DOWNEAST & ACADIA

2024 Economic Impact & Visitor 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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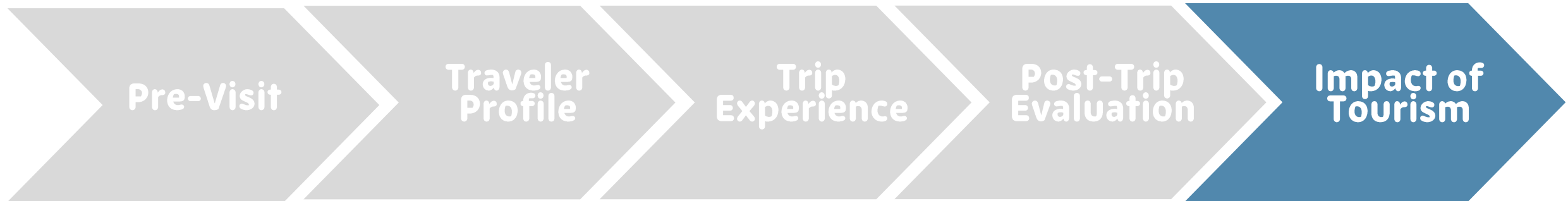downs & st. germain
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DOWNEAST & ACADIA

Compared to visitors to other regions, visitors to DownEast & Acadia are more likely to:

- » Have a long planning and booking window
- » Come to Maine from other parts of the country outside of New England
- » Stay five or more nights during their visit
- » Stay in paid accommodations
- » Be first-time visitors
- » Primarily visit Maine to go sightseeing and touring
- » Participate in active outdoor activities during their trip
- » Definitely recommend the region to friends/relatives
- » Report that they were very satisfied with their trip

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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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Visitor spending generated

$1,813,960,200

in economic impact to DownEast & Acadia's economy, up **3.3%** from 2023

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DIRECT SPENDING

Visitors to DownEast & Acadia spent

$1,277,674,200

throughout the area in 2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, up **5.5%** from 2023

VISITORS*

DownEast & Acadia attracted

1,892,300

visitors in 2024, down **7.1%** 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 DownEast & Acadia spent

9,219,200

days in DownEast & Acadia throughout 2024, down **12.2%** 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 DownEast & Acadia generated

1,965,400

nights in DownEast & Acadia accommodations throughout 2024, down **3.2%** from 2023

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JOBS SUPPORTED

Visitors to DownEast & Acadia supported

13,800

jobs throughout the area in 2024, up **3.8%** from 2023*

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

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WAGES GENERATED

Visitors to DownEast & Acadia supported

$615,964,100

in wages paid to DownEast & Acadia employees in 2024, up **6.0%** from 2023*

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

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VISITORS & JOBS

Every

137

visitors supports a new job in DownEast & Acadia

DownEast & Acadia

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HOUSEHOLD SAVINGS

Visitors to DownEast & Acadia saved local households

$4,453

in state and local taxes in 2024

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LODGING METRICS*

Occupancy Rate

55.7%

- 1.1% from 2023

Average Daily Rate

$184.98

- 3.8% from 2023

Revenue per Available Room

$102.95

- 4.9% from 2023

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

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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

» **62%** of visitors have a booking window of less than 4 months

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TOP TRIP PLANNING SOURCES*

35% Online search engines

31% Advice from friends/family

26% Online travel agency

22% Airbnb

21% Hotel websites

*Multiple responses permitted.

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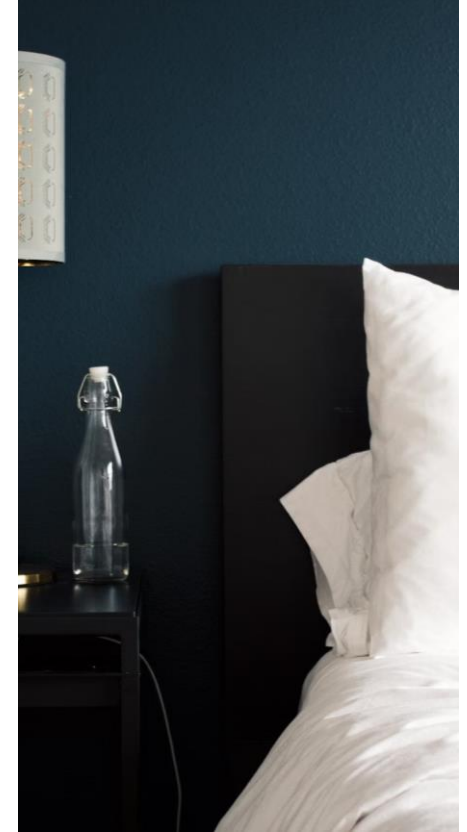
TOP REASONS FOR VISITING*

54% Sightseeing and touring

43% Relaxing and unwinding

30% Nature and bird watching

*Multiple responses permitted.

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CONSIDERING MAINE AS A DESTINATION

» Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips (**+5%** points from 2023)

» Nearly **1 in 6** visitors considered visiting Massachusetts or New Hampshire while planning their trips

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TV SHOWS & FILM

» **3%** of visitors said a TV show or film inspired their trip to Maine (**-3%** points from 2023)

» **29%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit

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PRE-TRIP RECALL OF ADVERTISING

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

» This information influenced **22% of all** visitors to visit Maine (**+5%** points from 2023)

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TOP SOURCES OF ADVERTISING RECALL*

Base: 35% of visitors who recalled advertising

49% Internet

31% Social Media

*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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REGIONS OF ORIGIN

7%

6%

14%

26%

19%

5%

17%

4%
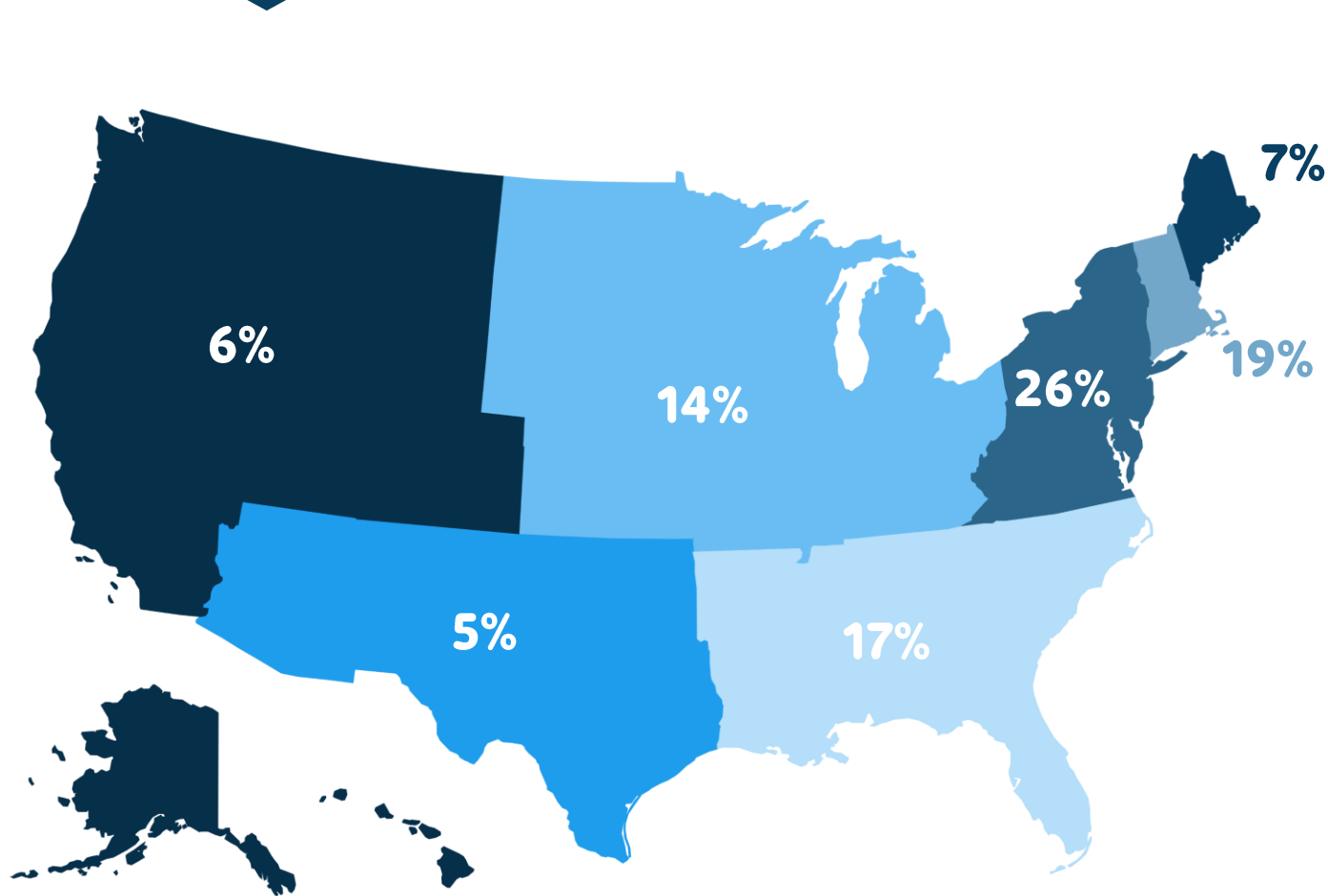
2% of visitors came from outside of the United States and Canada.
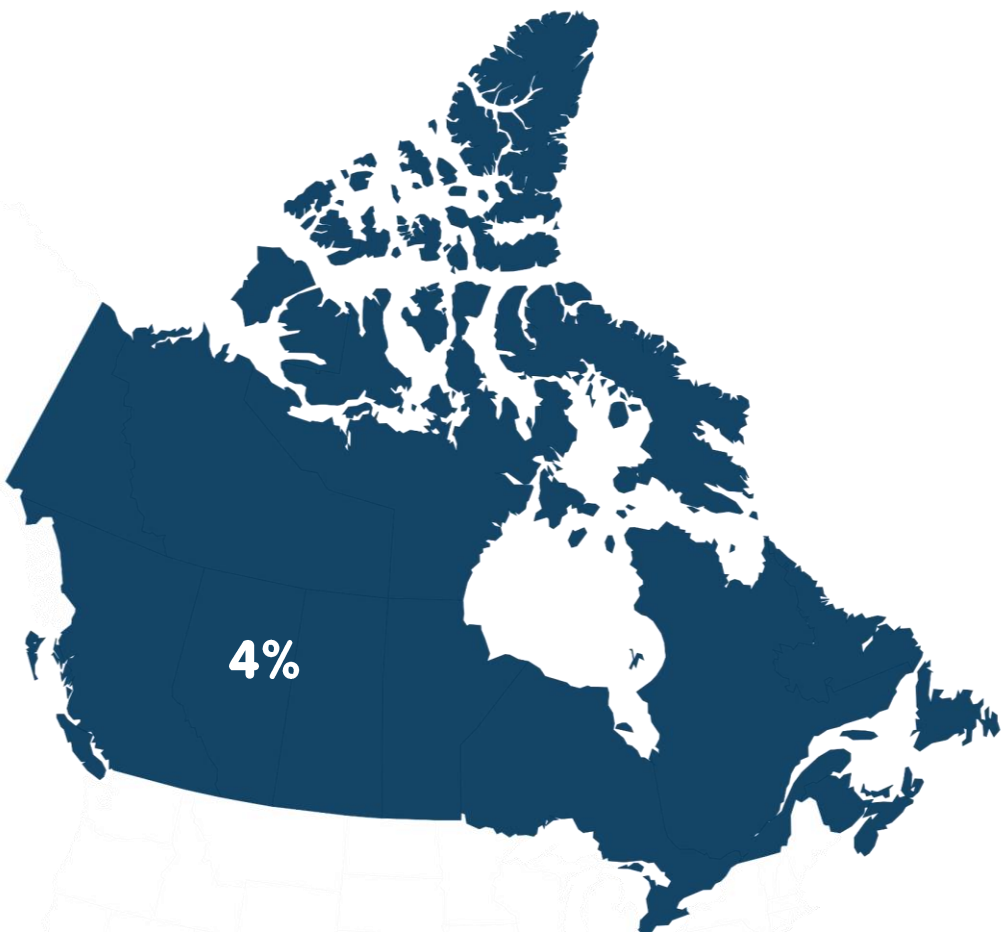
4% of visitors came from Canada.

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TOP ORIGIN STATES & PROVINCES
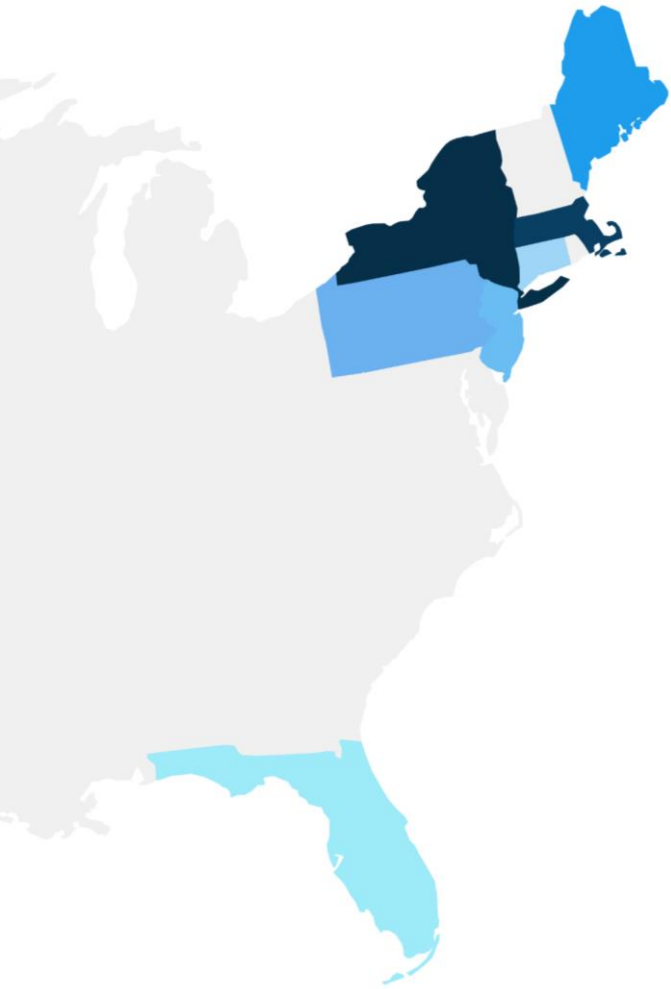
51%

of visitors traveled from 7 U.S. states, including from other regions of Maine.

11 % Massachusetts

9 % New York

8 % Maine

7 % New Jersey

6 % Pennsylvania

5 % Connecticut

5 % Florida

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TOP ORIGIN MARKETS

10% New York City[1]   **5%** Boston   **3%** Washington, DC – Baltimore[2]   **3%** Philadelphia

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

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TRAVEL PARTIES

The typical Maine visitor traveled with **3.0** people in their travel party

13% of visitors traveled with at least one person under the age of 18 in their travel party

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VISITOR PROFILE

» The typical Maine visitor:
  » Is **48** years old[1]
  » Is white – **89%**
  » Is a college graduate – **81%**
  » Is married/in a domestic partnership – **78%**
  » Is employed full-time – **60%**
  » Has an annual household income[2] of **$105,200**

[1] Median age.
[2] Median household income.

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NEW & RETURNING VISITORS

» **34%** of visitors were traveling in Maine for the first time (**-1%** point from 2023)

» Maine has high repeat and loyal visitors, as **25%** had previously traveled in Maine more than 10 times

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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 **66%** choosing to travel by car over plane, motor coach/bus, or train

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

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» Like last year, **87%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **5.0*** 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

43% Hotel/motel/resort

13% Friends/family home

13% Not spending the night

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TOP IN-MARKET VISITOR RESOURCES*

55% Navigation website/apps
(i.e., Google or Apple Maps, etc.)

