MAINE OFFICE OF TOURISM

2020 Economic Impact & Visitor Tracking Report
January – December 2020

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INTRODUCTION

STUDY OBJECTIVES – VISITOR JOURNEY

Pre-Visit

- Planning cycle
- Planning sources
- Reasons for visiting
- Other considered destinations
- Exposure to advertising
- Advertising sources

Traveler Profile

- Visitor origin
- Travel party composition
- Visitor demographics
- Previous visits

Trip Experience

- Visitor transportation
- Nights stayed
- Accommodations
- Booking methods
- Trip resources
- Visitor activities
- Expectations vs. experience
- Visitor spending
- Included amenities
- Other areas visited

Post-Trip Evaluation

- Uniqueness of Maine
- Highlight of trip
- Recommending Maine
- Satisfaction with trip
- Likelihood of returning
- Perceptions of Maine

Impact of Tourism

- Economic impact of tourism
- Visitor direct spending
- Number of visitors
- Room nights generated
- Jobs supported by tourism
- Wages generated by tourism
- State & local taxes supported by tourism
- ROI per marketing dollar budgeted
- Occupancy
- Average daily rates
- Revenue per available room

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PRESENTATION VERSION

PRESENTATION VERSION

This section of the report includes **topline results** from the 2020 Economic Impact and Visitor Tracking Study.

Detailed results for this study start on page 49 of this report.

Seasonal comparisons for this study start on page 123 of this report.

TRIP PLANNING CYCLE : IMPACT OF TOURISM

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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ECONOMIC IMPACT

Visitor spending in 2020 generated

$8,968,595,900

in economic impact to Maine

DIRECT SPENDING

Visitors who took a trip to Maine in 2020 spent

$4,796,040,600

in the county on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping

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VISITORS

Maine attracted

12,082,900

visitors in 2020

ROOM NIGHTS

Visitors to Maine generated

7,443,100

room nights in paid
accommodations in 2020

JOBS SUPPORTED

The total economic impact of tourism in Maine supported

109,300*

jobs in 2020

*2020 figures have been updated due to revised IMPLAN models.

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WAGES GENERATED

Tourism in Maine supported

$4,154,087,200*

in wages and salaries in 2020

*2020 figures have been updated due to revised IMPLAN models.

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VISITORS CREATE JOBS

A Maine job is supported by every

111*

visitors

*2020 figures have been updated due to revised IMPLAN models.

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HOUSEHOLD SAVINGS

Visitors to Maine saved local residents

$1,330

in state and local taxes per household in 2020

MARKETING SPENDING

Every dollar spent by the Maine Office of Tourism on marketing is associated with

$1,159

in visitor spending in Maine

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TRIP PLANNING CYCLE : PRE-VISIT

Pre-Visit → **Traveler Profile** → **Trip Experience** → **Post-Trip Evaluation** → **Impact of Tourism**

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TRIP PLANNING CYCLE

» **Over half** of visitors started planning their trip in Maine less than a month in advance

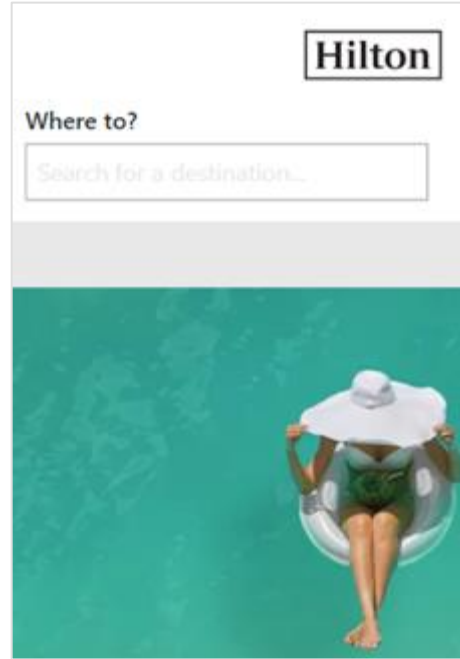» **Nearly 3 in 5** visitors booked their trip/decided to visit Maine less than a month in advance

TOP ONLINE TRIP PLANNING SOURCES*

28% Online search engines

15% Facebook

13% Hotel websites

12% Online travel agency

11% TripAdvisor

*Multiple responses permitted.

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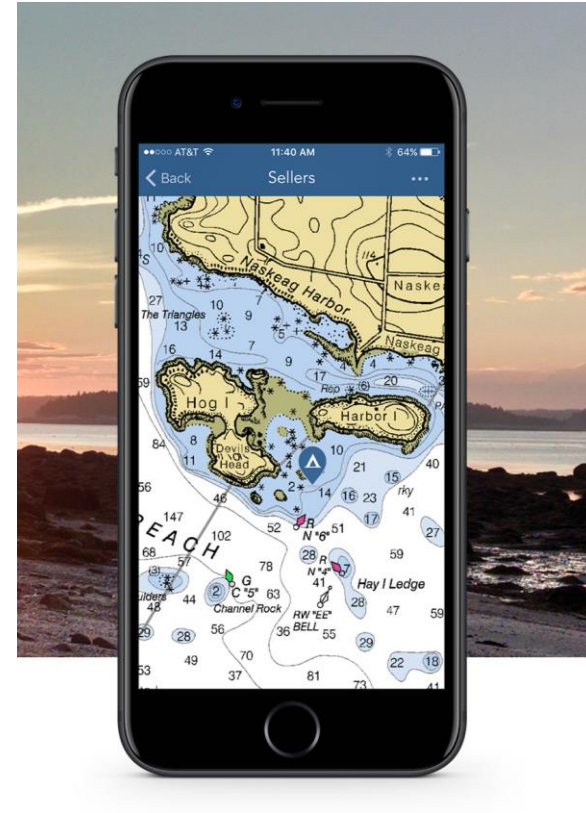# TOP OTHER TRIP PLANNING SOURCES*

36% Advice from friends/family

9% Travel guides/brochures

7% Travel books & magazines

7% Travel planning apps

*Multiple responses permitted.

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TOP REASONS FOR VISITING*

35% Vacation

29% Visiting friends/relatives

26% Relax and unwind

16% Sightseeing/touring

*Up to three responses permitted.

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CONSIDERING MAINE AS A DESTINATION

» **Nearly 7 in 10** visitors did not consider visiting any U.S. state or Canadian province instead of Maine while planning their trip

PRE-TRIP EXPOSURE TO ADVERTISING

» **Over 2 in 5** visitors noticed advertisements, travel stories, or promotions about Maine prior to their trip

TOP SOURCES OF ADVERTISING EXPOSURE*

38% Social media

36% Internet

26% Cable or satellite television

*Multiple responses permitted.

TRIP PLANNING CYCLE : TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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REGIONS OF ORIGIN

66%

2%

4%

15%

2%

8%

3%
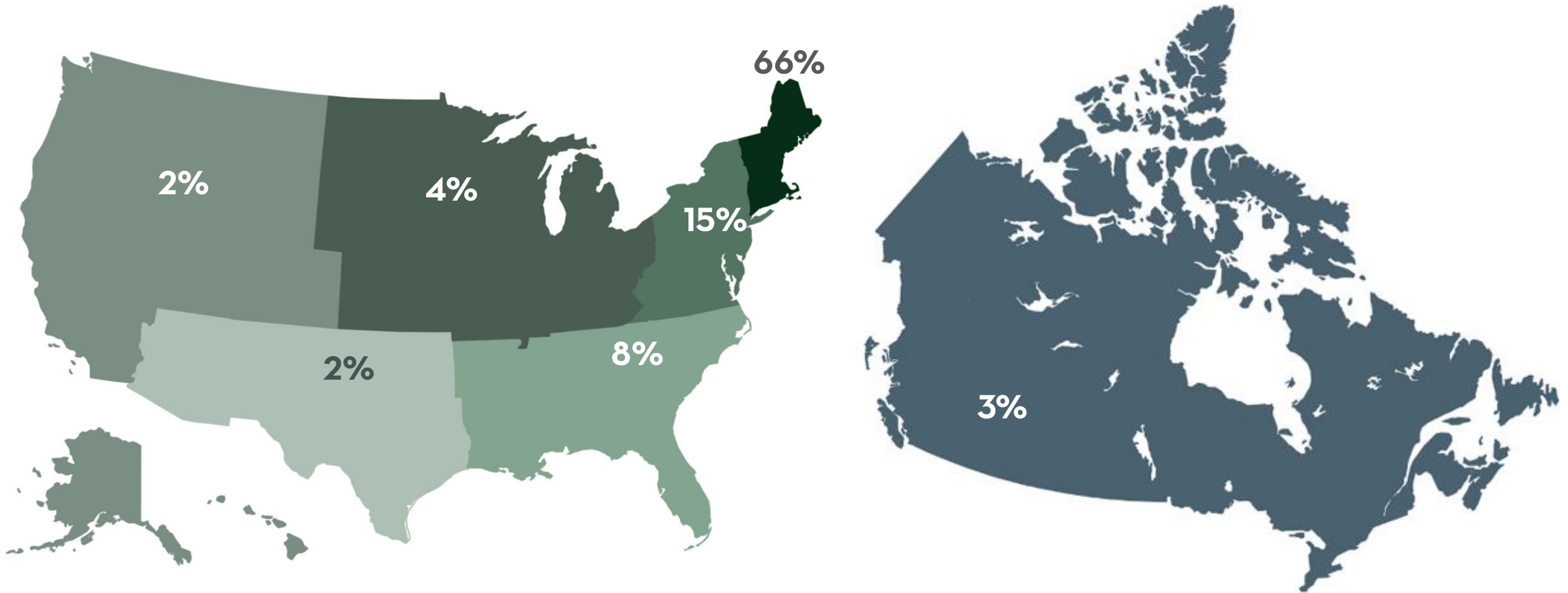
<1% of visitors traveled to Maine from outside of the U.S. and Canada.

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TOP ORIGIN STATES & PROVINCES
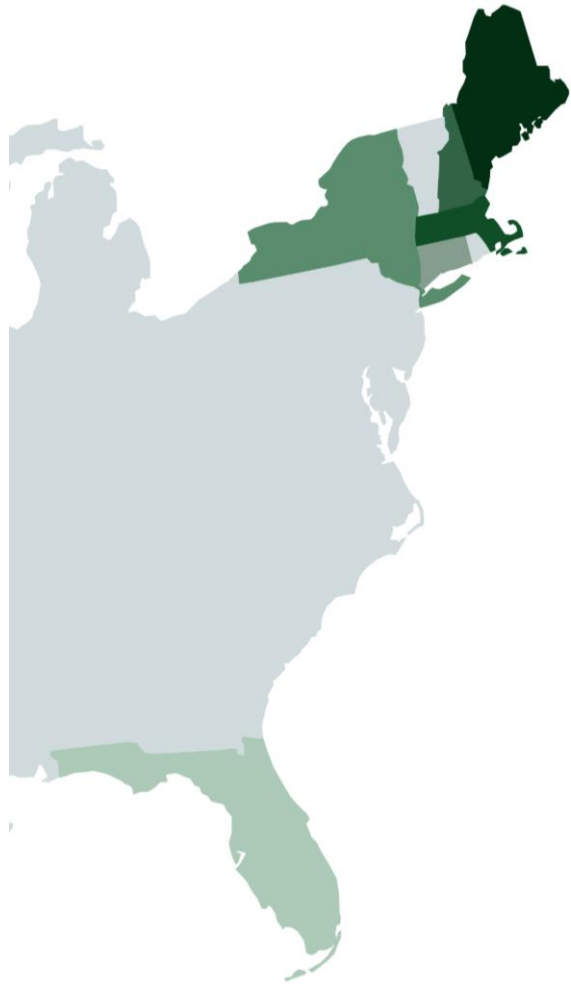
74%

of visitors traveled from **6** U.S. states, including from other regions of Maine.

Maine (29%)

Massachusetts (16%)

New Hampshire (14%)

New York (6%)

Connecticut (5%)

Florida (4%)

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TOP ORIGIN MARKETS

10% Boston, MA

6% New York City
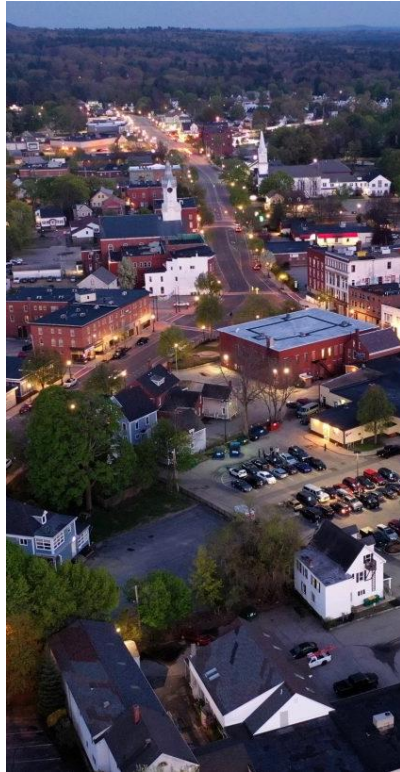
3% Rochester – Portsmouth, NH

3% Washington DC – Baltimore

3% Portland, ME
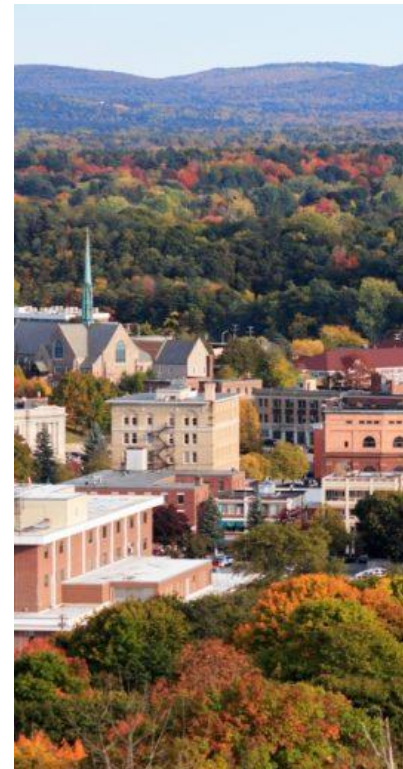
3% Bangor, ME

TRAVEL PARTIES

The typical Maine visitor traveled with **2.5** people in their visitor party

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

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VISITOR PROFILE

57% Female*

67% College/technical graduate

67% Married/domestic partnership

53% Employed full-time

88% White/Caucasian

$81,300 annual household income

*Of visitors interviewed

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VISITOR PROFILE: DAY TRIPPERS

» The typical **day tripper**[1]:

   » Earned **$70,000** per year

   » Was female **(59%)**

   » Had at least a college/technical degree **(63%)**

   » Was married or living with their partner **(62%)**

   » Was employed full-time **(49%)**

   » Was White/Caucasian **(90%)**

   » **17%** traveled with children

   » Was from Maine **(45%)** or other parts of New England **(50%)**

[1]Did not stay overnight in Maine during their 2020 trip.

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VISITOR PROFILE: OVERNIGHT VISITORS

» The typical **overnight visitor**[1]:

  » Earned **$86,800** per year

  » Was female **(56%)**

  » Had at least a college/technical degree **(68%)**

  » Was married or living with their partner **(69%)**

  » Was employed full-time **(54%)**

  » Was White/Caucasian **(87%)**

  » **21%** traveled with children

  » Was from Maine **(25%)** or other parts of New England **(34%)**

[1] Stayed one or more nights in Maine during their 2020 trip.

NEW & RETURNING VISITORS

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

» **2 in 5** visitors had previously traveled in Maine more than 10 times

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TRIP PLANNING CYCLE : TRIP EXPERIENCE

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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TRANSPORTATION

» **86%** of visitors drove to their Maine destination

» **9%** of visitors flew to Maine through Portland International Airport or Bangor International Airport

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NIGHTS STAYED

» **69%** of visitors spent one or more nights in Maine

» Typical visitors stayed **5.3** nights in Maine on their trip

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TOP ACCOMMODATIONS

31% Did not stay overnight

25% Hotel/motel/resort

17% Friends/family home

9% Vacation rental

7% Personal second home

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TOP IN-MARKET VISITOR RESOURCES*

32% Navigation websites/apps

19% Restaurant website/apps

*Multiple responses permitted.

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TOP VISITOR ACTIVITIES*

64% Food/beverage/ culinary

49% Touring/sightseeing

46% Active outdoor activities

39% Shopping

*Multiple responses permitted.

TRAVEL PARTY SPENDING

» Travel parties who stayed overnight in paid accommodations in Maine spent **$390** per day and **$1,638** during their trip

» Travel parties who stayed overnight in unpaid accommodations in Maine spent **$168** per day and **$1,125** during their trip

» Travel parties who did not stay overnight in Maine spent **$116** during their trip

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VISITING OTHER STATES & PROVINCES

» **Over 3 in 4** 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

» **3 in 5** visitors traveled to regions other than their primary destination during their trips to Maine

TRIP PLANNING CYCLE : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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Picturesque nature & wildlife

"The wilderness is just flat-out beautiful. Between the many lakes and acres of mountains and forest land, I could never possibly get bored out here."

Breathtaking coastal & mountain views

"The beautiful rocky coast! Backroads that lead to who knows where! Magnificent seafood — cold water fish at its best! Crisp air! Elbow room!"

Quiet, peaceful & relaxing

"Privacy, quiet and peacefulness while having everything you might want to see within driving distance."

*Coded open-ended responses. Multiple responses permitted.

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TOP TRIP HIGHLIGHTS*

Spend time with friends & family

"Spending time with family, boating, going to beach, and of course the wonderful food."

Enjoy the beaches & rocky coastline

"Driving around York and seeing the beaches, cliffs, and the beautiful houses."

Explore local cities and towns

"Absolutely loved walking around Portland with the cobblestone streets and shopping. Also, all the fresh seafood."

**Coded open-ended responses.
Multiple responses permitted.*

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» **98%** of visitors would recommend Maine to a friend or relative as a vacation destination

» **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip

45

» **97%** of visitors will return to Maine for a future visit or vacation

TOP PERCEPTIONS OF MAINE*

Beautiful scenery & wildlife

"A hidden gem in the East/Atlantic coast, having greater scenery of mountains and ocean."

Relaxing & peaceful

"Peaceful place with scenic places to visit away from the hustle and bustle."

Friendly local communities

"Local everything, from the food to the shops. Big on supporting the local economy. Well kept up environment."

*Coded open-ended responses.
Multiple responses permitted.

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The map below identifies which types of visitors are more likely to visit a region vis-à-vis other areas of Maine. For example, Aroostook visitors are more likely than visitors to other regions to visit their friends and relatives

MAINE HIGHLANDS
- Come from from the Southeast

THE KENNEBEC VALLEY
- Business travelers
- Participates in history/cultural activities

MAINE LAKES & MOUNTAINS
- Visit for snow activities
- Families
- Visitors staying in second homes
- Visited multiple states/provinces on their trip

THE MAINE BEACHES
- Shorter planning and booking cycle
- Visitors from New England
- Loyal visitors
- Drive to Maine
- Daytrippers
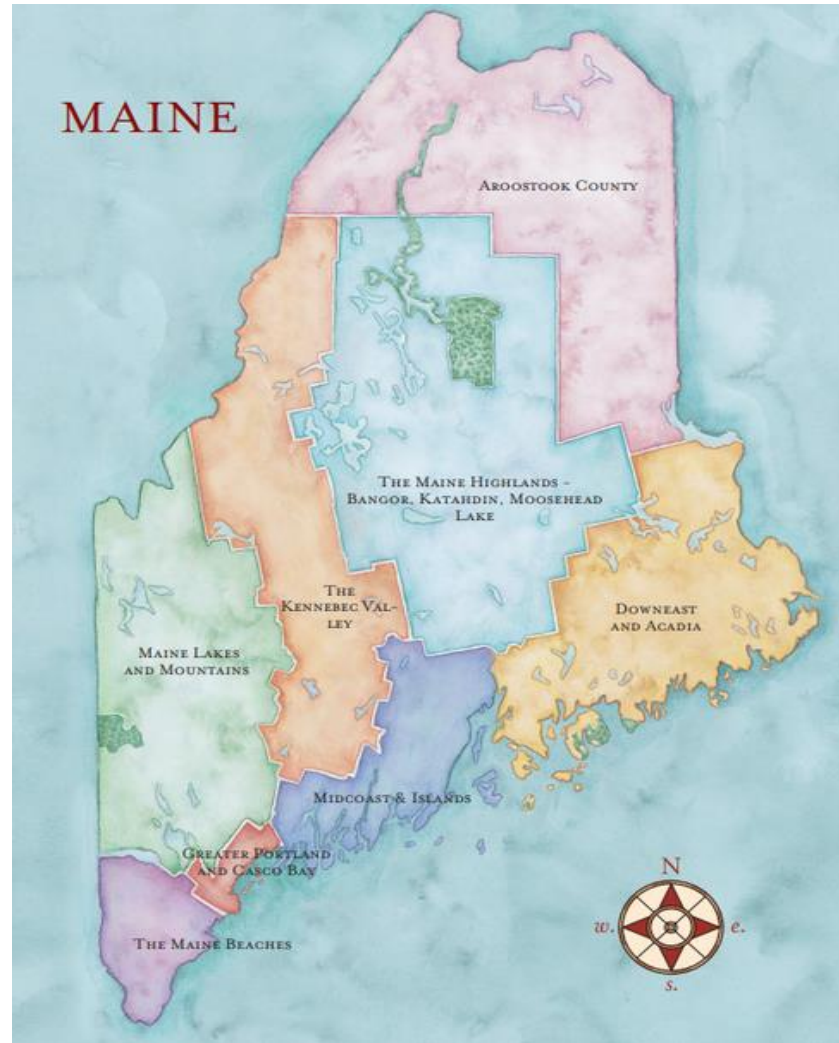
AROOSTOOK
- Visit friends & relatives
- Reason for visit is outdoor activities
- Visitors from Maine
- Solo travelers

DOWNEAST & ACADIA
- Couples
- Higher income visitors
- First-time visitors
- Participates in outdoor activities

MIDCOAST & ISLANDS
- Visitors from the Mid-Atlantic
- Participates in water activities

GREATER PORTLAND & CASCO BAY
- Visitors traveling by air
- "Connected" travelers (use more online resources while in Maine)
- Participates in history/cultural activities

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Aroostook County

The Maine Highlands – Bangor, Katahdin, Moosehead Lake

The Kennebec Valley

Downeast and Acadia

Maine Lakes and Mountains

Midcoast & Islands

Greater Portland and Casco Bay

The Maine Beaches

DETAILED FINDINGS

DETAILED FINDINGS

This section of the report includes **detailed results** from the 2020 Economic Impact and Visitor Tracking Study.

