

DOWNEAST & ACADIA

2024 Summer Visitor Tracking Report

May 2024 – August 2024

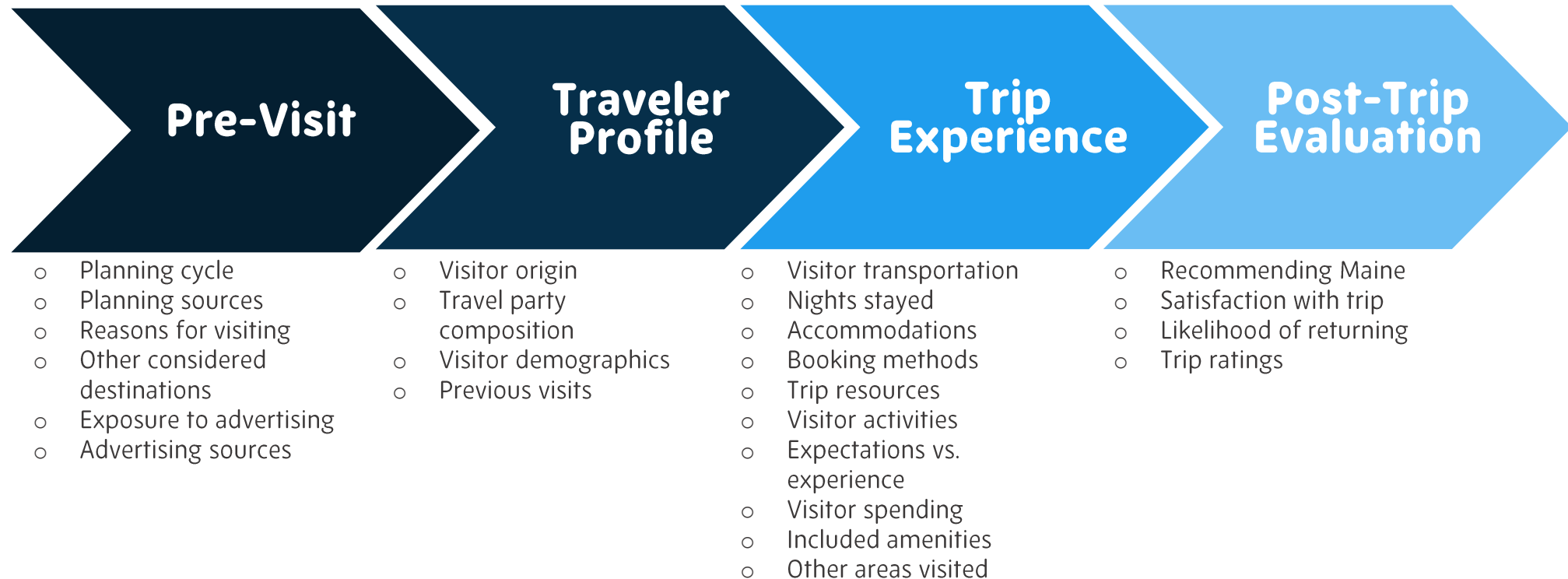


STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from May 2024 to August 2024.

In the report, we follow the visitors in their journeys.

Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.



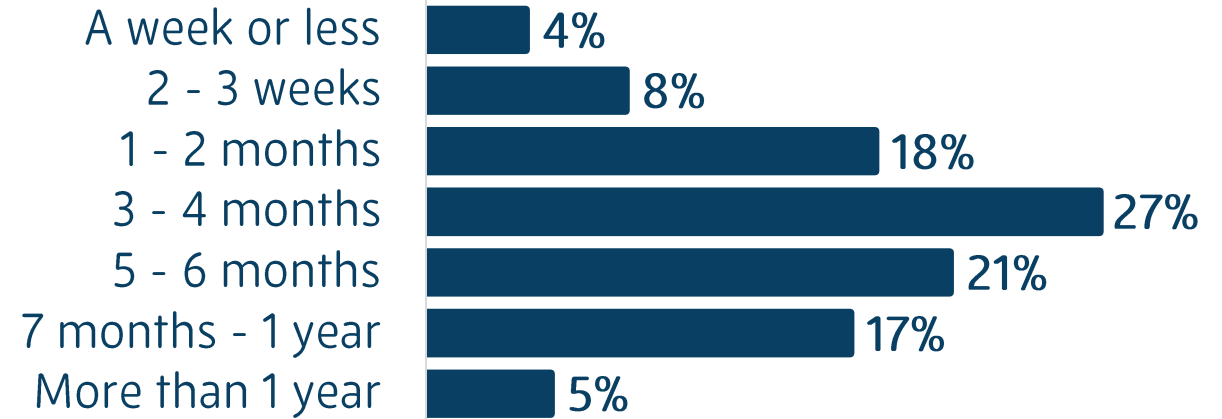
VISITOR JOURNEY: PRE-VISIT



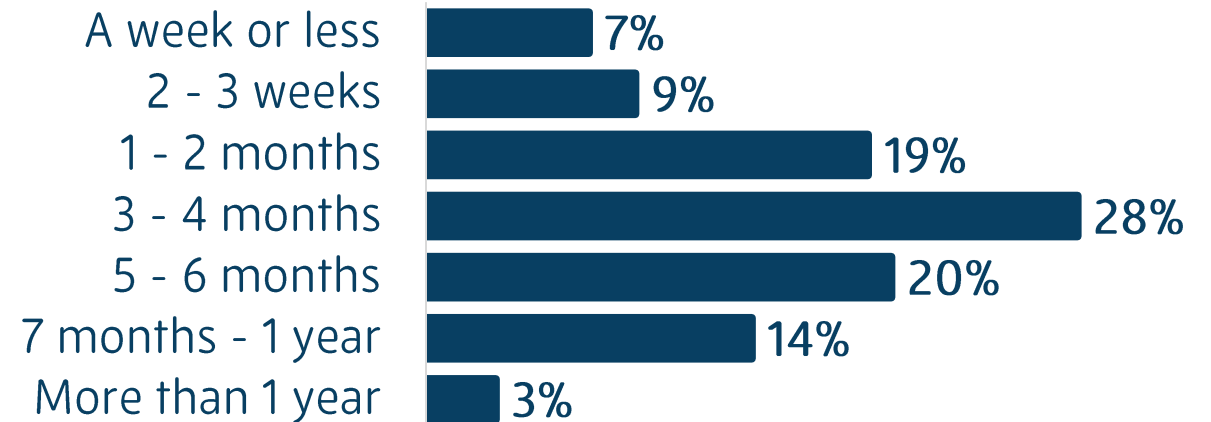
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **82 days** in advance
- » **88%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **76 days** in advance
- » **35%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

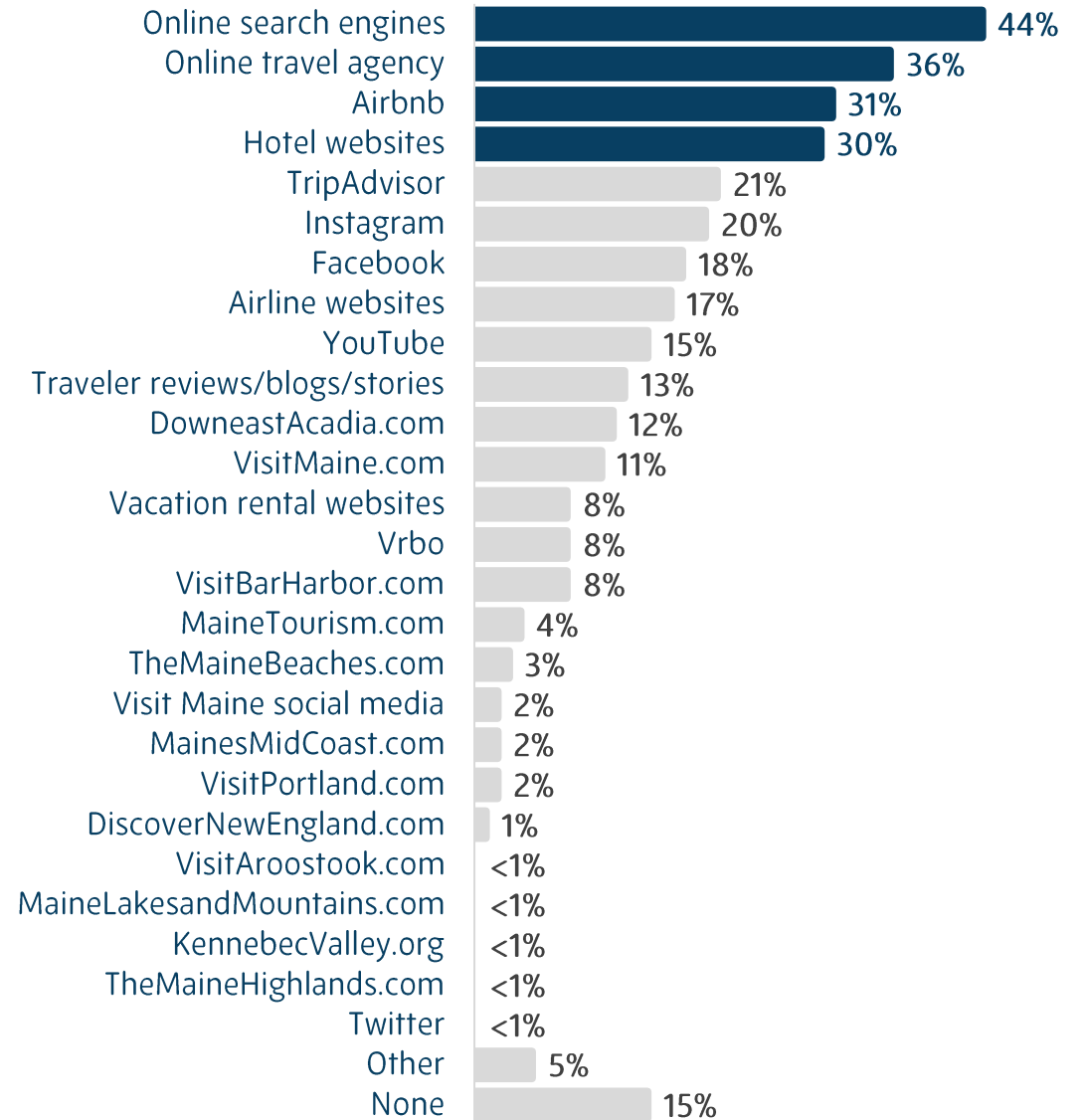


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

- » Nearly **9 in 10** visitors used one or more online resources to help them plan their trip in Maine
- » Over **2 in 5** visitors used an online search engine, such as Google, to help them plan their trip in Maine
- » Over **1 in 3** visitors used an online travel agency to help them plan their trip in Maine

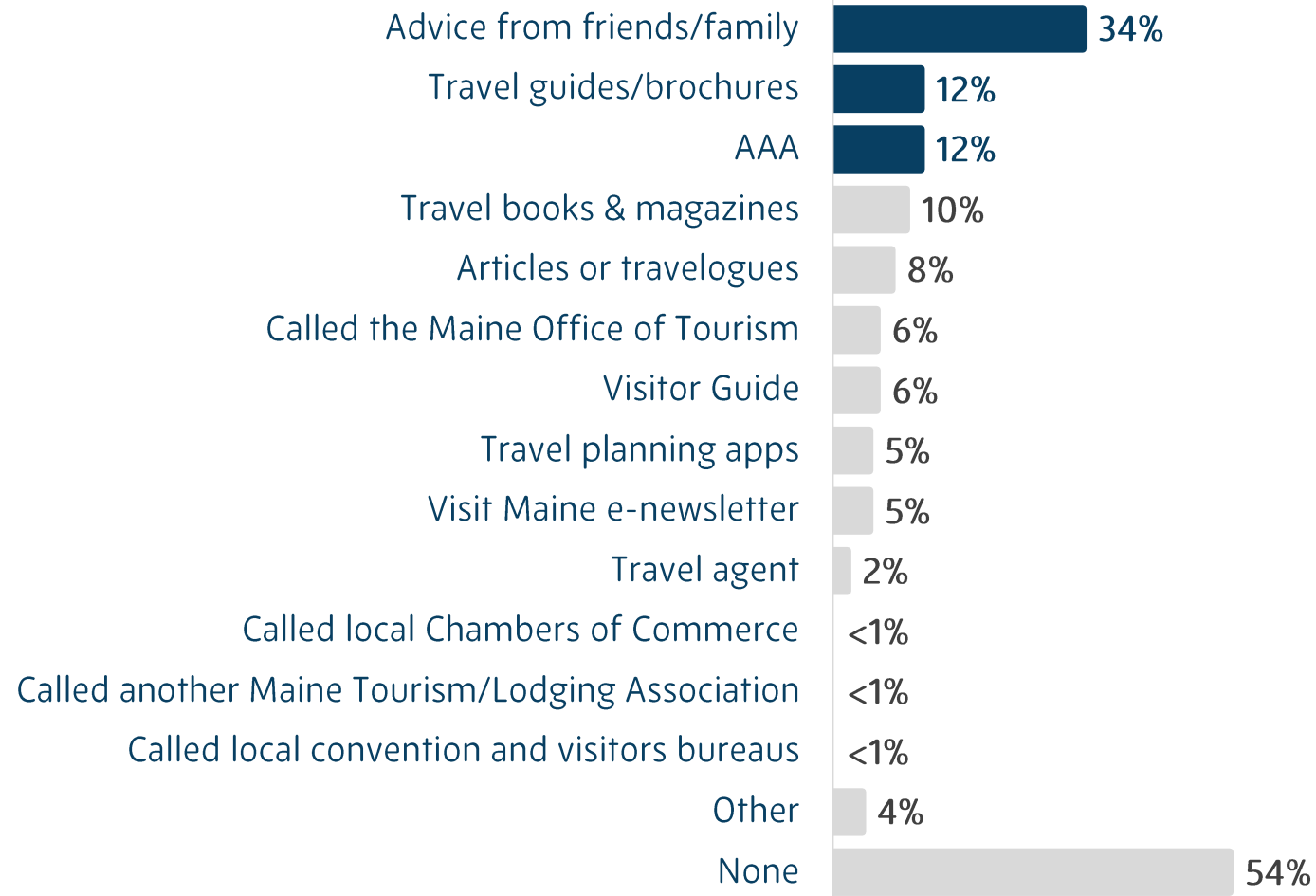


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*Multiple responses permitted.

