

# MAINE LAKES & MOUNTAINS

2023 Summer Visitor Tracking Report

MAY – AUGUST 2023

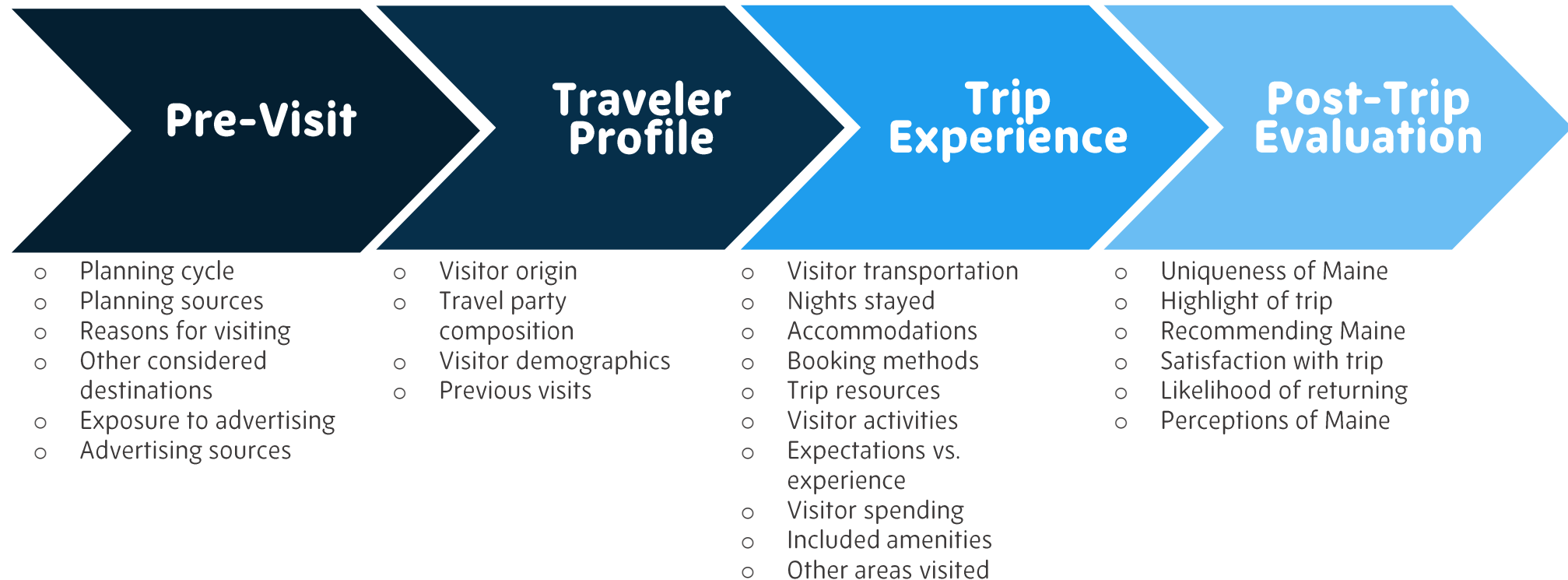


# STUDY OBJECTIVES: VISITOR JOURNEY

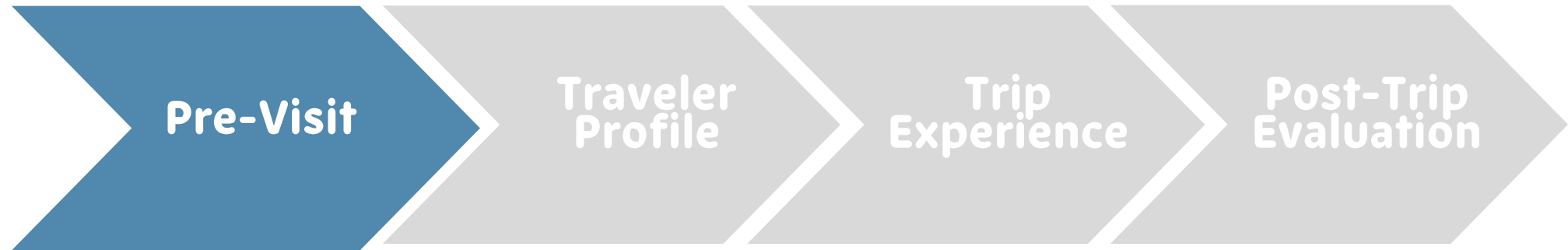
This report presents information about visitors to Maine from May to August 2023.

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

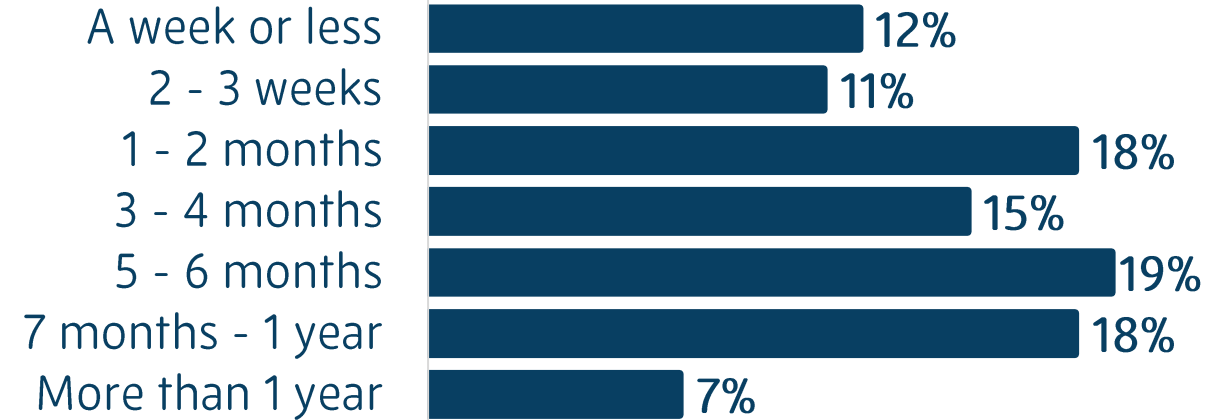
» Typical visitors began planning their trip **78 days** in advance

» **77%** of visitors started planning their trip a month or more in advance of their trip

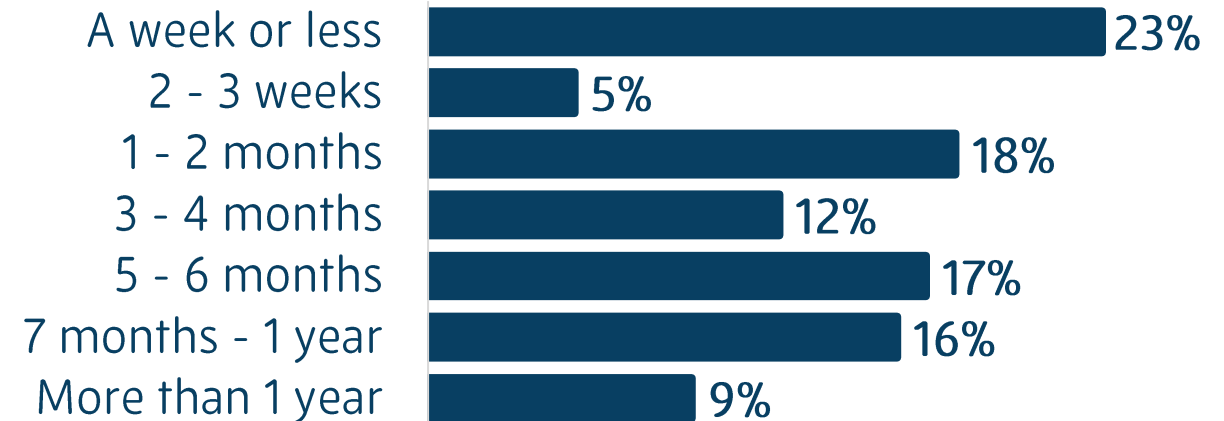
» Typical visitors booked their accommodations **70 days** in advance

» **46%** of visitors have a booking window of less than 3 months

## Beginning of Trip Planning Cycle

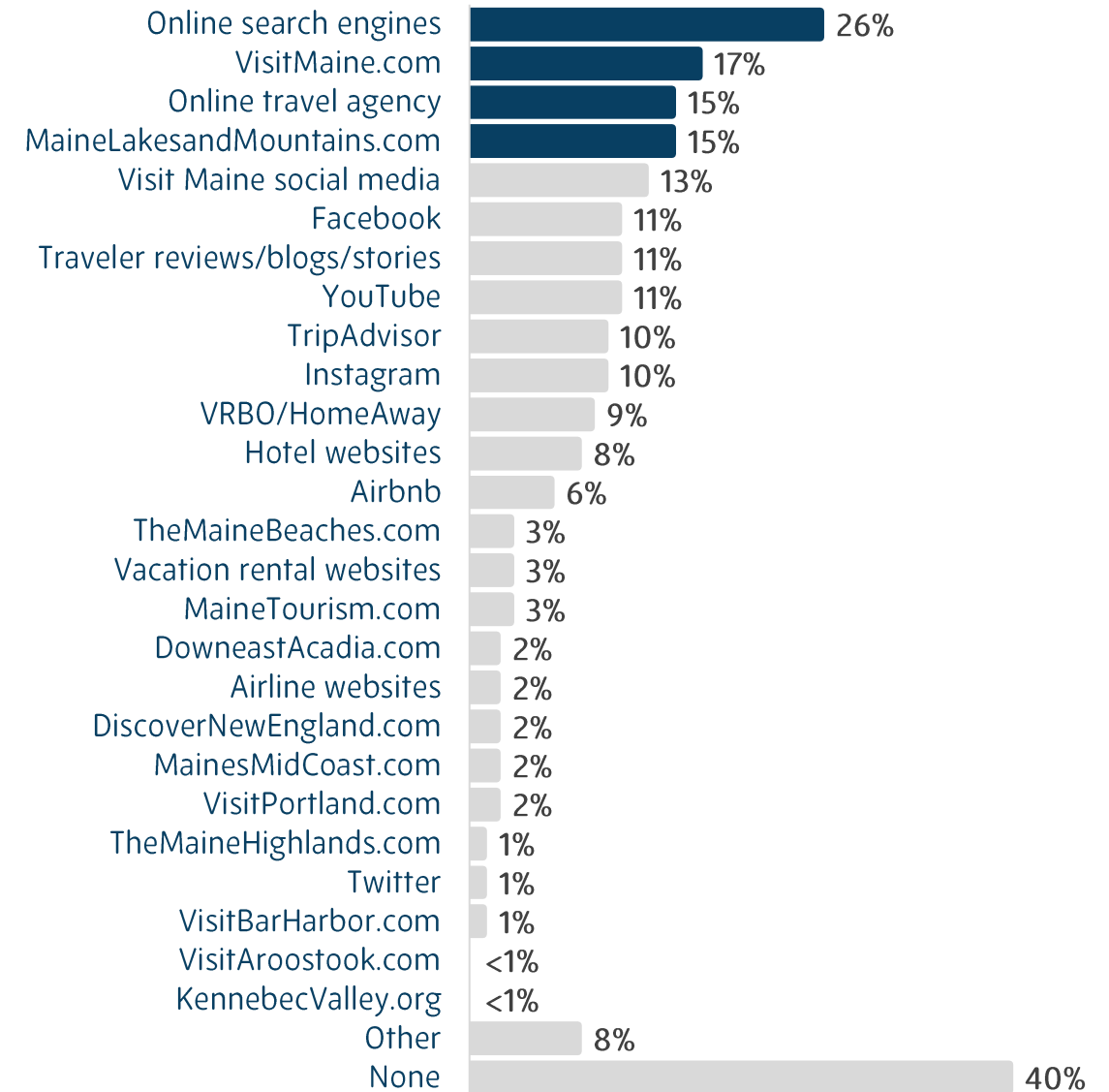


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

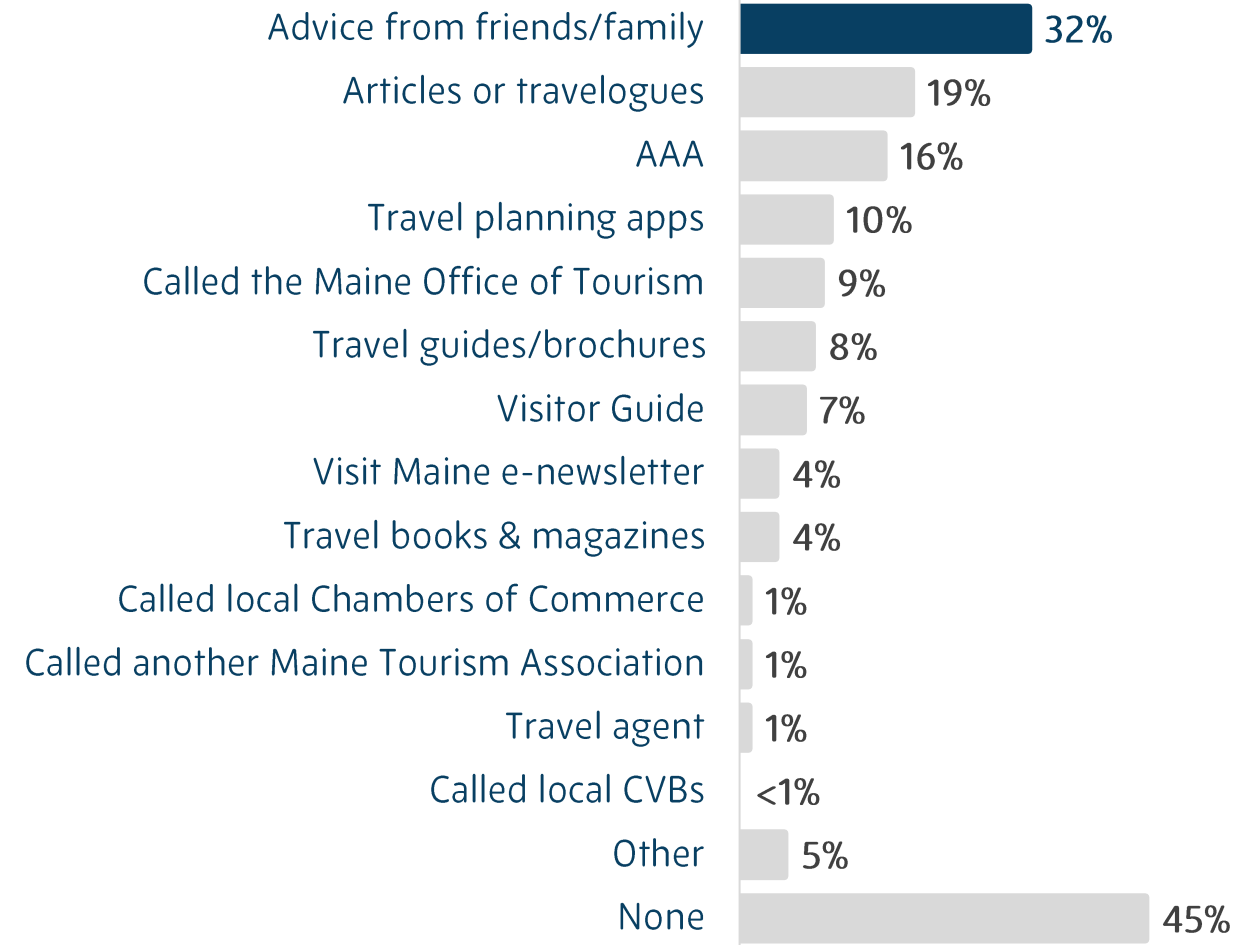
- » **3 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » Over **1 in 4** visitors used an online search engine, such as Google, to help them plan their trip in Maine



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

- » Nearly **1 in 3** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Over **2 in 5** visitors did not use any other resources to help them plan their trip in Maine



\*Multiple responses permitted.