TRIP PLANNING CYCLE : IMPACT OF TOURISM

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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KEY PERFORMANCE INDICATORS

Economic Impact	2019*	2020
Number of Visitors	16,484,100	12,082,900
Room nights generated	9,484,300	7,443,100
Direct expenditures	$6,527,688,400	$4,796,040,600
Total economic impact	$12,206,777,300	$8,968,595,900

*2019 data have been adjusted to reflect methodology used in 2020.

NUMBER OF VISITORS

Number of Visitors	Maine Residents	Out-of-State Visitors	Total
January – December 2020 Number of Visitors	3,504,000	8,578,900	12,082,900
January – December 2020 Percentage of Visitors	29%	71%	100%

JOBS AND WAGES

Maine Jobs	2019*	2020
Jobs generated (direct)	85,300	75,700**
Total impact of tourism on Maine jobs	113,500	109,300**

Maine Wages	2019*	2020**
Wages paid (direct)	$2,559,429,000	$2,503,942,300**
Total impact of tourism on Maine wages	$3,720,997,500	$4,154,087,200**

*2019 data have been adjusted to reflect methodology used in 2020.
**2020 figures have been updated due to revised IMPLAN models.

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IMPACT OF TOURISM

Return on Investment	2020
Visitors per job supported	111*
State & local taxes supported	$744,549,002
Tax savings per household	$1,330
ROI per marketing dollar budgeted	$1,159

*2020 figures have been updated due to revised IMPLAN models.

LODGING METRICS*

Lodging Metrics	2020
Occupancy (%)	36.1%
Average Daily Rate	$127.82
Revenue per Available Room	$46.14
Total Accommodations Revenue	$964,035,600

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

OCCUPANCY*

Average occupancy in 2020 was **36.1%**
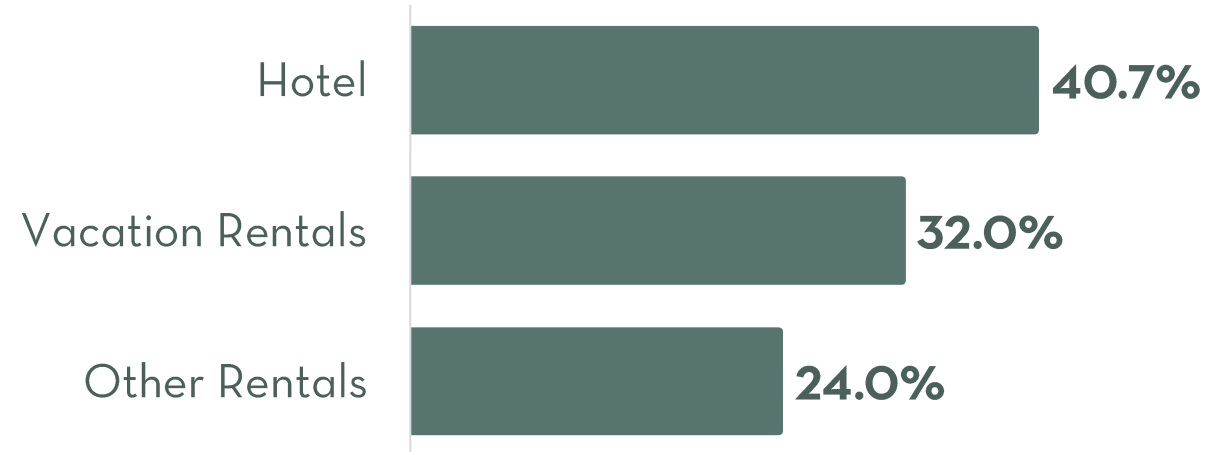
Hotel **40.7%**

Vacation Rentals **32.0%**

Other Rentals **24.0%**

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

ADR*

ADR in 2020 was
$127.82

Hotel ████████████ **$111.27**

Vacation Rentals ████████████████ **$165.27**

Other Rentals ████ **$42.18**
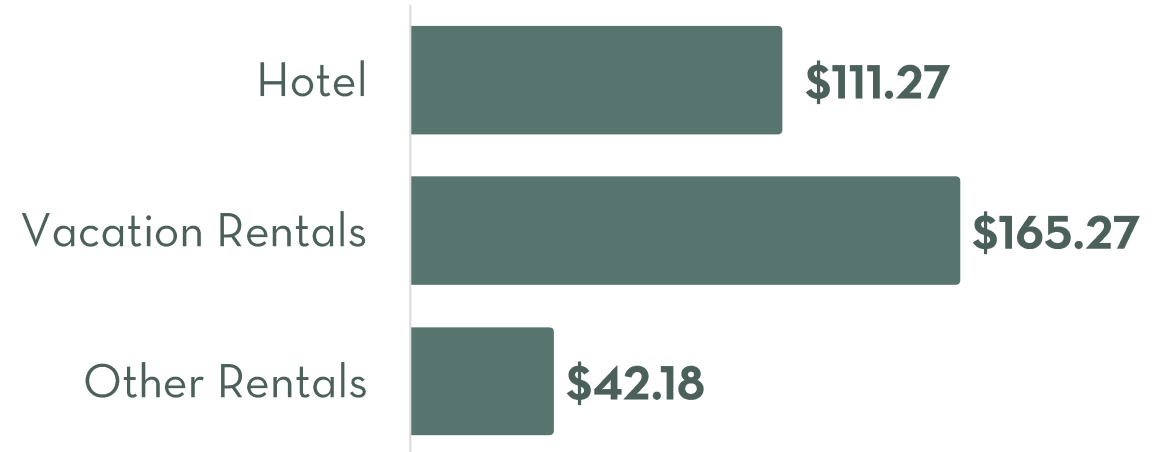
*Accommodation metrics are estimated with data from STR, Key Data, and Downs & St. Germain Research.

REVPAR*

Average RevPAR in 2020 was **$46.14**
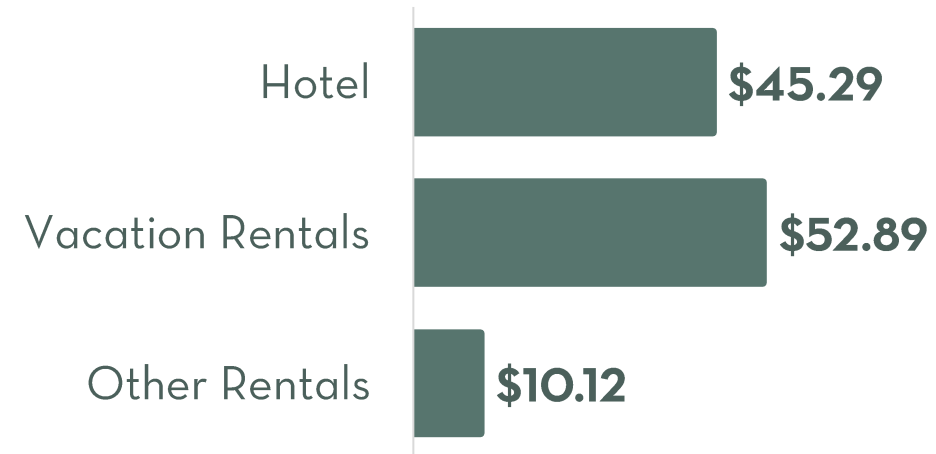
Hotel — **$45.29**

Vacation Rentals — **$52.89**

Other Rentals — **$10.12**

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

VISITORS TO MAINE

12,082,900 visitors traveled to Maine in 2020

Total Visitors	**12,082,900**
Paid Accommodations	**5,316,500 (44.0%)**
Day Trippers	**3,745,700 (31.0%)**
Unpaid Accommodations	**3,020,700 (25.0%)**

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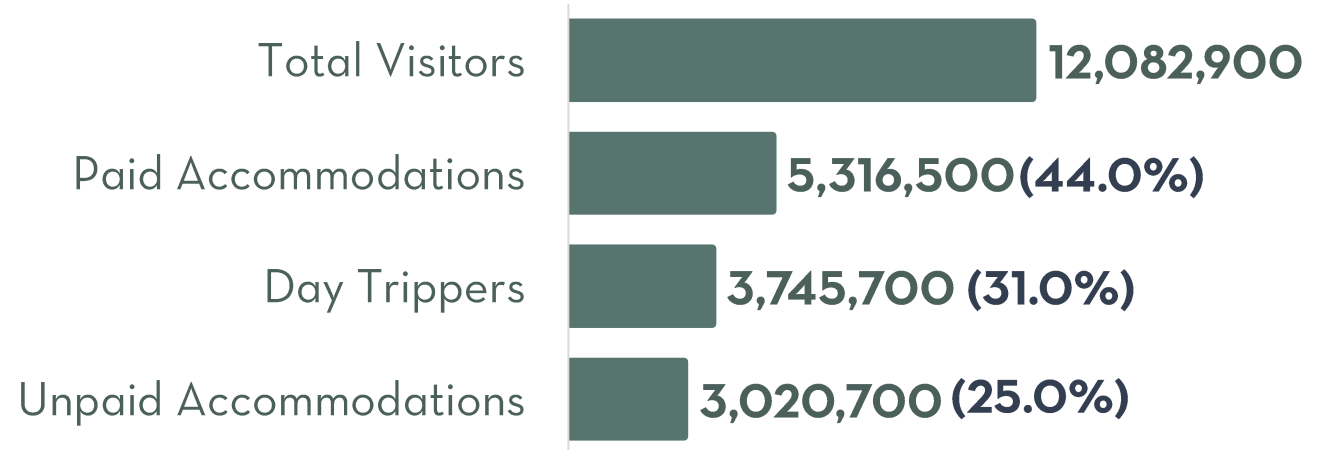
VISITORS BY REGION

12,082,900 visitors traveled to Maine in 2020

The Maine Beaches region accounted for **1 in 3** visitors

Region	Visitors
Total Visitors	12,082,900
Maine Beaches	3,994,700 (33.1%)
Greater Portland & Casco Bay	1,820,400 (15.1%)
Midcoast & Islands	1,621,800 (13.4%)
Downeast & Acadia	1,564,400 (12.9%)
Maine Lakes & Mountains	1,528,800 (12.7%)
Maine Highlands	708,700 (5.9%)
Kennebec Valley	627,700 (5.2%)
Aroostook County	216,400 (1.8%)

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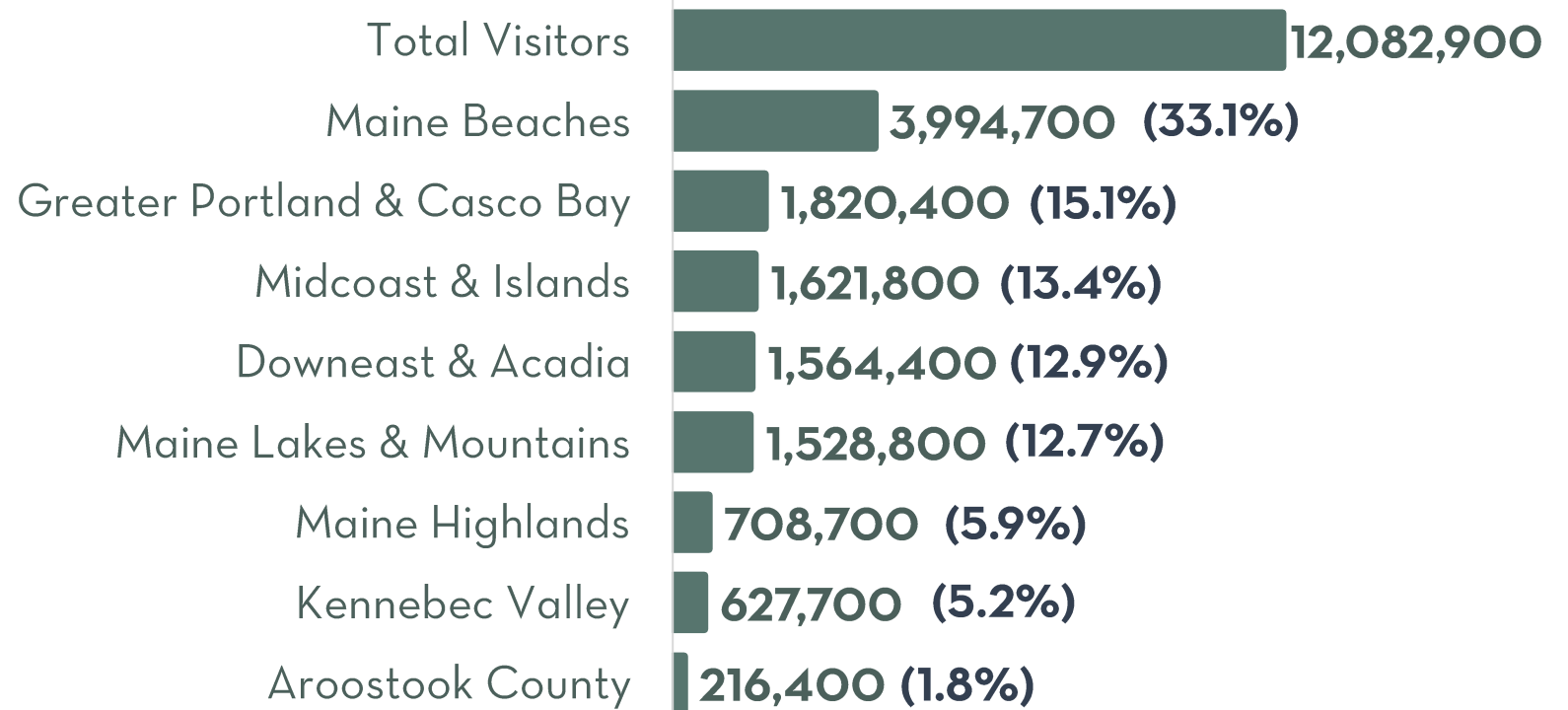
VISITORS BY SEASON

12,082,900 visitors traveled to Maine in 2020

Summer visitors accounted for a majority of annual visitors

Winter — 2,947,900 (24.4%)

Summer — 6,715,800 (55.6%)

Fall — 2,419,200 (20.0%)
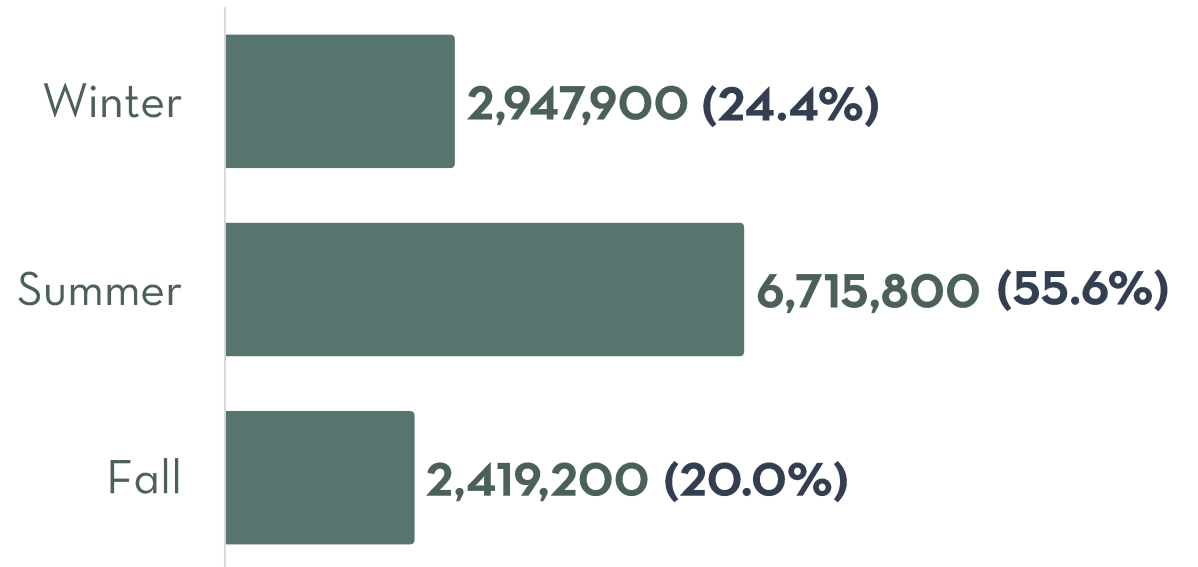
DIRECT SPENDING BY CATEGORY

>> Visitors to Maine spent **$4,796,040,600** in 2020

>> **Restaurants** and **shopping** accounted for nearly **half** of visitors' spending

Restaurants: $1,169,639,800 **(24.4%)**

Shopping: $1,118,747,200 **(23.3%)**

Accommodations: $964,035,600 **(20.1%)**

Transportation: $567,229,500 **(11.8%)**

Groceries: $435,105,600 **(9.1%)**

Activities, attractions, and recreation: $319,738,000 **(6.7%)**

Other: $221,544,900 **(4.6%)**

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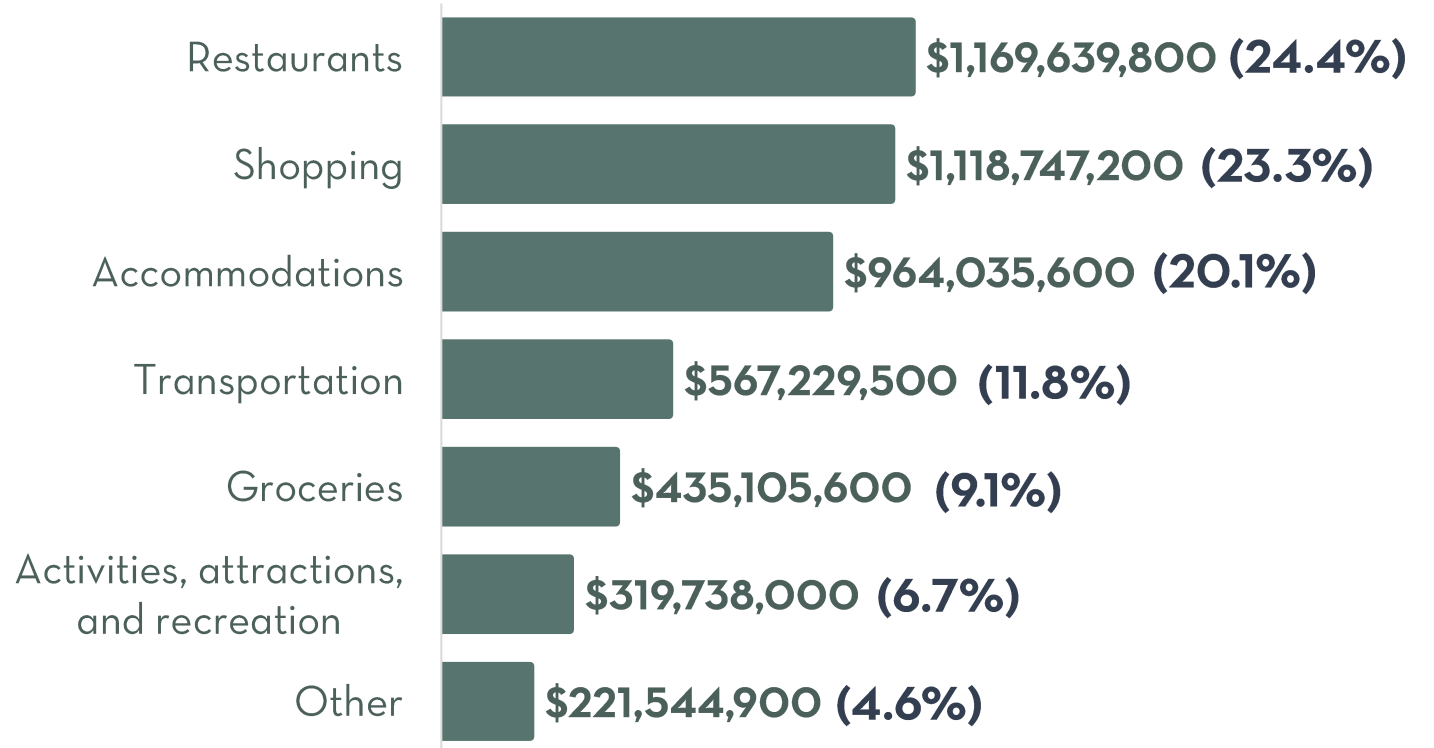
DIRECT SPENDING BY VISITOR TYPE

