

MAINE OFFICE OF TOURISM

2022 Summer Visitor Tracking Report

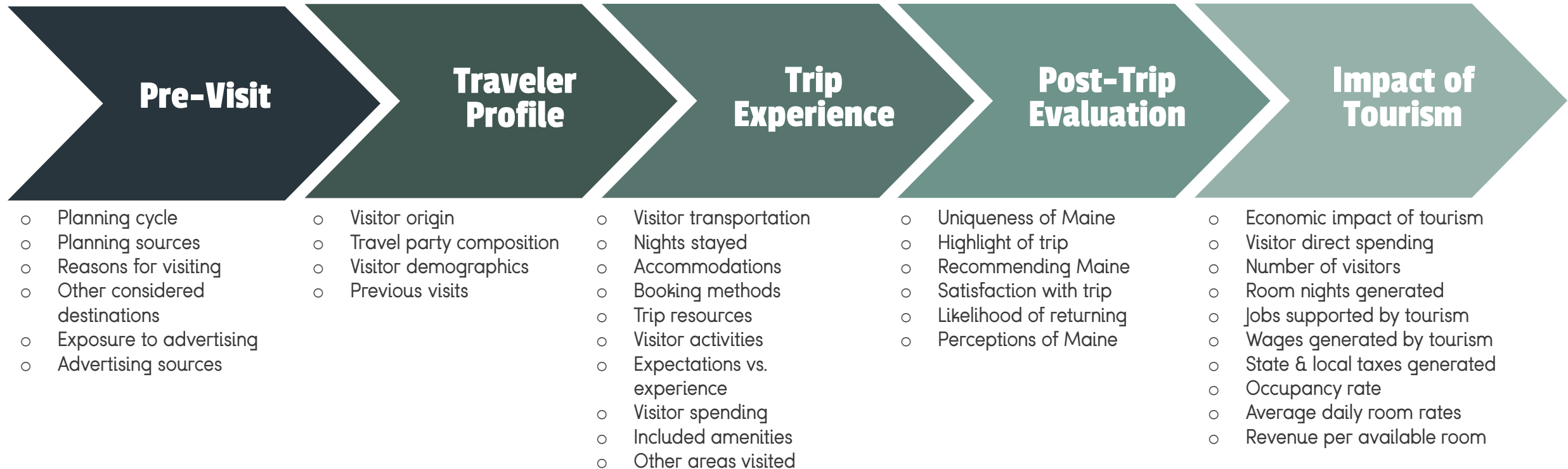
MAY 2022 – AUGUST 2022



INTRODUCTION



STUDY OBJECTIVES: VISITOR JOURNEY



EXECUTIVE SUMMARY



SEASONAL SNAPSHOT

SUMMER 2022

- » In Summer 2022, there was a higher percentage of visitors staying overnight in paid accommodations, visitors stayed longer, resulting in decrease of overall visitors for Summer 2022.
- » However, the overall number of days spent by visitors in Maine increased slightly.
- » Increased cost and the current lack of work force negatively affected Summer visitors' trip experiences: **19%** of visitors said that value for their money did not meet their expectations and **11%** said the restaurants did not meet their expectations
- » The planning cycle for Summer 2022 visitors was longer and more "normal" than the previous year **(+12 days)**
- » Compared to last year, more visitors noticed advertising **(+10% points)** and were influenced by advertising **(+9% points)**



9,107,300

TOTAL
VISITORS

- 9.9%



41,114,900

VISITOR
DAYS

+ 0.5%



\$159.27

REVPAR

+ 30.9%

TRIP PLANNING CYCLE : IMPACT OF TOURISM



LODGING METRICS

Occupancy Rate

67.6%

+ 5.3% from 2021

Average Daily Rate

\$235.71

+ 24.4% from 2021

Revenue per Available Room

\$159.27

+ 30.9% from 2021

LODGING METRICS

Lodging Metrics ¹	Hotels	Vacation Rentals	Other rentals	Total
Occupancy Rate (%)	76.5%	57.7%	63.7%	67.6%
Average Daily Rate	\$224.58	\$303.58	\$106.23	\$235.71
RevPAR	\$171.69	\$175.10	\$67.68	\$159.27

Visitation ²	Maine Residents	Out-of-State Visitors	Total
Visitor (#)	1,548,200	7,559,100	9,107,300
Visitor (%)	17%	83%	100%

¹ Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

² Visitation estimates provided here are **preliminary** and reflect visitation from May – August 2022.

Adjustments will be made to these estimates at the end of the year to account for seasonal fluctuations.

KEY PERFORMANCE INDICATORS

In Summer 2022, there was a higher percentage of visitors staying overnight in paid accommodations, visitors stayed longer, resulting in decrease of overall visitors for Summer 2022. However, the overall number of days spent by visitors in Maine and direct spending increased.

KPIs	2021	2022	Δ% from '21
Visitors (#)	10,105,100	9,107,300	- 9.9%
Visitor Days ¹	40,897,300	41,114,900	+ 0.5%
Direct Spending	\$4,912,956,600	\$5,113,858,100	+ 4.1%

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

LODGING KEY PERFORMANCE INDICATORS

Lodging KPIs ¹	2021	2022	Δ% from '21
Occupancy Rate (%)	64.2%	67.6%	+ 5.3%
Average Daily Rate	\$189.51	\$235.71	+ 24.4%
RevPAR	\$121.66	\$159.27	+ 30.9%

¹ Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

- » **74%** of visitors started planning their trip a month or more in advance of their trip
- » Nearly **3 in 5** visitors have a booking window of less than 3 months



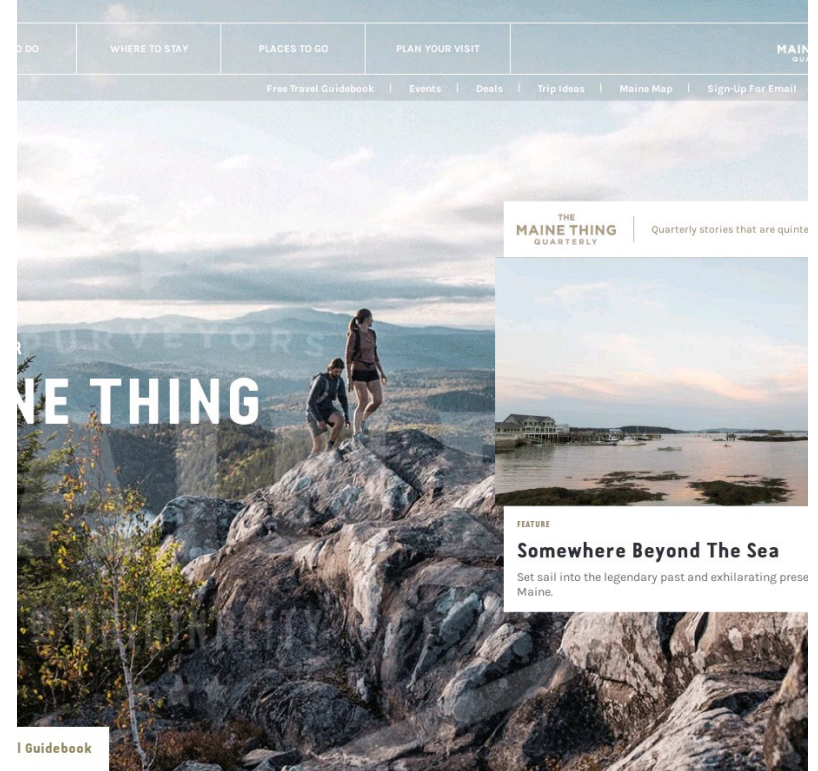
TOP ONLINE TRIP PLANNING SOURCES*



37% Online search engines



18% Hotel websites



15% VisitMaine.com

*Multiple responses permitted.

TOP OTHER TRIP PLANNING SOURCES*



38% Advice from friends/ family



21% Articles or travelogues



16% AAA

*Multiple responses permitted.

TOP REASONS FOR VISITING*



39% Relax and unwind



33% Sightseeing/touring



23% Visiting friends/family

*Multiple responses permitted.

CONSIDERING MAINE AS A DESTINATION

» **64%** of visitors did not consider visiting any U.S. state or Canadian province instead of Maine while planning their trip



PRE-TRIP EXPOSURE TO ADVERTISING

- » **47%** of visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip
- » This information influenced **29%** of all visitors to visit Maine



TOP SOURCES OF ADVERTISING EXPOSURE*



38% Social media



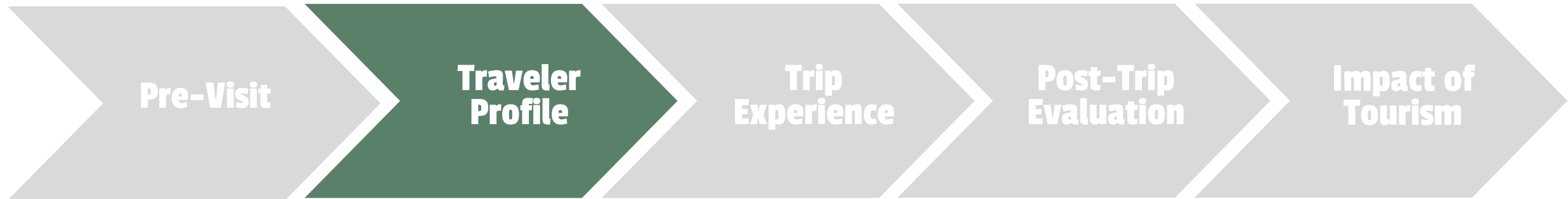
36% Internet



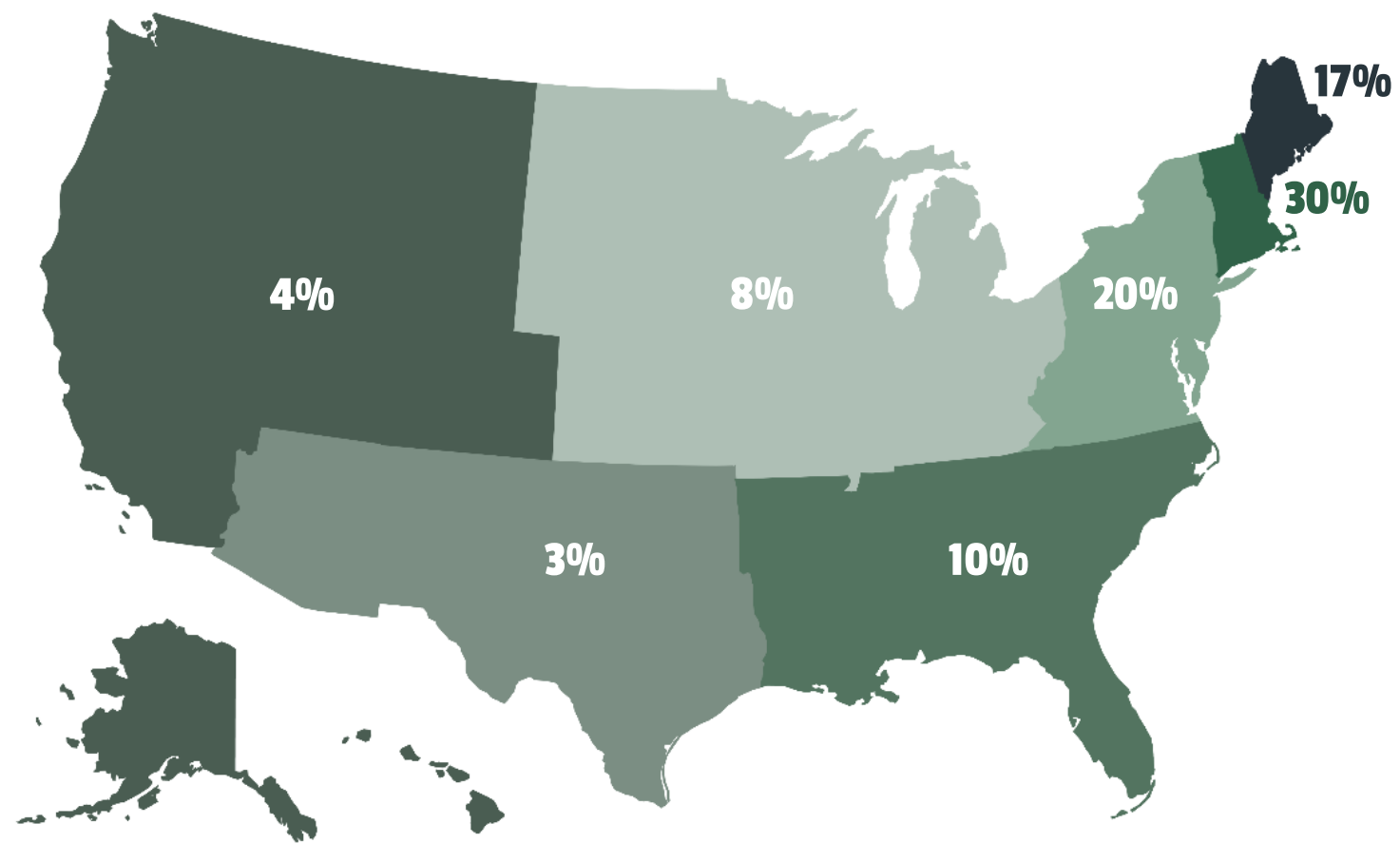
22% Magazine

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

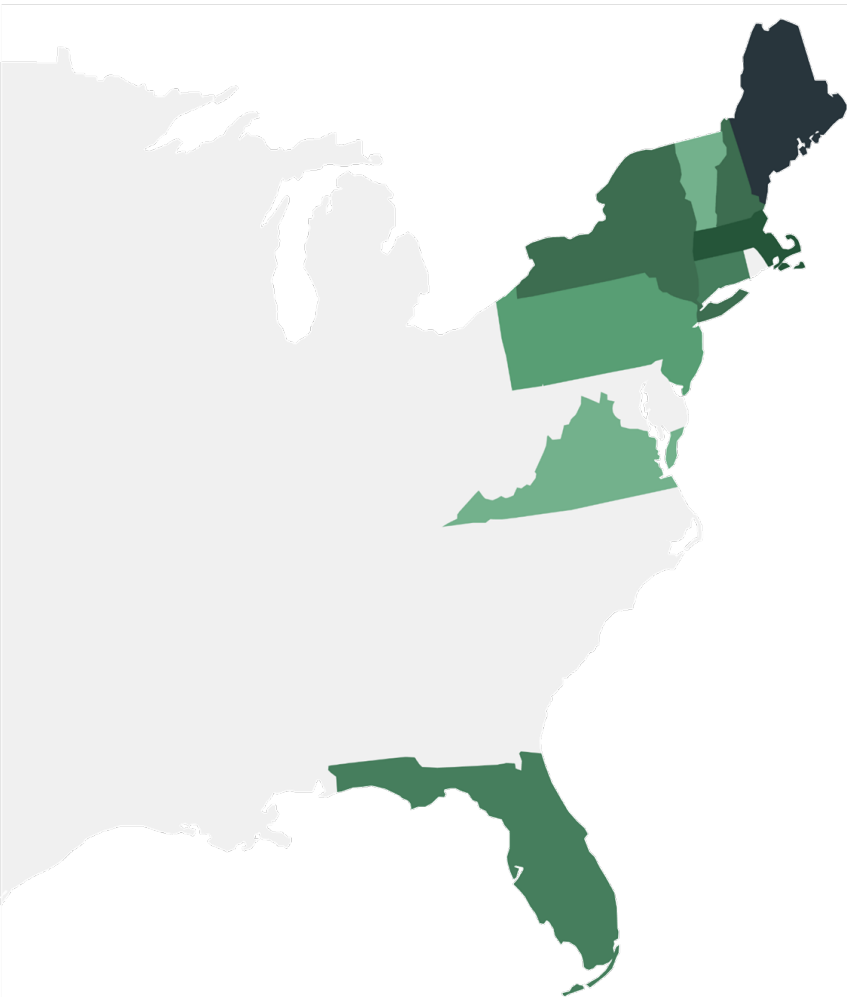


REGIONS OF ORIGIN



8% of visitors came from outside of the United States.

TOP ORIGIN STATES & PROVINCES



70%

of visitors traveled from **10** U.S. states, including from other regions of Maine.

17 %	Maine	5 %	Florida
13 %	Massachusetts	4 %	New Jersey
8 %	New Hampshire	4 %	Pennsylvania
8 %	New York	3 %	Vermont
5 %	Connecticut	3 %	Virginia

TOP ORIGIN MARKETS



8% New York City¹



7% Boston



3% Washington D.C. –
Baltimore²



2% Philadelphia

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

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

TRAVEL PARTIES

The typical Maine visitor traveled with **3.2** people in their visitor party

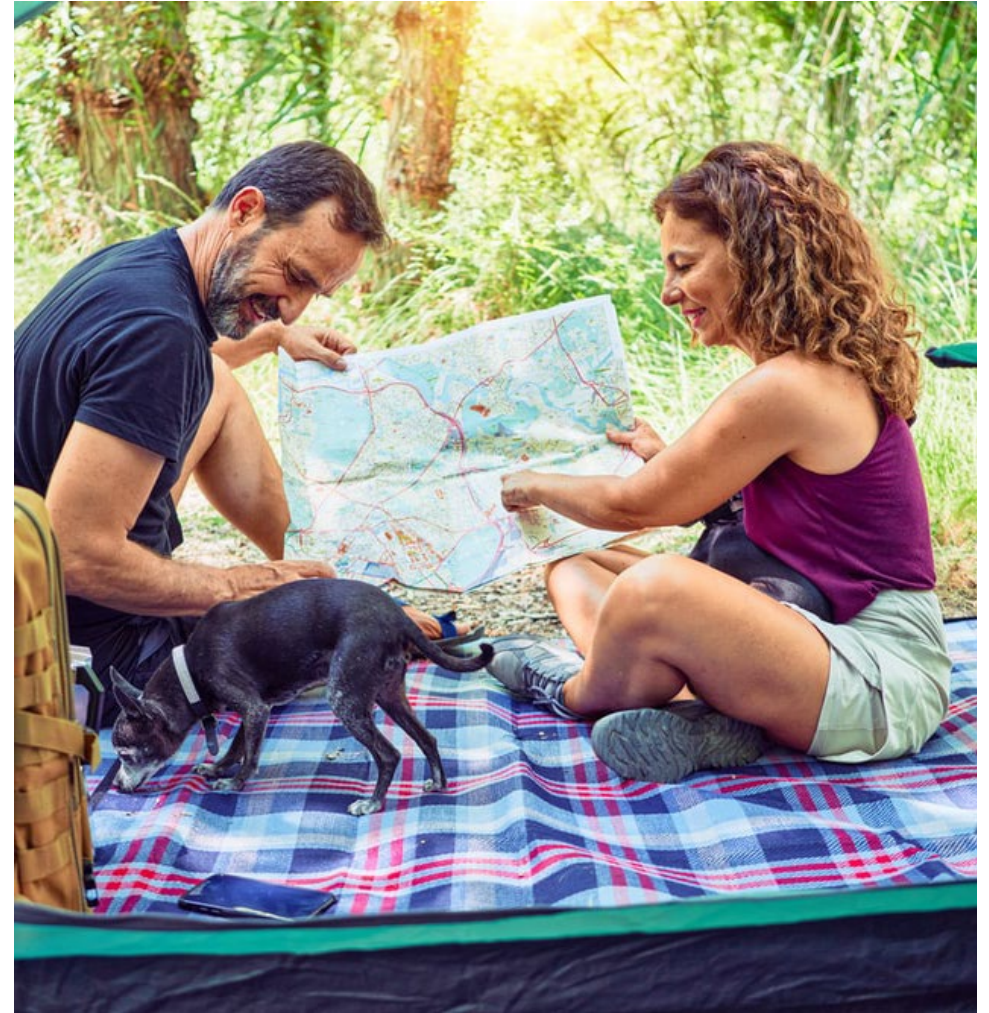


1 in 5 visitors traveled with at least one person under the age of 18 in their travel party



DEMOGRAPHIC PROFILE

- » The typical Maine summer visitor:
 - » Is **48** years old¹
 - » Female² - **56%**
 - » Is white - **89%**

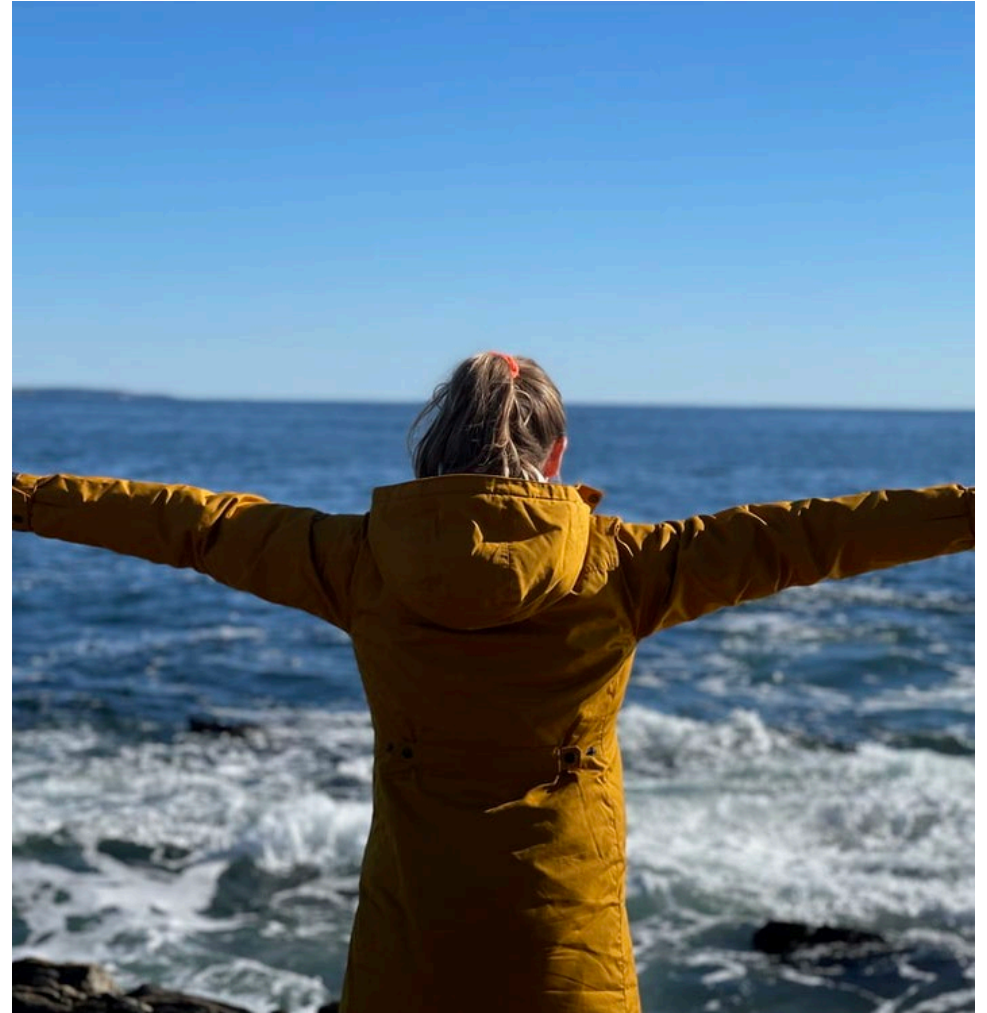


¹Median age.