28% Visitor information centers

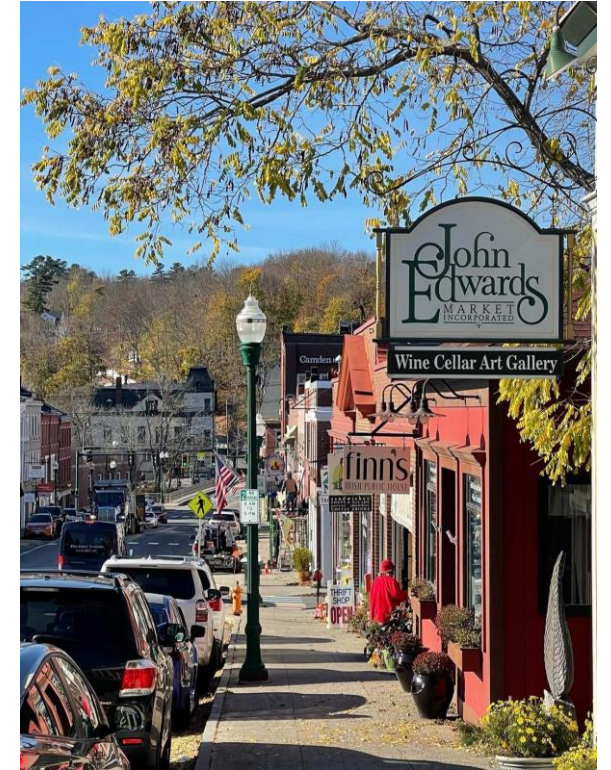*Multiple responses permitted.

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TOP VISITOR ACTIVITIES*

73%
Food/beverage/culinary

64% Touring/sightseeing

60% Active outdoor activities

58% Shopping

*Multiple responses permitted.

VISITING OTHER STATES & PROVINCES

» Over **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip

» Nearly **1 in 5** visitors went to Massachusetts or New Hampshire during their trip to Maine

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TRAVELING WITHIN MAINE

» Over **3 in 10** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (**-8%** points from 2023)

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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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

» **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **91%** would definitely recommend (**+5%** points from 2023)

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LIKELIHOOD OF RETURNING TO MAINE

» **95%** of visitors will return to Maine for a future visit or vacation

» **82%** of visitors were highly satisfied with their trip in Maine and will "definitely return" in the future (**+6%** points from 2023)

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SATISFACTION

» **98%** of visitors were satisfied with their trip to Maine

» Nearly **9 in 10** visitors were very satisfied with their trip to Maine (**+5%** points from 2023)

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OVERCROWDING

» **54%** of visitors thought the number of visitors during their trip to Maine was fine (**+9%** points from 2023)

» **25%** of visitors thought Maine was not overcrowded at all

» **17%** of visitors though it was a little overcrowded (**-5%** points from 2023)

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DETAILED FINDINGS

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VISITOR JOURNEY: IMPACT OF TOURISM

Pre-Visit

Traveler Profile

Trip Experience

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Impact of Tourism

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KEY PERFORMANCE INDICATORS

Economic Impact	2022	2023	2024	Δ% from '23
Number of Visitors	2,097,800	2,036,300	1,892,300	- 7.1%
Visitor Days*	9,766,500	10,498,000	9,219,200	- 12.2%
Room nights generated	1,980,400	2,030,600	1,965,400	- 3.2%
Direct expenditures	$1,080,655,600	$1,210,496,800	$1,277,674,200	+ 5.5%
Total economic impact	$1,568,198,500	$1,756,278,600	$1,813,960,200	+ 3.3%

*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

DownEast & Acadia Jobs	2022	2023*	2024	Δ% from '23
Jobs supported (direct)	10,400	10,200	10,600	+ 3.9%
Total jobs supported	13,330	13,300	13,800	+ 3.8%

DownEast & Acadia Wages	2022	2023*	2024	Δ% from '23
Wages paid (direct)	$428,130,000	$432,271,900	$458,631,100	+ 6.1%
Total wages paid	$555,705,400	$581,085,100	$615,964,100	+ 6.0%

*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	157	153	137
State & local taxes supported	$148,475,800	$163,547,300	$173,592,900
Tax savings per household	$3,974	$4,276	$4,453

*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 (%)	58.6%	56.3%	55.7%	- 1.1%
Average Daily Rate	$205.64	$192.31	$184.98	- 3.8%
RevPAR	$120.51	$108.26	$102.95	- 4.9%
Total Lodging Revenue**	$353,189,600	$355,873,700	$376,534,700	+ 5.8%

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
**Source: State of Maine Revenue Services.

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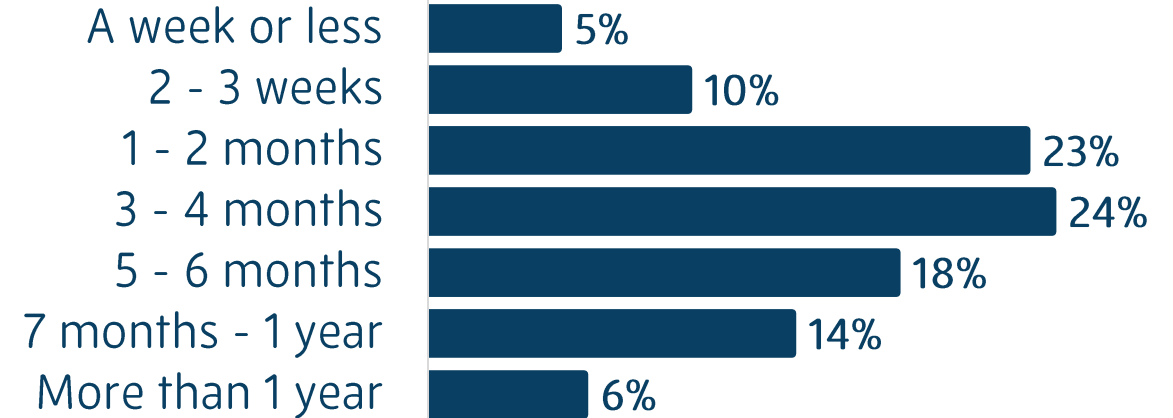VISITMAINE.COM

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VISITOR JOURNEY: PRE-VISIT

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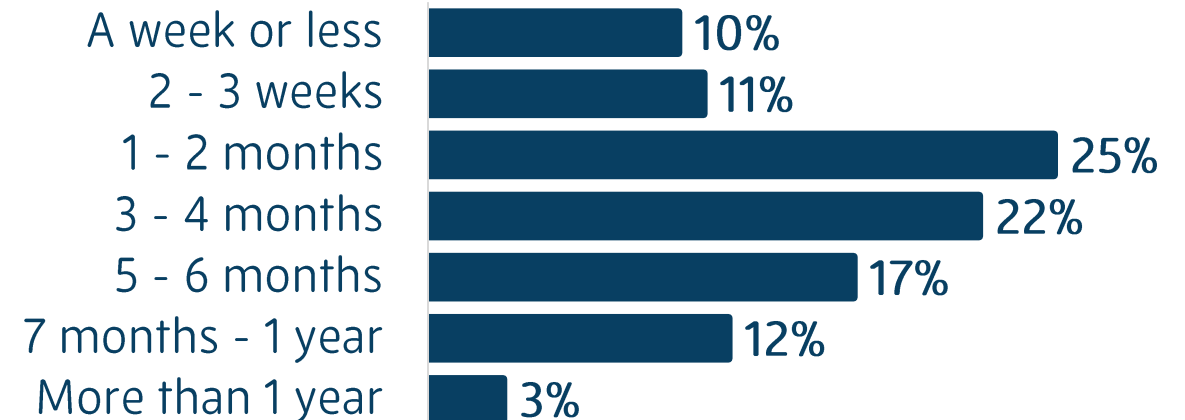
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TRIP PLANNING CYCLE

» Typical visitors began planning their trip **75 days** in advance (+7 days from 2023)

» **85%** of visitors started planning their trip a month or more in advance of their trip

» Typical visitors booked their accommodations **65 days** in advance (+10 days from 2023)

» **54%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

A week or less	5%
2 - 3 weeks	10%
1 - 2 months	23%
3 - 4 months	24%
5 - 6 months	18%
7 months - 1 year	14%
More than 1 year	6%

Booked Accommodations/Made Trip Decisions

A week or less	10%
2 - 3 weeks	11%
1 - 2 months	25%
3 - 4 months	22%
5 - 6 months	17%
7 months - 1 year	12%
More than 1 year	3%

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ONLINE TRIP PLANNING SOURCES*

» Nearly **9 in 10** 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

» Over **1 in 4** visitors used an online travel agency to help them plan their trip (+9% points from 2023)

» Over **1 in 5** used Airbnb or a hotel website to help them plan their trip

Source	%
Online search engines	35%
Online travel agency	26%
Airbnb	22%
Hotel websites	21%
TripAdvisor	16%
Facebook	14%
Instagram	13%
VisitMaine.com	12%
DowneastAcadia.com	12%
Airline websites	11%
Traveler reviews/blogs/stories	11%
YouTube	11%
VisitBarHarbor.com	9%
Vrbo	7%
Vacation rental websites	7%
MaineTourism.com	5%
Visit Maine social media	4%
TheMaineBeaches.com	4%
MainesMidCoast.com	3%
VisitPortland.com	3%
DiscoverNewEngland.com	1%
TheMaineHighlands.com	1%
MaineLakesandMountains.com	1%
VisitAroostook.com	<1%
KennebecValley.org	<1%
X (Formerly Twitter)	<1%
Other	5%
None	14%

*Multiple responses permitted.

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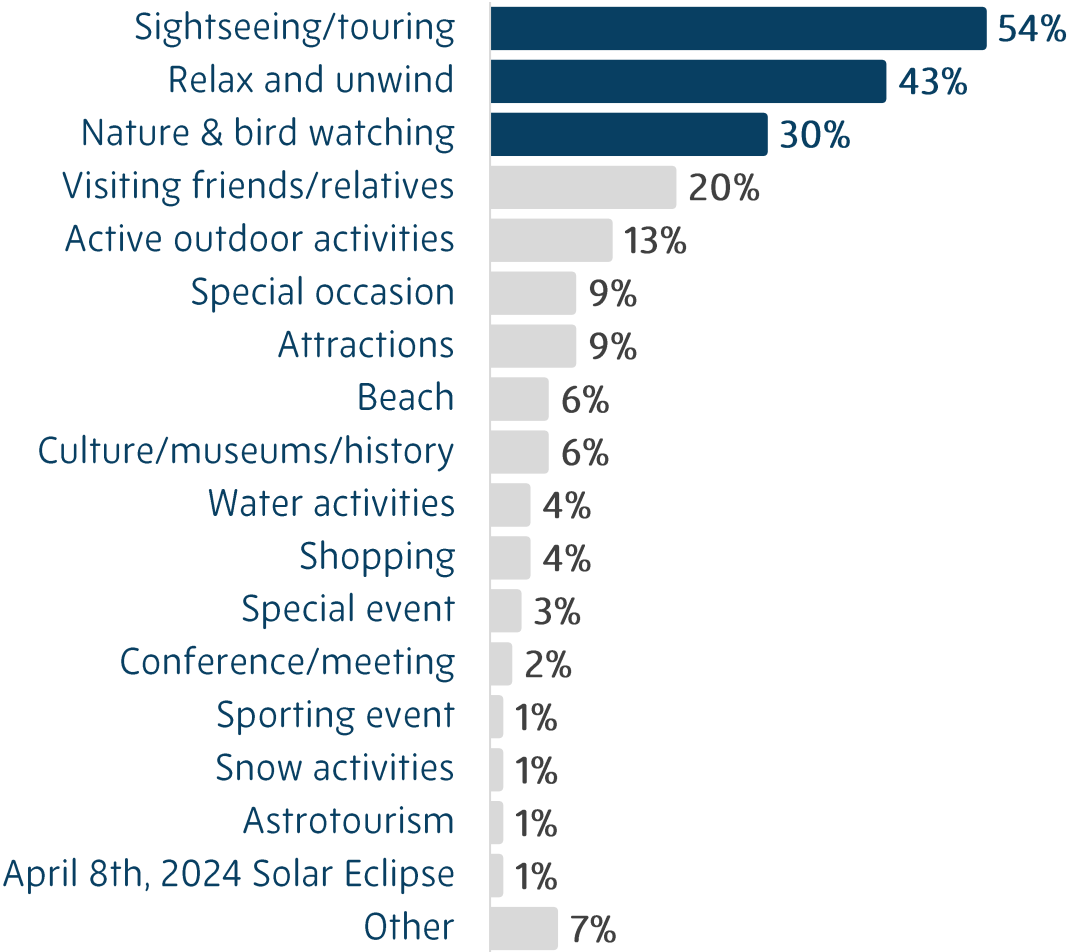
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OTHER TRIP PLANNING SOURCES*

» Over **3 in 10** visitors relied on advice from their friends and family to help them plan their trip in Maine

» Nearly **1 in 6** visitors used travel guides/brochures to help plan their trip in Maine

» Over **1 in 10** visitors used AAA or travel books and magazines to help plan their trip

» **44%** of visitors did not use any other resources to help them plan their trip in Maine (+9% points from 2023)

Source	Percentage
Advice from friends/family	31%
Travel guides/brochures	15%
AAA	12%
Travel books & magazines	11%
Articles or travelogues	9%
Travel planning apps	7%
Called the Maine Office of Tourism	6%
Visitor Guide	6%
Visit Maine e-newsletter	6%
Travel agent	2%
Called local convention and visitors bureaus	1%
Called local Chambers of Commerce	1%
Called another Maine Tourism/Lodging Association	<1%
Other	4%
None	44%

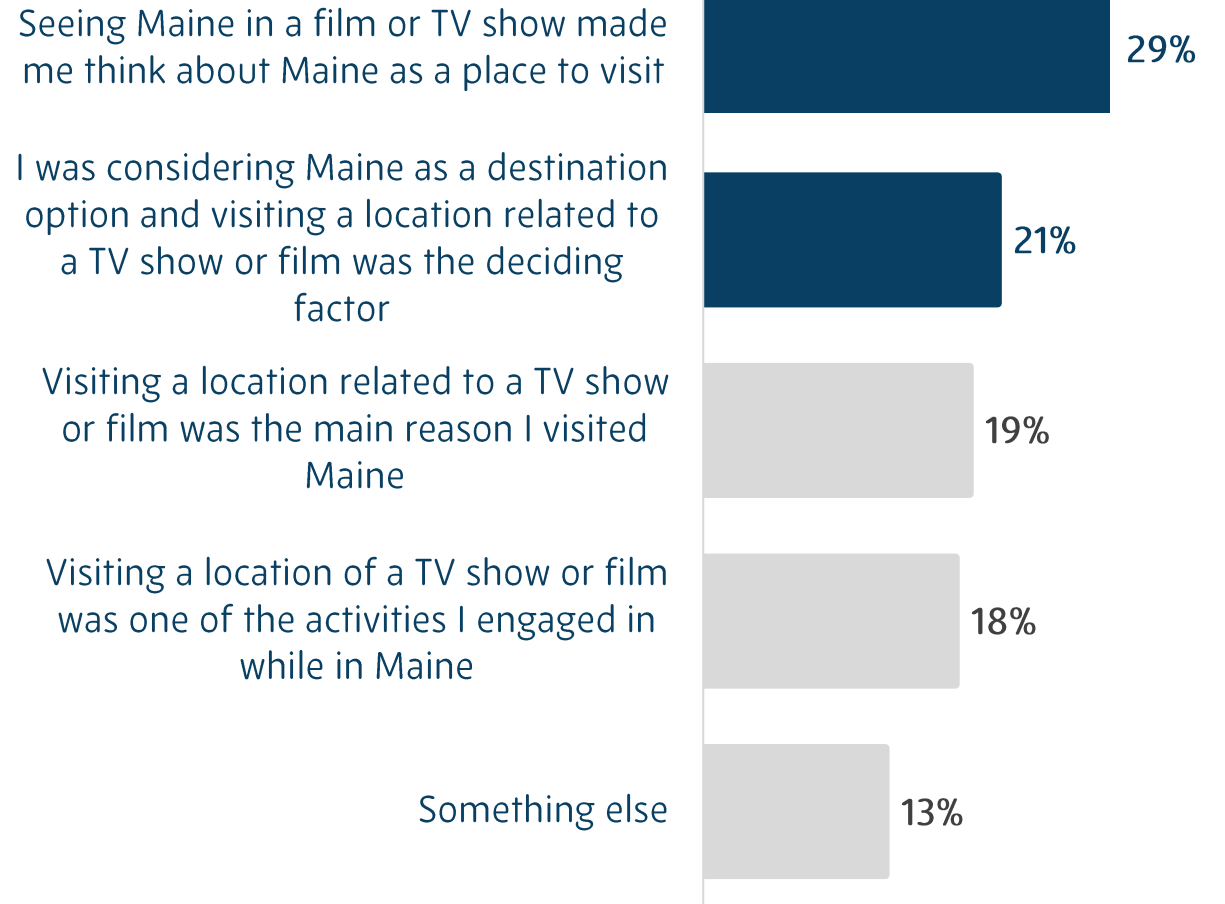*Multiple responses permitted.