Visitors to Maine spent **$4,796,040,600** in 2020

Visitors staying in **paid accommodations** accounted for nearly **two thirds** of total visitor spending

Paid accommodations — $3,055,077,900 **(63.7%)**

Nonpaid accommodations — $1,544,325,100 **(32.2%)**

Day trippers — $196,637,600 **(4.1%)**
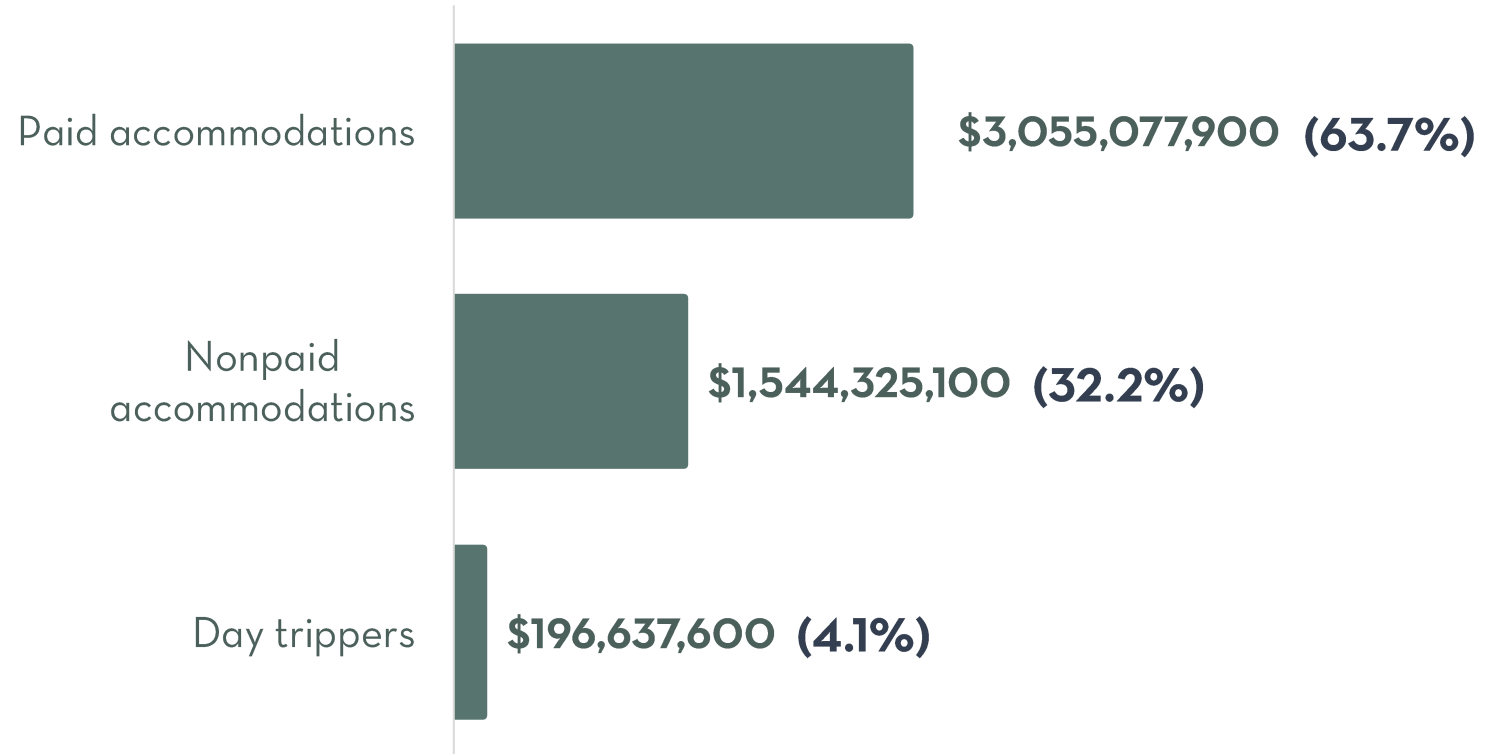
DIRECT SPENDING BY REGION

≫ Visitors spent **$4,796,040,600** while visiting Maine in 2020

≫ Visitors to the **Maine Beaches** region accounted for over **one third** of all tourism dollars
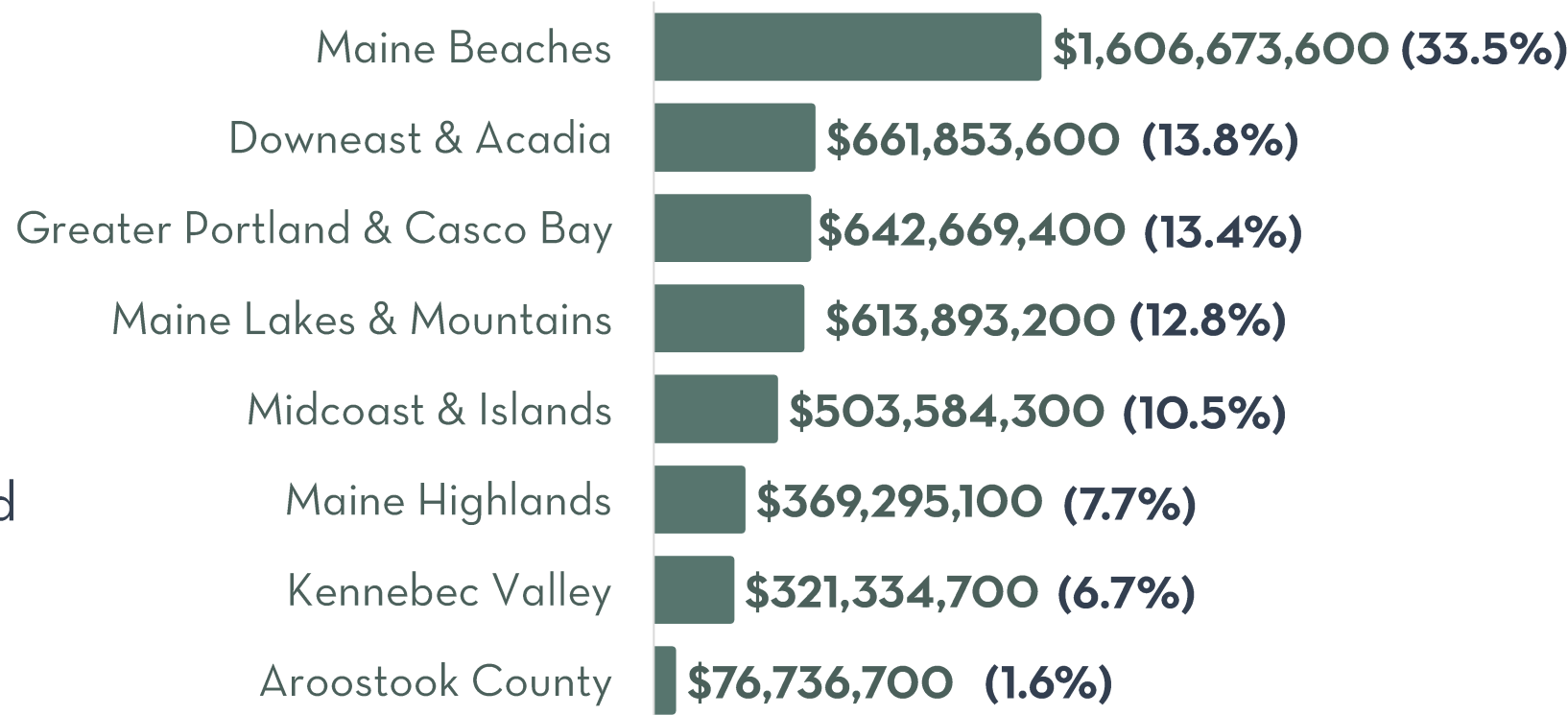
Maine Beaches · $1,606,673,600 (33.5%)

Downeast & Acadia · $661,853,600 (13.8%)

Greater Portland & Casco Bay · $642,669,400 (13.4%)

Maine Lakes & Mountains · $613,893,200 (12.8%)

Midcoast & Islands · $503,584,300 (10.5%)

Maine Highlands · $369,295,100 (7.7%)

Kennebec Valley · $321,334,700 (6.7%)

Aroostook County · $76,736,700 (1.6%)

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TRIP PLANNING CYCLE : PRE-VISIT

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

TRIP PLANNING CYCLE

» **Over half** of visitors started planning their trip within a month of their trip

» Very few visitors **(13%)** have planning windows longer than 4 months

» **Nearly 3 in 5** visitors have a booking window of less than 1 month

» Very few visitors **(10%)** booked accommodations more than 4 months in advance

Beginning of Trip Planning Cycle

A week or less	**27%**
2 - 3 weeks	**24%**
1 - 2 months	**26%**
3 - 4 months	**11%**
5 - 6 months	**5%**
7 months - 1 year	**4%**
More than 1 year	**4%**

Booked Accommodations/Made Trip Decisions

A week or less	**35%**
2 - 3 weeks	**24%**
1 - 2 months	**24%**
3 - 4 months	**8%**
5 - 6 months	**4%**
7 months - 1 year	**3%**
More than 1 year	**3%**

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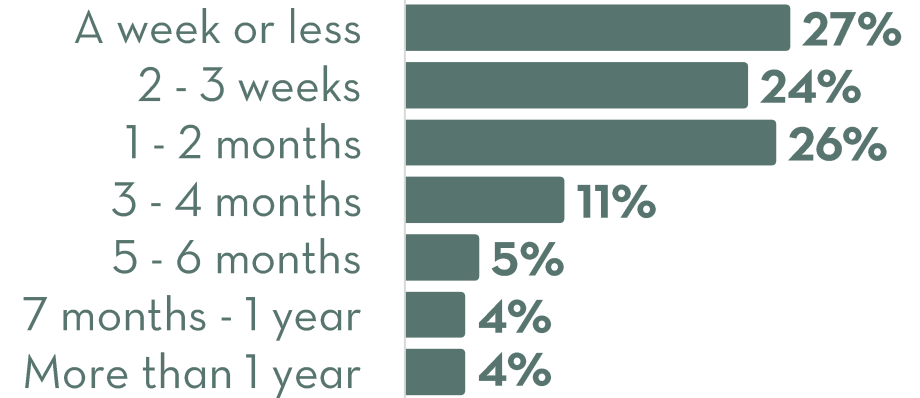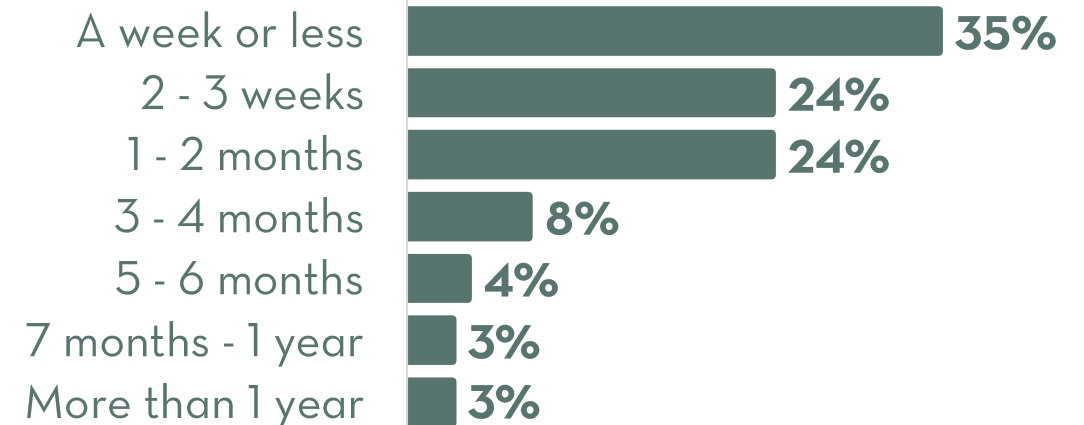
ONLINE TRIP PLANNING SOURCES*

» **2 in 3** 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

» **8%** of visitors used VisitMaine.com, and **5%** used MaineTourism.com

» **13%** used Airbnb or VRBO/HomeAway

Source	%
Online search engines	28%
Facebook	15%
Hotel websites	13%
Online travel agency	12%
Trip Advisor	11%
Airbnb	9%
Traveler reviews/blogs/stories	9%
VisitMaine.com	8%
Instagram	8%
MaineTourism.com	5%
YouTube	5%
Visit Maine social media	5%
Airline websites	5%
VisitPortland.com	4%
Vacation rental websites	4%
VRBO/HomeAway	4%
DowneastAcadia.com	3%
Twitter	3%
MaineLakesandMountains.com	2%
VisitBarHarbor.com	2%
DiscoverNewEngland.com	2%
TheMaineHighlands.com	1%
MainesMidCoast.com	1%
MaineBeachesAssociation.com	1%
VisitAroostook.com	1%
KennebecValley.org	1%
Other	7%
None	34%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

» **36%** of 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

Source	%
Advice from friends/family	36%
Travel guides/brochures	9%
Travel books & magazines	7%
Travel planning apps	7%
AAA	5%
Articles or travelogues	5%
Other	4%
Visitor Guide	3%
Travel agent	2%
Maine Office of Tourism	2%
Visit Maine e-Newsletter	2%
Local CVBs	2%
Other Maine Tourism/Lodging Association	2%
Local Chambers of Commerce	1%
None	47%

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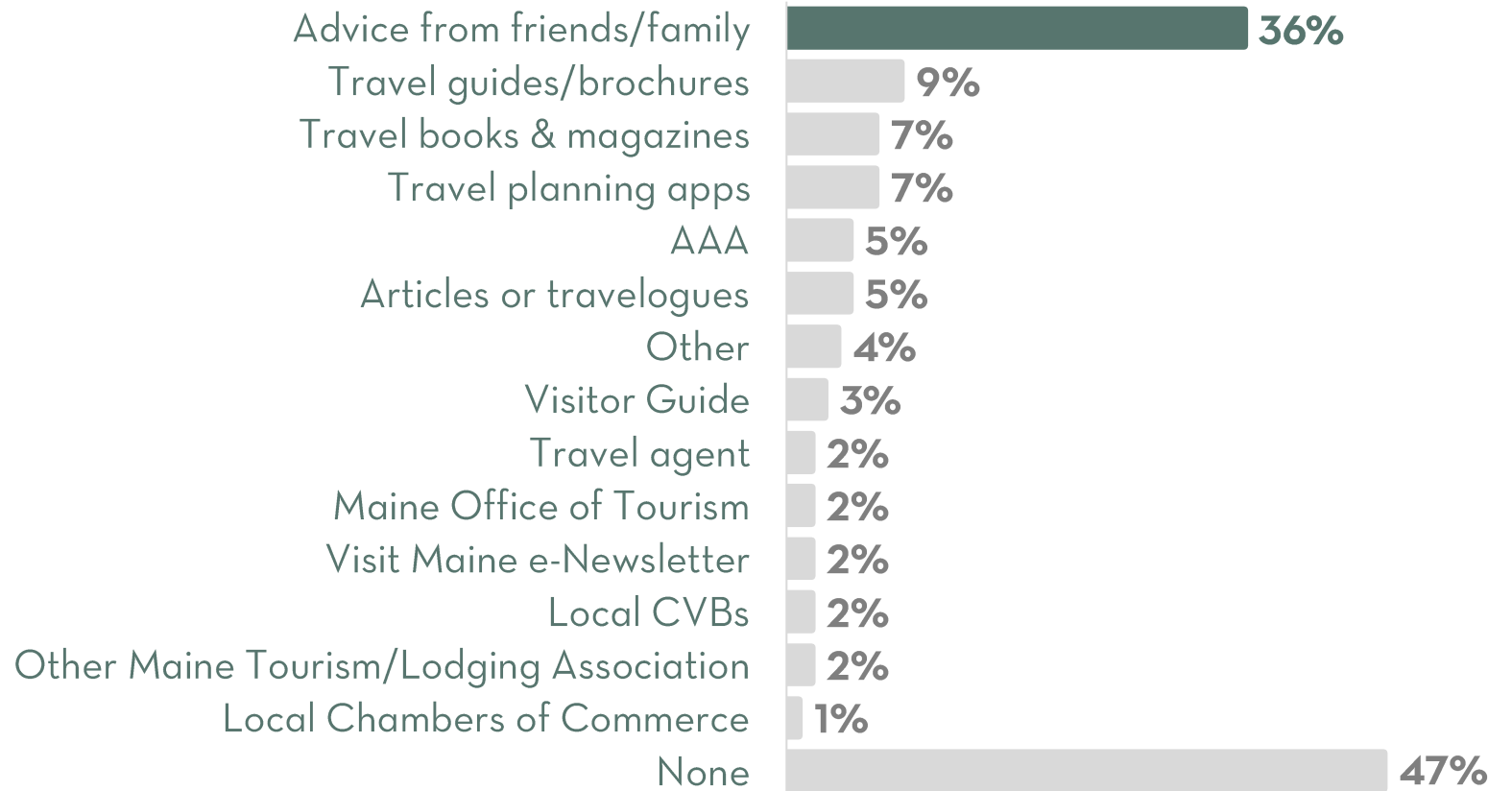
REASONS FOR VISITING*

» In 2020, **over 1 in 3** visitors traveled to Maine primarily for a vacation

» **Nearly 3 in 10** visitors visited Maine to visit friends and relatives

» **Over 1 in 4** visitors came to Maine to relax and unwind

Vacation	35%
Visiting friends/relatives	29%
Relax and unwind	26%
Sightseeing/touring	16%
Shopping	12%
Nature & birdwatching	11%
Beach	10%
Fishing, hunting, hiking, etc.	10%
Special occasion	9%
Water activities	6%
Attractions	5%
Conference/meeting	4%
Snow activities	3%
Culture/museums/history	3%
Special event	3%
Sporting event	1%
Other	6%

*Multiple responses permitted.

