

# KENNEBEC VALLEY

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



# 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.



# EXECUTIVE SUMMARY



# KENNEBEC VALLEY

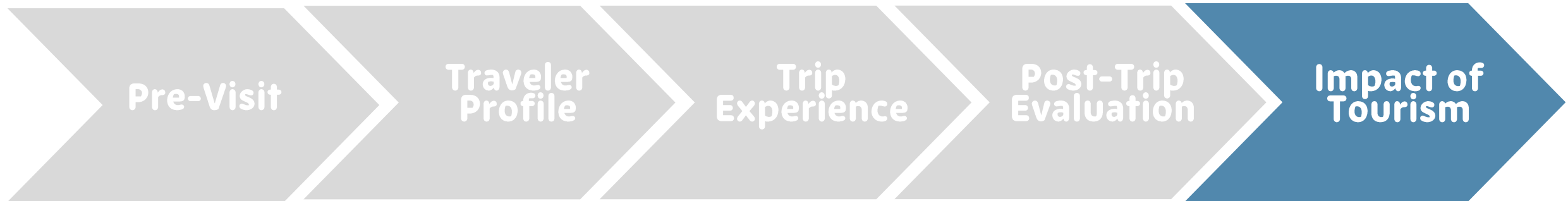
Compared to visitors in most other regions, visitors to the Kennebec Valley region are more likely to:

- » Visit a location of a TV show or film while in Maine, regardless of whether their visit was inspired by watching that show or film
- » More heavily rely on the advice of friends and family when planning their trip
- » Visit Maine's social media while planning their trip
- » Visit Maine to visit friends/relatives





# VISITOR JOURNEY: IMPACT OF TOURISM

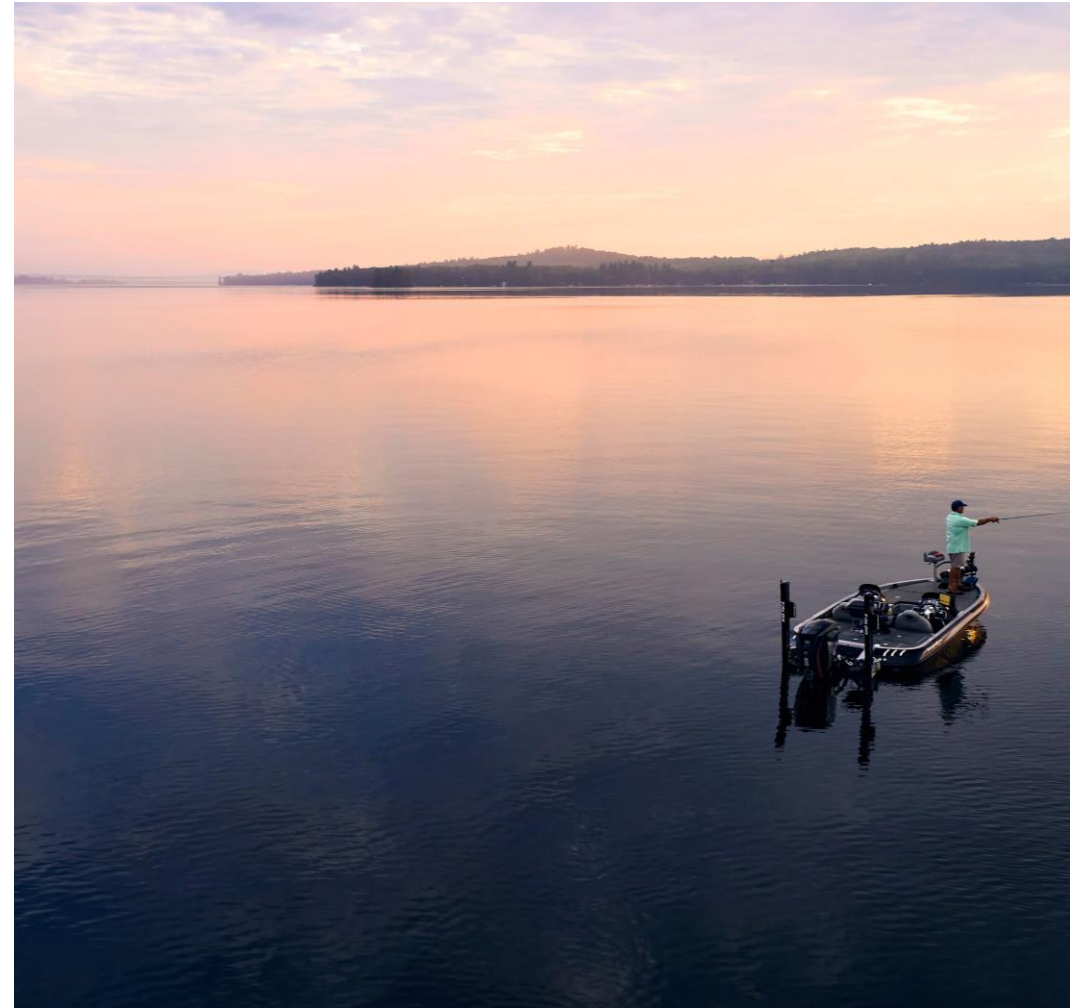


# ECONOMIC IMPACT

Visitor spending generated

**\$779,513,800**

in economic impact to Kennebec Valley's  
economy, down 5.7% from 2023



# DIRECT SPENDING

Visitors to Kennebec Valley spent

**\$528,249,100**

throughout the area in 2024 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, down 4.6% from 2023





# VISITORS\*

Kennebec Valley attracted

# 813,700

visitors in 2024, down 10.1% from 2023



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

Kennebec Valley



# VISITORS DAYS\*

All visitors to Kennebec Valley spent

**3,996,400**

days in Kennebec Valley throughout 2024,  
down 18.5% 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.

Kennebec Valley

# ROOM NIGHTS

Visitors to Kennebec Valley generated

**627,000**

nights in Kennebec Valley accommodations  
throughout 2024, up 3.8% from 2023





# JOBS SUPPORTED

Visitors to Kennebec Valley supported

**6,200**

jobs throughout the area in 2024, down 8.8%  
from 2023\*



Kennebec Valley

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

# WAGES GENERATED

Visitors to Kennebec Valley supported

# \$270,405,900

in wages paid to Kennebec Valley employees in  
2024, down 3.8% from 2023\*



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



# VISITORS & JOBS

Every  
**131**

visitors supports a new job in Kennebec  
Valley



Kennebec Valley

13

# HOUSEHOLD SAVINGS

Visitors to Kennebec Valley saved local households

**\$1,012**

in state and local taxes in 2024



# LODGING METRICS\*

Occupancy Rate

**52.3%**

+ 4.1% from 2023

Average Daily Rate

**\$148.43**

- 3.7% from 2023

Revenue per Available Room

**\$77.58**

+ 0.3% 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.

# VISITOR JOURNEY: PRE-VISIT





# TRIP PLANNING AND BOOKING CYCLE

- » **Extended Planning Cycle:** The percentage of visitors planning their trips 4 months or less in advance has risen to **73%**, marking a 2% point increase.
- » **Shortened Booking Window:** Conversely, **61%** of visitors are booking their trips within three months of travel, representing a 3% point decrease.



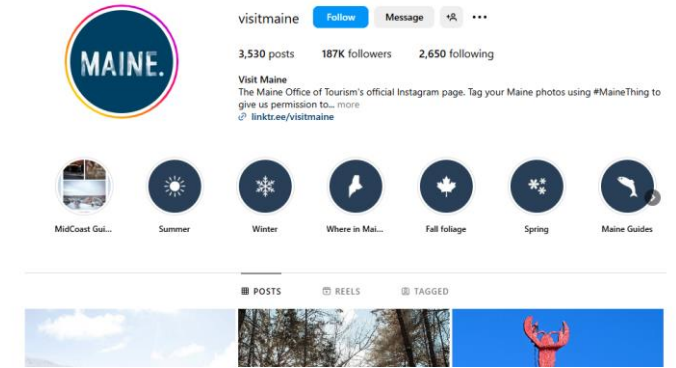
# TOP TRIP PLANNING SOURCES\*



46% Advice from family/friends



30% Online search engines



18% Visit Maine Social Media



17% Online Travel Agency



16% Facebook



16% Articles and travelogues

\*Multiple responses permitted.



# TOP REASONS FOR VISITING\*



35% Visit friends/family



26% Relax and unwind



25% Sightseeing and touring



# CONSIDERING MAINE AS A DESTINATION

- » Fewer visitors (-9% points) considered **ONLY** Maine in their trip planning
- » More visitors considered visiting New Hampshire (+6% points) and Massachusetts (+4% points) as alternatives
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces





# TV SHOWS & FILM

- » **12%** of visitors said a TV show or film inspired their trip to Maine
- » **58%** of visitors who were inspired by a TV show or film said visiting a location of a TV show/film was one of the activities they engaged in
- » **26%** of visitors who were not initially motivated by a TV show or film still visited an attraction related to one during their trip to Maine



# PRE-TRIP RECALL OF ADVERTISING

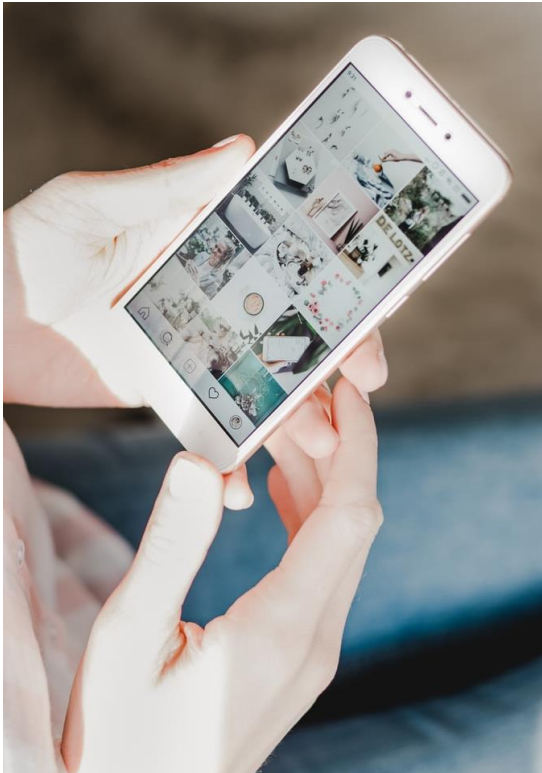
- » Over **2 in 5** visitors recalled advertising or promotions for Maine prior to their trip (-5% points from 2023)
- » This information influenced **20%** of visitors to Maine (-5% points from 2023)



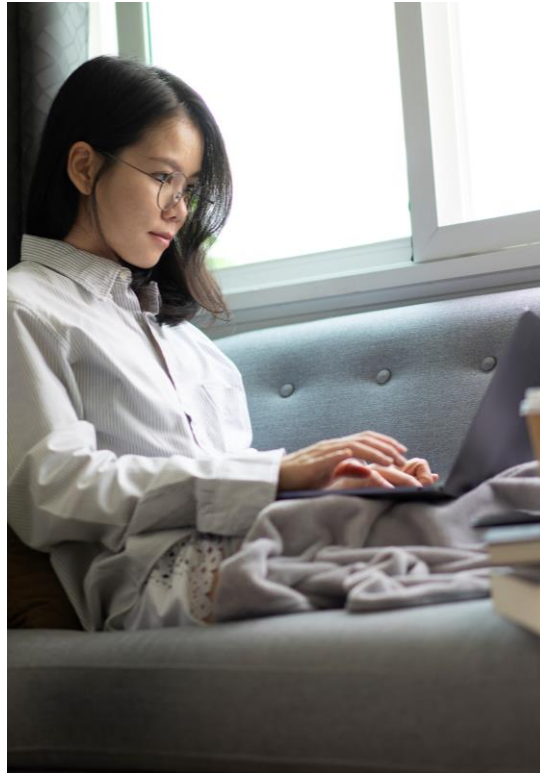


# TOP SOURCES OF ADVERTISING RECALL\*

Base: 41% of visitors who recalled advertising



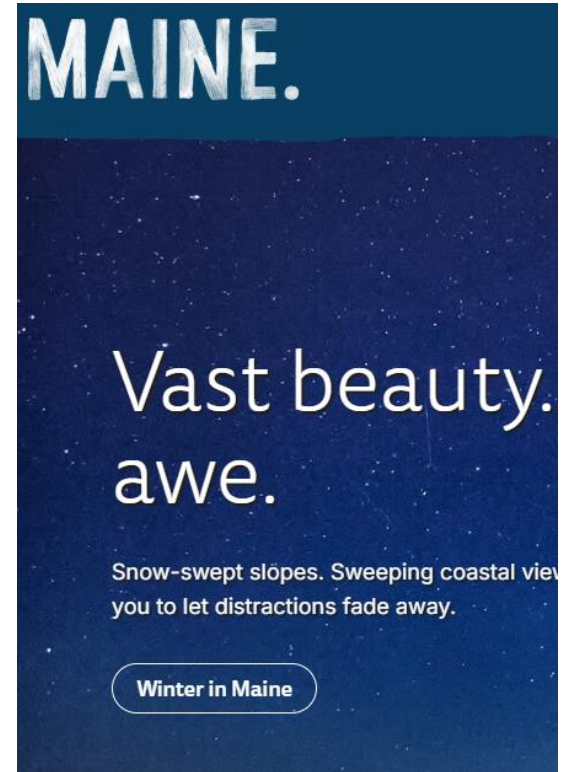
54% Social media



35% Internet



23% Magazine



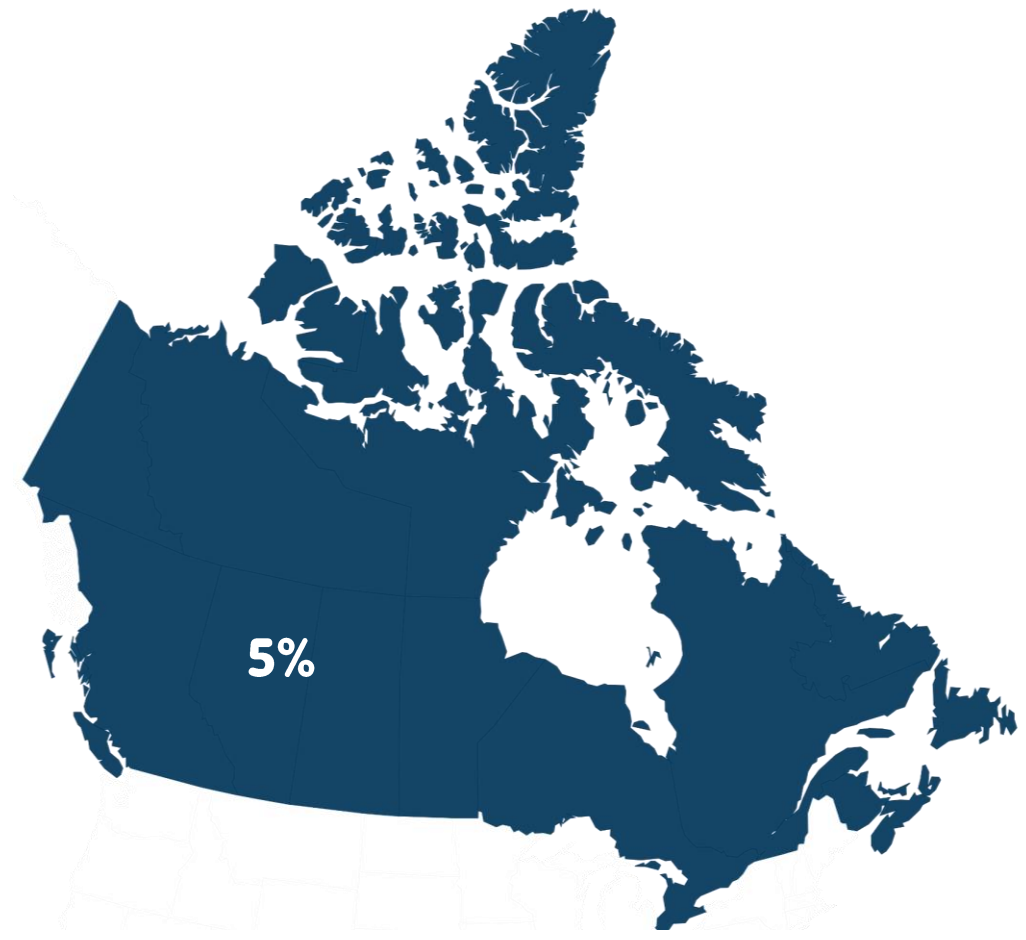
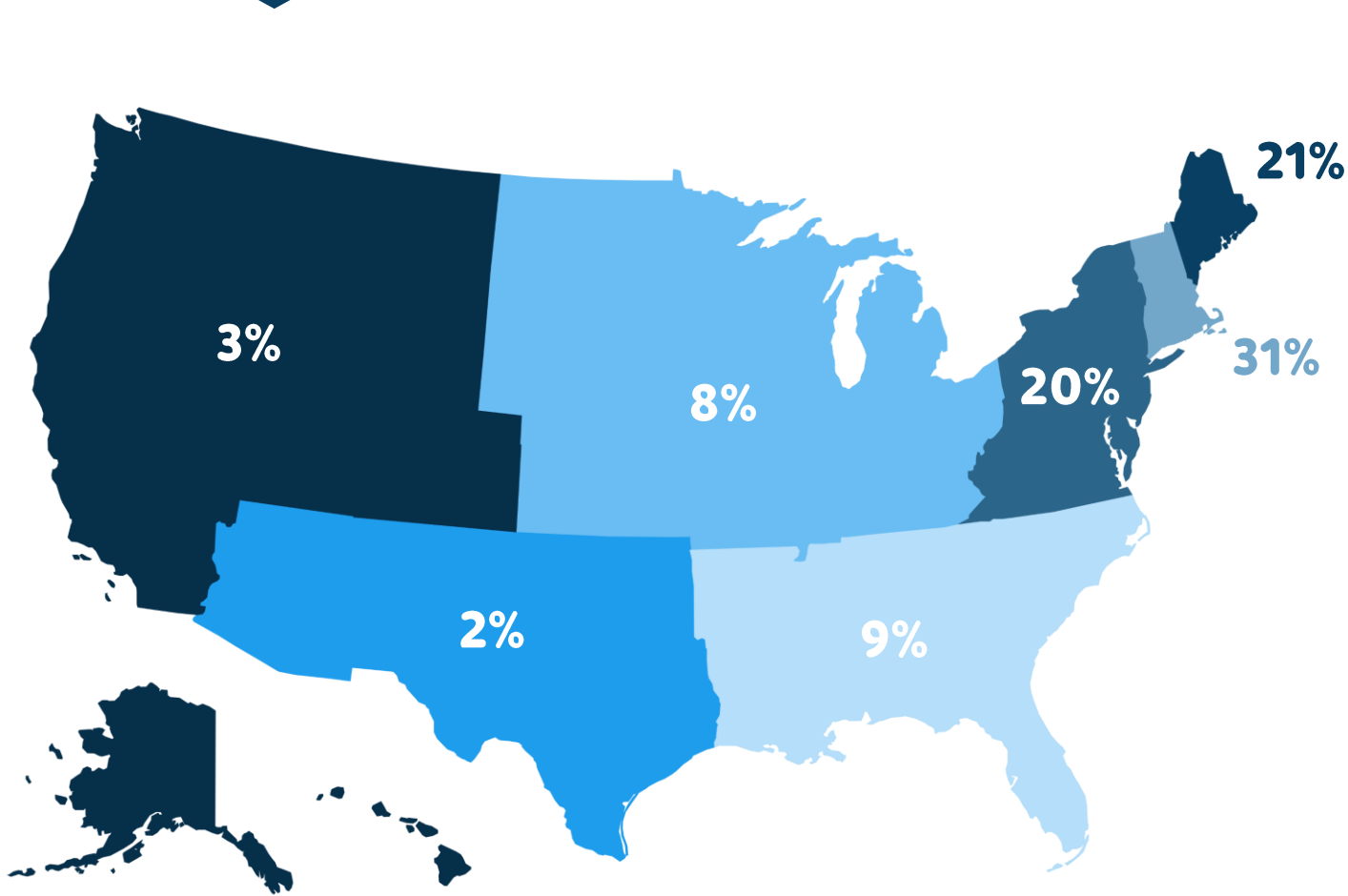
21% VisitMaine.com



# VISITOR JOURNEY: TRAVELER PROFILE



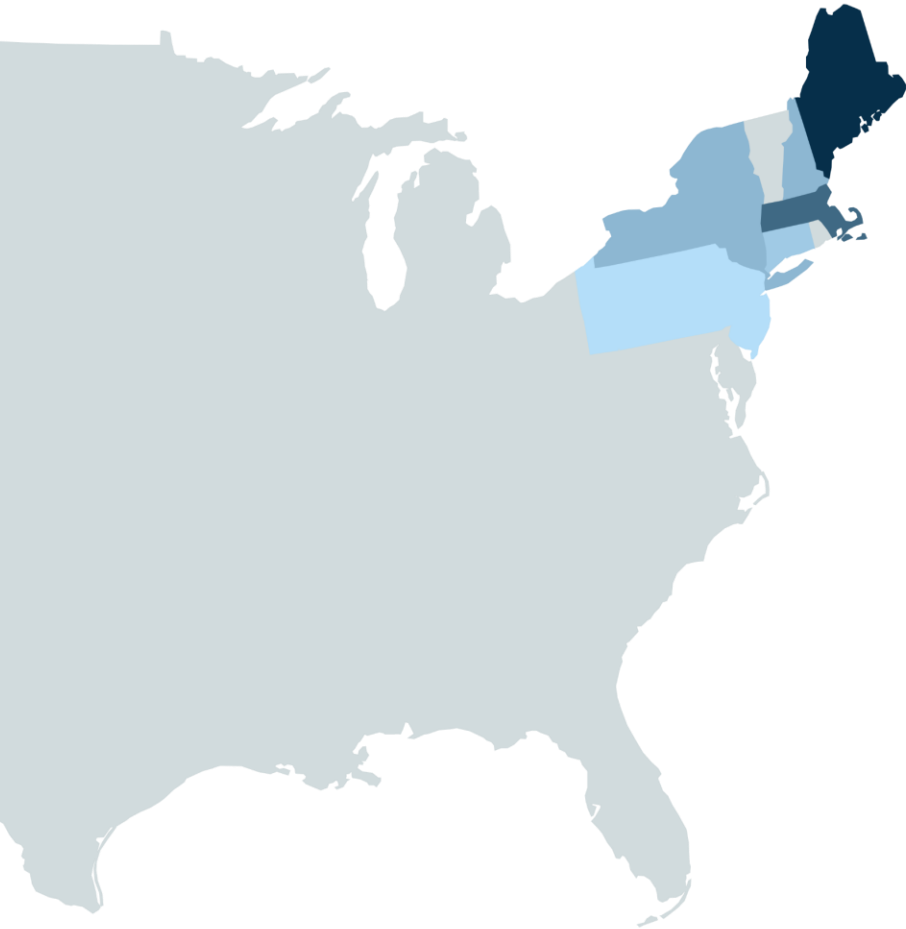
# REGIONS OF ORIGIN



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

5% of visitors came from Canada.