DownEast & Acadia

REASONS FOR VISITING*

» Over **half** of visitors came to Maine for sightseeing/touring

» Over **2 in 5** visitors came to Maine to relax & unwind (+5% points from 2023)

» Another **3 in 10** visitors came to Maine for its nature and bird watching (-7% points from 2023)

Reason	Percentage
Sightseeing/touring	54%
Relax and unwind	43%
Nature & bird watching	30%
Visiting friends/relatives	20%
Active outdoor activities	13%
Special occasion	9%
Attractions	9%
Beach	6%
Culture/museums/history	6%
Water activities	4%
Shopping	4%
Special event	3%
Conference/meeting	2%
Sporting event	1%
Snow activities	1%
Astrotourism	1%
April 8th, 2024 Solar Eclipse	1%
Other	7%

*Multiple responses permitted.

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TV SHOWS & FILM

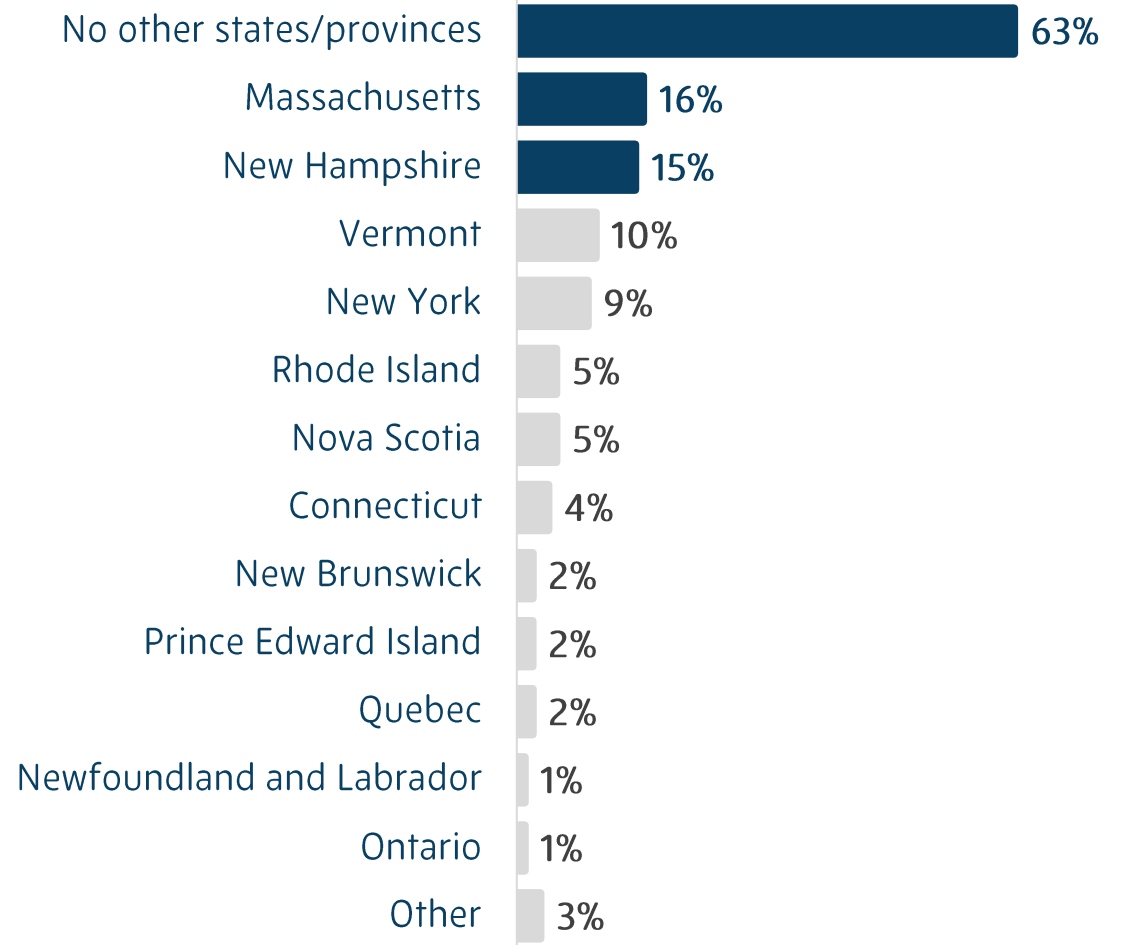Base: 3% of visitors who were inspired by a TV show or film

» **3%** of visitors said a TV show or film inspired their trip to Maine (-3% points from 2023)

» **29%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit

» **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

Seeing Maine in a film or TV show made me think about Maine as a place to visit	29%
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 related to a TV show or film was the main reason I visited Maine	19%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	18%
Something else	13%

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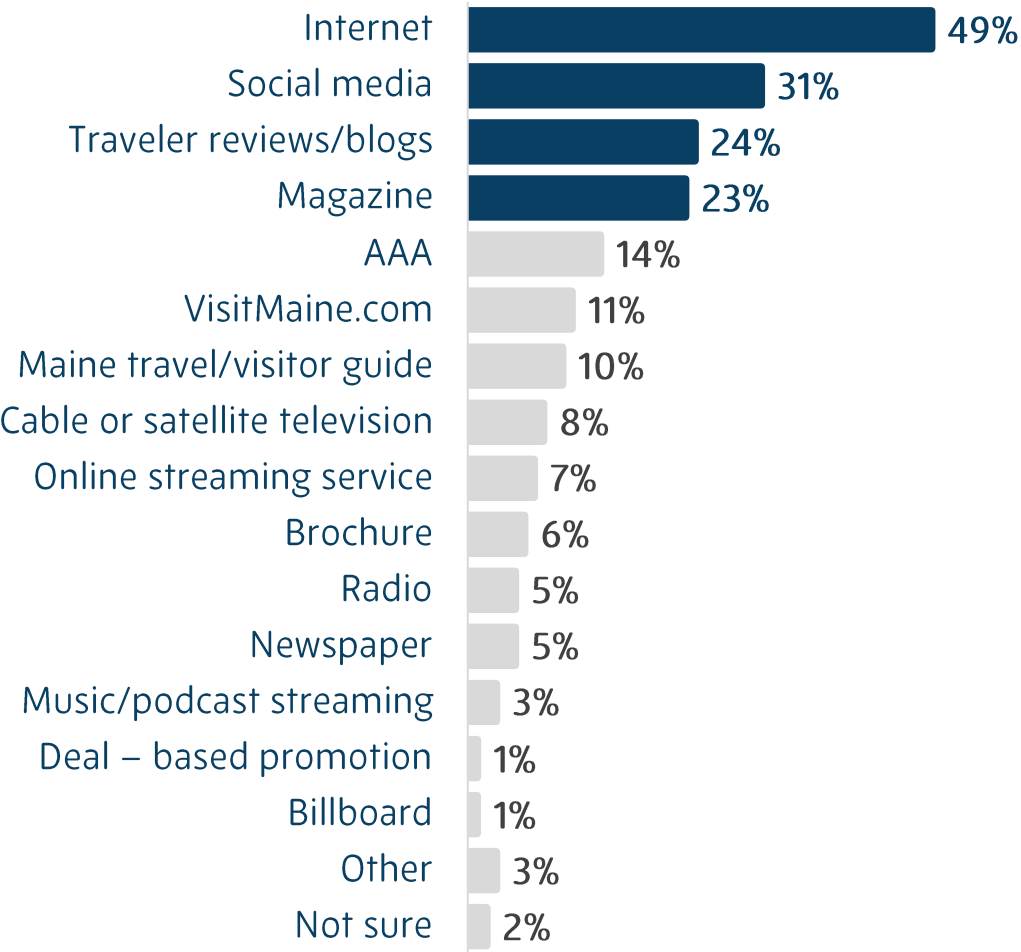downs & st. germain
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OTHER STATES & PROVINCES CONSIDERED*

» Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips (+5% points from 2023)

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

Category	Percentage
No other states/provinces	63%
Massachusetts	16%
New Hampshire	15%
Vermont	10%
New York	9%
Rhode Island	5%
Nova Scotia	5%
Connecticut	4%
New Brunswick	2%
Prince Edward Island	2%
Quebec	2%
Newfoundland and Labrador	1%
Ontario	1%
Other	3%

*Multiple responses permitted.

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PRE-TRIP RECALL OF ADVERTISING*

Base: 35% of visitors who noticed advertising

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

» Visitors who recalled this advertising primarily saw it on the internet (+11% points from 2023)

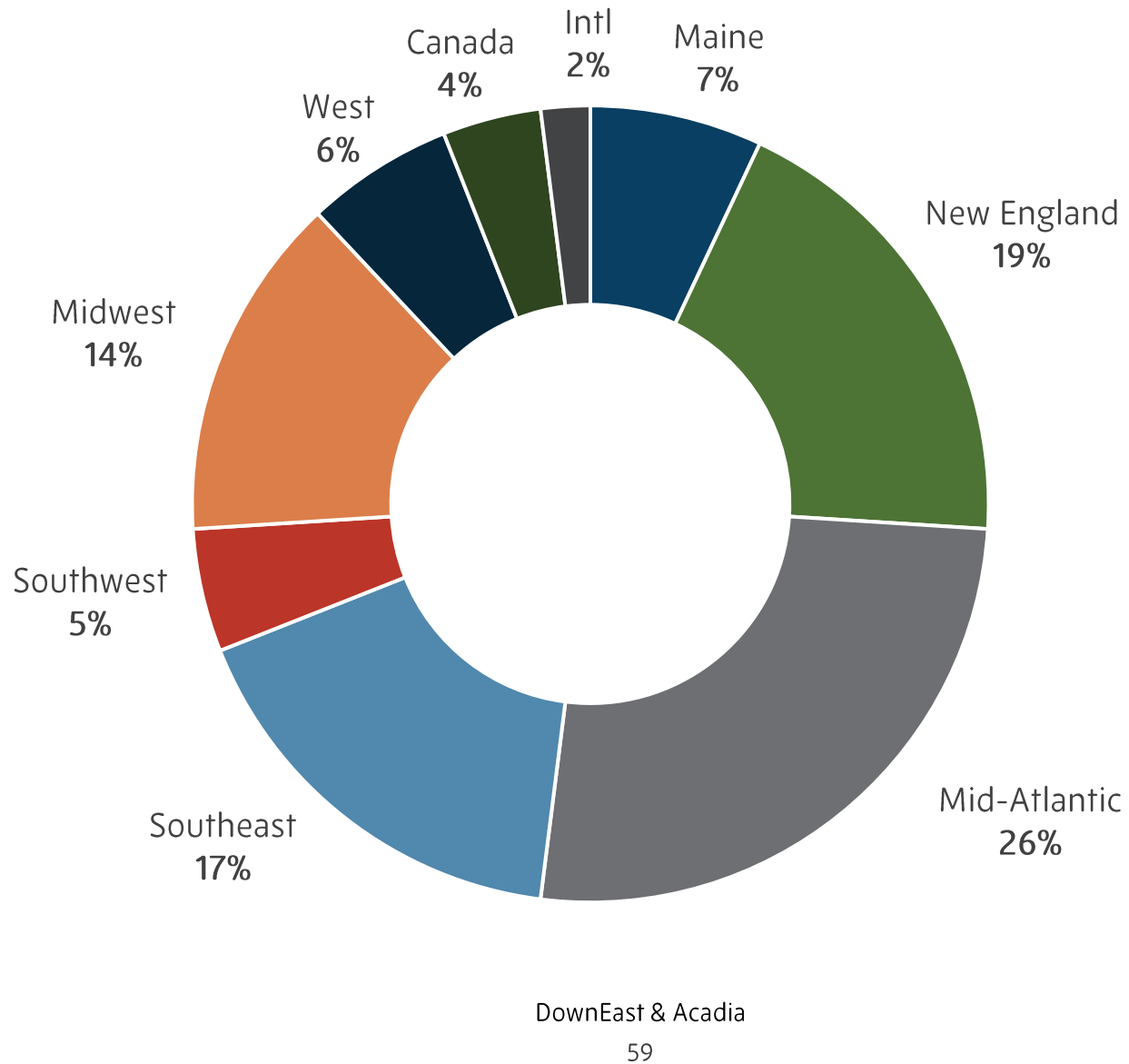» This information influenced **22%** of all visitors to visit Maine (+5% points from 2023)

Source	%
Internet	49%
Social media	31%
Traveler reviews/blogs	24%
Magazine	23%
AAA	14%
VisitMaine.com	11%
Maine travel/visitor guide	10%
Cable or satellite television	8%
Online streaming service	7%
Brochure	6%
Radio	5%
Newspaper	5%
Music/podcast streaming	3%
Deal – based promotion	1%
Billboard	1%
Other	3%
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

DownEast & Acadia

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VISITOR ORIGINS

Maine 7%
Intl 2%
Canada 4%
West 6%
Midwest 14%
Southwest 5%
Southeast 17%
New England 19%
Mid-Atlantic 26%

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TOP ORIGIN STATES & PROVINCES

» **79%** of visitors traveled to/within Maine from **21** U.S. states

State	Percent
Massachusetts	9%
New York	8%
Maine	7%
New Jersey	6%
Pennsylvania	6%
Connecticut	5%
Florida	5%
New Hampshire	4%
Ohio	3%
Texas	3%
Virginia	3%
California	2%
Georgia	2%
Illinois	2%
Indiana	2%
Maryland	2%
Michigan	2%
North Carolina	2%
Rhode Island	2%
South Carolina	2%
Tennessee	2%

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TOP ORIGIN MARKETS

» **27% of** visitors traveled from **7** U.S. markets

» **15%** of visitors traveled to Maine from **New York City** or **Boston**

Market	Percent
New York City[1]	10%
Boston	5%
Washington DC - Baltimore[2]	3%
Philadelphia	3%
Atlanta	2%
Chicago	2%
Providence, RI	2%

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
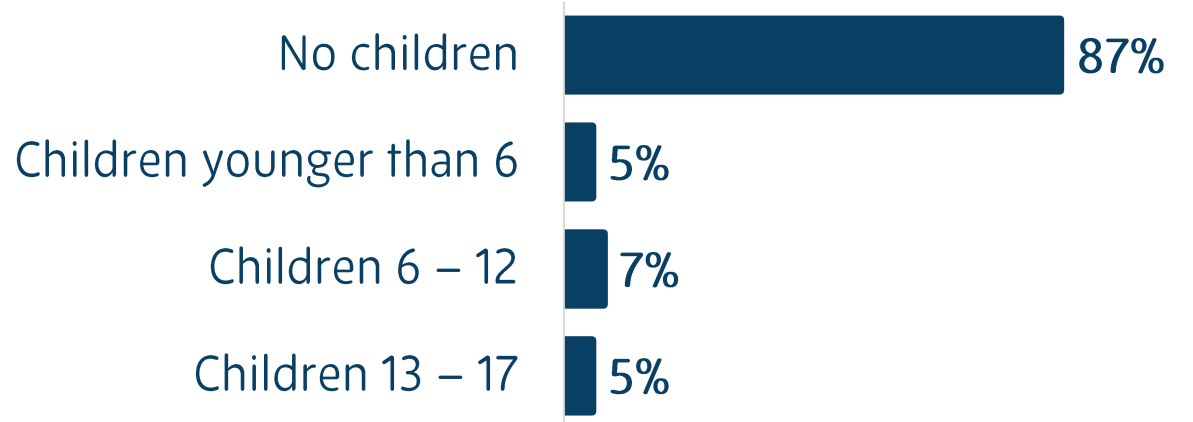[2] Includes some markets in Maryland, Virginia, and West Virginia.

