

# MAINE OFFICE OF TOURISM

2023 Economic Impact & Visitor Tracking Report  
DECEMBER 2022 – NOVEMBER 2023

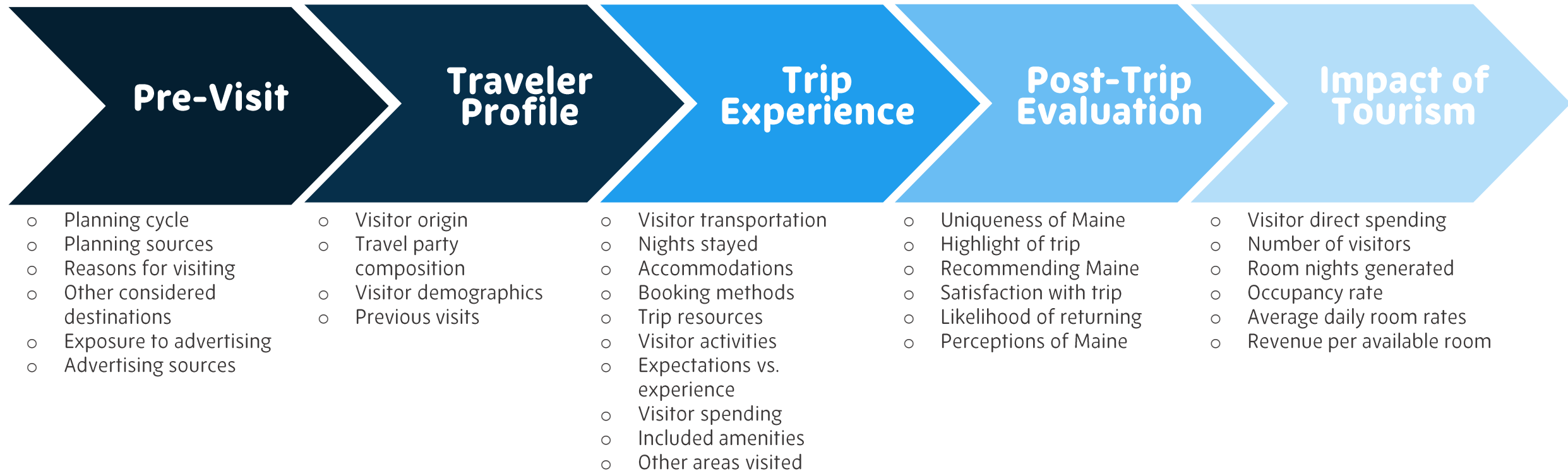


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# STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2022 to November 2023. In the report, we follow the visitors in their journeys from pre-trip planning to the impact of their expenditures in the state. Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.



# ANNUAL SNAPSHOT

CY2023



72,500,200

VISITOR  
DAYS

+ 3.9%



15,267,000

TOTAL  
VISITORS

- 0.6%



\$9,066,613,300

DIRECT  
SPENDING

+ 4.9%

vs. 2022

- » In 2023, there was an **increase in room nights (+1.0%)** and **visitor spending (+4.9%)**
  - » The accommodation spending increase was consistent with the increase in taxable lodging sales, but there was stronger growth in other spending areas such as restaurants and entertainment
- » Compared to the previous year, occupancy decreased slightly (-3.8%), yet there was an **increase in room nights (+1.0%)** due to a slightly **more visitors staying in paid accommodations (+5.1%)** and **more available units (+8%)**
- » The trip planning and booking window differ significantly across seasons as the windows for both are much shorter in Winter compared to Summer and Fall
- » More visitors used an **online travel agency** to help plan their trip to Maine (+6% points)
- » More visitors recalled noticing promotions for Maine (+2% points) and more noticed them on social media (+12% points)
- » Visitors' ratings of Value for their Money and Customer Service significantly increased this year (+5% points and +6% points)

# STRATEGIC PLAN GOALS

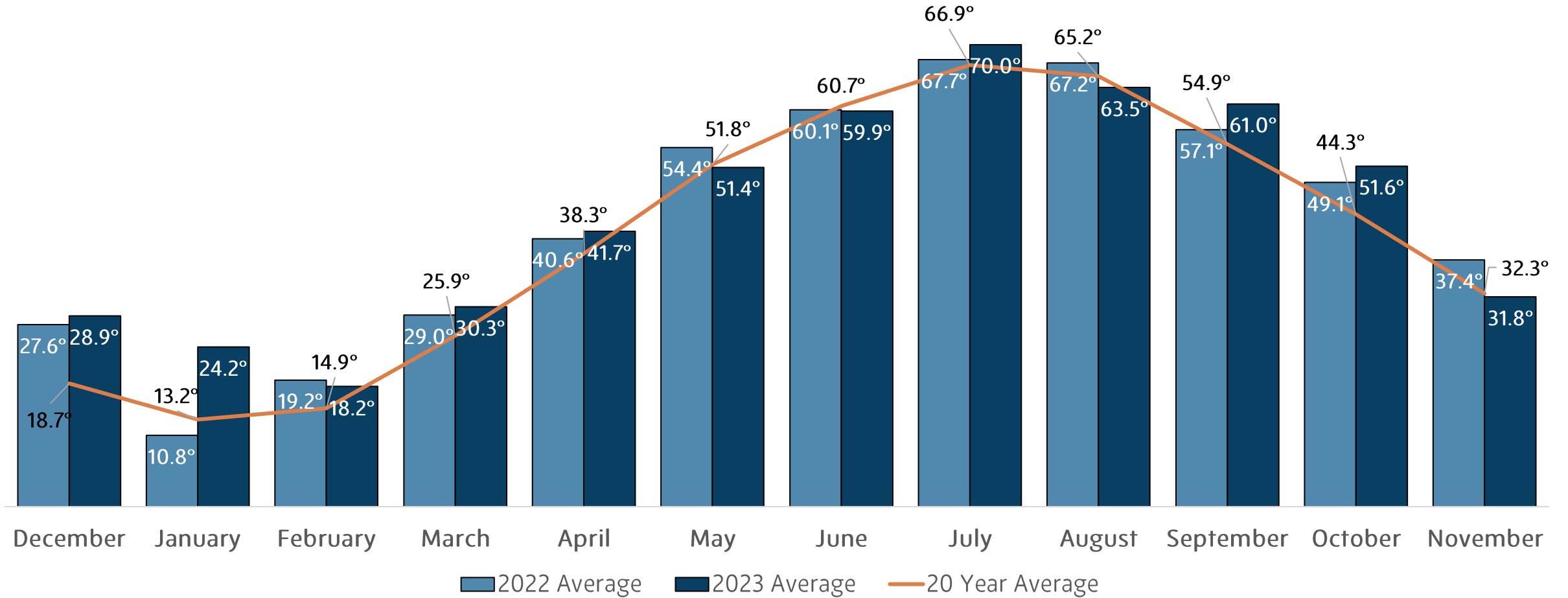
The 2022 Maine Office of Tourism Destination Management Plan listed a variety of measure of success. The table below shows how these measures of success changed from 2022 to 2023.

Strategic Goal	Data Point	2022 Metric	2023 Metric	% Change
Increase Length of Stay	Average Length of Stay	4.5	4.8	+6.7%
Increase Visitor Spend	Spend per visitor per trip	\$563	\$593	+5.3%
Increase Visitor Diversity	Race (Non-white)	11%	11%	No change
Increase off-season visitation	Fall and Winter visitation	6,256,300	6,730,000	+7.6%
Increase market share within New England	Market Share in New England	11%	10%	-1% point
Increase visitor satisfaction	Satisfaction Score (Very satisfied)	59%	62%	+3% points

# EXECUTIVE SUMMARY

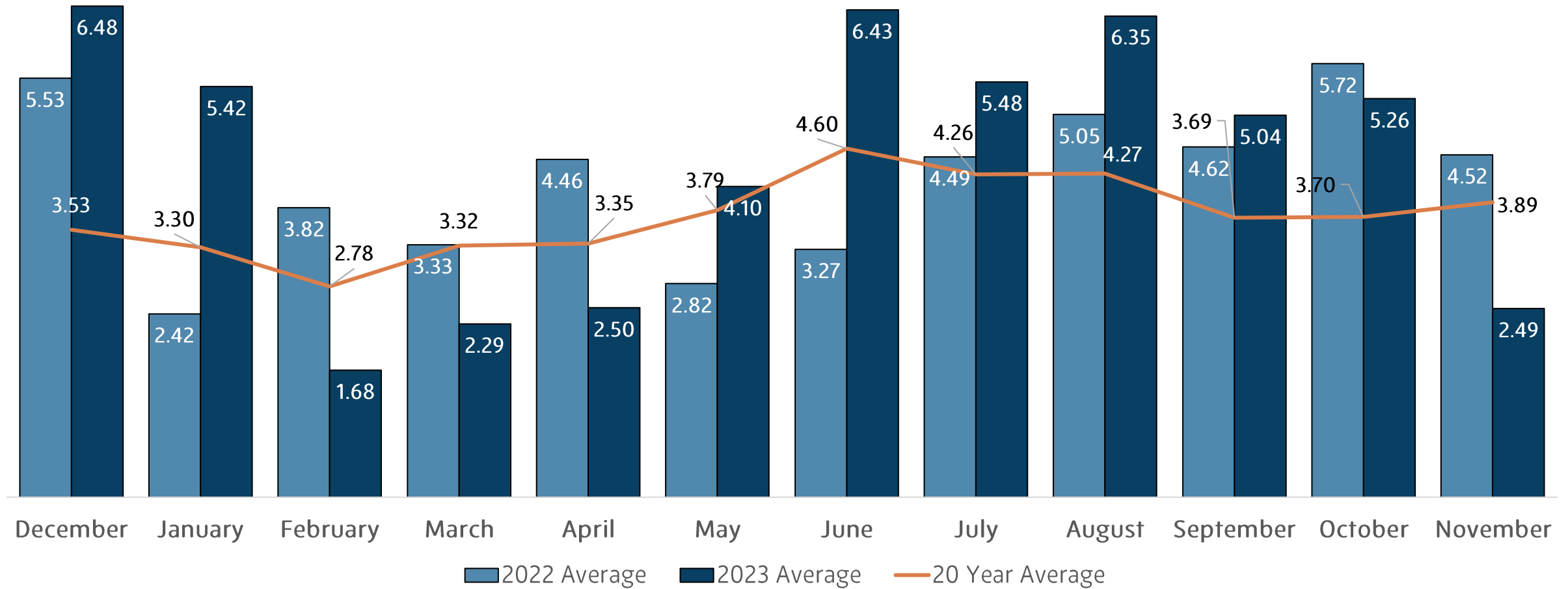


# TEMPERATURE



Source: NOAA.

# PRECIPITATION

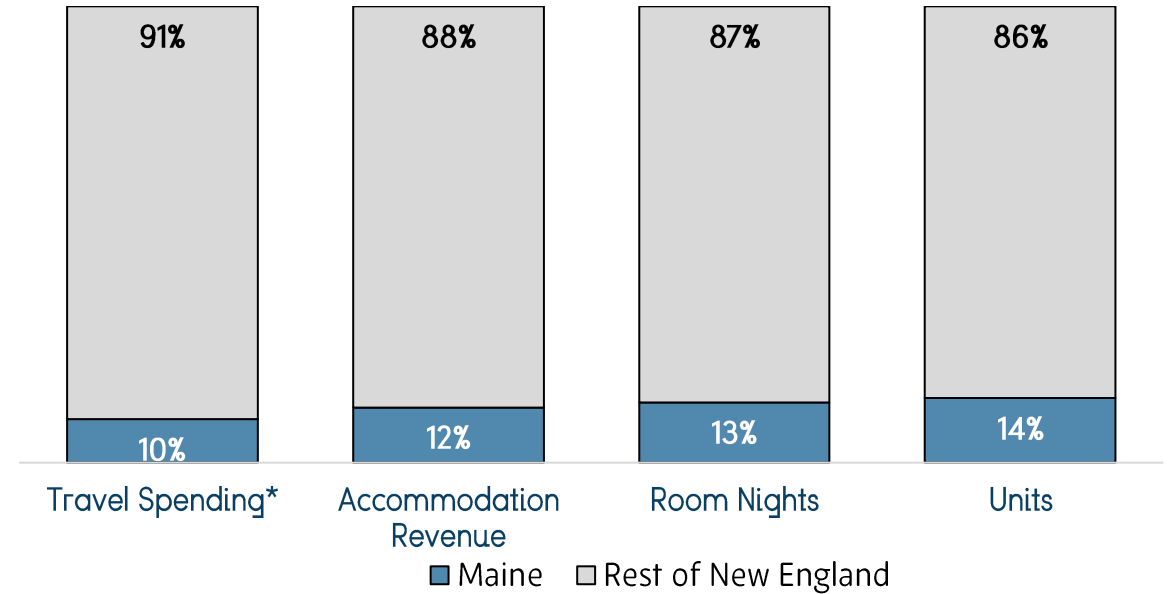


Source: NOAA.



# MARKET SHARE & HOTEL METRIC COMPARISONS

- » **Maine's market share in New England** when it comes to accommodation revenue, room nights, units, and travel spending **ranges between 10%-14%**.
- » The consistency in the market share across multiple variables reinforces confidence in Maine's overall market share in New England.
- » Compared to the New England region, hotel occupancy in Maine was **-6.0%** lower and hotel room rates were **-5.9%** lower, resulting in RevPAR that was **-10.6%** lower than the rest of the region.



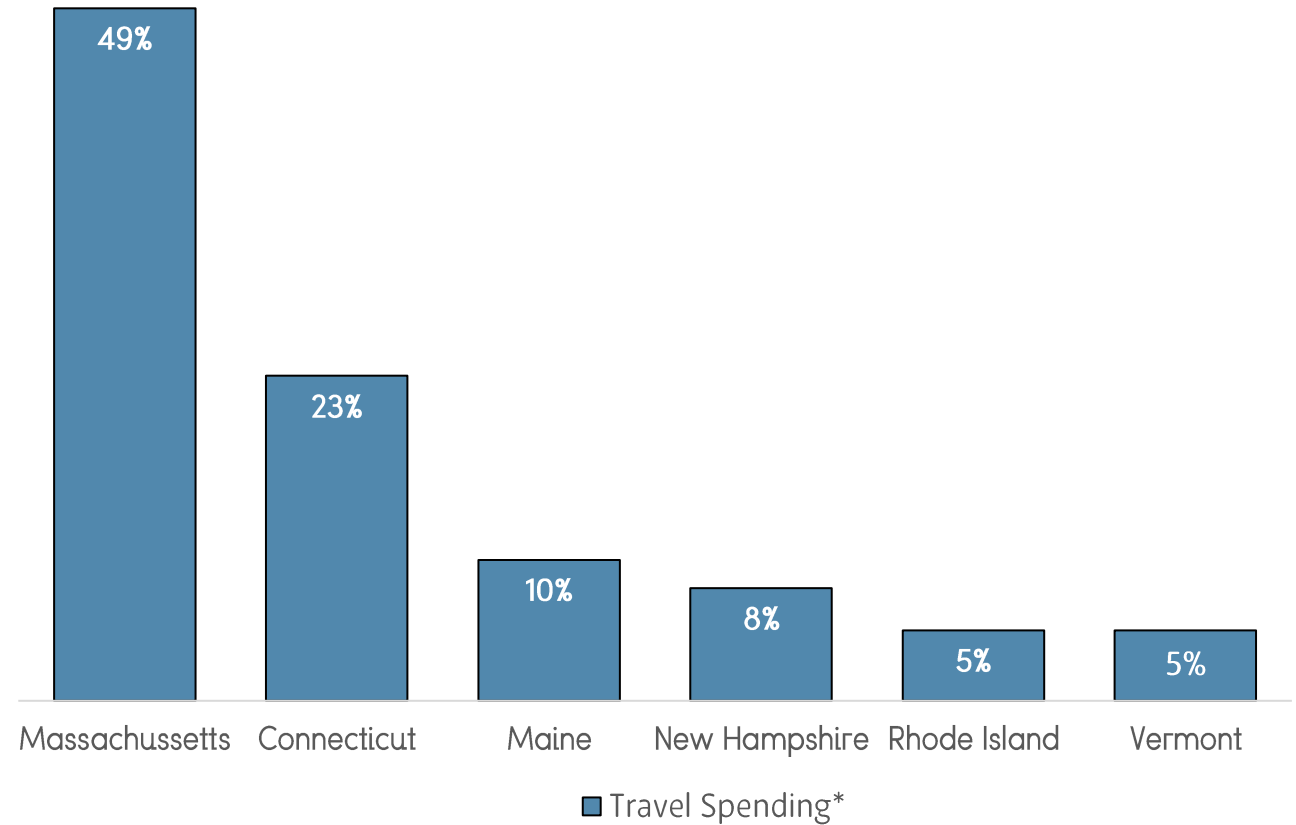
Hotel Metrics**	Maine	New England	Δ% from NE
Occupancy Rate (%)	60.7%	64.6%	- 6.0%
Average Daily Rate	\$176.30	\$187.40	- 5.9%
RevPAR	\$109.80	\$122.85	- 10.6%

\*Source: US Travel Association.

\*\*Source: Smith Travel Research.

# MARKET SHARE BY STATE

- » Travel spending in Maine accounted for **10%** of all visitor spending in the New England region.
- » Among New England states, 2023 travel spending in Maine was only surpassed by Massachusetts and Connecticut.



\*Source: US Travel Association.

# VISITOR JOURNEY: IMPACT OF TOURISM



# ECONOMIC IMPACT

Visitor spending generated

**\$16,356,981,700**

in economic impact to Maine's economy, up  
3.2% from 2022



# DIRECT SPENDING\*

Visitors to Maine spent

# \$9,066,613,300

throughout the state in 2023 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up 4.9% from 2022



\*The inflation rate in 2023 was 3.4%. In 2022 it was 8.0%

# VISITORS\*

Maine attracted

# 15,267,000

visitors in 2023, down 0.6% from 2022



\*There were fewer day trippers in 2023 resulting in fewer visitors overall.

# VISITORS DAYS\*

All visitors to Maine spent

# 72,500,200

days in Maine throughout 2023, up 3.9% from  
2022



\*Visitor days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.

# ROOM NIGHTS

Visitors to Maine generated

# 12,263,300

nights in Maine accommodations throughout  
2023, up 1.0% from 2022





# JOBS SUPPORTED

Visitors to Maine supported

# 131,000

jobs throughout Maine in 2023, up 5.6% from 2022\*



\* 2022 figure has been updated due to revised IMPLAN models.

# WAGES GENERATED

Visitors to Maine supported

**\$5,732,328,400**

in wages paid to Maine employees in 2023,  
up 5.3% from 2022\*



\* 2022 figure has been updated due to revised IMPLAN models.

# VISITORS SUPPORT JOBS

Every

**117**

visitors supports a job in Maine



# HOUSEHOLD SAVINGS

Visitors to Maine saved local households

**\$2,467**

in state and local taxes in 2023



# LODGING METRICS\*

Occupancy Rate

**54.0%**

- 3.8% from 2022

Average Daily Rate

**\$189.06**

- 4.4% from 2022

Revenue per Available Room

**\$102.09**

- 8.0% from 2022

\*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.  
More units were available in 2023.

# VISITOR JOURNEY: PRE-VISIT

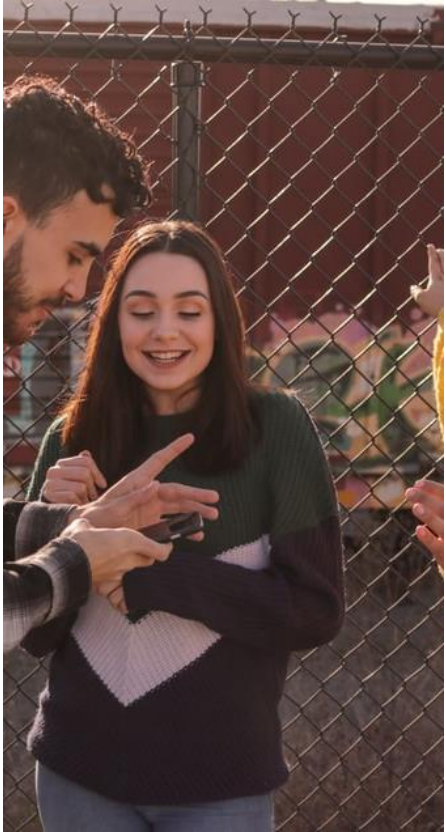


# TRIP PLANNING CYCLE

- » 72% of visitors started planning their trip a month or more in advance of their trip
- » 37% of visitors have a booking window of more than 3 months



# TOP TRIP PLANNING SOURCES\*



37% Advice from family/friends



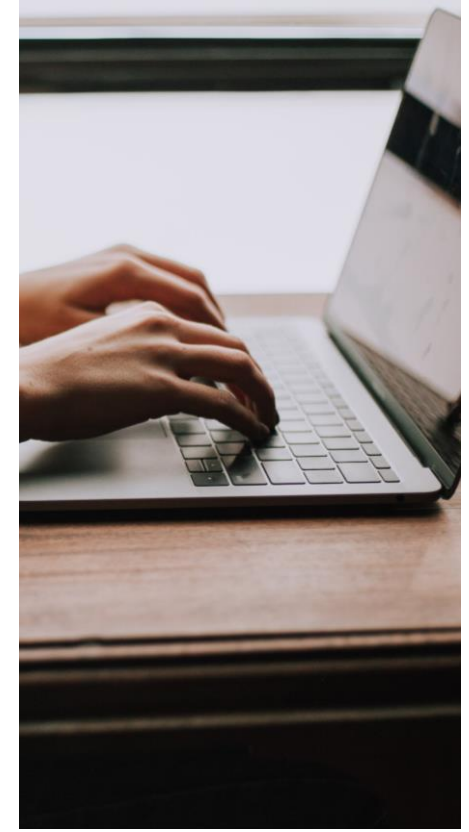
31% Online search engines



18% VisitMaine.com



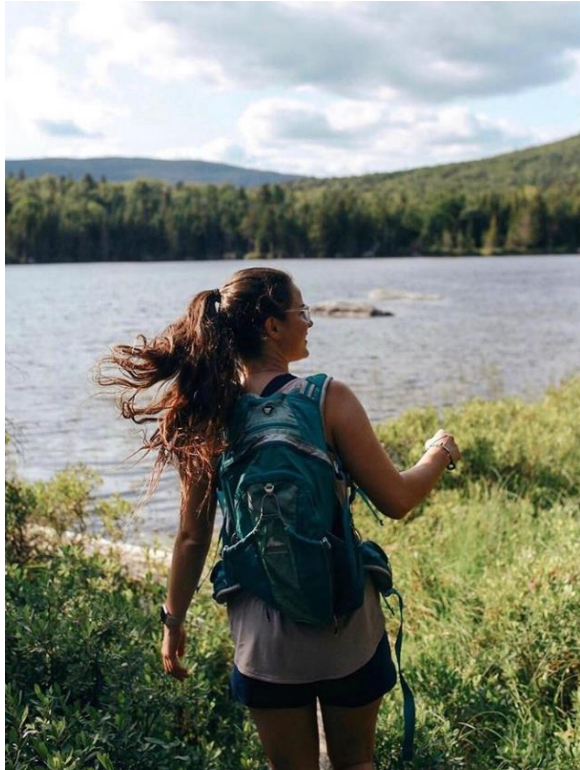
18% Online travel agency



17% Hotel websites



# TOP REASONS FOR VISITING\*



33% Relax and unwind



32% Sightseeing and touring



28% Visit friends/family



19% Nature and bird watching

# TV SHOWS & FILM\*

- » 4% of visitors said a TV show or film inspired their tip to Maine
- » 35% of visitors who were inspired by a TV show/film visiting a location of a TV show/film was one of the activities they engaged in



\*Questions were not asked until January 2023.

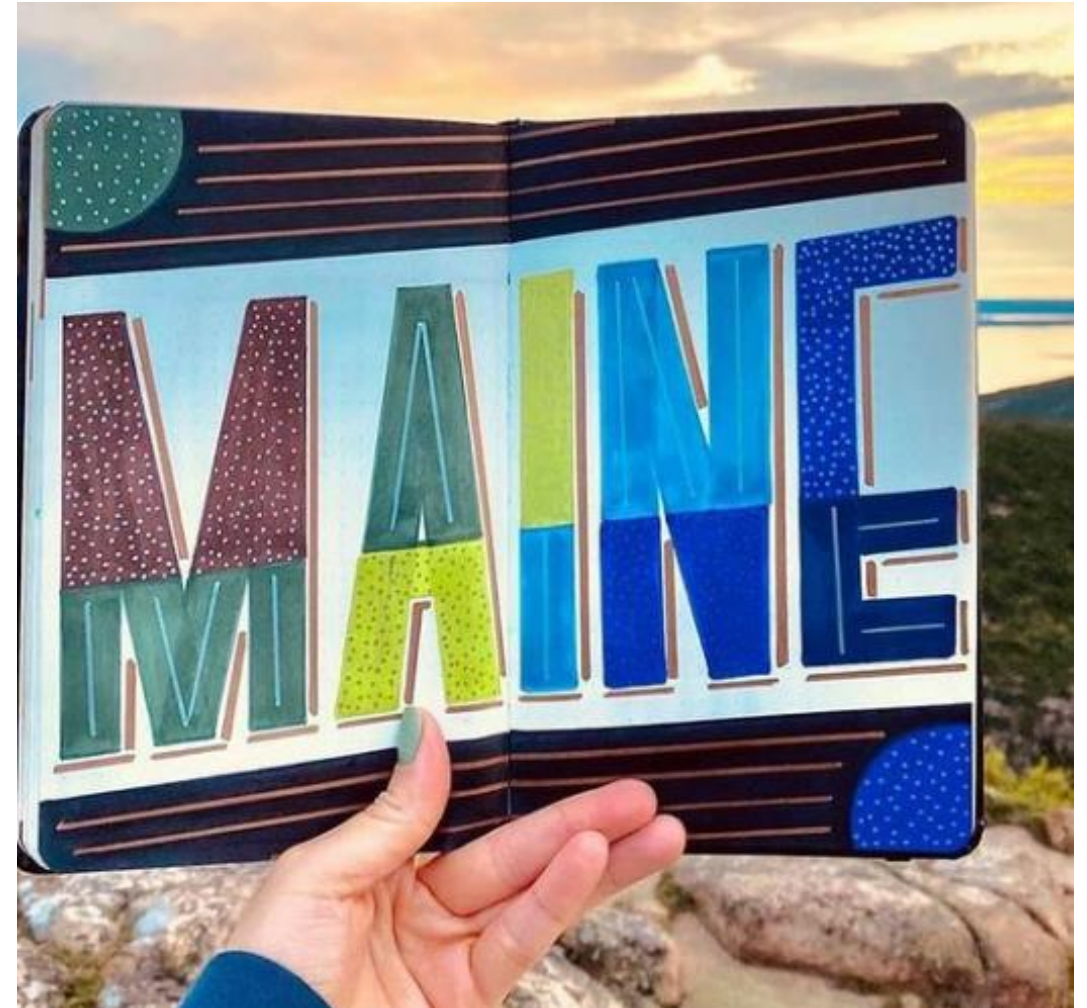
# CONSIDERING MAINE AS A DESTINATION

- » Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips (-2% points from 2022)
- » Nearly **1 in 5** visitors considered visiting New Hampshire while planning their trips
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



# PRE-TRIP EXPOSURE TO ADVERTISING

- » Nearly **half** of visitors noticed advertising or promotions for Maine prior to their trip (+2% points from 2022)
- » This information influenced **27% of all** visitors to visit Maine (-1% point from 2022)