# TOP ORIGIN STATES & PROVINCES



## 62%

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

- |      |               |     |              |
|------|---------------|-----|--------------|
| 21 % | Maine         | 5 % | Connecticut  |
| 23 % | Massachusetts | 4 % | Pennsylvania |
| 7 %  | New Hampshire | 4 % | New Jersey   |
| 6 %  | New York      |     |              |



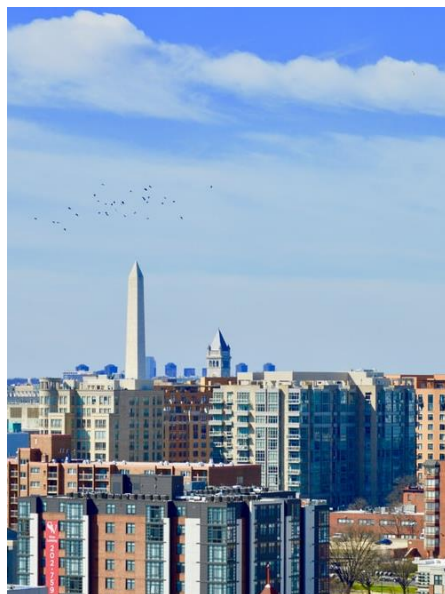
# TOP ORIGIN MARKETS



9% Boston



7% New York City<sup>1</sup>



4% Washington DC –  
Baltimore<sup>2</sup>



3% Waterville



3% Portland

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

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

# TRAVEL PARTIES

The typical Maine visitor traveled with **2.9** people in their visitor party



**14%** visitors traveled with at least one person under the age of 18 in their travel party





# VISITOR PROFILE

» The typical Maine visitor:

- » Is 50 years old<sup>1</sup>
- » Is white – 92%
- » Is a college graduate – 78%
- » Is married/in a domestic partnership – 73%
- » Is employed full-time – 63%
- » Has an annual household income<sup>2</sup> of \$96,100



<sup>2</sup>Median age.

<sup>1</sup>Median household income.



# NEW & RETURNING VISITORS

- » 16% of visitors were traveling in Maine for the first time
- » 21% of travelers visited Maine 6 to 10 times
- » Maine has high repeat and loyal visitors, as 36% had previously traveled in Maine more than 10 times



# VISITOR JOURNEY : TRIP EXPERIENCE



# TRANSPORTATION

- » Maine is a drive-market for most visitors, with **84%** choosing to travel by car over other transportation options





# NIGHTS STAYED

- » 84% of visitors stayed one or more nights in Maine on their trip (+1% point from 2023)
- » Typical visitors stayed 5.3\* nights in Maine on their trips



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

Kennebec Valley

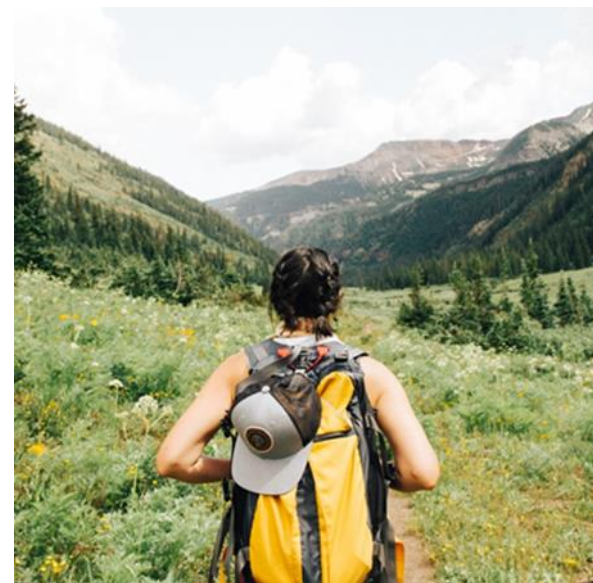
# TOP ACCOMMODATIONS



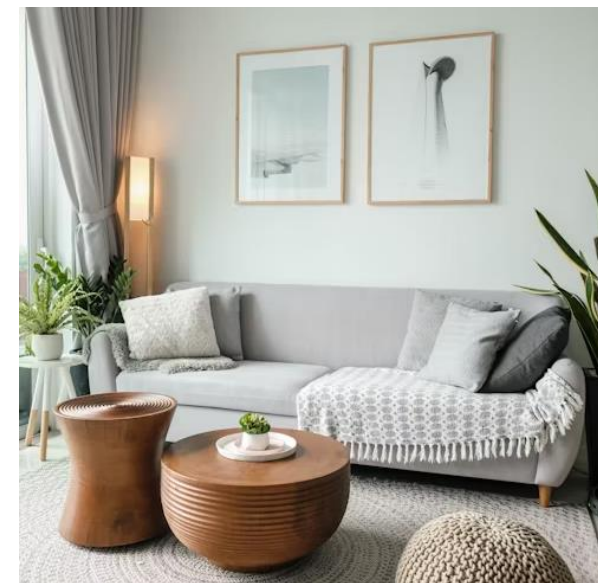
23% Friends/family home



22% Hotel/motel/resort



16% Did not stay overnight



12% Personal second home



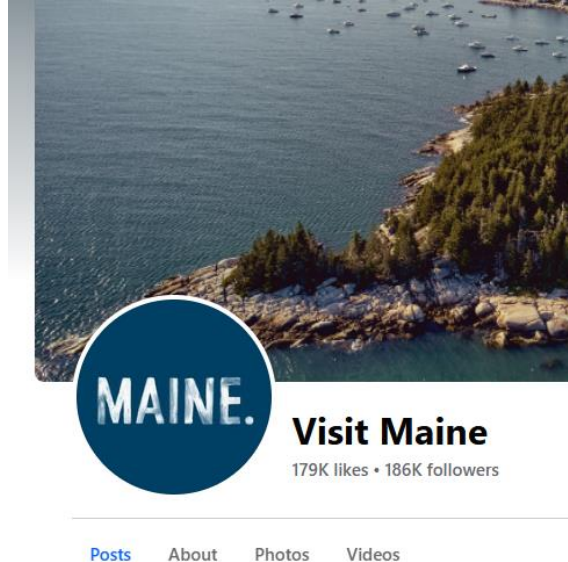
# TOP IN-MARKET VISITOR RESOURCES\*



46% Navigation website/apps



31% Restaurant website/app



20% Destination social media



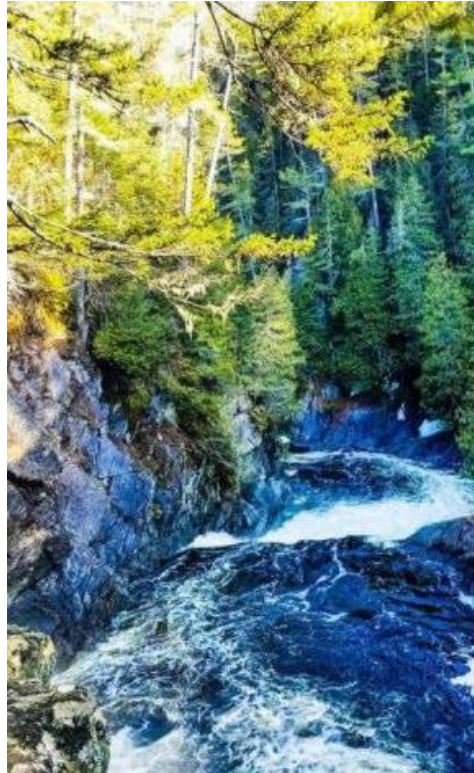
20% Personal social media



# TOP VISITOR ACTIVITIES\*



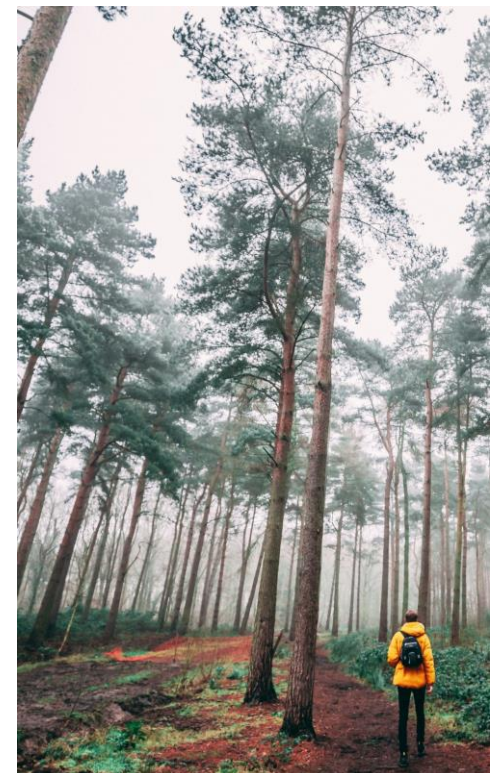
69% Food/beverage/culinary



45% Touring/sightseeing



44% Shopping



41% Active outdoor activities

# VISITING OTHER STATES & PROVINCES

- » Nearly **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » About **3 in 10** visitors visited New Hampshire (+5%)
- » Almost **1 in 5** also visited Massachusetts
- » Visitors continued to be more likely to visit U.S. states near Maine than they were to visit a Canadian province during their trip





# TRAVELING WITHIN MAINE

- » Over **2 in 5** travelers visited the Midcoast & Islands in addition to their primary destination within Maine
- » **1 in 4** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-11% points from 2023)





# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE & ITS REGIONS

- » 97% of visitors would recommend that their friends and family choose Maine as their destination for a future visit or vacation
- » 96% of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – 75% would definitely recommend



# LIKELIHOOD OF RETURNING TO MAINE

- » 93% of visitors will return to Maine for a future visit or vacation
- » 74% will “definitely return” in the future





# SATISFACTION

- » **99%** of visitors were satisfied with their trip to Maine
- » **73%** visitors were very satisfied with their trip to Maine (+7% points from 2023)



# OVERCROWDING

- » 50% of visitors thought the number of visitors during their trip to Maine was fine (-5% points from 2023)
- » 23% of visitors thought Maine was not overcrowded at all
- » 22% of visitors thought it was a little overcrowded (+6% points from 2023)



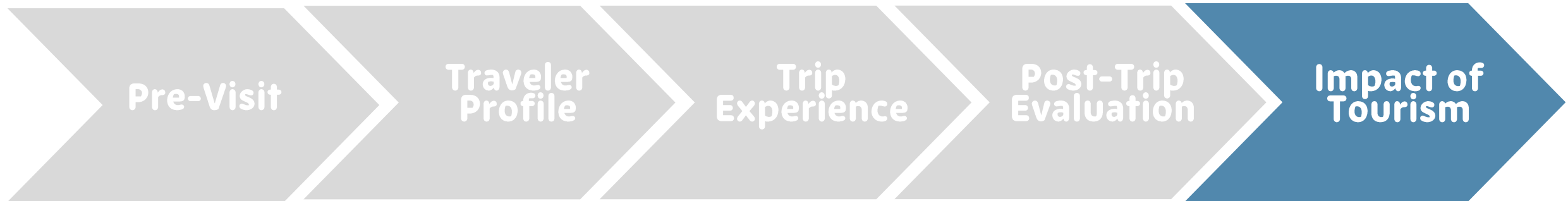


# DETAILED FINDINGS





# VISITOR JOURNEY: IMPACT OF TOURISM



# KEY PERFORMANCE INDICATORS

| Economic Impact       | 2022          | 2023          | 2024          | Δ% from '23 |
|-----------------------|---------------|---------------|---------------|-------------|
| Number of Visitors    | 830,300       | 905,000       | 813,700       | - 10.1%     |
| Visitor Days*         | 4,099,600     | 4,901,700     | 3,996,400     | - 18.5%     |
| Room nights generated | 585,800       | 603,800       | 627,000       | + 3.8%      |
| Direct expenditures   | \$568,830,400 | \$553,723,700 | \$528,249,100 | - 4.6%      |
| Total economic impact | \$888,655,700 | \$826,352,700 | \$779,513,800 | - 5.7%      |

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

# EMPLOYMENT IMPACTS

| Kennebec Valley Jobs    | 2022  | 2023* | 2024  | Δ% from '23 |
|-------------------------|-------|-------|-------|-------------|
| Jobs supported (direct) | 5,700 | 5,300 | 4,800 | - 9.4%      |
| Total jobs supported    | 7,280 | 6,800 | 6,200 | - 8.8%      |

| Kennebec Valley Wages | 2022          | 2023*         | 2024          | Δ% from '23 |
|-----------------------|---------------|---------------|---------------|-------------|
| Wages paid (direct)   | \$195,769,900 | \$196,324,900 | \$189,698,100 | - 3.4%      |
| Total wages paid      | \$281,397,300 | \$281,163,500 | \$270,405,900 | - 3.8%      |



# RETURN ON INVESTMENT

| Return on Investment          | 2022         | 2023*        | 2024         |
|-------------------------------|--------------|--------------|--------------|
| Visitors per job supported    | 114          | 133          | 131          |
| State & local taxes supported | \$79,878,800 | \$82,648,300 | \$77,607,700 |
| Tax savings per household     | \$1,074      | \$1,094      | \$1,012      |

# LODGING METRICS\*

| Lodging Metrics         | 2022         | 2023         | 2024          | Δ% from '23 |
|-------------------------|--------------|--------------|---------------|-------------|
| Occupancy Rate (%)      | 54.5%        | 50.2%        | 52.3%         | + 4.1%      |
| Average Daily Rate      | \$154.73     | \$154.19     | \$148.43      | - 3.7%      |
| RevPAR                  | \$84.33      | \$77.38      | \$77.58       | + 0.3%      |
| Total Lodging Revenue** | \$92,819,300 | \$99,917,500 | \$110,885,000 | + 11.0%     |

\*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.

# VISITOR JOURNEY : PRE-VISIT





# TRIP PLANNING CYCLE

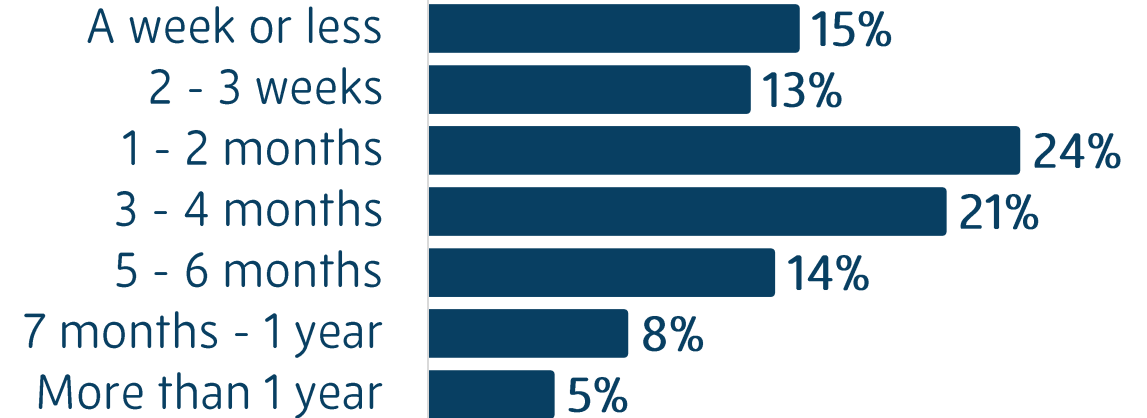
» Typical visitors began planning their trip **58 days** in advance (+3 days from 2023)

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

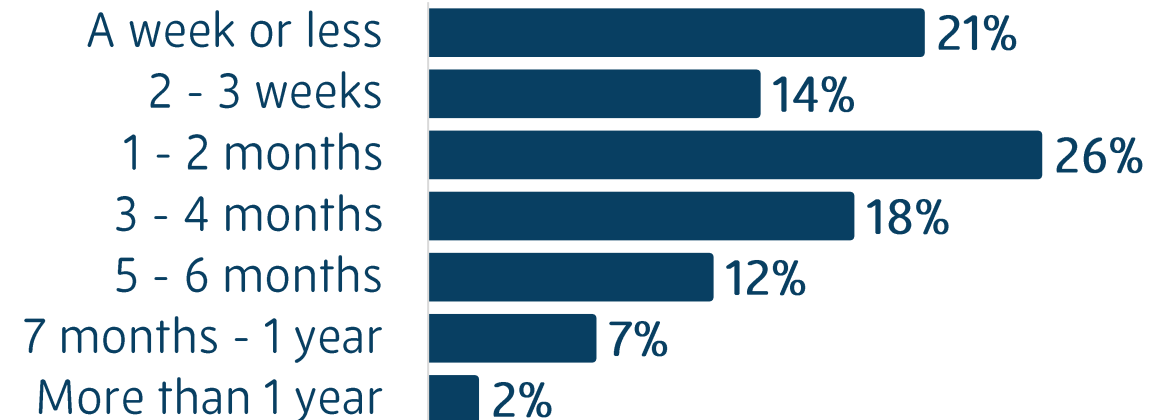
» Typical visitors booked their accommodations **47 days** in advance (+4 days from 2023)