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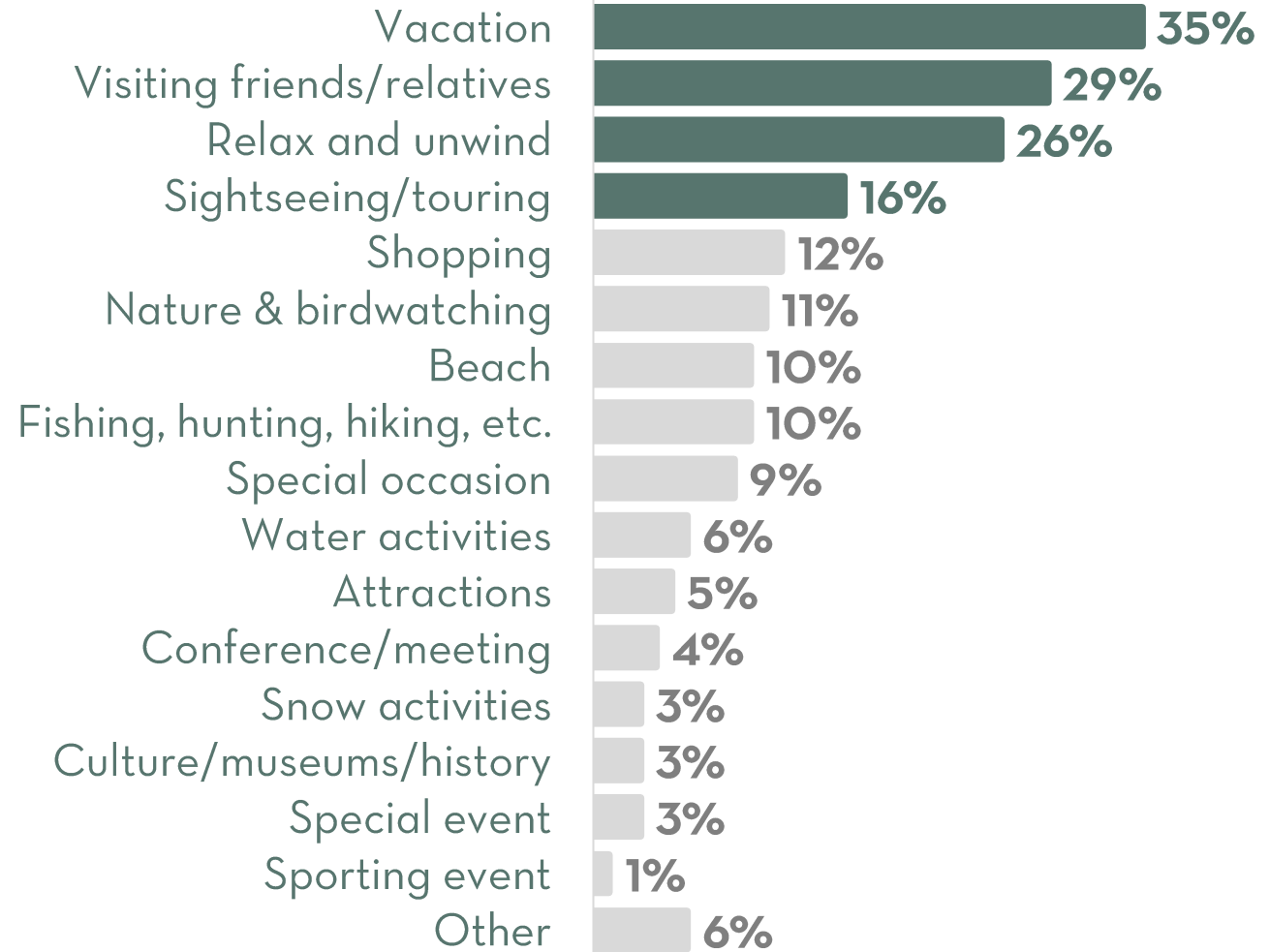
» **Nearly 7 in 10** visitors considered visiting **ONLY** Maine while planning their trips

» In 2020, visitors were **more likely** to consider visiting nearby U.S. states rather than visiting Canadian provinces

Did not consider other areas	69%
New Hampshire	15%
Massachusetts	10%
Vermont	8%
New York	5%
Rhode Island	5%
Connecticut	3%
Quebec	2%
Nova Scotia	2%
New Brunswick	2%
Ontario	1%
Newfoundland and Labrador	1%
Prince Edward Island	1%
Other	4%

*Multiple responses permitted.

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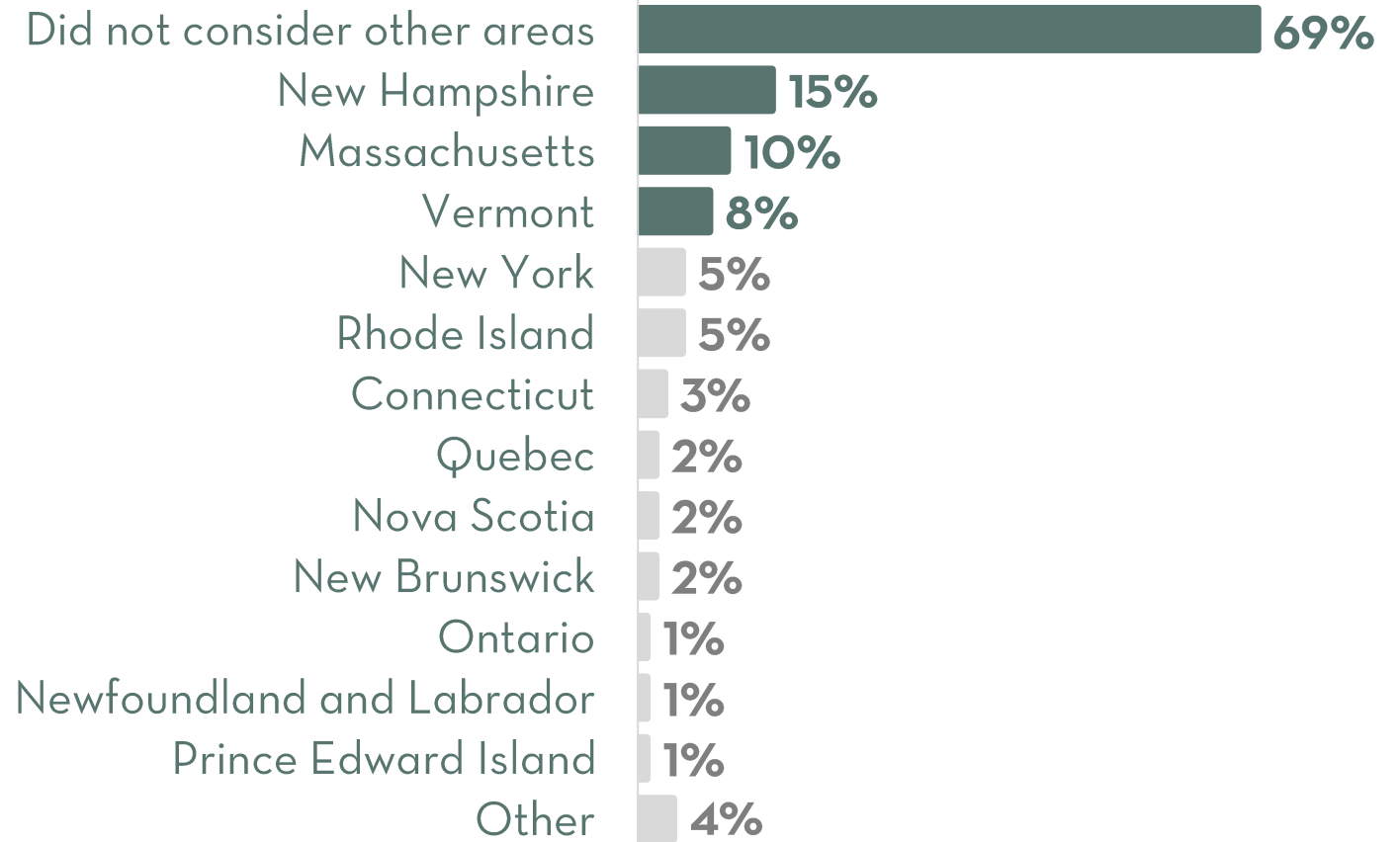
PRE-TRIP EXPOSURE TO ADVERTISING*

» **41%** of visitors noticed advertising or promotions for Maine prior to their trip

» Visitors who were exposed to this advertising primarily saw it on **social media** or the **internet**

Source	%
Social media	38%
Internet	36%
Cable or satellite television	26%
Magazine	18%
Radio	15%
Maine travel/visitor guide	14%
VisitMaine.com	12%
Traveler reviews/blogs	12%
Newspaper	10%
Online streaming service	9%
Brochure	8%
AAA	6%
Billboard	6%
Music/podcast streaming	6%
Deal – based promotion	5%
Other	5%
Not sure	1%

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VISITOR ORIGINS

West 2%

Midwest 4%

Canada 3%

Other Int'l <1%

Southwest 2%

Southeast 8%

Mid-Atlantic 15%

New England 66%

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NUMBER OF VISITORS BY REGIONAL ORIGIN

Region	Visitors
New England	7,974,700
Mid-Atlantic	1,812,400
Southeast	966,600
Southwest	241,700
Midwest	483,300
West	181,300
Canada	362,500
Other Int'l	60,400

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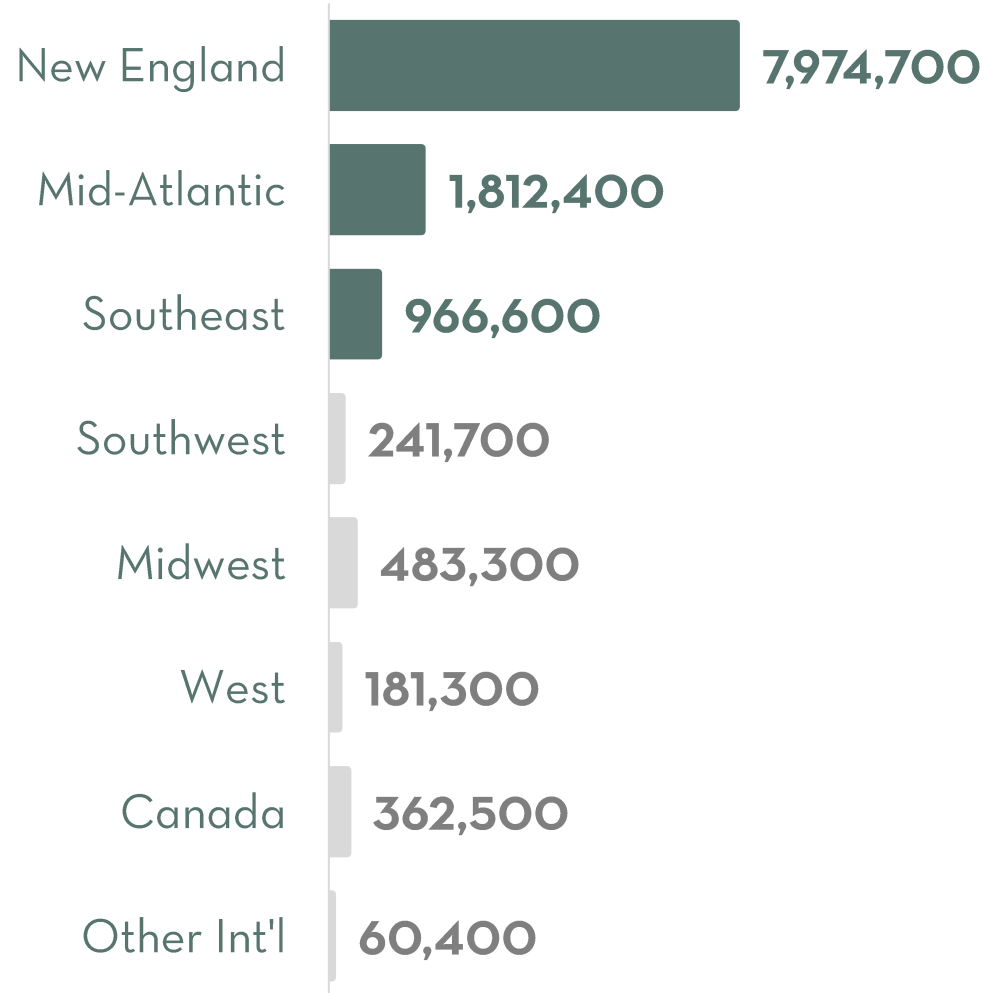
VISITOR ORIGINS

Origin	Number of Visitors
In-State	3,504,000
Domestic Out-of-State	8,156,000
Canada	362,500
Other International	60,400

Canada
3%

Other International
<1%

In State
29%

Domestic Out of State
68%
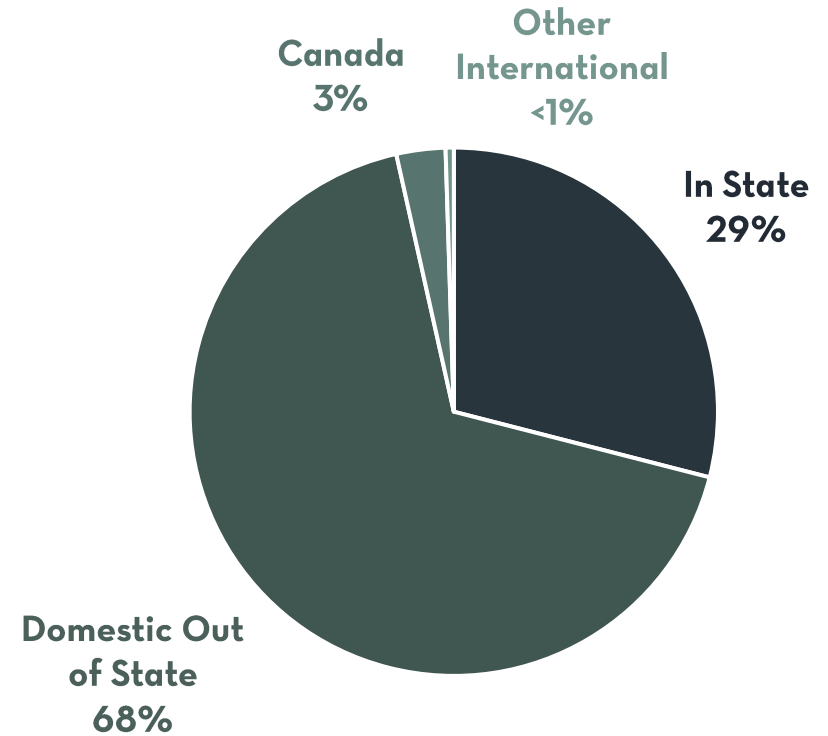
TOP ORIGIN STATES & PROVINCES

» **3 in 5** 2020 visitors were from Maine, Massachusetts, or New Hampshire

» **Over 4 in 5** visitors came from **9** U.S. states and **1** Canadian province

» **Nearly 3 in 10** visitors were Maine residents traveling throughout the state

State/Country	Percent
Maine	29%
Massachusetts	16%
New Hampshire	14%
New York	6%
Connecticut	5%
Florida	4%
New Jersey	3%
New Brunswick	2%
Pennsylvania	2%
Vermont	2%

TOP ORIGIN MARKETS

» **Boston** was the key origin market during 2020

» **1 in 3** visitors traveled from **8** markets in Maine and other U.S. states

Market	Percent
Boston, MA	10%
New York City, NY	6%
Portland, ME	3%
Bangor, ME	3%
Rochester – Portsmouth, NH	3%
Washington DC – Baltimore, MD	3%
Manchester, NH	2%
Philadelphia, PA	2%

TRAVEL PARTIES

» Typical visitors traveled in Maine with a party of **2.5** people

» **1 in 5** visitors traveled alone

» **1 in 5** visitors traveled in Maine with one or more children in their travel party

Travel Party Composition

Traveled alone	21%
As a couple	39%
With family	28%
With other couples/friends	10%
With business associates	1%
In a tour group	<1%
Other	1%
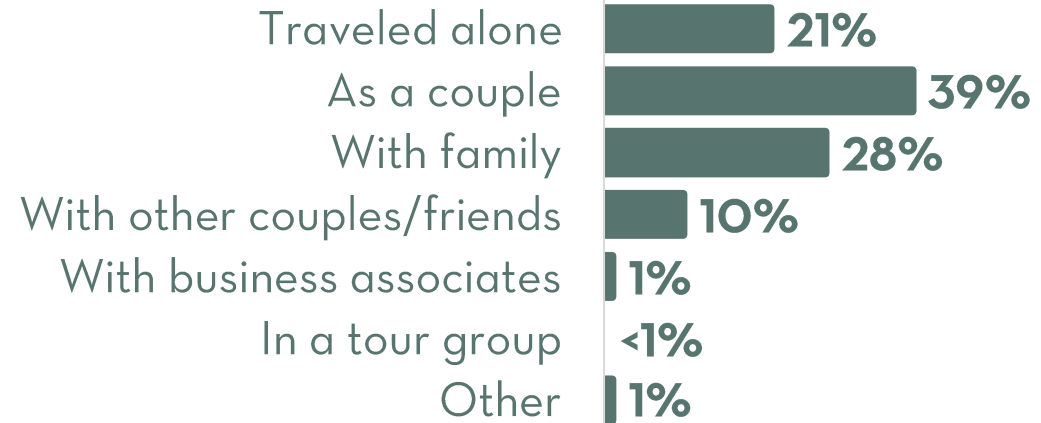
Children in Travel Party*

No children	80%
Children younger than 6	7%
Children 6 – 12	10%
Children 13 – 17	9%

*Multiple responses permitted.

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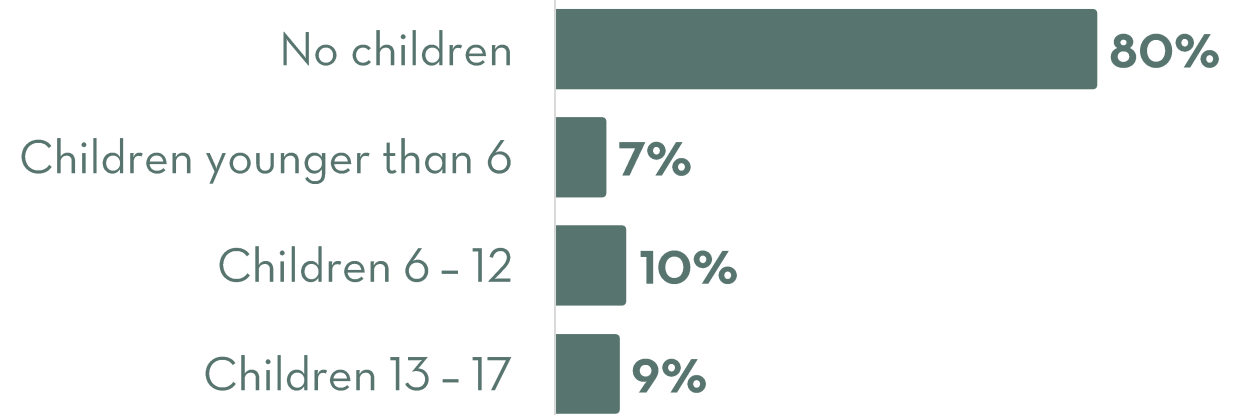
GENDER

» **Over half** of visitors to Maine were female*

Male
43%

Female
57%

*Of visitors interviewed.

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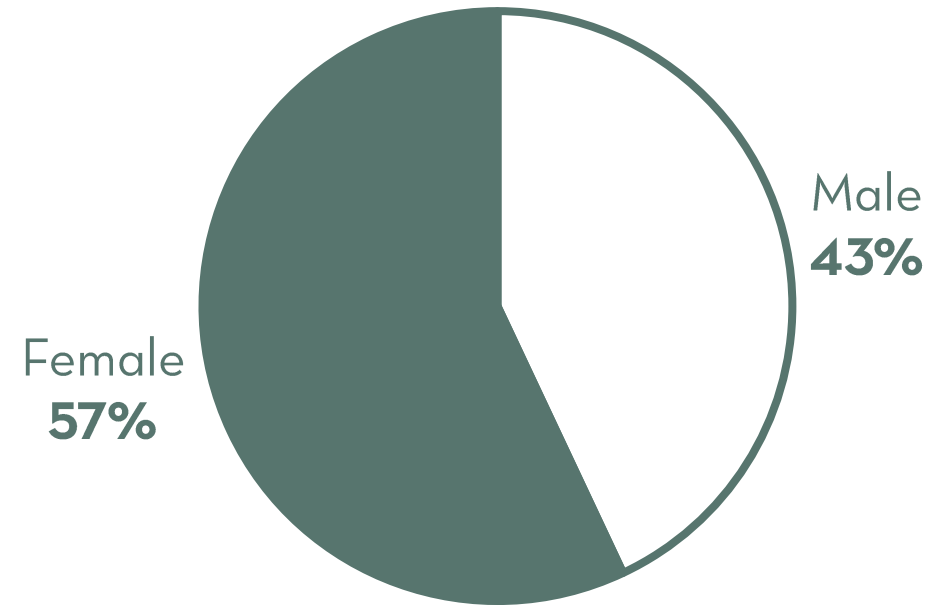
EDUCATIONAL ATTAINMENT

» Maine visitors have substantial formal educations, with over **2 out of 5** having a college or technical school degree, and over **1 in 5** possessing a graduate degree

