AROOSTOOK COUNTY

2024 Economic Impact & Tracking Report

DECEMBER 2023 – NOVEMBER 2024

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STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2023 to November 2024.
In the report, we follow the visitors in their journeys from pre-trip planning to the impact of their expenditures in the state.
Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.

Pre-Visit	Traveler Profile	Trip Experience	Post-Trip Evaluation	Impact of Tourism
o Planning cycle o Planning sources o Reasons for visiting o Other considered destinations o Exposure to advertising o Advertising sources	o Visitor origin o Travel party composition o Visitor demographics o Previous visits	o Visitor transportation o Nights stayed o Accommodations o Booking methods o Trip resources o Visitor activities o Expectations vs. experience o Visitor spending o Included amenities o Other areas visited	o Uniqueness of Maine o Highlight of trip o Recommending Maine o Satisfaction with trip o Likelihood of returning o Perceptions of Maine	o Visitor direct spending o Number of visitors o Room nights generated o Occupancy rate o Average daily room rates o Revenue per available room

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EXECUTIVE SUMMARY

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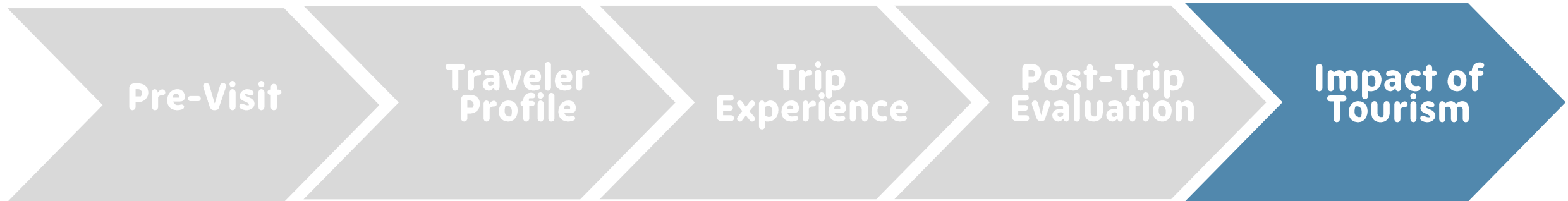
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AROOSTOOK COUNTY

Compared to visitors to other regions, visitors to Aroostook County region are more likely to:

» Visit Maine primarily for its snow activities or to see friends and family

» Have a shorter booking window

» Travel to Aroostook from elsewhere in the state

» Travel alone

» Consider no other states/provinces for their trip

» Stay in Aroostook instead of visiting other regions of Maine

» Use an online travel agency when planning their trip and booking their lodging

» Report that the region did not feel at all overcrowded

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VISITOR JOURNEY: IMPACT OF TOURISM

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → **Impact of Tourism**

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ECONOMIC IMPACT

Visitor spending generated

$249,889,200

in economic impact to Aroostook County's economy, down **2.0%** from 2023

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DIRECT SPENDING

Visitors to Aroostook County spent

$167,149,200

throughout the county in 2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, down **1.4%** from 2023

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Aroostook County attracted

300,200

visitors in 2024, down **9.7%** from 2023

*There were fewer visitors staying in second homes or with friends/relatives in 2024 resulting in fewer visitors overall.

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VISITORS DAYS*

All visitors to Aroostook County spent

1,195,100

days in Aroostook County throughout 2024, down 3.5% from 2023

*Visitor days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.

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ROOM NIGHTS

Visitors to Aroostook County generated

230,600

nights in Aroostook County accommodations throughout 2024, down **4.2%** from 2023

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JOBS SUPPORTED*

Visitors to Aroostook County support

2,170

jobs throughout the county in 2024, down **1.4%** from 2023

*2023 figure has been updated due to revised IMPLAN models.

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WAGES GENERATED

Visitors to Aroostook County supported

$76,920,600

in wages paid to Aroostook County employees in 2024, down **1.8%** from 2023

*2023 figure has been updated due to revised IMPLAN models.

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VISITORS & JOBS

Every

138

visitors supports a new job in Aroostook County

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HOUSEHOLD SAVINGS

Visitors to Aroostook County saved local households

$879

in state and local taxes in 2024

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LODGING METRICS*

Occupancy Rate

47.2%

– 9.4% from 2023

Average Daily Rate

$143.98

+ 3.8% from 2023

Revenue per Available Room

$67.93

– 5.9% from 2023

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
More units available in 2024.

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VISITOR JOURNEY: PRE-VISIT

Pre-Visit → **Traveler Profile** → **Trip Experience** → **Post-Trip Evaluation** → **Impact of Tourism**

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TRIP PLANNING CYCLE

» **81%** of visitors started planning their trip 4 months or less in advance of their trip

» **22%** of visitors have a booking window of more than 3 months

TOP TRIP PLANNING SOURCES*

39% Advice from family/friends

36% Online search engines

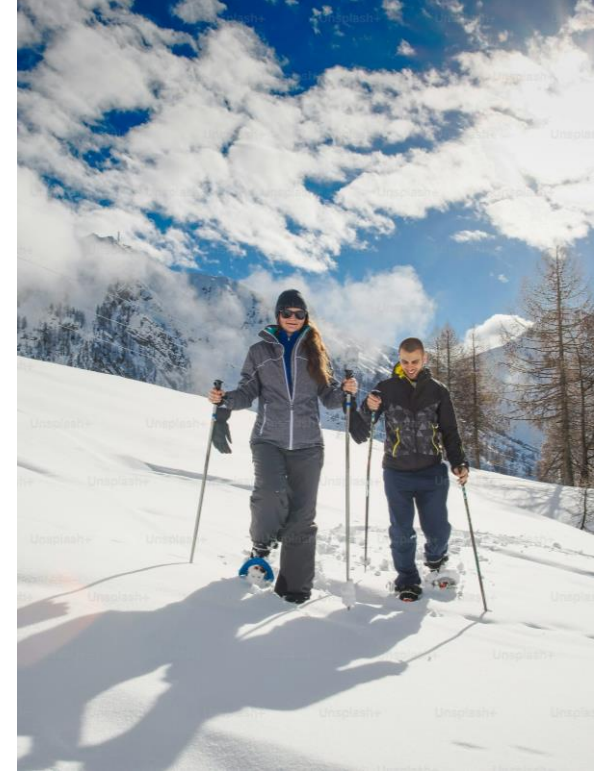**31%** Online travel agency

15% Travel planning apps

*Multiple responses permitted.

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TOP REASONS FOR VISITING*

36% Visit friends/family

22% Relax and unwind

17% Sightseeing and touring

17% Snow activities

*Multiple responses permitted.

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CONSIDERING MAINE AS A DESTINATION

» Over **3 in 4** visitors considered visiting **ONLY** Maine while planning their trips (**+8%** points from 2023)

» Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces

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TV SHOWS & FILM

» **6%** of visitors said a TV show or film inspired their trip to Maine

» **29%** of visitors who were inspired by a TV show or film said seeing Maine in the show or film made them think about it as a place to visit (**+13%** points from 2023)
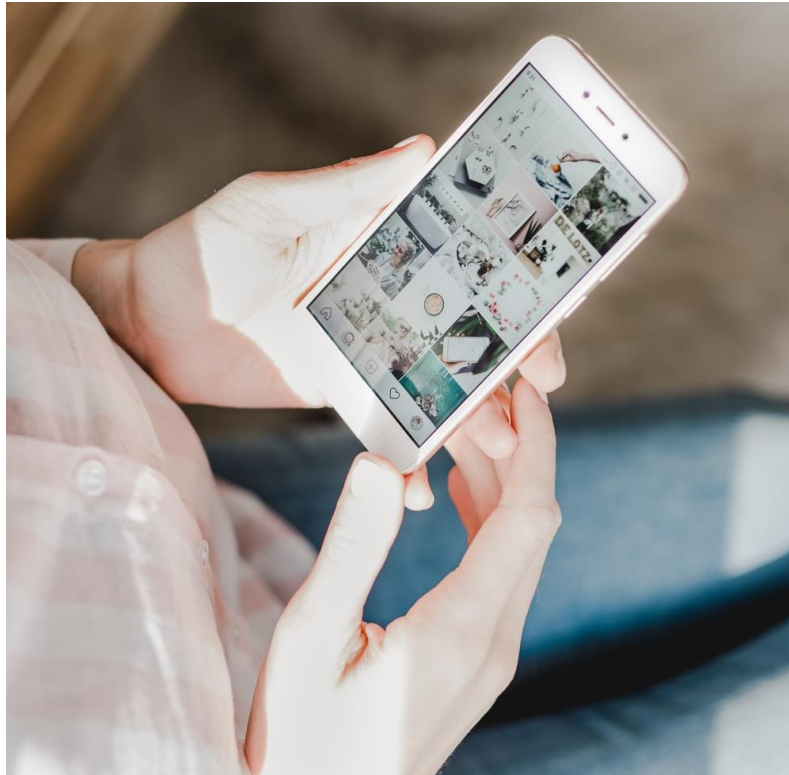

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PRE-TRIP RECALL OF ADVERTISING

» **1 in 3** visitors recalled advertising or promotions for Maine prior to their trip (**-7% point** from 2023)

» This information influenced **19% of all** visitors to visit Maine (**-7%** points from 2023)

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TOP SOURCES OF ADVERTISING RECALL*

Base: 33% of visitors who recalled advertising

50% Social media

32% Internet

*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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REGIONS OF ORIGIN

4%

5%

32%

11%

21%

4%

10%

12%
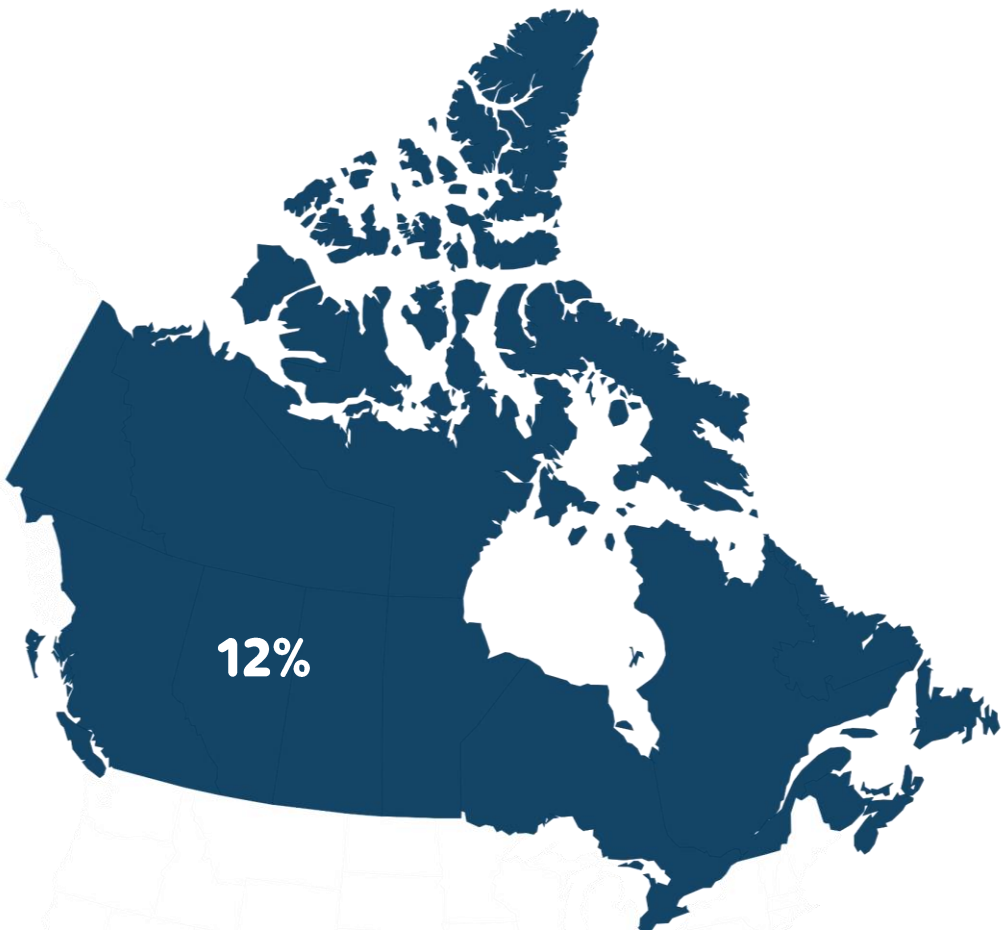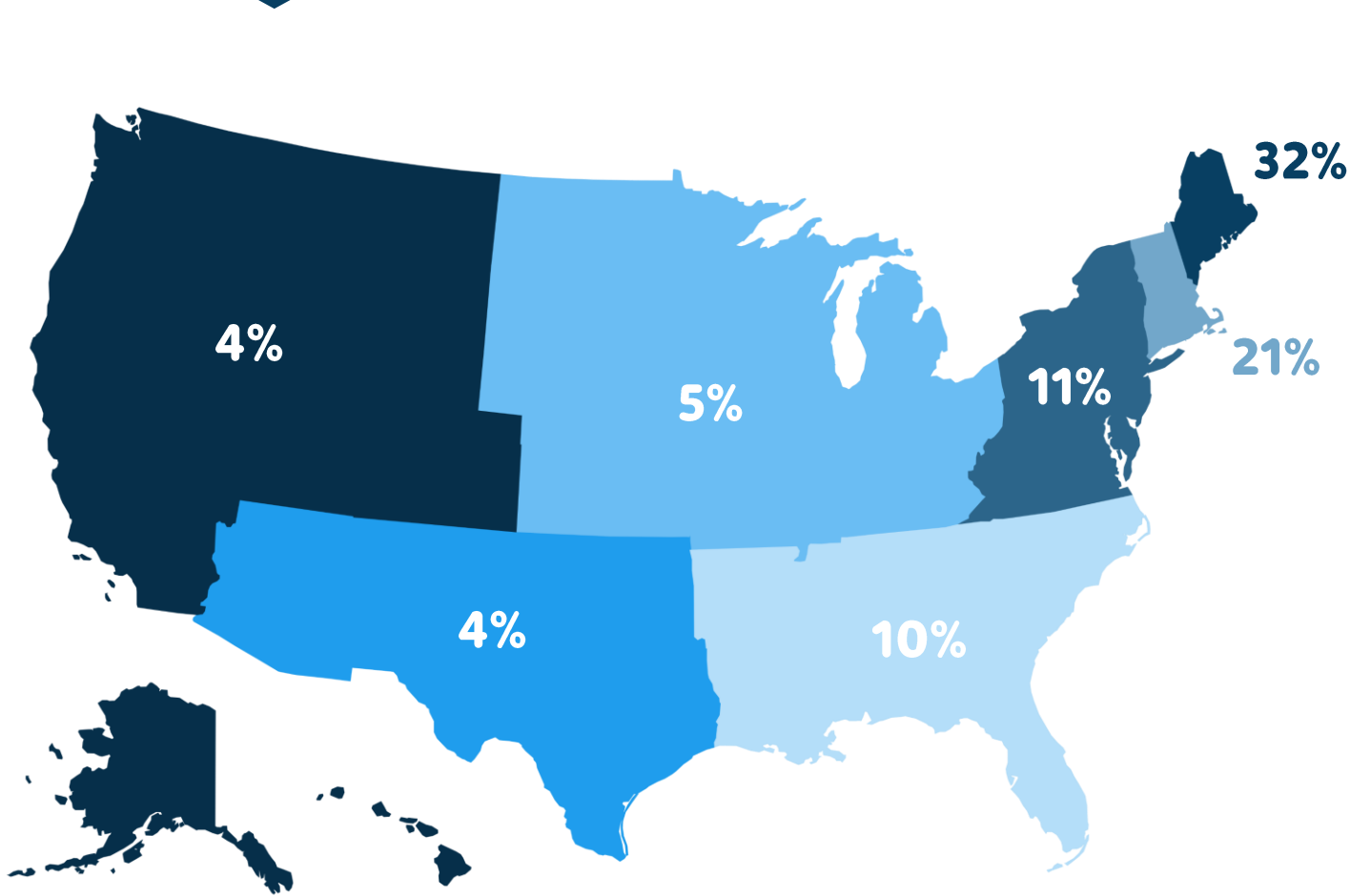
1% of visitors came from outside of the United States and Canada.

12% of visitors came from Canada.

