

# MAINE HIGHLANDS

2024 Summer Visitor Tracking Report

May 2024 – August 2024

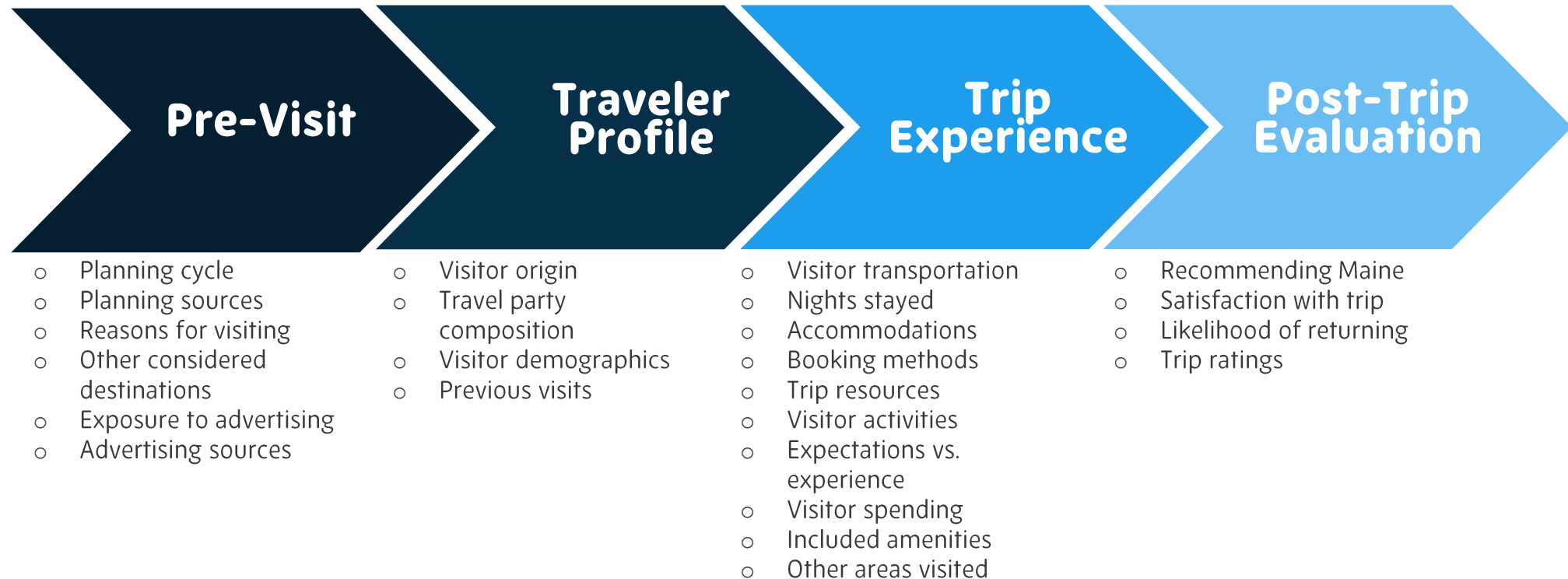


# STUDY OBJECTIVES: VISITOR JOURNEY

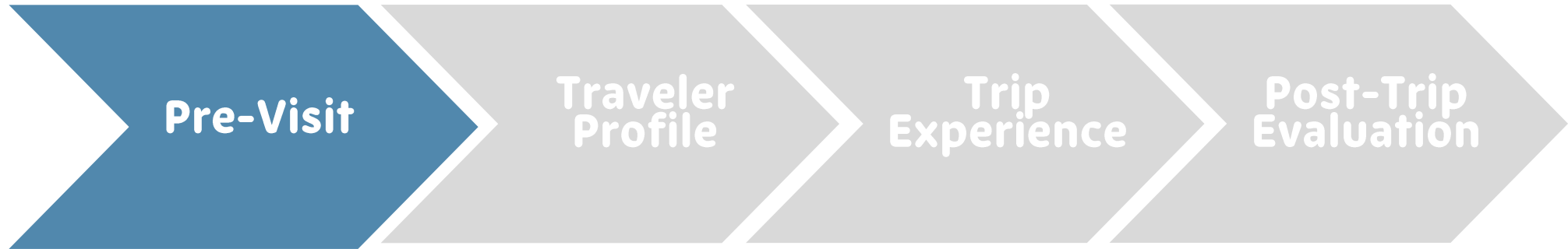
This report presents information about visitors to Maine from May 2024 to August 2024.

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

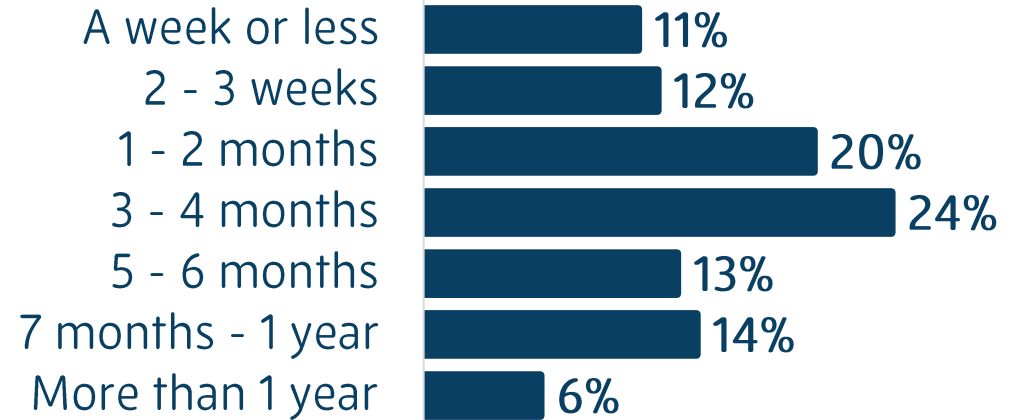
» Typical visitors began planning their trip **69 days** in advance

» **77%** of visitors started planning their trip a month or more in advance of their trip

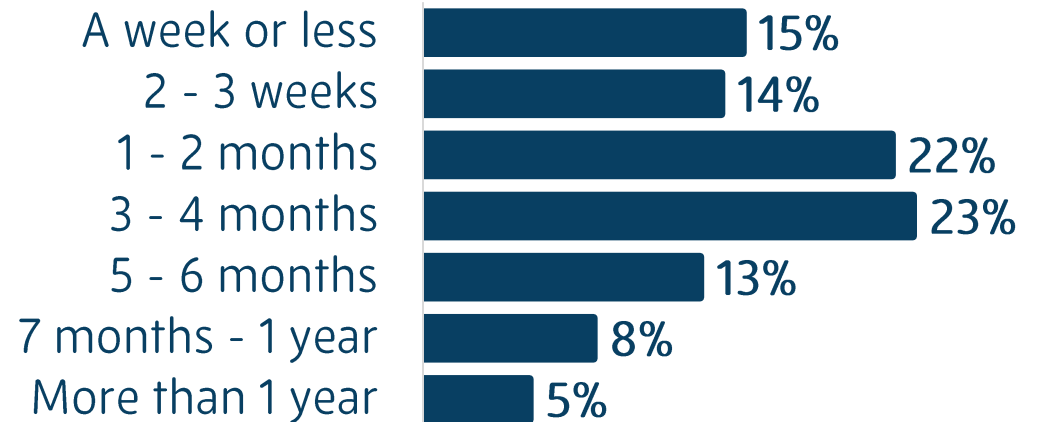
» Typical visitors booked their accommodations **59 days** in advance

» **51%** of visitors have a booking window of less than 3 months

## Beginning of Trip Planning Cycle

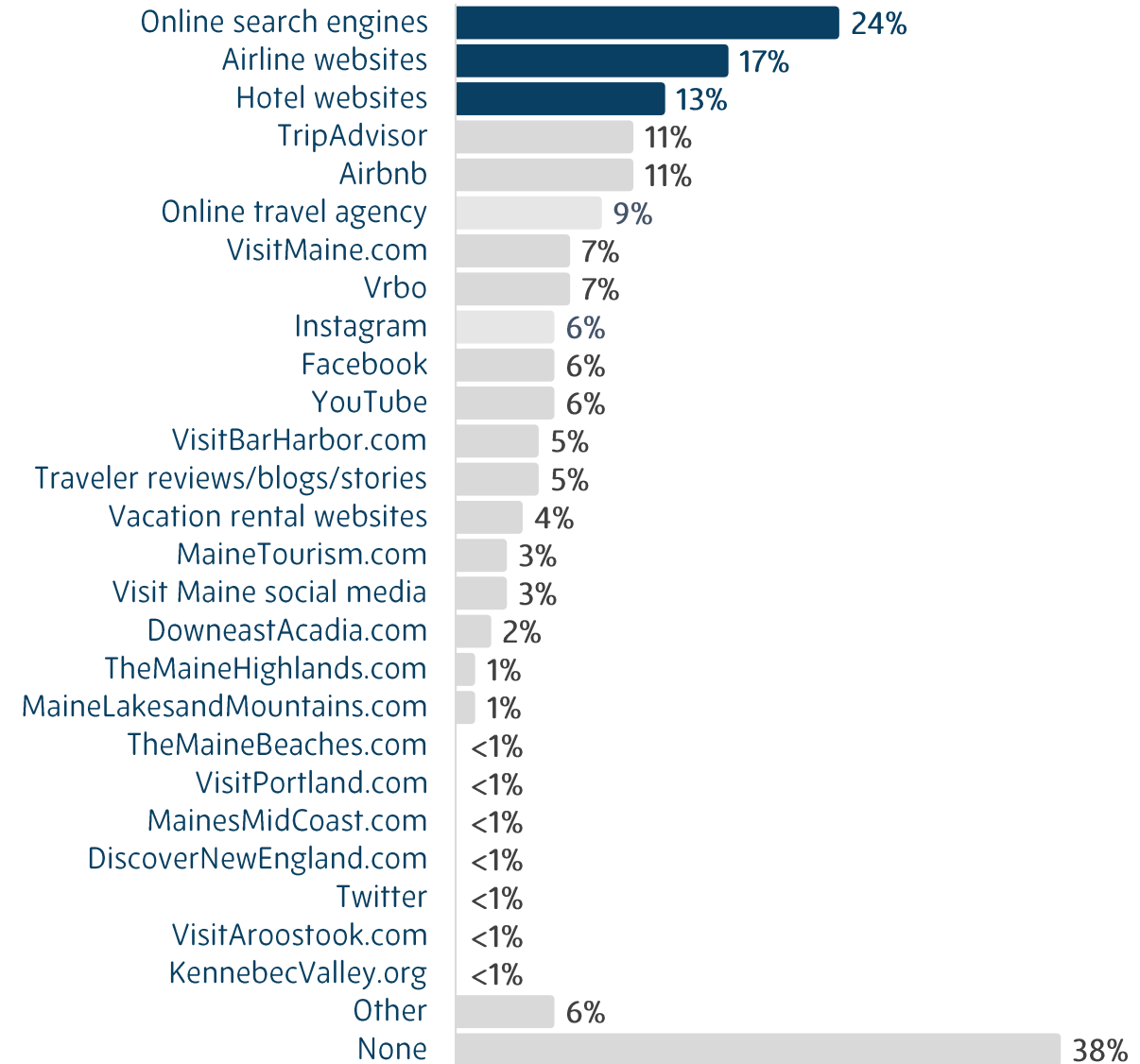


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

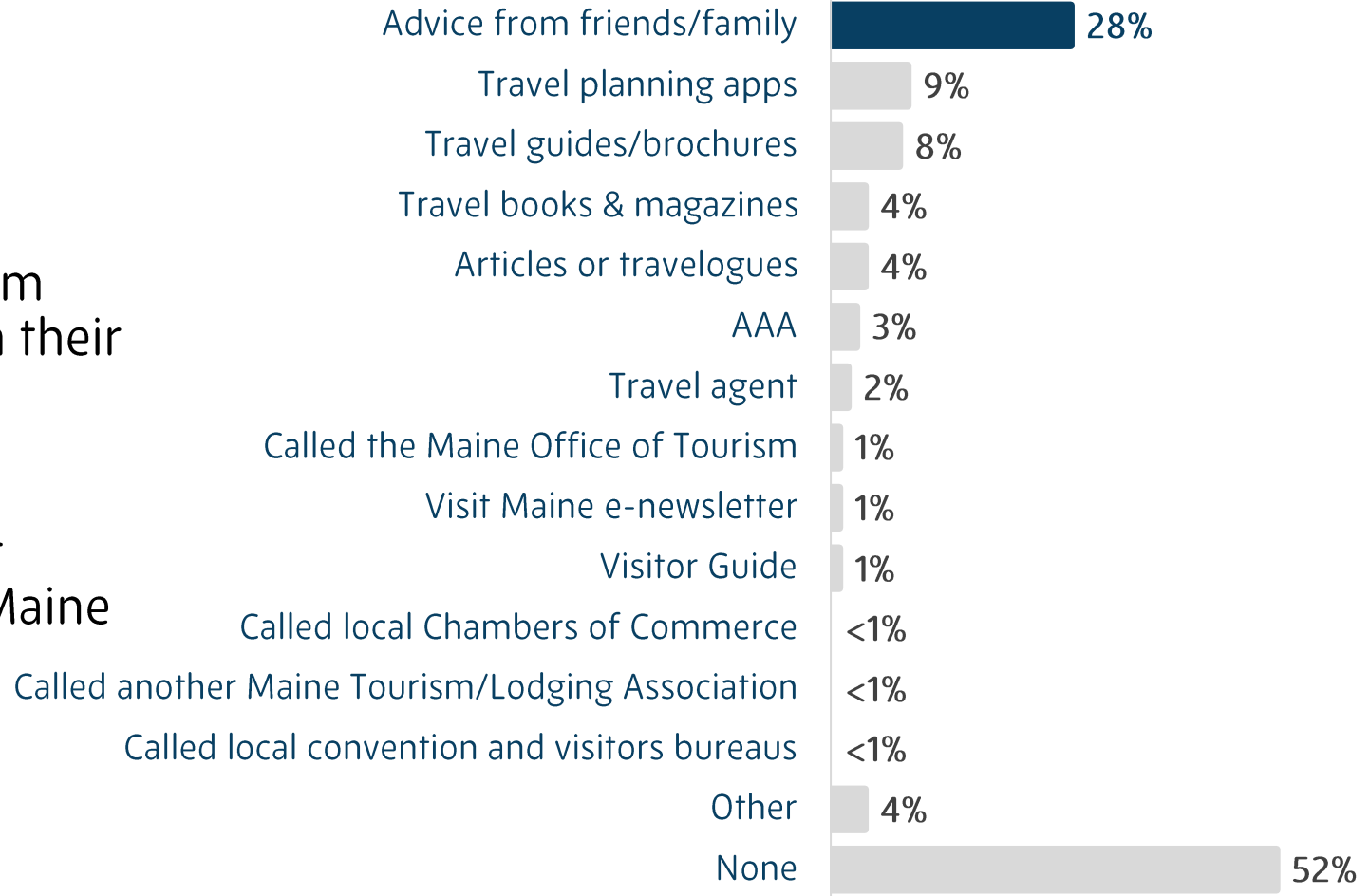
- » Over **3 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » Nearly **1 in 4** visitors used an online search engine to help them plan their trip in Maine
- » Over **1 in 6** visitors used an airline website to help them plan their trip in Maine



