

# MIDCOAST & ISLANDS

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.



- Planning cycle
- Planning sources
- Reasons for visiting
- Other considered destinations
- Exposure to advertising
- Advertising sources

- Visitor origin
- Travel party composition
- Visitor demographics
- Previous visits

- Visitor transportation
- Nights stayed
- Accommodations
- Booking methods
- Trip resources
- Visitor activities
- Expectations vs. experience
- Visitor spending
- Included amenities
- Other areas visited

- Recommending Maine
- Satisfaction with trip
- Likelihood of returning
- Trip ratings

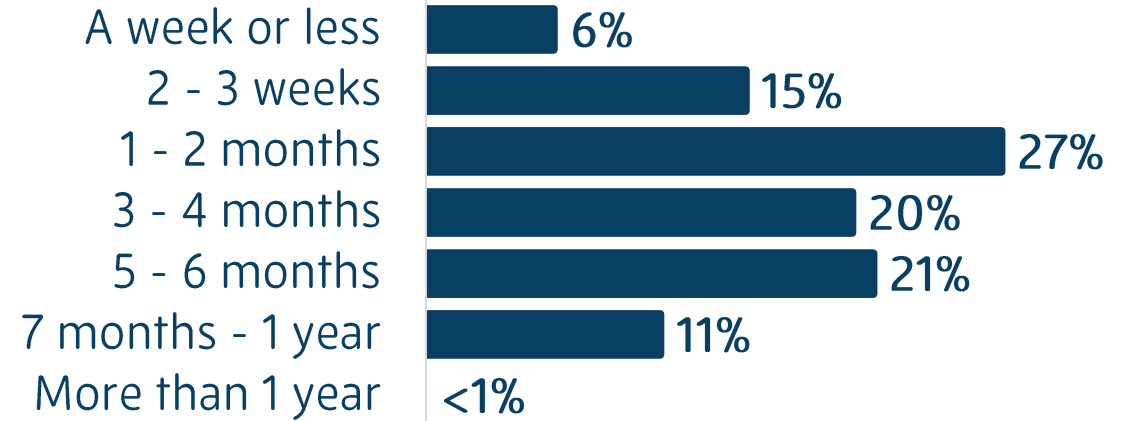
# VISITOR JOURNEY: PRE-VISIT



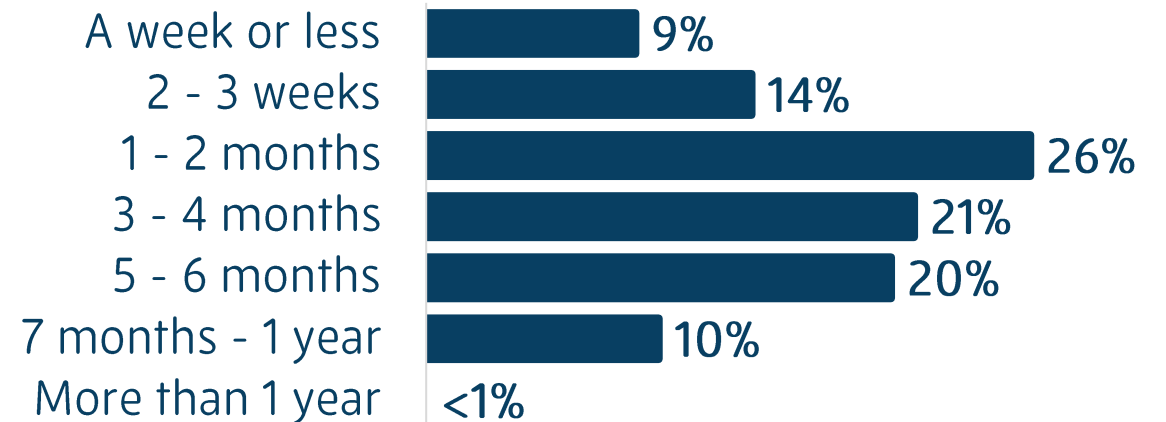
# TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **63 days** in advance
- » **79%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **61 days** in advance
- » **49%** of visitors have a booking window of less than 3 months

## Beginning of Trip Planning Cycle

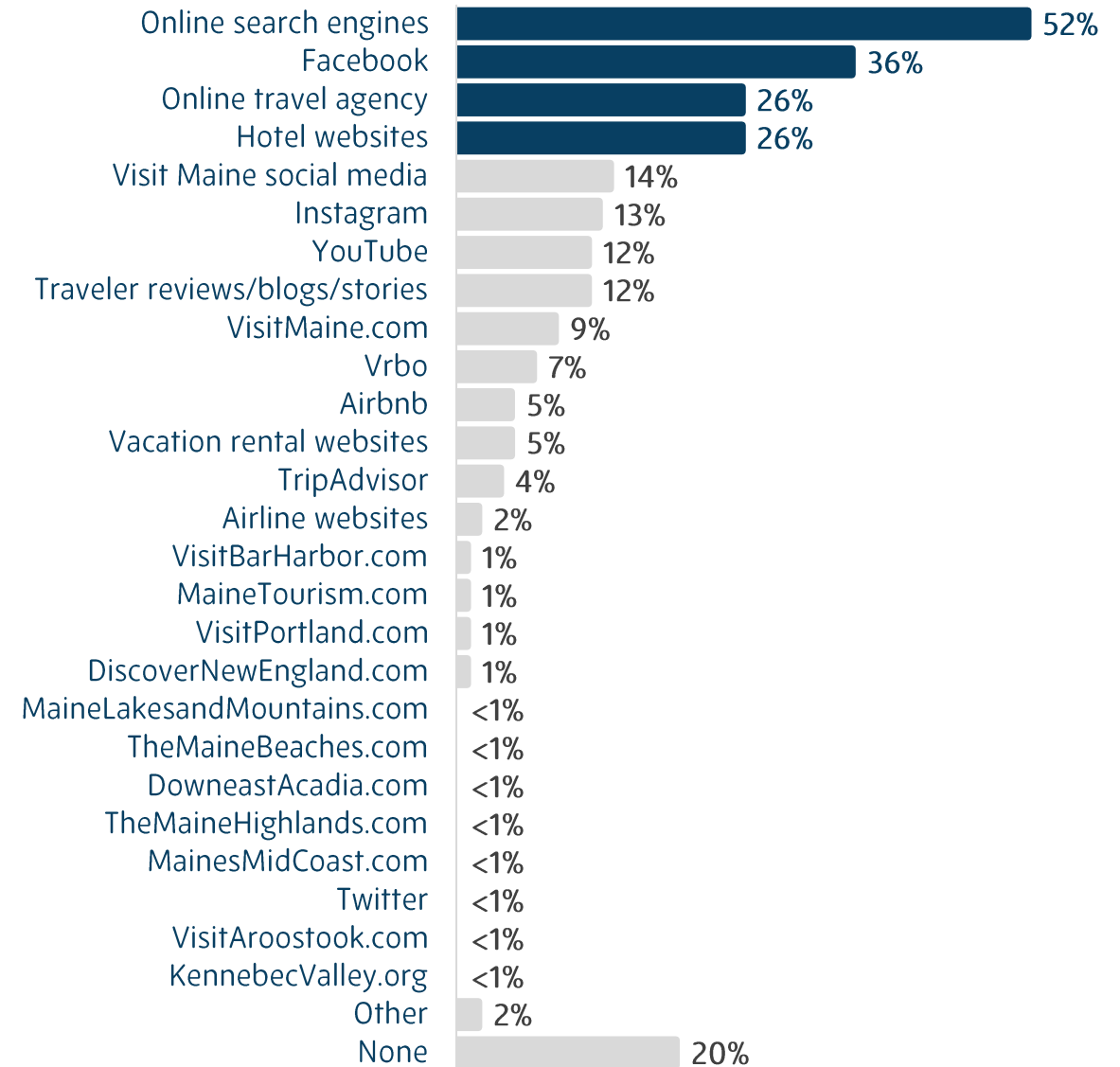


## Booked Accommodations/Made Trip Decisions



# ONLINE TRIP PLANNING SOURCES\*

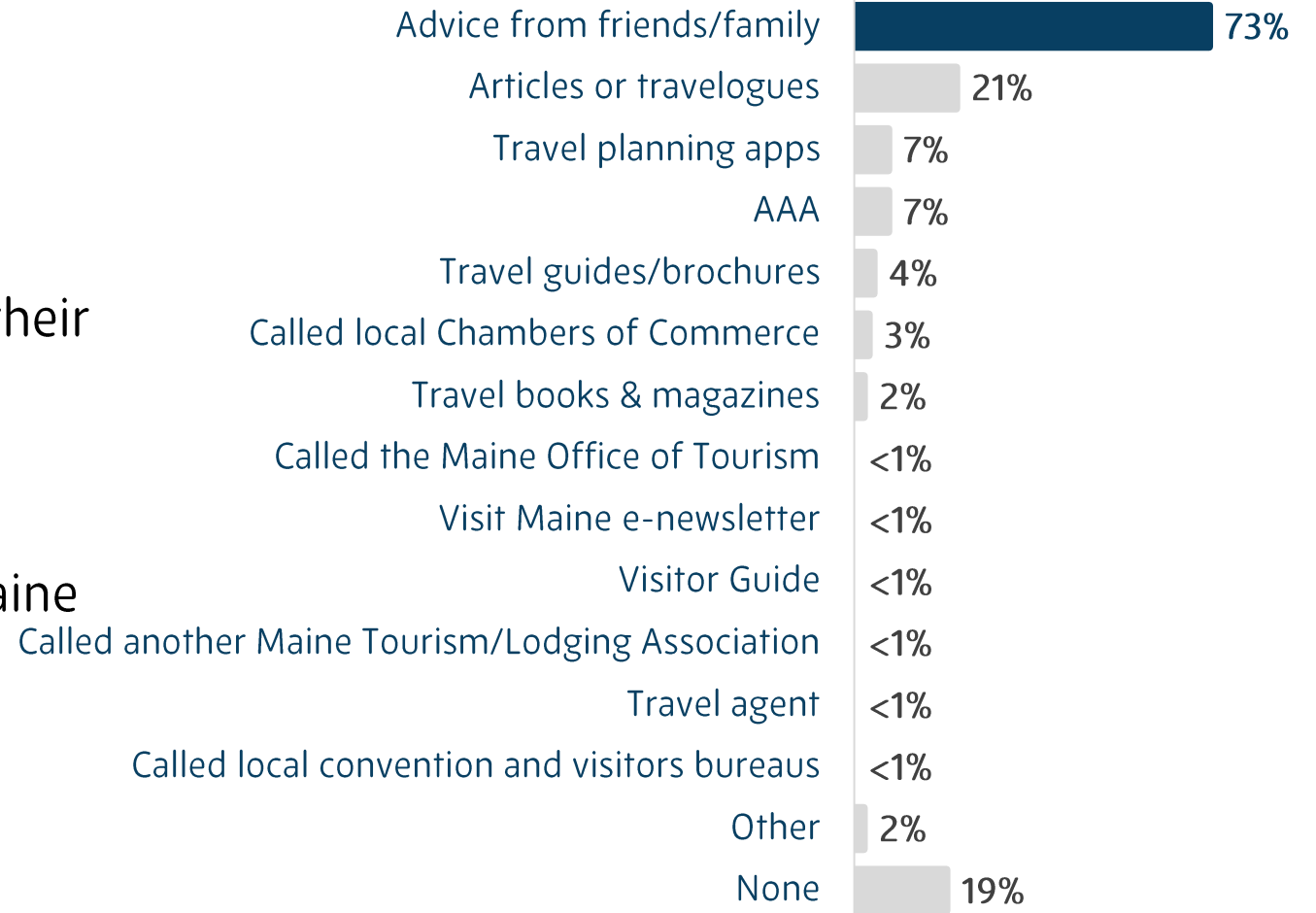
- » **4 in 5** visitors used one or more online resources to help them plan their trip in Maine
- » Over **half** of visitors used an online search engine, such as Google, to help them plan their trip in Maine



\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

- » Nearly **3 in 4** visitors relied on advice from their friends and family to help them plan their trip in Maine
- » Nearly **1 in 5** 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 to visit friends and relatives

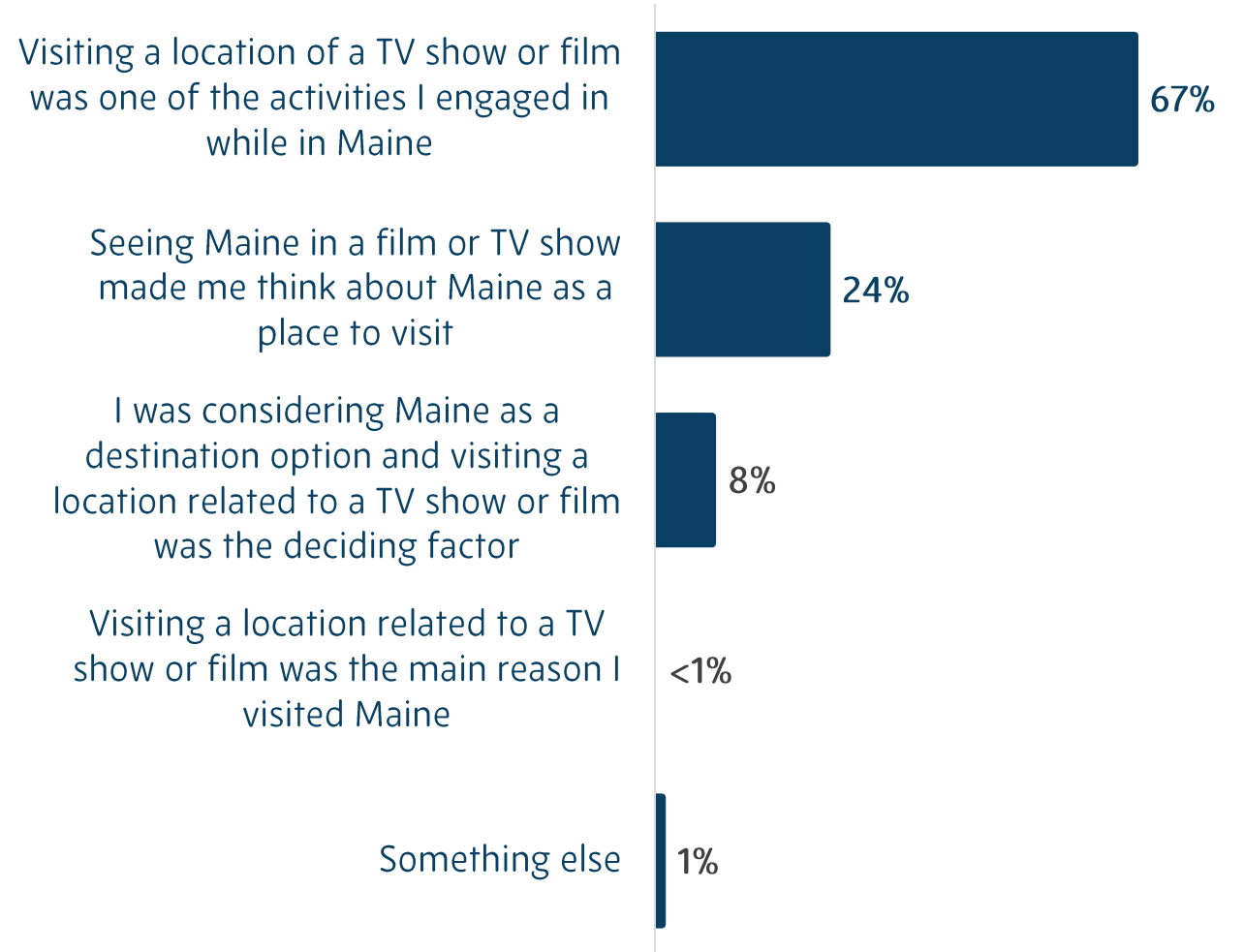


\*Multiple responses permitted.