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TRAVEL PARTIES

» Typical visitors traveled to Maine in parties of **3.0** people

» **Half** of visitors traveled as a couple

» **1 in 4** visitors traveled as a family

» **13%** of visitors traveled with one or more children in their travel party
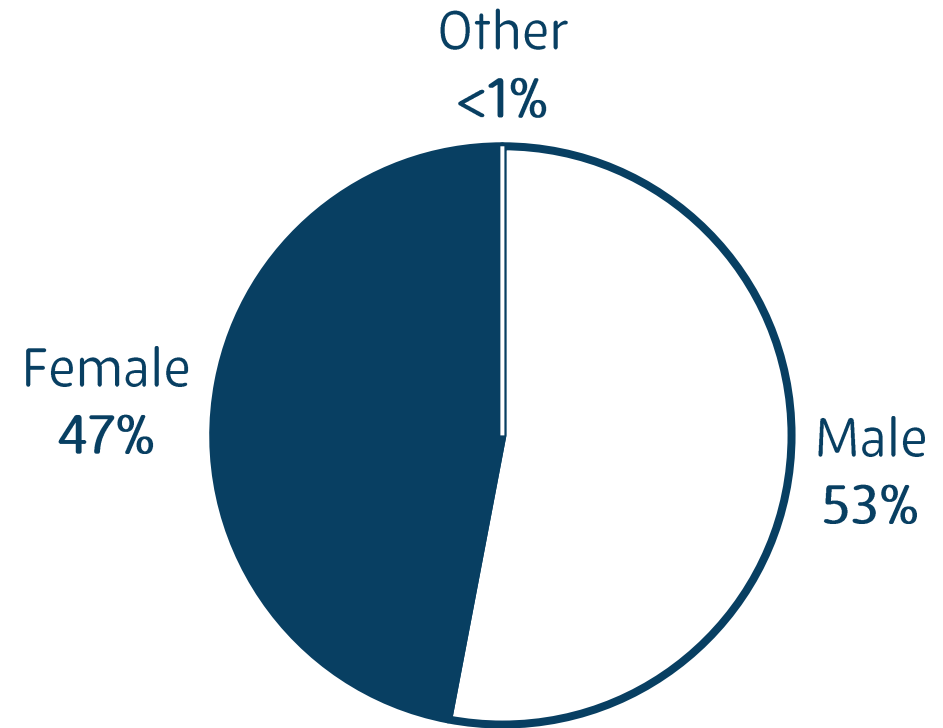
Travel Party Composition

As a couple	50%
As a family	25%
Traveled alone	12%
With other couples/friends	11%
In a tour group	1%
With business associates	<1%
Other	1%

Children in Travel Party*

No children	87%
Children younger than 6	5%
Children 6 – 12	7%
Children 13 – 17	5%

*Multiple responses permitted.

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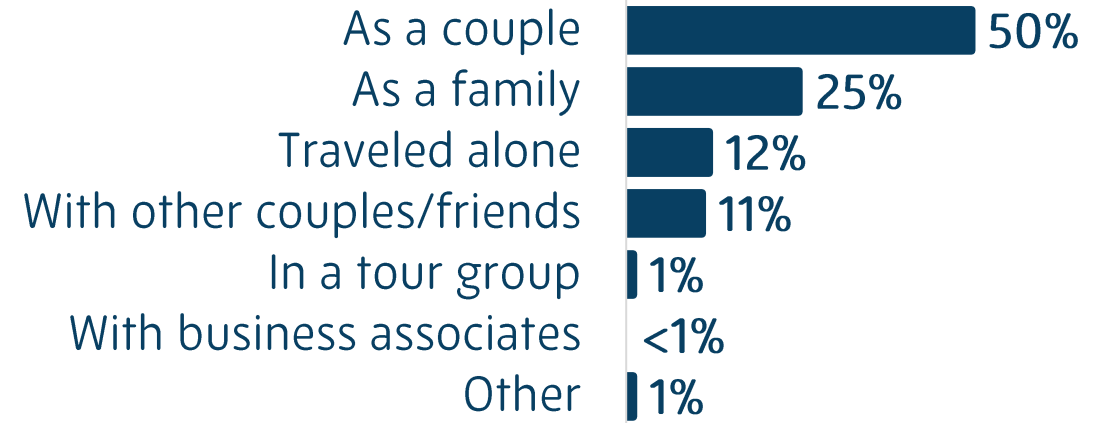
GENDER*

» Over **half** of visitors to Maine interviewed were males

Other
<1%

Female
47%

Male
53%

AGE*

» The median age of visitors to Maine is **48** years old
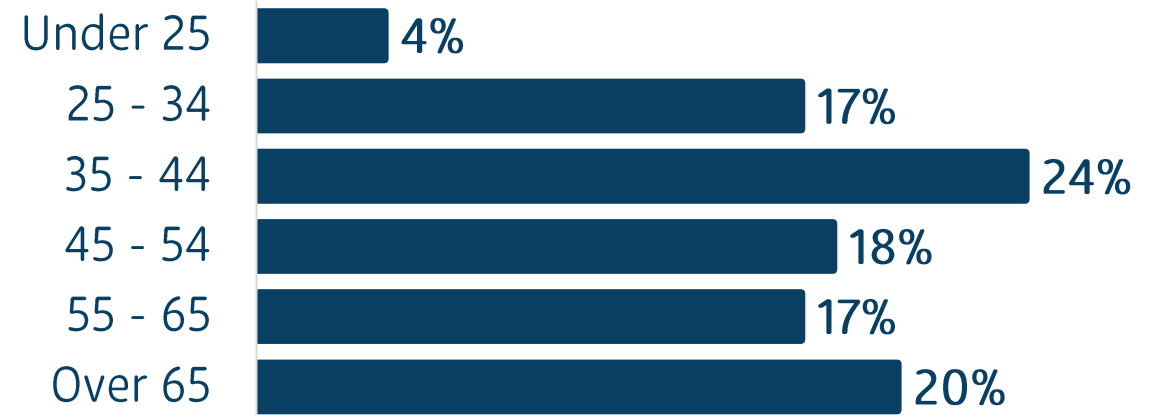
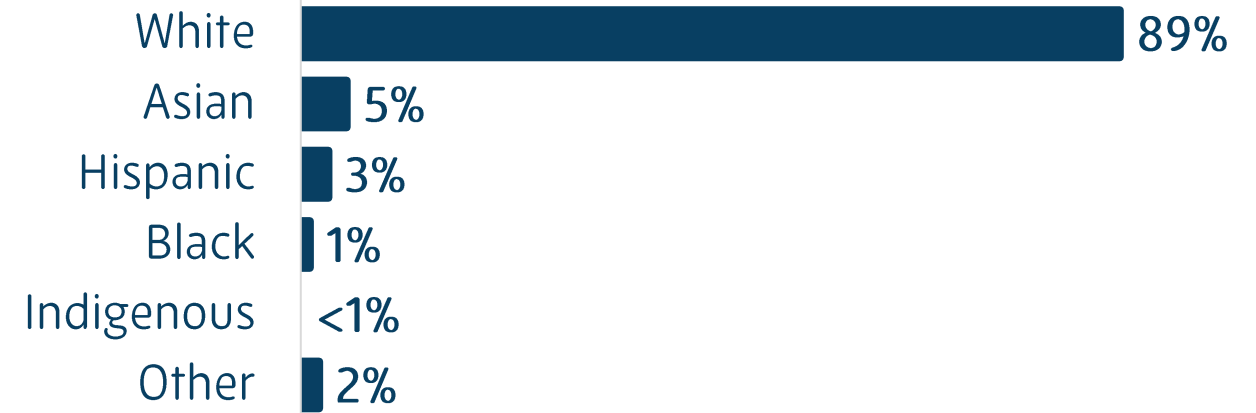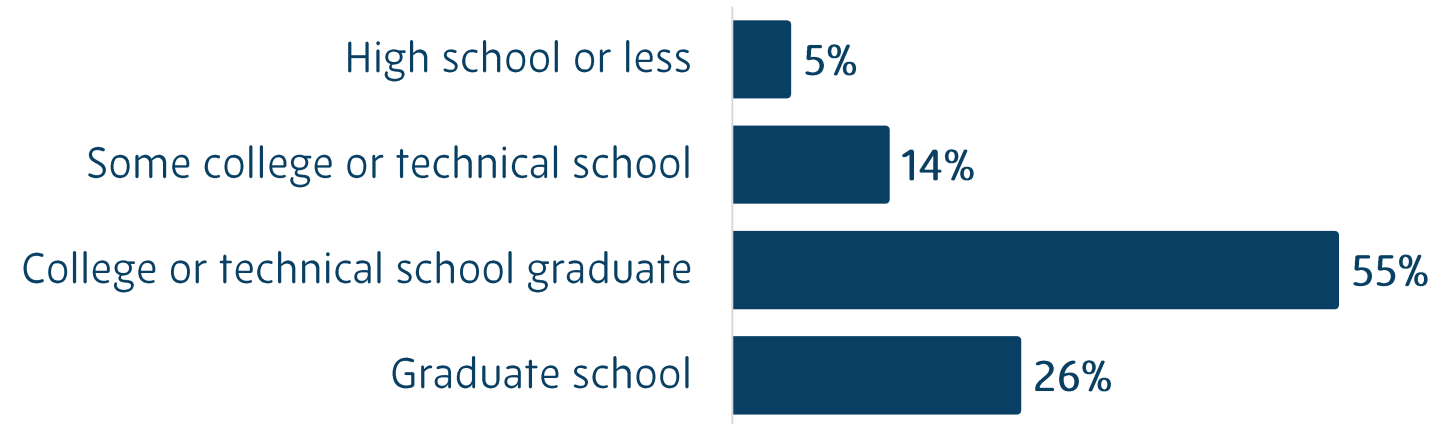| Age	Percentage
Under 25	4%
25 - 34	17%
35 - 44	24%
45 - 54	18%
55 - 65	17%
Over 65	20%

*Age 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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RACE & ETHNICITY*

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

White 89%
Asian 5%
Hispanic 3%
Black 1%
Indigenous <1%
Other 2%

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EDUCATIONAL ATTAINMENT*

» Over **4 in 5** visitors have a college/technical school degree or higher

High school or less **5%**

Some college or technical school **14%**

College or technical school graduate **55%**
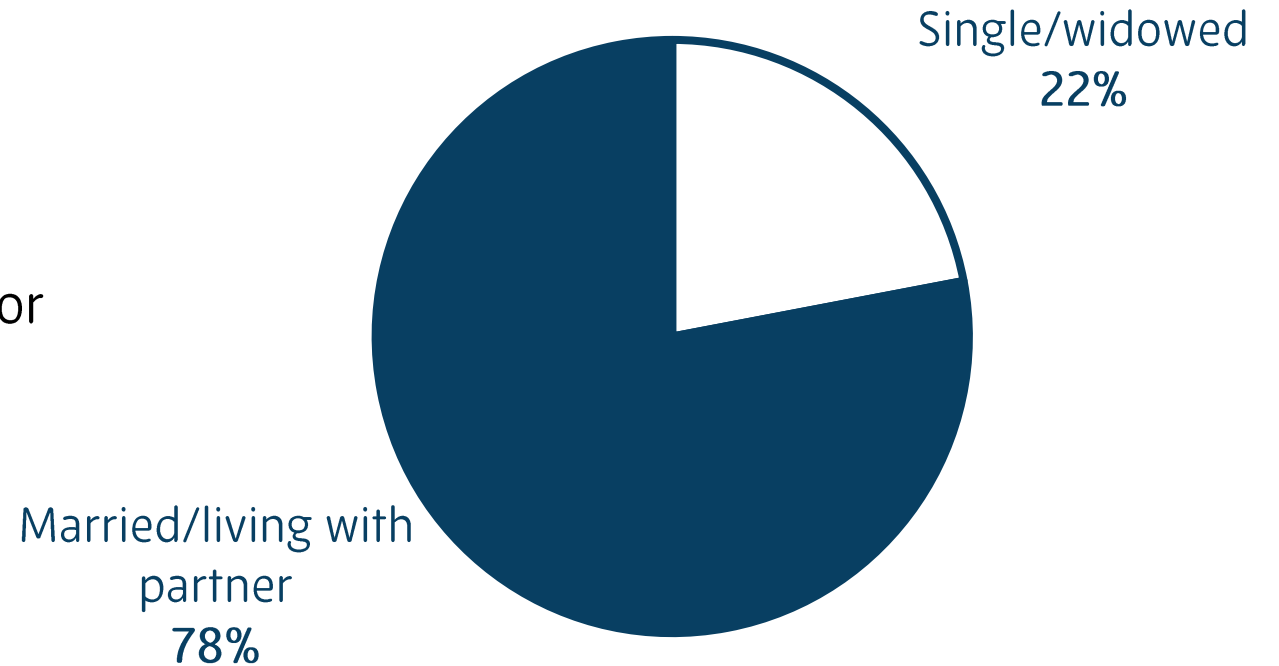
Graduate school **26%**

*Educational attainment 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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MARITAL STATUS*

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

Single/widowed
22%

Married/living with partner
78%

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EMPLOYMENT STATUS*

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

Employed full-time — 60%
Employed part-time — 4%
Contract/freelance/temporary employee — 7%
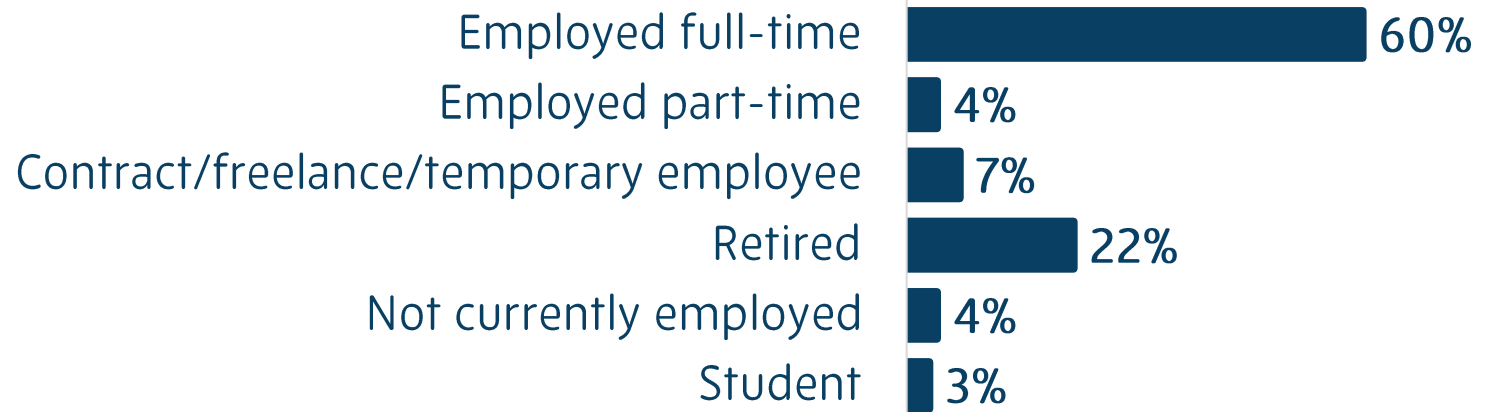Retired — 22%
Not currently employed — 4%
Student — 3%