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TOP ORIGIN STATES & PROVINCES
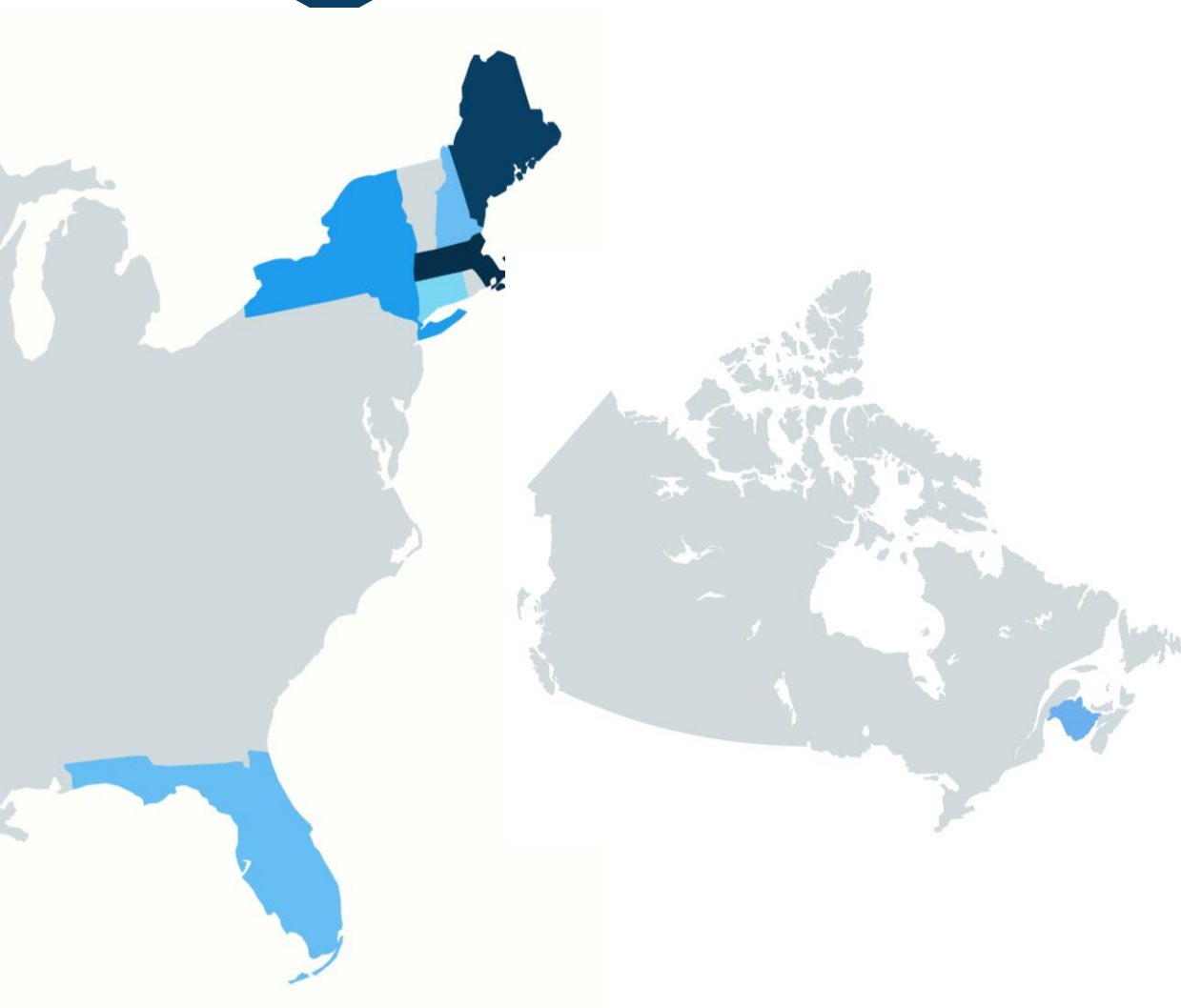
67% of visitors traveled from **7** U.S. states and Canadian provinces, including from other regions of Maine.

32 % Maine

8 % Massachusetts

6 % New York

6 % New Hampshire

6 % New Brunswick

5 % Florida

4 % Connecticut

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TOP ORIGIN MARKETS

6% New York City[1]

5% Bangor

4% Boston
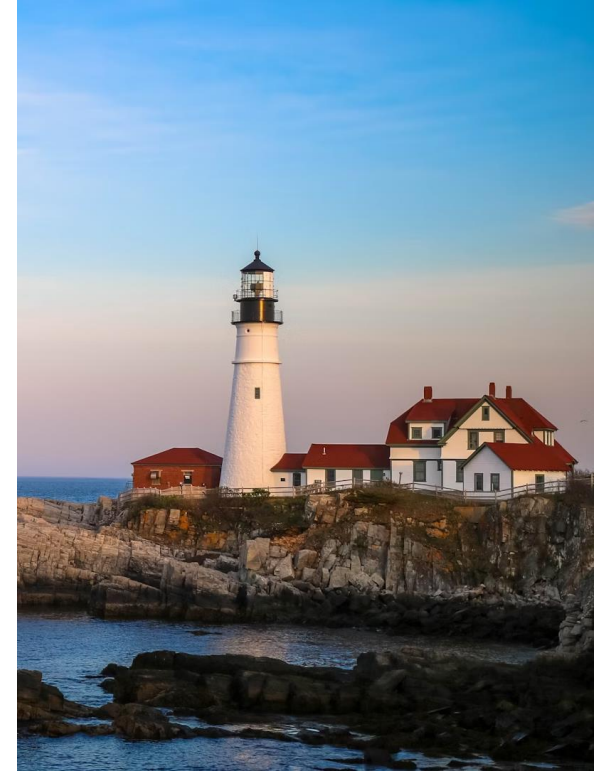
4% Portland

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

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The typical Maine visitor traveled with **2.5** people in their visitor party

15% visitors traveled with at least one person under the age of 18 in their travel party

» The typical Maine visitor:
  » Is **45** years old[2]
  » Is white – **86%**
  » Is a college or technical school graduate – **67%**
  » Is married/in a domestic partnership – **66%**
  » Is employed full-time – **68%**
  » Has an annual household income[3] of **$100,000**

[1] The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.
[2] Median age.
[3] Median household income.

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NEW & RETURNING VISITORS

» **18%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **33%** had previously traveled in Maine more than 10 times

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VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit → Traveler Profile → **Trip Experience** → Post-Trip Evaluation → Impact of Tourism

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TRANSPORTATION

» Maine is a drive-market for most visitors, with **81%** choosing to travel by car over plane, motor coach/bus, or train (**+9%** points from 2023)

» Most visitors who flew to Maine arrived at Bangor International Airport

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NIGHTS STAYED

» **84%** of visitors stayed one or more nights in Maine on their trip (**-1%** point from 2023)

» Typical visitors stayed **3.9*** nights in Maine on their trips

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

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TOP ACCOMMODATIONS

33% Hotel/motel/resort

29% Friends/family home

TOP IN-MARKET VISITOR RESOURCES*

27% Navigation websites/apps (i.e., Google or Apple Maps, etc.)

26% Hotel/resort website or app

25% Personal social media

*Multiple responses permitted.

TOP VISITOR ACTIVITIES*

67% Food/beverage/culinary

36% Active outdoor activities

35% Touring/sightseeing

*Multiple responses permitted.

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VISITING OTHER STATES & PROVINCES

» Over **4 in 5** visitors did not visit any other U.S. state or Canadian province during their trip (**+11%** points from 2023)

» Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

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TRAVELING WITHIN MAINE

» Nearly **7 in 10** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (**+23%** points from 2023)

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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» **92%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

» **96%** 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 (**-10%** points from 2023)

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LIKELIHOOD OF RETURNING TO MAINE

» **97%** of visitors will return to Maine for a future visit or vacation

» **70%** of visitors will "definitely return" in the future

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SATISFACTION

» **99%** of visitors were satisfied with their trip to Maine

» **7 in 10** visitors were very satisfied with their trip to Maine

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OVERCROWDING

» **44%** of visitors thought Maine was not overcrowded at all

» **43%** of visitors thought the number of visitors during their trip to Maine was fine

» **10%** of visitors though it was a little overcrowded

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DETAILED FINDINGS

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VISITOR JOURNEY: IMPACT OF TOURISM

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → **Impact of Tourism**

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KEY PERFORMANCE INDICATORS

Economic Impact	2022	2023	2024	Δ% from '23
Number of Visitors	282,900	332,400	300,200	- 9.7%
Visitor Days*	1,105,200	1,238,700	1,195,100	- 3.5%
Room nights generated	200,200	240,700	230,600	- 4.2%
Direct expenditures	$160,705,800	$169,599,300	$167,149,200	- 1.4%
Total economic impact	$246,453,400	$255,058,200	$249,889,200	- 2.0%

*Visitor Days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.

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EMPLOYMENT IMPACTS

Aroostook County Jobs	2022	2023*	2024	Δ% from '23
Jobs supported (direct)	1,800	1,700	1,700	0.0%
Total jobs supported	2,240	2,200	2,170	- 1.4%

Aroostook County Wages	2022	2023*	2024	Δ% from '23
Wages paid (direct)	$54,025,900	$55,134,200	$54,109,900	- 1.9%
Total wages paid	$74,681,800	$78,327,100	$76,920,600	- 1.8%

*2023 figures have been updated due to revised IMPLAN models.

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RETURN ON INVESTMENT

Return on Investment	2022	2023*	2024
Visitors per job supported	126	151	138
State & local taxes supported	$25,567,800	$26,434,300	$26,102,000
Tax savings per household	$884	$904	$879

*2023 figures have been updated due to revised IMPLAN models.

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LODGING METRICS*

Lodging Metrics	2022	2023	2024	Δ% from '23
Occupancy Rate (%)	50.1%	52.1%	47.2%	- 9.4%
Average Daily Rate	$133.48	$138.69	$143.98	+ 3.8%
RevPAR	$66.87	$72.19	$67.93	- 5.9%
Total Lodging Revenue**	$34,197,100	$34,556,300	$30,506,300	- 11.7%

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
More units available in 2024.
**Source: State of Maine Revenue Services.
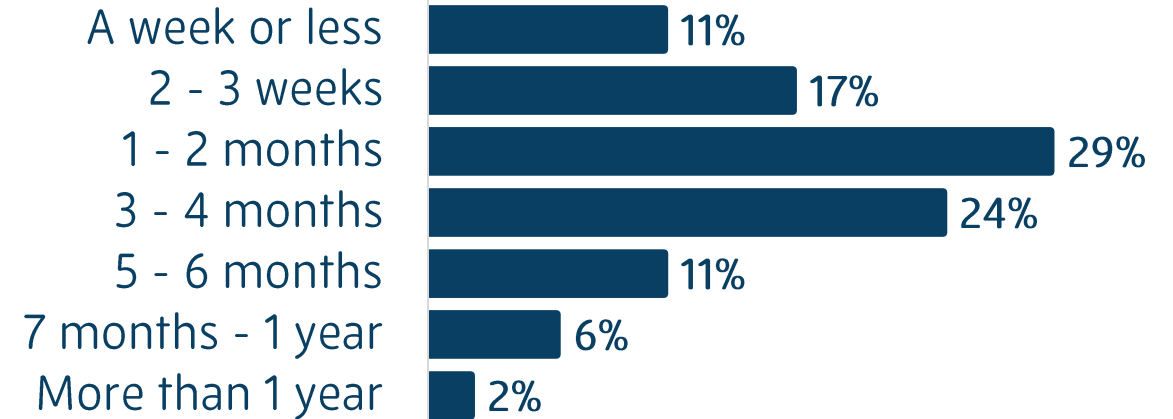
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VISITOR JOURNEY: PRE-VISIT

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism
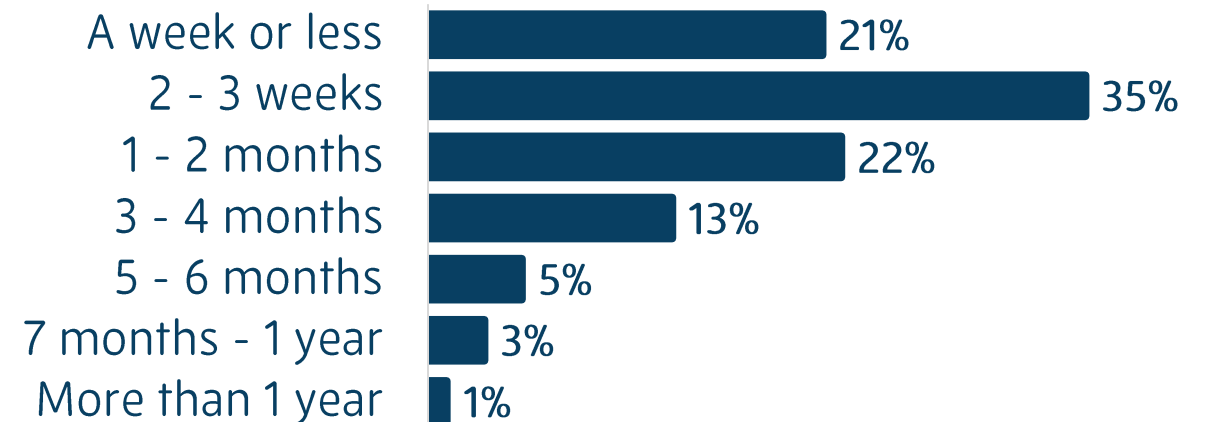
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TRIP PLANNING CYCLE

» Typical visitors began planning their trip **53 days** in advance (+8 days from 2023)

» **72%** of visitors started planning their trip a month or more in advance of their trip

» Typical visitors booked their accommodations **20 days** in advance (-13 days from 2023)

» **78%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

A week or less	11%
2 - 3 weeks	17%
1 - 2 months	29%
3 - 4 months	24%
5 - 6 months	11%
7 months - 1 year	6%
More than 1 year	2%

Booked Accommodations/Made Trip Decisions

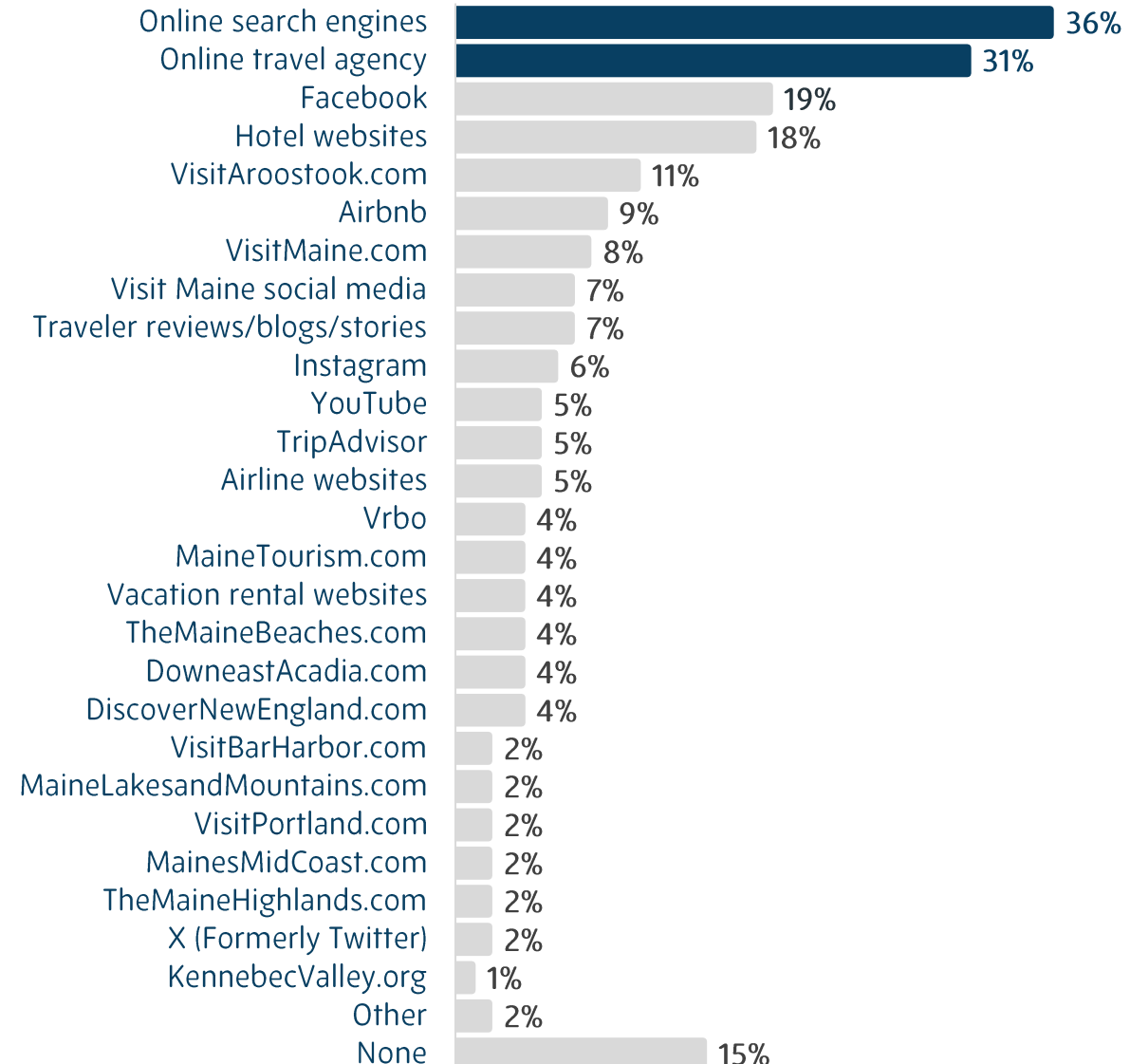|	
A week or less	21%
2 - 3 weeks	35%
1 - 2 months	22%
3 - 4 months	13%
5 - 6 months	5%
7 months - 1 year	3%
More than 1 year	1%

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ONLINE TRIP PLANNING SOURCES*

» Over **5 in 6** visitors used one or more online resources to help them plan their trip in Maine

» Over **1 in 3** visitors used an online search engine, such as Google, to help them plan their trip in Maine (+10% points from 2023)

» Over **3 in 10** visitors used an online travel agency to help them plan their trip (+13% points from 2023)

Source	%
Online search engines	36%
Online travel agency	31%
Facebook	19%
Hotel websites	18%
VisitAroostook.com	11%
Airbnb	9%
VisitMaine.com	8%
Visit Maine social media	7%
Traveler reviews/blogs/stories	7%
Instagram	6%
YouTube	5%
TripAdvisor	5%
Airline websites	5%
Vrbo	4%
MaineTourism.com	4%
Vacation rental websites	4%
TheMaineBeaches.com	4%
DowneastAcadia.com	4%
DiscoverNewEngland.com	4%
VisitBarHarbor.com	2%
MaineLakesandMountains.com	2%
VisitPortland.com	2%
MainesMidCoast.com	2%
TheMaineHighlands.com	2%
X (Formerly Twitter)	2%
KennebecValley.org	1%
Other	2%
None	15%

*Multiple responses permitted.