# TV SHOWS & FILM\*

- » **6%** of visitors said a TV show or film inspired their trip to Maine
- » **67%** of visitors who were inspired by a TV show or film reported visiting a location of a TV show or film while in Maine
- » **18%** 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: 6% of visitors who were inspired by a TV show or film

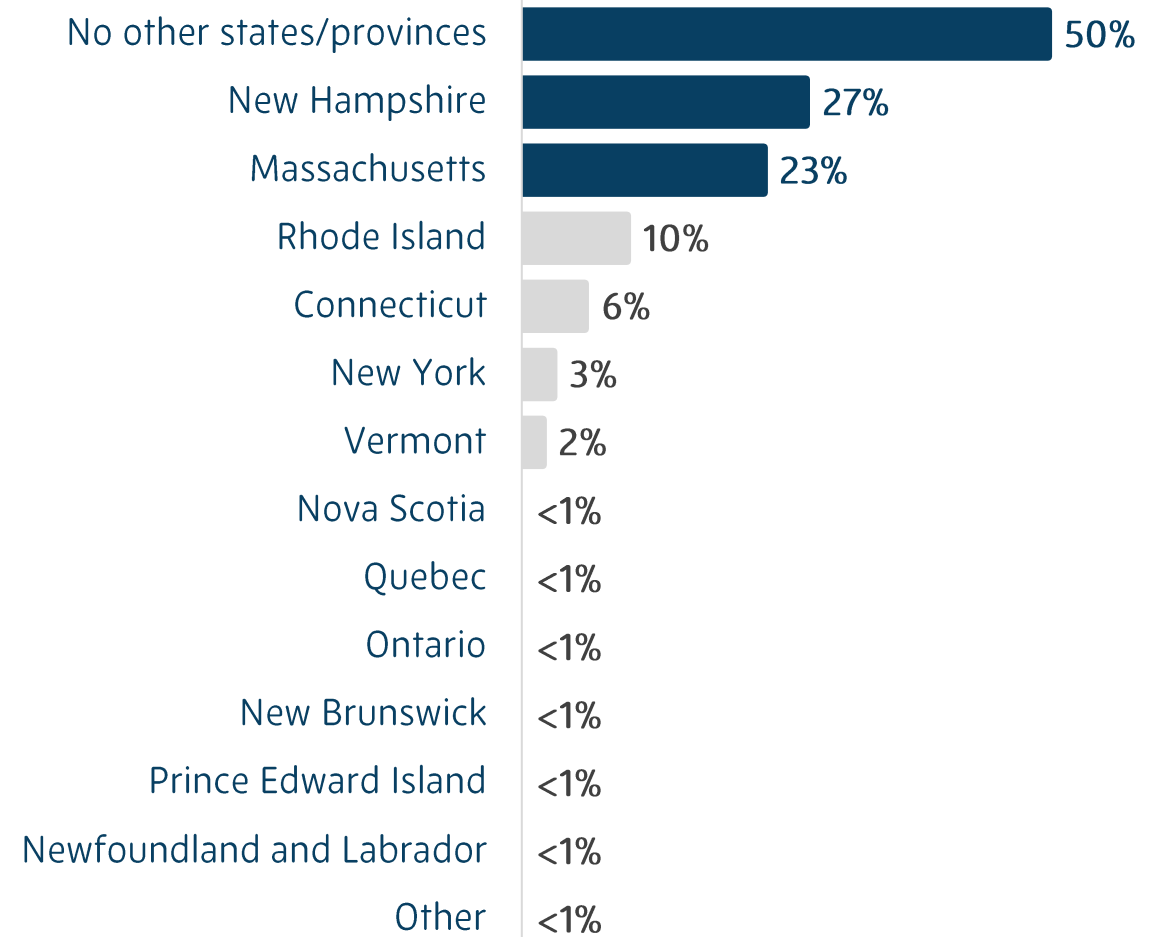


\*Questions were not asked until January 2024.



# OTHER STATES & PROVINCES CONSIDERED\*

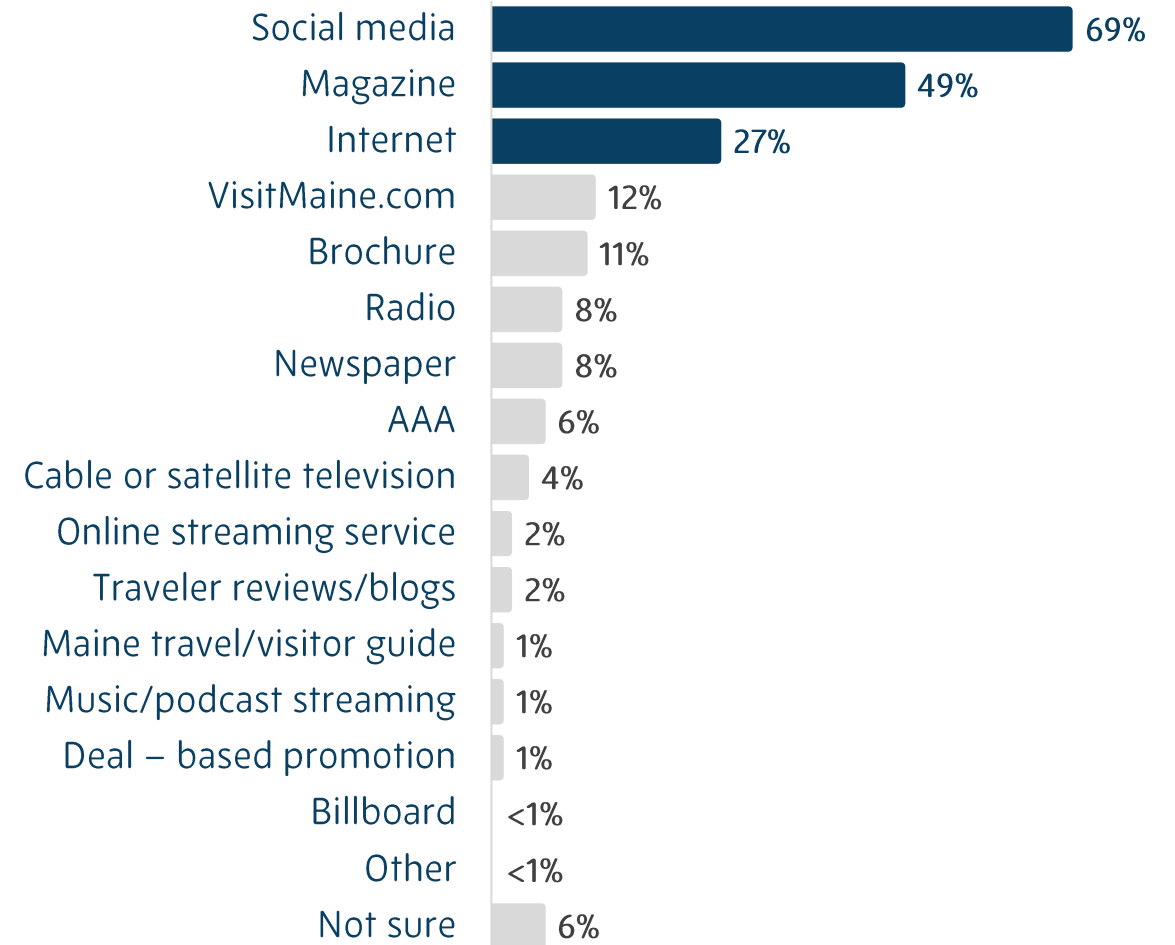
- » Half of visitors considered visiting **ONLY** Maine while planning their trips
- » Visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



# PRE-TRIP RECALL OF ADVERTISING\*

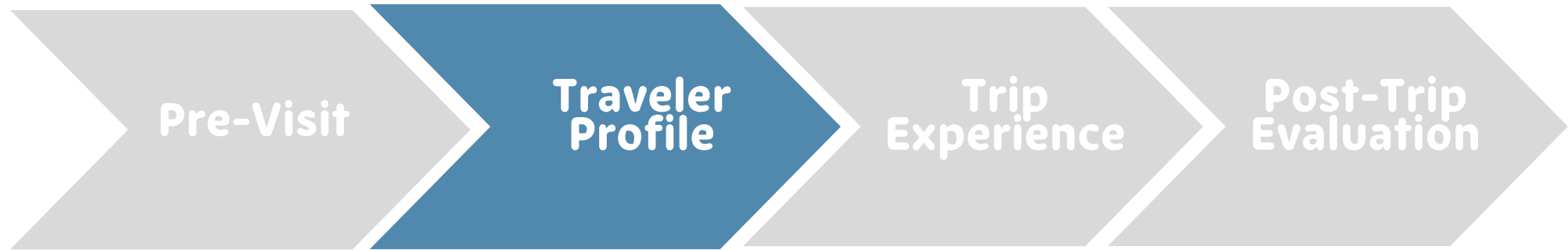
- » Over **half** of visitors noticed advertising or promotions for Maine prior to their trip
- » Visitors who recalled this advertising primarily saw it on social media
- » This information influenced **41% of all** visitors to visit Maine

Base: 53% of visitors who noticed advertising

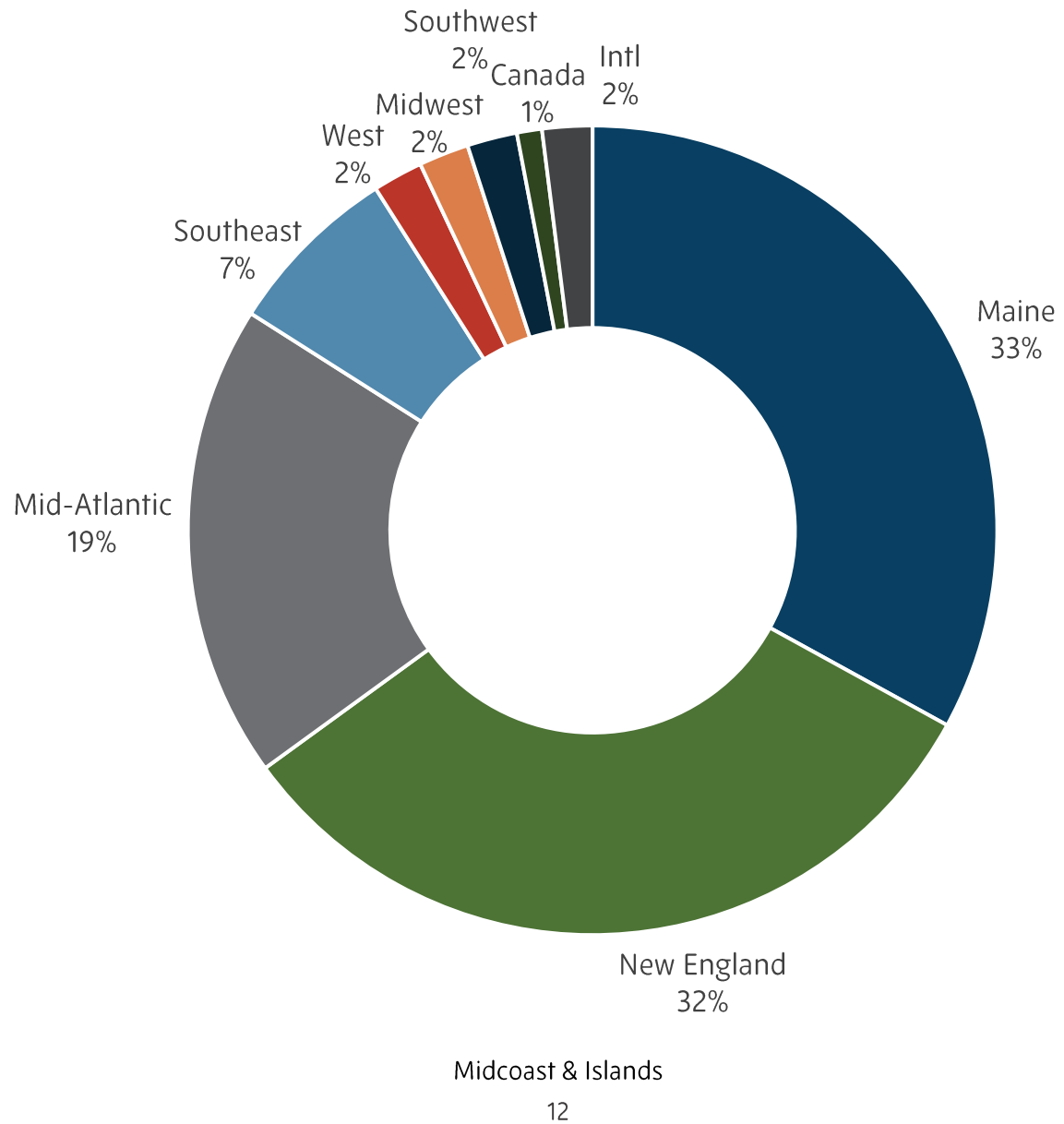


\*Multiple responses permitted.

