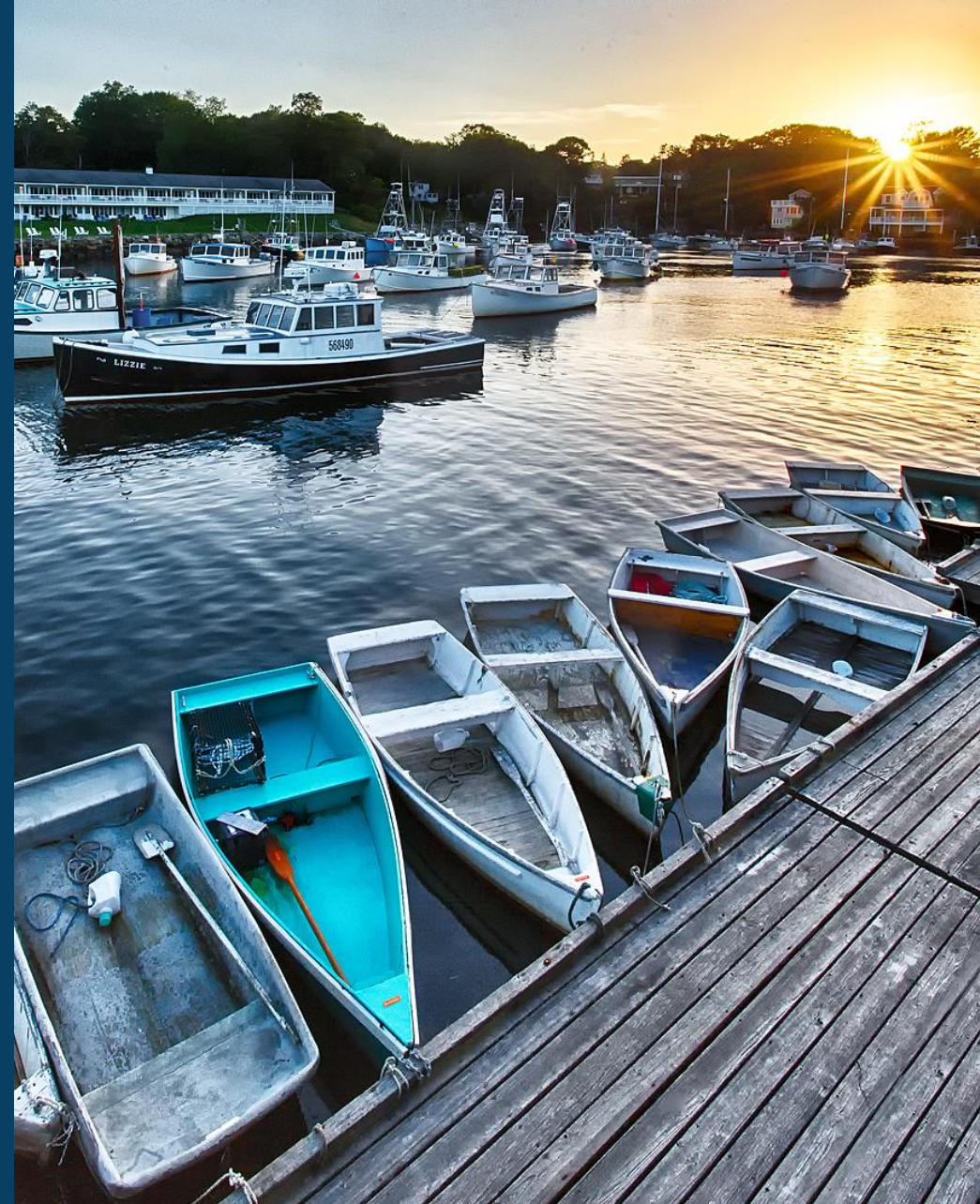


MAINE BEACHES

2024 Summer Visitor Tracking Report

May 2024 – August 2024

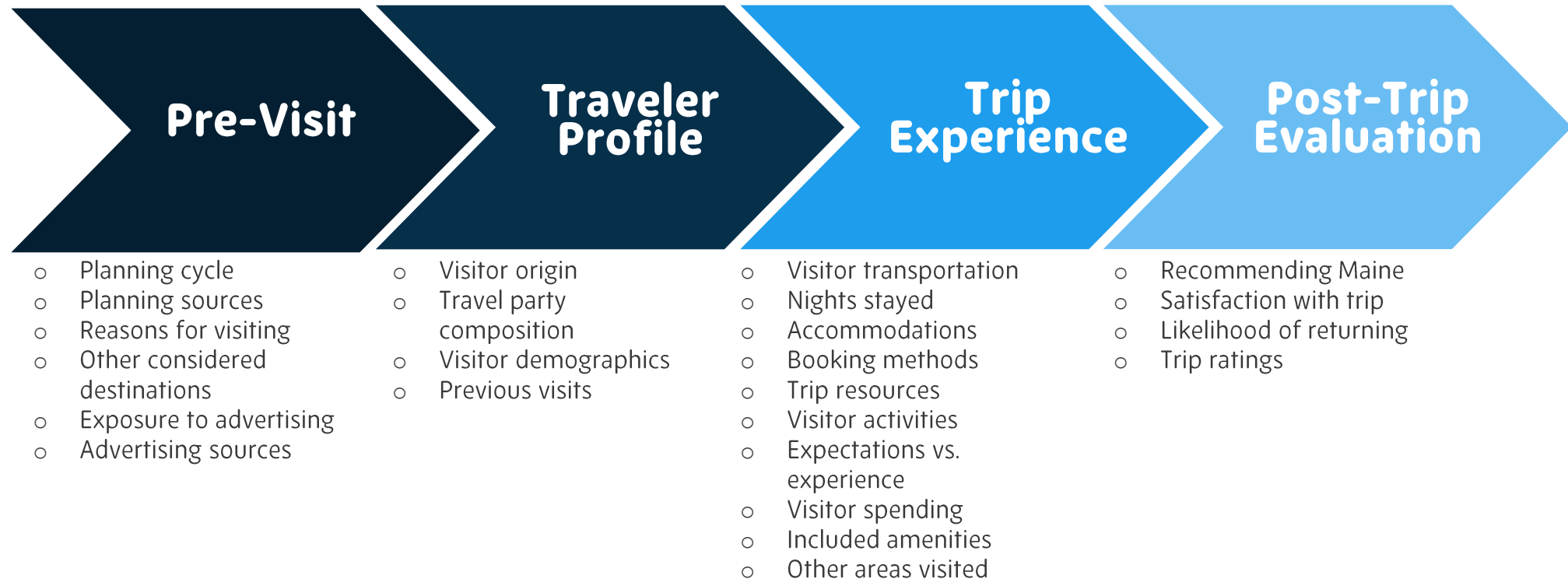


STUDY OBJECTIVES: VISITOR JOURNEY

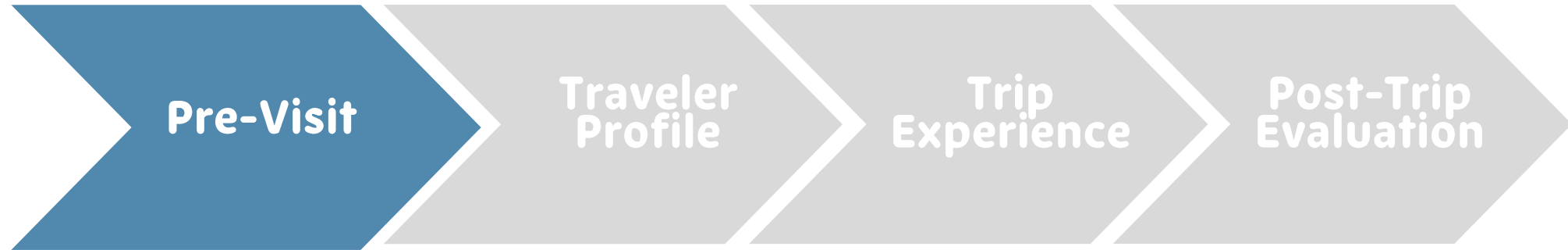
This report presents information about visitors to Maine from May 2024 to August 2024.

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.



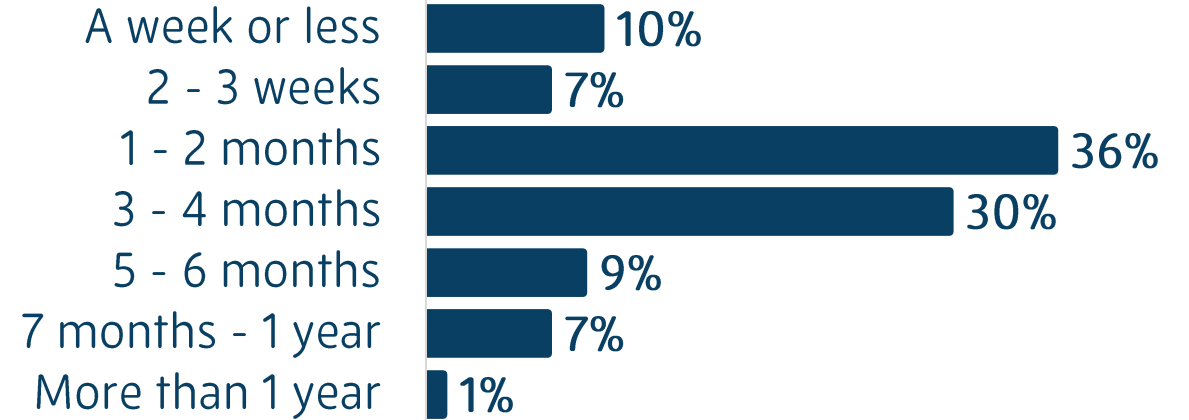
VISITOR JOURNEY: PRE-VISIT



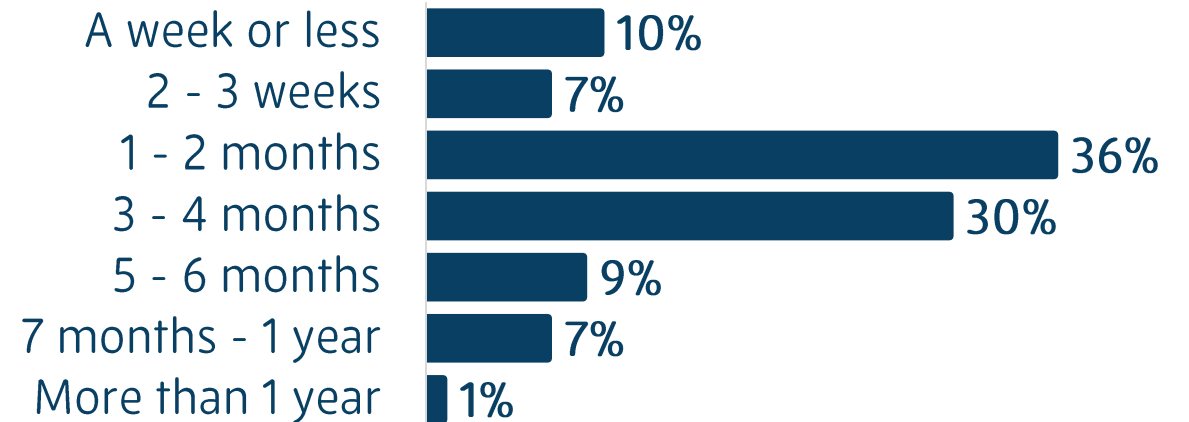
TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **58 days** in advance
- » Over **4 in 5** visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **58 days** in advance
- » **53%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