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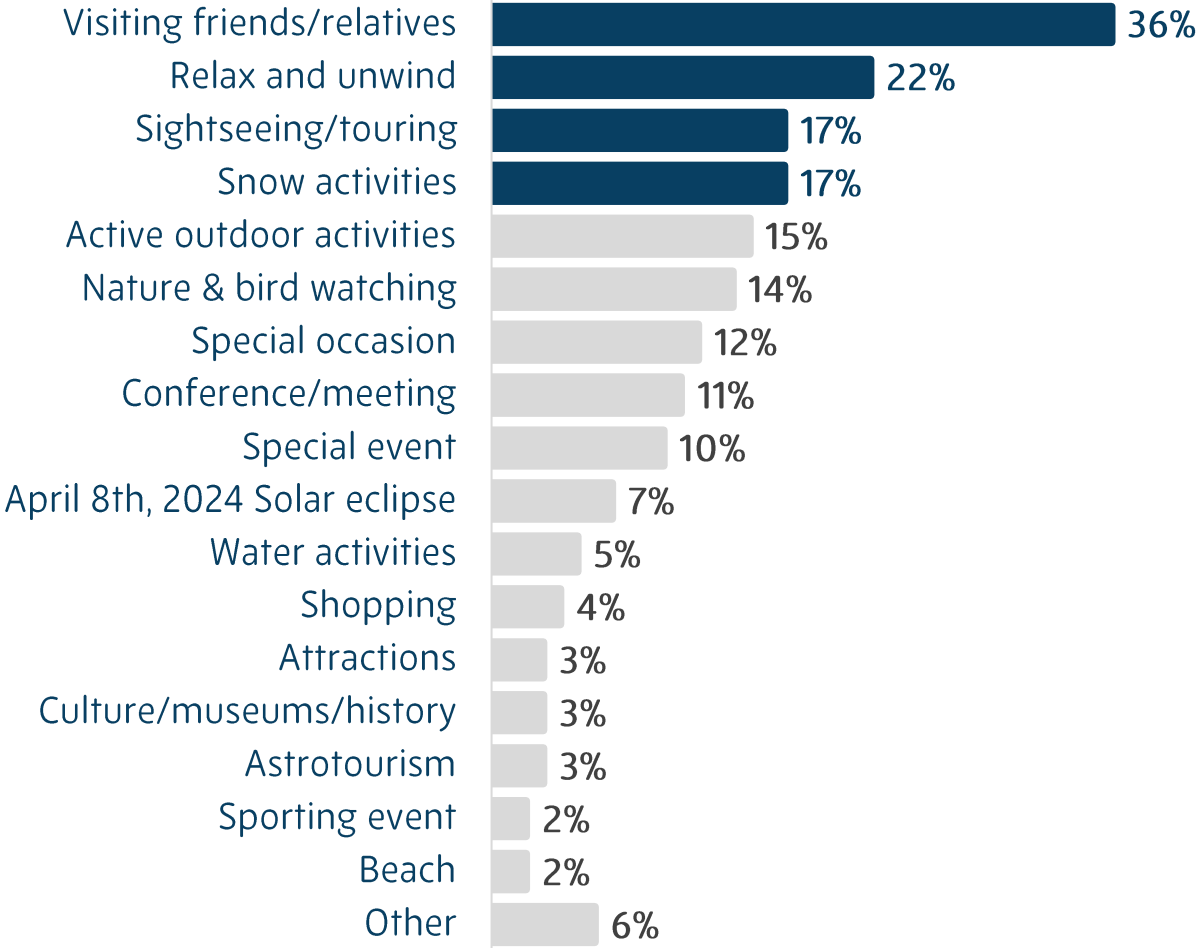downs & st. germain
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OTHER TRIP PLANNING SOURCES*

» Nearly **2 in 5** visitors relied on advice from their friends and family to help them plan their trip in Maine (+8% points from 2023)

» Nearly **1 in 6** visitors used travel planning apps to help plan their trip in Maine

» **20%** of visitors did not use any other resources to help them plan their trip in Maine (-6% points from 2023)

Source	%
Advice from friends/family	39%
Travel planning apps	15%
Travel guides/brochures	9%
Articles or travelogues	6%
AAA	6%
Travel books & magazines	6%
Travel agent	6%
Called the Maine Office of Tourism	5%
Visit Maine e-newsletter	4%
Visitor Guide	4%
Called local convention and visitors bureaus	2%
Called local Chambers of Commerce	2%
Called another Maine Tourism/Lodging Association	2%
Other	2%
None	20%

*Multiple responses permitted.

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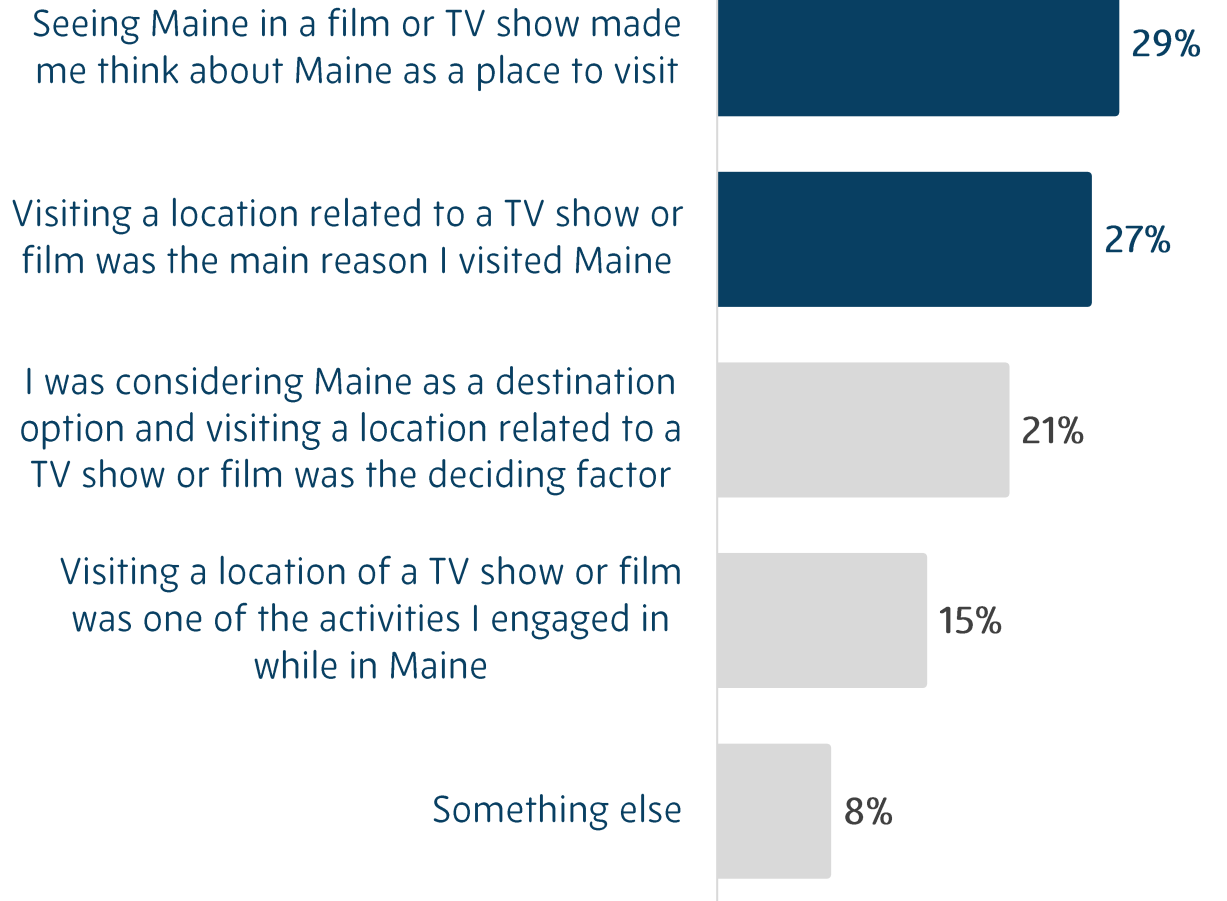downs & st. germain RESEARCH

REASONS FOR VISITING*

» Over **1 in 3** visitors came to Maine to visit friends and relatives

» Over **1 in 5** visitors came to relax and unwind

» Over **1 in 6** visitors came to Maine to sightsee and tour or to enjoy snow activities

Reason	Percentage
Visiting friends/relatives	36%
Relax and unwind	22%
Sightseeing/touring	17%
Snow activities	17%
Active outdoor activities	15%
Nature & bird watching	14%
Special occasion	12%
Conference/meeting	11%
Special event	10%
April 8th, 2024 Solar eclipse	7%
Water activities	5%
Shopping	4%
Attractions	3%
Culture/museums/history	3%
Astrotourism	3%
Sporting event	2%
Beach	2%
Other	6%

*Multiple responses permitted.

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TV SHOWS & FILM
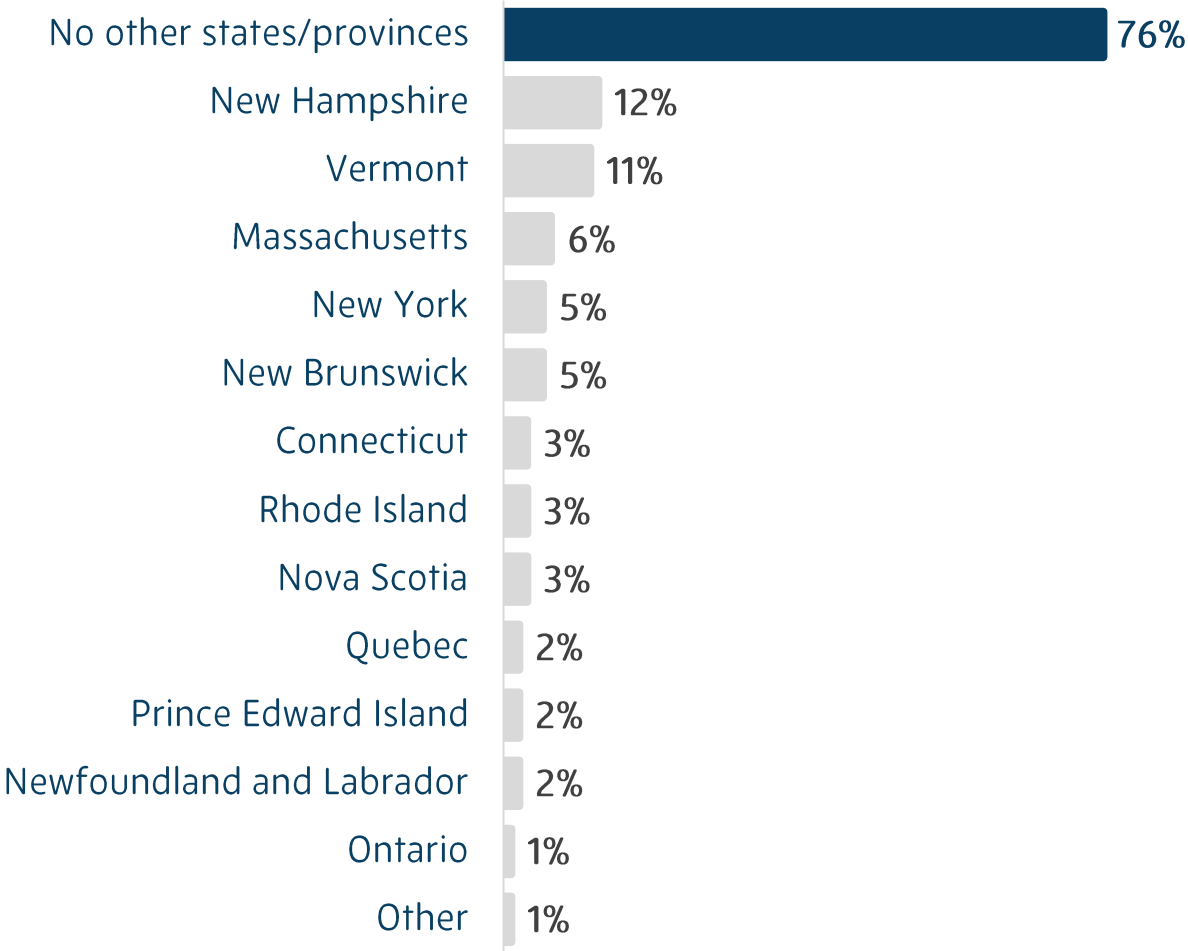
Base: 6% of visitors who were inspired by a TV show or film

» **6%** of visitors said a TV show or film inspired their trip to Maine

» **29%** of the visitors who were inspired by a TV show or film said seeing Maine in the show or film made them think about it as a place to visit (+13% points from 2023)

» **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 the state

Seeing Maine in a film or TV show made me think about Maine as a place to visit — **29%**

Visiting a location related to a TV show or film was the main reason I visited Maine — **27%**

I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor — **21%**

Visiting a location of a TV show or film was one of the activities I engaged in while in Maine — **15%**

Something else — **8%**

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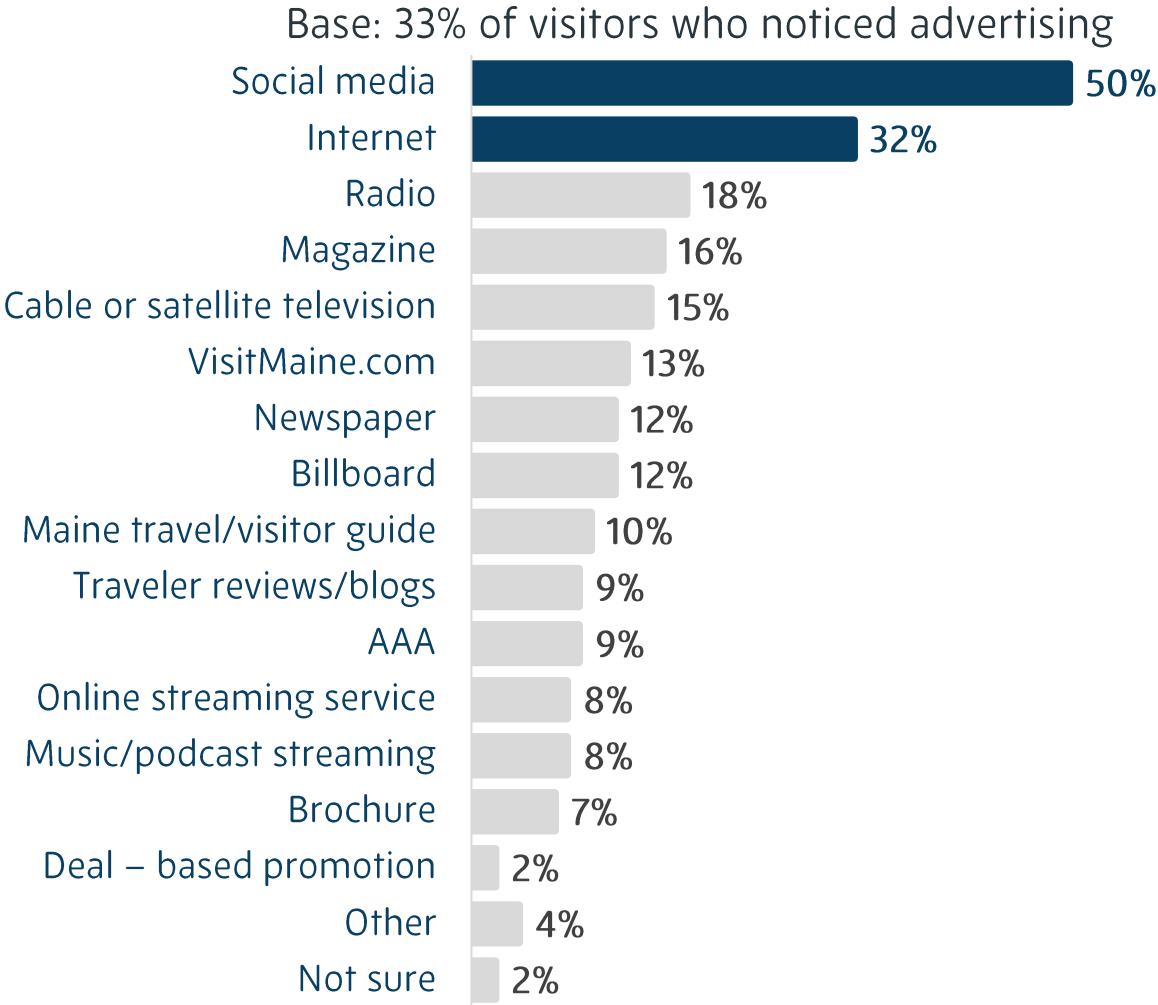RESEARCH

» Over **3 in 4** visitors considered visiting **ONLY** Maine while planning their trips (+8% points from 2023)

» Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces

No other states/provinces	76%
New Hampshire	12%
Vermont	11%
Massachusetts	6%
New York	5%
New Brunswick	5%
Connecticut	3%
Rhode Island	3%
Nova Scotia	3%
Quebec	2%
Prince Edward Island	2%
Newfoundland and Labrador	2%
Ontario	1%
Other	1%

*Multiple responses permitted.