# VISITOR JOURNEY: TRAVELER PROFILE



# VISITOR ORIGINS



# TOP ORIGIN STATES & PROVINCES

- » **86%** of visitors traveled to/within Maine from 11 U.S. states and Canadian provinces
- » **1 in 3** visitors were residents of Maine traveling throughout the state

State	Percent
Maine	33%
Massachusetts	15%
Connecticut	7%
New Hampshire	6%
New Jersey	6%
New York	5%
Florida	4%
Pennsylvania	3%
Maryland	3%
Virginia	2%
Rhode Island	2%

# TOP ORIGIN MARKETS

- » Nearly **47%** of visitors traveled from **11** U.S. markets
- » **10%** of visitors traveled to Maine from Boston

Market	Percent
Boston	10%
New York City <sup>1</sup>	7%
Portland, ME	5%
Augusta	5%
Washington DC - Baltimore <sup>2</sup>	4%
Waterville	4%
Belfast	4%
Auburn - Lewiston	2%
Philadelphia	2%
Providence, RI	2%
Camden - Rockland	2%

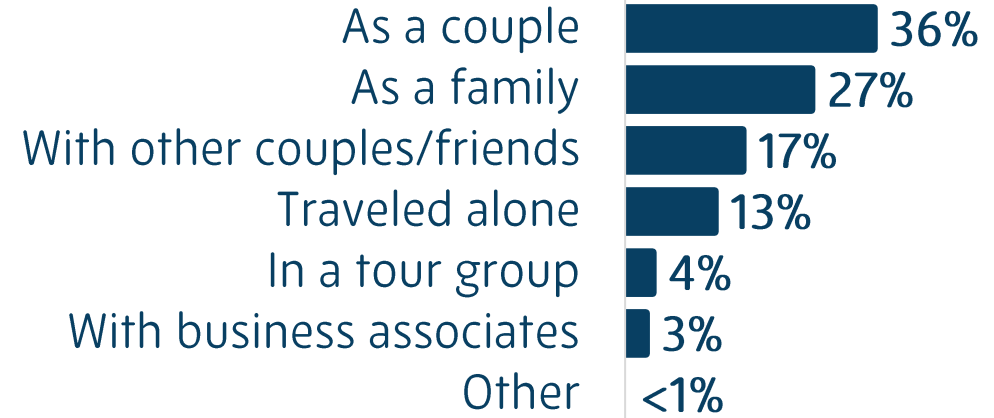
<sup>1</sup>Includes some markets in New Jersey, Pennsylvania, and Connecticut.

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

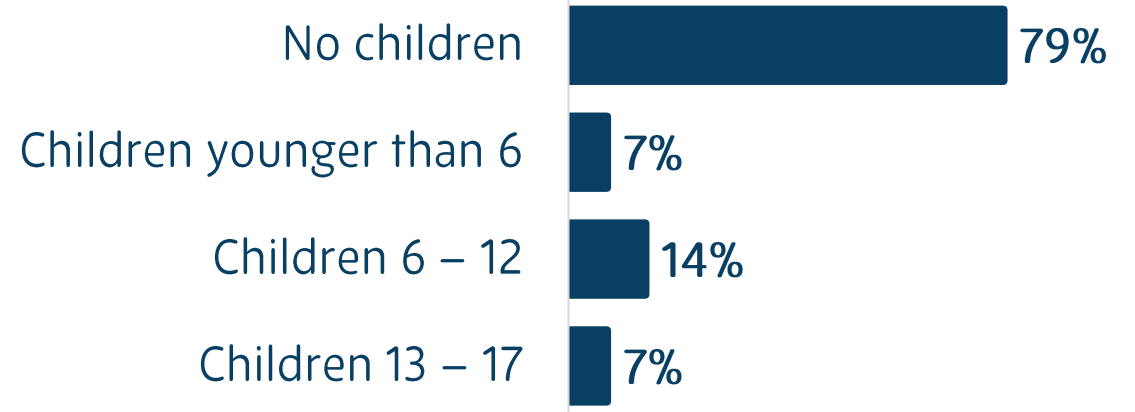
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of 3.2 people
- » Over 1 in 3 visitors traveled as a couple
- » Over 1 in 4 traveled as a family
- » 21% of visitors traveled with one or more children in their travel party

## Travel Party Composition



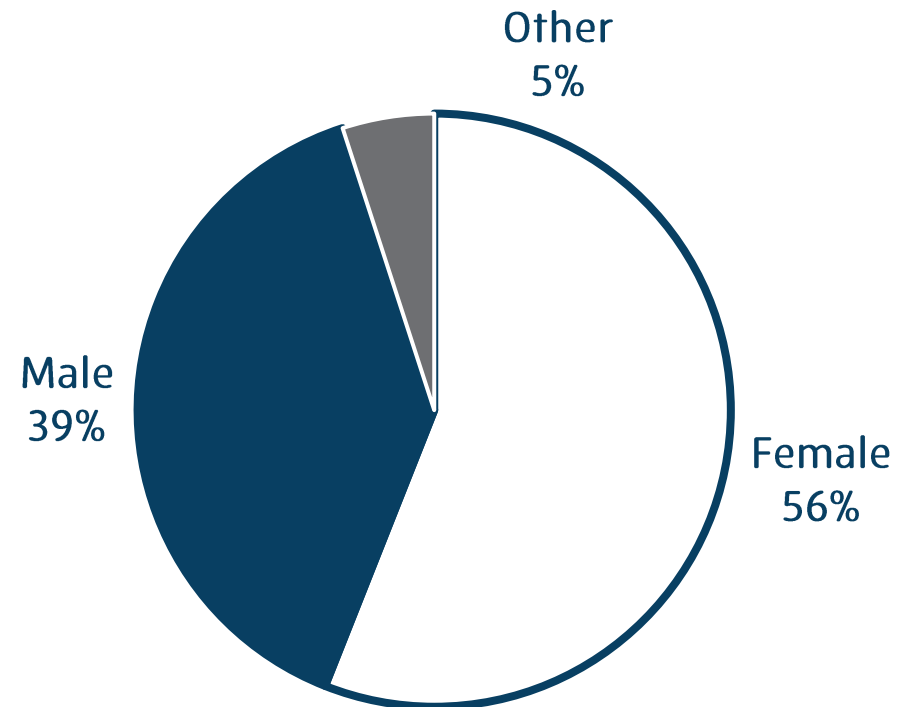
## Children in Travel Party\*



\*Multiple responses permitted.

# GENDER

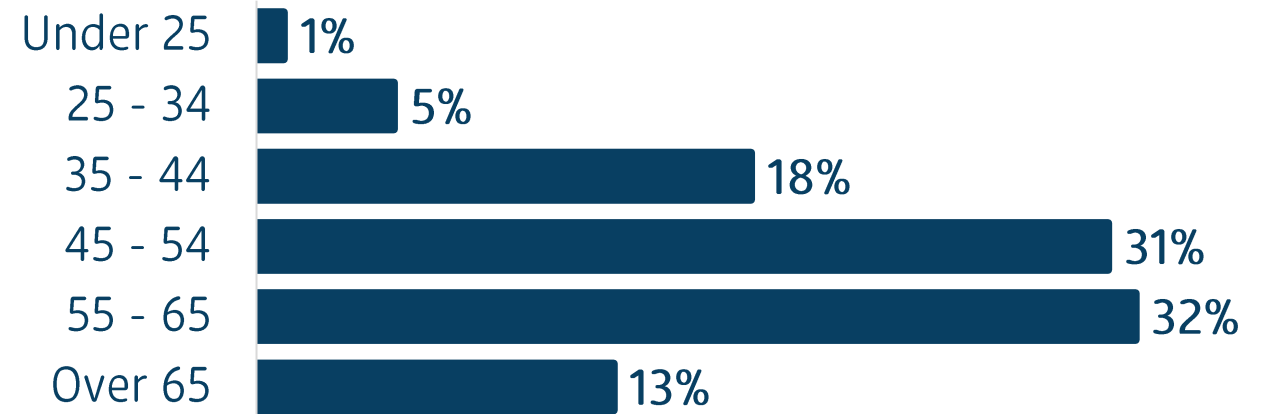
» Nearly **3 in 5** visitors to Maine interviewed were females





# AGE

» The average age of visitors to Maine is **53** years old



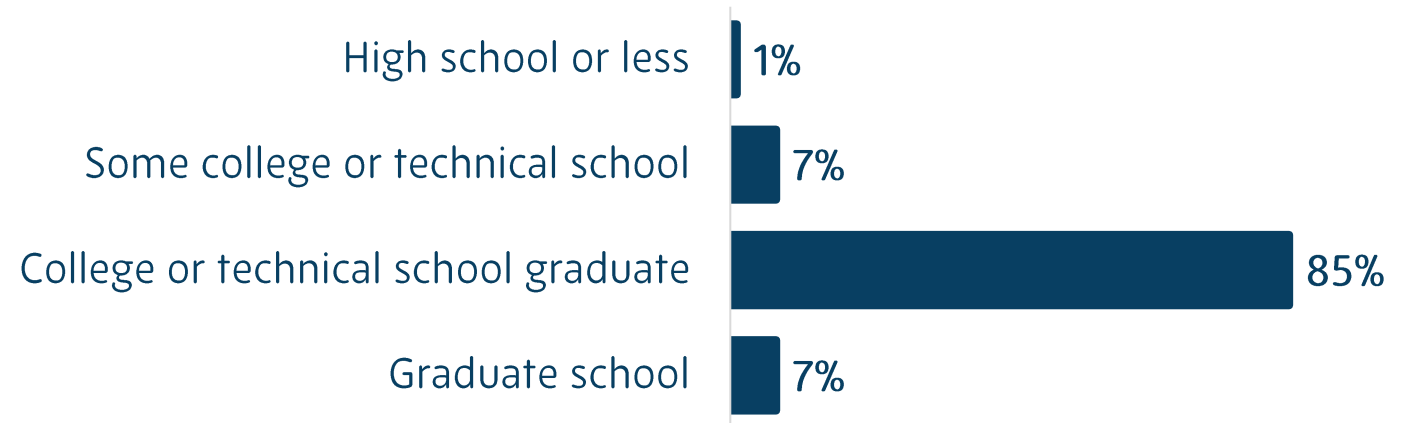
# RACE & ETHNICITY

» Nearly 9 in 10 visitors to Maine were white



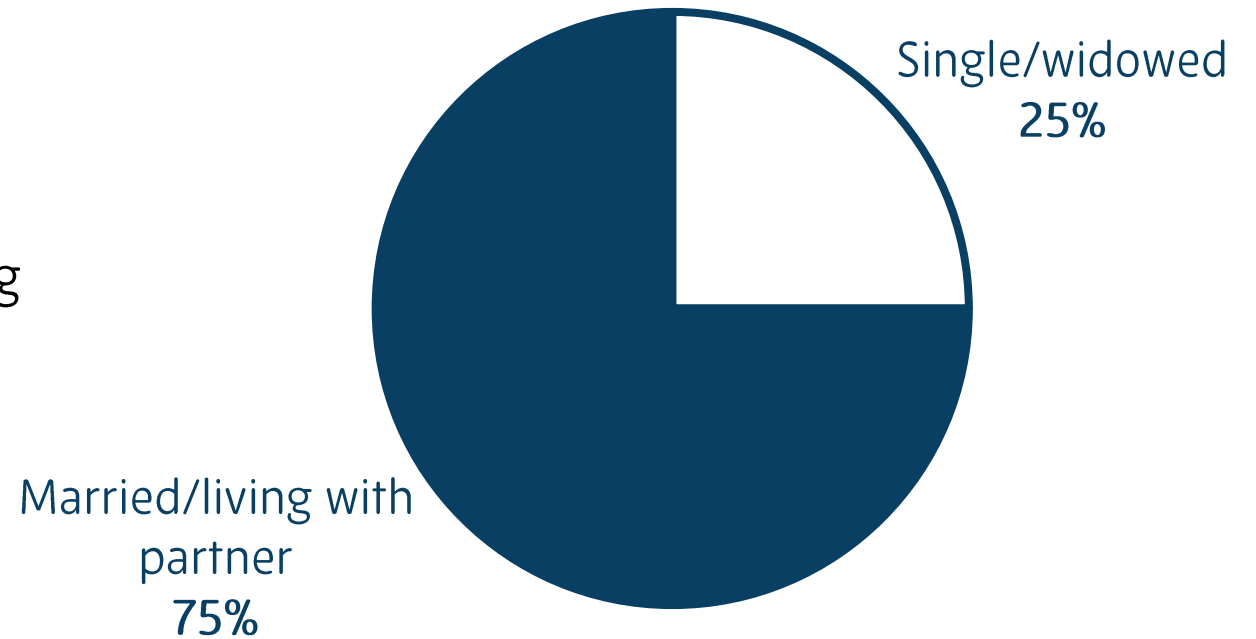
# EDUCATIONAL ATTAINMENT

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



# MARITAL STATUS

» 3 in 4 visitors to Maine were married or living with their partner



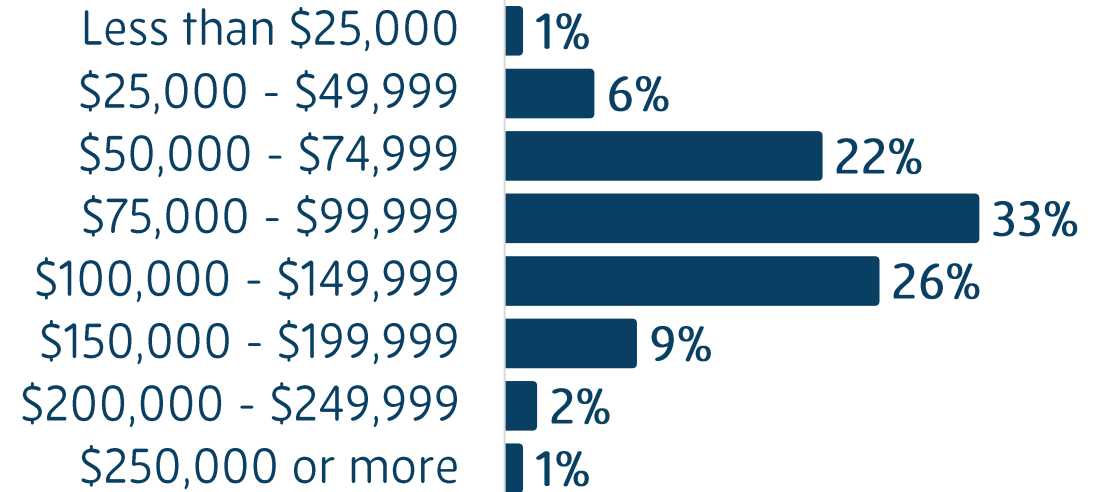
# EMPLOYMENT STATUS

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



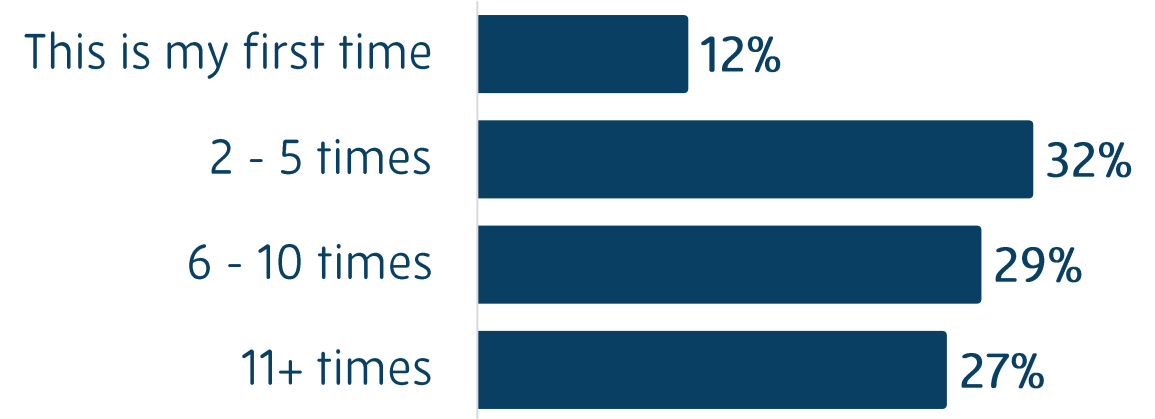
# HOUSEHOLD INCOME

- » The average household income of visitors to Maine is **\$90,900** per year
- » **38%** of visitors to Maine earned more than \$100,000 per year