# REASONS FOR VISITING\*

- » **2 in 5** visitors came to Maine to relax and unwind
- » Nearly **2 in 5** came to the area to visit friends and relatives



# TV SHOWS & FILM\*

- » 4% of visitors said a TV show or film inspired their trip to Maine
- » 29% of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » 12% visited a location related to a TV show or film while in Maine

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

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

29%

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

14%

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

14%

Something else

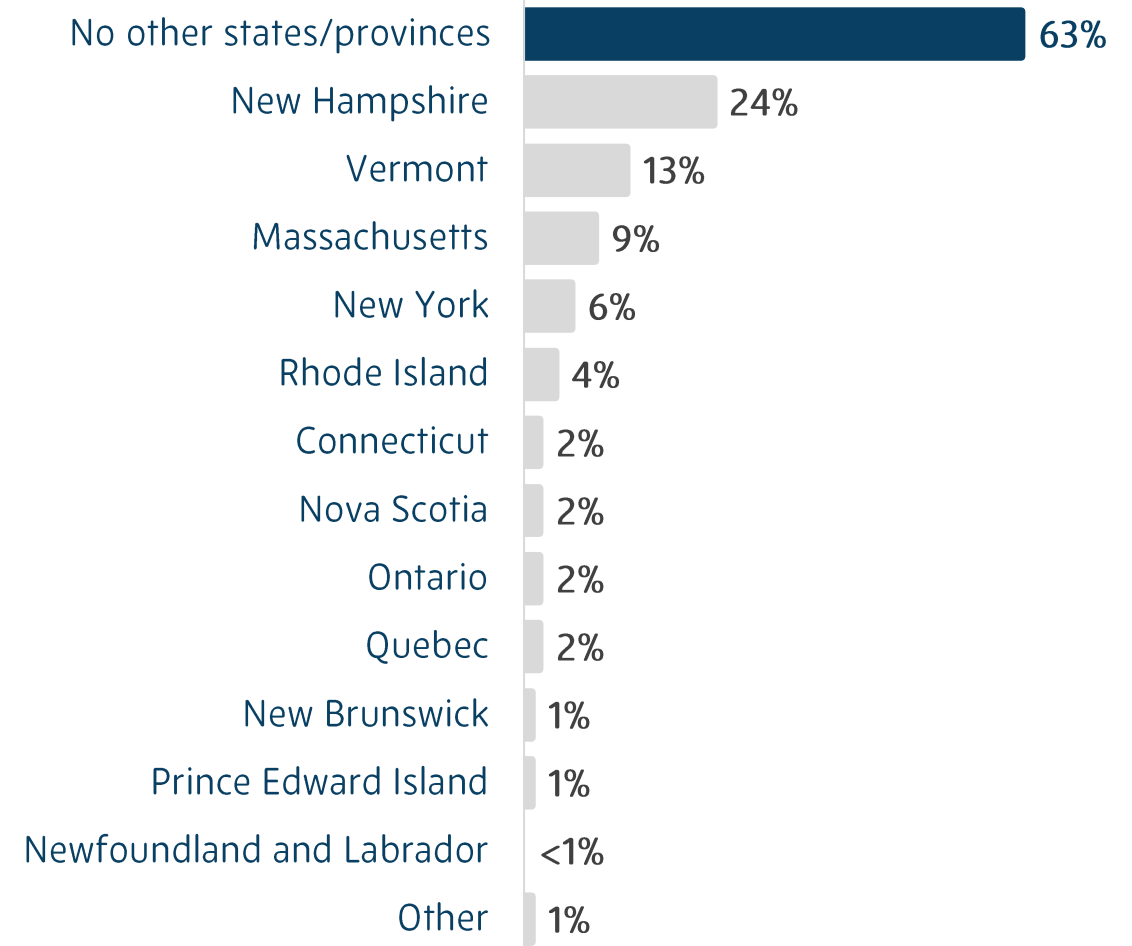
43%

\*Questions were not asked until January 2023.



# OTHER STATES & PROVINCES CONSIDERED\*

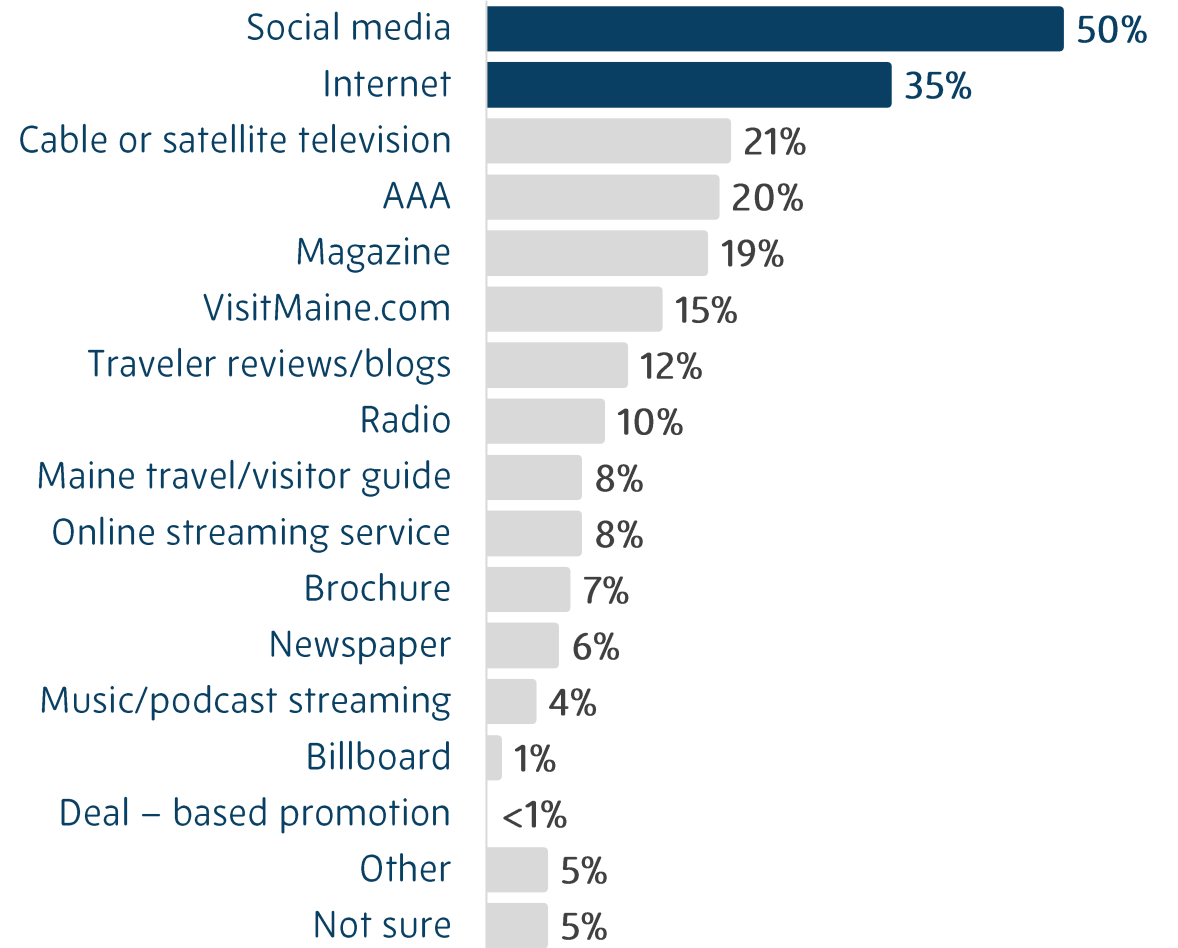
- » Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



# PRE-TRIP RECALL OF ADVERTISING\*

- » Over **half** of 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 **18% of all** visitors to visit Maine

Base: 52% of visitors who noticed advertising

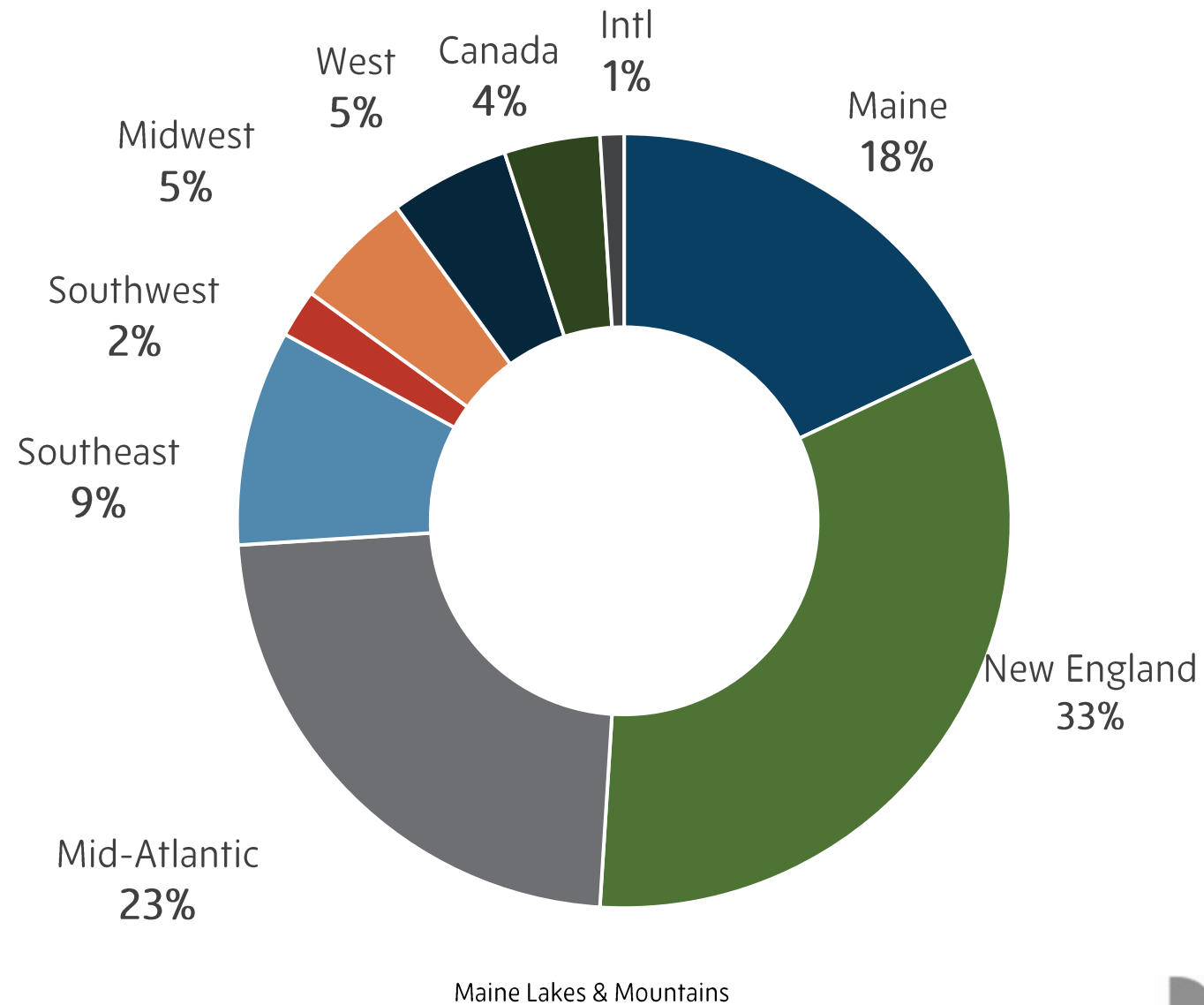


\*Multiple responses permitted.

# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **80%** of visitors traveled to/within Maine from 11 U.S. states and Canadian provinces
- » Nearly **1 in 5** visitors were residents of Maine traveling throughout the state

State	Percent
Maine	18%
Massachusetts	16%
New Hampshire	7%
New York	7%
Connecticut	6%
Florida	6%
Pennsylvania	6%
New Jersey	5%
California	3%
Vermont	3%
Virginia	3%

# TOP ORIGIN MARKETS

- » Over **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	13%
New York City <sup>1</sup>	9%
Philadelphia	3%
Portland, ME	3%
Augusta	3%
Washington DC - Baltimore <sup>2</sup>	2%
Hartford, CT	2%
Providence, RI	2%
Tampa - Clearwater - St. Petersburg	2%
Auburn - Lewiston	2%
Naples - Ft. Myers	2%

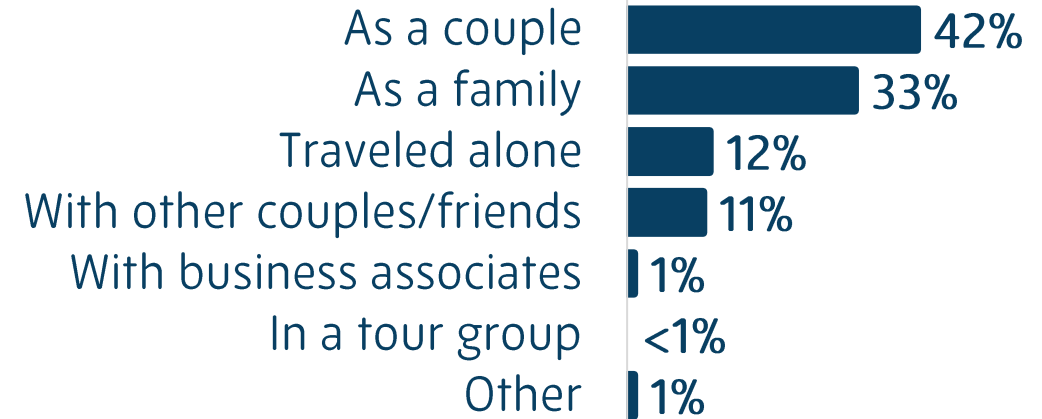
<sup>1</sup>Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

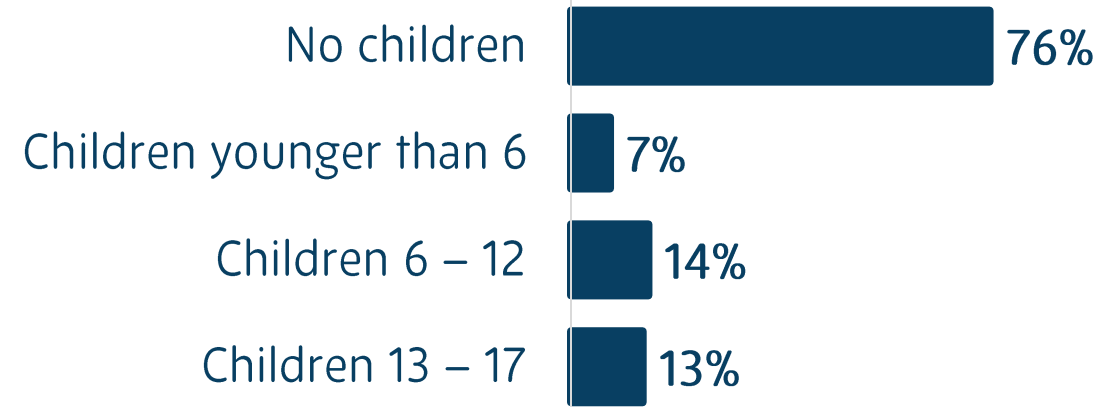
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.3** people
- » Over **2 in 5** visitors traveled as a couple
- » **1 in 3** traveled as a family
- » Nearly **1 in 4** visitors traveled with one or more children in their travel party

## Travel Party Composition



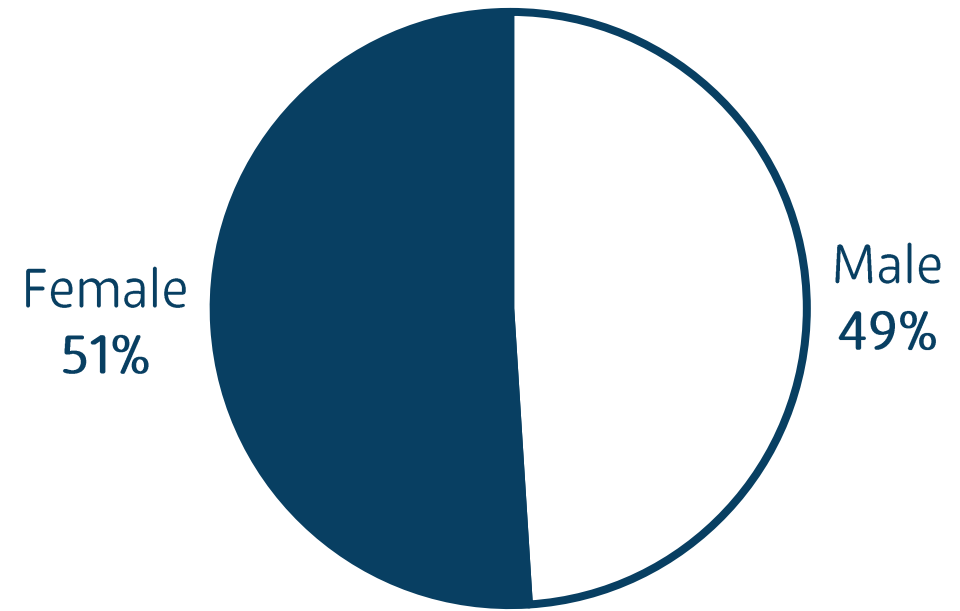
## Children in Travel Party\*



\*Multiple responses permitted.

# GENDER

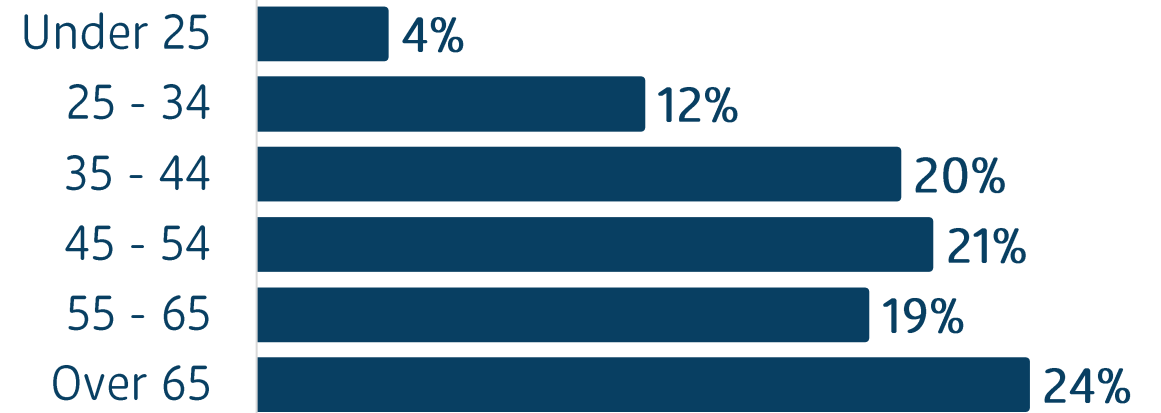
» Over **half** of visitors to Maine interviewed were females