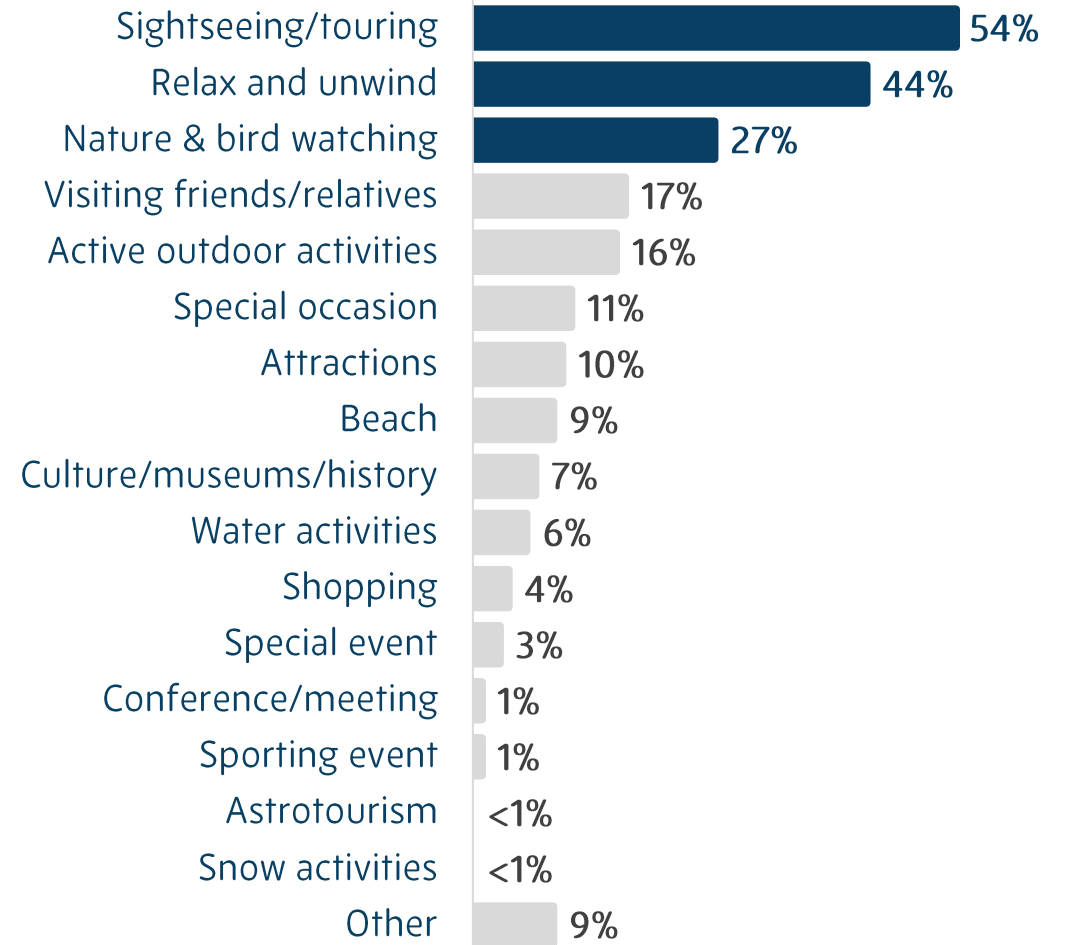
OTHER TRIP PLANNING SOURCES*

- » Over **1 in 3** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » **1 in 8** visitors used travel guides/brochures or AAA to help plan their trip in Maine
- » **54%** of visitors did not use any other resources to help them plan their trip in Maine



REASONS FOR VISITING*

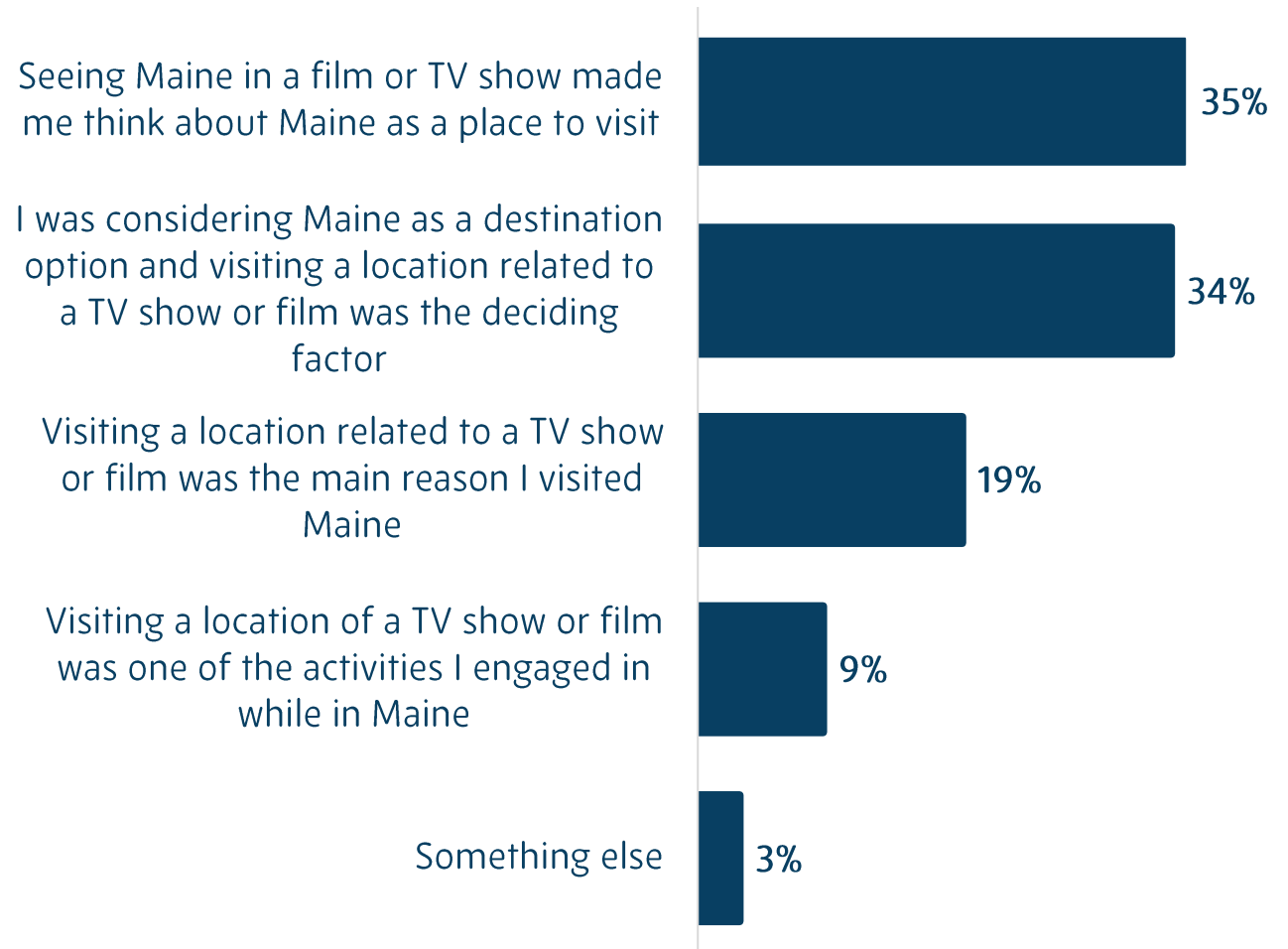
- » Over **half** of visitors came to Maine for sightseeing/touring
- » Over **2 in 5** visitors came to Maine to relax & unwind
- » Over **1 in 4** visitors came to Maine for its nature and bird-watching



TV SHOWS & FILM*

- » 3% of visitors said a TV show or film inspired their trip to Maine
- » Over 1 in 3 visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit
- » Over 1 in 3 visitors who were inspired by a TV show or film said they were considering Maine as a destination and visiting that location was the deciding factor
- » 2% of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

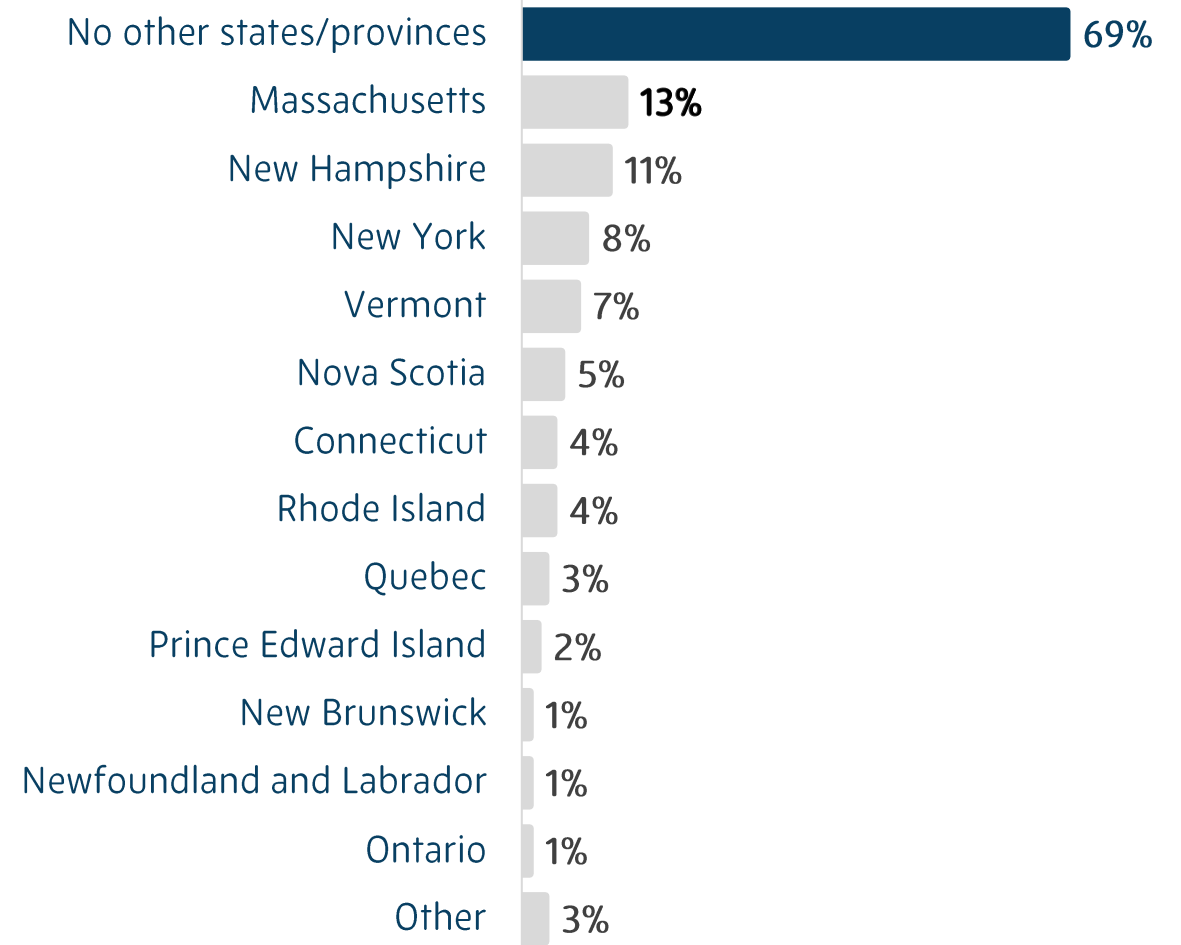
Base: 3% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

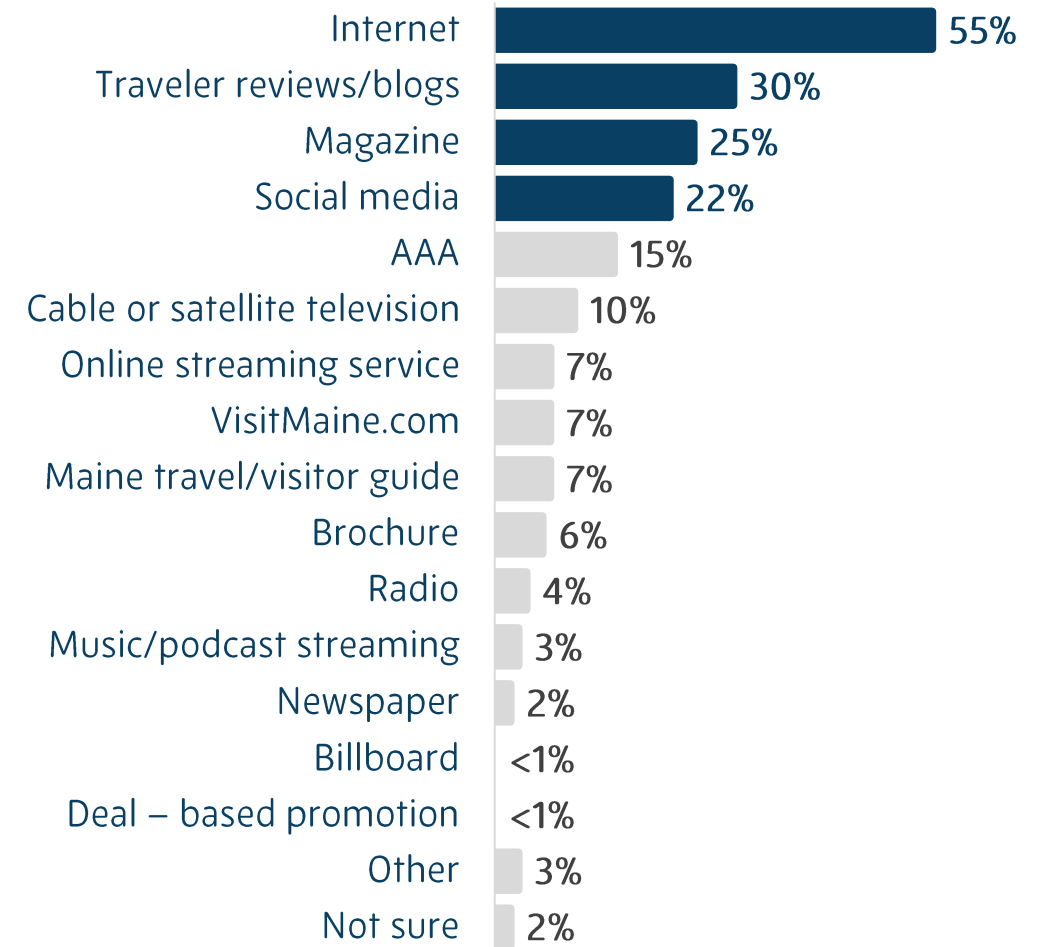
- » Nearly **7 in 10** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Over **1 in 3** visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on the internet
- » This information influenced **27% of all** visitors to visit Maine

