

MAINE OFFICE OF TOURISM

2024 Summer Visitor Tracking Report

MAY 2024 – AUGUST 2024



SEASONAL SNAPSHOT

SUMMER 2024



35,796,200

VISITOR
DAYS



7,756,000

TOTAL
VISITORS



\$5,152,155,100

DIRECT
SPENDING

vs. 2023

- 15.5%

- 9.1%

- 0.4%

- » There were 9.1% fewer visitors compared to last year, partly due to fewer available units, lower occupancy, and fewer visitors staying with friends and relatives or in second homes
- » However, an increase in spend per visitor among visitors staying in paid accommodations resulted in only a slight decrease in overall direct spending
 - » Related to this data, the typical household income among Maine visitors increased by over \$10,000 compared to last year
- » The drop in visitor days is largely due to fewer visitors staying with friends and relatives or in second homes (who tend to stay longer in Maine) and a shorter length of stay among this type of visitor
- » Compared to last year, more visitors booked their lodging through an online travel agency (+5% points), while fewer booked directly with the hotel/condo (-7% points)
- » More visitors would definitely recommend the region of Maine they visited compared to last year (+5% points)
- » More visitors reported being very satisfied with their trip this summer (+4% points) and stated they would definitely return (+3% points)
- » Visitor ratings of Maine's lodging options continue to climb, up 4% points₂ from last summer

EXECUTIVE SUMMARY



VISITOR JOURNEY: IMPACT OF TOURISM



KEY PERFORMANCE INDICATORS

The number of visitor days¹ in summer 2024 decreased by -15.5% compared to last summer. This change was influenced by a decrease in visitors and in visitor length of stay (particularly among those staying with friends and relatives or in second homes). A decrease in occupancy rate and fewer rental units available to visitors resulted in fewer total visitors in summer 2024. Despite this, total visitor spend was only down slightly.

KPIs	2023	2024	Δ% from '23
Visitors (#)	8,537,000	7,756,000	- 9.1%
Visitor Days ¹	42,380,000	35,796,200	- 15.5%
Direct Spending	\$5,171,973,400	\$5,152,155,100	- 0.4%
Room Nights	5,502,700	5,225,600	- 5.0%

¹ Visitor Days is the total number of days spent by visitors in the state of Maine. This includes overnight visitors and day trippers.

LODGING METRICS

Occupancy Rate

63.1%

- 2.8% from 2023

Average Daily Rate

\$224.39

- 3.0% from 2023

Revenue per Available Room

\$141.51

- 5.7% from 2023

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Fewer units were available in 2024.

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE

- » Typical visitors began planning their trip **63 days** in advance (-2 days from 2023)
- » **78%** of visitors started planning their trip a month or more in advance of their trip
- » Typical visitors booked their accommodations **57 days** in advance (+1 day from 2023)
- » **47%** of visitors have a booking window of more than 3 months



