KENNEBEC VALLEY

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

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STUDY OBJECTIVES: VISITOR JOURNEY

This report presents information about visitors to Maine from December 2023 to November 2024.
In the report, we follow the visitors in their journeys from pre-trip planning to the impact of their expenditures in the state.
Along the way, we examine profiles of visitors, their experiences in our destination, and how they evaluate experiences in Maine.

Pre-Visit	Traveler Profile	Trip Experience	Post-Trip Evaluation	Impact of Tourism
o Planning and booking cycle o Planning sources o Reasons for visiting o Other considered destinations o TV Shows & Film influence o Exposure to advertising o Advertising sources	o Visitor origin o Travel party composition o Visitor demographics o Previous visits	o Visitor transportation o Nights stayed o Accommodations o Trip information sources o Visitor activities o Other areas visited	o Recommending Maine o Satisfaction with trip o Likelihood of returning o Satisfaction with Maine o Perceptions of overcrowding	o Visitor direct spending o Number of visitors o Room nights generated o Occupancy rate o Average daily room rates o Revenue per available room

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EXECUTIVE SUMMARY

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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

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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

$779,513,800

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

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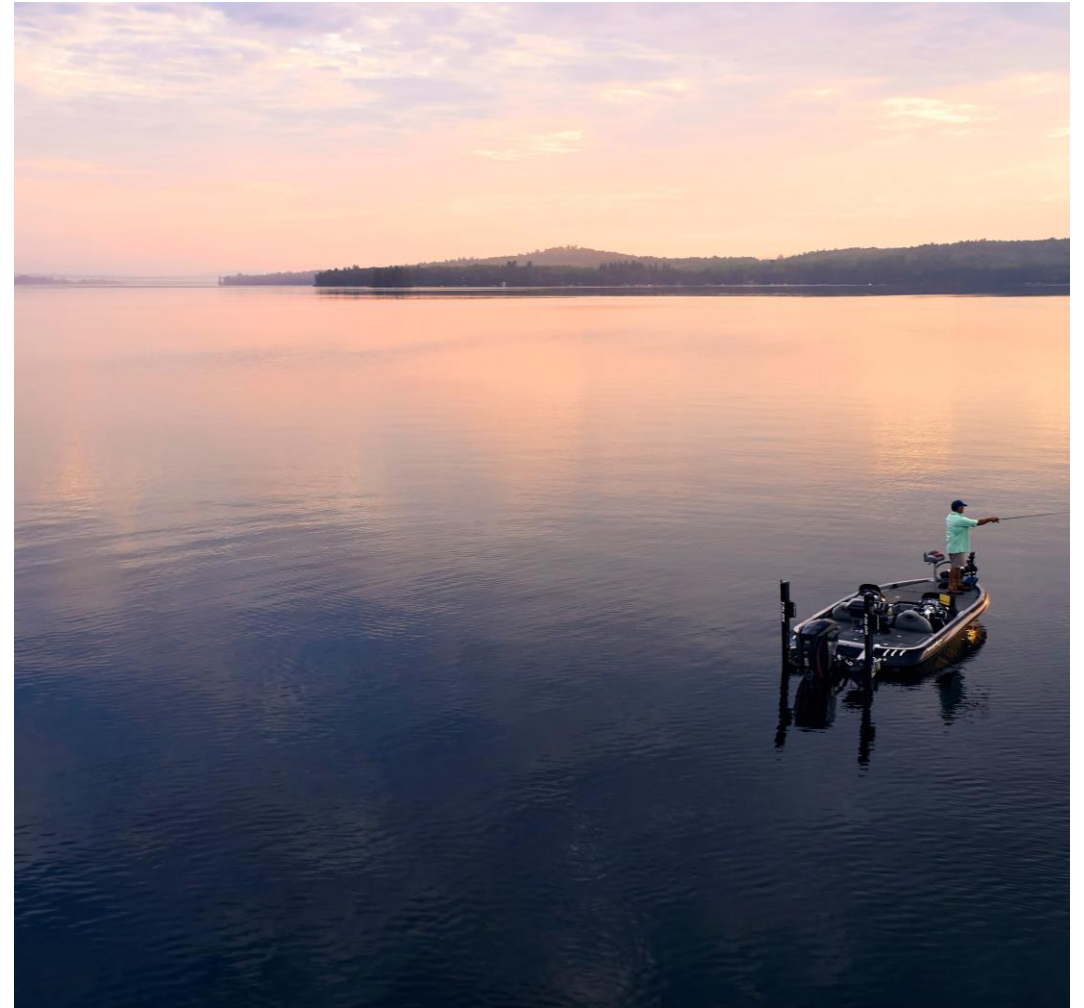
DIRECT SPENDING

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

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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.

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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.

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ROOM NIGHTS

Visitors to Kennebec Valley generated

627,000

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

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JOBS SUPPORTED

Visitors to Kennebec Valley supported

6,200

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

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

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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.

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VISITORS & JOBS

Every

131

visitors supports a new job in Kennebec Valley

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HOUSEHOLD SAVINGS

Visitors to Kennebec Valley saved local households

$1,012

in state and local taxes in 2024

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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.

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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 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.
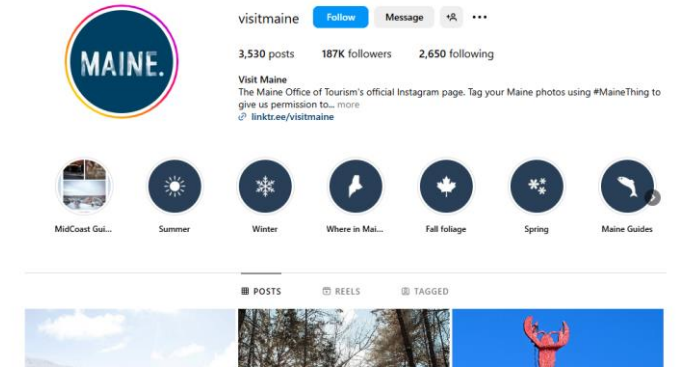
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TOP TRIP PLANNING SOURCES*

46% Advice from family/friends

30% Online search engines

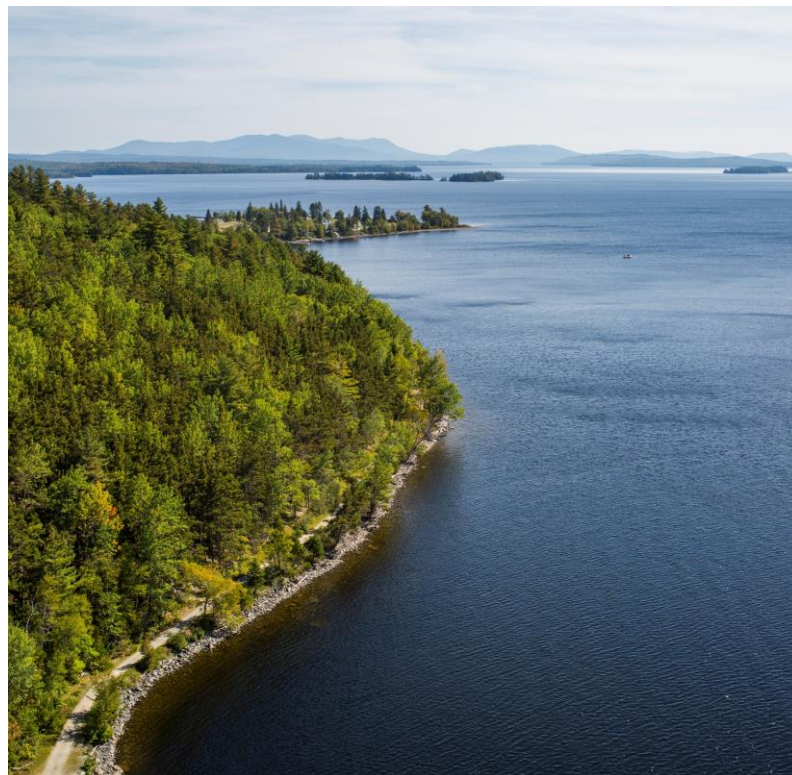**18%** Visit Maine Social Media

17% Online Travel Agency

16% Facebook

16% Articles and travelogues

*Multiple responses permitted.

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TOP REASONS FOR VISITING*

35% Visit friends/family

26% Relax and unwind

25% Sightseeing and touring

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*Multiple responses permitted.

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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

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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)

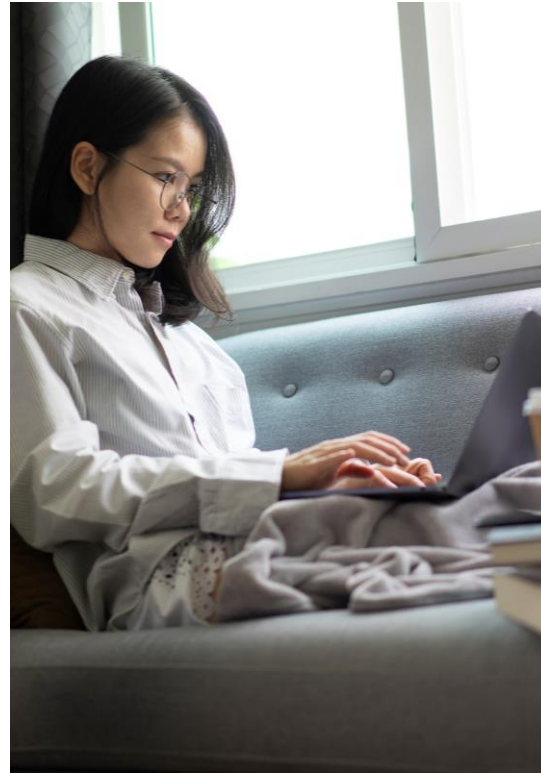» This information influenced **20%** of visitors to Maine (**-5%** points from 2023)

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TOP SOURCES OF ADVERTISING RECALL*

Base: 41% of visitors who recalled advertising

54% Social media

35% Internet

23% Magazine

21% VisitMaine.com

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*Multiple responses permitted.

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VISITOR JOURNEY: TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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REGIONS OF ORIGIN

3%

8%

21%

20%

31%

2%

9%

5%
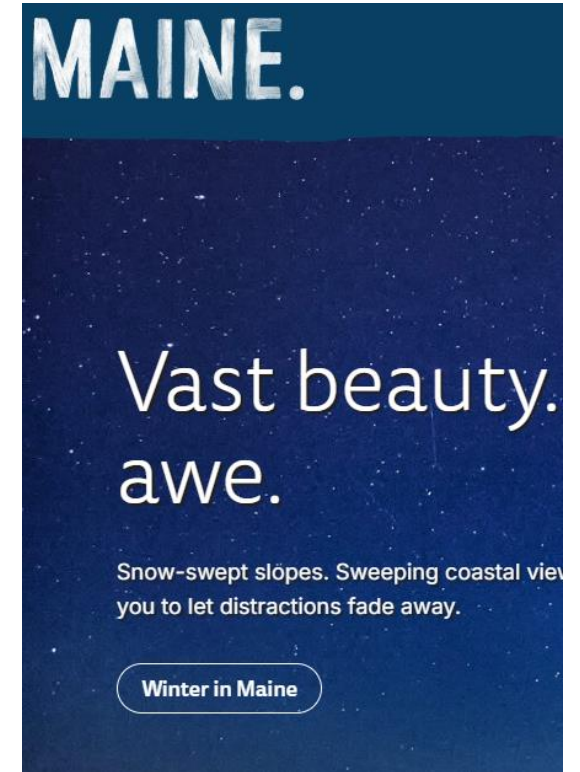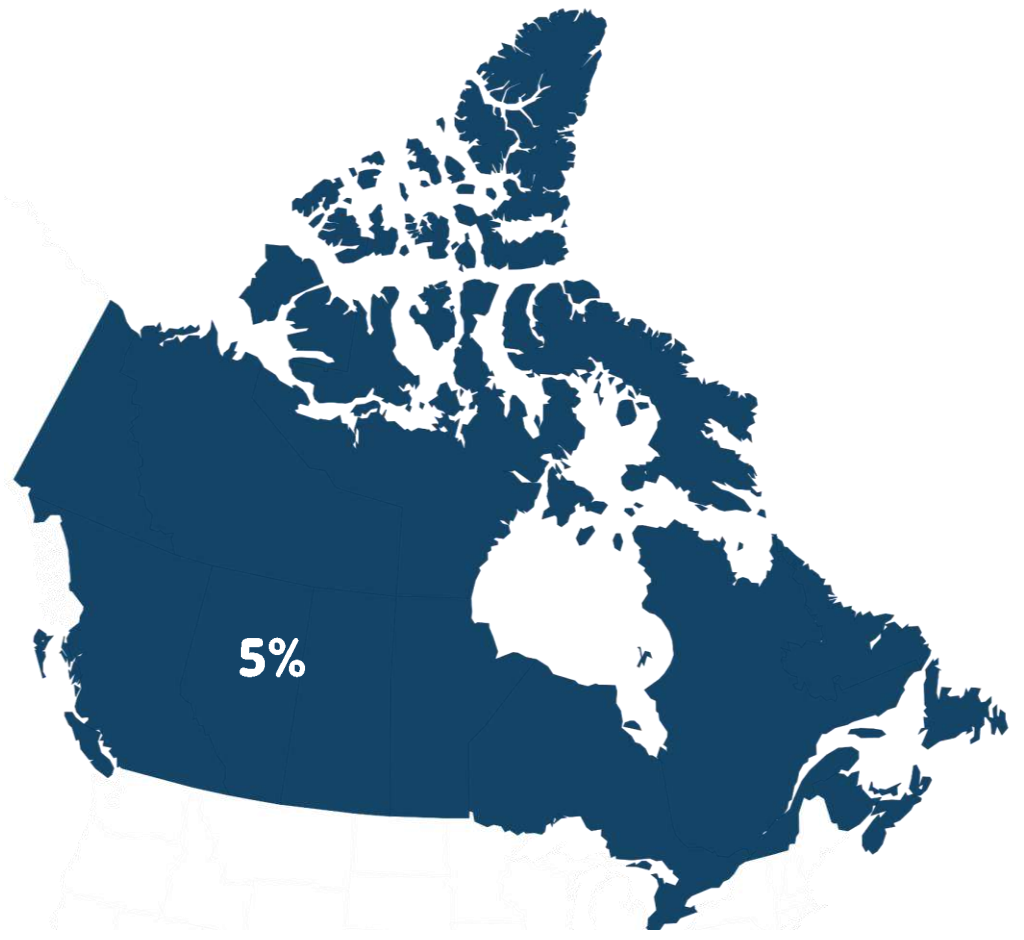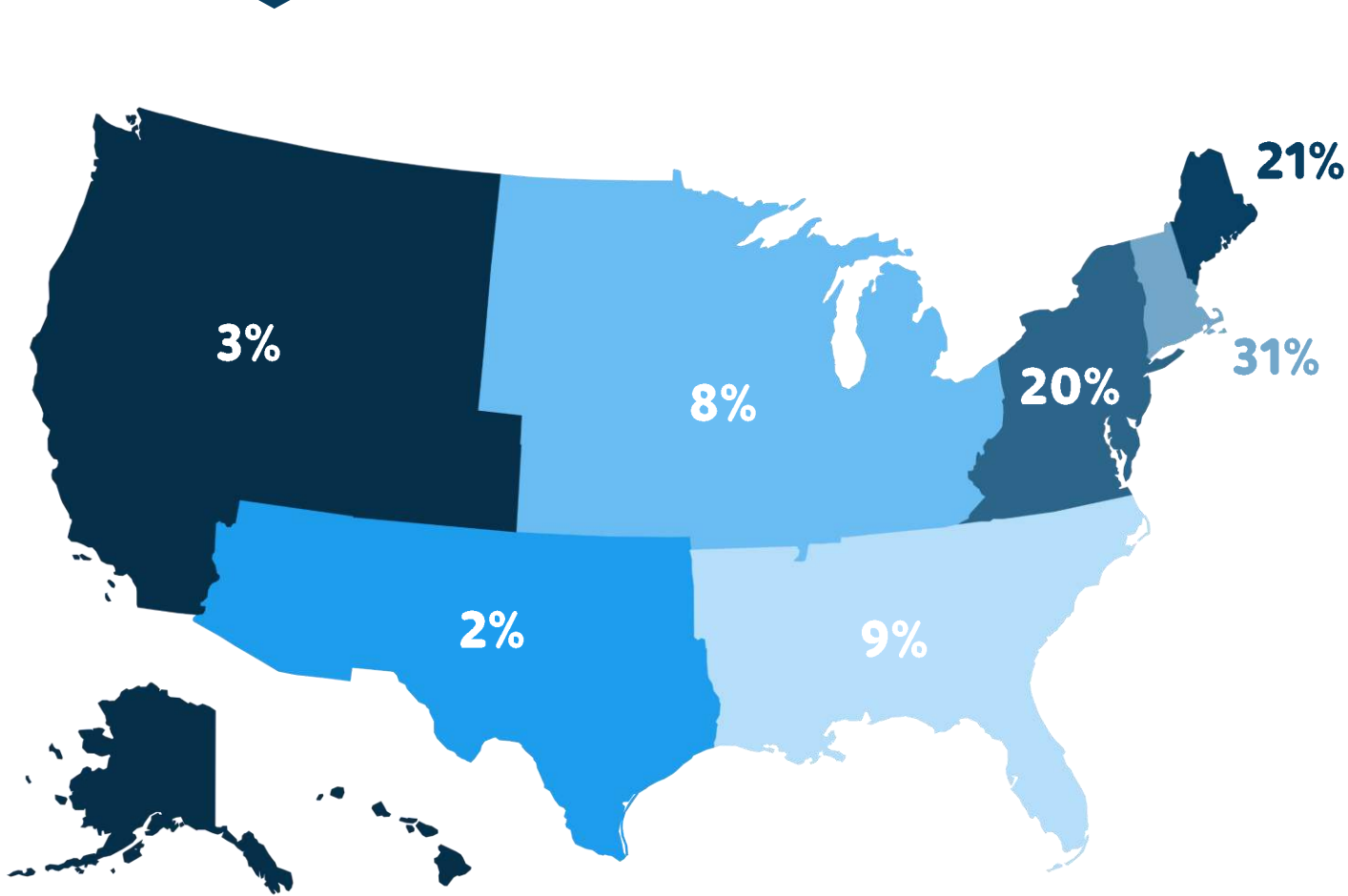
1% of visitors came from outside of the United States and Canada.

