

GREATER PORTLAND & CASCO BAY

2024 Summer Visitor Tracking Report

May 2024 – August 2024

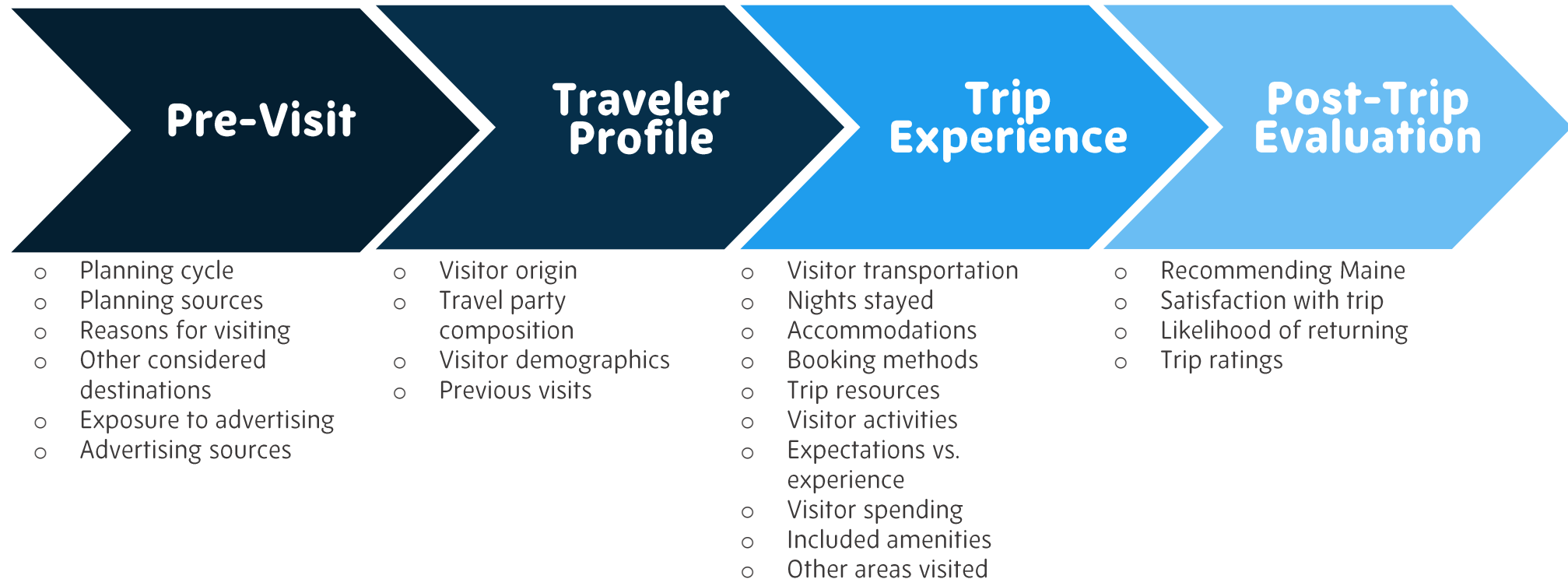


STUDY OBJECTIVES: VISITOR JOURNEY

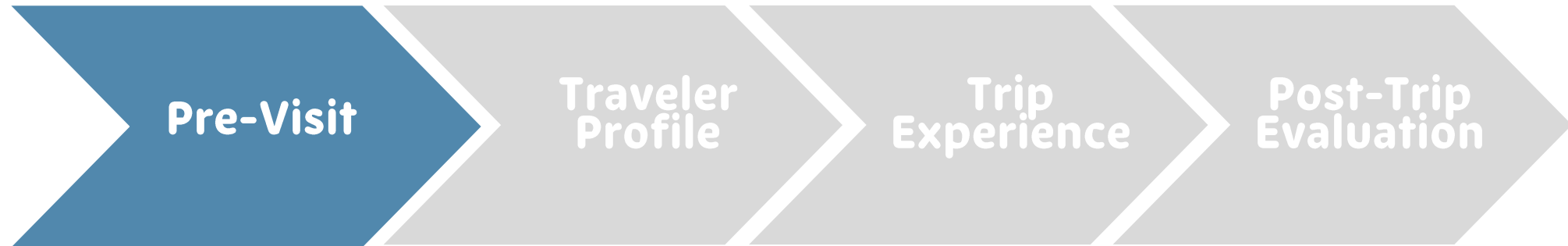
This report presents information about visitors to Maine from May 2024 to August 2024.

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

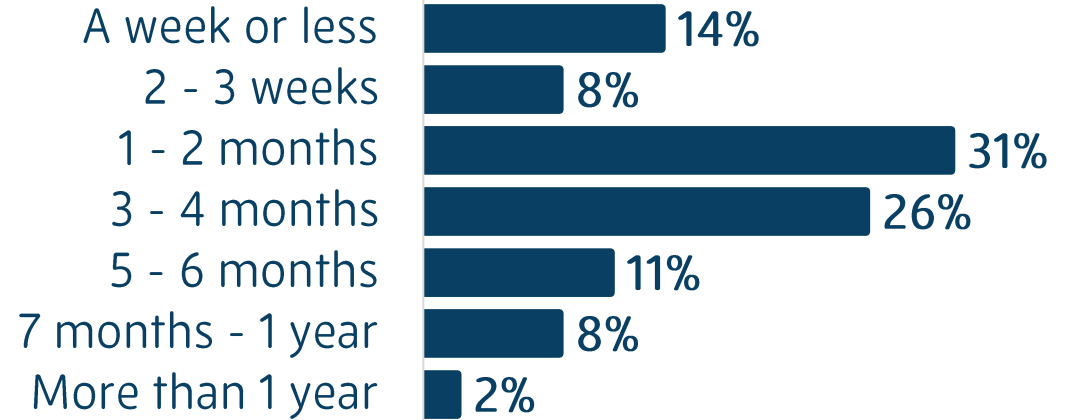
» Typical visitors began planning their trip **57 days** in advance

» **78%** of visitors started planning their trip a month or more in advance of their trip

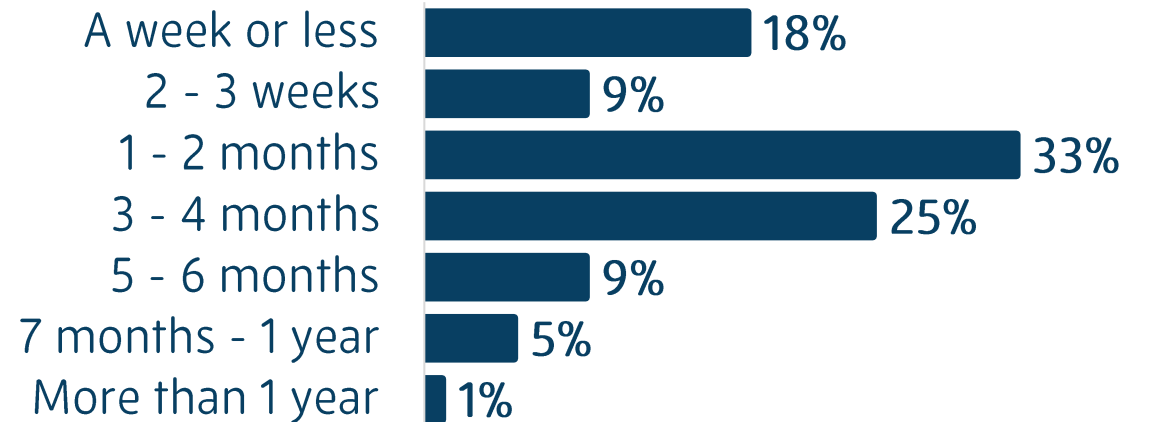
» Typical visitors booked their accommodations **51 days** in advance

» **60%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

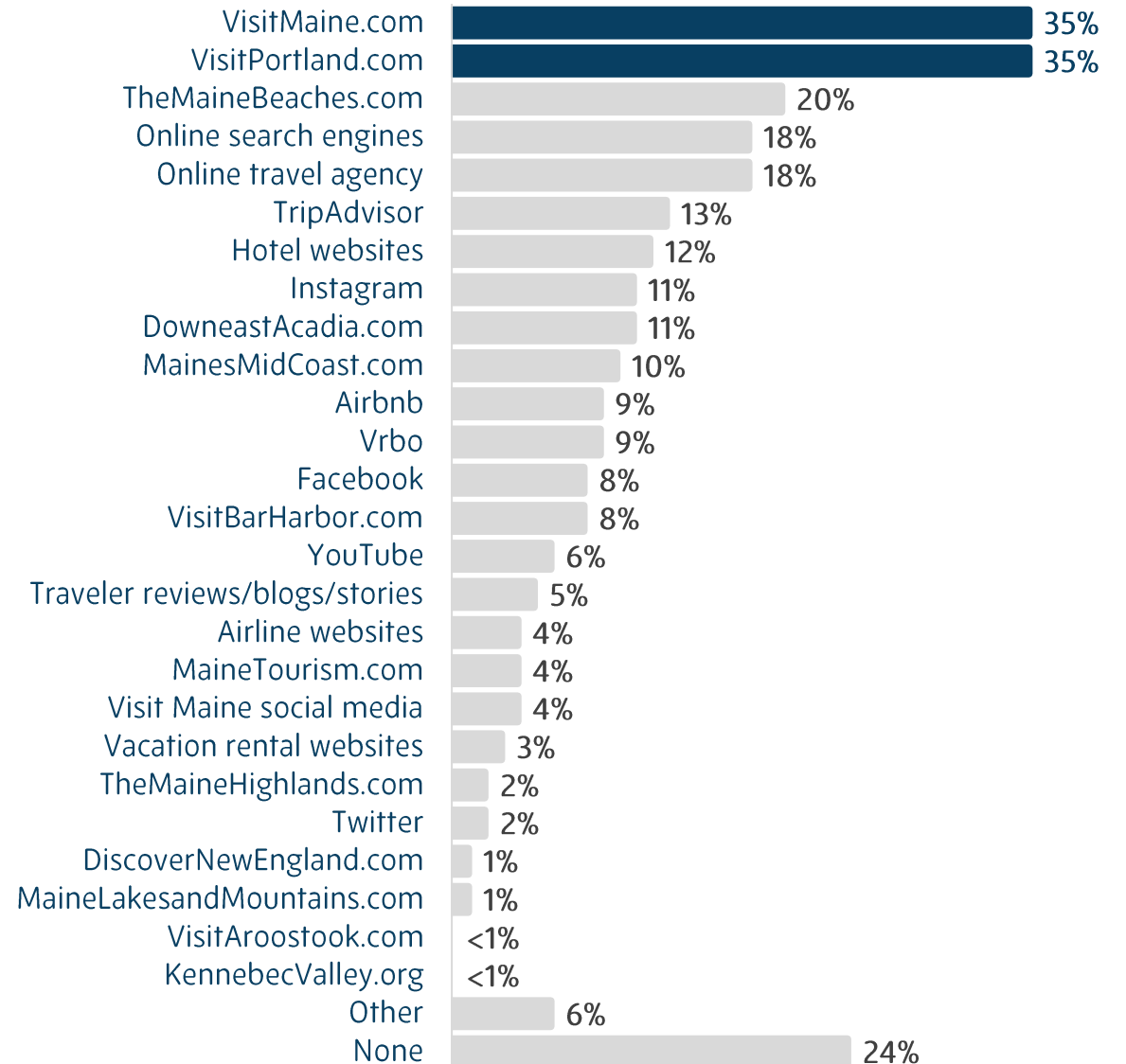


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

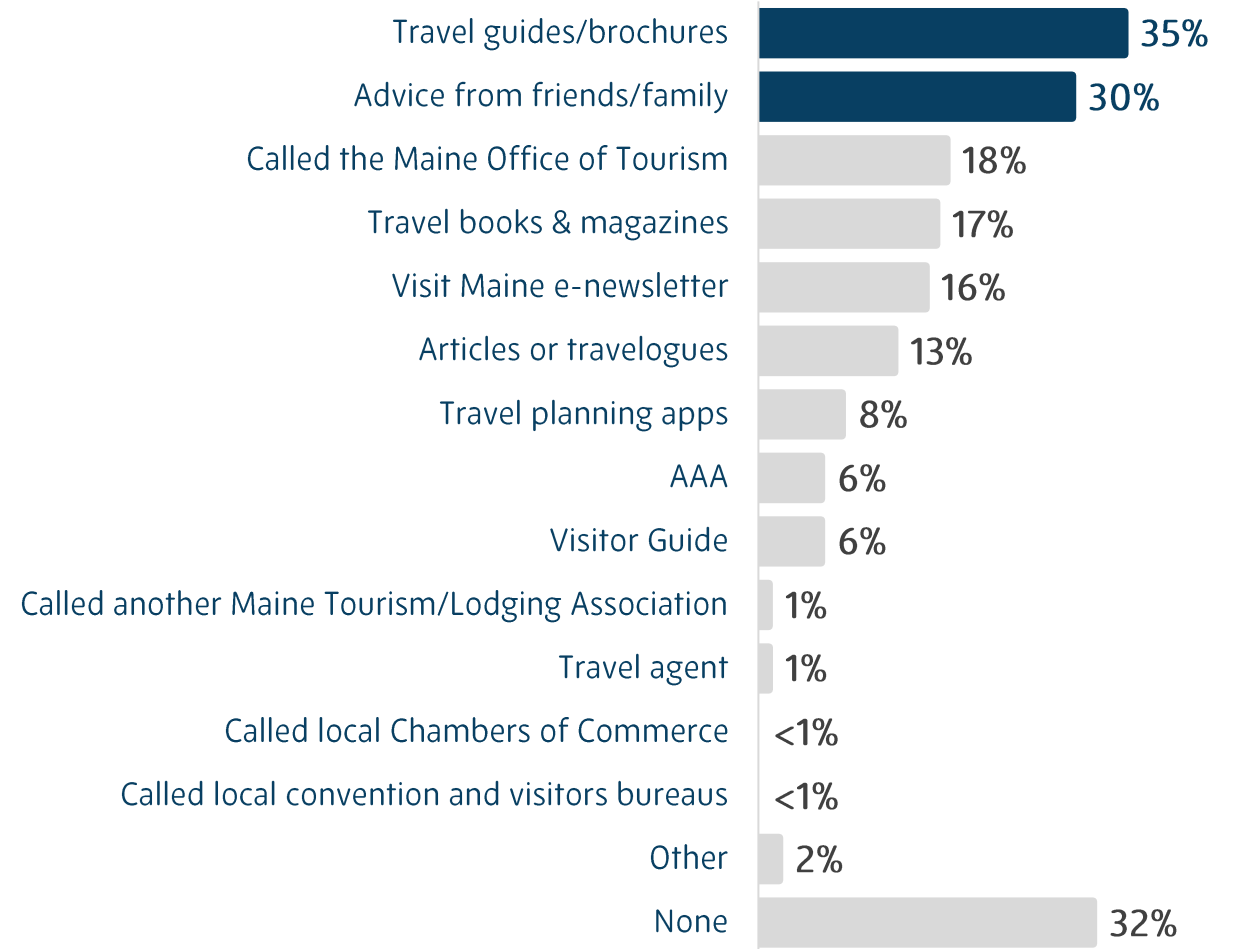
- » Over **3 in 4** visitors used one or more online resources to help them plan their trip in Maine
- » Over **1 in 3** visitors used VisitMaine.com or VisitPortland.com to help them plan their trip in Maine