» **61%** of visitors have a booking window of less than 3 months

## Beginning of Trip Planning Cycle

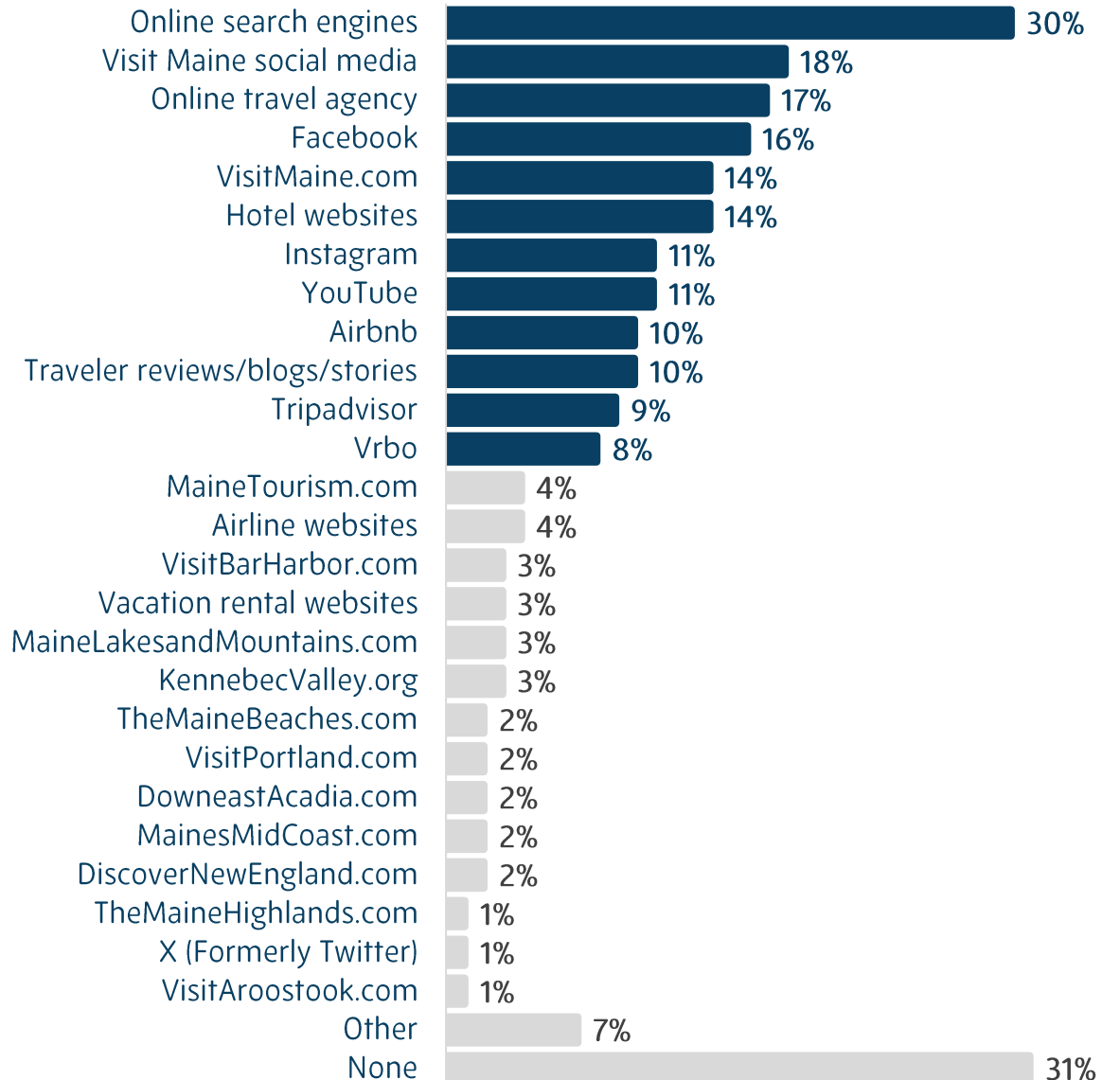


## Booked Accommodations/Made Trip Decisions



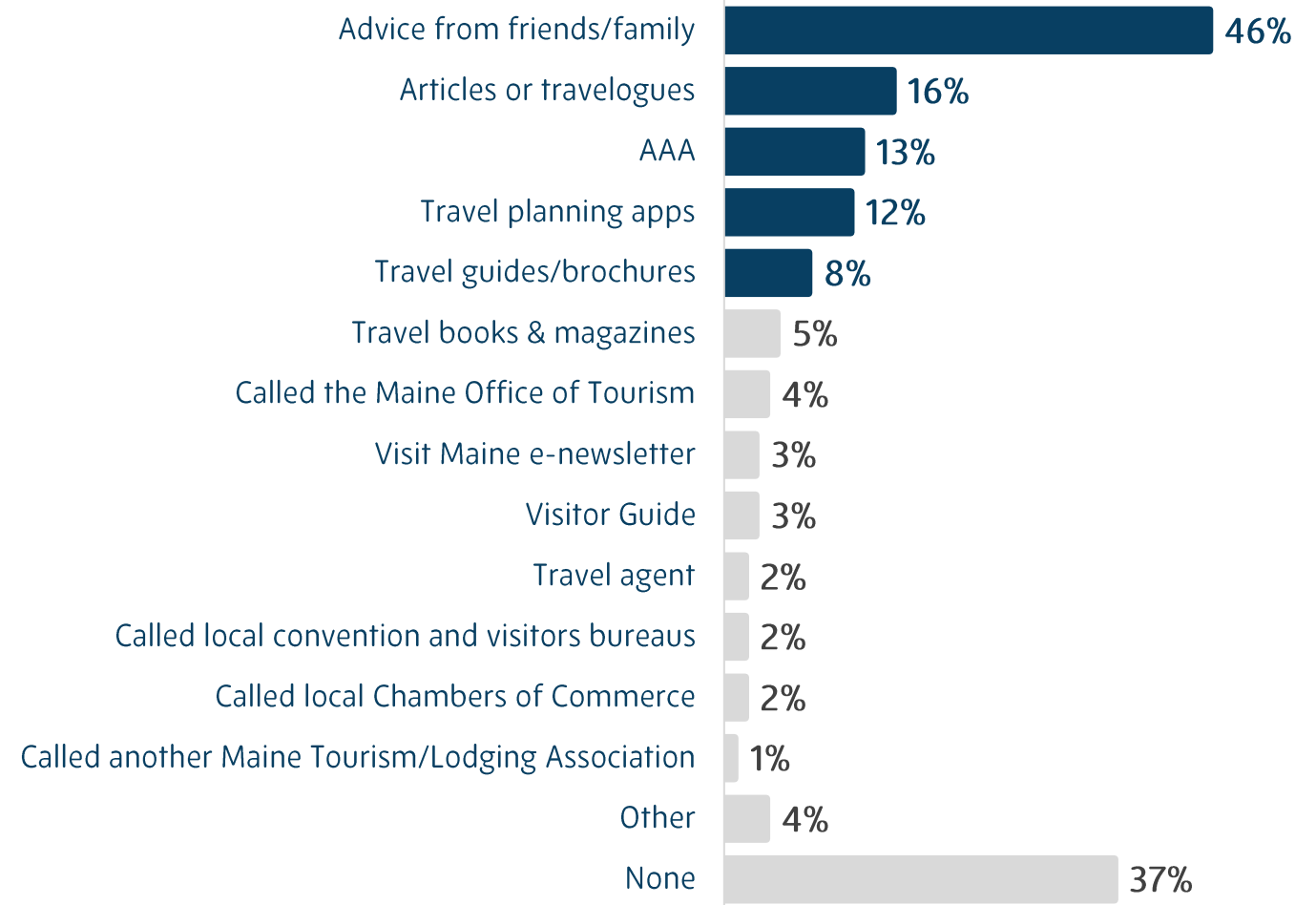
# ONLINE TRIP PLANNING SOURCES\*

- » Nearly **7 in 10** visitors used one or more online resources to help them plan their trip to Maine
- » **3 in 10** visitors used an online search engine, such as Google, to help them plan their trip to Maine
- » Over **1 in 6** used Visit Maine's social media (+7% points from 2023) or an online travel agency to help plan their trip to Maine
- » Nearly **1 in 6** used Facebook to help plan their trip to Maine



# OTHER TRIP PLANNING SOURCES\*

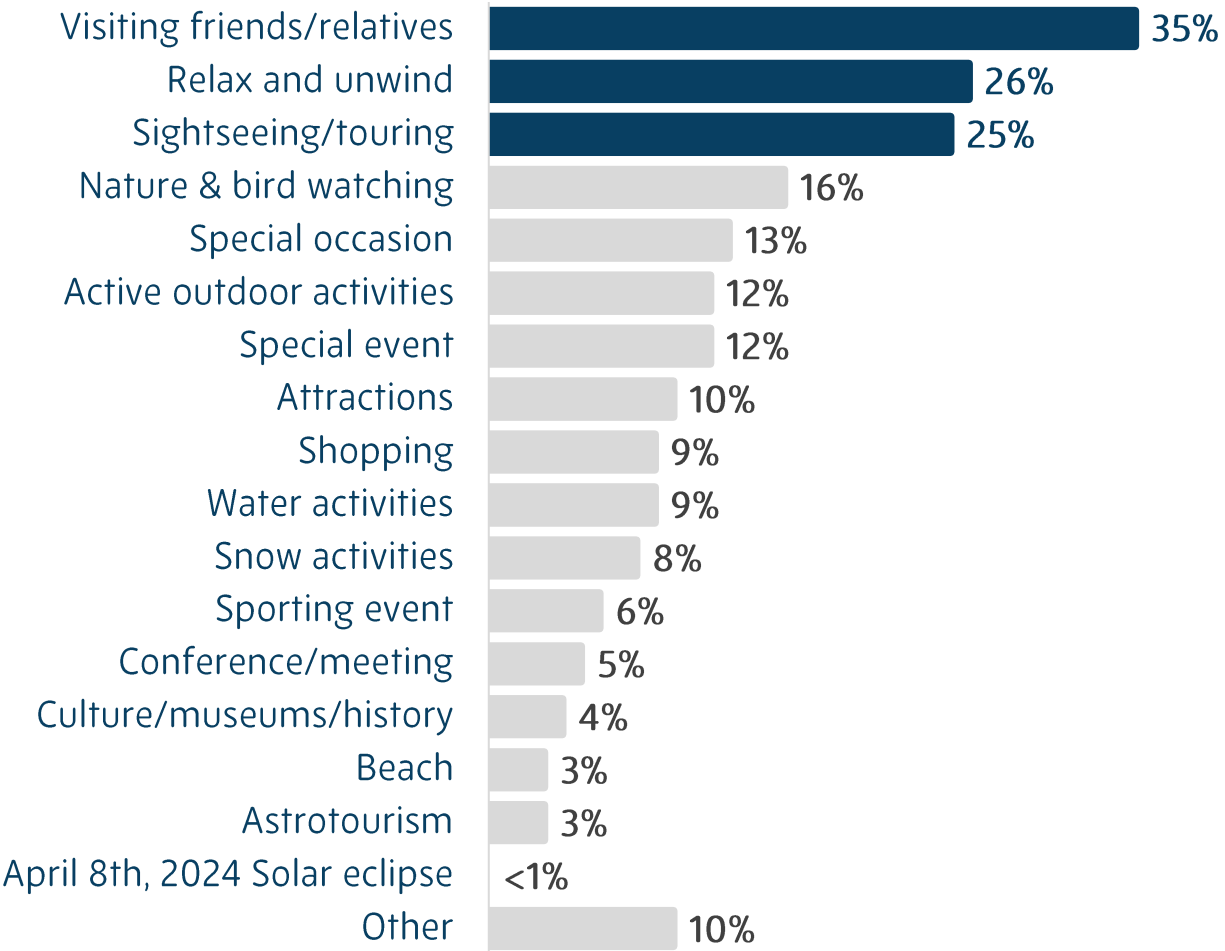
- » Nearly **half** of visitors relied on advice from their friends and family to help them plan their trip to Maine (+9% points from 2023)
- » Nearly **1 in 6** looked at articles or travelogues to help plan their trip to Maine
- » Nearly **2 in 5** visitors did not use any other resources to help them plan their trip to Maine (-8% points from 2023)





# REASON FOR VISITING\*

- » 35% of visitors came to Maine to visit friends and relatives
- » Around 1 in 4 came to relax and unwind or for sightseeing/touring

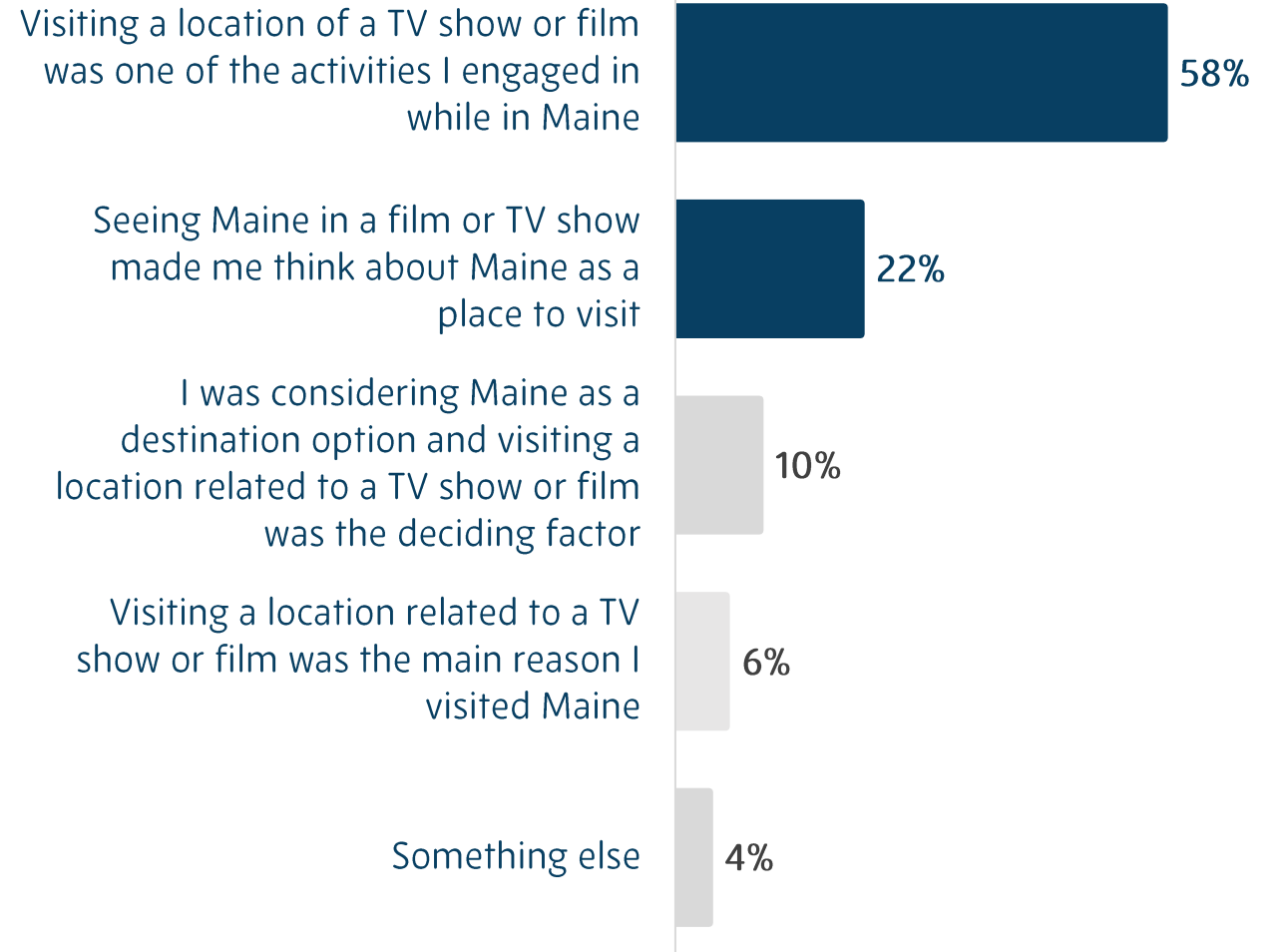


\*Multiple responses permitted.

# TV SHOWS & FILM

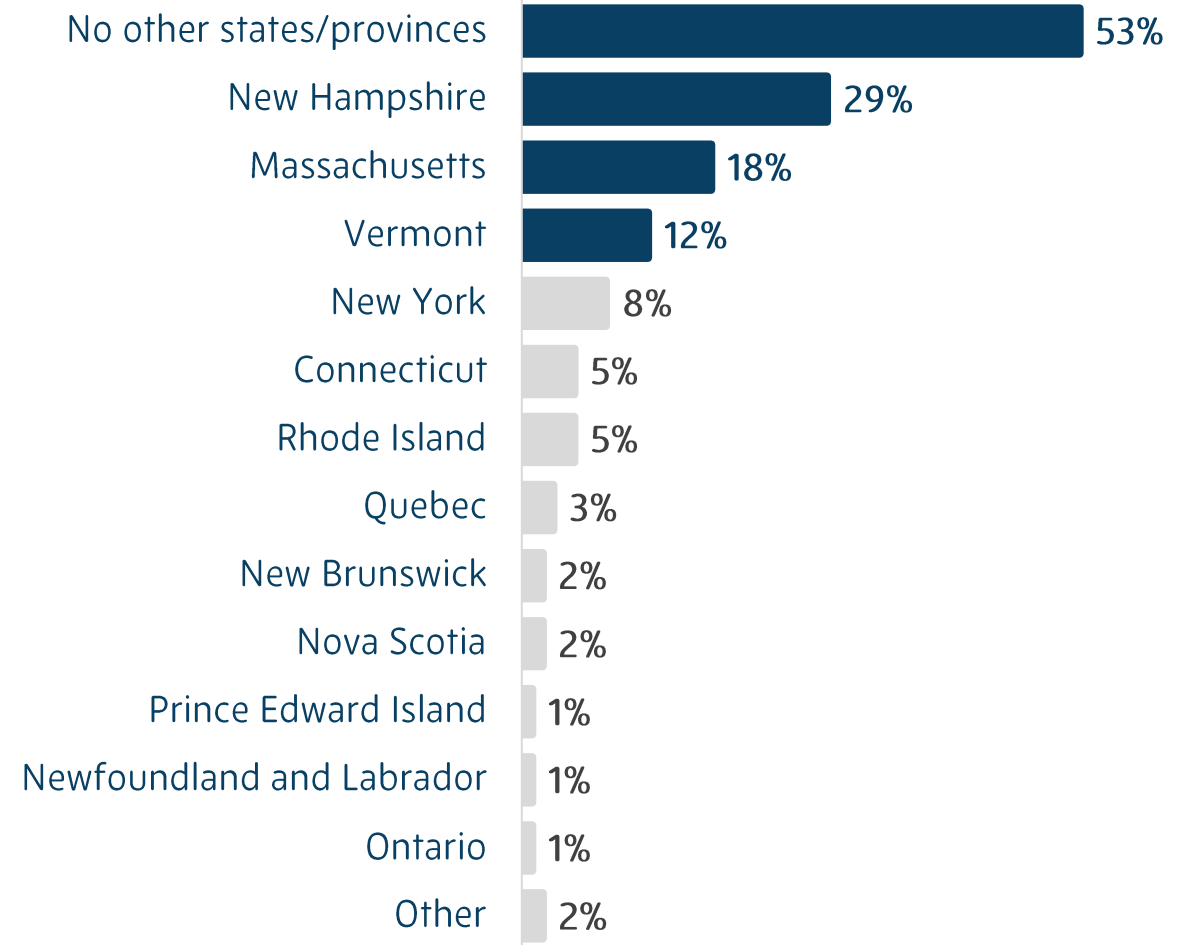
- » **12%** of visitors said a TV show or film inspired their trip to Maine
- » Nearly **3 in 5** visitors who were inspired by a TV show or film said visiting a location of a TV show/film was one of the activities they engaged in while in Maine
- » **26%** of visitors who were NOT inspired by a TV show or film to visit Maine said they visited the location of a TV show or film while in Maine

Base: 12% of visitors who were inspired by a TV show or film



# OTHER STATES & PROVINCES CONSIDERED\*

- » 53% of visitors considered visiting **ONLY** Maine while planning their trips (-9% points from 2023)
- » Like last year, visitors were more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces
- » Nearly **3 in 10** visitors considered visiting New Hampshire (+6% points from 2023)
- » Over **1 in 7** also considered Massachusetts, followed by Vermont (**12%**)

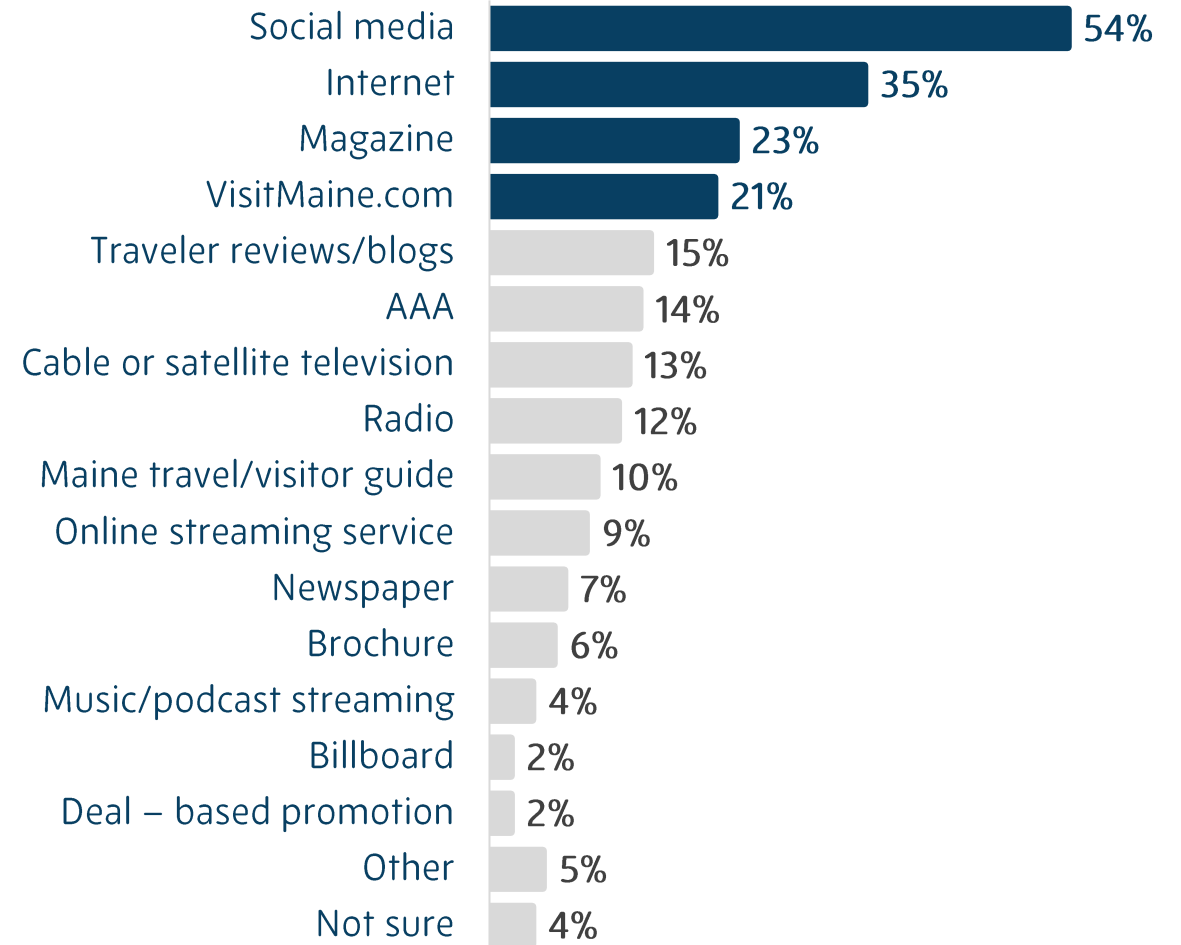




# PRE-TRIP RECALL OF ADVERTISING\*

- » Over **2 in 5** visitors recalled advertising or promotions for Maine before their trip (-5% points from 2023)
- » Like last year, visitors who recalled this advertising primarily saw it on social media (-1% point from 2023) and/or the Internet
- » This information influenced **20%** of all visitors to visit Maine (-5% points from 2023)