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

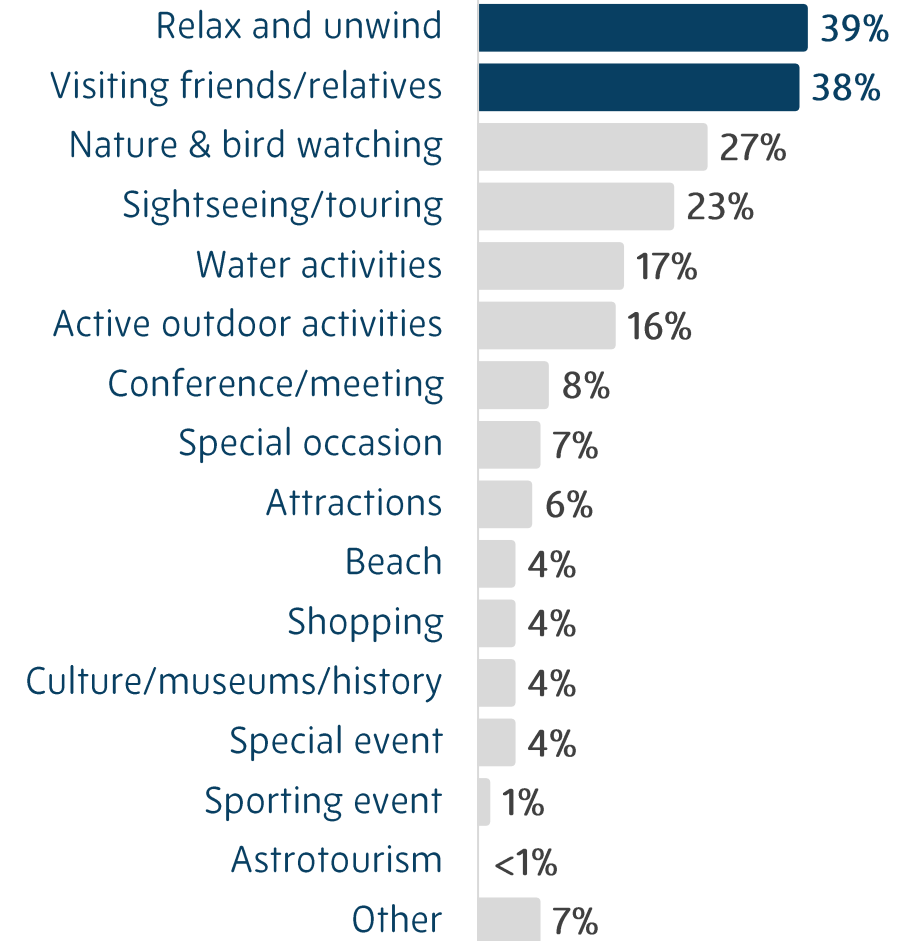
- » Nearly **3 in 10** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Over **half** of visitors did not use any other resources to help them plan their trip in Maine



\*Multiple responses permitted.

# REASONS FOR VISITING\*

- » Nearly **2 in 5** visitors came to Maine to relax and unwind
- » Nearly **2 in 5** visitors came to Maine to visit friends/relatives



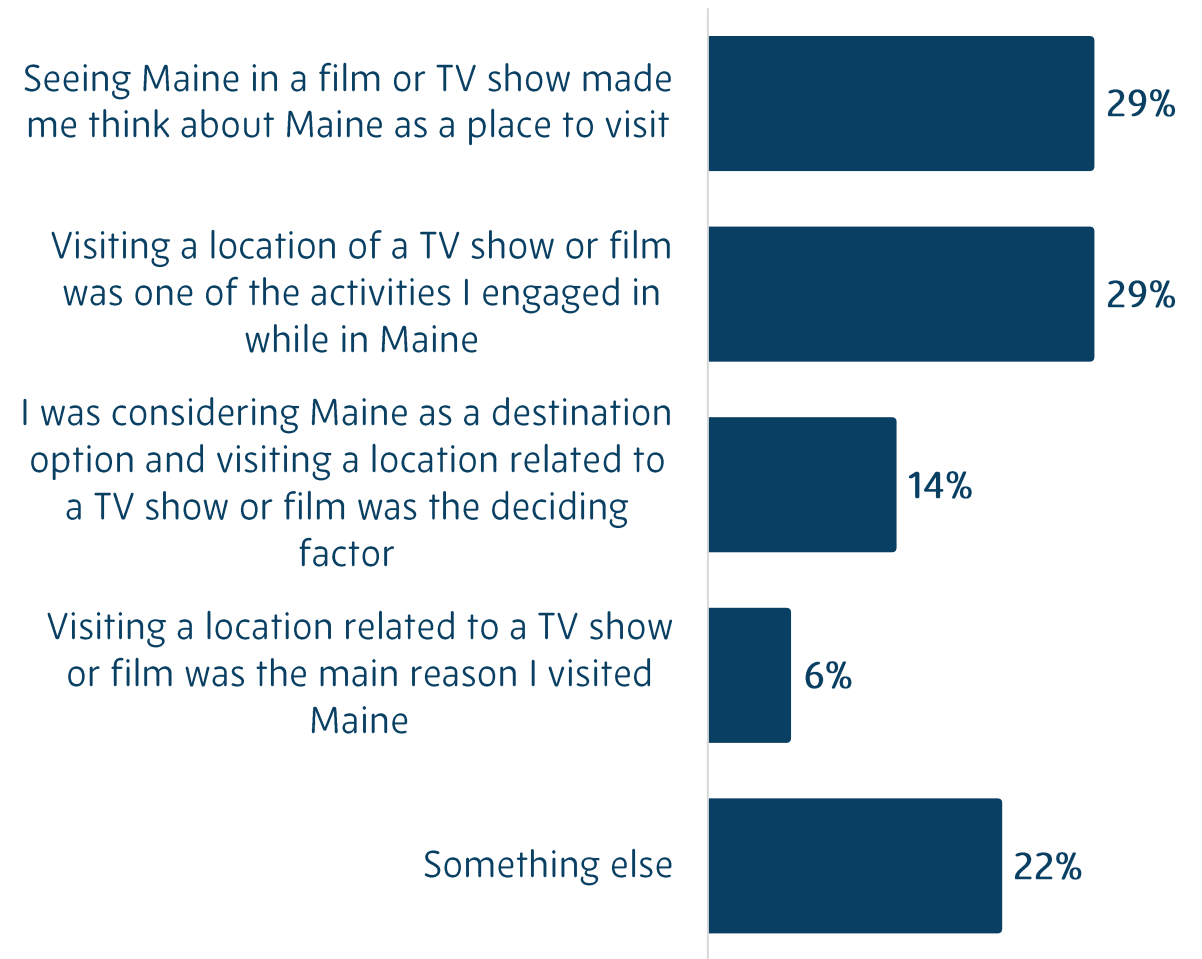
\*Multiple responses permitted.



# TV SHOWS & FILM\*

- » **4%** of visitors said a TV show or film inspired their trip to Maine
- » Nearly **3 in 10** 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 or they reported visiting a location of a TV show or film while in Maine
- » **3%** 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

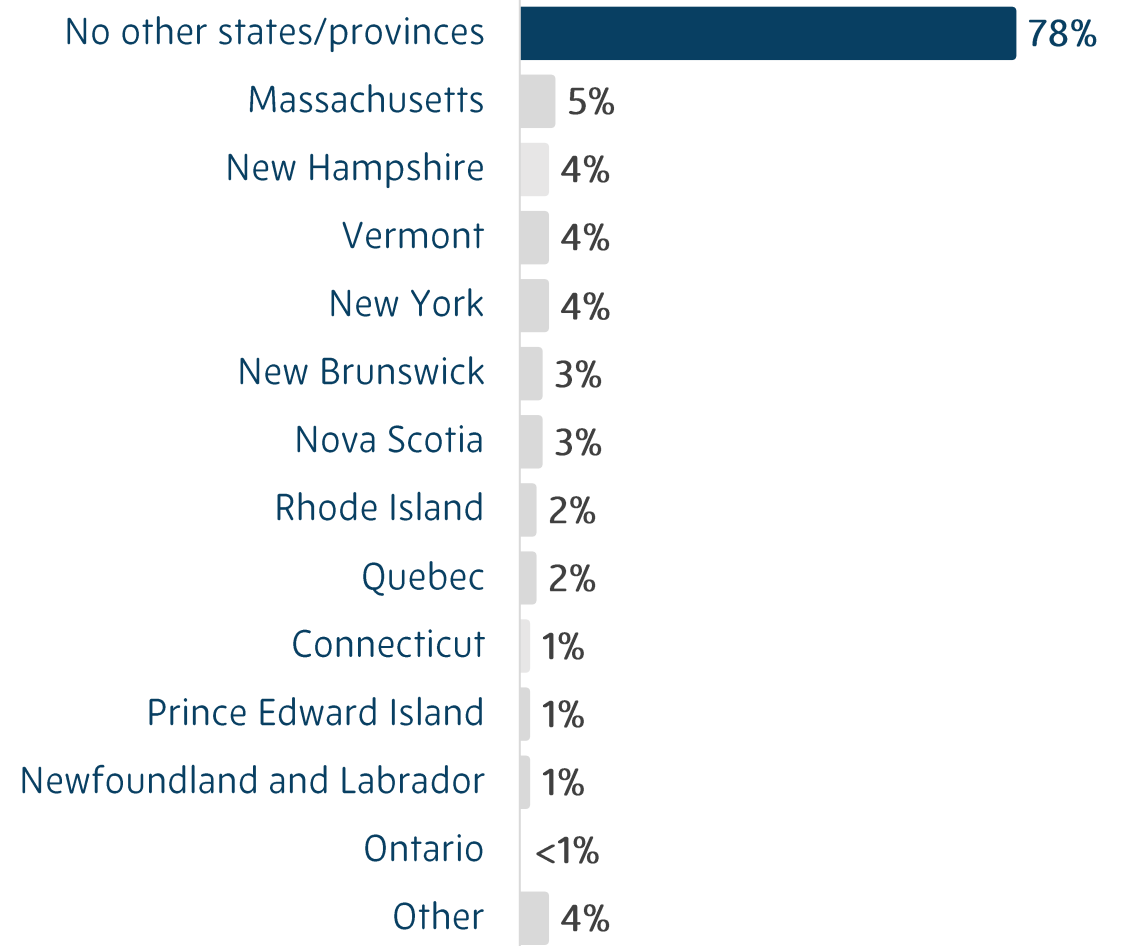


\*Questions were not asked until January 2023.



# OTHER STATES & PROVINCES CONSIDERED\*

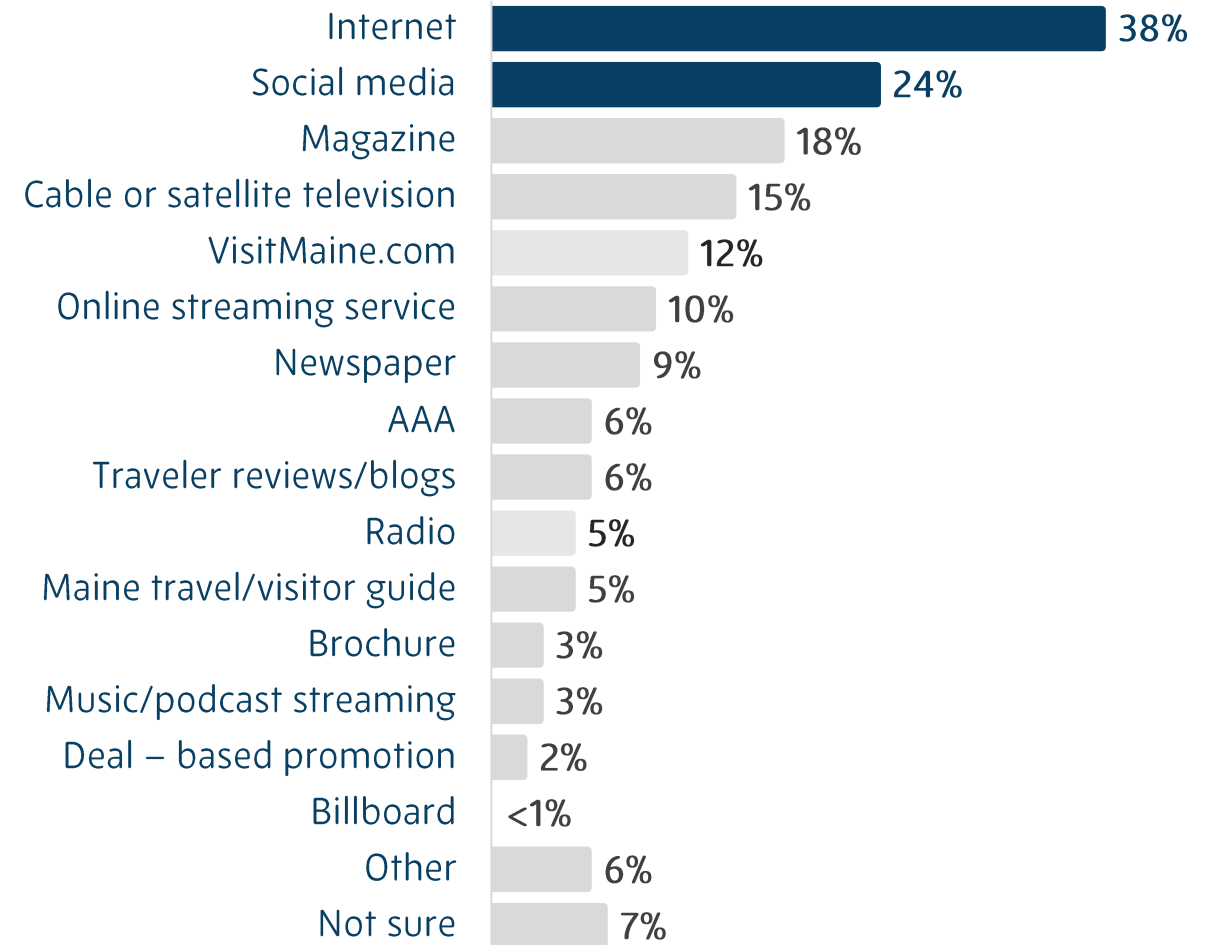
» Nearly **4 in 5** visitors considered visiting **ONLY** Maine while planning their trips



