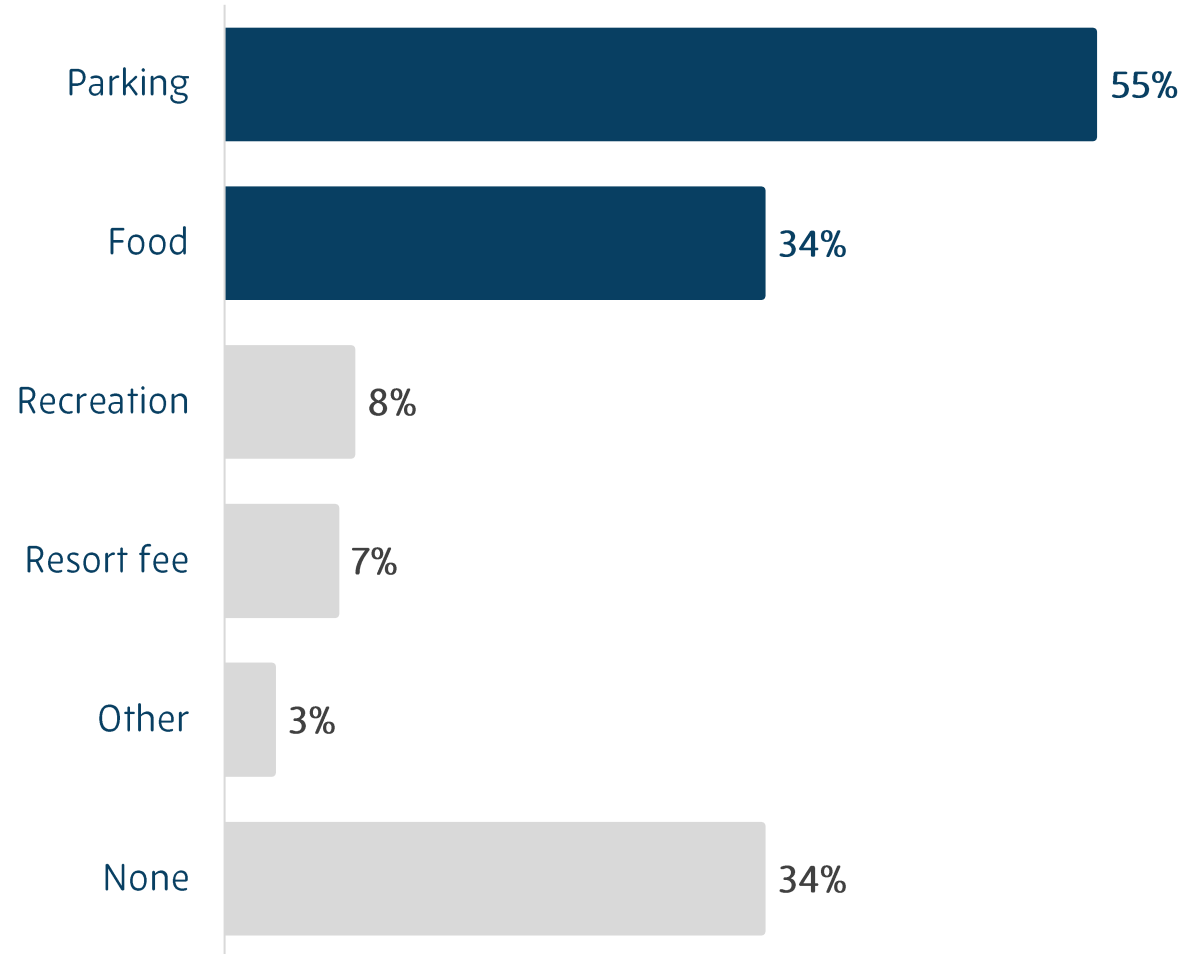
All Visitors

Accommodations	\$1,226
Transportation	\$433
Groceries	\$244
Restaurants	\$653
Shopping	\$317
Activities & Attractions	\$177
Other	\$55