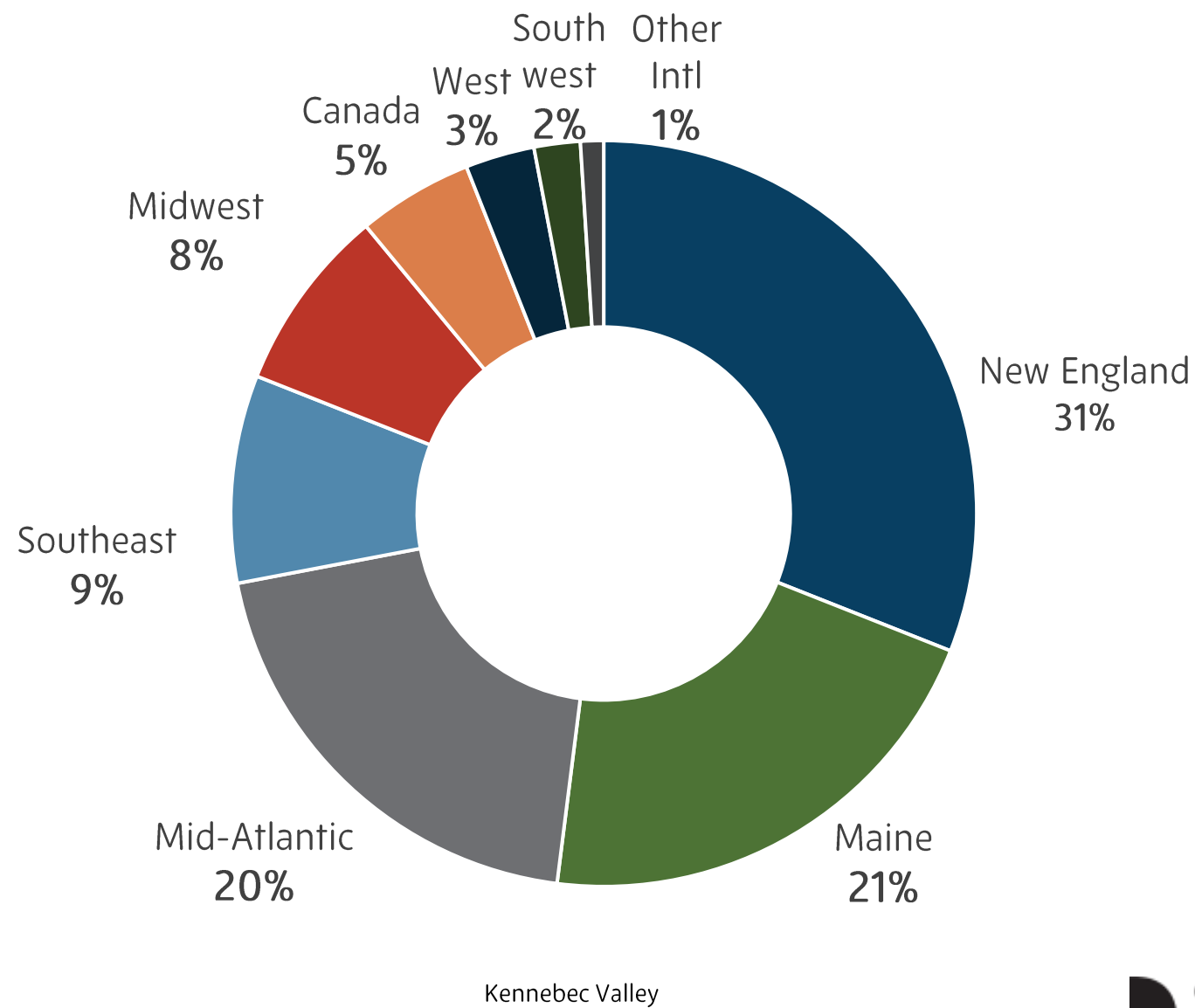
Base: 41% of visitors who recalled advertising



# VISITOR JOURNEY : TRAVELER PROFILE



# VISITOR ORIGINS



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# TOP ORIGIN STATES & PROVINCES

- » **78%** of visitors traveled to/within Maine from 14 U.S. states and Canadian provinces
- » Over **1 in 5** visitors were residents of Maine traveling throughout the state
- » Fewer than **1 in 5** visitors arrived from Massachusetts

| State/Province | Percent |
|----------------|---------|
| Maine          | 21%     |
| Massachusetts  | 15%     |
| New Hampshire  | 7%      |
| New York       | 6%      |
| Connecticut    | 5%      |
| New Jersey     | 4%      |
| Pennsylvania   | 4%      |
| Vermont        | 3%      |
| Florida        | 3%      |
| Quebec         | 2%      |
| Virginia       | 2%      |
| Rhode Island   | 2%      |
| Ohio           | 2%      |
| Maryland       | 2%      |

# TOP ORIGIN MARKETS

- » **30%** of visitors traveled from **7** U.S. markets
- » **16%** of visitors traveled to Maine from Boston and New York City

| Market                                 | Percent |
|--|---------|
| Boston                                 | 9%      |
| New York City <sup>1</sup>             | 7%      |
| Washington DC - Baltimore <sup>2</sup> | 4%      |
| Portland                               | 3%      |
| Waterville                             | 3%      |
| Philadelphia                           | 2%      |
| Providence, RI                         | 2%      |

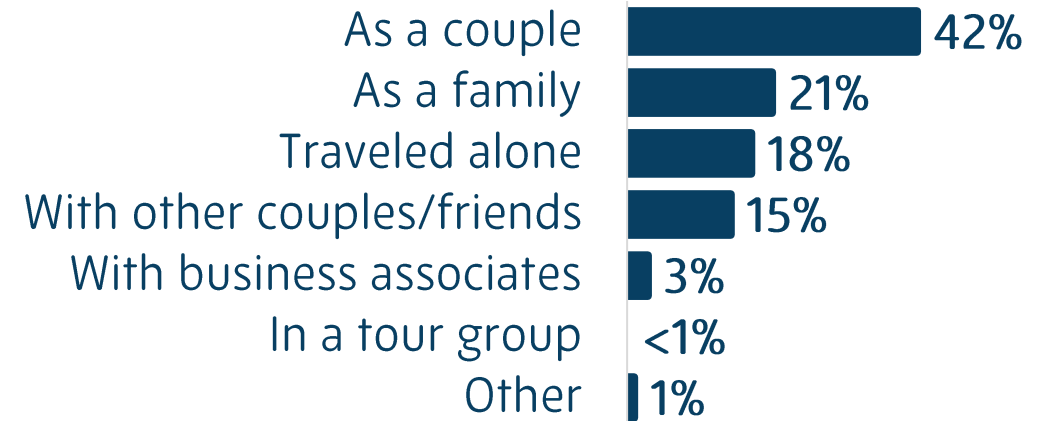
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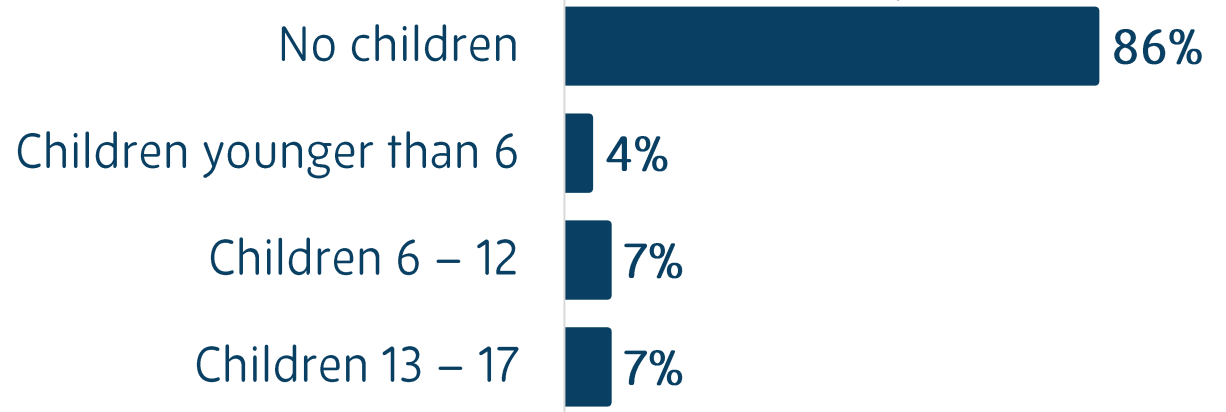
# TRAVEL PARTIES

- » Typical visitors traveled to Maine in parties of **2.9** people
- » Like last year, visitors coming to Maine mostly traveled as a couple (**42%**)
- » **14%** of visitors traveled with one or more children in their travel party

## Travel Party Composition



## Children in Travel Party\*

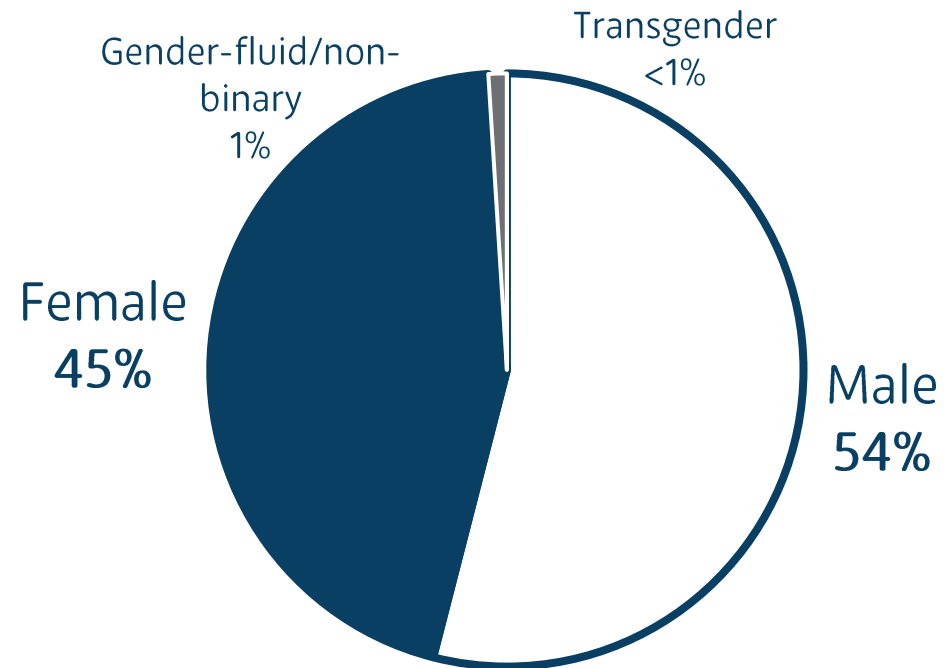


\*Multiple responses permitted.



# GENDER\*

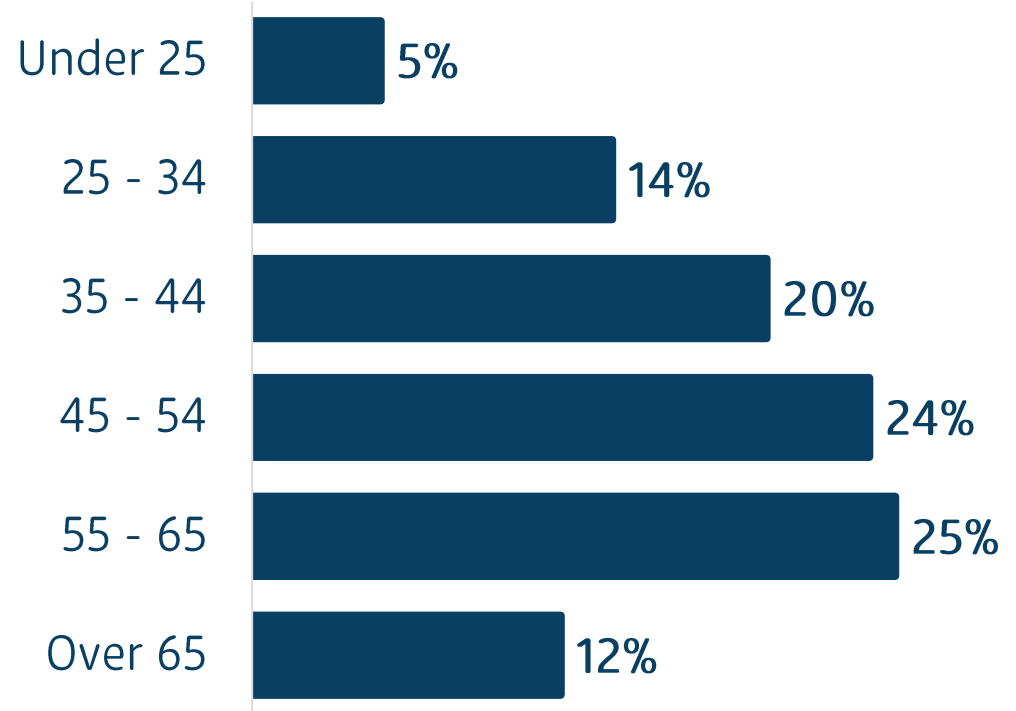
» More than **half** of visitors to Maine interviewed were female



\*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey.  
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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# AGE\*

» The typical visitor to Maine has a median age of 50 years.



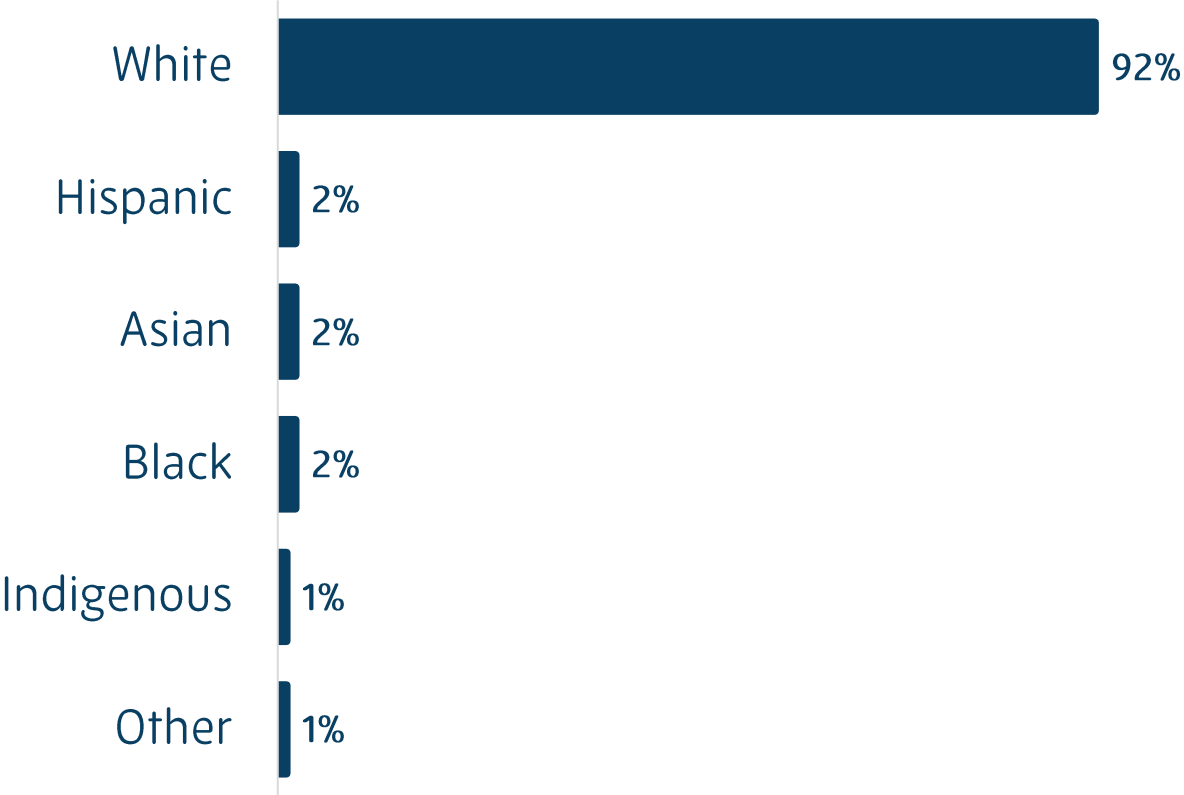
\*Age of member of travel party surveyed.

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\*

» Over 9 in 10 visitors to Maine were white (+2% points from 2023)



\*Race/ethnicity of member of travel party surveyed.

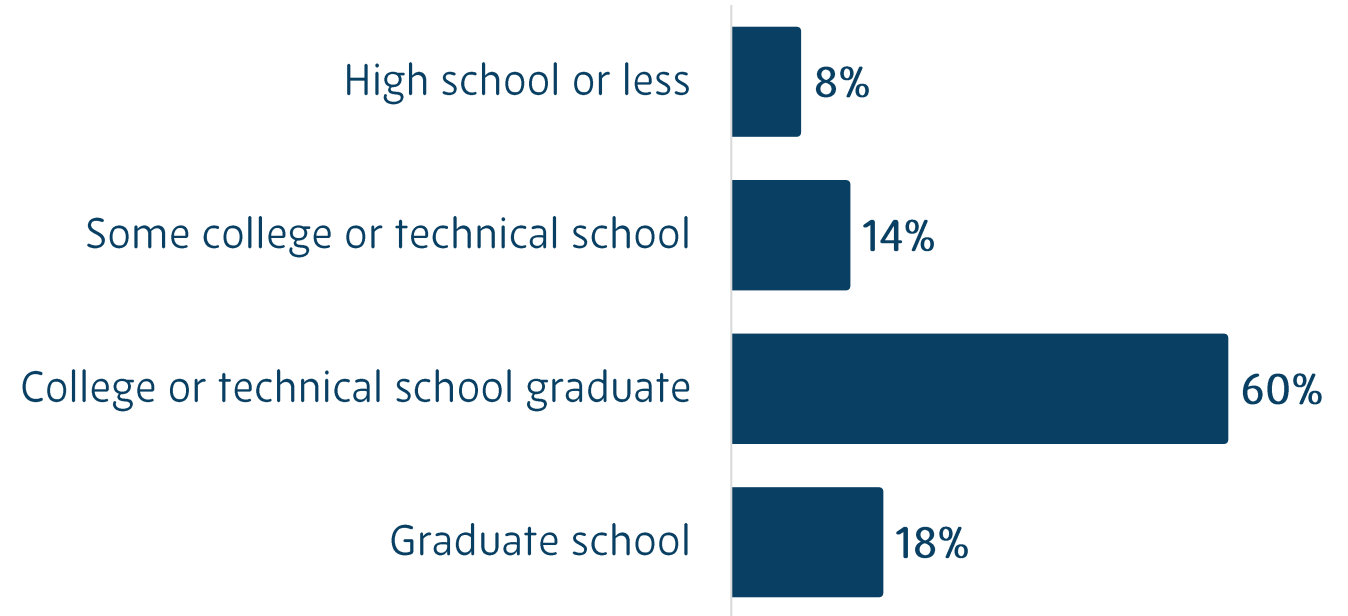
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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# EDUCATIONAL ATTAINMENT\*

» Nearly **4 in 5** visitors have a college/technical school degree or higher (+8% points from 2023)



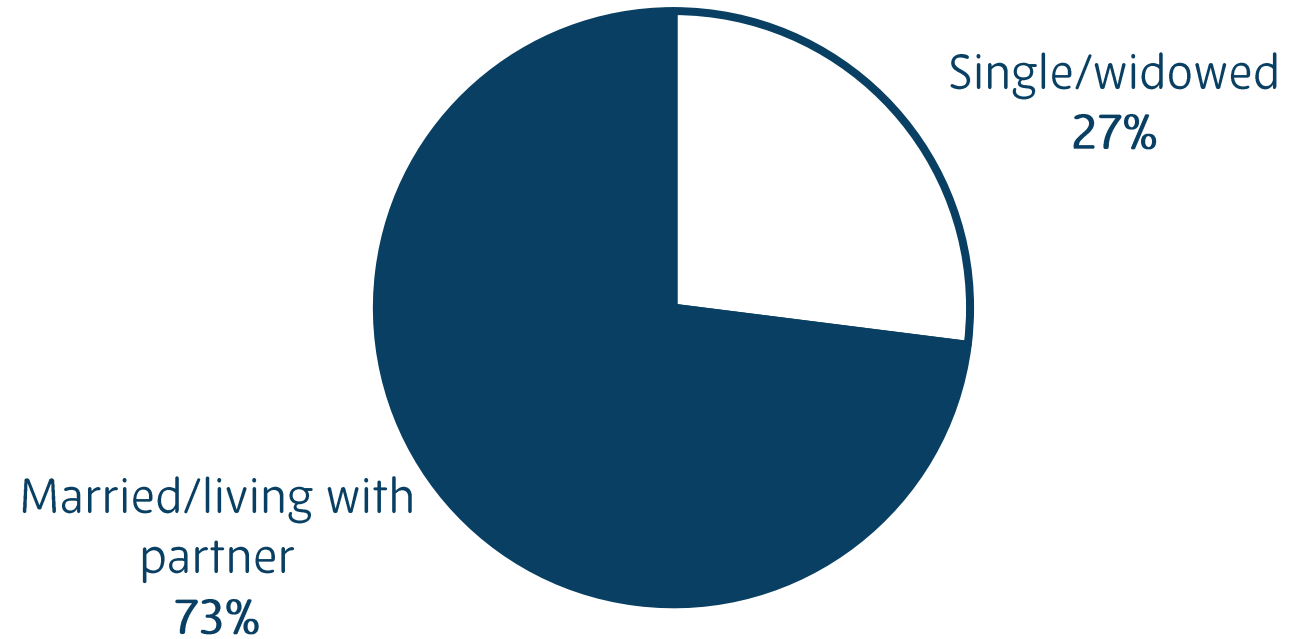
\*Educational attainment of member of travel party surveyed.