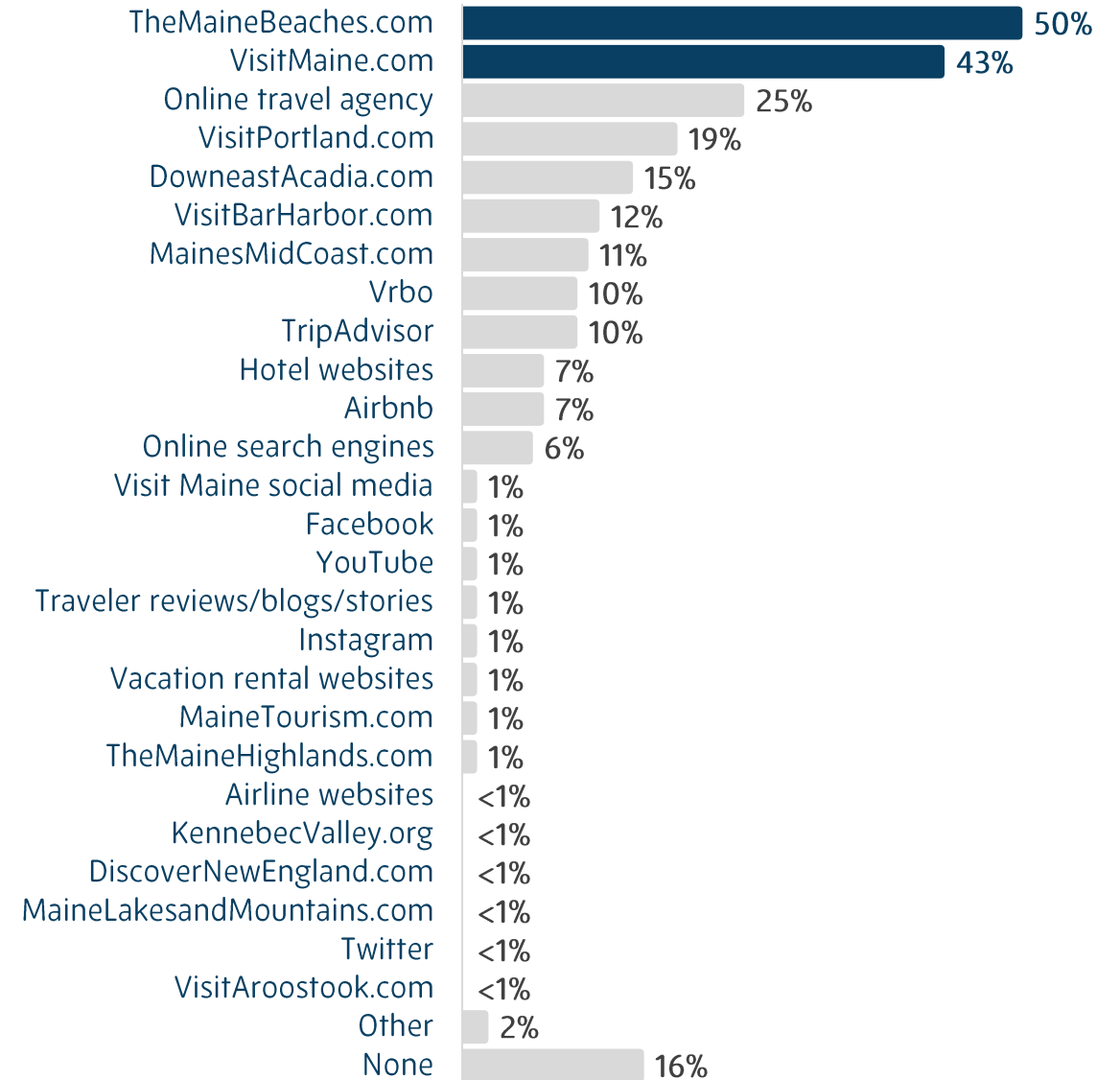


Booked Accommodations/Made Trip Decisions



ONLINE TRIP PLANNING SOURCES*

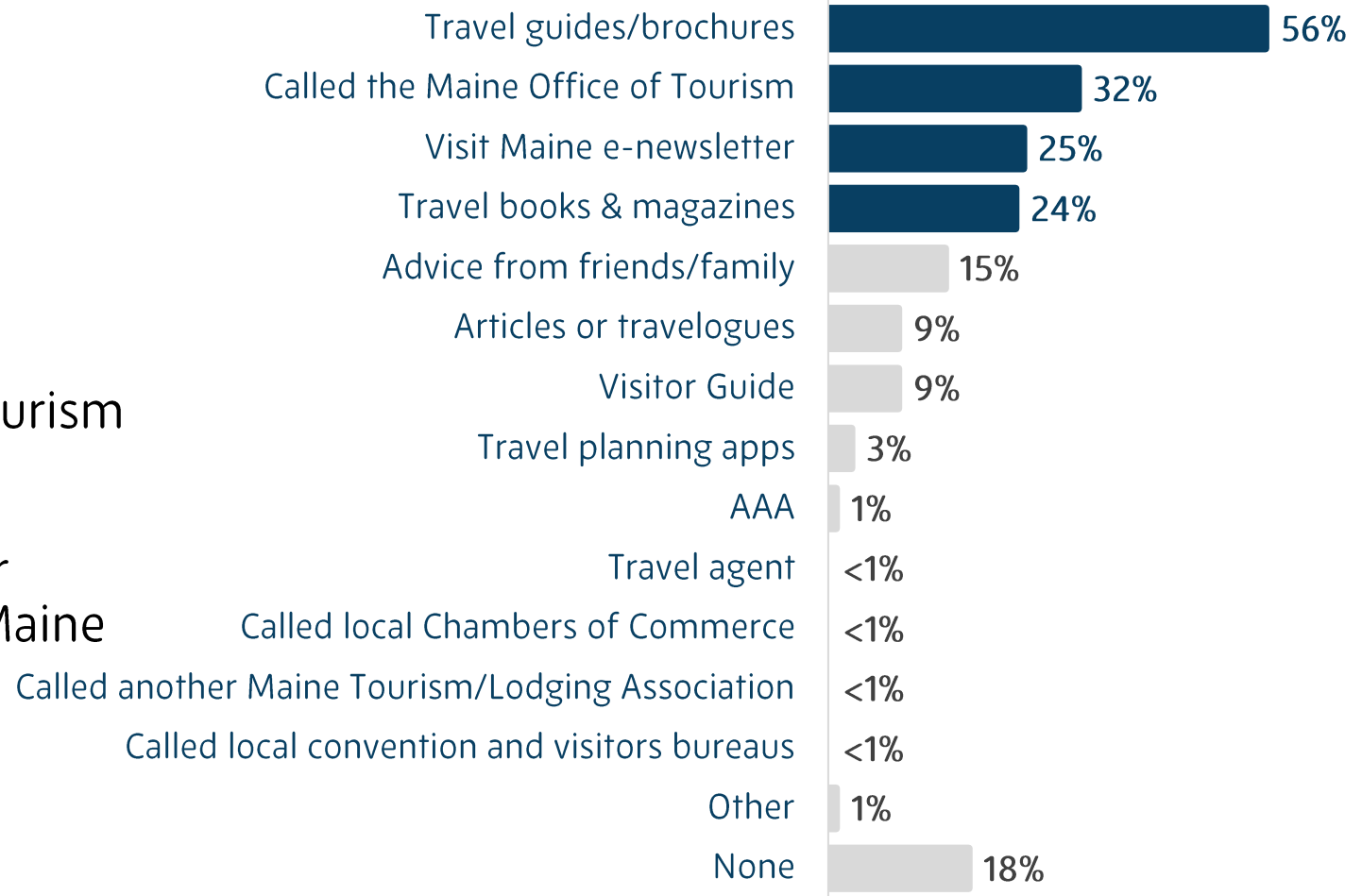
- » Over **4 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » **Half** of visitors used VisitMaineBeaches.com to help them plan their trip in Maine
- » Over **2 in 5** used VisitMaine.com



*Multiple responses permitted.

OTHER TRIP PLANNING SOURCES*

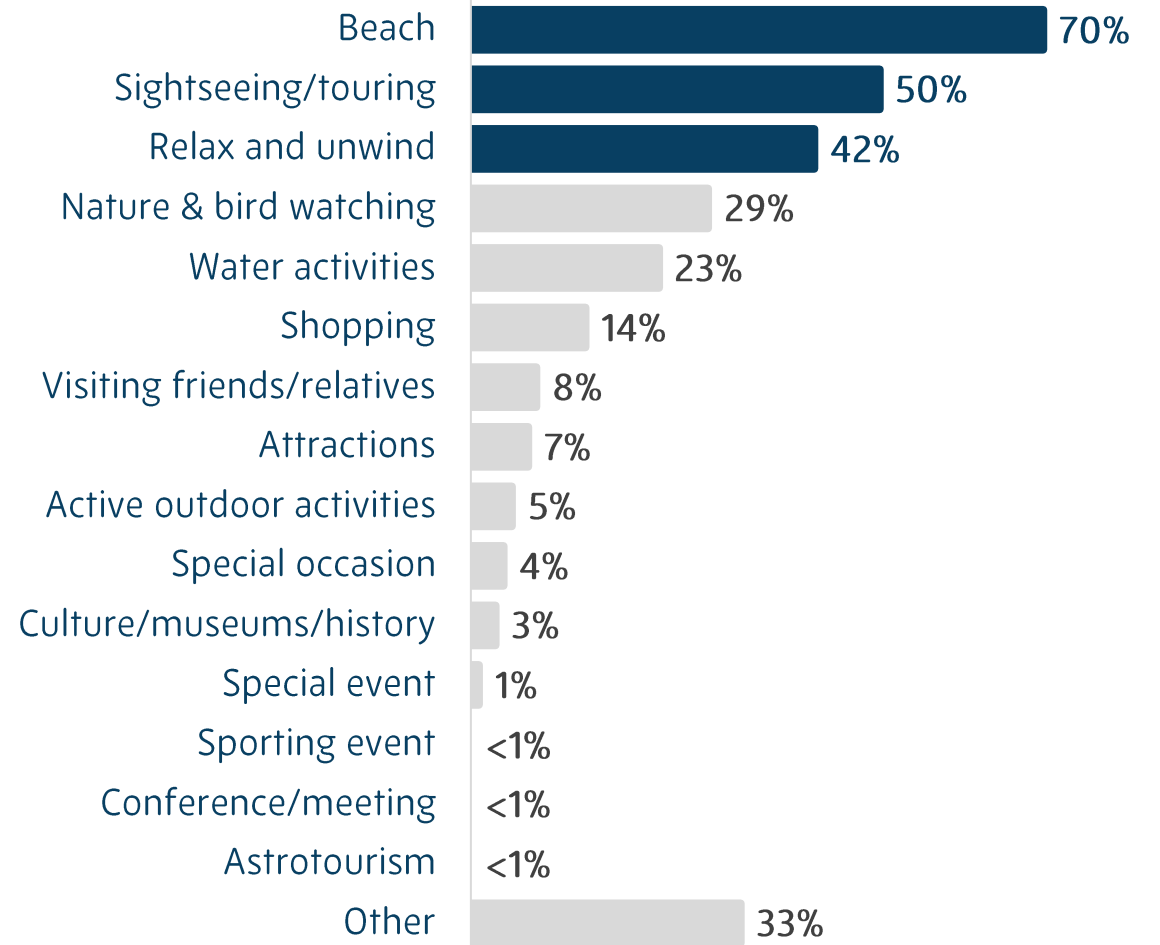
- » Nearly **3 in 5** visitors used travel guides/brochures to help plan their trip in Maine
- » Nearly **1 in 3** called the Maine Office of Tourism
- » Nearly **1 in 5** visitors did not use any other resources to help them plan their trip in Maine



*Multiple responses permitted.

REASONS FOR VISITING*

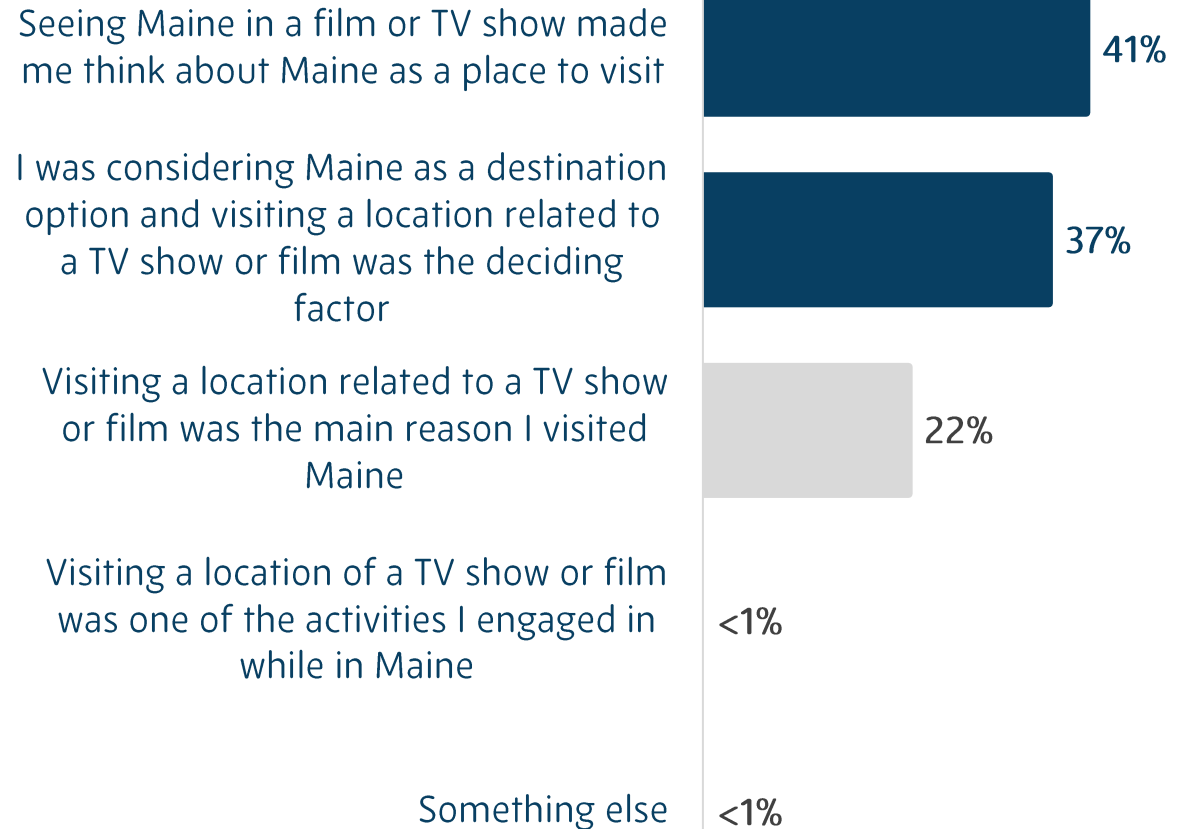
- » **7 in 10** visitors came to the area for the beach
- » **Half** of visitors came to the area for sightseeing/touring
- » Over **2 in 5** visitors came to the area to relax and unwind



TV SHOWS & FILM*

- » **1%** of visitors said a TV show or film inspired their trip to Maine
- » **41%** of visitors who were inspired by a TV show or film said seeing Maine in a film or TV show made them think about Maine as a place to visit
- » **<1%** 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

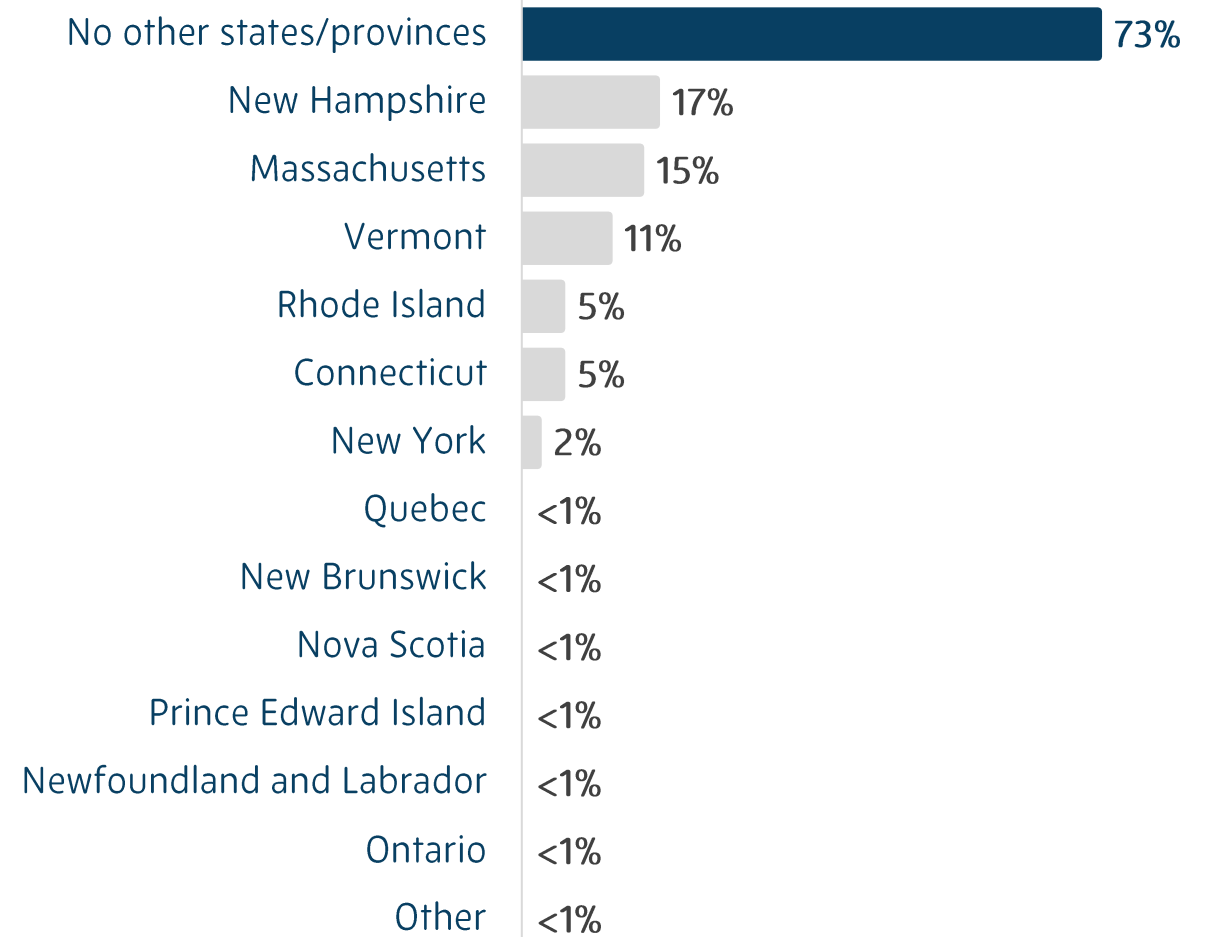
Base: 1% of visitors who were inspired by a TV show or film



*Questions were not asked until January 2023.