5% of visitors came from Canada.

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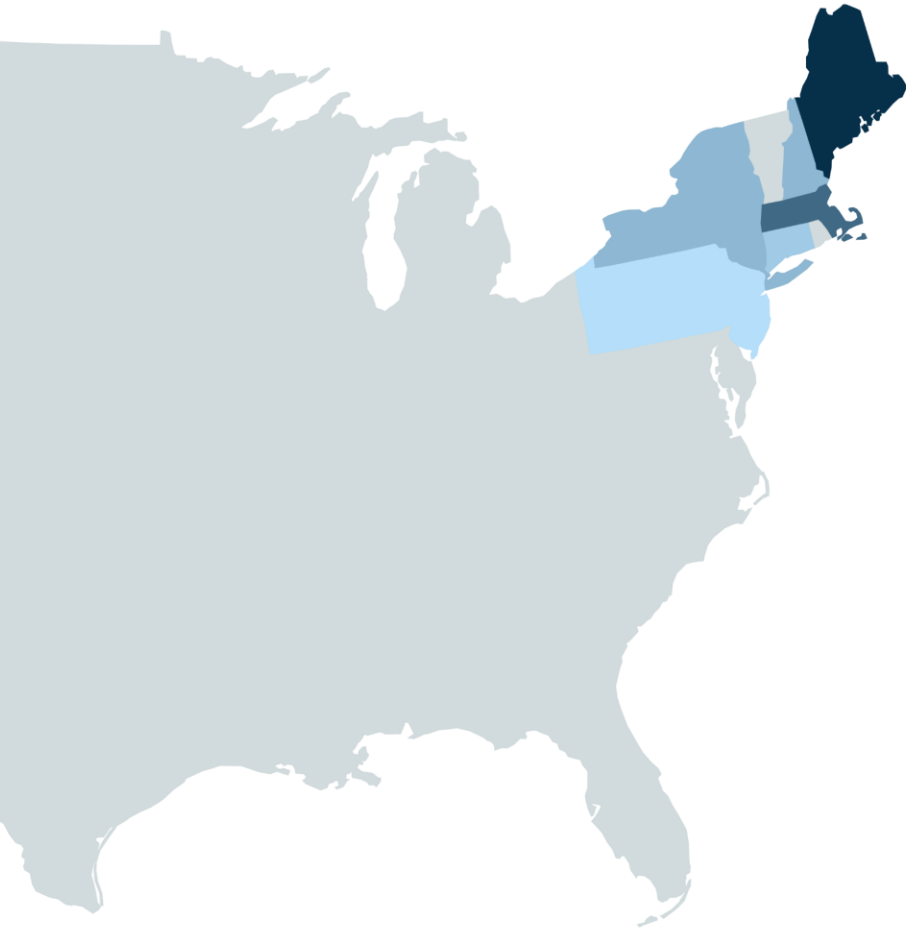
62% of visitors traveled from **7** U.S. states, including from other regions of Maine.

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

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TOP ORIGIN MARKETS

9% Boston

7% New York City[1]

4% Washington DC – Baltimore[2]

3% Waterville

3% Portland

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

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TRAVEL PARTIES

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

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

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VISITOR PROFILE

» The typical Maine visitor:
  » Is **50** years old[1]
  » 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[2] of **$96,100**

[2] Median age.
[1] 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

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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TRANSPORTATION

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

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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.

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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

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*Multiple responses permitted.

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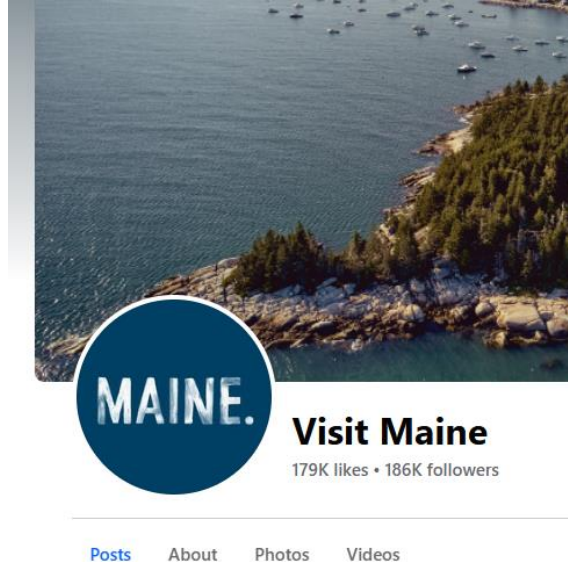
TOP VISITOR ACTIVITIES*

69% Food/beverage/culinary
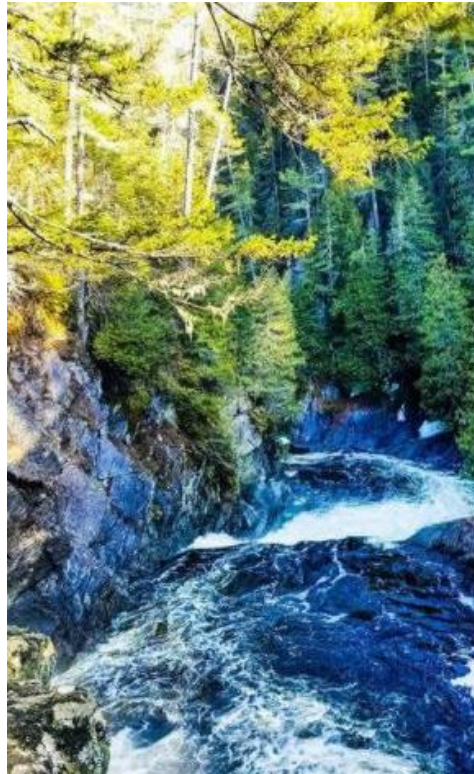
45% Touring/sightseeing

44% Shopping

41% Active outdoor activities

*Multiple responses permitted.

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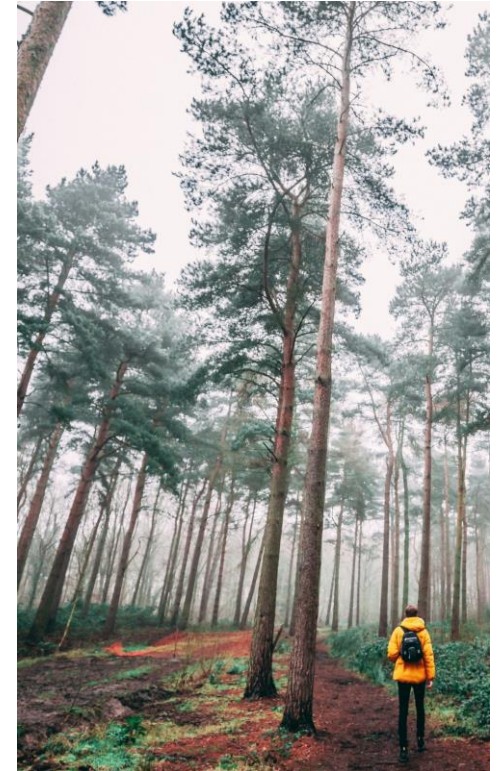
VISITING OTHER STATES & PROVINCES

» 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

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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)

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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

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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)

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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 though it was a little overcrowded (+6% points from 2023)

DETAILED FINDINGS

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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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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.

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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%

*2023 figures have been updated due to revised IMPLAN models.

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RETURN ON INVESTMENT

Return on Investment	2022	2023*	2024
Visitors per job supported	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

*2023 figures have been updated due to revised IMPLAN models.

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LODGING METRICS*

Lodging Metrics	2022	2023	2024	Δ% from '23
Occupancy Rate (%)	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.

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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 **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

A week or less	15%
2 - 3 weeks	13%
1 - 2 months	24%
3 - 4 months	21%
5 - 6 months	14%
7 months - 1 year	8%
More than 1 year	5%
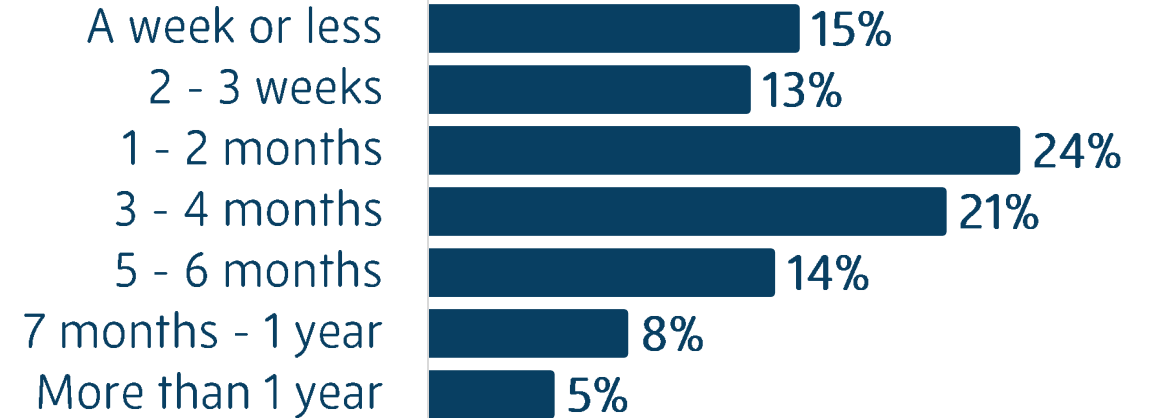
Booked Accommodations/Made Trip Decisions

A week or less	21%
2 - 3 weeks	14%
1 - 2 months	26%
3 - 4 months	18%
5 - 6 months	12%
7 months - 1 year	7%
More than 1 year	2%

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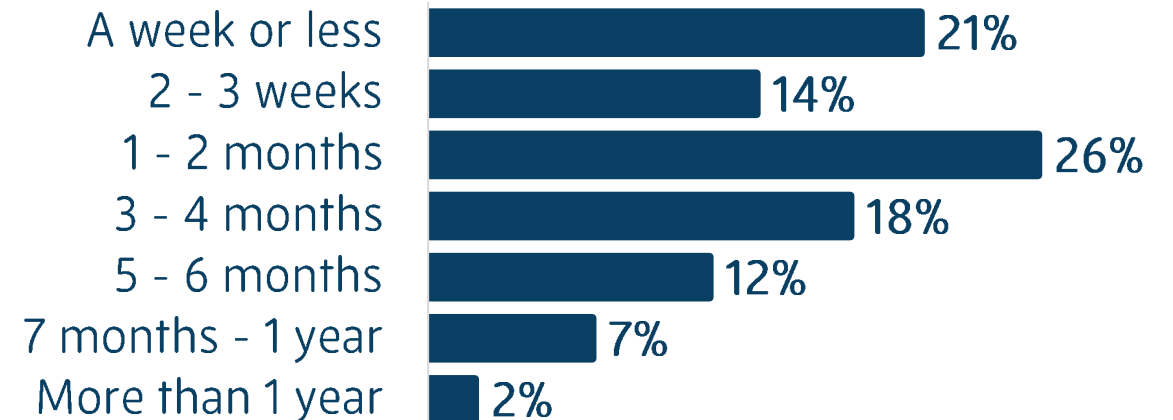
ONLINE TRIP PLANNING SOURCES*

» 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

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

*Multiple responses permitted.