²Of visitors interviewed.

LIFESTYLE PROFILE

- » The typical Maine summer visitor:
 - » Is a college graduate – **78%**
 - » Is married/in a domestic partnership – **77%**
 - » Is employed full-time – **55%**
 - » Has an annual household income¹ of **\$91,300**



¹Median household income.

NEW & RETURNING VISITORS

- » **24%** of visitors were traveling in Maine for the first time
- » **31%** of visitors had previously traveled in Maine more than 10 times



TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

- » **84%** of visitors drove to their Maine destination
- » **6%** of visitors flew to Maine through Portland International Jetport



NIGHTS STAYED

- » **74%** of visitors spent one or more nights in Maine
- » Typical visitors stayed **4.5** nights in Maine on their trip



TOP ACCOMMODATIONS



26% Did not stay overnight



23% Hotel/motel/resort



18% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*



45% Navigation websites/apps



29% Restaurant website/app



22% Visitor Information Centers

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*



73% Food/beverage/ culinary



56% Touring/sightseeing



49% Shopping

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

- » **2 in 3** visitors did not visit any other U.S. state or Canadian province on their trip to Maine
- » 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

» **Half** of visitors traveled to regions other than their primary destination during their trips to Maine



TRIP PLANNING CYCLE : POST-TRIP EVALUATION



TOP UNIQUE DESTINATION ATTRIBUTES*



Breathtaking coastal & mountain views

"Maine has the best of the mountains and the ocean. Beaches, lakes, rivers. Swimming, hiking, boating. Beautiful scenery and wildlife everywhere."

Quiet, peaceful, & relaxing

"A chance to sleep well. Starry nights. Sea breezes. Sounds of the foghorns and waves. Scent of sea roses."

Picturesque nature & wildlife

"Very nice scenery that looks different than anywhere else in New England."

Lobster & seafood

"On the bucket list. Boats. Seaside. Seafood."

*Coded open-ended responses.
Multiple responses permitted.

TOP TRIP HIGHLIGHTS*



Enjoy the outdoors

"The last sailing days of the summer and getting the boat out in the water."

Enjoy the beaches & rocky coastline

"The rocky coastline, the beaches, and the lighthouses."

Touring & sightseeing

"Whale watching in Acadia."

*Coded open-ended responses.
Multiple responses permitted.

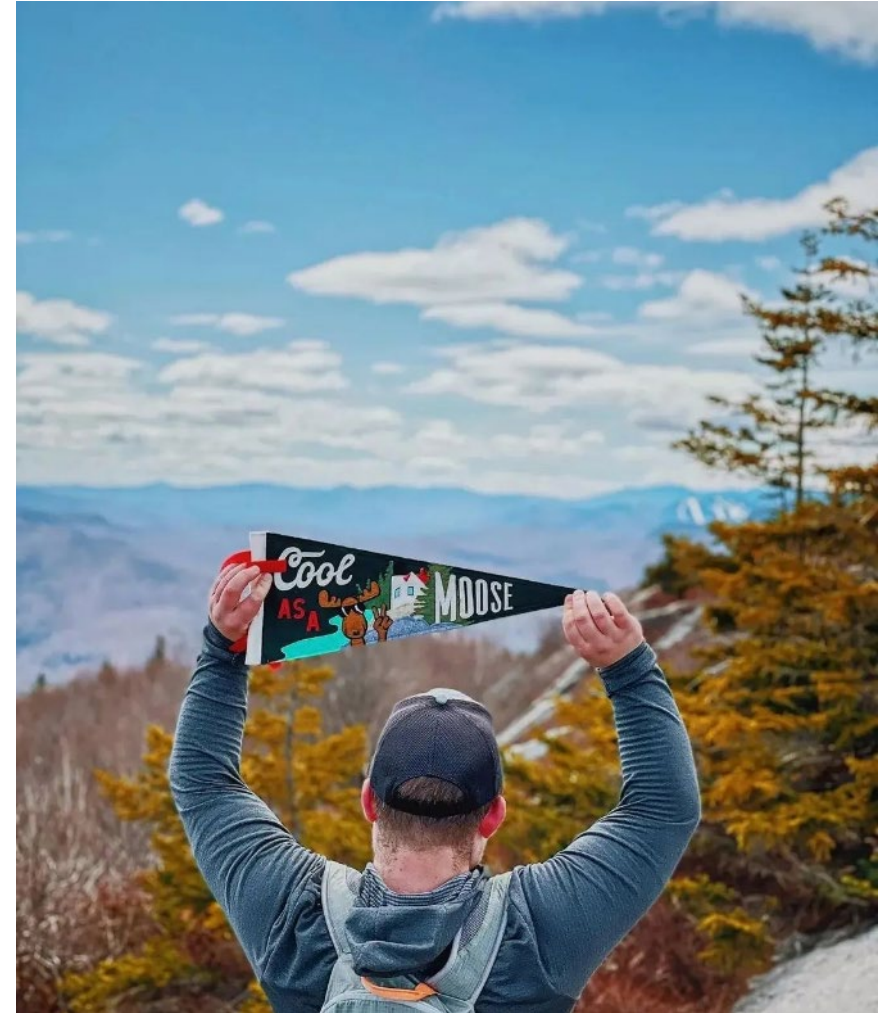
RECOMMENDING MAINE & ITS REGIONS

- » **96%** of visitors would recommend Maine to a friend or relative as a vacation destination
- » **95%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip



LIKELIHOOD OF RETURNING TO MAINE

- » **89%** of visitors will return to Maine for a future visit or vacation
- » **65%** 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
- » However, increased cost and the current lack of work force negatively affected Summer visitors' trip experiences:
19% of visitors said that value for their money did not meet their expectations and **11%** said the restaurants did not meet their expectations



OVERCROWDING

- » **36%** of visitors thought the number of visitors during their trip to Maine was fine
- » **35%** of visitors thought it was a little overcrowded



TOP PERCEPTIONS OF MAINE*



Breathtaking & scenic

"We had an unforgettable vacation, from activities to seafood, from the rocky coastline to beautiful moments of relaxation overlooking at the ocean."

Relaxing & peaceful

"You can't compare Maine with other states. Maine is far above with its beautiful nature, its friendly inhabitants, and its relaxing environment."

*Coded open-ended responses.
Multiple responses permitted.

DETAILED FINDINGS



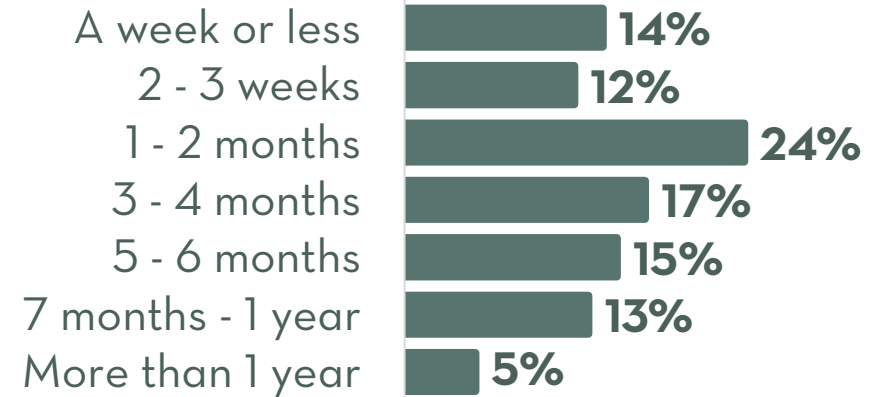
TRIP PLANNING CYCLE : PRE-VISIT



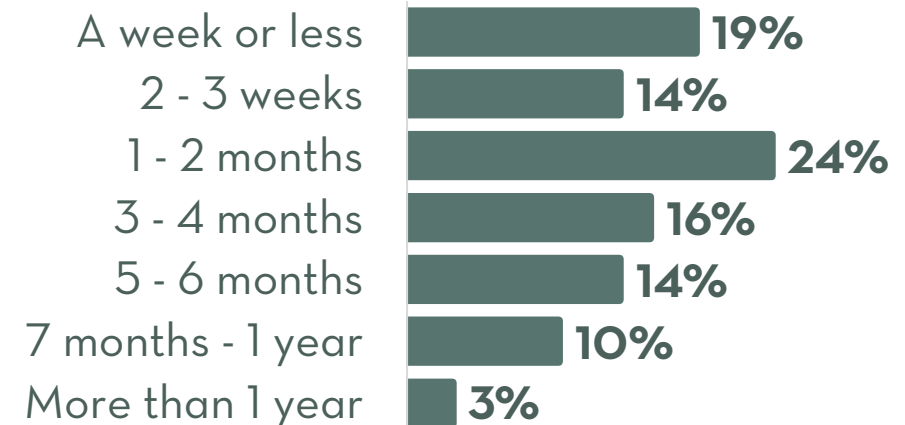
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **60 days** in advance (+12 days from 2021)
- » **74%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **51 days** in advance (+9 days from 2021)
- » Nearly **3 in 5** visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

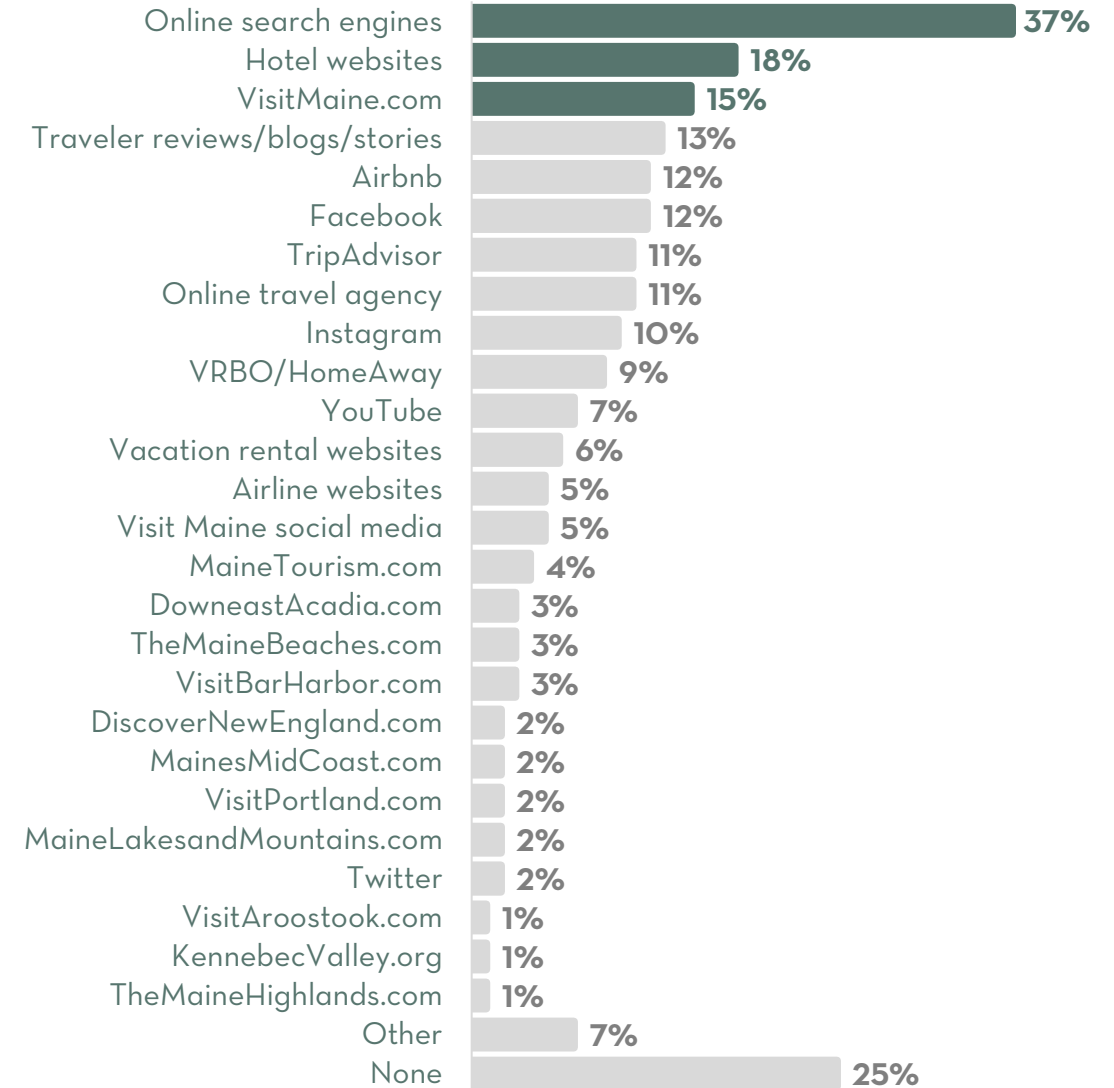


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

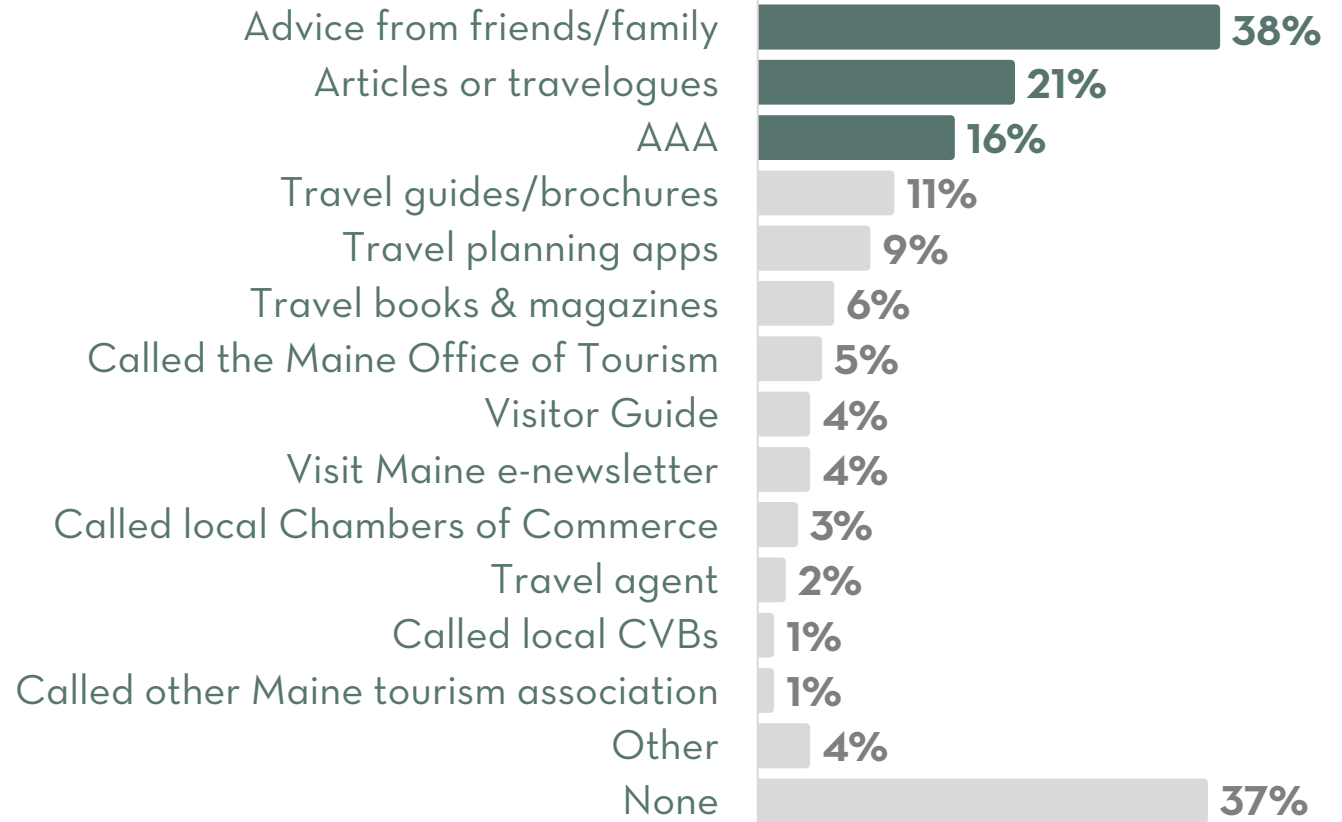
- » **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **2 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Over **1 in 7** visitors used VisitMaine.com (+6% points from 2021)
- » More visitors used traveler reviews/blogs/stories compared to 2021 (+7% points)



*Multiple responses permitted.

