MAINE BEACHES

2023 Economic Impact & Visitor Tracking Report
DECEMBER 2022 – NOVEMBER 2023

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STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2022 to November 2023.
In the report, we follow the visitors in their journeys.
Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.

Pre-Visit

- Planning cycle
- Planning sources
- Reasons for visiting
- Other considered destinations
- Exposure to advertising
- Advertising sources

Traveler Profile

- Visitor origin
- Travel party composition
- Visitor demographics
- Previous visits

Trip Experience

- Visitor transportation
- Nights stayed
- Accommodations
- Booking methods
- Trip resources
- Visitor activities
- Expectations vs. experience
- Visitor spending
- Included amenities
- Other areas visited

Post-Trip Evaluation

- Uniqueness of Maine
- Highlight of trip
- Recommending Maine
- Satisfaction with trip
- Likelihood of returning
- Perceptions of Maine

Impact of Tourism

- Visitor direct spending
- Number of visitors
- Room nights generated
- Occupancy rate
- Average daily room rates
- Revenue per available room

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EXECUTIVE SUMMARY

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Compared to visitors to other regions, visitors to Maine Beaches region are more likely to:

» Use VisitMaine.com, TheMaineBeaches.com, travel guides/brochures, and calling the Maine Office of Tourism to help plan their trips

» Beach is primary reason for visiting

» Recall advertising or other promotions about Maine on television

» Be from New England

» Use multiple resources to enhance their trip including, visitor information centers, trip planning apps, and VisitMaine.com

» Participate in touring/sightseeing, water activities, and shopping while in Maine

» Definitely recommend the regions to their friends/family

» Be very satisfied with their trip

» Be loyal visitors (11+ visits previously)

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VISITOR JOURNEY: IMPACT OF TOURISM

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

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ECONOMIC IMPACT

Visitor spending generated

$3,955,972,700

in economic impact to Maine Beaches' economy,
down **3.1%** from 2022

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DIRECT SPENDING

Visitors to Maine Beaches spent

$2,630,442,700

throughout the county in 2023 on accommodations, transportation, groceries, restaurants, shopping, entertainment, and other expenses, down **2.8%** from 2022

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Maine Beaches attracted

3,796,100

visitors in 2023, down **20.7%** from 2022

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VISITORS DAYS*

All visitors to Maine Beaches spent

14,323,700

days in Maine Beaches throughout 2023, down **23.7%** from 2022

*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 Maine Beaches generated

2,851,200

nights in Maine Beaches accommodations throughout 2023, down **2.5%** from 2022

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JOBS SUPPORTED*

Visitors to Maine Beaches supported

34,300

jobs throughout the county in 2023, down **18.5%** from 2022

*Changes in jobs supported are largely due to year over year differences in IMPLAN modeling, however, there is a national trend of hotels employing fewer people.

WAGES GENERATED

Visitors to Maine Beaches supported

$1,424,161,900

in wages paid to Maine Beaches employees in 2023, down **3.3%** from 2022

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visitors supports a new job in Maine Beaches

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HOUSEHOLD SAVINGS

Visitors to Maine Beaches saved local households

$4,140

in state and local taxes in 2023

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LODGING METRICS*

Occupancy Rate

50.9%

– 8.7% from 2022

Average Daily Rate

$199.37

– 7.5% from 2022

Revenue per Available Room

$101.42

– 15.5% from 2022

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
More units available in 2023.

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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

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

» **60%** of visitors have a booking window of less than 3 months

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TOP TRIP PLANNING SOURCES*
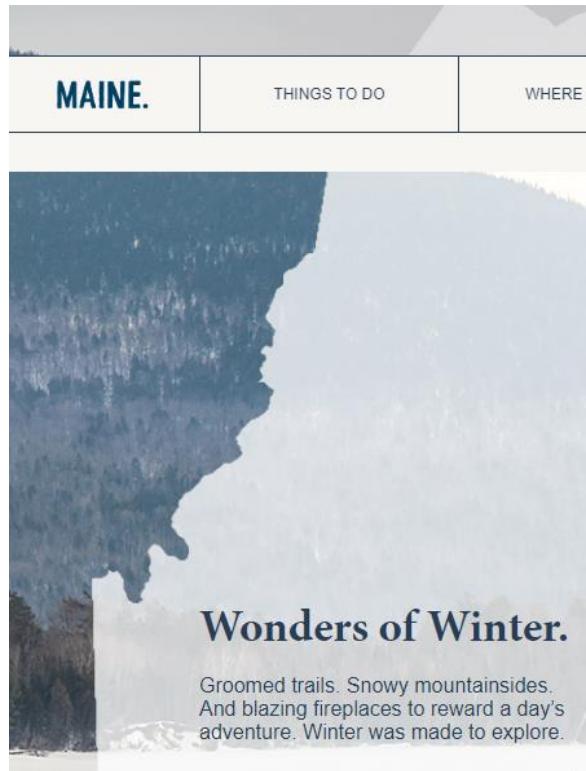
36%
VisitMaine.com
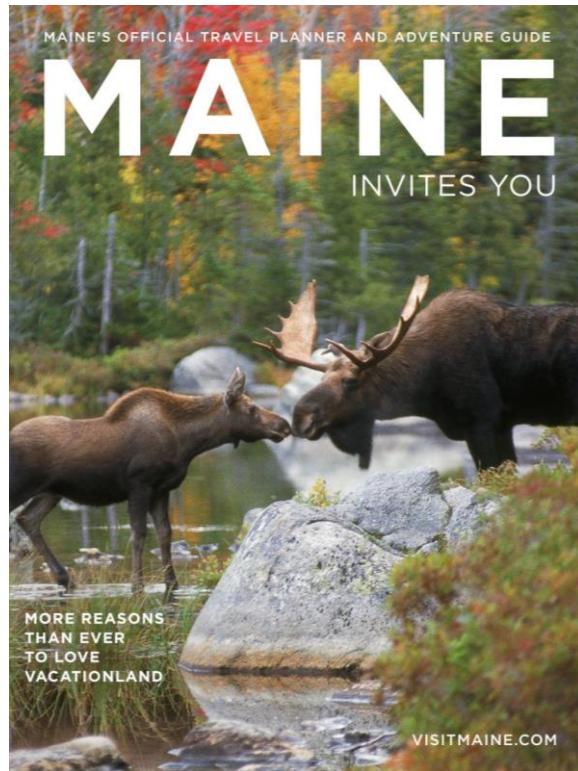
33% Travel
guides/brochures
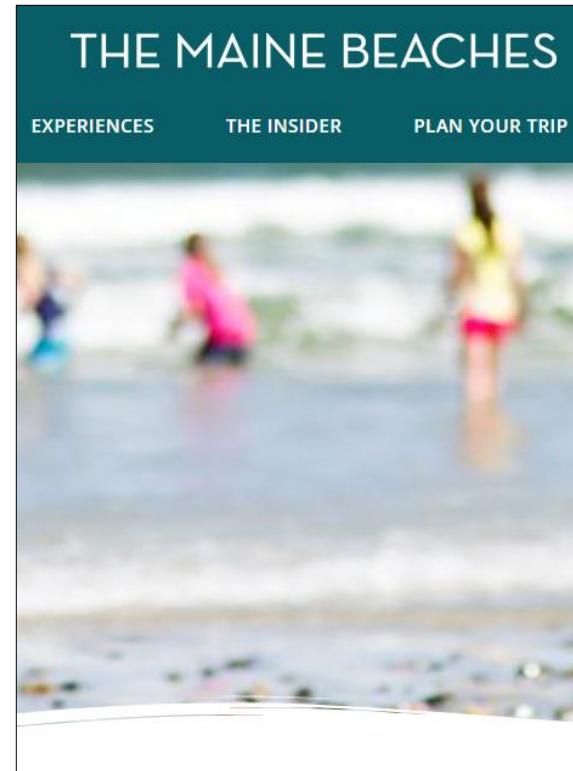
28%
TheMaineBeaches.com

27% Called the Maine
Office of Tourism

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TOP REASONS FOR VISITING*

49% Sightseeing and touring

43% Relax and unwind

42% Beach

*Multiple responses permitted.

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CONSIDERING MAINE AS A DESTINATION

» Nearly **3 in 4** visitors considered visiting **ONLY** Maine while planning their trips (**+5%** points from 2022)

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

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TV SHOWS & FILM*

» **2%** of visitors said a TV show or film inspired their trip to Maine

» **68%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit

*Questions were not asked until January 2023.

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PRE-TRIP RECALL OF ADVERTISING

» Over **1 in 3** visitors recalled advertising or promotions for Maine prior to their trip (**-3%** points from 2022)

» This information influenced **9% of all** visitors to visit Maine (**-7%** points from 2022)

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TOP SOURCES OF ADVERTISING RECALL*

Base: 34% of visitors who recalled advertising

42% Social media
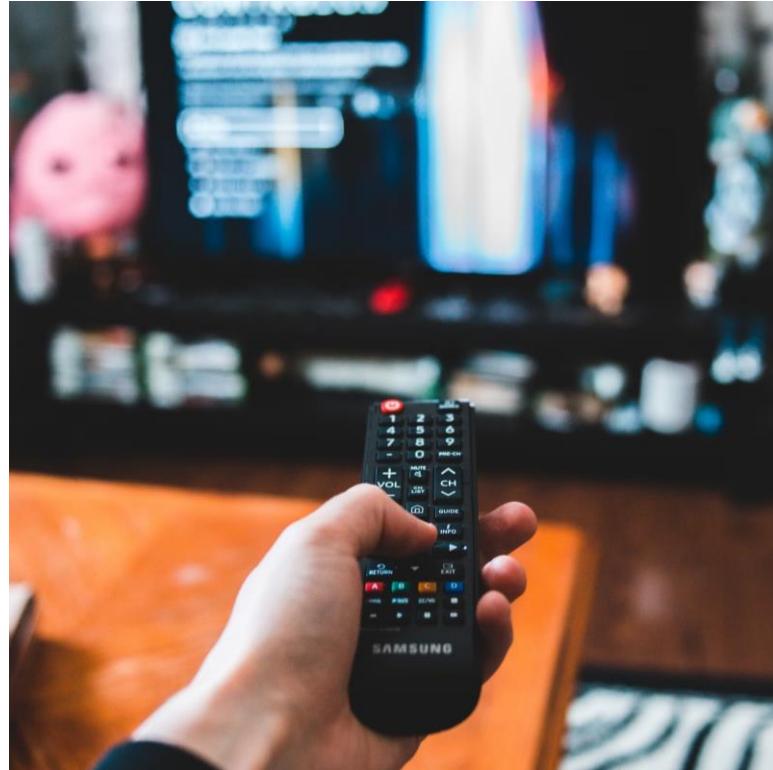
37% Cable or satellite television

21% Internet

*Multiple responses permitted.

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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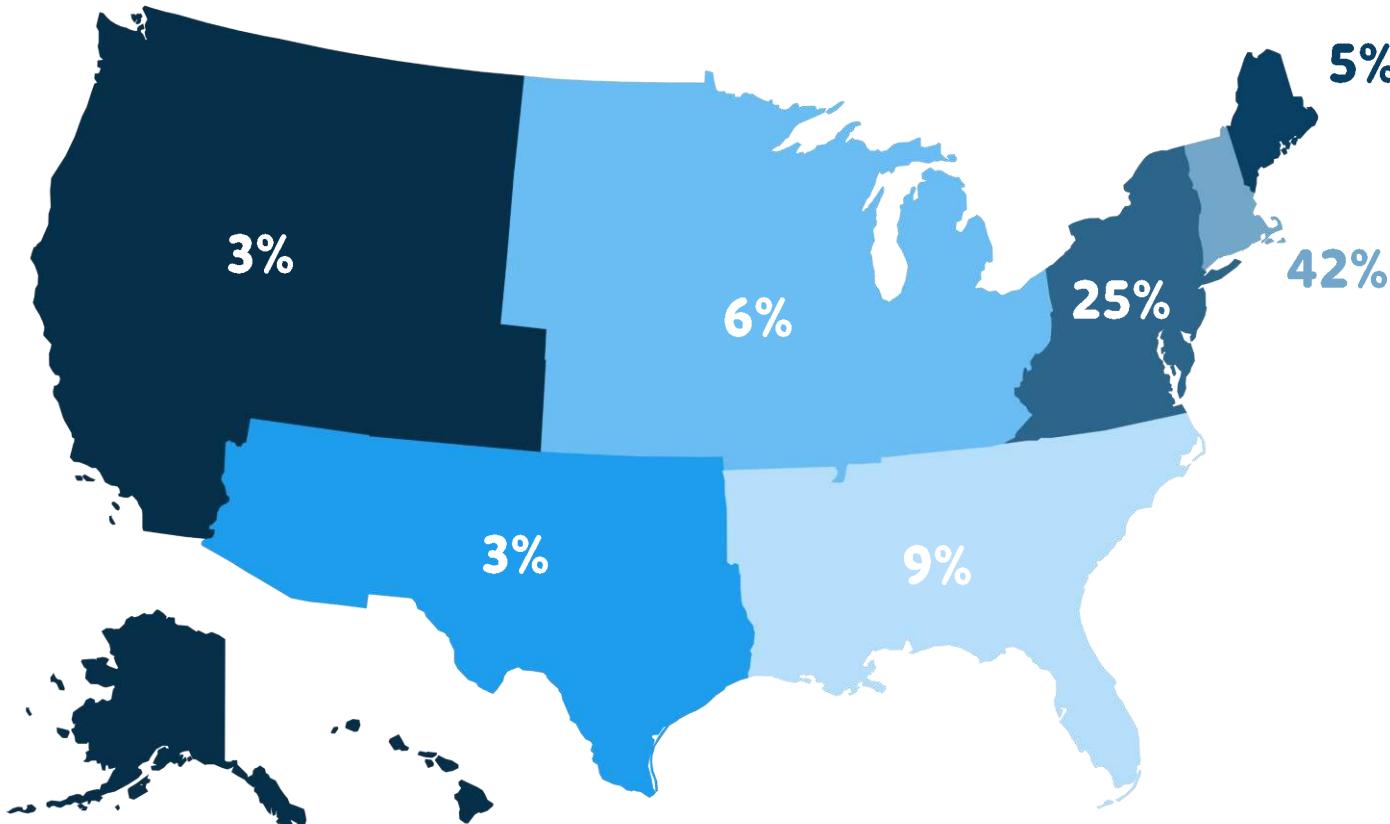
REGIONS OF ORIGIN