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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)

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

*Multiple responses permitted.

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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

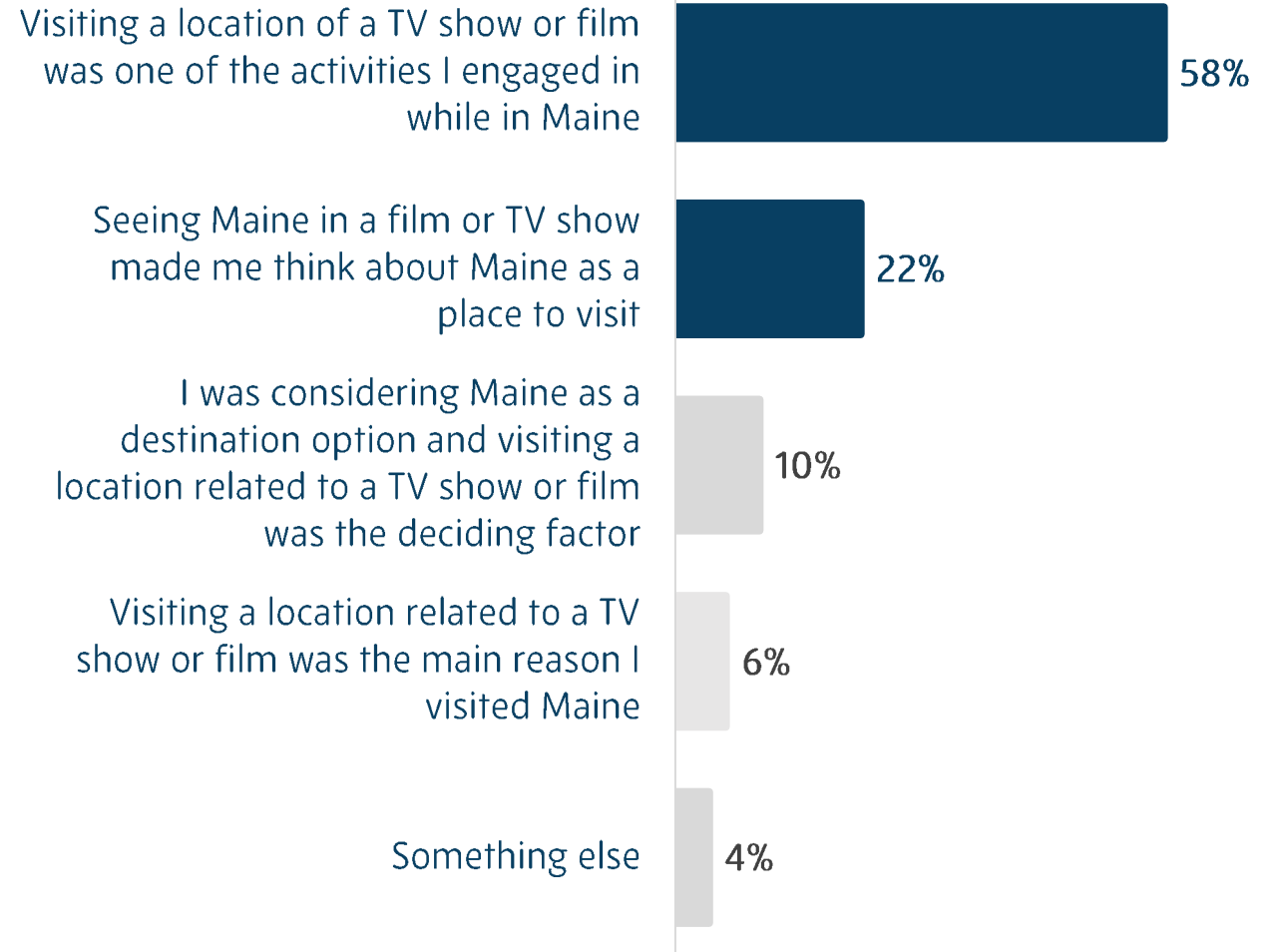| Reason	Percentage
Visiting friends/relatives	35%
Relax and unwind	26%
Sightseeing/touring	25%
Nature & bird watching	16%
Special occasion	13%
Active outdoor activities	12%
Special event	12%
Attractions	10%
Shopping	9%
Water activities	9%
Snow activities	8%
Sporting event	6%
Conference/meeting	5%
Culture/museums/history	4%
Beach	3%
Astrotourism	3%
April 8th, 2024 Solar eclipse	<1%
Other	10%

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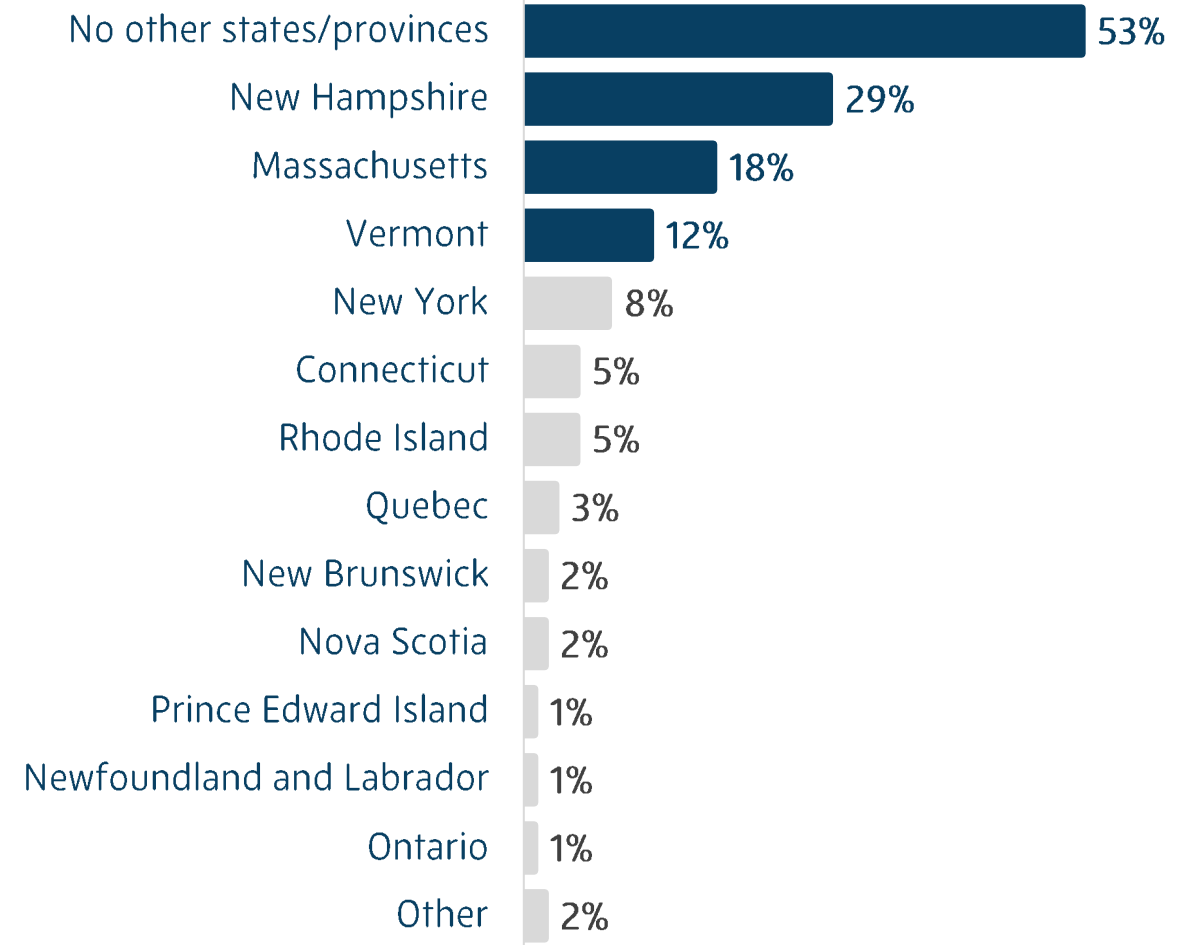
54

*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

Visiting a location of a TV show or film was one of the activities I engaged in while in Maine	58%
Seeing Maine in a film or TV show made me think about Maine as a place to visit	22%
I was considering Maine as a destination option and visiting a location related to a TV show or film was the deciding factor	10%
Visiting a location related to a TV show or film was the main reason I visited Maine	6%
Something else	4%

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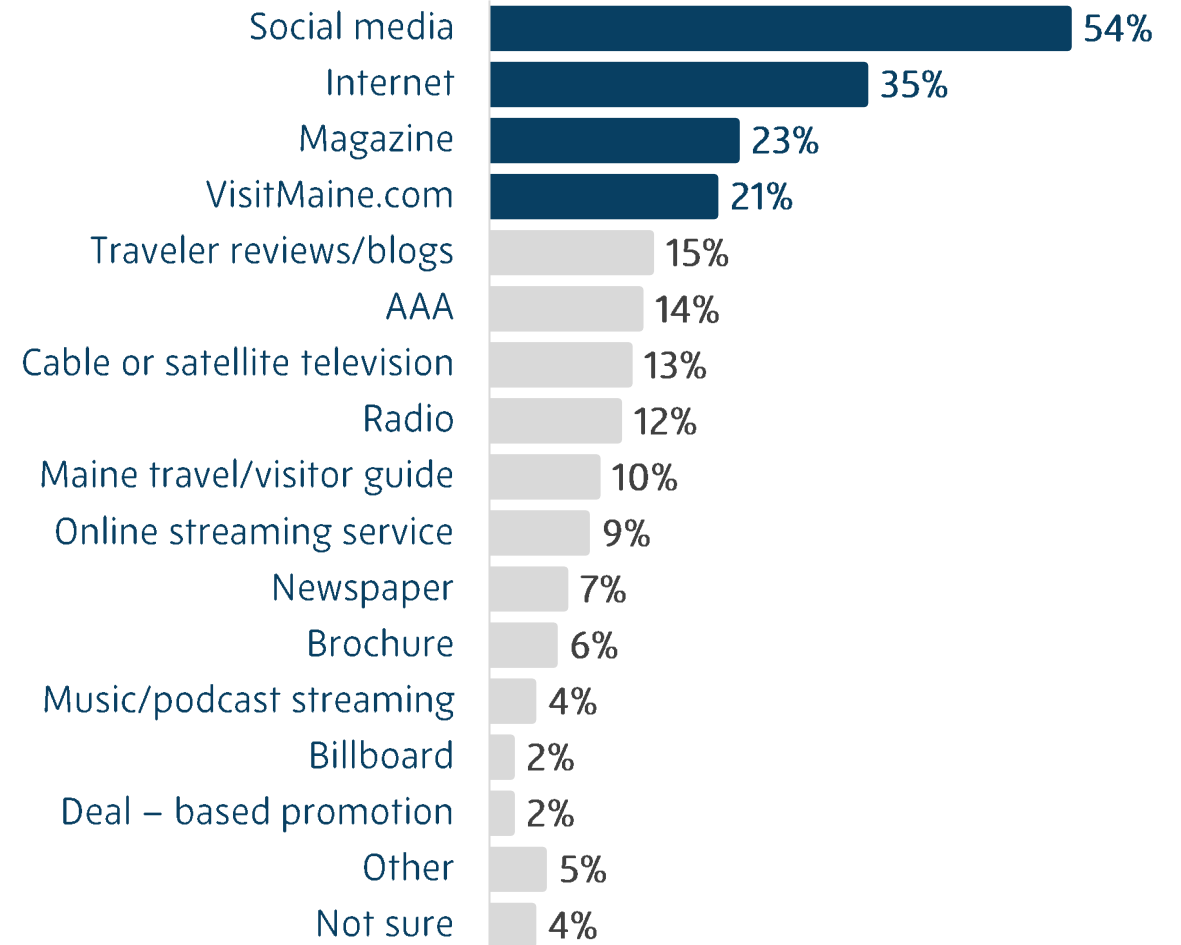
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» **53%** of visitors considered visiting **ONLY** Maine while planning their trips (-9% points from 2023)

» 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%**)

No other states/provinces	53%
New Hampshire	29%
Massachusetts	18%
Vermont	12%
New York	8%
Connecticut	5%
Rhode Island	5%
Quebec	3%
New Brunswick	2%
Nova Scotia	2%
Prince Edward Island	1%
Newfoundland and Labrador	1%
Ontario	1%
Other	2%

*Multiple responses permitted.