*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 **$105,200** per year

» **24%** of visitors to Maine earned more than $150,000 per year
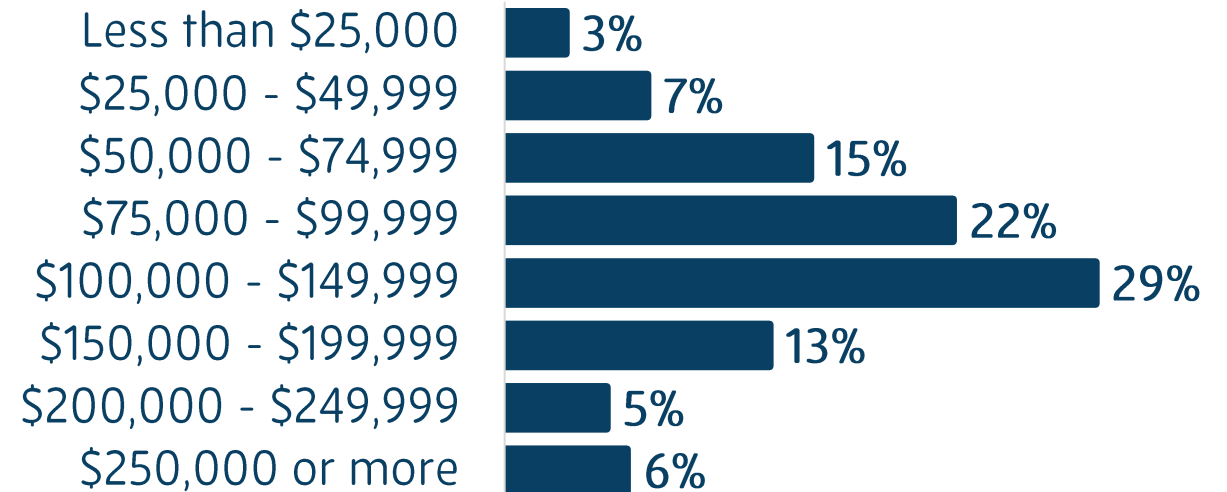
Income	Percentage
Less than $25,000	3%
$25,000 - $49,999	7%
$50,000 - $74,999	15%
$75,000 - $99,999	22%
$100,000 - $149,999	29%
$150,000 - $199,999	13%
$200,000 - $249,999	5%
$250,000 or more	6%

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NEW & RETURNING VISITORS

» **34%** of visitors were traveling in Maine for the first time (-1% point from 2023)

» Maine has high repeat and loyal visitors, as **25%** had previously traveled in Maine more than 10 times

This is my first time — 34%

2 - 5 times — 29%

6 - 10 times — 12%

11+ times — 25%

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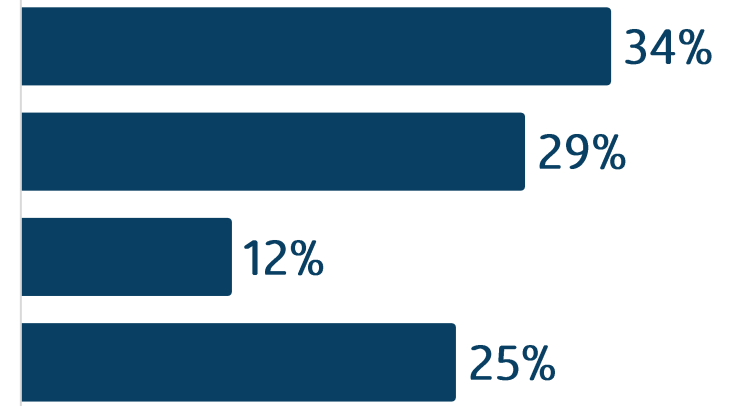
VISITOR JOURNEY: TRIP EXPERIENCE

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 **66%** choosing to travel by car over plane, motor coach/bus, or train

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

Drove to Maine **66%**

Flew into Bangor Intl Airport **17%**

Flew into Portland Intl Jetport **6%**

Flew into Boston Logan Intl **5%**

Flew into another airport **2%**

Took a motor coach tour or bus **1%**

Other **3%**

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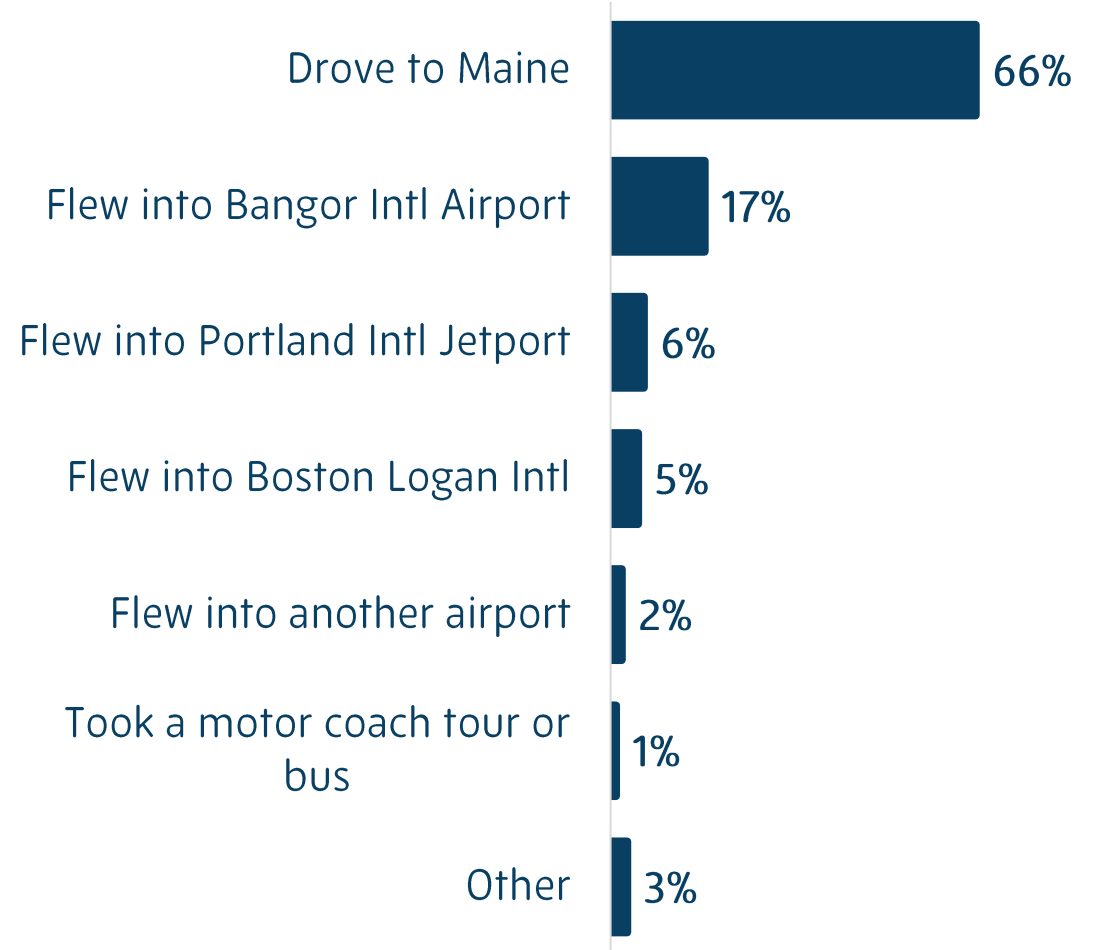
NIGHTS STAYED

» Like last year, **87%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **5.0*** nights in Maine on their trips

» Typical visitors staying overnight in paid accommodations stayed **4.8** nights in Maine on their trips
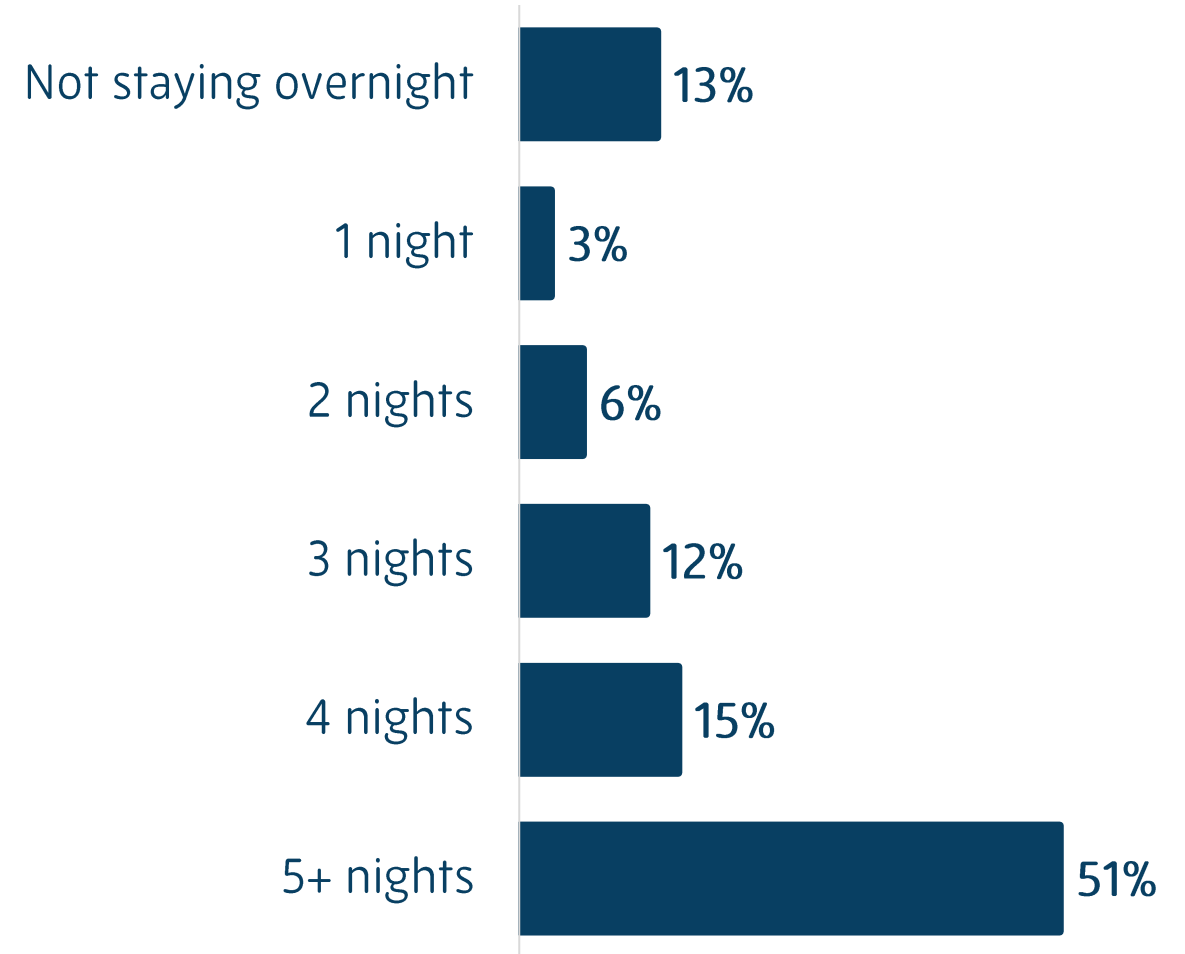
Not staying overnight — **13%**

1 night — **3%**

2 nights — **6%**

3 nights — **12%**

4 nights — **15%**

5+ nights — **51%**

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

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ACCOMMODATIONS

» Over **2 in 5** visitors stayed overnight at a hotel/motel/resort (+5% points from 2023)

Hotel/motel/resort	43%
Friends/family home	13%
Not spending the night	13%
Vacation rental home	11%
Campground/RV Park	6%
Bed & Breakfast/Inn	6%
Personal second home	4%
Wilderness camping	1%
Sporting camp/wilderness lodge	<1%
Outdoor Outfitter	<1%
Other	3%

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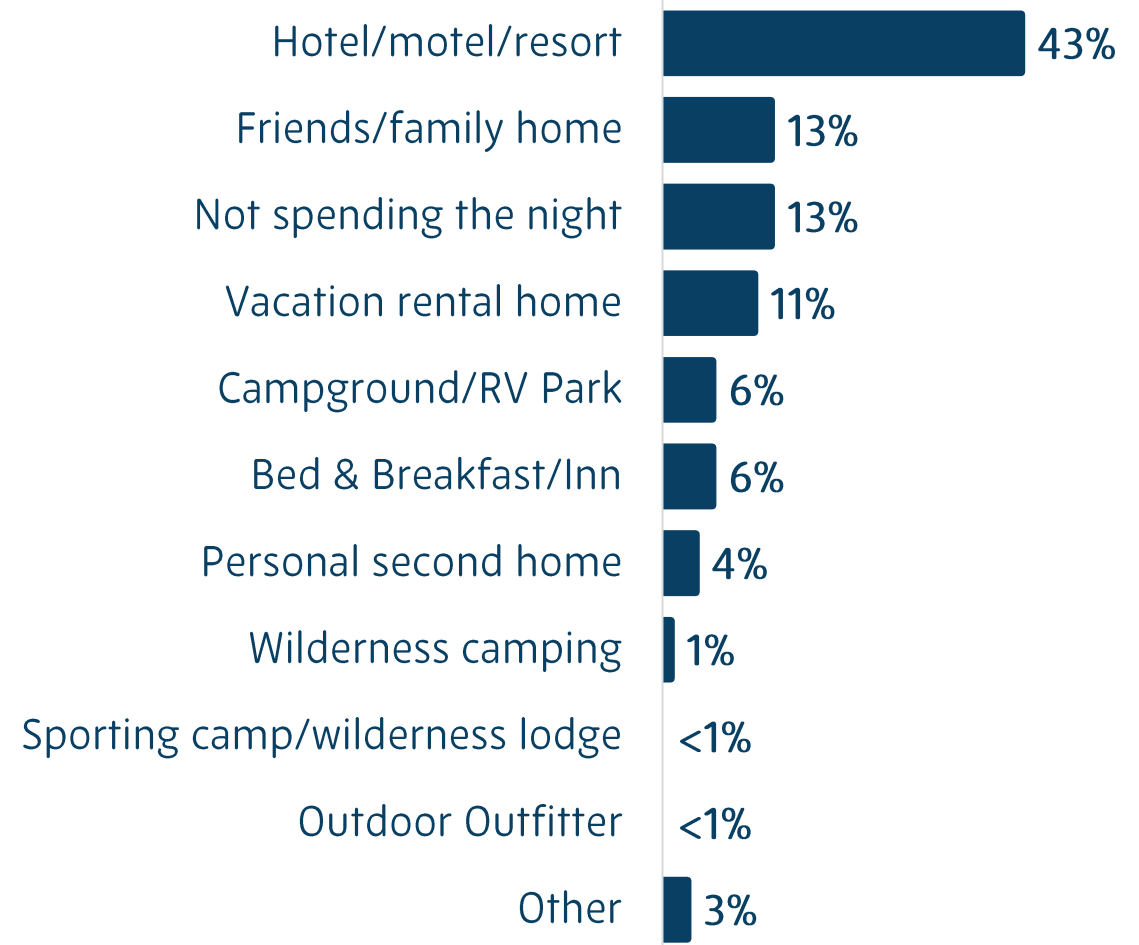
BOOKING METHODS

» Nearly **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging through an online travel agency (+11% points from 2023)

» Nearly **1 in 3** booked directly with the hotel/condo (-6% points from 2023)

Online travel agency — 38%
Directly with the hotel/condo — 32%
Airbnb — 12%
Short term rental service — 6%
Vacation rental company — 2%
Offline travel agent — 1%
Group tour operator — 1%
Travel package provider — 1%
Other — 7%