Total Spending	\$3,105
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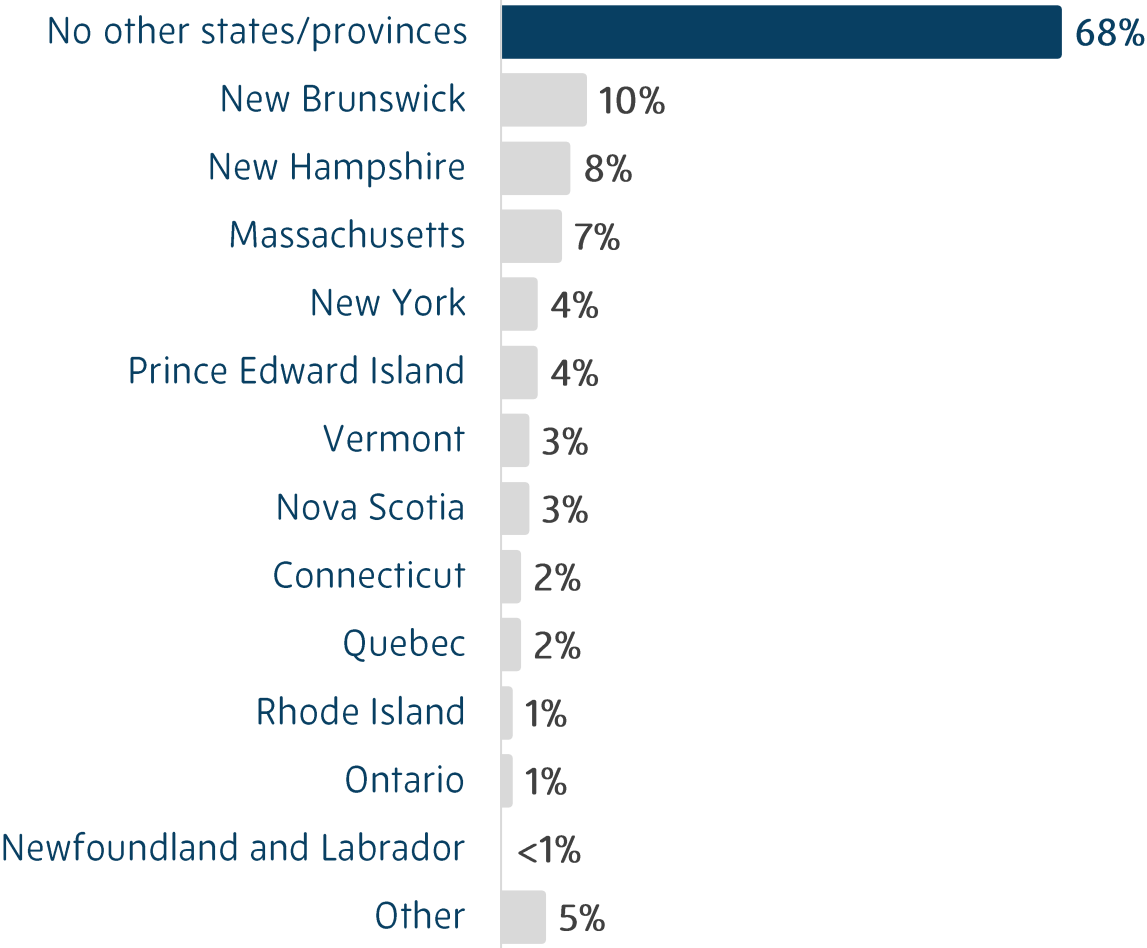
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for **2 in 3** visitors
- » Price for accommodations included parking for over **half** of visitors
- » Food was included in accommodations' pricing for over **1 in 3** visitors