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\*

» Like last year, nearly **3 in 4** visitors to Maine were married or living with their partner



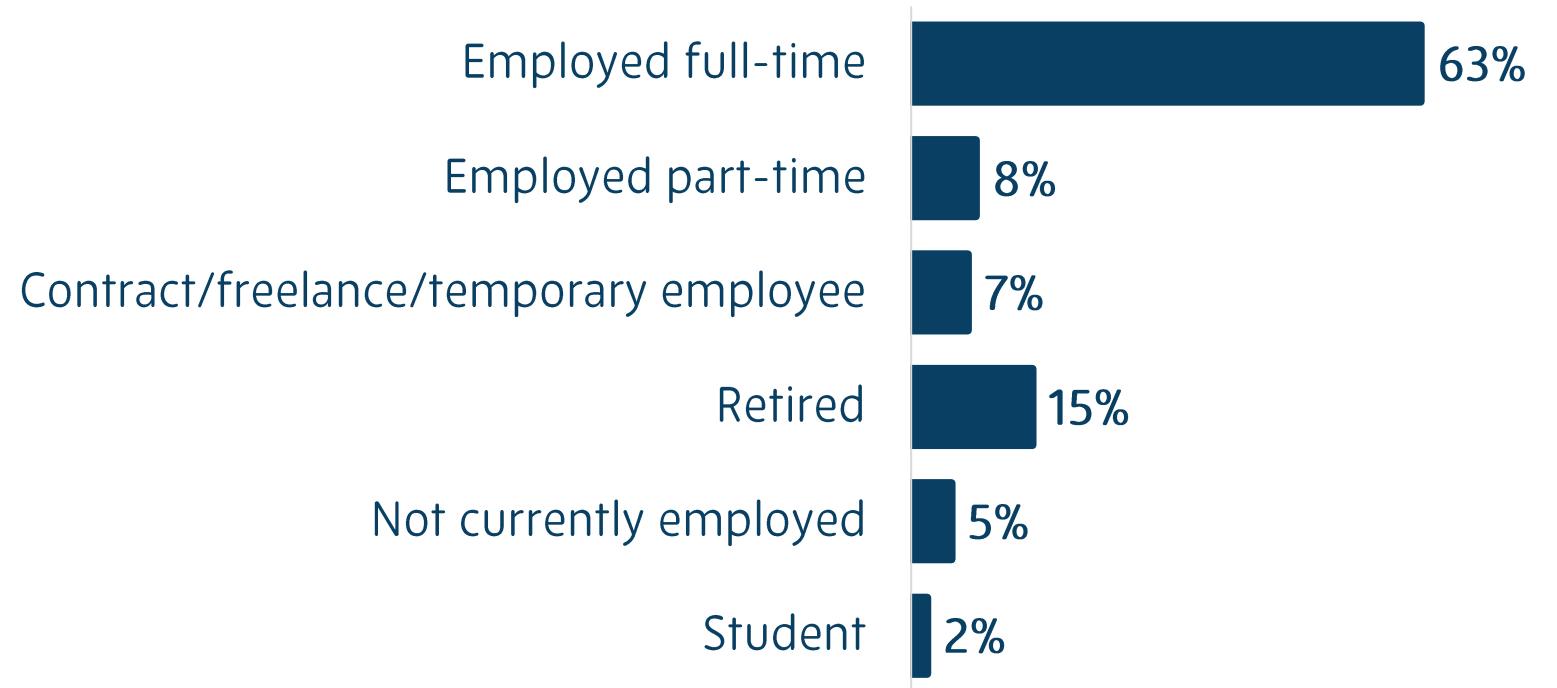
\*Marital status of member of travel party surveyed.

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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# EMPLOYMENT STATUS\*

» Nearly **4 in 5** visitors to Maine were employed, most full-time (+7% points from 2023)



\*Employment status of member of travel party surveyed.

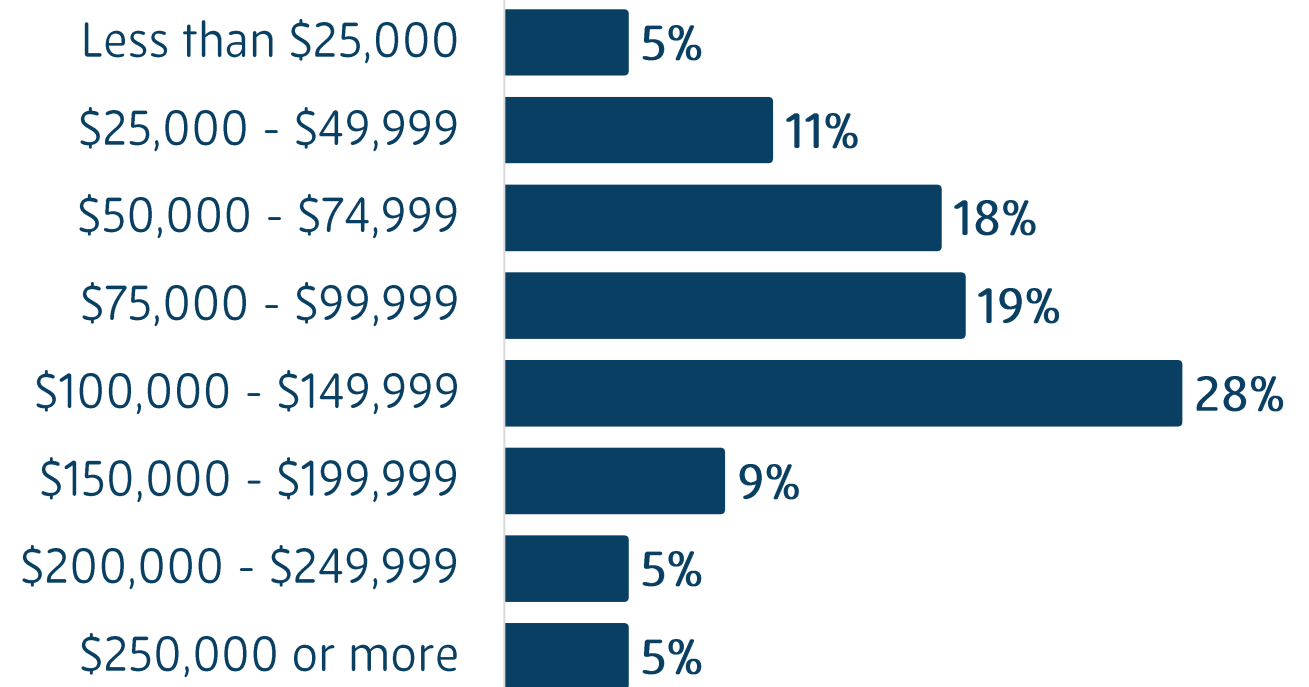
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

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# HOUSEHOLD INCOME

- » The median household income of visitors to Kennebec Valley has increased to **\$96,100** per year (+\$7,900 from 2023)
- » Nearly **1 in 5** visitors to the area earned more than \$150,000 per year



# NEW & RETURNING VISITORS

- » 16% of visitors were traveling to Maine for the first time (+1% point from 2023)
- » Kennebec Valley has high repeat and loyal visitors, as nearly 3 in 5 had previously traveled in Maine more than 6 times



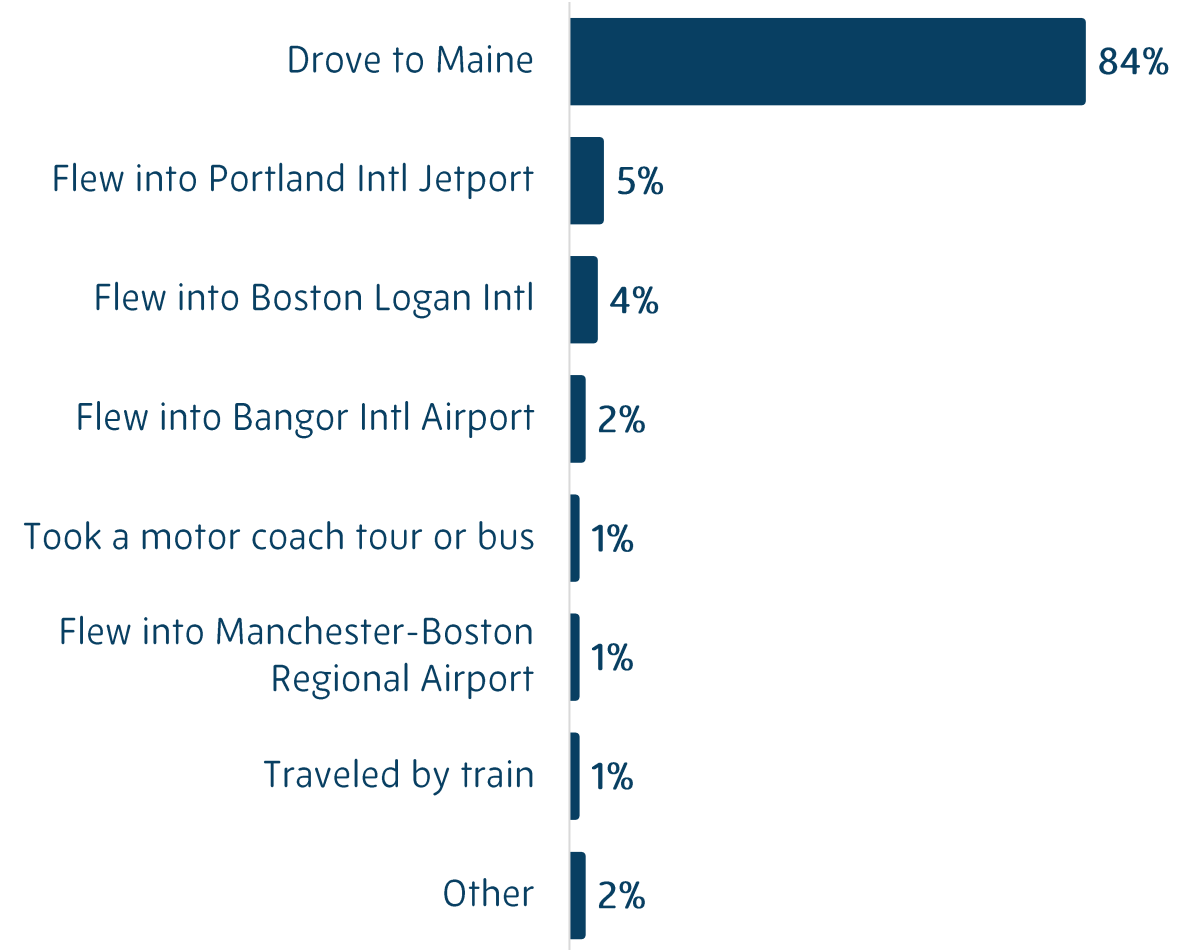
# VISITOR JOURNEY : TRIP EXPERIENCE





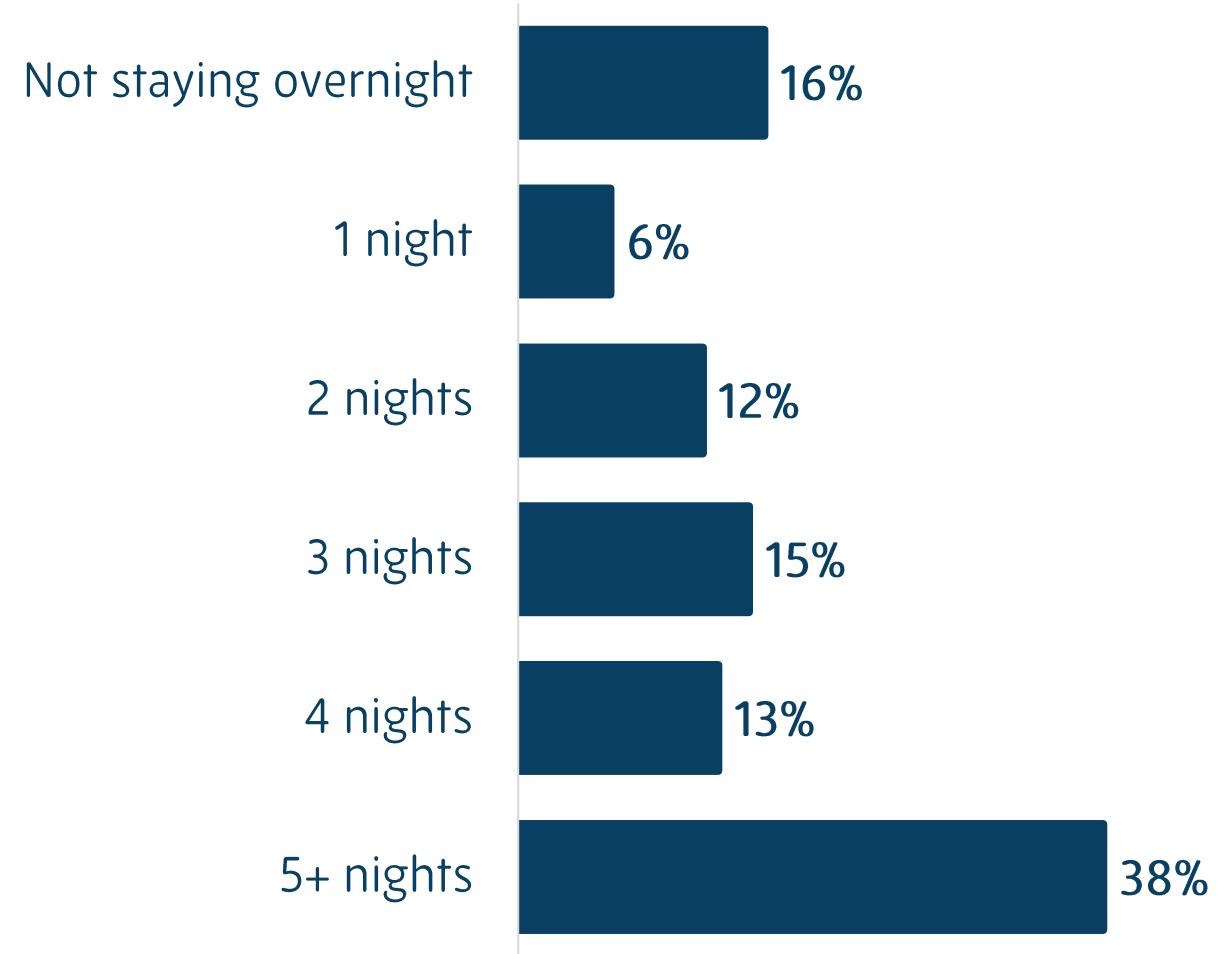
# MODES OF TRANSPORTATION

- » Maine remains a drive-market for most visitors, with **84%** choosing to travel by car over plane, motor coach/bus, or train



# NIGHTS STAYED

- » 84% of visitors stayed one or more nights in the area on their trip
- » Typical visitors stayed 5.3\* nights in Maine on their trips
- » Similarly, typical visitors staying overnight in paid accommodations stayed 5.4 nights in the area on their trips

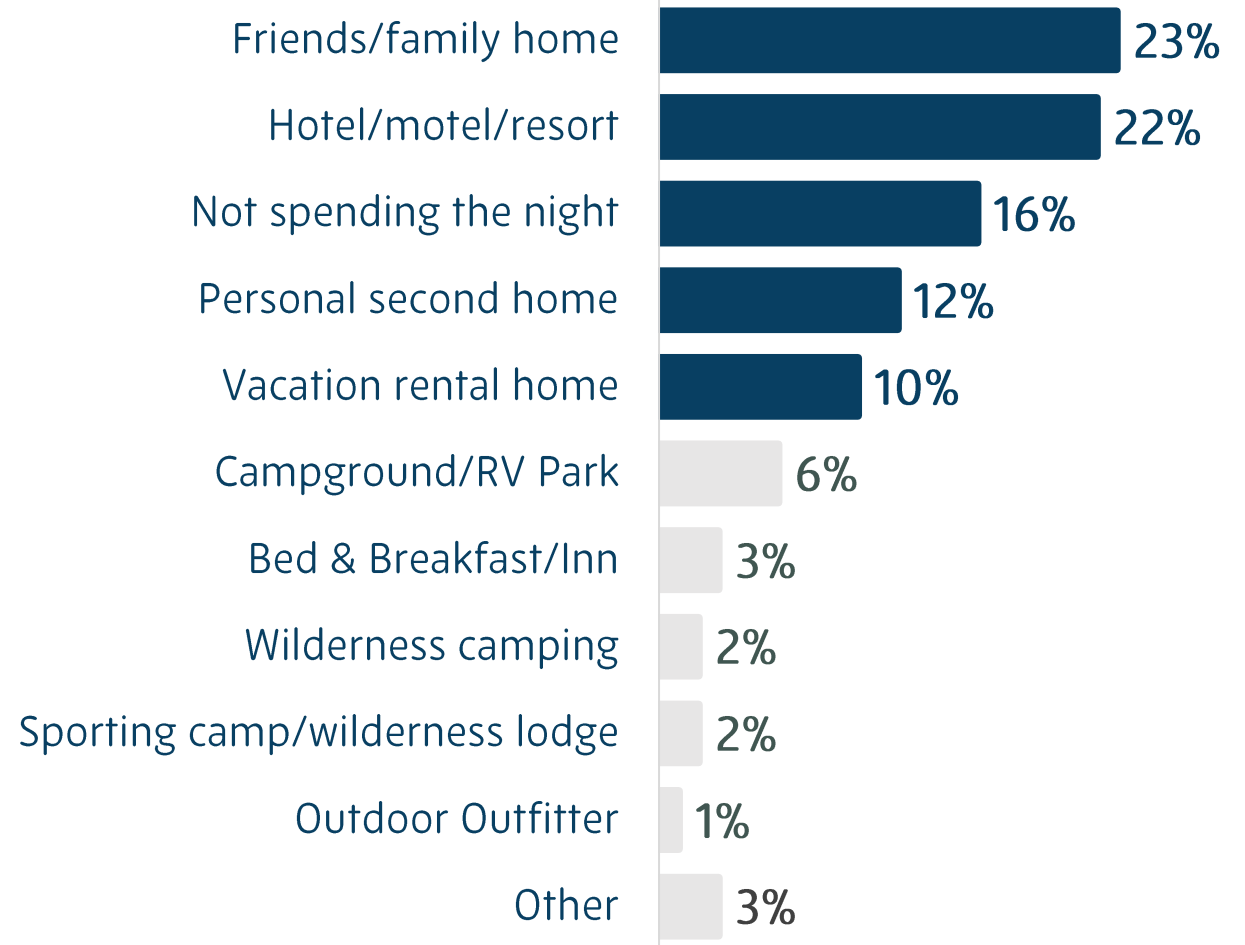


\*Includes visitors staying overnight in paid accommodations, visiting friends & relatives, and day trippers.

Kennebec Valley

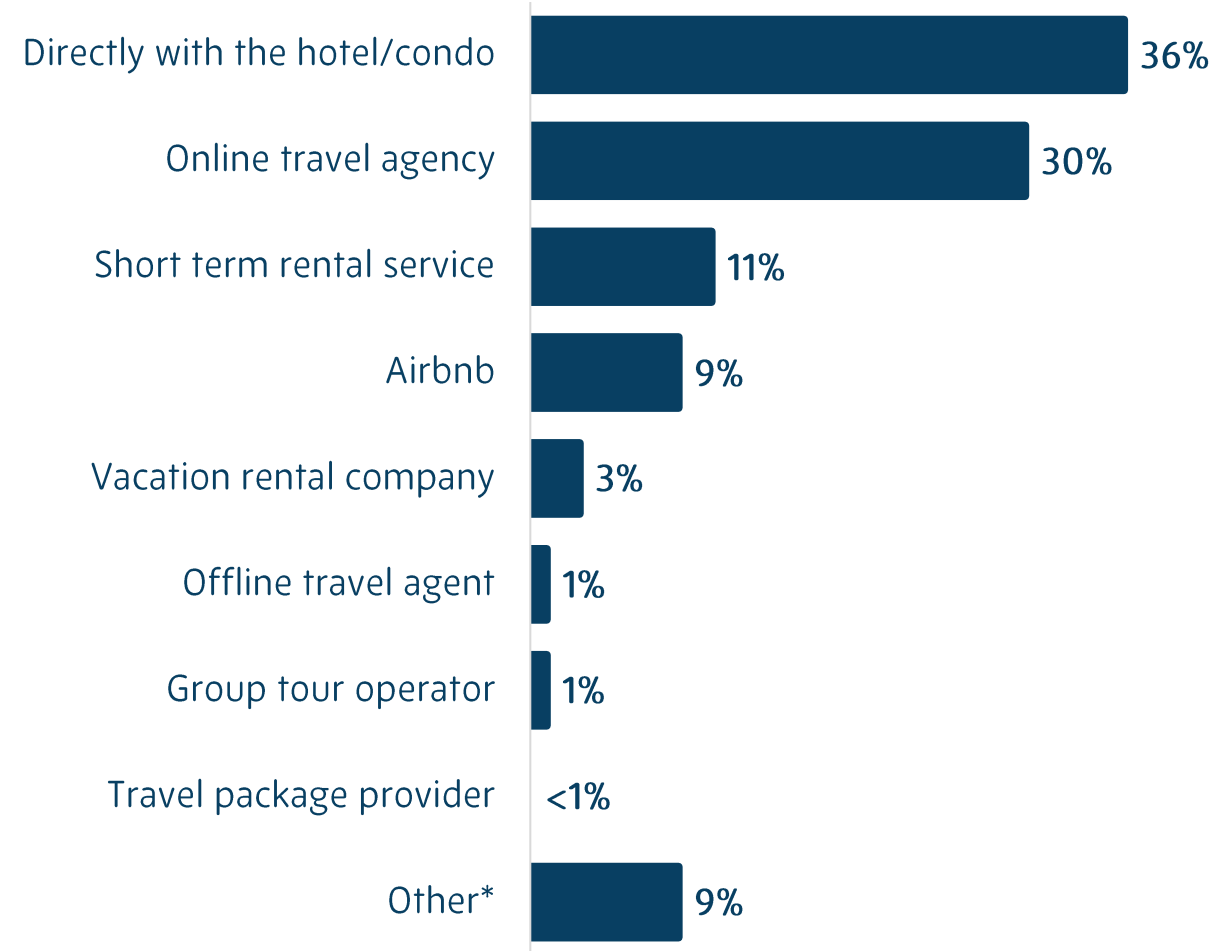
# ACCOMMODATIONS

- » Nearly **1 in 4** visitors chose to stay with friends/family or in a hotel/motel/resort
- » **1 in 6** visitors came to Maine just for the day
- » **1 in 8** visitors stayed in a personal second home
- » **1 in 10** visitors stayed in a vacation rental home