# TOP SOURCES OF ADVERTISING EXPOSURE\*

Base: 49% of visitors who noticed advertising



51% Social media



33% Internet

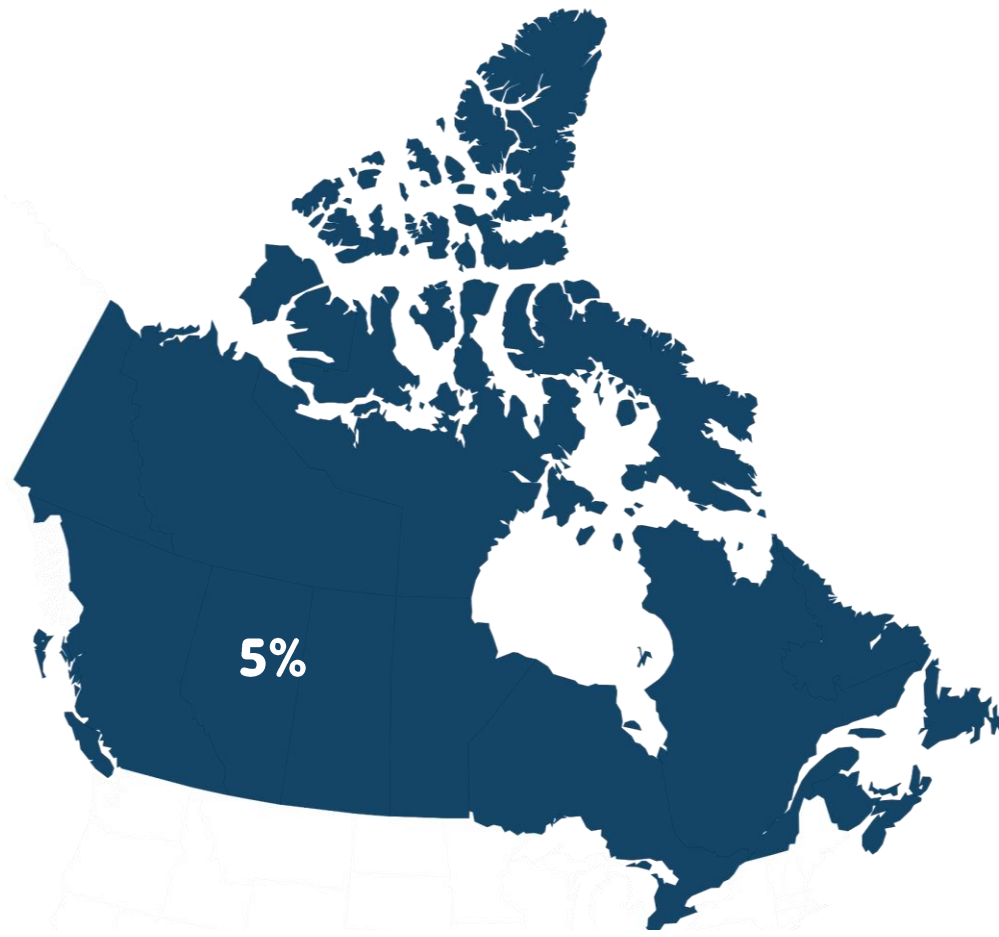
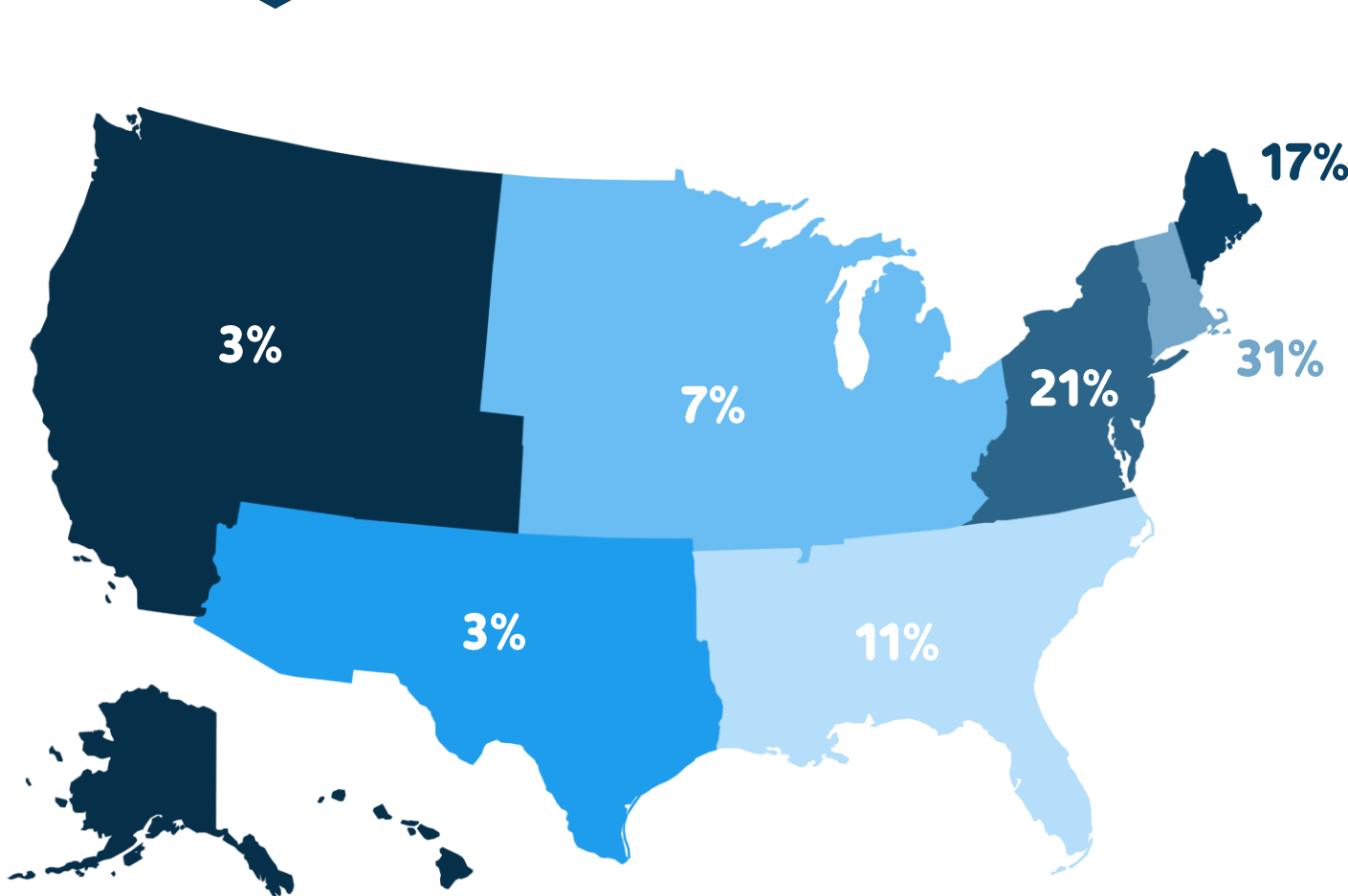


23% Magazine

# VISITOR JOURNEY: TRAVELER PROFILE



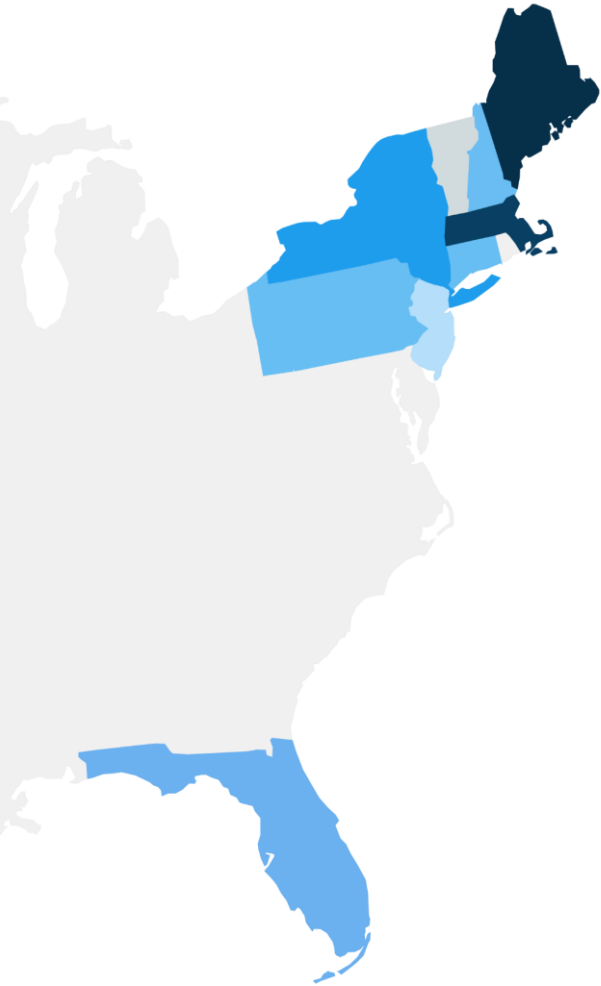
# REGIONS OF ORIGIN



2% of visitors came from outside of the United States and Canada.

5% of visitors came from Canada.

# TOP ORIGIN STATES & PROVINCES



# 64%

of visitors traveled from 8 U.S. states, including from other regions of Maine.

- |    |                 |   |                |
|----|-----------------|---|----------------|
| 17 | % Maine         | 5 | % Florida      |
| 15 | % Massachusetts | 5 | % Connecticut  |
| 8  | % New York      | 4 | % Pennsylvania |
| 7  | % New Hampshire | 4 | % New Jersey   |



# TOP ORIGIN MARKETS



9% Boston



7% New York City<sup>1</sup>



3% Washington DC – Baltimore<sup>2</sup>

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

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

# TRAVEL PARTIES

The typical Maine visitor traveled with **2.9** people in their visitor party



**17%** visitors traveled with at least one person under the age of 18 in their travel party



# DEMOGRAPHIC PROFILE

- » The typical Maine visitor:
  - » Is 52 years old<sup>1</sup>
  - » Is white – 89%



<sup>1</sup>Median age.

# VISITOR PROFILE

» The typical Maine visitor:

- » Is 52 years old<sup>1</sup>
- » Is white – 89%
- » Is a college graduate – 79%
- » Is married/in a domestic partnership – 78%
- » Is employed full-time – 56%
- » Has an annual household income<sup>1</sup> of \$95,500



<sup>1</sup>Median household income.

# NEW & RETURNING VISITORS

- » 19% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 36% had previously traveled in Maine more than 10 times



# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

- » Maine is a drive-market for most visitors, with **82%** choosing to travel by car over plane, motor coach/bus, or train (-3% points from 2022)
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



# NIGHTS STAYED

- » **81%** of visitors stayed one or more nights in Maine on their trip (+3% points from 2022)
- » Typical visitors stayed **4.8\*** nights in Maine on their trips



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



# TOP ACCOMMODATIONS



30%  
Hotel/motel/resort



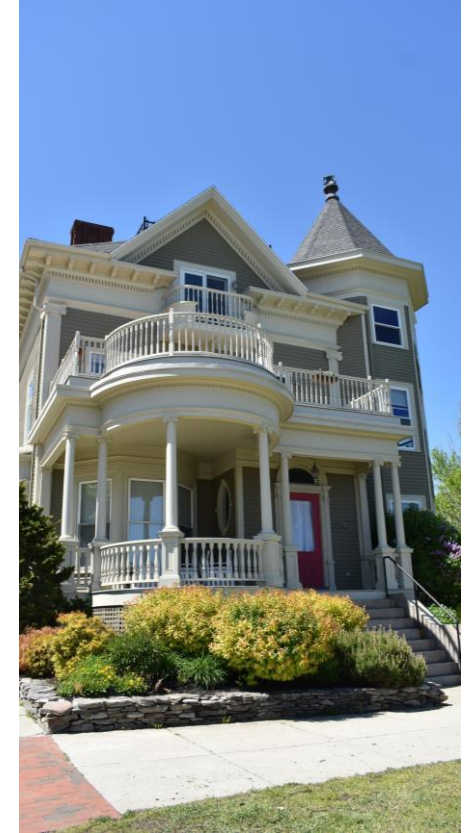
19% Did not stay  
overnight



19% Friends/family  
home



10% Vacation rental  
home



9% Personal second  
home

# TOP IN-MARKET VISITOR RESOURCES\*



**45%** Navigation website/apps (e.g., Google or Apple Maps, etc.)



**27%** Restaurant website/app



**23%** Visitor information center

# TOP VISITOR ACTIVITIES\*



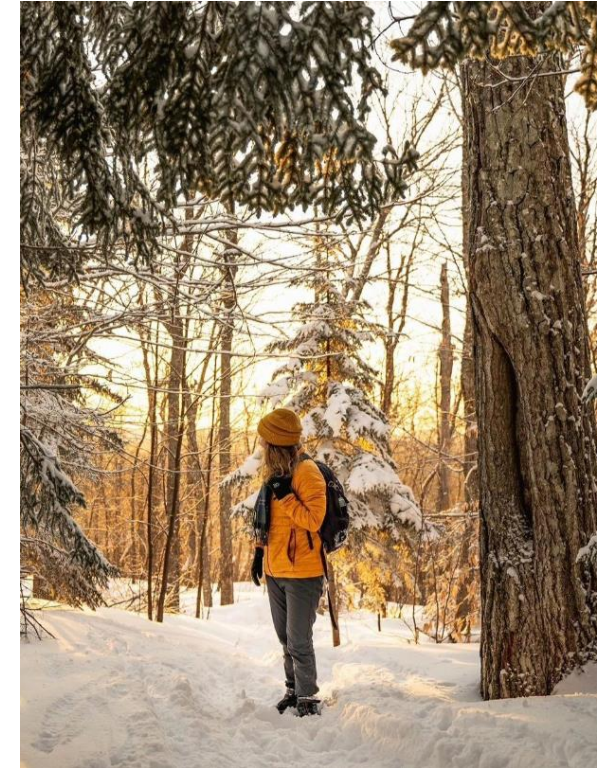
73%  
Food/beverage/culinary



54% Touring/sightseeing



52% Shopping



39% Active outdoor activities

# VISITING OTHER STATES & PROVINCES

- » 2 in 3 visitors did not visit any other U.S. state or Canadian province during their trip
- » Nearly 1 in 5 visitors went to New Hampshire during their trip to Maine
- » 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

- » Over **half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+2% points from 2022)
- » **35%** of visitors visited the Midcoast & Islands in addition to their primary destination within Maine



# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 96% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 73% would definitely recommend



# LIKELIHOOD OF RETURNING TO MAINE

- » 94% of visitors will return to Maine for a future visit or vacation
- » 75% 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
- » Over 3 in 5 visitors were very satisfied with their trip to Maine



# OVERCROWDING

- » 49% of visitors thought the number of visitors during their trip to Maine was fine
- » 27% of visitors thought it was a little overcrowded



# UNIQUENESS

“Maine has amazing and beautiful wildlife and natural places to explore and visit and planning sleeping accommodations is so easy when you arrive that much planning ahead of time isn't required!!! The national parks and recreation are absolutely phenomenal!”



“I think that Maine as a whole welcomes tourists with a lot of warmth, a lot of friendliness and all activities are well organized to provide them unforgettable vacations. Maine shows charisma for tourists.”



“An environment of peace, security, happiness, tranquility, and friendship that you won't find in all the other states.”



# DETAILED FINDINGS



# VISITOR JOURNEY: IMPACT OF TOURISM



# KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	2023	Δ% from '22
Number of Visitors	15,601,800	15,363,600	15,267,000	- 0.6%
Visitor Days*	63,313,500	69,769,800	72,500,200	+ 3.9%
Room nights generated	10,247,600	12,138,100	12,263,300	+ 1.0%
Direct expenditures	\$7,853,094,700	\$8,644,145,000	\$9,066,613,300	+ 4.9%
<b>Total economic impact</b>	<b>\$14,451,155,200</b>	<b>\$15,851,046,200</b>	<b>\$16,356,981,700</b>	<b>+ 3.2%</b>

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

# NUMBER OF VISITORS

Visitors	2021	2022	2023	Δ% from '22
Out-of-State Visitors	12,609,900	12,423,900	12,606,400	+1.5%
Maine Residents	2,991,900	2,939,700	2,660,600	- 9.5%
Total Visitors	15,601,800	15,363,600	15,267,000	- 0.6%

# EMPLOYMENT IMPACTS

Maine Jobs	2021	2022	2023	Δ% from '22
Jobs generated (direct)	86,900*	87,200*	92,200	+ 5.7%
Total employment impact	126,300*	124,100*	131,000	+ 5.6%

Maine Wages	2021	2022	2023	Δ% from '22
Wages paid (direct)	\$3,206,464,700*	\$3,320,530,400*	\$3,499,231,900	+ 5.4%
Total impact on wages	\$5,365,368,500*	\$5,442,008,900*	\$5,732,328,400	+ 5.3%

\*2021 and 2022 figures have been updated due to revised IMPLAN models.



# RETURN ON INVESTMENT

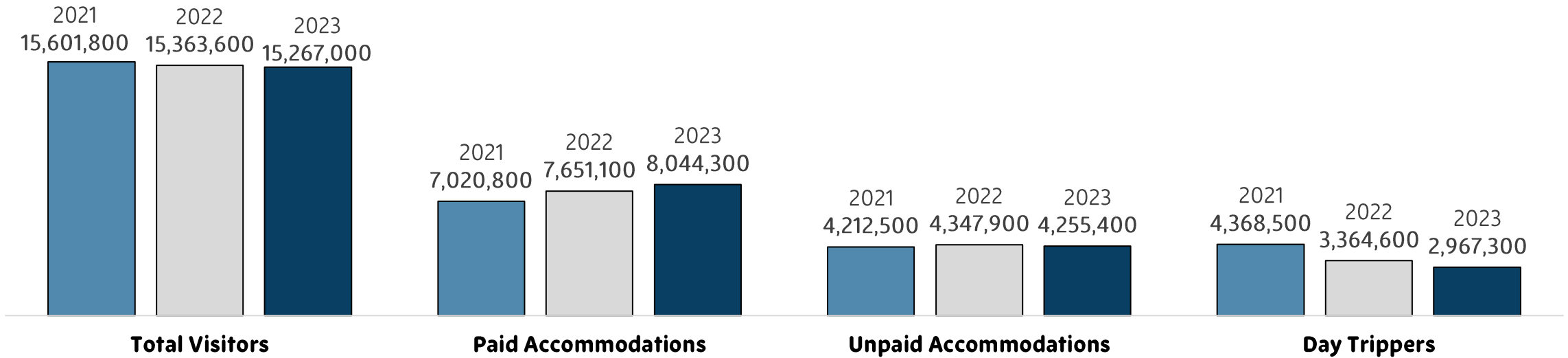
Return on Investment	2021	2022	2023
Visitors per job supported	124*	124*	117
Tax savings per household	\$2,050	\$2,172	\$2,467

\*2021 and 2022 figures have been updated due to revised IMPLAN models.

# LODGING METRICS

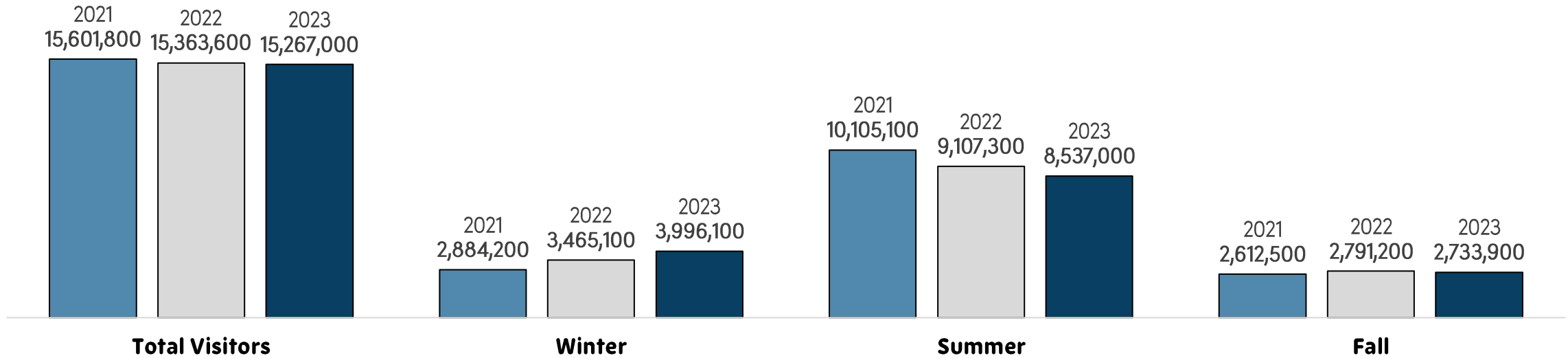
Lodging Metrics	2021	2022	2023	Δ% from '22
Occupancy Rate (%)	49.4%	56.1%	54%	- 3.8%
Average Daily Rate	\$146.32	\$197.84	\$189.06	- 4.4%
RevPAR	\$72.28	\$110.99	\$102.11	- 8.0%
Total Lodging Revenue	\$1,874,899,800	\$2,145,627,000	\$2,189,525,700	+ 2.0%

# VISITOR TYPE



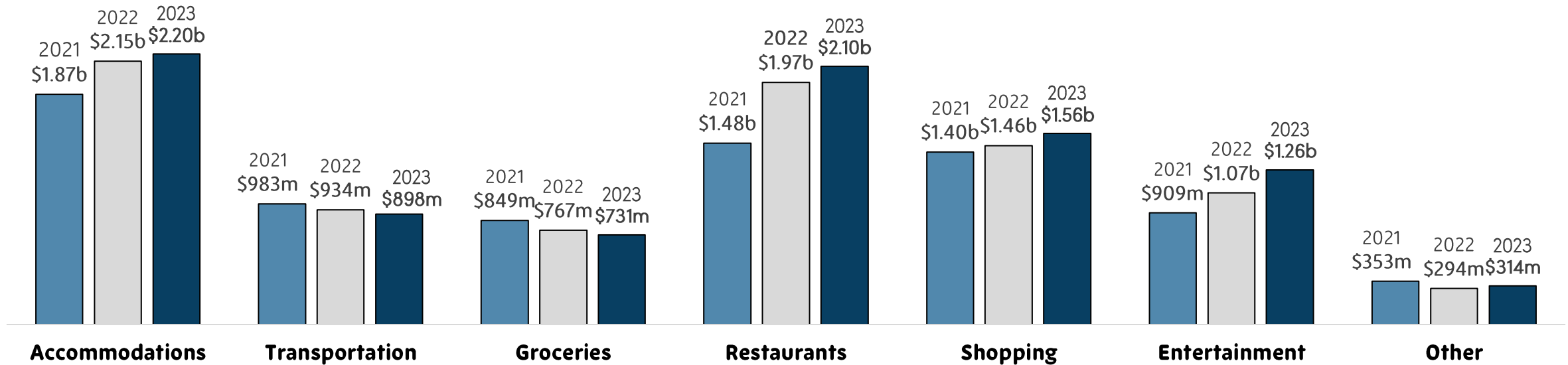
Visitor Type	2021	2022	2023	Δ% from '22
Paid Accommodations	7,020,800	7,651,100	8,044,300	+ 5.1%
Unpaid Accommodations	4,212,500	4,347,900	4,255,400	- 2.1%
Day Trippers	4,368,500	3,364,600	2,967,300	- 11.8%
Total Visitors	15,601,800	15,363,600	15,267,000	- 0.6%

# VISITORS BY SEASON



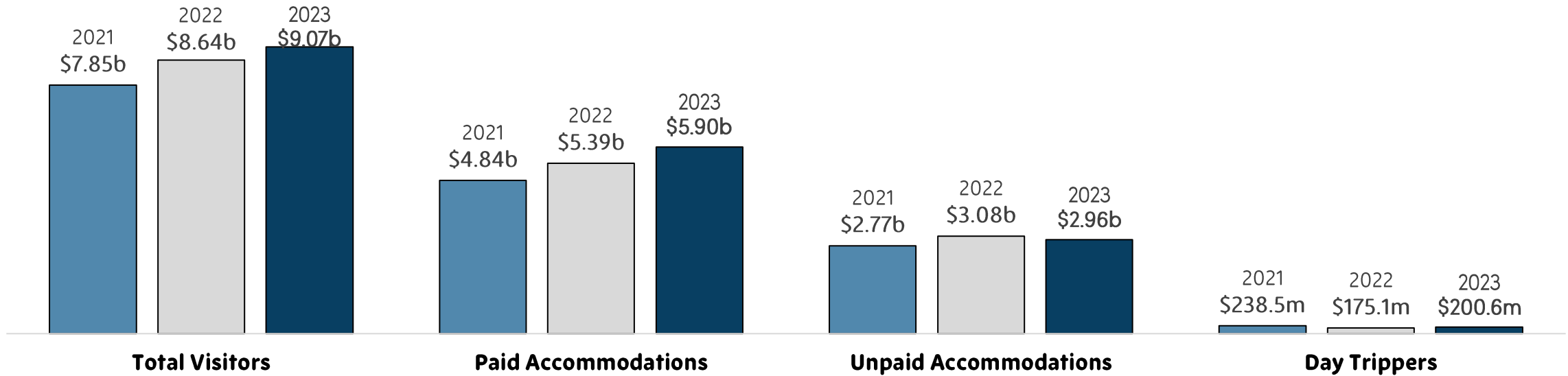
Season	2021	2022	2023	Δ% from '22
Winter	2,884,200	3,465,100	3,996,100	+ 15.3%
Summer	10,105,100	9,107,300	8,537,000	- 6.3%
Fall	2,612,500	2,791,200	2,733,900	- 2.1%
Total Visitors	15,601,800	15,363,600	15,267,000	- 0.6%

# DIRECT SPENDING BY CATEGORY



Spending	2021	2022	2023	Δ% from '22
Accommodations	\$1,874,899,800	\$2,145,627,000	\$2,204,380,500	+ 2.7%
Transportation	\$982,932,100	\$934,373,400	\$898,320,100	- 3.9%
Groceries	\$849,218,100	\$767,326,300	\$731,313,600	- 4.7%
Restaurants	\$1,479,077,500	\$1,972,353,200	\$2,102,869,500	+ 6.6%
Shopping	\$1,404,976,300	\$1,458,303,100	\$1,555,630,000	+ 6.7%
Entertainment	\$908,595,300	\$1,072,157,000	\$1,260,061,200	+ 17.5%
Other	\$353,395,600	\$294,005,000	\$314,038,400	+ 6.8%
<b>Total Spending</b>	<b>\$7,853,094,700</b>	<b>\$8,644,145,000</b>	<b>\$9,066,613,300</b>	<b>+ 4.9%</b>

# DIRECT SPENDING BY VISITOR TYPE



Visitor Type	2021	2022	2023	Δ% from '21
Paid Accommodations	\$4,840,069,000	\$5,385,929,500	\$5,902,480,100	+ 9.6%
Unpaid Accommodations	\$2,774,505,700	\$3,083,103,300	\$2,963,497,800	- 3.9%
Day Trippers	\$238,520,000	\$175,112,200	\$200,635,400	+ 14.6%
Total Spending	\$7,853,094,700	\$8,644,145,000	\$9,066,613,300	+ 4.9%

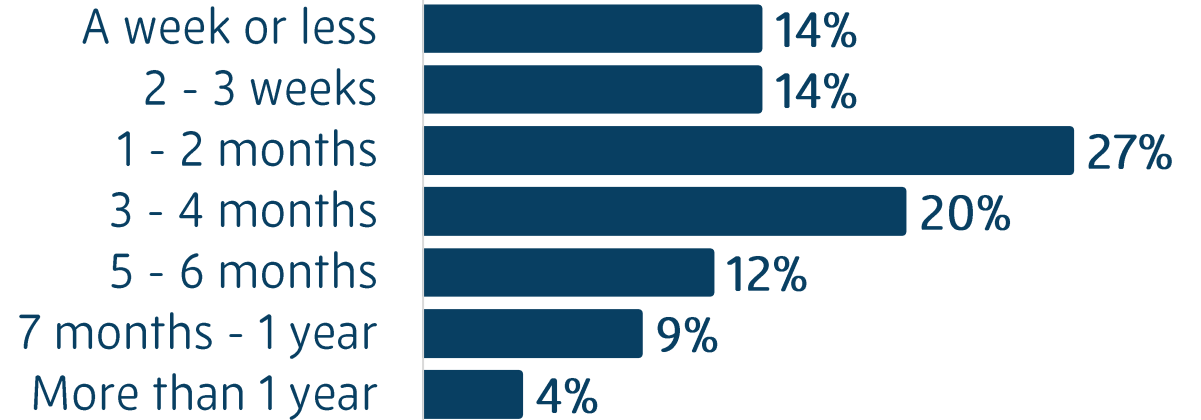
# VISITOR JOURNEY: PRE-VISIT



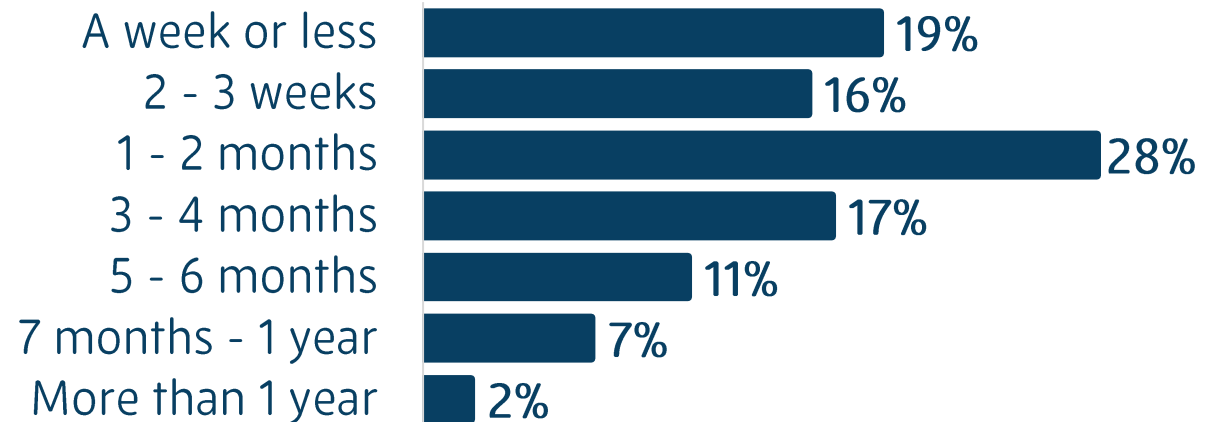
# TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **54 days** in advance (+3 days from 2022)
- » **72%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **46 days** in advance (+3 days from 2022)
- » **37%** of visitors have a booking window of more than 3 months