OTHER STATES & PROVINCES VISITED*

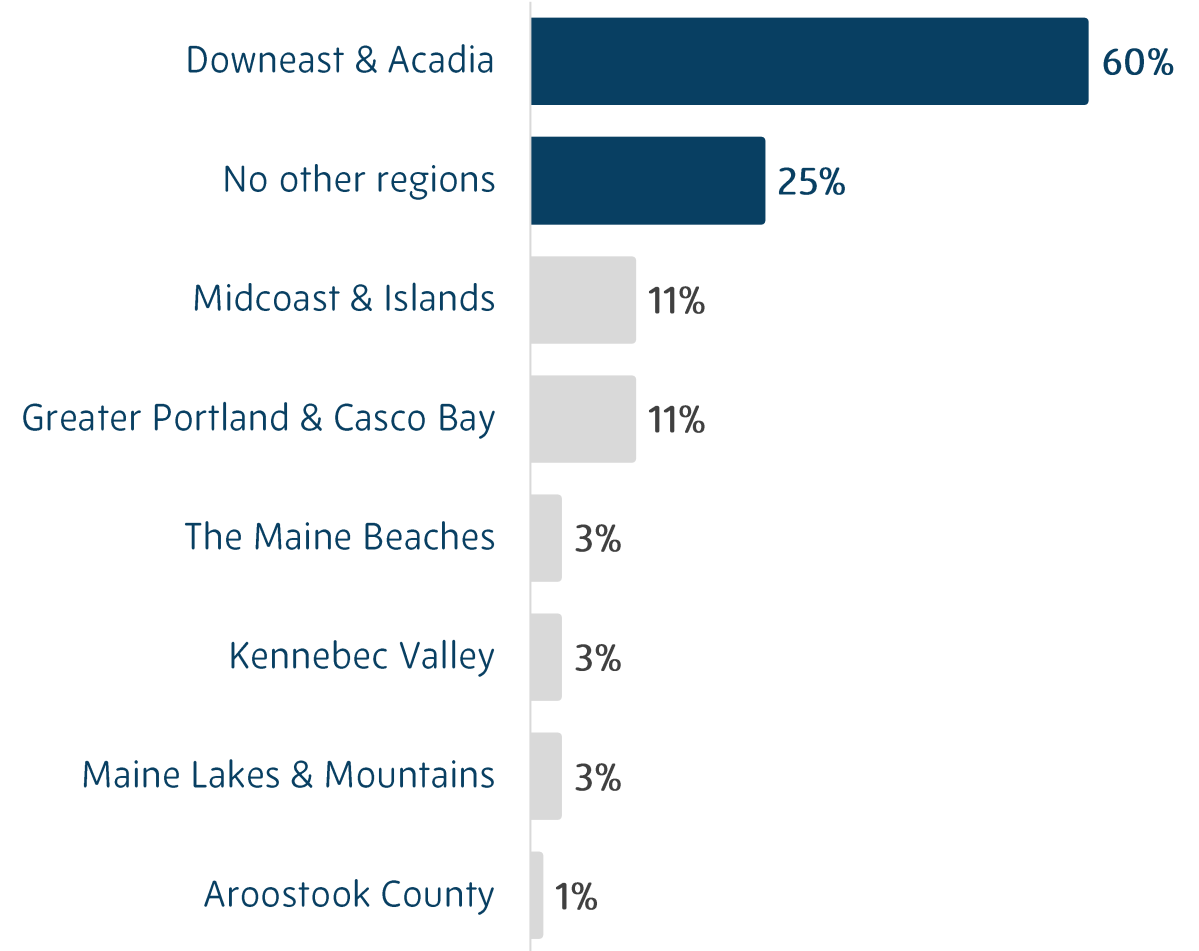
- » Nearly **7 in 10** visitors did not visit any other U.S. state or Canadian province during their trip
- » Other visitors were most likely to visit New Brunswick or New Hampshire during their trip



TRAVELING WITHIN MAINE*

» **1 in 4** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state

» **60%** of visitors visited Downeast & Acadia in addition to their primary destination within Maine

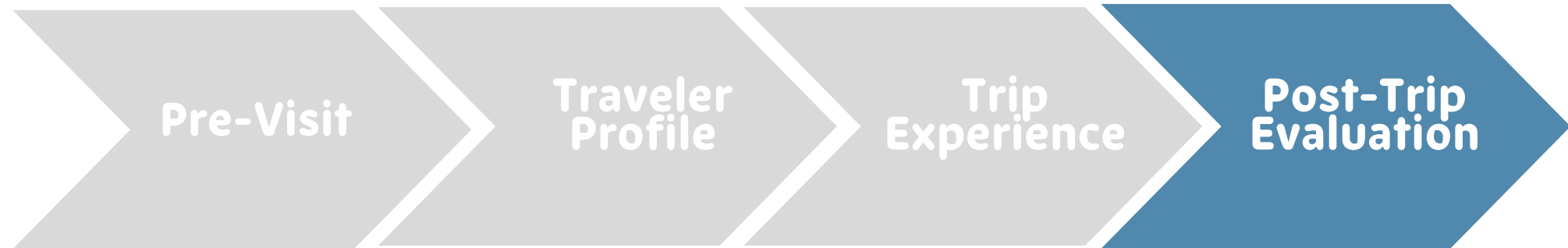


Maine Highlands

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*Multiple responses permitted.