Base: 36% of visitors who noticed advertising

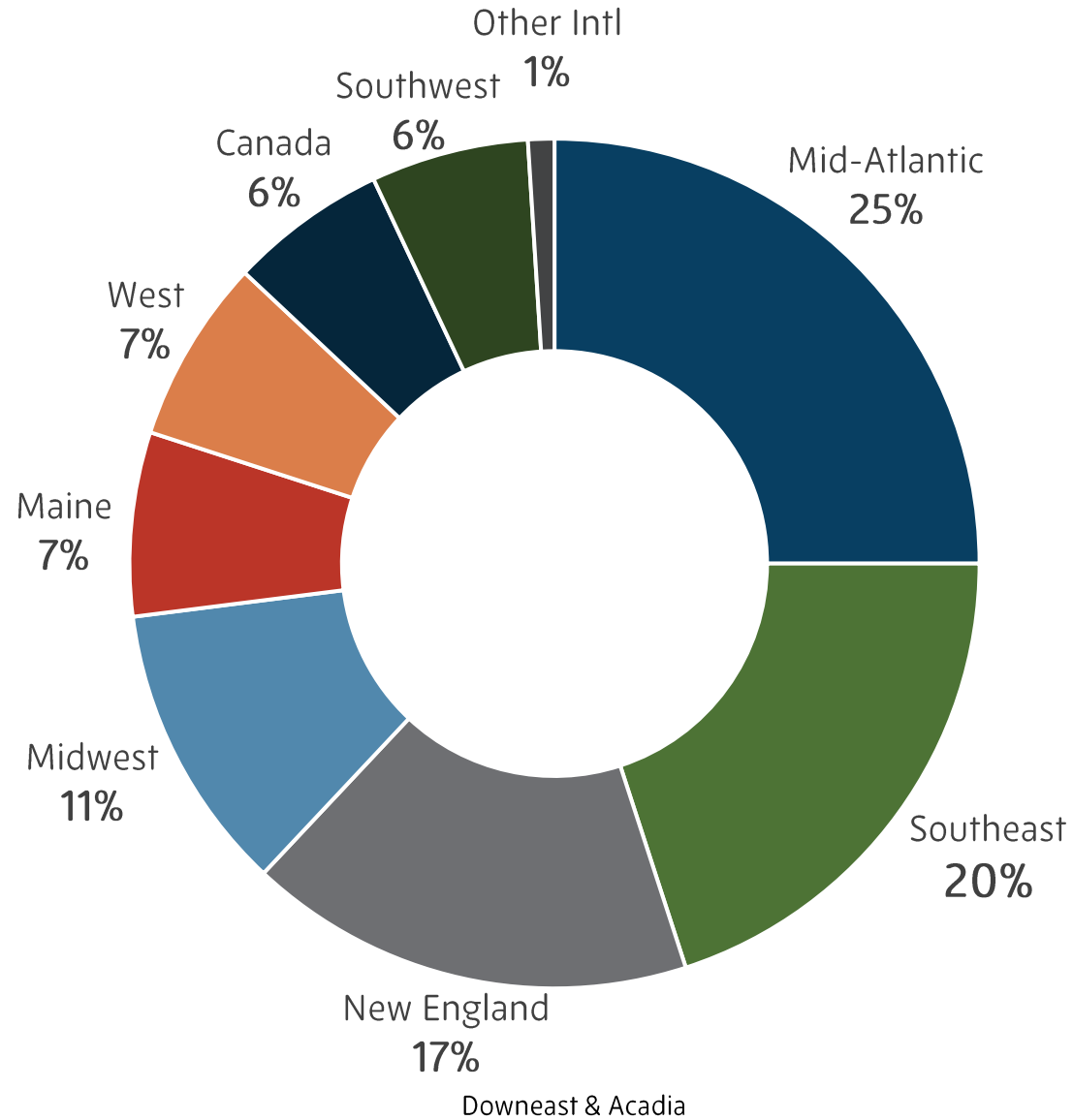


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » 62% of visitors traveled to/within Maine from 14 U.S. states
- » 8% of visitors were traveling from New York

State	Percent
New York	8%
Maine	7%
Florida	6%
New Jersey	6%
Massachusetts	5%
New Hampshire	4%
Texas	4%
Pennsylvania	4%
Connecticut	3%
California	3%
Virginia	3%
Maryland	3%
Ohio	3%
Georgia	3%

TOP ORIGIN MARKETS

- » 32% of visitors traveled from 9 U.S. markets
- » 11% of visitors traveled to Maine from the New York City area

Market	Percent
New York City ¹	11%
Boston	4%
Washington DC - Baltimore ²	4%
Atlanta	3%
Dallas – Ft. Worth	2%
Philadelphia	2%
Providence, RI	2%
Chicago	2%
Phoenix – Mesa – Glendale, AZ	2%

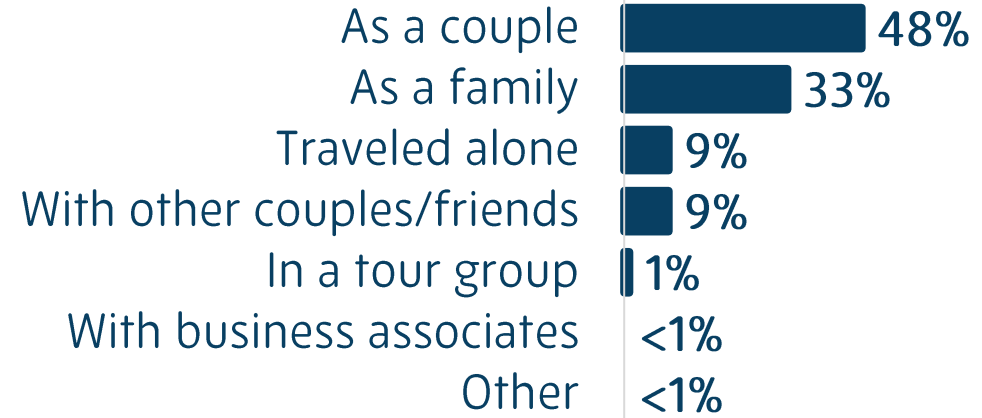
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

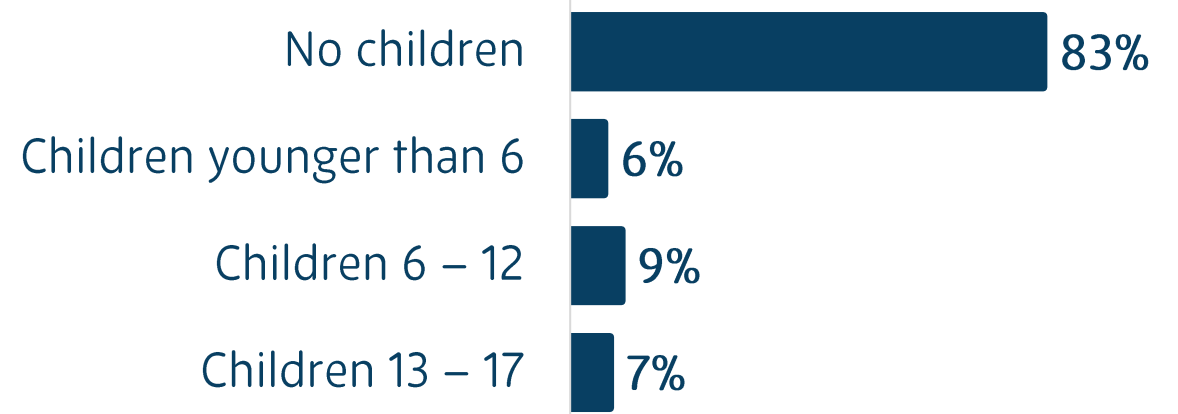
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.9** people
- » Nearly **half** of visitors traveled as a couple
- » **1 in 3** visitors traveled as a family
- » **17%** of visitors traveled with one or more children in their travel party

Travel Party Composition



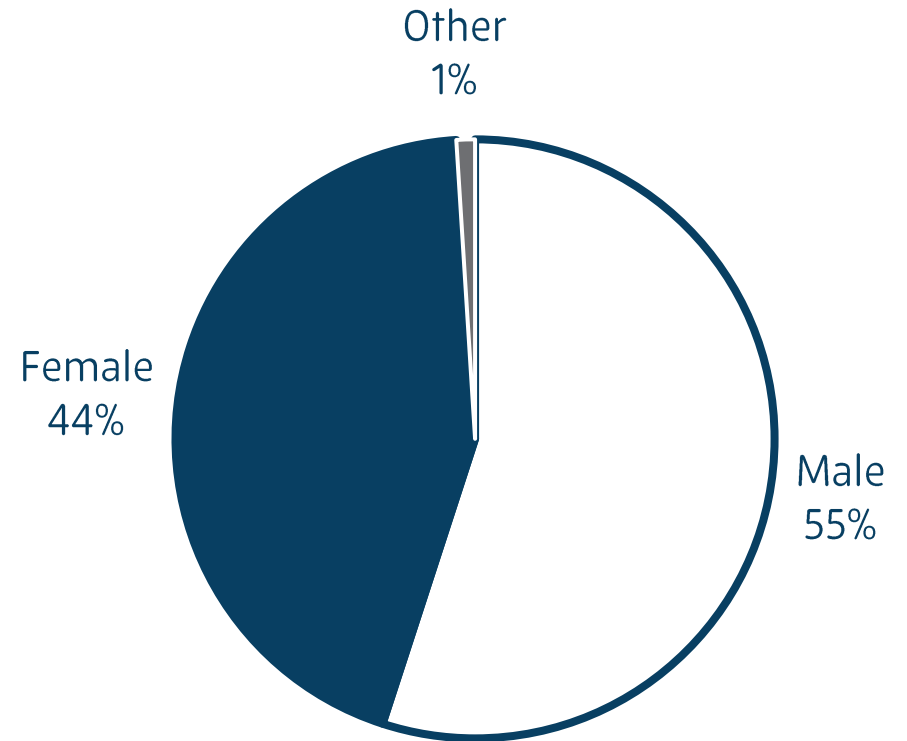
Children in Travel Party*



*Multiple responses permitted.

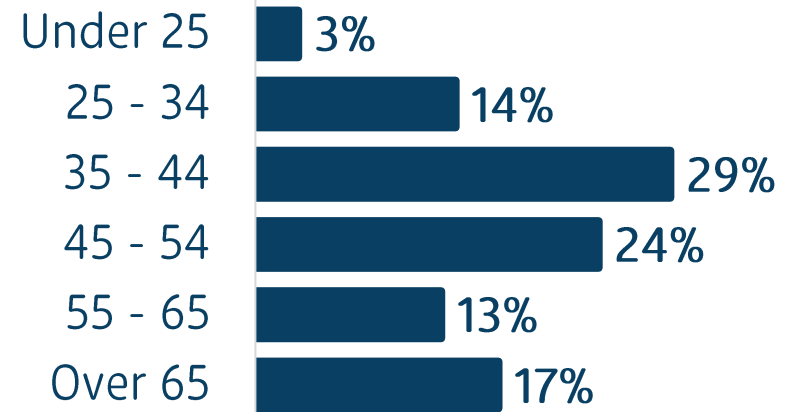
GENDER

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



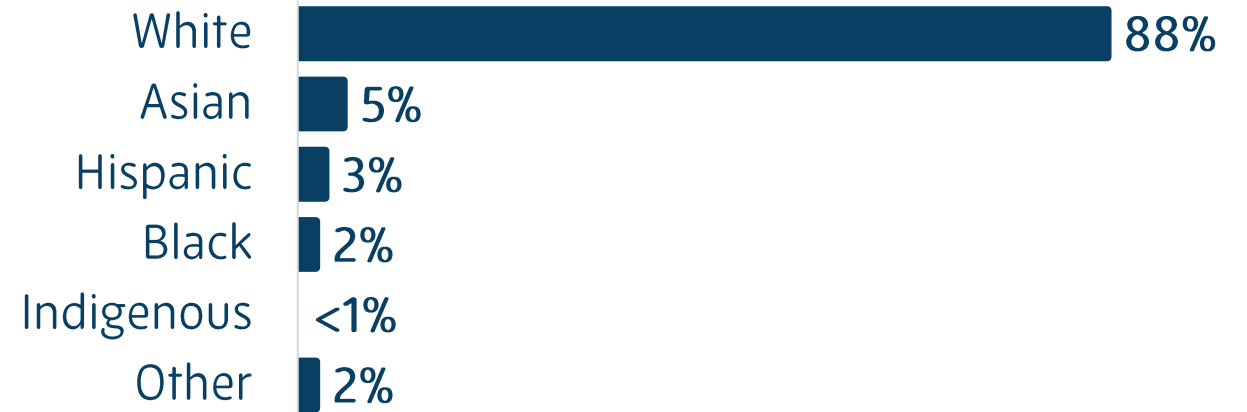
AGE

» The average age of visitors to Maine is **47** years old



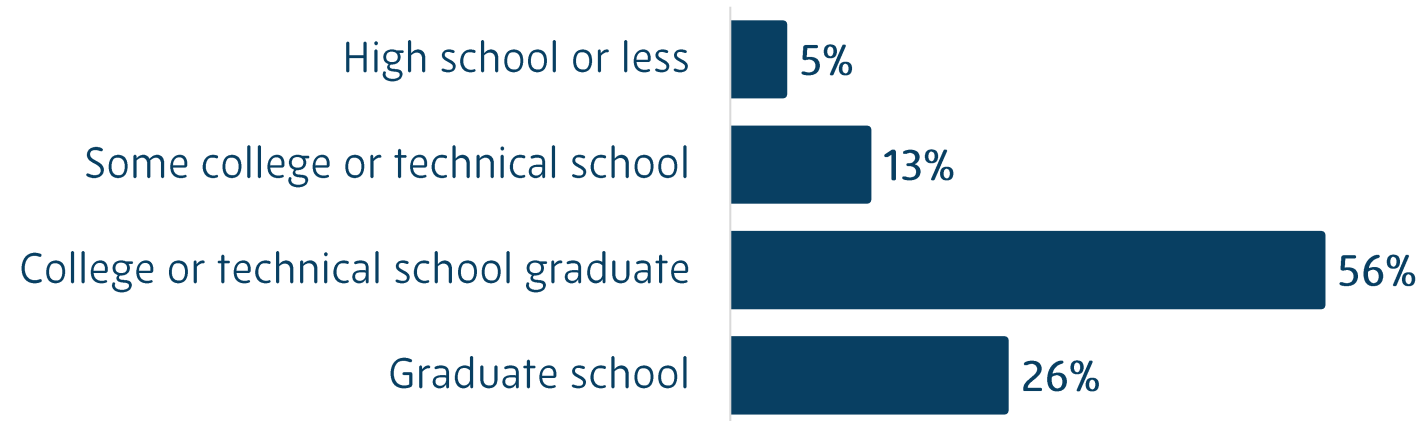
RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