TOP TRIP PLANNING SOURCES*



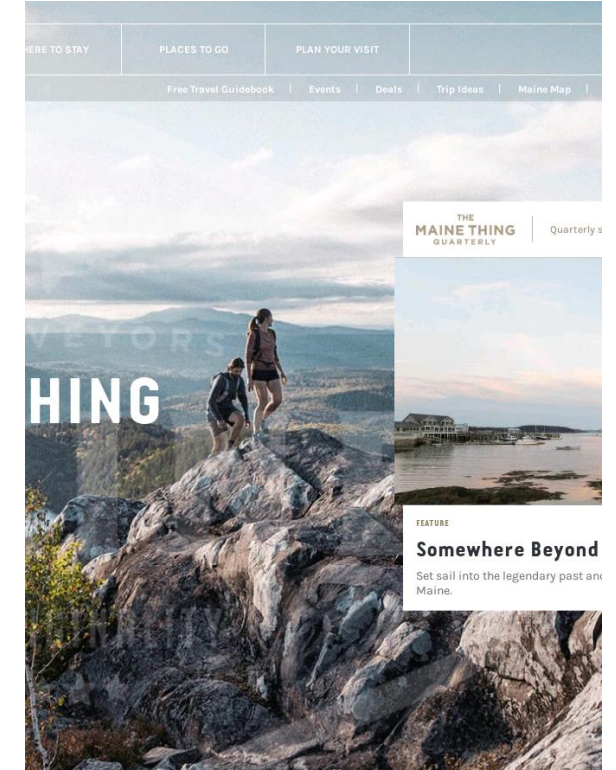
35% Advice from family/friends



24% Online search engines



24% Travel guides/brochures



22% VisitMaine.com

TOP REASONS FOR VISITING*



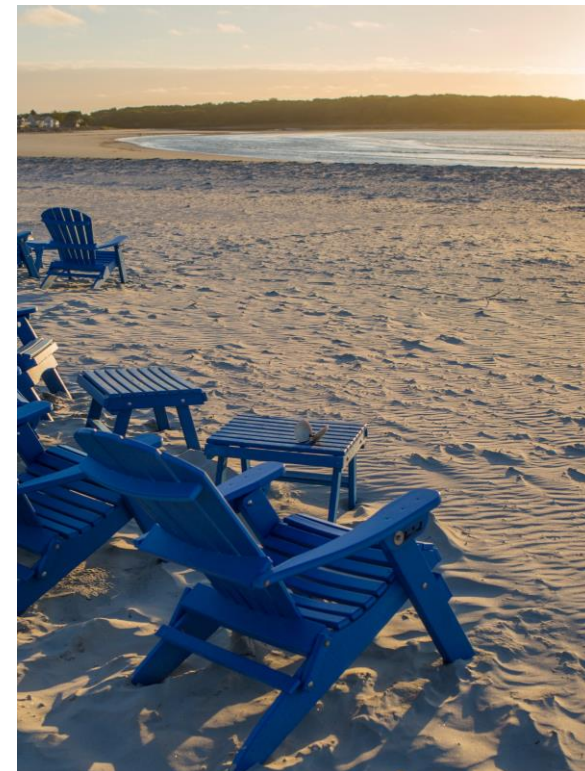
35% Relax and unwind



33% Sightseeing and touring



24% Visit friends/family



24% Beach

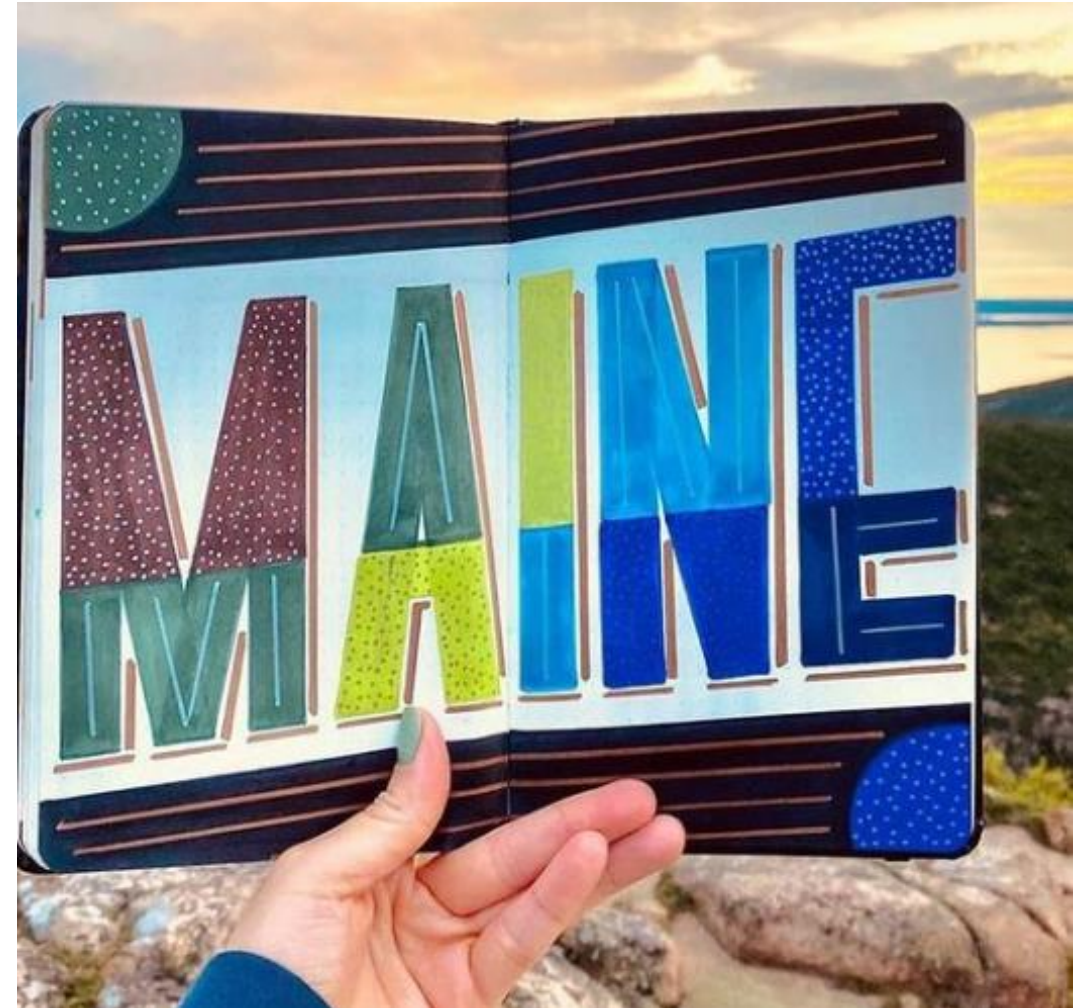
CONSIDERING MAINE AS A DESTINATION

- » Nearly **2 in 3** visitors considered visiting **ONLY** Maine while planning their trips (-1% point from 2023)