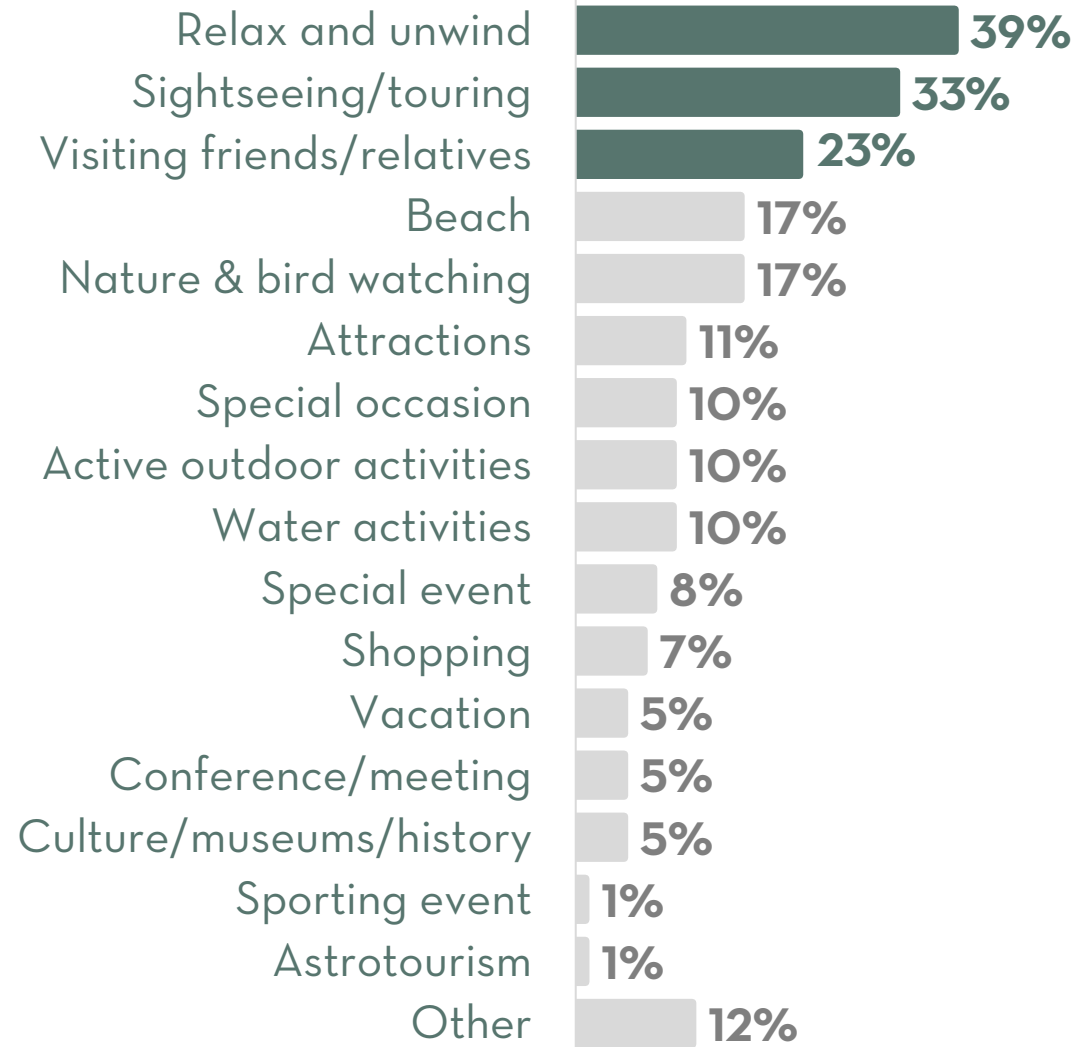
OTHER TRIP PLANNING SOURCES*

- » Nearly **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » **1 in 5** visitors used articles or travelogues (+13% points from 2021), and **1 in 6** used AAA (+9% points from 2021) to help plan their trip in Maine
- » Nearly **2 in 5** visitors did not use any other resources to help them plan their trip in Maine



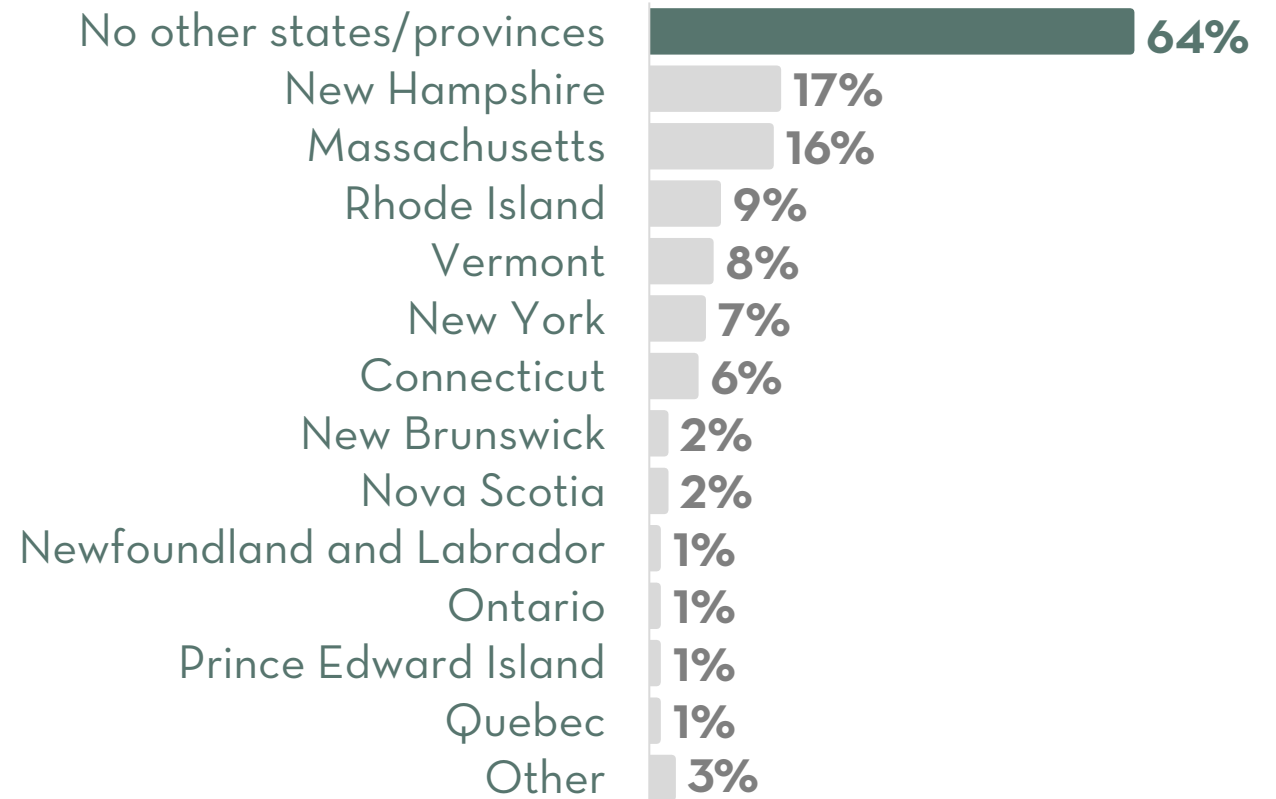
REASONS FOR VISITING*

- » **2 in 5** visitors traveled to Maine primarily to relax and unwind
- » **1 in 3** visitors visited Maine to go sightseeing/touring
- » **1 in 4** visitors visited Maine to visit friends and relatives



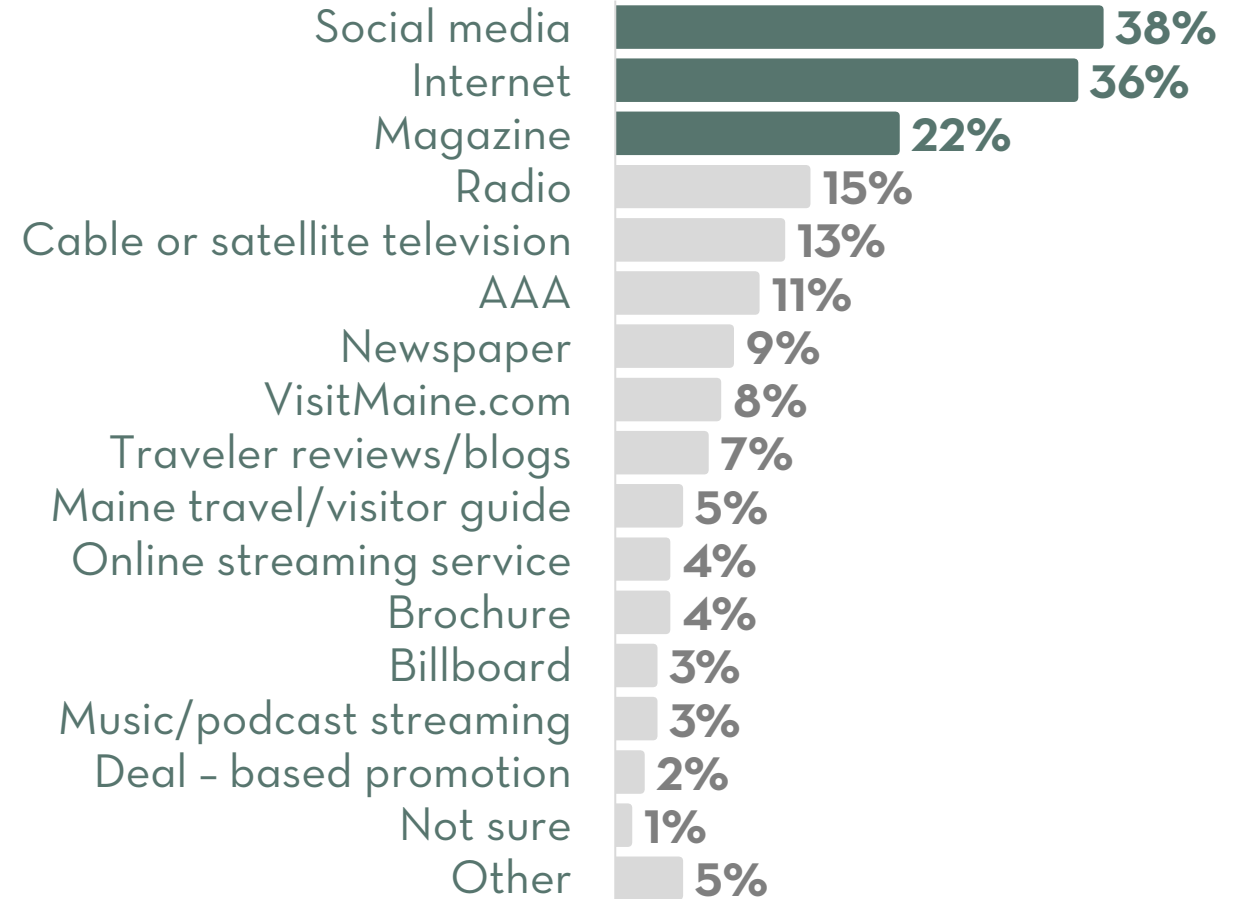
OTHER STATES & PROVINCES CONSIDERED*

- » **64%** (-8% points from 2021) of 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*

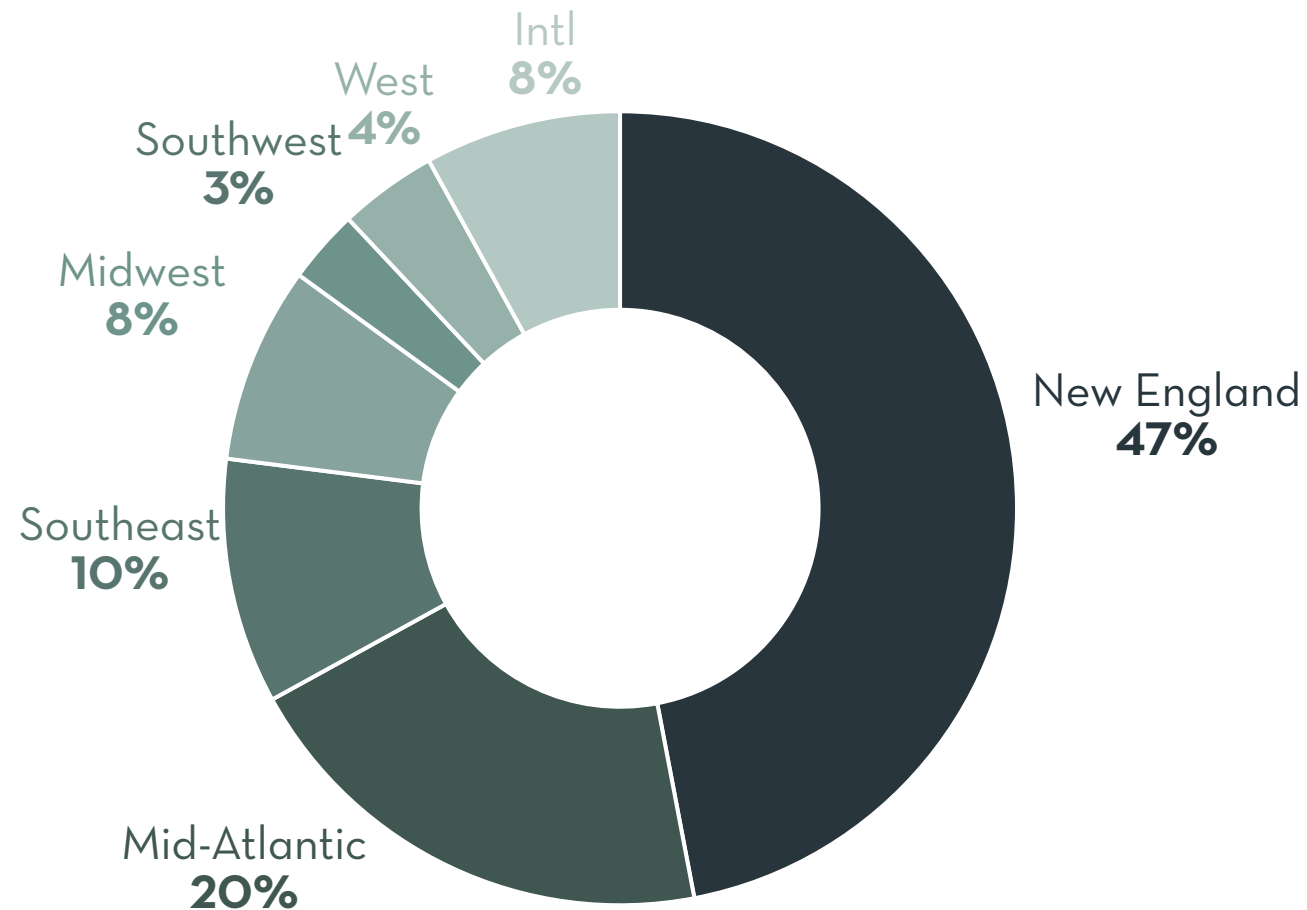
- » **47%** of visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on **social media** or the **internet**
- » This information influenced **29%** of all visitors to visit Maine



TRIP PLANNING CYCLE : TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **70%** of visitors traveled to/within Maine from 10 U.S. states
- » About **1 in 6** visitors were residents of Maine traveling throughout the state

State	Percent
Maine	17%
Massachusetts	13%
New Hampshire	8%
New York	8%
Connecticut	5%
Florida	5%
New Jersey	4%
Pennsylvania	4%
Quebec	3%
Vermont	3%
Virginia	3%

TOP ORIGIN MARKETS

- » Nearly **3 in 10** visitors traveled from **10** U.S. markets
- » **15%** of visitors traveled to Maine from New York City or Boston

Market	Percent
New York City ¹	8%
Boston	7%
Washington D.C. - Baltimore ²	3%
Philadelphia	2%
Portland, ME	2%
Augusta, ME	1%
Bangor, ME	1%
Rochester – Portsmouth, NH	1%
Auburn – Lewiston, ME	1%
Atlanta	1%

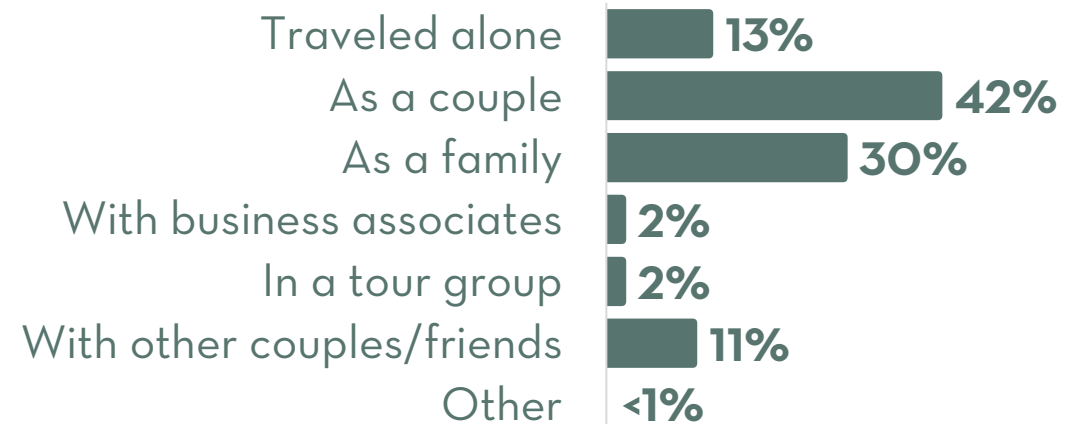
¹ Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

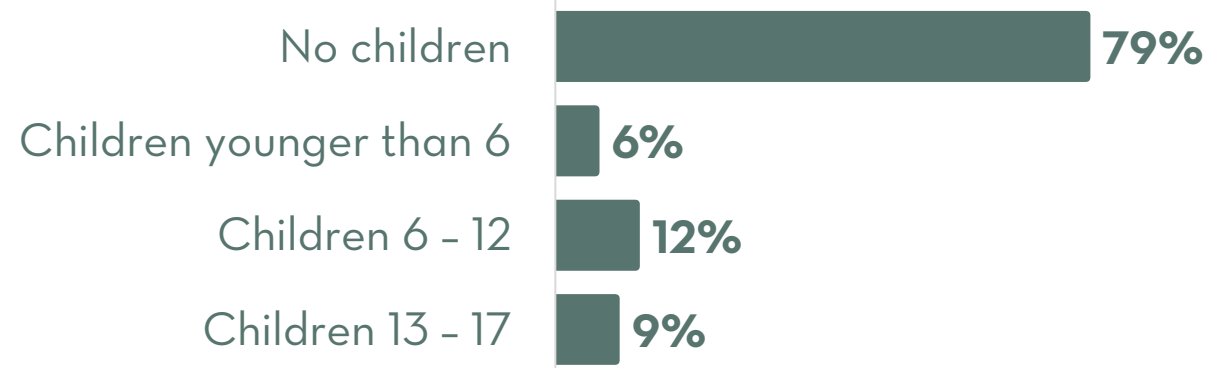
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.2** people
- » **2 in 5** visitors traveled as a couple
- » **1 in 5** visitors traveled with one or more children in their travel party

Travel Party Composition



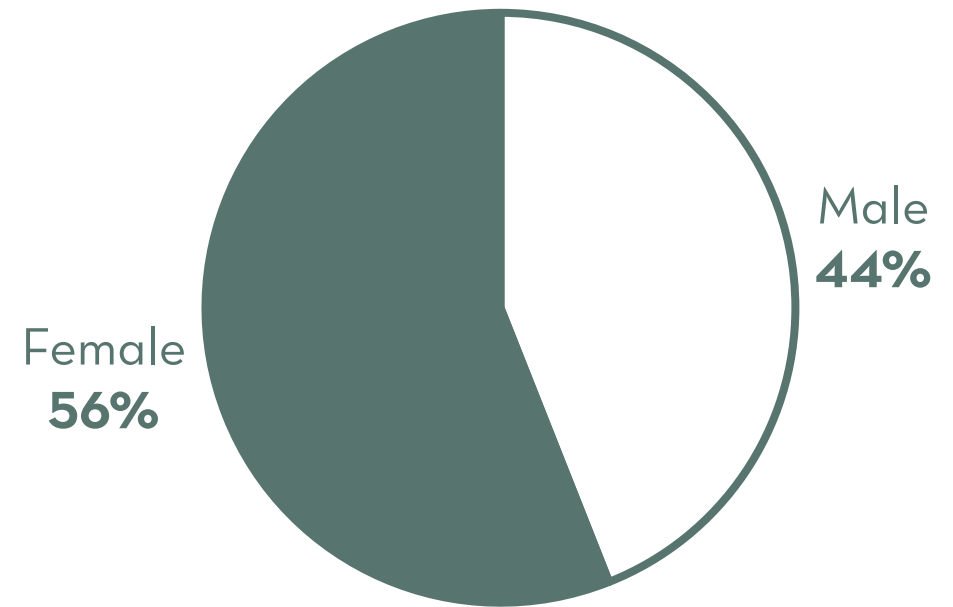
Children in Travel Party*



*Multiple responses permitted.

GENDER

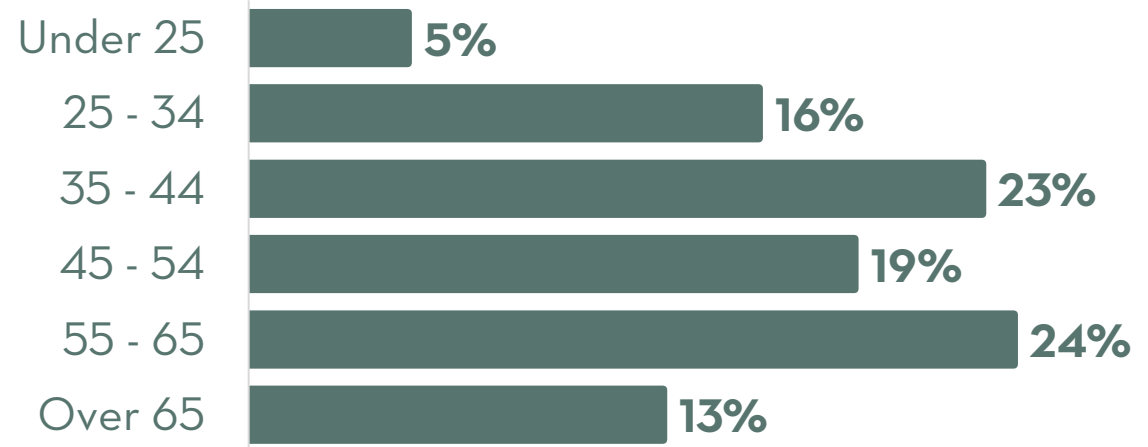
- » Nearly **3 in 5** visitors to Maine interviewed were females



*Of visitors interviewed.