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

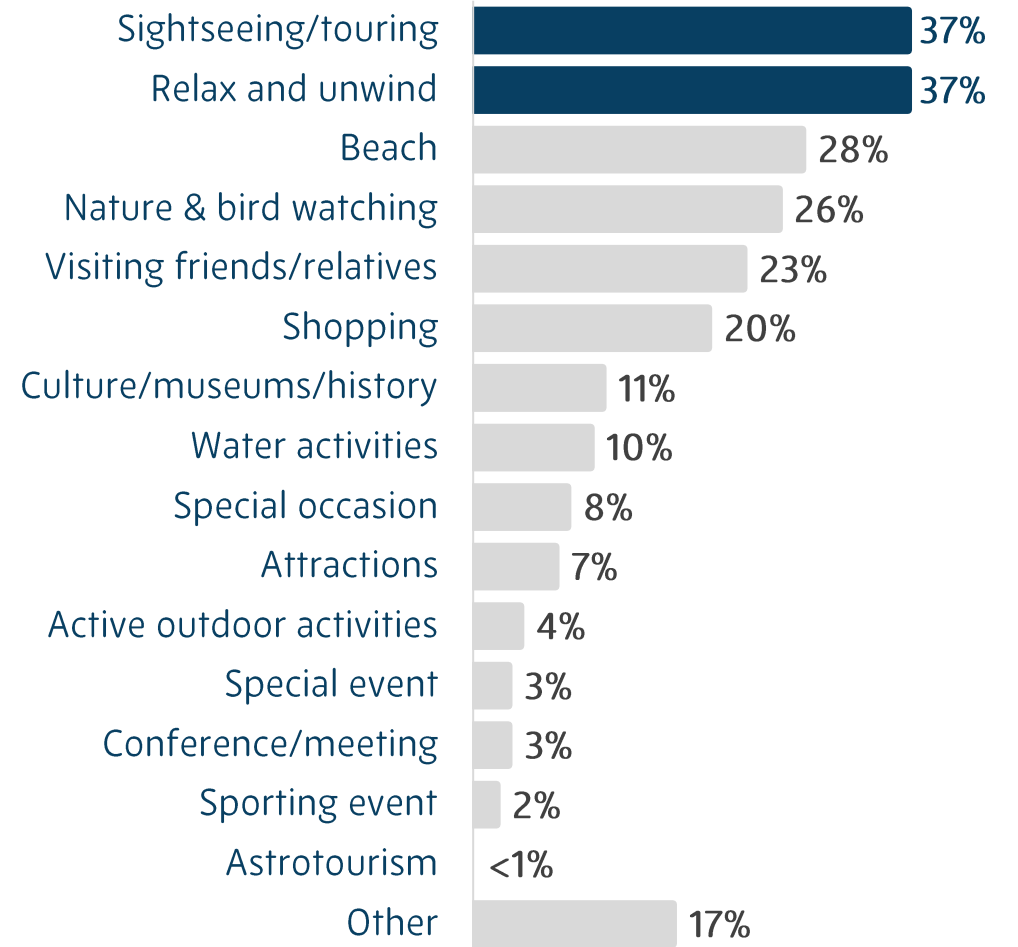
- » Over **1 in 3** visitors used travel guides/brochures to help plan their trip in Maine
- » **3 in 10** visitors used advice from friends/family to help plan their trip
- » Nearly **1 in 3** visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

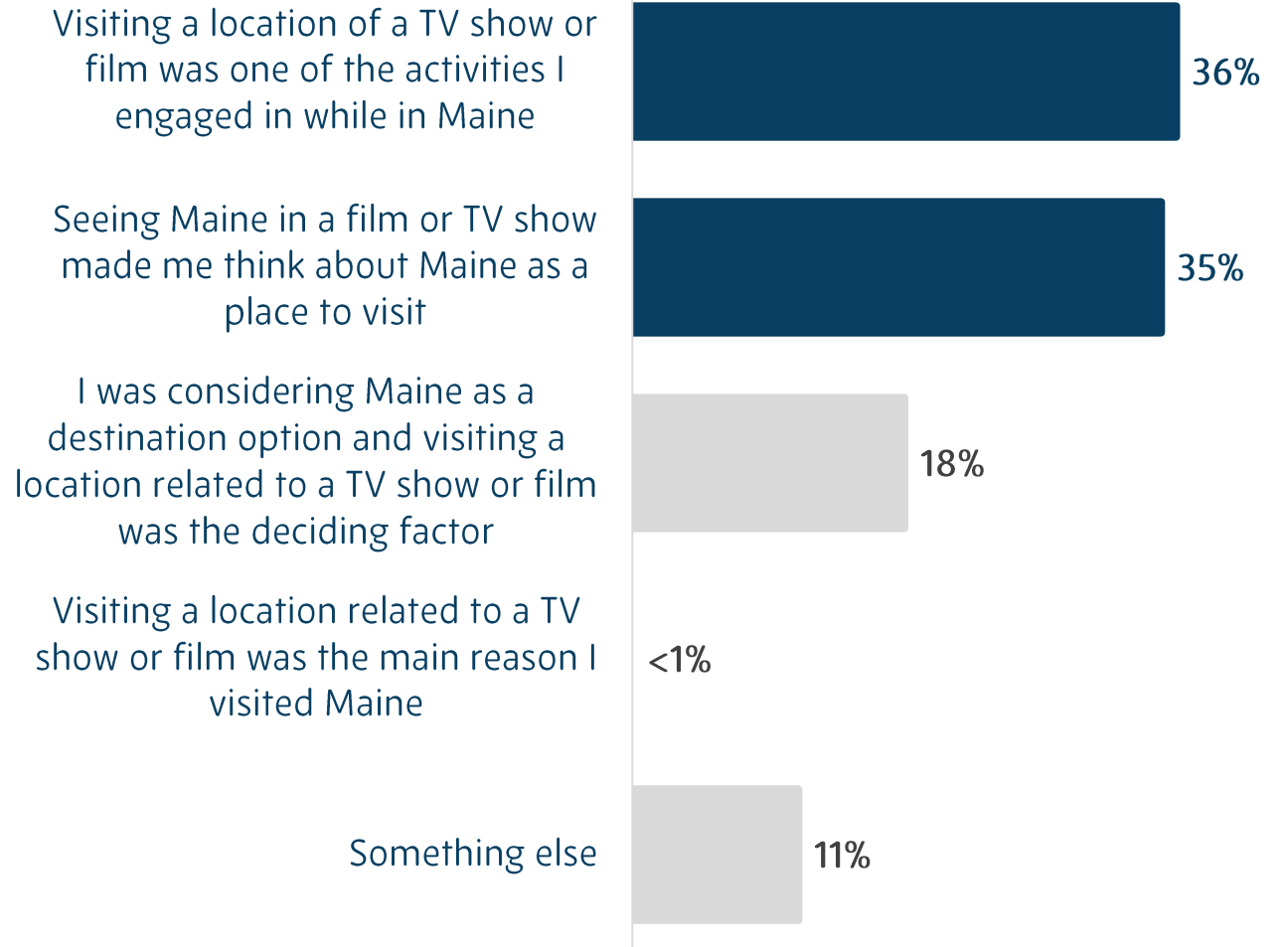
- » Nearly **2 in 5** visitors came to Maine for sightseeing/touring or to relax and unwind
- » Nearly **3 in 10** visitors came for the beach



TV SHOWS & FILM*

- » 5% of visitors said a TV show or film inspired their trip to Maine
- » 36% of visitors who were inspired by a TV show or film reported visiting a location of a TV show or film while in Maine
- » 4% 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

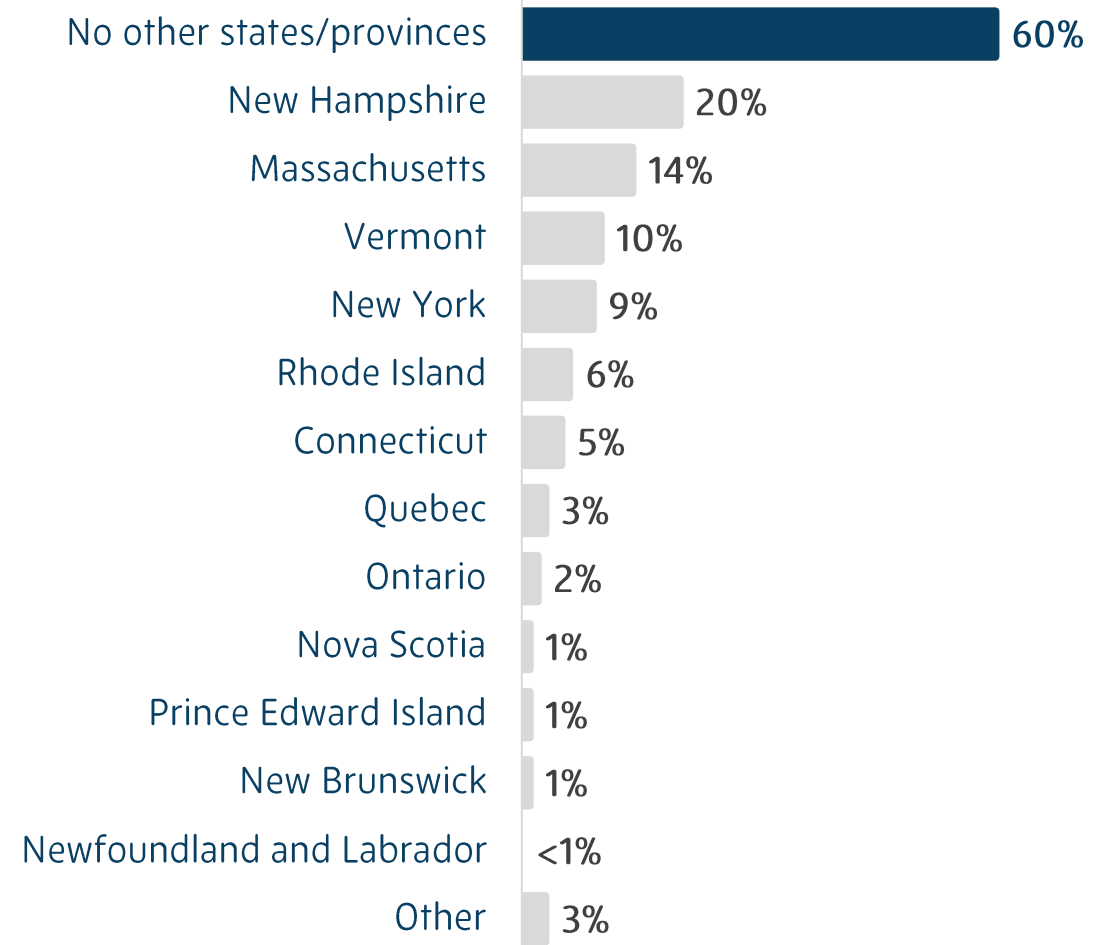
Base: 5% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

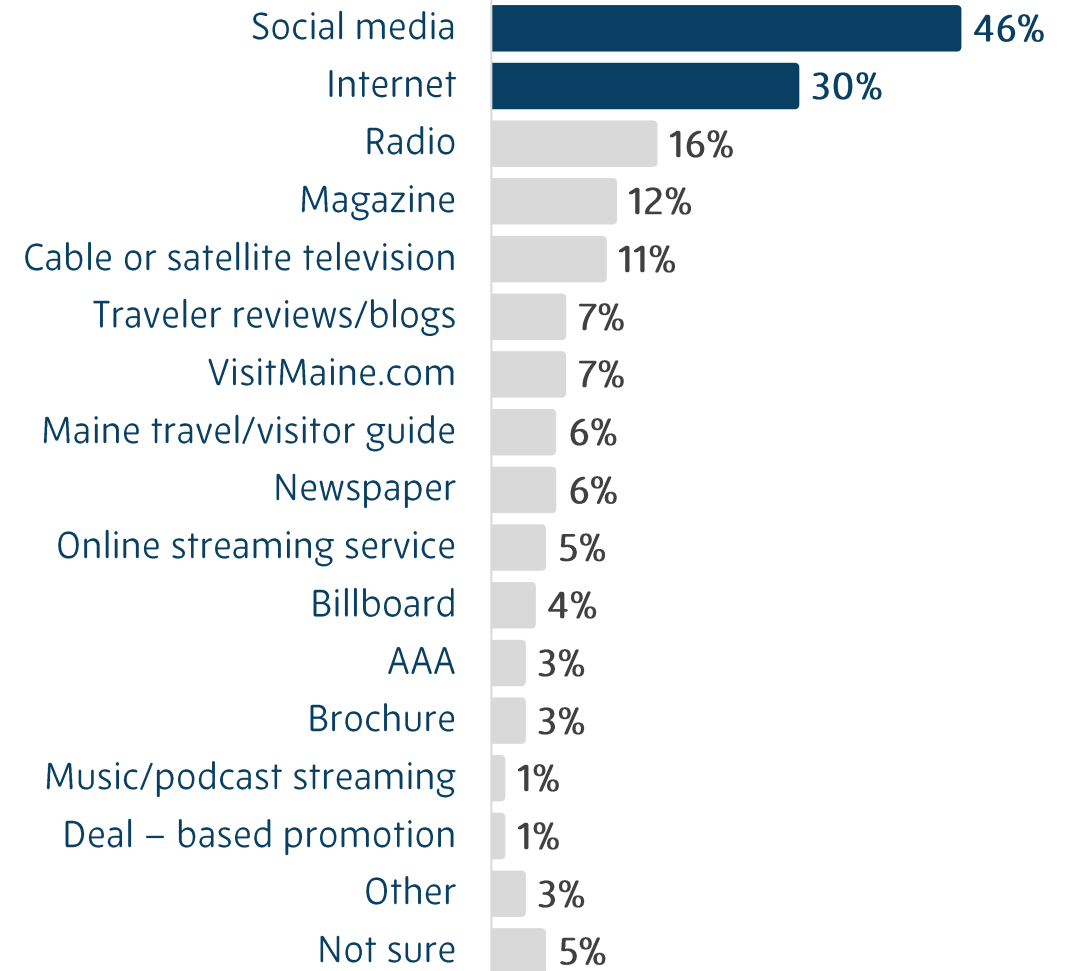
- » 3 in 5 visitors **ONLY** considered visiting Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states than Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Over **1 in 4** visitors noticed advertising or promotions for Maine prior to their trip
- » Nearly **half** of visitors who recalled this advertising saw it on social media
- » **3 in 10** recalled seeing ads on the internet
- » This information influenced **10% of all visitors** to visit Maine