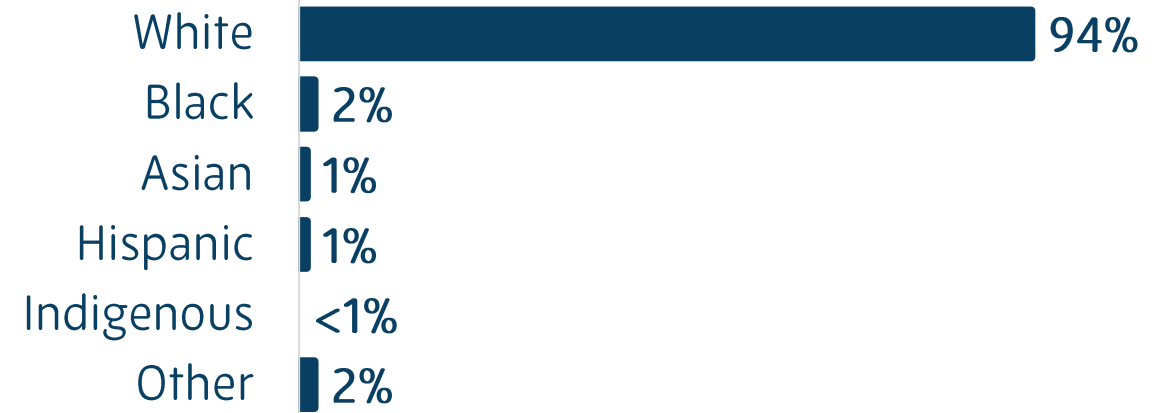
# AGE

» The average age of visitors to Maine is 52 years old



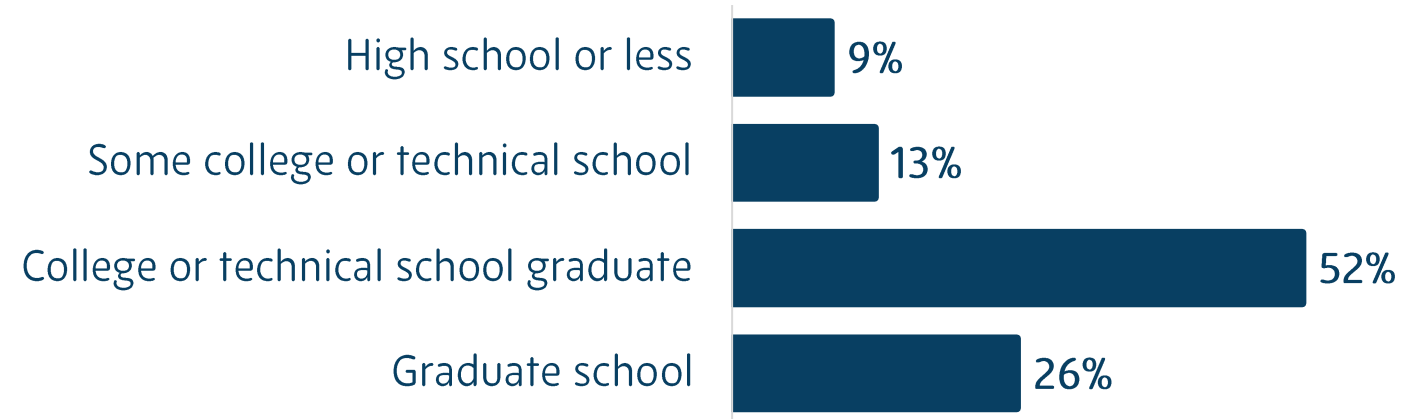
# RACE & ETHNICITY

» Over 9 in 10 visitors to Maine were white



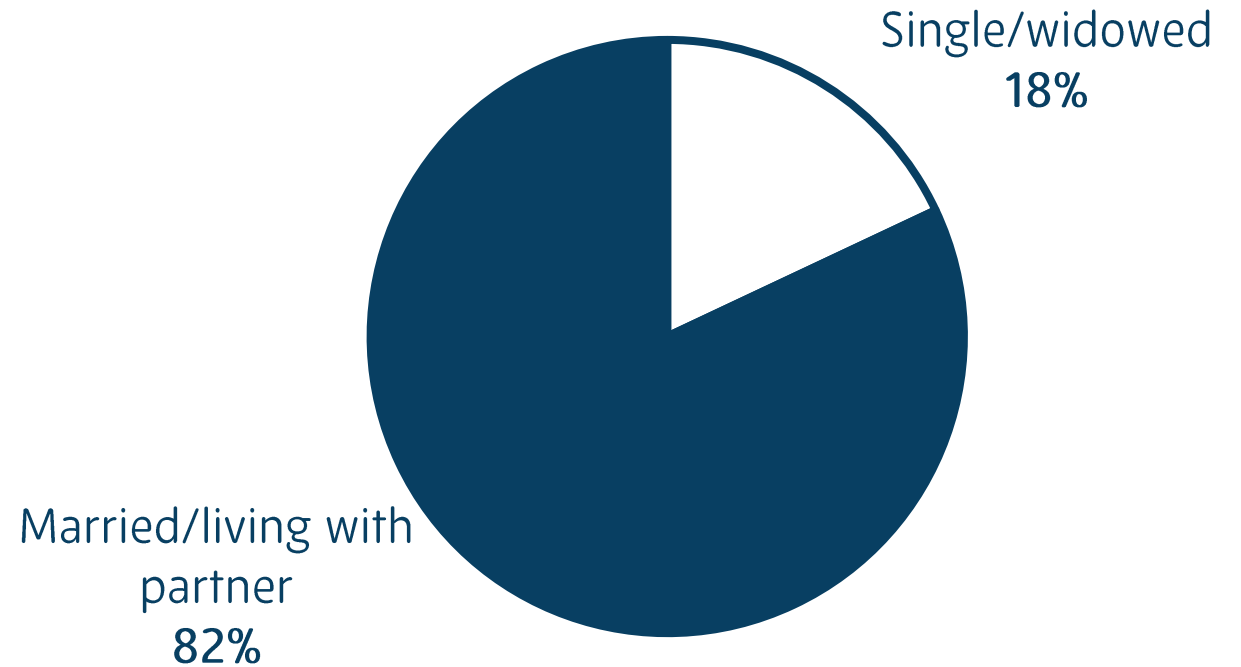
# EDUCATIONAL ATTAINMENT

» Nearly **4 in 5** visitors have a college/technical school degree or higher



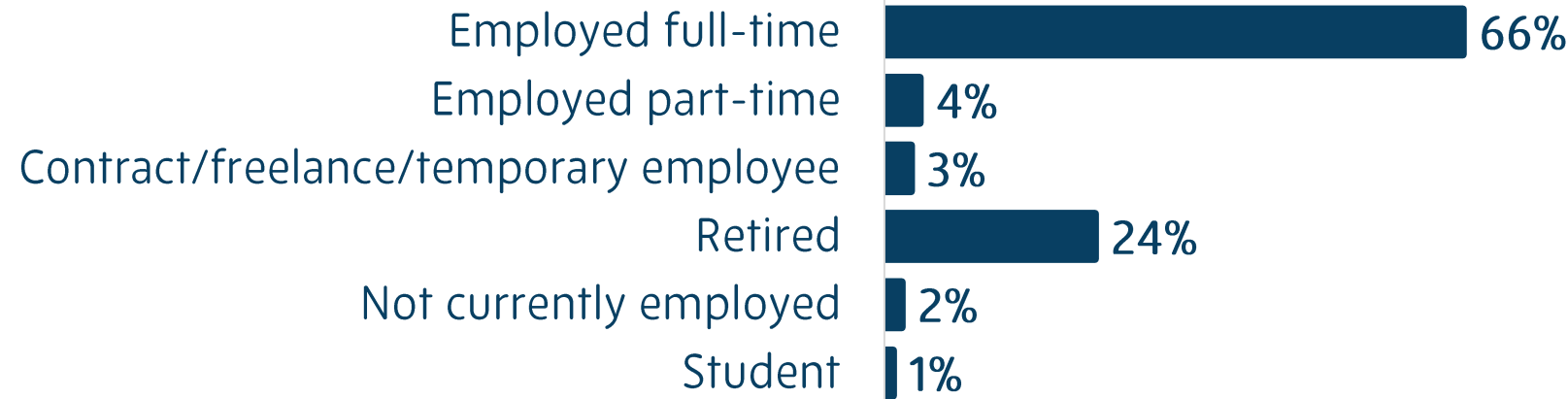
# MARITAL STATUS

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



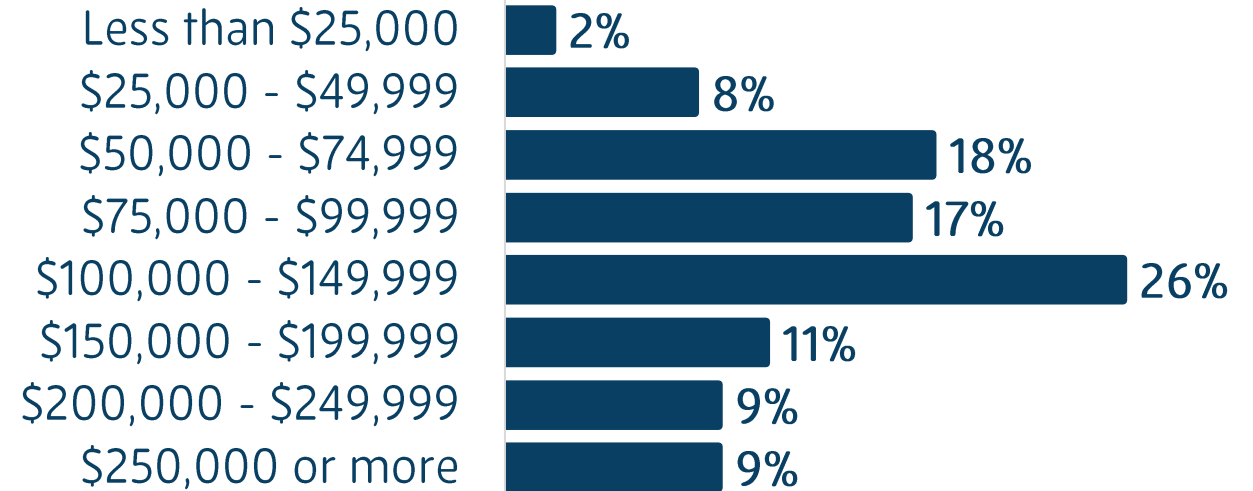
# EMPLOYMENT STATUS

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



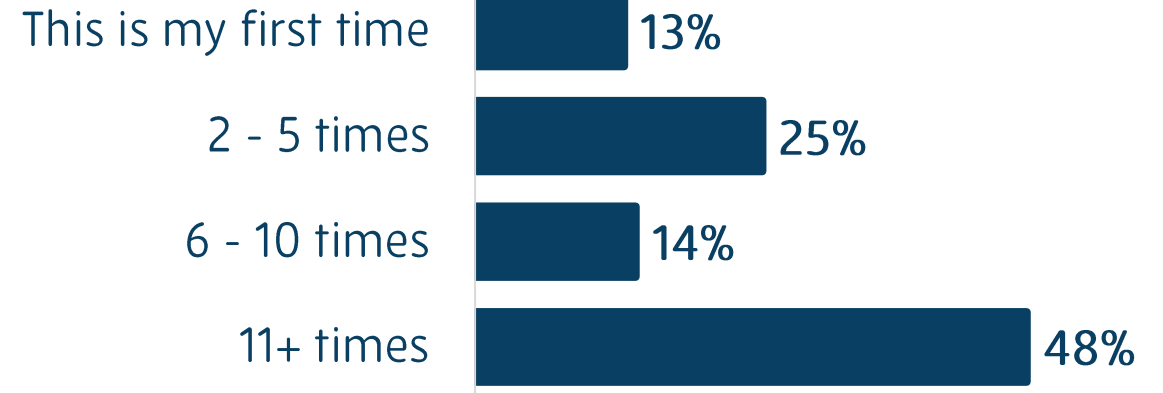
# HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$109,600** per year
- » **29%** of visitors to Maine earned more than \$150,000 per year



# NEW & RETURNING VISITORS

- » 13% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 48% had previously traveled in Maine more than 10 times



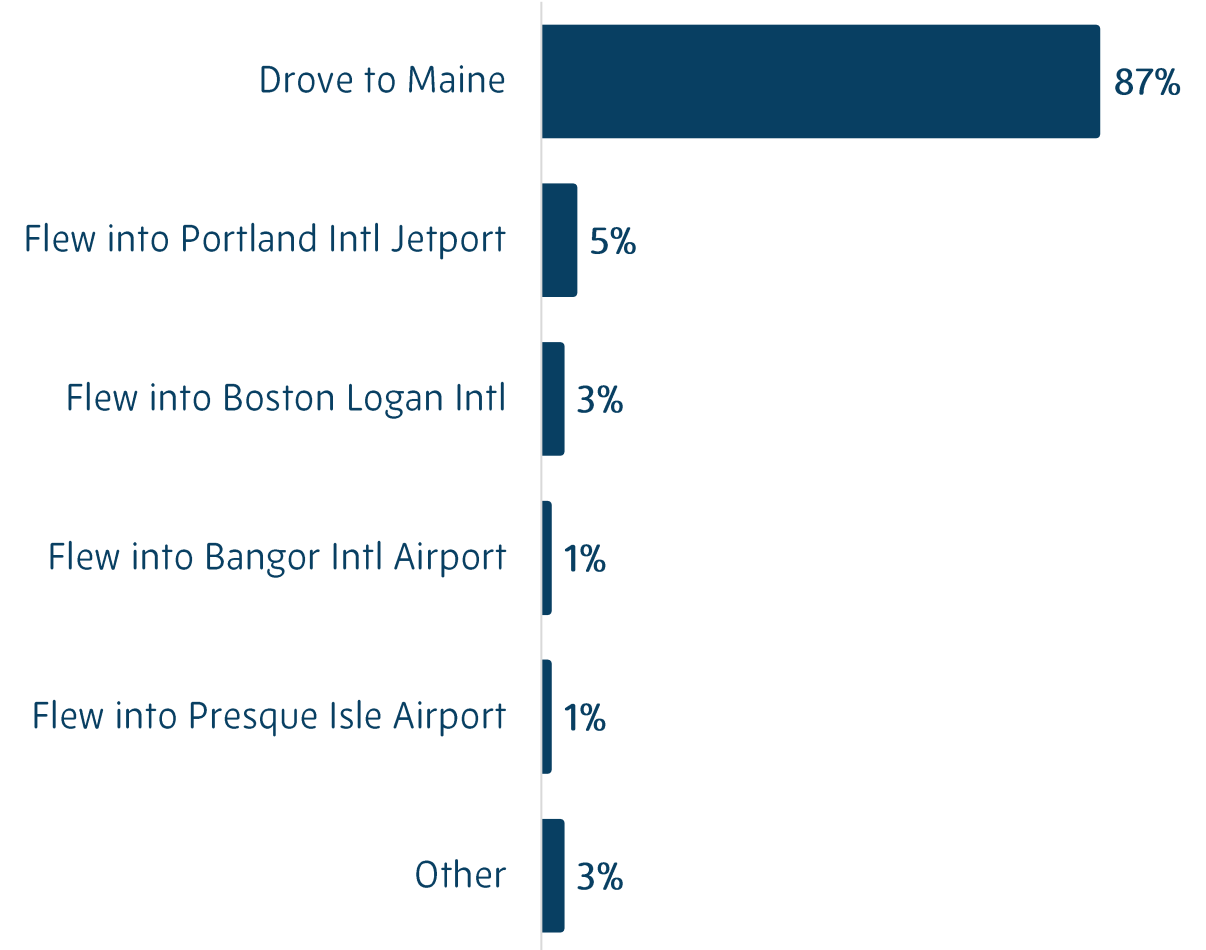
# VISITOR JOURNEY: TRIP EXPERIENCE





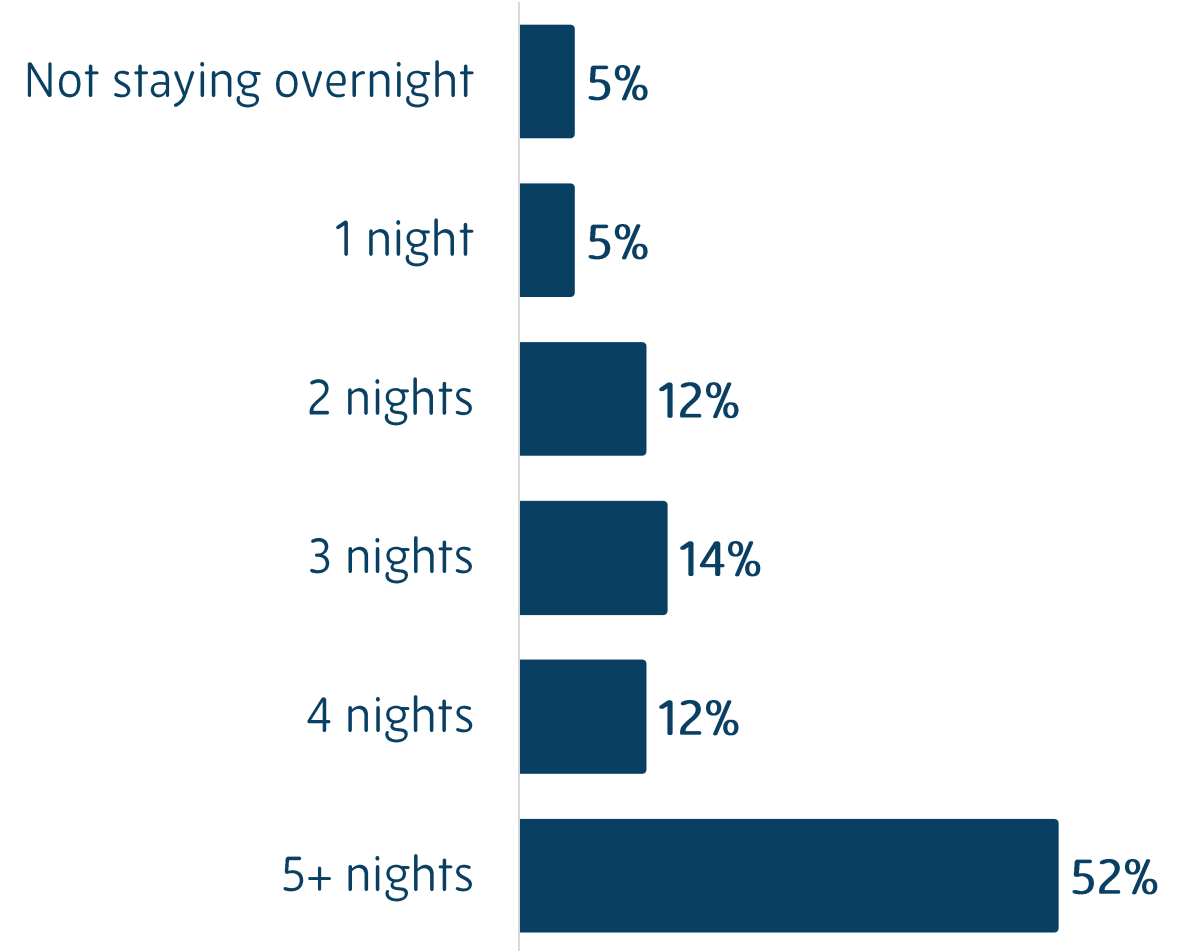
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **87%** 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

- » 95% 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 5.7 nights in Maine on their trips