2% of visitors came from outside of the United States and Canada.
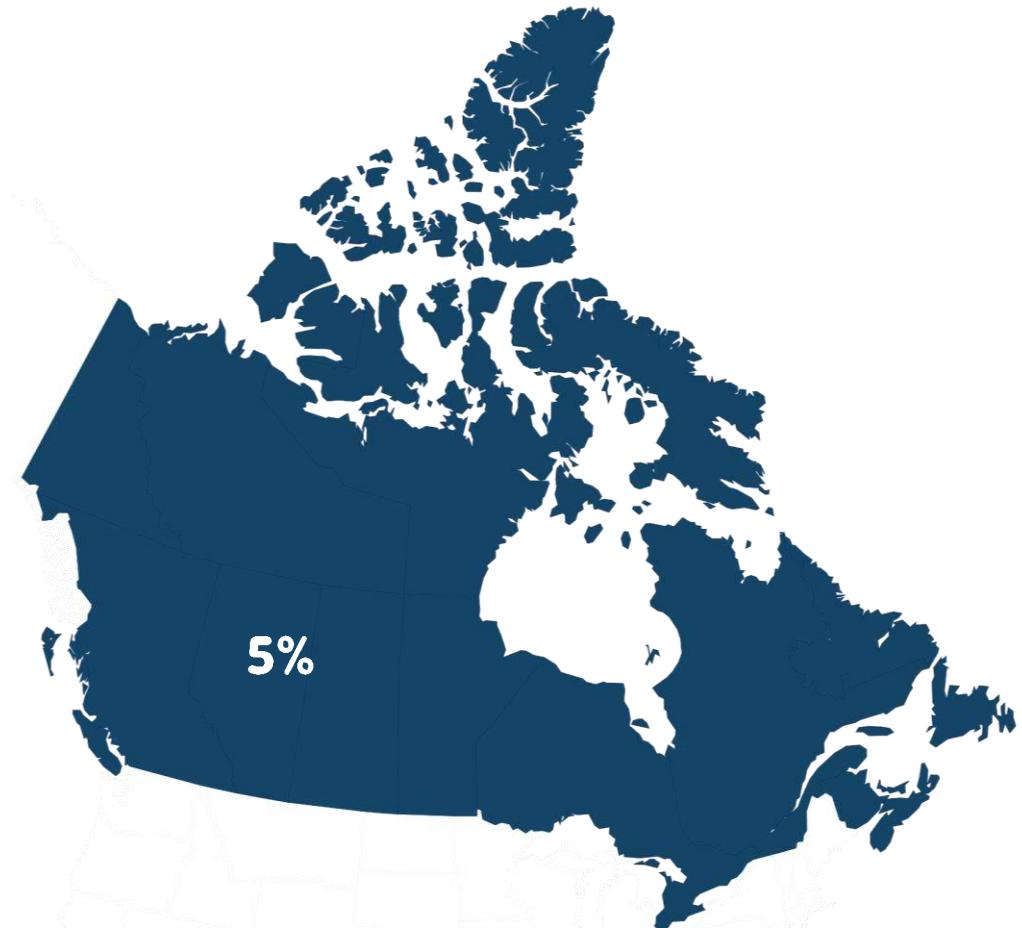
5% of visitors came from Canada.

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TOP ORIGIN STATES & PROVINCES
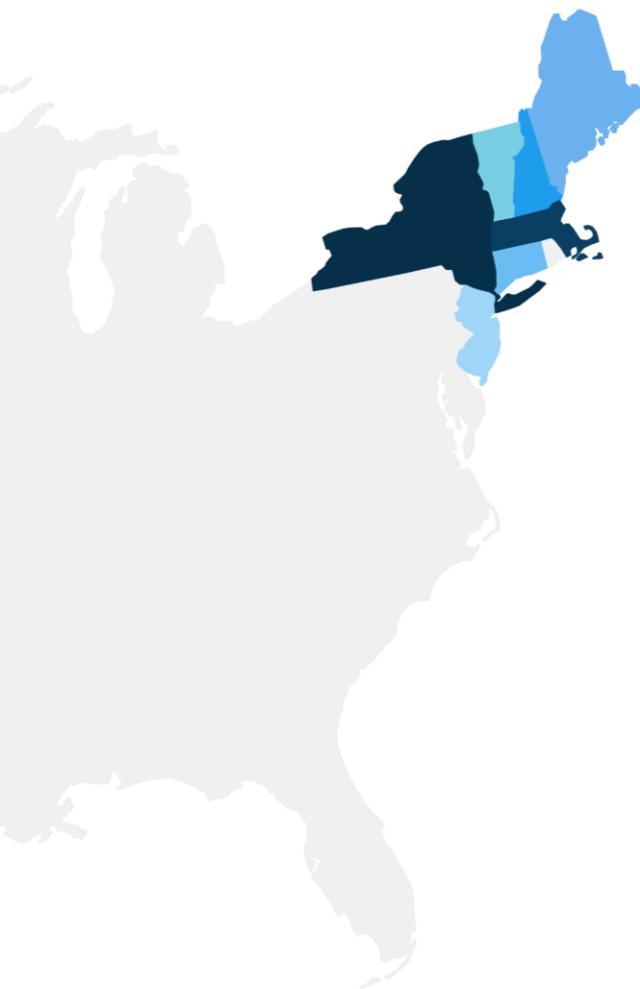
62% of visitors traveled from **7** U.S. states, including from other regions of Maine.

19% Massachusetts
12% New York
9% New Hampshire
7% Connecticut

5% Maine
5% New Jersey
5% Vermont

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TOP ORIGIN MARKETS

11% Boston
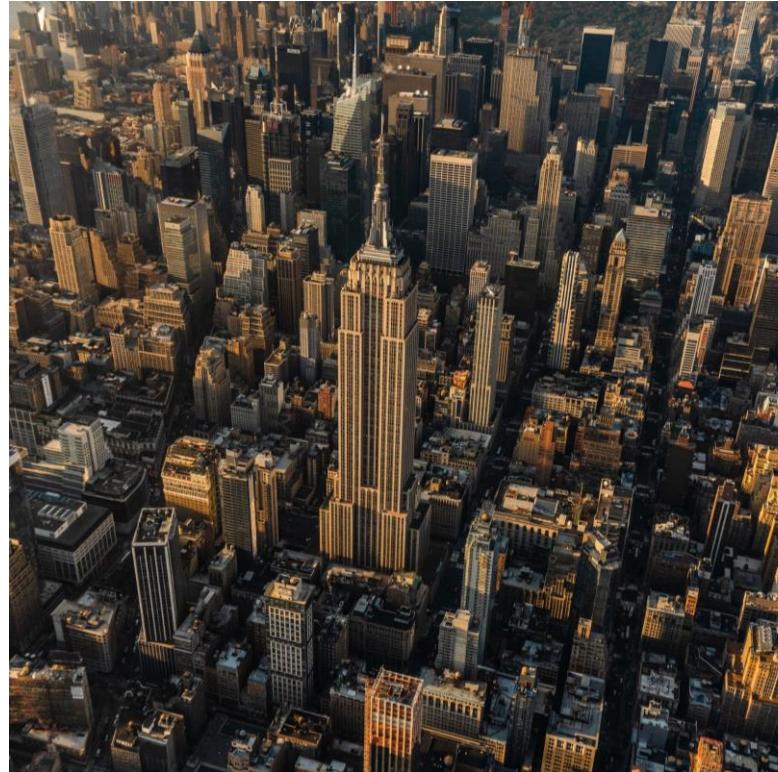
8% New York City[1]
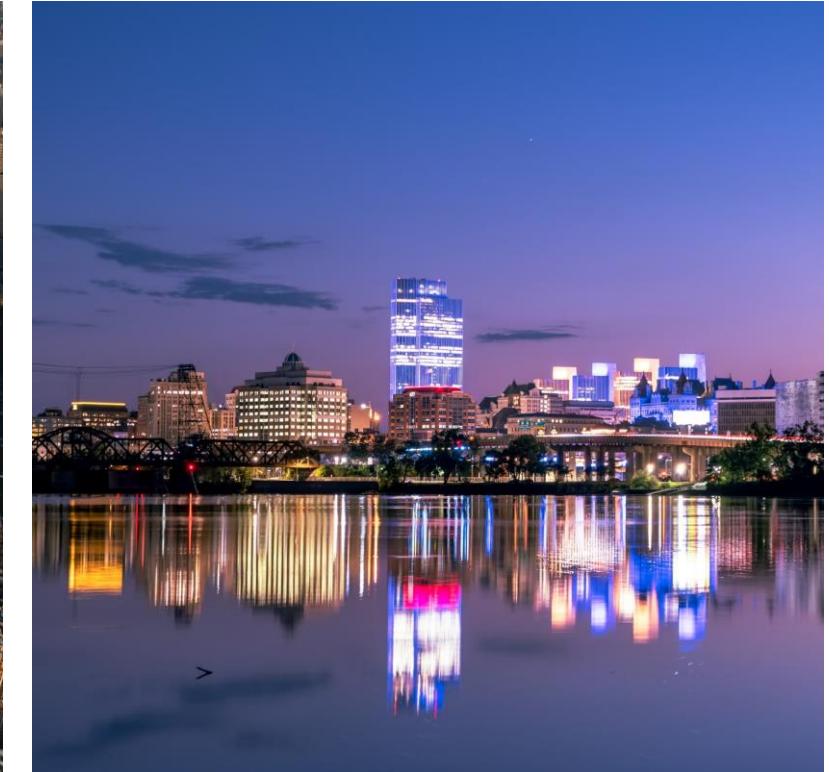
3% Albany

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

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TRAVEL PARTIES

The typical Maine visitor traveled with **2.7** people in their visitor party

20% visitors traveled with at least one person under the age of 18 in their travel party

VISITOR PROFILE

» The typical Maine visitor:
  » Is **53** years old[1]
  » Is white – **89%**
  » Is a college graduate – **80%**
  » Is married/in a domestic partnership – **82%**
  » Is employed full-time – **61%**
  » Has an annual household income[2] of **$108,600**

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

NEW & RETURNING VISITORS

» **17%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **48%** had previously traveled in Maine more than 10 times

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VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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TRANSPORTATION

» Maine is a drive-market for most visitors, with 85% choosing to travel by car over plane, motor coach/bus, or train

» Most visitors who flew to Maine arrived at Boston Logan International Airport

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NIGHTS STAYED

» **72%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **3.7*** 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

37% Hotel/motel/resort

28% Did not stay overnight

TOP IN-MARKET VISITOR RESOURCES*
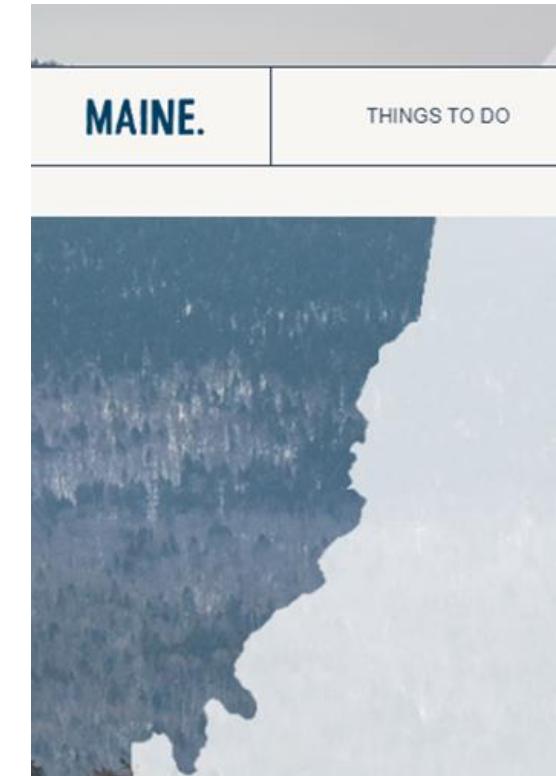
56% Navigation websites/apps (i.e., Google or Apple Maps, etc.)

52% Visitor Information Centers

40% Trip planning app

38% VisitMaine.com

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*Multiple responses permitted.

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TOP VISITOR ACTIVITIES*

78% Food/beverage/culinary

73% Touring/sightseeing

65% Shopping

*Multiple responses permitted.

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VISITING OTHER STATES & PROVINCES

» **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

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TRAVELING WITHIN MAINE

» About **1 in 6** visitors visited Downeast & Acadia and the Midcoast & Islands in addition to their primary destination within Maine

» Nearly **3 in 4** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (**+25%** points from 2022)

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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

» **99%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **93%** would definitely recommend (**+8%** points from 2022)

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LIKELIHOOD OF RETURNING TO MAINE

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

» **90%** of visitors were highly satisfied with their trip in Maine and will "definitely return" in the future

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SATISFACTION

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

» Nearly **9 in 10** visitors were very satisfied with their trip to Maine (**+18%** points from 2022)

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OVERCROWDING

» **50%** of visitors thought the number of visitors during their trip to Maine was fine

» **37%** of visitors though it was a little overcrowded

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DETAILED FINDINGS

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VISITOR JOURNEY: IMPACT OF TOURISM

Pre-Visit

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KEY PERFORMANCE INDICATORS

Economic Impact	2021	2022	2023	Δ% from '22
Number of Visitors	4,954,000	4,784,200	3,796,100	- 20.7%
Visitor Days*	NA	18,775,200	14,323,700	- 23.7%
Room nights generated	2,686,000	2,925,600	2,851,200	- 2.5%
Direct expenditures	$2,320,999,900	$2,706,455,400	$2,630,442,700	- 2.8%
Total economic impact	$3,505,952,700	$4,082,803,600	$3,955,972,700	- 3.1%

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

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EMPLOYMENT IMPACTS

Maine Beaches Jobs	2021	2022	2023	Δ% from '22
Jobs supported (direct)	27,900	32,400	26,700	- 17.6%
Total jobs supported	36,600	42,100	34,300	- 18.5%*

Maine Beaches Wages	2021	2022	2023	Δ% from '22
Wages paid (direct)	$900,636,100	$1,063,881,200	$1,029,371,600	- 3.2%
Total wages paid	$1,250,455,700	$1,472,139,500	$1,424,161,900	- 3.3%

*Changes in jobs supported are largely due to year over year differences in IMPLAN modeling, however, there is a national trend of hotels employing fewer people.

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RETURN ON INVESTMENT

Return on Investment	2021	2022	2023
Visitors per job supported	135	114	111
State & local taxes supported	$294,129,300	$339,776,400	$370,171,500
Tax savings per household	$3,448	$3,865	$4,140

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LODGING METRICS*

Lodging Metrics	2021	2022	2023	Δ% from '22
Occupancy Rate (%)	49.1%	55.7%	50.9%	- 8.7%
Average Daily Rate	$202.15	$215.43	$199.37	- 7.5%
RevPAR	$99.26	$119.99	$101.42	- 15.5%
Total Lodging Revenue**	$574,420,400	$656,521,900	$671,899,900	+ 2.3%

*Lodging metrics include all paid accommodations type like hotels, vacation rentals, B&B, etc.
Sources: Key Data & STR.
More units available in 2023.
**Source: State of Maine Revenue Services.