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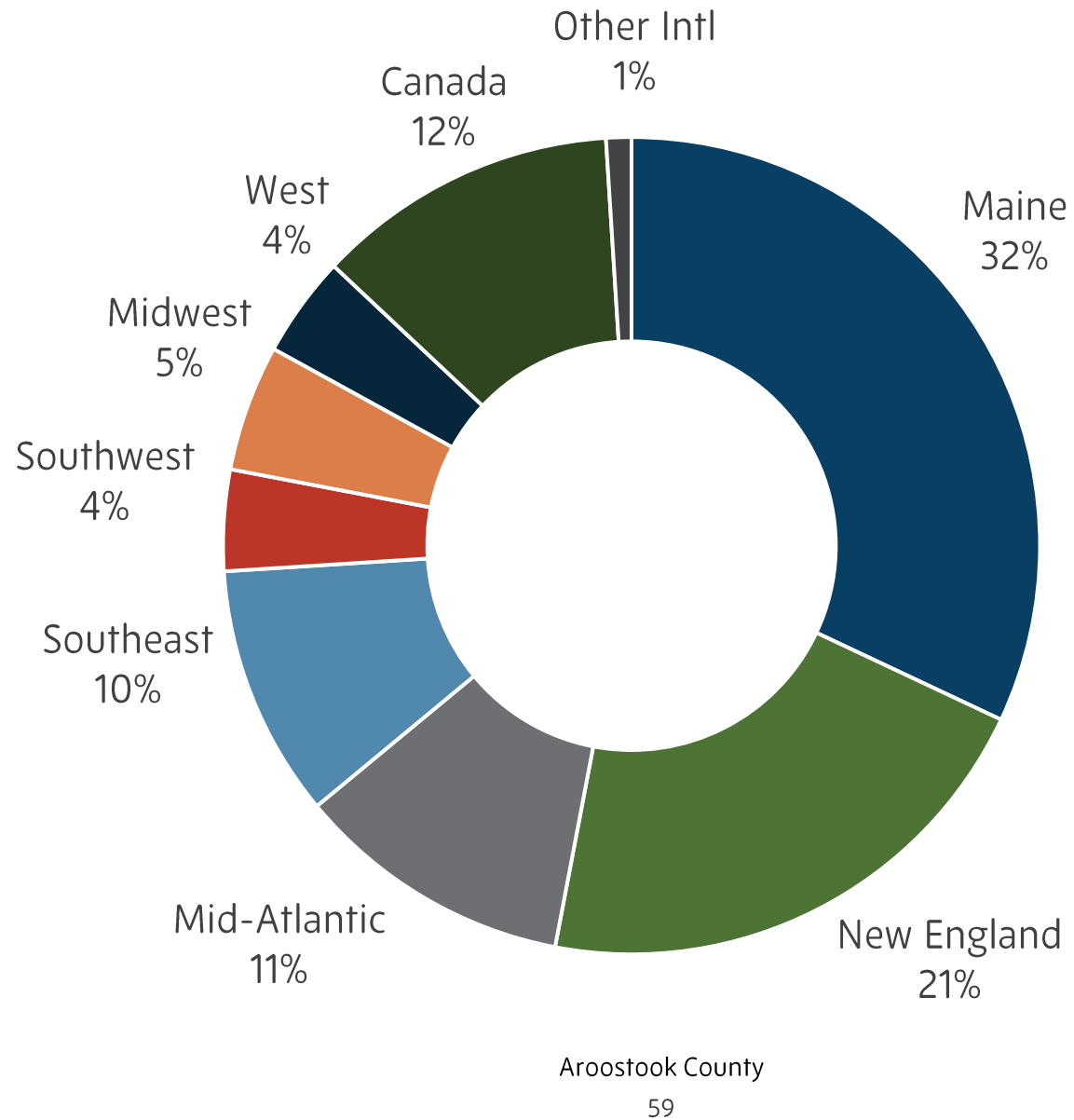RESEARCH

PRE-TRIP RECALL OF ADVERTISING*

» **1 in 3** visitors recalled advertising or promotions for Maine prior to their trip (-7% points from 2023)

» Visitors who recalled this advertising primarily saw it on social media (+12% points from 2023) or on the Internet

» This information influenced **19% of all** visitors to visit Maine (-7% points from 2023)

Base: 33% of visitors who noticed advertising

Channel	%
Social media	50%
Internet	32%
Radio	18%
Magazine	16%
Cable or satellite television	15%
VisitMaine.com	13%
Newspaper	12%
Billboard	12%
Maine travel/visitor guide	10%
Traveler reviews/blogs	9%
AAA	9%
Online streaming service	8%
Music/podcast streaming	8%
Brochure	7%
Deal – based promotion	2%
Other	4%
Not sure	2%

*Multiple responses permitted.

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VISITOR JOURNEY: TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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VISITOR ORIGINS

Maine
32%

New England
21%

Mid-Atlantic
11%

Southeast
10%

Southwest
4%

Midwest
5%

West
4%

Canada
12%

Other Intl
1%

Aroostook County
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TOP ORIGIN STATES & PROVINCES

» **83%** of visitors traveled to/within Maine from 14 U.S. states and Canadian provinces

» Nearly **1 in 3** visitors were residents of Maine traveling throughout the state

State/Province	Percent
Maine	32%
Massachusetts	8%
New York	6%
New Hampshire	6%
New Brunswick	6%
Florida	5%
Connecticut	4%
Quebec	3%
Texas	3%
Vermont	2%
New Jersey	2%
North Carolina	2%
California	2%
Nova Scotia	2%

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TOP ORIGIN MARKETS

» **37%** of visitors traveled from **13** U.S. and Canadian markets

» **6%** of visitors traveled from New York City[1]

Market	Percent
New York City[1]	6%
Bangor	5%
Boston	4%
Portland	4%
Montreal, CAN	2%
Rochester - Portsmouth, NH	2%
Jacksonville, FL	2%
Waterboro	2%
Kittery	2%
Saint John, CAN	2%
Presque Isle	2%
Halifax, CAN	2%
Fredericton, CAN	2%

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

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TRAVEL PARTIES

» Typical visitors traveled to Maine in parties of **2.5** people

» Nearly **2 in 5** visitors traveled as a couple

» Over **1 in 4** traveled alone

» **15%** of visitors traveled with one or more children in their travel party
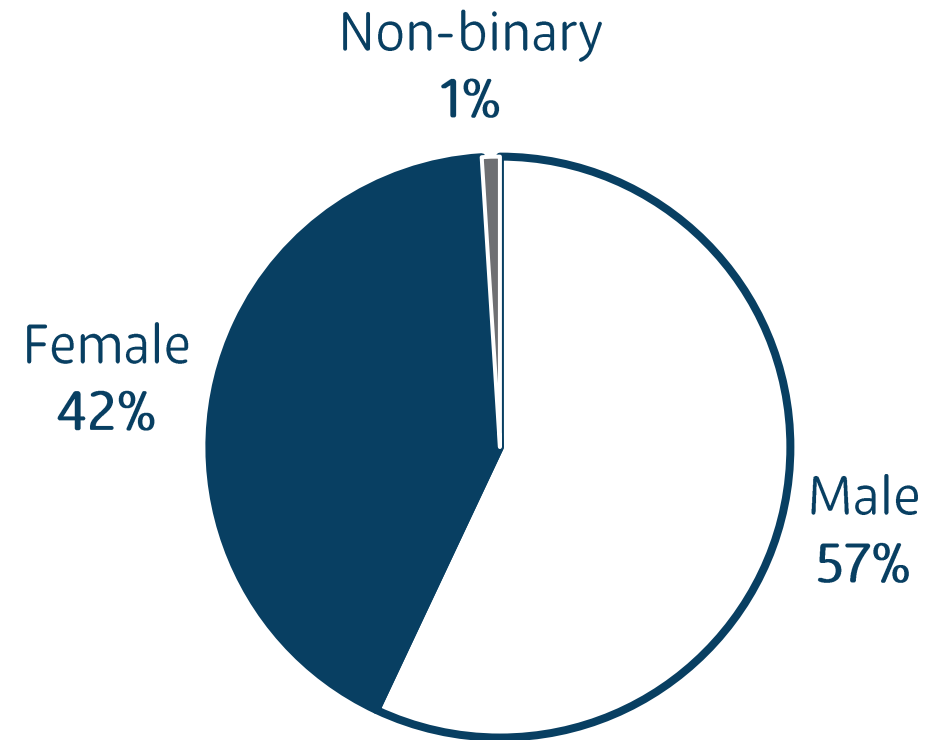
Travel Party Composition

As a couple	38%
Traveled alone	26%
As a family	20%
With other couples/friends	11%
In a tour group	4%
With business associates	1%
Other	<1%

Children in Travel Party*

No children	85%
Children younger than 6	5%
Children 6 – 12	11%
Children 13 – 17	7%

*Multiple responses permitted.

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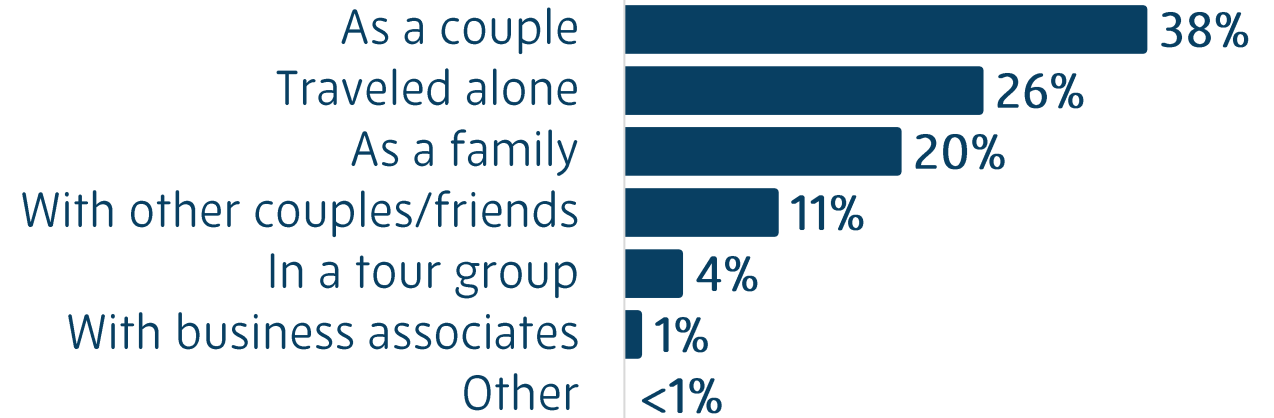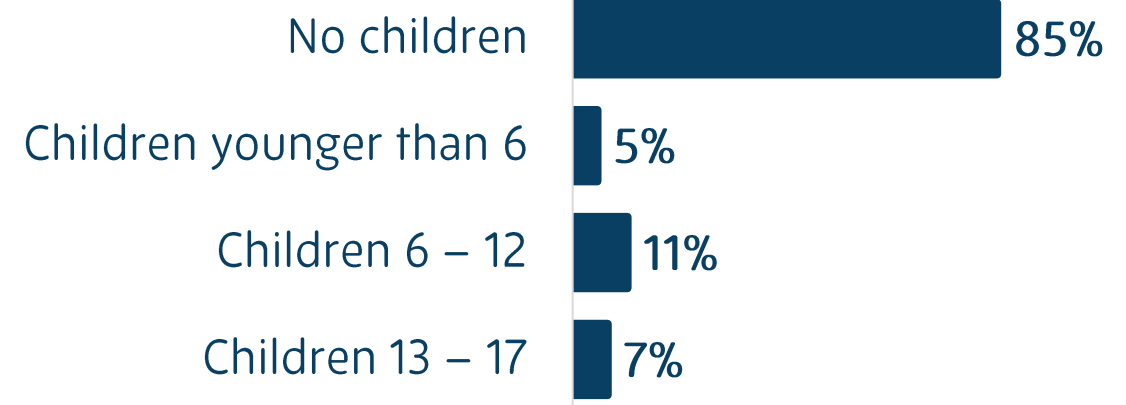
GENDER*

» Over **half** of visitors to Maine interviewed were males[*] (+5% points from 2023)

Non-binary
1%

Female
42%

Male
57%

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AGE*

» The median age of visitors to Maine is **45** years old

Under 25 ■ 3%
25 - 34 █████████████ 21%
35 - 44 ████████████████ 26%
45 - 54 ████████████ 19%
55 - 65 ████████ 13%
Over 65 ███████████ 18%

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RACE & ETHNICITY*

» Nearly **9 in 10** visitors to Maine were white

White ████████████████████████████ **86%**
Hispanic ██ **6%**
Indigenous █ **3%**
Asian █ **2%**
Black █ **2%**
Other █ **1%**

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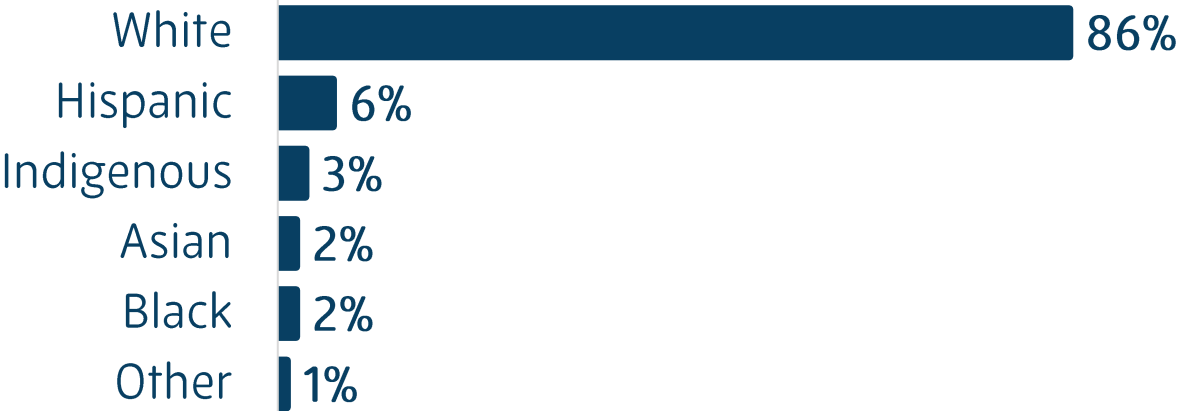
EDUCATIONAL ATTAINMENT*

» Over **2 in 3** visitors have a college/technical school degree or higher

High school or less ▇ 12%

Some college or technical school ▇ 21%

College or technical school graduate ▇ 51%

Graduate school ▇ 16%

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MARITAL STATUS*

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

Single/widowed
34%

Married/living with partner
66%

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EMPLOYMENT STATUS*

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

Employed full-time — **68%**
Employed part-time — **4%**
Contract/freelance/temporary employee — **3%**
Retired — **20%**
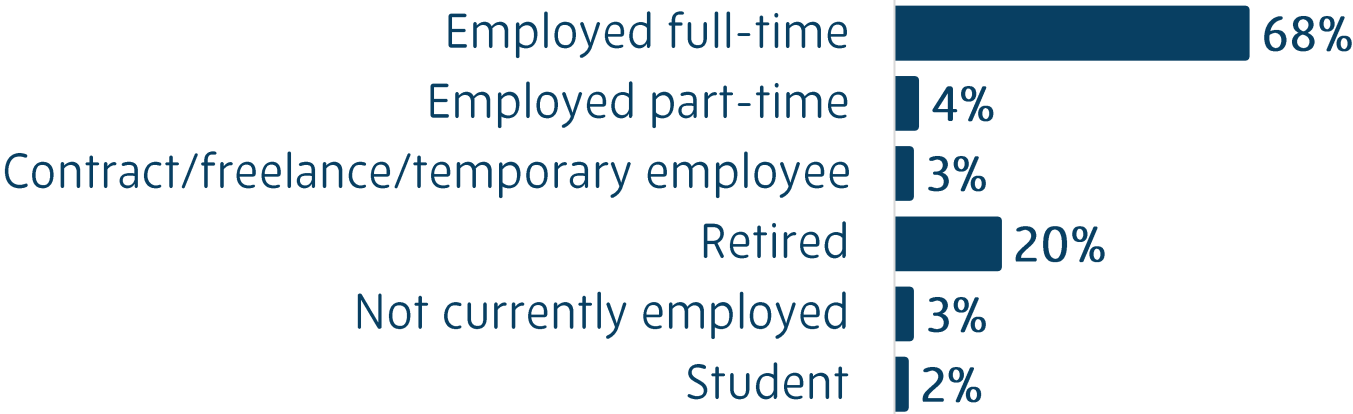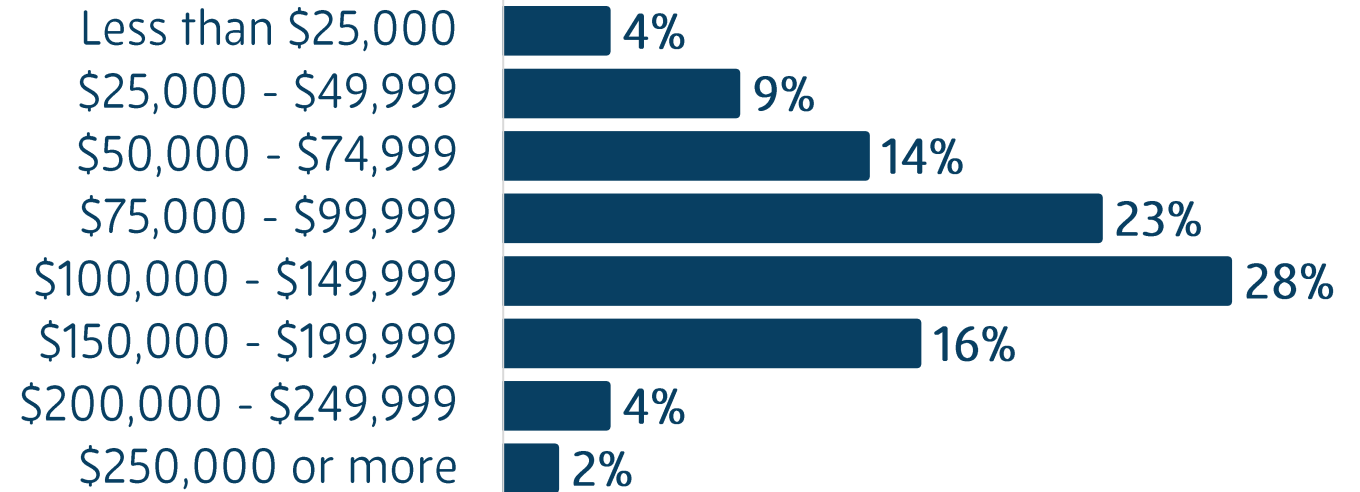Not currently employed — **3%**
Student — **2%**
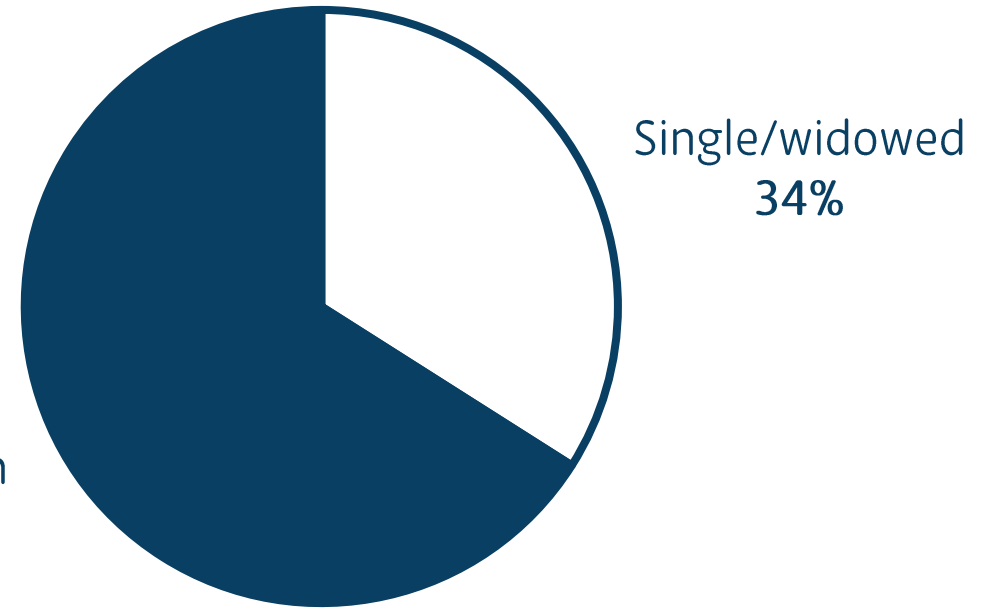
*Employment status of member of travel party surveyed.
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.
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HOUSEHOLD INCOME