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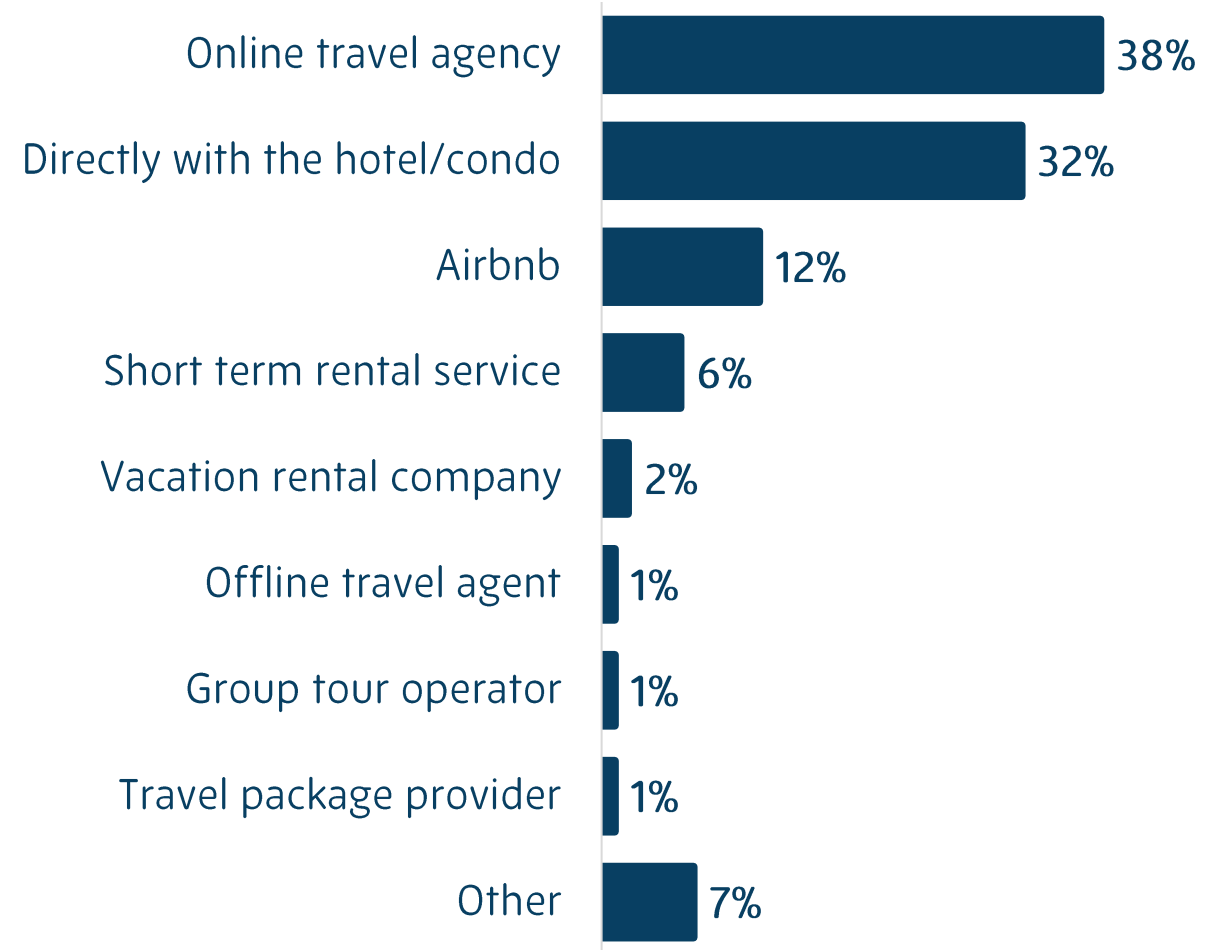
IN-MARKET VISITOR RESOURCES*

» Visitors were most likely to rely on navigation websites/apps (i.e., Google or Apple Maps, etc.) to plan activities in–market (+13% points from 2023)

» Nearly **3 in 10** visitors used Visitor Information Centers

» Nearly **1 in 5** visitors did not use any resources to plan activities while they were in-market

Resource	%
Navigation website/apps	55%
Visitor Information Centers	28%
Restaurant website/app	21%
Destination social media	19%
Materials from hotel/campground	15%
VisitMaine.com	11%
Hotel/resort website/app	11%
Trip planning app	11%
Personal social media	10%
Booking website/app	6%
Airline website/app	3%
Chambers of Commerce	2%
VisitBarHarbor.com	2%
Other	6%
None	18%

*Multiple responses permitted.

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VISITOR ACTIVITIES*

» Nearly **3 in 4** visitors enjoyed food/beverage/culinary activities during their trip to Maine (+8% points from 2023)

» Nearly **2 in 3** visitors went touring/sightseeing during their trip to Maine

» Another around **3 in 5** enjoyed active outdoor activities or went shopping while in Maine

Activity	Percentage
Food/beverage/culinary	73%
Touring/sightseeing	64%
Active outdoor activities	60%
Shopping	58%
History/culture	27%
Water activities	22%
Astrotourism	7%
Entertainment/attractions	5%
Business conference/meeting	1%
April 8th, 2024 Solar Eclipse	1%
Other	3%

*Multiple responses permitted.

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DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Enjoying the ocean views/rocky coast	61%	Tours of communities/local architecture	15%	Ate farm-to-table or organic cuisine	3%
Sightseeing	60%	Outlet shopping	15%	Attend plays/musicals/theatrical events	3%
Hiking/climbing/backpacking	54%	Outdoor swimming	14%	Amusement/theme parks	2%
Going to local brew pubs/craft breweries	44%	Shopping for "Made in Maine" products	13%	Painting/drawing/sketching	2%
Ate lobster	44%	Canoeing/kayaking	12%	Surfing	2%
Driving for pleasure	41%	Enjoying local food at fairs/festivals	11%	Alpine skiing/snowboarding	1%
Enjoying the mountain views	40%	Get to know the local people and/or culture	11%	Bars/nightlife	1%
Ate other local seafood	38%	Visited Farmer's Markets	10%	Nordic skiing	1%
Photography	37%	Mountain/Fat Biking	10%	Agricultural fairs	1%
Exploring State and National Parks	35%	Camping	8%	Hunting	1%
Shopping in downtown areas	31%	Shopping for antiques/local arts and crafts	8%	Snowshoeing	1%
Wildlife viewing/bird watching	27%	Bicycling touring	7%	Outdoor fun centers	1%
Consumed other locally produced Maine foods	24%	Fishing	6%	Water skiing/jet skiing	1%
Visit historic sites/museums	24%	Attend popular music concerts/events	6%	White water rafting	1%
Shopping for unique/locally produced goods	23%	Shopping at malls	6%	Water parks	1%
Nature cruises or tours	23%	Enjoyed high-end cuisine or five-star dining	5%	Animal parks/zoos	1%
Enjoyed unique Maine food or beverages	22%	Motor boating	4%	Children's museums	1%
Going to the beach	22%	Pool swimming	4%	Snowmobiling	<1%
Shopping for gifts/souvenirs	19%	Sailing	4%	Attend sporting events	<1%
Viewing fall colors	17%	Attend operas/classical music events	4%	Horseback riding	<1%
Visit art museums/local artisan studios	16%	Riding all-terrain vehicles	3%	Summer camps	<1%

*Multiple responses permitted.

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DAILY TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$239	$0	$0
Transportation	$80	$58	$48
Groceries	$28	$38	$19
Restaurants	$144	$84	$62
Shopping	$96	$73	$78
Activities & Attractions	$66	$35	$29
Other	$25	$12	$12
Daily Spending	**$678**	**$300**	**$248**

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TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$1,154	$0	$0
Transportation	$386	$487	$48
Groceries	$135	$319	$19
Restaurants	$696	$706	$62
Shopping	$464	$613	$78
Activities & Attractions	$319	$294	$29
Other	$121	$101	$12
Total Spending	**$3,275**	**$2,520**	**$248**

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LODGING AMENITIES*

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

» Price for accommodations included parking for over **7 in 10** visitors (+6% points from 2023)

» Food was included in accommodations' pricing for **1 in 4** visitors (-12% points from 2023)

Category	Percentage
Parking	72%
Food	25%
Recreation	3%
Resort Fee	3%
Other	2%
None	21%

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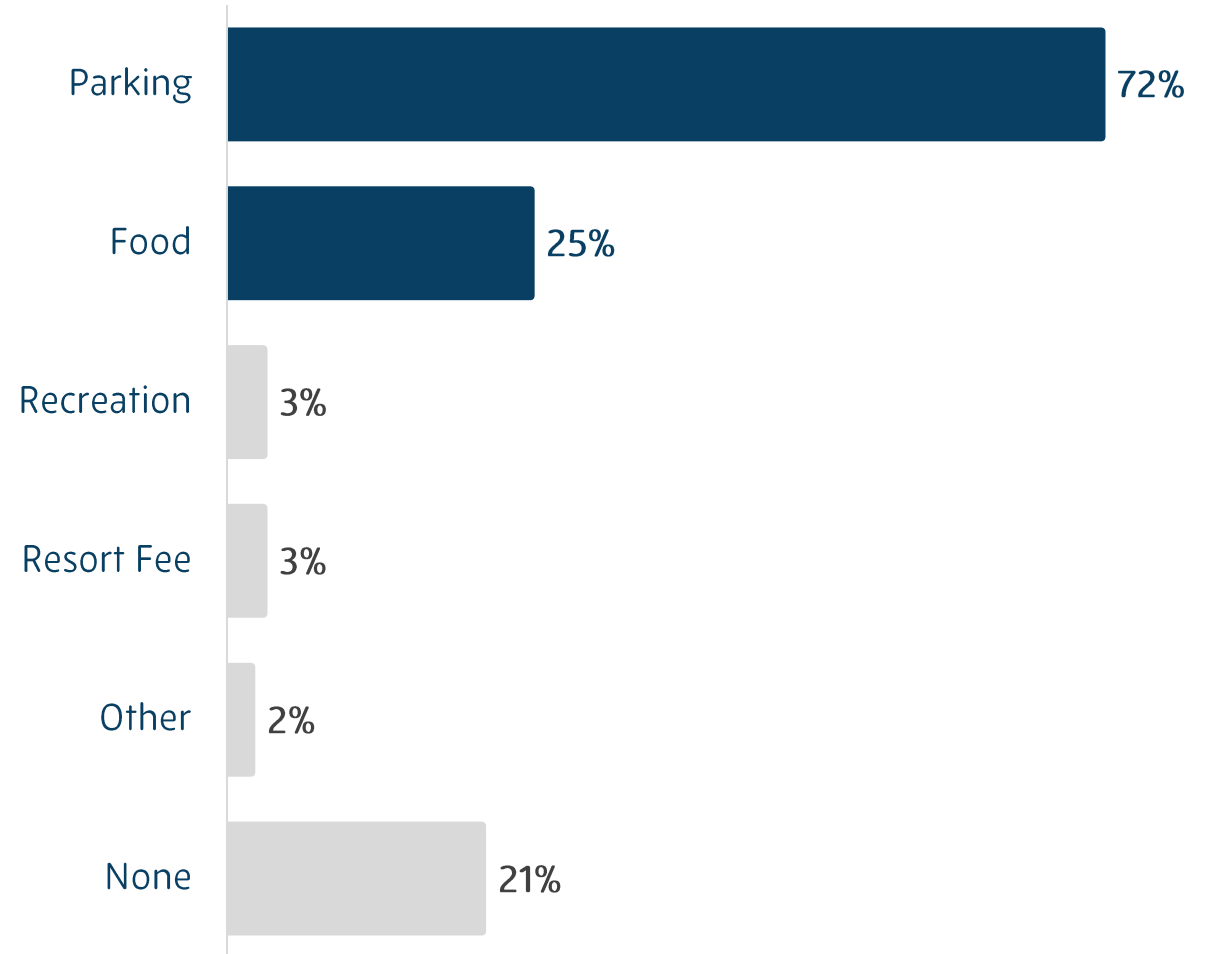
OTHER STATES & PROVINCES VISITED*

» **61%** of visitors did not visit any other U.S. state or Canadian province during their trip (+5% 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
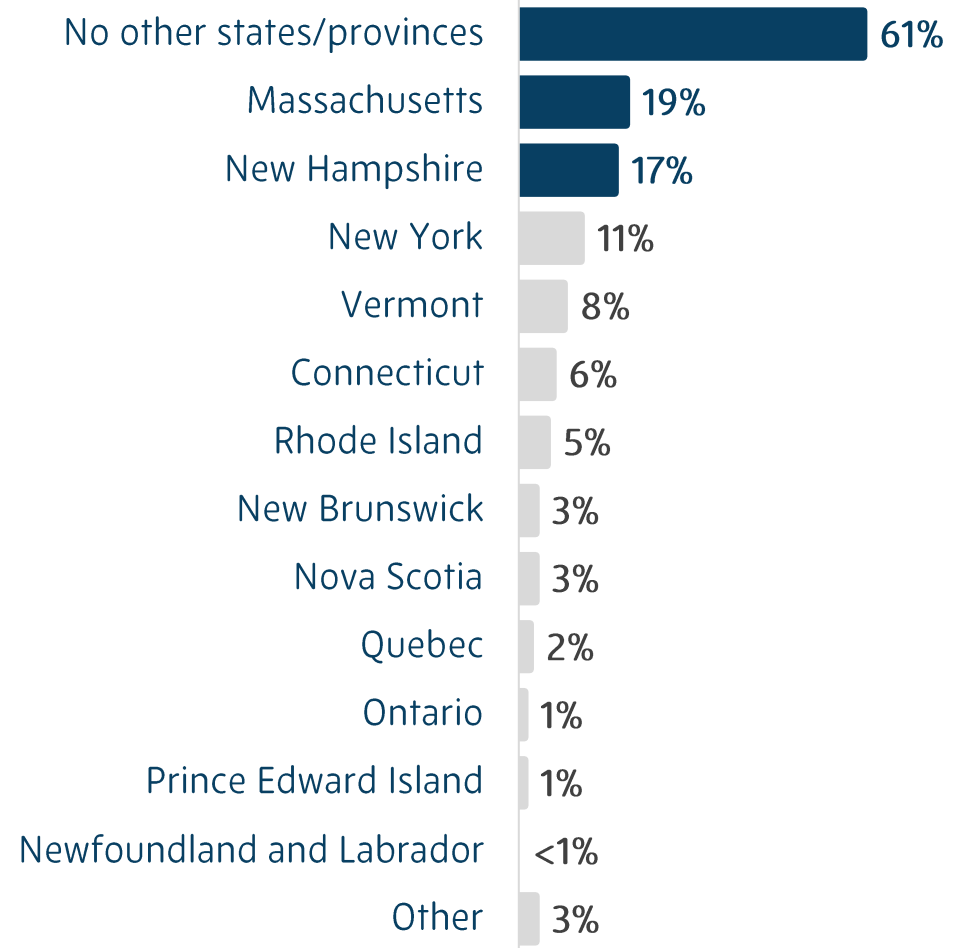
No other states/provinces — 61%
Massachusetts — 19%
New Hampshire — 17%
New York — 11%
Vermont — 8%
Connecticut — 6%
Rhode Island — 5%
New Brunswick — 3%
Nova Scotia — 3%
Quebec — 2%
Ontario — 1%
Prince Edward Island — 1%
Newfoundland and Labrador — <1%
Other — 3%

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TRAVELING WITHIN MAINE*

» Over **3 in 10** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-8% points from 2023)

» Nearly **3 in 10** visited Maine's Midcoast and Islands or Greater Portland and Casco Bay in addition to their primary destination within the state
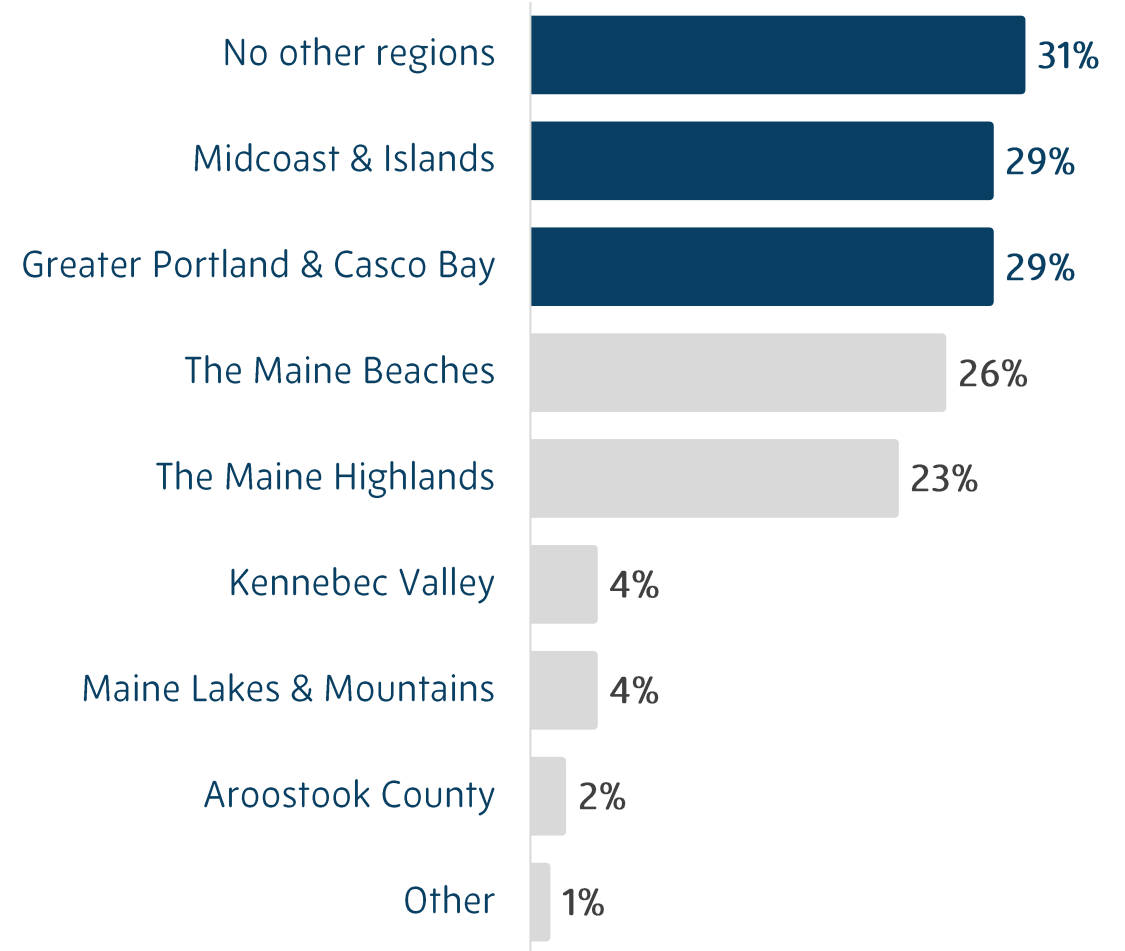
Region	%
No other regions	31%
Midcoast & Islands	29%
Greater Portland & Casco Bay	29%
The Maine Beaches	26%
The Maine Highlands	23%
Kennebec Valley	4%
Maine Lakes & Mountains	4%
Aroostook County	2%
Other	1%