OTHER STATES & PROVINCES CONSIDERED*

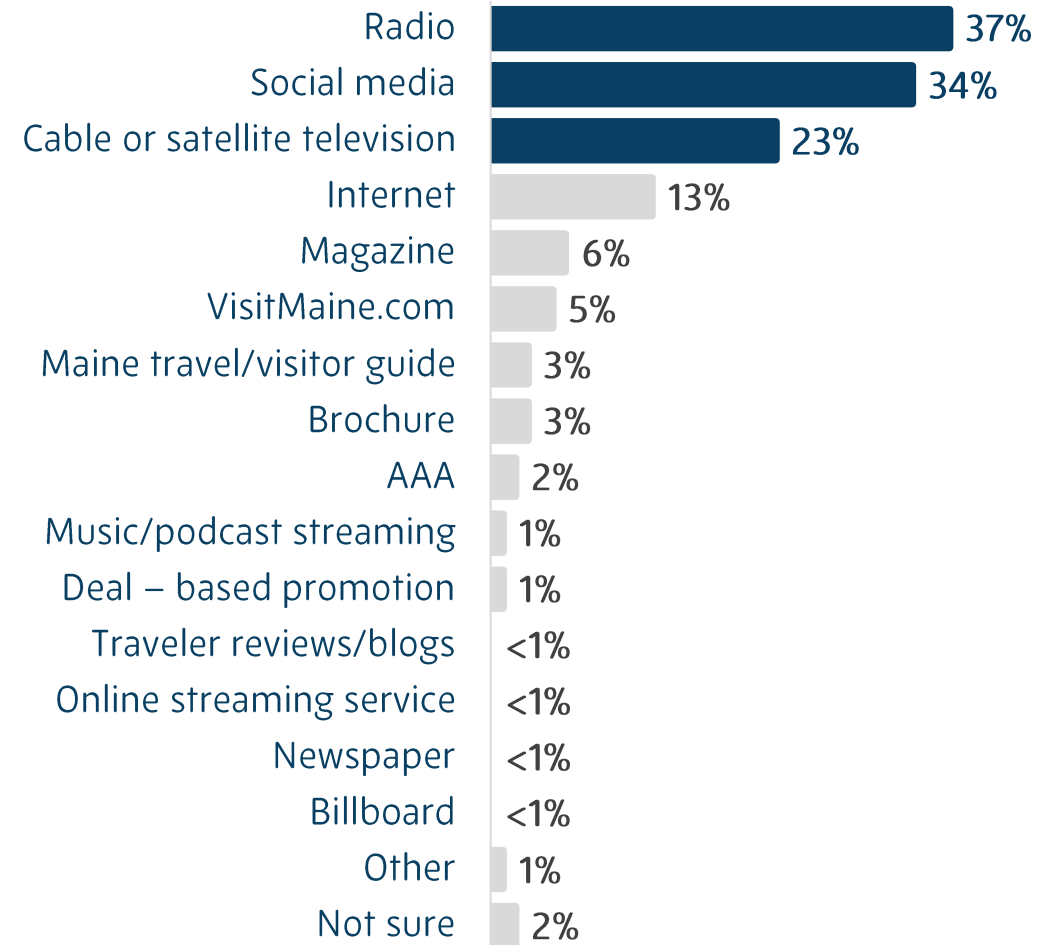
- » Over **7 in 10** visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



PRE-TRIP RECALL OF ADVERTISING*

- » Nearly **1 in 4** visitors noticed advertising or promotions for Maine prior to their trip
- » Nearly **2 in 5** visitors who recalled this advertising heard it on the radio
- » This information influenced **5% of all** visitors to visit Maine

Base: 24% of visitors who noticed advertising

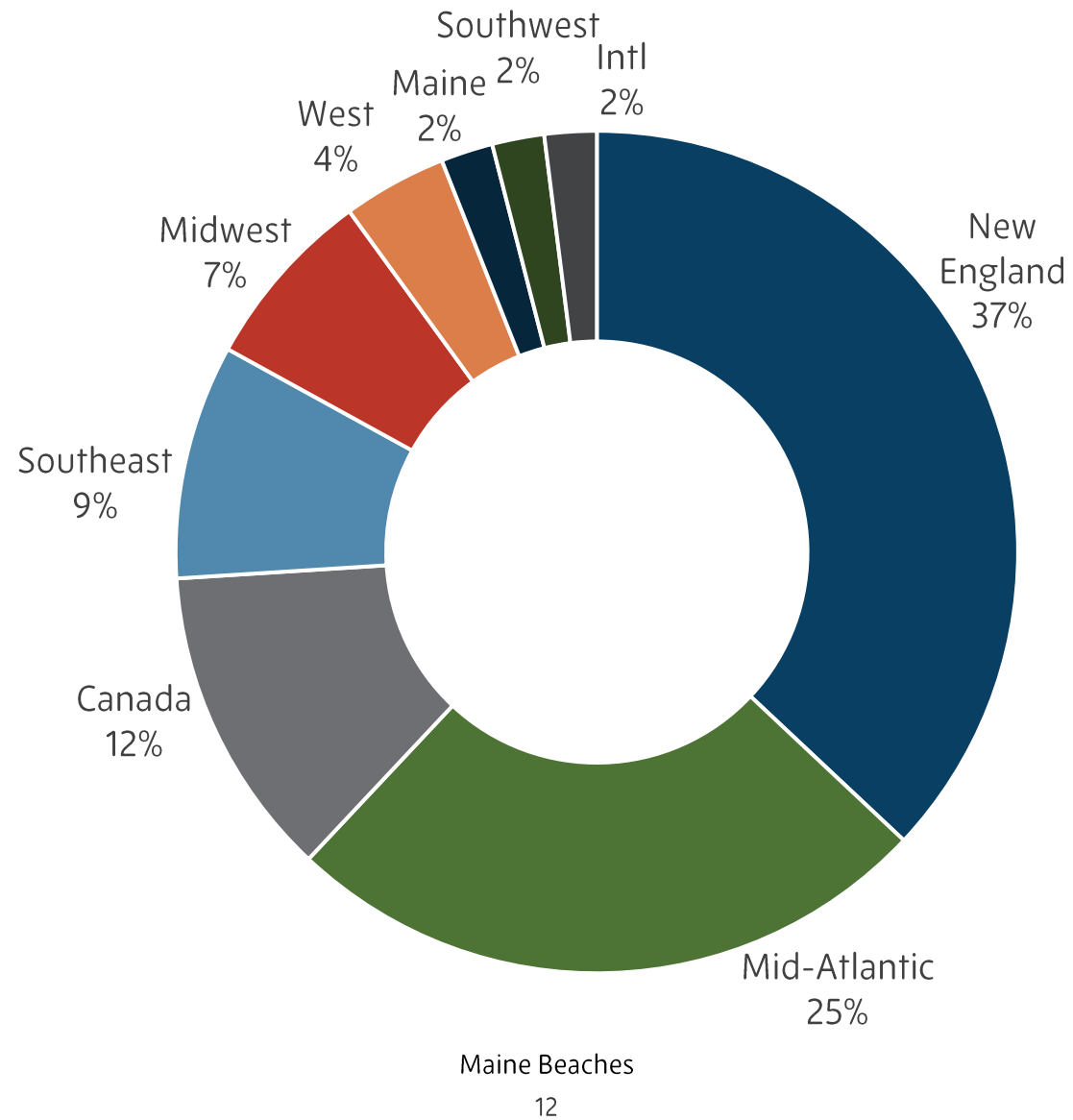


*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



VISITOR ORIGINS



TOP ORIGIN STATES & PROVINCES

- » **78%** of visitors traveled to/within Maine from 12 U.S. states and Canadian provinces
- » **2%** of visitors were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	17%
New York	12%
Quebec	11%
Connecticut	6%
New Hampshire	6%
Vermont	6%
New Jersey	5%
Pennsylvania	5%
Florida	3%
Ohio	3%
Maine	2%
Virginia	2%

TOP ORIGIN MARKETS

- » Over **1 in 4** visitors traveled from **6** U.S. and international markets
- » **9%** of visitors traveled to Maine from Boston

Market	Percent
Boston	9%
New York City ¹	6%
Albany	4%
Washington DC – Baltimore ²	3%
Montreal, CAN	2%
Quebec City, CAN	2%

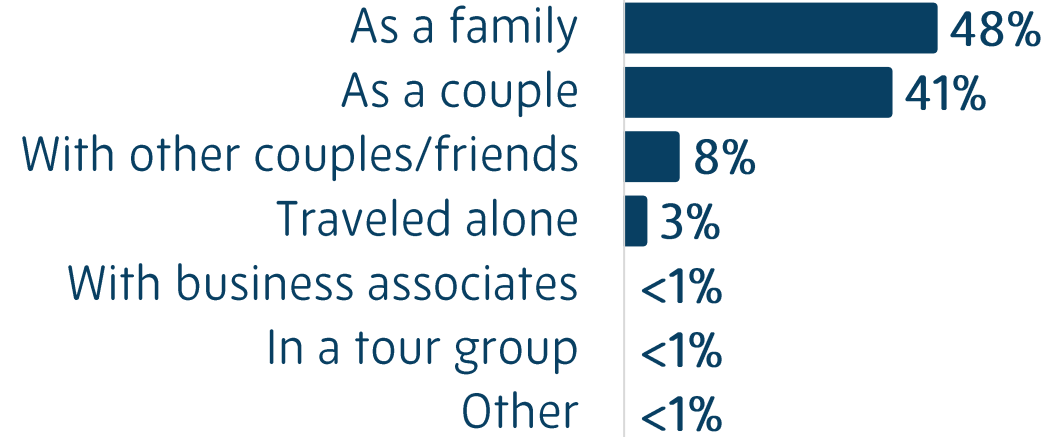
¹Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

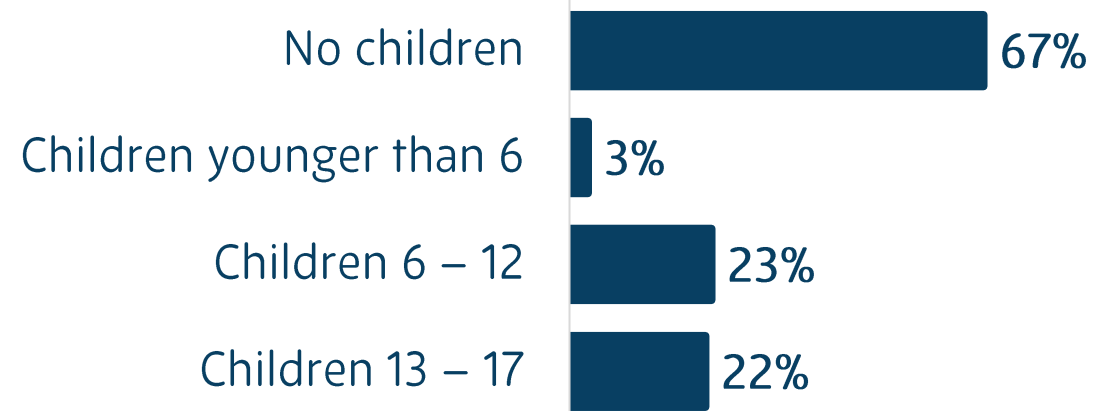
TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.3** people
- » Nearly **half** of visitors traveled as a family
- » Over **2 in 5** visitors traveled as a couple
- » **33%** of visitors traveled with one or more children in their travel party

Travel Party Composition



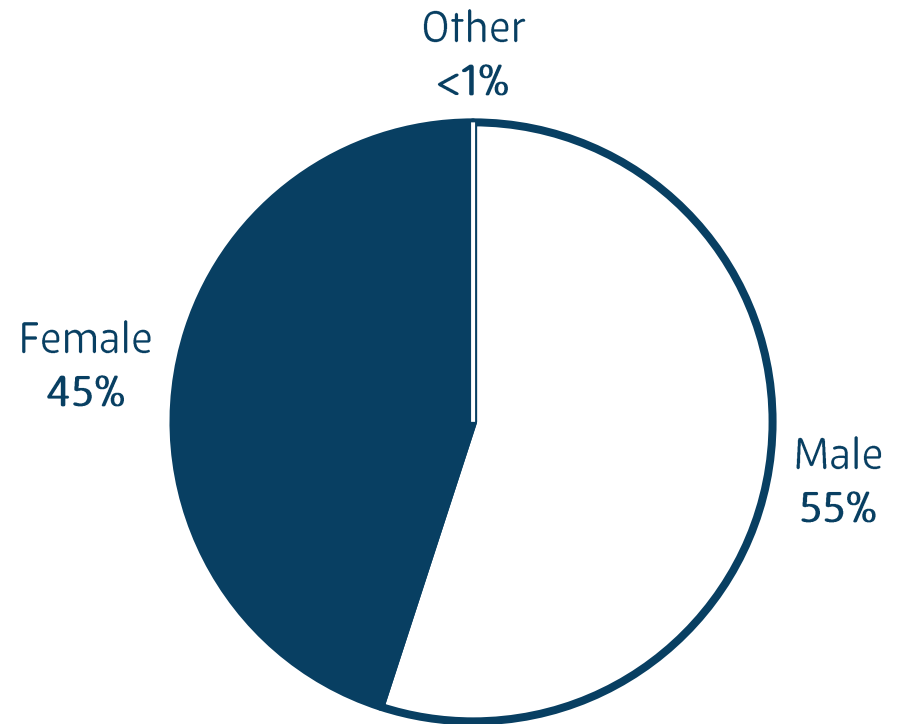
Children in Travel Party*



*Multiple responses permitted.