High school or less **11%**

Some college or technical school **22%**

College or technical school graduate **45%**

Graduate school **22%**

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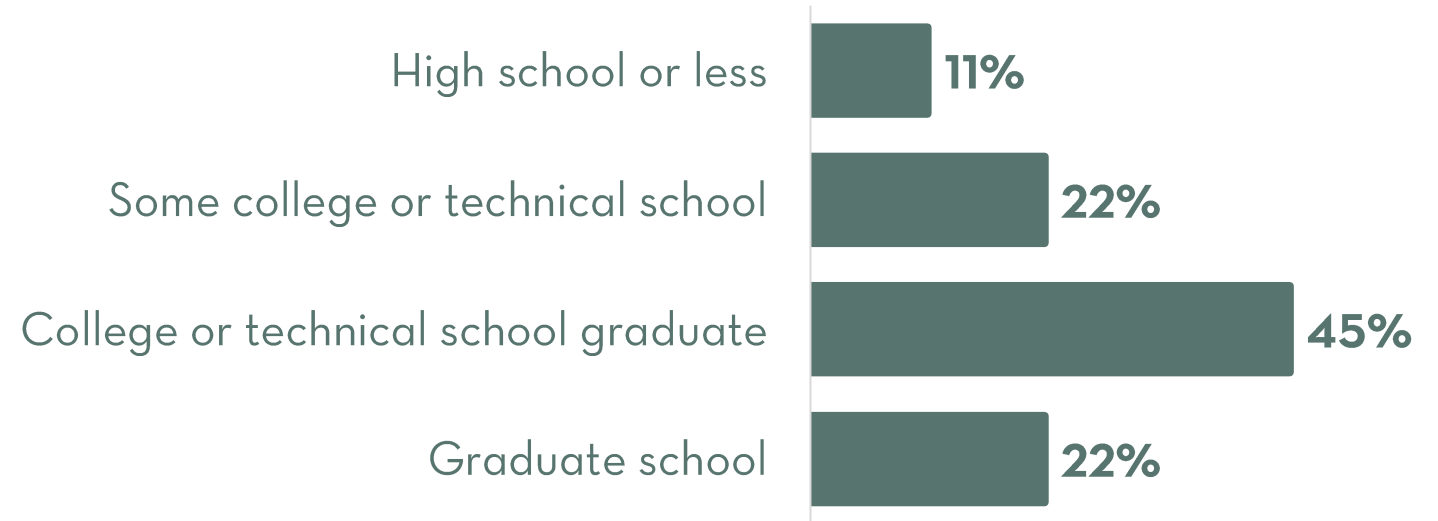
MARITAL STATUS

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

Single/widowed
33%

Married/domestic partnership
67%
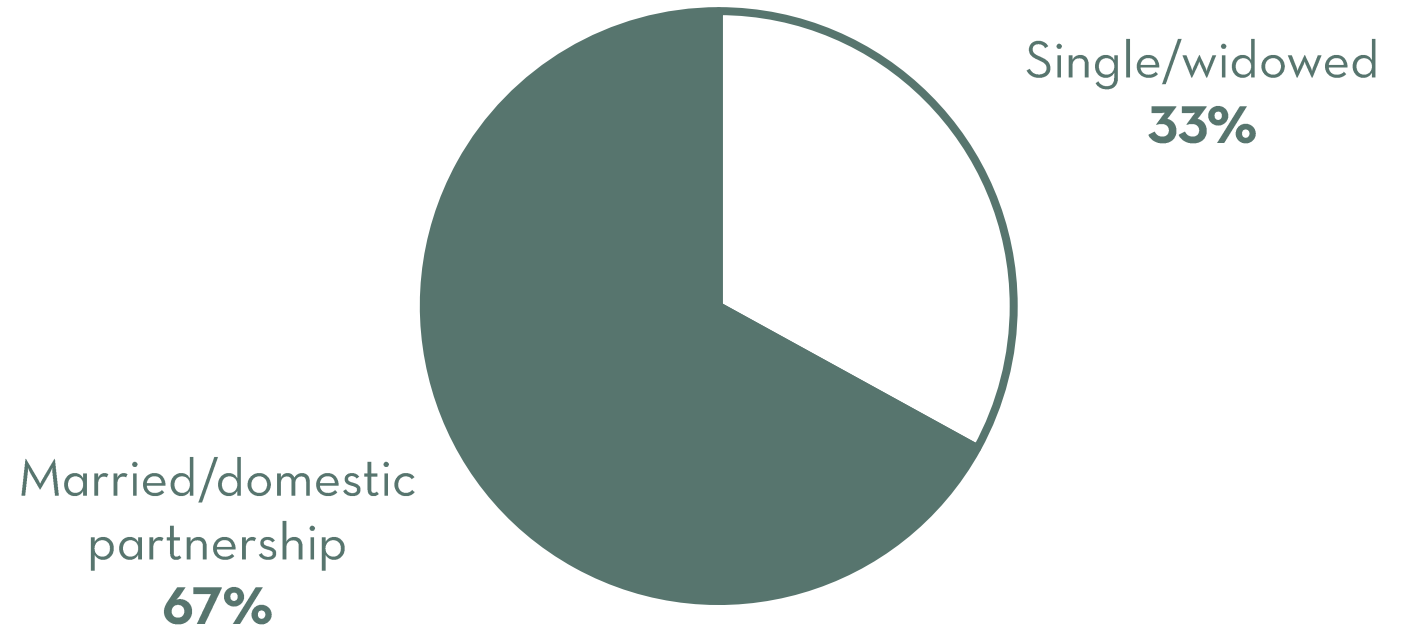
EMPLOYMENT STATUS

» **2 out of 3** visitors to Maine were employed, most full-time

Employed full-time **53%**

Employed part-time **11%**

Contract/freelance/temporary **6%**

Retired **16%**

Not currently employed **7%**

Student **7%**
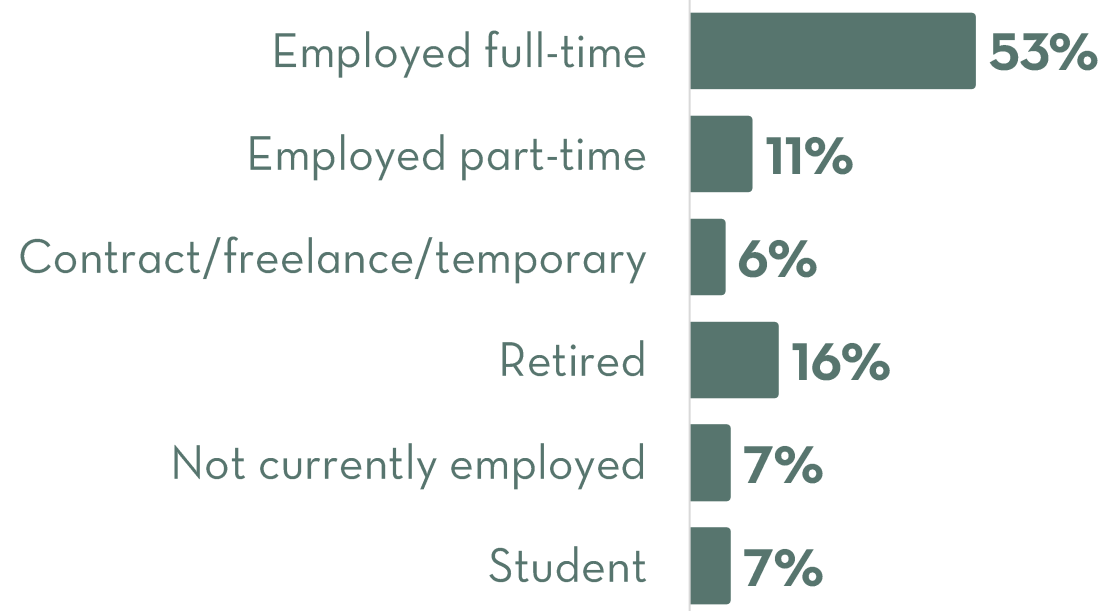
RACE & ETHNICITY

» **Nearly 9 in 10** visitors to Maine were White/Caucasian

White	88%
Asian	4%
Hispanic	3%
Black	3%
Indigenous	1%
Other	1%

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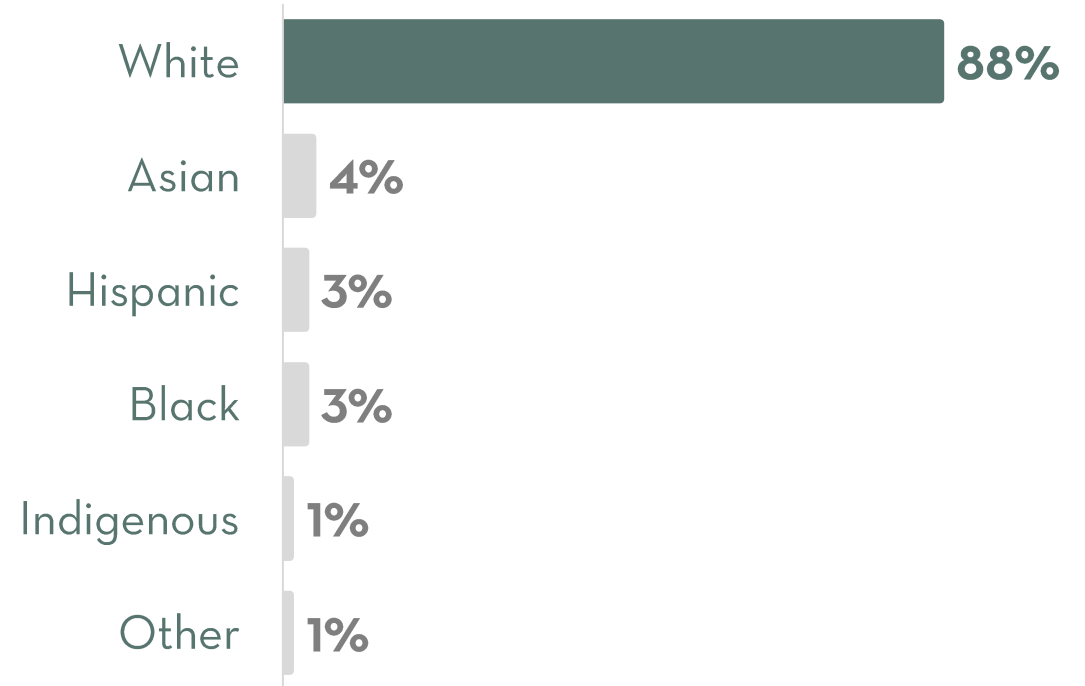
HOUSEHOLD INCOME

» Typical visitors to Maine earned **$81,300** per year in household income

» **16%** of Maine visitors have household incomes that exceed $150,000

Income	Percent
Less than $25,000	8%
$25,000 - $49,999	17%
$50,000 - $74,999	20%
$75,000 - $99,999	20%
$100,000 - $149,999	19%
$150,000 - $199,999	8%
$200,000 - $249,999	4%
$250,000 or more	4%

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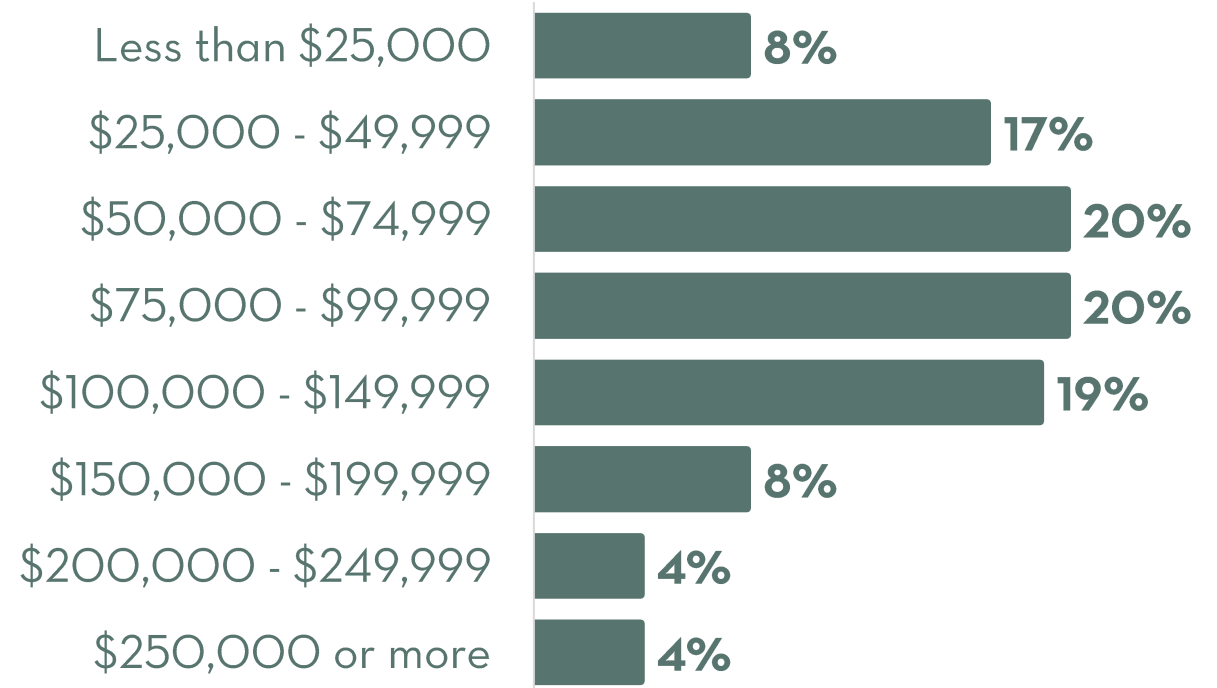
NEW & RETURNING VISITORS

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

» Maine has high repeat and loyal visitors, as nearly **2 in 5** had previously traveled in Maine more than 10 times

This is my first time	17%
2 – 5 times	28%
6 – 10 times	17%
11+ times	38%

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TRIP PLANNING CYCLE : TRIP EXPERIENCE

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism
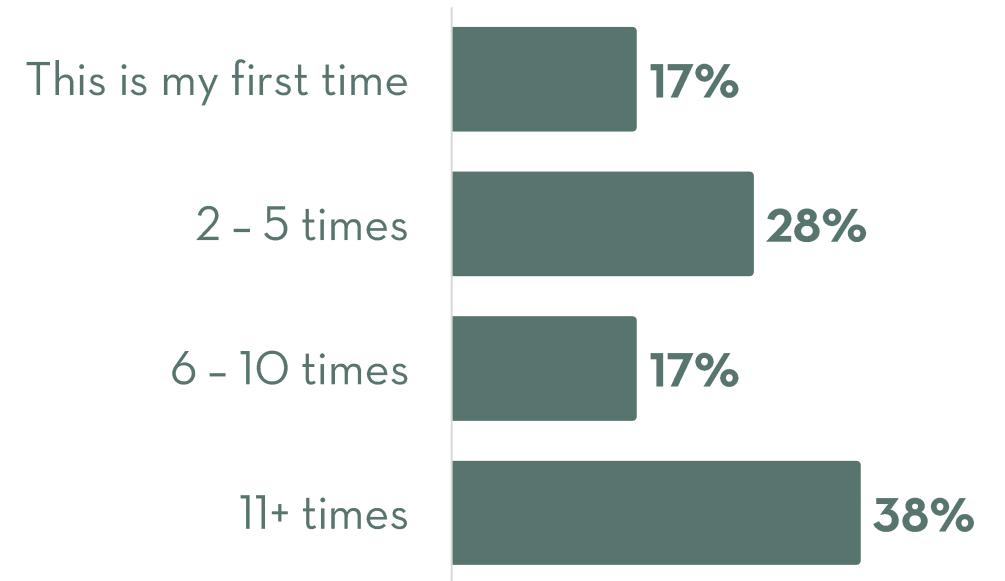
MODES OF TRANSPORTATION

» In 2020, Maine was a drive-market for most visitors, with nearly **9 out of 10** choosing to travel by car rather than by plane, motor coach/bus, or train

» **Most** visitors who flew to Maine arrived at Portland International Jetport or Bangor International Airport

Mode	Percentage
Drove to Maine	86%
Portland International Jetport	6%
Bangor International Airport	3%
Boston Logan International	2%
Motor coach/bus	1%
Train	1%
Other	1%

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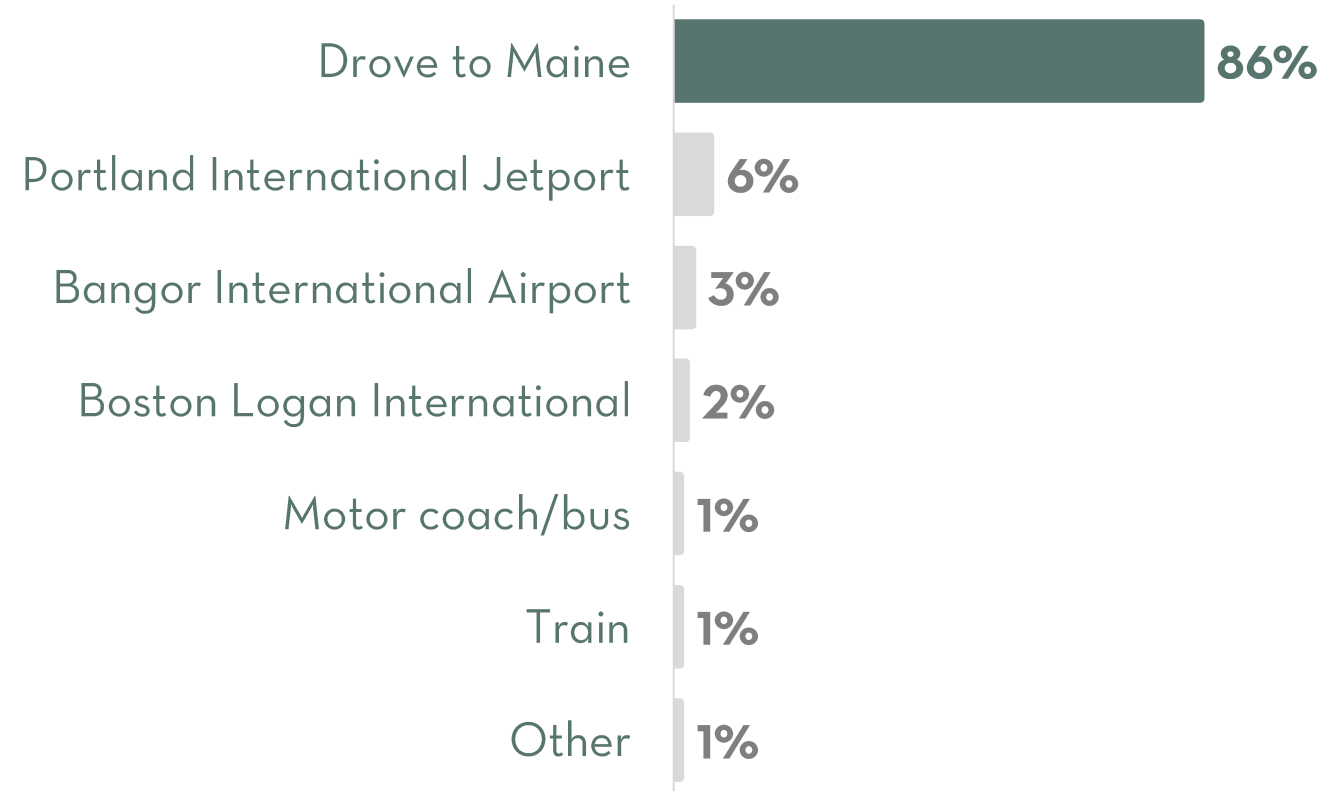
NIGHTS STAYED

» **69%** of visitors stayed one night or more in Maine during their trip

» Typical visitors stayed **5.3** nights in Maine

» **3 in 10** visitors stayed 5 or more nights in Maine

Category	Percentage
Day tripper	31%
1 night	7%
2 nights	12%
3 nights	12%
4 nights	8%
5+ nights	30%
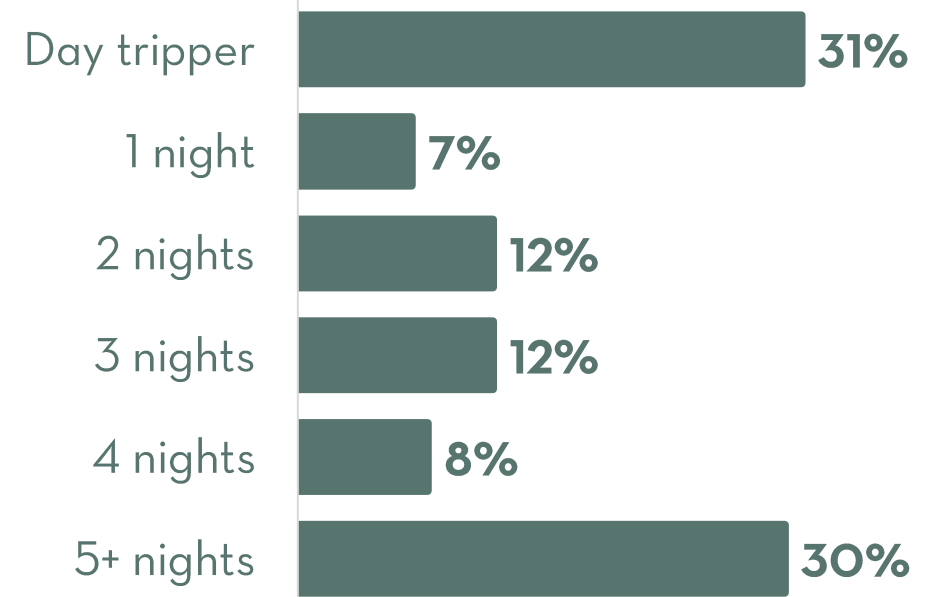
ACCOMMODATIONS