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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

» Like last year, **98%** of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation

» **97%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **91%** would definitely recommend (+5% points from 2023)

Likelihood of Recommending Maine

Would recommend Maine	98%
Would not recommend Maine	1%
Not sure	1%
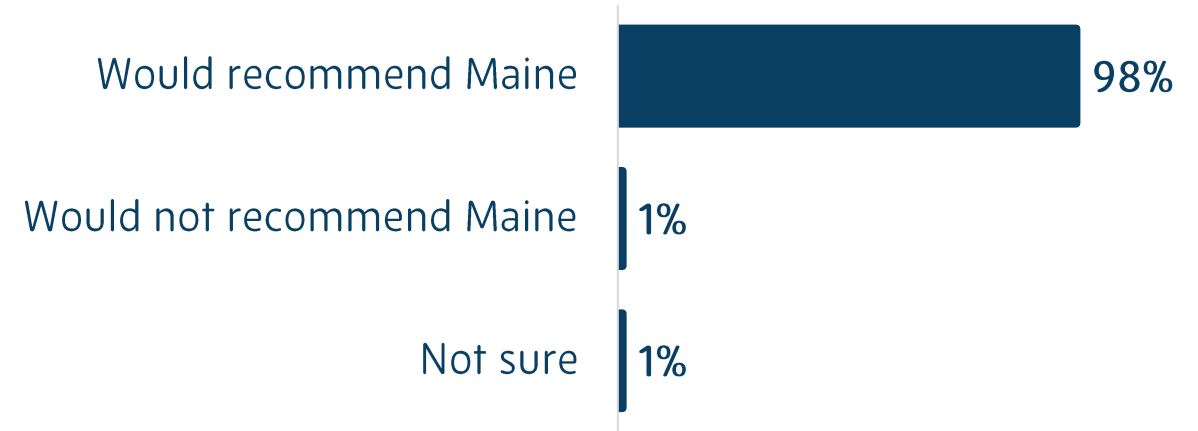
Likelihood of Recommending Region Visited
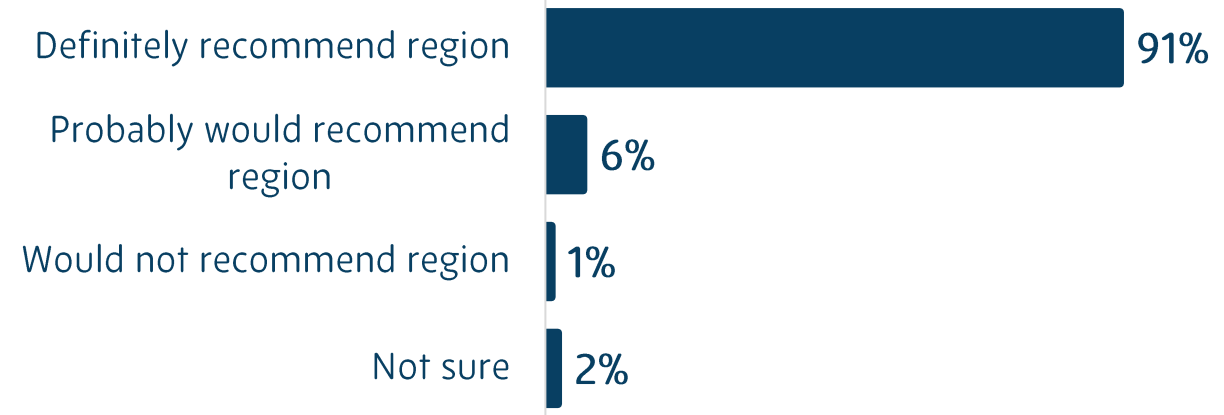
Definitely recommend region	91%
Probably would recommend region	6%
Would not recommend region	1%
Not sure	2%

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LIKELIHOOD OF RETURNING TO MAINE

» **95%** of visitors will return to Maine for a future visit or vacation (-1% point from 2023)

Definitely will return — 82%

Probably will return — 13%

Probably will not return* — 2%

Not sure* — 3%

*5% 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 do and see everything 3. Too expensive for what you get.

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SATISFACTION

» **98%** of visitors were satisfied with their trip to Maine

» **87%** of visitors were very satisfied with their trip to Maine (+5% points from 2023)
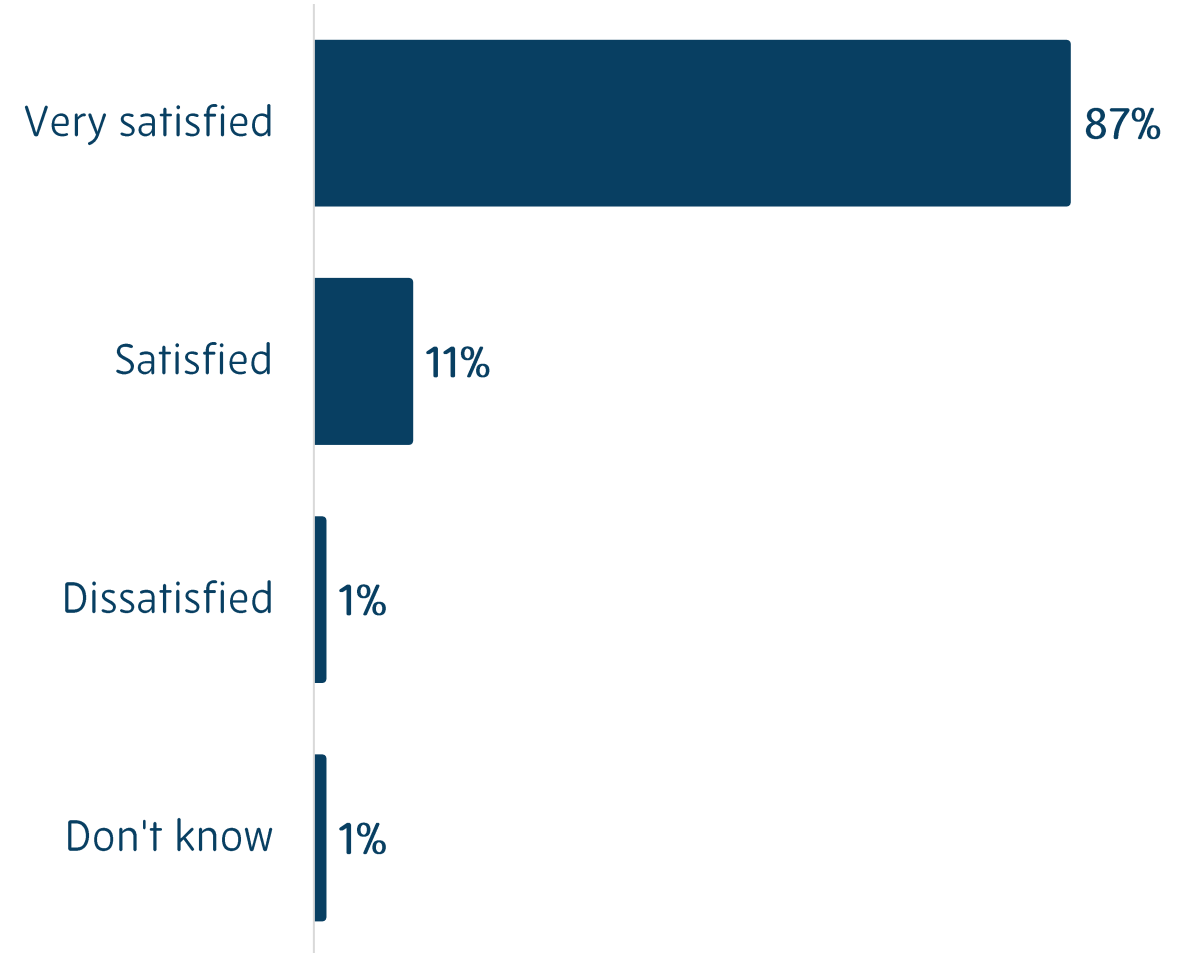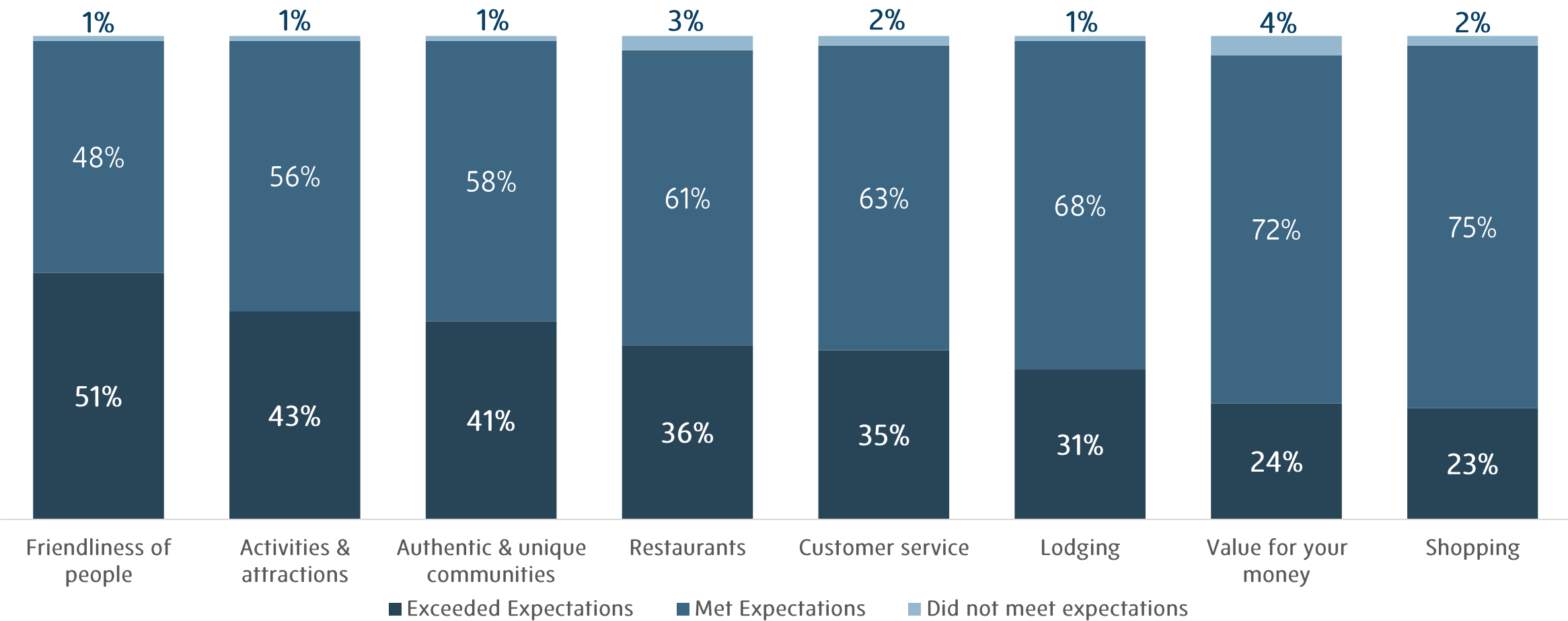
Very satisfied **87%**

Satisfied **11%**

Dissatisfied **1%**

Don't know **1%**

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TRIP RATINGS

	Exceeded Expectations	Met Expectations	Did not meet expectations
Friendliness of people	51%	48%	1%
Activities & attractions	43%	56%	1%
Authentic & unique communities	41%	58%	1%
Restaurants	36%	61%	3%
Customer service	35%	63%	2%
Lodging	31%	68%	1%
Value for your money	24%	72%	4%
Shopping	23%	75%	2%

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OVERCROWDING

» **54%** of visitors thought the number of visitors during their trip to Maine was fine (+9% points from 2023)

» **17%** of visitors though it was a little overcrowded (-5% points from 2023)

Overcrowded **3%**

A little overcrowded **17%**

The number of visitors was fine **54%**

Not at all overcrowded **25%**

Other **1%**

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ANNUAL COMPARISONS

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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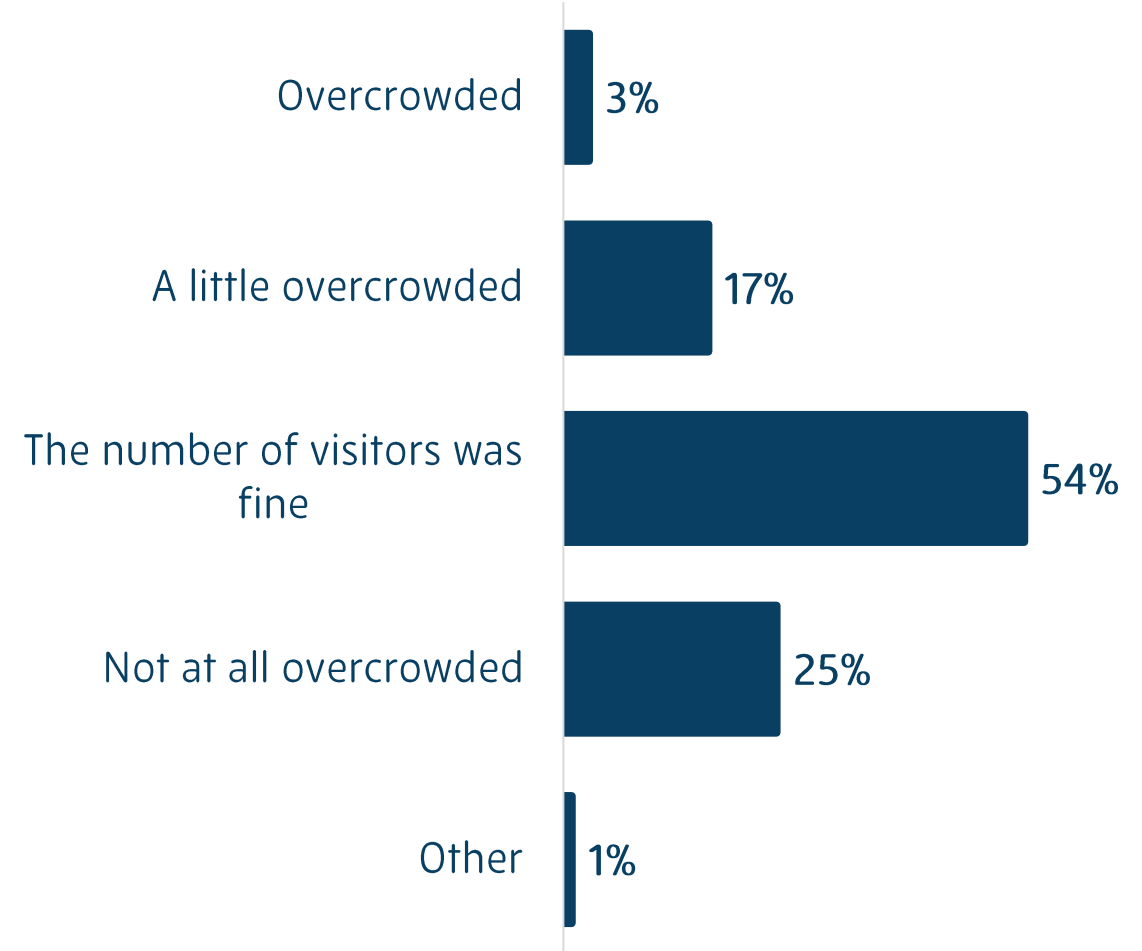
TRIP PLANNING CYCLE