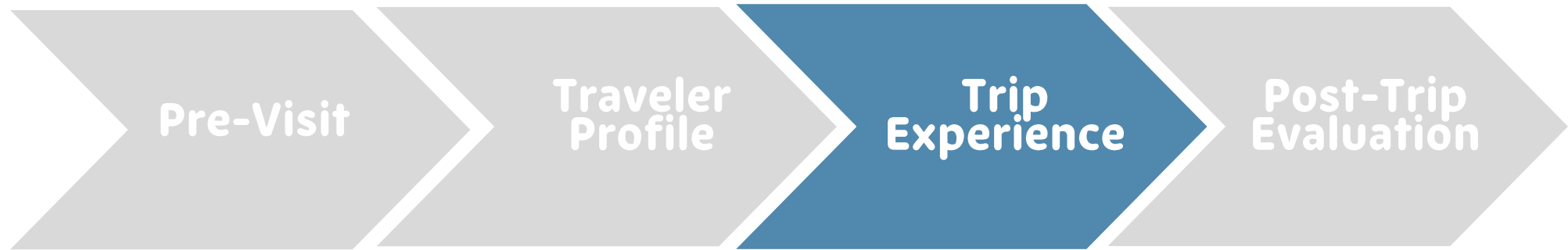


# NEW & RETURNING VISITORS

- » 12% of visitors were traveling in Maine for the first time
- » Maine has high repeat and loyal visitors, as 27% had previously traveled in Maine more than 10 times



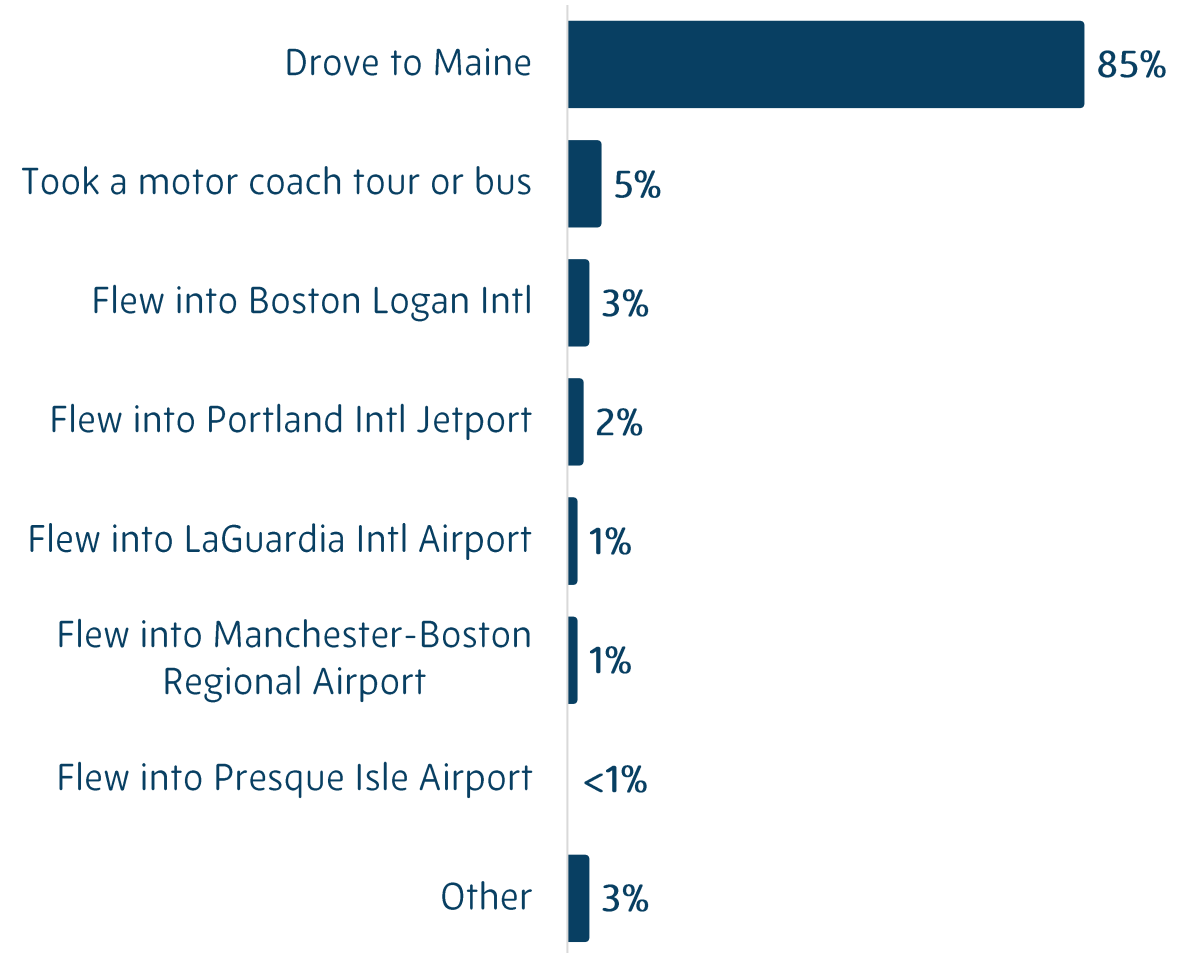
# VISITOR JOURNEY: TRIP EXPERIENCE





# MODES OF TRANSPORTATION

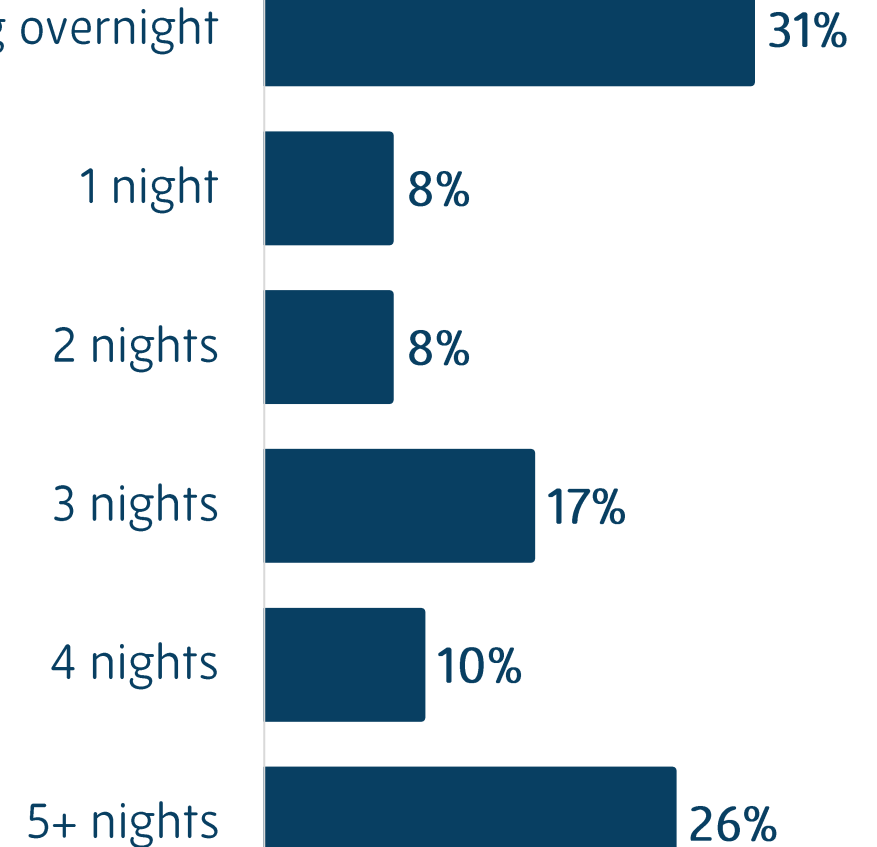
- » Maine is a drive-market for most visitors, with **85%** choosing to travel by car over plane, motor coach/bus, or train
- » Most visitors who flew to Maine arrived at Boston Logan International Airport



# NIGHTS STAYED

- » **69%** 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 **4.1** nights in Maine on their trips