» The median household income of visitors to Maine is **$100,000** per year

» **22%** of visitors to Maine earned more than $150,000 per year

Income	Percent
Less than $25,000	4%
$25,000 - $49,999	9%
$50,000 - $74,999	14%
$75,000 - $99,999	23%
$100,000 - $149,999	28%
$150,000 - $199,999	16%
$200,000 - $249,999	4%
$250,000 or more	2%

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NEW & RETURNING VISITORS

» **18%** of visitors were traveling in Maine for the first time

» Aroostook County has high repeat and loyal visitors, as **33%** had previously traveled in Maine more than 10 times

This is my first time — 18%

2 - 5 times — 29%

6 - 10 times — 20%

11+ times — 33%

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VISITOR JOURNEY: TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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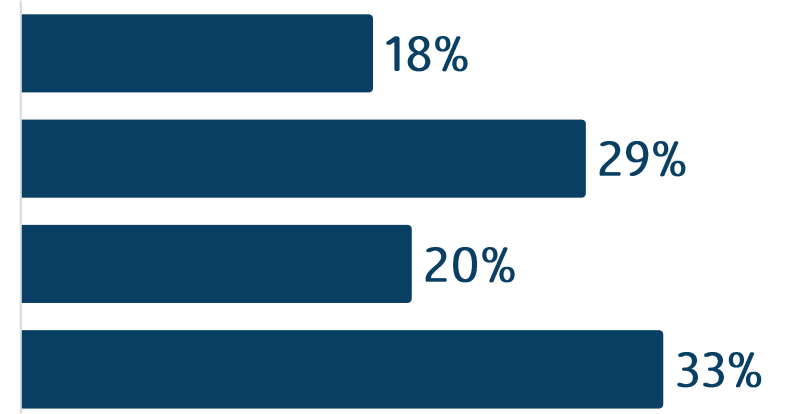
MODES OF TRANSPORTATION

» Maine is a drive-market for most visitors, with **81%** choosing to travel by car over plane, motor coach/bus, or train

» Most visitors who flew to Maine arrived at Bangor International Airport

Mode	Percentage
Drove to Maine	81%
Flew into Bangor Intl Airport	7%
Flew into Portland Intl Jetport	3%
Flew into Presque Isle Airport	3%
Flew into Boston Logan Intl	2%
Took a motor coach tour or bus	2%
Flew into another airport	1%
Other	1%

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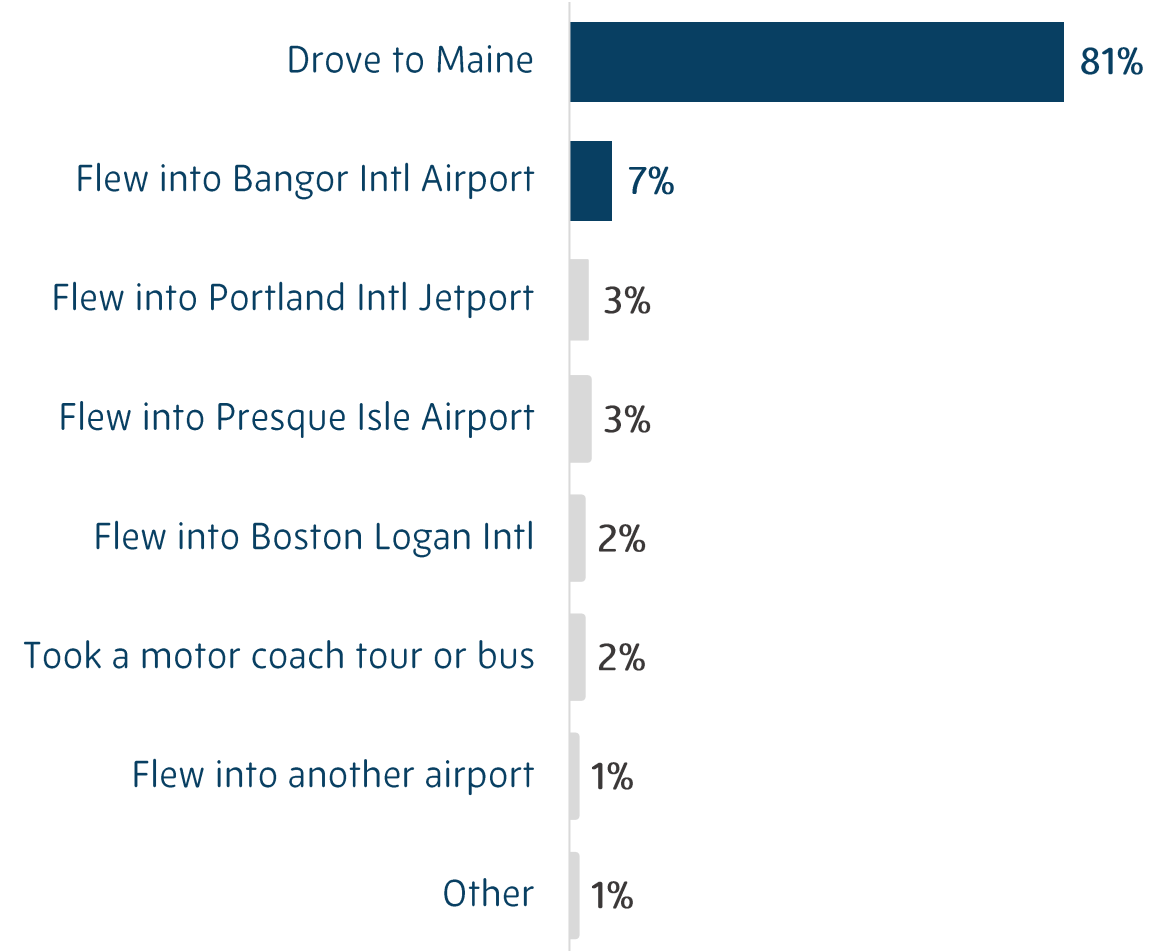
NIGHTS STAYED

» **84%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **3.9*** nights in Maine on their trips

» Typical visitors staying overnight in paid accommodations stayed **4.1** nights in Maine on their trips
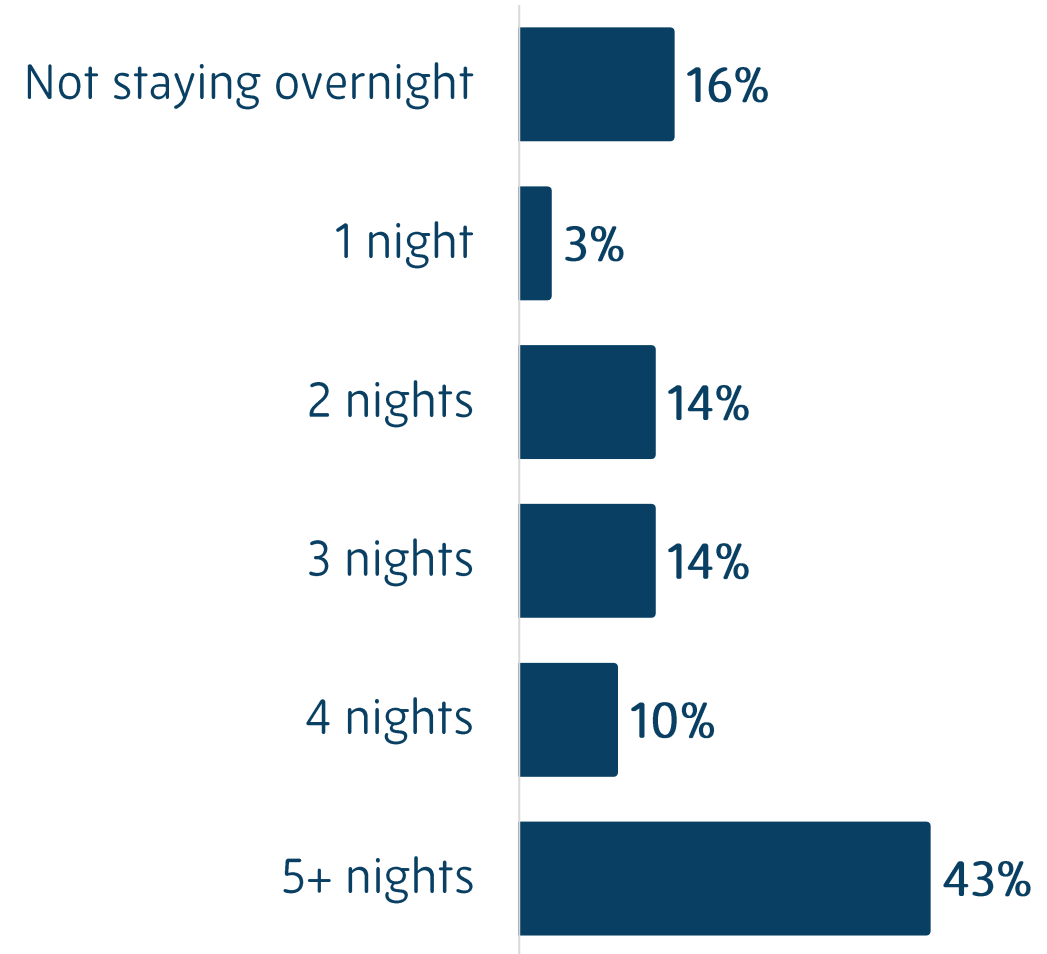
Not staying overnight — 16%

1 night — 3%

2 nights — 14%

3 nights — 14%

4 nights — 10%

5+ nights — 43%

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

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ACCOMMODATIONS

» **1 in 3** visitors stayed overnight at a hotel, motel, or resort (+10% points from 2023)

» Nearly **3 in 10** stayed with friends or family (-1% point from 2023)

Accommodation	%
Hotel/motel/resort	33%
Friends/family home	29%
Not spending the night	16%
Personal second home	5%
Vacation rental home	4%
Campground/RV Park	4%
Bed & Breakfast/Inn	2%
Wilderness camping	2%
Sporting camp/wilderness lodge	2%
Outdoor Outfitter	1%
Other	2%

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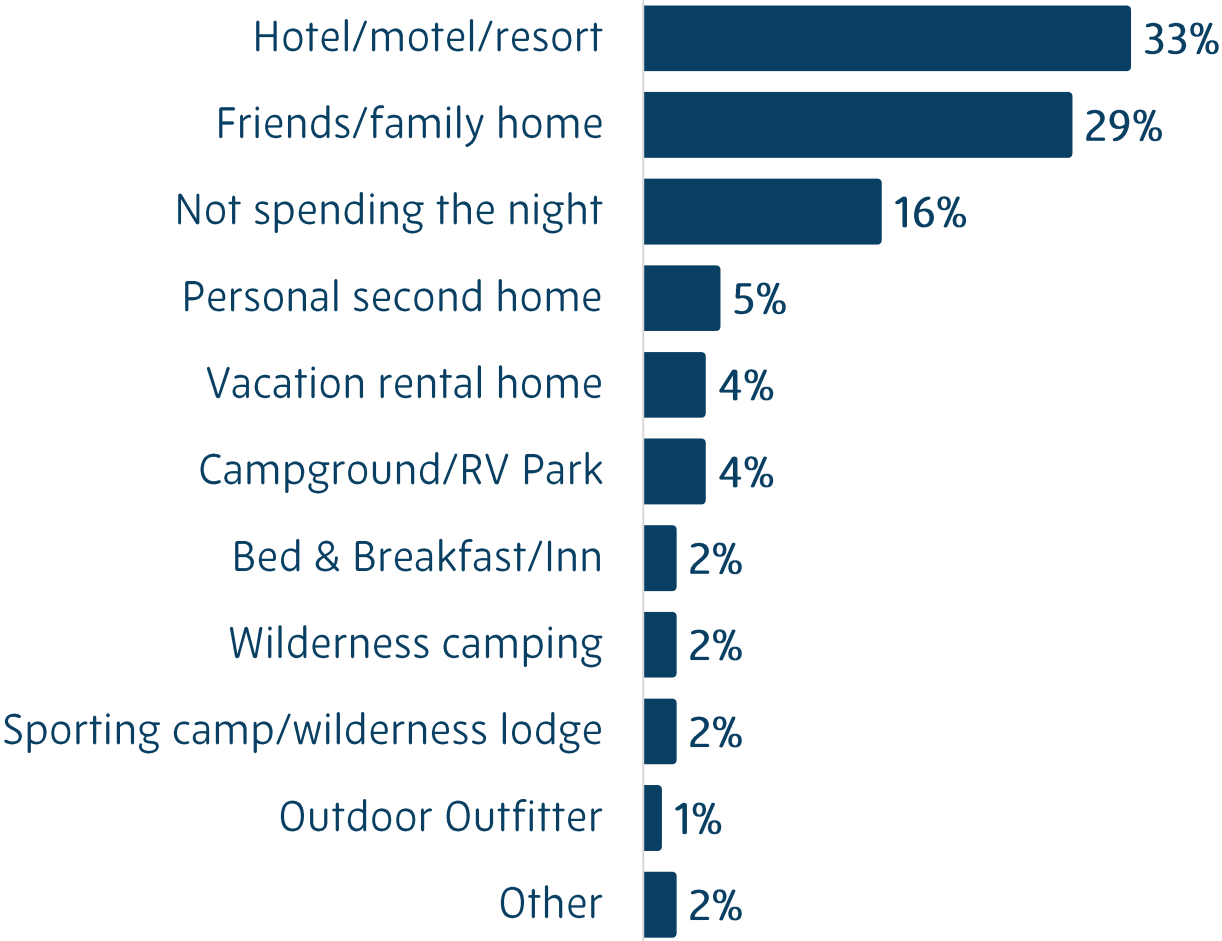
BOOKING METHODS

» Nearly **3 in 5** visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency

» **1 in 5** visitors booked directly with the hotel/condo

Online travel agency **55%**

Directly with the hotel/condo **20%**

Airbnb **8%**

Short term rental service **3%**

Offline travel agent **3%**

Vacation rental company **1%**

Travel package provider **1%**

Group tour operator **<1%**

Other **9%**

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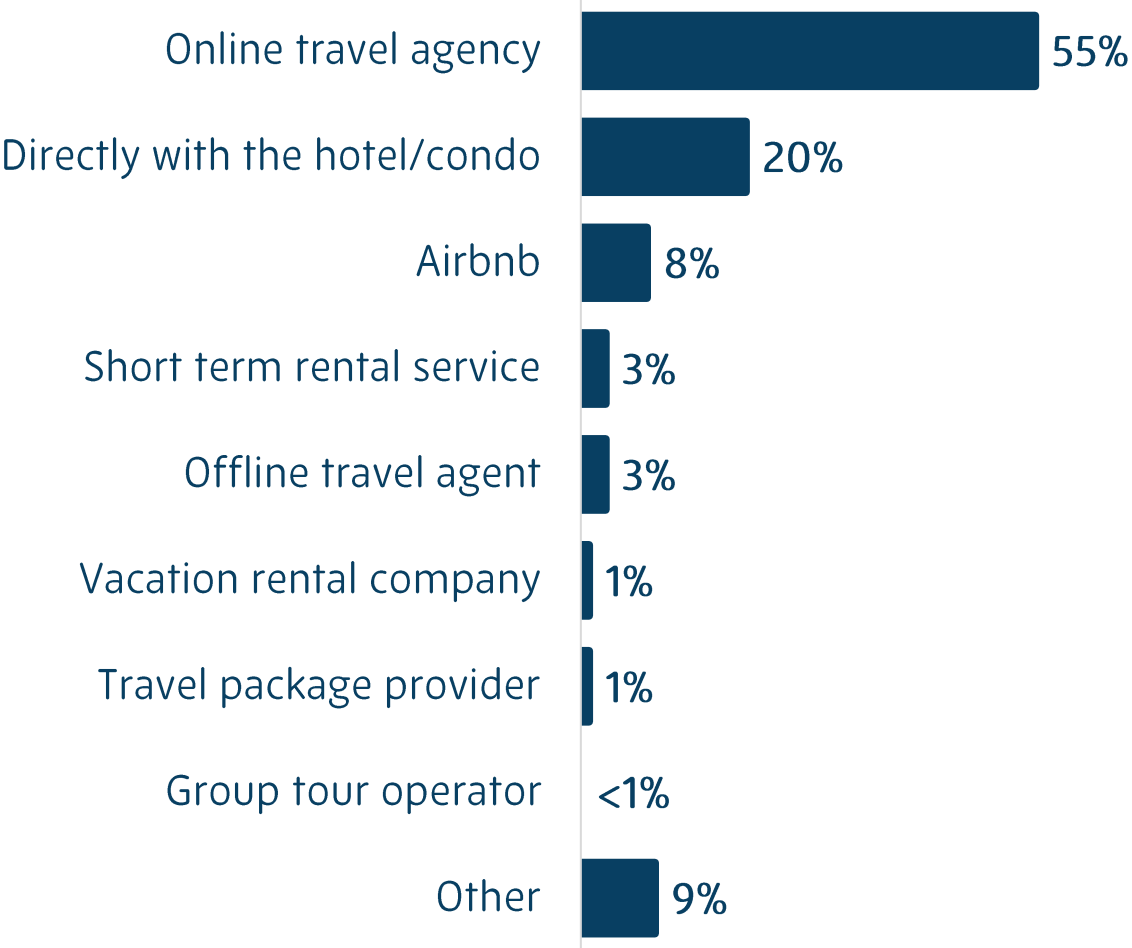
IN-MARKET VISITOR RESOURCES*