Trip Planning Cycle	2023	2024
A week or less	8%	5%
2 - 3 weeks	11%	10%
1 - 2 months	24%	23%
3 - 4 months	26%	24%
5 - 6 months	14%	18%
7 months - 1 year	10%	14%
More than 1 year	7%	6%
Days in Planning Cycle	68	75

Booking Window	2023	2024
A week or less	14%	10%
2 - 3 weeks	14%	11%
1 - 2 months	26%	25%
3 - 4 months	22%	22%
5 - 6 months	12%	17%
7 months - 1 year	8%	12%
More than 1 year	4%	3%
Days in Booking Window	55	65

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ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2023	2024
Online search engines	33%	35%
Online travel agency	17%	26%
Airbnb	14%	22%
Hotel websites	16%	21%
TripAdvisor	18%	16%
Facebook	8%	14%
Instagram	8%	13%
VisitMaine.com	19%	12%
DowneastAcadia.com	14%	12%
Airline websites	8%	11%
Traveler reviews/blogs/stories	10%	11%
YouTube	8%	11%
VisitBarHarbor.com	9%	9%
Vrbo	7%	7%
Vacation rental websites	6%	7%
MaineTourism.com	9%	5%
Visit Maine social media	5%	4%
TheMaineBeaches.com	7%	4%
MainesMidCoast.com	4%	3%
VisitPortland.com	3%	3%
DiscoverNewEngland.com	2%	1%
TheMaineHighlands.com	1%	1%
MaineLakesandMountains.com	2%	1%
VisitAroostook.com	<1%	<1%
KennebecValley.org	1%	<1%
X (Formerly Twitter)	1%	<1%
Other	9%	5%
None	20%	14%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2023	2024
Advice from friends/family	34%	31%
Travel guides/brochures	18%	15%
AAA	10%	12%
Travel books & magazines	10%	11%
Articles or travelogues	10%	9%
Travel planning apps	9%	7%
Called the Maine Office of Tourism	9%	6%
Visitor Guide	8%	6%
Visit Maine e-newsletter	6%	6%
Travel agent	2%	2%
Called local convention and visitors bureaus	1%	1%
Called local Chambers of Commerce	1%	1%
Called another Maine Tourism/Lodging Association	1%	<1%
Other	5%	4%
None	35%	44%

*Multiple responses permitted.

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REASON FOR VISITING*

Reasons for Visiting	2023	2024
Sightseeing/touring	52%	54%
Relax and unwind	38%	43%
Nature & bird watching	37%	30%
Visiting friends/relatives	21%	20%
Active outdoor activities	13%	13%
Special occasion	8%	9%
Attractions	10%	9%
Beach	7%	6%
Culture/museums/history	5%	6%
Water activities	5%	4%
Shopping	5%	4%
Special event	3%	3%
Conference/meeting	3%	2%
Sporting event	1%	1%
Snow activities	1%	1%
Astrotourism	1%	1%
April 8th, 2024 Solar Eclipse	NA	1%
Other	11%	7%

*Multiple responses permitted.

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TV SHOWS & FILM

Trip Inspiration From Film	2023	2024
Yes	6%	3%
No	93%	96%
Don't know	1%	1%

How Film Inspired Trip*	2023	2024
Seeing Maine in a film or TV show made me think about Maine as a place to visit	44%	29%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	15%	21%
Visiting a location related to a TV show or film was the main reason I visited Maine	7%	19%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	19%	18%
Something else	15%	13%

Visited TV or Film Attractions**	2023	2024
Yes	4%	3%
No	93%	96%
Don't know	3%	1%

*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	58%	63%
Massachusetts	20%	16%
New Hampshire	16%	15%
Vermont	13%	10%
New York	8%	9%
Rhode Island	5%	5%
Nova Scotia	7%	5%
Connecticut	5%	4%
New Brunswick	3%	2%
Prince Edward Island	4%	2%
Quebec	4%	2%
Newfoundland and Labrador	1%	1%
Ontario	1%	1%
Other	4%	3%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

Recalled Advertising	2023	2024
Yes	34%	35%
No	52%	55%
Not sure	14%	10%

Influenced by Advertising	2023	2024
Yes	17%	22%

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ADVERTISING/PROMOTIONS*

Sources of Advertising Recall*	2023	2024
Internet	38%	49%
Social media	38%	31%
Traveler reviews/blogs	13%	24%
Magazine	21%	23%
AAA	7%	14%
VisitMaine.com	11%	11%
Maine travel/visitor guide	11%	10%
Cable or satellite television	17%	8%
Online streaming service	6%	7%
Brochure	7%	6%
Radio	9%	5%
Newspaper	9%	5%
Music/podcast streaming	3%	3%
Deal – based promotion	1%	1%
Billboard	2%	1%
Other	4%	3%
Not sure	3%	2%

*Multiple responses permitted.

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Pre-Visit

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Trip Experience

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Impact of Tourism

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ORIGIN REGION

Region of Origin	2023	2024
Maine	11%	7%
New England	17%	19%
Mid-Atlantic	24%	26%
Southeast	18%	17%
Southwest	5%	5%
Midwest	14%	14%
West	5%	6%
Canada	3%	4%
International	3%	2%

ORIGIN STATE/PROVINCE

Origin States & Provinces	2023	2024
Massachusetts	9%	9%
New York	7%	8%
Maine	11%	7%
New Jersey	5%	6%
Pennsylvania	6%	6%
Connecticut	3%	5%
Florida	8%	5%
New Hampshire	4%	4%
Ohio	3%	3%
Texas	4%	3%
Virginia	3%	3%
California	1%	2%
Georgia	3%	2%
Illinois	2%	2%
Indiana	2%	2%
Maryland	2%	2%
Michigan	1%	2%
North Carolina	2%	2%
Rhode Island	1%	2%
South Carolina	1%	2%
Tennessee	2%	2%

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ORIGIN MARKET

Origin Markets	2023	2024
New York City[1]	8%	10%
Boston	5%	5%
Washington DC - Baltimore[2]	4%	3%
Philadelphia	4%	3%
Atlanta	2%	2%
Chicago	2%	2%
Providence, RI	1%	2%

[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

TRAVEL PARTY SIZE/COMPOSITION

Travel Party Composition	2023	2024
As a couple	47%	50%
As a family	28%	25%
Traveled alone	12%	12%
With other couples/friends	10%	11%
In a tour group	1%	1%
With business associates	1%	<1%
Other	1%	1%
Average Travel Party Size	3.1	3.0

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TRAVEL WITH CHILDREN*

Children in Travel Party*	2023	2024
No children	84%	87%
Children younger than 6	6%	5%
Children 6 – 12	8%	7%
Children 13 – 17	7%	5%

Gender	2023	2024
Male	45%	53%
Female	55%	47%

*Multiple responses permitted.

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DEMOGRAPHIC PROFILE

Age	2023	2024
Under 25	4%	4%
25 – 34	17%	17%
35 – 44	20%	24%
45 – 54	16%	18%
55 – 65	21%	17%
Over 65	22%	20%
Median Age	**51**	**48**

Race/Ethnicity	2023	2024
White	89%	89%
Asian	6%	5%
Hispanic	3%	3%
Black	1%	1%
Indigenous	<1%	<1%
Other	1%	2%

LIFESTYLE PROFILE

Marital Status	2023	2024
Single/widowed	21%	22%
Married/living with partner	79%	78%

Employment Status	2023	2024
Employed full-time	56%	60%
Employed part-time	6%	4%
Contract/freelance/temporary employee	6%	7%
Retired	26%	22%
Not currently employed	4%	4%
Student	2%	3%

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LIFESTYLE PROFILE

Household Income	2023	2024
Less than $25,000	3%	3%
$25,000 - $49,999	9%	7%
$50,000 - $74,999	15%	15%
$75,000 - $99,999	18%	22%
$100,000 - $149,999	24%	29%
$150,000 - $199,999	17%	13%
$200,000 - $249,999	6%	5%
$250,000 or more	8%	6%
Median Household Income	$110,400	$105,200

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LIFESTYLE PROFILE

Educational Attainment	2023	2024
High school or less	5%	5%
Some college or technical school	14%	14%
College or technical school graduate	45%	55%
Graduate school	36%	26%

NEW & RETURNING VISITORS

Previous Trips to Maine	2023	2024
This is my first time	35%	34%
2 - 5 times	30%	29%
6 - 10 times	10%	12%
11+ times	25%	25%

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TRANSPORTATION

Means of Transportation	2023	2024
Drove to Maine	68%	66%
Flew into Bangor Intl Airport	10%	17%
Flew into Portland Intl Jetport	6%	6%
Flew into Boston Logan Intl	9%	5%
Flew into another airport	1%	2%
Took a motor coach tour or bus	1%	1%
Other	5%	3%

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LENGTH OF STAY

Nights Stayed	2023	2024
Not staying overnight	13%	13%
1 night	3%	3%
2 nights	10%	6%
3 nights	16%	12%
4 nights	13%	15%
5+ nights	45%	51%
Average Length of Stay	5.0	5.0

ACCOMMODATIONS

Accommodations	2023	2024
Hotel/motel/resort	38%	43%
Friends/family home	11%	13%
Not spending the night	13%	13%
Vacation rental home	13%	11%
Campground/RV Park	5%	6%
Bed & Breakfast/Inn	8%	6%
Personal second home	7%	4%
Wilderness camping	2%	1%
Sporting camp/wilderness lodge	<1%	<1%
Outdoor Outfitter	<1%	<1%
Other	3%	3%

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BOOKING

Booking Methods	2023	2024
Online travel agency	27%	38%
Directly with the hotel/condo	38%	32%
Airbnb	14%	12%
Short term rental service	8%	6%
Vacation rental company	3%	2%
Offline travel agent	1%	1%
Group tour operator	1%	1%
Travel package provider	1%	1%
Other	7%	7%

IN-MARKET RESOURCES*

In-Market Resources	2023	2024
Navigation website/apps	42%	55%
Visitor Information Centers	27%	28%
Restaurant website/app	18%	21%
Destination social media	15%	19%
Materials from hotel/campground	20%	15%
VisitMaine.com	17%	11%
Hotel/resort website/app	16%	11%
Trip planning app	17%	11%
Personal social media	13%	10%
Booking website/app	7%	6%
Airline website/app	4%	3%
Chambers of Commerce	3%	2%
VisitBarHarbor.com	1%	2%
Other	7%	6%
None	22%	18%

*Multiple responses permitted.

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ACTIVITIES*

Activities	2023	2024
Food/beverage/culinary	65%	73%
Touring/sightseeing	69%	64%
Active outdoor activities	53%	60%
Shopping	47%	58%
History/culture	28%	27%
Water activities	22%	22%
Astrotourism	9%	7%
Entertainment/attractions	9%	5%
Business conference/meeting	2%	1%
April 8th, 2024 Solar Eclipse	NA	1%
Other	4%	3%

*Multiple responses permitted.

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DETAILED VISITOR ACTIVITIES*

Activity	%	Activity	%	Activity	%
Enjoying the ocean views/rocky coast	61%	Tours of communities/local architecture	15%	Ate farm-to-table or organic cuisine	3%
Sightseeing	60%	Outlet shopping	15%	Attend plays/musicals/theatrical events	3%
Hiking/climbing/backpacking	54%	Outdoor swimming	14%	Amusement/theme parks	2%
Going to local brew pubs/craft breweries	44%	Shopping for "Made in Maine" products	13%	Painting/drawing/sketching	2%
Ate lobster	44%	Canoeing/kayaking	12%	Surfing	2%
Driving for pleasure	41%	Enjoying local food at fairs/festivals	11%	Alpine skiing/snowboarding	1%
Enjoying the mountain views	40%	Get to know the local people and/or culture	11%	Bars/nightlife	1%
Ate other local seafood	38%	Visited Farmer's Markets	10%	Nordic skiing	1%
Photography	37%	Mountain/Fat Biking	10%	Agricultural fairs	1%
Exploring State and National Parks	35%	Camping	8%	Hunting	1%
Shopping in downtown areas	31%	Shopping for antiques/local arts and crafts	8%	Snowshoeing	1%
Wildlife viewing/bird watching	27%	Bicycling touring	7%	Outdoor fun centers	1%
Consumed other locally produced Maine foods	24%	Fishing	6%	Water skiing/jet skiing	1%
Visit historic sites/museums	24%	Attend popular music concerts/events	6%	White water rafting	1%
Shopping for unique/locally produced goods	23%	Shopping at malls	6%	Water parks	1%
Nature cruises or tours	23%	Enjoyed high-end cuisine or five-star dining	5%	Animal parks/zoos	1%
Enjoyed unique Maine food or beverages	22%	Motor boating	4%	Children's museums	1%
Going to the beach	22%	Pool swimming	4%	Snowmobiling	<1%
Shopping for gifts/souvenirs	19%	Sailing	4%	Attend sporting events	<1%
Viewing fall colors	17%	Attend operas/classical music events	4%	Horseback riding	<1%
Visit art museums/local artisan studios	16%	Riding all-terrain vehicles	3%	Summer camps	<1%

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OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2023	2024
No other states/provinces	56%	61%
Massachusetts	25%	19%
New Hampshire	16%	17%
New York	9%	11%
Vermont	9%	8%
Connecticut	9%	6%
Rhode Island	5%	5%
New Brunswick	3%	3%
Nova Scotia	5%	3%
Quebec	3%	2%
Ontario	1%	1%
Prince Edward Island	2%	1%
Newfoundland and Labrador	1%	<1%
Other	3%	3%

*Multiple responses permitted.

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TRAVELING IN MAINE*

Maine Regions Visited	2023	2024
No other regions	39%	31%
Midcoast & Islands	24%	29%
Greater Portland & Casco Bay	23%	29%
The Maine Beaches	25%	26%
The Maine Highlands	17%	23%
Kennebec Valley	4%	4%
Maine Lakes & Mountains	7%	4%
Aroostook County	2%	2%
Other	1%	1%

*Multiple responses permitted.

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VISITOR JOURNEY : POST-TRIP EVALUATION

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RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2023	2024
Would recommend Maine	98%	98%
Would not recommend Maine	1%	1%
Not sure	1%	1%

Recommending Regions	2023	2024
Definitely recommend region	86%	91%
Probably would recommend region	10%	6%
Would not recommend region	1%	1%
Not sure	3%	2%

RETURNING TO MAINE

Returning to Maine	2023	2024
Definitely will return	86%	84%
Probably will return	10%	11%
Probably will not return	1%	2%
Not sure	3%	3%

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SATISFACTION

Satisfaction	2023	2024
Very satisfied	82%	87%
Satisfied	15%	11%
Dissatisfied	1%	1%
Don't know	2%	1%

TRIP EXPECTATIONS

Exceeded Expectations	2023	2024
Friendliness of people	62%	51%
Activities & attractions	56%	43%
Authentic & unique communities	52%	41%
Restaurants	42%	36%
Customer service	50%	35%
Lodging	42%	31%
Value for your money	32%	24%
Shopping	35%	23%

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OVERCROWDING

Overcrowding	2023	2024
Overcrowded	3%	3%
A little overcrowded	22%	17%
The number of visitors was fine	45%	54%
Not at all overcrowded	29%	25%
Other	1%	1%

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STUDY METHODS

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METHODOLOGY

Visitor Tracking

662 interviews were completed with visitors to DownEast & Acadia 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 DownEast & Acadia is a function of direct spending by visitors to DownEast & Acadia, 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 DownEast & Acadia. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. DownEast & Acadia's multiplier is 1.42.

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DOWNEAST & ACADIA

2024 Economic Impact & Visitor Tracking Report
DECEMBER 2023 – NOVEMBER 2024

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