Base: 27% of visitors who noticed advertising

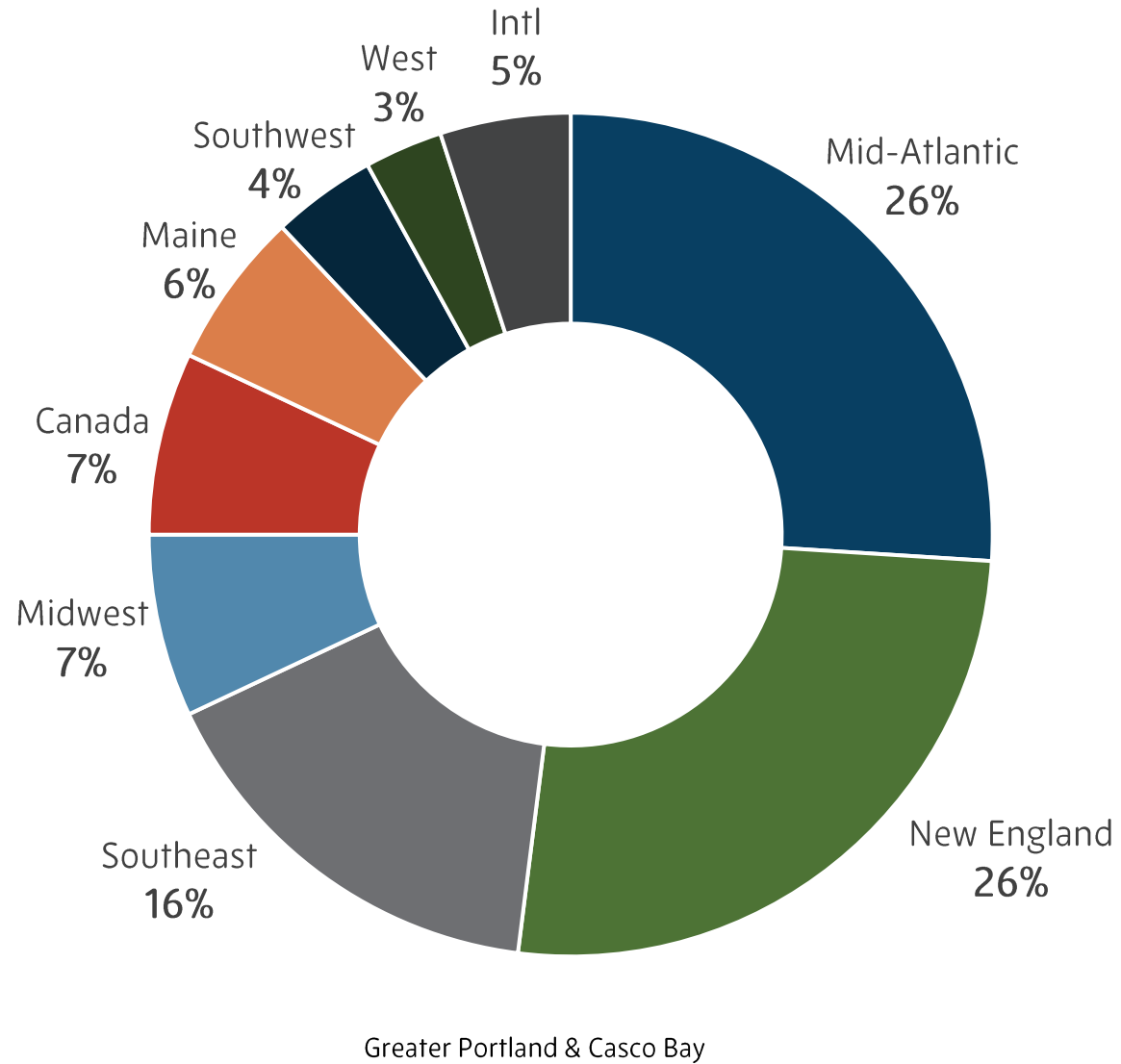


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **68%** of visitors traveled to/within Maine from 11 U.S. states and Canadian provinces
- » **6%** of visitors were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	12%
New York	10%
Florida	8%
Maine	6%
Pennsylvania	6%
Connecticut	6%
Quebec	6%
New Hampshire	5%
New Jersey	3%
Texas	3%
Virginia	3%

TOP ORIGIN MARKETS

- » **29%** of visitors traveled from 9 U.S. markets
- » **7%** of visitors traveled to Maine from New York City

Market	Percent
New York City ¹	7%
Boston	6%
Washington DC – Baltimore ²	4%
Atlanta	2%
Philadelphia	2%
Providence, RI	2%
Tampa – Clearwater – St. Petersburg	2%
Pittsburgh	2%
Syracuse, NY	2%

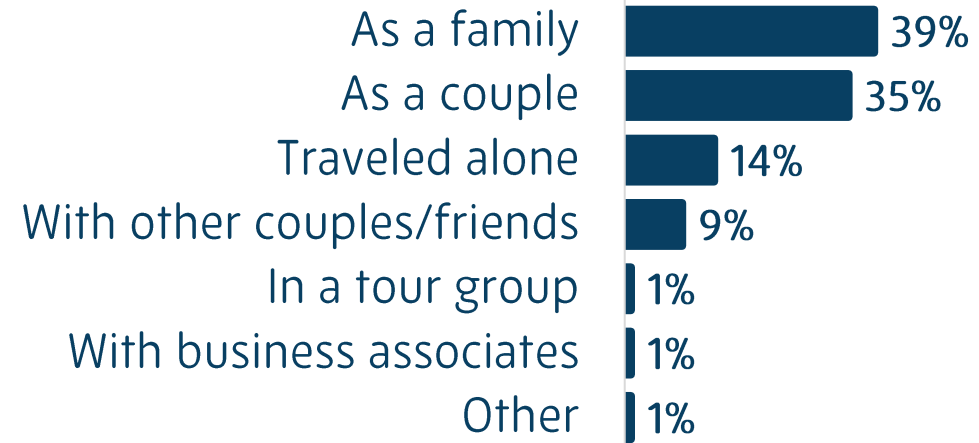
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

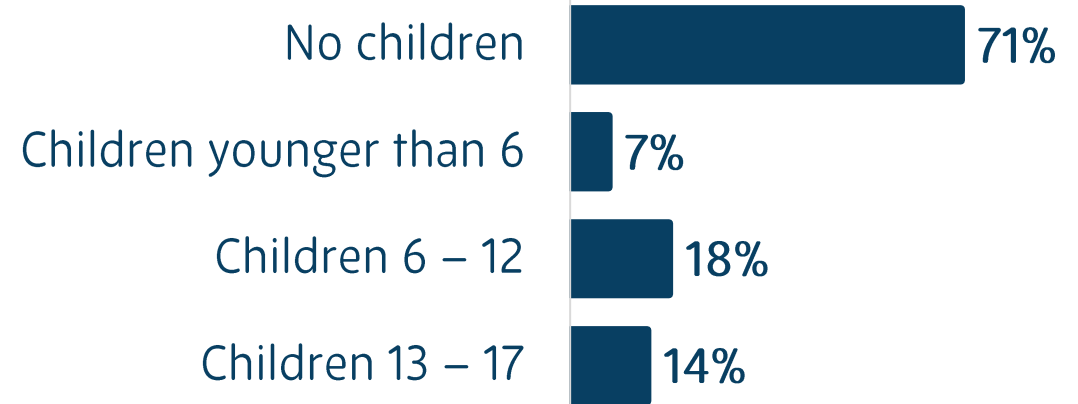
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.9** people
- » Nearly **2 in 5** visitors traveled as a family
- » Over **1 in 3** traveled as a couple
- » **29%** of visitors traveled with one or more children in their travel party

Travel Party Composition



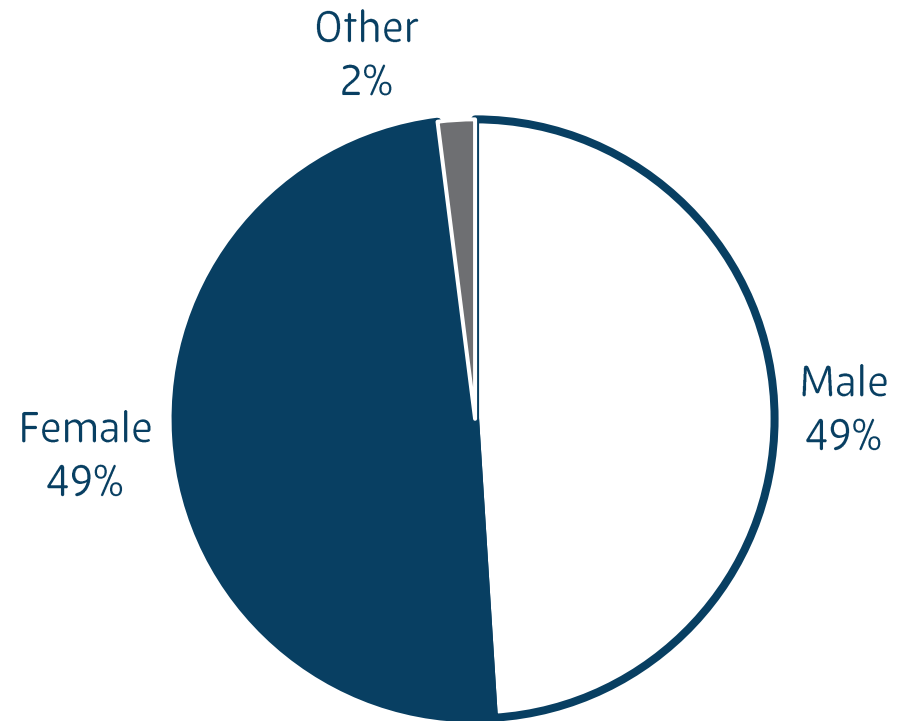
Children in Travel Party*



*Multiple responses permitted.