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VISITOR JOURNEY : PRE-VISIT

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

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TRIP PLANNING CYCLE

» Typical visitors began planning their trip **52 days** in advance (+5 days from 2022)

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

» Typical visitors booked their accommodations **50 days** in advance (+6 days from 2022)

» **60%** of visitors have a booking window of less than 3 months

Beginning of Trip Planning Cycle

A week or less	16%
2 - 3 weeks	12%
1 - 2 months	30%
3 - 4 months	23%
5 - 6 months	10%
7 months - 1 year	7%
More than 1 year	2%
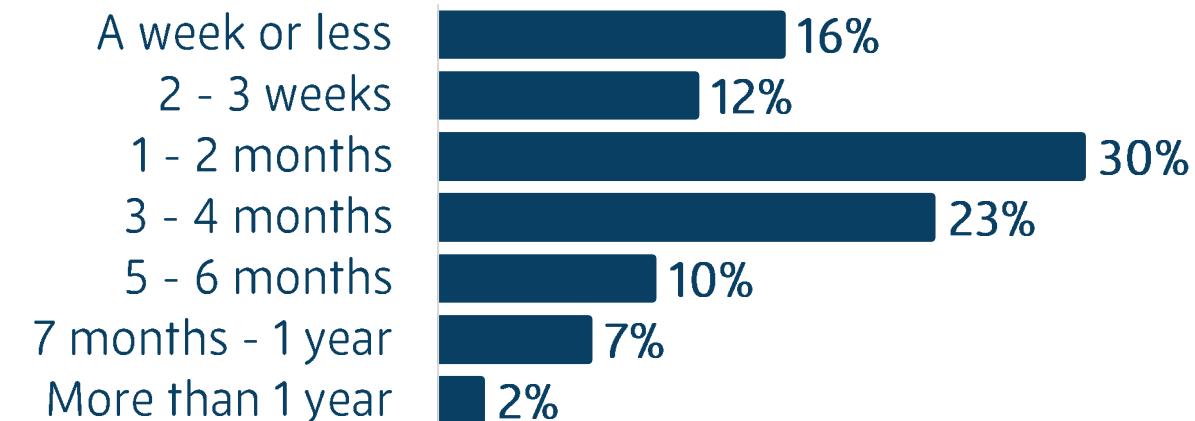
Booked Accommodations/Made Trip Decisions

A week or less	18%
2 - 3 weeks	13%
1 - 2 months	29%
3 - 4 months	22%
5 - 6 months	9%
7 months - 1 year	7%
More than 1 year	2%

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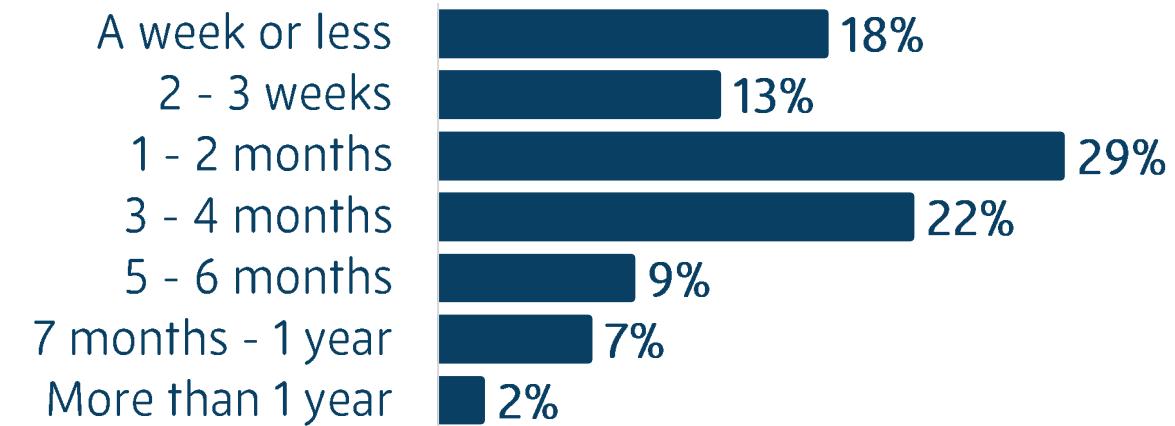
ONLINE TRIP PLANNING SOURCES*

» About **7 in 10** visitors used one or more online resources to help them plan their trip in Maine

» Nearly **2 in 5** visitors used VisitMaine.com to help them plan their trip in Maine (+8% points from 2022)

» Nearly **3 in 10** used TheMaineBeaches.com (+17% points from 2022)

Source	%
VisitMaine.com	36%
TheMaineBeaches.com	28%
Online travel agency	24%
Online search engines	23%
Hotel websites	17%
TripAdvisor	16%
DowneastAcadia.com	10%
Airbnb	9%
VRBO/HomeAway	7%
MainesMidCoast.com	7%
MaineTourism.com	7%
Facebook	5%
Traveler reviews/blogs/stories	4%
Instagram	3%
YouTube	3%
VisitPortland.com	3%
Airline websites	2%
Vacation rental websites	2%
Visit Maine social media	2%
DiscoverNewEngland.com	1%
KennebecValley.org	1%
MaineLakesandMountains.com	1%
Twitter	1%
VisitBarHarbor.com	1%
VisitAroostook.com	<1%
TheMaineHighlands.com	<1%
Other	4%
None	29%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

» **1 in 3** visitors used travel guides/brochures to help plan their trip in Maine (+9% points from 2022)

» Nearly **3 in 10** called the Maine Office of Tourism (+10% points from 2022)

» Over **1 in 3** visitors did not use any other resources to help them plan their trip in Maine

Source	%
Travel guides/brochures	33%
Called the Maine Office of Tourism	27%
Advice from friends/family	20%
Visit Maine e-newsletter	17%
Visitor Guide	9%
Travel books & magazines	7%
AAA	6%
Articles or travelogues	6%
Travel planning apps	4%
Called local convention and visitors bureaus	1%
Called local Chambers of Commerce	1%
Called another Maine Tourism/Lodging Association	1%
Travel agent	1%
Other	2%
None	35%

*Multiple responses permitted.

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REASONS FOR VISITING*

» Nearly **half** of visitors came to the area to sightsee and tour

» Over **2 in 5** visitors came to relax and unwind or for the beach (+8% points from 2022)
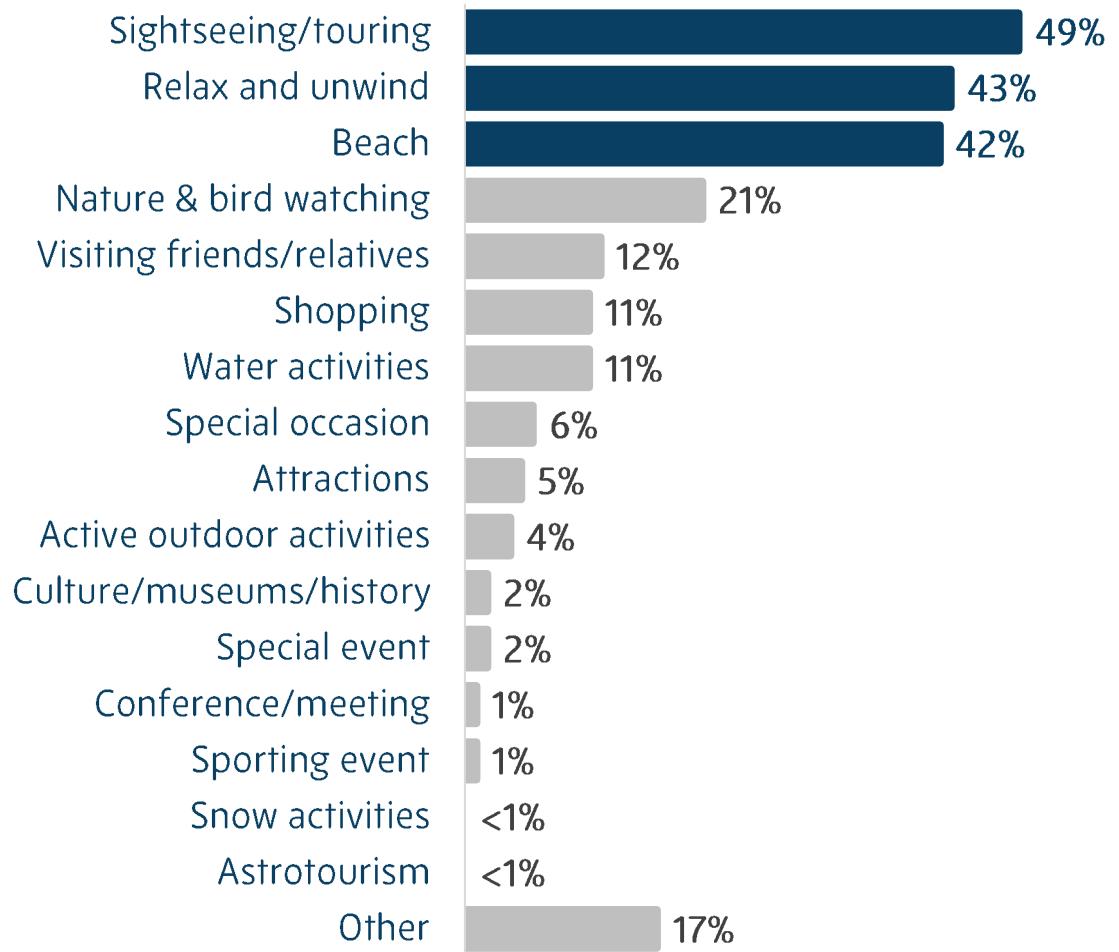
Sightseeing/touring — 49%
Relax and unwind — 43%
Beach — 42%
Nature & bird watching — 21%
Visiting friends/relatives — 12%
Shopping — 11%
Water activities — 11%
Special occasion — 6%
Attractions — 5%
Active outdoor activities — 4%
Culture/museums/history — 2%
Special event — 2%
Conference/meeting — 1%
Sporting event — 1%
Snow activities — <1%
Astrotourism — <1%
Other — 17%

*Multiple responses permitted.

TV SHOWS & FILM*

Base: 2% of visitors who were inspired by a TV show or film

» **2%** of visitors said a TV show or film inspired their trip to Maine

» **68%** of visitors who were inspired by a TV show or film said it made them think about Maine as a place to visit

» **1%** 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	68%
Visiting a location related to a TV show or film was the main reason I visited Maine	19%
I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor	13%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	<1%
Something else	<1%

*Questions were not asked until January 2023.

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OTHER STATES & PROVINCES CONSIDERED*

» Over **7 in 10** visitors considered visiting **ONLY** Maine while planning their trips (+5% points from 2022)

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

No other states/provinces	73%
Massachusetts	15%
New Hampshire	14%
Vermont	9%
Connecticut	6%
Rhode Island	5%
New York	3%
New Brunswick	1%
Nova Scotia	1%
Prince Edward Island	1%
Quebec	1%
Newfoundland and Labrador	<1%
Ontario	<1%
Other	1%

*Multiple responses permitted.

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PRE-TRIP RECALL OF ADVERTISING*
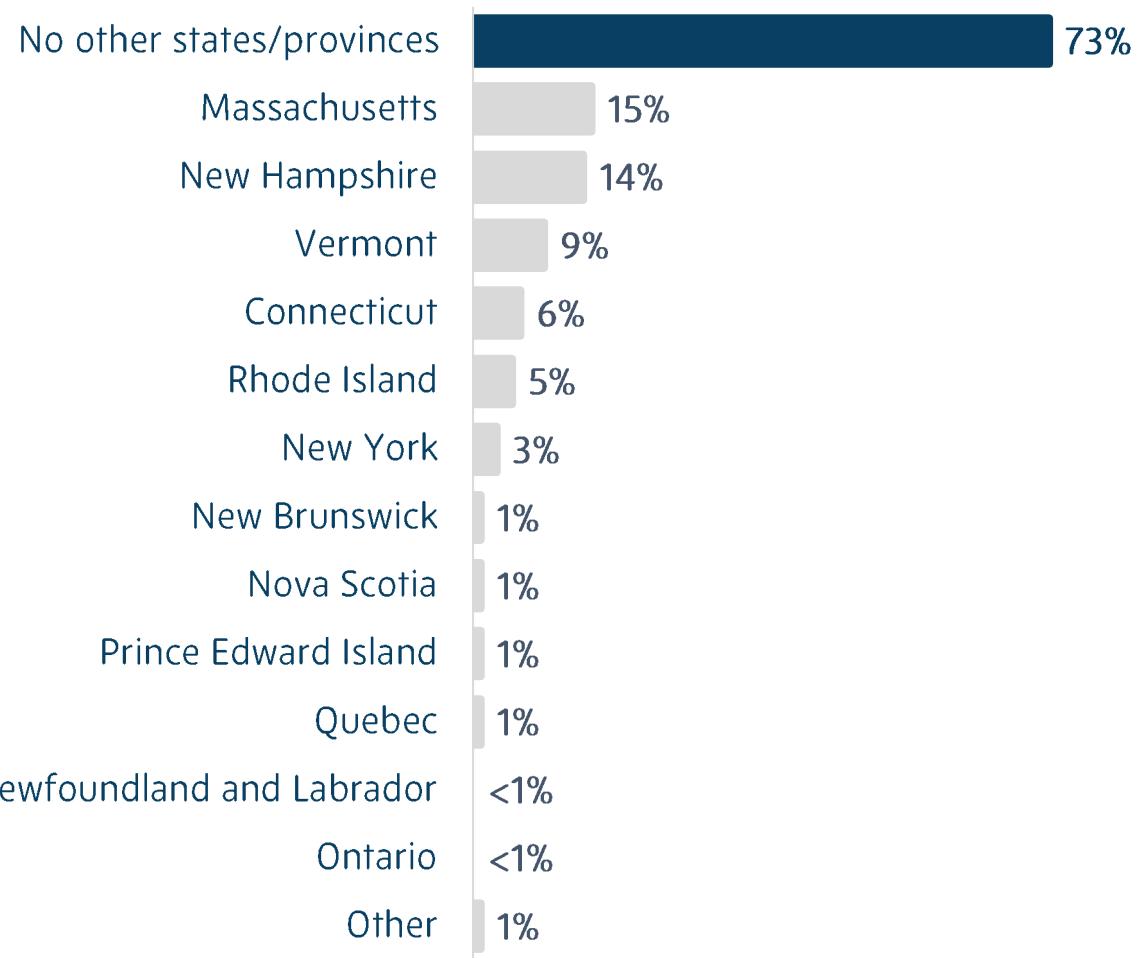
Base: 34% of visitors who noticed advertising

» About **1 in 3** visitors recalled advertising or promotions for Maine prior to their trip (-3% points from 2022)

» About **2 in 5** visitors who recalled this advertising saw it on social media (+9% points from 2022) or on TV (+14% points from 2022)

» This information influenced **9% of all** visitors to visit Maine (-7% points from 2022)

Source	%
Social media	42%
Cable or satellite television	37%
Internet	21%
Radio	11%
Magazine	10%
Maine travel/visitor guide	7%
VisitMaine.com	7%
AAA	6%
Traveler reviews/blogs	5%
Online streaming service	4%
Newspaper	4%
Brochure	3%
Deal – based promotion	2%
Billboard	2%
Music/podcast streaming	2%
Other	3%
Not sure	1%

*Multiple responses permitted.