» **1 in 4** visitors to Maine stayed overnight in a hotel, motel, or resort

» **Nearly 1 in 5** visitors stayed overnight with friends or relatives

Accommodation	Percentage
Hotel/motel/resort	25%
Friends/family home	17%
Vacation rental home	9%
Personal second home	7%
RV Park/Campground	4%
Bed & Breakfast/Inn	4%
Camping in wilderness	2%
Sporting camp/wilderness lodge	1%
Did not stay overnight	31%

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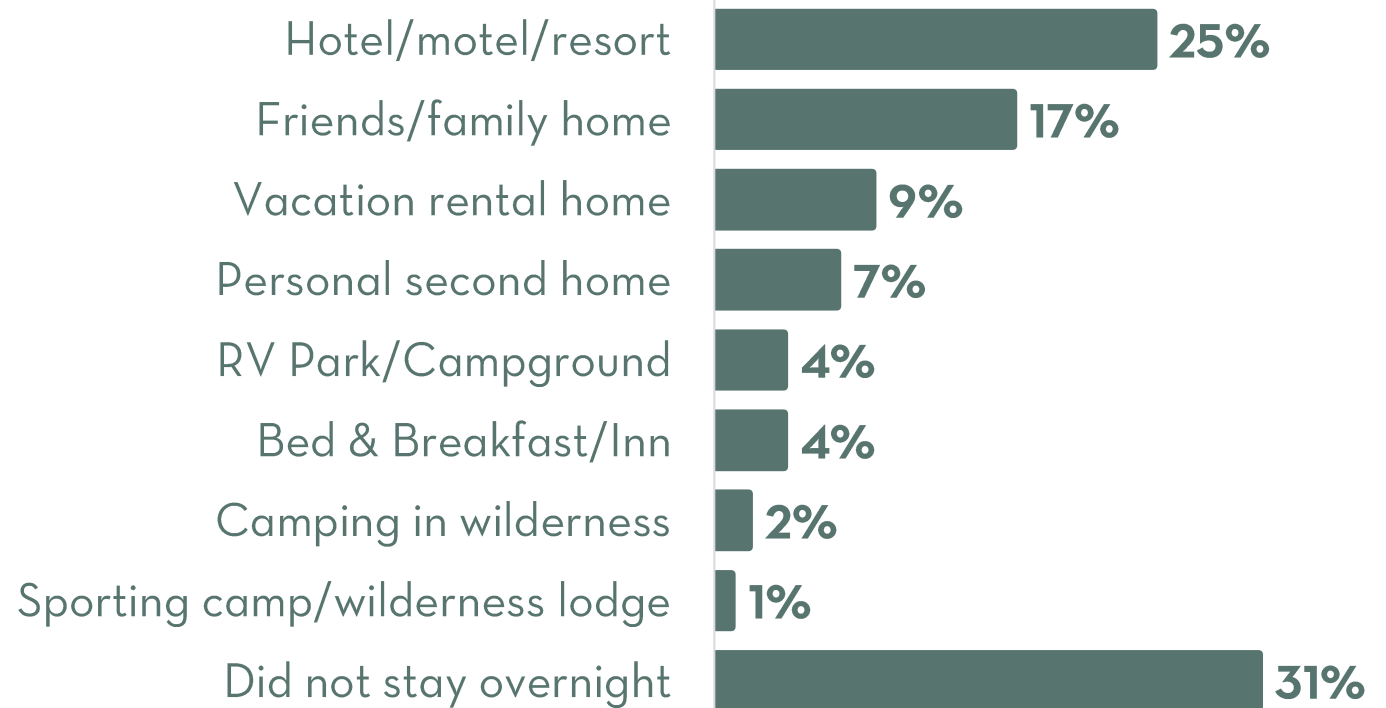
BOOKING METHODS

» **45%** of visitors stayed overnight in paid accommodations during their trip in Maine

» **41%** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo

Booking Method	Percentage
Directly with the hotel/condo	41%
Online travel agency	23%
Airbnb	14%
VRBO, HomeAway, etc.	6%
Offline travel agent	2%
Vacation rental company	2%
Travel package provider	2%
Group tour operator	1%
Other	9%
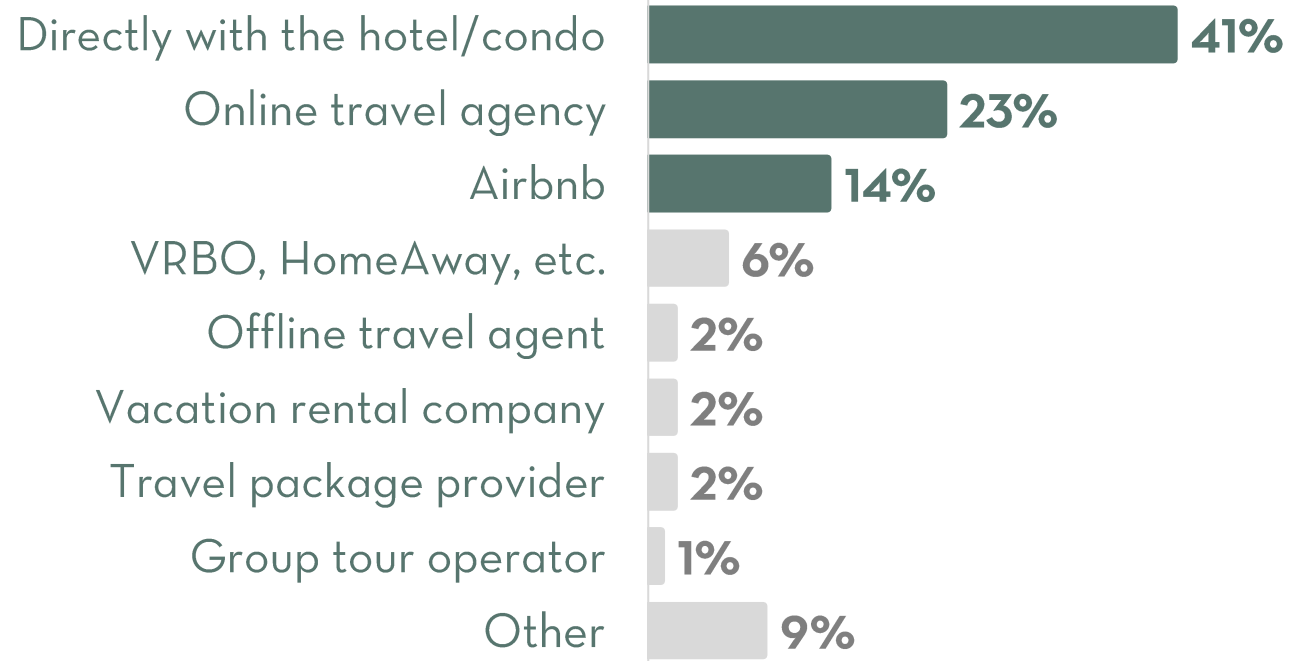
IN-MARKET VISITOR RESOURCES*

» Visitors were **more likely** to rely on navigation websites and apps to plan activities in–market

» **1 in 5** visitors used a restaurant website or app

» **Over 1 in 3** visitors did not use any resources to plan activities while they were in-market

Resource	%
Navigation website/apps	32%
Restaurant website/app	19%
Personal social media	13%
Visitor Information Centers	12%
Materials from hotel/campground	11%
Destination social media	10%
Trip planning app	9%
Hotel/resort website/app	8%
VisitMaine.com	7%
Booking website/app	7%
Airline website/app	3%
Chambers of Commerce	2%
VisitBarHarbor.com	2%
Other	5%
None	35%

*Multiple responses permitted.

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VISITOR ACTIVITIES*

» **2 in 3** 2020 visitors participated in food, beverage, and culinary activities during their trip in Maine

» **About half** of Maine visitors engaged in sightseeing or active outdoor activities

Activity	Percentage
Food/beverage/culinary	64%
Touring/sightseeing	49%
Active outdoor activities	46%
Shopping	39%
Water activities	29%
History/culture	13%
Entertainment & attractions	6%
Conference/meeting	4%
Other	10%

*Multiple responses permitted.

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FOOD & BEVERAGE ACTIVITIES*

Activity	Percentage
Ate lobster	32%
Ate other local seafood	32%
Went to local brew pubs/craft breweries	28%
Enjoyed unique Maine food or beverages	21%
Consumed other locally produced Maine foods	21%
Ate farm-to-table or organic cuisine	12%
Enjoyed high-end cuisine or five-star dining	10%
Visited Farmer's Markets	7%
Enjoyed local food at fairs/festivals	7%
Other	7%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

Activity	
Sightseeing	36%
Enjoying the ocean views/rocky coast	33%
Driving for pleasure	27%
Enjoying the mountain views	25%
Photography	21%
Viewing fall colors	12%
Tours of communities/local architecture	11%
Wildlife viewing/bird watching	10%
Nature cruises or tours	6%
Other	2%

*Multiple responses permitted.

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ACTIVE OUTDOOR ACTIVITIES*

Activity	Percent
Hiking/climbing/backpacking	36%
Exploring State and National Parks	23%
Camping	9%
Hunting	9%
Riding all-terrain vehicles	5%
Bicycling touring	4%
Mountain/Fat Biking	4%
Alpine skiing/snowboarding	3%
Snowmobiling	2%
Snowshoeing	2%
Nordic skiing	1%
Other	8%

*Multiple responses permitted.

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SHOPPING ACTIVITIES*

Outlet shopping — 18%

General shopping at malls/downtown — 16%

Shopping for gifts/souvenirs — 14%

Shopping for unique/locally produced goods — 13%

Shopping for "Made in Maine" products — 8%

Shopping for antiques/local arts and crafts — 7%

Other — 3%

*Multiple responses permitted.

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WATER ACTIVITIES*

Activity	Percentage
Going to the beach	17%
Outdoor swimming	15%
Canoeing/kayaking	12%
Fishing	11%
Motor boating	7%
Sailing	4%
Pool swimming	3%
Water skiing/jet skiing	3%
White water rafting	1%
Surfing	1%
Other	1%

*Multiple responses permitted.

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HISTORICAL & CULTURAL ACTIVITIES*

Visit historic sites/museums — **10%**

Visit art museums/local artisan studios — **6%**

Painting/drawing/sketching — **6%**

Get to know the local people and/or culture — **4%**

Attend plays/musicals/theatrical events — **2%**

Attend popular music concerts/events — **1%**

Attend operas/classical music events — **1%**

*Multiple responses permitted.

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ENTERTAINMENT ACTIVITIES*

Activity	Percentage
Bars/nightlife	3%
Outdoor fun centers	3%
Amusement/theme parks	2%
Animal parks/zoos	2%
Water parks	2%
Children's museums	1%
Attend sporting events	1%
Summer camps	1%
Agricultural fairs	1%
Horseback riding	1%
Other	1%

*Multiple responses permitted.

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DAILY TRAVEL PARTY SPENDING

Travel Party Spending Per DAY

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$128	$0	$0
Shopping	$79	$40	$44
Restaurants	$84	$39	$33
Transportation	$33	$37	$22
Groceries	$27	$29	$8
Activities & attractions	$24	$13	$5
Other	$15	$10	$4
Daily Spending	**$390**	**$168**	**$116**

TOTAL TRAVEL PARTY SPENDING

Travel Party Spending Per *TRIP*[1]

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$538	$0	$0
Shopping	$332	$268	$44
Restaurants	$353	$261	$33
Transportation	$138	$248	$22
Groceries	$113	$194	$8
Activities & attractions	$101	$87	$5
Other	$63	$67	$4
Total Spending	**$1,638**	**$1,125**	**$116**

[1]Travel parties staying in paid lodging stayed an average of 4.2 nights,
Travel parties staying in unpaid lodging stayed an average of 6.7 nights.

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LODGING AMENITIES*

» An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **3 out of 4** visitors

» Price for accommodations included parking for **2 out of 3** visitors

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

Parking **66%**
Food **33%**
Recreation **13%**
Resort fee/airport transportation **7%**
Other **3%**
None **24%**

*Multiple responses permitted.
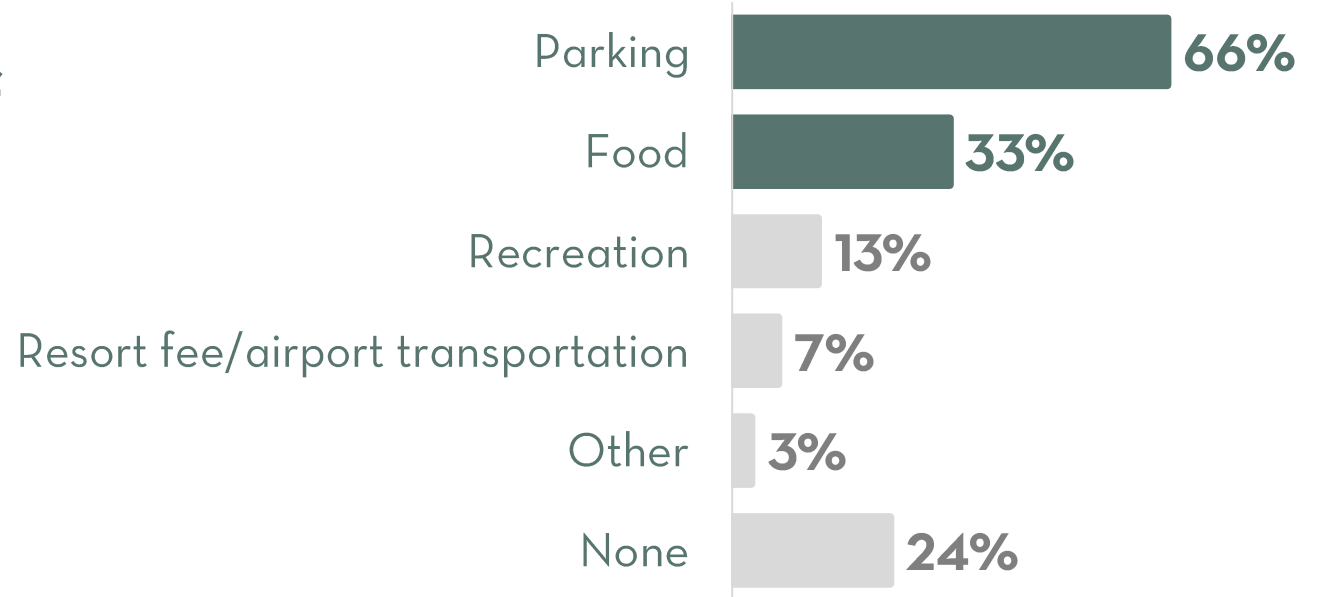
OTHER STATES & PROVINCES VISITED*

» **Over 3 in 4** visitors did not visit any other U.S. state or Canadian province on their trip

» 2020 visitors were **more likely** to visit U.S. states near Maine than they were to visit a Canadian province during their trip, due to Canadian COVID-19 travel restrictions

No other states/provinces	77%
New Hampshire	13%
Massachusetts	8%
Vermont	4%
New York	3%
Rhode Island	3%
Connecticut	2%
Quebec	1%
Nova Scotia	1%
New Brunswick	1%
Ontario	1%
Prince Edward Island	1%
Newfoundland and Labrador	<1%
Other	1%

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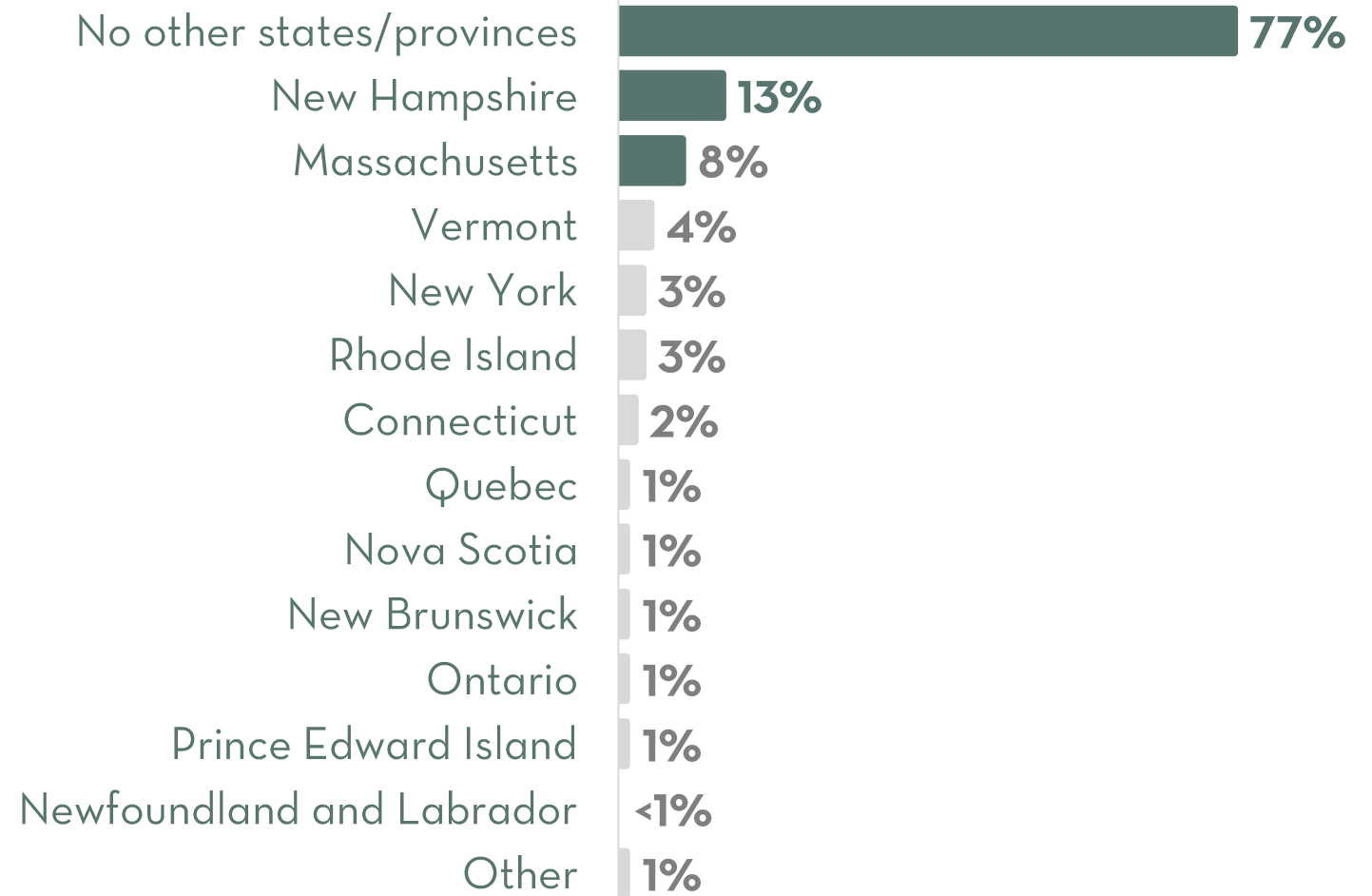
TRAVELING WITHIN MAINE*

» **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state

» **1 in 4** visitors visited the Greater Portland area in addition to their primary destinations within Maine, and **1 in 5** visited the Maine Beaches or Downeast & Acadia areas

Region	Percentage
No other regions	41%
Greater Portland & Casco Bay	26%
The Maine Beaches	19%
Downeast & Acadia	19%
Midcoast & Islands	13%
The Maine Highlands	11%
Maine Lakes & Mountains	9%
Kennebec Valley	7%
Aroostook County	6%
Other	1%

*Multiple responses permitted.

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TRIP PLANNING CYCLE : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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MAINE AS A UNIQUE DESTINATION*

"What does Maine offer that other similar destinations do not offer?"

Category	Percent
Picturesque nature & wildlife	36%
Breathtaking coastal & mountain views	25%
Quiet/peaceful/relaxing	20%
Beautiful beaches	19%
Family & friends	19%
Friendly local communities	18%
Variety of things to do	16%
Variety of dining & shopping options	13%
Seafood & lobster	12%
Unique towns & cities	10%
Natural charm	9%
Great proximity for travel	7%
Touring & sightseeing	7%
Rustic New England environment	6%
Perfect weather	5%
Exciting & fun attractions	4%
Affordable	3%

*Coded open-ended responses. Multiple responses permitted.

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"It's just magical – an outdoor enthusiast's Adventureland."