## Beginning of Trip Planning Cycle



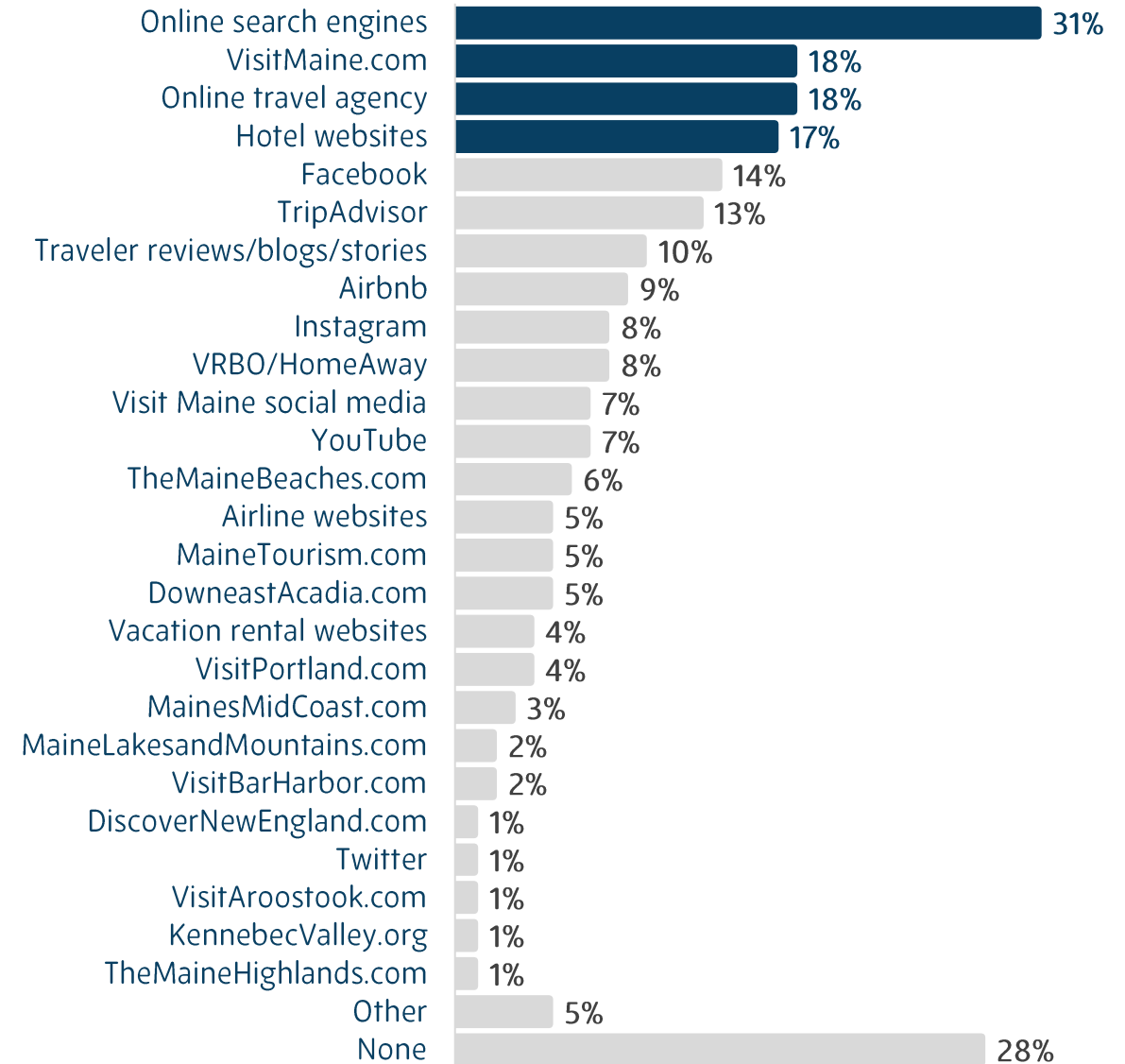
## Booked Accommodations/Made Trip Decisions





# ONLINE TRIP PLANNING SOURCES\*

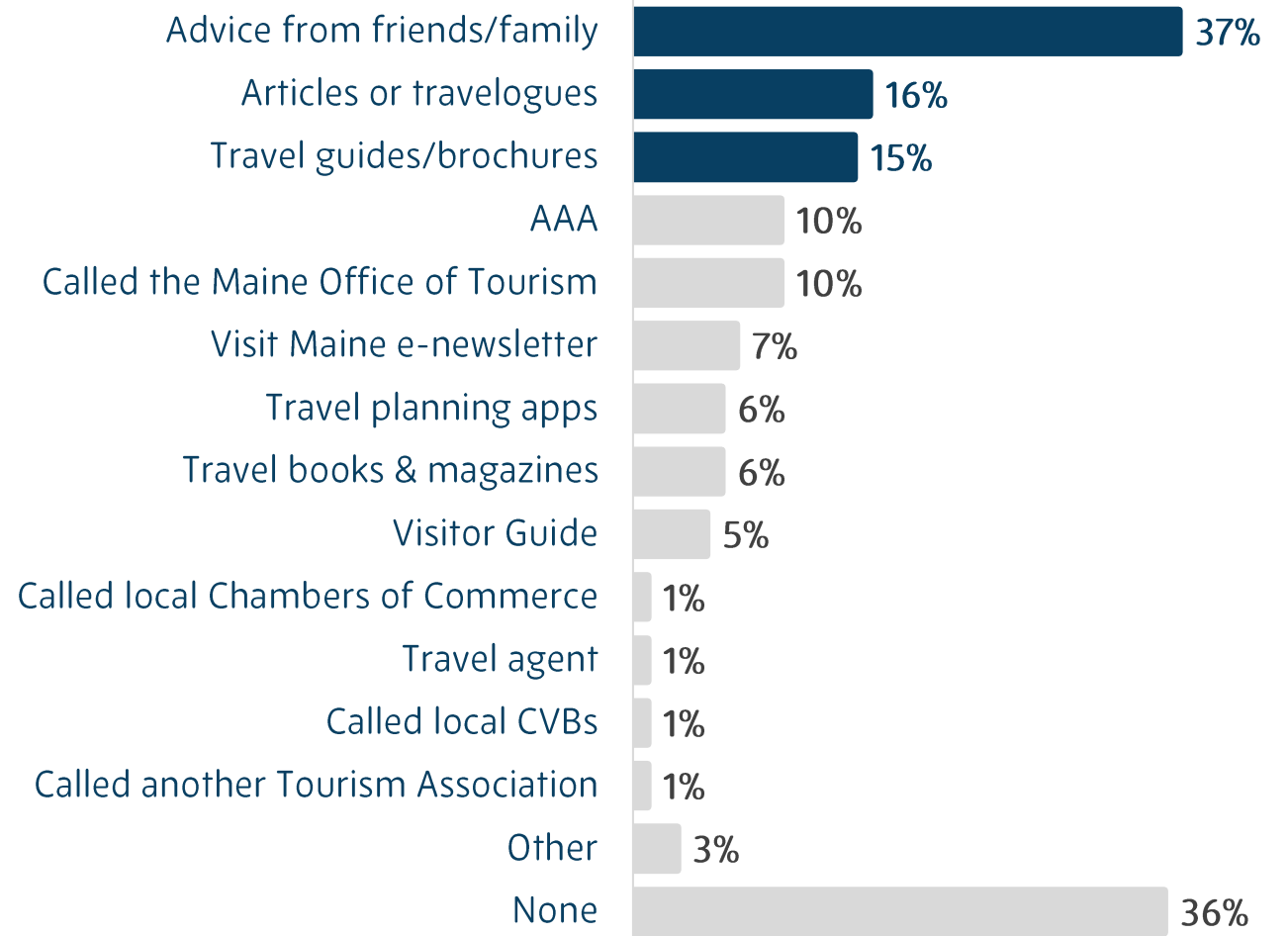
- » Over **7 in 10** visitors used one or more online resources to help them plan their trip in Maine
- » Over **3 in 10** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Nearly **1 in 5** visitors used VisitMaine.com (+3% points from 2022)



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

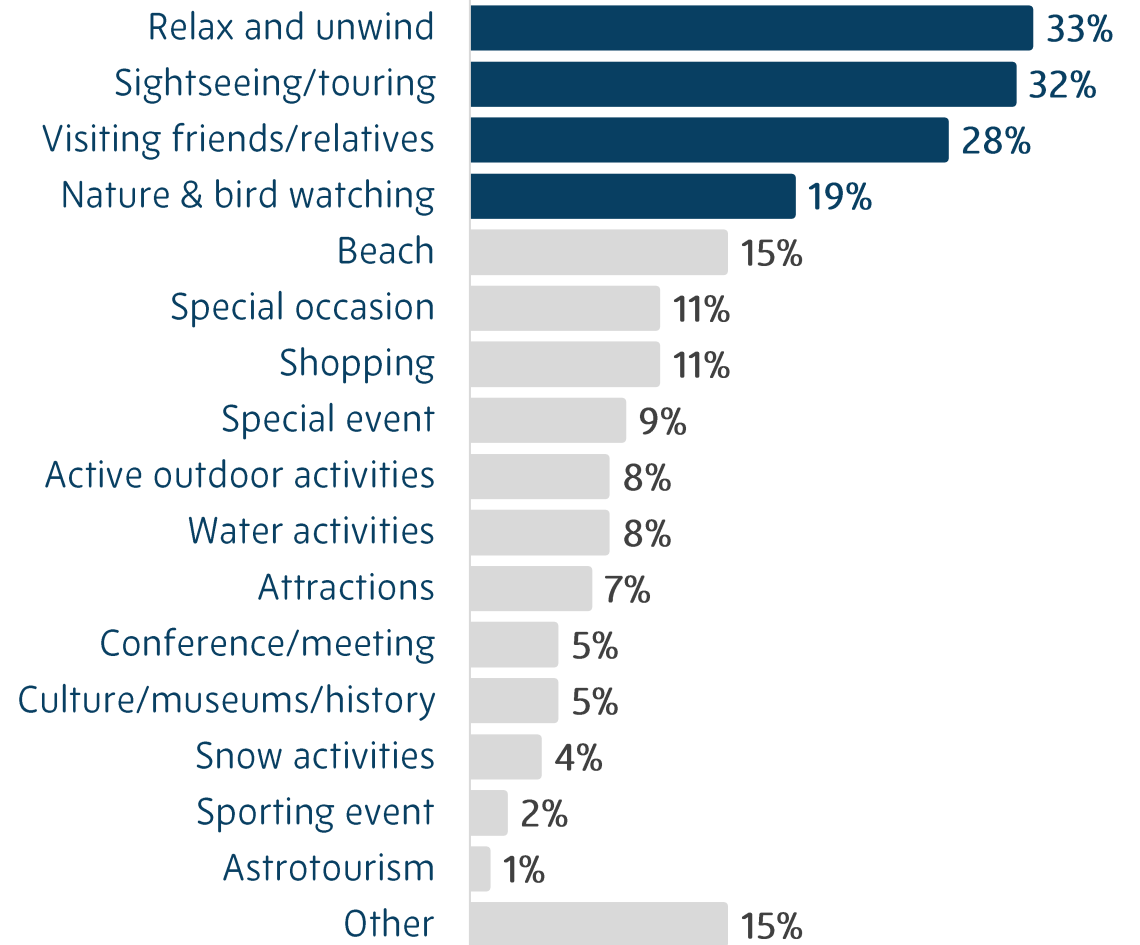
- » Nearly **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » About **1 in 6** visitors used articles/travelogues and travel guides/brochures to help plan their trip in Maine
- » Nearly **2 in 5** visitors did not use any other resources to help them plan their trip in Maine



\*Multiple responses permitted.

# REASONS FOR VISITING\*

» 1 in 3 visitors came to Maine to relax/unwind and for sightseeing/touring



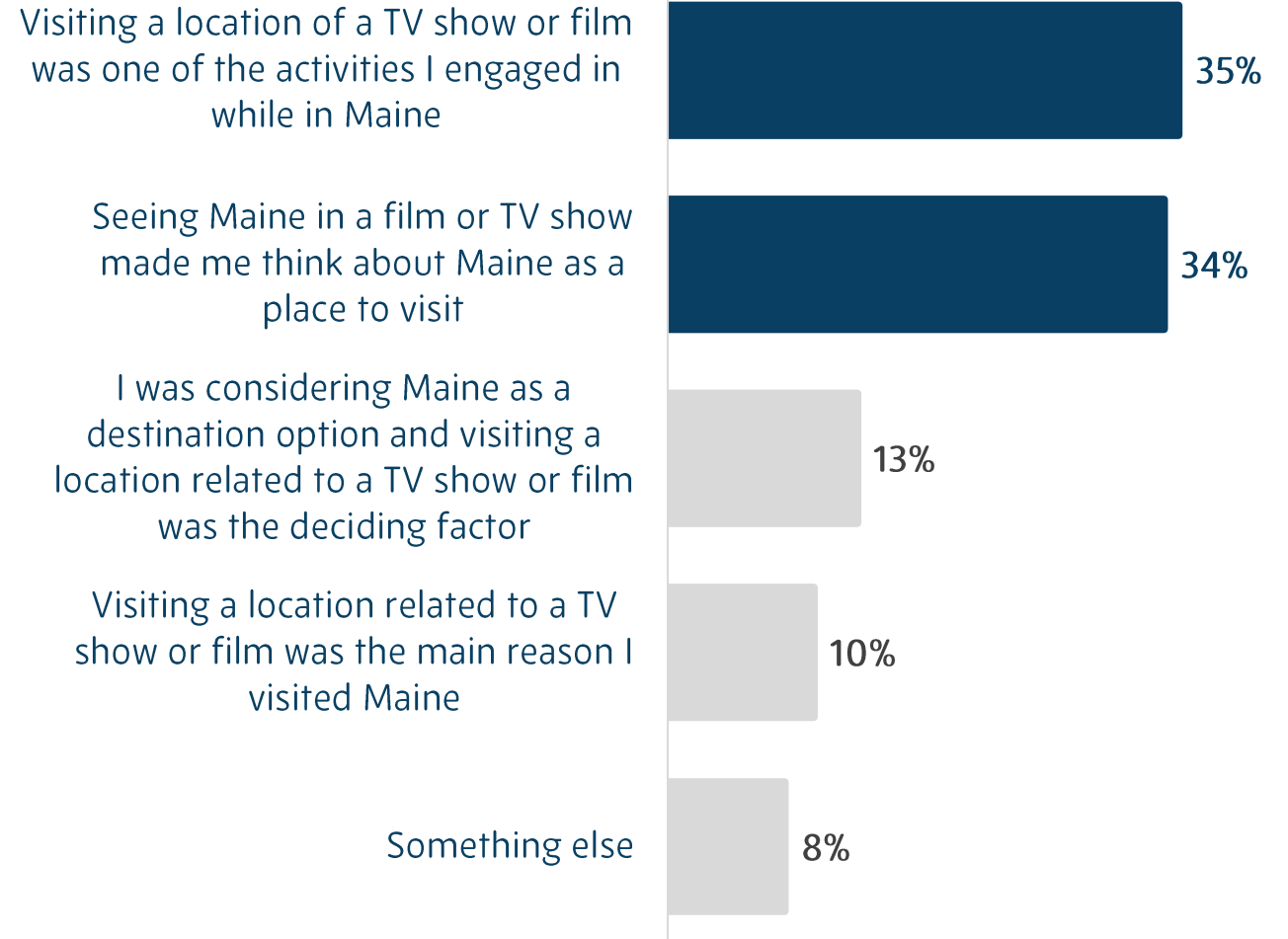
\*Multiple responses permitted.

\*\*Other reasons include coming to eat the seafood, to visit Acadia National Park, to prep home for the Winter, or for house/apt hunting.

# TV SHOWS & FILM\*

- » 4% of visitors said a TV show or film inspired their tip to Maine
- » 35% of visitors who were inspired by a TV show or film said visiting a location of a TV show/film was one of the activities they engaged in
- » 5% of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

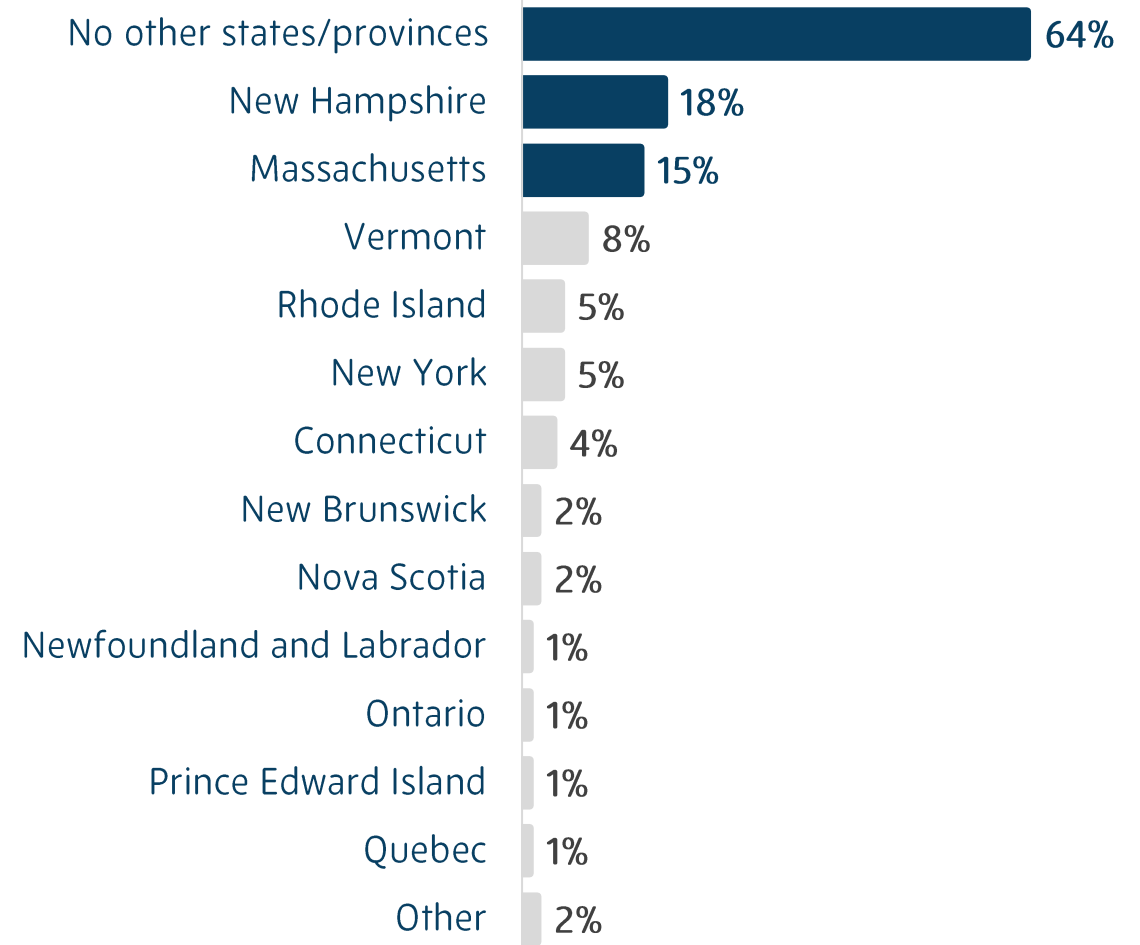
Base: 4% of visitors who were inspired by a TV show or film



\*Questions were not asked until January 2023.

# OTHER STATES & PROVINCES CONSIDERED\*

- » Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips (-2% points from 2022)
- » Nearly **1 in 5** visitors considered visiting New Hampshire while planning their trips
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces

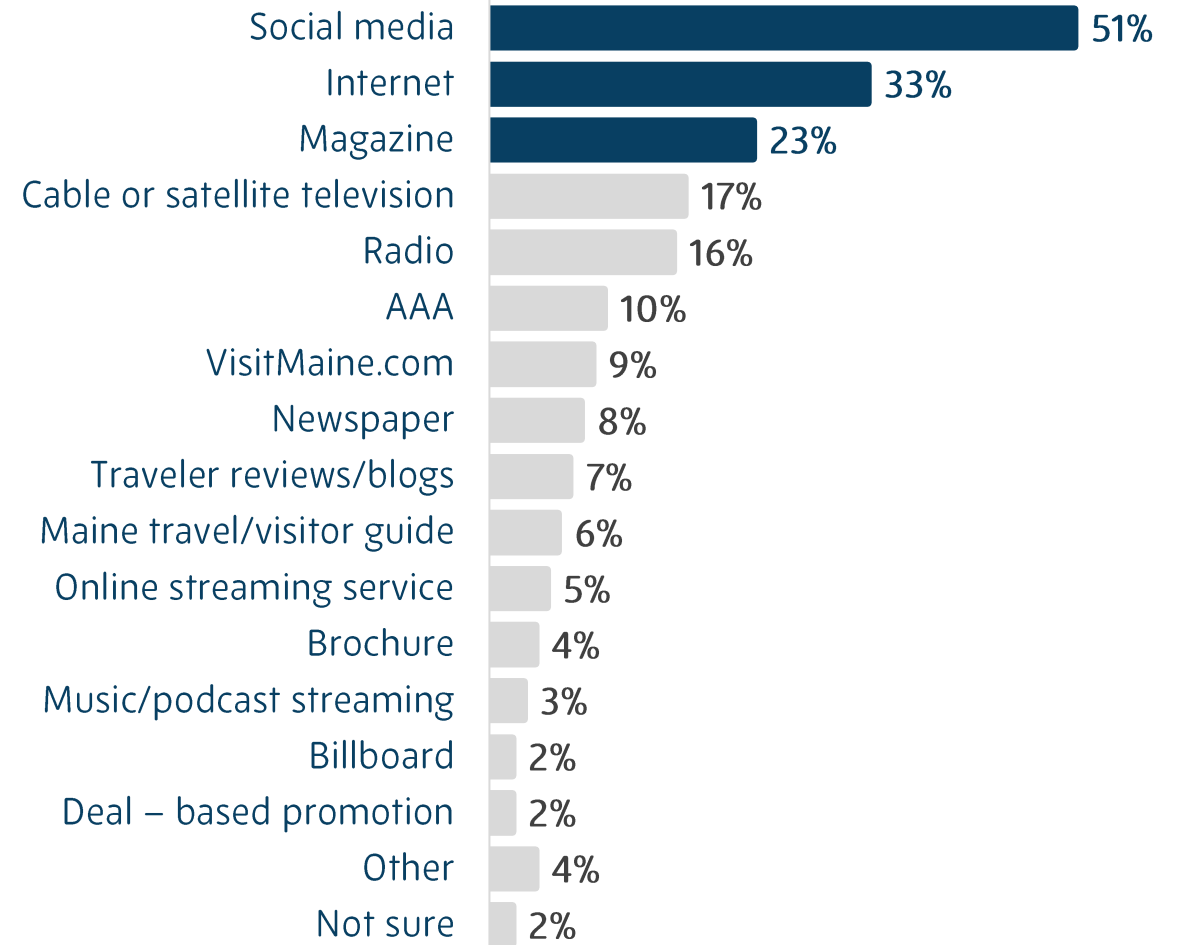


\*Multiple responses permitted.

# PRE-TRIP RECALL OF ADVERTISING\*

- » Nearly **half** of visitors noticed advertising or promotions for Maine prior to their trip (+2% points from 2022)
- » Visitors who recalled this advertising primarily saw it on social media (+12% points from 2022), the internet (-2% points from 2022), or a magazine (+2% points from 2022)
- » This information influenced **27% of all** visitors to visit Maine (-1% point from 2022)

Base: 49% of visitors who noticed advertising

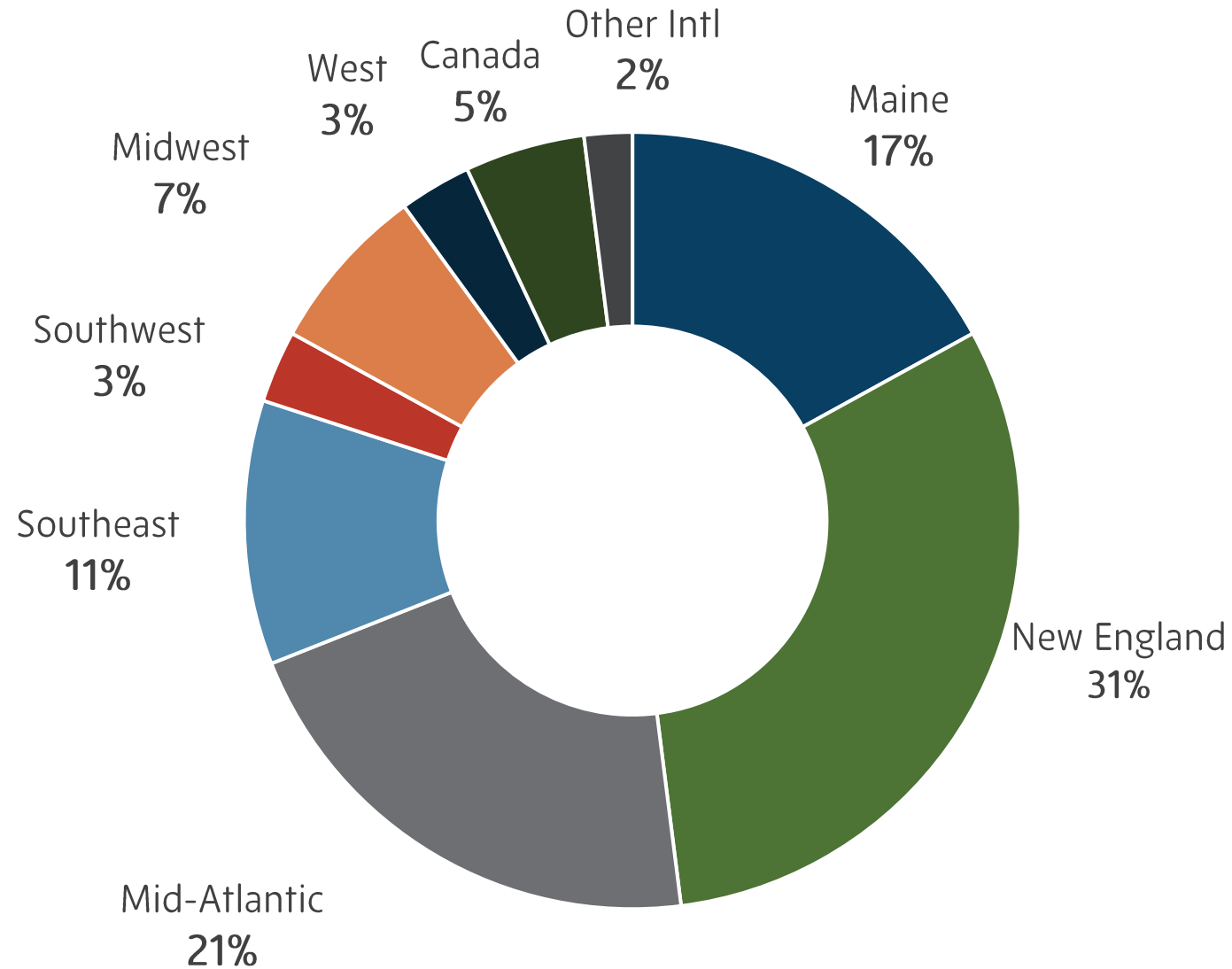


\*Multiple responses permitted.

# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS





# TOP ORIGIN STATES & PROVINCES

- » **86%** of visitors traveled to/within Maine from these 18 U.S. states and Canadian provinces
- » **1 in 6** visitors were residents of Maine traveling throughout the state (-2% points from 2022)

State	Percent
Maine	17%
Massachusetts	15%
New York	8%
New Hampshire	7%
Connecticut	5%
Florida	5%
New Jersey	4%
Pennsylvania	4%
Vermont	3%
California	2%
Georgia	2%
Maryland	2%
North Carolina	2%
Ohio	2%
Texas	2%
Virginia	2%
New Brunswick	2%
Quebec	2%

# TOP ORIGIN MARKETS

- » Over **1 in 3** visitors traveled from these 16 U.S. markets
- » **16%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	9%
New York City <sup>1</sup>	7%
Washington DC - Baltimore <sup>2</sup>	3%
Portland	2%
Philadelphia	2%
Providence, RI	2%
Augusta	1%
Albany	1%
Auburn - Lewiston	1%
Bangor	1%
Rochester - Portsmouth, NH	1%
Atlanta	1%
Waterville	1%
Manchester, NH	1%
Chicago	1%
Hartford, CT	1%

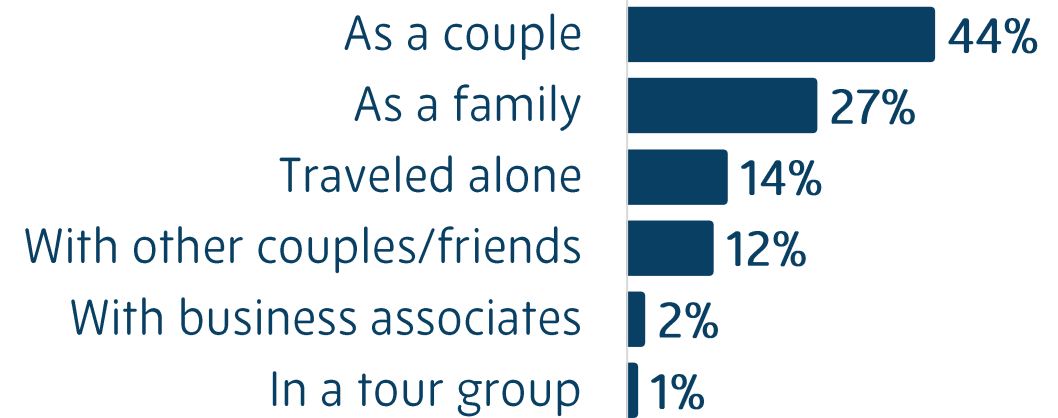
<sup>1</sup>Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

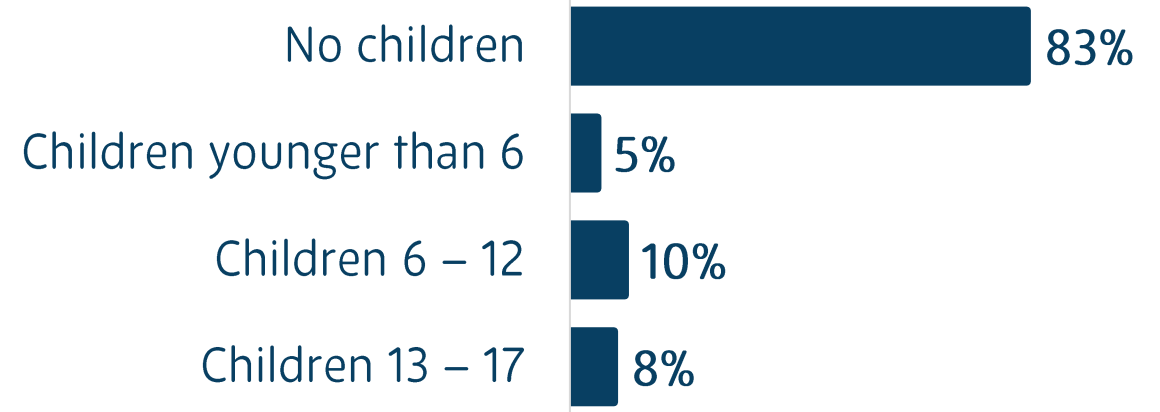
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.9** people
- » Over **2 in 5** visitors traveled as a couple
- » Over **1 in 4** traveled as a family
- » **17%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



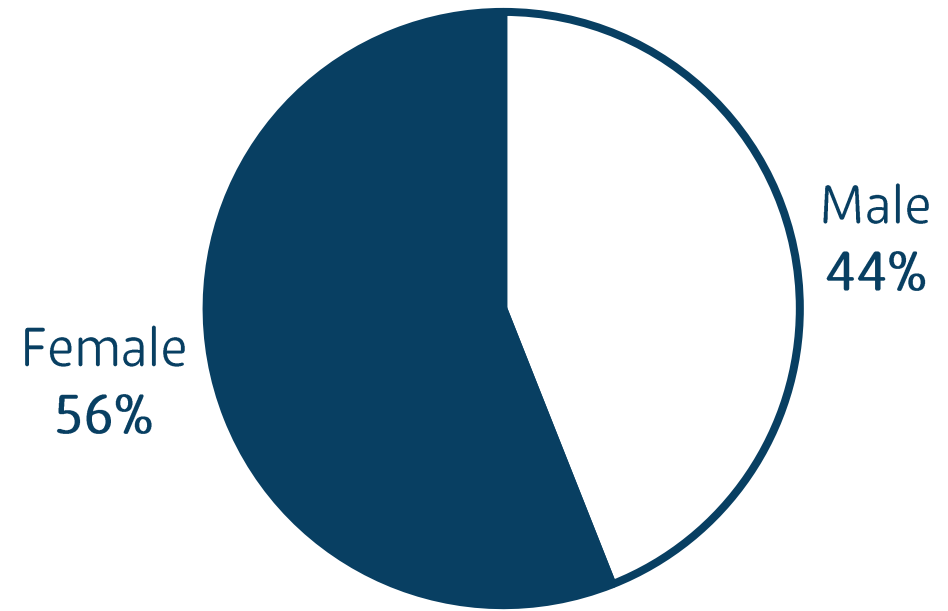
## Children in Travel Party\*



\*Multiple responses permitted.

# GENDER\*

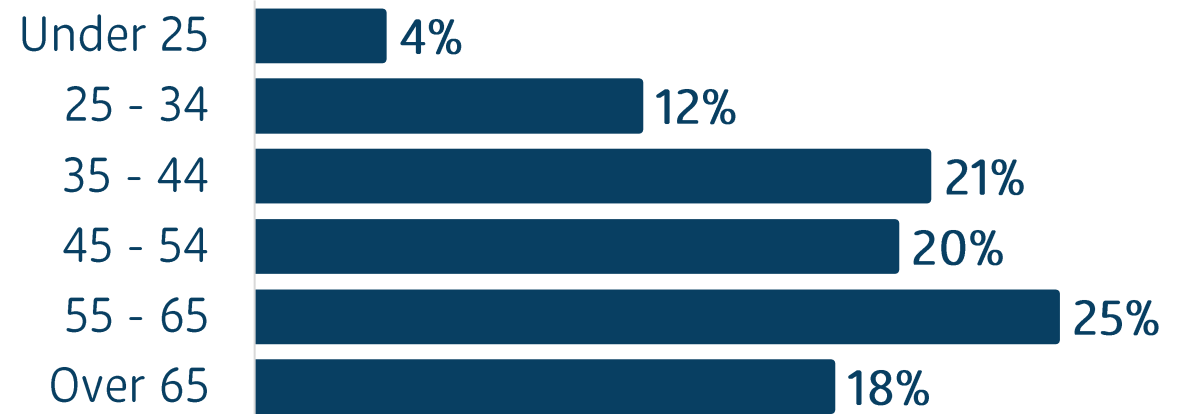
» Nearly **3 in 5** visitors to Maine interviewed were females



\*May be influenced by willingness to complete the survey on behalf of the travel party.

# AGE

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



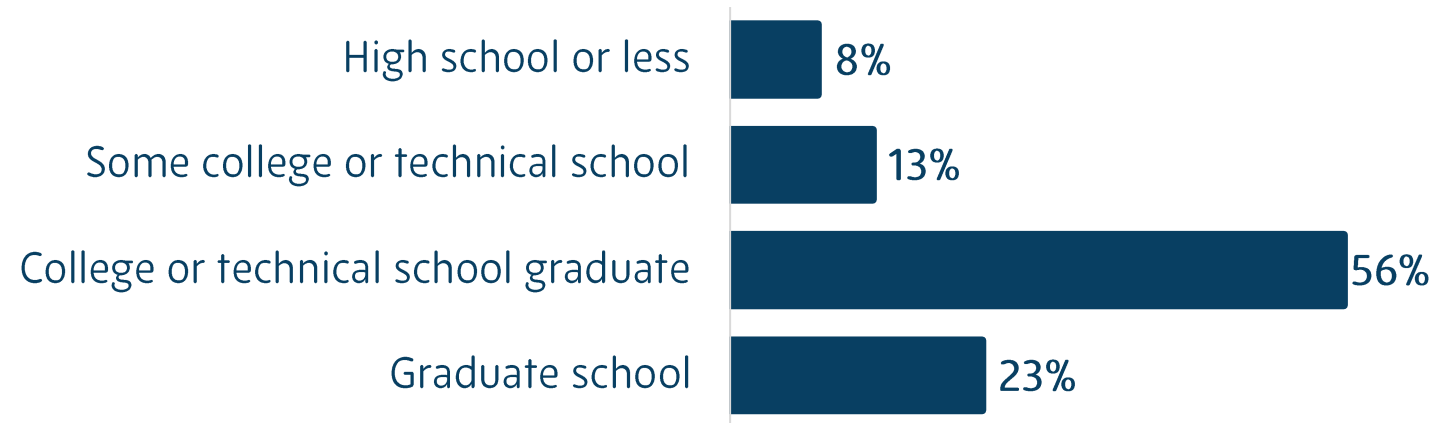
# RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



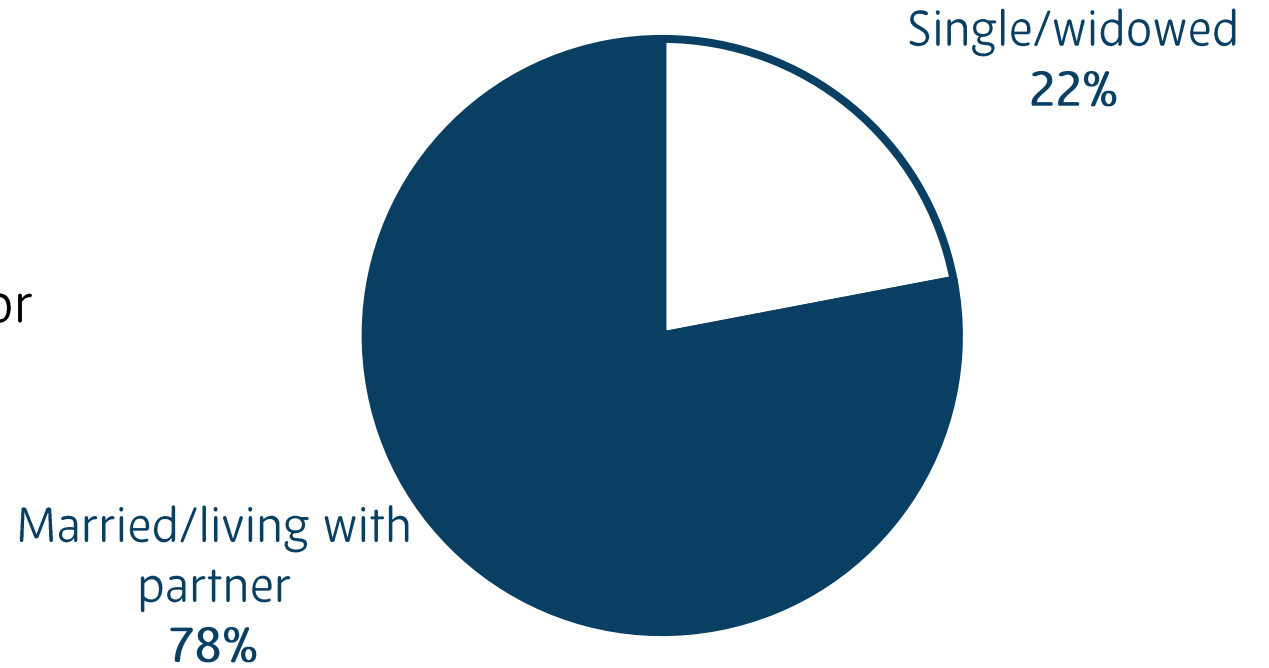
# EDUCATIONAL ATTAINMENT

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



# MARITAL STATUS

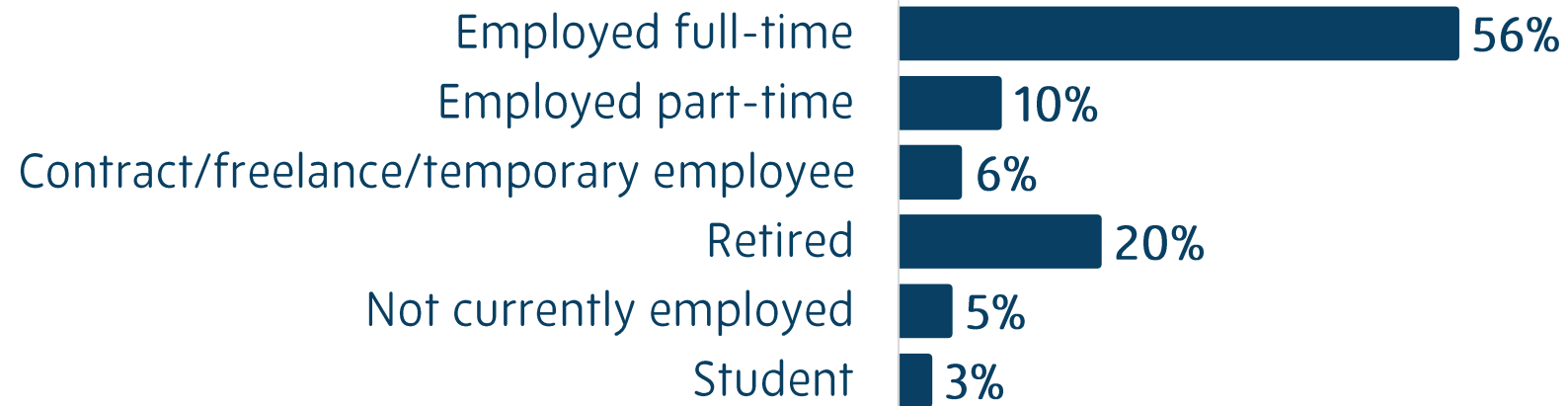
» Nearly **4 in 5** visitors to Maine were married or living with their partner





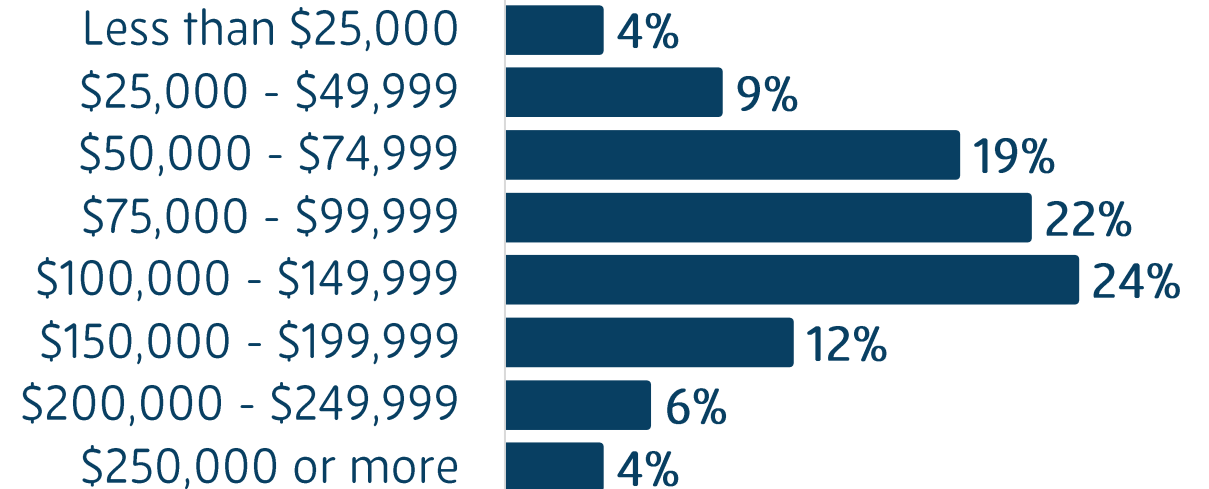
# EMPLOYMENT STATUS

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



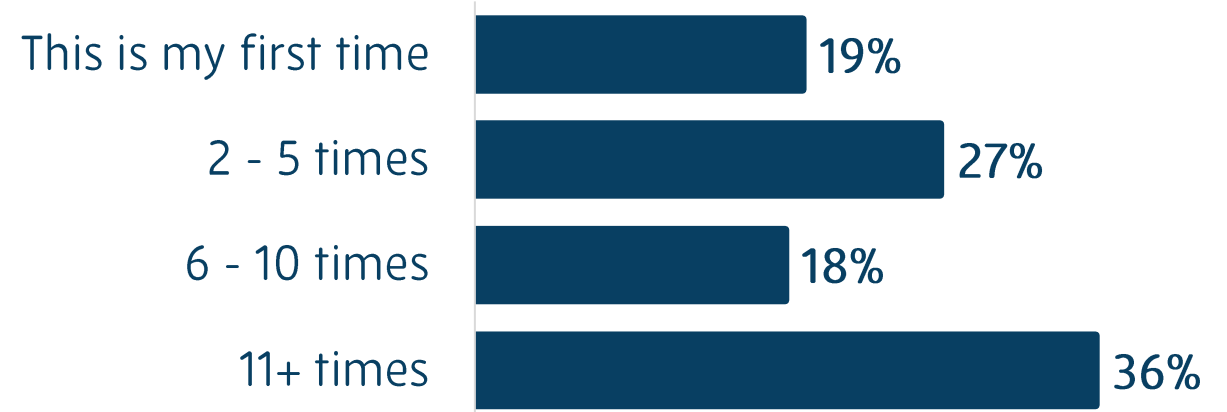
# HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$95,500** per year
- » **22%** of visitors to Maine earned more than \$150,000 per year



# NEW & RETURNING VISITORS

- » **19%** of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as **36%** had previously traveled in Maine more than 10 times

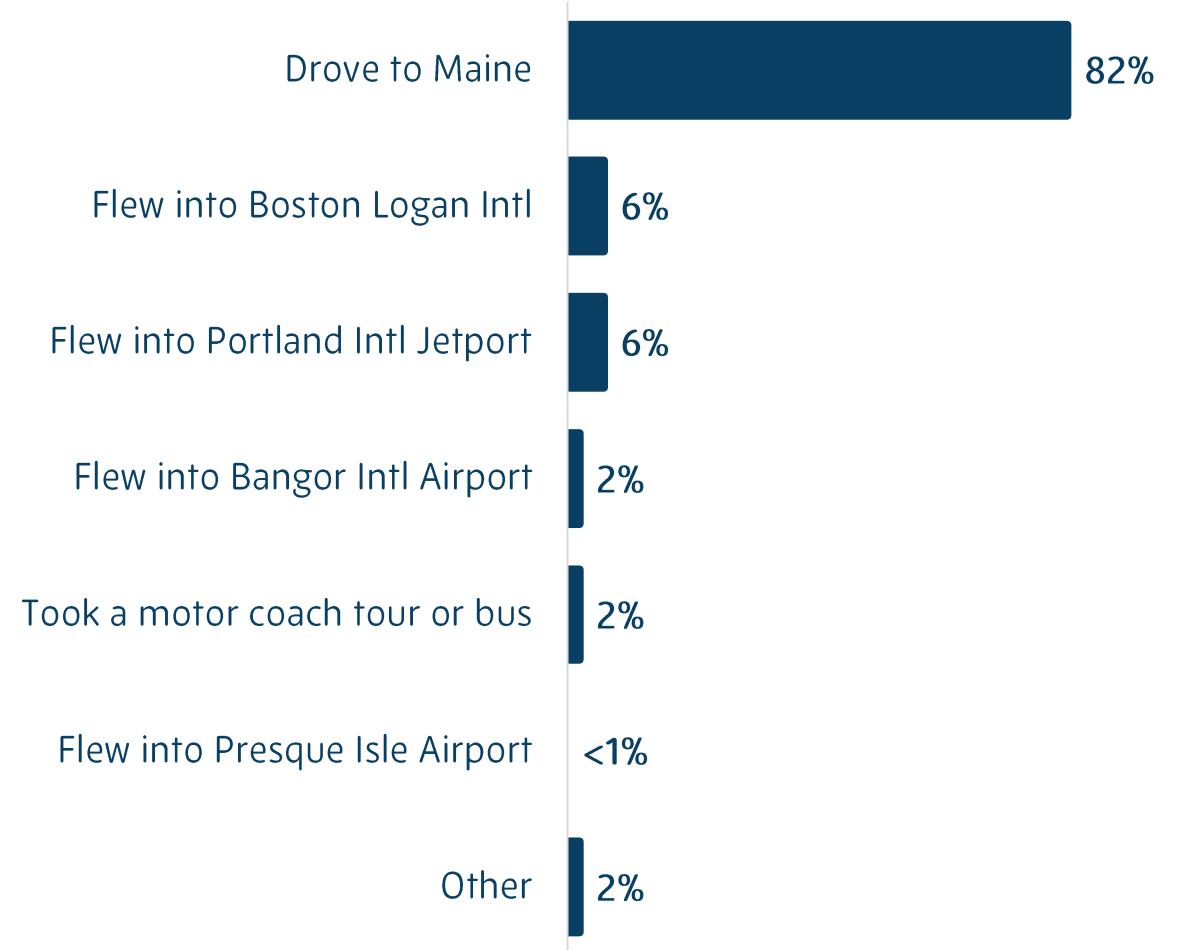


# VISITOR JOURNEY : TRIP EXPERIENCE



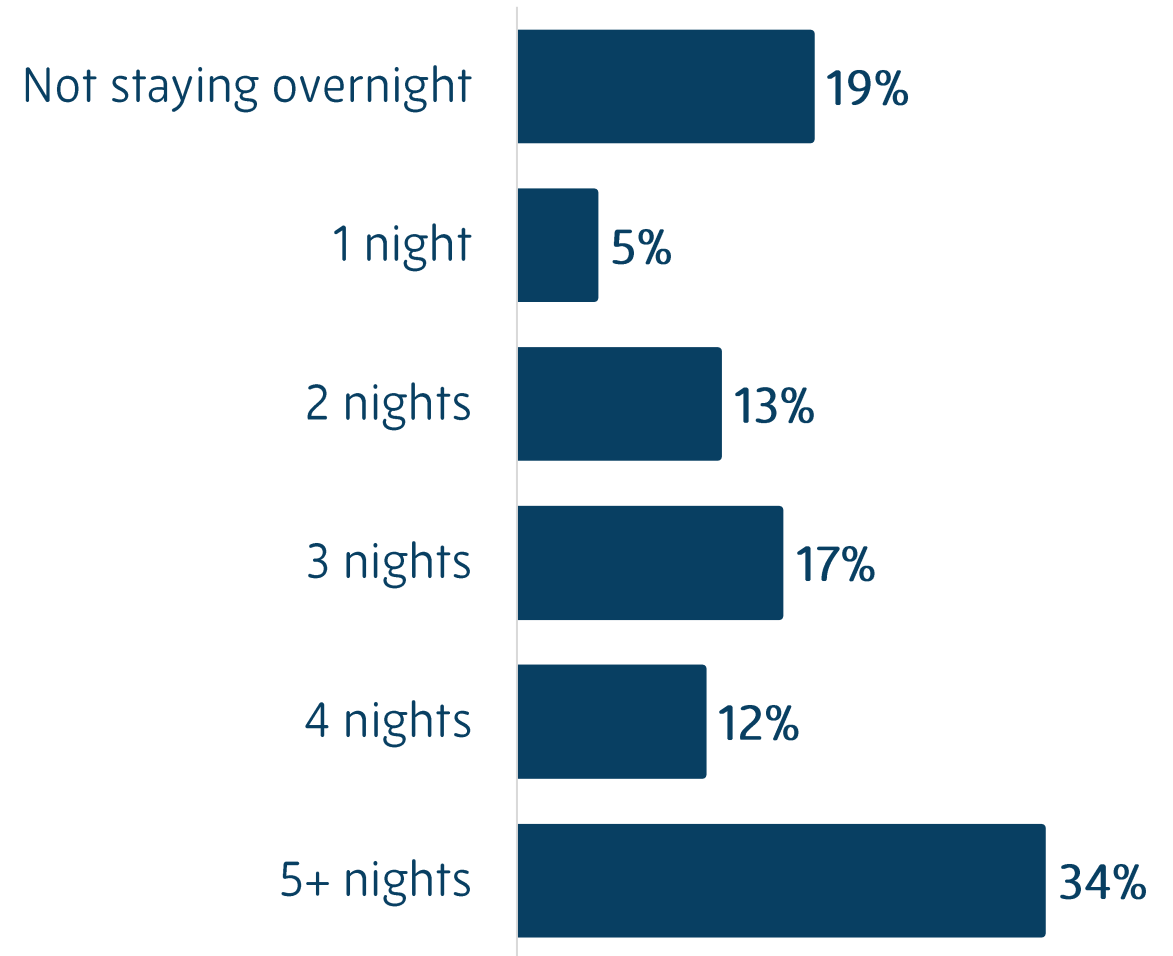
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **82%** choosing to travel by car over plane, motor coach/bus, or train (-3% points from 2022)
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



# NIGHTS STAYED

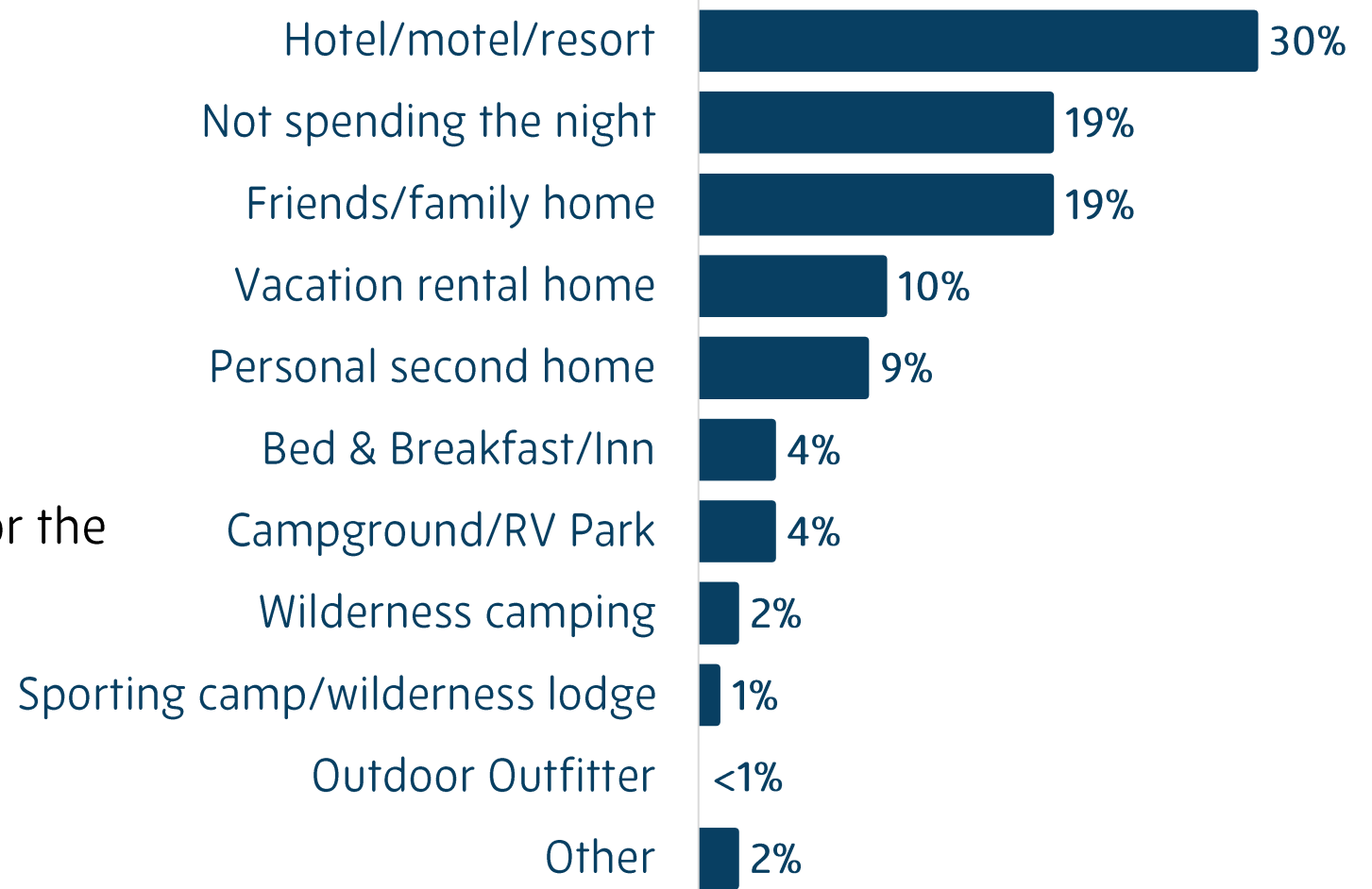
- » **81%** of visitors stayed one or more nights in Maine on their trip (+3% points from 2022)
- » Typical visitors stayed **4.8\*** nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed **4.6** nights in Maine on their trips