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VISITOR JOURNEY : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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VISITOR ORIGINS

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TOP ORIGIN STATES & PROVINCES

» **82%** of visitors traveled to/within Maine from 14 U.S. states and Canadian provinces

» **19%** of visitors were residents of Maine traveling throughout the state

State/Province	Percent
Massachusetts	19%
New York	12%
New Hampshire	9%
Connecticut	7%
Maine	5%
New Jersey	5%
Vermont	5%
Florida	4%
Pennsylvania	4%
Quebec	4%
Texas	2%
Virginia	2%
Maryland	2%
Rhode Island	2%

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TOP ORIGIN MARKETS

» **1 in 3** visitors traveled from **8** U.S. and international markets

» **19%** of visitors traveled to Maine from Boston or New York City

Market	Percent
Boston	11%
New York City[1]	8%
Albany	3%
Washington DC - Baltimore[2]	3%
Manchester, NH	2%
Providence, RI	2%
Hartford, CT	2%
Philadelphia	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 **2.7** people

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

» Nearly **1 in 3** visitors traveled as a family

» **20%** of visitors traveled with one or more children in their travel party

Travel Party Composition

As a couple	50%
As a family	32%
With other couples/friends	9%
Traveled alone	7%
With business associates	1%
In a tour group	1%
Other	<1%

Children in Travel Party*

No children	80%
Children younger than 6	3%
Children 6 – 12	14%
Children 13 – 17	10%

*Multiple responses permitted.

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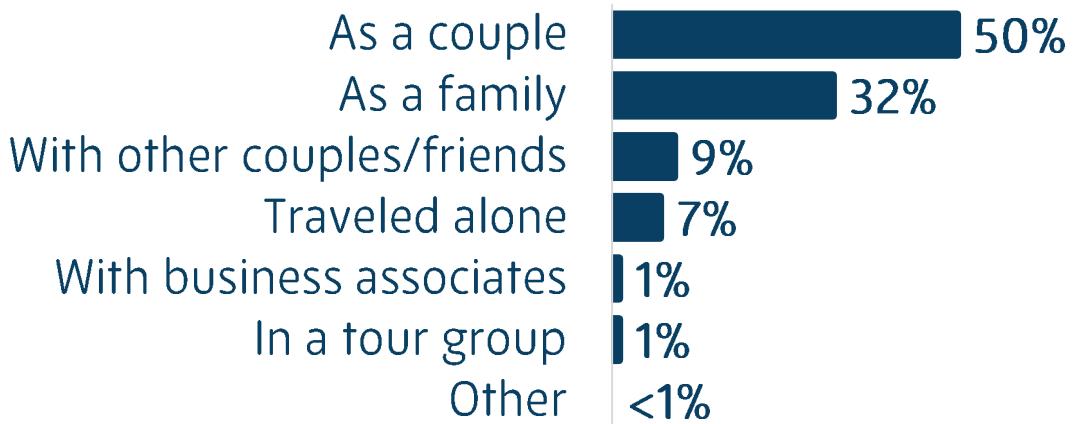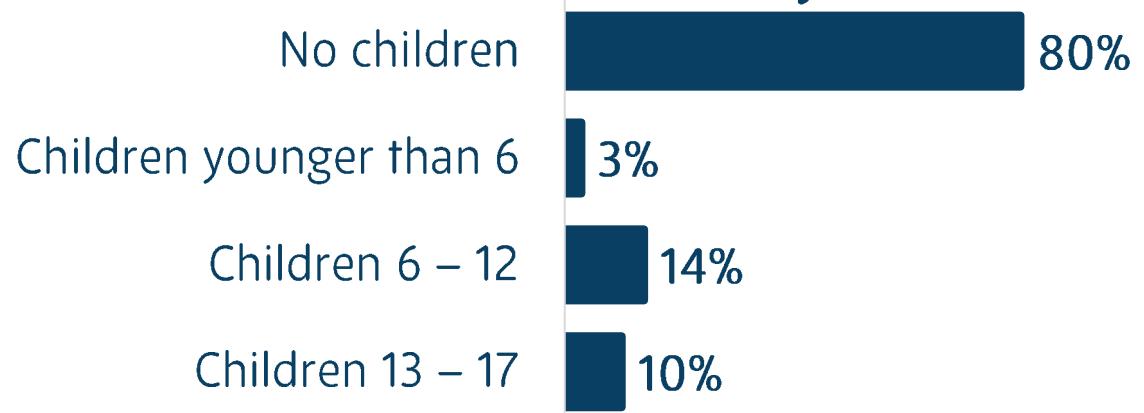
GENDER

» Over half of visitors to Maine interviewed were females*

Female
52%

Male
48%
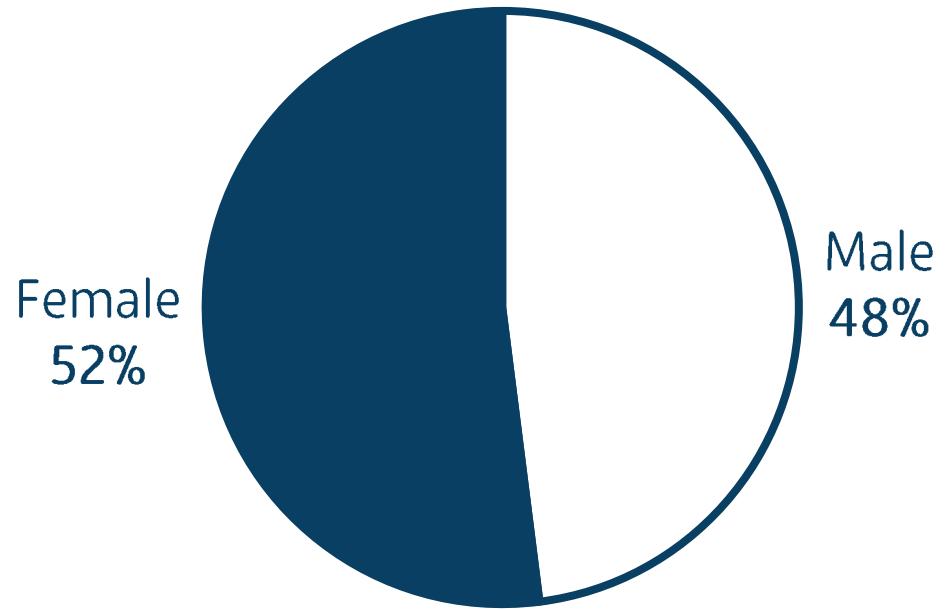
*May be influenced by visitors' willingness to take a survey.

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AGE

» The average age of visitors to Maine is **53** years old

Under 25 ▮ 2%
25 - 34 ▮ 11%
35 - 44 ▮ 21%
45 - 54 ▮ 20%
55 - 65 ▮ 25%
Over 65 ▮ 21%

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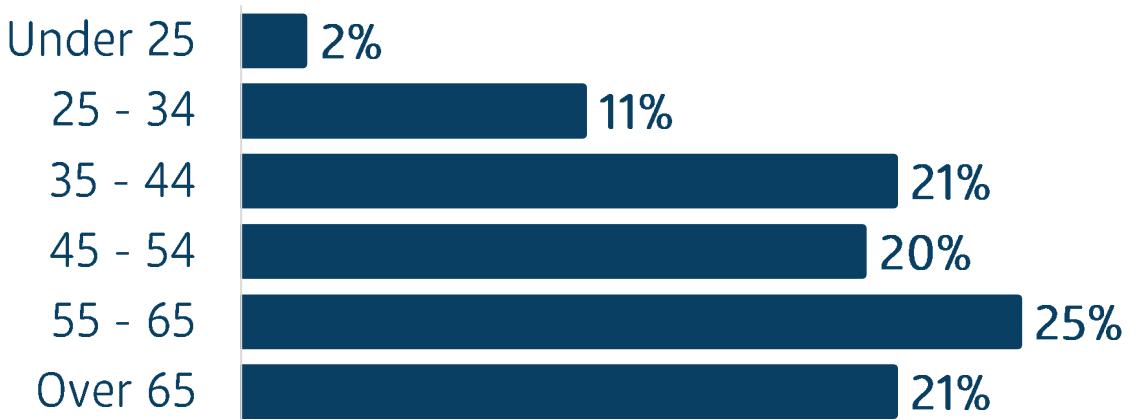
RACE & ETHNICITY

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

White ████████████████████████ **89%**
Asian ██ **5%**
Hispanic ██ **4%**
Black █ **2%**
Indigenous **<1%**
Other **<1%**

EDUCATIONAL ATTAINMENT

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

High school or less **8%**

Some college or technical school **12%**

College or technical school graduate **54%**

Graduate school **26%**
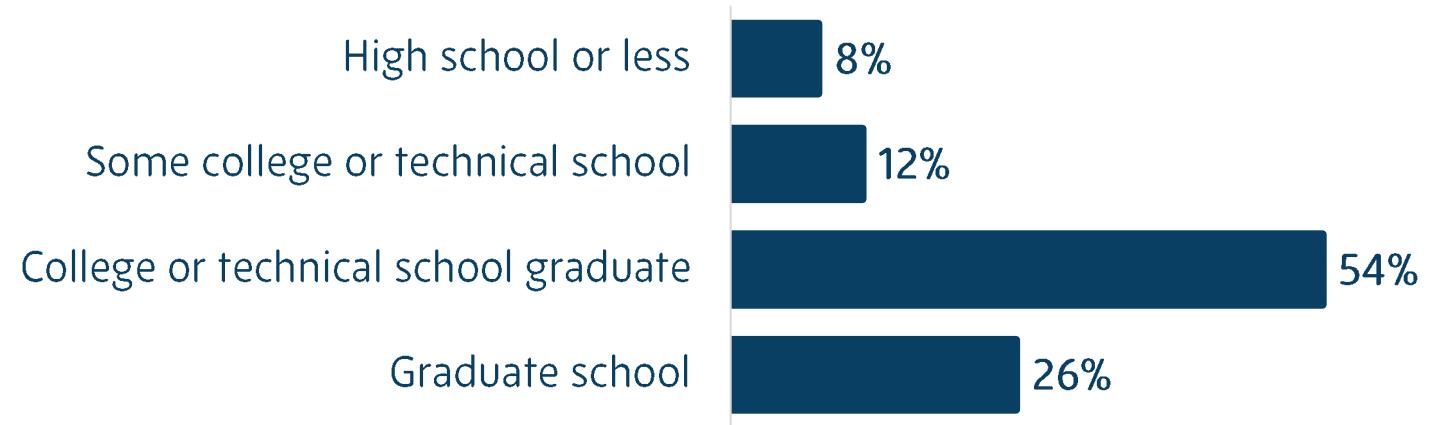
MARITAL STATUS

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

Single/widowed
18%

Married/living with partner
82%

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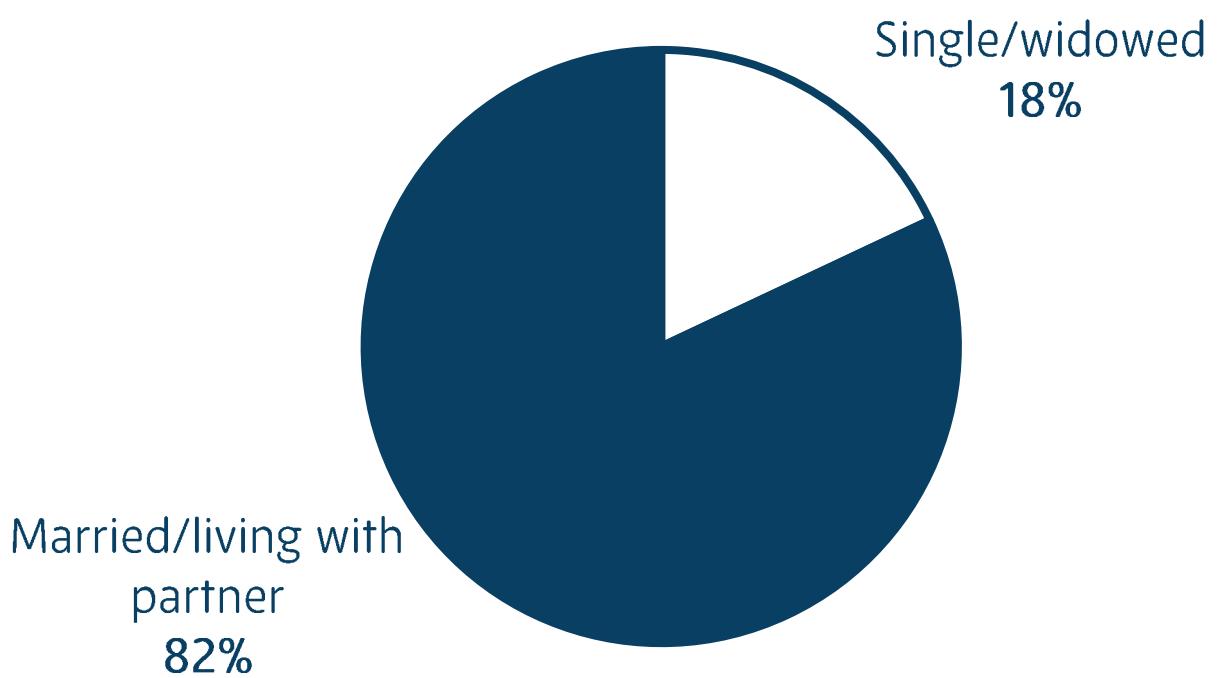
EMPLOYMENT STATUS

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

Employed full-time — 61%
Employed part-time — 7%
Contract/freelance/temporary employee — 2%
Retired — 27%
Not currently employed — 2%
Student — 1%

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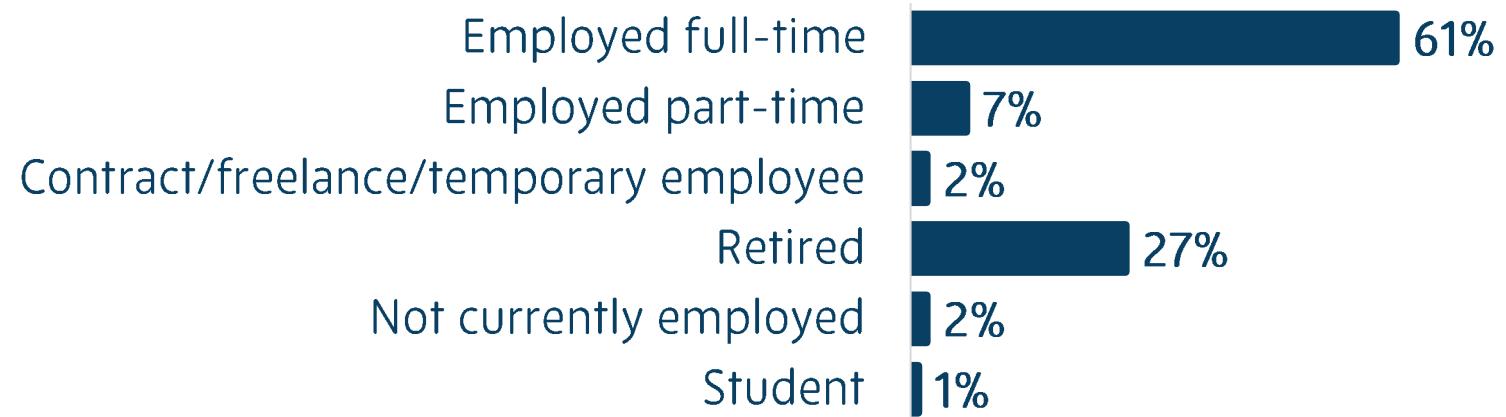
HOUSEHOLD INCOME