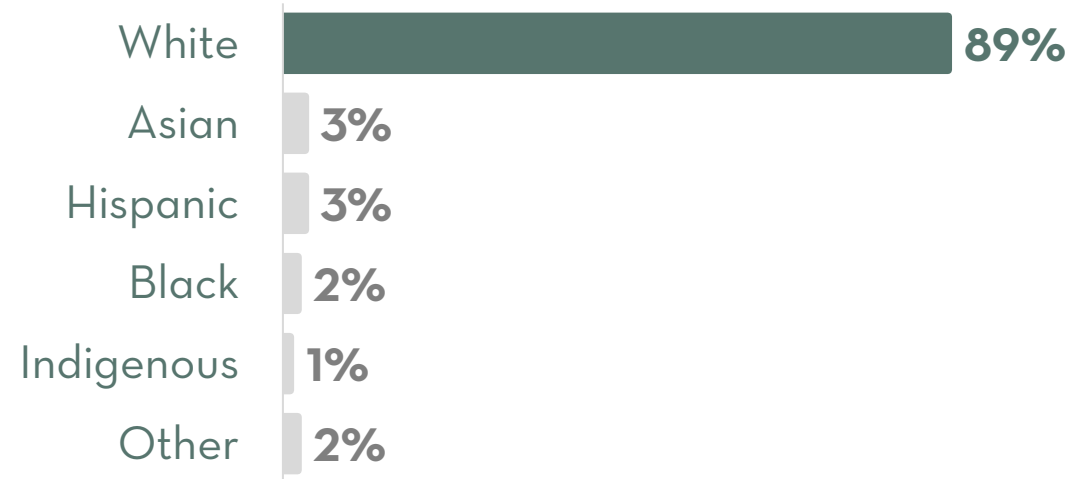
AGE

» The average age of visitors to Maine is **48** years old



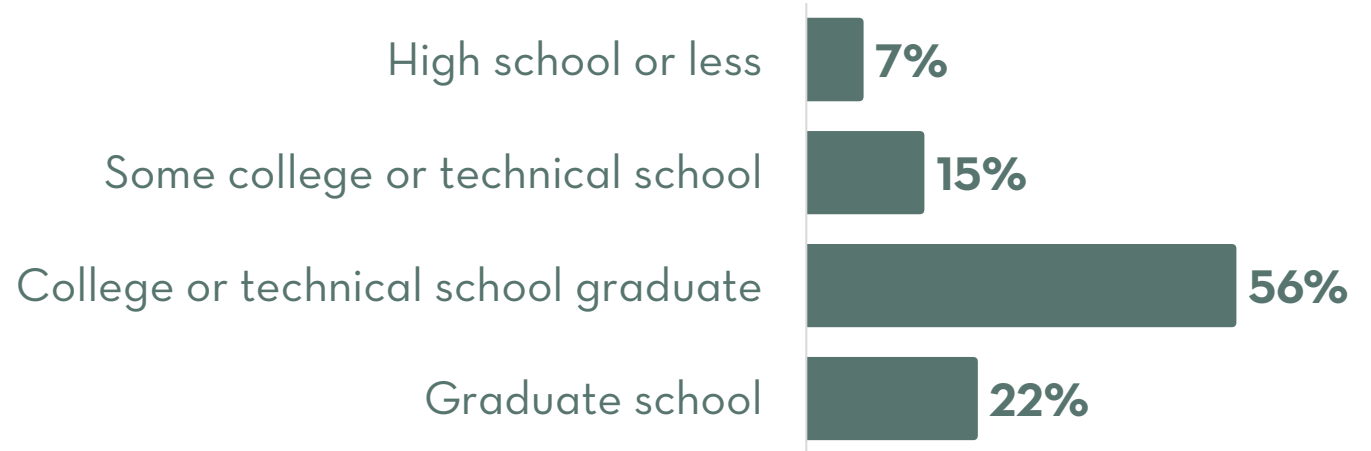
RACE & ETHNICITY

» **9 in 10** visitors to Maine were white



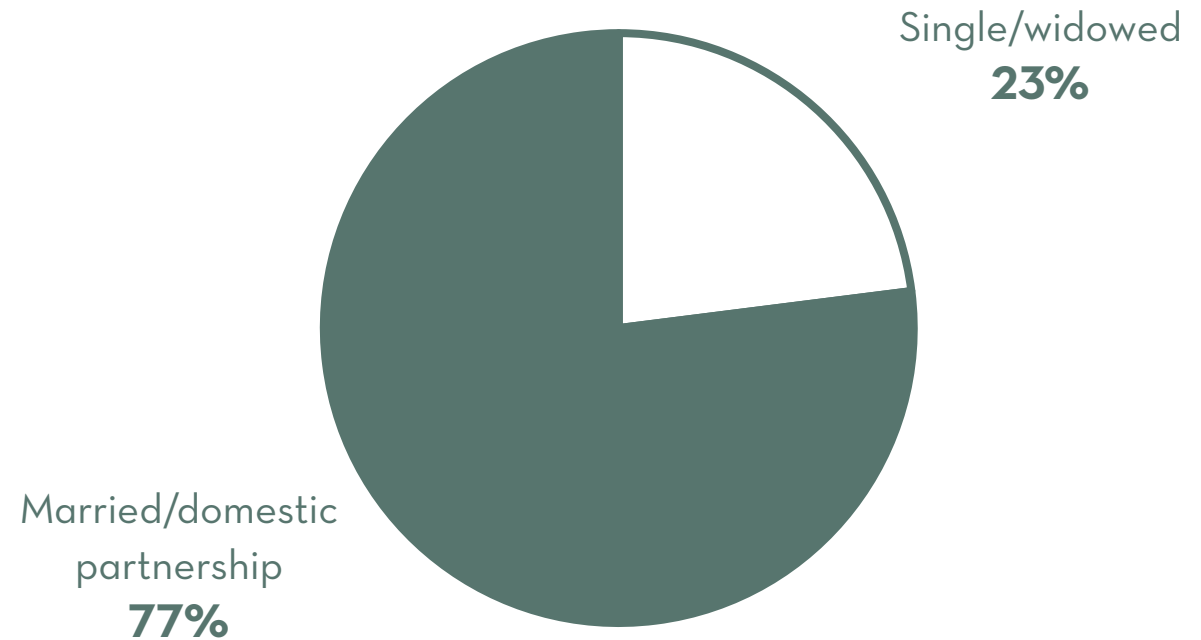
EDUCATIONAL ATTAINMENT

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



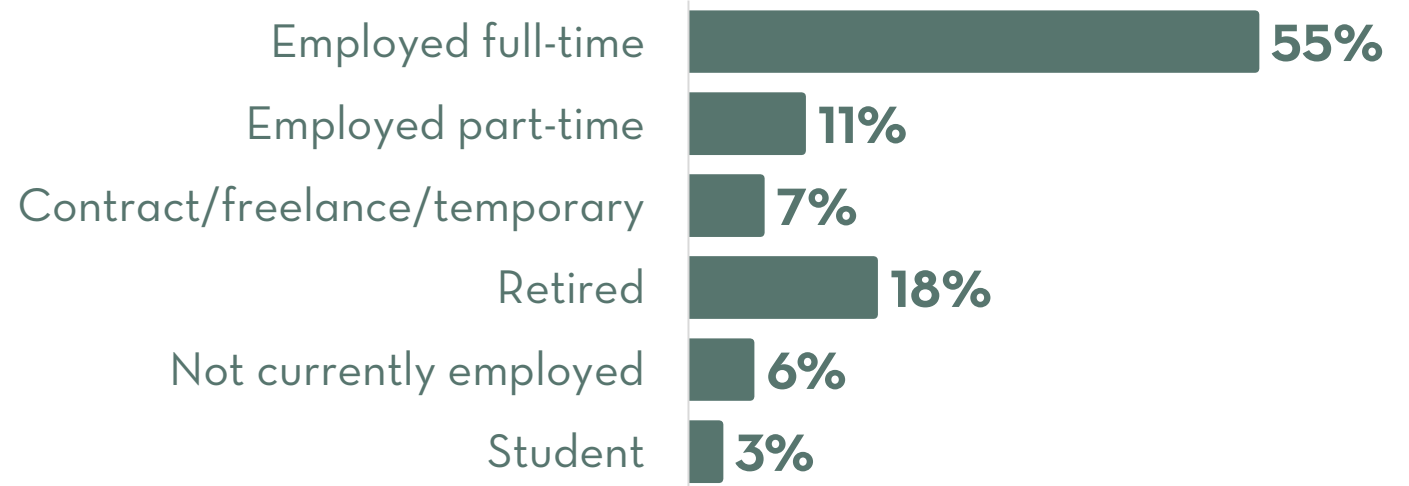
MARITAL STATUS

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



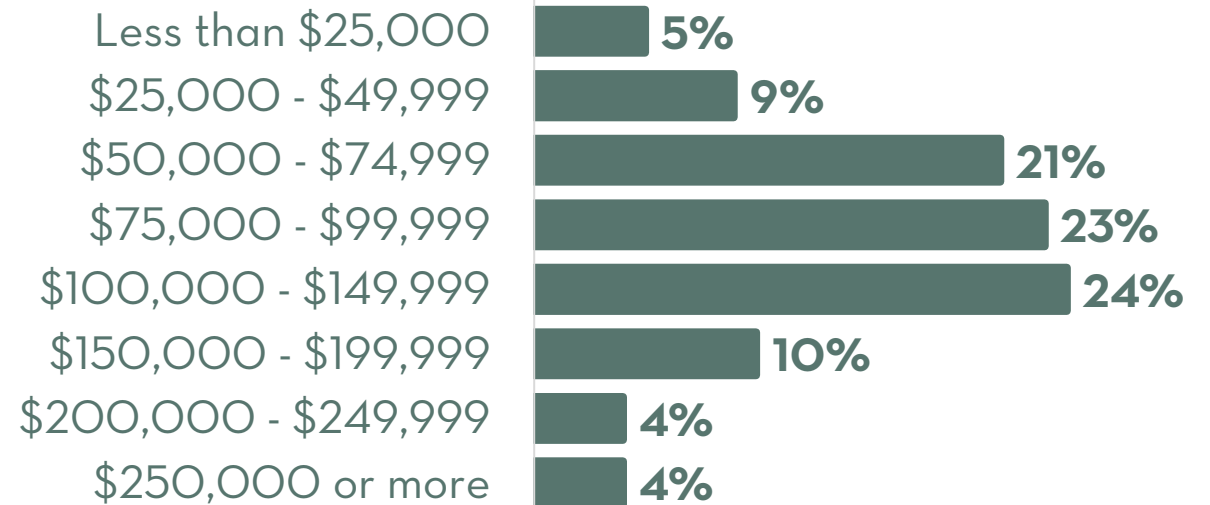
EMPLOYMENT STATUS

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



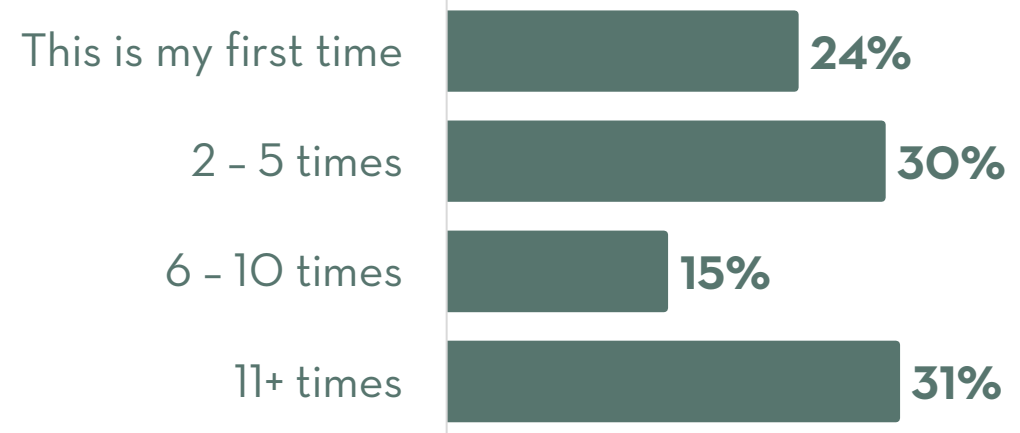
HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$91,300** per year
- » About **1 in 5** visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » **24%** of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **31%** had previously traveled in Maine more than 10 times

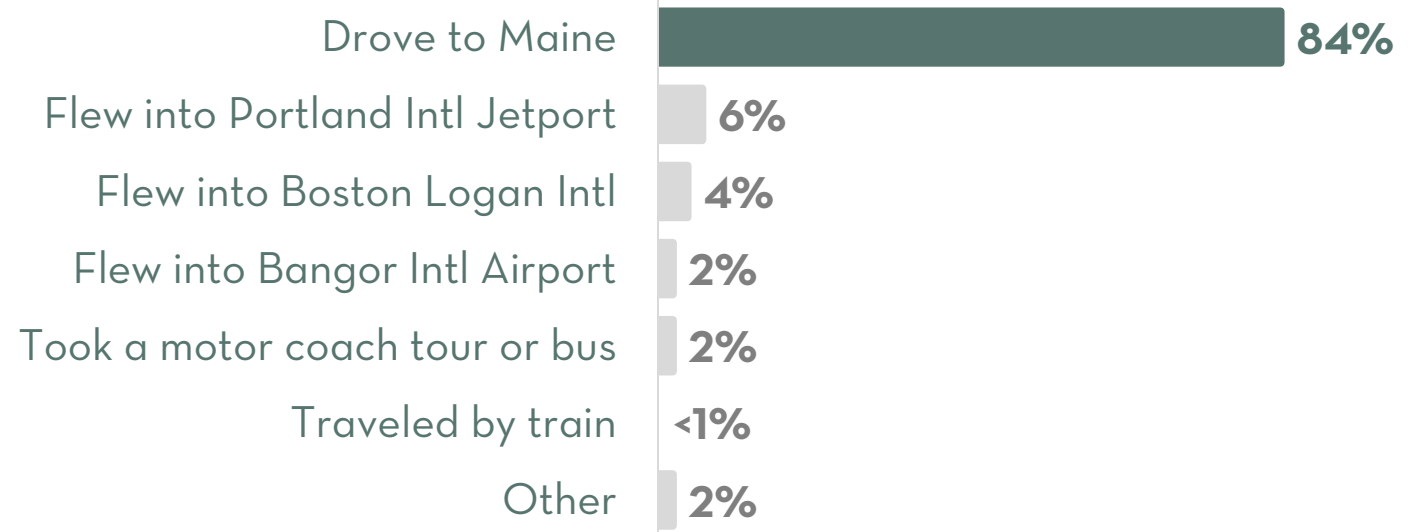


TRIP PLANNING CYCLE : TRIP EXPERIENCE



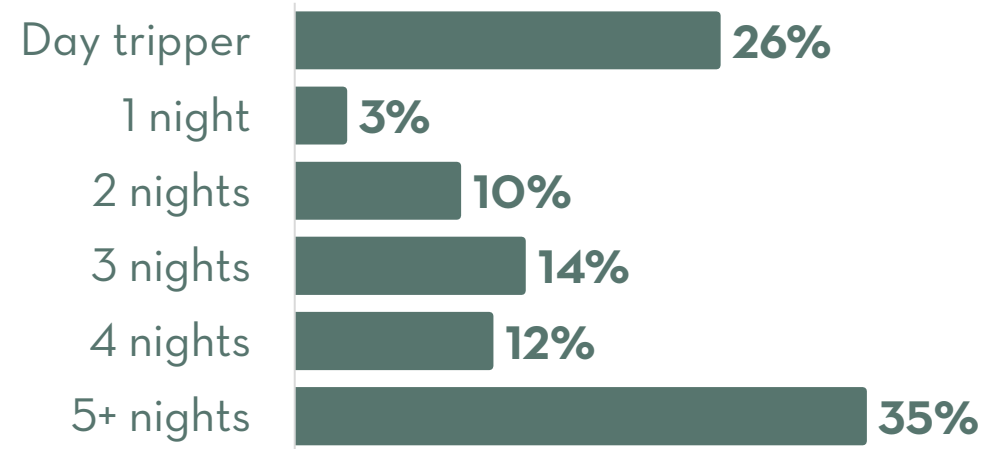
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **84%** 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



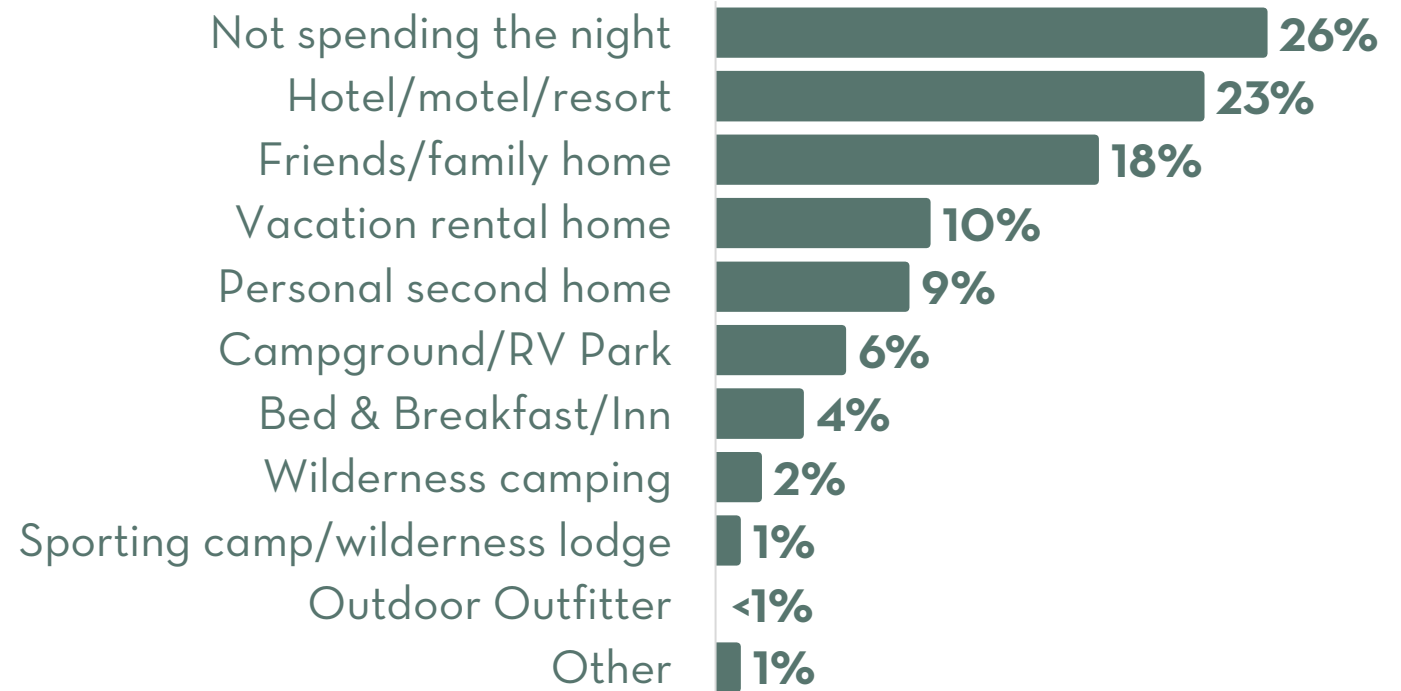
NIGHTS STAYED

- » **74%** of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed **4.5** nights in Maine on their trips