Not staying overnight

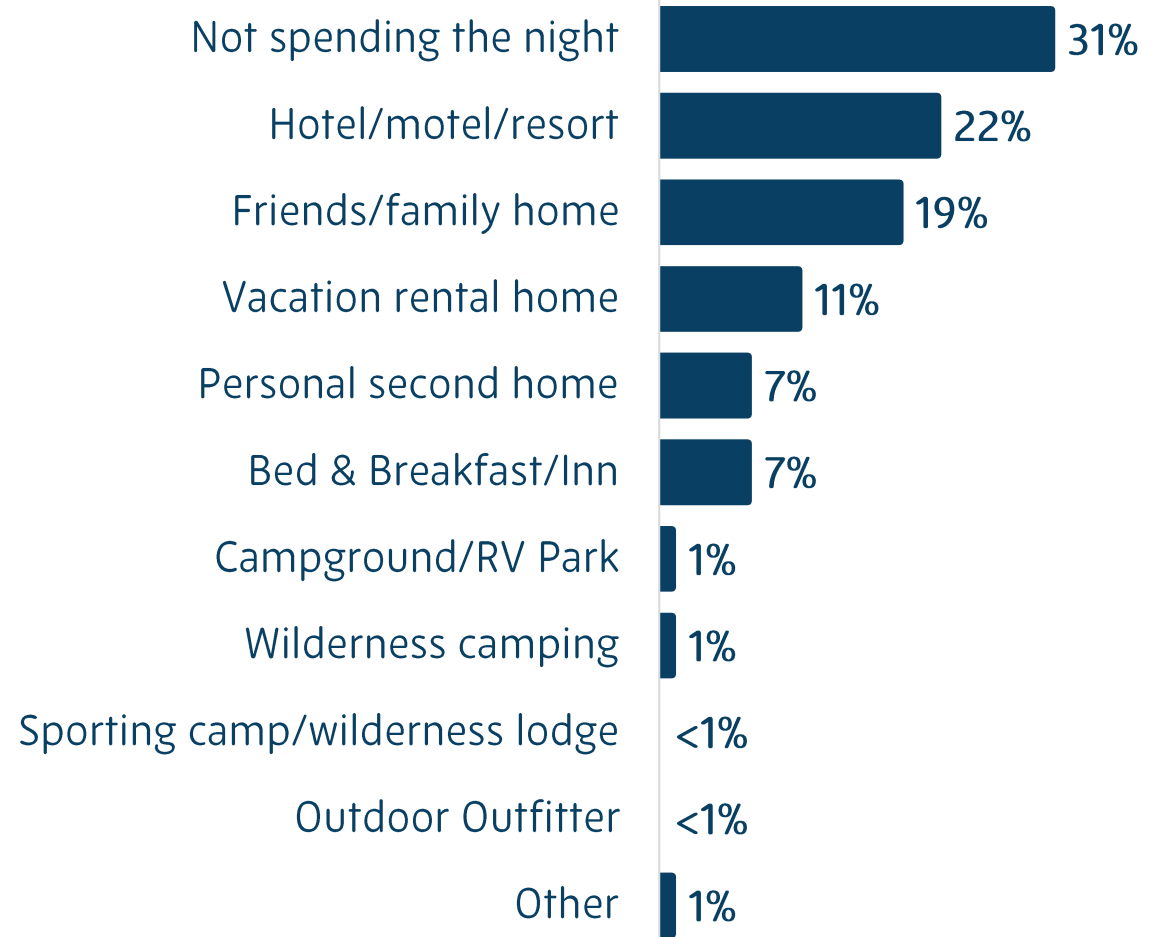


\*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Midcoast & Islands

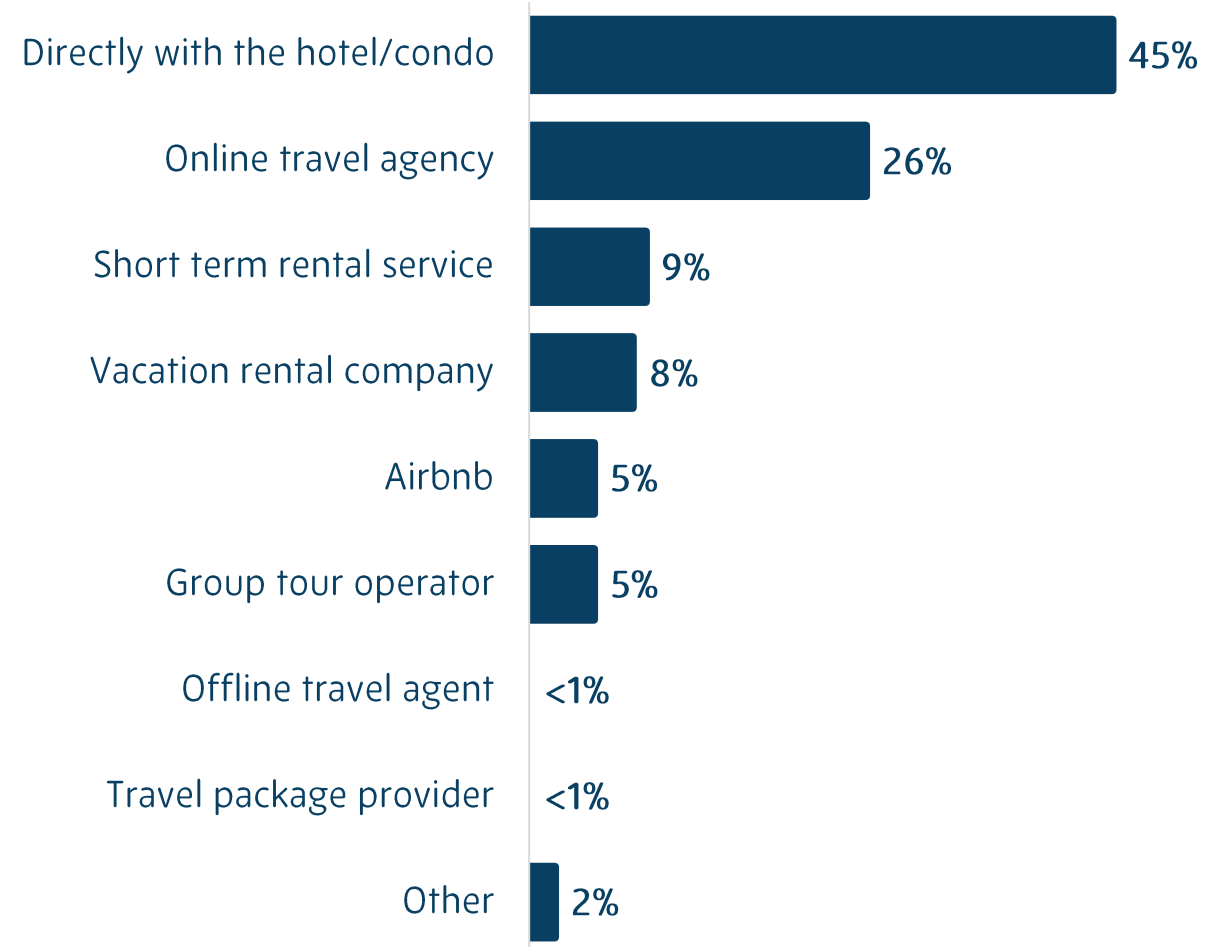
# ACCOMMODATIONS

- » Over **3 in 10** visitors came to Maine just for the day
- » Over **1 in 5** visitors stayed overnight at a hotel/motel/resort



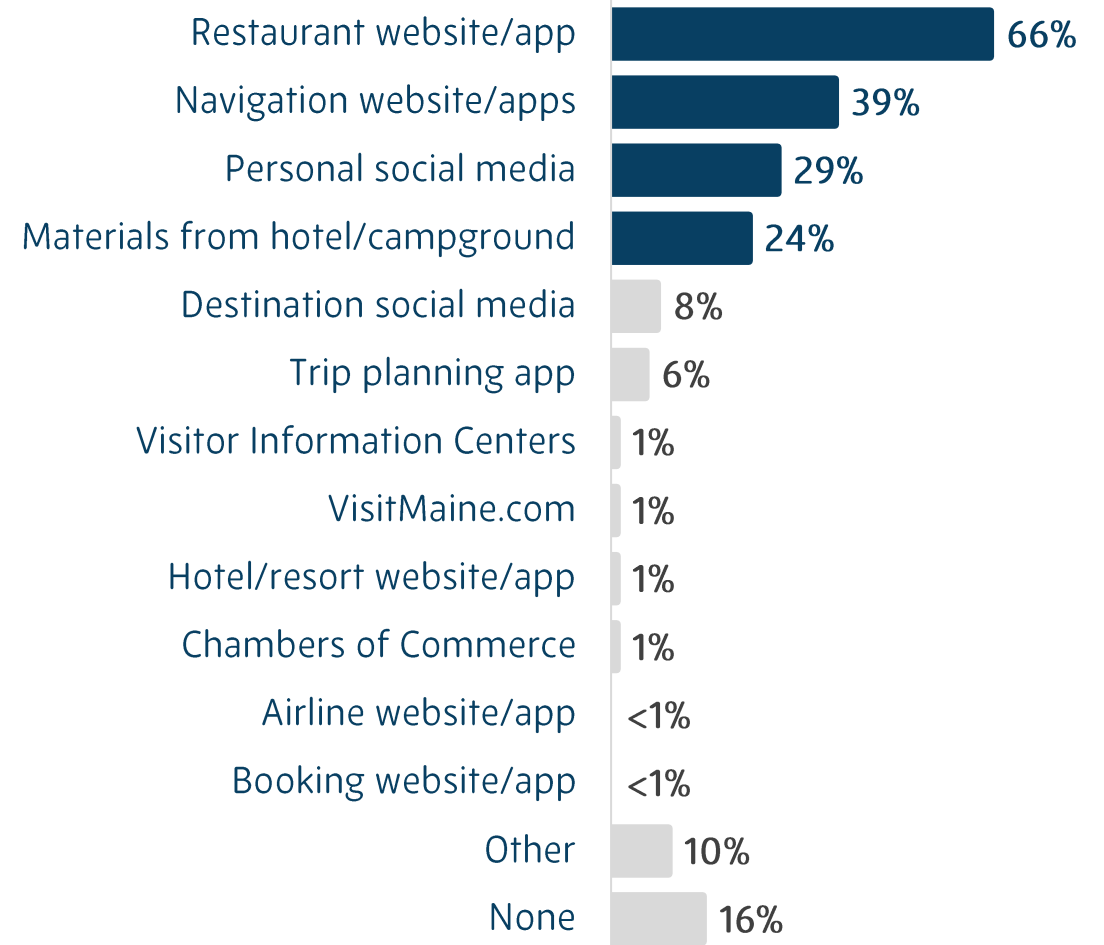
# BOOKING METHODS

» Nearly **half** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo



# IN-MARKET VISITOR RESOURCES\*

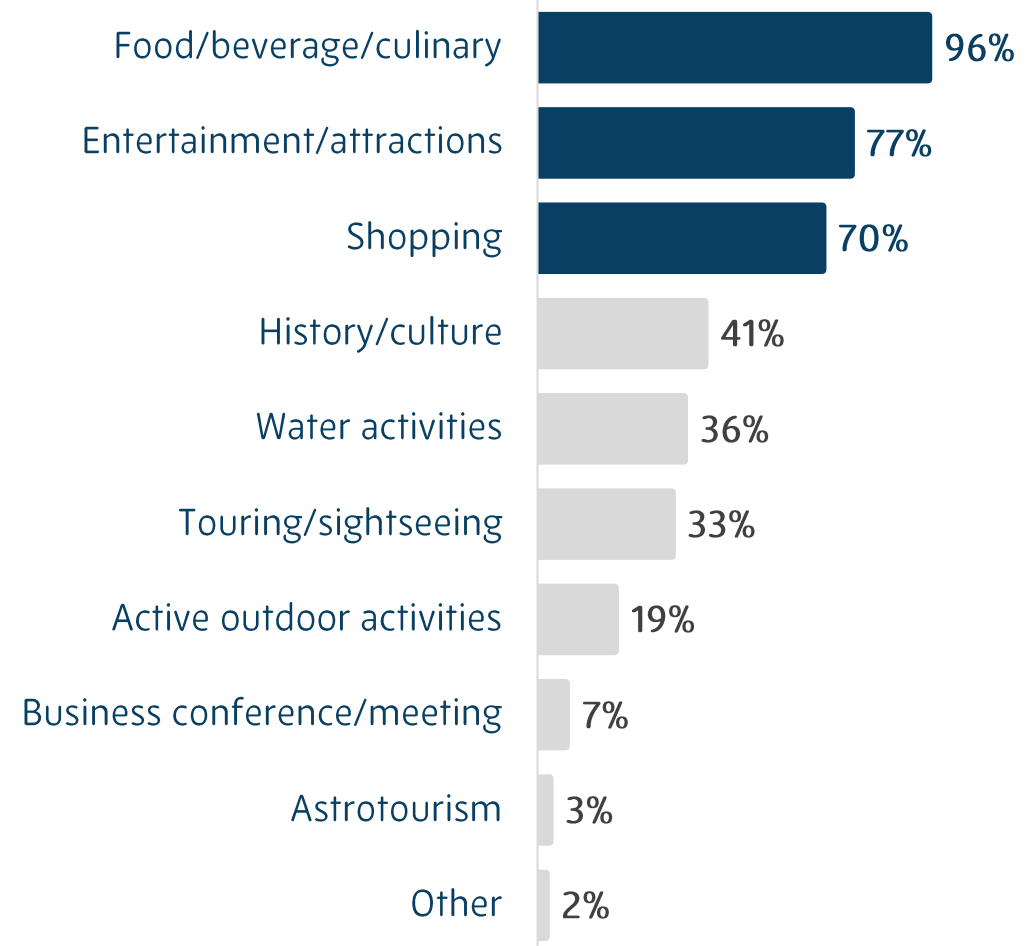
- » Visitors were most likely to rely on restaurant websites/apps to plan activities in-market
- » Nearly **2 in 5** visitors used navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » **1 in 6** visitors did not use any resources to plan activities while they were in-market



\*Multiple responses permitted.

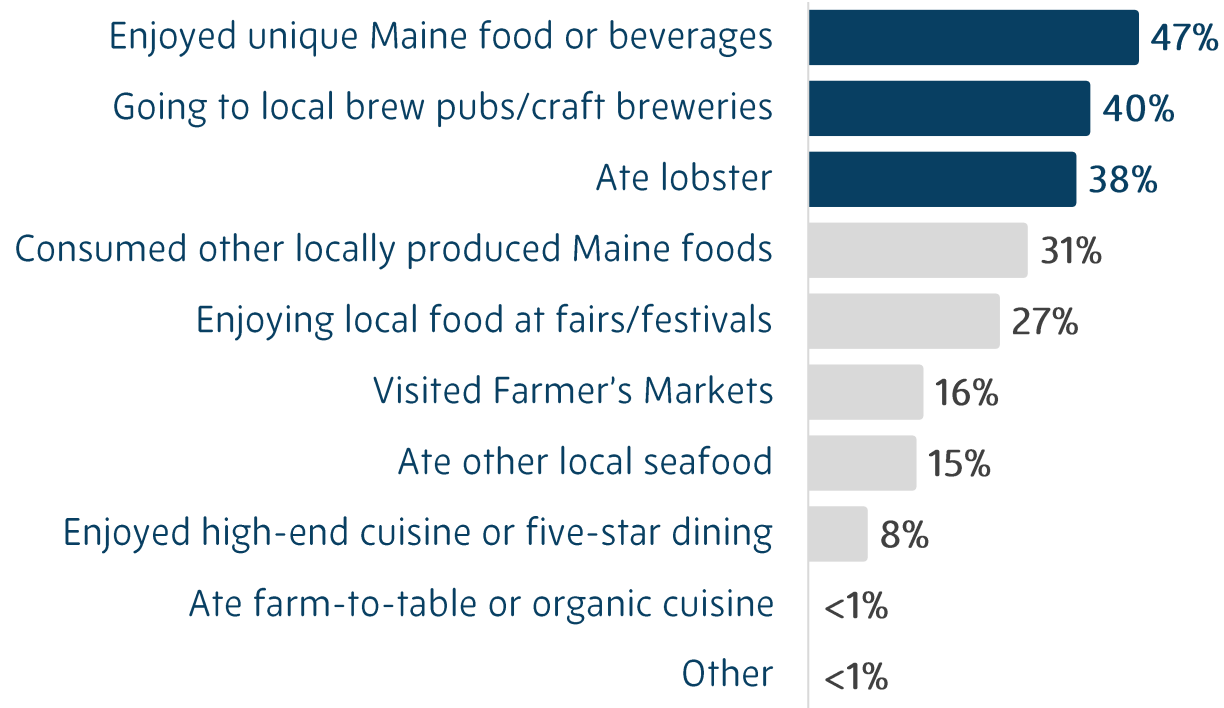
# VISITOR ACTIVITIES\*

- » **96%** of visitors engaged in food/beverage/culinary activities during their trip to Maine
- » Over **3 in 4** visitors engaged in entertainment/attractions
- » **7 in 10** visitors went shopping during their trip



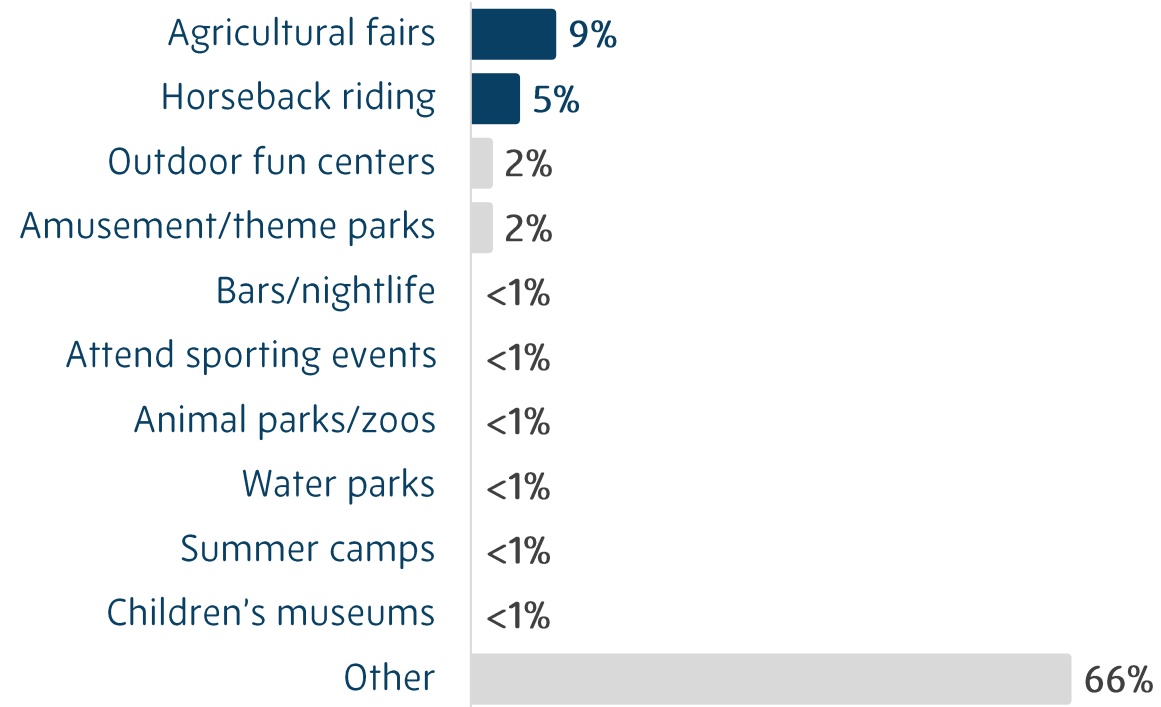
\*Multiple responses permitted.