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PRE-TRIP RECALL OF ADVERTISING*

Base: 41% of visitors who recalled 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)

Source	%
Social media	54%
Internet	35%
Magazine	23%
VisitMaine.com	21%
Traveler reviews/blogs	15%
AAA	14%
Cable or satellite television	13%
Radio	12%
Maine travel/visitor guide	10%
Online streaming service	9%
Newspaper	7%
Brochure	6%
Music/podcast streaming	4%
Billboard	2%
Deal – based promotion	2%
Other	5%
Not sure	4%

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VISITOR JOURNEY : TRAVELER PROFILE

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

Kennebec Valley

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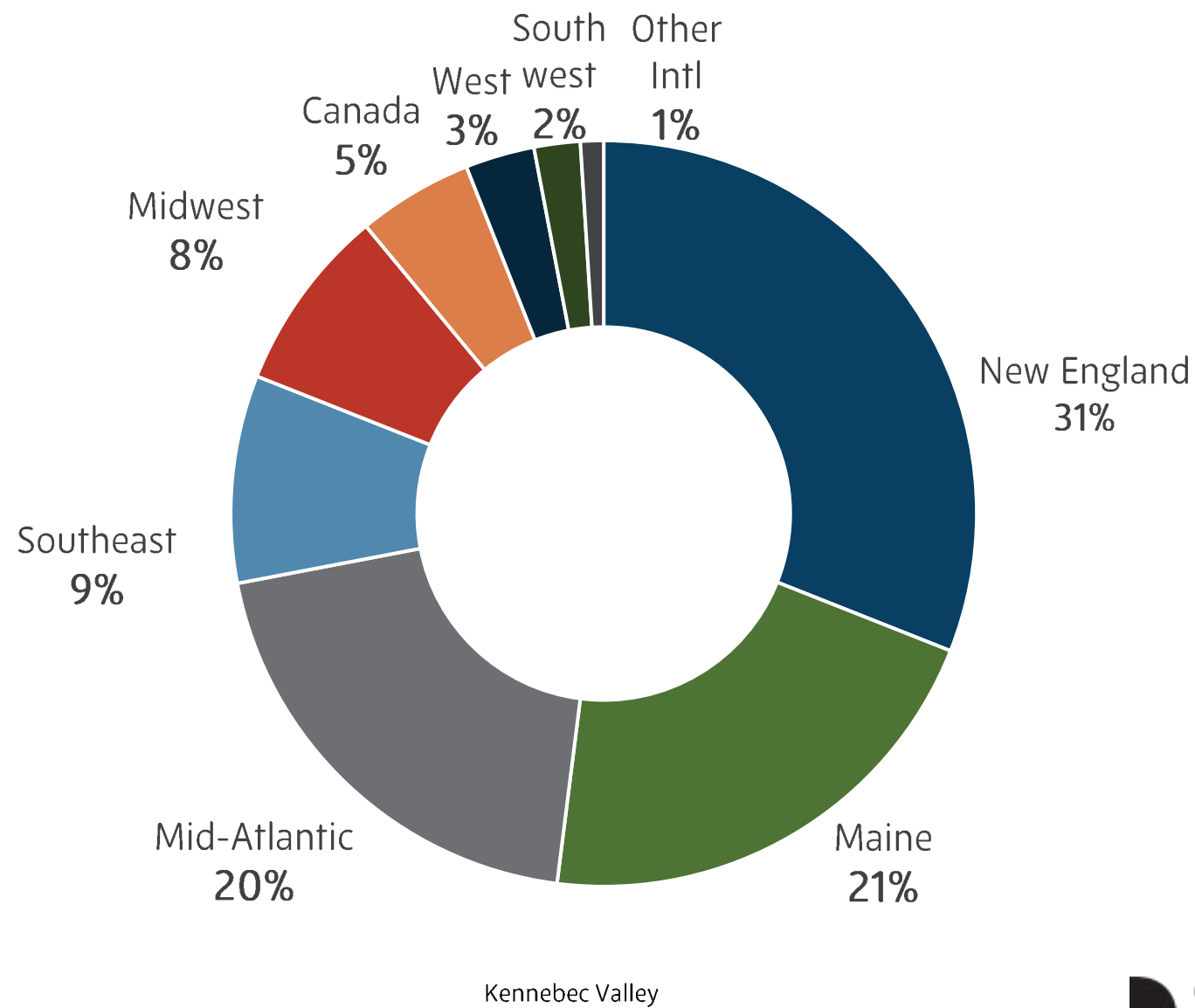
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TOP ORIGIN STATES & PROVINCES

» **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%

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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[1]	7%
Washington DC - Baltimore[2]	4%
Portland	3%
Waterville	3%
Philadelphia	2%
Providence, RI	2%

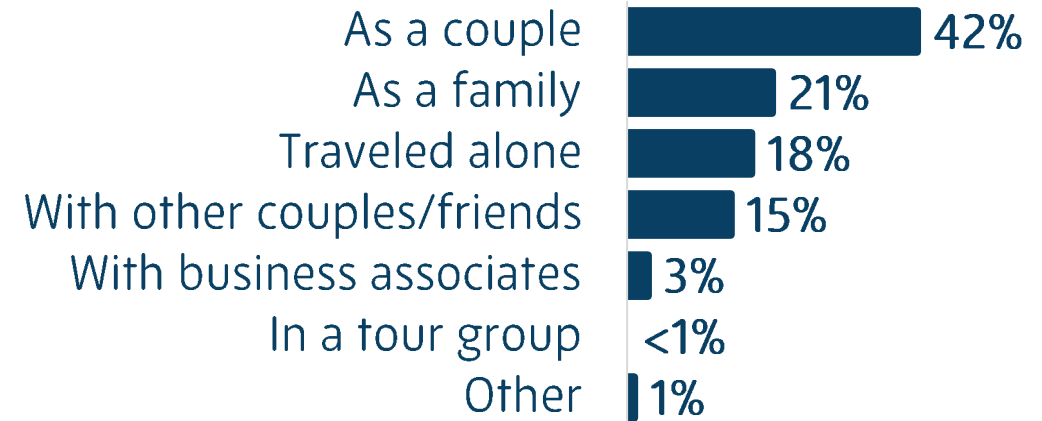[1] Includes some markets in New Jersey, Pennsylvania, and Connecticut.
[2] Includes some markets in Maryland, Virginia, and West Virginia.

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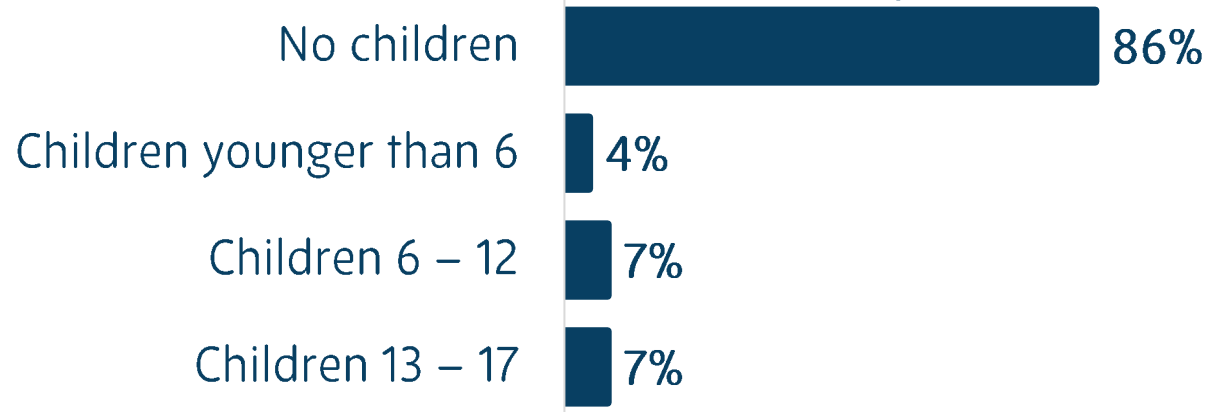VISITMAINE.COM

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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

As a couple	42%
As a family	21%
Traveled alone	18%
With other couples/friends	15%
With business associates	3%
In a tour group	<1%
Other	1%

Children in Travel Party*

No children	86%
Children younger than 6	4%
Children 6 – 12	7%
Children 13 – 17	7%

*Multiple responses permitted.

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GENDER*

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

Gender-fluid/non-binary
1%

Transgender
<1%

Female
45%

Male
54%
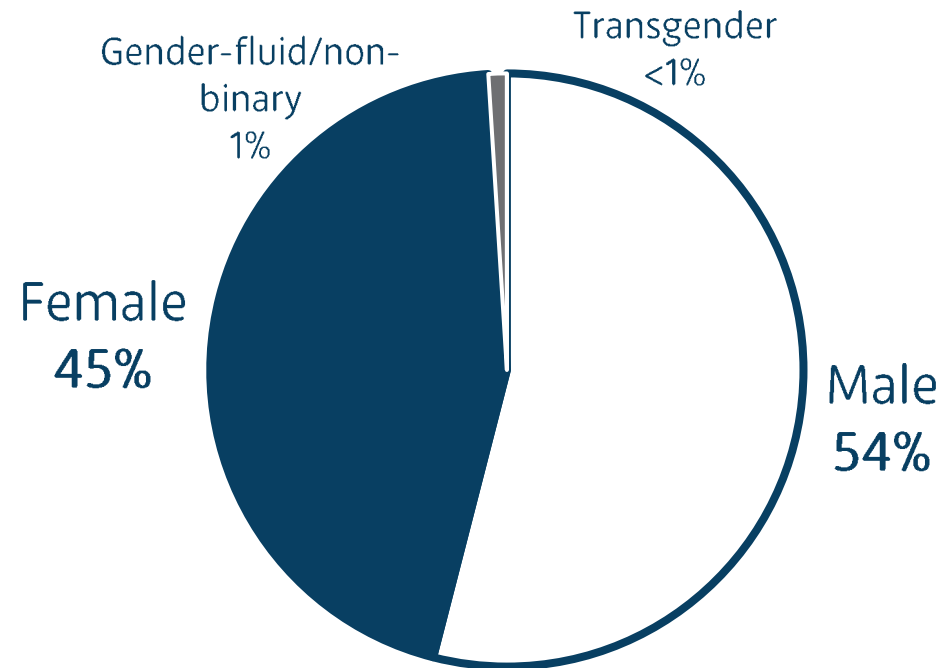
*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey.
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.
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AGE*

» The typical visitor to Maine has a median age of **50 years.**
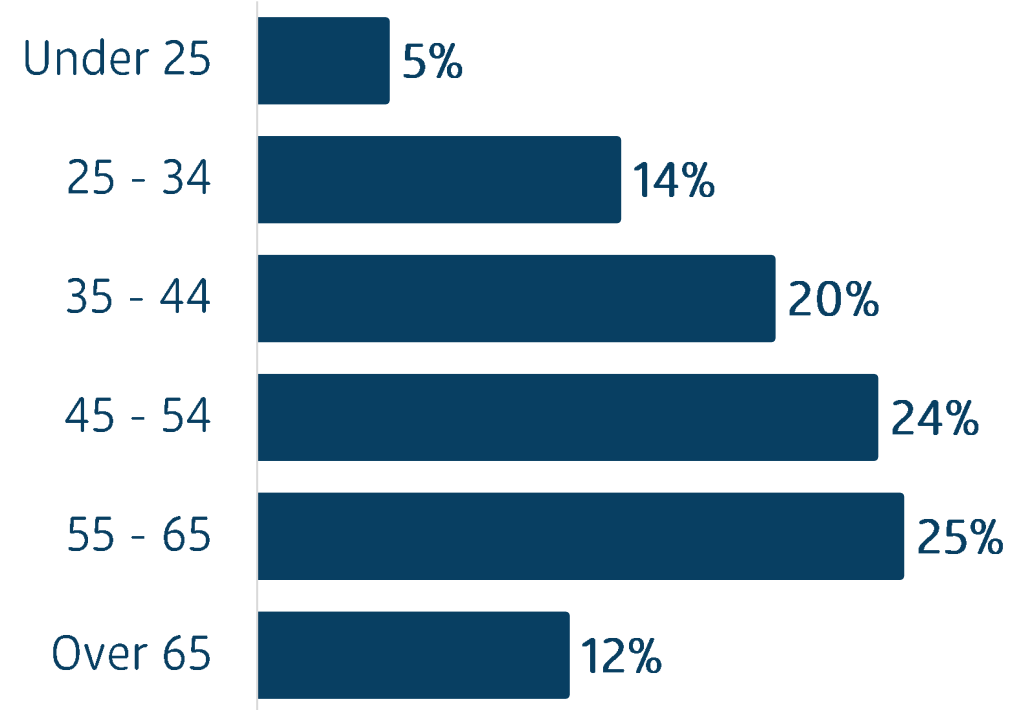
Age	Percent
Under 25	5%
25 - 34	14%
35 - 44	20%
45 - 54	24%
55 - 65	25%
Over 65	12%

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RACE & ETHNICITY*

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

White	92%
Hispanic	2%
Asian	2%
Black	2%
Indigenous	1%
Other	1%

*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)

High school or less — 8%

Some college or technical school — 14%

College or technical school graduate — 60%
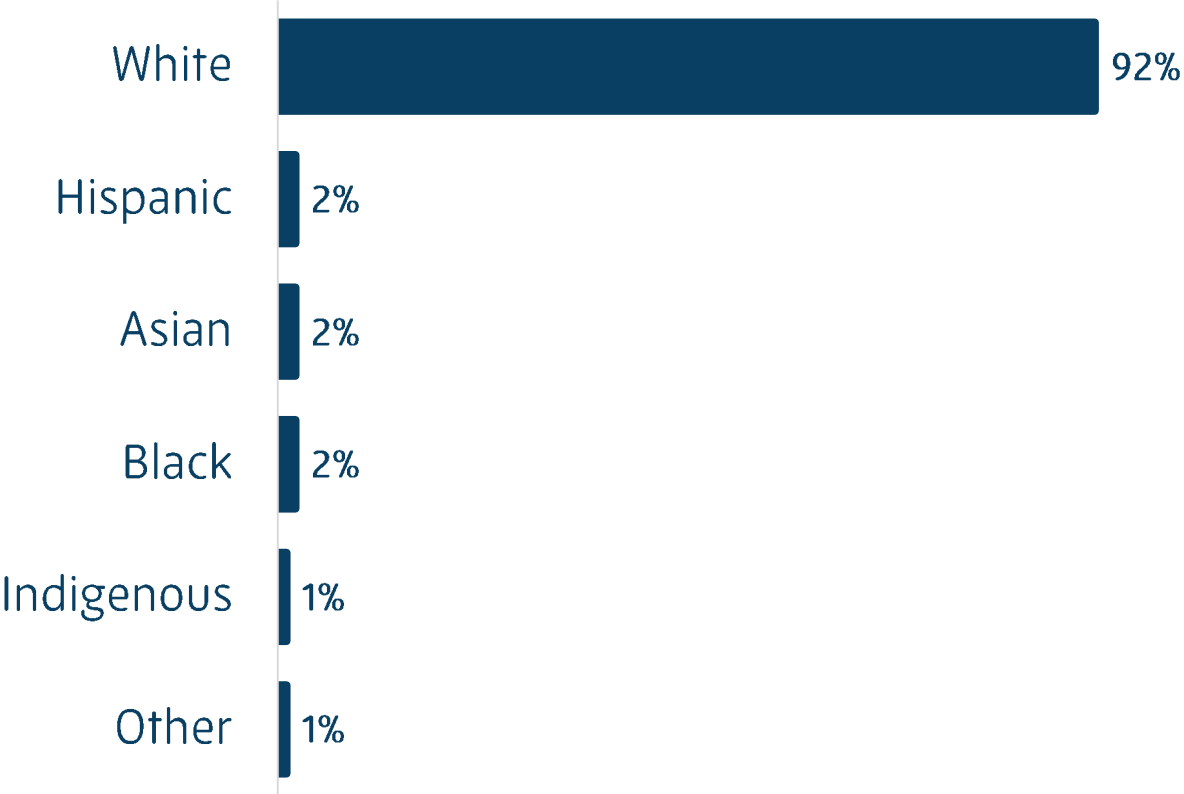
Graduate school — 18%