» Visitors were most likely to rely on navigation websites/apps (Google or Apple Maps, etc.) to plan activities in–market

» **26%** of visitors used a hotel/resort website/app (+13% points from 2023)

» **14%** of visitors did not use any resources to plan activities while they were in-market

Resource	%
Navigation website/apps	27%
Hotel/resort website/app	26%
Personal social media	25%
Booking website/app	19%
Destination social media	16%
Trip planning app	15%
Restaurant website/app	11%
Visitor Information Centers	10%
VisitMaine.com	8%
Materials from hotel/campground	8%
Airline website/app	6%
Chambers of Commerce	3%
Other	3%
None	14%

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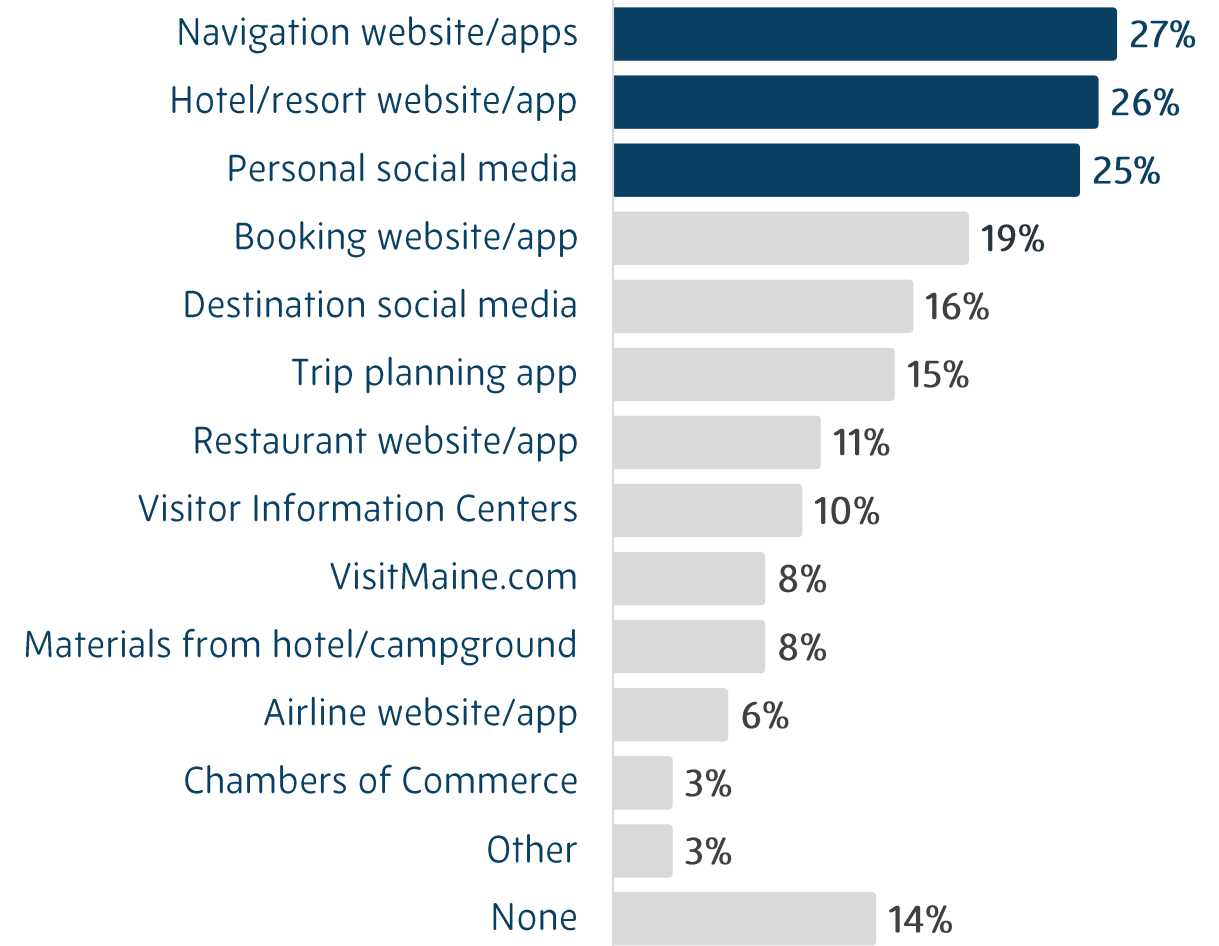
VISITOR ACTIVITIES*

» Over **2 in 3** of visitors participated in culinary activities during their trip to Maine (+21% points from 2023)

» Over **1 in 3** visitors engaged in active outdoor activities (-14% points from 2023) or went touring/sightseeing (-13% points from 2023)

Food/beverage/culinary — 67%
Active outdoor activities — 36%
Touring/sightseeing — 35%
Shopping — 22%
Water activities — 18%
History/culture — 14%
Astrotourism — 13%
April 8th, 2024 Solar Eclipse — 8%
Business conference/meeting — 8%
Entertainment/attractions — 7%
Other — 6%

*Multiple responses permitted.

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DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Going to local brew pubs/craft breweries	36%	Shopping at malls	9%	Pool swimming	2%
Enjoyed unique Maine food or beverages	28%	Visited Farmer's Markets	8%	Nordic skiing	2%
Sightseeing	26%	Shopping in downtown areas	8%	Bicycling touring	2%
Driving for pleasure	24%	Shopping for unique/locally produced goods	8%	Alpine skiing/snowboarding	2%
Enjoying the mountain views	19%	Ate other local seafood	7%	Snowshoeing	2%
Enjoying the ocean views/rocky coast	16%	Outdoor swimming	7%	Attend plays/musicals/theatrical events	2%
Wildlife viewing/bird watching	16%	Riding all-terrain vehicles	7%	Attend sporting events	2%
Ate lobster	16%	Shopping for gifts/souvenirs	7%	Outdoor fun centers	2%
Consumed other locally produced Maine foods	15%	Camping	6%	Ate farm-to-table or organic cuisine	1%
Hiking/climbing/backpacking	15%	Outlet shopping	5%	Sailing	1%
Photography	14%	Shopping for "Made in Maine" products	5%	Surfing	1%
Snowmobiling	12%	Going to the beach	4%	Attend operas/classical music events	1%
Get to know the local people and/or culture	12%	Hunting	4%	Bars/nightlife	1%
Tours of communities/local architecture	11%	Mountain/Fat Biking	4%	Agricultural fairs	1%
Fishing	11%	Visit art museums/local artisan studios	4%	Amusement/theme parks	1%
Enjoying local food at fairs/festivals	10%	Shopping for antiques/local arts and crafts	4%	Water parks	1%
Canoeing/kayaking	10%	Enjoyed high-end cuisine or five-star dining	3%	Horseback riding	1%
Visit historic sites/museums	10%	Motor boating	3%	Painting/drawing/sketching	<1%
Viewing fall colors	9%	White water rafting	3%	Animal parks/zoos	<1%
Nature cruises or tours	9%	Attend popular music concerts/events	3%	Children's museums	<1%
Exploring State and National Parks	9%	Water skiing/jet skiing	2%	Summer camps	<1%

*Multiple responses permitted.

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DAILY TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$168	$0	$0
Transportation	$80	$79	$56
Groceries	$47	$49	$28
Restaurants	$115	$105	$34
Shopping	$71	$79	$79
Activities & Attractions	$65	$46	$9
Other	$21	$24	$5
Daily Spending	**$567**	**$382**	**$211**

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TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$689	$0	$0
Transportation	$328	$403	$56
Groceries	$193	$250	$28
Restaurants	$472	$536	$34
Shopping	$291	$403	$79
Activities & Attractions	$267	$235	$9
Other	$86	$122	$5
Total Spending	**$2,325**	**$1,948**	**$211**

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LODGING AMENITIES*

» An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **3 in 4** visitors

» Price for accommodations included parking for over **2 in 3** visitors (+13% points from 2023)

» Food was included in accommodations' pricing for nearly **1 in 5** visitors (-16% points from 2023)

Amenity	Percentage
Parking	67%
Food	18%
Recreation	5%
Resort fee	5%
Other	1%
None	25%

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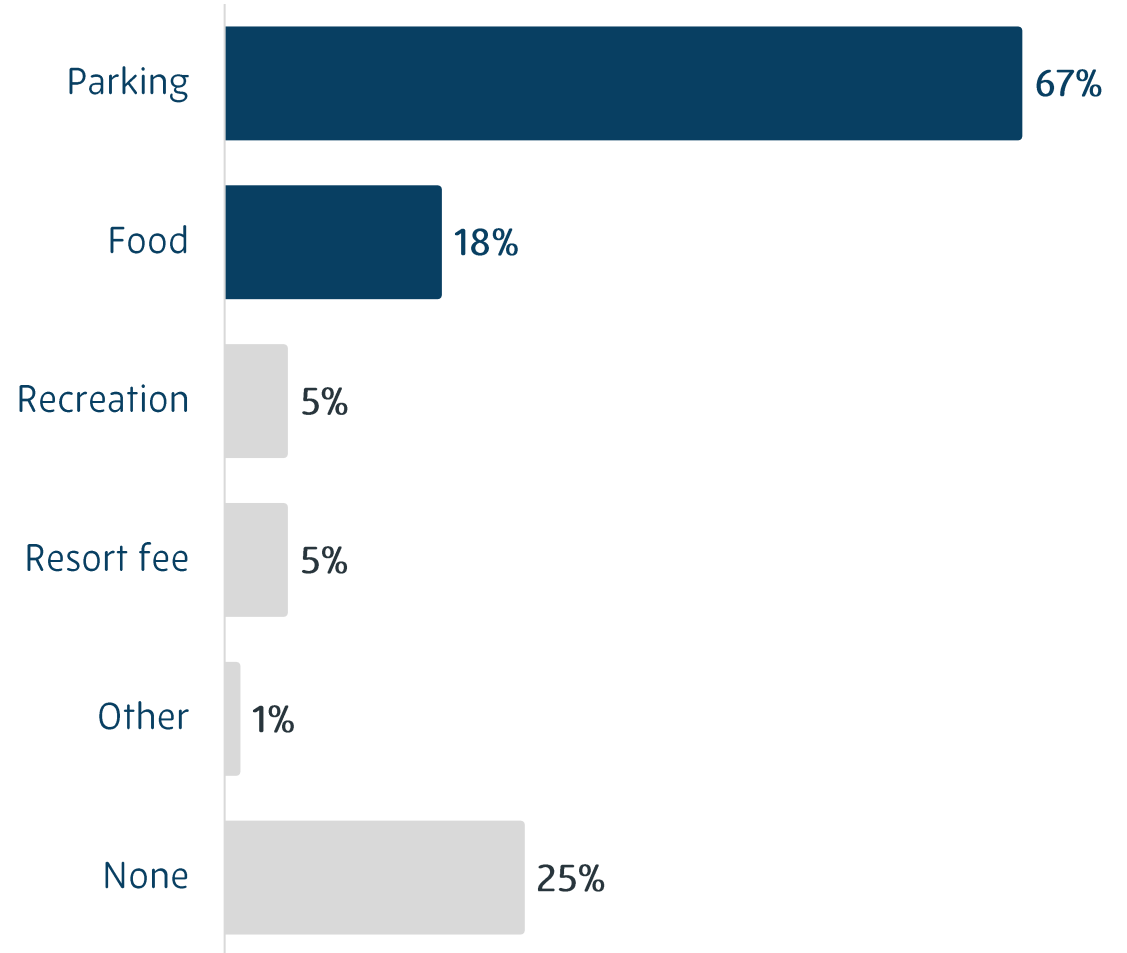
OTHER STATES & PROVINCES VISITED*

» Over **4 in 5** visitors did not visit any other U.S. state or Canadian province during their trip (+11% points from 2023)

» Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip

No other states/provinces	81%
New Hampshire	10%
Massachusetts	7%
Vermont	6%
New York	5%
New Brunswick	4%
Connecticut	2%
Rhode Island	2%
Quebec	2%
Nova Scotia	1%
Prince Edward Island	1%
Ontario	1%
Newfoundland and Labrador	<1%
Other	1%

*Multiple responses permitted.

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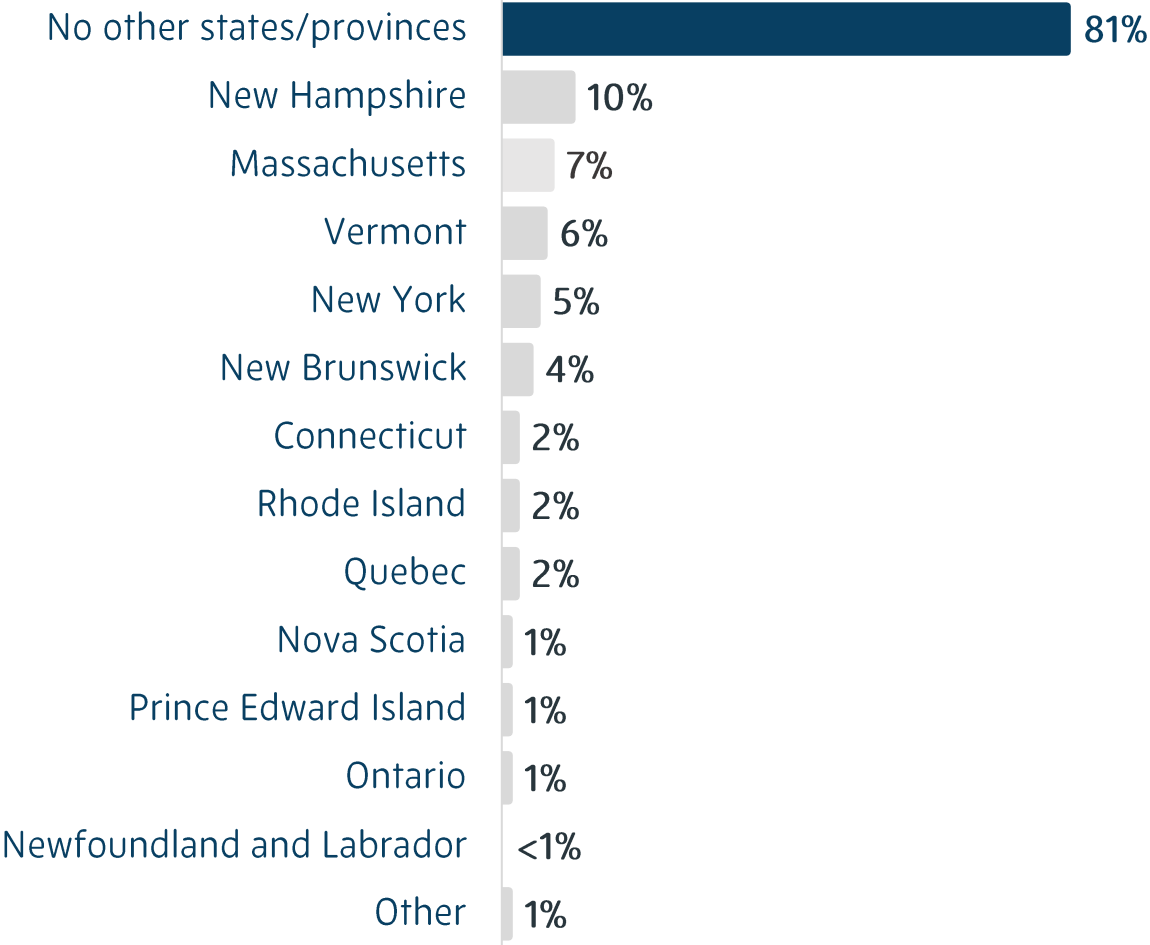
TRAVELING WITHIN MAINE*

» Nearly **7 in 10** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+23% points from 2023)

» **1 in 5** visitors visited the Maine Highlands in addition to their primary destination within Maine (-7% points from 2023)

No other regions — 69%
The Maine Highlands — 20%
Downeast & Acadia — 16%
The Maine Beaches — 13%
Midcoast & Islands — 11%
Greater Portland & Casco Bay — 8%
Maine Lakes & Mountains — 7%
Kennebec Valley — 7%
Other — 1%

*Multiple responses permitted.