# PRE-TRIP RECALL OF ADVERTISING\*

- » Over **1 in 4** 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 **12% of all** visitors to visit Maine

Base: 26% of visitors who noticed advertising

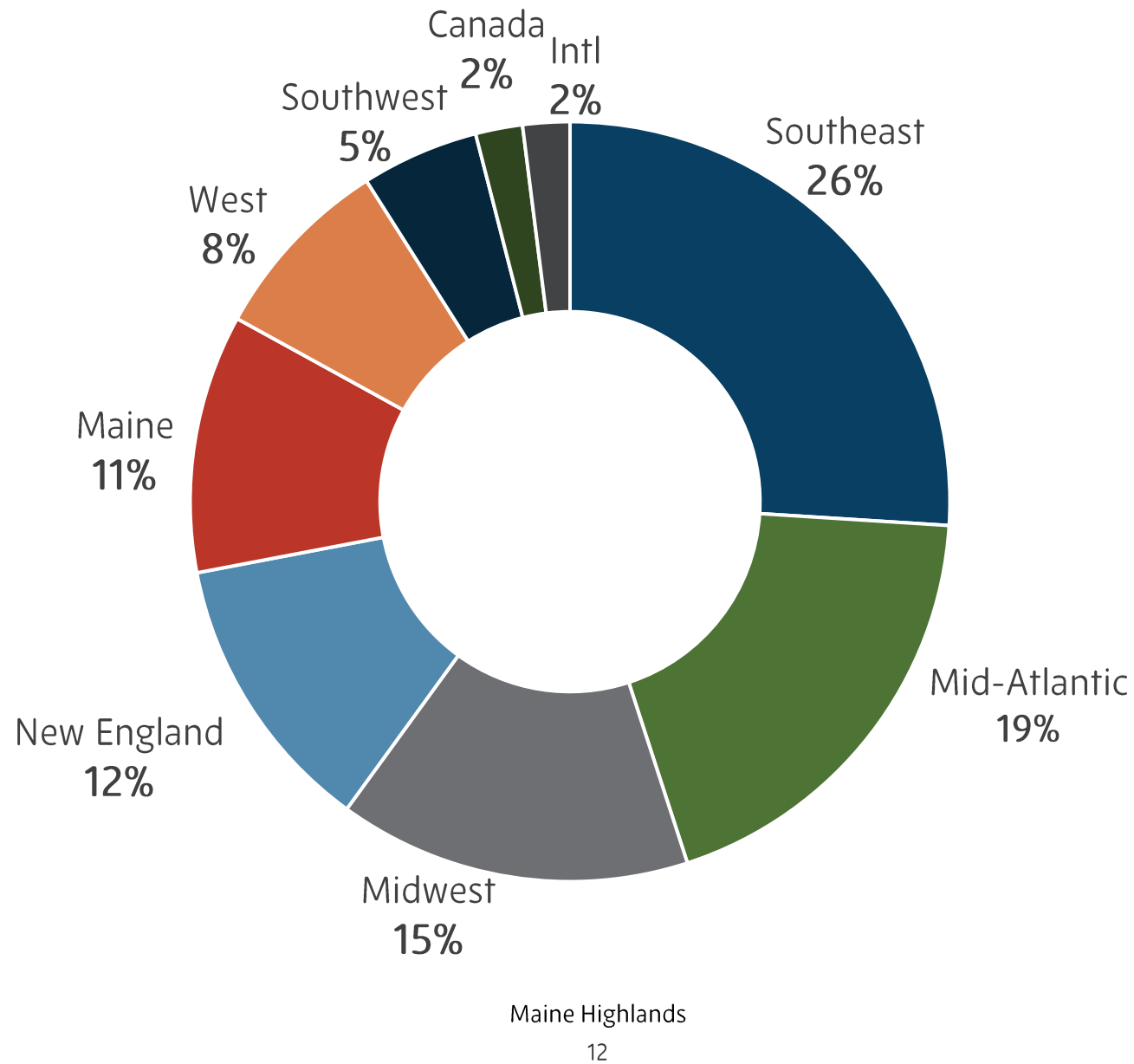


\*Multiple responses permitted.

# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **72%** of visitors traveled to/within Maine from 15 U.S. states and Canadian provinces
- » **11%** of visitors were residents of Maine traveling throughout the state

State	Percent
Florida	12%
Maine	11%
Massachusetts	5%
North Carolina	5%
New York	4%
Connecticut	4%
New Jersey	4%
Pennsylvania	4%
California	4%
Texas	4%
Ohio	3%
Virginia	3%
Maryland	3%
Illinois	3%
Tennessee	3%

# TOP ORIGIN MARKETS

- » 37% of visitors traveled from 13 U.S. markets
- » 5% of visitors traveled to Maine from New York City

Market	Percent
New York City <sup>1</sup>	5%
Washington DC - Baltimore <sup>2</sup>	5%
Chicago	4%
Philadelphia	3%
Tampa – Clearwater – St. Petersburg	3%
Raleigh – Durham, NC	3%
Boston	2%
Atlanta	2%
Miami – Ft. Lauderdale	2%
Orlando	2%
Los Angeles	2%
Dallas – Ft. Worth	2%
Sarasota - Bradenton	2%

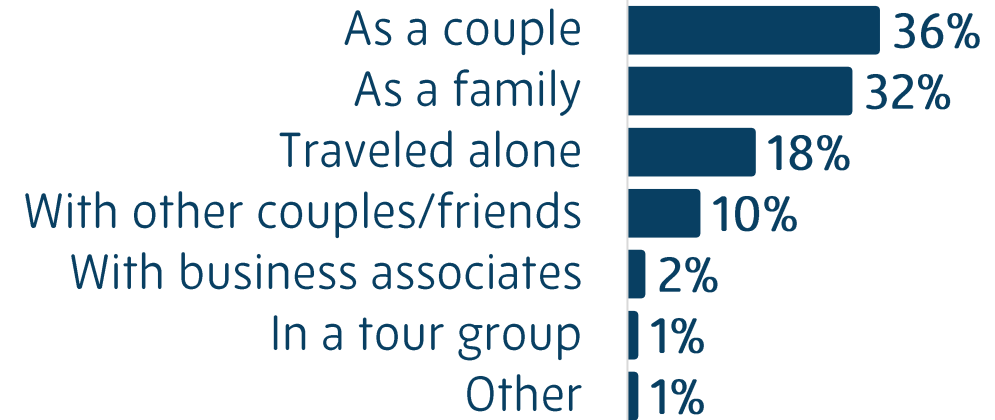
<sup>1</sup>Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

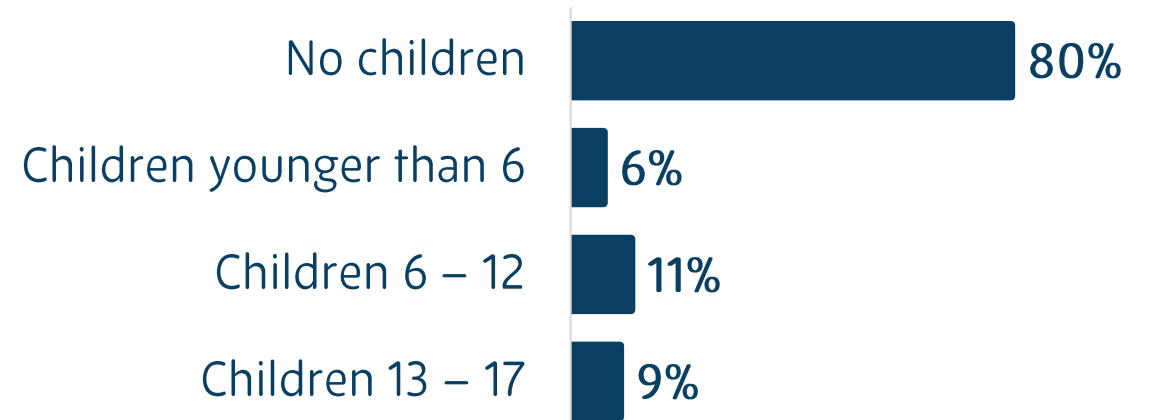
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **3.6** people
- » Over **1 in 3** visitors traveled as a couple
- » **20%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



## Children in Travel Party\*

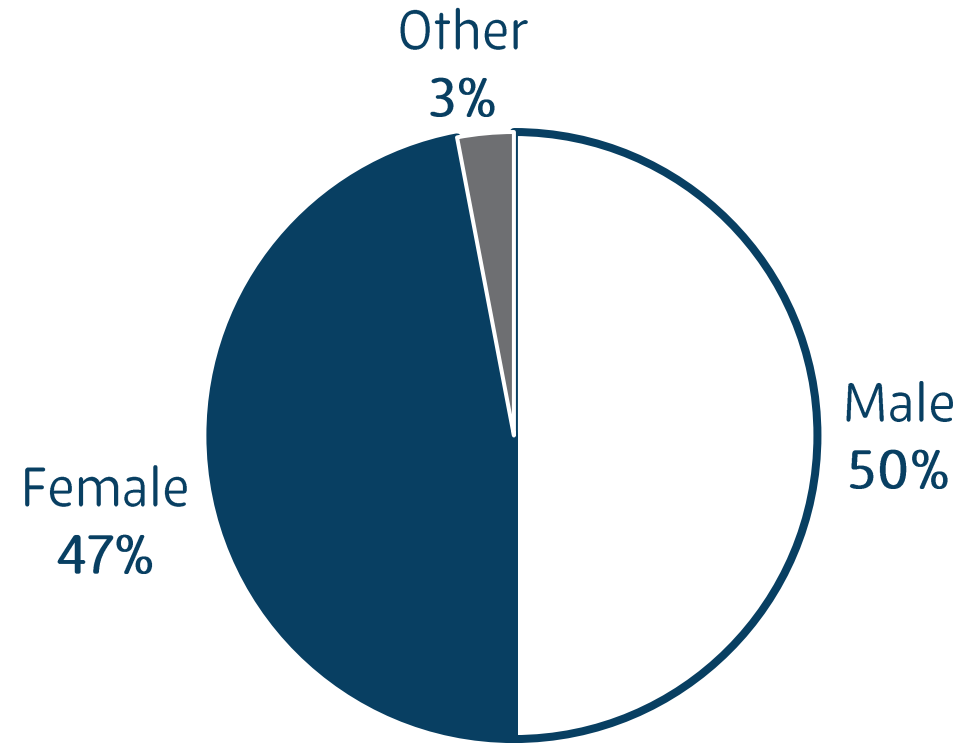


\*Multiple responses permitted.