- » Visitors continued to be more likely to consider visiting nearby U.S. states rather than visiting Canadian provinces



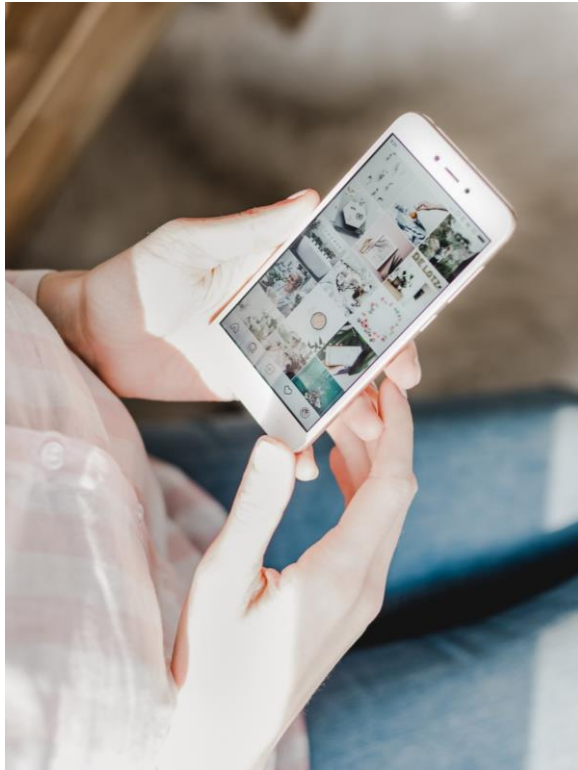
PRE-TRIP EXPOSURE TO ADVERTISING

- » Over **1 in 3** visitors recalled advertising or promotions for Maine prior to their trip (-8% points from 2023)
- » Visitors who recalled this advertising primarily saw it on social media (-4% points from 2023) or the internet (+2% points from 2023)
- » This information influenced **17% of all** visitors to visit Maine (-6% points from 2023)