» The average household income of visitors to Maine is **$108,600** per year

» **21%** of visitors to Maine earned more than $150,000 per year

Income	Percentage
Less than $25,000	2%
$25,000 - $49,999	6%
$50,000 - $74,999	11%
$75,000 - $99,999	25%
$100,000 - $149,999	35%
$150,000 - $199,999	15%
$200,000 - $249,999	4%
$250,000 or more	2%

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NEW & RETURNING VISITORS

» **17%** of visitors were traveling in Maine for the first time

» Maine has high repeat and loyal visitors, as **48%** had previously traveled in Maine more than 10 times

This is my first time	17%
2 - 5 times	19%
6 - 10 times	16%
11+ times	48%

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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 **85%** choosing to travel by car over plane, motor coach/bus, or train

» Most visitors who flew to Maine arrived at Boston Logan International Airport

Drove to Maine — 85%

Flew into Boston Logan Intl — 9%

Flew into Portland Intl Jetport — 2%

Flew into Bangor Intl Airport — 1%

Took a motor coach tour or bus — 1%

Other — 2%

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NIGHTS STAYED

» **72%** of visitors stayed one or more nights in Maine on their trip

» Typical visitors stayed **3.7*** nights in Maine on their trips

» Typical visitors staying overnight in paid accommodations stayed **4.2** nights in Maine on their trips
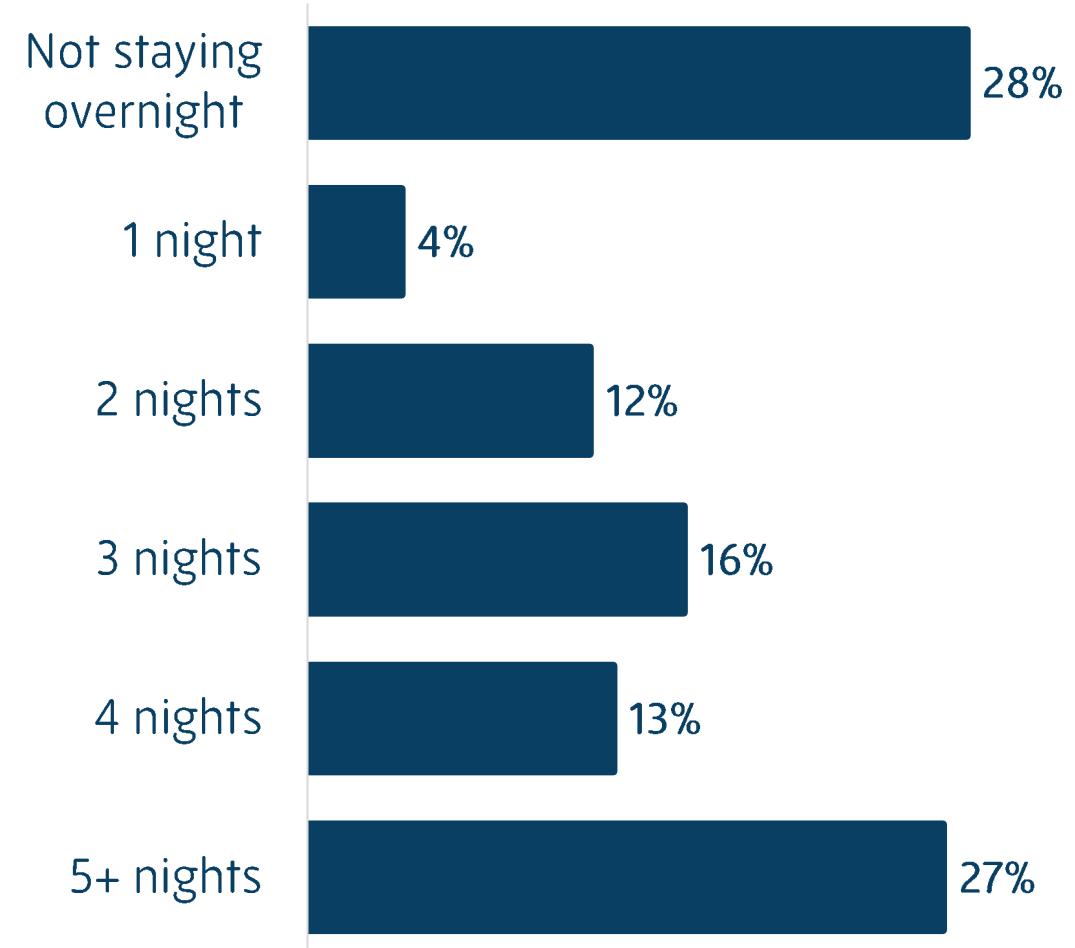
Not staying overnight	28%
1 night	4%
2 nights	12%
3 nights	16%
4 nights	13%
5+ nights	27%

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

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ACCOMMODATIONS

» Nearly **2 in 5** visitors stayed overnight at a hotel/motel/resort (+8% points from 2022)

» Nearly **3 in 10** visitors to Maine did not stay overnight

Accommodation	Percentage
Hotel/motel/resort	37%
Not spending the night	28%
Friends/family home	12%
Vacation rental home	10%
Personal second home	6%
Campground/RV Park	3%
Bed & Breakfast/Inn	2%
Wilderness camping	<1%
Sporting camp/wilderness lodge	<1%
Outdoor Outfitter	<1%
Other	2%

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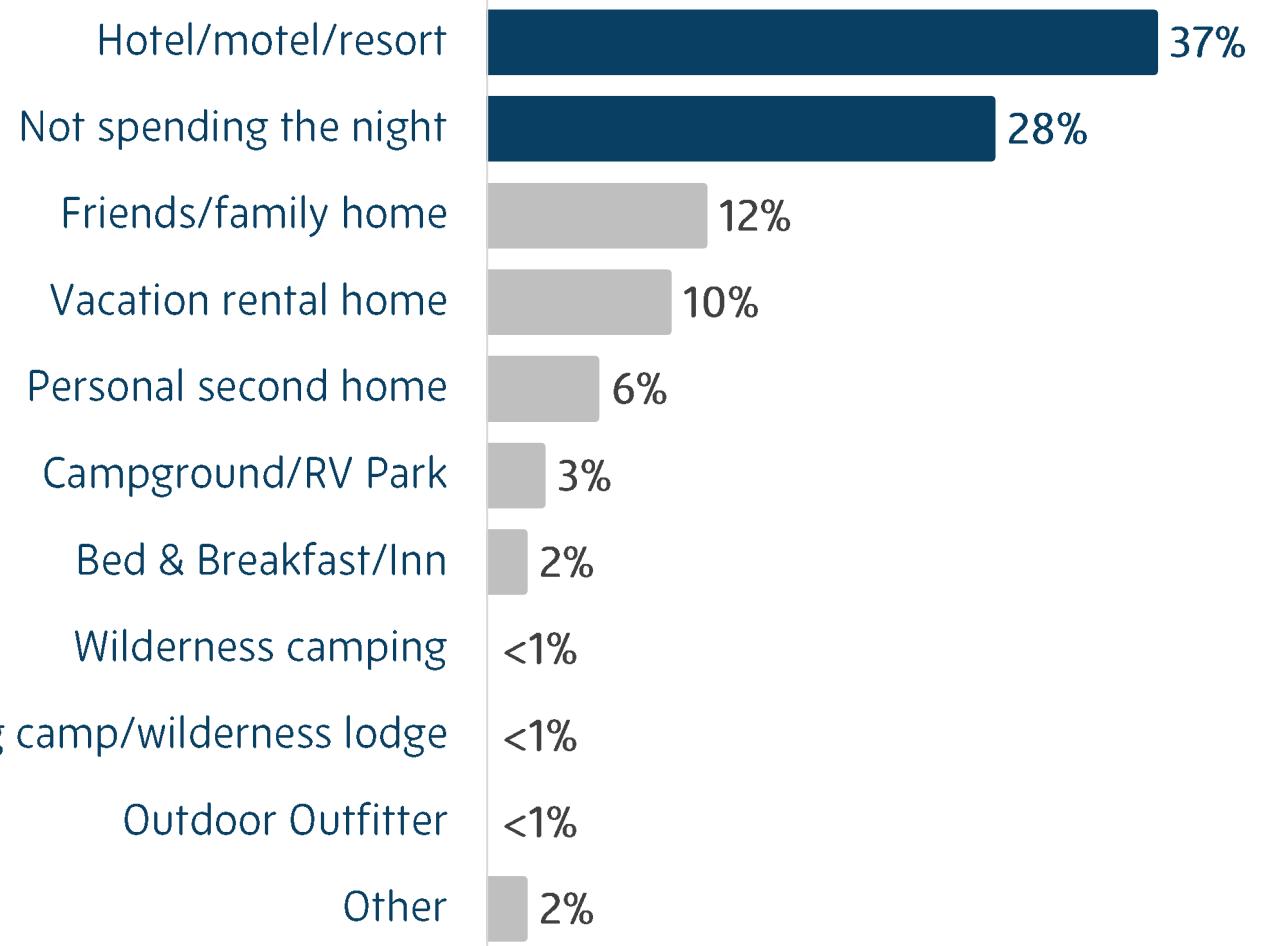
BOOKING METHODS

» Over **2 in 5** of visitors who stayed in paid accommodations during their trip booked their lodging directly with the hotel/condo

» **1 in 3** used an online travel agency to book their lodging

Directly with the hotel/condo — 41%

Online travel agency — 33%

Short term rental service — 9%

Airbnb — 8%

Vacation rental company — 1%

Offline travel agent — 1%

Group tour operator — 1%

Travel package provider — <1%

Other* — 6%
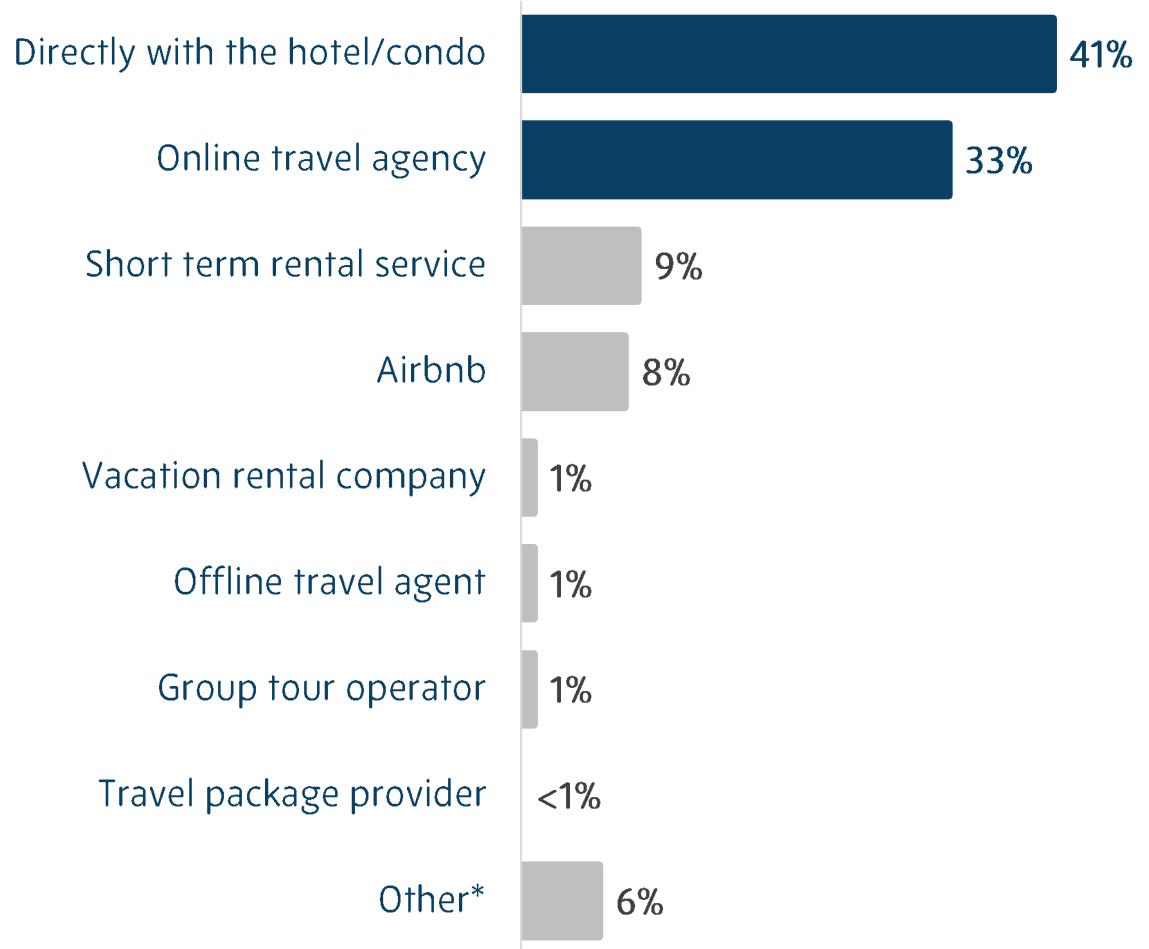
IN-MARKET VISITOR RESOURCES*

» Visitors were most likely to rely on navigation websites/apps (i.e., Google Maps, etc.) to plan activities in-market

» Over **half** of visitors went to visitor information centers (+4% points from 2022)

» Nearly **2 in 5** visitors used a trip planning app or VisitMaine.com (+4% points from 2022)

Resource	Percent
Navigation website/apps	56%
Visitor Information Centers	52%
Trip planning app	40%
VisitMaine.com	38%
Hotel/resort website/app	30%
Materials from hotel/campground	30%
Destination social media	28%
Restaurant website/app	10%
Personal social media	7%
Booking website/app	3%
Chambers of Commerce	2%
Airline website/app	1%
Other	4%
None	10%

*Multiple responses permitted.

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VISITOR ACTIVITIES*

» **78%** of visitors engaged in food/beverage/culinary activities during their trip to Maine

» Nearly **3 in 4** visitors went touring/sightseeing during their trip to Maine

Activity	Percentage
Food/beverage/culinary	78%
Touring/sightseeing	73%
Shopping	65%
Water activities	47%
Active outdoor activities	33%
Entertainment/attractions	21%
History/culture	17%
Astrotourism	3%
Business conference/meeting	1%
Other	3%

*Multiple responses permitted.