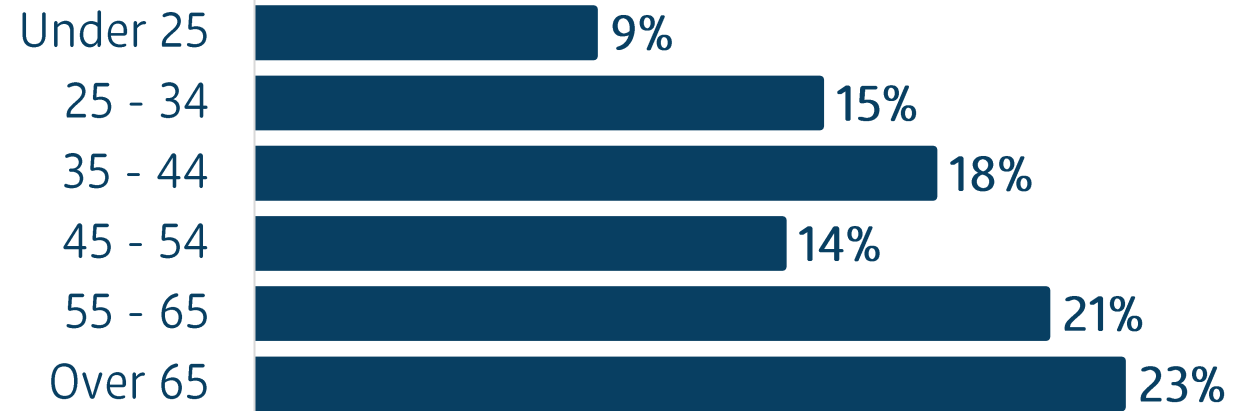
# GENDER

» Half of visitors to Maine interviewed were males



# AGE

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



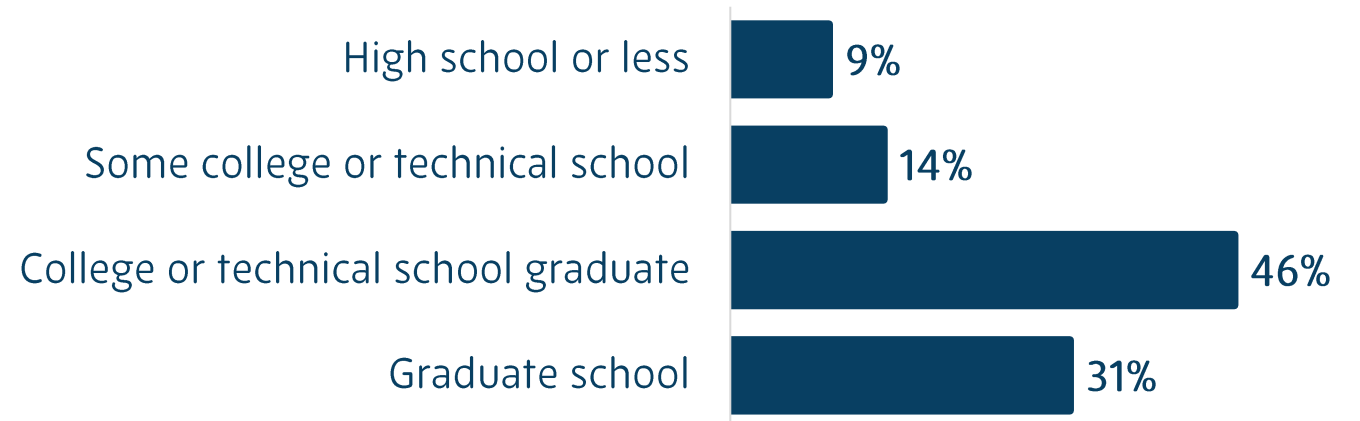
# RACE & ETHNICITY

» 9 in 10 visitors to Maine were white



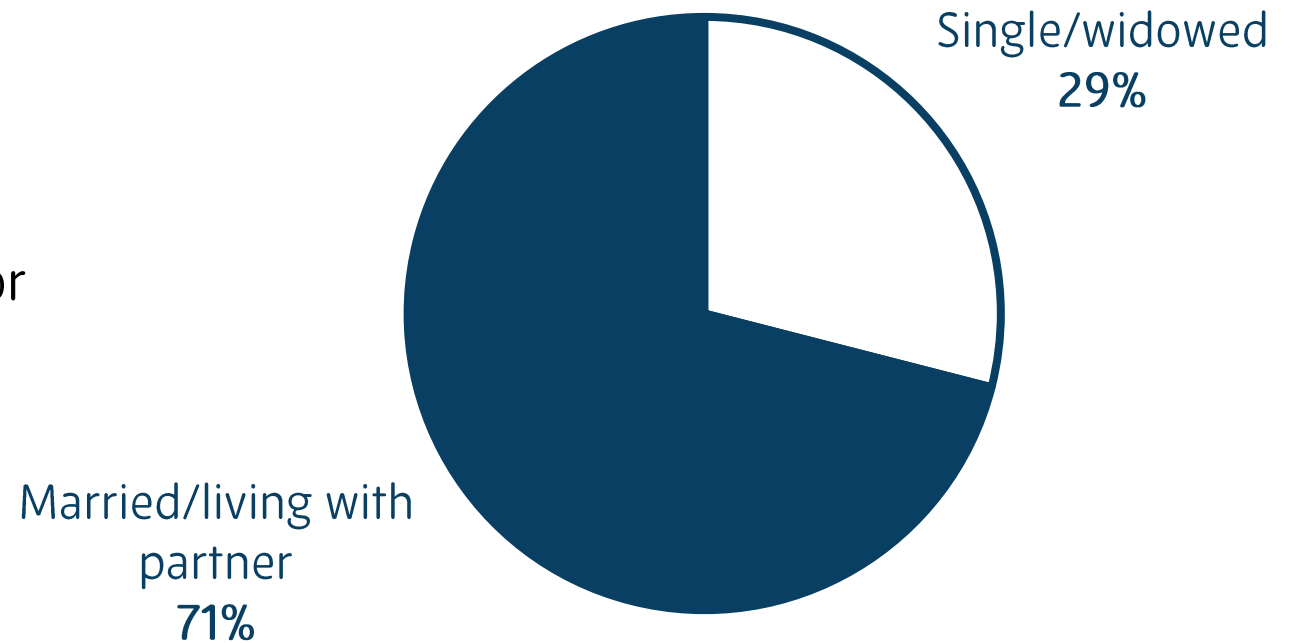
# EDUCATIONAL ATTAINMENT

» Over **3 in 4** visitors have a college/technical school degree or higher



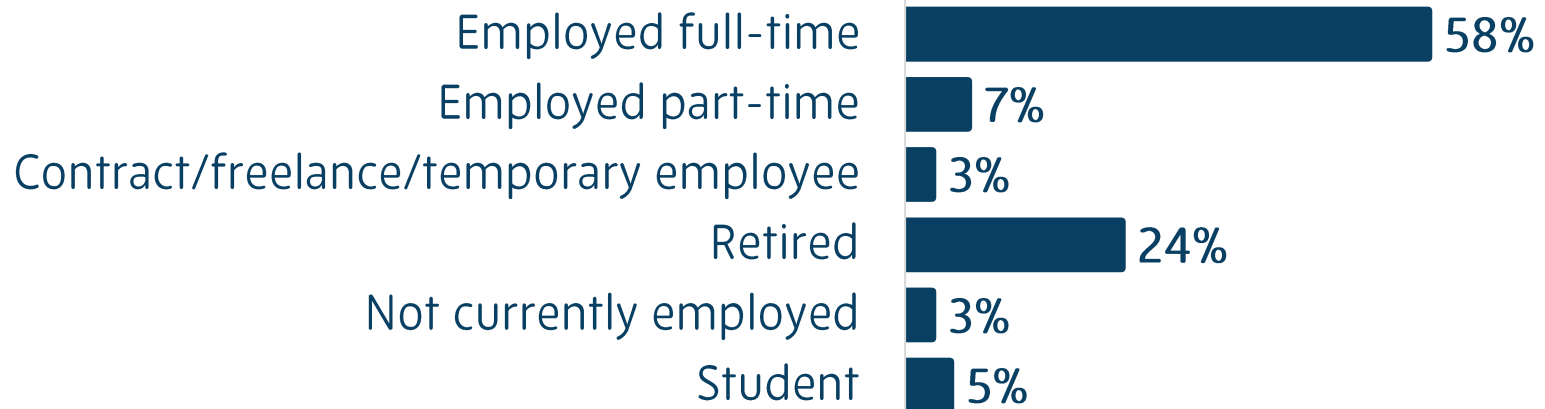
# MARITAL STATUS

» Over **7 in 10** visitors to Maine were married or living with their partner



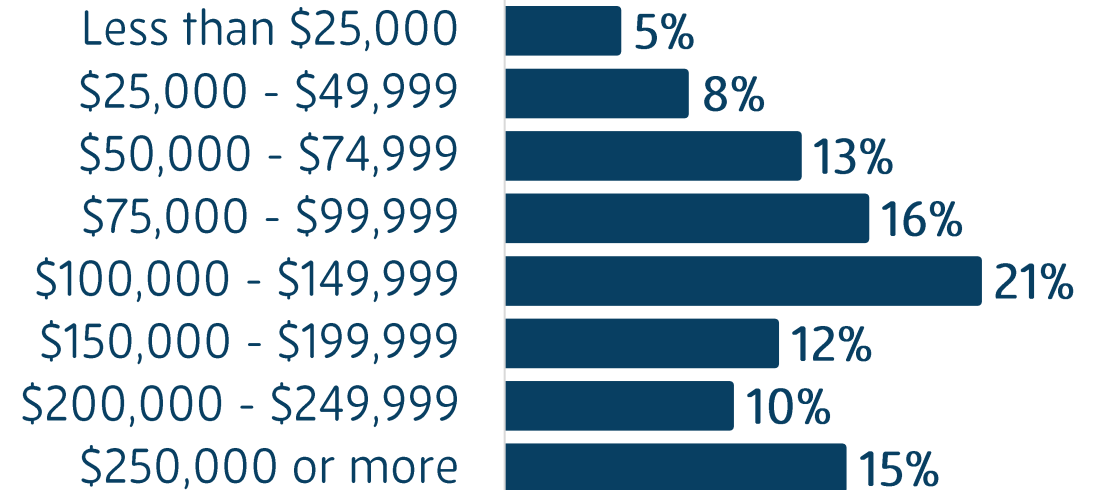
# EMPLOYMENT STATUS

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



# HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$119,000** per year
- » **37%** of visitors to Maine earned more than \$150,000 per year





# NEW & RETURNING VISITORS

- » 28% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 34% had previously traveled in Maine more than 10 times

This is my first time



2 - 5 times



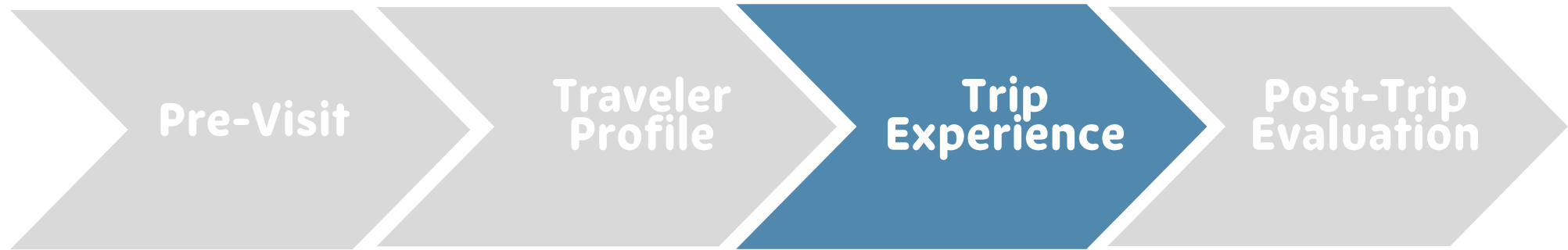
6 - 10 times



11+ times

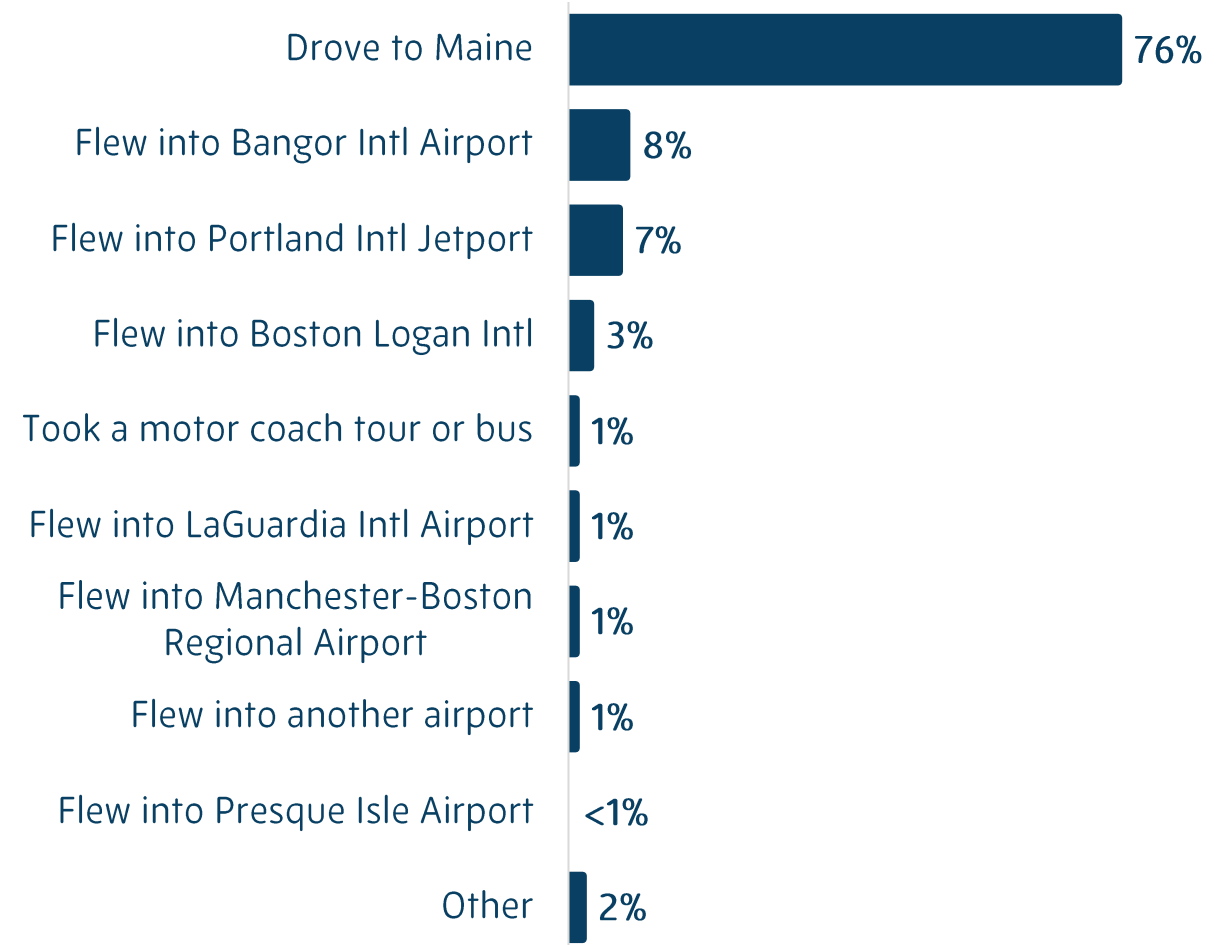


# VISITOR JOURNEY: TRIP EXPERIENCE



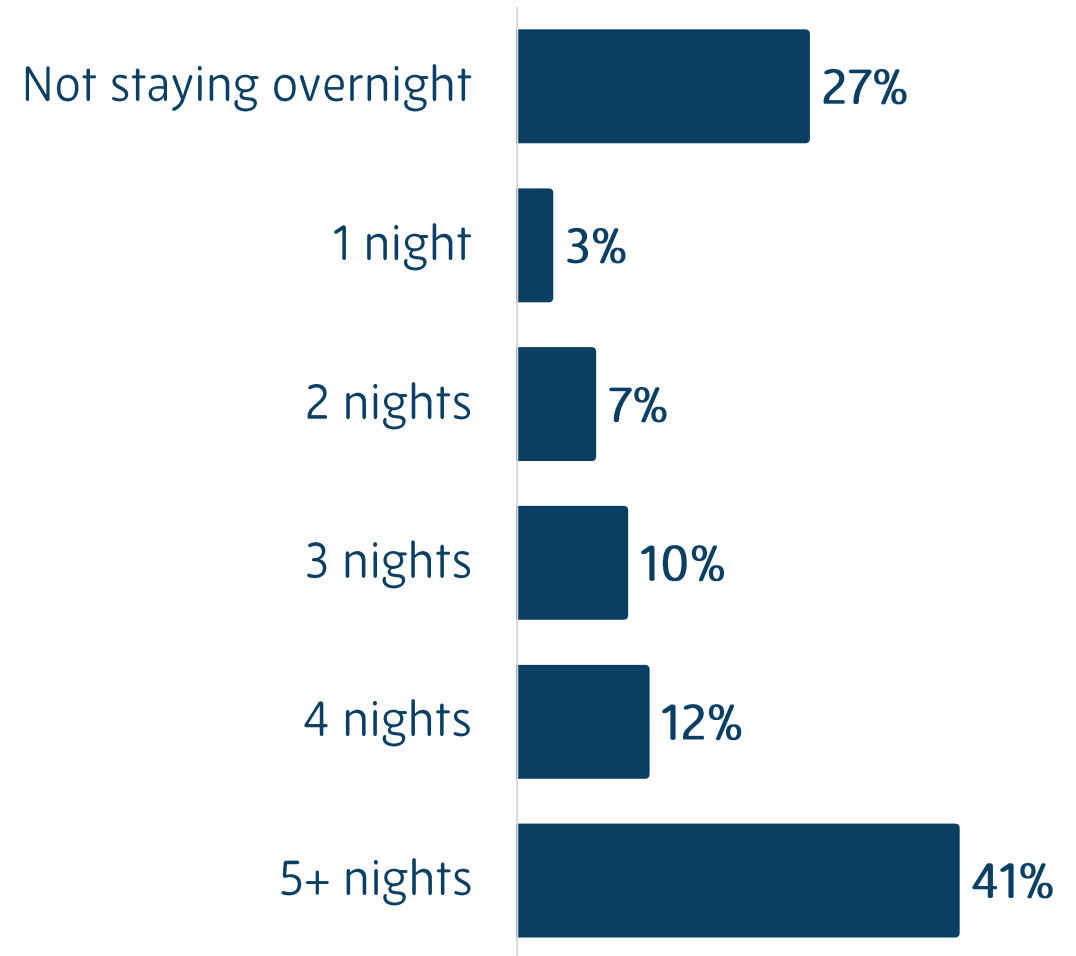
# MODES OF TRANSPORTATION

- » Maine is a drive-market for most visitors, with **76%** 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