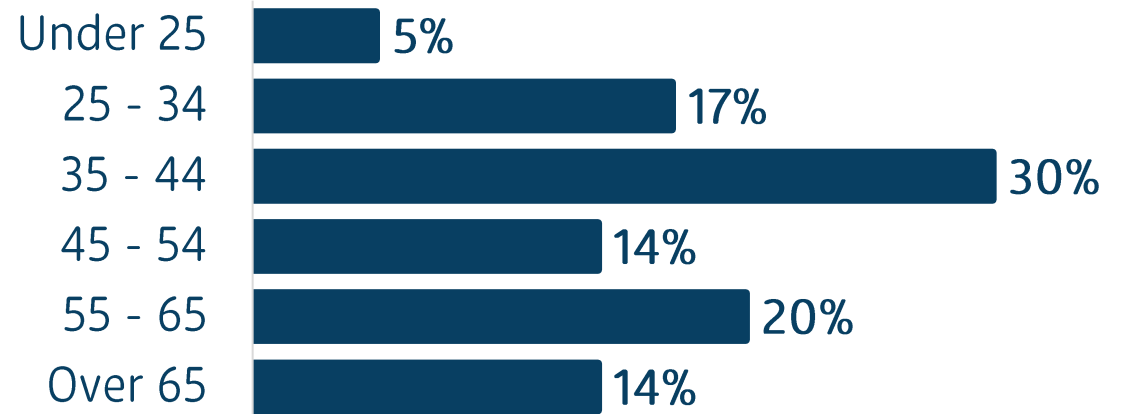
GENDER

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



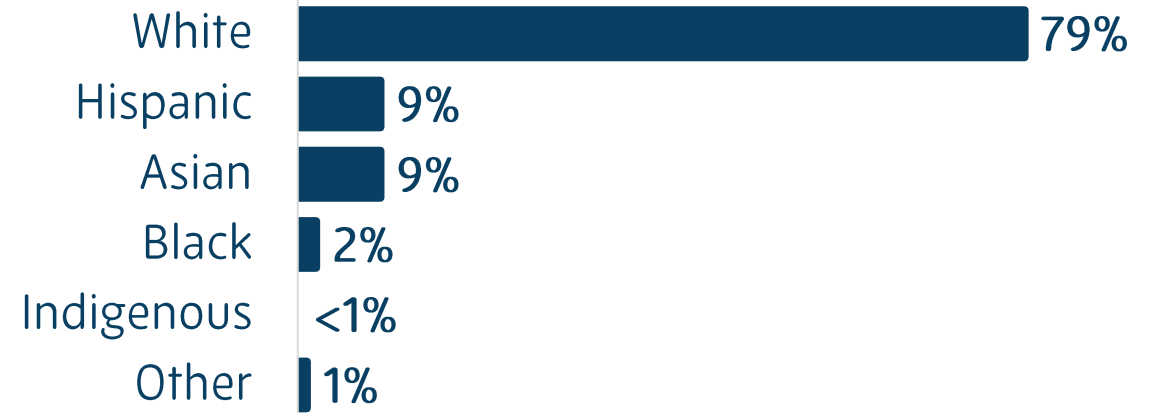
AGE

» The average age of visitors to Maine is **44** years old



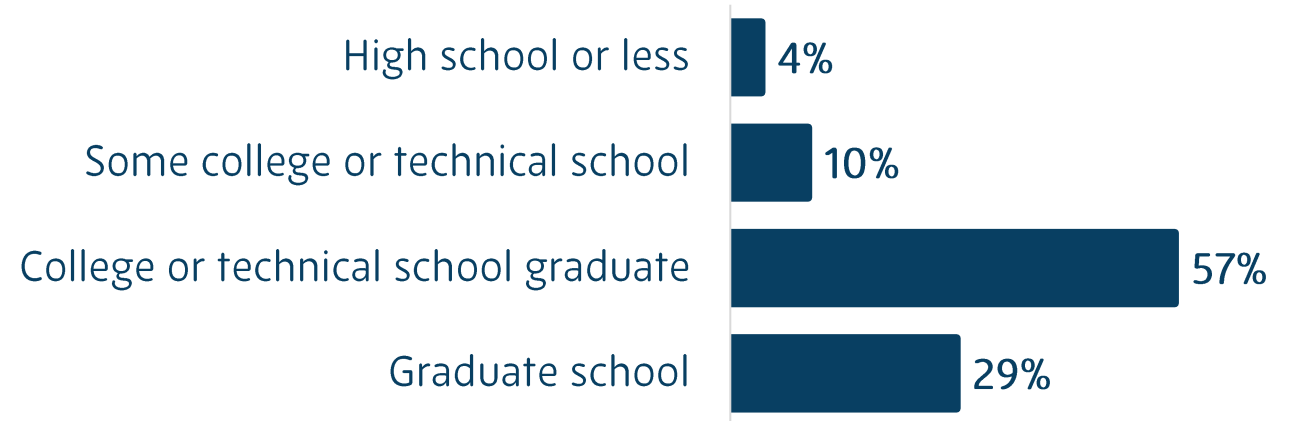
RACE & ETHNICITY

» Nearly 4 in 5 visitors to Maine were white



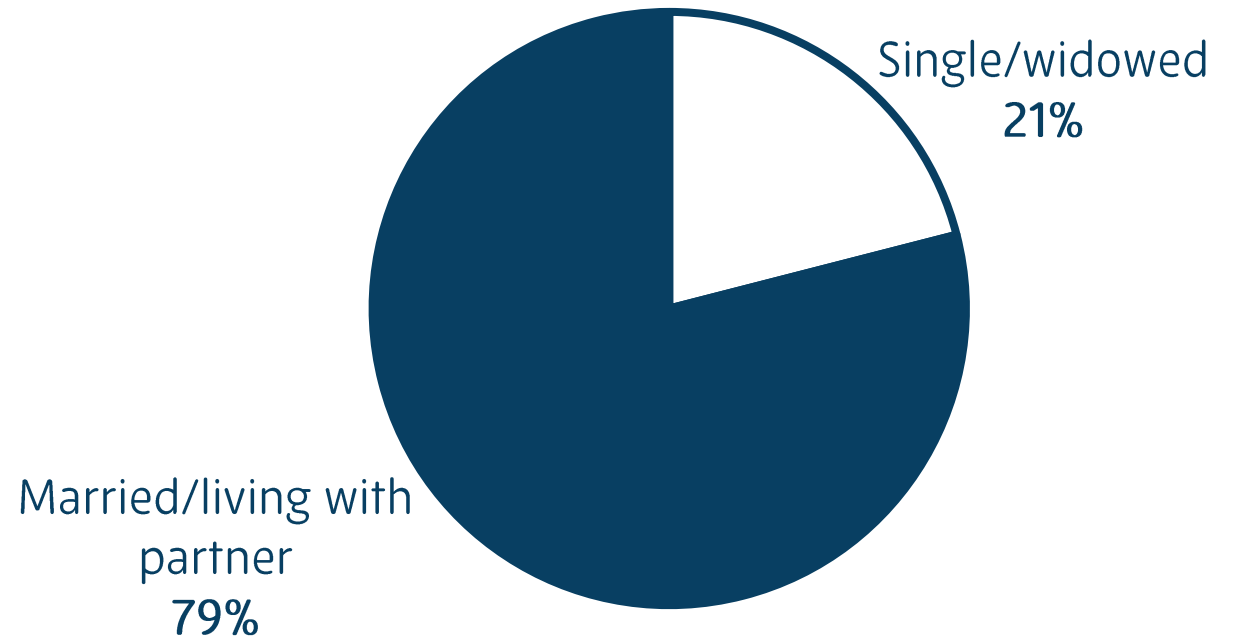
EDUCATIONAL ATTAINMENT

» Nearly **9 in 10** visitors have a college/technical school degree or higher



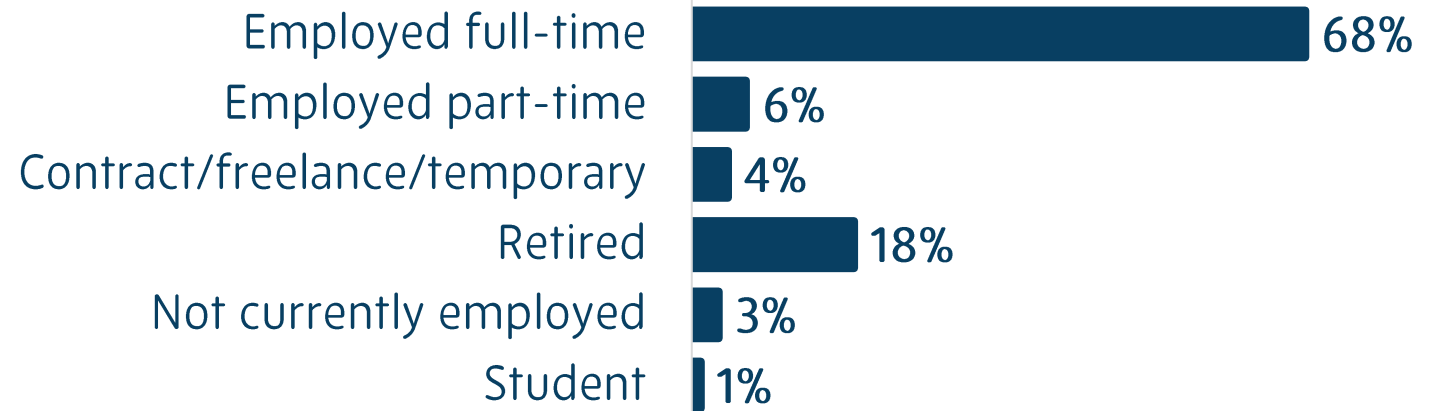
MARITAL STATUS

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



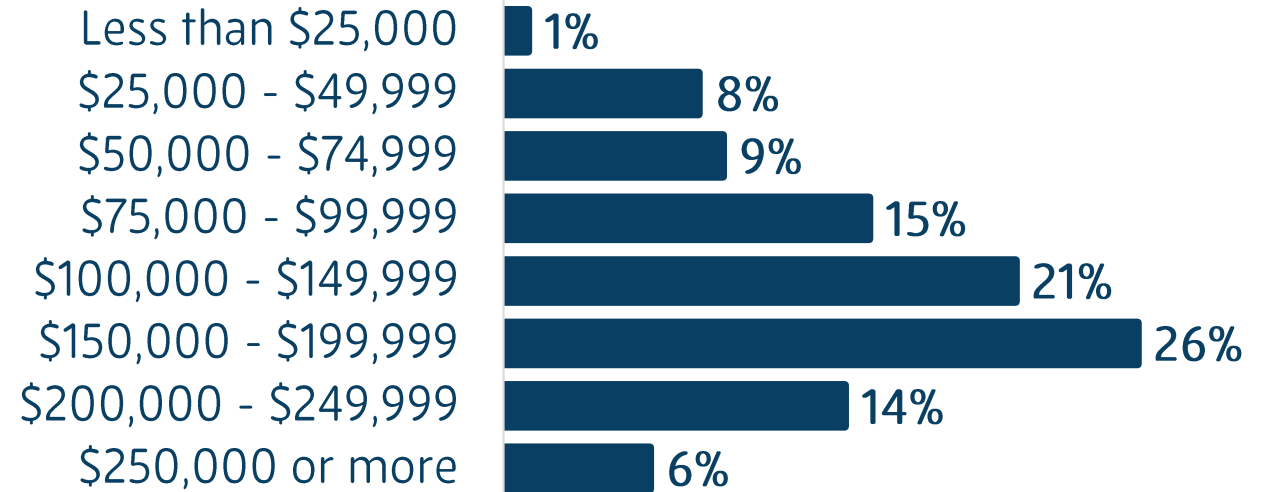
EMPLOYMENT STATUS

» Nearly **4 in 5** visitors to Maine were employed, most full-time



HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$140,500** per year
- » **46%** of visitors to Maine earned more than \$150,000 per year



NEW & RETURNING VISITORS

- » 29% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 29% had been to Maine more than 10 times

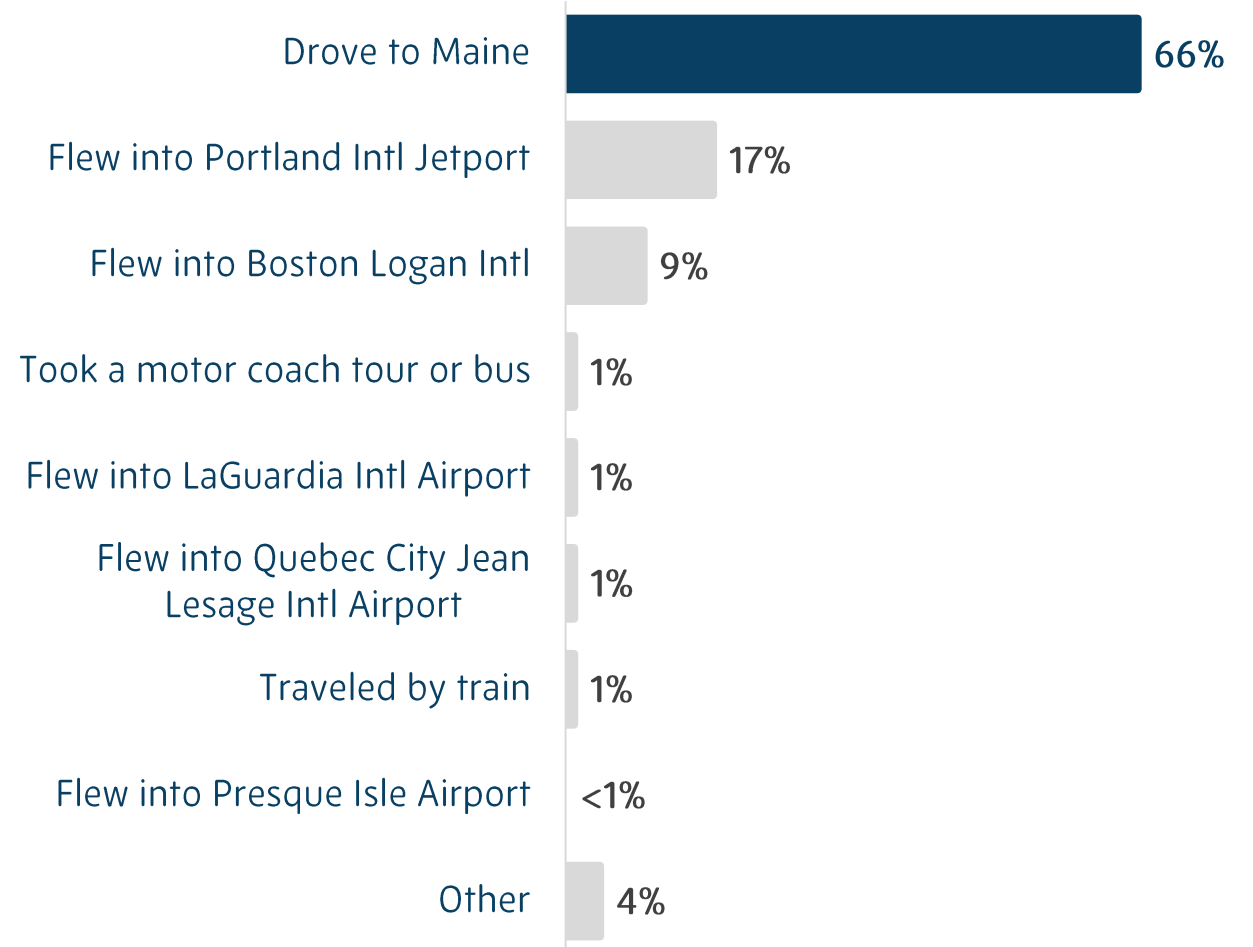


VISITOR JOURNEY: TRIP EXPERIENCE



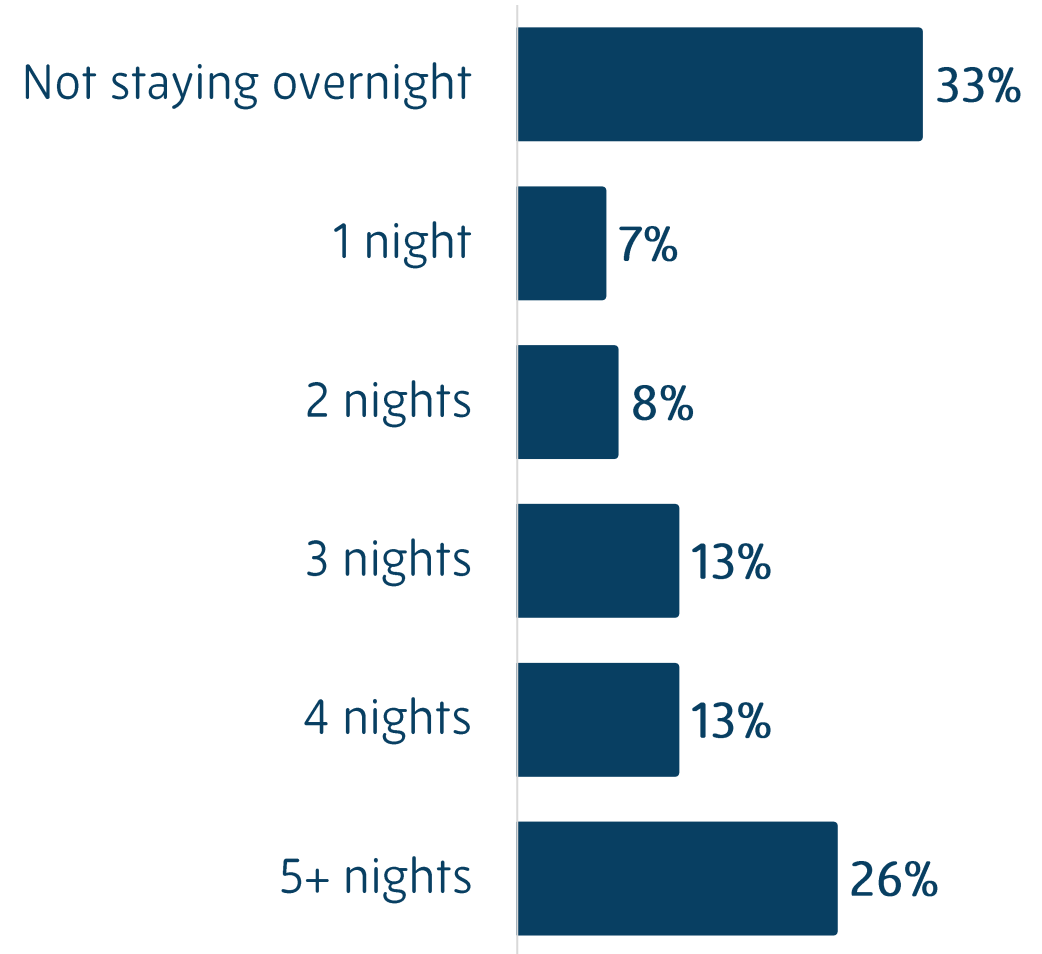
MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **66%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Portland International Jetport



NIGHTS STAYED

- » 67% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 4.5* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.9 nights in Maine on their trips