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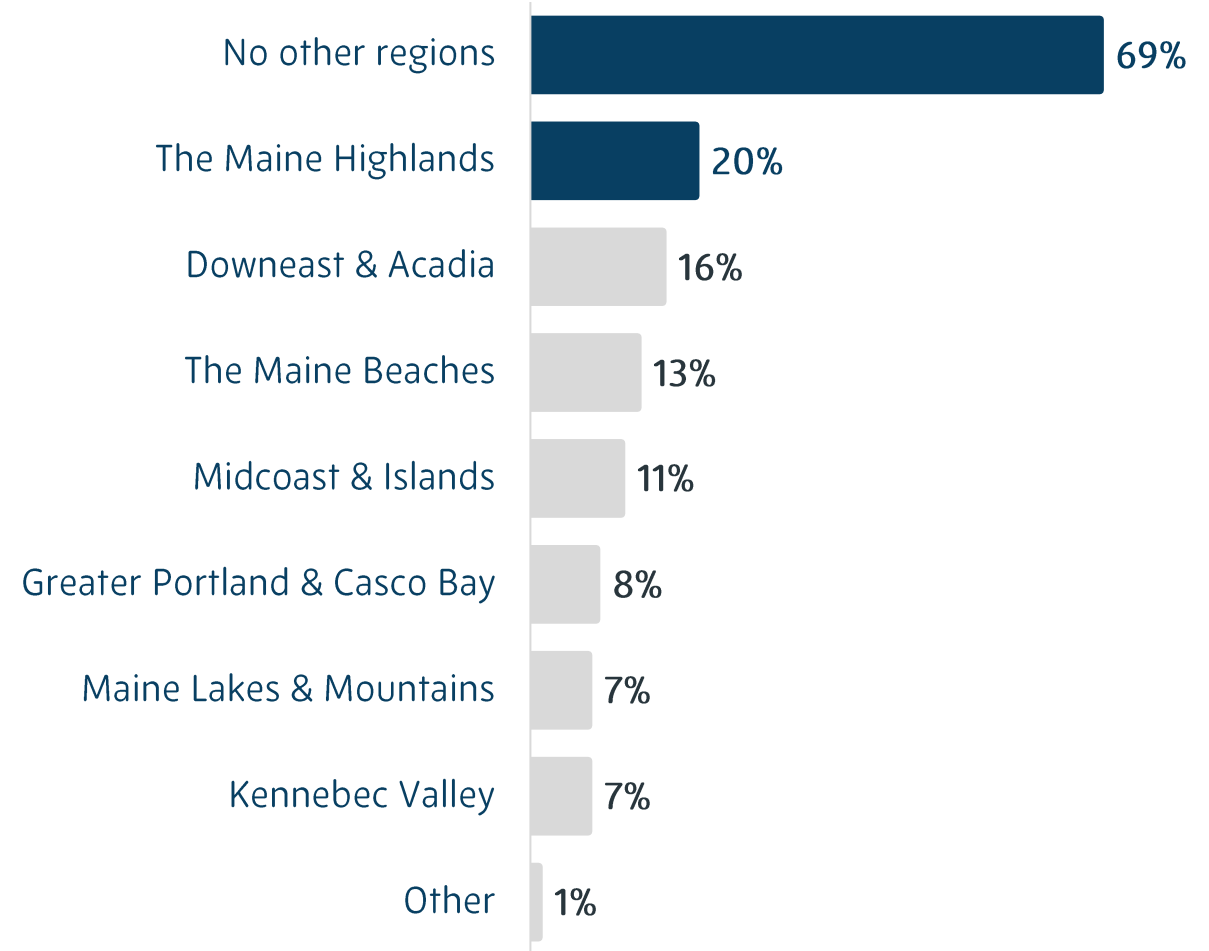
VISITOR JOURNEY: POST-TRIP EVALUATION

Pre-Visit → Traveler Profile → Trip Experience → **Post-Trip Evaluation** → Impact of Tourism

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RECOMMENDING MAINE & ITS REGIONS

Likelihood of Recommending Maine

Would recommend Maine — 92%

Would not recommend Maine — 4%

Not sure — 4%

» **92%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
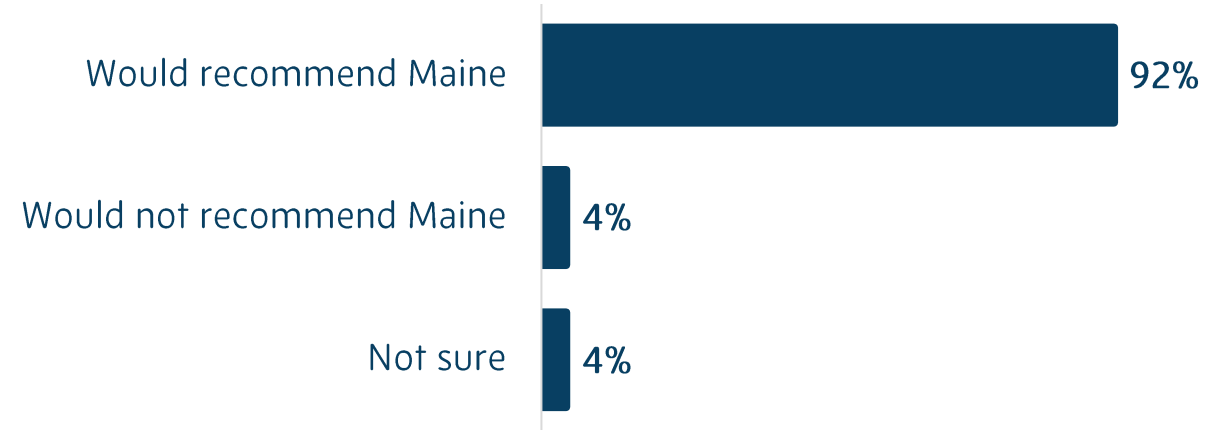
Likelihood of Recommending Region Visited
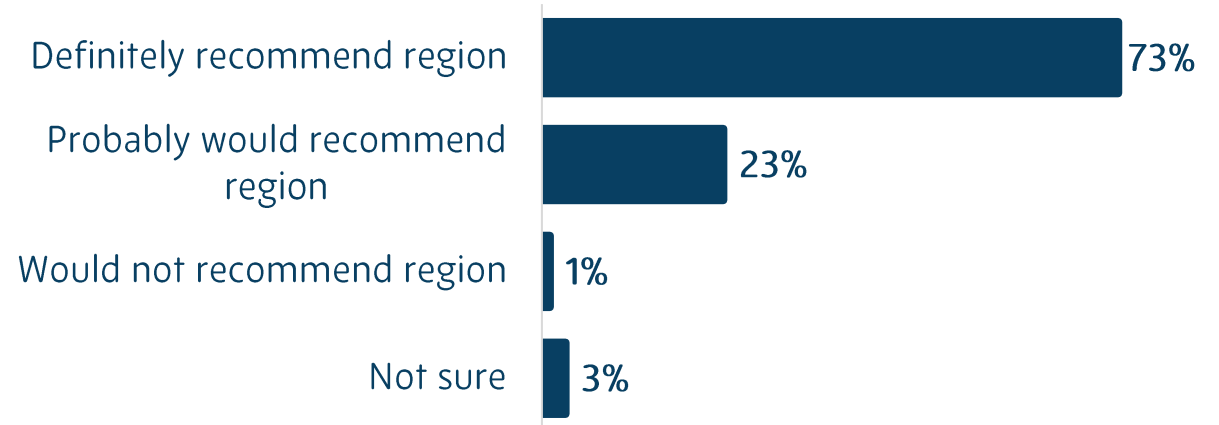
Definitely recommend region — 73%

Probably would recommend region — 23%

Would not recommend region — 1%

Not sure — 3%

» **96%** 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 (-10% points from 2023)

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LIKELIHOOD OF RETURNING TO MAINE

» **97%** of visitors will return to Maine for a future visit or vacation

Definitely will return — 70%

Probably will return — 27%

Probably will not return* — 1%
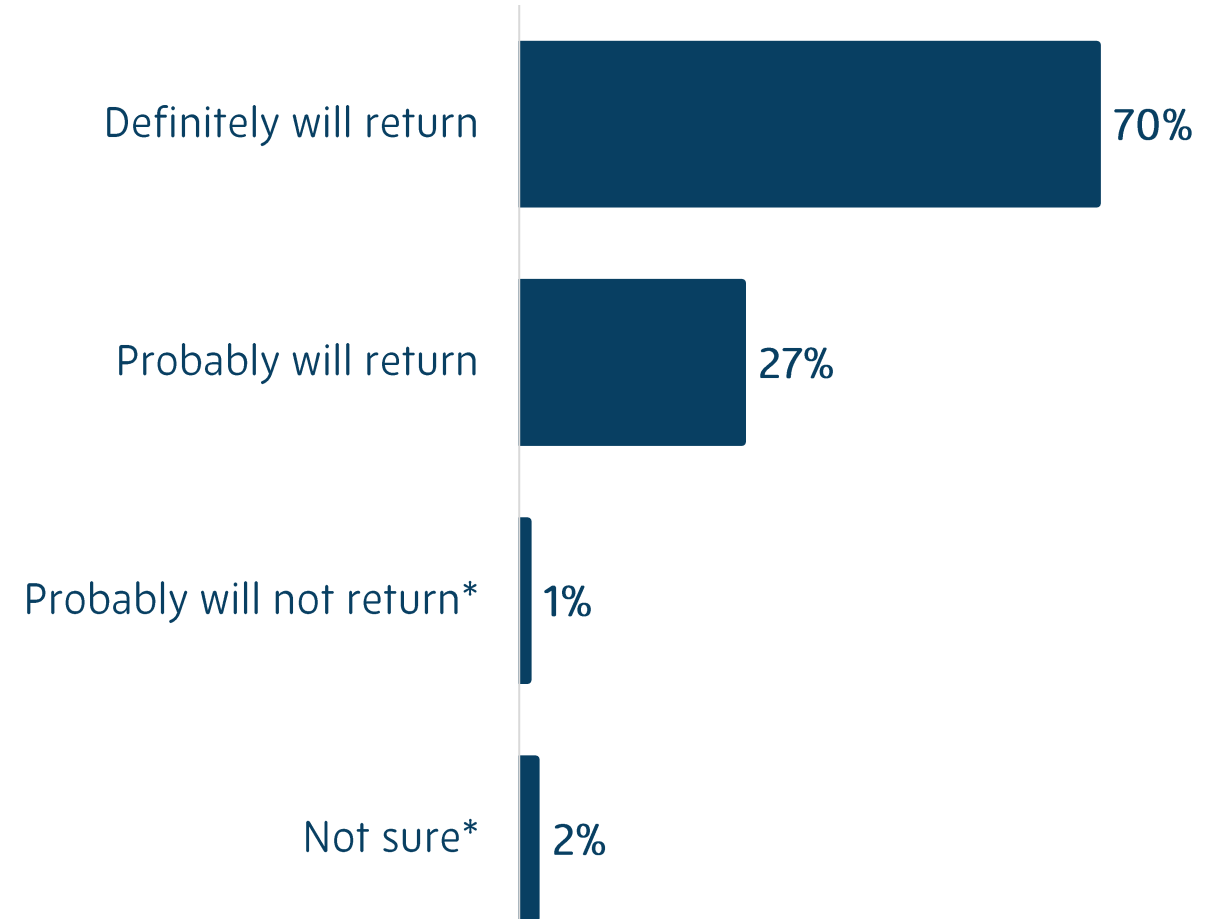
Not sure* — 2%

*3% of all visitors are not sure or will probably not return to Maine for the following reasons:
1. Prefer a variety of destinations 2. Airline service is too limited or too expensive 3. Too cold/bad weather
4. Once is enough to see and do everything 5. Lack of nightlife.

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SATISFACTION

» Like last year, **99%** of visitors were satisfied with their trip to Maine

» **7 in 10** visitors were very satisfied with their trip to Maine

Very satisfied — 70%

Satisfied — 29%

Dissatisfied — <1%

Don't know — 1%

TRIP RATINGS

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88

Exceeded Expectations ■ Met Expectations ■ Did not meet expectations

	Did not meet	Met	Exceeded
Friendliness of people	1%	33%	66%
Activities & attractions	3%	41%	56%
Authenic & unique communities	1%	46%	53%
Customer service	2%	45%	53%
Restaurants	7%	47%	46%
Lodging	4%	54%	42%
Value for your money	4%	55%	41%
Shopping	22%	42%	36%
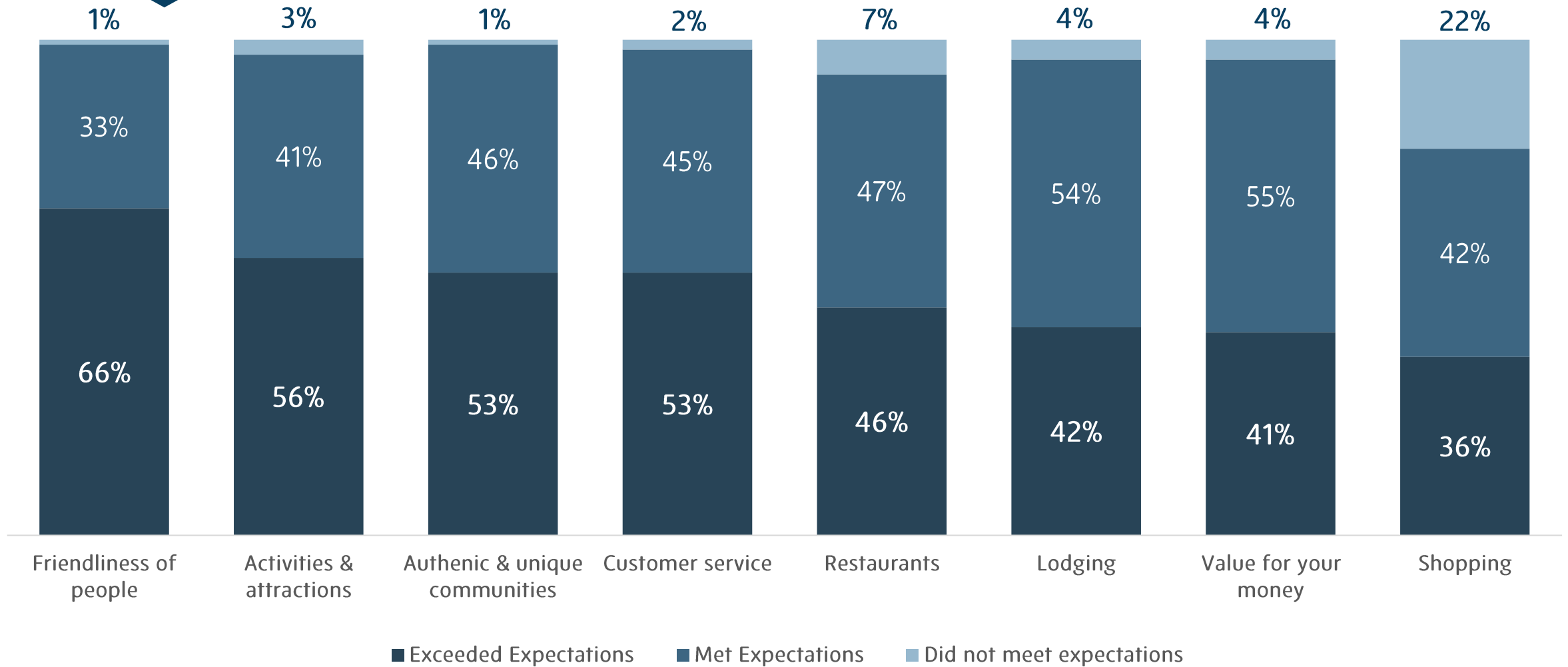
OVERCROWDING

» Over **2 in 3** of visitors thought the number of visitors during their trip to Maine was fine

» **10%** of visitors thought it was a little overcrowded

Overcrowded — 2%

A little overcrowded — 10%

The number of visitors was fine — 43%

Not at all overcrowded — 44%

Other — 1%

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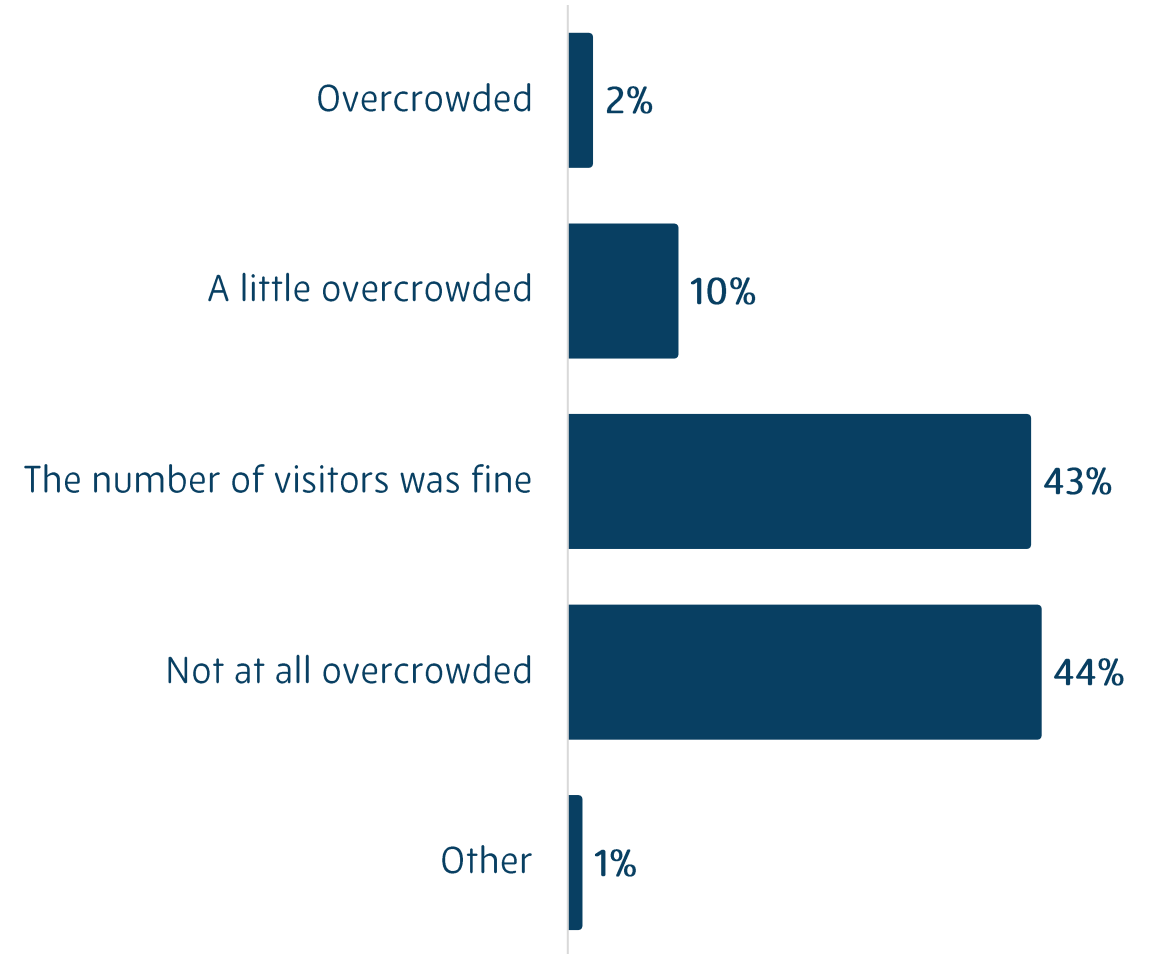
ANNUAL COMPARISONS