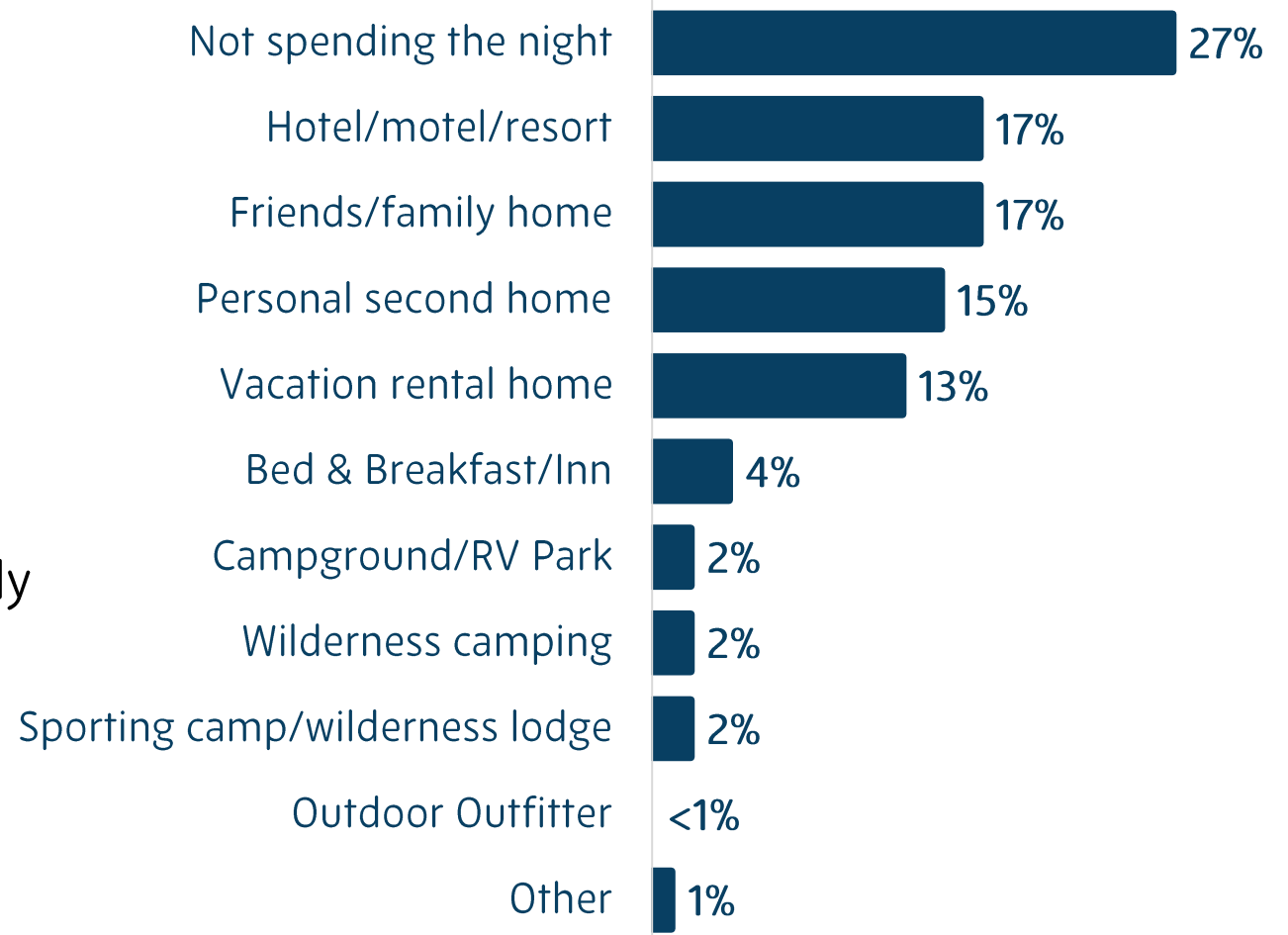
- » 73% of visitors stayed one or more nights in Maine on their trip
- » Typical visitors stayed 5.1\* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 5.2 nights in Maine on their trips



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

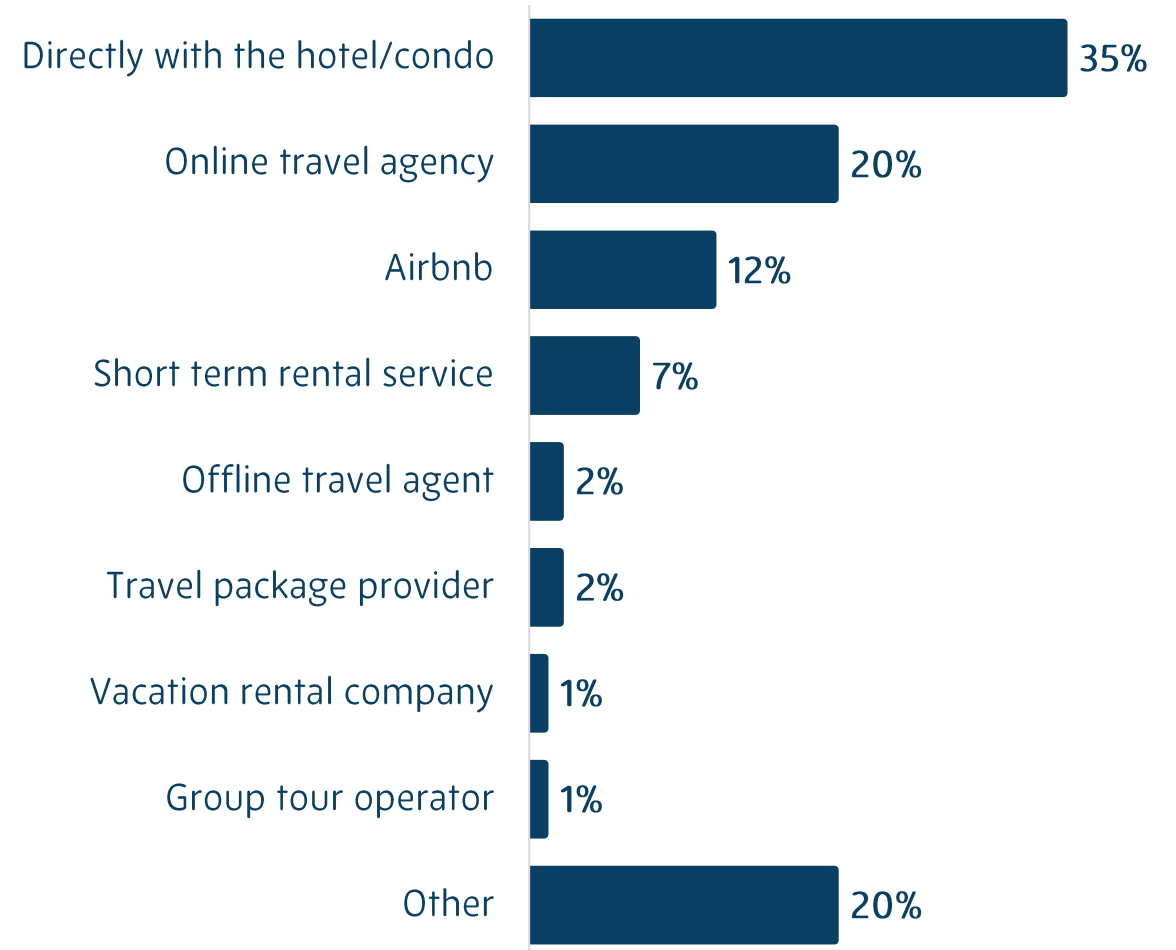
# ACCOMMODATIONS

- » Over **1 in 4** visitors came just for the day
- » Over **1 in 6** visitors stayed overnight in a hotel/motel/resort or stayed with friends/family



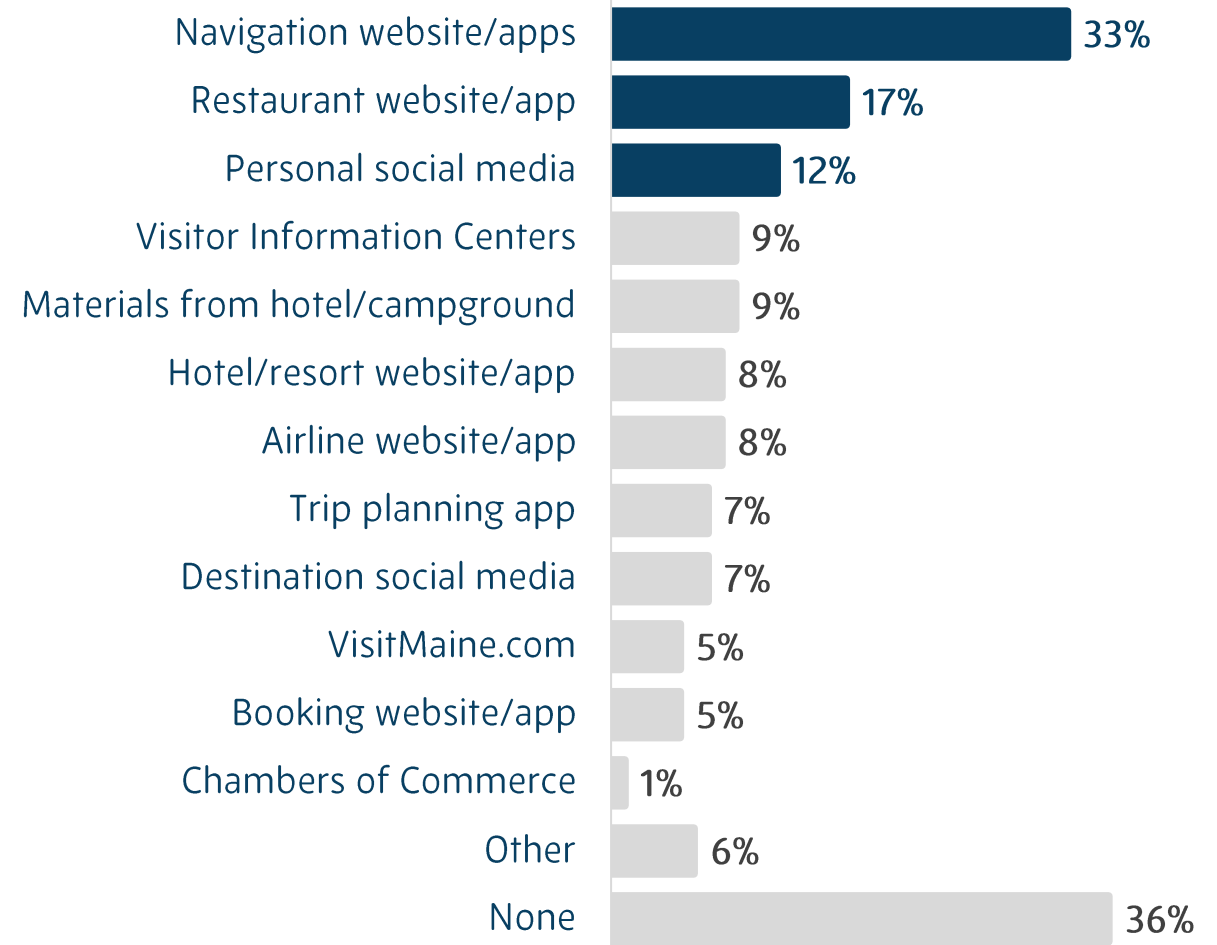
# BOOKING METHODS

» Over **1 in 3** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



# IN-MARKET VISITOR RESOURCES\*

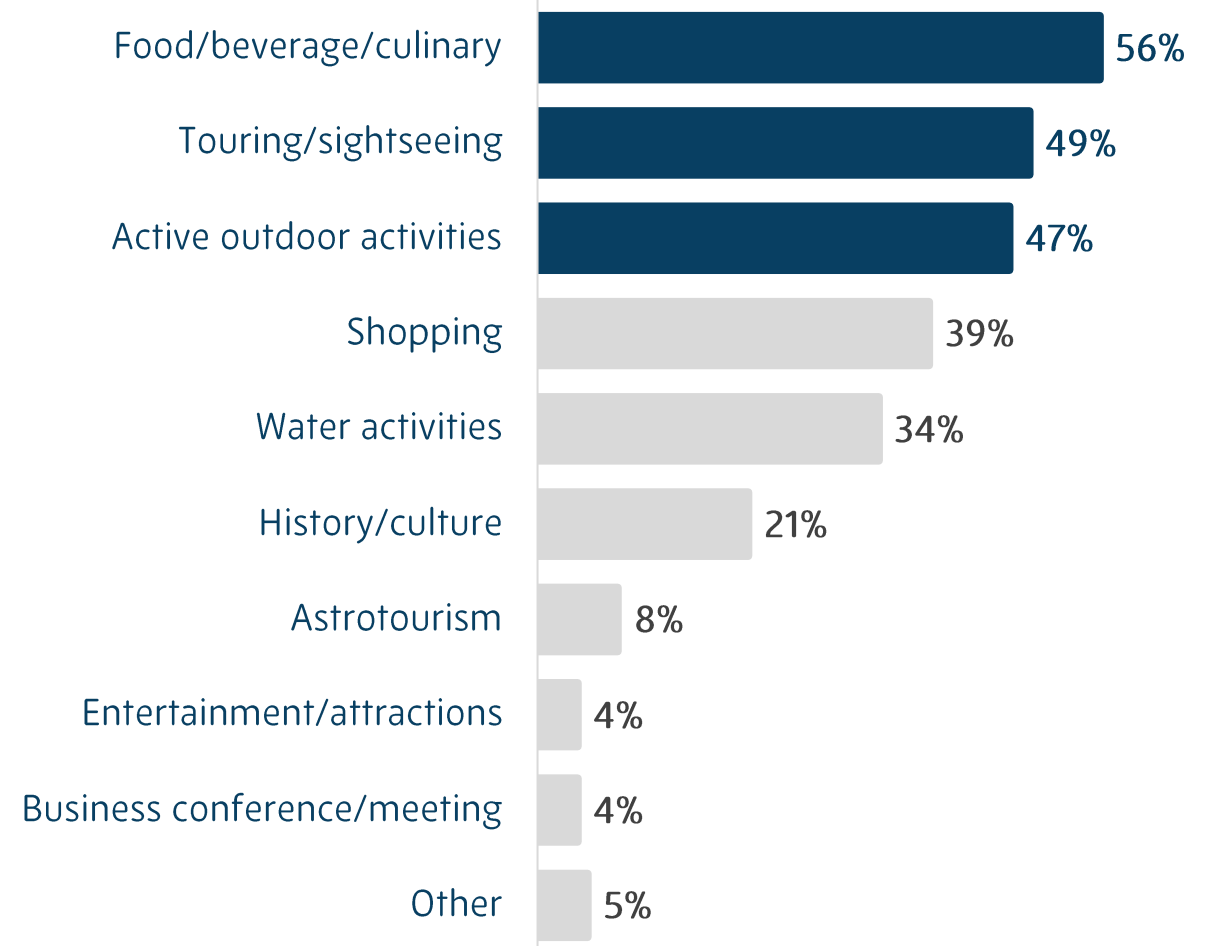
- » Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **1 in 3** visitors did not use any resources to plan activities while they were in-market