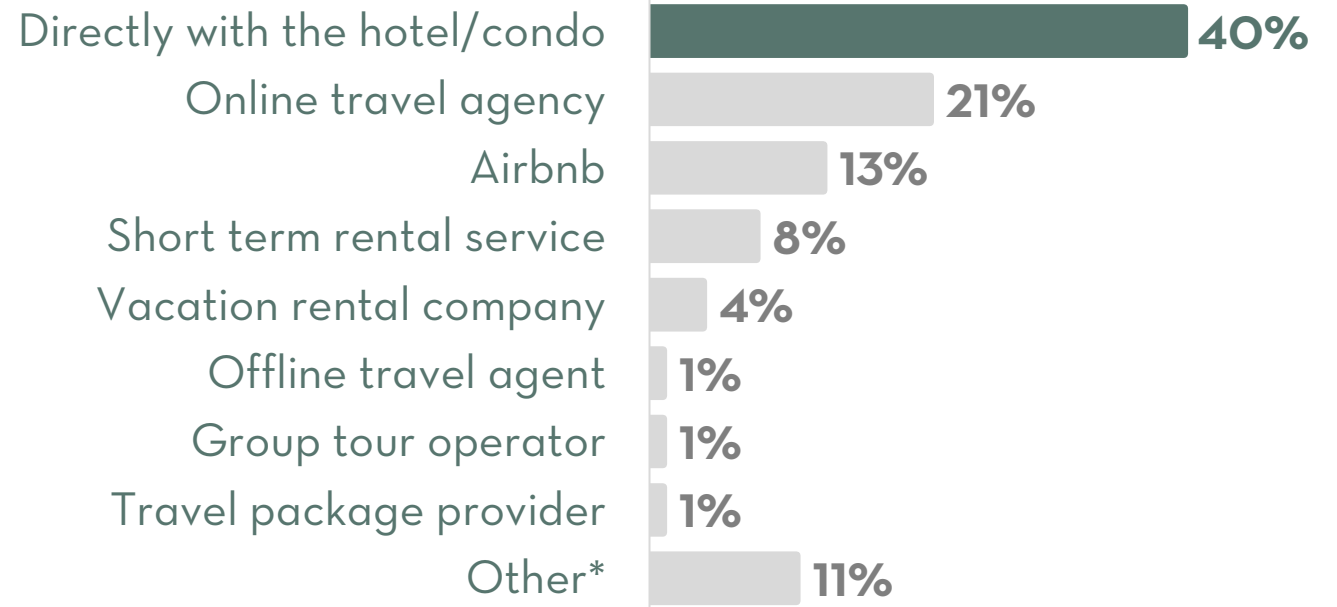
ACCOMMODATIONS

- » Nearly **1 in 4** visitors stayed overnight at a hotel/motel/resort
- » Nearly **1 in 5** visitors stayed with friends and relatives on their trip to Maine



BOOKING METHODS

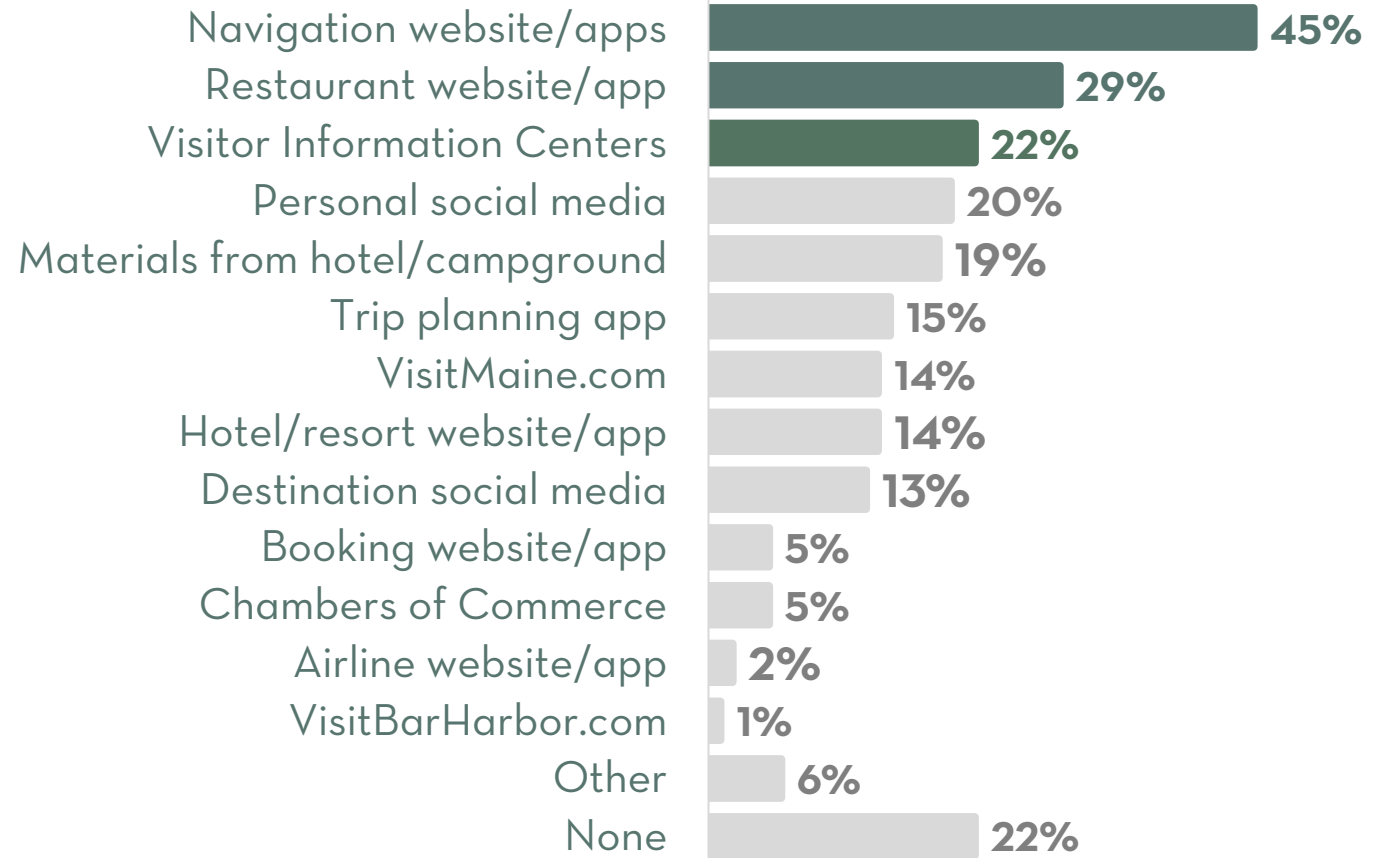
- » **Half** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



*Other methods include showing up the day of, having standing reservations, booking through another person (i.e., friend or employer), directly with the campground, or through a state park website.

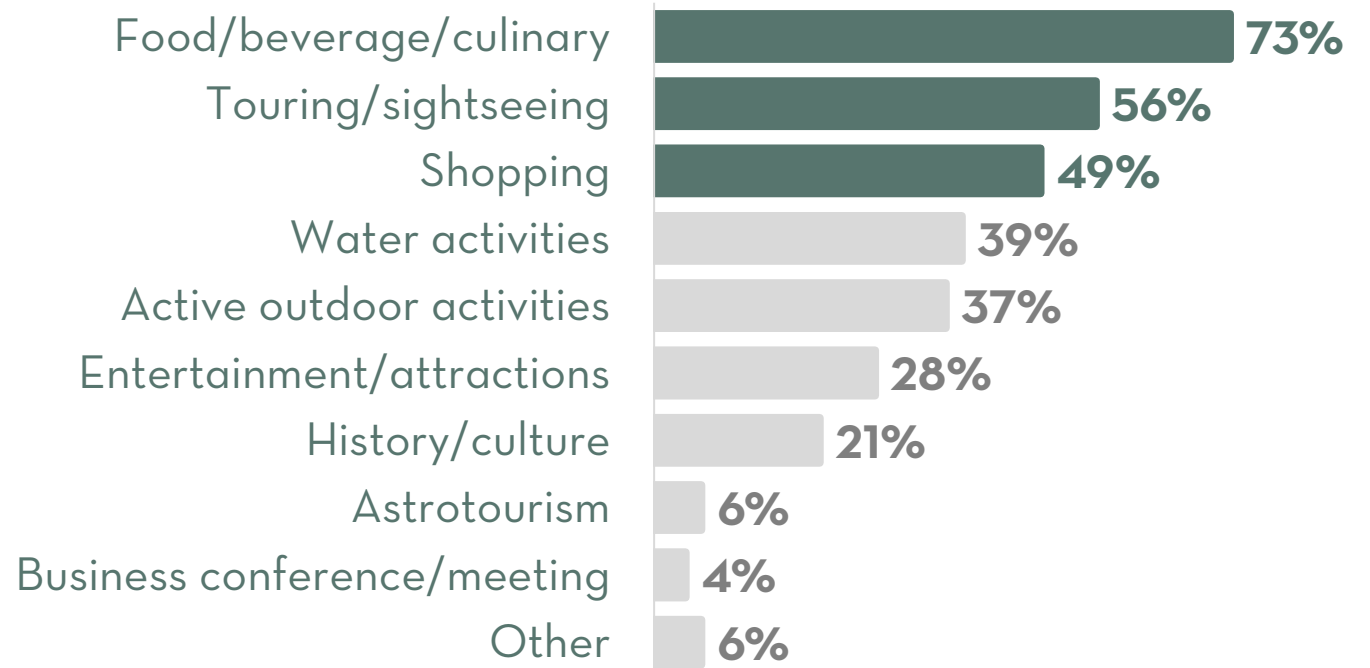
IN-MARKET VISITOR RESOURCES*

- » Visitors were more likely to rely on **navigation websites/apps** to plan activities in-market
- » **3 in 10** visitors used a restaurant website or app
- » **1 in 5** visitors did not use any resources to plan activities while they were in-market

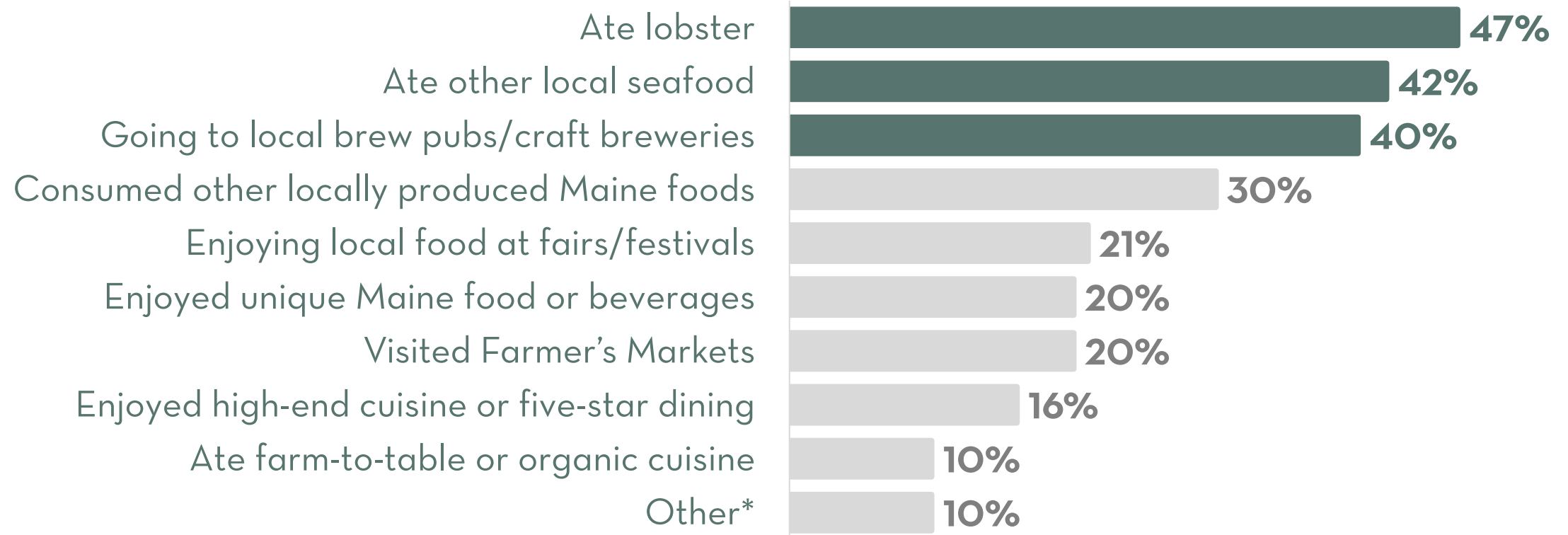


VISITOR ACTIVITIES*

- » **73%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **3 in 5** visitors went touring/sightseeing during their trip to Maine
- » **Half** of visitors went shopping during their trip to Maine

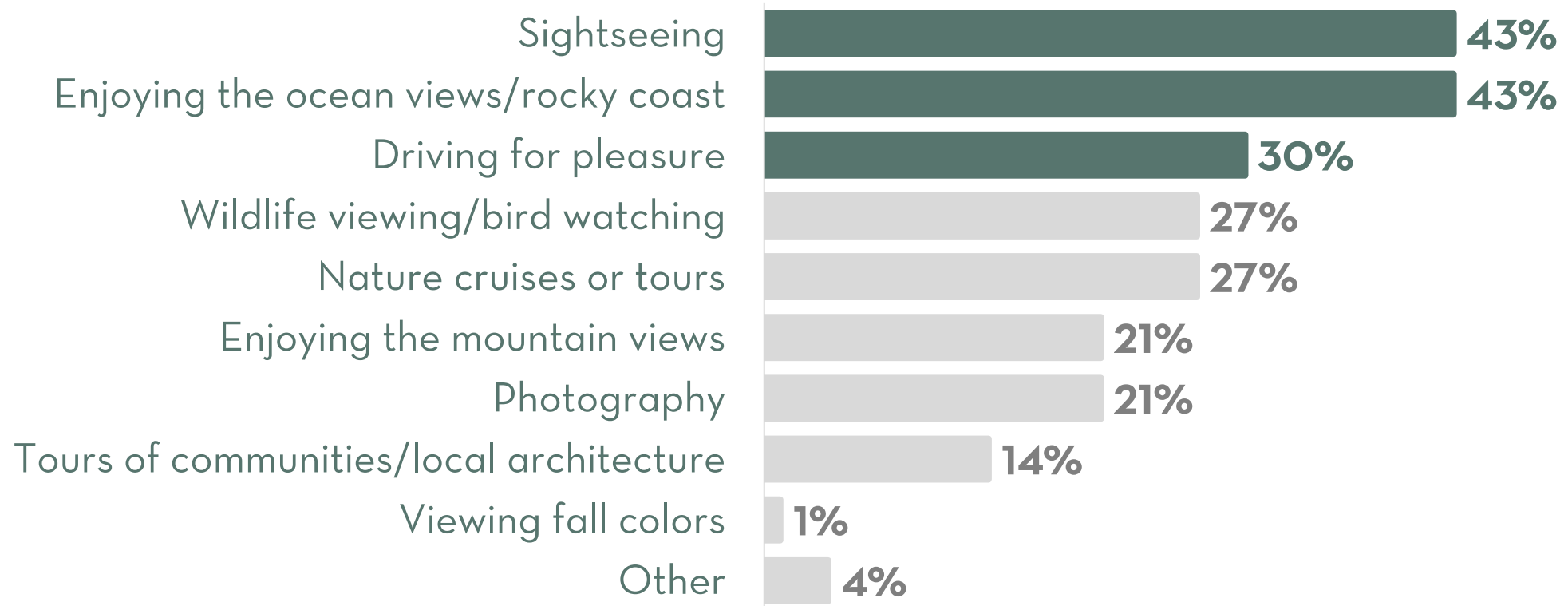


FOOD & BEVERAGE ACTIVITIES*



*Multiple responses permitted.
Other activities include food events/festivals.