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

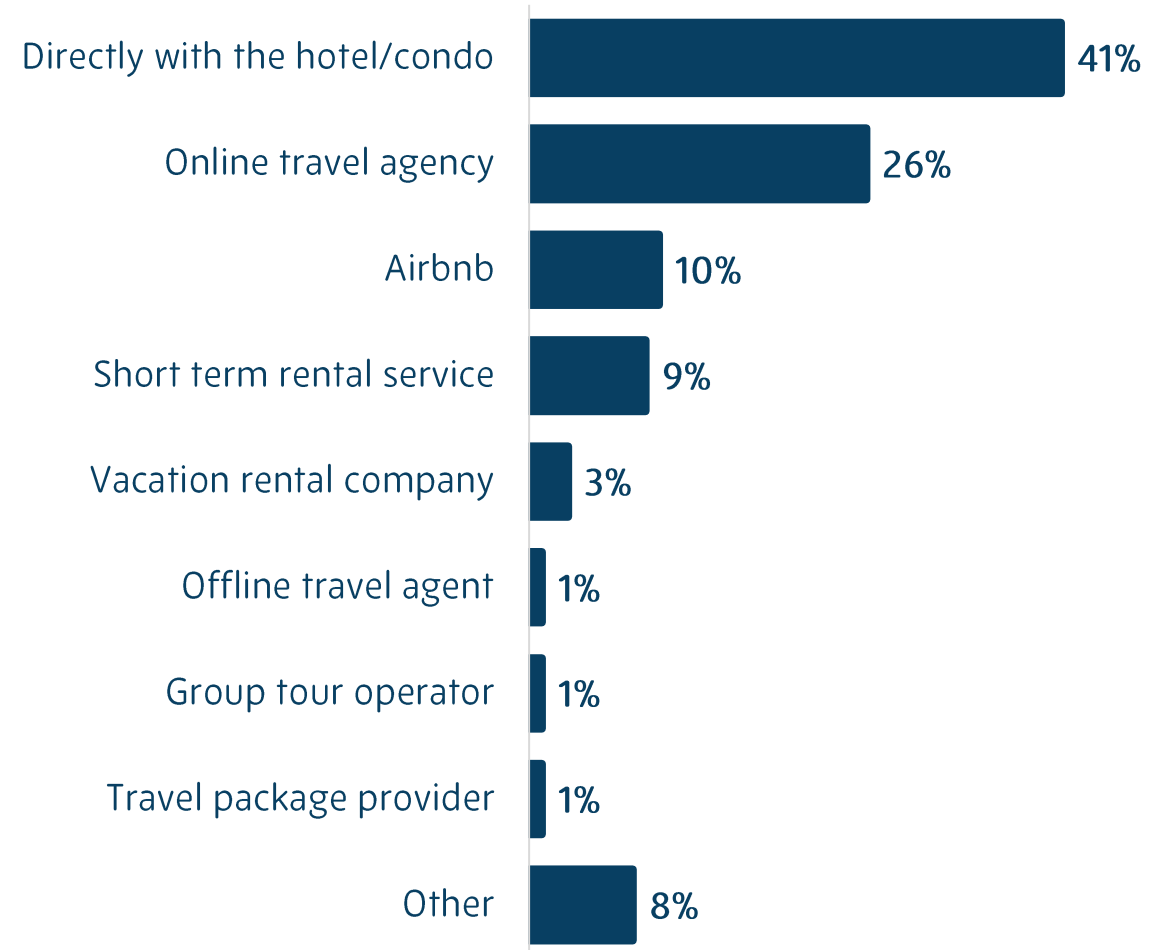
# ACCOMMODATIONS

- » 3 in 10 visitors stayed overnight at a hotel/motel/resort
- » About 1 in 5 visitors were just visiting for the day or staying with friends/family



# BOOKING METHODS

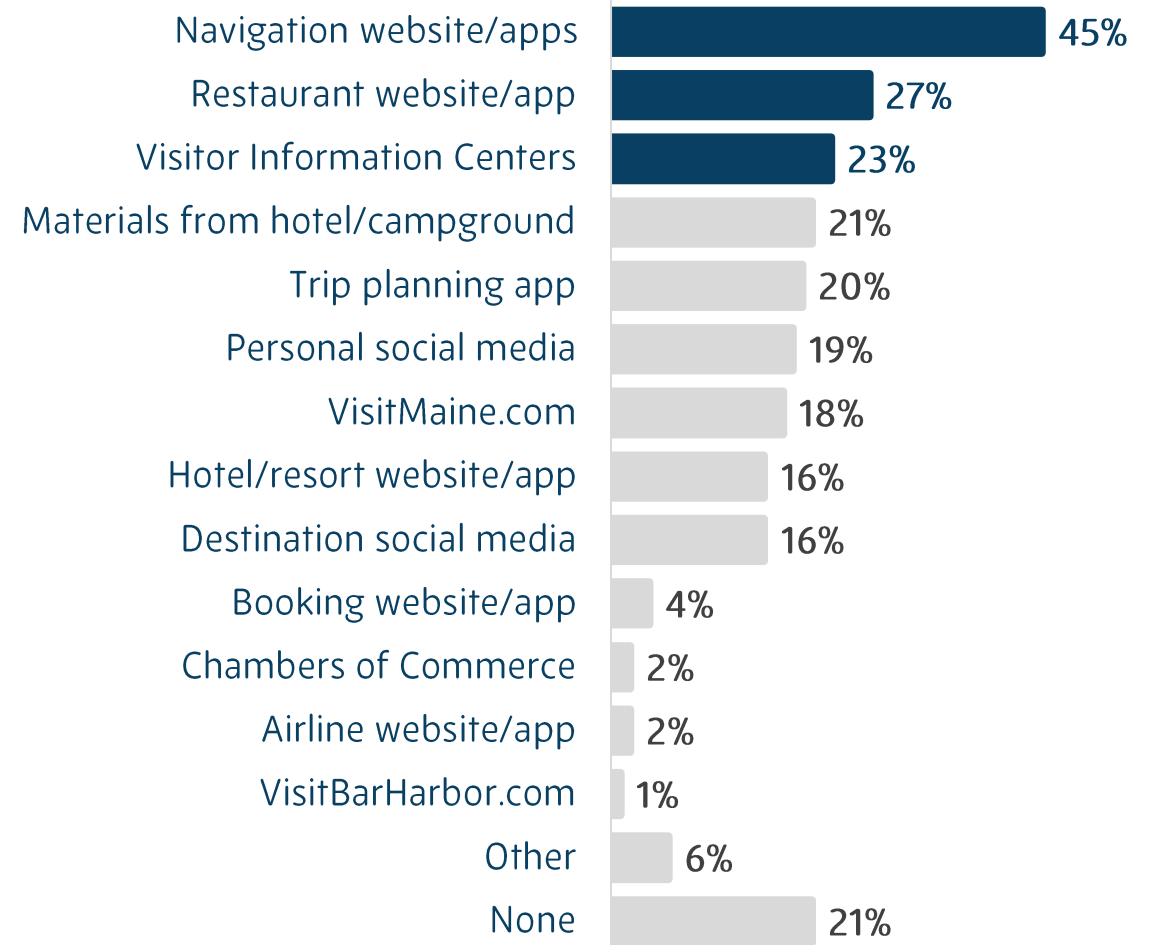
» Over **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo





# IN-MARKET VISITOR RESOURCES\*

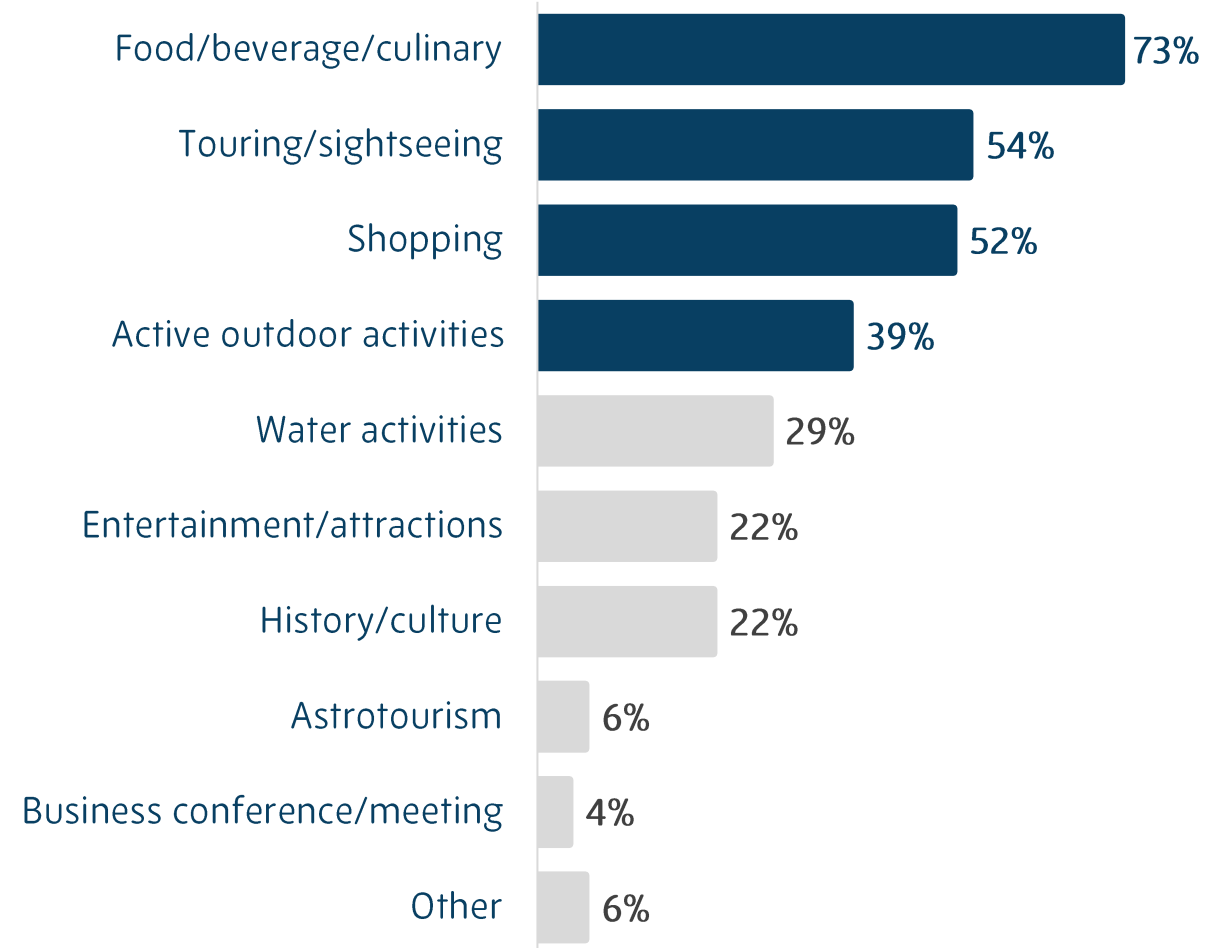
- » Visitors were more likely to rely on navigation websites/apps (e.g., Google or Apple Maps, etc.) to plan activities in-market
- » About **1 in 4** visitors used restaurant websites/apps or went to visitor information centers
- » **1 in 5** visitors did not use any resources to plan activities while they were in-market



\*Multiple responses permitted.

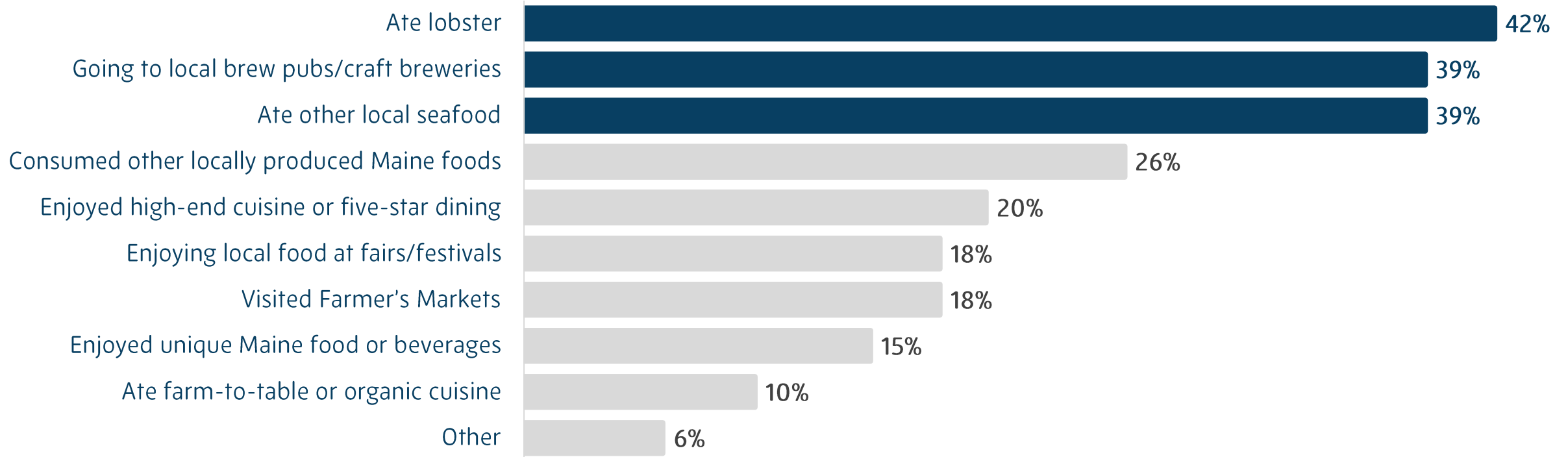
# VISITOR ACTIVITIES\*

- » 73% of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over **half** of visitors went touring/sightseeing and shopping during their trip to Maine



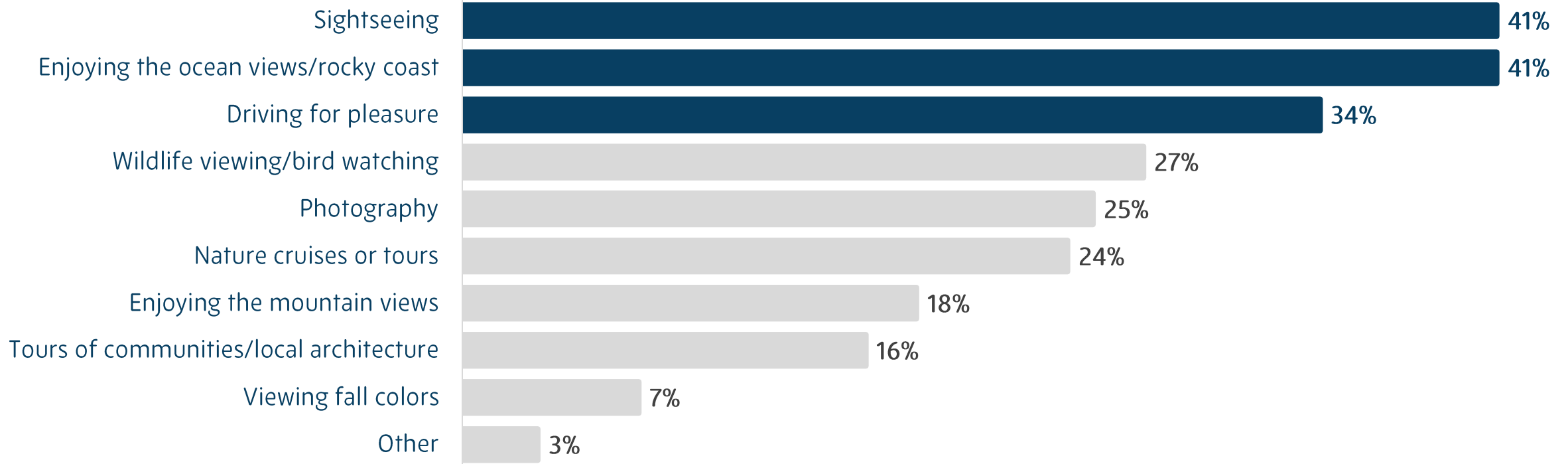
\*Multiple responses permitted.

# FOOD & BEVERAGE ACTIVITIES\*



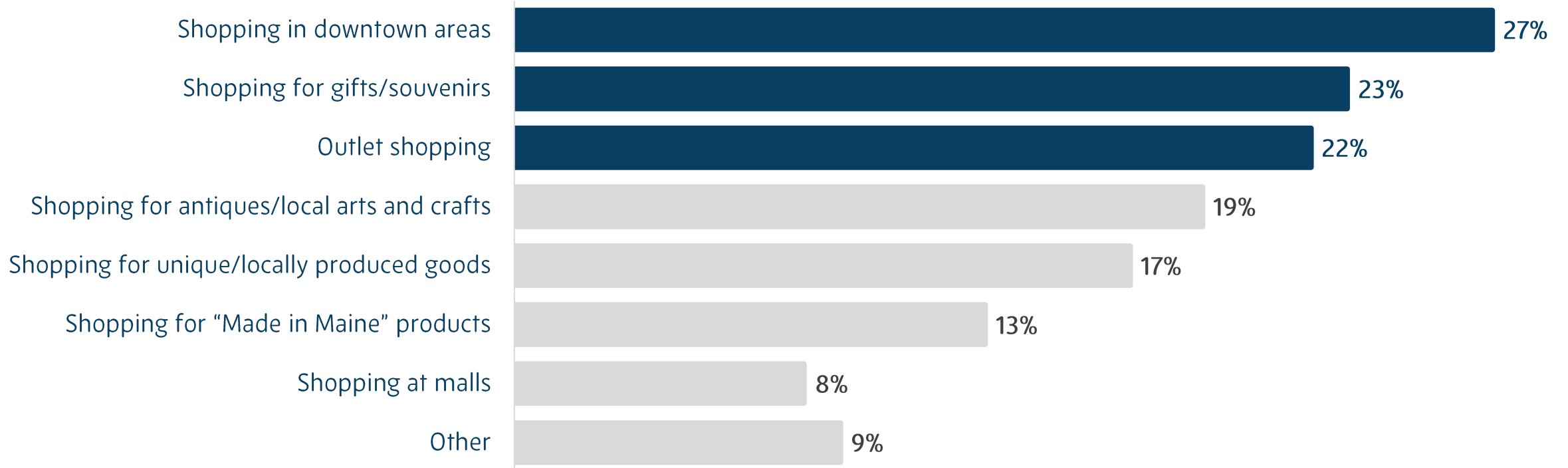
\*Multiple responses permitted.

# TOURING & SIGHTSEEING ACTIVITIES\*



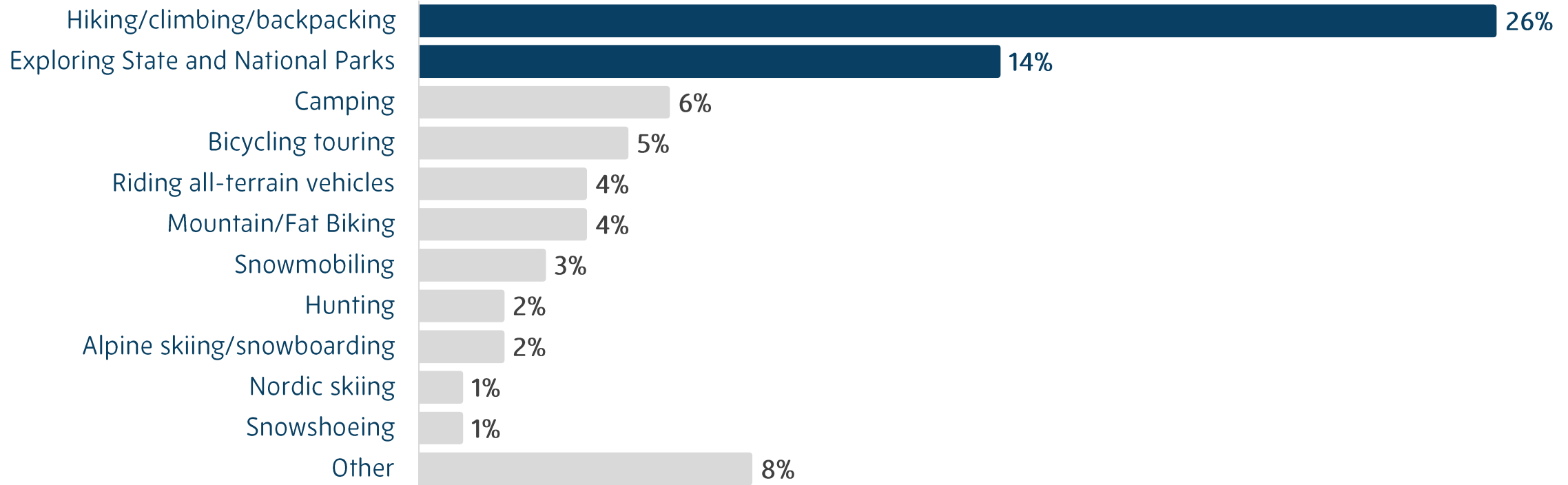
\*Multiple responses permitted.

# SHOPPING ACTIVITIES\*

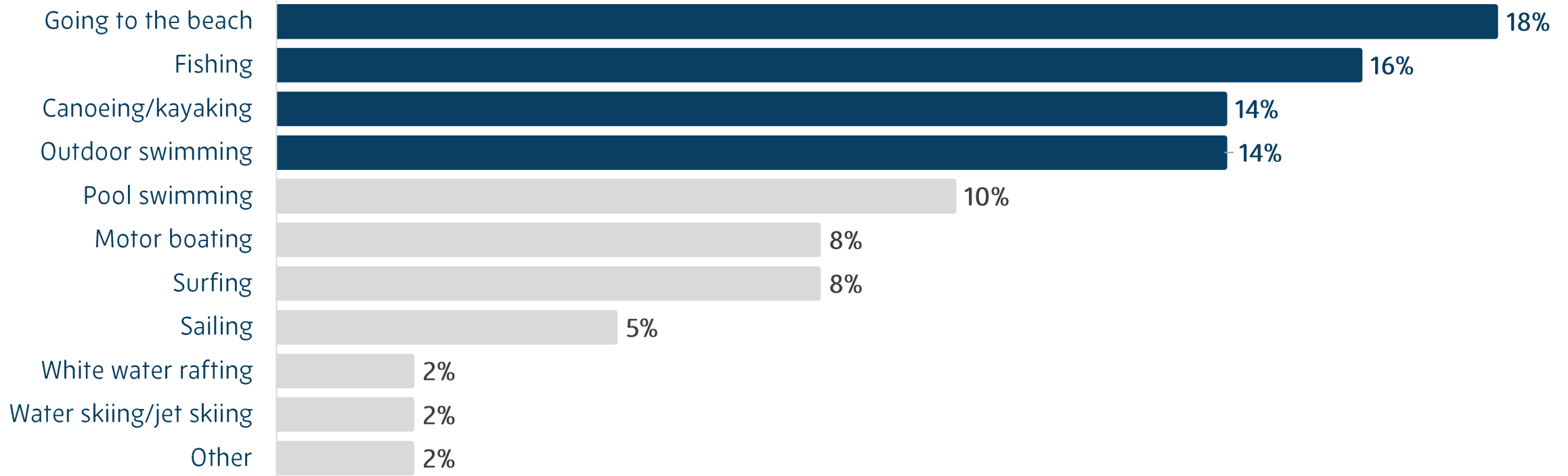


\*Multiple responses permitted.

# ACTIVE OUTDOOR ACTIVITIES\*

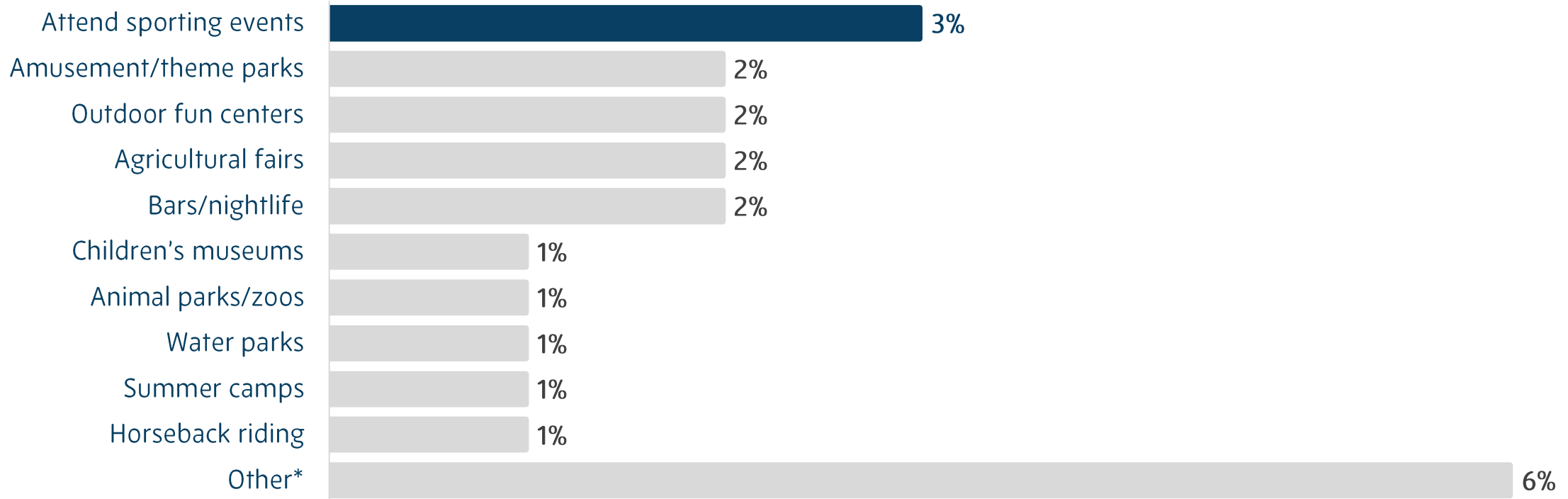


# WATER ACTIVITIES\*



\*Multiple responses permitted.

# ENTERTAINMENT ACTIVITIES\*

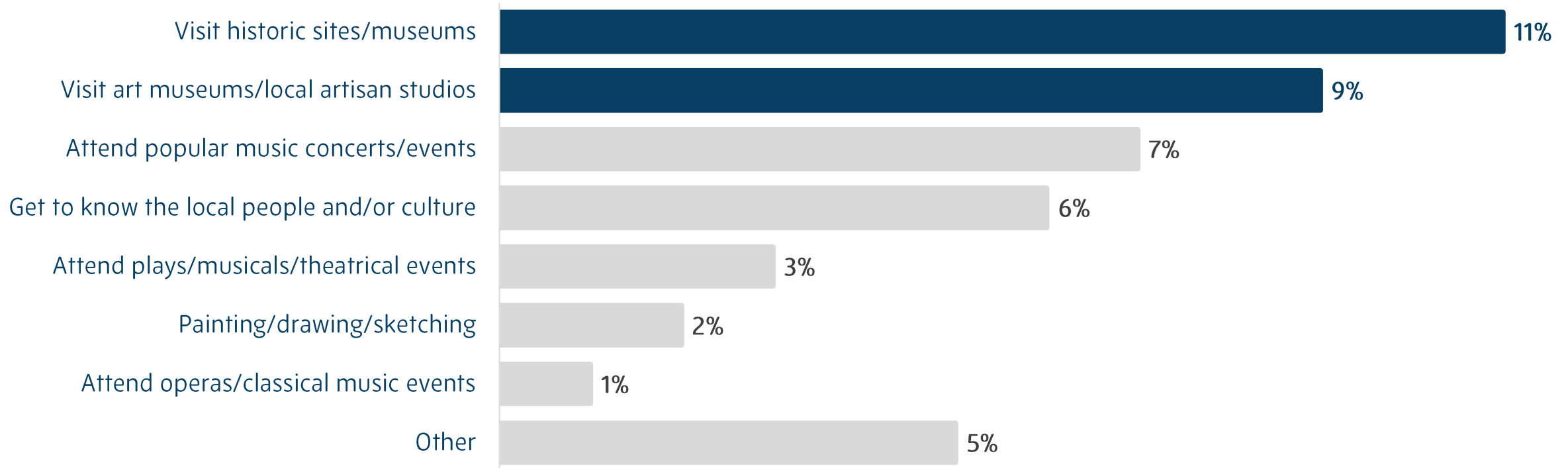


\*Multiple responses permitted.

