

Maine Office of Tourism

Maine Beaches Regional Report

Q2, 2025

MAINE.



ZARTICO



What is in this Report?

- Statewide data to provide context and show year-over-year trends
- Provide data for Maine's regions and their partners with early indicators of the travel market for their destination
- Compare regional performance to statewide performance to show what makes each region unique
- Be a resource for the regions and their partners to support media, social and website strategy development

Methodology

This report looks at geo-location and spend that occurs throughout the state of Maine. In alignment with the U.S. Travel Association, a visitor is defined as:

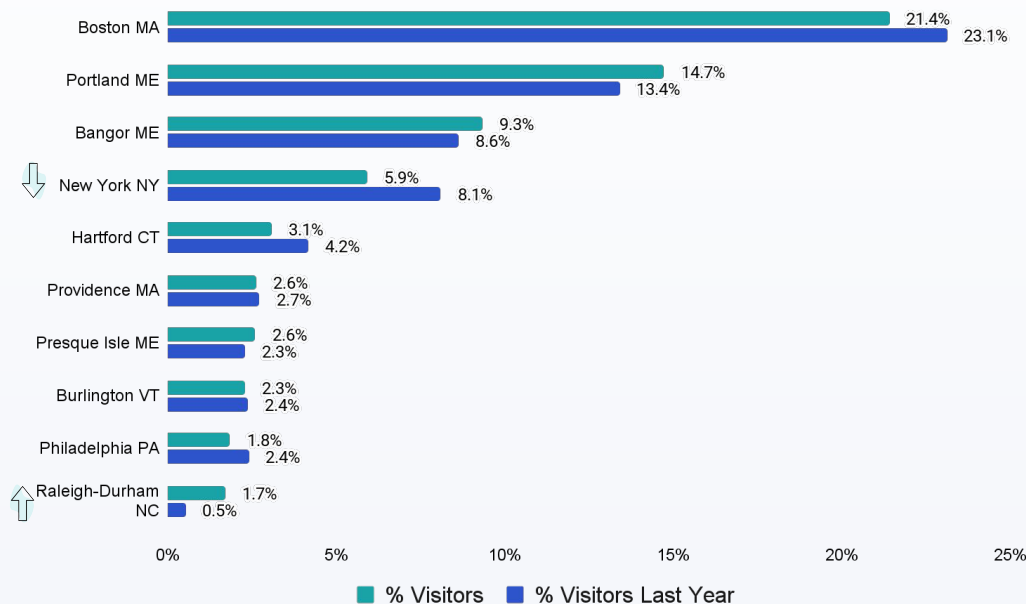
- Someone who has **traveled over 50 miles** from where they live
- They have **stayed over 2 hours** in the state of Maine
- Visited at least **one place of impact**. There is no minimum amount of time that a person has to stay at a point of interest.

Within this deck, **arrows** and **boxes** will help indicate insights that are statistically significant. Typically this means that the insight deviates **at least +/- 5%** from the average unless otherwise noted.

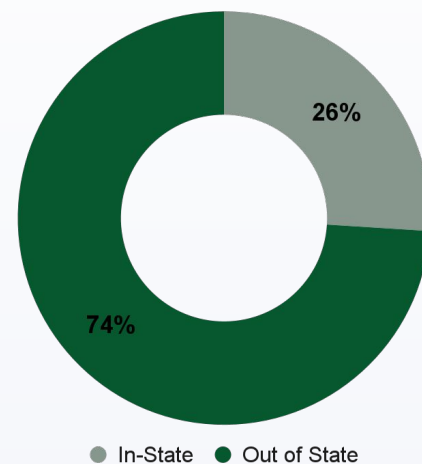
Statewide Data

Where are visitors coming from?