# BOOKING METHODS

- » Nearly **2 in 5** visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo
- » **3 in 10** booked their accommodations with an online travel agency (+8% points from 2023)

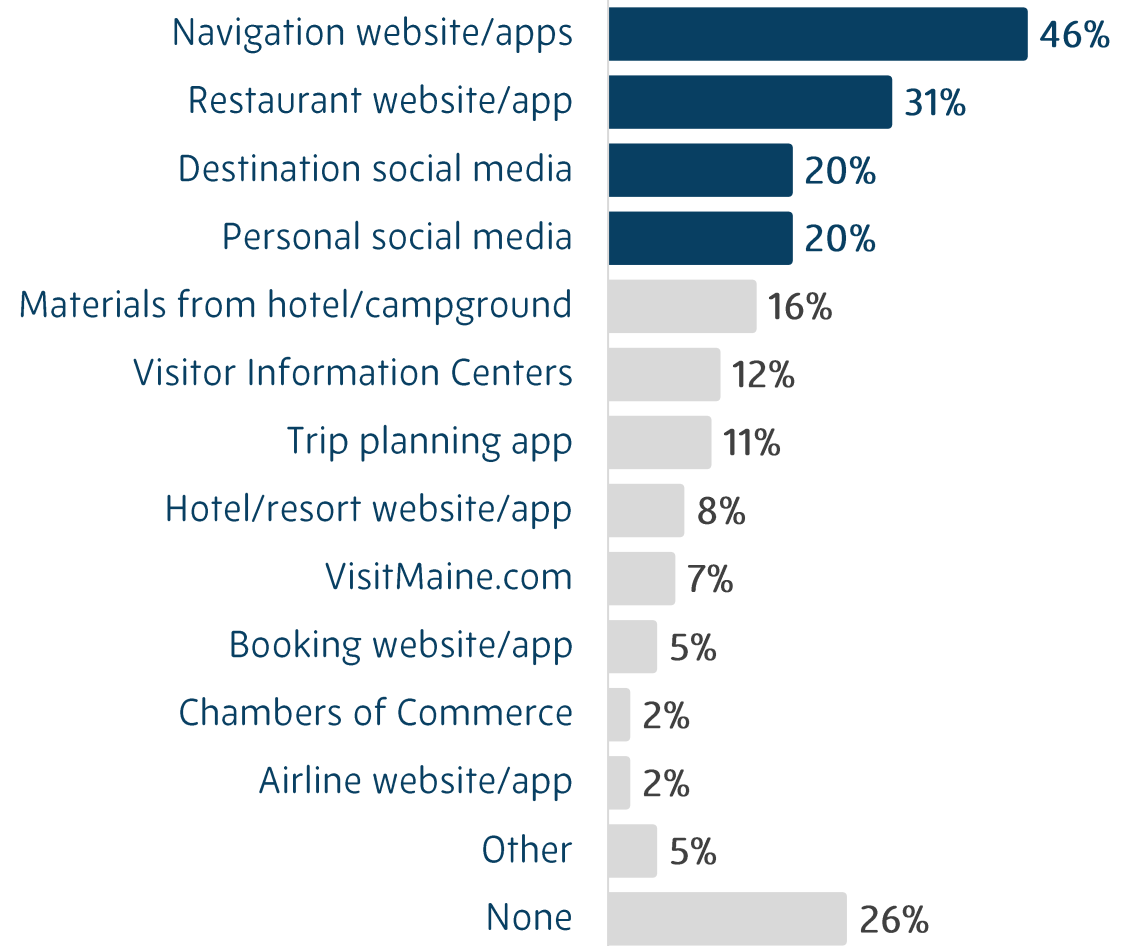


\*Other includes standing reservations with campground.



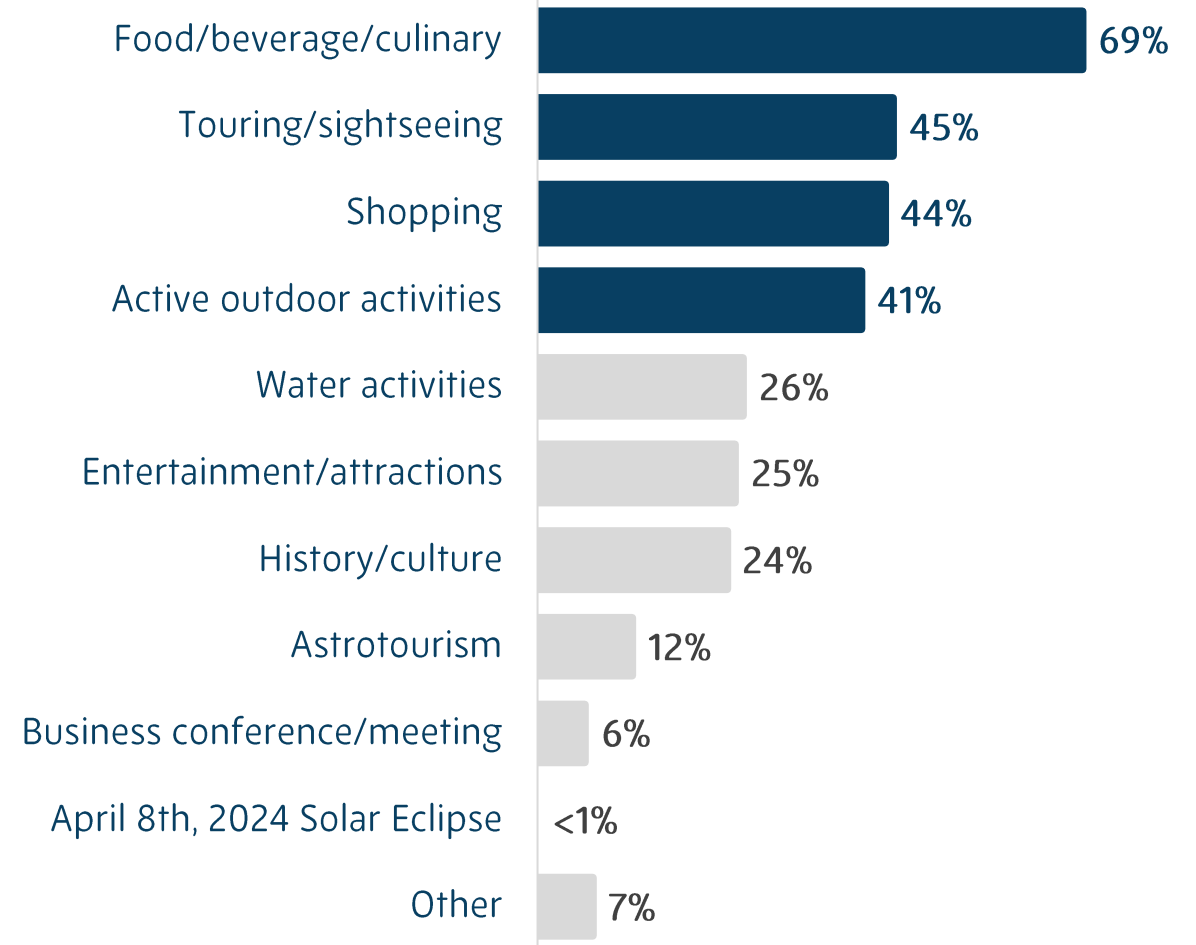
# IN-MARKET VISITOR RESOURCES\*

- » Visitors were still most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market
- » Over **3 in 10** visitors used restaurant websites or apps to plan activities in-market
- » Visitors were increasingly relying on Maine's social media (+6% points from 2023)



# VISITOR ACTIVITIES\*

- » Nearly **7 in 10** visitors engaged in food/beverage/culinary activities during their trip to Maine (+4% points from 2023)
- » Around **2 in 5** visitors engaged in touring/sightseeing, shopping, and or active outdoor activities during their trip



# DETAILED VISITOR ACTIVITIES\*

| Activity                                    | %   | Activity                                     | %   | Activity                             | %  |
|---|-----|--|-----|--------------------------------------|----|
| Sightseeing                                 | 38% | Enjoyed high-end cuisine or five-star dining | 13% | Hunting                              | 4% |
| Enjoying the ocean views/rocky coast        | 37% | Canoeing/kayaking                            | 12% | Mountain/Fat Biking                  | 4% |
| Going to local brew pubs/craft breweries    | 34% | Exploring State and National Parks           | 12% | Nordic skiing                        | 4% |
| Ate lobster                                 | 32% | Visit art museums/local artisan studios      | 11% | Attend popular music concerts/events | 5% |
| Driving for pleasure                        | 29% | Shopping for unique/locally produced goods   | 10% | Shopping at malls                    | 4% |
| Ate other local seafood                     | 29% | Going to the beach                           | 9%  | Riding all-terrain vehicles          | 4% |
| Enjoying the mountain views                 | 28% | Visit historic sites/museums                 | 10% | Bicycling touring                    | 3% |
| Consumed other locally produced Maine foods | 25% | Get to know the local people and/or culture  | 10% | Outdoor fun centers                  | 3% |
| Photography                                 | 22% | Shopping for gifts/souvenirs                 | 10% | Alpine skiing/snowboarding           | 2% |
| Hiking/climbing/backpacking                 | 22% | Ate farm-to-table or organic cuisine         | 9%  | Snowshoeing                          | 2% |
| Enjoyed unique Maine food or beverages      | 20% | Shopping for "Made in Maine" products        | 9%  | Painting/drawing/sketching           | 2% |
| Shopping for antiques/local arts and crafts | 19% | Motor boating                                | 8%  | Amusement/theme parks                | 2% |
| Wildlife viewing/bird watching              | 18% | Snowmobiling                                 | 8%  | Water parks                          | 2% |
| Tours of communities/local architecture     | 18% | Outdoor swimming                             | 8%  | Animal parks/zoos                    | 2% |
| Visited Farmer's Markets                    | 18% | Camping                                      | 6%  | Water skiing/jet skiing              | 1% |
| Enjoying local food at fairs/festivals      | 16% | Bars/nightlife                               | 6%  | Pool swimming                        | 1% |
| Outlet shopping                             | 15% | Agricultural fairs                           | 6%  | Surfing                              | 1% |
| Viewing fall colors                         | 15% | White water rafting                          | 5%  | Attend operas/classical music events | 1% |
| Nature cruises or tours                     | 14% | Attend plays/musicals/theatrical events      | 5%  | Children's museums                   | 1% |
| Fishing                                     | 14% | Attend sporting events                       | 5%  | Horseback riding                     | 1% |
| Shopping in downtown areas                  | 14% | Sailing                                      | 4%  | Summer camps                         | 1% |

# DAILY TRAVEL PARTY SPENDING

|                          | Paid Lodging | Unpaid Lodging | Day Trippers |
|--------------------------|--------------|----------------|--------------|
| Accommodations           | \$250        | \$0            | \$0          |
| Transportation           | \$58         | \$46           | \$46         |
| Groceries                | \$38         | \$35           | \$18         |
| Restaurants              | \$116        | \$74           | \$36         |
| Shopping                 | \$116        | \$64           | \$68         |
| Activities & Attractions | \$85         | \$51           | \$35         |
| Other                    | \$26         | \$18           | \$5          |
| <b>Daily Spending</b>    | <b>\$689</b> | <b>\$288</b>   | <b>\$208</b> |

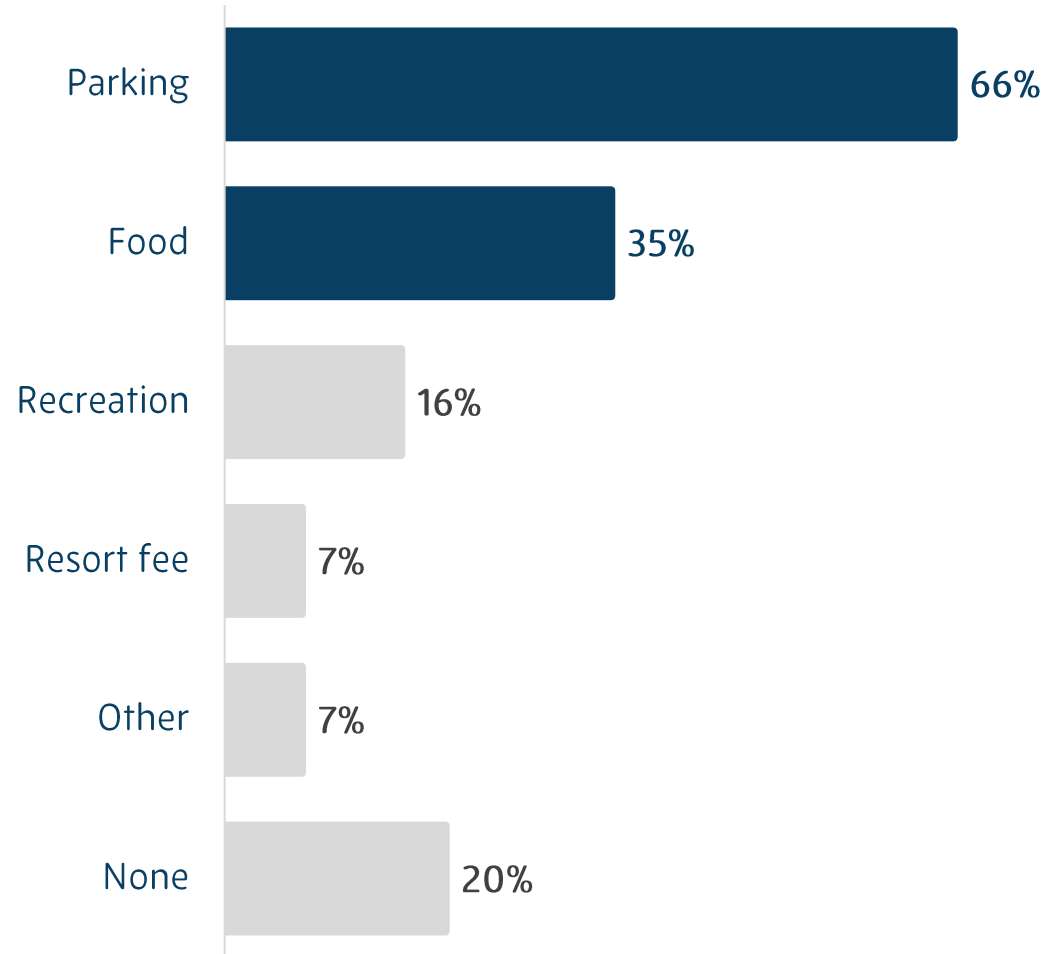


# TOTAL TRAVEL PARTY SPENDING

|                          | Paid Lodging   | Unpaid Lodging | Day Trippers |
|--------------------------|----------------|----------------|--------------|
| Accommodations           | \$1,350        | \$0            | \$0          |
| Transportation           | \$313          | \$327          | \$46         |
| Groceries                | \$205          | \$249          | \$18         |
| Restaurants              | \$626          | \$525          | \$36         |
| Shopping                 | \$626          | \$454          | \$68         |
| Activities & Attractions | \$459          | \$362          | \$35         |
| Other                    | \$140          | \$128          | \$5          |
| <b>Total Spending</b>    | <b>\$3,721</b> | <b>\$2,045</b> | <b>\$208</b> |

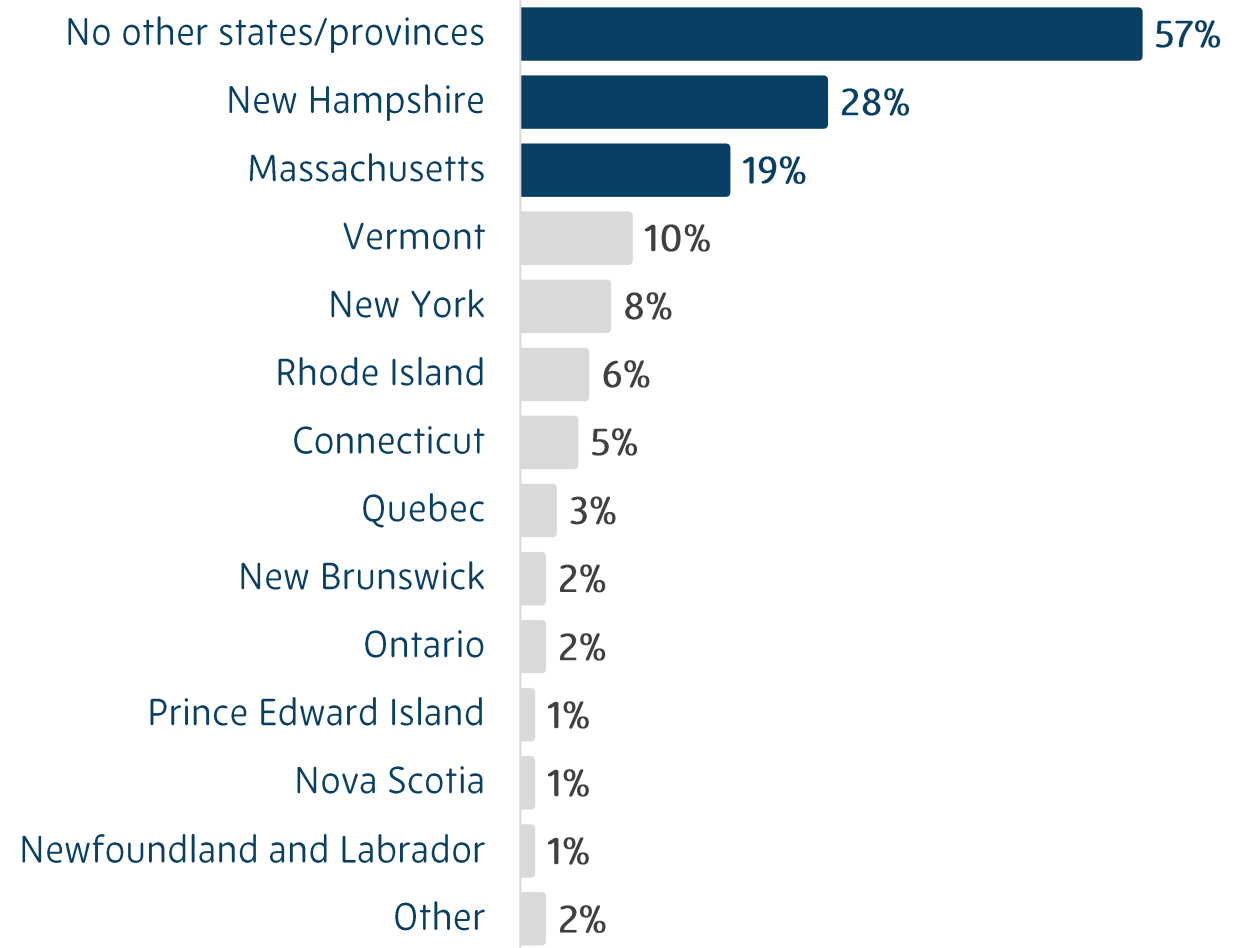
# LODGING AMENITIES\*

- » An amenity such as parking, food, recreation, parking fee, etc., was included in the room price for **4 in 5** visitors
- » Price for accommodations included parking for **2 in 3** visitors
- » Food was included in accommodations' pricing for over **1 in 3** visitors



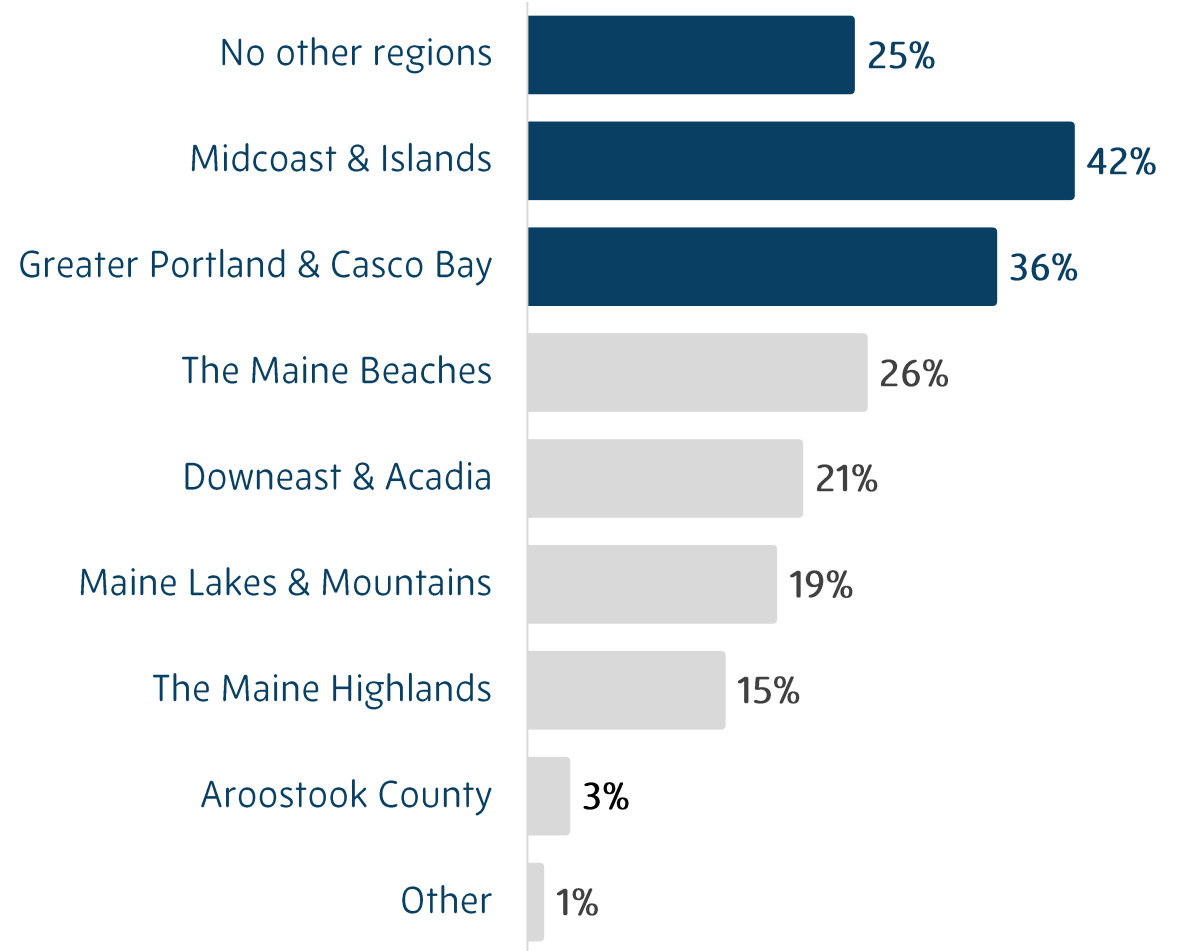
# OTHER STATES & PROVINCES VISITED\*

- » Nearly **3 in 5** visitors did not visit any other U.S. state or Canadian province during their trip
- » Nearly **3 in 10** visitors went to New Hampshire during their trip
- » Visitors were **more** likely to visit U.S. states near Maine than they were to travel to a Canadian province during their trip