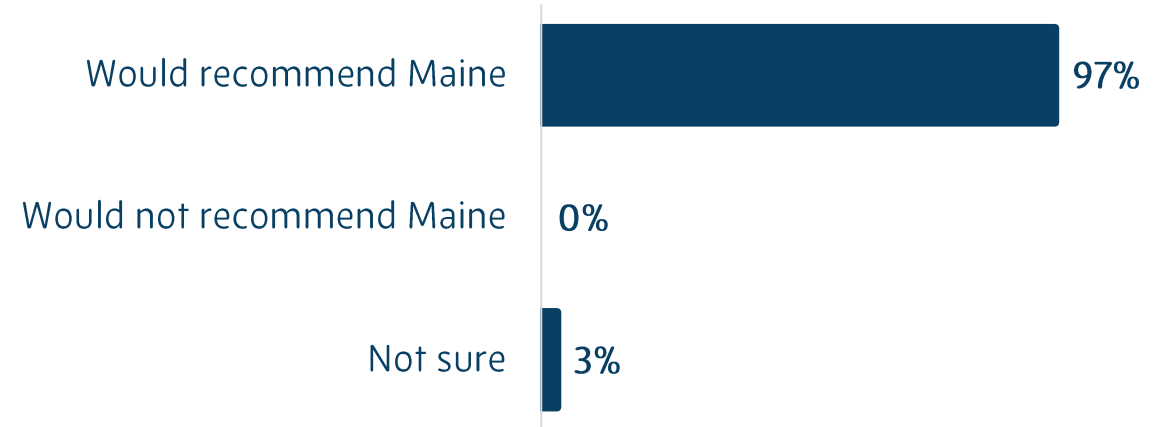
VISITOR JOURNEY: POST-TRIP EVALUATION



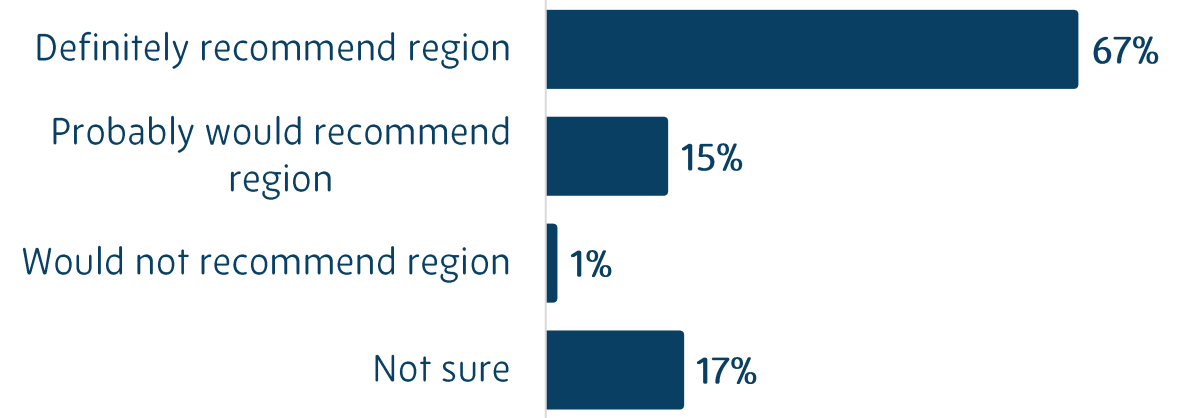
RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **82%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **67%** would definitely recommend