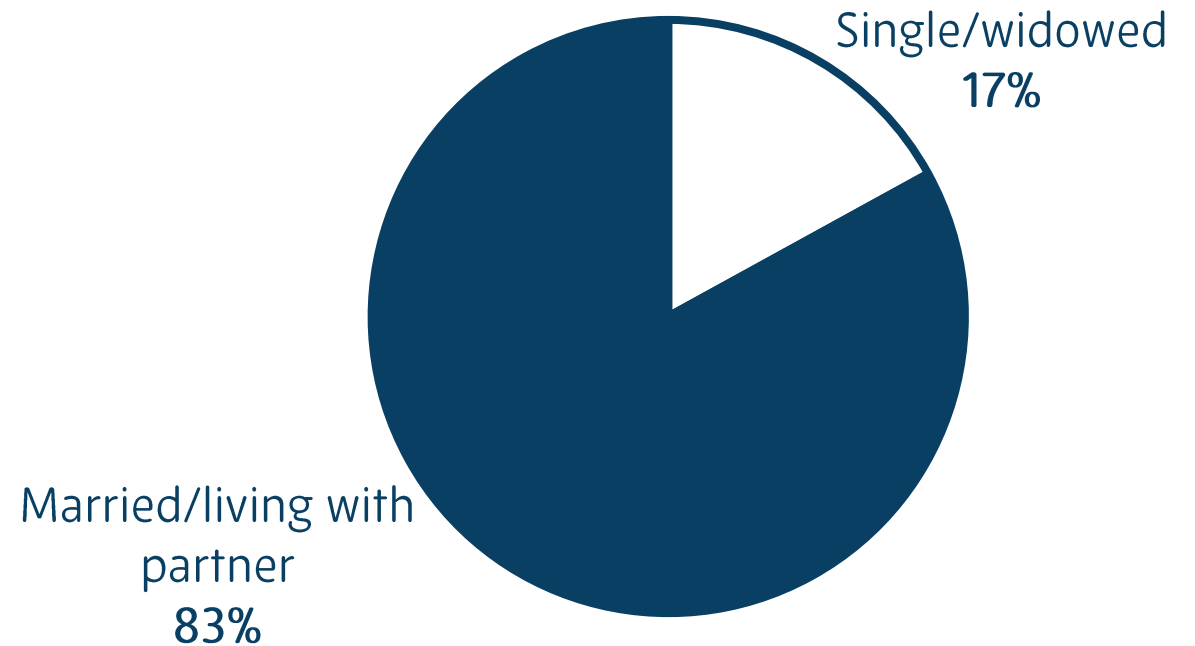
EDUCATIONAL ATTAINMENT

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



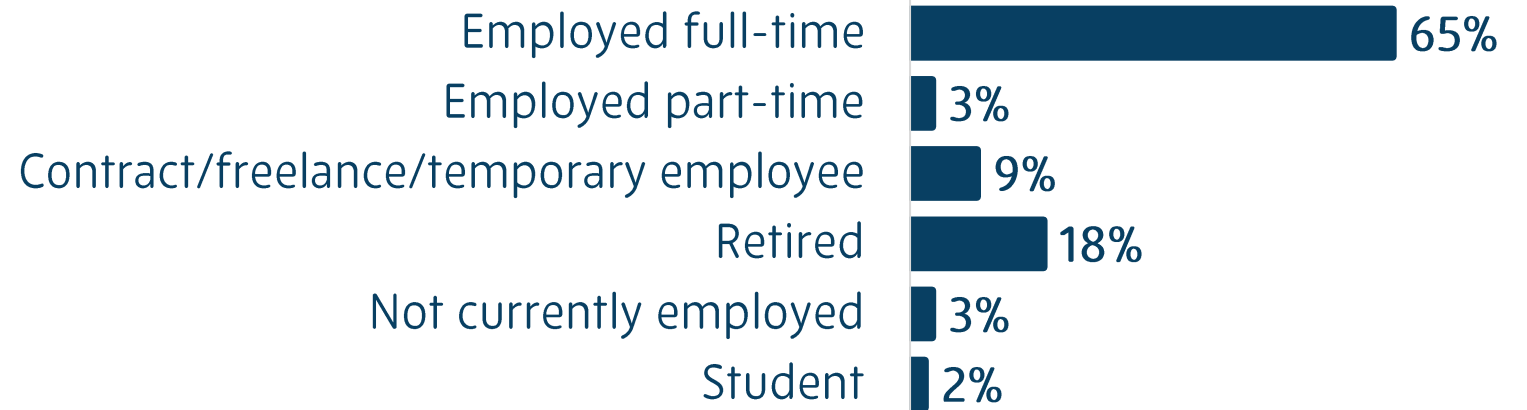
MARITAL STATUS

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



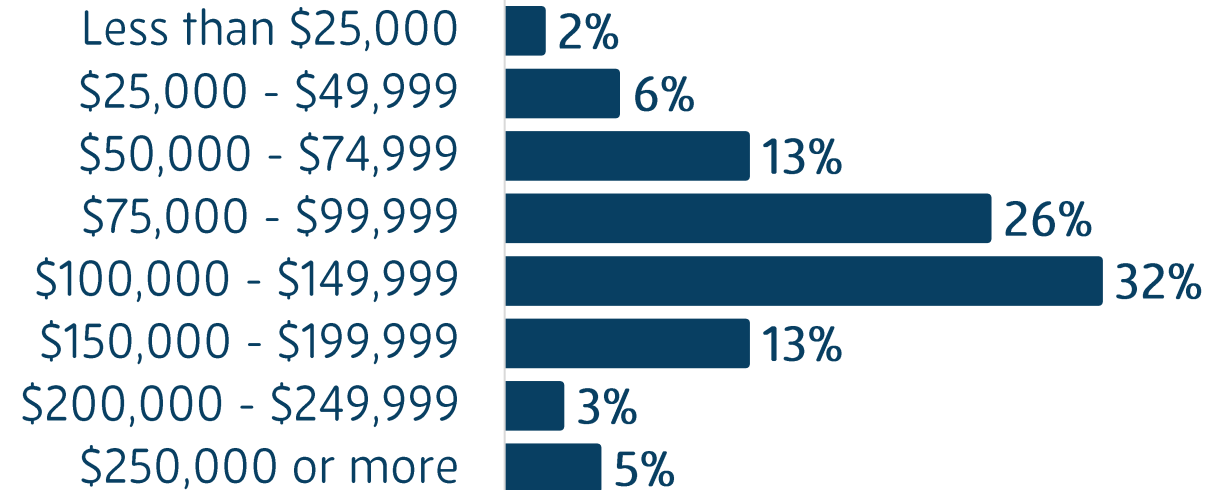
EMPLOYMENT STATUS

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



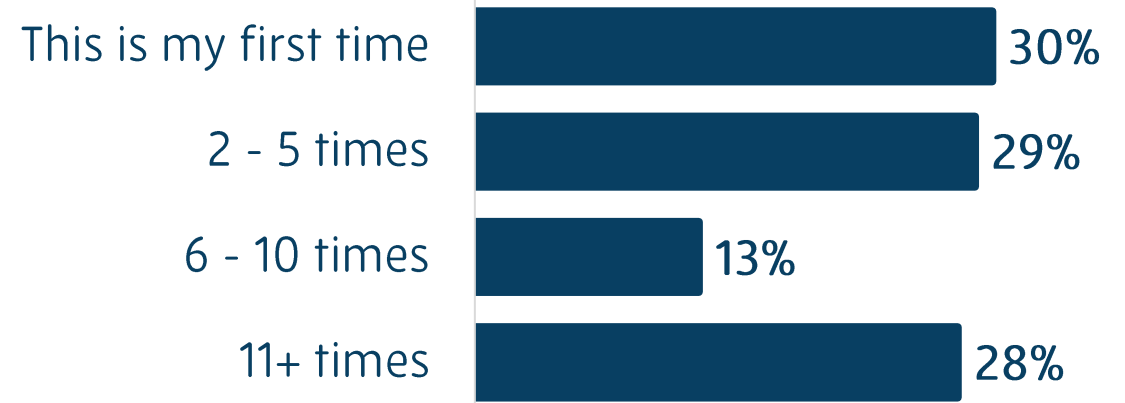
HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$104,700** per year
- » **21%** of visitors to Maine earned more than \$150,000 per year

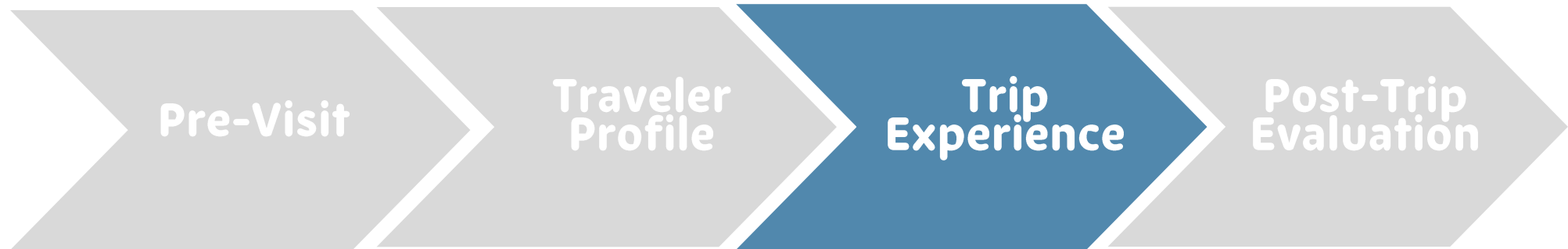


NEW & RETURNING VISITORS

- » 30% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 28% had previously traveled in Maine more than 10 times

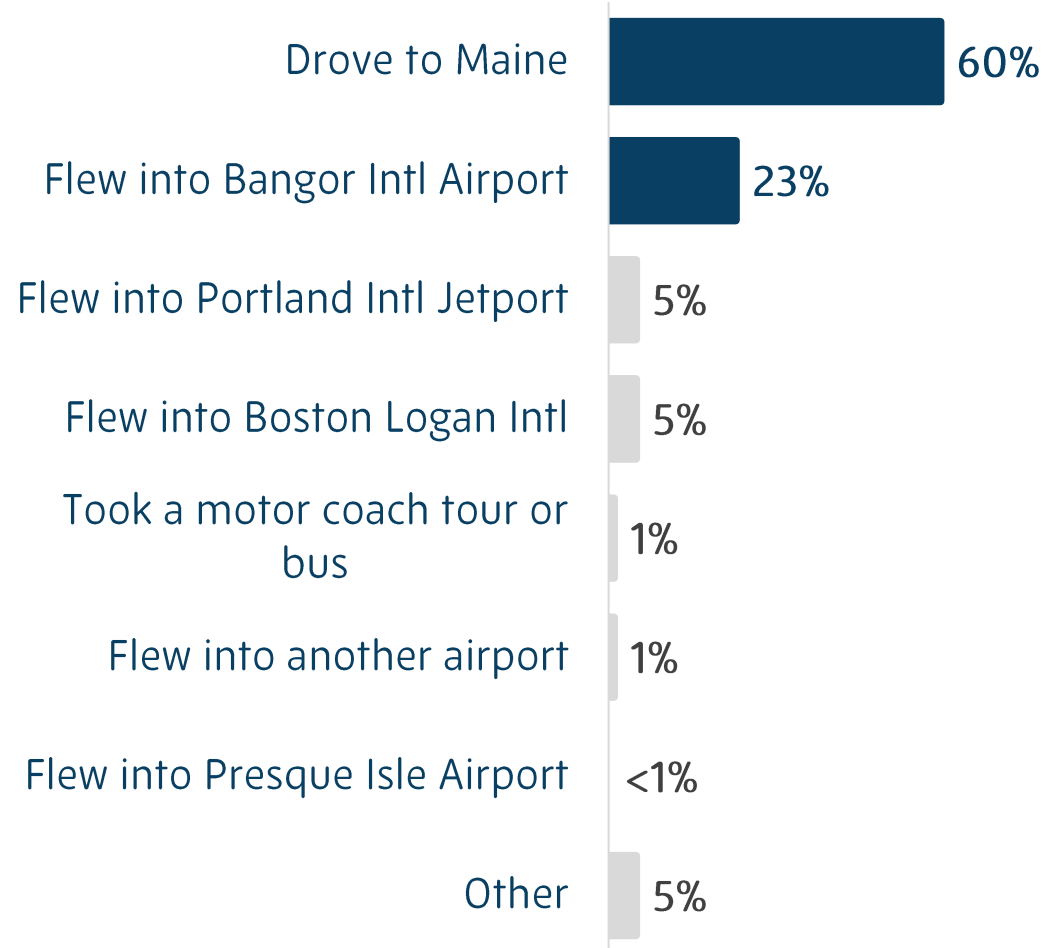


VISITOR JOURNEY: TRIP EXPERIENCE



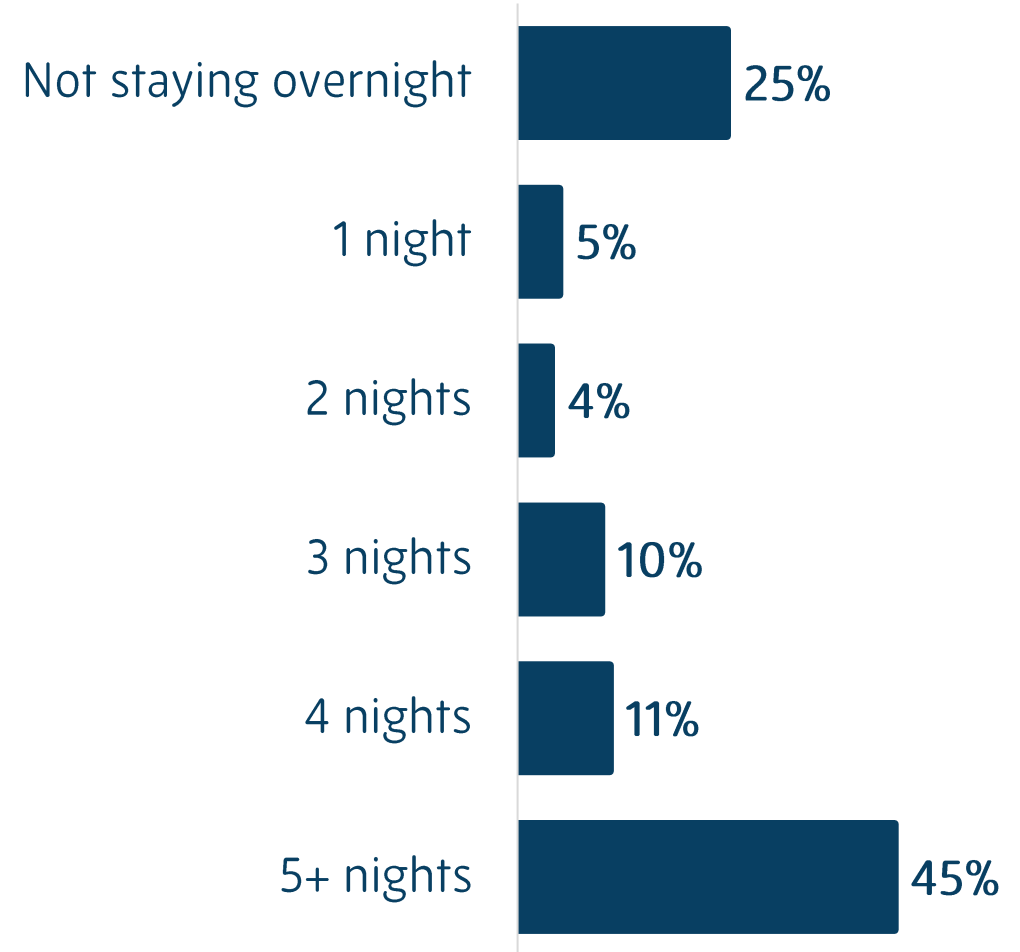
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **60%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Bangor International Airport