VISITOR JOURNEY : PRE-VISIT

Pre-Visit → Traveler Profile → Trip Experience → Post-Trip Evaluation → Impact of Tourism

TRIP PLANNING CYCLE

Trip Planning Cycle	2023	2024
A week or less	19%	11%
2 - 3 weeks	19%	17%
1 - 2 months	24%	29%
3 - 4 months	21%	24%
5 - 6 months	9%	11%
7 months - 1 year	6%	6%
More than 1 year	2%	2%
Days in Planning Cycle	**45**	**53**

Booking Window	2023	2024
A week or less	24%	21%
2 - 3 weeks	24%	35%
1 - 2 months	22%	22%
3 - 4 months	18%	13%
5 - 6 months	8%	5%
7 months - 1 year	3%	3%
More than 1 year	1%	1%
Days in Booking Window	**33**	**20**

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ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2023	2024
Online search engines	26%	36%
Online travel agency	18%	31%
Facebook	13%	19%
Hotel websites	11%	18%
VisitAroostook.com	14%	11%
Airbnb	6%	9%
VisitMaine.com	14%	8%
Visit Maine social media	8%	7%
Traveler reviews/blogs/stories	9%	7%
Instagram	5%	6%
TripAdvisor	8%	5%
Airline websites	4%	5%
YouTube	7%	5%
Vrbo/HomeAway	5%	4%
Vacation rental websites	5%	4%
DiscoverNewEngland.com	2%	4%
DowneastAcadia.com	7%	4%
TheMaineBeaches.com	7%	4%
MaineTourism.com	6%	4%
TheMaineHighlands.com	2%	2%
MainesMidCoast.com	4%	2%
VisitPortland.com	2%	2%
MaineLakesandMountains.com	4%	2%
Twitter	2%	2%
VisitBarHarbor.com	3%	2%
KennebecValley.org	1%	1%
Other	3%	2%
None	20%	15%

*Multiple responses permitted.

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93

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OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2023	2024
Advice from friends/family	31%	39%
Travel planning apps	13%	15%
Travel guides/brochures	13%	9%
AAA	13%	6%
Travel books & magazines	8%	6%
Articles or travelogues	9%	6%
Travel agent	4%	6%
Called the Maine Office of Tourism	9%	5%
Visitor Guide	7%	4%
Visit Maine e-newsletter	6%	4%
Called local convention and visitors bureaus	2%	2%
Called local Chambers of Commerce	4%	2%
Called another Tourism/Lodging Association	3%	2%
Other	3%	2%
None	26%	20%

*Multiple responses permitted.

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REASON FOR VISITING*

Reasons for Visiting	2023	2024
Visiting friends/relatives	33%	36%
Relax and unwind	23%	22%
Snow activities	14%	17%
Sightseeing/touring	24%	17%
Active outdoor activities	14%	15%
Nature & bird watching	20%	14%
Special occasion	12%	12%
Conference/meeting	7%	11%
Special event	13%	10%
April 8th, 2024 Solar Eclipse	NA	7%
Water activities	5%	5%
Shopping	7%	4%
Attractions	3%	3%
Culture/museums/history	3%	3%
Astrotourism	3%	3%
Beach	4%	2%
Sporting event	5%	2%
Other	8%	6%

*Multiple responses permitted.

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TV SHOWS & FILM*

Trip Inspiration From Film	2023	2024
Yes	8%	6%
No	92%	65%
Don't know	<1%	29%

How Film Inspired Trip**	2023	2024
Seeing Maine in a film or TV show made me think about Maine as a place to visit	16%	29%
Visiting a location related to a TV show or film was the main reason I visited Maine	37%	27%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	11%	21%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	32%	15%
Something else	4%	8%

Visited TV or Film Attractions***	2023	2024
Yes	6%	2%
No	92%	67%
Don't know	2%	31%

*Questions were not asked until January 2024.
**Only asked to those who said a TV show or film inspired them to take a trip to Maine.
***Only asked to those who said they were NOT inspired by a TV show or film to visit Maine.

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OTHER STATES/PROVINCES CONSIDERED*

Other States/Provinces Considered	2023	2024
No other states/provinces	68%	76%
New Hampshire	16%	12%
Vermont	9%	11%
Massachusetts	8%	6%
New York	6%	5%
New Brunswick	4%	5%
Connecticut	3%	3%
Rhode Island	3%	3%
Nova Scotia	4%	3%
Newfoundland and Labrador	1%	2%
Prince Edward Island	1%	2%
Quebec	3%	2%
Ontario	1%	1%
Other	1%	1%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

Recalled Advertising	2023	2024
Yes	40%	33%
No	43%	36%
Not sure	17%	31%

Influenced by Advertising	2023	2024
Yes	26%	19%

ADVERTISING/PROMOTIONS*

Sources of Advertising Recall*	2023	2024
Social media	38%	50%
Internet	30%	32%
Radio	12%	18%
Magazine	18%	16%
Cable or satellite television	18%	15%
VisitMaine.com	15%	13%
Billboard	20%	12%
Newspaper	8%	12%
Maine travel/visitor guide	12%	10%
Traveler reviews/blogs	11%	9%
AAA	13%	9%
Online streaming service	6%	8%
Music/podcast streaming	7%	8%
Brochure	9%	7%
Deal – based promotion	4%	2%
Other	2%	4%
Not sure	1%	2%

*Multiple responses permitted.

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VISITOR JOURNEY : TRAVELER PROFILE

Pre-Visit → **Traveler Profile** → Trip Experience → Post-Trip Evaluation → Impact of Tourism

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ORIGIN REGION

Region of Origin	2023	2024
Maine	33%	32%
New England	20%	21%
Mid-Atlantic	8%	11%
Southeast	6%	10%
Southwest	3%	4%
Midwest	6%	5%
West	6%	4%
Canada	17%	12%
International	1%	1%

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ORIGIN STATE/PROVINCE

Origin States & Provinces	2023	2024
Maine	33%	32%
Massachusetts	6%	8%
New Hampshire	10%	6%
New York	3%	6%
New Brunswick	11%	6%
Florida	3%	5%
Connecticut	2%	4%
Texas	2%	3%
Quebec	4%	3%
California	2%	2%
New Jersey	1%	2%
North Carolina	1%	2%
Vermont	1%	2%
Nova Scotia	2%	2%

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ORIGIN MARKET

Origin Markets	2023	2024
New York City[1]	3%	6%
Bangor	4%	5%
Boston	3%	4%
Portland	4%	4%
Jacksonville, FL	<1%	2%
Kittery	3%	2%
Presque Isle	3%	2%
Waterboro	1%	2%
Rochester - Portsmouth, NH	6%	2%
Fredericton, CAN	3%	2%
Saint John, CAN	3%	2%
Halifax, CAN	2%	2%
Montreal, CAN	2%	2%

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

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TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2023	2024
As a couple	40%	38%
Traveled alone	24%	26%
As a family	20%	20%
With other couples/friends	14%	11%
In a tour group	1%	4%
With business associates	1%	1%
Other	<1%	<1%
Average Travel Party Size	2.3	2.5

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TRAVEL WITH CHILDREN*

Children in Travel Party*	2023	2024
No children	86%	85%
Children younger than 6	4%	5%
Children 6 – 12	8%	11%
Children 13 – 17	7%	7%

Gender	2023	2024
Male	52%	57%
Female	48%	42%
Other	NA	1%

*Multiple responses permitted.

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DEMOGRAPHIC PROFILE

Age	2023	2024
Under 25	3%	3%
25 – 34	15%	21%
35 – 44	23%	26%
45 – 54	21%	19%
55 – 65	15%	13%
Over 65	23%	18%
Median Age	**49**	**45**

Race/Ethnicity	2023	2024
White	89%	86%
Hispanic	2%	6%
Indigenous	4%	3%
Black	1%	2%
Asian	2%	2%
Other	2%	1%

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LIFESTYLE PROFILE

Marital Status	2023	2024
Single/widowed	29%	34%
Married/living with partner	71%	66%

Employment Status	2023	2024
Employed full-time	57%	68%
Employed part-time	6%	4%
Contract/freelance/temporary employee	6%	3%
Retired	26%	20%
Not currently employed	4%	3%
Student	1%	2%

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LIFESTYLE PROFILE

Household Income	2023	2024
Less than $25,000	4%	4%
$25,000 - $49,999	17%	9%
$50,000 - $74,999	23%	14%
$75,000 - $99,999	17%	23%
$100,000 - $149,999	17%	28%
$150,000 - $199,999	11%	16%
$200,000 - $249,999	8%	4%
$250,000 or more	3%	2%
Median Household Income	$83,800	$100,000

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LIFESTYLE PROFILE

Educational Attainment	2023	2024
High school or less	26%	12%
Some college or technical school	13%	21%
College or technical school graduate	45%	51%
Graduate school	16%	16%

NEW & RETURNING VISITORS

Previous Trips to Maine	2023	2024
This is my first time	21%	18%
2 - 5 times	31%	29%
6 - 10 times	15%	20%
11+ times	33%	33%

VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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TRANSPORTATION

Means of Transportation	2023	2024
Drove to Maine	77%	81%
Flew into Bangor Intl Airport	5%	7%
Flew into Portland Intl Jetport	4%	3%
Flew into Presque Isle Airport	2%	3%
Flew into Boston Logan Intl	5%	2%
Took a motor coach tour or bus	3%	2%
Flew into another airport	<1%	1%
Other	3%	1%

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LENGTH OF STAY

Nights Stayed	2023	2024
Not staying overnight	17%	16%
1 night	5%	3%
2 nights	15%	14%
3 nights	15%	14%
4 nights	12%	10%
5+ nights	36%	43%
Average Length of Stay	**3.7**	**3.9**

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ACCOMMODATIONS

Accommodations	2023	2024
Hotel/motel/resort	23%	33%
Friends/family home	30%	29%
Not spending the night	17%	16%
Personal second home	6%	5%
Vacation rental home	4%	4%
Campground/RV Park	4%	4%
Bed & Breakfast/Inn	6%	2%
Wilderness camping	2%	2%
Sporting camp/wilderness lodge	3%	2%
Outdoor Outfitter	2%	1%
Other	3%	2%

BOOKING

Booking Methods	2023	2024
Online travel agency	33%	55%
Directly with the hotel/condo	35%	20%
Airbnb	5%	8%
Short term rental service	5%	3%
Offline travel agent	5%	3%
Vacation rental company	1%	1%
Travel package provider	2%	1%
Group tour operator	<1%	<1%
Other	14%	9%

IN-MARKET RESOURCES*

In-Market Resources	2023	2024
Navigation website/apps	40%	27%
Hotel/resort website/app	13%	26%
Personal social media	13%	25%
Booking website/app	12%	19%
Destination social media	12%	16%
Trip planning app	17%	15%
Restaurant website/app	11%	11%
Visitor Information Centers	16%	10%
VisitMaine.com	13%	8%
Materials from hotel/campground	10%	8%
Airline website/app	4%	6%
Chambers of Commerce	4%	3%
Other	4%	3%
None	18%	14%

*Multiple responses permitted.

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ACTIVITIES*

Activities	2023	2024
Food/beverage/culinary	46%	67%
Active outdoor activities	50%	36%
Touring/sightseeing	48%	35%
Shopping	34%	22%
Water activities	17%	18%
History/culture	15%	14%
Astrotourism	16%	13%
Business conference/meeting	7%	8%
April 8th, 2024 Solar Eclipse	NA	8%
Entertainment/attractions	12%	7%
Other	8%	6%

*Multiple responses permitted.

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DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Going to local brew pubs/craft breweries	36%	Shopping at malls	9%	Pool swimming	2%
Enjoyed unique Maine food or beverages	28%	Visited Farmer's Markets	8%	Nordic skiing	2%
Sightseeing	26%	Shopping in downtown areas	8%	Bicycling touring	2%
Driving for pleasure	24%	Shopping for unique/locally produced goods	8%	Alpine skiing/snowboarding	2%
Enjoying the mountain views	19%	Ate other local seafood	7%	Snowshoeing	2%
Enjoying the ocean views/rocky coast	16%	Outdoor swimming	7%	Attend plays/musicals/theatrical events	2%
Wildlife viewing/bird watching	16%	Riding all-terrain vehicles	7%	Attend sporting events	2%
Ate lobster	16%	Shopping for gifts/souvenirs	7%	Outdoor fun centers	2%
Consumed other locally produced Maine foods	15%	Camping	6%	Ate farm-to-table or organic cuisine	1%
Hiking/climbing/backpacking	15%	Outlet shopping	5%	Sailing	1%
Photography	14%	Shopping for "Made in Maine" products	5%	Surfing	1%
Snowmobiling	12%	Going to the beach	4%	Attend operas/classical music events	1%
Get to know the local people and/or culture	12%	Hunting	4%	Bars/nightlife	1%
Tours of communities/local architecture	11%	Mountain/Fat Biking	4%	Agricultural fairs	1%
Fishing	11%	Visit art museums/local artisan studios	4%	Amusement/theme parks	1%
Enjoying local food at fairs/festivals	10%	Shopping for antiques/local arts and crafts	4%	Water parks	1%
Canoeing/kayaking	10%	Enjoyed high-end cuisine or five-star dining	3%	Horseback riding	1%
Visit historic sites/museums	10%	Motor boating	3%	Painting/drawing/sketching	<1%
Viewing fall colors	9%	White water rafting	3%	Animal parks/zoos	<1%
Nature cruises or tours	9%	Attend popular music concerts/events	3%	Children's museums	<1%
Exploring State and National Parks	9%	Water skiing/jet skiing	2%	Summer camps	<1%

*Multiple responses permitted.

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OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2023	2024
No other states/provinces	70%	81%
New Hampshire	14%	10%
Massachusetts	10%	7%
Vermont	7%	6%
New York	5%	5%
New Brunswick	4%	4%
Connecticut	4%	2%
Rhode Island	2%	2%
Quebec	2%	2%
Nova Scotia	2%	1%
Ontario	2%	1%
Prince Edward Island	1%	1%
Newfoundland and Labrador	1%	<1%
Other	1%	1%

*Multiple responses permitted.

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TRAVELING IN MAINE*

Maine Regions Visited	2023	2024
No other regions	46%	69%
The Maine Highlands	27%	20%
Downeast & Acadia	23%	16%
The Maine Beaches	21%	13%
Midcoast & Islands	17%	11%
Greater Portland & Casco Bay	11%	8%
Kennebec Valley	10%	7%
Maine Lakes & Mountains	9%	7%
Other	2%	1%

*Multiple responses permitted.

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RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2023	2024
Would recommend Maine	97%	92%
Would not recommend Maine	1%	4%
Not sure	2%	4%

Recommending Regions	2023	2024
Definitely recommend region	83%	73%
Probably would recommend region	14%	23%
Would not recommend region	1%	1%
Not sure	2%	3%

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RETURNING TO MAINE

Returning to Maine	2023	2024
Definitely will return	77%	70%
Probably will return	19%	27%
Probably will not return	1%	1%
Not sure	3%	2%

SATISFACTION

Satisfaction	2023	2024
Very satisfied	71%	70%
Satisfied	28%	29%
Dissatisfied	<1%	<1%
Don't know	1%	1%

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TRIP EXPECTATIONS

Exceeded Expectations	2023	2024
Friendliness of people	62%	66%
Activities & attractions	57%	56%
Authentic & unique communities	49%	53%
Customer service	43%	53%
Restaurants	27%	46%
Lodging	41%	42%
Value for your money	29%	41%
Shopping	27%	36%

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OVERCROWDING

Overcrowding	2023	2024
Overcrowded	4%	2%
A little overcrowded	12%	10%
The number of visitors was fine	46%	43%
Not at all overcrowded	38%	44%
Other	<1%	1%

STUDY METHODS

METHODOLOGY

Visitor Tracking

436 interviews were completed with visitors to Aroostook County online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2023 and November 30th, 2024.

Economic Impact

Total economic impact of tourism on Aroostook County is a function of direct spending by visitors to Aroostook County, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Aroostook County. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Aroostook County's multiplier is 1.50.

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AROOSTOOK COUNTY
2024 Economic Impact & Tracking Report
DECEMBER 2023 – NOVEMBER 2024

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