# FOOD & BEVERAGE ACTIVITIES\*



\*Multiple responses permitted.

# ENTERTAINMENT ACTIVITIES\*



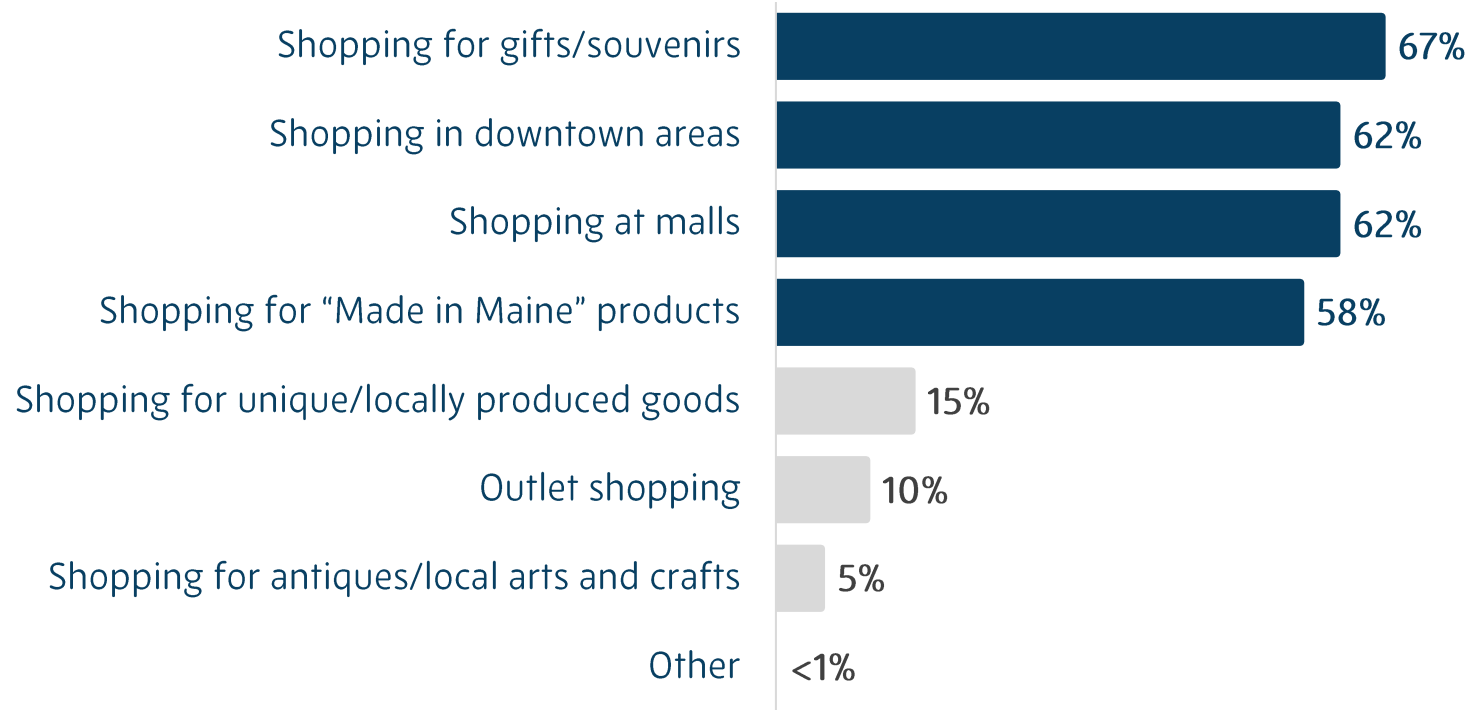
Midcoast & Islands

32

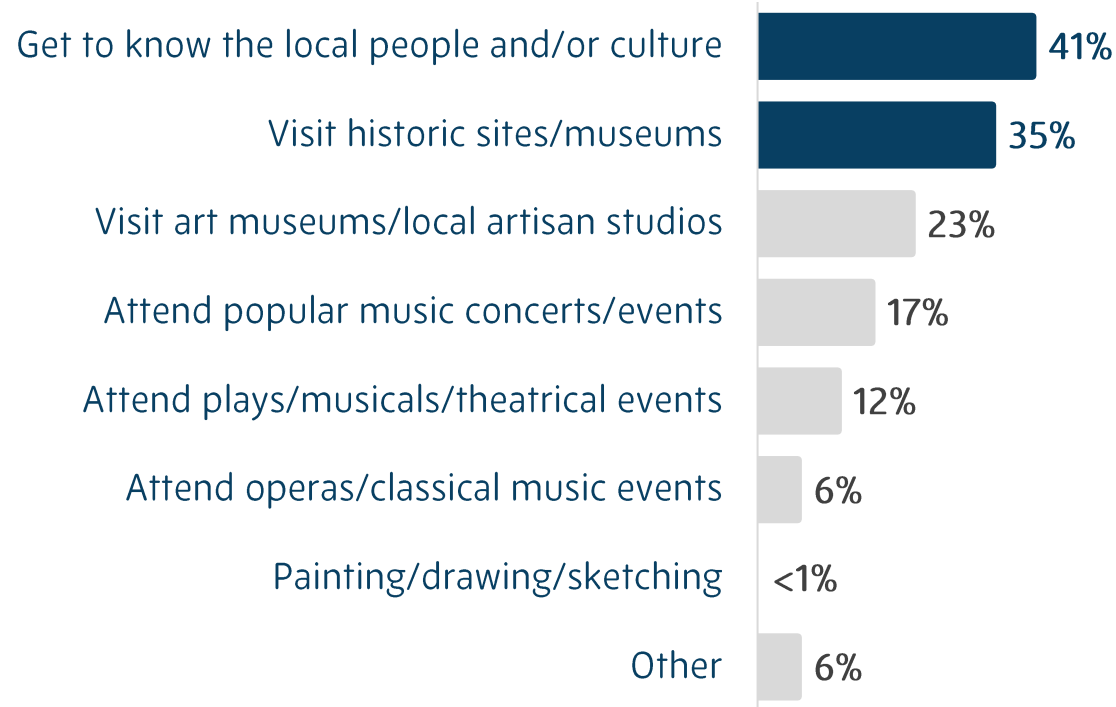
\*Multiple responses permitted.  
\*\*Other includes visiting the Botanical Gardens and special events.



# SHOPPING ACTIVITIES\*



# HISTORICAL & CULTURAL ACTIVITIES\*

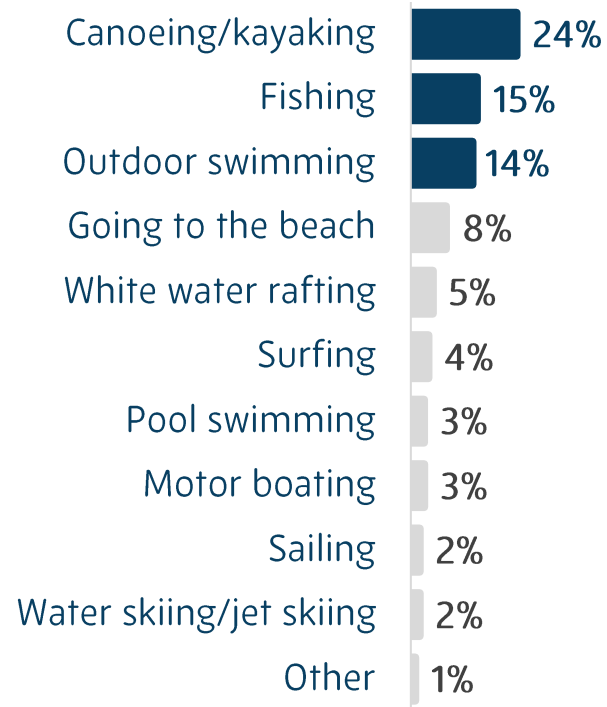


Midcoast & Islands

34

\*Multiple responses permitted.

# WATER ACTIVITIES\*

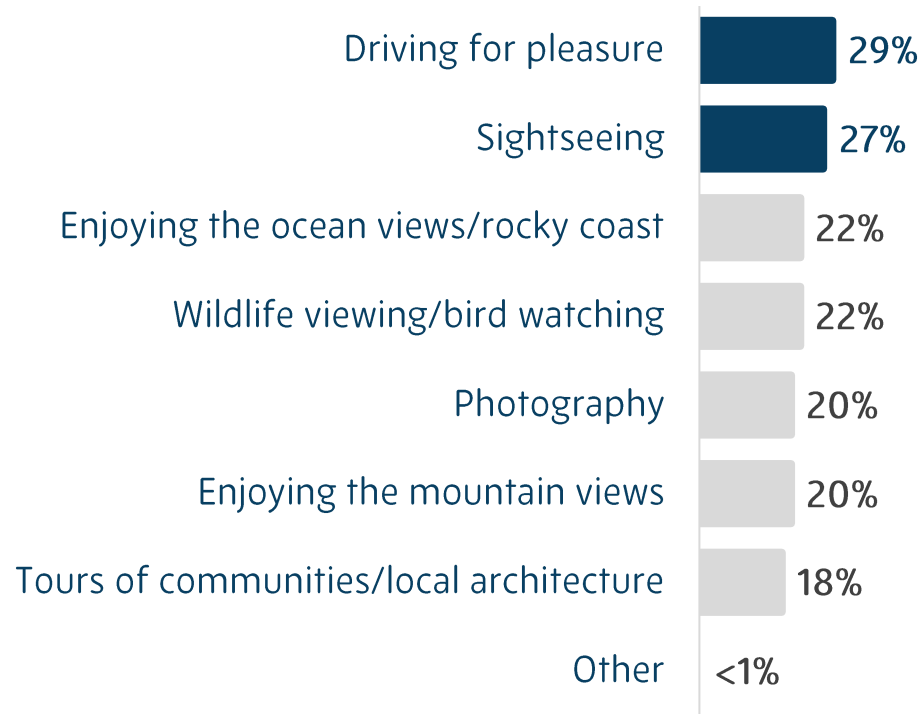


Midcoast & Islands

35

\*Multiple responses permitted.

# TOURING & SIGHTSEEING ACTIVITIES\*

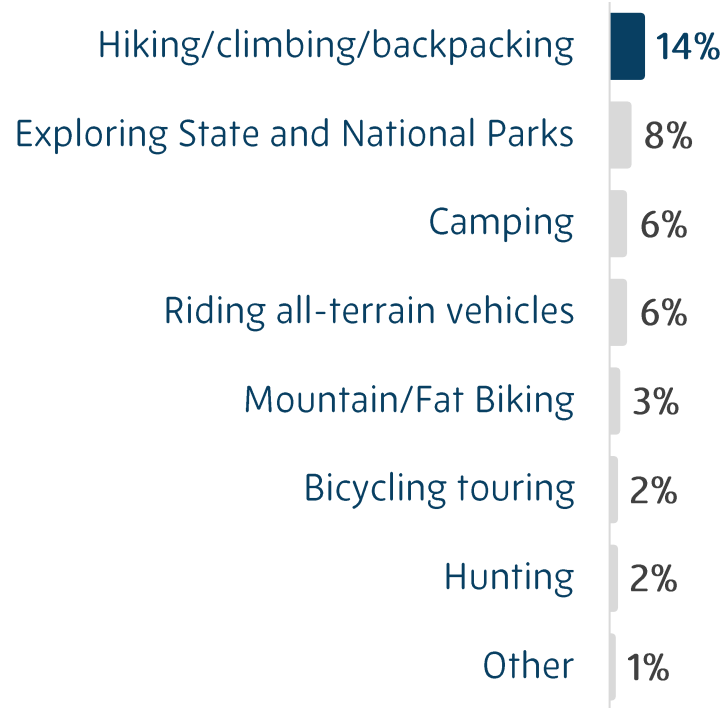


Midcoast & Islands

36

\*Multiple responses permitted.

# ACTIVE OUTDOOR ACTIVITIES\*



Midcoast & Islands

37

\*Multiple responses permitted.