# TRAVELING WITHIN MAINE\*

- » **1 in 4** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-11% points from 2023)
- » Around **2 in 5** visitors visited the Midcoast and Islands area and/or Greater Portland and Casco Bay in addition to their primary destination within Maine





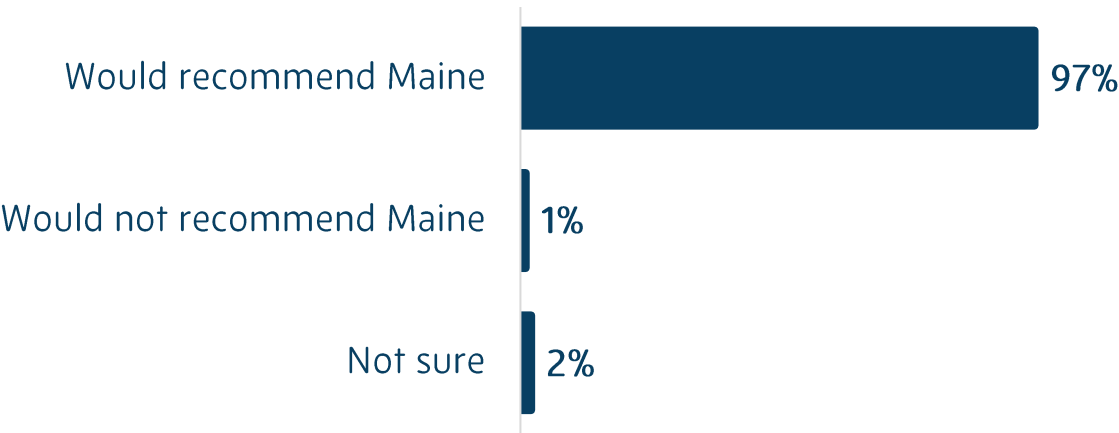
# VISITOR JOURNEY : POST-TRIP EVALUATION



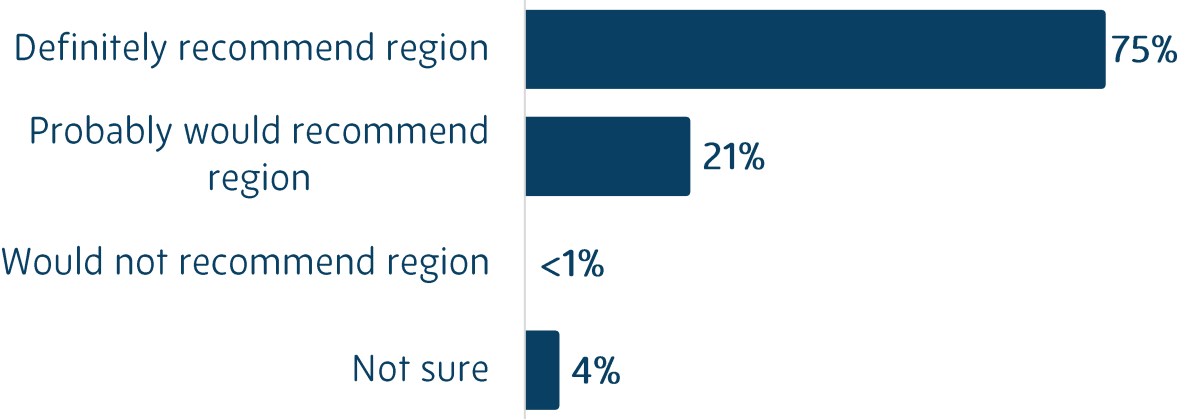
# RECOMMENDING MAINE & ITS REGIONS

- » Nearly **all** visitors (97%) 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 – **75%** would definitely recommend (+4% points from 2023)

Likelihood of Recommending Maine

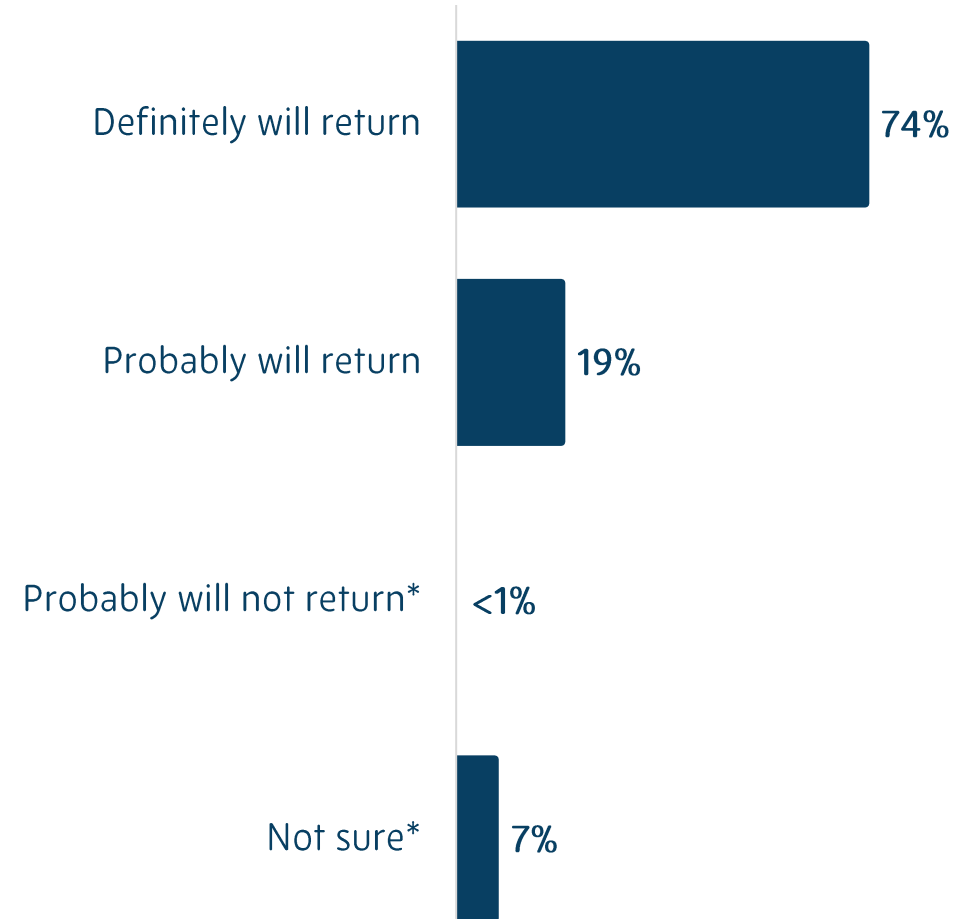


Likelihood of Recommending Region Visited



# LIKELIHOOD OF RETURNING TO MAINE

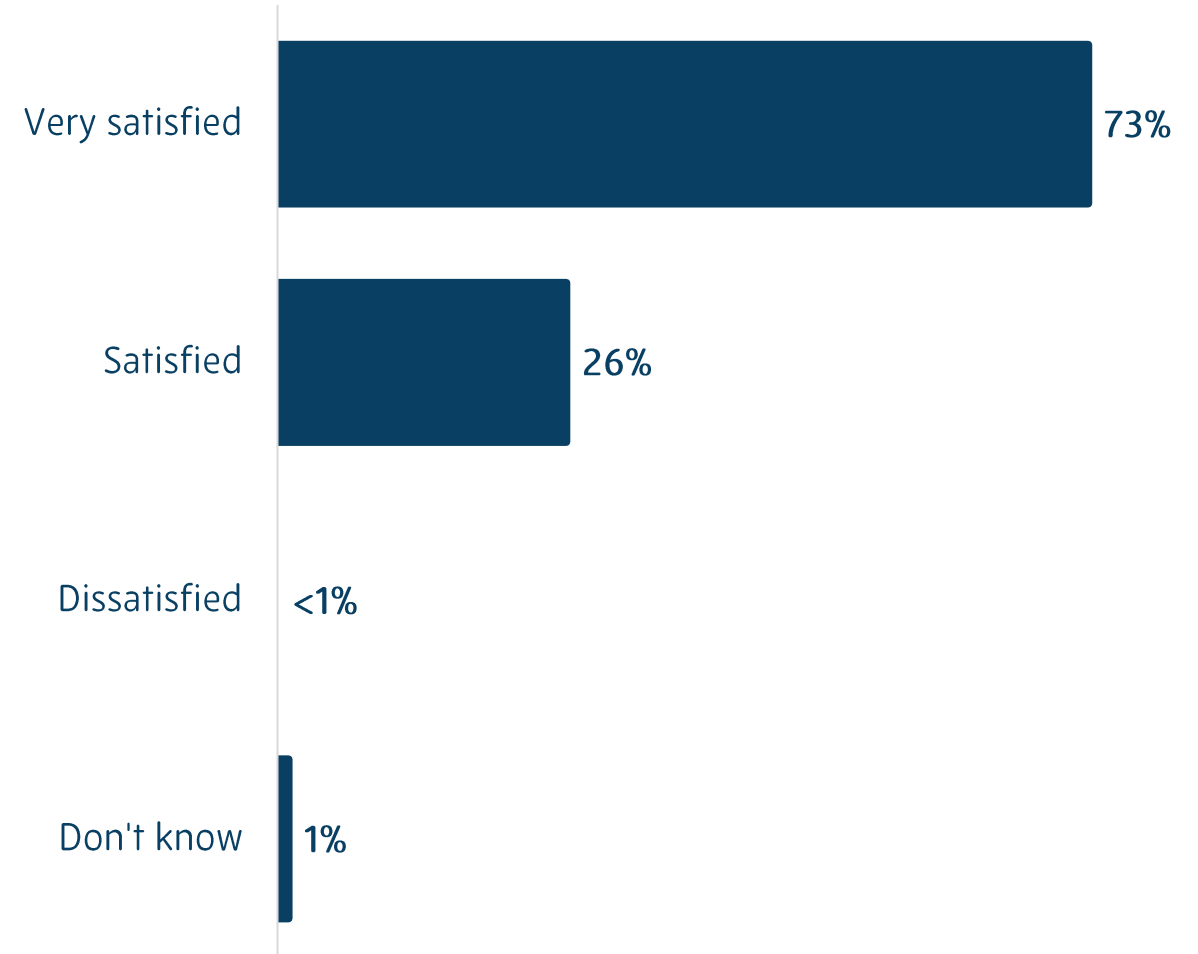
» Like last year, over **9 in 10** visitors will return to Maine for a future visit or vacation



\*7% of all visitors are not sure if they will return to Maine for the following reasons:  
1. Prefer a variety of destinations. 2 Airline service is too limited or too expensive. 3. Traffic/difficult drive. 4. Too expensive for what you get.

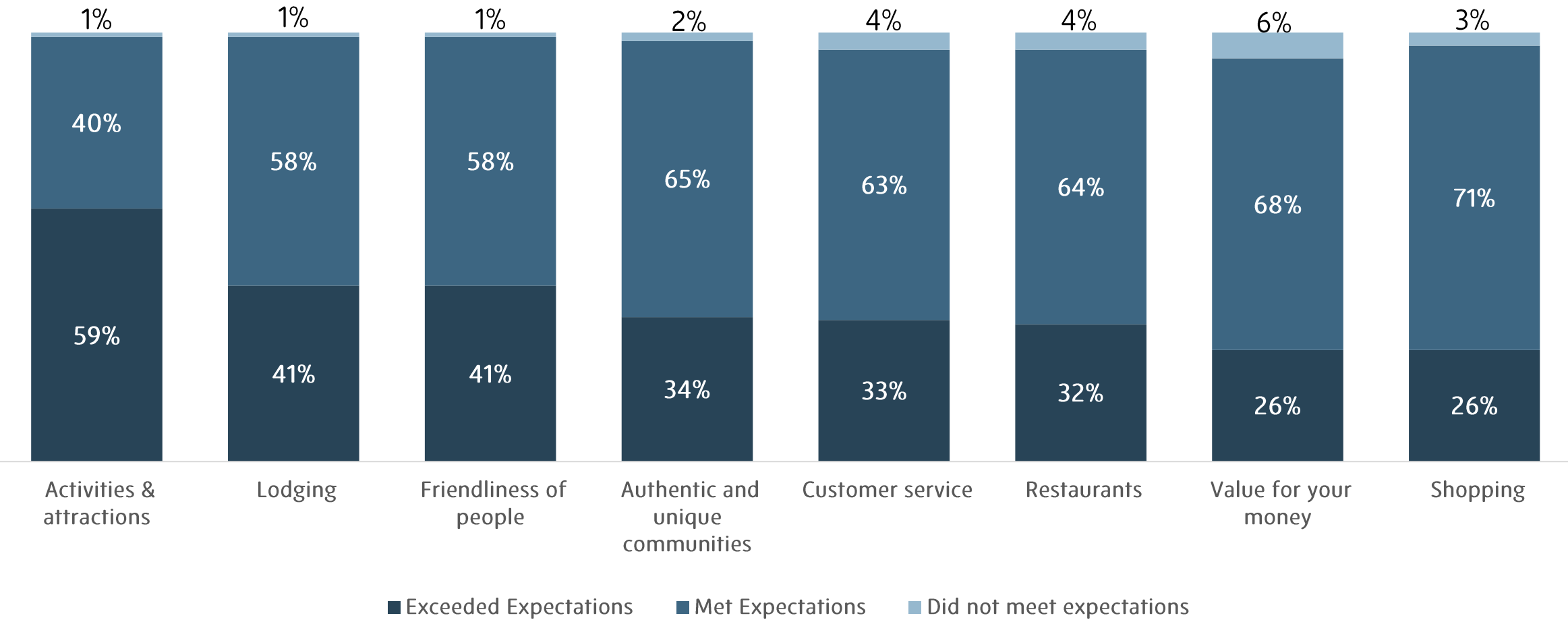
# SATISFACTION

- » **99%** of visitors were satisfied or very satisfied with their trip to Maine
- » Over **7 in 10** visitors were very satisfied with their trip to Maine (+7% points from 2023)



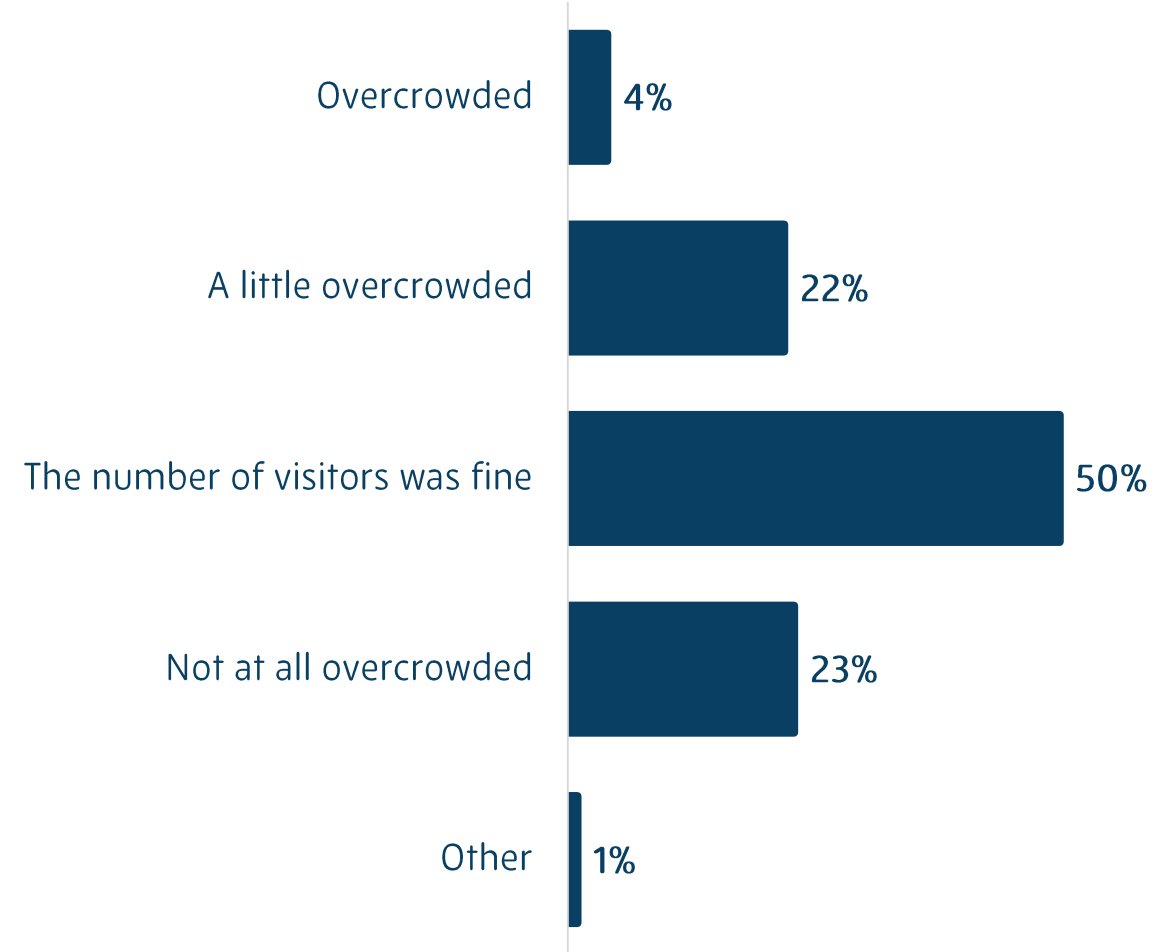


# TRIP RATINGS



# OVERCROWDING

- » **50%** of visitors thought the number of visitors during their trip to Maine was fine (-5% points from 2023)
- » **22%** of visitors thought it was a little overcrowded (+6% points from 2023)



# ANNUAL COMPARISONS



# VISITOR JOURNEY : PRE-VISIT





# TRIP PLANNING CYCLE

| Trip Planning Cycle    | 2023 | 2024 |
|------------------------|------|------|
| A week or less         | 19%  | 15%  |
| 2 - 3 weeks            | 13%  | 13%  |
| 1 - 2 months           | 22%  | 24%  |
| 3 - 4 months           | 17%  | 21%  |
| 5 - 6 months           | 12%  | 14%  |
| 7 months - 1 year      | 11%  | 8%   |
| More than 1 year       | 6%   | 5%   |
| Days in Planning Cycle | 55   | 58   |

| Booking Window         | 2023 | 2024 |
|------------------------|------|------|
| A week or less         | 25%  | 21%  |
| 2 - 3 weeks            | 15%  | 14%  |
| 1 - 2 months           | 24%  | 26%  |
| 3 - 4 months           | 14%  | 18%  |
| 5 - 6 months           | 9%   | 12%  |
| 7 months - 1 year      | 9%   | 7%   |
| More than 1 year       | 4%   | 2%   |
| Days in Booking Window | 43   | 47   |

# ONLINE TRIP PLANNING SOURCES\*

| Online Trip Planning Sources   | 2023 | 2024 |
|--------------------------------|------|------|
| Online search engines          | 29%  | 30%  |
| Visit Maine social media       | 11%  | 18%  |
| Online travel agency           | 11%  | 17%  |
| Facebook                       | 14%  | 16%  |
| VisitMaine.com                 | 14%  | 14%  |
| Hotel websites                 | 11%  | 14%  |
| Instagram                      | 10%  | 11%  |
| YouTube                        | 8%   | 11%  |
| Airbnb                         | 7%   | 10%  |
| Traveler reviews/blogs/stories | 10%  | 10%  |
| Tripadvisor                    | 9%   | 9%   |
| Vrbo                           | 5%   | 8%   |
| Airline websites               | 4%   | 4%   |
| MaineTourism.com               | 4%   | 4%   |
| Vacation rental websites       | 3%   | 3%   |
| KennebecValley.org             | 4%   | 3%   |
| MaineLakesandMountains.com     | 3%   | 3%   |
| VisitBarHarbor.com             | 2%   | 3%   |
| DiscoverNewEngland.com         | 3%   | 2%   |
| DowneastAcadia.com             | 2%   | 2%   |
| MainesMidCoast.com             | 2%   | 2%   |
| TheMaineBeaches.com            | 2%   | 2%   |
| VisitPortland.com              | 1%   | 2%   |
| VisitAroostook.com             | 1%   | 1%   |
| TheMaineHighlands.com          | 1%   | 1%   |
| X (Formerly Twitter)           | 1%   | 1%   |
| Other                          | 7%   | 7%   |
| None                           | 40%  | 31%  |

\*Multiple responses permitted.