Likelihood of Recommending Maine

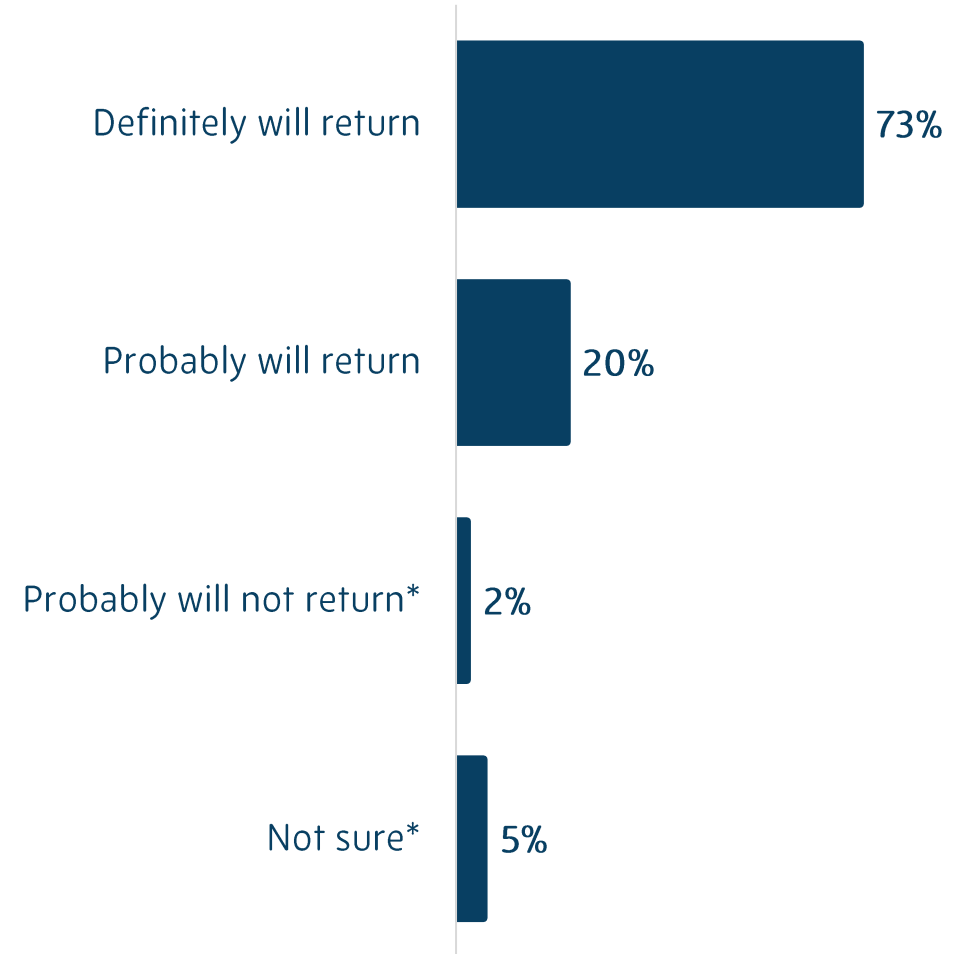


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

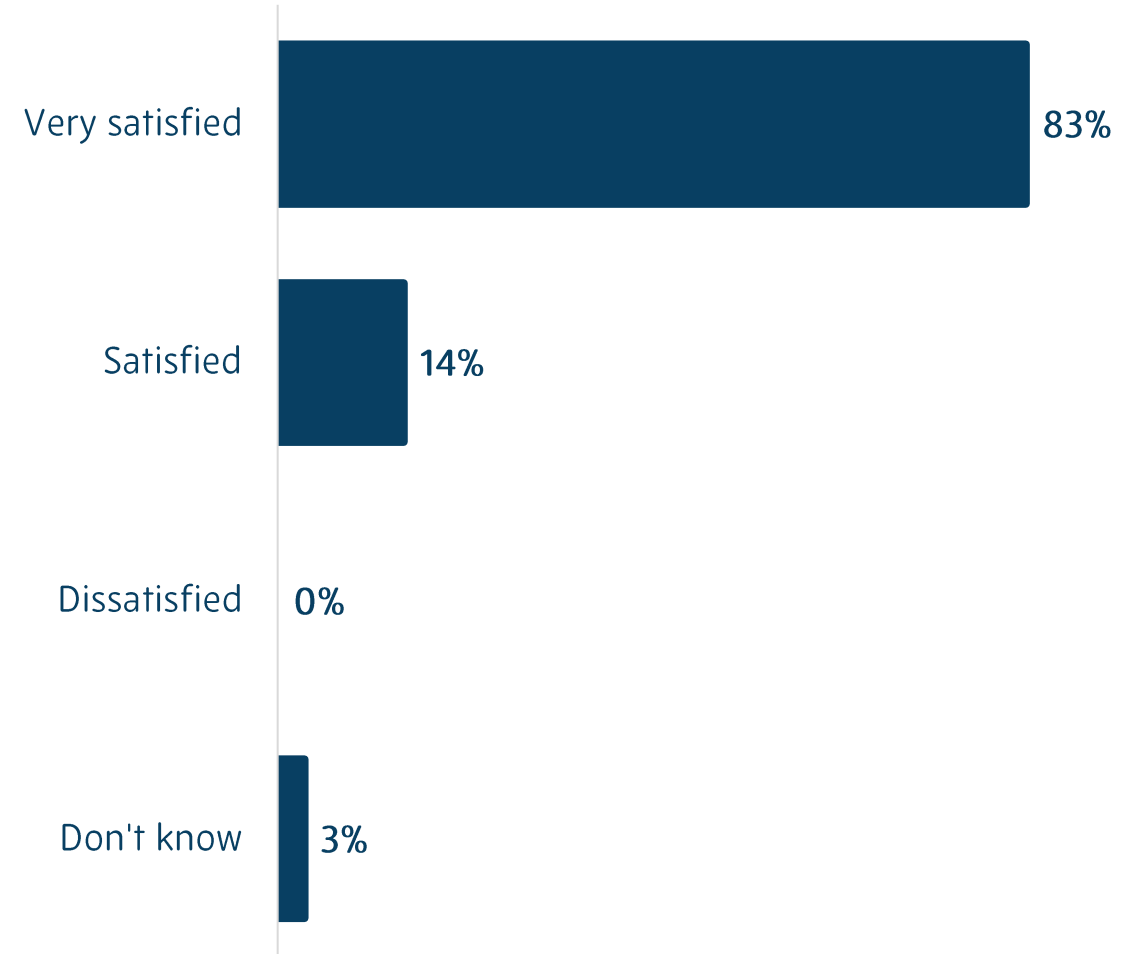
» **93%** of visitors will return to Maine for a future visit or vacation