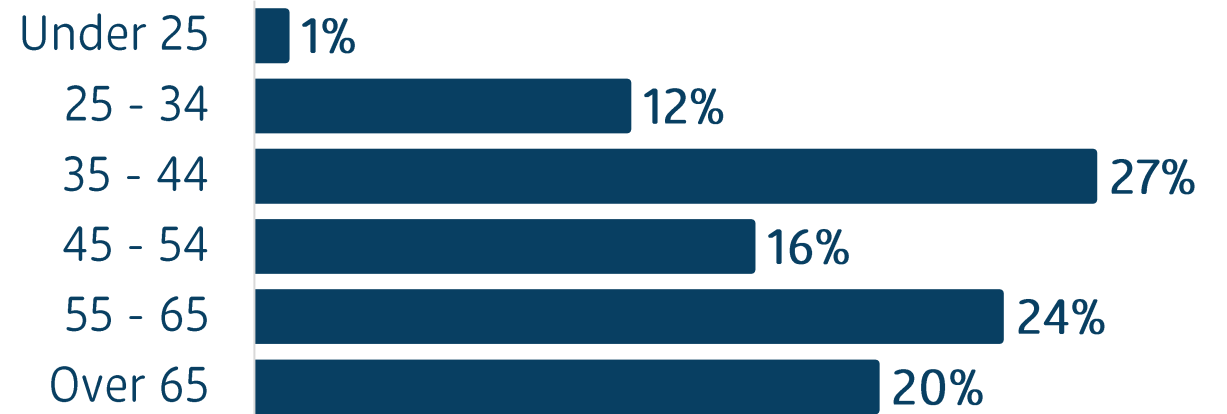
GENDER

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



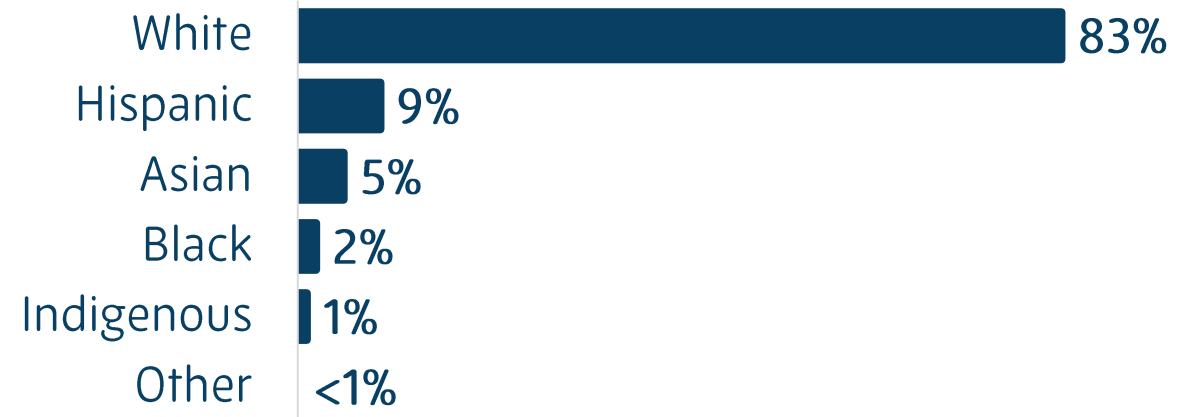
AGE

» The average age of visitors to Maine is **51** years old



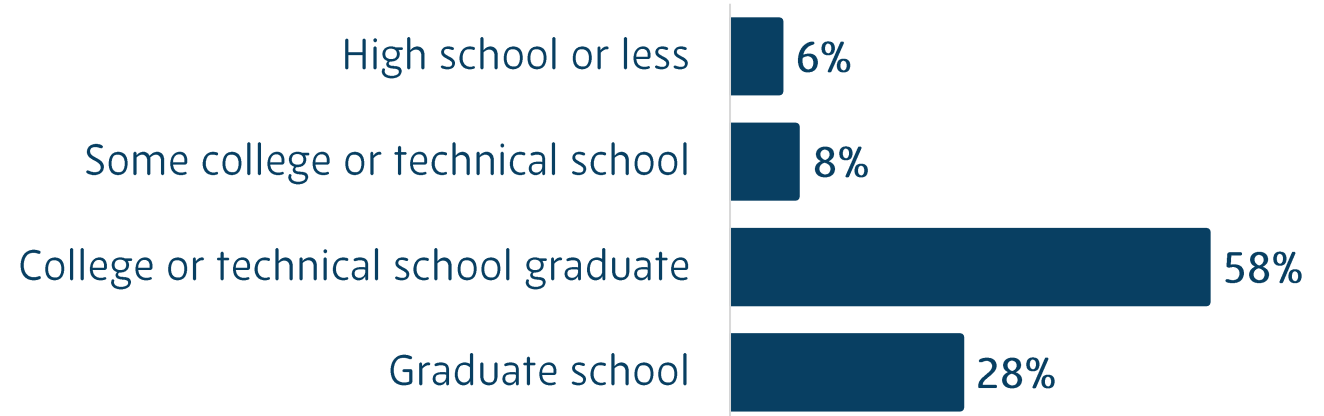
RACE & ETHNICITY

» Over 4 in 5 visitors to Maine were white



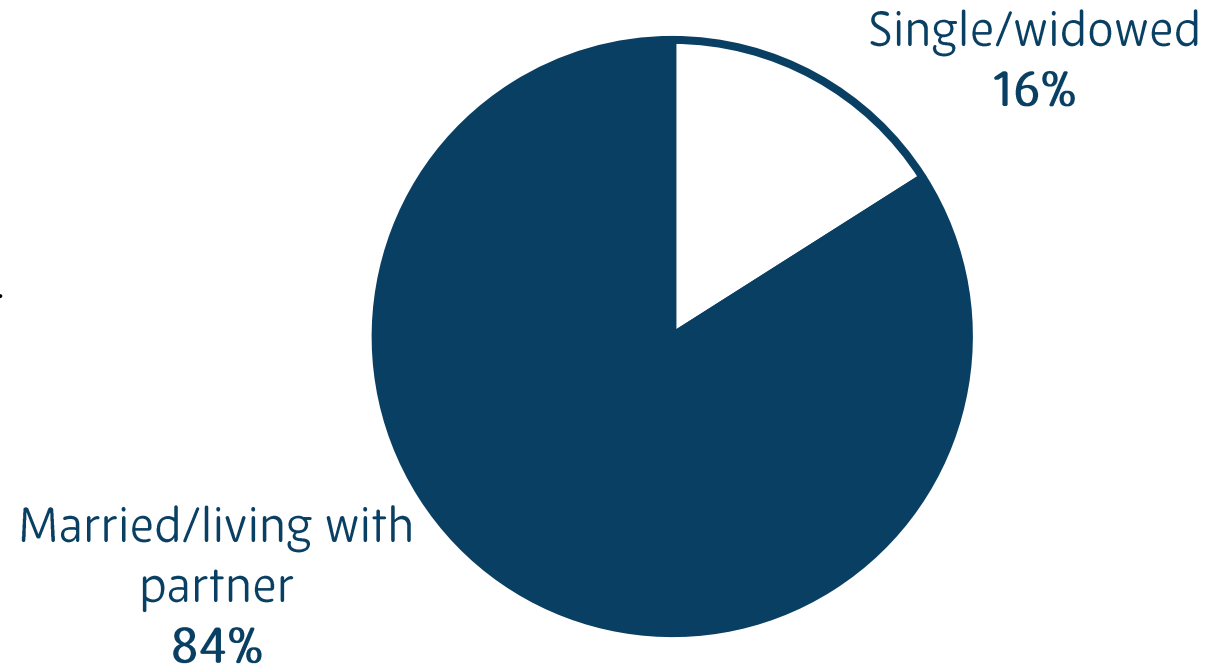
EDUCATIONAL ATTAINMENT

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



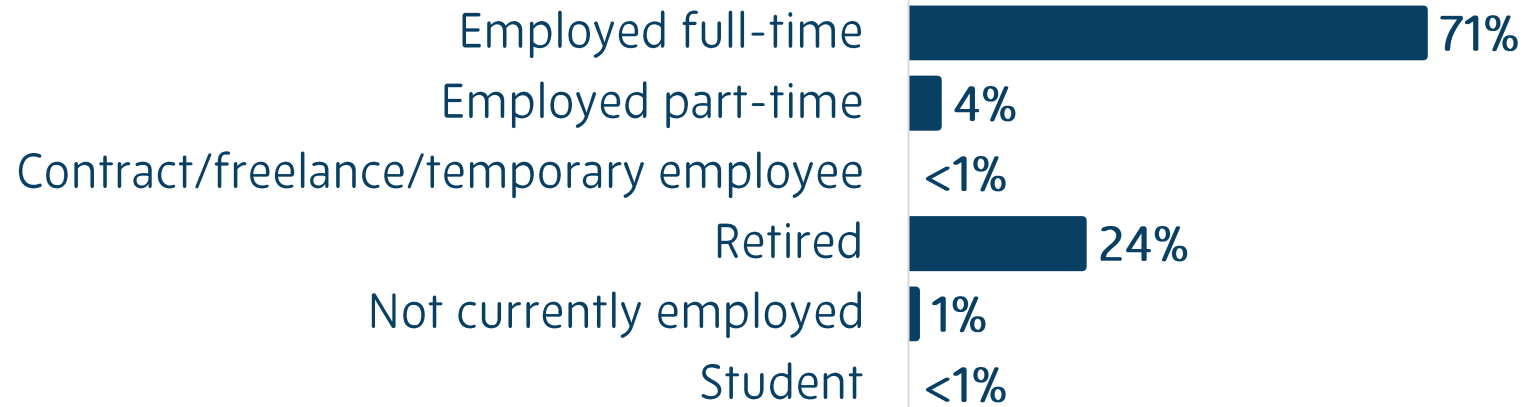
MARITAL STATUS

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



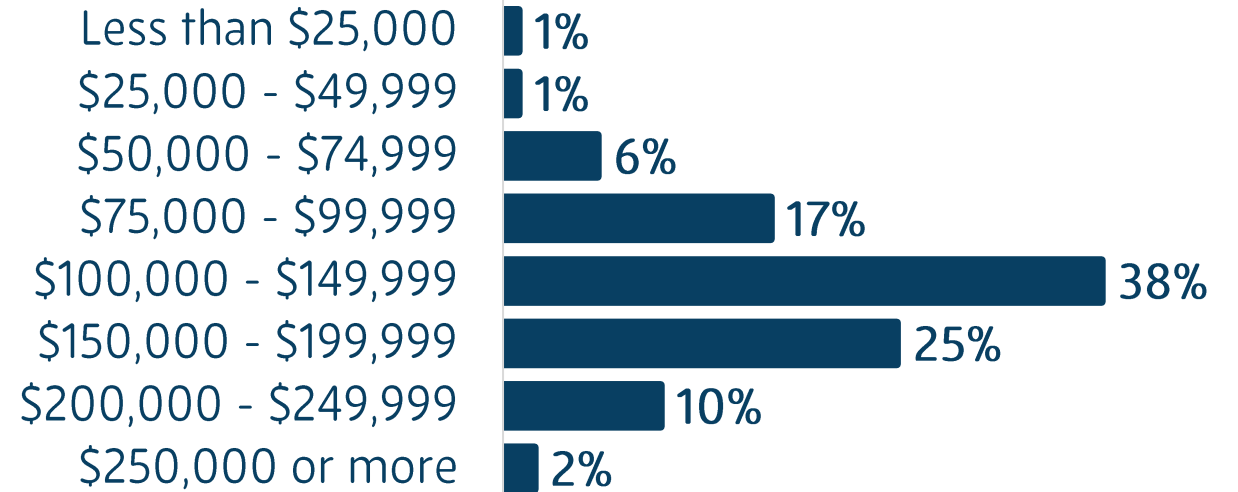
EMPLOYMENT STATUS

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



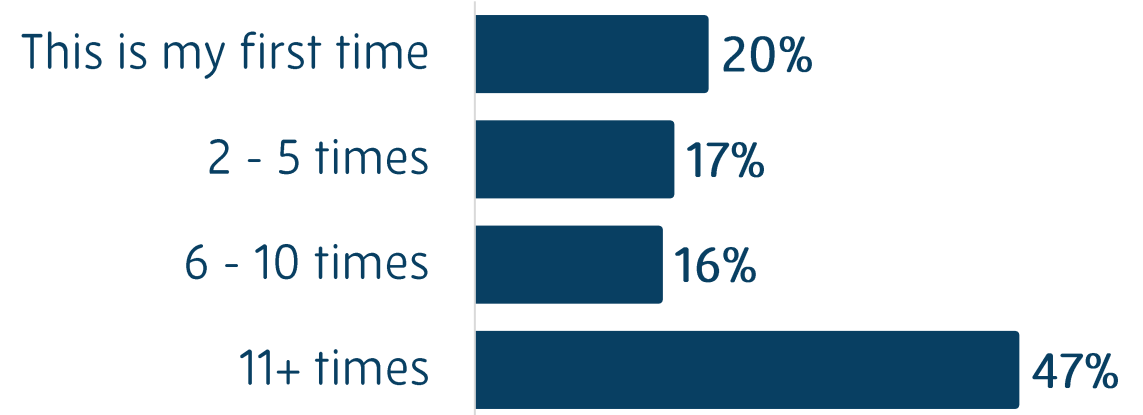
HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$132,900** per year
- » **37%** of visitors to Maine earned more than \$150,000 per year

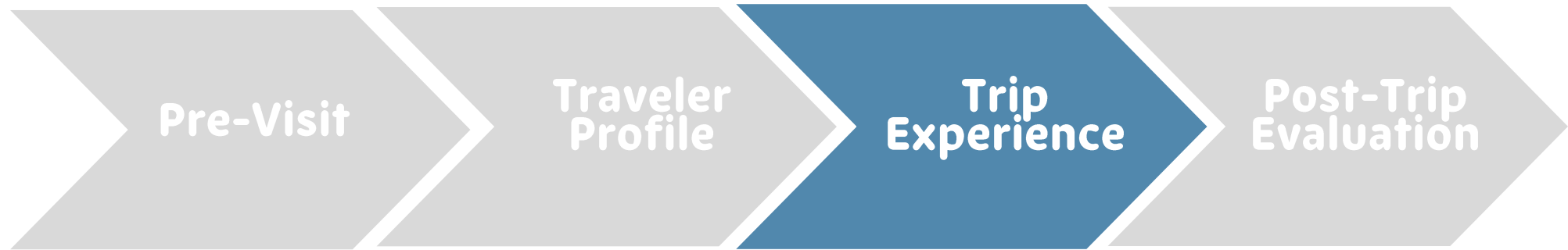


NEW & RETURNING VISITORS

- » 20% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 47% had previously traveled in Maine more than 10 times

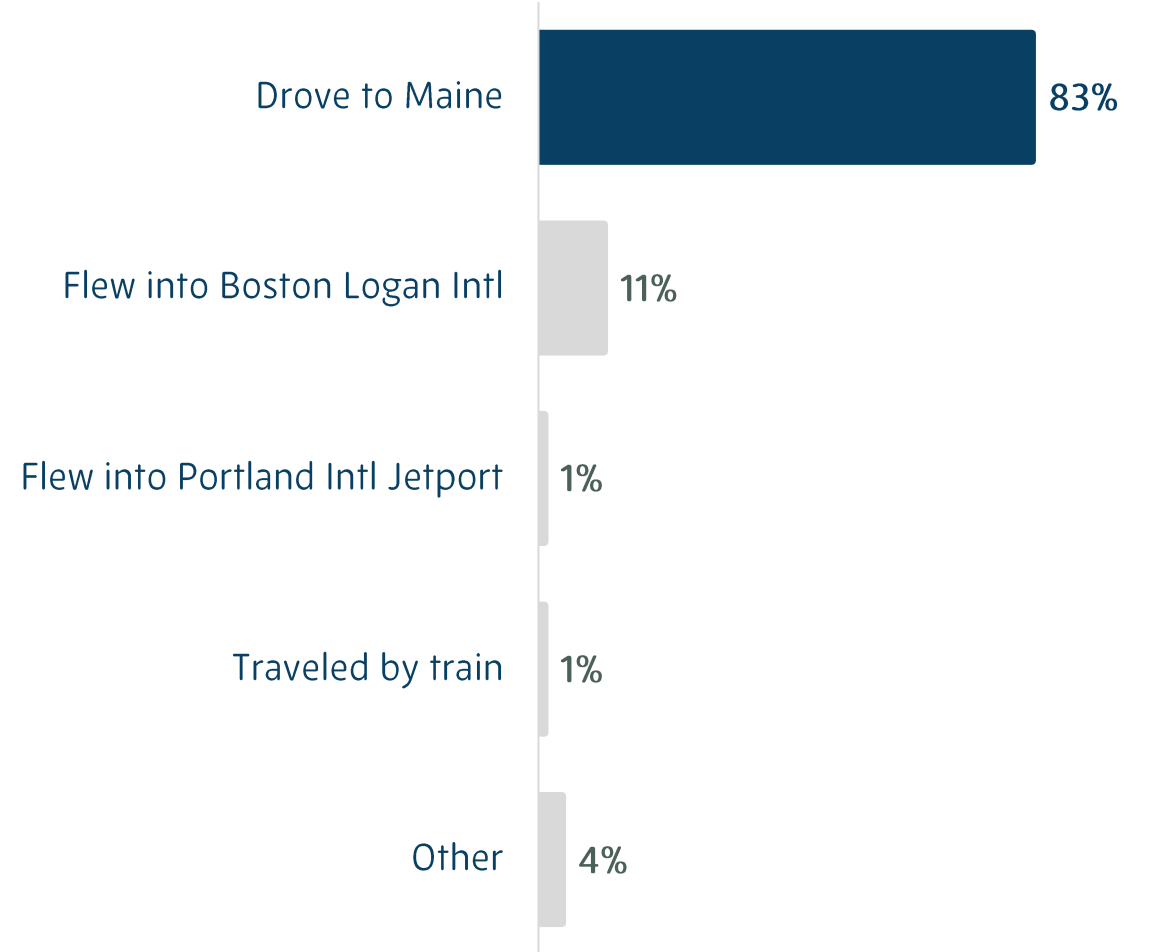


VISITOR JOURNEY: TRIP EXPERIENCE



MODES OF TRANSPORTATION

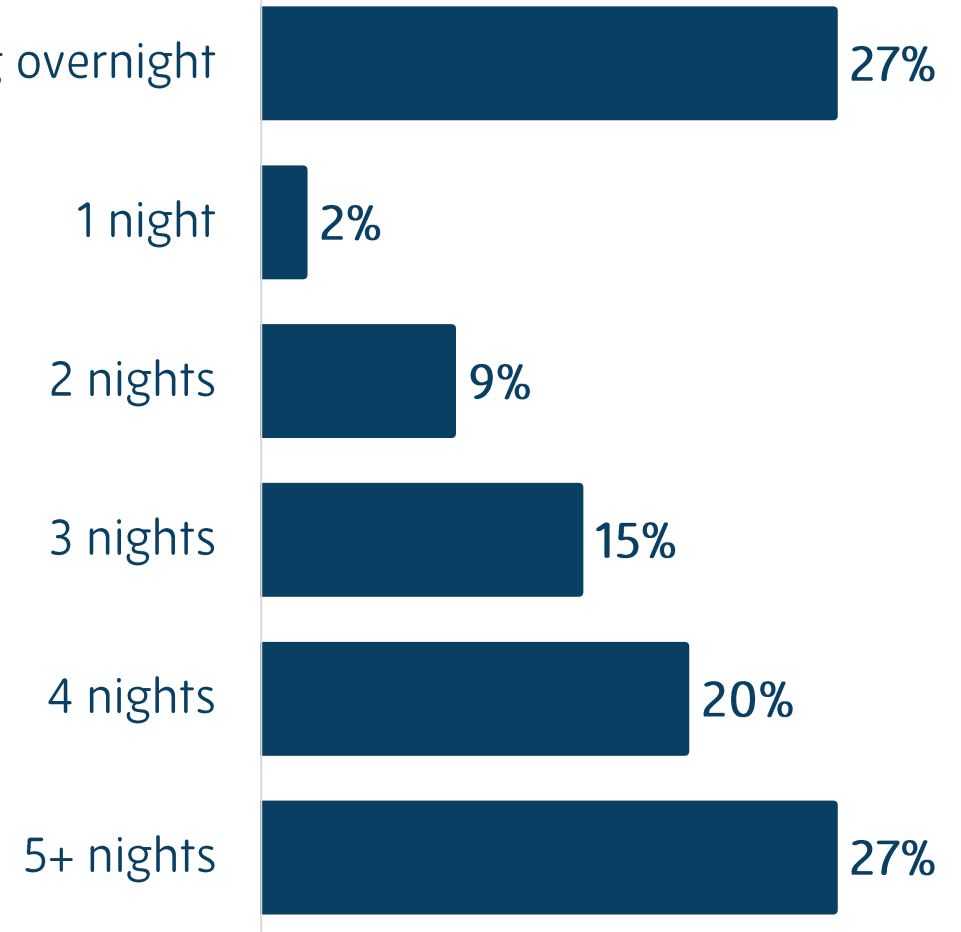
- » Maine is a drive-market for most visitors, with **83%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Boston Logan International Airport