*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
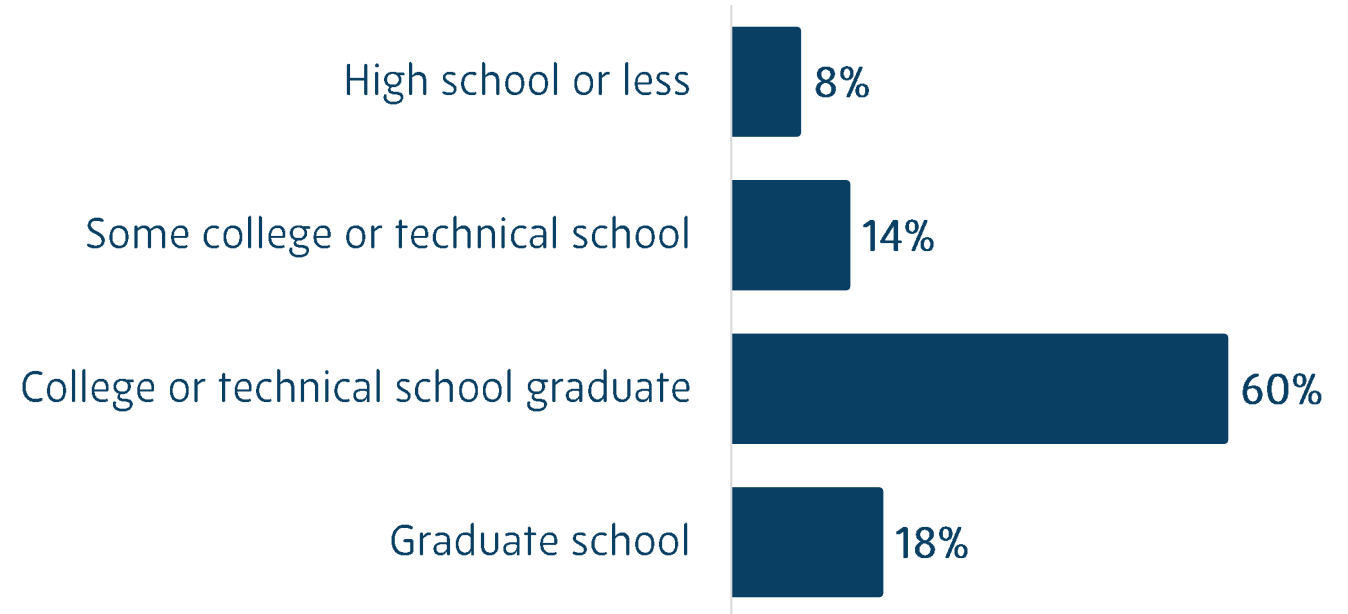
Single/widowed
27%

Married/living with partner
73%
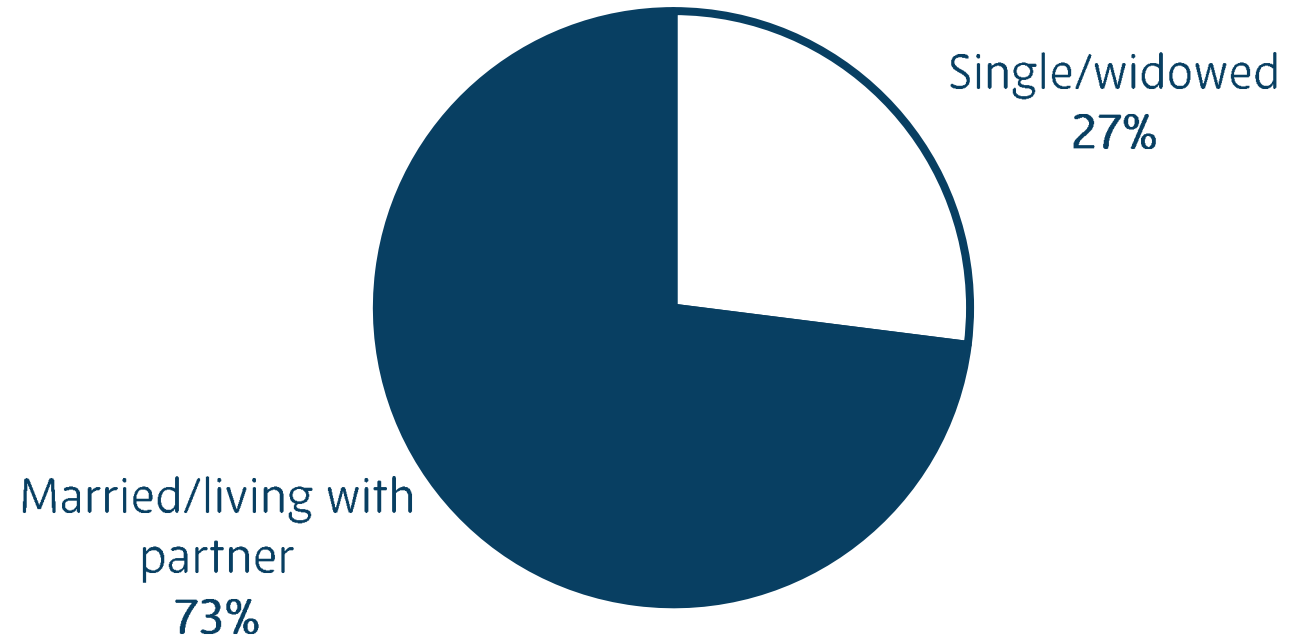
*Marital status of member of travel party surveyed.
The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.
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EMPLOYMENT STATUS*

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

Employed full-time ▬▬▬▬▬▬▬▬ 63%

Employed part-time ▬ 8%

Contract/freelance/temporary employee ▬ 7%

Retired ▬▬ 15%

Not currently employed ▬ 5%

Student ▌2%

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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

Income	Percentage
Less than $25,000	5%
$25,000 - $49,999	11%
$50,000 - $74,999	18%
$75,000 - $99,999	19%
$100,000 - $149,999	28%
$150,000 - $199,999	9%
$200,000 - $249,999	5%
$250,000 or more	5%

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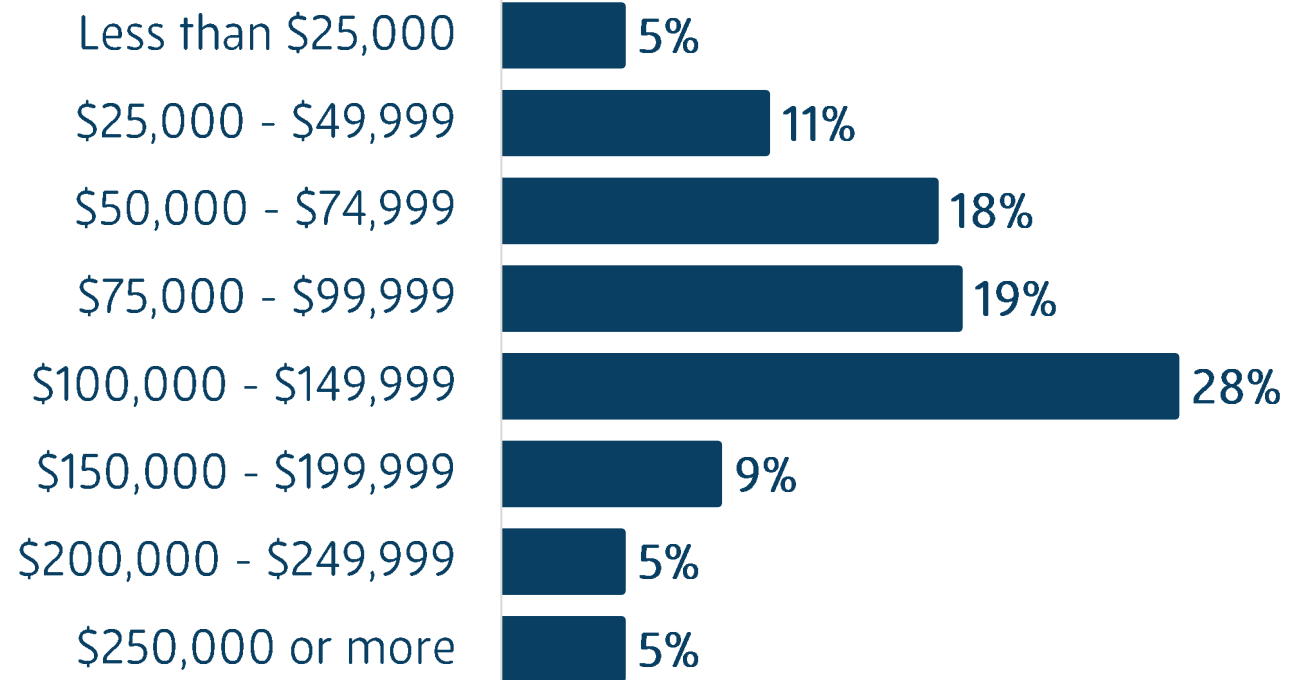
NEW & RETURNING VISITORS

» **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

This is my first time — 16%
2 - 5 times — 27%
6 - 10 times — 21%
11+ times — 36%

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

Mode	%
Drove to Maine	84%
Flew into Portland Intl Jetport	5%
Flew into Boston Logan Intl	4%
Flew into Bangor Intl Airport	2%
Took a motor coach tour or bus	1%
Flew into Manchester-Boston Regional Airport	1%
Traveled by train	1%
Other	2%

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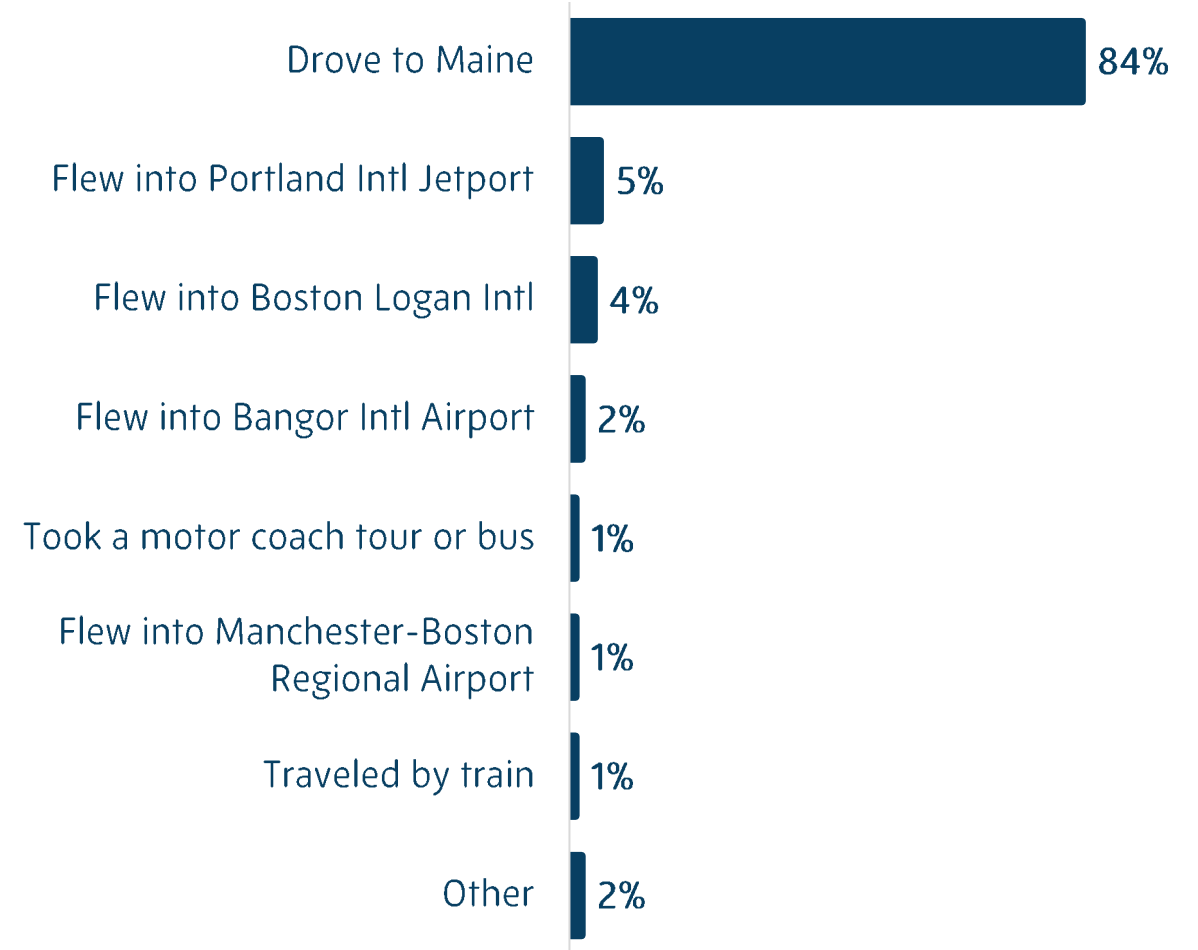
NIGHTS STAYED