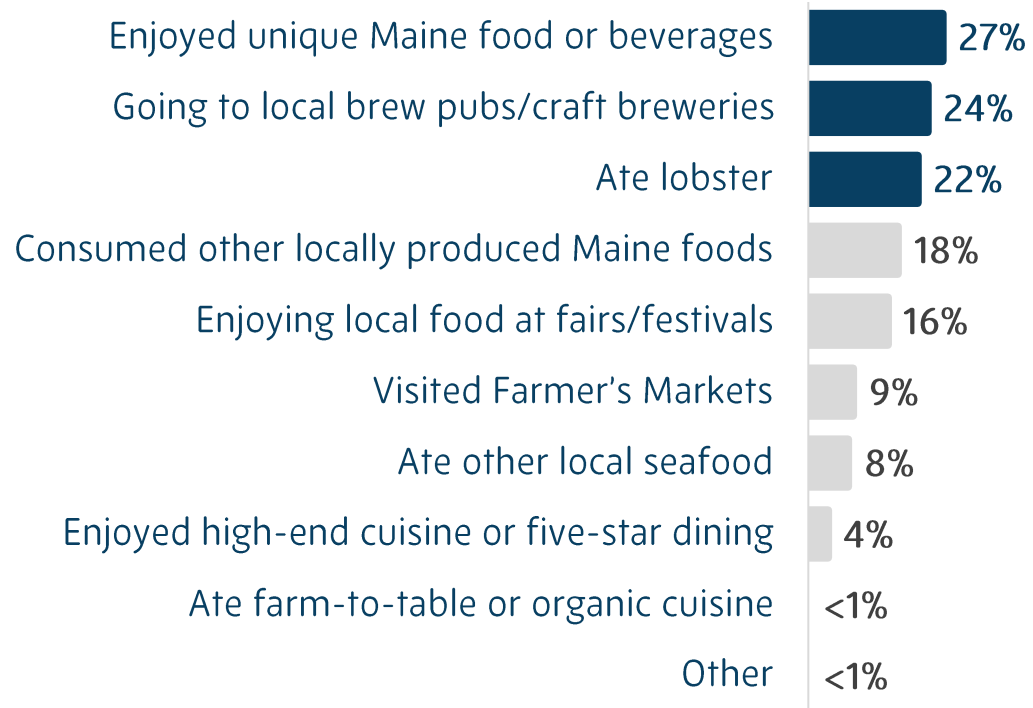


# VISITOR ACTIVITIES\*

- » Nearly **3 in 5** visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Nearly **half** of visitors went touring/sightseeing or engaged in active outdoor activities during their trip

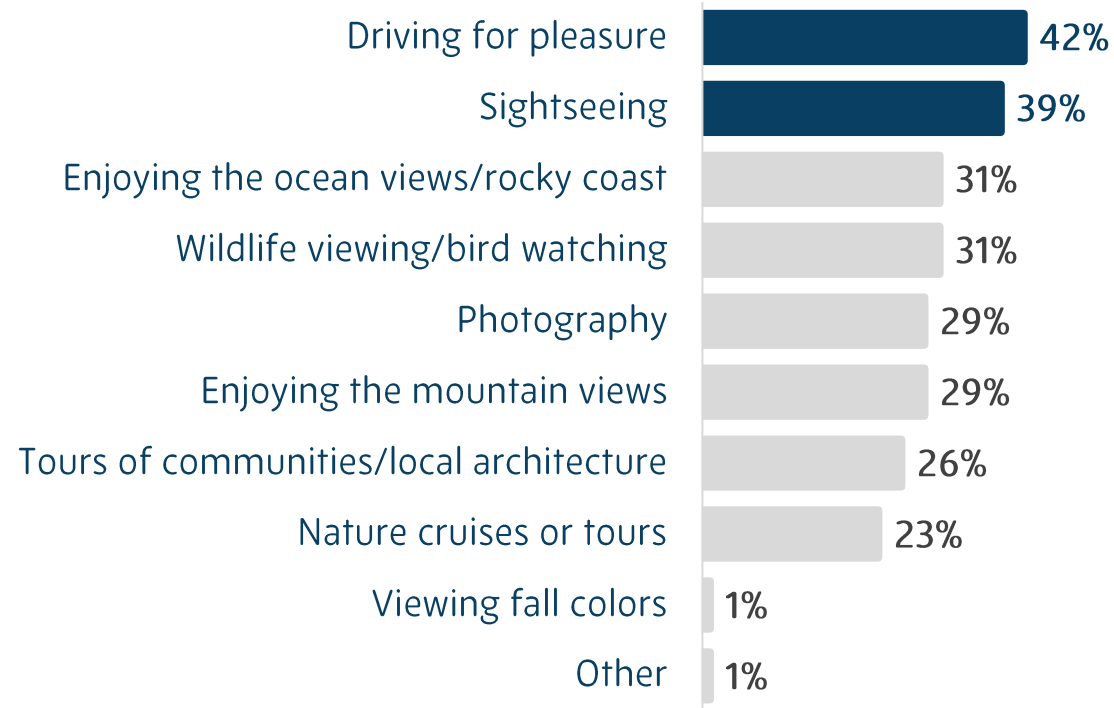


# FOOD & BEVERAGE ACTIVITIES\*

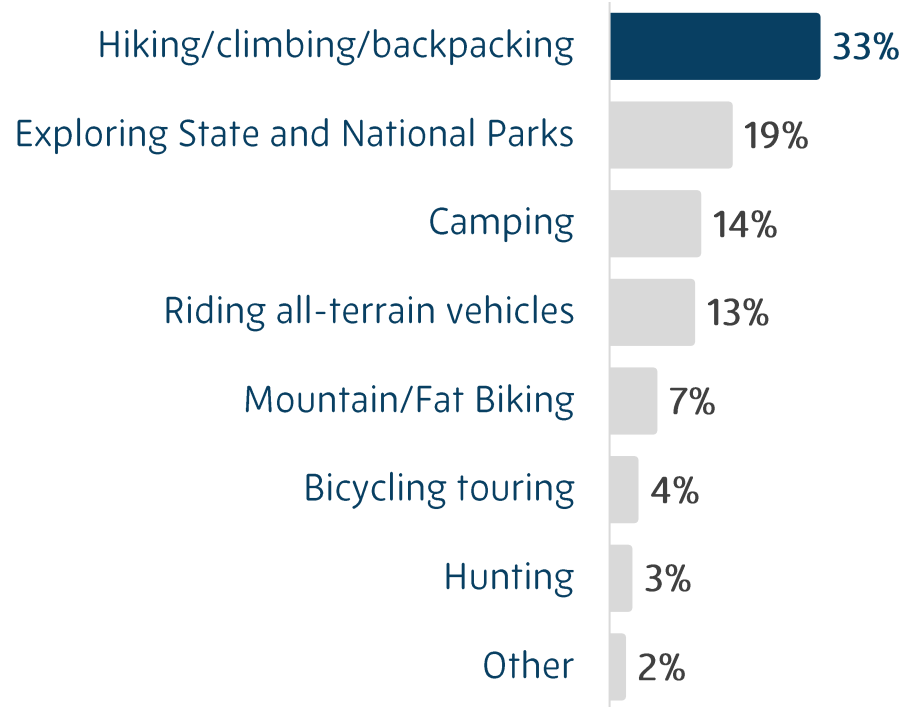


\*Multiple responses permitted.

# TOURING & SIGHTSEEING ACTIVITIES\*



# ACTIVE OUTDOOR ACTIVITIES\*

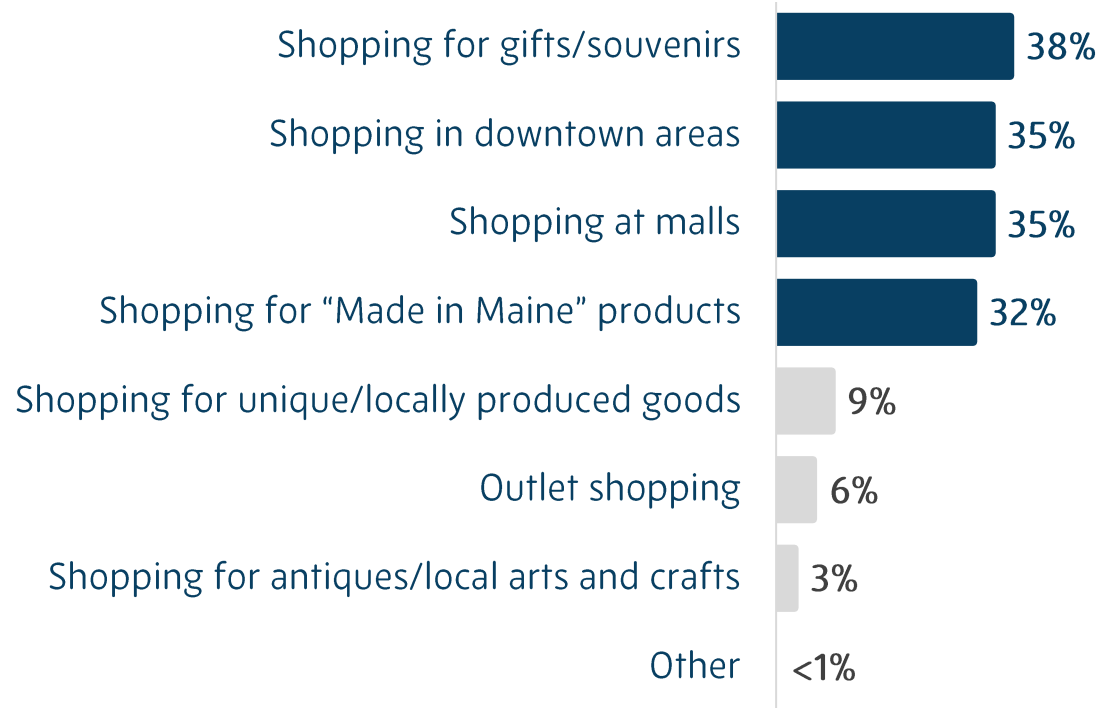


Maine Highlands

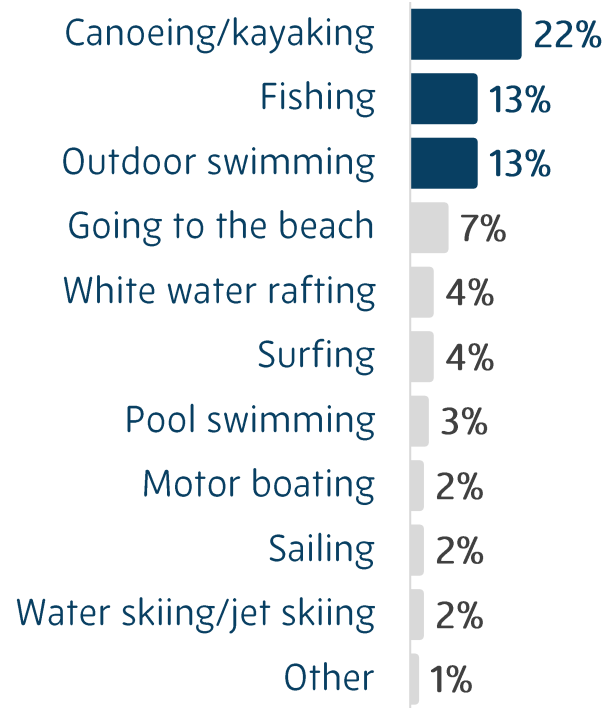
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\*Multiple responses permitted.

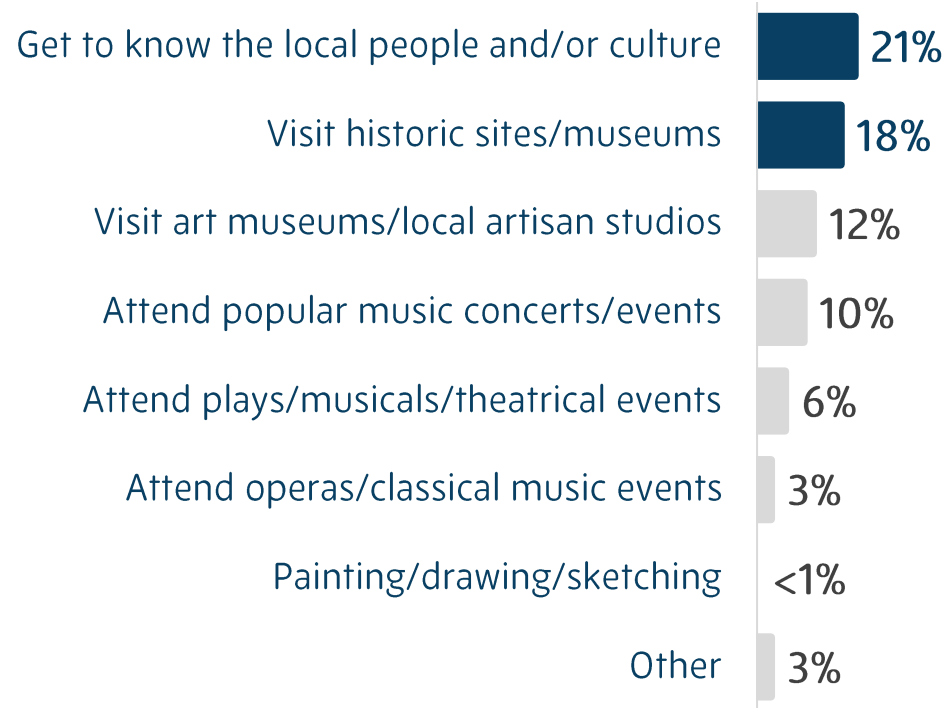
# SHOPPING ACTIVITIES\*



# WATER ACTIVITIES\*



# HISTORICAL & CULTURAL ACTIVITIES\*





# ENTERTAINMENT ACTIVITIES\*



# DAILY TRAVEL PARTY SPENDING

## All Visitors

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Accommodations	\$191
Transportation	\$148
Groceries	\$38
Restaurants	\$132
Shopping	\$71
Activities & Attractions	\$54
Other	\$19