NIGHTS STAYED

- » 73% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 4.7* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.6 nights in Maine on their trips

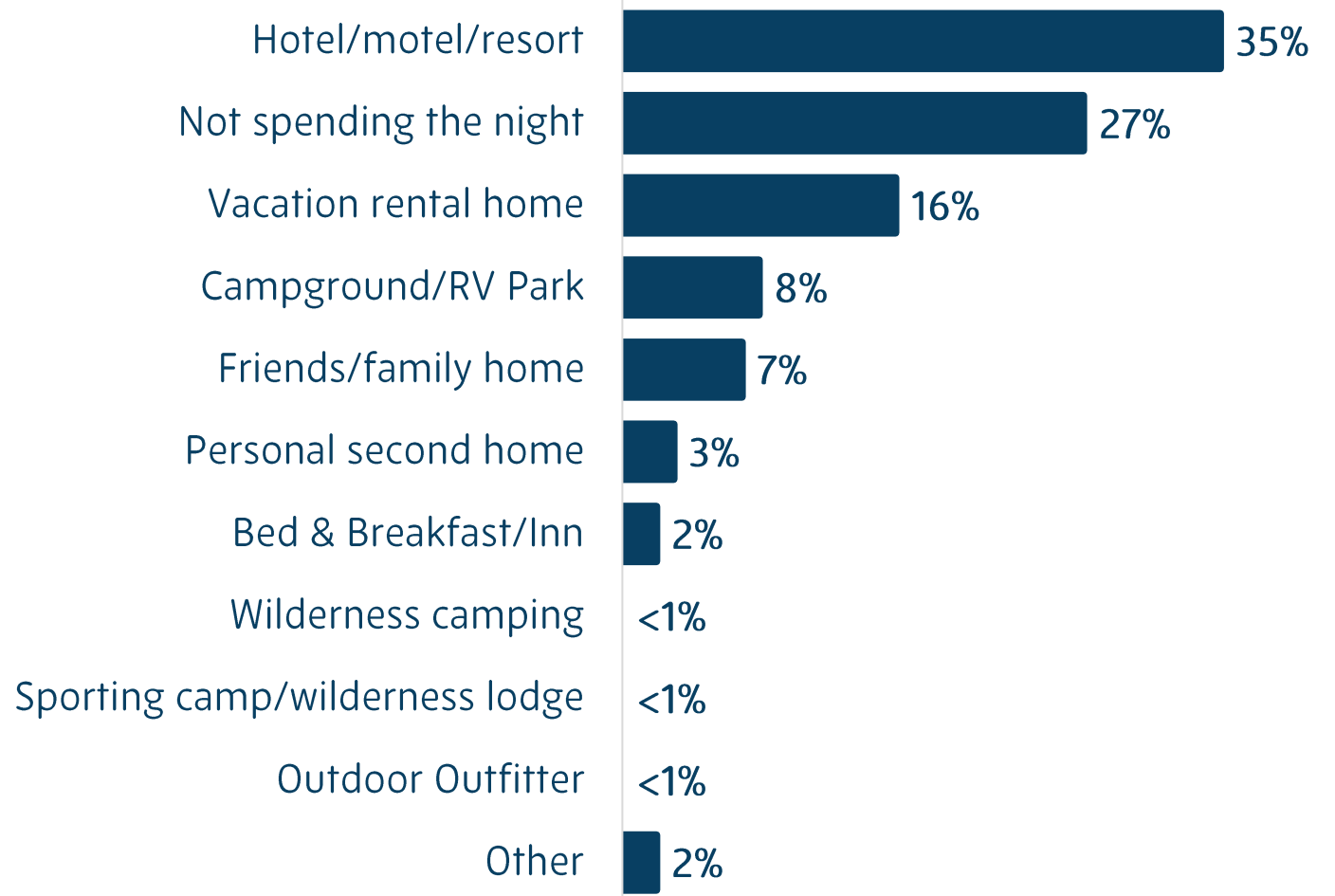
Not staying overnight



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

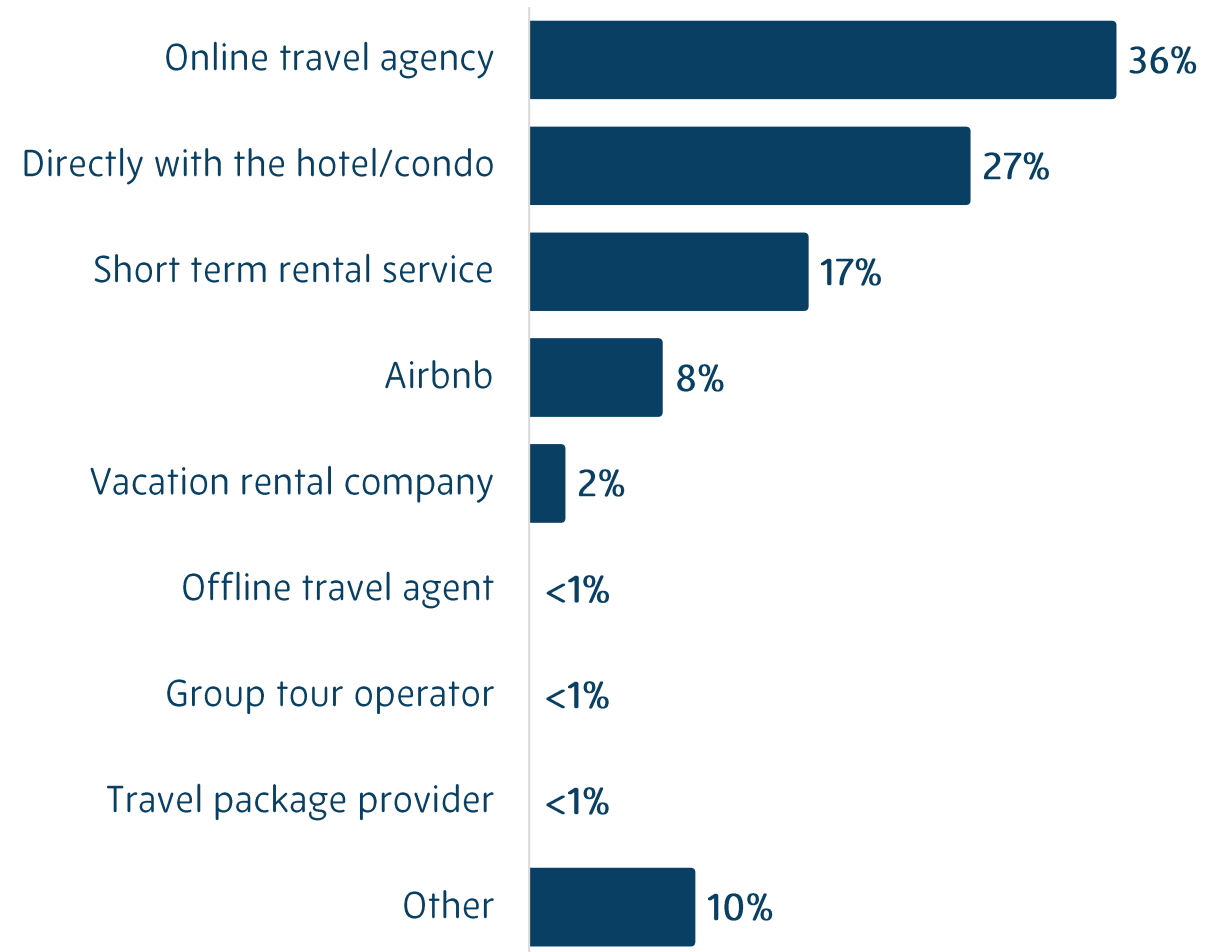
ACCOMMODATIONS

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



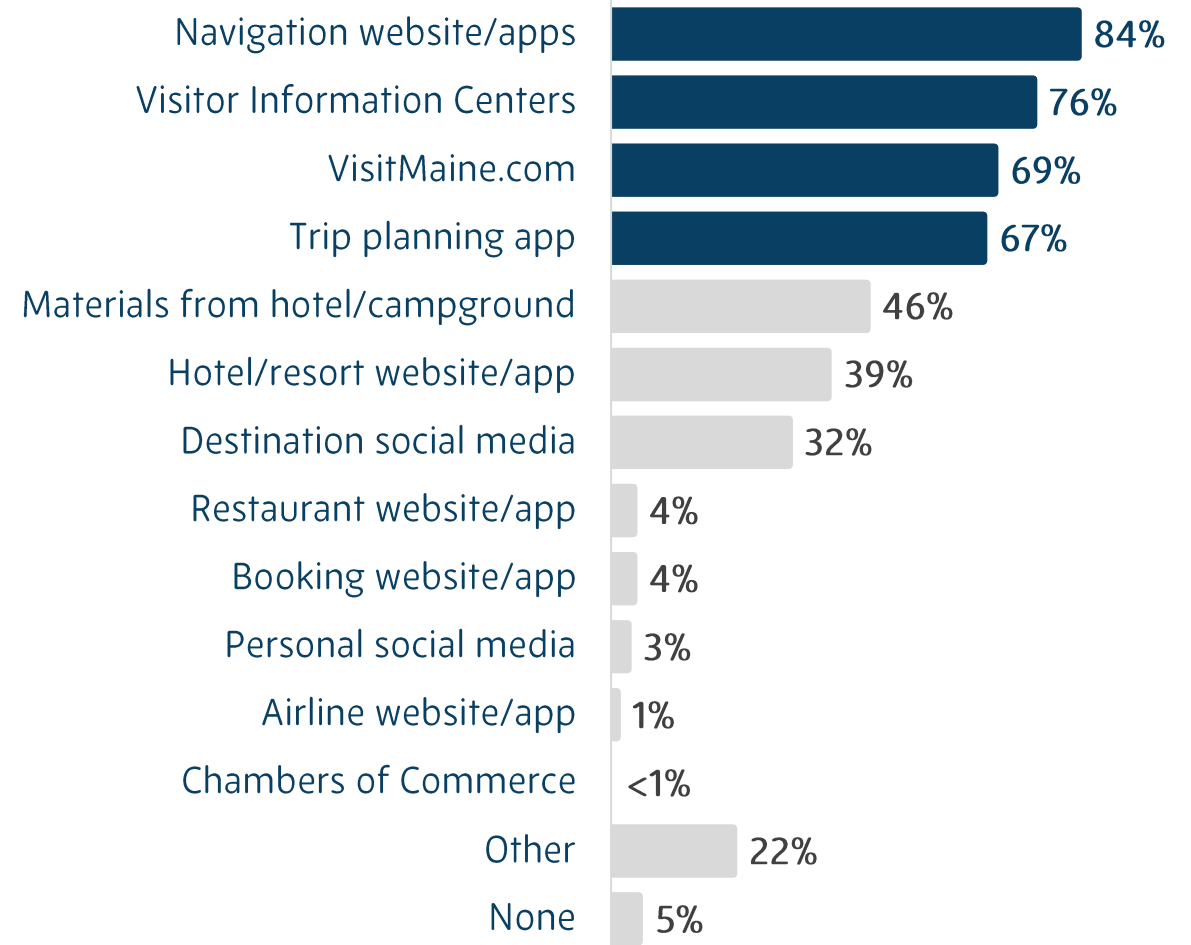
BOOKING METHODS

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



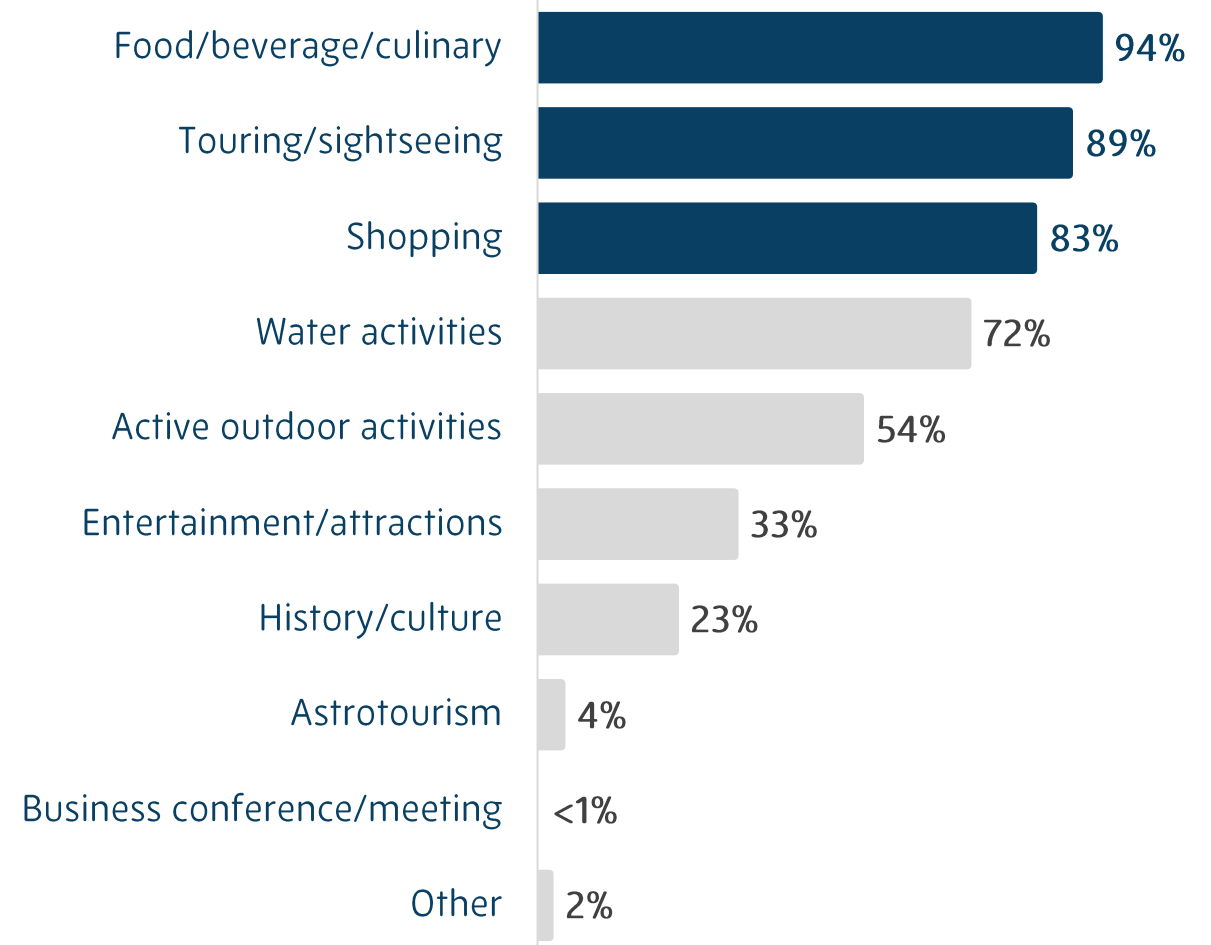
IN-MARKET VISITOR RESOURCES*

- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **3 in 4** visitors went to visitor information centers
- » Nearly **7 in 10** visitors used VisitMaine.com