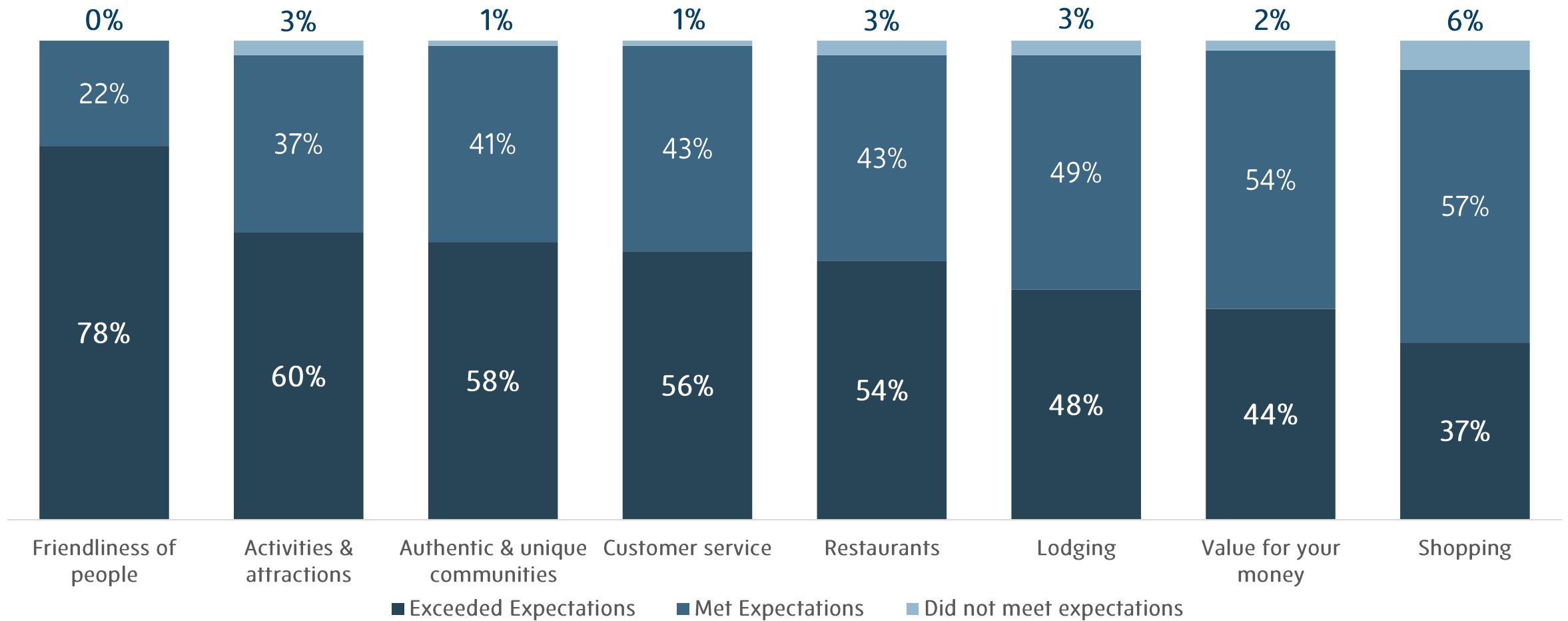
*7% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Once is enough to see/do everything 3. Limited, expensive airline service.