FOOD & BEVERAGE ACTIVITIES*

Ate other local seafood — 64%
Ate lobster — 61%
Going to local brew pubs/craft breweries — 49%
Enjoying local food at fairs/festivals — 40%
Enjoyed high-end cuisine or five-star dining — 33%
Visited Farmer's Markets — 30%
Consumed other locally produced Maine foods — 28%
Ate farm-to-table or organic cuisine — 17%
Enjoyed unique Maine food or beverages — 13%
Other — 3%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

Activity	Percentage
Sightseeing	68%
Enjoying the ocean views/rocky coast	68%
Driving for pleasure	61%
Wildlife viewing/bird watching	56%
Nature cruises or tours	48%
Photography	44%
Tours of communities/local architecture	27%
Enjoying the mountain views	16%
Viewing fall colors	11%
Other	4%

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SHOPPING ACTIVITIES*

Shopping in downtown areas — 38%
Shopping for gifts/souvenirs — 37%
Outlet shopping — 36%
Shopping for unique/locally produced goods — 30%
Shopping for antiques/local arts and crafts — 28%
Shopping for "Made in Maine" products — 27%
Shopping at malls — 6%
Other — 1%

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WATER ACTIVITIES*

Activity	Percentage
Going to the beach	31%
Fishing	24%
Outdoor swimming	22%
Pool swimming	21%
Canoeing/kayaking	19%
Surfing	17%
Motor boating	8%
Sailing	6%
Water skiing/jet skiing	4%
White water rafting	2%
Other	1%

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ACTIVE OUTDOOR ACTIVITIES*

- Hiking/climbing/backpacking — 28%
- Exploring State and National Parks — 17%
- Bicycling touring — 15%
- Mountain/Fat Biking — 9%
- Riding all-terrain vehicles — 8%
- Camping — 7%
- Hunting — 2%
- Alpine skiing/snowboarding — 1%
- Nordic skiing — 1%
- Snowshoeing — 1%
- Snowmobiling — 1%
- Other — 4%

*Multiple responses permitted.

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ENTERTAINMENT ACTIVITIES*

Activity	Percentage
Bars/nightlife	5%
Amusement/theme parks	4%
Animal parks/zoos	3%
Agricultural fairs	3%
Attend sporting events	3%
Outdoor fun centers	1%
Water parks	1%
Children's museums	<1%
Summer camps	<1%
Horseback riding	<1%
Other	4%

*Multiple responses permitted.
**Other includes attending plays or house shows.

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HISTORICAL & CULTURAL ACTIVITIES*

Visit historic sites/museums — 12%
Visit art museums/local artisan studios — 10%
Attend plays/musicals/theatrical events — 8%
Attend popular music concerts/events — 7%
Get to know the local people and/or culture — 7%
Attend operas/classical music events — 4%
Painting/drawing/sketching — 4%
Other — 3%

*Multiple responses permitted.

Maine Beaches

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DAILY TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$275	$0	$0
Transportation	$52	$56	$37
Groceries	$36	$51	$15
Restaurants	$157	$119	$119
Shopping	$96	$75	$105
Activities & Attractions	$118	$94	$60
Other	$24	$19	$13
Daily Spending	**$758**	**$414**	**$349**

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TOTAL TRAVEL PARTY SPENDING

	Paid Lodging	Unpaid Lodging	Day Trippers
Accommodations	$1,158	$0	$0
Transportation	$219	$347	$37
Groceries	$152	$316	$15
Restaurants	$661	$738	$119
Shopping	$404	$465	$105
Activities & Attractions	$497	$583	$60
Other	$101	$118	$13
Total Spending	**$3,193**	**$2,567**	**$349**

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LODGING AMENITIES*

» An amenity, e.g., food, resort fee, recreation fee, parking, etc., was included in the room price for **94%** of visitors

» Price for accommodations included parking for **9 in 10** visitors

» Food was included in accommodations' pricing for over **half** of visitors

Parking — 90%
Food — 55%
Recreation — 10%
Resort fee — 2%
Other — 3%
None — 6%

*Multiple responses permitted.

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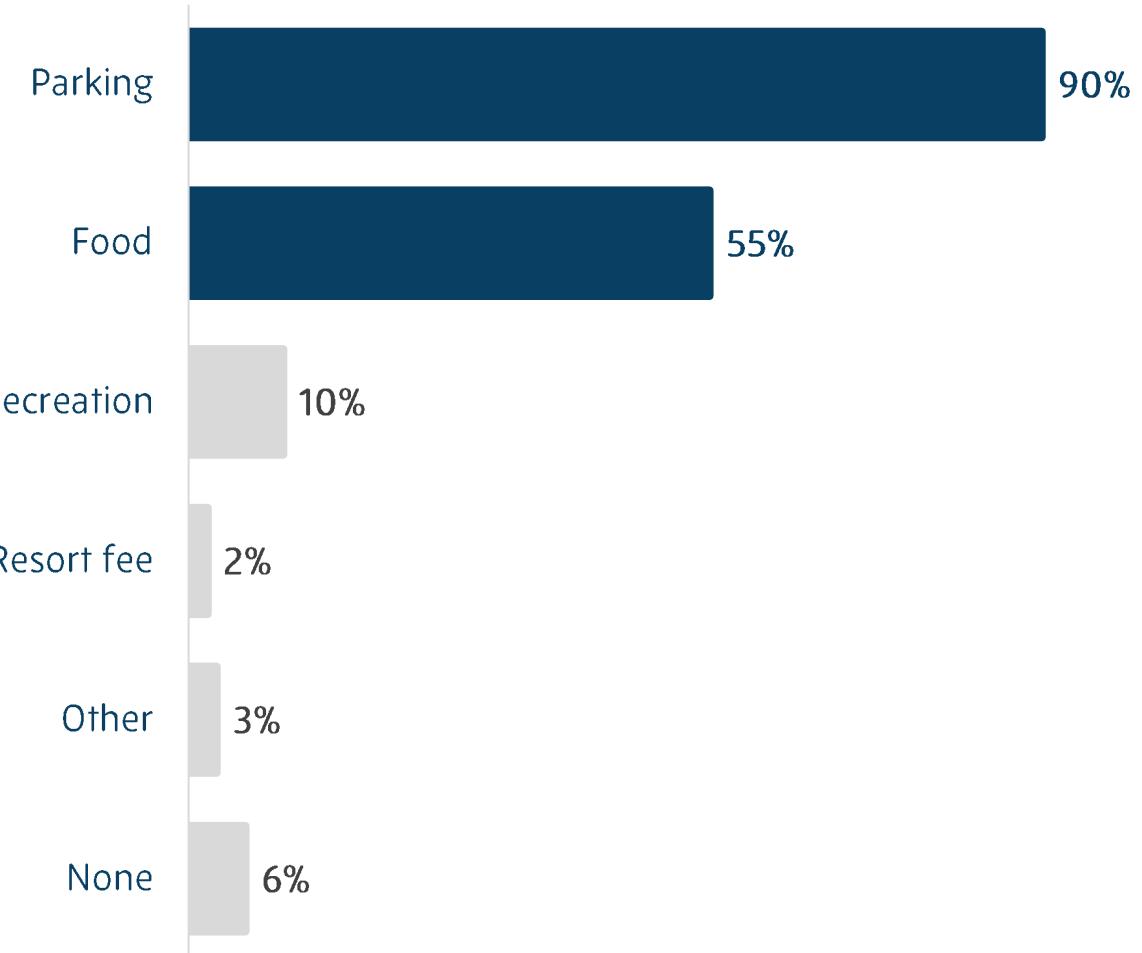
OTHER STATES & PROVINCES VISITED*

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

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

No other states/provinces	66%
Massachusetts	20%
New Hampshire	18%
Vermont	9%
Connecticut	8%
Rhode Island	5%
New York	4%
New Brunswick	1%
Nova Scotia	1%
Quebec	1%
Newfoundland and Labrador	<1%
Ontario	<1%
Prince Edward Island	<1%
Other	1%

*Multiple responses permitted.

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TRAVELING WITHIN MAINE*

» Nearly **3 in 4** visitors stayed within the region of their primary destination during their trip in Maine, rather than traveling throughout the state (+25% points from 2022)

Region	Percentage
No other regions	73%
Downeast & Acadia	18%
Midcoast & Islands	16%
Greater Portland & Casco Bay	15%
Maine Lakes & Mountains	5%
Kennebec Valley	3%
The Maine Highlands	3%
Aroostook County	2%
Other	<1%

*Multiple responses permitted.

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VISITOR JOURNEY : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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RECOMMENDING MAINE & ITS REGIONS

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

» **99%** of visitors would recommend that their friends and family visit the specific region of Maine that they traveled to on their trip – **93%** would definitely recommend (+8% points from 2022)

Likelihood of Recommending Maine

Would recommend Maine	98%
Would not recommend Maine	1%
Not sure	1%
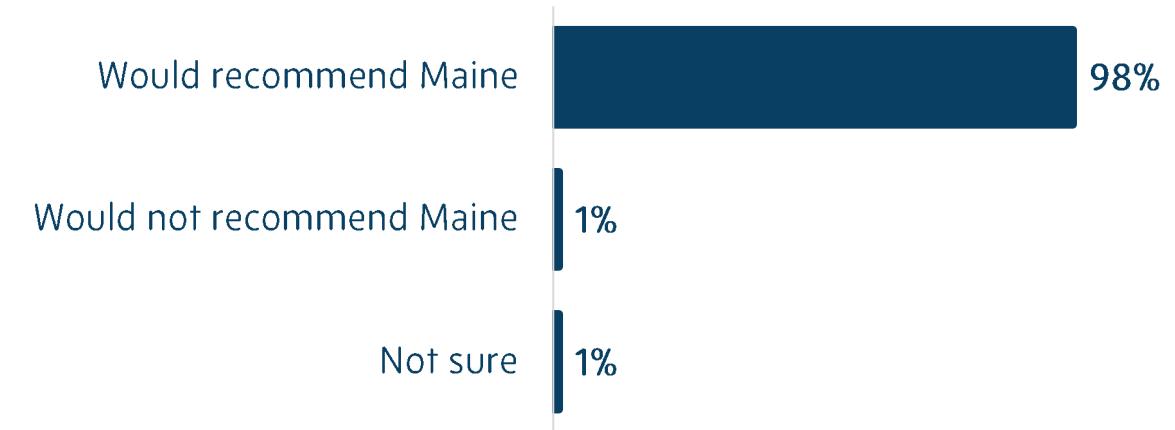
Likelihood of Recommending Region Visited

Definitely recommend region	93%
Probably would recommend region	6%
Would not recommend region	<1%
Not sure	1%

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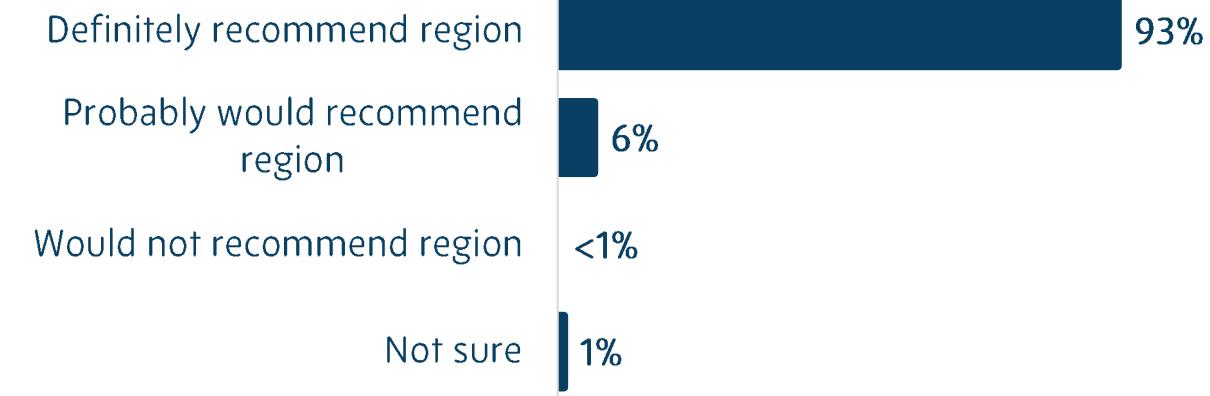
LIKELIHOOD OF RETURNING TO MAINE

» **97%** of visitors would return to Maine for a future visit or vacation (+3% points from 2022)

Definitely will return — 90%

Probably will return — 7%

Probably will not return — 1%

Not sure — 2%

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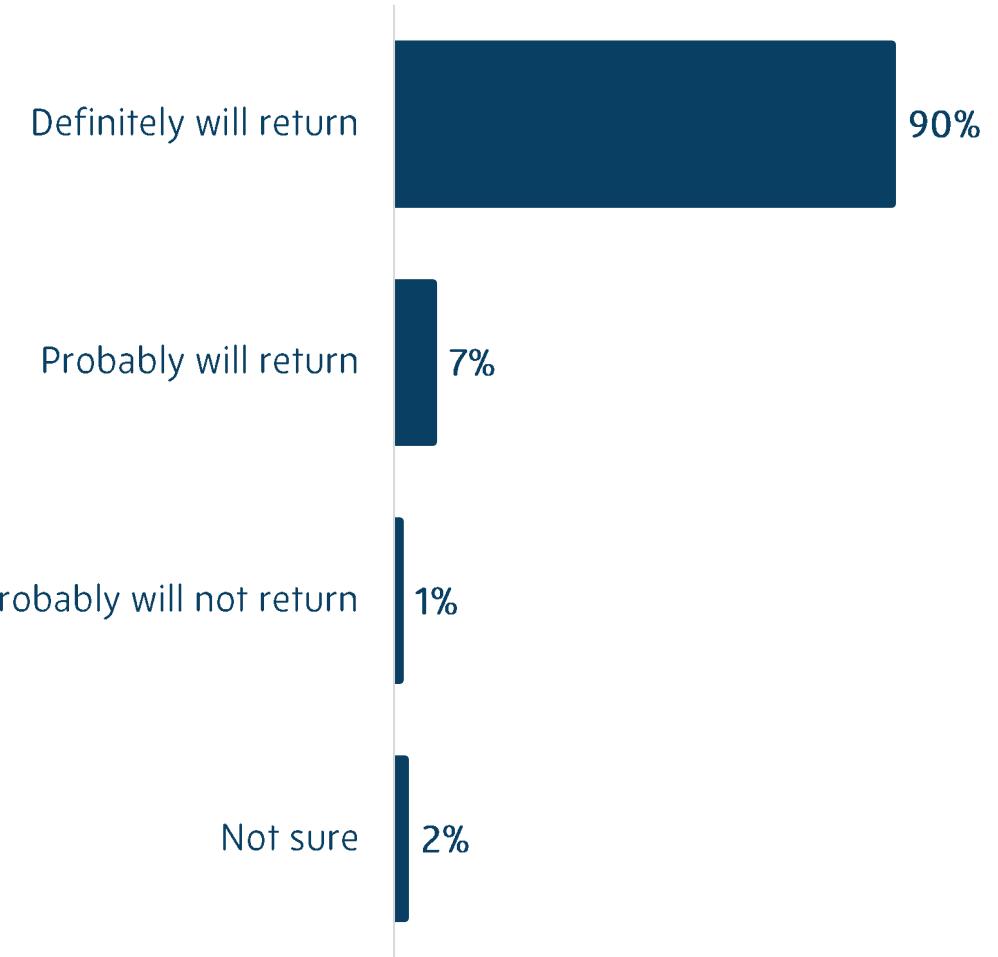
SATISFACTION