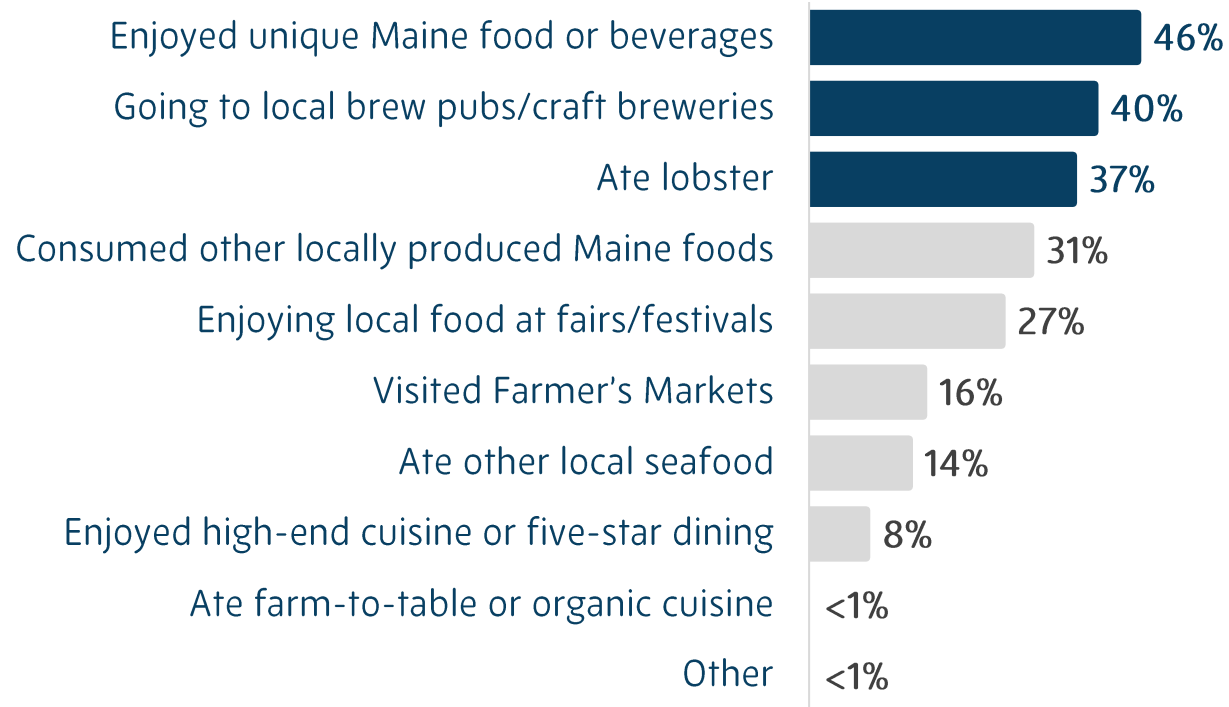


VISITOR ACTIVITIES*

- » **94%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **9 in 10** visitors went touring/sightseeing during their trip
- » Over **4 in 5** visitors went shopping during their trip

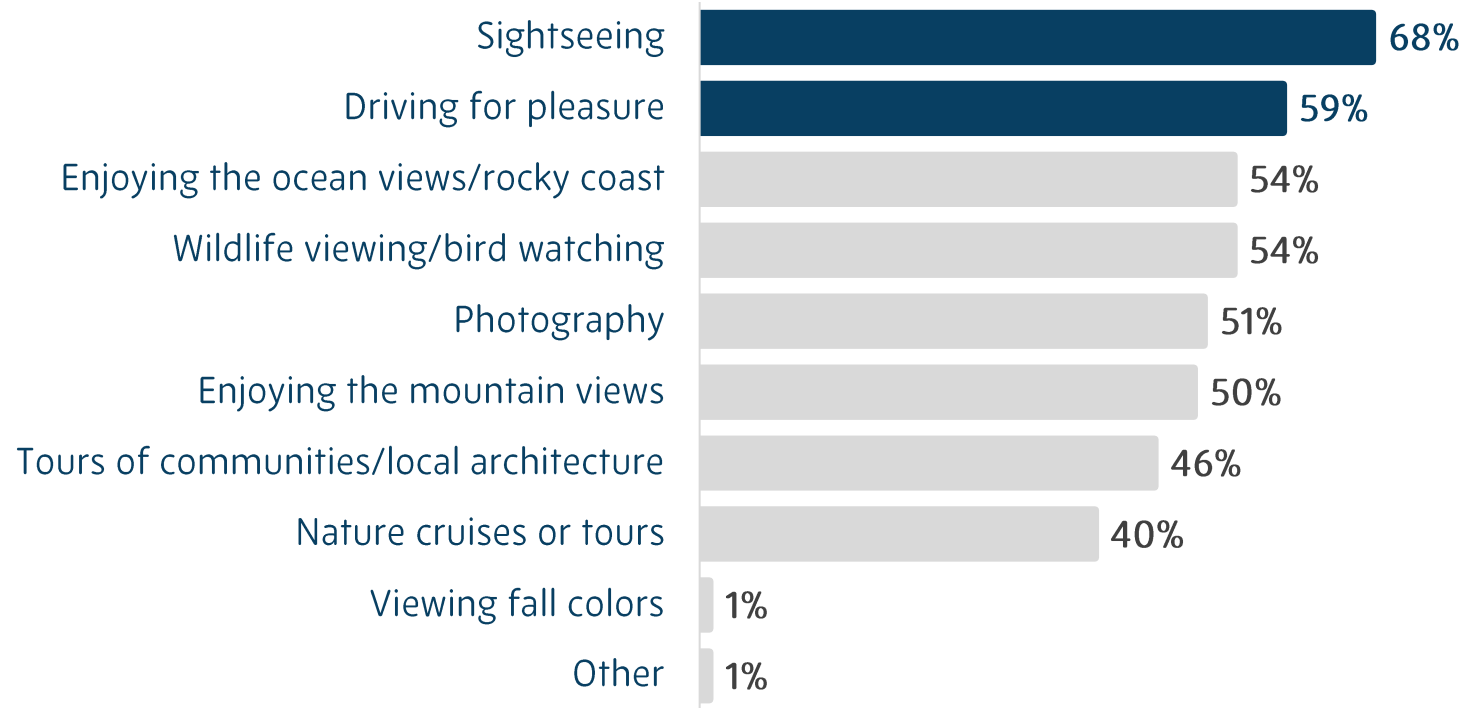


FOOD & BEVERAGE ACTIVITIES*

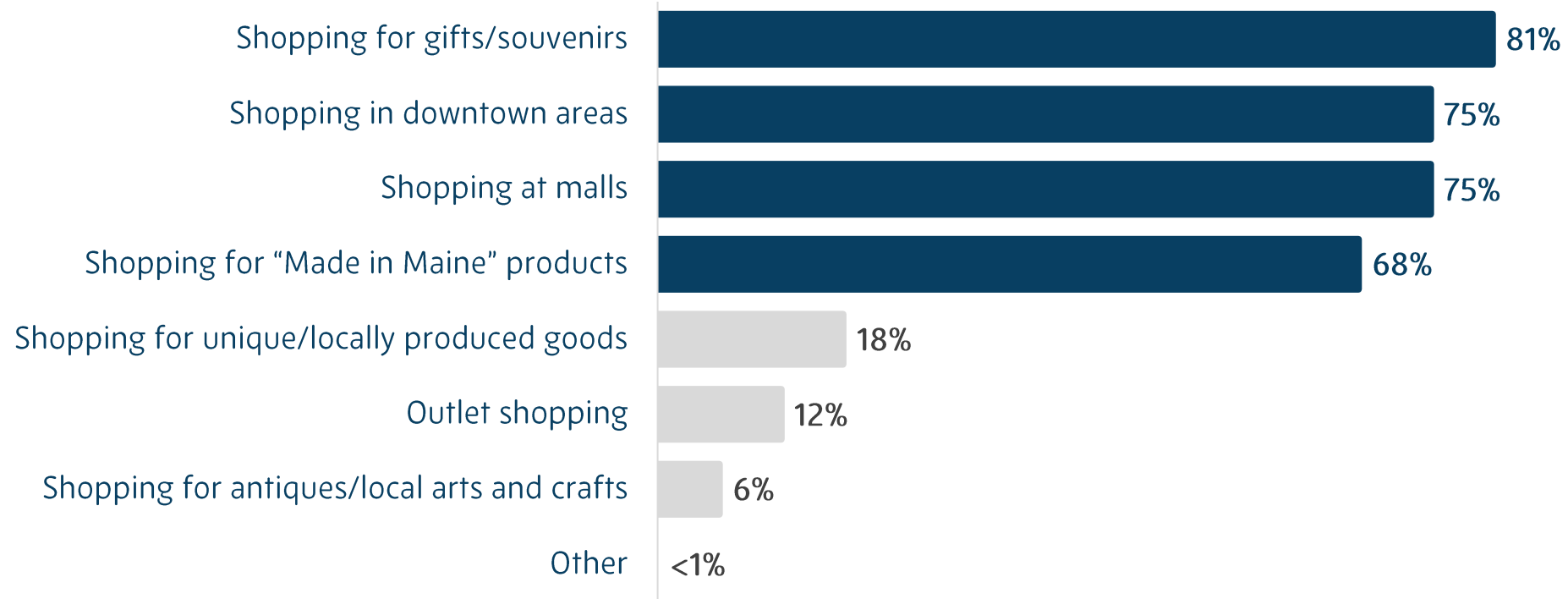


*Multiple responses permitted.

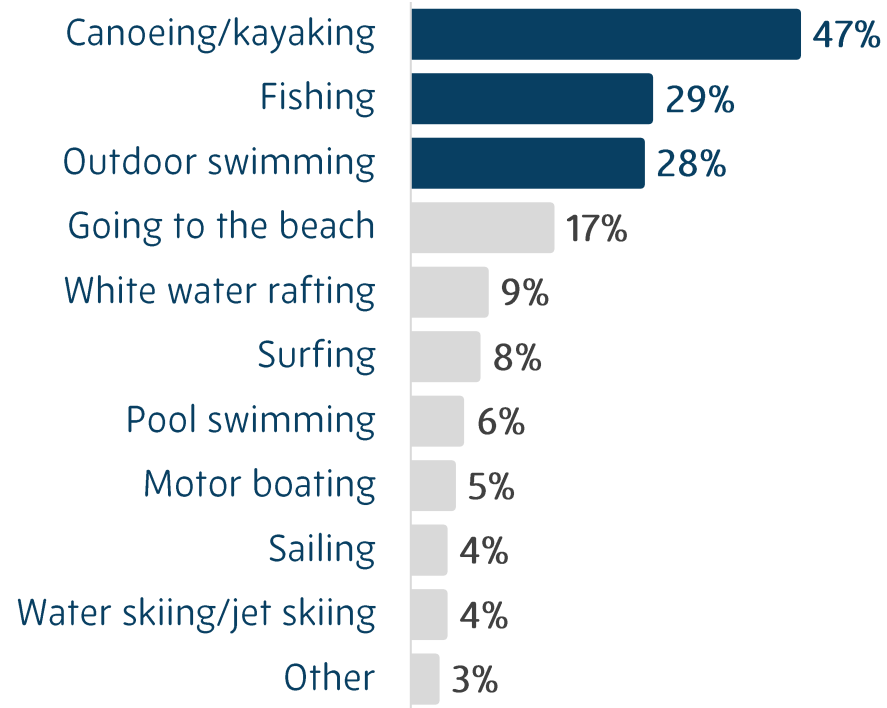
TOURING & SIGHTSEEING ACTIVITIES*



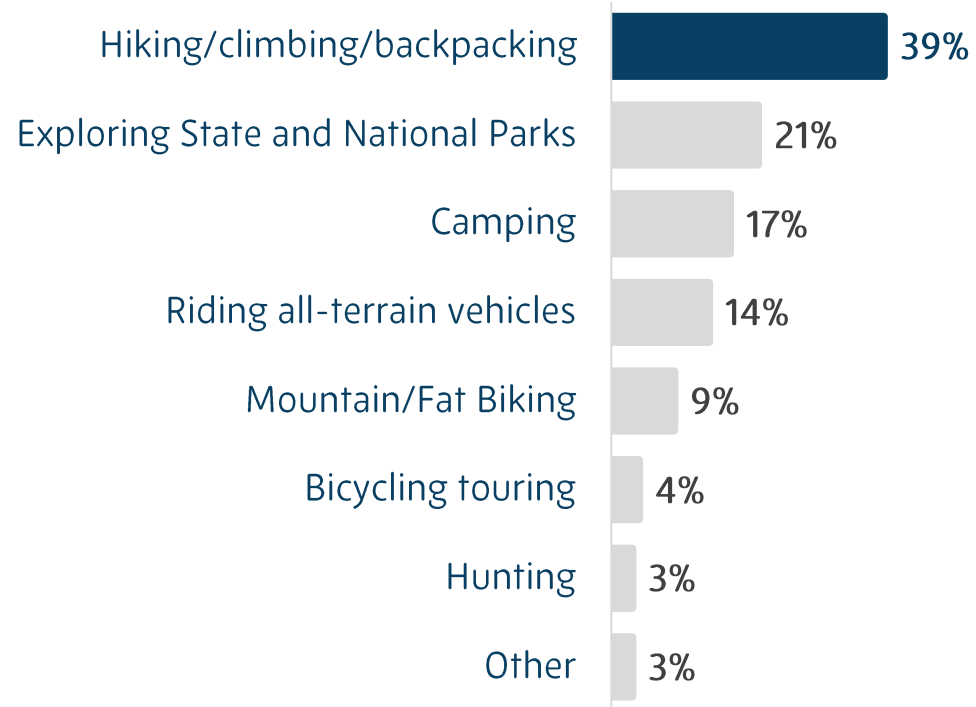
SHOPPING ACTIVITIES*



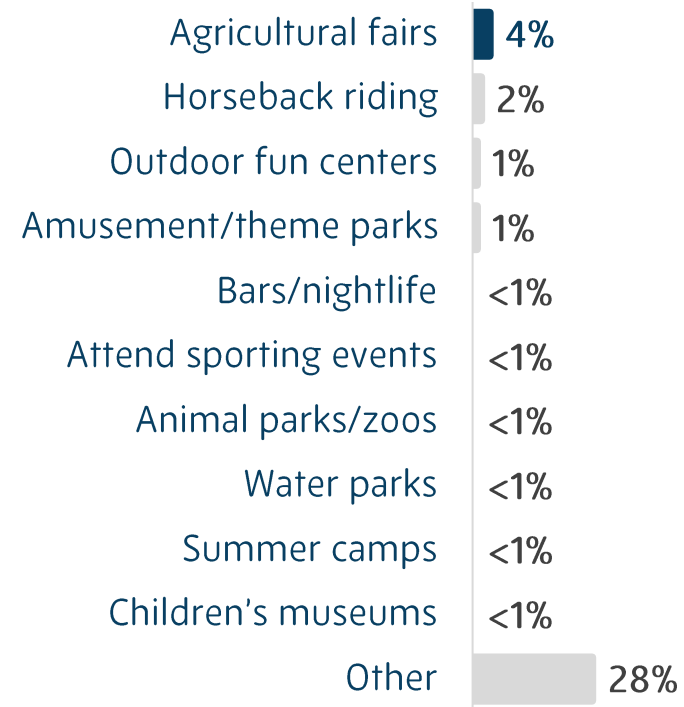
WATER ACTIVITIES*



ACTIVE OUTDOOR ACTIVITIES*



ENTERTAINMENT ACTIVITIES*



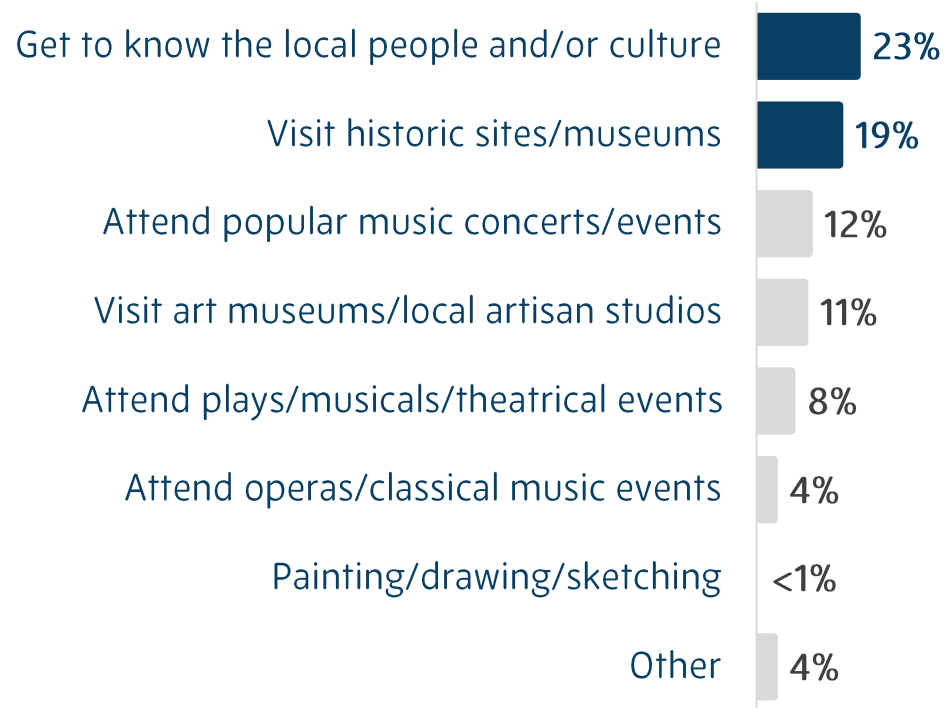
Maine Beaches

36

*Multiple responses permitted.