TOP SOURCES OF ADVERTISING EXPOSURE*

Base: 36% of visitors who noticed advertising



45% Social media



35% Internet



23% Magazine



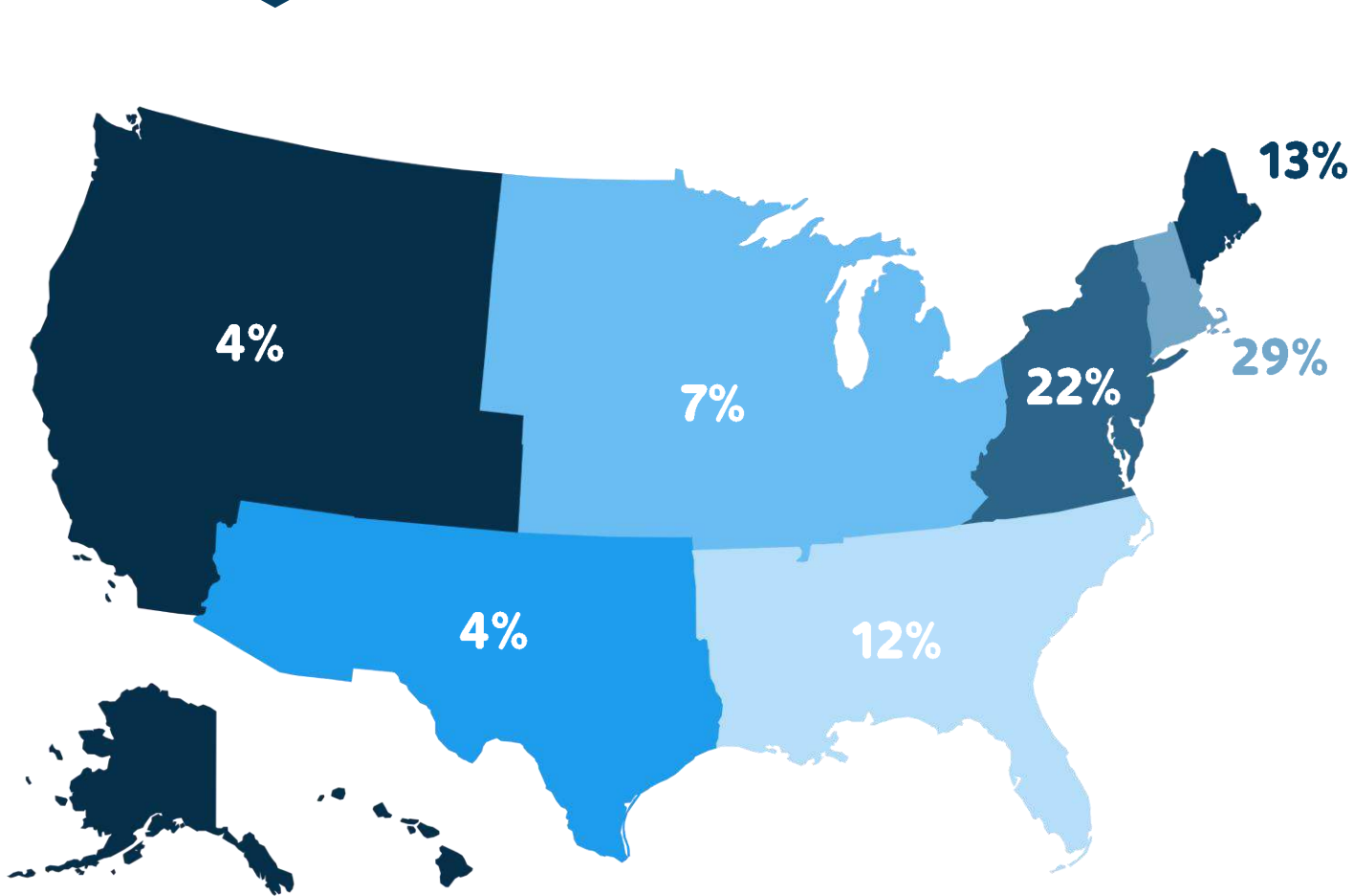
17% Radio

*Multiple responses permitted.