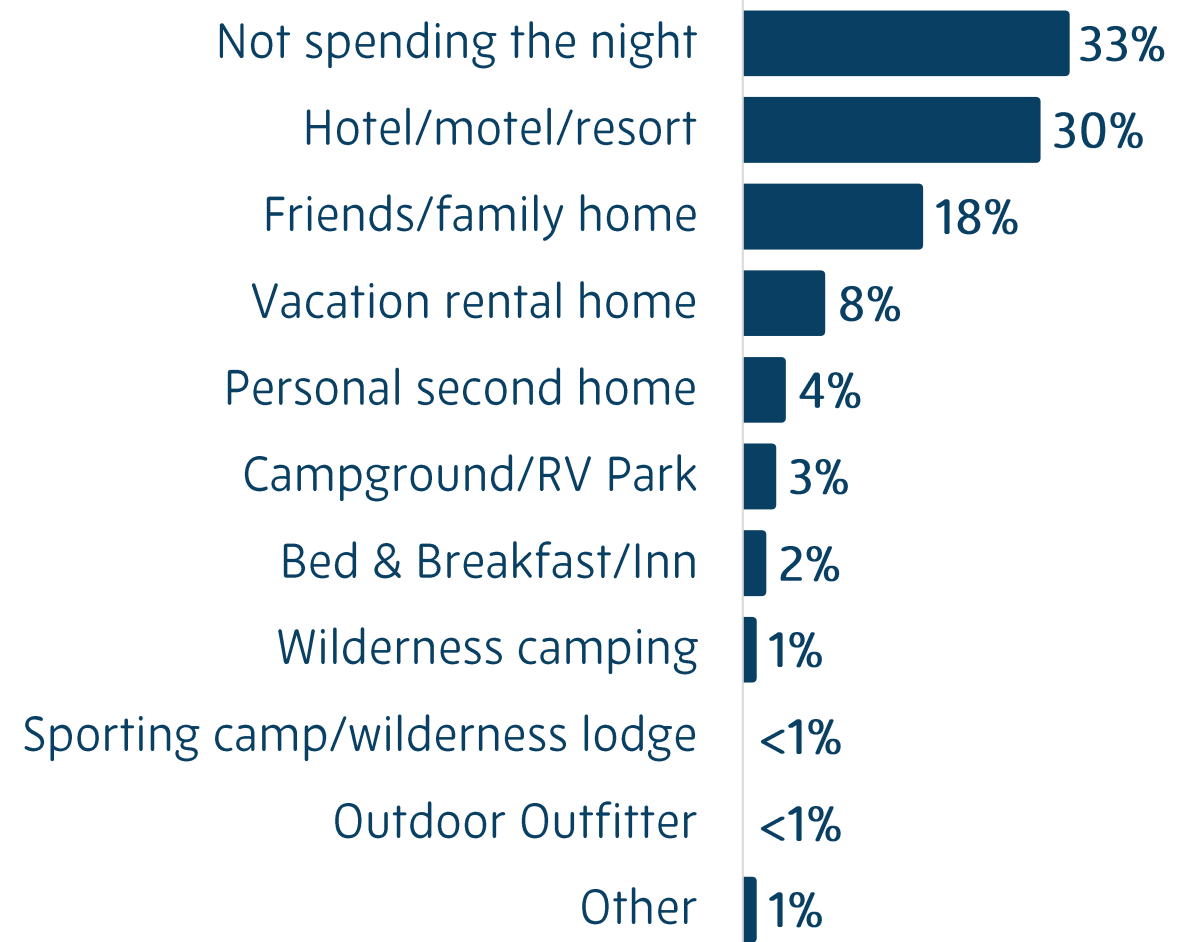


*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Greater Portland & Casco Bay

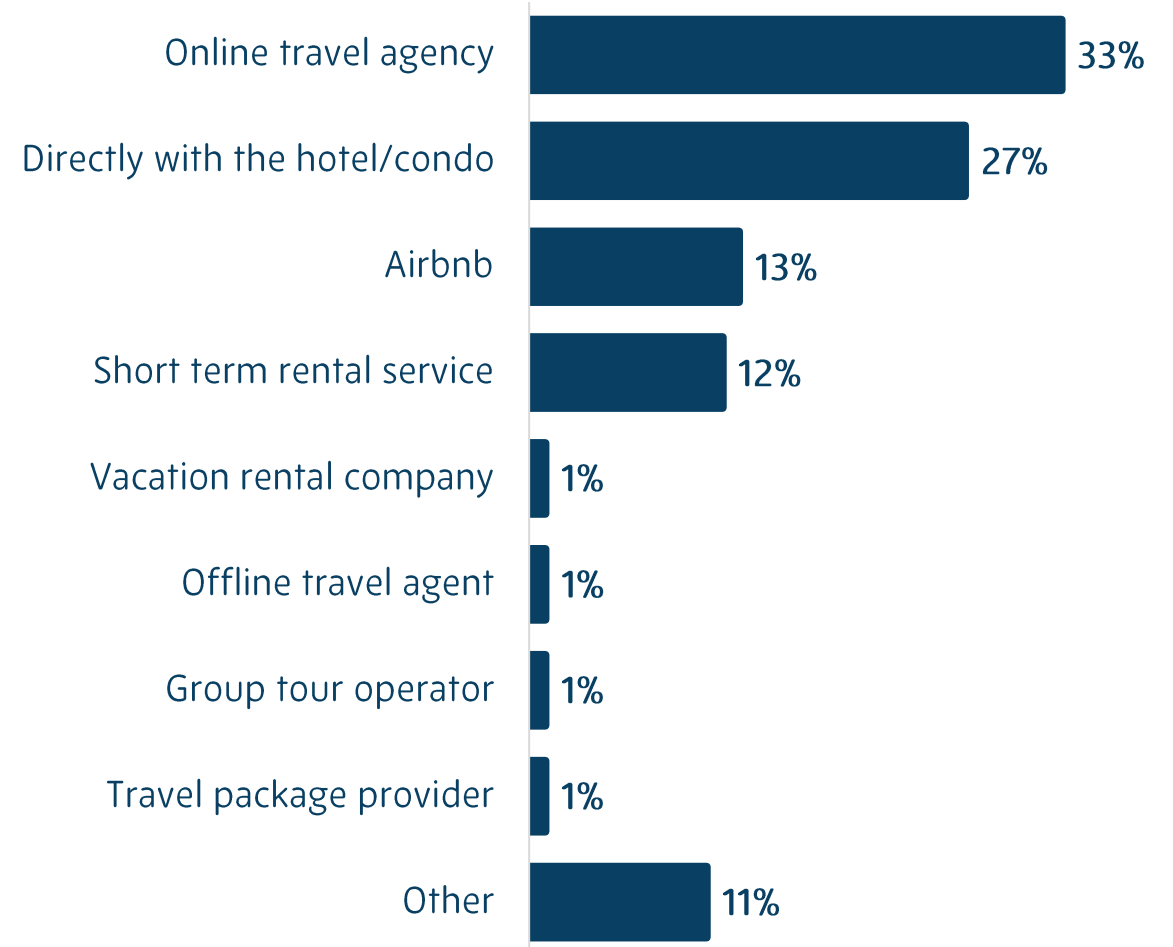
ACCOMMODATIONS

- » **1 in 3** visitors did not spend the night on their trip to Maine
- » **3 in 10** visitors stayed overnight at a hotel/motel/resort



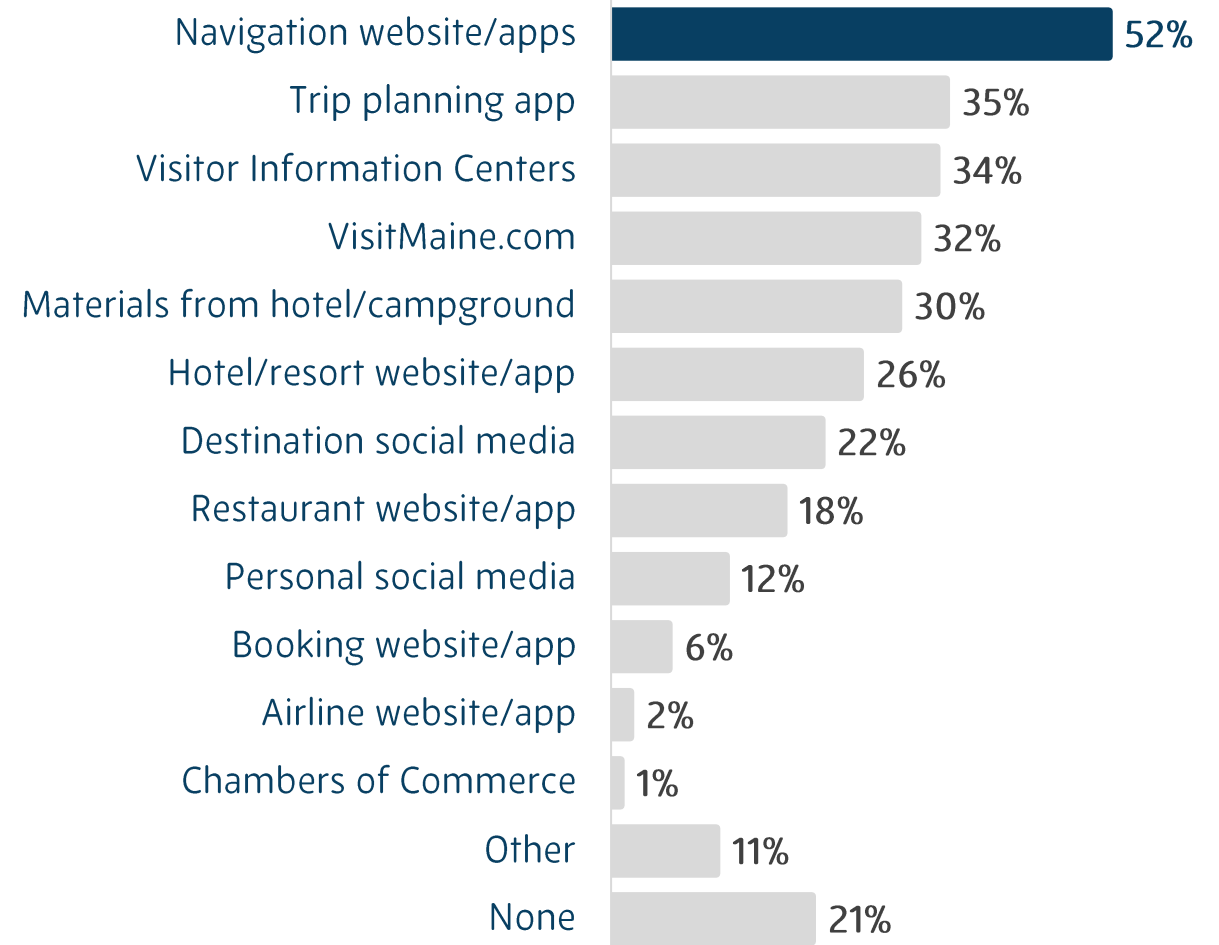
BOOKING METHODS

- » **1 in 3** of visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency
- » Over **1 in 4** booked their lodging directly with the hotel/condo



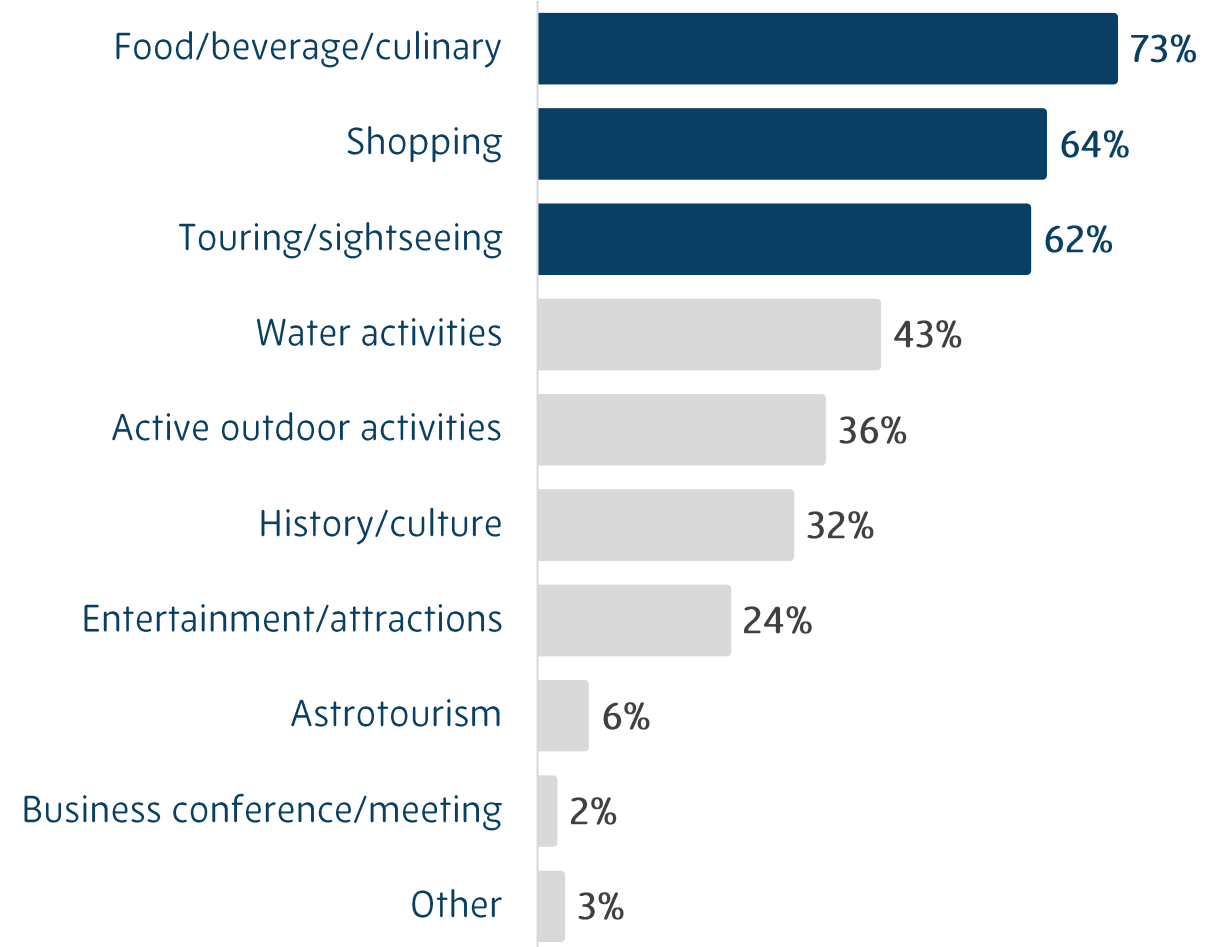
IN-MARKET VISITOR RESOURCES*

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

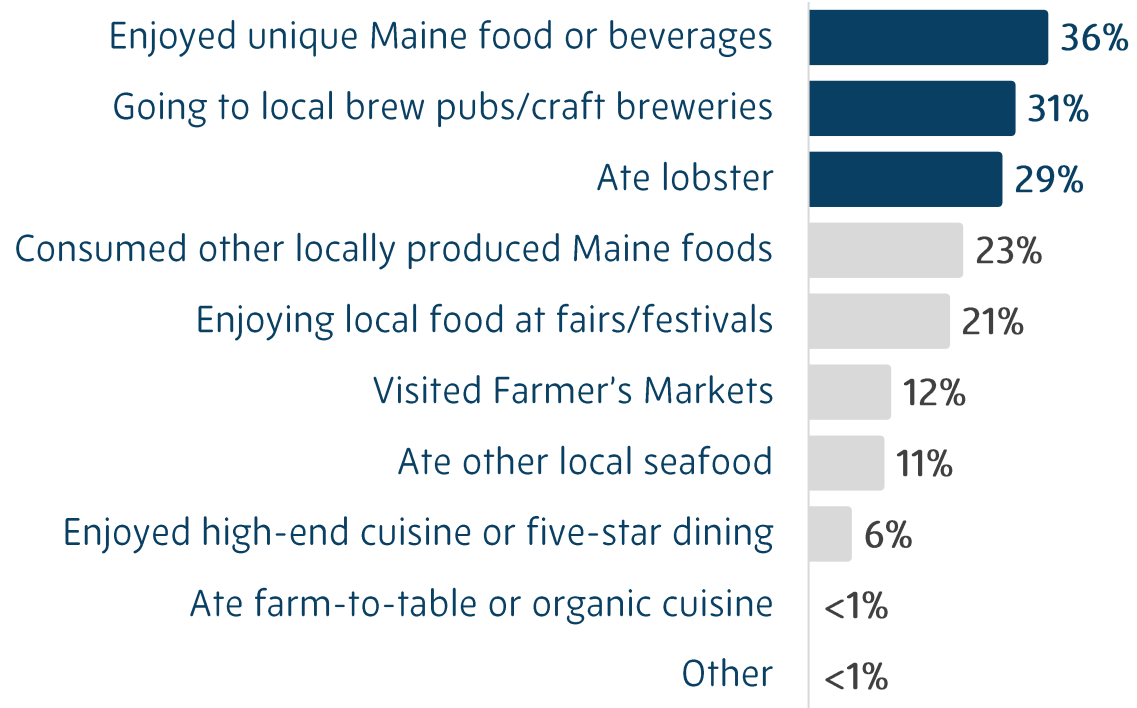


VISITOR ACTIVITIES*

- » Nearly **3 in 4** visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **2 in 3** visitors went shopping during their trip
- » Over **3 in 5** visitors went touring/sightseeing during their trip