NIGHTS STAYED

- » 75% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 4.6* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 5.3 nights in Maine on their trips

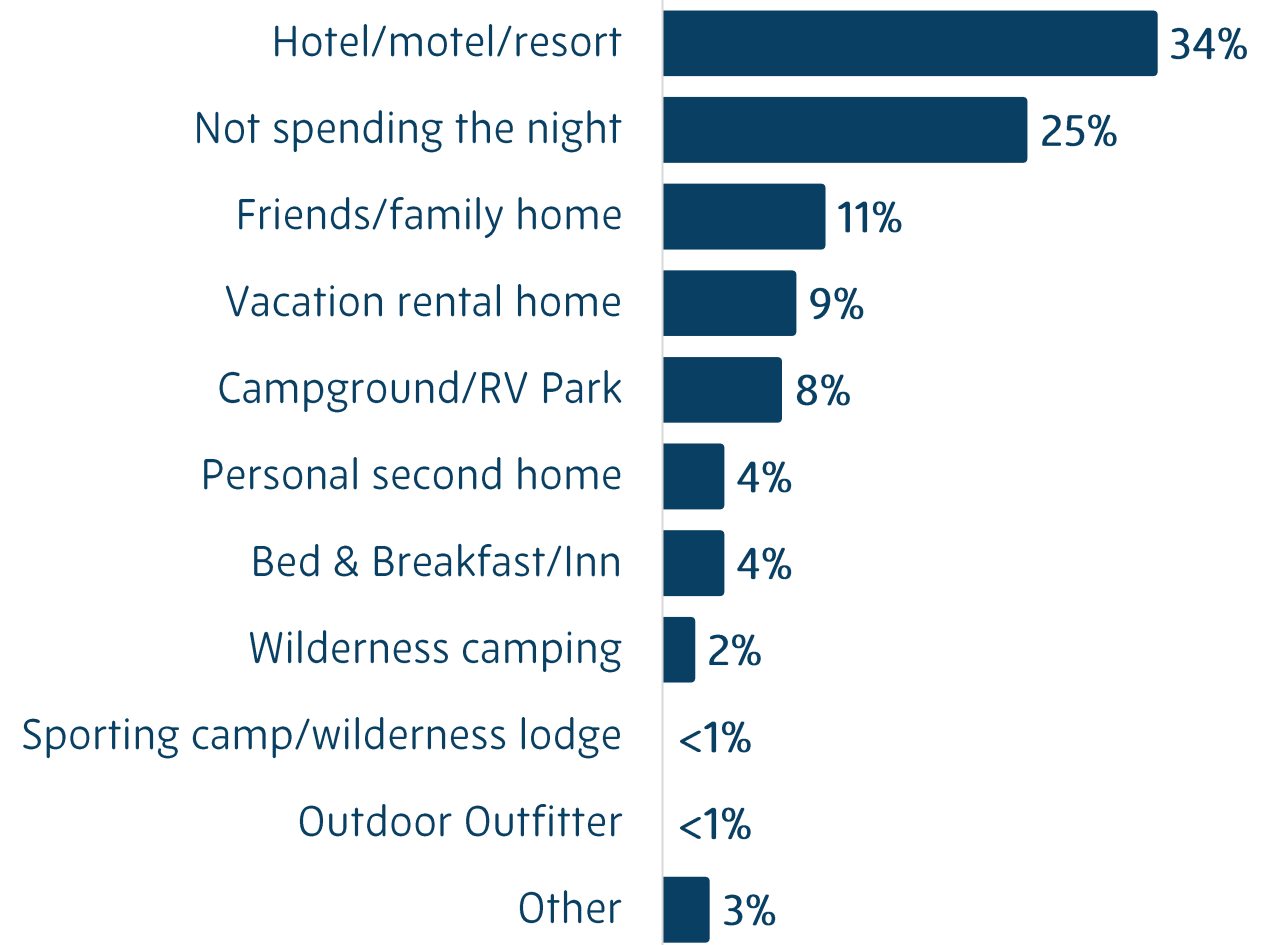


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

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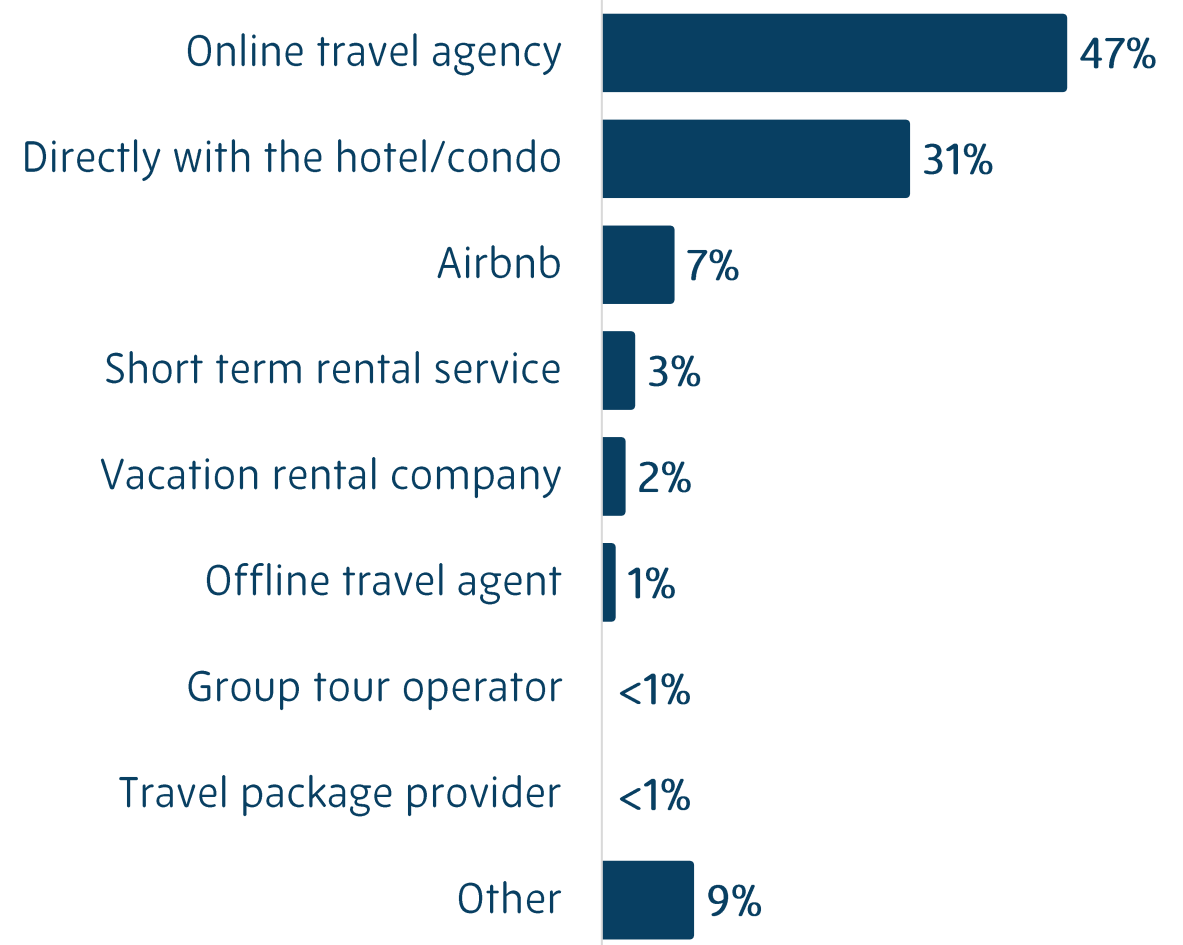
ACCOMMODATIONS

» Over **1 in 3** visitors stayed overnight at a hotel/motel/resort



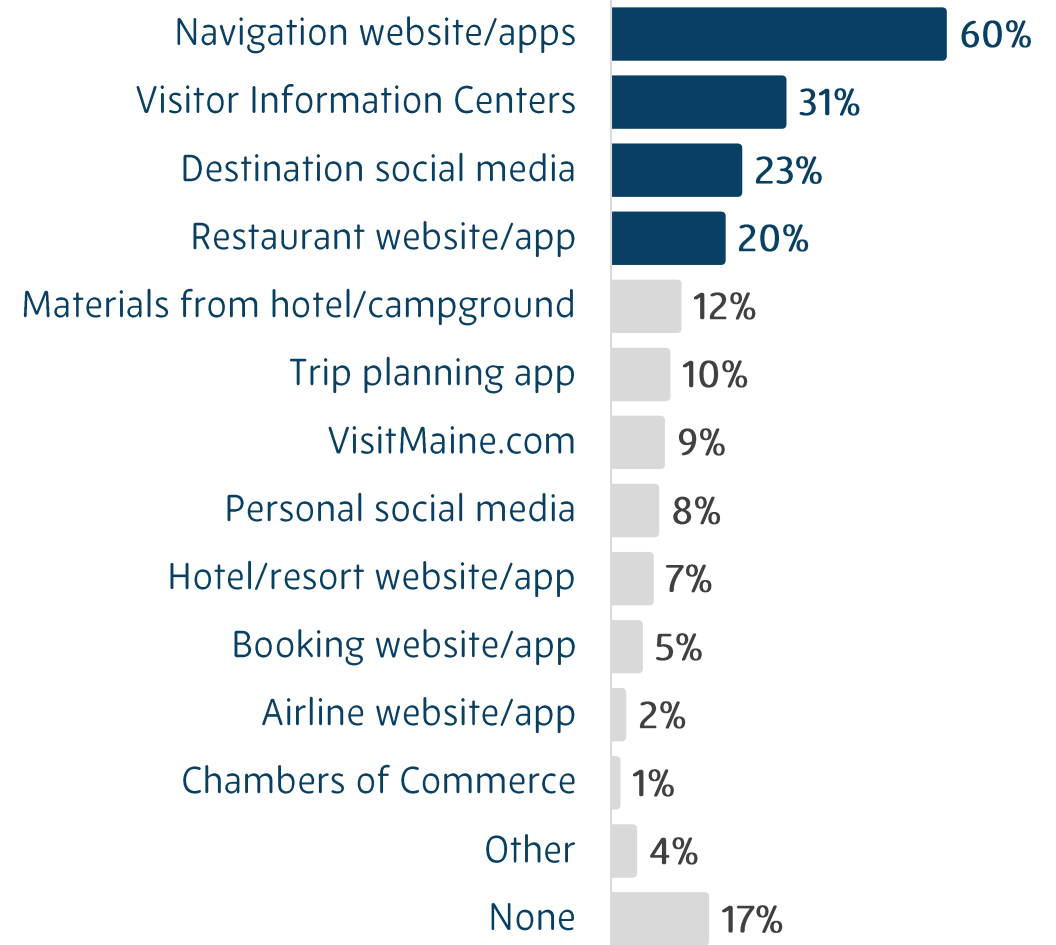
BOOKING METHODS

» Nearly **half** of visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency



IN-MARKET VISITOR RESOURCES*

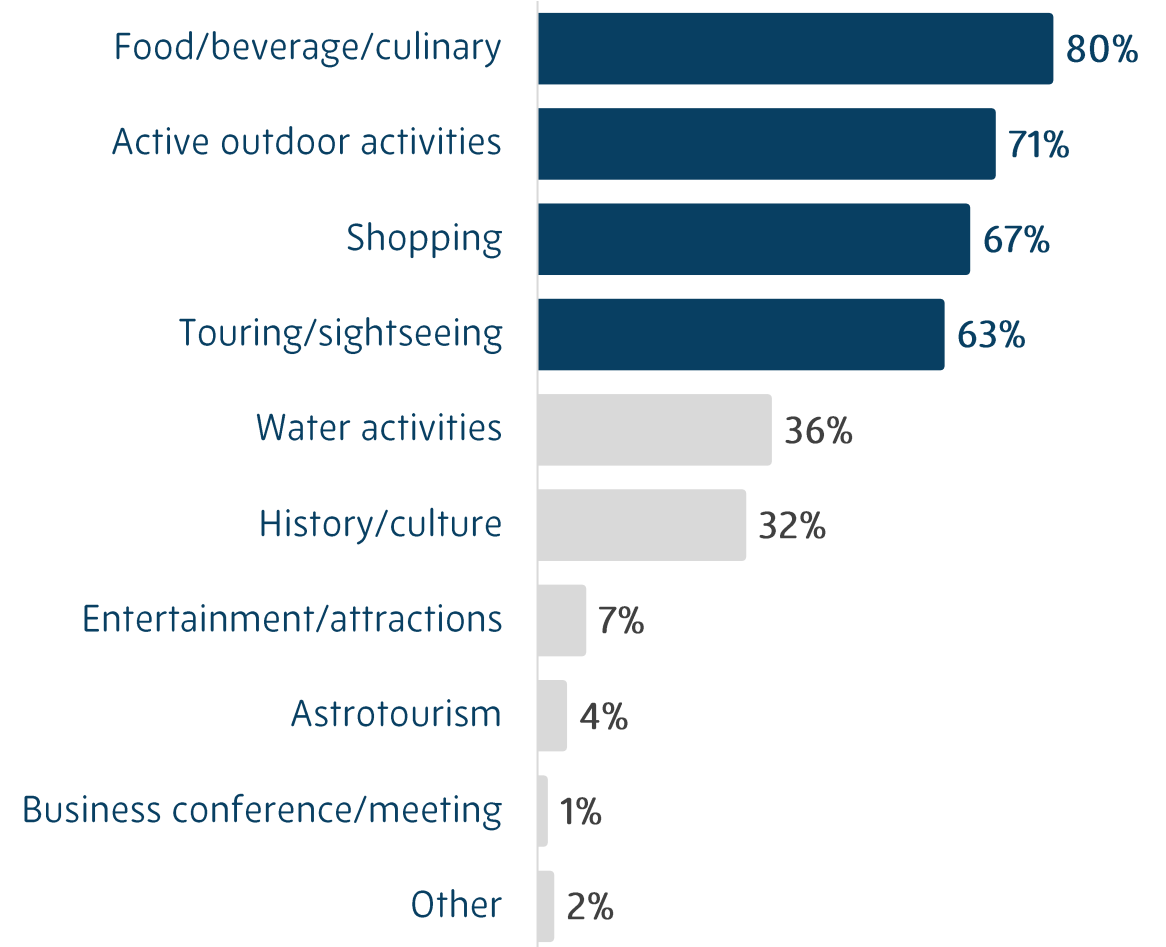
- » Visitors were most likely to rely on navigation websites/apps to plan activities in-market
- » Over **1 in 6** visitors did not use any resources to plan activities while they were in-market



*Multiple responses permitted.