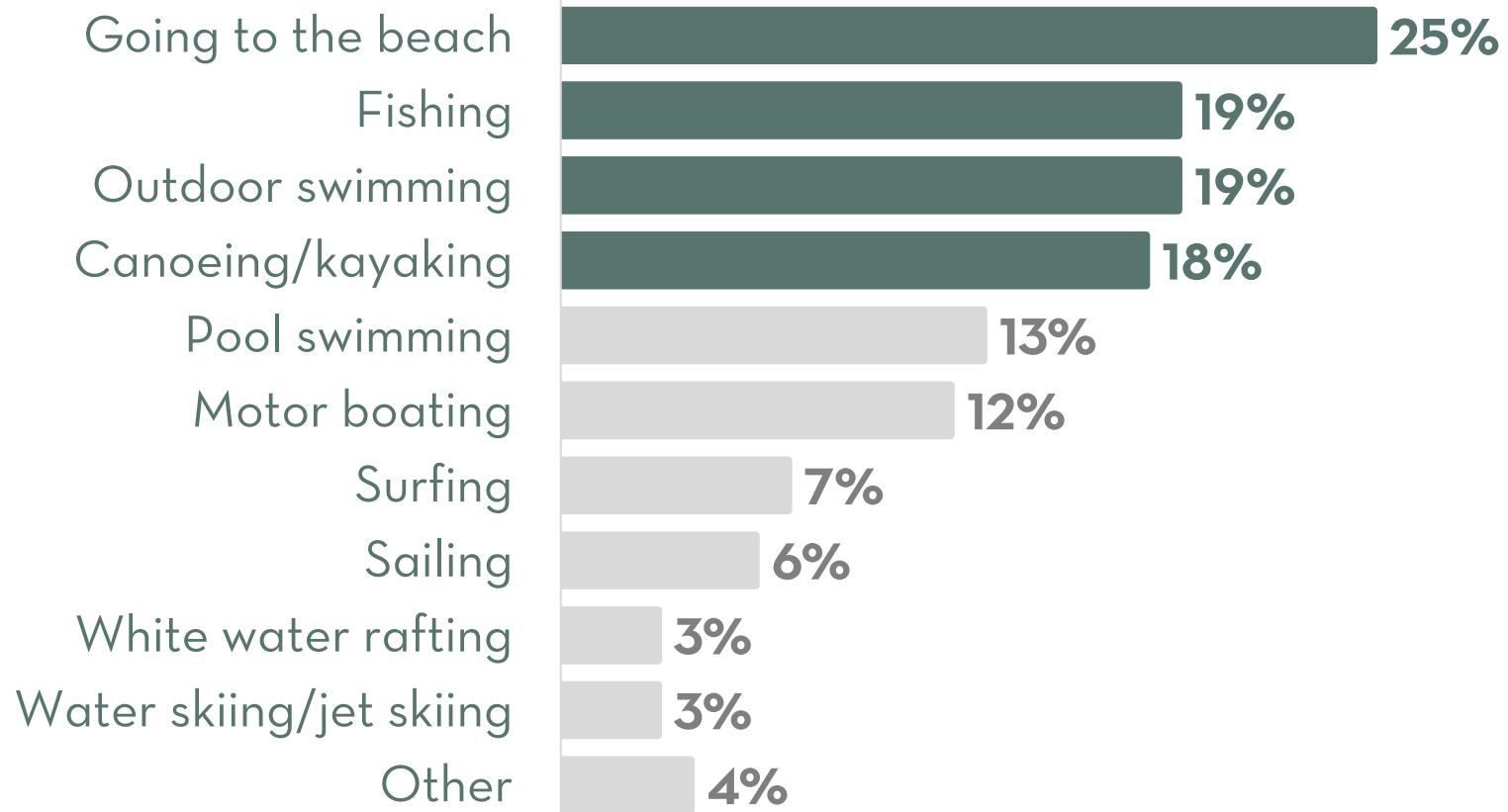
TOURING & SIGHTSEEING ACTIVITIES*



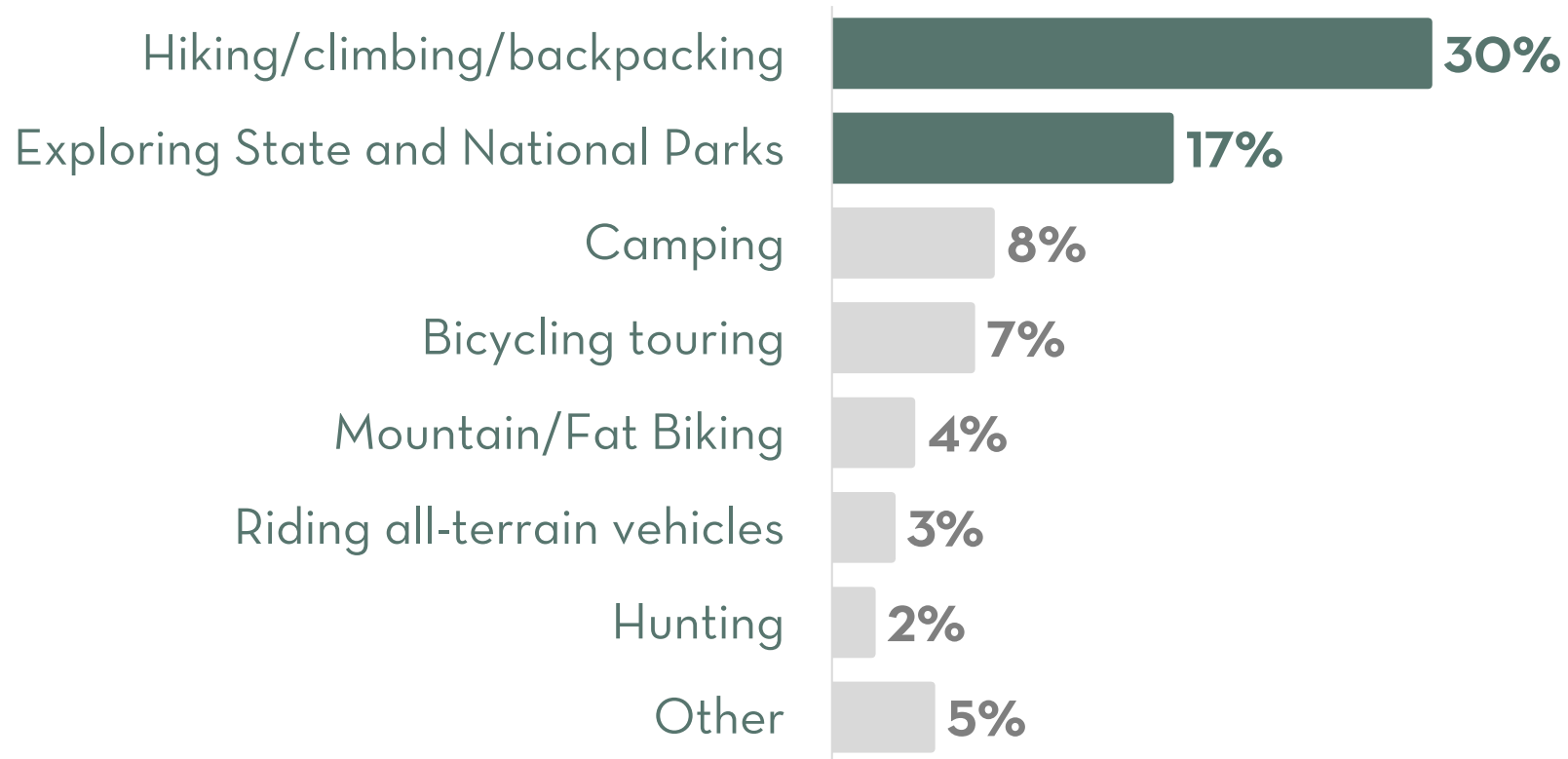
SHOPPING ACTIVITIES*



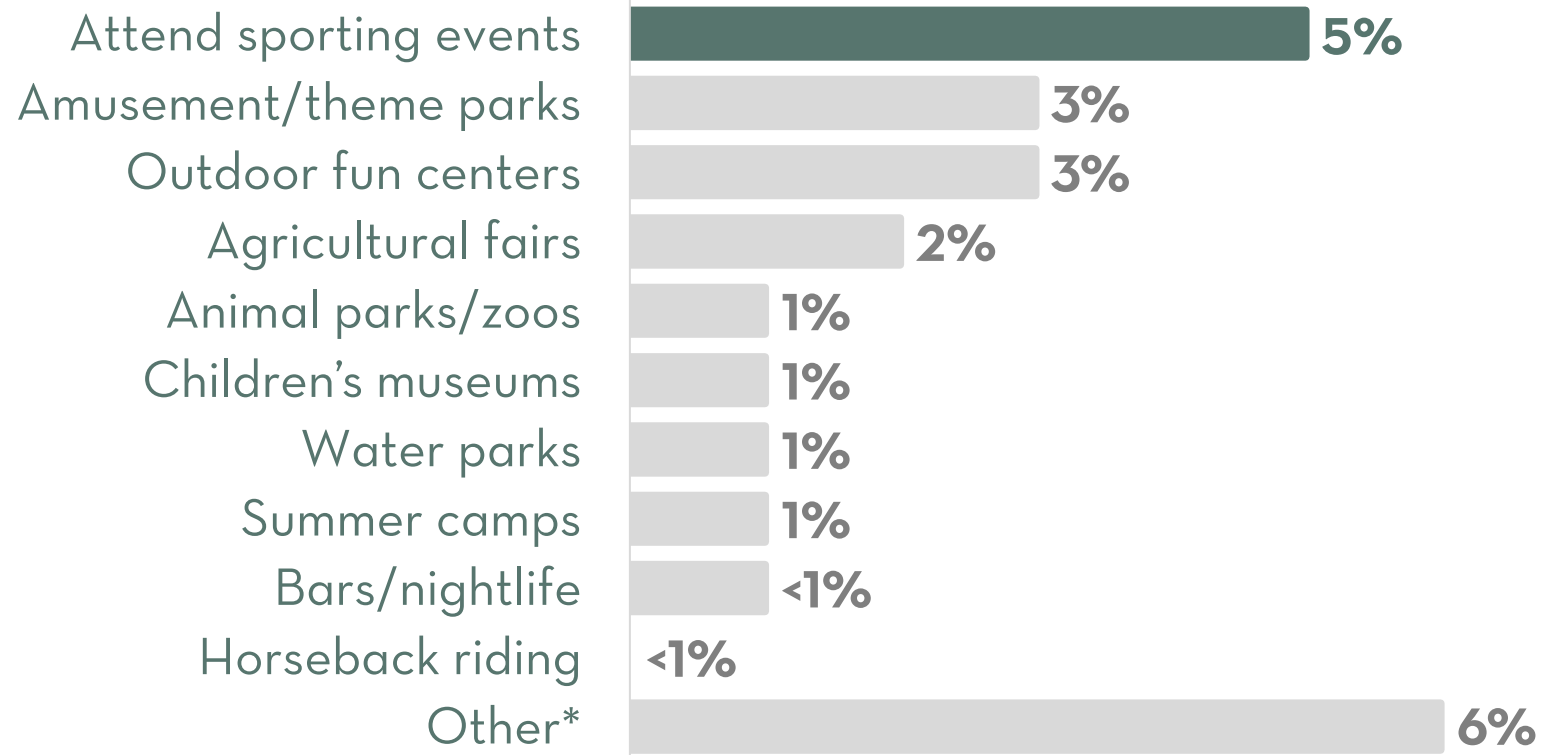
WATER ACTIVITIES*



ACTIVE OUTDOOR ACTIVITIES*

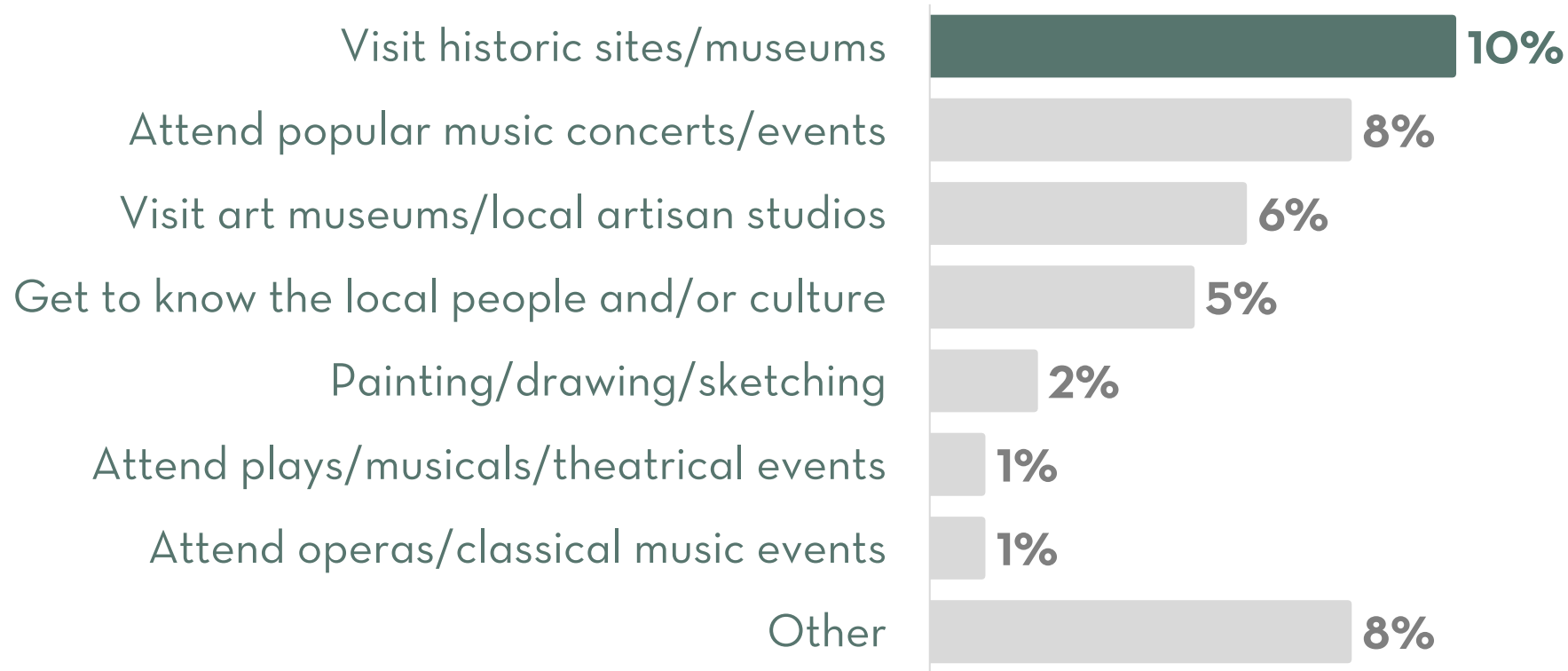


ENTERTAINMENT ACTIVITIES*



*Multiple responses permitted.
Other includes visiting the Botanical Gardens.

HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

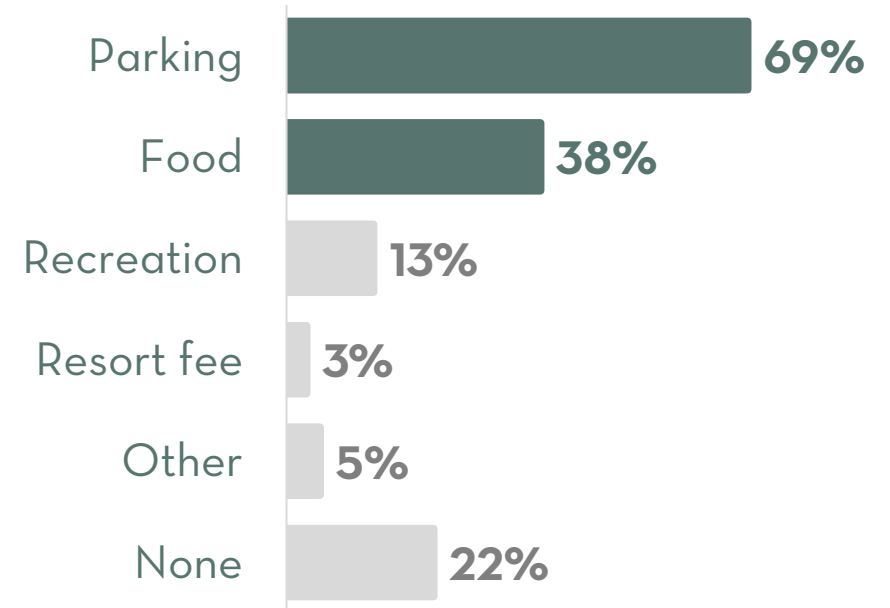
	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$283	\$0	\$0
Restaurants	\$57	\$51	\$36
Groceries	\$44	\$41	\$19
Shopping	\$123	\$86	\$67
Activities & attractions	\$83	\$69	\$81
Transportation	\$80	\$51	\$32
Other	\$20	\$9	\$11
Daily Spending	\$690	\$307	\$246

TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	\$1,220	\$0	\$0
Restaurants	\$250	\$430	\$36
Groceries	\$190	\$340	\$19
Shopping	\$530	\$720	\$67
Activities & attractions	\$360	\$580	\$81
Transportation	\$340	\$430	\$32
Other	\$90	\$80	\$11
Trip Spending	\$2,980	\$2,580	\$246

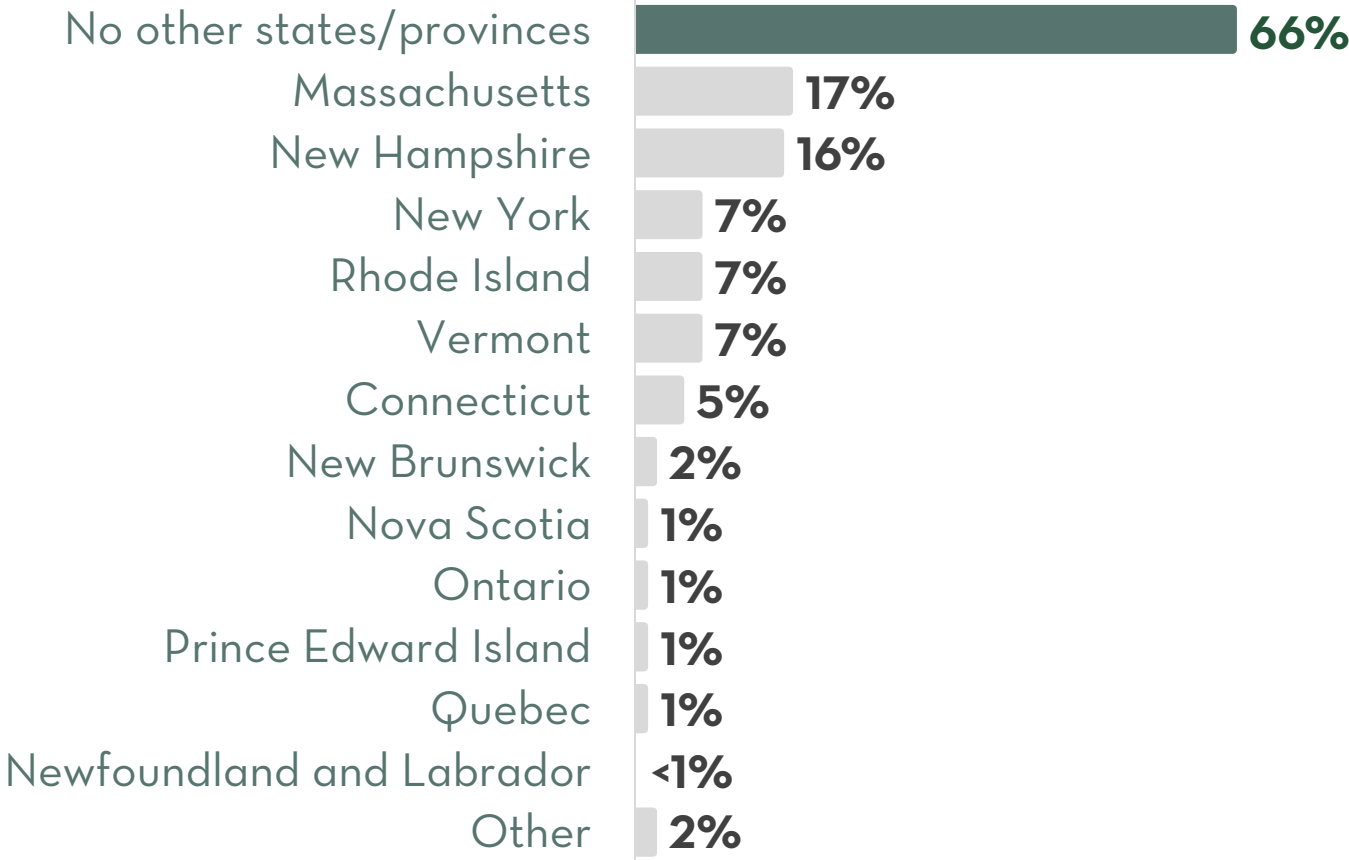
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **4 in 5** visitors
- » Price for accommodations included parking for **7 in 10** visitors
- » Food was included in accommodations' pricing for **2 in 5** visitors



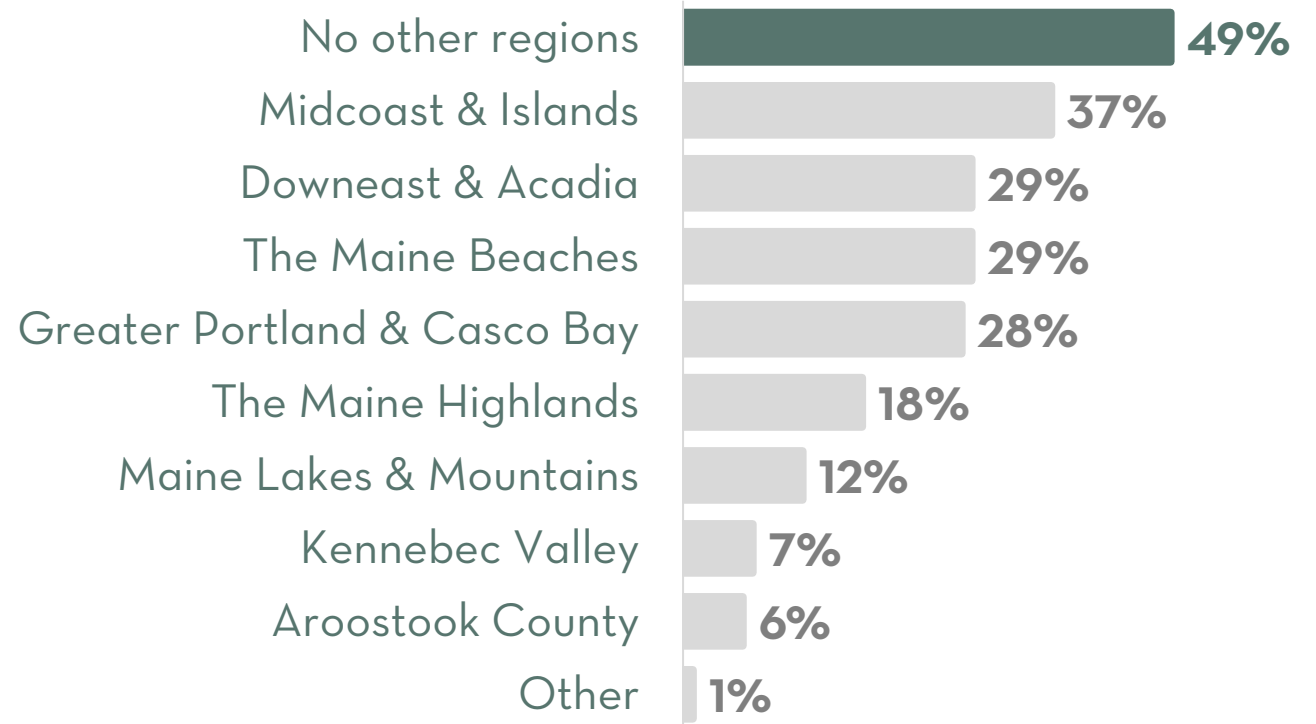
OTHER STATES & PROVINCES VISITED*

- » **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*

- » **Half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » Nearly **2 in 5** visitors visited the Midcoast & Islands area in addition to their primary destinations within Maine