» **All** visitors were satisfied with their trip to Maine

» **88%** of visitors were very satisfied with their trip to Maine (+18% points from 2022)
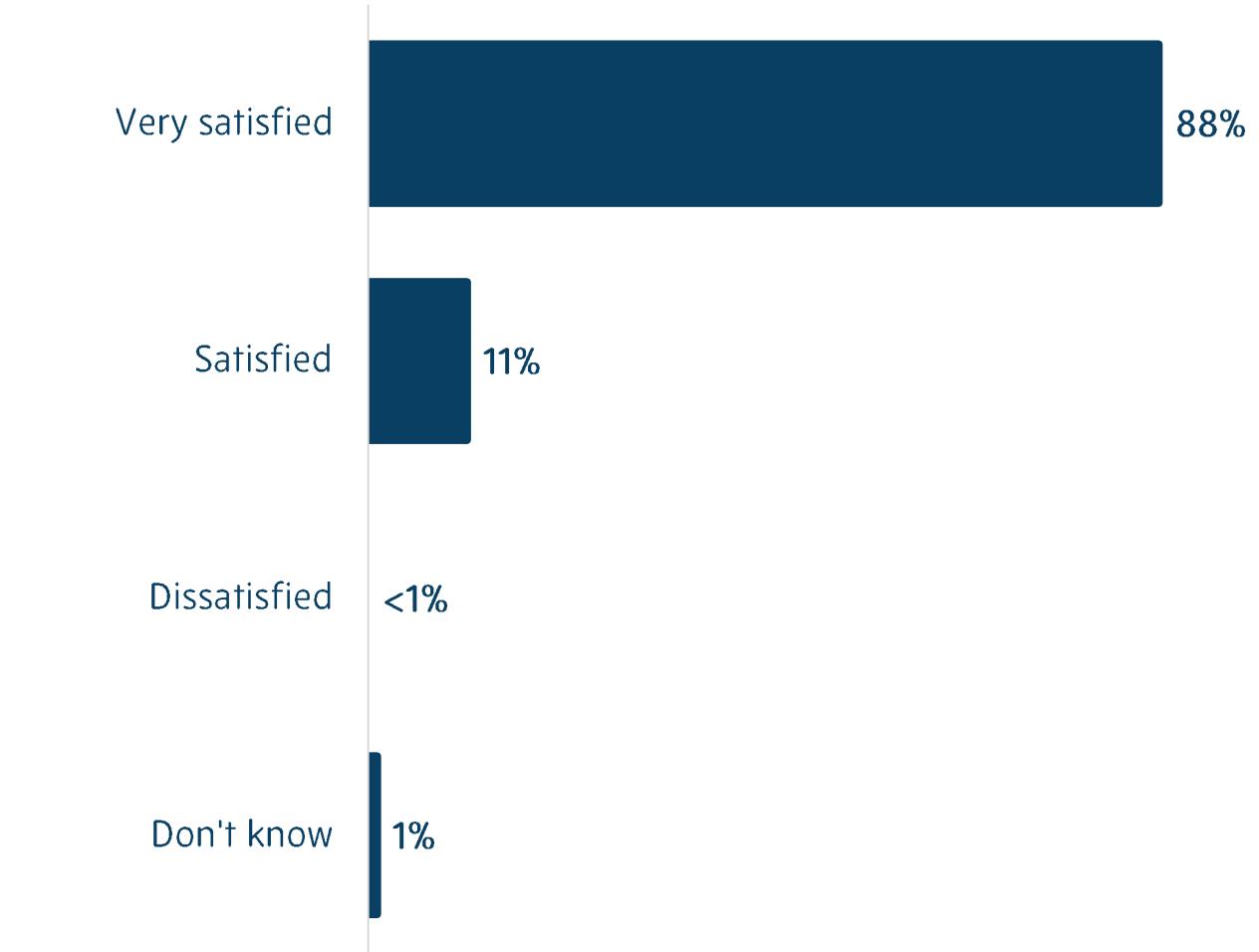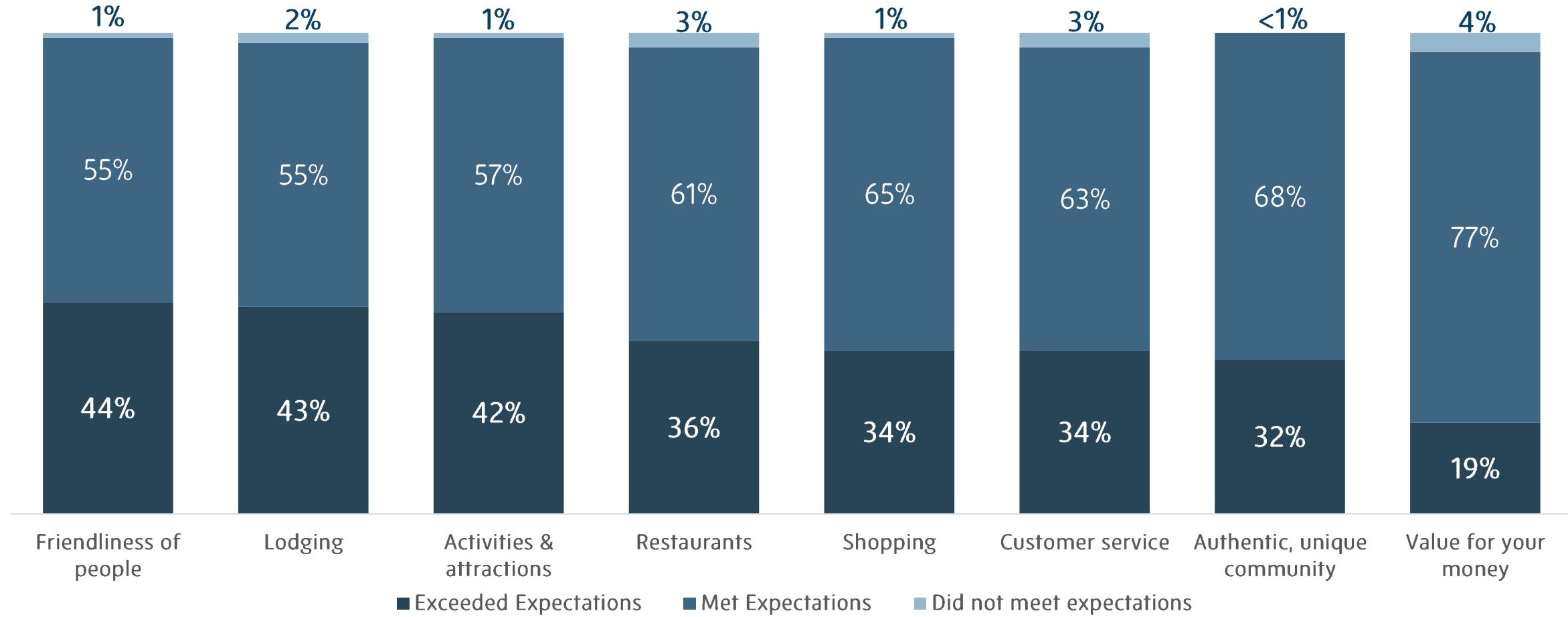
Very satisfied — 88%

Satisfied — 11%

Dissatisfied — <1%

Don't know — 1%

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TRIP RATINGS

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OVERCROWDING

» **50%** of visitors thought the number of visitors during their trip to Maine was fine

» **37%** of visitors though it was a little overcrowded

Overcrowded 1%

A little overcrowded 37%

The number of visitors was fine 50%

Not at all overcrowded 12%

Other <1%

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ANNUAL COMPARISONS

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VISITOR JOURNEY : PRE-VISIT

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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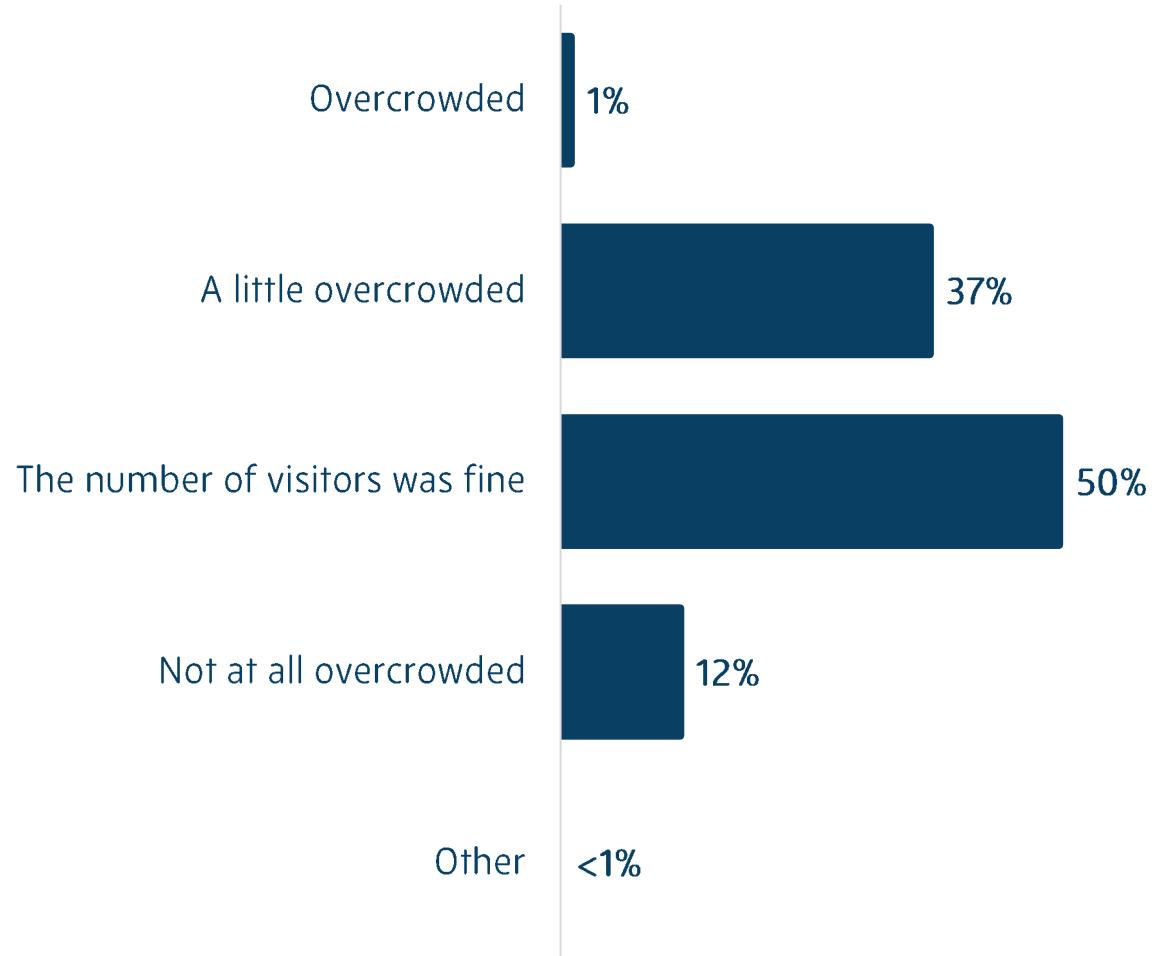
TRIP PLANNING CYCLE

Trip Planning Cycle	2022	2023
A week or less	18%	16%
2 - 3 weeks	14%	12%
1 - 2 months	31%	30%
3 - 4 months	19%	23%
5 - 6 months	10%	10%
7 months - 1 year	6%	7%
More than 1 year	2%	2%
Days in Planning Cycle	47	52

Booking Window	2022	2023
A week or less	21%	18%
2 - 3 weeks	15%	13%
1 - 2 months	31%	29%
3 - 4 months	17%	22%
5 - 6 months	8%	9%
7 months - 1 year	6%	7%
More than 1 year	2%	2%
Days in Booking Window	44	50

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ONLINE TRIP PLANNING SOURCES*

Online Trip Planning Sources	2022	2023
VisitMaine.com	28%	36%
TheMaineBeaches.com	11%	28%
Online travel agency	19%	24%
Online search engines	38%	23%
Hotel websites	21%	17%
TripAdvisor	21%	16%
DowneastAcadia.com	8%	10%
Airbnb	9%	9%
VRBO/HomeAway	6%	7%
MainesMidCoast.com	4%	7%
MaineTourism.com	11%	7%
Facebook	7%	5%
Traveler reviews/blogs/stories	9%	4%
Instagram	6%	3%
YouTube	5%	3%
VisitPortland.com	4%	3%
Airline websites	2%	2%
Vacation rental websites	3%	2%
Visit Maine social media	5%	2%
DiscoverNewEngland.com	2%	1%
KennebecValley.org	2%	1%
MaineLakesandMountains.com	4%	1%
Twitter	2%	1%
VisitBarHarbor.com	2%	1%
VisitAroostook.com	1%	<1%
TheMaineHighlands.com	1%	<1%
Other	4%	4%
None	25%	29%

*Multiple responses permitted.

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OTHER TRIP PLANNING SOURCES*

Other Trip Planning Sources	2022	2023
Travel guides/brochures	24%	33%
Called the Maine Office of Tourism	17%	27%
Advice from friends/family	30%	20%
Visit Maine e-newsletter	12%	17%
Visitor Guide	9%	9%
Travel books & magazines	8%	7%
AAA	13%	6%
Articles or travelogues	14%	6%
Travel planning apps	8%	4%
Called local convention and visitors bureaus	2%	1%
Called local Chambers of Commerce	3%	1%
Called another Maine Tourism/Lodging Association	2%	1%
Travel agent	2%	1%
Other	3%	2%
None	33%	35%

*Multiple responses permitted.

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REASON FOR VISITING*

Reasons for Visiting	2022	2023
Sightseeing/touring	50%	49%
Relax and unwind	46%	43%
Beach	34%	42%
Nature & bird watching	21%	21%
Visiting friends/relatives	16%	12%
Water activities	9%	11%
Shopping	11%	11%
Special occasion	8%	6%
Attractions	7%	5%
Active outdoor activities	7%	4%
Special event	4%	2%
Culture/museums/history	3%	2%
Sporting event	1%	1%
Conference/meeting	3%	1%
Snow activities	1%	<1%
Astrotourism	1%	<1%
Other	4%	17%

*Multiple responses permitted.