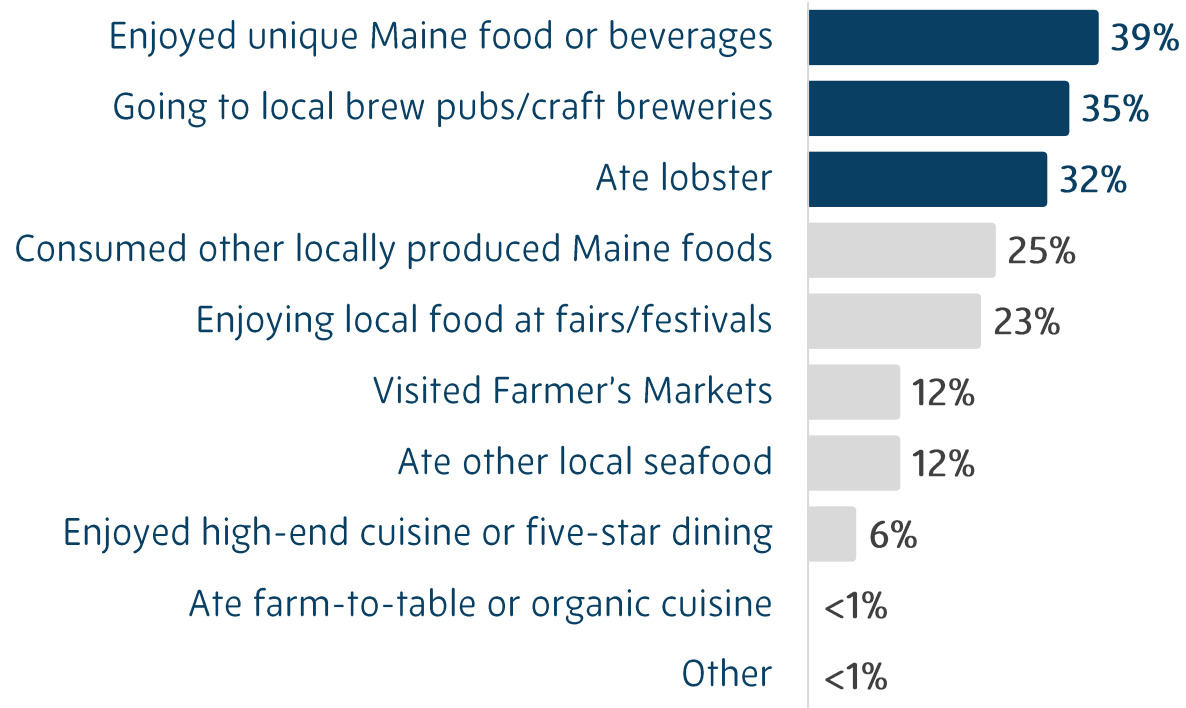
VISITOR ACTIVITIES*

- » 4 in 5 visitors enjoyed **food/beverage/culinary activities** during their trip to Maine
- » Over **7 in 10** visitors engaged in **active outdoor activities**
- » Over **2 in 3** visitors enjoyed **shopping** during their trip to Maine, while over **3 in 5** went **touring/sightseeing**



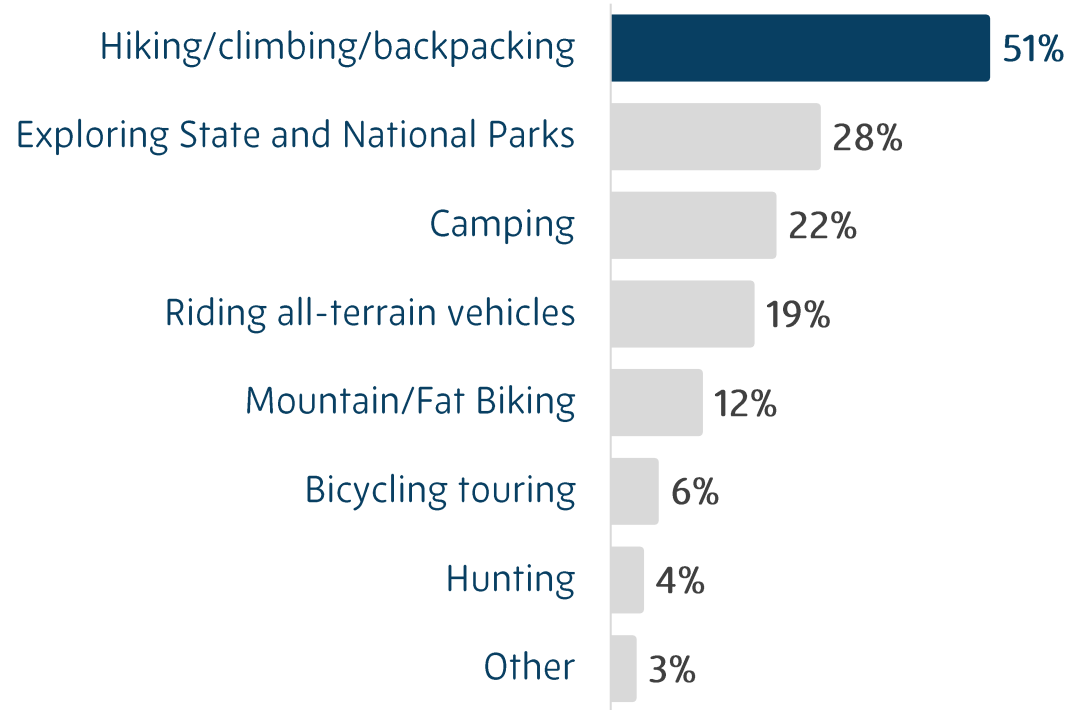
*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*



*Multiple responses permitted.

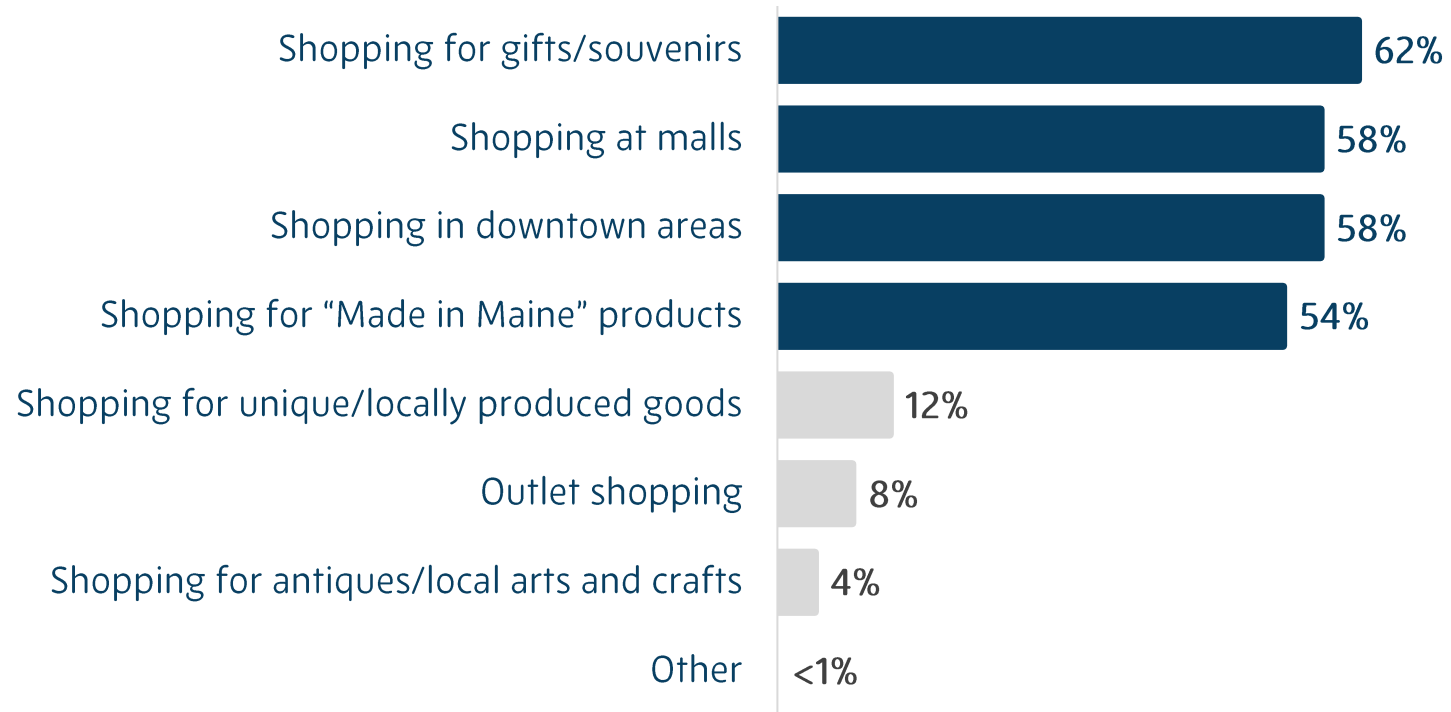
ACTIVE OUTDOOR ACTIVITIES*



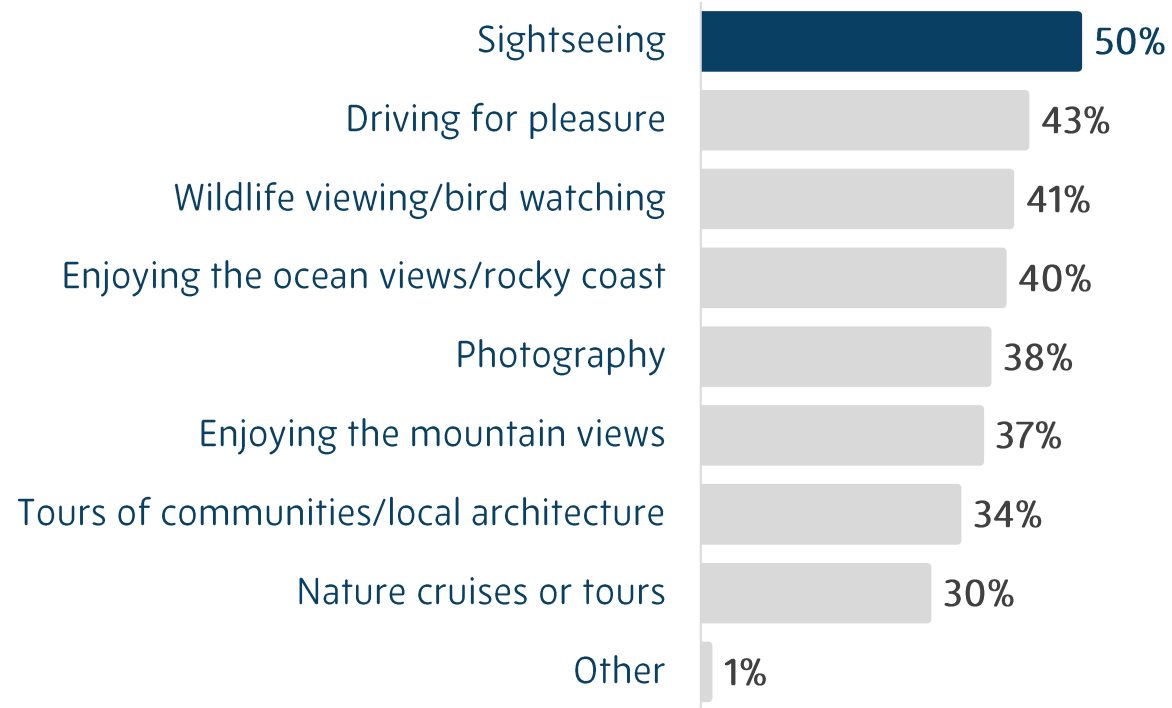
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*Multiple responses permitted.

SHOPPING ACTIVITIES*



TOURING & SIGHTSEEING ACTIVITIES*

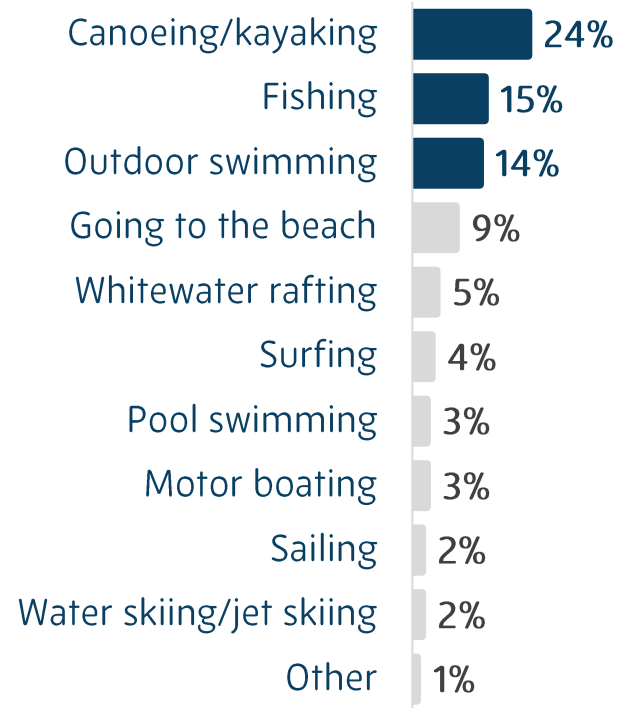


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*Multiple responses permitted.