"The best nature, animals, hiking trails, and scenic drives."
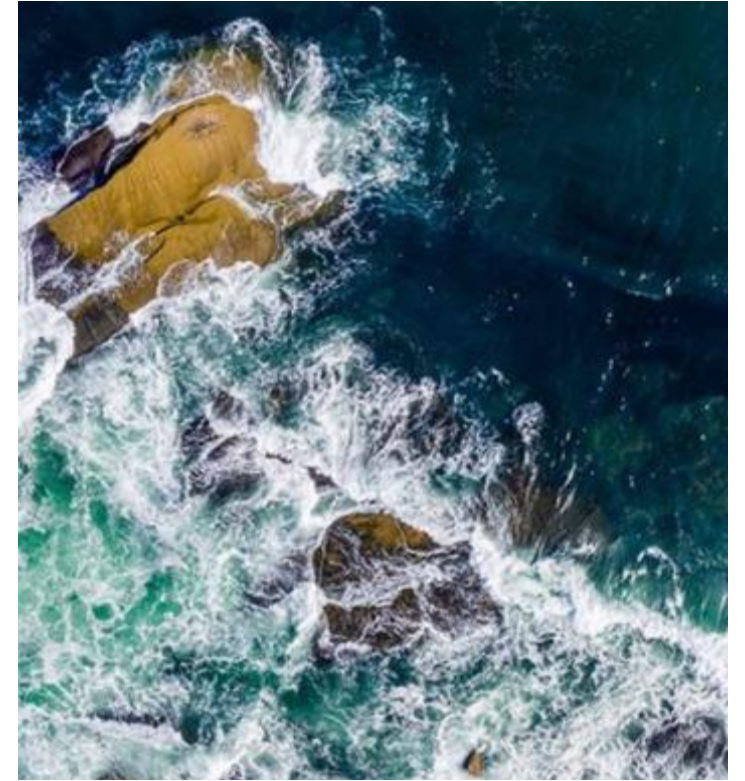
"Awesome outdoors, sailing, islands, camping, hiking, rivers, lakes."

UNIQUENESS: "BREATHTAKING VIEWS"

"Maine has beautiful lakes and mountains with very low population, so I can enjoy the quietness and serenity."

"A wonderful array of natural beauty from the mountains to the coastline."

"The vast and dense environments offer plenty of beautiful landscapes to capture, everything from insects to trees to the mountains and the fields. I absolutely love traveling into the deep woods up north because I get the best pictures."

"I figured there wouldn't be as many people. Generally a more slow-paced, relaxing way of life."

"Privacy, quiet and peacefulness while having everything you might want to see within driving distance."

"Everything. Solitude and harmony and family and Italian sandwiches and lobstah [sic]."

HIGHLIGHT OF TRIP*

Spend time with friends and family	25%
Enjoy the beaches & rocky coastline	15%
Explore local cities & towns	13%
Enjoy the outdoors	12%
Local dining & cuisine	12%
Picturesque scenery	12%
Relaxing & unplugging	9%
Hiking & touring beautiful mountain ranges	7%
Shop at a variety of local stores	7%
Touring & sightseeing	6%
New England seafood & lobster	5%
National Parks	5%
Skiing/snowmobiling/snowshoeing	4%
Boating/ferrying	3%
Crisp cool weather	3%
New England history & culture	2%
Explore lighthouses	2%

*Coded open-ended responses.
Multiple responses permitted.

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"Our family came to show us around like it was a private tour!"

"Visiting my friends in Portland for their birthday after not seeing them in a long time, Portland is still beautiful during these strange times!"

"Seeing loved ones and exploring Maine together!"

"The beautiful mountains and waterfalls. The rocks were amazing!"

"The beach wasn't packed! It was a beautiful day, the weather accommodated us perfectly."
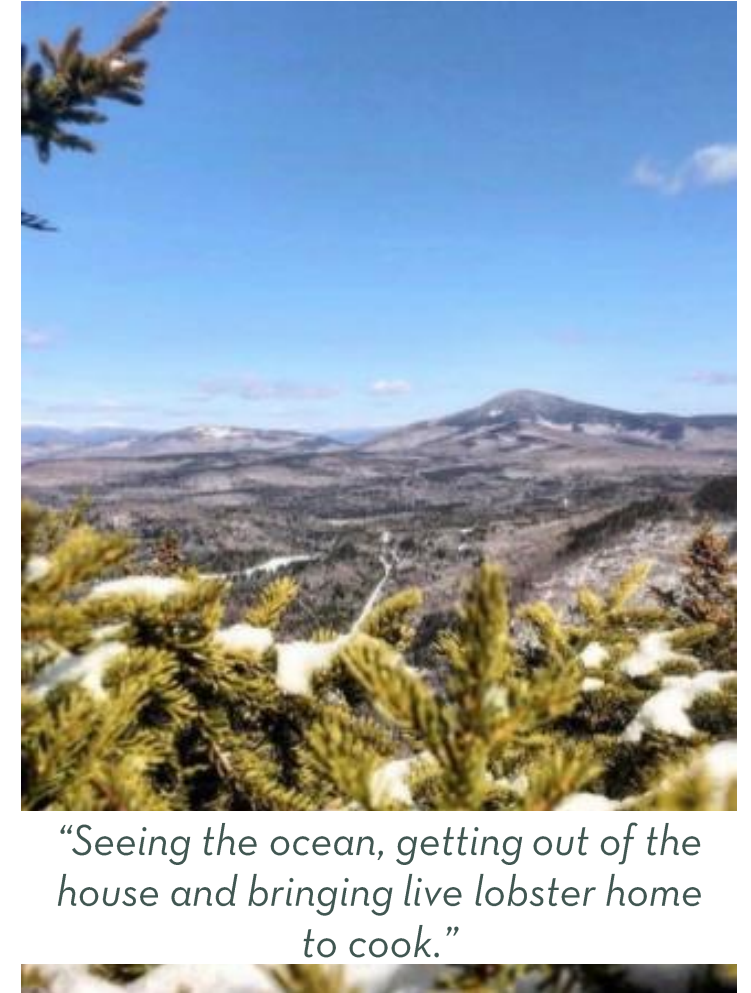
"Seeing the ocean, getting out of the house and bringing live lobster home to cook."

HIGHLIGHTS: "LOCAL CITIES & TOWNS"

"Portland, Kettle Cove Beach, Fort Williams Park. Also excited to head over to Acadia for a week later this month!"
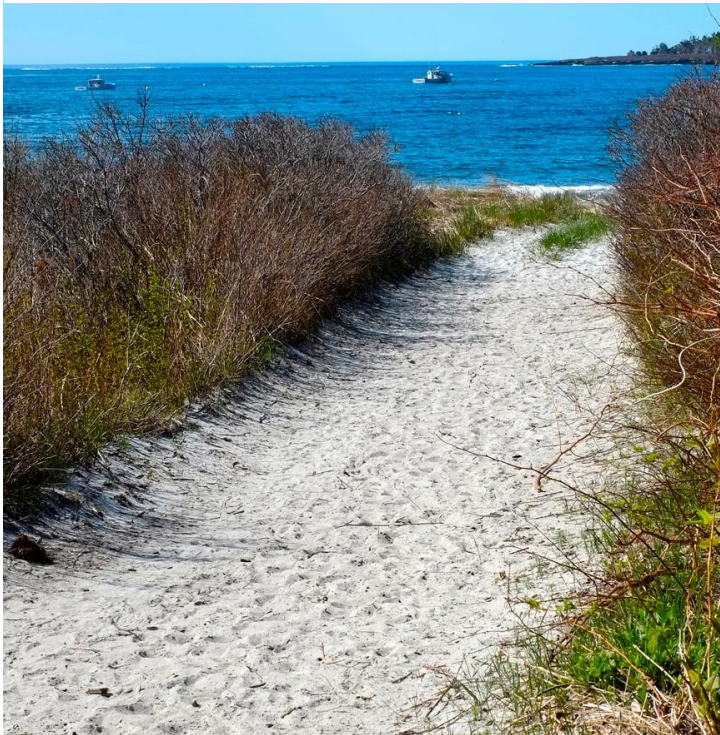
"Camden. It's truly a beautiful coastal town. And visiting the quiet side of Mount Desert Island and hiking Acadia National Park."

"Walking around downtown Portland and seeing the lighthouses."
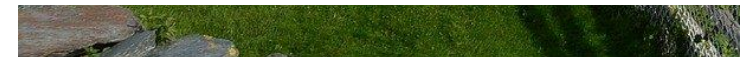
RECOMMENDING MAINE & ITS REGIONS

» **98%** of visitors would recommend that their friends and family visit Maine

Likelihood of Recommending Maine
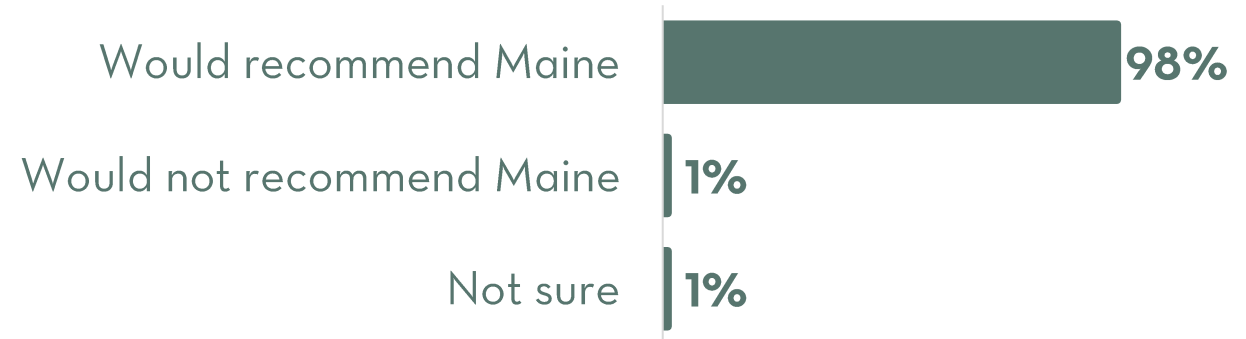
Would recommend Maine	98%
Would not recommend Maine	1%
Not sure	1%

» **97%** 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 Region Visited

Definitely recommend region	85%
Probably would recommend region	12%
Would not recommend region	1%
Not sure	2%

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TRIP EXPECTATIONS
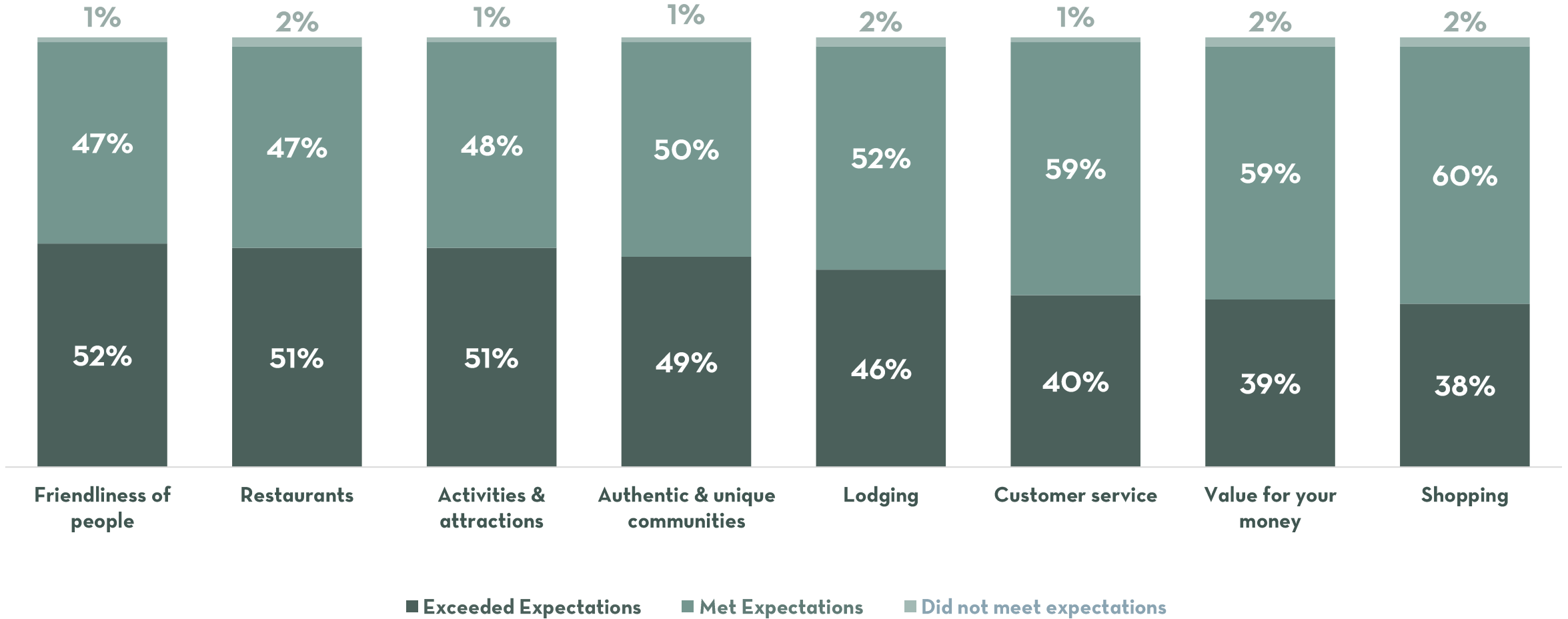
"Don't know" responses omitted.

LIKELIHOOD OF RETURNING TO MAINE

» **97%** of visitors will return to Maine for a future visit or vacation

Definitely will return **82%**

Probably will return **15%**

Will not return **1%**

Not sure **2%**

PERCEPTIONS OF MAINE*

Perception	Percentage
Beautiful rugged scenery & wildlife	32%
Relaxing & peaceful	24%
Friendly local communities	23%
Perfect place to vacation	21%
Breathtaking & scenic	17%
Gorgeous mountains & rocky coastline	15%
Plenty to see and do	14%
Outdoor paradise	14%
Wide variety of environments & activities	14%
Excellent dining & cuisine	13%
Rustic & natural	11%
Something for everyone	8%
Charming & quaint	7%
Unbeatable lobster & seafood	7%
Fantastic & fun	6%
Enchanting	5%
Hidden gem	4%
Incredible National Parks	2%

*Coded open-ended responses.
Multiple responses permitted.

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"Perfect winding scenic roads for spirited driving enthusiasts. Lots of well-preserved parks and forest land."

"It's a beautiful place to visit. People are very friendly, the beaches are clean and the food is delicious."
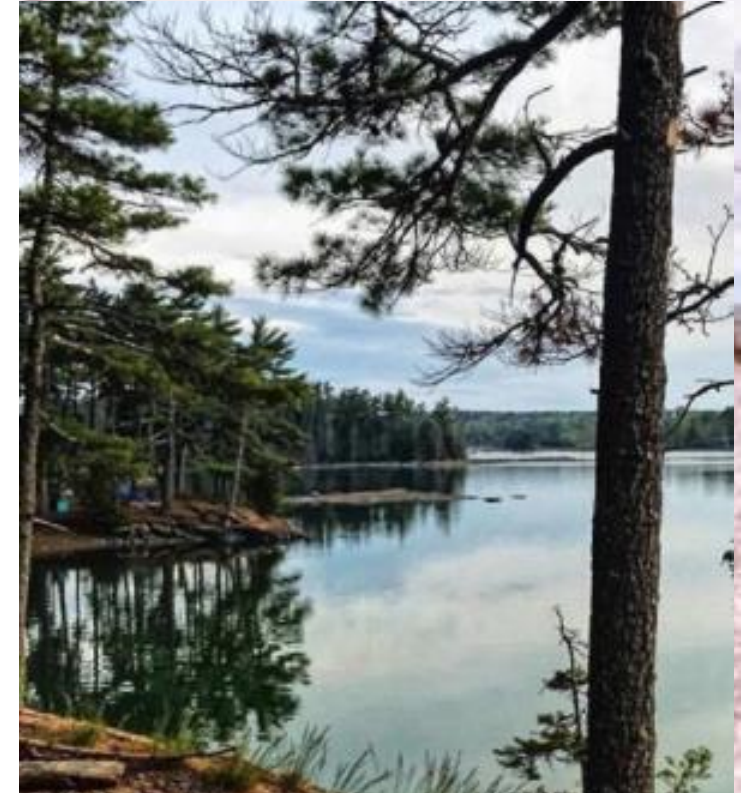
"The scenery is gorgeous, and the natural attractions are beautiful."

PERCEPTIONS: "RELAXING & PEACEFUL"

"Very peaceful and beautiful with lots of wildlife."

"Maine is such a calm peaceful state. It is so beautiful and unique. There is such elegance and sophistication about this state."

"You come here if you want to unwind, or if you want to escape the pollutants of industrial life."

"A place that has friendly natives, good tourist attractions, A friendly and caring place, and good prices."

"Locals are friendly, great state for views and driving."

"Beautiful views and genuine people who want to make your stay pleasant."

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"Maine is an ideal place to experience American culture in a unique and meaningful way. It is a must take adventure and getaway excursion."

"I've visited four times and I am still planning for more. It never disappoints."

"The best place to vacation in the country because you can get a little bit of everything and the weather is perfect."

SEASONAL COMPARISONS

SEASONAL COMPARISONS

This section of the report includes **seasonal comparisons** for the 2020 Economic Impact and Visitor Tracking Study.

Detailed data is provided for the **Winter**, **Summer** and **Fall** seasons.

TRIP PLANNING CYCLE : IMPACT OF TOURISM

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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NUMBER OF VISITORS

	Winter*	Summer	Fall	2020
# of Visitors	2,947,900	6,715,800	2,419,200	12,082,900
# of Maine Residents	597,100	2,350,500	556,400	3,504,000
# of Out-of-State Visitors	2,350,800	4,365,300	1,862,800	8,578,900

	Winter	Summer	Fall	2020
% Maine Residents	22%	35%	23%	29%
% Out-of-State Visitors	78%	65%	77%	71%

*Winter visitor figures include January – April 2020 + December 2020.

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LODGING METRICS*

	Winter	Summer	Fall	2020
Hotel Occupancy	34.3%	39.2%	50.1%	40.7%
Vacation Rental Occupancy	15.7%	32.0%	52.3%	32.0%
Other Rental Occupancy	11.8%	24.0%	39.2%	24.0%
Total Occupancy	**24.5%**	**36.4%**	**49.0%**	**36.1%**
Hotel ADR	$92.70	$121.82	$121.95	$111.27
Vacation Rental ADR	$89.10	$268.00	$129.87	$165.27
Other Rental ADR	$37.08	$48.73	$40.24	$42.18
Total ADR	**$90.80**	**$177.78**	**$110.57**	**$127.82**
Hotel RevPAR	$31.80	$47.75	$61.10	$45.29
Vacation Rental RevPAR	$13.99	$85.76	$67.92	$52.89
Other Rental RevPAR	$4.38	$11.70	$15.77	$10.12
Total RevPAR	**$22.25**	**$64.71**	**$54.18**	**$46.14**

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

TRIP PLANNING CYCLE : PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

TRIP PLANNING CYCLE

	Winter	Summer	Fall	2020
A week or less	28%	28%	21%	27%
2 - 3 weeks	22%	26%	21%	24%
1 - 2 months	24%	24%	30%	26%
3 - 4 months	14%	9%	12%	11%
5 - 6 months	5%	5%	7%	5%
7 months - 1 year	4%	4%	4%	4%
More than 1 year	3%	4%	5%	4%

BOOKED ACCOMMODATIONS/MADE TRIP DECISIONS

	Winter	Summer	Fall	2020
A week or less	37%	36%	28%	35%
2 - 3 weeks	21%	27%	23%	24%
1 - 2 months	22%	22%	30%	24%
3 - 4 months	10%	6%	9%	8%
5 - 6 months	5%	3%	4%	4%
7 months - 1 year	3%	2%	3%	3%
More than 1 year	2%	4%	3%	3%

ONLINE TRIP PLANNING SOURCES*

	Winter	Summer	Fall	2020
Online search engines	22%	30%	32%	28%
Facebook	12%	15%	14%	15%
Hotel websites	17%	15%	9%	13%
Online travel agency	10%	12%	15%	12%
Trip Advisor	13%	12%	10%	11%
Airbnb	9%	11%	8%	9%
Traveler reviews/blogs/stories	5%	10%	9%	9%
VisitMaine.com	12%	8%	5%	8%
Instagram	7%	8%	8%	8%
MaineTourism.com	9%	4%	3%	5%
YouTube	8%	4%	2%	5%
Visit Maine social media	7%	5%	2%	5%
Airline websites	4%	3%	7%	5%
VisitPortland.com	5%	4%	2%	4%
Vacation rental websites	4%	5%	2%	4%
VRBO/HomeAway	3%	4%	3%	4%
DowneastAcadia.com	3%	3%	4%	3%
Twitter	3%	3%	2%	3%
MaineLakesandMountains.com	3%	2%	1%	2%
VisitBarHarbor.com	3%	3%	2%	2%
DiscoverNewEngland.com	2%	2%	2%	2%
TheMaineHighlands.com	2%	1%	1%	1%
MainesMidCoast.com	2%	2%	1%	1%
MaineBeachesAssociation.com	2%	2%	1%	1%
VisitAroostook.com	1%	1%	1%	1%
KennebecValley.org	1%	1%	1%	1%
Other	8%	8%	6%	7%
None	33%	33%	36%	34%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

	Winter	Summer	Fall	2020
Advice from friends/family	34%	37%	37%	36%
Travel guides/brochures	11%	8%	8%	9%
Travel books & magazines	10%	6%	5%	7%
Travel planning apps	8%	7%	6%	7%
AAA	7%	5%	3%	5%
Visitor Guide	6%	2%	1%	3%
Articles or travelogues	5%	5%	4%	5%
Travel agent	4%	2%	1%	2%
Maine Office of Tourism	3%	2%	1%	2%
Visit Maine e-Newsletter	3%	2%	1%	2%
Local CVBs	2%	2%	1%	2%
Local Chambers of Commerce	2%	1%	1%	1%
Other Maine Tourism/Lodging Association	2%	2%	1%	2%
Other	6%	5%	3%	4%
None	44%	46%	52%	47%

*Multiple responses permitted.