Top 10 Statewide Origin Markets

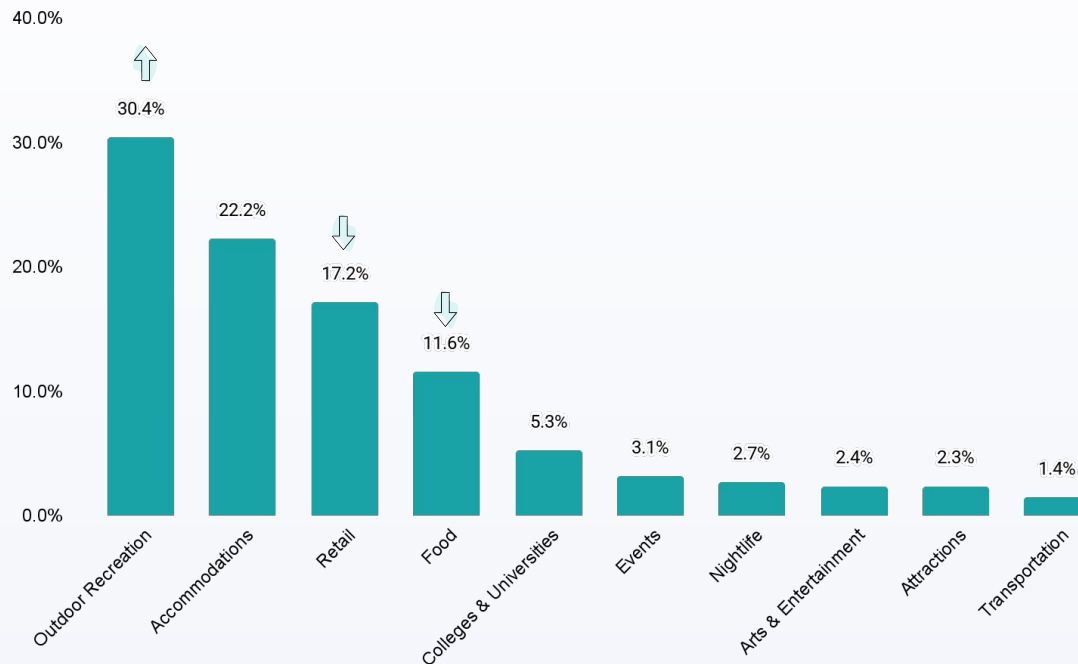


In-State vs Out-of-State Visitation Share



Where are visitors going?

Visitation by Point of Interest Category



How are visitors spending their money?

Average In-Market Visitor Card Spending by Major Category



25%

% of Visitor Spend at Local Businesses

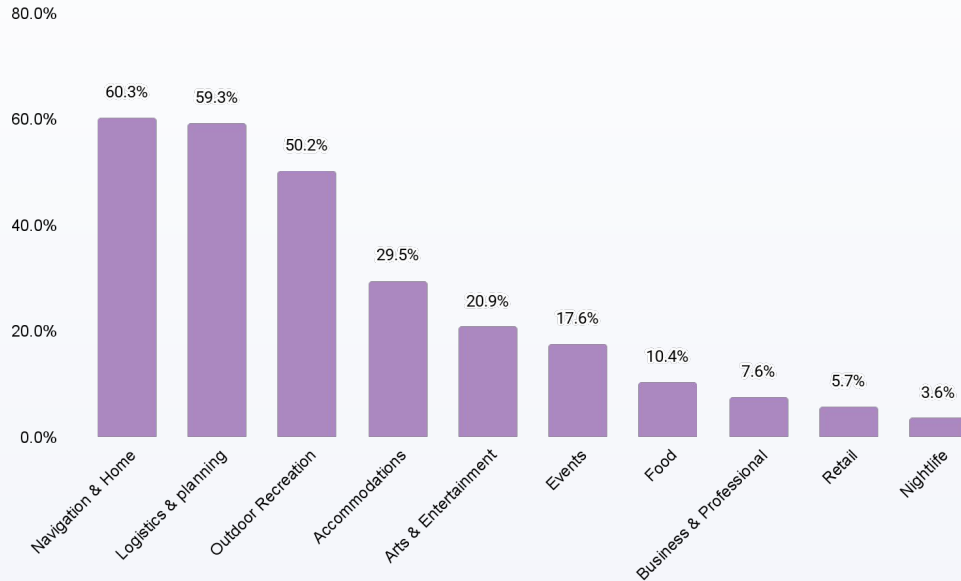
\$211

Overall Average Spend by Cardholder

All spend is from in-destination spend, so excludes pre-paid or online transactions (examples: Expedia or Viator). Local spend is defined as merchant category codes that are more likely to be local businesses, versus major corporations. It excludes merchant categories such as Gas Stations, Big Box Retail and Fast Food Restaurants.

What content is influencing visitation?