WATER ACTIVITIES*

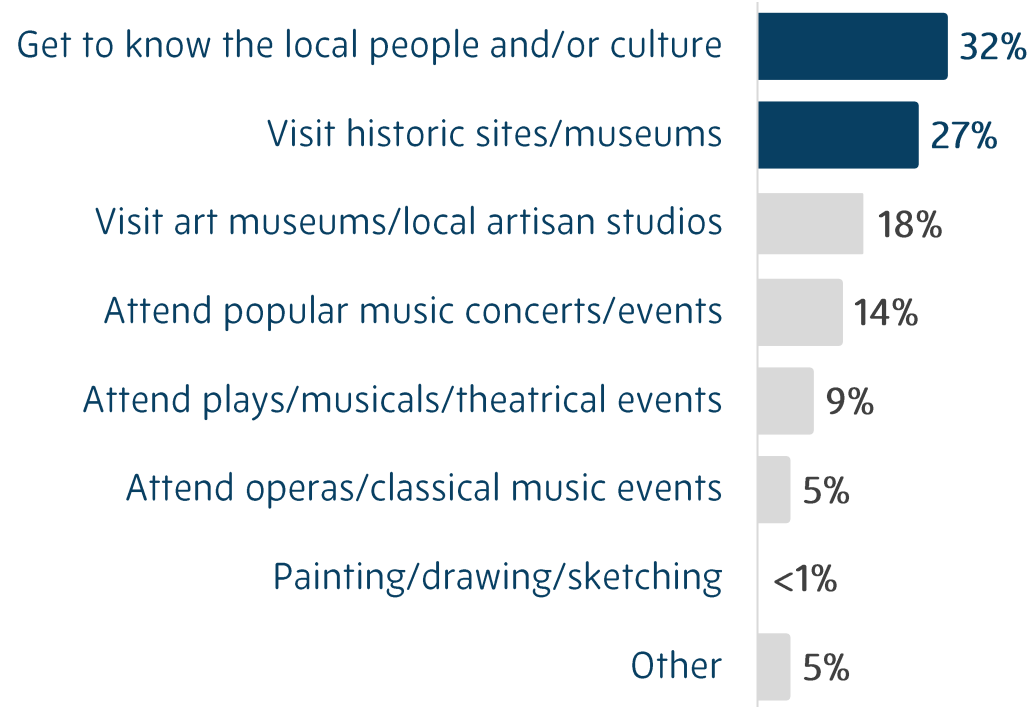


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*Multiple responses permitted.

HISTORICAL & CULTURAL ACTIVITIES*



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*Multiple responses permitted.

ENTERTAINMENT ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$209
Transportation	\$153
Groceries	\$22
Restaurants	\$136
Shopping	\$111
Activities & Attractions	\$59
Other	\$37

Daily Spending **\$727**

TOTAL TRAVEL PARTY SPENDING

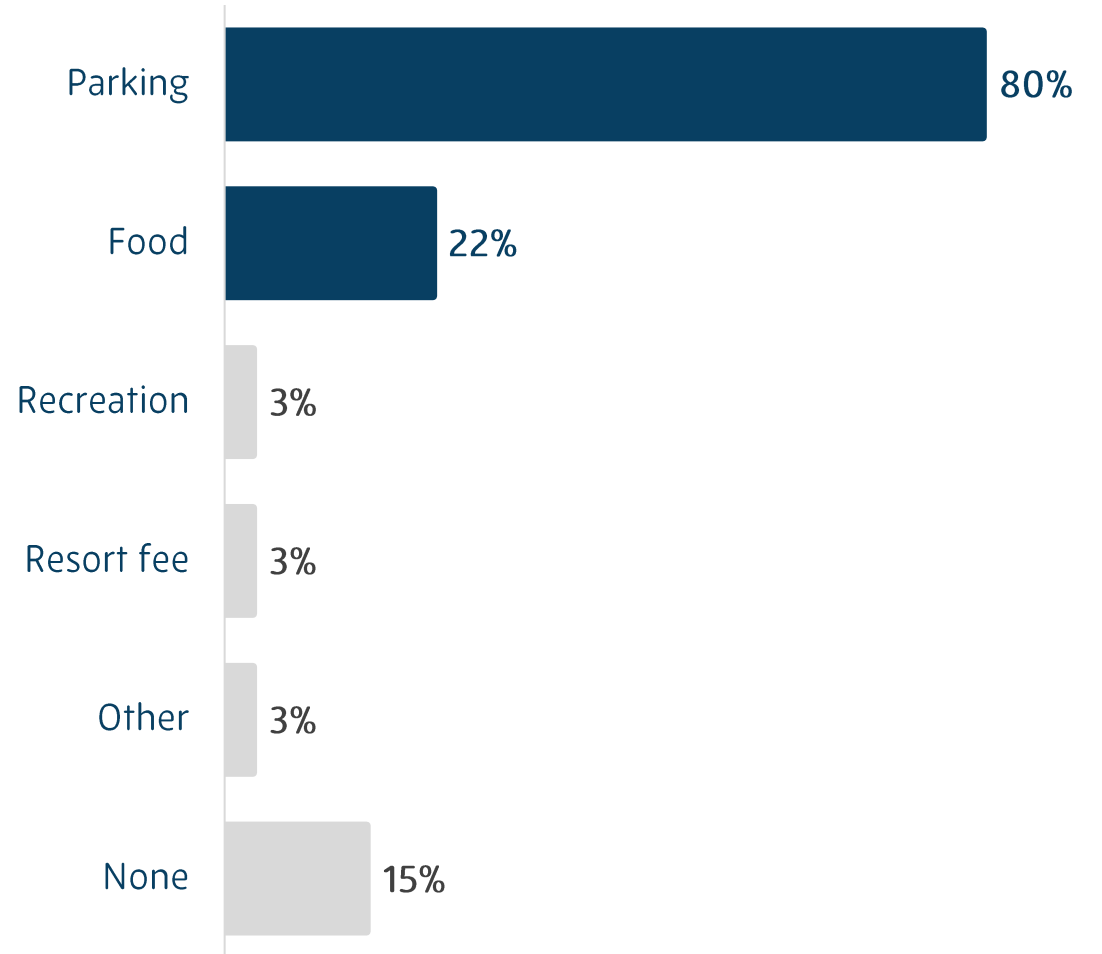
All Visitors

Accommodations	\$961
Transportation	\$704
Groceries	\$101
Restaurants	\$626
Shopping	\$511
Activities & Attractions	\$271
Other	\$170

Total Spending **\$3,344**

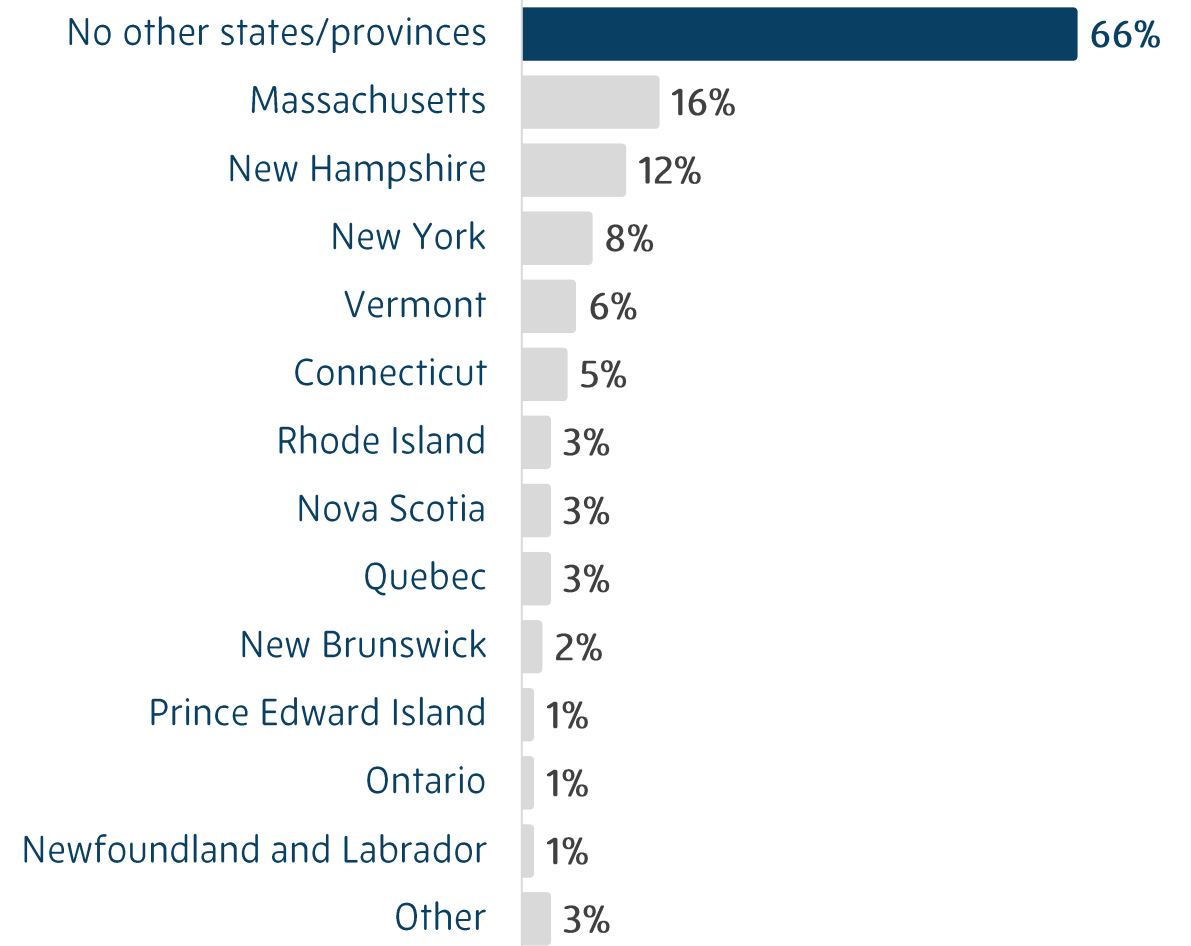
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for nearly **9 in 10** visitors
- » Price for accommodations included **parking** for **4 in 5** visitors
- » **Food** was included in accommodations' pricing for **22%** of visitors



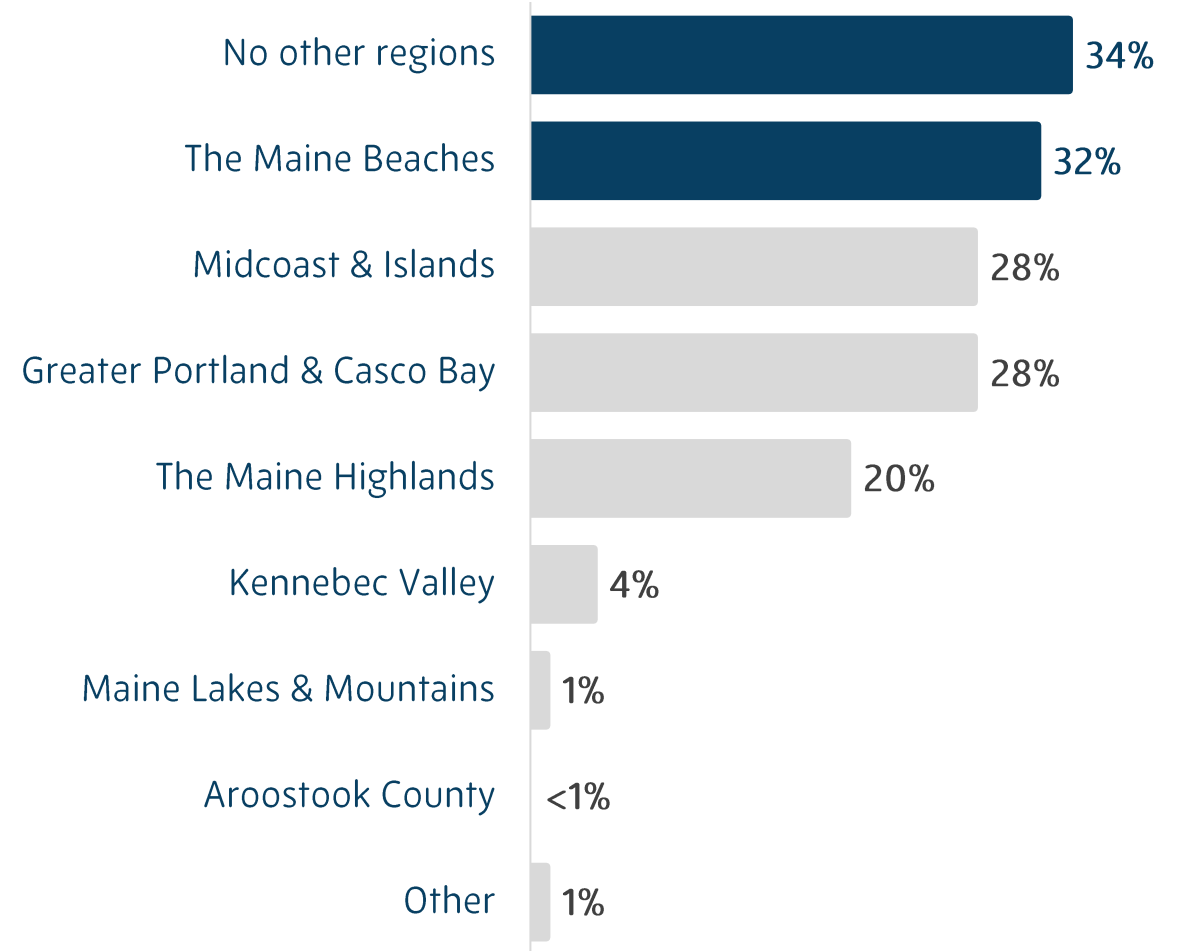
OTHER STATES & PROVINCES VISITED*

» **66%** of visitors did not visit any other U.S. state or Canadian province during their trip



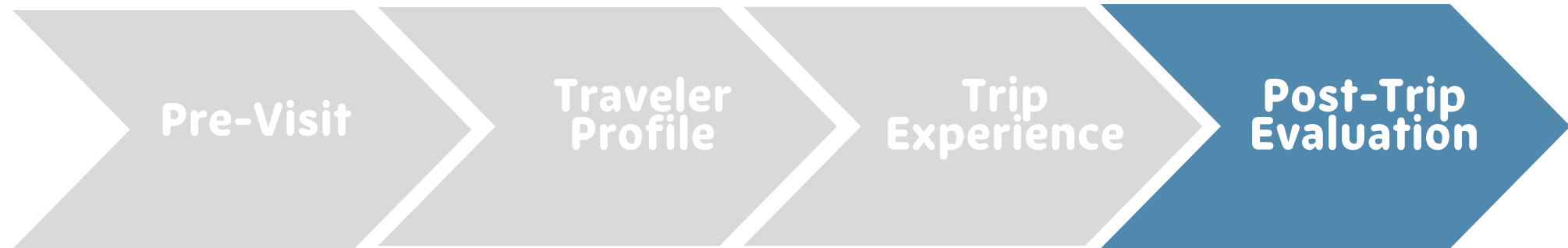
TRAVELING WITHIN MAINE*

- » Over **1 in 3** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » Nearly **1 in 3** visitors visited the Maine Beaches in addition to their primary destination within Maine



*Multiple responses permitted.