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**Daily Spending** **\$653**

# TOTAL TRAVEL PARTY SPENDING

## All Visitors

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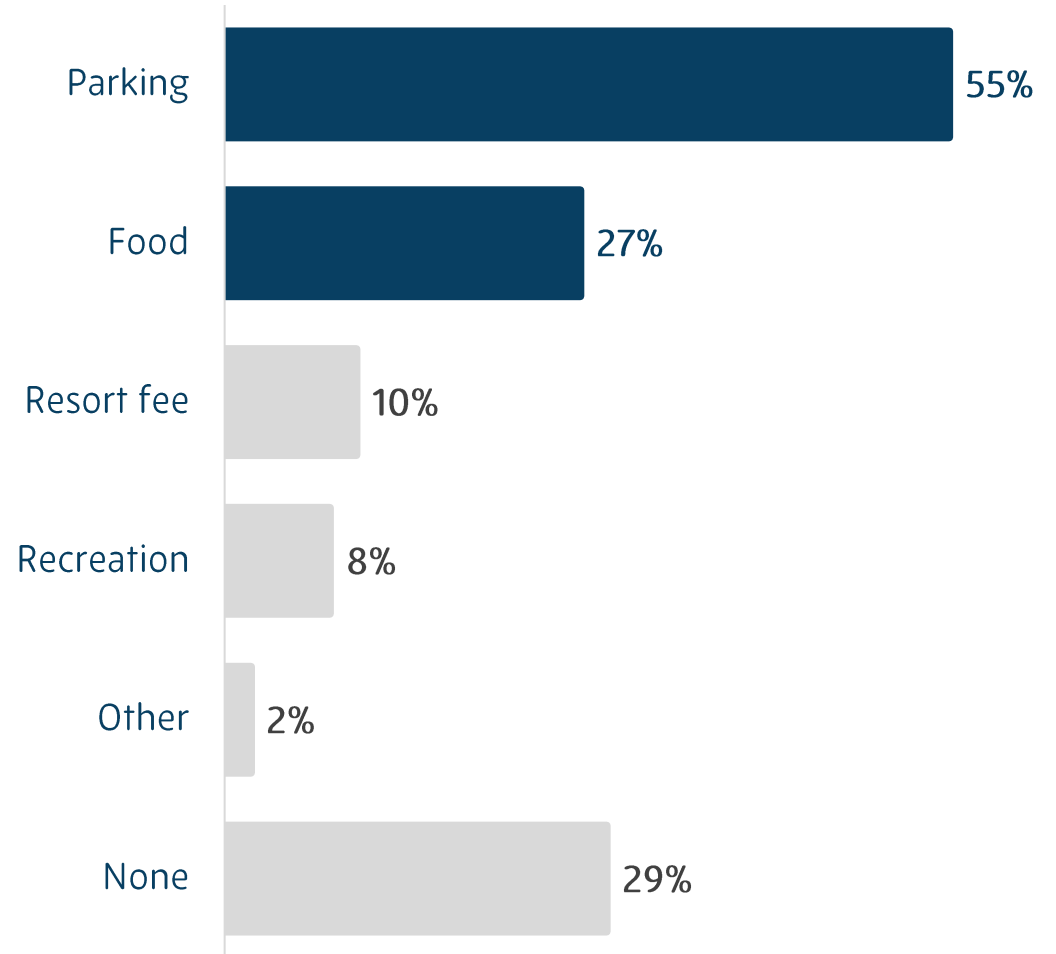
Accommodations	\$974
Transportation	\$755
Groceries	\$194
Restaurants	\$673
Shopping	\$362
Activities & Attractions	\$275
Other	\$97

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**Total Spending** **\$3,330**

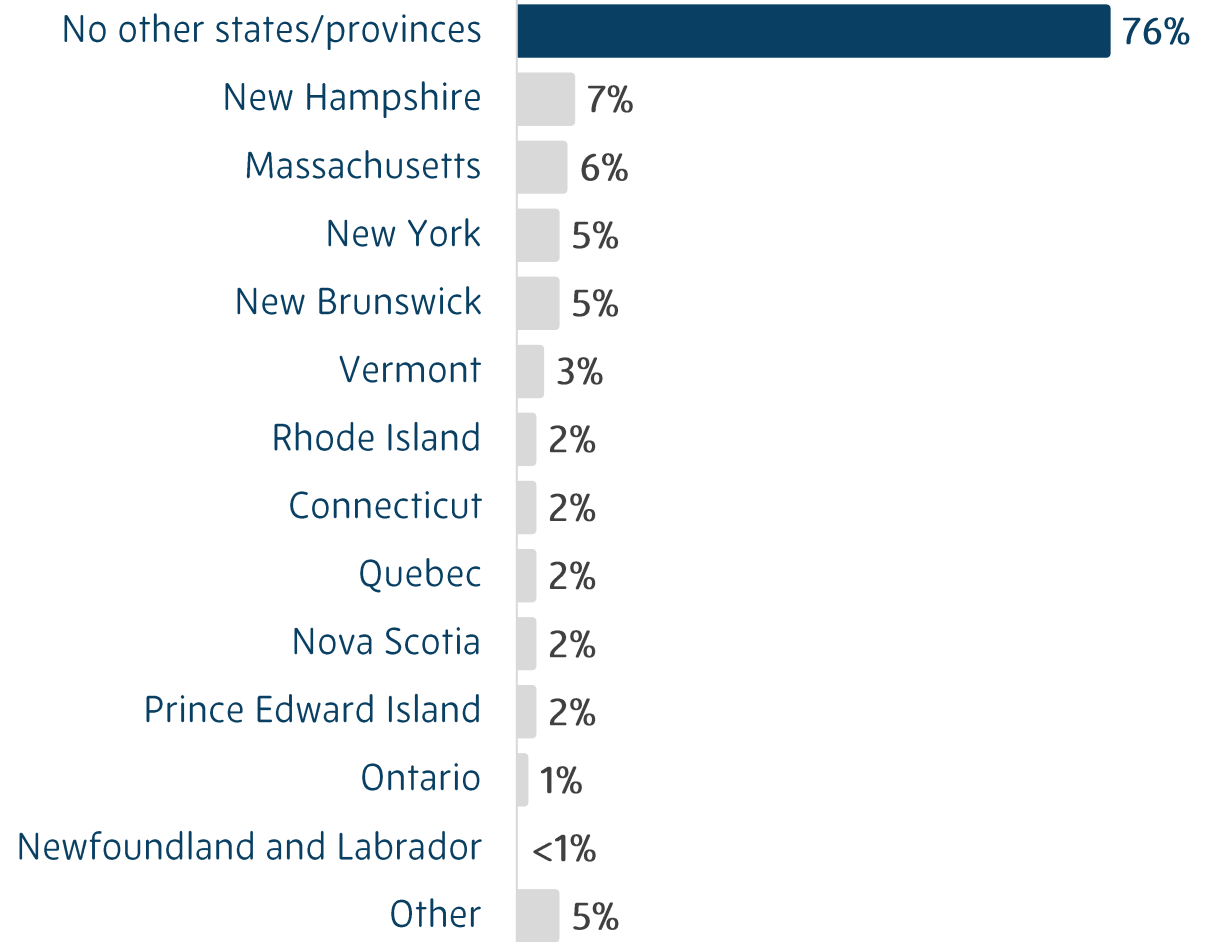
# LODGING AMENITIES\*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for over **7 in 10** visitors
- » Price for accommodations included parking for nearly **3 in 5** visitors
- » Food was included in accommodations' pricing for **27%** of visitors



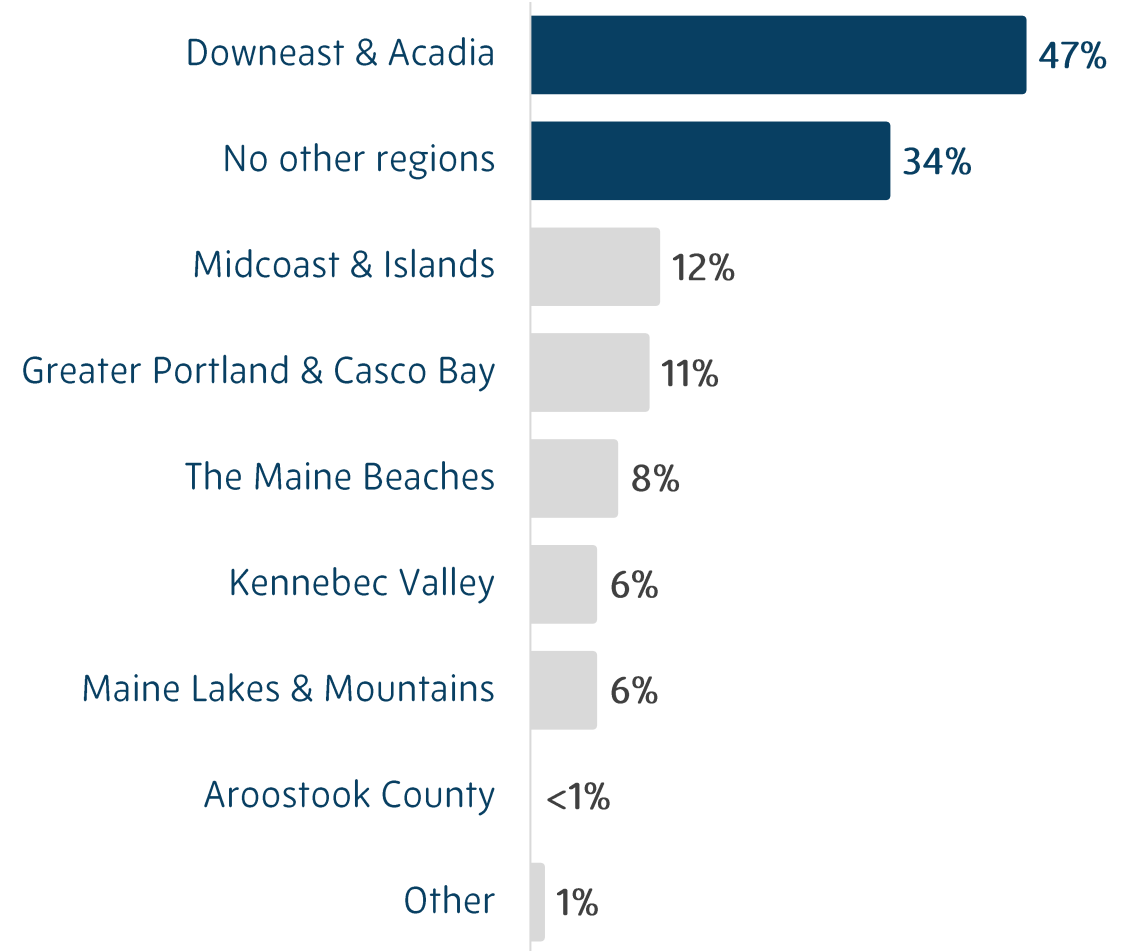
# OTHER STATES & PROVINCES VISITED\*

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



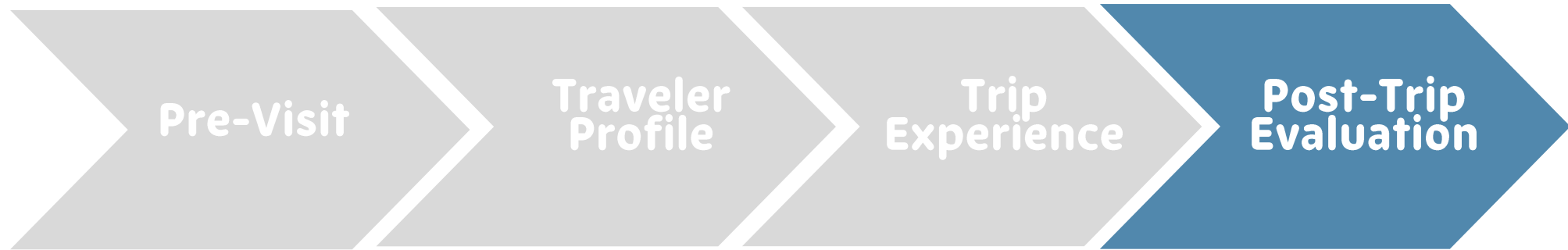
# TRAVELING WITHIN MAINE\*

- » 47% of visitors visited Downeast & Acadia in addition to their primary destination 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



\*Multiple responses permitted.

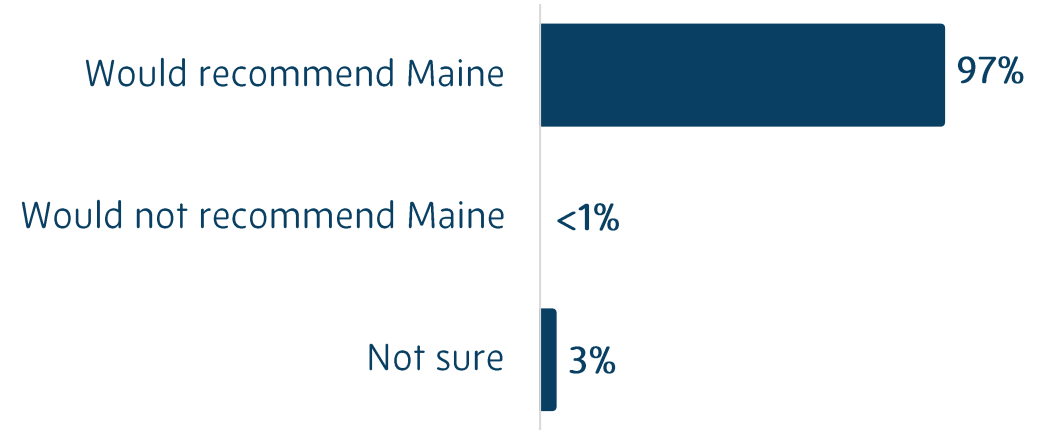
# VISITOR JOURNEY: POST-TRIP EVALUATION



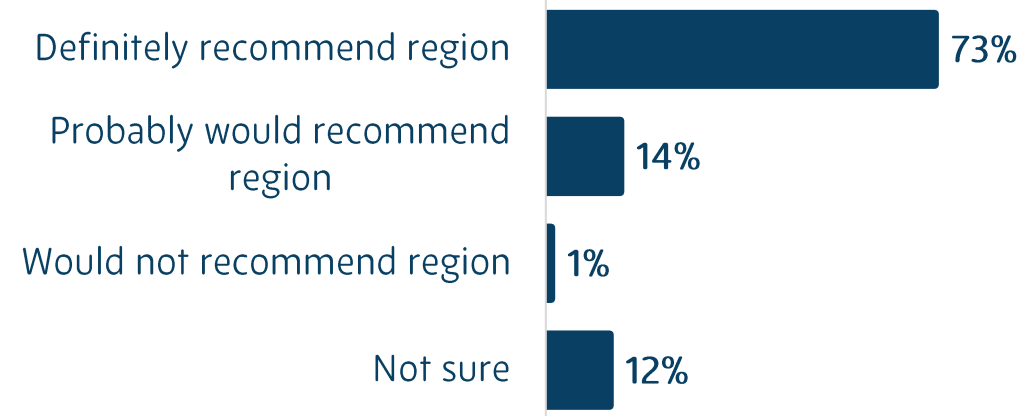
# RECOMMENDING MAINE & ITS REGIONS

- » **97%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **87%** 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