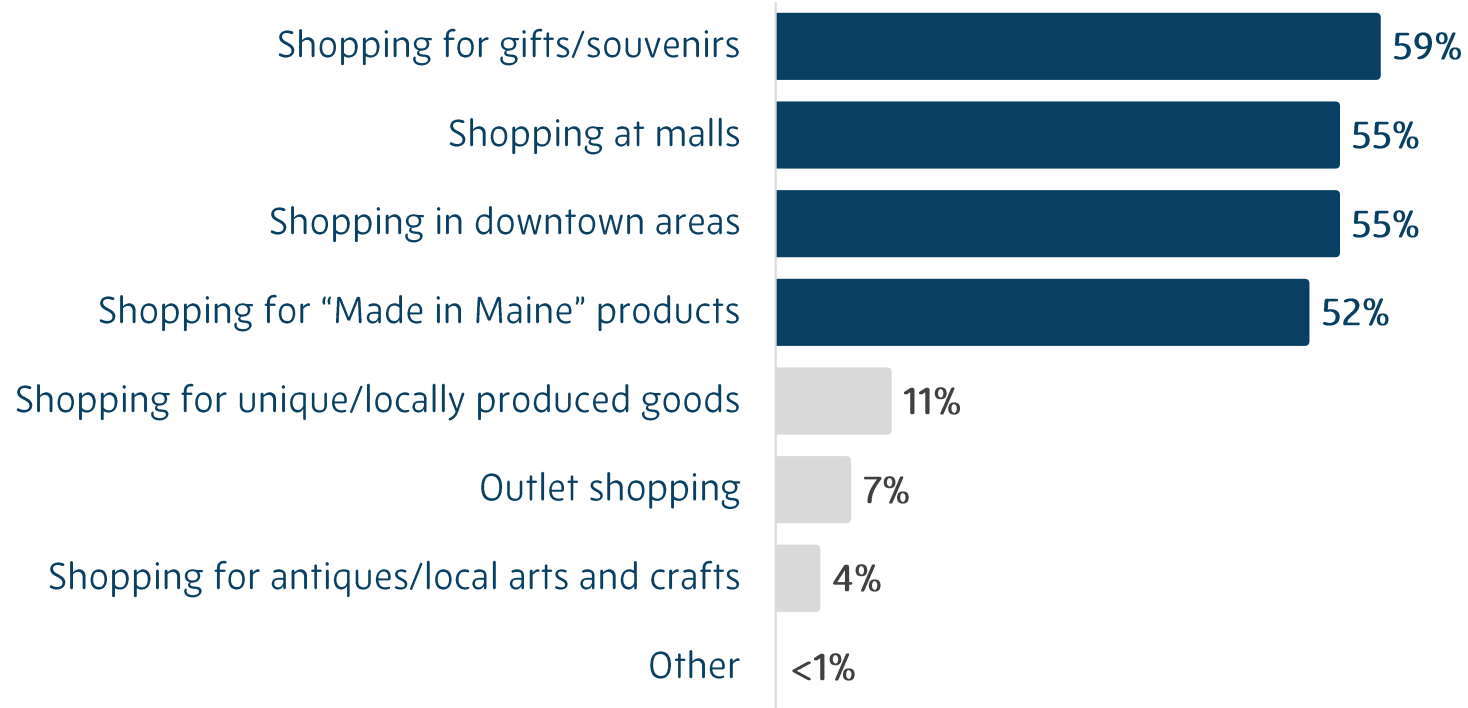


FOOD & BEVERAGE ACTIVITIES*

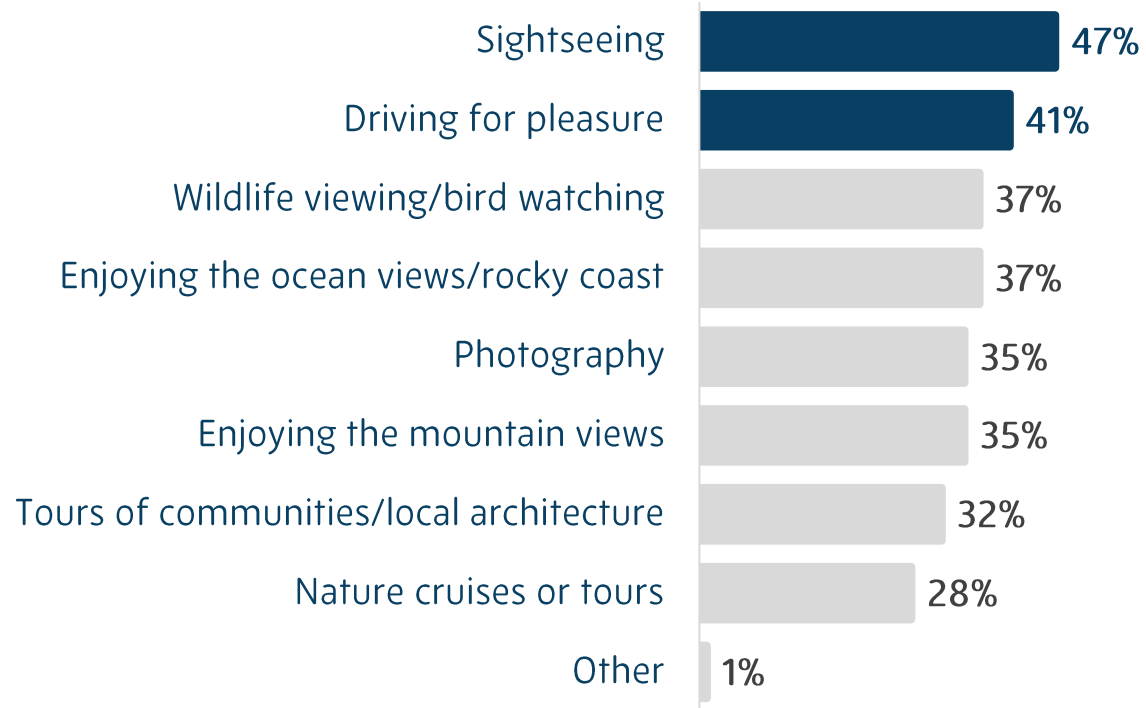


*Multiple responses permitted.

SHOPPING ACTIVITIES*



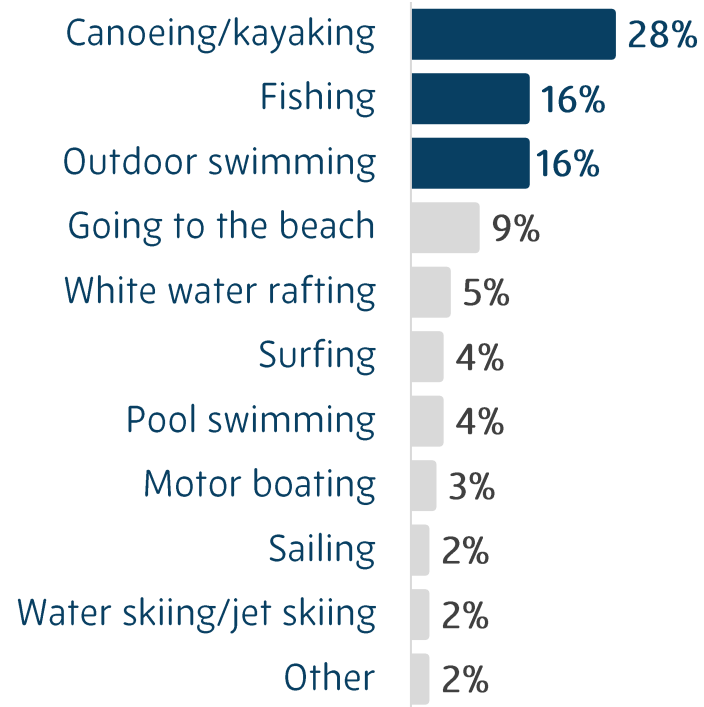
TOURING & SIGHTSEEING ACTIVITIES*



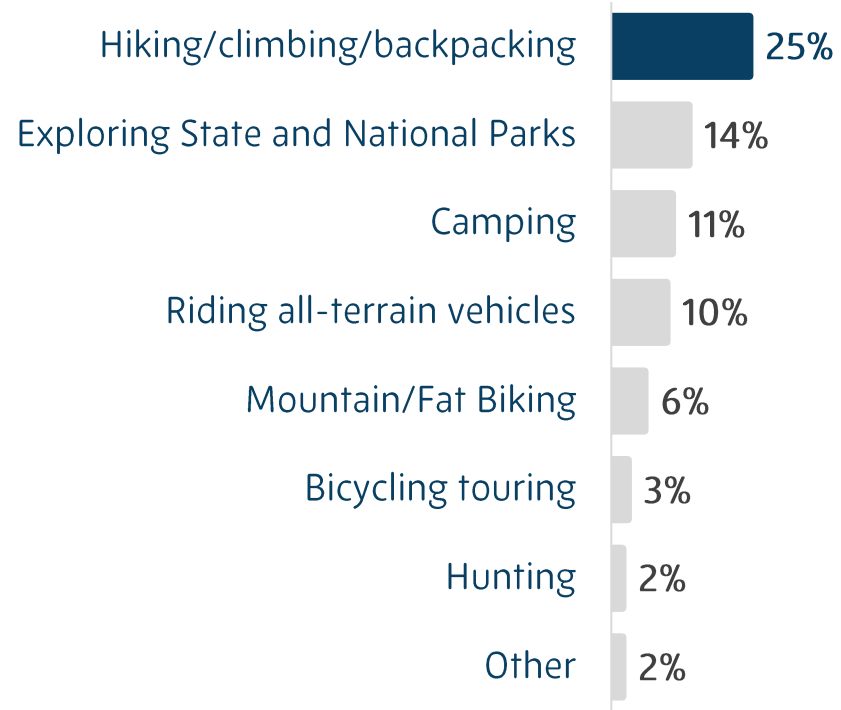
Greater Portland & Casco Bay

*Multiple responses permitted.

WATER ACTIVITIES*



ACTIVE OUTDOOR ACTIVITIES*

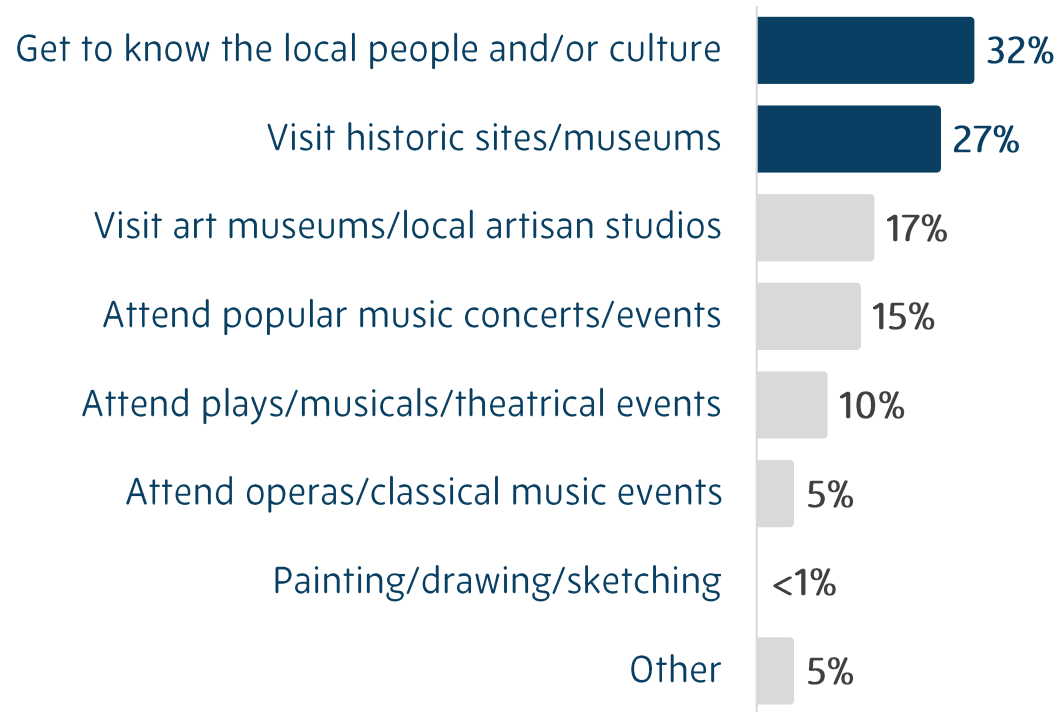


Greater Portland & Casco Bay

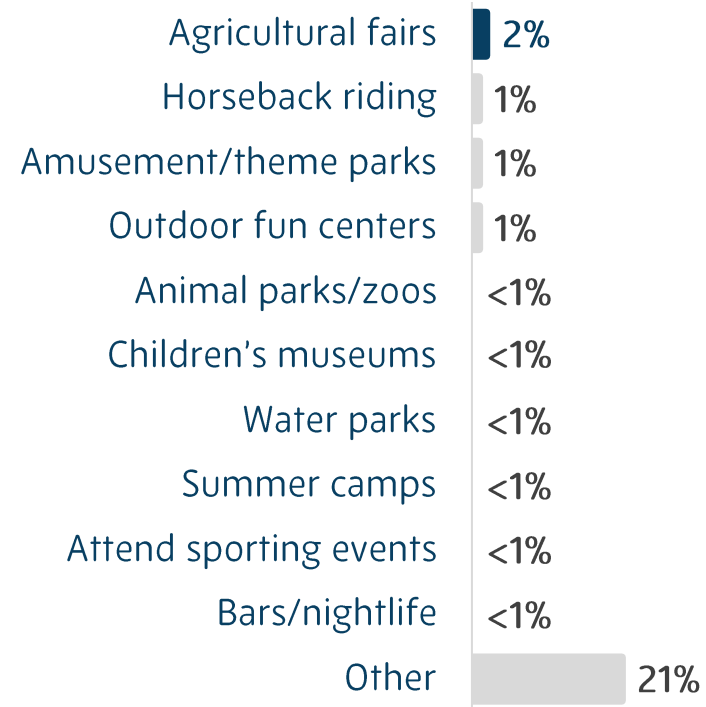
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*Multiple responses permitted.