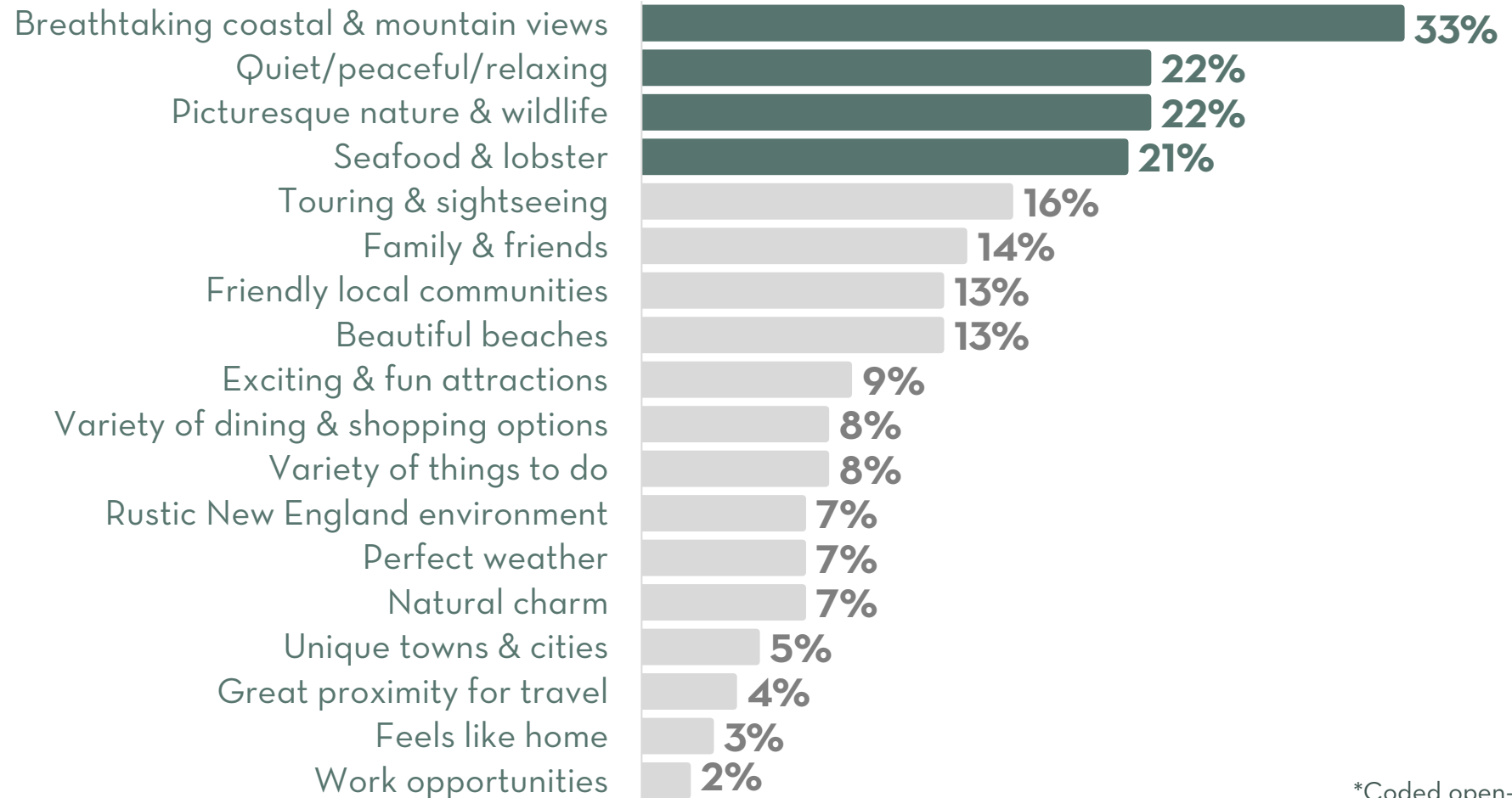


TRIP PLANNING CYCLE : POST-TRIP EVALUATION



MAINE AS A UNIQUE DESTINATION*

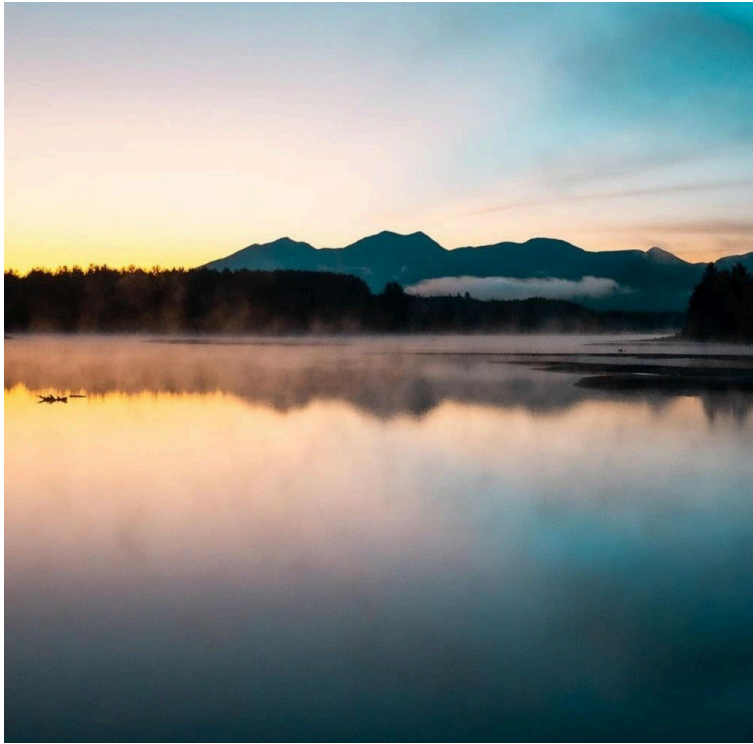
“What does Maine offer that other similar destinations do not offer?”



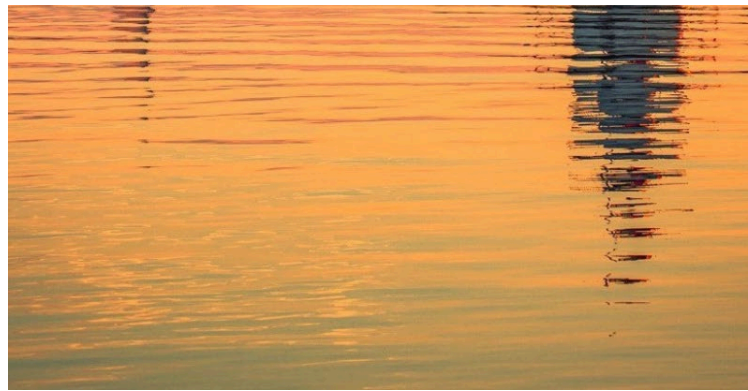
*Coded open-ended responses.
Multiple responses permitted.

UNIQUENESS: “BREATHTAKING VIEWS”

“The most beautiful coastline, great sandy beaches, and a feeling of security and relaxation.”



“Maine has the best of the mountains and the ocean. Beaches, lakes, rivers. Swimming, hiking, boating. Beautiful scenery and wildlife everywhere.”



“Beautiful coastline, nice people, lobster, quaint towns, lighthouses, and respect for nature.”



UNIQUENESS: “QUIET, PEACEFUL, & RELAXING”

“Utter relaxation on the coast with good friends. Makes life seem right again.”



“Solitude and peaceful beauty.”



“A chance to sleep well. Starry nights. Sea breezes. Sounds of the foghorns and waves. Scent of sea roses.”



UNIQUENESS: “PICTURESQUE NATURE & WILDLIFE”

“Very nice scenery that looks different than anywhere else in New England.”



“Ideal location for painting and photography. Seascapes are amazing.”



“Unparalleled beauty and wilderness. Abundant wildlife. The best of the great outdoors.”



UNIQUENESS: “SEAFOOD & LOBSTER”

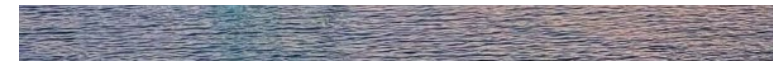
“Great for pickers. Chance to take in the ocean and eat good seafood.”



“Lobster rolls. Day drinking by the ocean. Affordable Renys and L.L. Bean.”



“On the bucket list. Boats. Seaside. Seafood.”



HIGHLIGHT OF TRIP*

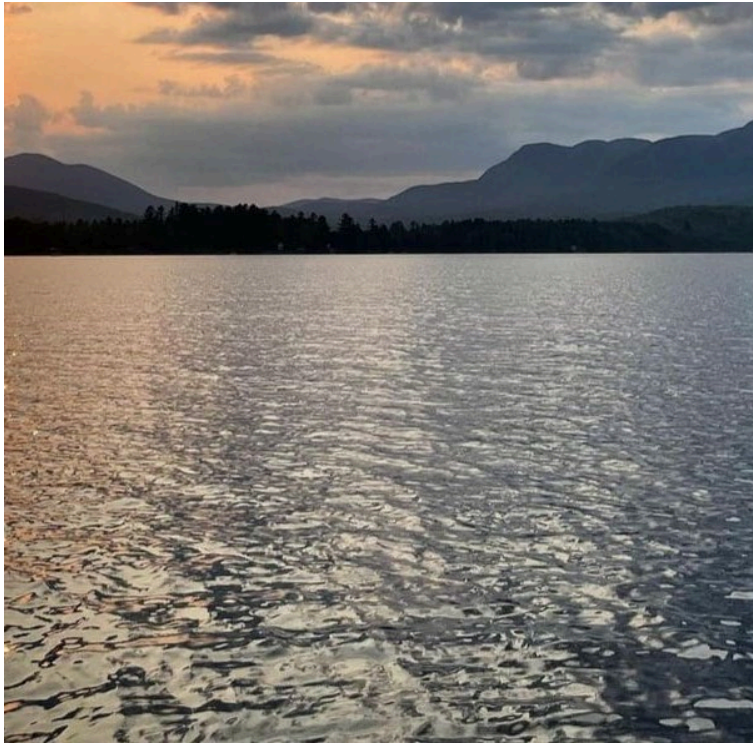
“What was the highlight of your trip to Maine?”



*Coded open-ended responses.
Multiple responses permitted.

HIGHLIGHTS: “ENJOY THE OUTDOORS”

“The lake hang out with family.”



“Time with friends camping near the lake.”

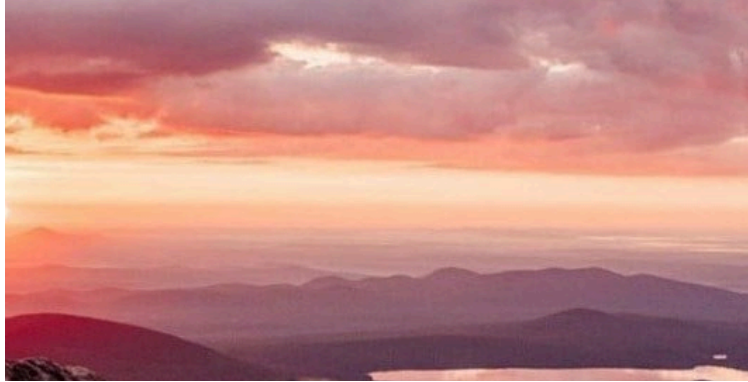


“The last sailing days of the summer and getting the boat out in the water.”



HIGHLIGHTS: “ENJOY THE BEACHES & ROCKY COASTLINE”

“Acadia National Park and the beautiful coastline.”



“The rocky coastline, the beaches, and the lighthouses.”



“To discover and explore Maine for a few days particularly its beautiful coastline.”



HIGHLIGHTS: “TOURING & SIGHTSEEING”

“Botanical Gardens or Clambake on Cabbage Island. It’s a tossup.”



“To discover and explore Maine for a few days, particularly its beautiful coastline.”



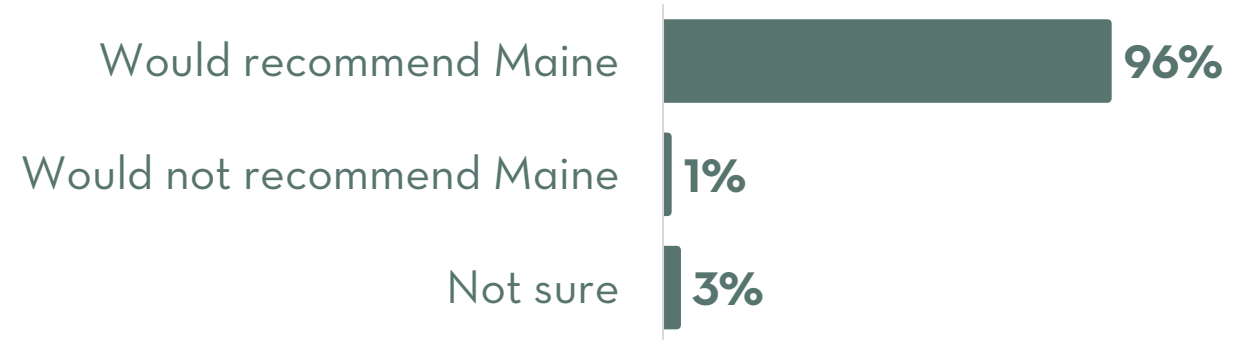
“Whale watching in Acadia.”



RECOMMENDING MAINE & ITS REGIONS

- » **96%** 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

Likelihood of Recommending Maine

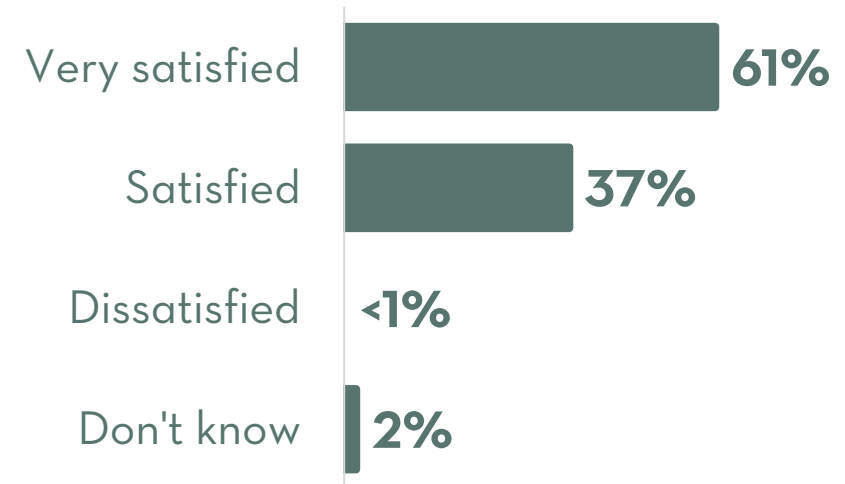


Likelihood of Recommending Region Visited

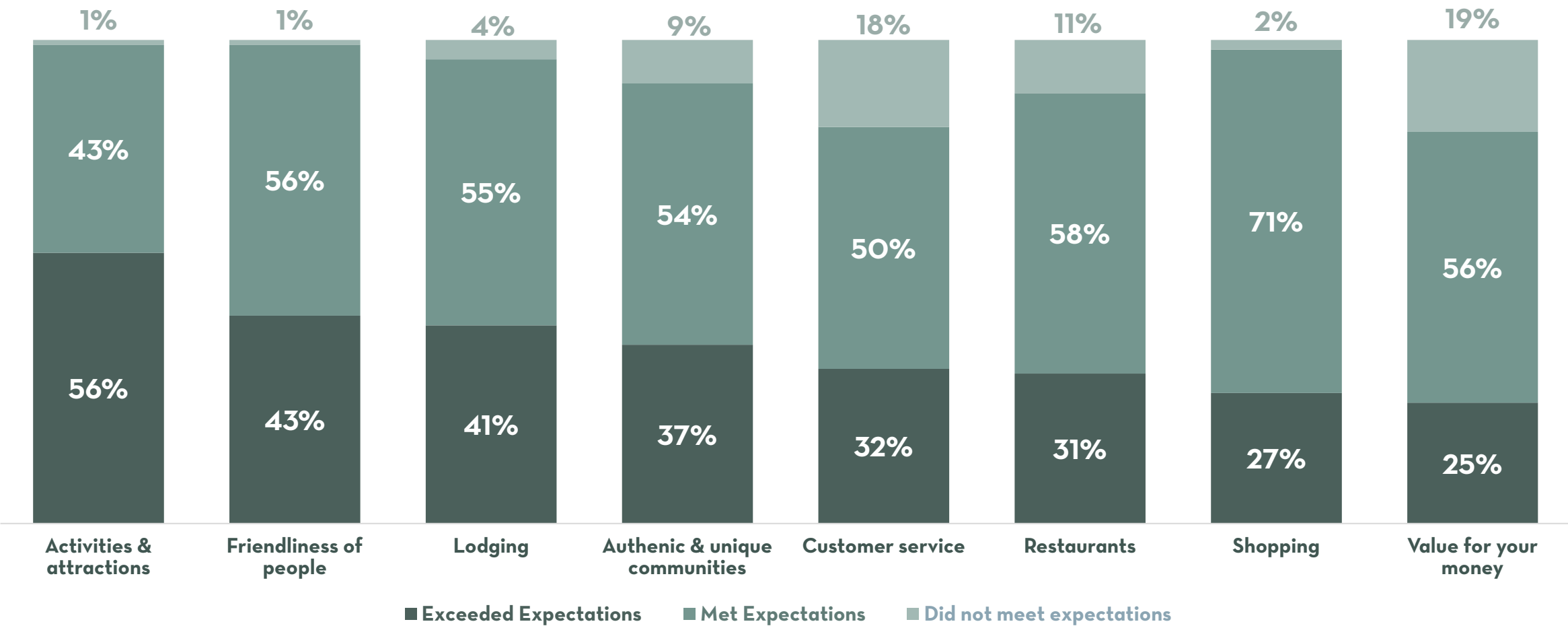


SATISFACTION

- » **98%** of visitors were satisfied with their trip to Maine
- » **3 in 5** visitors were very satisfied with their trip to Maine

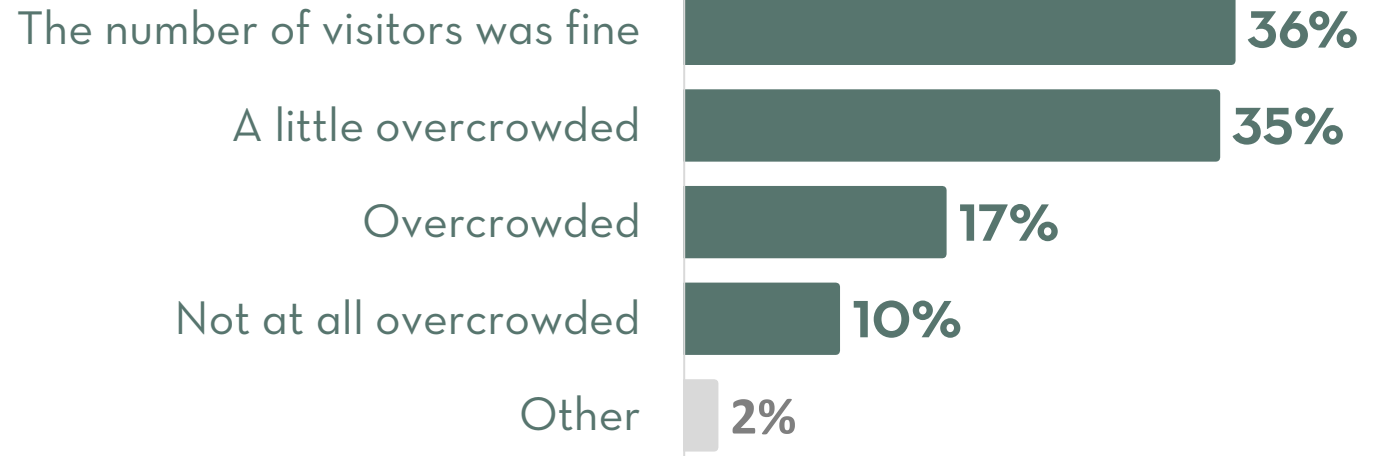


TRIP EXPECTATIONS



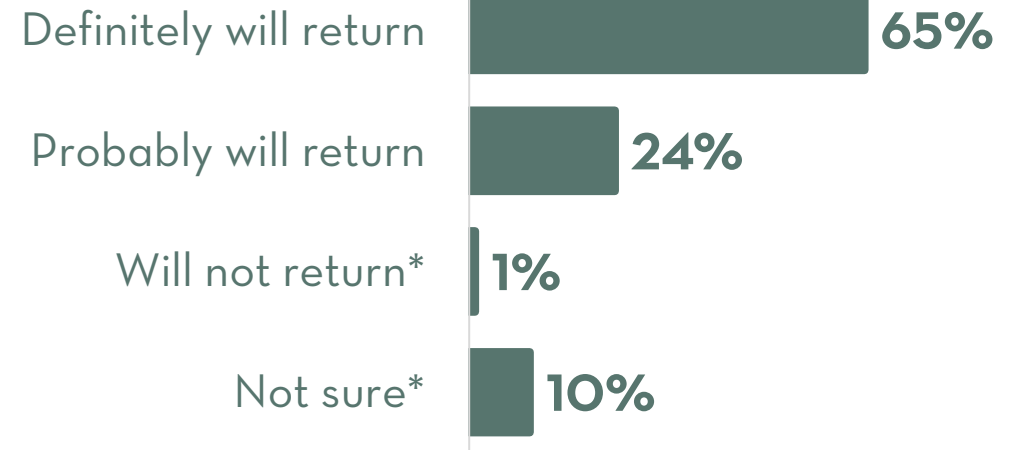
OVERCROWDING

- » **36%** of visitors thought the number of visitors during their trip to Maine was fine
- » **35%** of visitors thought it was a little overcrowded