VISITOR JOURNEY: TRAVELER PROFILE



REGIONS OF ORIGIN

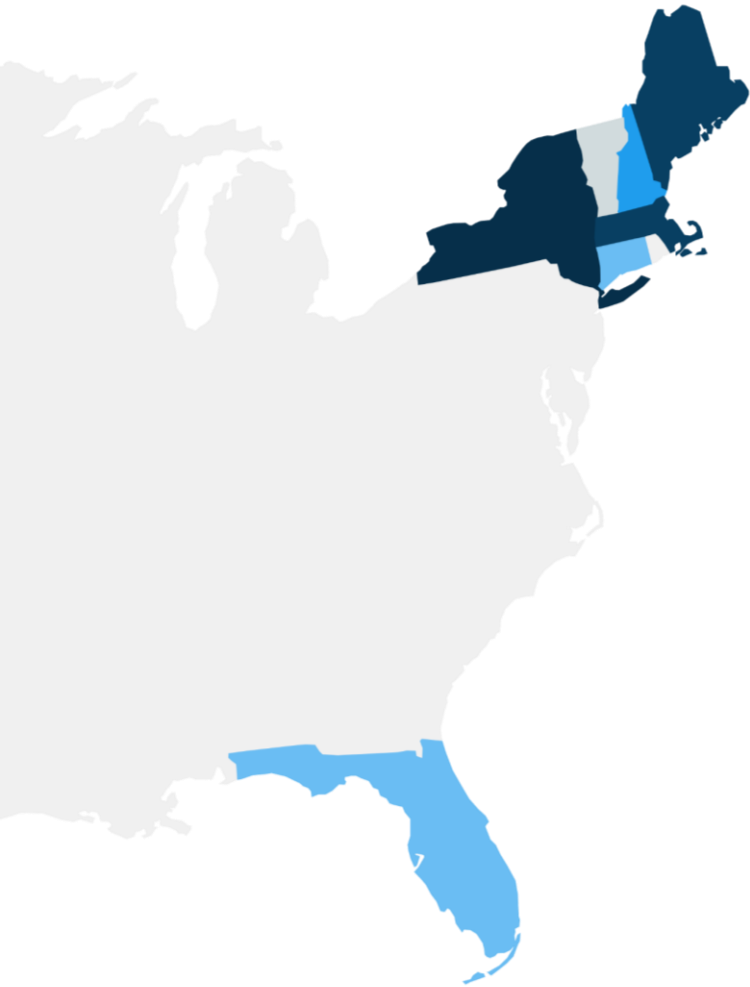


2% of visitors came from outside of the United States and Canada.



7% of visitors came from Canada.

TOP ORIGIN STATES & PROVINCES



50%

of visitors traveled to/within Maine from these 6 U.S. states.

- 13 % Massachusetts
- 13 % Maine
- 6 % New York
- 8 % New Hampshire

- 5 % Connecticut
- 5 % Florida

TOP ORIGIN MARKETS



7% Boston



7% New York City¹



3% Washington DC - Baltimore

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

TRAVEL PARTIES

The typical Maine visitor traveled with **3.2** people in their visitor party



25% visitors traveled with at least one person under the age of 18 in their travel party



NEW & RETURNING VISITORS

- » 22% of visitors were traveling in Maine for the first time
- » 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 **78%** choosing to travel by car over plane, motor coach/bus, or train (-2% points from 2023)
- » Most visitors who flew to Maine arrived at Boston Logan International Airport or Portland International Jetport



NIGHTS STAYED

- » 73% of visitors stayed one or more nights in Maine on their trip (-3% points from 2023)
- » Typical visitors stayed 4.6* nights in Maine on their trips
- » Typical visitors staying overnight in paid accommodations stayed 4.9 nights in Maine on their trips



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

TOP ACCOMMODATIONS*



28% Hotel/motel/resort



27% Did not stay overnight



15% Friends/family home



10% Vacation rental home

*Personal second home (8%), Campground/RV Park (5%), B&B/Inn (3%), Wilderness camping (2%), Sporting camp/wilderness lodge (1%), Outdoor outfitter (<1%).

TOP IN-MARKET VISITOR RESOURCES*



52% Navigation website/apps
(Google Maps, etc.)



31% Visitor information
center

TOP VISITOR ACTIVITIES*



74% Food/beverage/culinary



58% Shopping



57% Touring/sightseeing

VISITING OTHER STATES & PROVINCES

- » Over **2 in 3** visitors did not visit any other U.S. state or Canadian province during their trip
- » 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*

- » **Half** of visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (-2% points from 2023)
- » **42%** of visitors visited the Maine Beaches in addition to their primary destination within Maine (+5% 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 – **81%** would definitely recommend (+5% points from 2023)



LIKELIHOOD OF RETURNING TO MAINE

- » **94%** of visitors will return to Maine for a future visit or vacation
- » **79%** of visitors were highly satisfied with their trip in Maine and will “definitely return” in the future



SATISFACTION

- » **99%** of visitors were satisfied with their trip to Maine
- » **3 in 4** visitors were very satisfied with their trip to Maine



UNIQUENESS

"All things water: world-class sailing, working waterfronts, whale-watching, and seafood!"



"The stunning views from the coast, the Botanical Gardens, and the dark skies at night that make for perfect stargazing."



"There's everything from moose and other wildlife to exceptional architecture to quaint vintage markets!"



HIGHLIGHTS

"Visiting the Botanical Gardens, especially the butterfly section!"



"Walking around historic sites, museums, and art galleries to learn more about the area and its history."



"A guided wilderness tour where we saw moose, caught trout, and felt peace."



QUESTIONS?

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