\*\*Other includes visiting the Botanical Gardens.



# HISTORICAL & CULTURAL ACTIVITIES\*



\*Multiple responses permitted.

# DAILY TRAVEL PARTY SPENDING

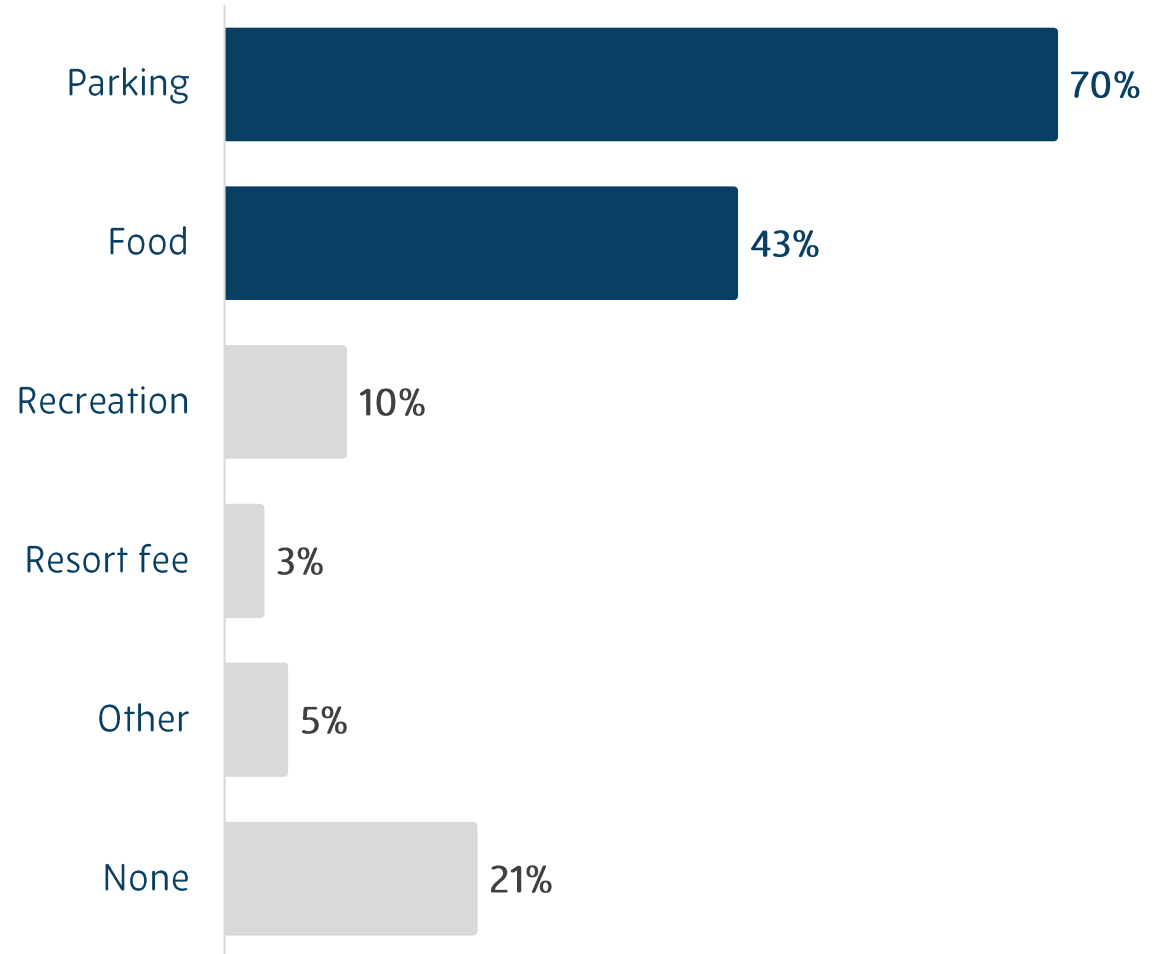
	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$215	\$0	\$0
Restaurants	\$126	\$82	\$69
Groceries	\$36	\$37	\$13
Shopping	\$94	\$65	\$88
Activities & attractions	\$81	\$46	\$53
Transportation	\$48	\$41	\$29
Other	\$19	\$13	\$14
<b>Daily Spending</b>	<b>\$619</b>	<b>\$284</b>	<b>\$266</b>

# TOTAL TRAVEL PARTY SPENDING

	<b>Paid Lodging</b>	<b>Unpaid Lodging</b>	<b>Day Trippers</b>
Accommodations	\$985	\$0	\$0
Restaurants	\$580	\$619	\$70
Groceries	\$167	\$281	\$13
Shopping	\$423	\$488	\$87
Activities & attractions	\$377	\$364	\$53
Transportation	\$217	\$314	\$29
Other	\$88	\$100	\$14
<b>Trip Spending</b>	<b>\$2,837</b>	<b>\$2,166</b>	<b>\$266</b>

# LODGING AMENITIES\*

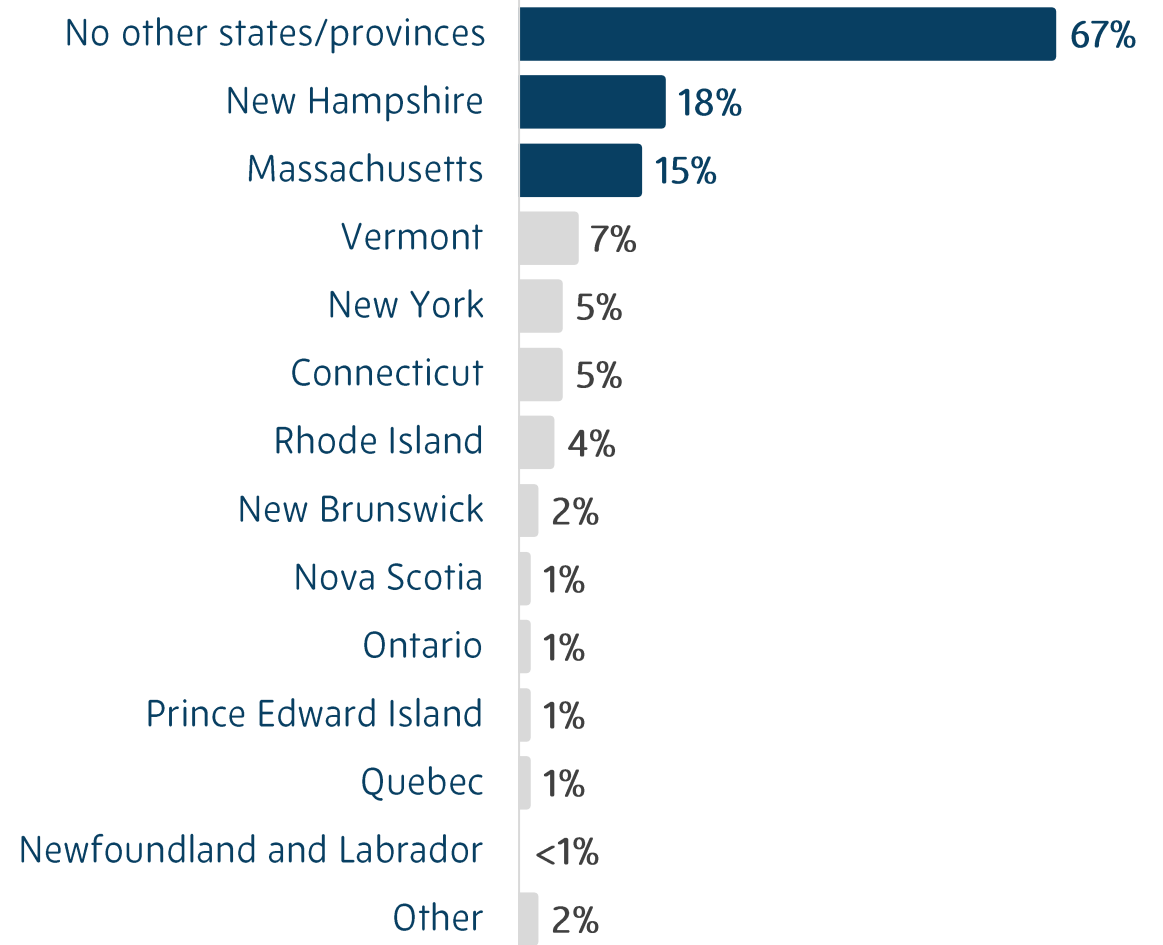
- » An amenity, e.g., food, resort fee, recreation fee, parking, etc. was included in the room price for nearly **4 in 5** visitors
- » Price for accommodations included parking for **7 in 10** visitors
- » Food was included in accommodations' pricing for over **2 in 5** visitors



\*Multiple responses permitted.

# OTHER STATES & PROVINCES VISITED\*

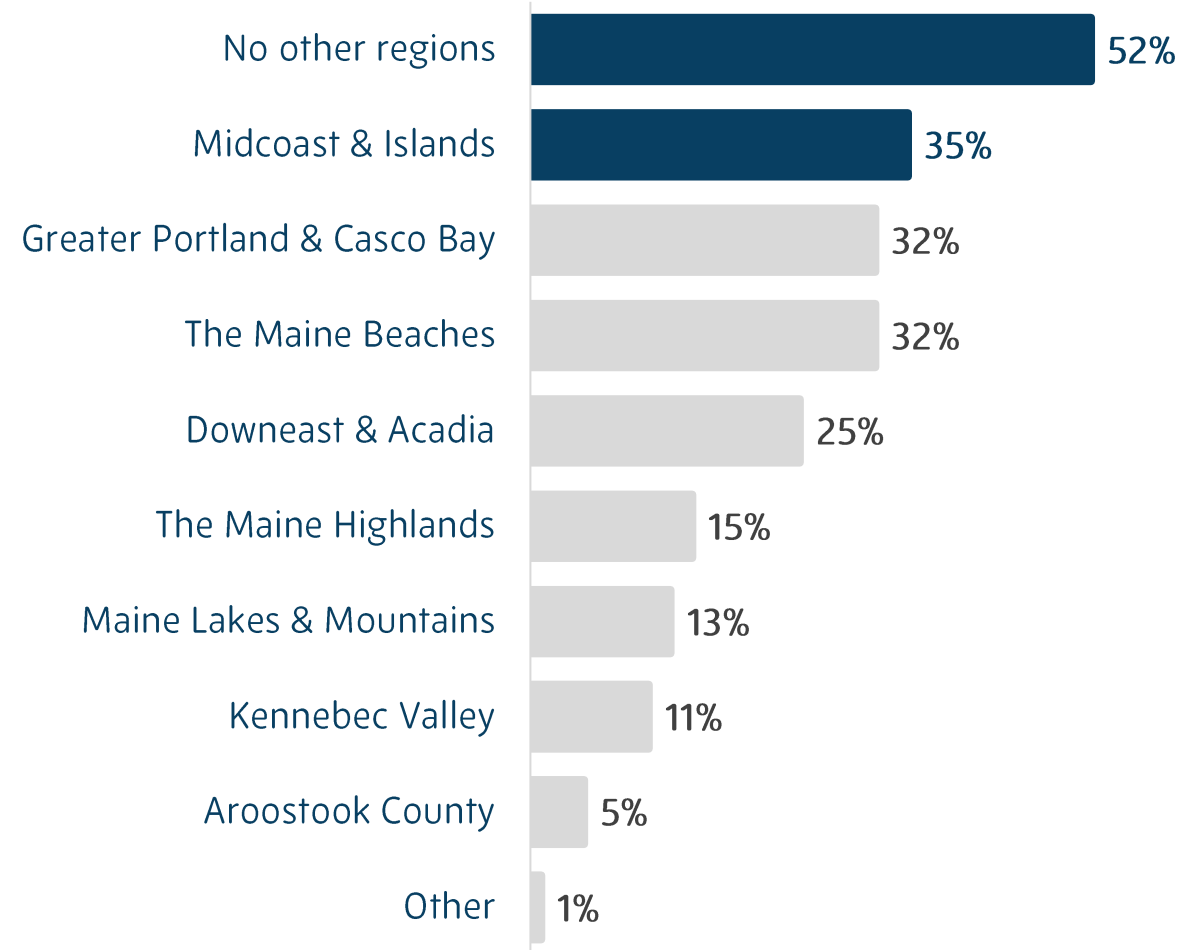
- » **2 in 3** visitors did not visit any other U.S. state or Canadian province during their trip
- » Nearly **1 in 5** visitors went to New Hampshire during their trip to Maine
- » Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip



\*Multiple responses permitted.

# TRAVELING WITHIN MAINE\*

- » Over **half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+2% points from 2022)
- » **35%** of visitors visited the Midcoast & Islands in addition to their primary destination within Maine



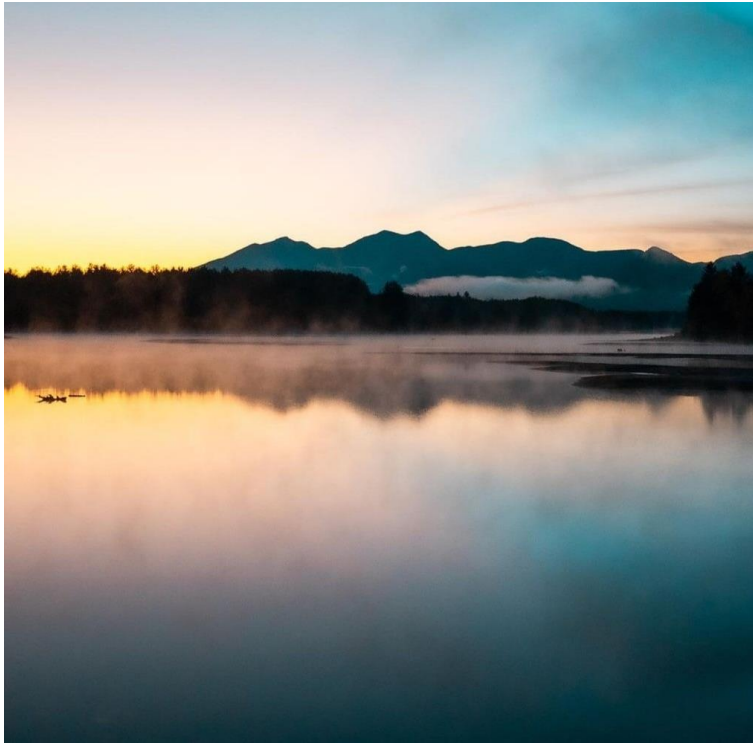
\*Multiple responses permitted.

# VISITOR JOURNEY : POST-TRIP EVALUATION



# UNIQUENESS

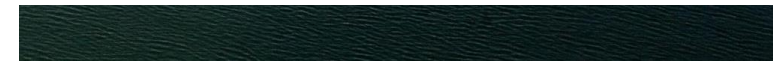
“Top notch Oktoberfests on the Beer Trail.”



“Unique natural landmarks, an amazing rocky coastline, friendly inhabitants, a relaxing and peaceful environment, many activities, excellent seafood, fine shopping.”



“Where to start? Beautiful scenery (particularly in the fall), ocean views, great food scene and a relaxed pace of living.”





# UNIQUENESS

“Maine has amazing and beautiful wildlife and natural places to explore and visit and planning sleeping accommodations is so easy when you arrive that much planning ahead of time isn't required!!! The national parks and recreation are absolutely phenomenal!”



“I think that Maine as a whole welcomes tourists with a lot of warmth, a lot of friendliness and all activities are well organized to provide them unforgettable vacations. Maine shows charisma for tourists.”



“An environment of peace, security, happiness, tranquility, and friendship that you won't find in all the other states.”



# HIGHLIGHTS

“We enjoyed the produce we got at local farmers markets and people are very friendly in Maine. We also bought seafood and brought them to our campsite. We have had a blast so far.”



“We met some great people since we have been here for over a month now. Different cultures with abundance of nature to enjoy.”



“We visit Acadia every year for the past 40+ years. We love the natural beauty of the area and recreational opportunities.”



# HIGHLIGHTS

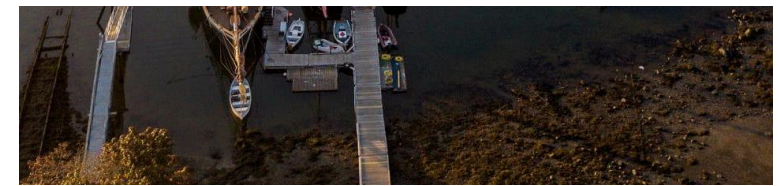
"We just arrived yesterday but so far it's the beauty and the small towns everywhere with a tiny post office and maybe a store, it's so cute and the wooden houses are beautiful, and farms are so taken care of."



"The ocean, the coastline, the lighthouses, boat tours, fishing, and the museums."



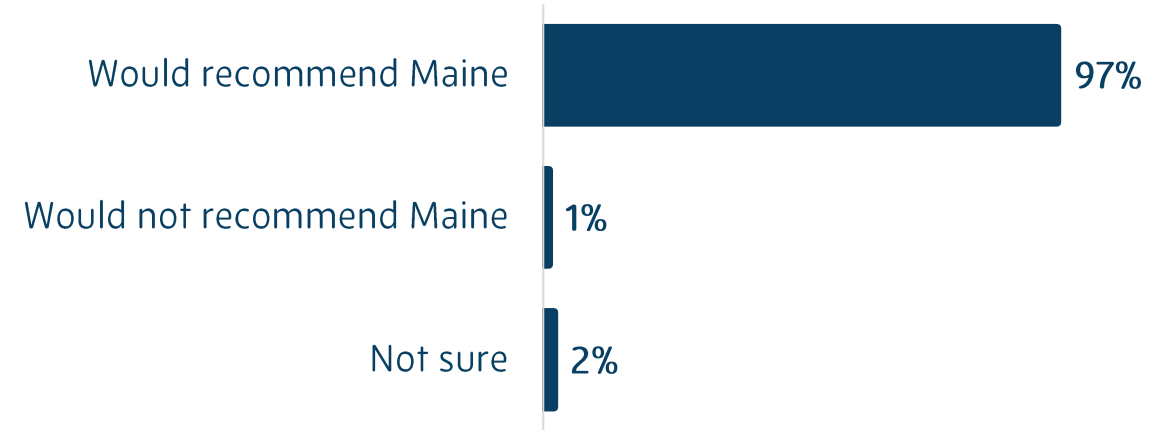
"Small harbor towns on the water."



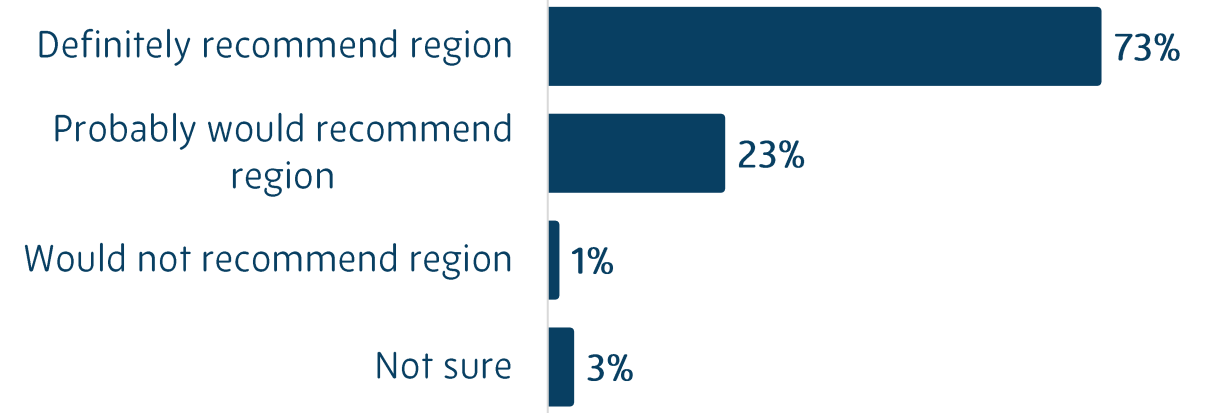
# RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **96%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **73%** would definitely recommend

## Likelihood of Recommending Maine

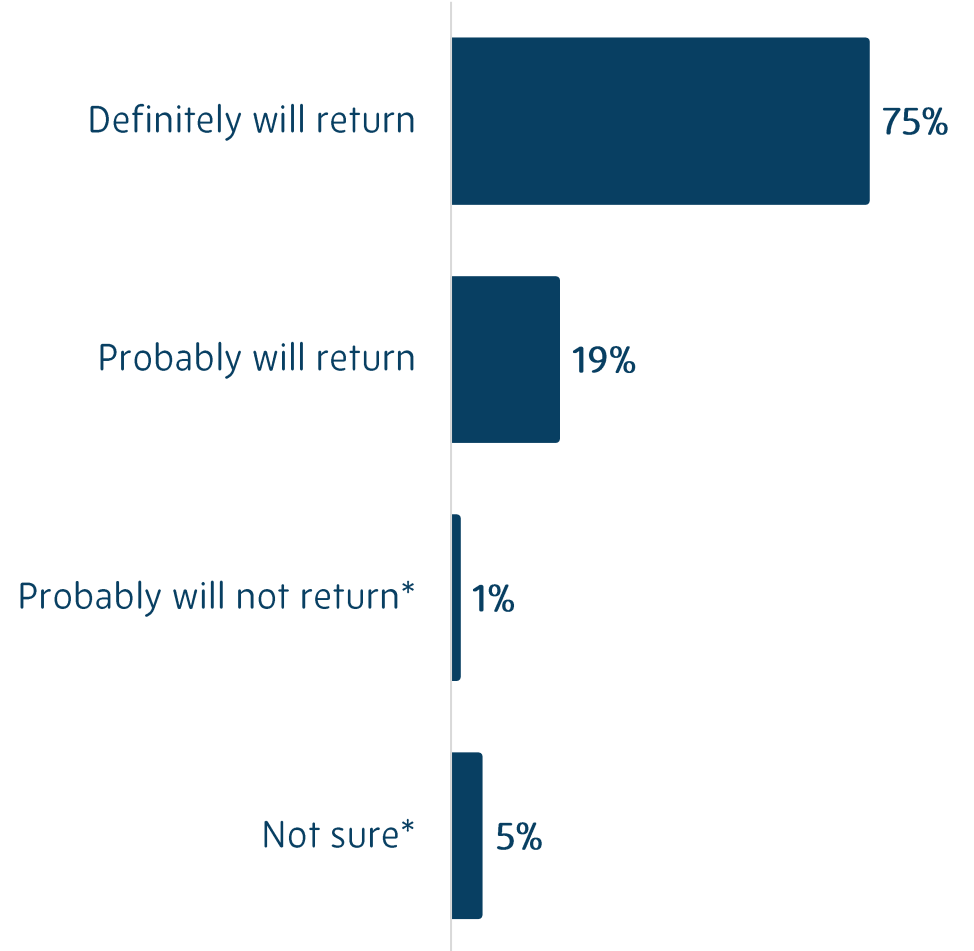


## Likelihood of Recommending Region Visited



# LIKELIHOOD OF RETURNING TO MAINE

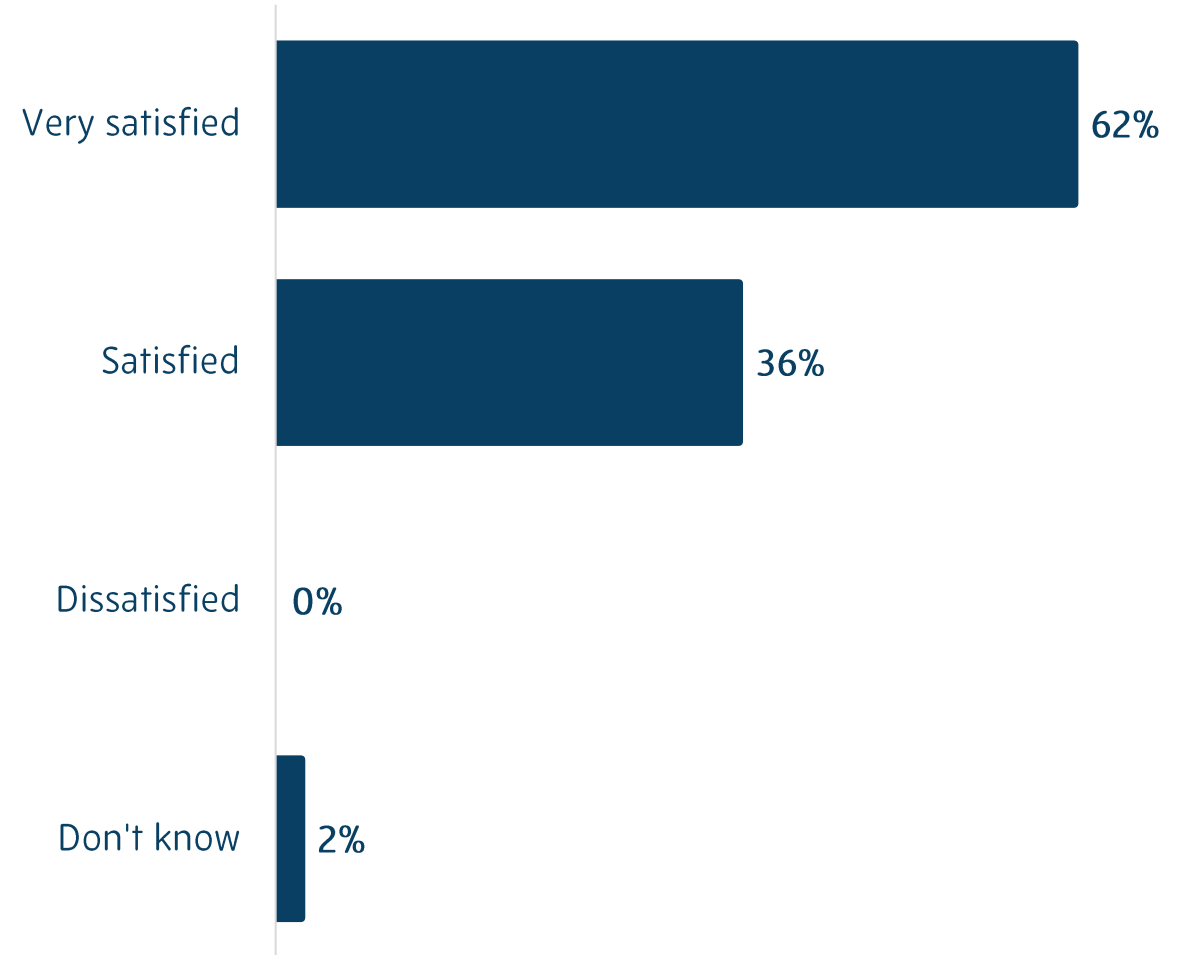
» **94%** of visitors will return to Maine for a future visit or vacation (+3% points from 2022)



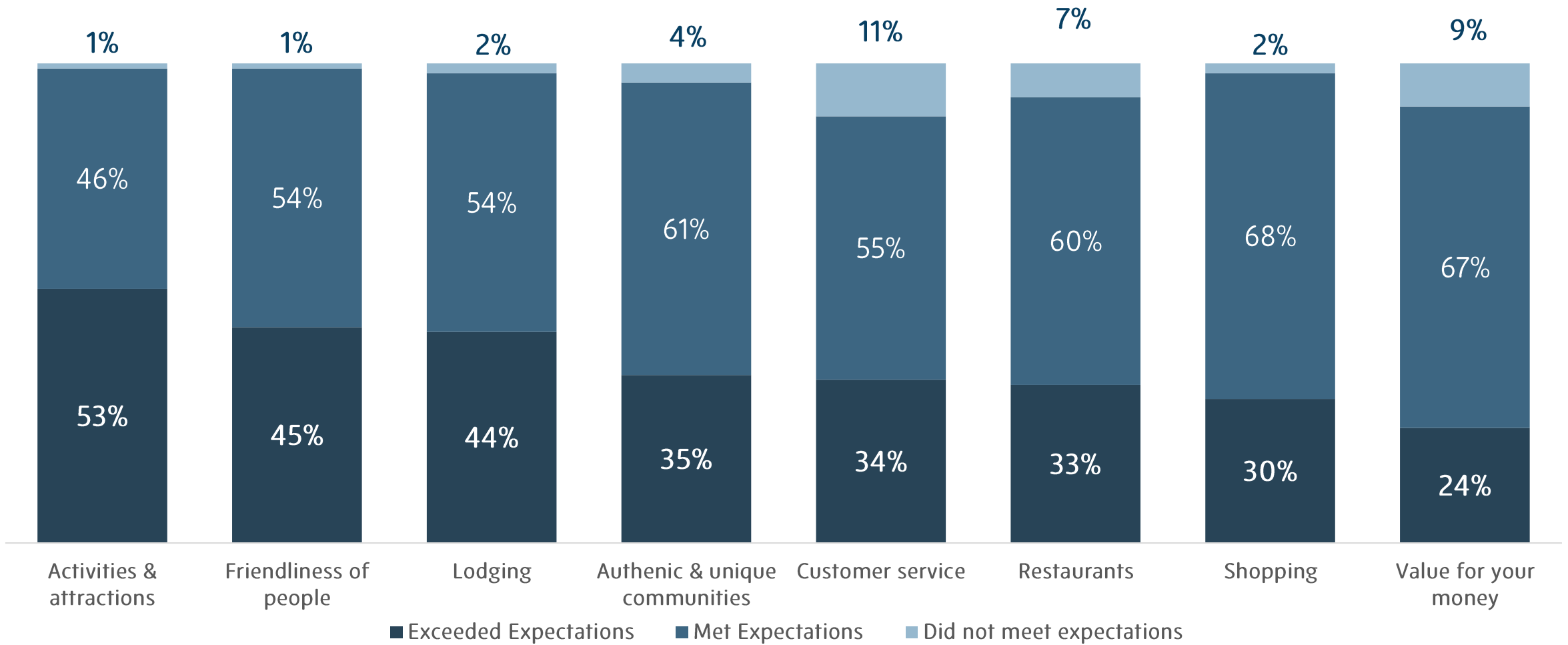
\*6% of all visitors are not sure or will probably not return to Maine for the following reasons:  
1. Prefer a variety of destinations 2. Traffic/difficult drive.