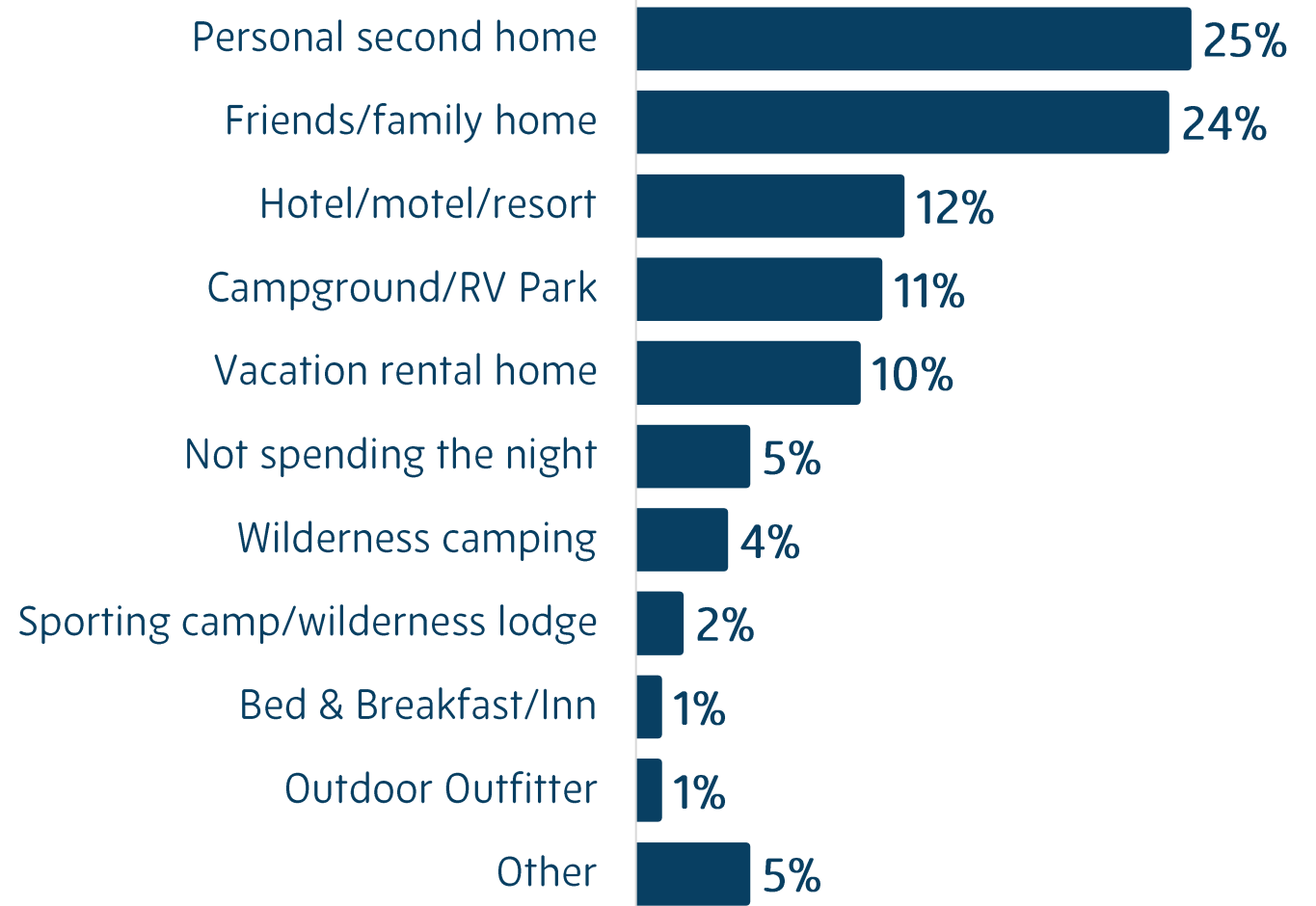


\*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Maine Lakes & Mountains

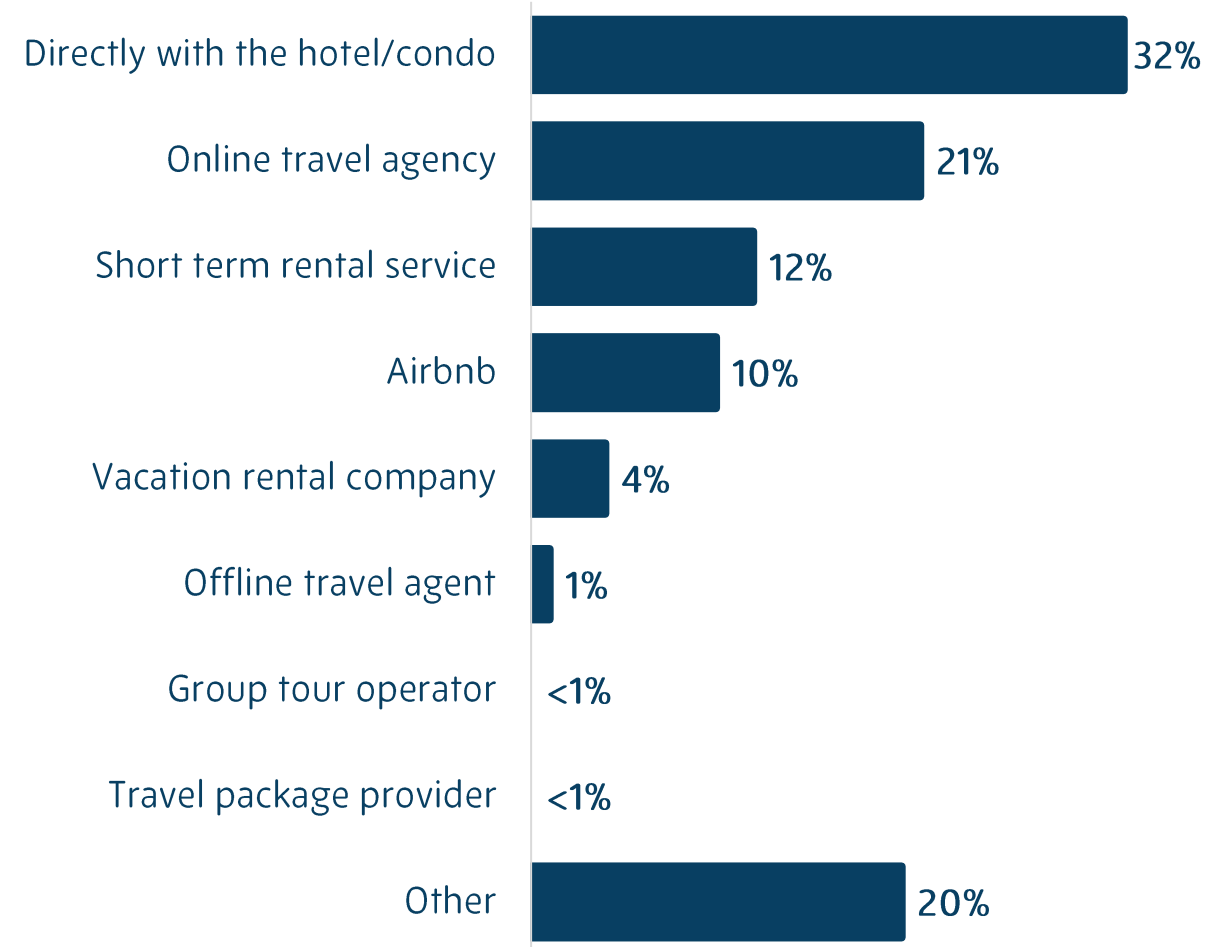
# ACCOMMODATIONS

» **1 in 4** visitors stayed overnight at a personal second home or with friends and family



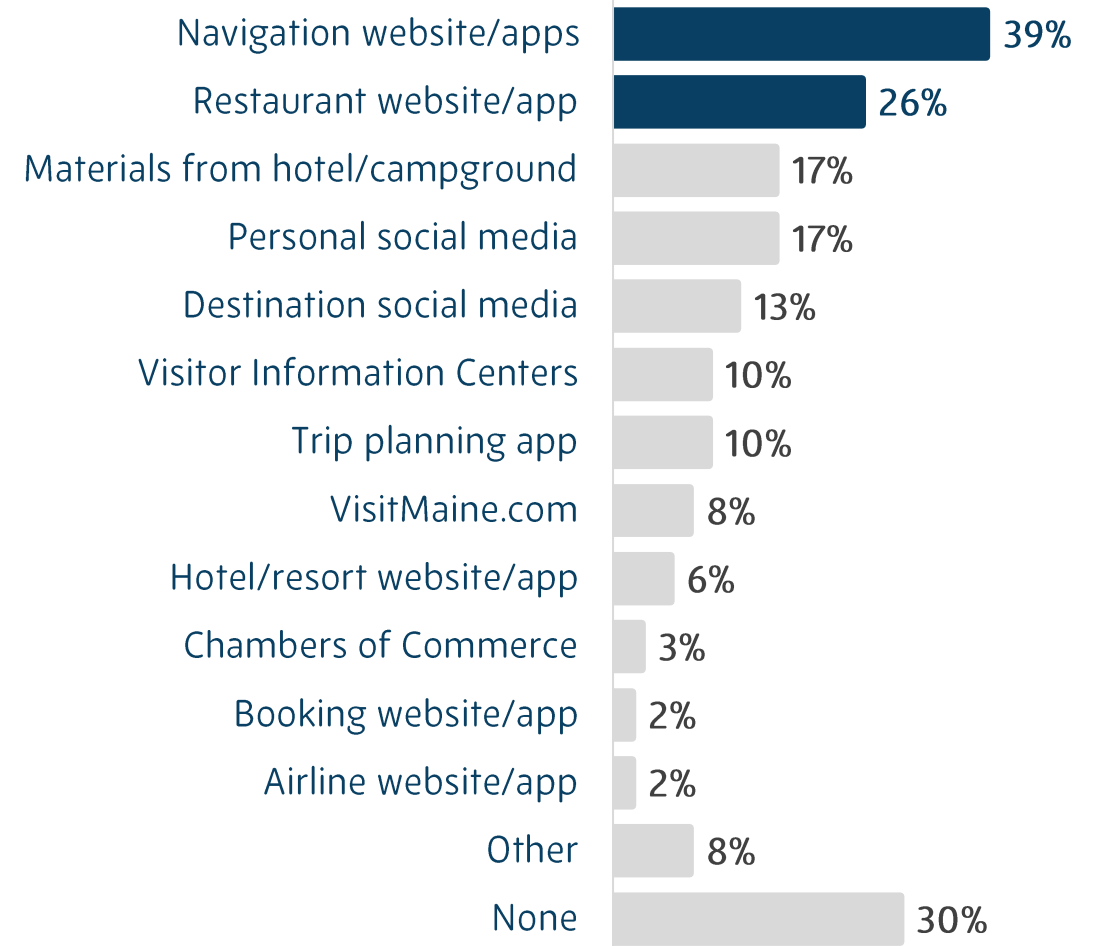
# BOOKING METHODS

» Nearly **1 in 3** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



# IN-MARKET VISITOR RESOURCES\*

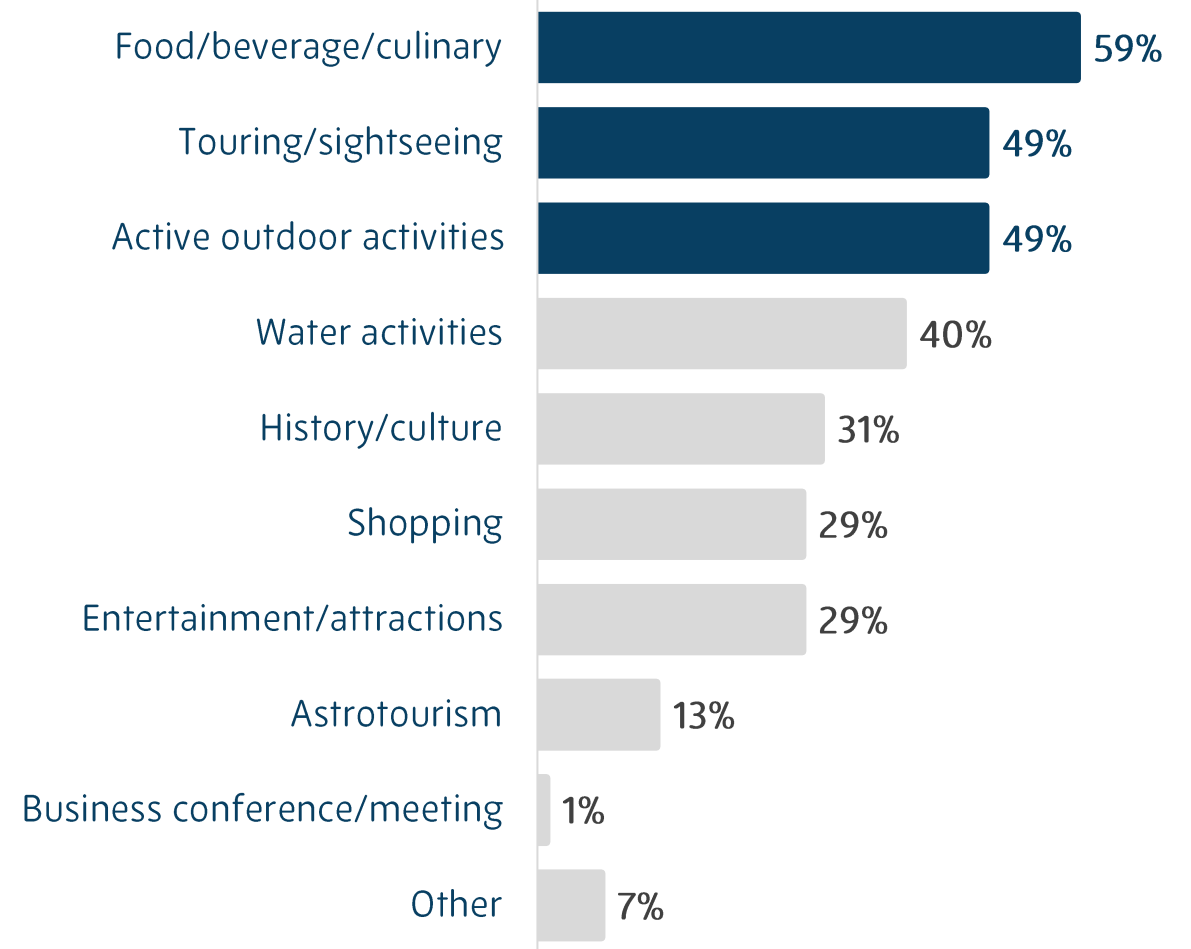
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **1 in 4** visitors used restaurant websites/apps
- » **1 in 5** visitors did not use any resources to plan activities while they were in-market



\*Multiple responses permitted.

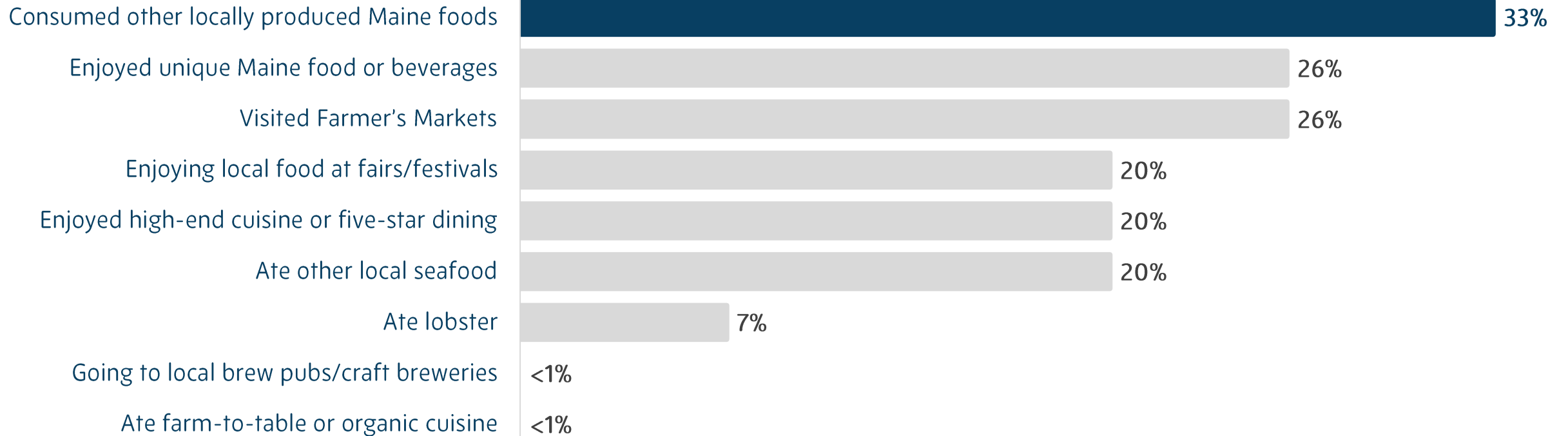
# VISITOR ACTIVITIES\*

- » 59% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over half of visitors went touring/sightseeing and participated in active outdoors activities during their trip to Maine



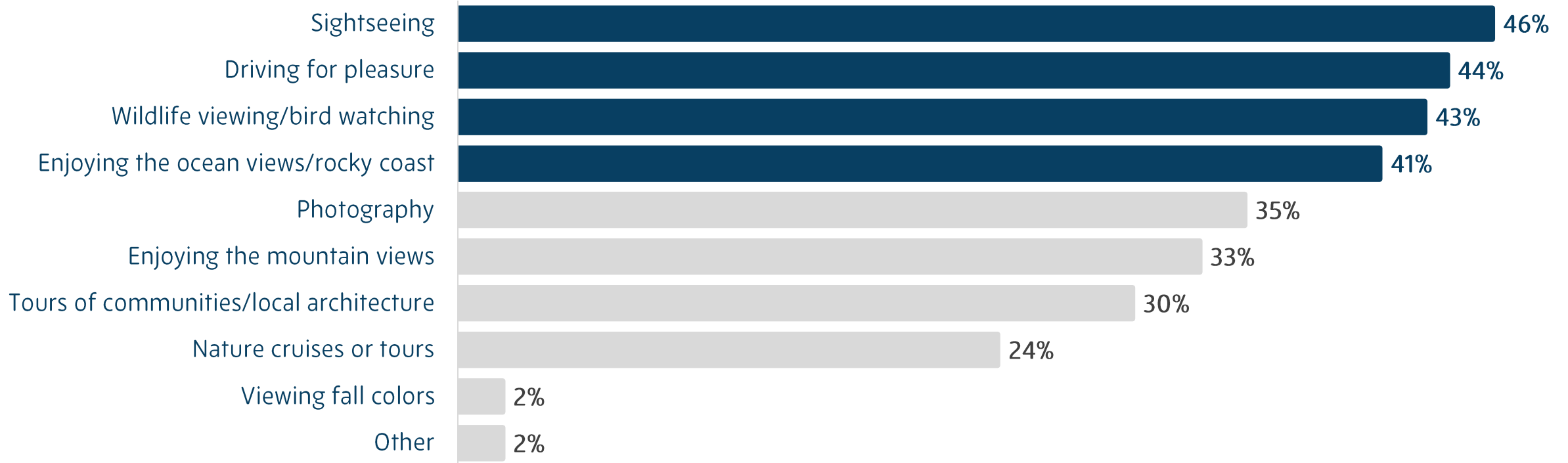
\*Multiple responses permitted.