% of Visits by Web Content Topic



207

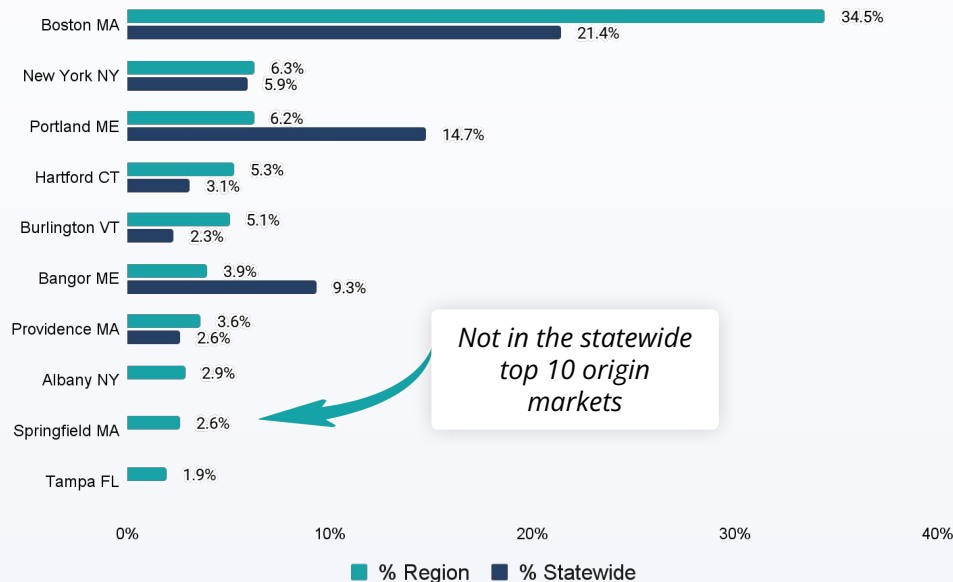
*Average website view to
in-market visit window*

Regional Information

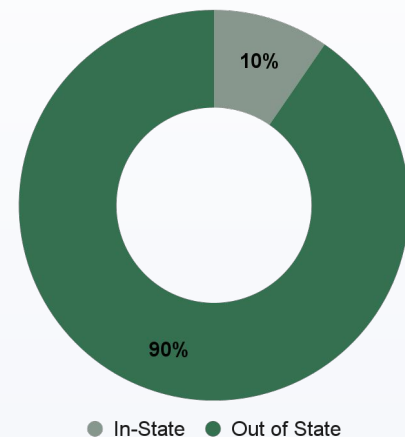
Maine Beaches

Where are your regions visitors coming from?

Top 10 Origin Markets Compared to Statewide Data



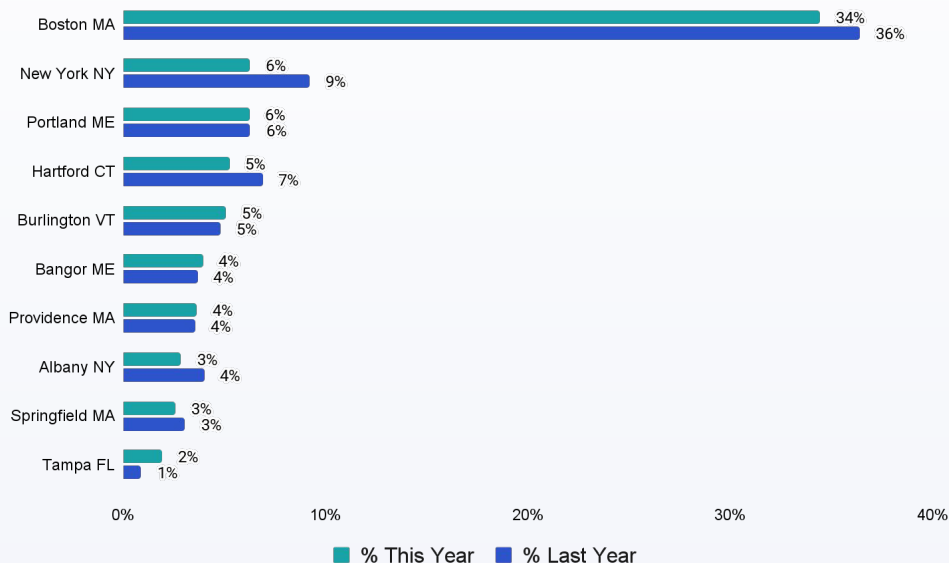
In-State vs Out-of-State Visitation Share