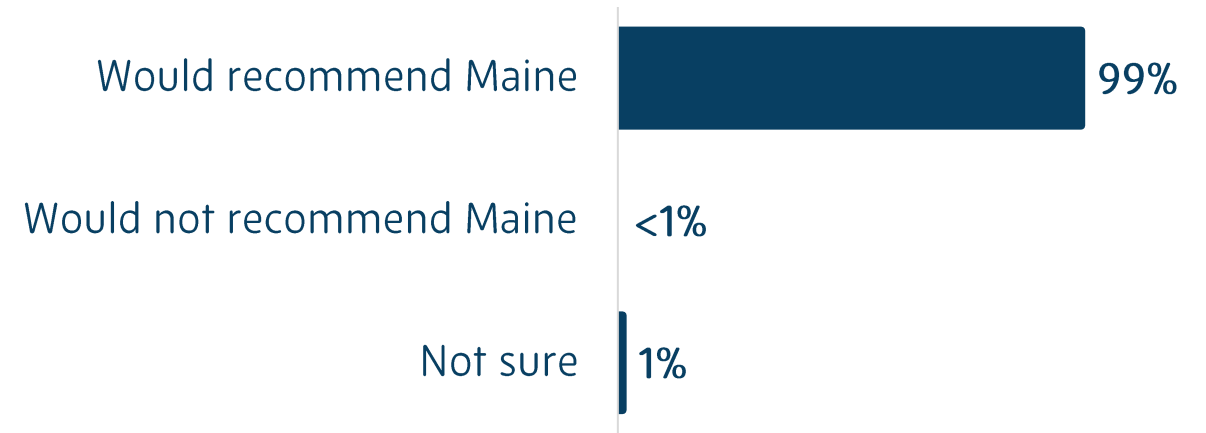
VISITOR JOURNEY: POST-TRIP EVALUATION



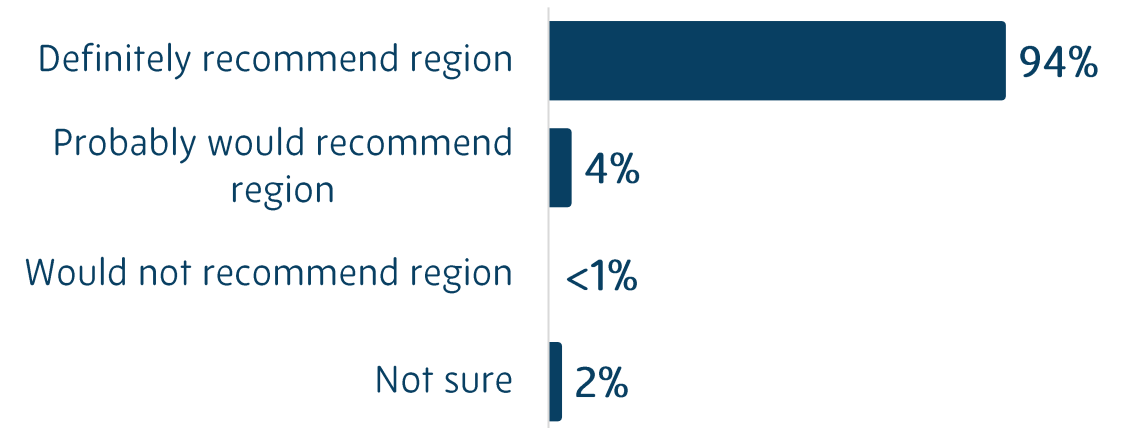
RECOMMENDING MAINE & ITS REGIONS

- » **99%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **98%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **94%** would definitely recommend

Likelihood of Recommending Maine



Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

» **98%** of visitors will return to Maine for a future visit or vacation



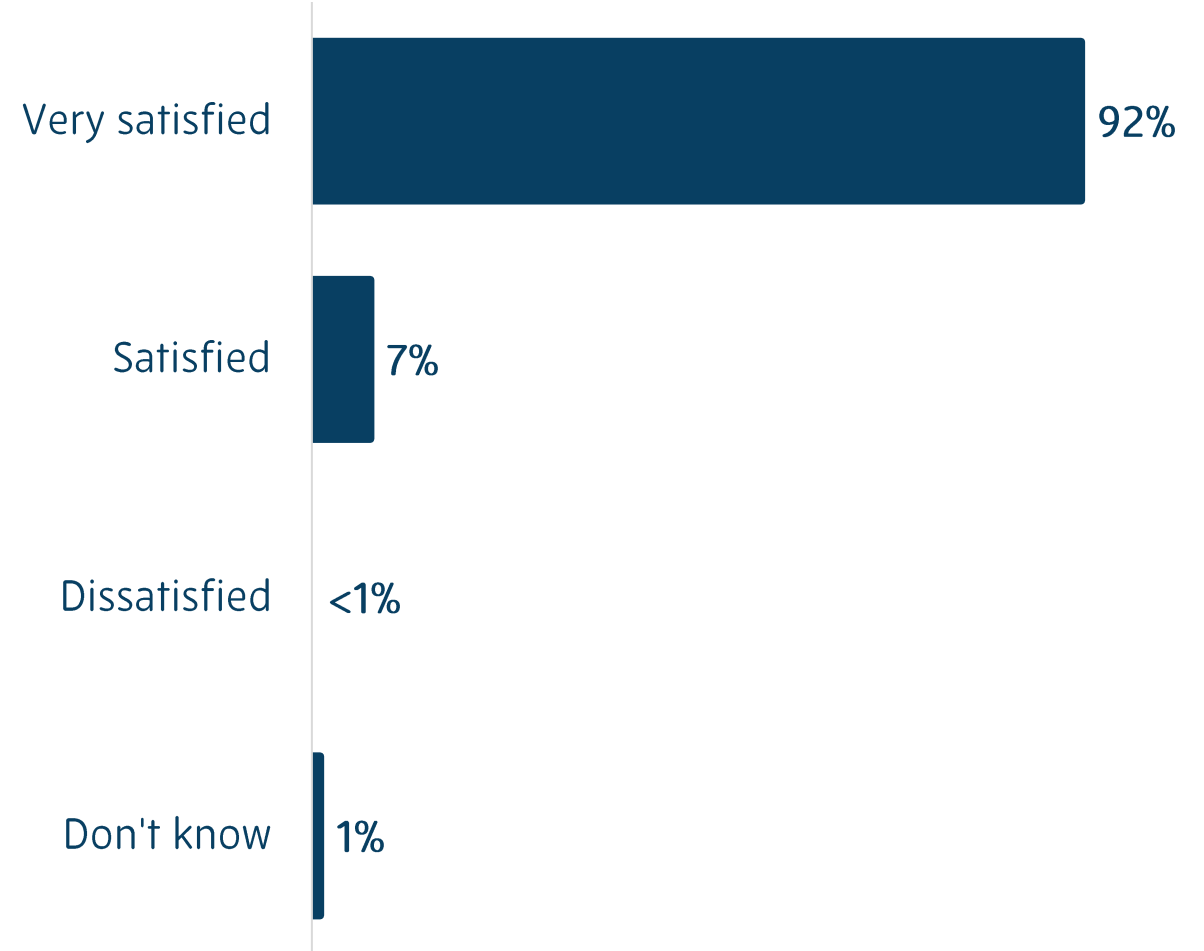
*2% of all visitors are not sure or will probably not return to Maine for the following reasons:

1. Prefer a variety of destinations
2. Once is enough to do and see everything
3. Too expensive for what you get

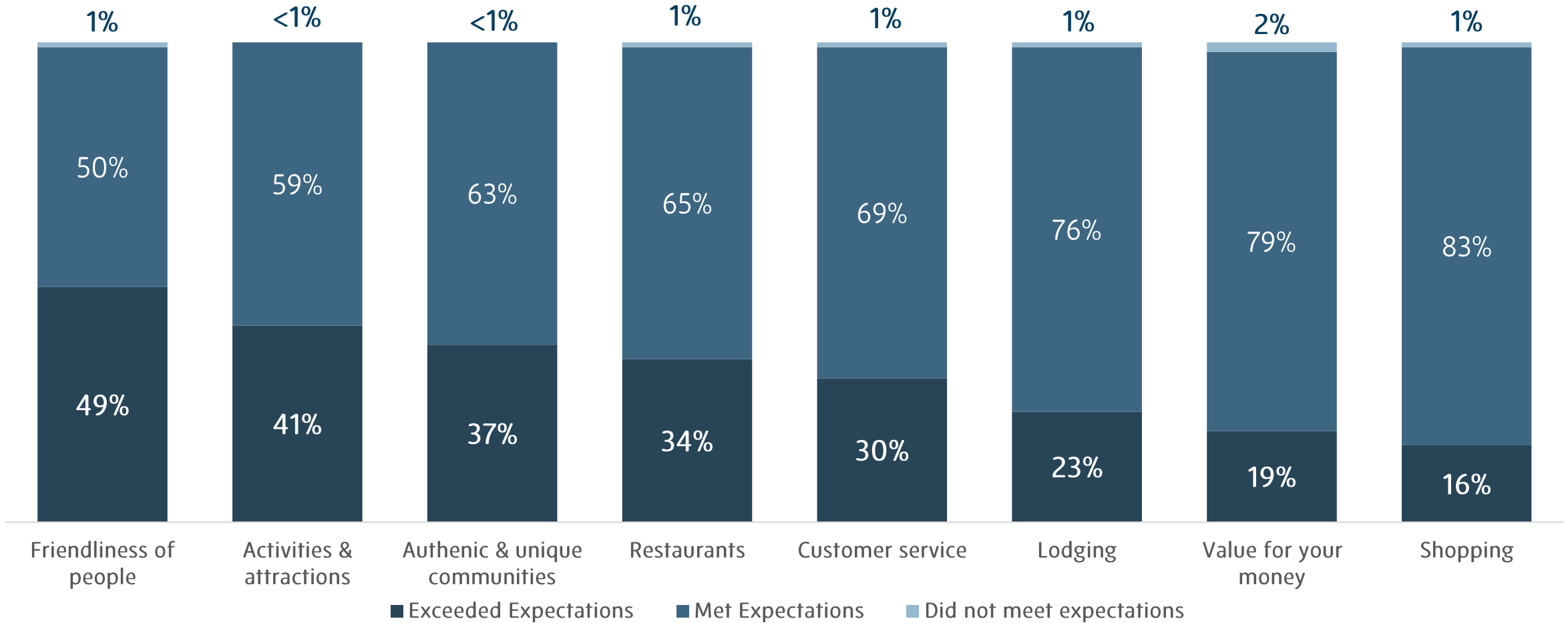
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SATISFACTION

- » 99% of visitors were satisfied with their trip to Maine
- » 92% of visitors were very satisfied with their trip to Maine

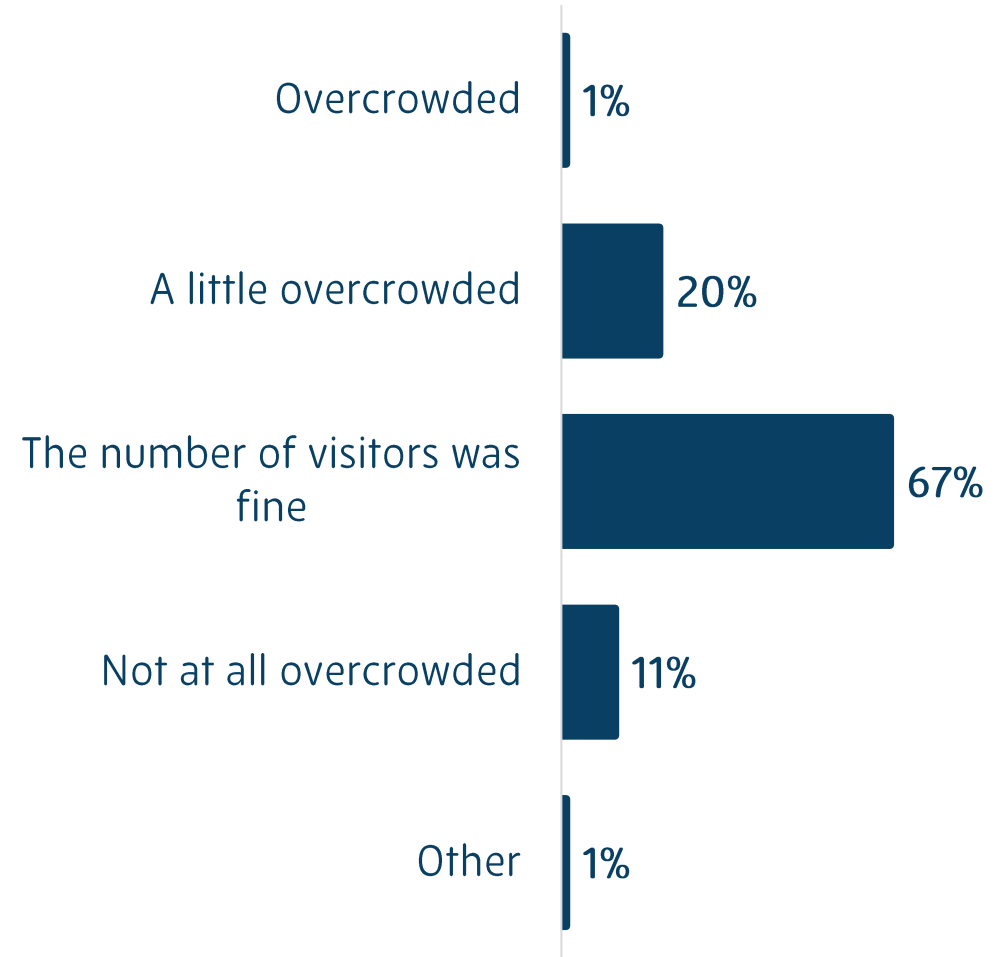


TRIP RATINGS



OVERCROWDING

» 78% of visitors thought Maine was fine or not at all overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

200 interviews were completed with visitors to the Downeast & Acadia online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between May 1st, 2024 and August 31st, 2024.

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2024 Summer Visitor Tracking Report

May 2024 – August 2024

Downs & St. Germain Research
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dsg-research.com