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REASON FOR VISITING*

	Winter	Summer	Fall	2020
Vacation	23%	38%	43%	35%
Visiting friends/relatives	28%	30%	27%	29%
Relax and unwind	30%	33%	16%	26%
Sightseeing/touring	15%	16%	17%	16%
Shopping	18%	10%	9%	12%
Nature & birdwatching	9%	13%	10%	11%
Beach	0%	16%	4%	10%
Fishing, hunting, hiking, etc.	4%	9%	14%	10%
Special occasion	7%	7%	9%	9%
Water activities	3%	10%	4%	6%
Attractions	7%	4%	4%	5%
Conference/meeting	4%	3%	3%	4%
Snow activities	10%	0%	0%	3%
Culture/museums/history	4%	2%	3%	3%
Special event	3%	2%	3%	3%
Sporting event	1%	1%	1%	1%
Other	9%	6%	5%	6%

*Multiple responses permitted.

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OTHER STATES/PROVINCES CONSIDERED*

	Winter	Summer	Fall	2020
Did not consider other areas	61%	71%	73%	69%
New Hampshire	18%	15%	12%	15%
Massachusetts	11%	10%	8%	10%
Vermont	13%	7%	7%	8%
New York	9%	4%	4%	5%
Rhode Island	7%	3%	4%	5%
Connecticut	5%	3%	2%	3%
Quebec	5%	2%	1%	2%
Nova Scotia	4%	1%	1%	2%
New Brunswick	3%	1%	1%	2%
Ontario	3%	3%	0%	1%
Newfoundland and Labrador	2%	1%	0%	1%
Prince Edward Island	2%	2%	0%	1%
Other	2%	3%	7%	4%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

	Winter	Summer	Fall	2020
Noticed Advertising/Promotions	40%	42%	36%	41%
Type of Promotion*:				
Social media	37%	39%	31%	38%
Internet	35%	36%	35%	36%
Cable or satellite television	25%	24%	28%	26%
Magazine	21%	19%	14%	18%
Radio	13%	14%	15%	15%
Maine travel/visitor guide	19%	13%	11%	14%
VisitMaine.com	19%	11%	6%	12%
Traveler reviews/blogs	9%	13%	13%	12%
Newspaper	12%	11%	6%	10%
Online streaming service	9%	9%	7%	9%
Brochure	13%	9%	5%	8%
AAA	8%	9%	1%	6%
Billboard	7%	6%	5%	6%
Music/podcast streaming	5%	6%	6%	6%
Deal – based promotion	5%	5%	3%	5%
Other	7%	4%	6%	5%
Not sure	1%	2%	2%	1%

*Multiple responses permitted.

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TRIP PLANNING CYCLE : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

ORIGIN REGION

	Winter	Summer	Fall	2020
New England	67%	72%	56%	66%
Mid Atlantic	8%	12%	24%	15%
Canada	14%	1%	0%	3%
Southeast	7%	8%	10%	8%
Southwest	1%	1%	2%	2%
Midwest	1%	3%	5%	4%
West	1%	2%	3%	2%
Other International	1%	1%	0%	<1%

ORIGIN STATE/PROVINCE

	Winter	Summer	Fall	2020
Maine	22%	35%	23%	29%
Massachusetts	25%	15%	11%	16%
New Hampshire	14%	14%	14%	14%
New York	4%	6%	9%	6%
Connecticut	4%	5%	5%	5%
Florida	3%	1%	4%	4%
New Jersey	2%	2%	5%	3%
New Brunswick	7%	1%	1%	2%
Pennsylvania	2%	2%	3%	2%
Vermont	1%	3%	2%	2%

ORIGIN MARKET

	Winter	Summer	Fall	2020
Boston, MA	15%	10%	5%	10%
New York City, NY	4%	6%	10%	6%
Portland, ME	4%	3%	1%	3%
Bangor, ME	2%	3%	2%	3%
Rochester – Portsmouth, NH	2%	2%	5%	3%
Washington DC – Baltimore, MD	1%	2%	4%	3%
Manchester, NH	2%	3%	2%	2%
Philadelphia, PA	1%	2%	3%	2%

TRAVEL PARTY SIZE/COMPOSITION

	Winter	Summer	Fall	2020
Travel Party Size	2.5	2.7	2.4	2.5
Traveled alone	21%	20%	20%	21%
As a couple	37%	35%	46%	39%
With family	31%	33%	19%	28%
With other couples/friends	8%	9%	12%	10%
With business associates	1%	1%	1%	1%
In a tour group	1%	1%	0%	<1%
Other	1%	1%	1%	1%

TRAVEL WITH CHILDREN*

	Winter	Summer	Fall	2020
No children	77%	74%	89%	80%
Children younger than 6	7%	10%	4%	7%
Children 6 - 12	12%	13%	5%	10%
Children 13 - 17	11%	11%	5%	9%

*Multiple responses permitted.

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DEMOGRAPHIC PROFILE

Gender of Person Interviewed	Winter	Summer	Fall	2020
Male	42%	39%	49%	43%
Female	58%	61%	51%	57%

Education	Winter	Summer	Fall	2020
High school or less	12%	10%	11%	11%
Some college or technical school	20%	22%	22%	22%
College or technical school graduate	44%	46%	46%	45%
Graduate school	24%	22%	21%	22%

Income	Winter	Summer	Fall	2020
Less than $25,000	8%	11%	7%	8%
$25,000 - $49,999	18%	16%	16%	17%
$50,000 - $74,999	20%	18%	20%	20%
$75,000 - $99,999	20%	20%	19%	20%
$100,000 - $149,999	20%	19%	19%	19%
$150,000 - $199,999	7%	9%	9%	8%
$200,000 - $249,999	4%	3%	4%	4%
$250,000 or more	3%	4%	6%	4%

DEMOGRAPHIC PROFILE

Employment	Winter	Summer	Fall	2020
Employed full-time	57%	51%	53%	53%
Employed part-time	11%	12%	10%	11%
Contract/freelance/temporary	2%	6%	8%	6%
Retired	16%	16%	18%	16%
Not currently employed	8%	8%	4%	7%
Student	6%	7%	7%	7%

Race	Winter	Summer	Fall	2020
White	89%	92%	86%	88%
Asian	4%	2%	5%	4%
Black	3%	2%	3%	3%
Hispanic	2%	2%	4%	3%
Indigenous	1%	1%	1%	1%
Other	1%	1%	1%	1%

Marital Status	Winter	Summer	Fall	2020
Single/widowed	33%	34%	31%	33%
Married/domestic partnership	67%	66%	69%	67%

NEW & RETURNING VISITORS

	Winter	Summer	Fall	2020
This is my first time	14%	14%	26%	17%
2 – 5 times	29%	28%	28%	28%
6 – 10 times	17%	19%	13%	17%
11+ times	40%	39%	33%	38%

TRIP PLANNING CYCLE : TRIP EXPERIENCE

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

TRANSPORTATION

	Winter	Summer	Fall	2020
Drove to Maine	84%	88%	87%	86%
Portland International Jetport	6%	6%	6%	6%
Bangor International Airport	5%	1%	2%	3%
Boston Logan International	2%	2%	2%	2%
Northern Maine Regional Airport	1%	<1%	<1%	<1%
Motor coach/bus	1%	1%	1%	1%
Train	<1%	1%	1%	1%
Other	1%	1%	0%	1%

LENGTH OF STAY

	Winter	Summer	Fall	2020
Average Length of Stay	3.9	6.2	5.3	5.3
Day tripper	32%	35%	22%	31%
1 night	10%	5%	7%	7%
2 nights	16%	11%	10%	12%
3 nights	13%	11%	12%	12%
4 nights	9%	7%	11%	8%
5+ nights	20%	31%	38%	30%

ACCOMMODATIONS

	Winter	Summer	Fall	2020
Hotel/motel/resort	29%	21%	25%	25%
Friends/family home	19%	15%	17%	17%
Vacation rental home	5%	9%	9%	9%
Personal second home	6%	8%	7%	7%
Bed & Breakfast/Inn	4%	3%	8%	4%
RV Park/Campground	2%	5%	7%	4%
Camping in wilderness	1%	2%	2%	2%
Sporting camp/wilderness lodge	1%	1%	1%	1%
Other	1%	1%	2%	1%
Did not stay overnight	32%	35%	22%	31%

BOOKING

	Winter	Summer	Fall	2020
Directly with the hotel/condo	44%	39%	39%	41%
Online travel agency	28%	22%	21%	23%
Airbnb	9%	15%	16%	14%
VRBO, HomeAway etc.	4%	4%	9%	6%
Vacation rental company	2%	3%	2%	2%
Offline travel agent	2%	2%	3%	2%
Travel package provider	2%	2%	1%	2%
Group tour operator	1%	1%	1%	1%
Other	8%	12%	8%	9%

IN-MARKET RESOURCES*

	Winter	Summer	Fall	2020
Navigation website/apps	20%	33%	40%	32%
Restaurant website/app	19%	23%	17%	19%
Personal social media	13%	17%	8%	13%
Visitor Information Centers	14%	8%	12%	12%
Materials from hotel/campground	10%	13%	11%	11%
Destination social media	10%	13%	8%	10%
Trip planning app	10%	9%	8%	9%
Hotel/resort website/app	13%	9%	4%	8%
VisitMaine.com	13%	7%	4%	7%
Booking website/app	9%	7%	5%	7%
Airline website/app	3%	3%	3%	3%
Chambers of Commerce	3%	3%	1%	2%
VisitBarHarbor.com	3%	3%	0%	2%
Other	5%	5%	5%	5%
None	34%	31%	38%	35%

*Multiple responses permitted.

ACTIVITIES*

	Winter	Summer	Fall	2020
Food/beverage/culinary	57%	58%	76%	64%
Touring/sightseeing	36%	44%	66%	49%
Active outdoor activities	28%	42%	65%	46%
Shopping	47%	31%	42%	39%
Water activities	9%	43%	32%	29%
History/culture	13%	12%	13%	13%
Entertainment & attractions	8%	6%	5%	6%
Conference/meeting	5%	3%	3%	4%
Other	14%	8%	9%	10%

*Multiple responses permitted.

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FOOD & BEVERAGE ACTIVITIES*

	Winter	Summer	Fall	2020
Ate other local seafood	19%	32%	42%	32%
Ate lobster	18%	31%	50%	32%
Going to local brew pubs/craft breweries	22%	20%	42%	28%
Enjoyed unique Maine food or beverages	19%	22%	20%	21%
Consumed other locally produced Maine foods	17%	26%	21%	21%
Ate farm-to-table or organic cuisine	6%	16%	15%	12%
Enjoyed high-end cuisine or five-star dining	9%	11%	11%	10%
Visited Farmer's Markets	6%	8%	8%	7%
Enjoying local food at fairs/festivals	6%	6%	12%	7%
Other	6%	3%	3%	7%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

	Winter	Summer	Fall	2020
Sightseeing	21%	30%	57%	36%
Enjoying the ocean views/rocky coast	20%	31%	49%	33%
Driving for pleasure	18%	18%	41%	27%
Enjoying the mountain views	12%	20%	46%	25%
Photography	11%	15%	36%	21%
Viewing fall colors	0%	0%	30%	12%
Tours of communities/local architecture	8%	13%	13%	11%
Wildlife viewing/bird watching	7%	11%	14%	10%
Nature cruises or tours	4%	9%	6%	6%
Other	1%	2%	3%	2%

*Multiple responses permitted.

ACTIVE OUTDOOR ACTIVITIES*

	Winter	Summer	Fall	2020
Hiking/climbing/backpacking	14%	35%	57%	36%
Exploring State and National Parks	7%	20%	43%	23%
Camping	5%	14%	10%	9%
Hunting	1%	3%	7%	9%
Riding all-terrain vehicles	2%	3%	5%	5%
Bicycling touring	2%	5%	5%	4%
Mountain/Fat Biking	2%	4%	6%	4%
Alpine skiing/snowboarding	7%	0%	1%	3%
Snowmobiling	4%	0%	0%	2%
Snowshoeing	4%	0%	0%	2%
Nordic skiing	4%	0%	0%	1%
Other	3%	5%	0%	8%

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SHOPPING ACTIVITIES*

	Winter	Summer	Fall	2020
Outlet shopping	18%	14%	25%	18%
General shopping at malls/downtown	24%	13%	13%	16%
Shopping for gifts/souvenirs	12%	10%	17%	14%
Shopping for unique/locally produced goods	16%	11%	12%	13%
Shopping for "Made in Maine" products	7%	6%	11%	8%
Shopping for antiques/local arts and crafts	8%	4%	8%	7%
Other	3%	2%	3%	3%

*Multiple responses permitted.

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WATER ACTIVITIES*

	Winter	Summer	Fall	2020
Going to the beach	0%	28%	14%	17%
Outdoor swimming	0%	26%	9%	15%
Canoeing/kayaking	3%	19%	10%	12%
Fishing	4%	14%	14%	11%
Motor boating	2%	10%	9%	7%
Sailing	1%	6%	5%	4%
Pool swimming	2%	5%	2%	3%
Water skiing/jet skiing	0%	4%	2%	3%
White water rafting	0%	1%	1%	1%
Surfing	0%	1%	0%	1%

*Multiple responses permitted.

HISTORY/CULTURE ACTIVITIES*

	Winter	Summer	Fall	2020
Visit historic sites/museums	9%	9%	10%	10%
Visit art museums/local artisan studios	6%	5%	9%	6%
Painting/drawing/sketching	4%	4%	10%	6%
Get to know the local people and/or culture	4%	6%	0%	4%
Attend plays/musicals/theatrical events	3%	1%	1%	2%
Attend popular music concerts/events	2%	1%	1%	1%
Attend operas/classical music events	1%	1%	1%	1%

*Multiple responses permitted.

ENTERTAINMENT ACTIVITIES*

	Winter	Summer	Fall	2020
Outdoor fun centers	4%	2%	2%	3%
Bars/nightlife	2%	2%	3%	3%
Amusement/theme parks	4%	2%	1%	2%
Animal parks/zoos	3%	1%	2%	2%
Water parks	2%	2%	0%	2%
Children's museums	2%	1%	1%	1%
Attend sporting events	2%	0%	1%	1%
Agricultural fairs	1%	0%	0%	1%
Horseback riding	1%	1%	1%	1%
Summer camps	0%	0%	0%	0%
Other	1%	0%	2%	1%

*Multiple responses permitted.

OTHER STATES/PROVINCES VISITED*

	Winter	Summer	Fall	2020
No other states/provinces	72%	78%	81%	77%
New Hampshire	16%	13%	11%	13%
Massachusetts	5%	8%	7%	8%
Vermont	9%	4%	3%	4%
New York	4%	3%	2%	3%
Rhode Island	3%	2%	2%	3%
Connecticut	3%	3%	2%	2%
Quebec	3%	1%	0%	1%
Nova Scotia	2%	1%	0%	1%
New Brunswick	2%	1%	0%	1%
Ontario	1%	1%	0%	1%
Prince Edward Island	1%	1%	0%	1%
Newfoundland and Labrador	1%	1%	0%	<1%
Other	1%	1%	1%	1%

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TRAVELING IN MAINE*

	Winter	Summer	Fall	2020
No other regions	47%	40%	34%	41%
Greater Portland & Casco Bay	17%	27%	34%	26%
The Maine Beaches	16%	22%	19%	19%
Downeast & Acadia	11%	22%	25%	19%
Midcoast & Islands	9%	13%	16%	13%
The Maine Highlands	11%	10%	12%	11%
Maine Lakes & Mountains	10%	10%	8%	9%
Kennebec Valley	7%	6%	7%	7%
Aroostook County	5%	6%	6%	6%
Other	1%	1%	1%	1%

*Multiple responses permitted.

TRIP PLANNING CYCLE : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

RECOMMENDING MAINE/REGION OF TRAVEL

	Winter	Summer	Fall	2020
Would recommend Maine	97%	97%	99%	98%
Would not recommend Maine	2%	1%	0%	1%
Not sure	1%	2%	1%	1%

	Winter	Summer	Fall	2020
Definitely recommend region	83%	86%	84%	85%
Probably would recommend region	13%	12%	12%	12%
Would not recommend region	1%	1%	1%	1%
Not sure	3%	1%	3%	3%

RETURNING TO MAINE

	Winter	Summer	Fall	2020
Definitely will return	84%	83%	78%	82%
Probably will return	13%	15%	18%	15%
Will not return	1%	0%	2%	1%
Not sure	2%	2%	2%	2%

MAINE AS A UNIQUE DESTINATION*

	Winter	Summer	Fall	2020
Picturesque nature & wildlife	40%	36%	28%	36%
Breathtaking coastal & mountain views	29%	26%	16%	25%
Beautiful beaches	21%	24%	16%	21%
Quiet/peaceful/relaxing	16%	28%	15%	20%
Family & friends	NA	17%	22%	19%
Friendly local communities	24%	12%	17%	18%
Variety of things to do	20%	12%	16%	16%
Variety of dining & shopping options	14%	13%	10%	13%
Seafood & lobster	10%	10%	18%	12%
Unique towns & cities	14%	3%	13%	10%
Natural charm	14%	1%	9%	9%
Great proximity for travel	7%	7%	7%	7%
Touring & sightseeing	13%	3%	2%	7%
Rustic New England environment	6%	5%	7%	6%
Perfect weather	2%	7%	5%	5%
Exciting & fun attractions	6%	3%	3%	4%
Affordable	2%	4%	2%	3%

*Coded open-ended responses.
Multiple responses permitted.

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HIGHLIGHT OF TRIP*

	Winter	Summer	Fall	2020
Spend time with friends and family	31%	23%	20%	25%
Enjoy the beaches & rocky coastline	10%	24%	12%	15%
Explore local cities & towns	9%	15%	19%	13%
Enjoy the outdoors	9%	15%	13%	12%
Picturesque scenery	10%	11%	15%	12%
Local dining & cuisine	14%	11%	10%	12%
Relaxing & unplugging	8%	9%	11%	9%
Hiking & touring beautiful mountain ranges	4%	8%	10%	7%
Shop at a variety of local stores	9%	5%	5%	7%
Touring & sightseeing	7%	4%	8%	6%
New England seafood & lobster	3%	5%	7%	5%
National Parks	4%	5%	5%	5%
Skiing/snowmobiling/snowshoeing	9%	0%	0%	4%
Boating/ferrying	1%	6%	3%	3%
Crisp cool weather	2%	4%	3%	3%
Explore lighthouses	2%	3%	1%	2%
New England history & culture	3%	2%	2%	2%

*Coded open-ended responses.
Multiple responses permitted.

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PERCEPTIONS OF MAINE*

	Winter	Summer	Fall	2020
Beautiful rugged scenery & wildlife	38%	22%	34%	32%
Relaxing & peaceful	23%	29%	19%	24%
Friendly local communities	24%	24%	20%	23%
Perfect place to vacation	24%	19%	18%	21%
Breathtaking & scenic	21%	16%	10%	17%
Gorgeous mountains & rocky coastline	13%	19%	13%	15%
Outdoor paradise	13%	15%	14%	14%
Plenty to see and do	20%	13%	6%	14%
Wide variety of environments & activities	19%	10%	9%	14%
Excellent dining & cuisine	14%	14%	10%	13%
Rustic & natural	6%	14%	15%	11%
Something for everyone	9%	9%	5%	8%
Unbeatable lobster & seafood	5%	8%	10%	7%
Charming & quaint	10%	6%	5%	7%
Fantastic & fun	8%	6%	3%	6%
Enchanting	6%	5%	4%	5%
Hidden gem	5%	4%	1%	4%
Incredible National Parks	1%	3%	4%	2%

*Coded open-ended responses.
Multiple responses permitted.

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METHODOLOGY

METHODOLOGY

Visitor Tracking

5,265 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 January 1st and December 31st, 2020.*

Economic Impact

Total economic impact of tourism on the state of Maine is a function of direct spending by visitors to Maine, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Maine. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Maine's multiplier is 1.87.

*Due to the COVID-19 crisis, no in-person intercept surveys were conducted in April or May.

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MAINE OFFICE OF TOURISM

2020 Visitor Tracking & Economic Impact Report
January – December 2020

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