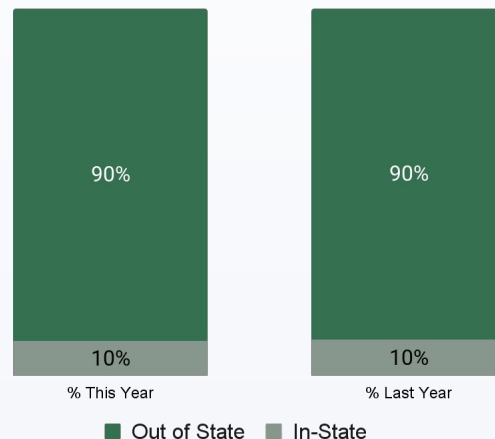
Maine Beaches sees a higher share of Out-of-State

Are your visitors changing year-over-year?

Top 10 Origin Markets Compared to Previous Year

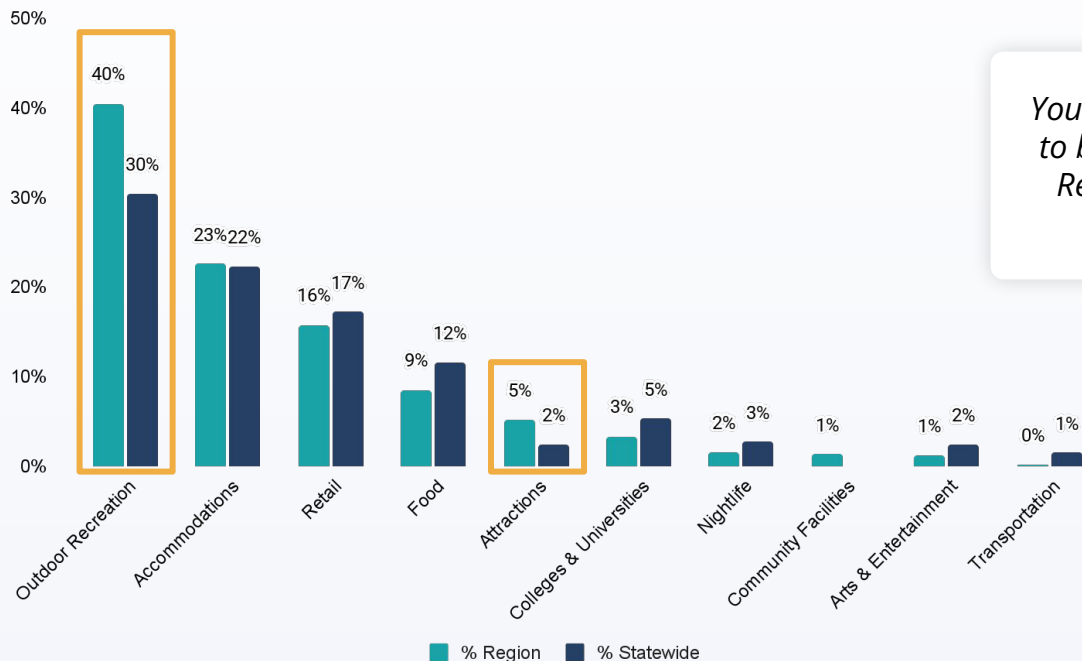


In-State vs Out-of-State Visitation Share by Year



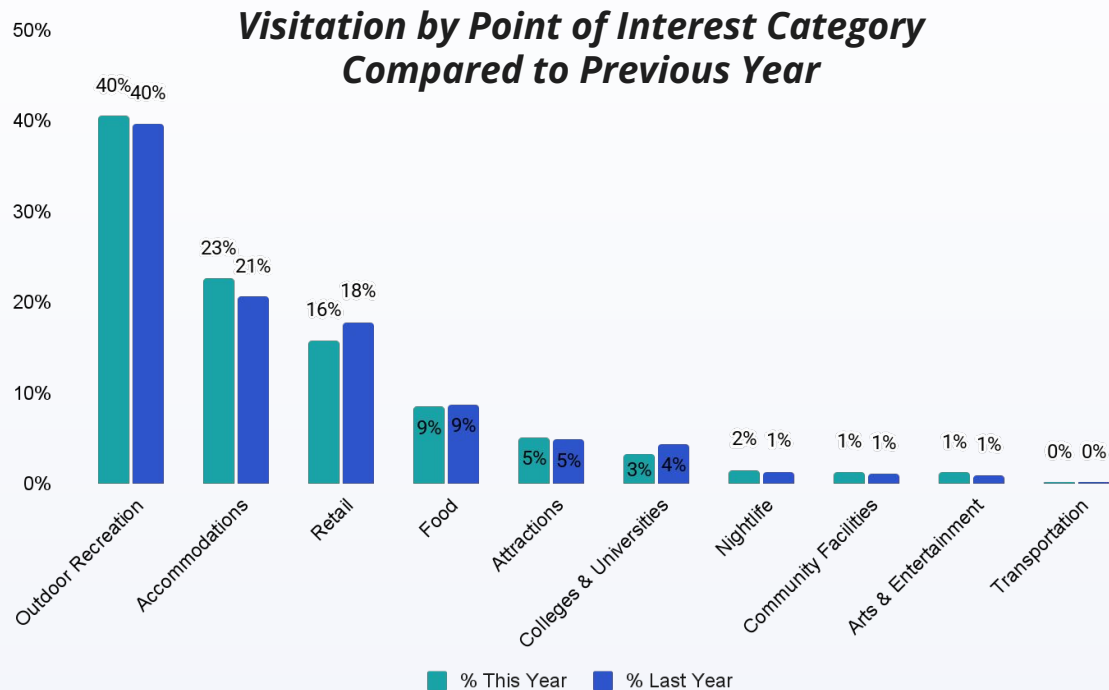
Where are visitors to your region going?

Visitation by Point of Interest Category



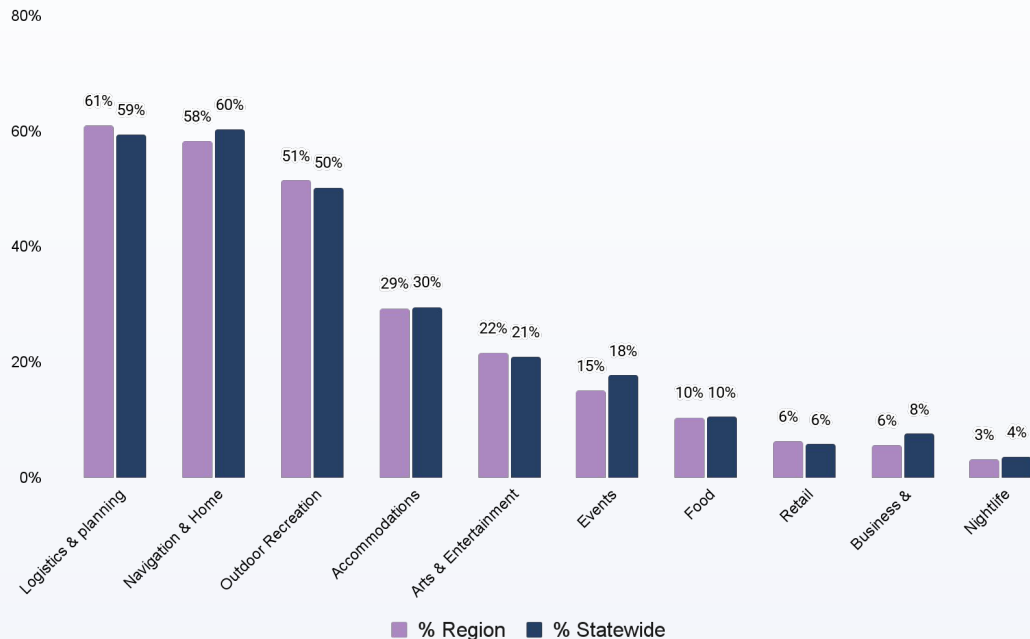
Your visitors are more likely to be observed at Outdoor Recreation or Attraction points of interest

Has visitation patterns changed year-over-year?



What content is influencing visitation to your region?

% of Visits by Web Content Topic Compared to Statewide Data



214

Average website view to in-market visit window

Higher view to in-market visit window than the state

Thank you!



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