HISTORICAL & CULTURAL ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



*Multiple responses permitted.

DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$278
Transportation	\$95
Groceries	\$43
Restaurants	\$128
Shopping	\$159
Activities & Attractions	\$69
Other	\$38

Daily Spending **\$810**

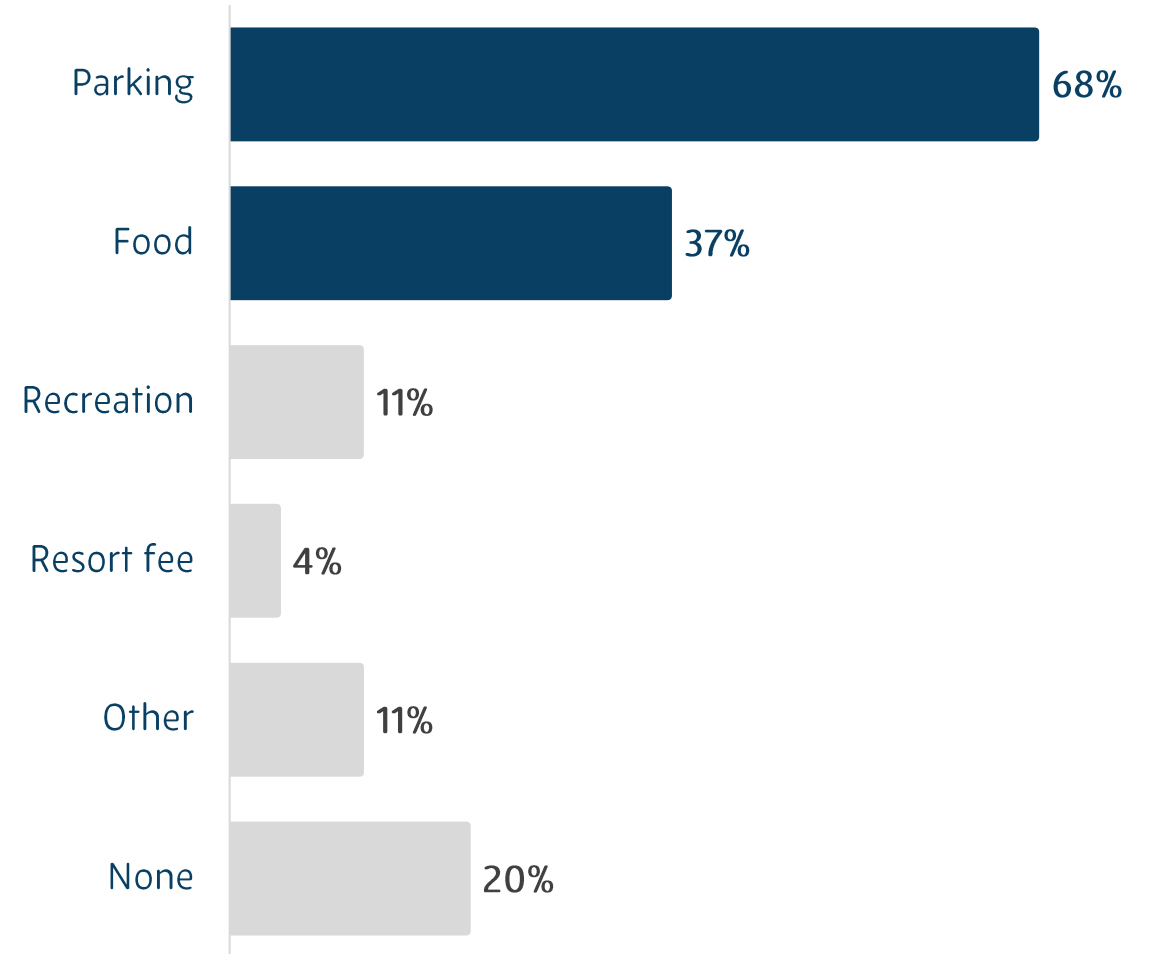
TOTAL TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$1,251
Transportation	\$428
Groceries	\$194
Restaurants	\$576
Shopping	\$716
Activities & Attractions	\$311
Other	\$171
Total Spending	\$3,645

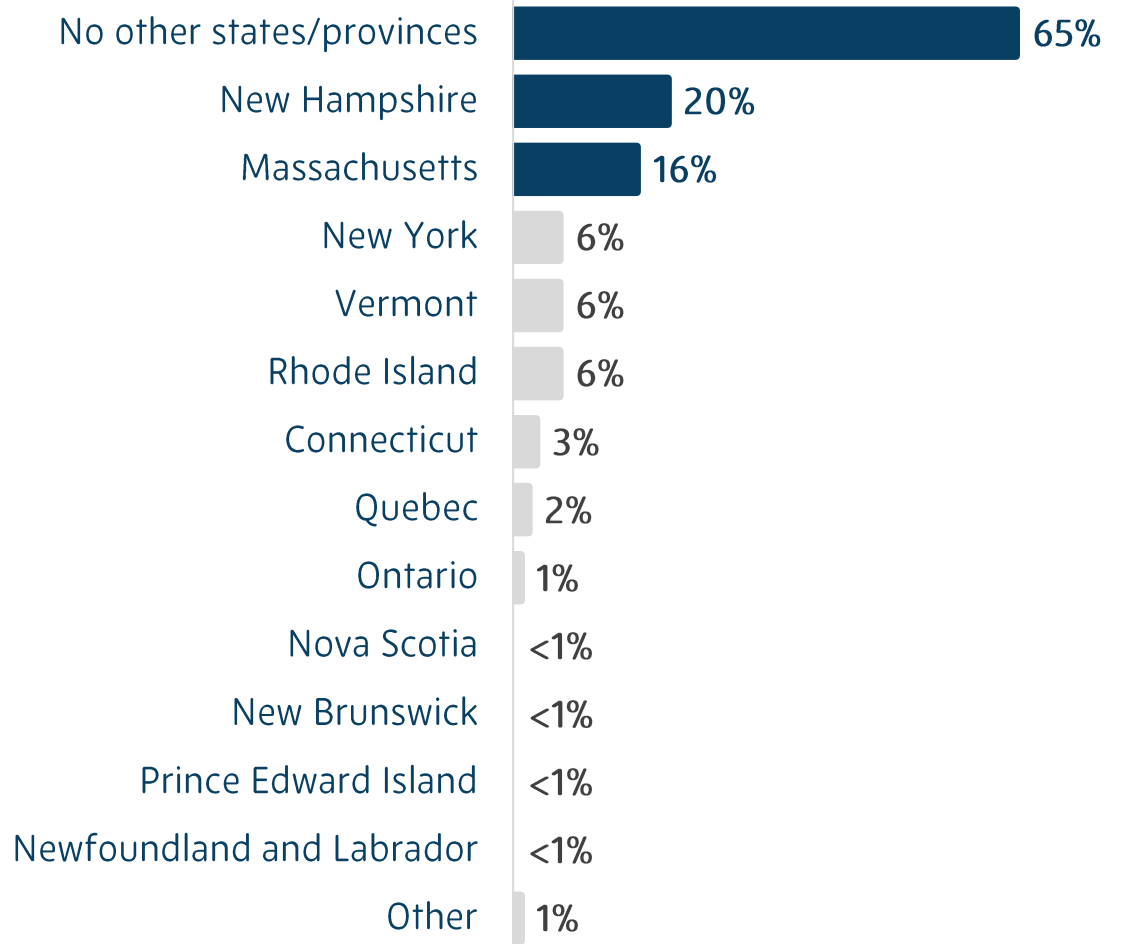
LODGING AMENITIES*

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



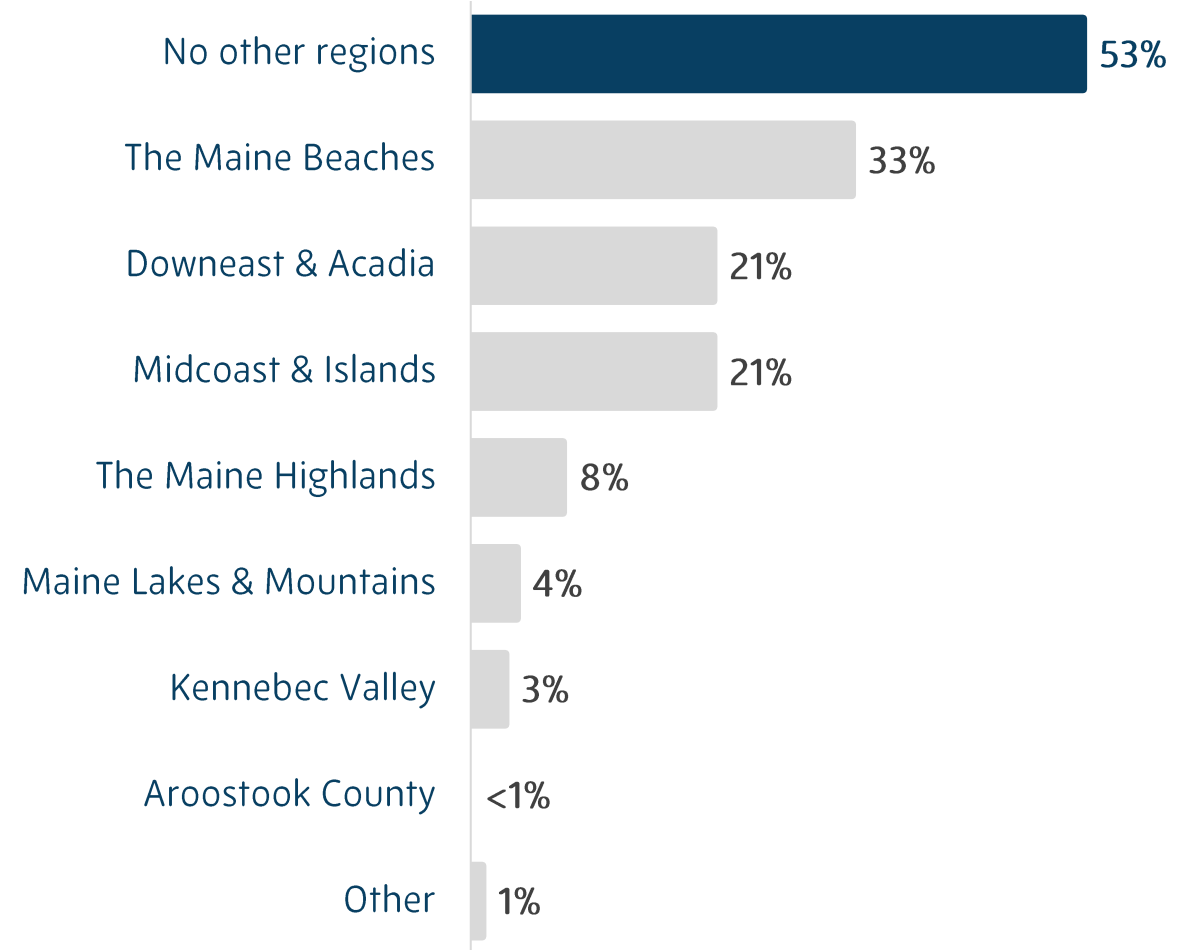
OTHER STATES & PROVINCES VISITED*

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

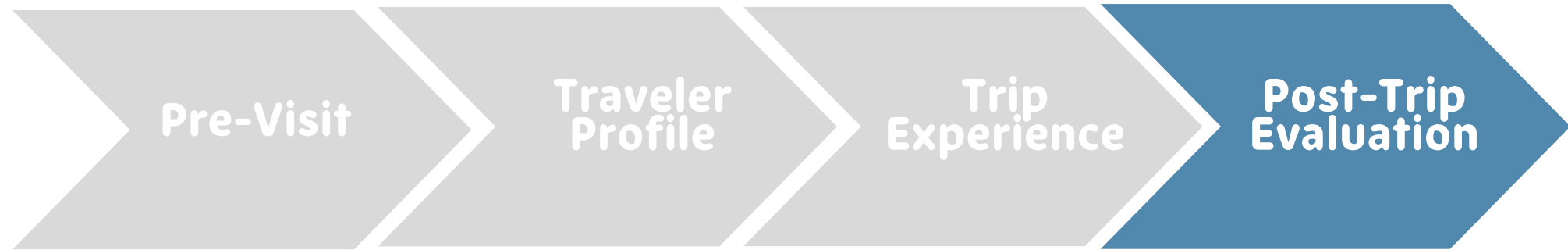


TRAVELING WITHIN MAINE*

- » **1 in 3** visitors visited the Maine Beaches in addition to their primary destination 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



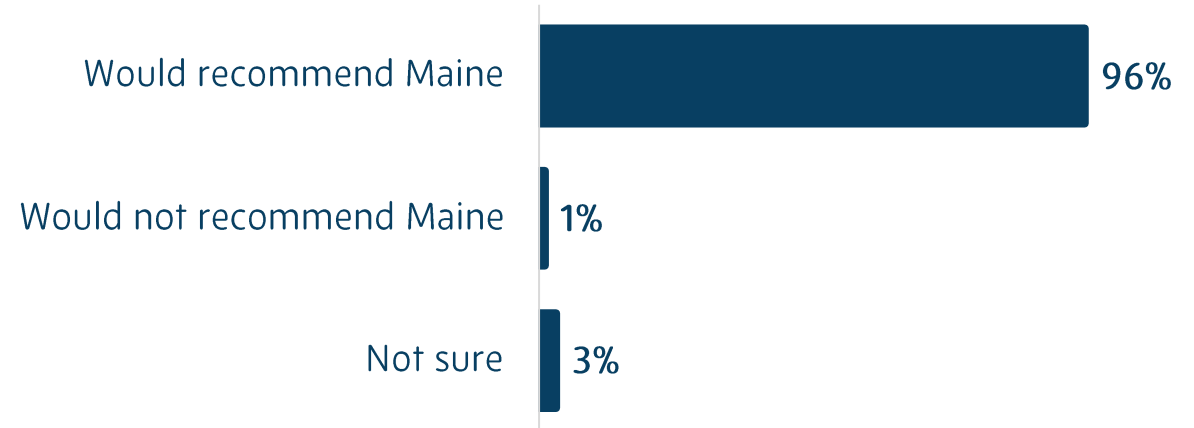
VISITOR JOURNEY: POST-TRIP EVALUATION



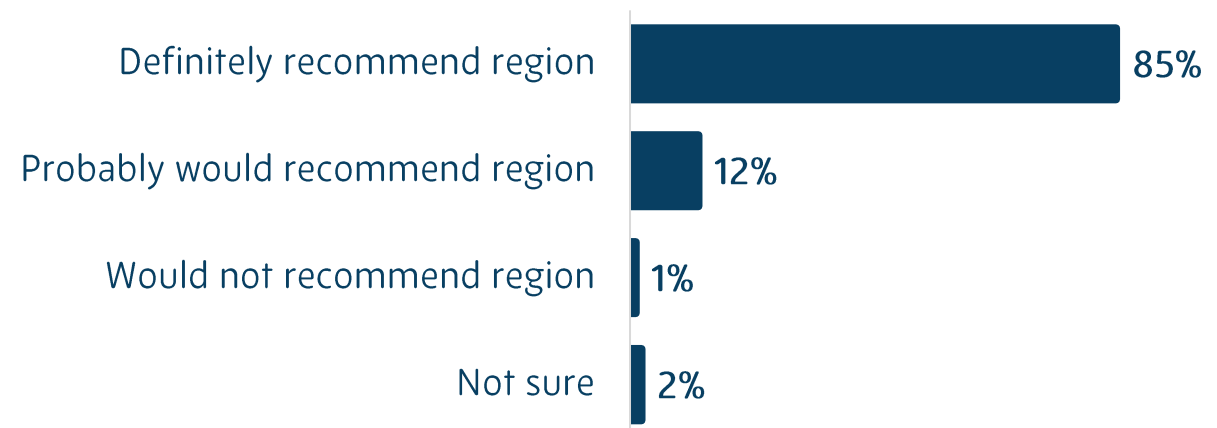
RECOMMENDING MAINE & ITS REGIONS

- » **96%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **85%** would definitely recommend