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TV SHOWS & FILM*

Trip Inspiration From Film	2022	2023
Yes	NA	2%
No	NA	98%
Don't know	NA	<1%

How Film Inspired Trip**	2022	2023
Seeing Maine in a film or TV show made me think about Maine as a place to visit	NA	68%
Visiting a location related to a TV show or film was the main reason I visited Maine	NA	19%
Maine was a destination option and visiting a location related to a TV show or film was the deciding factor	NA	13%
Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	NA	<1%
Something else	NA	<1%

Visited TV or Film Attractions***	2022	2023
Yes	NA	1%
No	NA	98%
Don't know	NA	1%

*Questions were not asked until January 2023.
**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	2022	2023
No other states/provinces	68%	73%
Massachusetts	17%	15%
New Hampshire	16%	14%
Vermont	9%	9%
Connecticut	5%	6%
Rhode Island	6%	5%
New York	5%	3%
New Brunswick	1%	1%
Nova Scotia	2%	1%
Prince Edward Island	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	1%	<1%
Ontario	1%	<1%
Other	1%	1%

*Multiple responses permitted.

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ADVERTISING/PROMOTIONS

Recalled Advertising	2022	2023
Yes	37%	34%
No	56%	60%
Not sure	7%	6%

Influenced by Advertising	2022	2023
Yes	16%	9%

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ADVERTISING/PROMOTIONS*

Sources of Advertising Noticed*	2022	2023
Social media	33%	42%
Cable or satellite television	23%	37%
Internet	28%	21%
Radio	17%	11%
Magazine	16%	10%
Maine travel/visitor guide	7%	7%
VisitMaine.com	9%	7%
AAA	9%	6%
Traveler reviews/blogs	7%	5%
Online streaming service	5%	4%
Newspaper	9%	4%
Brochure	4%	3%
Deal – based promotion	3%	2%
Billboard	4%	2%
Music/podcast streaming	3%	2%
Other	5%	3%
Not sure	1%	1%

*Multiple responses permitted.

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VISITOR JOURNEY : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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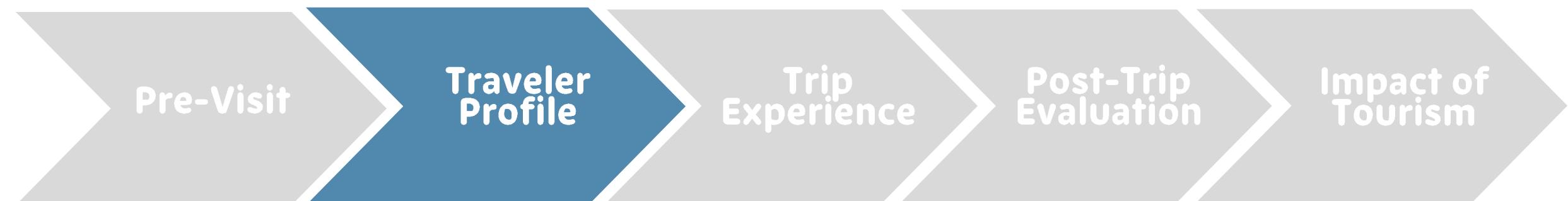
ORIGIN REGION

Region of Origin	2022	2023
Maine	11%	5%
New England	38%	42%
Mid-Atlantic	24%	25%
Southeast	9%	9%
Southwest	3%	3%
Midwest	7%	6%
West	4%	3%
Canada	3%	5%
International	1%	2%

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ORIGIN STATE/PROVINCE

Origin States & Provinces	2022	2023
Massachusetts	18%	19%
New York	9%	12%
New Hampshire	7%	9%
Connecticut	7%	7%
Maine	11%	5%
New Jersey	6%	5%
Vermont	2%	5%
Florida	4%	4%
Pennsylvania	4%	4%
Quebec	1%	4%
Maryland	3%	2%
Rhode Island	2%	2%
Texas	2%	2%
Virginia	3%	2%

ORIGIN MARKET

Origin Markets	2022	2023
Boston	11%	11%
New York City[1]	11%	8%
Albany	1%	3%
Washington DC - Baltimore[2]	4%	3%
Manchester, NH	1%	2%
Providence, RI	2%	2%
Hartford, CT	1%	2%
Philadelphia	2%	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	2022	2023
As a couple	50%	50%
As a family	29%	32%
With other couples/friends	9%	9%
Traveled alone	10%	7%
With business associates	1%	1%
In a tour group	1%	1%
Other	<1%	<1%
Average Travel Party Size	**2.6**	**2.7**

TRAVEL WITH CHILDREN*

Children in Travel Party*	2022	2023
No children	81%	80%
Children younger than 6	4%	3%
Children 6 – 12	12%	14%
Children 13 – 17	7%	10%

Gender	2022	2023
Male	48%	48%
Female	52%	52%

*Multiple responses permitted.

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DEMOGRAPHIC PROFILE

Age	2022	2023
Under 25	3%	2%
25 – 34	14%	11%
35 – 44	23%	21%
45 – 54	24%	20%
55 – 65	23%	25%
Over 65	13%	21%
Median Age	**49**	**53**

Race/Ethnicity	2022	2023
White	90%	89%
Asian	4%	5%
Hispanic	3%	4%
Black	2%	2%
Indigenous	<1%	<1%
Other	1%	<1%

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LIFESTYLE PROFILE

Marital Status	2022	2023
Single/widowed	19%	18%
Married/living with partner	81%	82%

Employment Status	2022	2023
Employed full-time	64%	61%
Employed part-time	7%	7%
Contract/freelance/temporary employee	3%	2%
Retired	20%	27%
Not currently employed	4%	2%
Student	2%	1%

LIFESTYLE PROFILE

Household Income	2022	2023
Less than $25,000	3%	2%
$25,000 - $49,999	7%	6%
$50,000 - $74,999	17%	11%
$75,000 - $99,999	27%	25%
$100,000 - $149,999	34%	35%
$150,000 - $199,999	8%	15%
$200,000 - $249,999	2%	4%
$250,000 or more	2%	2%
Median Household Income	**$96,300**	**$108,600**

LIFESTYLE PROFILE

Educational Attainment	2022	2023
High school or less	6%	8%
Some college or technical school	13%	12%
College or technical school graduate	56%	54%
Graduate school	25%	26%

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NEW & RETURNING VISITORS

Previous Trips to Maine	2022	2023
This is my first time	19%	17%
2 - 5 times	24%	19%
6 - 10 times	15%	16%
11+ times	42%	48%

VISITOR JOURNEY : TRIP EXPERIENCE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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TRANSPORTATION

Means of Transportation	2022	2023
Drove to Maine	85%	85%
Flew into Boston Logan Intl	8%	9%
Flew into Portland Intl Jetport	2%	2%
Flew into Bangor Intl Airport	1%	1%
Took a motor coach tour or bus	2%	1%
Other	2%	2%

LENGTH OF STAY

Nights Stayed	2022	2023
Not staying overnight	26%	28%
1 night	5%	4%
2 nights	13%	12%
3 nights	17%	16%
4 nights	14%	13%
5+ nights	25%	27%
Average Length of Stay	**4.0**	**3.7**

ACCOMMODATIONS

Accommodations	2022	2023
Hotel/motel/resort	29%	37%
Not staying overnight	26%	28%
Friends/family home	20%	12%
Vacation rental home	6%	10%
Personal second home	9%	6%
Campground/RV Park	4%	3%
Bed & Breakfast/Inn	3%	2%
Wilderness camping	1%	<1%
Sporting camp/wilderness lodge	1%	<1%
Outdoor Outfitter	<1%	<1%
Other	1%	2%

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BOOKING

Booking Methods	2022	2023
Directly with the hotel/condo	36%	41%
Online travel agency	34%	33%
Short term rental service	7%	9%
Airbnb	9%	8%
Vacation rental company	2%	1%
Offline travel agent	1%	1%
Group tour operator	2%	1%
Travel package provider	1%	<1%
Other	8%	6%

IN-MARKET RESOURCES*

In-Market Resources	2022	2023
Navigation website/apps	55%	56%
Visitor Information Centers	48%	52%
Trip planning app	36%	40%
VisitMaine.com	34%	38%
Hotel/resort website/app	29%	30%
Materials from hotel/campground	28%	30%
Destination social media	23%	28%
Restaurant website/app	19%	10%
Personal social media	14%	7%
Booking website/app	6%	3%
Chambers of Commerce	4%	2%
Airline website/app	2%	1%
Other	5%	4%
None	12%	10%

*Multiple responses permitted.

ACTIVITIES*

Activities	2022	2023
Food/beverage/culinary	82%	78%
Touring/sightseeing	74%	73%
Shopping	63%	65%
Water activities	41%	47%
Active outdoor activities	35%	33%
Entertainment/attractions	22%	21%
History/culture	23%	17%
Astrotourism	6%	3%
Business conference/meeting	2%	1%
Other	3%	3%

*Multiple responses permitted.

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FOOD & BEVERAGE ACTIVITIES*

Food & Beverage Activities	2022	2023
Ate other local seafood	63%	64%
Ate lobster	62%	61%
Going to local brew pubs/craft breweries	54%	49%
Enjoying local food at fairs/festivals	44%	40%
Enjoyed high-end cuisine or five-star dining	26%	33%
Visited Farmer's Markets	33%	30%
Consumed other locally produced Maine foods	35%	28%
Ate farm-to-table or organic cuisine	17%	17%
Enjoyed unique Maine food or beverages	23%	13%
Other	2%	3%

*Multiple responses permitted.

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TOURING & SIGHTSEEING ACTIVITIES*

Touring & Sightseeing Activities	2022	2023
Sightseeing	67%	68%
Enjoying the ocean views/rocky coast	66%	68%
Driving for pleasure	58%	61%
Wildlife viewing/bird watching	52%	56%
Nature cruises or tours	40%	48%
Photography	39%	44%
Tours of communities/local architecture	29%	27%
Enjoying the mountain views	28%	16%
Viewing fall colors	21%	11%
Other	6%	4%

*Multiple responses permitted.

Maine Beaches

SHOPPING ACTIVITIES*

Shopping Activities	2022	2023
Shopping in downtown areas	32%	38%
Shopping for gifts/souvenirs	30%	37%
Outlet shopping	31%	36%
Shopping for unique/locally produced goods	25%	30%
Shopping for antiques/local arts and crafts	27%	28%
Shopping for "Made in Maine" products	30%	27%
Shopping at malls	10%	6%
Other	4%	1%

*Multiple responses permitted.

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WATER ACTIVITIES*

Water Activities	2022	2023
Going to the beach	36%	31%
Fishing	27%	24%
Outdoor swimming	24%	22%
Pool swimming	21%	21%
Canoeing/kayaking	17%	19%
Surfing	13%	17%
Motor boating	11%	8%
Sailing	3%	6%
Water skiing/jet skiing	4%	4%
White water rafting	4%	2%
Other	1%	1%

*Multiple responses permitted.

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ACTIVE OUTDOOR ACTIVITIES*

Active Outdoor Activities	2022	2023
Hiking/climbing/backpacking	26%	28%
Exploring State and National Parks	18%	17%
Bicycling touring	14%	15%
Mountain/Fat Biking	8%	9%
Riding all-terrain vehicles	8%	8%
Camping	7%	7%
Hunting	3%	2%
Alpine skiing/snowboarding	2%	1%
Nordic skiing	2%	1%
Snowshoeing	3%	1%
Snowmobiling	3%	1%
Other	6%	4%

*Multiple responses permitted.

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ENTERTAINMENT ACTIVITIES*

Entertainment Activities	2022	2023
Bars/nightlife	1%	5%
Amusement/theme parks	5%	4%
Animal parks/zoos	2%	3%
Agricultural fairs	1%	3%
Attend sporting events	2%	3%
Outdoor fun centers	3%	1%
Water parks	3%	1%
Children's museums	1%	<1%
Summer camps	<1%	<1%
Horseback riding	1%	<1%
Other	4%	4%

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HISTORY/CULTURE ACTIVITIES*

History/Culture Activities	2022	2023
Visit historic sites/museums	13%	12%
Visit art museums/local artisan studios	13%	10%
Attend plays/musicals/theatrical events	8%	8%
Attend popular music concerts/events	10%	7%
Get to know the local people and/or culture	6%	7%
Attend operas/classical music events	5%	4%
Painting/drawing/sketching	3%	4%
Other	2%	3%

*Multiple responses permitted.

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OTHER STATES/PROVINCES VISITED*

Other States/Provinces Visited	2022	2023
No other states/provinces	62%	66%
Massachusetts	23%	20%
New Hampshire	21%	18%
Vermont	8%	9%
Connecticut	6%	8%
Rhode Island	5%	5%
New York	6%	4%
New Brunswick	1%	1%
Nova Scotia	1%	1%
Quebec	1%	1%
Newfoundland and Labrador	<1%	<1%
Ontario	1%	<1%
Prince Edward Island	<1%	<1%
Other	1%	1%

*Multiple responses permitted.

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TRAVELING IN MAINE*

Maine Regions Visited	2022	2023
No other regions	48%	73%
Downeast & Acadia	24%	18%
Midcoast & Islands	23%	16%
Greater Portland & Casco Bay	26%	15%
Maine Lakes & Mountains	12%	5%
Kennebec Valley	7%	3%
The Maine Highlands	7%	3%
Aroostook County	4%	2%
Other	<1%	<1%

*Multiple responses permitted.

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VISITOR JOURNEY : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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RECOMMENDING MAINE/REGION OF TRAVEL

Recommending Maine	2022	2023
Would recommend Maine	98%	98%
Would not recommend Maine	1%	1%
Not sure	1%	1%

Recommending Regions	2022	2023
Definitely recommend region	85%	93%
Probably would recommend region	13%	6%
Would not recommend region	<1%	<1%
Not sure	2%	1%

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RETURNING TO MAINE

Returning to Maine	2022	2023
Definitely will return	82%	90%
Probably will return	12%	7%
Probably will not return	1%	1%
Not sure	5%	2%

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SATISFACTION

Satisfaction	2022	2023
Very satisfied	70%	88%
Satisfied	29%	11%
Dissatisfied	<1%	<1%
Don't know	1%	1%

Maine Beaches

TRIP EXPECTATIONS

Exceeded Expectations	2022	2023
Friendliness of people	39%	44%
Lodging	37%	43%
Activities & attractions	42%	42%
Restaurants	31%	36%
Shopping	30%	34%
Customer service	31%	34%
Authentic and unique community	36%	32%
Value for your money	25%	19%

Maine Beaches

OVERCROWDING

Overcrowding	2022	2023
Overcrowded	4%	1%
A little overcrowded	33%	37%
The number of visitors was fine	54%	50%
Not at all overcrowded	9%	12%
Other	<1%	<1%

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STUDY METHODS

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METHODOLOGY

Visitor Tracking

858 interviews were completed with visitors to Maine Beaches online and in-person at local attractions, parks, hotels, visitor centers, Service Plazas, shops, downtown areas and events between December 1st, 2022 and November 30th, 2023.

Economic Impact

Total economic impact of tourism on Maine Beaches is a function of direct spending by visitors to Maine Beaches, 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 Maine Beaches. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Maine Beaches' multiplier is 1.51.

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MAINE BEACHES

2023 Economic Impact & Visitor Tracking Report
DECEMBER 2022 – NOVEMBER 2023

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