» **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
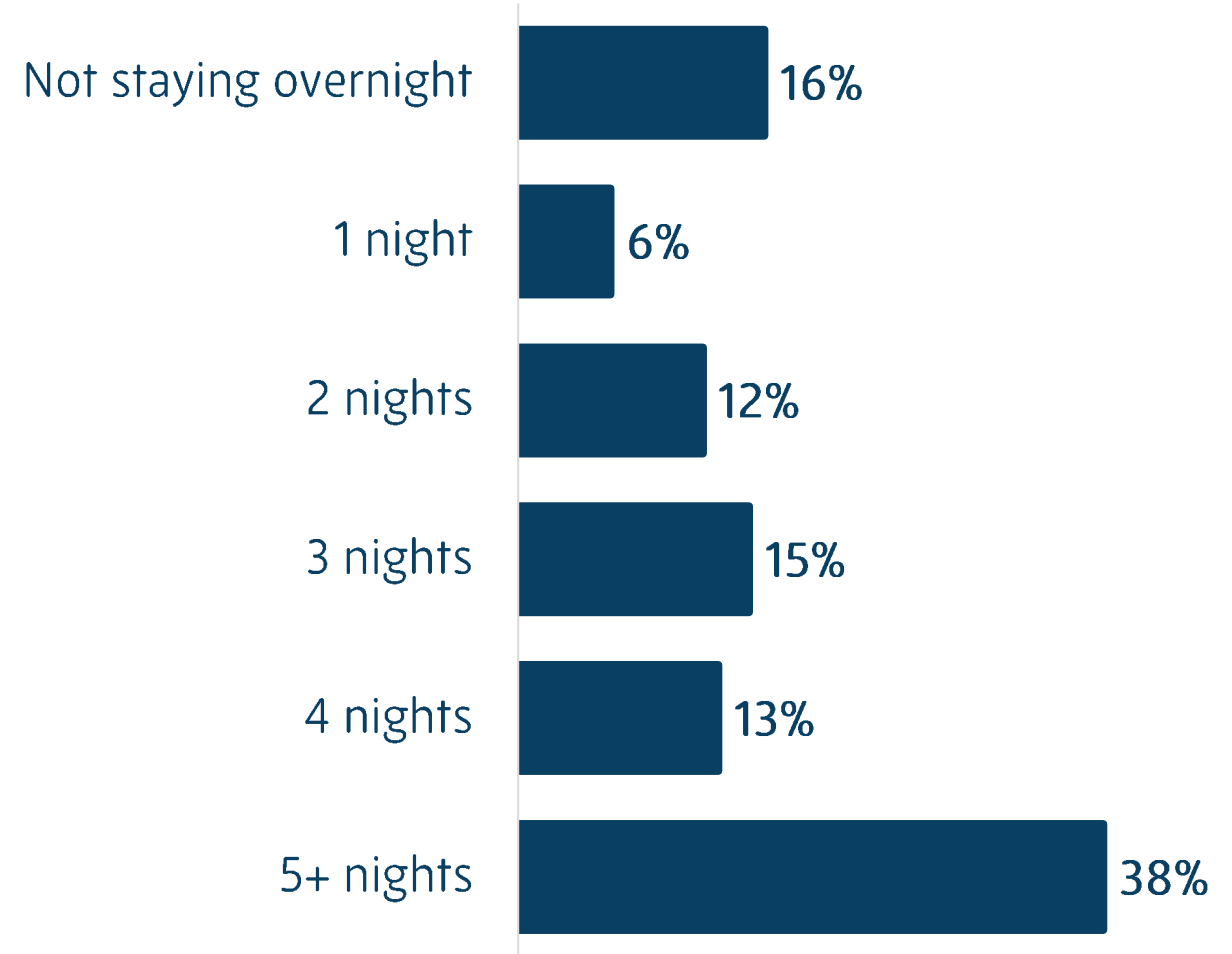
Not staying overnight — 16%

1 night — 6%

2 nights — 12%

3 nights — 15%

4 nights — 13%

5+ nights — 38%

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

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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

Accommodation	Percent
Friends/family home	23%
Hotel/motel/resort	22%
Not spending the night	16%
Personal second home	12%
Vacation rental home	10%
Campground/RV Park	6%
Bed & Breakfast/Inn	3%
Wilderness camping	2%
Sporting camp/wilderness lodge	2%
Outdoor Outfitter	1%
Other	3%

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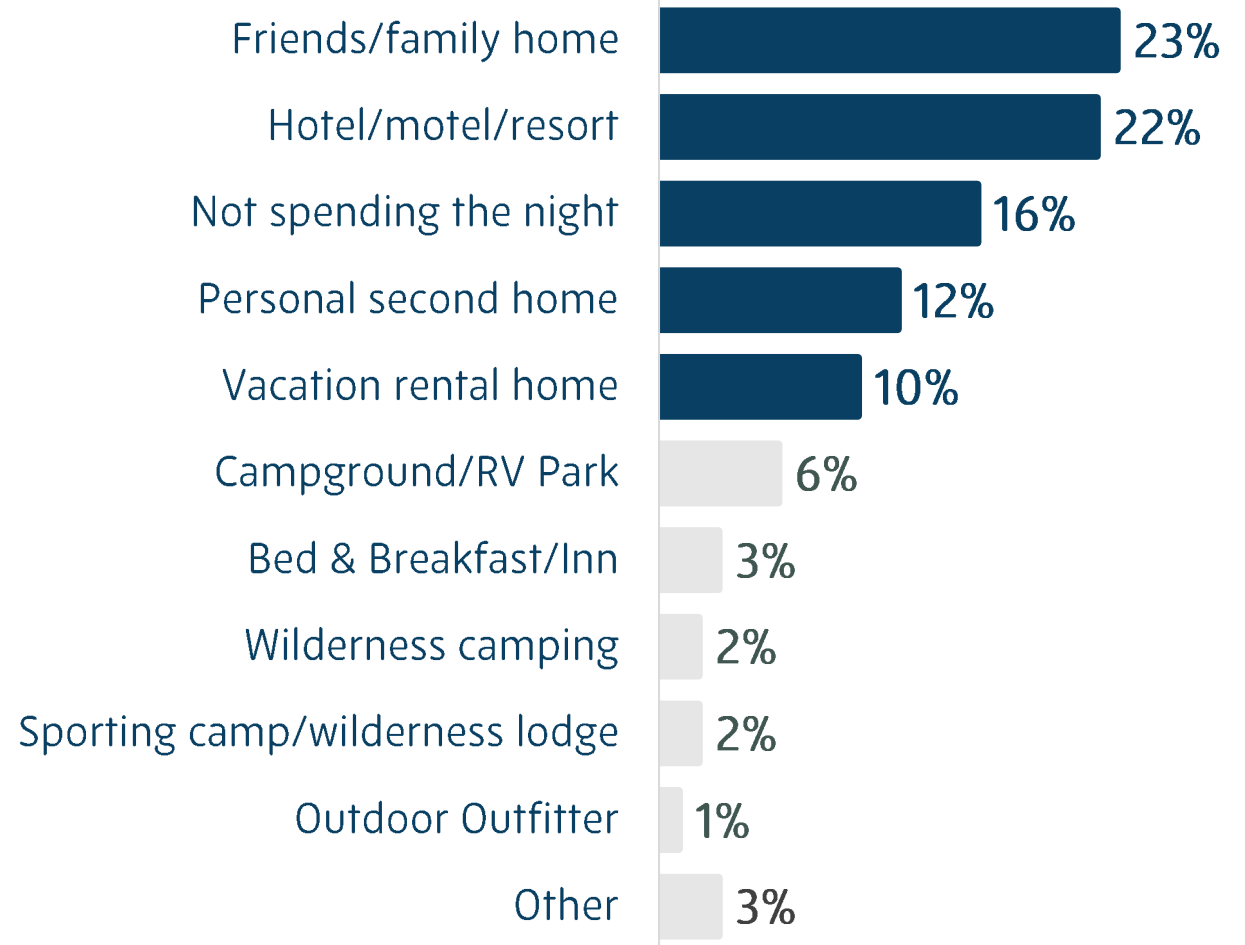
BOOKING METHODS

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

» **3 in 10** booked their accommodations with an online travel agency (+8% points from 2023)

Directly with the hotel/condo — 36%
Online travel agency — 30%
Short term rental service — 11%
Airbnb — 9%
Vacation rental company — 3%
Offline travel agent — 1%
Group tour operator — 1%
Travel package provider — <1%
Other* — 9%
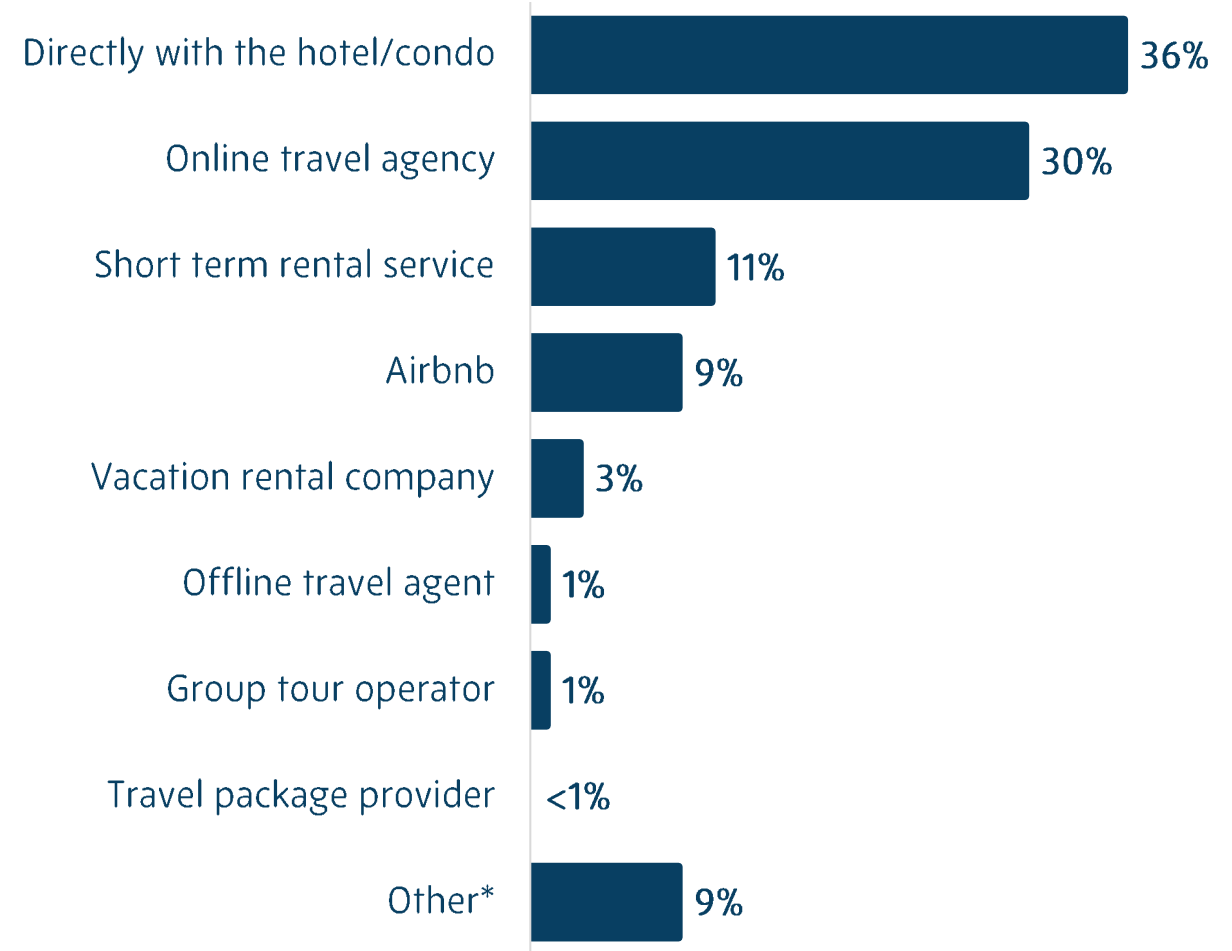
*Other includes standing reservations with campground.

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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)

Resource	Percentage
Navigation website/apps	46%
Restaurant website/app	31%
Destination social media	20%
Personal social media	20%
Materials from hotel/campground	16%
Visitor Information Centers	12%
Trip planning app	11%
Hotel/resort website/app	8%
VisitMaine.com	7%
Booking website/app	5%
Chambers of Commerce	2%
Airline website/app	2%
Other	5%
None	26%

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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

Food/beverage/culinary **69%**

Touring/sightseeing **45%**

Shopping **44%**

Active outdoor activities **41%**

Water activities 26%

Entertainment/attractions 25%

History/culture 24%

Astrotourism 12%

Business conference/meeting 6%

April 8th, 2024 Solar Eclipse <1%

Other 7%

*Multiple responses permitted.

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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%

*Multiple responses permitted.

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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
Daily Spending	**$689**	**$288**	**$208**

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
Total Spending	**$3,721**	**$2,045**	**$208**

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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

Parking — 66%
Food — 35%
Recreation — 16%
Resort fee — 7%
Other — 7%
None — 20%

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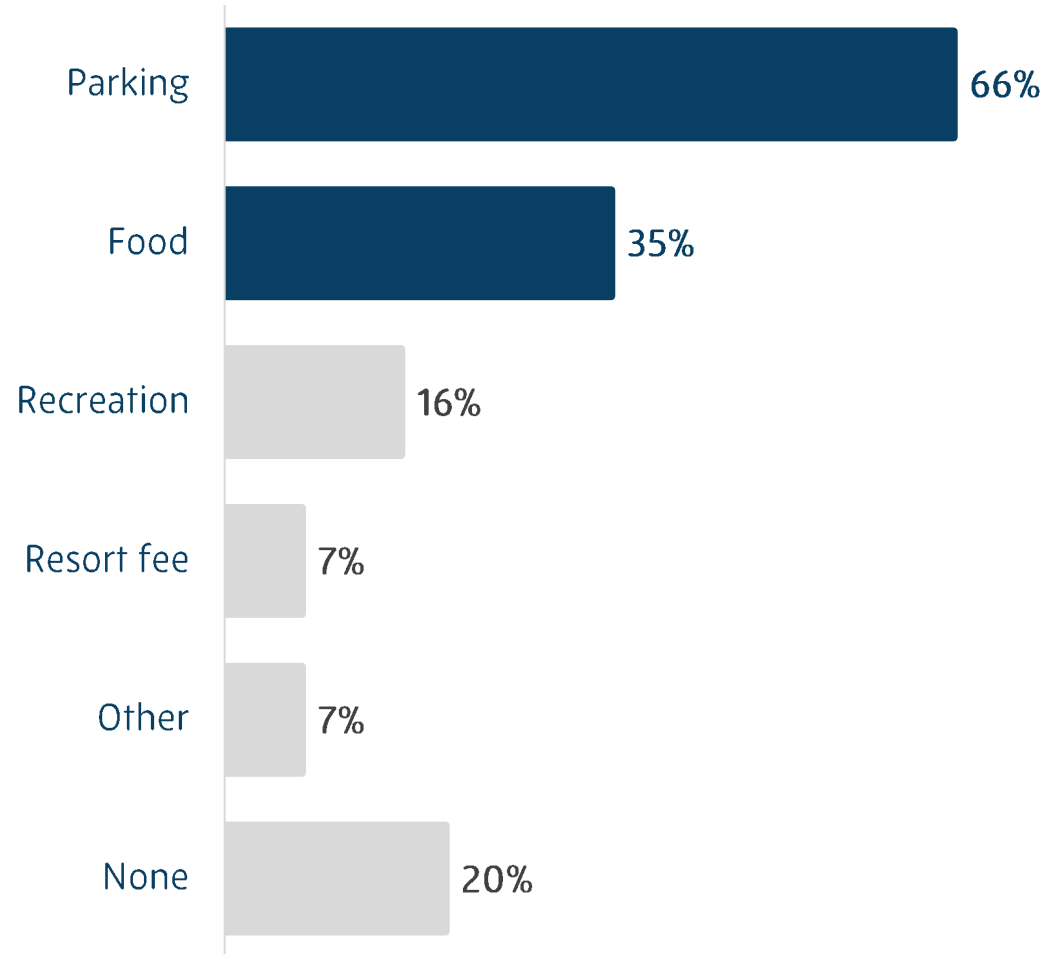
OTHER STATES & PROVINCES VISITED*

» 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

No other states/provinces	57%
New Hampshire	28%
Massachusetts	19%
Vermont	10%
New York	8%
Rhode Island	6%
Connecticut	5%
Quebec	3%
New Brunswick	2%
Ontario	2%
Prince Edward Island	1%
Nova Scotia	1%
Newfoundland and Labrador	1%
Other	2%

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*Multiple responses permitted.