# FOOD & BEVERAGE ACTIVITIES\*



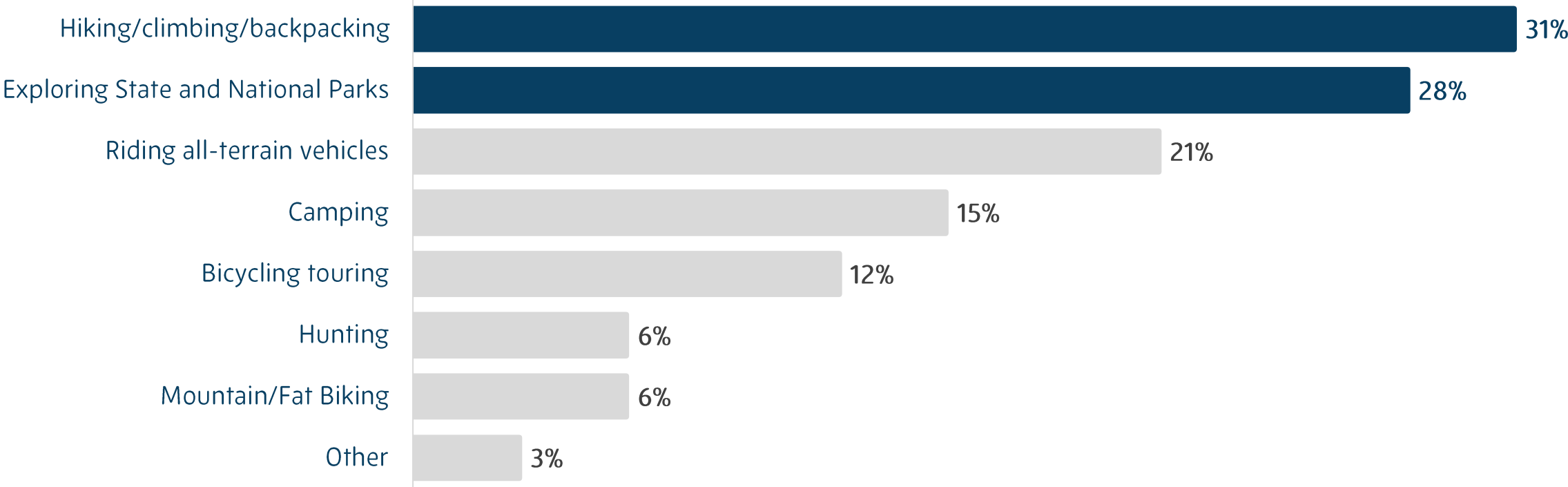
\*Multiple responses permitted.

# TOURING & SIGHTSEEING ACTIVITIES\*

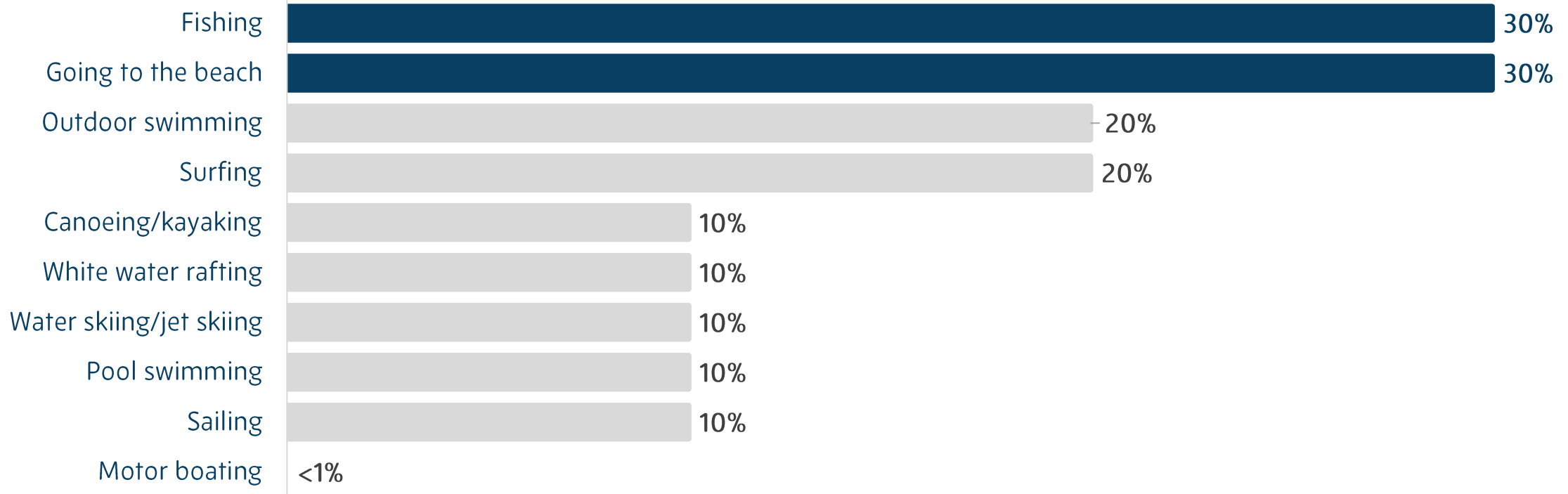




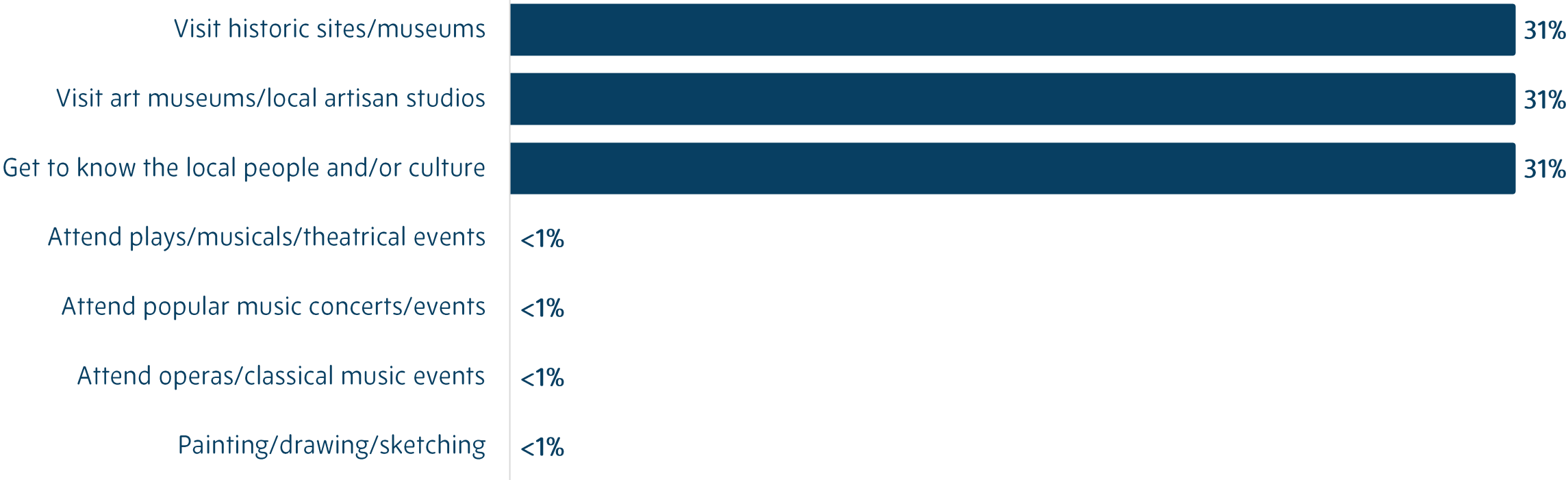
# ACTIVE OUTDOOR ACTIVITIES\*



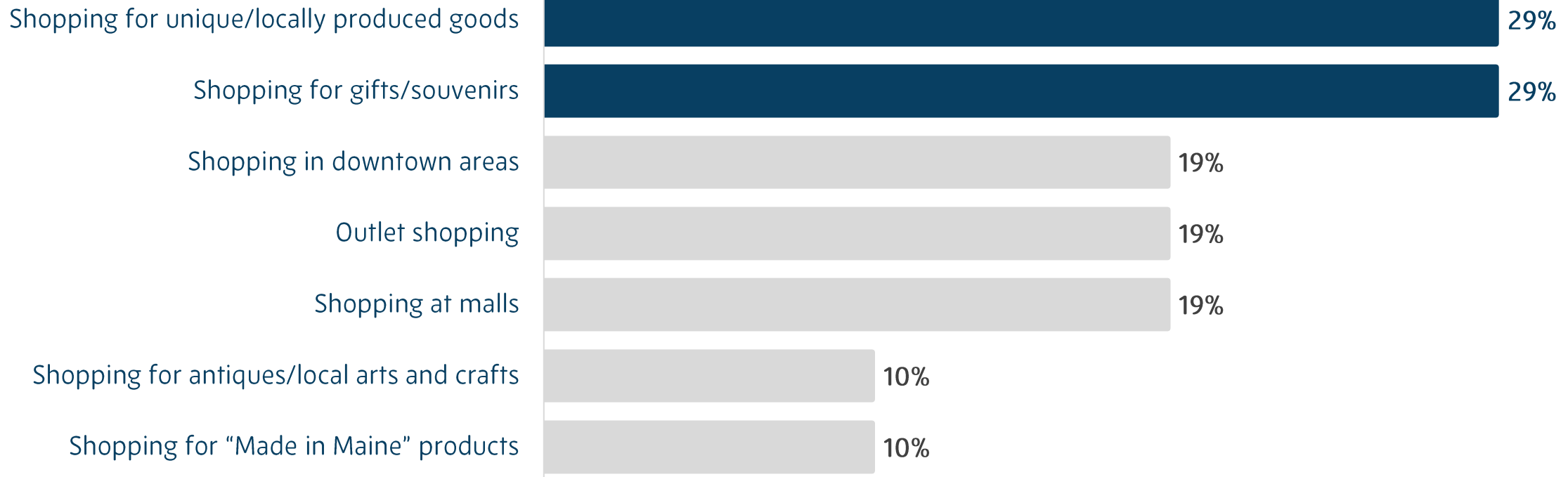
# WATER ACTIVITIES\*



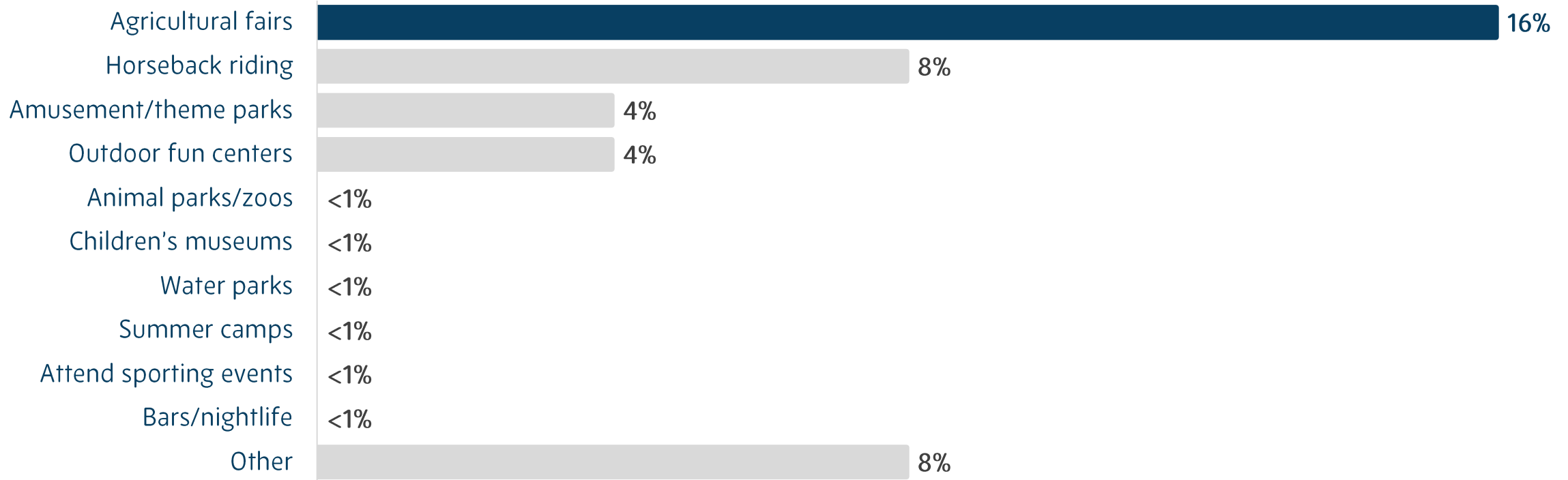
# HISTORICAL & CULTURAL ACTIVITIES\*



# SHOPPING ACTIVITIES\*



# ENTERTAINMENT ACTIVITIES\*



# DAILY TRAVEL PARTY SPENDING

## All Visitors

Accommodations	\$178
Transportation	\$43
Groceries	\$55
Restaurants	\$91
Shopping	\$44
Activities & Attractions	\$54
Other	\$16
<b>Daily Spending</b>	<b>\$481</b>