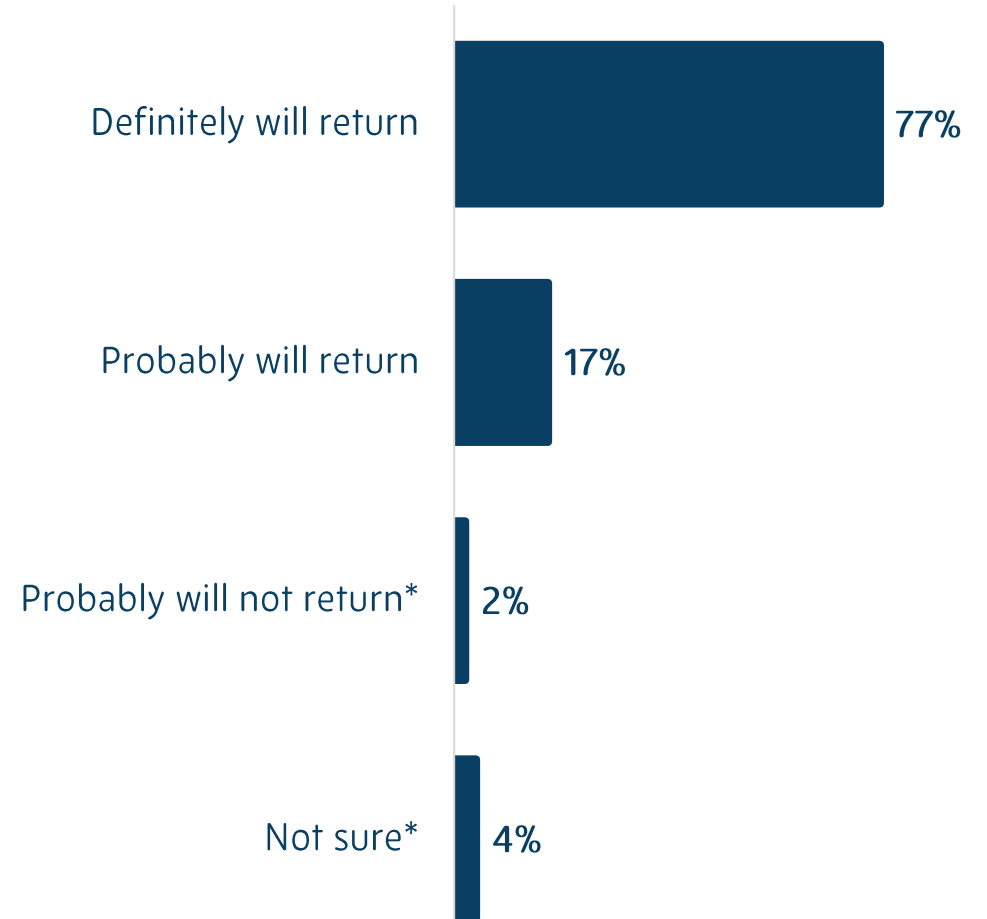
## Likelihood of Recommending Region Visited





# LIKELIHOOD OF RETURNING TO MAINE

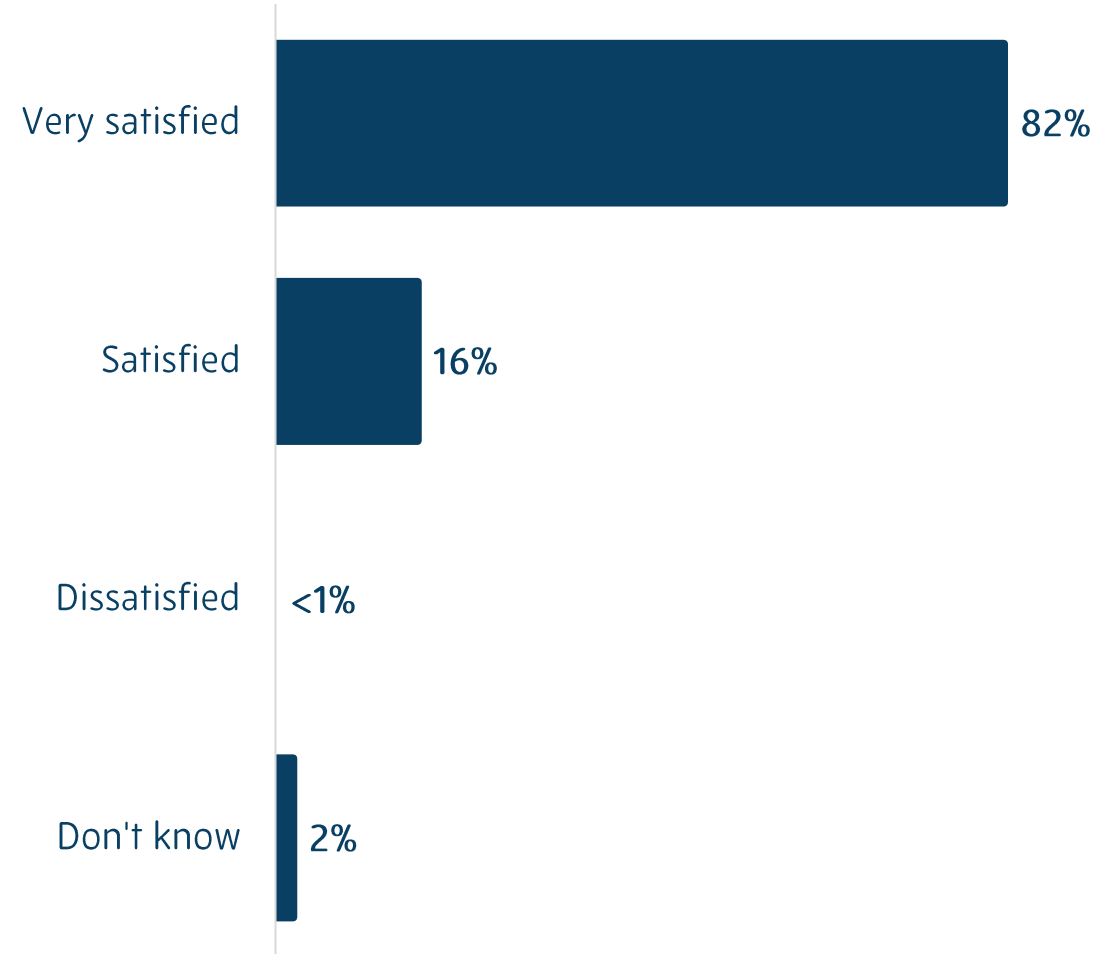
» **94%** of visitors will return to Maine for a future visit or vacation



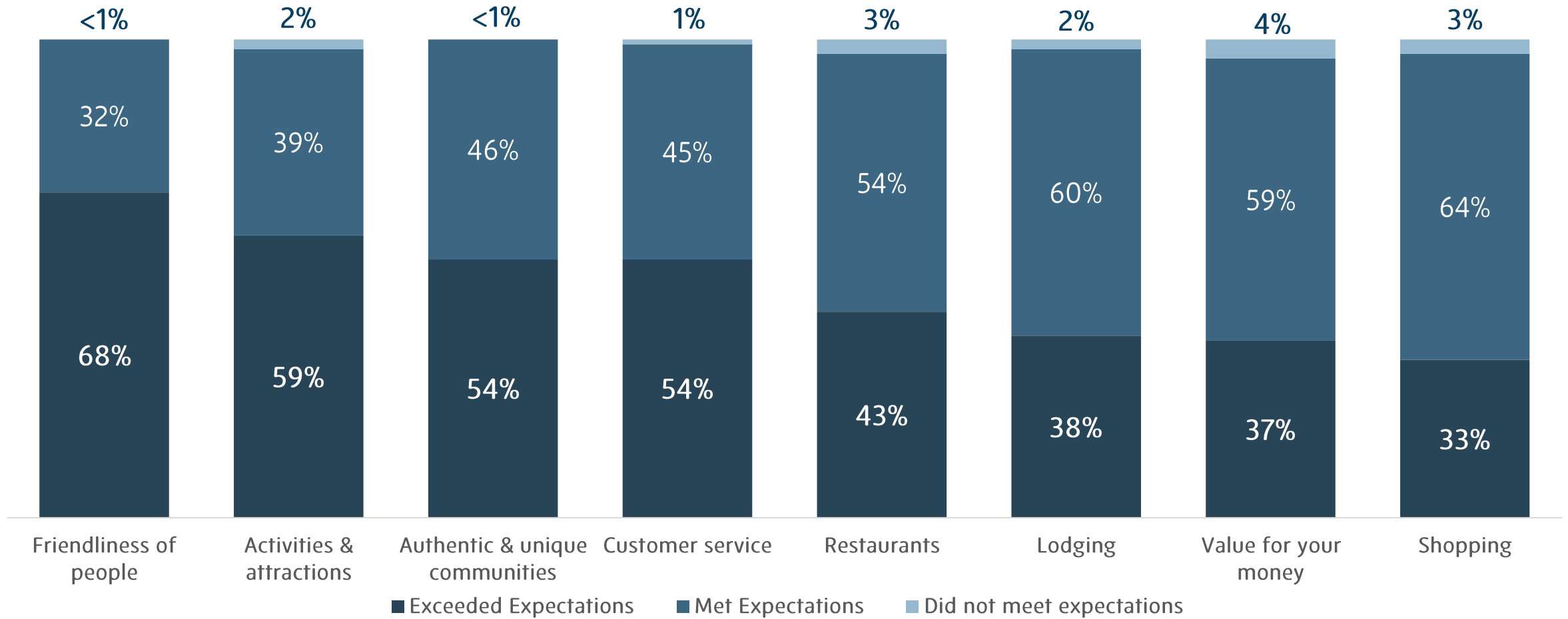
\*6% of all visitors are not sure or will probably not return to Maine for the following reasons:  
1. Once is enough to see and do everything. 2. Prefer a variety of destinations. 3. Airline service is too limited or too expensive.

# SATISFACTION

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

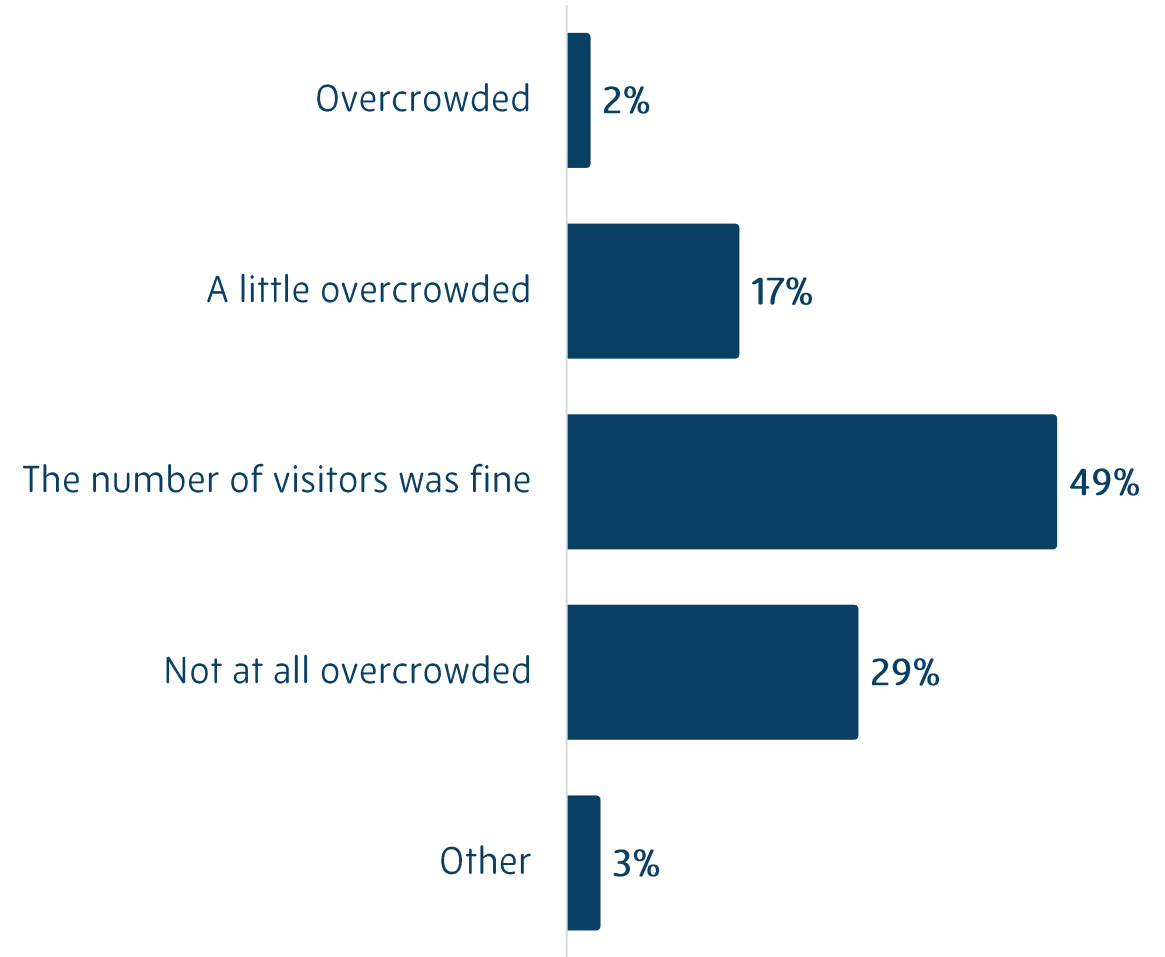


# TRIP RATINGS



# OVERCROWDING

- » Nearly **half** thought the number of visitors was fine
- » Nearly **3 in 10** visitors thought Maine was not at all overcrowded



# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

344 interviews were completed with visitors to the Maine Highlands online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas, and events between May 1<sup>st</sup>, 2024, and August 31<sup>st</sup>, 2024.



# MAINE HIGHLANDS

## 2024 Summer Visitor Tracking Report

May 2024 – August 2024

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