**Other includes attending plays or house shows.

HISTORICAL & CULTURAL ACTIVITIES*



DAILY TRAVEL PARTY SPENDING

All Visitors

Accommodations	\$264
Transportation	\$106
Groceries	\$41
Restaurants	\$149
Shopping	\$121
Activities & Attractions	\$69
Other	\$30

Daily Spending **\$780**

TOTAL TRAVEL PARTY SPENDING

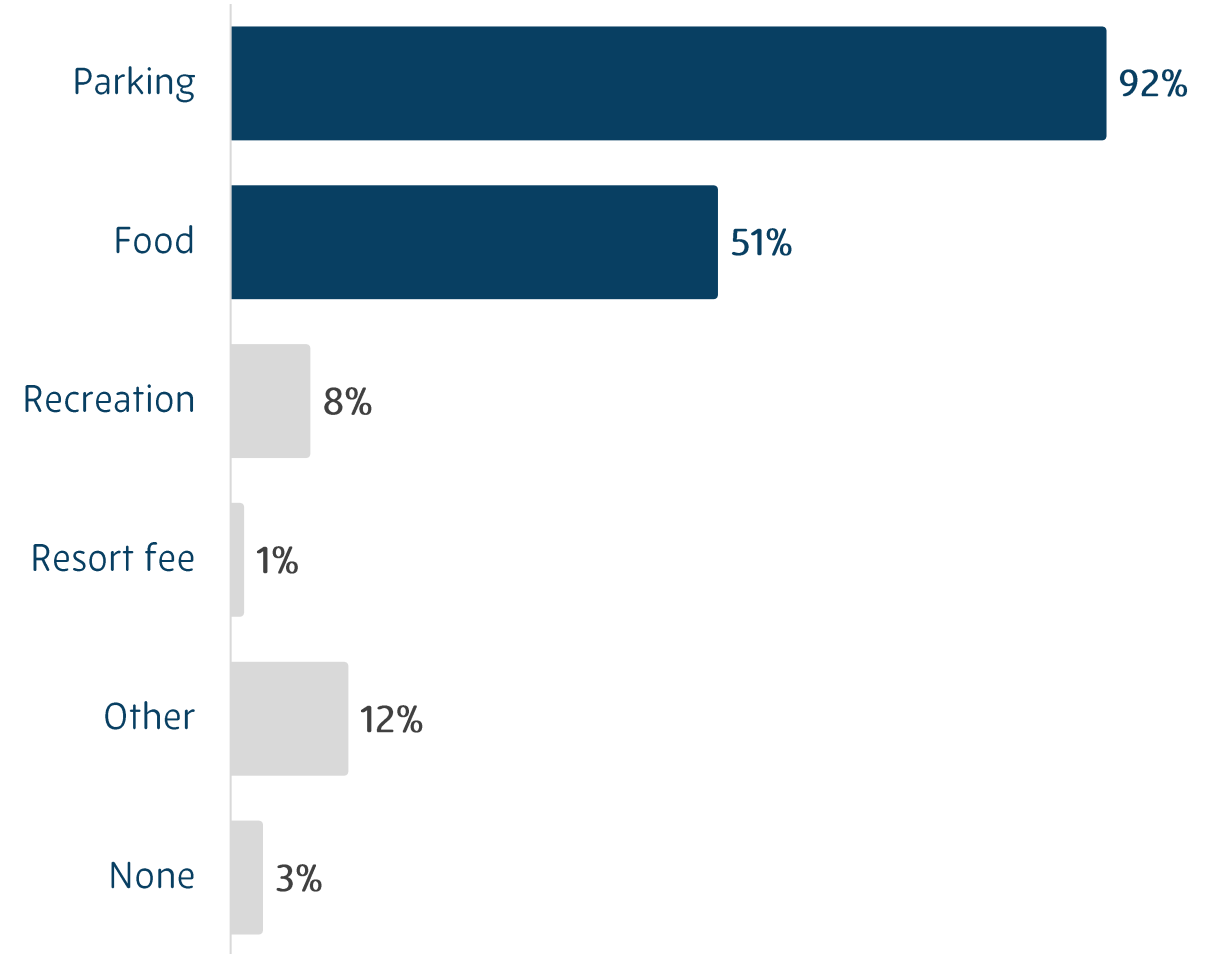
All Visitors

Accommodations	\$1,249
Transportation	\$501
Groceries	\$194
Restaurants	\$705
Shopping	\$572
Activities & Attractions	\$326
Other	\$142

Total Spending **\$3,689**

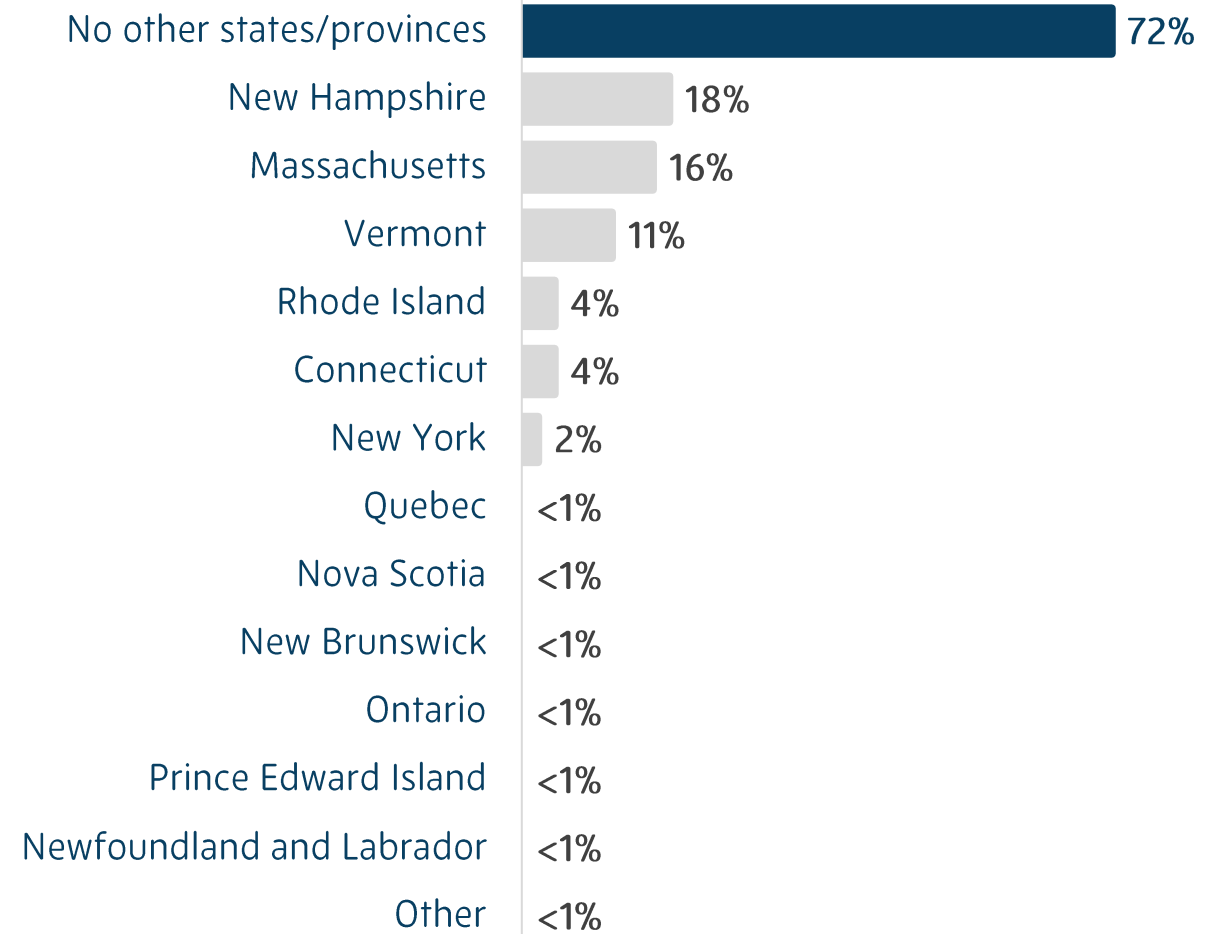
LODGING AMENITIES*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **97%** of visitors
- » Price for accommodations included parking for over **9 in 10** visitors
- » Food was included in accommodations' pricing for over **half** of visitors