LIKELIHOOD OF RETURNING TO MAINE

» **89%** of visitors will return to Maine for a future visit or vacation

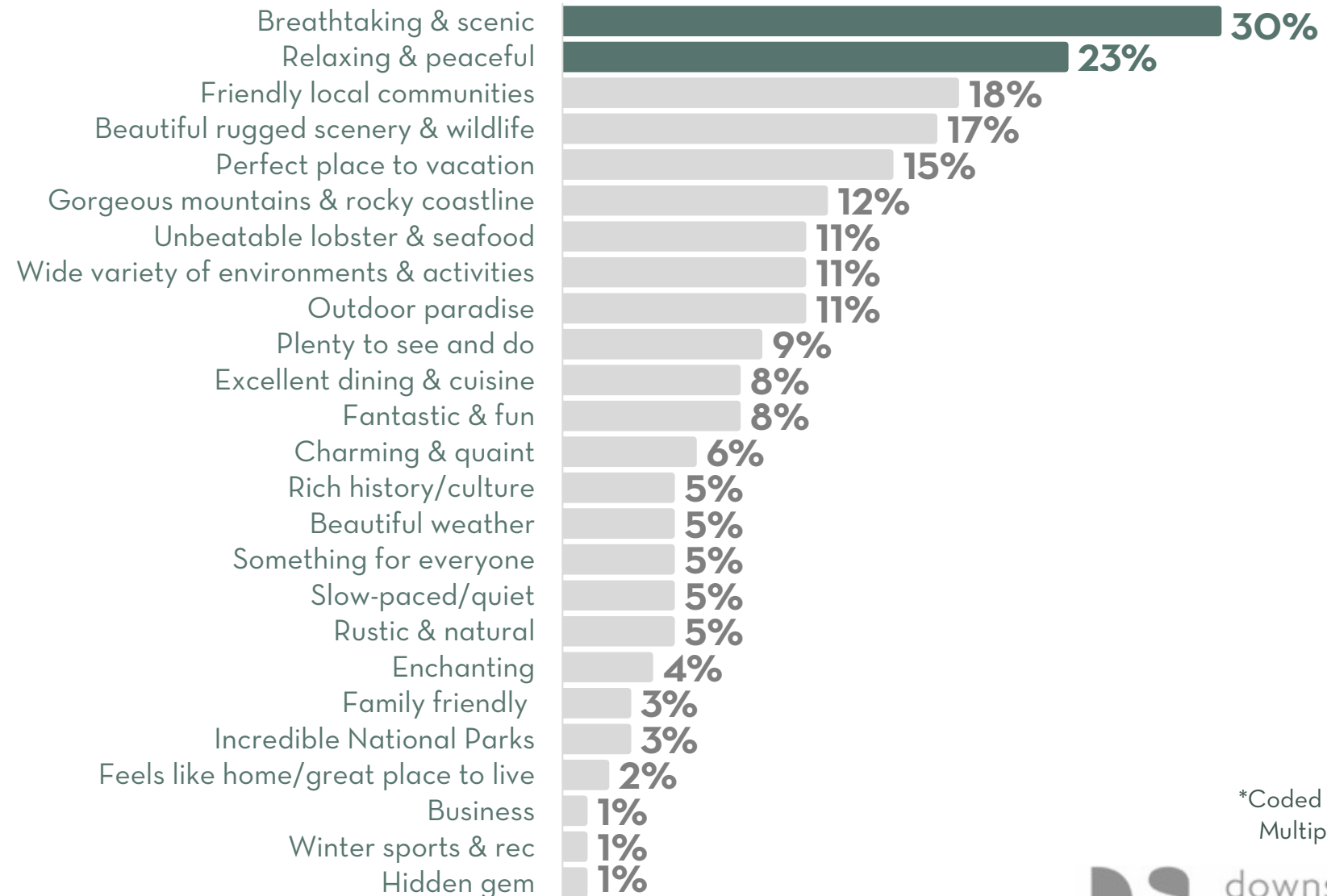


*11% of all visitors are not sure or will probably not return to Maine for the following reasons:

1. Prefer a variety of destinations 2. Too expensive for what you get 3. Economy/inflation.

PERCEPTIONS OF MAINE*

“How would you describe Maine as a place to visit?”



*Coded open-ended responses.
Multiple responses permitted.

PERCEPTIONS: “BREATHTAKING & SCENIC”

“We had an unforgettable vacation, from activities to seafood, from the rocky coastline to beautiful moments of relaxation overlooking at the ocean.”



“Maine's coastline is amazing with rocky & sandy beaches, charming little towns, lighthouses, plenty of activities, friendly people, and a relaxing environment!”



“The most scenic and relaxing place on earth!”

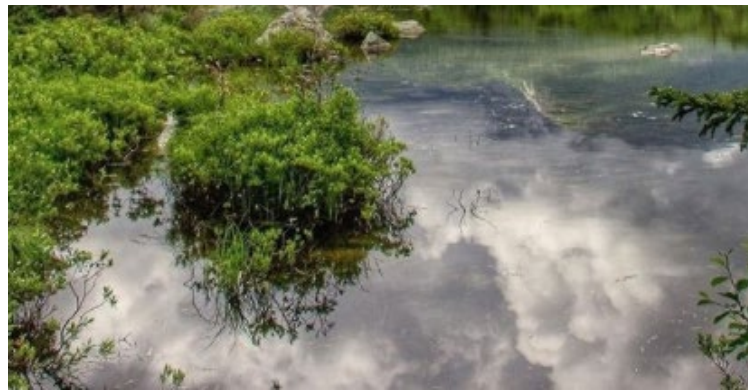


PERCEPTIONS: “RELAXING & PEACEFUL”

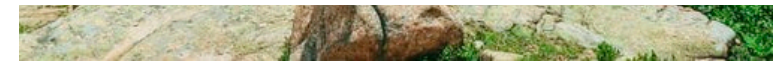
“You spend your time surrounded by beautiful sceneries, friendly people, in a safe and relaxing environment. What else can you ask for? Maine is the ideal place to enjoy a vacation.”



“Quiet and peaceful. Great place to unwind and collect your thoughts with clean air.”



“You can't compare Maine with other states. Maine is far above with its beautiful nature, its friendly inhabitants, and its relaxing environment.”



ANNUAL COMPARISONS



TRIP PLANNING CYCLE : PRE-VISIT



TRIP PLANNING CYCLE

Trip Planning Cycle	2021	2022
A week or less	18%	14%
2 - 3 weeks	16%	12%
1 - 2 months	26%	24%
3 - 4 months	15%	17%
5 - 6 months	9%	15%
7 months - 1 year	7%	13%
More than 1 year	9%	5%
Days in Planning Cycle	48	60

Booking Window	2021	2022
A week or less	23%	19%
2 - 3 weeks	17%	14%
1 - 2 months	26%	24%
3 - 4 months	13%	16%
5 - 6 months	9%	14%
7 months - 1 year	6%	10%
More than 1 year	5%	3%
Days in Booking Window	42	51

ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2021	2022
Online search engines	32%	37%
Hotel websites	13%	18%
VisitMaine.com	9%	15%
Traveler reviews/blogs/stories	6%	13%
Airbnb	9%	12%
Facebook	8%	12%
TripAdvisor	12%	11%
Online travel agency	12%	11%
Instagram	6%	10%
VRBO/HomeAway	6%	9%
YouTube	5%	7%
Vacation rental websites	4%	6%
Airline websites	7%	5%
Visit Maine social media	4%	5%
MaineTourism.com	5%	4%
DowneastAcadia.com	2%	3%
TheMaineBeaches.com	1%	3%
VisitBarHarbor.com	3%	3%
DiscoverNewEngland.com	2%	2%
MainesMidCoast.com	2%	2%
VisitPortland.com	3%	2%
MaineLakesandMountains.com	2%	2%
Twitter	3%	2%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Other	10%	7%
None	31%	25%

*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2021	2022
Advice from friends/family	30%	38%
Articles or travelogues	8%	21%
AAA	7%	16%
Travel guides/brochures	8%	11%
Travel planning apps	6%	9%
Travel books & magazines	8%	6%
Called the Maine Office of Tourism	3%	5%
Visitor Guide	3%	4%
Visit Maine e-newsletter	2%	4%
Called local Chambers of Commerce	2%	3%
Travel agent	2%	2%
Called local CVBs	2%	1%
Another Maine Tourism/Lodging Association	2%	1%
Other	5%	4%
None	52%	37%

REASON FOR VISITING*

Reasons for Visiting	2021	2022
Relax and unwind	43%	39%
Sightseeing/touring	25%	33%
Visiting friends/relatives	25%	23%
Beach	10%	17%
Nature & bird watching	15%	17%
Attractions	6%	11%
Special occasion	8%	10%
Active outdoor activities	9%	10%
Water activities	7%	10%
Special event	3%	8%
Shopping	6%	7%
Conference/meeting	2%	5%
Culture/museums/history	3%	5%
Sporting event	1%	1%
Astrotourism	1%	1%
Other	13%	12%

OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2021	2022
No other states/provinces	72%	64%
New Hampshire	11%	17%
Massachusetts	10%	16%
Rhode Island	4%	9%
Vermont	7%	8%
New York	5%	7%
Connecticut	3%	6%
New Brunswick	1%	2%
Nova Scotia	1%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Other	5%	3%

ADVERTISING/PROMOTIONS

Recalled Advertising	2021	2022
Yes	37%	47%
No	51%	41%
Not sure	12%	12%

Influenced by Advertising	2021	2022
Yes	19%	29%

ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2021	2022
Social media	37%	38%
Internet	35%	36%
Magazine	19%	22%
Radio	11%	15%
Cable or satellite television	22%	13%
AAA	7%	11%
Newspaper	9%	9%
VisitMaine.com	10%	8%
Traveler reviews/blogs	10%	7%
Maine travel/visitor guide	9%	5%
Online streaming service	7%	4%
Brochure	7%	4%
Billboard	4%	3%
Music/podcast streaming	5%	3%
Deal – based promotion	3%	2%
Other	7%	5%
Not sure	2%	1%

TRIP PLANNING CYCLE : TRAVELER PROFILE



ORIGIN REGION

Region of Origin	2021	2022
Maine	16%	17%
New England	28%	30%
Mid-Atlantic	23%	20%
Southeast	13%	10%
Midwest	10%	8%
Southwest	4%	3%
West	5%	4%
International	2%	8%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2021	2022
Maine	16%	17%
Massachusetts	13%	13%
New Hampshire	8%	8%
New York	11%	8%
Connecticut	4%	5%
Florida	6%	5%
New Jersey	4%	4%
Pennsylvania	4%	4%
Quebec	<1%	3%
Vermont	2%	3%
Virginia	3%	3%
California	2%	2%
Maryland	2%	2%
Ohio	2%	2%
Texas	3%	2%

ORIGIN MARKET

Origin Markets	2021	2022
New York City ¹	11%	8%
Boston	7%	7%
Washington D.C. – Baltimore ²	4%	3%
Philadelphia	2%	2%
Portland, ME	2%	2%
Augusta, ME	<1%	1%
Bangor, ME	1%	1%
Rochester – Portsmouth, NH	1%	1%
Auburn – Lewiston, ME	1%	1%
Atlanta	2%	1%

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

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

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2021	2022
Traveled alone	17%	13%
As a couple	40%	42%
As a family	32%	30%
With business associates	1%	2%
In a tour group	1%	2%
With other couples/friends	9%	11%
Other	1%	<1%
Average Travel Party Size	3.0	3.2

TRAVEL WITH CHILDREN*

Children in Travel Party	2021	2022
No children	77%	79%
Children younger than 6	8%	6%
Children 6 – 12	11%	12%
Children 13 – 17	11%	9%

Gender	2021	2022
Male	45%	44%
Female	55%	56%

DEMOGRAPHIC PROFILE

Age	2021	2022
Under 25	5%	5%
25 – 34	17%	16%
35 – 44	22%	23%
45 – 54	17%	19%
55 – 65	18%	24%
Over 65	21%	13%
Median Age	49	48

Race/Ethnicity	2021	2022
White	90%	89%
Asian	1%	3%
Hispanic	3%	3%
Black	2%	2%
Indigenous	2%	1%
Other	1%	2%

LIFESTYLE PROFILE

Marital Status	2021	2022
Single/widowed	24%	23%
Married/living with partner	76%	77%

Employment Status	2021	2022
Employed full-time	56%	55%
Employed part-time	9%	11%
Contract/freelance/temporary employee	6%	7%
Retired	21%	18%
Not currently employed	4%	6%
Student	4%	3%

LIFESTYLE PROFILE

Household Income	2021	2022
Less than \$25,000	5%	5%
\$25,000 - \$49,999	10%	9%
\$50,000 - \$74,999	20%	21%
\$75,000 - \$99,999	22%	23%
\$100,000 - \$149,999	21%	24%
\$150,000 - \$199,999	12%	10%
\$200,000 - \$249,999	4%	4%
\$250,000 or more	6%	4%
Median Household Income	\$92,000	\$91,300

LIFESTYLE PROFILE

Educational Attainment	2021	2022
High school or less	9%	7%
Some college or technical school	15%	15%
College or technical school graduate	48%	56%
Graduate school	27%	22%

NEW & RETURNING VISITORS

Previous Trips to Maine	2021	2022
This is my first time	25%	24%
2 - 5 times	27%	30%
6 - 10 times	12%	15%
11+ times	36%	31%

TRIP PLANNING CYCLE : TRIP EXPERIENCE



TRANSPORTATION

Means of Transportation	2021	2022
Drove to Maine	81%	84%
Flew into Portland Intl Jetport	7%	6%
Flew into Boston Logan Intl	4%	4%
Flew into Bangor Intl Airport	2%	2%
Took a motor coach tour or bus	2%	2%
Flew into another airport	1%	2%
Traveled by train	1%	<1%

LENGTH OF STAY

Nights Stayed	2021	2022
Not staying overnight	31%	26%
1 night	4%	3%
2 nights	10%	10%
3 nights	13%	14%
4 nights	9%	12%
5+ nights	33%	35%
Average Length of Stay	4.1	4.5

ACCOMMODATIONS

Accommodations	2021	2022
Not spending the night	31%	26%
Hotel/motel/resort	24%	23%
Friends/family home	15%	18%
Vacation rental home	10%	10%
Personal second home	7%	9%
Campground/RV Park	4%	6%
Bed & Breakfast/Inn	5%	4%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	1%

BOOKING

Booking Methods	2021	2022
Directly with the hotel/condo	48%	40%
Online travel agency	16%	21%
Airbnb	11%	13%
Short-term rental service	6%	8%
Vacation rental company	4%	4%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	1%	1%
Other	12%	11%

IN-MARKET RESOURCES*

In-Market Resources	2021	2022
Navigation website/apps	37%	45%
Restaurant website/app	20%	29%
Visitor Information Centers	18%	22%
Personal social media	12%	20%
Materials from hotel/campground	14%	19%
Trip planning app	8%	15%
VisitMaine.com	7%	14%
Hotel/resort website/app	12%	14%
Destination social media	9%	13%
Booking website/app	6%	5%
Chambers of Commerce	3%	5%
Airline website/app	3%	2%
VisitBarHarbor.com	2%	1%
Other	5%	6%
None	29%	22%

ACTIVITIES*

Activities	2021	2022
Food/beverage/culinary	64%	73%
Touring/sightseeing	53%	56%
Shopping	38%	49%
Water activities	34%	39%
Active outdoor activities	40%	37%
Entertainment/attractions	10%	28%
History/culture	16%	21%
Astrotourism	4%	6%
Business conference/meeting	3%	4%
Other	5%	6%

FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2021	2022
Ate lobster	42%	47%
Ate other local seafood	42%	42%
Going to local brew pubs/craft breweries	25%	40%
Consumed other locally produced Maine foods	21%	30%
Enjoying local food at fairs/festivals	11%	21%
Enjoyed unique Maine food or beverages	18%	20%
Visited Farmer's Markets	10%	20%
Enjoyed high-end cuisine or five-star dining	11%	16%
Ate farm-to-table or organic cuisine	9%	10%
Other	4%	10%

TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2021	2022
Sightseeing	41%	43%
Enjoying the ocean views/rocky coast	42%	43%
Driving for pleasure	30%	30%
Wildlife viewing/bird watching	21%	27%
Nature cruises or tours	24%	27%
Enjoying the mountain views	19%	21%
Photography	18%	21%
Tours of communities/local architecture	14%	14%
Viewing fall colors	1%	1%
Other	1%	4%

SHOPPING ACTIVITIES*

Shopping Activities	2021	2022
Shopping in downtown areas	17%	22%
Outlet shopping	16%	20%
Shopping for antiques/local arts and crafts	7%	20%
Shopping for gifts/souvenirs	16%	18%
Shopping for unique/locally produced goods	13%	18%
Shopping for “Made in Maine” products	8%	17%
Shopping at malls	7%	8%
Other	2%	14%

WATER ACTIVITIES*

Water Activities	2021	2022
Going to the beach	17%	25%
Fishing	11%	19%
Outdoor swimming	16%	19%
Canoeing/kayaking	14%	18%
Pool swimming	4%	13%
Motor boating	9%	12%
Surfing	1%	7%
Sailing	5%	6%
White water rafting	3%	3%
Water skiing/jet skiing	3%	3%
Other	3%	4%

ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2021	2022
Hiking/climbing/backpacking	34%	30%
Exploring State and National Parks	20%	17%
Camping	9%	8%
Bicycling touring	6%	7%
Mountain/Fat Biking	3%	4%
Riding all-terrain vehicles	2%	3%
Hunting	2%	2%
Alpine skiing/snowboarding	0%	0%
Nordic skiing	0%	0%
Snowshoeing	0%	0%
Snowmobiling	0%	0%
Other	5%	5%

ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2021	2022
Attend sporting events	1%	5%
Amusement/theme parks	2%	3%
Outdoor fun centers	2%	3%
Agricultural fairs	1%	2%
Animal parks/zoos	1%	1%
Children's museums	1%	1%
Water parks	1%	1%
Summer camps	1%	1%
Bars/nightlife	2%	1%
Horseback riding	1%	<1%
Other	5%	6%

HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2021	2022
Visit historic sites/museums	11%	10%
Attend popular music concerts/events	2%	8%
Visit art museums/local artisan studios	8%	6%
Get to know the local people and/or culture	8%	5%
Painting/drawing/sketching	3%	2%
Attend plays/musicals/theatrical events	2%	1%
Attend operas/classical music events	2%	1%
Other	1%	8%

OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2021	2022
No other states/provinces	73%	66%
Massachusetts	13%	17%
New Hampshire	15%	16%
New York	7%	7%
Rhode Island	3%	7%
Vermont	5%	7%
Connecticut	5%	5%
New Brunswick	1%	2%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	<1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Other	3%	2%

TRAVELING IN MAINE*

Maine Regions Visited	2021	2022
No other regions	43%	49%
Midcoast & Islands	29%	37%
Downeast & Acadia	31%	29%
The Maine Beaches	32%	29%
Greater Portland & Casco Bay	40%	28%
The Maine Highlands	16%	18%
Maine Lakes & Mountains	11%	12%
Kennebec Valley	9%	7%
Aroostook County	8%	6%
Other	1%	1%

TRIP PLANNING CYCLE : POST-TRIP EVALUATION



RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2021	2022
Would recommend Maine	97%	96%
Would not recommend Maine	1%	1%
Not sure	2%	3%

Recommending Regions	2021	2022
Definitely recommend region	79%	70%
Probably would recommend region	13%	25%
Would not recommend region	1%	1%
Not sure	7%	4%

SATISFACTION

Satisfaction	2021	2022
Very satisfied	73%	61%
Satisfied	25%	37%
Dissatisfied	1%	<1%
Don't know	1%	2%

RETURNING TO MAINE

Returning to Maine	2021	2022
Definitely will return	77%	65%
Probably will return	18%	24%
Probably will not return	1%	1%
Not sure	4%	10%

TRIP EXPECTATIONS

Exceeded Expectations	2021	2022
Activities & attractions	47%	56%
Friendliness of people	47%	43%
Lodging	39%	41%
Authentic & unique communities	41%	37%
Customer service	39%	32%
Restaurants	39%	31%
Shopping	31%	27%
Value for your money	30%	25%

OVERCROWDING

Overcrowding	2021	2022
The number of visitors was fine	NA	36%
A little overcrowded	NA	35%
Overcrowded	NA	17%
Not at all overcrowded	NA	10%
Other	NA	2%

STUDY METHODS



METHODOLOGY



Visitor Tracking

1,805 interviews were completed with visitors to the state of Maine online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between May 1st, 2022 and August 31st, 2022.

MAINE OFFICE OF TOURISM

2022 Summer Visitor Tracking Report

MAY 2022 – AUGUST 2022

Downs & St. Germain Research
850 – 906 – 3111 | contact@dsg-research.com