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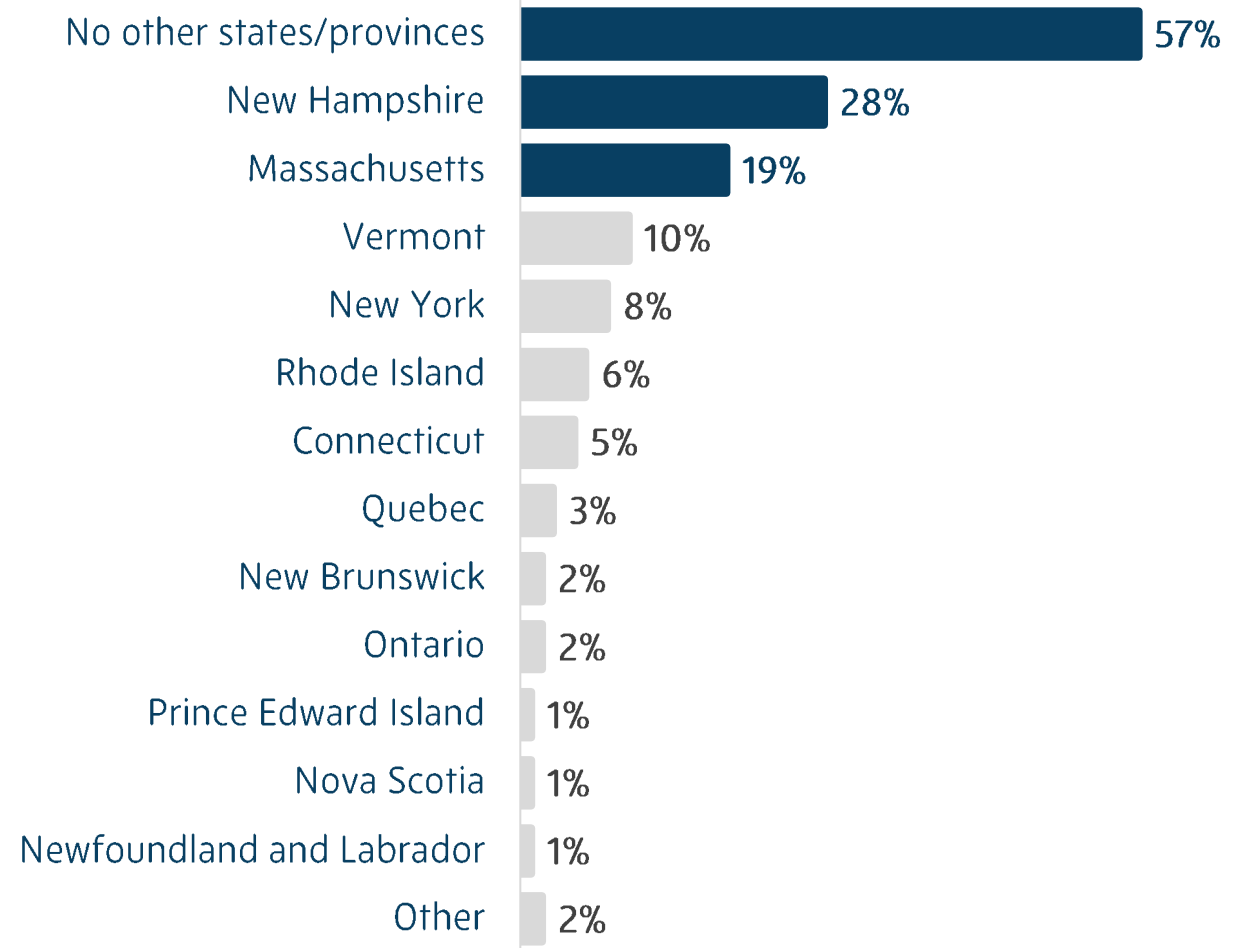
TRAVELING WITHIN MAINE*

» **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

No other regions — 25%
Midcoast & Islands — 42%
Greater Portland & Casco Bay — 36%
The Maine Beaches — 26%
Downeast & Acadia — 21%
Maine Lakes & Mountains — 19%
The Maine Highlands — 15%
Aroostook County — 3%
Other — 1%

*Multiple responses permitted.

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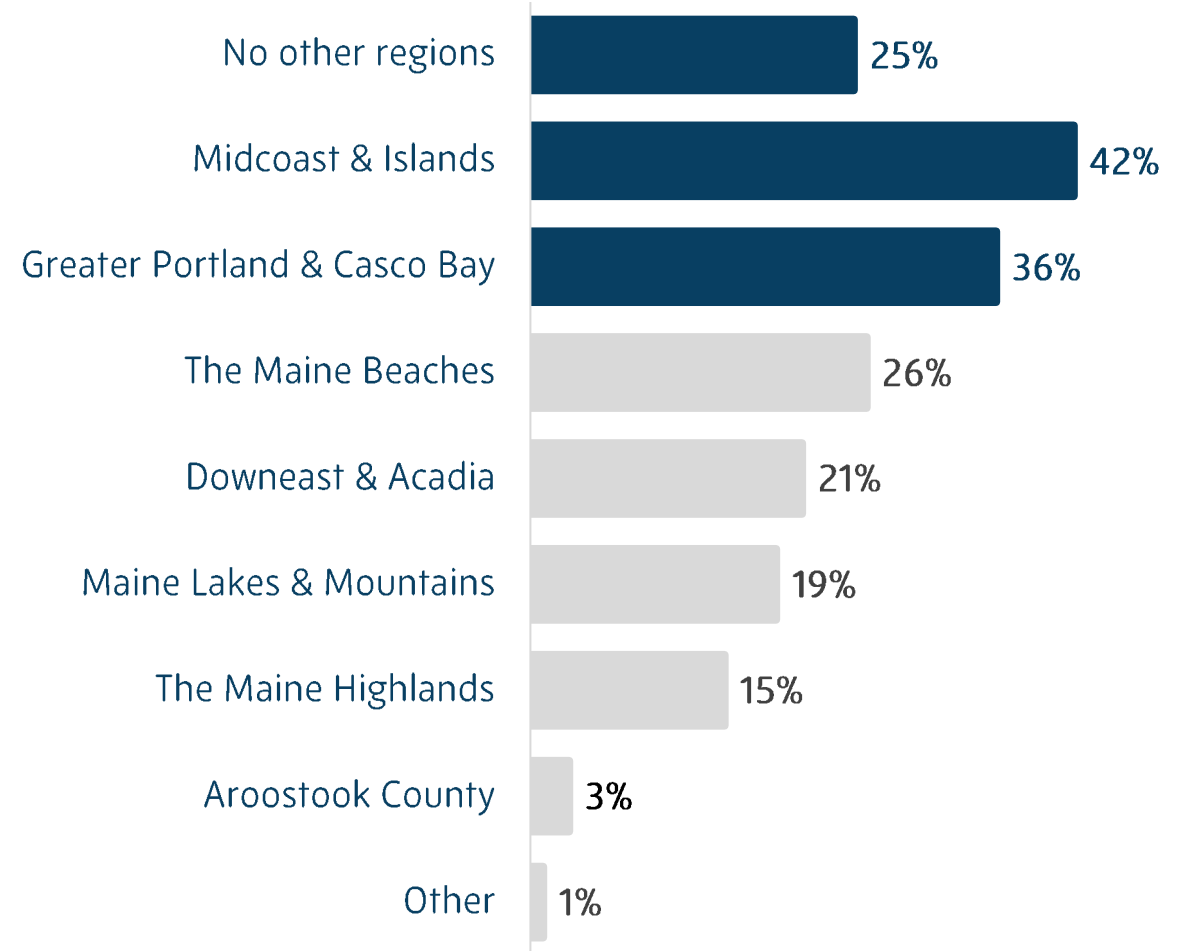
VISITOR JOURNEY : POST-TRIP EVALUATION

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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RECOMMENDING MAINE & ITS REGIONS

Likelihood of Recommending Maine

Would recommend Maine — 97%

Would not recommend Maine — 1%

Not sure — 2%

» 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)
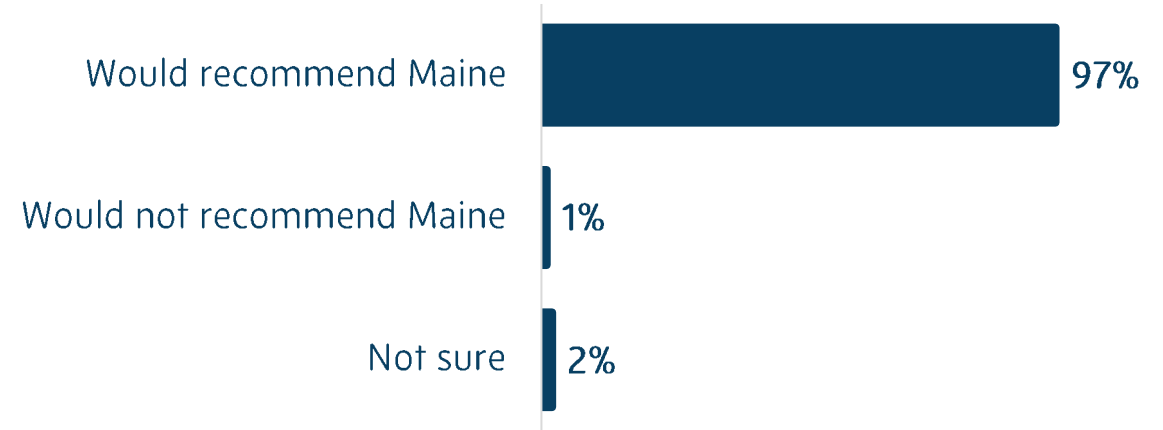
Likelihood of Recommending Region Visited

Definitely recommend region — 75%

Probably would recommend region — 21%

Would not recommend region — <1%

Not sure — 4%

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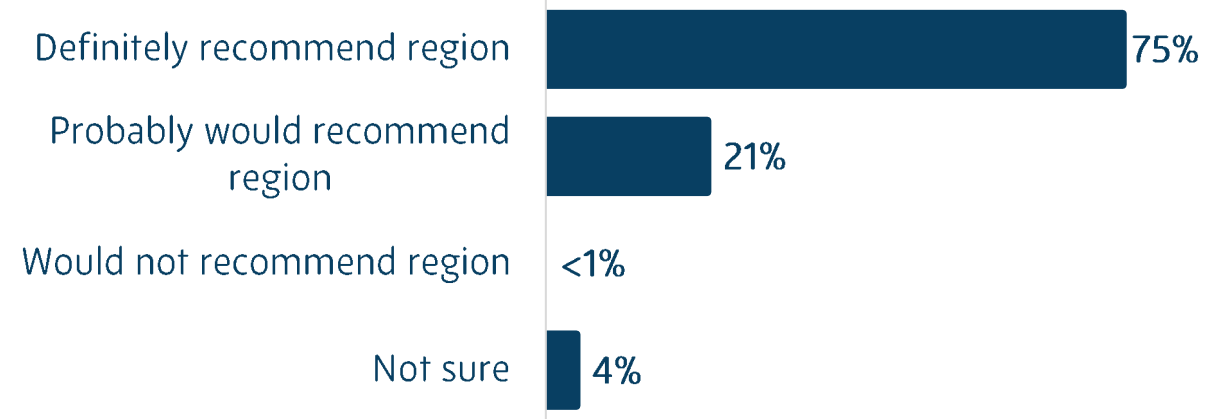
LIKELIHOOD OF RETURNING TO MAINE

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

Definitely will return — 74%

Probably will return — 19%

Probably will not return* — <1%
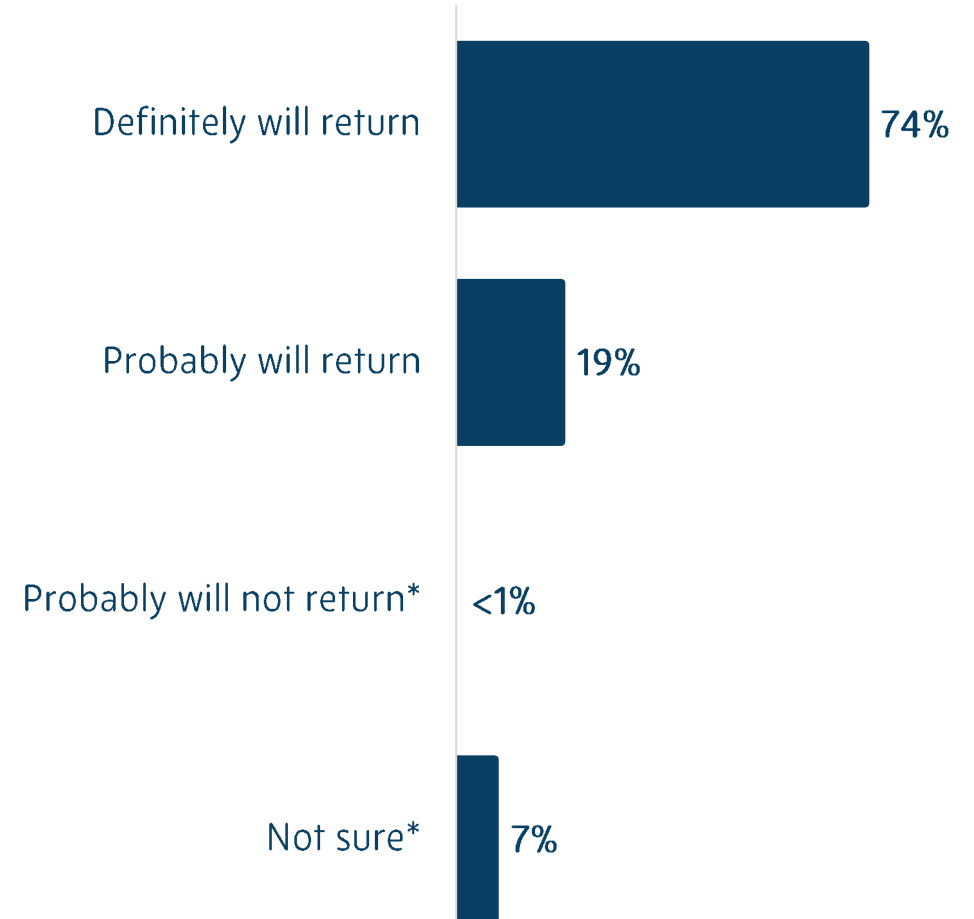
Not sure* — 7%

*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.