# OTHER TRIP PLANNING SOURCES\*

| Other Trip Planning Sources                      | 2023 | 2024 |
|--|------|------|
| Advice from friends/family                       | 37%  | 46%  |
| Articles or travelogues                          | 17%  | 16%  |
| AAA  | 11%  | 13%  |
| Travel planning apps                             | 8%   | 12%  |
| Travel guides/brochures                          | 8%   | 8%   |
| Travel books & magazines                         | 5%   | 5%   |
| Called the Maine Office of Tourism               | 3%   | 4%   |
| Visitor Guide                                    | 3%   | 3%   |
| Visit Maine e-newsletter                         | 2%   | 3%   |
| Called local convention and visitors bureaus     | 1%   | 2%   |
| Called local Chambers of Commerce                | 2%   | 2%   |
| Travel agent                                     | 1%   | 2%   |
| Called another Maine Tourism/Lodging Association | 1%   | 1%   |
| Other  | 4%   | 4%   |
| None   | 45%  | 37%  |

# REASON FOR VISITING\*

| Reasons for Visiting                       | 2023 | 2024 |
|--|------|------|
| Visiting friends/relatives                 | 33%  | 35%  |
| Relax and unwind                           | 28%  | 26%  |
| Sightseeing/touring                        | 27%  | 25%  |
| Nature & bird watching                     | 19%  | 16%  |
| Special occasion                           | 10%  | 13%  |
| Special event                              | 10%  | 12%  |
| Active outdoor activities                  | 13%  | 12%  |
| Attractions                                | 5%   | 10%  |
| Water activities                           | 11%  | 9%   |
| Shopping                                   | 9%   | 9%   |
| Snow activities                            | 8%   | 8%   |
| Sporting event                             | 7%   | 6%   |
| Conference/meeting                         | 5%   | 5%   |
| Culture/museums/history                    | 3%   | 4%   |
| Beach                                      | 3%   | 3%   |
| Astrotourism                               | 1%   | 3%   |
| April 8 <sup>th</sup> , 2024 Solar Eclipse | NA   | <1%  |
| Other                                      | 11%  | 10%  |

\*Multiple responses permitted.

# TV SHOWS & FILM

| Trip Inspiration From Film | 2023 | 2024 |
|----------------------------|------|------|
| Yes                        | 11%  | 12%  |
| No                         | 89%  | 86%  |
| Don't know                 | <1%  | 2%   |

| How Film Inspired Trip*   | 2023 | 2024 |
|---|------|------|
| Visiting a location of a TV show or film was one of the activities I engaged in while in Maine              | 62%  | 58%  |
| Seeing Maine in a film or TV show made me think about Maine as a place to visit                             | 23%  | 22%  |
| Maine was a destination option and visiting a location related to a TV show or film was the deciding factor | 9%   | 10%  |
| Visiting a location related to a TV show or film was the main reason I visited Maine                        | 4%   | 6%   |
| Something else  | 2%   | 4%   |

| Visited TV or Film Attractions** | 2023 | 2024 |
|----------------------------------|------|------|
| Yes                              | 15%  | 26%  |
| No                               | 83%  | 72%  |
| Don't know                       | 2%   | 2%   |

\*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.



# OTHER STATES/PROVINCES CONSIDERED\*

| Other States/Provinces Considered | 2023 | 2024 |
|-----------------------------------|------|------|
| No other states/provinces         | 62%  | 53%  |
| New Hampshire                     | 23%  | 29%  |
| Massachusetts                     | 14%  | 18%  |
| Vermont                           | 14%  | 12%  |
| New York                          | 7%   | 8%   |
| Connecticut                       | 6%   | 5%   |
| Rhode Island                      | 6%   | 5%   |
| Quebec                            | 2%   | 3%   |
| New Brunswick                     | 3%   | 2%   |
| Nova Scotia                       | 3%   | 2%   |
| Newfoundland and Labrador         | 1%   | 1%   |
| Ontario                           | 1%   | 1%   |
| Prince Edward Island              | 1%   | 1%   |
| Other                             | 2%   | 2%   |

# ADVERTISING/PROMOTIONS

| Recalled Advertising | 2023 | 2024 |
|----------------------|------|------|
| Yes                  | 46%  | 41%  |
| No                   | 37%  | 35%  |
| Not sure             | 17%  | 24%  |

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| Influenced by Advertising | 2023 | 2024 |
|---------------------------|------|------|
| Yes                       | 25%  | 20%  |

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# ADVERTISING/PROMOTIONS\*

| Sources of Advertising Noticed* | 2023 | 2024 |
|---------------------------------|------|------|
| Social media                    | 55%  | 54%  |
| Internet                        | 41%  | 35%  |
| Magazine                        | 24%  | 23%  |
| VisitMaine.com                  | 16%  | 21%  |
| Traveler reviews/blogs          | 14%  | 15%  |
| AAA                             | 17%  | 14%  |
| Cable or satellite television   | 20%  | 13%  |
| Radio                           | 13%  | 12%  |
| Maine travel/visitor guide      | 6%   | 10%  |
| Online streaming service        | 13%  | 9%   |
| Newspaper                       | 10%  | 7%   |
| Brochure                        | 5%   | 6%   |
| Music/podcast streaming         | 5%   | 4%   |
| Deal – based promotion          | 2%   | 2%   |
| Billboard                       | 2%   | 2%   |
| Other                           | 7%   | 5%   |
| Not sure                        | 2%   | 4%   |

# VISITOR JOURNEY : TRAVELER PROFILE



# ORIGIN REGION

| Region of Origin | 2023 | 2024 |
|------------------|------|------|
| New England      | 30%  | 31%  |
| Maine            | 25%  | 21%  |
| Mid-Atlantic     | 17%  | 20%  |
| Southeast        | 9%   | 9%   |
| Midwest          | 6%   | 8%   |
| Canada           | 6%   | 5%   |
| West             | 4%   | 3%   |
| Southwest        | 2%   | 2%   |
| International    | 1%   | 1%   |



# ORIGIN STATE/PROVINCE

| Origin States & Provinces | 2023 | 2024 |
|---------------------------|------|------|
| Maine                     | 25%  | 21%  |
| Massachusetts             | 16%  | 15%  |
| New Hampshire             | 6%   | 7%   |
| New York                  | 6%   | 6%   |
| Connecticut               | 4%   | 5%   |
| New Jersey                | 4%   | 4%   |
| Pennsylvania              | 3%   | 4%   |
| Florida                   | 4%   | 3%   |
| Vermont                   | 1%   | 3%   |
| Maryland                  | 2%   | 2%   |
| Ohio                      | 2%   | 2%   |
| Rhode Island              | 2%   | 2%   |
| Virginia                  | 2%   | 2%   |
| Quebec                    | 3%   | 2%   |

# ORIGIN MARKET

| Origin Markets                         | 2023 | 2024 |
|--|------|------|
| Boston                                 | 10%  | 9%   |
| New York City <sup>1</sup>             | 7%   | 7%   |
| Washington DC - Baltimore <sup>2</sup> | 4%   | 4%   |
| Portland                               | 3%   | 3%   |
| Waterville                             | 4%   | 3%   |
| Philadelphia                           | 2%   | 2%   |
| Providence, RI                         | 2%   | 2%   |

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

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

# TRAVEL PARTY SIZE/COMPOSITION

| Travel Party Composition   | 2023 | 2024 |
|----------------------------|------|------|
| As a couple                | 40%  | 42%  |
| As a family                | 22%  | 21%  |
| Traveled alone             | 19%  | 18%  |
| With other couples/friends | 17%  | 15%  |
| With business associates   | 2%   | 3%   |
| In a tour group            | <1%  | <1%  |
| Other                      | 1%   | 1%   |
| Average Travel Party Size  | 3.1  | 2.9  |

# TRAVEL WITH CHILDREN/GENDER

| Children in Travel Party* | 2023 | 2024 |
|---------------------------|------|------|
| No children               | 82%  | 86%  |
| Children younger than 6   | 5%   | 4%   |
| Children 6 – 12           | 8%   | 7%   |
| Children 13 – 17          | 10%  | 7%   |

| Gender                  | 2023 | 2024 |
|-------------------------|------|------|
| Male                    | 47%  | 54%  |
| Female                  | 53%  | 45%  |
| Gender-fluid/non-binary | <1%  | 1%   |
| Transgender             | <1%  | <1%  |
| Other                   | <1%  | <1%  |

# DEMOGRAPHIC PROFILE

| Age        | 2023 | 2024 |
|------------|------|------|
| Under 25   | 8%   | 5%   |
| 25 – 34    | 14%  | 14%  |
| 35 – 44    | 22%  | 20%  |
| 45 – 54    | 21%  | 24%  |
| 55 – 65    | 22%  | 25%  |
| Over 65    | 13%  | 12%  |
| Median Age | 48   | 50   |

| Race/Ethnicity | 2023 | 2024 |
|----------------|------|------|
| White          | 90%  | 92%  |
| Black          | 2%   | 2%   |
| Asian          | 2%   | 2%   |
| Hispanic       | 3%   | 2%   |
| Indigenous     | 1%   | 1%   |
| Other          | 2%   | 1%   |



# LIFESTYLE PROFILE

| Marital Status              | 2023 | 2024 |
|-----------------------------|------|------|
| Single/widowed              | 26%  | 27%  |
| Married/living with partner | 74%  | 73%  |

| Employment Status                     | 2023 | 2024 |
|---------------------------------------|------|------|
| Employed full-time                    | 56%  | 63%  |
| Employed part-time                    | 9%   | 8%   |
| Contract/freelance/temporary employee | 8%   | 7%   |
| Retired                               | 17%  | 15%  |
| Not currently employed                | 7%   | 5%   |
| Student                               | 3%   | 2%   |

# LIFESTYLE PROFILE (CONTINUED)

| Household Income        | 2023     | 2024     |
|-------------------------|----------|----------|
| Less than \$25,000      | 7%       | 5%       |
| \$25,000 - \$49,999     | 13%      | 11%      |
| \$50,000 - \$74,999     | 21%      | 18%      |
| \$75,000 - \$99,999     | 17%      | 19%      |
| \$100,000 - \$149,999   | 21%      | 28%      |
| \$150,000 - \$199,999   | 9%       | 9%       |
| \$200,000 - \$249,999   | 5%       | 5%       |
| \$250,000 or more       | 7%       | 5%       |
| Median Household Income | \$88,200 | \$96,100 |

# LIFESTYLE PROFILE (CONTINUED)

| Educational Attainment               | 2023 | 2024 |
|--------------------------------------|------|------|
| High school or less                  | 12%  | 8%   |
| Some college or technical school     | 18%  | 14%  |
| College or technical school graduate | 49%  | 60%  |
| Graduate school                      | 21%  | 18%  |

# NEW & RETURNING VISITORS

| Previous Trips to Maine | 2023 | 2024 |
|-------------------------|------|------|
| This is my first time   | 15%  | 16%  |
| 2 - 5 times             | 28%  | 27%  |
| 6 - 10 times            | 19%  | 21%  |
| 11+ times               | 38%  | 36%  |

# VISITOR JOURNEY : TRIP EXPERIENCE





# TRANSPORTATION

| Means of Transportation                      | 2023 | 2024 |
|--|------|------|
| Drove to Maine                               | 85%  | 84%  |
| Flew into Portland Intl Jetport              | 5%   | 5%   |
| Flew into Boston Logan Intl                  | 3%   | 4%   |
| Flew into Bangor Intl Airport                | 2%   | 2%   |
| Flew into Manchester-Boston Regional Airport | 1%   | 1%   |
| Took a motor coach tour or bus               | 1%   | 1%   |
| Traveled by train                            | 1%   | 1%   |
| Other  | 2%   | 2%   |

# LENGTH OF STAY

| Nights Stayed          | 2023 | 2024 |
|------------------------|------|------|
| Not staying overnight  | 17%  | 16%  |
| 1 night                | 6%   | 6%   |
| 2 nights               | 13%  | 12%  |
| 3 nights               | 16%  | 15%  |
| 4 nights               | 12%  | 13%  |
| 5+ nights              | 36%  | 38%  |
| Average Length of Stay | 5.3  | 5.3  |

# ACCOMMODATIONS

| Accommodations                 | 2023 | 2024 |
|--------------------------------|------|------|
| Friends/family home            | 21%  | 23%  |
| Hotel/motel/resort             | 20%  | 22%  |
| Not spending the night         | 17%  | 16%  |
| Personal second home           | 14%  | 12%  |
| Vacation rental home           | 8%   | 10%  |
| Campground/RV Park             | 7%   | 6%   |
| Bed & Breakfast/Inn            | 3%   | 3%   |
| Wilderness camping             | 3%   | 2%   |
| Sporting camp/wilderness lodge | 3%   | 2%   |
| Outdoor Outfitter              | 1%   | 1%   |
| Other                          | 3%   | 3%   |

# BOOKING

| Booking Methods               | 2023 | 2024 |
|-------------------------------|------|------|
| Directly with the hotel/condo | 41%  | 36%  |
| Online travel agency          | 22%  | 30%  |
| Short term rental service     | 8%   | 11%  |
| Airbnb                        | 9%   | 9%   |
| Vacation rental company       | 4%   | 3%   |
| Offline travel agent          | 1%   | 1%   |
| Group tour operator           | 1%   | 1%   |
| Travel package provider       | <1%  | <1%  |
| Other                         | 14%  | 9%   |

# IN-MARKET RESOURCES\*

| In-Market Resources             | 2023 | 2024 |
|---------------------------------|------|------|
| Navigation website/apps         | 40%  | 46%  |
| Restaurant website/app          | 26%  | 31%  |
| Destination social media        | 14%  | 20%  |
| Personal social media           | 21%  | 20%  |
| Materials from hotel/campground | 13%  | 16%  |
| Visitor Information Centers     | 12%  | 12%  |
| Trip planning app               | 10%  | 11%  |
| Hotel/resort website/app        | 9%   | 8%   |
| VisitMaine.com                  | 8%   | 7%   |
| Booking website/app             | 5%   | 5%   |
| Airline website/app             | 2%   | 2%   |
| Chambers of Commerce            | 2%   | 2%   |
| Other                           | 7%   | 5%   |
| None                            | 35%  | 26%  |



# ACTIVITIES\*

| Activities                                 | 2023 | 2024 |
|--|------|------|
| Food/beverage/culinary                     | 65%  | 69%  |
| Touring/sightseeing                        | 48%  | 45%  |
| Shopping                                   | 39%  | 44%  |
| Active outdoor activities                  | 48%  | 41%  |
| Water activities                           | 28%  | 26%  |
| Entertainment/attractions                  | 17%  | 25%  |
| History/culture                            | 19%  | 24%  |
| Astrotourism                               | 11%  | 12%  |
| Business conference/meeting                | 5%   | 6%   |
| April 8 <sup>th</sup> , 2024 Solar Eclipse | NA   | <1%  |
| Other                                      | 7%   | 7%   |

# DETAILED VISITOR ACTIVITIES\*

| Activity                                    | %   | Activity                                     | %   | Activity                             | %  |
|---|-----|--|-----|--------------------------------------|----|
| Sightseeing                                 | 38% | Enjoyed high-end cuisine or five-star dining | 13% | Hunting                              | 4% |
| Enjoying the ocean views/rocky coast        | 37% | Canoeing/kayaking                            | 12% | Mountain/Fat Biking                  | 4% |
| Going to local brew pubs/craft breweries    | 34% | Exploring State and National Parks           | 12% | Nordic skiing                        | 4% |
| Ate lobster                                 | 32% | Visit art museums/local artisan studios      | 11% | Attend popular music concerts/events | 5% |
| Driving for pleasure                        | 29% | Shopping for unique/locally produced goods   | 10% | Shopping at malls                    | 4% |
| Ate other local seafood                     | 29% | Going to the beach                           | 9%  | Riding all-terrain vehicles          | 4% |
| Enjoying the mountain views                 | 28% | Visit historic sites/museums                 | 10% | Bicycling touring                    | 3% |
| Consumed other locally produced Maine foods | 25% | Get to know the local people and/or culture  | 10% | Outdoor fun centers                  | 3% |
| Photography                                 | 22% | Shopping for gifts/souvenirs                 | 10% | Alpine skiing/snowboarding           | 2% |
| Hiking/climbing/backpacking                 | 22% | Ate farm-to-table or organic cuisine         | 9%  | Snowshoeing                          | 2% |
| Enjoyed unique Maine food or beverages      | 20% | Shopping for "Made in Maine" products        | 9%  | Painting/drawing/sketching           | 2% |
| Shopping for antiques/local arts and crafts | 19% | Motor boating                                | 8%  | Amusement/theme parks                | 2% |
| Wildlife viewing/bird watching              | 18% | Snowmobiling                                 | 8%  | Water parks                          | 2% |
| Tours of communities/local architecture     | 18% | Outdoor swimming                             | 8%  | Animal parks/zoos                    | 2% |
| Visited Farmer's Markets                    | 18% | Camping                                      | 6%  | Water skiing/jet skiing              | 1% |
| Enjoying local food at fairs/festivals      | 16% | Bars/nightlife                               | 6%  | Pool swimming                        | 1% |
| Outlet shopping                             | 15% | Agricultural fairs                           | 6%  | Surfing                              | 1% |
| Viewing fall colors                         | 15% | White water rafting                          | 5%  | Attend operas/classical music events | 1% |
| Nature cruises or tours                     | 14% | Attend plays/musicals/theatrical events      | 5%  | Children's museums                   | 1% |
| Fishing                                     | 14% | Attend sporting events                       | 5%  | Horseback riding                     | 1% |
| Shopping in downtown areas                  | 14% | Sailing                                      | 4%  | Summer camps                         | 1% |

# OTHER STATES/PROVINCES VISITED\*

| Other States/Provinces Visited | 2023 | 2024 |
|--------------------------------|------|------|
| No other states/provinces      | 65%  | 57%  |
| New Hampshire                  | 23%  | 28%  |
| Massachusetts                  | 16%  | 19%  |
| Vermont                        | 9%   | 10%  |
| New York                       | 7%   | 8%   |
| Rhode Island                   | 5%   | 6%   |
| Connecticut                    | 5%   | 5%   |
| Quebec                         | 2%   | 3%   |
| New Brunswick                  | 1%   | 2%   |
| Ontario                        | 2%   | 2%   |
| Newfoundland and Labrador      | 1%   | 1%   |
| Nova Scotia                    | 1%   | 1%   |
| Prince Edward Island           | 1%   | 1%   |
| Other                          | 2%   | 2%   |

# TRAVELING IN MAINE\*

| Maine Regions Visited        | 2023 | 2024 |
|------------------------------|------|------|
| No other regions             | 36%  | 25%  |
| Midcoast & Islands           | 33%  | 42%  |
| Greater Portland & Casco Bay | 27%  | 36%  |
| The Maine Beaches            | 21%  | 26%  |
| Downeast & Acadia            | 17%  | 21%  |
| Maine Lakes & Mountains      | 17%  | 19%  |
| The Maine Highlands          | 17%  | 15%  |
| Aroostook County             | 4%   | 3%   |

# VISITOR JOURNEY : POST-TRIP EVALUATION



# RECOMMENDING MAINE/REGION OF TRAVEL

| Recommending Maine        | 2023 | 2024 |
|---------------------------|------|------|
| Would recommend Maine     | 97%  | 97%  |
| Would not recommend Maine | 1%   | 1%   |
| Not sure                  | 2%   | 2%   |

| Recommending Regions            | 2023 | 2024 |
|---------------------------------|------|------|
| Definitely recommend region     | 71%  | 75%  |
| Probably would recommend region | 25%  | 21%  |
| Would not recommend region      | <1%  | <1%  |
| Not sure                        | 4%   | 4%   |



# RETURNING TO MAINE

| Returning to Maine       | 2023 | 2024 |
|--------------------------|------|------|
| Definitely will return   | 75%  | 74%  |
| Probably will return     | 18%  | 19%  |
| Probably will not return | <1%  | <1%  |
| Not sure                 | 7%   | 7%   |

# SATISFACTION

| Satisfaction   | 2023 | 2024 |
|----------------|------|------|
| Very satisfied | 66%  | 73%  |
| Satisfied      | 33%  | 26%  |
| Dissatisfied   | <1%  | <1%  |
| Don't know     | 1%   | 1%   |

# TRIP EXPECTATIONS

| Exceeded Expectations            | 2023 | 2024 |
|----------------------------------|------|------|
| Activities & attractions         | 59%  | 59%  |
| Lodging                          | 47%  | 41%  |
| Friendliness of people           | 56%  | 41%  |
| Authentic and unique communities | 44%  | 34%  |
| Customer service                 | 45%  | 33%  |
| Restaurants                      | 38%  | 32%  |
| Value for your money             | 35%  | 26%  |
| Shopping                         | 36%  | 26%  |

# OVERCROWDING

| Overcrowding                    | 2023 | 2024 |
|---------------------------------|------|------|
| Overcrowded                     | 5%   | 4%   |
| A little overcrowded            | 16%  | 22%  |
| The number of visitors was fine | 55%  | 50%  |
| Not at all overcrowded          | 23%  | 23%  |
| Other                           | 1%   | 1%   |

# STUDY METHODS



# METHODOLOGY



## Visitor Tracking

534 interviews were completed with visitors to Kennebec Valley online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1<sup>st</sup>, 2023 and November 30<sup>th</sup>, 2024.

## Economic Impact

Total economic impact of tourism on Kennebec Valley is a function of direct spending by visitors to Kennebec Valley, 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 Kennebec Valley. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Kennebec Valley's multiplier is 1.48.



# KENNEBEC VALLEY

## 2024 Economic Impact & Visitor Tracking Report

DECEMBER 2023 – NOVEMBER 2024

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