# DAILY TRAVEL PARTY SPENDING

## All Visitors

---

Accommodations	\$215
Transportation	\$88
Groceries	\$28
Restaurants	\$140
Shopping	\$141
Activities & Attractions	\$69
Other	\$6

---

**Daily Spending** **\$687**

# TOTAL TRAVEL PARTY SPENDING

## All Visitors

---

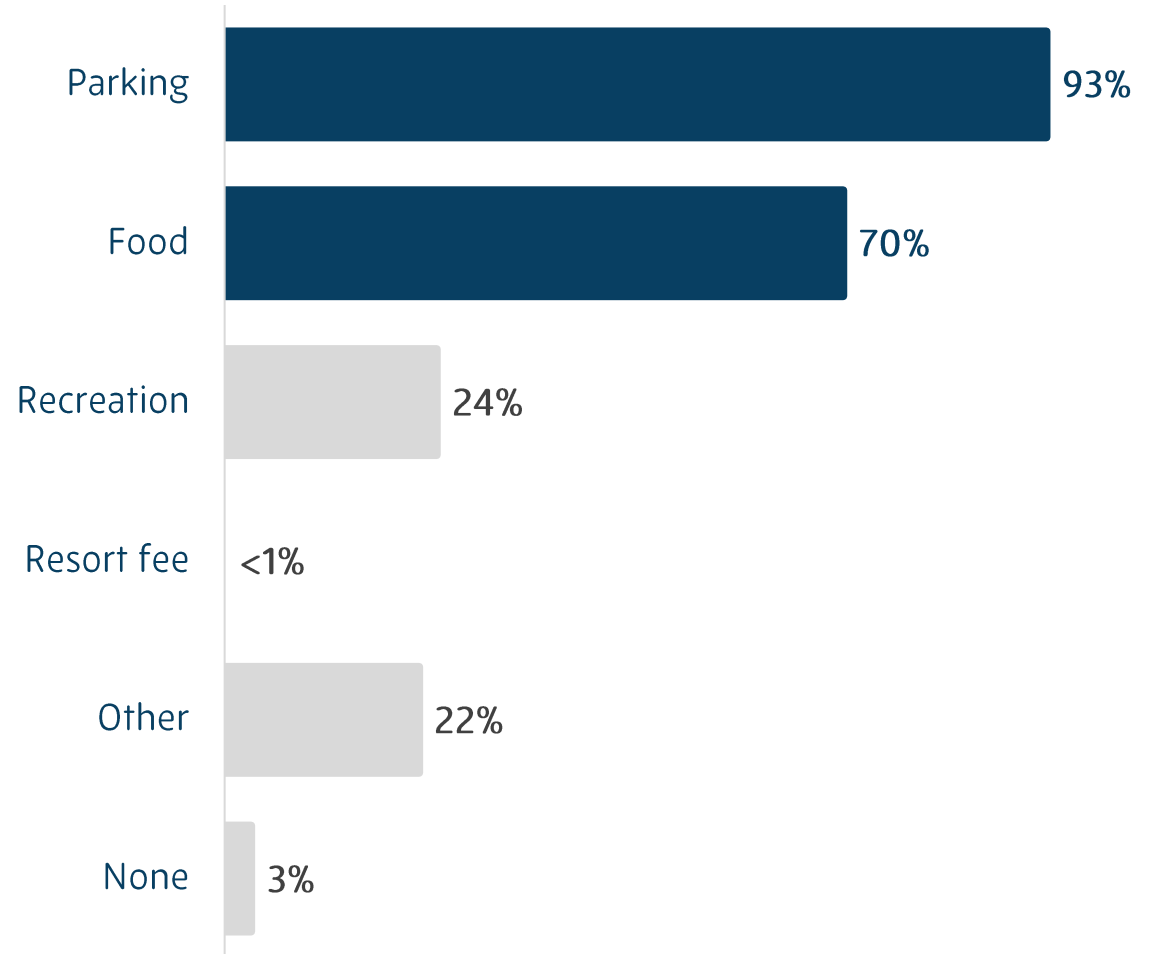
Accommodations	\$1,011
Transportation	\$414
Groceries	\$132
Restaurants	\$658
Shopping	\$663
Activities & Attractions	\$324
Other	\$28

---

**Total Spending** **\$3,229**

# LODGING AMENITIES\*

- » An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for nearly **all** visitors
- » Price for accommodations included parking for over **9 in 10** visitors
- » Food was included in accommodations' pricing for **7 in 10** visitors



Midcoast & Islands

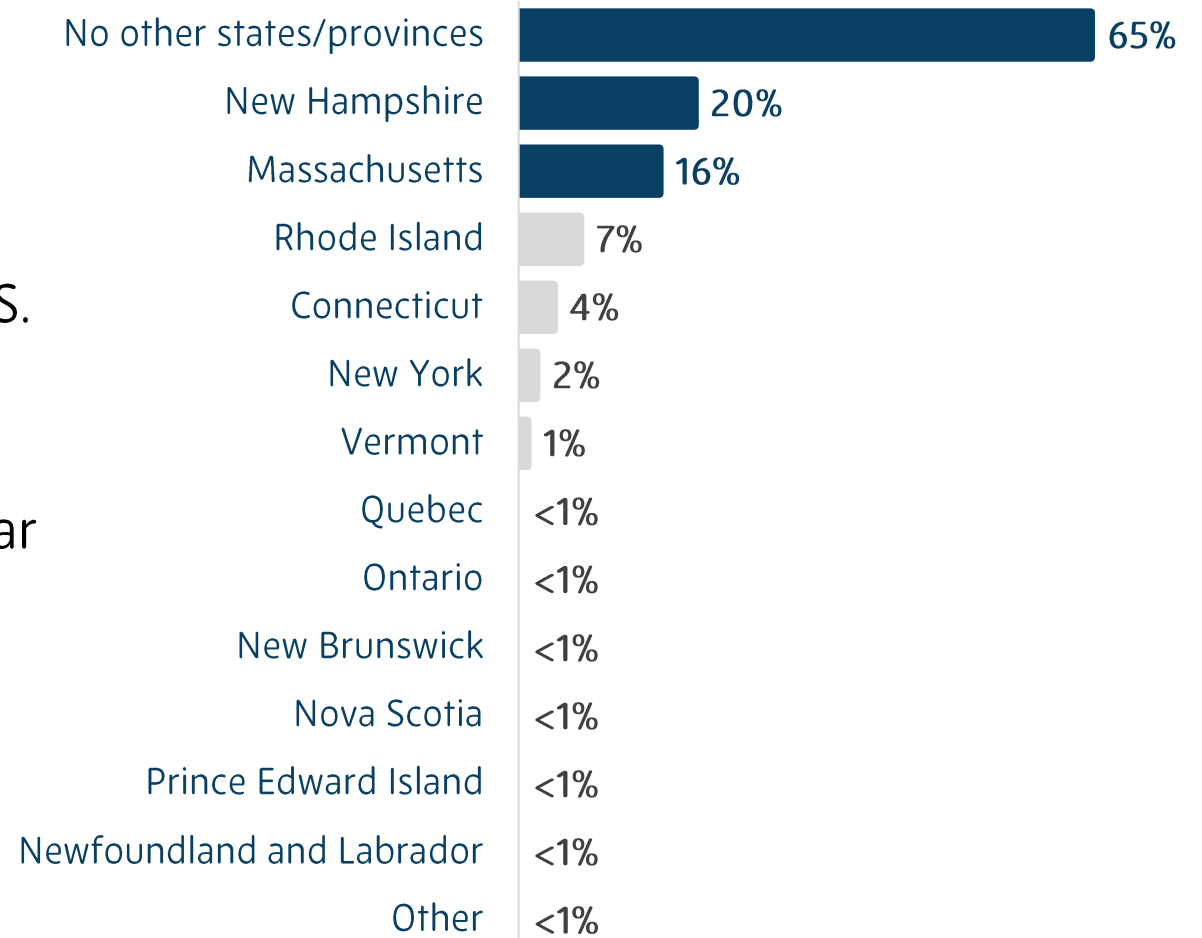
40

\*Multiple responses permitted.



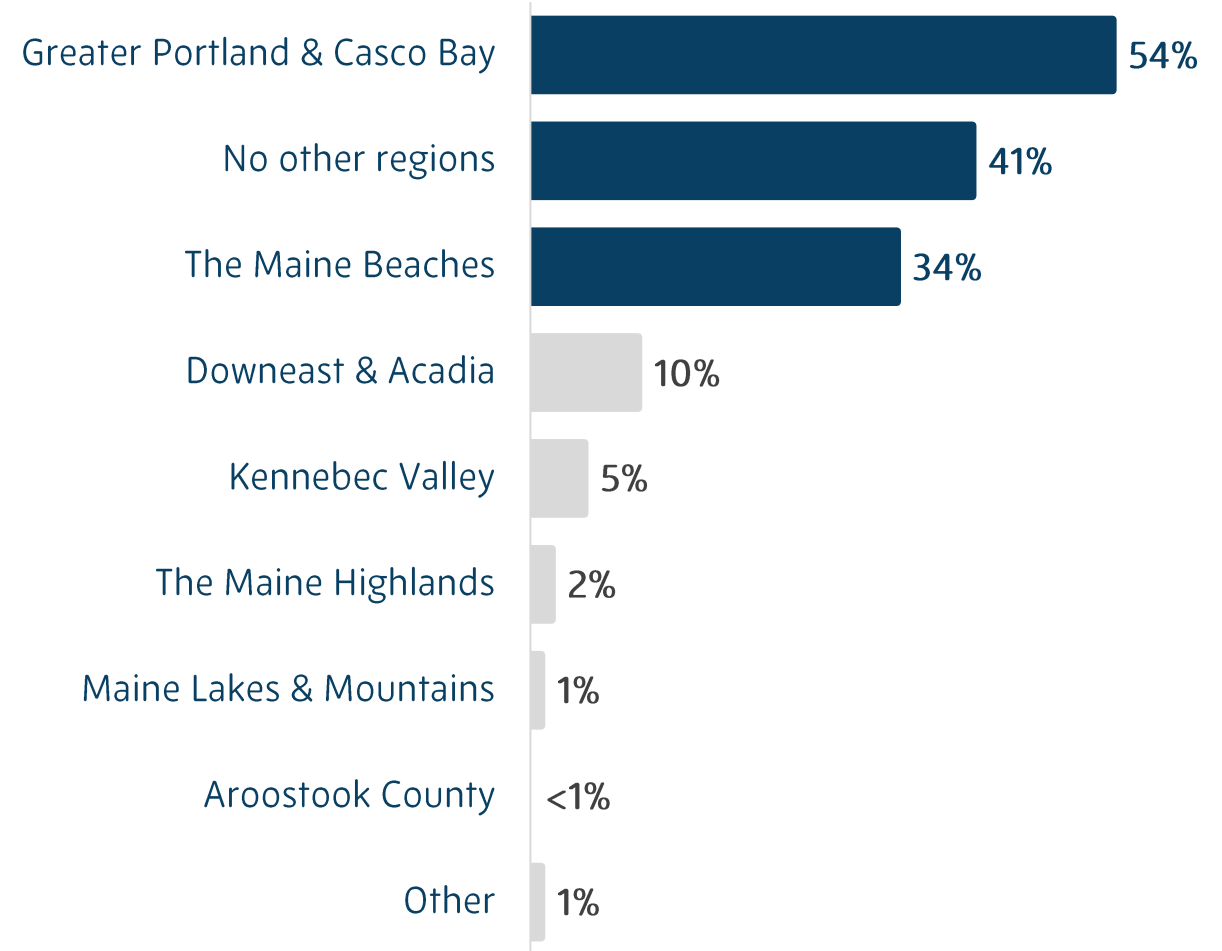
# OTHER STATES & PROVINCES VISITED\*

- » 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



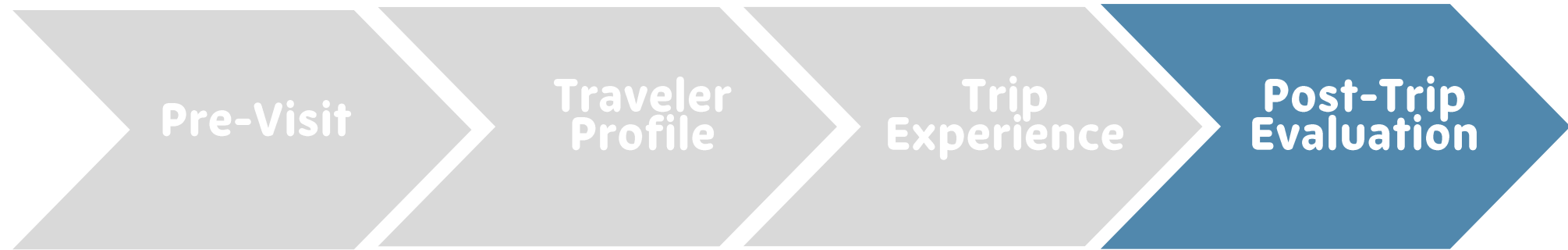
# TRAVELING WITHIN MAINE\*

- » **54%** of visitors visited Greater Portland & Casco Bay in addition to their primary destination within Maine
- » Over **2 in 5** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state
- » Over **1 in 3** visitors visited the Maine Beaches in addition to their primary destination within Maine



\*Multiple responses permitted.

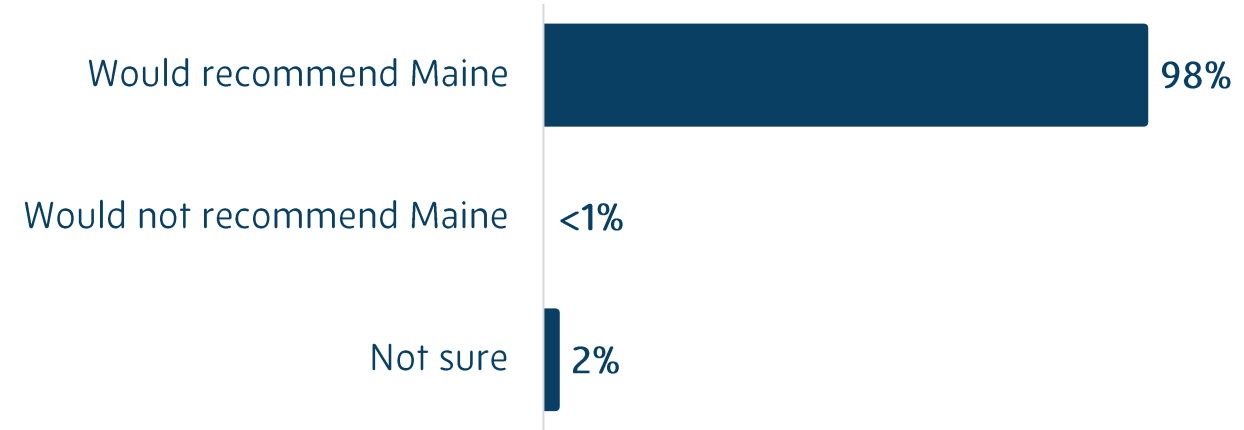
# VISITOR JOURNEY: POST-TRIP EVALUATION



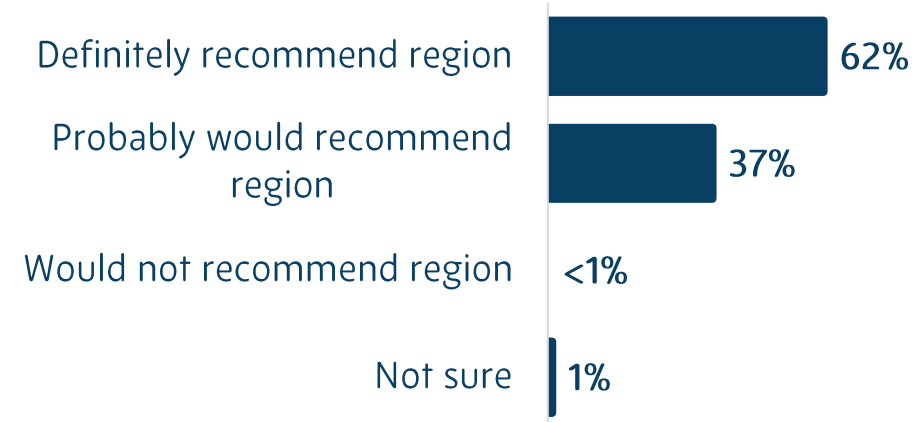
# RECOMMENDING MAINE & ITS REGIONS

- » **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » **99%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **62%** would definitely recommend