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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)
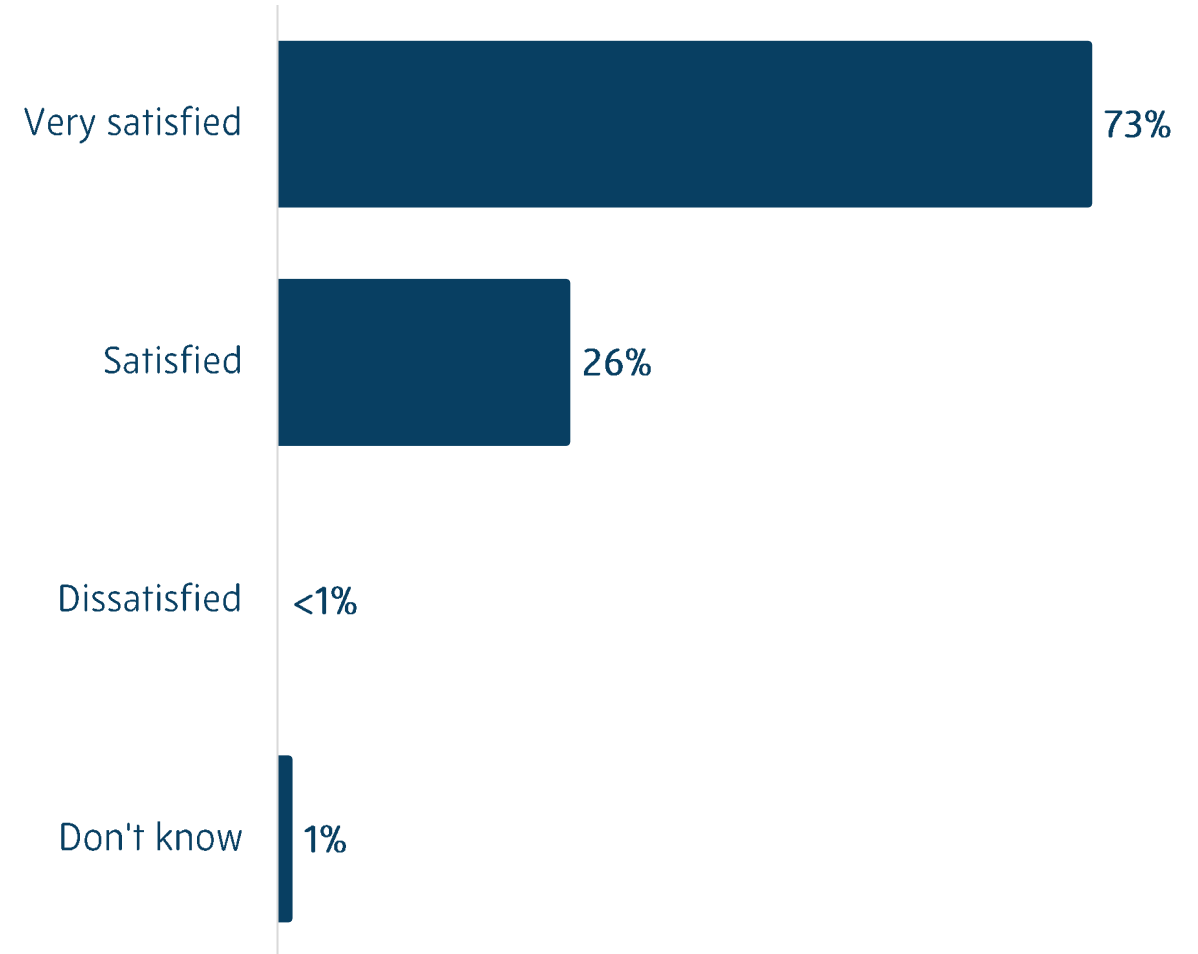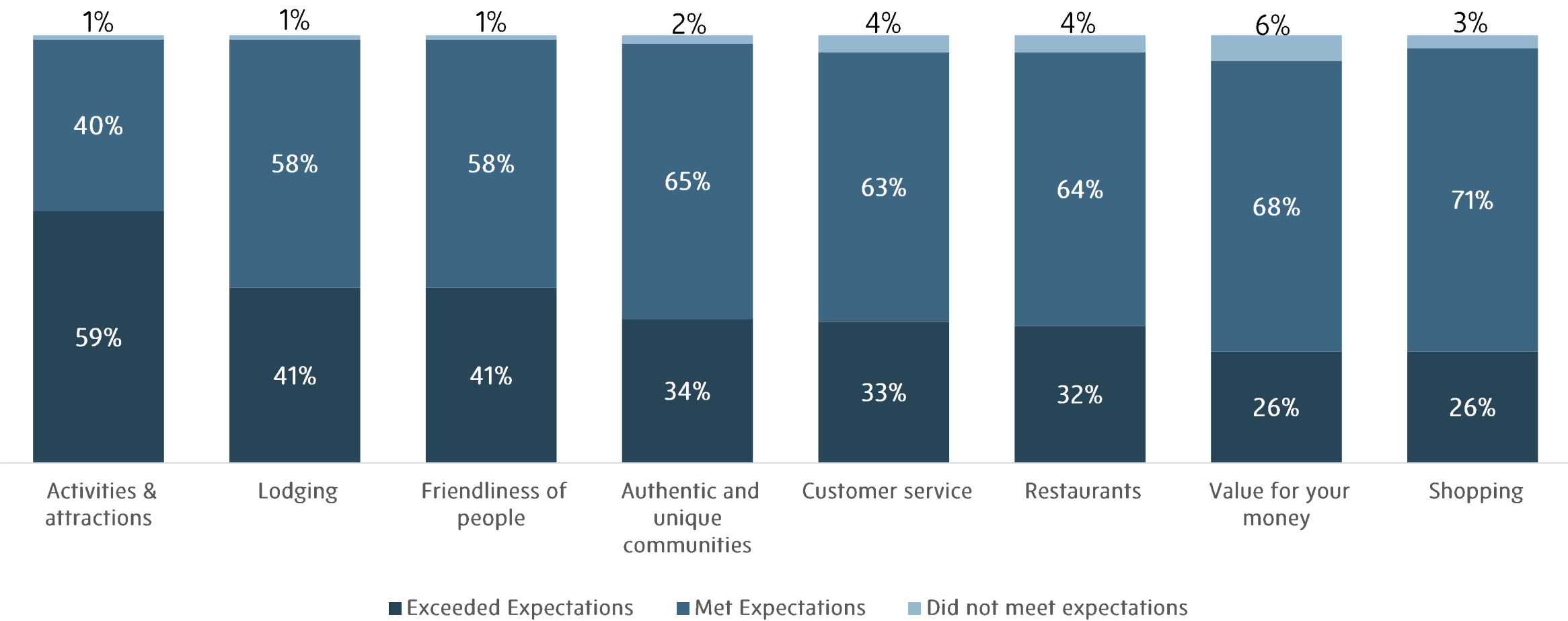
Category	Percentage
Very satisfied	73%
Satisfied	26%
Dissatisfied	<1%
Don't know	1%

TRIP RATINGS

	Exceeded Expectations	Met Expectations	Did not meet expectations
Activities & attractions	59%	40%	1%
Lodging	41%	58%	1%
Friendliness of people	41%	58%	1%
Authentic and unique communities	34%	65%	2%
Customer service	33%	63%	4%
Restaurants	32%	64%	4%
Value for your money	26%	68%	6%
Shopping	26%	71%	3%

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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)

Overcrowded — 4%

A little overcrowded — 22%

The number of visitors was fine — 50%

Not at all overcrowded — 23%

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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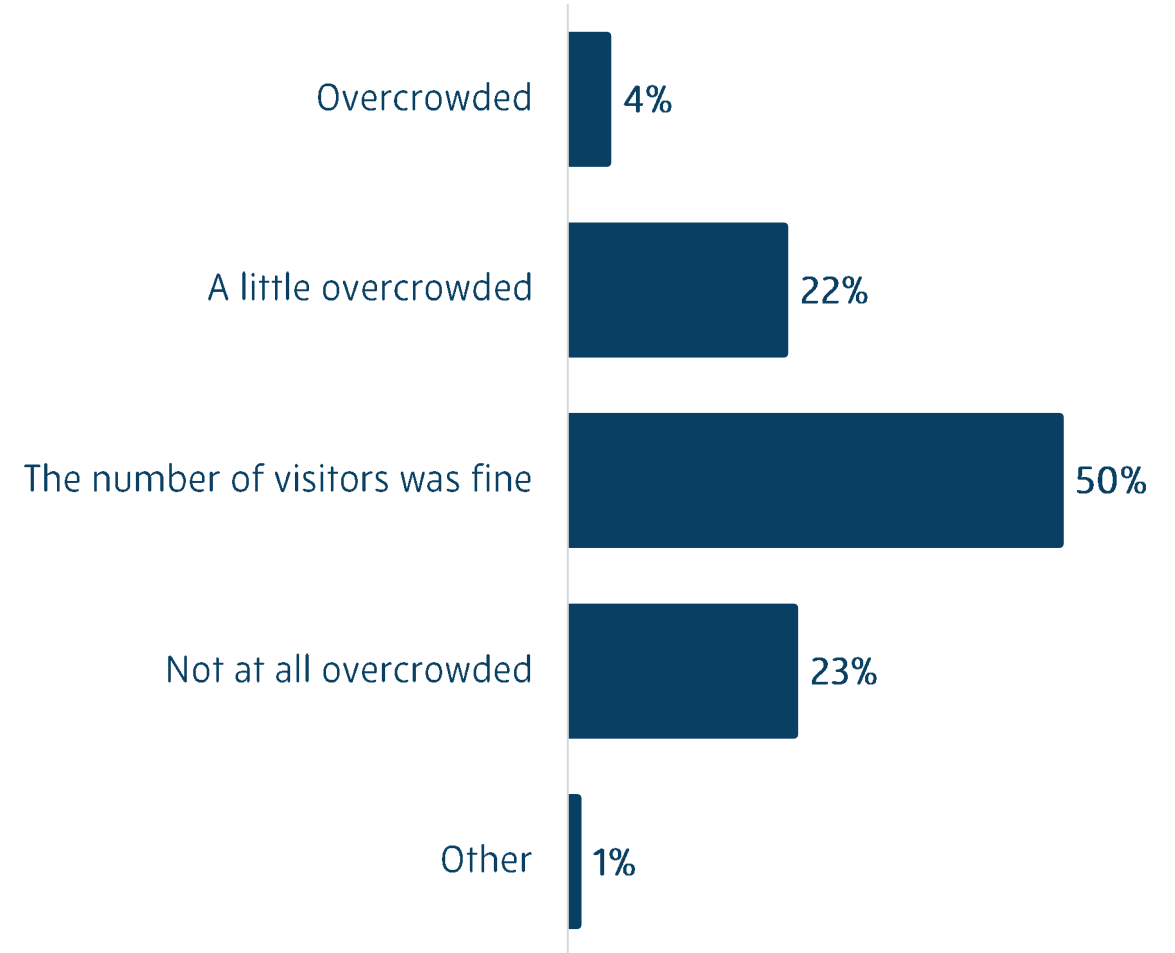
TRIP PLANNING CYCLE

Trip Planning Cycle	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

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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%

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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%

*Multiple responses permitted.

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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 8th, 2024 Solar Eclipse	NA	<1%
Other	11%	10%

*Multiple responses permitted.

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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.

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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%

*Multiple responses permitted.

ADVERTISING/PROMOTIONS

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

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%

*Multiple responses permitted.

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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%

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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%

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ORIGIN MARKET

Origin Markets	2023	2024
Boston	10%	9%
New York City[1]	7%	7%
Washington DC - Baltimore[2]	4%	4%
Portland	3%	3%
Waterville	4%	3%
Philadelphia	2%	2%
Providence, RI	2%	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 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

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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%

*Multiple responses permitted.

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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%

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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

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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%

Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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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%

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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

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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%

*Multiple responses permitted.

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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 8th, 2024 Solar Eclipse	NA	<1%
Other	7%	7%

*Multiple responses permitted.

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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%

*Multiple responses permitted.

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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%

*Multiple responses permitted.

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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%

*Multiple responses permitted.

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Pre-Visit

Traveler Profile

Trip Experience

Post-Trip Evaluation

Impact of Tourism

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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%

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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%

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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 1st, 2023 and November 30th, 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.

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KENNEBEC VALLEY

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

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