# TOTAL TRAVEL PARTY SPENDING

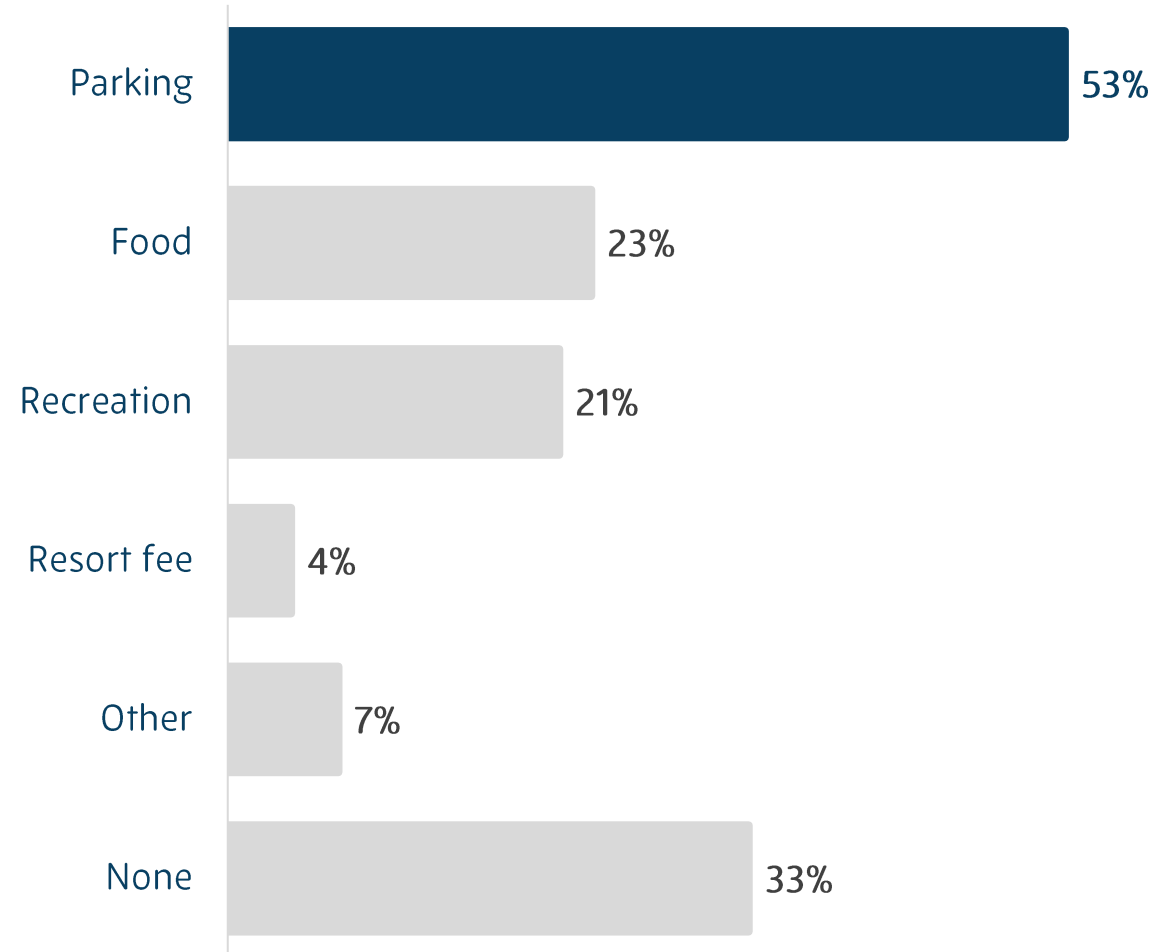
## All Visitors

Accommodations	\$1,086
Transportation	\$262
Groceries	\$336
Restaurants	\$555
Shopping	\$268
Activities & Attractions	\$329
Other	\$98

<b>Total Spending</b>	<b>\$2,934</b>
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# LODGING AMENITIES\*

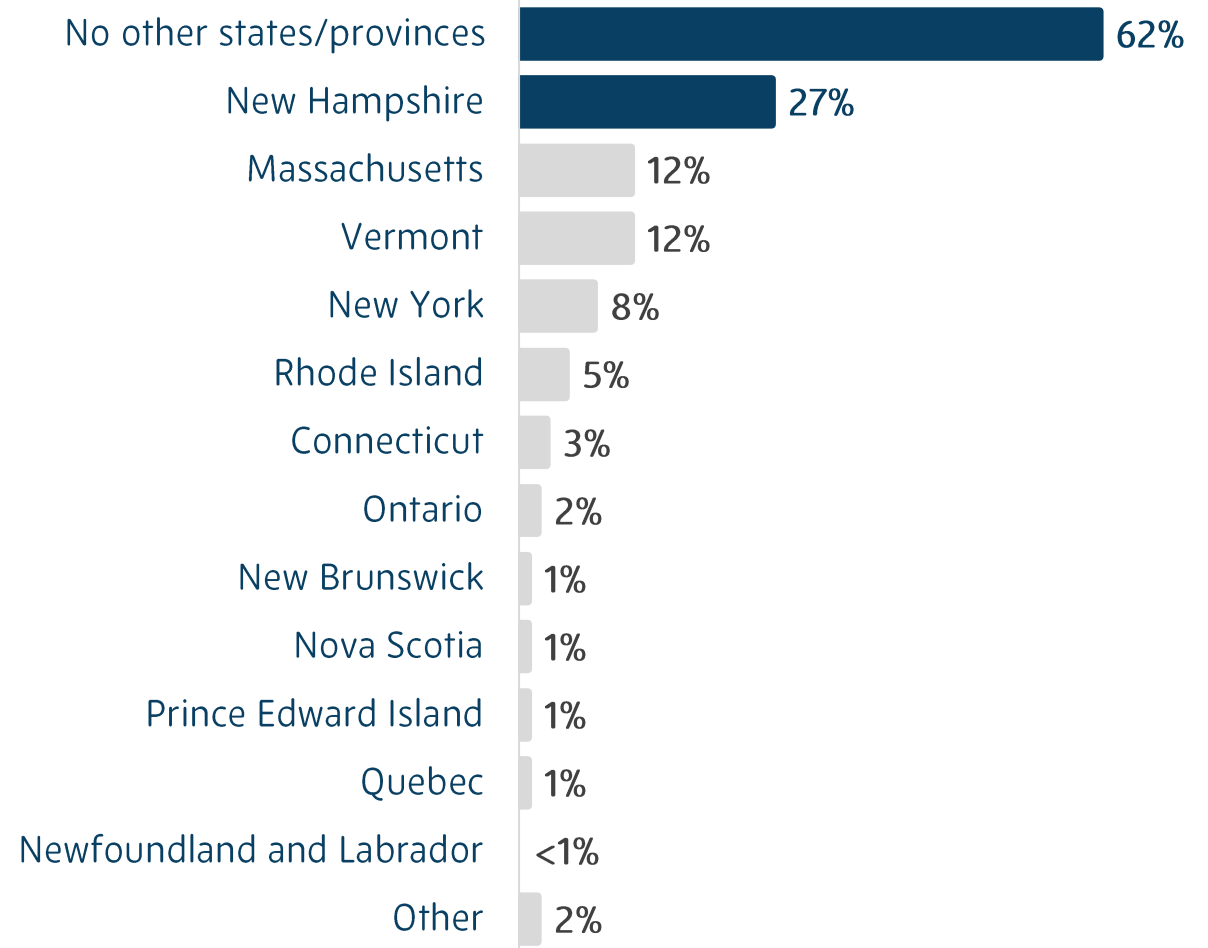
- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for **2 in 3** visitors
- » Price for accommodations included parking for over **half** of visitors
- » Food was included in accommodations' pricing for nearly **1 in 4** visitors





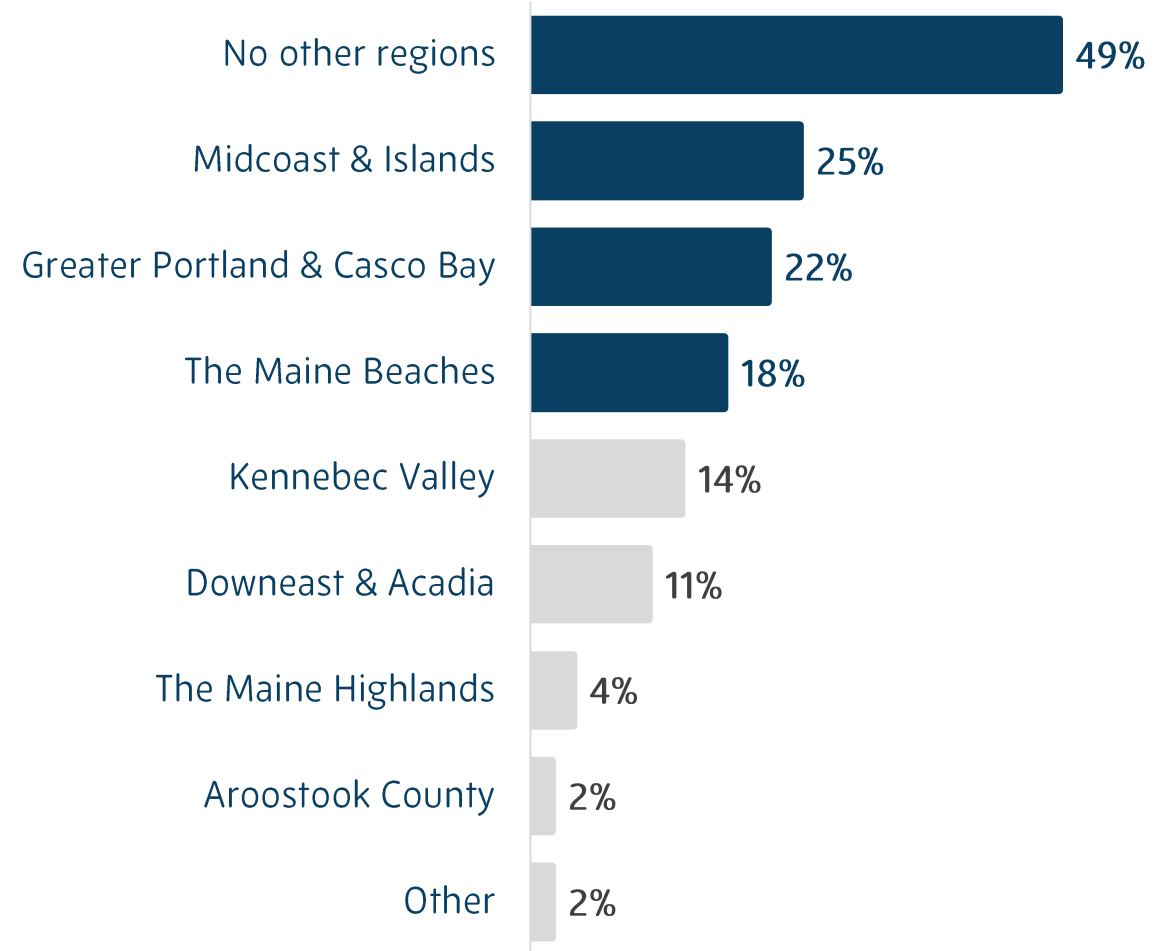
# OTHER STATES & PROVINCES VISITED\*

- » Over **3 in 5** 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



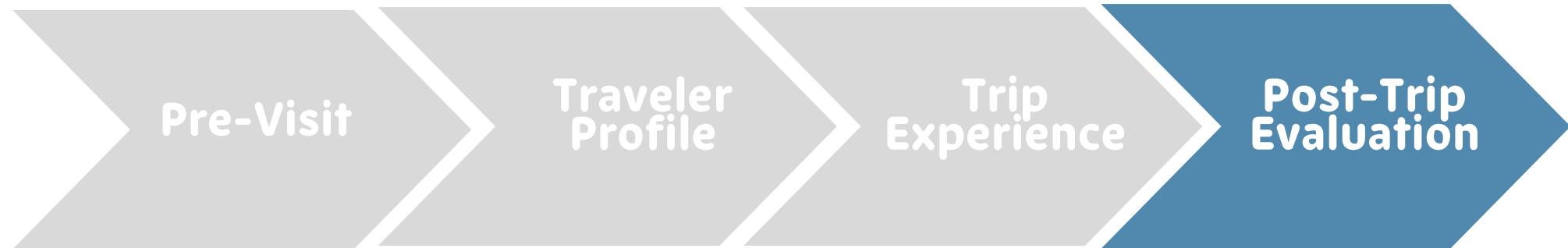
# TRAVELING WITHIN MAINE\*

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



\*Multiple responses permitted.

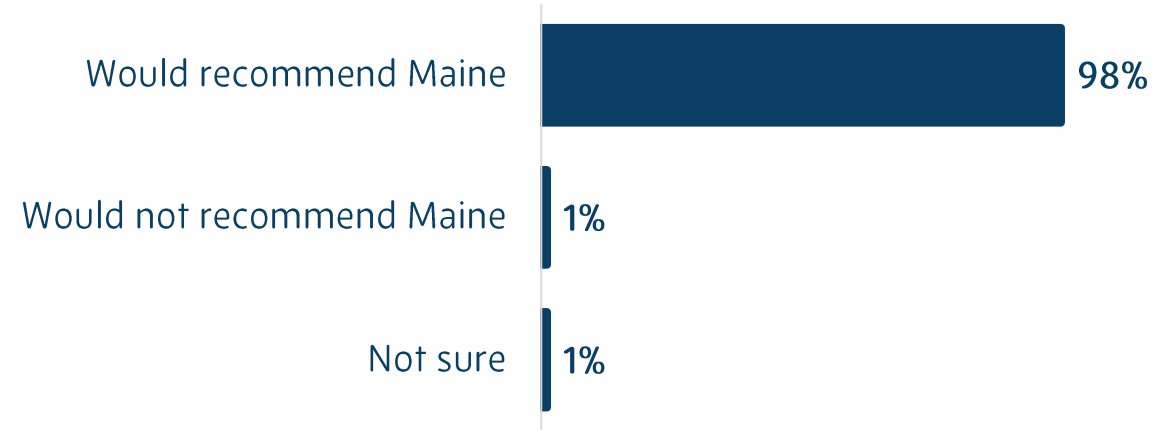
# VISITOR JOURNEY: POST-TRIP EVALUATION



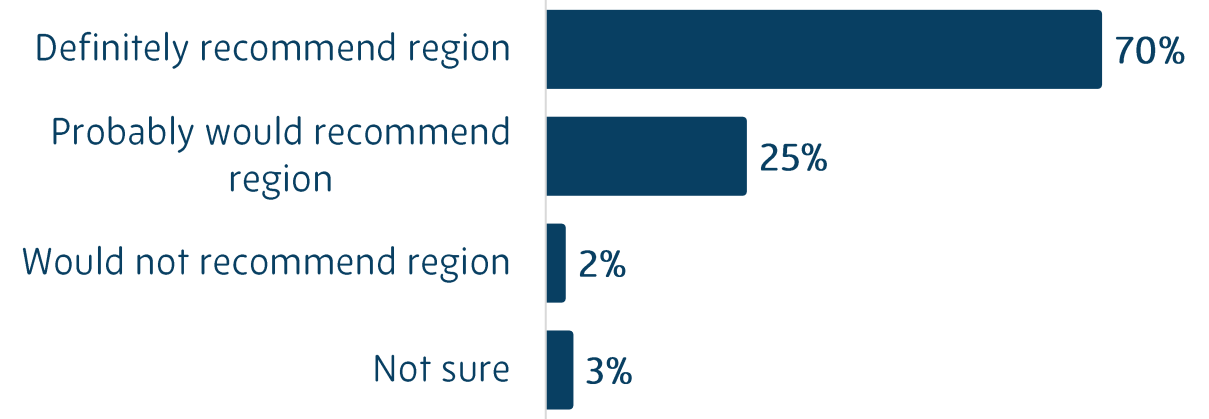
# RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **95%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **70%** would definitely recommend