# SATISFACTION

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

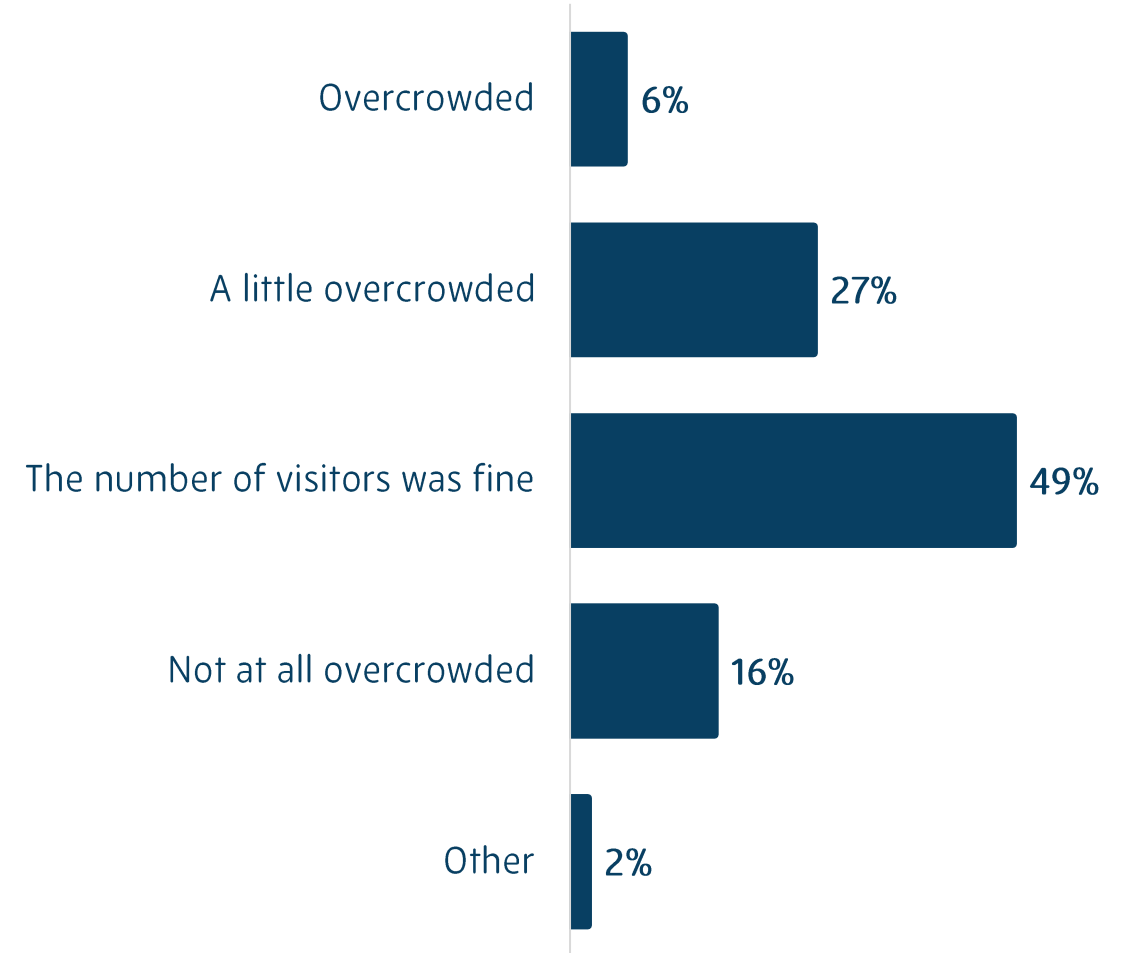


# TRIP RATINGS



# OVERCROWDING

- » 49% of visitors thought the number of visitors during their trip to Maine was fine
- » 27% of visitors though it was a little overcrowded





# PERCEPTIONS

“You'd think the whole state would be quiet and tucked in for the winter, but you'd be wrong. There was more traffic and crowds than there are at the peak of summer. Fun!”



“You must try out their local food here and people are very friendly. Plan on taking some road trips and explore the beauty of this place. Lots of outdoor activities available no matter where you go.”

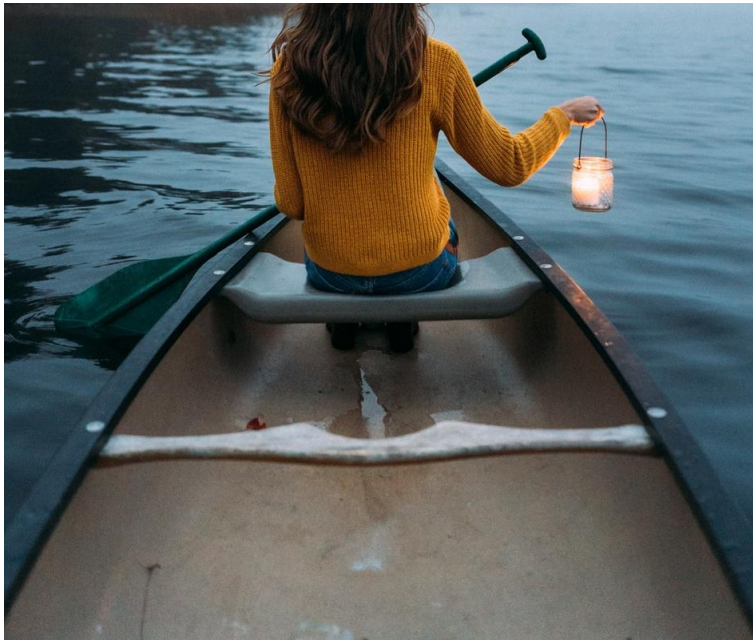


“You get to see the moose and the wildlife in Maine. Nice people at different unique towns. Beautiful mountains and I enjoy the amazing views while I am on the road. It is such a peaceful place for me.”



# PERCEPTIONS

“We were originally scheduled to visit Vermont but learned on our way there that tourists were asked not to come because of flooding. We didn't think we'd be able to find lodging. The place we called went the extra mile to accommodate us. Having a good time. Plenty of events. Good paddling.”



“Visually stunning. Culturally rich.”



“Very beautiful, a landscape like no other. It's clean, generally safe areas and family friendly. There's something for everybody.”



# SEASONAL COMPARISONS



# TRIP PLANNING CYCLE : IMPACT OF TOURISM



# NUMBER OF VISITORS

Number of Visitors	Winter	Summer	Fall	2023
Out-of-State Visitors	2,797,300	7,512,600	2,296,500	12,606,400
Maine Residents	1,198,800	1,024,400	437,400	2,660,600
Total Visitors	3,996,100	8,537,000	2,733,900	15,267,000

Market Share	Winter	Summer	Fall	2023
Out-of-State Visitors	30%	12%	16%	17%
Maine Residents	70%	88%	84%	83%

# LODGING METRICS\*

Occupancy (%)	Winter	Summer	Fall	2023
Hotel Occupancy Rate	49.2%	69.1%	63.8%	60.7%
Vacation Rental Occupancy Rate	30.5%	60.9%	46.5%	46.0%
Total Occupancy Rate	39.7%	64.8%	55.3%	54.0%

Average Daily Rate	Winter	Summer	Fall	2023
Hotel ADR	\$132.09	\$212.71	\$184.09	\$176.30
Vacation Rental ADR	\$214.63	\$301.92	\$202.26	\$239.60
Total ADR	\$154.60	\$231.45	\$174.95	\$102.11

Revenue per Available Room	Winter	Summer	Fall	2023
Hotel RevPAR	\$65.04	\$146.98	\$117.39	\$107.02
Vacation Rental RevPAR	\$65.49	\$183.87	\$94.07	\$110.15
Total RevPAR	\$61.39	\$150.09	\$96.82	\$102.11

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

# TRIP PLANNING CYCLE : PRE-VISIT



# TRIP PLANNING CYCLE

Trip Planning Cycle	Winter	Summer	Fall	2023
A week or less	20%	12%	11%	14%
2 - 3 weeks	22%	11%	13%	14%
1 - 2 months	36%	23%	28%	27%
3 - 4 months	14%	22%	22%	20%
5 - 6 months	4%	15%	12%	12%
7 months - 1 year	2%	12%	10%	9%
More than 1 year	2%	5%	4%	4%
<b>Days in Planning Cycle</b>	<b>37</b>	<b>65</b>	<b>58</b>	<b>54</b>

Booking Window	Winter	Summer	Fall	2023
A week or less	26%	17%	15%	19%
2 - 3 weeks	25%	12%	15%	16%
1 - 2 months	35%	24%	29%	28%
3 - 4 months	9%	20%	19%	17%
5 - 6 months	3%	14%	11%	11%
7 months - 1 year	1%	10%	9%	7%
More than 1 year	1%	3%	2%	2%
<b>Days in Booking Window</b>	<b>21</b>	<b>56</b>	<b>51</b>	<b>46</b>



# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	Winter	Summer	Fall	2023
Online search engines	33%	29%	33%	31%
VisitMaine.com	9%	22%	19%	18%
Online travel agency	15%	18%	20%	18%
Hotel websites	20%	15%	17%	17%
Facebook	21%	10%	14%	14%
TripAdvisor	10%	14%	13%	13%
Traveler reviews/blogs/stories	11%	9%	9%	10%
Airbnb	7%	9%	11%	9%
Instagram	12%	7%	8%	8%
VRBO/HomeAway	8%	8%	7%	8%
Visit Maine social media	10%	5%	7%	7%
YouTube	9%	6%	7%	7%
TheMaineBeaches.com	1%	8%	9%	6%
Airline websites	7%	4%	5%	5%
MaineTourism.com	4%	4%	7%	5%
DowneastAcadia.com	2%	5%	7%	5%
Vacation rental websites	3%	4%	4%	4%
VisitPortland.com	3%	5%	5%	4%
MainesMidCoast.com	2%	4%	3%	3%
MaineLakesandMountains.com	1%	2%	2%	2%
VisitBarHarbor.com	2%	2%	3%	2%
DiscoverNewEngland.com	1%	1%	2%	1%
Twitter	1%	1%	1%	1%
VisitAroostook.com	2%	1%	1%	1%
KennebecValley.org	0%	1%	1%	1%
TheMaineHighlands.com	1%	1%	1%	1%
Other	4%	6%	6%	5%
None	31%	28%	25%	28%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	Winter	Summer	Fall	2023
Advice from friends/family	47%	33%	36%	37%
Articles or travelogues	21%	14%	14%	16%
Travel guides/brochures	5%	19%	17%	15%
AAA	11%	10%	11%	10%
Called the Maine Office of Tourism	3%	15%	7%	10%
Visit Maine e-newsletter	2%	10%	5%	7%
Travel planning apps	7%	6%	7%	6%
Travel books & magazines	3%	7%	7%	6%
Visitor Guide	2%	6%	5%	5%
Called local Chambers of Commerce	2%	1%	1%	1%
Travel agent	2%	1%	2%	1%
Called local convention and visitors bureaus	1%	1%	1%	1%
Called another Tourism/Lodging Association	1%	1%	1%	1%
Other	3%	3%	4%	3%
None	36%	36%	34%	36%

# REASON FOR VISITING\*

Reasons for Visiting	Winter	Summer	Fall	2023
Relax and unwind	22%	37%	34%	33%
Sightseeing/touring	16%	37%	40%	32%
Visiting friends/relatives	40%	23%	26%	28%
Nature & bird watching	12%	21%	24%	19%
Beach	3%	21%	13%	15%
Special occasion	16%	9%	12%	11%
Shopping	19%	7%	14%	11%
Special event	15%	7%	9%	9%
Active outdoor activities	6%	8%	11%	8%
Water activities	1%	12%	5%	8%
Attractions	3%	8%	11%	7%
Conference/meeting	9%	3%	4%	5%
Culture/museums/history	5%	5%	5%	5%
Snow activities	13%	0%	1%	4%
Sporting event	3%	1%	2%	2%
Astrotourism	1%	1%	1%	1%
Other	13%	18%	10%	15%

\*Multiple responses permitted.

# TV SHOWS & FILM\*

Trip Inspiration From Film	2022	2023
Yes	NA	4%
No	NA	95%
Don't know	NA	1%

How Film Inspired Trip**	2022	2023
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	NA	35%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	NA	34%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	NA	13%
Visiting a location related to a TV show or film was the main reason I visited Maine	NA	10%
Something else	NA	8%

Visited TV or Film Attractions***	2022	2023
Yes	NA	5%
No	NA	93%
Don't know	NA	2%

\*Questions were not asked until January 2023.

\*\*Only asked to those who said a TV show or film inspired them to take a trip to Maine.

\*\*\*Only asked to those who said they were NOT inspired by a TV show or film to visit Maine.

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	Winter	Summer	Fall	2023
No other states/provinces	63%	66%	58%	64%
New Hampshire	22%	16%	20%	18%
Massachusetts	13%	15%	18%	15%
Vermont	5%	9%	12%	8%
Rhode Island	4%	6%	6%	5%
New York	3%	5%	6%	5%
Connecticut	3%	5%	5%	4%
New Brunswick	1%	2%	2%	2%
Nova Scotia	1%	2%	3%	2%
Newfoundland and Labrador	0%	1%	1%	1%
Ontario	1%	1%	1%	1%
Prince Edward Island	0%	1%	2%	1%
Quebec	2%	1%	2%	1%
Other	1%	3%	2%	2%

\*Multiple responses permitted.

# ADVERTISING/PROMOTIONS

Recalled Advertising	Winter	Summer	Fall	2023
Yes	59%	44%	46%	49%
No	29%	45%	42%	40%
Not sure	12%	11%	12%	11%

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Influenced by Advertising	Winter	Summer	Fall	2023
Yes	35%	23%	22%	27%

# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	Winter	Summer	Fall	2023
Social media	57%	49%	49%	51%
Internet	36%	33%	31%	33%
Magazine	27%	22%	23%	23%
Cable or satellite television	12%	20%	16%	17%
Radio	20%	14%	14%	16%
AAA	8%	11%	11%	10%
VisitMaine.com	8%	9%	9%	9%
Newspaper	9%	8%	8%	8%
Traveler reviews/blogs	6%	7%	9%	7%
Maine travel/visitor guide	5%	6%	7%	6%
Online streaming service	5%	5%	5%	5%
Brochure	3%	4%	6%	4%
Music/podcast streaming	3%	3%	2%	3%
Billboard	2%	2%	2%	2%
Deal – based promotion	2%	2%	1%	2%
Other	3%	4%	4%	4%
Not sure	1%	2%	2%	2%

\*Multiple responses permitted.

# TRIP PLANNING CYCLE : TRAVELER PROFILE





# ORIGIN REGION

Region of Origin	Winter	Summer	Fall	2023
Maine	30%	12%	16%	17%
New England	34%	30%	30%	31%
Mid-Atlantic	15%	23%	21%	21%
Southeast	8%	12%	11%	11%
Southwest	2%	3%	4%	3%
Midwest	4%	8%	8%	7%
West	2%	4%	4%	3%
Canada	4%	6%	4%	5%
Other International	1%	2%	2%	2%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	Winter	Summer	Fall	2023
Maine	30%	12%	16%	17%
Massachusetts	16%	14%	15%	15%
New York	5%	9%	9%	8%
New Hampshire	9%	7%	6%	7%
Connecticut	5%	5%	5%	5%
Florida	4%	6%	4%	5%
New Jersey	3%	4%	4%	4%
Pennsylvania	3%	5%	4%	4%
Vermont	2%	3%	2%	3%
California	1%	2%	1%	2%
Georgia	1%	2%	2%	2%
Maryland	2%	2%	1%	2%
North Carolina	2%	2%	1%	2%
Ohio	1%	2%	2%	2%
Texas	1%	2%	3%	2%
Virginia	2%	2%	2%	2%
New Brunswick	3%	1%	1%	2%
Quebec	<1%	3%	2%	2%
Rhode Island	2%	1%	1%	1%
Arizona	<1%	1%	<1%	1%
Colorado	1%	1%	1%	1%
Illinois	1%	1%	2%	1%
Indiana	1%	1%	1%	1%
Kansas	<1%	1%	1%	1%
Michigan	1%	1%	1%	1%
Minnesota	<1%	1%	1%	1%
Missouri	<1%	1%	1%	1%

# ORIGIN MARKET

Origin Markets	Winter	Summer	Fall	2023
Boston	10%	8%	9%	9%
New York City <sup>1</sup>	6%	8%	7%	7%
Washington DC - Baltimore <sup>2</sup>	3%	4%	2%	3%
Portland	4%	2%	2%	2%
Philadelphia	2%	2%	2%	2%
Providence, RI	2%	1%	1%	2%
Augusta	2%	1%	2%	1%
Albany	1%	1%	2%	1%
Auburn - Lewiston	2%	1%	1%	1%
Bangor	2%	1%	1%	1%
Rochester - Portsmouth, NH	2%	1%	1%	1%
Atlanta	1%	1%	1%	1%
Waterville	2%	1%	1%	1%
Manchester, NH	1%	1%	1%	1%
Chicago	<1%	1%	1%	1%
Hartford, CT	1%	1%	1%	1%
Tampa - Clearwater - St. Petersburg	1%	1%	1%	1%
Belfast	2%	1%	0%	1%
Miami - Ft. Lauderdale	<1%	1%	1%	1%
Orlando	1%	1%	1%	1%
Dallas - Ft. Worth	<1%	1%	1%	1%
Buffalo - Rochester	<1%	1%	1%	1%
Lowell, MA	1%	1%	<1%	1%
Nashua, NH	1%	1%	<1%	1%
Montreal, CAN	<1%	1%	<1%	1%
Jacksonville, FL	1%	1%	<1%	1%
Denver - Aurora - Broomfield, CO	1%	1%	<1%	1%

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

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

# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	Winter	Summer	Fall	2023
As a couple	42%	43%	48%	44%
As a family	20%	32%	22%	27%
Traveled alone	20%	12%	13%	14%
With other couples/friends	15%	10%	12%	12%
With business associates	3%	1%	2%	2%
In a tour group	<1%	1%	2%	1%
Other	<1%	1%	1%	<1%
<b>Average Travel Party Size</b>	<b>2.4</b>	<b>3.2</b>	<b>2.7</b>	<b>2.9</b>

# TRAVEL WITH CHILDREN\*

Children in Travel Party	Winter	Summer	Fall	2023
No children	87%	79%	88%	83%
Children younger than 6	5%	5%	4%	5%
Children 6 – 12	7%	12%	6%	10%
Children 13 – 17	5%	11%	5%	8%

Gender	Winter	Summer	Fall	2023
Male	43%	45%	44%	44%
Female	57%	55%	56%	56%

# DEMOGRAPHIC PROFILE

Age	Winter	Summer	Fall	2023
Under 25	5%	4%	3%	4%
25 – 34	13%	12%	13%	12%
35 – 44	23%	21%	20%	21%
45 – 54	23%	19%	17%	20%
55 – 65	24%	25%	25%	25%
Over 65	12%	19%	22%	18%
<b>Median Age</b>	<b>49</b>	<b>52</b>	<b>53</b>	<b>52</b>

Race/Ethnicity	Winter	Summer	Fall	2023
White	89%	89%	88%	89%
Asian	3%	4%	4%	4%
Hispanic	2%	3%	3%	3%
Black	3%	2%	2%	2%
Indigenous	1%	1%	1%	1%
Other	2%	1%	2%	1%

# LIFESTYLE PROFILE

Marital Status	Winter	Summer	Fall	2023
Single/widowed	26%	21%	22%	22%
Married/living with partner	74%	79%	78%	78%

Employment Status	Winter	Summer	Fall	2023
Employed full-time	52%	59%	53%	56%
Employed part-time	12%	9%	9%	10%
Contract/freelance/temporary employee	10%	5%	6%	6%
Retired	14%	21%	25%	20%
Not currently employed	8%	4%	5%	5%
Student	4%	2%	2%	3%

# LIFESTYLE PROFILE

Household Income	Winter	Summer	Fall	2023
Less than \$25,000	5%	3%	3%	4%
\$25,000 - \$49,999	12%	8%	10%	9%
\$50,000 - \$74,999	26%	16%	20%	19%
\$75,000 - \$99,999	25%	22%	19%	22%
\$100,000 - \$149,999	17%	26%	26%	24%
\$150,000 - \$199,999	8%	13%	13%	12%
\$200,000 - \$249,999	4%	7%	4%	6%
\$250,000 or more	3%	5%	5%	4%
<b>Median Household Income</b>	<b>\$82,000</b>	<b>\$101,900</b>	<b>\$97,400</b>	<b>\$95,500</b>



# LIFESTYLE PROFILE

<b>Educational Attainment</b>	<b>Winter</b>	<b>Summer</b>	<b>Fall</b>	<b>2023</b>
High school or less	10%	7%	6%	8%
Some college or technical school	15%	12%	15%	13%
College or technical school graduate	60%	55%	56%	56%
Graduate school	15%	26%	23%	23%

# NEW & RETURNING VISITORS

Previous Trips to Maine	Winter	Summer	Fall	2023
This is my first time	11%	22%	24%	19%
2 - 5 times	29%	26%	27%	27%
6 - 10 times	25%	15%	17%	18%
11+ times	35%	37%	32%	36%

# TRIP PLANNING CYCLE : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	Winter	Summer	Fall	2023
Drove to Maine	90%	80%	78%	82%
Flew into Boston Logan Intl	2%	7%	7%	6%
Flew into Portland Intl Jetport	4%	6%	6%	6%
Flew into Bangor Intl Airport	2%	2%	2%	2%
Took a motor coach tour or bus	1%	2%	3%	2%
Flew into Augusta State Airport	<1%	<1%	<1%	<1%
Flew into Knox County Regional Airport	<1%	<1%	<1%	<1%
Flew into Presque Isle Airport	<1%	<1%	<1%	<1%
Flew into Hancock County-Bar Harbor Airport	<1%	<1%	<1%	<1%
Flew into LaGuardia Intl Airport	<1%	<1%	<1%	<1%
Flew into Quebec City Jean Lesage Intl Airport	<1%	<1%	<1%	<1%
Flew into Fredericton Intl	<1%	<1%	<1%	<1%
Flew into St John Airport	<1%	<1%	<1%	<1%
Flew into Montreal-Pierre Elliott Trudeau Intl Airport	<1%	<1%	<1%	<1%
Flew into Lebanon Municipal Airport	<1%	<1%	<1%	<1%
Flew into Manchester-Boston Regional Airport	1%	<1%	<1%	<1%
Flew into Burlington Intl Airport	<1%	<1%	<1%	<1%
Flew into another airport	<1%	<1%	1%	<1%
Traveled by train	<1%	<1%	<1%	<1%
Other	<1%	3%	3%	2%

# LENGTH OF STAY

Nights Stayed	Winter	Summer	Fall	2023
Not staying overnight	14%	24%	12%	19%
1 night	9%	3%	7%	5%
2 nights	19%	10%	13%	13%
3 nights	22%	14%	17%	17%
4 nights	13%	11%	15%	12%
5+ nights	23%	38%	36%	34%
Average Length of Stay	4.3	5.0	4.8	4.8

# ACCOMMODATIONS

Accommodations	Winter	Summer	Fall	2023
Hotel/motel/resort	31%	26%	40%	30%
Not spending the night	14%	24%	12%	19%
Friends/family home	25%	17%	14%	19%
Vacation rental home	11%	10%	10%	10%
Personal second home	9%	11%	7%	9%
Bed & Breakfast/Inn	5%	3%	6%	4%
Campground/RV Park	1%	5%	5%	4%
Wilderness camping	1%	2%	1%	2%
Sporting camp/wilderness lodge	1%	1%	1%	1%
Outdoor Outfitter	<1%	<1%	1%	<1%
Other	2%	1%	3%	2%

# BOOKING

Booking Methods	Winter	Summer	Fall	2023
Directly with the hotel/condo	46%	39%	42%	41%
Online travel agency	25%	26%	27%	26%
Airbnb	10%	10%	9%	10%
Short term rental service	10%	9%	7%	9%
Vacation rental company	2%	3%	3%	3%
Offline travel agent	1%	1%	1%	1%
Group tour operator	<1%	1%	3%	1%
Travel package provider	1%	1%	1%	1%
Other	5%	10%	7%	8%

# IN-MARKET RESOURCES\*

In-Market Resources	Winter	Summer	Fall	2023
Navigation website/apps (Google maps, etc.)	39%	47%	50%	45%
Restaurant website/app	41%	21%	27%	27%
Visitor Information Centers	8%	30%	25%	23%
Materials from hotel/campground	12%	25%	23%	21%
Trip planning app	10%	26%	16%	20%
Personal social media	29%	15%	18%	19%
VisitMaine.com	8%	22%	19%	18%
Hotel/resort website/app	10%	18%	18%	16%
Destination social media	9%	20%	13%	16%
Booking website/app	5%	4%	4%	4%
Chambers of Commerce	3%	2%	3%	2%
Airline website/app	2%	2%	3%	2%
VisitBarHarbor.com	1%	1%	1%	1%
Other	5%	6%	8%	6%
None	25%	19%	21%	21%



# ACTIVITIES\*

Activities	Winter	Summer	Fall	2023
Food/beverage/culinary	75%	71%	78%	73%
Touring/sightseeing	35%	61%	62%	54%
Shopping	50%	52%	55%	52%
Active outdoor activities	41%	39%	38%	39%
Water activities	5%	42%	23%	29%
Entertainment/attractions	17%	25%	20%	22%
History/culture	18%	23%	24%	22%
Astrotourism	5%	6%	6%	6%
Business conference/meeting	8%	3%	4%	4%
Other	9%	5%	4%	6%

\*Multiple responses permitted.