## Likelihood of Recommending Maine

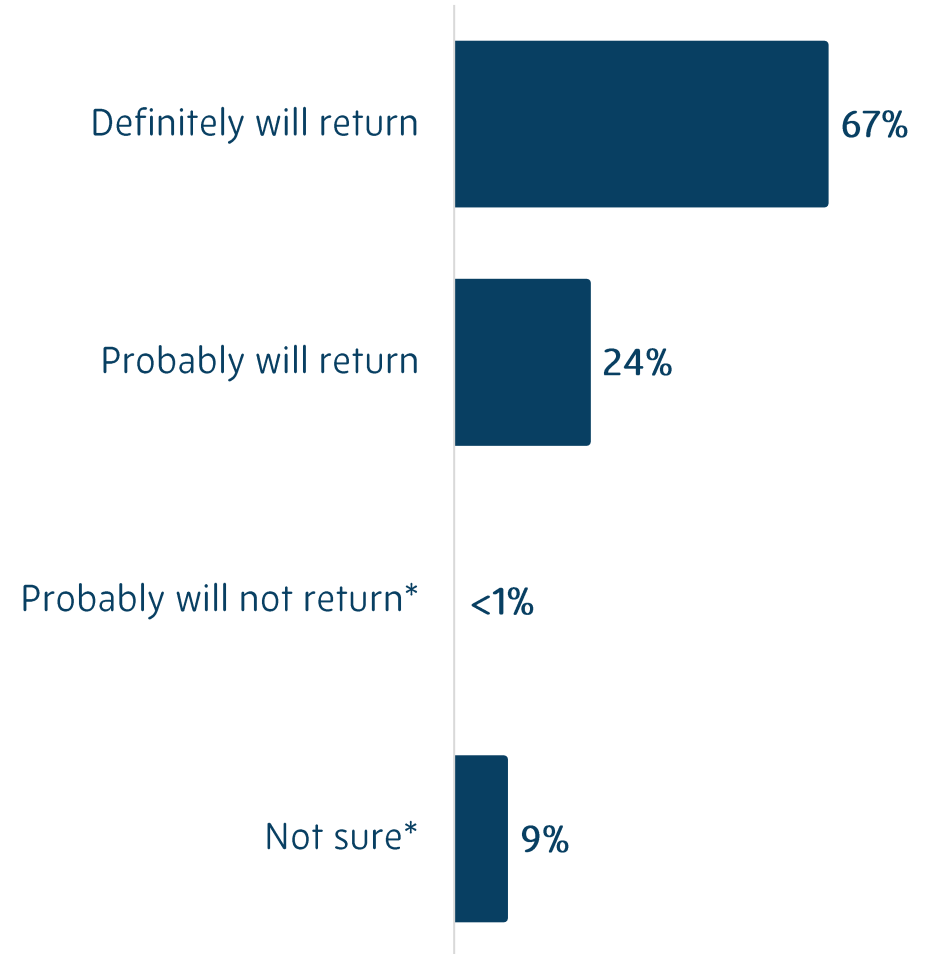


## Likelihood of Recommending Region Visited



# LIKELIHOOD OF RETURNING TO MAINE

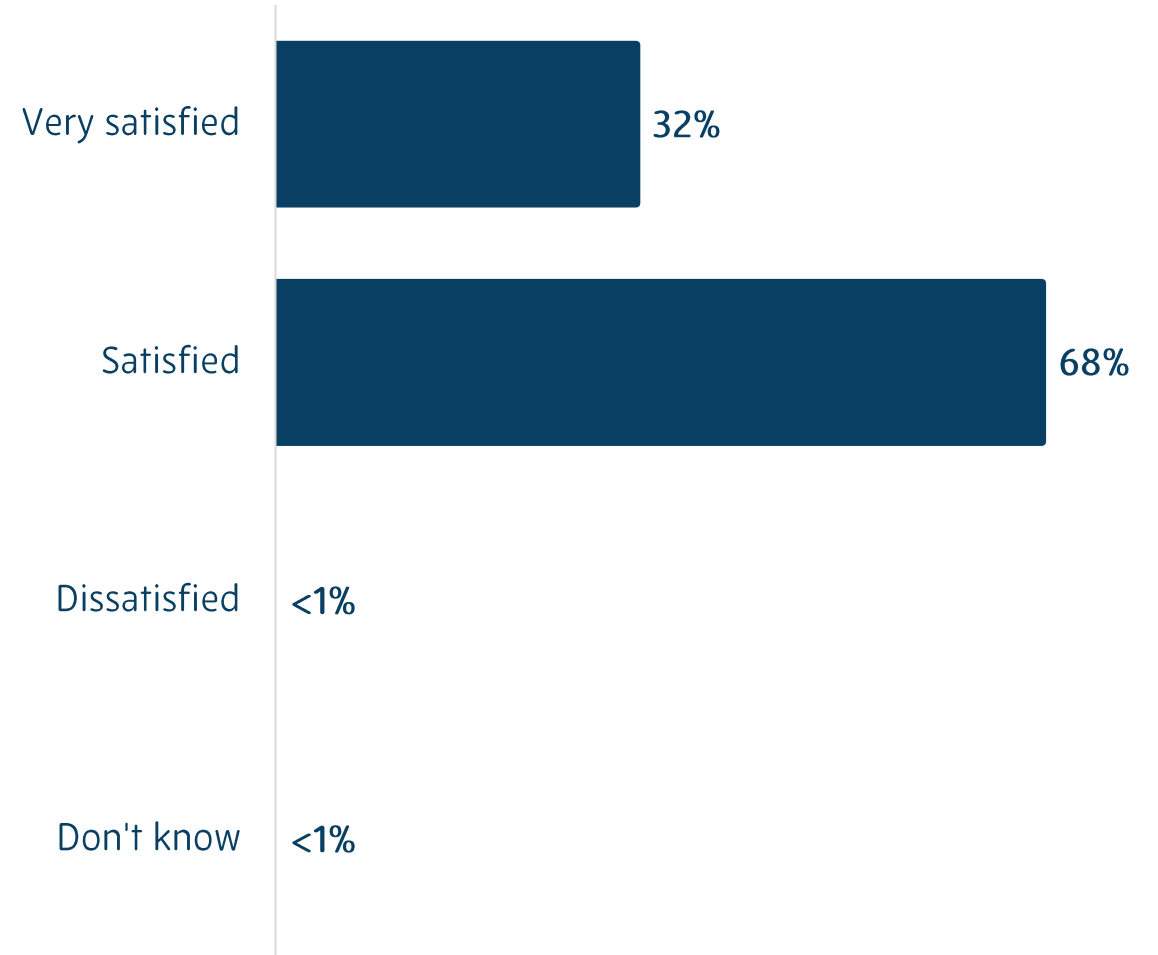
» **91%** of visitors will return to Maine for a future visit or vacation



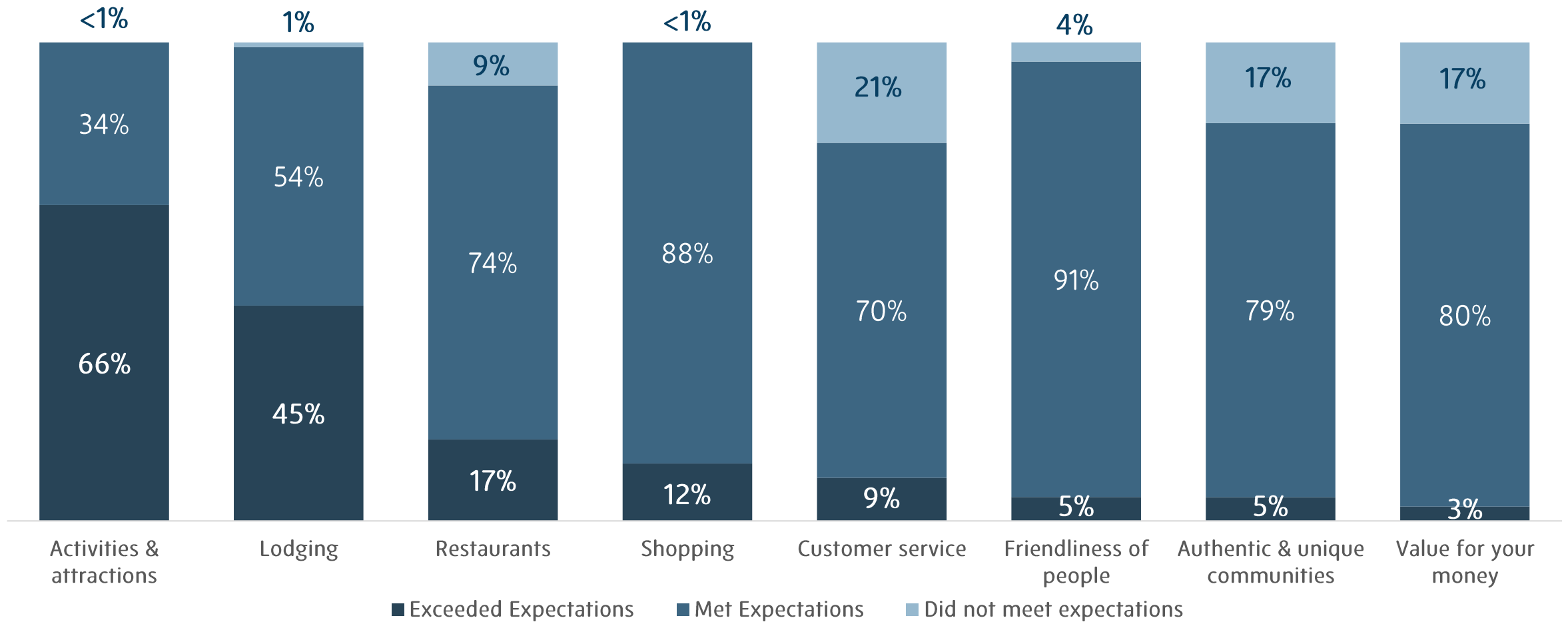
\*9% of all visitors are not sure or will probably not return to Maine for the following reasons:  
1. Prefer a variety of destinations. 2. Once is enough to see and do everything. 3. Too expensive for what you get.

# SATISFACTION

- » Nearly **all** of visitors were satisfied with their trip to Maine
- » Nearly **1 in 3** visitors were very satisfied with their trip to Maine

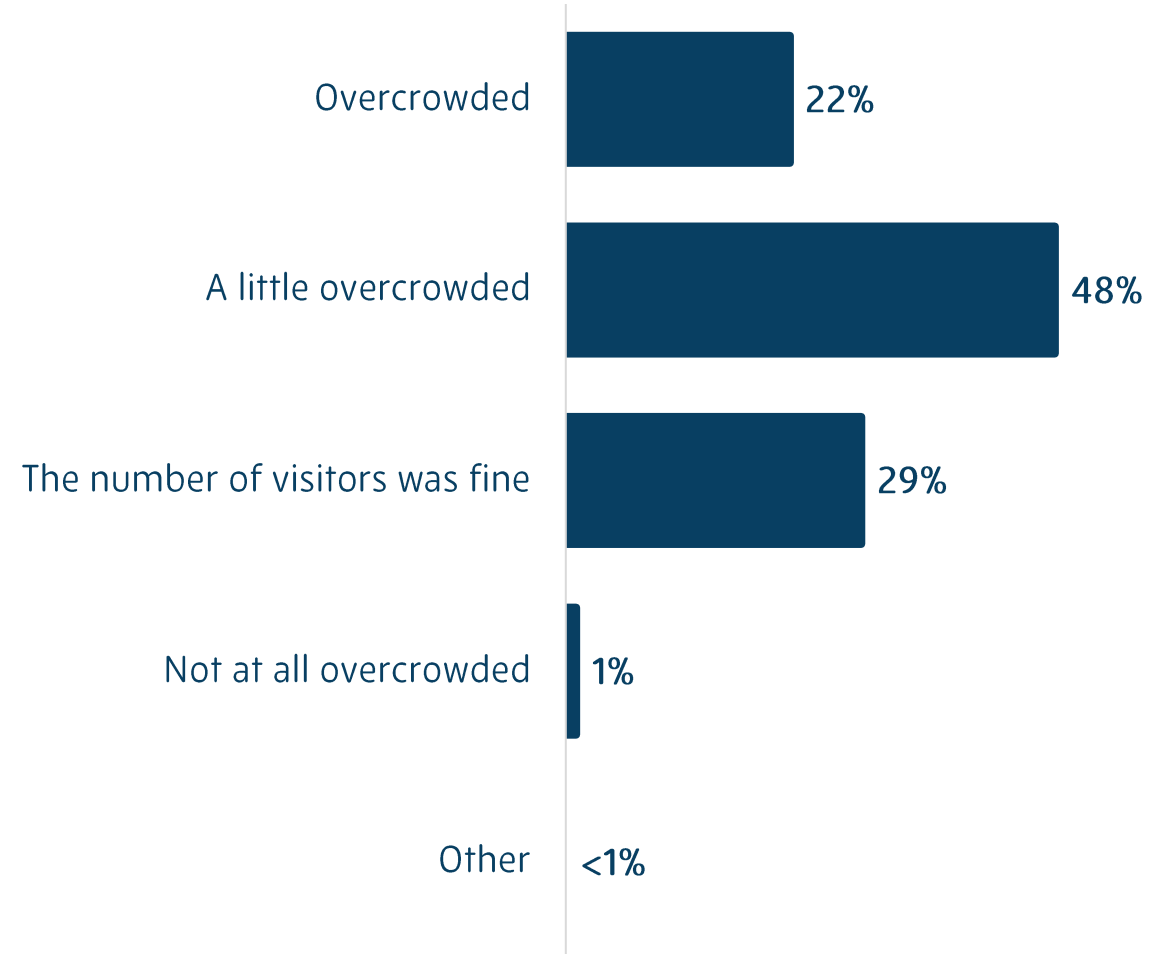


# TRIP RATINGS



# OVERCROWDING

- » 29% of visitors thought the number of visitors during their trip to Maine was fine
- » 48% of visitors though it was a little overcrowded





# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

459 interviews were completed with visitors to the Midcoast & Islands 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.

# MIDCOAST & ISLANDS

## 2024 Summer Visitor Tracking Report

May 2024 – August 2024

Downs & St. Germain Research  
850 – 906 – 3111 | [contact@dsg-research.com](mailto:contact@dsg-research.com)  
[dsg-research.com](http://dsg-research.com)