Likelihood of Recommending Maine

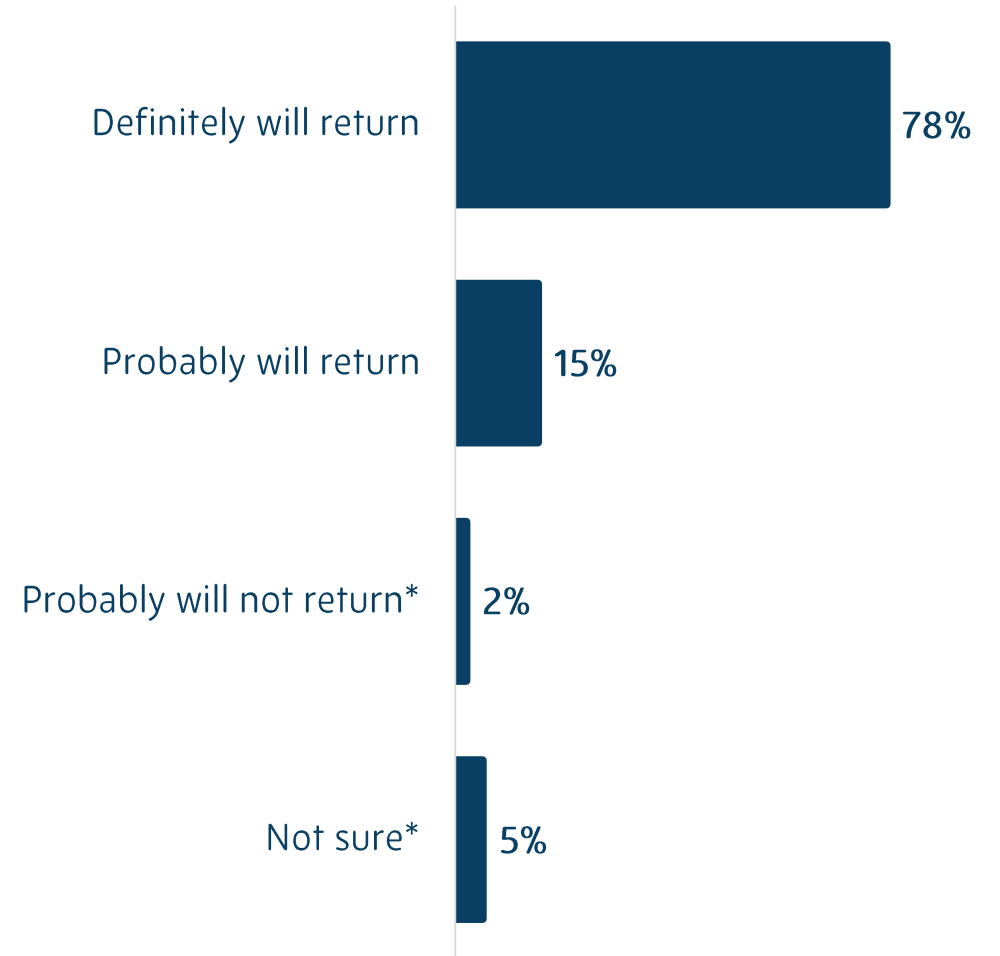


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

» **93%** of visitors will return to Maine for a future visit or vacation

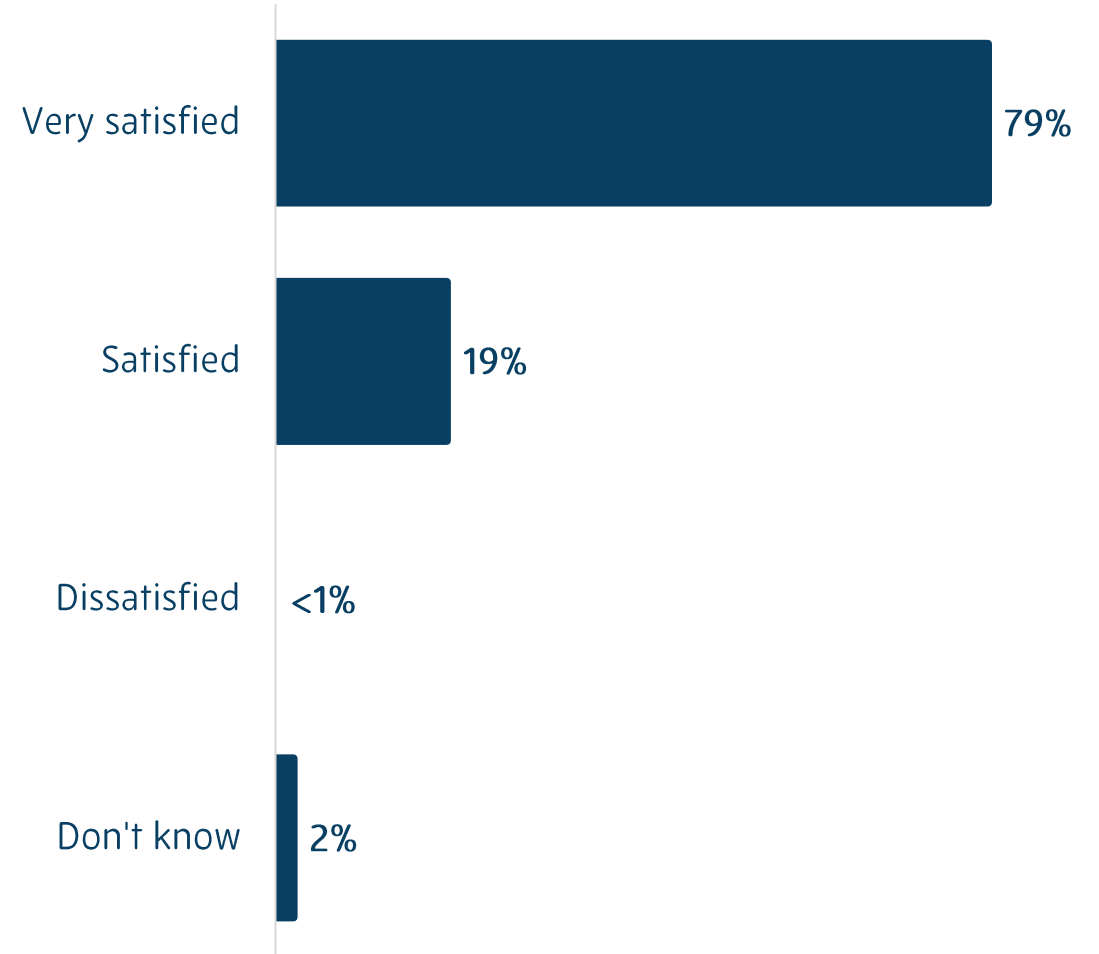


*7% of all visitors may not return to Maine for the following reasons:

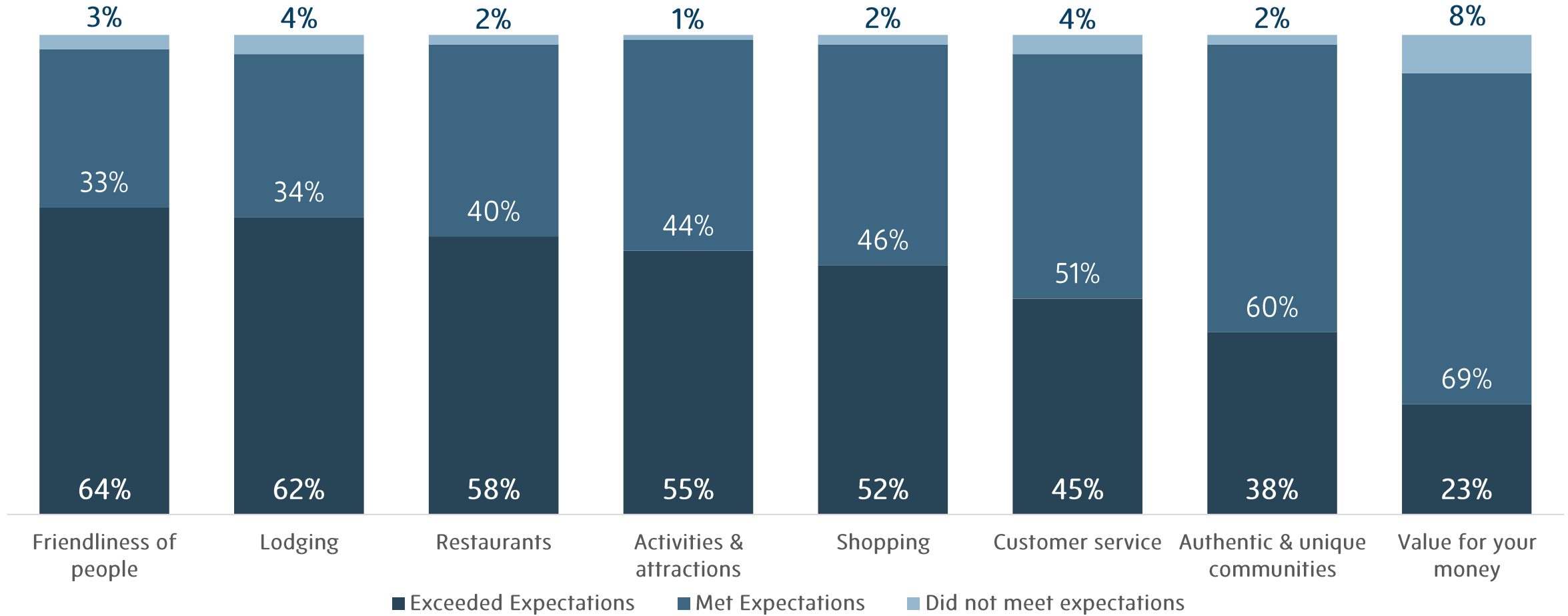
1. Prefer a variety of destinations
2. Traffic/difficult drive
3. Once is enough to see and do everything.

SATISFACTION

- » **98%** of visitors were satisfied with their trip to Maine
- » Nearly **4 in 5** visitors were very satisfied with their trip to Maine

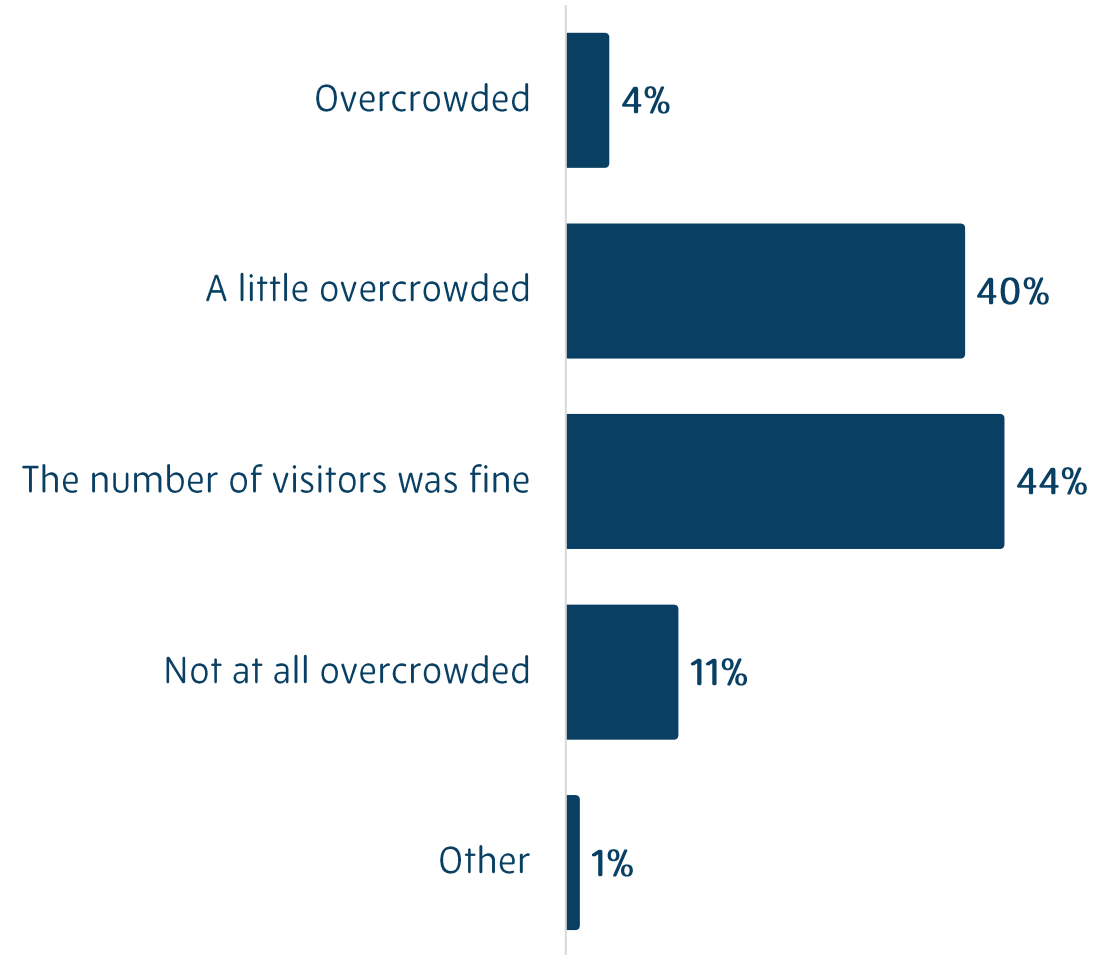


TRIP RATINGS



OVERCROWDING

- » Over **2 in 5** visitors thought the number of visitors during their trip to Maine was fine
- » Nearly **1 in 8** visitors thought it was not at all overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

258 interviews were completed with visitors to the Greater Portland & Casco Bay 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.

GREATER PORTLAND & CASCO BAY

2024 Summer Visitor Tracking Report

May 2024 – August 2024

Downs & St. Germain Research
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dsg-research.com