# FOOD & BEVERAGE ACTIVITIES\*

Food & Beverage Activities	Winter	Summer	Fall	2023
Ate lobster	31%	46%	46%	42%
Going to local brew pubs/craft breweries	44%	37%	40%	39%
Ate other local seafood	27%	44%	41%	39%
Consumed other locally produced Maine foods	26%	27%	25%	26%
Enjoyed high-end cuisine or five-star dining	16%	23%	17%	20%
Enjoying local food at fairs/festivals	11%	21%	19%	18%
Visited Farmer's Markets	9%	22%	17%	18%
Enjoyed unique Maine food or beverages	13%	15%	16%	15%
Ate farm-to-table or organic cuisine	7%	12%	9%	10%
Other	7%	6%	7%	6%

# TOURING & SIGHTSEEING ACTIVITIES\*

Touring & Sightseeing Activities	Winter	Summer	Fall	2023
Sightseeing	25%	46%	51%	41%
Enjoying the ocean views/rocky coast	25%	45%	51%	41%
Driving for pleasure	22%	37%	40%	34%
Wildlife viewing/bird watching	14%	33%	29%	27%
Photography	14%	28%	30%	25%
Nature cruises or tours	4%	32%	26%	24%
Enjoying the mountain views	14%	17%	27%	18%
Tours of communities/local architecture	9%	18%	21%	16%
Viewing fall colors	3%	1%	30%	7%
Other	3%	3%	2%	3%

# SHOPPING ACTIVITIES\*

Shopping Activities	Winter	Summer	Fall	2023
Shopping in downtown areas	27%	26%	31%	27%
Shopping for gifts/souvenirs	19%	24%	27%	23%
Outlet shopping	23%	21%	26%	22%
Shopping for antiques/local arts and crafts	16%	21%	19%	19%
Shopping for unique/locally produced goods	13%	18%	20%	17%
Shopping for “Made in Maine” products	10%	13%	16%	13%
Shopping at malls	12%	5%	10%	8%
Other	11%	9%	5%	9%

\*Multiple responses permitted.

# ACTIVE OUTDOOR ACTIVITIES\*

Active Outdoor Activities	Winter	Summer	Fall	2023
Hiking/climbing/backpacking	15%	29%	32%	26%
Exploring State and National Parks	8%	17%	16%	14%
Camping	2%	8%	6%	6%
Bicycling touring	1%	7%	5%	5%
Riding all-terrain vehicles	2%	4%	5%	4%
Mountain/Fat Biking	1%	6%	4%	4%
Snowmobiling	12%	0%	1%	3%
Hunting	1%	2%	6%	2%
Alpine skiing/snowboarding	6%	0%	1%	2%
Nordic skiing	3%	0%	1%	1%
Snowshoeing	5%	0%	1%	1%
Other	9%	8%	5%	8%

# WATER ACTIVITIES\*

Water Activities	Winter	Summer	Fall	2023
Going to the beach	2%	26%	17%	18%
Fishing	3%	22%	14%	16%
Canoeing/kayaking	1%	21%	13%	14%
Outdoor swimming	1%	21%	11%	14%
Pool swimming	0%	15%	8%	10%
Motor boating	1%	11%	7%	8%
Surfing	0%	12%	7%	8%
Sailing	0%	7%	7%	5%
White water rafting	0%	3%	1%	2%
Water skiing/jet skiing	0%	4%	1%	2%
Other	0%	3%	1%	2%

# ENTERTAINMENT ACTIVITIES\*

Entertainment Activities	Winter	Summer	Fall	2023
Attend sporting events	2%	3%	2%	3%
Amusement/theme parks	1%	2%	1%	2%
Outdoor fun centers	1%	3%	1%	2%
Agricultural fairs	1%	2%	4%	2%
Bars/nightlife	1%	2%	3%	2%
Children's museums	1%	1%	1%	1%
Animal parks/zoos	0%	1%	0%	1%
Water parks	1%	1%	1%	1%
Summer camps	0%	1%	0%	1%
Horseback riding	0%	1%	0%	1%
Other	6%	7%	5%	6%

# HISTORY/CULTURE ACTIVITIES\*

History/Culture Activities	Winter	Summer	Fall	2023
Visit historic sites/museums	6%	12%	17%	11%
Visit art museums/local artisan studios	6%	9%	14%	9%
Attend popular music concerts/events	8%	6%	6%	7%
Get to know the local people and/or culture	3%	7%	6%	6%
Attend plays/musicals/theatrical events	2%	3%	3%	3%
Painting/drawing/sketching	1%	2%	4%	2%
Attend operas/classical music events	0%	1%	2%	1%
Other	6%	5%	6%	5%



# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	Winter	Summer	Fall	2023
No other states/provinces	73%	66%	60%	67%
New Hampshire	16%	18%	21%	18%
Massachusetts	11%	16%	18%	15%
Vermont	3%	8%	8%	7%
New York	2%	5%	10%	5%
Connecticut	2%	5%	7%	5%
Rhode Island	2%	5%	5%	4%
New Brunswick	1%	2%	2%	2%
Nova Scotia	1%	1%	2%	1%
Ontario	<1%	1%	1%	1%
Prince Edward Island	<1%	1%	1%	1%
Quebec	1%	1%	1%	1%
Newfoundland and Labrador	<1%	<1%	1%	<1%
Other	1%	2%	2%	2%

\*Multiple responses permitted.

# TRAVELING IN MAINE\*

Maine Regions Visited	Winter	Summer	Fall	2023
No other regions	53%	52%	49%	52%
Midcoast & Islands	45%	30%	35%	35%
Greater Portland & Casco Bay	33%	32%	32%	32%
The Maine Beaches	15%	37%	43%	32%
Downeast & Acadia	12%	29%	31%	25%
The Maine Highlands	21%	12%	13%	15%
Maine Lakes & Mountains	12%	14%	14%	13%
Kennebec Valley	16%	9%	10%	11%
Maine	9%	4%	4%	5%
Other	0%	1%	1%	1%

# TRIP PLANNING CYCLE : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	Winter	Summer	Fall	2023
Would recommend Maine	97%	97%	98%	97%
Would not recommend Maine	1%	1%	0%	1%
Not sure	2%	2%	2%	2%

Recommending Regions	Winter	Summer	Fall	2023
Definitely recommend region	64%	76%	77%	73%
Probably would recommend region	34%	19%	20%	23%
Would not recommend region	0%	1%	0%	1%
Not sure	2%	4%	3%	3%

# SATISFACTION\*

Satisfaction	Winter	Summer	Fall	2023
Very satisfied	41%	71%	67%	62%
Satisfied	58%	27%	32%	36%
Dissatisfied	0%	0%	0%	0%
Don't know	1%	2%	1%	2%

\*The satisfaction question was not included until Summer 2022.

# RETURNING TO MAINE

Returning to Maine	Winter	Summer	Fall	2023
Definitely will return	72%	76%	75%	75%
Probably will return	23%	18%	18%	19%
Probably will not return	0%	1%	1%	1%
Not sure	5%	5%	6%	5%

# TRIP EXPECTATIONS

Exceeded Expectations	Winter	Summer	Fall	2023
Activities & attractions	54%	53%	49%	53%
Friendliness of people	39%	49%	44%	45%
Lodging	40%	46%	41%	44%
Authentic & unique communities	27%	38%	35%	35%
Customer service	27%	38%	33%	34%
Restaurants	25%	36%	33%	33%
Shopping	25%	32%	30%	30%
Value for your money	23%	24%	23%	24%

# OVERCROWDING\*

Overcrowding	Winter	Summer	Fall	2023
Overcrowded	1%	9%	2%	6%
A little overcrowded	13%	34%	28%	27%
The number of visitors was fine	65%	42%	47%	49%
Not at all overcrowded	20%	13%	22%	16%
Other	1%	2%	1%	2%

\*Overcrowding question was not included until Summer 2022.



# ANNUAL COMPARISONS



# VISITOR JOURNEY : PRE-VISIT



# TRIP PLANNING CYCLE

Trip Planning Cycle	2022	2023
A week or less	16%	14%
2 - 3 weeks	15%	14%
1 - 2 months	27%	27%
3 - 4 months	16%	20%
5 - 6 months	12%	12%
7 months - 1 year	10%	9%
More than 1 year	4%	4%
<b>Days in Planning Cycle</b>	<b>51</b>	<b>54</b>

Booking Window	2022	2023
A week or less	21%	19%
2 - 3 weeks	17%	16%
1 - 2 months	27%	28%
3 - 4 months	15%	17%
5 - 6 months	11%	11%
7 months - 1 year	7%	7%
More than 1 year	2%	2%
<b>Days in Booking Window</b>	<b>43</b>	<b>46</b>

# ONLINE TRIP PLANNING SOURCES\*

Online Trip Planning Sources	2022	2023
Online search engines	37%	31%
VisitMaine.com	15%	18%
Online travel agency	12%	18%
Hotel websites	18%	17%
Facebook	11%	14%
TripAdvisor	12%	13%
Traveler reviews/blogs/stories	12%	10%
Airbnb	10%	9%
VRBO/HomeAway	8%	8%
Instagram	9%	8%
Visit Maine social media	6%	7%
YouTube	6%	7%
TheMaineBeaches.com	3%	6%
Airline websites	6%	5%
DowneastAcadia.com	3%	5%
MaineTourism.com	5%	5%
Vacation rental websites	6%	4%
VisitPortland.com	3%	4%
MainesMidCoast.com	2%	3%
MaineLakesandMountains.com	2%	2%
VisitBarHarbor.com	2%	2%
DiscoverNewEngland.com	2%	1%
VisitAroostook.com	1%	1%
KennebecValley.org	1%	1%
TheMaineHighlands.com	1%	1%
Twitter	2%	1%
Other	6%	5%
None	27%	28%

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

Other Trip Planning Sources	2022	2023
Advice from friends/family	39%	37%
Articles or travelogues	20%	16%
Travel guides/brochures	10%	15%
Called the Maine Office of Tourism	5%	10%
AAA	14%	10%
Visit Maine e-newsletter	4%	7%
Travel books & magazines	6%	6%
Travel planning apps	8%	6%
Visitor Guide	4%	5%
Called local convention and visitors bureaus	1%	1%
Called local Chambers of Commerce	3%	1%
Called another Maine Tourism/Lodging Association	1%	1%
Travel agent	2%	1%
Other	4%	3%
None	37%	36%

\*Multiple responses permitted.

# REASON FOR VISITING\*

Reasons for Visiting	2022	2023
Relax and unwind	34%	33%
Sightseeing/touring	31%	32%
Visiting friends/relatives	26%	28%
Nature & bird watching	17%	19%
Beach	13%	15%
Special occasion	12%	11%
Shopping	10%	11%
Special event	9%	9%
Active outdoor activities	9%	8%
Water activities	7%	8%
Attractions	9%	7%
Conference/meeting	6%	5%
Culture/museums/history	5%	5%
Snow activities	2%	4%
Sporting event	1%	2%
Astrotourism	1%	1%
Other	12%	15%

\*Multiple responses permitted.

# TV SHOWS & FILM\*

Trip Inspiration From Film	2022	2023
Yes	NA	4%
No	NA	95%
Don't know	NA	1%

How Film Inspired Trip**	2022	2023
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	NA	35%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	NA	34%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	NA	13%
Visiting a location related to a TV show or film was the main reason I visited Maine	NA	10%
Something else	NA	8%

Visited TV or Film Attractions***	2022	2023
Yes	NA	5%
No	NA	93%
Don't know	NA	2%

\*Questions were not asked until January 2023.

\*\*Only asked to those who said a TV show or film inspired them to take a trip to Maine.

\*\*\*Only asked to those who said they were NOT inspired by a TV show or film to visit Maine.

# OTHER STATES/PROVINCES CONSIDERED\*

Other States/Provinces Considered	2022	2023
No other states/provinces	66%	64%
New Hampshire	17%	18%
Massachusetts	14%	15%
Vermont	8%	8%
New York	6%	5%
Rhode Island	7%	5%
Connecticut	5%	4%
New Brunswick	2%	2%
Nova Scotia	2%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Other	3%	2%



# ADVERTISING/PROMOTIONS

Recalled Advertising	2022	2023
Yes	47%	49%
No	40%	40%
Not sure	13%	11%

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Influenced by Advertising	2022	2023
Yes	28%	27%

# ADVERTISING/PROMOTIONS\*

Sources of Advertising Noticed*	2022	2023
Social media	39%	51%
Internet	35%	33%
Magazine	21%	23%
Cable or satellite television	13%	17%
Radio	15%	16%
AAA	9%	10%
VisitMaine.com	8%	9%
Newspaper	9%	8%
Traveler reviews/blogs	7%	7%
Maine travel/visitor guide	6%	6%
Online streaming service	4%	5%
Brochure	4%	4%
Music/podcast streaming	3%	3%
Billboard	3%	2%
Deal – based promotion	2%	2%
Other	5%	4%
Not sure	1%	2%

# VISITOR JOURNEY : TRAVELER PROFILE



# ORIGIN REGION

Region of Origin	2022	2023
Maine	19%	17%
New England	32%	31%
Mid-Atlantic	20%	21%
Southeast	10%	11%
Southwest	3%	3%
Midwest	7%	7%
West	3%	3%
Canada	4%	5%
Other International	2%	2%

# ORIGIN STATE/PROVINCE

Origin States & Provinces	2022	2023
Maine	19%	17%
Massachusetts	14%	15%
New York	8%	8%
New Hampshire	8%	7%
Connecticut	5%	5%
Florida	4%	5%
New Jersey	4%	4%
Pennsylvania	4%	4%
Vermont	2%	3%
California	1%	2%
Georgia	1%	2%
Maryland	2%	2%
North Carolina	2%	2%
Ohio	2%	2%
Texas	2%	2%
Virginia	2%	2%
New Brunswick	1%	2%
Quebec	2%	2%
Arizona	0%	1%
Colorado	1%	1%
Illinois	1%	1%
Indiana	1%	1%
Kansas	0%	1%
Michigan	1%	1%
Minnesota	1%	1%
Missouri	1%	1%

# ORIGIN MARKET

Origin Markets	2022	2023
Boston	8%	9%
New York City <sup>1</sup>	7%	7%
Washington DC - Baltimore <sup>2</sup>	3%	3%
Portland	2%	2%
Philadelphia	2%	2%
Providence, RI	1%	2%
Augusta	1%	1%
Albany	1%	1%
Auburn - Lewiston	1%	1%
Bangor	1%	1%
Rochester - Portsmouth, NH	1%	1%
Atlanta	1%	1%
Waterville	1%	1%
Manchester, NH	1%	1%
Chicago	1%	1%
Hartford, CT	1%	1%
Tampa - Clearwater - St. Petersburg	1%	1%
Belfast	1%	1%
Miami - Ft. Lauderdale	1%	1%
Orlando	1%	1%
Dallas - Ft. Worth	1%	1%
Buffalo - Rochester	1%	1%
Lowell, MA	1%	1%
Nashua, NH	1%	1%
Montreal, CAN	1%	1%
Jacksonville, FL	1%	1%
Denver - Aurora - Broomfield, CO	1%	1%

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

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

# TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2022	2023
As a couple	44%	44%
As a family	26%	27%
Traveled alone	15%	14%
With other couples/friends	12%	12%
With business associates	2%	2%
In a tour group	1%	1%
Other	<1%	<1%
<b>Average Travel Party Size</b>	<b>2.9</b>	<b>2.9</b>

# TRAVEL WITH CHILDREN\*

Children in Travel Party*	2022	2023
No children	82%	83%
Children younger than 6	5%	5%
Children 6 – 12	10%	10%
Children 13 – 17	7%	8%

Gender	2022	2023
Male	45%	44%
Female	55%	56%

\*Multiple responses permitted.



# DEMOGRAPHIC PROFILE

Age	2022	2023
Under 25	5%	4%
25 – 34	15%	12%
35 – 44	22%	21%
45 – 54	20%	20%
55 – 65	25%	25%
Over 65	13%	18%
Median Age	49	52

Race/Ethnicity	2022	2023
White	89%	89%
Asian	3%	4%
Hispanic	3%	3%
Black	2%	2%
Indigenous	1%	1%
Other	2%	1%

# LIFESTYLE PROFILE

Marital Status	2022	2023
Single/widowed	24%	22%
Married/living with partner	76%	78%

Employment Status	2022	2023
Employed full-time	54%	56%
Employed part-time	12%	10%
Contract/freelance/temporary employee	7%	6%
Retired	17%	20%
Not currently employed	6%	5%
Student	4%	3%

# LIFESTYLE PROFILE

Household Income	2022	2023
Less than \$25,000	5%	4%
\$25,000 - \$49,999	10%	9%
\$50,000 - \$74,999	22%	19%
\$75,000 - \$99,999	23%	22%
\$100,000 - \$149,999	23%	24%
\$150,000 - \$199,999	9%	12%
\$200,000 - \$249,999	4%	6%
\$250,000 or more	4%	4%
<b>Median Household Income</b>	<b>\$89,100</b>	<b>\$95,500</b>

# LIFESTYLE PROFILE

<b>Educational Attainment</b>	<b>2022</b>	<b>2023</b>
High school or less	8%	8%
Some college or technical school	15%	13%
College or technical school graduate	56%	56%
Graduate school	21%	23%

# NEW & RETURNING VISITORS

Previous Trips to Maine	2022	2023
This is my first time	22%	19%
2 - 5 times	29%	27%
6 - 10 times	17%	18%
11+ times	32%	36%

# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

Means of Transportation	2022	2023
Drove to Maine	85%	82%
Flew into Portland Intl Jetport	5%	6%
Flew into Boston Logan Intl	4%	6%
Flew into Bangor Intl Airport	3%	2%
Took a motor coach tour or bus	2%	2%
Flew into Augusta State Airport	<1%	<1%
Flew into Knox County Regional Airport	<1%	<1%
Flew into Presque Isle Regional Airport	<1%	<1%
Flew into Hancock County-Bar Harbor Airport	<1%	<1%
Flew into LaGuardia Intl Airport	<1%	<1%
Flew into Quebec City Jean Lesage Intl Airport	<1%	<1%
Flew into Fredericton Intl	<1%	<1%
Flew into St John Airport	<1%	<1%
Flew into Montreal-Pierre Elliott Trudeau Intl Airport	<1%	<1%
Flew into Lebanon Municipal Airport	<1%	<1%
Flew into Manchester-Boston Regional Airport	<1%	<1%
Flew into Burlington Intl Airport	<1%	<1%
Flew into another airport	<1%	<1%
Traveled by train	<1%	<1%
Other	1%	2%

# LENGTH OF STAY

Nights Stayed	2022	2023
Not staying overnight	22%	19%
1 night	4%	5%
2 nights	12%	13%
3 nights	16%	17%
4 nights	13%	12%
5+ nights	33%	34%
Average Length of Stay	4.5	4.8



# ACCOMMODATIONS

Accommodations	2022	2023
Hotel/motel/resort	26%	30%
Not spending the night	22%	19%
Friends/family home	20%	19%
Vacation rental home	10%	10%
Personal second home	8%	9%
Bed & Breakfast/Inn	5%	4%
Campground/RV Park	5%	4%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	1%	1%
Outdoor Outfitter	<1%	<1%
Other	1%	2%

# BOOKING

Booking Methods	2022	2023
Directly with the hotel/condo	42%	41%
Online travel agency	22%	26%
Airbnb	12%	10%
Short term rental service	8%	9%
Vacation rental company	4%	3%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	1%	1%
Other	9%	8%

# IN-MARKET RESOURCES\*

In-Market Resources	2022	2023
Navigation website/apps (Google Maps, etc.)	45%	45%
Restaurant website/app	29%	27%
Visitor Information Centers	20%	23%
Materials from hotel/campground	17%	21%
Trip planning app	16%	20%
Personal social media	20%	19%
VisitMaine.com	15%	18%
Hotel/resort website/app	15%	16%
Destination social media	12%	16%
Booking website/app	5%	4%
Airline website/app	2%	2%
Chambers of Commerce	5%	2%
VisitBarHarbor.com	1%	1%
Other	6%	6%
None	23%	21%

\*Multiple responses permitted.

# ACTIVITIES\*

Activities	2022	2023
Food/beverage/culinary	74%	73%
Touring/sightseeing	53%	54%
Shopping	50%	52%
Active outdoor activities	38%	39%
Water activities	29%	29%
Entertainment/attractions	24%	22%
History/culture	19%	22%
Astrotourism	6%	6%
Business conference/meeting	5%	4%
Other	7%	6%

# FOOD & BEVERAGE ACTIVITIES\*

Food & Beverage Activities	2022	2023
Ate lobster	45%	42%
Going to local brew pubs/craft breweries	42%	39%
Ate other local seafood	39%	39%
Consumed other locally produced Maine foods	28%	26%
Enjoyed high-end cuisine or five-star dining	17%	20%
Enjoying local food at fairs/festivals	20%	18%
Visited Farmer's Markets	18%	18%
Enjoyed unique Maine food or beverages	18%	15%
Ate farm-to-table or organic cuisine	10%	10%
Other	9%	6%

# TOURING & SIGHTSEEING ACTIVITIES\*

Touring & Sightseeing Activities	2022	2023
Sightseeing	41%	41%
Enjoying the ocean views/rocky coast	41%	41%
Driving for pleasure	32%	34%
Wildlife viewing/bird watching	26%	27%
Photography	21%	25%
Nature cruises or tours	22%	24%
Enjoying the mountain views	21%	18%
Tours of communities/local architecture	14%	16%
Viewing fall colors	8%	7%
Other	4%	3%

# SHOPPING ACTIVITIES\*

Shopping Activities	2022	2023
Shopping in downtown areas	25%	27%
Shopping for gifts/souvenirs	21%	23%
Outlet shopping	23%	22%
Shopping for antiques/local arts and crafts	20%	19%
Shopping for unique/locally produced goods	20%	17%
Shopping for “Made in Maine” products	18%	13%
Shopping at malls	9%	8%
Other	10%	9%

\*Multiple responses permitted.

# ACTIVE OUTDOOR ACTIVITIES\*

Active Outdoor Activities	2022	2023
Hiking/climbing/backpacking	27%	26%
Exploring State and National Parks	15%	14%
Camping	6%	6%
Bicycling touring	6%	5%
Riding all-terrain vehicles	4%	4%
Mountain/Fat Biking	4%	4%
Snowmobiling	3%	3%
Hunting	3%	2%
Alpine skiing/snowboarding	2%	2%
Nordic skiing	1%	1%
Snowshoeing	1%	1%
Other	6%	8%



# WATER ACTIVITIES\*

Water Activities	2022	2023
Going to the beach	18%	18%
Fishing	15%	16%
Canoeing/kayaking	13%	14%
Outdoor swimming	13%	14%
Pool swimming	9%	10%
Surfing	5%	8%
Motor boating	8%	8%
Sailing	4%	5%
White water rafting	2%	2%
Water skiing/jet skiing	2%	2%
Other	3%	2%

# ENTERTAINMENT ACTIVITIES\*

Entertainment Activities	2022	2023
Attend sporting events	4%	3%
Amusement/theme parks	3%	2%
Outdoor fun centers	2%	2%
Agricultural fairs	2%	2%
Bars/nightlife	1%	2%
Animal parks/zoos	1%	1%
Children's museums	2%	1%
Water parks	1%	1%
Summer camps	1%	1%
Horseback riding	0%	1%
Other	5%	6%

# HISTORY/CULTURE ACTIVITIES\*

History/Culture Activities	2022	2023
Visit historic sites/museums	9%	11%
Visit art museums/local artisan studios	6%	9%
Attend popular music concerts/events	7%	7%
Get to know the local people and/or culture	4%	6%
Attend plays/musicals/theatrical events	2%	3%
Painting/drawing/sketching	2%	2%
Attend operas/classical music events	1%	1%
Other	6%	5%

# OTHER STATES/PROVINCES VISITED\*

Other States/Provinces Visited	2022	2023
No other states/provinces	69%	67%
New Hampshire	15%	18%
Massachusetts	14%	15%
Vermont	6%	7%
Connecticut	5%	5%
New York	8%	5%
Rhode Island	6%	4%
New Brunswick	2%	2%
Nova Scotia	1%	1%
Ontario	1%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Other	2%	2%

# TRAVELING IN MAINE\*

Maine Regions Visited	2022	2023
No other regions	50%	52%
Midcoast & Islands	35%	35%
Greater Portland & Casco Bay	27%	32%
The Maine Beaches	27%	32%
Downeast & Acadia	25%	25%
The Maine Highlands	18%	15%
Maine Lakes & Mountains	13%	13%
Kennebec Valley	10%	11%
Maine	7%	5%
Other	1%	1%

# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2022	2023
Would recommend Maine	97%	97%
Would not recommend Maine	1%	1%
Not sure	2%	2%

Recommending Regions	2022	2023
Definitely recommend region	72%	73%
Probably would recommend region	23%	23%
Would not recommend region	1%	1%
Not sure	4%	3%

# RETURNING TO MAINE

Returning to Maine	2022	2023
Definitely will return	69%	75%
Probably will return	22%	19%
Probably will not return	1%	1%
Not sure	8%	5%



# SATISFACTION

Satisfaction	2022	2023
Very satisfied	59%	62%
Satisfied	39%	36%
Dissatisfied	0%	0%
Don't know	2%	2%

# TRIP EXPECTATIONS

Exceeded Expectations	2022	2023
Activities & attractions	54%	53%
Friendliness of people	43%	45%
Lodging	41%	44%
Authentic & unique communities	35%	35%
Customer service	31%	34%
Restaurants	30%	33%
Shopping	27%	30%
Value for your money	25%	24%

# OVERCROWDING

Overcrowding	2022	2023
Overcrowded	14%	6%
A little overcrowded	34%	27%
The number of visitors was fine	39%	49%
Not at all overcrowded	11%	16%
Other	2%	2%

# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

5,051 interviews were completed with visitors to Maine online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1<sup>st</sup>, 2022 and November 30<sup>th</sup>, 2023.

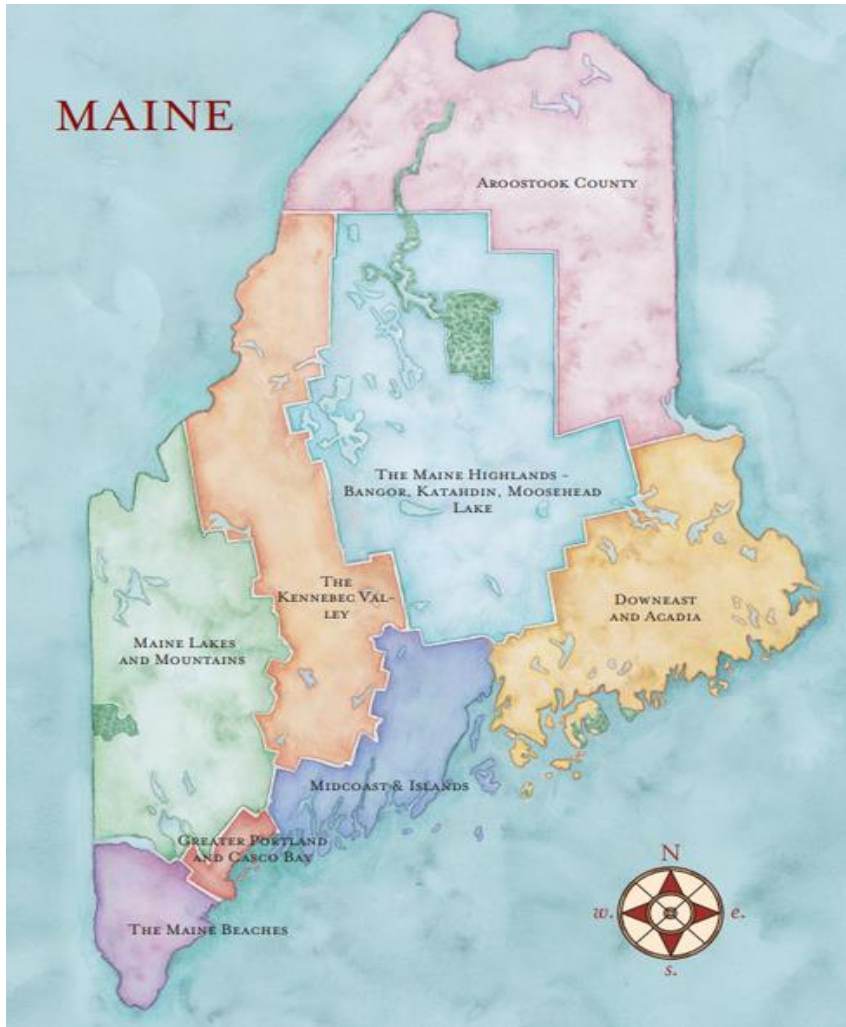
## Economic Impact

Total economic impact of tourism on 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 1.80.

# METHODOLOGY\*



Quotas by Region	Winter	Summer	Fall	2023
Maine	75	200	200	475
Kennebec Valley	125	200	200	525
The Maine Highlands	125	200	200	525
Maine Lakes & Mountains	125	200	200	525
Downeast & Acadia	125	200	200	525
Mid-Coast	125	200	200	525
Greater Portland & Casco Bay	125	200	200	525
Maine Beaches	125	200	200	525
<b>Total</b>	<b>950</b>	<b>1,600</b>	<b>1,600</b>	<b>4,150</b>

\*Quotas were adjusted in Summer 2023 due to the addition of seasonal regional reports.

# MAINE OFFICE OF TOURISM

## 2023 Economic Impact & Visitor Tracking Report

DECEMBER 2022 – NOVEMBER 2023

Downs & St. Germain Research  
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