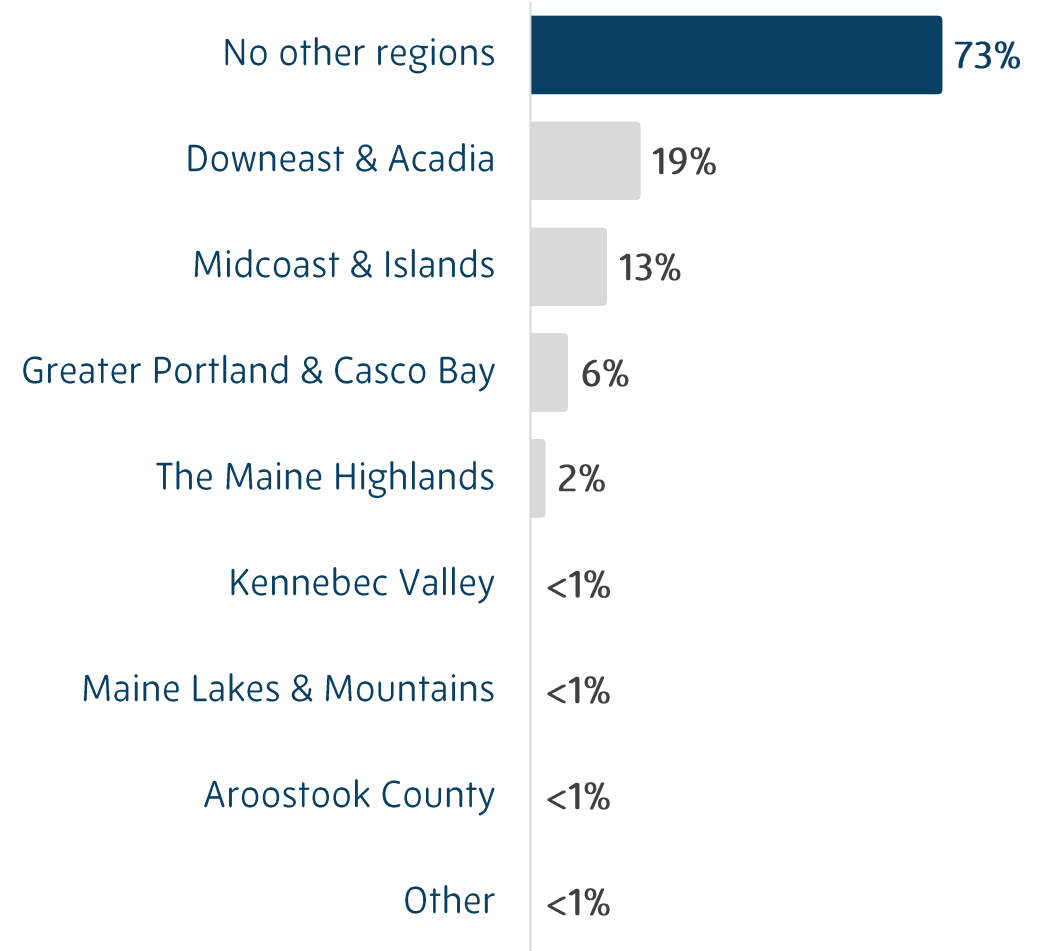
OTHER STATES & PROVINCES VISITED*

- » Over **7 in 10** 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

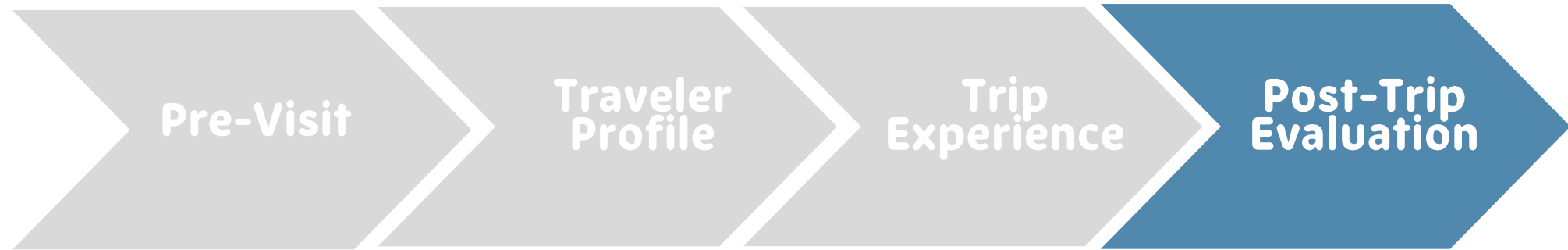


TRAVELING WITHIN MAINE*

» Nearly **3 in 4** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state



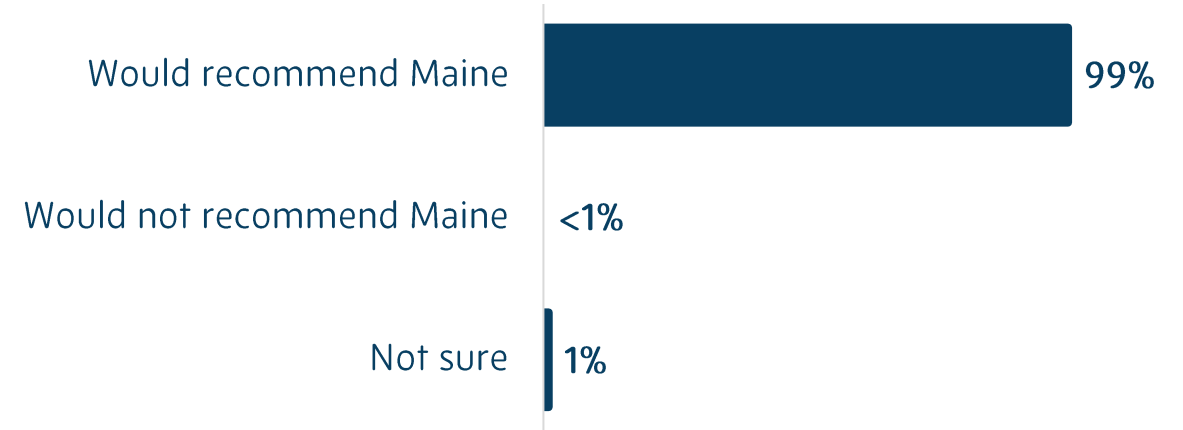
VISITOR JOURNEY: POST-TRIP EVALUATION



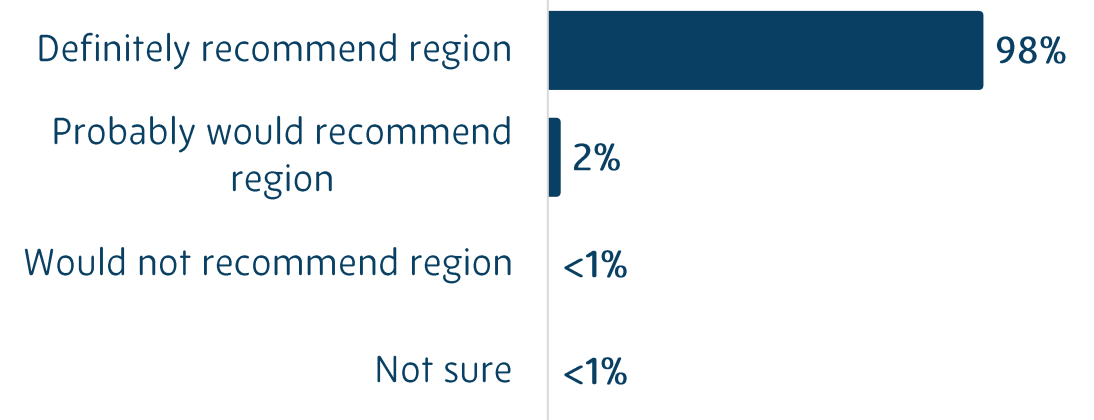
RECOMMENDING MAINE & ITS REGIONS

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

Likelihood of Recommending Maine

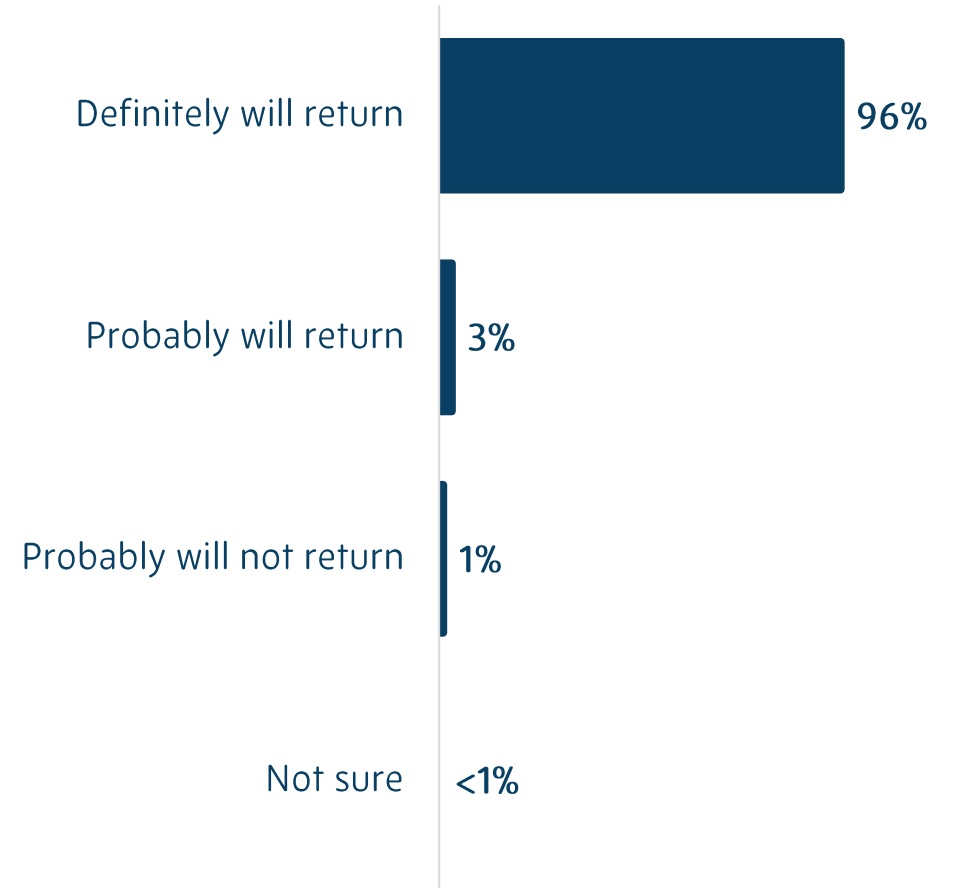


Likelihood of Recommending Region Visited



LIKELIHOOD OF RETURNING TO MAINE

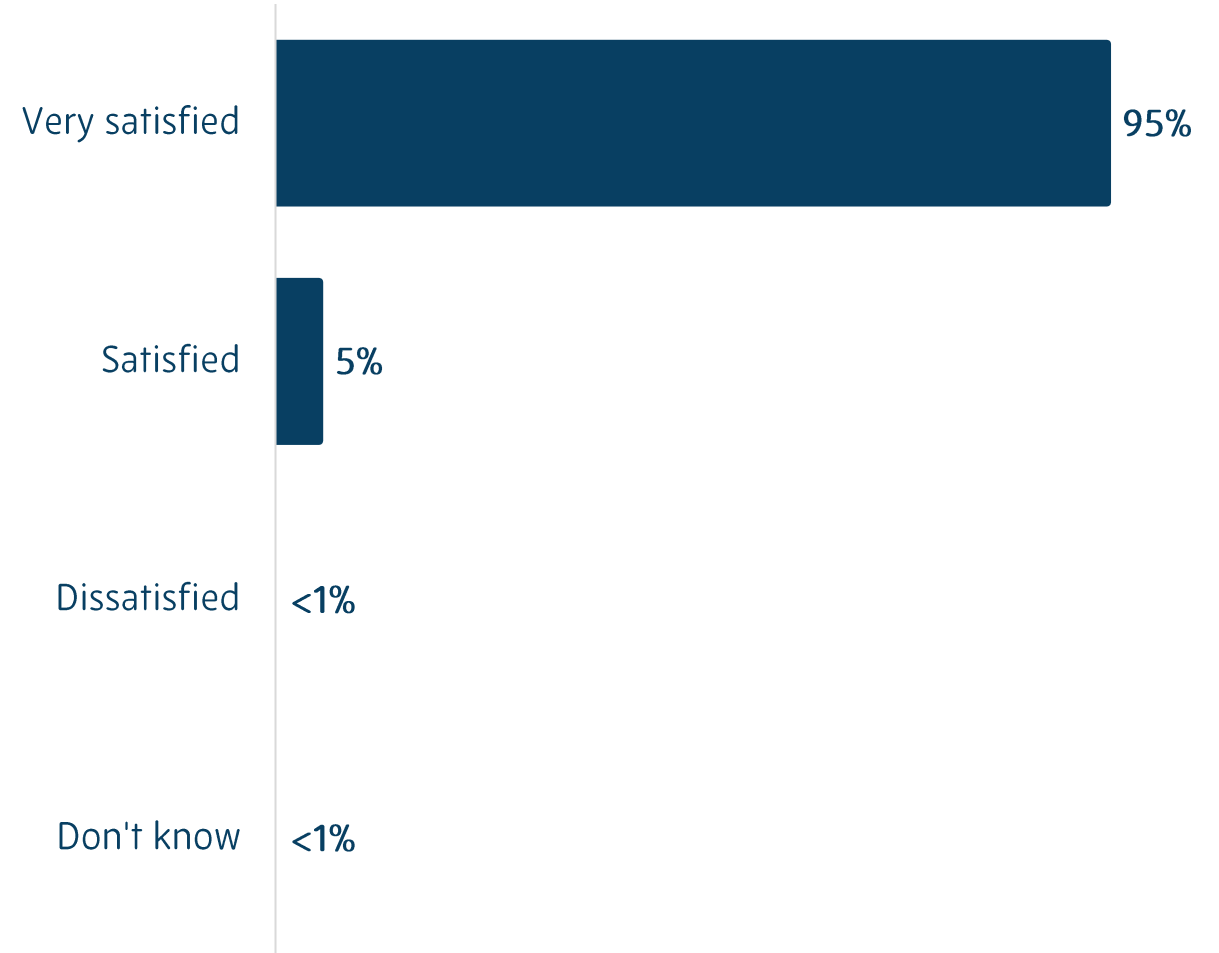
» **96%** of visitors would definitely return to Maine for a future visit or vacation



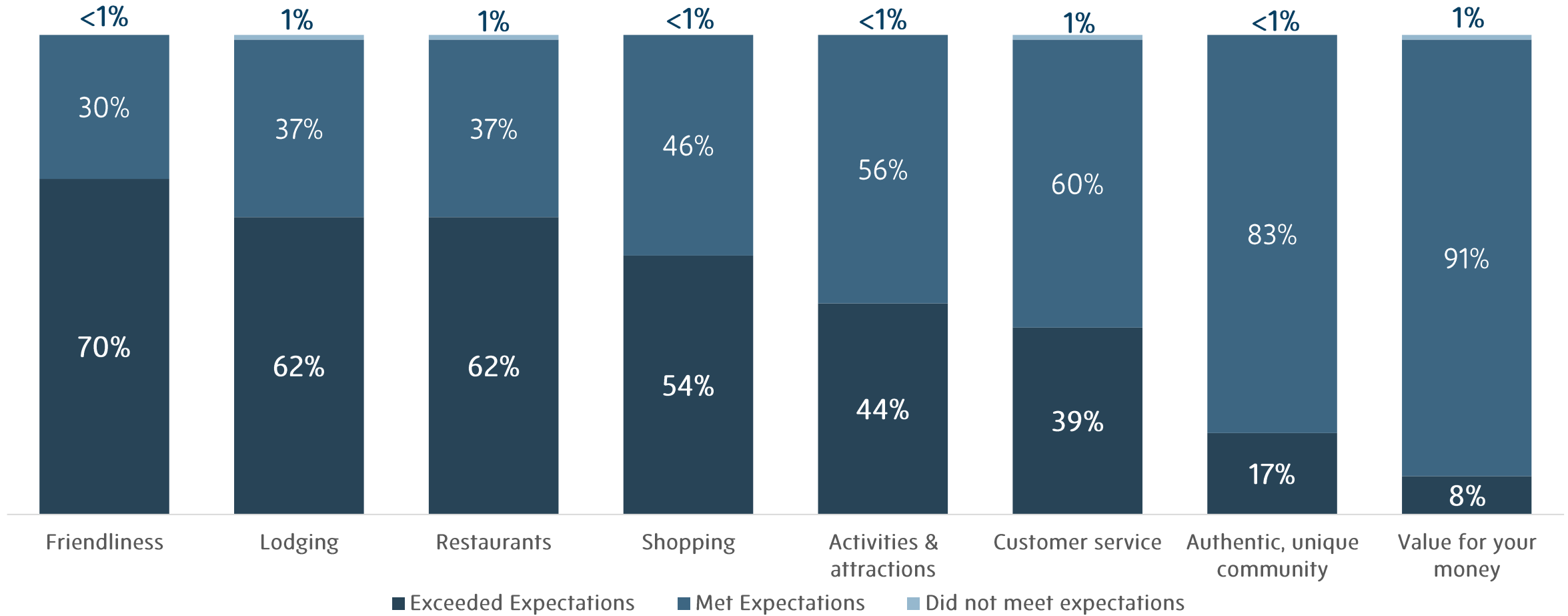
*1% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Once is enough to see and do everything 2. Too expensive for what you get.

SATISFACTION

- » Nearly **all** visitors were satisfied with their trip to Maine
- » **95%** of visitors were very satisfied with their trip to Maine

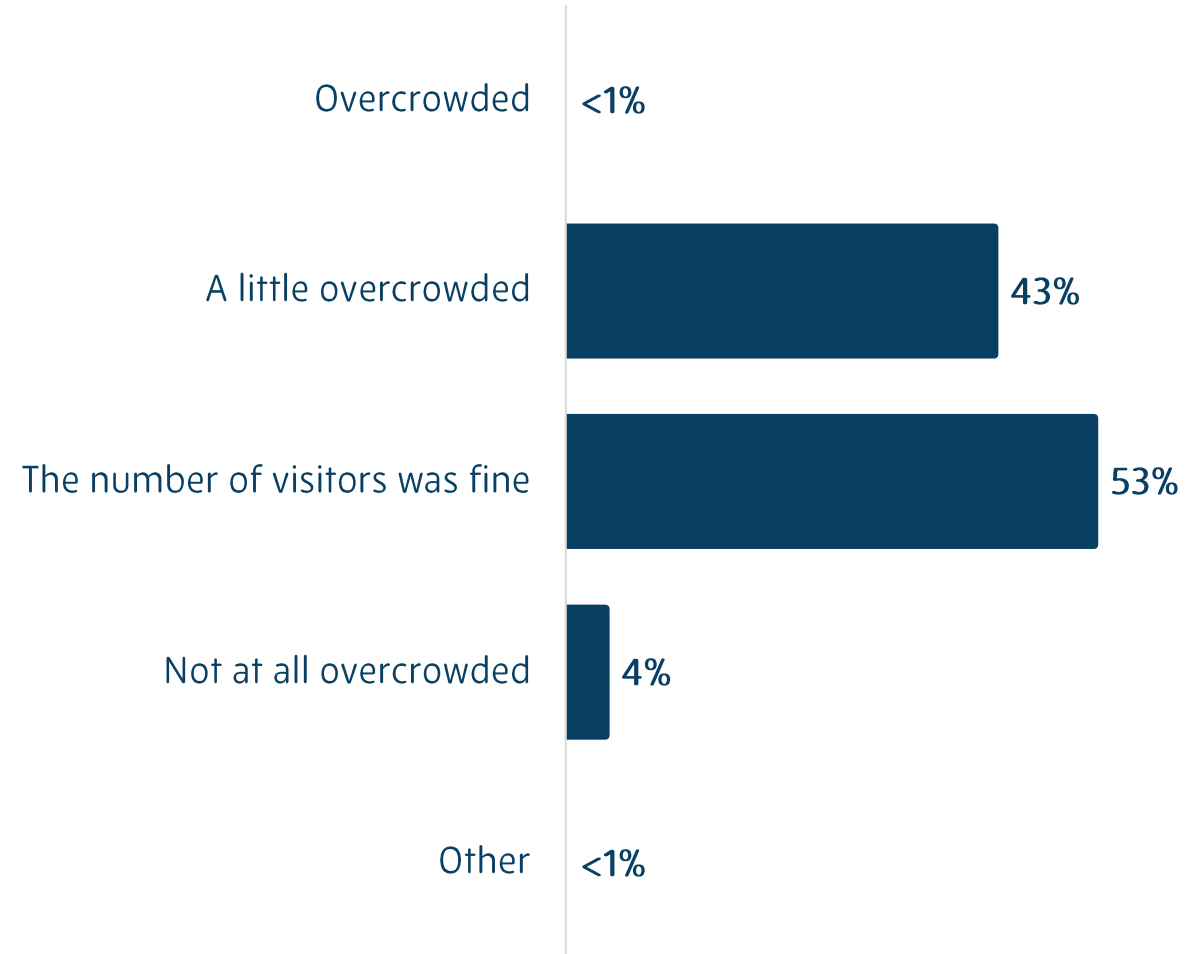


TRIP RATINGS



OVERCROWDING

- » 53% of visitors thought the number of visitors during their trip to Maine was fine
- » 43% of visitors thought it was a little overcrowded



STUDY METHODS



METHODOLOGY



Visitor Tracking

248 interviews were completed with visitors to the Maine Beaches 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.

MAINE BEACHES

2024 Summer Visitor Tracking Report

May 2024 – August 2024

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