## Likelihood of Recommending Maine

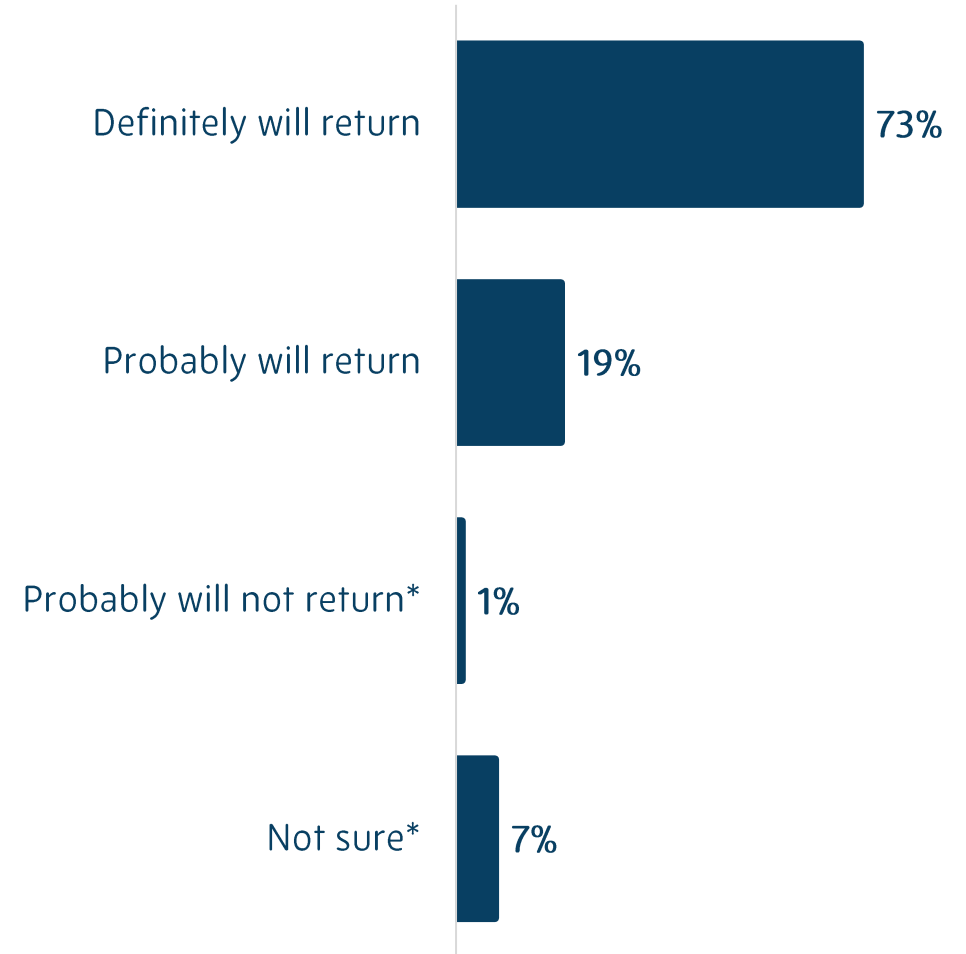


## Likelihood of Recommending Region Visited



# LIKELIHOOD OF RETURNING TO MAINE

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

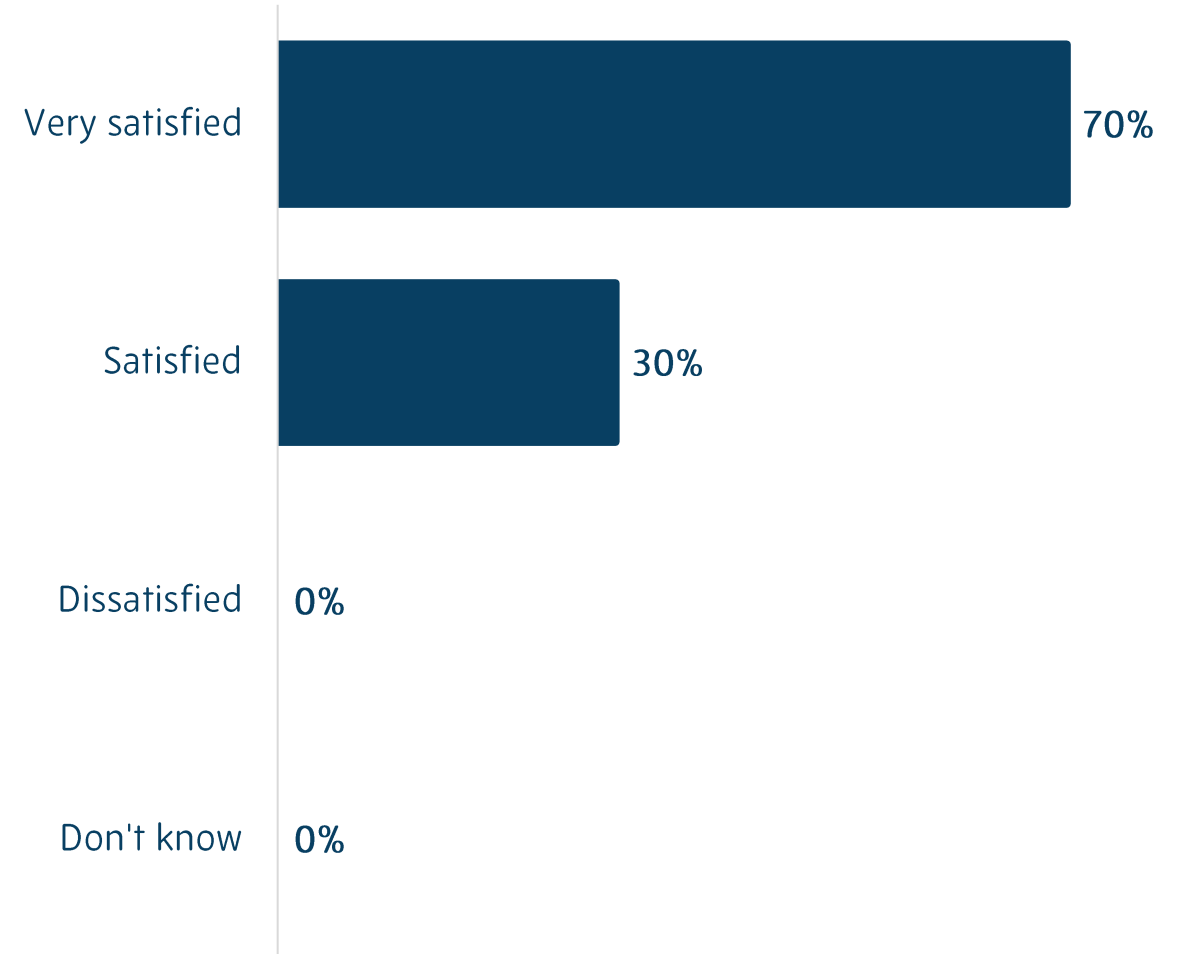


\*8% of all visitors are not sure or will probably not return to Maine for the following reasons:

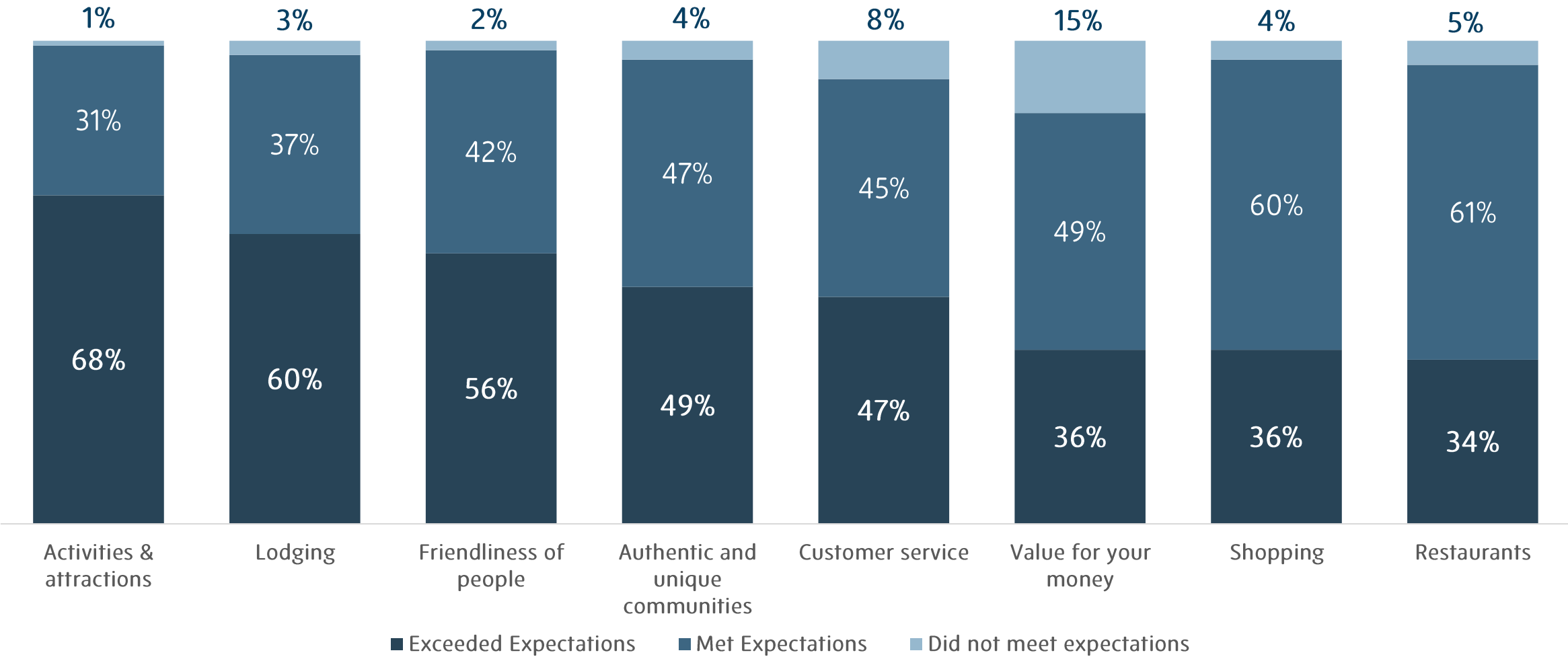
1. Prefer a variety of destinations 2. Too expensive for what you get 3. Traffic/difficult drive.

# SATISFACTION

- » All visitors were satisfied with their trip to Maine
- » 7 in 10 visitors were very satisfied with their trip to Maine

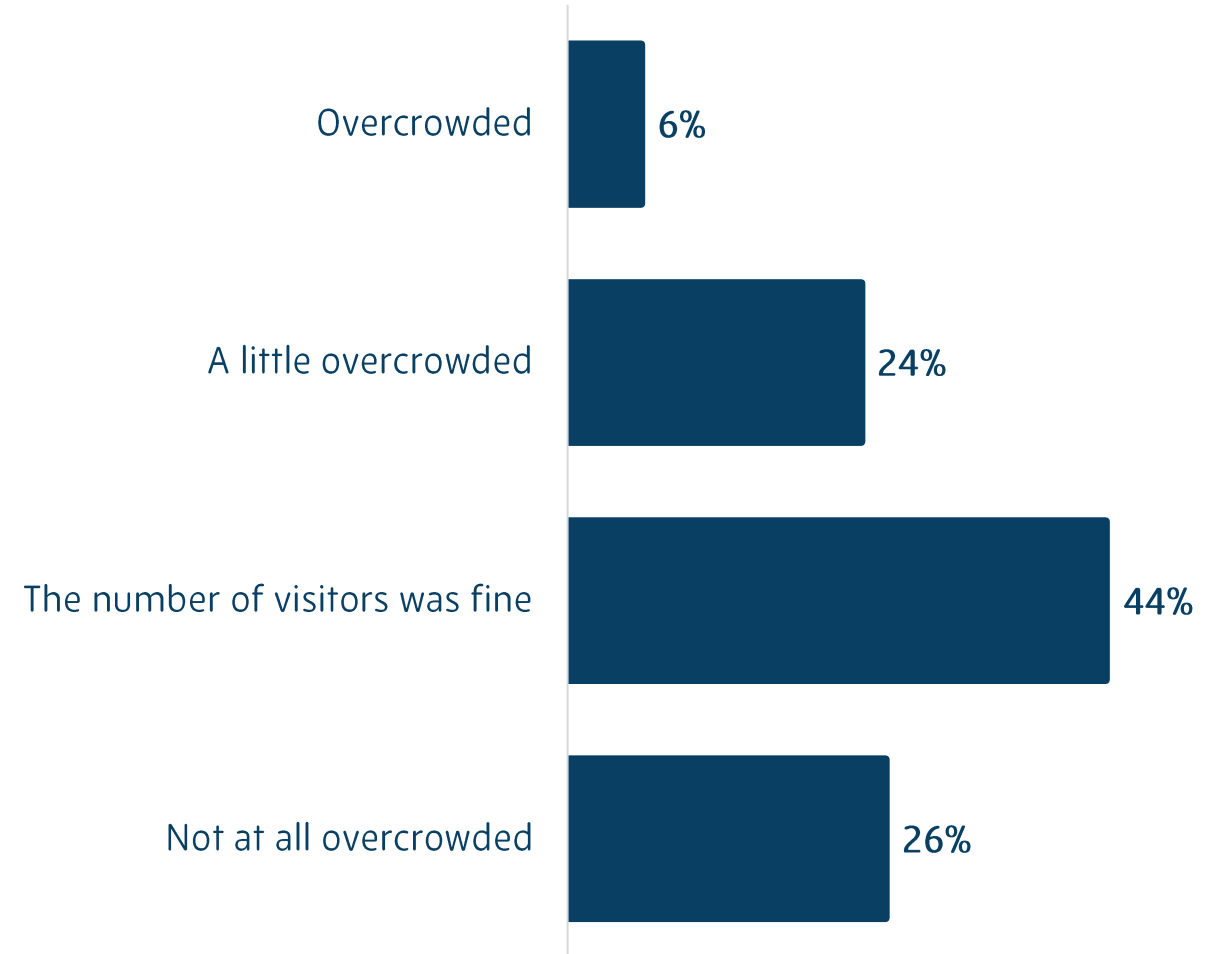


# TRIP RATINGS



# OVERCROWDING

- » 44% of visitors thought the number of visitors during their trip to Maine was fine
- » 24% of visitors though it was a little overcrowded





# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

200 interviews were completed with visitors to the Maine Lakes & Mountains online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between May 1<sup>st</sup>, 2023 and August 31<sup>st</sup>, 2023.

# MAINE LAKES & MOUNTAINS

## 2023 Summer Visitor Tracking Report

MAY – AUGUST 2023

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