SATISFACTION

- » 97% of visitors were satisfied with their trip to Maine
- » Over 4 in 5 visitors were very satisfied with their trip to Maine

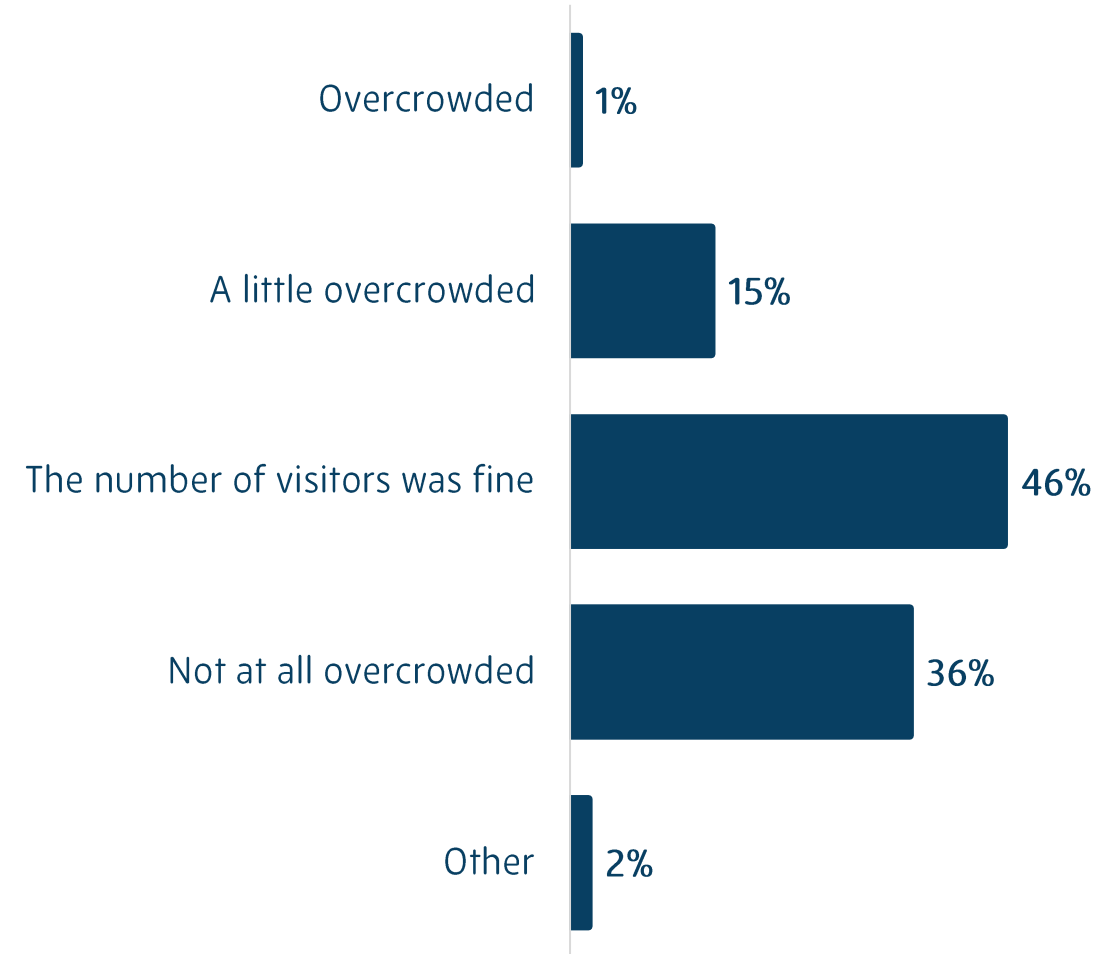


TRIP RATINGS



OVERCROWDING

- » 46% of visitors thought the number of visitors during their trip to Maine was fine
- » 15% of visitors thought it was a little overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

202 interviews were completed with visitors to the Maine Highlands 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.

MAINE HIGHLANDS

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